



Five Essentials of Inbound Marketing

Contents

What is Inbound Marketing?	3
Why is it Important?	4
Step One: Search Engine Optimization	5
Step Two: Call to Action	6
Step Three: Landing Page	7
Step Four: Thank You Page	8
Step Five: Email Nurturing	10
Conclusion	11



What is Inbound Marketing?

Inbound marketing is what differentiates small businesses who must hunt for every sale from Titans of Industry who seem to have people flocking to them with open wallets. It is the principle that migrates your sales team from spending 80% of their time cold-calling prospects and working with a 20% close rate to a sales team that spends 20% of their time closing 80% of your revenue because the prospects who contact your company are already sold on your product.

Inbound marketing is the proven way to build growing, successful businesses, and implementing this type of strategy is necessary for your business to keep up with (and exceed) the competition.



Why is Inbound Marketing Important?

81% of consumers research products online before buying, according to AdWeek.

We live in an era of digitally savvy consumers who have the answers to all of life's questions in the palm of their hand (specifically, in the smartphone lying in the palm of their hand). Consumers are constantly researching products and companies, as well as prices, before choosing where to invest their time and money. According to AdWeek, 81% of consumers will conduct online research before buying a product.

That means that in order for your business to be successful, you need to do two things:

- 1. Be found online by consumers.**
- 2. Gain consumers' trust in order to earn their business.**

The best way to hit these two goals with one strategy? **Inbound marketing.**

When implemented correctly, inbound marketing operates as a well-oiled machine, generating a constant flow of new leads who have already expressed interest in your services. While it requires heavy effort up front, it is simple to maintain consistent growth and lead generation. Let's jump into the five key components of a successful inbound marketing strategy.



Step One: Search Engine Optimization

Search engine optimization (SEO) has been the buzz around marketing for the last several years – and for good reason. SEO is the technique that makes websites rank as top search results on the major search engine platforms like Google, Bing and Yahoo. Remember that statistic earlier about 81% of consumers doing online research before buying a product? Well, if your website is not ranking in search engines, you're missing key access to 81% of your potential buyers who are looking for help regarding your services.

This is your chance to become a trusted advisor regarding the products and services you sell. Your entire inbound marketing strategy relies on your website consistently ranking high in search engine results pages, so it's important to set this foundation carefully.



Step Two: Build a Call to Action

Once people find your website through search engines, you have to have a method in place to convert them to leads. A call to action is just what it sounds like – a call-out on your page telling your readers to do something, typically to download an e-book or info sheet.

The mistake many companies make is that they add contact forms to every page of the website and then hope someone fills it out. Now, let's be clear – contact forms are great. Keep them on your site. However, contact forms are typically filled out by people who already know they want to buy your service. They are a fiery-hot lead! But what about the warm leads who are interested in your product, but want to learn more? Most of these people will not fill out a contact form because they don't want to be called and sold to (we can thank the cold-calling era for that thought process).

To capture warm leads from your website, create a call to action offering a free download to learn more information about the benefits of the services you offer. Remember that statistic about how 81% of consumers research products online before buying? Help them research while still leading their decision toward your business by offering a free download for an e-book or infographic about what you offer.



Step Three: Build a Landing Page

By now you have people finding your site and requesting more information about your services through a call to action button on your site, but you still haven't converted them to a lead. Frankly, at this point, you still don't have the contact information for your warm leads. That is where a landing page comes in. A landing page plays a crucial role in inbound marketing and in growing your business.

Once a visitor clicks on your call to action to download a free e-book (or whatever you decide to offer), they should be immediately redirected to a landing page about the free download. To be simplistic, we will use the e-book as the free download example moving forward. This landing page should feature the following elements:

- A title including the word “download” so your visitors know what to expect
- A brief paragraph explaining what the e-book is about
- A list of three to four bullet points regarding what people will learn from this e-book (think about action items that the readers can take away)
- A picture of the e-book

On the right hand side of the page, there should be a contact form where people can enter their name, email address and whatever other information is necessary for your company to contact them. This contact form should clearly state that visitors must fill out the form in order to download the e-book. This form should integrate with your CRM and email platform to measure conversion rates and have a way to start marketing to the warm lead.



Step Four: Build a Thank You Page

Once visitors fill out the contact form for their free download, the download/submit button of the form should serve to store the contact information in your CRM and also redirect the visitor to a thank you page. This thank you page is just as it sounds – a page that thanks the visitor for downloading the ebook, and then offers an upsell or additional method of reaching out to your company.

For example, adding in a short promo video about what you offer immediately beneath your thank you paragraph is a great opportunity to continue to engage the prospect and lead them closer to becoming a client. Be sure to introduce the video in 1-3 sentences so your visitor knows why he/she should take the time to watch it.

On the right hand side of the page (where the contact form was on the landing page), you should have a contact form where prospects can schedule a consultation or appointment with your company. Again, this form should directly download into your company's CRM and email platform.



The key to continuing a prospect's journey with your company beyond the thank you page is to embed a navigation menu at the top of the page specific to the customer profile you are targeting. This keeps them engaged with relevant information about the services they are already interested in.

For example, if you own a massage therapy spa, and you are trying to target young athletes for sports massages, you may begin by offering a free download on the top five reasons professional athletes receive sports massages regularly. Once this specific type of prospect downloads the e-book, you want to make sure that you are still guiding them through the parts of your website relevant to their needs. A young athlete is likely not going to be interested in a page about how massages reduce arthritis pain, so guide the reader in a more engaging direction. By adding pages that are relevant to the young athlete demographic to the customizable top menu of your thank you page, you are now seamlessly guiding this prospect through the digital conversion funnel.



Step Five: Email Nurturing

The final step in most inbound marketing strategies (besides having your sales team reach out to close the deal) is email nurturing. Email nurturing begins the moment a visitor clicks on the download button to receive the free e-book. You can automate most email platforms to begin a specific drip campaign as soon as someone submits the contact form. The rule of thumb for email drip campaigns is that they should be sent every 5-7 business days; anything sent sooner than five business days may be viewed as spam.

To nurture your prospects through the customer journey, you need to send emails that are relevant to what they want. That means you should create a specific email campaign targeted toward each download.

For example, if you are a spine surgery center and you two options for downloads (a checklist for bulging disc symptoms in the lower back and a checklist for spinal arthritis in the neck), you should have two separate email campaigns targeting the prospects who downloaded either of those E-books. Someone with lower back pain will need different information than someone with neck pain, and it's your job to provide information that is specific to each person's needs so you can develop a trust relationship and convert your prospects to clients.



Conclusion

Note that in this entire inbound marketing process, your sales team has not made an effort to capture leads. Instead, the leads come to your sales team through automated marketing campaigns. This process requires some heavy lifting in the initial setup, but once it is up and running, it only requires moderate maintenance every month to keep the system flowing smoothly.

Are you ready to stop chasing unqualified leads and start having interested prospects knocking on your digital door? Are you ready to generate higher ROI by having your sales team close more warm leads and not waste time and money by cold calling or emailing people who are not interested?

Contact Burg & Co. Marketing today for a free consultation to discuss a scalable inbound marketing strategy that will change the way your business grows.

BURG & CO.
MARKETING