

Inbound Marketing Blueprint

Pilot Marketing Strategy

Peter Risman

Peter@PilotMarketingStrategy.com

m: 210-416-8856

[linkedin.com/in/peterrisman](https://www.linkedin.com/in/peterrisman)

Traditional B2B vs Inbound Marketing is the difference between “Yelling at Random People” and an “Informed Conversation”.

“Don’t find customers for your products, find products for your customers.” - Seth Godin
“You cannot sell a man who isn’t listening.” - Bill Bernbach



"Yelling At Random People"

- Marketer Initiated
- Interruption Based
- Unidirectional Communication
- Everyone Receives Same Message
- Marketing Offers Prospect Little/No Value
- Little/No Lead Capture
- Most/All Leads Forwarded To Sales
- Arbitrary Timing Of Contacts
- Bursts Of Campaigns, Followed By Inactivity
- Difficult To Measure



"Informed Conversation"

- Purchaser Initiated
- Permission Based
- Bi-Directional/Interactive Communication
- Personalized Messaging
- Marketing Seeks To Educate/Entertain
- Robust Lead Capture
- Only Qualified Leads Forwarded To Sales
- Prospect Interaction Determines Contact Timing
- Campaigns Continually In Market
- Highly Quantifiable

“If you have more money than brains, focus on outbound marketing.
If you have more brains than money, focus on inbound marketing.” - Guy Kawasaki

Inbound Marketing begins with understanding the Buyer's Journey, and developing relevant content that addresses Prospects' questions and issues at each step of the purchasing process.

DISCOVERY

- "I've got a problem"
- "I've committed to solving the problem"
- "I've defined the problem"
- "I've got a basic idea how to solve my problem"

"I'm trying to educate myself, and am not interested in sales pitches"

Relevant Content:

- Research White Papers
- Webinars
- Workshops
- Diagnostic/Assessment tools

CONSIDERATION

- "I've proven the need to solve the problem"
- "I've obtained the budget and authority to proceed"
- "I've identified possible solutions to my problem"

"I could use some help building a business case"

Relevant Content:

- Solution White Papers
- Efficiency/Savings/Value benchmarks
- ROI Analysis tools

DECISION

- "I've identified a preferred solution"
- "I've learned that others successfully solved their problems with this solution"
- "I've confidence in my recommendation"
- "I've received approval to proceed."

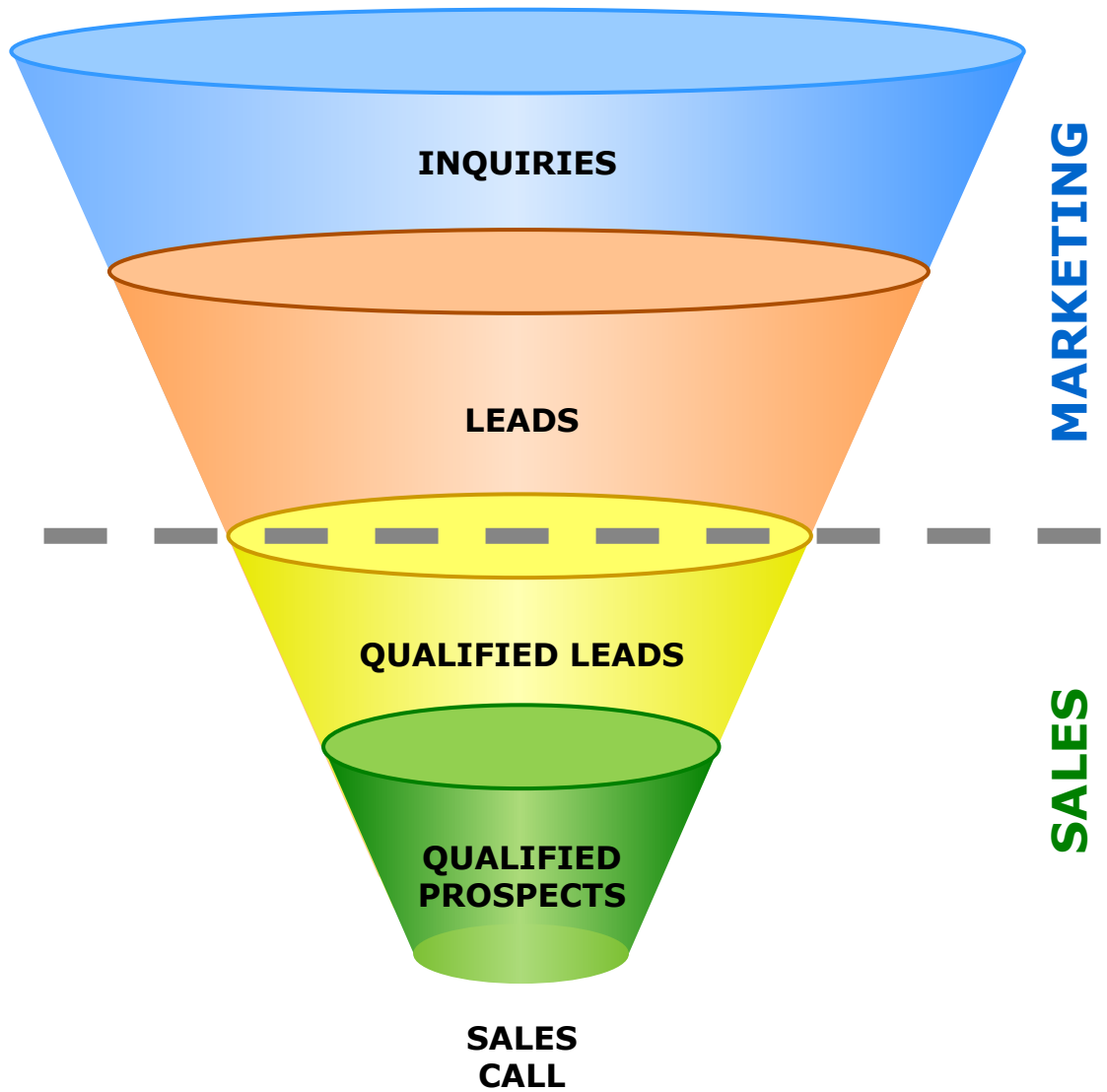
"I'm ready to select a provider – why you?"

Relevant Content:

- Case studies
- Testimonials
- Feature Comparisons
- TCO comparison tools

Marketing and Sales have different roles to play in effective Lead Gen. Sales must first identify Buyer Personas and characteristics of a Qualified Lead before Marketing can generate Inquiries and nurture Leads.

Sales describes the ideal prospect – Marketing finds them – Sales closes them



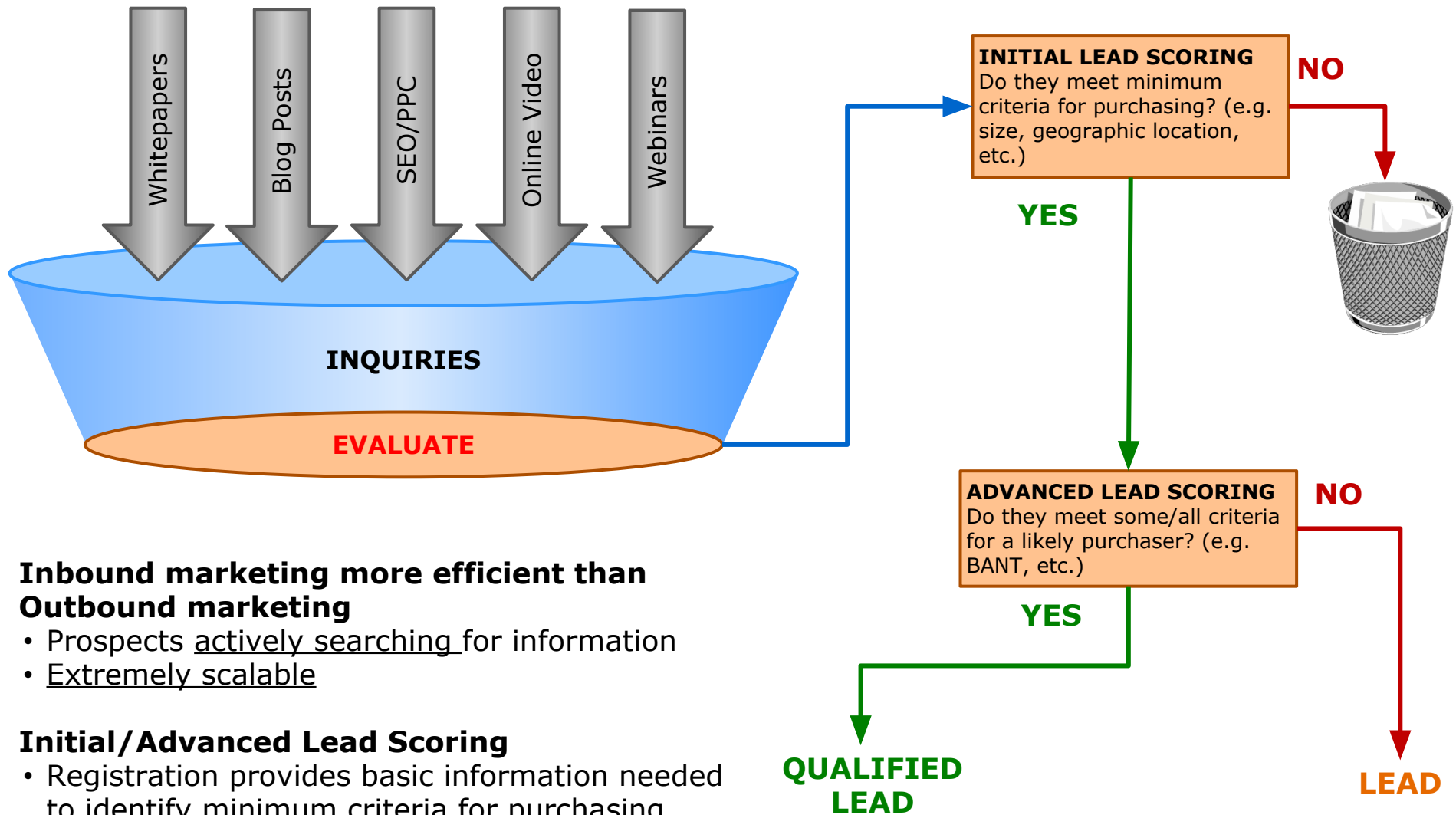
Roles:

- Generate Inquiries
- Nurture Leads
- Deliver Qualified Leads

Roles:

- Detail characteristics of Buyer's Journey and Ideal Prospect
- Pursue Qualified Leads
- Close sales

Inquiries are generated when individuals in the targeted segment self-identify in exchange for content, information, or other object of value.



Inbound marketing more efficient than Outbound marketing

- Prospects actively searching for information
- Extremely scalable

Initial/Advanced Lead Scoring

- Registration provides basic information needed to identify minimum criteria for purchasing
- Follow-up communications delivers additional information for Advanced Lead Scoring

BANT = Budget-Authority-Need-Timing

The key to successful Lead Gen is Lead Scoring, which evaluates leads against criteria that Sales believes are most relevant in identifying prospects with a high likelihood of successfully closing.

The purpose of Lead Scoring is to deliver to Sales only those leads that have the highest propensity to successfully close

- Sales must define the characteristics of Qualified Leads
- Marketing is responsible for delivering Qualified Leads

Lead Profile Example

Name	Title	Number of Employees	Annual Budget	Need	Timing	Score
	Weight = 10%	Weight = 20%	Weight = 20%	Weight = 20%	Weight = 30%	
	6 - Owner 5 - C-level 4 - VP 3 - Director 2 - Manager 1 - Other	0 - >100 1 - 50-100 2 - 20-50 3 - 10-20 6 - 5-10 3 - 2-5 0 - 1	0 - >50k 1 - 25k-50k 2 - 15k-25k 4 - 10k-15k 2 - 5k-10k 1 - 1k-5k 0 - <1k	5 - New office 5 - Save money 3 - Upgrade 1 - Expand seats 0 - Just curious	9 - Next 30 days 6 - 30-90 days 3 - 3-6 months 2 - 6-9 months 1 - 9-12 months 0 - don't know	QUALIFIED LEAD = 4.75+
Joe Blough	VP (0.40)	20-50 (0.40)	10k-15k (0.80)	New Office (1.00)	30-90 days (1.80)	4.40
Jane Doe	Owner (0.60)	5-10 (1.20)	5k-10k (0.40)	Save money (1.00)	Next 30 days (2.70)	5.90

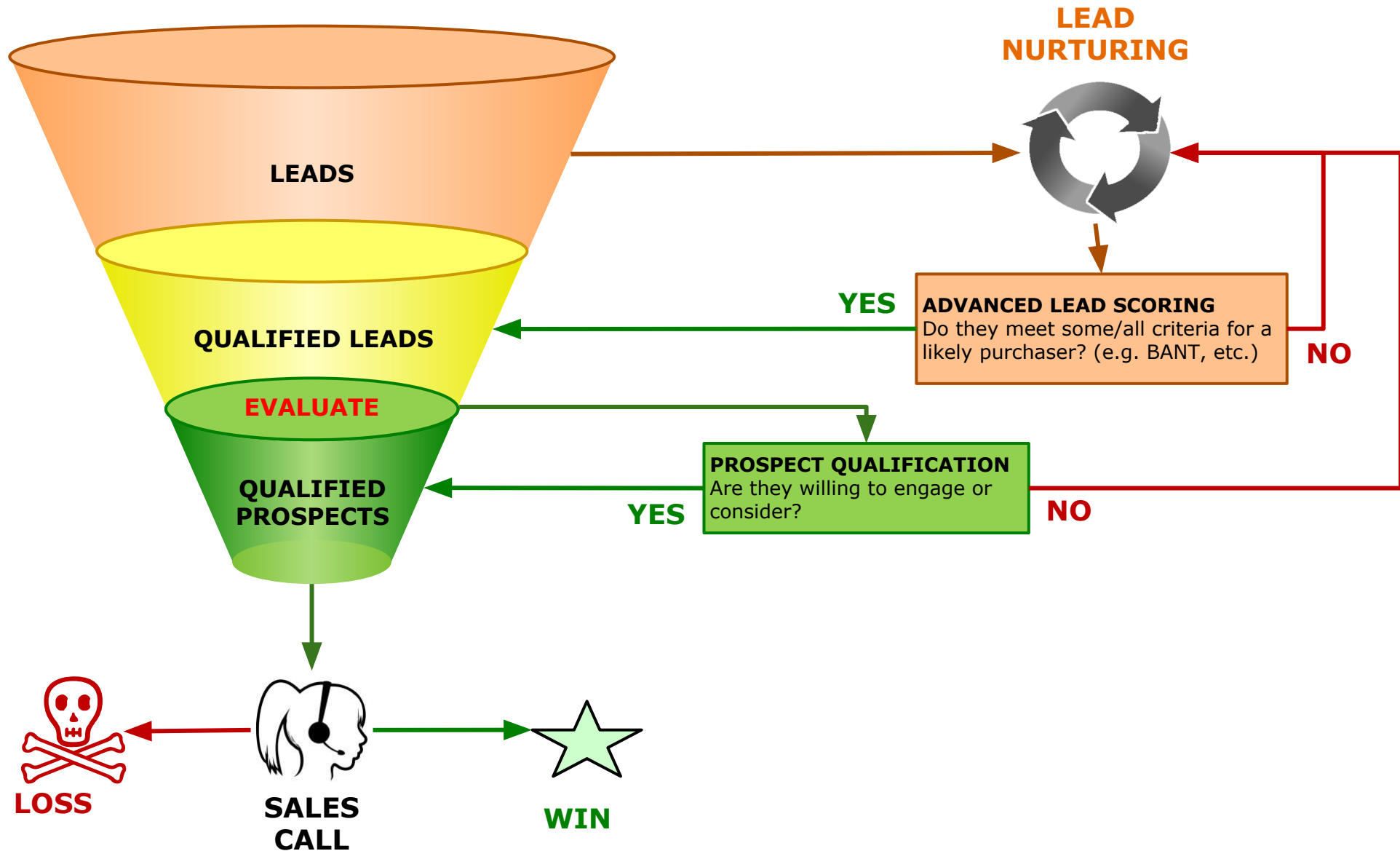
The Lead Scoring model above contains two weighted elements:

- 5 categories, weighted by perceived importance to closing a sale
 - Title (least important), Number of Employees, Annual Telecom Budget, Need, Timing (most important)
- Responses to each category, weighted by perceived importance to closing a sale

QUALIFIED LEAD

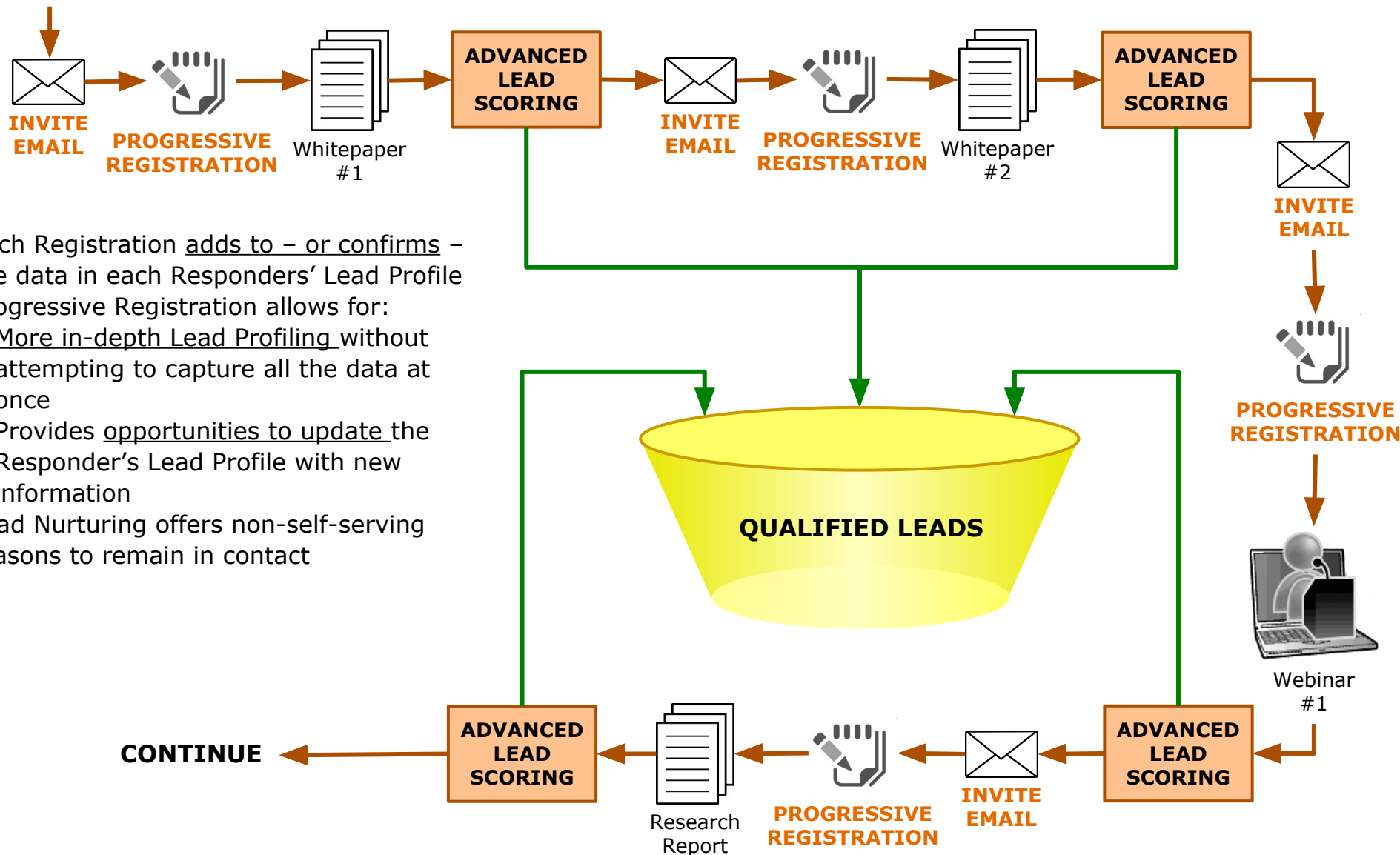
Any lead with a score greater than 4.75 is considered "Qualified"

Leads not ready to buy are nurtured and scored after every interaction. Once their score exceeds the threshold, they become a Marketing Qualified Lead (MQL). Sales accepts the leads (SAL), qualifies them (SQL), and attempts to close.



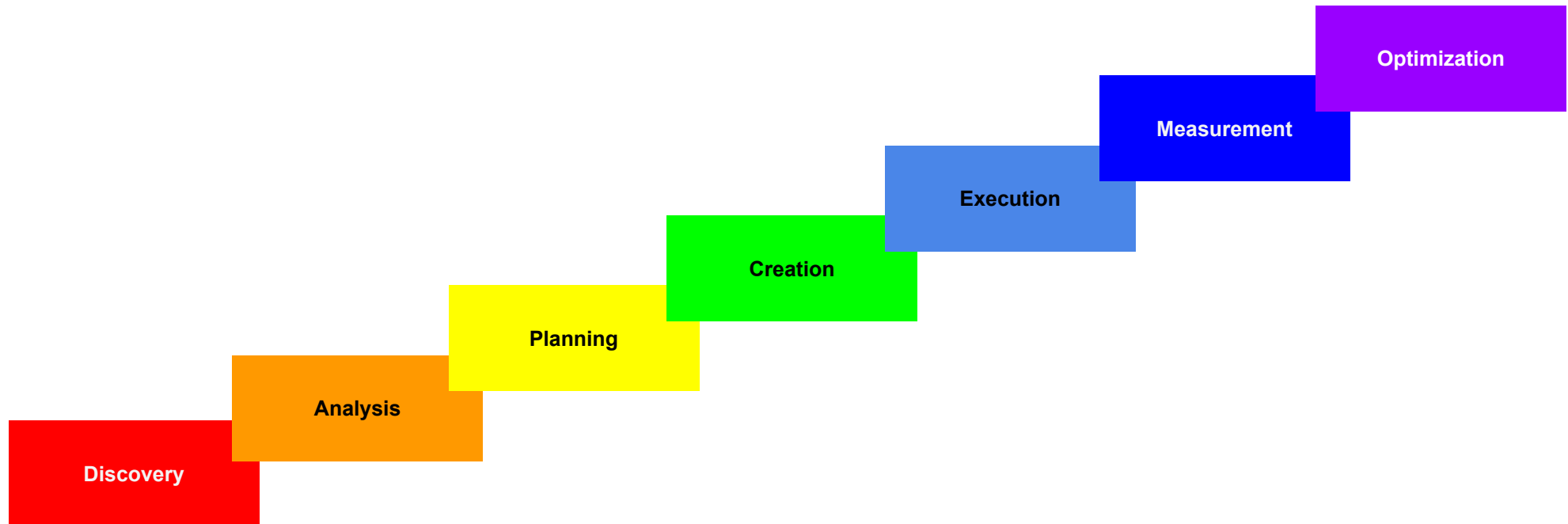
Lead Nurturing provides an opportunity to remain in contact – and top of mind – with leads as they progress through their Buyer’s Journey. Progressive Registration is used to compile a detailed and up-to-date Lead Profile.

LEAD NURTURING

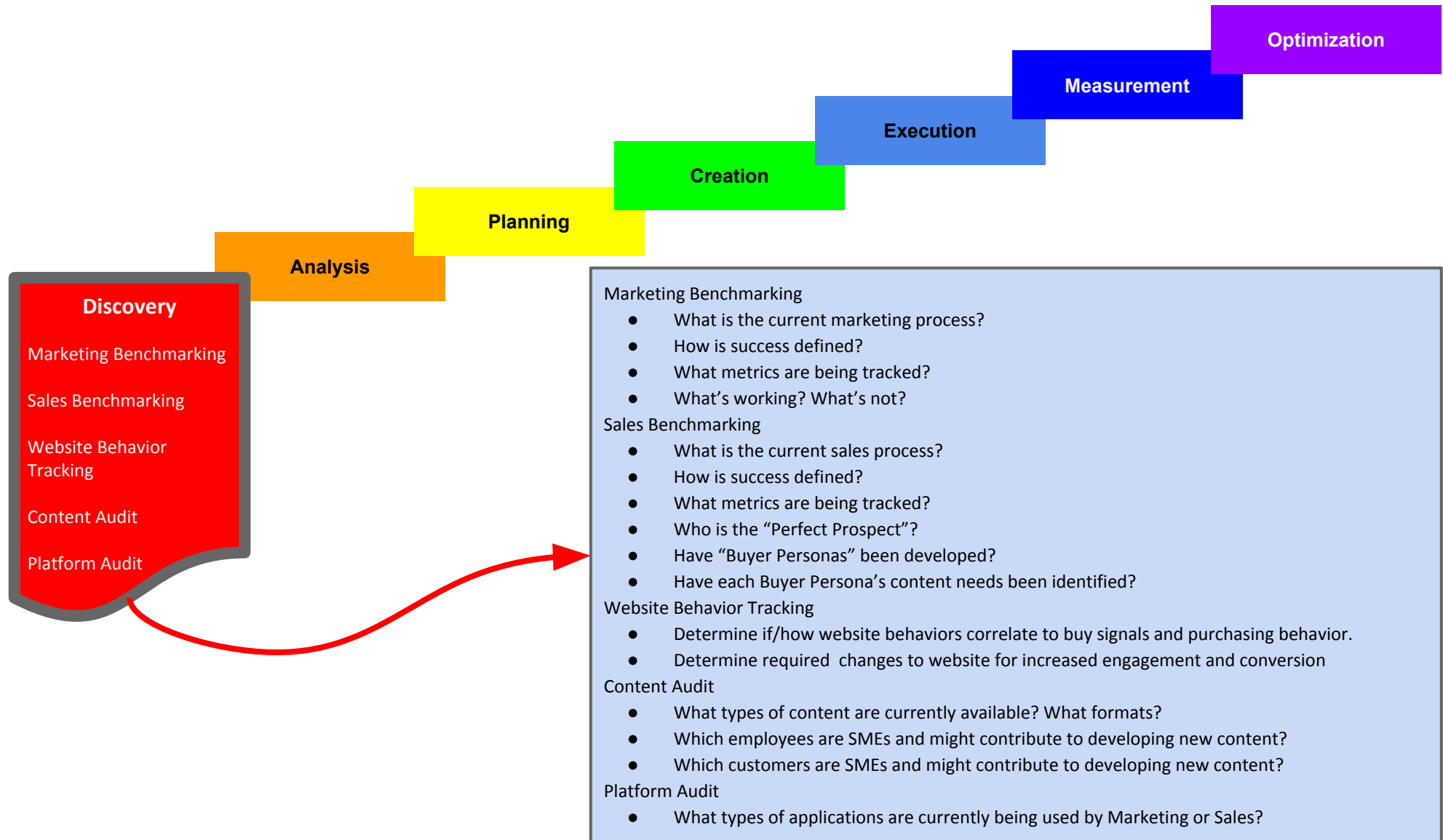


- Each Registration adds to – or confirms – the data in each Responder’s Lead Profile
- Progressive Registration allows for:
 - More in-depth Lead Profiling without attempting to capture all the data at once
 - Provides opportunities to update the Responder’s Lead Profile with new information
- Lead Nurturing offers non-self-serving reasons to remain in contact

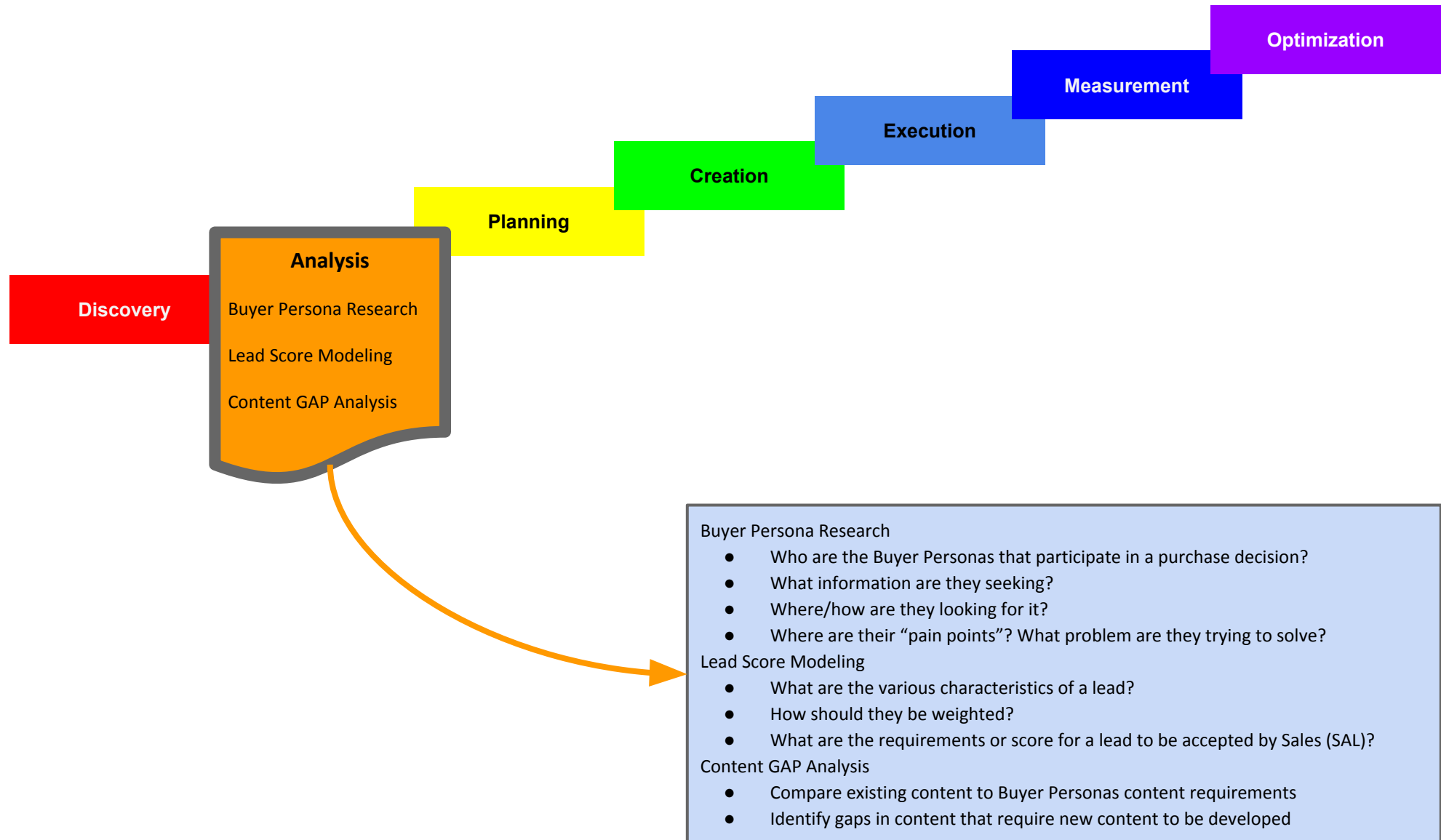
Seven steps to building an Inbound Marketing capability



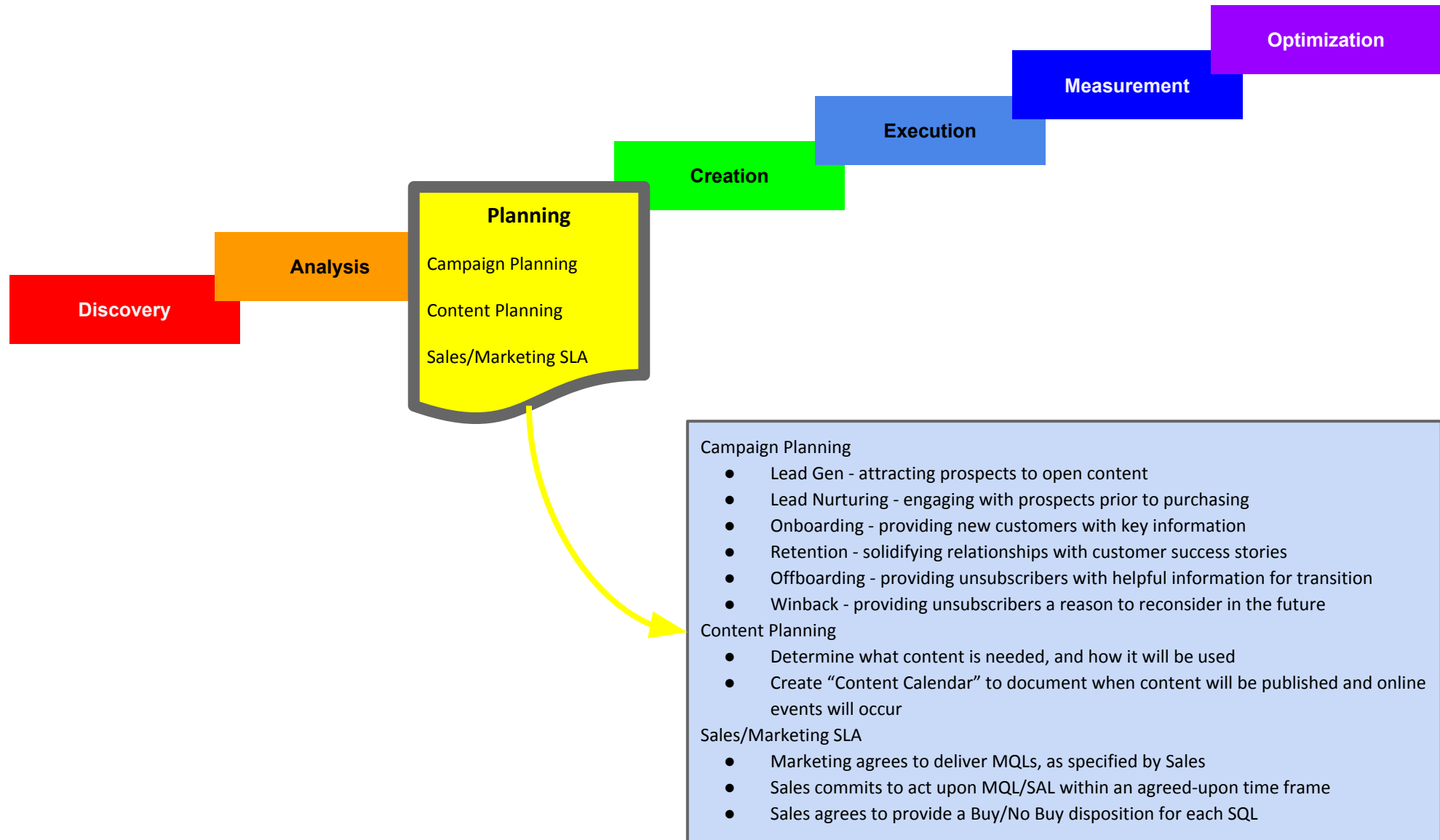
Step 1 - Discovery: Marketing Benchmarking; Sales Benchmarking; Website Behavior Tracking; Content Audit; Platform Audit



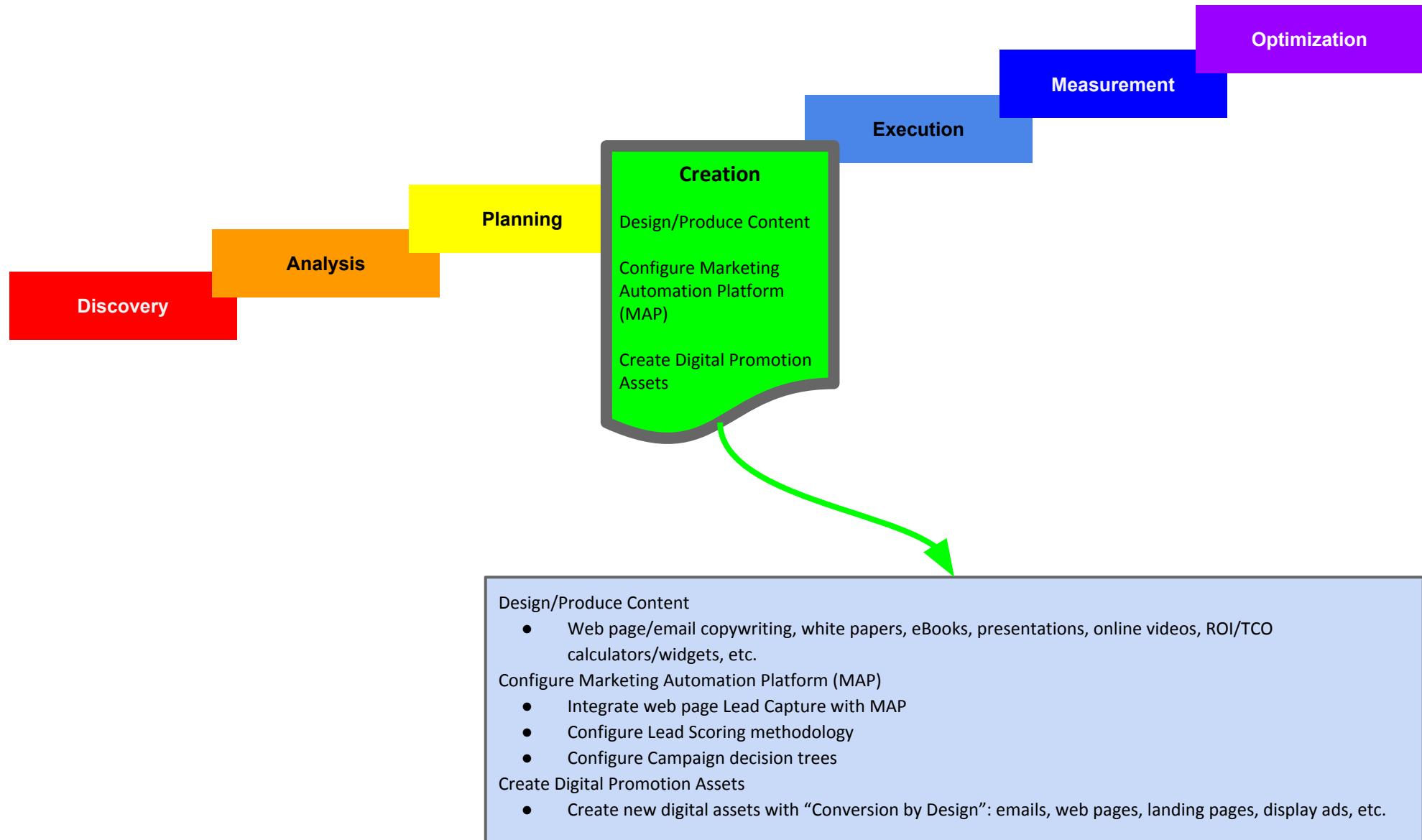
Step 2 - Analysis: Buyer Persona Research; Lead Score Modeling; Content GAP Analysis



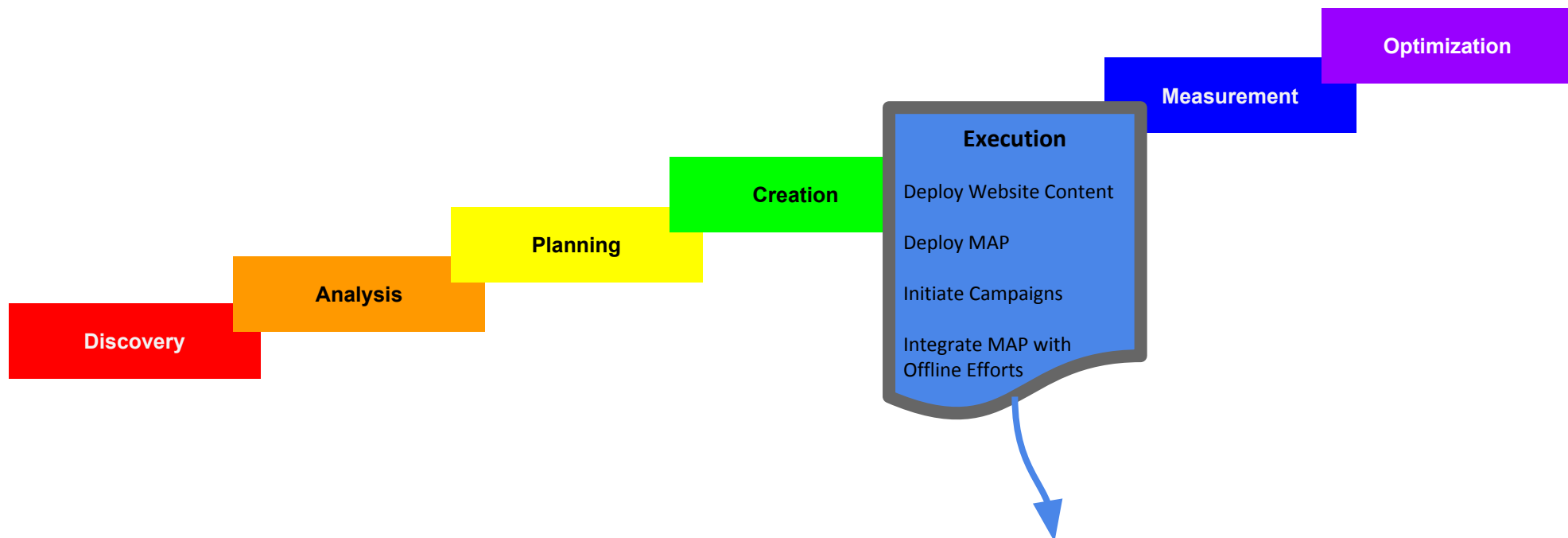
Step 3: Planning: Campaign Planning; Content Planning; Sales/Marketing SLA



Step 4: Creation: Design/Produce Content; Configure Marketing Automation Platform (MAP); Create Digital Promotion Assets



Step 5: Execution: Deploy Website Content; Deploy MAP; Initiate Campaigns; Integrate MAP with Offline Efforts



Deploy Website Content

- Deploy digital assets and publish Top-of-Funnel content on website

Deploy MAP

- Integrate with web page Lead Capture forms
- Activate Lead Scoring functionality
- Activate Campaign decision tree functionality

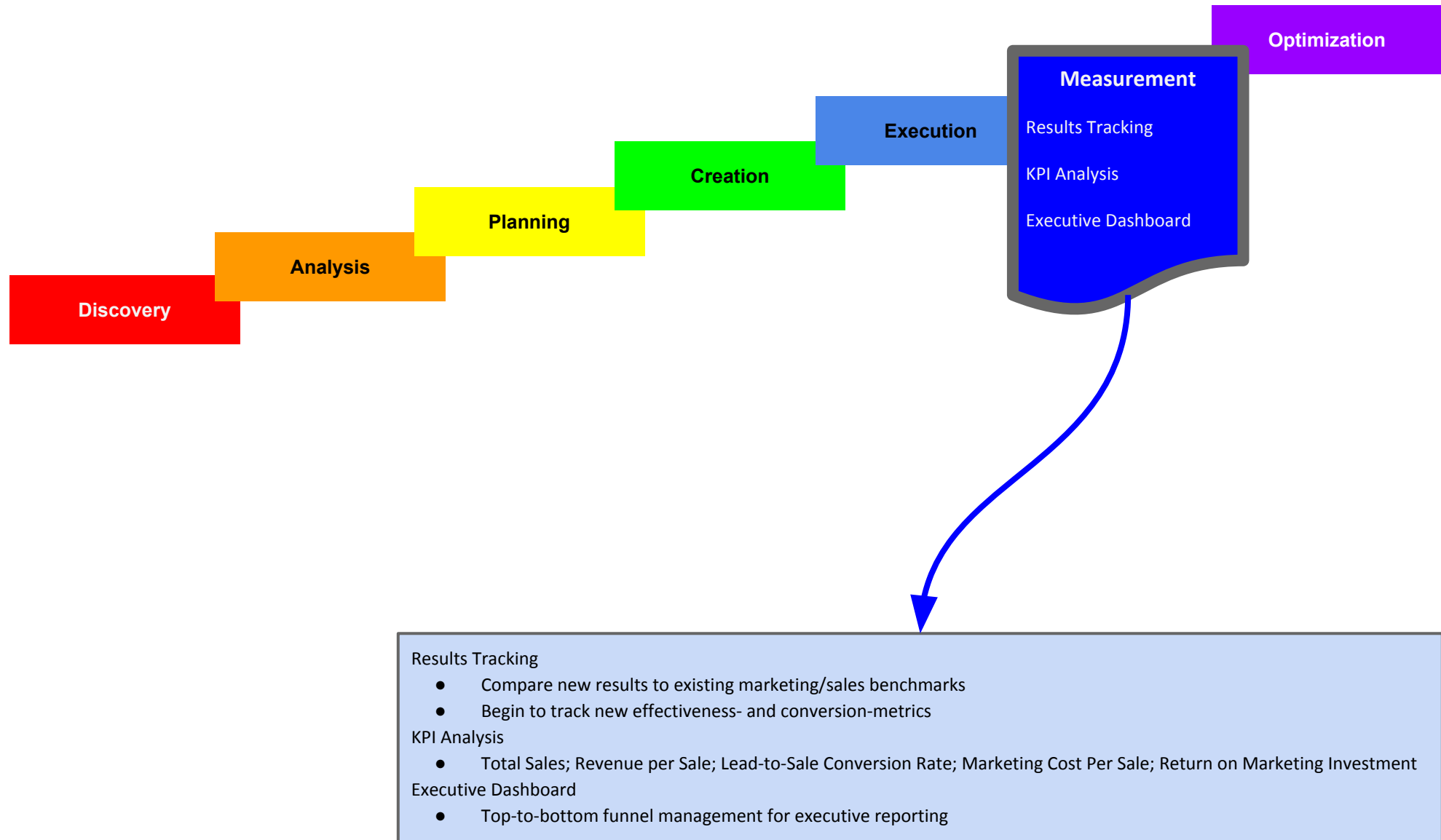
Initiate Campaigns

- Drive Inquiries to Top-of-Funnel (Discovery) content with SEO, PPC, social media, etc.
- Nurture Leads with emails promoting Mid-Funnel (Consideration) content
- Assist Sales with emails promoting Bottom-of-Funnel (Decision) content
- Commence Onboarding, Retention, and Offboarding Campaigns

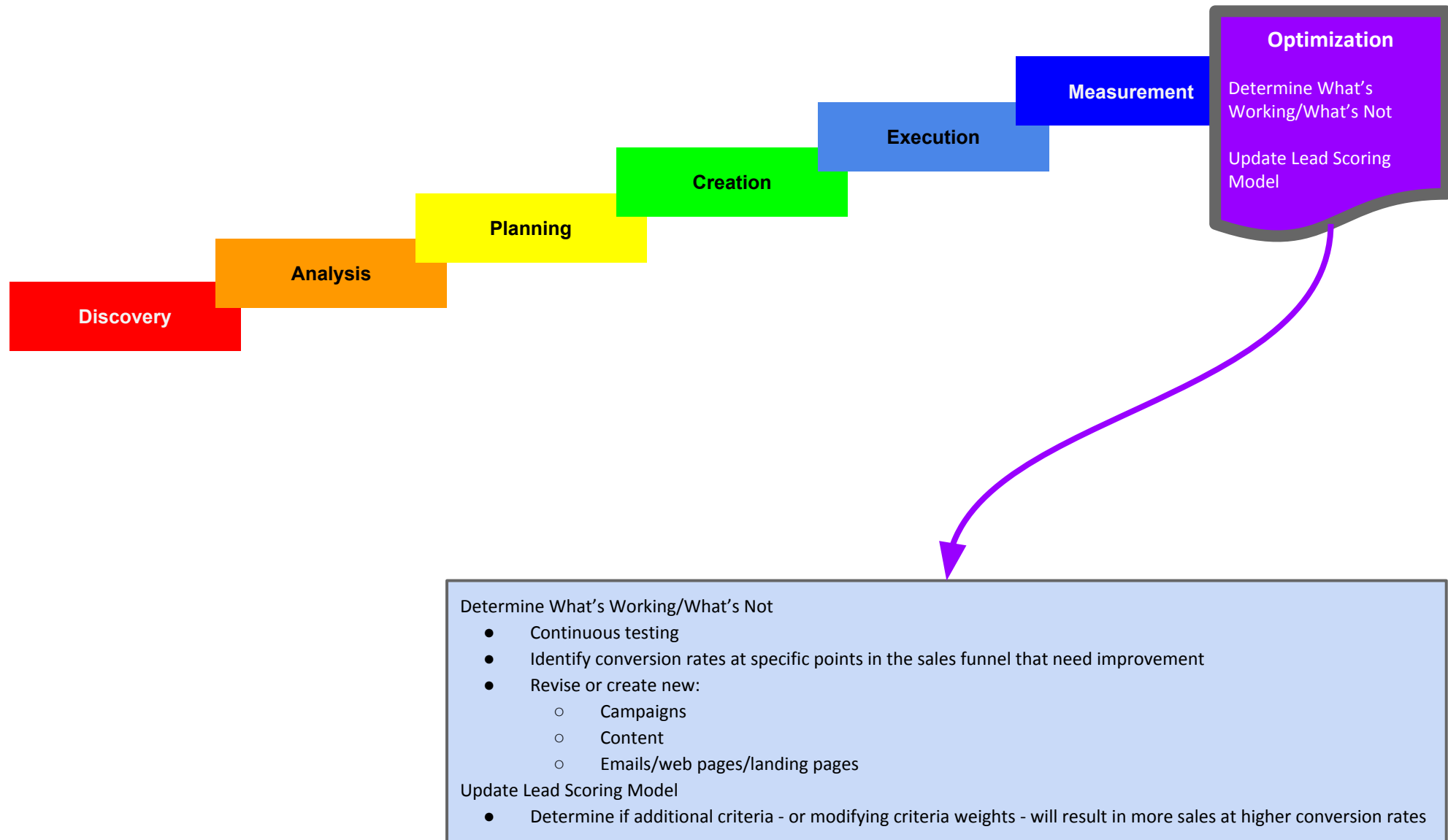
Integrate MAP with Offline Efforts

- Maximize the effectiveness of Trade Shows, or Sports Tickets by targeting late-stage/high-value prospects

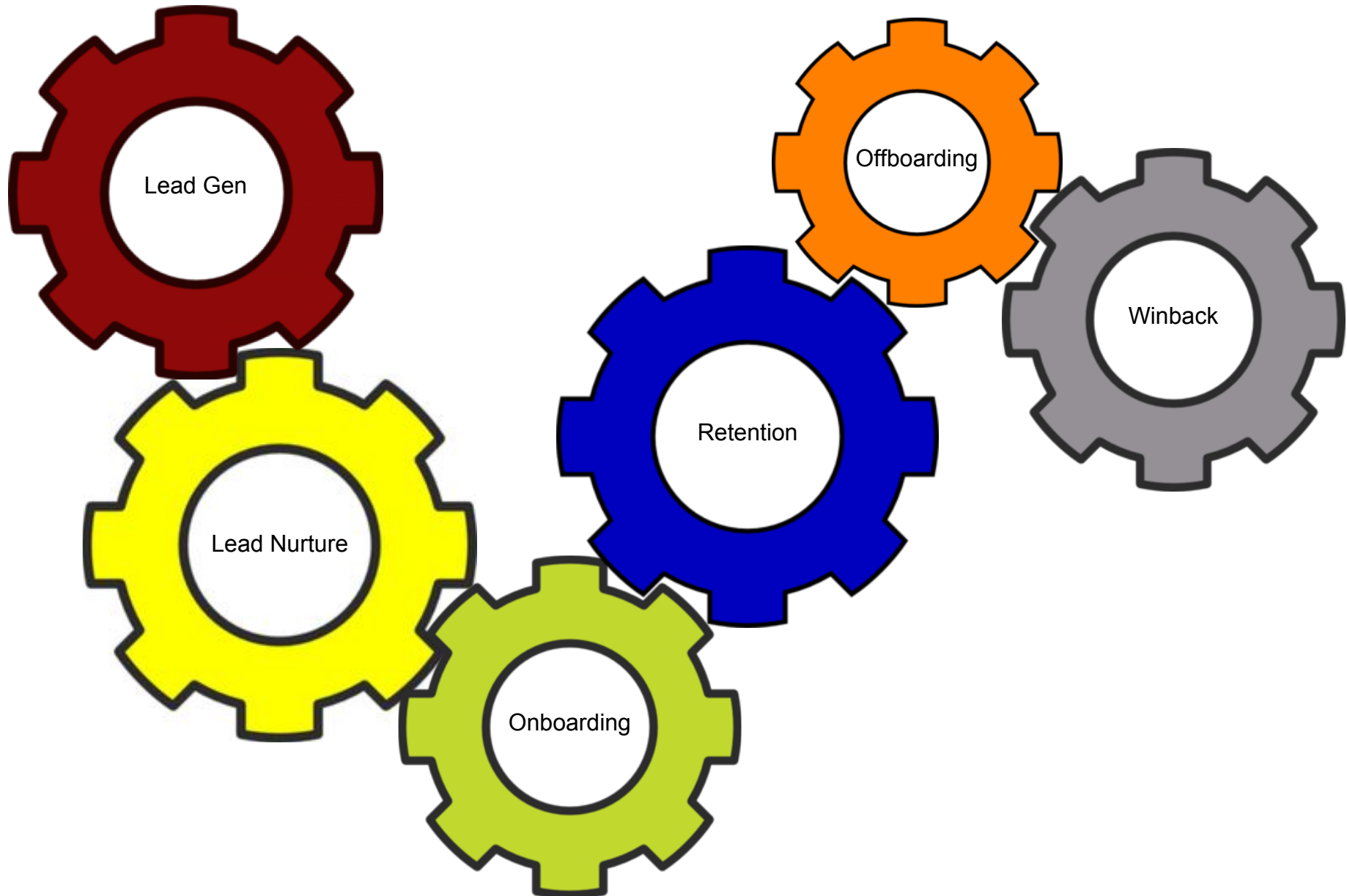
Step 6: Measurement: Results Tracking; KPI Analysis; Executive Dashboard



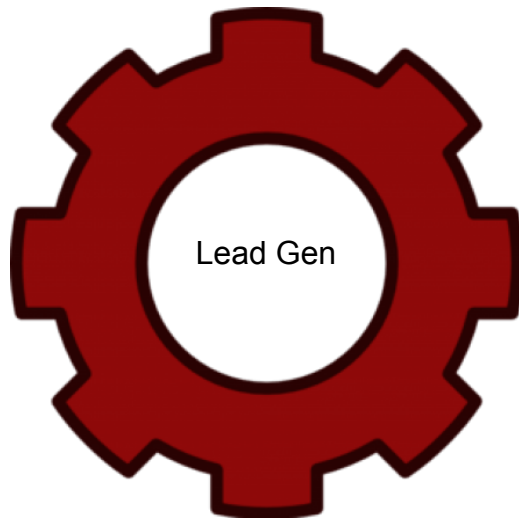
Step 7 - Optimization: Determine What's Working/What's Not; Update Lead Scoring Model



Six campaigns cover the lifecycle of a lead



Six campaigns cover the lifecycle of a lead: Lead Gen



Inquiries and Leads are captured using SEO and Online Advertising to promote Top-of-Funnel, “open” content targeted at prospects who are in the Discovery phase of the Buyers’ Journey

Six campaigns cover the lifecycle of a lead: Lead Nurture



Leads not ready to purchase - in the Consideration or Decision phase of the Buyers' Journey - are nurtured with Mid-Funnel, "closed" content such as webinars and case studies.

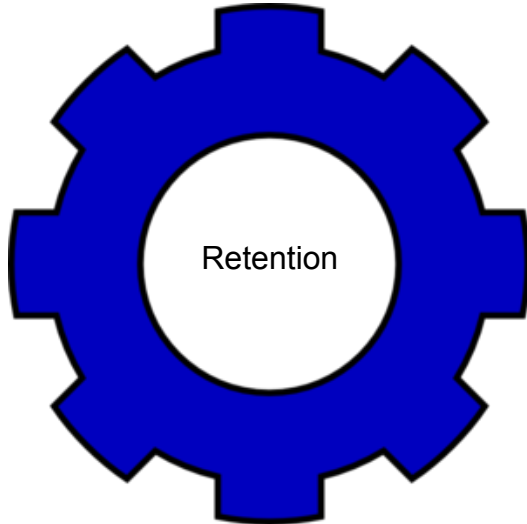
Six campaigns cover the lifecycle of a lead: Onboarding



A campaign dedicated to helping new customers activate their purchase with a minimum of confusion and frustration.

Examples include “Quick Start” guides, “Pro Tips”, and short videos addressing topics or questions frequently raised by new customers.

Six campaigns cover the lifecycle of a lead: Retention



Fortifying the brand relationship by helping customers get the most from their purchase, while inoculating them from competitive overtures.

Example: a quarterly eNewsletter featuring testimonials and case studies from customers who have realized meaningful benefits, or who have found innovative uses for the product.

Six campaigns cover the lifecycle of a lead: Offboarding



A campaign dedicated to helping exiting customers transition to a new vendor with a minimum of dislocation or downtime.

In addition to reinforcing a positive brand image, it explicitly “leaves the door open” to reconsidering the decision if the new vendor fumbles the transition.

Six campaigns cover the lifecycle of a lead: Winback



Periodic contacts to maintain relationship with ex-customers who may regret decision to leave for another vendor, and be open to reconsidering.

Example: a series of emails with information on new features, new pricing, success stories, etc..