



Lean Into Digital

A Guide for Supplementing
Traditional Lead Gen with
Digital Strategies



INTRODUCTION

How do I Assess What's Working (or Not Working) in My Marketing?

Whether traditional advertising and promotion like bus stop ads or printed trifold brochures have become ineffective, or conference lead generation is no longer viable, it's time to assess what works and what doesn't work in your marketing plan.

If you're still doing solely, or even mostly traditional lead generation, there's a better way. The magic of digital marketing lies in the data that drives your revenue and makes each advertising dollar measurable.

Whether you're brand new to the concept or you're ready to lean into digital and start growing now, we're here to help, from the 101 basics of measurable marketing to the tactics you can use to start supplementing current strategies, today.

Let's Start at the Beginning: Where do Your Customers Come From?

How do you currently measure your marketing? Are you tracking where leads are coming from? Are you mapping the conversion paths (or steps) that turn those leads into clients or customers?

That baseline information is essential to establish measurable marketing. But there are a few more critical steps that will help you to understand what turns a stranger into your customer:

- + **Define your benchmarks** (or averages) so that you can understand what positive ROI really means for your company.
- + **Understand the quality of your lead types** and what effect each has on your revenue. After all, not all leads are created equal.
- + **Learn what data your sales team is using** to convert leads into customers.
- + **Determine your ideal client profiles or buyer personas** based on the lead types that will generate the most revenue and align with the ideal direction of your business.
- + **Understand the time it takes for a lead to become your customer.** This number can differ drastically from business to business and helps you see the importance of every conversion.
- + **Trace the buyer's journey of your current customers.** Understand how they went from having a problem to being your customer and everything that shaped that journey.

With this data-driven foundation, you'll understand how your company gets found by buyers. More importantly, you'll know who's actually making a purchase and at what point leads seem to be considering a solution to their pain points.

Digital [marketing leverages a deeper data-driven understanding](#) of what's working and what's not working. Ideally, you should be able to look at your sales data and determine the financial value of a customer by channel. That information will allow you to determine the cost of customer acquisition for each of your marketing channels. +

As you assess the ROI of each of your marketing acquisition channels, be sure to gage it over specific timeframes. This will not only show you where opportunities exist, but where you can or should diversify and adjust your budget.

Once your marketing is dialed in and working well, an early signal of "success" is sales qualified leads (SQLs), leads that are ready to make a purchase when they're handed-off to your sales team by the marketers.

Another way of knowing you're on the right track is when you're able to lean on data in order to accurately adjust your budget for each marketing channel (because you understand how each contributes to your revenue in simple dollars and cents).

Now that you have the tools to forge a successful digital strategy (because it's based on your business's existing data), the million-dollar question is where do you start? Or more likely **"How do I supplement traditional lead generation with digital strategies?"**

This four-part guide will provide you with the information, tactics and logistics you need to develop a digital marketing strategy that works with your traditional lead gen efforts, step by step. +

PRO TIP

Remember to also look at who's not turning into customers. This could be a goldmine of information that could define future marketing campaigns.)



SECTION 1

How to Offer Value Online

One of the keys to a successful digital marketing strategy and the biggest differentiator from traditional advertising is value. It's not about spamming people with emails they didn't ask for, direct messages (DMs) they don't expect or irrelevant video ads that interrupt their binge watching experience.

People do business with brands they get to know, like and trust. You can build that trust and develop a relationship with ideal prospects by connecting through valuable content online, even when you can't meet face-to-face and shake hands.

Chances are you already know this on some level. Most marketers understand that if you're not publishing online, you don't really exist to the modern consumer. But do you know how to take that digital strategy and use it to convert strangers into customers?

First thing's first: To generate leads you need to create content that's relevant to your audience; content with context is valuable. You'll want to create what your audience wants, what it needs and what it can't live without. Helpful marketing wins, but only if it helps the buyers you're trying to reach.

Successful [lead generation](#) starts with knowing your buyer persona, what will solve their problems and how you can help. You already know this if you're going to trade shows where you know you'll come away with a great list of valuable leads. Now it's time to transfer that knowledge to helpful marketing online.

We go to the internet for two basic reasons: to be entertained or to solve a problem. If you're not Netflix, it's your job to educate (you can sprinkle in some entertainment, too). Get to know your ideal clients and how you can help them so that you understand what to offer them as they go online.

Build Buyer Personas That Generate Leads

Want to make sure your [buyer personas](#) generate leads? It may be time to refresh personas you created several years ago (or create personas if you don't have them*). Here's how you can keep your buyer personas fresh and relevant so you can find the right leads for your sales team.

CONTACT YOUR ORIGINAL INTERVIEWEES

The absolute best source of information about your potential customers is your current customers. Hopefully you interviewed a group of customers for your initial buyer persona exercise. Can you re-contact those people? If they were open to talking with you in the past, they are probably available to do it again.

Ask them similar questions as before (if you remember them or saved your notes) to see if their opinions or mindsets have changed. In addition to the original questions, add new areas that relate to recent products and services or changes in the industry.

MARKETING + SALES = A WINNING TEAM

While marketing maintains and uses buyer personas, sales truly knows them. Make sure marketing and sales work together on personas for lead generation. Working together to keep notes about problems and questions that come up on a regular basis, as they probably represent the pain points for your buyer personas, will keep your personas relevant.

Have this team schedule regular meetings to review and update your personas. If you're in an industry that is changing rapidly, or if your organization is growing and changing right now, meet monthly. If things aren't changing as fast, schedule your meetings quarterly or semi-annually.

During these meetings, review each of your personas from beginning to end. Ask yourselves the same questions you did when the personas were initially established. Modify your personas as necessary, based on what you learn.

USE DATA TO MAKE DECISIONS

Marketing, sales and service platforms like HubSpot gather and contain a lot of information about both customers and potential customers. Don't let your lead data go to waste!

When evaluating your personas, use this data. You're probably already tracking what content is getting the most views, downloads, etc. with your software. Using that knowledge to determine popular blog topics, what formats work best and how your personas consume your information. This data can confirm or help you to evaluate your personas and adjust them appropriately.



*WHAT TO INCLUDE IN YOUR BUYER PERSONAS

If you've never [built a buyer persona](#) for your brand, there's never been a more perfect time. Here is a quick lesson on how to develop your personas with eight questions.

- 1. What are their demographics?** Much like your first introduction to a person, defining your ideal customers' demographics helps give you a strong foundation of who they are on the most basic level.
Examples:
 - + Age
 - + Gender
 - + Location
- 2. What is their job and level of seniority?** When building a B2B persona, understanding what your persona does for a living and the level of seniority they have will help you understand what they face on a daily basis at work and whether or not they have the ability to make the decisions that directly affect their work life.
Examples:
 - + Marketing Manager
 - + President or Owner
 - + Human Resources Rep
- 3. What problem are they trying to solve?** Everyone has a problem they're looking to fix, that's why they're in the market for your products or services. Understanding the things that make their lives difficult or uncomfortable will allow you to relate to them in a way that other businesses can't.
Examples:
 - + Time
 - + Budget
 - + Their boss
- 4. What goals have the set?** As important as it is for you to know the parts in their life that cause them grief, it's equally important for you to know what they want to achieve. Realizing what motivates a person is invaluable when it comes to marketing to them.
Examples:
 - + Revenue growth
 - + Find better balance in their life
 - + World domination
- 5. Where do they go for research and information?** Is your persona the techie who subscribes to every blog relating to their industry, or do they prefer to refer to talk to trusted friends and co-workers when researching information? You can craft a personal message for your persona, but if you don't deliver it to them in a way that comes naturally to them, they'll never see it.
Examples:
 - + Industry magazines
 - + Blogs
 - + New York Times
 - + Colleagues
- 6. What are their most common objections to your products or services?** Hand in hand with understanding their daily pain points, is realizing what objections they may have towards your products or services. It's important that you're sensitive to these objections and present solutions to their objections during your marketing messaging.
Examples:
 - + Price
 - + Contracts
 - + Trust
- 7. What language do they use when talking about your products or services?** In this case, potato and pa-ta-toe are not really the same thing. If you want to attract more of your ideal customers, you need to speak how they speak. In your industry you have insider lingo that makes sense to you. But would your ideal customer "Google" exactly what you say? Probably not. Think about how they talk to you and others about your services, write it all down. For more businesses, it's a good idea to speak to customers conversationally, without jargon.
Examples:
 - + Blog vs. article
 - + Business Lending vs. Capital Financing
 - + Soda vs. pop
 - + (Hint: this is great keyword research!)
- 8. What does a day in their life look like?** Remember your persona represents a real human. As much as some people seem to do nothing but eat, sleep, and breathe their careers, the reality is that there is more to every person than their job. Humanize them by outlining what their daily life looks like.
Examples:
 - + 10-12 hour work days in an office
 - + Family activities after work
 - + Occasional golf trip

Content That Drives Lead Generation (aka Inbound Marketing)

Now that you know who you're creating value for, it's time to talk content. The process of creating valuable content that drives leads and generates delight, building marketing momentum, is called inbound marketing.

BLOGGING FOR LEAD GEN

It's important to know that yes, blogging still works. Not only do blog posts create food for the search engine bots, but they help you become the subject matter expert in your field; you the marketer and you the brand.

First, the SEO side of blogging: Consistent, fresh content. A fresh webpage is one that's been recently published, or recently updated. Publishing new blog articles adds freshness to help improve your SEO. That's because your content's present-day relevance counts as an important ranking factor, according to the world's largest search engine.

Data, technology and our understanding of what matters in SEO changes regularly. So it's vital to make alterations that provide searchers with the most factual, timely information.

That's why Google's algorithm accounts for freshness, with the search engine going as far as to say it frequently interprets fresh posts as more relevant, or "as a signal that up-to-date information might be (more) useful than older pages."

Unfortunately, many webpages can be written and left untouched for months or years. This is why blog posts help keep websites and their content continuously fresh.

LET'S TALK KEYWORDS

You can't [explore SEO](#) without covering keywords, long tail keywords and using the right message that your personas are searching for. As we mentioned previously, knowing what language your persona uses when talking about the kinds of solutions you offer is crucial.

This is where keyword research comes into play. The better you understand your buyer persona and how they are searching for your content, services, or products, the more powerful your keywords are.

The best keyword research provides you with specific search data that can help you answer questions like:

- + What are people searching for?
- + How many people are searching for it?
- + In what format do they want that information?

Once you uncover how your target audience is searching for the content you want to put in front of them, you'll find a treasure-trove of information and paths to generating real leads.

Let's explore one example. Top Notch Security, an internet security firm, has heard about SEO and wants help improving both their ranking and frequency of appearing in organic search results. In order to help them, you need to first understand a little more about their customers.

To do so, you might ask questions such as:

- + What types of security problems are people searching for when it comes to their infrastructure and cloud-based business functions?
- + Who is searching for these terms?
- + When are people searching for internet security, network security, firewalls, etc.?
- + Are there seasonality trends throughout the year?
- + How are people searching for security software?
- + What words do they use?
- + What questions do they ask?
- + Are more searches performed on mobile devices?
- + Why are people seeking security for their networks?
- + Where are potential customers located — locally, nationally, or internationally?

And finally — here's the kicker — how can you help provide the best content about internet security to build an engaging community and fulfill what all those people are searching for?

Asking these questions is a crucial planning step that will guide your keyword research and help you craft better content.

UNCOVERING YOUR KEYWORDS

You likely already have a few keywords in mind that you'd like to rank for, things like your products, services, or other problems you solve for customers. These are great seed keywords for your research.

You can enter those keywords into a keyword research tool like [Moz](#) or [SEMRush](#) to discover average monthly search volume and similar keywords.

Search volume matters because you want to strike the balance between finding terms people actually search for (if no one is searching for the keywords you're targeting, no one will find your content) and relatively higher search volumes that you can still rank for. If you're only targeting keywords with extremely high search volumes, it will be difficult to compete with bigger sites and get your content ranking.

Once you enter in your seed keywords into a keyword research tool, you will begin to discover other keywords, common questions and topics for your content that you might have otherwise missed.

One tool we'd suggest adding to the mix is a platform where you can see what real people are asking about topics, like [Answer the Public](#) or [Quora](#). Find questions people are really asking in the way they're asking and begin to answer them. This will help with both blog post titles and keywords.

OPTIMIZE YOUR ARTICLES

Using a content tool like HubSpot's blogging platform (with embedded optimization tools) or Wordpress plugin Yoast will give you what you need to optimize your blog posts so it's fitting best practices.

Your optimization strategy should include a checklist with steps like making sure title tags and copy include a target keyword and supportive semantic terms, adding relevant links, checking metadata and following other Google ranking factors to get your articles served up on the SERPs.

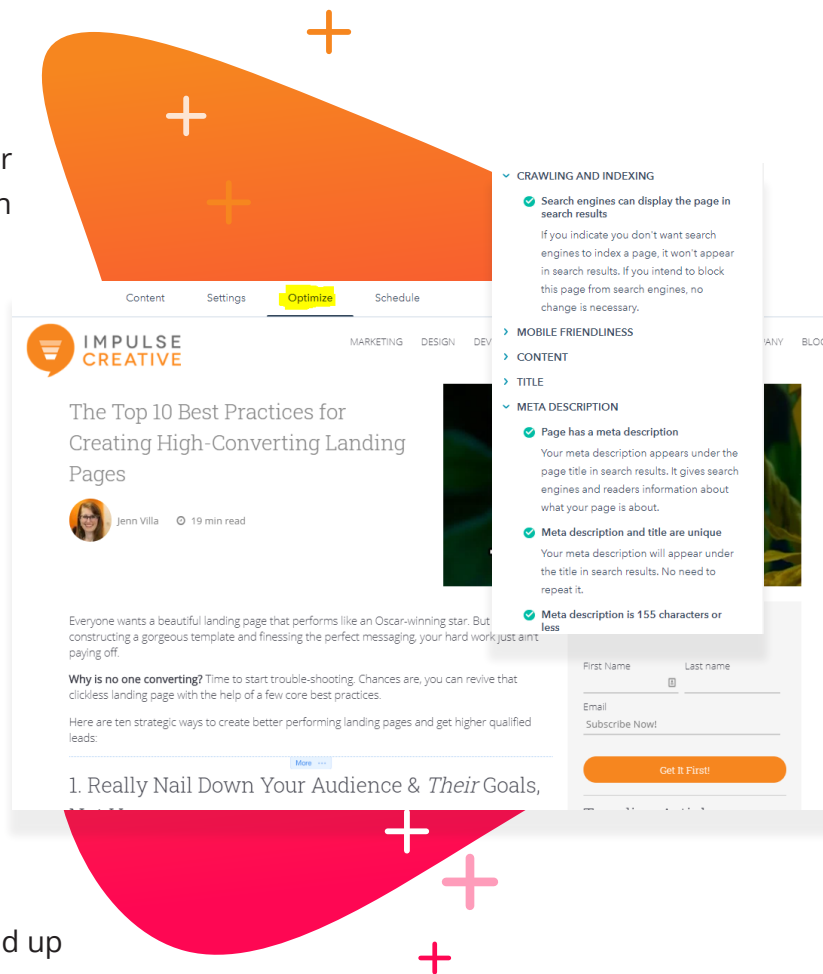
In addition to its SEO value, blogging offers a social proof aspect, engaging your content with larger communities. For instance, Impulse Creative articles get picked up and syndicated by content sharing sites and shared in social media. This reach gives us clout, leading to views, leads and sales.

Here are a few tactics to help your blogging game get to the next level.

ACCOUNT FOR CONTENT DEPTH, NOT JUST POST LENGTH

Some bloggers aim to reach a certain word count as their cue to stop typing. Instead of making their goal about covering a topic thoroughly (even if that means in fewer, more concise words), they stuff in filler to reach a certain length.

The problem is, we readers don't like having to dig through sloppy, oftentimes off-topic, tangents to get to the meat. We'll bounce to get a better explained, quicker answer. That's bad for SEO and lead gen both.



So while a 200 word “blog” probably won’t rank, it’s not always the 2,000 word content that you want either. Make sure your content has the right depth for your buyer persona. Depth is different from length.

Depth involves going beyond the simple answer by expanding on related subtopics, to cover a topic in robust, different-than-the-competitor detail. And that juicier fruit attracts more hungry monkeys (you know: primates, site visitors— same thing! lol). Read more about the difference between [blog post length and content depth here](#).

HOW LONG SHOULD BLOG POSTS BE?

Since we mentioned blog post length, let’s jump into this question as part of your deeper dive into a digital marketing strategy. Common best practices include these blog post lengths:

Short posts: 300-500 words. Sure this length can rank (Seth Godin, anyone?). But for the most part posts of this length are just candy. Not very satisfying for those taking them in.

Medium posts: 500-1,000 words. Most professional journalists shoot for this word count, especially in the world of online news stories. Posts this long are easily consumable, they often get shares on social and can even elicit blog comments. But while you can rank organically with around 750 words, most of these pieces aren’t evergreen and traffic isn’t going to flood in long-term.

Sweet spot posts: 1,000-1,500 words. Most marketers view this as the tipping point for optimal post length; it’s a hefty lift but not an overly lofty word count. If the content is well optimized and solves a problem, this could be a healthy text length for generating consistent traffic.

Behemoth posts: 2,000-2,500 words. (#BeastMode) That’s 10 pages, double-spaced. A college essay! But the reality is, study after study— including one from the beloved marketing gurus at HubSpot— reveals that 2K+ is where it’s at in the ranking game for modern marketing.

PRO TIP

A short article with greater depth can rank higher than a long-form post with poor breadth of coverage. This is a crazy important idea, so let’s say that again: while an article between 1,000 and 2,500 words is more likely to rank on page one of Google than one with less words, there’s more to its success than word count: depth.

So, depending on your goals and your resources, you should aim for blog posts of 1,000 words or more.

GUEST BLOGGING FOR LEAD GENERATION

A big part of lead generation is building brand awareness and online authority. One tactic that works to accomplish those goals in modern marketing is guest blogging—the practice of writing articles for publication on another site. It's a great tool in an inbound strategy that can boost reach in your target market and help you secure much needed backlinks to your site.

HOW TO BUILD YOUR GUEST BLOG STRATEGY

1. Find Sources

Look for thought leaders in your industry and follow them. Social, email subscriptions and RSS feeds all allow you to connect with those who inspire you. You can even perform reverse image searches for authors to help find the blogs where that image can be found, showing you every blog they've written for. Another tool you can use is AllTop to find the most popular blogs on any topic and the sorts of posts that do well on those sites.

2. Do Your Research

Once you've found blogs and authors you'd like to work with, explore the kinds of posts the audience reads. Kissmetrics has a couple of links to help you search the social shares on links. For example, if you're a B2B marketer, you'll want to rule out blogs that focus on B2C content; and vice versa.

You can also use Moz's Open Site Explorer to determine a site's domain authority (DA) and the number and quality of backlinks it has. Estimate audience size by looking at social followers. Just remember that size doesn't equal reach or engagement.

3. Engage Your Guest Blogging Prospects

When you find your prospective partner, work to begin a relationship. People include guest posts from people they get to know, like and trust. Or with others they see as valuable to their audience. You might begin with adding comments on blogs or interacting on social media. Just make sure you're going beyond "Hey! Great post!" Add value to the conversation.

4. Show up with Something to Offer

After connecting and showing off value, you're ready to ask about guest blogging. When you send that pitch email, show that you've done your research. Some helpful points:

- ✓ Include the contact's name.
- ✓ Suggest possible topics and post titles.
- ✓ Give specific examples from their blog that correspond to your ideas.

Remember that not everyone has the same level of knowledge as you do about the value of guest blogging, so be prepared to (kindly) educate.

5. Writing and Follow-Up

Once accepted, it's time to write. Be sure to create content that's valuable to the hosting site and your own efforts. In addition to the actual content, be sure to keep these tips in mind:

Authorship: Authorship used to be a big deal with Google, allowing the search engine to track you around the web. But a few years ago, Google nixed the `rel=author` markup. That's okay though. You should still include your site or a relevant link in your author bio. Track traffic with UTM parameters. This may be the only followed link in your post, so make sure it's a good one.

Choose your backlinks carefully: When writing your guest post, don't just link back to your homepage. That's lazy and too basic for real lead generation. Personalize your site backlinks for each article to the niche of the blog and the subject of your article. Or link to a page on your site that points readers toward conversion, whether to download a whitepaper or subscribe to the email list. Offer immediate value to the new reader.

Follow-up: Once the publishing site takes your article live, check to make sure your link is included somewhere. You'll also want to make sure they didn't "nofollow" your link, because that's a vote of no confidence for your site, cutting off a lot of that potential link juice at the source.

BRINGING IT ALL TOGETHER

Lead generation campaigns can benefit from a guest blogging strategy as part of a larger inbound marketing effort. Doing so with purpose is critical. Build a plan that increases your authority, reach, and awareness, and you'll see a rise in rankings, site visits, and, eventually, leads.

ENHANCE POSTS WITH VIDEO MARKETING

Video can tell a story in ways that text just can't. This more vivid connection can foster trust, resulting in future sales. Videos display concepts and theories in action— oftentimes enhancing a viewer's understanding. It's the reason why more and more classrooms are using media to help students learn and why YouTube "how-to" and "review" videos have thousands and thousands of views.

Some people simply learn better by seeing and hearing, rather than reading. Video marketing aids both auditory and visual learners, but many articles you read online don't include any motion clips.

Bonus: Video also helps keep viewers on page longer, which is good for SEO. [Get 40 creative ways to use video in your marketing here.](#)

CREATING VIDEOS THAT GENERATE LEADS

Speaking of video, are you using video in your marketing strategy right now? How about cross-platform videos in YouTube, Instagram, Facebook, Tik Tok and others?

Bringing value to your buyer personas via video helps position you as a trusted advisor. Depending on where your persona spends their time, you can use native video in each of the main social media channels in addition to adding video to your website.

Building that value so it converts an audience into leads and customers begins with understanding of where they are in their own path, from awareness of a problem to a decision of how they'll solve it. Let's dive in.

Awareness Stage Videos

Here's where your potential buyer has a problem they need to solve. The important thing in this stage is to help them recognize what they're looking for by providing helpful answers, insight and expertise.

The typical awareness stage video looks like this:

- + Short format (30-90 seconds)
- + Helpful how-to content
- + Fun company culture videos
- + Inspirational, motivating content
- + CTAs leading to more in-depth content locked by landing page forms

Consideration Stage Videos

Here is where your buyer has moved beyond simply being aware of a problem. Now they're busy researching solutions and considering options for solving their problem. It's time to showcase your solutions, explain why they would or wouldn't be a good choice and build their relationship with your brand.

Here are a few ideas and tips for videos you can create for this stage:

- + They can be short (2-5 minutes) or longer format (5-10 minutes)
- + They should be both informative and engaging (even entertaining)
- + These can include:
 - + Explainer videos
 - + Product demos
 - + Testimonials
 - + Case studies
- + Include CTAs leading to decision-based content

Decision Stage Videos

Once your buyer is ready to make a purchase, deep-content videos can help position you as the only solution they need. They're just deciding on what specifically to purchase and from who. Your job is to make this a no-brainer with details, unbiased reviews, guides and discounts.

Need help? Here are some tips:

- + Short or long format of any length
- + FAQ videos
- + Testimonials, reviews and unboxing (user generated content is great here)
- + Instructional or in-depth product features guide
- + Include CTAs for purchase-related offers and discounts

This [Video Marketing Guide](#) offers more details and in-depth lessons on making great videos.

TYPES OF VIDEO MARKETING FOR THE DIFFERENT BUYER STAGES

Live Video (Streaming Video)

Create a sense of urgency and real-life connection with [live video](#). Facebook, Instagram and LinkedIn all offer live streaming. This could be like hosting a virtual event, complete with actual networking for your sales team.

What are some ideas for live video? Here you go:

- + Behind-the-scenes content
 - + Dat to day activities at your business
 - + Impromptu interviews with your team
 - + "Culture" videos like lunch breaks
- + Blog posts can be live videos
- + Breaking news from your industry
- + FAQs in a Q&A format

Live video is a powerful tool for your online marketing strategy.

Online Courses to Generate Leads

Want to generate some great leads through valuable content while adding another income stream to your business? Online courses are not new, but they've grown in popularity and become more versatile than ever before.

Imagine taking some of the questions incoming customers ask, an onboarding you might offer or conversations you have with nearly every prospect, and turning it into a video series. Platforms like [Thinkific](#), [Lynda](#), [HubLMS](#) and others not only offer ways to deliver information, but a way to test the audience to ensure you're delivering it well.

Online courses, free or paid, help drive leads into your business by bringing you interested prospects and building that trust with them. As the source of education, you're seen as the expert.

For instance, at [Sprocket Talk](#) you'll find courses on [using chatbots](#), [HubSpot tools](#), [video marketing strategy](#) and others. People who buy the courses (or sign up for free tutorials and courses) become part of the Impulse Creative community, where we can have discussions about HubSpot, marketing, sales and service.

Here are a few tips to keep in mind when creating online courses:

- + Create engaging and compelling learning outcomes
- + Structure your modules and course plan
- + Engage a multimedia approach

Podcasting for Lead Gen

Many businesses have jumped into the podcast world. Looking at this medium by the numbers and you can see why.

- + 1 in 3 Americans listen to podcasts monthly
- + 1 in 4 Americans listen to podcasts weekly
- + Podcast listeners are affluent - more likely to make more than \$75,000 per year
- + Over half of listeners are more likely to consider buying an advertised product

Source: [14 Critical Podcast Statistics](#)

[Podcasting can generate leads](#) in a couple ways.

Create Your Own Podcast

First, you can create your own show to bring a ton of value to your audience through a monologue-style show where you impart wisdom and experience, you interview thought leaders to bring them to your audience or a hybrid of the two.

The key is to offer your audience a ton of value and build a community. This may look like a private Facebook Group, an email list, a membership site, a Slack channel or some other means of connecting with listeners. But it's important to make sure people can connect with you on some level.

Want to create a great show? One thing to consider is whether you'll produce an audio version, video or both.

One example we love is Wistia. They produce both audio and video with their show [Brandwagon](#). They publish a video show that feels like a Netflix-style late night interview program. Then they release more content in a podcast.

One option is to release the audio in a truncated version, like a 15-minute interview, then direct listeners to "hear the full conversation" on your video channel. Your video could live on YouTube for search purposes if you optimize the listing well.

The bottom line is that you'll want to decide how much work you can put into it, and where you want your show to appear. If you want it to truly be a podcast and appear in listings like Spotify, Apple Podcasts and other audio platforms, you'll want to at least distribute the audio.

Become a Sought-After Podcast Guest

You can also use podcasting as lead gen by bringing value to an existing audience as a podcast guest! The idea here is to tap into an existing audience by appearing as a guest on shows that make sense to your strategy.

Podcast interview marketing has helped tons of brands build awareness and drive leads. In fact there's an entire industry of services to help you get on podcasts.

But the TL;DR version is this:

- + Appear on podcasts as a subject matter expert
- + Send listeners to your website (a custom landing page for each show is ideal)
- + Build a following and net more shows

So which do you want to do?

Build Value. Generate Leads.

As we covered earlier, humans go to the internet for two basic reasons: entertainment or solving a problem. So unless you're creating the next Tiger King, it's your job to educate. While you can have doing so, entertainment won't likely generate leads and drive revenue. So get to know your ideal clients and how you can help them, and you'll know what help to offer as they go online.

Creating Content that Converts

In addition to creating content that brings value, a successful digital strategy needs to include conversion points. You'll want to make sure you have points where your viewers can convert into leads. That's the point of lead gen, right?

The most common conversion path is the call-to-action (CTA) that leads to a landing page where you offer something of value to your audience. They in turn give you information like an email and name, or more if the offer is further down their journey. This exchange of data for a resource is very common in inbound marketing.

Sometimes instead of a form on the landing page you'll find a chatbot—learn more about how conversational marketing generates leads in section three of this book.

Conversion pages are vital to your lead generation strategy. When we cover paid advertising for instance, sending paid traffic to your homepage typically lessens the impact of your dollar versus sending that traffic to a relevant landing page where they can quickly convert. Higher conversion rates on landing pages lead to lower cost per lead.

[The best converting landing pages](#) will be designed strategically for the right buyer persona, speaking to their needs. They'll be concise and direct. These pages will reflect where the buyer is in their journey and speak to that path. You'll also find them without the standard navigation of other site pages.

You can build landing pages around offers like:

- + Downloadable PDFs
- + Infographics
- + Videos
- + Self-assessments or quizzes
- + Online courses

A high-conversion, lead-generating landing page is a place where all your marketing efforts come to fruition. This is the place where leads are generated, customers click, people buy and your business earns revenue.

Bonus: Content Marketing Checklist

Building value online begins with content marketing. Let's look at some of the elements of content marketing. Are you:

- Blogging Consistently** - Does your website include a blog where you can publish helpful, relevant content? Be sure to measure traffic and conversions to know if your content is driving leads.
- Guest Blogging** - By writing content on third-party sites, you can bring your website more traffic. Use UTM links to measure the traffic coming from guest blogging.
- Engaging in Social Media Conversations** - Number of followers are less important than how much they engage (comments, likes, shares). Use a social analytics tool like Hootsuite or HubSpot to measure engagement, and follow the journey all the way through your website analytics.
- Creating Video Content** - YouTube sends traffic to your site, and on-site videos keep them there. A tool like TubeBuddy will help you measure search rankings and engagement in YouTube.
- Podcasting** - You can produce your own show or become a subject matter expert guest on existing shows. In addition to measuring downloads/listens, make sure you're tracking the traffic from show notes and social media engagement.
- Creating Valuable Offers** - Create content people want to consume, like infographics, checklists, ebooks and more to drive conversions.

How did you do? Are you comfortable with what you're doing or do you need to kick it up a notch? [Content marketing services](#) can help you launch a successful digital marketing campaign.

We've also created a [Content Marketing Tool Kit](#) to help you launch and measure a remarkable campaign. Download it from that direct link, no form necessary.

SECTION 2

What Paid Advertising Looks Like in a Digital Strategy

We'd all love to reach an audience that turns into leads without paying for it. That's one of the founding ideals of inbound marketing—do it without paying to interrupt with ads!

However, as content marketing increases, it becomes increasingly advantageous to consider paying for attention. The right way.

First, consider the previous section and context. It all goes back to offering the right content to the right people at the right time: Context. Without this, you're just doing what we've always done. We call it "spray and pray." You spray your message to the biggest audience you can afford, and pray that it resonates with at least some of them.

With digital marketing, as you know already, you can target everything from demographics to behaviors. So when your usual third-party ads stop working, like bus stop banners and billboards, you're ready for targeted ad-spend in a digital strategy.

Secondly, it's usually less expensive to advertise through digital channels like search and social than it's typically been for more traditional media like radio and TV. That's because you're typically paying a smaller cost per actual lead when you measure your efforts.

However, sometimes being the only business in your niche advertising in a particular channel can set you apart. Testing digital and traditional, and deciding where to put your budget will ensure you're making informed, strategic decisions.

So, how does advertising look in a digital marketing strategy?

Tie it All Together

Because we can measure most anything through the web, it's good to know what's paying off and what isn't. Be sure to tie all of your ads to your online assets. From traditional advertising channels to pay-per-click, it's critical to track your traffic.

When setting up an ad campaign, use [UTM tracking tools](#) to ensure you're following the path. Then you can use redirects and easy-to-remember custom URLs, short links, QR codes or other methods to help drive traffic to your website.

For instance, if you wanted to create an audio ad for a specific service you offer then run it on Spotify, Pandora and traditional radio, you could send listeners to your website through a custom URL.

Here's an example. If Impulse Creative decided to advertise our [website redesign services](#), we would create an ad specific to Spotify where the URL mentioned is www.designmywebsite.com. Then, behind the scenes we've pointed that with a 301 redirect to our Website Redesign Services page. The UTM tracking would include Spotify as the source.

Then, if we decided to buy advertising time on iHeart radio stations in major markets, we could do the same thing with a UTM link that lists iHeart as the source, sending listeners to www.ilovewebsites.com which redirects to that same website redesign page.

On the other hand, each of these sources could go to a specific landing page for their ad experience, with the same strategy of using customer URLs and tracking links behind the scenes.

And when we decide to advertise the same service on social media, our HubSpot tracking will tell us where people are coming from so we know where to spend our advertising budget.

Social Media Advertising

This brings us to another advertising channel: social media. Each of the major platforms where we all spend our time offer businesses an opportunity to pay to play. For some channels, it's the only way to reach an audience of any significance.

Again with a digital marketing strategy, the key is context.

The social media companies understand that data is everything, and they each allow a brand to slice-and-dice an audience to reach the most relevant eyeballs.

If you're a real estate agent specializing in first time home buyers, you can put an ad in front of targeted age ranges typically associated with buying that first house. Perhaps you want to work in a specific area of your state, with active military or veterans. And maybe your research has shown that married couples best fit your branding and messaging. All of this segmentation data exists in most social media advertising tools.

Tips for a successful social media advertising strategy:

- + Be clear on your business objective
- + Know your target audience deeply
- + Create organic posts that support your advertising
- + Decide what's important—engagement versus impressions
- + Design with mobile in mind
- + Use more than one media—text, photo, video
- + Measure and report on progress

PROTIP: ENGAGE WITH YOUR BRAND CONNECTIONS

In addition to driving new interest in your business through social media, you should also engage with the people who are already connected to your brand.

“Handle your conversation versus just standing on a soapbox.”

Social media is, after all, social. Even if you’re paying to get in front of people, they can be the audience already familiar with your brand so you’re staying in touch and creating conversation.

The ads you create can target your current audience to reaffirm their connection with your brand. Boosting posts that offer value gets them to re-engage, boosting your reach and bringing those who already like you back into your conversation.

In addition to paid posts, you can use social media messaging—detailed below in conversational marketing—to have direct conversations with your connected audience.

Advertorial Content

Another way to advertise within a digital marketing strategy is advertorial content. This is an advertisement—traditionally in a magazine or newspaper—giving information about a product in the style of an editorial or objective journalistic article.

Years ago, advertorials were some of the most effective tactics in advertising. Because an advertorial is an ad disguised as something offering valuable information, people tend to trust them. Instead of screaming **“Hey! Hi! I’m an ad! Buy this thing! Hey!”** it educates and persuades you at the same time.

You can think of it as catalog copy. It’s like a small magazine containing both articles and ads. We see them on every plane and get them in our mailboxes from direct mail companies. But, when done well, they’re more than that.

Just about any service or product is a good fit for an advertorial. It’s helpful to picture it this way: Instead of trying to sell directly, you’re writing an article for some publication that happens to also persuade. Much like blogging, the central idea is not what you’re selling, but the problem you’re solving. And yes, eventually the call to action will lead to your product or service.

You’re selling covertly, plain and simple. You want to make the prospect say “wow, this is so interesting” before you shift focus to the product at hand. In other words, the hook comes first, the product comes second.

ADVERTORIAL EXAMPLE

Here's an example for you to consider. You're creating an advertorial for an ecommerce store selling candles. A normal ad would be to simply show the products in hopes of enticing someone to buy.

In an advertorial you could instead cover the benefits to aromatherapy and what candles can do for mental health. You might start with a story about how natural health products help people save money, framing candles as a solution.

Then you could add to the mix the fact that shopping online helps save time and money. The idea of the advertorial is to sell the idea that homeopathic solutions and shopping online is better, cheaper and more convenient. In the article, 90% of the space is used to sell that idea.

Finding the right publication to place your advertorial comes down to knowing your buyer persona. Where are they consuming content that you could offer educational advertising?

Sponsorships in Other Content

From sponsoring podcast episodes to paying an influencer to create a video review, paying for access to an audience continues to evolve.

You can generate leads in newer media like podcasts and videos much like you do in radio and TV. The key here is to understand your niche, your buyer persona and the audience these shows reach.

SECTION 3

How Conversational Marketing Generates Leads

Whether it's a change in your trade show plans or cuts to your conference budget, you may be facing a change in your in-person marketing strategy right now. That's okay. Because conversational marketing, from live chat to chatbots to emails that elicit replies, has proven itself to be a great lead generation strategy.

We're going to dive into the details, but you can skip ahead to find out how to measure the success of your [conversational marketing](#) right now if you'd like.

What is Conversational Marketing?

In the beginning of marketing, businesses reached potential customers face-to-face conversations with people. Quickly, technology like the printing press brought the ability to reach people with a new mass medium: printed collateral like brochures, fliers, direct mail and more.

Then, it all changed again when radio waves began to reach ears across regions, bringing new voices to homes; and with it, commercials. It was an easy transition to television then internet ads. That's the journey of push marketing and advertising.

Fortunately, the internet also brought a major shift. Consumers now had access to information that was once in the hands of sales teams and businesses. The age of pull marketing (or inbound marketing) had arrived.

As inbound has evolved, a new discipline has emerged: Conversational Marketing. The two-way communication between brand and consumer means we have new tools and tactics to earn the attention and the trust of our end-users. It's a return to one-to-one personal experience.

So now instead of the traditional marketing model of interrupting our audience's day, we become part of the conversation.

Conversational marketing is about making business personal— without the sales pressure.

Much like having talking with prospects at conferences and trade shows, this strategy involves listening and engaging. Conversational marketing is an instant exchange of dialogue— a real interaction, an actual conversation, all happening in real-time on your website, via email and in social media messaging apps.

The Tools of Conversational Marketing

LIVE CHAT

The first tool you'll likely explore with conversational marketing is live chat. This is like answering when someone's calling you or walking in your front door. A friendly, helpful tone helps set the prospect at ease.

Then, by helping them with what they need, answering their questions and offering resources, you'll build trust in your brand.

Loop in your sales team for lead generation, but have your service team or an account team (inside sales) ready to help current customers with their questions.

A few chat tips:

- + Introduce yourself by name
- + Embrace emojis (we're all using them! 😊)
- + Plan for canned responses to answer FAQ
- + Use dynamic chat invites so viewers feel welcome (but use them strategically and sparingly so you don't annoy visitors)
- + Be conversational but be aware of grammar
- + Don't treat chat like a form—ask relevant questions conversationally
- + Integrate chat into your CRM

CHATBOTS

Realistically, most companies can't have team members available 24 hours a day, 7 days a week to help prospects and customers with live chat. Lucky for your business, technology has become so advanced that you don't need to.

Chatbots with artificial intelligence (AI) have grown to become just about as "smart" as humans— even more efficient in many ways— with the ability to process data, track patterns and respond much quicker than your average office worker.

But how exactly are robots supporting our goal of making marketing more personal and better than trade shows?

AI is not meant to replace conversation; it facilitates it.

Think of these quick automatic responses as merely an initial touch point. For simple questions and requests, a chatbot can serve a quick answer. If a chatter asks how late you're open, you can program your bot to serve up your hours of operation—straightforward results without the need for your team to interact.

Bots can perform a variety of simple-yet-time-consuming tasks such as answering common questions, directing chatters to a specific page for more information, or even generate leads by setting meetings with a member of your team by pulling availability from their calendar.

SOCIAL MEDIA MESSAGING

Social media is a huge part of life, no matter the generation. It's become the basis on which communication thrives. As it's gained popularity around the world, it's become a way of life. Since the introduction of mobile phones as powerful as supercomputers, access to the social network is made more accessible; the mobile version is created in a user-friendly manner, making it easy for everyone to use.

So it's no wonder that social media messaging has become another popular channel for interaction for all of us to communicate, share knowledge and ideas, create and exchange information within a virtual network.

Businesses like yours are looking for all possible ways to connect with potential and existing customers. We all want to remain relevant and connected to our prospects.

Taking your business's social media a step forward with the use of messaging apps is not limited to bring you closer to your customers but serves as another avenue to ensure customer satisfaction.

THE DIFFERENCE BETWEEN SOCIAL MEDIA AND MESSAGING APPS

Social media is a platform where everyone from around the world can network, share ideas and communicate publically. It's become a platform business owners use to advertise, generate leads and find customers.

Messaging apps, on the other hand, are more private than social media. Messaging is more restricting and requires more personal knowledge of a person before you can reach them. It's more personal.

With more people preferring to use private messaging to connect with others, there has been a difference in the way people use social media. [Activities on social media have declined](#) as more people are moving to message apps and private groups.

While using social media, there is not much you can do concerning confidentiality. It's a platform made available for everyone to be able to reach everyone. It's a unique initiative for business use but might require much caution in terms of privacy. Messaging apps are built for sending and receiving of messages, files, and documents in a more private manner.

With the public-facing social media, content shared could potentially reach millions of people around the world. Messaging app content sharing gets restricted to some individuals.

TOP SOCIAL MEDIA APPS FOR MESSAGING

With this increase in users moving to messaging apps, marketers and sales professionals have had to find other methods of reaching clients and customers using social media apps for messaging.

Facebook Messenger. Considered the biggest and the most commonly used messaging app, it works on almost all kinds of phones.

WhatsApp for Business. It's more professional compared to the regular WhatsApp; it allows customer support and sharing of updates on customer purchase

Twitter DMs. Twitter media covers more news, entertainment, politics, etc. it's an excellent platform for businesses. It also provides a direct message (DM) option.

Instagram DMs. Like Twitter, Instagram has a DM feature. So in addition to sharing public photos, videos and stories, marketing and sales can connect in messaging.

Slack. Slack is a platform for team communication and work. With Slack, you can create public workspaces and private channels. A lot of professionals have Slack on their phones.

BOTS AND HOW THEY HELP WITH SOCIAL MEDIA

Just like chat on your website, social media bots help your business connect when you're not online. Automation can help answer simple questions and set up your prospects with your sales team. They save you time and make your social media activity a lot easier for you to handle. Some bots even serve as a miniature virtual assistant, helping you run your social media campaign and providing simple customer service to users.

CONVERSATIONAL EMAILS

What's more conversational than hitting reply in an email to ask a question or start a discussion? In addition to opens and clicks, replies should be a metric you measure in your conversational marketing strategy.

Using conversational copy in your emails is one of the best ways to engage with your email audience. Here are a few tips:

- + Break it up. We don't speak in long paragraphs or run-on sentences. Don't write email copy that does.
- + Make it about them. Use more "you" than "I" and focus on the benefits to the reader.
- + Ask questions. Asking questions slows your reader down and makes them think. Don't you agree? It also gets them to engage with that reply button.
- + Treat emails as if you're speaking directly to your customers. It doesn't have to always be a formal presentation. Be authentic and conversational.

THE HUMAN ELEMENT

In all of your conversational tools, the key is the human element. This is why authenticity is critical. When it's a chatbot, don't act like a human—but keep your humanity.

Though your chatbot has the ability to lead different searchers on quick paths to their answers, there will be a few that visitors who need more guidance. Get them to a human.

You don't want to frustrate these users by forcing them to keep engaging with a chatbot. They'll reach a point where they realize they're not talking with a real person, and that in order to get their answer, they need to be.

On the other hand, not every prospect wants a full blown live conversation with a human. Facilitate this interaction with a bot for efficiency.

How to Put a “Digital Sponsor Booth” to Work

Virtual events, webinars, digital conferences... The way we connect is changing. If you're presenting via video or you're sponsoring an event and want to have the feel of a sponsor booth, you can still generate leads similar to in-person events.

By setting up a landing page, or “welcome page,” related to the event, you have a place to send people who want to connect with you. Add the event name after your URL for ease of recalling it. For instance, if Impulse Creative were to sponsor a speaker at Social Media Marketing World, the landing page could be www.impulsecreative.com/smmw.

This page can include special deals or resources connected to the event. You can also create a chatbot on your landing page from the event to answer questions, go deeper on content from the event, or even connect with people with boots on the ground live using live chat.

Asynchronous Communication

One aspect to using these tools to connect with prospects and supplementing traditional lead gen with digital strategies is understanding asynchronous communication.

Asynchronous communication is any type of communication where one person provides information, and then there is a time lag before the recipients take in the information and offer their responses. Simply put, **asynchronous communication is communication that doesn't happen in real-time** (e.g. on the phone, in-person, or during a live video conferencing meeting).

It's when you send a message without expecting an immediate response. For example, you send an email. Your prospect opens and responds to the email several hours later.

On the other hand, **synchronous communication is when you send a message and the recipient processes the information and responds immediately**. In-person communication like meetings or phone calls and video chats are examples of synchronous communication.

Sure, digital forms of communication like real-time chat messaging can be synchronous too. Your prospect sends a message and your sales person gets a notification, opens up Slack to read the message and responds to the lead in near real-time.

Want to build a more asynchronous culture inside your team? Shifting from sync to async isn't going to happen overnight. It takes a profound shift in tools, processes, habits and culture. From internal communications to the sales conversation, here are a few things you can do right now to start.

Over-communicate. When sending a message, include as much information as possible. Visualize things with screenshots or screencasts. A few extra minutes adding details and editing for clarity on the front-end can save days of back-and-forths in an async environment.

Always check your document sharing settings. This seems like a small thing, but if someone needs to request access, it can lead to hours or even a full day of delay.

Before sales meetings, start a thread or document. Share all relevant information and discuss the agenda before the meeting so that everyone can come with a full understanding of the topic at hand.

After meetings, document discussions and outcomes. Start, or continue, a thread or document so that people who weren't there can find that information.

Async comm is an uphill battle that challenges the status quo.

Asynchronous communication isn't the current norm. It's going to take a paradigm shift to change things. But a sales team that understands this paradigm shift will win in the long run.

How to Measure the Success of Conversational Marketing

With any marketing initiative, you want to make sure you're setting goals and measuring progress through KPIs.

Website visitor engagement, lead conversion, meetings booked, chat response time and length of the sales cycle are all factors you can measure in your conversational marketing strategy.

At first glance, website visitor engagement may feel like a vanity metric; while it's always good to take this metric with a bit of discernment, engagement shouldn't be discounted entirely either. Consider your visitor to engagement ratio. This will not only help indicate whether your conversation starter is working but also give you an idea of how many users are interested in talking with your team.

Of course engagement leans into lead generation, as your conversation should help capture information about the person you're chatting with at the moment. In addition to getting their name through an introduction and possibly an email through the conversation, your tool should let you know what page they're on (what they're interested in). This helps with context.

Some chat conversations are as simple as answering a question—which could include a resource when relevant. Others will lead to a meeting with your sales team. Be sure to measure the number of meetings your conversational marketing leads to in your analytics.

Another metric to measure is the chat response time for your live team. Keeping that time low will help create the immediate gratification experience consumers expect with conversational.

Finally, you'll want to measure the length of your sales cycle for qualified leads that arrive from your conversational marketing tool. When you compare this to your other lead sources, you'll be able to decide where to allocate resources.

OTHER SYMPTOMS OF SUCCESS TO NOTE

Micro-Conversions: The gap between a visitor and a lead is typically a huge one. In most cases, 95% of your traffic doesn't convert. Initiating a conversational tool will allow for you to tap into these contacts and have meaningful conversations even before they become a lead.

Qualified Leads: Provide a detailed way that prospects can convert. Remove the daunting form to begin the conversation and create value faster. Naturally ask the questions that matter to your sales team.

Micro-Conversations: Connect with your prospects one-on-one to understand what they're looking for, the questions they have and to have the conversations that enable you to nurture visitors and prospects into leads in the future.

Sales Conversations: Use a tool like HubSpot Conversations or Drift and schedule qualified sales meetings instantly. Get your sales team connected to users as soon as the meeting is scheduled. Let your sales team engage with the user even before the meeting to establish rapport.



SECTION 4

How Much Does Digital Marketing Cost?

So it's time to transition your traditional budget over to a digital marketing strategy. But you're wondering if you'll move the entire budget or part of it. How much will digital really cost?


Of course the answer is "it depends." You could spend almost as much as you want on online marketing and advertising. Or you could spend very little. It all depends on the return you're looking for. Think of digital marketing as the fuel for the engine that is your business. The more fuel you put in, the further you can go, and faster.

So while several factors influence digital marketing budgets, like the size of your company, the scope of work and whether you're doing it yourself or working with an agency, the average digital marketing budget ranges from \$30,000 to \$145,000 per year for small-to-medium businesses. Keep in mind that digital marketing is an ongoing strategy, so your budget may change as you grow.

In the agency world, digital marketing services are typically billed in one (or more) of three ways: hourly rates, project-specific prices, and monthly retainers. Most businesses will pay between \$90 to \$300 for hourly services or \$5,000 to \$10,000 per project. Monthly retainers can be very affordable for business with heavy digital marketing reliance, ranging from \$3000 to \$20,000 per month.

A general rule of thumb is that businesses should allocate between 10% and 20% of their revenue to marketing.

Here's a look at a few services included in a digital marketing strategy and the general industry cost you can expect in the table to the right.



SERVICE	GENERAL INDUSTRY COST
Website Design	\$5,000-\$100,000
Search Engine Optimization (SEO)	\$500-\$20,000 per month
Pay Per Click (PPC) Advertising	5-20% of monthly ad spend
Social Media Marketing	\$500-\$10,000 per month
Email Marketing	\$500-\$5,000 per month

*This is for example purpose only, not a quote. Prices depend on many factors.

What goes into the costs of working with a partner agency to plan and execute your digital marketing strategy? A lot. Here are a couple of factors.

EXPERIENCE

The first factor in how much digital marketing costs with an agency is experience. It's said that when you pay for experience, you're paying for that person's past learnings and not for them to learn on the job.

This applies both to outside providers as well as full time hires. If you hire someone in-house full time as an entry-level, you pay them less than a VP/Director because the entry level person's skills are less valuable than that senior person's. You're paying them for their experience, which is next to none. They'll learn on the job and provide more value over time, which can be rewarded with higher pay.

The same happens with an outside agency or consultant. The more specialized the firm is, or the more experience they have in your industry, the more you should expect to pay because they will be more likely to be able to dramatically reduce the amount of time needed to see results.

When you pay for experience, that's what you get and that's why it costs more.

SCOPE OF WORK

Another price factor is of course the scope of work you're expecting. Especially in the digital marketing world, strategy is way underpriced and undervalued. People want to pay for "doing something," for action. But this is a problem. If you start your journey without direction, you may never reach your destination or goal.

Strategy is often billed at a higher hourly rate than services, so depending on what the agency specifically provides you may be charged more or less than industry averages.

Scope of work can (and often does) also mean the number of hours you are getting from your marketing agency and the type of work they are doing, as well as the number of channels they are operating.

The more time, the more it will cost. The more channels, the more time the work takes.

This is why you shouldn't just look at hourly rates when gauging who to hire. A partner with 10 years of experience may have an hourly rate that is 3x higher than someone with 1 year of experience, but if they can do the work in a third of the time you pay the same amount for a more efficient experience and likely higher quality work.

Finding the Right Agency Partner

When you do the research on agencies yourself and receive a lot of proposals, they're going to be all over the map. It's not easy to decide. Some will come in higher than you expected; others will be lower.

Some will pitch you exactly what you discussed with them and want in a digital strategy. Others will use it as a chance to try to upsell you before they've even won your business or shown you results.

When considering how much it's going to cost, don't just look at the top line. You should look at what the price will get you. Money is more than just a number. It's an emotional thing and we respond more negatively to bigger numbers.

But at the end of the day, what you are buying isn't merely services, but results for your business. A cheaper proposal may cost you less, but at what cost?

So here's what we suggest you take into account, as long as the proposed budget is within your realm of possibility:

- + The proposed strategy
- + The timeline in which they are proposing to do it
- + Results they have shown from previous clients

All of these are MUCH more important than just the cost.

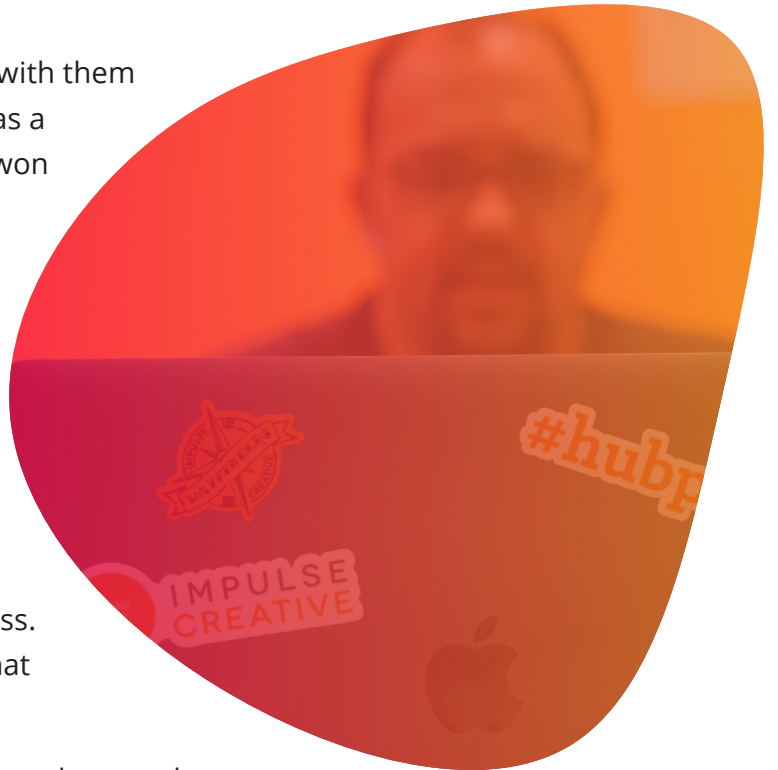
You get what you pay for in life, and this is doubly (or more) true in marketing as well.

DIGITAL MARKETING CAMPAIGN PLANNING AND BUDGETING WORKSHEET

It's time to act. You've realized your current marketing strategy needs an injection of awesome.

Great!

You can download [our Digital Marketing Campaign Planning and Budget Worksheet](#) today and get started.



Go Further, Faster with the Impulse Creative Digital Quick-Start Package

Want to connect with our Growth Strategist and take your digital marketing strategy even further? Looking for quick wins? We have a Digital Quick-Start Package to help you do just that.

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