
THE INBOUND KICKSTARTER



VIVIDFISH INBOUND KICKSTARTER

Marketing has to change; the old methods of marketing and selling are rapidly becoming redundant and they are providing diminishing returns. Disruptive marketing does not endear prospects to your business; it is more likely to cause them to take a step backwards from your brand. Outbound sales calls are becoming less and less effective because the balance of power has shifted from the seller to buyer, and that is why inbound marketing is delivering such amazing results. But you probably have already determined that for yourself otherwise you wouldn't be here reading this guide to the Vividfish Kickstarter Programme.

We have come across many organisations that have the capability and capacity to make the very best of inbound marketing, however, the one thing they lack is the initial momentum to get them over the start line. This is why we created the Inbound Kickstarter.

The Inbound Kickstarter has been designed to provide you with the additional resource, support and help to get you off to a flying start.

So, enough about why inbound is the way forward, let's look at how we can make it the way forward for you.

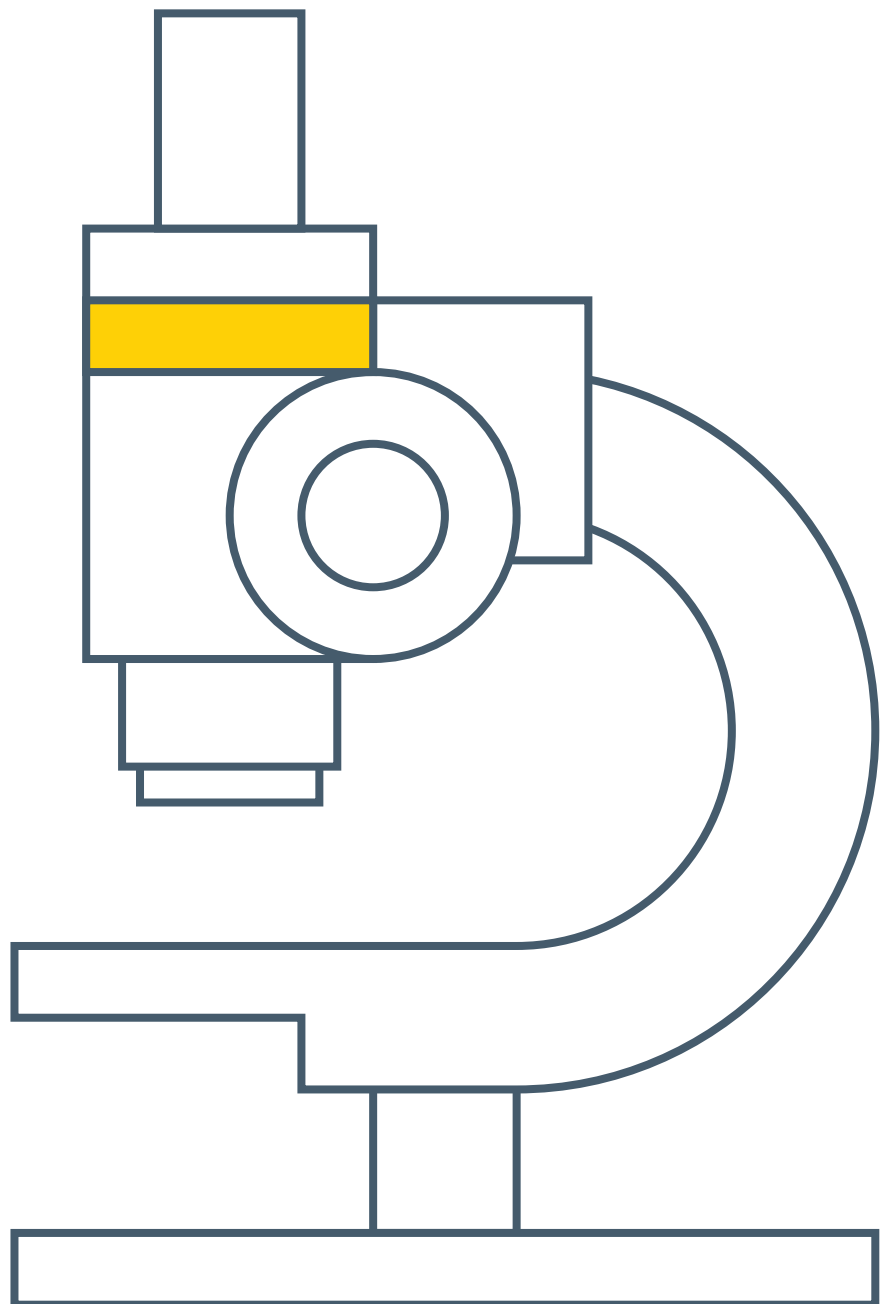
INTRODUCTION

The Inbound Kickstarter is a three month programme intended to assist those companies with the intention, and capacity, to run their own inbound marketing campaigns but who do not have sufficient resources available to undertake the detailed preparation work required to make inbound marketing deliver the desired results.

After the three month programme, there is an option to retain our expertise to advise, support and assist you to make sure that the momentum is maintained and to help out through any busy periods. If this sounds like it could make a difference, then read on.

RESEARCH AND DEEP DIVING

No campaign will achieve its best results without being based upon diligent and sound research, and research takes time and effort. We will spend time with you and take a deep dive into your company, your markets and your marketing channels. We will research your customers, lost customers and key influencers. All of this will form the basis of the forthcoming campaign.



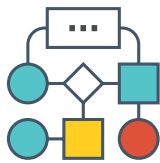
DELIVERABLES

The Inbound Kickstarter has been designed to provide all of the materials required to overcome the inertia of getting rolling. So, our commitment is to ensure that at the end of the process you will have a fully implementable inbound marketing campaign.

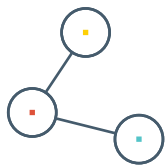
The Inbound Kickstarter begins with a full day with your team during which time we will undertake the first part of the process. During the three month programme there will be half day sessions every two weeks to ensure that the Inbound Kickstarter hits its critical milestones.



- **Website and social media audit** – designed to ascertain the suitability of your existing website and social media channels for an inbound campaign, it will include the site’s on-page optimisation, layout, responsiveness, call-to-action effectiveness and other features with clearly identified improvements where required.



- **A 12-week detailed inbound marketing plan** – based upon the deep dive research into your business, it will provide a week by week, fully executable plan of activity with allocated responsibility and deadlines to ensure that your campaign runs smoothly.



- **Plotting the optimum buyer journey** – defining the buyer journey in accordance with inbound marketing principles, taking them from stranger to advocate and all points in between.



- **Up to 12 fully developed buyer personas** – a key asset in your inbound arsenal is a detailed picture of the customers you will be targeting. This enables you to tailor your content offers to their needs and pain points.



- **Identification of buyer persona pain points** – for each buyer persona there will be a pain point that hinders them achieving their goals. The key to a successful inbound marketing campaign is aligning their pain point and your solution.



- **24 blog post outlines ready for you to flesh out and share** – a core tool used for inbound marketing is blogging, by which we mean blogging with a purpose – intended to attract interest from and stimulate action by your buyer personas.



- **Develop a content creation road map** – content marketing is not new; it has existed for a long time and has proved its worth. What we do is bring content marketing together with inbound marketing to create a highly effective mix. Understanding what content will be created for what purpose, which buyer persona and when that will be done is core to a successful campaign.

Content is separated into three offers: premium, consider and decision, for each part of the buyer journey.



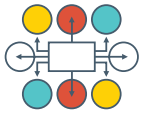
- **Two premium awareness content offer plans** – the development of a plan for two pieces of premium content, these are the offers that initially attract the buyer to begin the inbound process. The premium content addresses a specific pain point and offers a solution in the form of knowledge share – usually an ebook, white paper, etc.



- **Two consider content offer plans** – this is the next stage in the inbound process and is intended to move the buyer along the journey. It is usually a piece of practical and useful content such as a checklist, top ten hints and tips, etc.



- **Two decision content offer plans** – this is the final stage of the inbound sequence and will involve the planning of inbound marketing aspects such as an audit, free consultation, etc.



- **Workflow development** – creating a plan and schedule for marketing automation.
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- **Email automation topics** – as part of the inbound process, marketing automation ensures that the campaigns continue without the need for manual intervention. Highly personalised and sequenced to keep the prospect engaged, the programme will deliver a list of sequenced emails to be executed.
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- **Social media campaign plan and sequencing** – this will provide a plan for the most effective platforms to use, the content to be shared, timings, the 4-4-1 and 2-2-1 of effective Twitter, driving leads via LinkedIn and more.
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- **Software recommendations** – platforms and software options to deliver the inbound marketing campaign that is most effective to your needs.
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- **Website site architecture revisions to maximise effective inbound marketing** – how to take your existing website from where it stands now, towards being a lead generating engine for your business.
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- **Website landing page strategy, tactics and design ideas** – setting up a strategy to ensure that when your prospects arrive on your website, they engage, exchange data and become a marketing qualified lead.
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- **User testing sessions** – ensuring that the team responsible for operating the inbound marketing campaign are fully au fait with how to use it, and how to deliver each part of the process.



- **Client interviews** - we will undertake up to 24 client interviews to identify a series of key metrics that will be used to inform the entire programme. This will cover your customers, lost customers, prospects and key influencers to provide market intel on the buyer personas created.
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- **Client polls and surveys** - establishing and executing a wider series of research actions using online polls and surveys to test the findings of the interviews on a wider basis.
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- **Site heat mapping and analytic reporting and interpretation** - establishing and setting up the software and processes that will measure the impact of the campaigns, the actions and activity of the visitors to your website - both pre and post the Inbound Kickstarter.
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- **Social promotion campaign** - a planned programme of boosted posts and content to increase engagement and target key buyer personas.
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The order in which the above are delivered is determined by the findings of the deep dive research that is undertaken at the start of the exercise.

SO WHAT HAPPENS NOW?

If the contents of the Inbound Kickstarter sound like they may help your organisation transition from traditional lead generation to inbound lead generation then give us a call on

0800 998 7502, or sign up at **www.vividfish.co.uk/kickstarter**

We only run five Inbound Kickstarter Programmes per quarter as the level of intensity is high, and it ensures that each organisation receives the attention it needs to make inbound a success. We look forward to welcoming you onto the Vividfish Inbound Kickstarter Programme.

ABOUT US

Formed in 1997, Vivid Fish is an eight person team consisting of creative, technology and marketing personnel.

Our staff are undertaking multifaceted campaigns that deliver quantifiable results. These campaigns are based upon your knowledge of the industry in which you work and the experience and knowledge of our team in delivering campaigns that demonstrate a real return on your investment.



Vivid Fish is a Hubspot partner. HubSpot is an inbound marketing software platform that helps companies attract visitors, convert leads, and close customers. We work as a Hubspot partner because it provides a single platform that both our personnel and customers understand and can use to maximum effect. It allows micro management of campaigns and real-time management to maximise performance.



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