THE EXECUTIVE GUIDE TO ENTERPRISE INBOUND MARKETING

Digital Marketing Strategies, Trends and Best Practices for Today’s Enterprise Executive
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INTRODUCTION

Like great, sleepy bears emerging from their dens after a long hibernation, enterprises around the world are awakening to slowly improving economic conditions and taking a look around. According to a recent CMO Survey, chief marketers are increasing their budgets 5-10%, and many are expected to spend more. Marketing, as a percentage of total budget, is up 40% over the last year as companies seek to gain a leg up on the competition as consumer confidence is once again on the rise. CMOs of these large companies have not been asleep, however. Instead, they have taken the time to study their marketing and sales challenges, research modern solutions and adapt new strategies. One of the most promising new approaches is Enterprise Inbound Marketing.

What Do CMOs See As Their Biggest Challenges?

According to a recent IBM Survey:

- **Growth of Channels and Devices** – connecting all of the various sales, marketing and business intelligence systems to enable a coherent flow of information and analysis where and when it’s needed
- **Customer Collaboration and Influence** – building relationships between customers, sales teams and customer service reps and delivering the right information to increase sales and reduce churn
- **Targeting** – delivering the right content at the right time to support the purchase decisions of potential customers and upgrade candidates
- **Big Data** – leveraging proprietary and external data sources to quickly gather and analyze marketing data to streamline sales and customer service processes and increase revenues
- **ROI Accountability** – enabling executives to understand the value of marketing initiatives and channels and make the right decisions
- **Alignment** – making sure that sales and marketing messaging, qualification criteria and data exchange are on the same page
- **Expertise** – According to Forrester, 40% of CMOs state that their number one area in which to improve board level influence is technology-savviness
WHAT IS ENTERPRISE INBOUND MARKETING?

Enterprise Inbound Marketing is a combination of marketing strategies, processes and tools that help large company CMOs solve their biggest marketing challenges. At the core is an emphasis on creating and distributing relevant, helpful content to target personas via their preferred digital marketing channels. This emphasis on “earned media” improves lead generation conversion rates and enables companies to nurture their marketing contacts into sales-ready leads.

The backbone of Enterprise Inbound Marketing is marketing automation software that connects content creation, lead generation and lead nurturing processes and enables a 360° view of the customer lifecycle and just-in-time sales response. Integrated marketing analytics across all distribution and engagement channels allows CMOs to optimize their marketing budgets and ROI.

Enterprise Inbound Marketing Strategies, Processes And Tools

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“Inbound marketing costs 61% less per lead than traditional, outbound marketing.”

- HubSpot’s State of Inbound Marketing Report

Recommended Reading: Lean Digital Marketing
RECOMMENDED BEST PRACTICES FOR ENTERPRISES

1.) Persona Development, Targeting, Messaging And Segmentation

- Formal persona development process – interviews with customers, sales, customer service to identify buyers, roles, decision process, pain points, win themes
- Develop positioning pillars, messaging architecture that addresses personas needs
- Map content to buyer personas and buy cycle stages
- Adapt lead generation & lead nurturing forms to further segment and qualify and to identify sales opportunities

Recommended Reading: A Guide to Creating Buyer Personas

2.) Sales and Marketing Process and Alignment

- Develop a formal sales and marketing process complete with:
  » Aligned goals, outcomes and procedures
  » Participation by both functions in persona development, messaging architecture, marketing strategy, lead management
  » Develop commonly accepted criteria for sales lifecycle changes
  » Implement marketing automation integration with CRM and other business systems
  » Provide cross training on marketing automation and CRM systems

“CEOs are paying more attention to marketing’s contributions and are holding CMOs more accountable for revenue generation. Because of this, we’re starting to see a shift in how marketing is measured...to quotas and SLAs that are closely aligned with sales goals.”

Recommended Reading: All You Need to Know About Aligning Sales & Marketing
3.) Improve Lead Conversion Rates

• Develop content marketing strategy and process that:
  » Maps appropriate content to personas and buy cycle stages
  » Is consistently high quality and on-message for personas
  » Is published frequently to social channels (blogs, social media)
  » Supports regular lead generation/nurturing campaigns (recommended, at least one new campaign per month)
  » Contains compelling calls-to-actions and landing pages for lead conversion
  » Is consistent between channels and lead capture elements
  » Has dedicated content creation/editing resources to maintain consistent flow and excellence of content

• Optimize conversion rates through testing
  » A/B testing of calls to action and landing pages
  » A/B testing of email subject lines, contact info and content

• Continue collaboration and buy support through lead nurturing for every lead generation campaign

A/B Test Your Landing Pages & Calls-to-action with HubSpot

✓ Test any element on a page.
✓ Easily switch between versions for simple editing.
✓ Track the conversion rates for each landing page.

See How It Works

Recommended Reading: Optimizing Landing Pages for Lead Generation & Conversion
4.) Improve Lead Quality and Deliverability to Sales

- Develop lead nurturing campaigns that have:
  - Content consistent with associated lead generation campaign
  - Content targeted for same persona as associated lead generation campaign
  - Content that adds value, detail and buy support at each step
  - Educational content early; evolution towards product/service/brand with each step
  - Process in place to monitor lead nurturing campaigns and adjust content, calls to action, landing pages and emails to optimize conversion rates

“Proper lead nurturing programs can yield anywhere from 15% to 200% in additional, new qualified leads.” - Brian Carroll

- Develop lead segmentation strategy & process for ongoing communications
  - Send follow-on communications to segmented lists based on lead behavior and responses to lead forms

- Develop lead scoring criteria for use with marketing automation
- Develop behavior &/or lead scoring thresholds for passing marketing leads to sales and notifying appropriate sales reps

“Lead nurturing is about keeping conversations going over time, building relationships and allowing the creation of interest in products and/or services while bringing the leads to sales-ready status.” - B2Bento

Recommended Reading: Enterprise Lead Nurturing Guide
CASE STUDY

NEC Corporation of America Grows Sales Pipeline with Inbound Marketing

NEC Corporation of America (NEC) is a fast-growing technology company with a high impact sales team. The quality of leads is crucial for adding to the growth of sales. The Channel Sales team was looking for ways to increase the number of quality leads while also effectively tracking and measuring sales and marketing results. The team purchased lists, captured leads at trade shows and through email blasts, but still needed ways to increase lead generation and demonstrate ROI on the marketing spend.

During his search for a better way to accurately track ROI on marketing spend, Mark Pendleton, Director of Product Marketing at NEC, turned to HubSpot. He found that the automated HubSpot system simplifies lead and campaign tracking and makes reporting more effective than manual tracking systems. HubSpot’s Lead Intelligence tool helped sales and marketing quickly develop a clear definition of what constituted a qualified lead. Features such as HubSpot’s Landing Pages tool give Mark a mechanism to A/B test pages himself, without having to depend on the IT team. Additionally, lead nurturing enables the team to focus on marketing initiatives that resonate with their target audience and brings better results.

“HubSpot is a perfect marketing tool for our business because it has the marketing automation power to help us grow our sales pipeline, market presence, and provide effective analytics to understand what’s working and how to fix what’s not.”

HIGHLIGHTS

- Over 400% increase in email open rates using more targeted lead nurturing campaigns.
- Channel sales team now has visibility on how leads are engaging using HubSpot’s Salesforce Connector
- Positive impact of recent inbound marketing activities has encouraged the sales team to be more active on the company blog.
5.) Leverage Marketing Automation Tools for Lead Management and Analytics

- Select and implement a marketing automation system that is:
  - Integrated with content marketing creation and publishing tools
    - CMS (website)
    - Blogs
    - Social media updates
    - On page SEO optimization & keyword analytics
    - Multichannel Web analytics
  - Integrated with lead generation tools
    - Email marketing
    - Landing page creation & optimization (A/B testing)
    - Call to action creation & optimization (A/B testing)
    - Landing pages and CTAs integrated with CMS
    - Landing page and call to action analytics
  - Integrated with lead nurturing tools
    - Email marketing
    - Workflow creation and automation
    - Behavior based logic for workflow steps
    - Contact data based logic for workflow steps
    - Workflow performance analytics
  - Integrated with lead management tools
    - Automated/customizable lead scoring
    - Automated/customizable lead lifecycle stage status
    - Create segmented lists based on lead behavior
    - Create segmented lists based on contact data
    - Import/export lists and apply to email campaigns
    - Integrated with CRM systems
    - Open API for data integration with business systems
    - Open API for Custom App development
  - Hire/provide expertise for managing marketing automation systems
    - Training for dedicated in-house staff
    - Outsource to experienced agency

"Companies that automate lead management processes can increase revenue by at least 10% within 6-9 months, despite the uncertain economy."

- Gartner Group

**Recommended Reading:** How to Avoid Marketing Technology Paralysis
CASE STUDY

Enterprise Manufacturer Increases Qualified Leads

A manufacturer supplying goods to big box retailer was actively using social media for lead generation, focusing mostly on giveaway campaigns. However, those giveaways resulted in a large quantity of unqualified leads. The giveaways were also inefficient, requiring a significant number man hours to develop, launch and manage.

Kuno Creative advised their client to offer educational guides as a first step in the lead generation and nurturing process. Upon the Kuno’s creation of the first educational guide, the manufacturer saw an immediate improvement in social media lead generation. In less time, content leads opened 50% more emails and viewed 12.5% more pages when compared to giveaway leads. Overtime, the content leads would open 92% more emails, view 46% more pages and visit the website 28% more times. Plus, the content campaign required fewer man-hours to execute than a typical giveaway campaign.

HIGHLIGHTS

• Significant increase in leads from social media.

• Increase in engagement - leads opens 92% more emails and viewed 46% more pages.

• Improved productivity and efficiency to create marketing campaigns.
CONCLUSION

For today’s senior level marketer, the time for transformation is now. By adopting an inbound marketing methodology and implementing integrated technologies, enterprises are able to improve every stage of the sales funnel while decreasing the cost per lead and customer. Balancing, measuring and investing in digital marketing strategies are imperative for global marketing teams, and inbound marketing leads the way. These initiatives also bring CMOs, Sales executives and CEOs into closer partnership, and when all the gears are moving in the same direction, you can expect a very positive impact on business growth.

About Kuno Creative

Kuno Creative is an inbound marketing agency and Gold Level HubSpot Partner specializing in Enterprise Inbound Marketing. Kuno Creative helps companies capture more qualified sales leads by creating optimized content for personas and the stages of the sales funnel and by deploying that content in lead generation and lead nurturing campaigns using the HubSpot 3 content marketing, marketing automation and lead intelligence tools. Kuno is based in the Cleveland, Ohio area and has clients throughout the U.S. and in Canada, Europe and Asia.

Visit www.kunocreative.com

About HubSpot

HubSpot is on a mission to replace the world’s annoying, interruptive marketing with marketing that people love. HubSpot software is the most powerful, tightly integrated and comprehensive marketing software available, putting personalized inbound marketing into the hands of any business. Over 8,000 companies in 56 countries use our software to create lovable inbound marketing to attract, nurture and convert leads into an accelerating stream of new customers and revenue. HubSpot has been named one of the most promising, fastest growing companies by Inc, Forbes and Deloitte for the best possible reason: customer results. HubSpot has 400 employees, was founded in 2006 and is based in Cambridge, MA. For the love of marketing, find us at www.hubspot.com