How can YOU weave merchandise into your client’s strategy?
• Inbound Marketing- What the #^*@?
• Outbound Marketing- The old way!
• Inbound Methodology
• Types of Inbound Tactics
• Ideal Company/Buyer Persona’s
• The Buyers Journey
• Always be helping the client
• Case Study
• Examples- Sell more promotional products through the Inbound Methodology!
• Where do the opportunities sit within our industry?
What is Inbound Marketing?

“Inbound marketing is an approach focused on attracting customers through content and interactions that are relevant and helpful — not interruptive. With inbound marketing, potential customers find you through channels like blogs, search engines, and social media.” Hubspot

- Inbound is being about part of the conversation. Info showing up at the right place and right time when buyers are looking for info.
- So we are DRAWING people in to our digital assets
- Creating marketing that people love > what marketing do people love the most? MERCHANDISE! Couple with Inbound Marketing Tactics = SUCCESS
Outbound Marketing

Outbound marketing is interruption marketing, going out and trying to find people it can convince to come visit their business and sell something. It’s aggressive, it’s disruptive, and it’s unsolicited.

This is the old way of doing marketing and is going to be less prevalent as companies start to embrace the Inbound Marketing methodology.
The old marketing playbook is BROKEN.

- 86% skip TV ads
- 91% unsubscribe from email
- 44% of direct mail is never opened
- 200M on the Do Not Call list
Unlike outbound marketing, inbound marketing does not need to fight for potential customers' attention. By creating content designed to address the problems and needs of your ideal customers, Inbound Marketing attracts qualified prospects and builds trust and credibility for your business.
Inbound vs. Outbound Marketing

https://www.youtube.com/watch?v=m-muJ6LlnVs
What does this mean for you?

Ask yourself- How are you marketing towards your clients now? Do you need to re-look at the way that you are promoting your business?

And better still- How do you like to be marketed to?

How often are you taking a telephone call or receive an email with someone trying to sell you a better electricity plan/telephone plan/SEO/website design?
The Inbound Methodology

The best way to turn strangers into customers and promoters of your business.

- **ATTRACT**: Strangers
  - Blog
  - Keywords
  - Social Publishing

- **CONVERT**: Visitors
  - Forms
  - Calls-to-Action
  - Landing Pages

- **CLOSE**: Leads
  - CRM
  - Email
  - Workflows

- **DELIGHT**: Customers
  - Surveys
  - Smart Content
  - Social Monitoring

Promoters
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.

- Blogging
- SEO
- Social Publishing
Once you’ve attracted website visitors, the next step is to convert those visitors into leads by gathering their contact information. At the very least, you’ll need their email addresses. Contact information is the most valuable currency there is to an online marketer.

- Forms
- Calls to Action
- Landing Pages
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.

• CRM
• Email
• Marketing Automation
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!

- Surveys
- Calls to Action
- Social Monitoring
Types of Inbound Marketing Methods

- Social Media
- SEO
- Blogging
- Personalisation
- Segmentation
- Marketing Automation
- Email

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

Where do the opportunities fall with each of these methods for our industry?
Today’s modern buyer!

80% of the buyers decision process is made before the buyer actually speaks to a human.

What can we do as an industry to help our clients with their prospects get them through the sales/marketing funnel to make that decision faster?

Help them create a Call to Action with a merchandise incentive!
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 materialise 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.
Personalisation and Context

Tailor your content to the wants and needs of the people who are viewing it. As you learn more about your leads over time, you can better personalise your messages to their specific needs.

Think about your Buyer Persona > what do they care about?
A multi channel presence > Social Channels

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 - How does this all come together?

Marketing Automation Platforms
- Hubspot
- Marketo
- Infusionsoft
- Wishpond

Content creation, publishing and analytics tools all work together like a well-oiled machine - allowing you to focus on publishing the right content in the right place at the right time.
Inbound Marketing is about.....

Building Trust > not scepticism among your prospects
Being Loved > not ignored by your customers
Outsmarting > not outspending your competitors
Get to know your Buyer Personas! WAIT.

But first- what does your ideal buyer profile look like?

Before you can identify potential buyers, you need to define which buyers you can help and which you can’t. The ideal buyer profile defines which companies are a good fit for your offering and which ones are not. If you are a B2B company, the definition should be at the company level, not the contact level - that is, even if your point of contact doesn’t typically make the purchasing decision, they’re still valuable to speak with if their company matches your ideal buyer profile.

HELLO
my name is

Your Ideal
Client/Customer

PPAI EXPO

#ppaiexpo
Buyer Personas!

Buyer personas (sometimes referred to as marketing personas) are fictional, generalised representations of your ideal customers. Personas help us all - in marketing, sales, product, and services – So internalise the ideal customer you're trying to attract, and relate to our customers as real humans.

Having a deep understanding of your buyer persona(s) is critical to driving content creation, product development, sales follow up, and really *anything* that relates to customer acquisition and retention.
Marketing Co-Ordinator
Chloe

**BACKGROUND**
- Recently in the role under 12 months
- Aspirational to move up the marketing ladder
- Educated with a marketing degree

**BEST METHOD OF COMMUNICATION**
- Email
- Telephone
- Blog
- LinkedIn
- Networking

**DEMOGRAPHICS**
- Skewed female
- 23 - 30 years
- Under $50k
- Living at home wanting to move out

**SINGLE**

#ppaiexpo
Now it’s time to define the Buyers Journey - What does this look like?
Awareness Stage

During the **Awareness** stage, buyers identify their challenge or an opportunity they want to pursue. They also decide whether or not the goal or challenge should be a priority. In order to fully understand the Awareness stage for your buyer,

**Ask yourself:**
How do buyers describe their goals or challenges?

How do buyers educate themselves on these goals or challenges?
Consideration Stage

During the Consideration stage, buyers have clearly defined the goal or challenge and have committed to addressing it. They evaluate the different approaches or methods available to pursue the goal or solve their challenge.

Ask yourself:
What categories of solutions do buyers investigate?

How do buyers decide which category is right for them?
In the **Decision** stage, buyers have already decided on a solution category. For example, they could write a pro/con list of specific offerings and then decide on the one that best meets their needs. Questions you should ask yourself to define the **Decision stage is:**

What criteria do buyers use to evaluate the available offerings?

When buyers investigate your company’s offering, what do they like about it compared to alternatives? What concerns do they have with your offering?
Remember!

Always be helping the client!

How can we do this?
> Resources!
Download Content piece to help the client with their job.
When should you reach out to the client that has just downloaded the resource?

Within the first

5 minutes

Only 26.1% respond to leads in less than 5 minutes.
Harvard Business Review

21x
More likely to qualify is called < 5 minutes compared to 30 mins
Case Study- Printfection/New Relic

In this case study you’ll learn specific methods for motivating signups to take the desired actions that automatically qualify them as a sales-ready lead.

To motivate the ‘do nothings’, New Relic needed something affordable, with a high perceived value. By creating a t-shirt that resonated with techies, New Relic was able to offer free t-shirts as bait across their website, in re-targeting banner ads, and email marketing campaigns enticing people to deploy their product. Then once a customer deployed their product, they automatically emailed the customer with a giveaway redemption for their t-shirt.

As a result of this “data nerd” campaign, New Relic’s qualified leads have shot up 30%!
Advertising on the client’s website promoting the t-shirt offer.
New Relic T-Shirt

Here is a photo of my just arrived @newrelic's gift #datanerd
ic.twitter.com/MW7Gp59F
@rudiaf

Awesome new T-shirt from @newrelic and an even better product to boot. (Thumbs up).
ic.twitter.com/VgcKpeIF
@8bitb0mb

yeah i get my shirt from @newrelic, thx guys! awesome software!
http://twitpic.com/aeuwc
@LittleBuddha87

#ppaiexpo
MORE EXAMPLES
Social Media Competitions > Merchandise for your fans

WIN #Winx Merchandise & 2 xGA tix to see the @worldsbesthorse in her final Autumn 2017 race on 8 Apr @royalandwick! form.jotform.co/70820119159858

#ppaiexpo
Social Media Competitions > Refer a Friend

Mobogenie Referral Giveaway. Refer your friends and win BIG! #GenieX

Refer your friends to Hotjar – and win awesome prizes!

Refer 5 friends to receive our brand new official Hotjar t-shirt... or hit the top spot on our monthly leaderboard to win a LIFETIME free Hotjar BUSINESS account!

Start sharing now

- Referrals this month
- Position this month

#ppaiexpo
Website>
Newsletter sign up forms
Call to Action (CTA) > Merchandise Reward

[Image of the Kellogg's Toy Story 3 Promotion website]

- Join In the Fun
- Register
- Now It Works
- Home

Collect Codes Get FREE STUFF!

Join In the Fun
Now you can turn codes from specially-marked Kellogg's® cereal into points that you can redeem for great stuff inspired by everyone's favorite gang of toy characters. If you are a new visitor, register today for a Toy Story 3 account and start adding up your points!

How It Works | Products | Frequently Asked Questions | Contact Us | Privacy Policy | Kelloggs.com | Update Profile | Terms and Conditions

Codes must be entered and redeemed by 6/30/11, while supplies last. A maximum of 30 codes per account can be entered during the promotion period.

©, ™, © 2010 Kellogg NA Co. © Disney/Pixar

#ppaiexpo
Download a trial/monthly subscription

Monthly Subscription
Comes with our most comfortable headband.

$4.99/MONTH
Cancel anytime
Incentivise qualified leads to move through the marketing funnel > receive merchandise!
Social Media Interaction > Follow us to win

Follow us to WIN!

WIN A PRIZE SIGNED BY NIALL HORAN
1. Follow us @TheOpen
2. Screenshot and repost this image with #TheOpen

thepopen
• Hubspot
  • Sales Academy (FREE)
  • Marketing Blogs- Sign Up
• Gary Vaynerchuk
  • Daily Podcasts
• ADMA- Association for Data-driven Marketing and Advertising
  • Events
• Promokitchen
  • Blogs
  • Podcasts
Any Questions?
Please complete your session evaluation now to receive credit for session attendance.
Get in Contact with me-
justin@redtomato.com.au
www.linkedin.com/in/justreynolds/