



# **INTELLIGENT MARKETING**

**PROVEN STRATEGIES TO  
GROW YOUR BUSINESS.**

# Intelligent Marketing

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## Proven Strategies to Grow Your Business

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Greg Cawood and Eric Jacobson



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ISBN-13: 978-1986471411

ISBN-10: 1986471411

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# Introduction

John Wanamaker famously said, "Half the money I spend on advertising is wasted. The trouble is I don't know which half." But that was before the dawn of the digital age. The advent of the internet provides opportunities to measure the effectiveness of your marketing spend, and savvy companies can engage their prospective buyers in ways offline marketing can't manage.

The age of the internet has changed the way consumers purchase goods and services and has shifted control from the seller to the buyer. In this book we will outline the key factors every business needs to know to position themselves for success in today's marketing arena. We'll also present a solution to the marketing problems that most companies face.

This book will outline the depths of marketing challenges and will present enhanced strategies and tactics to overcome the diminishing results of using stand-alone search engine optimization. We expect this book to encourage you to begin the conversation about how your company can grow and gain a competitive advantage. Your competitors may have started to implement the strategies and tactics that are

outlined in this book, so without further delay, let's start the journey.

# Marketing Challenges

Do any of these concerns sound familiar?

- “Every web company tells me something different.”
- “I can’t measure the return on investment for my marketing spend.”
- “I don’t have visibility into who specifically is visiting my website.”
- “It takes my marketing team a lot of time and effort to market the company.”
- “We post a lot on social media but get no business.”
- “I need many software programs to do web marketing.”
- “I have many visitors to my website but few conversions.”
- “We spend money on AdWords/pay per click but it’s expensive, and when my budget runs out my website disappears from the search results.”
- “I redid my website, yet my website traffic is anemic.”
- “I’m unable to create sustainable growth.”
- “My sales team doesn’t generate enough leads.”
- “My competitors appear to be doing a better job of marketing their companies.”

The consequences of these types of concerns is that businesses either don't grow, or they produce unsustainable growth. To overcome these challenges, you must understand how marketing and consumer buying habits have changed. Once you understand how marketing has changed you can work toward a solution to the marketing problems you face in today's competitive landscape.

Logic dictates that if you continue to do the same thing, you can expect the same results. Therefore, if you continue to rely on old school/outdated marketing tactics you will receive the same results. Interruptive marketing, trade shows, direct mail, provider directories, cold calling, pop-up ads, and other tactics have grown less effective over time, and are generally more expensive than they were years ago. Consumers use technology to block ads, screen phone calls from people they don't know, and avoid other intrusive marketing. In addition, there is such a great volume of communication that it is difficult for businesses to cut through the noise to deliver their message.

In the next chapter we will explore how buying habits have changed and will describe the new landscape that companies face as they work acquire new customers. We



will review a new approach to marketing which realigns your sales process with the way your customers buy today.

# The Buyer's Journey

The average B2B website converts less than 1% of its visitors into people you can have conversations with about your products and services. Today's consumer has access to information from you and your competitors at the click of a button. Therefore, control of the sale has shifted from the seller and your sales team, to the buyer. In fact:

57% of a prospect's buying decision is complete before that prospect's first contact with a supplier.

(Hubspot, 2014)

The reason that websites only convert less than 1% of their audience to people you can have a conversation with, is because most websites only focus on the portion of the audience who is ready to decide on a vendor. It's like when you walk into a department store and immediately a clerk comes up and asks you how they can help. You just got in the store, you don't know what you want yet!

If your website only contains direct business offers, such as a contact us form and a phone number you can lose visitors

to your direct competitors. The result is a low conversion rate.

Approximately 96% of visitors that come to your website are not ready buy.

<https://blog.kissmetrics.com/what-converting-websites-do/>

The volume of traffic needed to reach sales targets with websites that convert at low numbers can be a challenge in competitive markets, especially if you only rely on search engine optimization to drive traffic to your website.

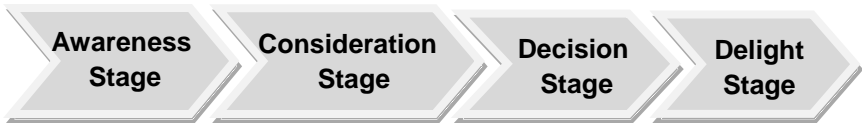
If you're in sales, you may be experiencing the effects of the change in buyer habits. It often takes greater effort to achieve even the same level of sales than it did in the past. And when you do speak to buyers they are typically armed with product and pricing information.

Almost everyone who makes a significant purchasing decision goes through a similar buying process. That process is called a buyer's journey. By understanding the buyer's journey and the information the consumer seeks in each stage you can craft content that resonates with that buyer. This allows you to engage with the buyer early in their

buying process and become their trusted advisor. When it's time for them to decide on a vendor, you already will have developed a strong relationship with them.

## Phases of the Buyer's Journey

In each phase of a buyer's journey, a prospect seeks answers to a variety of questions. They're also open to different types of communication to get those questions answered. The way you decide to communicate with them will be a major factor in whether they choose to do business with you.



In the **awareness stage** a buyer has the symptoms of a problem and they look to **identify** the problem. They are hungry for content that will help them name their problem. If you only present them with direct business offers, such as schedule a consultation or contact us you will miss the opportunity to engage with the buyer at this early stage of their buying process.

### TIP

Buyers seek vendor-neutral content in this stage. eBooks, white papers, editorial content, analyst reports, etc.

In the **Consideration stage** a buyer has identified their problem and is considering the variety of potential options available to solve that problem. In this stage they want to see content that will help them determine the various **solutions** available to them. They aren't ready to select a vendor to deliver the solution because they are still determining the best solution.

### TIP

The type of content that will help them in this stage are webcasts, expert guides, videos, podcasts, and solution white papers.

In the **decision stage** the buyer has selected the solution they feel will best solve their problem and they are **evaluating** which vendor is the best alternative for them to engage. Buyers typically prepare a short list of vendors from which to make a final decision. Only a small number of the visitors to your website are in this stage of their journey.

### **TIP**

Relevant content in this stage are case studies, product feature/benefit information, comparison, and product/service reviews.

In final stage of the buyer's journey, the **delight** stage, the buyer has become your customer. To grow your business, you want to reinforce with them that they made the right decision to select you and you want to make it easy for them to **refer** your business to their friends and associates.

### **TIP**

Focus on making it easy for delight stage customers to help promote your business by using video testimonials, written testimonials, referrals, emails, and surveys.

The secret to a successful marketing campaign is to deliver the **right content** to the buyer at the **right stage** of their journey. In the early stages of the buyer's journey you should provide no risk offers and low risk offers. When someone is in the decision stage then direct business offers are appropriate. (Contact form, schedule an appointment.)

So how do you craft content that will be relevant and

attractive to your buyers? We will explore this topic in the next chapter.



## Strategy Before Tactics

Most business owners can't understand why their website doesn't generate enough leads, so they seek help from a web marketing company to increase traffic. However, many web marketing companies only talk about specific tactics, such as search engine optimization, pay per click campaigns (AdWords), social media, and email campaigns. To implement one-off tactics without a solid strategy is problematic, and often doesn't produce the results business owners seek.

How does one know what content to create without first understanding what is important to the buyer at each phase of their buyer's journey? We have found that the most effective solution is to perform persona research before implementing web marketing tactics. These buyer personas help you to understand how to communicate with your prospective customers. With that understanding you can create content that is attractive to your buyers. The goal is to create remarkable content that speaks uniquely to your prospects and that provides value.

Developing personas involves interviewing existing customers, your internal team, and possibly reaching out to the community. Your goal is to understand the things that are important to buyers when they purchase products or services like yours, where they go to get information, and other buying habits. Many businesses will have more than one buyer persona for their products or services. For your initial marketing campaign, you want to focus on no more than three buyer personas and then expand the number later. If you try to address too many personas at once it will be difficult to maintain consistent content quality.

56% of U.S. email subscribers unsubscribe from a business or nonprofit email subscription because of content that is no longer relevant.

ChadwickMartinBailey

We find that by doing persona research we first can create content for our customers that, on average, converts between 12% and 21% (and higher). Most websites only convert at .5 to 2% on their direct business offers. We find that websites that adopt an Inbound marketing approach have direct business offer conversion rates as high as 3%.

# Website Conversion Rates and Calls to Action

Do you know the conversion rate of your website? Even a small increase in a conversion rate can pay big dividends when coupled with an effective web marketing strategy.

## Average Conversion Rates

Standard B2B Website	1%
Typical Marketing Automation Website	5%
Persona Based Landing Page	25%

## Traffic versus Conversion

Why is conversion so important? If you seek to double your number of customers from your online marketing efforts from one year to the next you can double the number of visitors to your website. That may be a daunting task, especially if your competitors have a solid web presence. However, if you can improve your website conversion rate, through lead nurturing and website enhancements, you can reach the same result while attracting less traffic to the site. As part of our marketing program, we work to convert our customer's

websites into aggressive marketing tools, which will both attract visitors, and then convert them into customers. We do this by creating areas on their websites in which visitors are incentivized to interact them. The incentives may take many forms; however, the goal is to capture a prospect's basic contact information including email address, so that further targeted marketing options are available.

### Example Funnel Analysis

	Current	Growth Option "A" (More Traffic)	Growth Option "B" (Higher Conversion & More Traffic)
Traffic Per Year	25,000	50,000	33,334
Conversion Rate	1%	1%	1.5%
Leads	250	500	500

One way to help improve the conversion rate of a page is to include a strong call to action. People don't read a website like a book; starting on the Home page, going to About Us, and ending up on the Contact Us page or in a shopping cart. It's important to guide people through the website with links on the pages to drive them to other pages on the site, or to take an action that you want them to take.

## **Examples of common calls to action are:**

- Read More
- Download the Guide
- Request an Appointment

Search engines like websites with internal links that drive visitors to other sections of a website. Internal links can help reduce the bounce rate. The bounce rate is the rate at which people leave the same page where they enter your website.

A high bounce rate can indicate several things.

- Non-targeted traffic is reaching your website. You may be optimized for generic keyword terms. We have a customer called Metal Edge. Searches for “metal edge” can be skiers or skaters or other metal products. In fact, our customer makes the metal edge used on aluminum foil boxes. It’s not helpful to get a lot of traffic to a website that is searching for a completely different product or service.
- People don’t like what they see when they land on the website. If a page is confusing or has poor graphics people will leave the website.
- Confusing navigation will cause people to leave a website.

- A poor mobile device view of the site will also cause people to abandon the website. Form fields on a cell phone should be large and easy to use.
- Content that doesn't resonate with the reader can cause them to leave the website.

## Landing Pages

Once you create remarkable content you will be able to attract prospects and begin to engage with them through the website or with social media. Content can be syndicated in social media to drive prospects back to your website.

To maintain the focus of the prospect on what you want them to do we recommend using landing pages. A landing page is a website page that may include a sample of some eBook pages, a thumbnail from a video, or other teasers for the premium content. The page includes a lead form, so you can capture visitor information. Will people provide their name and email address? They will if you have done persona research and then provide valuable content that resonates with their interests. For example, if your audience is engineers, then detailed guides or calculators are very attractive.

You will notice that the website navigation is removed from the page on the sample landing page that follows. If they click on the logo they can get back to the Home page.

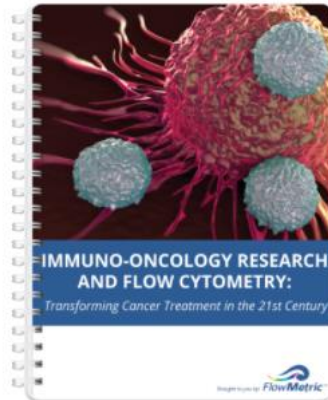
## Immuno-Oncology Research and Flow Cytometry:

*Transforming Cancer Treatment in the 21st Century*

Cancer treatment is undergoing a revolution. Decades of basic and clinical research have revealed how the immune system can be harnessed to destroy tumors specifically or prevent metastasis. Along the way, flow cytometry has been a powerful tool for determining the mechanism of action of certain therapeutic treatments, monitoring responses in clinical trials, and tracking the effectiveness of treatment in patients.

To learn more about how Flow Cytometry can be used in Immuno-Oncology Research, download our white paper.

Look inside ↴



Fill Out The Form To Download:

First Name\*

Last Name\*

Company Name\*

Email\*

Subscribe To Blog\*

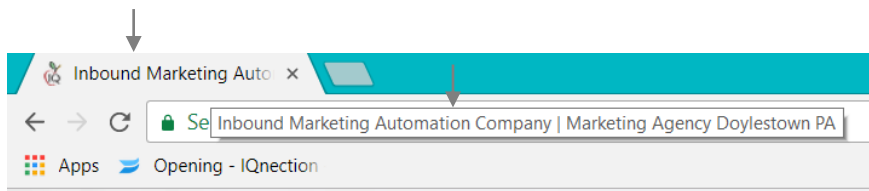
What are your interests\*

- Preclinical Development
- Translational Science
- Toxicology & Safety
- Clinical Development



## Basic SEO

Oftentimes when we speak with businesses who don't see results from their current marketing we can identify characteristics of their current website optimization that are lacking. For example, one of the first things that the search engines look for when they come to a website is the home page title tag. If you look at the tab just outside your website at the top left of the screen and mouse over your domain name, you will see the title tag.



The other way to see the contents of the title tag is to view the source code and search for the HTML code that has "Title:" at the beginning of the line.

Search engines read up to 70 characters (including punctuation.) We often see title tags that exceed 70 characters and that include the company name. This is prime real estate and you will always be found for your company name. So, use the space for your top 2-3 keyword phrases. Geographic qualifiers can be incorporated into the

description tag later, unless you are a one-town brick and mortar business.

For the description tag we recommend 140 characters in length.

[Inbound Marketing Automation Company | Marketing Agency ...](https://www.iqnection.com/)

<https://www.iqnection.com/> ▼

→ Looking for inbound **marketing** company? Contact IQnection **Web Design & Marketing** at (215) 345-5424. Our **Doylestown** agency offering sales content **marketing**, demand generation & lead nurturing.

“In 2017 Google accounted for over 79% of global desktop search.”

Net Market Share

“High quality content and link building are the (2) two most important signals used by Google to rank websites.”

Google senior strategist Andrey Lipattsev

# The Evolution of SEO

As the way search habits change, businesses must begin to think about how the questions their prospects ask can be represented on their website.

“By 2020, 50% of searches will be voice searches.”

comScore

Conversational search is impacting search results. As a result, the use of longtail keyword phrases are more frequent. “50% of search queries are for four words or longer.” Word Streak 2016, HubSpot Stats

Searches like, “Where is the best place to buy tires?” has replaced searches like, “Tire stores Doylestown.” Google has become savvy at deriving the intent of a search query.

“The average first page result contains 1890 words.”  
(Number of words on a page.)

Backlinko 2016

## **Conversational searches:**

Another trend in search is conversational search. “As technology becomes more intuitive, people are changing the way they interact with it. In search, we are seeing that people are beginning to use more conversational search queries, which allow them to ask more pointed, specific, and personally relevant questions about the products and services they’re interested in. This not only enables people to cut through the clutter, getting them answers quickly and efficiently, but it also gives them the confidence that they’re getting exactly what they need...Mobile searches for “do I need” have grown over 65%. For example, “how much do I need to retire,” “what size generator do I need,” and “how much paint do I need.” Mobile searches for “should I” have grown over 65%. For example, “what laptop should I buy,” “should I buy a house,” “what SPF should I use,” and “what should I have for dinner.” Mobile searches starting with “can I” have grown over 85%. For example, “can I use PayPal on amazon,” “can I buy stamps at Walmart,” and “can I buy a seat for my dog on an airplane.”

## Mobile-first Indexing

As more users visit websites on their mobile devices there is an increasing need for user-friendly websites that display well on these devices. Google, who has an interest in serving up websites that satisfy their search users, has taken notice of the mobile trend. While they haven't announced an official start of mobile-first indexing, it is coming very soon.

“Mobile-first indexing means that we'll use the mobile version of the content for indexing and ranking, to better help our – primarily mobile – users find what they're looking for. Webmasters will see significantly increased crawling ... will be from the mobile version of the pages.”

“... sites that make use of [responsive web design](#) and correctly implement [dynamic serving](#) (that include all of the desktop content and markup) generally don't have to do anything.”

Google has additional tips to help with the transition:

- Make sure the mobile version of the site also has the important, high-quality content. This includes text, images (with alt-attributes), and videos - in the usual crawlable and indexable formats.
- Structured data is important for indexing and search features that users love: it should be both on the mobile and desktop version of the site.
- Metadata should be present on both versions of the site. It provides hints about the content on a page for indexing and serving. For example, make sure that titles and meta descriptions are equivalent across both versions of all pages on the site.

<https://webmasters.googleblog.com/2017/12/getting-your-site-ready-for-mobile.html>

## Topic Clusters and Pillar Pages

As Google places greater emphasis on relevant content in a website, the use of pillar pages and topic clusters is growing.

“The key is to think of your content assets in terms of topics you want your business to compete in, rather than discrete keywords. The keywords can still play into your overall strategy, but topics are now the umbrella under which your keyword strategy operates.” “Pillar pages need to broadly cover the topic you’re focusing on so that it makes sense to tie to all of the cluster content linking to it. The cluster content you create or optimize should go into depth on just one area mentioned on the pillar page. For example: If you have a pillar page on search engine optimization, a cluster content page would detail how to optimize your site architecture for search engines.” <https://research.hubspot.com/topic-clusters-seo#LINK3>

### TIP

Rather than obsess about keywords, begin to think about topics that you want to dominate for your industry.

## Referrals and Word of Mouth

A referred prospect is 4 times more likely to close, and 65% of all B2B business is generated through referrals. However, most businesses have no formal referral process. Today social media is the new word of mouth/referral network. This is especially true for millennials (18-38).

Nearly half of all B2B researchers are millennials. Over the past two years, there's been a dramatic shift in the B2B researcher demographic. Back in 2012, there was an even mix across age groups. In 2014, however, 18 to 34-year-olds accounted for almost half of all researchers, an increase of 70%.

The Changing Face of B2B Marketing, Kelsey Snyder, Pashmeena Hilal  
Mar 2015.

Can you afford to miss out on that business? As older workers age out many companies need to look to millennials to fill jobs.

LinkedIn is the only major social media platform for which usage rates are higher among 30 to 49-year-olds than among 18 to 29-year-olds. (Pew Research Center, 2015)



In the past two years, content consumption on LinkedIn has increased 21%. (HubSpot, 2016)

Many businesses are lost when it comes to social media and they do it poorly. No one cares what you had for lunch (unless you're are a renowned chef or restaurant critic). The only one who cares about the most recent promotion or hire at your company is that person's mother. People want to read content that is about them and how they can identify and solve their problems. By performing persona research and developing strong content the supply of interesting and relevant social media content will be plentiful. And that content will be shared by readers, thereby improving your chances for positive word of mouth referrals.

B2B researchers do 12 searches on average prior to engaging on a specific brand's site.

Google, 2014

# Marketing Automation Platforms

I worked for a customer service director who said, “What’s measured gets done.” The less that businesses know about their key performance indicators, the less likely it is for them to meet their goals.

74% of companies that weren't exceeding revenue goals did not know their visitor, lead, MQL\*, or sales opportunities.

\*Marketing Qualified Leads

HubSpot, 2015 <https://www.hubspot.com/marketing-statistics>

Marketing automation platforms provide an automated method of delivering content to consumers and a means of capturing important business intelligence for business owners. Website visitors are no longer simply a number on a monthly traffic report. As people engage with your content you will know the name of the person, their company, information about the company, what content they read, how long they watched your video, etc. Marketing automation platforms allow your website to be a 24/7 sales person.

Another feature of marketing automation platforms is that they handle the work of many a la carte systems that one must cobble together to achieve even a portion of the same results. When a marketing automation platform is integrated with a shopping cart, or if sales are manually entered, the true ROI of a marketing investment is visible with closed loop reporting.

Marketing automation platforms allow you to segment visitors by their interests. That means you can customize the information they see rather than provide ineffective generic content.

The real value of marketing automation platforms is that they automate the process of nurturing your prospects through their buyer's journey; through the marketing funnel and into the sales funnel. Once you collect the name and email of the prospect the system stores that information and when a prospect revisits the website the system knows it doesn't need to ask for that information. This allows you to ask for new information in exchange for providing valuable content. Over time the automation system will create a profile of the

visitor, their company, and their interactions with your website. This information is valuable to you and your sales team.

Inbound marketing is an effective way to acquire and retain clients, and marketing automation platforms are a tool that helps to deliver marketing tactics as efficiently as possible.

Nurtured leads produce, on average, a 20% increase in sales opportunities versus non-nurtured leads.

Demand Gen Report, 2014

Marketing automation platforms are available via a subscription, typically with a minimum term. The three most common are HubSpot, Marketo, and Pardot. There are new players in the market, with varied features and costs.

## Sales Teams

Inbound marketing campaigns have significant benefits for sales teams. The persona research done during the strategy portion of a marketing campaign can help inform the sales team of strong prospect interests and concerns. The efforts of the Inbound marketing team help to fill the sales pipeline with more fully engaged prospects. The marketing automation software provides a growing amount of information about prospects and can notify a sales person when that prospect revisits the website or is likely to be receptive to receiving a phone call.

We recently met with a large medical device manufacturer and one of their salesmen used notebook paper to track leads and the second tracked leads with an Excel spreadsheet. It's 2018. It's time to stop using Post It Notes and Excel spreadsheets to manage your sales process!

Most marketing automation platforms either integrate with Salesforce or provide their own CRM tool within the

automation software. Often sales teams fail to use CRM systems because they must manually enter prospect information. Marketing automation systems can be integrated with CRM tools to auto-populate a lot of the prospect information for sales teams. The use of a formal sales tracking system can allow owners to project future revenue and identify problem areas in the sales process.

An effective CRM tool can inform the sales team of when a prospect is active and can generate business intelligence to help the sales team. Then they can initiate contact with a prospect with background information on their area of interests and with specific business information.

## Niche Products or Services

We often hear that a company has a “niche” or complex product or service and therefore they don’t believe that web marketing makes sense. Sometimes they feel that since their product isn’t available to order online that web marketing won’t drive sales. In fact, the opposite is true. Niche products and services often have a long sales process and require research to make a buying decision. Those elements of a niche product or service make that sale ideal for the lead nurturing process that Inbound marketing provides. Even people who get a recommendation from a friend or associate will research the recommended vendor or solution.

Here are some reasons why you may want to consider an Inbound marketing campaign if you have a niche product or service:

1. ROI – While the number of web searches may be small, the immediate and lifetime value of those visitors who become customers tends to be large for

specialized products or services. The downward pricing pressure that accompanies generic/commodity products or services isn't present for these visitors.

2. The goal of search engine optimization is to use keyword phrases with high volume, but low competition. It is less difficult to rank well in search results for less competitive terms, and niche products and services tend to be a good fit for low search competition. Inbound marketing focuses on creating content that matches what your client personas seek when they look for solutions to the problems they face. By optimizing your web content around those phrases, you can get top search result placement more quickly than with generic content.
3. Since your products or services are complex, when you do get traffic it tends to be of higher value than people who search for more widespread terms.
4. People who work in niche industries tend to stay educated in their field, so there is an opportunity to share your expertise and become a trusted vendor.



The lead nurturing aspects of Inbound marketing are well suited to that education process. And the premium content can be syndicated on the web in places where your prospects look for information. That means that people who don't already know you can find out about your business.

5. It's likely that few of your competitors are doing Inbound marketing. However, that is beginning to change. Last week we met with a company and a review of their competitors indicated that three out of five of their competitors were already doing Inbound marketing. It's more challenging to become king of the hill if there is already someone in your industry at the top. In niche markets you have an edge because many companies still believe that people aren't looking for their products online.
  
6. Content is king. Niche industries have a valid concern when it comes to content creation. Most web marketing companies can't generate credible content

for complex markets. And Inbound content must be valuable to be effective. We find that most companies already have white papers, PowerPoint presentations, staff training documents, etc. that can be used to create web content. Older articles can be repurposed and made fresh for re-use. Oftentimes our copywriter interviews engineers, scientists, etc. to write articles and other content. Finally, industry experts can be used to generate industry-specific content.

## Case Study – Flowmetric

FlowMetric specializes in cell cytometry and cell sorting services.

When FlowMetric came to us three years ago they were on a deadline. In just a few short weeks after meeting with IQnection they needed a website that really reflected the brave, cutting-edge work they were doing to further life-saving science. And they needed to make sure people knew about it. They used a marketing automation platform before they came to us, however they had difficulty applying the strategies of Inbound marketing on their own.

We started by meeting a tough deadline, ensuring that our client put the best foot forward at an important conference. From there we employed HubSpot to help us nurture visitors to the site through a marketing funnel. We focused our efforts on consistently promoting content specific to their target audience via blogging and social media channels. These efforts helped FlowMetric achieve a record number of over 100 written proposals for the year.

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*"I wanted to bring clients to the website, nurture them, and be able to have them receive content that was fitting of flow cytometry and our services... With IQnection we have an entire process that occurs before the actual meeting of the sales person with the client... They are really helping me to increase business and visibility through our collaboration. It's like having a direct employee, but I really get a team!"*

Rachel Bunting

[www.flowmetric.com](http://www.flowmetric.com)

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# What is Your Unique Selling Proposition?

What makes your business unique from your competitors? When we ask that question we invariably hear “customer service.” What does that mean?

- Do you answer the phone within three rings?
- Do you turn around quotes within 24 hours?

You need to define your terms. What is it that you do in a way that isn't just better than your competitors, but what do you do that is different? If you don't know what makes you different you need to take some time to determine it. Gather your team and brainstorm ideas. Often, they will be able to identify at least a few things you may not have thought of that the company does well. You won't be the only business trying to stand out, so you need to express something that is different. Each company has its own history and experience that colors the way it describes how it serves its customers.

Videos can be a compelling method of telling your story in a way that makes you stand apart from your competitors. Video has many benefits for marketing your business and for improving the credibility of your website in the eyes of the search engines. When people watch videos, it increases the

time they spend on your website (dwell time). In addition, 4 times as many customers would rather watch a video about a product than read about it. Almost 50% of internet users look for videos related to a product or service before visiting a store. ([www.hubspot.com/marketing-statistics](http://www.hubspot.com/marketing-statistics).)

How long should a video be? Ideally a video is no longer than 3 minutes. A complex engineering process video or a “how to” video can be longer; however corporate overview videos and testimonial videos should be concise. You may want to avoid interview style videos where the person interviewing you is on camera; especially if they are holding a microphone. Your corporate video should be about the company and how you solve problems for your customers.

## Do I Really Need a Blog?

Whenever we recommend that a company add an integrated blog on their website they groan and show their lack of excitement. A blog means that someone will need to create content and most companies don't think they have anything valuable to say, or the time to prepare blogs. There are many reasons why having a blog is important:

- Search engines rank blog content higher in the search results faster than your regular website pages. Search engines recognize that blog content is like news and should get higher priority.
- Adding two blog posts per month will add 24 new pages to your website a year, and search engines like large websites. Without a blog the size of your website will remain static over time.
- Blogs become a central repository of valuable resources for current customers and prospects. A blog typically has categories of topics and a search feature to find content. It's kind of like the card catalog at a brick and mortar library (but easier to use.)
- Teaser copy from blog articles can be put in social

media and in newsletters with a “read more” link that returns to the website for readers to see the rest of the article.

- People can subscribe to monthly blog posts and stay current with relevant content that you provide. This also helps build the Delight stage of the buyer’s journey.
- Blog articles position you as thought leaders in your industry.

We often find that companies already have great content that can be turned into blog posts. They just haven’t thought of certain content as the basis for an article. Blog posts can be more than just text. We often use videos as part of a blog article.



# Let's Get Engaged

(TEXT, CHAT, MESSAGING)

According to Ubisend, a technology company, “51 percent of consumers say a business needs to be available 24/7.” The level of client engagement that is needed today has increased dramatically.

Text, chat, and messaging are tools that can help you to engage our prospects and customers in the manner and at the time when they want to be communicated. For example, One of our staff members initiated and completed a new car purchase almost entirely via texting with the dealership. He also scheduled a carpet installation with a contractor via text.

The role of online chat, texting, and messaging apps has grown in the past few years. While we were initially skeptical of the value of these tools, the percentage of users of these applications has grown dramatically.

In 2017 about 3 out of 10 adults used messaging apps

(Pew Research Center.)

By 2018, chat app users will represent 80% of smartphone users.

(eMarketer, 2015)

Chat software is typically around \$50/month for the subscription and is easy to add to a website. Most companies worry about having someone available to answer chat sessions and that is a valid concern. However, most chat software will either remove the chat button on the website if no one is available to answer a request, or they will default to an email style session where an email will be left by the prospect and if they provide contact information you can follow-up with them.

In the future, chat bots will help to automate the chat function. A chat bot is automated software incorporated into chat platforms. People tend to ask similar questions, and this is where chat bots will continue to develop to help automate the chat process.

According to Zendesk, 92% of live chat users rate their experience as good (versus poor.) Ratings for other interactions with companies tend to be significantly lower. Over half of the chats that take place occur between 10AM and 3PM.

# Geofencing - The Future is Here

We have a customer who will travel to Europe to attend a trade show. In an effort to drive foot traffic to their booth at the show we came up with a strategy that could only have been implemented with the advent of the mobile phone use.

Geofencing means setting up geographic zones so that when a user of a mobile device enters that zone, they trigger notification to the geofencing software so that it can send the user a message. These messages can be customized to serve a marketing purpose. As a result, digital marketing can begin before an event, during an event (via geofencing) and after an event.

There are two types of geofences:

“Geofence virtual barriers can be active or passive.

Active geofences require an end user to opt-in to location services and a mobile app to be open.

Passive geofences are always on; they rely on Wi-Fi and cellular data instead of GPS or RFID and work in the background.”

<https://whatis.techtarget.com/definition/geofencing>

## Build Equity in Your Website Property

The efforts made to create content, and to make your website a customer acquisition and client engagement tool, are like the improvements a homeowner makes to their house. They improve the equity that homeowner has in their property, building value over time. Your website is a piece of property for your business.

Organic search engine placement and Inbound marketing requires an investment style philosophy. If you need traffic or business quickly you may be best served with pay-per-click tactics, at least in the short-term. In most cases it is prudent to begin to wean yourself off expensive paid campaigns as those costs continue to rise over time. If you're willing to invest in a marketing strategy that will, over time, become the least costly form of marketing, then Inbound marketing is a good approach. Who is a good fit for Inbound marketing? Business who meet the following criteria may be a good fit:

- Annual revenue of at least \$5 million per year, or a company selling a high profit margin product who can afford to invest in marketing.
- An average product or service cost of at least \$500.
- A product or service that isn't an impulse buy.

- A willingness to change to achieve desired growth.
- A marketing team of 1-3 is ideal.
- Business revenue goals of 10%-15% growth over the next 18 months.

In 2018 the average company will allocate 41% of their marketing budget to online marketing.

Web Strategies, Inc.

Now that you understand how buyer behavior has changed and have a glimpse of how Inbound marketing can help address the marketing challenges that companies face today, you may be ready to take the next step. We provide an initial phone consultation with companies who truly seek a solution to their growth challenges. There is no cost for the exploratory call and at the end of the call we will both have an idea whether it makes sense to continue the dialog. Some of the topics we will explore during the call are:

## **Goals**

- What initiatives do you have for this quarter? For the year?

- Do you have revenue goals for this upcoming year?  
Three years from now?
- What other company goals are important?
- What personal goals correspond to the company goals?

## **Plans**

- What specific initiatives do you plan to achieve this year? How do you plan to get there?
- What are you trying to achieve with the company website?
- What worked and what didn't work with your sales and marketing last year? What are you going to do differently this year?
- What marketing activities are you doing in now or have done in the past?
- How do you generate your best leads now?
- How many leads do you generate each month?  
How do you feel about that number?
- What is the quality of the leads you receive?
- How many leads do you need to get to reach your sales goals?
  - What is the cost per lead?
  - What is the conversion rate for your website?

- How can you reduce the cost per lead?
- How do you measure what's working in your marketing activities?

## **Budget**

- What is a reasonable budget to achieve the growth you seek? Typical Inbound marketing campaign budgets can range from \$3,500/mo. to over \$10K/mo. There are many factors that can impact the cost, however it's important to adequately fund a campaign.

Don't worry if you don't have immediate answers to these questions. It's common for businesses to start thinking about many of these questions as part of our exploratory call. If needed, we can work through the questions together on the call. Our passion is to come along side of our customers to partner with them for success. We look forward to our discussion about how we can help you grow your business.



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**Please visit [www.IQnection.com](http://www.IQnection.com) or call  
215-345-5424 to schedule a 30-45-minute  
exploratory call.**

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## Testimonial

*"IQnection is the best Website/Marketing company in the area. Their expertise and professionalism shine through in everything they do. They are a company that understands the manufacturing sector and they have the know-how to take your web presence to the next level. They are a one-stop-shop for all your website/marketing needs and they are also wonderful people you will love working with."*

Ryan Murray – General Manager  
A&E Manufacturing Company Incorporated

## Afterword

The internet changes at a rapid pace, and to stay current with the latest trends and tactics can be frustrating. Most buyers have embraced the internet and it is in your best interest to investigate the new ways that buyers explore their purchasing options. You don't want to end up like some businesses who failed to adapt to change. Eastman Kodak's research department invented a digital camera in the 1970's but didn't pursue it. Perhaps they didn't want to impact their profitable film business. Borders bookstores was slow to adapt to changes in book sales and online book purchases. Their competitor, Barnes & Noble changed as buyer habits morphed and was able to survive.

As trends change, and buyer habits change, companies must adapt. The world of the internet changes almost daily, and unless you have a large staff of full-time web marketing analysts and tacticians you can fall behind your competitors who outsource their web marketing.

Techniques that worked even a few years ago may not be relevant or permitted by search engines today. Inbound marketing provides web strategies that match the new consumer buying paradigm.

# Selecting a Web Marketing Agency

Here are some questions to consider when you select an Inbound Marketing Agency.

## **Is the agency focused on your challenges and goals?**

Many agencies will tell you about all the bells and whistles they can provide. But, they should spend more time listening and learning about your business, its strengths and its goals. You want a marketing partner, someone who understands and cares about your business as much as you do.

## **Do they provide a defined schedule and set of deliverables?**

A good marketing partner will tell you upfront what their process is and what they will deliver.

## **Does the digital Inbound marketing agency demonstrate strategic competence?**

A strong Inbound agency will be able to help you develop a

strategy to meet your business goals.

### **Can the agency deliver on all the components of an Inbound plan?**

A successful Inbound marketing program has many moving parts. Ask them to show you examples of the work they have done. This should include SEO tactics, website design, website development, content development, landing pages, email marketing, video production and social media marketing.

### **Are they committed to measuring the effectiveness of their campaigns?**

This is where the rubber meets the road. You want to work with a digital marketing agency that obsesses over the results of the program and how to improve the metrics including visits and conversions.

### **Do they have technical expertise?**

You want to work with an agency that has in-house technical personnel who can resolve issues quickly without farming these tasks to an external vendor.

## **Will you have an Inbound support team assigned to your account?**

When you work with a support team rather than a solo account manager, you get the added advantage of varying expertise and viewpoints. While you may have a primary point-of-contact, your program should also be supported by varied specialists within the organization who provide a team approach to solving problems and developing a strategy.

## **Can they also provide design services?**

Working with an Inbound agency with an excellent on-site design and development team is key to the success of your Inbound marketing program. The design team in an Inbound agency should be focused on developing messaging and visual presentations that support your brand and your business goals. Above all, they will be focused on developing material that engages visitors and converts them into customers.

## **Are they skilled at crafting content that generates leads?**

You want to work with an inquisitive group of people, who are eager to learn about your business and write about it. Good writing is lost if it never gets read so you need an agency that is skilled at distributing your content.

## **Are they a good cultural fit for your business?**

When selecting an agency, you want to be sure they will fit in with your organization and your staff. They should understand your business goals, aspirations, and interests.

Source – IQnection

# About IQnection

[www.IQnection.com](http://www.IQnection.com)



IQnection was started in 2000 by entrepreneurs Greg Cawood and Bob Campbell, businessmen committed to developing and maintaining innovative, intelligent ways for our clients to grow their businesses online. For more than 16 years, our company has remained at the forefront of digital marketing, and web development. We've provided designs and technical solutions that set our clients apart from their competition. We've launched more than 1,500 websites and been honored as one of the Philadelphia area's top 100 fastest growing companies.

Whether it's a manufacturer who's been in business for decades or new start-up, a non-profit organization or a for-profit company, each of our projects benefit from our understanding of the full life-cycle of online communication and sales. IQnection is your intelligent connection between your business and your customers, linking where your company is and where you want it to be. Through intuitive, custom designs, cutting-edge programming, and intelligent marketing, our solutions create unique websites that convert visitors into customers.



## Request a Speaker

Would you like to have one of our growth specialists speak for your business or organization? We can present a complimentary presentation that covers many of the concepts in this book. To schedule a date please call 215-345-5424 or visit [www.IQnection.com/speakers](http://www.IQnection.com/speakers)



Greg Cawood - With roots in website development, graphic design and marketing, Greg's passion is helping business owners understand how to use the web to fuel growth. Co-founder of IQnection in 2000, Greg has grown IQnection into an agency of more than 20 talented creatives, programmers and content marketers. An early proponent of Inbound Marketing, Greg is committed to results-oriented campaigns, based on performance goals with buy-in from all stake-holders.



Eric Jacobson is a Business Growth Specialist at IQnection. His prior work includes positions in direct mail for companies such as Transcontinental Direct, D.A. Lewis Associates, and for Prudential's AARP division. He held positions such as fulfillment Customer Service Manager. He serves on a local nonprofit board of directors.