

# INBOUND MARKETING 101

5 THINGS YOUR WEBSITE MUST HAVE  
TO START GENERATING LEADS



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# INTRODUCTION

Inbound marketing is a set of marketing strategies and techniques focused on pulling relevant prospects and customers towards a business and its products. Inbound marketing is becoming widely accepted because it complements the way buyers make purchasing decisions today—they are using the Internet to learn about the products and services that best meet their needs.

Inbound marketers offer their audiences useful information and tools to attract these people to their site, while also interacting and developing relationships with individuals on the Web. Inbound marketing tools include blogging, content publishing, search engine optimization and social media.<sup>1</sup>

## KEY CONCEPTS AND STATISTICS

- More than half of all US residents and more than 3/4 of all US adults are online.<sup>2</sup>
- One third of US consumers spend at least 3 hours online every day.<sup>3</sup>
- More & more of the things we used to do offline, like product research and getting news, we now do online.

## TAKEAWAY:

The Internet has fundamentally changed the way in which people find, discover, share, shop, & connect.



**311  
MILLION**  
ESTIMATED US POPULATION

**164  
MILLION**  
ESTIMATED US ADULT  
INTERNET USERS

# THE SHIFT FROM OUTBOUND TO INBOUND

Here are some provocative numbers that show how resources are being pulled from traditional marketing and put behind inbound strategies.

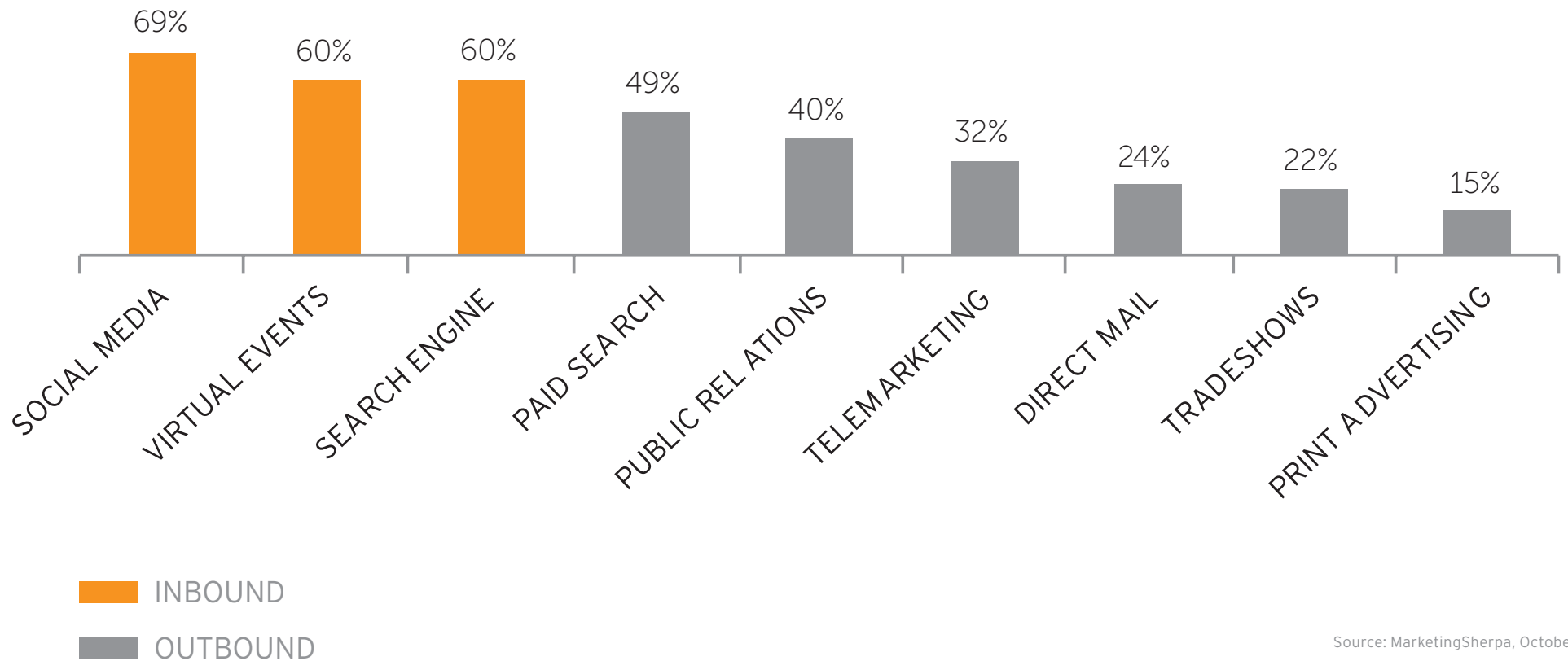
## KEY CONCEPTS AND STATISTICS

- Marketers are shifting their budgets away from “interruption” advertising.
- 61% of marketers will invest more in earned media in 2011.<sup>3</sup>
- More than half of marketers increased their inbound marketing budget in 2011.
- The average budget spent on company blogs & social media has nearly doubled in two years.

## TAKEAWAY:

Inbound marketing tactics like SEO, blogging, social media, website lead gen and lead nurturing are more cost-effective than traditional forms of outbound marketing. Marketers are shifting their budgets, and seeing results.

B2B marketers are shifting their budgets toward inbound marketing.



Source: MarketingSherpa, October 2010



# SEARCH ENGINE OPTIMIZATION

Maybe your prospect knows about SEO, maybe not. Regardless, use the information below to convey how mission-critical good rankings are to online marketing.

## KEY CONCEPTS AND STATISTICS

- Worldwide, we conduct 88,000,000,000 searches per month on Google.<sup>5</sup>
- 70% of the links search users click on are organic—not paid.<sup>6</sup>
- 46% of daily searches are for info on products or services.<sup>7</sup>
- 75% of users never scroll past the first page of search results.<sup>8</sup>

## TAKEAWAY:

If your business is not ranking well for the words that describe your products and services, then you're not getting found for them by potential customers either.

# 57%

of internet users search the web everyday.



8 - MARKETSHARE.HITSLINK.COM, OCTOBER 2010

# BLOGGING

Is your prospect blogging? Maybe they are, but they're not doing so frequently enough or in a way that maximizes SEO. Or maybe they're not because time is an issue. No matter the reason, a website without a fully-optimized blog is poorly positioned to drive traffic and leads.

## KEY CONCEPTS AND STATISTICS

- Nearly 40% of US companies use blogs for marketing purposes.<sup>8</sup>
- B2C companies that blog generate 88% more leads per month than those who do not.<sup>10</sup>
- B2B companies that blog generate 67% per month than those who do not.<sup>10</sup>
- 2/3 of marketers say their company blog is "critical" or "important" to their business.<sup>11</sup>

## TAKEAWAY

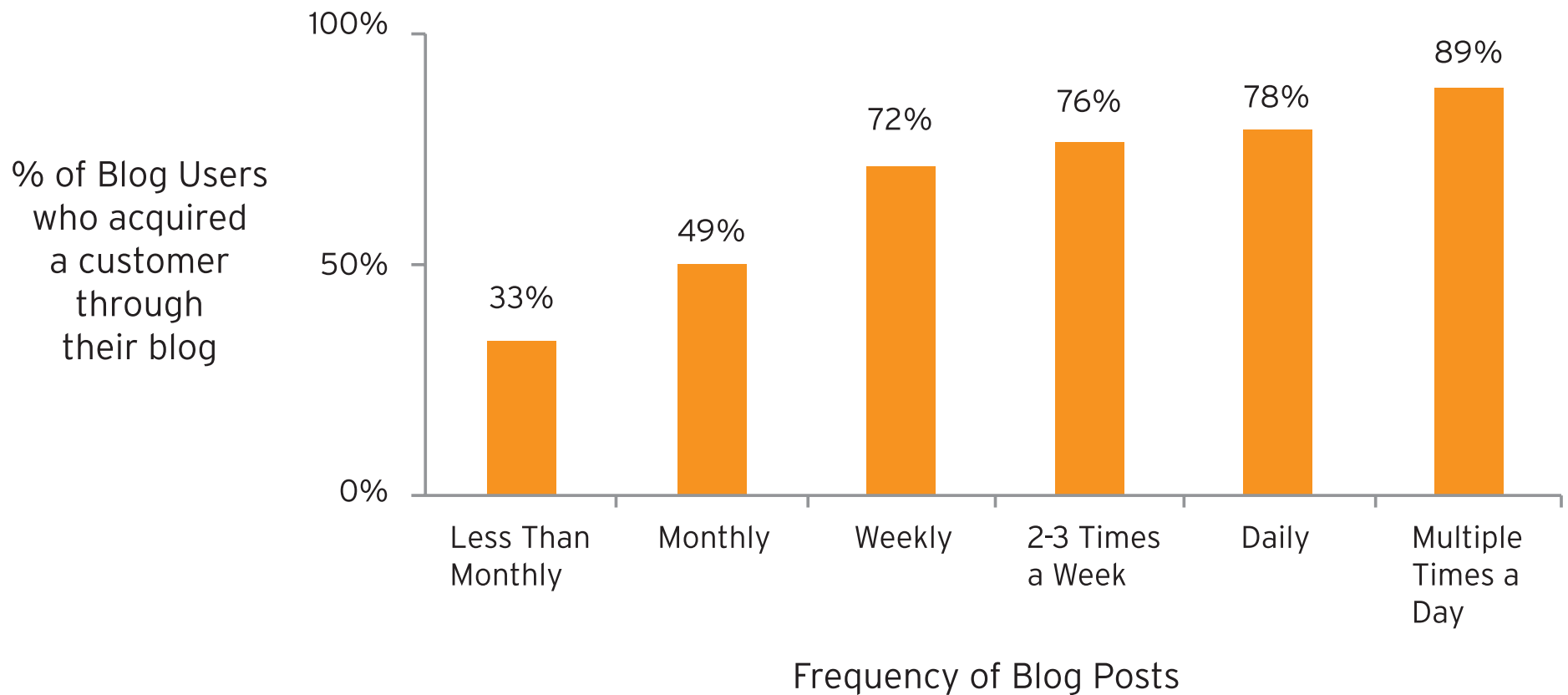
Prospects, customers and search engines all love the content generated through blogging: prospects because it helps them understand what your customers do; your customers because it helps them stay up to date with your offerings and thought leadership; and search engines because each post represents another page that they can index for a specific topic and feed to others searching that phrase.

Nearly 40% of US companies use blogs for marketing purposes



8 - MARKETSHARE.HITSLINK.COM, OCTOBER 2010

# Blog Post Frequency vs. Customer Acquisition



Source: HubSpot, State of Inbound Marketing Lead Generation Report, 2011



# SOCIAL MEDIA

Your prospect having active social media accounts on platforms like Facebook, Twitter and LinkedIn is no longer a 'nice to have' - it's a 'must have'.

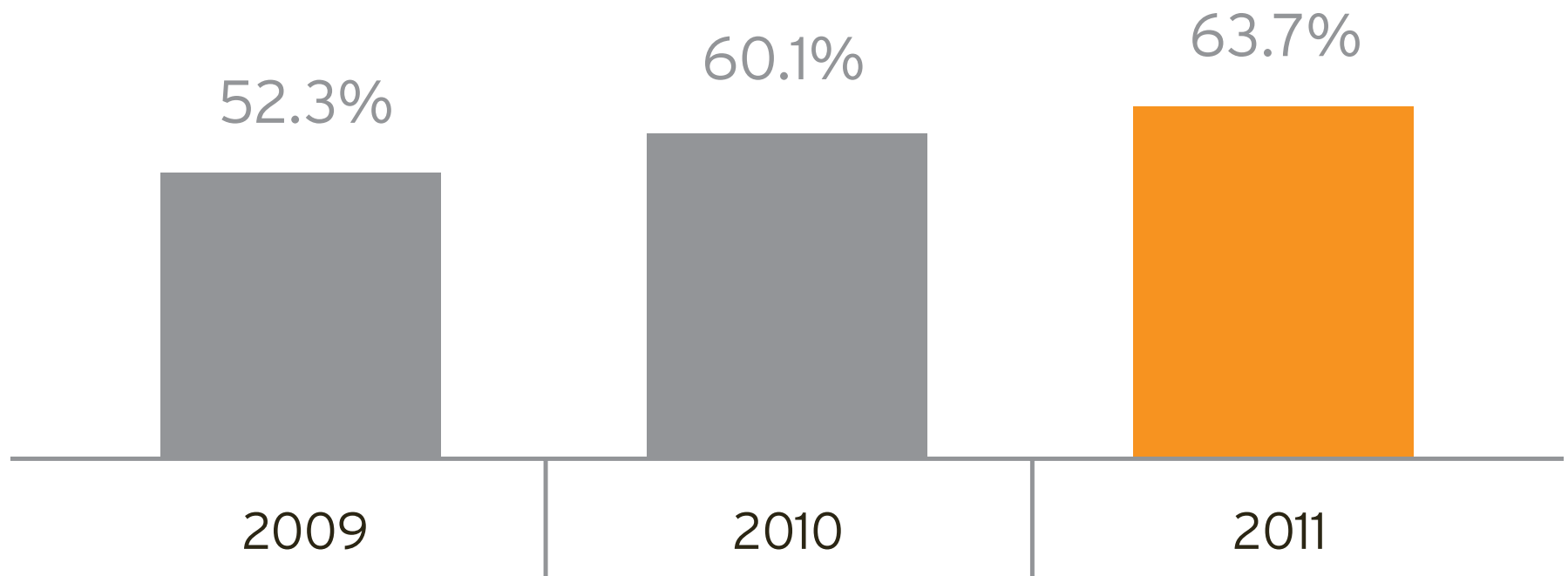
## KEY CONCEPTS AND STATISTICS

- 93% of US adult Internet users are on Facebook.<sup>12</sup>
- Marketers who spent 6 hours a week or more using social media and engaging/sharing content on it saw 52% more leads than those who did not.<sup>13</sup>
- Companies that use Twitter average double the amount of leads per month than those that do not.<sup>10</sup>
- Both B2C & B2B companies are acquiring customers through Facebook.
- More than 1/3 of marketers say Facebook is "critical" or "important" to their business.<sup>11</sup>

## TAKEAWAY

Social media is an effective way to not only create exposure for your business online, but it is a proven way to significantly engage with prospects and generate leads.

Nearly 2/3 of US internet users regularly use a social network



Source: Emarketer, February 2011

# WEBSITE LEAD GENERATION

Do your prospects websites have-call-to-action buttons on their website that link to great offers? If the answer is NO, their website doesn't stand a chance at generating leads.

## KEY CONCEPTS AND STATISTICS

- According to FOCUS, it is only in the last third of the sales process that prospects actually want to engage with a sales representative.
- Inbound marketing costs 62% less per lead than traditional, outbound marketing.<sup>14</sup>

## TAKEAWAY

Content offers on a website should educate your prospects, and help them get smarter about what they need. By providing them with this advice, they will come to understand how your goods and services could potentially fill that need - they should also map to different stages of your sales process, so that leads generated can be nurtured accordingly.

Inbound marketing costs 62% less per lead than traditional, outbound marketing.



14 - HUBSPOT, 2011



# LEAD NURTURING

Do your prospects have automatically-triggered lead nurturing campaigns behind their content offers? If NO, they're missing out on opportunities to move leads through their sales funnel.

## KEY CONCEPTS AND STATISTICS

- According to an MIT study done with InsideSales.com, 78% of sales that start with a web inquiry go to the company that responds FIRST!
- According to a DemandGen report, nurtured leads produce - on average - a 20% increase in sales opportunities versus non-nurtured leads.
- According to Forrester Research, companies that excel at lead nurturing are able to generate 50% more sales-ready leads at 33% lower cost per lead.

## TAKEAWAY

Lead nurturing campaigns help you further educate and build relationships with non-sales ready leads in a scalable, effective way.

# SOURCES, UNLESS CITED:

- 1 - HUBSPOT, STATE OF INBOUND MARKETING LEAD GENERATION REPORT, 2011
- 2 - BLOGHER, APRIL 2011, PEW RESEARCH, MAY 2010, US CENSUS BUREAU, MAY 2011
- 3 - THE MEDIA AUDIT, OCTOBER 2010
- 4 - ANSWERLAB & SOCIETY OF DIGITAL AGENCIES, FEBRUARY 2011
- 5 - SEARCH ENGINE LAND, FEBRUARY 2010
- 6 - MARKETINGSHERPA, FEBRUARY 2007
- 7 - SRI, OCTOBER 2010
- 8 - MARKETSHARE.HITSLINK.COM, OCTOBER 2010
- 9 - EMARKETER, AUGUST 2010
- 10 - HUBSPOT, STATE OF INBOUND MARKETING LEAD GENERATION REPORT, 2010
- 11 - HUBSPOT, STATE OF INBOUND MARKETING REPORT 2011
- 12 - BLOGHER, APRIL 2011
- 13 - SOCIAL MEDIA EXAMINER, 2011
- 14 - HUBSPOT, 2011

# ABOUT STREAM CREATIVE

Stream Creative is an inbound marketing and design agency specializing in print and interactive design, digital marketing and social media. Our strengths range from graphic design to website design, email marketing to advertising, content marketing to social media campaigns. Our company is also a HubSpot Gold Level Certified Agency.

What makes Stream Creative unique is our ability to communicate through professional design and the intelligent use of technology. We strive to create designs that not only make an impression but also get results. Having strengths in areas that go well beyond traditional print design gives us the ability to create a multi-level branding campaign - ensuring brand consistency across all marketing channels.

## CONTACT INFORMATION:

2505 N. 124th St.  
Suite 215  
Brookfield, WI 53005  
Phone: 414-755-2190

**Brian Brinkman**  
brian@streamcreative.com

**Steve James**  
steve@streamcreative.com

**Jeff Coon**  
jeff@streamcreative.com