



Dental **WEALTH** Builder  
By Dr. Bhanna Doshi

# Inbound Marketing

## About the Authors

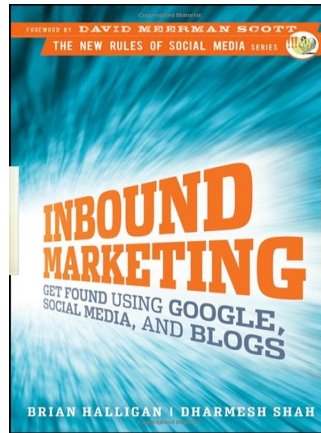


Brian Halligan is as co-founder and CEO of HubSpot, an inbound marketing company started in 2006. Most business market their products by “interrupting” their potential customers with advertisements, cold calls, email blasts, etc.



Dharmesh Shah was founder and CEO of Pyramid Digital Solutions, an enterprise software company selling to large financial services companies. Pyramid was a three time winner of the Inc. 500 award and an industry leader in providing innovative web applications available to millions of consumers.

Get Found Using Google, Social Media, And Blog



**Authors: Brian Halligan and Dharmesh Shah**  
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**226 pages**

## ■ The Big Idea

To connect with today’s buyer, you need to stop pushing your message out and start pulling your customers in. The rules of marketing have changed and the key to winning is to use this change to your advantage.

If you’ve wondered how to get found in Google or why blogs and social media sites like Facebook and Twitter are important, *Inbound Marketing* is the book for you. HubSpot founders Brian Halligan and Dharmesh Shah give you the tools and strategies you need to improve your Google search rankings; build a blog to promote your business; grow and nurture a community on social media sites; and analyze which of your online marketing efforts are working.

Stop wasting money blasting the world with marketing messages that nobody reads anymore and cares about. Instead, learn to get found with Inbound Marketing.

## Why You Need This Book

This book is about the strategies you can do to start marketing effectively online and knowing about the places where you can start.

## WHO MOVED MY CUSTOMERS?

People shop and learn in a whole new way compared to just a few years ago, so marketers need to adapt or risk extinction. People now use the Internet to shop and gather information, but where on the Internet do they go – and how do they use the Internet for these activities? We can break the Internet down into three main areas.

People primarily shop and gather information through search engines, primarily Google. In order to take advantage of this new reality, marketers need to change the way they think about marketing – from the ground up.

Another place people use to gather information is the blogosphere and its over 100 million blogs (as of this writing). Virtually every industry and consumer niche you can think of has a cadre of online pontificators, many of whom are quite good.

The third place people learn/shop is in the social mediasphere – the name for the collection of social “media” sites such as Twitter, Facebook, StumbleUpon, LinkedIn, Digg, Reddit, You Tube and others.

To be successful and grow your business and revenues, you must match the way you market your products with the way your prospects learn about and shop for your products. And you do that by generating leads through inbound marketing.

## CREATE REMARKABLE CONTENT

Beyond a remarkable value proposition, you must also create remarkable content about your company and products, for two important reasons.

First, remarkable content attracts links from other web sites pointing to your web site. In other words, you want your content to prompt other content producers on the Web to “remark” about your products and services and link back to your site. Every one of these links gives you a double win: The links send you qualified visitors, and they signal to Google that your web site is worthy of ranking for important keywords in your market. More links equals more traffic from relevant sites, in addition to more traffic from Google via search – double win!

Second, remarkable content is easily and quickly spread on social media sites, such as Twitter, YouTube, Digg, Reddit, Facebook, among others. If you create a remarkable blog article or white paper, it will spread like wildfire within your market today, relative to how quickly it would have spread just a few years ago.

## GET FOUND IN THE BLOGOSPHERE

What To Do

1. Set up your blog as `blog.yourdomain.com` or a “net” new domain (not `____.blogger.com` or `_____ . Wordpress.com`).
2. Start creating remarkable content in different flavors with search-friendly, catchy titles.
3. Market that content through e-mail, RSS, and the social mediasphere.
4. Measure subscribers to the blog, measure blog conversion to leads/customers, and measure individual blog articles for best practices.
5. Be patient.
6. Set up Google Reader.

7. Find and subscribe to industry blogs.
8. Unsubscribe to your daily newspaper.
9. Start commenting thoughtfully on other blogs.
10. When you have your coffee every day, read your RSS feeds.

## **PICKING THE PERFECT KEYWORDS**

The first step in search optimization which keywords to optimize your site for. Keywords are what users type into the search box for their search query. Three primary criteria go into selecting the right keywords to optimize your web site: relevance, volume and difficulty.

### *Relevance*

You want to pick keywords related to your business. When crafting your list of possible keywords, it is best to think from the prospect's perspective. Try to think about what keywords a prospect looking for your offering is likely to type into Google. Come up with many different and creative variations.

### *Estimated Search Volume*

Even if you get the number one spot in the Google search results for a keyword, it doesn't guarantee you're going to get lots of visitors to your web site. To pick great keywords, you need to have a sense for the approximate number of times users search for that word in Google.

### *Difficulty*

Ranking well in Google is a competition. Picking the best keywords is an exercise in balancing these three factors. You shouldn't just solve for one factor.

### *Using PPC for Better Data*

When you run a PPC campaign, you can pick a set of keywords and begin generating traffic almost *immediately*. This is particularly useful if you are just getting started and don't know which keywords will work.

## **CREATING AN EFFECTIVE ONLINE PROFILE**

A profile often consists of your username, avatar image, bio/summary, and web links. As you start building a social media presence, it's helpful to spend a little bit of time thinking about how you approach building your personal brand in social media.

### *Picking a Username*

For many of the social media sites, you don't invent a new username for yourself – you access the site as yourself. Based on your goals, different approaches to a username might make sense.

### *Picking an Online Avatar/Profile Image*

In addition to your username, all of the social media sites allow you to upload a small image associated with your account. This image shows up with your profile, and often is attached to comments and other contributions you make on the site.

### *Bio/Summary*

Social media sites usually let you tell the world about yourself with a short, one- or two-sentence description. Many people in social media will read your bio to determine if they're interested in hearing what you have to say.

### *Web Site Links*

Social media sites often allow you to enter one or more links to web sites where people can learn more about you or your company. Common approaches include linking to your blog or to your business web site.

## **COMPELLING CALLS TO ACTION**

Site visitors were attracted to your site due to your remarkable content; it will require an equally compelling call-to-action to convert them into qualified leads.

Good calls-to-action typically involve giving your users helpful information to enable them to do their job better or help them become more valuable to a future employer. The giveaway or offer is generally more remarkable content, including:

- Webinars
- White papers or reports
- An e-book
- 30-minute expert consultation
- Research studies
- Free class, demo, or trial offer

Experiment with various types of offers to see which generate the best conversion rates – including sales.

## GRADING YOUR LEADS

To measure the quality of leads, you'll need to somehow grade them, with the higher value leads getting a better grade. You can use specialized software applications to automatically calculate the lead grade for you or you can manually grade leads yourself. Either way, the lead grade should be stored in your database along with the other information about your leads.

How should the inbound lead grade be calculated? There's no answer to this. It depends on your business and how sophisticated a formula you want to use. The following are some of the factors that can go into the calculation of the lead grade.

### *Referral Channel*

The referral sources that have converted best in the past should influence this weighing. This means you'll need to either begin keeping track of your referral sources or go back and analyze your data if you do track this information.

### *Web Site Visits*

Did the lead just visit your web site once, or did they visit it many times? Did they visit recently or was it months ago? Did they look at specific web pages indicating that they're further along in the buying process?

### *Call-to-Action Taken*

Usually, a visitor becomes a lead by completing some call-to-action (such as completing a lead form).

### *Form Responses*

On your lead forms, you often ask a series of questions. All of these factors can be combined into a predictive formula that calculates the lead grade based on the available data.

## TOOLS TO KEEP TABS ON COMPETITORS

On the flip side, it is easier than ever to track how your competition is doing on the Web if you know what you are doing. Here are seven different ways you can track yourself relative to your competitors:

1. Website Grade – Go to Website.Grader.com and run your website alongside your competitors' web sites to see how well you do. Pay special attention to upstart competitors who might be more focused on leveraging the Web than some of the more traditional players.
2. Delicious – Delicious.com is an online version of someone's browser bookmarks, so if many people have your site bookmarked, it means you have remarkable content. If your competitors' bookmarks grow rapidly, it means the marketplace is starting to respond to something they are saying or doing.
3. Inbound Links – An increase in the number of links to a site can indicate that a competitor is getting more traction with its products.
4. TwitterGrade – Go to Twitter.Grader.com and run your company's Twitter profile through and compare it to each competitor. You should track this metric over time.
5. Facebook fans – Go to Facebook.com and see the number of fans your company's web site has relative to your competitor's web site. You will have to search around to find the company page in facebook. This number is worth tracking over time – if your competitor starts to gain a lot of fans, then it means their customer loyalty is increasing.
6. Compete – Go to Compete.com and compare their estimate of the traffic your site is getting versus your competitors.
7. Buzz – Go to Google and do a search on “your brand” and look at the number of results in the upper right hand corner. Do the same for each of your competitors. The number of results shows the number of pages on the Web where the brand is mentioned. This metric is worth tracking over time as it will let you know how your “buzz” is relative to your competitors'. You can do the same thing in blogsearch; Google to see how your buzz is going relative to your competitors in the blogosphere and make adaptive revisions to your own site.

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