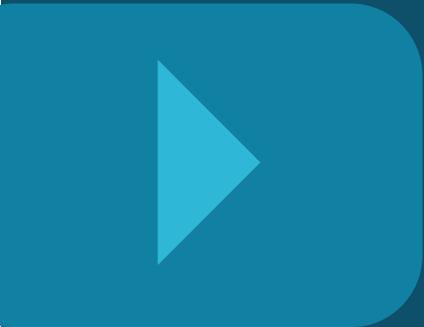


# PRIME MASTERCLASS: FILLING THE PIPELINE

PRIME'S GUIDE TO DEMAND GENERATION  
AND LEAD DEVELOPMENT



**PRIME**



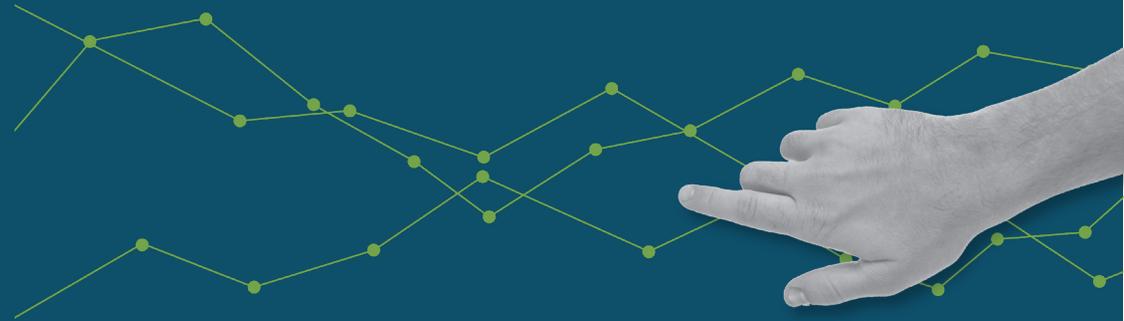
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## CH-CH-CH-ANGES...



If there is a constant pet peeve for customers, it's feeling that they're being sold on something, especially when it's something they don't actually need. It's the sleazeball salesperson; it's too many trips to "the manager" to get you that rock-bottom deal at the car dealership; it's the "as seen on TV" product that didn't deliver on the promise. The main offenders of this have historically been salespeople, who we all relied on to be the authority of information and the gateway to what we needed. But times have changed, and today's consumer won't tolerate the same process, whether for a personal purchase or a cost of doing business.

Today's sales process is more consumer-driven. Most consumers start by researching and educating themselves on a product or service before they buy it. By reading online reviews and scoping out Amazon comparisons, most consumers have already decided whether to buy your product or not before they come to you. By the time a salesperson starts in on their pitch, the consumer already has ammunition to combat their sale.

Nonetheless, many businesses still attempt to sell to their buyers in this old-fashioned, pestery way. They struggle to recognize the shifting environment and recreate the wheel to meet the current market. Moving away from pushing a sales message to the masses, marketing has evolved in its philosophy to engage, build awareness, grow connection, and deliver value before the personal relationship even begins. Inbound marketing philosophy works to attract people to you based on the relevant information and high value you offer.

To execute an inbound marketing campaign well, you need to get people to your website to engage with the content you are putting into the public space. Once they are on your site, the value of staying needs to be

paramount and evident, or your prospect will leave as quickly as they came. The content you have on your website says a lot about you, and visitors use it to determine if they want to stay for a while or look somewhere else. High-quality content nurtures users through their buying process, leading to conversion, and eventually, the sale. Thanks to the data points generated through the inbound process, it's possible to refine, personalize, and target your information much more effectively than traditional marketing methods.

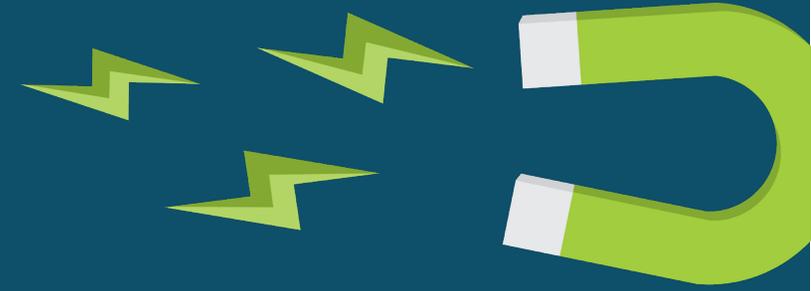
In this case study, we'll cover methods for developing a demand generation strategy along with a complete lead development strategy, from targeting and setting goals, to creating value through content and using analytics to refine your message. With time and a focused effort, you can turn your website into a lead magnet that will grow your business! As Bowie said, it may be time to turn and face the strange. After going through this study, it may not seem so strange after all.

### Inbound Marketing

Inbound marketing is focused on attracting customers through relevant and helpful content, and adding value at every stage in your customer's buying journey. With inbound marketing, potential customers find you through channels like blogs, search engines, and social media.

*Unlike outbound marketing, inbound marketing does not need to fight for potential customers' attention. By creating content designed to address the problems and needs of your ideal customers, you attract qualified prospects and build trust and credibility for your business.*

- Hubspot (the Inbound Marketing Authorities)



## DEMYSTIFYING THE JARGON



So, you're sitting in a meeting and someone starts dropping acronyms like there's no tomorrow... You're reading the P&L, making sure you've got enough ROI on your SEO, and your COO starts talking about Q2 returns YOY, and how your MQLs have been outperforming your SQLs while your COS is climbing.

Though abbreviations and industry lingo are supposed to help us focus on the right things, they can be incredibly distracting and can have different meanings in different settings.

Phrases like lead generation and demand generation are thrown around a lot in the marketing world and are sometimes used interchangeably. Acronym newbies might confuse MQL and SQL with a MySQL database. However, all of these have very distinct meanings and implications. Having a clear understanding of each term and what it can do for your company is vital to promoting a healthy marketing strategy.

Let's begin with precisely what the sales funnel, demand generation, lead generation, marketing qualified leads (MQL), and sales qualified leads (SQL) are. We'll cover what the differences are, and why it's important to understand them for a successful strategy.

### What is the Sales Funnel?

All of the above terms are integral parts of what is often referred to as your sales funnel. The sales funnel is industry jargon for the process a person goes through as they transition from potential prospects to paying customers. The analogy of a funnel indicates a broader cast net at the top, which becomes more narrow as it progresses towards the desired outcome.

As methods of outbound and inbound efforts streamline, the burden of results has changed in recent years. For a long time, marketing was seen as the JV squad for the sales team. It was a learning ground, where people

who couldn't close but had personal interaction skills, could still provide value to a sales organization. Quite a role reversal has taken place with digital marketing, as now roughly 70 percent of the actionable engagement in a sale comes from the marketing team, not the sales team. In today's economy, people like to be prepared before placing an order or having a conversation with a salesperson. Research is done on the internet – prices checked, options known, and value assessed – long before talking to a salesperson. In the past, the salesman was the dispenser of all of that information, and the pipeline to what was available. Now, they are the concierge of the deal.

Now that we've talked some shop on the funnel, let's take a look at these focus terms individually.

### What is Demand Generation?

Demand generation is any endeavor you take to create awareness around your company. If it helps, think of it as demanding attention. Its objective is to make people stop and notice your company, whether it's introducing them to what you do for the first time, or just keeping your business top of mind. Demand generation exists to hone in on your target audience, build trust, and ignite interest.

One of the most important things to remember about demand generation is that it's always offered to consumers for free. Since it's one of the first steps in the sales funnel, demand generation requires nothing in return from your audience. It's merely free information used to create demand for the next step, to get in front of potential customers, and help them become comfortable with your company and what you do. Some good examples of demand generation tools are:

- Blog posts
- Social media posts
- YouTube videos
- Infographics
- Ruffled Giveaways

None of these resources require the user to exchange anything for them. The content is completely accessible to anyone who may desire it.

### What is Lead Generation?

Lead generation is the next step after demand generation. Once you've gained people's interest and established trust with them, it's time to capture their information and begin to nurture them down the funnel into a paying customer. This means providing resources that require the prospect to give up a little something in exchange for the information. This step helps to qualify your prospect. What does it mean to "qualify" someone exactly?

Let's look at it in practice. If you release a YouTube video and it receives 1,000 views, not all of those views are created equally. Maybe someone watched the video only to decide that it was the wrong content, or perhaps they didn't even like the video. Another person enjoyed the video but didn't find it useful to their particular needs. Now, let's say you release a tutorial on the same subject that users are required to exchange their email for. With it, you include a detailed outline of what can be found in the video and what the user can gain from the information. All they have to do is enter their email address, and the tutorial will be sent to them. The prospects who send you their email are much more qualified than the random user who accidentally clicked on your YouTube video. One is showing signs that they are more likely than the other to become a potential paying customer because they are willing to put in more effort to learn more.

Creating gated content that requires the user to give out information helps you narrow down the field of potential customers and focus on the people

who are a little more serious about your products or services. While the number may decrease, this smaller pool has a higher value. This is how you move down the sales funnel. Some examples of gated content (which can include what we call a "content offer") are:

- Webinars
- Tools or information like how-to guides, templates or courses
- Newsletter subscriptions
- Free trials
- Event sign-ups

Whether it's an email, a phone number, or an old school address that you request, the information you capture prepares you to qualify and quantify the lead that follows. The simple act of exchanging contact info for your content shows you that a person is more serious about engaging with your company.

### MQL vs. SQL

Now we transition down the funnel to leads. An MQL refers to a lead that is more likely to become a customer in light of those who are just digitally browsing. An MQL may be a user initiating contact or engaging with your current content. This lead can usually be scored based on the actions they take such as opening emails, downloading content offers, or clicking calls-to-action. Lead scoring, closed-loop reporting, and identifying win percentages for specific markets or personas drive the action items inside an MQL. An SQL takes you to the next step of the funnel, in that the sales team has qualified this lead as a potential customer. An SQL indicates a user who is further along in their buyer's journey. They may ask specific questions and request to talk to a salesperson, usually as a result of being nurtured through part of your campaign. The SQL is the decision-making in the buying cycle, and the MQL is for every other stage where the buyer is not quite ready for that purchasing stage yet.

Generally, we see three tiers of leads that fall within these stages. Someone

might be gathering information, ready to ask questions, or has decided on details and prepared to purchase. Moving people down the sales funnel is about meeting them where they are with the right information. That's why marketing does 70 percent of the work. As you can see, we've come a long way from the used car sales lot, and it shows.

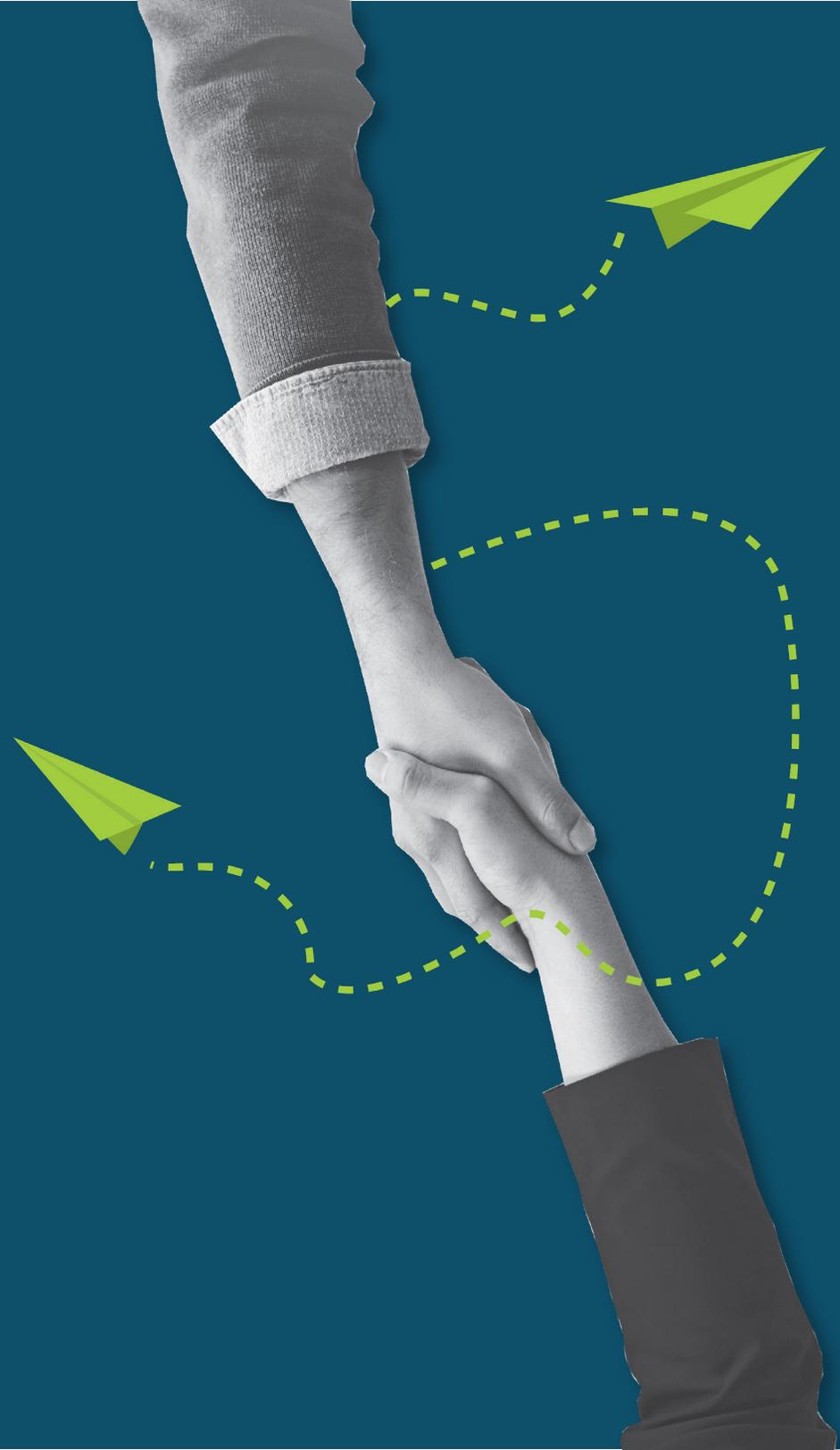
### What's the Bottom Line?

For those who've experienced doing business with the Salesman / Solutions Consultant / Business Development Professional as the driving force of the sales funnel, know that there's a better way to get this done. Based on the smarmier salespeople and a system that lacked transparency, a loss of trust has overwhelmed the marketplace, specifically between the consumer and the corporate entity. The unfortunate reality is that millions of companies are vying for their time and information, resulting in prospects who are understandably stingy with those valuable assets.

Now that staged, softer approaches to the sales process have allowed marketing strategies to lead the way, you can't offer a product with an unresearched, "better than the rest." You have to open a conversation that leads to engagement.

The best way to establish trust is by getting in front of your prospects repeatedly and offering them something of value to help with their decision. It speaks to the idea that you care about their success and are more interested in helping them than simply taking from them. We highly suggest following the 80/20 rule: giving 80 percent of the time and asking 20 percent of the time.

While it may sound simple, it's surprising how many companies don't follow this model. If you come out the gates asking for your prospects to essentially do you a favor by giving over their goods, odds are your percentages won't be great. But, if you take your time and strategically plan out a campaign, you will get the results you want – worth the effort you give. Now that we understand the jargon and how it's used in an inbound marketing strategy, let's look at the audience we are targeting.





## DEFINING AND TARGETING THE MARKET

### The Basics

An inbound marketing lead is “the identification data of a person that has either the interest, authority, means or motivation to purchase a product or service.” A real person might define an inbound marketing lead as someone interested in your product or service. The key to success lies in determining the quality of your lead, which can be done by assessing the depth of information the lead has provided. High-quality leads will offer you more data points, including demographic info, buying signals, and contact information. Demographics may include basic personal information such as a name, address, phone, email, job title, and age.

To do inbound marketing right, you’ll need to be on multiple channels. You can determine the quality of your channels by looking at how prospects interact with you on each channel. With accurate information across multiple channels, you can easily target those whom you want to pursue. Let’s look at some questions you’ll need to answer to drive the right prospects to your website.

### Who is your Target Audience?

If you don’t know who your customers are, how can you target your content to them? To identify your ideal customer, you can create buyer personas by starting with the customer data you already have, qualifying their traits and trends, and then expand on it with educated assumptions. You will likely know simple information on your current customers like their job title, gender, and age. But to get other important details, like what their pain points are or how they find answers to their questions, you may need to ask or do some more research. Understanding your customers and where they gather information allows you to provide solutions that address their specific needs.

Developing an audience in a particular vertical can be undertaken as a strategy if you know that your good or service hits a particular market at multiple demographics. If you make cookies and sell them online or at a store, you may find insights through personas, but awareness of your cookies is probably a bigger hurdle than a nuanced pitch to a particular consumer. Creating pitch content like, “The best cookie you’ve

never tasted,” might drive experience through samples. Stirring that conversation online might be an avenue of demand generation that would lead to an engaged target audience.

### **Who is Your Ideal Customer?**

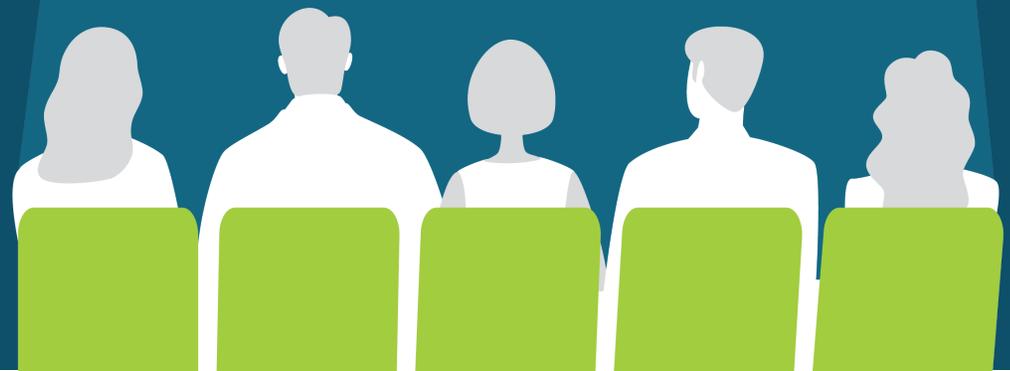
Do you know who your ideal customers are? You should. Understanding which businesses are interested in your product or service makes it a lot easier for you to target your marketing. For example, if your product appeals to lawyers, marketing to hospitals is not a good strategy. But an email campaign targeting the legal departments of hospitals may be effective. Defining your ideal business customer will allow you to determine what your marketing should look like.

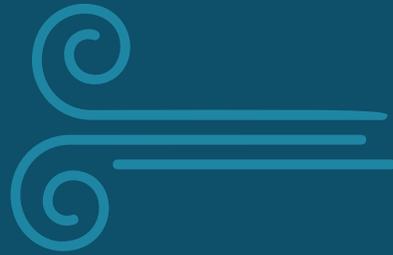
### **Are They a Good Fit?**

Just because a potential customer fits your industry criteria doesn't mean that they're a good fit for you and your business. Can you meet their needs? Does your product or service address their problems? Is it a good fit, personality-wise? A good, qualified lead will do both.

### **Where Are They Located? Is That a Barrier to Success?**

Believe it or not, location does affect the types of clients you can help. If you want to work with a client in the same zip code as you, you probably will have a different marketing strategy than someone who can work with clients worldwide. When you consider the type of client you want, think about their location and how this will affect you.





## GOALS

☞ You can't achieve goals without naming them. Goals need to be specific, measurable, and attainable. Otherwise, they are just unattainable aspirations.

Once you've identified your ideal prospect and defined what qualifies them as a lead, you next need to set goals. Peter Drucker's management by objectives concept has revolutionized this discipline by developing an effective goal-setting methodology called the SMART method. SMART stands for Specific, Measurable, Attainable, Relevant, and Time-Based. Your goals should have each of these components. Let's look at an example of a broad goal defined using the SMART process.

*Broad Goal: Increase e-commerce revenue.*

Defining this goal using the SMART process:

**Specific:** We will increase e-commerce revenue through increased online marketing efforts.

**Measurable:** Our goal is a 5% increase.

**Attainable:** By creating SEO-optimized blog content, written to address our target market's needs, we will increase traffic to our website.

**Relevant:** Increased traffic will lead to higher conversions. Increasing revenue by 5% will allow us to improve our marketing budget for the third quarter.

**Time-Based:** The project will take 12 weeks and will be completed by the end of the second quarter.

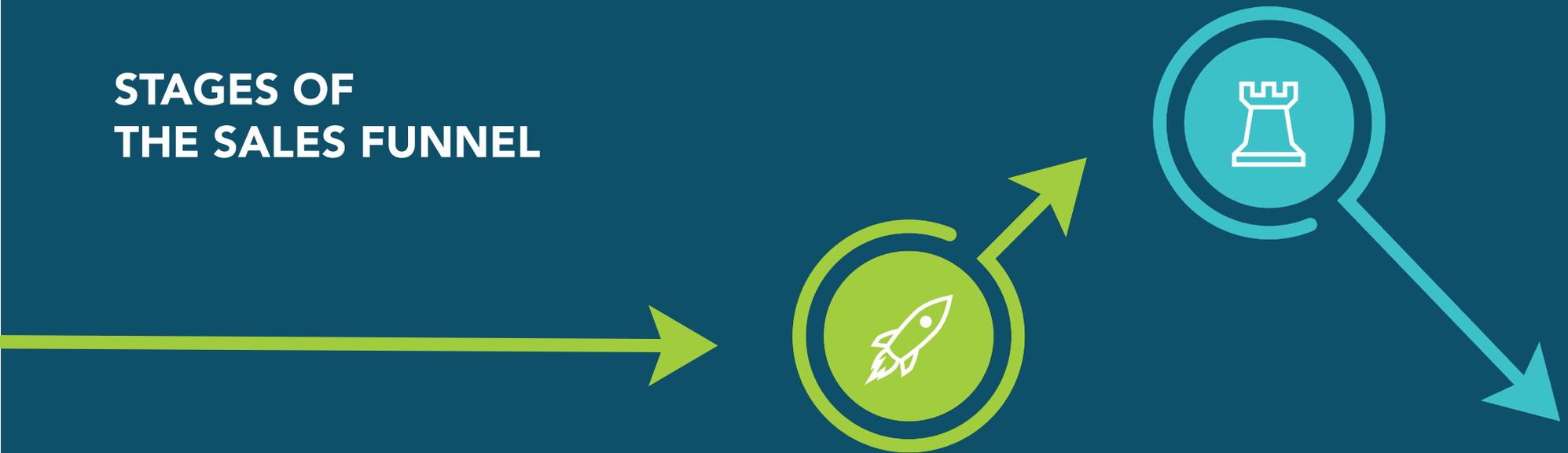
By using the SMART method, the broad goal of "increasing e-commerce revenue" becomes a specific, attainable goal, rearticulated as a SMART goal:

*We will increase e-commerce sales by 5% during the next three months, using our blog to distribute relevant information to our audience to increase traffic to and conversions on our website. By boosting our revenue, we will earmark those funds to improve our advertising budget going into the holiday season.*

With no time frame or a specific plan for achieving them, broad goals are dreams, not goals! By developing realistic goals for your business, and you will build yourself a roadmap for success, rather than a wishlist of possibilities.

Most visitors to your website will not be ready to buy. The goal is to build a relationship with these visitors and guide them through the sales funnel.

# STAGES OF THE SALES FUNNEL



Each person's purchasing process is different, but every person coming to your website will pass through the same distinct stages, even if they move at different rates. In general, there are four stages each buyer will pass through on the way to the sale. In each step, there is an opportunity to use content and connection to further them down the funnel.

## 1. Awareness

At this stage, a buyer is looking for the answers to their problems. Most likely, they'll turn to the internet to find most of those answers. You want to make sure this user can find you and become aware of what you have to offer. From a simple Google search, you want a buyer to find you, learn who you are, what you do, and why you are different. You know you are the best at what you do, so be sure to tell them!

**Activity** Social media is a highly valuable tool for creating awareness. In a digital marketing capacity, your ability to leverage social media, with organic and paid efforts, drives traffic in a manner that traditional marketing can't do. While billboards

and TV spots have their upfront power, cultivating discussion, interaction, and community, online engagement has proven to deliver a sense of belonging, transcending awareness to alignment and personal testimony of experience.

## 2. Consideration

As buyers do their research, they will engage with your business to learn more about how you can meet their specific needs. Suppose you can offer content that adds value for the buyer. If that's the case, they might begin a relationship with you by following you on social media or subscribing to your emails.

**Activity** Blogging will probably be the biggest thing that brings new visitors to your site. Blogging is a "top-of-funnel" activity that guides prospects to the next stage. You can increase awareness for your business by using relevant keywords to optimize your content. You'll get more results from organic searches and then have the opportunity to provide value for even more people.



### 3. Decision

At this point, the buyer has done their research and decided that they like you and your services best. Congrats! They will pay more attention to you now that they have reached the end of their buyer's journey. They will now convert, become a lead, and you can initiate personal contact.

A lead magnet is anything that can educate your prospects on how they can solve their problem. It also helps you to gain personal information by converting your visitor into a lead. One example is a landing page offering a free eBook in exchange for contact information. This is a mid- to late-funnel activity that leads a buyer into the final stage of the process.

A webinar can also be a lead magnet, sharply focused on decision-making. The webinar may help buyers confirm their decision, and move them towards taking action and making a purchase. When a prospect signs up for a webinar, it's a good indicator that they're ready to buy. It's the perfect opportunity to not only educate your prospect but also build their demand and prompt them to take action.

### 4. Action

Finally, the buyer will take action, make a purchase, and become a customer.

Come full-circle on the process and share with your social media community an announcement of the partnership you have with your new customer. Maybe it's a #shoutout or a highlight of something they do that you love. However you engage your audience, showing a little love gives others insight into what it's like to work with your organization and lends a little bit of that love to your new client.

## CONTENT IS KING



➔ To have a successful demand generation or lead generation strategy, you will need a variety of high-quality content. This is the powerhouse of engagement in your arsenal to be used on different channels to increase traffic to your site and bring new people into the sales funnel.

Take the time to think through your strategy as well as your content, and you will have a successful campaign. Your blog, social media, and the UX on your website should all work together to deliver the right information at the right time. Every touchpoint you facilitate provides another level of trust and brand awareness, helping you move the prospect along the sales funnel.

There is so much competition out there fighting for people's attention, so to make an impression, the best thing you can do is create a content offer that delivers value. Content offers that specifically address your customers' needs will grab and hold their attention, building even more trust in your brand.

Examples of content offers that can provide value and guide a prospect through the conversion process include:

- Informative blog content

- Explainer videos
- Calculators or other useful tools
- Whitepapers
- eBooks
- Webinars
- Podcasts
- Case Studies

For example, blogs and explainer videos are top-of-funnel content that can build trust and establish your authority with prospects as they begin to engage with your company.

As prospects progress and show interest through multiple channels, premium pieces, or "gated content" can be offered in exchange for a prospect's contact information (as described on page 3 in "What is Lead Generation?").

# OPTIMIZING CONTENT TO MAXIMIZE ENGAGEMENT



Simply having content is not enough. You need to have high-quality content to build your business's success. In contrast, mediocre content can damage your brand because it may reflect negatively on the product or service you offer. Whether it's a blog post, website homepage, or an explainer video on YouTube, your content is often the first interaction a prospect will have with your brand – make it count.

## Why Quality Content Matters

High-quality content is engaging, provides value, and draws the reader further into your website. Here are four compelling reasons why quality content matters:

- **First Impressions Matter**

Quality content establishes relevance and credibility upon introduction to your brand.

- **Improved Ranking on Search Engines**

Google indexes your content based on keywords and semantic relevance and backlinks to credible websites.

- **Quality Content Converts**

Quality content nurtures prospects through your sales funnel and ultimately leads them to convert. Creating content offers that move opportunities through your sales funnel is a key component of lead generation.

- **It Helps You Better Understand Your Audience**

By using analytics to see which content users engage with, it's possible to better understand their needs, interests, and pain points.

## Tips for Bringing Quality to your Content

Having a lot of content is a good thing. But search engines are getting smarter (because robots run the world), and buyers are becoming more selective, so the quality of your content still needs to be your focus. Here are a few suggestions for how to maximize the impact of your content.

- **Offer Unique Content**

People love this, and so do search engines. Don't regurgitate other people's content. Make sure your content is unique and put your brand's personality into it!

- **Write For Humans, Not Search Engines**

Your consumers are human; they'll pay your bills, not the search engines. Write your content for people, not crawlers, spiders, trackbacks, pings, meta-descriptions, etc.

- **Provide Value and Educational Content that Helps Others**

The people reading it will remember you when they are ready to make their purchase decisions.

- **Do Your Research When Paying for Content That is Written by Third-Party Services**

Some work well; others do not. Know what you are paying for, so you are happy with the final product.

- **Keep Content Fresh**

Having news that's two-years-old still sitting on your homepage will probably give your visitors a bad feeling. And it doesn't do well with search engines, either!

- **Know Your Audience**

Providing content that is specific to your buyers makes it more relevant for them.

- **Include Evidence when Needed**

If stating facts, numbers, awards, testimonials, etc., back it up with a reliable source and give credit where credit is due.

- **Use Quality Photos**

Pictures can help you tell your story. They say that pictures are worth 1,000 words, so be sure to use them when telling yours. Use high-quality photos to improve your marketing efforts and stand out from your competition. It will also add authority to your website and capture the attention of more visually-gearred people in their content digestion.

## Creating an Effective Lead Capture Form

An essential part of generating leads is a lead capture form, which asks prospective buyers to provide a few items of information so that you can nurture them and provide more information about your offerings. If you ask for too much information, you can lose that conversion and never hear from them again, but if you don't ask for enough, you have no way to qualify the lead. So, how do you make an effective lead capture form? We have you covered.

The length of your form is more important than you might think. A shorter form will mean more conversions, but it will be harder for you to qualify those leads. A longer form will give you more information on a potential lead, but fewer forms will be submitted. You will need to test your forms' length to determine what is best for your business to produce the most conversions.

In terms of fields, ask for name, company, website address, title, and email at a minimum. The information gathered should at the very least provide you with enough contact information to follow-up. Additional questions can help you qualify the lead. In an attempt to keep the form brief, only ask for information that is essential for your sales team to contact and qualify the lead. Here are four pro-tips for working with lead capture forms:

- **Just the Facts**

Only ask for the information you need for you or your sales team. Avoid asking for sensitive information that companies or consumers may not want to disclose.

- **Evaluate the Stakes**

You need to consider the value of what the person will receive in exchange for their information. The more valuable an offer is perceived to be, the more information you may be able to ask for in return. If it's a newsletter subscription, only ask for an email address (and maybe first name, at most).

- **Keep it Mellow**

Reduce anxiety in your ask for information. People are more resistant to give up their data because of the increase in spam, so do your best to minimize this fear. Add a privacy message (or link to your privacy policy) that indicates their email will not be shared or sold. Use a CATCHPA to limit bot interaction and ease the transfer of information.

- **Mind Your Manners**

Don't use the word "SUBMIT" on your form buttons! No one wants to submit anything. Instead, try "download whitepaper," "get your free eBook," or "join our newsletter." Remember, you are adding value, not fostering a transaction.

If advertising a downloadable offer as your call-to-action (we'll talk more about these next), fulfill the request instantly; automate it if possible. People are going to be annoyed if you make them wait for that eBook you just offered them! Include a link to download that eBook on the very next page (typically called a "thank you" page). Or send an auto-responder email containing a link to the offer. However, we recommend that you give the content right away upon form submission, so people don't have to dig in their email for your content.

## Creating Effective Calls-to-Action (CTAs)

A call-to-action (CTA) is the single best way to encourage a reader to take an action on your site such as signing up for a subscription,

attending a webinar, or downloading premium content. CTAs can be placed almost anywhere – the end of a blog post, the bottom of a web page, or on a landing page. They can also be placed on social media. A good CTA can drive visitors to your content, increase conversions, and generate sales.

Make your CTA specific for the platform you are using it on. You don't want to use the same CTA on your social media that you would use on your web page because they will promote different actions. No matter what platform you are using your CTA on, you should always use actionable language like "discover," "find," or "explore." To prompt a reader to action, your CTA must offer value. Be clear and concise about what the reader will receive for clicking on the button and always align it to the surrounding copy. Here are a few things to consider when developing the best CTA for your offering.

#### • Focus Your Ask

Make sure that you segment your top-of-the-funnel and middle-of-the-funnel offers to separate CTAs. Think about how a visitor to your site will interact with your web page. Place top-of-funnel offers (whitepapers, downloads) on top-level pages. Add middle-of-funnel offers (request a quote, trial, pricing) as the prospect is getting deeper into your website and learning more about what you do.

#### • Everything in its Right Place

Make sure to place CTAs above and below the scroll line. Placing CTAs above the scroll line is important because that area of a page gets the most views. You should also place CTAs at the bottom of your page because if they take the time to read the page, they will (hopefully) be willing to follow your CTA. Some studies suggest placing CTAs to the right of the page, like in a sidebar, but it ultimately depends on your specific website. You can learn more about some of this theory from PRIME in our "How to Get the Most out of Your Website" case study.

#### • Please and Thank-Yous

Don't forget to incorporate thank-you pages in the process. A thank-you page or message is what is shown right after someone

completes a web form. Not only is it a great feedback mechanism, but if you are looking to add additional CTAs, a thank-you page is an appropriate place to ask.

#### • Test, Test, Test

And then test some more! Validating engagement tests your CTA to find the best results that will give you the most benefits. As previously indicated, it can be unclear which version of a CTA will drive the most conversions. Test different placements and versions to know which one works best for your website. Comparing two options is called A/B testing. Find out what the best appeal is to your audience; images, text, illustration, taglines, or explanations. Test to find out what works well, then refine.

#### • Make it Pop (But Don't Overdo It)

When you make CTAs bigger and bolder, they get more attention. Platform shoes? YES! Platform shoes with sparkle lights when you step? OMG YES!!! Platform shoes with sparkle lights and LED lights that change colors in the soles and are also Heelys that you can zoom across the floor in? Maybe not. You want your CTA to stand out more than most of the other elements on the page, but don't overdo it. Beyond colors and sparkles, you also need to make the CTA look clickable. You can do this by adding a hover effect or another feedback mechanism to an element.

#### • Baby Steps

Think of your CTA as a tiny value proposition that moves someone closer to your real value – a little yes, that sets up a bigger yes. Your CTAs have to provide value to be effective. "Contact Us" is the worst form of a CTA, because chances are, they know how to contact you. Don't rely on that as your only option for conversion.

Keep what you are offering straightforward and clear. Simple asks can nurture a wider variety of opportunities, especially at the top of your funnel.

### Creating Effective Landing Pages

Generally, after someone clicks on a CTA, they are taken to a landing page. It's the final step before conversion, so you want to make sure you do it

right. To be effective, your landing page should present a single offer clearly, concisely, and in-depth. At the end of the content, a CTA should prompt the reader to take an action that provides you with their contact information.

- Make sure the headline matches the ad that viewers clicked to get there.
- Make CTAs bold and above the fold.
- Use directional cues like arrows, colors, or design elements to direct readers to your CTA.
- Offer a single message and keep it focused.
- Make sure every aspect of your page is aligned conceptually, including headlines, body, and CTAs.
- Use video, testimonials, and reviews.
- Use A/B testing to develop the most persuasive elements for your page.

Creating optimized lead generation content comes down to talking to your audience in the right voice, at the right time, and providing your readers with the information that they need at each stage of the buyer's journey.

### **The Final Two Words on Optimized Content: Mobile Responsiveness**

Smartphone and tablet internet usage surpassed laptop and desktop computers for the first time in 2016. About 57 percent of internet users say they won't recommend a business with a poorly designed website on mobile. Take advantage of this major shift, and make your content responsive to whatever device your user is searching for you on.

All your content, including web pages, landing pages, and blog posts, should be available to readers on any platform. Otherwise, they will go somewhere else to get the same information – likely to your competitors.



# HARNESSING YOUR DATA: THE IMPORTANCE OF ANALYTICS



Your inbound marketing strategy is only as good as your ability to analyze data, determine your efforts' effectiveness, and respond. By analyzing data points, you can decide what is and isn't working so that you can create a more effective marketing strategy. At PRIME, we leverage tools like Google Analytics and Databox to help our partners understand what's going on with their digital campaigns and websites, and deliver insights into what actions will drive results for the future.

Whenever someone comes to your site, they are tracked to see how they interact with your website. It sounds creepy, but we promise it's not. It's actually super helpful. These data points tell you where your visitors are coming from — whether it is a social media site, organic search, PPC ads, or any other source. You can learn what pages they interact with, how long they engage with your content, which content they engage with, and much, much more. You can also gain insights into demographics that afford you actionable information to retarget specific audiences.

This data can help you determine which content is useful, what CTAs are effective, and what may need to be refined. You can also determine conversion rates and "drop off points" (pages where visitors leave your site). Identifying problematic pages is the first step towards improving user experience. This can be accomplished by analyzing your bounce rate and exit rate. A bounce rate is the percentage of people who visit one page of your website and then leave. An exit rate shows the percentage of people who leave from a particular page. This data point includes the total number of people whose last contact with your site was that page, whether it was the first page they visited, or if they looked at other pages before arriving there. Understanding what your visitors

are doing once they are on your site will help you create a better user experience. It also lets you create better content that is more engaging in places that you are seeing users drop off.

By understanding this data, you can develop strategies to better engage and increase conversions.

Key Performance Indicators (KPI) to pay attention to include:

- Total Traffic
- Unique Page Visits
- Time on Page Data
- Conversion Rates
- Bounce Rate
- Exit Pages
- Top Landing Pages
- Onsite Search Queries

Understanding these data points can help you refine your content to meet visitor needs better, helping you create more compelling content to increase conversions.

## PUTTING ALL THE PIECES TOGETHER



Every element of your campaign strategy must work together to be effective. Using the best practices from this case study in all of your content creation efforts and campaign methodologies will help you reach your maximum effectiveness. There are clear tactics for driving results to the goals you set and, hopefully, you now understand what these are by reading through this case study. Here are a few more pieces to the puzzle that can bring it all together.

### **Search Engine Optimization (SEO) Best Practices**

The most beautifully designed, information-packed website is useless without traffic. Search Engine Optimization (SEO) is how your business is found online. Following SEO best practices allows Google and other search engines to index your content and rank for organic search. All of your content, from webpages and blog posts to social media and PPC advertising, should include the use of relevant keywords and phrases to boost SEO. Keyword use should extend to alt text, photo tags, headlines, and page descriptions.

Websites with blog content have 434 percent more search engine-indexed pages than other business sites without blog content. When using keywords, make sure to keep them relevant to your topic and industry and don't overuse them. When adding keywords and long-tail keywords, make

sure they are used in a natural way. Keyword stuffing is viewed negatively by search engines. It used to be how SEO professionals advanced the results of their clients, but these days it's a good way to have your content ignored rather than prioritized.

### **Social Media Best Practices**

Social media is an excellent channel for driving traffic and generating leads. While most other techniques will take time to drive traffic, social media, when used properly, can drive traffic to your site literally within minutes! Paid social media has become the go-to tool for digital marketers in reaching specific markets. Leveraging these tools isn't isolated to one channel, either. Success with Facebook or Instagram in one audience can be traded for success with Pinterest or LinkedIn in another. It's not just for the intern to toy with, or the recent grad on staff to teach others; social media pros learn their trade over years of practice.

Social media engagement comes from using the right platform for your business and sending the right message to your target audience. Sometimes, it means capitalizing on the right time of day or partnering with another social following to get the biggest bang for your buck. For example, if you're a plumbing contractor, using a visual platform like Instagram may not be the best choice. However, using Facebook Groups to

drive traffic to your blog or website could be an effective method.

Use these best practices to maximize your social media platforms:

- **Change the Channel**

Define your network and tailor your message to the channel you choose. For example, if you use entertaining messages to highlight your products, Facebook may be the perfect channel to drive traffic. If what you do is highly visual, Instagram is the better choice.

- **Use Your Voice**

Make sure that the manner of speaking coming from your social media is consistent with who you are. Keep your message consistent and relevant. Maintaining an accurate voice helps to boost engagement, reliability, and trust. For example, if you are a 60-year-old contractor who served in Vietnam, your social media voice (and blogging voice) shouldn't sound like a 26-year-old girl excited about the newest and most bougie cocktail spot downtown. Believe us, we've seen it. Keep it real, people. You be you; it works out better for everyone that way.

Also, make sure you've done your competitive analysis. Understanding how your competitors are using social media can help you develop your own voice, understand your industry, and find out which competitors have the most engaged audience.

- **Make Personal Connections**

Social media is the perfect channel for developing personal relationships with your customers. Engage with your audience and quickly send real responses to any questions or comments. In marketing speak, we call this interaction. Engage, discuss, humanize, relate, empathize; be a voice in your community that people know, and listen to.

Even if you are the king of sarcasm in your personal life, it may not be the best approach to online banter. If we have learned anything from the internet and websites like Yelp in the last decade, it's that one motivated person at a keyboard can throw a lot of shade, in ways that

can erode confidence in a business. You don't need to be Mr. Rogers, but Fred certainly had a lot more people who loved him than any of us do.

## **Email Marketing Best Practices**

Email is an effective way to maintain contact and keep prospects progressing through your sales funnel. Follow up with visitors to your website through email to keep them engaged and better understand their habits. Subscription lists are also beneficial to have. Whether you have coupons for specials on your eCommerce platform, daily inspirations to get people into a great mood, or a series of tips and insights into how to market yourself or your business better (like we do here at PRIME), people's inboxes are not always a black hole of unread mail.

Use analytics to determine what content visitors are most engaged with. This will help you create a message that is tailored toward your users to address their interests and allow you to send them more content on the topic. Email is an effective tool for presenting information in a personalized way to educate and build trust.

Keep in mind that a focused email is always better than a digital version of grandma's newsletter that talks about everything under the sun. You also don't want to switch it up on people to the point where they unsubscribe. If your email talks about industry trends in real estate and then switches to great places to take vacations, some people might see a connection, but others will disengage. You don't want people scrolling to the bottom and clicking the unsubscribe verbiage, or worse – staying subscribed and not bothering to open your emails.

## **Automated Marketing Best Practices**

Marketing automation can help campaigns to run efficiently and keep your business top-of-mind with prospects. Because lead generation is digital, many processes can be automated. For example, follow-up emails can automatically be generated at conversion points to welcome new opportunities or convert them from a cold lead to a warmer one. In these emails, you can introduce new information that may be relevant to them based on their conversion path or send them a content offer that will respond to a need they have identified.

Marketing automation is a valuable benefit of inbound marketing that can keep your lead generation strategy producing 24/7/365. Here are some of the helpful ways that automation makes the rubber meet the road with lead development.

• **Nurture Beats Nature**

Using automation to nurture someone down the pipeline is the way to go. The nature of people is to get busy with something else and forget to follow-up. Setting up time-oriented actions based on last activity or no activity is a great way to leverage automation.

• **An Apt Word, Fitly Spoken**

Develop the right message for the right time. If you have seen someone return to a page on your site, or redownload content, you are aware that they are engaged. Give them the right next step, rather than just another piece of content. That next CTA may be the one that converts them from prospect to partner. Automation can help you to figure out which leads to communicate with. It can also help you deliver the right message at the right time. The only thing it can't do is write the message for you! Create content before putting automation in place.

• **Teamwork Makes the Dreamwork**

Automation can score your leads and notify your sales team, speeding up the process, or deliver a warm lead to those who can seal the sale. Automated email can also help you qualify leads as MQLs or SQLs. By automating the transition point, your sales team can receive the appropriate leads when the customer is ready to purchase. It also allows you to segment leads so that the appropriate information is sent to the right lead at the right time. Segmented leads have higher open, engagement, conversion, and close rates.

• **Bespoke Content**

Because you can segment by stage and vertical, automation allows for greater personalization than broad audience communications, like emails or blogs. Automation can help you to personalize your content based on the information you have about each contact. Personalizing emails creates a better user experience, can humanize the sales process, and increase engagement and close rates.



## READY TO TAKE IT TO THE NEXT LEVEL?



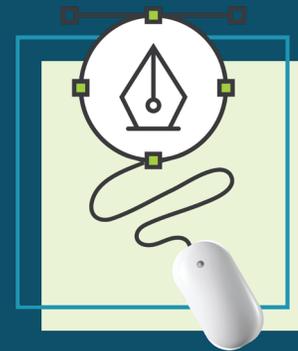
Creating a website lead generation strategy is a process. From driving traffic to producing high-quality content, each element of an effective demand generation and lead development strategy works together to build trust, authority, and provide value to your potential customers.

Because inbound marketing is a digital medium, you will gain unprecedented access to data points including who your customers are, what information they're seeking, and potential improvements you can make to your content and strategy to increase effectiveness. By following these steps and creating high-value content, you can turn your website into a lead generator that provides you with endless qualified leads to grow your business.

Responding to the needs of your business is a part of our mission here at PRIME. We can elevate your digital experience, and help provide margin so that you can do what you do better. We especially want to encourage open conversation around integration of digital experience elements that may not be a regular part of your wheelhouse. PRIME continues to partner with those who have a message, an audience, a story to tell, and a customer base to engage. We hope this case study has given you a new perspective; let us know if there is a way we can partner with you to grow your business or maximize your digital experience.



## WORK WITH PRIME



☞ We'll work with you to understand the unique challenges facing your business. Navigating the constraints of a project, the nuance of a sell, or an industry-specific need isn't a one-off project or a box solution. Our collaborative approach provides you with a tailored brand strategy and bespoke digital methodology that doesn't just look and sound pretty — it achieves measurable results.

We're deeply invested in the success of our partners while creating the kind of relationships that usually end with us getting invited to family dinners. (Be warned: we accept). We serve more than 250 clients locally, nationally, and internationally who have partnered with us to grow their connection, digital experience, and brand influence.

### About PRIME

PRIME focuses on partnering with people and their organizations to grow the personal connection in their digital experience. We build platforms to

influence your brand, tell your story, engage your target market, visually captivate your audience, and amplify your ROI.

### What We Do

In a culture that seeks more personal connections, interactive experiences, and relational growth, a unified brand, design-forward thinking, and strategic communications are essential in reaching your target market.

Whether you need to bring a brand campaign to life, elevate your web experience, or target your reach to a specific audience, finding the right partner is essential for success.

This isn't just what we do. It's an extension of who we are as people. Some people talk about the journey; we're all about the process. Without the right processes, your journey is more prolonged, harder, and may not meet your goal. What makes us stand apart? Our processes have data-proven results, working for you and your goals. We work in four main disciplines toward four main solutions.

### Solutions

- Demand Generation and Lead Development
- Executive Consulting and Thought Leadership
- Analytics, KPI's, and
- Targeted Marketing
- DevOps and Automation

### Disciplines

- Digital Marketing
- Branding and Identity
- Web Design/Development
- Graphic/Environmental Design

### Work With Us

At Prime, we're as invested in the prosperity of our partners as they are. Relationships built on trust, honesty, and shared expectations only lead to success. We put effort into figuring out who you really are and what you are about. Then we start our process. Whether it's a brand, a digital campaign, a website, or a design need, we deliver a strategy that tells your story. We help you shape your message in a way that connects you to your market. We build digital experiences that get the word out to the people who are looking for you, whether they know it or not.

In short, we help you become more you. And then we help everyone else understand why you are exactly what they are looking for. We are honored to build a partnership with you and your business.

