Avanti Vision

Inbound Marketing Methodology

CONTENTS

1 WHAT IS INBOUND MARKETING?

2 THE PHILOSOPHY: WHY INBOUND WORKS.

3 THE METHODOLOGY: HOW INBOUND WORKS.

4 THE TOOLS: A PLAYBOOK THAT WORKS.

5 ADDITIONAL RESOURCES.

AVANTI VISION

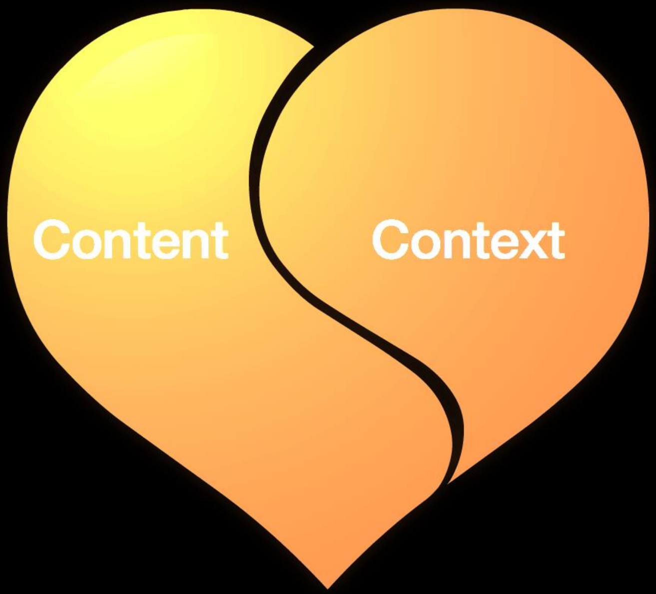
1 What is Inbound Marketing

WHAT IS INBOUND MARKETING?

Instead of buying ads, buying email lists, or cold calling, inbound marketing focuses on creating educational content that pulls people toward your website where they can learn more about what you sell on their own accord.

INBOUND IS AN APPROACH TO MARKETING THAT REACHES TODAY'S CONSUMER.

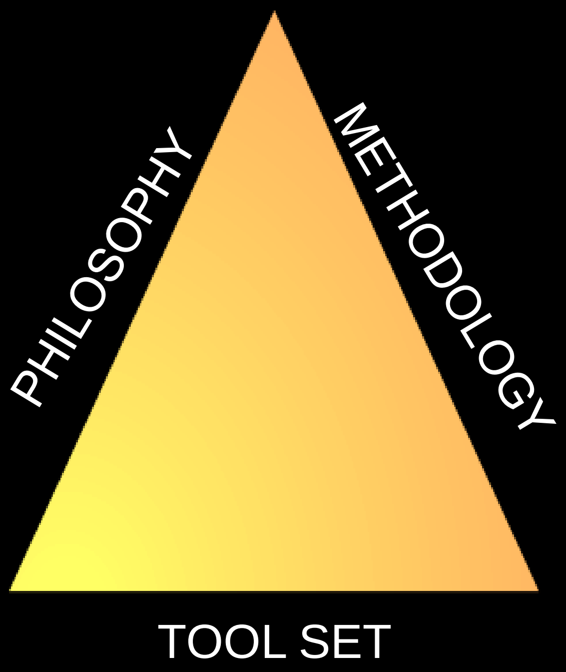
Get found by qualified leads online with content (website pages, blog articles, social messages) optimized for search and social media.



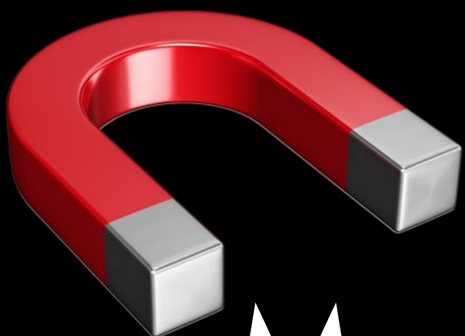
Understand what content pulls your buyers through the sales funnel, and use that context to personalize your marketing at scale.

INBOUND MARKETING CAN BE UNDERSTOOD IN THREE WAYS:

1. Inbound as a **philosophy** (the "WHY")
2. Inbound as a **methodology** (the "HOW); and
3. Inbound as a **tool set** (the "PLAYBOOK").



Inbound Marketing in a Nutshell:



Market with a magnet,
not a sledgehammer.

2 The Philosophy: Why Inbound Works

INBOUND AS A PHILOSOPHY

Inbound marketing is a philosophy based on the truth that consumers buy differently today than they did 10 years ago.

THINK ABOUT IT.

PRE-INTERNET. → TODAY.

PRE-INTERNET.

- **Buyer:** Relatively uninformed.
- **Buyer Journey:** Linear.
- **Marketing Playbook:** Interrupt (cold calls and advertising).

TODAY.

- **Buyer:** Well-informed.
- **Buyer Journey:** Fluid and random. Starts with Google.
- **Marketing Playbook:** Thought leadership through content creation.

THINK ABOUT IT.

PRE-INTERNET. → TODAY.

PRE-INTERNET.

- **Buyer:** Relatively uninformed.
- **Buyer Journey:** Linear.
- **Marketing Playbook:** Interrupt (cold calls and advertising).

TODAY.

- **Buyer:** Well-informed.
- **Buyer Journey:** Fluid and random. Starts with Google.
- **Marketing Playbook:** Thought leadership through content creation.

HOW DID THIS TRANSFORMATION TAKE PLACE?

There are three major reasons why consumers are skeptical about brands, and why interruptive advertising and cold calling aren't nearly as effective as they once were …

3

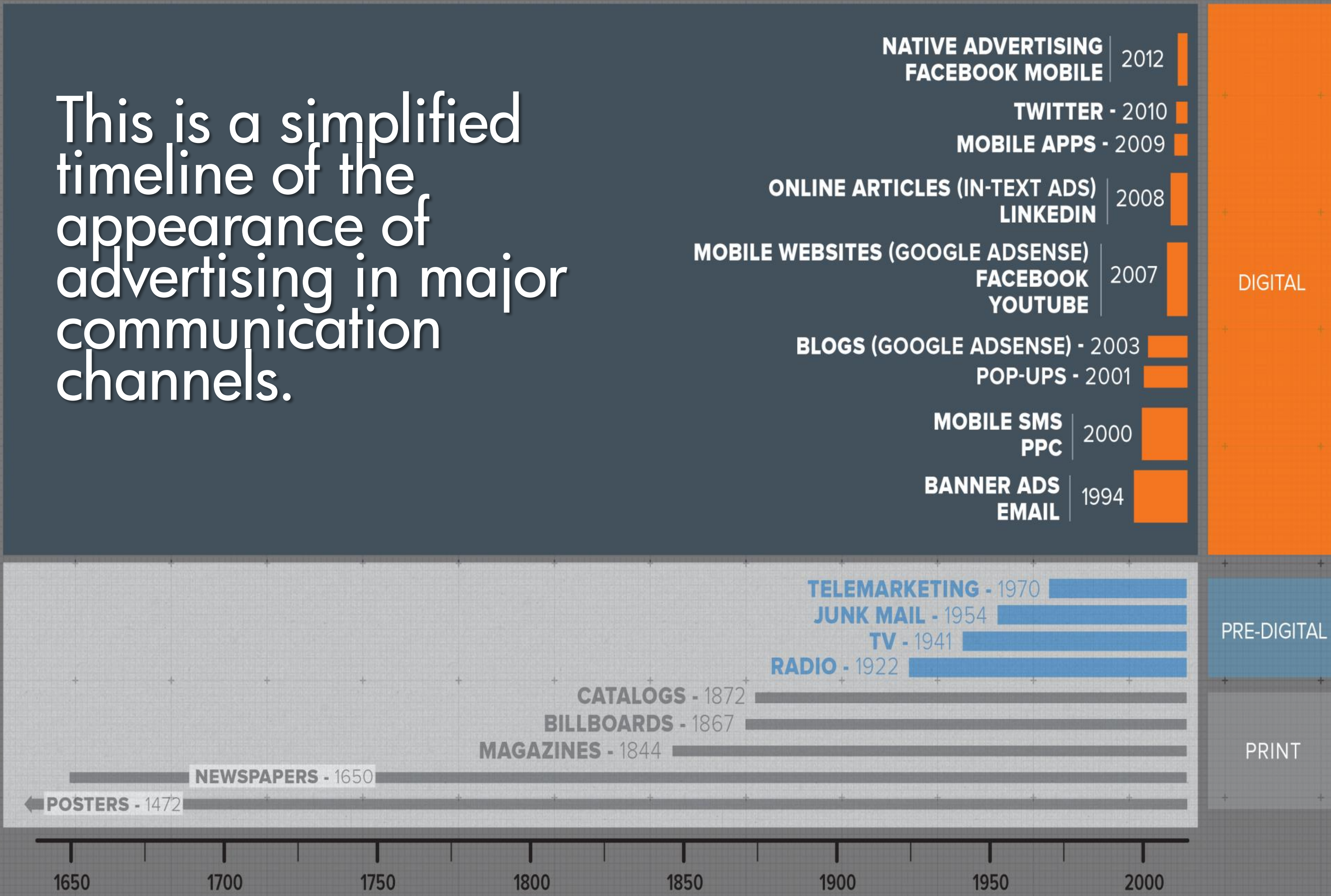
WHY INTERRUPTION DOESN'T WORK: REASON NUMBER ONE.

1. **The Proliferation of Media:** The media landscape has become insanely cluttered. There's a magazine, TV channel, radio station, and a billion websites for every conceivable interest.

The media landscape grew to include more channels over time, and each channel eventually became its own advertising medium.

Let’s try to comprehend just how cluttered the media landscape is to illustrate how much advertising there is …

This is a simplified timeline of the appearance of advertising in major communication channels.



Not only has the media landscape grown by type; each type has grown exponentially by volume.

THE PROLIFERATION OF MEDIA.

- In 1920, there was 1 radio station. In 2011, there were 14,700.
- In 1946, America had 12 broadcasting TV stations. In 2011, there were over 1,700.
- In 1998 (over 15 years ago!), the average consumer saw or heard 1 million marketing messages – almost 3,000 per day.
- In 2014, there are 1,500 stories competing to show up in your personal Facebook News Feed at any given moment.

Advertising was proliferating faster than laws were implemented to regulate it, which leads us to ...

WHY INTERRUPTION DOESN'T WORK: REASON NUMBER TWO.

2. **A History of Deceptive Advertising:** Consumers are accustomed to false claims and deceit in advertising, so even when clever ads are seen by consumers, they're thought to be dishonest.

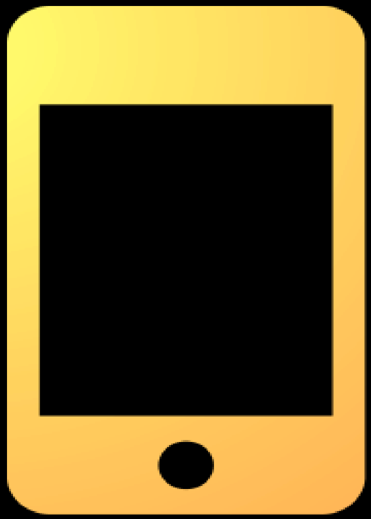
According to the 2012 Edelman Trust Barometer, 63% of consumers need to hear company claims **3-5x** before they'll actually believe them!

Interruption.
False claims.
Over-promising.
Under-delivering.
Increased regulation.
Brand egocentrism.
Exploitation.
Lawsuits.

This changed **everything.**

WHY INTERRUPTION DOESN'T WORK: REASON NUMBER THREE.

3. **Technology Empowered the Consumer:** Consumers gained access to tools and information that enabled them to dodge interruptive brand messages and instead seek out information when they're ready.



VCRs.
Caller ID.
DVRs.
The Do Not Call list.
Spam software.
Broadband internet.
Smartphones.
Social media.

This changed **everything**.

THAT'S WHY PERMISSION BECAME MORE EFFECTIVE THAN INTERRUPTION.

By aligning the content you publish with your customer's interests, you can earn permission to market to prospects that you can convert into leads, close into customers, and delight to the point they come promoters of your brand.

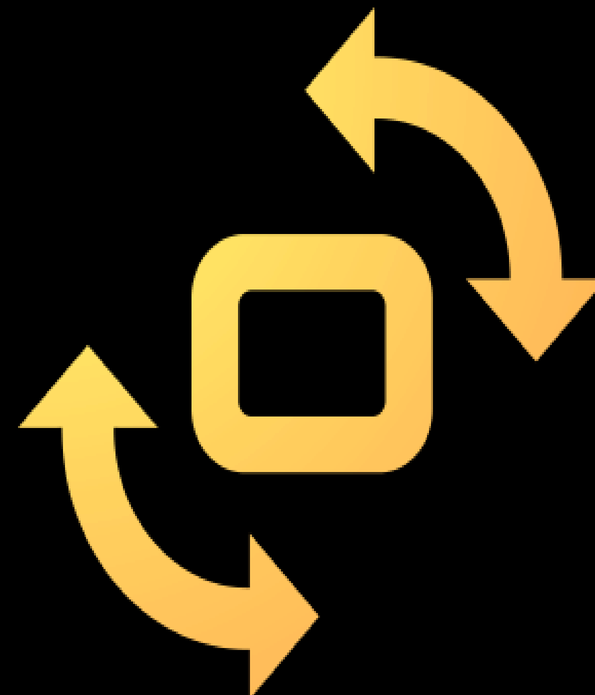
There are several major themes of inbound, permission-based marketing. Let’s talk about them.

CONTENT CREATION.

You create targeted content that answers your customer's basic questions and needs, and you share that content far and wide.

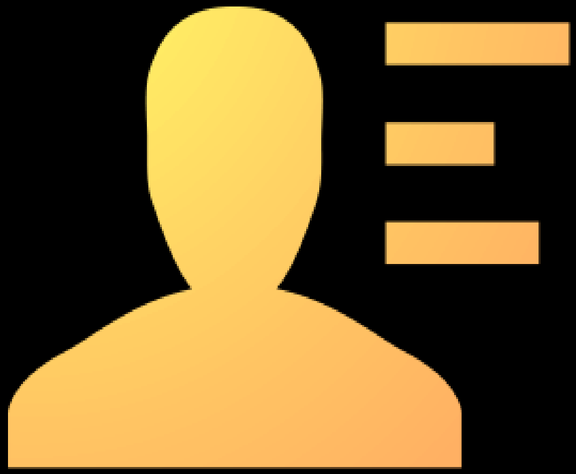
LIFECYCLE MARKETING.

You recognize that people go through stages as they interact with your company, and that each stage requires different marketing actions.



PERSONALIZATION & CONTEXT.

As you learn more about your leads over time, you can better personalize your messages to their specific needs.



A MULTI-CHANNEL PRESENCE.

Inbound marketing is multi-channel by nature because it approaches people where they are, in the channel where they want to interact with you.

INTEGRATION.

Your publishing and analytics tools all work together like a well-oiled machine, allowing you to focus on publishing the right content in the right place at the right time.

IN SUMMARY, INBOUND MARKETING IS ABOUT ...

- Building trust, not skepticism among your prospects.
- Being loved, not ignored by your customers.
- Outsmarting, not outspending your competitors.

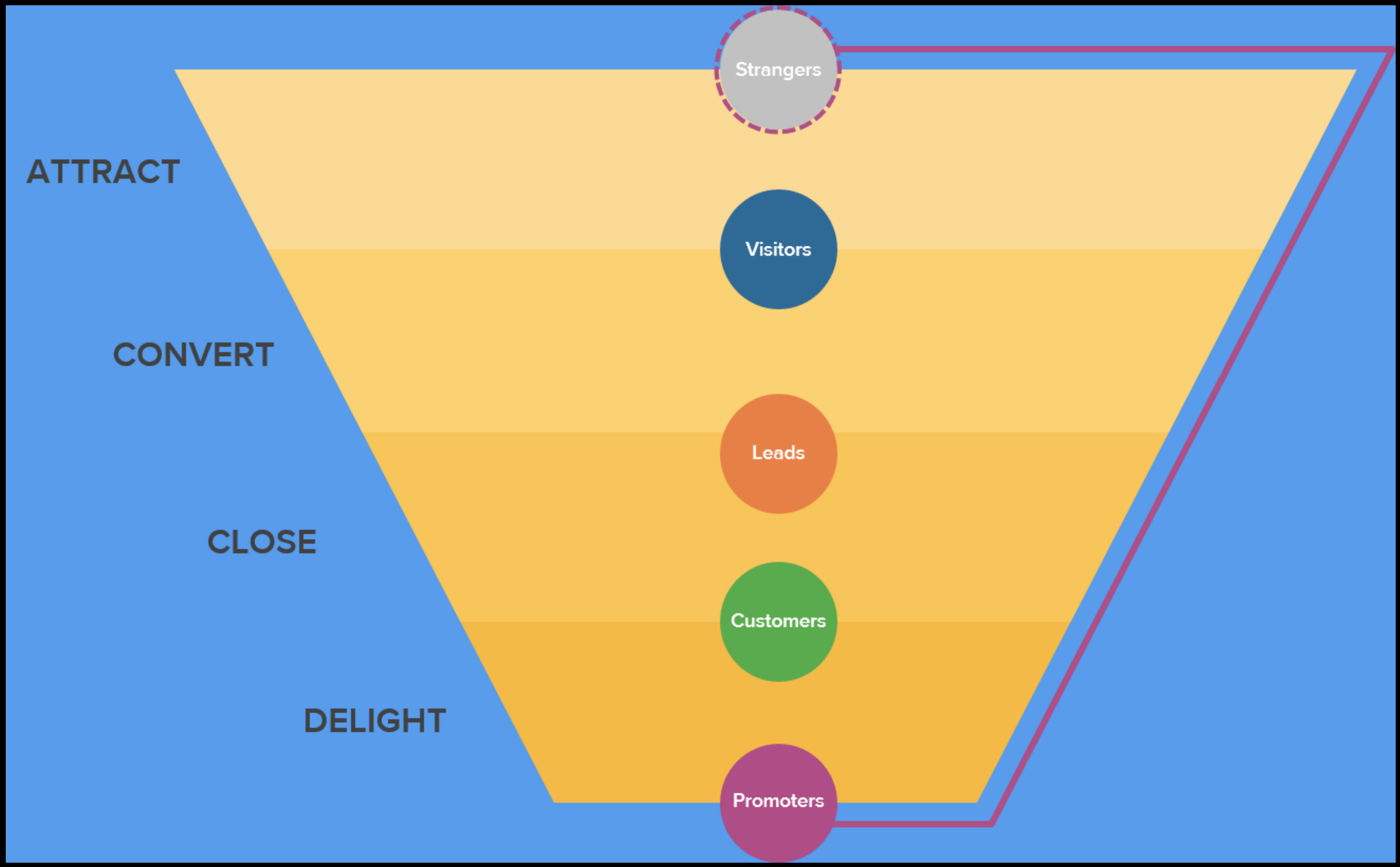
3

The Methodology: How Inbound Works

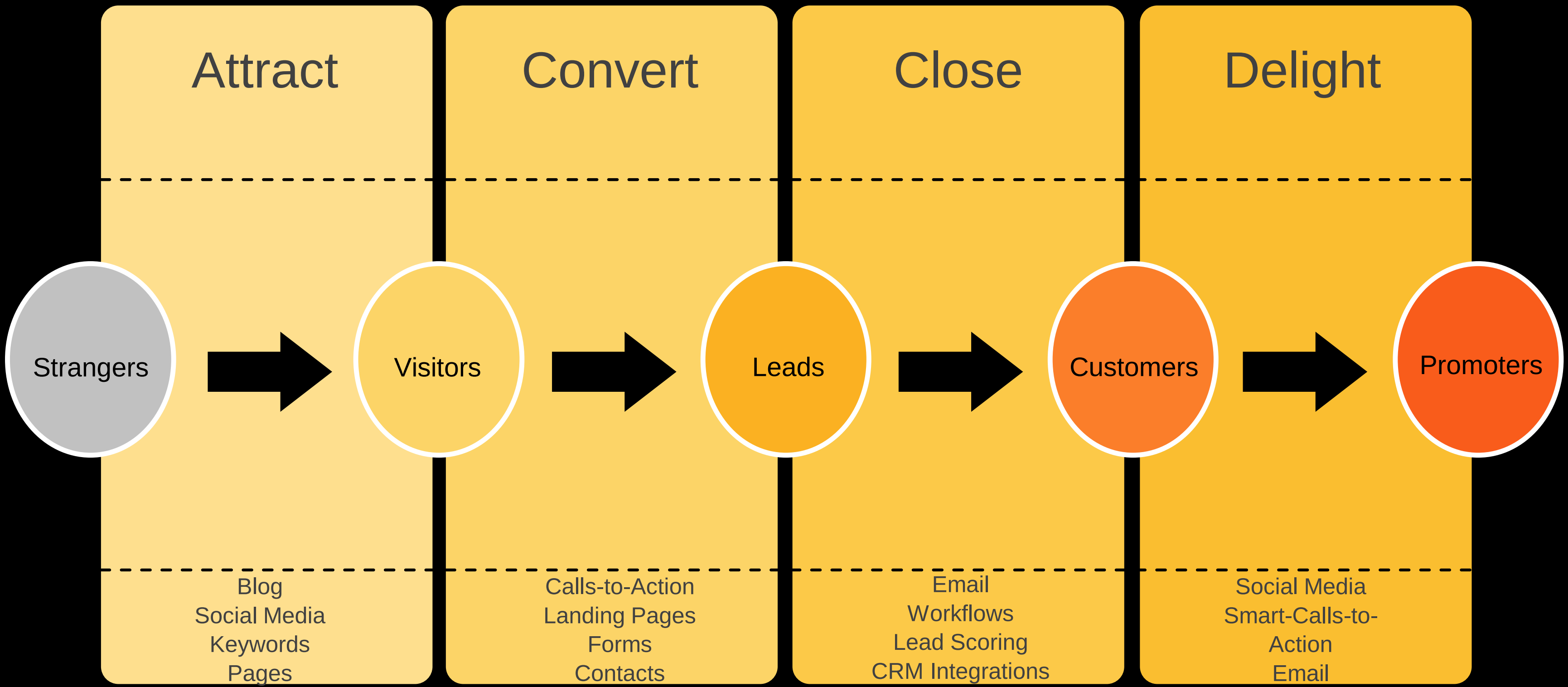
THE METHODOLOGY.

The inbound philosophy is backed by a methodology that helps brands attract, convert, close, and delight visitors, leads and customers through a variety of channels such as social media, blogging, SEO, landing pages, forms, and email.

The methodology facilitates the buyer journey through the sales funnel – from strangers to promoters of your brand.

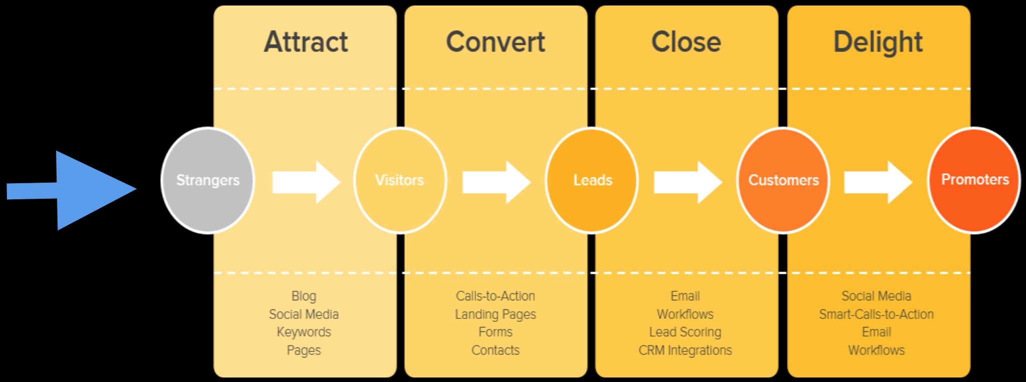

ATTRACT
CONVERT
CLOSE
DELIGHT
Strangers
Visitors
Leads
Customers
Promoters

LET'S GO THROUGH THE METHODOLOGY STEP-BY-STEP.



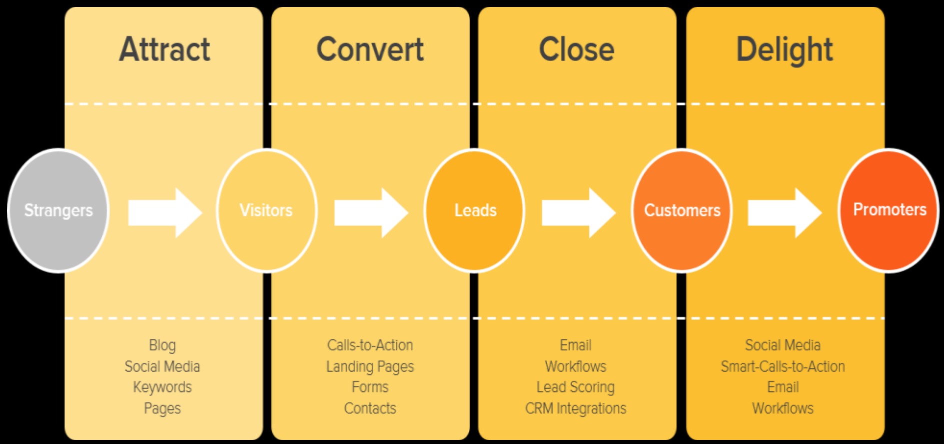
HOW TO UNDERSTAND THE INBOUND METHODOLOGY GRAPHIC.

Along the top are the four actions (Attract, Convert, Close, Delight) companies must take in order to obtain visitors, leads, and customers.



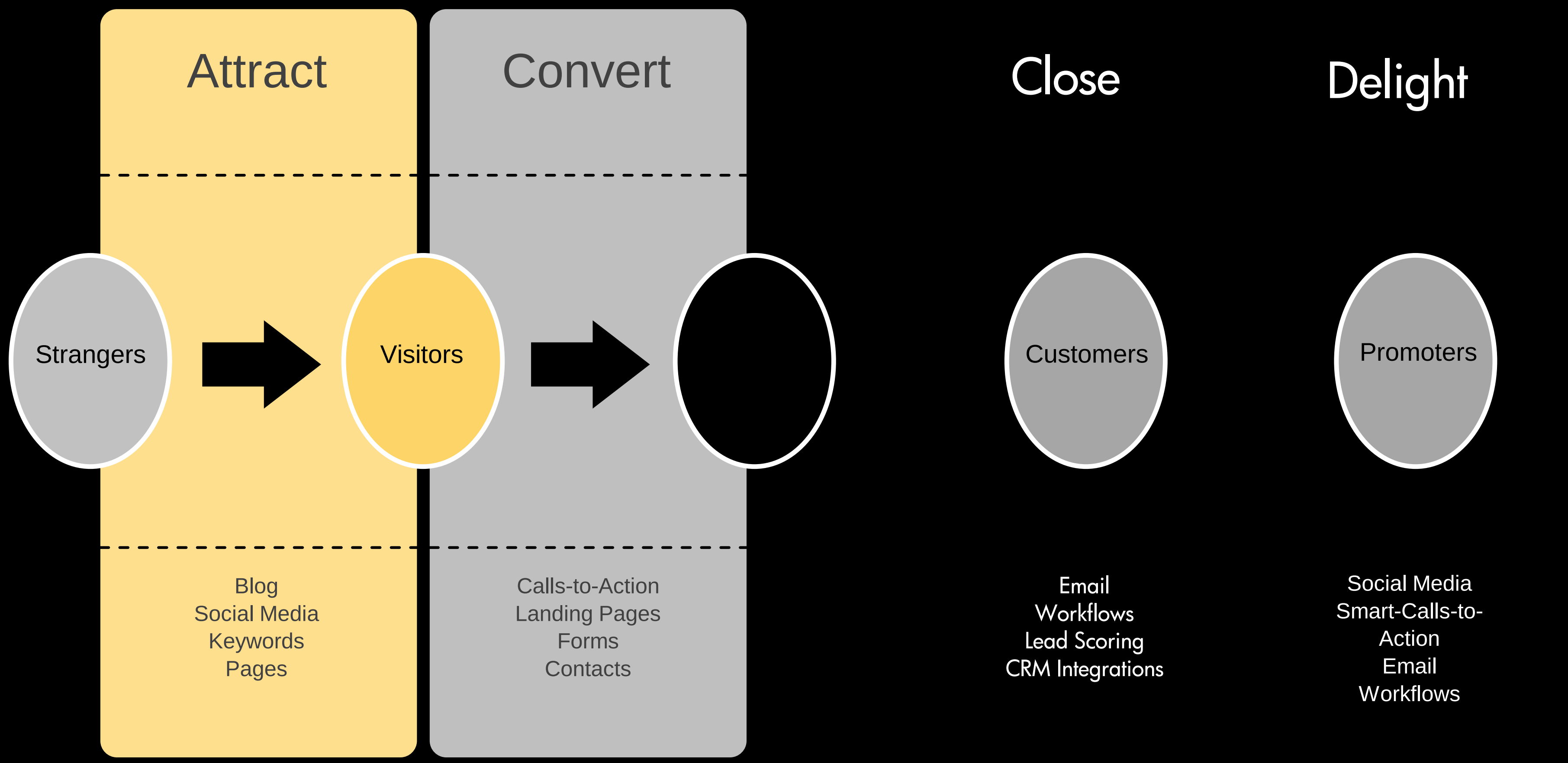
HOW TO UNDERSTAND THE INBOUND METHODOLOGY GRAPHIC.

Along the bottom are the tools companies use to accomplish these actions.



Note: Note the tools are listed under the action where they first come into play, but that's not the only place they're applicable! Several tools, like email, can be essential in several stages of the methodology.

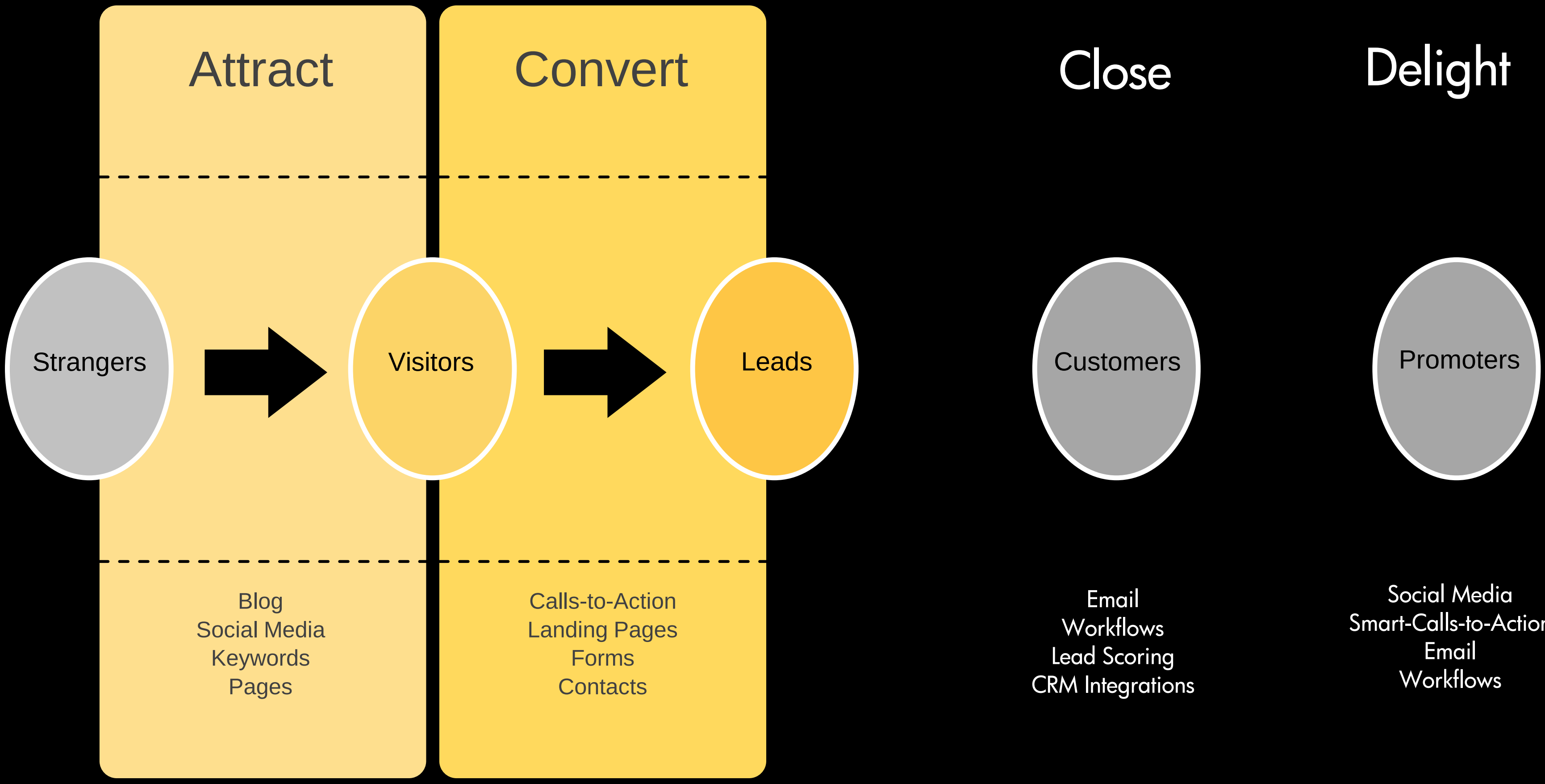
STEP 1: ATTRACT STRANGERS AND TURN THEM INTO WEBSITE VISITORS.



STEP 1: ATTRACT STRANGERS AND TURN THEM INTO WEBSITE VISITORS.

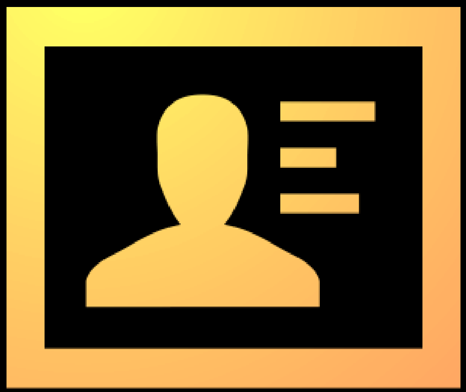
You want to attract people that will potentially become leads. Attract your ideal customer or buyer persona by creating content that's valuable and easy for them to find.

STEP 2: CONVERT WEBSITE VISITORS INTO LEADS.

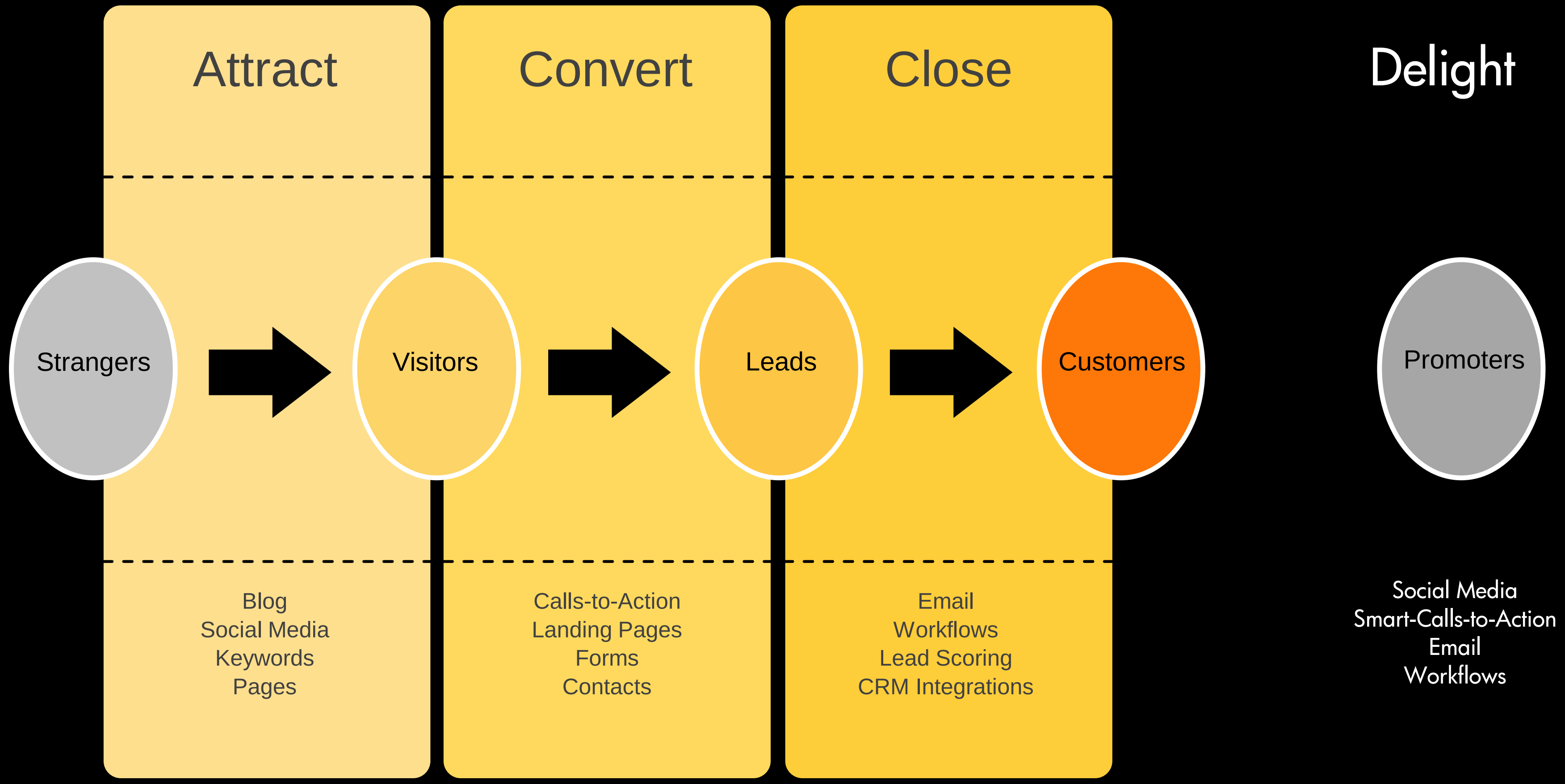


STEP 2: CONVERT WEBSITE VISITORS INTO LEADS.

Once you've got visitors to your site, the next step is to convert those visitors into leads by gathering their contact information. In order to get this valuable information, you need to offer something up in return (ex: ebook).

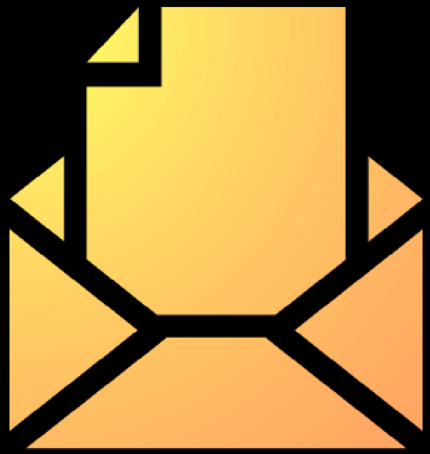


STEP 3: CLOSE LEADS INTO CUSTOMERS THROUGH LEAD NURTURING.

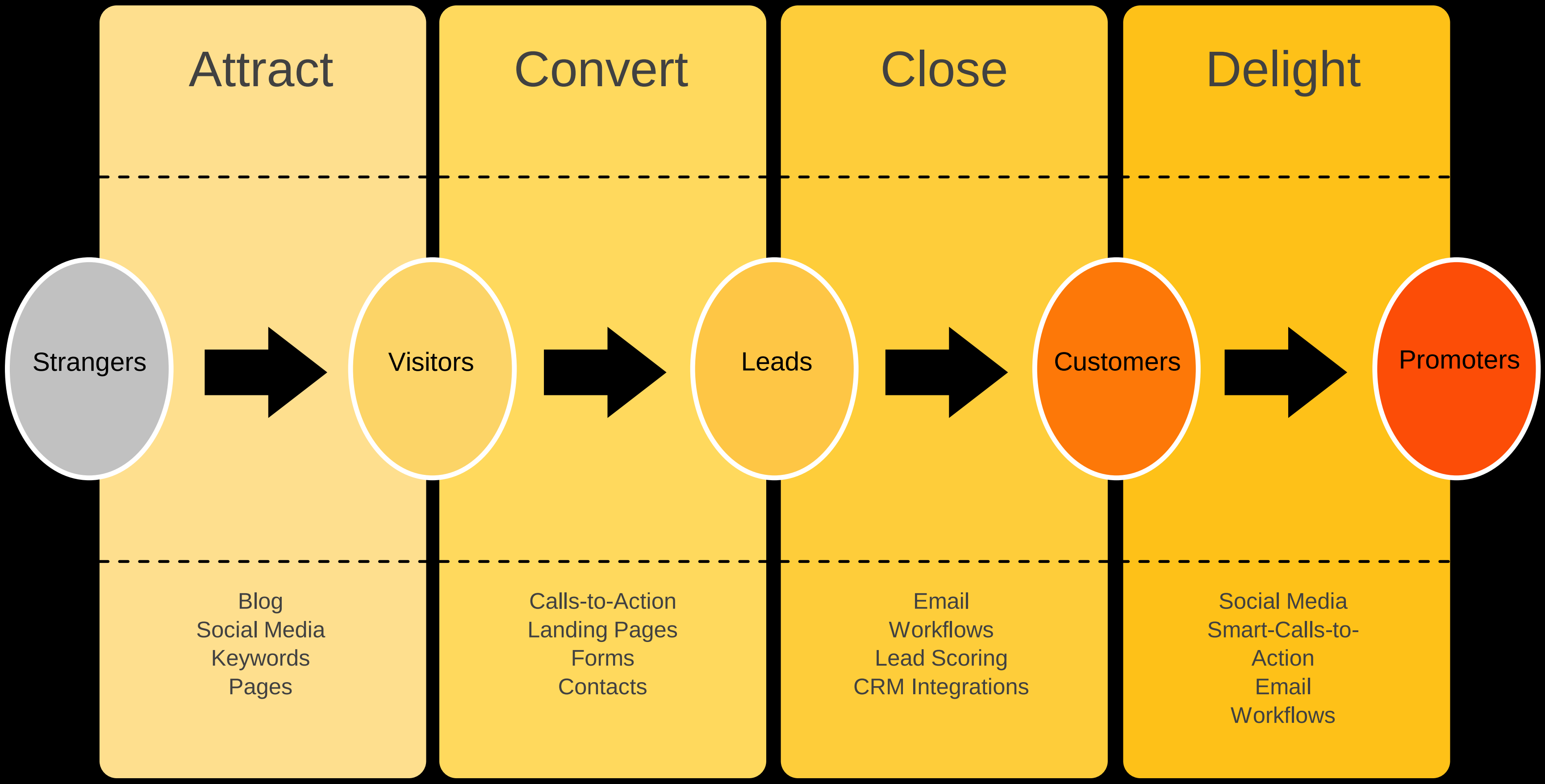


STEP 3: CLOSE LEADS INTO CUSTOMERS THROUGH LEAD NURTURING.

Once you've attracted the right visitors and converted the right leads, you need to transform those leads into customers with targeted, automated email nurturing and social media interaction.



STEP 4: DELIGHT CUSTOMERS TO TURN THEM INTO PROMOTERS OF YOUR BRAND.



STEP 4: DELIGHT CUSTOMERS TO TURN THEM INTO PROMOTERS OF YOUR BRAND.

Using context and personalization to deliver tailored messages, continue to engage with, delight, and (hopefully) upsell your current customer base into happy promoters of your company.

Now that we’ve covered the methodology, we’re ready to dig deeper into the tools you need to get visitors (traffic), leads, and customers.

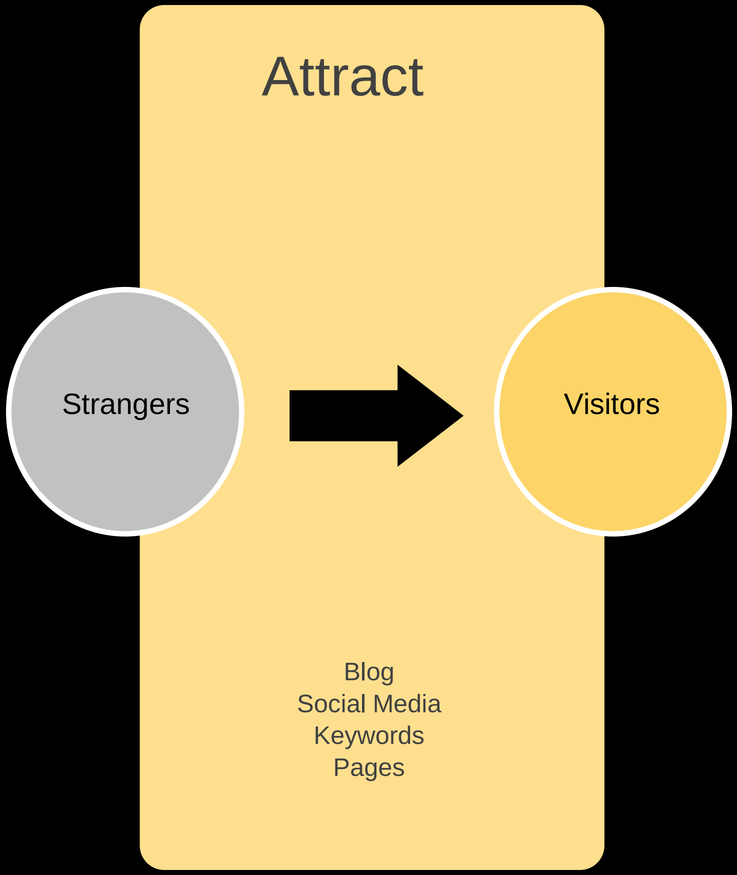
4

The Tools:
A Playbook That Works

STEP 1: ATTRACT STRANGERS AND TURN THEM INTO WEBSITE VISITORS.

Tools to attract strangers to your site include:

- Blogging
- Social Media
- Keyword Optimization
- Site Pages



We're going to take a moment to emphasize the importance of blogging because it's *that* important ...

Companies blog because it's one of the most effective ways to attract potential customers to your site.

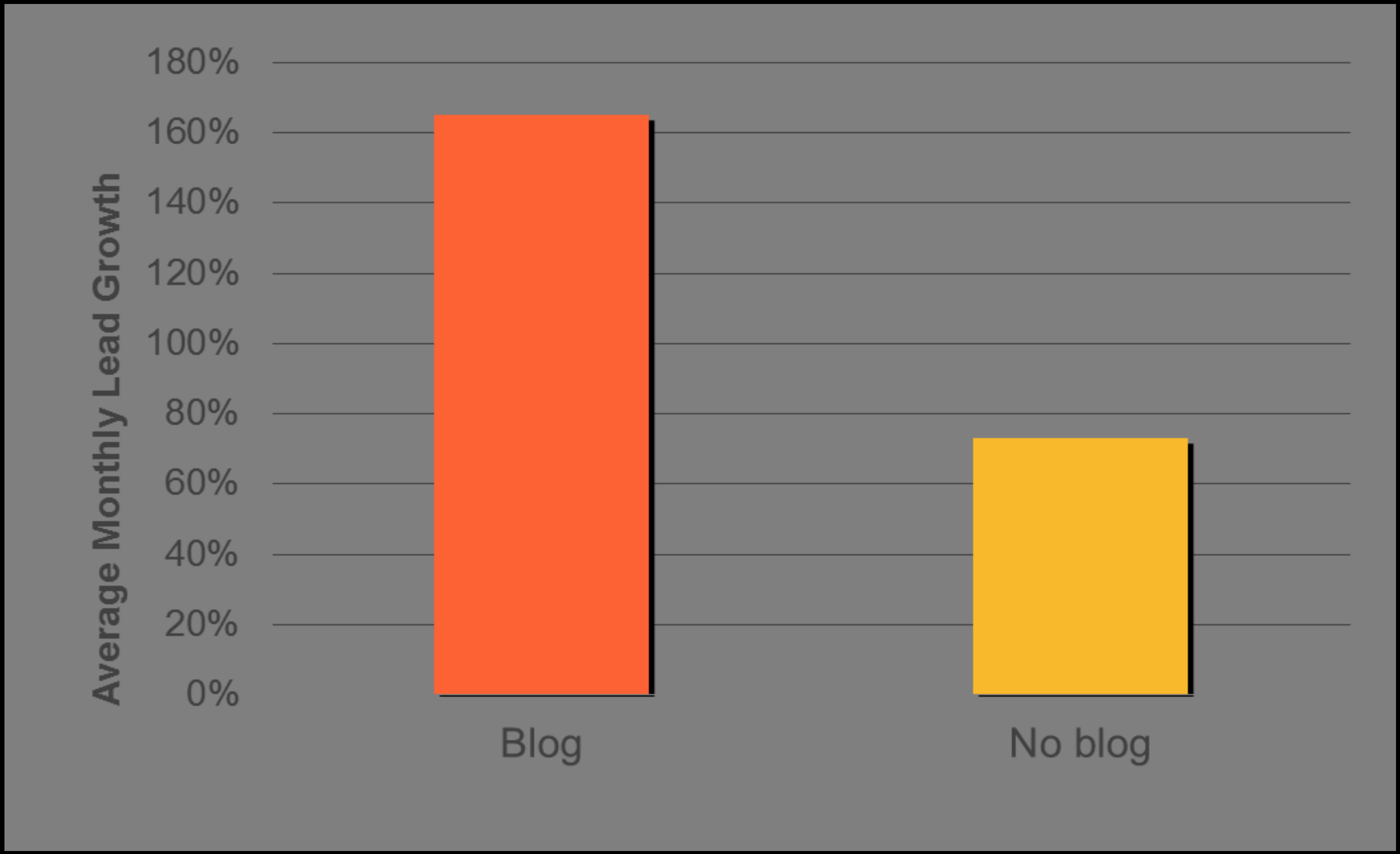
SERIOUSLY. BLOGGING WORKS.

The average company that blogs generates:

- 55% more website visitors.
- 97% more inbound links.
- 434% more indexed pages.

Source: HubSpot

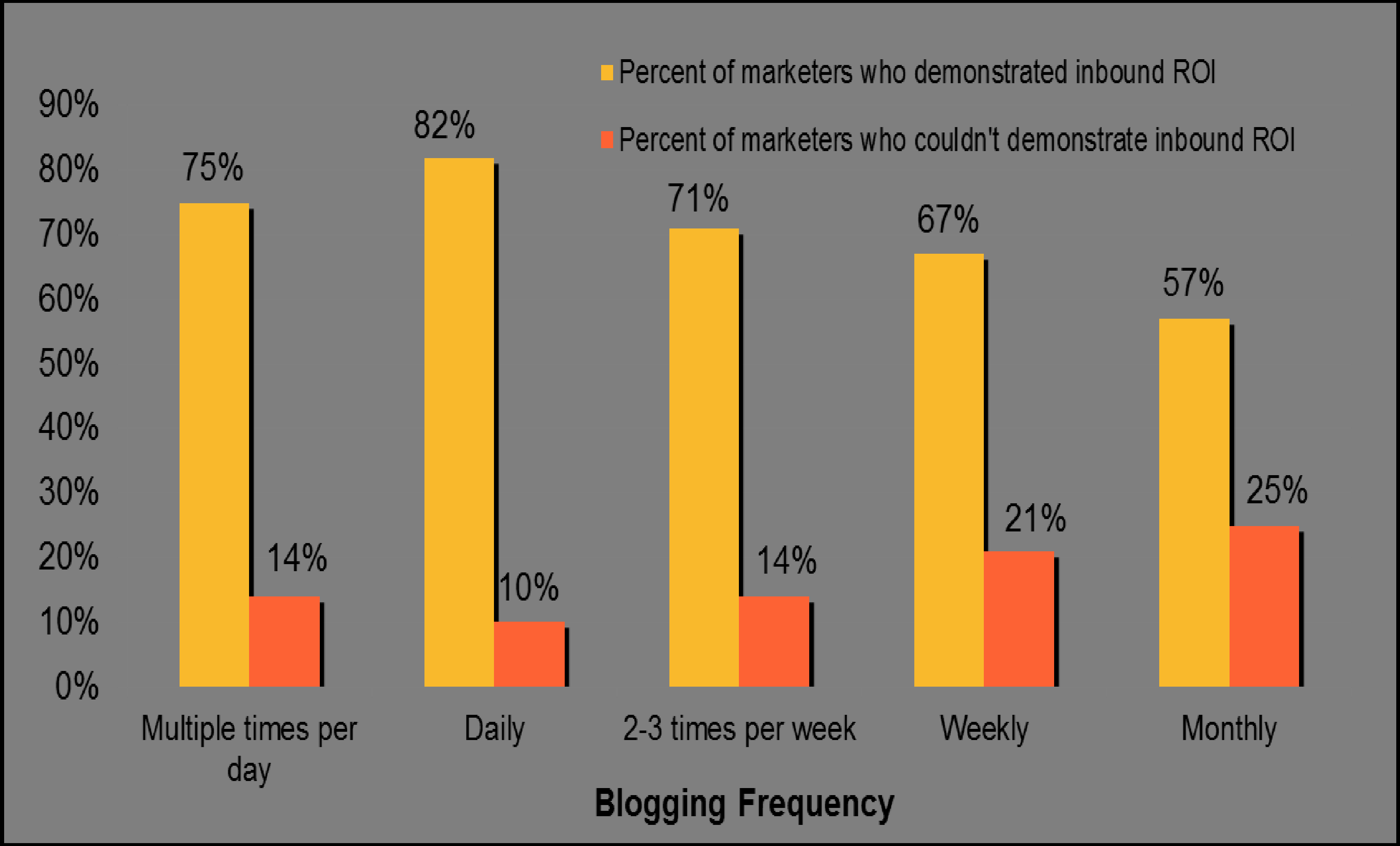
COMPANIES THAT BLOG GENERATE 126% MORE LEADS THAN THOSE THAT DON'T.



Survey N = 2,300

Source: HubSpot

BLOGGING IS REGULARLY LINKED TO HIGHER ROI.



Survey N = 3,339

Source: HubSpot

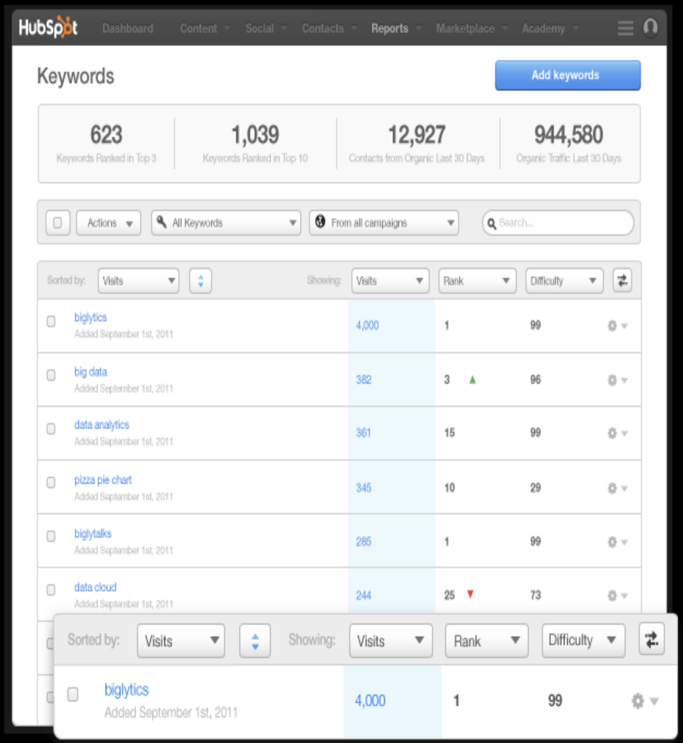
Blogging isn’t the only tool that effectively attracts customers to you, though.

YOU NEED TO BE ACTIVE ON SOCIAL MEDIA SITES, TOO.

You must share remarkable content and valuable information on the social web, engage with your prospects, and put a human face on your brand.

YOU SHOULD CREATE CONTENT AROUND TARGETED KEYWORDS AS WELL.

You need to carefully, analytically pick keywords, optimize your pages, create content, and build links around the terms your ideal buyers are searching for. Psst! Our software gives you SEO advice as you type.



KEEP YOUR WEBSITE FRESH WITH EASY-TO-DEPLOY SITE PAGES.

Search engines and users like frequently updated websites, so you need to transform your site into a beacon of helpful, fresh, and optimized pages to appeal to your ideal buyers without having to rely on IT.

Now, what tools do you use to turn traffic into leads?

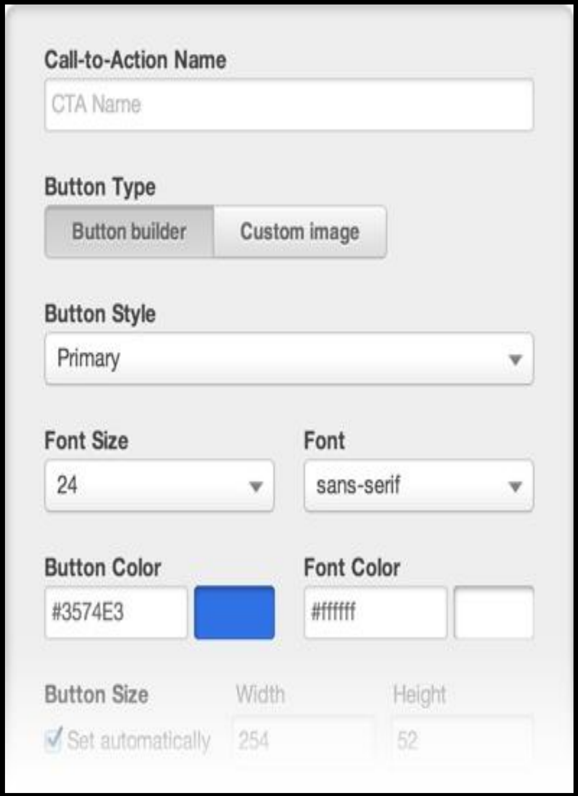
STEP 2: CONVERT WEBSITE VISITORS INTO LEADS.

Tools to convert visitors into leads include:

- Calls-to-Action
- Landing Pages
- Forms
- Contacts Database

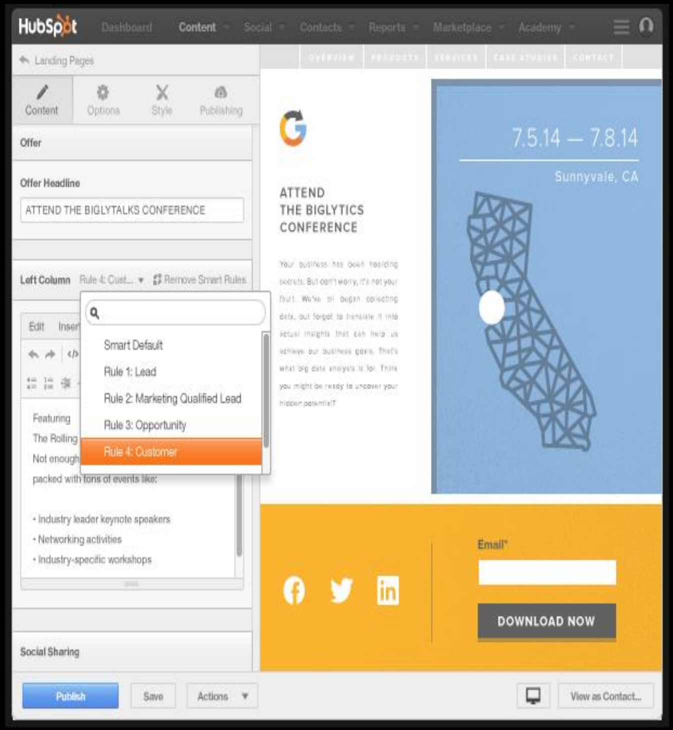
ENTICE YOUR VISITORS TO CLAIM AN OFFER WITH CALLS-TO-ACTION.

Calls-to-action (CTAs) are buttons or links that encourage your visitors to take action, like “Download a Whitepaper” or “Attend a Webinar.” If you don’t have CTAs or if they aren’t enticing enough, you won’t generate leads.



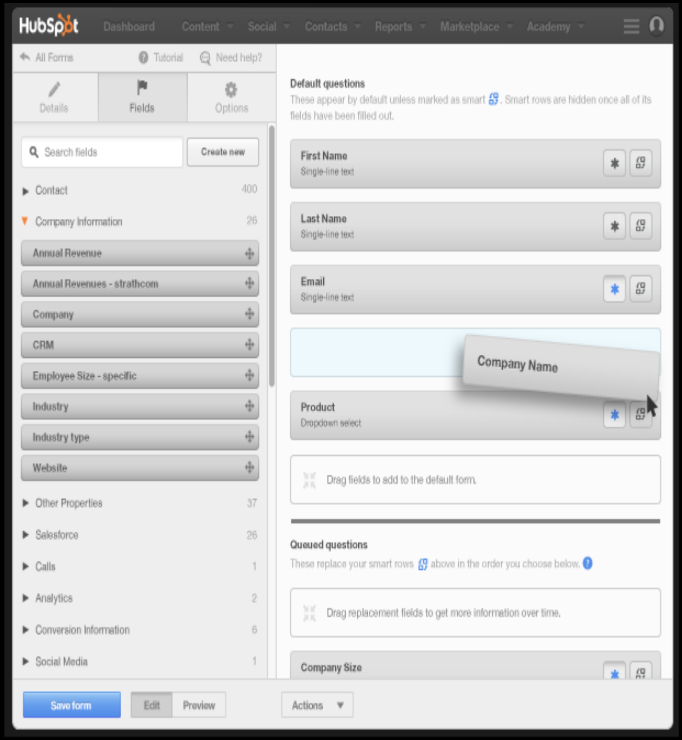
DRIVE VISITORS TO LANDING PAGES WHERE THEY CAN BECOME LEADS.

When a website visitor clicks on a CTA, they should then be sent to a landing page where the offer in the call-to-action is fulfilled, and where the prospect submits information that your sales team can use to begin a conversation with them.



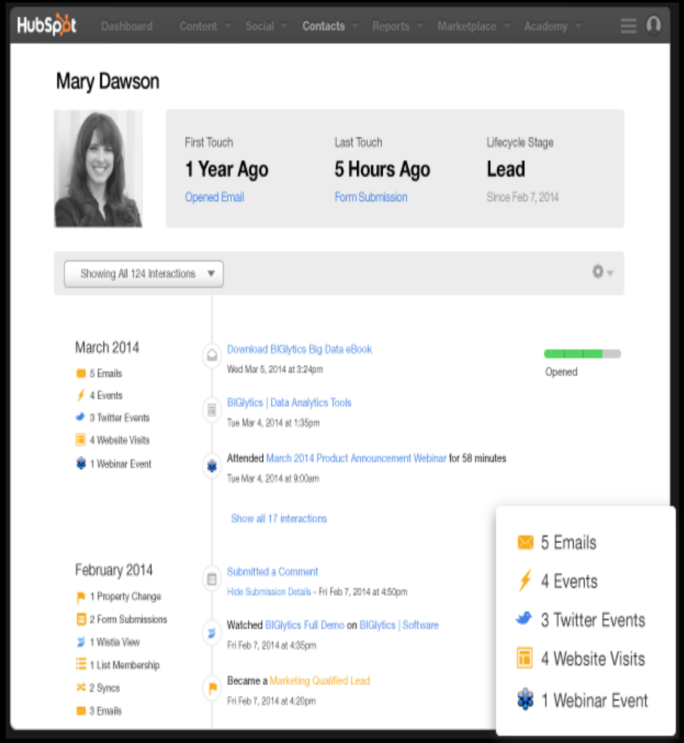
USE FORMS TO GET THE INFORMATION YOU NEED ABOUT YOUR PROSPECTS.

In order for visitors to become leads, they must fill out a form and submit their contact information. Optimize your form to make this step of the conversion process as easy as possible.



HOUSE ALL OF YOUR CONTACTS IN ONE PLACE.

Keep track of the leads you're converting in a centralized marketing database so you can make sense out of every interaction you' ve had with your contacts – be it through email, a landing page, or social media.

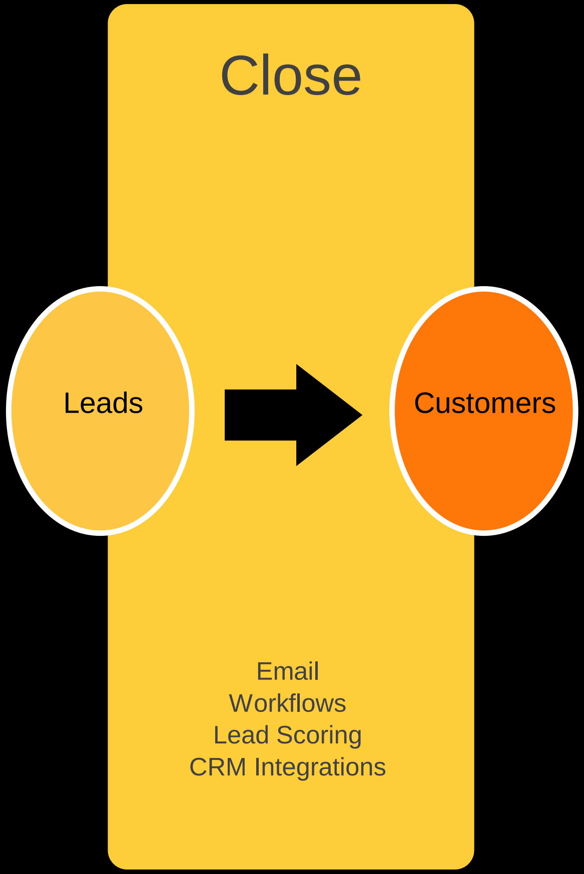


What tools do you use to turn leads into customers?

STEP 3: CLOSE LEADS INTO CUSTOMERS THROUGH LEAD NURTURING.

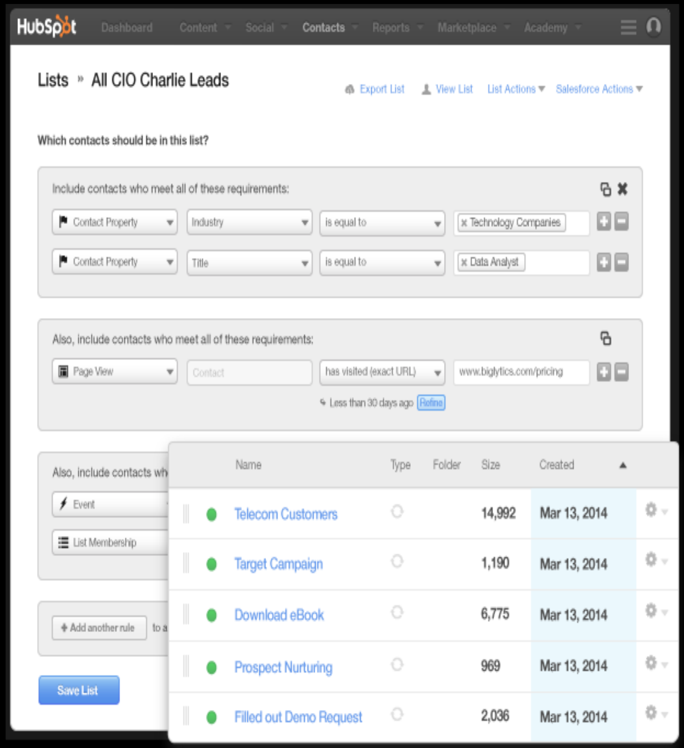
Tools to close leads into customers include:

- Lead Scoring
- Email
- Marketing Automation
- Closed-Loop Reporting



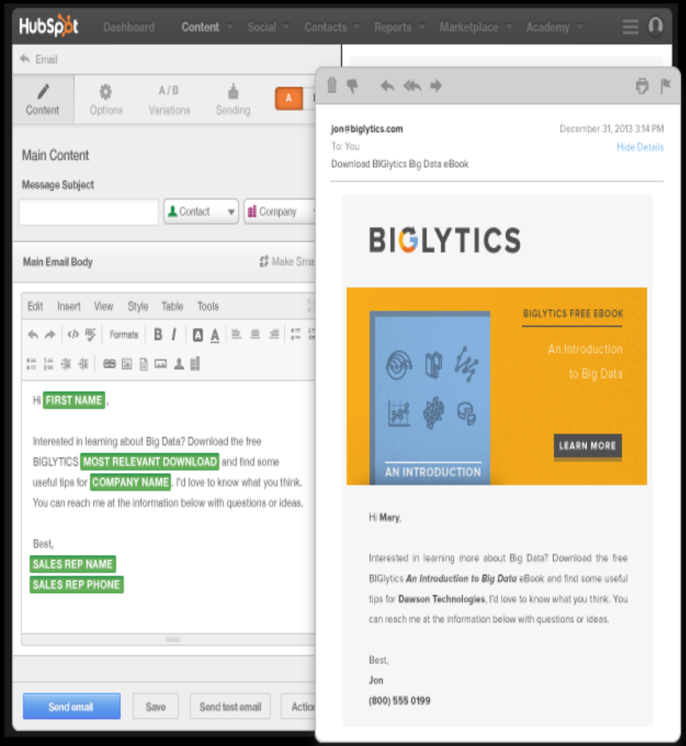
USE LEAD SCORING TO DETERMINE WHICH LEADS ARE READY FOR A SALESPERSON.

You've got contacts in your system, but how do you know which ones are ready to speak to your sales team? Using a numerical representation of the sales-readiness of a lead takes the guesswork out of the process.



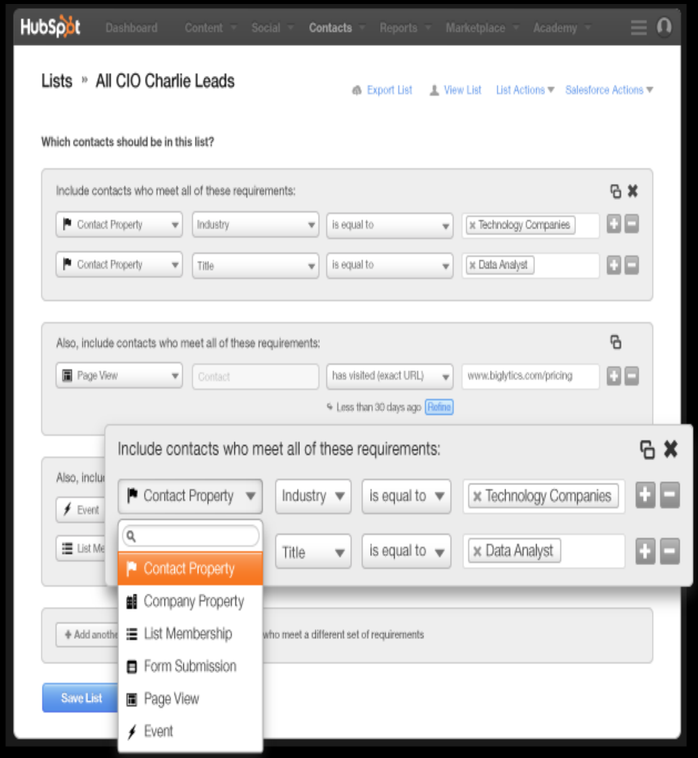
SEND TARGETED EMAILS TO LEADS TO PULL THEM THROUGH THE SALES FUNNEL.

What if a visitor clicks on your CTA and fills out a form on a landing page to download a whitepaper, but still isn't ready to become a customer? Nurture them with a series of emails focused on useful, relevant content until they're ready.



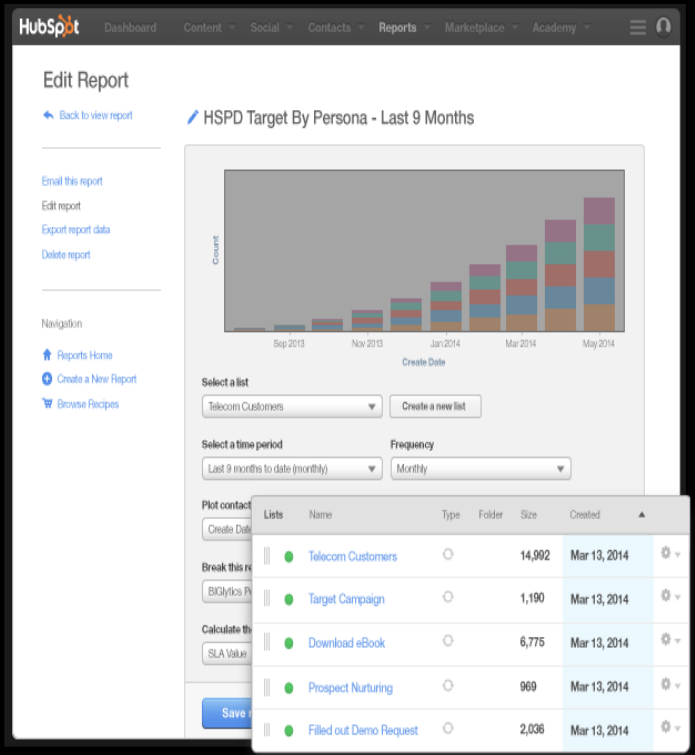
GO BEYOND EMAIL BY USING AUTOMATION INFORMED BY CONTEXT AND LIFECYCLE.

If a visitor downloaded a whitepaper from you in the past, you might want to send that lead a series of related emails. But if they follow you on Twitter and visited certain pages on your website, you might want to tailor the messaging.



CLOSE THE LOOP BY INTEGRATING YOUR MARKETING TOOLS WITH YOUR CRM.

Know which marketing efforts are bringing in the best leads and whether your sales team is focused on the most qualified leads by integrating with your Customer Relationship Management (CRM) system.

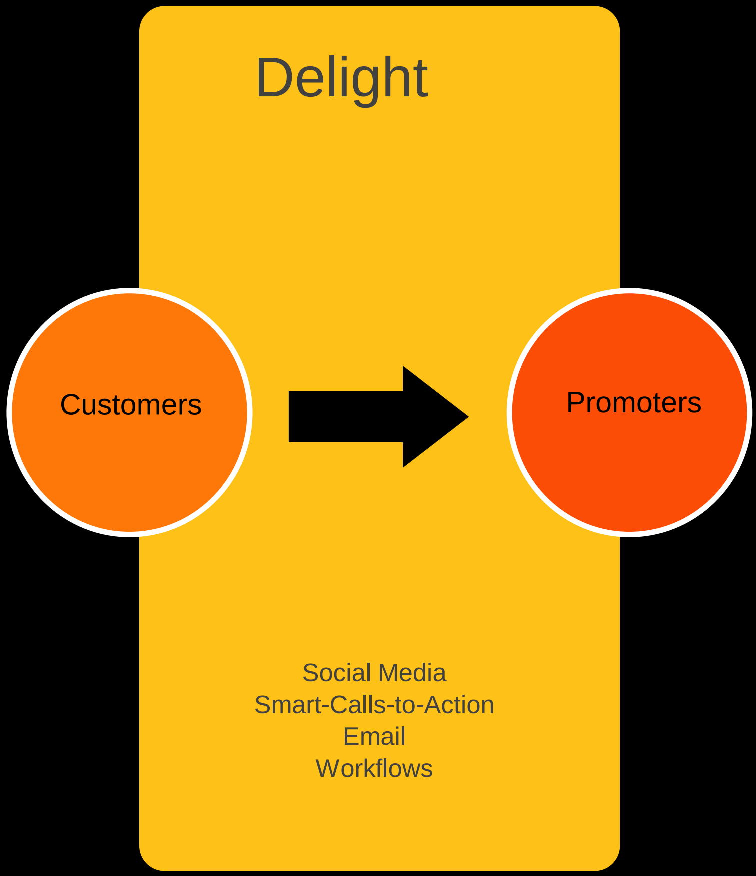


What tools do you use to turn customers into repeat, happy customers?

STEP 4: DELIGHT CUSTOMERS TO TURN THEM INTO PROMOTERS OF YOUR BRAND.

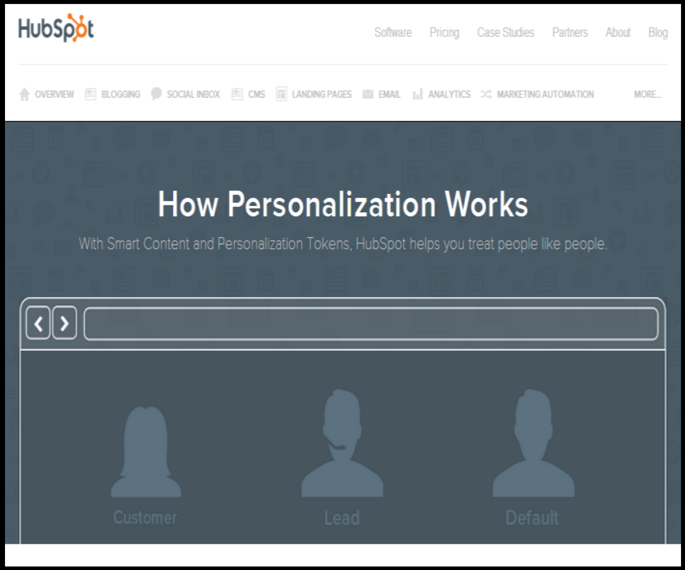
Tools to delight your customers include:

- Smart Calls-to-Action
- Social Media
- Email and Marketing Automation



KEEP THE CYCLE GOING BY CONTINUALLY NURTURING WITH PERSONALIZED CONTENT.

Treat people like people and earn trust by using Smart Content and Personalization Tokens to create a tailored experience based on prospects' needs across all of your marketing channels – from CTAs to email to landing pages.



Click to learn more about how Smart Content and Personalization works.

Alas, we’re done with the tools!

Here’s how the inbound methodology and tools all come together.

1) ATTRACT: GET TRAFFIC

Create **blog** content, search engine optimize (**SEO**) that content, and promote it on **social media** sites.

2) CONVERT: GET LEADS

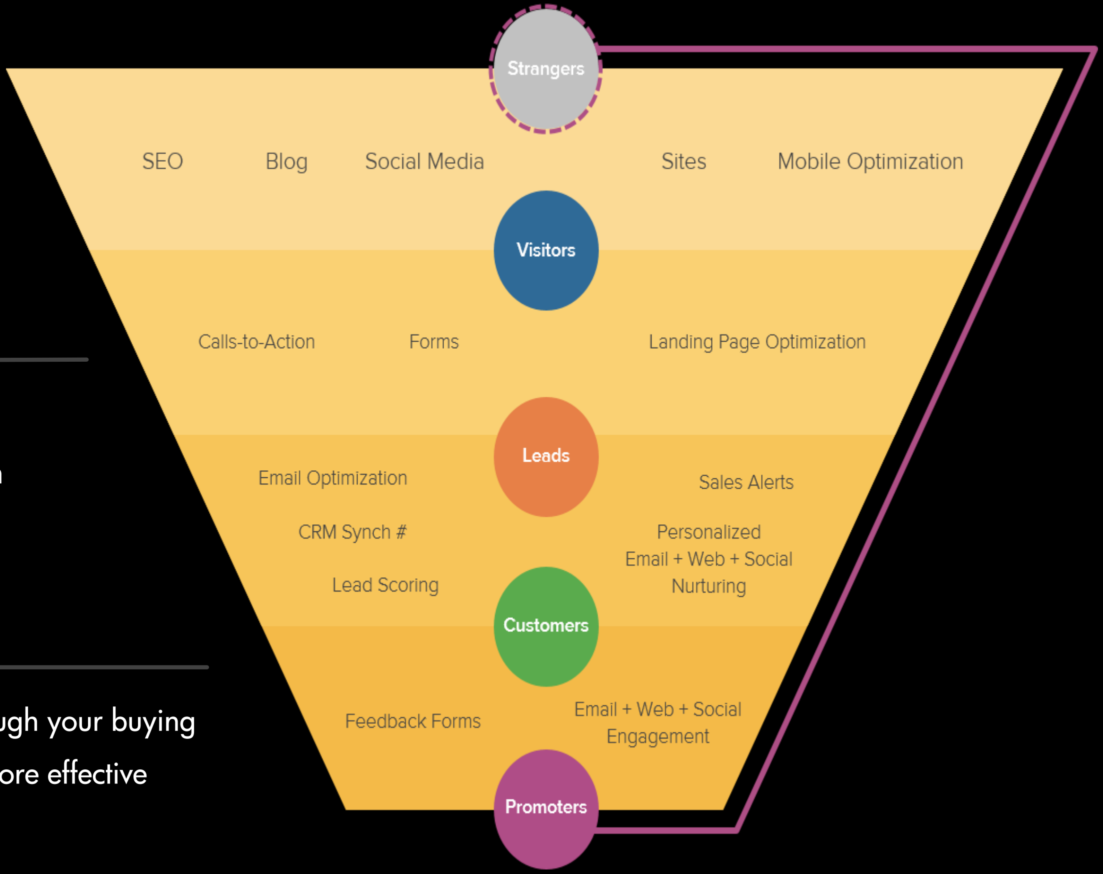
Place **calls-to-action** throughout your website, blog, social accounts, and email to drive visitors to **landing pages with forms**.

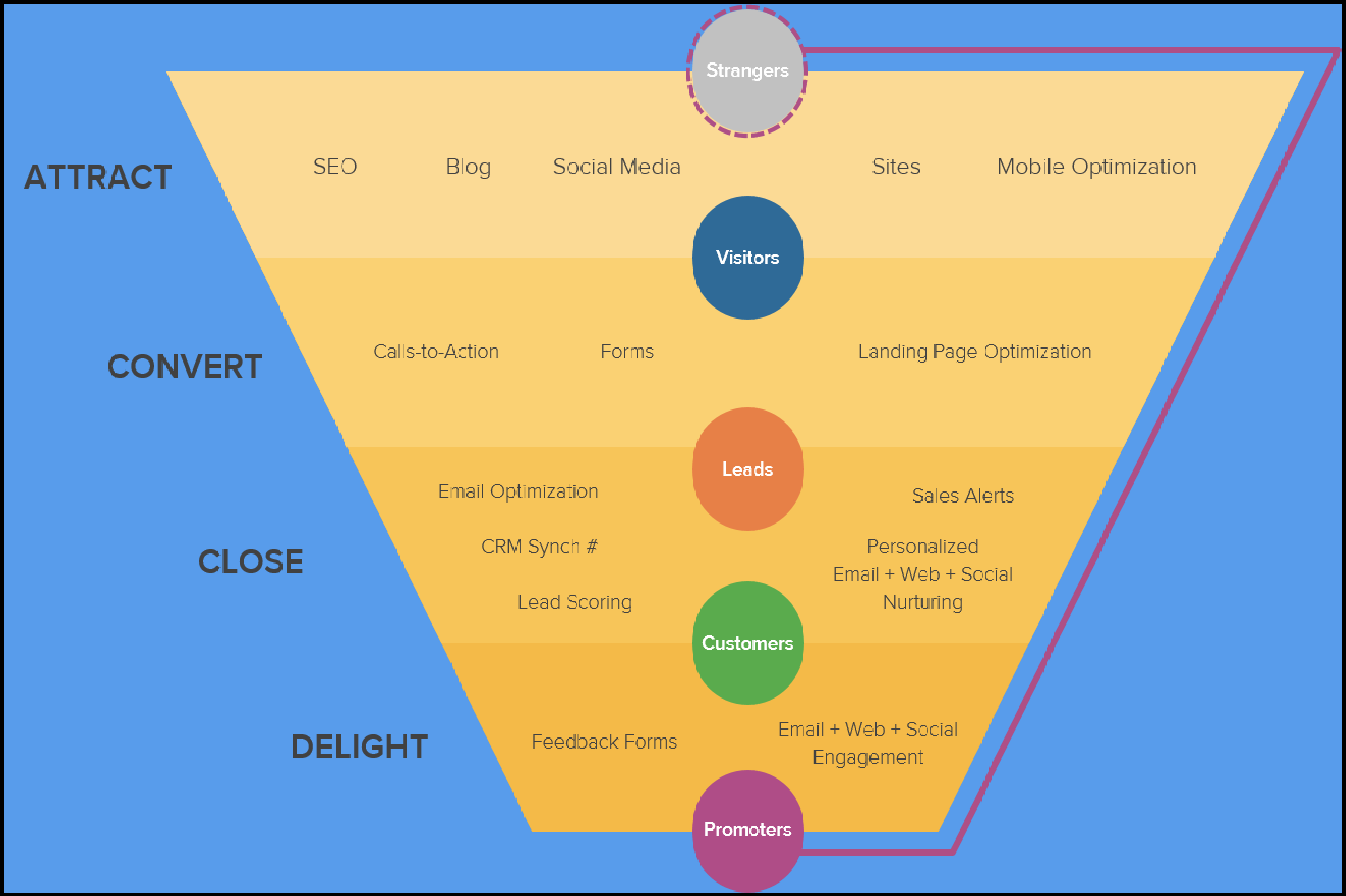
3) CLOSE: GET CUSTOMERS

Send leads **targeted, automated emails** to drive them through your buying cycle. Provide your sales team with **lead intelligence** for more effective sales calls.

4) DELIGHT: ANALYZE & OPTIMIZE

Analyze the success of your marketing campaigns, and determine which areas need further **optimization** or **personalization** for future success.




Strangers
ATTRACT
SEO
Blog
Social Media
Sites
Mobile Optimization
Visitors
CONVERT
Calls-to-Action
Forms
Landing Page Optimization
Leads
CLOSE
Email Optimization
CRM Synch #
Lead Scoring
Sales Alerts
Personalized
Email + Web + Social
Nurturing
Customers
DELIGHT
Feedback Forms
Email + Web + Social
Engagement
Promoters