

Inbound Marketing For Home Builders & Remodelers

August 2018



Outbound or Inbound?



Traditional “Outbound” Marketing

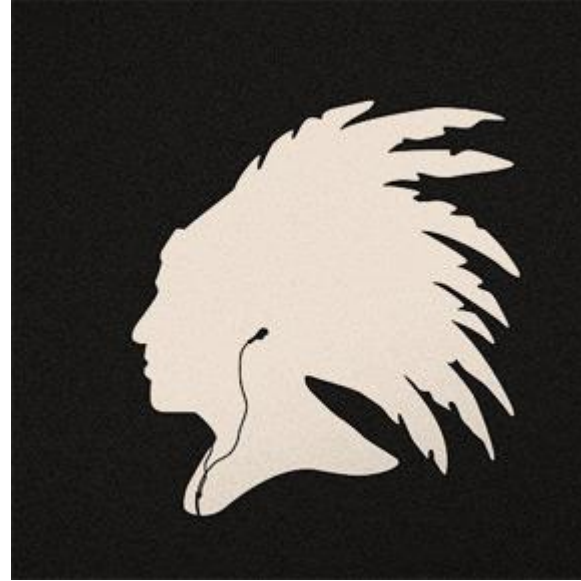
- Broadcast & Print Advertising
- Direct Mail
- Trade Shows/Events
- Public Relations
- Networking/Referrals
- Cold calling



Digital Marketing

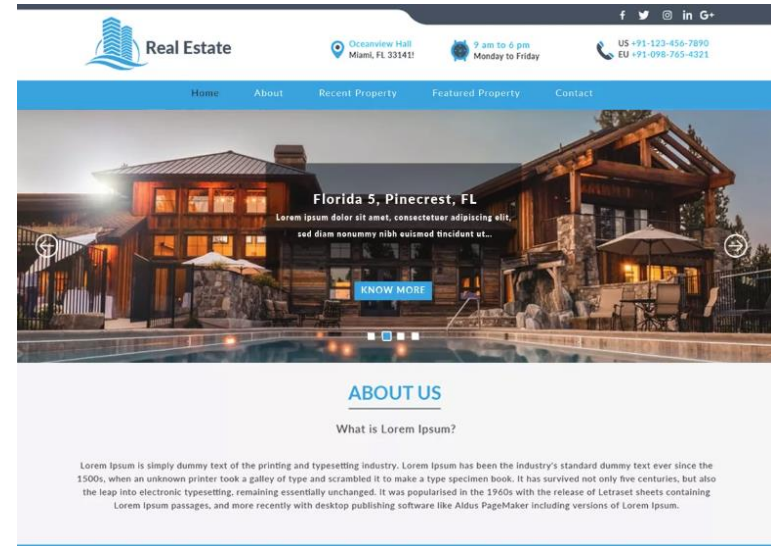
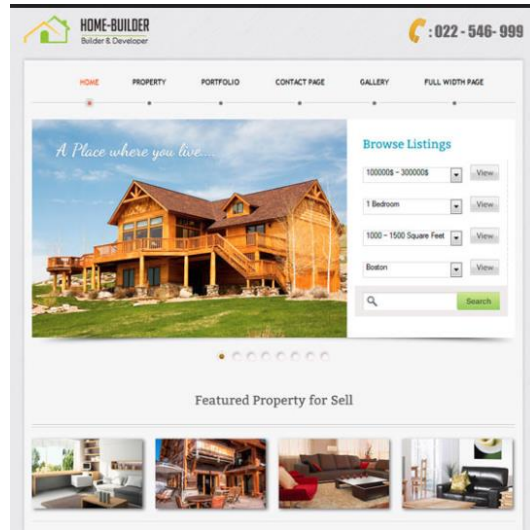
- Websites
- Search Engines
- Social Media
- Content/ Blogging
- Paid Search
- Online Directories
- Mobile
- Email
- Analytics

So, are you a Digital Immigrant or Digital Native?



How about your prospects?

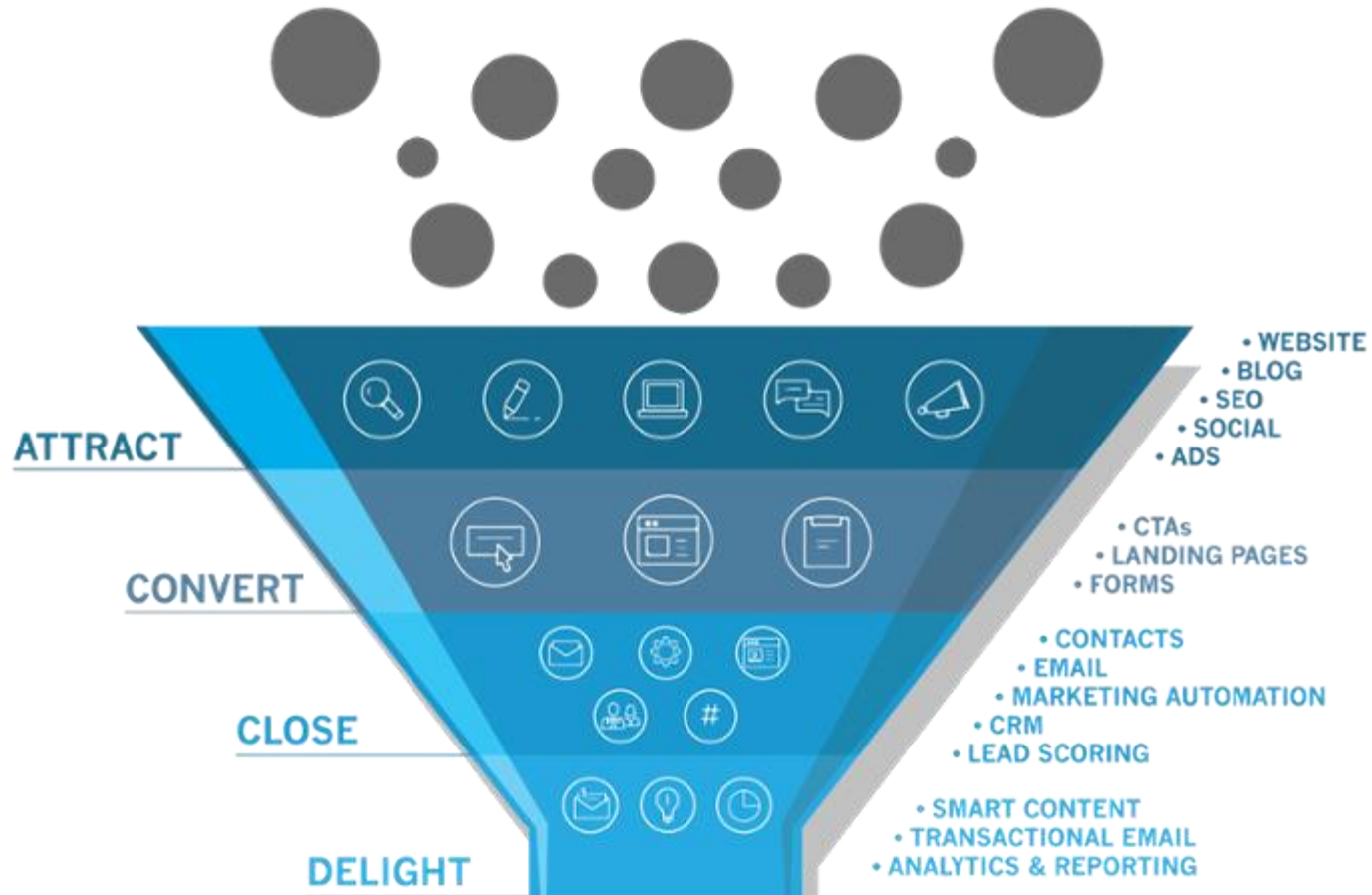
Is your Website an Online Brochure or a Lead Generation Tool?



- Less than 10 pages with little content
- No active role in company's marketing strategy (Pipeline/funnel)
- Poor search engine performance
- Few pages/content for target audiences segments
- No way to collect leads for email list
- No conversion tracking
- Unknown ROI

- Consistent publishing of pages and posts
- Key component of marketing strategy
- Strong rankings in Search engines
- "Lead magnet" content offers
- Clear conversion paths
- Targeted content
- Strong Calls to Action

“Full Funnel” Inbound Marketing Components



Embracing Inbound Marketing & Sales

- Top of the Funnel –
 - Top of the Funnel (TOF) efforts are designed to increase online visibility and attract visitors through targeted content, SEO, social media, advertising and more.
- Middle of Funnel –
 - Middle of the funnel (MOF) efforts are focused on converting visitors to leads by providing valuable content in return for contact information. You'll need content offers, calls to action (CTAs), custom landing pages, forms, etc. all designed to build trust with your visitors, and capture key contact information for future communications and turn the cold leads into sales opportunities.
- Bottom of Funnel –
 - Bottom of the funnel (BOF) efforts help you close the deal with visitor profiles, engagement metrics, lead scoring and more. You can customize proposals and empower sales staff with information and insight. And clear metrics and reporting allow you to analyze your marketing and sales efforts using closed-loop reporting.

Digital Marketing Components

- Responsive Website
- Blog
- Search Engine Optimization (SEO)
- Social Media
- “Lead magnet” content offers
- Lead capture forms
- CRM
- Email Platform
- Analytics tracking

The Tools You Need

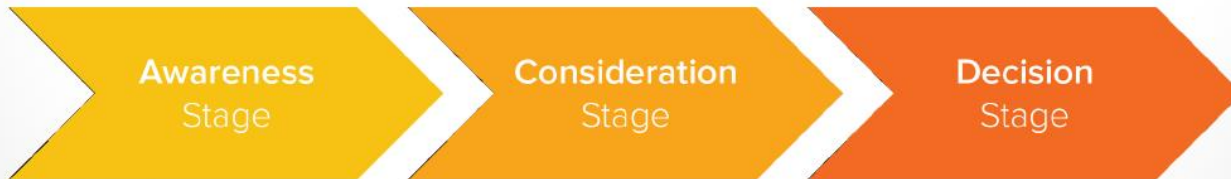
- Content Management System
- Blogging Platform
- Search Engine Optimization Tools
- Social Media Monitoring and Publishing Tools
- Email Marketing Tool
- Landing Page Tool
- Analytics Tool
- CRM

Define Buyer Personas

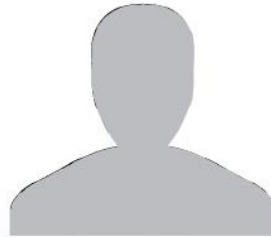


Map the Buyer Journey

THE BUYER'S JOURNEY



Prospect is experiencing and expressing symptoms of a problem or opportunity. Is doing educational research to more clearly understand, frame, and give a name to their problem.



Prospect has now clearly defined and given a name to their problem or opportunity. Is committed to researching and understanding all of the available approaches and/or methods to solving the defined problem or opportunity.



Prospect has now decided on their solution strategy, method, or approach. Is compiling a long list of all available vendors and products in their given solution strategy. Is researching to whittle the long list down to a short list and ultimately make a final purchase decision.

Focus on the Funnel

MARKETING & SALES FUNNEL

Defining the 6 stages of the marketing and sales funnel.



Know the Numbers

- Website Metrics
 - Traffic & Engagement
 - Conversions
- Search Metrics
 - Online visibility
 - Competitive KW Rankings
- Paid Search Metrics
- Social Media Metrics
- Email Metrics
- Marketing Automation
 - Marketing Metrics
- CRM
 - Sales Metrics



Be a Data-Driven Marketer



- Where does your site rank on Google for targeted search terms?
- How many unique visitors does your website get each day?
- What percentage of visitors convert into leads?
- How much are you paying to get a new lead?
- What is the average value of a new lead?
- What % of leads convert into sales?
- What is the value of a new customer to your business?
- What is the lifetime value of a customer?
- **What is the ROI for each of your sources of leads?**

What Does Your Funnel Look Like?



Inbound Marketing Assessment Checklist

Content	Status	Recommended Next Steps	Priority (ABC)
<input type="checkbox"/> Website	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Blog	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Mobile Site	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Digital Assets/Content	<input type="checkbox"/>	<input type="checkbox"/>	
Social Media	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Platforms	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Social Media Mgt Platform	<input type="checkbox"/>	<input type="checkbox"/>	
Organic SEO	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Top KW Rankings	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Local Search Listings	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> SEO Management Tool	<input type="checkbox"/>	<input type="checkbox"/>	
Paid Search	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> PPC Campaigns	<input type="checkbox"/>	<input type="checkbox"/>	
Other	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Online PR	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Offline Promos	<input type="checkbox"/>	<input type="checkbox"/>	
Database/Email	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> House List	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Email Platform	<input type="checkbox"/>	<input type="checkbox"/>	
Conversion Optimization	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Custom Landing Pages	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Calls to Action	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Opt-In forms	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Autoresponders	<input type="checkbox"/>	<input type="checkbox"/>	
Analytics & Reporting	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Web Analytics	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> CRM/ Visitor Intelligence	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Lead Scoring	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Sales Alerts	<input type="checkbox"/>	<input type="checkbox"/>	

We understand that can be overwhelming



"All I asked was that you set up our content management, SEO, social media, landing pages, e-mail marketing, lead tracking, CRM, reports and dashboards. Was that not simple enough for you, Higgins?"

Thanks



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