Connecting With More Leads via Inbound & Outbound

#ActOnSW

Presented by

DemandGen Report

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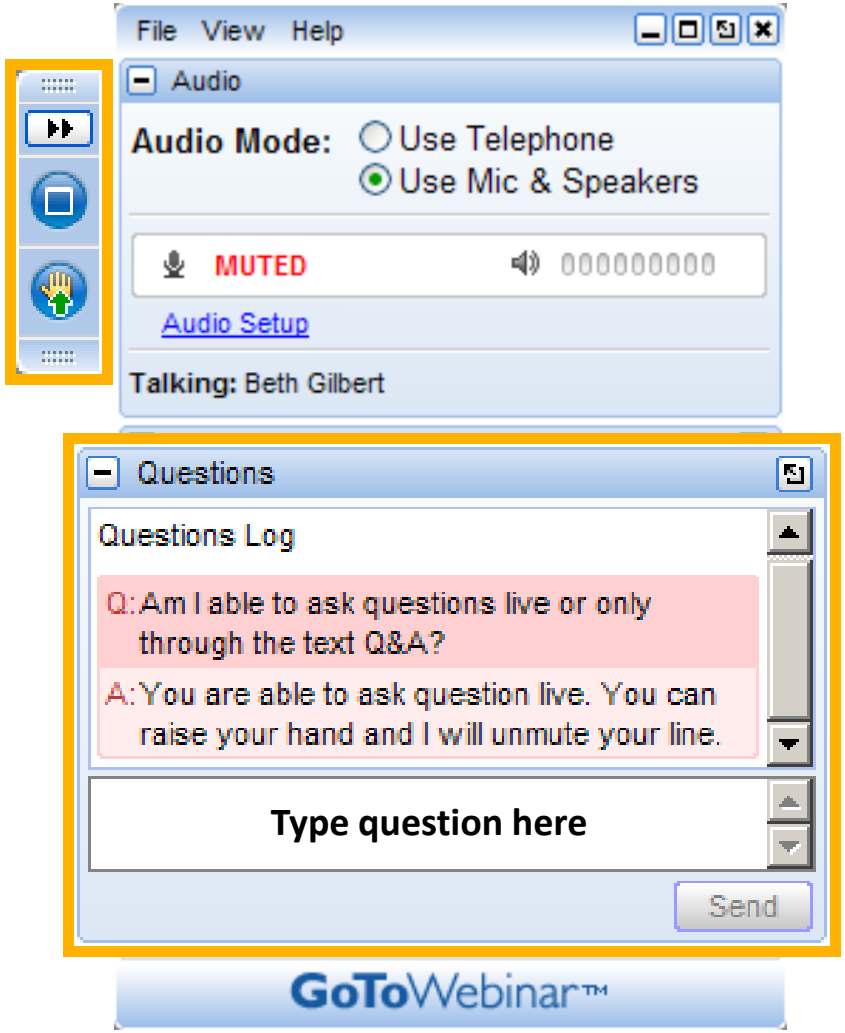
Welcome Webinar Attendees



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About **Demand Gen Report**

- Launched in 2007 to track best practices in lead generation
- Newsletter has grown to more than 26,000 readers
- We also offer a menu of research and best practices reports
- New audio/video podcasts at DemandGenReport.com

@DG_Report
http://**linkd.in/DG_Specialists**

Panelists

MODERATOR:
Andrew Gaffney
*Editor, **Demand Gen Report***

Janelle Johnson
Director, Demand Gen
Act-On Software

Lee Odden
CEO
TopRank Online Marketing

Content Optimization:

How To Integrate Search, Social And Inbound To Drive Demand

@LeeOdden - CEO, TopRankMarketing.com

McKESSON DELL ca technologies UPMC LIFE CHANGING MEDICINE hp PRSA Public Relations Society of America

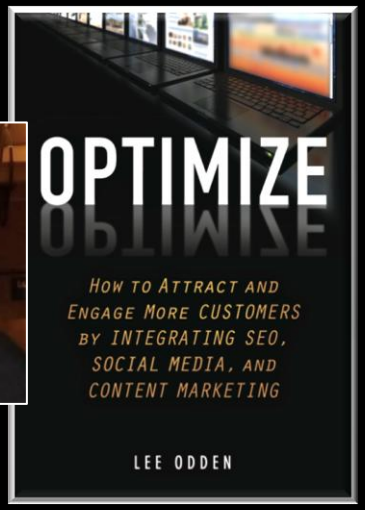
Wake Forest® Baptist Health STRONGVIEW. Marketo randstad FindLaw. radian6

TopRankBlog.com

About Lee:

CEO, Consultant
Speaker, Blogger
Traveler, Foodie
@LeeOdden

Content - Social - SEO



The Economist The New York Times THE WALL STREET JOURNAL. Forbes AdvertisingAge.

Content Marketing

#1

54%

B2B Marketers Increase Content Marketing Spending

Source: CMI 2012

Leading Digital Marketing Priorities in 2013 vs. 2012 According to Companies Worldwide

% of respondents

	2012	2013
Content marketing	29%	39%
Conversion rate optimization	34%	39%
Social media engagement	39%	38%
Targeting and personalization	-	37%
Content optimization	39%	31%
Mobile optimization	29%	30%
Brand building/viral marketing	32%	26%
Joining up online and offline data	24%	24%
Marketing automation	15%	11%
Video marketing	21%	9%
Social media analytics	19%	9%

Note: respondents were client-side marketers; could choose up to three responses
Source: Econsultancy and Adobe, "Quarterly Digital Intelligence Briefing: Digital Trends for 2013," Jan 10, 2013

150817 www.eMarketer.com

100 BILLION

Google Search Queries Per Month

Source: Search Engine Land

16%

Of daily queries on Google have never been seen before

Source: Google Internal Data, 2011

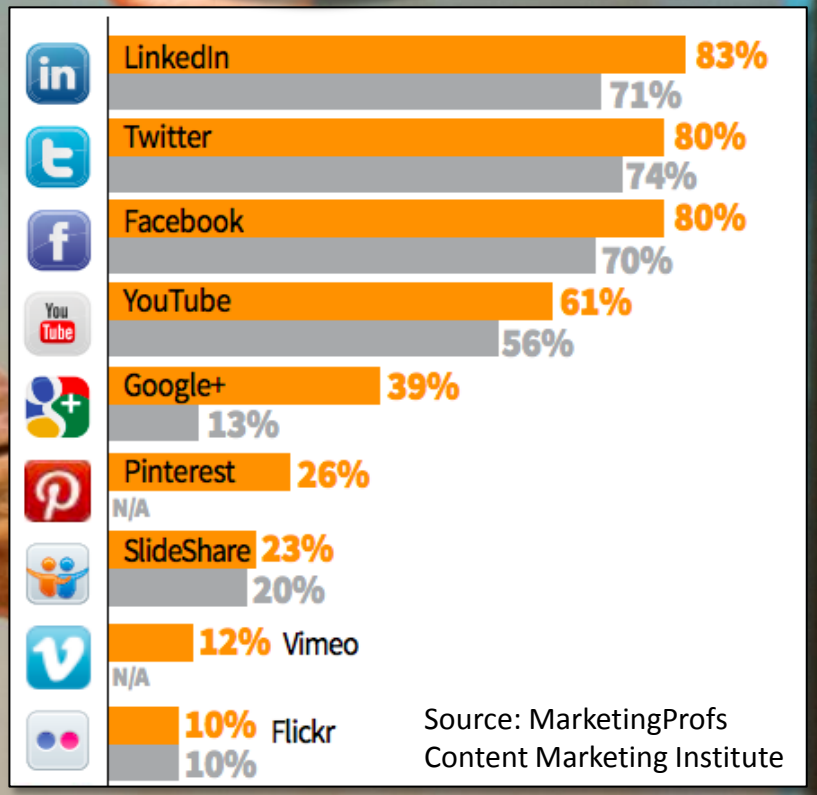
81%

Of B2B buyers start with search engines

Source: DemandGen Report May 2012

B2B Marketers Use Social Media Tactics

87%



60%

Marketers have adopted inbound

HubSpot 2013 State of Inbound Marketing Report

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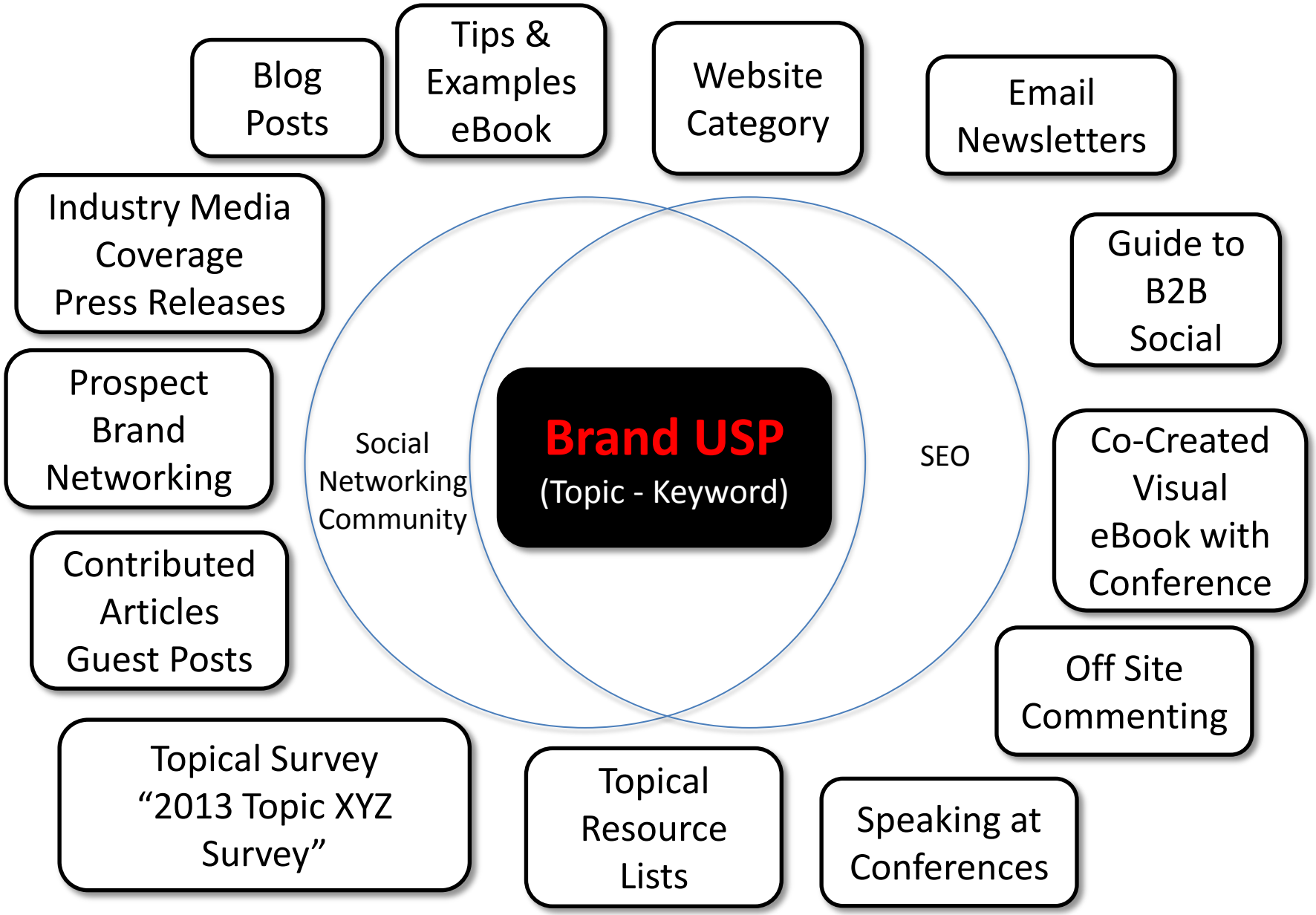
Blog Posts
Tips & Examples eBook
Website Category
Email Newsletters
Industry Media Coverage Press Releases
Guide to B2B Social
Prospect Brand Networking
Social Networking Community
Brand USP
(Topic - Keyword)
SEO
Co-Created Visual eBook with Conference
Contributed Articles Guest Posts
Off Site Commenting
Topical Survey "2013 Topic XYZ Survey"
Topical Resource Lists
Speaking at Conferences

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Optimized marketing means your brand is the best answer when & where buyers need it.

Optimize Across the Lifecycle

Persona:
"Admin Jane"
Influences CEO

Values:
= Fast
= Save $
= Service

Content:
= Topics
= Keywords
= Media & Channel

	awareness	interest	consideration	purchase	retention	advocacy
Fast	Blog	Facebook	Email Offer	Tips Articles	Blog
	Byline	PPC	Locator	Newsletter	Soc Net
Save $	Ads	Blog	PPC	Loyalty	VIP
	Press	Reviews	Discount	Community	Referral
Service	Article	Reviews	Display	Network	Referral
	Media	Blog	Offers	Thank You	Rewards

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Content Marketing Tactics

- Article Marketing
- Advertorial
- Blogging
- Case Studies
- Crowdsource
- Curate
- Digital Newsletters
- eBooks
- Email
- Interactive Games
- Images & Infographics
- Interactive Tools
- Microsites
- Mobile Applications
- Mobile Content

- News Release
- Online Magazines & Apps
- Podcasts
- Print Magazines
- Print Newsletters
- Real-World Events
- Research & Surveys
- Social Content
- Teleclass & Telecasts
- Traditional Media
- Videos
- Virtual Conferences
- Webinars
- Wikis
- White Papers

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BUT… Are They Integrated?

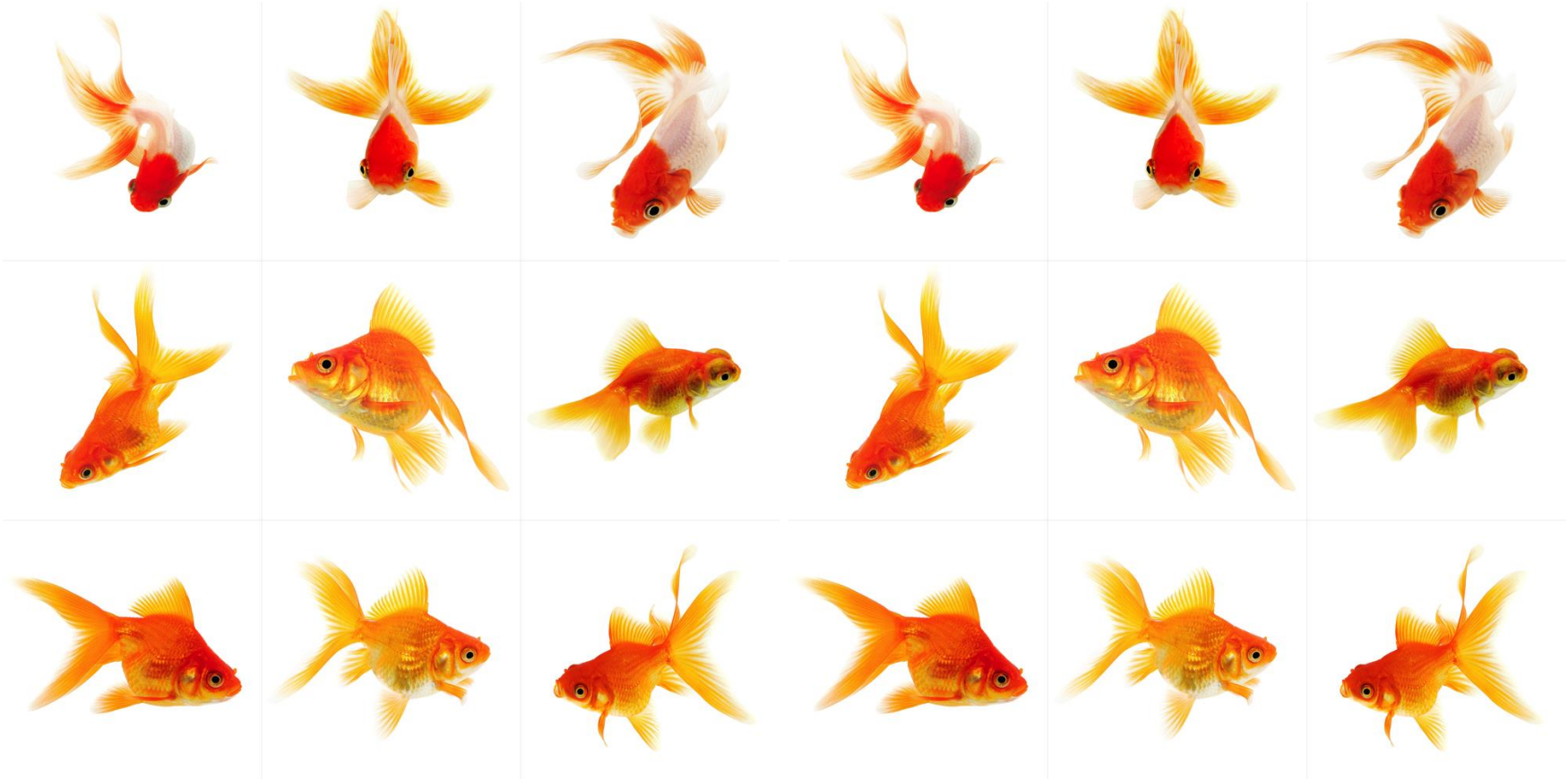

Image Source: [Shutterstock]

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Are They Optimized?

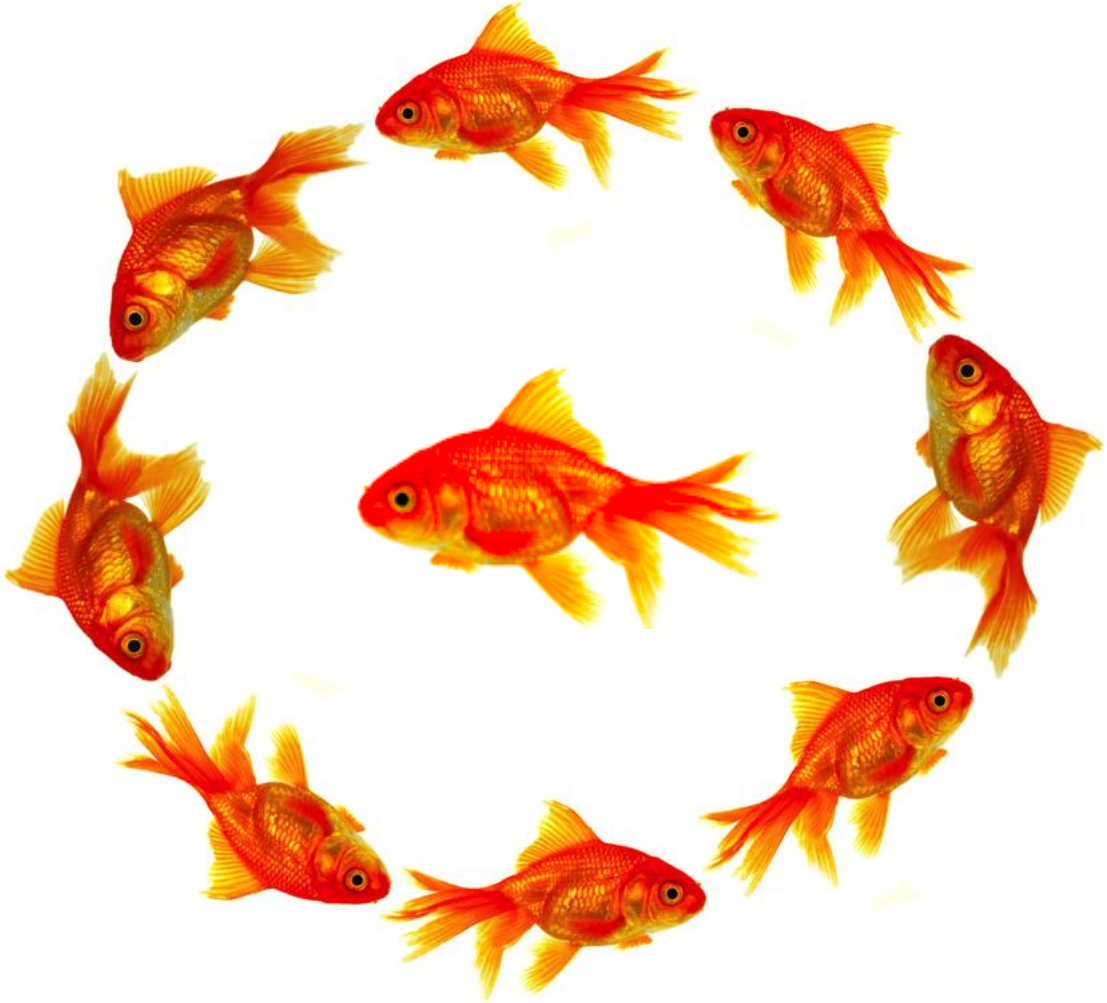

Image Source: [Shutterstock]

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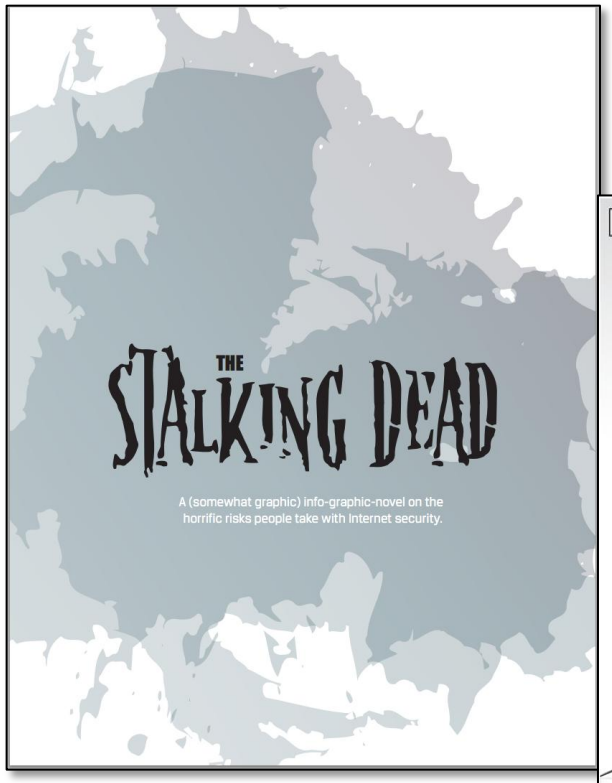
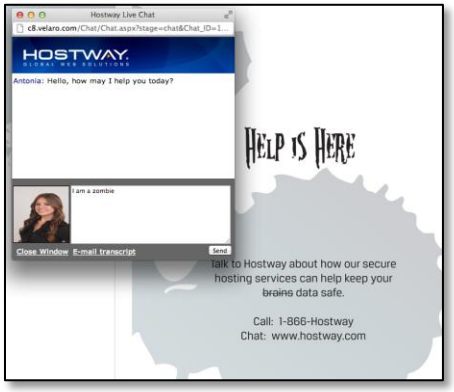
Alignment = Powerful

Customer Goals
+ Business Value
= Content Marketing Strategy

Meet Customer Needs
= Achieve Business Outcomes

Image Source: Shutterstock





http://www.hostway.com/resources/infographics-videos/stalking-dead.html

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What's Missing?

How will it be promoted?

Can you really count on "Going Viral"?

Repurpose? Reimagine?

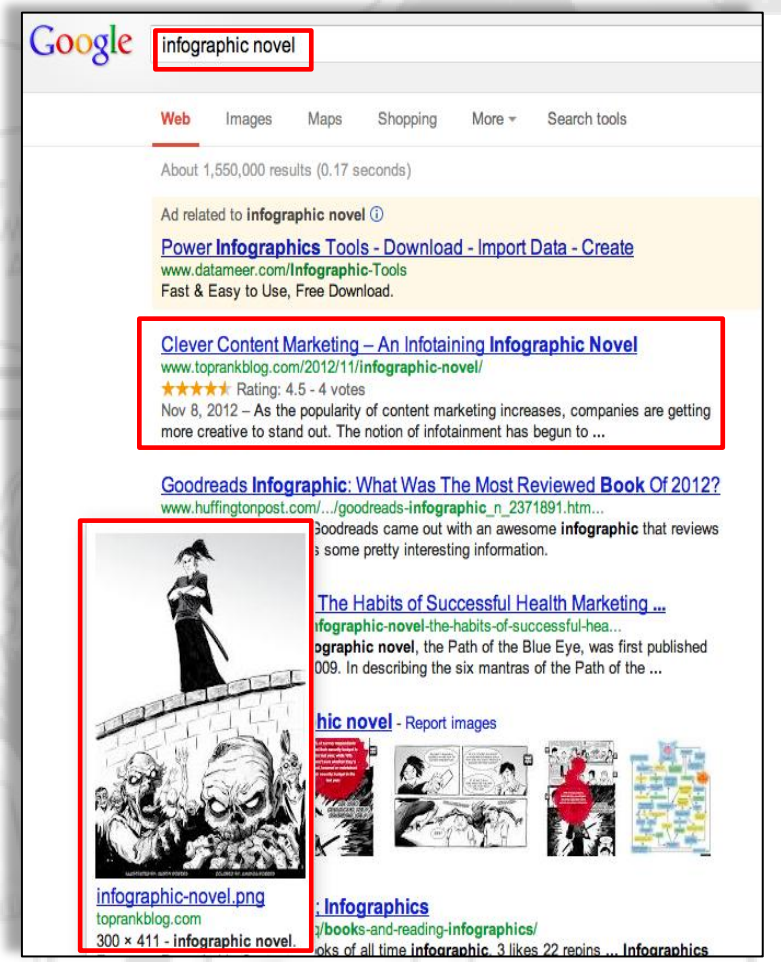
Creative Needs Promotion:

Publicized on blogs & media

Optimized for social, search

"stalking dead" "infographic novel"

Hub & Spoke



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Great content
isn’t really great
until it gets found,
consumed, & shared.

"What's a good framework for content marketing that's optimized and socialized?"

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Buyer Information Preferences

Discover

Search Keywords
Social Topics
Advertising
Publications
Events
Word of Mouth

Consume

Text, Images, Audio, Video
Mobile, Tablet, Computer
Formal, Funny, Long, Short

Act

Social Share
Engage (comment)
Subscriber
Register
Inquire
Buy

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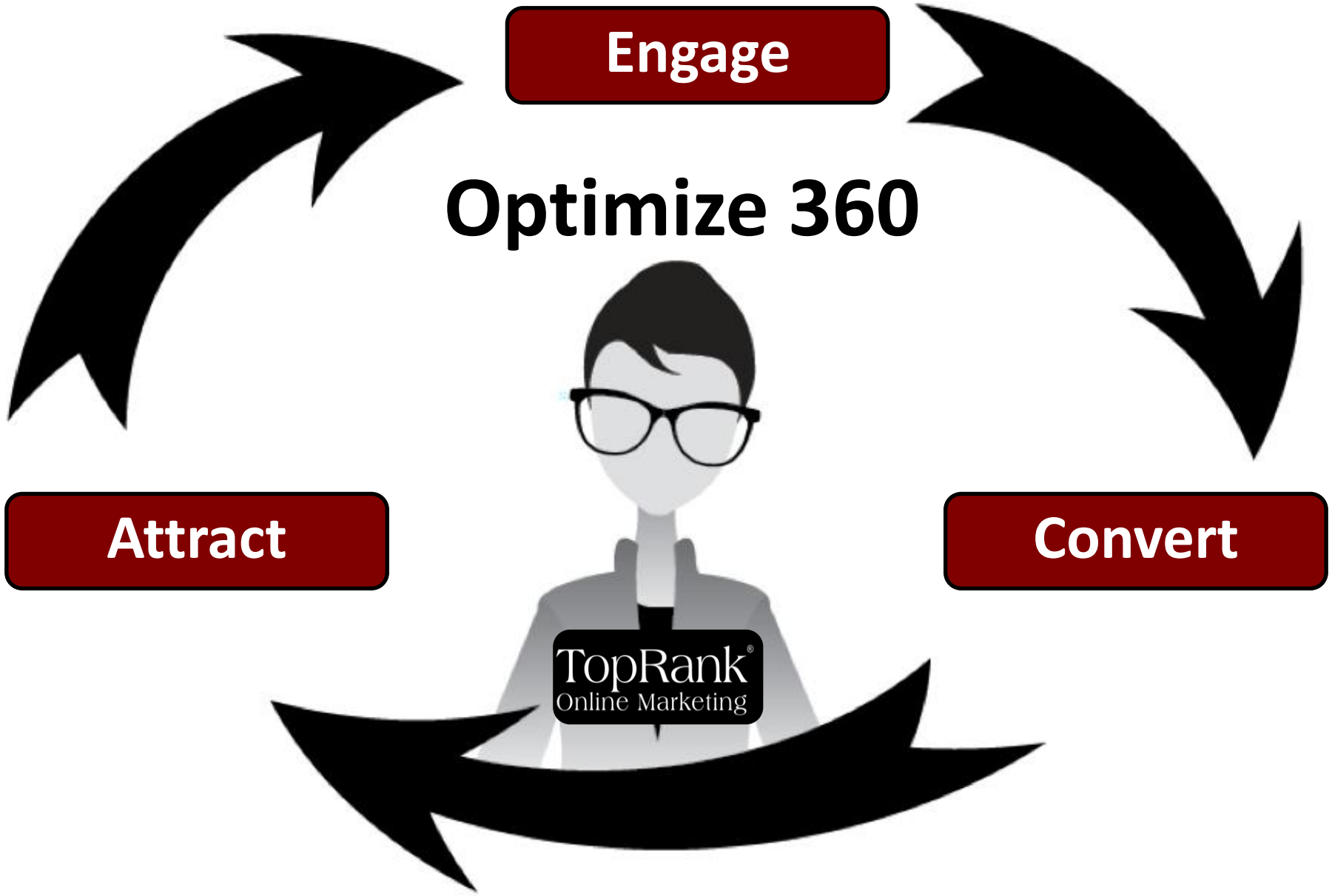
Engage
Optimize 360
Attract
Convert
TopRank®
Online Marketing

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Content Marketing Optimization

Who are you writing for?

What do they care about?

What stories will connect you?

Make it easy to find & share

Preferences
Pain Points
Behaviors

Search &
Social Data
Sources

Editorial
Calendar,
Repurpose

Social & SEO
Networking,
PR, Linking

awareness → consideration → purchase → retention → advocacy

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Content Plan & Keyword Glossary

TopRank® Online Marketing

Example Editorial Schedule for a Marketing Blog

Each Week Shows a Different Schedule Format

See http://www.toprankblog.com for many more tips on SEO, Social & Content Marketing

Date		Title	Topic/Category
9/15/13	Mon	How Content Marketing Benefits B2B Companies	Content Marketing
9/16/13	Tues	5 Ways Content Marketing Works for B2B marketers	Content Marketing
9/17/13	Wed	MarketingBlog.com Guide to Content Marketing Agencie	Content Marketing
9/18/13	Thur	How to hire a Content Marketing Consultant	Content Marketing
9/19/13	Fri	How to Extend Your Investment in Content Marketing	Content Marketing
9/22/13	Mon	Thought Leader Monday	topic 1, 2, 3, 4, 5
9/23/13	Tues	Tactical Tips Tuesday	tactic 1, 2, 3, 4, 5
9/24/13	Wed	Interview/Guest Post Wednesday	interview topic 1, 2, 3, 4, 5
9/25/13	Thur	B2B Thursday	B2B topic 1, 2, 3, 4, 5
9/26/13	Fri	Friday 5: Weekly News Roundup	News theme - story 1, 2, 3, 4, 5
9/29/13	Mon	Social Media	social media, social +
9/30/13	Tues	SEO	SEO, search engine optimization, +
10/1/13	Wed	Content Marketing	content marketing, +
10/2/13	Thur	Email Marketing	email marketing, +
10/3/13	Fri	Online Public Relations	online pr, public relations, +
10/6/13	Mon	Original Brand Content	original content
10/7/13	Tues	Guest Post: Topic 1	topic 1
10/8/13	Wed	Guest Post: Topic 2	topic 2
10/9/13	Thur	Guest Post: Topic 3	topic 3
10/10/13	Fri	Guest Post: Topic 4	topic 4

TopRank® Online Marketing

Sample Keyword Glossary for a Small Website

See http://www.toprankmarketing.com for many more tips on SEO, Social & Content Marketing

Source				Competitor								Keyword Phrase					
Client	Google AdWords	Agency	Derivative	1 - Competitor 1	2 - Competitor 2	3 - Competitor 3	4 - Competitor 4	Priority	NOTES	Reseller, Private Label, Affiliate	End User		Popularity	Google Monthly Search Volume	Competitiveness	Home	About Us
				http	http	http	http					URL				http:/	http:/
												Recommendations Made To Word Doc					
												Recommendations Uploaded to Site					
												QA Complete					
												2 pages					
												Keyword Phrase					
												PRIMARY KEYWORDS					
		x						x				keyword a	3,500	1,500	2,500,000	x	
x												keyword b	2,200	680	1,000,000		x
	x							x				keyword c	1,069	1,200	900,000	x	
x								x				keyword d	990	1,880	2,050,080		
		x										keyword e	500	3,520	12,000,000		
x																	
												SECONDARY KEYWORDS					
x								x			x	keyword 1	656		900,000		
			x								x	keyword 1 derivative	201		900,000		
			x								x	keyword 1 derivative	106		900,000		
			x								x	keyword 1 derivative	99		900,000		
		x						x		x		keyword 2	353		900,000		
			x							x		keyword 2 derivative	123		900,000		
			x							x		keyword 2 derivative	254		900,000		
			x							x		keyword 2 derivative	106		900,000		

Download Template: http://tprk.us/keyedcal

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Master SEO Basics

Brand

Customer

Keyword Glossary

Category

- Keywords
- Keywords
- Keywords

Category

- Keywords
- Keywords
- Keywords
- Keywords

Tech SEO Audit

Topical Focus

Publicity

Links

facebook

reddit

Blogs

twitter

Pinterest

Analytics

Monitoring

Conversions

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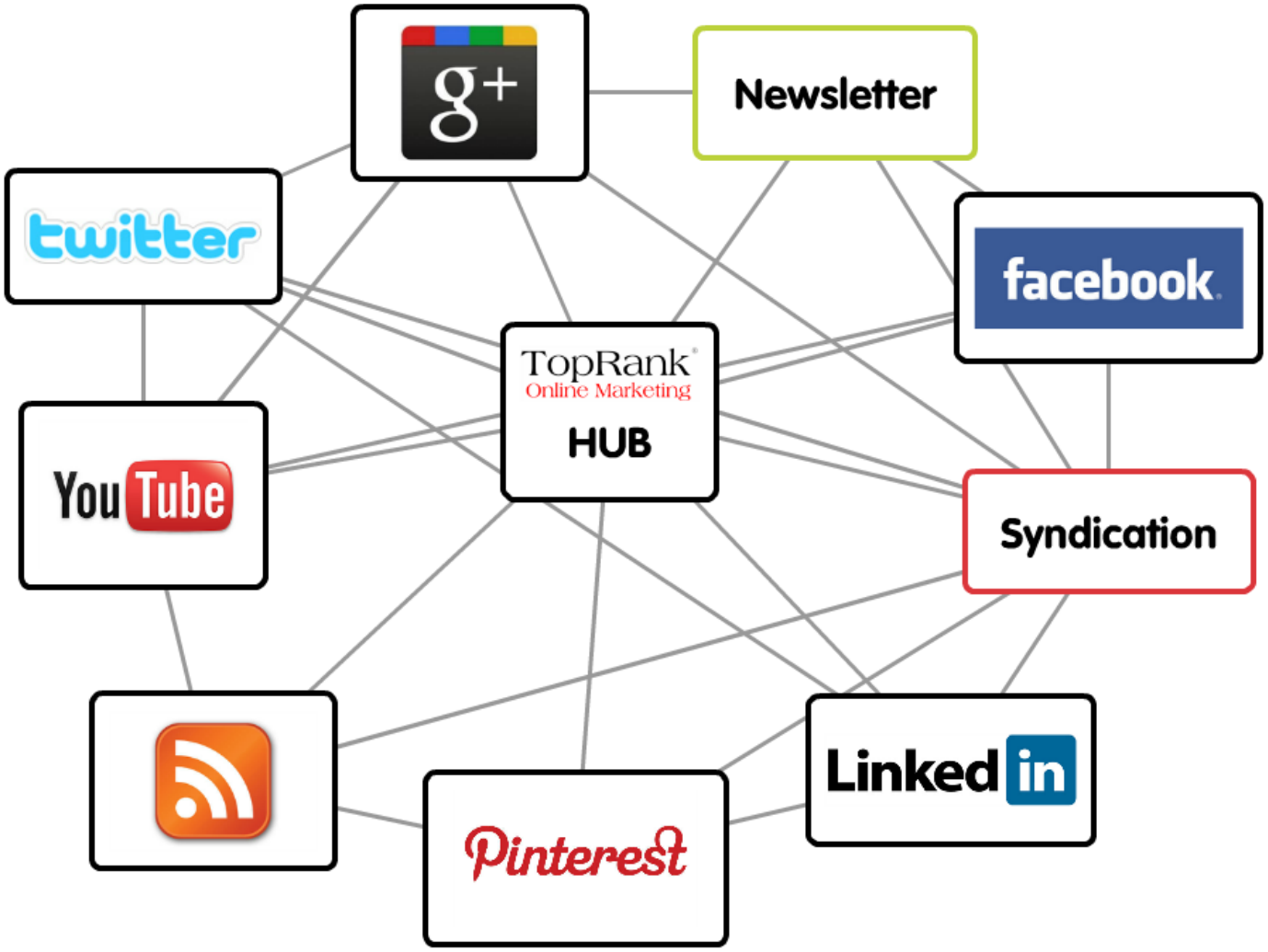
Hub & Spoke Promotion, Networking



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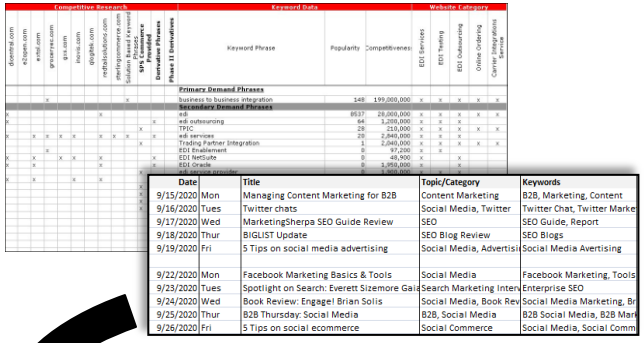
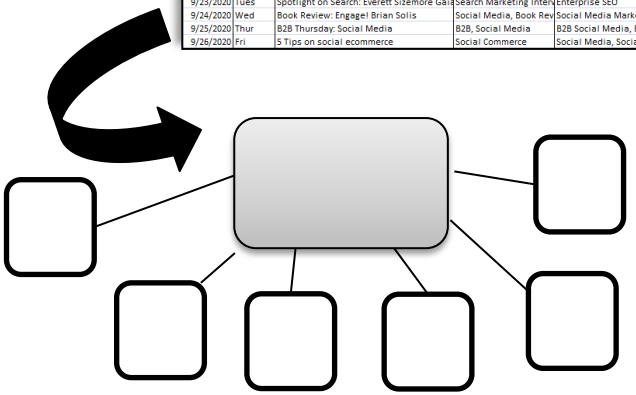
Engagement: F100 Technology

SMB Community

- **Target audience** seeks a “safe” environment to be educated on technology topics
- **Content Strategy aligns** customer tech needs with editorial plan
- **Audit 100’s of existing** content & media assets for repurposing
- **Develop new content**, co-create content with partners
- **Content attracts & engages** – gives more data for future content



Date		Title	Topic/Category	Keywords
9/15/2020	Mon	Managing Content Marketing for B2B	Content Marketing	B2B, Marketing, Content
9/16/2020	Tues	Twitter chats	Social Media, Twitter	Twitter Chat, Twitter Marke
9/17/2020	Wed	MarketingSherpa SEO Guide Review	SEO	SEO Guide, Report
9/18/2020	Thur	BIGLIST Update	SEO Blog Review	SEO Blogs
9/19/2020	Fri	5 Tips on social media advertising	Social Media, Advertisi	Social Media Avertising
9/22/2020	Mon	Facebook Marketing Basics & Tools	Social Media	Facebook Marketing, Tools
9/23/2020	Tues	Spotlight on Search: Everett Sizemore Gaia	Search Marketing Intern	Enterprise SEO
9/24/2020	Wed	Book Review: Engage! Brian Solis	Social Media, Book Rev	Social Media Marketing, Br
9/25/2020	Thur	B2B Thursday: Social Media	B2B, Social Media	B2B Social Media, B2B Mark
9/26/2020	Fri	5 Tips on social ecommerce	Social Commerce	Social Media, Social Comm



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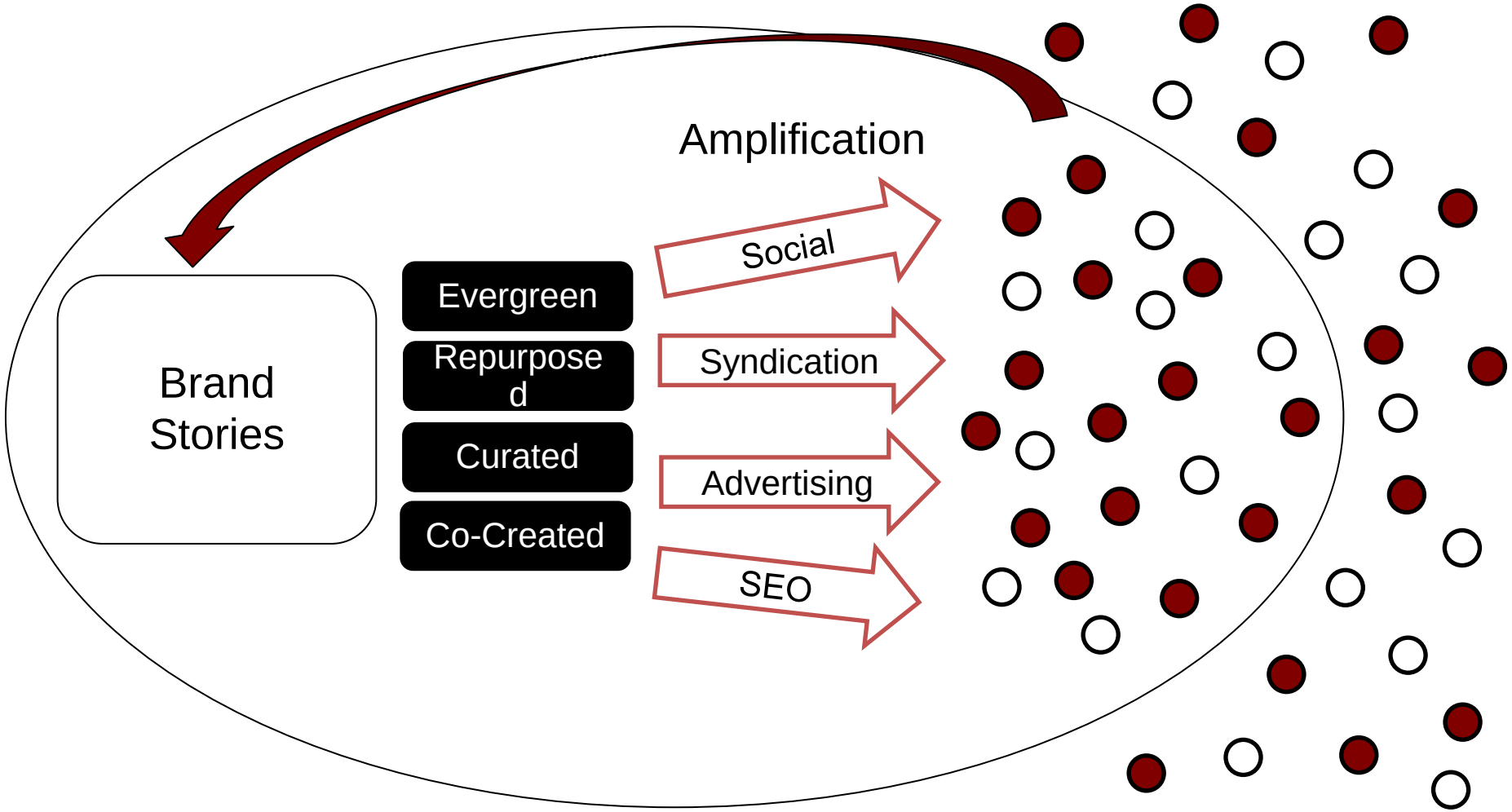
Content Types For Brand Storytelling



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Co-Created eBook

119,000 Views
Slideshare

Next Most Pop:
6,473 Views

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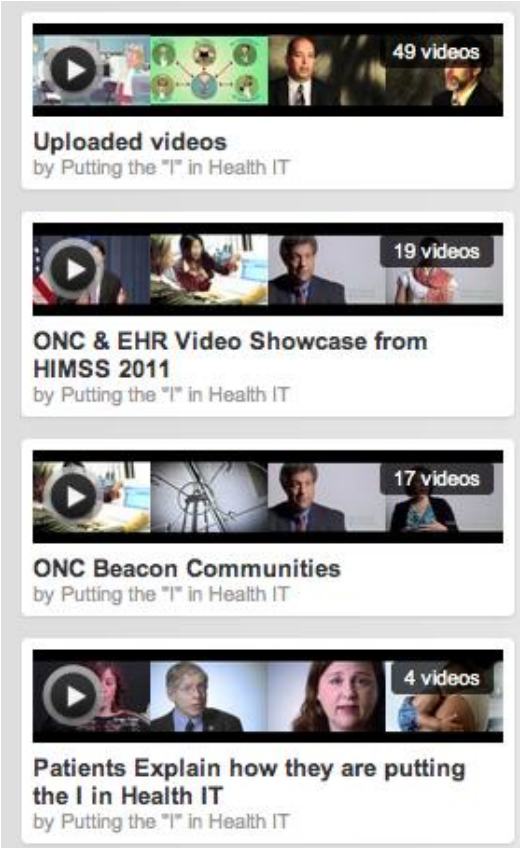
Consumption: F50 B2B

Re-Purosed Video Content



- **Target audience** engaged by video web analytics, social shares, competitor analysis
- **No new budget** to create video
- **100's** of offline videos
- **Audit offline videos** into themes that align with editorial plan
- **Apply SEO & Social** best practices
- **Create channels** by segment
- **Schedule uploads** & shares
- **Drives awareness**, engagement, education

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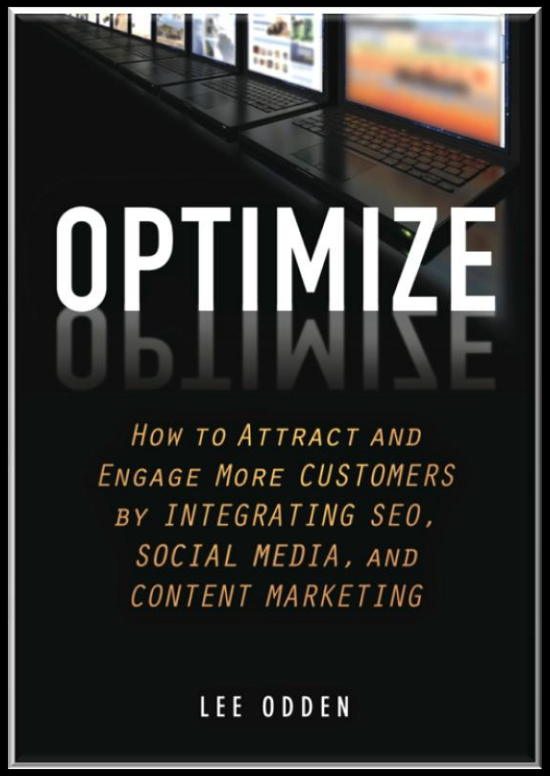
KPIs & Business Outcomes

- Fans
- Friends
- Followers
- Comments
- Likes
- Google Plusses
- Links
- SERPs
- Search Traffic

- Shorter Sales Cycles
- Increased Order Quantity
- More Referrals
- Lower Marketing Costs
- Grow Revenue
- Improve Profits
- Retention
- Share of Voice
- Improve Service

Integrated: Content, Search, Social



Audience & Personas
↓
Keyword & Topic Research
↓
Content Plan
↓
Creation & Curation
↓
Content Optimization
↓
Social Networking
↓
Inbound / Outbound
↓
Measure & Optimize

Free Download:
http://tprk.us/cmsmarts13

Thank You!

@LeeOdden

lee@toprankmarketing.com

TopRankMarketing.com

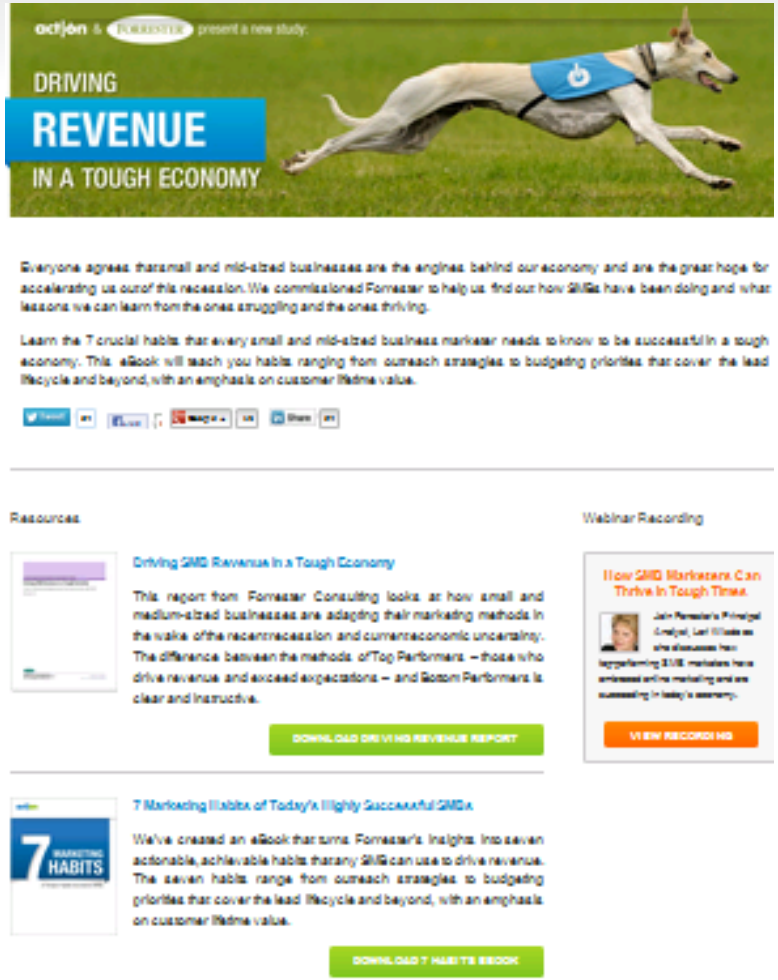
TopRankBlog.com

OptimizeBook.com

Integrating Inbound & Outbound

Awareness

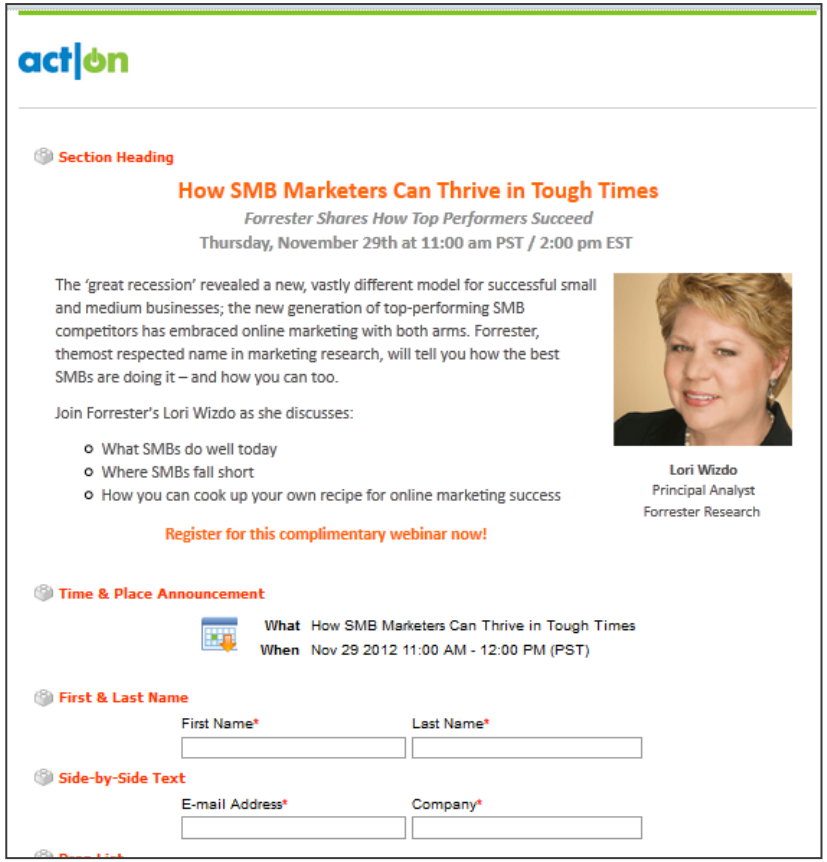
- Targeted Audience: SMB B2B companies
- Multi-faceted initiative
  - Microsite
  - SEO
  - Blog Posts
  - Social Media
  - Press Relations
  - Physical Events
  - Outbound Email Campaigns



www.act-on.com/drive

Conversion

- Keep forms short and simple to **increase conversion rates**
- Ask for **additional data points** on subsequent visits
- Create **more targeted programs** as you collect more data



Nurturing

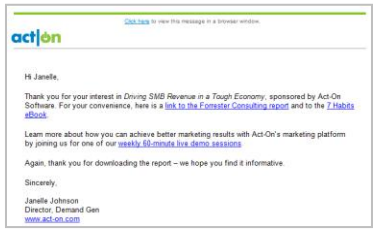
Whitepaper Download

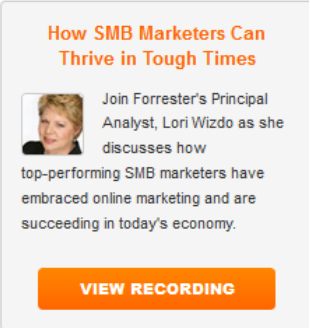
Confirmation Email with link to asset

Recorded webinar on similar topic

eBook on similar topic

Corresponding Infographic





Example: Nurture Campaigns

Program Conditional Program: PDF Download

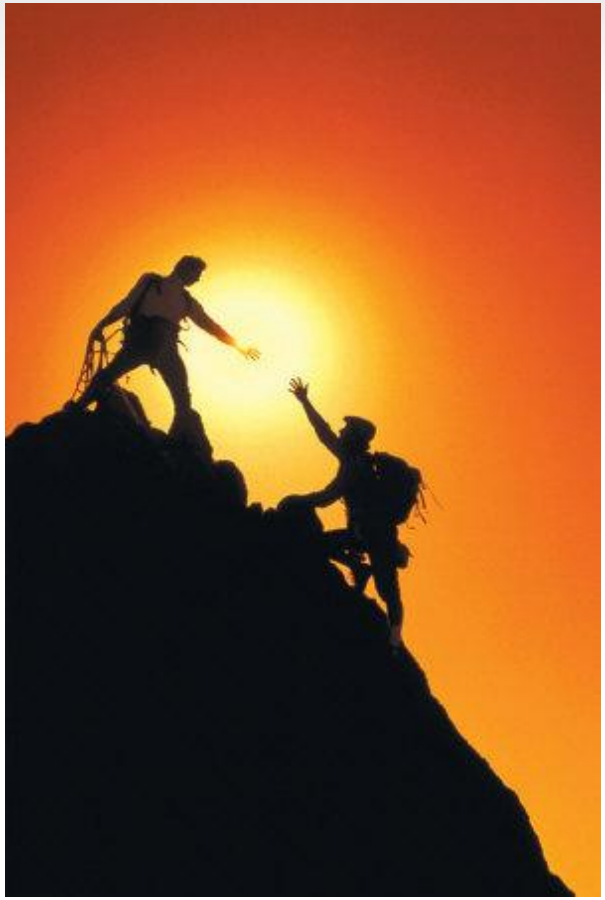
Now | Stop | Edit | Refresh | Listing

Program Steps | Program Messages | Program Details

	Waiting	Completed	Exited
A-1 Welcome Message		15	0
A-2 1 Week	0	15	0
A-3 Second Data Sheet or Testimonial : Conditional		15	0
A-4 10 Days	0	15	0
A-5 Webinar Invite or Third Data Sheet : Conditional		15	0
A-6 1 Week	0	15	0
A-7 Conversion Offer Message		15	0
A-8 3 Days	0	15	0
A-9 Non Responsive: Copy for Nurturing		15	0
A-10 Exit the Program			15

Qualifying and managing lead hand-off

Organizations where **marketing and sales are aligned** were **38% better at winning customers** than those that were not.*



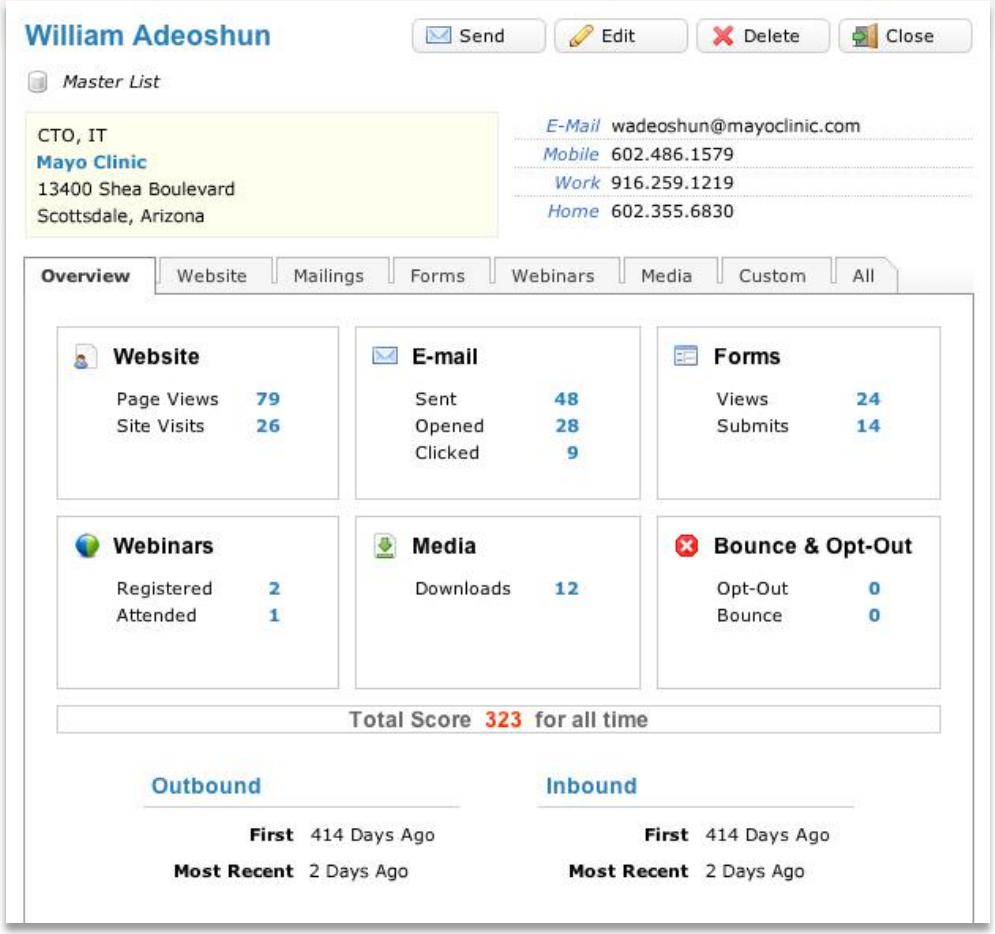
* MarketingProfs research

Prospect Intelligence & Insight

Use every engagement opportunity to **learn more**

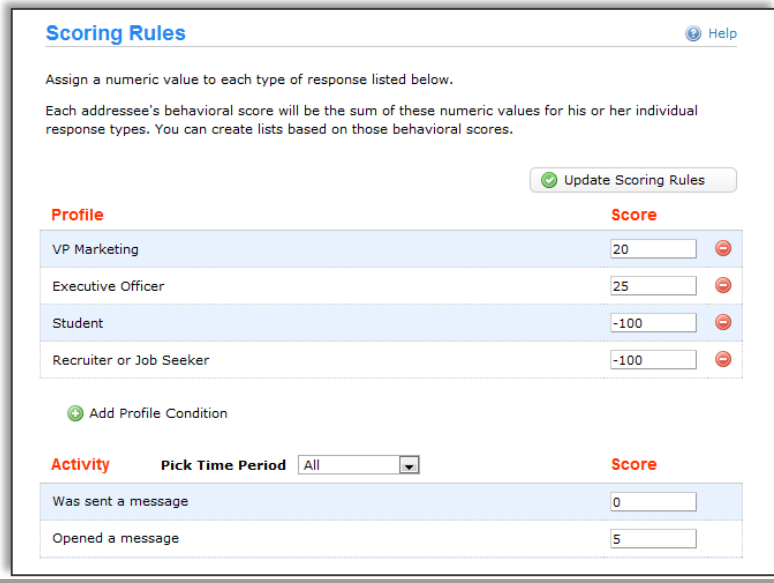
Build a profile that combines demographic and behavior information

80% of the prospects deemed "bad leads" by sales go on to **buy within 24 months**



Lead Scoring

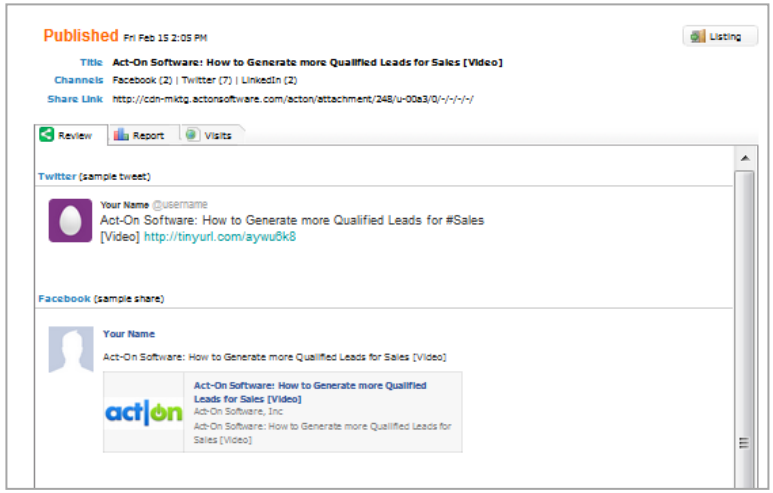
- Automatically give points to leads based on behaviors or profile attributes
- Allows marketing & sales to sort and prioritize leads
- Marketing nurtures leads with lower scores
- Re-establishes trust

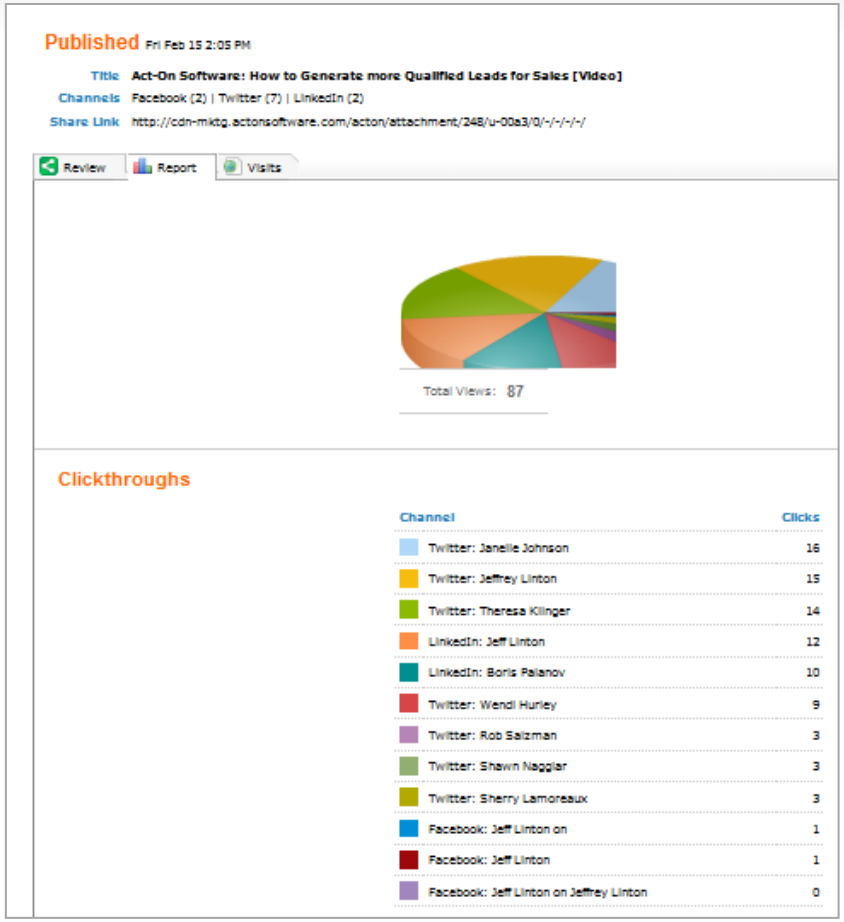


Measuring & Optimizing

Social Media Metrics

- Mentions / Connections
- “Likes” / Followers
- **Clicks / Conversions**

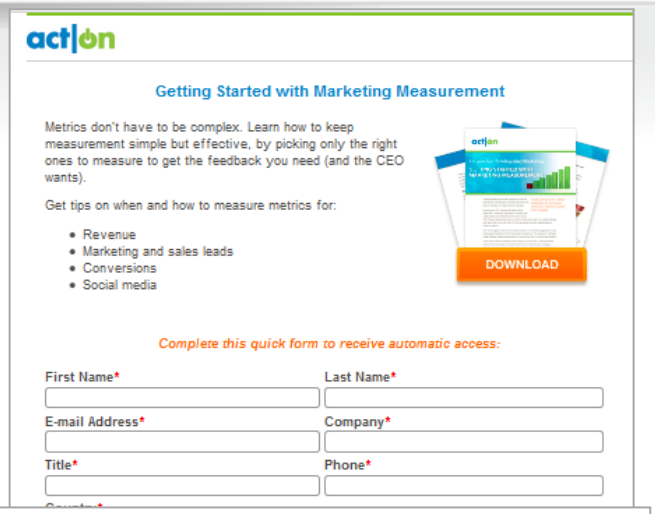




KEY: Followers are good but converting them to leads, opportunities and revenue is better

Program Benchmarking Metrics

- What channels are performing best?
- Page Views
- Form completion/ abandonment rates
- Content/asset downloads



Views

Submits

Source	Views	Submits	Percent	Unique	Non-Submitters
Message: activity enhancement	1	0	0%	0	1
Last Chance	4	4	100%	4	0
Google Ad	23	9	39%	8	N/A
Facebook	8	4	50%	4	N/A
Partner A Promotion	18	8	44%	8	N/A
Partner B Promotion	20	8	40%	8	N/A
Twitter	10	4	40%	4	N/A
Total	84	37		36	1

KEY: Keep your benchmarking metrics easy, understandable, and insightful

Next Steps

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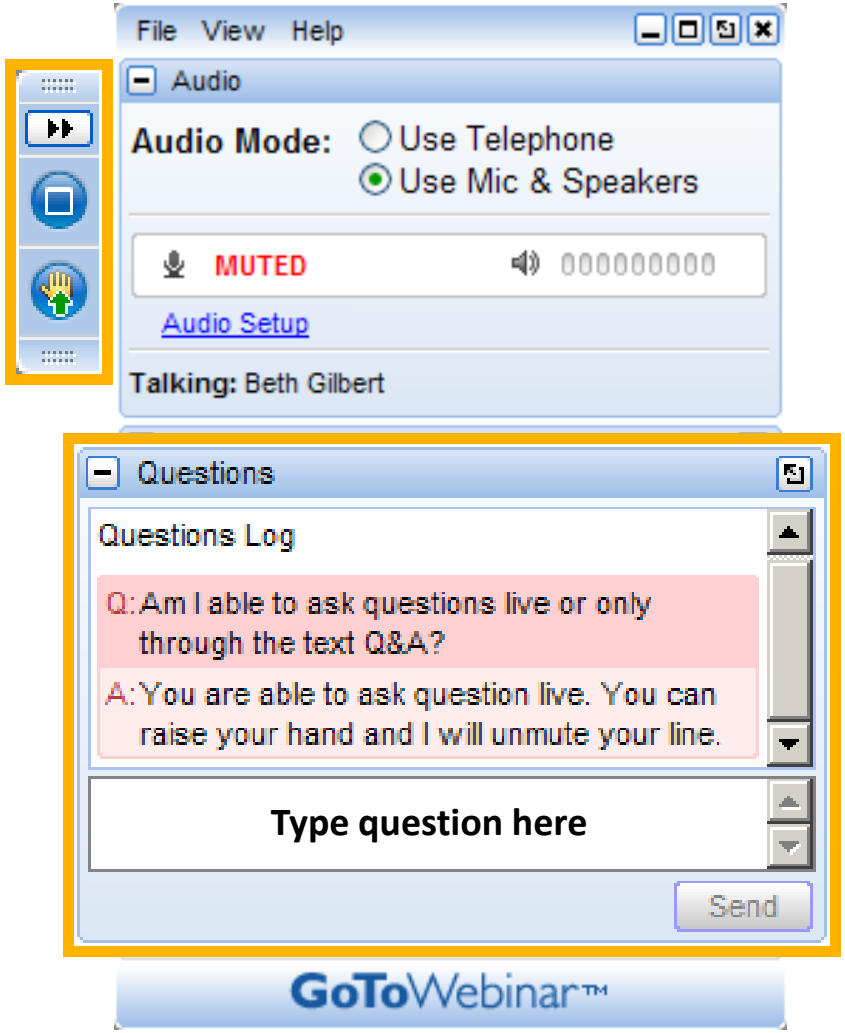
Q&A // Submit Your Questions



Q&A // Panelists

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