



eVolve  
Brand Marketing

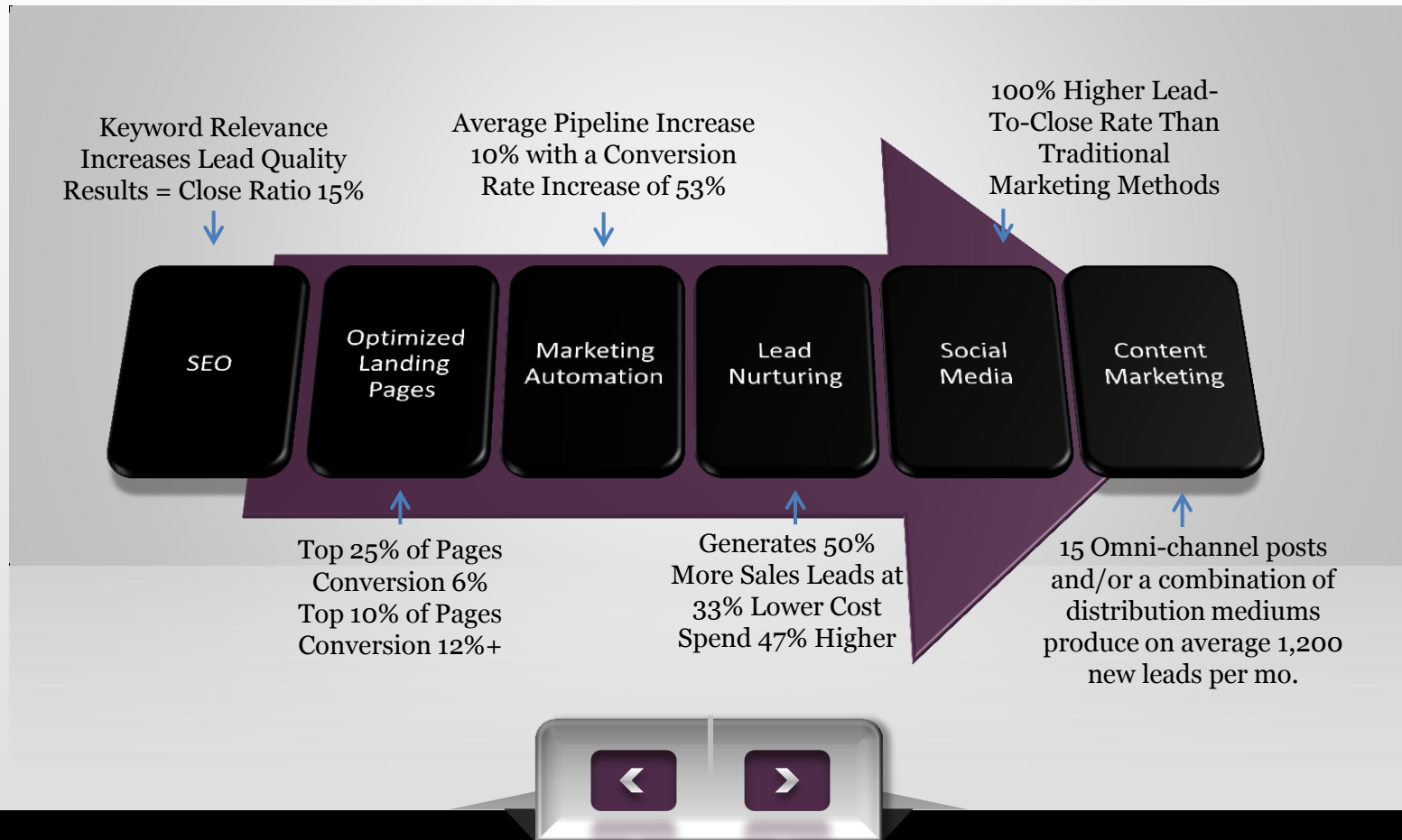
## Inbound Marketing Overview

[Learn More](#)

More Quality Leads • Contact Engagement • Higher Conversion

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# 54% more leads are generated by inbound tactics than by traditional paid marketing!



### KEY CONSIDERATIONS

Tech Savvy &  
Mobile

Multi-Task  
Oriented  
Social Consumers

UI &  
Customer Journey  
Experience Hounds

Personalization  
& Specialization

Sustainable or  
Perpetual Value  
Builds Loyalty

Buyers go through about 57% of the purchasing process on their own, researching products, the company, comparing price, reading reviews, consulting influencers and examining other buying criteria, based on their preferences ... before committing to your CTA for a call or appointment! It takes on average 12 – 15 touches before a buyer or influencer picks up the phone to call you or returns your cold call. When, how and where you engage with them matters!





Inbound marketing was born out of the need for alignment with new buyer behavior.

Buyers are now in the drivers seat!

Your marketing tactics must create a **GPS** (guided prospect strategy) that leads them to you.

Combine inbound marketing methods to connect you and your 'true' prospects with a remarkable approach that sets you apart from your competition.

The result, leads from prospects that have the highest propensity to buy what you're selling!

# Let's Get Started

*Deep Dive Into The Company, The Industry & The Current Marketing Effort!*



**Operations**

- Describe your operational infrastructure and business model
- Revenues of approximately \$XXX per year?
- # employees. Plans for growth? What is that growth predicated upon?
- How have recent movements by your competition, the economic climate, industry or government regulation had on your ability to sustain and grow revenue?

**Marketing**

- What drives the purchase of your products/services?
- Who are the primary decision makers for your products/services?
- Who are the primary influencers relating to evaluating or purchasing products/services?
- What is the catalyst behind seeking strategic marketing assistance?
- What have been your most success marketing tactics to date?
  - What is your Trade Show/Conference strategy?
  - What is your PR/Media Relations Strategy?
  - Do you currently use segmentation and buyer personas to craft messaging and target prospects/customers with drip emails?
  - What are your email stats and attainment of desired metrics?
  - What are your most productive lead source?
- Name our top 3, biggest competitors and the one you would like to emulate.
- What proactive marketing tactics have you tried? What were the results?
- How important is social media as a communications vehicle between your executive staff (SMEs)/the brand and your customers?

**Marketing Cont'd**

- What internal resources are available to fulfill content marketing campaign needs? (Blog & social media posts, email blasts, infographics, product announcements, article creation and distribution.)

**Sales**

- How many sales representatives?
- What is your pricing model?
- Sales performance details
  - Average Order \$\$\$
  - Average Customer Order Frequency or Contract Length
  - YOY Customer Retention Rate
- How does sales interface with marketing? What kinds of marketing support is currently provided? What additional sales support (client facing or otherwise), have they asked for?
- Sales Close Ratio & Sales Cycle (How long does it take from initial lead to close the sale?)
- YOY Lead & Sales Trends
- Web Traffic & Conversions
- Which CRM and Marketing Automation Software are you using?

**Customer Service**

- Customer loyalty and repeat business are keys to sustainability, how does your organization far in this area?
- Size of your customer and prospect databases? How often do you communicate with contacts?



# Plan Components

*Initial Tactical Recommendations*



## Understanding The cohesive elements of your Inbound Marketing Program

The cohesive elements of your inbound marketing program must be customized around your target audience's needs and your company's goals.

### SEO

With meticulous research how your personas (buyers/influencers) search for information, we strategically implement SEO best practices that get you found.

### Optimized Landing Pages

We review your website's (UI) and (UX), for they are the foundation of creating a seamless experience for visitors and help drive leads. Additionally, strategic placement of offers and the construction of targeted landing pages will optimize your site and convert strangers into new leads.

### Marketing Automation

Uses your CRM to automate regularly scheduled email and social media communication with your prospects converting them into customers through personalized, behavior-triggered content as you nurture them through your sales funnel/cycle.





**Lead  
Nurturing**

Informative monthly emails to all contacts that enter your sales funnel through all touch-points will nurture your leads, and keeps you at the top of your prospects' minds, regardless of their readiness to buy!

**Social  
Media**

From Facebook, Twitter, Instagram & Pinterest to YouTube & Vimeo, to LinkedIn and the list continues to grow ... social media content is essential for connecting with personas and increasing your search-ability.

**Content  
Marketing**

A staple of content marketing, your blog is a natural resource where new prospects discover your company, opening doors of opportunity. Also use of whitepapers, tip sheets, videos, webinars and consultations, your offers become what fuels your well-oiled marketing machine. Adding credibility. Building reliance on you for the knowledge your prospects seek.



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## Plan Components

Tactic	Actions	Outcome or Deliverable	Completed By
ON-SITE SEO	<ul style="list-style-type: none"> <li>• Insure Website Optimization (Including images, title tags, page descriptions, etc.)</li> <li>• Achieve a 4% - 12% Keyword Density</li> <li>• URL Submission</li> <li>• Link Building</li> <li>• Google+ Page Creation</li> </ul>	Increase traffic by 18% 15% website visitor conversion rate.	Within 3 months
Create or Review Existing Persona Profiles	<ul style="list-style-type: none"> <li>• For each Segment/Channel craft messaging that will resonate with each type of prospect.</li> </ul>	Bases for developing relevant messaging that allows us to effectively target your best and highest propensity prospects.	Within 4 weeks
Optimized Landing Pages	<ul style="list-style-type: none"> <li>• Segment Target Audience</li> <li>• Create &amp; Launch a Retargeting Campaign w/Digital Display Ad Creation w/link to landing page</li> <li>• Create different page to address each segment with strong primary CTA and secondary CTA</li> </ul>	10% click through rate 6% conversion rate.	Within 1 month
Marketing Automation	<ul style="list-style-type: none"> <li>• Review current CMS functionality, data integrity and use</li> <li>• Insure integration with website</li> </ul>	A tool that provides efficient creation, launch and analytics for all communications	On-going but first campaign within 1 month
Trade Shows & Other Events including webinars	<ul style="list-style-type: none"> <li>• Review currently scheduled shows</li> <li>• Review show exhibitor/attendance results</li> </ul>	Face-time solidifies relationships , builds loyalty and helps establish credibility	Within 2 months



Tactic	Actions	Outcome or Deliverable	Completed By
Lead Nurturing	<ul style="list-style-type: none"> <li>• Works hand-in-hand with marketing automation and insures regularly scheduled value-based email content distribution to prospective clients at intervals. Used also to establish relationships with industry media, associations and potential referral sources.</li> <li>• Using A/B testing methodology track, analyze and fine-tune email message and imagery as needed to exceed industry standards for Opens and CTR.</li> </ul>	<p>Generates 50% more sales leads from cultivated prospects who tend to be loyal, more likely to provide testimonials and refer others.</p> <p>Creates engagement and interaction throughout the entire sales cycle regardless of readiness to buy.</p>	On-going, results within 3 months
Social Media	<ul style="list-style-type: none"> <li>• Review and enhance the social media strategy Create content that is essential to connecting with personas, thereby increasing your searchability and SERP results/ranking.</li> <li>• Insure integration of overarching campaign theme/message and strong CTA &amp; secondary CTA.</li> </ul>	Achieve a higher lead-to-close rate than currently experiencing.	On-going, results within 3 months
<p>Content Marketing</p> <p>A recent study by Forrester found that a 1 minute video is worth 1.8 million words. 59% of executive decision makers would rather watch a video than read text.</p>	<ul style="list-style-type: none"> <li>• Promote and broaden distribution of Blog content.</li> <li>• Create innovation videos that address the industry trends and impacts. Share with links to downloadable content .. infographics , whitepapers, surveys, etc.</li> </ul>	<p>Part of the 15x prospect contact strategy, these offers/products establish credibility as the leading company in this your marketplace (nationally, internationally, regionally and ) and improve lead and assist with link</p>	On-going, results within 2 months



- Reduce CPL to at least the industry average of 61% of current outbound marketing costs
- Achieve a minimum Predetermined # of Contact Actions Per Campaign, Per Month
- Increase website traffic by 54%
- Achieve a 10% Content Marketing CTR
- Achieve a 25% Landing Page Conversion Rate
- Improve Lead Quality based on Lead Scoring Method
- Set Benchmarks For Call-To-Action Performance

**NOTE:**

Objectives and metrics are based on accepted industry standards and research sourced as follows - Forrester Research, Marketing Land, MarketingSherpa, Marketo, Curata, Marketing Profs, Hubspot and Wordstream.



thank you!  
For This Opportunity

