

Fill Your Sales Funnel with Qualified Buyers of Cloud Services

10 Steps to Remarkable Results
with a Scalable & Managed
Inbound Marketing Engine



Do you sell cloud-based
IT services to business?
Then you really need a
cost-effective & scalable
marketing engine to
drive growth!

This eBook outlines 10 critical steps for building an efficient inbound marketing engine to drive growth for your CSB business. Whether you follow these steps yourself, or hire us to perform them for you, each one is an essential ingredient for your success.

Think carefully about each step and assess where you are on the road to building your own cost-effective inbound marketing engine.





Steps to Remarkable Results

1. Understand Your Business Goals
2. Align Your Marketing Targets
3. Define the Buyer Persona & Journey
4. Assess & Baseline Your Website
5. Audit & Categorize Your Content
6. Create Your Inbound Marketing Plan
7. Build Lead Generation Campaigns
8. Develop Compelling Content Offers
9. Drive Your Inbound Marketing Engine
10. Measure & Optimize Everything



Understand Your Business Goals

Where will your
CSB business
be in 3 years?



An effective inbound marketing engine starts with a very solid understanding of your business goals. Illustrated are four key interdependent growth factors that will help you plan your own accelerated path to success.

Download a FREE CSB Growth Plan from www.csbexcellence.com

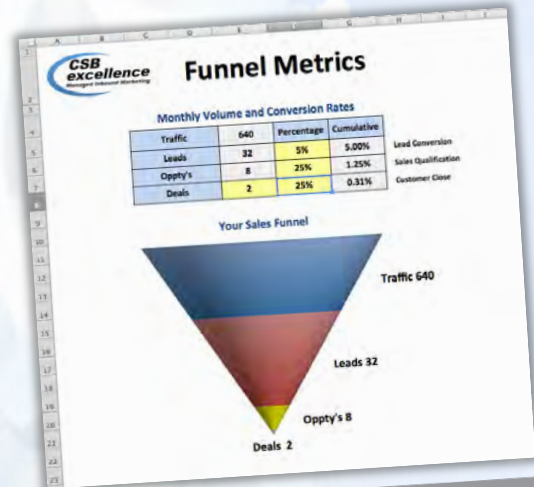


Align Your Marketing Targets

Business Goals



Marketing Targets

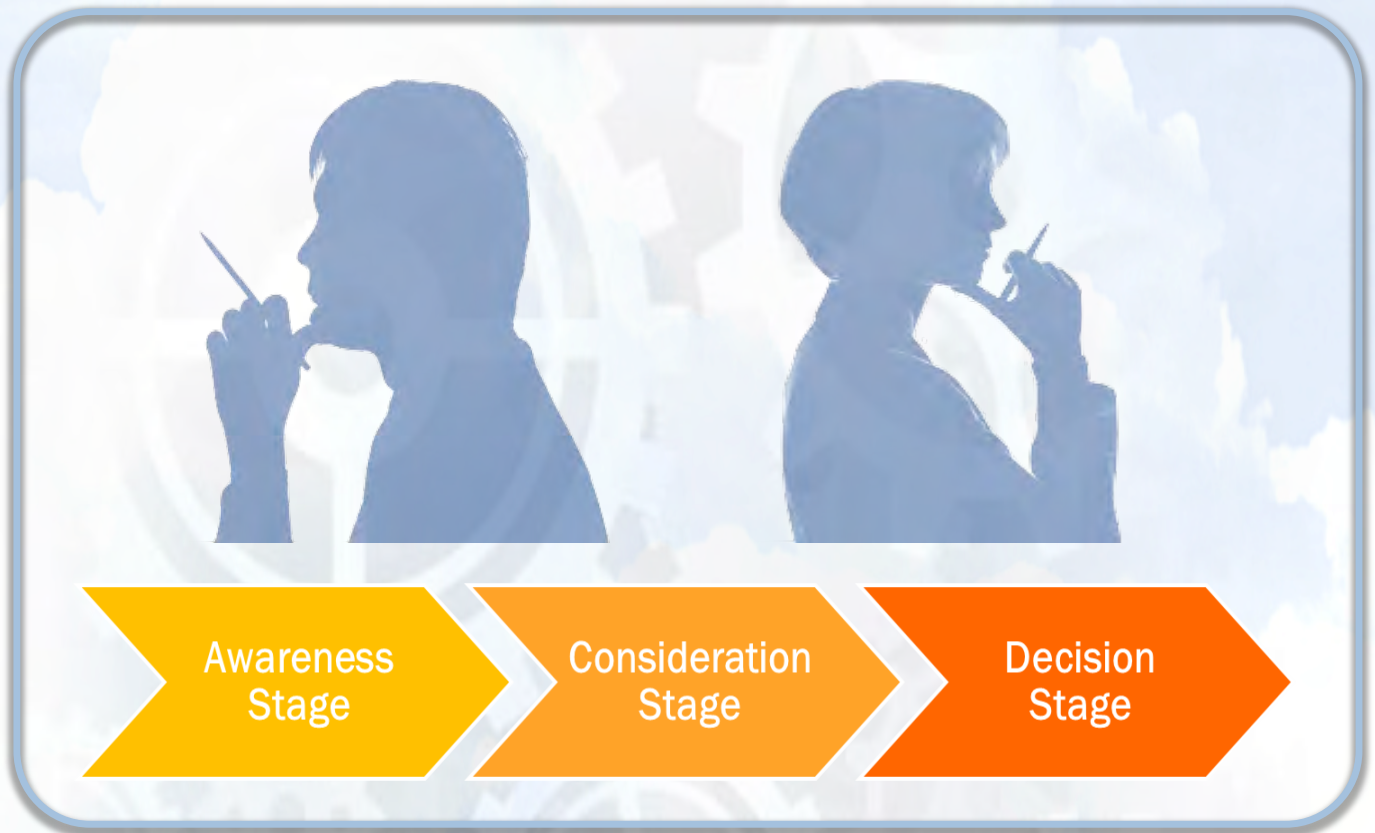


To ensure that your marketing investment will be effective, set marketing targets that are aligned with your business goals. Based on your required monthly deal volume, determine the number of website visits and leads needed to fill your funnel. With the right funnel metrics, you will have clear visibility into your sales process so you can keep your inbound marketing engine running efficiently.

Download a FREE CSB Funnel Metrics Model from www.csbexcellence.com



Define the Buyer Persona & Journey



A successful inbound marketing campaign requires a deep understanding of your buyer's persona and their decision-making process, or *journey*. That means talking to real buyers about their pain points and purchasing criteria. Once defined, the buyer persona & buyer's journey are used to create relevant content for moving future buyers through the funnel with lead nurturing campaigns.



Assess & Baseline Your Website



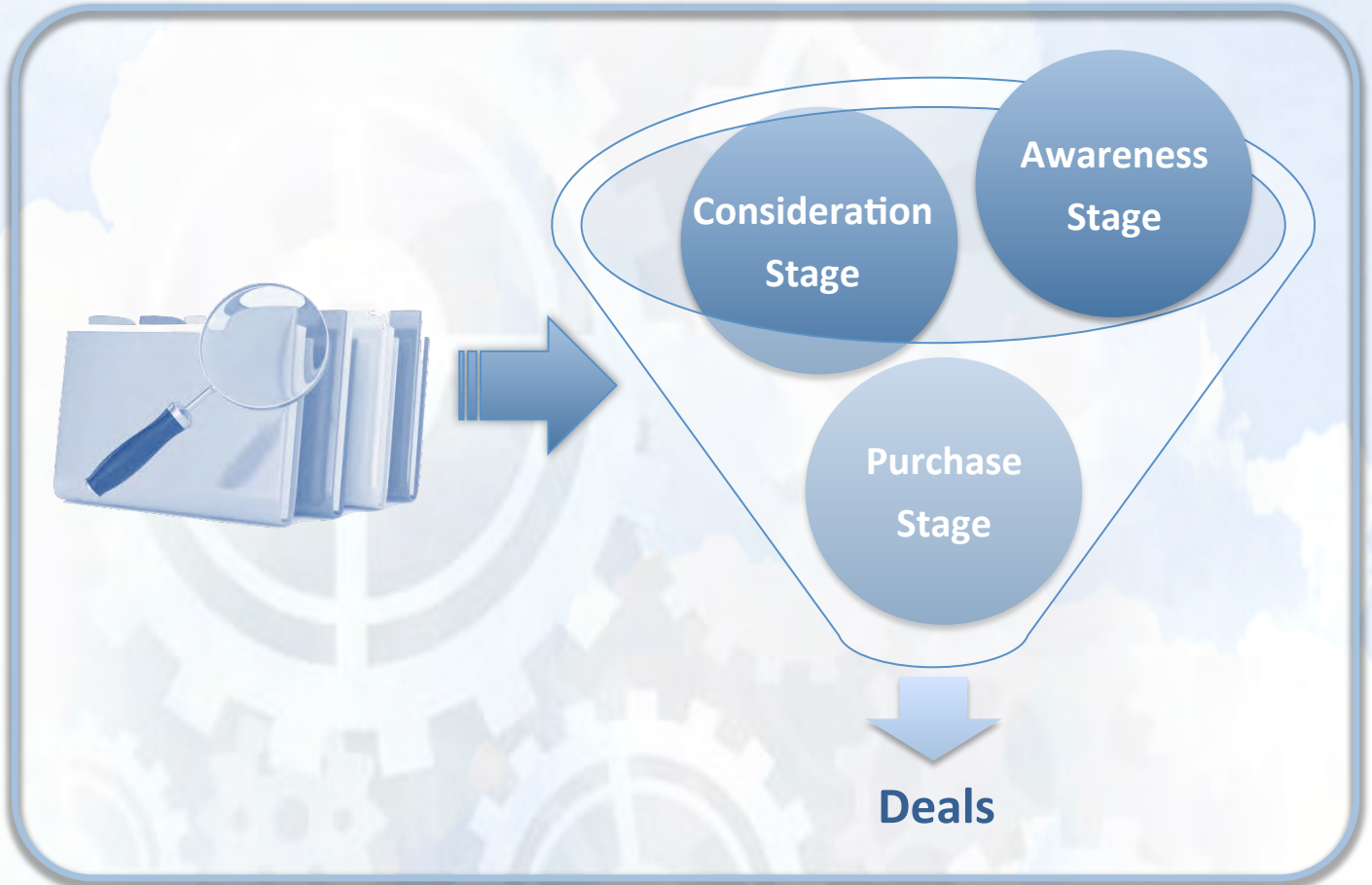
- ✓ SEO Optimized
- ✓ Copy Content
- ✓ Web Traffic
- ✓ Conversion
- ✓ Web Leads

Your website is the single most important component of your inbound marketing engine. As your vehicle for converting traffic into leads, it must operate at top efficiency. A thorough website assessment will determine if your site is optimized for search engine rankings based on your keywords, backlinks and other SEO criteria.

Your content must accurately convey your value proposition from your buyer's perspective. You should also establish a baseline for traffic, conversion rates and the lead volume generated by the site. These metrics should improve each month as you execute your inbound marketing campaigns.



Audit & Categorize Your Content



Next take stock of your current content to see if it can be leveraged for your inbound marketing campaigns. As you perform this audit, classify content according to its stage in the buyer's journey. Is it more relevant to building *awareness*, enabling *consideration* or helping to make a *purchase* decision? Be sure to identify any content gaps so your inbound marketing team can fill those gaps.



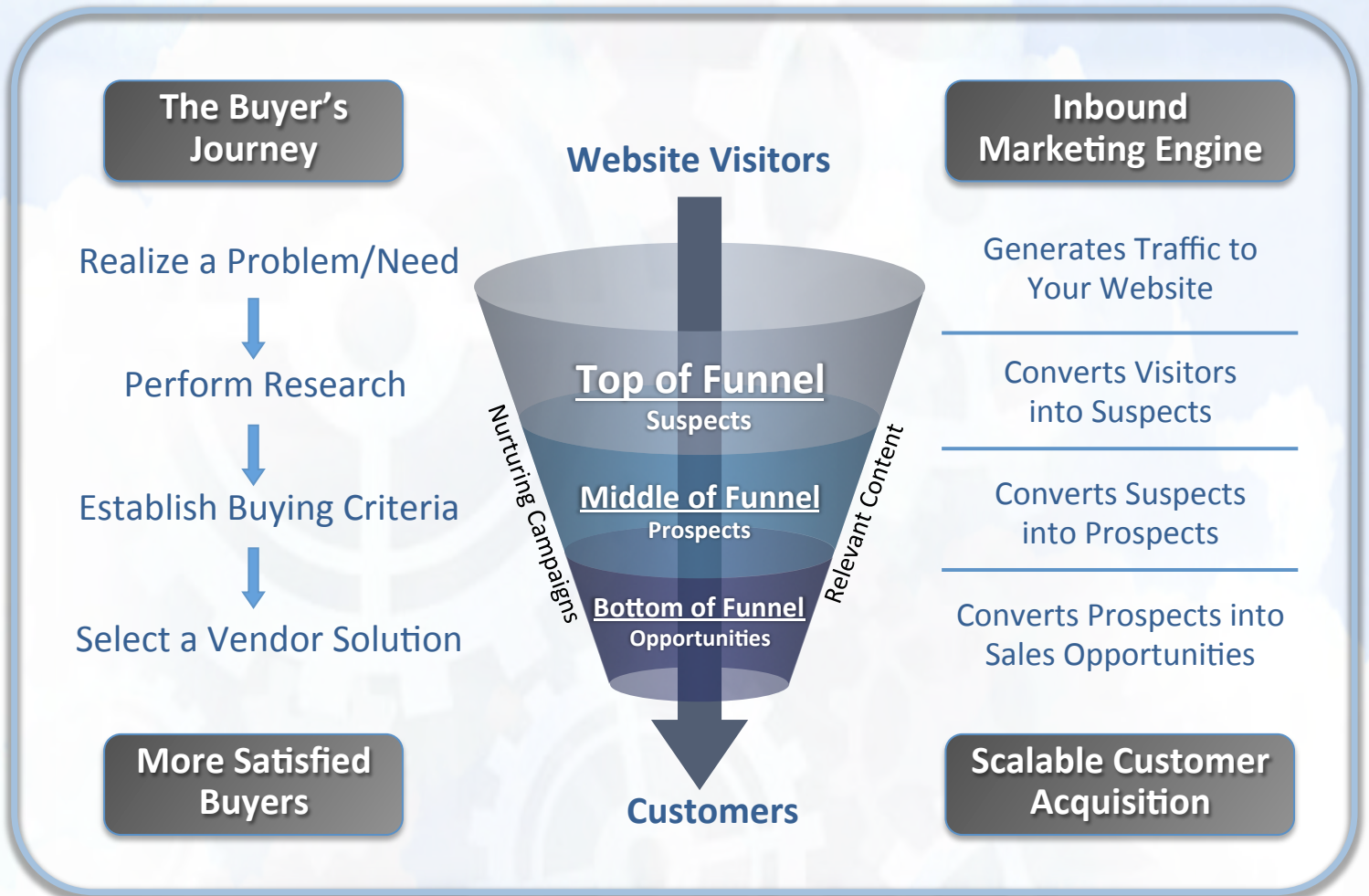
Create Your Inbound Marketing Plan

<u>Develop</u> Your Inbound Marketing Engine	<u>Drive</u> Your Inbound Marketing Engine
✓ Business Goals	✓ Weekly Blog Posts
✓ Marketing Targets	✓ Social Media Marketing
✓ Buyer Persona/Journey	✓ Search Engine Marketing
✓ Website Assessment	✓ Lead Nurturing
✓ SEO Optimization	✓ Analytics Assessment
✓ Campaign Strategy	✓ Campaign Optimization
✓ Content Development	✓ New Content Creation

Now you (or we) are ready to create a project plan that brings together everything needed to develop & drive an efficient inbound marketing engine. Think of developing the engine as the deployment phase of delivering IT services. Think of the driving the engine as the day-to-day, ongoing managed services you provide to your customers. Just like IT services, your inbound marketing engine can be built using internal resources or it can be outsourced as a managed service to CSBexcellence.



Create Lead-Generation Campaigns



Your lead generation campaigns must generate traffic to your website and then convert visitors into buyers. Traffic is based on SEO strategies combined with consistent blogging and social media marketing. Conversion is based on compelling content offers, effective landing pages and lead nurturing workflows that facilitate the buyer's journey. The most compelling content will drive the highest conversion rates.



Develop Compelling Content Offers



Content Offers motivate website visitors to exchange their contact information for content. Offers must be relevant to the buyer's pain points and stage in their buying process. It is critical to provide relevant content for each stage of their journey. eBooks & checklists are great *Top of Funnel* offers. Webinars & success stories are great *Middle of Funnel* offers. Data sheets & product demos are great *Bottom of Funnel* offers. These are critical components of your inbound marketing engine.



Drive Your Inbound Marketing Engine



Ready to take the wheel? It's time to drive your inbound marketing engine with consistent blogging, social media posts, targeted email engagement and continuous creation of new content offers. There are many roles to play when driving the engine so be sure that your internal resources are ready to own them. Of course, we suggest you consider outsourcing the entire process to us – lock, stock and barrel. We can show you how an efficient inbound marketing engine pays for itself.

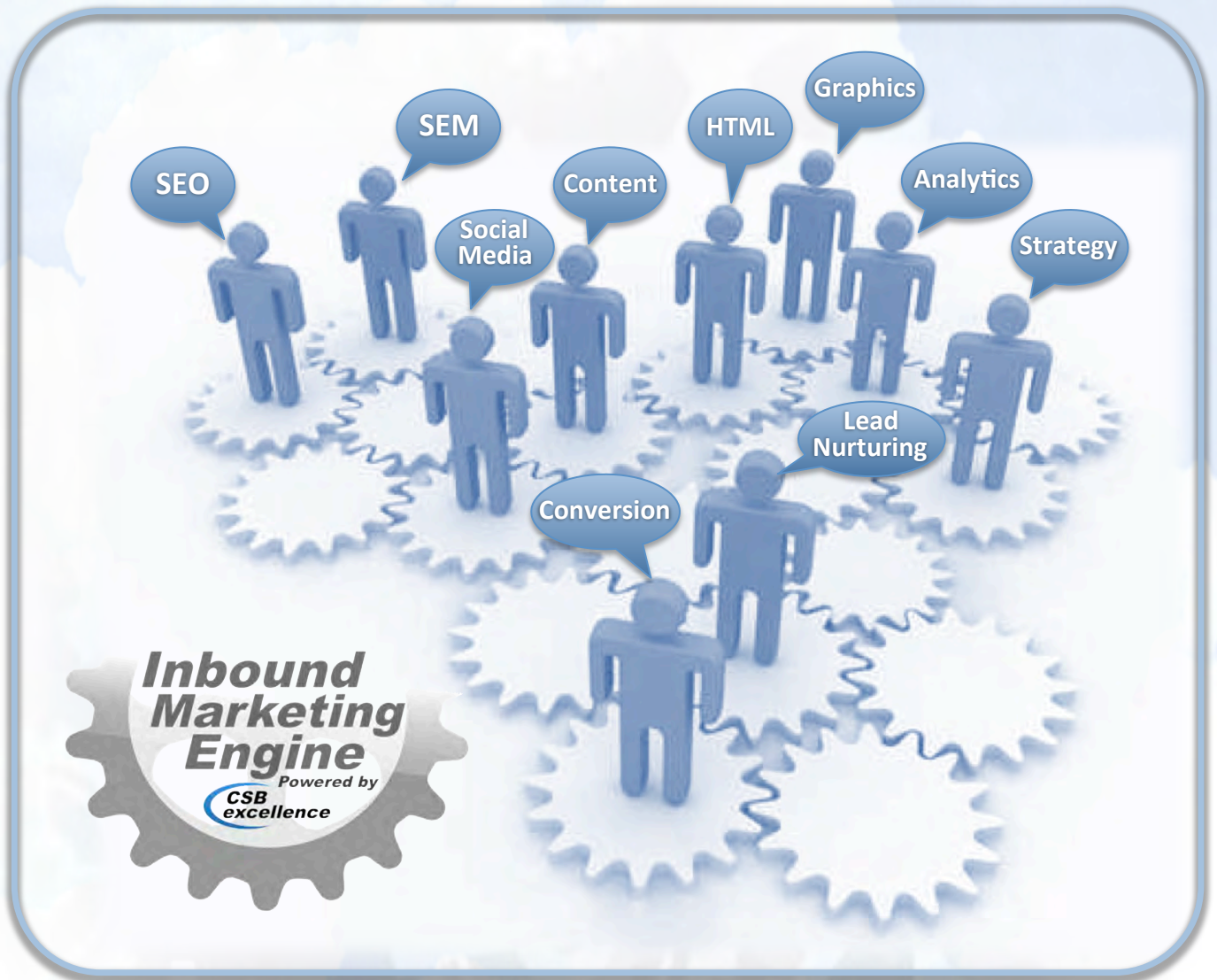


Measure & Optimize Everything



The last of our *10 steps for remarkable inbound marketing results* is actually a recurring process. A fundamental principle of efficient inbound marketing is continuous measurement & optimization. On a regular basis, review all of your analytics to assess the performance of your campaigns. Do more of what works & less of what doesn't. Ensure that your marketing metrics stay aligned with your business goals. As a certified HubSpot partner, we use the leading marketing automation platform to provide a dashboard of these critical performance metrics.

Make Our Team Your Team



Like any managed service, our value lies in providing a virtual team of experts for a fraction of the cost of an equivalent in-house resource. However, unlike a traditional marketing agency, we really understand technology and the business needs of channel partners. If you're ready to drive your business to the next level, make our team your team and together we will build an efficient inbound marketing engine for you.

**For a FREE
Inbound Marketing Assessment,
Contact us today...**



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