



What is Inbound Marketing?

A technique for drawing customers to products and services via content marketing, social media marketing, search engine optimization and branding.

Underlying Philosophy

Your business solves a problem and enables prospects to take advantage of opportunities. If you create content that helps people in your target audience they will trust you, do business with you and talk well about you with others who will do business with you too.

What We Do and Why:

An Explanation of Our Services

Blog Articles

Benefit

Traffic, Authority, Trust, and Conversion Opportunity

Definition

A blog article is a piece of content that usually takes between 2 and 5 minutes for a prospect to read. Blog articles should show your thought leadership in your field and should directly address an aspect of your prospects pain points¹.

What We Do

We research topics and write blog articles which are likely to be found and be helpful to your target market. We always like to use information from our clients and their clients to write these articles, but it is not always a necessity.

We format these articles to perform well in Google searches and be easily sharable on social media. We connect these blog articles to one another in order to most effectively show your authority to Google.

How This Hits the Bottom Line

More Blogs —> More Traffic —> More Leads —> More Revenue

¹ Pain points are the things which got your prospect's attention strongly enough that they are looking for something to make the pain go away. This may or may not be the service you sell, but it is always an opportunity for you to gain trust and thought leadership.

Build Links

Benefits

Traffic, Authority, Google Rank

Definition

You are probably used to seeing links as blue text on websites that takes you from one web page to another.

[They look like this](#). If good websites link to your website and your content, your website is much more likely to rank higher in Google searches.

Links are also a way to tap into an existing audience. Links on other websites refer traffic to your website. If a website already receives traffic from your target audience, a link can bring that audience to you. Even if they do not visit your site, Google is still likely to see the link as an endorsement of your website.

What We Do

We research websites and blogs who are likely to find value in the content we produce for you and who share a common audience. We build relationships with those blogs and websites and will often craft content which will include a link or links to your website.

How This Hits the Bottom Line

More Links —> Better Rank on Google —> More Visits from Google / More Visits from Referring Sites —> More Traffic —> More Leads —> More Revenue

Social Media Marketing

Benefits

Website Traffic, Top of Mind Awareness, Networking, Connecting to Prospects

Definition

An interaction from social media is when someone mentions, replies, comments, likes, +1s, or retweets content we post for you on Twitter, Facebook, Google+ or other social media outlet. An interaction on social media is an indication that our posted content is resonating with our target audience.

Also, social media platforms have algorithms which decide what social media posts and what social media accounts a user will see. For example, anytime you go to your Facebook account, Facebook's algorithm has to decide which post should be the first post you see. If your posts have a history of getting more interactions, those posts and future posts are more likely to be seen.

What We Do

Publish social media posts to attract traffic to blog articles.
Follow and identify prospects.

Research topics and strategies to enable you to resonate more fully with your target market.

How This Hits the Bottom Line

Social Media Posts → Website Traffic → More Leads →
> More Revenue

Build Offers

Benefits

Lead Generation

Definition

An offer is something a website visitor gets if she fills out a form on your website. This can be a downloadable white paper or ebook. It may also be a consultation or registration for a webinar or event.

What We Do

We research, write and create graphic layouts for your ebooks and white papers. We always like to use information from our clients and their clients to write ebooks, but it is not always a necessity.

We will also help setup webinars hosted by you or your team. Implement a scheduling tool for consultations.

How This Hits the Bottom Line

Website visitors become leads when they fill out a form to get a downloadable —> Leads —> Revenue

Build Landing Pages

Benefits

Lead Generation

Definition

A landing page is a page on your website where a user fills out a form to get the thing which was offered.

What We Do

We create graphically appealing landing pages and craft and customize forms for users to complete. We also test and refine landing pages in order to get the most new leads possible.

How This Hits the Bottom Line

Website visitors become leads when they fill out a form to get a downloadable —> Leads —> Revenue

Build CTAs

Benefits

Lead Generation

Definition

CTA stands for Call-to-Action. These are the graphic buttons which invite a website visitor to click to receive an ebook, white paper, etc.

What We Do

Design graphically engaging CTAs and test them for optimal conversion rates.

How This Hits the Bottom Line

Better CTAs mean more people who convert to leads —>
Leads —> Revenue

Build Lead Nurturing Sequences

Benefits

Lead Nurturing

Definition

A lead nurturing sequence is a series of emails sent to a prospect after she downloads an ebook, white paper or other “offer”. One email is often not enough to build trust with a prospect. A series of emails that are carefully constructed to be helpful and add value can have a strong impact on conversion from a lead to closed sale.

What We Do

Write email copy and create a professional and graphically inviting emails. Setup and test email copy and sequences for opens, reads, and bounces. Configure auto-send sequence following “offer” download.

How This Hits the Bottom Line

Website visitors become leads when they fill out a form to get a downloadable —> Leads —> Revenue

Send Segmented Email Campaigns

Benefits

Lead Nurturing

Definition

Send a broadcast email to the segment of your email list that is most likely to find value in a particular ebook, white paper or other “offer”.

Our goal is to segment all of your current and future contacts by the pain you solve for them or the opportunity you help them leverage. We learn a user’s pain point or opportunity based on the website pages they visit, social media posts they connect with, email they open, and “offers” they download.

A segmented email campaign is designed to address the pain or opportunity this segment has already made known to us.

What We Do

Write email copy and create a professional and graphically inviting emails. Setup and test email copy and sequences for opens, reads, and bounces.

Build and maintain a segmented email list based on your current contacts and contacts who sign up for “offers” through the website.

How This Hits the Bottom Line

Segmented emails help prospects feel understood and develops trust and helps with brand awareness —> Greater

likelihood prospect will accept a call —> Greater likelihood of closed sale —> Revenue

Account Administration

Benefits

Well Managed Account

Definition

Strategizing, analysis, and discussion internally and with your team.

What We Do

Collect data on performance for growth in traffic, conversion to leads and closed sales. Analyze what marketing activities have contributed and which have not. Adjust strategy and point allocations to reflect what we learn.

How This Hits the Bottom Line

The longer we work together the better we will understand your market and how to attract and close new leads to your website. Account Management is the high level consideration and communication that makes this possible.

Investing in Marketing: Pricing

Ability Inbound Marketing is an Agile Agency

We adjust our service offering throughout our engagement to meet your needs and make the biggest possible impact in achieving your goals.

Your digital marketing needs may not be the same every month. There may be times when your greatest growth will come from 10 or 15 blog articles per month. In other months, 5 blog articles may be enough, but you will get more leads by redesigning some of your website or even all of its pages. Needs and opportunities change and we structure our business relationships to enable us to best maximize your growth.

Paying for Points Rewards Efficiency

We sell points, not hours. Here's why:

1. If a team is good at what they do and understands your organization's needs it will accomplish more in less time. That should be rewarded and incentivized.
2. A task may be quick, but add a lot of value to your organization. e.g. SEO tweaks, some social media posts, some emails
3. A task may be slow, and essential, but add less value. e.g. technical maintenance on your website, bug fixes, software upgrades and implementation

How do Points Work?

Clients agree to purchase a set number of points every month. The chart below gives a list of three sample service packages and the number of points for each one.

Every deliverable and administrative task is assigned a point value. Each point costs \$100.

10 days before the end of a month, we deliver a statement indicating what we did, how many points were used and what we plan to do in the coming month.

If there are points left over from the previous month, they can be carried for up to 60 days. If an upcoming month requires more work, points can be borrowed up to 30 days in advance.

For example, a client with an agreement to purchase 50 points per month might use 40 points in February. On March 1st, they will receive their monthly allotment of 50 points and be able to use the 10 points left over from March (a total of 60 points). If they only use 50 points in March, they will be able to use the leftover February points in April as well.

Similarly, if the same client with agreement to purchase 50 points needs to use 75 points in June, they can borrow 25 points from July and use 75 points in June and only 25 points in July. In this situation, they would pay for \$5,000 in June and \$5,000 in July even though they are using 75 points in June and only 25 points in July.

Sample Points Packages

	Develop	Grow	Accelerate
Write Blog Articles	5 / month	7 / month	12 / month
Build Links	2 / month	2.5 / month	4 / month
Interactions from Social Media	8 / month	12 / month	20 / month
Build Offers	1 every 2 months	1 / month	1.5 / month
Build Landing Pages	1 every 2 months	1 / month	1.5 / month
Build CTAs	2.5 / month	4 / month	7 / month
Build Lead Nurturing Sequence	1 every 2 months	1 every 2 months	1 every month
Send Segmented Email Campaign	1 / month	3 every 2 months	2 / month
Account Management	1.5 hours	2.5 hours	4 hours
Total Monthly Points Investment*	31	50	75

*Each point costs \$100 and represents roughly \$145 / hour
Points may be carried for 60 days and borrowed up to 30 days in advance

	Basic	Pro	Enterprise
Monthly Investment in HubSpot	\$200	\$800	\$1200

	Starter	Professional
Monthly Investment in HubSpot Sales	\$50 / user	\$400 (5 users included)