

Crack The Code To Inbound Marketing

The Secret To Generating Real Results

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Why Did We Write This?

If you are a business owner, CEO, president, COO or marketing executive, then you know lead generation is the lifeblood of your business.

But did you know that the CMOs and other top marketing professionals have the highest turnover rate for executives across all companies and in every industry?

It's true. The [average tenure for a top-level marketing executive](#) is just 45 months (less than four years), lagging CIOs (five years) and CEOs (seven years).

***That's because when the leads don't come in,
the head of marketing takes the blame.***

Of course, if you are the CEO, you have equal responsibility to grow your company and the same pressure applies. Generate new leads for the business, or face stagnant or declining business performance.

A system that regularly and predictably generates leads for your business has been the holy grail of marketing since the beginning of time. Now the tools, techniques and processes are available to deliver a scalable, repeatable marketing machine that generates all the leads you need for your business.

As one of the first inbound marketing firms, we have been applying, practicing, testing and evaluating those tools, techniques and processes for almost two decades. We know how to deploy them, manage them, track them, combine them and adjust them in a way that gets our clients results day after day, week after week and month after month.

Today, we share those secrets with you.

Why Does This New Kind Of Marketing Work So Well?

Buyer behavior has changed forever. That means the time has come for companies everywhere to either get on board or get out of the way because there's no going back to the old way of doing business.

To truly understand this new shift in buyer behavior, you need to take a look at how and why it came about.

In the beginning, before the invention of mass media, buyers everywhere relied on salespeople and word of mouth to inform their purchase decisions. Then mass media came along and advertising was created to take advantage of the reach associated with mass media. All of a sudden, you could reach millions of people with a single advertisement. This helped spread sales and marketing messages far and wide.

Reach and frequency was the name of the game. Tell as many people as possible as many times as possible about your product or service. Hopefully, when they needed it, they would remember your message and choose to purchase from you.

In the early days of the internet, marketing professionals adopted and adapted advertising's interruptive best practices and broadcast-style approach. That was a mistake based on an old, outdated way of thinking. The fact of the matter was, just like with every other mass media invention (print, radio, television) that preceded it, the internet permanently changed the way people interact and exchange information.



Today's buyers have access to more information from more sources than ever before.

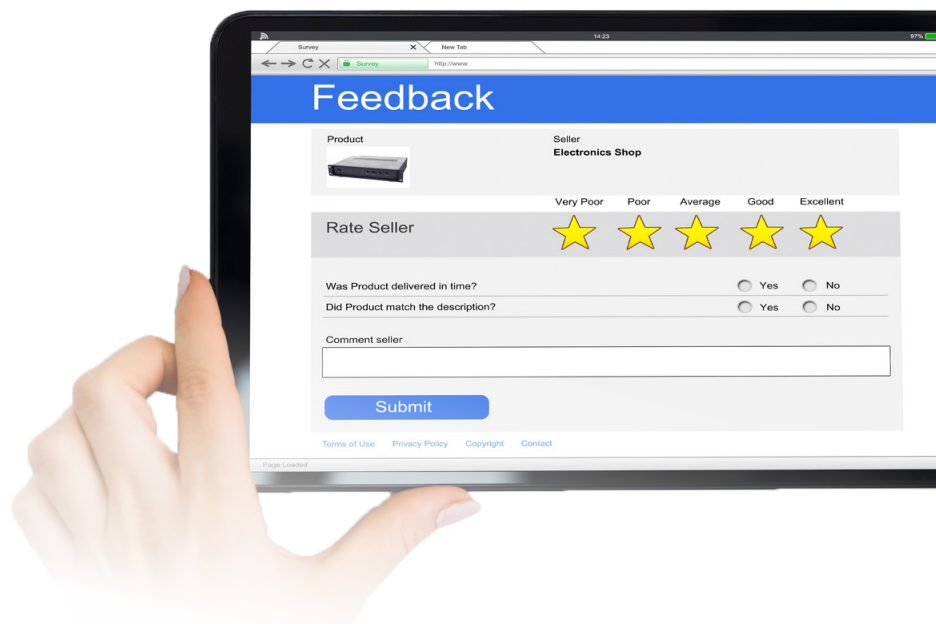
They ask questions, get answers, read reviews, do comparisons and start conversations with people they've never met; all on the web, all on their own terms and all on their own time schedule.

Look at the buying patterns of your own prospects and clients. Chances are, they are researching the purchase of your services or merchandise via the internet long before they ever step into your store or give you a call. Today's buyers are looking for informative educational content followed up by a consultative, guided sales process.

As a result, the traditional outbound advertising and marketing techniques that worked so well over the past century just don't perform like they used to. Faced with that reality, businesses have two options: throw increasingly large sums of money at the problem or find an alternative approach.

Inbound marketing techniques are perfectly aligned with this new buyer behavior, and they do a much better job delivering a remarkable purchase experience that helps to differentiate and ingratiate prospects with your business.

Let's take a look at some of those techniques.



How To Use Inbound Marketing To Generate Leads For Your Business

Now that we have all the background and challenges out of the way, let's get down to discussing how you generate more leads for your business.

Your Marketing Plan – Strategy Before Tactics

One of the key mistakes made by most CEOs or marketing executives is hiring a firm or firms that specialize in a specific tactic (website design, search engine optimization, PR or social media) without having a well-thought-out overall marketing strategy and plan for the firm. Even if you hire an inbound marketing firm, starting tactics without a solid plan in place is a recipe for disappointing results.

Before you jump in and start working on the marketing tactics for your company, you **MUST** create an overall marketing strategy and marketing plan that addresses some key areas.

Lesson #1

Executing inbound marketing tactics without a solid marketing strategy and plan is one of the main reasons inbound marketing programs fail to deliver significant improvements in lead generation.

BUYER PERSONAS

Who do you want to attract with your marketing? Who do you want to repel? You might want to **ONLY** work with large corporations and you might **NOT** want to work with individuals. This business strategy has to be reflected in your marketing. Creating target personas (detailed bios) for the people you want to attract to your firm is critical.

YOUR STORY

What do you need to say to those people to get them interested in your firm?

Knowing how to connect and engage with your target personas is critical. If you skip this step, you run the risk of spending money on marketing that never attracts a single prospective client for your firm. You need to create messages that emotionally connect with your target clients.

DIFFERENTIATION

What do you do that's different from all the other companies in your market? What makes you stand out? What makes you remarkable? Yes, it's safe to look like the rest of your competition, but if you want to attract new leads for your business you have to look, sound and act differently than your competition.

TACTIC MAPPING

What tactics do you need to implement to get to your goals? You need to have a broad overview of everything you need to do and when you need to do it so that you meet your new business acquisition goals. You need to have editorial calendars, schedules and detailed plans for each of the multiple tactics in an inbound marketing program.

BUDGET

How much investment is required? A marketing plan highlights a budget for the year and directly correlates that budget to expected results. Without this, you are just flying blind.

A little more on personas –

One of the most important parts of your marketing strategy and plan is the creation of target market personas. Why? If you don't intimately know who you are marketing to, you will never achieve your lead goals.

Personas are more than just demographics. They include as much intelligence on your target market as possible. For instance, what blogs do they read? What email newsletters do they subscribe to? What trade associations or industry magazines do they read? What conferences or trade shows do



they attend? What LinkedIn groups are they members of? Who do they follow on Twitter?

Knowing these details about your prospects influences almost all of the marketing tactics included in your inbound marketing plan. It impacts the creation of your website, social media sites, blogging, email marketing and content creation effort. The more detailed your personas, the better your results.

A little more on goal setting –

What gets measured, gets done. Marketing has historically suffered from ambiguous goals, like getting your name out there or building your brand. Today, marketing has only one goal: generate leads for your business. But how many leads and in what time frame?

Your marketing must be aligned with your business goals. Start with your high-level goals. What are your revenue objectives for the year?

If you need to add \$1 million in incremental revenue to the top line and each new client is worth \$10,000, then you need 100 new customers to hit your goals.

If you have a 20% close rate on all sales opportunities, now you need 500 sales opportunities. If only 50% of the leads are actual sales opportunities, then you need 1,000 leads over the course of the year. If you don't know these KPIs (Key Performance Indicators) for your business, then getting to know them should be your first priority.

Once you know how many leads you need, now you figure out how much website traffic is required to generate 1,000 leads. This is where inbound marketing shines. Each inbound marketing tactic in your strategic marketing plan contributes to website traffic and overall lead generation.

I hope you see how important marketing strategy is to the performance of an inbound marketing program. Without it, you are virtually driving your car blindfolded.

Lesson #2

If you're not keeping score, you're just practicing. Establish the number of leads your business needs to meet its new revenue objectives and then track performance against those lead goals daily, weekly and monthly.

Your Website – Give Visitors A Remarkable Experience

Google reports that nine out of 10 people visit your website before they reach out to your company in ANY way. Microsoft Research reports that people spend 10 seconds on a website before they hit the back button. This means that your company is already getting prospects to visit your website but, in most cases, those prospects are leaving quickly to check out your competitor's site.

The good news is that an intelligently designed and architected website provides many more opportunities to grab someone's attention and turn them from an anonymous visitor into a lead.

The key is to create a website experience that delivers powerful messaging to the visitor, enticing them to stick around and get to know your company better. They have to feel as if you want to educate them. The more your website helps, the more leads you will get from your firm's website.

Today, more than half of people report viewing websites on their smartphone or tablet. This means your site has to be responsive (work on all devices seamlessly). Your site should adjust based on the device a visitor is using. The experience shouldn't be degraded at all and, most importantly, the educational content should be deliverable regardless of device.

This is a major issue with most sites over 12 months old. More and more people will be visiting your site from a device other than a laptop. Make sure your site works right every time.

Lesson #3

Your website has to tell a story about how your prospects are going to see real value by working with you and you have to do it in 10 seconds.

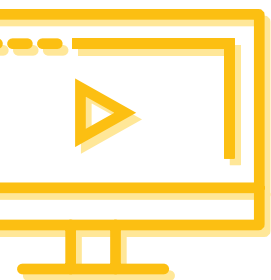
Your website is going to need a little planning, too. What are the keywords you want your website ranked for? What keywords are your targeted prospects searching for online? You have to know the answers to those questions before you start redoing your website.

You should consider dedicated pages on your site that highlight keywords. You need to plan for landing pages and conversion pages that make it easy for visitors to download educational content (more on that later), and you need to make sure that you have the proper tags, descriptions and URL naming conventions to ensure your site ranks on all the major search engines.

Most businesses make a major mistake when launching a website. They talk all about themselves and spend very little time helping the prospects and new visitors see exactly what you are going to do for them.

Make sure your site passes the red/blue test. Go through your site and circle in red all the times the site mentions your company name or words like “we,” “us” and “our.” Then go through and circle in blue all the times your site mentions clients or uses the words “you” or “your.” You should have 80% blue and 20% red. This simple exercise ensures your site is about your prospects and not about you.

Next, make sure that your site has messages that connect emotionally with your visitors. People make purchase decisions emotionally and then rationalize their decisions. If your site doesn’t connect with them in the first 10 seconds, you have a good chance of missing out on opportunities to deliver leads for your business.



Remember, as human beings we don’t remember features and benefits, but stories and experiences are memorable and shareable all across our individual networks and our social networks. Your website has to tell a story and deliver a remarkable experience if you want to use it to generate a significant stream of leads for your business.

Your Content – Educate And They Will Come

If you skipped all the other sections, this is the section you MUST READ. One of the major differences between traditional advertising and inbound marketing is its perspective on educating your prospects. The key to inbound marketing programs that generate leads for businesses like yours is the amount of educational content created by your company. The more content you create and add to your site, the more leads you generate for your business.

Typically businesses like to talk about themselves – our people, our building, our experience, our products, our credentials or our memberships. Like it or not, your prospective clients don't care about that. They care about how *you* are going to help *them*.

Think about your own buying behavior. Do you care how long the car dealer has been around or how many years your sales rep has worked there? No, you just care about getting a fair deal on the car you want. You want to make a safe purchase decision. People hiring you or your company feel the same way.

Educational content delivered on your website or as part of your business development process achieves the same goal. It helps your prospective clients feel like you want to help them, educate them and make them smarter. This experience goes a long way toward differentiating your company from other competitive businesses that don't take this approach.

Let's face it: Most people like to talk about themselves. But those who advise, guide and counsel are the ones that typically get the most referrals. It works the same way here. The more you help, the more leads you are going to get from inbound marketing.

Lesson #4

The more creative and educational content you create and add to your website, the more leads you generate for your business.

Typically, this educational content takes a variety of formats. E-books like this one, whitepapers, tip guides, research studies, surveys, webinars, live workshops, podcasts, how-to videos and infographics are all excellent examples of educational content that, when used properly, turns visitors into leads and moves prospects along the sales process without having to use the “hard sell.”

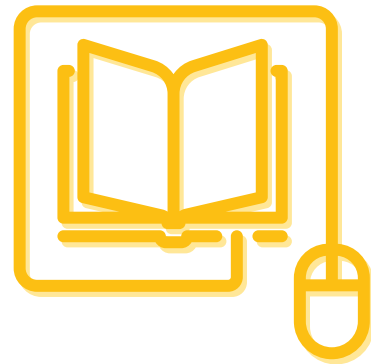
All educational material is not created equally. Some of your visitors are ready to hire you today – most are just starting to look around. Others might be in the middle of their process and are comparing your company to your three top competitors. The key is to have educational offers for everyone regardless of where they are in their personal decision-making process.

Make sure you have offers and content for each stage of your prospect’s buyer journey. This trio includes offers and content for early buyer journey, middle buyer journey and late buyer journey prospects.

EARLY BUYER JOURNEY OFFERS

People who are just starting their research are naturally suspicious. They don’t want to sign up for anything, nor do they want to give away any personal information until they start to trust you. But if they have a genuine interest and your content is appealing, they will engage.

This educational content is typically a free report, whitepaper, tip guide, e-book or video that provides the visitor with information that helps them make an educated purchase decision or learn something new. In exchange for this information, they simply need to provide an email address. You could ask for additional information, but only the email address should be mandatory.



MIDDLE BUYER JOURNEY OFFERS

If your audience is satisfied with and consuming your educational content, many times they come back for additional content. If they are a bit more trusting or further along in their buyer journey, middle buyer journey offers provide them access to additional and more in-depth information.

This offer requires a bit more engagement on the part of your audience. Those who engage at this stage are ready to provide you more personal

information and can signal their move toward being ready to make a purchase. While you are going to ask more from them, you are going to provide them more in return.

This type of content typically includes free webinars/seminars, free assessments or reviews. Free trials or samples are also strong offers. Obviously, visitors need to provide additional contact information if they want to participate in or access these offers.

This is typically their name, company name, website and even perhaps physical address and phone number. After all, if you are inviting them to an event and they are planning on attending, you might need to give them a call to confirm.

LATE BUYER JOURNEY OFFERS

Whether or not they have taken advantage of your other offers, there will be visitors who have already decided that they want to start a more active sales conversation with your company.

Late buyer journey offers are used to generate sales-qualified leads (SQLs) and trigger action by sales. These offers give your prospects the opportunity to jump right to this step or to initiate this step when they are comfortable with your company, products or services.

These offers typically look like “Contact Us Today” Or “Schedule A Call.” Of course, there are a number of ways to make these offers more creative and enticing.

For instance, we provide prospects with a 30-Minute Website Review And Website Grader Report. Giving your prospect something of value is important to convert more visitors into leads.

As we mentioned in the first part of this e-book, the buyer is in control. This approach to educational content gives potential buyers all the information they need to get comfortable with your company on their own terms. This makes them feel safer and more likely to do business with you.



Let's Get Together

**Book Your Free Marketing
Assessment – No Strings Attached**

[Schedule My Assessment](#)

Your Social Media – Give Them Something To Talk About

If you think your prospects and customers aren't on social media, think again. If you believe that your prospects aren't searching for businesses just like yours on social media, think again. If you still feel strongly that prospective customers aren't talking about your business on social media, think again.

With 2 billion people on Facebook and 650 million people on LinkedIn, you can be sure that your prospective clients are on social media looking for firms just like yours right now.

Social media has never been more important to businesses like yours than it is today. In the past 12 months, clients have seen social media catch up to organic search as a major source for new visitors to their websites.

The key is not to create another profile page but to create social sites that continue your inbound marketing approach by leveraging educational content. Social media is where people come to converse. Your company has the expertise to facilitate those conversations, to start those conversations and to feed those conversations with content.

The more active you can be in those conversations, the more new visitors you will send to your website, the more your website will be found on search engines, the more leads you will generate for your business and the more new client opportunities will present themselves to your firm.

It all fits together, perhaps even more perfectly than you think.

Lesson #5

If your content is remarkable, people will share it. When you have people talking about your content, you have more visitors to your website and more leads for your business.

When you blog, you need to share that blog on social media. Besides publishing that blog content to your corporate social media sites on Facebook, LinkedIn and Twitter, you also need to make sure that all your people are sharing that content with every single one of their business contacts on LinkedIn.

In addition to all of that personal sharing, you should be pushing that blog content into the LinkedIn groups where your prospects are members. These groups may have hundreds of thousands of members all looking for educational content to be shared.

This isn't always easy. Some of those groups are moderated, and moderators typically have to publish that content. Most moderators do a decent job keeping up with it, but others are actually absentee moderators. The best way around moderators is to be an active contributor to these groups. If you are a top contributor, you can be sure your content will be distributed to all the members in a timely fashion.

Finally, instead of just using a static corporate profile, make sure you reuse your offers from your website. This entices visitors to your social media pages to click back to your website to download the educational materials. Now your social media pages are actively driving traffic to your site and turning that traffic into leads.



These four small changes to the way you market your business could result in an increase in social media traffic to your website and an increase in leads over the next few days – not months.

Your Publication – Placing Content Drives New Prospects

Publishing is a concept that is familiar to everyone. Newspapers, magazines, TV stations and even websites publish stories in one form or another. I bet you didn't know that, as a business, you have to be a publisher also.

Why? Because your prospects are out there, and with the traditional media infrastructure fading fast, you have to be smart enough to get your educational content in front of your target prospects.

A great way to do that is by guest blogging. Popular blog sites have thousands of readers and even more people who have subscribed to the blog. By offering your opinion and sharing helpful tips and advice on a popular blog, you drive brand new prospects to your website. If they like what they see on your website and they get a remarkable experience (remember this from earlier in the e-book), they turn into leads.

Another way to publish your content is to extend your existing relationship with trade publications, trade associations and industry groups. Every industry has associations and groups like this. While their magazines might be getting thinner and thinner, their online properties are growing fast. They are looking for smart, educational and creative content to share with their readers, members and visitors. If your company can provide that content, they are usually happy to give you access to their website. Now these perfectly targeted prospects see your content, click through, land on your website and turn into leads.

When you think about it, it's not much different than what you used to do. Instead of buying space and placing advertisements, now you offer educational content with links back to your website. It should cost a lot less and drive a lot more

Lesson #6

Don't duplicate content. While it seems like you would be able to reuse a blog post from your site on an industry site, if Google finds out (and they will), it's going to be a long time before you see the top of any search rankings.

business for your company than traditional outbound marketing. Better yet, it's perfectly aligned with exactly how your prospects want to buy, bringing your company that much closer to getting the deal.

Your Leads – They Need Proper Care And Feeding

Just because someone visits your website and downloads one of your e-books doesn't mean they are ready to chat with you about hiring your company or buying your products – at least not yet.

Actually, no one is really ready to have a personal conversation with anyone until the pain associated with their issue becomes acute.

As marketers, you never know when that pain is going to be acute, so you have to continually nurture your leads with even more educational content. The real purpose for this nurturing is to help them feel progressively more comfortable with your firm. The more you help them with links, educational materials, videos, blogs and other relevant content, the more likely they are to hire your company.

This nurturing process can be automated, and it's recommended that this not only be automated but planned out and personalized based on the lead's target persona and profile. This ensures that everyone has the same remarkable experience regardless of who they are and where they are in their own internal buying process.

Regular email marketing campaigns are excellent examples of lead nurturing. Every month you publish an educational article along with a few other items you want your prospects and clients to know about. Now everyone gets reminded of what you do, how you do it and why they should feel good about working with you.

Lesson #7

Since your prospects will never buy until their pain becomes acute, nurturing keeps your company in front of them, so when their pain does become acute, they pick you.

Another great way to nurture your leads is with automated personal emails. These Outlook-style emails come from you or someone at your company. They are personalized and include links to additional educational content. That content could be specific blog posts, additional whitepapers, upcoming webinars or special e-books available just for them.

These automated emails are scheduled up front to send at predefined intervals (for example, three days, six days and nine days) after a significant event or interaction with your company. Of course, the timing can be adjusted at any time and customized for any situation.

Along with these emails we also get intelligence on the performance of these campaigns. Who is opening them? When did they open them? Did they click through to any of the materials? This information is critical to helping you adjust the performance of the campaign and move these leads toward becoming new customers as quickly and as efficiently as possible.



Your Automation – Software Makes It Easier

You don't need software to implement an inbound marketing program for your company, but it sure does make it easier. It's going to help you in three very specific areas: education, analytics and automation.

For most of you, this is going to be your first inbound marketing program. Some guidance and education is necessary when you do something for the first time. Software provides that guidance. For example, you might forget to include one of your keywords in the title of your blog post. You want a software tool that reminds you. You might forget to tag a new landing page, but if your software recommends keywords, that makes your job easier.

There is a community of inbound marketers, and if your software connects you to that community, you benefit from their experience, knowledge and learning. Now you become a better, more effective inbound marketer too.

There are a lot of marketing analytics tools. Google Analytics is a free tool available to everyone, but marketing automation software typically comes with everything you need to gain insights into the performance of your marketing and make the necessary adjustments to see you reach your goals in short order.

You don't want to spend your time creating charts and graphs, and you don't want to spend your time trying to interpret them either. It should be quick, clear and flexible enough for you to drill down into important areas on an as-needed basis.

Part of inbound marketing is executing a consistent and repeatable set of tactics like blogging daily, emailing monthly, nurturing leads as they come in and sharing content across all your social media sites. Marketing software helps make these regular tasks easy and it helps make them fast.

Lesson #8

If you want an inbound marketing program that generates leads, software isn't optional; it's a requirement for automation and analytics.

Remember, you want to be spending your time thinking, being creative and coming up with new ideas to generate leads, not posting every single blog post to all your social media sites.

There are a variety of good marketing automation software tools, including Marketo, Pardot, Eloqua and Keap (formerly Infusionsoft). If you are looking to automate some of the marketing tasks you execute today, all of these software tools provide a lot of value. But if you are planning to implement an inbound marketing program, HubSpot is the only one that helps you with all aspects of inbound marketing, including connecting you with a community of inbound marketing experts.

Your Analytics – Tracking, Testing And Goal Setting

Over the past few years, marketing has transformed from an art into a science. Tracking, testing and metrics are key data points to help you make decisions that drive your business.

Today, we get real-time insights into what's working and what's not. Right now, from my smartphone, I have access to our company's marketing metrics and the metrics for every single one of our clients.

I quickly see if organic traffic is up or down vs. last month, if the social media initiatives we launched are working or not, if a specific client's conversion rates have increased as a result of a new piece of content we created or if we need to reconsider the CTA (call-to-action) button we created for that content.

Never before have CEOs and marketing professionals had this level of insight into marketing performance.

One of the most important parts of tracking the performance of your inbound marketing program is setting up a regular rhythm to review your performance.

Lesson #9

Working to continuously improve the performance of your marketing month over month is the fastest way to see real results for your business.

Even if you are looking at your stats daily, you still need a weekly 30-minute session to dig a little deeper. You also need a monthly 60-minute session to review performance for the past month, set goals for the next month and discuss any adjustments that need to be made so that you ensure you hit your goals going forward.



It's actually less critical that you hit your numbers and more important that you have a plan in place when you don't hit your numbers. Every business can have a down month, but making sure your down month doesn't turn into two, three or four down months in a row is the objective of this monthly session.

Here are some actual tactical adjustments we have made during one of these sessions:

If visitors to your website are down

for this month vs. last month, schedule a series of weekly guest blog posts for the upcoming month. Guest blog posts can add hundreds of visitors over a few days and contribute up to 20 leads a day in some cases.

If leads are down

this month vs. last month, it's time for a new free report or tip guide to drive up conversions. Once you get traffic to your website up on a consistent basis, you should consider adding new educational content to turn those visitors into leads. Adding new content to your site on a monthly basis could increase lead generation by 30% month over month.

If your site is getting a lot of returning visitors and not enough new visitors,

take a look at your publication strategy. Find a few new websites that cater to your target personas and get them to publish one of your existing whitepapers, tip guides or e-books. Create a dedicated landing page to track traffic and conversions. If the website you select has enough daily visitors, then this tactic is sure to increase both traffic and leads for your business.

What gets measured, gets done. Once you have this process in place, you will see month-over-month improvements. When you look back over a 12-month period, you will see dramatic increases in both website visits and leads for your business. In some cases, clients have seen 5x increases in traffic and 3x increases in leads.

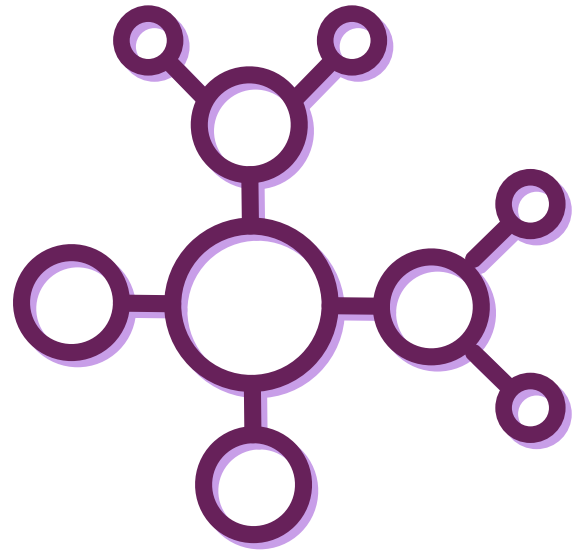
A Campaign Approach

You might be thinking there's a lot of work associated with an inbound marketing effort. That would be an astute observation. There is an incredible amount of work to be done to get all the necessary pieces of an integrated inbound marketing program together, including all the blog posts, email, lead nurturing, video and educational materials.

But all that work doesn't have to be done at once.

The best way to focus your efforts is to take a campaign approach to your inbound marketing. A campaign allows you to focus your marketing and content development efforts on a particular industry, service or targeted persona. The result is a concentrated effort that typically delivers improved results because your content is focused and direct.

Campaigns are typically three to four months. An overall theme is created for the campaign. The messaging is specific based on industry, service or persona. A few high-priority keywords or keyword phrases are selected and the content includes a high concentration of these keywords. The buyer journey offers are designed to be directly related to the campaign theme. Blogs and emails are focused on this campaign. Landing pages and call-to-action buttons are created specifically for the focused effort.



Here is a representation of a real campaign for a national payroll services provider:

<i>Campaign Strategy:</i>	Focus on acquiring new small to midsize business clients with a variety of payroll or HR needs.
<i>Target Persona:</i>	The business owner who is thinking about outsourcing their payroll. They are extremely busy managing their company. They might have an internal administrative person helping out with general HR or payroll processing issues. They have had some mistakes in the past and just want payroll to be processed without errors, on time and without their personal involvement.
<i>Campaign Theme:</i>	Payroll Personalized For Your Business
<i>Sample Early Buyer Journey Offer:</i>	Whitepaper – 9 Secret Challenges Most Payroll Providers Hope You Never Find Out
<i>Sample Middle Buyer Journey Offer:</i>	Webinar – Tips And Techniques When Outsourcing Payroll For The First Time
<i>Sample Late Buyer Journey Offer:</i>	No obligation 30-minute call with a payroll specialist to discuss payroll processing at your company.
<i>Email Topics:</i>	Outsourcing Payroll Means You Get To Work On Strategic Issues For Your Business
<i>Blog Topics:</i>	<ol style="list-style-type: none"> 1. What ADP And Paychex Don't Want You To Know About How They Process Payroll 2. 3 Tricks To Make Sure Your Payroll Is Perfect Every Week 3. How A Payroll Specialist Works With You To Save You Money 4. Government Regulations That Impact Your Payroll And What You Need To Do About It

Campaigns provide two other success factors that can't be overlooked. First, they allow you to set performance-based expectations at the start of the campaign with metrics like website traffic growth, conversion rates and leads generated. As an example, for a campaign like the one above, you might look for a 20% increase in website traffic month over month and a lead goal of 30 new leads over the course of three months.

After the campaign wraps up, you evaluate your performance against those goals and make decisions about what could be improved, what worked well, what needs to be continued and what failed that needs to be replaced. This perspective of continuous improvement fosters habits that drive the performance of your marketing program up month over month. By the time the year ends, most clients have seen significant improvement in the overall performance of their marketing program.

Conclusion

Acquiring new business has always been a major challenge for businesses.

Today, the tools, systems and processes are available to turn lead generation from a hope and a prayer into a predictable, scalable revenue growth machine that delivers qualified leads and potential sales opportunities month over month.

The key to building that system for your business is to first create the strategy that gets your target prospects to engage with your business. Then use inbound marketing tactics to help your company get found, get leads and close new business.

Get started today!



Take Your Revenue To The Next Level

Get 5 Ways To Accelerate Growth

Schedule My Session



Square 2 is a full-service revenue growth agency designed to produce results for clients. We help businesses understand the changing buyer journey and how revenue is directly related to marketing, sales and customer service execution.

More specifically, we help our clients with strategy, tactics, analytics and technology to build revenue generation machines that produce month-over-month revenue growth in a scalable, predictable and repeatable way, so their businesses grow.

We use our Cyclonic Buyer Journey[™] model to help clients map their prospects' buyer journeys to the right marketing, sales and customer service tactics. We use our AI-powered recommendation engine software called MAXG to drive a more scientific set of recommendations for our clients.

Also, we are the **ONLY** agency to provide clients a dedicated team where one client team works on only one client at any time. This allows us to deliver six months of work in just 30 days and accelerate results for our clients from months to weeks or even days.

Square 2 provides clients a senior team with an average experience of over 10 years, and we choose (yes, choose) to only work with a handful of clients at a time. This enables us to dig in and provide our clients a more intimate and efficient experience with our team.

Our mantra – we want you to #LOVEYOURAGENCY. To learn more, visit www.square2marketing.com.