



A BBD BOOM EXECUTIVE GUIDE

**EVERYTHING YOU
NEED TO KNOW
ABOUT
INBOUND MARKETING**

EMMA LYNCH & ADAM LEWIS
CO-FOUNDERS OF BBD BOOM

NOVEMBER 2020

CONTENTS

Introduction	3
What is inbound marketing?	4
The inbound methodology	6
Inbound strategy	9
Where to start	12
Do I need a content strategy?	14
The benefits of inbound marketing	17
Measuring your inbound marketing	20
Tying your inbound marketing to revenue	26
Building your ideal inbound marketing team	29
When might you need an inbound agency	30
Any questions?	31



INTRODUCTION

Today, inbound marketing stands as one of the most important methodologies a business can adopt. It takes into account buyers in the 21st century, by providing an ultimately less invasive and more tailored marketing experience for audiences looking to find a solution to their issues. For this reason, we have taken one of our audiences' favourite resources and adapted it to reflect the current marketing environment in 2020.

In this value packed ebook, we will share everything you need to know about inbound marketing, how it can positively impact your business, and how you can go onto implement this effective, modern marketing methodology.



WHAT IS INBOUND MARKETING?

The definition of inbound marketing

Inbound marketing is a business methodology that attracts customers by creating valuable content and experiences tailored to them. With inbound marketing, potential customers find you through channels like blogs, search engines, and social media. 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.

How is it different from outbound marketing?

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 ultimately involves disrupting audiences by trying to push a sale on them, even if they're not ready.

Inbound marketing is a strategy where you create content or social media tactics that spread brand awareness, so people learn about you, go to your website for information, and then purchase or show interest in your product. Thus, Inbound Marketing is a much less intrusive method.



Why outbound marketing is outdated

Outbound marketing techniques are getting less and less effective over time for two reasons:

- Your average human today is inundated with over 2000 outbound marketing interruptions per day and is figuring out more and more creative ways to block them out, including caller ID and spam filtering.
- The cost of coordination around learning about something new or shopping for something new using the internet (search engines, blogs, and social media) is now much lower than going to a seminar at the Marriott or flying to a trade show in Las Vegas.

While some outbound strategies take lots of time and effort and may yield no leads, inbound strategies allow you to engage an audience of people that you can more easily qualify as a prospect or lead.

Is inbound the same as content marketing?

Inbound marketing is an overarching methodology that not only attracts people who are already looking for your product or service, but also builds meaningful relationships, and contributes to satisfaction throughout the sales and service journeys. A successful inbound marketing strategy requires that a marketer come up with the right marketing mix to reach a brand's audience.

Content marketing is the creation and distribution of valuable, relevant, and consistent content across multiple channels to attract and retain an audience. So, content marketing can be seen as a subset of the inbound marketing methodology, as content is only one of the elements used.

Inbound marketing is a comprehensive machine in attracting, engaging, and delighting customers, using content as the fuel.

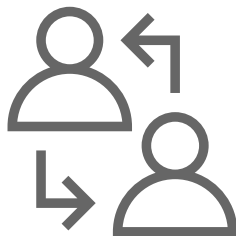
THE INBOUND METHODOLOGY

As stated previously, the Inbound Methodology is the method of growing your organisation by building meaningful, lasting relationships with consumers, prospects, and customers. It's about valuing and empowering these people to reach their goals at any stage in their journey with you. The inbound methodology can be applied in three ways:



Attract

Drawing in the right people with valuable content and conversations that establish you as a trusted advisor with whom they want to engage.



Engage

Presenting insights and solutions that align with their pain points and goals so they are more likely to buy from you.



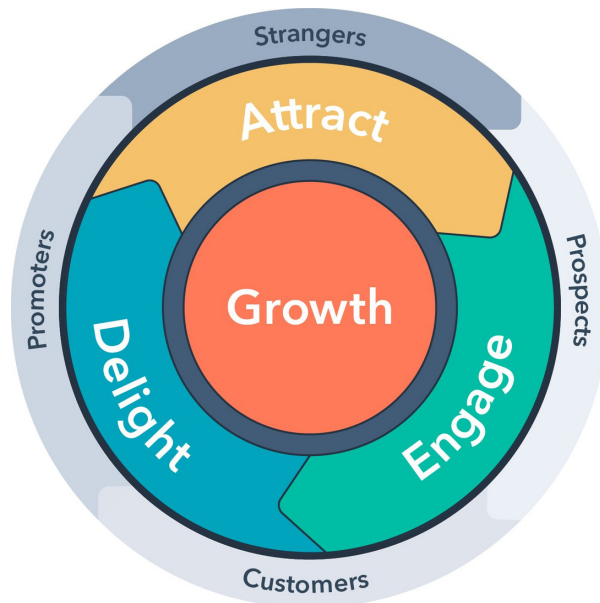
Delight

Providing help and support to empower your customers to find success with their purchase.

When customers find success and share that success with others, it attracts new prospects to your organisation, creating a self-sustaining loop. This is how your organisation builds momentum, and this is why the Inbound Methodology serves as a strong foundation for your Flywheel.

What is the Flywheel?

The Flywheel is a business model adopted by HubSpot to illustrate the momentum your organisation can gain by prioritising and delivering exceptional customer experience.



You can spin and build momentum by investing in strategies that acquire and retain customers; forces for your Flywheel.

On the other hand, anything that slows your Flywheel is friction. Often, the biggest sources of friction for your customers come in the handoffs between teams, so alignment and communication between teams are key to keeping your Flywheel spinning.

When your Flywheel is based on the Inbound Methodology, your marketing, sales, and service functions can add force and eliminate friction throughout the attract, engage, and delight phases. All organisational functions are also responsible for removing friction from your Flywheel.

For example, in the attract phase, marketing will likely play the biggest role by doing things like blogging, event marketing, and running paid ads, but your sales team can also add force by engaging in social selling, and your customer service team can add force by making it easier for current customers to make referrals.

Once you attain enough customers and engage and delight them, they can keep your Flywheel spinning by promoting your organisation and bringing new customers to you. Over time, your Flywheel allows you to grow without continually investing in customer acquisition.

But what about my funnel?

Today, customer referrals and word-of-mouth have become the largest influence on the purchase process, which means the funnel has one major flaw: It views customers as an afterthought, not a driving force. You see, funnels produce customers but don't consider how those customers can then help you grow. That's why the Flywheel is so important.



57%

Of B2B purchase processes today are completed before buyers ever reach out to vendors.

81%

Of buyers trust their families' and friends' recommendations more than companies' business advice

55%

Report trusting the businesses they buy from less than they used to.

Buyers aren't looking to your company's marketing materials to make that decision: Third-party review sites, peer-to-peer recommendations, and word-of-mouth play a bigger role in buying decisions than ever before. At the same time, overall trust in businesses is plummeting.

Conversations happen in more places, among more people, than ever before. The funnel was a good representation of how buyers used to learn about products — they found (or were sent) marketing materials, they had to speak to salespeople to find out more information, and then they became customers. But that's not how people make decisions today. They ask their networks for advice, they search for mentions of your company on social media, and you can bet they're reading third-party review sites.

The traditional funnel doesn't account for any of these factors. And because they're linear, funnels don't reveal the momentum you build through a great product and customer experience, nor the drag you experience when your processes start to slow down growth.



INBOUND STRATEGY

Inbound strategies are aimed to help you effectively market to your target audience the inbound way. Below, you'll see there are specific strategies for each inbound method of attracting, engaging, and delighting consumers to keep your Flywheel spinning and help your business grow better.

Attract strategies

Inbound marketing strategies that attract your target audience and buyer personas are tied to content creation and development.

To reach your audience, start by creating and publishing content, such as blog articles, content offers, and social media that provide value. Examples include guides on how to use your products, information about how your solution can solve their challenges, customer testimonials, and details about promotions or discounts.

To attract your audience members on a deeper level through inbound marketing, optimise all of this content with an SEO strategy. An SEO strategy will require you to target specific keywords and phrases related to your products or services, the challenges you solve for customers, and the ways you help target audience members.

This will allow your content and information to organically appear on the search engine results page (SERP) for the people who are searching for this information, also known as your target audience or the right customers for your business.

Attract tools:

- Ads
- Video
- Content strategy
- Social media
- Blogs



Engage strategies

When using inbound strategies to engage your audience, ensure you're communicating and dealing with leads and customers in a way that makes them want to build long-term relationships with you. When using these engagement strategies, inject information about the value your business will provide them with.

Specific engagement strategies may include how you handle and manage your inbound sales calls. Focus on how customer service representatives handle calls from interested people and prospects. Additionally, be sure you're always solution selling rather than product selling. This will ensure all deals end in mutually beneficial agreements for customers and your business — meaning you provide value for your right-fit customers.

Engage tools:

- Lead flows
- Email marketing
- Lead management
- Conversational bots
- Marketing automation



Delight strategies

Delighting inbound strategies ensure customers are happy, satisfied, and supported long after they make a purchase. These strategies involve your team members becoming advisors and experts who assist customers at any point in time.

Incorporating thoughtful, well-timed chatbots and surveys to assist, support, and request feedback from customers is a great way to delight these people. Bots and surveys should be shared at specific points in time throughout the customer's journey to ensure they make sense and are of value.

For example, chatbots may help current customers set up a new technique or tactic you've started offering that they'd like to take advantage of. Additionally, a satisfaction survey may be sent out six months after customers have purchased your product or service to get their feedback and review ideas for improvement.

Social media listening is another important strategy when it comes to delighting customers. Social media followers may use one of your profiles to provide feedback, ask questions, or share their experience with your products or services. Respond to these interactions with information that helps, supports, and encourages followers, showing you hear and care about them.

Lastly, the mark of an inbound strategy focused on delighting customers is one that assists and supports customers in any situation, whether or not your business gets any value out of it. Remember, a delighted customer becomes a brand advocate and promoter, so handle all interactions, both big and small, with care.

Delight tools:

- Email marketing
- Conversations inbox
- Attribution reporting
- Feedback surveys
- Ticketing



WHERE TO START

As the fuel that drives your inbound strategy, your content is of the utmost importance. Get it right, and you can achieve industry domination. Get it wrong, and everything else you do is in vain. Your content has to be well-written, but being pitch-perfect by itself is not enough. To warrant the attention of your audience, your content also has to be interesting and insightful. To produce such irresistible content, you have to figure out what topics are most relevant to your audience. You have to do some research.

Buyer personas

Personas are semi-fictional consumer profiles based on your ideal customers. They are formed using both research and educated speculation, and include your customers' problems, needs, and desires. Everything you do should start with these profiles.

Personas help you focus your time on qualified prospects, guide product development to suit the needs of your target customers, and align all work across your organisation (from marketing to sales to service). As a result, you'll be able to attract high-value visitors, leads, and customers to your business who you'll be more likely to retain over time. More specifically, having a deep understanding of your buyer persona(s) is critical to driving content creation, product development, sales follow up, and anything that relates to customer acquisition and retention.

Ultimately, over time you want to continue to build your personas, as the more detailed you can make them, the more targeted and relevant your content will be.

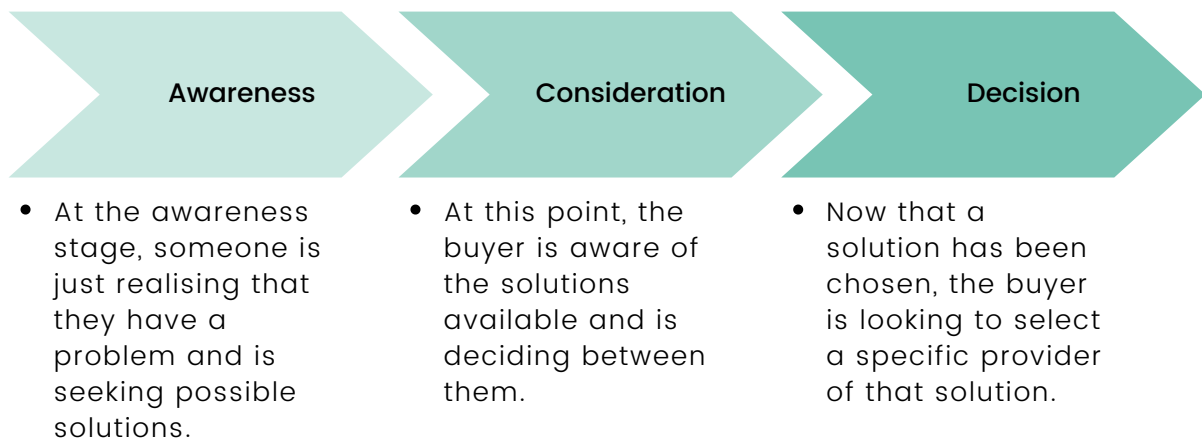
For some help, [download our How to create & use buyer personas ebook here.](#)



Buyer journey

Once you've identified your personas, you need to determine how their thought processes will change as they move through the different stages of the buyer's journey.

The buyer's journey is the process buyers go through to become aware of, consider, evaluate, and decide to purchase a new product or service. Both content and messages need to be tailored to these, but first you need to identify the signs indicative of the different lifecycle stages. Both qualifying questions and content engagement analytics can be used to determine whether a lead is ready for a pitch or needs further nurturing.



User journey

The customer journey is the process by which a customer interacts with a company in order to achieve a goal. To make sure the user's journey reaches a desired goal, create a customer journey map. A customer journey map is a visual representation of the process a customer or prospect goes through to achieve a goal with your company. With the help of a customer journey map, you can get a sense of your customers' needs and pain points. It's best to visualise it into a diagram that you and other employees can refer to as a resource.

Most customer journey maps start as Excel sheets that outline key events, customer motivations, and areas of friction within the user's experience. Then, this information is combined into a comprehensive visual that describes an average experience with your business. By understanding this relationship, you can understand how to structure your touchpoints to create the most effective and efficient process for your customers.

DO I NEED A CONTENT STRATEGY?

What is a content strategy?

Content strategy refers to the management of pretty much any tangible media that you create and own. It is the piece of your marketing plan that continuously demonstrates who you are and the expertise you bring to your industry.

As stated earlier, content is the fuel for Inbound Marketing, so it needs to have a well-planned purpose. When you develop a content strategy, there are a few questions to answer:

Who will be reading your content?

Who is the target audience for your content? How many audiences are you creating content for? Just as your business might have more than one type of customer, your content strategy can cater to more than one type of reader or viewer.

Using a variety of content types and channels will help you deliver different content to each type of audience you have in mind and engage everyone your company does business with.

What problem will you be solving for your audience(s)?

Ideally, your product or service solves a problem you know your audience has. By the same token, your content coaches and educates your audience through this problem as they begin to identify and address it.

A sound content strategy supports people on both sides of your product: those who are still figuring out what their main challenges are, and those who are already using your product to overcome these challenges. Your content reinforces the solution(s) you're offering and makes your customers more qualified users of your product.

What makes you unique?

Your competitors likely have a similar product to yours, which means your potential customers need to know what makes yours better or different. This is where content comes in. In order to prove why you're worth buying from, you need to prove why you're worth listening to.

What content formats will you focus on?

What forms will your content take? Infographics? Videos? Blog posts? Having identified the topics you want to take a position on, you'll need to determine which formats to budget for so you can best express that position.



What channels will you focus on?

Just as you can create content in different formats, you'll also have different channels you can publish to. Channels can include owned properties, such as your website and blog, and social media properties, such as Facebook and Twitter.

How will you manage content creation and publication?

It's important for a content strategy to know who's creating what, where it's being published, and when it's going live.

Importance of a content strategy

Content marketing helps businesses prepare and plan for reliable and cost-effective sources of website traffic and new leads. The reliable source of traffic and leads from your planned content strategy will give you the flexibility to experiment with other marketing tactics to generate revenue, such as sponsored content, social media advertising, and distributed content. Plus, your content will not only help attract leads, it will also help educate your target prospects and generate awareness for your brand.

How to build a content strategy

1. Define your goals

What's your aim for developing a content marketing plan? Why do you want to produce content and create a content marketing plan? Know your goals before you begin planning and you'll have an easier time determining what's best for your strategy.

3. Run a content audit

Most people start out with blog posts, but if you want to venture out and try producing other content pieces, consider which ones you want to make.

For instance, if you've been doing weekly blog posts for the past year, creating an ebook that distils all your blog posts into one ultimate guide would be one way to offer information in a different format.

Review your content marketing efforts and the results from it in the last year by running a content audit. Figure out what you can do differently in the upcoming year and set new goals to reach. Now is a great time to align your team's goals with the rest of your organisation's goals.

5. Brainstorm content ideas

Now, it's time to start coming up with ideas for your next content project.

[Download our Content Strategy Checklist here, for a deeper dive into building your own](#)

2. Conduct persona research

To develop a successful plan, you need to clearly define your content's buyer persona.

As stated before, this is especially important for those who are starting out or are new to Inbound Marketing. By knowing your target audience, you can produce more relevant and valuable content that they'll want to read and convert on.

If you're an experienced marketer, your target may have changed. Do you want to target a new group of people or expand your current target market? Do you want to keep the same target audience? Revisiting your audience parameters by conducting market research each year is crucial to growing your audience.

4. Choose a content management system (CMS)

Have a system in place where you can create, manage, and track your content, otherwise known as a content management system (CMS). A few vital parts of content management include content creation, content publication, and content analytics.

6. Publish and manage your content

Your marketing plan should go beyond the types of content you'll create; it should also organise your content. With the help of an editorial calendar, you'll be on the right track for publishing a well-balanced and diverse content library on your website. Then, create a social media content calendar, so you can promote and manage your content on other sites.

THE BENEFITS OF INBOUND MARKETING

Brand Awareness

In the offline world, brand awareness is created primarily by placing adverts in channels that your target market consumes most frequently. However, when it comes to the digital realm, space is so vast that it is very difficult and costly to maintain such a presence through paid advertising alone. Inbound marketing ensures that your brand is present and positioned as a thought leader, while keeping costs low and ensuring ROI.

Web traffic increase

Sales and marketing is a numbers game; only a percentage of web visitors become leads, and the more traffic you direct to your website, the more sales you will make. This traffic can be increased by optimising your web pages for strategically chosen keywords and by blogging regularly on topics related to your industry.

Converting visitors to leads

Anonymous web traffic is not much use; your visitors could be mistaking your website for another site, or they may even be competitors trying to work out what you are doing. At the conversion stage, visitors on your website are enticed to provide their contact details in exchange for premium content. With this exchange, they become known leads.

Lead nurturing

The submission of a lead's contact details should not be interpreted as a sign that they are ready to buy. In fact, as few as 20% of people are ready to buy when they first find you online. The lead nurturing element in inbound marketing ensures those who are not yet ready for a sales pitch are guided down a path to purchase using strategic content and messaging.

Actionable insights

Unlike most marketing strategies, inbound marketing is entirely measurable. Companies can see the result and easily calculate the return on their investment. However, the biggest advantage of analytics is that marketers can identify what is and isn't working and then adjust their strategies for greater impact and ROI.



Sustainable

Unlike outbound campaigns, which exist only for the duration of those campaigns, inbound campaigns do not expire. Content, forms and workflow/nurturing emails will always be available to those looking for information, and accessed via a range of channels, predominantly on the website via search engines. The disadvantage, however, is that sustainability is usually achieved over a period of time and inbound marketing is no exception - it takes time to work. But having marketing material available for the foreseeable future is a huge advantage for organisations.

Trustworthy

By being there to help prospects solve common problems, you, as an organisation, are building a rapport with those prospects and enhancing trust. We have found that trust is the pillar of all business relationships. Inbound marketing gains the trust of those visiting your website, because they have done so without you having to push marketing material on them in the first instance. Inbound is advantageous in this respect, as it allows for the building of relationships that harness trust due to the very nature of the two-way conversation inbound creates.

Cost effective

Inbound is primarily digital. Due to this, campaigns are often cheaper than regular outbound campaigns. In a typical inbound campaign, you'll have emails (promo, non-open and thank you), landing pages, and a high-quality asset, all of which can be used over and over again. Conversely, a traditional B2B marketing campaign might include telemarketing, trade shows, etc. These are incredibly expensive options and are usually one-and-done, meaning they pay fewer dividends in the long run.

Time effective

Not only is inbound marketing cost-effective, but it's also time-effective. Most email campaigns can be automated, not just the first time around, but also for repeat sends weeks or months later. This always-on approach means that you can put your content on autopilot while you focus on other things. You can even introduce conversational tools like chatbots, better user journeys with smart content, and pop-ups to move your audience through the funnel with only a little ongoing work on your part.



Sales and marketing alignment

In a rare case of departmental harmony, inbound marketing brings with it a surprising advantage: It simplifies the tasks for marketers and salespeople, who work together to achieve inbound marketing and wider sales goals. Salespeople may help marketers in creating content, as well as with its distribution, and the two collaborate further down the funnel in the lead nurture and conversion stages. Together, both teams can pull their strengths into one commercial strategy to generate traffic, drive leads, increase conversions, and nurture existing customers.

Can work alongside outbound marketing

Companies are often concerned with exhibiting at trade shows and conferences as well as advertising within the media. Of course, there is nothing wrong with this, because we know that the pool of prospects you are looking to access visit these shows and read these publications. Your organisation can keep doing this; it makes strategic sense to do so.

But what it can also do, side-by-side with these traditional approaches, is add another layer to its marketing, and access another pool of prospects. B2B professionals will no doubt use social media and search engines to gather information and will use email for conversations, meaning inbound marketing can operate without hindering current marketing efforts.

MEASURING YOUR INBOUND MARKETING

Inbound marketing is data-driven. Just about every aspect of Inbound can be measured and analysed. However, to get the most from an inbound campaign, you have to focus on measuring the right things; metrics that can help identify and fine-tune underperforming assets or elements for greater impact. Here are a few of these key performance indicators:

Website traffic

Website data, or traffic data, shows trends in your visitors' browsing behavior.

Page views

A page view is counted when a page on your site is loaded by a browser. If a single page is refreshed multiple times by the same visitor, each refresh would count as its own page view.

Use page views to answer the following questions:

- Which three pages have the highest views?
- Do these pages share any similarities?
- How are they different?
- Is the average time on page consistent over time?
- Is the page view rate consistent over time?



Sessions

Sessions track all the interactions a visitor has across your site, including page views, form submissions, CTA clicks, and more, until they have been inactive for 30 minutes or more. This metric helps you see the general level of engagement visitors are having once they land on your site.

Look at sessions to answer the following questions:

- Which source generated the most sessions in the last 30 days?
- Which page generated the most sessions in the last quarter?
- Which source has the highest count of contacts to date?
- Which campaign has generated the highest sessions?
- What were the content offers used?





Bounce rate

Bounce rate is the percentage of visitors who land on a particular page on your website and then leave. They are like a measure of “one-and-done” visits, as they are the sessions in which people arrive and leave your website without navigating away from a single page or clicking on any additional element. Look to have a bounce rate lower than 80% on any given page. Anything higher typically indicates your site or pages aren’t attracting the most ideal audience.

Use bounce rate to answer these questions:

- Which three pages have the highest bounce rate?
- How are visitors accessing these pages?
- Can you find any trends in why visitors might be immediately leaving your site and these pages?
- What is the content on the page?
- Is there anything currently on the page encouraging users to leave?
- What are some areas where you could start optimising to try to improve bounce rate? For example, does the title align and properly set expectations for the content seen on the page?
- Could a user easily access the rest of your website once they landed on this page?





Source data

Source data tells you where your visitors are coming from. Source data is broken up into the following categories:

Organic search

Organic search tells you how many sessions or visitors your website is getting from search engines like Google or Bing. An example of this would be if a visitor typed “where can I find the best bagel shop near me” into Google search, then found and clicked on your bagel shop website. That visitor would be bucketed into the source organic search.

Referrals

Referrals tell you how many sessions or visitors your website is obtaining from other websites. What does this look like? Say you’ve written a guest post on a site and you included a link back to your site in your bio for SEO purposes. A visitor that came to your site through that link would be classed as a referral.

Social media

Social media tells you how many sessions or visitors are coming to your site from social media sites or platforms. Say you write a top-notch blog post and you post it on Twitter. Your audience loves the topic, and so your Twitter post generates a lot of inbound visitors. These visitors would be bucketed under social media.

Email marketing

Email marketing tells you how many sessions or visitors to your site are generated from your email campaigns. There are many ways you can link back to your site using an optimised email. So, whether a visitor is using your catchy inline hyperlinks or that well-crafted CTA you’ve put at the bottom of your email, any visitor coming to your site from an email will be bucketed under the source email marketing.

Paid search

Paid search tells you how many sessions or visitors your pay-per-click ads are bringing to your site. If you aren’t currently using pay-per-click ads, you’ve definitely seen them. They’re the ads that appear at the top of search engines. If you’ve got these ads running and a visitor clicks on one, they’ll be bucketed under the paid search source.



Paid social

Paid social tells you how many sessions or visitors are being generated from your paid social ad campaigns. Social advertising is taking off, so you need to know what ads resonate best with your website audience. All visits coming to your site from one of your ads on Facebook, Twitter, or LinkedIn, just to name a few, will be bucketed under paid social.

Direct traffic

Direct traffic tells you how many of your sessions are from visitors reaching your site by directly typing a URL into their browser. Let's say you have a blog that's starting to gain traction as a thought leader in your industry. Your viewers trust you and have been to your site a couple times now. If they're typing your website's URL directly into their browser, then they'll be bucketed as direct traffic.

Offline sources

Offline sources tell you which contacts were added to your HubSpot CRM by a means outside of your website. For example, if you manually added, imported, or created a contact via HubSpot API, they would be categorised as contacts generated from an offline source.

Using source data, answer the following questions:

- Which sources are generating the most sessions?
- Which sources are generating the most new contacts or new customers?
- How does one marketing channel compare to other channels?
- Which source did you use in your most recent marketing campaign?
- Did the results hit your goal?
- Are there any sources that are performing above or below your expectations? Why do you think that is?



Engagement data

Engagement data shows you how visitors are engaging with your website or content assets. Here are some of the most common engagement metrics you'll encounter:

Ads

- Impressions: the number of times an ad is viewed once by a visitor.
- Clicks: the number of times an ad is clicked by a visitor.
- Spend: the amount of money spent on a particular ad.
- Click-through Rate (CTR): the ratio of users who click on a specific ad to the number of total users who viewed it.

Using ad engagement metrics, answer the following questions:

- Which ads have led to the highest clicks to contacts conversion rates?
- Have paid social or paid search ads led to the greater ROI?
- What type of content offers were linked to the best performing ad?
- What stage of the buyer's journey do those align with?



Email

- Open rate: the percentage of people who opened your email out of the people who were delivered your email.
- Click rate: the percentage of people who clicked a link in your email out of the people who were delivered your email.
- Deliverability results: the number of successful deliveries, bounces, unsubscribes, and spam reports.

Using the data found there, answer the following questions:

- Which emails have the highest open rate?
- What type of content do they contain?
- What links or CTAs were people clicking?
- What type of copy was used to frame those opportunities?
- Were there any standouts that performed particularly well with their audience? If so, why do you think they performed so well?
- Were there any emails that did not perform as expected? If so, why do you think they didn't perform as well as you and your team had anticipated?





CTA

- Views: the number of times your CTA has been seen by visitors.
- Click rate: the percentage of views that led to clicks on your CTA.
- Clicks: the number of clicks on the CTA.
- Locations: the blog posts, emails, landing pages, or website pages the CTA is used on.

Using CTA data, answer the following questions:

- Where on the page is the most clicked CTA placed?
- How well does the most clicked CTA's text align with the rest of the content on the page?
- Is the most clicked CTA used in multiple locations?
- What are the top three things you think could be improved with the least clicked CTA?



Conversion data

This metric represents how effective your landing pages are at converting visitors into leads. It is calculated as the number of form submissions divided by the number of people who visited the landing page.

landing page conversion rate = form submissions / landing page visitors

Like your site conversion rate, the average landing page conversion rate will vary depending on your business and industry. From our experience, a conversion rate of 25-30% is considered normal; however, it is not uncommon to see landing page conversion rates over 50%.

Use conversion rates to answer these questions:

- How engaging is my landing page copy?
- Is the gated content offered to visitors good enough for visitors to exchange their information for?
- Are my promotional techniques engaging enough for them to want to receive the content after being directed to the landing page?
- Are forms on my landing pages optimised for maximum conversions?



TYING YOUR INBOUND MARKETING TO REVENUE

We talk a lot about your inbound KPIs for marketing such as the metrics above, but as useful as they are for you, they're not as useful for that kind of top-level decision making. Ultimately, you need to also present stats that tie your efforts as a marketer to business growth. Here are the 3 addition KPIs you need to consider:

Customer Acquisition Cost

Just like you calculate Cost per Lead (CPL) for paid media, you need to be calculating Customer Acquisition Cost (CAC) for every piece of business you win. The CAC usually encompasses both sales and marketing, including human resources. Here's the basic calculation:

$$\frac{(\text{Entire sales budget} + \text{Entire marketing budget})}{\text{Number of new customers}}$$

So for example, if your marketing budget was £100k, your sales budget was £75k, and you acquired 70 new customers, your CAC would be £2,500.

You can use that calculation for any period: a month, a quarter, a year, etc. But keep in mind that the longer the period, the more reflective it will be of longer sales processes. Our recommendation would be to calculate it based on a rolling 1-year period to accommodate the full sales process and still account for ongoing changes without drastic peaks and troughs.

M-CAC

It's also important to illustrate what percentage of the CAC is marketing spend, known as M-CAC. So if your marketing budget accounts for 71% of the total sales and marketing budget, your M-CAC would be 71% as well.

How to improve CAC

This is where you get to take a good hard look at your normal marketing KPIs, making your campaigns and your department as efficient as possible. Here are some good places to start:

- Make sure your tech stack is enabling efficient use of human resources and marketing spend.
- Bring your CPL down as far as you can without sacrificing lead quality.
- Consider partnering with agencies for deliverable-based retainers and projects instead of time-based engagements.



LTV:CAC

The next stat to look at is the ratio between your customer lifetime value (LTV) and the CAC. Your LTV is the amount of money on average that you earn from a customer during the entirety of your relationship with them. The ratio of this figure to your CAC is essentially the ROI of your sales and marketing departments.

To calculate the LTV:CAC ratio, just divide your LTV by your CAC. So, using the previous example of a £2,500 CAC: if your LTV is £15,000, then your LTV:CAC ratio would be 6:1, or 6x.

Customer lifetime value (LTV)

Customer acquisition cost (CAC)

How to improve LTV:CAC ratio

Most investors and board members want at least 3x, so if you're not hitting that number, there are a couple of things you can do:

- 1.Reduce CAC
- 2.Increase LTV

Here are a few ideas for increasing LTV:

- Use your CRM and marketing automation to identify up-sell and cross-sell opportunities and follow up on them automatically.
- Create and deliver content to help your customers make the most of their investment.
- Collect and action feedback regularly.
- Offer on-demand support channels.
- Encourage longer billing cycles.
- When the time is right, increase your pricing.

Revenue Attribution

Once you've delivered on the other two more important metrics, it's time to start looking at the nuances of your marketing performance, whilst still keeping the focus on the bottom line. Revenue attribution reports allow you to attribute the bottom line to your different marketing channels.

With attribution reporting, there are different models you can choose, allowing you to focus on the interactions you find most useful:

- **First interaction:** awards 100% of the credit to the first interaction with associated contacts.
- **Last interaction:** awards 100% of the credit to the last interaction with associated contacts before the first conversion.
- **W-shaped:** awards 30% of the credit to the first, lead created, and deal created interactions, sharing the remaining 10% between all other interactions.
- **U-shaped:** awards 40% of the credit to the first and lead created interactions, sharing the remaining 20% between all other interactions.
- **Full path:** awards 22.5% of the credit to the first, lead created, deal created, and closed won interactions, sharing the remaining 10% between all other interactions.
- **Linear:** awards equal credit to all interactions.

For each of these models, you can choose whether you want to view the data based on just marketing activity, just sales activity or both.

This means that you can see very clearly how much revenue is coming from email marketing, organic search, paid media, or any other sources based on what your priorities are.

How to improve attribution

Because improvements depend on individual channels, here are some recommendations instead for improving your attribution reporting strategy:

- Make sure you're using a software that adapts and updates these automatically.
- Use multiple models for different purposes so that you have the full picture.
- For marketing-related conversations, don't be afraid to use marketing activity that only uses filtering to see how the revenue attribution changes for different industries, personas, etc. in order to better inform your marketing strategy moving forward.

BUILDING YOUR IDEAL INBOUND MARKETING TEAM

Because content marketing is an integral part of inbound, you'll need people who can produce winning content. You'll also need the kind of creative thinkers who can keep a team's efforts aligned with the bigger picture. If you don't already employ these people, you'll have to start looking.

Strategists

Your creative thinkers will be responsible for creating and coordinating your inbound marketing strategy. They need to be SEO wizards capable of gearing social media and content for the greatest ROI, and they need to know how to prompt a purchase without selling.



Writers

You need enough writers to ensure a consistent stream of daily content as well as premium and lead nurturing content. They need to be experienced at producing keyword optimised articles, and have experience in writing for your industry.



Graphic designers with web skills

Your graphic designers are responsible for making the content developed by the writers look good. Choose designers who have a diverse range of web and design skills to ensure that you can fully utilise the various media at your disposal.



Data analysts

A good strategist should have a grasp on basic analytics, but for crunching more complex data, you might need a specialist. They should have a thorough understanding of Google Analytics and Search Console, and be able to provide your strategist with the insights needed to take your inbound strategy forward.



WHY MIGHT YOU NEED AN INBOUND AGENCY?

When you take on an inbound strategy, there are new skills and techniques to be learnt. It is therefore key to consider the capabilities of your in-house team to ensure that you are streamlining your strategy and maximising every opportunity available. That's where an inbound agency comes in.

Hiring an inbound agency can fill the skills void in your team, with a new team full of expertise, helping your business to generate more leads and more revenue, whilst also giving your original team more time to focus on other projects.

An inbound agency isn't for everyone, but here are some reasons why hiring an agency can be a perfect fit for your business:

Specialised skills set

An inbound agency already has all the skills you need to maximise your lead generation. They are a fully-formed, all singing, all dancing team ready to offer you advice and support at your beck and call. They will be experts in strategy and know exactly how to implement an effective strategy straight away into your business.

Lack of budget

Believe it or not, hiring an inbound agency is actually cheaper than hiring a team of people to do it in-house. You don't need to create more office space, kit out the desks and think about the financial intricacies such as National Insurance etc. You just pay the same fee that you have agreed on and will always get the services you have paid for.

Improved productivity

Agencies are specialised in what they do and do it day in day out for so many different businesses. Because of this, they can get you up and running in no time – it's second nature to them! Added to that, they know how long everything takes and can prioritise via order of importance. As well as this, they want to keep having your business, so they're going to want to do the best possible job for you to stop you going elsewhere!



Objective feedback and realistic targets

When you're in a bad situation, sometimes it can be hard to see outside of it. An inbound agency is able to look in and see exactly what works, what doesn't and what can be done to improve processes and strategy. They won't be attached to certain things that people have spent time creating that don't work and are now an ineffective use of time. They will be able to tell you the facts with expert advice.

Improved sales

It goes without saying, if you've overhauled your strategy and got experts working alongside your team, then you're going to be achieving higher sales. An inbound marketing agency will be able to guide you through different strategies to find the best ways of creating high quality leads for you to nurture.

ANY QUESTIONS?

As HubSpot Elite Solution Partners, BBD Boom are experts in the field of Inbound Marketing.

Our services are centered around the core goal of making your business grow through the power of Inbound Marketing and HubSpot, so to find out more about how you can benefit from it [click here to speak to one of our solution experts.](#)

