



Build a Content Marketing Machine

**Increase Your Leads and Grow Your
Business**

Session 1: Strategy

Session 1: Get Strategic: How leaders are growing their business on the modern web

Session 2: Manage Right: Building state-of-the-art websites that look great on all devices

Session 3: Attract the Masses: Content, SEO, and social media that drives traffic and engagement

Session 4: Convert More: Driving sales by optimizing lead conversion and customer retention

Session 5: Work Smarter: Measuring and maximizing results with intelligent analytics

If you have more money than brains, you should focus on outbound marketing. If you have more brains than money, you should focus on inbound marketing.

-Guy Kawasaki

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 out marketers!

Who Moved My Customers?

Google

Blog



Interrupt and Repeat



Delight and Engage



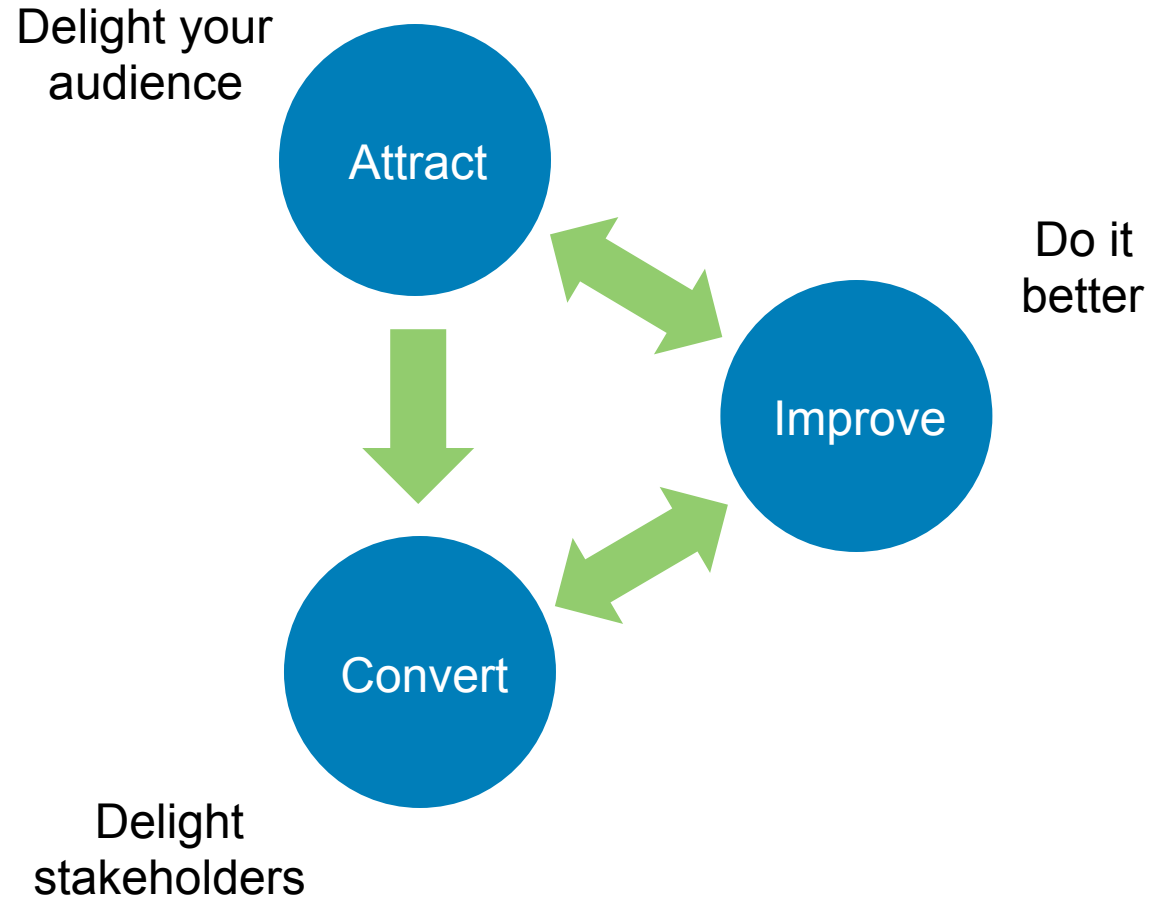
Push Marketing



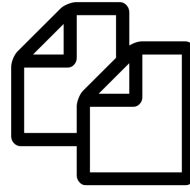
Pull Marketing



The "Inbound Process"



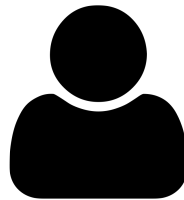
A Typical Website's Structure



Brochure Content



Contact Us Form



Sales Leads

The Inbound Process

Principle #1:

Attract

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 through social media** - Twitter, Digg, Reddit and LinkedIn, among others.

Remarkable content is the secret to **ranking high in search engines** year in and year out.

Creating A Great Attraction Website

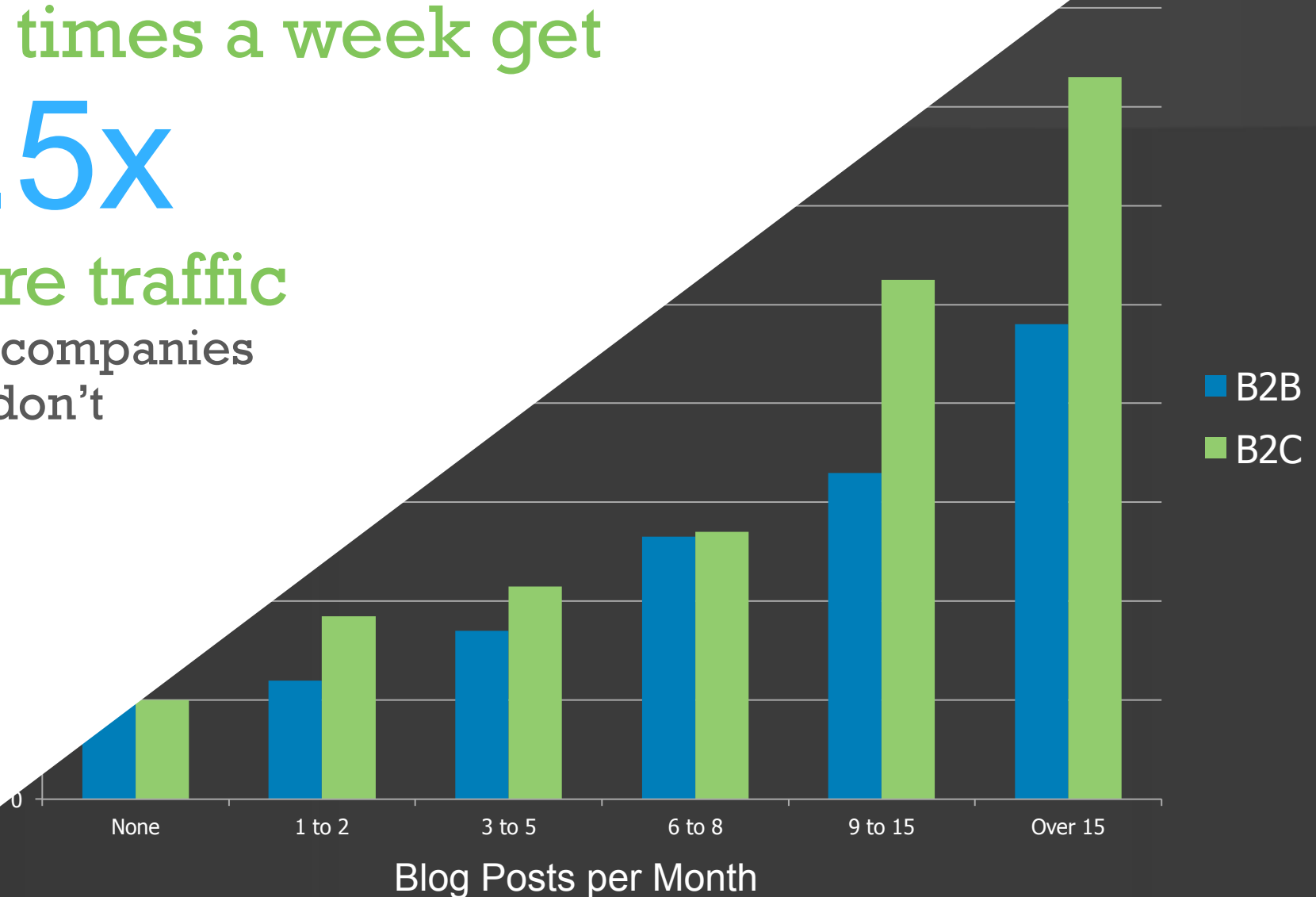


Companies that blog
2-3 times a week get

3.5x

more traffic

than companies
that don't

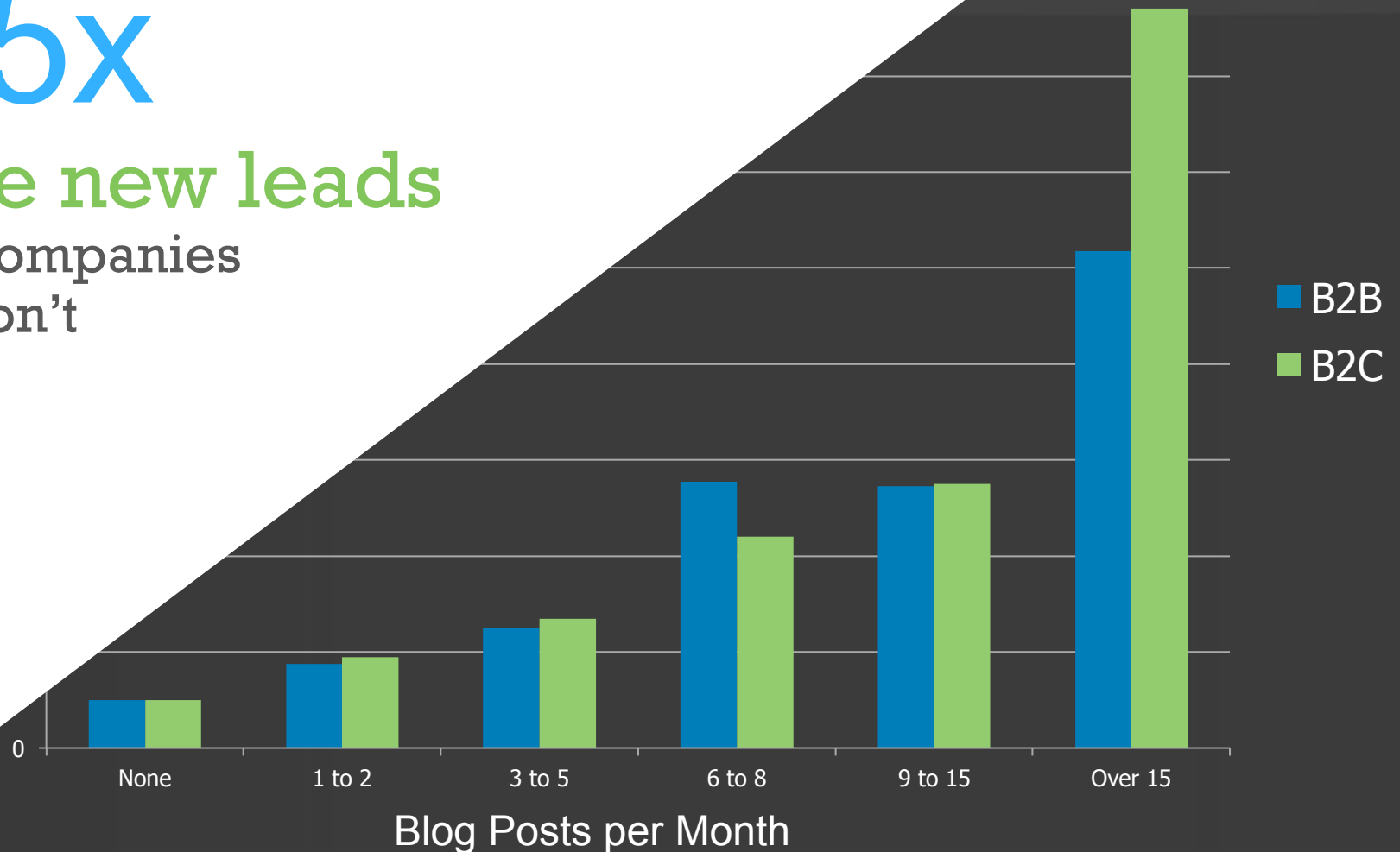


Companies that blog
2-3 times a week get

5.5x

more new leads

than companies
that don't



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**?

What do **great blogs** offer?

The ability to **quickly post** remarkable content.

The ability to incorporate **responsive multimedia and design elements** to provide a glossy look on all devices.

The ability to **organize content by topic** and **offer additional resources** to the reader.

The ability for readers to **engage with your business** through commenting.

The ability for readers to **share your content** with friends, family, bosses and co-workers.

The ability to optimize your posts so that **search engines** can organize and rank them.

Quick Guide to Blogging:

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

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

Promote your content through e-mail,
newsletters, social media, and RSS digests.

Start commenting on other people's blog.

Write often and be patient.

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

-State of Inbound Marketing 2012

Add Social Sharing To All Relevant Pages



Social Media

Website

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

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

When you create content within your blog, share your content with all your social media connections and ask co-workers/readers to do the same.

44% of online shoppers begin by using a search engine.

-Shopping and Personal Finance

70% of links users click on are organic, not paid.

-Marketing Sherpa

60% of all organic clicks go to the top 3 search results.

-Business2Community

Factors for Ranking Well:

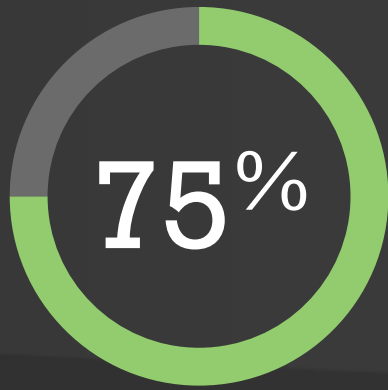
Code – Writing great code that structures your data in a way that search engines understand.

URL Structure – Creating URLs that describe your content hierarchy.

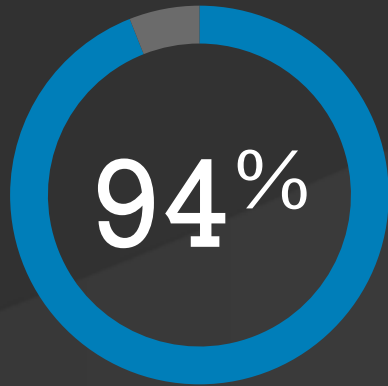
Content Structure – Correctly use semantic tags (headings, strong) & meta tags (title, description).

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

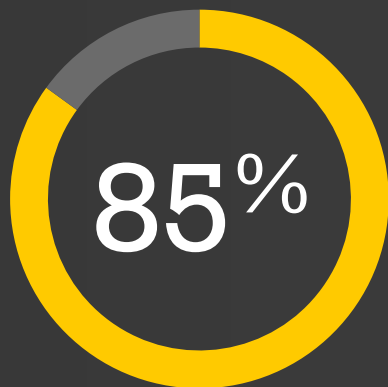
Off-page SEO – Getting others to link to your content using keywords from your content.



of users admit to making judgements about a company's credibility based on their website's design.



of a website user's first impressions are design-related.



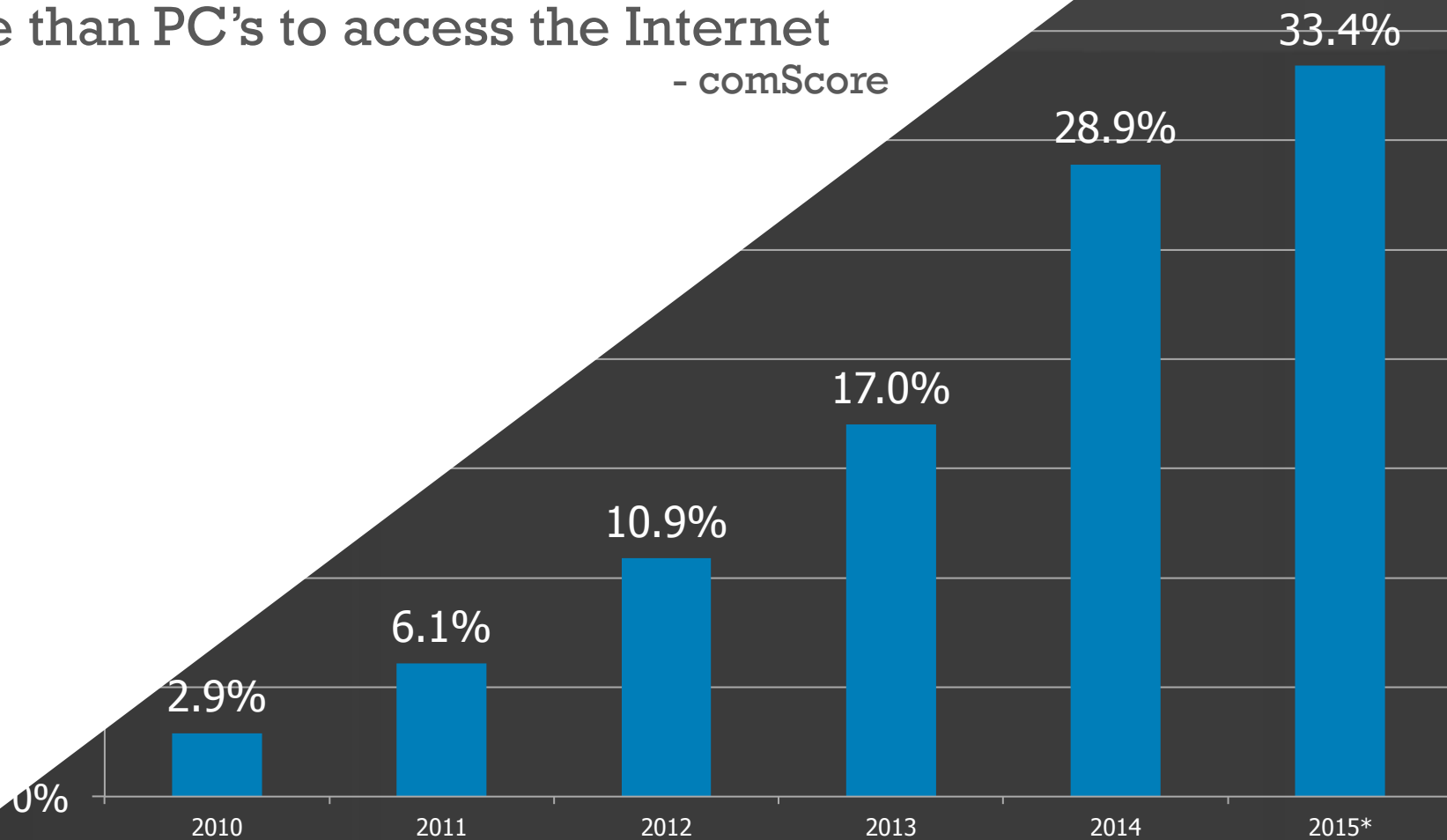
of B2B customers search the web before making a purchase decision.

For the first time, in 2014
Americans used

smartphones & tables

more than PC's to access the Internet

- comScore



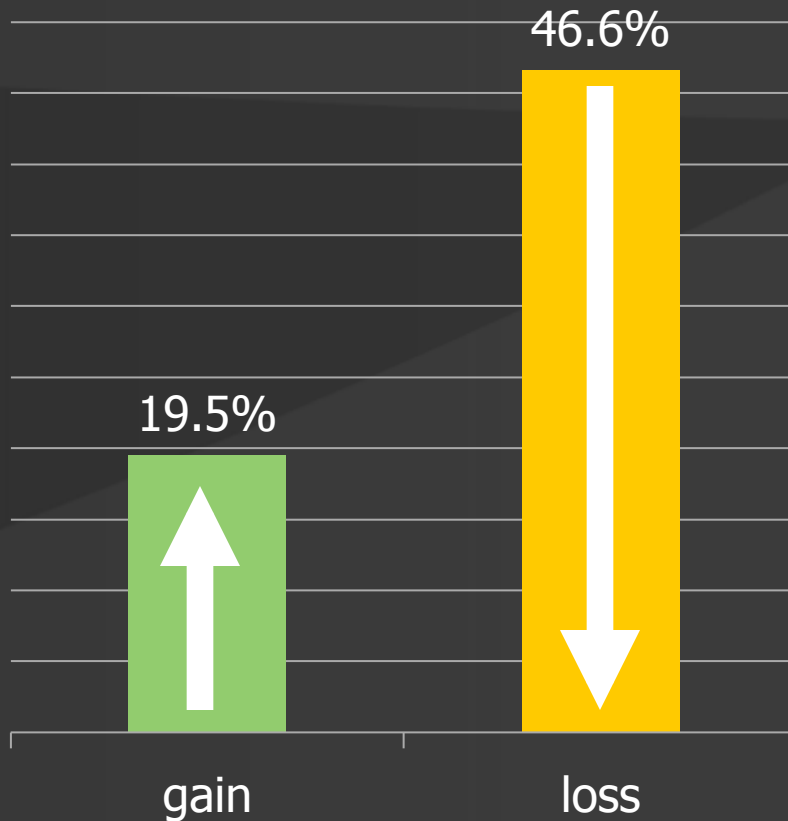
Percent of web pages served to mobile phones

Source: Statista.com

61% of people say they are likely to leave a site if it isn't mobile friendly.

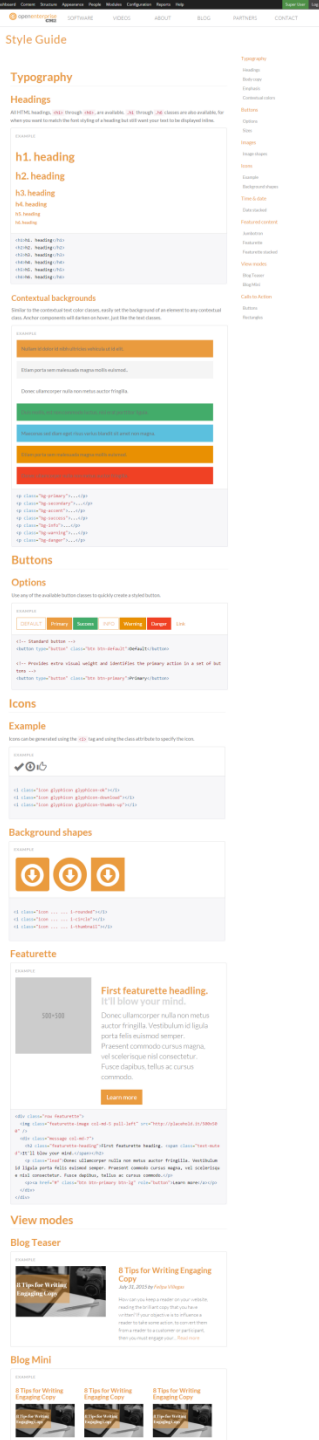
-Gomez

Mobile-Friendly Impacts SEO



On Apr 21, 2015, Google rolled out a mobile friendly update.

Nearly **half** of non mobile webpages **lost rankings**.



Making a Great Impression on Any Device

Define **breakpoints** based on widths of popular screen sizes.
phones (<768px), tablets (>768px), desktops (>992px), large screens (>1200px)

Brand like a publisher; create a **style guide** for key **design elements**.

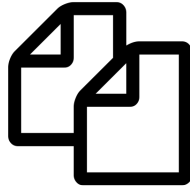
Define how **page layouts** and **design elements** work for or each breakpoint.

Build your site's theme using a **responsive framework**. rec: Twitter Bootstrap.

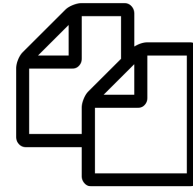
Creating a Great Attraction Website

Promote

SEO
Social sharing
Feeds
Email promotion



Attraction Content



Brochure Content



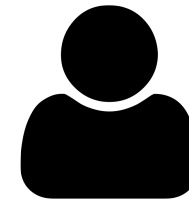
Contact Us Form

Engage

Taxonomy
Quality search
Recommendations
Social commenting
Social sharing
Subscribing

Impress

High-impact look
Style guide integration
Multi-media responsive (mobile)
Fast load time



Sales Leads

The Inbound Process

Principle #2: Convert

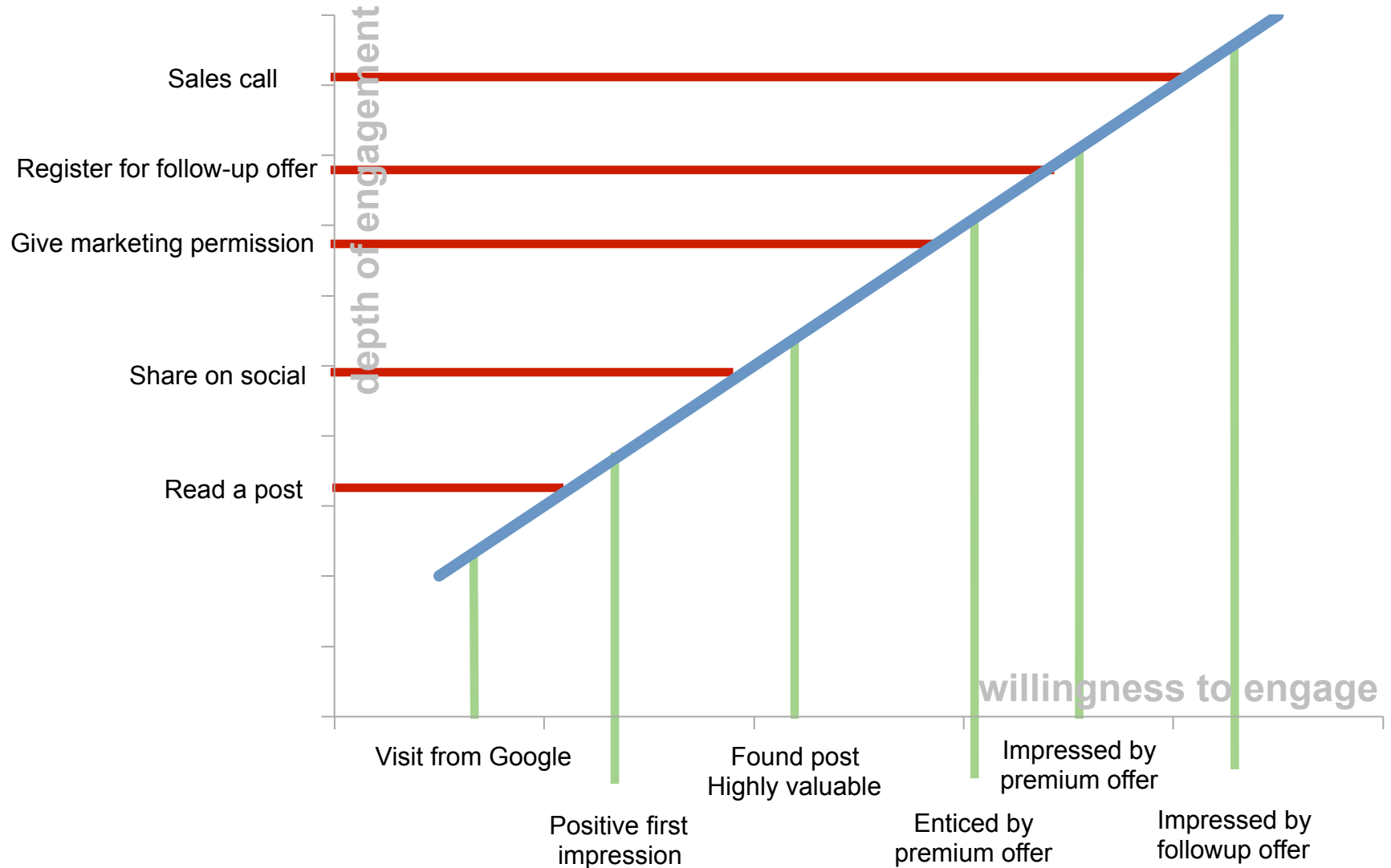
Conversion is the science of getting **users to take action.**

Conversion is what increases leads, sales and retention.

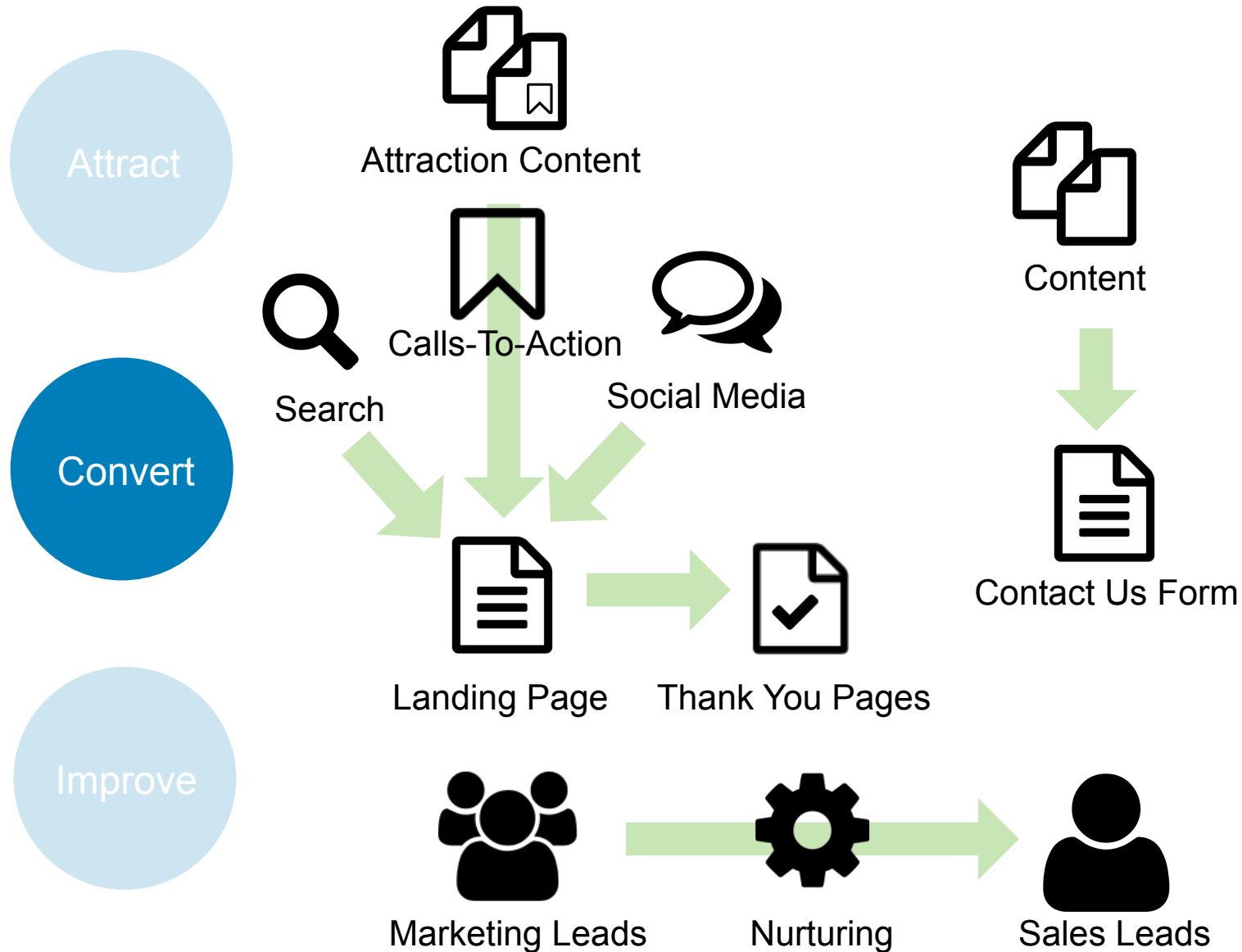
A site that converts well allows marketers to focus less on generating huge amounts of traffic.

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.).

Nurturing Visitors to Customers



The Conversion Process

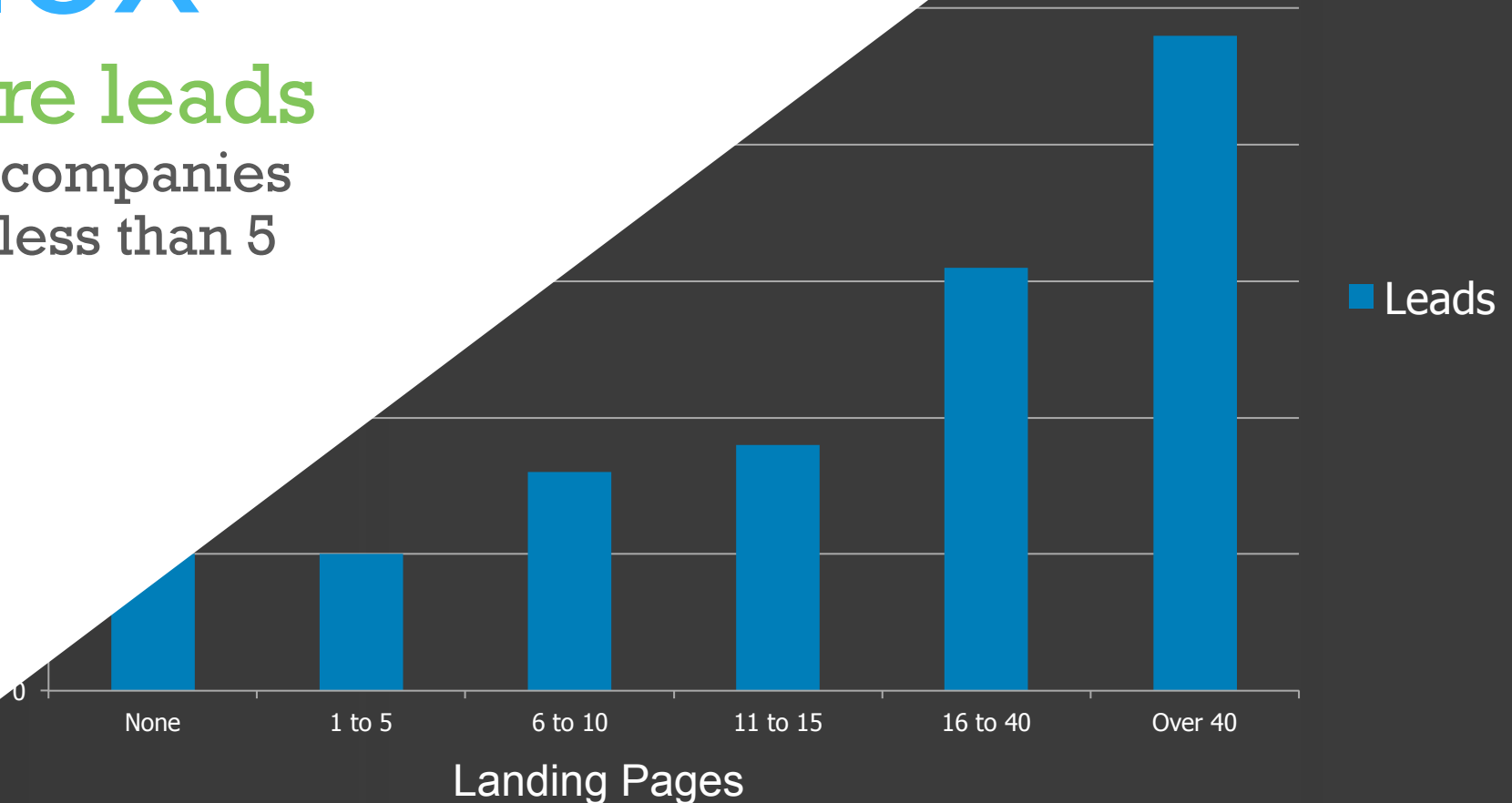


Companies that have
20+ landing pages get

3.5x

more leads

than companies
with less than 5




Landing Page Optimization

Offer must be **valuable** enough for a person to share their personal information.

Include a **visual** and a brief summary of the **benefits** of the offer.

Optimizing the **number of form fields** can significantly increase form submittals.

Removing all **navigation elements** increases chance of form submittal.




Download a complimentary guide to turn your website into a marketing machine!

Make sure your next website is an unprecedented success. Learn the 8 essential strategies savvy managers are using to become online market leaders.

The Web Redesign Success ebook offers a step-by-step process to transform your website into a results generating machine.

- Setting effective goals to keep your project on the right track
- How to build a homepage that attracts and delights visitors
- Multiply your visitors by ranking higher in the search engine and leveraging social media
- Sure fire ways to convert visitors into customers and keep them coming back for more
- Deploy everywhere; vital trends for intelligent content and mobile management



Download the Website Redesign Success ebook

First Name*


Last Name*

Email*

Website URL*


Submit

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WORK SERVICES PRODUCTS BLOG ABOUT CONTACT


Executive Guide to Intelligent Websites



The Intelligent Website Revolution
Transforming your website into an intelligent website.

Most consumers spend an average of 4.4 hours per day in front of a computer, smartphone, tablet and TV screen. Businesses that allow users to interact with their brand across all devices are able to tap new revenue streams, build customer loyalty, and improve productivity.

This guide will give you the tools you need to reach your users on any device.



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CTA Examples

Build a Smarter Website



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

 Download Free **E-BOOK**



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We're currently looking
for project managers and
Drupal developers.

LEARN MORE ABOUT WORKING FOR US. >



Build a Smarter Website

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

 Download Free **E-BOOK**

Effective CTAs

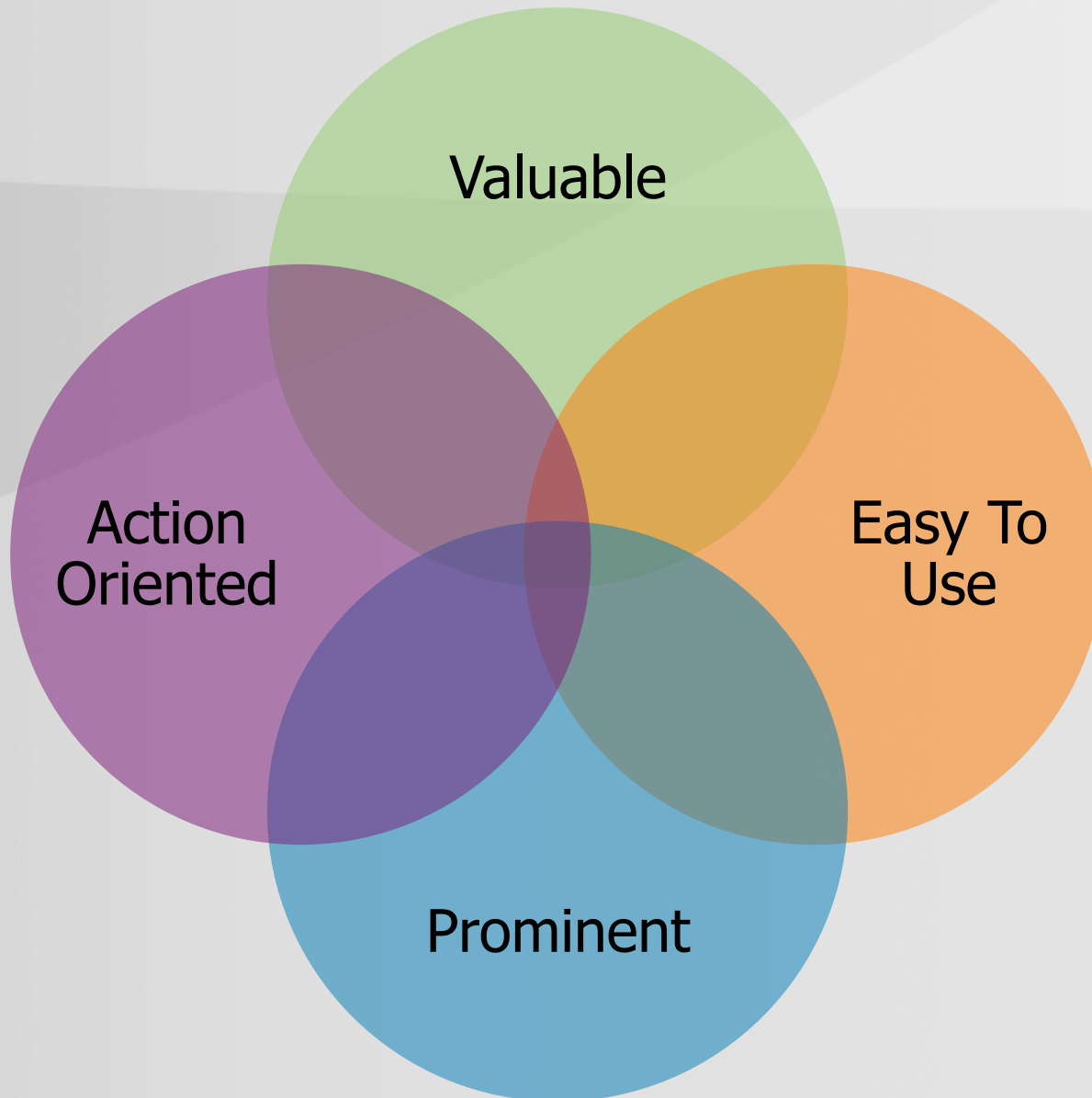
CTAs promoting eBooks get almost twice the click-through-rate as emails promoting webinars.

CTAs in contrasting colors to the website generate more clicks.

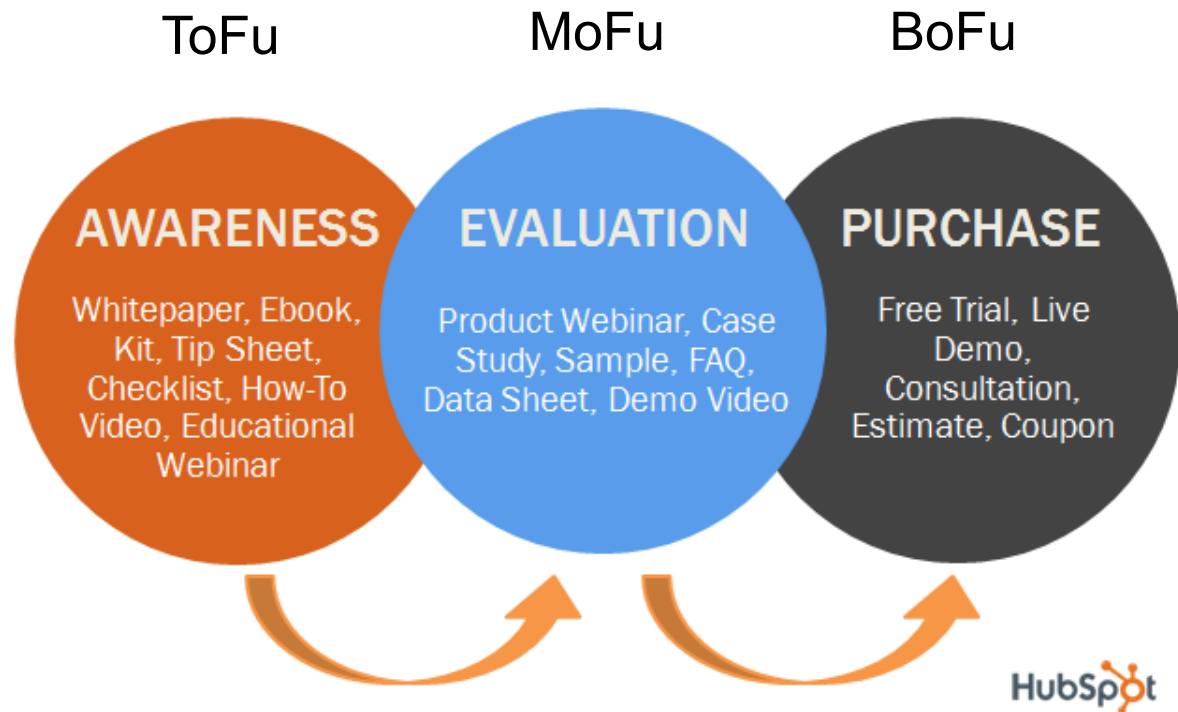
Using matching action verbs on headlines and buttons is more effective than using different words.

Matching CTA offers to the page's subject and visitor interest dramatically increases click through.

4 Qualities of CTAs



Lead Nurturing



Inbound Marketing Website

Traffic
Sources



Search



Social Media



Email

Content



Attraction Content



Calls-To-Action



Brochure Content

Conversion



ToFu Offers



Sales Request

Audience



Marketing Leads



Lead Nurturing



Sales Leads



The Inbound Process

Principle #3: Improve

The Real Value of Metrics

Work smarter: Understand which activities produce better value.

Drive results: Maintain focus on key performance indicators (KPI).

Gain an edge: Leverage unique insight via intelligence gathering.

Getting the Most From Analytics

Install Google Analytics.

Use goals and valued events to **measure all valuable activities**.

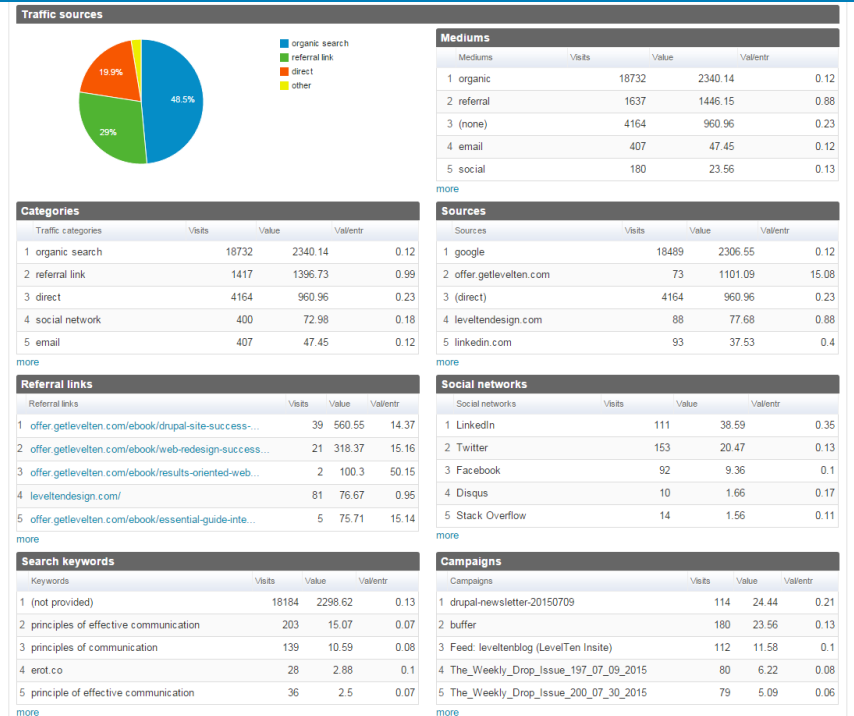
Use custom dimensions to track **insightful page and visitor attributes**.

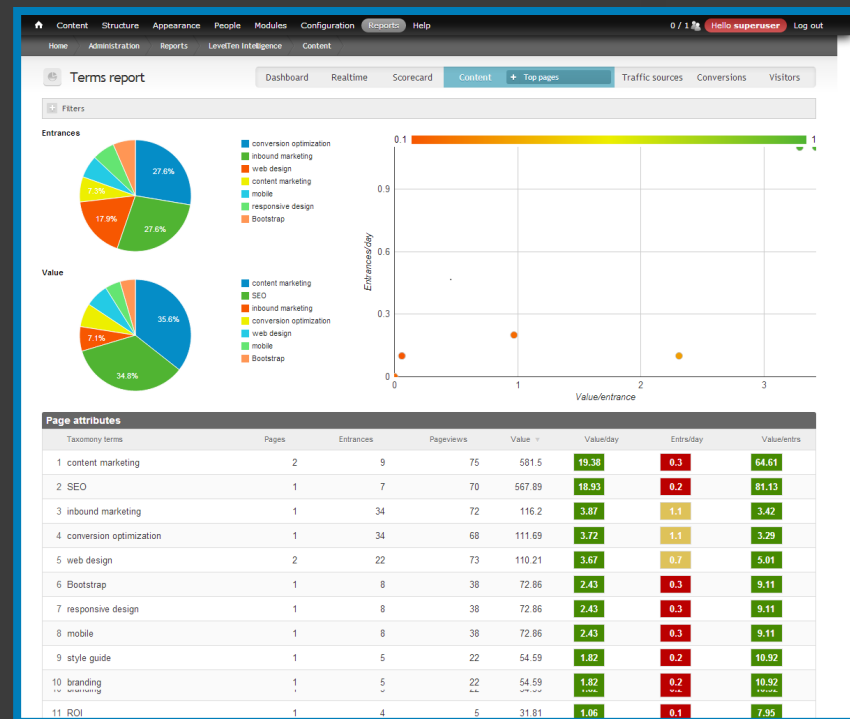
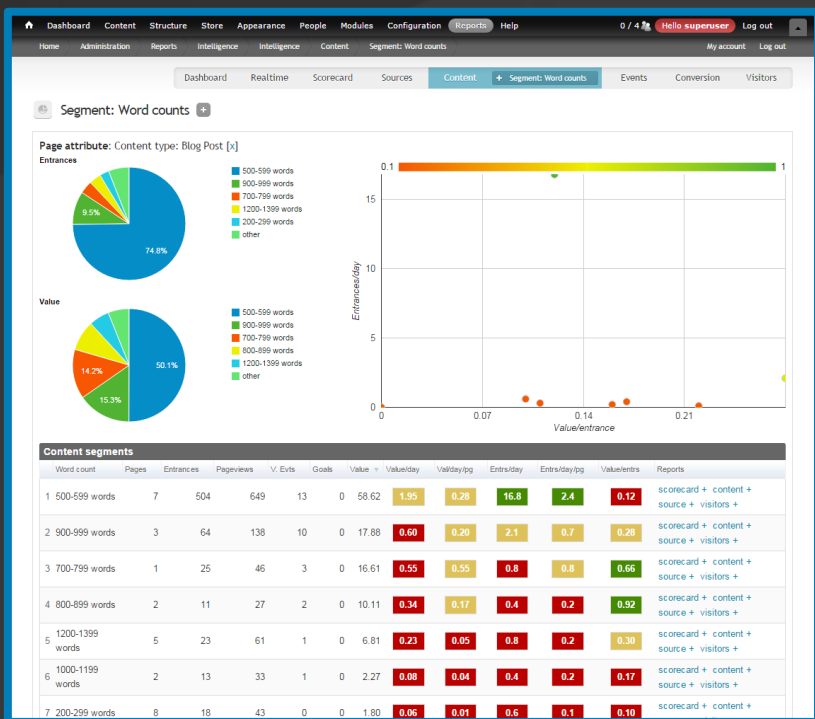
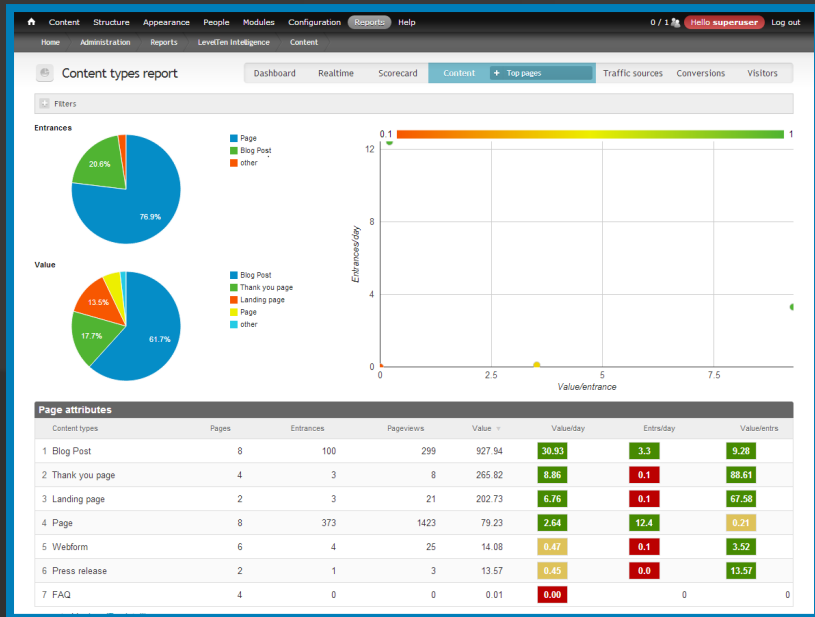
Tag users to track **what key people are doing** on your site.

What provides the most value?

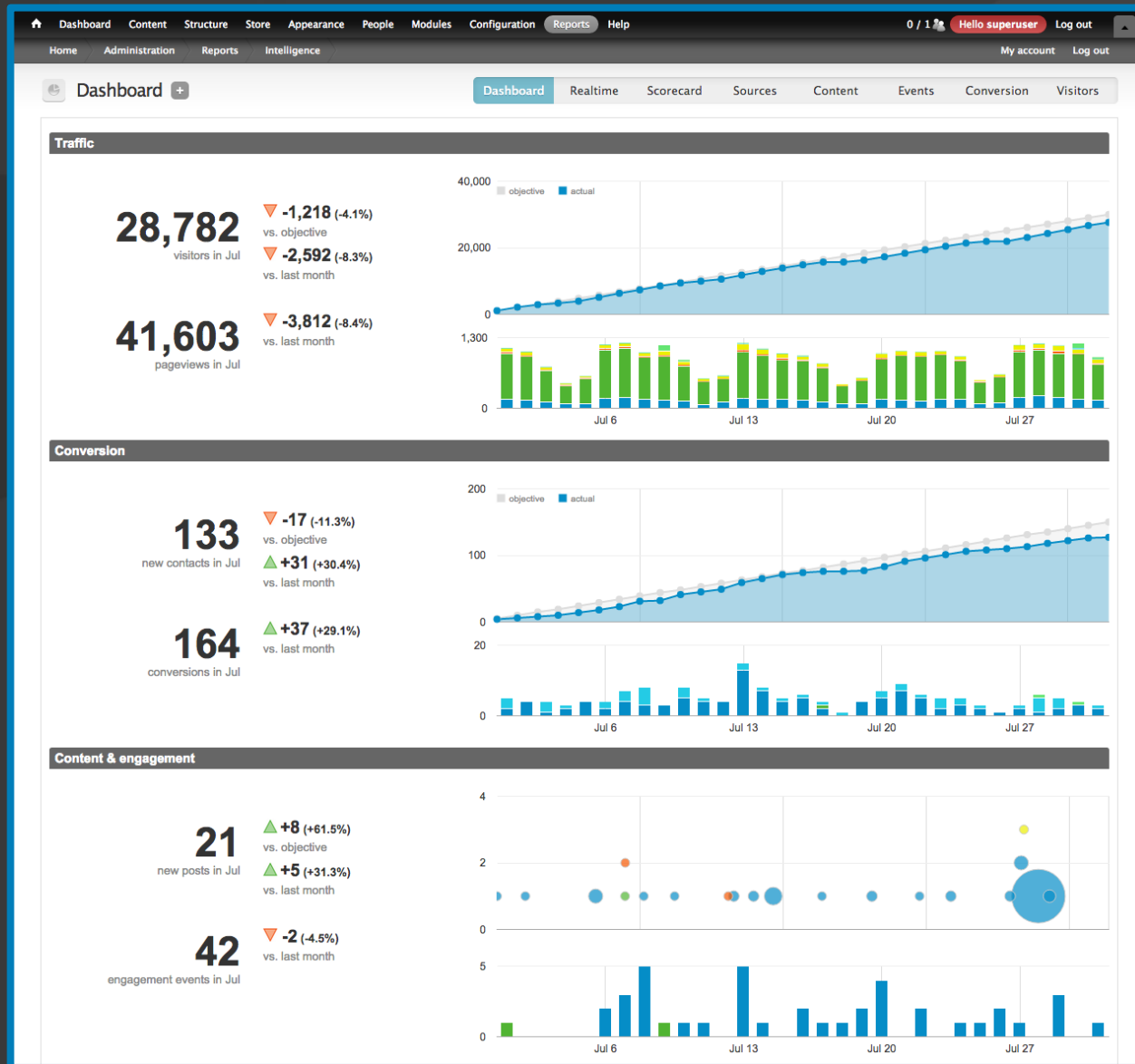


Content					
All pages					
Page	Entrances	Pageviews	V. Evts	Goals	Value
1 /	1224	1792	11	16	540.76
2 /contact	58	364	37	12	404.7
3 /blog/kristin-yang/six-basic-principles-effective-communication	3553	4113	15	0	271.09
4 /blog/sumeeta-kumar/importance-goals	2761	3036	29	0	223.25
5 /download/drupal-site-success	82	100	13	12	192.86
6 /tutorial/course/getting-started-drupal-7	761	1434	19	4	150.29
7 /ebook/drupal-site-success-steps-to-inbound-marketing-machine-0	88	121	28	3	80.54
8 /blog/tom/socialize-your-drupal-site-5-easy-steps	252	324	7	2	77.72
9 /blog/kristin-brinner/how-display-rss-feed-drupal-block	455	539	4	3	77.59
10 /services/dallas-seo	8	8	0	3	75.88
more					
Attraction pages					
Page	Entrances	Pageviews	V. Evts	Goals	Value
1 /blog/kristin-yang/six-basic-principles-effective-communication	3553	4113	15	0	271.09
2 /blog/sumeeta-kumar/importance-goals	2761	3036	29	0	223.25
3 /blog/tom/socialize-your-drupal-site-5-easy-steps	252	324	7	2	77.72
4 /blog/kristin-brinner/how-display-rss-feed-drupal-block	455	539	4	3	77.59
5 /blog/kyle-taylor/best-bang-no-bucks-comparison-free-drupal-	610	720	7	1	67.14
6 /blog/ian-whitcomb/drupal-8-module-development-part-1-gettin...	474	601	12	1	59.2
7 /blog/gretchen-voelker/10-best-google-fonts-0	879	949	3	0	58.59
8 /blog/kyle-taylor/current-state-drupal-admin-themes	620	690	3	1	57.14
9 /blog/kayla-wren/best-drupal-7-responsive-themes	513	578	2	1	51.79
10 /blog/tom-mccracken/simple-entity-data-api-module-builders	405	482	12	0	43.85
more					





Focus on KPIs




Insight through Intelligence






[Dashboard](#) [Content](#) [Structure](#) [Appearance](#) [People](#) [Modules](#) [Configuration](#) [Reports](#) [Help](#) Hello Admin User [Log out](#)

[HOME](#) [VISITOR](#)

Visitor summary [+ Resync data](#)

Summary Clickstream Analytics MailChimp HubSpot



Dan Taylor
dan@example.com
    

Web developer. #UNT alumni. @StartupWeekend organizer. Hacker.
#OpenData advocate. #Drupal-er. Love Denton, creativity, and innovation.

15.63
value score

3
visits

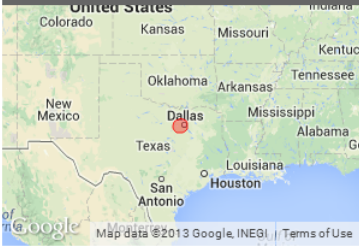
15
page views

12:02
time on site

1
form submissions

61
Klout score

324
Twitter followers

Browser locations


Arlington, Texas (Dallas-Ft. Worth TX)
United States

Recent site visits

Visit time	Traffic source	Pageviews	Value	Ops
November 20, 2013 - 12:24PM	(none) / (direct)	2	0.15	view
October 22, 2013 - 3:28PM	(none) / (direct)	10	0.31	view
October 19, 2013 - 11:28AM	organic / google	3	0.17	view

Form submissions

Submission date	Type	Form	Ops
November 20, 2013 - 12:42PM	webform	Download: Web Redesign Success ebook	data


Submitted data (via Webform)

First name:	Dan
Last name:	Taylor
Email:	dan@example.com
Visitor link:	http://oepr.getlevelten.com/visitor/10
Email updates:	1

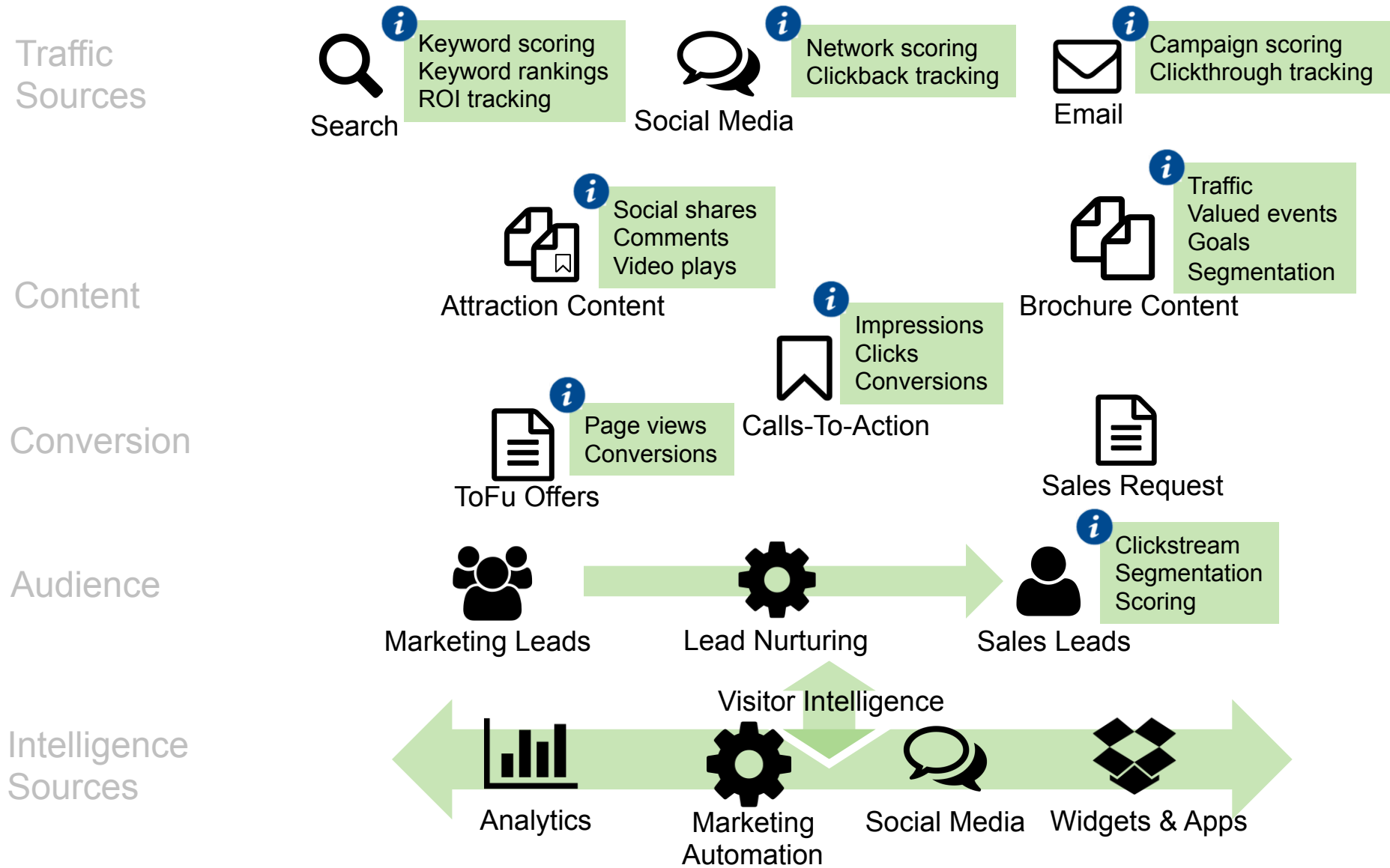
Browser environment

Browser:	Chrome v30.0.1599.101
OS:	Windows 7
Screen:	1366x768
Language:	en-us

Recent Blogs

powered by 

Inbound Marketing Website



Thank you!



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Blog: leveltendesign.com/blog/tom

LinkedIn: linkedin.com/in/tommccracken