DST Marketing Approach 2015-2016

Quick Facts:

1. Three out of four marketers across the globe prioritize an **inbound** approach to marketing.
2. Both inbound and outbound marketers rank paid advertising as the #1 most overrated marketing tactic.
3. Proven marketing ROI unlocks budget. But you have to be tracking ROI in the first place, which not everyone is doing.
4. Leading marketers recognize that inbound is a long game. Both past success and past failure with inbound correlates with an inbound marketing budget increase.
5. Inbound is the preferred marketing strategy regardless of company type. B2B, B2C, non-profit all implement inbound tactics.
6. Inbound campaigns achieve higher ROI than outbound. This holds true across different company sizes and budgets.
7. Establishing a Marketing-Sales Service level agreement (SLA) leads to higher ROI. The presence of an SLA also correlates with budget and staff increases.

Since 2006 **Inbound** has been the most effective marketing method for doing business online. Inbound focuses on creating quality content that pulls people toward your company and product, where they naturally want to be. By aligning the content you publish with your customer's interests, you naturally **attract** inbound traffic that you can then **convert, close,** and **delight** over time.

By creating content specifically designed to appeal to your dream customers, inbound attracts qualified prospects to your business and keeps them coming back for more. Small businesses now place the inbound methodology as their number one priority. It's the dominant marketing strategy for companies with fewer than 200 employees. In order to compete against the bigger corporations and fight for market share, the smaller businesses have been placing emphasis on acquiring new leads and boosting conversion rates. It's been proven that if your organization spends less than $100,000 on marketing annually, you're four times more likely to practice inbound than outbound. Businesses today are three times as likely to see a higher ROI on inbound rather than outbound. (See 2015 State of Inbound for additional info on Inbound Marketing).

Challenges

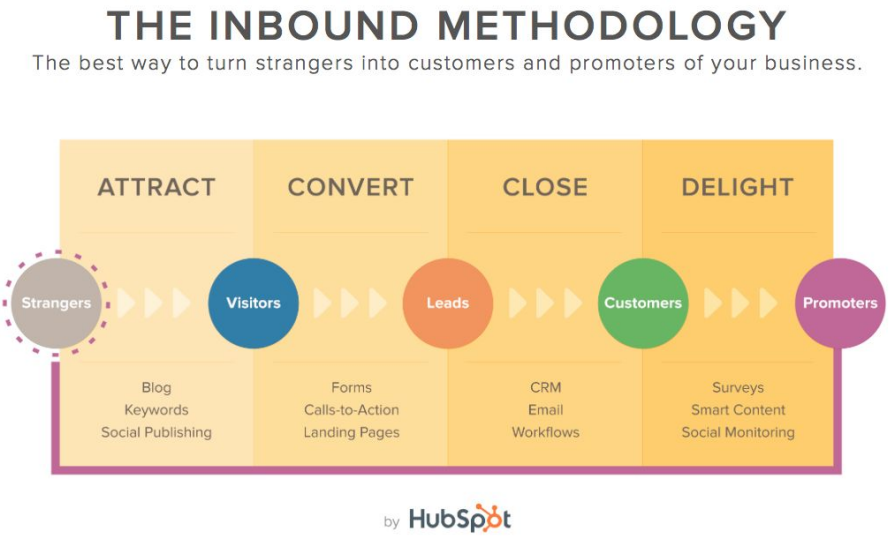
Across the board marketers feel that demonstrating ROI (return on investment) is their number one challenge. It's imperative to prove a return on marketing dollars in order to effectively move the company forward. Once ROI can be measured and if you can demonstrate a positive ROI, it's a lot easier to secure a bigger budget for the upcoming fiscal year.

Top Marketing Challenges Companies are Currently Facing:

1. Measuring ROI
2. Managing Website
3. Securing Enough Budget
4. Identifying the Right Technologies for the Business' Needs
5. Training the Team
6. Targeting Content for Audience
7. Hiring Top Talent

Major Themes of Inbound:

- **Content Creation + Distribution**- Create targeted content that answers prospects' and customers' basic questions and needs, then share that content far and wide.
- **Lifecycle Marketing**- Promoters don't just materialize out of thin air: they start off as strangers, visitors, contacts, and customers. Specific marketing actions and tools help to transform those strangers into promoters.
- **Personalization**- Tailor content to the wants and needs of the people who are viewing it. As we learn more about your leads over time, we can better personalize our messages to their specific needs.
- **Multi-channel-** Inbound marketing is multi-channel by nature because it approaches people where they are, in the channel where they want to interact with you.
- **Integration**- Content creation, publishing and analytics tools all work together like a well-oiled machine - allowing us to focus on publishing the right content in the right place at the right time.



Inbound Methodology: Attract, Convert, Close and Delight

For a basic understanding of what HubSpot does, please click this **video**.

Attract

We don't want just ***any*** traffic to our site, we want the ***right*** traffic. We want the people who are most likely to become leads, and, ultimately, happy customers. Who are the "right" people? Our ideal customers, also known as our buyer personas. Buyer personas are holistic ideals of what your customers are really like, inside and out. Personas encompass the goals, challenges, pain points, common objections to products and services, as well as personal and demographic information shared among all members of that particular customer type. Your personas are the people around whom your whole business is built.

Some of the most important tools to attract the right users to the site are:

- Blogging- Inbound marketing starts with blogging. A blog is the single best way to attract new visitors to our website. In order to get found by the right prospective customers, we must create educational content that speaks to them and answers their questions.
- SEO- Customers begin their buying process online, usually by using a search engine to find something they have questions about. So, we need to make sure we're appearing prominently when and where they search. To do that, we need to carefully, analytically pick keywords, optimize pages, create content, and build links around the terms our ideal buyers are searching for.
- Pages- website pages are our digital storefront. Optimize the website to appeal to our ideal buyers and transform our website into a beacon of helpful content to entice the right strangers to visit our pages.
- Social Publishing- Successful inbound strategies are all about remarkable content - and social publishing allows us to share that valuable information on the social web, engage with prospects, and put a human face on our brand. Interact on the networks where our ideal buyers spend their time.

Convert

Once we've attracted website visitors, the next step is to convert those visitors into leads by gathering their contact information. At the very least, we'll need their email addresses. Contact information is the most valuable currency there is to the online marketer. So in order for our visitors to offer up that currency willingly, we need to offer them something in return! That "payment" comes in the form of content, like eBooks, whitepapers, or tip sheets - whatever information would be interesting and valuable to each of our personas.

Some of the most important tools in converting visitors to leads include:

- Forms- In order for visitors to become leads, they must fill out a form and submit their information. Optimize your form to make this step of the conversion process as easy as possible.
- Calls-to-Action- Calls-to-action are buttons or links that encourage your visitors to take action, like "Download a Whitepaper" or "Attend a Webinar." If you don't have enough calls-to-action or your calls-to-action aren't enticing enough, you won't generate leads.
- Landing Pages- When a website visitor clicks on a call-to-action, they should then be sent to a landing page. A landing page is where the offer in the call-to-action is fulfilled,

and where the prospect submits information that your sales team can use to begin a conversation with them. When website visitors fill out a form on a landing page for the first time, that visitor becomes a contact.

- Contacts- Keep track of the leads you're converting in a centralized marketing database. Having all your data in one place helps you make sense out of every interaction you've had with your contacts - be it through email, a landing page, social media, or otherwise - and how to optimize your future interactions to more effectively attract, convert, close, and delight your buyer personas.

Close

We've attracted the right visitors and converted the right leads, but now we need to transform those leads into customers. How can we most effectively accomplish this feat? Certain marketing tools can be used at this stage to make sure we're closing the right leads at the right times.

Closing tools include:

- CRM- Keep track of the details about all the contacts, companies, and deals in your pipeline, and easily get in touch with the right prospects at the right time. Customer Relationship Management (CRM) systems facilitate sales by making sure you have the right information at your fingertips to better engage with prospects across every channel.
- Closed-loop Reporting- How do you know which marketing efforts are bringing in the best leads? Is your sales team effectively closing those best leads into customers? Integration with your CRM system allows you to analyze just how well your marketing and sales teams are playing together.
- Email- What do you do if a visitor clicks on your call-to-action, fills out a landing page, or downloads your whitepaper, but still isn't ready to become a customer? A series of emails focused on useful, relevant content can build trust with a prospect and help them become more ready to buy.
- Marketing Automation- This process involves creating email marketing and lead nurturing tailored to the needs and lifecycle stage of each lead. For example, if a visitor downloaded a whitepaper on a certain topic from you in the past, you might want to send that lead a series of related emails. But if they follow you on Twitter and visited certain pages on your website, you might want to change the messaging to reflect those different interests.

Delight

The Inbound way is all about providing remarkable content to our users, whether they be visitors, leads, or existing customers. Just because someone has already written you a check doesn't mean you can forget about them! Inbound companies continue to engage with, delight, and (hopefully) upsell their current customer base into happy promoters of the organizations and products they love.

Tools used to delight customers include:

- Surveys- The best way to figure out what your users want is by asking them. Use feedback and surveys to ensure you're providing customers with what they're looking for.
- Smart Calls-to-Action- These present different users with offers that change based on buyer persona and lifecycle stage.
- Smart Text- Provide your existing customers with remarkable content tailored to their interests and challenges. Help them achieve their own goals, as well as introduce new products and features that might be of interest to them.
- Social Monitoring- Keep track of the social conversations that matter to you most. Listen out for your customers' questions, comments, likes, and dislikes – and reach out to them with relevant content.

How can Dream Sporting Trips become successful in our Marketing Campaign?

Simply put we need to implement an inbound marketing approach. How do we do that? Obtain **HubSpot's Marketing and CRM Platform**. This platform has proven to be successful time and time again for businesses of all types and sizes. What does that platform offer us?

Tools to Attract Visitors

- Search Engine Optimization
- Social Media
- Blogging
- Content Management

Tools to Convert Leads

- Landing Pages
- Calls to Action
- Forms
- Lead Management

Tools to Close Customers

- Marketing Automation
- Email
- Marketing Management Tools
- Analytics
- Campaigns

Can we measure the ROI of HubSpot? YES

The users of this marketing platform typically see:

- 3.15 times more visitors per months within 1 year
- 4.77 times more leads per month within 1 year
- 72% of HubSpot users saw an increase in their sales revenue within 1 year

By implementing HubSpot we will not only have access to **all-in-one marketing automation,** but we will acquire additional marketing and sales resources, continuous education, 24/7 access to consulting, training and support. This time saving resource will enable DST to effectively attract and manage our leads from start to finish. We will know exactly where each prospect/lead is within the sales funnel. We can custom create our various buyer personas so we can tailor our various marketing campaigns to suite their specific needs.

HubSpot Marketing Platform and CRM will enable us to control our content, channels and marketing performance while getting a complete view of the DST sales funnel. We will be able to store all our contacts and guides, track deals and easily manage tasks of all DST team members. It integrates to our website so we can easily see all leads, as well as when a lead reawakens. The CRM easily fills in valuable details about the lead, their company and other relevant data. Pulls in their social media profiles as well. We can browse through their database to search for new prospects.

Moving Forward

HubSpot Implementation Process

Once we sign our contract with HubSpot our Implementation Specialist will contact us within 48 hours to start the DST **training** and the **onboarding** process.

Following that DST will need to:

- Upload all current contacts into the database
- Build out our Target Buyer Personas.
- Create specific marketing campaigns tailored to **each** buyer persona.
- Generate Compelling Content to reflect the DST's voice and brand while helping consumers turn into valuable visitors to the website, leads, and conversions. (Blog, Social Media, etc. (*Who should be writing this engaging content?* DST Staff, Executives, Guests, Freelancers, Agency Partners, Writing Panels.)
- Maintain Publicity Campaign: Press Releases, etc. Stay top-of-mind.
    - Next one should be Tristram's graduation announcement. (I will need details)
- Create a Lead Nurture Campaign
    - Set goals/objectives. Create content strategy.
    - Key target audience? Response time?
    - Educate/build trust. Relationship building. Become known as experts in this industry
    - Set standards for content quality
    - Set up calendar to visibly manage all campaigns at once
    - Analyze and Monitor goals
    - REPEAT :)

Additional Information to Address:

- Utilize website grading tool. Currently need to improve meta descriptions.
- Work on longtail keywords within our new content

- Focus on offpage SEO. Backlinks
- Join HubSpot user groups for support, ideas and community.
- Jill to finish her HubSpot Inbound Certification Class
- Monitor DST's online reputation. Online reviews. Yelp, Glassdoor, Owler, etc.
- Review PPC strategy and Adwords. Revise as needed.
- Set realistic Marketing Budget for: new technology, software, hardware, various advertisements, promo items, t-shirts, business cards, possible networking events, subscriptions, additional content, tradeshows, additional equipment, outsourcing, miscellaneous, etc.
- Feedly: Monitor what the industry is saying via RSS feeds.
- Monitor competition and social media campaigns.
- Engage. Engage. Engage!

*****I will add more information as it comes to me, but these are the immediate actions that need to take place for Dream Sporting Trips to successfully implement inbound into our marketing mix.***

Best Practices :)

DST Best Practices for Inbound Marketing

- Regularly check analytics and adjust campaigns as needed
- Implementation of HubSpot Inbound
- Marketing Automation Software
- Sales Software (CRM)
- Metrics
- Set Budget and track ROI

DST Best Practices for Sales
Top Sales Priorities

- Improve the efficiency of the sales funnel
- Improve sales technology
- Reduce the length of sales cycle
- Train the Sales Team
- Social Selling
- Investing in HubSpot CRM