



Inbound Marketing Consulting For Founders

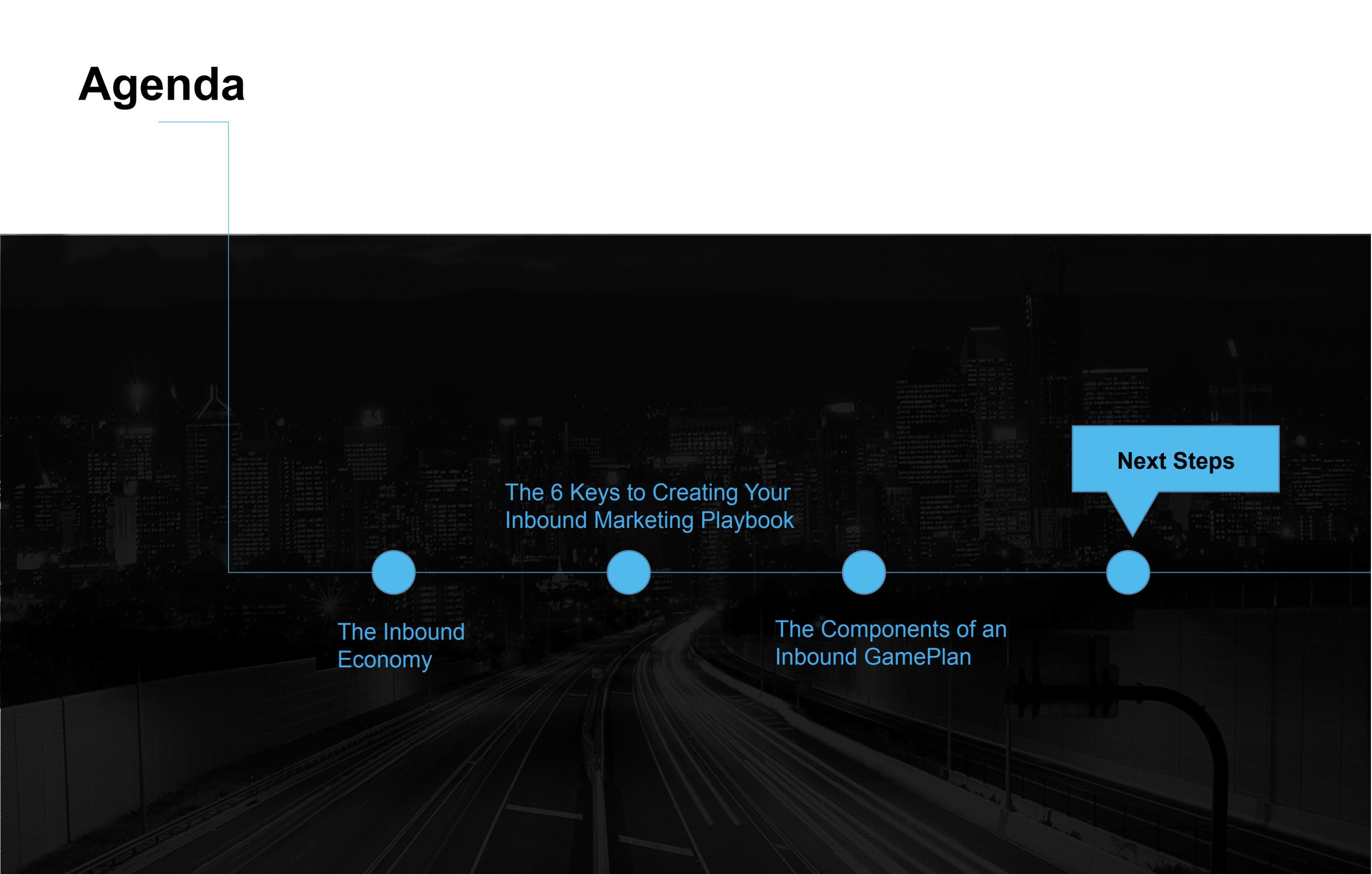




THE INBOUND MARKETING PLAYBOOK FOR STARTUPS

Discover the core elements that make up [inbound marketing](#) and how an Inbound GamePlan brings them together into actionable steps.

Agenda



The Inbound
Economy

The 6 Keys to Creating Your
Inbound Marketing Playbook

The Components of an
Inbound GamePlan

Next Steps

Message from Founder



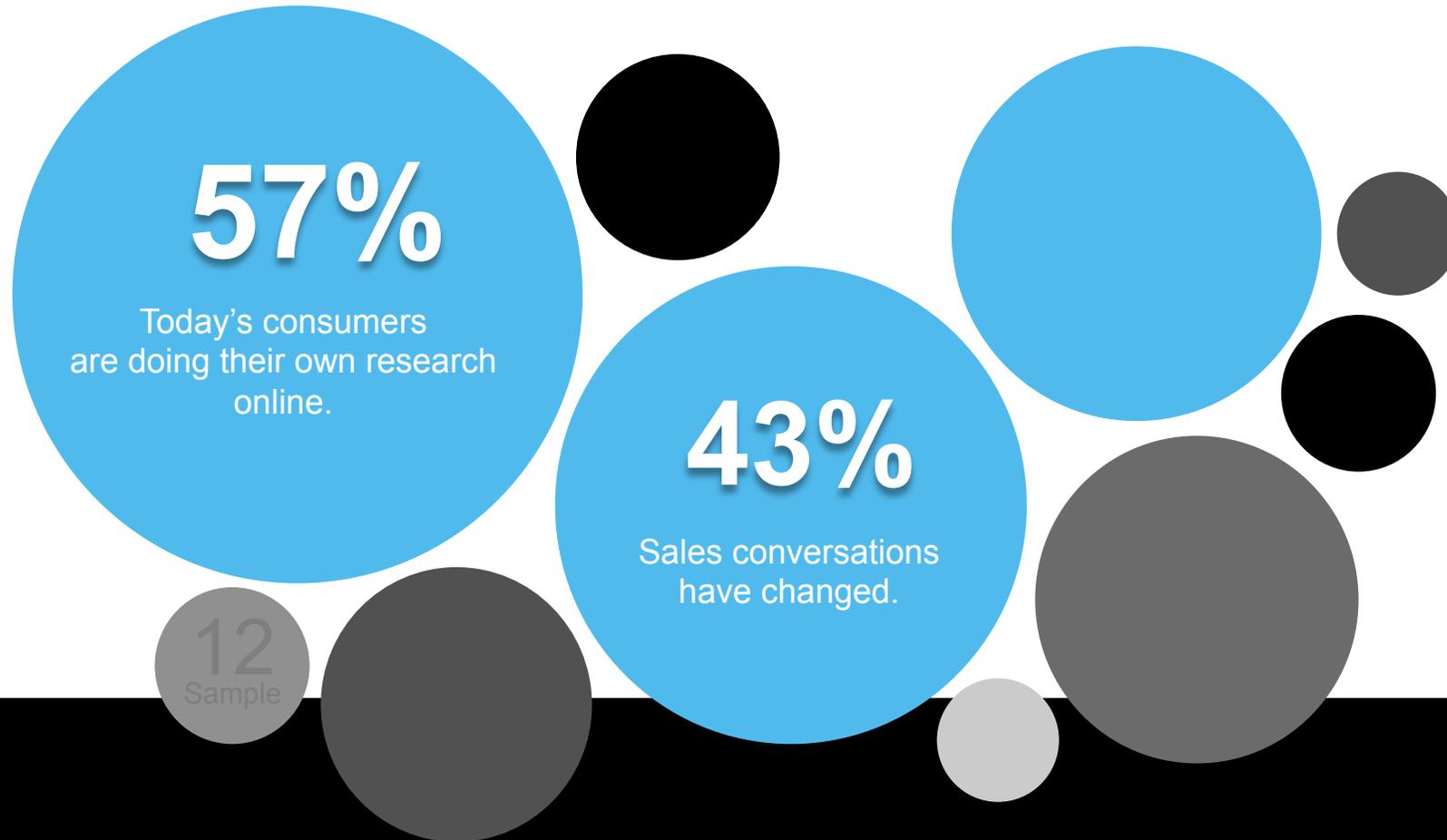
Kevin Payne

I'm an Inbound Marketing Consultant that works with SaaS startups & eCommerce founders to help them to exponentially scale their marketing efforts. By building inbound marketing strategies around 90 days sprints (using The Lean Startup methodology) I can analyze your key performance indicators (KPI's) and make continuous improvements. Most of all you will gain more inbound leads and a boost in your conversion rates. If you like what you hear so far then you're at the right place.

I'm just like you. If you want someone that's real and transparent to share the lessons their learning then I'm your guy. I haven't written for these large publications (hopefully one day) but I have been in the trenches. I practice what I preach!

Kevin Payne

The Inbound Economy



What would it mean to your business if you connected with your customer earlier in their decision-making process?

Don't find customers
for your products,
find products for
your customers.

Seth Godin





How Can You Be in the Driver's Seat?

Each of the following six areas hold great potential for your company, but they are only maximized when they all work together towards a unified objective. This connection happens in your **Inbound GamePlan**.

6 Keys to Creating Your Inbound Marketing Playbook

Before moving forward with inbound marketing, it is important that you have a plan that addresses each of these areas.



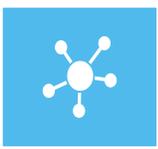
Buyer Personas

A Buyer Persona is a detailed picture of your ideal customer. You need to answer the question: *“Who is my ideal customer and what are their pains?”*



Attract New Visits

Inbound is about being found when people start searching. You need to answer the question: *“How will people find us online?”*



Convert to Leads

Visits to your website aren't enough to bring success. To see results you need to answer the question: *“How will we convert anonymous visitors into engaged leads?”*



Automated Nurturing

When a new lead is added, they're not always ready to speak with someone yet. You need to ask yourself: *“How can I use education to nurture them through the process?”*



Customer Delight

Your goal isn't a single sale. Instead, you want to increase customer lifetime value (CLV) by asking: *“How can I delight our customers after purchasing so that they purchase again and tell their friends?”*



Scale for Growth

To establish a growth engine that continues to attract, convert, and close new business, you need to ask the question: *“How can I build a sustainable system that scales effectively over time?”*

Who am I trying to reach?

Buyer Personas

Buyer personas are fictional representations of your ideal customers. They are based on real data about customer demographics and online behavior, along with educated speculation about their personal histories, motivations, and concerns.



Background

A detailed background helps make the persona more relatable as you are creating marketing and sales materials.



Core Functions

Each persona should include a synopsis of their functions and roles within their organization.



Common Questions

Understanding your personas' questions is the first step towards being helpful through their research process. The answers to these questions will drive your content strategy.



Demographics

A basic understanding of your buyer personas' demographics will go a long way toward equipping your content team to create helpful resources that connect with each persona.



How will I attract visitors to my websites?

Inbound Marketing Campaigns

Inbound Marketing Campaigns are collections of marketing tactics designed to attract visitors from each of these different areas.



Email Marketing

After a visitor becomes a lead, you can begin to send them lead nurturing emails. Each of these emails should include a Call-to-Action that directs the reader back to your website.

Social Media

People spend the majority of their internet time on various social media sites. When someone shares a link to your site on social media, you have the chance to bring visitors from that social site to your website.

Paid Traffic

Google AdWords, Facebook Ads, PPC, or any form where you're paying a platform to drive visitors to your website.

Organic Search Results

When people face a problem, they turn to Google. Search engines should be a primary source of traffic to your website.

Direct Traffic

Visitors who type your URL into their Internet browser, or who have your website bookmarked, are considered Direct Traffic visitors.

Referral Sites & Guest Blogging

When someone clicks a link to your website from another website, they're a referral visitor.

How will we convert website visitors into leads?

Converting Visitors into Leads

Most websites have a conversion problem. They attract visitors, but few are raising their hands and requesting more information.

Give your audience the opportunity to give you their information by providing free educational resources that assist them in their research and decision-making process.

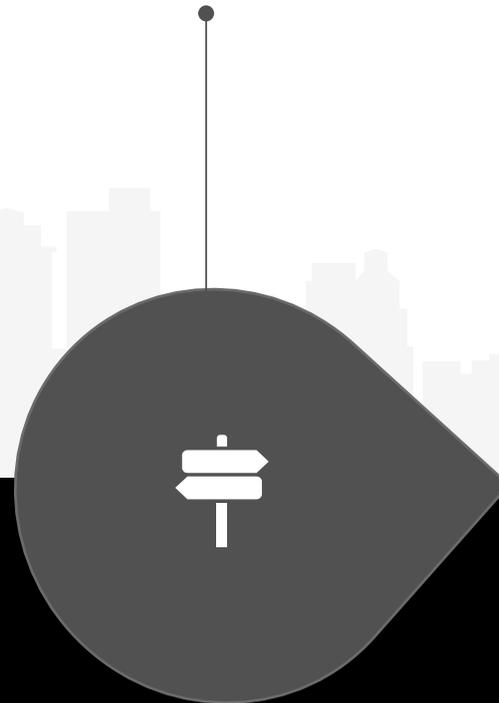


Premium Content Offer

Share valuable content on your website that prompts an informational transaction.

As visitors read through your website, don't leave the next step to chance. Present them with a clear and contextual next step.

This Call-to-Action (CTA) should send the visitor to a landing page where they'll have the opportunity to download free content in exchange for some identifying information.

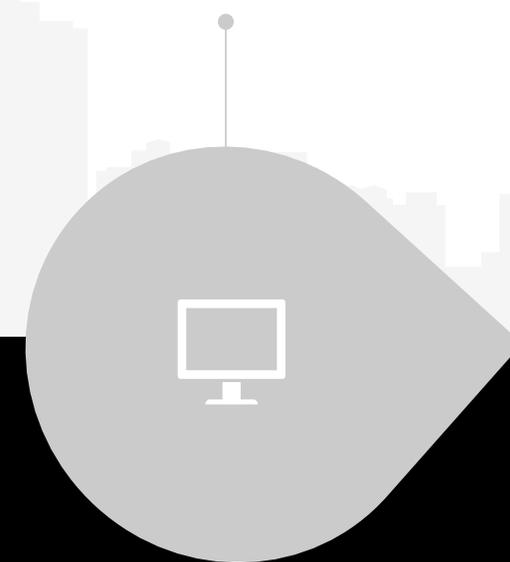


Call-to-Action

Provide your website visitors with a clear next step that you'd like them to take.

The point when an anonymous website visitor shares their contact information with you and becomes a lead occurs on a landing page.

These pages should be optimized to clearly communicate the value of the content offer and make it dead simple to download.



Landing Page

Present your offer clearly, eliminate distractions, and make it easy to sign up for your information.

How are we going to use automation to nurture our leads?

Automated Lead Nurturing

Lead Nurturing Overview

The process of bringing a lead from one stage in the Buyer's Journey to the next requires a lot of education. Lead nurturing is a way to automate this process by sharing the right content with the right people at the right time. As a lead consumes your content via your website, emails, eBooks, and other resources, they earn enough points to move on to the next stage in the journey. At each stage in the journey, you are anticipating and answering the common questions, and positioning yourself as a trusted resource – which pays off when your prospects make their purchasing decision.



Awareness Stage

They recognize their pain, but your prospects aren't fully aware of the potential solutions. Educational offers that are vendor-neutral are important at this stage in the Buyer's Journey.



Consideration Stage

Leads at this stage are looking for help defining what is important to them and choosing between several methods of solving their pain. Resources at this stage should educate leads on the pros and cons of the alternatives, leading them towards the best type of solution.



Decision Stage

With a well-defined problem and a clear direction, your leads are choosing the best solution provider. If they're still consuming your content at this stage, you're on the short list. Now it's time to close the deal.

How do I get a customer to purchase from me again and again?

Delighting Your Customers

It's often expensive to acquire a customer. Focus on increasing your Customer Lifetime Value (CLV) by investing in communication and processes focused on delighting your customers. Use customer nurturing tactics to help automate the upsell and secondary purchase process.



Initial Purchase

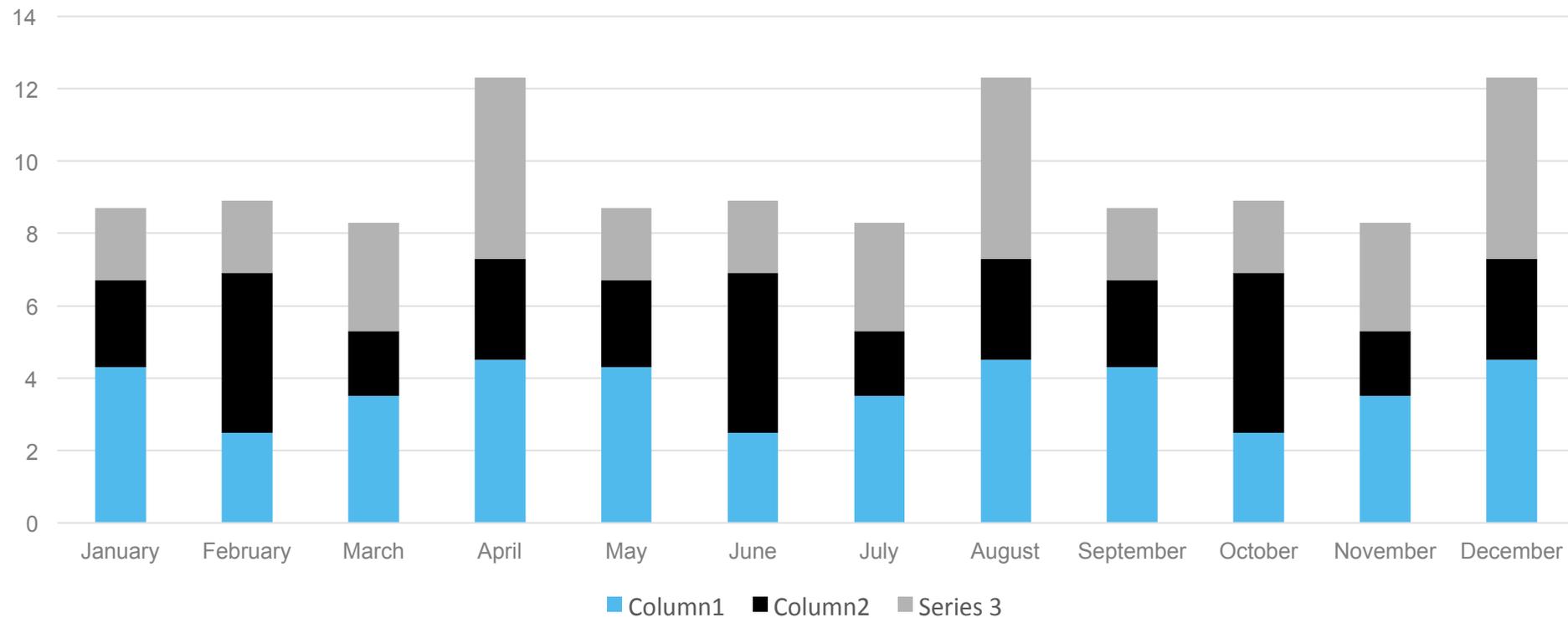
2nd Purchase

3rd Purchase

4th Purchase

How can we make our marketing efforts more sustainable?

Scale for Growth



Focus on Repeatable Systems

Success depends on your ability to put a repeatable system in place that focuses on the core tasks that are critical for your on-going growth. With a system in place, consistent blogging, an active social media presence, Awareness Stage content offer creation, and analytics reporting all work together to move the ball down the field.



How Do I Get There?

With so many variables and choices, you need a comprehensive road map to guide you to growth. You need an ***Inbound Marketing GamePlan.***

The Components of an Inbound Marketing GamePlan



Phase 1

Self-Assessment

Unite the Team with a Focus on the Customer

Successfully implementing inbound marketing in your organization requires everyone being on the same page. This means getting everyone around the table and allowing everyone an opportunity to share their perspective. *When everyone shares a voice, everyone shares ownership.*

What Is Our Current Situation?

Goal setting requires understanding where you are today. A clear picture of your current situation can help kick start the results you will see from your inbound marketing efforts.

Some Questions We'll Work Through Together

- Who are your most profitable customers?
- What similarities do they share?
- Are they in common industries?
- Do they share common job titles?
- What does a day in their shoes feel like?
- What triggers their behavior to change?

What Is The Competition Up To?

Your competitor's online rank and activity is a solid source of competitive intelligence. This information helps us shape a strategy to stand apart from the pack and provides insight into opportunities for quick wins.

Some Questions We'll Work Through Together

- Who would you consider your top 3 competitors?
- What do they do well?
- What do they not do well?
- What keyword terms would you like to rank for?
- Who ranks for them now?



Phase 2

Buyer Personas

Creating a Laser-Focus on the Customer

Who Are Our Personas?

A successful GamePlan requires focus. This is why our first step is to create a limited number of core personas to focus on from the beginning.

Some Questions We'll Work Through Together

- What are your current website metrics?
- How many leads come through the website?
- What percentage of leads are qualified?
- What is the value of a lead?
- Can we convert resources into premium content?

What Are Their Common Questions?

Questions and problem solving drive the vast majority of search engine queries today. You need to know, anticipate, and answer your audience's common questions to start showing up in Google.

Some Questions We'll Work Through Together

- How do your persona's define their problems?
- What solutions do they think they need?
- What solutions do they actually need?
- Who is involved in the decision-making process?
- What questions do your sales reps hear everyday?
- What makes you different from your competitors?



Phase 3

Build The Engine

Maximizing the Power of Personalization and Marketing Automation

What Questions Need to Be Answered?

Each persona will receive a full lead nurturing strategy designed to educate them through their Buyer's Journey. These nurturing emails will answer common questions and address their objections, all while directing visitors back to the informational hub, your website.

Some Questions We'll Work Through Together

What questions are asked at the Awareness Stage?
What questions are asked at the Consideration Stage?
What questions are asked at the Decision Stage?
What questions are asked at the Customer Stage?

How Will The System Be Setup?

Marketing automation tools enable you to perform powerful things when they're set up properly. We will combine our understanding of marketing software and marketing strategy to outline a system that will deliver a personalized experience for each persona.

Some Questions We'll Work Through Together

What content will be created for each persona?
What stage in the Buyer's Journey will they focus?
What actions will impact lead score?
How will lead intelligence impact your sales team?



Phase 4

Inbound Campaigns

Outlining Inbound Marketing Campaigns to Make Your Website a Resource Destination

What Resources Will Attract Visitors?

At the Awareness Stage, our focus is to attract visitors with content that answers their questions and solves their problems. This comes in the form of Awareness Stage Premium Content Offers and blog posts.

Some Questions We'll Work Through Together:

What Inbound Marketing Campaigns should be planned for the next 12 months?
What type of content resonates with our target personas?
What are the titles of several Awareness Stage eBooks?
What social media platforms will have the best ROI for our brand, based on our personas and campaigns?

What Keywords Should We Target?

As long as there are search engines, there will be a need for effective, ethical search engine optimization (SEO). Failing to consider SEO could doom your campaigns from the start.

Some Questions We'll Work Through Together:

What long-tail keywords can we target?
What questions can we optimize towards?
How can we maximize local SEO?
How can we integrate SEO with effective headlines?
How can we track the ROI of our SEO work?



The Inbound Marketing GamePlan

20+

Pages of
Actionable
Strategy

The Take Home

At the end of the process, you'll take away a clear roadmap that details all of the elements that need to be created and the systems that need to be configured.

The Inbound Marketing GamePlan clearly lays out the action steps you need to take in order to set up your Inbound Marketing Funnel inside a marketing automation tool like HubSpot.

It also identifies the Awareness Stage eBooks that should be created to launch your Inbound Marketing Campaigns.

The end result is a complete strategy created by a unified team that is 100% centered around the questions that your buyer personas are asking and their common objections.

Your Inbound GamePlan is critical for success.





Ready to Get Started?

To start building an Inbound GamePlan for your business, set up your personal consultation today.

We'd love to learn more about your business and share all the details about how you can get up and running fast!

