



# The Tech Marketer's Guide to **Achieving** Inbound Success

**SmartBug.**

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Inbound marketing draws prospects, leads, and return customers to your website. It offers compelling content that answers your users' burning questions. Most importantly, it builds trust first and then sells the product. Marketers such as you have the opportunity to capitalize on inbound marketing today.

This guide was created with you in mind.

### Use it to help you:

- Build an inbound strategy that proves marketing ROI
- Understand the context of what you're providing to clients customers (and how to use content to leverage it)
- Create a compelling story for your brand that resonates product or service offerings

With the right plan and tools in place, you will be able to see success from inbound marketing in no time.



## CHAPTER 01

# Start with a Solid Plan

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Inbound marketing isn't solely about content. You need a plan in place that helps you establish and achieve short- and long-term goals for marketing and for your company. The plan should encompass the company's vision, which personas you are targeting, an inbound and promotional strategy, and pathways for growth.



## What should you include in your plan?

The details of every plan will be different. However, here are 13 key strategies to build into your marketing plan first:

- Your company's purpose
- A mission statement
- Buyer personas
- Your competitive advantage
- A believable value proposition
- Pricing and distribution
- Platform strategy
- Promotional strategy
- Inbound marketing strategy
- Growth strategy
- Evangelist conversion
- Customer delight
- Customer retention

How do you start putting these strategies in motion? Following is an explanation of each step in your marketing plan.

## 1 Your company's purpose

Marketing plans are not simply about establishing tactics to get more users or customers. Although that is a large portion of it, a marketing plan should also center on your brand values. Ask yourself why you're in business. Why does your product or service exist? Why do people want to buy it from you? Asking "why" questions will ensure that your organization has established clear aims and objectives.

Once you've done that, create your mission statement.



## 2 The perfect mission statement

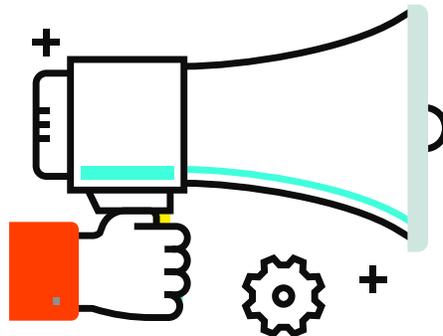
Creating a mission statement adds humanity, dictates what your company stands for, and should absolutely be included in your marketing plan. It is your “north star.”

A mission statement describes your company's contribution to your industry and to its consumers. It should not be corporate jargon such as, “We envision to authoritatively customize business services, as well as endeavor to quickly leverage existing Web 3.0 benefits.” No one knows what that means, including the people employed at your organization. Instead, aim for something that your key buyers and people within your organization can relate to. One sentence is enough.

Think of it as a promise. Instagram does this perfectly with its mission statement:

**“To capture and share the world's moments.”**

What will your mission statement be, or how can you change your current one to reflect your company in a more humanized way?



### 3 Buyer personas

If you've studied anything about inbound marketing best practices, you've heard the term personas. The reason personas are so heavily emphasized is because they go beyond key audiences.

Personas establish your ideal customers in a more granular way—their backgrounds, goals, challenges, needs, and personality types—thus making your marketing more personal and targeted.

#### Need help getting started?



Check out HubSpot's Make My Persona tool. It's awesome!



You can also check out our free guide, *The Ultimate Guide to Inbound Marketing Personas*. However you go about creating them, make sure personas are in your marketing plan.



## 4 Your competitive advantage

Knowing how and why you're better than the rest of the competitors out there will affect much of your marketing efforts, including the content you create, the language used on your website and other marketing assets, and how your salespeople approach qualified leads.

Do not be vague in this section. Get input from your top salespeople, the CEO of your company, and customers who are happy with your product or service. Knowing your competitive advantage will enable you to put it front and center for everyone to see.





## 5 A believable value proposition

A value proposition is essentially your quick sales pitch. It should clearly state the benefit the buyer will receive from your company, should contrast the competitive alternative, and should be no more than a paragraph.

Take FedEx as an example. Its value proposition is: "When it absolutely, positively, must be there the next day." Or iTunes: "You've never been so easily entertained." Or Pinterest: "A few (million) of your favorite things."

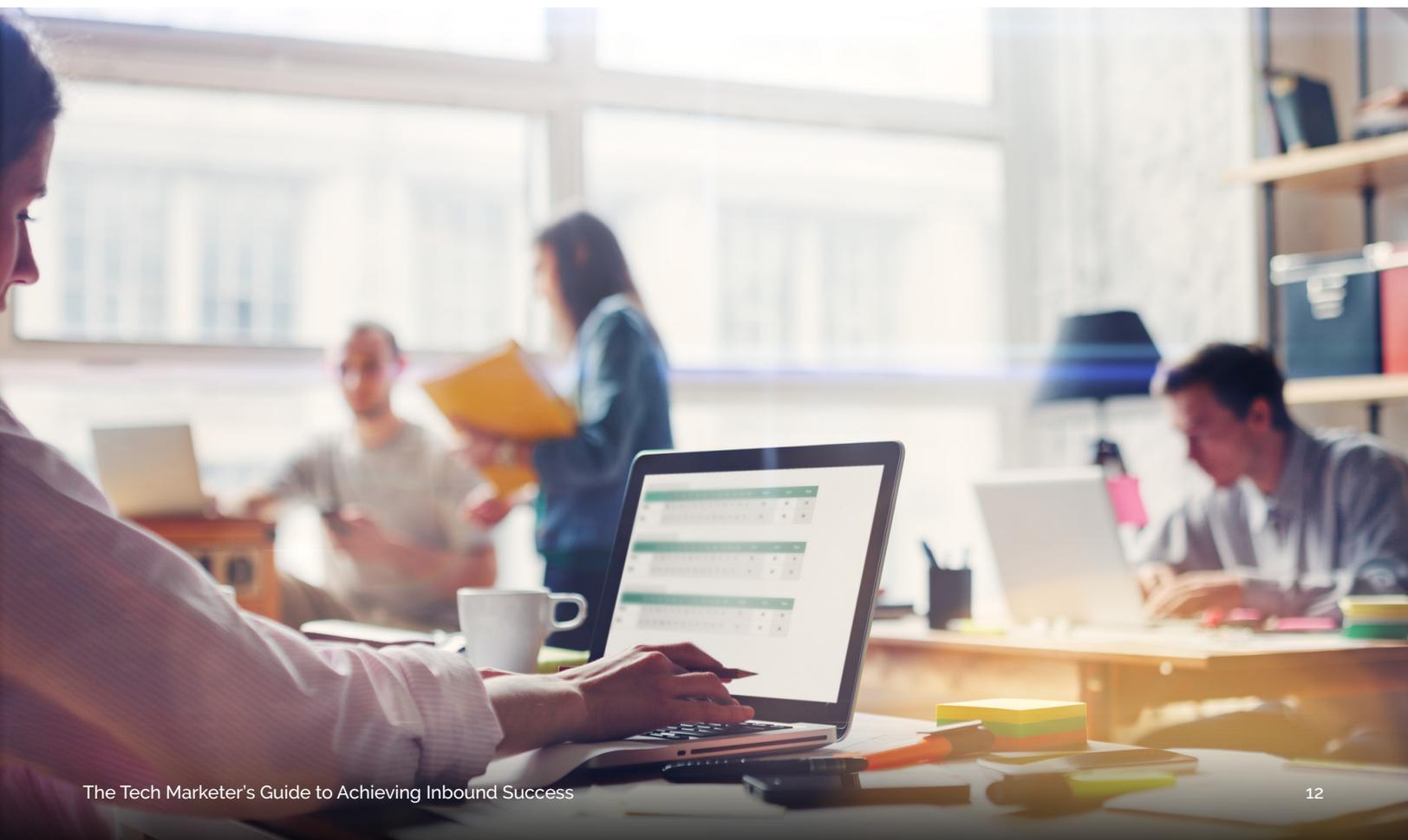
You get the idea. Stay practical and straightforward: What are you offering, why would people love it, and sum it all up into a quick sentence or two.

## 6 Pricing and distribution models

What are your pricing tiers? Do you have multiple product offerings? Are there individualized options for sale? What about upgrades? You need to lay out all of the pricing systems within your organization so that you can market each of them differently and accurately.

You know whom your product or service needs to reach, but how will you get it into their hands? How do you reach those people initially?

All of that must be decided and understood in your plan before your marketing will work. If you're unsure of this as a marketer, start talking to people in your company and learn everything you can from them first.



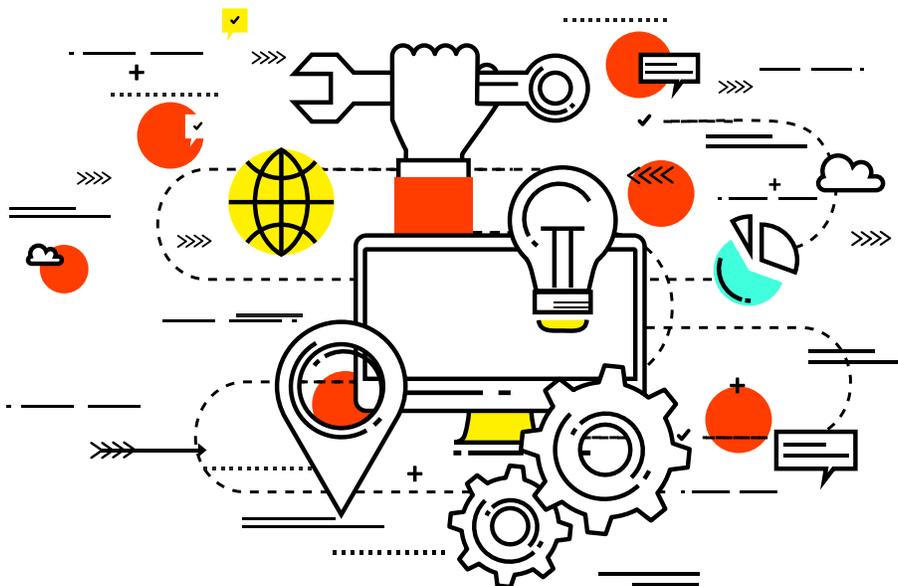
## 7 Platforms to tell your story

Social media. Interviews. Your website. All of these are ways to get your story out in public. Paid campaigns through Google, YouTube videos, SlideShare, Prezi, public speaking events, and a multitude of other platforms are out there to help you grow.

You need to decide which platforms suit you best. Obviously your website is an essential part of your story. What else matters to you? Where is your audience hanging out, and how do you reach it? That should all be decided in this section of your marketing plan.



Another option is to have a panel of speakers with presenters such as a partner, a customer, an employee, and/or an expert.





## 8 A promotional strategy

This is how you tell your story. Social media is a great example for this section. Most companies join every social media network and promote the same things on each channel. Stop for a minute. Does that really make sense? Are the same personas in your plan on Twitter and LinkedIn during the day? Maybe they are, but then again, maybe they aren't.

In your promotional strategy, you must take the platform, decide whom that platform reaches best, and promote the right kind of content and messaging for that persona.

The same rule applies to traditional marketing outlets such as TV, trade show messaging, and public relations tactics such as interviews.

## 9 An inbound marketing strategy

If your marketing plan in 2015 and beyond doesn't include an inbound strategy, start over—you're missing something. Inbound marketing is all about creating valuable conversations for prospects, leads, and customers in order to deepen the relationship with a company.

This includes nurturing those conversations with the goal of increasing conversion rates from prospect to lead, lead to qualified lead, and qualified lead to customer. Having a great inbound marketing strategy will improve not only your relationship with your sales team, but also the overall marketing ROI for your company.

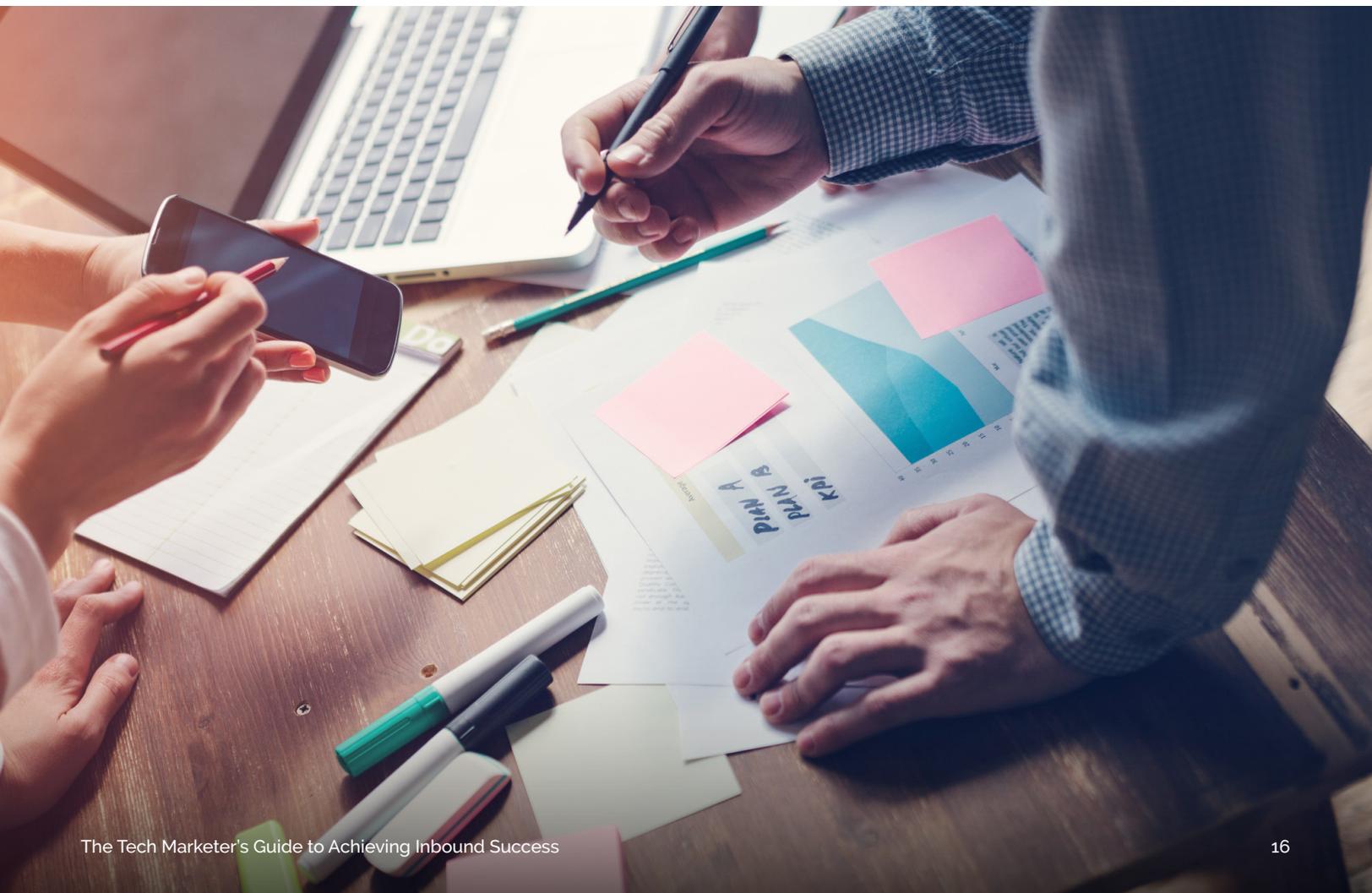
To get started, you can download a free guide for creating inbound marketing campaigns [here](#). The guide breaks down inbound marketing plans into 10 steps and describes each component simplistically, without jargon. It's a must-read.



## 10 A growth strategy

How will you grow beyond where you are now? What is your plan for attracting more and more customers each quarter? This will most likely overlap a bit with your inbound marketing strategy, but other considerations must be taken into account. If you have a product manager, ask about where he or she sees the product developing over the next year.

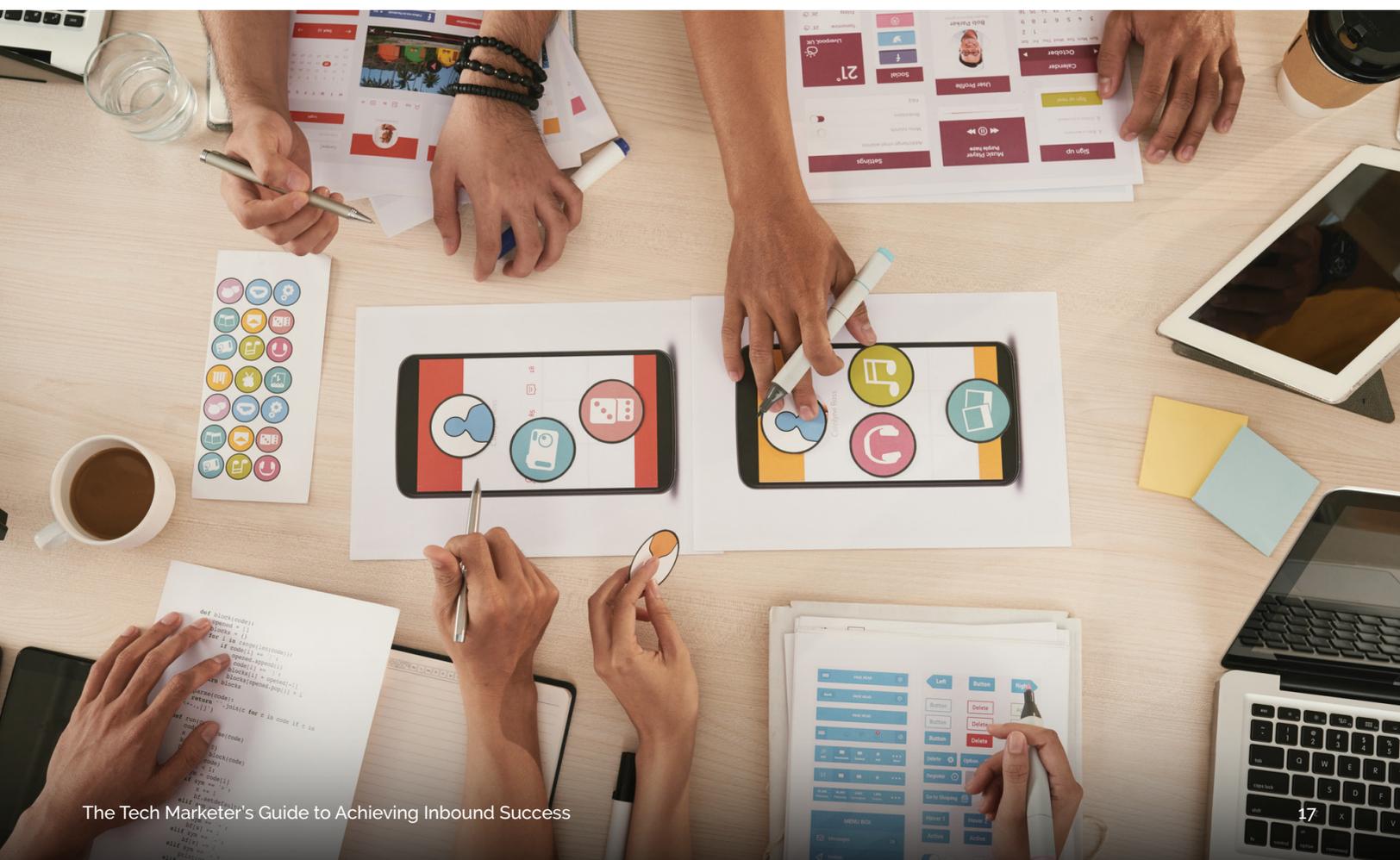
Will there be more opportunities to upsell or new products to deliver to a different persona? You should also consider referral programs, bundled pricing, and contract renewals as a source of future growth.

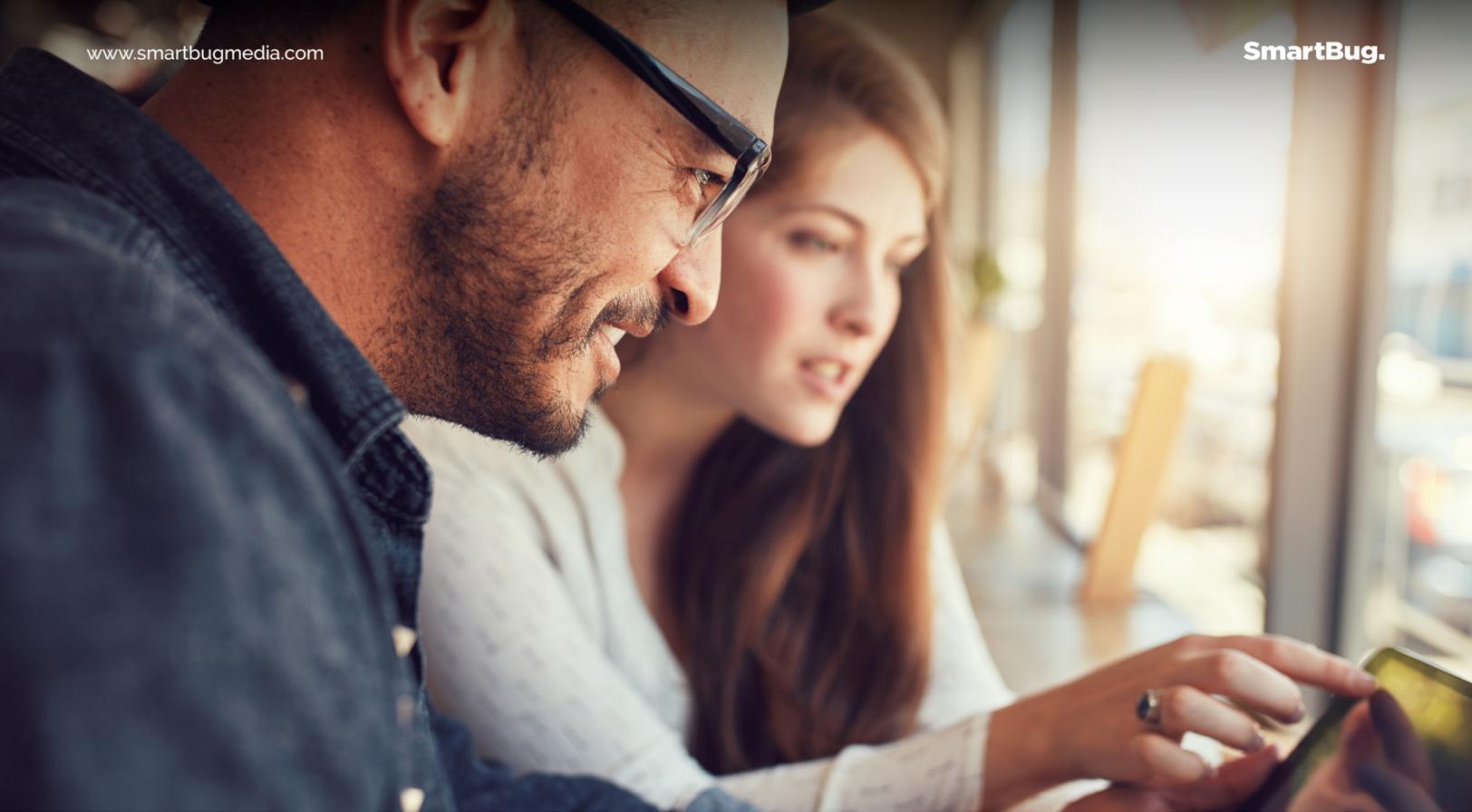


## 11 Evangelist conversion

As mentioned above, referrals can be a key component to a company's growth. Evangelists are typically the people who will help that strategy most. What are evangelists? They are the people most excited about your product, service, or industry. Evangelists tell everyone about it on social media and take gobs of photos of it to post on Instagram.

Think about people who love a local sports team. They wear jerseys all the time, talk about the game, and defend any wrongdoing of a favorite player. You need a strategy to create those kinds of customers. Give them the story to tell and make them excited to help you tell it.





## **12** How you will delight customers

In order to create evangelists, you must have a strategy to delight your customers.

The company Instacart does a great job at delighting its customers. For example, after you've used its service, a local manager emails you, saying, "Thank you for trying us out! Here is a \$10 coupon to use on your next order."

Delighting your customers doesn't always need to have money attached to it. Listening is sometimes all it takes. For example, one way that HubSpot delights its customers is by including new features in the tool that are requested by customers on a forum. The one with the most votes gets implemented the soonest. Whatever approach works best for you and your company should be included here.

### 13 How you will retain customers

What makes customers come back to you time and time again? Why will they want to upgrade their products or service agreements? One thing to absolutely include here is how you will ensure customer service is top-notch. Zappos nailed this in the beginning, and people continually go back to it.

Amazon also has exceptional customer service that people can rely on. Aside from customer service, you also must figure out why you will continually beat the competition. Do you have the latest, most updated tools? Do you cater to enterprises better than anyone else?

**Decide in the next step.**



It is encouraged that you complete your marketing plan before executing your next (or first) marketing campaign.



## CHAPTER 02

# Get Close to Your Customers

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Just like a product story, you need to know and create your customers' stories. Why is this important? In short, the better you know someone, the better you can provide them service, solutions, and a place of trust. Ask yourself, "Who are my customers?" If you don't know the answer or you only know their job titles, you have work to do. It all starts with buyer personas.



## What is a buyer persona?

Buyer personas are a semi-fictional representation of your ideal customer. You develop personas using real data and inferences based on your experience. Buyer personas should include information about goals, main motivations, demographics, and behavior patterns (and what actions those patterns trigger).

A buyer persona is not the same as a target market, a job role, or a real customer. They are also not dependent on specific tools or technology to exist. Instead, a buyer persona is created when there are:



**Common, shared behavior patterns**



**Identifiable pain points (professional or personal)**



**Universal goals or hopes**



**Common demographic and biographic information**

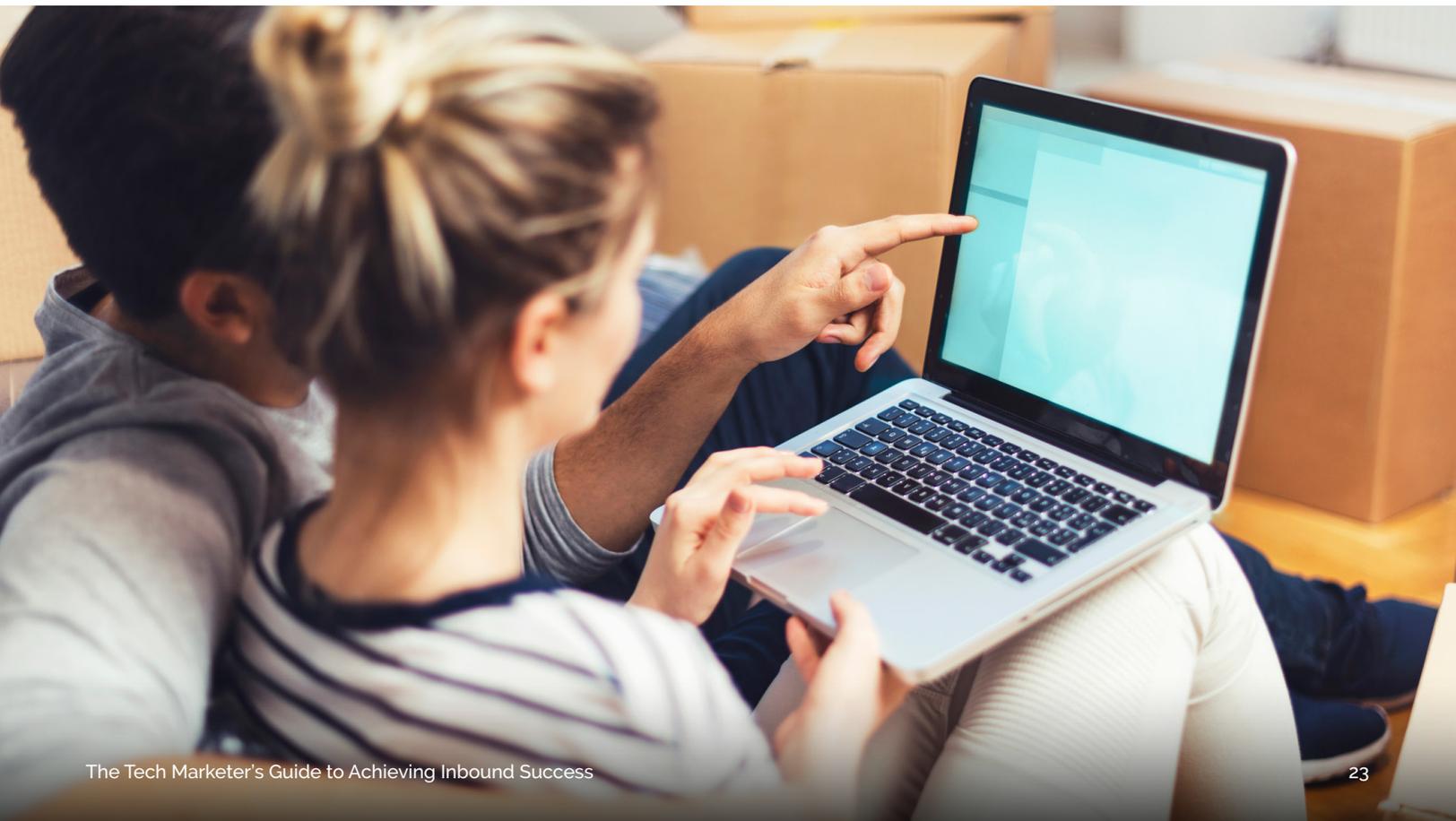
## How to create a buyer persona

Creating a buyer persona can take a lot of work, but your marketing and sales experience will be much more enriched, as a result. Remember that buyer persona creation is ongoing. You may add or remove personas as you learn and research more.

**Here are a few tips for creating buyer personas:**

- 1 Establish Your Ideal Customer** - Be detail-oriented and look through everything, every piece of data you have, to learn who your ideal customers are. You may be surprised.
- 2 Utilize What You Have** - You may not know the answer to every question. It's OK. Start with what you have.
- 3 Create a List of Questions** - The best way to create personas is to interview the list of ideal customers you created. If you don't know what to ask, SmartBug Media offers a free e-book full of helpful questions you can add to your list.
- 4 Determine What You Must Infer** - What questions you are asking your customers is determined above. Next, you must decide what information will need to be inferred. (For example, if your product caters to women in their 50s, you may infer that the woman has had children at some point.)

- 5 Choose an Image** - You will need an image that encompasses your persona. Is your persona a woman in her 50s who is upper middle class in Texas? Find an image of a woman (not a real customer) that matches your findings.
- 6 Choose a Name** - Using the example above, you may call your persona Texas Tori. The name should remind you of which persona it is and have a standard name to add believability.
- 7 Create a Persona Sheet** - A persona sheet will include the image of the persona and 5-10 important findings. Print them out, give them to sales, and encourage colleagues to use the persona's name when speaking about prospects, leads, and customers.



A persona sheet looks like this:



<b>Background:</b>	<b>Demographics:</b>	<b>Identifiers:</b>
- Role at company	- Gender	- Real quotes
- Years of experience typically	- Age	- Typical pushback
- Type of company	- Income	- Buzz words
- Education	- Marital status	- Mannerisms
- Hobbies	- Children	- Personality type
- Anything that gives insight	- Urban, suburban, rural, and so forth	

Remember ... buyer personas are a tactic we use to learn more about customers and understand them on a deeper level. Get close to your customers. Seek to empathize with their needs, and strive to solve their pain points with your product.

If you open your eyes, mind, and heart, you will see exactly what is needed right in front you.

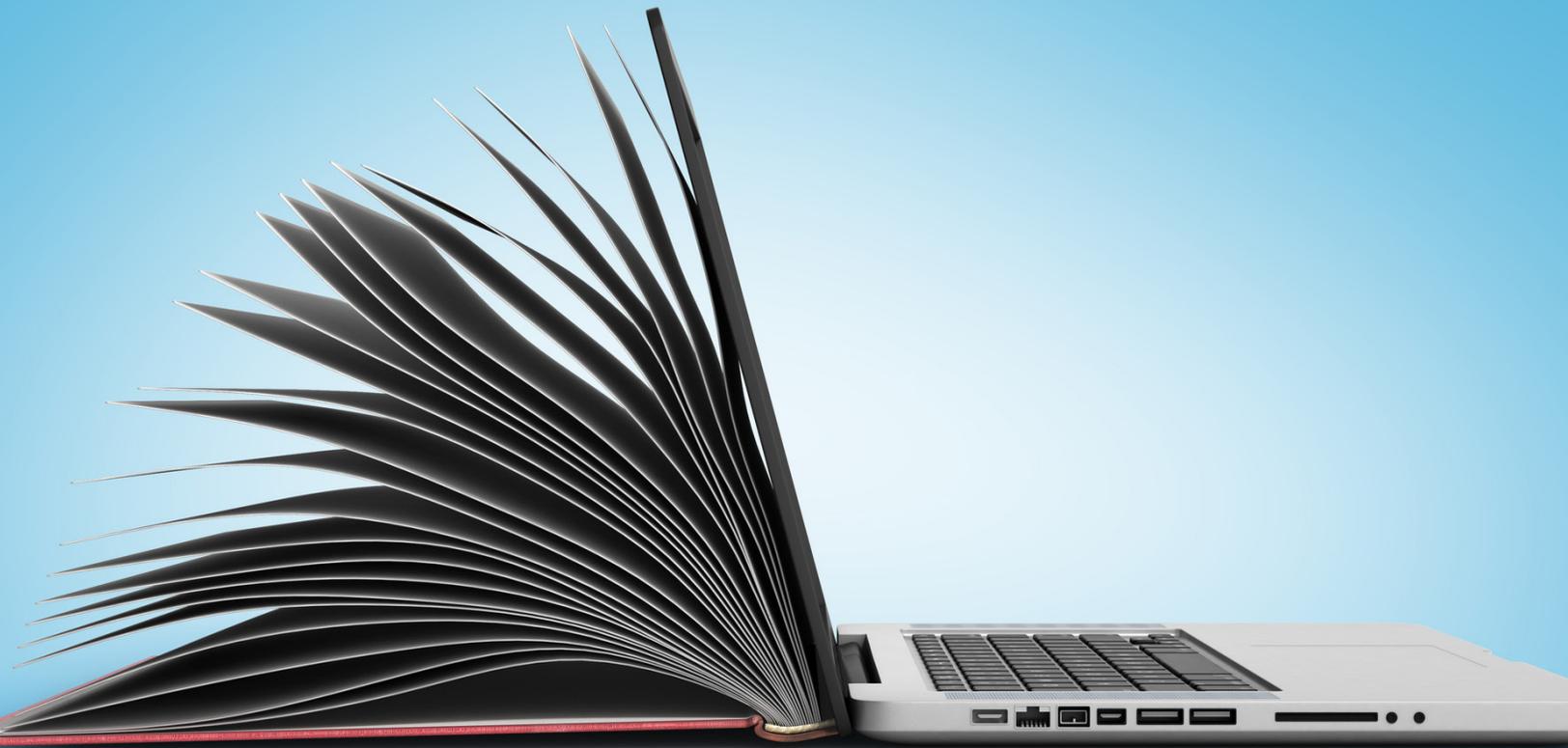
## CHAPTER 03

# Cultivate Your Product's Story

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Stories are how humans communicate and understand each other. A product does not have its own voice. This means, as marketers, we must create our product's story and communicate it the right way.

The story should align with your overarching brand strategy and should be true to who you are as a company. It should also appeal to your buyer personas.



Knowing your product's story will set you apart from other tech organizations and, when done correctly, will help launch you toward success.

Why is that? Identifying, writing, and telling your product's story will help you sell it. This does not mean that you are somehow creating half-truths or catchy taglines, or presenting unfounded claims to obtain clicks on an advertisement.

On the contrary, your product's story allows you transfer the emotion behind why you're in business to the consumer.

The right story will build trust and evoke the feeling of wanting to be a part of something greater than what is currently in place for the consumer.

It will also help you teach and provide value to your users.



**Note:** Although you should develop a core story first, there can be several different product stories that emerge over time. For example, case studies are a great example of product stories that are meaningful.

To help you get started on writing your product's story, follow these tips:



**Tell the truth:** As mentioned above, half-truths will get you nowhere. People see through this. Be honest about what your product does for people.



**Understand why you're here:** Refer back to your marketing strategy. Many people start a business out of passion, not for money. As a marketer, you may be once removed from this passion. Dig deep. Understand why the company started in the first place. Use this in your story.



**Grasp the struggle:** With every great story comes a great villain. What held your product back? Identify the struggle that took place and get a sense of how difficult it was to overcome.

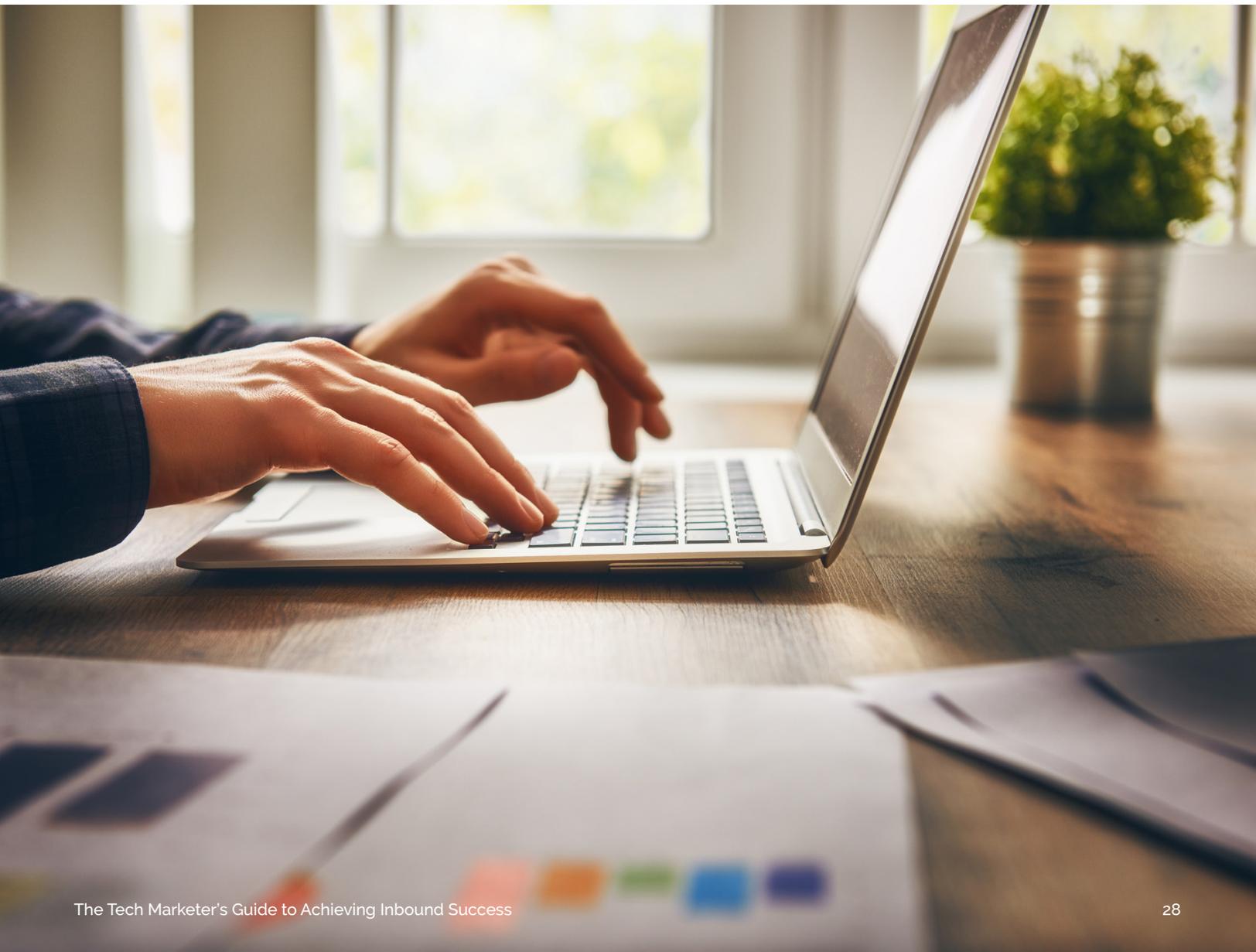


**Be the hero:** Your product is doing something great in the industry. It is solving problems for companies or consumers. It overcame the struggles spoken about in the previous bullet point. Highlight this. Put a cape on your product and explain how the product came out on top.



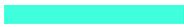
**Speak in results:** You don't need to tell the product's story with the process in mind. No one really cares about the installation process until they have the product in hand. Speak to results in your product's story.

Use your story in every piece of marketing that you do. Encourage your sales team to develop product stories that can be relayed to qualified leads. You'll see results faster than you think!



## CHAPTER 04

# Develop Content for Lead Gen



According to HubSpot, inbound marketing produces 54 percent more leads than traditional marketing efforts. Content marketing is absolutely necessary to include in your inbound marketing plan. Simply having content isn't enough. You need compelling content that attracts prospects through search engines and helps to convert qualified leads for your sales team.

How do you accomplish this?

- You must attract the right visitors
- Plan out your buyer's journey
- Make the content compelling
- Set up a conversion path
- Repeat regularly



**Content marketing is absolutely necessary to include in your inbound marketing plan.**

## 1 You must attract the right visitors

Every company needs leads, but you will not convert any unless you are first attracting the right visitors. This boils down to all of the buyer persona research you did recently. What pain points do your personas have? What problems are they looking to find answers for? What is entertaining and educational to them? Those are the kinds of pieces you'll want to create.



**Remember:** You attract the right visitors through your blog content, proper search engine optimization, social media publishing, and so on.



## 2 Plan out your buyer's journey

Once you know who your buyer is, you must consider how your buyer makes purchasing decisions. In general, buyers go through three phases when making a decision: Awareness, Consideration, and Intent.



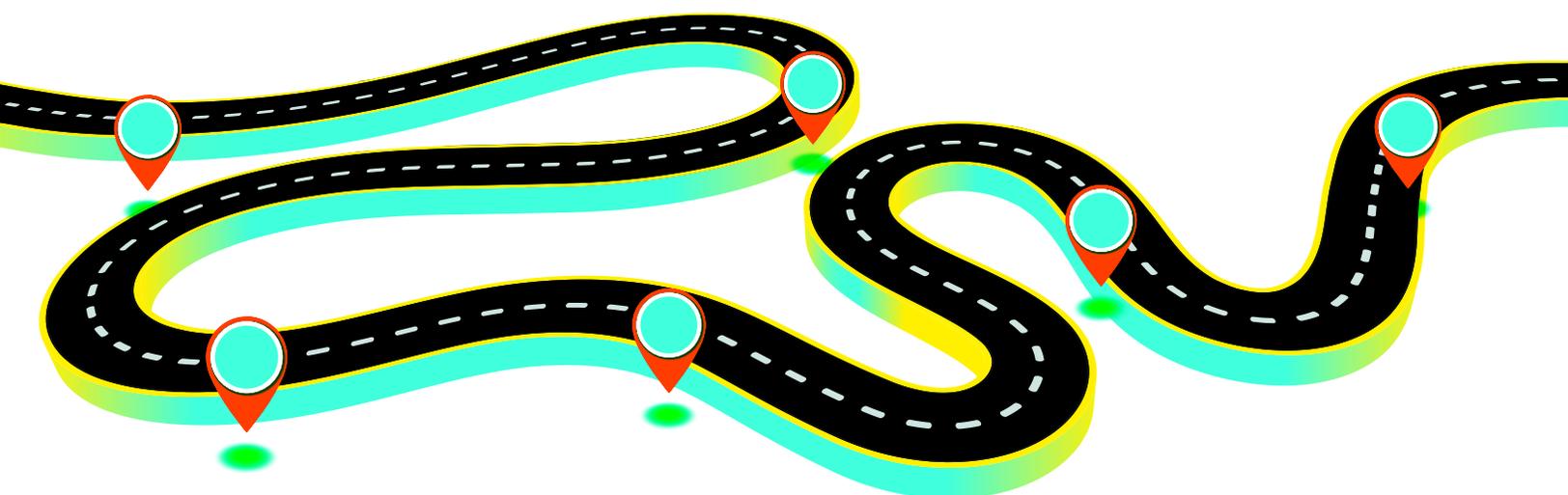
**Awareness** - At this point, buyers are just beginning the research process and are becoming aware of the solutions available to solve their problems, but they're not ready to buy anything.



**Consideration** - Here, the buyer has already identified that he has a problem and needs to solve it. Now, he is considering his options.



**Intent** - By now, your buyer is well versed in the available solutions for her problem and thinks your solution is the right fit (of course it is). She'll want a little more information to solidify this decision.



You can generate leads at all stages of the buyer's journey, but remember the funnel: You'll attract more leads with awareness-stage offers than intent—but that's OK because leads from the intent stage are often higher quality. Does that mean you should only create one type or the other? No.

Offering content at all stages of the buyer's journey gives you the opportunity to engage with more potential leads and nurture existing leads into customers.



**Once you know who your buyer is, you must consider how your buyer makes purchasing decisions.**

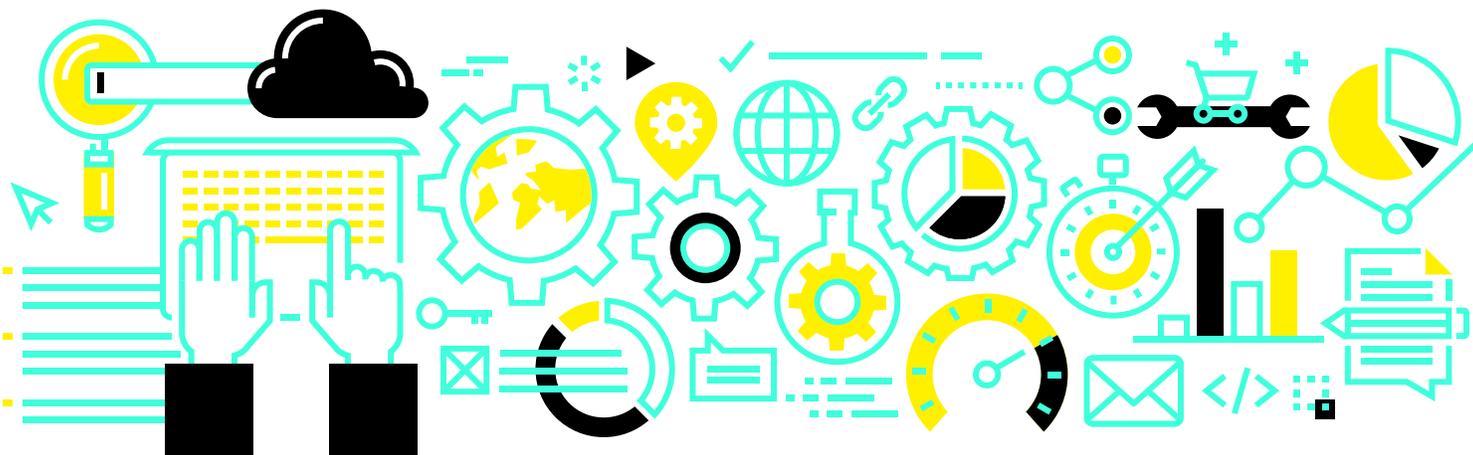


### 3 Make the content compelling

You shouldn't use content on your website for the sake of content. You need content that is compelling to your users. Refer back to your personas and the buyer's journey. What piece of content would your prospects want to download first? Types of content you might create are:

- White Papers
- E-Books
- Webinar Recordings
- Pricing Requests
- Consultation Requests

Remember to have the title of the content piece resonate with your personas. Use designs that capture attention and captivate each person with original, thoughtful, and educational content.



## 4 Set up a conversion path

Never give your compelling content (except for blogs) away for free. Always ask for information from your leads. To do this, you must set up a conversion path that draws the potential lead in, encourages a form submission, and provides the offer.

### What the Conversion Process Looks Like

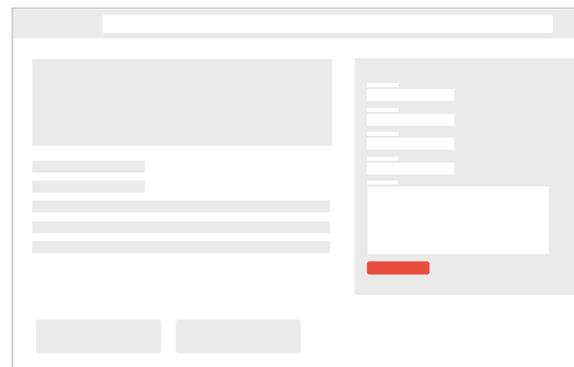
#### Step 1:

A visitor clicks on a call to action (CTA) on your website, at the end of a blog post, or in an email.



#### Step 2:

The CTA is linked to a landing page with a form offering the premium content.



#### Step 3:

When the visitor hits "submit," he is redirected to a thank you page where he can download the offer. The thank you page may include a secondary offer or additional content to keep the visitor (who is now a lead) engaged.



## 5 Repeat Regularly

Undoubtedly, you will need more than one piece of content for a full content marketing plan.

To plan what you need, create a content matrix like this:

	 Buyer Persona 1	 Buyer Persona 2	 Buyer Persona 3
Awareness	✓	✓	✓
Consideration	✗	✓	✗
Intent	✓	✓	✓

By looking at the example matrix above, we can easily see that we must create more consideration-stage offers for buyer personas 1 and 2.

Content creation isn't always easy, but it is possible. You can choose to take it on with your team or use an agency to help execute the work. Whatever path you choose, make sure your content matrix grows over time.



**Note:** Make sure to replace the check marks with the names of your current offers in your version.



Once you have a handle on what content you must create, when you should create it, and how to promote all of it, your lead conversion rates will rise each month. If you do not stick to your plan, you can expect leads to fall.

In short, you know what your future customers need now.

**Start writing.**



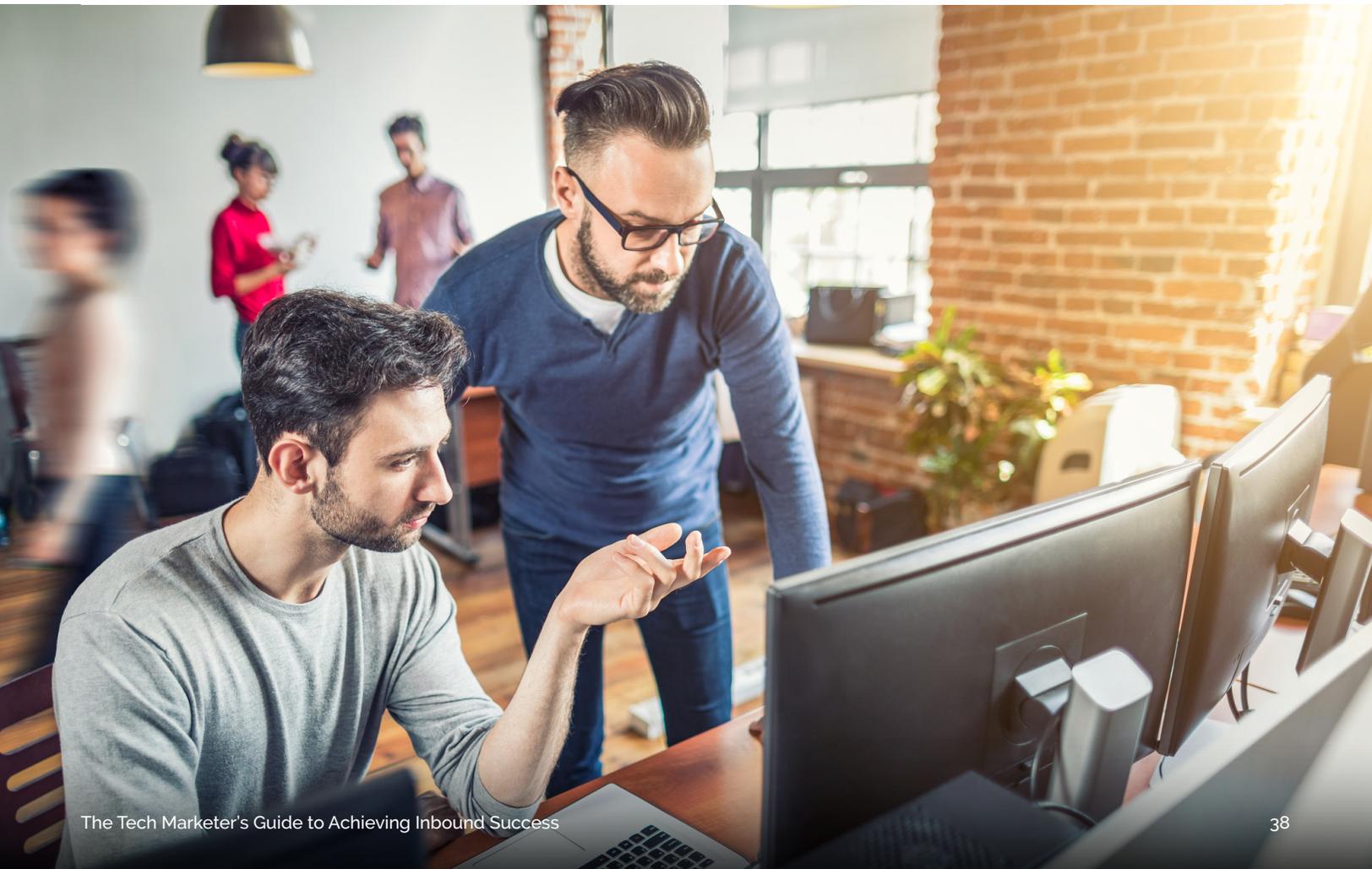
## CHAPTER 05

# Improve Your Technical Chops

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Marketing as we know it is changing. Not only into inbound, but also technically. With the breakout of marketing automation software such as HubSpot, more and more opportunities to appeal to our leads from a technical standpoint are in front of us.

In addition, marketing jobs are requiring candidates to be technologically savvy as well. There is one way around this: Get more technical.



Now, you're probably thinking, "Wait! What? I can't learn to code!" The point isn't for all marketers to become developers, but they should be digital natives. You should know what a plug-in is and how an API works.

The difference between a CMS and CRM should be obvious to you. If you're getting overwhelmed, don't worry. Here are a few ideas you can do to grow in your career and impress your colleagues:

### **1 Master Marketing Automation Software**

If you're not already using marketing automation, you need to get on the train. Not only does this make your life easier on a day-to-day basis, but it will also keep you on your toes with navigating software. Thus, your technical chops improve. SmartBug Media recommends using HubSpot as the choice marketing automation solution.

### **2 Learn the Fundamentals of a Content Management System**

Many marketers are expected to update the company website, optimize it for SEO, add calls to action ... you get the idea. If you're unsure of how to use a content management system (CMS) such as WordPress, take a class. There are many free ones online. If you have in-house developers, ask them to give you a quick-tip session. They will be grateful to have minor changes taken off their plate.

### 3 Know Your Integrations

Integrations may come in the form of a plugin on WordPress or a feature in HubSpot. Either way, know which external tools have an integration, how to set them up, and how to use them appropriately.

### 4 Get More Advanced

As you become more comfortable with your technical abilities, start to dig into more creative tactics. For example, use a “Click to Tweet” code in your blog posts for interesting stats. Set up PowerPoint to open like a game instead of a presentation. There are a million ways to utilize your newfound skills.

The more technical ability you have, the more creative you can be with your content offers. Thus, more leads will be captured for your company. Set yourself up for success!



## CHAPTER 06

# Help Shorten the Sales Cycle

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Inbound marketers are armed with a serious amount of data that can be used to help a sales team close more deals.

There are three primary ways to nurture leads down the funnel faster. All three tactics give your leads the I-am-a-special-snowflake feeling and help build trust.



## Segmentation

Marketers who are masters at identifying and segmenting leads are worth their weight in gold to a sales team. When you are able to segment leads based on persona, industry, stage of the funnel, or any other qualifier, it helps sales make a more accurate prediction for its forecast.

Additionally, segmentation (with the proper data) improves the sales and marketing collaboration because you have proof of what the sales team should expect to come into its funnel in the near and not-so-near future.



When you are able to segment leads based on persona, industry, stage of the funnel, or any other qualifier, it helps sales make a more accurate prediction for its forecast.



## Personalization

When you are able to segment leads based on persona, industry, stage of the funnel, or any other qualifier, it helps sales make a more accurate prediction for its forecast.

Personalization is of the utmost importance in marketing today. The most common way to personalize marketing assets for your leads is through email. Today, you can personalize the email with any contact information you have in your database.

But what if you could go beyond personalizing emails and actually personalize your website content? Imagine a lead coming to your website who has downloaded an e-book.

Now, imagine a customer coming to your website. Shouldn't each person see something different? Yes. How do you do this?





Though there are new tools being developed daily, one of the first to implement a sleek personalization system into its CMS was HubSpot, which launched Smart Content—and marketers fell in love. Now, not only can you tailor downloadable content to leads at different stages in the funnel, but you can also tailor website pages to say different things as well. If you haven't checked out Smart Content yet, you should.

In addition to Smart Content, HubSpot's CMS offers Smart Calls-to-Action that can be assigned segmented lists, lifecycle stage, or contact properties. This way, the compelling content you create is being shown to the right people.

## Lead Nurturing Campaigns

Also known as drip campaigns, lead nurture campaigns are instrumental in moving your leads closer to buying. However, you must be methodical in the way you approach this. If you find yourself creating many general campaigns, you are defeating the purpose. Lead nurturing campaigns should be specific, personal, and solve a pain point for your persona.

Here are nine tips for creating great lead nurturing campaigns:



Understand your sales cycle and the buyer's journey.



Decide which persona you are targeting with the campaign.



Set specific goals for the campaign.



Map your content.



Always use email marketing best practices.



Mix up the types of emails you send out (some marketing-style, some more personal).



Test before launching.



Track and report on your results.



Do not be afraid to update the campaign or delete it if it is just not working for you.

Remember to view lead nurturing as more than just what your website provides. The first download is an invitation to a conversation about how you can be the solution to the lead's challenge. You must follow through with great nurture campaigns to prove it.

If you follow the three guidelines above, not only will sales be happy with you, but you will also be able to prove marketing ROI for your company. Changes like this are a win for you and all of marketing.

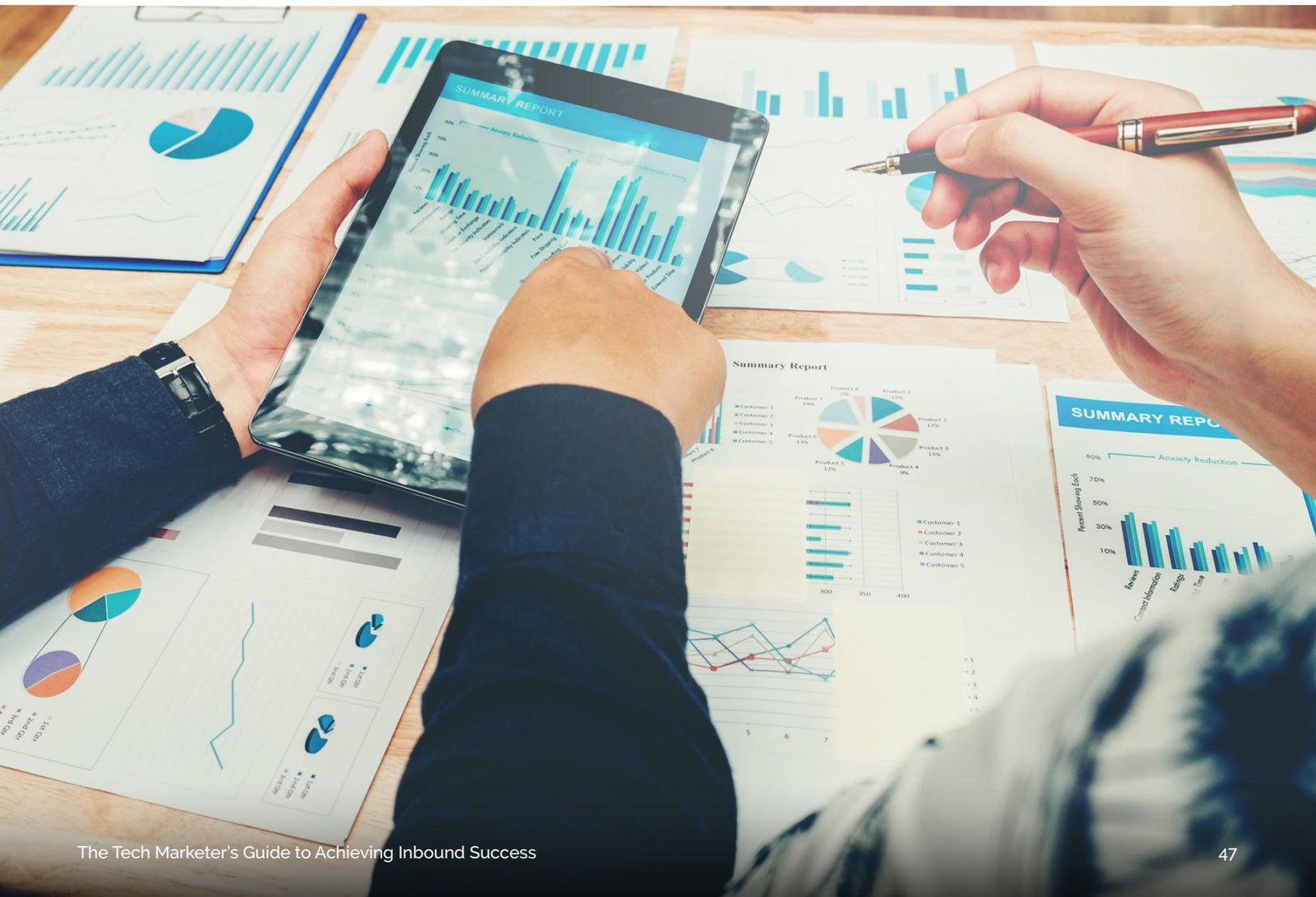


## CHAPTER 07

# Leverage Data for Future Campaigns

As mentioned many times in this book, data is everywhere. It is an inbound marketer's best friend and can be used to create more personalized marketing that people love.

For you, data is important for creating benchmarks and reporting on metrics that prove the success of your efforts.



**First, let's start with what metrics you should be tracking every month.**

**Monthly:**

- Monthly traffic growth
- Monthly lead growth
- Visit-to-lead conversion rate
- Lead-to-customer conversion rate
- Average leads per business day
- Month-over-month growth
- MQLs per month
- MQLs per channel
- Percentage of leads that are MQLs

**Separate channels:**

- Goals met per channel
- Close rate per channel
- Paid vs. organic lead percentage
- Paid vs. organic customer percentage

## Content offers:

- Leads per offer
- Landing page submission rate
- Landing page new contact rate
- Call-to-action click-through rate
- Call-to-action submission rate
- Traffic driving keywords
- Blogs with most leads (first-touch)
- Blogs with most customers (first-touch)

Though these metrics are not the only metrics to look at, they are a good start.

When you've collected this data, you can see what your prospects and leads are most interested in. You can also tell whether or not a particular campaign worked in each channel. Utilize this to improve future campaigns. After seeing each data set, remember to ask why it looks a particular way. If sudden changes occur, track for a month or two to pick out trends.

Whatever you do in marketing, use data.

## How to obtain the data

If you're not already tracking your marketing in some way, you should start today. There are several tools available to help you capture this information, but SmartBug Media recommends using HubSpot for marketing analytics.

### HubSpot offers:

- A dashboard with monthly analytics already assembled
- Customizable reporting segmented by channel
- Landing page analytics
- Social media analytics (down to the message)
- Email analytics
- Website and SEO analytics
- Blogging analytics

And so much more! The best part about HubSpot is that it is all in one place, so you're never switching between tools or knee-deep in spreadsheets. Everything is there for you, and it works.

You should also include Google Analytics on your website for additional insights.

# Conclusion

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Tech marketers need a way to differentiate products from the rest of the competition.

By building a marketing plan that works combined with a product story that emotionally appeals to customers, you will be off to a great start. Add in content marketing, data insights, and great communication with your sales team, and you will dominate.



# About SmartBug

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SmartBug Media is one of a handful of HubSpot Diamond partners in the world and is the highest-rated agency in the history of the HubSpot ecosystem. We also boast the highest ROI documented from any HubSpot partner—3,558% and 14,500% ROI on a six-month and three-year campaign, respectively. At Inbound 2015, SmartBug Media was the most recognized agency, having won or been named a finalist in nine awards.

SmartBug Media is one of the first HubSpot partners to implement growth-driven design and was an inaugural member of the HubSpot COS Advisory Board. For more than seven years, SmartBug Media has been helping businesses increase sales leads, close more customers, and enhance the reach of their brands. From building comprehensive online marketing programs to designing new websites, driving leads through social media or sales enablement, we're an extension of your marketing team that delivers.

**For a free inbound marketing or web design consultation, or to learn more, visit [www.smartbugmedia.com](http://www.smartbugmedia.com) or call [949-236-6448](tel:949-236-6448).**

Have a question? Curious how we can  
help grow your business?

Let's Talk

**SmartBug.**

[www.smartbugmedia.com](http://www.smartbugmedia.com)

