

Acme Inbound Strategy

July 2013



Agenda

- ◆ Your Personas
- ◆ The Purchase Funnel
- ◆ Feeding the Funnel
- ◆ Strategic Keywords
- ◆ Creating Your Content Engine
- ◆ The Next 90 Days

Your Personas

The Interviews

- ◆ Six clients were interviewed on a series of questions to discover needs and wants regarding their interactive learning projects
 - ◆ Vendor use overview
 - ◆ Including thoughts on Acme
 - ◆ Power/role questions
 - ◆ Personal control / organizational control
 - ◆ Pain points
 - ◆ Value perception

A mix of marketing and non-marketing roles

Tell me a little bit about your role here. What else are you responsible for?

Director of Marketing

- all client communication around acquisition and on-boarding

Associate Director, Instructional Development

- development of educational materials

eMarketing Director

- digital strategy for web, mobile, and social channels

Customer Experience Director

- improve and create new experiences

Project needs drive vendor choice

Can you describe the process you go through when considering/evaluating an Interactive Learning partner?

We go outside to fill in the gap.

We have a list of approved list of vendors, but we have the ability to push through someone we really want to work with.

The first thing I do is reach out for recommendations from friends, colleagues, peers, social networks, and personal references.

Strong loyalty to good partners

How long do you typically work with a provider?

When I find someone I like, and they truly understand who we are, who we are trying to be as a brand, our goals and strategies, I am very loyal to that vendor.

I brought relationships into this role with me. Some for more than 12 years.

I've worked with some vendors for 10 years -- the handful that are strong.

Vendors may not be on our team in the company, but once we engage, they become part of the team.

Bad customer service/not “getting” the brand are deal breakers

If you’ve moved away from a provider, what made you decide to leave?

If they cannot bring creativity and positioning to the result, it isn't unique enough, or isn't hitting the mark, that's when we leave.

Poor quality and/or customer service. Lack of attention from an account rep can quickly destroy a relationship, losing key creative or technology folks or cost can also kill a relationship.

Me giving them a ton of great research and information and then they start delivering things that are the opposite of what I'm trying to accomplish or what that great research is telling them. During the initial planning I can tell right away if it will work or not.

Poor understanding and bad project management ruin partnerships

What does your least favorite vendor do that drives you crazy?

They don't get us.

Poor customer service, lack of expertise, not sticking to schedule, not communicating clearly.

Why do you still work with them?

Only if there's a contract.

I can usually figure out pretty quickly if it's not going to work. Those vendors don't stay around long.

Acme has a reputation for culture, innovation, and communication

How would you describe your relationship with Acme?

Acme is a fun group of people, open to ideas, come to the table with fresh ideas, enjoy working with the development team and the sales team, every moment of typically painful process was enjoyable.

They build an exceptional product that works exceptionally well. Meticulous about keeping on schedule and keeping you informed on project progress and keeping you informed of barriers and challenges. No problem they are not willing to jump on and solve. We love the product we have right now.

#1 agency I've ever worked with. They really educated themselves. Strong at what they produce. Style of PM is incredibly strong. Always hits their dates. Really good at making sure communication is there. Some agencies don't think a day or two matters.

Acme projects help people learn

What types of projects do you use them to produce?

E-tutorials is a term that is used internally.

Interactive learning.

Simplify complex ideas.

Interactive videos to explain complex situations.

Projects that are new or outside of the norm.

Digital experience that replaces a human interaction

What challenges were you were looking to solve when you hired Acme?

The challenge was to create an online experience that mirrors a human interaction in an entertaining and engaging way. Create conversation online with customers in a manner that the customer understands. It is in customer speak, not industry speak.

Interactive learning.

We were looking for an innovative way to educate the customer on complex products. Acme is entertaining and educational.

Introducing difficult concept in a different way.

The Acme solutions puts together all my audiences and messages in one simple package.

Like the end-to-end services, though there were some suggestions

Are there services you wish they offered that they don't currently?

Acme does everything end-to-end, a full services solution provider, idea, design, script, voice-over, hiring, development, full production end-to-end.

Get mobile and get mobile quick.

Modular product would allow for edits and extend the lifecycle of the product.

I wish they were a full service agency.

The value of a fresh perspective

Common challenges to overcome in projects?

Complacency that perhaps comes from the longevity of the brand and partner relationship.

We struggle in this industry to simply be understood. Customers want to understand what they are buying. These are big issues, and we tend to overcomplicate things. We are not transparent enough.

We look at vendors as partners who help approach projects from an external and customer stand point. They keep us honest about jargon, bring perspective from outside our world - bring stuff we not may be aware of. Customer expectations are rising. Our competitors are other customer experiences even outside our industry, like credit cards and fast food.

I am too stuck in my industry. I look to partners to bring an outside perspective.

Getting to know you

What's the toughest part for you in bringing the project to life?

Biggest obstacle is bring the vendor up to speed as fast as possible.

Understanding that our model is not traditional.

It's a pleasant surprise that they really get who we are and what we are trying to do.

New ideas and clear communication win the day

What does your favorite vendor do for you that makes you glad you're working with them?

Challenge me.

Project management and communication. If there's a problem, we need to know now, not hem and haw.

Come to the table with new ideas.

Better marketing that hits the mark

If I ever found a partner who _____ I would recommend them to everyone I know

Could explain the basics of health insurance in the most simplistic way.

Increase customer satisfaction.

Made me a better marketer, improved my conversion rate.

Kept their promises.

Brought new stuff to the table.

Key Differences

Marketing Manger

Supports sales function. Focus is on bringing money into the business

Communications Manager

Non sales role. Focus is on saving money or increasing customer satisfaction.

Key Similarities

- ◆ Busy, value the efficiency of long-term relationships
- ◆ Need to communicate complex ideas simply
- ◆ Seeking a replacement for a human interaction
- ◆ Want partners that bring new ideas and an outsider perspective

Ian

Marketing manager who needs to simply explain complicated products

Personal Profile

Ian manages marketing and communications. He moves fast to cover multiple areas of responsibility. Ian is a decision-maker and strong influencer when it comes to purchasing decisions. He actively engages with industry peers outside of the company.

Ian has high expectations for partners and appreciates communication and new ideas. He wants a fresh perspective and will work only with a partner that "gets it" by understanding his company, goals, products, market, and target demographic.

Pain chain...

Ian is marketing a complicated product that is hard to explain and hard to sell. He needs a solution that gives him a digital replacement for human interaction by presenting content in a different way in order to facilitate understanding.

He expects his partners to understand the business, challenge his ideas, and bring new ideas to the table in order to help him simply explain complex concepts.

Why consider Acme

Ian is seeking a long-term partnership based on collaboration and shared understanding of the business and goals. He values great project management, evidenced by clear communication and reliable deadlines, that delivers a unique and innovation solution.

User Goals:

Ian comes to us ...

To increase sales by simply communicating complex ideas in a way that makes sense to the customer.

Acme Objectives:

We want Ian to...

- Realize the value Acme brings to the table beyond technical capability
- Recommend Acme to peers and for additional projects with his company



Organization Role:

Marketing manager with a wide spectrum of responsibility

If I ever found an Interactive Learning partner who **improved conversion rates by bringing new ideas and keeping their promises**, I'd recommend them to everyone I know

Mary

Communications manager who needs to find a better way to communicate

Personal Profile

Mary is a communications manager charged with explaining complicated ideas to customers. Her roles include project management, focus group research, and digital communication. Strongly influenced by budgets and timelines, Mary's priorities are finding efficiencies, savings and improving customer satisfaction.

Mary wants exceptional project management and a great product from a partner that understands her organization, motivations, and audience.

Pain chain...

Mary struggles to simplify difficult concepts to improve comprehension. She seeks a solution that is outside the serious tone her organization normally uses to communicate. Needs to find a way to help her customers find the aha! moment.

Why consider Acme

Mary values partners that understand her business. She expects partners to suggest new ideas, communicate well, and deliver on their projected timelines and budgets.

User Goals:

Mary comes to us ...

To find a partner who delivers creative solutions that simplify complex concepts on time and on budget.

Acme Objectives:

We want Mary to...

- View Acme as an innovator with flawless project management.
- A communication partner that understands the goals of the business and the language of the customer



Organization Role:

Communications manager with customer experience responsibilities.

If I ever found an Interactive Learning partner who **increased savings and improved customer satisfaction**, I'd recommend them to everyone I know

The Purchase Funnel

Top of the Funnel

- ◆ Your prospects are looking for solutions that will help explain or dismantle a complicated concept, but based on past experiences, they might not have much hope. They might not even know what's possible
- ◆ An awesome digital experience and interactive conversation (*a real, funny, smart, honest conversation*) is not even on the radar. Your prospects are sifting through the options and hoping for a serendipitous meeting.

Top of the Funnel ... *continued*

- ◆ From a marketing perspective, we're still in that top-of-the-funnel stage for the first 3-5 visits, but the Acme prospect is seriously starting to consider taking it to the next level. And they're essentially considering much of the same things that two people consider as they begin dating:
 - ◆ Do they feel chemistry with Acme?
 - ◆ Does Acme bring fresh ideas and perspectives to the table?
 - ◆ How does Acme itself communicate with them?
 - ◆ Do they like Acme's approach to business and life?

Middle of the Funnel

- ◆ You're working hard at showing your prospect all you can offer, and YOU are sizing up the prospect to see if it's the type of organization you want to work with long term.
- ◆ In terms of "winning" over your prospect, you show them:
 - ◆ How real and wonderful and credible you are.
 - ◆ That you "get" them.
 - ◆ That you are the best partner around.

Bottom of the Funnel

- ◆ Bottom of the Funnel
 - ◆ The prospect is now down to evaluating their options. The options are not other vendors per se, but other solutions entirely, such as chat, simple video, more live people, other lower cost options.

Feeding the Funnel

Blogging for your personas

How it Works



Hey! You read our blog post – you must be hungry!



Maybe you'd be interested in drinking in some additional ideas?

How about this cool eBook?



You know what would go great with that?

A tasty side order of fresh ideas.

Go ahead, download another. It's all organic.



Oh yeah. We have everything you need to tame that hunger monster.

May I suggest the *combo* meal?

Cha-ching!

Strategic Keywords

Where did these come from?

- ◆ Terms that are searched by prospects who don't know you or your product.

So what are they looking for?

- ◆ Problem solving
- ◆ Industry specific

How to use keywords

- ◆ Keywords are the “search bait” that bring visitors to your site
 - ◆ Your keywords are organized around the problems you help people solve
- ◆ The more pages you have using specific keywords, the more likely you are to get found for those terms
 - ◆ Optimize pages on your website using strategic keywords
 - ◆ Optimize blog posts
 - ◆ Optimize offers and related content (such as descriptions, meta descriptions, and image alt tags)

Creating Your Content Engine

Top of the Funnel

Messaging by Persona

Marketing Manager Sales

- 💧 **Marketing complex topics**
Marketing Complex Products? Use a Peanut Better & Jelly Sandwich
- 💧 **Marketing insurance products**
The Secret to Marketing Insurance Products: Miller's Law
- 💧 **Interactive media**
Why Interactive Media Kicks White Papers in the Ass

Communications Manager Savings/Satisfaction

- 💧 **Guided learning**
Guided Learning Sucks Unless It Does This
- 💧 **Engage your audience**
Engage Your Audience without Killing Kittens
- 💧 **Complex ideas**
What The Big Bang Theory Teaches Us About Communicating Complex Ideas

Here is a TOFU example for a Marketing Manager

TOFU Blog Post Title

The Secret to Marketing Insurance Products: Miller's Law

Topic Details

Marketing insurance products might sound scarier than a sharknado or a clown with a 10-inch smile, but the thing you need to remember is this: you don't need to explain everything at once. In fact, you shouldn't, and here's why: Miller's Law. No, it's not some rule about how many Miller Lites you have to down during a game of beer pong. Miller's Law is all about how much info we're all capable of holding in our heads at once. Think you know how many items your brain can hold? Take a guess.

Then, watch the video below.

Keywords

marketing insurance products

Possible CTA

Check out this case study on Aetna and see how we WOWED them.

Top of the Funnel ... *continued*

Messaging by Persona

Marketing Manager **Sales**

- ◆ **Interactive web content**
How Many Ben Franklins Does it Take to Make Interactive Web Content?
- ◆ **Interactive selling**
There's a Fine Line Between Interactive Selling & Inexcusably Boring
- ◆ **What is interactive marketing**
What is Interactive Marketing? (What They Say vs. What WE Say)

Communications Manager **Savings/Satisfaction**

- ◆ **New marketing ideas**
New Marketing Ideas: You're No Different From a 3-Year-Old
- ◆ **Interactive marketing company**
Find an Interactive Marketing Company That Won't Fry Out Your Brains
- ◆ **Interactive learning**
3 Big No-No's in Interactive Learning

And a TOFU example for a Communications Manager

TOFU (continued) Blog Post Title

New Marketing Ideas: You're No Different From a 3-Year-Old

Topic Details

Raise your hand if you've ever tried to get a 3-year-old dressed and you made the mistake of saying, "What would you like to wear today?" It was a mistake because the 3-year-old had TOO MANY CHOICES. Well, guess what? You and I are no different from the 3-year-old. If we're given too many choices, we tend to stamp our feet and have a temper tantrum.

OK, we only do that on really BAD days, but the point is too many choices are not good for kids and adults alike. Don't believe us?

Just watch the video below to learn more.

Keywords

new marketing ideas

Possible CTA

Find out how Comcast employees made their benefits choices with confidence – all thanks to jam.

Middle of the Funnel

Messaging by Persona

Marketing Manager Sales

- 🔹 **Creative ad agency**
X Things to Look for in a Creative Ad Agency
- 🔹 **Interactive media**
Dear John: A Happily Ever After, Interactive Media Love Story
- 🔹 **Communicating idea**
Communicating Ideas: What Matters More - First or Last Impressions?

Communications Manager Savings/Satisfaction

- 🔹 **Corporate videos**
Corporate Videos That Don't Make You Want to Poke Your Eyes Out
- 🔹 **Digital marketing**
Demystifying Digital Marketing
- 🔹 **Web video**
The Anatomy of a Kick-Ass Web Video

And another MOFU example for a Marketing Manager

MOFU Blog Post Title

Dear John: A Happily Ever After, Interactive Media Love Story

Topic Details

Dear John letters may hurt, but that's because they're effective. "John" might have felt a little differently had he received a "Hey, Dude Who Lives in This House with Me" letter. Yeah, it might have still hurt, but we're willing to bet not as much. Why? Personalization. (Talk about the importance of personalization, tips).

Keywords

interactive media

Possible CTA

We personalized an experience for Eloqua that increased sales by X%. Seriously. You should read it.

Bottom of the Funnel

Messaging by Persona

Marketing Manager Sales

- 🔹 Videos for websites
Why Our Videos for Websites Eat Live Chat
Ladies for Lunch
- 🔹 **Acme**
The Acme Recipe for Success
- 🔹 **Innovative marketing strategies**
All Innovative Marketing Strategies Have This
One Thing in Common

Communications Manager Savings/Satisfaction

- 🔹 **Interactive media**
Interactive Communications: It's All About the
Long View
- 🔹 **Acme Lab**
Acme Lab: Our No Bullshit ROI
- 🔹 **Interactive online video**
Interactive Online Video vs. Everything Else

And one last BOFU example for a Communications Manager

BOFU Blog Post Title

Interactive Communications: It's All About the Long View

Topic Details

We're not going to lie: if you choose a vendor like us for your interactive communications—whether they're internal, external, or both—it's going to be an investment. And sticker shock is quite common, especially if this is the first time your organization is considering going in this direction. The thing you need to consider is the long view. Here are x things to keep in mind and to share with those folks in your organization who might be digging in their heels and saying, "No way, Jose!"

Keywords

interactive communications

Possible CTA

Download our crib sheet for data points and quick answers to the tough questions. And the answer to # 4 is Pi. Mmmmmm ... Pie.

The Next 90 Days

Acme Strategy

Next Steps

Focus for Q3

- ◆ Finalize new website
- ◆ Optimize content using keywords
- ◆ Set up your blog and start posting
 - ◆ Write at least 8 posts before launch including social media promotion
 - ◆ Aim to post at least once per week
- ◆ Set up landing pages with forms for individual offers
- ◆ Develop strategy for client newsletter

Focus for Q4

- ◆ Develop your purchasing funnels
- ◆ Map content and offers to funnel stages
- ◆ Revise existing content to support funnels and create new content as necessary
- ◆ Continue blogging
- ◆ Develop formal referral program and launch
- ◆ Launch newsletter
- ◆ Launch formal social media program

Q+A

How can we help?

