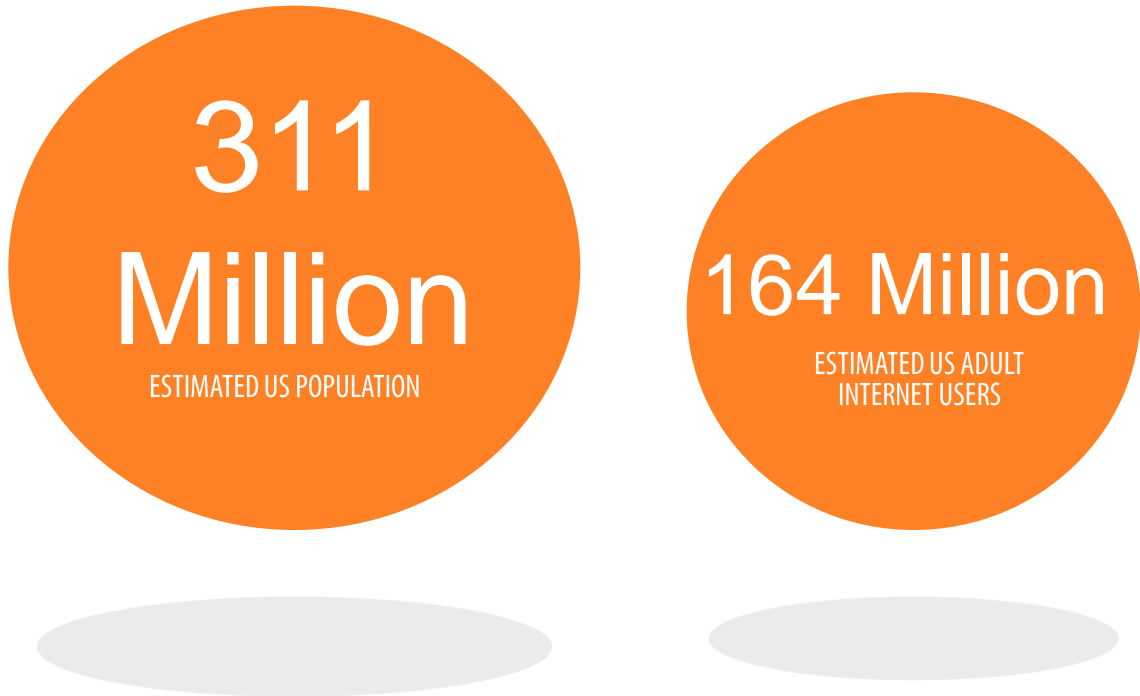


Inbound Marketing 101: 5 Things your website must have to start Generating Leads

Courtesy of:



Introduction



Key Concepts and Statistics

- More than half of all US residents and more than $\frac{3}{4}$ of all US adults are online.¹
- One third of US consumers spend at least 3 hours online every day.²
- More & more of the things we used to do offline, like product research and getting news, we now do online.

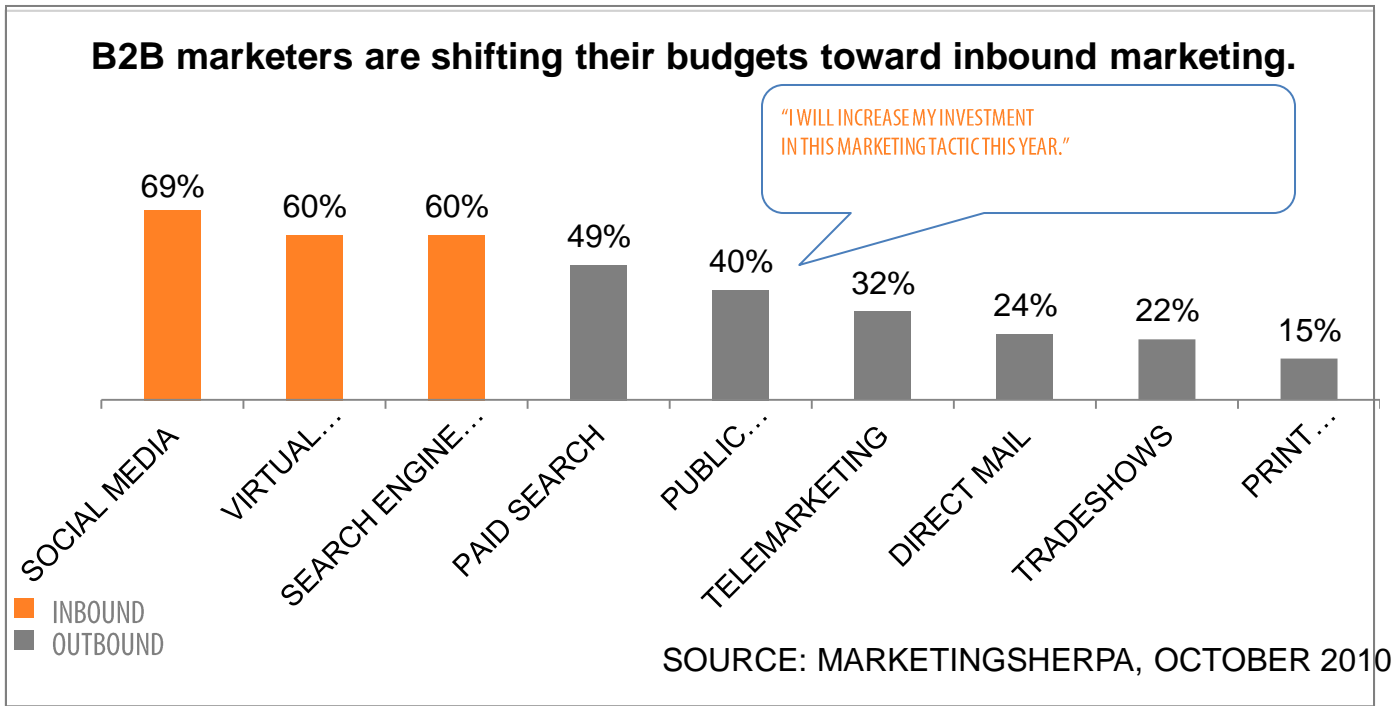
Takeaway:

The Internet has fundamentally changed the way in which people find, discover, share, shop, & connect.



The Shift from Outbound to Inbound

This chart shows how resources are being pulled from traditional marketing (outbound) and allocated to attraction marketing (inbound).



Key Concepts and Statistics

- Marketers are shifting their budgets away from “interruption” advertising.
- 61% of marketers will invest more in earned media in 2011.³
- More than half of marketers increased their inbound marketing budget in 2011.
- The average budget spent on company blogs & social media has nearly doubled in two years.

Takeaway:

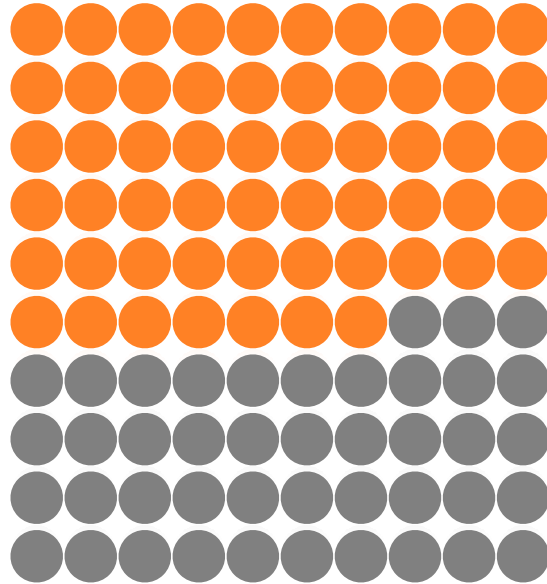
Inbound marketing tactics like SEO, blogging, social media, website lead gen and lead nurturing are more cost-effective than traditional forms of outbound marketing. Marketers are shifting their budgets, and seeing results.



Search Engine Optimization

Whether you're familiar with SEO or not, it's mission-critical to have good rankings to compete for business using online marketing.

57%
of Internet
users
search the
web **every**
day.



SOURCE: MARKETSHARE.HITSLINK.COM, OCTOBER 2010

Key Concepts and Statistics

- Worldwide, we conduct 88,000,000,000 searches per month on Google.⁴
- 70% of the links search users click on are organic—not paid.⁵
- 46% of daily searches are for info on products or services.⁶
- 75% of users never scroll past the first page of search results.⁷

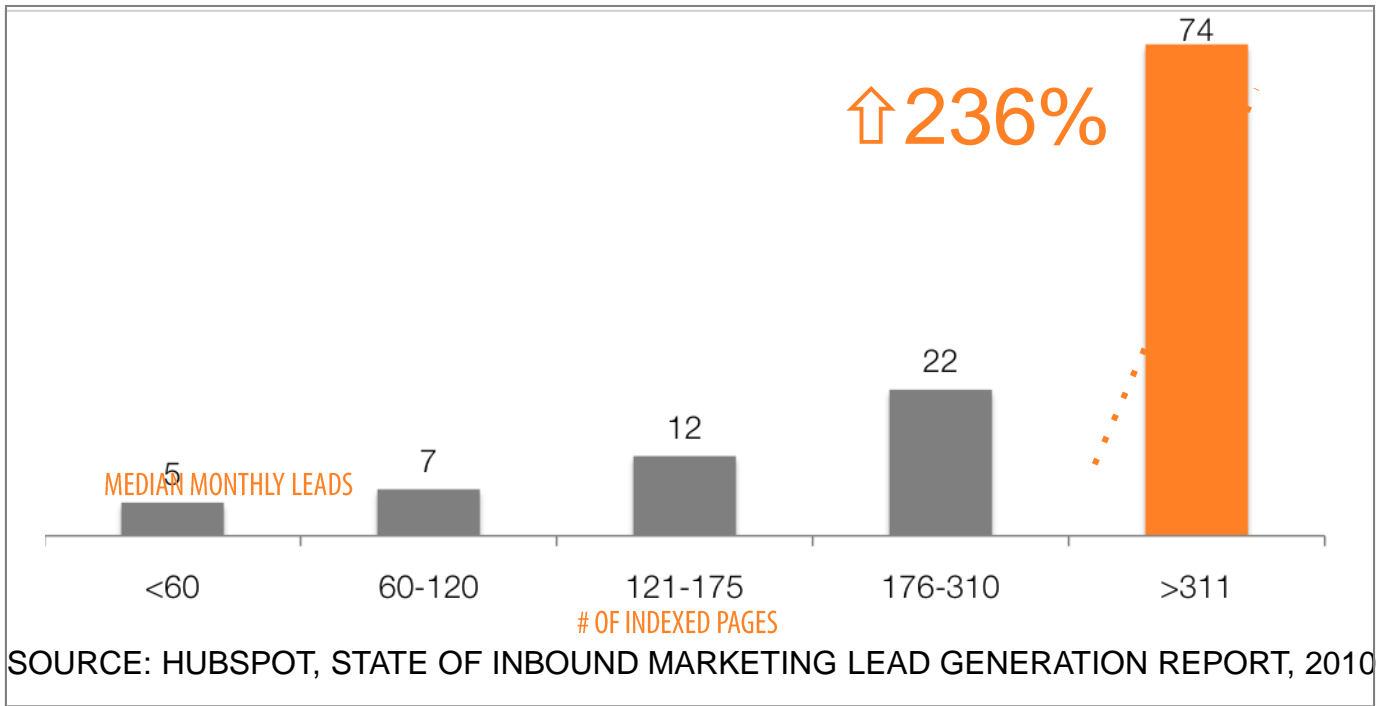
Takeaway:

If your business is not ranking well for the words that describe your products and services, then potential customers will not find them either, causing you to miss out on additional business.



Blogging

Are you blogging for your business? Odds are you're not doing so frequently enough or in a way that maximizes SEO. A website without a fully-optimized blog is poorly positioned to drive traffic and leads.



Key Concepts and Statistics

- Nearly 40% of US companies use blogs for marketing purposes.⁸
- B2C companies that blog generate 88% more leads per month than those who do not.⁹
- B2B companies that blog generate 67% per month than those who do not.⁹
- 2/3 of marketers say their company blog is “critical” or “important” to their business.¹⁰

Takeaway:

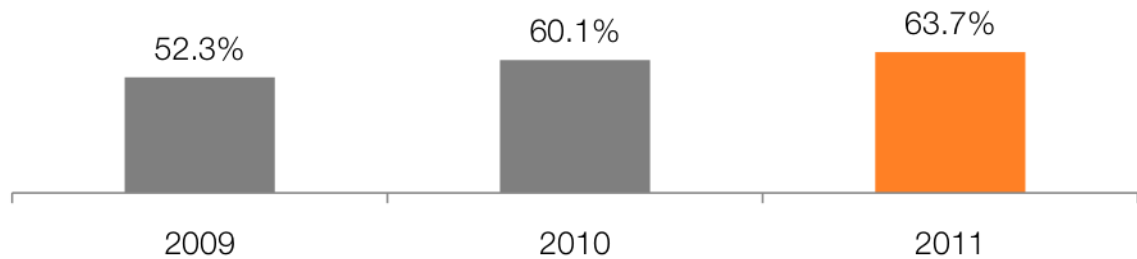
Prospects, customers and search engines all love the content generated through blogging: prospects because it helps them understand what your customers do; your customers because it helps them stay up to date with your offerings and thought leadership; and search engines because each post represents another page that they can index for a specific topic and feed to others searching that phrase.



Social Media

Your prospect having active social media accounts on platforms like Facebook, Twitter and LinkedIn is no longer a 'nice to have' – it's a 'must have'.

Nearly 2/3 of US Internet users regularly use a social network.



SOURCE: EMARKETER, FEBRUARY 2011

Key Concepts and Statistics

- 93% of US adult Internet users are on Facebook.¹¹
- Marketers who spent 6 hours a week or more using social media and engaging/sharing content on it saw 52% more leads than those who did not.¹²
- Companies that use Twitter average double the amount of leads per month than those that do not.⁹
- Both B2C & B2B companies are acquiring customers through Facebook.
- More than 1/3 of marketers say Facebook is “critical” or “important” to their business.¹⁰

Takeaway

Social media is an effective way to not only create exposure for your business online, but it is a proven way to significantly engage with prospects and generate leads.



Website Lead Generation

Does your website have “call-to-action” buttons that link to great offers? If the answer is NO, then your website doesn’t stand a chance at generating leads!

Key Concepts and Statistics

- According to FOCUS, it is only in the last third of the sales process that prospects actually want to engage with a sales representative.
- Inbound marketing costs 62% less per lead than traditional, outbound marketing.¹³

Takeaway

Content offers on a website should educate your prospects, and help them get smarter about what they need. By providing them with this advice, they will come to understand how your goods and services could potentially fill that need - they should also map to different stages of your sales process, so that leads generated can be nurtured accordingly.



Lead Nurturing

Does your marketing have automatically-triggered lead nurturing campaigns to support your special offers? If NO, you're missing out on opportunities to move leads through your sales funnel.

Key Concepts and Statistics

- According to an MIT study done with InsideSales.com, 78% of sales that start with a web inquiry go to the company that responds FIRST!
- According to a DemandGen report, nurtured leads produce – on average – a 20% increase in sales opportunities versus non-nurtured leads.
- According to Forrester Research, companies that excel at lead nurturing are able to generate 50% more sales-ready leads at 33% lower cost per lead.

Takeaway

Lead nurturing campaigns help you further educate and build relationships with non-sales ready leads in a scalable, effective way.



3 Stages of a Sales Funnel

Top of the Funnel (TOFU):

Something educational and related, but not directly about your product/service

Examples: *Whitepaper, Contest, eBook, Give Away*

Middle of the Funnel (MOFU) :

Something that both educates and introduces the product/service

Examples: *Webinar, Case Study, Product Fact Sheet*

Bottom of the Funnel:

Something that gets a lead on the phone with a sales rep

Examples: *Demo, Consultation*



Sources, Unless Cited:

- ¹BLOGHER, APRIL 2011, PEW RESEARCH, MAY 2010, US CENSUS BUREAU, MAY 2011
- ²THE MEDIA AUDIT, OCTOBER 2010
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- ⁷MARKETSHARE.HITSLINK.COM, OCTOBER 2010
- ⁸EMARKETER, AUGUST 2010
- ⁹HUBSPOT, STATE OF INBOUND MARKETING LEAD GENERATION REPORT, 2010
- ¹⁰HUBSPOT, STATE OF INBOUND MARKETING REPORT 2011
- ¹¹BLOGHER, APRIL 2011
- ¹² SOCIAL MEDIA EXAMINER, 2011
- ¹³HUBSPOT, 2011

