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

- Awareness
- Consideration
- Decision

- Visit
- Lead
- MQL
- SQL
- Opportunity
- Customer
What does the traditional sales funnel ignore?
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.

The funnel ignores customers.
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

BUILDUP

DISCIPLINED PEOPLE
- Level 5 Leadership
- First Who, Then What

DISCIPLINED THOUGHT
- Confront the Brutal Facts
- Hedgehog Concept

DISCIPLINED ACTION
- Culture of Discipline
- Technology Accelerator

Great Company

Flywheel

BREAKTHROUGH
Growth

Selection

Lower Prices

Lower Cost Structure

Sellers

Customer Experience

Traffic
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
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**

<table>
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<tr>
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**Motivation**

- Creating great content that drives some business result.
- Getting to work with and collaborate with a team.
- Learning new things about the industry.
- 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.
- 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**

- Create thought leadership to gain trust of audience.
- Tie the content back to business objectives.
- Output metrics based - how many pieces are created.

**Technology**

- WordPress CMS: 3
- Google Analytics: 2
- Microsoft Word: 4

**Level**

- 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."*
The Buyer’s Journey

- Awareness Stage
- Consideration Stage
- Decision Stage
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

- **ATTRACT**
  - Strangers
  - Blog
  - Keywords
  - Social Media

- **CONVERT**
  - Visitors
  - Forms
  - Calls-to-Action
  - Landing Pages

- **CLOSE**
  - Leads
  - Email
  - Signals
  - Workflows

- **DELIGHT**
  - Customers
  - Events
  - Social Inbox
  - Smart Content

- **Promoters**
The Inbound Framework:

**Attract** visitors to your site

**Convert** visitors into leads

**Close** leads into customers

**Delight** customers to become evangelists

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

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Closed Loop Marketing and ROI Reporting
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.”

Get HubSpot free
Call Tracking For Data-Driven Marketers

Intuitive and powerful call analytics trusted by more than 100,000 businesses.

Start Free 14-Day Trial

No credit card needed
Your website is your store window.

Make a great impression on each and every visitor. Easily run tests on your website — for free — so it works better for your customers and your business.

Start for free
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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