

Learn how B2B companies are using new technology  
to develop leads that convert to business.

30 DAYS TO  
**inbound**  
MARKETING SUCCESS



# Introduction

If your company has decided to embark on developing an inbound marketing program there are several key steps required in order to achieve success.

This document outlines the critical steps required to develop a successful inbound marketing strategy and the tactics to launch one within 30 days.

*While 30 days is a good benchmark, we have clients that take shorter than 30 days and some that are looking for more custom solutions take longer than 30 days. The time it takes each individual client to successfully launch their inbound marketing program is based on several factors that we will outline in this eBook.*

*You will also notice that there is not a step for each of the 30 days. It's not likely that you will have time to work on your inbound marketing strategy or tactics on a daily basis and will do so in chunks of time versus daily.*





An integral part of our inbound marketing program and one that we use to keep us following inbound marketing best practices is the **7 Step Lead Generation Strategy**.

# 1. Determine Your Objectives & Make a **Plan**.



Develop your content strategy based on target personas and research.

## 2. Create Content.



### 3. Distribute Content.

Share using social media and get found using keywords and SEO.



## 4. Capture Leads.



Generate lists of qualified prospects using premium content offers.

## 5. Analyze Your Data.

What's working?

What's not?

***Adapt.***





## 6. Cultivate and Nurture Leads.



Create additional offers and points of contact to make leads sales ready.

## 7. Convert Leads into Customers.

Use compelling bottom-of-the-funnel offers and a plan of approach to close new customers.



# A Partnership

With each of our clients we offer recommendations and support based upon our vast experience in taking clients from our Inbound Marketing Planning Day to posting their first blog post to designing A/B Testing for landing pages and analyzing the results.



## HubSpot Gold Certified Partner

At The Center for Sales Strategy we believe in full disclosure and throughout this document you will see a number of references to the HubSpot software platform that we use for ourselves and with our clients. The Center for Sales Strategy is a certified HubSpot partner and Value-Added Reseller (VAR).

# Why HubSpot?

After reviewing several other inbound marketing and marketing automation software company's offerings we have chosen to work exclusively with HubSpot as the HubSpot software platform provides a best-in-class experience for our clients (and for our own inbound marketing team.) While other software programs may offer solutions that meet similar needs we feel that HubSpot offers the best "all in one" inbound marketing solutions.





# Get Buy-In From Bloggers and Senior Management

# Get Buy-In From Bloggers and Senior Management



The very first activity that must take place to ensure success with your inbound marketing strategy is to have the buy-in from senior management and have those involved with doing the work excited about inbound marketing. For most companies inbound marketing is something that's new and is a concept that some executives are unfamiliar with. Because of the reasons listed above, and with any new project, it's good to get buy-in from senior management and in this case your team of bloggers who will be helping to produce content for your blog.



# Choose Your Team

# Choose Your Team



Choosing your Blog Manager and Blog Publisher are the most important initial decisions that you will make as these two positions will both drive and implement your strategy.

It's best if the Blog Manager has the skills to manage a website (which in essence is what a blog is) and the Blog Publisher should be from senior management in order to make high-level decisions regarding the direction of the blog.





# Strategic Planning Day

# Strategic Planning Day



Your team is in place now and you might even have a few ideas for blog posts. However, in order to develop the most effective inbound marketing program for your company, it's important to get the team together and discuss a number of items that impact your strategy including:

- Roles and responsibilities of your team
- Design of blog (custom vs. template)
- Your audience / personas
- Content calendar
- Blog writers
- Possible blog topics
- Possible premium content
- Keyword Strategy

# Strategic Planning Day



If you are a client of The Center for Sales Strategy we will send an Inbound Marketing Consultant to the meeting in order to facilitate and provide information on best practices. They will lead the meeting and transcribe notes so it can be captured and made into a customized inbound marketing strategy for your business.

Our 50+ page Inbound Planning Day Workbook will guide everyone through the necessary discussions and topics, including a variety of worksheets to record our thoughts and plans.



# Finalize Inbound Marketing Strategy / Determine Design

# Finalize Inbound Marketing Strategy / Determine Design



By now you should know whether or not you are going to add the blog to an existing website (blog.mycompany.com) or if you are going to use a separate domain name (ourblog.com). If you are using an existing site, HubSpot can help you with creating the same look and feel as your current site. If you are going to use a new domain and URL without an preexisting branding the HubSpot template is very easy to customize and allows you to change the header, logo, navigation, colors, and so forth. There are also many other blogging platforms available, such as Wordpress or Blogger, that can host blogs but don't contain the same software, tools, and analytics as HubSpot. These are still viable options if they fit your needs though.

# Finalize Inbound Marketing Strategy / Determine Design



## ***EXPERT TIP:***

Sometimes clients get bogged down focusing too much on customizing the template (or not using it at all) when they could be creating blog posts and focusing on setting up their keywords. Too much customization of the HubSpot template can add days or weeks to the date of your projected launch of your blog so keep in mind that you can always update the design as you go, what's most important is to start creating content and get the blog launched.



# Start Writing

# Start Writing



While you're finalizing the design of your blog and/or website, you'll want to start getting other important steps out of the way. The primary thing to focus on from the start is having your bloggers start writing content. By implementing your keyword research from the Inbound Planning Day and utilizing the list of blog post titles created, you should have a plethora of ideas to get started.

You'll also want your team to start thinking about the first piece of premium content that you will create to capture leads. This should be published prior to your launch. It could be a whitepaper, eBook, checklist, or a simple guide.





# Set Up Social Sharing Sites

# Set Up Social Sharing Sites



It's important to set up company pages and profiles on social media networks such as Facebook, Twitter, LinkedIn, and Google +. These will be some of the primary places for you to distribute content and social sharing will play a huge role in your overall search rankings.

HubSpot has sophisticated social media tools that enable users to syndicate their blog posts to all of their social media sites with the click of a button. These posts can also be scheduled and repeated so that important items like premium content can be constantly flowing through your social media channels.

## **HubSpot Social Media Tool Tip:**

To maximize the reach of your blog utilizing social media, add your blogging team's social media profiles (Twitter and LinkedIn are recommended) to the HubSpot social media module. When a new blog post is published it will go to their social media accounts as well.



# Keyword Strategy

# Keyword Strategy



Keywords should be part of the discussion at your Inbound Planning Day but you'll want to take some additional time to really focus on developing a keyword strategy. If you don't have a current website that you can use to help determine keywords you can use the HubSpot keyword tool to generate your keyword list. If you are comfortable with Google Ad Words and their keyword tool you can use that to gain analytics on keywords as well.

We recommend that clients don't pursue keywords that are extremely difficult to rank well on (less than a 50 in difficulty). For instance, don't go after the term "social media" and instead focus on long tail keywords that have additional descriptors such as "Dallas social media" or "Social media for small businesses." By adding these additional descriptors it helps to narrow the number of searches being done on that keyword or phrase and reduce the competition, which provides you with a better chance to rank higher on that keyword or phrase.



# Blog Posts and Search Engine Optimization

# Blog Posts and Search Engine Optimization



Now that you are getting ready to start publishing blog posts, it's time to make sure that you are following all the best practices for optimizing your posts for SEO. Keywords should be used appropriately and naturally in your meta keywords, meta description, image alt tag, title, url, and body of the post.

Load your first four or five draft posts into your blogging tool and include keyword and meta descriptions. HubSpot will guide you with prompts if you have too few keywords or too long of a meta description, etc. Note that these are just guidelines and if you need to add a few words to have your meta description make sense, then it's okay.



# Landing Pages and Contact Forms

# Landing Pages and Contact Forms



You are more than half way to your official blog launch! At this point you should have some blog posts published to the blog and more in the works. Next up, we'll want to make sure that you have premium content on your site that can be downloaded in exchange for contact information (this is how we generate leads in inbound marketing.) You should be wrapping up your first piece of premium content soon, so you'll need to create the landing page which is where this conversion takes places.



# Landing Pages and Contact Forms



Every single piece of premium content you have will have its own landing page for conversion opportunities, as well as a unique contact form for capturing analytics.

It can often be hard to develop pieces of premium content internally that are both in-depth and valuable to your target persona. Because of that, all of our service packages include premium content pieces. If you are having trouble developing premium content offers, you might want to look into outsourcing your content as well.

**Remember: The goal of the landing page is to get a visitor to convert by filling out the contact form that's found on the landing page. There are many landing page best practices that should be followed in order to increase your conversion rate.**



# Set Up Lead Nurturing Campaigns

# Set Up Lead Nurturing Campaigns



After a visitor fills out a contact form they become a lead. These leads often need to be made sales ready and moved through your sales funnel. For instance, if a site visitor fills out a form to download “10 Facebook Best Practices for Business” there is no evidence by the title of the download of their interest in your specific product or service. This type of offer is considered a “top of the funnel” offer and is typically one where you just try to capture their email address and don’t ask for a phone number. You want to get as many top of the funnel leads as you can to build up your database.

# Set Up Lead Nurturing Campaigns



When you are setting up the form to enable your site visitors to download the content from your landing page you have the option of enrolling them (after they fill out the form) in a lead nurturing campaign – also known as a workflow. This is a series of emails that are sent automatically at predefined intervals and in sequence with the intention of making these top of the funnel leads sales ready. You will feed them more and more relevant content that can help you determine their level of engagement and whether they are a qualified lead.



# Soft Launch of the Blog

# Soft Launch of the Blog



We recommend that clients have at least 6-7 blog posts published before starting to announce the launch of their blog. This will give visitors the impression that your blog has been around for some time and that there is valuable content already there. This will also enable search engines to start crawling your new blog and indexing your pages and blog posts. Also, by publishing several blog posts across several categories it will help to fill in your sidebar widgets such as “latest posts” or “cloud tag.”



# Launch of the Blog

# Launch of the Blog



It's time to launch your blog! By now, you've got a handful of blog posts up and at least one premium content offer to convert visitors to leads. You'll want to determine how else you plan to promote your new blog.

Do you want to invite current customers and partners to check it out? Will you request that all employees visit the blog and share with their contacts?

At this point, you'll need a plan in place to get the word out and start growing your traffic.





Don't Rest  
on Your Laurels

# Don't Rest on Your Laurels



Now that your blog has launched, picked up a few subscribers, and you have started to generate a few leads and page views, it's not time to take a vacation or plan your sabbatical. Now that your blog is live and you are starting to promote the blog it's important that you continue to "feed the fire." It's important that you are continuously adding blog posts, premium content, and new landing pages to continue to generate new leads and prospects.

If you are starting an inbound marketing program and would like to learn more about how we help companies achieve their inbound marketing goals, or would like customized feedback on your current inbound marketing efforts, then schedule a consultation with us today!

*Click Here*