



**LEIGHTON
INTERACTIVE**
DEMAND RESULTS.

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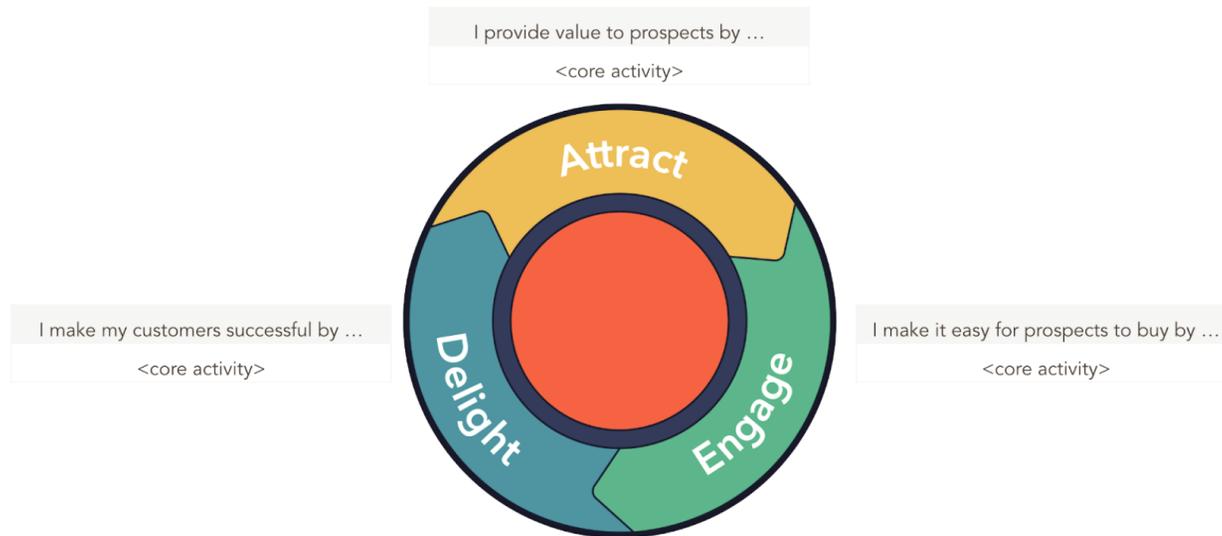
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BUILD YOUR INBOUND MARKETING CAMPAIGN

Your step-by-step template of best practices, how-to's, and tips and tricks to create a successful sales and marketing campaign.

SMARKETING ... AKA SALES & MARKETING FLYWHEEL

If you have a sales funnel, it's time to rethink how your business handles the sales cycle. The flywheel represent a circular process where customers feed growth and are treated like a driving force vs. an afterthought. Flywheels use the momentum of satisfied, loyal customers to drive referrals and repeat sales. Keep your business spinning.



ATTRACT

Attracting is about using expertise to create both content and conversations that start meaningful relationships with the right people.

ENGAGE

Engaging is about building lasting relationships with people by providing insights and solutions that align with their roadblocks and goals.

DELIGHT

Delighting is about providing an outstanding experience that adds real value, empowers people to reach their goals, and become promoters of your company.



STEP
1

DEFINE YOUR PERSONA

Buyer personas are semi-fictional characters that represent a company's ideal customer. Personas help everyone-from the marketing team to the sales team-tailor their efforts to fit the needs of their customers. Whether it's creating content, developing a product, or following up on a lead, having a persona can be an enormous help.



START HERE:

Name: _____

Age: _____

Job/Title/Industry: _____

Goals: _____

Objections: _____

How can we help: _____

Where they get their information: _____

CONTENT STRATEGY

CREATING CONTENT THAT ADDRESSES PERSONA NEEDS AND WANTS

Creating content that relates to each buyer persona's pain points should also map back to a stage in the buyer's journey. Content can range from blog posts to infographics to downloadable resources like an eBook or case study. Think of your company and the experts on your team who hold the answers and expertise your prospects and current customers need. What content ideas begin to emerge?

QUESTIONS CAN LEAD TO HEADLINES:

What Solution Do I Need For ...

Where Do I Find ...

How Can I Make ...

How Do I Get It ...

What is the Cost ...

Top Reasons to Look for a New Solution ...

Top Three Questions Potential Customers Ask the Sales Team ...

— FOUR STAGES TO THE —
BUYER'S JOURNEY



The buyer's journey is the path a website visitor will take to become a customer. It's important to have content that fulfills the visitor's questions and concerns at every stage of the buyer's journey, so that you continuously keep the visitor engaged. After offering resources and information, the visitor will eventually become comfortable with you and your business, and ultimately become a customer.



BRAINSTORM CONTENT TACTICS

Now that you're thinking of endless content ideas based on your persona, it's time to map what your content strategy looks like. Where will you serve content up to be consumed and converted upon? Consider some traditional formats including:

WEBSITE OPTIMIZATION

Are the pages on your site meeting your customers' online inquiries?

VISUAL COMPONENTS — INFOGRAPHICS, CHARTS, CHECKLISTS

How can your brand come to life to be both interesting and helpful to personas?

DOWNLOADABLE RESOURCES — EBOOKS, CASE STUDIES, PREVIEW CHAPTERS

Content users feel good exchanging personal information for: hint, it has to be valuable!

BRAINSTORM CONTENT TACTICS

BLOG CONTENT

What foundational stories need to be told on your brand's behalf?

VIDEOS, PODCASTS, WEBINARS

There's more than one way to share key company info with customers!

SOCIAL MEDIA CONTENT

Which platforms are your personas on and are key to saturating with your brand's presence?

DISTRIBUTION

Designated to target buyers and influencers to ensure visits and contacts are generated.

STEP
4

ACCOUNT-BASED MARKETING (ABM)

ABM is a highly-focused business strategy where marketing efforts aimed at individual prospects or customers are treated like its very own market. It's conducting a deliberate series of marketing activities and sales touchpoints along the length of a target account's buying process.

In other words, it's an account-based roadmap that will help you engage the right people on the right channels at the right time. This includes creating content, events, and entire campaigns dedicated to the people associated with that account, rather than the industry as a whole. ABM can be employed for both prospects and existing customers alike. Think of the companies or individuals you or your sales team have had in the crosshairs but haven't hit the mark on yet.

Create an ABM roadmap of your own:

CONTACT NAME	COMPANY	INDUSTRY	GOAL	MONITORING

STEP

4

HOW TO CONNECT WITH ABM LIST ON SOCIAL



Facebook Post:

Compelling sneak peek of the blog...

Blog Post:

Blog post that helps answer their original question...



Generate Contact

This could be a downloadable offer or eNewsletter sign up. It has more information to answer their question and it's valuable enough that they want to give you their email address to get it. They fill out a form and become a contact.



CONVERT



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STEP

5

NURTURING

This is possibly the most important part of the process. Make sure you follow up with all contacts that come through. A good way of doing this is by setting up automated emails that give the user more valuable information so they can continue on their buyer's journey. Now that you've helped answer their question, maybe they're ready to see some case studies or testimonials to show them why they should work with you.

AUTOMATION: CREATE A WORKFLOW CHECKLIST

- Set up a form to acquire contacts
- Add tags in marketing management system/CRM to segment lists
- Create an email workflow to nurture contacts
 - Email 1: Welcome/Intro to List
Wait X Days
 - Email 2: Follow-up to Initial Email, Offer More
Wait X Days
 - Email 3: Next Outreach in Series, Personalized Content for List

NURTURING



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STEP
6

PERSONALIZED CONTEXT

Customer retention is a crucial part of your flywheel! Post-sale activities are just as important for your contact as your pre-sale awareness and nurturing tactics are. Once a contact becomes your customer, keep them there by delighting their interests and fostering their loyalty to your brand. Ideas for personalization include:

- Reviews
- Surveys
- Events
- Swag
- Videos
- Access to proprietary tools and resources

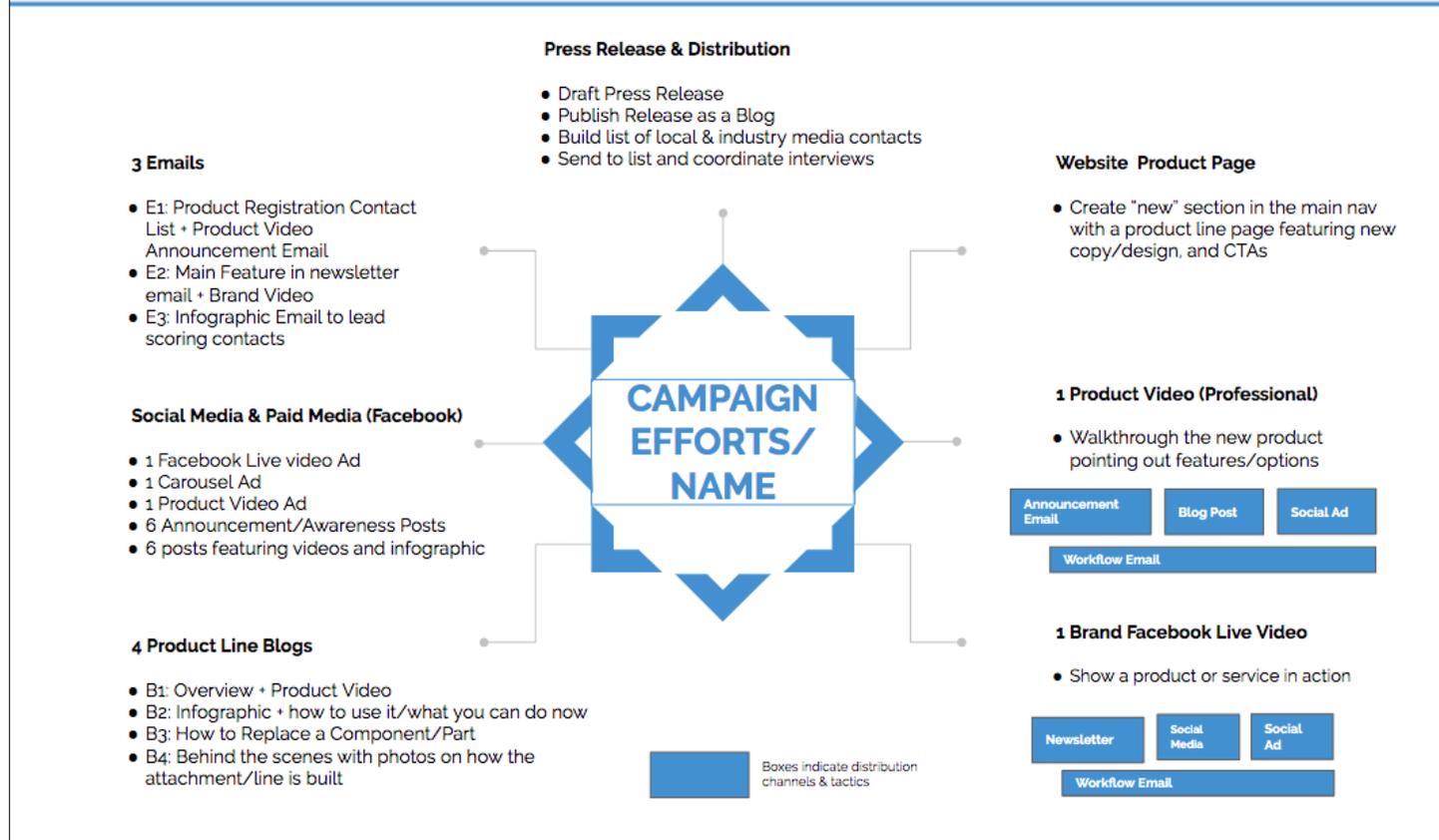
CLOSE & DELIGHT



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EXAMPLE MARKETING CAMPAIGN

Campaign Details



Once you've walked through the pages of this campaign template, a plan of action should start to emerge. We find it best to create a single-page summary of your campaign and how all tactics tie to the overall efforts. This also helps align your team — whether internal or external — to help you plan, execute, and work in unity towards the same goals. Here's an example to follow.