

YOUR INBOUND MARKETING STRATEGY [TEMPLATE]



InboxInsight 

www.inboxinsight.com


Inbound marketing can provide great benefits to businesses able to implement a fully comprehensive and integrated strategy. While outbound strategies work on disrupting the audience with ads, inbound marketing focuses more on building brand connections, developing a loyal audience and providing useful, relevant information when they need it most.

This means there are numerous components required to create a smooth-running, successful strategy that delivers results. To help you get this right, we've created this strategy template to help you iron out each stage of the strategy-planning process.

Step 1: Assess your current strategy

Before you can begin planning your new strategy, you need to first take stock of what you're currently doing and how well that's working. You can do this with three easy steps:

1. Look at your current marketing assets and work out what you currently have and what you're optimizing. You can use the table below to help with this. (We've filled out the first example for you.)

Name of asset:	<i>Your ABM Strategy in 7 Simple Steps [Workbook]</i>					
Currently available?						
Is it being optimized?						
Notes	<i>New launch campaign has started</i>					

2. Look at how much is currently being spent on outbound techniques and how much you can/should allocate to inbound.

3. Look at current campaigns and work out what's doing well and what isn't:

Campaign name	<i>ABM marketing</i>					
What's working?	<i>Unique pieces of content for different ability levels</i>					
What's not working?	<i>Serving ads to wide audiences</i>					



Step 2: Learn basic inbound tactics and techniques

If you've only ever worked with outbound techniques, then it's going to be important for you and your team to learn about key inbound tactics. Take a look at the below. Spend some time researching each technique, and when you're ready, write how you're going to use it.

BLOGGING

Create well-thought out blogs to help solve customer pain points, build awareness of our brand, and establish authority

SOCIAL MEDIA POSTS

Share the content we create to our social audiences for visibility, this will help boost awareness and drive traffic back to the site

ADVANCED CONTENT CREATION

Create research reports to demonstrate thought leadership and add value using first-party data for added value



VIDEOS

*Create video testimonials to show brand value,
and use videos to bring content to life and reach
audience through different medium*

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**EMAIL
MARKETING**

*Use emails to maintain relationships with current
customers, provide offers and nurture them
toward conversion*

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**MARKETING
AUTOMATION**

*Create automated workflows to help nurture
leads by offering additional value through
content/help/offers*

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SEO

*Optimize content to improve visibility in search
rankings and drive more traffic through to the site*

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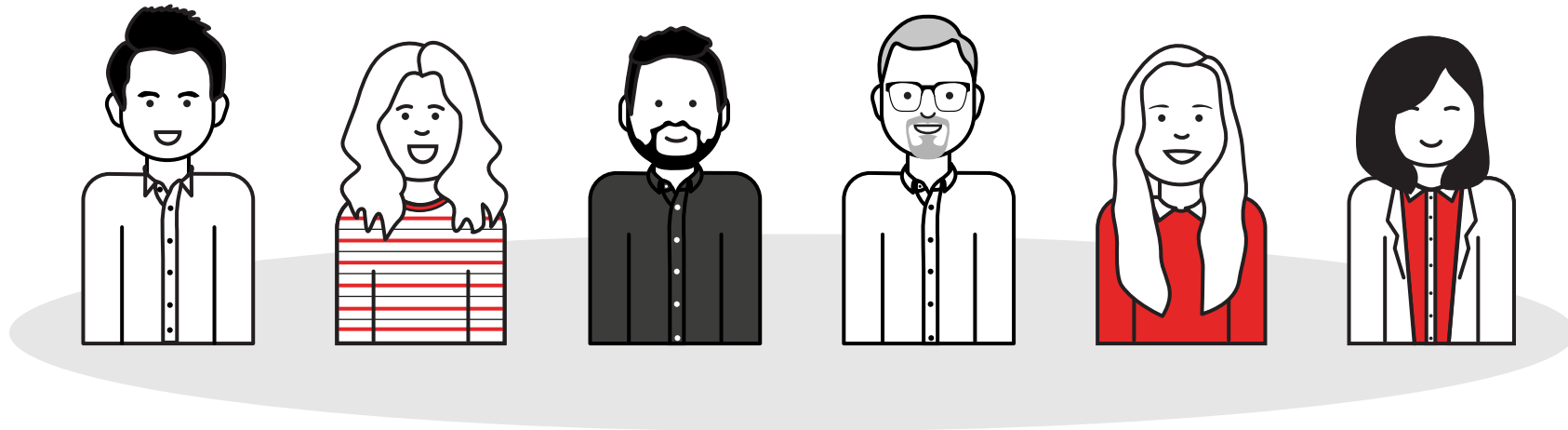
Step 3: Create or outsource your team

You can't execute your strategy if you haven't got the right people in your team. Digital is fast-paced and ever-changing, so you're going to need digitally-savvy, talented experts on your team.

Use the template below to build your team.

You'll need:

- Inbound marketing strategists
- Content creators and writers
- Social media coordinators
- Designers
- Web developers
- SEO managers and analysts



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Step 4: Define your core marketing goals

For your inbound marketing strategy to be a success, you need to know what you're trying to achieve. To do this, it's vital you set clear goals. You need to know what it is you're trying to achieve and what this means for your brand in the long-term; how will this help the overall business?

Use the SMART acronym to help craft the right goals:

	S= SPECIFIC What do you want to accomplish?	M = MEASURABLE How can you measure progress?	A= ATTAINABLE How are you going to reach this goal?	R = RELEVANT How relevant is this goal to business objectives?	T= TIMELY When do you expect to complete this goal?
Example	<i>I want to increase the number of MQLs passed to the Sales team by 25%.</i>	<i>We will track the number of MQLs being passed over.</i>	<i>We will improve the conversion rate of the website to 10% by optimizing landing pages and creating content for different buyer stages.</i>	<i>Increasing the number of MQLs will help support sales in reaching their revenue target for the year.</i>	<i>This goal should be completed by the end of Q3</i>
Goal 1					
Goal 2					
Goal 3					

Step 5: Get to know your target audience

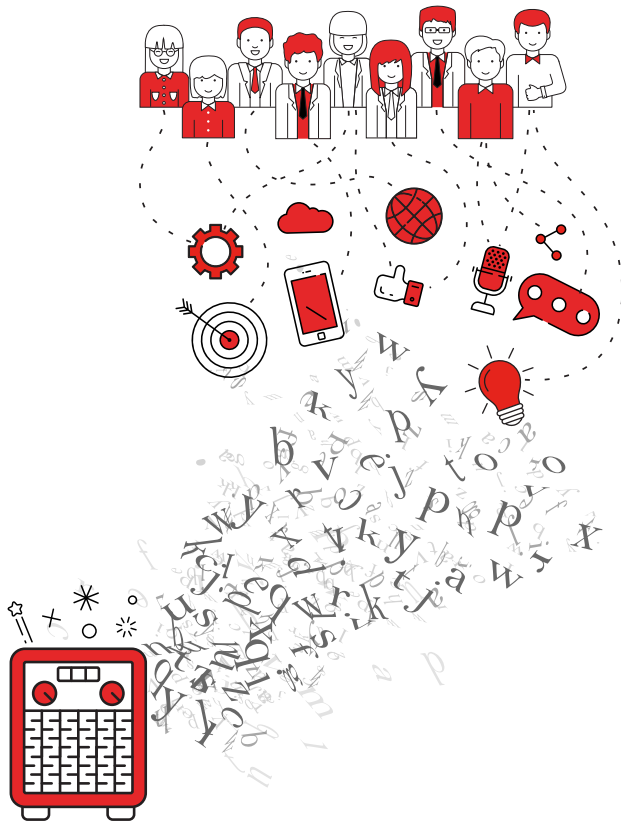
In order to action your goals, you now need to know WHO you're targeting. It's time to build your buyers personas using key demographics such as:

- Job role
- Industry
- Company size
- Budget
- Priorities
- Pain points
- Business objectives

Unfortunately, the B2B buying cycle is complex, which means there is almost always more than one person involved in the purchasing decision. Instead of focusing on one buyer persona at a time, you need to be more strategic in your approach and consider the whole DMU (decision making unit). This DMU persona builder will help:

	User	Initiator	Influencer	Decision Maker	Buyer
Job Titles (e.g. Executives/ Managers/ Shareholders/ Directors/ Finance...etc.)					
Priorities (e.g. Efficiency/ productivity/ cost/ reduction...etc.)					
Information Needs (e.g. Advice/ product/ info/ cost/ analysis...etc.)					
Content Preferences (e.g. Infographics/ checklists/ analyst reports...etc.)					
Channel Engagement (e.g. Social/ email/ subscriptions/ display... etc.)					
What stages of the buyer decision process do they appear in?					
Out of 1-5, what's their influence on the buying decision?					

Step 5: Get to know your target audience [CONTINUED]



Who do they want to impress?					
What do they fear?					
	↓	↓	↓	↓	↓
	BUYER PERSONA A	BUYER PERSONA B	BUYER PERSONA C	BUYER PERSONA D	BUYER PERSONA E
Content Hook					
(directly informed by identified pain points)					
Intent Signals					
(Searching/Browsing/Action/Firmographic/Predictive...etc)					
Formats					
(infographics/checklists/whitepapers/thought leadership...etc)					
Primary Channels					
(email/social/third party platforms/events/blogs...etc)					
Tone of Voice (ToV)					

Step 6: Build an inbound marketing plan and schedule

It's now time to carve out your marketing plan. To do this, you'll need the following:

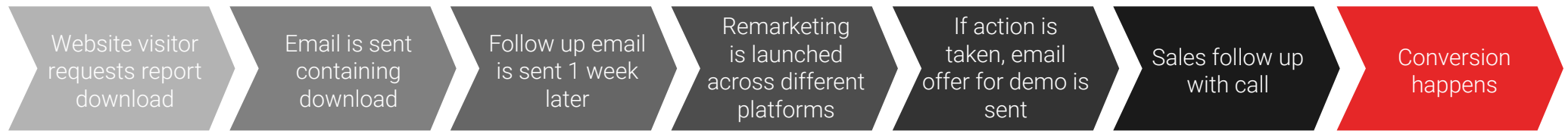
- A carefully considered content schedule
- A social media calendar
- A lead generation and lead nurturing program

Use this calendar for your content and social media schedule. It's flexible, so you can add the dates in the top left.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
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Create yourself a lead nurture workflow using the diagram below. Obviously there will always be deviations from this workflow and a single prospect may need to go through some of the processes more than once in order to move further down the funnel, but this is the most linear way you can map it out.

For example:



Now it's your turn:



Step 7: Optimize your website

One of the most important steps is ensuring your website is optimized. You need to consider usability, mobile responsiveness and how you capture data, but most important is the SEO optimization of your pages and your content. To help get you started, list out your web pages, their current meta description if they have one, their new and improved meta description and their focus keywords. This will help you focus on how the page is perceived by search engines and will improve your rankings.

Page	Title (max 60 characters)	URL	Current meta description	New meta description (max 160 characters)	Keywords
Home	Inbox Insight	www.inboxinsight.com	EMEA lead generation and content marketing campaigns, helping marketing teams generate new sales leads.	Inbox Insight amplify content to a global community of 3.5M+ active business professionals, at the right time, in the right way, see what we do.	Demand generation, content amplification, B2B

Step 8: Constantly improve your content

You need to work out how you're going to keep your content fresh. This means staying abreast of current topics, going back and improving old articles, as well as repurposing existing content. You also need to reach different target audiences through different content formats to appeal to different platforms and how people prefer to consume content. For example, time poor senior managers might be more likely to listen to a whitepaper repurposed into a podcast on the go, than sit down and read it from start to finish.

Take a look at the different content formats below and tick which ones you think you could create from your existing content

Webinar (Live and On-Demand)

Video

Display (banner)

Infographic

Virtual reality

Animation

Social image

LookBook

Slideshare presentation

Podcast

Digital radio

Audiobook

Analyst report

How-to guide

eBook

Workbook

Template

Checklist

Business case

Case study

Vendor guide

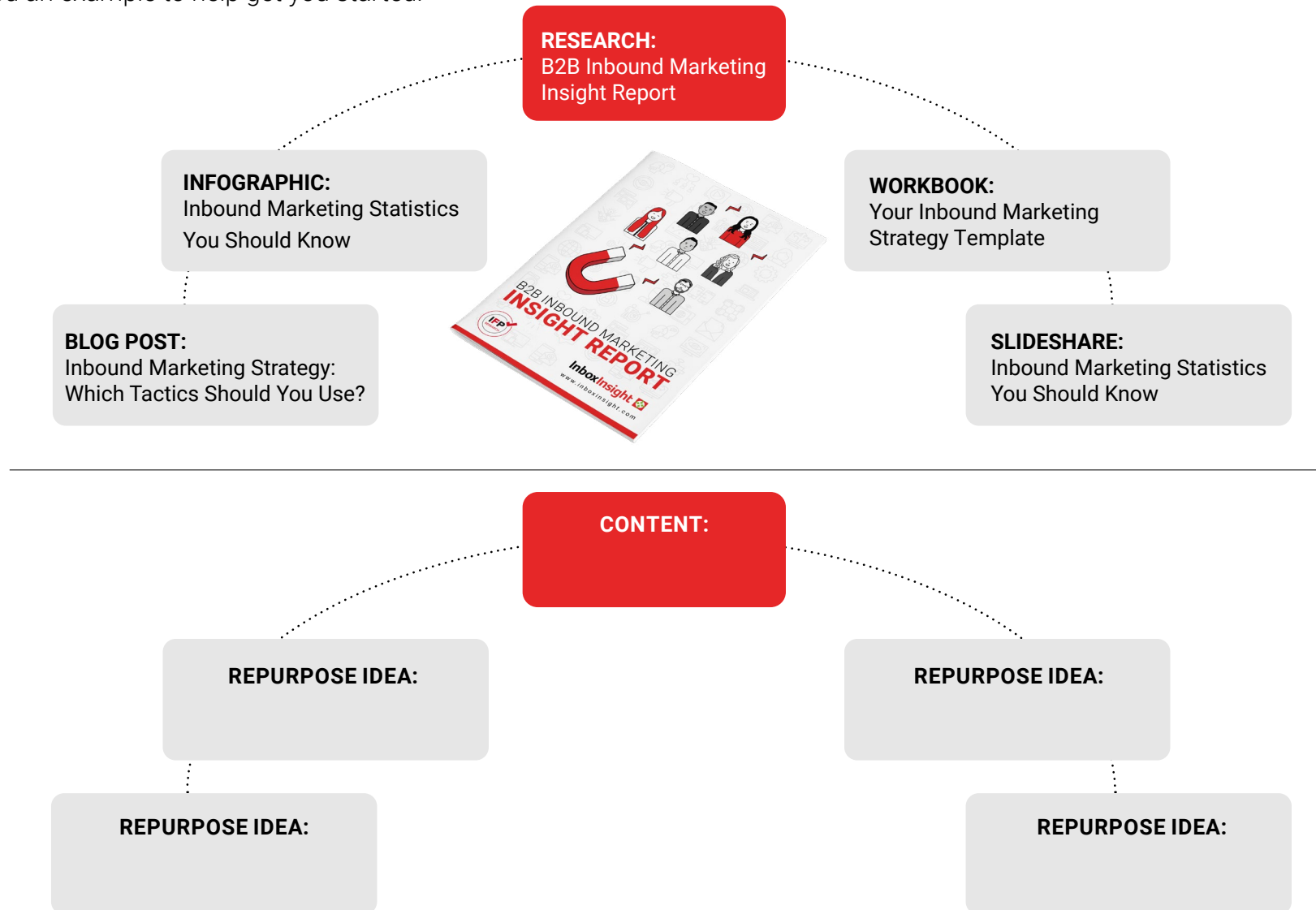
Review

Interactive PDF

Newsletter

Now let's plan how you're going to repurpose specific pieces of content using the mind map below.

We've given you an example to help get you started:



Step 9: Increase your audience reach

It's now time to look at how you're going to get your content in front of the right people. At this point, you can also start to leverage some outbound techniques for a more hybrid approach.

Techniques you should consider are:

- Guest posting on other sites for backlinks
- Boosted social media posts through audience targeting
- Online distribution via forums and communities

Detail how you're going to increase your audience reach and which techniques you'll use to do so:

A large gray rectangular area containing ten horizontal dotted lines, intended for writing a detailed response to the prompt above.

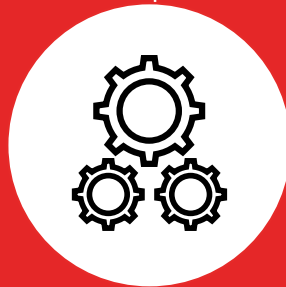
Step 10: Have a reporting system in place

The final step is to start reporting on your results. Look back over your goals to determine which metrics are going to be important to you and find the right tools to report on them, whether this is GA for website analytics or Hootsuite for social analytics. Identify which metrics are important to you and go from there.

	GOAL	IMPORTANT METRICS	TOOLS
Example	<i>I want to increase the number of MQLs passed to the Sales team by 25%.</i>	<i>Number of MQLs, website conversion rate</i>	<i>Salesforce, Google Analytics</i>
Goal 1			
Goal 2			
Goal 3			

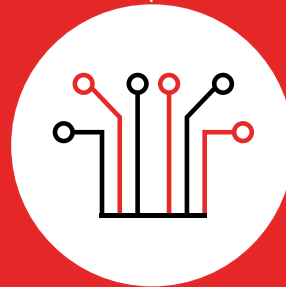
“ We can support your B2B marketing with a series of optimized demand generation products based on your objectives ”

Ready to build your own success story?



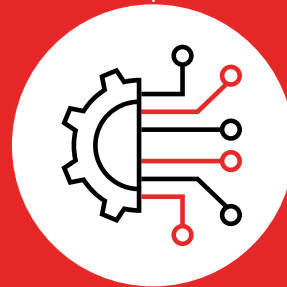
Inbox**ENGAGE**

Identify your audience, activate their interest and generate qualified engagements through our optimized multi-channel campaigns.



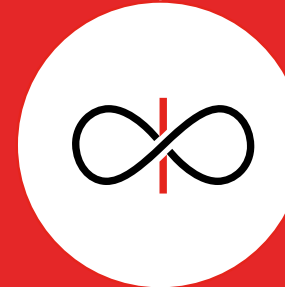
Inbox**NEXUS**

A blend of targeted email marketing and the latest programmatic advertising technology to achieve superior audience reach, relevancy and scale.



Inbox**INTEGRATE**

A powerful end-to-end content amplification solution built around creating seamless digital experiences and optimized reader journeys.



Inbox**INBOUND**

We curate your best content, and optimize it using insight, then drive a relevant audience to the hub with multiple digital touchpoints.



Inbox**CREATE**

A suite of content writing and creative services dedicated to crafting outstanding content that strikes a chord with your target audience.

Get the ball rolling today: Email info@inboxinsight.com UK +44 (0)800 161 5511 US +1-508-424-5330