

NEED FOR LEAD

THE INBOUND MARKETING GAME

Game Instructions www.need-for-lead.com



FOREWORD

Leads - that's a currency that really counts, because in the best case scenario leads will become customers. And the most valuable leads are those that come of their own accord. For example, by visiting a company's web site they are showing that they're interested. But how does one turn visitors into leads and the leads into customers?"

Of course there is no universal recipe. By integrating inbound in your marketing mix, you are creating good conditions for customer acquisition. Good lead management qualifies your prospects for sales in order to make it easier for your sales personnel. "



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GOAL OF THE GAME

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Every marketing approach always has one goal: To obtain prospects and customers. This is also true of Inbound Marketing. Only the strategies, methods, or media types change. ”

Inbound turns the marketing world upside down. Potential customers aren't confronted directly and involuntarily with advertising messages. They happen upon your offer out of interest and come purely out of their own free will. However, in order to be found in the first place, you need to continually publish content. This should be relevant information about your offer, such as tips, product information, or business reports.”

Sounds pretty easy, however it requires a well planned approach.



GAME PLAY

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Depending upon the lead's qualification, there are 3 distinguishable phases.

Phase 1: Interest

Cold Leads: Prospects

Phase 2: Nurturing

Warm Leads:
Qualified Leads & Customers

Phase 3: Sale

Hot Leads



Phase I

Interest



Phase 1: Interest

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This is first and foremost about arousing the attention and interest of your prospects, in other words the question:

How do I reach my leads?



Phase 2

Nurturing



Phase 2: Nurturing 8

Here, everything revolves around the important question:

How do I individually respond to target groups and secure the attention I have gained?



Phase 3

Sale!



Phase 3: Sale

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The leads are ready to talk:~

How do I persuade prospects that are on the brink of making a sales decision?



PREPARATIONS

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Content Strategy is King - 5 Basic Questions of Inbound Marketing

When you are aiming to obtain prospects or customers through Inbound Marketing and content, you will ask yourself the following fundamental questions:”

WHAT arouses interest and”
WHEN and HOW you can reach someone.”
You follow goals and know:”
WHO is interested in your offer and”
WHY you are doing Inbound Marketing.



PREPARATIONS

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Why are you doing Inbound Marketing?

Most likely, you want to:"

- Make your company or a brand name known, in other words, call attention"
- Reach prospects, especially qualified leads"
- Obtain customers by distributing persuasive content"
- Retain customers that you were already able to convince with products or services"

These goals are clear and above all, measurable. Go one step further and give yourself tangible sub-goals, such as:"

- Generate new leads with Campaign X"
- Increase the view/click ratio by a total of 20% CTR"
- Get X amount of warm leads to the point where they are ready to talk"



PREPARATIONS

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Who is interested in your offer?"

Perhaps more target groups than you initially thought? You should analyze and define each individual one as precisely as possible."

Who are your potential customers?"

What problems, needs, and interests do they have?"

Analyze your customer database and create profiles for your best customers based on demographic data and click behavior, together with an assessment of their background, motivation, and needs. "



PREPARATIONS

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Create detailed customer profiles and give them a "personality":

Name: Martin, the overworked manager"

Job Title or Role: Marketing & Community Manager"

Industry, Business, and Company Info: Music industry, Global Player"

Demographic Info: Age, location, nationality"

Interests / Click Behavior: Marketing automation, product information"

Formulate some questions with respect to this profile."

This will help you to address potential customers more specifically."

What problems are your prospects trying to solve?"

What are they most interested in?"

In what phase of the buying process are they?"



GAME RULES

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What works and sparks interest

With Inbound Marketing it isn't about what interests you or your supervisor. It is strictly about your target groups and they are interested in:"

- Relevant topics relating to your products and services: Be informative and give your leads and customers an edge through knowledge."
- Product Information: Mention the specifics and details of your offer. "
- Usage Example: Publish case studies, how-to's, and tips"
- Questions about the product or service: Customer service and the sales personnel will be thankful for this and will be able to give you a lot of input.



GAME RULES

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WHEN you can reach prospects

Integrate your content in the buying process. In order to ultimately turn your prospects into customers, it sometimes requires a bit more convincing. " Make sure that you provide content for all of the phases in the buying process.



WHEN you can reach prospects - The Buying Circle



Interest

A prospect has a need for your service or product.



Nurturing

The prospect researches and compares potential solutions.



Sale

The prospect makes a purchasing decision.

The B2B Buying Circle | directsmile.com 2014



GAME RULES

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HOW to reach prospects

Think about how you can optimally integrate content and channels into "the buying circle."

Interest: e.g. Blog posts, Social Media updates, E-Books"

Nurturing: e.g. Whitepapers, business reports, webinars"

Sale: e.g. Case studies, demos, detailed product information



TECHNICAL PREREQUISITES

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Marketing Automation in the Age of Big Data

Your corporate site is more than an internet appearance - it is a data "vacuum" for all leads. These leave behind traces, clicks on links and specific content, as they move through the web site. A profile can be created as soon as they enter a mail address anywhere, which is based on their data traces. This data can be further enriched through marketing automation later on."

In order to more effectively use your web site for lead capturing, you will need to combine content management and CRM data. Now-a-days, this can also be done without complex programming. Layouts, content, and data can all be managed on one system that also automatically synchronizes with your CRM."





With DirectSmile, you design, personalize, and automate campaigns that combine with the web, e-mail, social, mobile, and print media. You require neither programming or HTML knowledge and simply use your CRM data.

All-in-one Software for
Marketing Automation



Now you are ready for:
The Inbound Marketing Game
„Need For Lead“
www.need-for-lead.com
Have fun and good luck on the job!

