



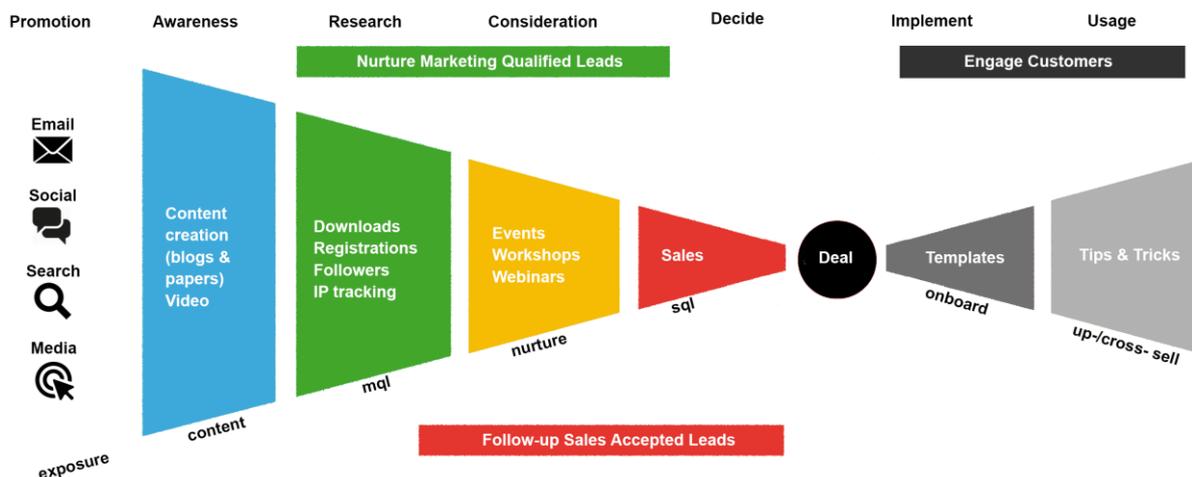
# Inbound Marketing with HubSpot

2019

# Introduction

With Inbound Marketing, companies don't push their products and services — instead, potential customers reach out to you. The key to this approach is helping leads and prospects throughout the entire decision-making process by offering relevant and appealing content via the right channels. This marketing philosophy, called "Inbound Marketing," is a variation on content marketing. RIFF offers a flexible Inbound Marketing proposition based on HubSpot technology.

Inbound Marketing is based on the principle that potential customers from a certain target group can find your company. With Inbound Marketing, the use of interrupting marketing tools — push banners, direct mailings and cold calling — is usually omitted. Central to its approach is the creation of relevant content for the intended audience. By making this content easy to find through search engines and social media, your organization finds new potential customers. The content is adapted to the buying process (buyer journey) and offered after a download or registration, for example. Even after the transaction, however, the buyer journey continues with, among other things, service and support.



To make Inbound Marketing possible, you need Marketing Automation. After all, Inbound Marketing involves creating and distributing relevant and valuable content for attracting, recruiting and binding clearly defined customers — with the aim of developing profitable customer relationships. Marketing Automation involves the use of technology to communicate content to the right person at the right time through the right channel. Marketing Automation from HubSpot enables the implementation of an optimal Inbound Marketing strategy.

RIFF offers an integral package of services where you can outsource your Inbound Marketing (or a part thereof) in a number of possible combinations at a fixed monthly rate. The service is built around the four Cs of the content marketing process: Concept, Content, Communication and Conversion. Facilitated by technology, all components can be customized and combined to your needs.

# Concept

A successful implementation of Inbound Marketing starts with the right marketing approach. Through a workshop, RIFF can help you form answers to the following questions:

*To whom (customers)  
must what (messages) and  
in which format (blogs, white papers, webinars, etc.)  
and when (phasing)  
be communicated regarding your service?*

The answers to these questions then form the basis for the deployment of Inbound Marketing. A workshop by RIFF includes the following phases:

- Phase 1: Preparation
- Phase 2: Workshop
- Phase 3: Results and Advice
- Phase 4: Final Report

## Phase 1: Preparation

During the preparation phase, RIFF will set up a structure for a brainstorming session in collaboration with you. Particular attention will be paid to:

- ✓ The substantive proposition of your product-market combinations
- ✓ Mapping the intended DMU (decision-making unit) members of your target groups

The structure for the brainstorming session is based on a framework tested in practice. On one hand, by means of micro segmentation, the target markets are fragmented into target groups to create as much one-to-one communication as possible. On the other hand, communication is rolled out on the basis of the phases in the purchasing behavior.

## Phase 2: Workshop

To develop an Inbound Marketing approach, the buyer journey and buyer personas will be mapped out per product or service.

Attention is paid to:

- ✓ The importance and the role of the different buyer personas
- ✓ Sore points, motivations, trends and developments that trigger the buying process
- ✓ Considerations, wishes, requirements and purchase thresholds during the buying process

The main important messages and the most critical phases of the buyer journey will be developed from the scoring system. On this basis, the best messages, content formats and media will be determined to fit the different personas and purchase phases.

Based on the buyer journey, the following matrix is filled in:

	<b>Idea</b>	<b>Orientation</b>	<b>Choice</b>
<b>Persona A</b>	<i>Messages</i> <i>Formats</i> <i>Media</i>	<i>Messages</i> <i>Formats</i> <i>Media</i>	<i>Messages</i> <i>Formats</i> <i>Media</i>
<b>Persona B</b>	<i>Messages</i> <i>Formats</i> <i>Media</i>	<i>Messages</i> <i>Formats</i> <i>Media</i>	<i>Messages</i> <i>Formats</i> <i>Media</i>
<b>Persona C</b>	<i>Messages</i> <i>Formats</i> <i>Media</i>	<i>Messages</i> <i>Formats</i> <i>Media</i>	<i>Messages</i> <i>Formats</i> <i>Media</i>

### Phase 3: Results and Advice

The brainstorming and decision-making sessions yield several so-called “brown papers.” These will be incorporated in a report giving advice on the tactical content and including additional advice from RIFF.

In concrete terms, the following recommendations are included in the plan:

- ✓ Buyer journey: Which personas are decisive in the buyer journey?
- ✓ Content plan: Which messages do we communicate and in what form?
- ✓ Communication plan: Which media do we use to generate marketing-qualified leads?
- ✓ Conversion plan: Which workflows do we use to develop the marketing-qualified Leads into sales-qualified leads?

### Phase 4: Final Report

This Inbound Marketing Plan will be presented by RIFF at a venue and time of your choosing. The above plan for a Content Marketing Workshop will, in most cases, be executed within three weeks after receiving the assignment. The central moment in this timeline is setting a date (a half-workday) to hold the brainstorming session.

### Implementation

After agreement, the Inbound Marketing Plan will be implemented. After implementation, the KPIs are determined jointly.

### Continuous

After the initial implementation, we focus on the KPIs (key performance indicators). The progress is reported on a quarterly basis and, in consultation, the content marketing approach is further developed and, where necessary, changes are implemented. The implementation of the Inbound Marketing Plan takes place in close coordination with the commercial and communication objectives of the organization.



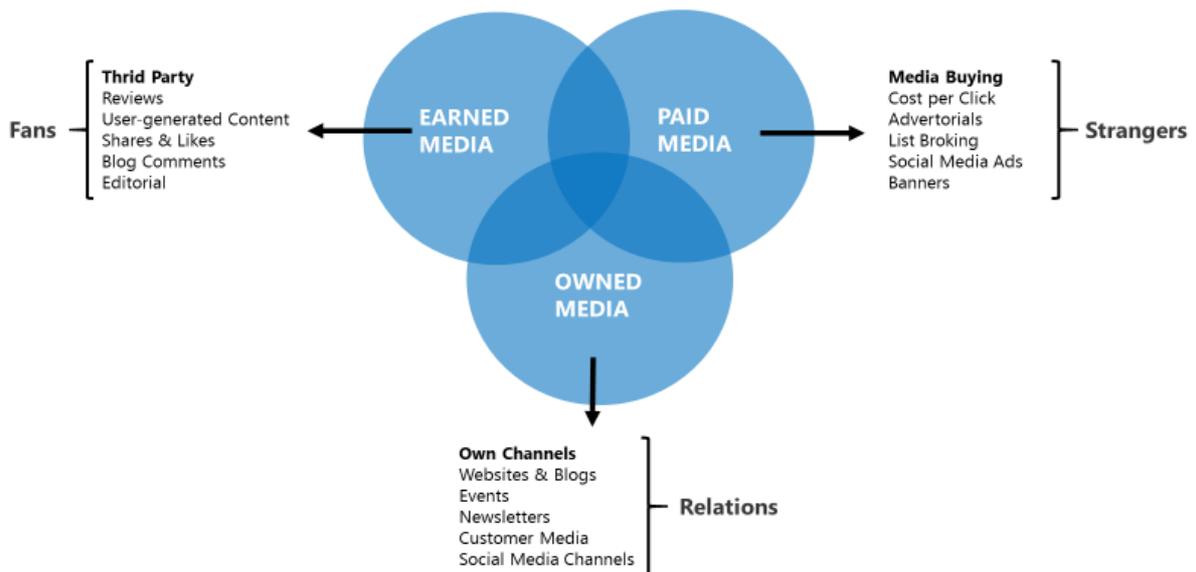
# Content

An essential part of every marketing initiative is the continuous creation of relevant, high-quality content for your target group. This will often be editorial content. Various studies show that content creation is seen as one of the biggest challenges for content marketing. Therefore, the creation of content isn't the only challenge.

Due to the growth of content marketing initiatives, distinctive content is becoming increasingly important. When the content is a repetition of previously published factual knowledge, the added value is small. By offering high-quality content that is distinctive and has unique features, the attractiveness is higher. RIFF can help you create blogs, articles, news items, white papers, reports and roadmaps.

# Communication

High-quality content that fits in well with the buyer journey of potential customers is worthless when it remains invisible to the DMU (decision-making unit). To effectively transfer content to the target group, it is necessary to think carefully about communication. The effect on the right target group is more important than the achieved exposure. It is precisely those who are in the ideation and orientation phase of the products and services that must be touched by communication. The media options for distributing content are usually categorized as Owned, Earned and Paid Media.



## Owned Media

“Owned” Media are the channels that are controlled by you, such as your website, your newsletter and your social media accounts.

## Earned Media

“Earned” Media are the channels on which others share the messages of your organization. Because the message is spread by others, it increases your credibility. When powerful media spread the message, the exposure of Earned Media can be large.

## Paid Media

Harry McCann said 100 years ago: “Advertising is the truth well told.” Paid Media are all external channels that are purchased to positively convey your messages to specific target groups. Paid Media can vary within Inbound Marketing from advertising in search engines to sponsored updates in social media. With Paid Media, the organization buys exposure for its messages.

To generate exposure among your target group, RIFF can assist you with:

- ✓ Management of Owned Media: Managing your blog, search engine optimization, newsletter and / or social media channels
- ✓ Management of Paid Media: Purchasing and designing media tailored to your organization, which includes, among other things, AdWords, Social Media Advertising and Remarketing Campaigns
- ✓ Lead Partnership: You can generate structural leads from the RIFF portal network via a “Gold,” “Silver,” “Bronze” or “Topic” partnership and feed them directly to your HubSpot platform

## Conversion

Ultimately, the ROI (return on investment) of Inbound Marketing is the conversion of unknown contacts to a customer relationship. In between, however, there is also a large spectrum of intermediate forms, such as subscribers, followers, leads and prospects. To properly measure the performance of the Inbound Marketing process, defining KPIs is important. These can be properly monitored via HubSpot. By focusing on KPIs, the performance — such as click ratios and conversion ratios — can be improved.

The choice of KPIs to measure the performance of the content marketing activities depends on the content marketing objectives. In addition, KPIs are different for each phase of the buyer journey. The table below gives an overview of the most common options.

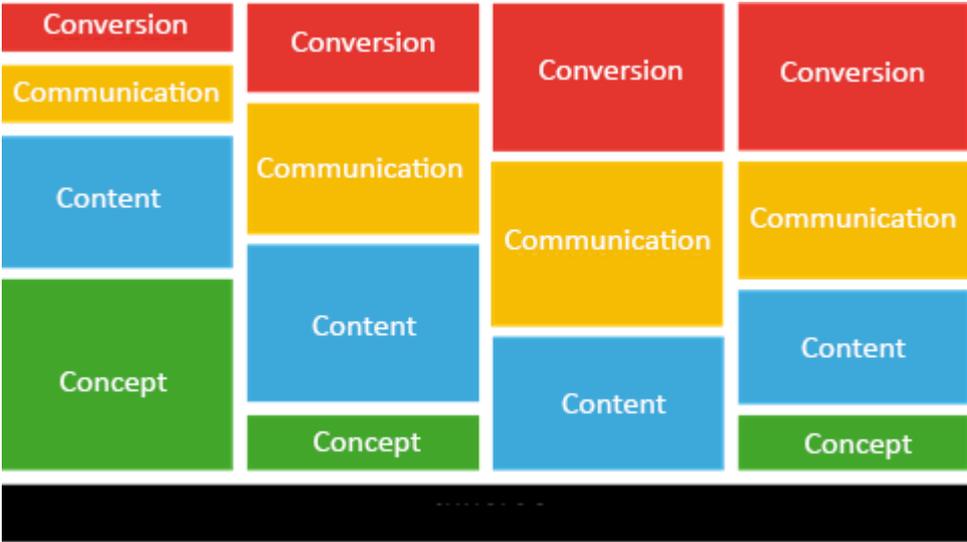
Journey stage	Ideation	Orientation	Choice	Installation	Use
Goal	Exposure	Lead Generation	Sales	Satisfaction	Loyalty
KPIs	# Page Views # Visitors # Likes/Followers % Engagement # Backlinks	# Response ▲ Subscribers % Open rate % Click-through Rate # M-Q Leads	# S-Q Leads # Prospects # Sales Appointments # Orders \$ Revenue	Scores in Customer Satisfaction Research	Net Promotor Score % Churn

To obtain a customer from incoming responses, there is often still a long way to go. Because Inbound Marketing takes the client’s buyer journey as the starting point, the first contact (or conversion) can occur at an early stage in the purchase process. When a trend report is downloaded by a suspect, this can be a signal that a relevant need for certain products or services will arise in the coming year. In this early phase of the buying process, however, it may take a long time before there is a concrete need for a quote or contact with an account manager.

HubSpot offers many possibilities to optimize communication over a longer period for such longer buyer journeys based on the behavior of the prospect.

## Inbound Marketing Services

With the services of RIFF, you can optimize the use of HubSpot. Depending on the phase of your organization, RIFF can help you with all the process steps: Concept, Content, Communication and Conversion. Contact us for a custom proposal to coordinate your Inbound Marketing activities on a monthly basis for a fixed monthly fee. With a fixed monthly service, you will receive an attractive discount on the fixed prices of all RIFF services. Here are a few calculation examples.



We also like to start with an Inbound Marketing workshop to get a good insight into the personas and buyer journey at the start. This guarantees the development of effective content and provides a good basis for the design of your HubSpot environment.

We will make an inventory of your current content, landing pages, blog environment, nurture flows and CRM connection to ensure proper implementation. This also includes the (desired) transfer process of qualified leads to the sales team.



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## Start Pricing

Inbound Marketing Workshop	Rate
Based on the elaboration of the next phases: ✓ Phase 1: Preparation ✓ Phase 2: Workshop ✓ Phase 3: Results and Advice ✓ Phase 4: Final Report	€2,500

Setup of HubSpot (until go-live)	Rate
Based on the elaboration of the next phases: ✓ Phase 1: Inventory of current situation ✓ Phase 2: Development blog, email and landing page template ✓ Phase 3: Migration of current email marketing ✓ Phase 4: Placement of first 10 existing blogs and two landing pages	€2,500

## Monthly Start Pricing

After the go-live, the actual setup of your Inbound Marketing program starts. This requires continuous attention to the previously discussed four Cs: Concept, Content, Communication and Conversion.

RIFF offers a number of basic services:

- Editors: development of content (base rate: €97.50 per 100 words)
- Inbound Marketer: your specialist in optimizing the four Cs (base rate: €97.50 per hour)
- Media purchasing: the purchase of customized media
- HubSpot license: the license that you purchase from HubSpot via RIFF

Below are two example calculations that include our discount on a fixed monthly service. The discount depends on the total purchase of services and the period for which you conclude a contract. Every quarter we coordinate the deployment of the four Cs based on the quarterly reporting with you.

	Base Package			XL Package		
	Amount	Price	Total	Amount	Price	Total
Development of blogs	2	€487.50	€975	4	€487.50	€1,950
Development of downloads	.5	€1,800	€900	1	€1,800	€1,800
Inbound Marketer	8	€97.50	€780	16	€97.50	€1,560
<b>Gross monthly total</b>			<b>€2,655</b>			<b>€5,310</b>
<b>Discount</b>		<b>10%</b>	<b>€265.50</b>		<b>15%</b>	<b>€796.50</b>
<b>Monthly cost</b>			<b>€2,389.50</b>			<b>€4,513.50</b>
<b>Other costs (example)</b>						
Media budget			€750			€1,500
HubSpot			€785			€920
<b>Total Inbound monthly budget</b>			<b>€3,924.50</b>			<b>€6,933.50</b>

The rate for the blogs is based on an average of 500 words per blog. The rate of the downloads is based on an average of 1,500 words per download and includes visuals and layout.

## Need more information?

You can always contact us.

### **RIFF Content Marketing**

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