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# **Inbound Marketing**

*Assessment & Recommendation*

*Overview*

# Executive Summary

## Drive value from your website

*"If you don't know where you are going, you'll end up some place else" – Yogi Berra*

Many companies have revamped their website in the past few years, but have been disappointed by their inbound marketing results. As the web and its usage continue to evolve, has your approach evolved with it? Or does your website simply serve as a verification point for prospects you're already engaged with?

## Why it matters?

**Why has inbound marketing increased in importance?** Because we know that 60% of the information used in B2B buying decisions is collected before the prospect engages with a sales representative.

**How can an inbound assessment provide value for your organization?** By providing realistic and achievable strategy, along with site tuning recommendations to help increase your visibility early in the buying process. With appropriate calls to action, your organization and representatives can be introduced to contacts earlier in the process, helping avoid scenarios where you are entering into sales discussions in the "column fodder" buying stage.

Frantz Group views inbound marketing activity as a pre-MQL funnel. If a website is properly managed and tuned, a similar cascade effect can take place as web traffic begins to grow, interact with your website, convert to actionable data, and then be qualified into your MQL process.

Our assessment helps you establish a current baseline of your website, inbound related activities and conversion potential. We look to explore how the site is being utilized, going beyond the notion of "If you build it, they will come". With regular changes occurring to search engine algorithms and rules, it helps to partner with a firm that has a clear understanding of how best to utilize your website to interface with your customers and prospects.

Frantz Group is in its 20th year of integrated marketing services, with strategic planning and execution expertise specialized in B2B technology markets. Our experience across a wide variety of marketing tactics makes us an ideal partner to assist with your organization's approach to inbound marketing, and how best to leverage these efforts alongside any outbound work you may be engaging in.

## An initial point of contact

By improving interaction and conversion rates on your website, you transform your website from an online "shingle", an object that defines what your business is to people who already know who you are, into a real lead source. An initial point of contact for potential buyers to become introduced to your organization and its products and services.

Instead of buyers performing web research on products, looking up vendors for products, and eventually finding your website, your website becomes an initial point in the web research process. This allows your philosophy and approach to help guide a potential buyer through the purchase process.





## What Topics get Covered?

### Core topics to be assessed include:

- > Search Engine visibility/best practices (SEO)
- > Web Visibility/Popularity (SEO)
- > Inbound Web Traffic Analysis
- > On-Page Analysis/Improvement Recommendations
- > Conversion Point Analysis/Recommendations
- > Evaluate existing Calls-To-Action (CTA)
- > Blog/News/PR analysis
- > Responder follow-up process
- > Revenue Attribution

### Additional topics to be assessed

- > Nurture Tactics
- > Email Marketing Tactics
- > Behavioral Scoring Model
- > Social Media reinforcement

# Recommendations Drive Results

## Website strategies and implementation advice

Frantz Group is not in the business of selling you a new website. Our goal is to guide you towards optimizing your existing site for the best possible results. Too often, we see organizations investing heavily in website design, only to be disappointed with the results 6 months later. In most cases, there are very simple, but strategic alterations that can be made to a site to help turn it from a business listing into a demand generation vehicle.

We work with your marketing resources to ensure they understand the strategic importance of our strategies and recommendations. We work with your technical resources to ensure they understand the scope of the alterations, as well as what types of ongoing access and changes will be required to be successful.

## Marketing operations strategy

Frantz Group advocates driving better marketing operations to yield better results. This means coordinated messaging between blogs, emails, and social campaigns. We look to improve your target market selection for email programs to ensure you're hitting the right people, with the right message, lowering your opt-out rate while increasing your inbox brand and improving your conversions.

The integration of your strategy across multiple mediums is paramount to your success. Too often we see specific vendors advocating dropping tactics, characterizing them as dead, or ineffective, in favor of funneling dollars into their own offering. We find this to be highly ineffective. A disciplined approach to improving your search visibility, your traffic, website interactions

and conversions, without putting all of your dollars into a specific tactic, is the most effective approach to inbound marketing and drives the best ROI.

We work hard to ensure the right technology is in place to both measure and improve ROI across tactics.

### Get actionable results

Proven tactics your team can get started with right away to improve results from your website. Results are tailored to your organization and skill sets.

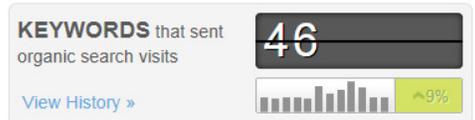
Need assistance implementing or running specific types of programs? Our Inbound Marketing team is ready and willing to assist with these processes moving forward.

## Traffic from Organic Search

### Organic Search History



### Organic Search Breakdown by Engine





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