

CONSULTANT.**BI**

WHITE PAPER:

INBOUND MARKETING

A FUNNEL
PROCESS

A FUNNEL PROCESS

MIXING, FROM THE OUTSET, BLOGS, SOCIAL
NETWORKS AND REFERENCING, INBOUND
MARKETING IS BASED ON A FLEXIBLE DIGITAL
MARKETING APPROACH, DEPLOYED IN FOUR
STAGES.

INBOUND METHODOLOGY

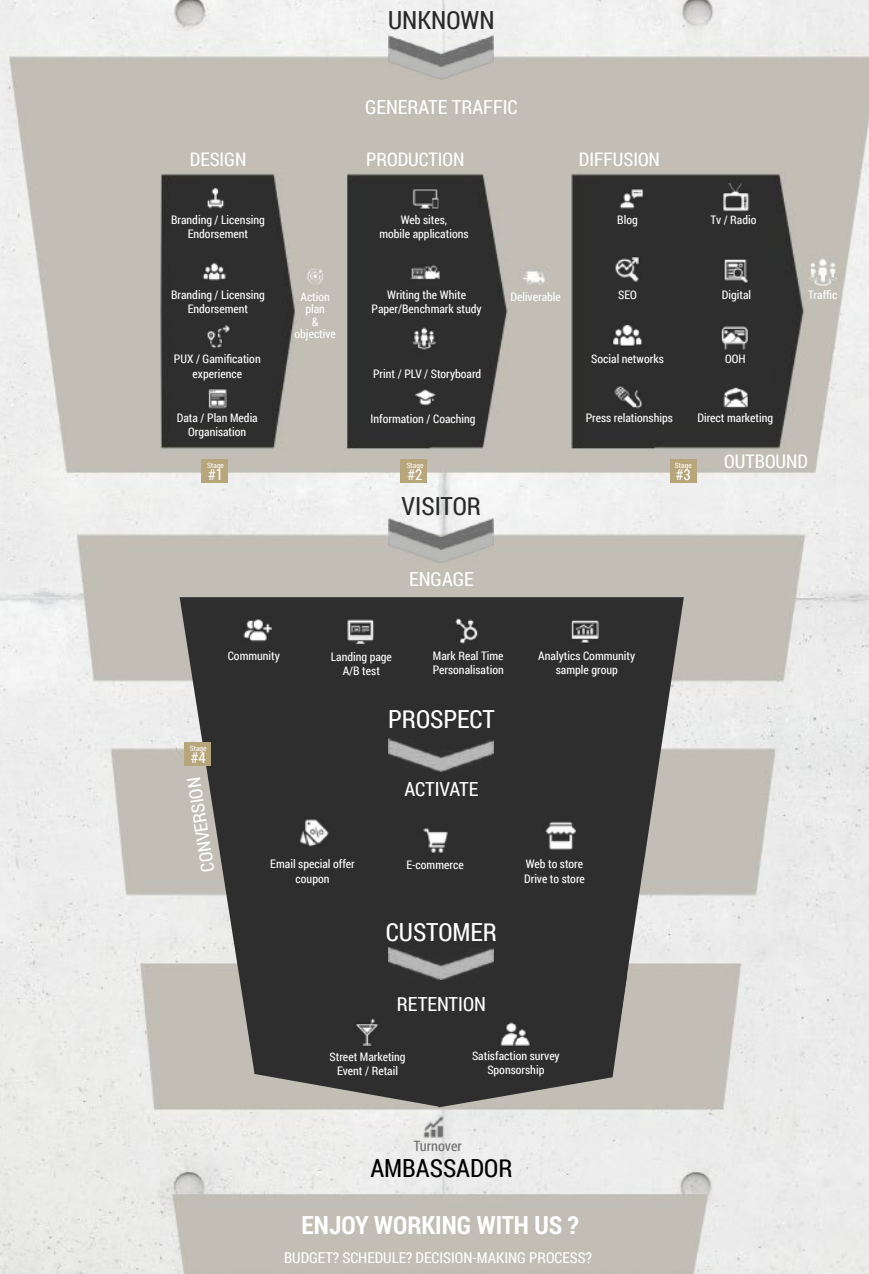


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PRESENTATION

Consultant-BI offers an extensive range of additional services to help you better understand your business and improve the decision-making process.

Is your company taking maximum advantage of its internal and external data to improve its performance? Probably not. Modes of organisation and the dispersion of data form conventional obstacles to decision-making, which has often become complex.

ABOUT CONSULTANT BI

William Vande Wiele, CEO & Founder

Consultant-BI was founded by Mr William Vande Wiele at the end of 2016, at the heart of the digital network in Brabant (Belgium).

William Vande Wiele has been active for nearly 20 years in strategic consulting and services backed by customer databases. A multi-entrepreneur, he has created several companies, leaders in the data sector in Belgium, France and Asia. A board member of well-known companies and a director of Kompass International, he has demonstrated his ability for anticipation over the last two decades.

In particular, he anticipated that marketing has definitively entered into a real-time, interactive and relational phase.

Consultant-BI is based on Mr Vande Wiele's strong conviction that data is the economic energy source of the twenty-first century.

To implement this project, Consultant-BI relies on a network of internal and external experts, specialised in the various issues associated with B.I.:

- Data analysts
- Data scientists
- Business analysts
- Software engineers
- Cybersecurity specialists
- B.I. consultants

#01

ATTRACT CUSTOMERS INSTEAD OF SEARCHING FOR THEM

TO THIS END, INBOUND MARKETING RECOMMENDS
THE COMBINED USE OF COMPLEMENTARY METHODS.

• WRITING HIGH-QUALITY BLOG ARTICLES

They can revitalise traffic to your site: search engines appreciate content that is fresh or regularly updated; you increase the number of relevant keywords for your targets and you retain your audience.

• OPTIMISATION OF KEYWORDS FOR SEARCH ENGINES

This is a tedious job of optimisation of HTML tags and monitoring the density of keywords in the pages. Even if they are always up-to-date, the new algorithms used by the search engines tend to bypass optimisation techniques. Consequence: it is more judicious – and profitable – to favour the quality of content.

• NATIVE ADVERTISING

Why not buy space? This gives you an audience in less time... However, rather than buying space to give a commercial speech that everyone will grow tired of, we recommend that you buy this space to promote your marketing and the content that you have produced. All of this content is worth highlighting and our Google and native advertising media agency can support you in selecting the best offers for visibility on Google and the social platforms.

• PRESS RELATIONSHIPS AND THE PUBLICATION OF ARTICLES CONCERNING YOU

Relayed in the press and in high-audience blogs, news concerning you helps you to become known and make the public aware of your offer and your expertise. In the same way as for social networks, this technique is an excellent entry point to your site, generating direct traffic. It is now an essential tool as part of a referencing strategy: you must pay particular attention to the presence of links to your site in the published articles.

• MEDIA PURCHASES

Inbound Marketing actions may be supplemented by a more traditionalist approach of buying media space, which will enhance them. Whether it is for the purchase of space online, in print, posters, television, cinema or radio, the teams at Consultant- BI support you in preparing and deploying your media plan, in synergy with your other marketing actions.

• THE MIXED USE OF SOCIAL NETWORKS

Facebook, LinkedIn, Twitter, Google+, Pinterest, YouTube, Dailymotion or SlideShare let you promote your site and your content, while building a community of interest around your brand.

#02

TRANSFORM YOUR VISITORS INTO PROSPECTS

A GOOD TRANSFORMATION IS BASED
ON SEVERAL ESSENTIAL PILLARS

- A CALL-TO-ACTION

Too often, Internet sites neglect engagement and offer few options for a visitor to leave a trace other than a contact form.

- THE CREATION OF "LANDING PAGES" OR SPECIFIC HOME PAGES

They present all information necessary to incite an Internet user to carry out an action or make a transaction.

It is necessary to increase the number of landing pages offering premium content (white paper, registration for a newsletter, follow on social networks,...) to be able to identify visitors likely to be interested by your offer.

- "LEAD NURTURING" OR THE CULTURE OF CONTACTS

Once identified, a prospect must be supported in discovering your offer by setting up a dedicated programme, by email or by telephone contact. These campaigns provide more information on your service, increasing his/her confidence and enabling him/her to gain in maturity throughout the purchase-decision process, according to a previously-defined rhythm.

- AUTOMATION AND THE CONTROL OF INTERACTIVE ACTIONS

Marketing automation enables efficient follow-up of prospects. Educational scenario, personalised-assistance scenario, commercial scenario or newsletter: it is important to define several follow-up scenarios for which certain actions – such as the dispatch of email – can be automated.

- A/B TESTS

The design of a site only becomes perfect once it is confronted with its audience and how users actually use it. When your site is launched, it is worth testing several variants of components of the same page and keeping only the most efficient. This can only improve and optimise conversion rates.

- ANALYTICS

Regularly monitoring your site's statistics enables you to be responsive concerning any adjustments to be made to optimise its performance. You can therefore operate practically in real-time.

#03

CONVERT YOUR PROSPECTS INTO CUSTOMERS

A GOOD CONVERSION IS BASED
ON SEVERAL ESSENTIAL PILLARS

- NEWSLETTER

Whether for recruiting prospects from third-party databases (purchases, social networks, partners, etc.) or to retain and nurture prospects and existing customers, email remains an extremely efficient tool.

We set up automated marketing scenarios directly connected to your e-mailshots. Commercial follow-up after downloading a white paper, suggested appointment after sending a commercial proposal, cross-selling, up-selling, etc. We define and integrate intelligent scenarios based on the interactions of your targets in order to improve the rates of conversion of your e-mailshot and lead-nurturing campaigns.

- CRM

The development of a close relationship and real dialogue with customers must lead, for the brand, to the creation of personalised offers, both concerning the product and the price. With this aim, you could design, sometimes even in cooperation with the customer, a service which perfectly fulfils his/her requirements.

- CUSTOMER TESTIMONIALS

The dissemination of customer testimonials is a means of building the confidence of a prospect and is reassuring prior to a purchase. From simple product evaluations to the most elaborate comments, we can help you in collecting, disseminating and promoting testimonials from your best ambassadors: your customers themselves.

"Essential: monitor and measure the return on investment for each action undertaken."

#04

RETAIN AND ENGAGE CUSTOMERS

BECAUSE IT IS ALWAYS EASIER AND CHEAPER TO RETAIN A CUSTOMER THAN TO RECRUIT ONE. ONCE A CUSTOMER HAS BEEN ACQUIRED, HE/SHE WILL BECOME THE BEST AMBASSADOR FOR YOUR BRAND, PROVIDING THAT YOU CAN MAINTAIN A GOOD, LONG-TERM RELATIONSHIP WITH HIM/HER. TO DO THIS, SEVERAL TACTICS AND ENABLERS ARE AVAILABLE TO YOU.

- EVENTS

Organising events for your best customers can convert these customers into loyal ambassadors, thanks to personalised and differentiating attention, demanded by the customers themselves.

- SATISFACTION SURVEYS

Regularly disseminating satisfaction surveys lets you maintain your relationships with your customers, find out their impressions concerning your products and services and evaluate their ability to recommend you to their networks.



WHY HAVE AN INBOUND MARKETING STRATEGY?

REASSURE YOUR TARGET PUBLIC

Push marketing or outbound marketing: two names to qualify an anxiety-inducing technique, triggering doubt and insecurity.

Who has never cursed a tele-marketer eager to sell you the latest product from the company that he/she represents? Inbound marketing works in a completely different way: by reassuring the potential customer and leading him/her to secure his/her choices throughout the process of taking the purchasing decision.

Inbound Marketing, a **low-cost technique accessible to all**

The results of the study published by Hubspot in 2016 are indisputable:

- 90% of mobile Internet users use an ad blocker
- 19% of buyers are influenced by the advice of sellers in their purchasing decision
- 2 million Internet users use social networks daily to find content
- 29% of Internet users would like to see more blog content on sites

How is Inbound Marketing more relevant? To find an answer, let's compare the two approaches...

Inbound Marketing reassures the customer and secures his/her choices throughout the purchasing process.

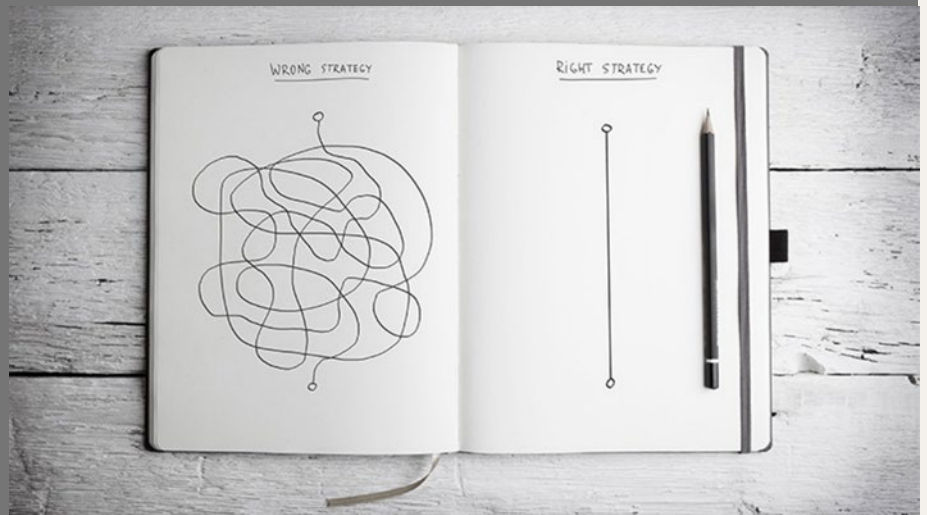
Traditional marketing. The idea: impose	Inbound Marketing. The idea: attract naturally
Traditional intrusive approaches: TV and radio advertising, telephone prospecting, advertising inserts and letters, banners and email marketing,...	Integration of tactics to promote online content: SEO (natural referencing), blogs, social networks, newsletters, premium content,...
Messages pushed without the agreement of the consumer	Approach based on the creation of informative content, of high-quality, that will be found by the consumer via the search engines and social networks
Uni-directional and vertical approach: the company communicates to the consumer	Bi-directional communication: the company discusses with the consumer, Lateral and viral dimension: the consumers communicate between each other concerning the company, word-of-mouth and recommendation promote brand recognition
Mass marketing: the market is considered as a homogeneous unit	Personalised marketing: the market is targeted according to "buyer personas", their expectations and their maturity in the purchasing cycle
Intrusive and commercial approach: consumers are constantly interrupted in their activities, as attempts are made to sell them solutions	Non-intrusive technique "by permission": the potential customer comes naturally to the company and gives authorisation to be contacted. The exchange is based on influence and commitment. Informative approach: the company provides its targets with the information that they need to make the right choice
Expensive techniques	An affordable technique, especially for the smallest companies, which can increase the flexibility and power of their turnover in three or four months: the leads generated by inbound marketing cost 62% less
Outreach confined to the period of the campaign and limited in time	Investment which lasts after the campaign: the content continues to exist and can always be found via the search engines
In-depth knowledge of targets is difficult and uncertain	A list of qualified leads is built via content download, using contact forms, providing better knowledge of targets and improving how their expectations can be met

THE ONE STRENGTHENS THE OTHERS

INBOUND + OUTBOUND = EVEN MORE CUSTOMERS!

Inbound marketing is not sectarian: the approach can perfectly well be associated with outbound marketing. Although inbound marketing is particularly effective and inexpensive in building a base of loyal customers and advocates, it cannot necessarily address its entire market spectrum. Certain more traditional customers do not always seek their suppliers on the Internet, in the same way that certain targets do not express their requirement and consequently need to be approached.

An appropriate approach, according to the stage of development of your company: combine the two approaches to maximise your market potential. Customers who are "earned", meaning won by conviction (SEO, social media, blog) are not the enemies of customers who are "paid for", won over by advertising. On the contrary: one strengthens the others!



HOW CAN AN INBOUND MARKETING PROCESS BE SET UP?

THINK ABOUT RELATIONAL MARKETING

It contrasts with traditional marketing, which aims to "impose" the company and its products via advertising and promotional techniques: inbound marketing seeks to create a situation where prospects and customers naturally and spontaneously contact a company that will have provided them with information and/or useful services, through a genuine policy of relational marketing.

How? Description of the functioning and mechanics of the process.

WHO IS INBOUND MARKETING AIMED AT?

FISH WHERE THE FISH ARE

Inbound marketing acts like a magnet: this technique is intended to attract and convert potential customers that traditional methods and approaches have left cold. What targets can you attract with inbound marketing? On which segment is the technique most effective? Which companies have the best chance of using inbound marketing to have their prospects transformed into customers?

We will explain everything.

YOUR TARGET: THE INTERNET USER WHO IS LOOKING FOR AN ANSWER TO A SPECIFIC PROBLEM

The Internet has profoundly changed the way we communicate, interact and purchase, BtoC and BtoB. The not-so-distant time is now over when you thought about exhibitions, advertising, cold calls, telemarketing and other outbound "traditional" methods to reach your targets: now their decisions about what to buy begin with and on the Internet, via the use of search engines, most specifically Google.

Step into your customers' shoes to better understand them.

In this context, the finding is indisputable: you must be able to be found before your competitors by these potential customers who use search engines to find a solution to their problems. And to be found before the others, you must look at things from your targets' point of view and anticipate a response that is perfectly adapted to their requirements and expectations.

A NECESSITY: ADAPT YOURSELF TO THE PURCHASING PROCESS OF YOUR TARGETS

The new methods driven by inbound marketing – natural referencing, blog articles, targeted landing pages, conversion and analysis tools – have a common point: they set out to be empathetic and respect the purchasing cycle of the targets that you hope to reach.

At each stage, ask yourself the right questions.

A NECESSITY: ADAPT YOURSELF TO THE PURCHASING PROCESS OF YOUR TARGETS. (CONTINUED)

- **Stage 1:** the awareness-raising phase. Do your potential customers know that there are solutions to their problems? Or are they continuing to use inefficient solutions without looking for others?
- **Stage 2:** investigation phase. Do your potential customers think of you when they start to search for a solution to their problems? Can they find you easily?
- **Stage 3:** validation phase. Do your potential customers choose you after having studied the different solutions in the market? Do you have good performance compared to the competition?

A PERFECT APPROACH FOR SECTORS WITH HIGH EXPERTISE

Do you have a high degree of expertise in your field?

Inbound marketing is a form of digital marketing that works particularly well with companies such as the liberal professions (lawyers and accountants) and services companies (IT services companies, outsourcing, human resources firms, software publishers or public organisations), which must demonstrate their competences to differentiate themselves sustainably from the competition.

Luxury companies, you can also use your history's potential to inspire dreams to improve your visibility and your E-reputation. Indeed, you must have stories to tell and expertise to demonstrate, in order to regularly supply and produce relevant content and publish white papers.

As you will have understood, inbound marketing is therefore perfectly adapted to the BtoB sector. When we know that 98% of BtoB marketing professionals use the Internet, and more specifically Google, to perform their searches, we can easily state that this technique has become essential on this segment.

Internet users and consumers like it.

THEY CONTROL THEIR IMPULSIVENESS

Inbound marketing is based on a "lead nurturing" approach, a discipline focused on prospects who are not yet ready to buy. The idea: provide them with high-quality educational content, upstream of the cycle.

CONTENT AND SOCIAL NETWORKS AT THE CORE OF THE APPROACH

CONTENT IS KING

Content marketing and storytelling are the keys to a successful inbound marketing strategy. The regular publication of content lets you return to the fundamentals of marketing, to differentiate yourself sustainably from your competitors, instilling your identity and your values to create a strong relationship with your prospects and your customers. There is no doubt, content is "return on investment"!

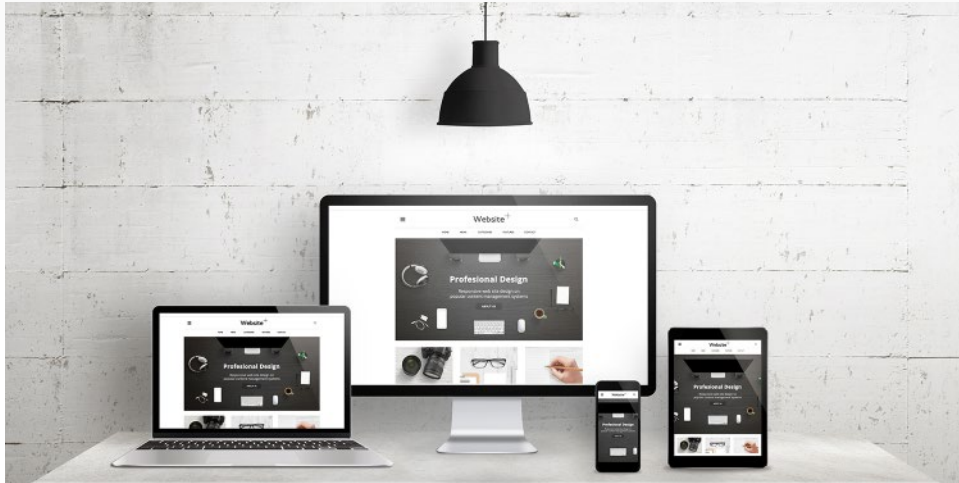


PERFECT A GENUINE CONTENT STRATEGY

Present your company, illustrate your know-how, your knowledge of your market and your knowledge of your customers... Content can highlight the expertise of a company to enable its identification as a leading player in its field. But also, and above all, provide visitors with the information they are looking for and that they need to make a purchase. And for this, it is preferable to speak to them about them rather than you!

First stage: your Internet site. Its purpose is to present your offer clearly, via the creation of relevant and interesting content that triggers actions. It also lets you identify visitors who are interested in your proposal by collecting data such as their email address, via the completion of a contact form, a request for a quotation or if they share some of your content on the social networks. You will take care to retain the contact in an administration tool.

Customer relationships: you will then re-contact him/her throughout his/her purchasing cycle through newsletters, social networks, regular calls or automated marketing campaigns.



ALIGN YOURSELVES ON THE DECISION-MAKING PROCESSES
OF YOUR PROSPECTS AND YOUR CUSTOMERS

HIT YOUR TARGETS WHERE THEY ARE FOUND

Blog articles, newsletters, webinars, white papers, e-books or computer graphics are all means of promoting an offer beyond your traditional sphere of influence and attracting your prospects to your Internet site. It is essential to offer them useful and usable content, which aligns with the various stages of their decision-making process and which will ultimately convince them that you are the most qualified to provide a solution to their problems.

Do not fail to promote your content via the channels and networks that are adapted to your activity.

The idea: hit your targets where they are, at the right time, with the right information. Facebook, Twitter, LinkedIn, Viadeo, Google+, SlideShare, forums and professional groups: do not forget to adapt your messages to the channels that are chosen.

Content marketing gives consistency to all the components of inbound marketing. Indeed, it is not easy to be active on the social networks, to supply lead-nurturing campaigns or to perfect high-quality referencing without content!

BLOG + SEO + SOCIAL NETWORKS = BINGO!

The search engines have been able to evolve their ranking algorithms to offer ever-more relevant results, based on increasingly qualitative criteria. Although the social networks are a new place of visibility in their own right, they also have many advantages in terms of promotion. By publishing text with links to your site, you improve your positioning in the results pages of search engines.

Engagement of targets (number of users, interactions with posted articles, content sharing,...) is also taken into account by the search engines. As Google aims to return ever-more relevant results with the best possible responsiveness, **you are thus privileged in terms of indexing.**

Although the production of content and setting up a blog are essential to build your brand image and increase the loyalty of your community, it will not fail to improve your natural referencing by increasing the number of keywords identified by the search engines. Enabling the viral sharing of content and the brand through social media will also improve your natural referencing through incoming links coming from other sites referencing the content produced.

SO THERE ARE NO SECRETS: TO EXPLODE, THINK BLOG, SEO AND SOCIAL NETWORKS!

GOOGLE (ALSO) LIKES IT A LOT

Take careful note, the quality of the content and the freshness of your Internet site are considered as key elements in the ranking algorithms of search engines like Google. A site that is constantly enhanced and updated through, among other things, the presence of a blog, will give you better natural referencing. A company that blogs attracts 55% more visitors: enough to make you dream, isn't it?

HOW TO MEASURE THE EFFECTIVENESS OF INBOUND MARKETING?

TRUST QUANTIFIABLE DATA

Inbound marketing must not be considered as an expense but rather as an investment: but how can you measure the benefits? How do you identify what works, as well as what does not work? Certain metrics are essential to determine the most intelligent way to improve your performance.

Because, in this matter, it is impossible to function by instinct: only quantifiable data will give you the best possible strategic vision.

MEASURE, ANALYSE: OPTIMISE!

Beyond the visibility and reputation that an inbound marketing strategy can provide, its effectiveness and success essentially depends on its ability to generate leads and increase your turnover.

To precisely define the ROI of the actions undertaken, four items should be observed as a priority:

- the conversion of visitors into prospects;
- the conversion of prospects into customers;
- the cost per prospect;
- the cost per customer.

ONLY QUANTIFIABLE DATA WILL GIVE YOU THE BEST STRATEGIC VISION POSSIBLE

To measure, in a fine and relevant manner, the yield of your inbound marketing actions, it is necessary to analyse your web traffic to optimise your business model and set up your progress plan, according to the expectations of your customers.

You will essentially keep the following data:

WEB TRAFFIC:

rebound rate, unique visitors, ratio of new visitors over old visitors, sources of traffic, referring websites, most visited pages, most popular pages, pages referenced in Google and performance of calls-to-action.

OPTIMISATION FOR SEARCH ENGINES:

performance of keywords, ranking search results, traffic obtained via search engines, number of incoming links.

BLOG:

sources of traffic, articles most read, number of subscriptions to your blog.

INFLUENCE ON THE SOCIAL NETWORKS:

size and growth of your audience, dialogue with customers and prospects, level of engagement of your targets.

NEWSLETTERS:

number of clicks, number of subscriptions, sharing and transfer, rates of growth of your subscriber base.

BENEFITS OF LEAD NURTURING CAMPAIGNS:

number of subscribers, click rates, rates of growth, sharing and transfer of content.

FROM WHEN DOES AN INBOUND MARKETING STRATEGY BECOME PROFITABLE?

Is it difficult to begin with?
You have the feeling that you are crying in the wilderness?

NO NEED TO PANIC, IT IS PERFECTLY USUAL:

the Return On Investment for an inbound marketing strategy is evaluated in the medium term.
Initially symbolic, your audience is built over time.

Your objective: build its loyalty and enable it to establish itself over time. To boost the results on launch, do not hesitate, if you can afford it, to invest as much as possible to acquire traffic:
create and disseminate premium content, send mailshots promoting it, press relations, guest blogging, possible purchase of sponsored keywords to overcome the initial lack of natural referencing,...

A FEW MONTHS ARE SUFFICIENT TO SEE THE FIRST TREMORS EMERGE IN THE AUDIENCE. BE PATIENT, IT'S WORTH THE "COST"!

WHAT IS THE RETURN ON INVESTMENT FOR CONSULTANT-BI?

The increase in income is clearly exponential, in proportion to traffic. And even a little more. Indeed, the growth in traffic generates a multiplication and enhancement of calls-to-action, enabling us to create more white papers and more service offers and therefore to improve the influence of the site on the expectations of visitors and increase the number of downloads.



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