

THE BLUEPRINT

of a Modern Marketing
Campaign





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Overview

Technology has altered the way we work and live – and it has assuredly transformed the way we practice marketing. Modern tools like marketing automation make it possible to launch a worldwide campaign, track it, improve it, and generate profits from it – all from a single office. These tools give businesses and other organizations a greater ability to deliver their messages to the people most interested in it, and the most likely to buy. This inbound marketing approach leads to greater profits with less effort and fosters goodwill with the public since the audience has chosen to engage with your content and invest its time in your efforts. Inbound makes them participants in your message, not just spectators.

With marketing automation tools, tasks like creating and distributing email campaigns, managing social media messages, and upgrading your website all become faster, more efficient, and easier to measure. You'll also be able to see which of your web pages generate the most leads and which miss the mark. You'll have the information on how many people open your emails, click on links, and convert via your

offers. With all this data available to you, you'll be able to make rapid improvements to your marketing messages and keep your campaign on track to deliver strong results and a hefty ROI.

From the beginning to the end of your campaign, this guide can help you plan, launch, track, tweak and win with your inbound marketing strategies.

STEP 1

Build a Remarkable Inbound Website

Good-looking websites are a dime a dozen. Any freshman in Web Design 101 can create an attractive website, and your competitors' sites likely feature appealing designs. But eye-catching graphics and layouts aren't the only thing that make websites successful. The foundation of a profitable inbound marketing campaign rests on a site that is attractive but also delivers a powerful user experience in an easy-to-navigate format. Almost all of your marketing activities will be geared toward driving customers to some part of your website – so make it extraordinary.



► A GREAT WEBSITE BOASTS THESE QUALITIES:

- It speaks to every stage of the buyer journey. Whether a visitor is entirely new to the concept of your product or is a seasoned pro in the industry, the website must address their needs.
- A great website is welcoming and informative, without being pushy or sales-y. There will be plenty of opportunities to close the deal later. For now, you are informing, inviting, and educating.
- It explains "why" not just "what." Many websites talk about what their products are, neglecting to explain why the customer would even need it and how they would use it. Focus on use cases. Help the shopper visualize using your products.
- The navigation is dummy-proof. There are many areas in the marketing campaign to get creative. Navigation is not one. People are not dumb, but when put in new and unfamiliar situations, even the smartest of Internet users can do silly things. Keep it simple and make it easy for them to find what they're looking for.
- It features a responsive design that makes it as seamless to shop from a smartphone as it does via a full-size desktop computer and other mobile devices. A huge part of modern SEO is delivering a stellar user experience for mobile shoppers.

Now that you have the foundation of an extraordinary inbound marketing campaign paved with a robust, well-working website, it is time to populate it with the content that will attract, educate, inform, and convert.



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The Basics of a Great Website



Every good website has the following essential elements:

- [Homepage](#)
- [About page](#)
- [Contact page](#)

In addition, these optional pages can help support your message:

- [Products \(or categories\)](#)
- [Photos](#)
- [News \(or press releases\)](#)
- [Blog](#)

Use these pages to make a positive first impression with your visitors. Your web pages and the content on them should make it simple for a visitor to determine who you are, why you exist, what you do, and where you are. Remember, when visitors arrive at your site for the first time, they likely do not know much, if anything about your brand.

Also make sure that you have a physical address listed (not a P.O. box) and a real, working phone number so that visitors will be able to trust you with their address, credit card information, name, birthday, or any other personal or business information. Instill confidence in your potential customers by making it clear who you are, where you are located, and how they can reach your various departments if they need help.



STEP 2

Populate Your Website with Phenomenal Content

Before developing content, you'll want to make sure you understand your target demographics and how you can tailor your messages to reach them. That requires developing your customer persona(s) and mapping your customer journey. A customer persona is a description of your buyer. There will usually be multiple customer personas, based on the different demographic groups that typically buy your products.

The customer journey is a map of how a client progresses through your marketing funnel. What content generates the most attention at the initial awareness stage? Where is that content best placed for maximum effectiveness? What content convinces them to provide their contact info to become a qualified lead? Where do your most valuable customers originate? What content leads to the highest dropout rates? You can usually answer these questions and develop a map of your customer journey using your marketing metrics.

Know and understand your buyer personas and their respective customer journeys before developing content to speak to them. This results in more targeted, relevant, meaningful content that helps push your customers through the research and buying stages.



► THE BLOG

Your blog is the easiest way to target all of the short-tail and long-tail keywords you need to be found by search engines. The blog establishes your brand as an industry thought leader. It is the best way to keep your website filled with fresh, relevant, newsworthy content (which search engines algorithms look for), and gives you new information to continually populate your social media pages.



► THE LANDING PAGES

During your marketing campaign, you will be distributing lots of messages in lots of places. These messages should all drive your leads back to a particular landing page where they can either A) learn more or B) buy. Depending on the complexity of the campaign, the number of buyer personas you have created, and the types and amount of content you produce for the campaign, you may have one landing page or many.

The important part is that the landing page collects vital information from your leads and helps direct visitors to other beneficial parts of your website, such as your new e-book, a webinar or a product page. Resist the urge to ask for too much information on your landing page forms. Be content to collect only names and email addresses at first. In effect, your landing page and introduces you to the customer and contact information forms introduce the customer to you.



► **SEO** (Search Engine Optimization)

Every page on your website needs to be optimized for search engines. The best way to do this is to develop exceptional content, and lightly sprinkle your targeted keywords in at reasonable intervals. Search engine algorithms look for the same qualities in a website that human visitors do: well-structured pages with well-written content. They do not like bad grammar, poor spelling, images slow to load, complicated or confusing navigation, or content that is over-laden with keywords.

► **CTAs** (Call-to - Actions)

All your content should end with a call-to-action. CTAs are not always a pitch to buy your product. Most CTAs should invite the buyer to move further along the marketing funnel, e.g., offer video tutorials, e-books, research papers, and infographics in exchange for a few of their personal details that can help qualify them as leads.



End each of your blog posts with a call to download your latest gated content. (Content that is behind a web form asking for information like a name and email address.) Conclude your homepage content with an invitation to view a how-it-works video. End every content element with instructions on

what to do next (get the e-book, view the video, buy now, etc.).



STEP
3

Expand Your Inbound Marketing with Social Media

Managing social media is time-consuming, so choose your platforms carefully. It isn't necessary to be on every social network, but it is necessary to be active, engaged, and responsive on the social channels your clients use.

Research which social networks are most relevant to your market. B2B customers focus mostly on LinkedIn and Twitter. B2C shoppers are more concentrated on Facebook, Pinterest, or Instagram. Younger demographics lean heavily toward Snapchat.

Niche social media networks are excellent platforms for reaching subsets of the market. Look for niche social networks that have direct or indirect overlap with your target audiences. For example, you might find a high concentration of men on networks dedicated to sports, or of women on networks set up for foodies and fashionistas.

Add social sharing buttons to all of your web pages and content, especially your blog posts. This makes it more likely that your content will be shared, read, and exposed to the largest audience possible.



► SHARING OTHER OFFSITE CONTENT

Supplement all your blog posts with other content like videos, cartoons, infographics, and in-depth articles, and distribute all of your blog posts on social media. Besides the relatively low-cost social media promotions, you should consider in other advertising and marketing, including pay-per click (PPC) ads and banner ads on other websites that invite viewers to click through to your site. One popular example of PPC ads is Google AdWords, in which Google displays your ad atop the organic results of a search. You only pay for the clicks you receive, making it a low-cost method of advertising that has a place in virtually all marketing campaigns.

Email marketing

High-quality email marketing offers the recipient something useful and valuable, such as another piece of content like a newsletter, whitepaper, or video. If done right, email is an excellent way to nurture multiple leads and customer relationships at once for a low price. Email marketing tools allow you to personalize the emails and to broadcast emails based on the recipients' prior searches and expressed interests. For example, if they recently downloaded your e-book, "How to Land a Fighter Jet" they might enjoy getting an email that invites them to view your latest video, "10 Fighter Jet Landings That Will Take Your Breath Away."

Guest blog posts

Guest blogging is a low-cost and relatively easy way to get your brand more exposure. It is essential to provide the blogger with a high-quality, valuable post that his/her readers will want to read. Guest blogging is also

an excellent way to establish your executives, engineers, and developers as thought leaders within the industry. Guest blogging opportunities can be tricky to negotiate, so outsourcing some of these activities to an experienced inbound marketing agency can be helpful.

Traditional advertising

Although print and broadcast media can be more expensive than digital advertising, ads delivered via TV, radio, periodicals, and direct mail can be a good way to complement your digital marketing efforts while also reaching demographics that aren't as active in online communities. According to Pew research statistics, audiences that are more mature, have lower incomes, lower levels of education or live in rural areas tend to spend less time online, and can often be reached more effectively with traditional advertising methods.



All of your campaign messages must flow naturally from your campaign theme. When developing your idea, it is essential to craft a story that can be told on a variety of platforms in various formats without losing its punch. Pick a theme that lends well to attractive graphics, in-depth research papers, compelling videos, and enthusiastically sharable social messages.



STEP 4

Leverage Marketing Automation for an Impressive Outcome

Marketing automation allows you to remove the manual labor from most of the tedious, redundant processes traditionally involved in inbound or outbound marketing, freeing you up for more creative tasks. Automation tools collect vital metrics that can be used to refine and improve your marketing messages during each campaign.



Marketing automation metrics tell you everything you need to know to create and develop buyer personas and to segment your buyer personas into smaller, more targeted groups. Good metrics tell you which pages on your website visitors usually visit first, which they linger on the longest, and which have the highest dropout rate. They tell you which keywords you're ranking well for on search engines.

Automation metrics also help you map the customer journey. When brand new visitors first arrive at your website, what page(s) do they typically enter first? How do they navigate through to your other content? At what point are they comfortable giving you their email addresses? Are they more likely to give you their info if you are offering an e-book or a webinar? Marketing automation allows you to collect this vital information so you can generate more content that works for you, or to change or eliminate what's causing the highest dropout rates.

Marketing automation tools help you stay on top of your offsite marketing messages, including how your content fares on social media (how many likes, shares, follows, and comments you receive). Automation is also essential for tracking the success of your PPC and other advertising.



STEP 5

Measure, Revise, Rinse, Repeat

What separates the moderately successful marketing campaigns from the outrageously successful ones is not always how good a campaign is when it rolls out the door. Often, it is the marketer's ability to tweak, refine, and improve strategies and tactics according to the response they are getting from leads and customers during the campaign. Did a particular message resonate with your blog readers? Maybe that should be extended to a guest blog post or included in a new whitepaper or video tutorial. Use your automation tools to collect the metrics, evaluate what the metrics say about your marketing messages, then refine the messages according to the response of your target audiences.



The metrics collected during the campaign can help marketers to better segment and shape their buyer personas as well. These personas are rarely static and tend to evolve according to changes in the marketplace, industry trends, and the development of new products and markets. Never assume that your buyer personas and your buyer's journey mapping are complete. These are always moving targets that need to be tracked with the latest, most relevant metrics in order to create and deliver the messages that will best engage your audience.



The campaign you cross the finish line with will be better, stronger, and more successful than the one you launched at the start. Such is the beauty of marketing automation and the metrics you can glean from these tools.



About Inbound 281

WHO WE ARE

We are a digital marketing agency dedicated to helping our clients navigate the digital landscape, connect more meaningfully to their customers, and inspire their audience with purposeful content. We do this by leveraging inbound marketing and web design strategies for business, corporate, and enterprise marketers.

OUR MISSION

Our mission is to use our inbound approach to develop leading-edge digital marketing plans, perceptive strategies, and valuable solutions to help you engage your customers with more two-way conversations and personal interactions to support revenue generation.

READY FOR A CONVERSATION?

If you are interested in a comprehensive plan that combines website design, email marketing, social media marketing, content development, and automation – or if you'd just like to learn more about how an inbound marketing plan can complement your established branding and communications strategies to meet your organization's unique needs, reach out and have a conversation with us.

[TALK TO US](#)



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