

# INBOUND MARKETING PROPOSAL



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# EXECUTIVE SUMMARY

## FIND NEW CUSTOMERS AND ENGAGE EXISTING CUSTOMERS WITH B2B REVENUE MARKETING.



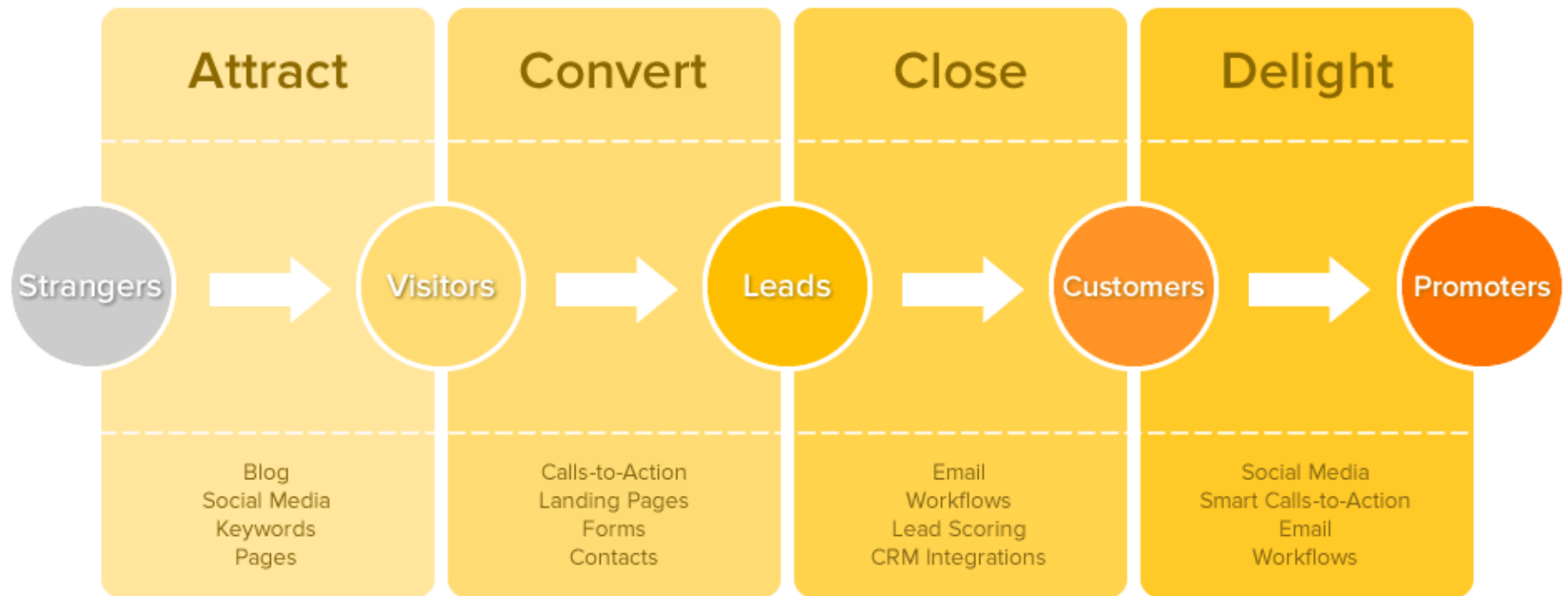
We propose a monthly revenue marketing retainer that uses digital channels to generate demand for your products and services and uses marketing automation to convert that demand into customers.

The programme aligns marketing and sales activity and is constantly measured and optimised based on data-driven insights.

The result is a marketing strategy that can be directly linked to return on investment.

This proposal does not include website design and development, but this is often a requirement that we can deliver on.

# WHAT WE DO



# INBOUND PREPARATION

DESCRIPTION	COST (EX. VAT)
MONTH 1	ZAR 45,000   GBP 2,500   USD 3,500
<ul style="list-style-type: none"><li>• <b>Client Discovery Workshop</b> (Brand Guidelines, Product/Service Overview, Customer Research, Marketing Plans, Customer Touch Points Overview, Business &amp; Digital Goals)</li><li>• <b>Goal Setting and Analysis of Current Traffic, Leads and Conversion Ratios</b> (Setting realistic leads and customer goals based on Google Analytics data)</li><li>• <b>Bottom of Funnel Keyword Research</b> (Keyword research and analysis of key phrases relating to the product and/or service)</li><li>• <b>Configuration of HubSpot</b> (Setting up the basics: tracking code, competitors, report settings, page settings, email settings, domain setup)</li><li>• <b>Digital Competitor Analysis</b> (Competitor Targeted Keywords, Content Assets, Messaging)</li><li>• <b>Content Audit</b> (Available content assets in the business and whether they require an update or conversion strategy)</li><li>• <b>Website review and recommendations</b> (Technical audit, SEO audit, inbound readiness, conversion readiness, recommendations)</li><li>• <b>Persona Development</b> (Develop personas through workshop engagement and key messaging per a persona)</li><li>• <b>Campaign and Content Asset Development</b> (Identification of top, middle and bottom of funnel campaigns and associated buyer journeys, and website journeys)</li><li>• <b>Top and Middle of Funnel Keyword Research</b> (Keyword research and analysis of key phrases relating to the identified campaigns)</li></ul>	
MONTH 2	ZAR 65,000   GBP 3,250   USD 5,250
<ul style="list-style-type: none"><li>• <b>Closed Loop Reporting and Lead Management Plan</b> (Reporting plan to record won customers, CRM integration and lead distribution plan)</li><li>• <b>Creation of Author Profiles</b> (Interview “spokespeople” in order to develop profiles for first person ghost writing)</li><li>• <b>Develop digital marketing game plan</b> (The inbound strategies, campaigns, paid media, email, social, SEO, existing database, project schedule, content calendar, budget)</li><li>• <b>Development of 4 short conversion assets</b> (Writing and design of 4 short whitepapers or eBooks to initiate conversion when programme commences)</li><li>• <b>Setup of HubSpot Templates</b> (Reusable templates for blog, landing pages and email)</li><li>• <b>Setup of HubSpot based on personas and digital marketing game plan</b> (Setup of personas, campaigns, forms, emails, landing pages, lists, workflows)</li><li>• <b>Setup of Social Media</b> (Link social media accounts to HubSpot, review and plan updates to accounts including Linked Group memberships)</li><li>• <b>Writing of workflow emails</b> (Copy writing of a generic set of emails for lead management and initial conversion assets)</li><li>• <b>Setup Paid Media campaigns</b> (Setup of Google AdWords campaigns, Social Promotion campaigns including tracking)</li></ul>	

# INBOUND MONTHLY EXECUTION

## FINAL RETAINER DETERMINED BY DIGITAL MARKETING GAME PLAN

### OPTION 1 – MARKETING SUPPORT RETAINER

**A team consisting of a Digital Strategist, Implementation Manager and Writer shared between 4 clients.**

#### **Content for Demand Generation**

- Writing of at least 8 blogs a month including proof-reading
- Repurposing of existing blog content
- Posting of blog content and on-page SEO
- Distribution of blog posts using social media and social selling
- Proactive social media
- Monthly content strategy development
- Rich Media such as Video and Infographics

#### **Conversion Campaigns and Marketing Automation**

- 1 campaign per a quarter including development of content asset

#### **Digital Marketing Management for Demand and Conversion**

- SEO Analysis and Optimisation
- Campaign Analysis and Optimisation
- Paid Media and Remarketing Management, Analysis and Optimisation
- Social Media Analysis and Optimisation
- Email Marketing Management Analysis and Optimisation
- Content Analysis and Optimisation
- Website Analysis and Optimisation
- Cross-Sell / Up-sell and Retention Programmes
- Agile Website Design and Development Retainer
- Sales Automation

#### **3<sup>rd</sup> Party Enablers**

- Includes cost of HubSpot subscription
- Includes cost of a paid media campaign, OutBrain, NetLine etc.

**LESS THAN ZAR 100,000 | GBP 5,000 | USD 8,000 per MONTH**

### OPTION 2 – STRATEGIC DIGITAL MARKETING RETAINER

**A team consisting of a Senior Digital Strategist shared between 2 clients, Implementation Manager and Writer.**

**Same as the Marketing Support Retainer, with the following extras:**

- 1 campaign per a month
- Strategic Growth Planning

**APPROX. ZAR 200,000 | GBP 10,000 | USD 16,000 per MONTH**

# WHY MPULL?

## WE PROVIDE ROI-DRIVEN MARKETING.



1. We focus on and understand the B2B space.
2. We run long-term revenue generating campaigns, not short-term creative campaigns.
3. We constantly adapt according to evolving buyer behaviours.
4. We practice what we preach.
5. We don't charge agency commission on media.

# WHO WE WORK WITH

## BUSINESS SERVICES

**AVIS**



**pilot**  
SOFTWARE

**officeb****x**

## TECHNOLOGY

**IronTree**

 **Clickatell**<sup>™</sup>

 **Principa**  
*profitable decisions*

**Iris** Network  
Systems

 **businessoptix**

## FINANCE

 **Paycorp Group**  
*payment services*

 **PURPLE GROUP**  
LIMITED

**sage**

 **CRYEX**<sup>™</sup>

**CQS**

## AGENCIES

**wam**  
WEAREMARKETING.COM



**INCITE**

**quip**  
Sil

# THE DETAILS



# DEVELOP A STRATEGY TO ATTRACT CUSTOMERS

**IDENTIFY THE RIGHT CONTENT, FOR THE RIGHT PEOPLE, DURING THE DIFFERENT STAGES OF MAKING A BUYING DECISION.**



Through a three- to five-hour workshop with key stakeholders, we define and build the profiles of the personas that your business targets.

From these personas, we are able to identify campaigns to target the persona when they are ready to buy (bottom of funnel), when they are showing buying intent (middle of funnel) and campaigns that attract and engage them (top of funnel). For each campaign we also identify a conversion asset (eBook, guide or whitepaper).

For every campaign identified, Google keyword research is conducted to identify key phrases used by the persona relating to the campaign.

# PAID MEDIA TO CONVERT VISITORS WHO ARE READY TO BUY

**SEE IMMEDIATE RESULTS WITH BOTTOM-OF-FUNNEL PAID SEARCH AND RE-MARKETING BANNERS.**

Using the keyword research from the persona and campaign development stage, we build a paid search strategy.

The keywords are further divided into ad groups in order to increase their quality score and drive down cost-per-click. We also write the ad copy in a way that further increases quality score.

A landing page template is developed, and for each ad a unique landing page is created in order to further increase quality score and measure the performance of specific ads.

Re-marketing banners are set up to move buyers through the sales funnel and increase brand awareness.



# ALIGN SALES AND MARKETING

## SALES AND MARKETING UNITY DRIVES CONVERSION.

Through a two-hour workshop a common set of definitions are defined for:

- A lead
- A marketing qualified lead
- A sales qualified lead
- A customer

For each stage, a process is developed, which includes responsibilities, communication and automation.

For all automated communication and email nurturing, our writers develop the messaging and copy for the emails. This is then set up in your marketing automation platform.



# BLOGGING TO DRIVE DEMAND

## WEEKLY CONTENT CREATION.



On a weekly basis, a writer dedicated to your account produces content in accordance with your strategy and accompanying content calendar.

The writer receives a brief from your strategist and conducts initial research on the topic. They then have a 15 minute briefing call with a specialist within your business in order to effectively communicate your brand's views.

A 550 to 800 word, key phrase-rich article is then written and proofread before getting final approval from your business to post.

Our strategists then post the article onto your blog and optimise the post for search engine indexing.

# RICH MEDIA TO CONVERT

## CONVERSION ASSETS TO CONVERT ANOYMOUS VISITORS INTO KNOWN LEADS.



Your retainer caters for the regular creation of a rich media asset to either drive traffic (such as an infographic) or convert anonymous visitors into leads (such as an eBook, guide or whitepaper).

Together with you, our strategists will identify the most appropriate rich media asset to create and our writers and designers will create it in collaboration with the relevant specialists in your business.

The content required for the landing page template and the calls-to-action to promote the asset will also be created.

# DISTRIBUTING BLOG CONTENT

## SOCIAL MEDIA AND EMAIL MARKETING.



Every blog post that is created is distributed on your brand's social media profiles, such as your Facebook page, Twitter profile, LinkedIn company page and Google+ page. Where appropriate, the post is scheduled for sharing multiple times, at different times of the day over a two week period.

Unique social copy is created for the post and relevant hashtags are used for each update to advertise the blog post. A link to the article on your website is provided.

On a monthly basis, a blog newsletter is compiled and distributed to your customers and leads.

# SOCIAL SELLING

## USE PERSONAL NETWORKS TO AMPLIFY CONTENT.

We have found that the most effective social media is posted by people, not brands. As such, we help you select five influential employees and we share your blog content on their behalf on their LinkedIn and Twitter profiles and in LinkedIn Groups.



For each employee, unique social copy is written for their posts, and the post is scheduled three times over a two week period at different times.

For one hour per week, we also connect to or follow new, relevant people and respond to comments or find posts by others in your network and respond to their posts.

For an additional fee, the quantity of employees or time spent doing proactive social selling can be increased.

# CONTENT CALENDAR

## WHAT TO WRITE AND WHEN TO WRITE IT.

The content calendar drives all blog content and rich media content that is produced.

Content calendars are developed in monthly or quarterly sprints so that the content that is planned can impact keyword ranking and include current news and events.

Our strategists will monitor your industry news and develop a first draft content calendar based on insights as well as required traffic volumes.

This draft is then presented, debated and finalised in a monthly one hour workshop with the relevant specialists in your business.





# MARKETING AUTOMATION

## TRIGGERED COMMUNICATION THROUGH BUYER JOURNEYS.



A buyer journey consists of the series of decisions a person or business goes through from the point of realising that they have a challenge through to the point of purchase.

In collaboration with you, we map out buyer journeys that buyers are likely to follow and plot communications that may influence them at each of the buying stages along the journey. This is done for every conversion asset, including offline activities such as events.

We then write the copy for each of the communications and build the workflow within your marketing automation platform.

# SEO OPTIMISATION

## WHAT YOU'RE RANKING FOR AND HOW TO IMPROVE.

On a monthly basis, we monitor the position of the strategic key phrases identified in the setup phase.

We identify whether new content needs to be created or existing content needs to be changed in order to change the way a key phrase is ranking. We also check technical elements of your website that may be impacting ranking.

We compare your rankings to competitors' rankings and make recommendations for improving your rankings.



# BUYER JOURNEY OPTIMISATION

## MARKETING AUTOMATION AND BUYER JOURNEYS.

On a monthly basis, we review all the marketing automation programmes that are in place.

We analyse each buyer journey to identify which areas are effective and which are not. We do this by looking at unsubscribe rates, click-through rates and when goal lists are reached.

We then make recommendations for improving buyer journey conversion rates, reducing the revenue realisation period and assisting sales teams with gaining insight into their customer base.



# PAID MEDIA OPTIMISATION

## PAID MEDIA AND LANDING PAGES.

On a monthly basis, we do an extensive review of your paid media and make recommendations for improving it to increase leads and reduce cost.

This may include creating new ads and landing pages, analysing A/B testing, removing or adding keywords if the campaign is search-based and changing bidding strategies.



# WEBSITE OPTIMISATION

## WEBSITE AND CALLS-TO-ACTION.

On a monthly basis, we analyse your website and make recommendations for improving conversion and user experience.

We review how visitors are navigating through your site, how they are entering your site, how they are leaving your site and how they are converting on your site. If required, we then develop strategies to change and improve this.



# SOCIAL MEDIA OPTIMISATION

## WHAT IS DRIVING LEADS VS. TRAFFIC?

On a monthly basis, we analyse your social media profiles to work out which profiles are driving leads and which are just driving traffic, allowing us to know where to focus additional effort.

We look at what types of networks and groups work well, what days of the week or times of day are most effective and what type of content is attracting the most relevant visitors.



# EMAIL MARKETING OPTIMISATION

## FIND THE EMAIL SETTINGS AND CONTENT THAT WORKS.

On a monthly basis, we review all the emails that were sent out over the past month with the objective of working out which settings deliver the best results, so that future email campaigns can take advantage of this insight.

We look at the content of the email and the date and time it was sent. We also look at deliverability, click-through rates and unsubscribe rates to gain insight.



# SPEAK SOON



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