

Marketing eBook for IBM Business Partners

Guide to Leverage Inbound
Marketing to Generate Leads and
Grow Your Revenue!

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Marketing eBook for IBM Business Partners

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Steve is the Founder of Pereion Solutions. Pereion Solutions is a Sales & Marketing Solution Provider. Pereion helps technology companies develop partner sales channels and leverage Inbound Marketing to grow their revenue. Steve spent over 25 years at IBM, including 10 years as a Channel Marketing executive and 4 years managing the IBM New England Midmarket Sales Office.



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Chapter 1:

What is Inbound Marketing?

What is Inbound Marketing versus Outbound Marketing?

Inbound Marketing

- Examples: Search Engine Optimization, Social Media, Web Content
- Two way conversation with customers & prospects
- Marketing delivers value by educating
- Leads captured and nurtured through web
- Integrated analytics

Outbound Marketing

- Examples: Paid advertisement, Direct Mail, Cold calling
- One way conversation with customers & prospects
- Marketing communicates product value
- Lead management differed by tactic
- Available reporting and analytics varies

Inbound Marketing Requirements

- Search Engine Optimization
- Social Media Participation
 - LinkedIn, Twitter, Facebook, YouTube, Google+
- Content!
 - Blogs, Whitepapers, eBooks, Podcasts, Webinars
- High Value Offers tied to Content
- Lead Nurturing
- Analytic Capabilities

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Chapter 2: Case for Inbound Marketing



Inbound Marketing Benefits

88% of respondents reported increased traffic
83% of respondents reported an increase in leads
64% of respondents reported an increase in sales



* Based on August 2011 Study “Return on Investment through Inbound Marketing by Implementing HubSpot Software, performed by MIT Sloan and Bentley Schools of Management.

Inbound Marketing – HubSpot*

Customer Case Studies

ClearRisk

- ClearRisk is a risk management solution provider based out of St John's, Canada
- Benefits:
 - 1560% increase in traffic
 - 1133% increase in leads
 - 360% increase in sales
- <http://www.hubspot.com/customer-case-studies/bid/31171/Risk-Management-Success-Story-ClearRisk>

Firefish Software

- Firefish Software provides a recruitment software solution and is based out of Glasgow, Scotland.
- Benefits:
 - 364% increase in organic search traffic
 - 235% increase in leads
- <http://www.hubspot.com/customer-case-studies/bid/31077/Recruitment-Software-Success-Story-Firefish-Software>

* These customer case studies are both examples of software companies leveraging HubSpot to facilitate an Inbound Marketing process.

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Chapter 3: Inbound Marketing Process



Inbound Marketing Process

1. GET FOUND - Drive Traffic to Your Website

- Search Engine Optimization
- Social Media Sharing
- Content Creation through Blogging

2. CONVERT – Turn traffic into Revenue

- Create Premium offers your Prospects Want
- Generate Leads from Website Traffic
- Nurture Leads to Sales

3. ANALYZE – Measure Your Results

- Measure Website Traffic
- Track Website Leads
- Track Customers



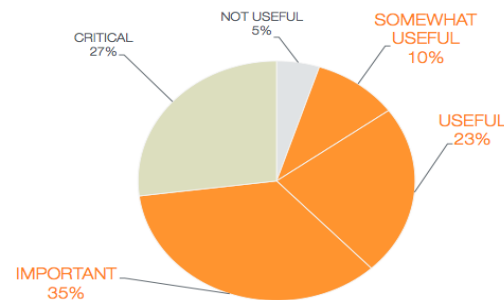
Inbound Marketing Process

1) Generate Traffic

- Search Engine Optimization
 - Use Keyword Strategy
 - Optimize your Website
 - Leverage Inbound Links
- Social Media Sharing
 - Actively participate and monitor dialogue
 - Active sharing:
 - LinkedIn
 - Twitter
 - Facebook
 - Google +
 - YouTube

- Content Creation through Blogging
 - Blogging can dramatically increase the amount of searchable content
 - Keeps site dynamic

2/3 of marketers say their company blog is **“critical” or “important”** to their business.

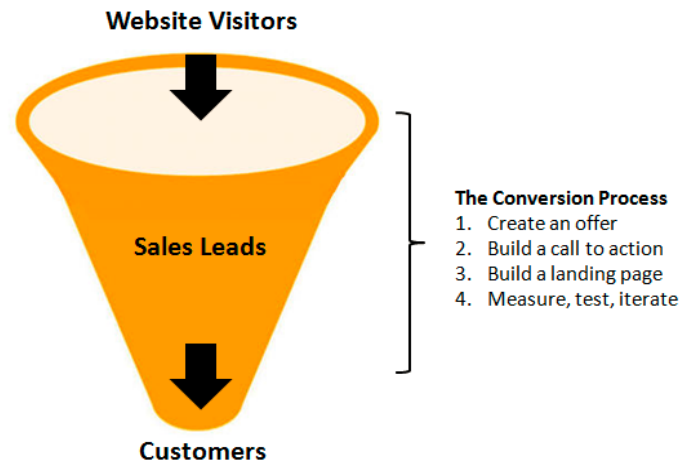


SOURCE: HUBSPOT, STATE OF INBOUND MARKETING REPORT 2011

Inbound Marketing Process

2) Convert Traffic Into Revenue

- Quality Offers
 - Target to Buyer Personas
 - Educational Content
 - Vary offers to stage in buying cycle
- Call to Action (CTA)
 - Simple, compelling
 - Link to Landing Page
- Landing Pages
 - Reiterate value
 - Collect contact info
 - Convert visitor to a lead



- Lead Nurturing
 - Forrester Research: Firms that excel at lead nurturing create 50% more leads at 33% cost
 - Segmented email campaigns, with targeted offers

Inbound Marketing Process

3) Analyze & Act

- **Measurements**

- Traffic
 - Sources
 - New versus Repeat
 - Keywords
- Conversions
 - By offer
 - By CTA/Landing Page
 - By source
- Leads
 - Sources
 - Close rates
- Revenue
 - ROI

- **Actions**

- Keywords
- On-Page SEO
- Content – Blogs
- Social Media Promotions
- Content - Offers
- Nurturing campaigns



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Chapter 4: IBM PureSystems Sample Methodology



IBM PureSystems Example

Generate Traffic



- **Blog/Blog/Blog**
 - Utilize IBM PureSystems Social Media Aggregator for ideas/links
 - www.ibm.com/social/aggregator/expertsystems
 - Utilize YouTube videos or pictures from IBM BP Asset Gallery
 - Pick topics with educational value, don't use as a billboard
- **Search Engine Optimization**
 - Add syndicated content from IBM on PureSystems to your website
 - Add keywords tied to PureSystems solutions
 - Tag your content
- **Social Media** (check out Social Media Aggregator above)
 - Participate in Twitter conversation, utilize hash tags
 - Extend conversation in LinkedIn re: PureSystems, promote blog

Take advantage of extensive IBM social media and web activity to create awareness and drive traffic to your website

IBM PureSystems Example

Convert Traffic to Revenue



- **Quality Offers**
 - Add “top of the funnel” content to your website so your customers can learn more about the new offerings. Check out the IBM PartnerWorld PureSystems Asset Library for ideas.
 - Develop specific offers, either content or services, unique to your firm and make them available
- **Calls to Action(CTA’s)/Landing Pages**
 - Add CTA’s and Landing Pages to website specific to the PureSystems offers, so you can start to create leads and build pipeline
- **Lead Nurturing**
 - Utilize your email list and develop targeted emails based on level of interest to progress lead activity
 - Add offers for middle and bottom of the funnel

Track traffic, conversion rates, and lead progression.

IBM PureSystems Example Inbound Marketing Plan

- Blog
 - Series of weekly Blogs on topics such as: Converged Infrastructure, Private Cloud Deployment, Virtual Appliances, Virtual Desktop Infrastructure, and Flex System Manager
- Social Media – promote the blog articles
 - Focus on finding social media forums that are most relevant to your target audience.(e.g. regional User Groups)
- Sample Offers (Resources available via IBM PartnerWorld):
 - Top of the Funnel: IDC and Forrester Whitepapers, BP Firm eBook
 - Middle of the Funnel: Business Partner Event or Webinar
 - Bottom of the Funnel: Alinean TCO Study or Sized Proposal
- Lead Nurturing via Tele and email
 - Leverage Middle and Bottom of the funnel offers

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Chapter 5: Get Started



Get Started

- **Request Inbound Marketing Assessment**
<http://www.pereion.com/inbound-marketing-assessment-for-ibm-business-partners->
- **Commit to Inbound Marketing Approach**
- **Prepare for Inbound Marketing**
 - Do you have the right tools?
 - Do you have the right marketing resources?
- **Build an Inbound Marketing Plan**

Contact Pereion Solutions to answer questions about this eBook or to get started with an Inbound Marketing Assessment. slperry@pereion.com

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Start Generating More Leads and Grow your Revenue

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Marketing Assessment!

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