



levelten  
INTERACTIVE

# Inbound Marketing

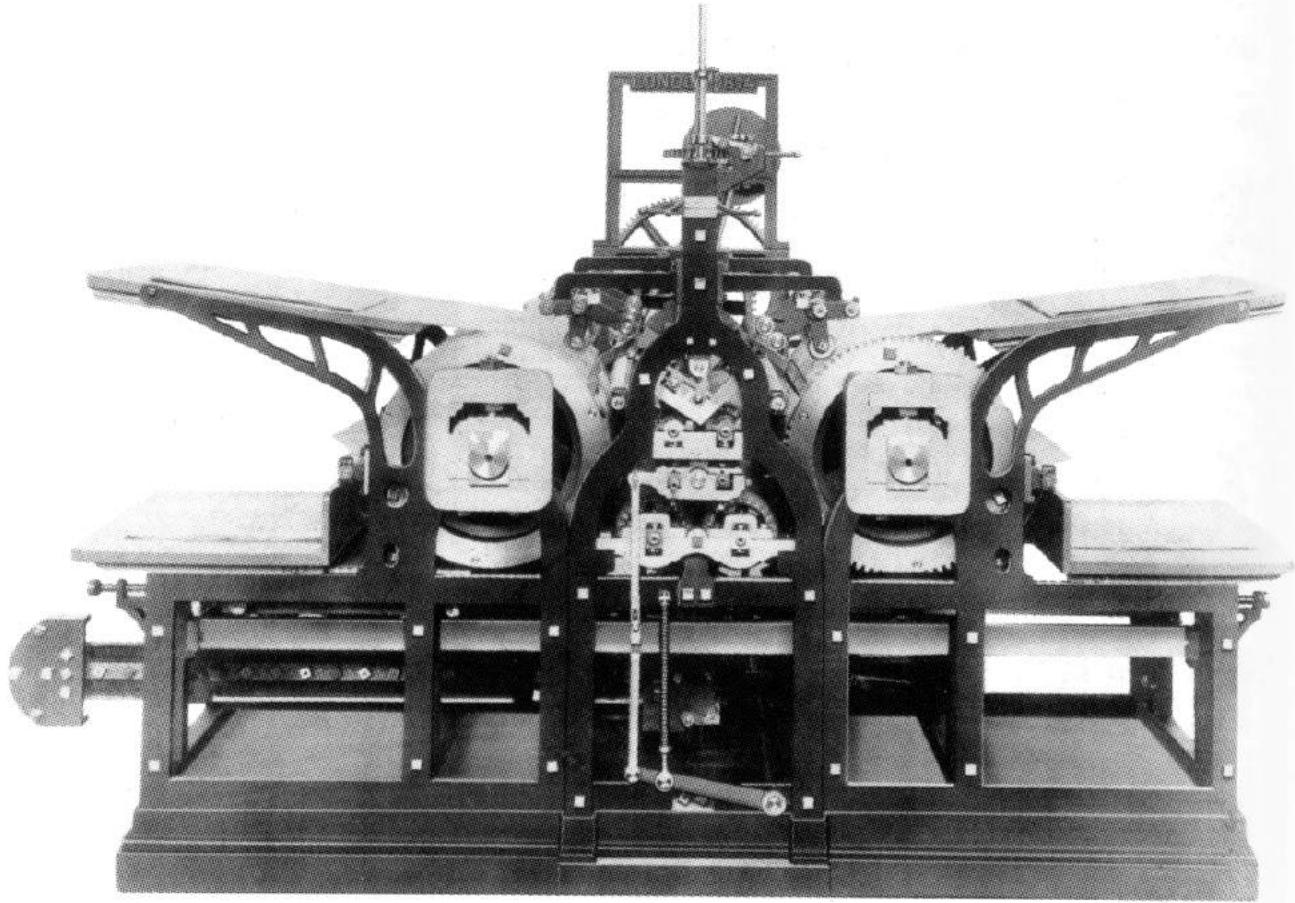
## Attract, Convert and Delight

[getlevelten.com](http://getlevelten.com)

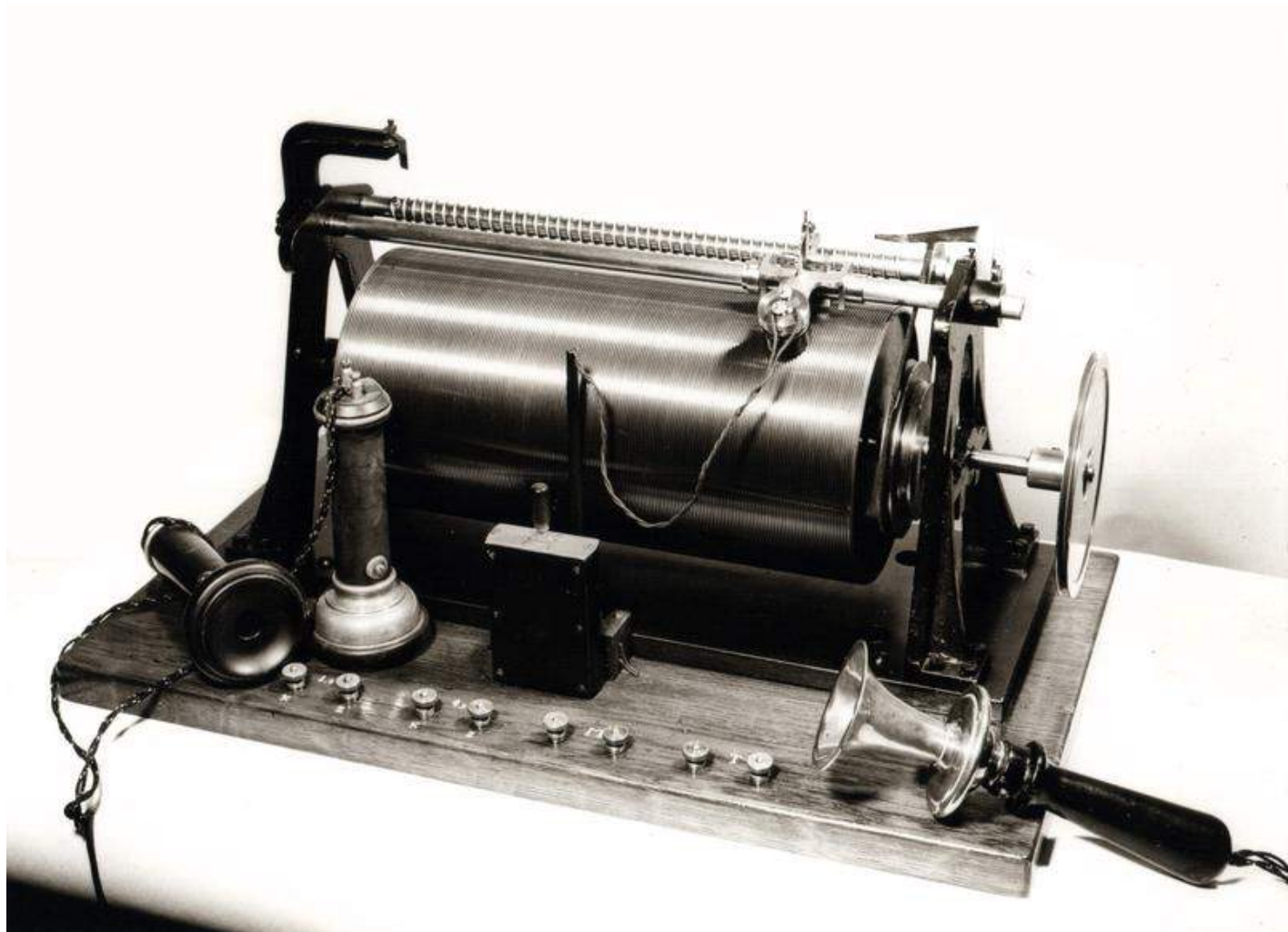


# **The Shift: Mass Media**

**Print: 1500s**



# Recording: 1890



# Cinema: 1900



# Radio: 1910



# Television: 1950





# Internet: 1990



Big Screen



Power Supply



Consistent Network



Keyboard



Mouse



Chair



Desk



# Mobile: Present



# **The Shift: Consumer**

# Marketing Effectiveness

- ❖ Telemarketing = Caller ID & No Call Lists
- ❖ Direct Mail = Junk Mail Blindness
- ❖ TV Advertising = DVR / Netflix / Hulu
- ❖ Radio Advertising = Sirius / XM / iTunes
- ❖ Trade Publications = Blogs & Forums, etc.

**People are sick and tired of being interrupted and have become experts at blocking marketers out!**

# Who Moved My Customers?

Google

Blog





# Typical Website

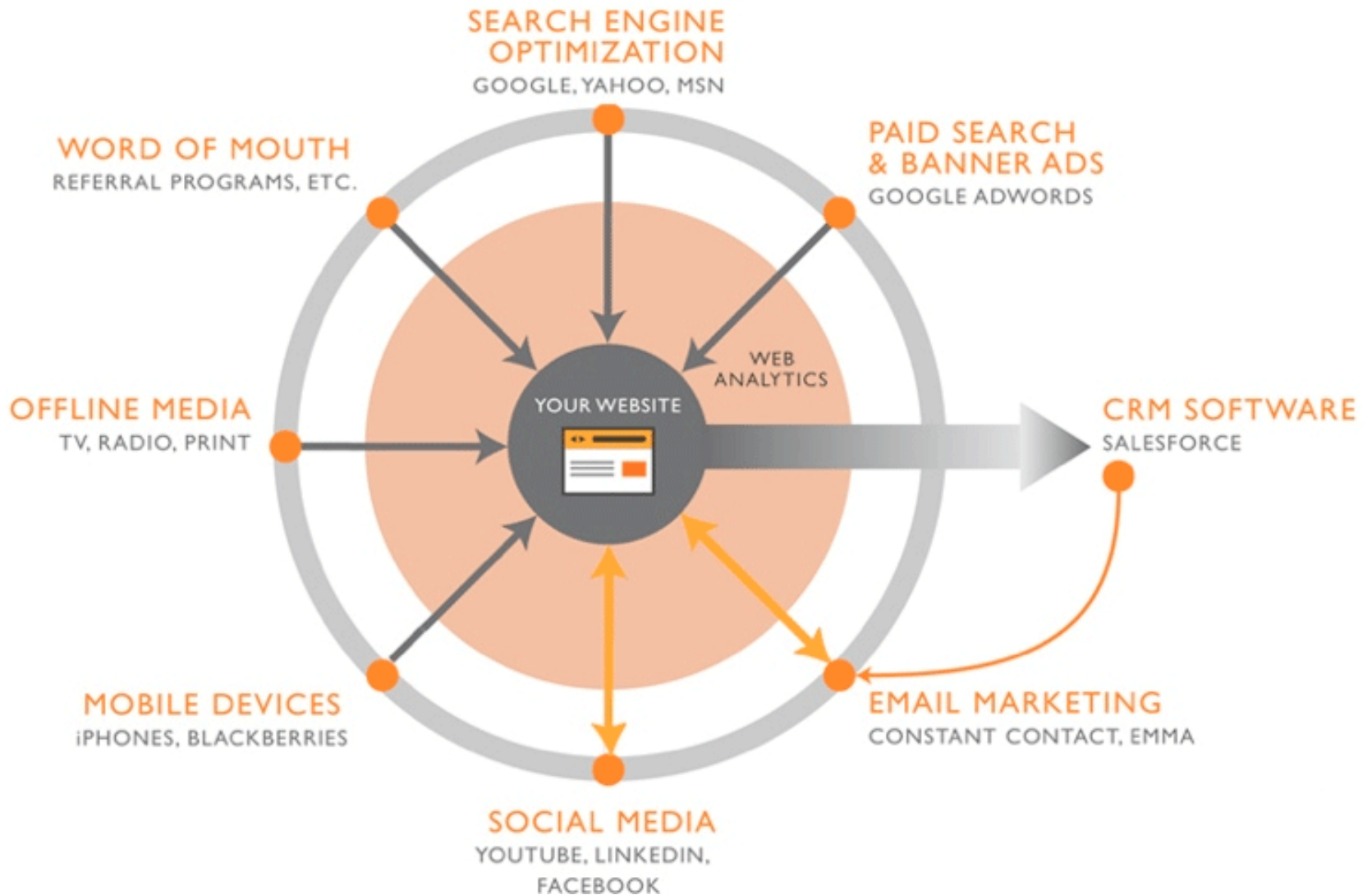




# Inbound Marketing Site



# Hub and Spoke





**Attracting**

# Where to start?

The best place to start is by reading other industry-related blogs, user forums or competitor websites.

What do they say that interests you?

What topics are they discussing?

What information can you offer to help people?

Businesses with websites of  
400-1000 pages get **6x more leads**  
than those with 51-100 pages.

# Attracting visitors is all about creating remarkable content.

Remarkable content **attracts links** from other websites pointing to your website

Remarkable content is easily and quickly **spread on social media** sites such as Twitter, Digg, Reddit and LinkedIn, among others.

# **Variety is spice of life.**

**Blog articles** – One-page articles on topics related to your industry.

**White papers** – Five- to seven-page papers that educate your marketplace on an industry trend or challenge. White papers shouldn't be about products.

**Videos** – Short two- or three-minute videos about your industry. Product videos are good too, but do not spread as easily.

**Webinars...Podcasts...Webcasts...Infographics**

# **Begin Blogging**

Businesses that blog have **97% more inbound links** and attract **55% more visitors** than those that don't



# What do **great blogs** offer?

The ability to **quickly post** and **organize content**

The ability to **relate content by topic** and **offer additional content suggestions** to the reader

The ability for the reader to **engage with the post** through commenting

The ability for the reader to **share the content** with friends, family, bosses and other co-workers who may also be interested in reading it

The ability to add meta data to your posts so that **search engines** know how to organize and rank it

# **Quick guide to blogging:**

Setup your blog on YOUR domain  
(blog.yourdomain.com, yourdomain.com/blog)

Create remarkable content in different flavors  
(how-to's, industry articles, links, guest blogs )  
with search-friendly, catchy titles

Market the content through e-mail, RSS, and  
social media

Start commenting on other people's blogs

Be patient

**Add Social Sharing To All  
Relevant Pages**

Social media has a 100%  
higher lead-to-close rate  
than outbound marketing.

# Why is **Social Sharing** Important?



Allows users to share your content.

Creates additional “bridges” to your website.

Makes it easy for employees to share remarkable content.

# Quick guide to sharing:

Setup AddThis or ShareThis on all relevant pages of your website (all blog pages, press releases, news, events, bios, etc.)

Setup your social profiles on all relevant social media sites (LinkedIn, Twitter, Facebook, Digg, Reddit etc.)

When you create content within your blog, share your content with all your social media connections.

# **Getting Found in Search:**

## **Search Engine Optimization**



79% of links users click on  
are organic, not paid.

60% of all organic clicks go to the top three organic search results.

# Factors for ranking well:

**Code** – Writing great code that structures your data in a way that search engines understand.

**URL Structure** – Creating URLs that describe your content hierarchy.

**Content Structure** – Correctly using headings and keywords.

**On-page SEO** – Choosing the keywords that you want to eventually rank for, optimizing page titles and writing effective page descriptions.

**Off-page SEO** – Getting others to link to your content using keywords from your content.

**The strongest influences on search rankings is the number and quality of inbound links to a web page.**

# Convert

# Conversion is that science of getting **users to take action.**

A site that converts well allows marketers to focus less on generating huge amounts of traffic

Conversion is what increases leads, sales and retention

It is important to **provide multiple ways for visitors to engage** versus simply calling or buying something from your site (subscribing to newsletter, downloading an eBook, etc.)



Impression

Call-To-  
Action

Forms  
RSS  
Subscribe

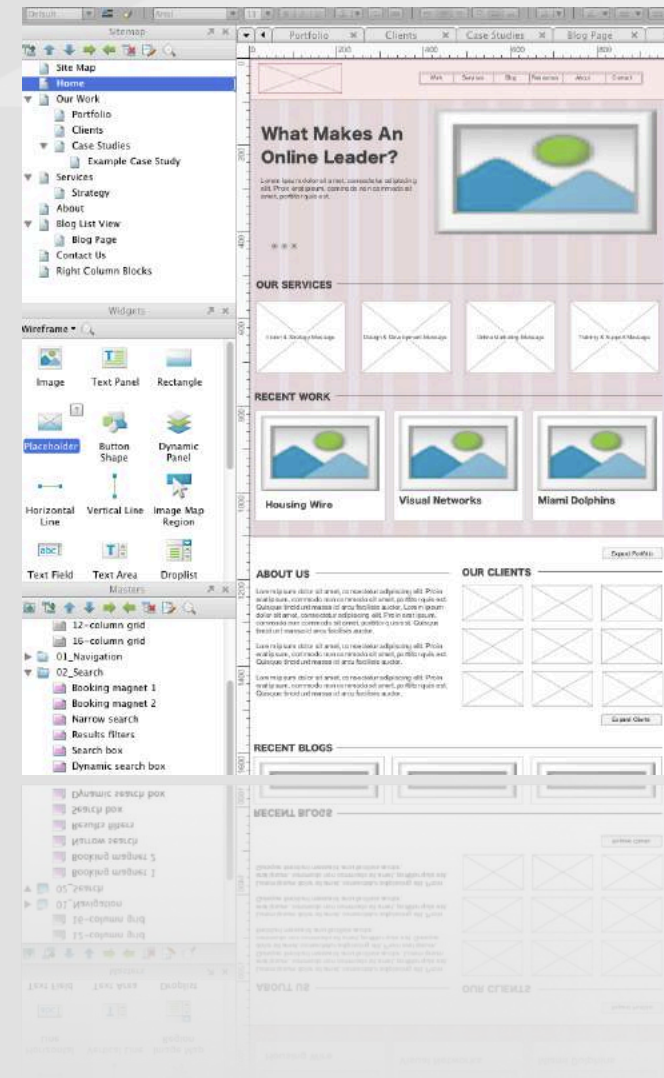


**Looks. They do matter!**

**Who** is your audience  
and **what** are they  
most interested in?

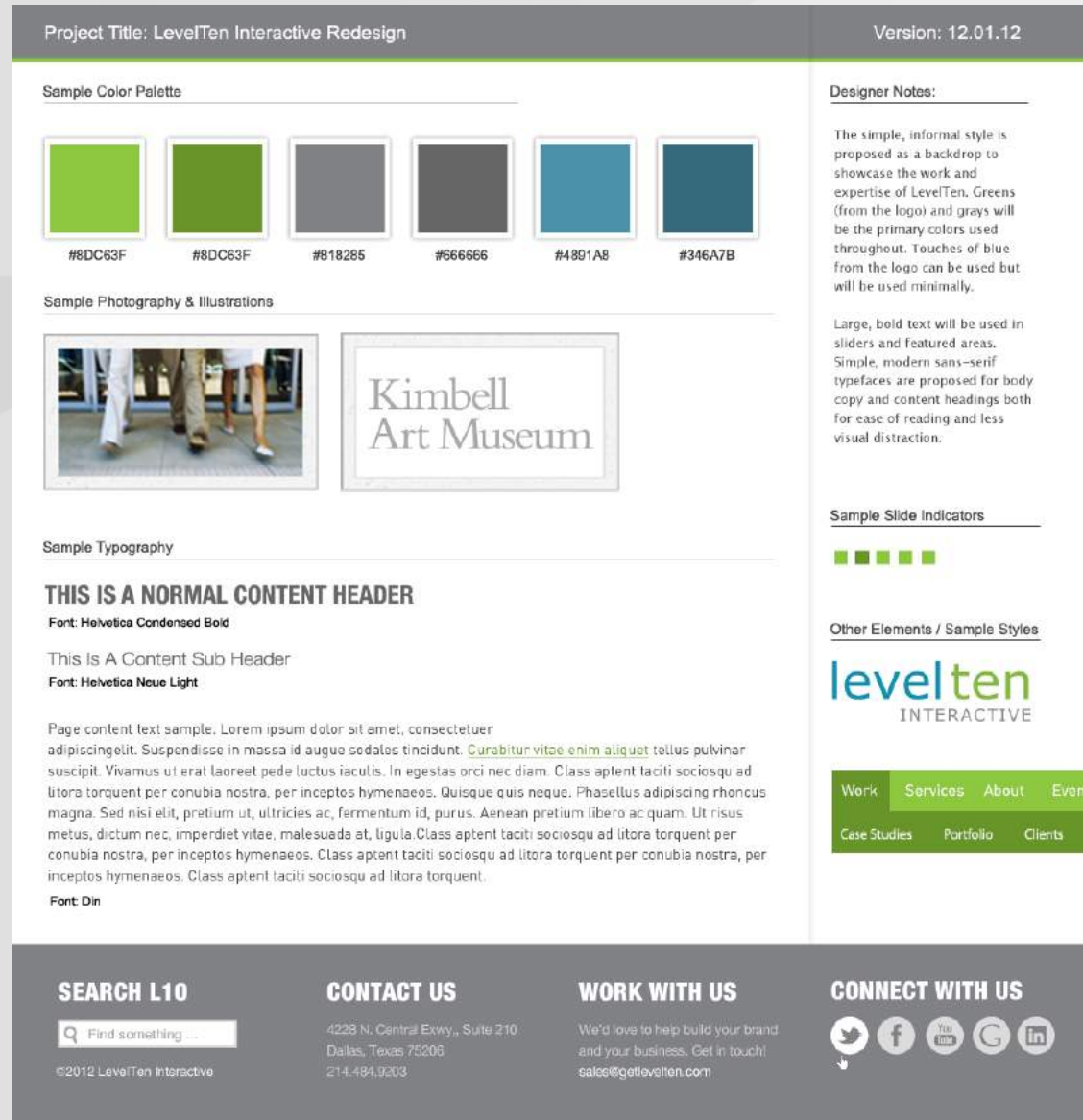
# Wireframes

- ❖ Show the structure of the website
- ❖ Custom user paths
- ❖ Most important user interface elements, their position and relationships between website pages



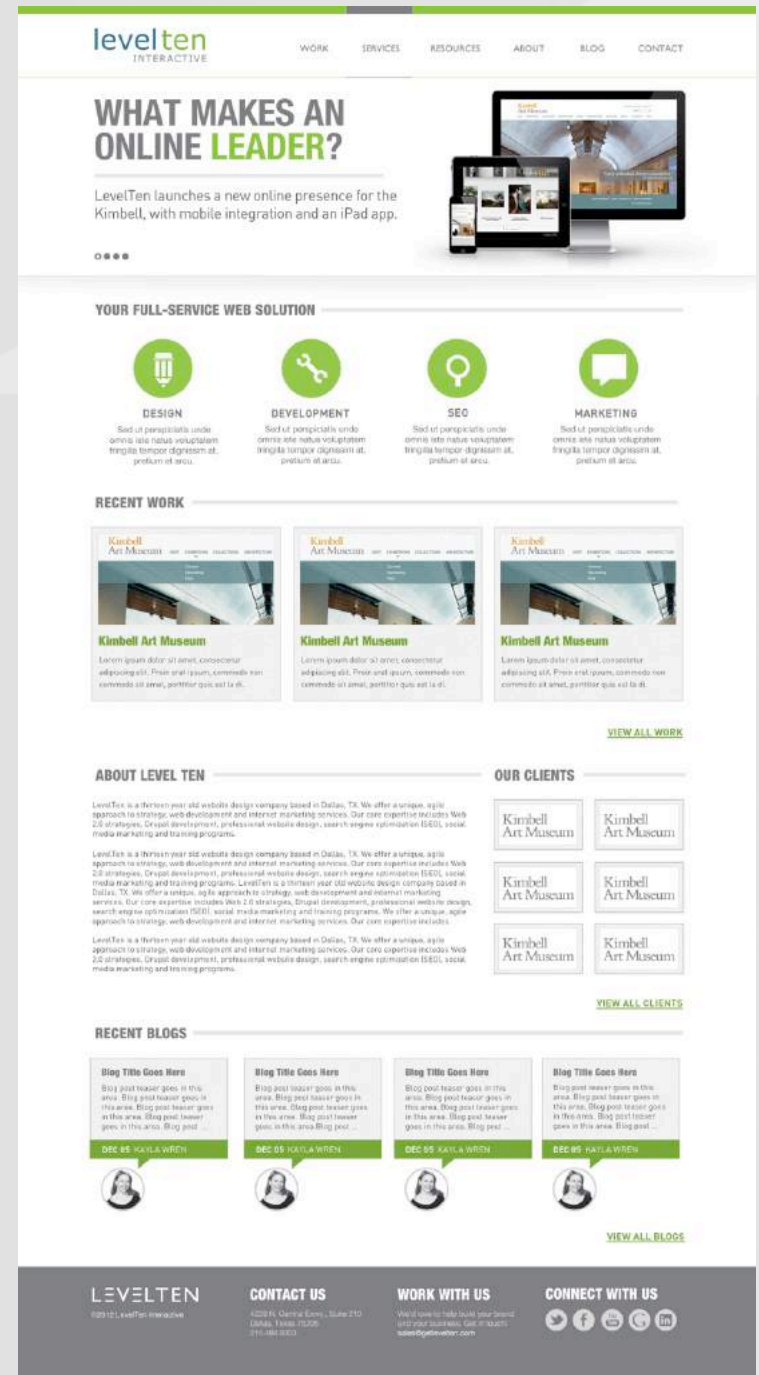
Represent a mood,  
atmosphere or feeling  
as a way to research  
ideas for future comps  
that will be created.

- ❖ Sets creative expectations
- ❖ Gives designers better direction for comps
- ❖ Helps ensure creative is consistent throughout the site



# Design Considerations

- ❖ Design for mobile first
- ❖ Think about using circular buttons rather than squares and make large touch-points
- ❖ Think about how responsive design works and design site accordingly
- ❖ Don't over design. Keep it clean and simple
- ❖ Use images that work well for mobile – no embedded text within images



# **Introducing Call-To-Actions**

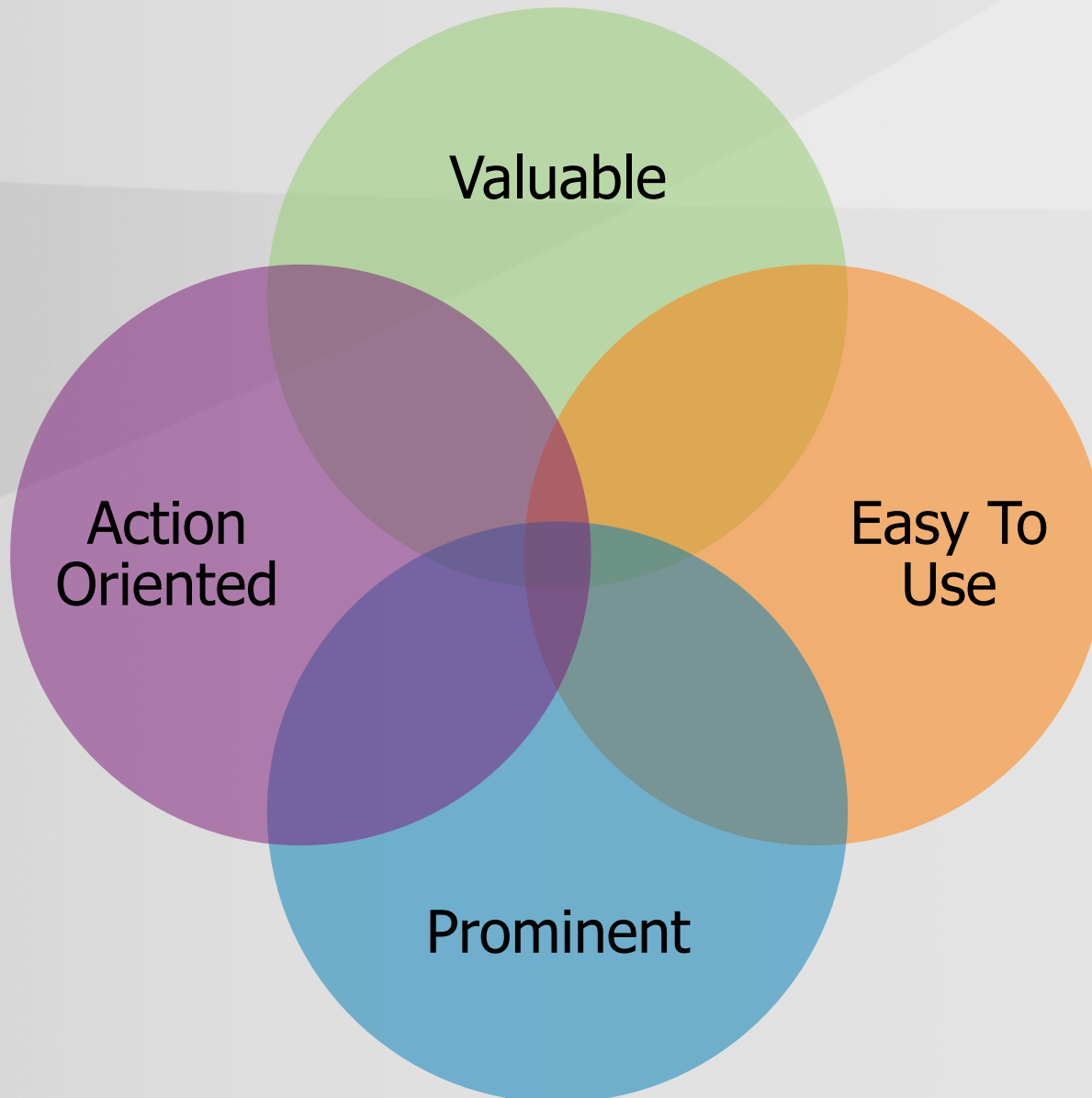
# Did you know...

CTAs promoting eBooks get almost twice the click-through-rate as emails promoting webinars

CTAs in contrasting colors to the website generate more clicks

Use matching action verbs on headlines and buttons are more effective than using different words

# 4 Qualities of CTAs





# Examples

**Build a Smarter Website**



Eight essential steps to transform your site into an inbound marketing machine

 Download Free **E-BOOK**

Water Essentials:  
**Optimizing Water Quality for Steamers and Combi-ovens**

Download a **free** e-book that explains how steam from high quality water is an investment in your business.

**Download Now** >>



## Build a Smarter Website

Eight essential steps to transform your site into an inbound marketing machine



**Create Landing Pages**

Companies with 30+ landing pages generate **7x more leads** than those with fewer than 10.

68% of B2B businesses use landing pages to garner a new sales lead for for future conversion.

Using **matching action verbs** on headlines and buttons is more effective than using different words.

# Inbound-based Website with Drupal



# Thank You!

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