THE MARKETER'S GUIDE TO **DIGITAL DEMAND GENERATION**

pyxl

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INTRODUCTION

In recent years, there has been a fundamental shift in the way marketers reach potential customers. While we once saw great success pushing information on potential customers via outbound marketing initiatives like television, radio and print ads, many of today's consumers demand a different approach. That's where inbound marketing, or demand generation, comes in.

Today, it's all about providing value. As a thought-leader in your industry, you have more to provide your current and potential customers than just the product or service you're selling. Through content — including blog posts, white papers, eBooks, webinars and more — you're now able to reach them with valuable information that they'll use in their purchasing process, making your brand top of mind when it's actually time to buy.

This is exactly why creating an effective inbound marketing strategy is incredibly important for your business. Not only does it create business opportunities and leads, it serves as a way to connect with existing and potential customers around a specific product or service, nurturing those leads until they're ready to become a customer.

> In this eBook, you'll learn about the components of an effective inbound marketing campaign and how to carry out each of these components, allowing you to generate demand, create leads and ultimately drive sales using integrated engagement across a variety of media.

CHARACTERISTICS & COMPONENTS OF A SUCCESSFUL MARKETING CAMPAIGN

Successful inbound marketing campaigns have several basic and distinct characteristics that make them successful.

1. They're educational and helpful

All marketing materials should be informative, providing answers to a prospective customer's potential question, need or concern, and educational, offering an inside look to your company's brand – what makes you unique from your competitors. Materials that lend themselves to this marketing focus include how-to blog posts and step-by-step videos, the content's tone offering the role of consulting and, in some cases, customer service.

2. They're timely and customized

Timing is just as important to a marketing campaign as the content. For instance, if an individual has visited multiple websites looking into services, whether downloading a white paper or viewing a fact sheet, it's the company that follows up with them afterwards that will make a lasting impression and, if their services are of high quality, will win over the potential customer. As a result, tracking engagement across your company's web properties is incredibly important for aspect of timing.

3. They're consistent in language and message

From the moment an individual interacts with your brand, perhaps through your website or via social media, to the point that they become a newly converted customer to their long-term success as one, they should have fluid, consistent experience. Consider these different life cycle changes for a customer, and as you create a new marketing campaign, try to maintain consistency, removing any messaging or content hurdles created by inconsistency that would discourage individuals from not only buying from your brand but becoming an evangelist for your brand.

Incorporating these characteristics into the various components of your inbound campaigns will help existing and potential customers connect with your brand and will ultimately generate leads.

Components of a successful marketing campaign include:

- A compelling marketing offer
- Placement of this offer on your website
- Attachment of the offer to automated marketing workflows
- Promotion across various platforms
- Ongoing measurement and evolution

CREATING A COMPELLING MARKETING OFFER

Developing and presenting new content ideas can often feel overwhelming. However, handling the demands of content creation often is as simple as keeping tabs on the relevant conversations and topics circulating the market and within your audience and taking those on as well. Inbound marketers must have a detailed picture of their target audience to create optimal content for them. Who are your ideal customers and prospects? What are their biggest concerns, needs and interests? Where can you reach them (through search engines, social media, blog posts, etc.) and what kinds of content do they prefer? Answering these questions will help you develop content ideas that fit with your customers' personalities and interests.

Focus on each stage of the inbound marketing process

Content plays a critical role in every stage of the inbound marketing process, from generating awareness about your company to helping convert leads into customers. However, the types of content you should use to achieve each of these goals are often very different from each other. The stages of the inbound marketing process include:

1. Awareness
The prospect gets acquainted with your brand or realizes they have a need for your product/service.

2. Research + Education
The prospect identifies the problem and researches potential solutions, including your product/service.

3. Comparison + Validation
The prospect examines the options and begins narrowing the list of vendors.

4. Purchase
The prospect decides from whom to buy.

For the purposes of launching a powerful marketing campaign, you will focus on the first stage – creating awareness through your marketing content. This means your marketing offer needs to attract a ton of traffic and generate high demand, creating new leads for your business. There are different types of content formats and topics that you can pursue to achieve this goal.

Fiding the right content

In order to find what content topics capture the attention of your target audience, you should look at past data that you have access to. For instance, when members of the Pyxl team create campaigns for clients, we take into consideration some of the most-viewed blog articles that have been published and the pages on the website that have received the most traffic. A client's historical performance often dictates the direction to be taken in creating new marketing content. If you don't have access to marketing analytics that give you this type of intelligence, look in the public domain (Google news, Google trends, Twitter trending topics) for popular and newsworthy industry stories. Piggyback on this information by adding a personal spin, your expertise and comments.

Fiding the right format

You can create content in different formats, from text-based content like white papers, reports and eBooks to media content like webinars, videos and audio interviews. While you can host an internal brainstorm session and come up with creative ideas for different content formats that you can produce, it's important that this new content matches the needs and preferences of your target customers.

Take a look at your landing pages. Does a webinar offer typically do better than an eBook? If the conversion rate of one type of format is lower than average, the marketing offer isn't appealing enough to your audience. If you have a sense of what that format is for your business, use it to build your marketing campaign around it.

Recruiting a team of content creators

You don't have to be the only one creating your company's inbound marketing content. You can use different voices from inside your organization, including technical folks, customer service people, c-level executives, product managers and others in your organization. It can be helpful to incorporate individuals with a unique take on important aspects of your business. Get your co-workers to contribute by:

- Asking them to co-write a whitepaper or an eBook
- Interviewing them and posting short videos that share their expertise
- Inviting them to give presentations or answer questions in webinars

If consistently creating so much content seems like an overwhelming task, you can also look outside your company for help creating content. For instance, Pyxl has worked with many clients to create a wide range of compelling content -- from blog posts and white papers to website copy. — written in a way that attracts potential customers while remaining true to the clients' unique brands.

Repurposing content

Almost every piece of content you create can be adapted, reused, modified and republished in another format. Make a habit of finding multiple ways to package and distribute the same information in different formats. For instance:

- Combine text from an old whitepaper with new videos to create a multimedia eBook.
- Turn videos or webinars into blog posts and eBooks or vice versa.
- Use commonly asked questions and comments from webinars to create a new eBook.

PLACING YOUR ORDER ON THE WEB

In order to start generating new leads from your offer, you need to place it on your website. You will do that by creating a landing page, a single web page that features a description and an image of the offer, along with a form for visitors to fill out in order to receive the resource.

This transaction is type of an information exchange, in which the visitor gets the offer they are interested in, and you receive the contact information of your visitors. They then transition into their next lifecycle stage as a marketing lead.

A good landing page will target a particular audience. Because of this, it's important to build a unique landing page for each of the offers you create. You can build landing pages that allow visitors to download your content offers (eBooks, whitepapers, webinars, etc.), or sign up for offers like free trials or demos of your product. Creating landing pages enables you to target your audience, offer them something of value, and convert a higher percentage of your visitors into leads.

Key components of effective landing pages

There are several key components that make a landing page effective for converting a higher percentage of visitors into leads. The major areas of importance are the headline, the content of the page and the form, with a call to action.

Headline
People's attention spans are short, especially online. As a result, you need to make sure your offer is as clear as possible. A good rule of thumb is to make sure your landing page passes the "blink test" – can the viewer understand the offer and what you're asking them to do in less than five seconds? Make sure your title makes your offer immediately clear so that the viewer understands what the offer is right away.

Body
The body of your landing page should provide a description of your offer and why your visitors should download it or sign up for it. Make the specific benefits of the offer clear. Format the body of your page in a way that quickly conveys the value of the offer and the action visitors need to take. For instance, use bullet points and numbering to simplify the visual layout of the text, and use bold or italicized text to highlight the main points.

Image
Your landing page needs to feature an image of the offer you are presenting. Visuals have the power to instantly capture the attention of visitors and should be leveraged to the fullest in your marketing. For example, if you're offering a white paper, you could feature an image of the cover. If you'd like your visitors to download a webinar, including headshots of the presenters could be effective.

Form
Remember that the ultimate goal of your landing page is to get people to fill out your form. Make sure that your form appears above the fold so that the viewer does not have to scroll down on the page in order to see it.

Note that the length of the form will have an impact on the prospect's willingness to fill it out. If the form is too long, prospects are going to stop and evaluate whether it is worth their time to complete all of those fields; it's important to find a good balance between collecting enough information and not asking for too much information that prospects are not willing to give it.

So what information should you ask for? Your goal should be to collect enough information through your form to enable you to both contact and qualify the lead. Fields such as name and email address will gather the contact information of leads, allowing you to put them in a workflow and nurture them in the future. Fields like number of employees and role at company allow you to qualify the lead and find how likely they are to become a customer. Design your form so you get enough info to contact and qualify the lead.

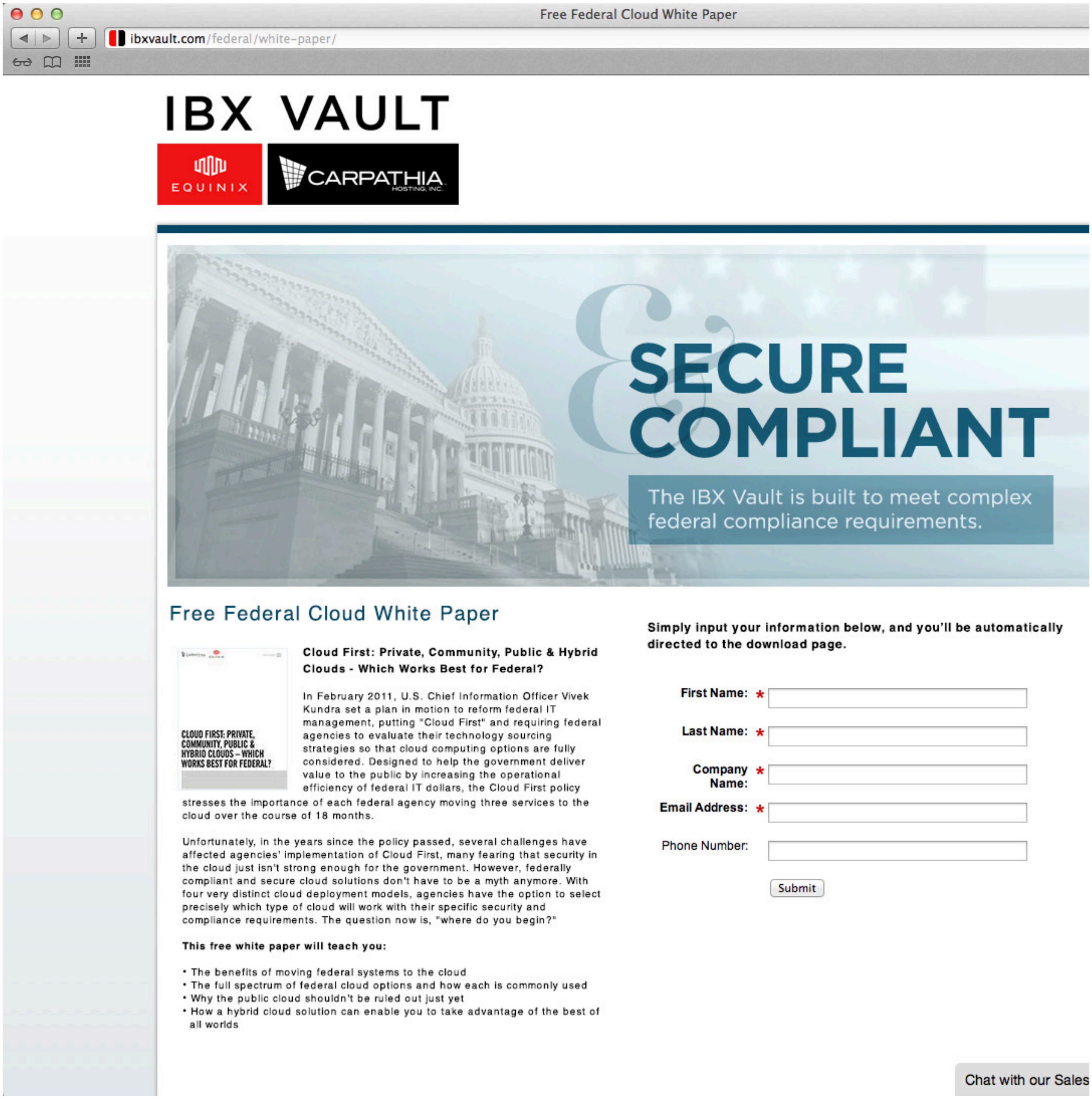
The length of your form inevitably leads to a tradeoff between the quantity and quality of the leads you generate. A shorter form usually means more people will be willing to fill it out, but the quality of the leads will be higher when visitors are willing to fill out more forms fields and provide you with more information about themselves and what they're looking for. Therefore, shorter forms usually result in more leads, but longer forms will result in fewer, but higher quality leads.

Calls to Action
The goal of a call-to-action is to drive traffic to a landing page. In order to increase visitor-to-lead conversion opportunities, incorporating integrated marketing is key, allowing the creation of calls-to-action that are distributed and optimized across your web presence and are tailored to specific audiences.

Placement is one of the most critical elements of leveraging the power of calls-to-action. So how do you decide which call-to-action belongs where? Simple. Calls-to-action should be spread across your web pages.

Your homepage should have a call-to-action. As your most frequently visited page, your homepage presents a huge opportunity to drive traffic to a specific campaign. Your product/service pages, About Us page and Contact Us page all need to include calls-to-action or the visitor will be deciding on their own what to do next. You need to help them decide what to do next. While calls-to-action are usually thought of as images and text placed on a website, the concept of a call-to-action can be found across all types of marketing. In all of your marketing assets you should be trying to drive people to get further engaged with your company.

If the goal of a call-to-action is to drive traffic to your landing page, think about the different ways in which you can achieve that. For instance, you can use marketing emails, blog posts and social media updates to drive traffic to your landing page.



Free Federal Cloud White Paper

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IBX VAULT

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The IBX Vault is built to meet complex federal compliance requirements.

Free Federal Cloud White Paper

CLOUD FIRST: PRIVATE, COMMUNITY, PUBLIC & HYBRID CLOUDS – WHICH WORKS BEST FOR FEDERAL?

Cloud First: Private, Community, Public & Hybrid Clouds - Which Works Best for Federal?

In February 2011, U.S. Chief Information Officer Vivek Kundra set a plan in motion to reform federal IT management, putting "Cloud First" and requiring federal agencies to evaluate their technology sourcing strategies so that cloud computing options are fully considered. Designed to help the government deliver value to the public by increasing the operational efficiency of federal IT dollars, the Cloud First policy stresses the importance of each federal agency moving three services to the cloud over the course of 18 months.

Unfortunately, in the years since the policy passed, several challenges have affected agencies' implementation of Cloud First, many fearing that security in the cloud just isn't strong enough for the government. However, federally compliant and secure cloud solutions don't have to be a myth anymore. With four very distinct cloud deployment models, agencies have the option to select precisely which type of cloud will work with their specific security and compliance requirements. The question now is, "where do you begin?"

This free white paper will teach you:

- The benefits of moving federal systems to the cloud
- The full spectrum of federal cloud options and how each is commonly used
- Why the public cloud shouldn't be ruled out just yet
- How a hybrid cloud solution can enable you to take advantage of the best of all worlds

Simply input your information below, and you'll be automatically directed to the download page.

First Name: *

Last Name: *

Company Name: *

Email Address: *

Phone Number:

Submit

Chat with our Sales

ATTACHING AN OFFER TO AUTOMATED MARKETING WORKFLOW

Now that you've designed a fantastic marketing offer and placed it on your website, it's time to start driving traffic to the web property you've created, generating demand. Before doing so, it's important to consider how you are going to nurture the new leads that you create. How are you going to further educate them about your company and product or service? You will need to use workflows.

What Is A Workflow?

Workflows are an automated series of communications that pre-qualify early-stage leads before handing them over to sales. Workflows are also known as advanced lead nurturing, marketing automation, drip marketing and auto-responders. Their goal is to make your new leads more sales-ready, saving your sales organizations time because you educate and qualify the lead over time. Let's look at some of the benefits of the use of automated workflows.

Getting The Timing Right

Studies show that email response rates decline over the age of the lead. In his research on the science of timing, Dan Zarrella, Hubspot's social media scientist, discovered that there is a positive correlation between subscriber recency and clickthrough rate, one of the key metrics of engagement.

Once you set up workflows, emails are sent out automatically according to your schedule as new leads come in. You might launch the campaigns and forget about them, but the emails will be doing the work for you, helping you qualify leads and push them down the sales funnel faster.

Targeting

Studies show that targeted and segmented emails perform better than mass email communications. Lead nurturing enables you to tie a series of emails to a specific activity or conversion event. For instance, a "thank you" email offering additional services or information may be sent to individuals who have downloaded a specific white paper.

Segmentation

Your contacts are not all the same. In order to do effective, targeted marketing, your contact database must be broken up into smaller groups or segments. Creating smaller segments allows you to group your contacts by their interests, industries, geographies, etc., and then create experiences and messages specifically for each of them. This increases engagement and helps move contacts farther down the funnel. For instance, you can automatically segment your leads based on any criteria like:

A Contact Property: A contact property is based on company name, state, size, industry, lead grade or lifecycle stage, etc.

A Form Submission: This is a segment based on an eBook download, a webinar registration, a demo request, etc.

An Existing List: This is a segment based on presence in an existing marketing list.

Once these segments have been created, the next step will be to determine how to push them through your sales and marketing process in a way that caters to their needs. Create nurturing campaigns that will resonate with each segment and make sure that the lists of leads are updating in real-time to include new leads that need to be nurtured.

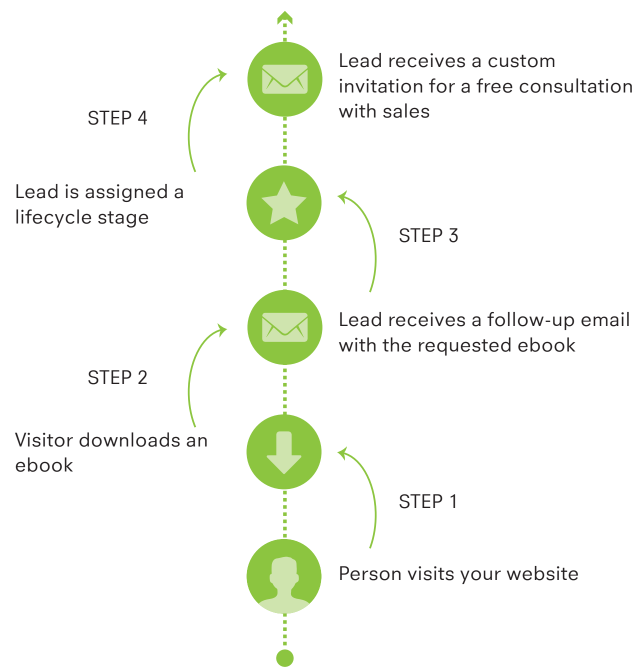
> Hubspot enables you to create workflows that can be triggered when one of your contacts becomes part of a segment. We call this a smart list. For example, if someone downloads an eBook, indicates that their company size is between 50-200 employees, and says that they are in the manufacturing industry, you can send them a nurturing campaign designed specifically for them. If another company downloads the same eBook, but says that their company size is between 1-10 employees and that they are in the software industry, you can send them a different nurturing campaign that will be more relevant for their business.

Examples of Workflows

Wondering what your workflows might look like? They can be as simple or complicated as you wish them to be. There are several hypothetical example workflows below.

1. Workflow for generating a custom lead score

2. Workflow for generating sales



Marketing to your existing contacts

Now that you have ensured that all new prospects who will grab your marketing offer will receive the appropriate follow-up communication, you can start thinking about sending traffic to your landing page. First, think about ways to notify your existing contacts about the new marketing offer you have released. Your email list should be one of the most powerful contact databases that you have access to.

Dedicated Email Send

Dedicated emails help you set up the context to introduce the main call-to-action. Dedicated sends can be used to reach out to your entire email database or just a segment that you think this marketing offer applies to. While there are instances when all of your subscribers should be notified about a specific marketing campaign, such as a timely new offer or an upcoming event, in most cases you would want to segment heavily based on your subscribers' persona.

Tips For Your Email Sends

Dedicated email sends are generally easy to set up and measure. They are certainly not as complex as newsletters, for instance. Still, there are some best practices that you should keep in mind when you craft your email:

1. Feature One Call-To-Action

Dedicated sends focus on driving results for one call-to-action. As a MarketingSherpa case study of Kodak's successful list growth tactic explains, "these calls-to-action were not stuffed at the end of a newsletter or tacked onto another message. They were the focus of a dedicated email, which gave them much more impact."

2. Personalize Emails

Show your prospects that you know them. Personalized emails not only increase your open and clickthrough rates, but also demonstrate a deeper relationship with your audience. Make sure to use a consistent voice across your marketing communication.

3. Design Mobile Experiences

As a piece of the integrated engagement puzzle, be sure your email layout displays well on mobile devices. More individuals are checking emails on smartphones, rather than desktop computers, so ensure the viewing experience is optimized for these individuals.

4. Clone & Reuse

Once you have your email template in place, building dedicated sends should be easy. You will generally grab some of the information already on the landing page, make a few tweaks to it and spend most time on nailing down the subject line.

5. Measure Performance Fast

Naturally, if you have one main message and call-to-action in your dedicated send, it will be easy for you to track progress. You can quickly check the email CTR, landing page views and conversions, and follow the long-term ROI.

GENERATING DEMAND ACROSS VARIOUS PLATFORMS

Now that you have announced the release of your new marketing offer to existing contacts in your email database, you can start looking for other opportunities to drive traffic to your landing page.

This is where you can leverage your blog and social media channels, which will increase the reach of your content and support your lead generation efforts. Just remember to always include call-to-action: a link to your landing pages with the marketing offer.

Take excerpts from the content in your offer, and feature it as blog articles or advertise it through social media and ask your followers for comments and shares.

How To Use Your Blog In The Campaign

When putting your blog post together, optimize your writing to grab people's attention and to rank well in search engines. Don't forget to introduce a call-to-action to the marketing offer you want to promote! Here are a few more tips for your blog post:

1. Feature A Compelling Image
Include an image that conveys the message the blog post is portraying, which will appeal to readers and help them go through the text-based content. A blog post that has some type of visual – a photograph, a graphic or some type of infographic – typically plays a little better, and is more often visited and shared, than merely text.

2. Write An Eye-Catching Title
Headlines are the most important element of your blog posts. While there are quite a few elements that make up a successful blog post, one of the best things you can do to capture readers' attention and entice them to view your post is to write an awesome blog title.

3. Format
In blogging, it is important to break text up in chunks. Online reading is not like reading a physical book. The online reader needs to be able to immediately scroll through content to get to the subheadings, bolded content and bullet points. In that way, you can make content more visually attractive and engaging.

4. Share via Social Media
Give your blog content extended reach by including social sharing buttons (e.g. "like," "share on LinkedIn," "tweet," etc.) on every post. This will encourage readers to share you content with their personal networks and expand its reach beyond your own connections.

How to Use Social in Your Campaigns

While Twitter, Facebook, LinkedIn, Google+ and Pinterest are all different social media platforms, they have something fundamental in common: the element of information exchange. Here are some other best practices when it comes to promoting your marketing offer through social media channels:

1.Plan The Timing Of Your Promotion.
Control how often you share your offers to ensure your account doesn't become too sales-focused. This will be contingent upon your business.

2. Decide On Your Networks
There are a lot of available social networks out there. Which one are you going to use to promote your offer? You probably don't have bandwidth to spend equal time on all of them. Look at your marketing analytics and your historical performance with different social channels. Identify the three networks that bring you the best results, and focus on using them for supporting your campaign. Or if you prefer to spend less time working with social, consider hiring a proven digital services provider that can handle the daily management of social accounts.

3. Map Different Content Based On The Network
Different social networks are effective at promoting different types of content. While visual content performs well on Pinterest and Facebook, simple copy works well for Twitter and LinkedIn. YouTube, on the other hand, is a strictly video sharing platform. Find out which social network makes the most sense for the type of marketing offer you have created.

4. Use A Hashtag
When promoting your offer on Twitter and/or Google+, consider using a hashtag. There's more to hashtags than simply adding a pound sign in front of a word. In fact, simply adding a hashtag to a tweet isn't going to give you any results; you need to integrate them to a marketing campaign.

As you develop your marketing offer, think of what hashtag would be relevant to this new resource. Try to use the hashtag on the landing page, your marketing emails and, of course, in your social media updates. That will help streamline a lot of the discussions around the offer and help you receive feedback.

MEASURING EVERY ELEMENT OF YOUR CAMPAIGN

Now that you have created a marketing campaign from start to finish, you need to revisit each element of the campaign and how it performed individually and as a part of a whole.

There are a wide range of metrics that you need to look at in order to evaluate if your campaign was successful or not. If you are trying to have a quick peek at your overall performance, you should start with a look at the analytics tied to the landing page that hosts your marketing offer.

What If Performance Was Poor?

Different metrics tell different stories. So if your performance was poor, you need to spend time and find out exactly which metric needs to be improved. For instance:

IF THE NUMBER OF VIEWS TO THE LANDING PAGE IS LOW, increasing the offer promotion and sending more traffic to the page will be necessary.

IF THE CONVERSION RATE OF THE LANDING PAGE IS LOW, creating a compelling offer or optimizing your landing page is a must.

IF THE NUMBER OF NEW LEADS GENERATED BY THIS OFFER BROUGHT IS LOW, it could mean that your existing contacts are not sharing your offer with new people. Consider them or finding venues of promotion to a
new audience.

IF THE NUMBER OF CUSTOMERS BROUGHT IN BY THE OFFER BROUGHT ISN'T VERY HIGH, your workflows may not be successful at qualifying leads to convert them into customers. You might need to revise the workflows and make them more powerful.

The same story applies to the rest of the marketing components used in your campaign. You should be able to explore the number of new leads and customers generated from each channel, and you should also have access to key performance indicators that give you cues on how to improve the final results of your campaign.

When it comes to calls-to-action, for instance, there are two key metrics that you can monitor in order to improve the effectiveness of this marketing asset:

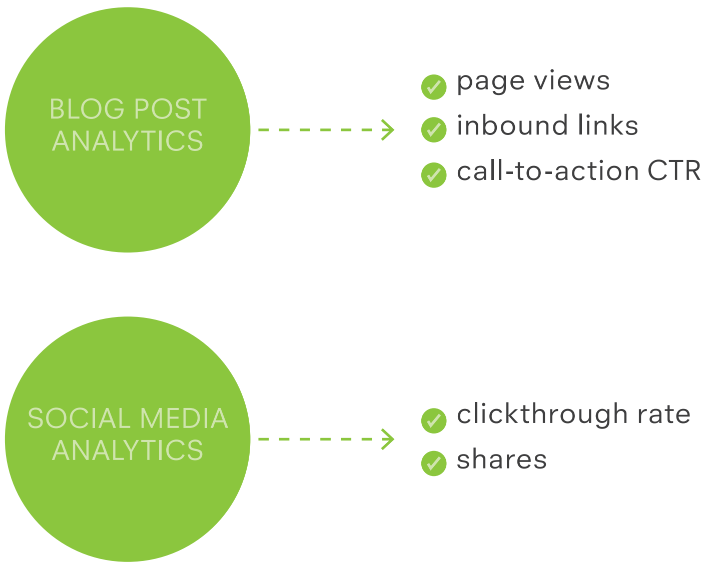
IF THE VIEW-TO-CLICK RATE OF YOUR CALLS-TO-ACTION IS LOW, make your offer more compelling so that more of the people who see the call to action click through.

IF THE CLICK-TO-SUBMISSION RATE OF YOUR CALLS-TO-ACTION IS LOW, focus on optimizing your landing page and making it perfectly aligned with the call-to-action's message.

The metrics behind lead nurturing and email marketing overlap. They show the performance of your email sends and the extent to which recipients engage with your email content.

IF THE CLICKTHROUGH OF YOUR EMAILS IS LOW, that could mean your offer isn't appealing enough to the recipients you are sending it to. Start creating more compelling offers, or spend more time on segmentation.

When it comes to blogging and social media marketing, here are some of the key metrics that you need to monitor:



Each of these individual metrics can help you identify weaknesses and strengths in your marketing campaign. However, don't forget about the bigger picture, and stay focused on the number of new leads and customers your campaign (and each of your channels) generated.

CONCLUSION

Starting with producing a stellar marketing offer, through promoting it on your channels, to measuring its impact, you now have the information you need to piece together the main components of a holistic marketing campaign. Most importantly, you know how to make each of these components valuable, consistent and timely, prerequisites for effective marketing materials.

> If you have questions about the process or would like a proven digital marketing firm to partner with you in your next campaign, feel free to contact the Pyxl team.

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