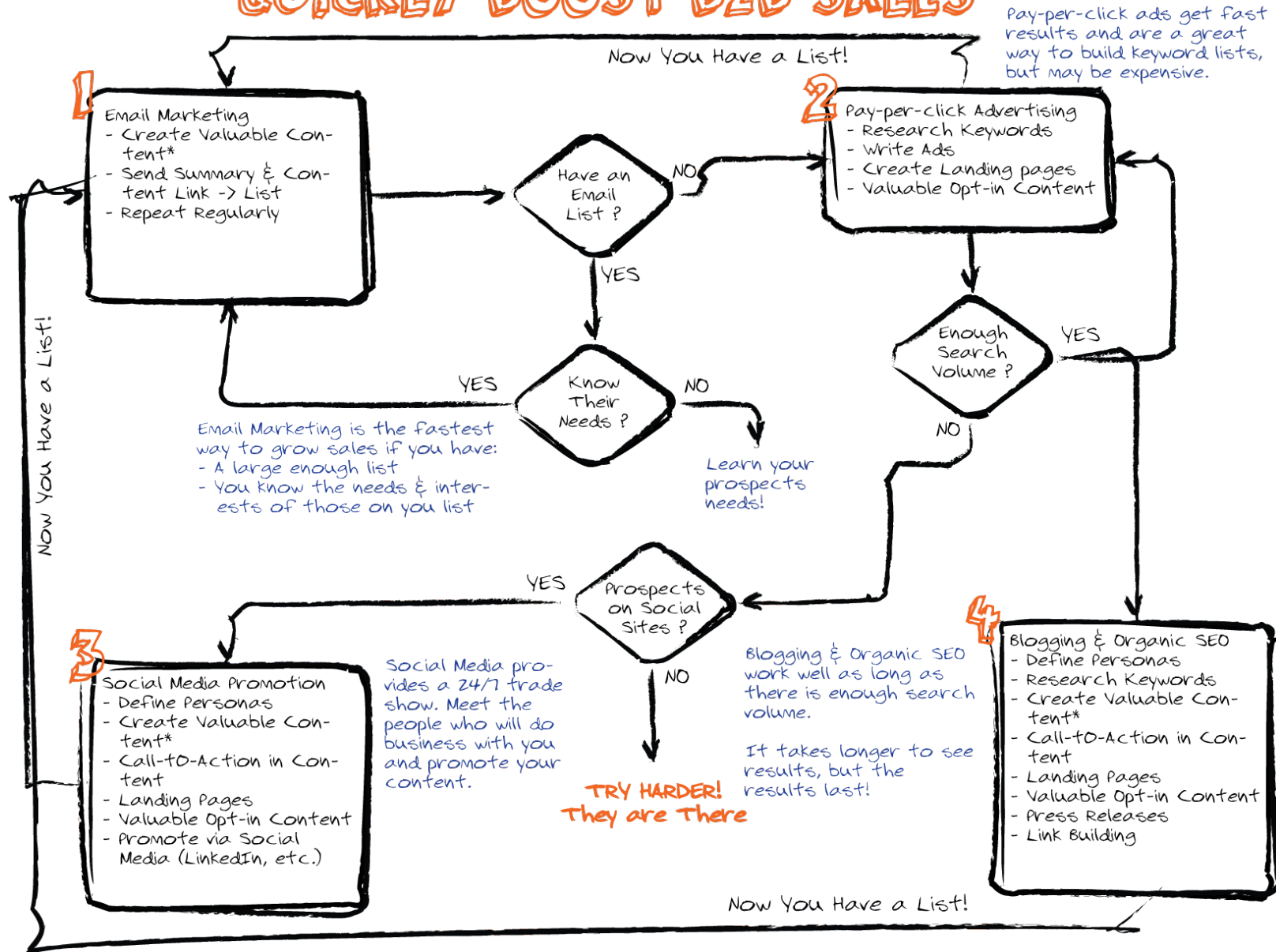


QUICKLY BOOST B2B SALES



At Inbound Team, I talk with Small Business owners every day about how inbound marketing can grow their revenues. I'm going to show you the fastest ways to boost your B2B revenues!

Small businesses usually have limited marketing budgets and time. It's important to get results quickly.

The key parts of inbound marketing are:

- Attract Visitors & Get Found by Prospects
- Convert Visitors and Prospects into Leads
- Close Leads into Sales
- Build Revenues with Repeat, Higher Margin Customers
- Analyze, Refine, and Improve

Each part builds on the next.

If you aren't getting found, it doesn't matter if you have great content and super landing pages – No one will see them.

And if you're getting visitors and leads, but no new business, what's the point?

How to Get More Website Visitors

The fastest ways to get more visitors to your site:

1. Email marketing
2. Pay-per-click (PPC) Advertising
3. Social Media Promotion
4. Blogging and Organic Search Engine Optimization (SEO)

1 - Email Marketing

If you have an email list and know the needs and interests of the people on your list, email marketing is the fastest way to boost your sales.

- Create some valuable content (Article, guide, video, webinar, info graphic, special offer, etc.).
- Email a summary of the content to your list and include a link to the actual content on your website.
- Be sure to track the response you get so you know which topics are most valuable.
- Do it again! Create more content. Continue.

Each time you send an email, some of your prospects will engage with your content. Even better, some of them will be ready to buy.

Do you have an email list?

Have you been collecting email addresses for likely customers? Can you get access to a list from a trade organization or co-marketing partner?

Companies that have been operating for a while may have numerous email addresses tucked away in paper files, CRM systems, and address books. Put together a complete list of these prospects. They have bought from your company before or at least thought about buying.

If you don't have a list or can't get access to one, don't try to buy a list! It sometimes works, but you'll usually just get no results. Worse, you could get in trouble with the government for violating the CAN-SPAM laws. If you don't have a list or can't get one, just skip ahead to the next section on Pay-per-click Advertising.

Do you know the needs and interest of everyone on your list?

Does everyone on your list have the same problems and interest? If not, do you know who has each type of need your company solves?

The idea is to segment your list by needs and interest so you can send appropriate email messages to each person.

How can you find out about needs and interests if you don't already know? Two ways:

1. Ask! If you can, call and ask. Or, send a survey to your list and ask.

Some businesses will have motivated prospects and a large percentage will take the time to complete the survey. If your company is specialized and your prospects care about your products, you may be in luck.

If you don't think many people on the list would complete a survey, try the next option.

2. Start with an email campaign that helps you segment your list. Send a more general email that has 2 or 3 opt-in offers your prospects can choose. Their responses will tell you where they are most interested!

Make the offers as valuable as possible, and keep the email short and easy to read. Expect qualified prospects to jump on your offer. Their actions will tell you their interests.

If you don't get a good response, then

- Your offer wasn't valuable enough
- You didn't explain the offer well enough
- Your offer wasn't aligned with the needs and interests of the list

Either refine your plan, or decide your list was bad and move on to pay-per-click advertising or another method for attracting visitors.

Boost B2B Sales with Email Marketing

Once you have a list and know the needs and interest of everyone on the list, you can use email to boost your sales.

Here's the easy thing to do. Send a special coupon or discount just for the people on your list. Anyone who is ready to buy should happily accept your offer.

Don't overuse discounts, though, or you'll train your prospects to expect a lower price.

Valuable content is another way to add value for the people on your list.

Create content and send it along on a regular basis. How often? It depends on your specific situation and your audience. Sending messages once a week is a good starting point. Train the people on your list to expect valuable information on a regular schedule.

Combine Blogging with Email Marketing

Ultimately, all your online marketing activities can support each other. Blogging is a great way to attract visitors, and you can promote your blog with email.

Write a blog article 2 – 3 times per week. Then write a short summary. Create an email message

with the summary and a link to your blog post. Prospects who are interested will click the link and read the entire blog article. Of course, you'll track the responses so you know which topics resonate with your prospects.

Don't forget to include a call-to-action and an offer in each blog post to further qualify and engage with the people on your list.

Some small business owners love to write and have the time – Great! More often, business owners find that it's cost effective to outsource their blogging and email writing to Inbound Team. We do this every day, so we're efficient and good at it.

2 - Pay-per-click (PPC) Advertising

Are your prospects searching for your products and services on Google and other search engines? If so, pay-per-click advertising is a very fast way to get visitors.

- Research Keywords. What will your prospect type into Google when they are searching for you?
- Write & Test Ads
- Create landing pages
- Offer valuable opt-in content

PPC is a fast way to get visitors, and sales as long as you give visitors a way to engage when they get to your site. The problem with pay-per-click is that it can be the most expensive way to get visitors.

Do your prospects search for you on Google?

This may seem like a funny question – Everyone uses Google or another search engine. Right?

It's very good for a small business to focus on a specific customer group. You can do a better job for your customers and get marketing benefits.

Focus, though, can make search marketing harder. Let's say you are the best accountant

focused especially on startup software companies.

Prospects might search for “accountant” or “accountant near Atlanta.” But, they don’t know there are accountants focused just on startup software companies. They would never think to do this search.

When there isn’t enough search volume, search marketing won’t work for you. Move on to Social Media Promotion.

Research Keywords

It’s hard for most small business owners to think like their customers. When you work in the business every day, you just get too close to what you do.

The point of keyword research is to discover what prospects will really type into Google. Would they search for “accountant,” “cpa,” “tax preparation,” etc.? All of these might fit... Or, none!

Online tools can help you find good keywords and estimate volume.

(<https://adwords.google.com/select/KeywordToolExternal>).

You want keywords that:

- Align with your business and what you do
- Indicate real buyers as opposed to people who are just curious
- Have enough search volume to bring the visitors you need
- Indicate which product or service would best help the prospect
- Don’t have too much competition and aren’t too expensive

You’re not likely to get a perfect list on your first try. The process is to brainstorm an initial list, buy some ads, measure what happens, and continuously make improvements. This process is continuous – It never stops.

Because of the cost, PPC may not be the best way to attract visitors over the long term. Still, for companies building their keyword list, it’s

great. You get huge amounts of information that will help you quickly refine your keywords.

Align Keywords, Ads, & Offers

A common mistake companies make is failing to line up their keywords, ads, landing pages, and opt-in offers.

The goal is to deduce a prospect's intent from the keywords they use. What are *they* looking for? What problems and needs do *they* think they have? Answer their questions and you are well on your way to having new customers.

It's too easy to have disconnects. The prospect has a problem and they enter a keyword into Google. If your ad seems to solve their problem, they'll click and go to your landing page. If your ad does not seem to help, they don't click and nothing happens.

Worse, the prospect responds to your ad, but doesn't see what they're seeking on your landing page. You bought the click, but got nothing.

Just as bad, they like your landing page, but don't respond to your offer. Again, you bought the click, but got nothing.

When everything is aligned, it's best for everyone! Your prospect gets their problem solved and you get a new potential customer!

All of these items must be consistent and aligned with the prospect's intent:

- Keywords that indicate the prospects problem or need
- Ads that address their needs and offer help
- Landing pages that expand upon and sell your offer
- Opt-in offers that provide high value to your prospects.

When you align all these pieces you are serving your prospects. They will welcome your emails and sales calls because you are part of the solution.

Get things out of alignment and you'll waste money on clicks or worse annoy your prospects.

3 – Social Media Promotion

Social media sites like LinkedIn and Facebook provide a continuous trade show where you can meet potential customers and people who will spread the word about your company.

It's true that a lot of businesses waste time on social media sites. Here's the formula for how to make social media boost your sales and not waste time:

- Define Personas that describe your ideal prospect. You need to know who you want to attract as a new customer
- Create valuable content that would help your persona solve their problems
- Embed a Call-to-action button in the content that makes a valuable offer
- Have landing pages that expand upon and sell your offer
- Create valuable opt-in content that compels your visitors to provide their email address
- Promote your content via social media

The key is to add value with content and then spread the word via social media. As long as you really are adding value, the social networks will embrace your contributions.

Are Your Prospects on Social Media Sites?

No? Guess again!

Sure, there could be a few odd people, that aren't on social sites. After all, there are a few odd people who don't use the Internet or cell phones. (If you sell tin foil hats to ward off the thought police, these people might be your prospects.)

Social sites are now woven into the fabric of the Internet, and your prospects are there waiting to connect with people who can help.

LinkedIn is a Gift to B2B Marketers

LinkedIn is an amazing resource for B2B companies. You can easily search for and connect with the people who fit your customer personas.

After you're connected, then what?

Many companies have used LinkedIn a bit, but most haven't gotten customers from their efforts. That's because it takes consistent effort to add value and build trust. It's not enough to just connect.

Integrated Social Media Marketing combines

- Understanding your persona
- Consistently connecting with people who fit your persona
- Participation in groups and the social conversation
- Sending regular messages in ways that are expected by the social site
- Valuable content that solves their problems
- Landing pages and opt-in offers to build your email list
- Appropriate promotion to make your prospect aware that you can help

You'll build trust and engagement because your prospects will see information from you on a regular basis. And, they'll opt-in to receive email

from you. When they are ready to buy, the sales process will move quickly. They already see you as a friend.

Boost B2B Sales With Social Media

Social media is time-consuming, and there's a lot to know – Little things can make a big difference.

As an example, here's what we do for our clients on LinkedIn each month:

- Create a search optimized personal profile so prospects can find you via Google or LinkedIn.
- Create a search optimized business profile. Only about 10% of companies have a good business profile on LinkedIn
- Identify and join LinkedIn groups where your prospects are also members.
- Create your own group to build engagement with your prospects.
- Link to your Twitter account from LinkedIn. Your prospects may not be that active on Twitter, but this has search benefits and provides another way prospects can find you.

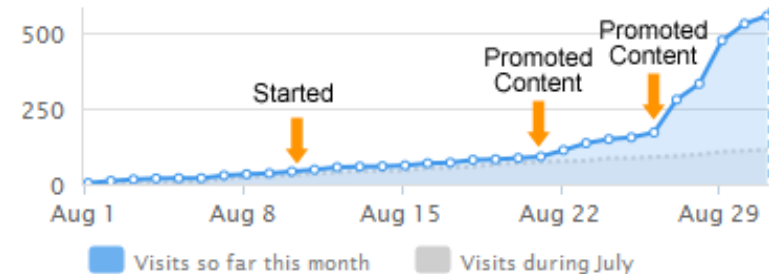
QUICKLY BOOST B2B SALES

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- Post strategic network updates to LinkedIn every other day or so.
- Expand your network by 50 connections per month by sending invitations and connecting with prospects that meet your target profile.
- Attract recommendations from current and previous customers.
- Create and distribute engaging educational posts or a strategic poll question every week or so.
- Invite 50 contacts to your LinkedIn group.
- Send a custom message to your group members.
- Send invitations to prospects that may connect with you.

It takes time and specific knowledge of LinkedIn to do this well. You also have to create valuable content to promote and you always need to be learning more about your prospects.

The following charts are from an actual small business that started promoting content via LinkedIn. Site visits begin growing rapidly within 2 – 3 weeks.



The results continued to grow the following month to over 1,000 visits from prospects that were all well qualified potential customers!



Speedy results are essential for any small business.

If you want to take the time to learn – Great. Otherwise, call Inbound Team and challenge us to show you how cost effective it can be to outsource LinkedIn promotion.

4 – Blogging & Organic SEO

Blogging and organic search engine optimization are what many people think of as online marketing.

- Define Personas that describe your ideal prospect. You need to know who you want to attract as a new customer
- Research Keywords
- Create valuable content that would help your persona solve their problems
- Embed a Call-to-action button in the content that makes a valuable offer
- Have landing pages that expand upon and sell your offer
- Create valuable opt-in content that compels your visitors to provide their email address
- Distribute Press Releases
- Connect with other sites to attract links

Is this starting to sound familiar?

There are many similarities between the methods to boost your B2B sales. For a small

business, this is a blessing! You can reuse most of the content for all types of online marketing.

Don't Try to Fool Google

One warning – Don't waste time playing SEO games that try to fool Google. The tricks might work for a bit, but then Google will get you, and you'll have to start over. It's just not worth it.

The safe, solid, long-term method is to create valuable content, make it easy for people to find, and make it easy for the search engines. This is "organic SEO" done the right way.

Content Marketing Takes Time, But Lasts

It usually takes 3 to 6 months to start getting results from blogging, organic SEO, and other types of content marketing. It's takes longer than the other options on the list – That's why it's number four.

Content marketing requires an investment, but the value lasts. Your content is on the web and in the search engines. It will stay until you remove it.

The best results go to companies that stay consistent with their inbound marketing. Write blog articles several times per week, and keep creating new opt-in offers.

Each new piece of content adds a barrier your competitors have to overcome. If you have more content than your competitors do, you get more of the prospects!

Types of Content

It's most important to know your prospects and know their needs and interest. The type of content is less important than the information. Still many types of content are valuable.

- Regular blog articles
- Content for the Resources section of your website
- Info Graphic charts and images
- Research Reports
- Resource Guides – Content that connects prospects with other peoples content
- Webinars
- Podcasts

- Video
- Calculators and web widgets

In short, if it helps your prospects solve their problems, it's content!

Takeaways

If you have an email list, and know the needs of the prospects on your list, use it! Get a quick boost in sales and save some of your profits to expand your inbound marketing.

Whether you have a list or not, as long as your prospects search for you on Google, run some pay-per-click campaigns. You'll refine your keyword list and may discover that PPC is a cost effective way to attract leads.

As soon as possible, start using social media promotion. It's an opportunity many companies are missing or aren't doing well.

Best of all, combine all these ideas. The content and landing pages you create for email marketing also work for social media or PPC.

Plus, it becomes part of your longer term organic content library.

Just get started using inbound marketing to boost your B2B sales. Life changes when you have plenty of leads. You stop thinking you have to accept every prospect who might become a customer. You don't have to put up with bad customers any more.

Your profitability and happiness go way up when all you have are good customers.

Special Offer from Inbound Team

Thank you for reviewing this information and for growing your business with inbound marketing. Our world certainly needs more capable small business owners like you.

I've been where you are and I know it's no fun not having enough qualified leads. Let me help you do something about it!

I'll provide you with a free Sales Boost Session. Together, we'll review your situation and identify

the best ways you can quickly boost your sales. It only takes 45 minutes. We'll cover all the methods described here and more.

This isn't a disguised sales call. It's a real consulting session. Of course, I hope to get to know you and we can do business later on. First, though, I need to add value by getting you going in the right direction.

Please take us up on our offer to help you grow your business.