

Combine the Powers of Inbound and Outbound Marketing

How to Create a Marketing Love Story

36% HIGHER

When companies align their marketing and sales efforts, they experience 36% higher customer retention rates and 38% more sales wins.



Introduction

Recently, we've seen a budding love story in marketing: marketing convergence. Best-in-class marketing departments are integrating marketing into other areas of the business. For instance, organizations have embraced "smarketing," the practice of coordinating sales and marketing efforts. MarketingProfs found that when companies align their marketing and sales efforts, they experience 36% higher customer retention rates and 38% more sales wins.¹

Opposites attract because they complement each other. This is true of inbound and outbound marketing. Companies are aligning their website copy with outbound marketing messages. At the same time, inside sales teams are leveraging the power of inbound marketing through automation tools.

Marketing automation tools serve as hubs that hold many of the formerly fragmented pieces of the marketing process together. They can house your social media content, landing pages, websites, and even your customer relationship management platform. These tools aren't the key to this love story, though.

According to the HubSpot State of Inbound 2017 report, in 2016 59% of companies felt their highest quality leads came from inbound marketing.² However, this assessment discounts the humanizing element outbound marketing provides.

This eBook explores the ways inbound and outbound marketing work in harmony to create a winning marketing strategy.

1. MarketingProfs | <http://www.marketingprofs.com/opinions/2016/29174/the-secret-to-account-based-marketing-success>
2. HubSpot | https://cdn2.hubspot.net/hubfs/53/assets/soi/2017/global/State%20of%20Inbound%202017.pdf?__hstc=20629287.0aef565f37184cb999177df30cd35236.1496677840784.1496677840784.1497378168544.2&__hssc=20629287.1.1497384210481&__hsfp=1461476456&hsCtaTracking=0b076251-595a-4310-8ecb-ab9b7a0e9bb4%7Cb542c667-fdce-4b7d-9a7d-0687f73d05a2



The Love Affair with Marketing Convergence

The goal of marketing convergence is to present a consistent and seamless experience to customers throughout every interaction with your brand. As an organization that has worked in outbound business development for almost 20 years, TSL Marketing sees a lot of organizations that haven't created an ideal match between new inbound tools and traditional outbound marketing.

Many organizations with established sales and telemarketing teams are scurrying to build creative teams. Conductor's Anatomy of the Modern Content Marketing Team report uncovered that most content teams have existed for less than five years, and more than a third of team members have only recently joined their current team.³

On the other hand, companies that have been devoted to inbound principles and marketing automation are now trying to court telemarketers. These companies will face heartbreak as they search for passionate and experienced telemarketers. Only a special kind of person can pick up the phone hundreds of times a day to search for an elusive lead.

Why the Marketing Romance Matters

Without great inbound marketing, business development teams can make hundreds of cold calls to people who may have never heard of their company. Without great outbound marketing, even the best-planned marketing automation workflows can run dry. Automation can leave the targeted prospect hanging if there isn't a person helping him or her make a human connection with the brand. Just having a voice at the other end of the phone can spark an attraction.

3. Conductor | <https://www.conductor.com/learning-center/content-marketing-team-structure-report/>

85%

In over 85% of the buying experiences studied, buyers described their interactions with sales representatives throughout their journey as positive.



The Human Touch in Sales and Marketing

Why such a rush to matchmake inbound and outbound marketing? Today's most successful marketing combines the powers of inbound and outbound. SiriusDecisions' 2015 B2B Buyer Study showed that introducing human interaction early in the buyer's journey is critical.⁴ An organization can't rely on its outbound content to do all the talking. Instead, people need to be included in all stages of the buyer's journey to talk with prospects.

SiriusDecisions discovered that 50% of interactions with sales representatives begin during the education stage, at the start of the buyer's journey.⁵ In over 85% of the buying experiences studied, buyers described their interactions with sales representatives throughout their journey as positive.

Looking for the Human Connection

People don't make connections with brands based on product overviews or lists of services offered. When people engage with your website, they gravitate toward the pages that show the people on your team. If you don't believe this, look at your site analytics.

Even in the digital world, we seek out human engagement. We look for faces instead of logos. We look for social signals, such as testimonials and reviews. Social media likes, comments, and retweets act as referrals and let us know that we can trust an organization. These social signals can assist critical conversions.

Is your business missing chances to make a human connection? Bridge the gap between digitalization and personalization by having a real person on the line to answer questions.

4. Business Wire | <http://www.businesswire.com/news/home/20150514005804/en/SiriusDecisions-Unveils-Results-New-Study-B-to-B-Buying>
5. Business Wire | <http://www.businesswire.com/news/home/20150514005804/en/SiriusDecisions-Unveils-Results-New-Study-B-to-B-Buying>

8 DIALS

The average salesperson makes eight dials per hour for over six hours to make one appointment.



HELLO!

People Need People . . . and Great Content

When TSL started making business development phone calls nearly 20 years ago, our website was often an afterthought. We seldom created content to support our outbound marketing efforts. Many of our calls were completely cold.

After our business development team members had a great conversation with a prospect, the only content we sent out was a follow-up email consisting of a few lines of thanks and some canned value propositions.

Anyone who has ever made thousands of cold calls per week knows there are a lot of rejections. Research from Ovation Sales Group found that the average salesperson makes eight dials per hour for over six hours to make one appointment.⁶ Recognizing this problem, TSL worked to develop our own client-facing creative marketing team to better support the content needs of our clients.

Challenges to a Budding Marketing Romance

Today's B2B prospects are much savvier, and they expect more. They can do research without your sales team. Prospects look up a website the moment they figure out it's a sales call. If a company has a bad website, the salesperson can't sustain the rapport that was created in the first minute of a call. The truth is that your target prospects are doing research even before you reach out to them.

Prospects are also inundated with marketing messages. You need to have purpose-built and engaging content to cut through all the noise. Without the distribution of entertaining and informative content, you will be forgotten after the initial conversation. For this love story to turn into a true romance, you need to develop content that speaks to your prospects' specific pain points.

6. Jake Atwood, Ovation Sales Group | https://www.slideshare.net/JakeAtwood1/20-shocking-sales-stats/4-Thursday_is_the_best_day

ELEMENTS OF THE INBOUND AND OUTBOUND LOVE STORY

Like a good romantic comedy, every marketing love story has common elements:

- Targeted content built with a deep understanding of your personas' needs throughout the sales funnel
- An understanding of human interaction requirements at every stage of the buyer's journey
- Salespeople who know how to build trust, listen, and close
- A modern website and digital content that humanizes your brand
- A CRM or Inbound Marketing Automation Platform, such as HubSpot, to nurture your leads
- Tight alignment between marketing and sales teams

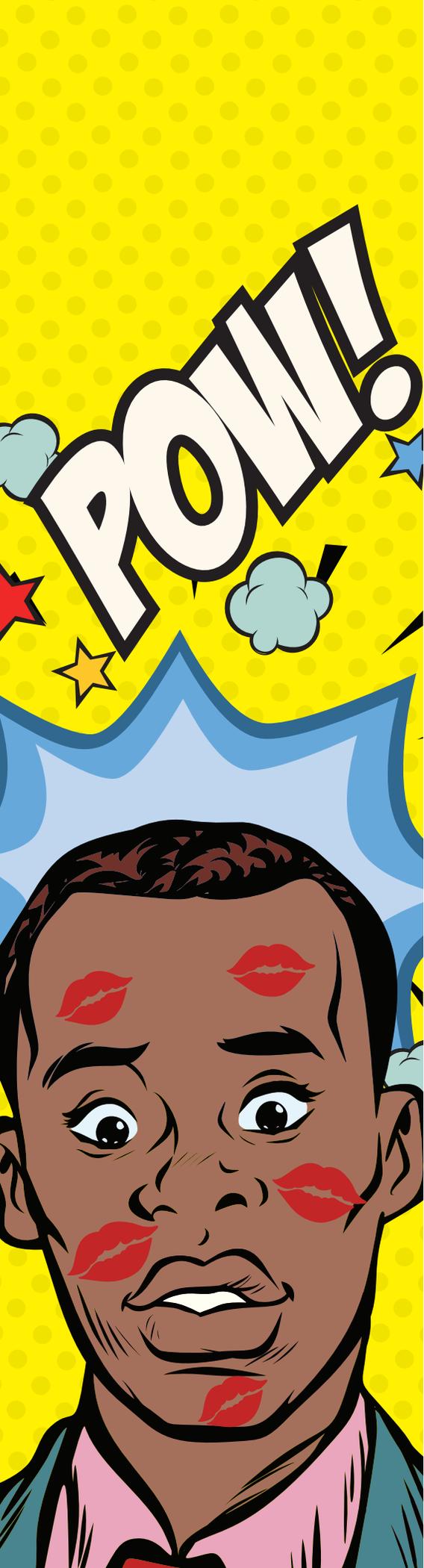
Writing Your Converged Marketing Love Story

How will your prospects spot you across the crowded room? When prospects are exposed to thousands of marketing messages every day, your efforts must stand out. To set your company apart in the converged world of inbound and outbound marketing, you need to build content that enchants your prospects.

Bad content is like a bad date that spends all night talking about himself. Your B2B content should focus on what the customer is looking for instead of explaining all the great features of your products and services. The more your content targets a persona, the more that content will lean into the prospect's ear and whisper, "This was created for you."

All your salespeople need to be wingmen. They need to be familiar with your content and its purpose so they can take a follow-up approach that aligns with your inbound marketing. Salespeople shouldn't expect sales qualified leads to come out of your top-of-funnel content. Instead, they need to be prepared with the right kind of marketing content so they can present your company's differentiators.





Great Content + Great Salespeople = Brand Love

In this age of content marketing permeation, people say, “Content is king.” However, most content is more like a talentless court jester. Content marketing can be so pervasive that it becomes interruptive.

For instance, pop-up ads keep you from reading the online articles you have chosen. In response, more and more consumers are turning to ad blockers. The OnAudience Ad Blocking in on the Internet report predicted that ad blocking will result in a \$42 billion global revenue loss in 2017.⁷

This interruptive content is not only disruptive but also poorly executed. Prospects lose patience with x-ing out of endless pieces of click-bait. To win prospects over, your company needs to produce informative and entertaining content.

Adding People into the Equation

Even the best content shouldn't stand alone. Today's audience can immediately sense hogwash. If you've taken steps to build remarkable content, it's important to follow through. You owe it to your inbound team to support its initiatives with sales and outbound marketing.

Those 100 conversions from your last eBook make your marketing automation dashboard look great, but did your team follow up immediately with a call? Did someone make sure the content was well-received? Did someone introduce themselves to put a human face on your brand?

If busy salespeople only immediately respond to first touches that are sales qualified, it could take days before a lead of interest, or marketing qualified lead, is contacted. It's like going on a first date and then not calling or texting for a week. Make the most of every lead that enters your pipeline by having a plan of attack in place.

7. OnAudience | http://www.onaudience.com/files/adblock_report.pdf



Matchmaking for Optimal Marketing

Marketing automation is a great advancement for inbound marketing, but it isn't enough to win over potential customers. If inbound marketers want to woo prospects successfully, they need to find ways to support their efforts with outbound marketing. Aligning human engagement with powerful content will make your marketing irresistible.

Your sales team members must be part of this love story. Don't push them away during the planning or implementation stages of your marketing strategy. When you bring your sales team members into the world of content marketing, you are more likely to get them to buy into your inbound processes and make them feel more involved.

When marketing convergence is done right, your sales team helps to inform the inbound process. Salespeople interact with prospects and clients every day. With their input, your inbound team can better understand prospects' needs when developing content.

Once your organization realizes that inbound and outbound best practices need to be married, your marketing and sales teams will live happily ever after, delighting prospects and filling your sales pipeline.

Build a marketing plan that combines the powers of inbound and outbound marketing. Let the marketing experts at TSL Marketing show you how.



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