RISE ABOVE THE DIGITAL NOISE

Presented By: Thomas Young
IntuitiveWebsites.com

Intuitive
websites

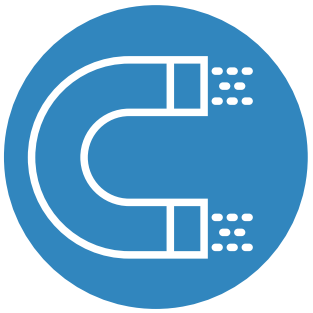
The Facts

FACT 1

Companies with growing website and social media traffic are more likely to beat revenue goals.

FACT 2

Companies tracking digital marketing KPIs are growing faster than those who don't.



FACT 3

85% of companies use inbound marketing, 50% do it well.

FACT 4

The right content and CTAs are keys to strong results.

HubSpot

Intuitive websites

PROGRAM OBJECTIVES

What You Will Get Today

- Attract qualified prospects to your brand
- Increasing qualified leads for your sales team
- Improve your digital brand
- Better sales and marketing staff performance
- Develop sales and marketing funnels

Workshop Outline

1. Four Laws of Sales and Marketing
2. 10 Rules of Content Marketing
3. The Digital Marketing Funnel
4. Content Marketing Implementation

Intuitive Websites' Four-Step Process

The Four Laws of Inbound Marketing

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Law 1

Customers Research and Find You

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Marketing Today

One Audience of Many

Infinite Audience of One

HubSpot

Help Customers Find You

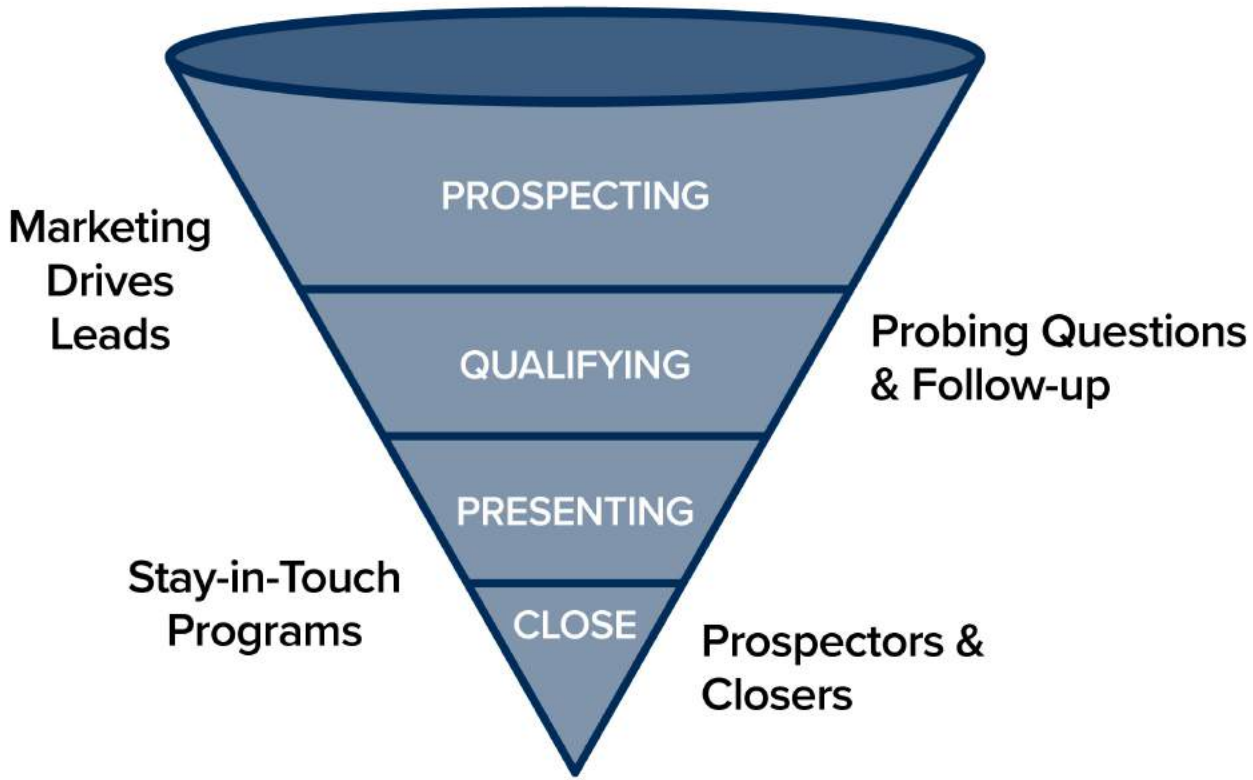
Data From Google

- B2C: 80% of consumers research before buying
- Four out of five use multiple devices
- B2B: 57% of buyers research before contacting
- Mobile is used by more than 50%
- **The Goal:** *Get found in their research!*

Think with Google

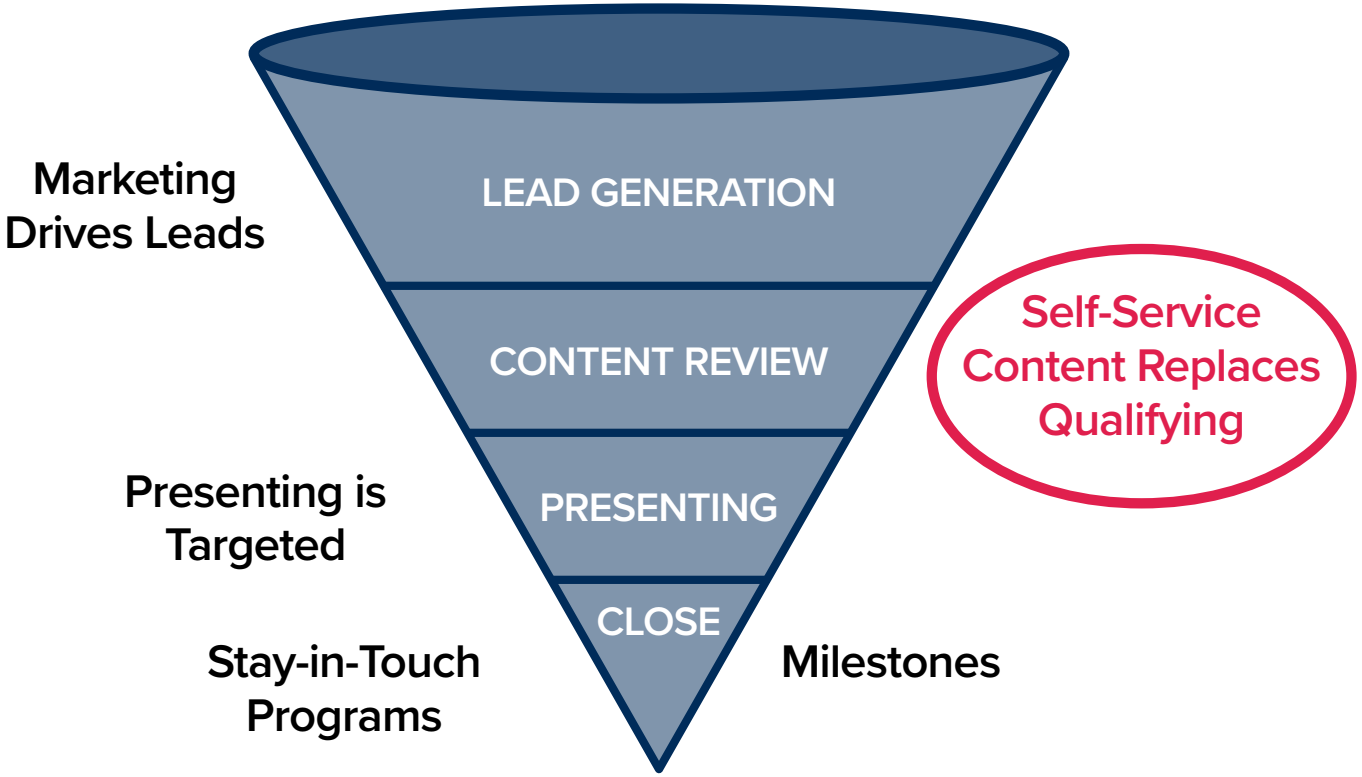
Marketing & Sales Funnel

The Old Funnel



Marketing & Sales Funnel

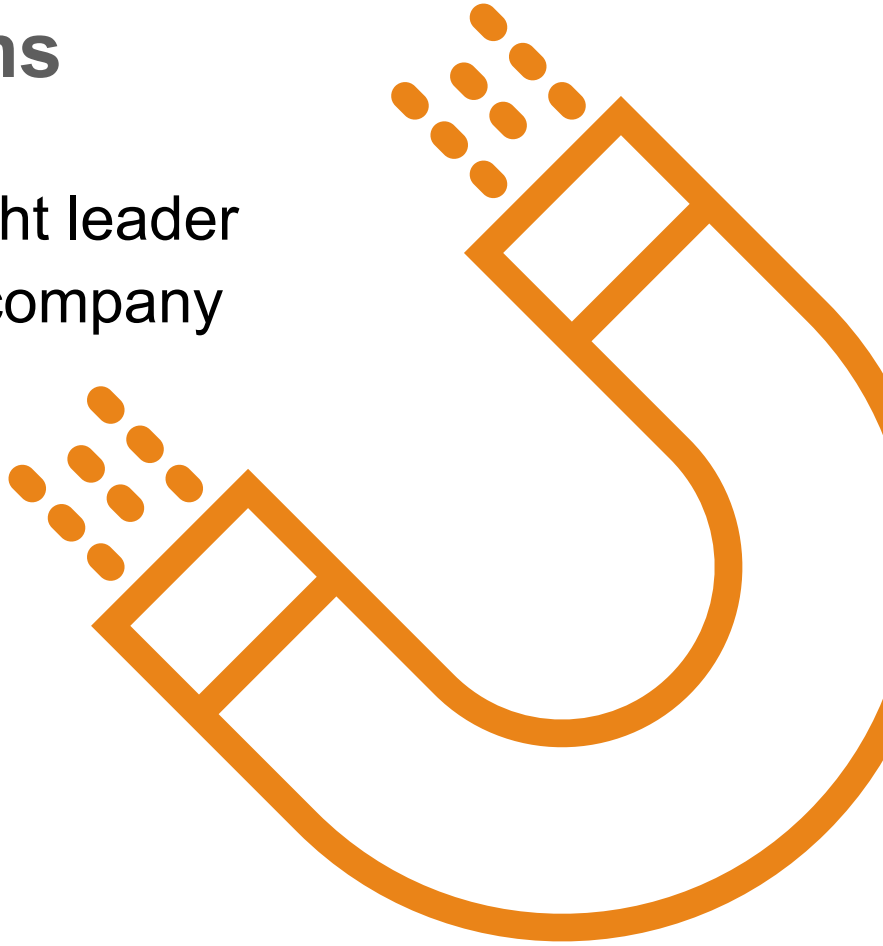
The New Funnel



Help Customers Find You

Inbound Marketing Action Items

- Become an online publisher and thought leader
- Avoid writing about yourself and your company
- Write in the language of the customer
- Make a list of content topics
- Develop a content calendar
- Reach out to digital influencers
- Develop a digital marketing funnel

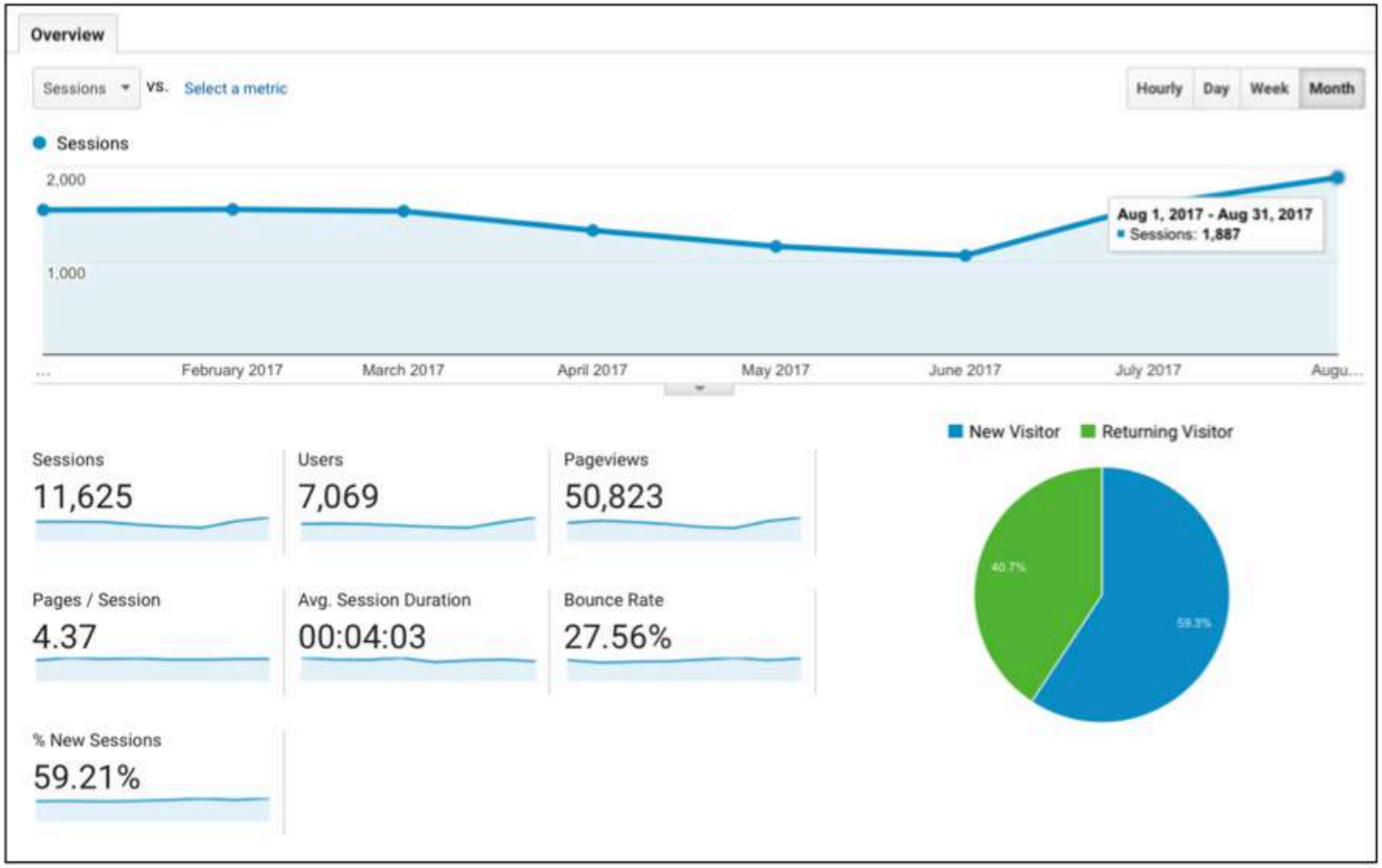


Content Marketing Calendar

- Schedule blogs, emails, social media posts, and other content all in one place.
- Find the posting frequency that works for you and your audience.
- Use a tool to help the entire team stay organized.

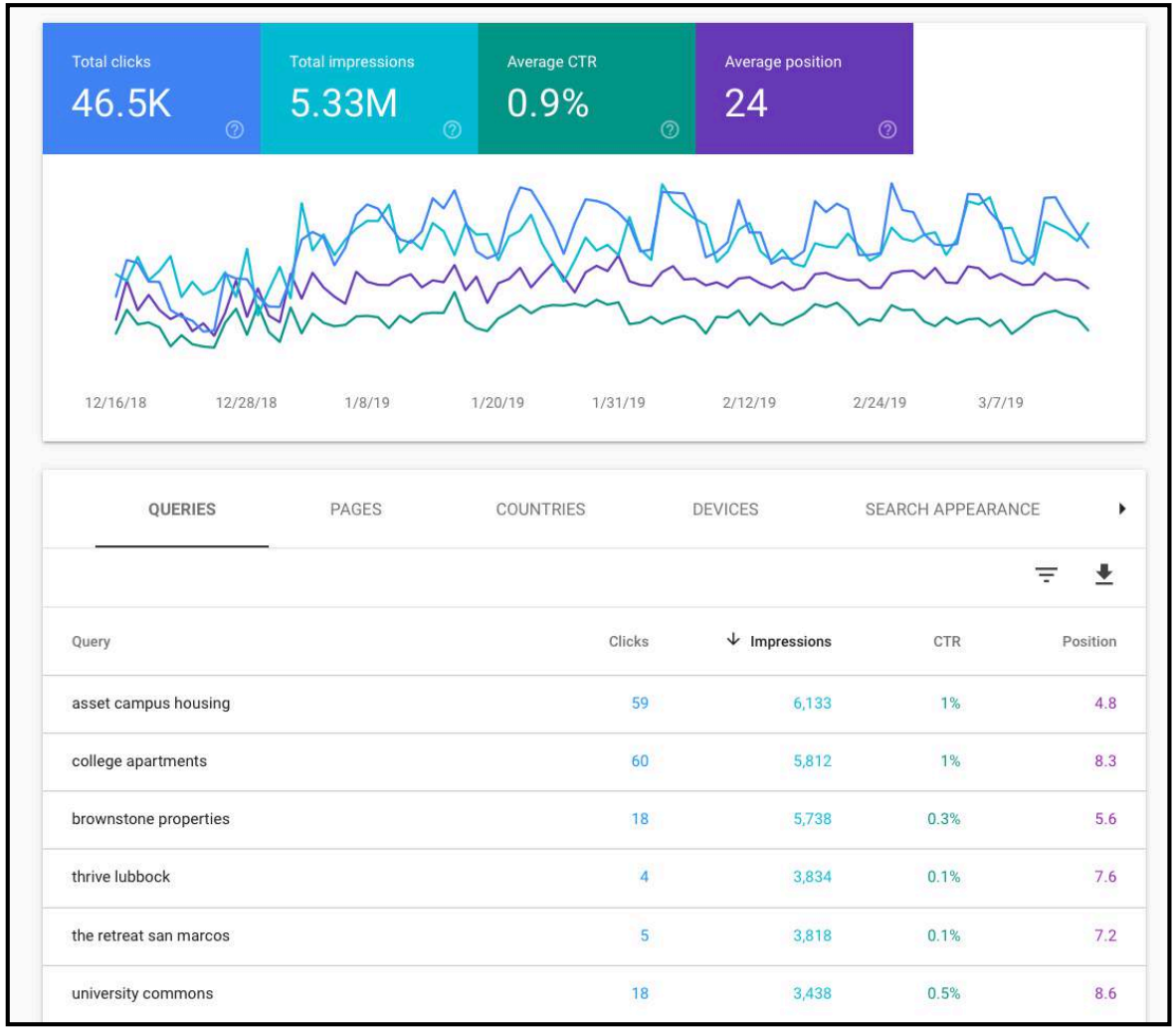
Help Customers Find You

Google Analytics



Help Customers Find You

The Google Search Console



Query	Clicks	Impressions	CTR	Position
asset campus housing	59	6,133	1%	4.8
college apartments	60	5,812	1%	8.3
brownstone properties	18	5,738	0.3%	5.6
thrive lubbock	4	3,834	0.1%	7.6
the retreat san marcos	5	3,818	0.1%	7.2
university commons	18	3,438	0.5%	8.6

Help Customers Find You

Getting Found on Google

- The more content on your website the better rank in Google
- 500-1,000 website pages is ideal
- 50 more pages is equal to 48% more traffic
- Nine times more traffic when you reach 1,000 pages
- Five times more traffic for websites with blogs

Law 2

Build a Loyal Following

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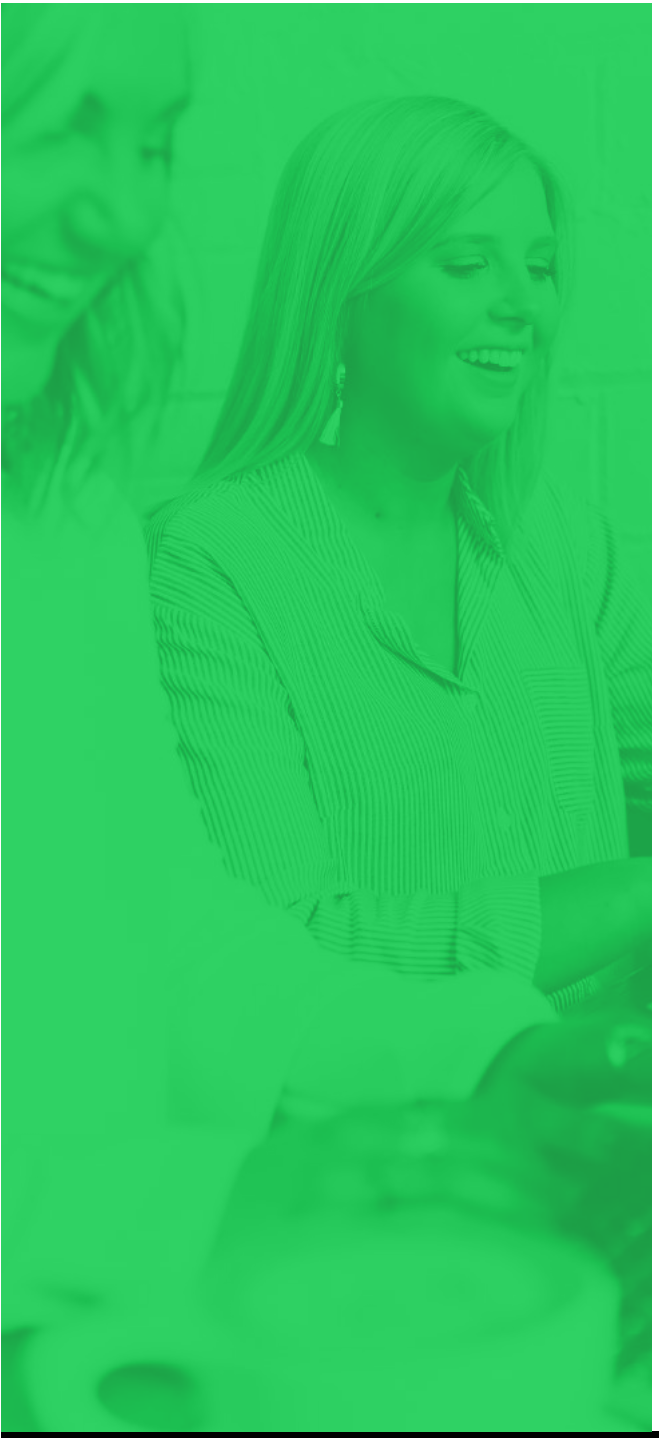
Understand the Prospect

- Busy and inundated with noise
- A part of a self-service world
- Believe what they want to believe
- Impatient and want convenience
- Use digital content for value and not to be sold
- Scan and will read on portable screens

Understand the Prospect

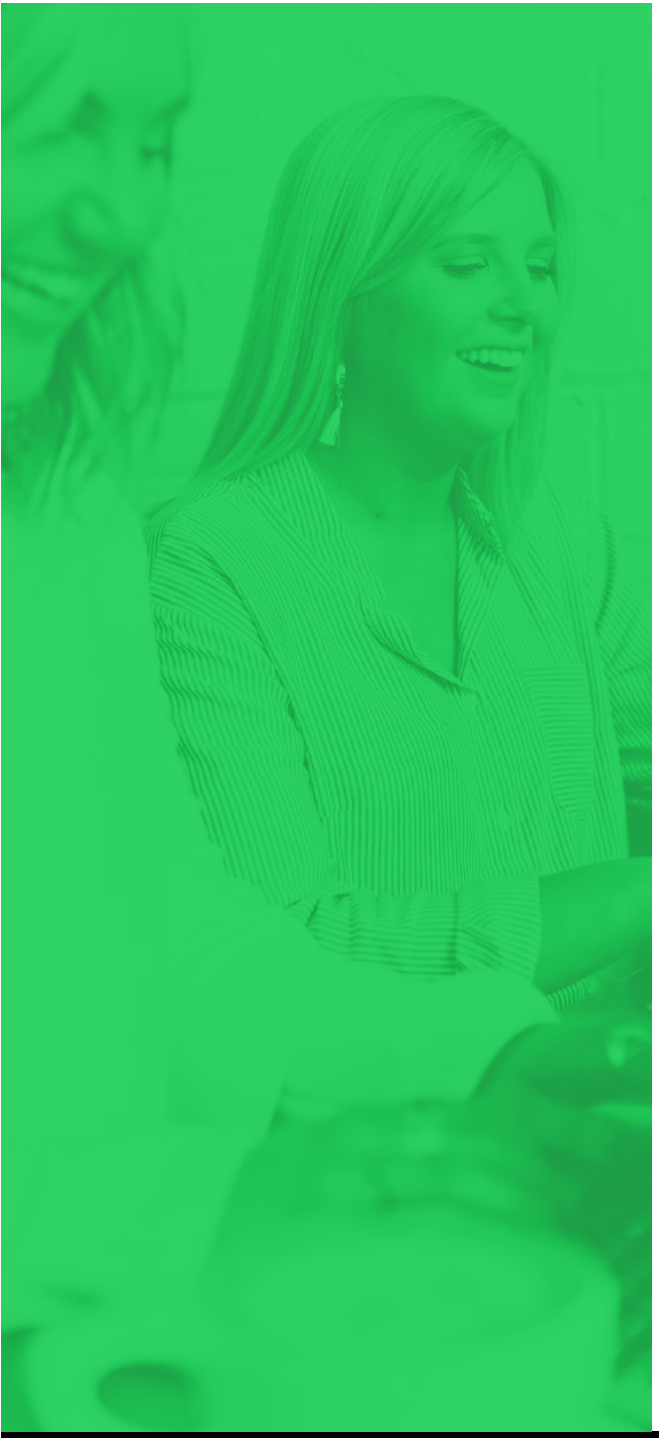
- Want quick, concrete, relevant and timely advice
- Most read, some want to comment or ask a question
- Look for organized digital content standards
- People are more important than brands to build trust
- Want to trust and are skeptical of what they don’t know
- Can see through the sizzle and want transparency



How & Why Content is Shared

1. Social Currency - How does this make me look?
2. Triggers - Top of mind comparisons.
3. Emotion - Excitement, awe and anger.
4. Public - Who uses it and is it visible?
5. Practical Value - Useful, helpful and necessary.

Contagious: Why Things Catch On (Jonah Berger)



How & Why Content is Shared

1. Simple - The core of an idea.

2. Unexpected - Grab attention with surprise.

3. Concrete - Easy to remember and relatable.

4. Credible - Make the idea believable.

5. Emotional - Used to see the importance.

Made to Stick (Chip and Dan Heath)

Help Customers Find You

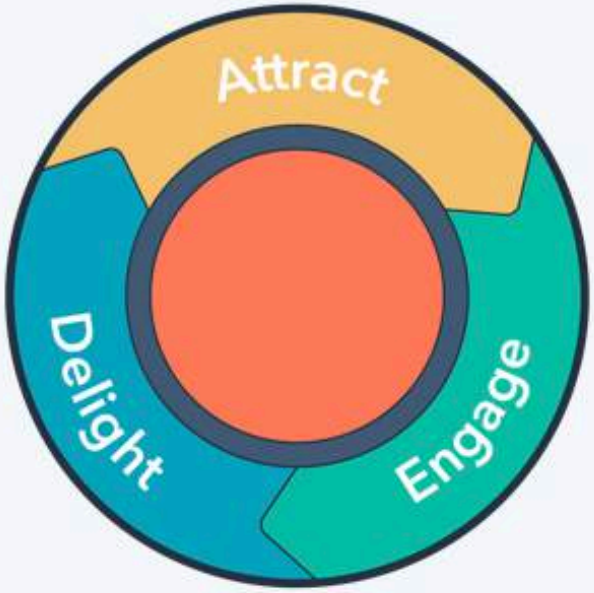
Key Resource: MailChimp

- More than just an email tool
- Create Unique Campaigns
- Connect Your Favorite Tools
- Automate Your Emails
- Optimize All Your Efforts

Understand the Prospect

Key Resource:

HubSpot



Attract Tools	Engage Tools	Delight Tools
Ads	Lead flows	Smart content
Video	Email marketing	Email marketing
Blogging	Lead management	Conversations inbox
Social media	Conversational bots	Attribution reporting
Content strategy	Marketing automation	Marketing automation

Law 3

The Power of Simplicity

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The Google Homepage

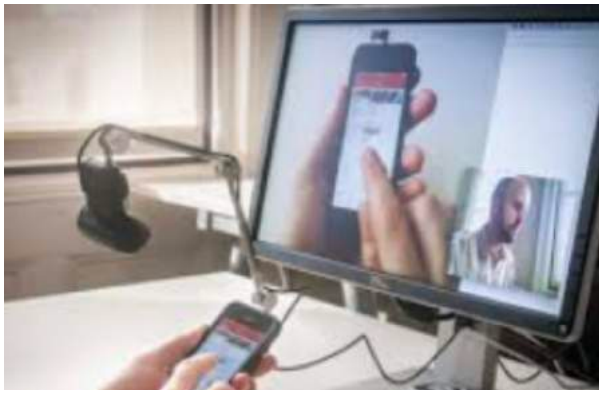
The Rules of Simplicity

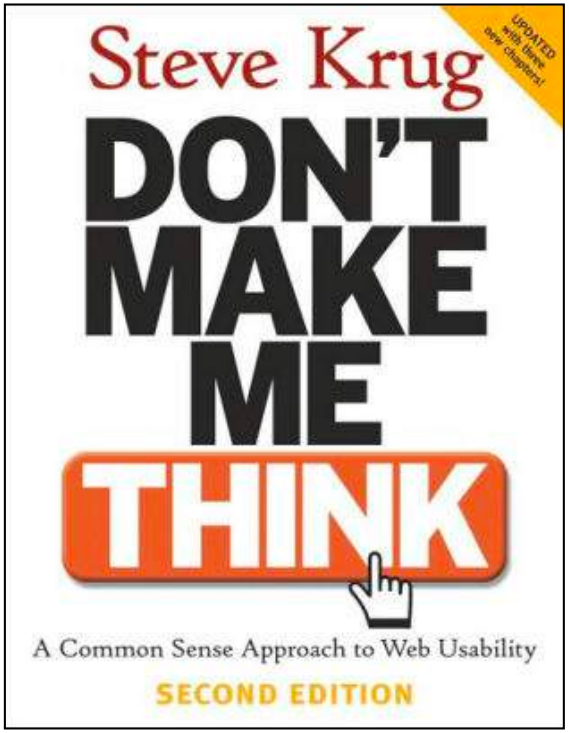
1. Simplicity takes strategy and courage
2. Simplicity takes direction from the marketplace
3. Excellent and direct communication is key
4. Use no more than three key messages
5. Follow the 10-out-of-10 rule
6. Simplicity drives conversions and sales

WEBSITE HOMEPAGE

- Engaging Tagline
- Communicate your strategy
- Simplified Navigation
- Scrolling rather then clicks
- It’s about the visitor

Key Resource: User Testing





Don't Make Me Think - Steve Krug

Law 4

Content Must Be Mobile Ready

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Users Want it Now

from How mobile is reshaping the B2B landscape for growth

Mobile drives, or influences, an average of **over 40% of revenue** in leading B2B organizations.

Source: "Mobile Marketing and the New B2B Buyer," The Boston Consulting Group in partnership with Google, Oct. 2017

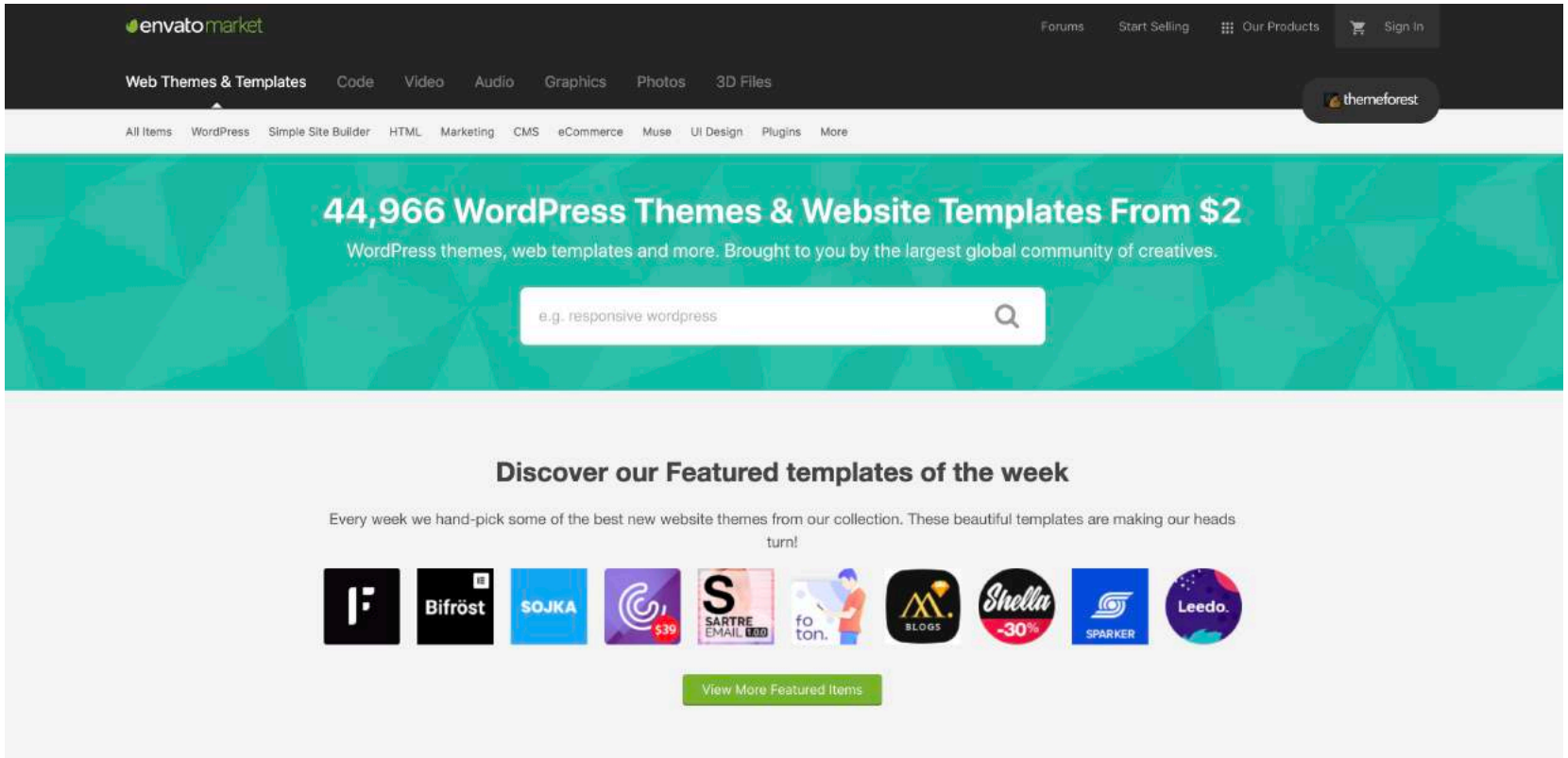
think with Google

thinkwithgoogle.com

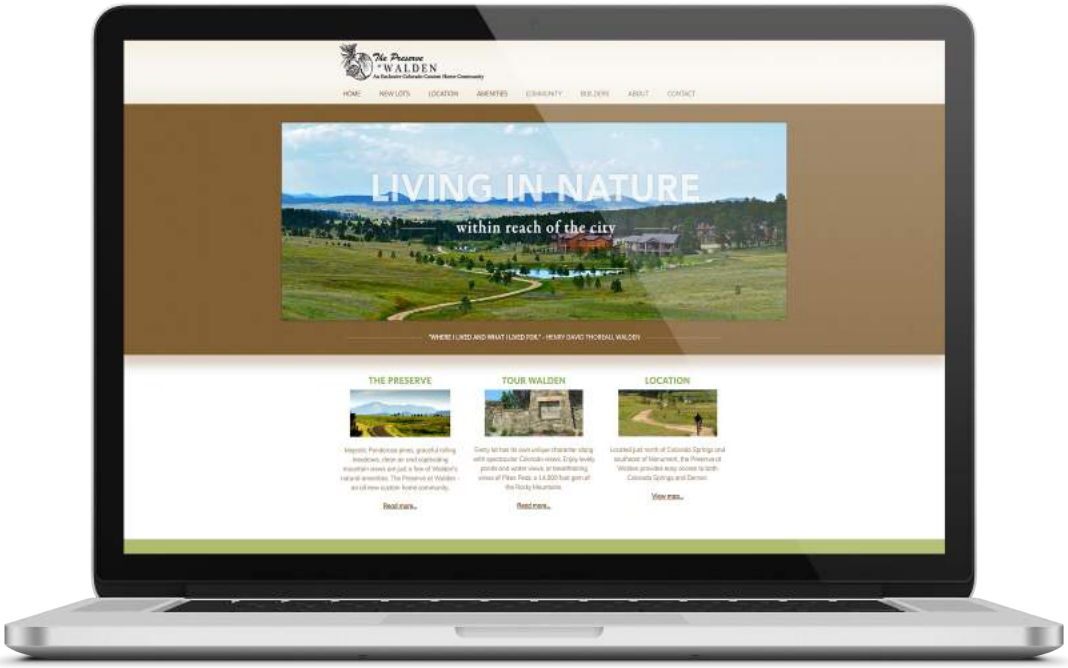
Users Want it Now

- Continued increase in mobile usage in 2020
- Customers will research and find you via mobile
- Have a mobile responsive designed website
- Have a strategy for mobile marketing
- Google results impacted by mobile content
- Mobile ready content is direct and to the point
- Conversion strategies must adapt to mobile
- Web pages must load fast in mobile
- Voice search is growing

Envato WordPress Themes



Responsive Design



TEN RULES

of Content Marketing

The Oxygen of Inbound Marketing

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A Case for Content Marketing

Data on ROI and Conversions

- Three times better conversion rate than paid ads
- Costs less than outbound and generates more leads
- Half of consumers get news through digital channels
- Blogs get 126% more leads than websites without blogs
- Allows you to compete at a very high level
- Six times more likely to get lead conversions
- It lasts forever!

TEN RULES

1. Write for the reader not your company.

- Meet target market needs
- Do their job better and/or improve the quality of their lives
- Use quality thinking and avoid marketing-speak content
- Solve a problem and make work easier for free
- Get inside the head of your target market

Best Resource: WritersAccess.com

TEN RULES

2. Use content to get found in Google.

- First page of Google is branding for your company name
- Prospecting has become Google searches
- Know your target keywords, impressions, SEO and AdWords
- Keywords drive loyal customers to you
- Lack of measurable value in traditional marketing is disappearing
- Talk to Google with the Google Search Console

Best Resource: Google Search Console

TEN RULES

3. Make the voice of your brand consistent.

- Content is branding
- Several writers contribute, but one voice for the brand
- Builds trust and drive simplicity for readers

Best Resource: Your Customers!

TEN RULES

4. Translate what you already do very well.

- Get very specific on product/service content
- What you do well is loaded with benefits
- Tell the story of what you do
- Ads are not content describing what you do well

Best Resource: Your Customers!

TEN RULES

5. Make content a competitive advantage.

- New definition of free content: “competitive advantage”
- Don’t hide value!
- Strategy determines how much to give away
- Anyone can compete with content
- If you don’t, others will write content

Best Resource: Fresh WordPress Blog Posts

TEN RULES

6. Write great headers and taglines.

- Most popular written, digital content
- Direct, simple and catchy
- Make it a benefit to readers
- Meet the 10-out-of-10 rule

Best Resource: User Testing

TEN RULES

7. Communicate in layers.

- Taglines, headers, short blocks of text, extended text
- Write lists and steps
- Explain your process
- Website navigation is also content
- Cut sentence and paragraph length in half

Best Resource: ScreamingFrog

TEN RULES

8. Use captions with photos & graphics.

- Photos without captions tell different stories
- The most looked at content on the web is photography
- Must be tagged for SEO

Best Resource: Google Analytics

TEN RULES

9. Watch the ROI on content marketing.

- Content is cheaper than advertising
- More permanent than most forms of sales and marketing
- Should have excellent measurable ROI

Best Resource: Google Analytics

TEN RULES

10. Create a culture of inbound marketing, especially with sales and marketing staff.

- Comes from the top!
- You have content around the office that can be re-written
- The transition can be difficult
- Tell the story of your company
- Measure the ROI

Best Resource: Content Marketing Institute

Digital Marketing Funnel

Intuitive
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The Marketing Funnel

Attract Prospects

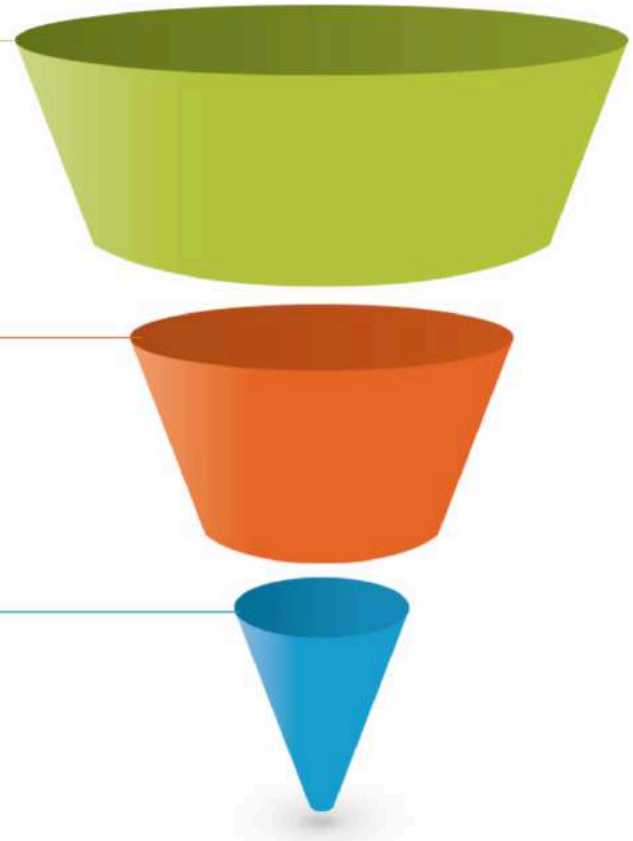
Attract potential buyers, influencers, and referral sources

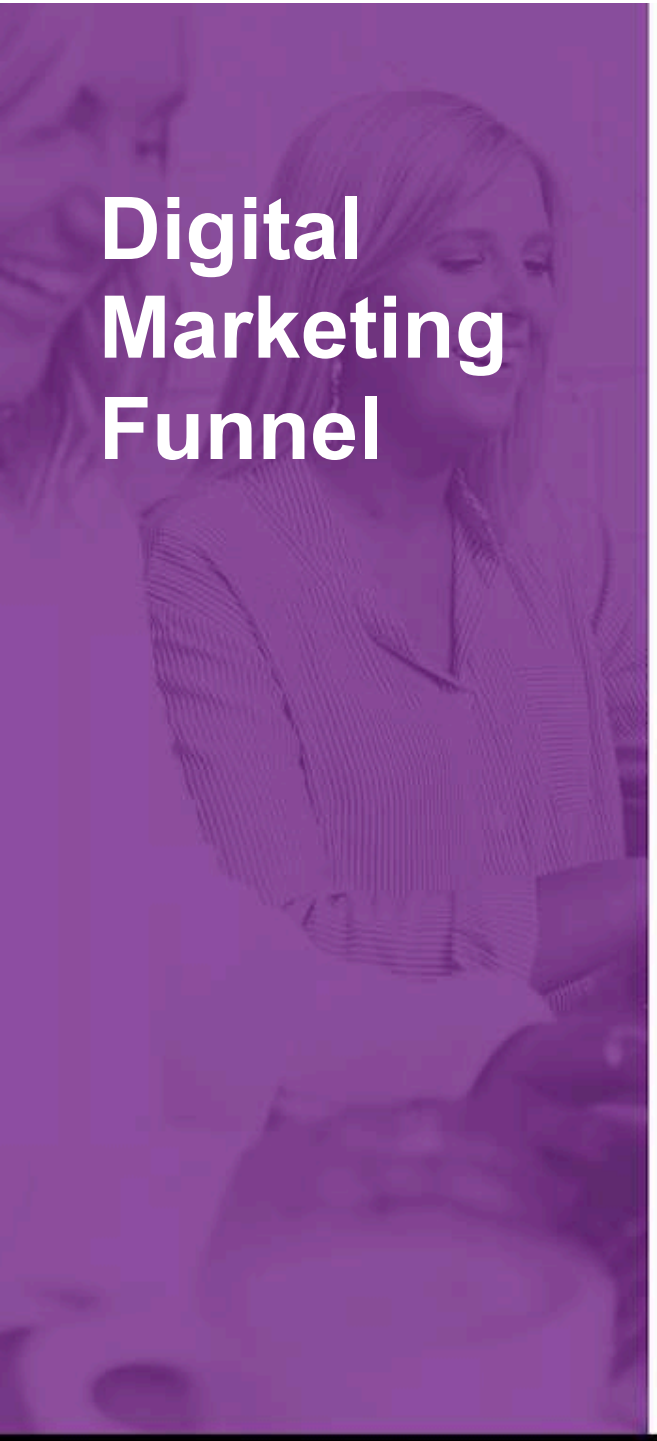
Build Engagement

Deepen engagement with your prospects and turn them into educated and qualified opportunities.

Turn Opportunities into Clients

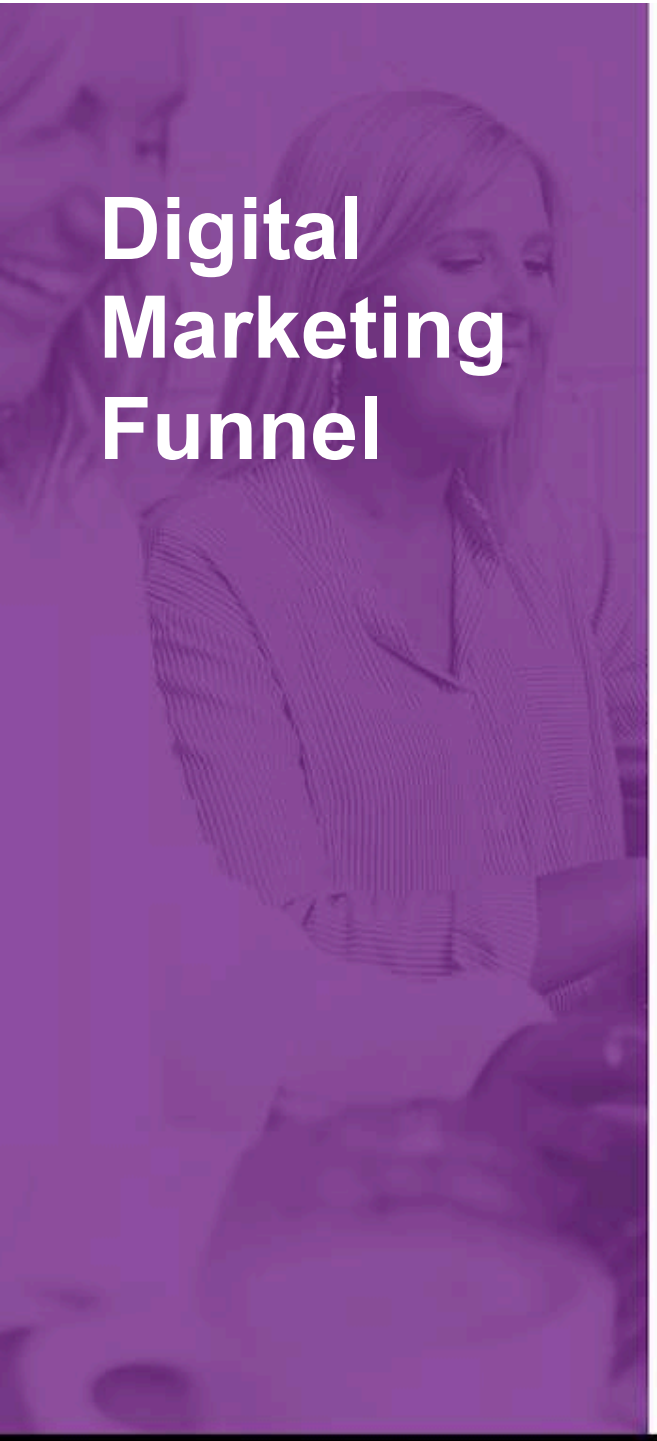
Make the decision easy for prospects that are ready to buy.





Lead Scoring: The Big Three

1. Suspects and Prospects
2. Marketing Qualified Leads (MQL)
3. Sales Qualified Leads (SQL)



Digital Marketing Funnel

Top of Funnel Intent

- Keyword research from Google
- Investigative Sales and Marketing (Bombora)
- Website Visits (Leadfeeder)
- Target your database or inactive customers
- Brings marketing and sales together

Bombora

Bombora provides B2B Intent data at unprecedented scale

Bombora's Intent data is gathered from multiple content sources

Making the scale of this Intent data unparalleled - globally

Listening to
2.8M+ companies

Across
2B+ B2B devices

Researching on
5,700+ B2B topics

It is used to produce Company Surge™ data

Company Surge™ data identifies when businesses are actively researching products or services signaling buying intent.

Leadfeeder

leadfeeder

Thomas Young

Get notified when your personal prospects visit your site by linking your Leadfeeder user with your CRM user. Go to CRM settings

Companies 337 | People 0 | All leads | Jun 18 - Jul 18

Lower Bucks Hospital
Reading, PA, United States | Hospital & Health Care

Kollmorgen
Warrenville, IL, United States of A... | Electrical/Electronic Manufacturing

Miles Cooperative Telephone Association Inc
West Union, IA, United States of America

PepsiCo
Boise, ID, United States of America | Food & Beverages

Acc Jb Poindexter Co Inc
GA, United States of America

Magnum
Fargo, ND, United States of America | Photography

County Of Riverside
Riverside, CA, United States of Am... | Government Administration

Ruan Transportation Management Systems
Fontana, CA, United States of Amer... | Transportation/Trucking/Railroad

Fayetteville Library
Fayetteville, AR, United States of A... | Libraries

All leads

337 companies identified on your website between Jun 18 - Jul 18

Feeds

Filter leads based on your criteria - country, visited pages and others.

+ Create new feed

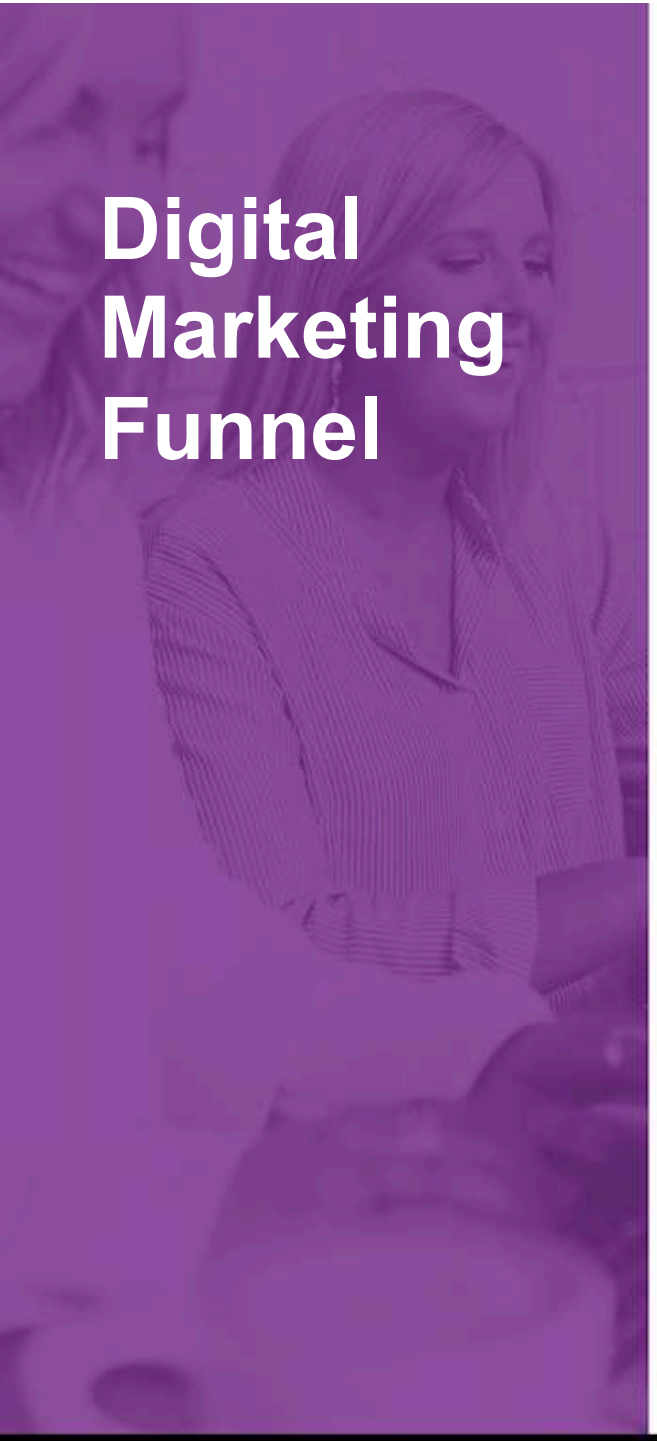
Basic

- All leads 337
- Followed companies 9 1
- Leads assigned to me 1 1
- New leads 1
- Top leads 9 4

Zoho CRM

- Connected to CRM 1
- Found in CRM 2
- My open deals 9 2
- Suggested CRM matches 1

Custom



Digital Marketing Funnel

Seven Touch Points

1. Website Visit
2. Social Media Interaction
3. Email Newsletter Subscribe
4. eBook or Gated Content Download
5. Webinar Registration
6. Web Form Submission (direct contact)
7. Call with Salesperson

1. Website Visit

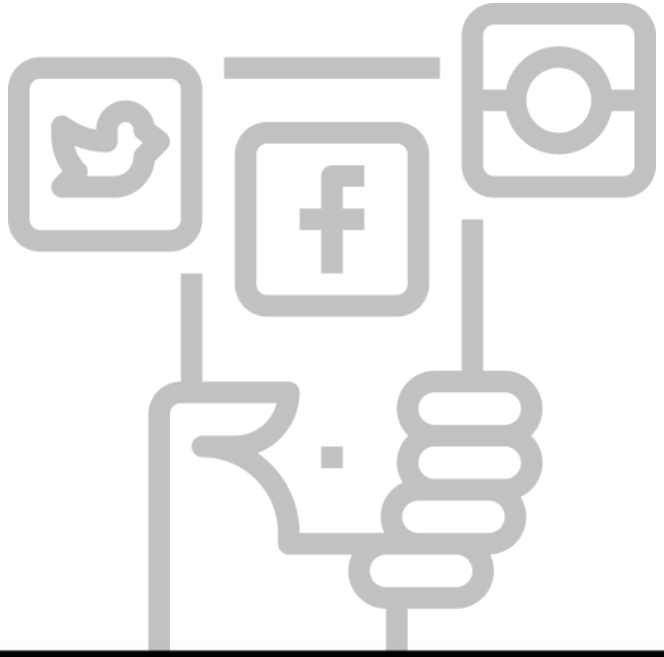
- Marketplace leading and professional homepage design
- Engaging tagline and banner image
- Customer centric content and resources
- Extremely easy to use
- Moves people towards engagement
- Easy to find and compelling call-to-actions (CTAs)

HOMEPAGE TAGLINE

- Use direct and concrete words
- Focus on the benefit and the pain
- Make it part of your homepage design
- Under 12 words is best
- Meet the 10-out-of-10 rule

2. Social Media

- Interesting and fun (Facebook)
- Insightful and beneficial (LinkedIn)
- Video content is critical (YouTube)
- Photos to share (Instagram)
- Makes use of viral components
- Keeps people engaged and following
- Works great for events
- Improves Google SEO results



3. Email Newsletter

- Excellent content that is read, kept and shared
- Segmented and customized to target market needs
- Always includes clear CTAs
- Be consistent and persistent
- 20-30% open rate is common
- Targeted by segment and funnel scoring
- Email sign-up in website footer

4. eBook

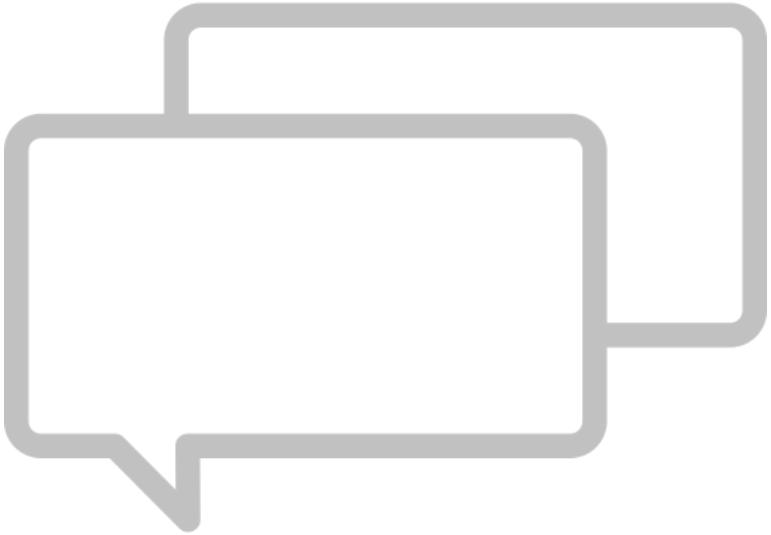
- Engaging title focused on solving a problem
- Engaging design and cover
- Depth of content is key
- Must provide an email address
- White papers and technical content
- Write about your values and process

5. Webinars

- Engaging title and outline
- Practice, practice and practice
- Use good equipment and microphone
- 30-45 minutes with questions
- Facilitator and expert
- Use slides and avoid on-camera video
- Archived and shared on social

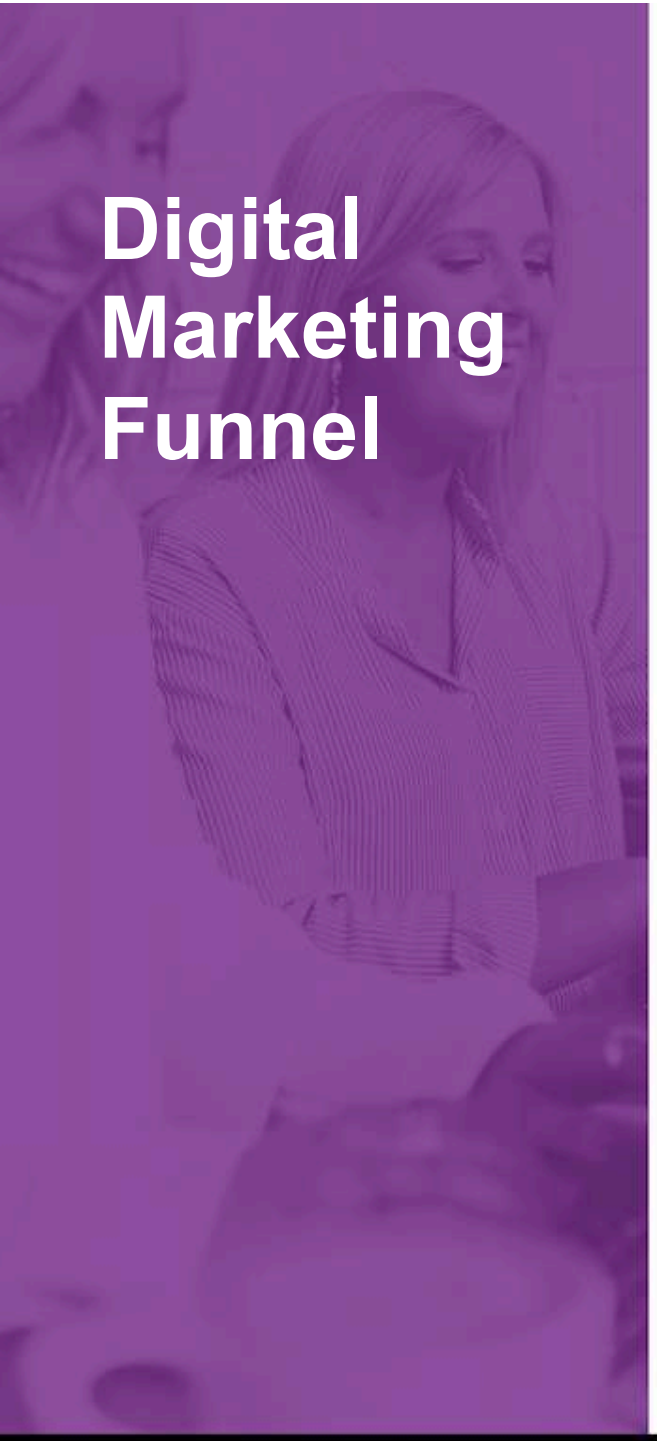
6. Web Form Submissions

- Web form length determines conversion rates
- Use quick submission forms
- Email contact as an option
- List phone and locations
- Provide an email address
- Respond very quickly



7. Call with a Salesperson

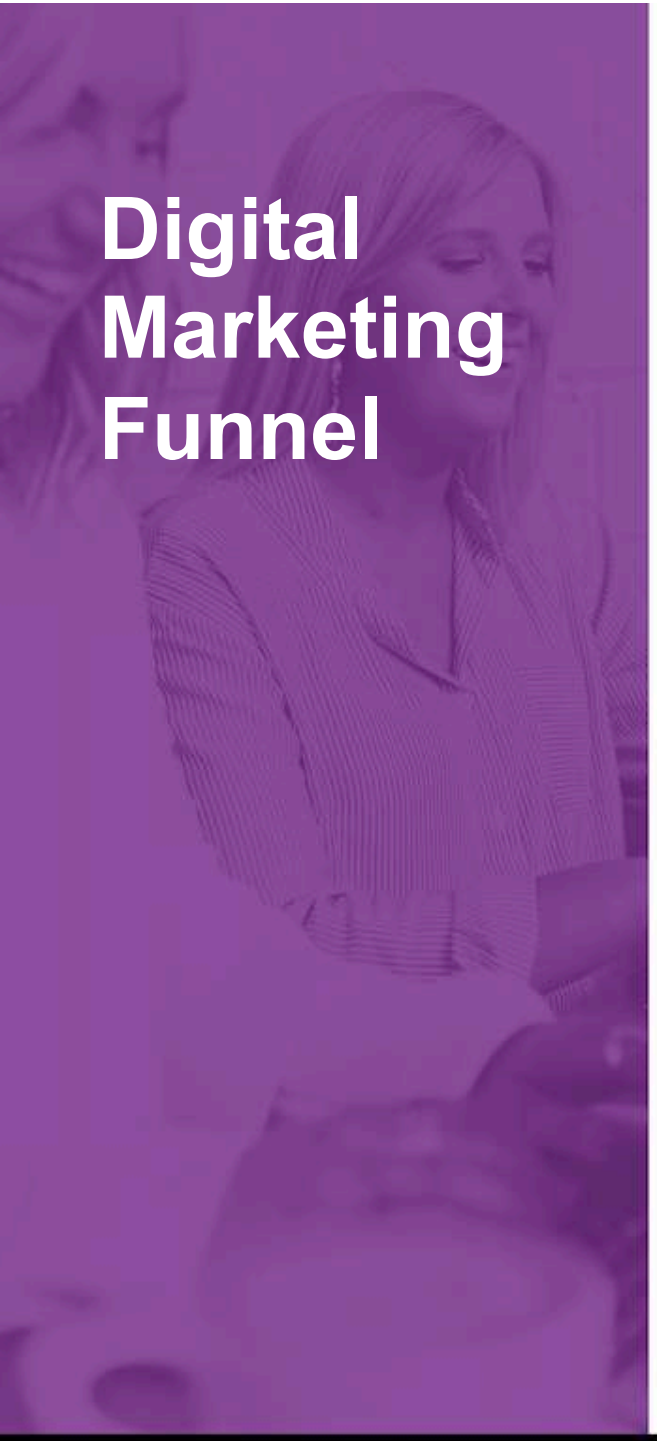
- Define your sales funnel and process!
- Appreciation for the MQL's research process
- Define Scoring - MQL and SQL
- Customized questions and presentations
- Can they close?
- Customers are always in the digital funnel!



Digital Marketing Funnel

Funnel Set-Up

- Target market and segment needs
- Select & configure automation app + CRM
- Define lead scoring - MQL and SQL
- Determine funnel paths and content areas
- Train the sales team to present and close
- Develop campaigns, touch points and CTAs
- Set-up funnel metrics

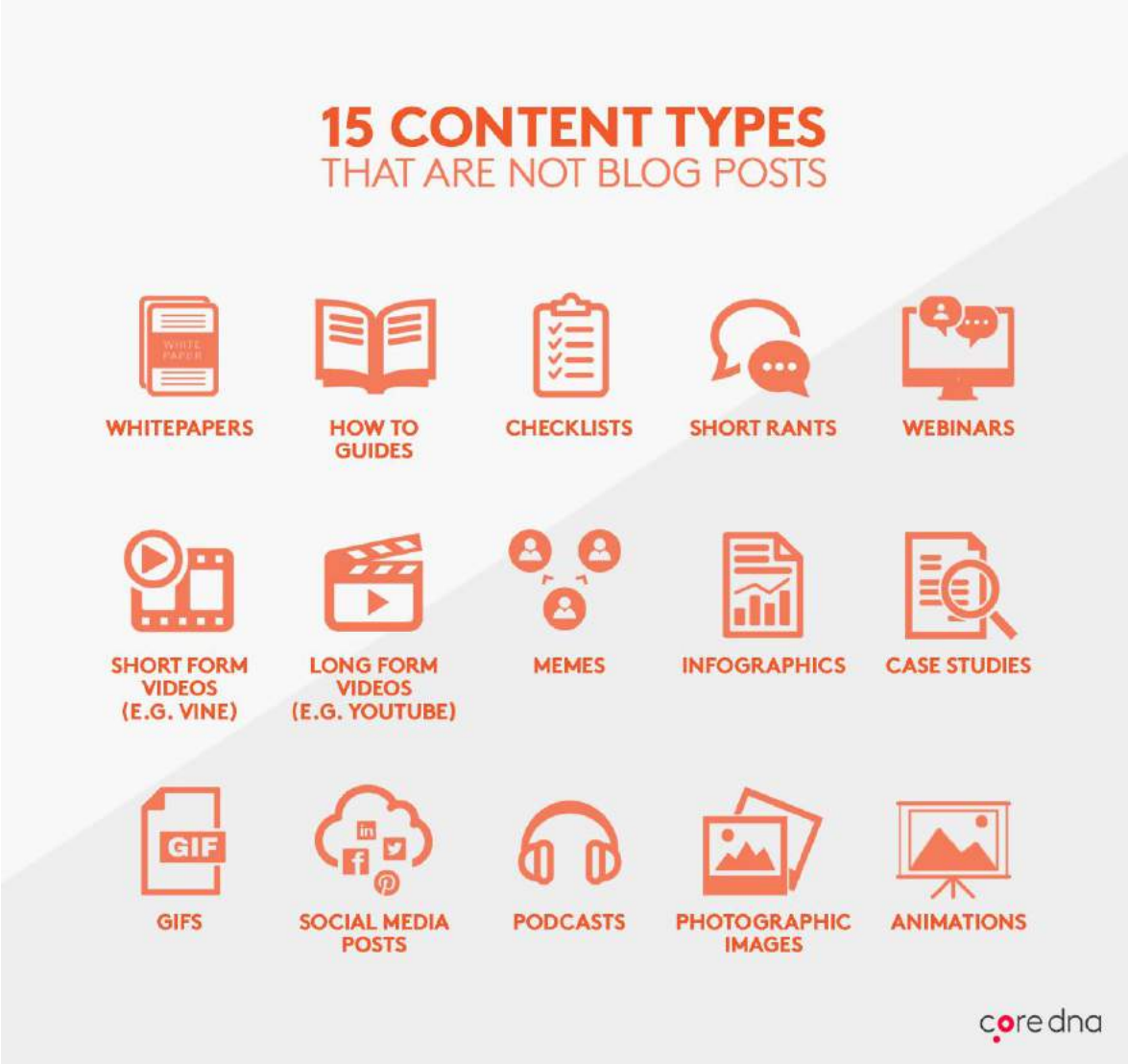


Digital Funnel Metrics

- Digital Impressions
- Website Visits
- Middle of Funnel Engagements
- Prospect Scoring
- Marketing Qualified Leads
- Sales Qualified Leads
- Proposals
- Closed Business

Digital Funnel Metrics

Content Types and Channels



Content Types and Channels

- Blog table of contents
- Tell the stories of your business
- Answer questions
- “How-to” information
- Industry issues
- Competitive advantage
- Problems & how to solve them
- Compare Products & Services
- Price issues in your industry
- Best of content
- Reviews of anything
- Yearly forecasts
- Best of the past year
- Awards and news
- Announcements
- Top 10 lists
- Industry and relevant data
- Influential people or companies

Content Types and Channels

- Written Content
- Photography
- Video and Audio
- Blog Postings with RSS Feeds
- Email Newsletter Content
- Podcasts (audio and video)
- Webinars or other training
- Informational Articles
- Case Studies
- Trade Show Content
- Testimonials
- Press Releases
- Google Docs / Online Docs
- Social Media Postings
- Twitter or Micro Blog Postings
- eBooks and White Papers
- PDF Files
- Mobile Apps
- About Us Page
- Contact Us Page

The “About Us” Page

- Take it seriously, this web page can drive conversions!
- Build trust and credibility - the company resume
- Include in main navigation menu
- Keep the page current
- About Us content: Business Approach, Company History, Location Photos, Team Bios & Photos, Client Lists, Case Studies & Testimonials, Videos/Photos to describe your company

The “Contact Us” Page

Include in the main navigation!

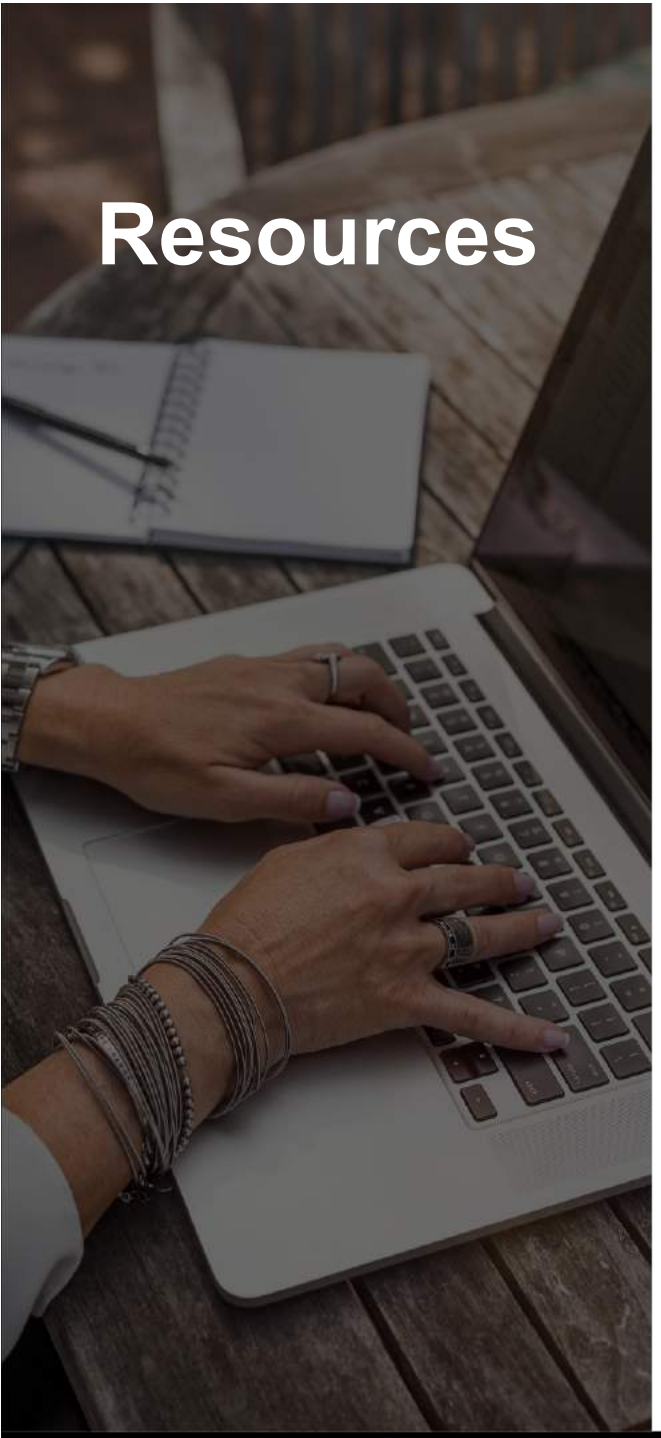
- Phone number, Office hours, Address, and Locations
- Driving instructions and Google map
- Web submission form
- Email contact
- Communicate you want to hear from website visitors
- How long to get a response?
- Use as a conversion point for the website content
- Contact information on every website page

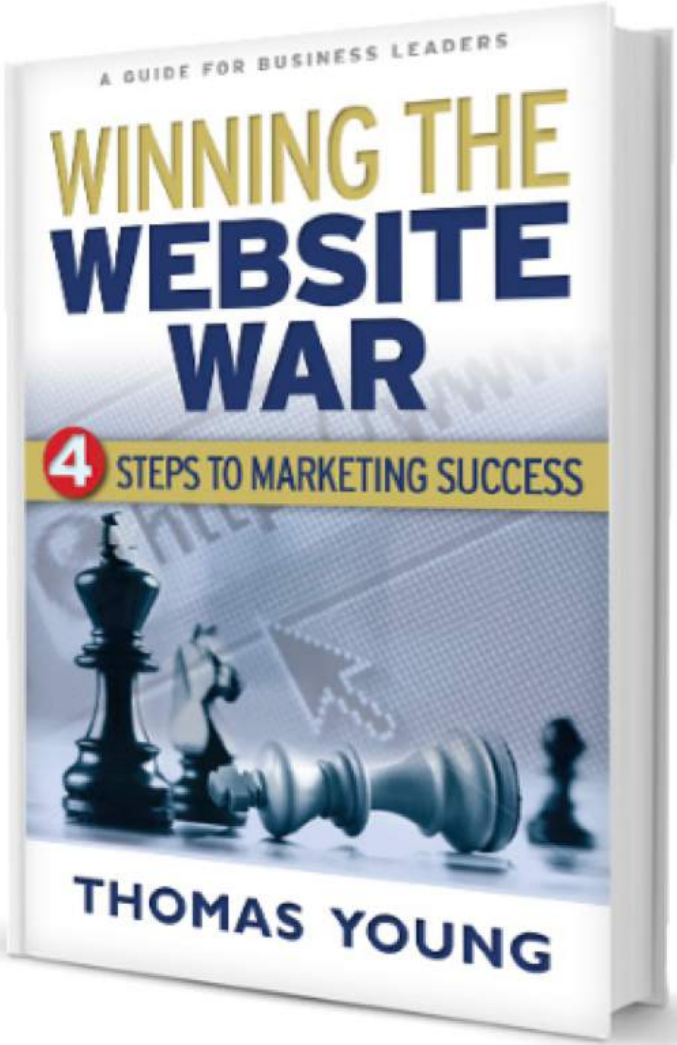
Intuitive
websites

Here's Where to Start

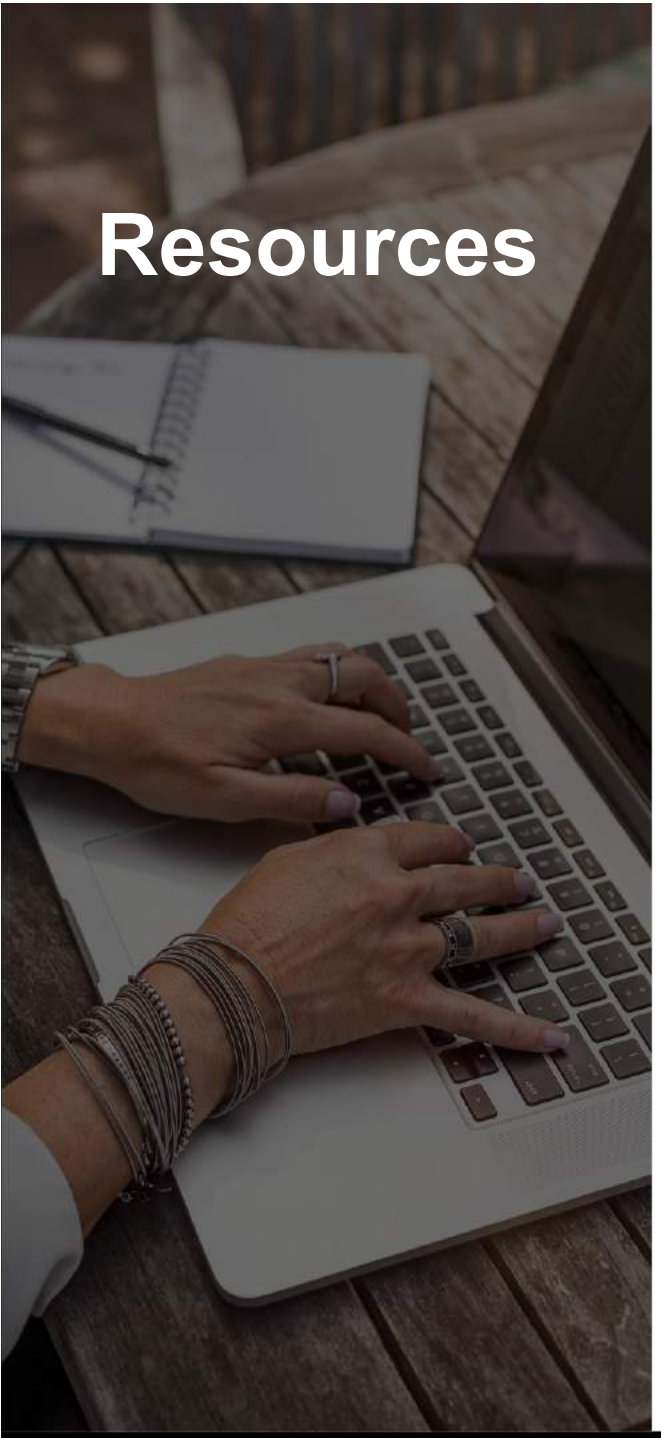
- Write a strategic, **Digital Marketing Plan** based on the Four-Steps
- Select the team - external and internal
- Develop your target market, ideal customer and personas
- Select and implement marketing automation and CRM tools
- Determine funnel touch points, MQL and SQL criteria, scoring
- Research the intent parameters in market segments
- Set-up the seven (or more) touch points
- Develop a content marketing strategy and schedule
- Schedule digital marketing meetings to review stats and results
- Get customer feedback

Resources



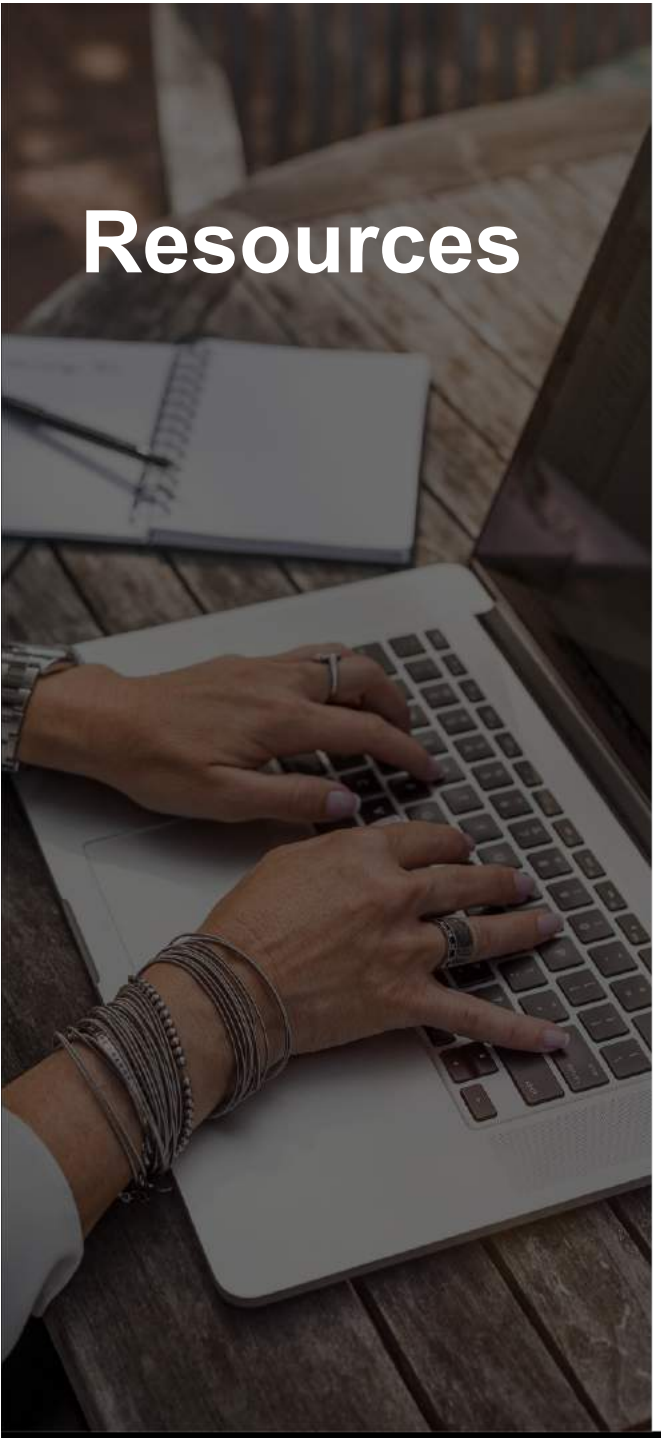


WinningtheWebsiteWar.com



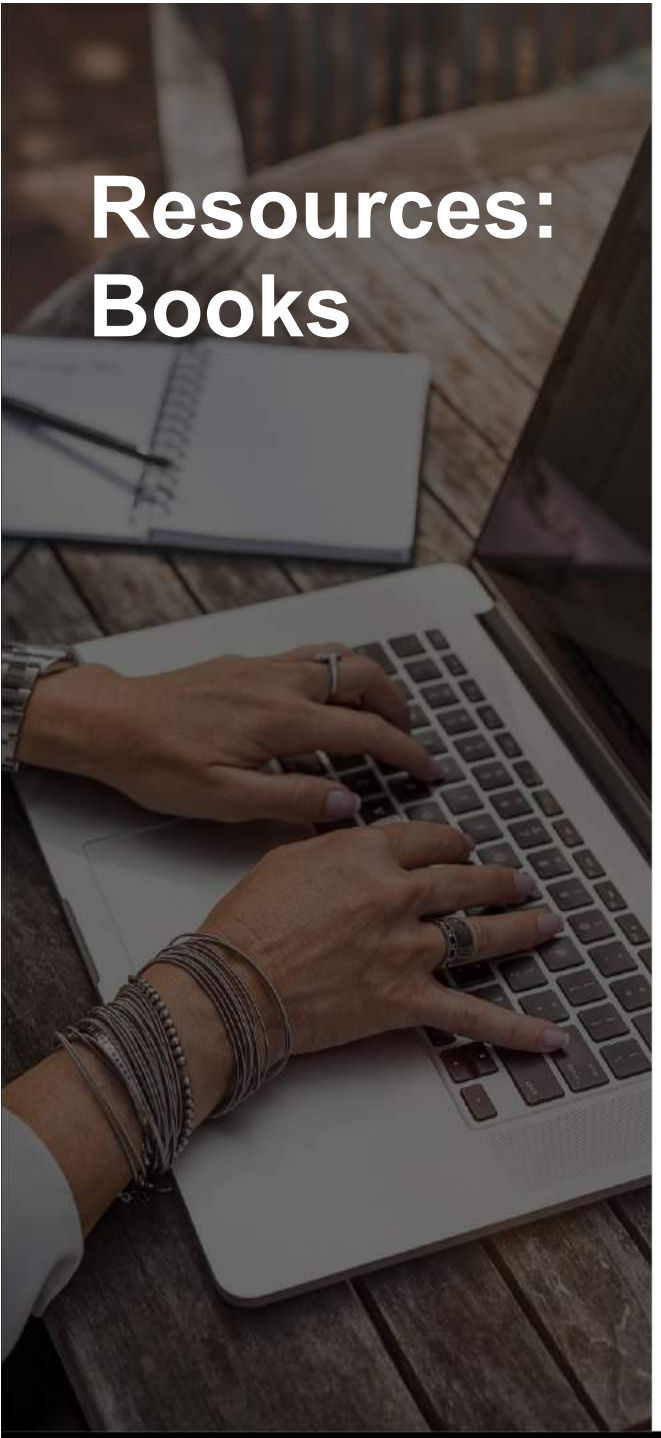
Resources

- HubSpot, Marketo, Eloqua and Pardot (Automation)
- CRM SalesForce and many options
- Bombora (user intent database)
- Leadfeeder (See the companies on your website)
- Content Marketing Institute
- Search Engine Watch
- Social Media Examiner
- SEO MOZ, Neil Patel and SEMRush (SEO Tools)
- Google Analytics & Google Search Console



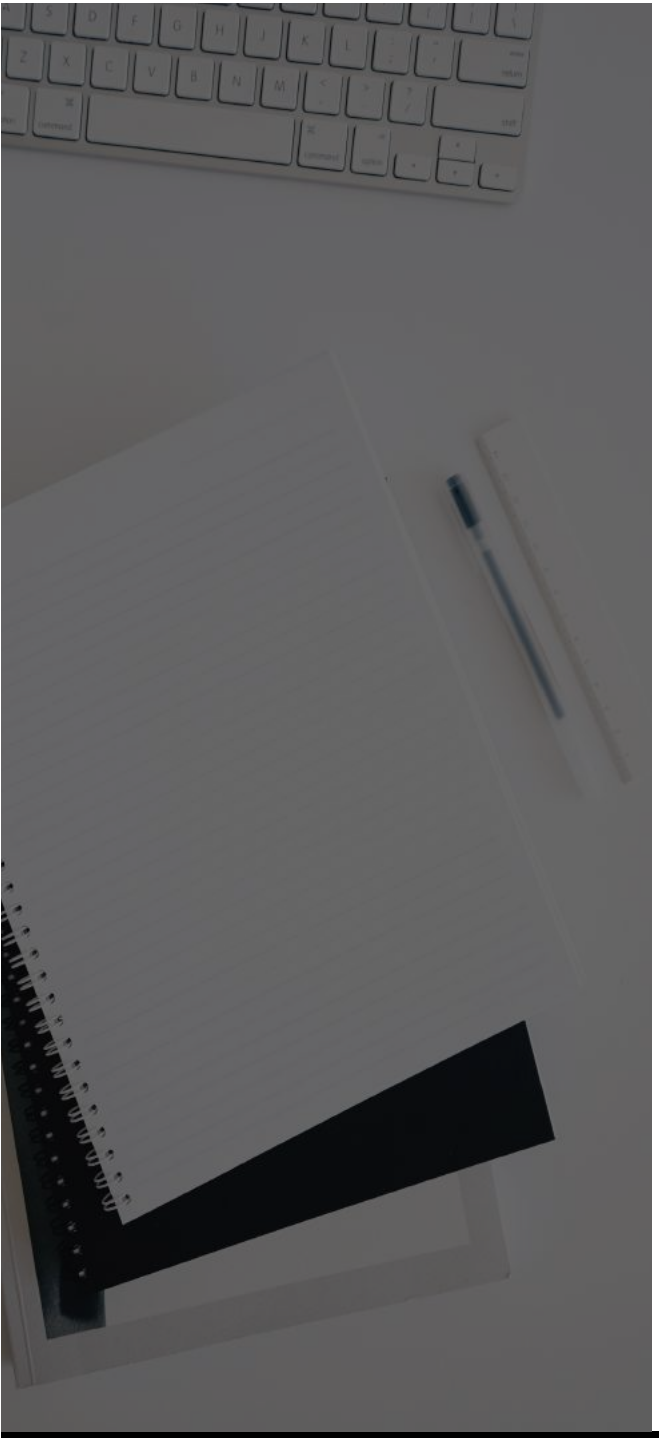
Resources

- ScreamingFrog (SEO tool)
- KeyWordsEveryWhere.com
- Writer's Access
- AdWords keyword search tool
- Zoom Webinars and GoToWebinar
- Asana (project management tools)
- Buffer (social media content scheduling)
- Search "Your Brand" in quotes in Google
- Search Site: yoursite.com for indexed pages
- Google Alerts to track brand mentions
- IntuitiveWebsites.com



Resources: Books

- Building a Story Brand (Donald Miller)
- Contagious: Why Things Catch On (Jonah Berger)
- Made to Stick (Chip and Dan Heath)
- Anything by Seth Godin
- Winning the Website War



Contact Us!

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