

How to get ahead of the competition with inbound marketing

Everest 2021



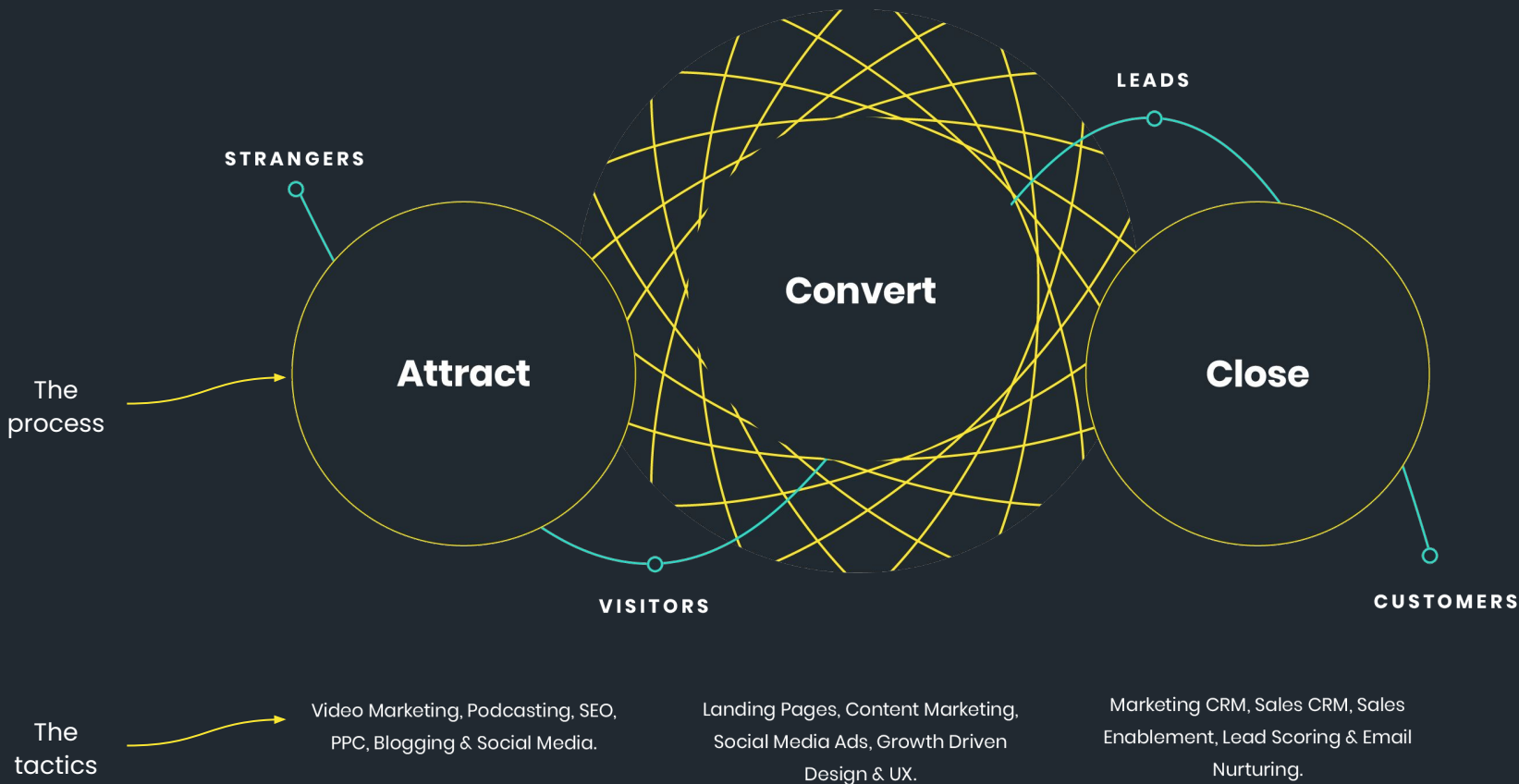
About me

- Sunderland fan
- Two children
- Director of Digital 22
- Background in SEO / organic growth
- Rolled out inbound marketing strategies for 81 companies in the last 6 years



What is inbound marketing?

A process to market effectively across the full buyer's journey



How to get ahead of the competition

1. Think holistically
2. Make it personal
3. Be the source of knowledge on a 'topic'

#1 Think holistically





Digital marketing is competitive which means it is essential for businesses to **consider the full buyer's journey**.

99% of companies go wrong because they purely focus on the 'Decision' phase, expecting every visitor to buy today. The truth is this, ~~the~~ 'Decision' phase is by far the most competitive and only **3% of customers are ever in it.**

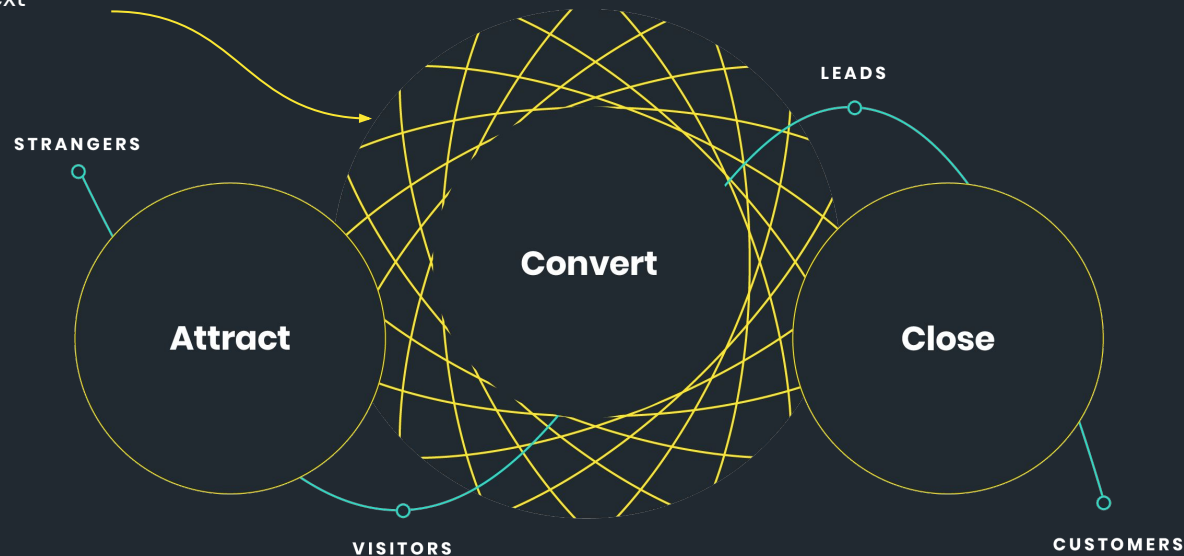
Our game plan and services cover the **full buyer's journey** which opens a massive marketing opportunity.

The danger of siloed channel working – expecting them all to drive decision action

**How do we take
a holistic view?**



Have a 'what's next' approach?



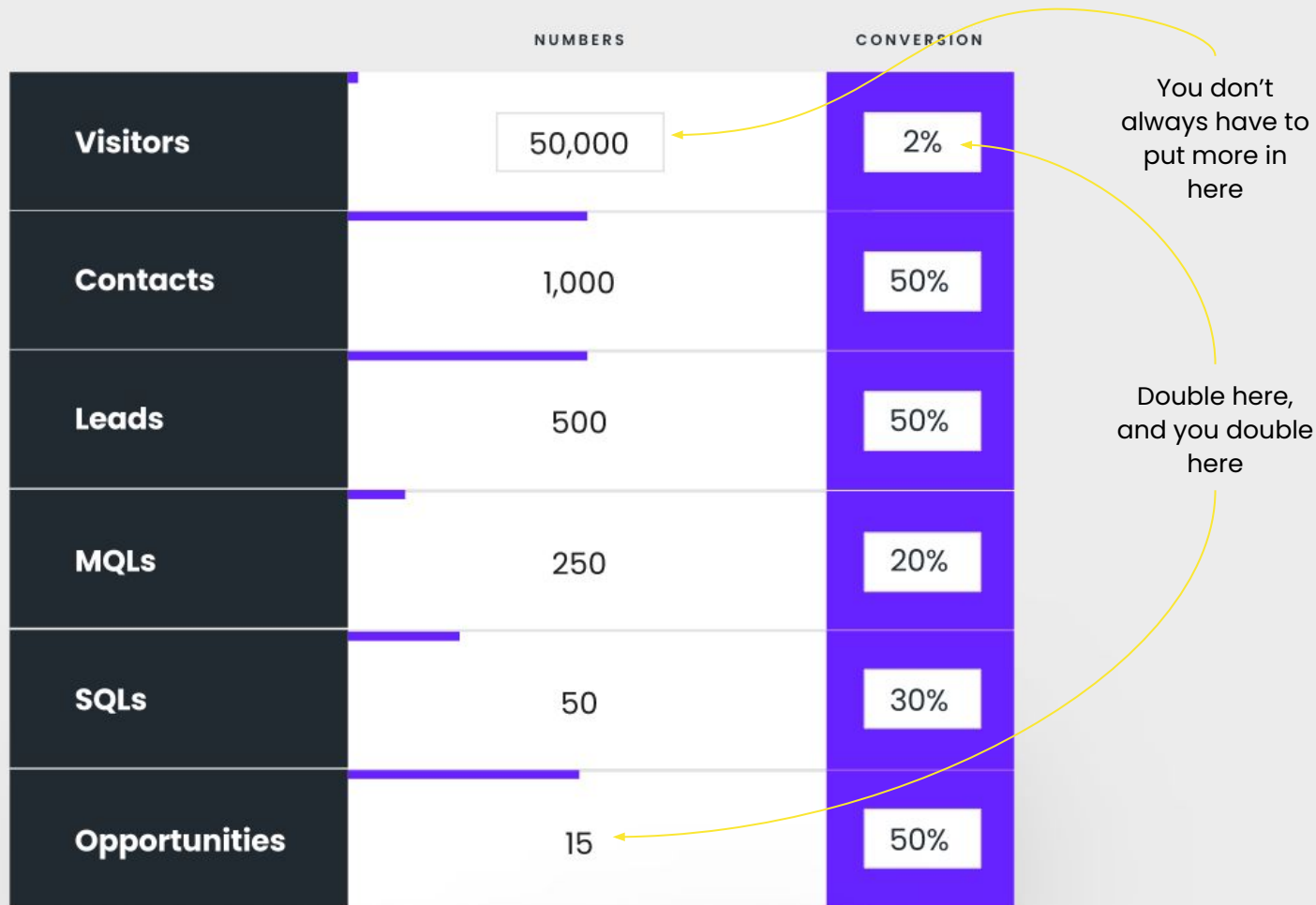
Video Marketing, Podcasting, SEO,
PPC, Blogging & Social Media.

Landing Pages, Content Marketing,
Social Media Ads, Growth Driven
Design & UX.

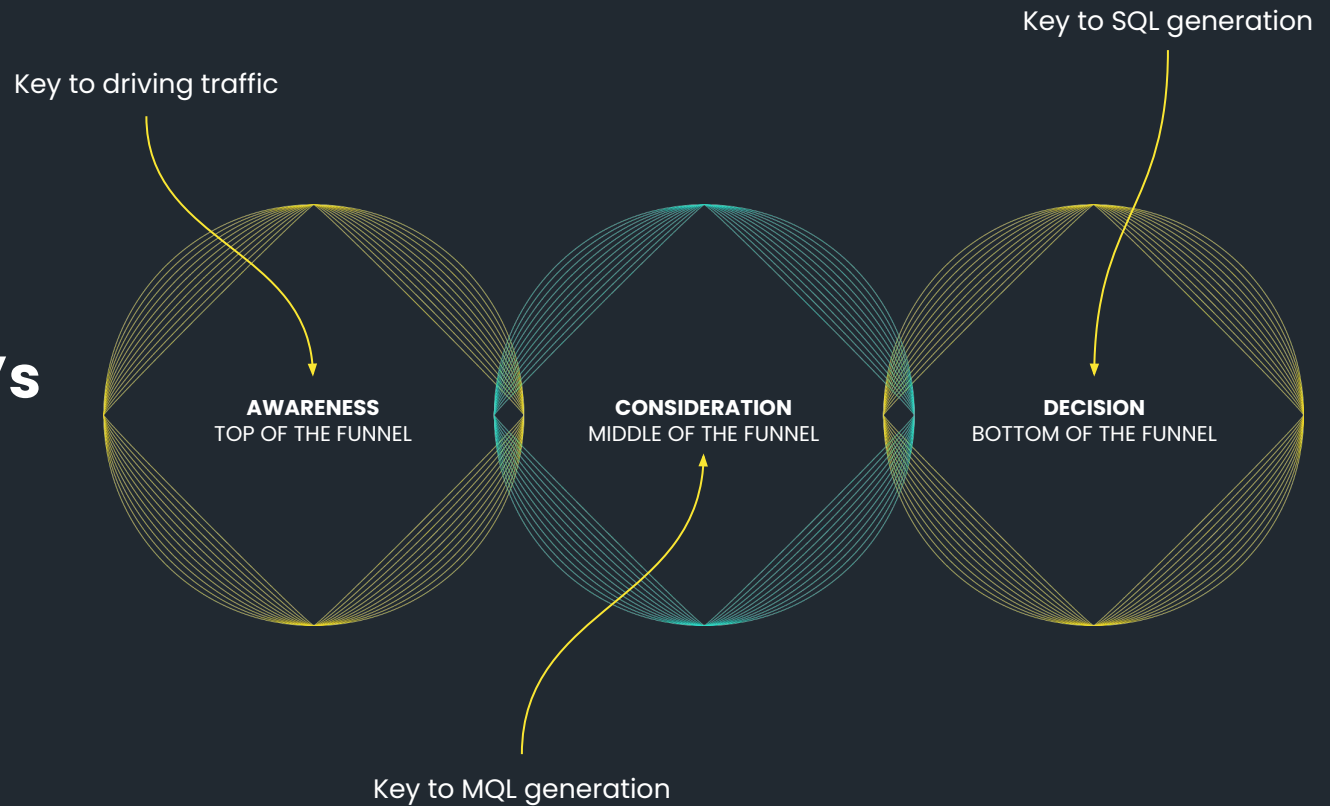
Marketing CRM, Sales CRM, Sales
Enablement, Lead Scoring & Email
Nurturing.

Just doing any one channel
will reduce the impact

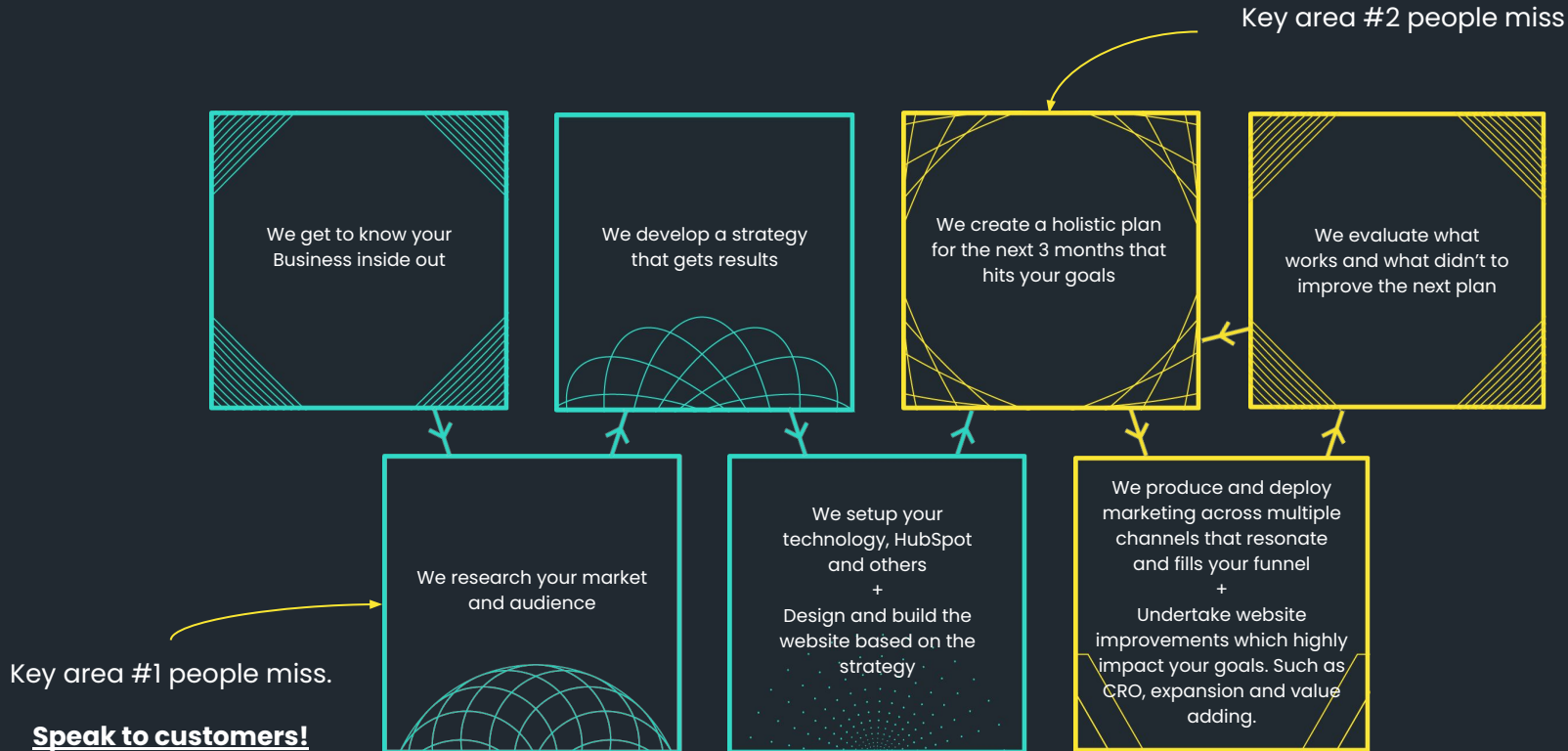
**Build a
funnel for
analysis and
expectation**



The Full Buyer's Journey



Want a strategy that resonates with your audience, marketing that provides them with value, a website which drives optimal results using data and a funnel full of prospects?



#2 Make it personal





Be the personality / company people
know within your industry
= Trust

(The most critical element of getting someone to take action on your digital marketing)

One way to build
trust...

**Have a 'video
first' approach**



Brian Halligan
CEO & Co-Founder of HubSpot



“Start geeking out hard on video opposed to text. Use video everywhere within your business”

Brian Halligan - CEO & Co-founder HubSpot

‘Video first’ company

1. Sales
2. Marketing
3. Client Service

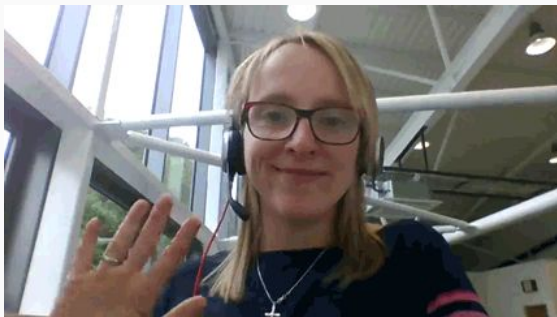
1

Sales

Solution: Re-humanising the sales process

STAND OUT IN THE INBOX

ESTABLISH A CONNECTION TO BUILD TRUST



- Avg we had 7 - 10 touchpoints in the sales process before we met the prospect
- Used personal video to convey authenticity, trust, and boost response rates by 5x
- Putting a face to our name created an instant H2H connection.

2

Marketing



“I recorded this **webinar invite video for you. See you at the Be Brilliant club!”**

LinkedIn interface showing a post by Rikki Lear, Inbound Marketing & HubSpot Expert. The post text reads: "A lot of marketing and sales managers are worried and confused right now. So if that's you, you aren't alone." Below the text is a video player showing Rikki Lear speaking. The video player controls show 0:01 / 2:03. The post has 19 likes, 6 comments, and 778 views. The bottom of the post shows buttons for Like, Comment, and Share.

Network comms

Helping marketing and sales professionals navigate the challenges caused by COVID-19

W/C 6th April 2020 @ 1pm | ONLINE

REGISTER NOW





“I recorded this **request video for you.
We’d love for you to speak at our event!”**

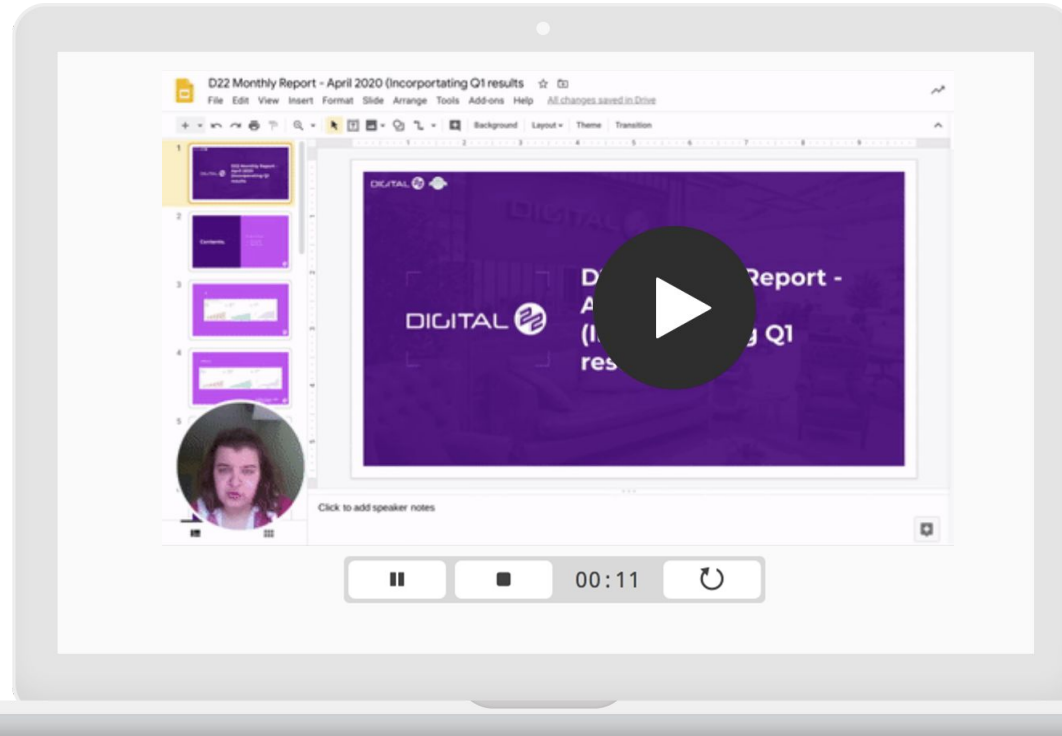


3

Client Service



“I recorded this **report video for you.
To show your ROI for the month!”**



Purpose

Delight the client, highlight improvements and ROI

Approach

Show monthly progress, keep it clear simple, highlight next steps and ideas

Use Cases

Show real time live dashboards and stats

What happens if you get it right...


The transformation we've seen first hand by fully embracing video



DOUBLED
website
traffic



63% increase
in FORM
SUBMISSIONS




10% more
price guide
DOWNLOADS



SHORTER
sales cycles



FASTER hiring
of new staff



HAPPIER
team with
eNPS scores
of +63



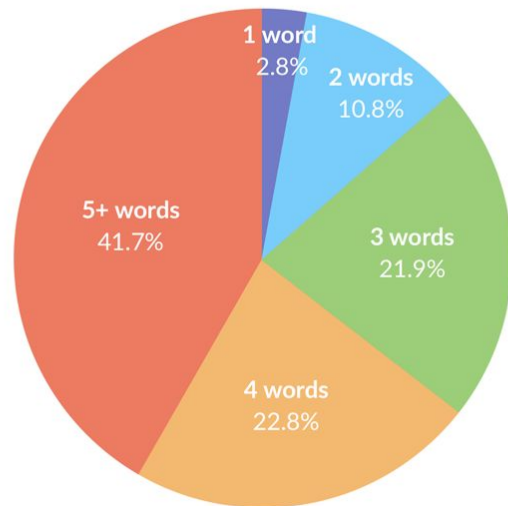
Cut meeting
agendas IN
HALF

**#3 Be the
source of
knowledge on
a 'topic'**

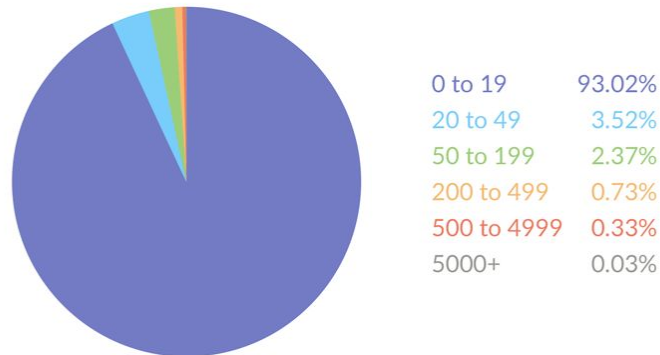
Search has changed

- Queries are becoming longer and more complex
- We ask much more 'conversational' questions
- We rely on search engines to understand context
- Started with Google Hummingbird in 2013
 - Google started delivering results that understood semantics and intent
 - The first real move from keywords to topics

Searches by keywords



Searches by volume



So marketers need to adapt

- Will continue in this direction as we force search engines to be more 'human'
- Therefore; how we think about, plan and structure content needs to change...

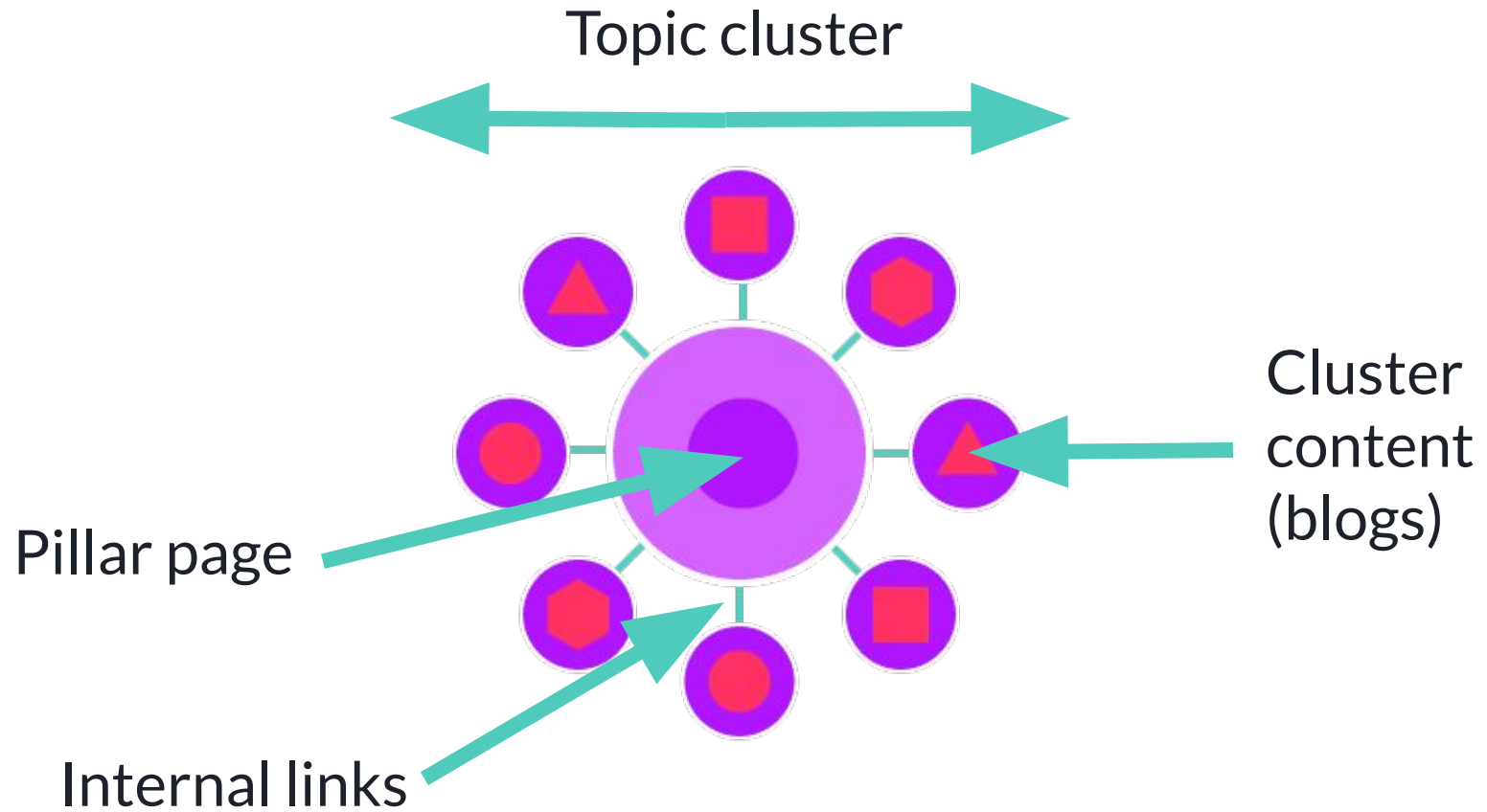
The Key is to start thinking in terms
of **TOPICS** you want to own,
not just **KEYWORDS**

This allows you to own a "Sphere of influence" on the internet.

Topic Cluster: A selection of content grouped together to own a topic in search engines...

Pillar Page: The focal point of the Topic Cluster. It broadly answers every question* on the topic...

* every question your persona needs answering



Before and after





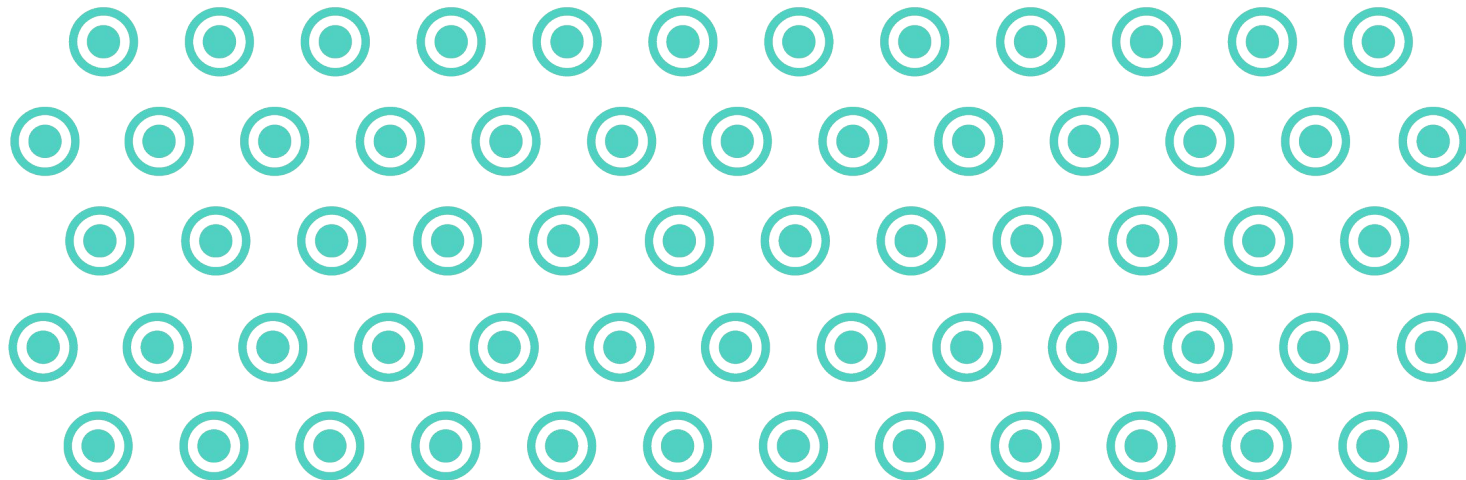
www.website.com

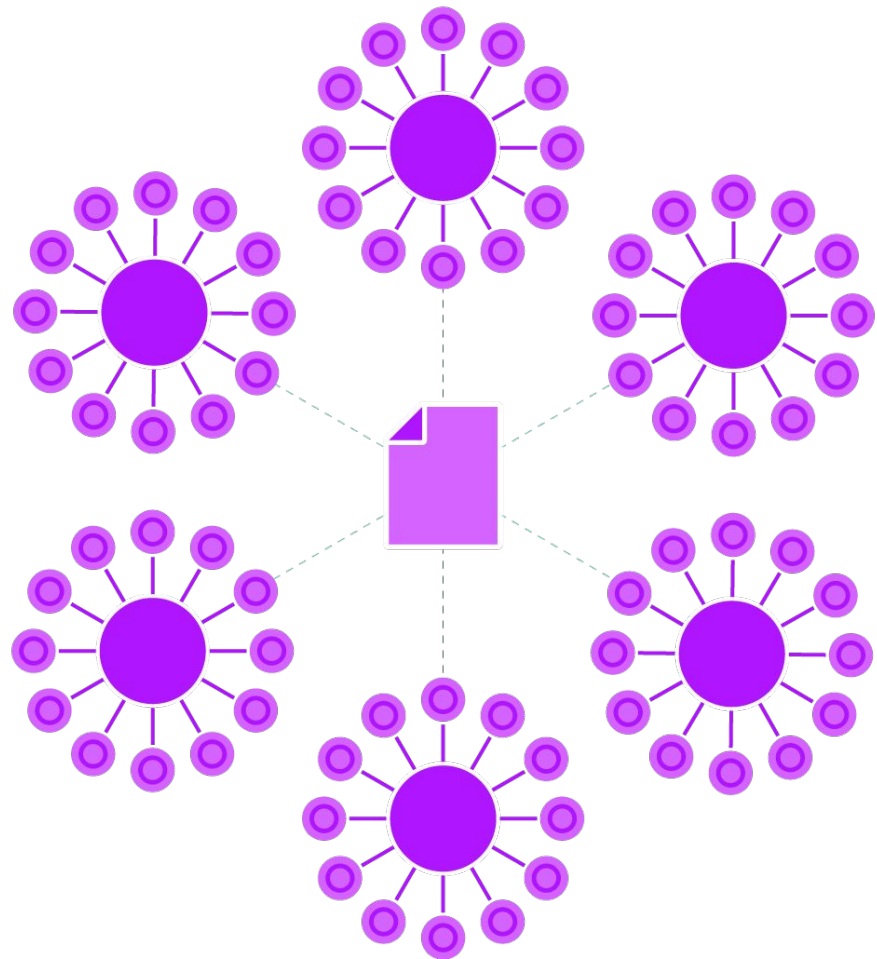


blog.website.com

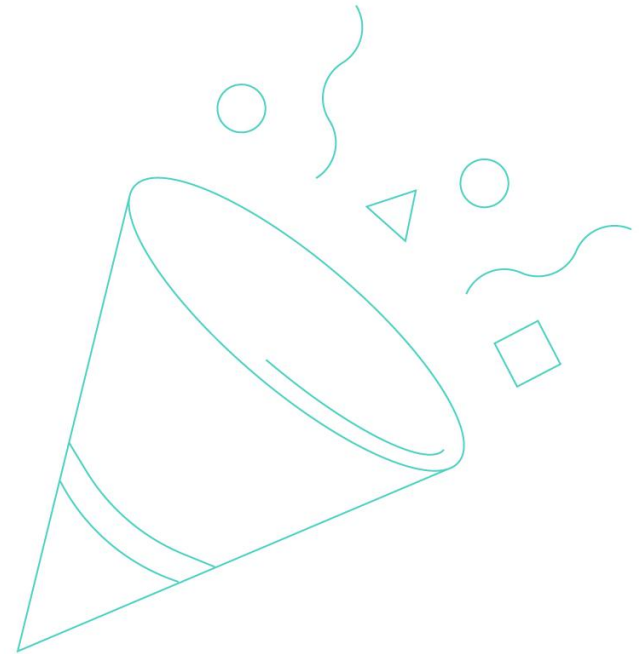


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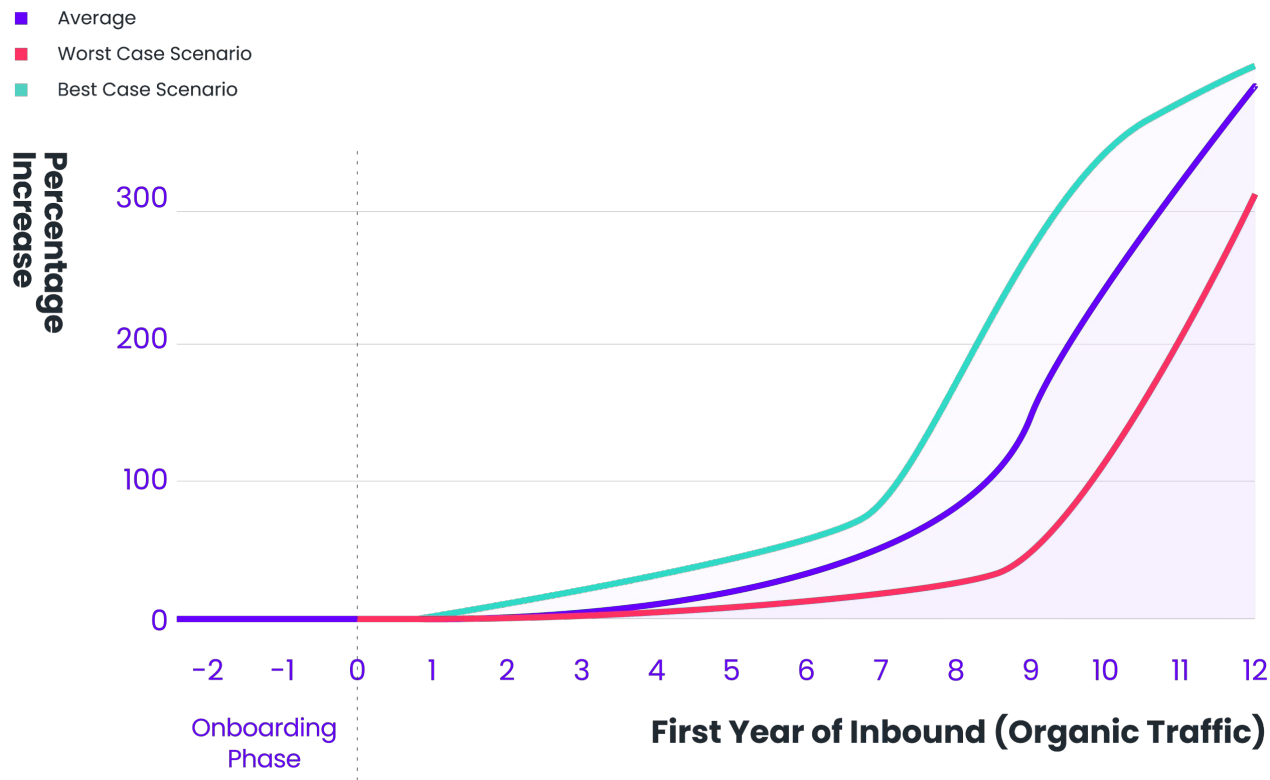
- Help your personas - answers their questions
- Improves user metrics / keep people engaged
- Attracts links
- Rank higher / get more organic traffic
- Find gaps in content strategy
- Give your content purpose
- Helps sales - great to send to prospects before calls



**What happens if
you get it right...**



First year of inbound



Recap...

1. Think holistically
2. Make it personal
3. Be the source of knowledge on a 'topic'

Q&A

