



# THE FOUR CORE SERVICES OF INBOUND MARKETING

*GROW YOUR AGENCY BY OFFERING &  
DELIVERING WHAT MATTERS MOST*

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# Grow your Agency by Delivering ..... What Matters Most to your Clients

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**1**

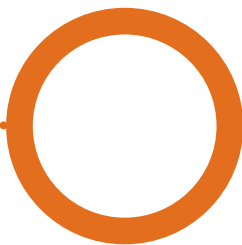


## INTRODUCTION



The shift from [outbound to inbound marketing](#) has been well documented. With good reason – inbound marketing is a seismic shift in the way businesses are marketing themselves, and companies who ditch traditional methods to follow their customers online are blowing their numbers out of the water.

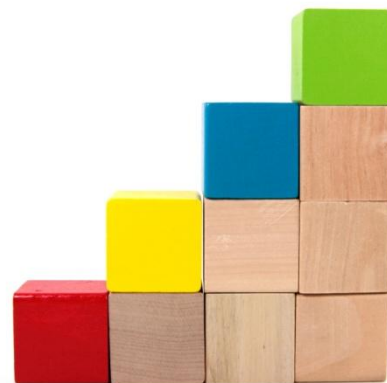
Based on the above, marketing agencies need to think about how they build out complimentary service packages to accommodate the new online objectives their prospects and clients have. But a piecemeal approach will not suffice. Delivering anything less than a soup-to-nuts inbound strategy will produce (by comparison) shallow results and leave money on the table. By developing (or partnering to deliver) the skills and capabilities to satisfy the inbound services your clients will demand, you position yourself to win retainer deals, build long-term relationships and deliver rock solid return on investment.



## Inbound is Where Goals Come Together

### YOUR AGENCY HAS GOALS

Maybe your goal is to double your agencies annual revenue, staff size, client portfolio and move into a bigger office space by 2015. Maybe it's less aggressive than that – something more along the lines of maintaining the lifestyle-company-feel of your agency for yourself and your employees. Regardless of whether your agency's objectives are super-aggressive or not, they most definitely carry with them revenue targets. Certain numbers must be



hit, and your ability to deliver enough client work will dictate whether or not you hit those numbers. For the super-aggressive, new clients need to be found and secured. For the less aggressive, the clients you have must be reliable and on retainer. And in both cases, providing inbound marketing services that prove ROI for your clients on an ongoing basis will be mission critical.

## YOUR CLIENTS & PROSPECTS HAVE GOALS

Your clients also have goals. If they are targeting ambitious growth, then similarly aggressive sales and marketing goals are likely in place and need to be met or exceeded. If their goals are more centered around maintaining certain revenue goals, then there are sales and marketing minimums that must be achieved monthly or quarterly.



Marketing dollars have shifted away from traditional outlets like PR and cold calling. But the skill sets of internal teams lag behind, and as a result, businesses wanting to take advantage of ROI-charged online tactics like blogging and social media are looking to outside agencies for help in reaching these goals.

## WHERE DOES THE INBOUND AGENCY FIT IN?

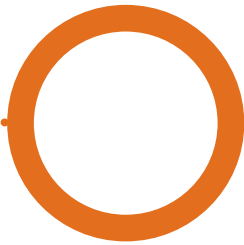


Traditional marketing assets and deliverables are stagnant when compared to the dynamic online content inbound agencies create for their clients. They are time stamped. Borderline obsolete. It is hard for these pieces to do a brand or company any significant good beyond their “go live” date.

Inbound marketing, on the hand, is fueled by content that grows and appreciate over time. So what does that mean for an inbound marketing agency? It means you are uniquely positioned to deliver measureable and sustainable ROI through a strategy that is long-term in nature. By helping them craft and execute on an inbound marketing strategy you make yourself an “unremovable” piece of their



sales and marketing process. Their goals become your goals. Retainer agreements begin to dominate your client portfolio. Project work, and the fluctuating cash flow that comes with it, become a thing of the past.



## THE ROLE SOFTWARE PLAYS

Inbound marketing is a series of online tactics, each driven by software. Orchestrated in unison, these tactics and software can drive traffic, leads and sales to a companies website.

But the “in unison” piece can be challenging. Using different platforms to manage the different tactics can be time-consuming and a drain on your billable time. Not to mention that your effectiveness could be questioned when you pitch a strategy that is dependent on coordinating several different platforms. Likewise, the ability of your agency to avoid scope creep and deliver client work efficiently will be tested when this is your operating mode.





## HOW HUBSPOT ENABLES AGENCY EFFICIENCY AND EFFECTIVENESS

Inbound marketing's best practices, and the foundational elements the Four Core services are built directly into HubSpot. It allows agencies to overcome both the effectiveness and efficiency arguments raised on the previous page.



HubSpot is a software platform that helps you create, publish, and promote your content as well as measure and analyze people's responses to it. HubSpot simplifies your marketing by pulling together everything you need to grow your business. Tangential to the Four Core services of inbound marketing, online marketing agencies can:

1. Use HubSpot's content management system (CMS), blogging, search engine optimization (SEO), and social media tools to **generate more traffic** and leads from your website.
2. Use HubSpot's landing pages, call-to-action module and testing functionality to drive better **website lead generation**.
3. Use HubSpot's segmentation, lead nurturing and email marketing tools to **drive sales from online leads**.
4. Use HubSpot's analysis and measurement tools to determine which marketing campaigns are generating leads, to qualify leads by sale-readiness, and to tailor content for greater impact.



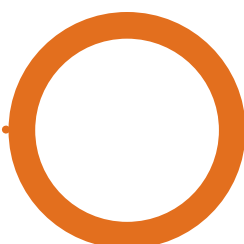




**A Process,  
Not Tactics**

**2**

Agencies that want to secure more retainer business and deliver deeper value need to think about how what they offer helps their prospects and clients achieve their goals. Businesses that meet their revenue and growth goals rarely trace their success back to a tactic like a social media campaign. It takes more than that. Social media, to stick with the example, works because it is a vehicle for promoting content. Offering social media services without a direct tie-in or close coordination to the content being produced on a companies website will make for disjointed links and wasted traffic. A process inclusive of proven online tactics needs to be the basis of your agencies inbound marketing strategies.



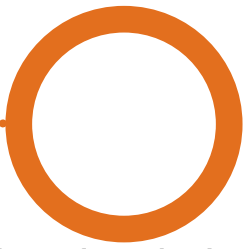
## THE PIECES OF THE PUZZLE

Inbound marketing is like a puzzle – but not because it’s confusing. It’s a puzzle in the sense that it’s made up of many pieces. Pieces that should not stand on their own, but when put together, make total sense.

To truly succeed online, business need to have a comprehensive strategy inclusive of all the pieces to the right. Assembling the pieces together into one, cohesive strategy will compliment all the pieces, and net you and your client a more complete end product.



Limiting your agencies service offerings to just one or two of the above components will limit your ability to deliver “big picture” results for your clients or prospects. Offering the full puzzle, so to speak, will allow you draw up more complete online campaigns and drive towards a deeper return on investment.



## THE INBOUND METHODOLOGY

The inbound marketing methodology below outlines not only what is required to maximize your work's impact, from a tactical perspective, but also a process agencies can use to drive repeatable ROI for their clients. Being the catalyst for and point person on these efforts will help your agency deliver more efficiently and effectively, and build the trust needed to earn deeper relationships with your prospects and clients.



### **GET FOUND - Drive Traffic To Your Site**

- Create Remarkable Content
- Optimize that Content for Search Engines
- Share that Content in Social Media



### **CONVERT - Turn Traffic Into Revenue**

- Create Premium Offers your Prospects Want
- Generate Leads from Website Traffic
- Generate Sales from Online Leads



### **ANALYZE - Measure Your Results**

- Measure your Website Traffic
- Track your Website Leads
- Track your Customers



**INBOUND  
MARKETING'S  
FOUR CORE  
SERVICES**

**3**




## FOUR CORE SERVICES DEFINED



In order to deliver tangible, online marketing results to clients, agencies need to have skill sets and capabilities to deliver the **4 core services of inbound marketing**. These services are each comprised of several tactical components. But to execute in a way that delivers real value and maximum impact all need to be performed together.

The first core service of inbound marketing is the ability to **generate traffic** to a website. Secondly, agencies should be able to tell clients they can develop the premium content needed to capitalize on that traffic by offering **lead generation** services. Third, agencies need to be able to construct targeted follow-up campaigns for those leads and **convert online leads to sales**. Lastly, **analysis and measurement** needs to be a core competency of any online agency. Being able to dig into the results of your online efforts encapsulate is critical. Doing so on a regular basis will allow agencies to repeat successes, and tune underachieving campaigns to get better results.



**Traffic  
Generation**

**4**

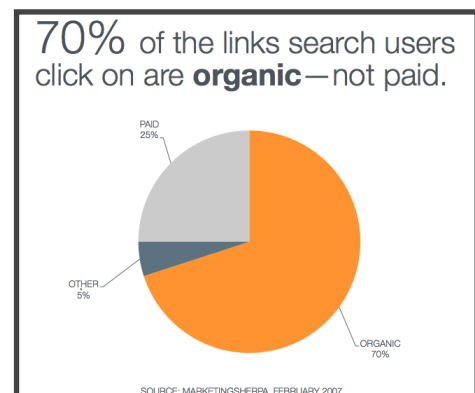
## TRAFFIC GENERATION

A client or prospect has no online brand awareness. They are un-findable when you search words or phrases important to their business. Or maybe they're a new business with zero web presence. Regardless, these client or prospect statements that should make agencies with strong **Traffic Generation** skills salivate! Rich, ongoing opportunities lay behind being the solution to these challenges. Improving website's traffic and online exposure opens the door to other, higher revenue yield service opportunities - and must be included in any online services contract.

Generating more traffic for a website is like baking: your client or prospect will need lots of complimentary ingredients to get a good result. There is no one tactic singularly proven to produce worthwhile results on their own; rather it's a set of strategies and supporting tools working together. Those strategies are Search Engine Optimization, Blogging and Social Media sharing.

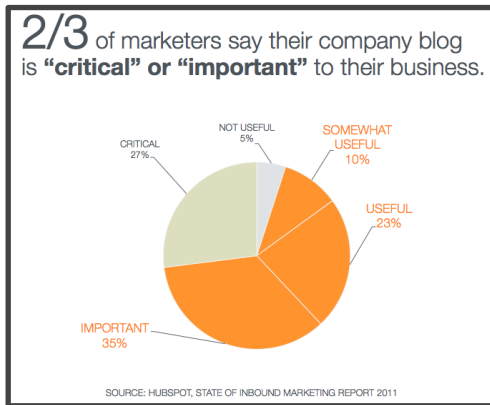
### SEARCH ENGINE OPTIMIZATION

Agencies lay the groundwork for success by hashing out a solid [search engine optimization](#) strategy with their prospect or client. Meeting or exceeding traffic goals is impossible without doing so. Keywords chosen here are placed in parts of backend code and in on-page content to indicate to search engines that your prospect or client's website is a result worth returning for a search term.



Agencies need to have strategic conversations to find the right keywords and phrases to target, and do significant upfront research to ensure what they're chasing is attainable and worthwhile. Monitoring the rankings and traffic tangentially is also critical, as agencies will want to double down on what's working, or adjust their efforts, if organic traffic goals are not being met.

## CONTENT CREATION THROUGH BLOGGING



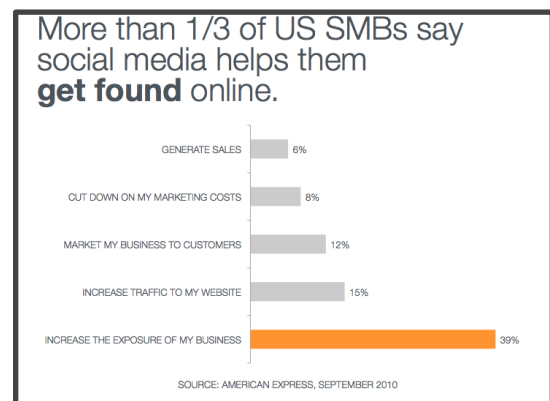
Each page on a website is an opportunity to rank for a keyword or phrase. More pages means more chances to rank – enter the magic of content creation. If your client or prospect has a dynamic business with a long list of services and products, but not individual pages discussing each - then these need to be created. They will help improve rankings for branded terms, as well as key industry descriptors and terms.

Your clients or prospects will also need to understand the importance of [blogging](#). Product pages will be limited to the actual number of products they offer, but topics for blog posts are infinite. Blogs influence purchase decisions by leveraging customer language and topics. Having an active blog will help your client index more pages and rank better, as well as create more top-of-the-sales funnel content to attract more leads.

## SOCIAL MEDIA SHARING

If a blog gets posted in the forest, will anyone read it? Point being, calories get spent creating keyword rich blog content and its impact on search engine traffic will be severely impeded if links to those articles are not shared on [social media](#).

Agencies with social media campaigning skills will have clever and provocative ways of posting content to places like Facebook and Twitter. Doing so will generate interest and clicks back to a client’s site. At the very least, building “sharing” functionality into your prospect or client’s content (like a “Tweet This” button) will allow others to share what they just read with their followers by simply clicking.







**Online Lead  
Generation**

**5**

## ONLINE LEAD GENERATION

All static pages on your client's site have been optimized with targeted long-tail keywords, and rankings are improving as a result. You've developed an editorial calendar that your client is sticking to, and 3 to 4 blog posts go up a week. You're sharing those links in social media, and have client team members actively participating in conversations around key words and phrases. Things are happening. Their monthly traffic has started to point up and to the right. The problem is, this traffic isn't productive yet. For longer retainer deals to be possible, agencies need to paint a picture for their clients of how traffic translates into leads for their sales team. What comes next is **Lead Generation** through premium content offers and landing pages.


### WHAT DOES IT CONSIST OF?

Agencies who successfully generate website traffic for their clients are only halfway there. They need to take what they understand of their client's ideal customer and develop more premium offers. These move potential customers deeper in the sales funnel. Agencies who want to be able to generate leads from the traffic they're driving will need to be able to [craft premium offers, landing pages and call to action buttons](#) for their clients.



Where blogs are public-facing and available for all to digest, premium offers like webinars and e-book downloads are linked to from call-to-action buttons and require visitors to submit their email address on a landing page in order to retrieve or register. When a visitor fills out the form to access this content, a lead is created. Agencies can then use what they know about that content, and their client's target prospect, to build out both an electronic and human follow-up process.

This is online lead generation at its simplest and most effective. For businesses seriously considering their website as an enabler of growth, the marketing efficiency behind these tactics is undeniable. And from a sales perspective, leads generated from premium educational, customer-targeted content are hugely productive due to how clearly they convey a prospect's needs.



**Turning  
Online  
Leads into  
Customers**

**7**



## LEADS TO CUSTOMERS



Agencies need to work with their clients to build lots of targeted content. From a **Leads to Customers** perspective, it's important that the content spans the length of their customer's sales funnel. Educational information like industry trend reports and how-to blog posts are proven winners for the top of the funnel. But offers tied more closely to your client's products and services, like consultations and demos, as well as an efficient means of getting it in front of them, will be needed to turn online

leads into customers.

### WHAT DOES IT CONSIST OF?

All visitors who download your client's content need to be followed up with, either by a human or in an automated fashion. Part of that follow-up needs to be deeper content offers, which invite leads to access more of your clients content and learn more. They self-qualify by opting into these offers. These offers are presented through email marketing and [lead nurturing](#).



There will likely be content that makes sense for segments of leads to see, which we can determine by the content their original conversion event was based on. Content to help them continue understanding their problems or needs can then be deployed. Lead nurturing and segmented email campaigns can be used to better target leads after they've converted on your client's site – and kick off a series of actions intended to generate sales.



Agencies who want their efforts to be indisputably connected to sales and revenue goals need to be able to sketch how content feeds and nurtures leads at all stages of the funnel to their prospects and clients.



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## ANALYZE & MEASURE

“Anything worth doing is worth doing right.” And an online marketer would add, “worth doing again.”



This age-old saying was seemingly built for inbound marketing. The web's massive footprint allows for almost total traceability, which means all the tactics and campaigns you manage and build for your clients are instantly measurable. This allows for easy replication of success and fast failure - but only if you are watching the metrics that matter the most to your clients goals. The set of numbers you need to track differs according to which service or services you've been hired to deliver.

If you've been brought on to increase a client's online awareness and drive more traffic, several sets of data will interest you and the client signing your checks. Has the site's overall traffic increased? Have our rankings for keywords inherent to our core business improved with the blogging we've been doing? Have social media and link building efforts translated into a worthwhile amount of referral traffic?

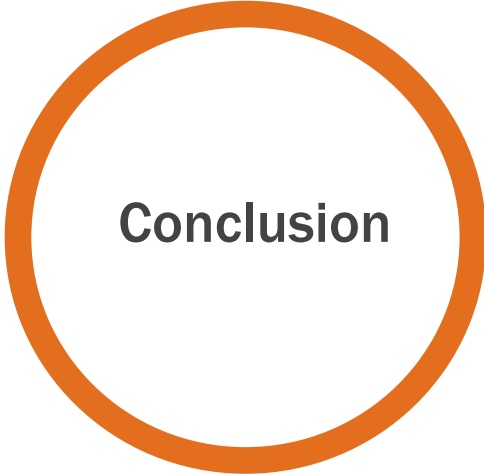
Agencies tasked with lead generation need to focus on conversion metrics and the performance of their landing pages. Have the webinars we've been conducting on XYZ topic been getting good registration and live attendance? How are the download numbers versus page visits of our ebook landing pages? What insights can you glean from the numbers to improve your clients lead generation efforts?





Sales and marketing cohesiveness is one of inbound marketing's critical success factors, and agencies ability to handoff quality, sales-ready leads is critical. How are the leads you are generating being rated by your client's sales team? Are they converting into customers at a high rate? Lead nurturing sequences and click through rates on segmented email blasts need to be heavily examined in order to make sure the right types of folks are getting handed off to sales.





**Conclusion**

**9**



## CONCLUSION

Inbound marketing is a seismic shift in the way businesses are marketing themselves. By building out your firm's capabilities to reflect inbound marketing's Four Core Services, your agency will be poised to capitalize on the emerging needs of businesses who are moving their marketing dollars online. The return on investment these businesses are getting is undeniable and limitless, and so too are the opportunities for marketing agencies who develop services packages to deliver the work. You also remove the possibility of any disjointed-ness in either your pitches or client strategy planning, as the four together combine into an effective and efficient process. It is a powerful foundation for any agency or consultant to build out a retainer-rich client portfolio and successful business on.



## ADDITIONAL RESOURCES

Our Channel Account Representatives help hundreds of online services agencies understand how the Four Core service offerings of inbound marketing can help them earn more retainer clients and grow their business.

[Request a consultation](#) to learn more.

Sign Up for a free trial of HubSpot's inbound marketing software, and see how it integrates all the components of the Four Core Services into an easy and efficient tool agencies to manage client delivery on.

[Register here to get started.](#)

