INBOUND MARKETING

An Introduction

Lionel Johnston, MBA

FARMERS MARKETING

TODAY'S TOPICS

- What is and why inbound?
- Buyer's personas
- Buyer's Journey
- Content development
- Philosophies
- Wrap-up

FARMERS MARKETING

FARMERS
MARKETING

IS FACEBOOK FOR REAL?

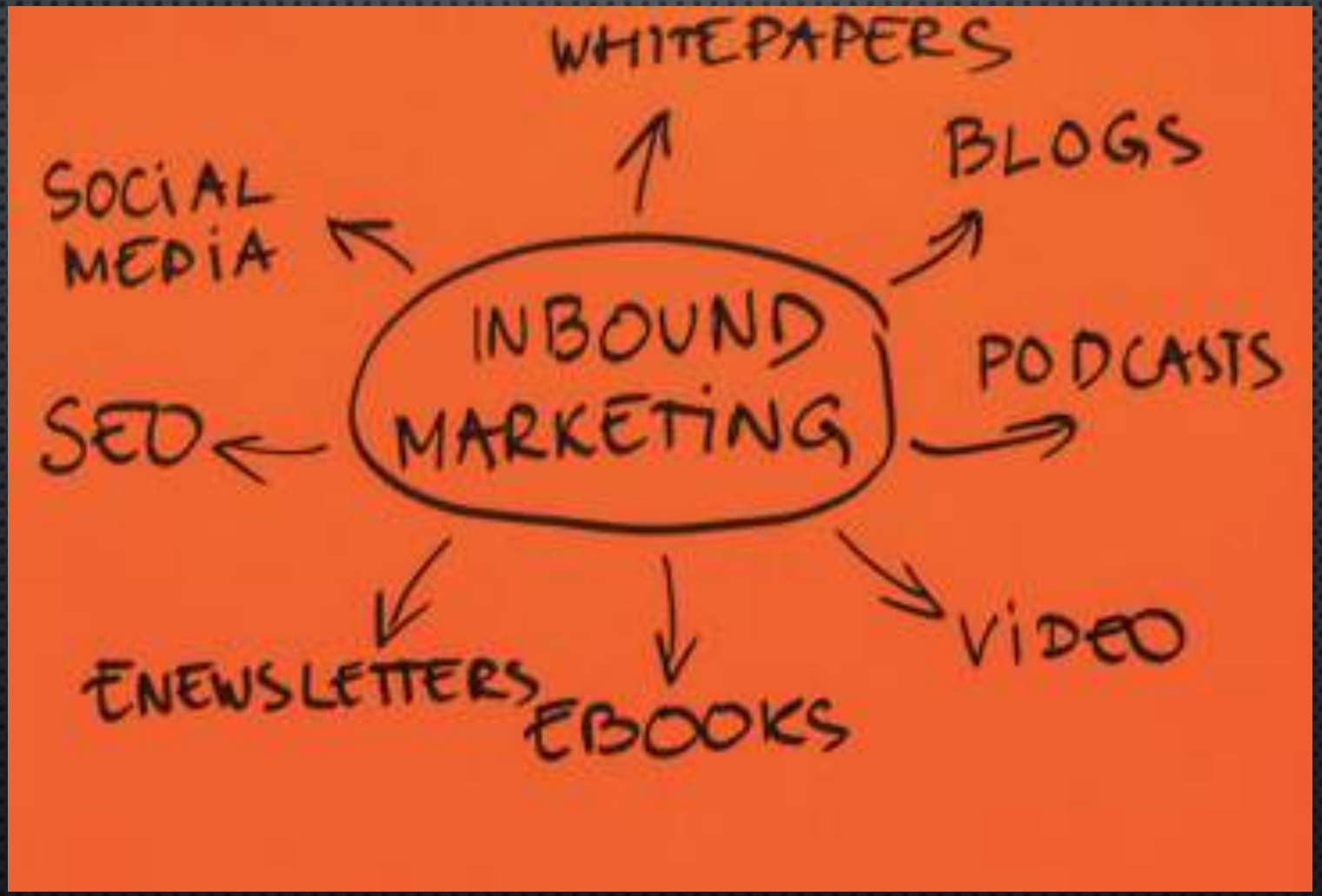
1. 1.2 B USERS PER MONTH.
2. 1B DIRECT MESSAGES SENT TO BUSINESS PAGES PER MONTH.
3. 62% OF DECISION MAKERS ARE ON FACEBOOK, 23.5% ARE ON LINKEDIN.
4. 1 IN 4 CONSUMERS GOT INFO ON FACEBOOK BEFORE PURCHASING

FARMERS MARKETING

WHAT IS INBOUND?

INBOUND MARKETING IS FOCUSED ON ATTRACTING CUSTOMERS THROUGH RELEVANT AND HELPFUL CONTENT AND ADDING VALUE AT EVERY STAGE IN YOUR CUSTOMER'S BUYING JOURNEY. WITH **INBOUND MARKETING**, POTENTIAL CUSTOMERS FIND YOU THROUGH CHANNELS LIKE BLOGS, SEARCH ENGINES, AND SOCIAL MEDIA.

FARMERS MARKETING



FARMERS MARKETING

GuitarJamz

1,896,231 subscribers • 1,337 videos

Welcome to **Guitar Jamz**, the Internet's leading guitar instruction resource with an all-star roster of teachers, including **Marty** ...

FARMERS MARKETING

Marty Music

490,280 subscribers

HOME VIDEOS PLAYLISTS CHANNELS ABOUT

Welcome To Marty Music!

270,085 views • 1 year ago

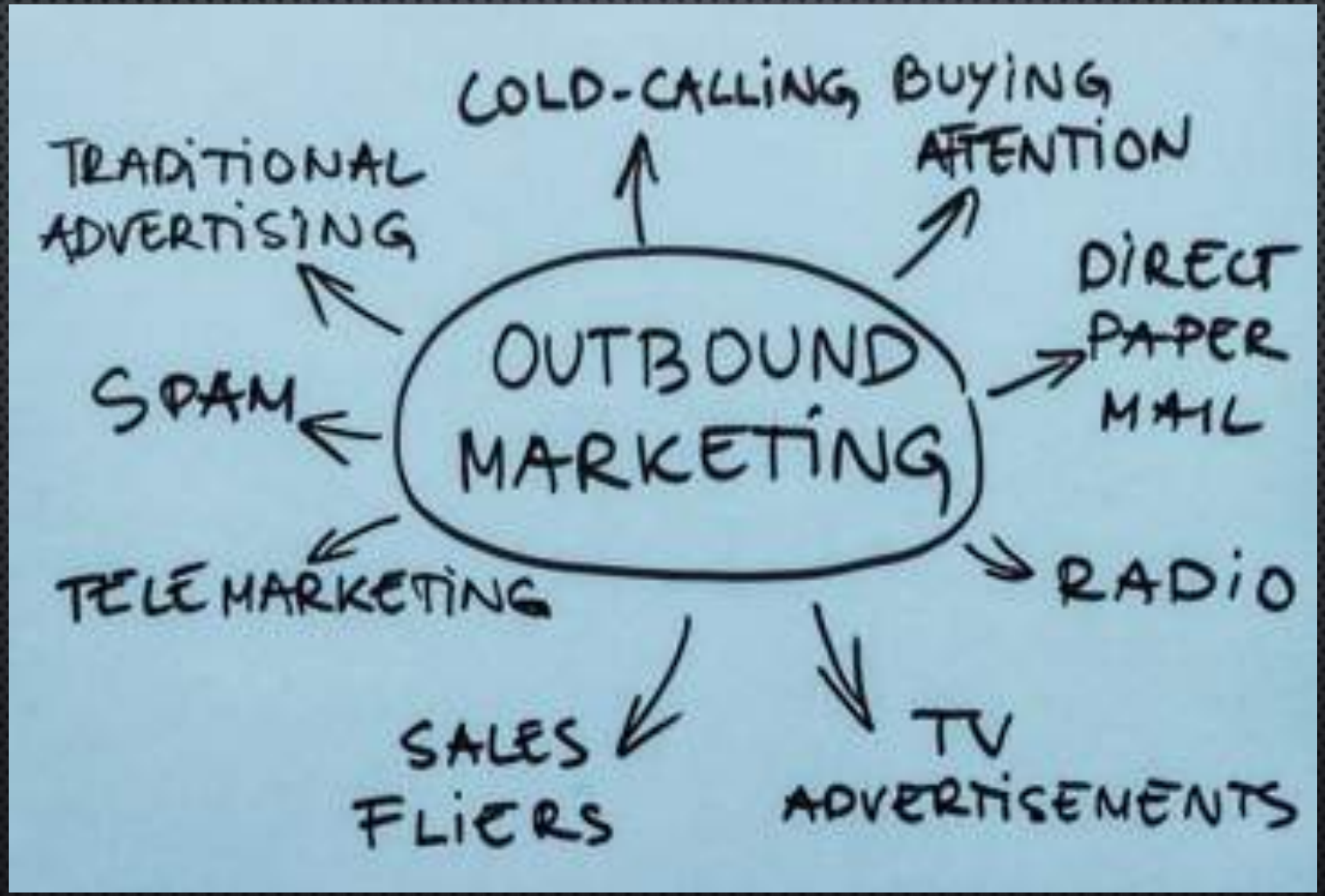
Follow Marty On Social Media!
Instagram - http://www.instagram.com/martyschwartz
Twitter - http://www.twitter.com/martyschwartz
Facebook - http://www.facebook.com/martyschwartz...
www.http://MartyMusic.com

FARMERS MARKETING

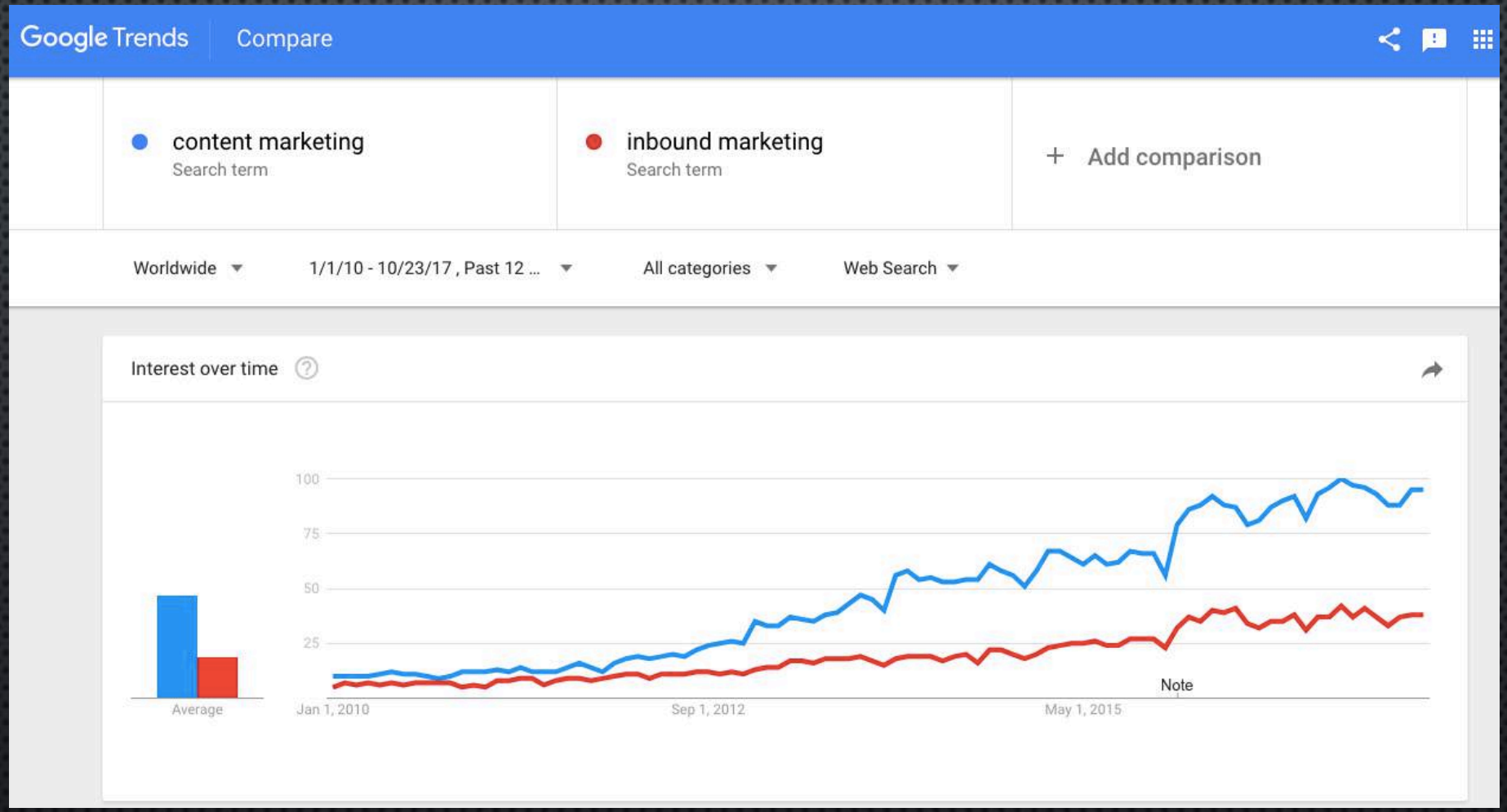
WHAT IS OUTBOUND?

OUTBOUND MARKETING IS A TRADITIONAL METHOD OF **MARKETING** SEEKING TO OBSTRUCT POTENTIAL CUSTOMERS. **OUTBOUND MARKETING** INCLUDES ACTIVITIES SUCH AS TRADE SHOWS, SEMINAR SERIES AND COLD CALLING. IT IS COSTLY AND THE ROI IS MUCH LOWER THAN **INBOUND MARKETING**.

FARMERS MARKETING



FARMERS MARKETING



FARMERS MARKETING

9 REASONS TO CHOOSE INBOUND

1. PIT CONTENT MARKETING AGAINST PAID SEARCH, AND CONTENT MARKETING GETS THREE TIMES THE LEADS PER DOLLAR SPENT.

2. CONTENT MARKETING GENERATES OVER THREE TIMES AS MANY LEADS AS OUTBOUND MARKETING AND COSTS 62% LESS.

3. IN 1984, A PERSON SAW AN AVERAGE 2,000 ADS/DAY. BY 2014, THEY SAW AROUND 5,000.

FARMERS MARKETING

9 REASONS TO CHOOSE INBOUND

4. Almost half of 18- to 49-year-old people get their news and information online – and those numbers are growing.

5. Small businesses with blogs get 126% more lead growth than small businesses without.

6. After reading recommendations on a blog, 61% of U.S. online consumers made a purchase.

FARMERS MARKETING

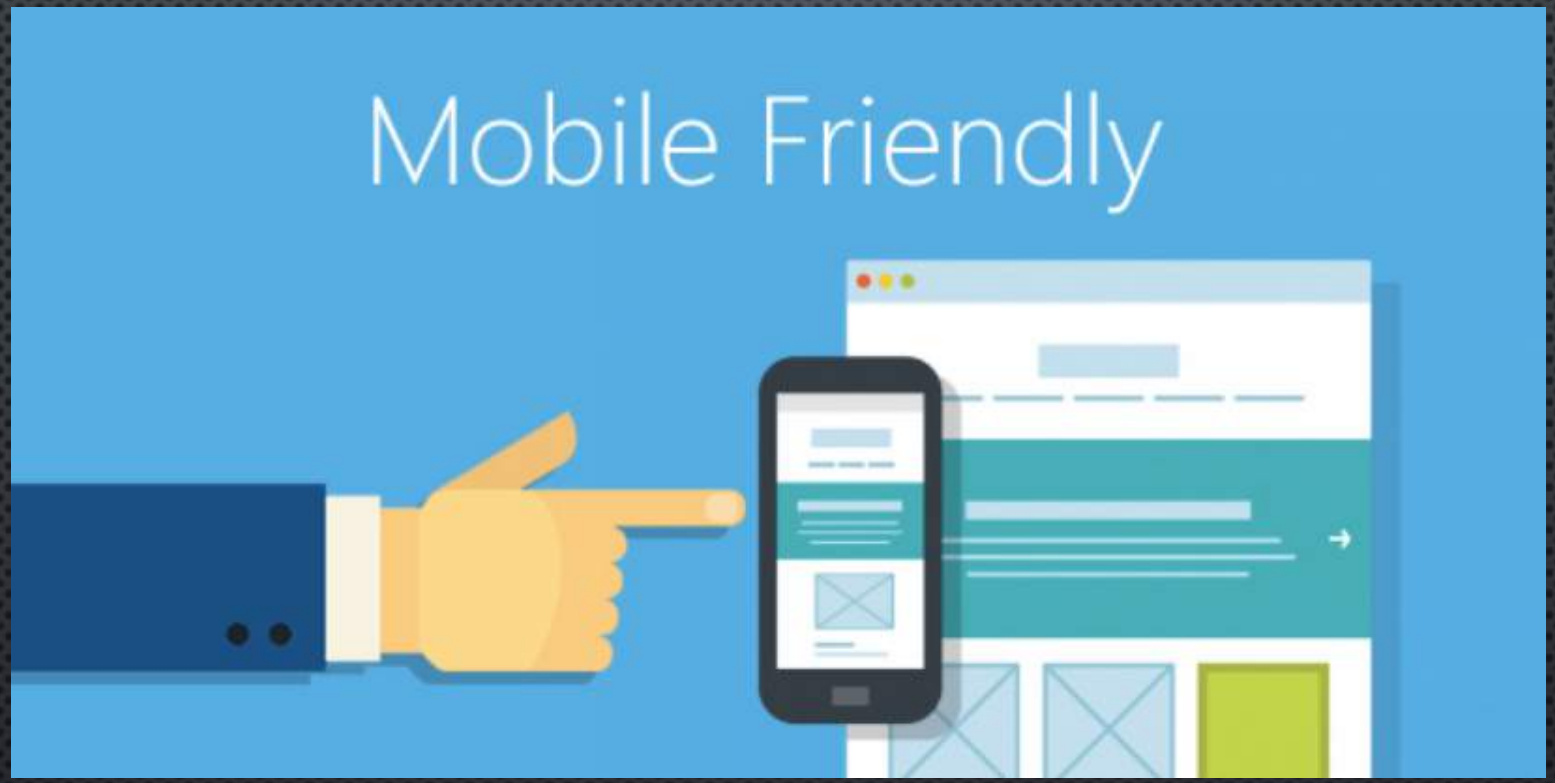
9 REASONS TO CHOOSE INBOUND

7. CONTENT MARKETING RAKES IN CONVERSION RATES SIX TIMES HIGHER THAN OTHER METHODS.

8. THE MOST EFFECTIVE SEO TECHNIQUE? CONTENT CREATION.

9. BUSINESSES PUBLISHING 16-PLUS POSTS A MONTH GET ALMOST 3.5 TIMES MORE TRAFFIC THAN BUSINESSES PUBLISHING ZERO TO FOUR ARTICLES.

FARMERS MARKETING



Bonus Tip: Because Google says so

FARMERS MARKETING

BUYER'S PERSONAS

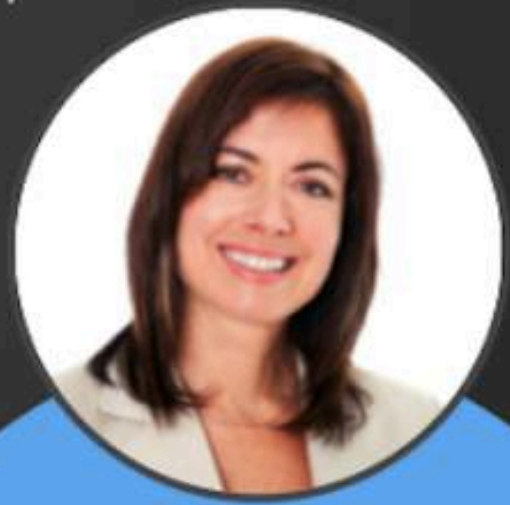
FARMERS MARKETING

DEMOGRAPHICS

- NAME
- SHORT DESCRIPTION
- AGE
- EDUCATION
- INCOME RANGE
- JOB STATUS
- WHERE DO THEY LIVE? URBAN, SUBURBAN, RURAL?
- WHAT IS THEIR STORY?

MARKETING MARY

- Professional marketer (VP, Director, Manager)
- Mid-sized company (25-200 employees)
- Small marketing team (1-5 people)
- BComm (BU), MBA (Babson)
- 42, Married, 2 Kids (10 and 6)



Goals:

- Support sales with collateral and leads
- Manage company communications
- Build awareness

Challenges:

- Too much to do
- Not sure how to get there
- Marketing tool and channel mess

Loves HubSpot because:

- Easy to use tools that make her life easier
- Learn inbound marketing best practices
- Easier reporting to sales and CEO

FARMERS MARKETING

TEAM WORK

FARMERS
MARKETING

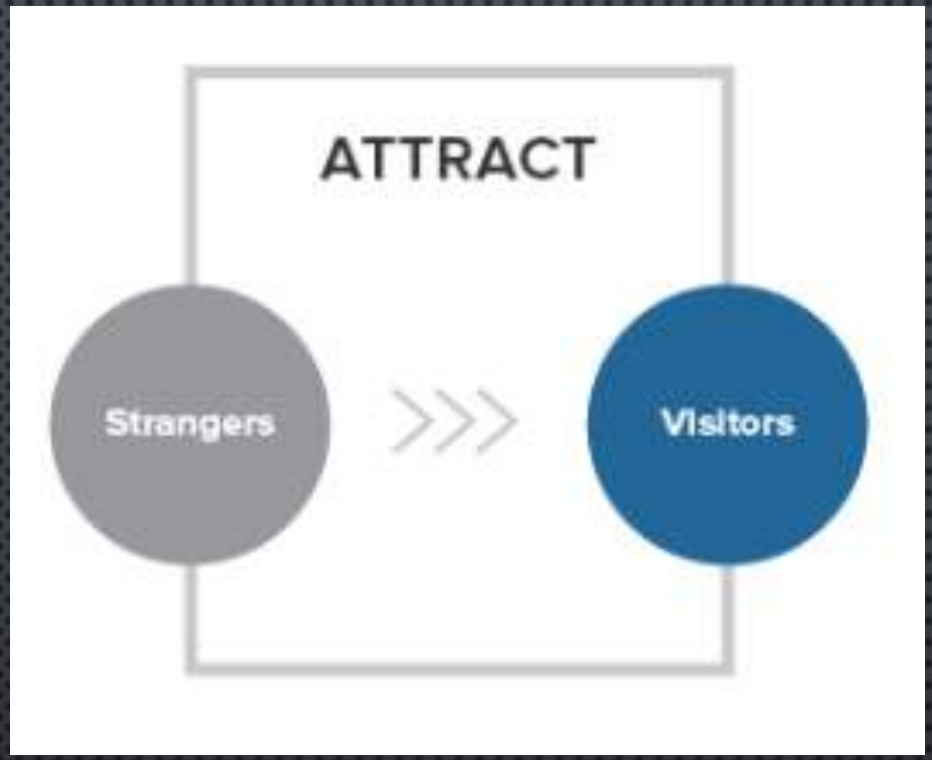
10 MINUTES

- WHO ARE THE MAIN CUSTOMERS?
- WHAT COMMON TRAITS DO THEY HAVE?
- WHAT DIFFERENCES EXIST?

FARMERS MARKETING

BUYER'S JOURNEY

FARMERS MARKETING



Attract

You don't want just anyone coming to your site. You want people who are most likely to become leads, and, ultimately, happy customers. How do you get them? You attract more of the right customers with relevant content at the right time – when they're looking for it.

FARMERS MARKETING

Convert

Once you've attracted website visitors, the next step is to convert those visitors into leads. You do this by opening up a conversation in whatever way works best for them – with messages, forms, or meetings. Once you're in touch, you answer questions and provide relevant content that is interesting and valuable to each of your personas – and continues the conversation.

FARMERS MARKETING

Close

You're on the right track. You've attracted the right visitors and converted the right leads, but now you need to transform those leads into customers. How can you most effectively do this? The sales tools available at this stage to make sure you're closing the right leads at the right time, faster and easier.

FARMERS MARKETING

DELIGHT

THE INBOUND WAY IS ALL ABOUT PROVIDING A REMARKABLE EXPERIENCE FOR YOUR CUSTOMERS. PLUS, THEY HAVE MUCH HIGHER EXPECTATIONS OF YOUR BUSINESS AND HOW THEY'RE TREATED THAN EVER BEFORE. SO, IT'S EVEN MORE IMPORTANT TO ENGAGE WITH, DELIGHT, AND MAKE YOUR CUSTOMERS SUCCESSFUL. IF YOU DO, THEY WILL BUY MORE, STAY WITH YOU LONGER, REFER THEIR FRIENDS, AND BE HAPPY TO TELL THE WORLD THEY LOVE YOU.

FARMERS MARKETING

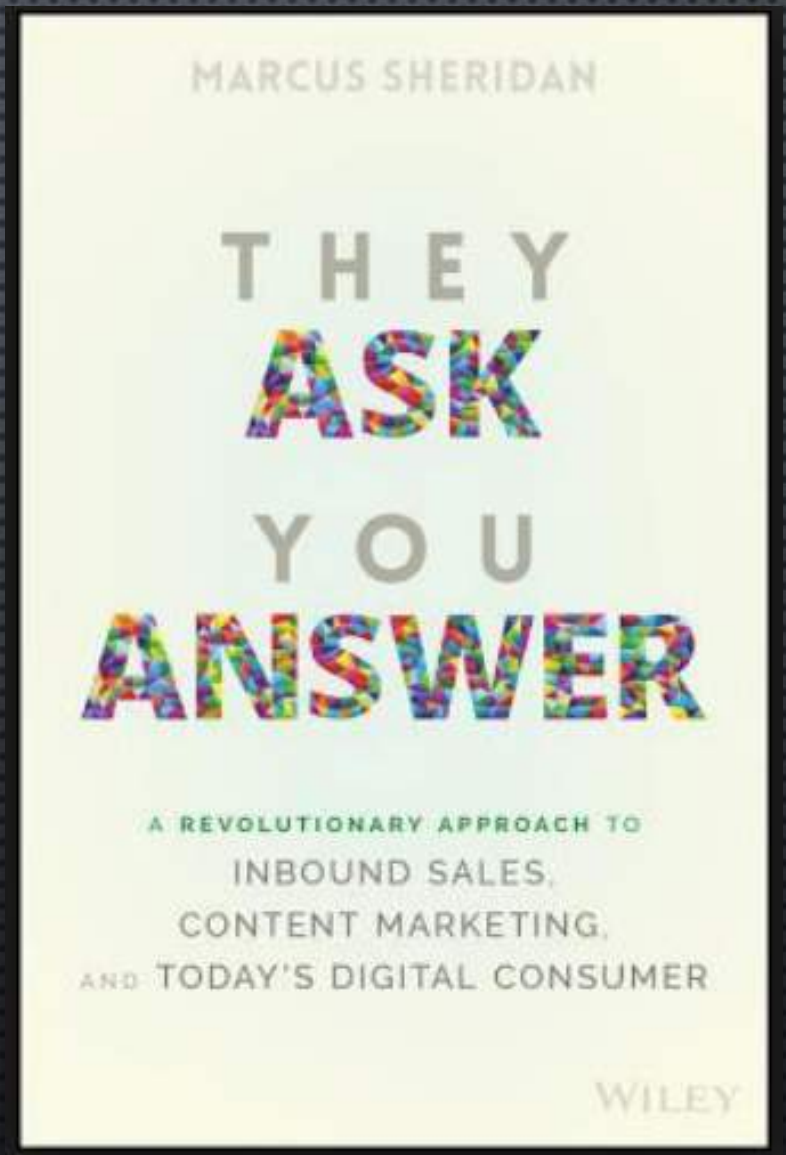
FARMERS MARKETING

CONTENT DEVELOPMENT

FARMERS MARKETING

THE TRANSITION

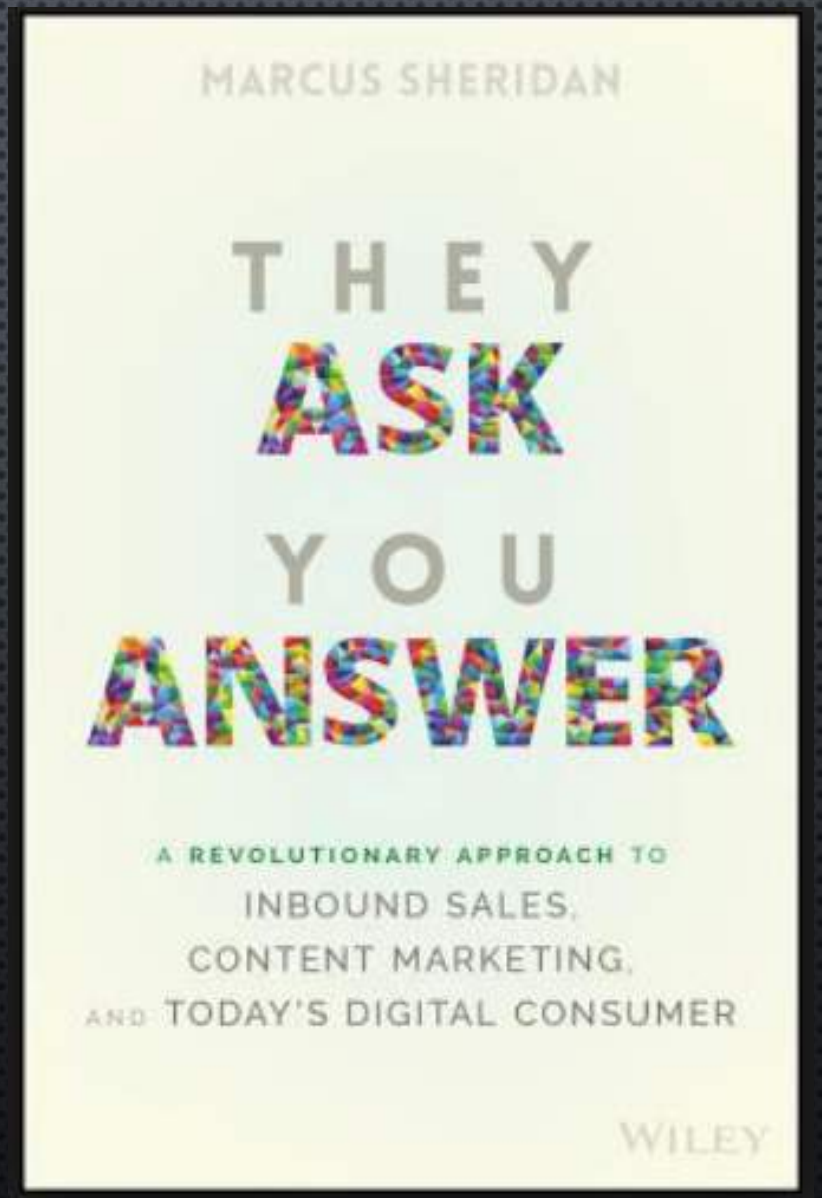
- SELLING TO EDUCATION
- THOUGHT LEADERSHIP
- CUSTOMER CENTRIC



FARMERS MARKETING

THE BIG 5

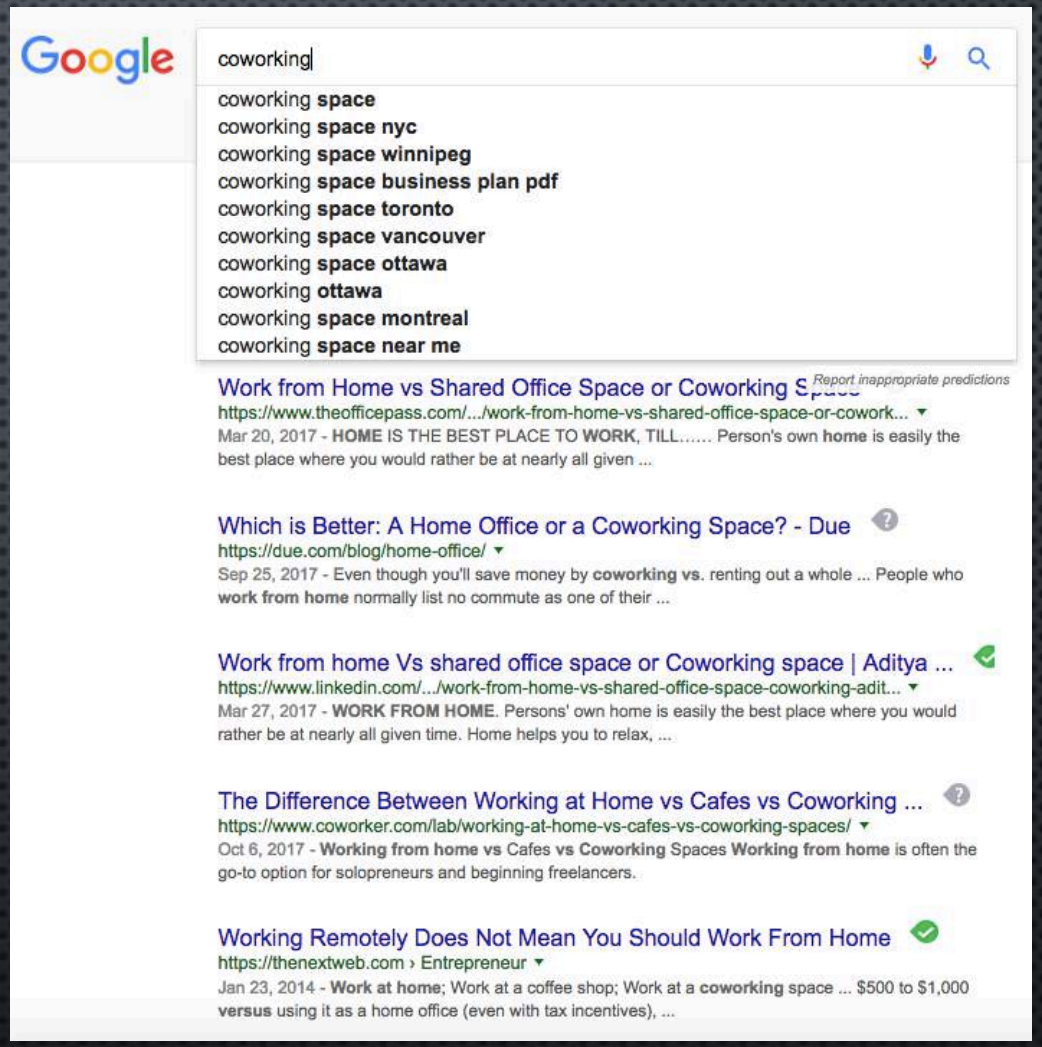
- Pricing and Costs
- Problems
- Versus and Comparisons
- Reviews
- Best in Class



FARMERS MARKETING

PRO TIP #1

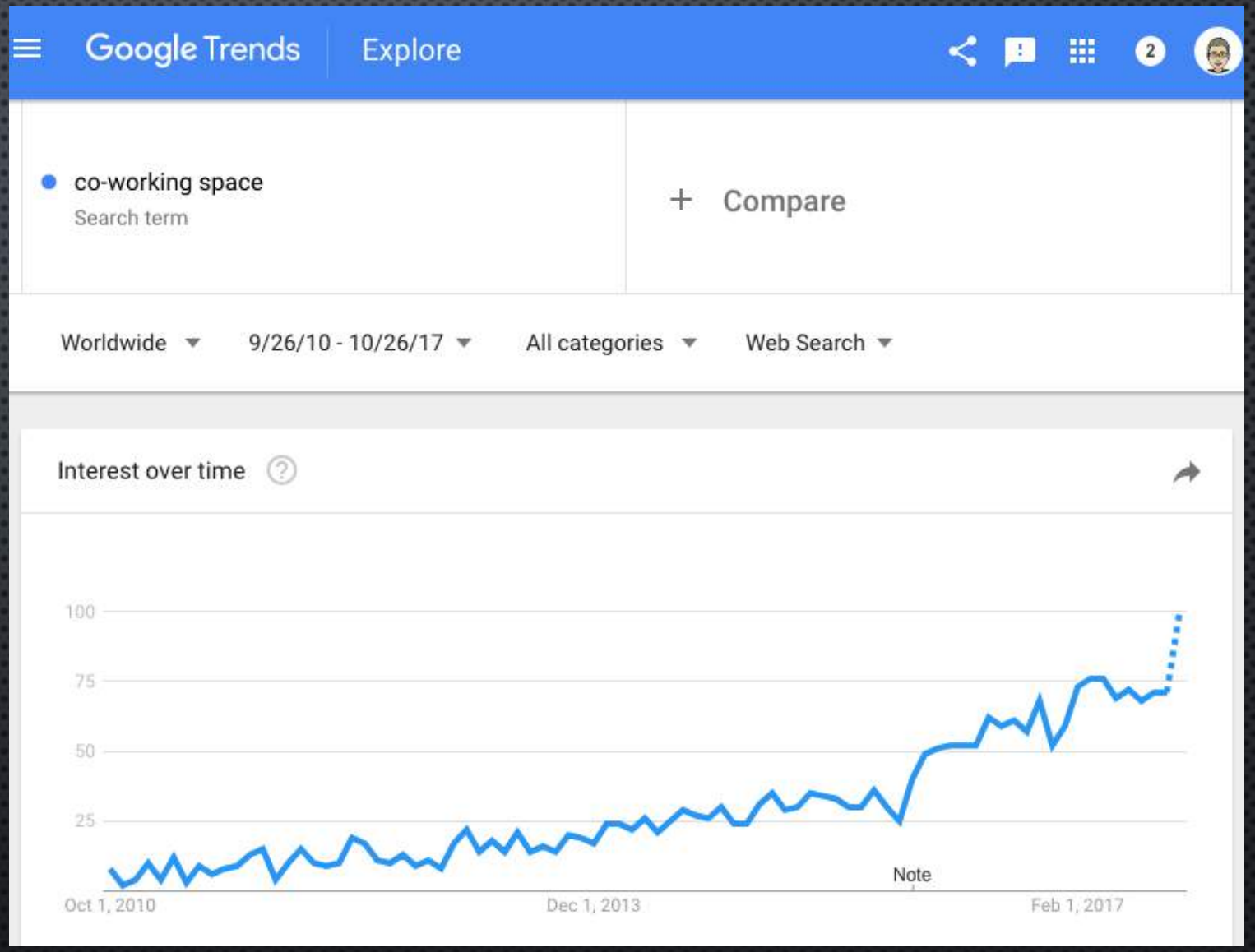
GOOGLE AUTO-COMPLETE



FARMERS MARKETING

PRO TIP #2

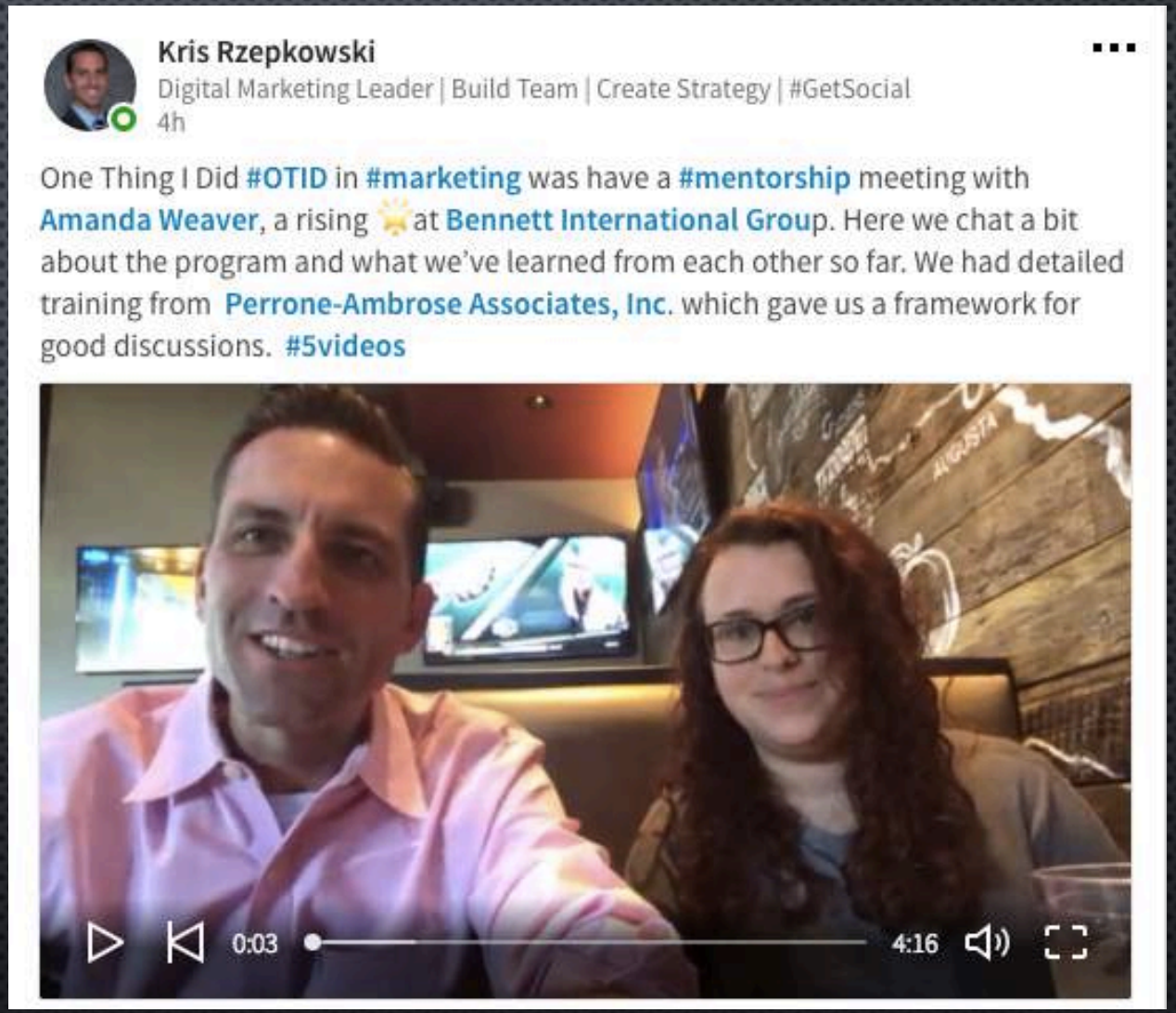
GOOGLE TRENDS



FARMERS MARKETING

PRO TIP #3

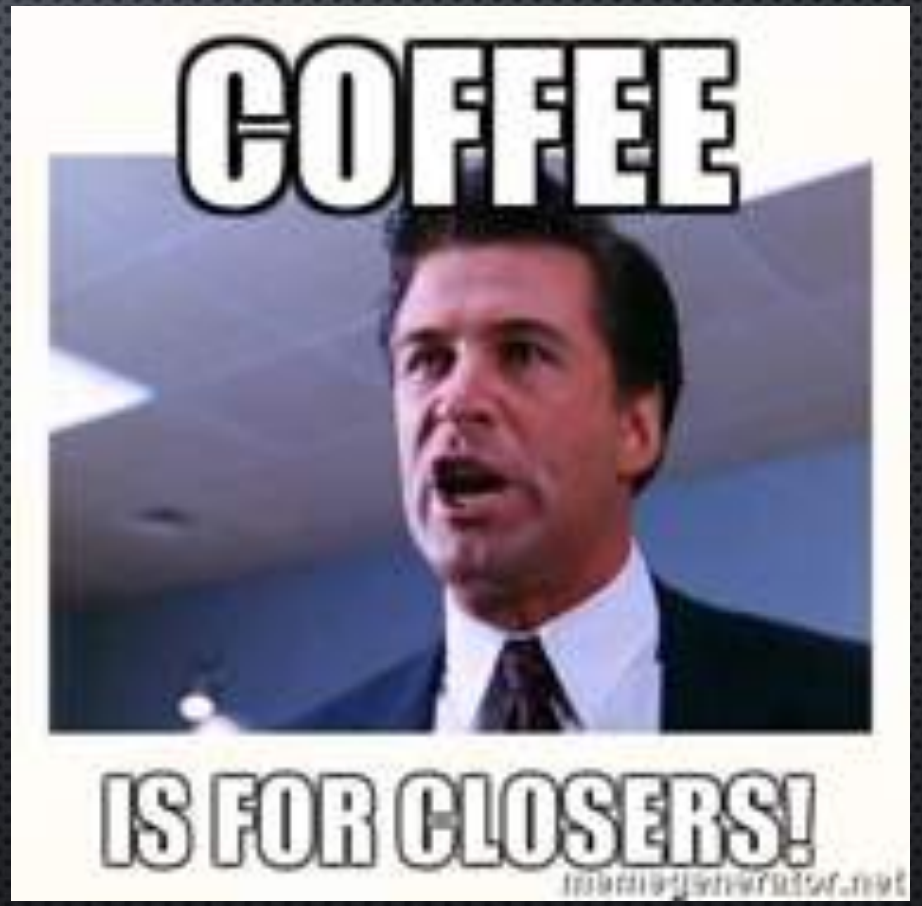
DOCUMENT OVER DEVELOP



FARMERS MARKETING

"When do you want to talk to a sales rep?"

Awareness	20%
Consideration	60%
Decision	20%



FARMERS MARKETING

TEAM WORK

FARMERS
MARKETING

10 MINUTES

- Create Content ideas:
  - 3 Awareness Stage
  - 2 Consideration Stage
  - 1 Decision Stage

FARMERS MARKETING

MAP CONTENT TO JOURNEY

FARMERS MARKETING

LAUNCH EXAMPLE

- AWARENESS
  - WHAT IS CO-WORKING?
  - 3 SURPRISING BENEFITS TO CO-WORKING OFFICE SPACES?
  - 5 EFFORTLESS WAYS TO REDUCE SMB OVERHEAD COSTS
  - THE SHARING ECONOMY HITS OFFICE SPACE
  - 7 CRUCIAL QUESTIONS TO ASK BEFORE SIGNING AN OFFICE LEASE

FARMERS MARKETING

LAUNCH EXAMPLE

- CONSIDERATION
  - HOW MUCH DOES CO-WORKING SPACE COST?
  - BEST CO-WORKING SPACES IN WINNIPEG?
  - LAUNCH VS. REGUS VS. CREATIVE MANITOBA?

FARMERS MARKETING

LAUNCH EXAMPLE

- DECISION
  - BOOK A FREE TOUR
  - TRIAL OFFER

FARMERS MARKETING

PHILOSOPHIES

FARMERS
MARKETING

PHILOSOPHIES

- Build a process
- Build an audience
- Golden Rule: The right thing is always the right thing
- Be real
- Help customers where they want, when they want and how they want

FARMERS MARKETING

NEXT STEPS

FARMERS MARKETING

UPCOMING EVENTS

- Intro to Marketing Automation: Tuesday, Feb. 27, 5-7
- Intermediate Integrated marketing through Automation: Tuesday, Apr. 17, 5-7

FARMERS MARKETING

KEEP THE CONVERSATION GOING!

- INFO@FARMERSMARKETING.CA
- WWW.FACEBOOK.COM/FARMERSMKTNG
- JOIN THE FARMERS MARKETING SUPPORT GROUP ON FACEBOOK

FARMERS MARKETING

THANK YOU!

FARMERS MARKETING

ADDITIONAL RESOURCES & PHOTO CREDIT

www.Hubpsot.com
www.facebook.com
www.contentmarketinginstitute.com
They Ask, You Answer By Marcus Sheridan

FARMERS MARKETING

THANK YOU!

FARMERS MARKETING