



What Is Inbound Marketing? And DO I Need It

Moderator: Hello everybody and welcome to our second webinar in our digital marketing series, "What is inbound Marketing and do I need it?" Before we get started I'd like to go over a few items so you know how to participate in today's event.

So, without further ado I'd like to introduce today's presenters, Darin "Doc" Bernston has been in the internet marketing industry for 17 years and he focuses on inbound for the past six years. He's very passionate about helping companies succeed online by helping them increase leads and grow revenue, which are great things. I'd also like to introduce Paul Trusik who is the director of inbound and digital marketing with Senior Living SMART. Paul's experience in the digital space spans over 15 years and includes in house marketing for industries that range from tech to higher education as well as agency experience working with various senior living communities across the nation. So, welcome to our attendees and welcome to our presenters. Doc it's all yours.

Doc Bernston: Alright, so welcome everybody. I'm absolutely thrilled to be here today. Just wanted to go over a quick agenda for the call. So, we're basically going to be covering what is inbound marketing, how marketing has changed over the last few years. We're going to be covering something called zero moment of truth, how to implement inbound and how inbound applies to senior living and then like we were talking about earlier we will have questions and answer time towards the end.

Let's go ahead and get started. Who here on the webinar today remembers this movie? Paul?

Paul Trusik: Yeah.

Doc Bernston: I mean I'm sure you know what movie it is right?

Paul Trusik: Yeah one of my favorite eighties movies, iconic, Karate Kid.

Doc Bernston: Yeah eighties movies, you got to love them. So, at this point in time in the movie he's learning this whole process of wax on wax off. Does Daniel really understand at this point in time in the movie what he's being asked to do in this moment?

Moderator: No he's a newbie.

Doc Bernston: Yeah the answer is really no. He's clear on getting frustrated. He doesn't understand why he keeps being told he has to do all the waxing and the painting and all that kind of stuff. There was a point in time in the movie where Daniel got it and it's a little bit of a mix and we get some different answers whenever I do this presentation on at what point in the movie did Danielson actually understand why Miyagi was making him do all this stuff and a lot of people seem to think that it's that moment in time in the movie where he was actually in the fight scene towards the end he's doing his crane and all that kind of stuff and that's when he finally got it.

But the actual time when he really got it was when Miyagi was talking to him while he was being frustrated and he was not doing what he was supposed to be doing he was coming out cussing and all that kind of stuff and Miyagi throws the punch and what ended up happening was at that moment in time he finally understood wax on wax off and that's exactly what he did and he blocked the punch. All the training that he was doing finally paid off and at the end of the day he finally understood what was going on.

So, at that particular moment in his journey throughout the movie everything finally made sense. Now he understood why he was being asked to do what he was being asked to do. All silly things that Miyagi was making him do finally come to light and everything made sense.

So why do I share this story? I sometimes pose some theories during this presentation, some of these things might challenge the audience a little bit. Some of them may or may not agree with but I just kind of ask you guys to sit back and listen to this as we put this thing together and ask questions that we can address a little bit later and just stay with us as we go through this inbound journey together and just remember at the end of the day we're just wanting to wax on wax off, right? So, let's go ahead and get started.

The one thing I always ask everybody is what is the business that you're actually in? When I ask that question I'm typically given the answers of well we're out in this case we're a senior living facility or whatever the case may be. At the end of the day when all is said and done, the actual business we're all in is in the trust business. We want to make sure that everything that we do moving forward in any marketing initiative kind of builds around this core pillar because people are starting to see through the marketing tactics that have been done over the years and they're not buying it anymore. So, we really need to start looking at building trust with our audience.

So, to get into that next step would be what is inbound marketing and how does that actually relate to this process of trust? So, inbound marketing in a quick brief description is really about rather than buying ads like people have been doing in the past, buying email list, cold calling and what not, inbound marketing is really focusing on creating educational content that's pulling people towards the website where they can learn more about you and be able to buy or whatever on their own accord. They want to have control.

Inbound is an approach to marketing that teaches today's consumer. We do that through a couple methods, which is basically content but also the context of the content. Our goal is to help your businesses be found online and get qualified leads through the content on your website pages, blog articles, social messaging, video and what not and it's all optimized, it can be shared out through social media and mobile and then you got new stuff that's coming about with cat box and all that other stuff too but the big thing is really wrapping around the content and making the content that you're building applicable to your audience, so they are able to understand what is actually ... You're able to better portray what it is that you want them to get from that content. You know your audience through persona building and what not.

So, at its core, inbound is really about building relationships with your audience by providing them with value way before they're ready to purchase your products. Inbound is also about building trust, not skepticism among your prospects. It's also about being loved and not being ignored by your customers. At the end of my day, my favorite part it's about outsmarting, not necessarily outspending your competitors.

So, when people visit your website, the question that we want to know is are we helping solve their problems better than anyone else in the world? We get asked about how we do that and that's going to be primarily through content. We're going to be talking about that here in a few more minute but really the goal is to be the Wikipedia in your space and have that information at your consumers and your prospects finger tips.

Let's do a little bit of history lesson really fast. In early 2000's, how did people research or buy a product? I mean who remembers these things. Do you even still have a yellow page Paul?

Paul Trusik: No, I think that maybe the last one I saw may have been six years ago. We're a little late here.

Doc Bernston: Yeah just before I moved last year I actually had a yellow page that was still delivered to my old apartment. I think it was at my doorstep. I left it there for like six months or so. I never even actually brought it in the house. That's how annoyed I was by these things. But needless to say, is that this is how people used to do this. I mean I was with another company that we owned a family business years ago. We spent hundreds and thousands of dollars with yellow pages and all these other kind of things because that's how people found us. We

always thought we had to be there. So, it was either through yellow pages or it was catalogs or mail or phone book or people were just picking up the phone. That's how people found you.

In 2017, how are people researching and buying products and services? I mean they're really buying ... They're looking online. They're trying to find it online. They're trying to buy online or maybe they're in the retail environment, maybe they're walking into a Walmart and they're price shopping and they're trying to scan the product and see how much it's being sold for on Amazon or what not but really what they're doing is they're trying to find a trusted advisor. They're trying to find friends on social via the Facebook, LinkedIn, Twitter, word of mouth. That's how people are shopping now and the biggest place that they're starting obviously is Google. Google is the number one search engine for a reason because it helps people find the best results that they can actually find for their query.

So, in this instance traditional marketing has been broken for a while. Buyers are taking control. They're turned off by old school marketing that's basically beyond impersonal and it's actually interrupting. There's over 200 million numbers on the do not call list. Direct mail is never open, at least 44% of it, maybe 6% of people skip TV commercials. I know this happens with me, the DVR's my best friend and I know I can at least get a good 15% more TV watching in every night when I skip commercials. So that's an absolute truth.

So, what we want to do right now is we just want to introduce the inbound methodology. Now this is something that HubSpot put together. HubSpot is an awesome marketing automation platform that allows us to be able to get a lot of the stuff done here what we're talking about under one roof and with one easy platform to do it in. But at the end of the day, what we're trying to do is attract, convert, close, and delight our customers. We're trying to bring strangers to your website who have never heard about you specifically but they have a pain point. They have something that they're looking for and we're trying to attract that.

We're trying to do that through blogging, through keyword research what we're doing, through possibly some social publishing, we've also got some other advanced tactics with some other types of ads and all that kind of stuff too but the idea is to bring these strangers into your website. Once we get the visitors there, our goal is to get them to convert in one fashion or another to forms or some sort of call to action, some sort of a landing page offer that you might be giving them. From there once we have them as a lead, we want to move them into our CRM and put them into email marketing and workflows and follow up with these folks in order to be able to close them into a customer.

Once we're done with customer's and actually closing them, the job's not done. We want to make sure that we're delighting along the way. We always are finding ways to reengage, that could be through surveys, smart content and maybe some social monitoring as well. But really at the end of the day the

inbound methodology is about the best way to turn strangers into customers and promoters of your business.

It's kind of a funny word or a funny acronym and this is something that Google has put out not too long ago that is a great study but really quick I just want you guys to be thinking about what ZMOT actually means and the actual correlation of this 70%. As we talk about this for a couple seconds, zero moment of truth is what ZMOT stands for. At the end of the day what zero moment of truth is, it was a foundational research study that was done with Forrester Research along with Google. It started off as a B2B business study and then Google did the exact same study but they really twisted it and focused it on B2C.

But basically what the zero moment of truth means is that it's the first time someone contacts you on your website or by phone call or they might have maybe walked into your store. So that's zero moment of truth. It's also the moment when they say they trust you enough to actually contact you to where you actually know about it. It might be on your website as an incognito browser or they're just looking and we don't know who they are yet but the actual time that they spend to actually fill out the form and make up a phone call so you know they're looking. That's zero moment of truth. It's also the moment you know they might be giving their money to you. Something actually skipped here. I apologize. I have to back up.

With all that being said, what's the number going to be over the next couple of years? 70% meaning, I apologize about that with the skip here on the slide but what basically the 70% and how that correlates to it is the 70% of the time before that person actually fills out the form, that's what they're talking about. So, 70% of those visitors. With that being at 70% right now, we're looking at that number going up over the next 10 years easily.

So that being said, we used to live in a buyers beware society. We're now moving into more of a seller beware economy, meaning people are needing to find that that trustworthy content on your website to be able to deal with answering their questions that they possibly have. So, buyers they want to connect with sales during the consideration stage, right? At what point is it these buyers are actually wanting to do that? Well awareness stage is when they're actually talking about first learning about the product. They know that they have an issue that they need to solve. A consideration stage is about after they've researching it, they have a short list of who it is that they want to actually work with and then the decision stage is really about after they've reviewed their short list and they're ready to buy. So, the idea is that we want to make sure that we're building the right type of content so we can be in that consideration stage for your visitors.

Inbound is also about providing an absolute awesome experience. It's got to be essential as we're talking about moving forward in the inbound journey. Inbound is also an approach that's focused on attracting customers through

content and interactions that are relevant and helpful. Again, we want to make sure that we're not being interrupted.

So, we got buyer wants and then we've got marketing and sales and what is it we need to actually provide. So, from a buyers perspective they want us as marketers or as business owners to actually listen to their specific needs, provide relevant information, respond in a timely manner and provide a range of options.

Marketing and sales on the other side needs to provide personalization, automation, and even more self-service. Your buyers they want to be able to educate themselves. With that being said, 74% of online consumers get frustrated when website content appears but has absolutely nothing to do with their interests. You guys might be jumping around in your own experiences, hopping on websites and you're saying wow this just does not relate to me or it's not the exact same thing I was looking for, or maybe you were on a Google search and you actually clicked through the result and that page did not necessarily provide you with that piece of information you were hoping for so you get bounced out and then you jump on to another page instead.

So, what we're really trying to do with inbound is we want to make sure that we're listening, that we're being human in our marketing efforts. That we're asking a lot of questions. Obviously we want to be very helpful. Biggest of all we want to educate and build trust. We also want to be super relevant and really, we want to add value. That's really about what inbound is all about in this particular state of the content that we're talking about.

So, here's a great quote that I love from Brene Brown where she says, "Trust is built in very small moments." It's beyond true and the more that we can do that I think that we're going to be moving down that right path.

So really quick, let's just talk about how we actually implement inbound marketing. We have many tactics under the arsenal with inbound marketing. Everything from email marketing to how we have our site built to search engine optimization. We have marketing automation tools, landing pages, obviously the analytics, social media and blogging and there's even more pieces of the puzzle too but when it gets to actually implementing this process at the end of the day it's starting with content and the content that we're building has to be the right content in the right place at the right time. So, let's just jump back to this again really quick to and just say what we want to make sure is that everything that we implement is in what we call a SMART goal. So that's going to be a specific goal, has to be something that can be measurable, has to be something that can be achievable and we actually want to put some time around that.

So, let's say a specific goal might be we want to generate 100 new leads this year. Now how are we going to actually measure that. What kind of analytics are we going to be able to utilize? Is it actually achievable based upon where

your website is today and the type of traffic that you might be getting today, is 100 goals actually achievable or is that just too high in the sky? The other thing once we have that information is understanding the time bound aspect of it by being able to put some time frames around it like when do we actually want these things to happen?

If we're to jump into a little bit of each of these really fast, so email marketing and how it relates to content is going to be very important. So, email marketing, people like to think about email marketing as blasting emails the traditional old school, let's send out a newsletter or whatever. When it comes to email marketing and how we want to make sure we're doing this in the inbound methodology is that we want to make sure that we're building out very targeted lists. We want to know who it is that we're sending emails out to. So just like the content we're trying to serve up on the website being for the right person at the right time, the same thing holds even more true for email because I don't know about you guys but with emails I get probably at least 150 emails a day from all sorts of folks. Everybody's trying to sell me something and the most crazy part is that half the time I'll open the email and it has nothing to do with me.

One of the examples that I always like to joke about is that I have a Nordstrom email. I signed up for a card from them a few years ago. At the time of signing up for a card they knew that I was male, they knew my age, they might have even asked a couple interest or something along those lines so they had a basic idea and a profile of who I was but the thing is that every time I get an email from these guys, they're always trying to send me something about why I should be buying a great pair of woman's shoes. Now if they knew that I was actually married, which they don't, then maybe that's relevant as a gift idea for my wife but the fact is is that they should be sending information to me that has to do with me in the situation that I'm in with their particular company.

When we're talking about email marketing, we want to make sure that we're segmenting our list properly. That we have these built on persona so we know who we're actually targeting but we're sending them the information they need at that right time so they will actually engage with your email because nothing worse than just sending emails over and over and over just to see your open rates window over time. So, the goal is to get open rates up and get engagement up.

We also talk about websites. So making sure that the website is built in a format that's not only friendly on mobile devices, that's not only secure from a secure socket layer, SSL, but it's also that it's going to be built in a way that could also be smart, could it be providing content based upon who that person is, could your home page possible change based upon how somebody's in your funnel already and maybe they're in a different stage in the buyer's [inaudible 00:19:57] so could we be getting them some other things. So that's another option with sites.

Obviously, SEO and search optimization is something that's very important. It has not gone away over the years. It's had some challenges in the past because there was some stuff that people were doing. They were a little bit somewhat gray hat, black hat but really SEO is very important and it's going to be the main driver for that is going to be through not only optimizing the site but building out thoughtful optimized content in the blogging space and building out ways to help rise all tides by building out the right content, focus on the right keywords to then get those pages to rank. So that's still going to be very important and that's a very big part of our process.

Marketing and automation is another piece where it's somebody takes this action and then what? It's somebody fills out a form on your website and maybe it has to do with a particular persona or an offer, what's that marketing automation going to look like as far as emails that are going to go back or could that marketing automation be a task that's maybe created in your CRM to follow up with that person. There's many things that we could be doing with marketing automation and that becomes a very big part of the play.

Landing pages are very important as well. How are we building those landing pages up for those particular offers? Maybe you've got some sort of a demo or a walk through or maybe you've got some sort of a guide that you want folks to download, what's that strategy look like? And when people follow up and actually do that piece, how are we going to follow up with them?

Analytics is probably the biggest piece of this pie. I mean social media and the blogging part are very important but the analytics to me is the biggest thing because once we have that SMART goal and we know what our targets are going to be and the KPI's that we want to track, analytics is going to be the driving force for everything that we do moving forward. The whole idea is that we want our analytics to provide us with that data. We go into this thing with our best foot forward and we say this is what our plans are based upon the data that we have now but now the data that we start collecting month over month over month, year over year is going to actually help us now create the better campaign down the road.

So, analytics is something that is often overlooked. Some sites don't even have some basic information as far as Google Analytics installed. Often times we need more analytics than just that to understand what's going on. The cool part in this particular scenario that we're talking about is that we break the analytics down not necessarily to just the user who's on your side or the visitor who's on your side, we're actually breaking things down to the actual name of the person and the actions that they're taking on their site. This is something that we'll be talking about in possible future webinars with you guys too but the analytics is absolutely imperative.

I start talking about this with folks and they come to be and they're just like yeah right Doc, you know, who can do all of these things? This whole inbound thing looks too big. What's the ROI? If we do this are we going to actually make

any money? The answer to that question is yes with the right plan and the other aspect of that too is that I want you guys to be thinking of marketing or at least this inbound side, not so much as a marketing expense but it has to be thought of more as an investment. Be thinking about you invest X amount of dollars in marketing this should now return X amount of dollars in revenue. That's what I'm going to show you now.

In my industry, I happen to know a guy who owns a pool company. He's one of my great friends and his story is absolutely amazing but back in 2007, 2008, we had that rough patch in the economy. His business was going good but then he hit that patch and now he's wondering how on earth is he going to pay these bills? He's got a whole bunch of folks that are actually working with him so how's he going to come up with salaries? He's wondering if he and his partners are going to actually lose their homes because they were floating second mortgages and all that kind of stuff to keep things up and sales were obviously down.

In 2009, he actually ran across this whole inbound philosophy and he embraced what he calls the they ask you answer philosophy that he actually has and he started blogging daily on his website. If we're fast forwarding to last year, he's the number one pool site probably in the world. He out ranks all of his competitors for the term that he's wanted to go after. He's outselling his competitors and he's usually five to ten thousand dollars higher on a per pool basis if not more than any of his competitors. So, he's not worried about price shoppers. People come to him because he's a value. His prospects are becoming more and more and more educated and his sale cycle has dropped dramatically.

Now the map here shows a representation of I think this map was about two years ago like everywhere he's installed pools in this local area. So, the part that I really want to talk about here is making sure that you guys understand that this is an investment and it takes time to get these kind of results but look at what was going on back in 2012, this is some of the data that he shared with me and he was looking at people who were looking for ... Now this is back before Google took away a lot of our insight into the actual keywords that were being driven to our website but the neat part about this particular story and this particular graph is because the way that our analytics software works is that it's attributing actual leads to a particular keyword or pieces of content or whatever.

So, what we're trying to see here is that he started blogging about fiberglass pool prices, fiberglass pool problems, also the name of his company or the cost of fiberglass pools and really a lot of these happen to do with cost but on the right-hand side what you're seeing is that look at all the visitors that are coming in based upon those particular terms but even better look at all the leads that he's receiving based upon those particular terms.

What this at the end of the day did was \$3.5 million in sales attributed to one blog post that he wrote that was covering this whole pool price thing. This is the

question that people are asking the internet and they're saying how much does something cost? Email shows this particular result and he received \$3.5 million dollars in sales that he's attributing to just one blog post on his website.

Some people might ask me too they're saying I want to rank for a super high-level keyword like an audience is here for this call, senior living. Well that's going to be a little bit harder to do because there's so much competition but if you're addressing the question that people are asking, how much does senior living cost or in this case how much does a fiber glass pool cost? Now we're starting to see how people come and they find you. Now I've seen the blog post that they're finding online and yeah you may not receive ... Well in this instance his unknown keywords or his overall visitors are way high, he's getting less and less of his particular blog posts but the thing about those particular blog posts is they're very high target traffic. It's answering a specific question that that person is asking and once we get into that blog post now we're getting them to take more and more action with us.

So, the question comes back or the answer comes back ROI question, I mean is \$3.5 million dollars in sales, is that a pretty good ROI? Obviously, this is something that is if done, this can and should work for any other business as well results vary and obviously the amount of dollars revenue generated base is different based upon your guys actual cost of goods but there's tons and tons more success stories just like this and once you get into the inbound side of things with the content marketing you can start getting these numbers. You can start seeing that yeah we've put in some time and we did all this content, now we're starting to see numbers roll in and we're attributing content to dollars in the way of webbing.

I'm going to jump back to his example again really fast is that pre-content marketing back in the year 2000, he was roughly receiving about 2,000 visitors to his website. Now you see a bunch of ups and downs but that's basically due to seasonality reasons and what not but after five years, so this data is as of 2014, we've got three more years on top of this but he's now getting over 320,000 people to his website at this point in time, leading his entire industry and the green is representative of organic search. So, the blue and all those other things could be like paid or what not but this is him owning the organic listings in Google for those topics.

The other thing that I would like to talk to is if there's anything that you think of that has to be sold face to face, this has to do just as much with your industry as it does with the pool industry. It's going to be able to be sold online in the future. So, I bring up the pool example one more time the reason why I'm bringing up the pool thing is that it's a different business than yours but it's a business. This can happen in any industry not just pool.

For the pool example is that last year he sold 95 pools. He attributes 80 of those pools to being sold online. He's saying that he had \$50,000 for each one with never even having to go to the customers home and sell and why is that?

Because he is now the trust agent in his industry. The biggest thing here is that to give you an idea and how this could possibly relate to you but in his instance because he had to go out to somebody's home and he had to do the measurements and then he had to sell them on the product while at the house and his sales process was like 5-6 hours on a per client basis as he got the lead.

Over time as people came to his website and started trusting him more, they were willing to now just basically in a nutshell he'd walk out to the customer's website or he'd get out to their home and the call goes from or the visit goes from having to go through all the things and all the options and everything else to the consumer in a sense saying I went to your website, this is exactly what I want. He's up there holding up the hand with a piece of paper and this is the package that we want. He ends up just doing final measurements. It cuts his time down for sales over 80%.

The other interesting thing, which I didn't have in the slide but I just want to bring up here on the fly is that we had this thing called the magic number at least what he calls it and his magic number is 30 and Paul, if I was to ask you what 30 means as far as a magic number could you have any guesses on that?

Paul Trusik: 30, 30,000? For the actual cost of the ...

Doc Bernston: Nope.

Doc Bernston: This is for his actual sales. So sometimes I do give that answer but what that 30 means is that he's seeing on average that the best sale that he is getting, are these the people who are basically ready to buy his purchase, go out to his site, do the final measurement. He's seeing on average that that person is reading at a minimum 30 pages of content on his website before he submits the estimate quote functionality. So, the idea behind that is that the customer, the consumer, the prospect has become so educated and he's read so many pages on the website that he is now really ready to buy. Every business will end up having their own magic number or whatever that is but we're looking at the drive of what's going to help make the decision easier for your prospect to move forward and do business with you. Does that make sense?

Paul Trusik: Yeah so basically going from a marketing qualified lead, educating yourself on the website and then finally jumping onto the next stage, which would be then the sales qualified lead. So, it's really the website's doing everything for him before that sales qualified lead even reaches out. So, he's not again, going back to the whole old school method. He's not cold calling, he's waiting for the customer to come to him.

Doc Bernston: Right. So, we're basically what we're doing is we're trimming down that sales cycle. We're making it so the traditional method was salesman picking up the phone call, dial for dollars, over and over and over and now we're switching the process around to where it's hey we're changing our sales guys to be much

more almost like customer service type but also, they're helping them finalize the exact thing that they just want.

The customer knows what they want and they're looking for it. They're going to find the best place for it and the whole idea behind this is to make your website the best place for that content. You become that trusted agent in your field and cut down that sales process tremendously. Not only that too but when you get into the analytics and you're starting to see that that particular contact, you could arrive at that person's house or in the example of your industry, you could be looking at that contact record and saying hey these are the pages of content that they read on my website, maybe it's ten, maybe it's 20, 30, whatever, but now you have got that context on how to handle that visit when they come for your property right? So now you're going to know these are the things that they were really interested in. So now the sales rep as they're talking to them or before they talk to them they're actually building the right presentation or the right topic of conversation for them based upon the history that they actually have on that customer. Does that make sense?

Paul Trusik:

Yeah.

Doc Bernston:

Cool so for inbound and content marketing really to work well, we got to have management and employee buy in. This is not a scenario where the marketing department just says we're doing this today and this is what we're doing and everybody come along for the ride. We need to make sure that everybody who's a part of the company as much as possible can be a part of the solution. All employees and staff we play with or at least I always promote, everybody's in marketing now. Everybody's in sales now but we call this end sourcing and we believe that nobody knows the business better than the people within the business.

Once we have the measurable goals and we have the strategy in place the ideal next step is to actually execute on that plan. The challenge that I see a lot of businesses have is that we want to make sure that people understand that we want to see results so quickly but the thing is that it takes time. So, if you don't get the results right away, understand that we have the plan, we're moving towards that strategy and we're actually getting it done. We want to make sure to that we're not over thinking the content. A persona as you probably talk about with your clients before and maybe there's people on this call that really a persona is a prospect with pain. What's the challenge? What's the symptom that they actually have?

If you go back to that they ask you answer piece, whether it's good, bad or ugly, you write about it. We're listening to what customers ask if one asks, hundreds or thousands more might be asking the same thing and that then becomes a blog post. That becomes that I'm going to Google and searching for that piece of content. If you're trying to think of ideas of what to write, look at the content that your sales folks might be writing in emails back and forth to people or as

they're on calls and they're answering the same questions on a daily basis, that's the kind of content that we want to write.

When we're talking about the big five content types that work really well with your website, we're looking at content that's written around cost. We're looking at content that's written around problems that people might be having. We're looking around versus type posts like this versus that. Our industry versus somebody else in the industry. In the example of the pool company, fiberglass versus concrete pools. We're looking at reviews. We're looking at the best of type posts as well. These are the things the people search for a ton on Google.

Just to show you that there's a great website that I suggest everybody on the call go check this thing out. It's called Answer the Public and it's really funny this dude is on the main page and people do funny things with his face or what not but the idea is basically to see what people are asking Google. This is some of the similar information that you would get out of Google like if you do a search and you scroll all the way down to the bottom of that search page, you'll see people are also searching for these topics. This is a software that was developed to do that same thing but cluster it just a little bit differently.

So, in this instance we decided hey let's go take a look at and see what people are actually searching for in senior living. So, when it kicks this thing out it'll kick out a big diagram. It'll kick out a whole bunch of great information but what it's doing is saying the who, when, where, what, how basically of the questions and it's saying here's what people are actually asking for around this particular topic.

So, in this particular instance we've got how much does or how much is senior living or how to select senior living so in this instance we're going to say how much is senior living? We jump over to Google and here's our results. So, we have our first page, which unfortunately in this particular example is a whole bunch of paid copy up front and the first results as well as Google giving a good definition of it here but the next part of the page once we go down where it says people are also asking, is the actual organic results. So, here's where we're seeing a sight, which I'm assuming most of you guys are very familiar with, which is the seniorliving.com and these guys are addressing the question how much does senior living cost.

So, we know that somebody's addressing it. If we go ahead and we start looking at this particular blog post, again, they're addressing the question the title. They're talking about whether out of necessity or choice you might be in that particular stage where you're actually looking for it. Down below they're saying in a recent study [inaudible 00:38:33] nationwide monthly average is or whatever. The challenge that we see with this particular thing is that this is not your site. This is somebody else's site that is generating leads that are going to upsell to you. They've also got additional ways for people to do other things on the site and you can sign up for their newsletters or what not.

At the end of the day, this piece of content could be and should be on your website answering these questions. We want to make sure that if we can be addressing the content and addressing the questions and being the trusted advisor moving people through this process, we'll get people into a blog post that's like this or consider that this maybe on your site and we're going to give an example here in a second but let's assume this is your site, well what are the actions that we want them to take next? How do we get them to love this piece of content and this now trustworthy piece of content and now we're going to be able to take additional action with you? How do we get them to move down funnel?

Today we pretty much focused on content. There is so much more to inbound. If we were to take that inbound methodology that I showed you at the very beginning and we flip it on its side, it pretty much looks like a sales funnel. So, through our attracting stage that's what we mainly talked about today, content blogging, we touched a little on social and our sites and optimization but look at how much more there is to the whole inbound methodology. There's a lot that needs to be done with it but it is all starting with content and strategy and that's the main thing that we wanted to talk about today.

At the end of the day, be honest and transparent. Content is the greatest sales and trust building tool in the world period and I just want to leave you guys with this, become the best teacher in the world with your website. Become the Wikipedia of your space. Don't be salesy. Be helpful and you guys are going to see awesome results with your marketing efforts.

That's the end of my presentation and I know you wanted to cover a couple pieces as well Paul.

Paul Trusik:

Yeah thank you Doc. That was amazing and I wanted to give a pointed example when you were talking about not over thinking the content. What we did ... This is just one example. This is a community that we're working with and when we were coming up with content, very similar to how much does senior living cost, we came up with a keyword phrase or term and we formulated a blog around that and that's just simply senior living funding solutions. That was the name of a blog and different variations on that but this is most topical because this goes to show you how quickly you can get indexed based on targeted keywords or phrases. Again, this is just one question that the industry has. This is just one piece of content that we're trying to answer for everyone.

So, keep in mind this blog post we just did the research two days ago to see how this was performing. So, we actually wrote this November eight it was published and within a week and a half it's indexed. It's searchable and it's also on the first page. So, what we find is this is the educational piece of the content and a lot of the communities that we look at, if they do have a blog, they're just scratching the surface. They have some educational content but that's where we're falling short. There might be a call to action call us or here's our contact form. What we've done in this example is we're actually on top of the article at the very end

we're providing an actual guide. So, this is something that someone has to opt in to. The download now, your guide for paying for long term care. So, this is the additional hook.

We talked about attracting customers to your website, potential leads. So, this is actually getting them further along that funnel so once they do opt in, what's amazing is we from that point forward we have some of their information and we can move them along that journey a little bit more with marketing the funnel with automated workflows, getting them closer to a sales qualified lead. So again, we didn't just stop with value added blogging content.

For me inbound, you're basically wanting to be an industry leader. You want to be the thought leader and basically a resource that the community can come back to for relevant content. So again, questions that you need answered and problems that need to be solved. So no longer would someone necessarily be going, especially if it's regional typing a blind ask into Google. You want to be the thought leader. You want people coming back to your website. So, say someone does download and opt into this, they may be really early on in the buyers journey. It could be weeks before they consider coming back and doing more research. But what's great is based off of the information that we've gathered, we can continue that sales process by sending them topical reminders, having them come back with other articles that might be related to where they're at in that buyers journey. So that's just one example that we wanted to show piggy backing on Doc what you had as an example earlier.

Doc Bernston:

The thing that I love that you mentioned here is that people always ask how long does this thing take? How long does it take to see results? The thing that I just love is that when you go this other route and you start addressing the kind of questions, and if you can get out in front of it in your industry and be that thought leader, the thing is like you said you will rank for this content almost within days if not sometimes the same day. I've seen some content with a very active site that blogs opt in, they're getting indexed a lot.

So, as they're writing a piece of content that's maybe a little bit more targeted piece of content, that piece of content is getting ranked fast. What's great about that now you are the person answering that question again. Are you going to be seeing a ton of traffic come from that? Not necessarily but what you're going to get is that targeted traffic and then hopefully now you're going to get them to stay on the site and go read more posts and then over time the whole idea about this long-tailed content is now we're going to have all of the [inaudible 00:45:20] keywords and everything else that people are wanting to rank for over time, that's going to help invest all tides. So, once we can do that, now it's really starting to take off.

Paul Trusik:

Yeah and just to keep in mind in this one example, this is just the awareness. Once we realized who's engaging on the website, what they're downloading and interacting with to your point of SMART content. The ability that we have within the content management system is when that same user comes back, you can

display a completely separate content offer. You obviously wouldn't want to display the guide to paying for long term care if you know that that user already digested that information and has that at their fingertips. You want to provide them new fresh content during their journey.

Doc Bernston: Very true, love it.

Moderator: Great example Paul. Right now we're going to begin answering some of the questions that were submitted during today's presentation. As a reminder you can still submit questions through the questions pane in your attendee control panel. Our first question is an interesting one, one of our attendees wants to know if the pool guy is Marcus Sheridan? I think is that who you're referring to Doc? I think we lost Doc but yes I think the pool man is Marcus Sheridan.

Doc Bernston: Yup I'm back.

Moderator: Okay.

Doc Bernston: That is Marcus Sheridan, yes.

Moderator: That's what we thought. How funny. Another question that came in is we're currently doing a blog but not showing any increased website traffic, so what are they doing wrong?

Doc Bernston: I probably need to know a little bit more information about that. So, you know how often are they blogging? Is it like once a month? Once a week? Once a day? Is there any type of strategy around that from a standpoint of are we building a campaign where we're trying to rank for an overall certain hero keyword and now we're going to build the supplemental blog post around that to help us get to that point eventually?

The thing about blogging is that there's a direct correlation with the amount of content that we're riding and how quickly we're going to get ranked then we're going to start seeing traffic. Now when that example in the pool company, what Marcus does is at that time he was blogging daily. He was basically staying up at night and writing a piece of content on a daily basis so he would have between five and seven blog posts a week. The more you do, the faster the results you're going to see. If you're doing one blog post a week, it might take a little bit longer to see the results. At the minimal I always recommend you should be planning at least two a week because what that also does is it shows Google that you are actually relevant and you're becoming a thought leader in your industry and it's going to come back and index your site more often than if you just post once a month.

Paul Trusik: Outside of the organic perspective a lot of times when people are creating blog content regardless of whether or not it's once a week or more than that, they're falling short and having people assuming they're going to be coming through

organic versus sharing that out through their social channels. Even something as simple as a subscriber list, an opting list, people are so busy creating the content they forget oh well we have this audience already that are on social media. We have a contact list. So, meeting them where they're at if they're not coming back on a regular basis through organic you can always help increase web traffic by sharing on social and then sending out to your constituents.

Moderator: That's great.

Doc Bernston: Absolutely correct.

Moderator: That answers our next question as how does inbound work with social media?

Doc Bernston: Social media it works right alongside of it. So, you've got a couple different aspects that you can do. Obviously, the main thing is to be able to share your content number one but you also you don't want to over promote yourself through your social. So, the other side of how inbound works with social is really in that listing aspect. It's about using sites like Twitter and what not where you can actually set up a listing station and you could listen in on conversations and interact in a helpful manner. You can set up many different dashboards in order to do that but really, it's about figuring out ways to take the same inbound philosophy and the methodology and not be pushy and all that kind of stuff to just be helpful. So, what are the helpful things you could be doing on social and how and what is your content shared versus engagement ratio look like.

The other side of the social component, which is newer, is a lot of the remarketing approaches that people are doing. So, you might land on a website today and let's say we land on one of your websites, you've now cookie'd that person, you drew some remarketing tools such as add roll or what not and even the Facebook pixels and what not. Now we can start showing them related as based upon the content that they might have been viewing on your page so we can make sure that we're reminding them nicely that we're still here if they want us. We're not trying to be pushy with it. There's some of these things that just because you can do it doesn't mean you should but the best way that I see it work is within that remarketing approach and just staying in touch with that.

I'm sure you probably noticed that you might go on a website and next thing you know everywhere you are, whatever social channel you're on, you could be on LinkedIn, Facebook, Instagram, whatever, you're seeing something from that company. It seems like they're following you around. If you do that in the right way it pays off really well.

Moderator: Thanks. Last question, what is a good resource to learn more about SEO's so I can have an intelligent conversation with our web developer?

Doc Bernston: SEO is a fun one. I would probably ... One of my favorite resources is MOZ. That crew does great work. They do a lot of awesome education. They do what do

they call a whiteboard Friday type video series that they have all the way back for over five years that you can go back and watch some of the changes throughout the industry. They're one of my favorite ones. So it's MOZ, M-O-Z dot com.

Moderator:

That's great. Awesome. Well thank you all for attending and thank you to our presenters. Doc and Paul you guys were terrific and very informative. Just a reminder that our next webinar in this series is on December 6th, "Using your website to attract, engage and nurture." So please go ahead and sign up for that. If you can't make it that's okay. We'll send out a recording and a transcript of the webinar at the end. Thank you so much to our presenters and everyone-

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