"This is a presentation about what it takes to create and sell something remarkable. It is a plea for originality, passion, guts and daring.”

--- Seth Godin

C303 – Inbound Marketing: Leading-Edge Tools
Why is “Inbound Marketing” important?

- We depend upon each other for success!
COMPETITORS!

If you don’t invest **now**, how soon before I am out of business?

Why is “Inbound Marketing” important?
Presentation Topics

- Who am I?
- What is “Inbound Marketing”?
- What is the key “Message”
  - Traffic Generation
  - Lead Management
    - Lead Acquisition
    - Lead Nurturing
- Analytics
Who am I?
Marketing Inbound Consultants

John H. Heinrichs – ai2824@gmail.com
Associate Professor of Information Studies

jlim@totalcrm.net – Jeen-Su Lim
Professor of Marketing and e-Commerce

Books
- **Marketing Strategy**: Market Analytics and Relationship Management, 2012, ASIN: B006TKVF36
- Handbook of **Social Media Marketing**: Five Principles of Online & Social Network Interactivity, 2011, B0053HPYY2
- Winning Strategies from Competitive Analytics, 2011, ASIN: B00506UADG

Articles
- **Gender Differences** in E-Retail Site Service Quality Model: Evidence from a Two Country Study, Heinrichs, Al-Aali, Lim, & Lim, *Journal of Internet Marketing*.
- Testing Alternative Models of **User Involvement and Satisfaction** in a Social Media Context, Heinrichs, Al-Aali, Lim, & Lim, *International Journal of Internet Marketing*.

Presentations
- **Impact of Social Media Opinion Leadership and Affect on Product Purchase Decisions** at the Decision Science Institute Annual Conference - November 2011, Boston, MA.
What is Inbound Marketing?

Inbound Marketing
*Permission centric...*
... any marketing tactic that relies on earning interest instead of buying it

Outbound Marketing
*Interruption based...*
... any marketing that pushes products or services

*Comparison*

**Inbound Marketing**
- White Papers
- Blogs
- E-books
- Social Media
- SEO
- RSS

**Outbound Marketing**
- Phone Calls
- Television Advertising
- Trade Shows
- Direct Mail
- Radio

---

**In the US, nearly one-third of households will have DVR capabilities on their TVs by 2014.**

**86% of people skip television ads.**

**By 2014, 65% of the world’s population will be mobile subscribers.**

**Twenty-seven percent of US adults say that tablets have decreased their use of print newspapers.**

**Email is a mainstream communication channel for 90% of US online adults.**

**Email is never opened.**

**91% of email users have unsubscribed from a company email that they previously opted into.**

---

**Permission**

---

**Interruption**
The “Message”...

“Inbound Marketing” Plan

- **Keyword Research**
- **Persona Creation**
- **Link Building**
- **Search Engine Optimization**

**Website Traffic Generation**
- Branded .................... 20%
- Non-Branded ............. 80%

**Prospective Lead Management**
- Nurturing
- Acquisition

**Social Media Tools**
- LinkedIn - Pinterest
- Facebook - Google+
- Twitter - YouTube

**Build Authority / Trust**
- **Landing Pages**
- **Pay-Per-Click**
- **Call-to-Action**

**E-books / Checklists / How-to Guides**

**Blogging**

Get the right **content** to the right **person** at the right **time**

Traffic Generation
aka “Interest”

- Website Presence
- Blogging
- Social Media Reach
- Keyword Generation
- Link Building
Websites Presence

Website presence via NodeXL

"In today’s information age of Marketing and Web 2.0, a (school’s) website is the key to their entire business."

--- Marcus Sheridan
Website Presence

“SLIS” keyword

Social media changes the relationship between organizations and customers from master and servant, to peer to peer

--- Jay Baer
Blogging
Creating authority for the website
- Interesting; Informative; Controversial; Educational;

Organizations that get 5X more traffic than those who blog ≥20 times/month vs. ≤4 times/month.

SOURCE: HUBSPOT, LEAD GENERATION LESSONS FROM 4,000 BUSINESSES, 2011
Blogging
Creating authority for the website
- Interesting; Informative; Controversial; Educational;

There are 152,000,000 blogs on the Internet.

SOURCE: UM, OCTOBER 2010
Blog Analytics
Creating authority for the website
- Interesting; Informative; Controversial; Educational;

"Focus on the core problem (your organization) solves & put out lots of content & enthusiasm, & ideas about how to solve that problem."
--- Laura Fitton
Social Media Reach
See which channels are bringing in traffic and prospective student leads

“Before you create any more “great content,” figure out how you are going to market it first.”
--- Joe Pulizzi

<table>
<thead>
<tr>
<th>Site</th>
<th>Visits</th>
<th>Conversion</th>
<th>Contacts</th>
<th>Conversion</th>
<th>Customers</th>
<th>Conversion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>2,823</td>
<td>0.3%</td>
<td>9</td>
<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>450</td>
<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>283</td>
<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Twitter</td>
<td>226</td>
<td>0.9%</td>
<td>2</td>
<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>StumbleUpon</td>
<td>68</td>
<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
Social Media Reach - Facebook
Track the size of our marketing reach over time in Facebook
50% of Facebook Fans Prefer “Brand Pages” to Websites!

Total Likes: 473 (1.5%)  Friends of Fans: 122,988 (1.06%)  People Talking About This: 64 (128.57%)  Weekly Total Reach: 1,247 (45.68%)  Total Subscribers: --

Source: Social Media Today
Social Media Monitoring
Track the success/interest of activity

“The biggest mistake we see (organizations) make when they first hit Twitter is to think about it as a channel to push out information.”

--- Sarah Milstein

---

Event Name                          Count
Mentioned LIS on Twitter             3,211
Mentioned Information Management on Twitter 2,703
Mentioned Library Science on Twitter  1,735

---

Social Media Reach
Track the size and growth size of your marketing reach over time.

Social Prospects
Monitor important conversations on social networks.
Social Media Monitoring
Focus on Engaged Contacts, Facebook Interactions, Facebook Likes

Most Recent Engaged Contacts

<table>
<thead>
<tr>
<th>Contact</th>
<th>Email</th>
<th>First seen</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Jun 1 10:54 pm</td>
<td>Return lead</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jan 20 3:13 am</td>
<td>Return lead</td>
</tr>
</tbody>
</table>

Facebook Interactions

I agree that there are many redundant phrases, but some of these are warranted in certain situations - like an end result, in a process consisting of a series of actions that each produce results - the end result is the one that you are talking about. Overall though, we could absolutely consolidate a lot of these phrases - they're just done to catch your attention.
Keywords
Keyword generation focused on the long tail

"Increasingly, the mass marketing is turning into a mass of niches."
--- Chris Anderson

...account for 70% of searches

HIGH COST & COMPETITION

1 Word Phrases
“Library”

2-3 Word Phrases
“Health Informatics”

More descriptive
“Online Health Informatics for Librarians”

LOW PROBABILITY OF CONVERSION

LOW COST & COMPETITION

LOW COMPETITION & HIGH CONVERSIONS

36% conversion rates
Keywords
Keyword generation focused on the long tail

While getting found by search engines requires quality content, it is not sufficient!
Getting found requires quality content and quality keywords

- 2 similar headlines on 2 similar posts:
  - 3 Valuable NYC Parking Ticket Tips
  - How to Beat 3 NYC Parking Tickets

- One post earned 312 views while the other keeps on giving with 21,627 website views, and 16,735 views

http://www.newyorkparkingticket.com/Blog/
# Keywords

Keyword generation focused on the long tail

<table>
<thead>
<tr>
<th>Keywords</th>
<th>Impressions</th>
<th>Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>27</td>
<td>60</td>
<td>Low</td>
</tr>
<tr>
<td>ranked in top 3</td>
<td>ranked in top 10</td>
<td>total</td>
</tr>
</tbody>
</table>

---

"You can't expect to just write and have visitors come to you - that's too passive."

--- Anita Campbell

## Table of Keywords

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Visits</th>
<th>Leads</th>
<th>Rank</th>
<th>Searches</th>
<th>Difficulty</th>
<th>CPC</th>
<th>Campaigns</th>
<th>Date Added</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;information visualization&quot;</td>
<td>0</td>
<td>0</td>
<td>100+</td>
<td>690</td>
<td>82</td>
<td>Low</td>
<td>0</td>
<td>22-Jun-2012</td>
</tr>
<tr>
<td>pinterest</td>
<td>0</td>
<td>0</td>
<td>100+</td>
<td>9,140,000</td>
<td>99</td>
<td>$27.68</td>
<td>0</td>
<td>5-Apr-2012</td>
</tr>
<tr>
<td>competitive advantage</td>
<td>0</td>
<td>0</td>
<td>100+</td>
<td>6,600</td>
<td>98</td>
<td>$5.45</td>
<td>0</td>
<td>30-Jan-2012</td>
</tr>
<tr>
<td>social media marketing class</td>
<td>0</td>
<td>0</td>
<td>100+</td>
<td>46</td>
<td>52</td>
<td>$58.20</td>
<td>0</td>
<td>27-Jan-2012</td>
</tr>
</tbody>
</table>

## Recommendations

### Low Ranking

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Searches</th>
<th>Your Rank</th>
<th>Competitor</th>
<th>Competitor's Rank</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>slis</td>
<td>1,000</td>
<td>14</td>
<td>9</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>master of library science</td>
<td>480</td>
<td>40</td>
<td>28</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>masters of library science</td>
<td>390</td>
<td>31</td>
<td>29</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>
Link Building
Focus on linking to sites that send traffic to the website

"I am all for conversations. But you need to have a message."
--- Renee Blodgett
Lead Management

- Lead Acquisition
- Lead Nurturing
1. **Potential Market:** anyone who shows an *interest* in the topic

2. **Available Market:** anyone who has the *interest & means* to apply

3. **Qualified Available Market:** anyone from the “Available Market” who is *qualified* to apply

4. **Served or Target Market:** anyone from the qualified market who we *decide* to target

5. **Penetrated Market:** anyone who has already *applied*

---

Funnel Management Process

1. Search
2. Landing Page
3. Form Submit
4. Lead Qualification
5. Apply
Lead Management

❖ Lead Acquisition

Attract quality prospective leads …
increase conversions

❖ Prospects
❖ Landing Pages
❖ Calls-to-Action
Prospects
Daily list of prospective students

HubSpot Daily Prospects Digest Sep. 22

Here's the daily digest of the most recent prospects to visit your website, sorted by number of page views.
To see the full list, visit your Prospects report.
To learn more about using Prospects, visit HubSpot Help.

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Page Views (Past 24 Hours)</th>
<th>Visitors (Past 24 Hours)</th>
<th>Leads (All Time)</th>
<th>Referrer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wideopenwest Michigan</td>
<td>33</td>
<td>8</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Canton Michigan</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>United States</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clearwire US Llc</td>
<td>25</td>
<td>3</td>
<td>0</td>
<td>facebook.com</td>
</tr>
<tr>
<td>San Antonio</td>
<td></td>
<td></td>
<td></td>
<td>At 11:17PM</td>
</tr>
<tr>
<td>Texas</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>United States</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Detroit Michigan</td>
<td>25</td>
<td>15</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Michigan</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>United States</td>
<td></td>
<td></td>
<td></td>
<td>At 12:08AM</td>
</tr>
</tbody>
</table>

“Traditional methods of sales prospecting are grossly inefficient.”
--- Jill Konrath
Your website should inform prospects with search engine-friendly content that is based on your expertise and offers them solutions to their problems.

Prospects – Michigan
Visitors from Universities / Colleges in Michigan

<table>
<thead>
<tr>
<th>Name</th>
<th>Pages Seen</th>
<th>Visitors</th>
<th>Leads</th>
<th>Visiting From</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wideopenwest Michigan</td>
<td>250+</td>
<td>50</td>
<td>1</td>
<td>28 minutes ago</td>
</tr>
<tr>
<td>Eastern Michigan University</td>
<td>250+</td>
<td>36</td>
<td></td>
<td>no referrer 3 hours, 59 minutes ago</td>
</tr>
<tr>
<td>Thomas M Cooley Law School</td>
<td>138</td>
<td>21</td>
<td></td>
<td>no referrer 6 hours, 24 minutes ago</td>
</tr>
<tr>
<td>Ann Arbor District Library</td>
<td>250+</td>
<td>27</td>
<td></td>
<td>7 hours, 2 minutes ago</td>
</tr>
<tr>
<td>Bhn Detr</td>
<td>250+</td>
<td>39</td>
<td>1</td>
<td>7 hours, 44 minutes ago</td>
</tr>
</tbody>
</table>

EASTERN MICHIGAN UNIVERSITY

First Seen: 4/12/2012
Pageviews: 250
Visitors: 36

Search Phrases
- "dr. robert p. holley"
- library job postings metro detroit
Landing Pages
Focused information and lead acquisition via smart forms

Inbound Marketing: It's What You Can Do With Your MLIS Degree

This e-book shares just 5 ideas where you can use your Inbound Marketing talents that can also help your organization prosper.

Investigate Inbound Marketing Topics

- Practice Your Management Craft
- Measuring Social Media’s Impact
- Personas of Prospective Students
- Where Should I Target My Resources?
- Does Your Library Use Facebook?

What our customers are saying

"I love this e-book!" - Sarah, Plymouth

"I am amazed I lived this long without this!" - Jeen, Toledo

"I recommend this e-book to everyone I know. It is indespensable." - Karen, Royal Oak

Get Your E-Book Now!

"You're too busy 'doing business' to answer our email? Oh gosh, sorry, gee, we'll come back later. Maybe."
--- www.cluetrain.com
Landing Pages
Focused information and lead acquisition via smart forms

Variations A B

New Graduate Certificate in Urban Librarianship

LIS 7400: Urban Libraries Seminar is being offered in Fall 2012 (On Campus).

Learn about community engagement, outreach, and activism in libraries -- and get credit!

- What is community engagement? What does "engagement" look like? How can you make yourself and libraries more visible?
- In this course, you will learn how to align library services with community priorities and values and connect with communities and stakeholders.
- If you are interested in outreach and activism, this course will provide many opportunities for you to explore those interests!
- As part of the course, students will also obtain practical experience by participating in two community events such as a literacy event and a community fair.
Landing Pages
Focused information and lead acquisition via smart forms

New Graduate Certificate in Urban Librarianship

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- As part of the course, students will also obtain practical experience by participating in two community events such as a literacy event and a community fair.
## Landing Pages
Focused information and lead acquisition via smart forms

<table>
<thead>
<tr>
<th>Page Variations</th>
<th>Total Visits</th>
<th>Unique Visitors</th>
<th>Conversions</th>
<th>Visited the Programs SLIS page</th>
<th>Viewed the Ideas Blog site</th>
<th>Visited Home Page</th>
<th>Visited News Page</th>
<th>Visited Admissions Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variation A</td>
<td>316</td>
<td>253</td>
<td>14 (5.5%)</td>
<td>19 (7.5%)</td>
<td>12 (4.7%)</td>
<td>6 (2.4%)</td>
<td>5 (2.0%)</td>
<td>3 (1.2%)</td>
</tr>
<tr>
<td>B Variation B (Cloned from A)</td>
<td>263</td>
<td>237</td>
<td>6 (2.5%)</td>
<td>19 (8.0%)</td>
<td>9 (3.8%)</td>
<td>10 (4.2%)</td>
<td>3 (1.3%)</td>
<td>5 (2.1%)</td>
</tr>
</tbody>
</table>

**A/B Testing Summary**
There are 490 visitors in this page. The best choice is Variation A: it converted at 5.5% *(120% better than Variation B)*. With 95% probability this result is statistically significant. Variation B converted at 2.5%. Variation A selected as the best alternative.
# Landing Pages
Focused information and lead acquisition via smart forms

<table>
<thead>
<tr>
<th>Source &amp; Medium</th>
<th>Status</th>
<th>Unique Visitors</th>
<th>Conv.</th>
<th>Submissions</th>
<th>Visited the Programs SLIS page</th>
<th>Viewed the Ideas Blog site</th>
<th>Visited Home Page</th>
<th>Visited News Page</th>
<th>Visited Admissions Page</th>
<th>Other Conversions...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Traffic</td>
<td></td>
<td>237</td>
<td>10 (4.2%)</td>
<td>0</td>
<td>16 (6.8%)</td>
<td>11 (4.6%)</td>
<td>9 (3.8%)</td>
<td>6 (2.5%)</td>
<td>5 (2.1%)</td>
<td>see full report</td>
</tr>
<tr>
<td>wiki.answers.com</td>
<td>(referral)</td>
<td>47</td>
<td>0</td>
<td>0</td>
<td>1 (2.1%)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>see full report</td>
</tr>
<tr>
<td>educationjobsite.com</td>
<td>(referral)</td>
<td>25</td>
<td>4 (16.0%)</td>
<td>0</td>
<td>5 (20.0%)</td>
<td>0</td>
<td>2 (8.0%)</td>
<td>0</td>
<td>0</td>
<td>see full report</td>
</tr>
<tr>
<td>beyond.com</td>
<td>(referral)</td>
<td>21</td>
<td>2 (9.5%)</td>
<td>0</td>
<td>5 (23.8%)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2 (9.5%)</td>
<td>see full report</td>
</tr>
<tr>
<td>search-results.com</td>
<td>(referral)</td>
<td>11</td>
<td>0</td>
<td>0</td>
<td>0 (0.0%)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>see full report</td>
</tr>
<tr>
<td>techcareers.com</td>
<td>(referral)</td>
<td>10</td>
<td>0</td>
<td>0</td>
<td>1 (10.0%)</td>
<td>2 (20.0%)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>see full report</td>
</tr>
<tr>
<td>afroartnerd.blogspot.com</td>
<td>(referral)</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>0 (0.0%)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>see full report</td>
</tr>
<tr>
<td>businessworkforce.com</td>
<td>(referral)</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>3 (50.0%)</td>
<td>0</td>
<td>1 (16.7%)</td>
<td>0</td>
<td>0</td>
<td>see full report</td>
</tr>
<tr>
<td>ehow.com</td>
<td></td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0 (0.0%)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>see full report</td>
</tr>
</tbody>
</table>
Landing Pages
Focused information and lead acquisition via smart forms

You'll Be So Amazed With What You Can Do With Your New Found Knowledge!

The Information Management (IM) program of SLIS serves the needs of those who wish to enter the rapidly expanding information profession. The 'Information Analytics' specialization seeks to provide students, librarians, and information professionals with the tools needed to use technology efficiently and effectively to generate insights and gather, store, and disseminate information. This specialization prepares you for public and private sector careers in...
Landing Pages
Focused information and lead acquisition via smart forms

why-take-im-courses

Views by Source:
- Referrals: Views 6
- Direct Traffic
- Email Marketing
- Other Campaigns

Views by Source Over Time:

Dec 01  Dec 05  Dec 09  Dec 13  Dec 17  Dec 21
# Calls-to-Action

A/B testing of action buttons

A website's information design is more important than its visual design.

## Calls to Action

* Tutorial  * Glossary

<table>
<thead>
<tr>
<th>Status</th>
<th>Preview</th>
<th>Views</th>
<th>Views → clicks</th>
<th>Clicks</th>
<th>Clicks → subs.</th>
<th>Subs.</th>
<th>Updated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Explore IM at SLIS</td>
<td><img src="image" alt="Learn about IM at SLIS" /></td>
<td>343</td>
<td>4.1%</td>
<td>14</td>
<td>0%</td>
<td>0</td>
<td>Jun 23</td>
</tr>
<tr>
<td>Created on 06/18/12 at 15:32:09</td>
<td><img src="image" alt="6 pages" /> Embed code</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><img src="image" alt="Look at the 'Group' on LinkedIn" /></td>
<td>58</td>
<td>0%</td>
<td>0</td>
<td>0%</td>
<td>0</td>
<td>Jun 19</td>
<td></td>
</tr>
<tr>
<td>Created on 06/18/12 at 15:32:09</td>
<td><img src="image" alt="Embed code" /></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><img src="image" alt="Engage us on LinkedIn" /></td>
<td>63</td>
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<td>Jun 18</td>
<td></td>
</tr>
<tr>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><img src="image" alt="Follow us on Twitter" /></td>
<td>108</td>
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<td>1</td>
<td>0%</td>
<td>0</td>
<td>Jun 18</td>
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</tr>
<tr>
<td>Created on 06/18/12 at 15:27:08</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><img src="image" alt="Like us on Facebook" /></td>
<td>164</td>
<td>1.8%</td>
<td>3</td>
<td>0%</td>
<td>0</td>
<td>Jun 18</td>
<td></td>
</tr>
<tr>
<td>Created on 06/18/12 at 15:27:08</td>
<td><img src="image" alt="Embed code" /></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Lead Management

❖ Lead Nurturing

Help prospective leads navigate the decision process to apply for admission

➢ Contacts
➢ Workflows
➢ Email campaigns
“Until Facebook came along, there was hardly anywhere on the public internet where you had to operate with your real name.”

--- David Kirkpatrick
## Contacts

Prospects actions and social media links

### Social Media

<table>
<thead>
<tr>
<th></th>
<th>BooksandThreads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter Username</td>
<td></td>
</tr>
<tr>
<td>Twitter Profile Photo</td>
<td>http://</td>
</tr>
<tr>
<td>Twitter Clicks</td>
<td>0</td>
</tr>
<tr>
<td>LinkedIn Clicks</td>
<td>0</td>
</tr>
<tr>
<td>Follower Count</td>
<td>43</td>
</tr>
<tr>
<td>Most Recent Social Click</td>
<td></td>
</tr>
<tr>
<td>Facebook Clicks</td>
<td>0</td>
</tr>
</tbody>
</table>

### Email

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Emails Delivered</td>
<td></td>
</tr>
<tr>
<td>Emails Clicked</td>
<td></td>
</tr>
<tr>
<td>Emails Opened</td>
<td></td>
</tr>
<tr>
<td>Emails Bounced</td>
<td></td>
</tr>
</tbody>
</table>

### Analytics

<p>| | |</p>
<table>
<thead>
<tr>
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<tr>
<td>First Page Seen</td>
<td>http://</td>
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<tr>
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<td>4</td>
</tr>
<tr>
<td>Time First Seen</td>
<td>09/22/2012</td>
</tr>
<tr>
<td>Original Source Type</td>
<td>ORGANIC_SEARCH</td>
</tr>
<tr>
<td>Original Source Data 1</td>
<td>Unknown keywords (SSL)</td>
</tr>
<tr>
<td>Original Source Data 2</td>
<td>GOOGLE</td>
</tr>
<tr>
<td>Last Page Seen</td>
<td>http://</td>
</tr>
<tr>
<td>Number of Visits</td>
<td>2</td>
</tr>
<tr>
<td>Time Last Seen</td>
<td>09/22/2012</td>
</tr>
<tr>
<td>First Referring Site</td>
<td>http://</td>
</tr>
<tr>
<td>Last Referring Site</td>
<td>http://</td>
</tr>
</tbody>
</table>
Contacts
Prospects interactions

Timeline

First Seen
Feb 2, 2012
Interactions
37
Lifecycle Stage
Lead
Since Sep 23, 2012

September
1 Property Change
15 Website Visits
1 Form Submission
1 List Membership

Added to High Lead Score (1000 plus)
Sun Sep 23, 2012 at 4:17pm

Inbound Marketing EBook - (from Enterprise Landing Page)
Show Properties Changed - Sun Sep 23, 2012 at 4:11pm

Became a Lead
Sun Sep 23, 2012 at 4 11pm

Inbound Marketing E-Book
Hide Pages Viewed - Sun Sep 23, 2012 at 4:11pm

5:01pm Analytics Report #1
5:01pm Search Engine Marketing Lecture
4:41pm Lecture: Google Analytics Overview
4:41pm Search Engine Marketing Lecture
4:39pm Social Media Lifecycle
## Contacts

Attribution for various web pages

### Analytics

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
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<td>Time First Seen</td>
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<tr>
<td>Original Source Type</td>
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</tr>
<tr>
<td>Original Source Data 2</td>
<td></td>
</tr>
<tr>
<td>Last Referring Site</td>
<td>http://</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Last Page Seen</th>
<th>http:///Inbound-Marketing-University/Week7/video/lecture1/lectureVideo2.aspx</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Visits</td>
<td>71</td>
</tr>
<tr>
<td>Time Last Seen</td>
<td>09/23/2012</td>
</tr>
<tr>
<td>Original Source Data 1</td>
<td></td>
</tr>
<tr>
<td>First Referring Site</td>
<td></td>
</tr>
</tbody>
</table>
Workflows
Process involved in *behavioral* email marketing

**Name:** Automated Email for Prospective Packages

- ○ Disable, don’t send anything
- © Enable, start sending emails and webhooks

You can disable an automated email to check how many emails or webhooks *would have been sent*, before enabling it.

**Starting condition:** Visitor has **Downloaded Prospective Packet**

**Send:** Send nothing
Workflows
Process involved in *behavioral* email marketing

1. Prospective student visits our site & downloads a white paper
2. Did prospective student return within five days?
   - Yes → Send “Invite” email
   - No → Send “Case Study” email
Email Campaigns
Contact right individual interested in specific content

Inbound Marketing Status Update

<table>
<thead>
<tr>
<th>Recipient</th>
<th>Sent</th>
<th>Delivered</th>
<th>Opened</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>OPENED</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>OPENED</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>OPENED</td>
</tr>
</tbody>
</table>

18 selected 18 sent 18 delivered 14 opened 3 clicked

Filter by status... Use list
Email Campaigns
Monitor engagement and performance

Engagement

- Sent: 18
- Delivered: 18
- Opened: 14
- Clicked: 3

Delivery Failure: % of total sent emails

- Total Lost Contacts: 0
- Unsubscribed: 0
- Spam Report: 0

Contact Churn: % of total sent emails

- Hard Bounce: 0
- Soft Bounce: 0
Email Campaigns
Contact right individual interested in specific content

2,696 selected
2,675 sent
1,829 delivered
525 opened
14 clicked

Filter by status...
Email Campaigns
Monitor engagement and performance

Engagement

- Sent: 2,675
- Delivered: 1,828
- Opened: 525
- Clicked: 14

Contact Churn (% of total sent emails)

- Total Lost Contacts: 19 (0.7%)
- Unsubscribed: 6 (0.2%)
- Spam Report: 13 (0.5%)

Delivery Failure (% of total sent emails)

- Hard Bounce: 884 (33%)
- Soft Bounce: 624 (23.3%)

46
# Email Campaigns

<table>
<thead>
<tr>
<th>Email Types</th>
<th>What is this?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni Information</td>
<td>Messages to Alumni</td>
</tr>
<tr>
<td>Faculty Updates</td>
<td>Faculty Updates</td>
</tr>
<tr>
<td>Marketing Information</td>
<td>Marketing offers and updates.</td>
</tr>
<tr>
<td>Orientation</td>
<td>This subscription provides information to the students prior to the orientation.</td>
</tr>
<tr>
<td>Announcements</td>
<td>Announcements from the regarding information about events and information from the Associate Dean / Director.</td>
</tr>
<tr>
<td>Educational</td>
<td>Educational Offerings and Seminars</td>
</tr>
<tr>
<td>Ideas Blog</td>
<td>Keep up-to-date on various discussions and ideas being presented to our library community and blog readers.</td>
</tr>
<tr>
<td>Monthly Updates</td>
<td>News from the</td>
</tr>
</tbody>
</table>
Analytics

Understand and manage our website / marketing process
Why Analytics?

**Advanced Analytics**
- **Course-Hours**
- **Influence**
- **Velocity**
- **Multi-Channel**

What new insights can be gained?
- "Allows us to understand what behaviors yield the best students as measured by course-hours and Life Time Value (LTV)."
- "Allows us to understand what behaviors influence prospective students to progress through the funnel at a higher volume."
- "Allows us to understand what behaviors influence prospective students to progress through the funnel at a faster rate."
- "Allows us to understand and account for behaviors beyond the boundaries of our website and email marketing across revenue, influence, and velocity."
## Conversion Assistance

Blog Posts that help convert a prospect to lead to student

### Conversion Assists

<table>
<thead>
<tr>
<th>Page</th>
<th>Assists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Request for Information, Now!</td>
<td>214</td>
</tr>
<tr>
<td><a href="http://">request-for-information-now</a></td>
<td></td>
</tr>
<tr>
<td>Why Take Information Management Courses?</td>
<td>30</td>
</tr>
<tr>
<td><a href="http://">why-take-im-courses</a></td>
<td></td>
</tr>
<tr>
<td>Social Media Awareness Class</td>
<td>21</td>
</tr>
<tr>
<td><a href="http://">social-media-awareness</a></td>
<td></td>
</tr>
<tr>
<td>Inbound Marketing University @ SLIS</td>
<td>17</td>
</tr>
<tr>
<td><a href="http://">inbound-marketing-university--slis</a></td>
<td></td>
</tr>
<tr>
<td>Social Media Awareness Class</td>
<td>12</td>
</tr>
<tr>
<td><a href="http://">social-media-awareness</a></td>
<td></td>
</tr>
<tr>
<td>LIS 7491: Data Analytics Tour</td>
<td>11</td>
</tr>
<tr>
<td><a href="http://">data-analytics-tour</a></td>
<td></td>
</tr>
</tbody>
</table>
## Conversion Assistance

Blog Posts that help convert a prospect to lead to student

### Conversion Assists

- **Tutorial**
- **Tour**

<table>
<thead>
<tr>
<th>Page</th>
<th>Assists</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Inbound Marketing: It's What You Can Do With A MLIS Degree!</strong></td>
<td>18</td>
</tr>
<tr>
<td><a href="http://bid/111994/inbound-marketing-it-s-what-">http://bid/111994/inbound-marketing-it-s-what-</a>...</td>
<td></td>
</tr>
<tr>
<td><strong>Removing Barriers: LIS Scholarship Opportunities</strong></td>
<td>16</td>
</tr>
<tr>
<td><a href="http://bid/103268/removing-barriers-lis-schol">http://bid/103268/removing-barriers-lis-schol</a>...</td>
<td></td>
</tr>
<tr>
<td><strong>Learn What You Can Do With An MLIS Degree!</strong></td>
<td>16</td>
</tr>
<tr>
<td><a href="http://bid/98608/learn-what-you-can-do-with-a">http://bid/98608/learn-what-you-can-do-with-a</a>...</td>
<td></td>
</tr>
<tr>
<td><strong>Keywords: Positioning &quot;Urban Librarianship&quot; To Get Found</strong></td>
<td>13</td>
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<td><a href="http://bid/137243/keywords-positioning-urban-">http://bid/137243/keywords-positioning-urban-</a>...</td>
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</tr>
<tr>
<td><strong>Inbound Marketing: Earns Certification</strong></td>
<td>12</td>
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<td><a href="http://bid/132234/inbound-marketing-karen-far">http://bid/132234/inbound-marketing-karen-far</a>...</td>
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</tr>
<tr>
<td><strong>Data Analytics: It's What You Can Do With A MLIS Degree!</strong></td>
<td>11</td>
</tr>
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<td></td>
</tr>
</tbody>
</table>
# Conversion Assistance

Blog Posts that help convert a prospect to lead to student

## Conversion Assists

<table>
<thead>
<tr>
<th>Page</th>
<th>Assists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome - The School of Library and Information Science</td>
<td>224</td>
</tr>
<tr>
<td>http://</td>
<td></td>
</tr>
<tr>
<td>Request for Information, Now!</td>
<td>215</td>
</tr>
<tr>
<td><a href="http://request-for-information-now">http://request-for-information-now</a></td>
<td></td>
</tr>
<tr>
<td>Request Information - The School of Library and Information ...</td>
<td>192</td>
</tr>
<tr>
<td><a href="http://request-info.php">http://request-info.php</a></td>
<td></td>
</tr>
<tr>
<td>Degree Programs for Librarians</td>
<td>Graduate Certificates</td>
</tr>
<tr>
<td><a href="http://programs">http://programs</a></td>
<td></td>
</tr>
<tr>
<td>Admissions - The School of Library and Information Science</td>
<td>151</td>
</tr>
<tr>
<td><a href="http://admissions">http://admissions</a></td>
<td></td>
</tr>
</tbody>
</table>
# Competitive Analysis

Track various competitors on Social Media, Website Presence, and overall grade

<table>
<thead>
<tr>
<th>Chart</th>
<th>Website</th>
<th>Marketing Grade</th>
<th>Unique Visitors</th>
<th>Traffic Rank</th>
<th>Indexed Pages</th>
<th>Linking Domains</th>
<th>mozRank</th>
<th>Facebook Fans</th>
<th>Twitter Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>🌟</td>
<td></td>
<td>73</td>
<td>2,438</td>
<td>24,108</td>
<td>2,580</td>
<td>219</td>
<td>4.8</td>
<td>466</td>
<td>110</td>
</tr>
<tr>
<td>⭐</td>
<td></td>
<td>67</td>
<td>2,899</td>
<td>10,592</td>
<td>74,700</td>
<td>16</td>
<td>3.3</td>
<td>1,091</td>
<td>413</td>
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<tr>
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<td>57</td>
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<td>4.1</td>
<td>752</td>
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<td>6</td>
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</tbody>
</table>
Proof of Concept - Campaigns
Marketing campaigns for various Information Management Specializations

![Graph and Table]

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Visits</th>
<th>Conversion</th>
<th>Contacts</th>
<th>Conversion</th>
<th>Customers</th>
<th>Conversion</th>
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<td>0.0%</td>
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<td>0.0%</td>
<td>0</td>
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</tr>
<tr>
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<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
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<td>0</td>
<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>status-update</td>
<td>1</td>
<td>0.0%</td>
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<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Total</td>
<td>104</td>
<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
Benefits

“There are no magic wands, no hidden tricks, & no secret handshakes that can bring you immediate success, but with time, energy, & determination you can get there.”

--- Darren Rowse
Is this being done elsewhere?

Brendan Schneider
Director of Admission & Financial Aid at Sewickley Academy

“I HubSpot because it helps me reach my enrollment goals.”

Measurable results:

- 30% increase in new student enrollment from last year
- 17.5% increase in inquiries (a five-year-high)
- 11% increase in applications since last year (a four-year-high)
- 30% increase in visits over the last year

"HubSpot software enables Thunderbird Online to make quick adjustments when we see campaigns working or not working. This has given us access to easily track analytics and implement changes that have significant benefits on our lead numbers while also decreasing the time of our sales cycle.”
Is this being done elsewhere?

Challenge: Tracking Marketing Initiatives and Closing the Loop

Solution: Easy-To-Use Landing Pages and Salesforce Integration

Results: High Conversion Rates & Lead Growth

- Doubled Organic Traffic in 6 Months
- Attracted Over 1,200 Leads in the Past 6 Months
- Reached 100% Conversion Rate on 2 Landing Pages
- Accumulated 6,000 links from over 1,300 domains

RESULTS AFTER 1 YEAR WITH HUBSPOT:

19% lead to student conversion rate from direct traffic
738% increase in traffic
146% increase in leads

"Everyone at the school wears a variety of hats at any given time, always conscientious of being good stewards of our resources. As such, these tools allow our website to work for us, almost like an extra staff member. I don’t know of any other marketing resource we’ve ever used that ever gave us the ROI that HubSpot software has. We’re hooked!"

- Vivian Penuel, Director of Advancement, Alumni, and Marketing - Davidson Academy
Inbound Marketing Benefits

**Organization**

- Image Management
- Brand Management
- Reputation Management

**• Investment!**

- Implementation
- Training
- Strategic Planning

- Pilot Inbound Marketing
- Develop a baseline

**• Immediate impact on enrollment**

**• Increase reputation / authority via blog posts**

**• Understand prospects**

**• Investment!**

- Pilot Inbound Marketing
- Develop a baseline
CRM Integration

It's here! True bi-directional sync with Salesforce is now available for all customers on the HubSpot Salesforce V2 connector. Now HubSpot and Salesforce can seamlessly sync new and existing leads and contacts in both directions, automatically, without any extra work on your part.

This is the latest in a series of improvements we've rolled out recently to improve your Salesforce sync.

- **Salesforce inclusion lists** let you set conditions that control which HubSpot Contacts get pushed to Salesforce.

- **Bi-directional sync** keeps everything perfectly in sync over time. New records in Salesforce are synced to HubSpot, new records in HubSpot are synced to Salesforce.
"If there are stormy waters ahead, what are you going to do? Batten down the hatches and hope for the best? Or invest in the right navigation equipment, learn how to use it, and plot the smoothest possible course to keep ahead of the pack?"

Request

Join Us! Help us meet our goal of sharing Inbound Marketing!
Thank You!

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Handbook of Social Media Marketing:
Five Principles of Online and Social Network Interactivity