

INBOUND MARKETING PLAN



COMPANY:

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PART 1

OVERVIEW

This template is designed to help you create an inbound marketing plan that will help you achieve your sales and marketing goals.

Inbound marketing is the process of:

-  Attracting more traffic to your website
-  Converting more traffic into leads
-  Converting more leads into customers
-  Measure & analyzing each step for continuous improvement

Unlike other marketing and advertising expenses, inbound marketing is an investment that produces compounding results over time; As you create inbound marketing assets like optimized blog posts, landing pages, links and social media followings, they will help you attract traffic, capture leads and convert leads into customers - every day into the future.

Throughout the document, there are exercises you should complete in order to start applying the inbound marketing strategies to your business.

Don't be overwhelmed by the size of the template and the number of steps involved.

Don't listen to anyone who says you have to do this all at once.

Depending upon the time you can devote or your budget, implementing everything in this plan may take 3-months, 6-months or even a year.

Let's get started!



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PART 2

ALIGN YOUR
INBOUND
MARKETING
STRATEGY WITH
YOUR BUSINESS
GOALS

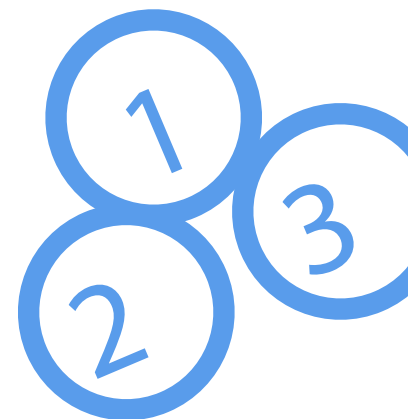
“Your inbound marketing strategy and your website should be designed to help you achieve your business goals.”

Your inbound marketing strategy and your website should be designed to help you achieve your business goals.

Below is a list of general goals that apply to most companies. Add any company specific goals to the list that aren't already listed.

Rank the importance of each goal for your company where 1 is very important and 10 is not important.

Also, mark off whether you have a system in place to effectively track your progress as you improve the metrics for each of these goals.



| Business Goals | Importance (1 most - 10 least) | Currently measure effectively? (Yes, No, Sorta) | System in place to measure? (Yes, No, Sorta) |
|--|-----------------------------------|--|---|
| Build brand or product awareness & buzz | | | |
| Attract more traffic to your website | | | |
| Convert more site visitors into leads | | | |
| Convert leads into qualified sales-ready leads | | | |
| Convert more leads into sales | | | |
| Grow email database | | | |
| Grow online ecommerce sales | | | |
| Retain existing customers | | | |
| Up-sell or cross-sell existing customers | | | |
| Other | | | |
| Other | | | |
| Other | | | |

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PART 3

BENCHMARK
YOUR CURRENT
SALES &
MARKETING
METRICS

Complete the table below by guesstimating your current key sales, marketing and website metrics.

Since most businesses acquire customers through other channels besides inbound marketing, complete the first column with your key monthly stats – including all sales and marketing channels.

Complete the second column with your website as the key marketing channel. If you do not know the exact answers, guesstimate them.



| | Current – All Marketing Channels | Current – Website |
|------------------------------|----------------------------------|-------------------|
| Monthly website visitors | | |
| Monthly leads generated | | |
| Monthly customers acquired | | |
| Average revenue per customer | | |
| New monthly booked revenue | | |

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PART 4

SET TRAFFIC,
LEAD
GENERATION
AND CUSTOMER
ACQUISITION
GOALS

Next, [download and use the inbound marketing calculator](#). The calculator determines your traffic, lead and customer acquisition goals based on your monthly new revenue targets. You'll plug in your revenue goals and your current stats (from the previous page) into the calculator.



The calculator will tell you how much traffic and how many leads you need to generate in order to hit your revenue goals. It'll also help you evaluate which inbound marketing activities to implement first by letting you vary your lead to customer and visit to customer conversion rates to determine your traffic and lead requirements.

For example, if you improve visit to lead conversion rates, you'll need less traffic to hit your revenue targets: Therefore, it would make the most sense to create more offers, build landing pages and prominently place calls to action on your website in order to convert more visitors to leads.

With diligence, it is possible to increase your visitor to lead conversion rate to 5+%. Most websites convert traffic into leads at 1-2%.

These traffic, lead and conversion targets will help you decide the appropriate amount of resources (i.e. time and money) to commit to inbound marketing activities. Since inbound marketing is infinitely measurable and somewhat predictable, setting goals now will also help you measure your monthly results against your goals, allowing you to improve key metrics over time.



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PART 5

DEFINE YOUR
IDEAL LEAD OR
CUSTOMER

Define the criteria that helps you determine an ideal lead from a so-so or bad one. If you market and sell to other businesses, describe the type of company. If you market and sell to consumers, define criteria that describe the individual. You may have multiple client profiles that are ideal. If you do not know what these criteria are, you should take educated guesses. Over time, you will be able to refine your profile based on data.



| Example Descriptors | Option 1 | Option 2 | Option 3 | Option 4 | Option 5 |
|---------------------|----------|----------|----------|----------|----------|
| Industry | | | | | |
| Sells to? | | | | | |
| Number of employees | | | | | |
| Location | | | | | |
| Years in business | | | | | |
| Job Title | | | | | |
| Other | | | | | |
| Other | | | | | |
| Other | | | | | |

Here's an example of what your ideal lead profile might be after you've completed the table.

| Example Descriptors | Option 1 | Option 2 | Option 3 | Option 4 | Option 5 |
|---------------------|------------------|-----------------|---------------|-----------|--------------------|
| Industry | Technology | Manufacturing | Professional | Consumer | Marketing services |
| Sells to? | Other businesses | Consumers (B2C) | | | |
| Number of employees | 1 | 2-5 | 6-10 | 11-25 | 25-100 |
| Location | Los Angeles | Charlotte | New York | Chicago | Indianapolis |
| Years in business | <1 | 2-5 | 6-10 | 11-20 | 21+ |
| Job Title | Marketing | IT | CEO/Executive | President | |

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PART 6

DEFINE
YOUR BUYER
PERSONAS

Many companies sell to more than one individual; multiple influencers and decision makers. It's critical to attract all of the people involved in the buying decision. For example, if you sell products or services to other businesses, there are usually influencers and decision makers that have typical roles within your client's company like CEO, VP Sales or Customer Services Manager. If you sell to consumers, you might need to market and sell to different members of the family in different ways, such as children, spouses or even grandparents.

Buyer Personas are your ideal client profile(s). List specific details about the person who will likely make the decision to buy your product or service. Create a fictional stereotypical profile of this person - complete with name, age, gender, family, title, company role, interests, skills, goals, and attitude -- the more detailed the better. Add as many buyer personas as needed. Add as many criteria or descriptors as makes sense. You should review these profiles on a regular basis to make sure that your marketing actions are directed towards the needs and desires of these personas.

| Example Descriptors | Enter Your Persona's Information | Buyer Persona Example |
|---------------------|----------------------------------|---|
| Buyer persona name | | Marketer Mary |
| Age | | 30-45 |
| Gender | | Female |
| Family information | | Married. Two kids. |
| Role in company | | Marketing manager |
| Hobbies | | Reading, Tennis |
| Job frustrations | | Sales team is never happy. IT won't help. |
| Other | | |
| Other | | |
| Other | | |

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PART 7

IDENTIFY COMPETITORS

Gather data about your competitors in order to uncover successful strategies you can emulate as well as how you can beat your competition where they're weak.

● Are they are using social media?

● Is their blog effective?

● How strong is their SEO?



In the first row, enter your own company's information for comparison. Below that, enter the information for your competition.

Use Marketing Grader (<http://marketinggrader.com/>) to get this

| Competitor's Website | Website Grade | Search Rank | Pages in Google | Traffic Rank | Inbound Links |
|----------------------|---------------|-------------|-----------------|--------------|---------------|
| | | | | | |
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PART 8

KEYWORD
RESEARCH &
SELECTION

Keyword phrases are words that your customers would type into a search engine such as Google or Bing to find a product or service like yours. These can be very detailed phrases that describe your service or product, or a phrase that describes a problem that your prospects might have.



It's usually better for small businesses to choose keyword phrases that include multiple words. For example, keyword phrases might contain geographical locations, such as a state or town name.

You will use these keywords in a variety of ways on your site, in your blog, via social media and for your lead generation offers. Use the table below to brainstorm keywords.



After you come up with list a keywords, assign a priority based on how competitive the keyword is to achieve high rankings on the search engines.

| Keyword | Priority (High, Medium, Low) |
|---------|------------------------------|
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |

The ultimate goal of keyword research is to find relevant keywords that have high search volume, but low competition. You may also choose keywords if you already generate traffic or rank well for them.

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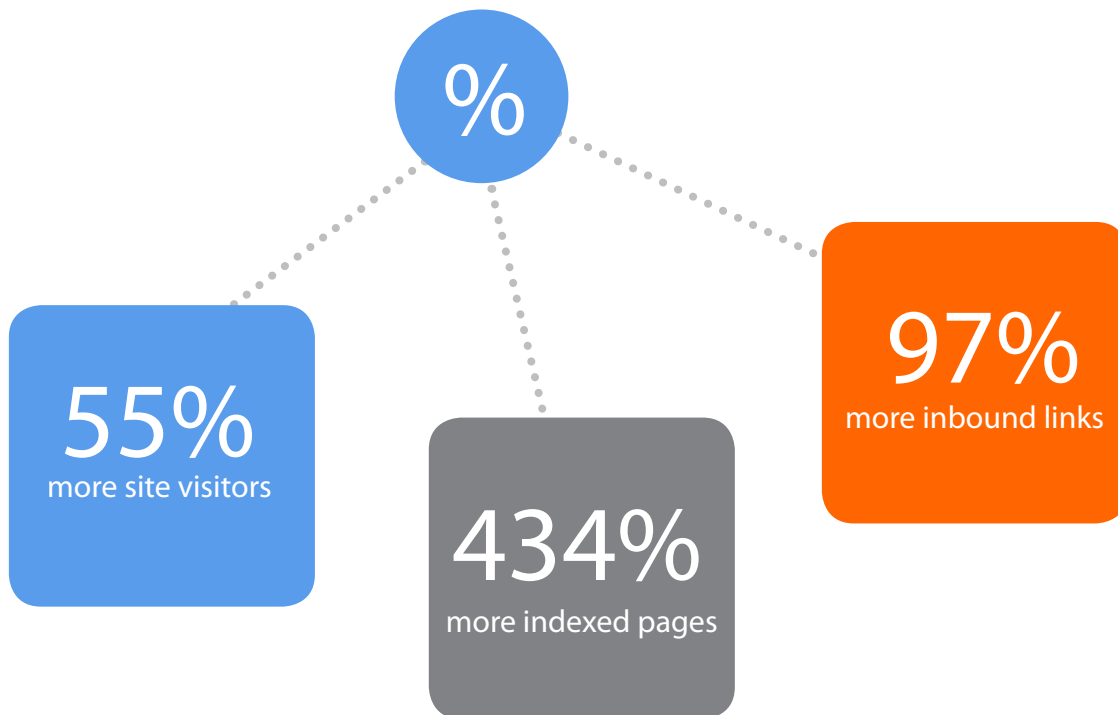


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PART 9

LAUNCH &
DEVELOP YOUR
BUSINESSBLOG

Blogging is an absolutely critical component of helping you achieve inbound marketing success. According to the latest marketing data, companies that blog regularly attract:



Subscribe to other industry blogs. Search on <http://blogsearch.google.com> for ideas, to subscribe and comment.

- ✓ Make sure your blog is hosted on a domain name you control. (e.g. <http://yourdomain.com/blog> or <http://blog.yourdomain.com>)
- ✓ At a minimum, post 1-3 articles per week. It's better to write several short articles than one long article.
- ✓ Do not promote your product or service. Focus on your buyer personas and lead profiles and write about their needs and interests. Educate your readers with your blog articles to passively position yourself as the expert
- ✓ Specific types of posts such as data, infographics, how to articles and lists - usually perform very well. But, you should test to see which types of articles a) attract more comments b) attract links c) get shared via social media d) get the highest readership.

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An expanded editorial calendar will help you plan when you should focus on producing content for different topics and will help you align where and when you need to be targeting your message. Outline target topics by week and by buyer persona below.

| Month | Blog Topic | Target Buyer Persona |
|----------|--|----------------------|
| January | <ol style="list-style-type: none"> 1. 2. 3. 4. | |
| February | <ol style="list-style-type: none"> 1. 2. 3. 4. | |
| March | <ol style="list-style-type: none"> 1. 2. 3. 4. | |

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PART 10

LANDINGPAGES
& COMPELLING
OFFERS

In addition to adding new web pages to your site and committing full force to blogging to attract more traffic to your site, you'll also need to create compelling offers in order to convert more of those visitors into leads. Examples of compelling offers include webinars, presentations, podcasts, videos, whitepapers and ebooks.

webinars

presentations

podcasts

videos

whitepapers

ebooks

Items you've already created can be leveraged to help you start generating leads right away. A great way to convert traffic to leads is to offer an item of value (your asset) in exchange for someone's contact information via landing pages.

Landing pages are critical for turning a website into a lead generation tool. What will you offer to entice people to hand over their contact information? Brainstorm and list your ideas here, as well as any advanced content assets you've already created:



| Customer Pain | Offer Title | Type of Offer | Completion Date |
|--|---|---------------|-----------------|
| Example: Sales & Marketing Don't Get Along | How to Improve Your Sales & Marketing Alignment | Webinar | |
| | | | |
| | | | |
| | | | |

Pay-Per-Click ads, newsletters, web pages and blogs can all direct traffic to a landing page. You should have a different landing page for each offer, in order to measure its effectiveness.

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PART 11

SET UP
SOCIAL MEDIA
ACCOUNTS
& BUILD A
FOLLOWING

Your initial focus when getting involved with social media should be to build relationships, have conversations, and establish connections. Once you have a following, you can share links to your own content via your social media accounts, in order to drive traffic to your website.



Go to www.twitter.com, create a username and a very brief profile. Now you are ready to tweet!

140
characters

Tweets are limited to 140 characters and should be meaningful and interesting to your buyer personas.



Follow others whose tweets are useful and informative, retweet these to your followers and respond to these comments

Use free Twitter clients (such as [Tweetdeck](#), [Hootsuite](#)) to organize who you are following into more meaningful groups.



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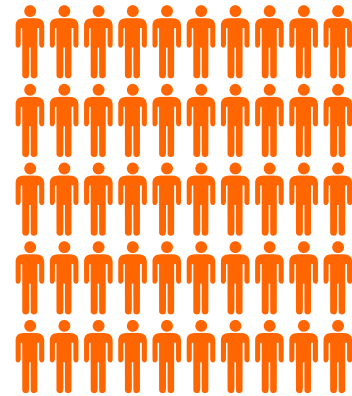
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Go to www.linkedin.com and create an account. Complete your profile – aim for 100% completion! The more info you give, the more likely you'll be found by others. Things you can do in LinkedIn to help build business relationships and promote your company are:



Invite Friends /
Trusted Colleagues
into your network



Join Groups (you can
join up to 50) – Ask /
Answer Questions to
show your knowledge



Request/write
recommendations
(remember social media
is give and take!)

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Go to www.facebook.com and create an account. You need to create a personal profile first and then you can add a business page. As with LinkedIn, the more complete your profile is, the more likely you'll be found by others. Facebook tends to be a little more relaxed and personal than LinkedIn, but you can still connect with colleagues, join common interest groups, engage in discussions & build relationships.

| | Profile URL |
|----------|-------------|
| Twitter | |
| LinkedIn | |
| Facebook | |

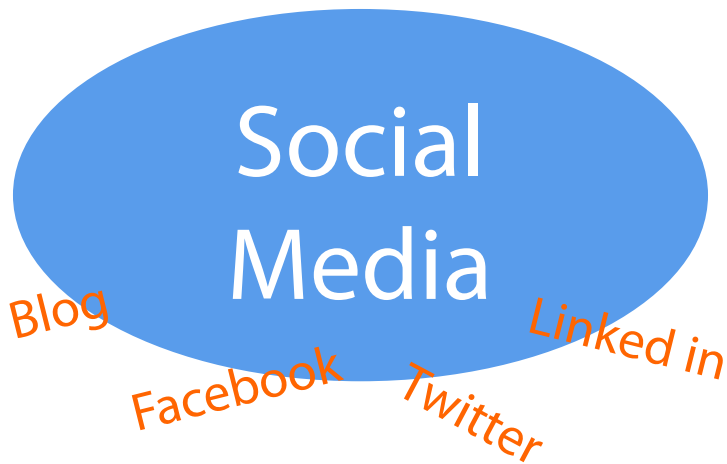
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PART 12







SOCIAL MEDIA SCHEDULE



Just like blogging, you should work social media into your daily schedule. Add it to your calendar and treat it like a meeting that you absolutely cannot miss! In the beginning, it may help you to create a weekly schedule using the table below so that you can plan ahead.

| | Monday | Tuesday | Wednesday | Thursday | Friday |
|----------|--------|---------|-----------|----------|--------|
| Blog | | | | | |
| Twitter | | | | | |
| LinkedIn | | | | | |
| Facebook | | | | | |

In social media, it's key to Do Something Every Day!

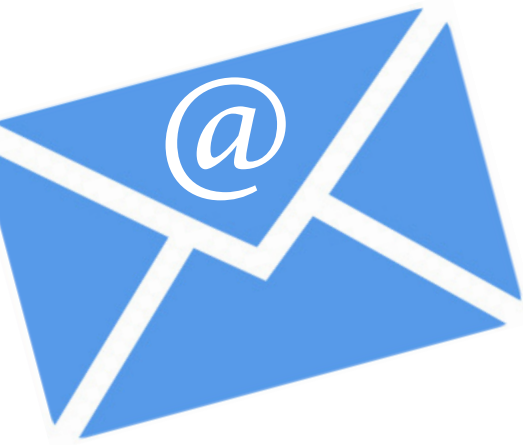
-  When you create a new blog post, tweet about it!
-  Comment on someone else's blog
-  When you attend a live networking event, follow up with someone you met by connecting with them on LinkedIn or Facebook.
-  Read any interesting blog articles? See a good video on YouTube? Tweet about it. Share it on LinkedIn or Facebook.
-  Make recommendations on LinkedIn.
-  Post a question or answer one

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PART 13

EMAIL
MARKETING
& LEAD
NURTURING



Once someone has indicated an interested in your company by downloading a whitepaper or registering for a webinar, you can start nurturing that lead by providing him with relevant information by email.

Here are seven guidelines to follow when nurturing leads:

- 1 Build your email list – smaller, targeted lists is preferred over a large list of people who don't want your newsletter
- 2 Keep emails or newsletters concise – with links to larger bodies of content on your website or blog. Ideally, promote new offers and landing pages to get your email subscribers to raise their hand and opt-in to your sales process.
- 3 Create valuable newsletter content keeping in mind your business goals and your buyer personas
- 4 Create calls to action in your emails that drive traffic to your landing pages.
- 5 Make sure the "From" name is one your audience will recognize
- 6 Use attention getting subject lines
- 7 Test, test, test. Measure click through rates to determine how effective your content and offers are. Track your campaigns ability to drive signs-ups using email marketing tracking codes. If you're using a 3rd party email marketing tool, create tracking codes first and embed them in your emails.

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Use this template to outline your first email campaigns and lead nurturing messages.

From: Frequency: (weekly, monthly)

Subject: Send on: (day of week)

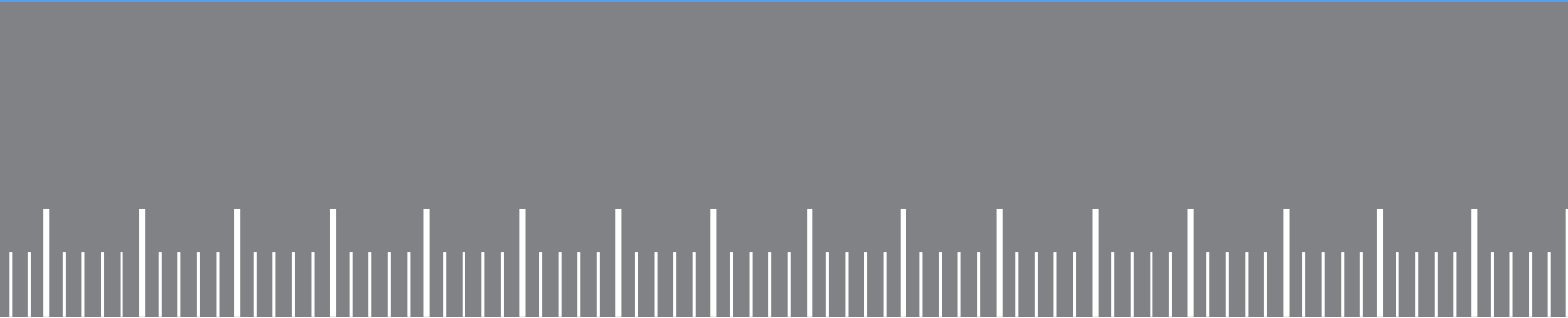
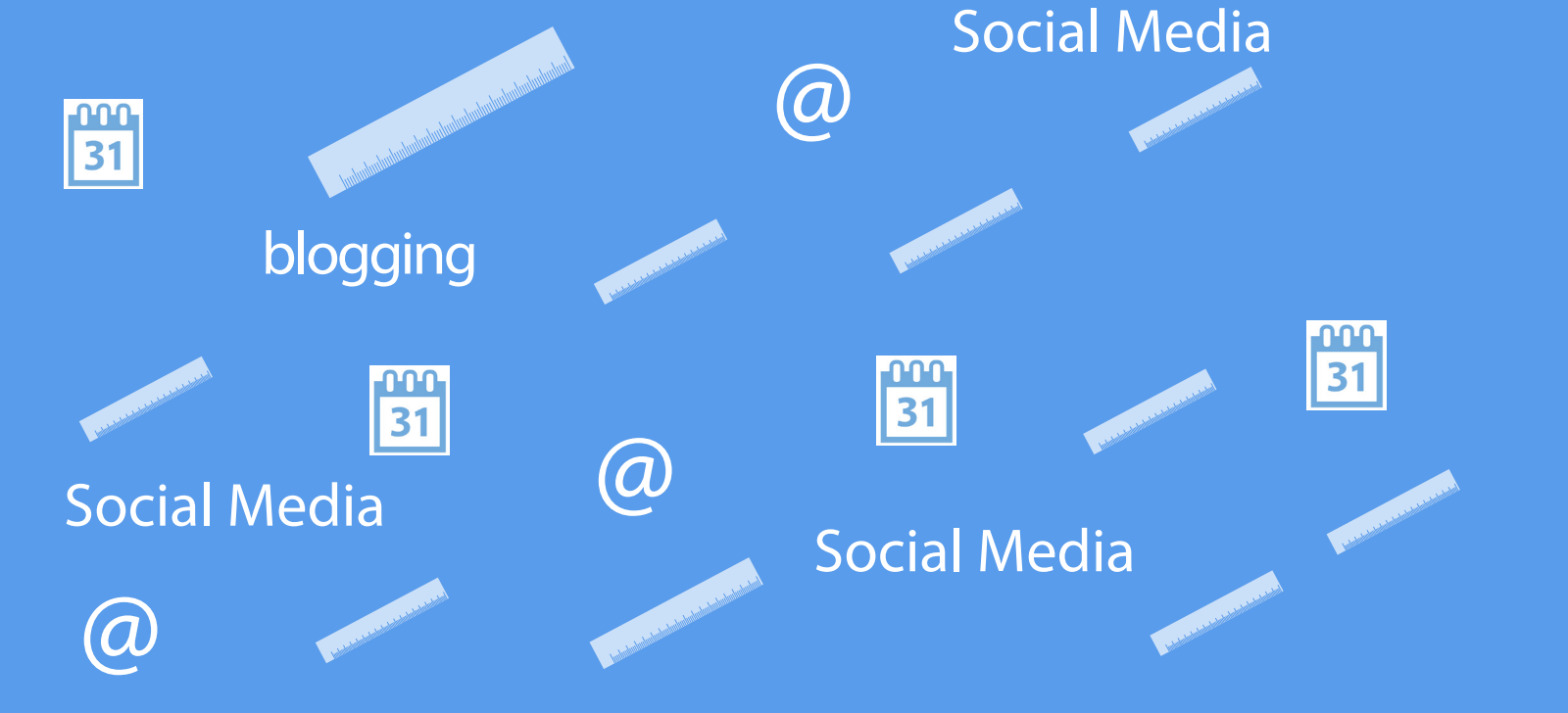
| Topic | Call to Action | Link to |
|-------|----------------|---------|
| 1. | | |
| 2. | | |
| 3. | | |
| 4. | | |
| 5. | | |

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PART 14

MEASUREMENT
& ANALYSIS FOR
CONTINUOUS
IMPROVEMENT



There are many statistics that you can measure over time to determine how successful your Inbound Marketing Strategy is, and how to improve your results. You should be checking your analytics at least monthly and much more frequently when you are tweaking and improving ongoing activities or campaigns.

Probably the most valuable measure of success is your conversion rates. Your conversion rates indicate the number of visitors to your website that became leads and the number of leads that became customers.

You should measure conversion rates and overall numbers from each traffic source including SEO, blogging, social media, and email marketing. Then, you should evaluate which activities to continue, tweak or stop based on what's working and what's not, as well as what can most easily be improved.



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PART 15

SKILLS REQUIRED FOR INBOUND MARKETING SUCCESS



Inbound marketing requires skills that you or your organization may or may not possess. Your organization may also need to develop new skills. You may be able to achieve your sales and marketing objectives more effectively by outsourcing certain tasks, hiring an [inbound marketing agency](#) to do inbound marketing for you, or hiring a coach or consultant to guide you as you do the work.

For each of the skills listed below, list the person/people in your organization who has these skills. If no one in your organization has these skills, you should write that.

| Skills | Primary Resource | Resource 2 | Resource 3 |
|---------------------------------------|------------------|------------|------------|
| Writing/Blogging | | | |
| Analytical Skills/Data interpretation | | | |
| Design & Layout | | | |
| Messaging/Branding | | | |

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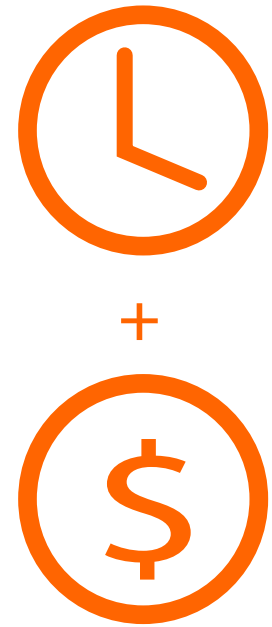
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PART 16

RESOURCES
REQUIRED
FOR INBOUND
MARKETING
SUCCESS

It should be obvious by now that implementing a successful inbound marketing strategy requires an investment of time and money. Given your skills and goals, you'll need to estimate how much time you should spend on each activity, initially and ongoing. You may choose to delay or skip specific activities based on your goals and budget.

[Consult an experienced inbound marketer](#) to discuss how to balance your goals with your budget and time. You may find that your goals are too aggressive given your time, or that you might need to outsource more of your work in order to achieve your objectives.



| Activity | Initial Setup Time | Monthly Time | Outsourced Time |
|-----------------------------------|--------------------|--------------|-----------------|
| Goal Setting | | | |
| Tracking Results vs. Goals | | | |
| Keyword Research | | | |
| Messaging/Branding | | | |
| On Page SEO | | | |
| Off Page SEO | | | |
| Website Content Creation | | | |
| Business Blogging | | | |
| Social Media | | | |
| Landing Pages & Compelling Offers | | | |
| Email Marketing / Lead Nurturing | | | |

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Bluleadz Inbound Marketing helps small businesses increase their online visibility, get more leads, and increase their number of clients using inbound marketing processes. We partner with HubSpot, a provider of inbound marketing software, to help our clients create, implement, manage, and measure successful inbound marketing plans that enable them to meet their business objectives.

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