**Inbound marketing**… "Inbound" refers to marketing activities that bring visitors in, rather than marketers having to go out to get prospects' attention. Inbound marketing earns the attention of customers, makes the company easy to be found, and draws customers to the website by producing interesting content.
"Sales enablement" is a strategic, ongoing process that equips all client-facing employees with the ability (& content and technology) to consistently and systematically have a valuable conversation with the right set of customer stakeholders at each stage of the customer's problem-solving life cycle to optimize the return on investment.
Inbound marketing + Sales Enablement = A Single Revenue Team

The lines between sales and marketing are quickly dissolving.

On top of this, 90% of the materials created by marketing are not being used by sales, and sales reps are spending 30 hours each month creating their own or searching for materials. Because of the wasted resources, companies are increasing their budgets to improve the effectiveness of their sales teams. According to Sirius Decisions, budgets for sales enablement have doubled to $2.4 million in the past two years, and companies have also increased their investment in sales enablement technology by 69%.
Inbound Sales & Marketing

Buying has changed
TECHNOLOGY HAS SHIFTED POWER TO THE BUYER

The days of inundating customers with radio, television and print ads are over. The internet has completely changed the way people make purchase decisions, allowing them to gather information, get opinions and read reviews online.

BUYER BEWARE

SELLER BEWARE
STATS SHOW BUYERS SPEND MORE TIME RESEARCHING THEIR OPTIONS ONLINE

94%
Of B2B buyers research online before making a purchase decision
(2014 State of B2B Procurement study)

57%
Today's business buyers do not contact suppliers directly until 57 percent of the purchase process is complete. Think with Google, CEB's Marketing Leadership Council.
THE BUYER’S JOURNEY DRIVES INBOUND METHODOLOGY

DEFINE JOURNEYS

BP#1

BP#2

AWARENESS
Prospect is expressing symptoms of a pain or opportunity

CONSIDERATION & RESEARCH
Pain has been defined and prospect is researching available methods to solving the defined problem

DECISION
Prospect has decided on solution strategy and is comparing vendors to make a final purchase decision

DELIGHT
Turn current customers into promoters or evangelists
COMPONENTS OF A CUSTOMIZED JOURNEY

Streamline your marketing process while delivering a personalized, one-on-one user experience.
INTEGRATED GO-TO-MARKET STRATEGY

Strategies are different, but goal is the same:
Generate Awareness & Engagement

ANALYTICS + OPTIMIZATION

CHANNELS
OWNED
EARNED
PAID
Meet the Mojo Team

MOJO MEDIA LABS

HubSpot PLATINUM CERTIFIED AGENCY PARTNER
SKILLS

core values
&
skills
Three Steps to Integrate Sales & Marketing
GROWTH DRIVEN DESIGN vs TRADITIONAL WEBSITE DESIGN

CHANGE: Users evolve. Your company evolves. Technology and devices evolve. Your website should evolve with it.

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GROWTH-DRIVEN DESIGN

Missed Opportunity
2-3 Years

WEBSITE 1

REVENUE

WEBSITE 2

Missed Opportunity
2-3 Years

WEBSITE 3

CHANGE

CHANGE

TIME

RESULTS
"Closing the Loop" on ROMI
(Return on Marketing Investment)

http://www.mojomedialabs.com/blog/closing-the-loop-on-romi-return-on-marketing-investment
1. **SUBSCRIBER**
   These are the people who are aware of your brand and have opted in to get periodic updates directly from you. They are usually signed up for newsletters and/or blogs only. The goal with this lifecycle is nurturing via relevant content that can increase their likelihood to move into the next lifecycle.

2. **LEAD**
   A lead has now provided more information than simply their email; this was usually provided in order to obtain a top of the funnel offer (TOFU). This group has not only shown interest in your blog content but is also interested in seeing what other standards your brand can offer and is willing to provide some personal information to obtain said content.

3. **MARKETING QUALIFIED LEAD**
   These are the contacts that have shown significant interest in your product or company but have not yet been vetted by your sales team. They are different from subscribers or leads because they have at this point probably requested a bottom of the funnel offer (BOFU) such as a demo request.

4. **SALES QUALIFIED LEAD**
   What separates a Sales Qualified Lead (SQL) from an MQ is whether or not your sales team believes this contact is ready for an official sales touch base.

5. **OPPORTUNITY**
   Once the SQLs have been vetted by the sales team, they become sales opportunities which will hopefully move into the next and very important stage.

6. **CUSTOMER**
   As the name implies, this is the main lifecycle stage we are all working towards; this is when someone hires you to do the work or provide the service you’re promoting.
THANK YOU
See You Next Time

MOJO MEDIA LABS
400 E. LAS COLINAS BLVD, SUITE 270
IRVING, TX 75039

WEBSITE
mojomedialabs.com/blog

EMAIL
mike@mojomedialabs.com

TELEPHONE
972-893-1334
INBOUND FUNNEL
BUYER’S JOURNEY

OFFERS [CTAs]
- Checklist
- Whitepaper
- Video
- Infographic
- Webinar
- Product specs
- Catalog
- Coupons
- Consultations
- Free samples
- Calculator
- Podcast
- Estimates
- Demos

STAGE
AWARENESS
Experiencing a problem

CONSIDERATION
Researching solutions

DECISION
Choosing a product or service

REVENUE