



This is about:-

- How to outmaneuver competition
- Empower your team with the right tools
- Grow them “personally”
- Beat your competition
- Stay ahead so they cannot catch up



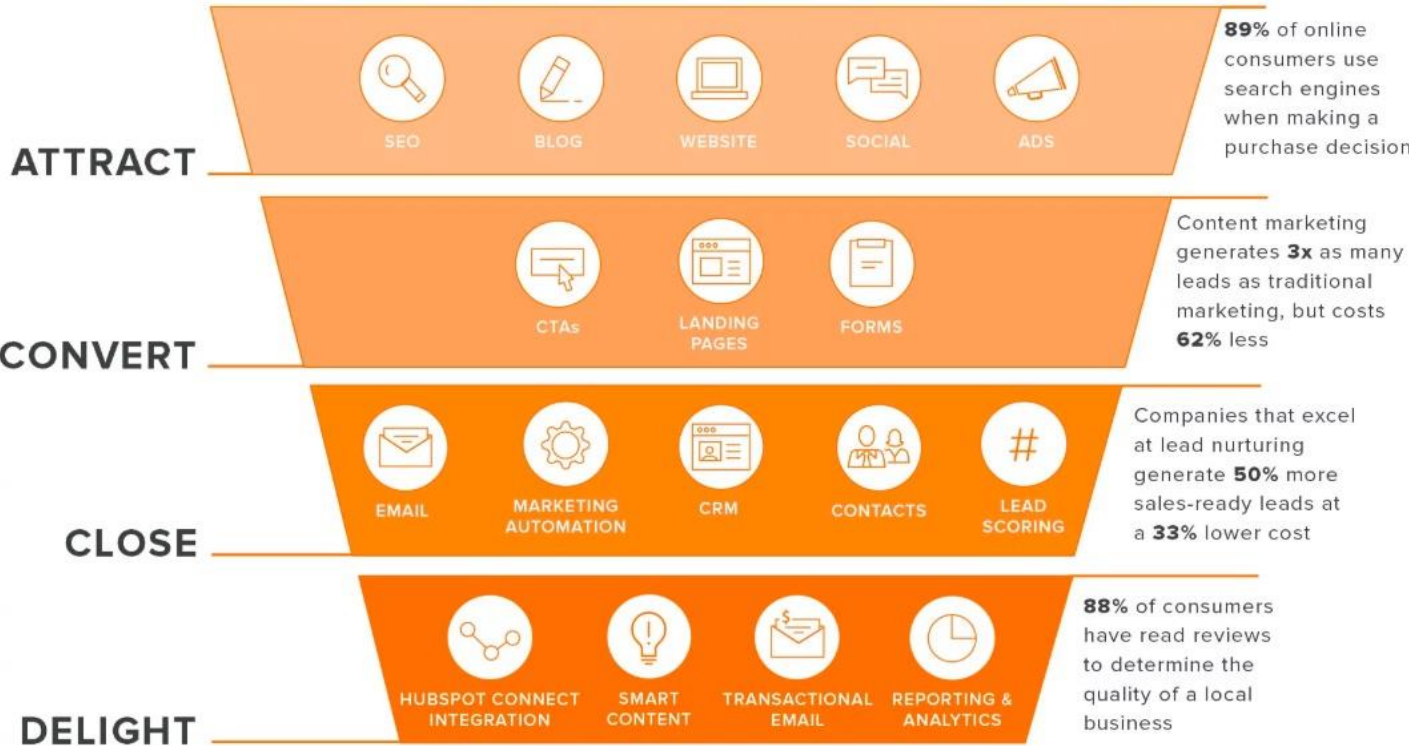
What tools to use

To get results quickly

Learn fast

Avoid expensive mistakes

This HubSpot diagram sums up 99.9% of the “Business Challenges” nearly all businesses face



Business Challenges

- Attract customers**
Educate them where they learn off peers etc
That means publish valuable free content
Not sales content , educational content
- Convert**
Valuable tools, offers to differentiate the offering
- Close**
Tools to close, promo offers, time bound offers

BUSINESS
CHALLENGES

INBOUND
METHODOLOGY

HUBSPOT
TOOLS

A lot of work

- Easy to get wrong
- Need tools & expertise to perfect it

ATTRACT

- Website isn't optimized for traffic
- Business lacks a steady flow of site visitors
- Company isn't ranking for relevant keywords in search results

89% of online consumers use search engines when making a purchase decision

CONVERT

- People aren't looking at many pages on the website
- Lacking context for what buyer stage a prospect is in
- Not getting leads from expensive purchased lists

Content marketing generates **3x** as many leads as traditional marketing, but costs **62%** less

CLOSE

- Lack of visibility into which marketing efforts are working and which aren't
- Don't know where the best leads are coming from
- Trouble knowing and reaching out when prospects are ready to buy

Companies that excel at lead nurturing generate **50%** more sales-ready leads at a **33%** lower cost

DELIGHT

- Customers aren't repeat purchasers
- Lack of referrals from customer base
- Trouble generating positive word of mouth

88% of consumers have read reviews to determine the quality of a local business

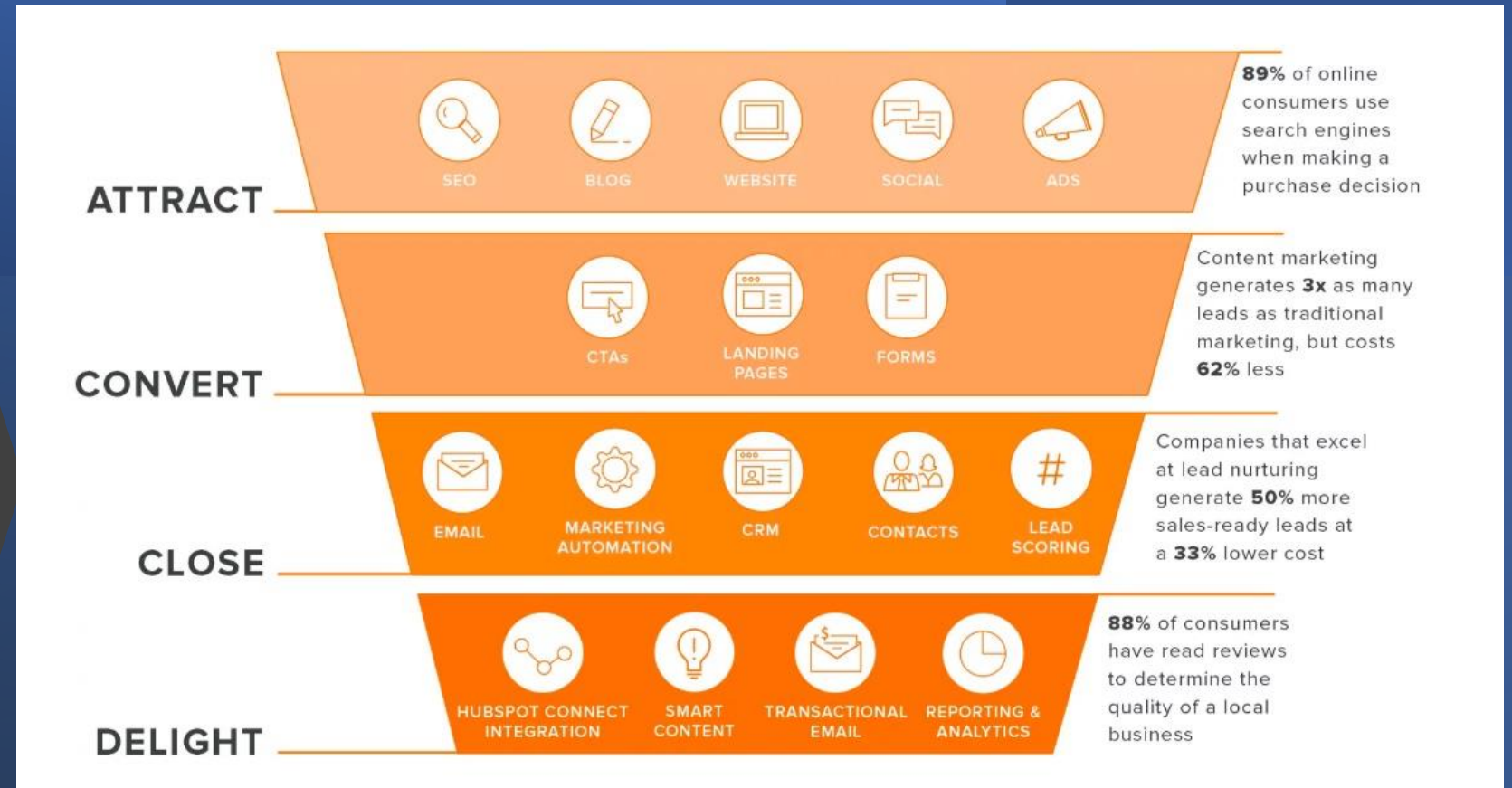
Inbound methodology – educate into pipeline



All the tools you must get right

Requirements

- Understanding
- Specialization
- Expertise



Very easy to waste time & money on all these areas if they are not “owned” by the right person

The whole “digital campaign” HAS TO be controlled so one effort reinforces the other.

MOST COMPANIES ie YOUR COMPETITION get these things wrong!

So it just needs a plan and execution to avoid the mistakes 99.9% of people make!

- Key Tools that help get results and learn prospect habits faster



SE Ranking



Search Console



They are not expensive and feed you the detail to get everything right!

- Research Competition
- Research Keywords and Phrases
- Understand the effort behind each term to rank in top 10
- Understand the traffic gains from winning
- Check website performance – thoroughly audit detail
- Track keyword performance, ranking progress and traffic





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- Understand Website, blog performance – Technically
 - By Page
 - By Device
 - Force Google Spiders to rank your page
– don't wait for 6 weeks while Google
"finds your new website"





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- Understand traffic trending
 - Understand your webpage “customer journeys”
 - Make sure the prospects decision paths are working
 - Understand customer journeys – ie Your website customer movements “trees”
 - Learn and manage customer traffic and behaviour

Sounds complicated but its about “doing simple things well”

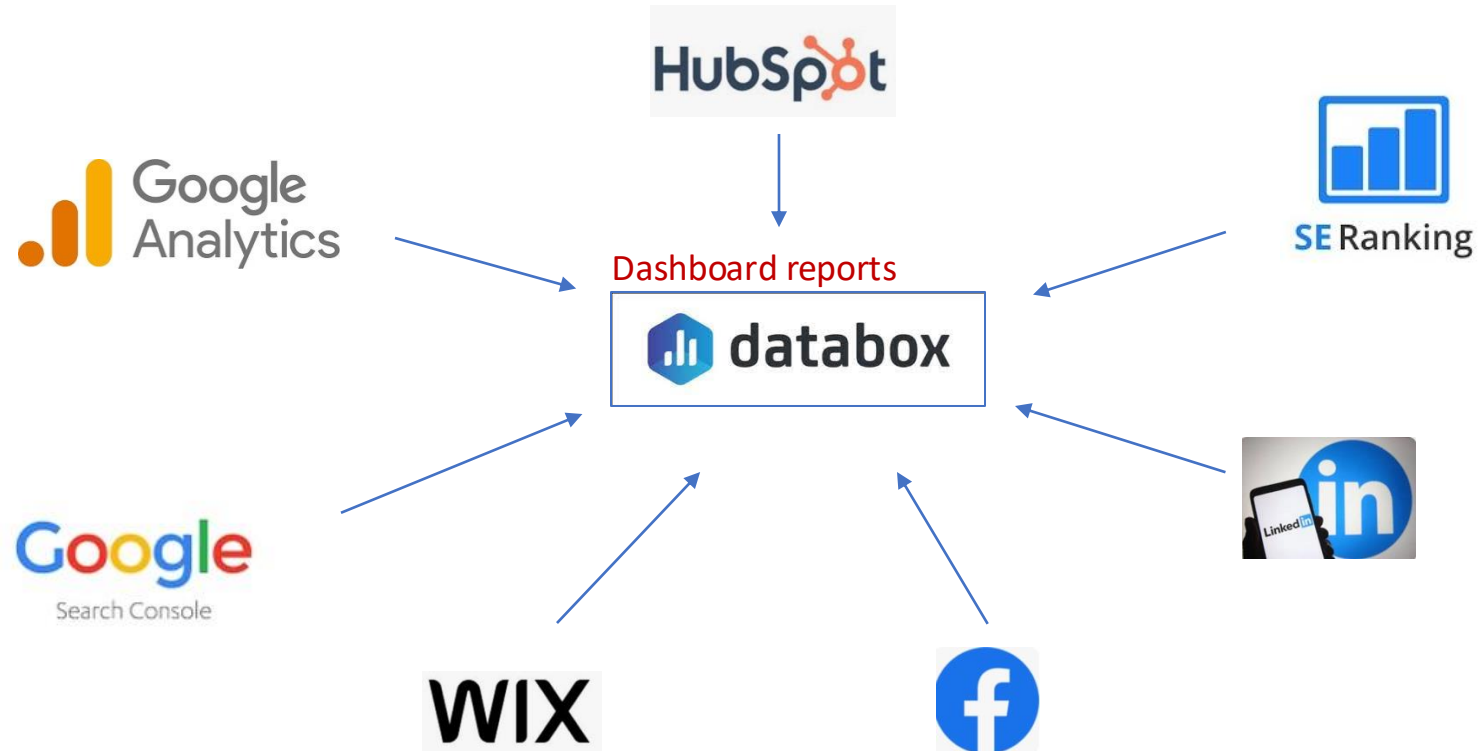


Don't Spend your time going into every tools Metrics

Build reporting that shows in one place the business Performance

Databox can take data from all these tools and present it in one place

Giving your people one version of the truth



Integrations to Tools

- Connect tools to hubspot
- Saves developer time

