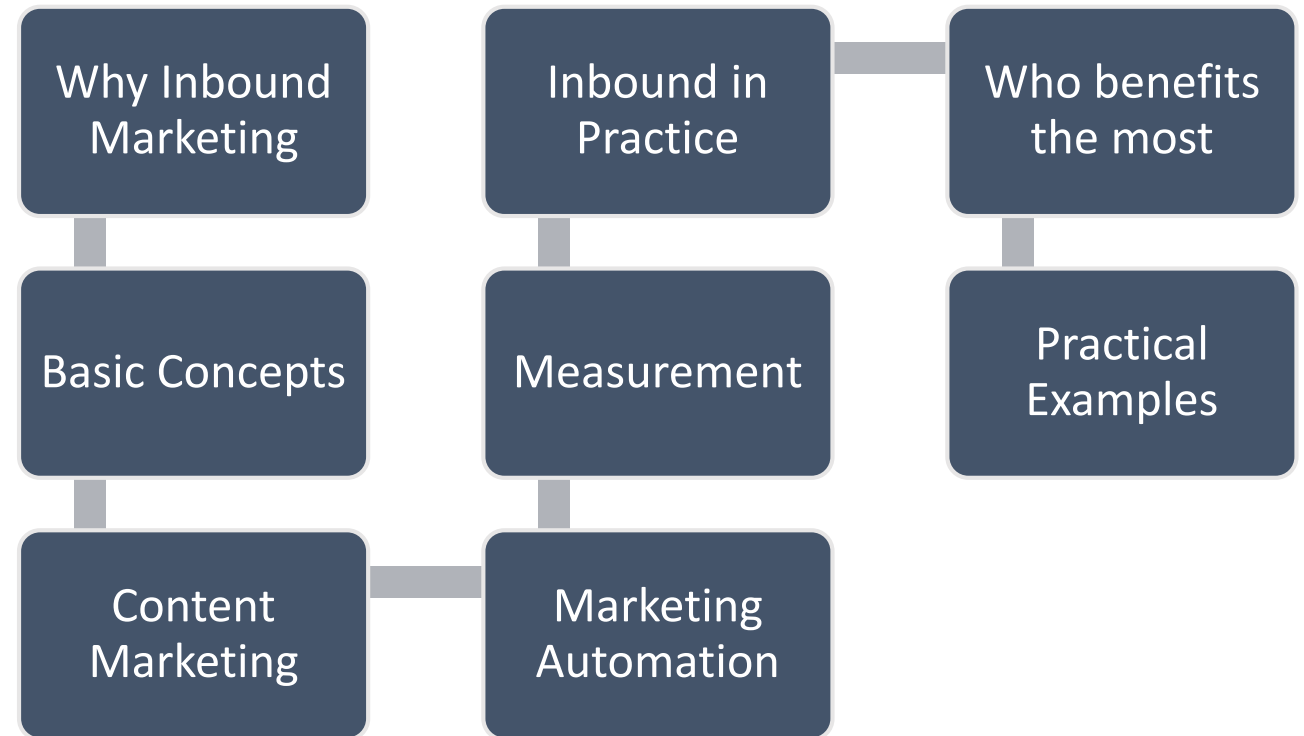


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MARKETING STRATEGY + INBOUND MARKETING

Inbound Marketing Introduction

Content



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MARKETING STRATEGY + INBOUND MARKETING

Why Inbound Marketing

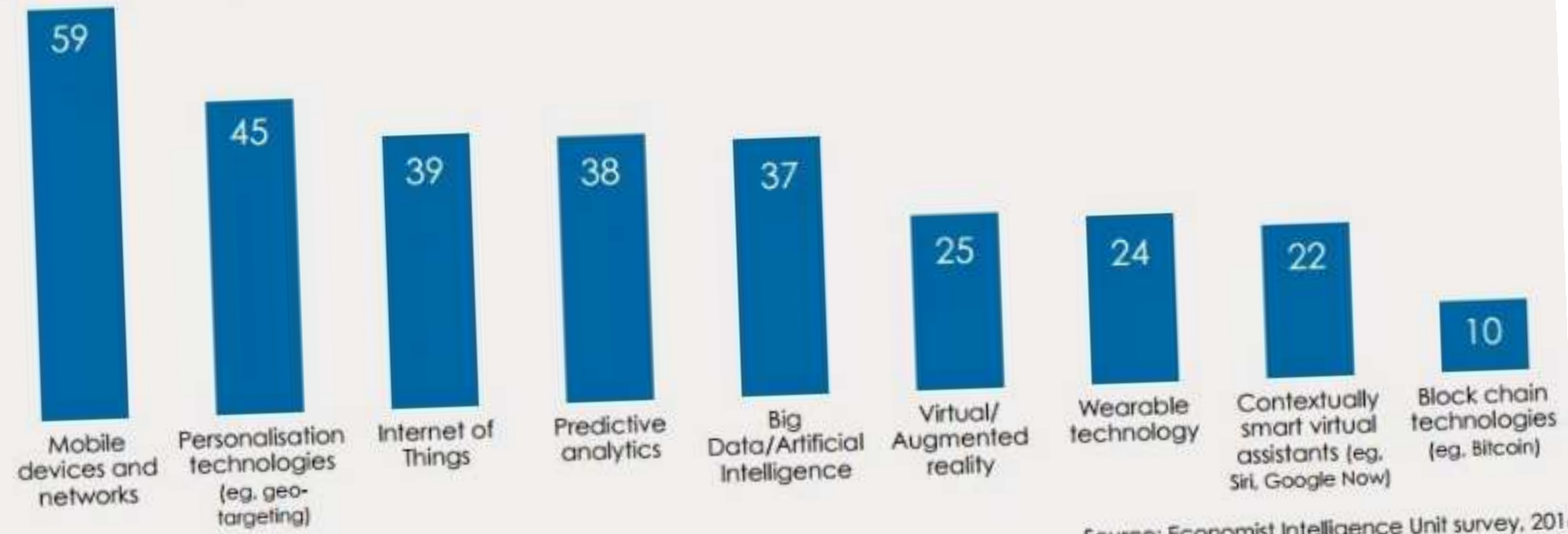
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Marketing has **Changed**

Which three technology trends will have the biggest impact on marketing organisations by 2020?

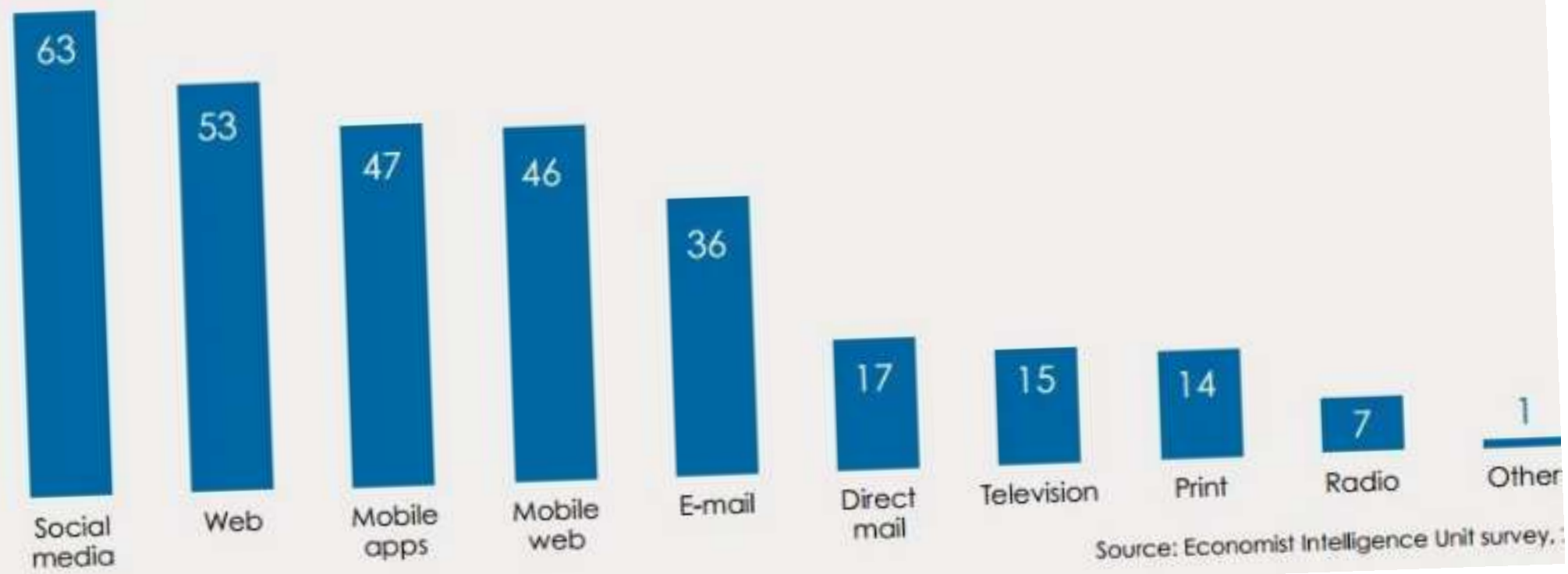
(% of respondents)



Source: Economist Intelligence Unit survey, 2014

What are the top three channels through which you expect your customers to experience your organisation's marketing efforts in 2020?

(% of respondents)



Source: Economist Intelligence Unit survey.

The way customers buy has changed

Sales reps used to hold all the information and therefore had the:

- knowledge
- power

Now customers hold power through research

- Google
- Social Media

81% of Shoppers Conduct Online Research Before Buying [Infographic]

MineWhat.com compiled data to provide insight into what motivates shoppers.

By Kimberlee Morrison
November 28, 2014



'Tis the season for online shopping. With Black Friday and Cyber Monday deals starting even now, shoppers are taking to the Internet to do their research and to find the best deals. But what sort of

B2B customers today progress more than 70% of the way through the decision-making process before ever engaging a sales representative. If you're so focused on what happens in the latter 30% (pricing, discounts, and sales tactics), then you'll miss the first 70% and wonder why your pipeline isn't filling up any faster.

Most B2B buyers say they rely heavily on white papers (82%), webinars (78%), and case studies (73%) to make purchasing decisions. Close behind are e-books (67%), infographics (66%), and blog posts (66%).

As B2B buyers become more sophisticated in their independent research, there is a strong desire for content that educates and informs, rather than sells. An overwhelming majority (93%) want content that has less of a sales pitch while 94% of respondents want access to content without having to fill out long lead gen forms.

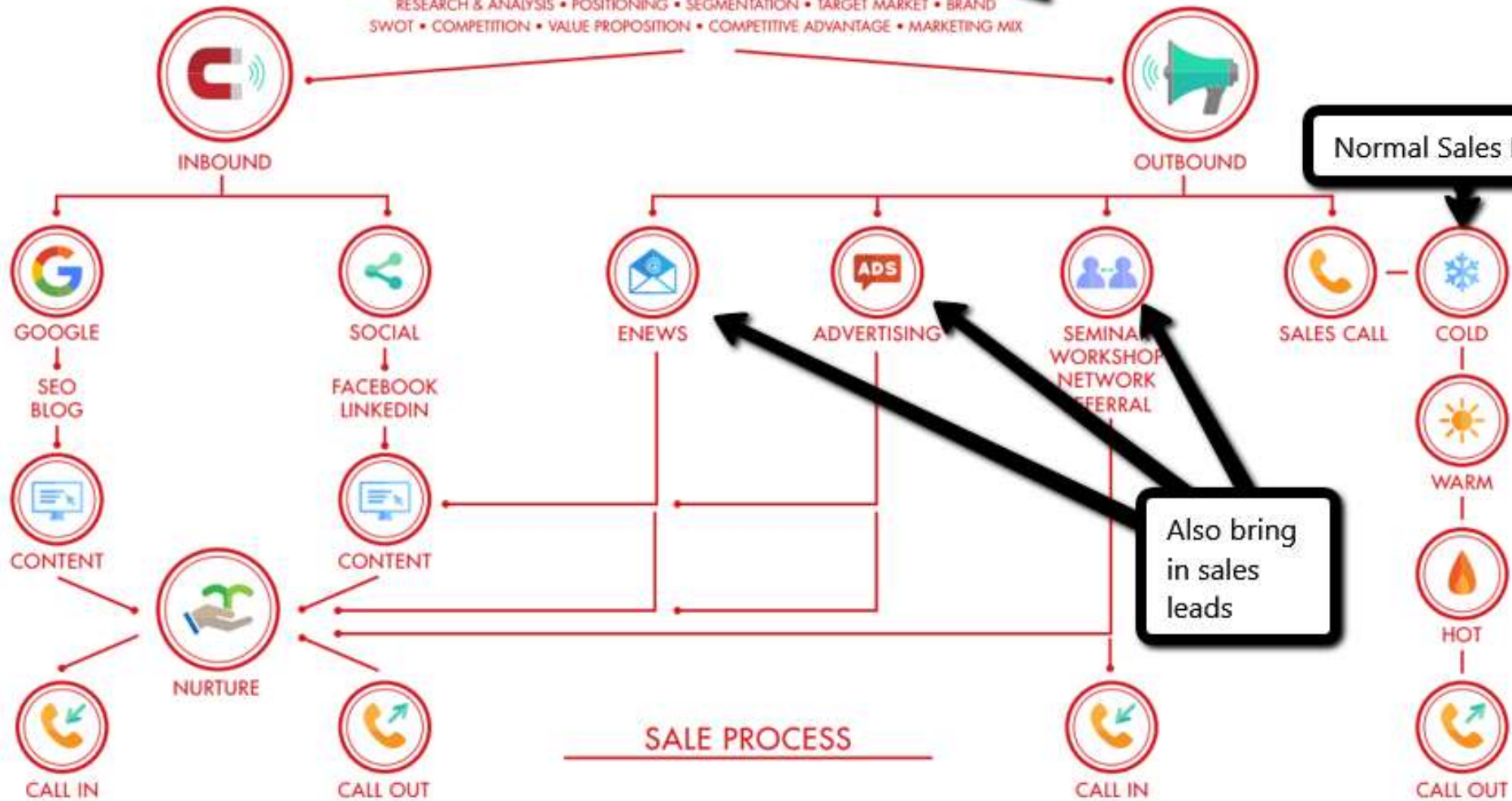
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Inbound Marketing
Basic Concepts

MARKETING STRATEGY

RESEARCH & ANALYSIS • POSITIONING • SEGMENTATION • TARGET MARKET • BRAND
SWOT • COMPETITION • VALUE PROPOSITION • COMPETITIVE ADVANTAGE • MARKETING MIX



Normal Marketing Process

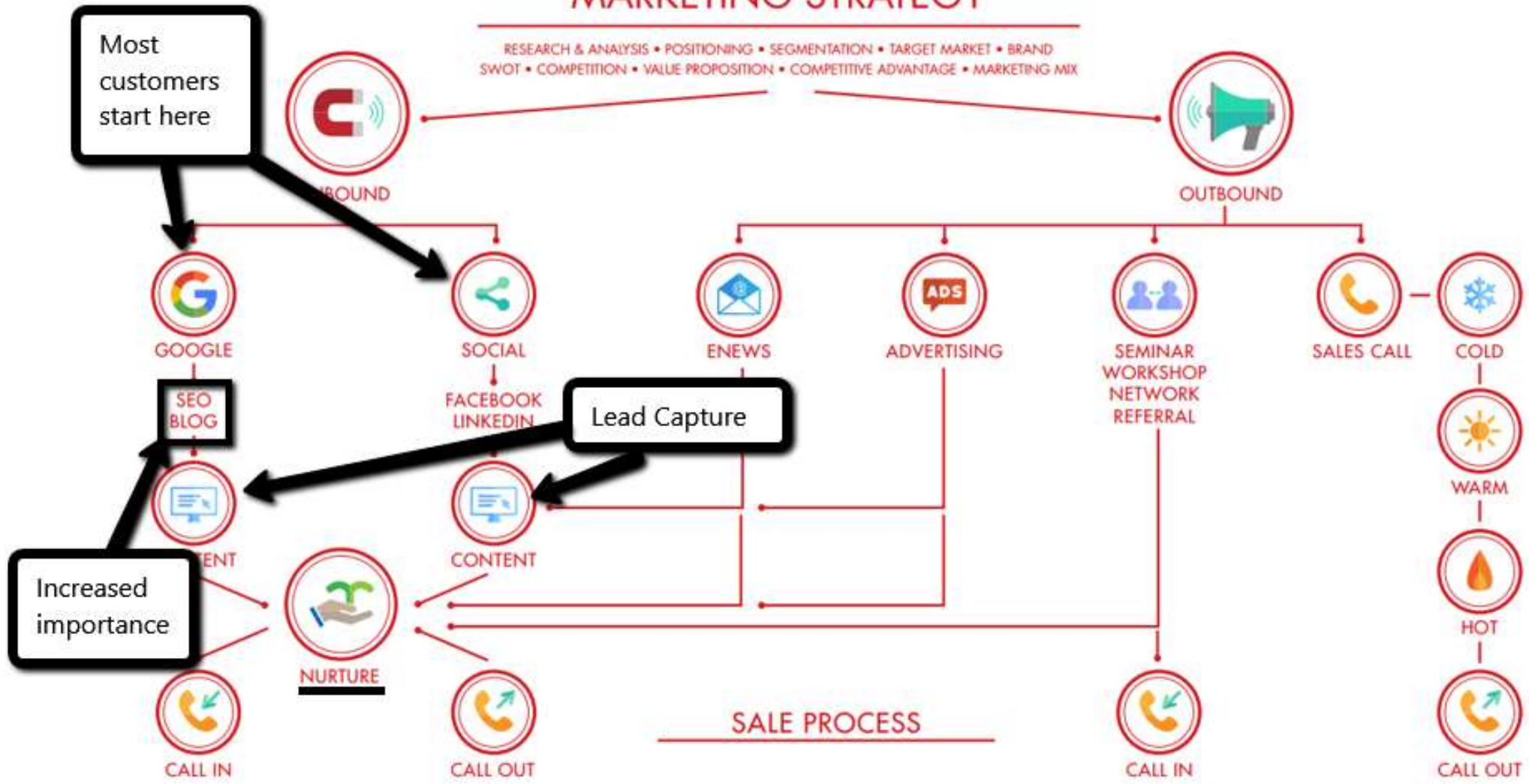
Normal Sales Process

Also bring in sales leads

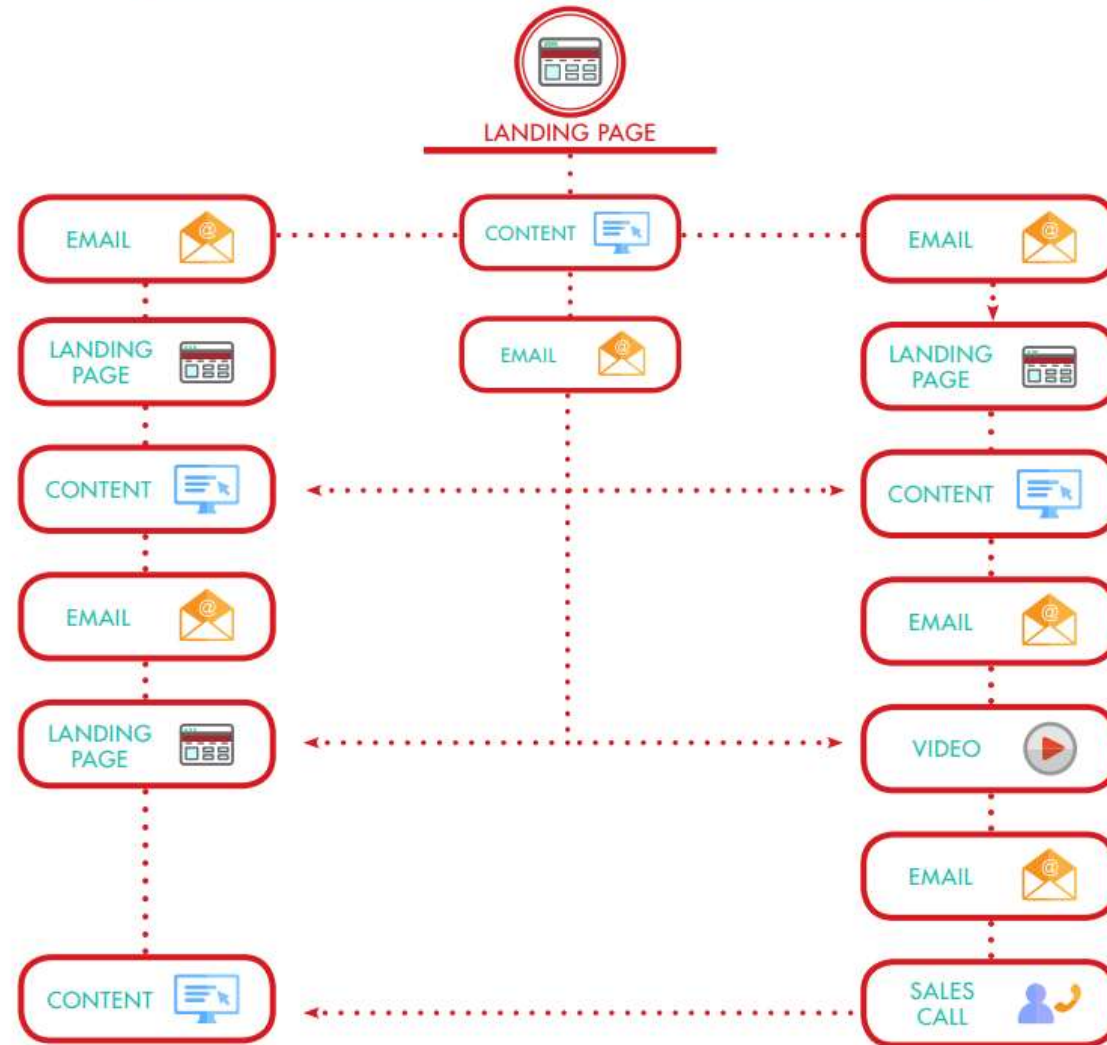
SALE PROCESS

MARKETING STRATEGY

RESEARCH & ANALYSIS • POSITIONING • SEGMENTATION • TARGET MARKET • BRAND
SWOT • COMPETITION • VALUE PROPOSITION • COMPETITIVE ADVANTAGE • MARKETING MIX



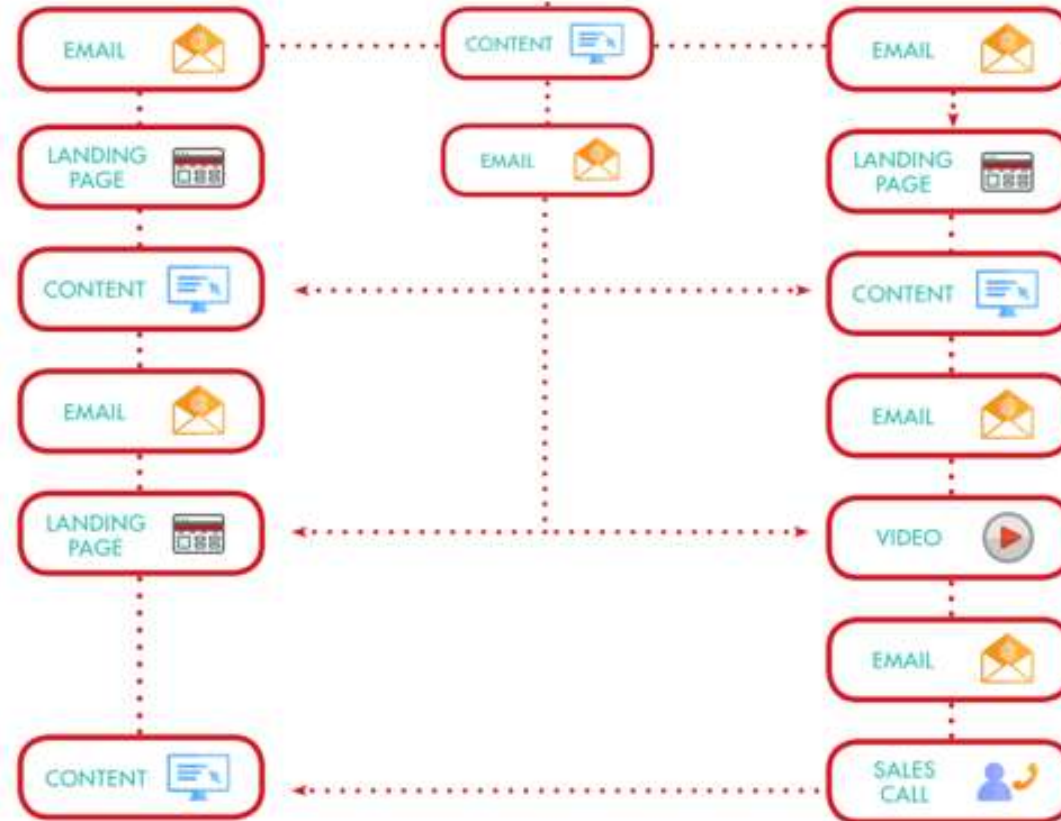
NURTURE



NURTURE



LANDING PAGE



Nurture prospects through the sales process to become leads

Different content drives leads into sales

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Content Marketing

Different
content for
different
stages in the
buying cycle

Awareness

Consideration

Decision

BUYER STAGES	AWARENESS	CONSIDERATION	DECISION
User Behavior	Have realized and expressed symptoms of a potential problem or opportunity	Have clearly defined and given a name to their problem or opportunity	Have defined their solution strategy, method, or approach
Research & Info Needs	Research focused on vendor neutral 3rd party information around identifying problems or symptoms	Committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity	Researching supporting documentation, data, benchmarks or endorsements to make or recommend a final decision
Content Types	<ul style="list-style-type: none"> 📄 Analyst reports 📄 Research reports 📄 eGuides & eBooks 📄 Editorial content 📄 Expert content 📄 White papers 📄 Educational content 	<ul style="list-style-type: none"> 📄 Comparison white papers 📄 Expert Guides 📄 Live interactions 🎥 Webcase/podcast/video 	<ul style="list-style-type: none"> 📄 Vendor comparisons 📄 Product comparisons 📄 Case Studies 📄 Trial Download 📄 Product Literature 🖥️ Live Demo
Key Terms	<ul style="list-style-type: none"> Troubleshoot Issue Resolve Risks <ul style="list-style-type: none"> Upgrade Improve Optimize Prevent 	<ul style="list-style-type: none"> Solution Provider Service Supplier <ul style="list-style-type: none"> Tool Device Software Appliance 	<ul style="list-style-type: none"> Compare Vs. versus comparison <ul style="list-style-type: none"> Pros and Cons Benchmarks Review Test
Example	 <p>I have a sore throat, fever, and I'm achy all over. What's wrong with me?</p>	 <p>Aha! I have strep throat. What are my options for relieving or curing my symptoms?</p>	 <p>I can see a primary care physician, ER, nurse or clinic. The ER costs \$\$\$, but are the fastest & I have insurance.</p>

Inbound
Marketing

=

Strategic use
of all online
resources

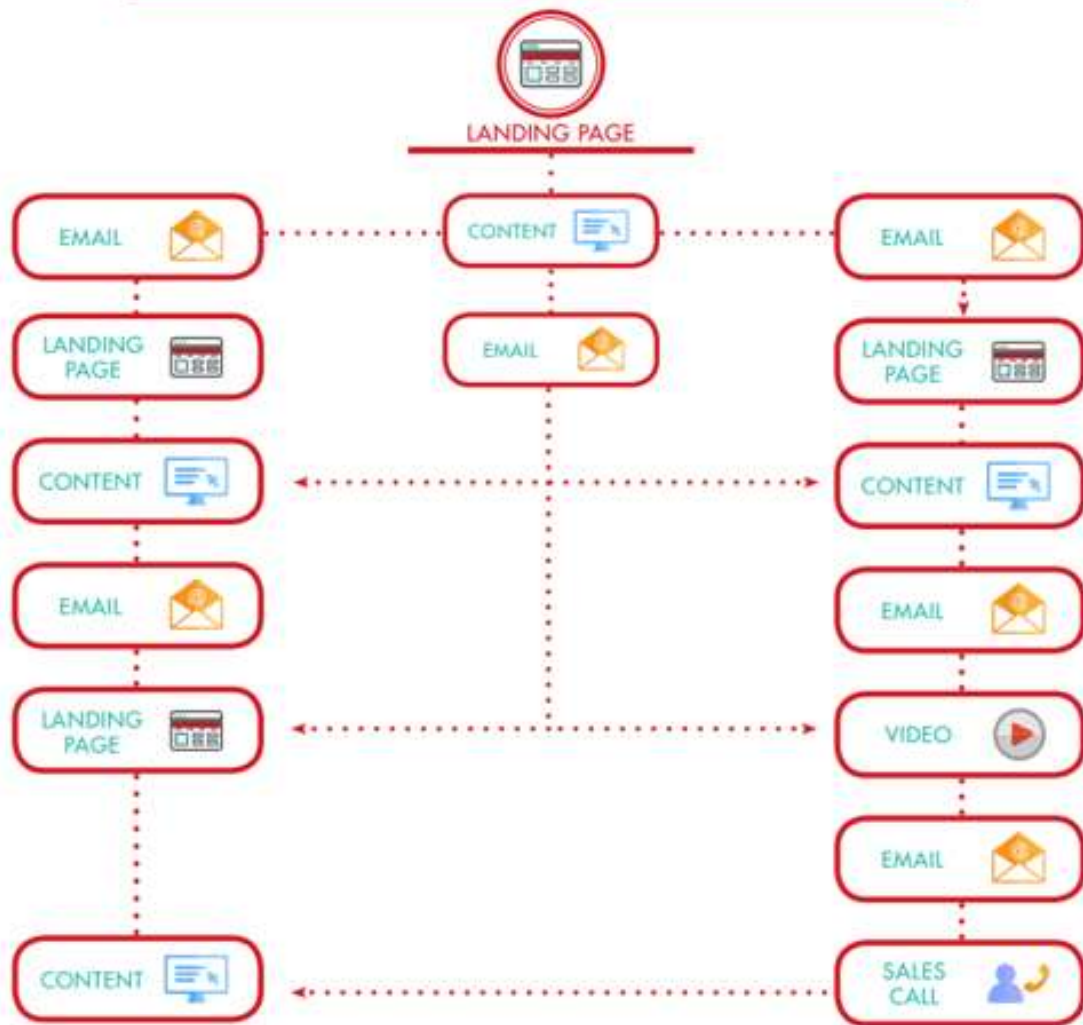
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Marketing Automation

NURTURE

Automate this process



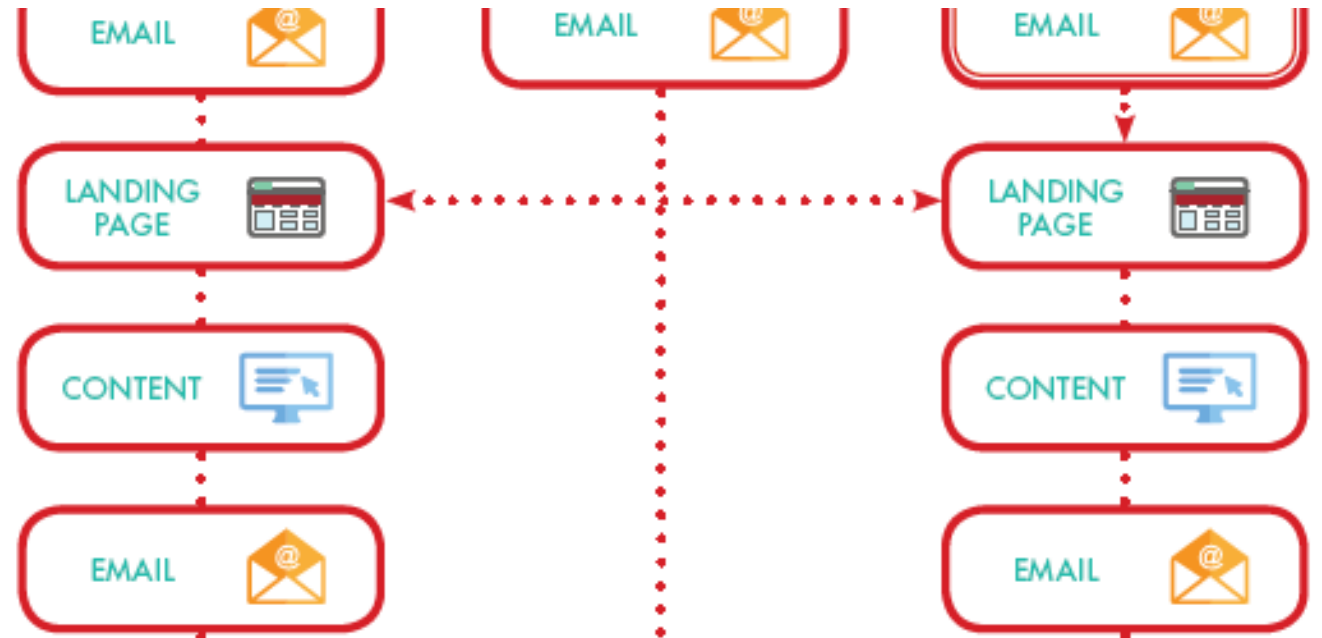
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Measure Everything

Measure Every Step

- Look for continuous improvement
- Learn as you go
- Get better and better over time



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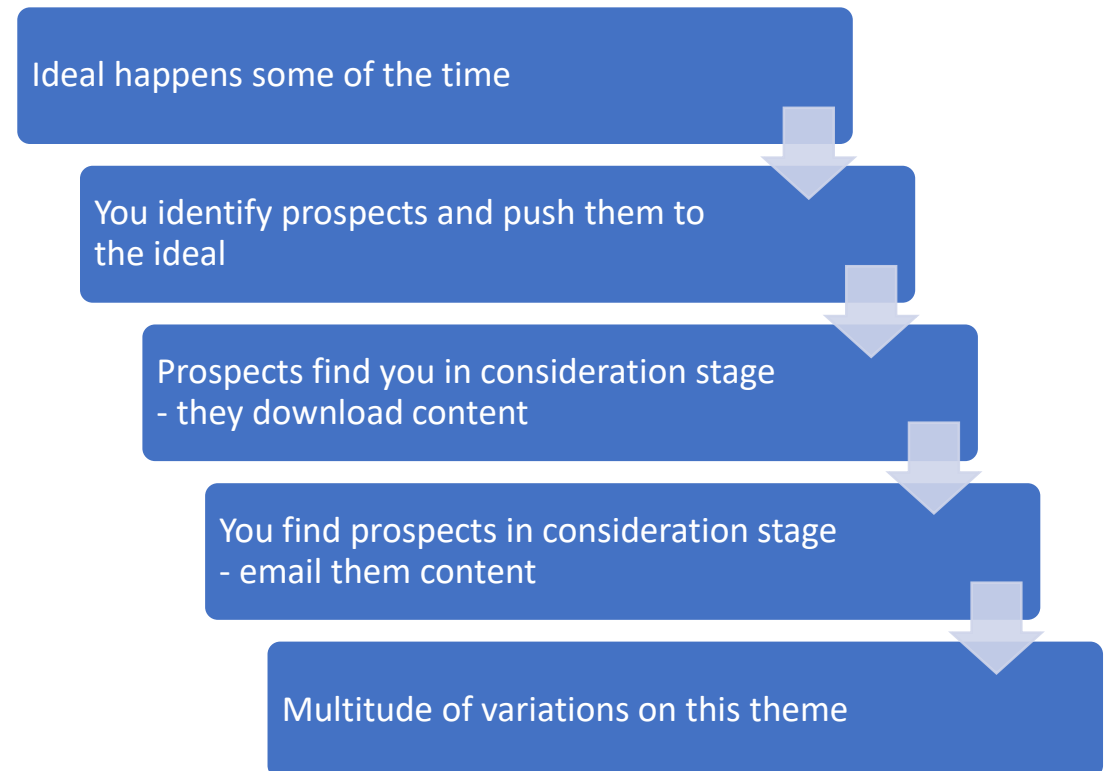
Inbound in Practice

Inbound In Practice

Ideal



Reality



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What type of companies benefit?

Most benefit from Inbound Marketing

Buying is a considered purchase

Large spend on lead generation

Loyal customers

Point of difference

No geographic boundaries/industry boundaries

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MARKETING STRATEGY + INBOUND MARKETING

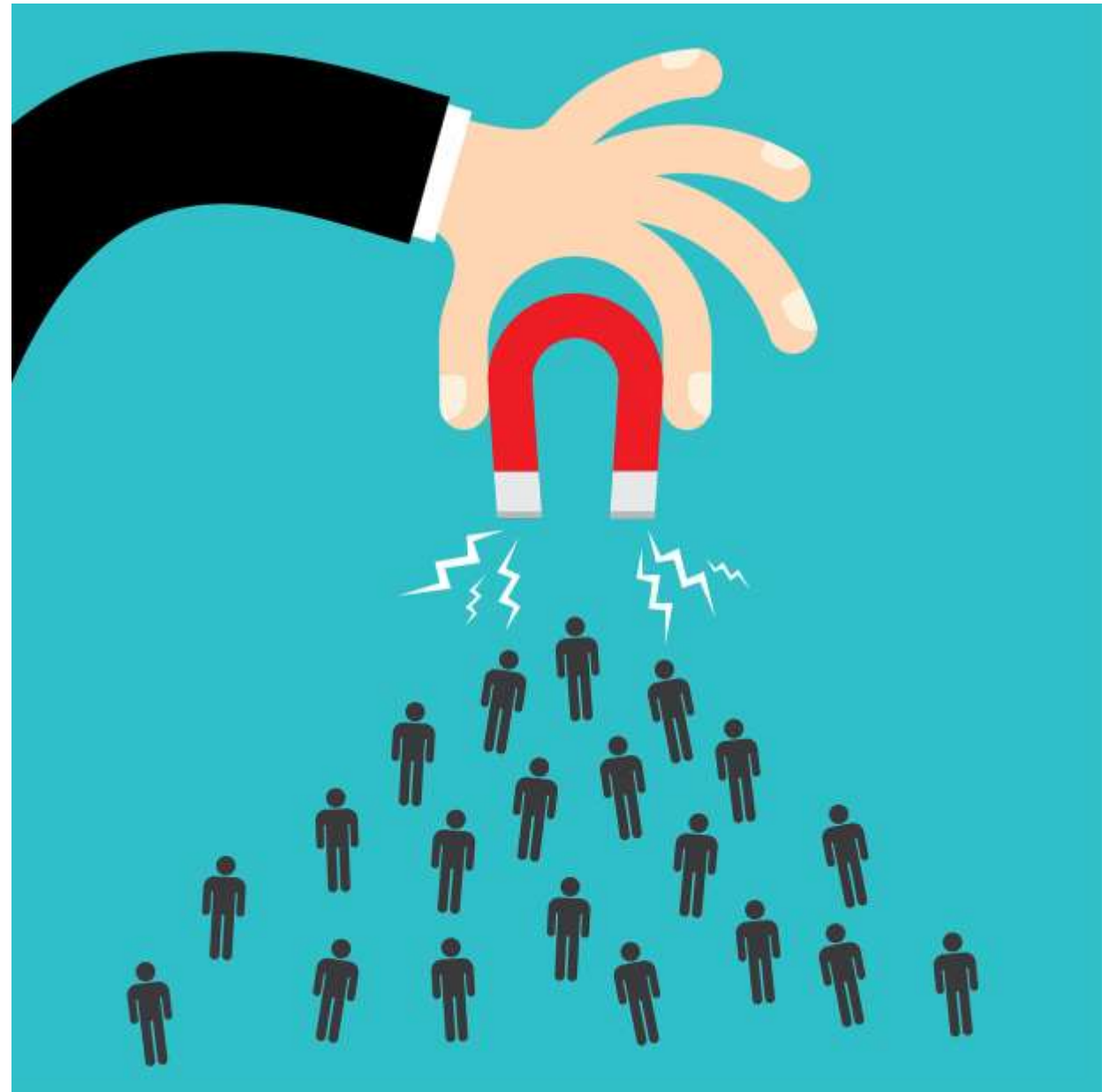
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How it could work for you.
Example Case Study

First 12 Months with Inbound Marketing for “SoftwarX”

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MARKETING STRATEGY + INBOUND MARKETING





- Sales funnel opportunity
- The challenge
- Goals and timing
- Goals and assumptions
- How to achieve results and set up
- First targets and content
- Promotion of content
- Results in first 12 months
- Your next steps

Sales funnel and opportunity

SoftwarX's current promotion tends to be at the the close stage of the buying funnel only talking to customers once they have decided that they need a solution. They also rely heavily on contacts, referrals and some cold calling.

SoftwarX has little to no active promotion of the awareness and conversion stage. In the example below I will consider the construction industry as a potential target.

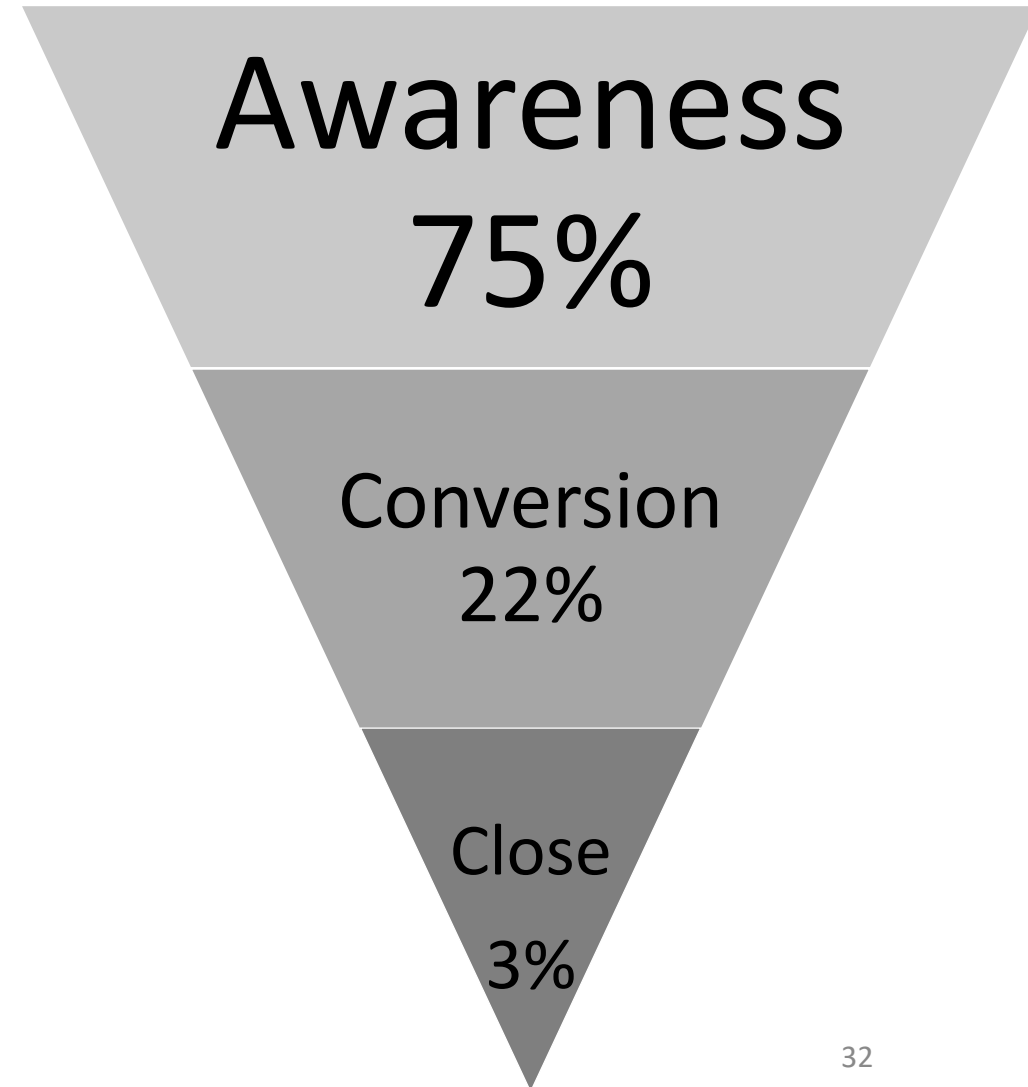
Awareness is someone first looking to use software or simply looking to improve their business. Awareness stage questions might be:

- What are the pro and cons of software for running my business?
- How do I protect my business from the key risks?
- What measure can I take to improve the risk profile of my business?

Conversion is someone who has decided they want to invest in or need a software solution though are not sure what to do next. Conversion stage questions might be:

- What are the do's and don'ts of choosing the best business software for your construction business?
- What specific functions do I need and how to I decide which are right for my business?
- Why should I use specialist software over others?

Gaining prospects in the Awareness and Conversion stage will provide a true **pipeline of leads**.



The challenge

Relying on others to do the education of the market first and then switch them to SoftwarX at the closing stage risks losing the 97% who are still at the consideration stage.

Awareness

At this stage when someone is first looking for a solution, if SoftwarX were to dominate the online discussion and questions then prospects could be nurtured into this SoftwarX lead conversion and close.

Benefits

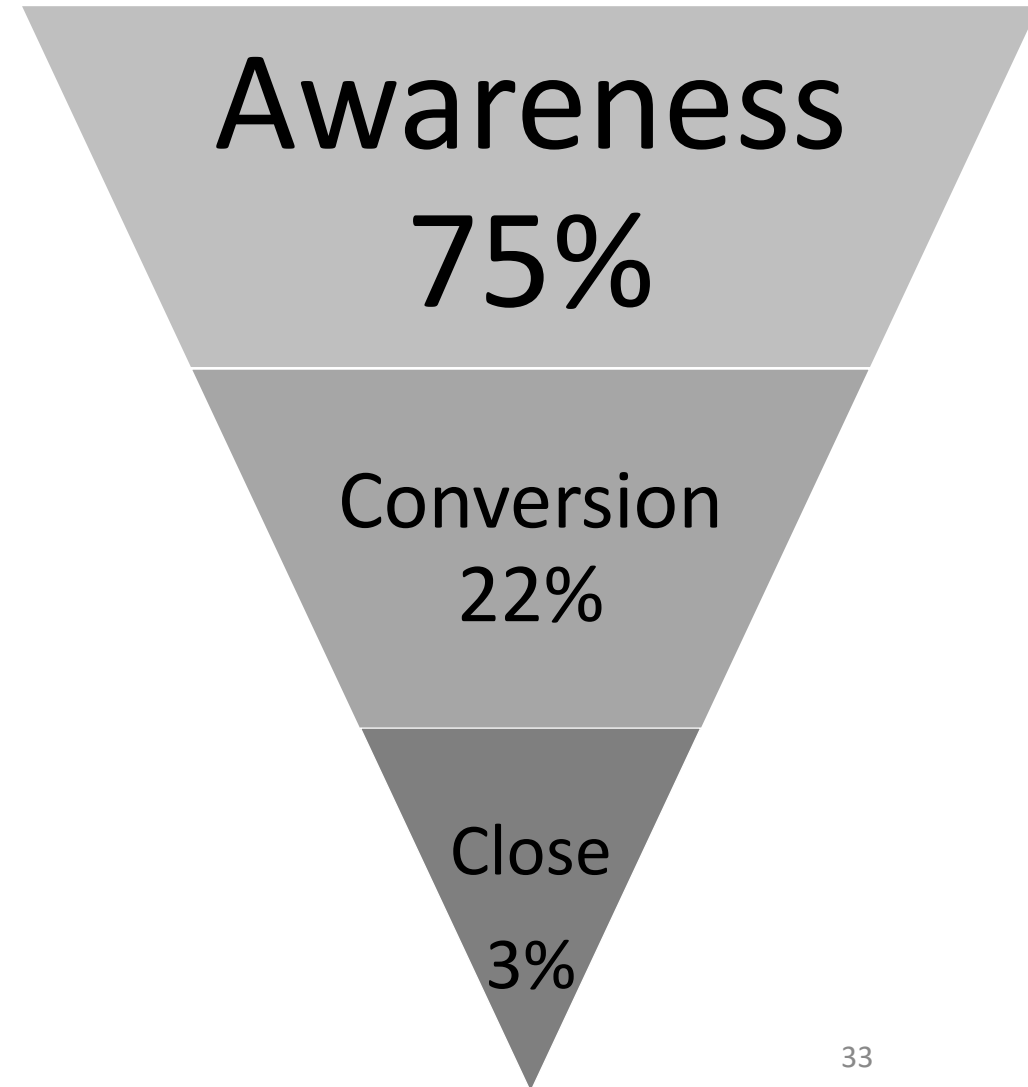
- Increase overall awareness of SoftwarX
- A pipeline of leads
- Focused exposure in your specialty or geographic area

Conversion

At the conversion stage the company or individual is looking to decide on who is going to do what for them. SoftwarX has these answers.

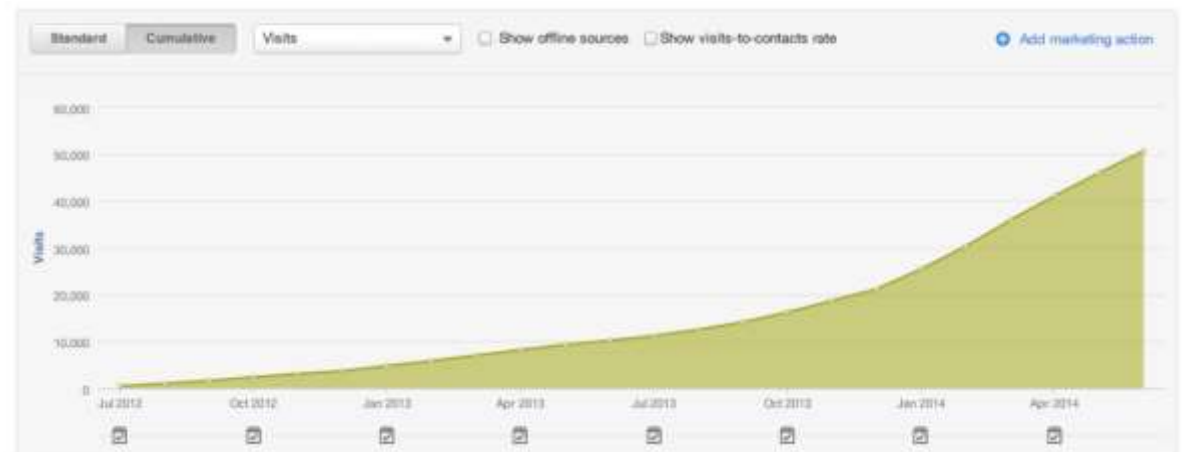
Benefits

- Compare SoftwarX with other, lesser/high risk options
- Be seen and acknowledged as a lead provider



Goals and timing

- Results from SEO sources alone take time
- Results can be improved in the early stages with social media promotion and **list conversion**
- Suggestion on likely leads:
 - Month 3: 1-2
 - Month 6: 1-2 per month
 - Month 9: 2-3 per month
 - Month 12: 3-4 per month



Goals and assumptions

Average dollar sales of \$25,000 per year.

Lifetime value over 10 years assuming you keep them.

Month	Leads per month	Sales \$	Lifetime Sales \$
3	1	25,000	250,000
6	2	50,000	500,000
9	3	75,000	750,000
12	4	100,000	1000,000

How to achieve results



Set up

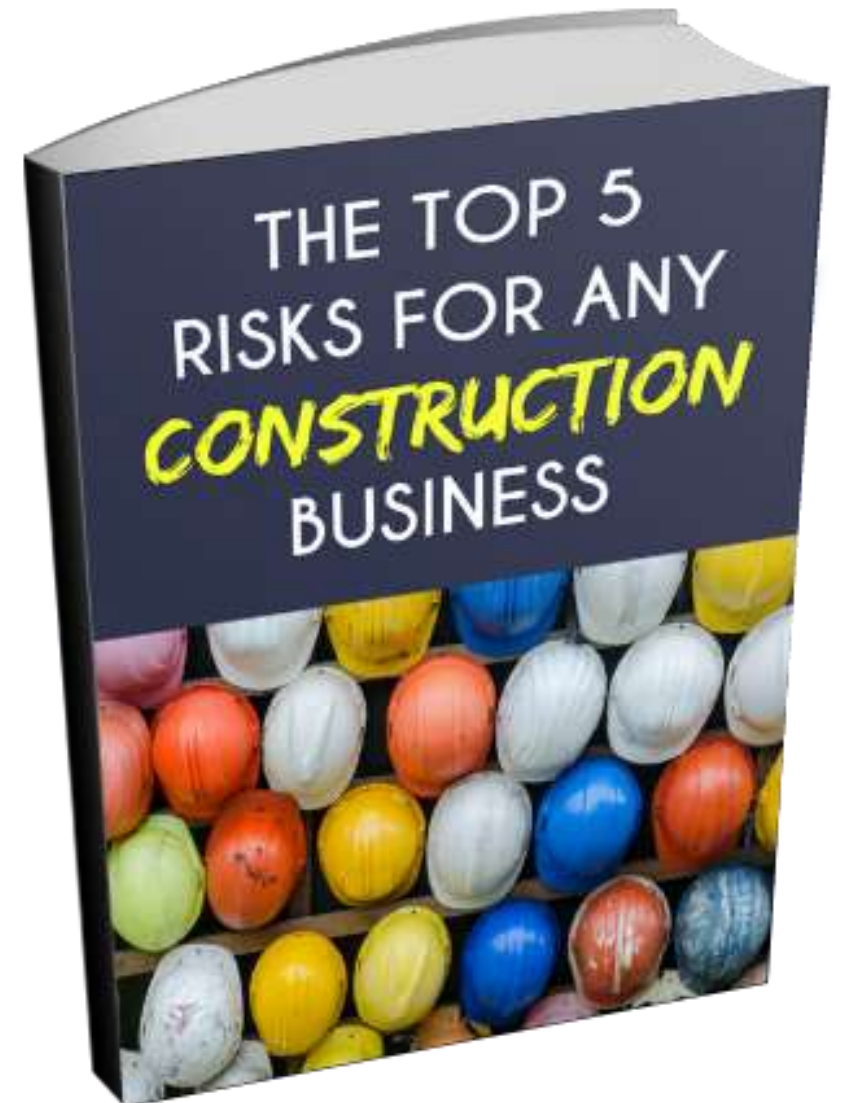
- Hubspot and inbound set up takes about six weeks and includes the development of templates for blogging, list development, buyer personas, download pages, thank you pages and more
- During this set up process the first content is created

First targets and content to attract

Target 1: 35-55 year old middle managers within mid size organisations

Content:

- The top 5 risks for any construction business
- How to make your construction business bullet proof!
- The complete guide to governance for your construction business



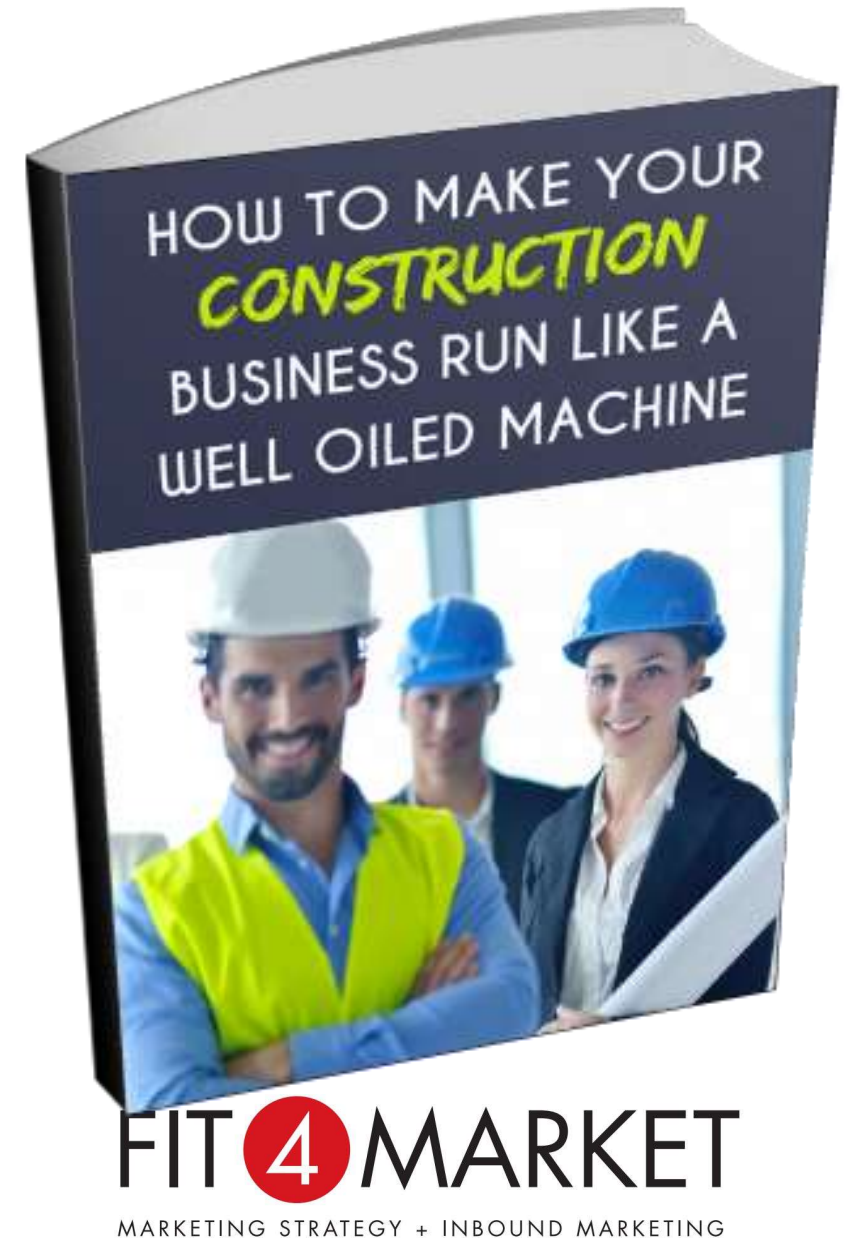
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First targets and content to attract

Target 2: CEOs of mid size and growing small companies

Content:

- Construction, the do's and don'ts
- How to make your construction business run like a well oiled machine
- How to run your business without being there



Content to convert

Why SoftwarX

- How to win every tender by knowing your risks
- The six decisions you need to make when growing your business to the next step
- What tools are best for managing your construction business



First year customer
10% discount?

Free initial review of
your company and its
business requirements

Consultation with an
expert from the
SoftwarX team

Content to close

Promotion of content

1

Blogging and SEO is a basic for every piece of content

2

Social media (Facebook, LinkedIn, with a trial on Twitter) to leverage the content to a wider audience

3

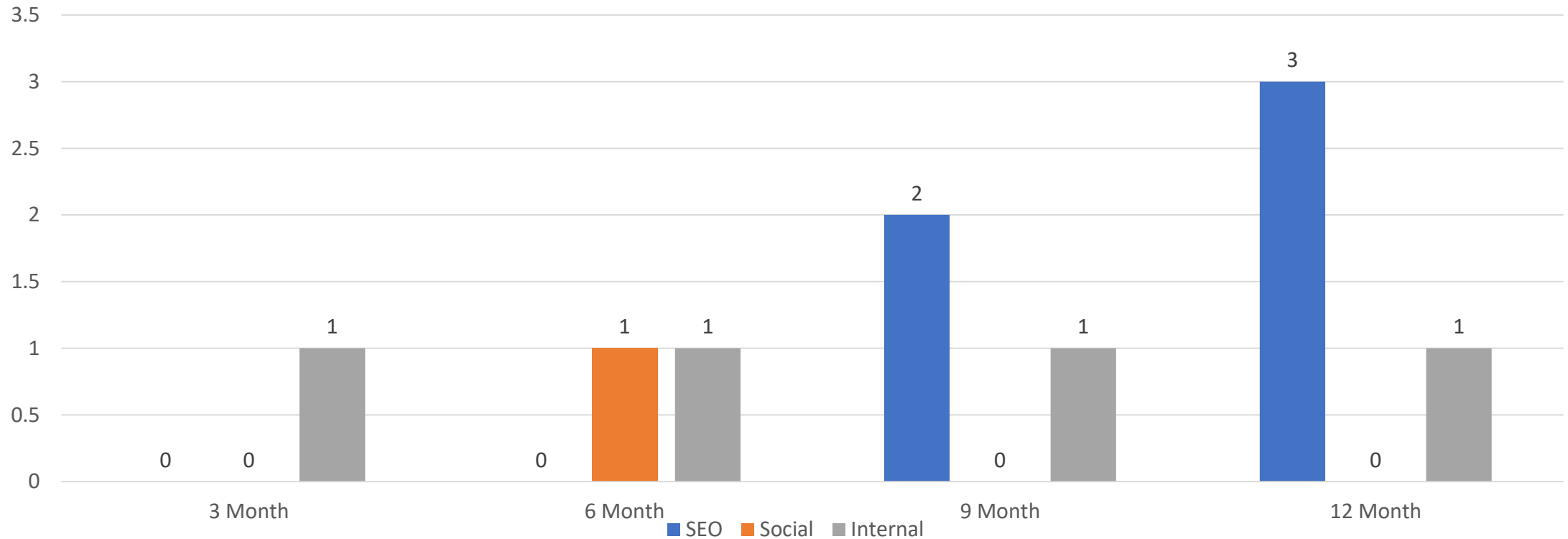
Build list of corporates to increase awareness through conversions at a customer level

4

Direct to specific contacts

Results in first 12 months

Leads target by source (leads per month)



Your next steps

1

Review current
online and
offline lead data

2

Determine what
leads you are
getting now and
from where

3

Tighten up
potential leads
and measures of
success

4

Start Inbound
Campaign

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Examples

DO'S AND DON'TS FOR STORING AND MANAGING YOUR OWN FUEL

 Posted by Bob Thomas  On 17 August, 2017  0 Comments

Storing your own diesel fuel on site offers many advantages for a heavy-equipment, transport company with a **back to base fleet**, farm equipment, or mining fuel management. Buying fuel in bulk becomes a cheaper alternative and you don't have to wait on fuel delivery services or go to a retail outlet or truck stop.

When it comes to the installation and maintenance of bulk fuel tanks, there are a whole host of federal, state and local regulation requirements you need to follow. Once you start buying bulk fuel and dispensing it, you are responsible for keeping it safe, free from water and contamination, as well as accounting for the fuel use and ensuring your records are accurate. Loss prevention through theft is also paramount in some regions.



FREE DOWNLOAD

Fuel Management Systems
Buyers Guide

Whilst many large fuel users cycle through their fuel fast enough to reduce the effects of contamination, water and microbial contamination, these ailments can also occur in a fuel transfer tank, trailer tank or any type of bulk fuel supply tank. Some type of fuel monitoring system should be attached to the fuel transfer pump used on the bulk fuel transfer tanks, to ensure that this fuel is reconciled appropriately.

Do's and don'ts – for onsite fuel tank design

For years, many stored fuel below ground. Because they were not visible, the underground tanks provided natural security from thieves and vandals. When some underground tanks began to leak and create environmental problems, stricter federal regulations governing the construction and use of buried fuel tanks were introduced. Most abandoned the underground tanks and started storing fuel above ground.



DEVON CLOTHING

Who will wear it?

When will it be worn?

How many pieces of clothing will it include?

What is the budget?

How will it be subsidised? Who will pay?

Once these questions have been answered it is time to get the staff involved. Consult with staff members from all levels in the business. Give them buy in so they have a greater sense of ownership when the uniform is rolled out and understand their needs for the tasks they perform. Different levels in your business may have different requirements. For example, the sales team may need a more formal uniform compared to the administration team.

After all, you will want your staff to be comfortable and confident in their new work attire. This will result in increased staff morale and company pride.



FREE STAFF QUESTIONNAIRE [DOWNLOAD NOW](#)

Key questions to ask your staff before choosing a new corporate uniform

Take the time required to get the process right and involve your staff with the process – this questionnaire provides you with a key set of questions to ask.

Devon Clothing only source fabrics that comply with the OEKO-TEX 100 Standard. Read more on our ethical sourcing and sustainability guidelines [here](#).

For all your uniform needs trust Devon Clothing. Feel free to [contact us](#) for further information.



CLOUD
VS
ON-PREMISES
VS
HYBRID



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BEST IT SOLUTION FOR
YOUR BUSINESS ?

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What questions do you have?

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