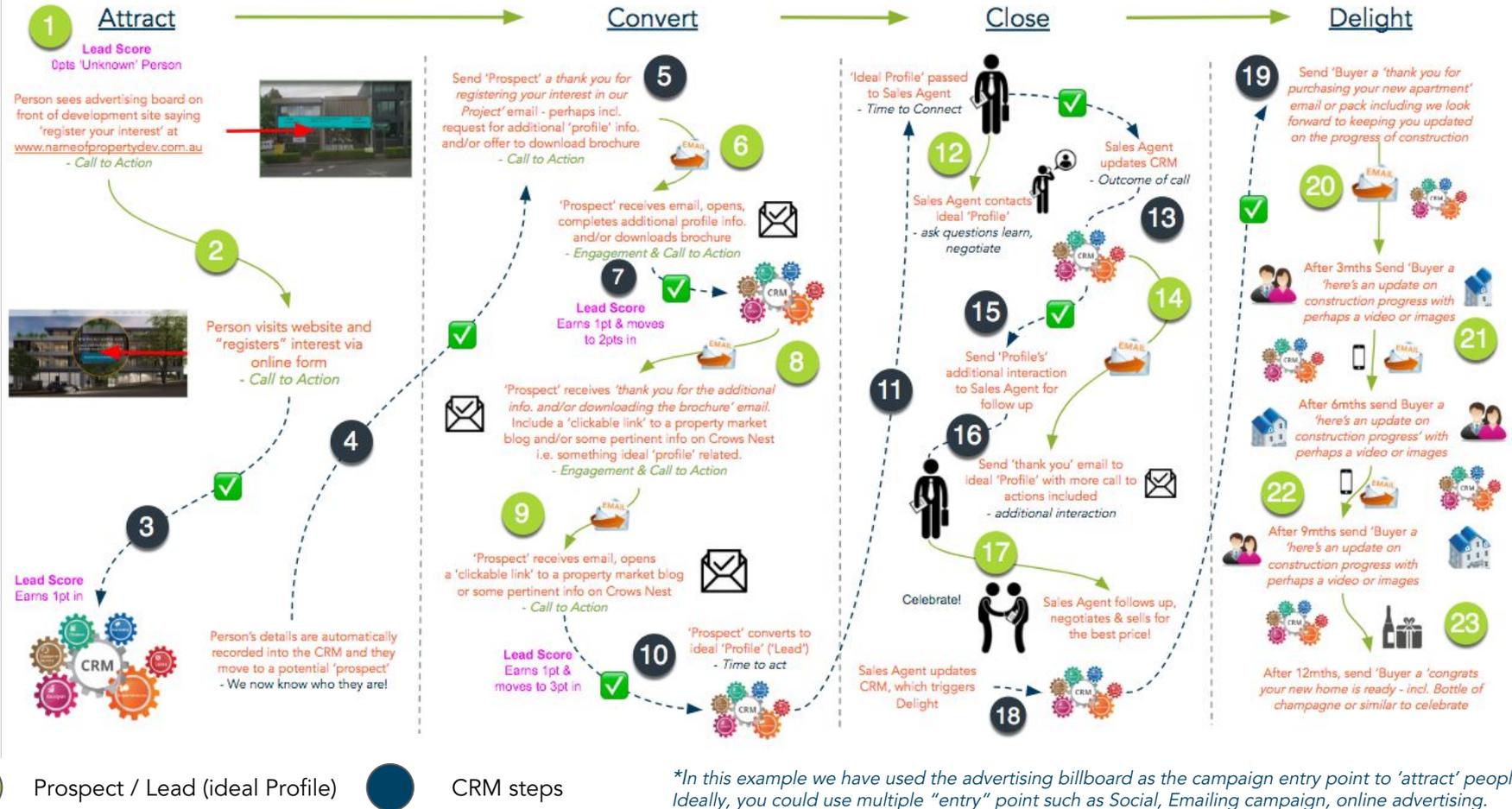


INBOUND MARKETING



INBOUND DIGITAL MARKETING & SALES WORKFLOW - PROPERTY DEVELOPMENT PROJECT EXAMPLE



INBOUND DIGITAL MARKETING TERMS YOU SHOULD GET TO KNOW

Customer Relationship Management (CRM) - at the simplest level, a CRM (software) lets you keep track of all the contact information for these customers. Essentially, CRM is about increasing the customer base, retaining those customers longer and cultivating them into customers who buy more of what you sell. But CRM systems can do lots of other things, too, like tracking email, phone calls, faxes, and deals; sending personalised emails; scheduling appointments; and logging every instance of customer service and support.

Inbound Marketing - refers to the marketing strategy and activities that draw (attract) visitors (people) *in*, rather than marketers having to go out to get prospects' attention (outbound). It's all about earning the attention of customers, making the company easy to find online, and drawing customers to the website by producing interesting, helpful content. By aligning the content you publish with your customer's interests (ideal profile), you naturally attract inbound traffic that you can then convert, close, and delight over time.

A Visitor or Unknown (person) are Individuals who have visited a website at least once in a fixed time frame, typically a 30 day period.

A Contact or Record - is an individual person in your CRM. . The contact record contains details like a name, address, email, and phone number. A contact can be attached to an account and opportunity record.

A Prospect - is a potential customer that has been qualified as fitting certain criteria. In most cases, a prospect: Fits your target market. Has the means (money) to buy.

Call to Action (CTA) - is a tactic designed to encourage a person to perform a particular action e.g. trackable text web link or button - "Enquire Now" or "Download the brochure today." These are important for marketers because they're the "bait" that entices a website visitor to eventually become a lead. So, you can imagine that it's important to convey a very enticing, valuable offer on a call-to-action to better foster visitor-to-prospect-to-lead conversion.

Buyer Persona a.k.a. 'Profiles' - A semi-fictional representation of your ideal customer based on market research and real data about your existing customers. While it helps marketers define their target audience, it can also help sales qualify leads.

A Lead - A person or company who's shown interest in a product or service in some way, shape, or form. Perhaps they filled out a form, subscribed to a blog, or shared their contact information in exchange for a coupon.

Lead Nurturing - is the practice of developing a series of communications (emails, social media messages, etc.) that aim to qualify a lead, keep it engaged, and gradually push it down the sales funnel.

Lead Scoring - A process that assigns a numeric value to a lead to represent how qualified it is and normally has a direct correlation to the ideal 'profile'. Every organisation typically devises its own scoring criteria based on factors that determine the likelihood of the lead to be well qualified.

Qualified Lead - A contact that agreed (opted-in) to receive communication from your company, became educated about your product or service, and is interested in learning more. Marketing and Sales often have two different versions of qualified leads (MQLs for Marketing, and SQLs for Sales), so be sure to have conversations with your sales team to set expectations for the types of leads you plan to hand over.

Promoter (in marketing) - the term promoter is used for defining a person who promotes a brand, product or service, and can refer to people inside a company as well as to customers.

Lifecycle Stages - These stages serve as a way to describe the relationship you have with your audience, and can generally be broken down into three stages: Awareness, Evaluation, and Purchase. What's important to understand about each of these stages is that not every piece of content you create is appropriate, depending on what stage your audience might fall in at that moment.

Marketing Automation - this is the term used to describe all of the aforementioned terms working in an automated fashion. Think of marketing automation as the platform with associated tools and analytics to develop a lead nurturing strategy. Let me run with an "art" analogy, marketing automation is the paintbrush, watercolors, and blank canvas. Lead nurturing is the artist that makes it all come together. You can't paint a happy little nurturing campaign without both.

Key Performance Indicators (KPIs) - A type of performance measurement companies use to evaluate an activity's success. Marketers look at KPIs to track progress toward pre-determined marketing goals, and successful marketers constantly evaluate their performance against industry standard metrics.

"Any organization can benefit greatly from marketing automation. The fact is, it can be used not only to sell your services or products, but also to retarget customers and prospects by sending automated follow-ups, thank-you emails, surveys, and so on."

By Introducing a CRM & Marketing Automation, organisations have:

- o doubled its customer base in just eight weeks.
- o after six months shortened their sales cycle by six weeks - by nearly 40%, allowing them to close more deals and produce more revenue
- o seen a 10x increase in the number of active, engaged leads in their sales pipeline.