



LEAD GENERATION

a complete system

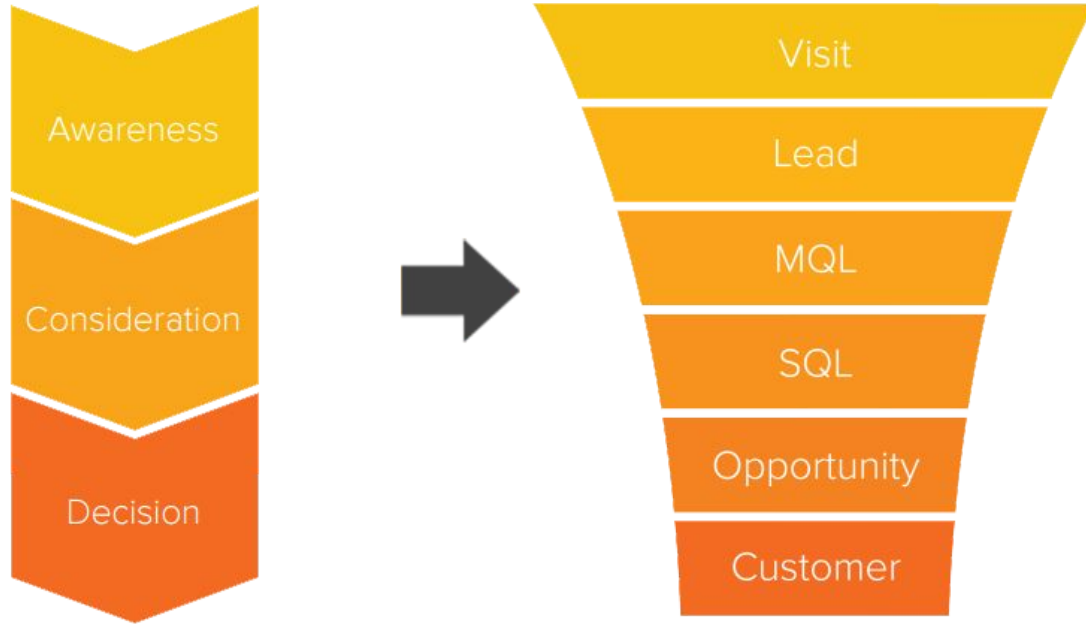
Northbay Marketing Meetup #3



Today's Agenda

1. The Sales Marketing Funnel - And What it's Ignoring
2. The Flywheel - A Modern Look at Revenue Generation
3. Foundational Assumptions
4. Inbound Framework - Attract - Convert - Nurture - Close - Delight
5. Closed Loop Reporting and Attribution
6. Software

The Traditional Sales Funnel



What does the traditional sales funnel ignore?





The funnel ignores customers.

Customer retention is possibly the greatest factor in driving revenue.

70% of companies say it's cheaper to retain a customer than acquire one.

5X More expensive to acquire a new customer than retain one

125% Increase in profits from a 5% increase in retention

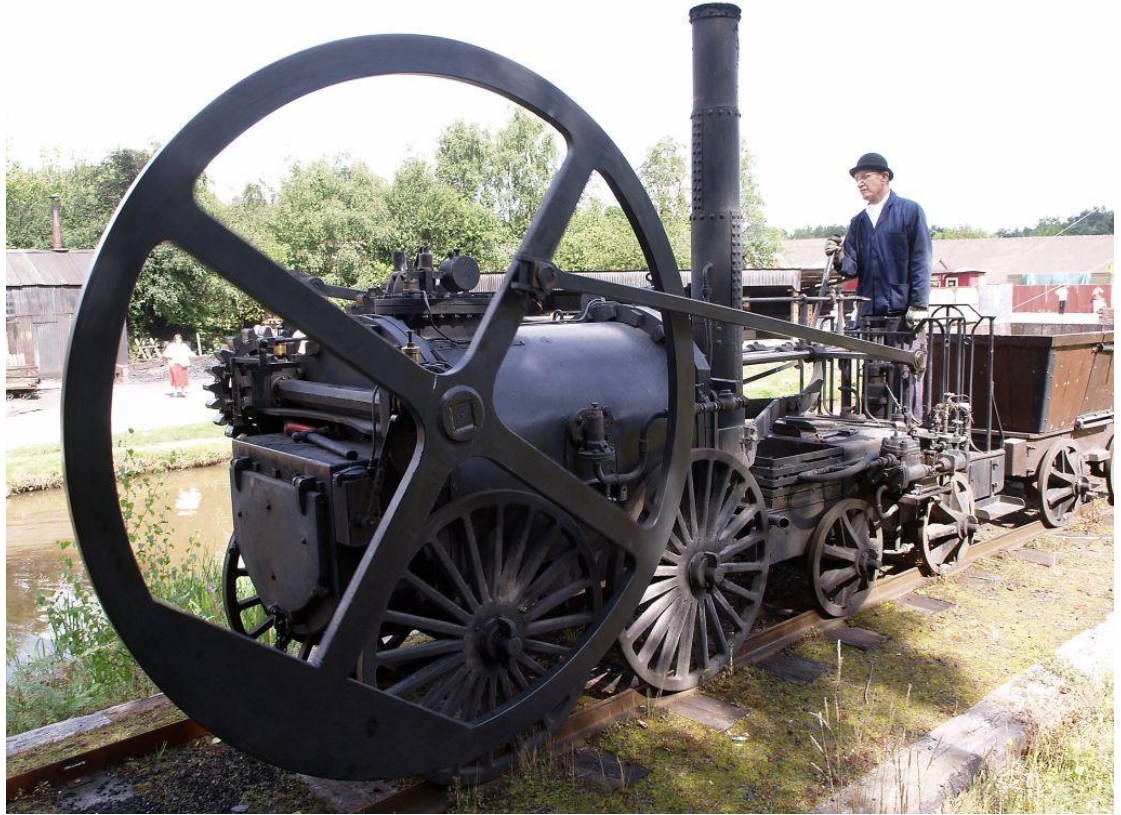
Then = Funnel
Customers as an afterthought



Now = Flywheel
Customers at the center



The Flywheel





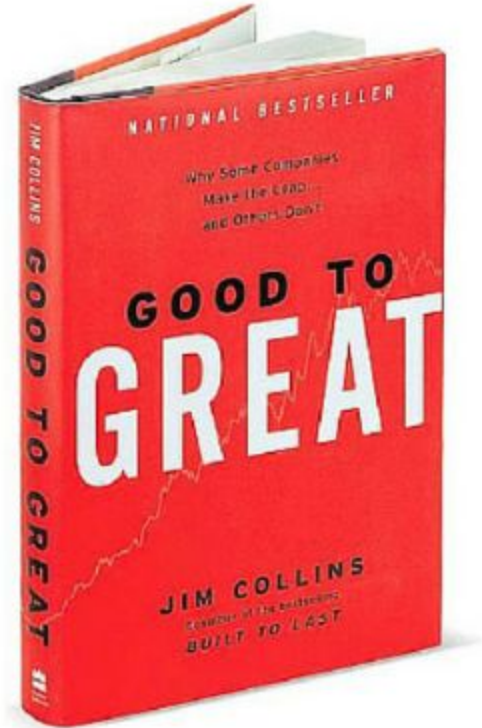
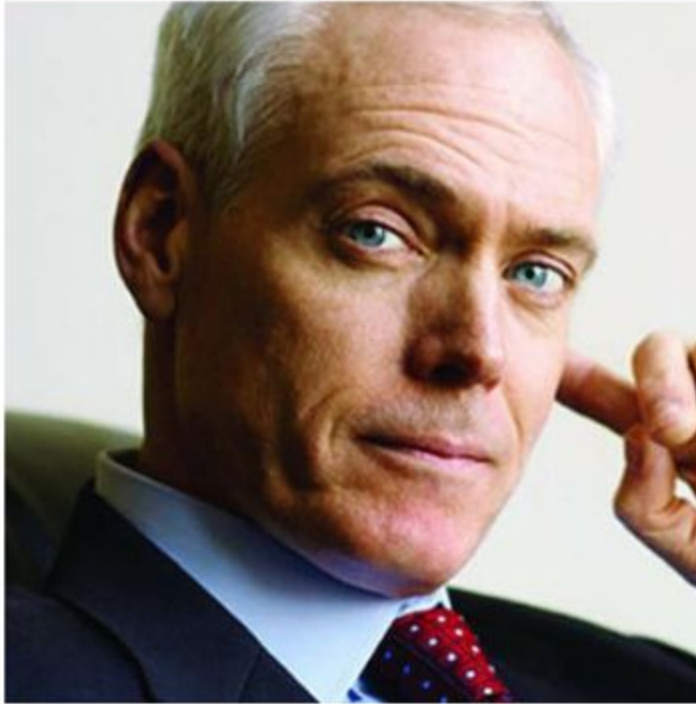


Pushing with great effort, you get the flywheel to turn.

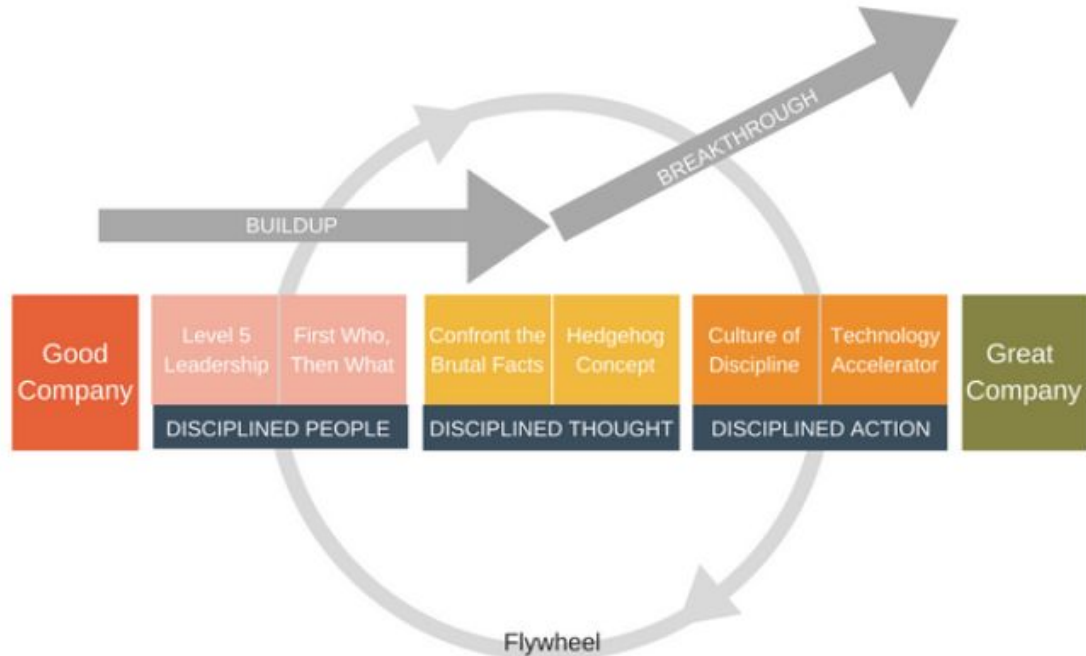
You're pushing no harder than during the first rotation, but eventually the flywheel goes faster and faster.

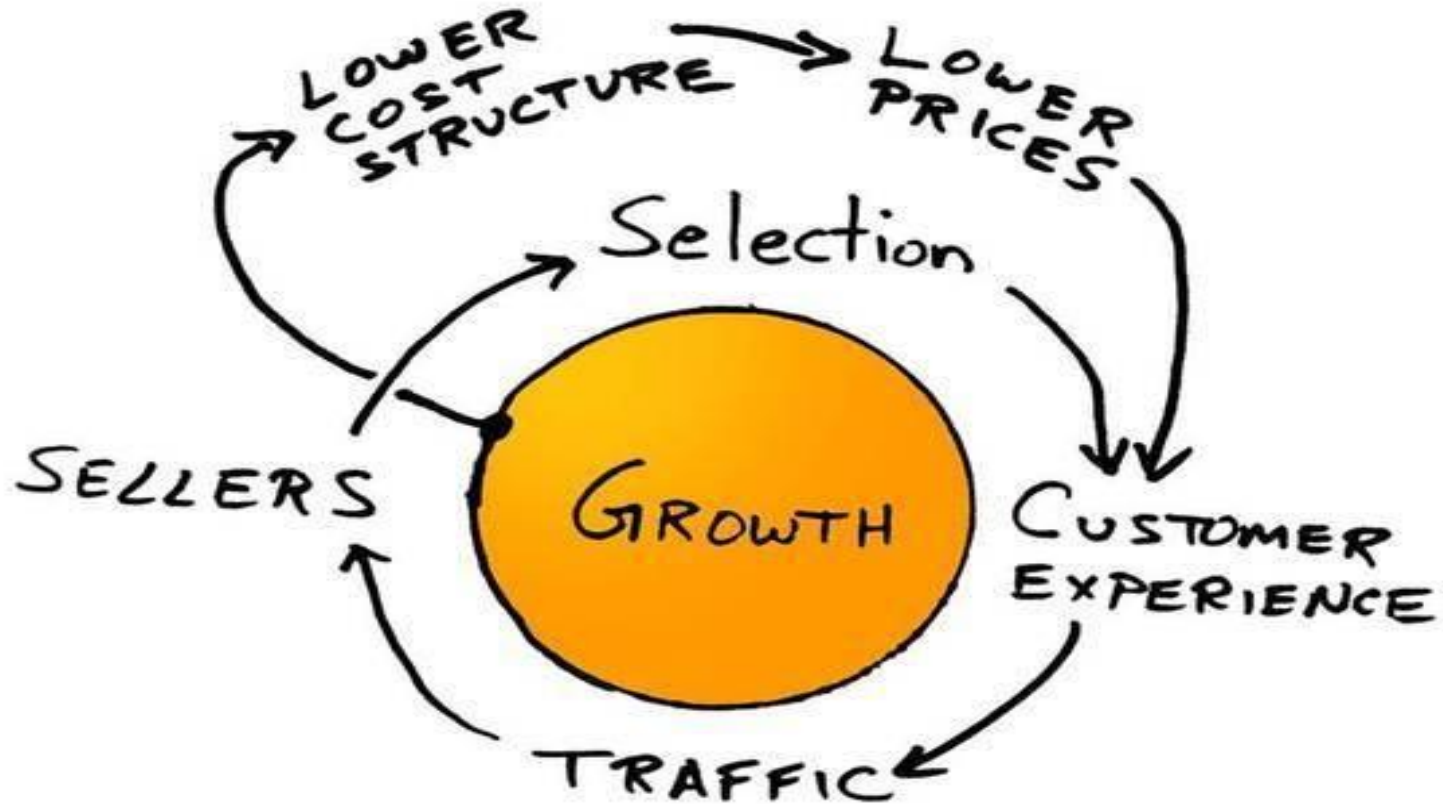
Each turn builds upon work done earlier, compounding your investment of effort and building momentum.

Now suppose someone asks, “What was the one big push that caused this thing to go fast?” It was all of them added together in an overall accumulation of effort applied in a consistent direction.



Good to Great Concept





The Modern Revenue Generation Flywheel



Ask yourself....

What can I do to reduce friction in my flywheel?



Foundational Pieces

Buyer behavior has changed

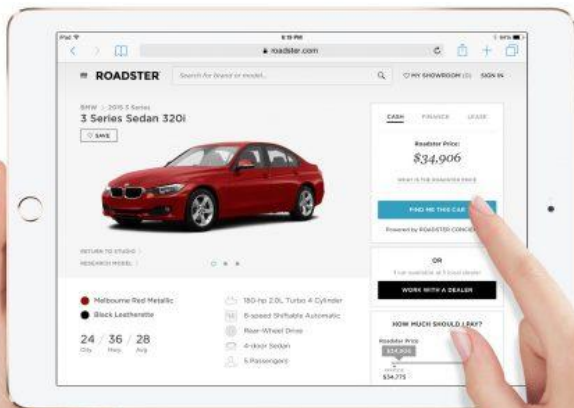
Control shift from the seller to the buyer

Inbound vs Outbound

Buyer personas and the buyer's journey

Buyer Behavior Has Changed





vroom

TRUECar

Changing How Cars are Sold SM



Confidence Comes Standard.®




CARVANA



Kelley Blue Book
KBB.COM
The Trusted Resource



Buyers vs Sellers: The Power Shift



Bottom Line: The majority of the buyer's journey happens online and consumers are more and more educated.


“67 percent of the buyer's journey is now done digitally.” Serious Decisions

“57% of the purchase decision is complete before a customer even calls a supplier.” CEB

Inbound versus Outbound



Buyer Personas

Brian Compton				
AGE	31	MOTIVATIONS		
COMPANY	MidMarketing Co.	Creating great content that drives some business result		
OCCUPATION	Content Marketing Manager	Getting to work with and collaborate with a team		
MANAGES OTHERS?	Yes	Learning new things about the industry		
TECH. ABILITY (1-5)	2	While I would love to say helping the company drive more revenue, I can only control what I can control. What motivates me is talk about content shock and grousing about mediocre content. I want to be that minority creating gripping, compelling content and producing stories that I would want to read.		
CREATIVE 1 - ANALYTIC 5	Creative 2	Perhaps I am sensitive to that being in the industry I am in and constantly talking about that, but I really don't have a positive outlook for the content world today. It's not that the future is bleak, but we should be creating content that robots can't do. That's my motivation. Keeping my job free of robot takeover.		
				
		GOALS	TECHNOLOGY	LEVEL
		Create thought leadership to gain trust of audience	WordPress CMS	3
		Tie content back to business objectives	Google Analytics	2
		Output metrics based - how many pieces are created	Microsoft Word	4
			Microsoft Excel	1
"We should be creating content that robots can't do."		I'm always thinking about getting people to that next stage in the funnel, whether that's from the netherworld into the funnel or from the middle of the funnel to the bottom. Before you can achieve those goals, though, you need microgoals that generally take place during the creation and editing process. Is this enqaqing? Is this too wordy? Does this hit the		
"I'm always thinking about getting people to that next stage in the funnel, whether that's from the netherworld into the funnel or from the middle of the funnel to the bottom "				



The Buyer's Journey



Inbound Marketing Framework



Why use a framework?

SEO: On Page, Off Page, Site Optimization

Advertising: SEM, Social, Display, Retargeting

Social Media: FB, LI, Twitter, Insta,

Content: Blogs, Site Pages, Press Releases, Guest Posting, PR

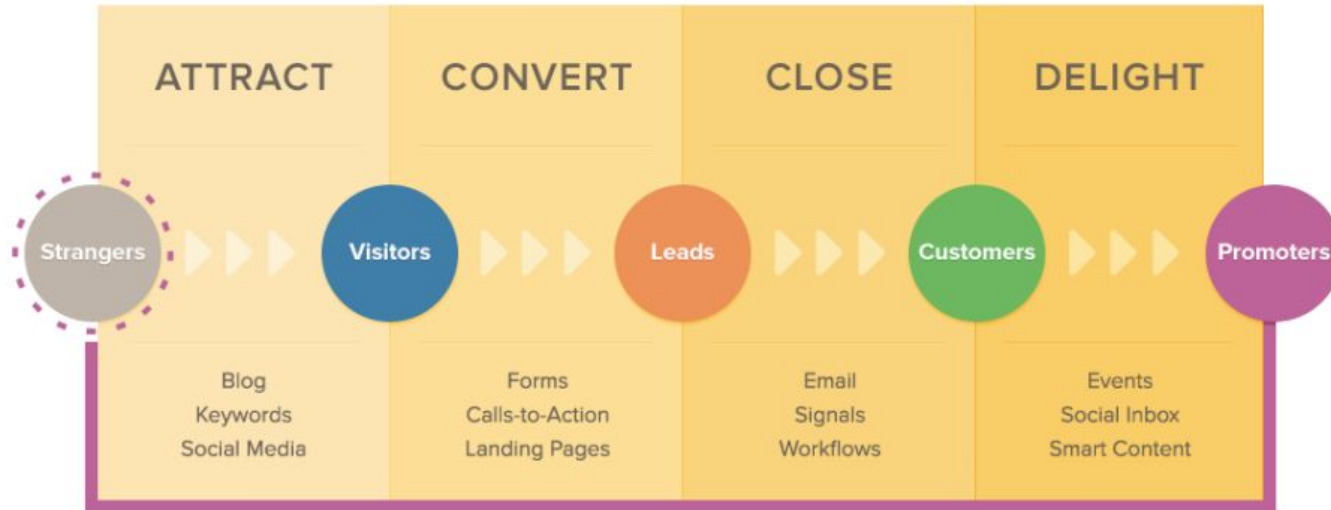
Email Marketing: Newsletters, Drips

Design: Website, Infographics

CRO: Offers, LP, Conversion Paths, Live Chat, Conversational Bots, Exit Intent Pop Ups



Inbound Marketing Framework





The Inbound Framework:

Attract visitors to your site

Convert visitors into leads

Close leads into customers

Delight customers to become evangelists



Why a framework? Measurement.

Attract: #

Convert: #

Close: #

Delight: #

Revenue: \$

1. **Attract** visitors to your site

Content: Site pages and Blogs

SEO: On Page and Off Page

PPC: Search, Display

Social Media: Organic and Paid

PR: Mentions, Inbound Links, Placed Content



2. Convert visitors into known leads

Offers & Conversion Paths

- Content Downloads
- Exit Intent Pop Ups, Slide Outs
- CRO / AB Testing

Optimized Contact Information

- Request Consultation
- Live Chat, Conversational Bots
- Click to Call

Ecommerce - Buy Now



Let's say you have 1 million leads
that converted on your site today.....



3. Close your leads into customers

First Step - Score and Segment Leads

Sales Ready? ---> Sales

Not Sales Ready? ---> Nurture

Lifecycle Stages

Subscriber

Lead

Marketing Qualified Lead

Sales Qualified Lead

Opportunity

Customer

Evangelist



3. Close - Nurture immature leads to become sales ready


Social Media

Email

Direct Contact



Continually Monitor via Lead Scoring and Lead Alerts



4. Delight your customers so that they become lifetime customers and evangelists.



Inbound By The Numbers

Attract

Convert

Close

\$\$\$

1000 Visitors

10 Leads

2 Customers

\$200K

1% CR

20%CR

\$100k/cust

Inbound By The Numbers

Attract

1000 Visitors

2000

1% CR

Convert

10 Leads

20

20%CR

Close

2 Customers

4

\$100k/cust

\$\$\$

\$200K

\$400K

Inbound By The Numbers

Attract		Convert		Close		\$\$\$
1000 Visitors		10 Leads		2 Customers		\$200K
2000	1% CR	20	20%CR	4	\$100k/cust	\$400K
	2% CR		40%CR		\$100k/cust	
2000		40		16		\$1.6M

Closed Loop Marketing and ROI Reporting



Take our free video crash course to learn how to start using conversational marketing tactics like live chat, bots, and Facebook Messenger in your strategy.

[Watch videos](#)

There's a better way to grow.

Marketing, sales, and service software that helps your business grow without compromise. Because "good for the business" should also mean "good for the customer."

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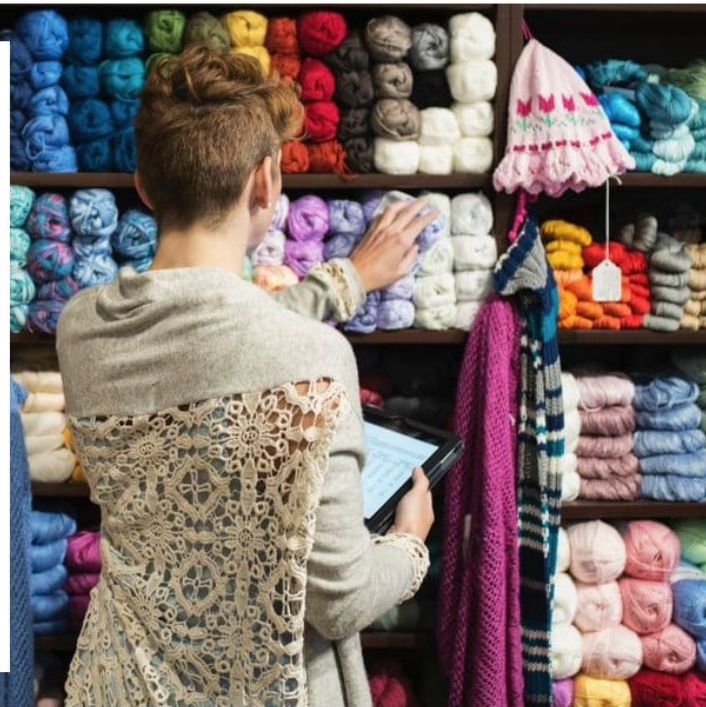
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Key Takeaways

1. Remember that revenue growth is about more than marketing and sales. Customer retention may be the most important factor.
2. Where can you reduce friction in your flywheel?
3. Do everything with a purpose. You're either working to Attract, Convert, Close, or Delight.
4. Get the right software.
5. Measure, measure, measure.

Questions?

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