

KEY ELEMENTS OF B2B INBOUND MARKETING

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VirtuaPR

73% OF ALL B2B LEADS
ARE **NOT SALES-READY.**

(SOURCE: MARKETINGSHERPA)



B2B MARKETING IS NOT JUST ABOUT TRADE SHOWS

**TRADE SHOWS, CONFERENCES
AND EVENTS TOOK OUT 14% OF
THE B2B MARKETING
BUDGETS**

SOURCE: FORRESTER RESEARCH



INBOUND

SO ... WHAT IS INBOUND MARKETING?

INBOUND MARKETING

PULLS CUSTOMERS WITH

CREATING
USEFUL AND
INTERESTING
CONTENT

HELPING
CUSTOMERS
SOLVE
PROBLEMS

SHARING
RELEVANT
INFORMATION

INBOUND MARKETING
GENERATES

3X MORE LEADS

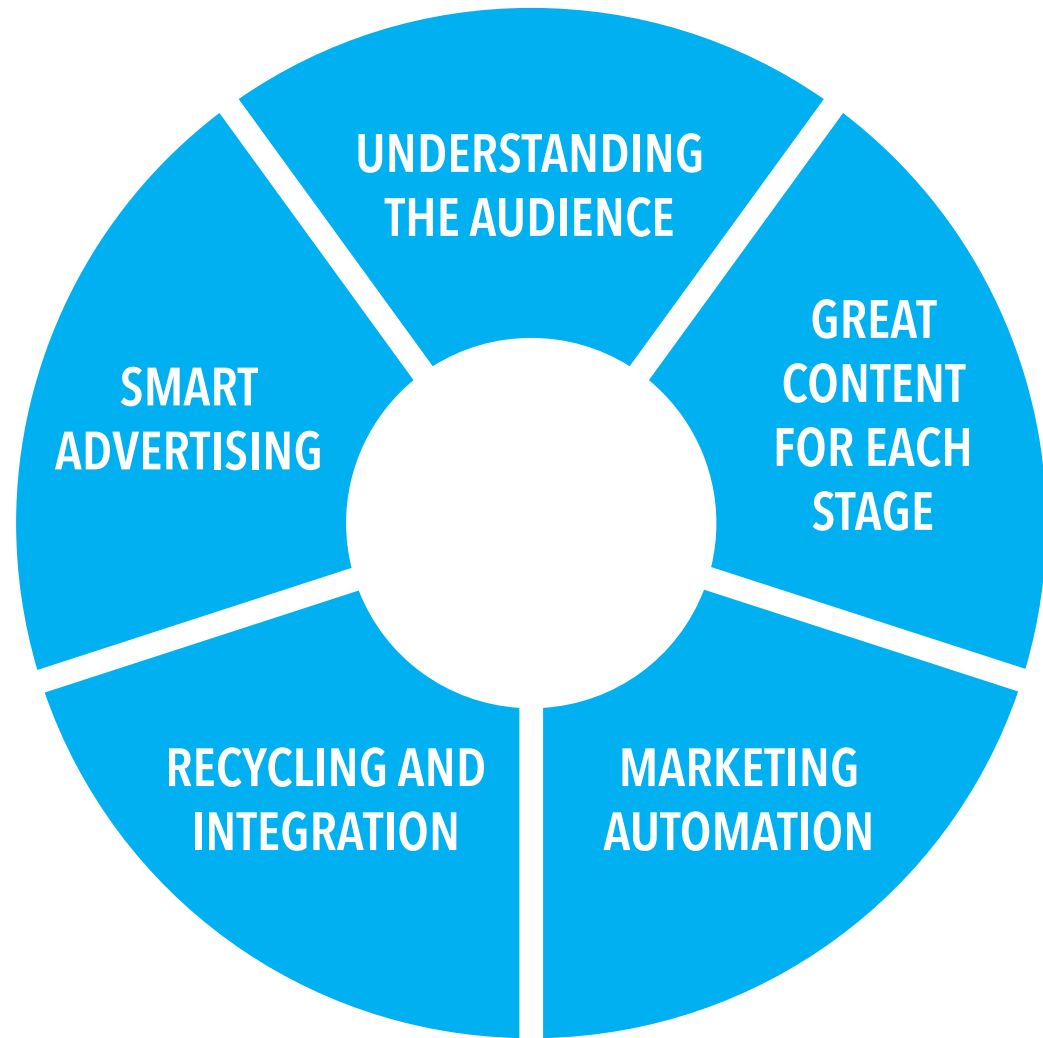
THAN TRADITIONAL,
OUTBOUND MARKETING

SOURCE: HUBSPOT

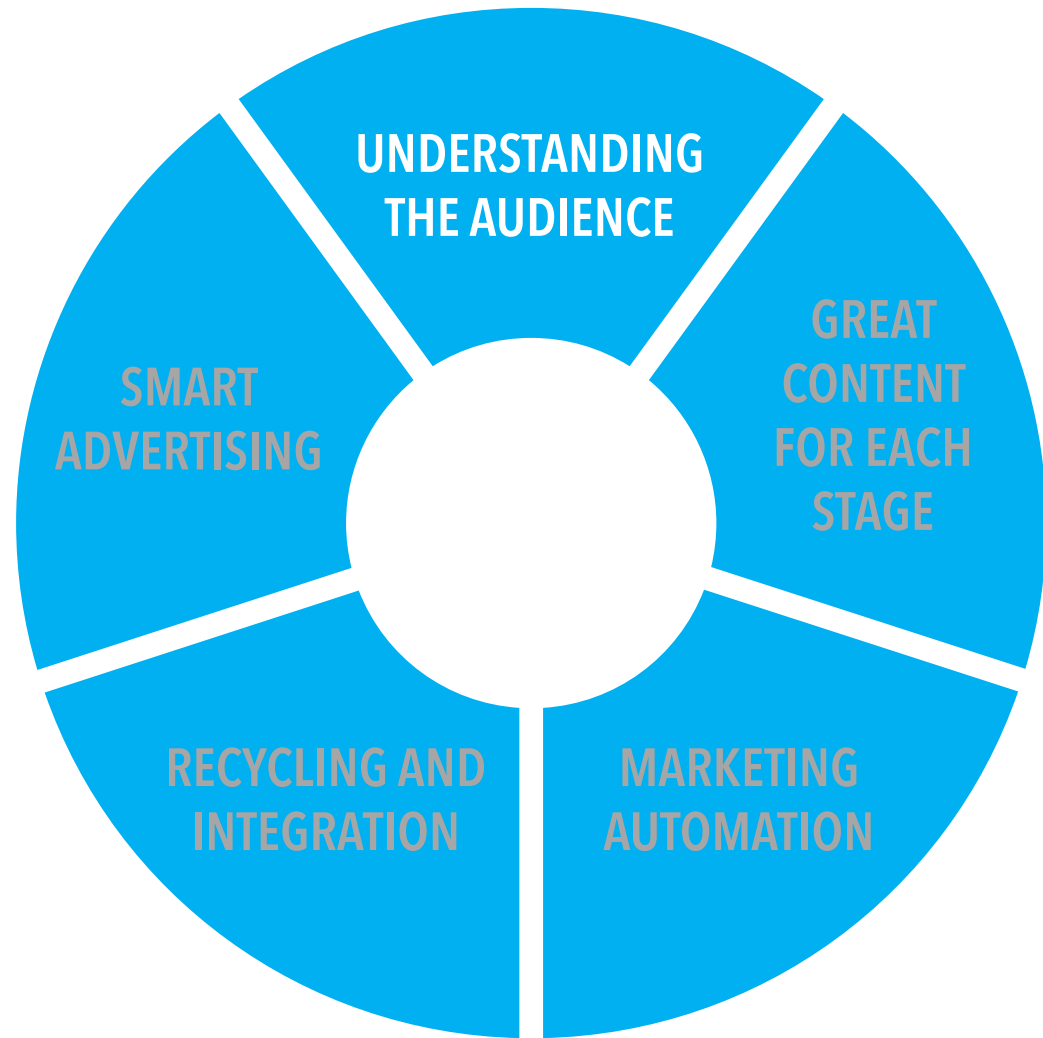
BUYER STAGES	AWARENESS	CONSIDERATION	DECISION
User Behavior	Have realized and expressed symptoms of a potential problem or opportunity	Have clearly defined and given a name to their problem or opportunity	Have defined their solution strategy, method, or approach
Research & Info Needs	Research focused on vendor neutral 3rd party information around identifying problems or symptoms	Committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity	Researching supporting documentation, data, benchmarks or endorsements to make or recommend a final decision
Content Types	<ul style="list-style-type: none"> Analyst reports Research reports eGuides & eBooks Editorial content Expert content White papers Educational content 	<ul style="list-style-type: none"> Comparison white papers Expert Guides Live interactions Webcase/podcast/video 	<ul style="list-style-type: none"> Vendor comparisons Product comparisons Case Studies Trial Download Product Literature Live Demo
Key Terms	<ul style="list-style-type: none"> Troubleshoot Issue Resolve Risks Upgrade Improve Optimize Prevent 	<ul style="list-style-type: none"> Solution Provider Service Supplier Tool Device Software Appliance 	<ul style="list-style-type: none"> Compare Vs. versus comparison Pros and Cons Benchmarks Review Test
Example	<p>I have a sore throat, fever, and I'm achy all over. What's wrong with me?</p>	<p>Aha! I have strep throat. What are my options for relieving or curing my symptoms?</p>	<p>I can see a primary care physician, ER, nurse or clinic. The ER costs \$\$\$, but are the fastest & I have insurance.</p>

**DIFFERENT NEEDS
IN DIFFERENT STAGES**

5 ELEMENTS OF GREAT B2B INBOUND MARKETING



1.



UNDERSTANDING THE AUDIENCE



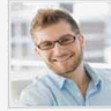
Jane Miller, 38, Accountant

WHO ARE YOUR
STAKEHOLDERS?

WHAT DO THEY
WANT AND NEED?

WHAT ARE THEIR
PAIN POINTS?

PERSONA



I am a...

Agency Owner/Founder

Internal Notes

Roles Creative Director, graphic designer, babysitter of staff, HR, marketing and janitorial services. I am a husband, father and friend.

Goals I started and run my own creative design agency. We are a small company, but have reached profitability and stability. I am the owner and founder and chief bottlewasher. I value creativity, speed and loyalty. With those traits, I can create almost anything. I am trying to create an inspirational environment for myself and my employees, a place where good work done on time for the right budget is the rule and not the exception. I would like to reach a point where we are not just financially stable, but thriving. I would like to be known for our quality and creativity, and I would like my services to be scalable nationally.

Challenges I can't offer all services to all people because we are a small shop. My deadlines sometimes slip due to freelancers. I spend so much time working my business that I don't have much time to work on my business - there are just so many hats to wear. And I spend all my awake time thinking about what I need to do next. I'd just like to have a vacation. A real vacation.

Demographics

Age 38-50

Income 150K

Education BA

Location Urban or Suburban area

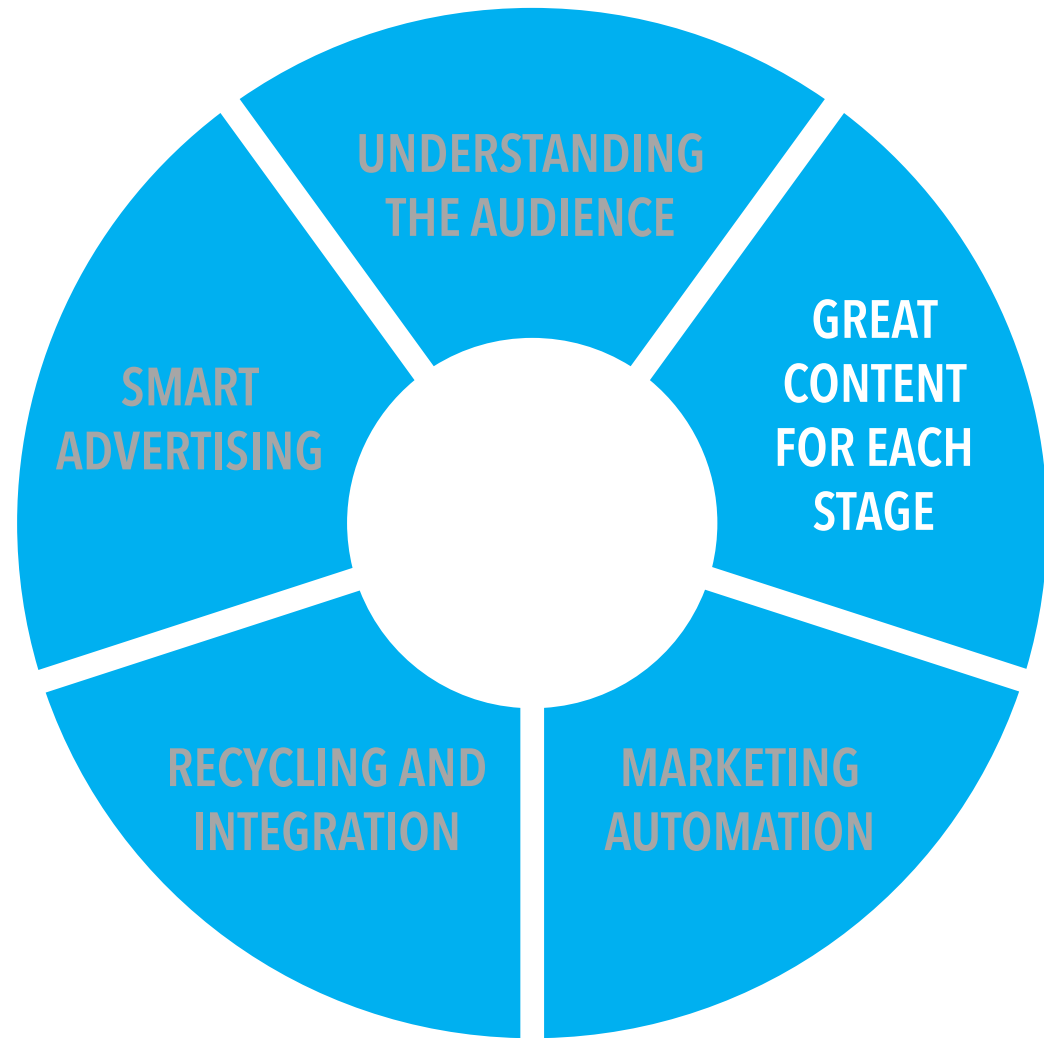
Story

Story My objection to Visual Creatives is that we are fundamentally competitors, offering many of the same services (branding, design work). When it comes to inbound marketing, I don't know if I can afford to outsource it yet and if it will yield the results I am looking for.

If I were to engage Visual Creatives I would want to look at them as an extension of my own product line and staff. I'd like their work to feel like my work, and I'd need to have confidence in their ability to deliver ahead of my deadlines. I don't need any more stress in my life.

My day is filled with client calls, outsourcing calls and running the business. I have to fight for the time that keeps me creative, but I find it. For information I go to the web and whatever TV news shows my wife has on in the mornings. At night I unplug to watch tv or read or rent a movie and play with the kids.

2.



GREAT **CONTENT** FOR EACH STAGE



AWARENESS

CONSIDERATION

DECISION

CTAs WORK BETTER PERSONALIZED

What Visitors See:



Free Guide: 17 SEO Myths to Leave Behind in 2014

Separate SEO fact from fiction & stop wasting your time on SEO strategies that don't work.

[Get My Free Guide](#)

What Leads See:

Test Out The SEO Panel In HubSpot's Blog Tool

[Start Your Free Trial Now >](#)

What Customers See:

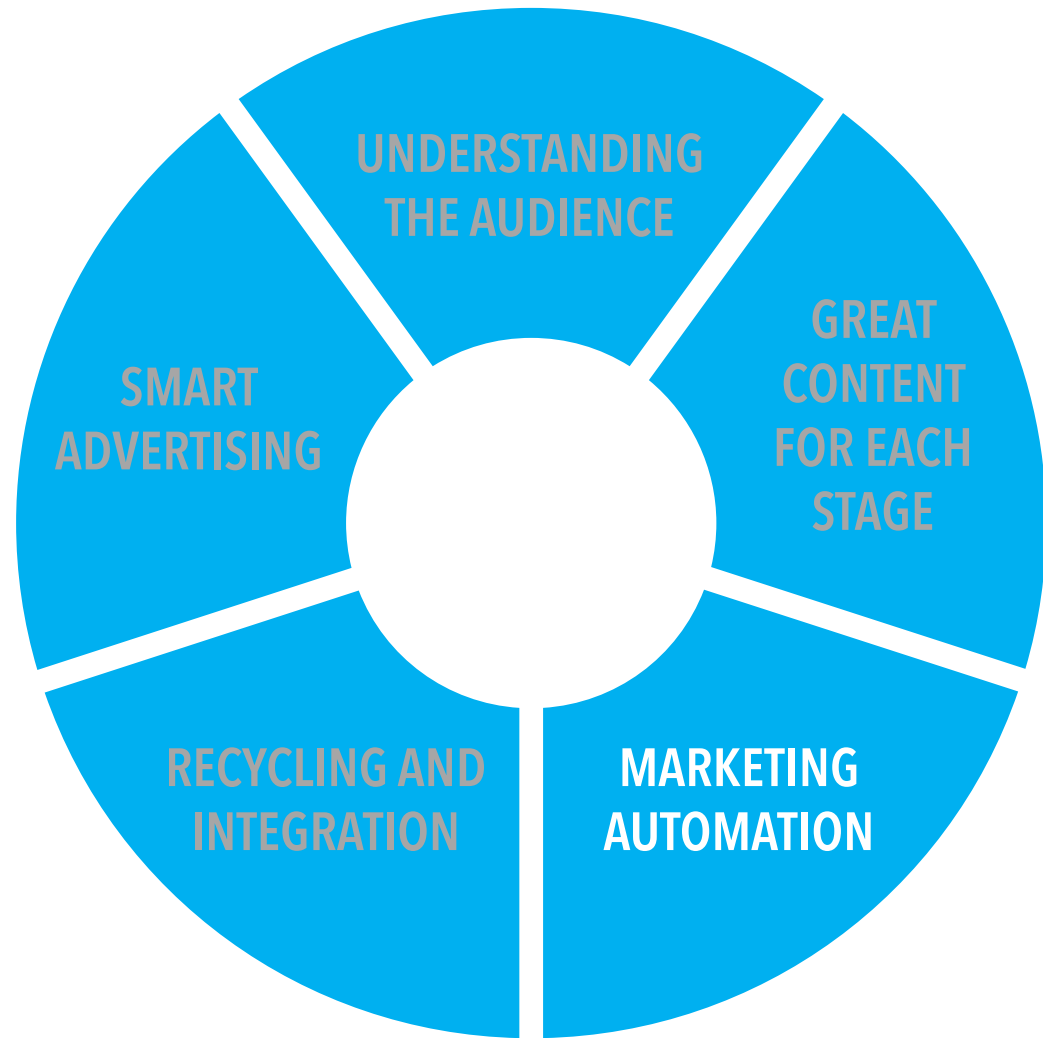
The SEO Optimization Worksheet

a guide to

Optimizing Keywords, Increasing Traffic, and more!

[Download Now >](#)

3.



COMPANIES THAT AUTOMATE
LEAD MANAGEMENT **SEE A
10% OR GREATER INCREASE
IN REVENUE IN 6-9 MONTHS.**

(GARTNER)

MARKETING **AUTOMATION**



Standard



Fixed Date



Property Based

WHAT ARE THE TRIGGERS?

[View all workflows](#)

Workflow details

Actions

Performance

History

Settings

Created by Jasna Suhadolc on 8 gen 2016 13:28

Description

Add a description...

test

[Enroll](#) [Test](#) [Clone](#) [Delete](#)

OFF Workflow is inactive. Click to review and activate.

Search for contacts in this workflow...

0 Total contacts enrolled	0 Active contacts	No goal set. Set a goal? Read more about goals.
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Welcome! Enjoy exploring the new Workflows app. You can switch back to the old app any time you like.
[Learn more about Beta Workflows](#) | [Switch back](#)

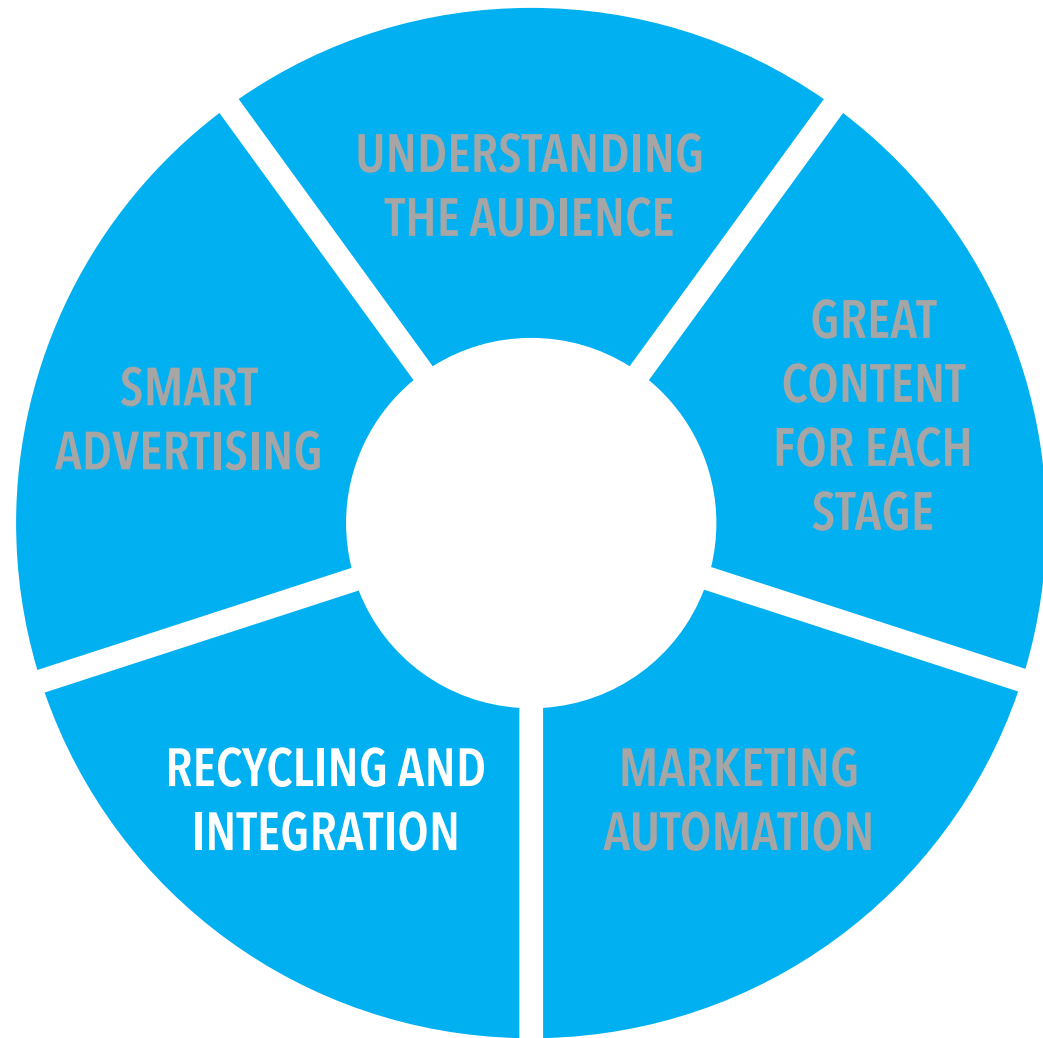
Automatically ▼ enroll contacts when they meet these criteria:

- Contact property
- Company property
- Deal property
- List membership
- Form submission
- Email
- Page view
- Workflow status
- Call-to-Action

Contacts will be enrolled the first time they meet the criteria above. ([Change](#))

Enroll contacts who already meet these criteria. Estimate how many this would add.

4.



RECYCLING AND INTEGRATION



EDITORIAL BOARD

MEMBERS

EDITOR

AGENCY HELP?

SME: BIGGEST

TREASURE



INTEGRATING TRADE FAIRS



- DEVELOP A TRADE SHOW EDITORIAL CALENDAR
- SET UP MONITORING STREAMS
- PRE-EVENT / DURING EVENT EMAILS
- CREATE A LANDING PAGE WITH AN OFFER
- FOLLOW UP EMAIL
- ANALYZE SUCCESS

VODIČ PO UČINKOVITEM VSEBINSKEM MARKETINGU

Z dobro in relevantno vsebino zgradite osebne odnose s svojimi strankami in pridobite nove.



Bi radi spoznali vsebinski marketing?

Z vsebinskim marketingom podjetja svojo dejavnost in ponudbo ciljnim javnostim predstavite skozi kakovostne in relevantne vsebine, s katerimi jih nagovarjate na različnih stopnjah prodajnega procesa. Tako kupcem namesto z vsiljivimi oglasi postrežete s koristnimi informacijami, ki jim pomagajo pri odločanju, ter z njimi zgradite dobre in dolgotrajne odnose.

S pomočjo našega brezplačnega Vodiča po učinkovitem vsebinskem marketingu boste znali:

- prepoznati ciljne javnosti in jih primerno nagovoriti,
- poiskati in pripraviti vsebine, s katerimi boste predstavili svojo ponudbo,
- pripravljene vsebine posredovati pravim ljudem ob pravem času,
- meriti učinkovitost vsebinskega marketinga.

Izpolnite obrazec in si prenesite **brezplačen izvod** Vodiča po učinkovitem vsebinskem

Ime*

Priimek*

E-pošta*

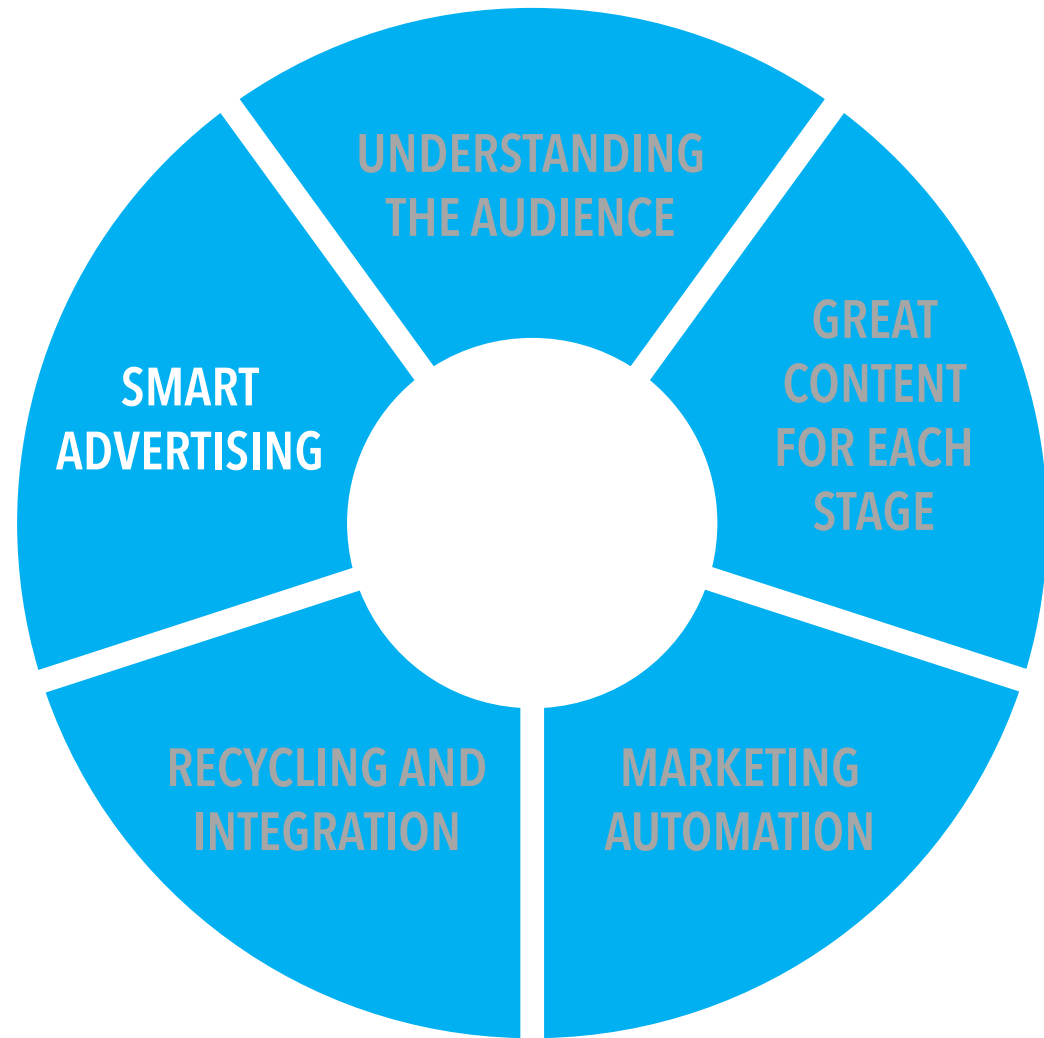
Funkcija v podjetju

Želim se naročiti na e-obvestila o marketinških temah in novih zapisih na Virtua PR blogu!
Kako jih želite prejemati?

- takoj ob novem zapisu
- tedensko
- mesečno

POŠLJITE MI VODIČ

5.



SMART ADVERTISING



72%

EMEA MARKETERS
TODAY ARE FOCUSED
ON **CONVERTING**
CONTACTS / LEADS TO
CUSTOMERS.

(SOURCE: HUBSPOT'S STATE OF INBOUND 2016)

RESULTS CREATED BY CHANGING THE PERSPECTIVE WITH INBOUND MARKETING

- **GENERATING QUALITY LEADS**
- **BETTER CONVERSION RATES**
- **INCREASING AWARENESS OF THE BRAND**

THANK YOU!

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Let's connect on LinkedIn