SMALL BUSINESS MARKETING
TRENDS AND A CASE STUDY

By David Johnson, VP Sales & Marketing
Today’s Topics:

- Introductions
- Marketing Trends
- Fulcrum Group Marketing Case Study
  - Web Site
  - Social Media
  - Outbound Marketing
- Q&A
AUDIENCE INTRODUCTIONS

Tell us your name, title, company background, and your involvement in your company’s marketing efforts.
What do you mean, this doesn’t work anymore?
**Marketing Trends**

**The Inbound Marketer** vs. **The Outbound Marketer**

**“New Marketing”** is “any marketing tactic that relies on earning people’s interest instead of buying it.”

- Communication is interactive and two-way.
- Customers come to you:
  - Via search engines, referrals, social media
- Marketers provide value.
- Marketer seeks to entertain and/or educate.

**“Old Marketing”** is “any marketing that pushes products or services on customers.”

- Communication is one-way.
- Customers are sought out:
  - Via print, TV, radio, banner advertising, cold calls
- Marketer provides little to no added value.
- Marketer rarely seeks to entertain or educate.
Marketing Trends

**Interruption Marketing**
- Interrupting someone’s flow of activity in order to get attention
- Responsible for <10% of clicks on the web
- Higher avg cost to acquire a new customer
- Search Spam
- Paid / Rented Email Lists
- TV, Radio, and Print Ads
- Billboards & Outdoor Advertising
- Throwaway Press Releases
- Pop-Ups & Pop-Unders
- Contextual Ads
- Outbound Sales Calls
-Interstitial Pages
- Trade Show Booths
- Most Social Media Advertising
- Forum, Comment, & UGC Spam
- Banner & Display Ads
- Paid App Reviews
- Video Ads
- Powered by budget & repetition
- Costs remain generally static with scale

**Inbound Marketing**
- Earning attention organically, without interrupting anyone’s path
- Responsible for 90%+ of clicks on the web
- Lower avg cost to acquire a new customer
- SEO & PPC
- Opt-In Email Lists
- Authoring Books/Print Media
- Supporting/Sponsoring Events
- Press & Public Relations
- Thought Leadership
- Community Building
- Influencer Outreach
- Blogging
- Public Speaking
- Earned Social Media
- Word of Mouth & Viral Marketing
- Content Creation & Marketing
- Organic App Store Visibility
- Video Content
- Powered by creativity, talent, & effort
- Generates momentum, making future efforts easier
Rethinking the Marketing Funnel

OLD: Broadcast
- TV, radio, out-of-door
- Direct mail, brochure
- Product test, comparison
- In-store purchase
- Reward points

NEW: Customer Networks
- Search, buzz, blogs
- Online research, User reviews
- Social networks, YouTube, local search
- Group discounts, purchase on-line/in-store/mobile
- “Friending” (FB, Twitter, email), customized up-selling
- Reviews, links, “likes,” social buzz

Marketing Trends
Components of Inbound Marketing

- Content
  - Blogs, Videos, White Papers, Ebooks

- SEO
  - On-page, off-page, link-building, keyword analysis

- Social Media
  - Twitter, LinkedIn, Facebook, Forums, Blogs
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Web Site History - 2012

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Web Site Refresh Considerations

- Outsource Web Site Development/Maintenance/Social Media Marketing
  - Industry specific vendors with template web sites/social media strategies
  - Non-industry specific vendors like Hub Spot
  - Upfront and recurring costs
  - Pros: Outsourcing would allow us to focus on sales and service delivery execution
  - Cons: Lack of customization, generic content/style, on-going costs
Web Site Refresh Considerations

- Outsource Web Site Development But Handle Maintenance/Social Media Marketing In-House
  - Custom content written by us – no one knows us like we do
  - Pros: Customized content/style, low recurring costs
  - Cons: More internal resources required to perform marketing tasks
Key Web Site Features

- We wanted our web site to reflect who we are and what we do.
- We elected to go with a WordPress site that we could manage ourselves.
- We wrote all of our own content, and included a Call To Action form and downloadable brochure for each service offering.
- We included a non-Flash slider image on the main page, with links to spotlight services or pages.
- We added in plug-ins for SEO optimization, forms creation, and Live Sales Chat.
Goal – Be the Industry Expert
- We utilize Vertical Response for email marketing
- Monthly Email Educational Newsletters
- Monthly White Papers on technology topics
- Blog with 10-15 posts per month
- Share snippets of content across various social media to drive visitors to our web site
Social Media Strategy

- **Blog**
  - 10-15 posts per month, tech topics, and content from newsletter
- **Facebook**
  - Used to personalize our team, regular updates with pictures of team members, and post events
- **LinkedIn**
  - Individual user profiles, company profile, post to company followers, connections, and groups
- **Twitter**
  - Use tools like Hootsuite to post to all social media simultaneously
- **Youtube**
  - Video content such as client testimonials, embed into our web site
- **Google+**
  - Google search profile, map, and testimonials that show up in search results
Outbound Marketing Strategy

- **Trackable E-Campaigns**
  - Email blasts and Pay-Per-Click ad campaigns, can often be funded by vendor MDF funds

- **Webinars**
  - Virtually meet with clients and prospects, low cost, high reach

- **Lunch & Learn events**
  - Takes effort, but nothing beats getting in front of prospective clients

- **Networking & Strategic Partners**
  - Find like-minded businesses that you can refer clients to, givers gain mentality

- **Vendor Leads**
  - Cultivate relationships with your top vendors to ensure that you receive qualified leads
Laura’s Top 5 Marketing Tips

- Differentiate with custom content
  - Custom written email newsletters, white papers, and video testimonials can help increase your organic SEO

- Get organized!
  - Keep a monthly calendar, and make sure you send out/update content regularly, the key is to STAY with the plan

- You can only manage what you measure
  - Make sure all of your campaigns have a way to measure their effectiveness – click thurs, Google Analytics reports, adjust to get more traffic

- Social media – know your clients
  - Search and follow your clients, make sure your social media posts have a Call To Action
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