

A top-down view of a workspace. In the top left, a portion of a white keyboard is visible. To its right is a white Apple mouse. In the top right corner, a bright yellow watch with a matching strap is positioned. A person's arm, wearing a brown leather strap, enters from the bottom left. In the bottom right corner, the top edge of a smartphone is visible. A black rectangular box is centered on the page, containing the title text.

INBOUND MARKETING

A CRASH COURSE

WHAT TO EXPECT...

GROUND WE'LL COVER:

- **BASICS OF INBOUND MARKETING**
- **HOW RFP365 DOUBLED ITS ORGANIC TRAFFIC USING CONTENT MARKETING**
- **EXAMPLES & TOOLS)**



WHY SHOULD YOU LISTEN TO ME?

- My job is essentially 1 thing:
- Make prospects **come to us**
- And I've taught myself how to do it





STEP 1: DON'T PANIC

- You don't have to be an expert to be successful
- It is do-able
- And there are great tools that make it easy

MY MARKETING GOALS

I was hired to do 2 things:

- To study our “target market” (customers who were high-value, but not high-maintenance)
- Help them find us on Google (“Organic traffic”)



WHAT IS INBOUND MARKETING?

- To achieve these goals, I bribe customers into coming to me
- I create something valuable, that prospects trade personal information for



CHOOSE YOUR LURE

So my job is to:

- Know what our prospects will Google (SEO research)
- Lure them to our website with helpful content



REEL THEM IN

- I offer something genuinely helpful (no pitching product)
- In exchange they trade me personal information (title, company size) for my offer.



EXAMPLE

I write a blog for a popular keyword

Sorted by:	Rank	Showing:	Monthly Searches	Rank	Difficulty	CPC	Campaigns
☐	rfp template for software Added Feb 9 2015	30	92 ▲	29	\$1.89	0	⚙
☐	rfp template Added Feb 9 2015	4,400	100+ ▼	39	\$4.86	2	⚙



Prospect Googles & finds my blog "Free RFP template."

[Request for Proposal Template - Download Free Sample](#)

<https://www.pandadoc.com/request-for-proposal-template>

We will help you explain your requirements and needs to customize this clear and concise free **request for proposal template**.

[RFP Template, FREE Template and Sample](#)

www.rfp-templates.com/FREE-RFP-Letters-Toolkit.html

Learn tips on how to write a professional RFP. FREE Template and Sample of an RFP.

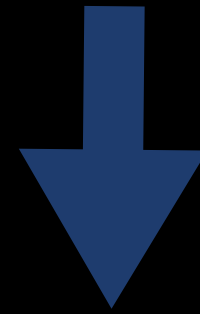
[Back to Basics: Proposal Formats and Templates - RFP365](#)

www.rfp365.com/blog/back-to-basics-proposal-formats-and-templates

May 8, 2015 - Secrets of writing and formatting your RFP proposal for the win. Best practices on each section, and free proposal **templates** keep things easy.

CONTINUED

I give them helpful information, and then an offer for “more.”



Or see the solution we built to solve our own proposal writing frustrations.

Discover easier proposals

CONTINUED

In exchange for more (free ebook), they give me information



Better Proposals. Faster.

If you've been considering a digital tool to manage your RFP responses but have no idea what RFP software really is, and what it should do, then you've come to the right place.

You'll get:

1. A clear explanation of what Proposal Management software is
2. Clarification on what it's not
3. How to figure out if you need it
4. Where to go next

Check it out now. Why not? It's *free*.



First Name*

Last Name*

First Name

Last Name

Email*

Email address

Role*

Which role best describes you?

- Please Select -

How many proposals do you process per year?*

- Please Select -

Get Ebook



And become a warm lead

STANDING OUT WORKS

You're competing for prospects' attention, so you have to stand out from the crowd.

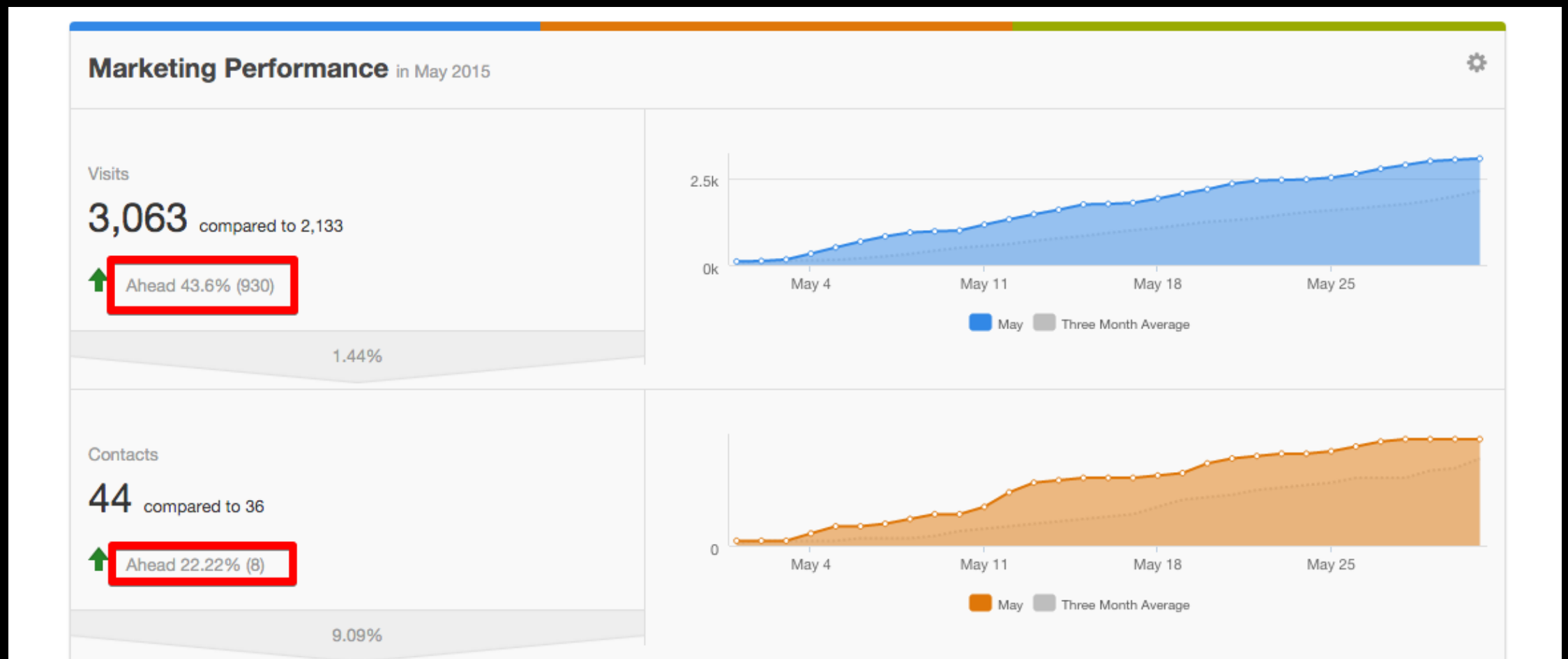
You stand out in 2 ways:

1. Being helpful (not sales-ey)
2. Showing up on Google searches (SEO), even if they're not searching for you

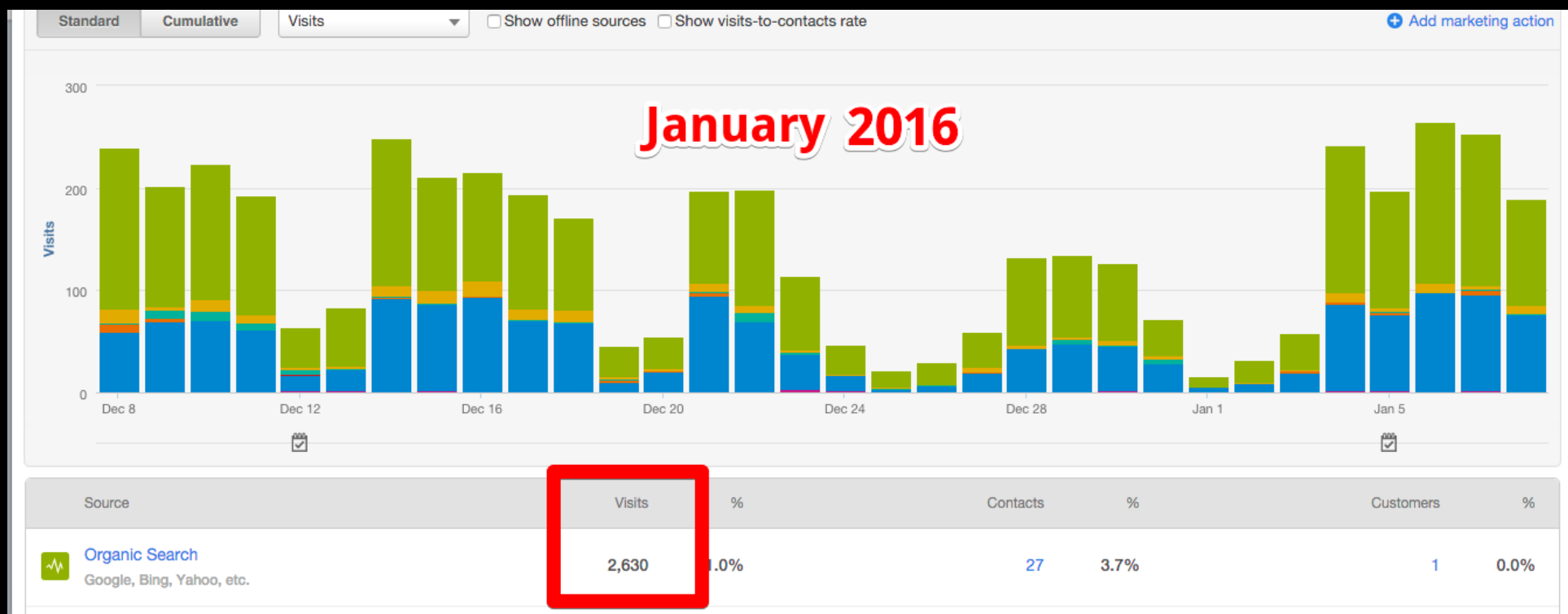
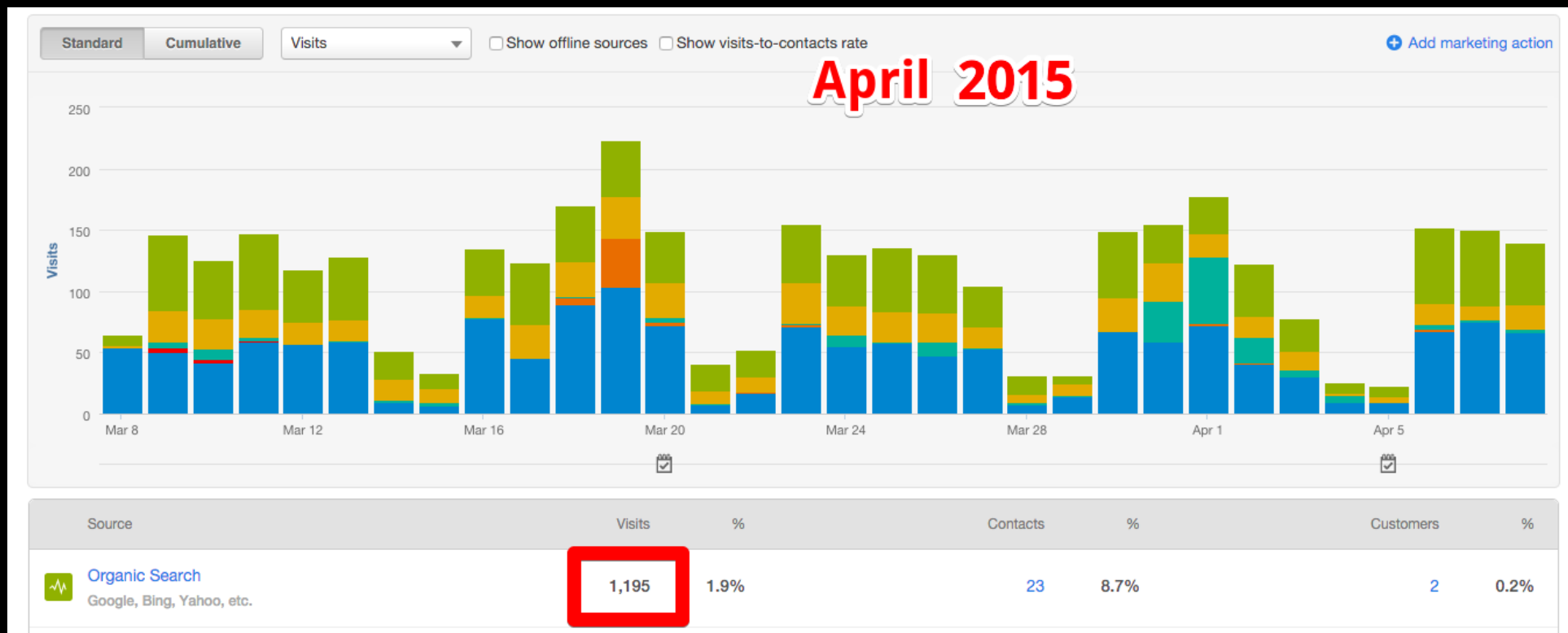


OUR INBOUND RESULTS...

50% INCREASE IN TRAFFIC IN 1 YEAR



DOUBLED ORGANIC TRAFFIC



CONTENT IS KING

- "companies that blog generate 67% more leads per month than those that don't." (Content)
- "up to 80% of people ignore Google-sponsored ads." (Content)
- "75% of users never scroll past the first page of search results." (SEO)
- "inbound leads cost 60% less than outbound leads."
- "80% of business decision-makers prefer to get company information in a series of articles versus in an advertisement." (Content)

- Stats Source

*23 Reasons Inbound Marketing Trumps Outbound Marketing



GREAT, I'M
IMPRESSED.

- But how do you actually do it?



STEP 1: WHAT'S YOUR TARGET?

- Before you can do anything strategic, you have to define your *target*.
- In marketing these target markets are called "Personas."

**Hubspot free persona template*



OURS LOOK LIKE THIS

[Print persona](#) [Edit persona](#)



I am a...
Consultant

Internal Notes

Roles	C-Level executive in charge of high-level, high responsibility strategy and decisions
Goals	Grow his company, support and empower his team, increase bottom line and ROI
Challenges	Having to make the best (and "right" decision) quickly. Too many things vying for his attention. Not necessarily knowing where to get what he needs.

Demographics

Age	40-60
Income	\$250,000+
Education	Masters
Location	Urban & Suburban

Story

Story	OVERVIEW Matthew is highly compensated, runs a multi-million-dollar human resources and employee benefits consulting practice, and has a team of people carrying out his daily tasks. In some cases, Matthew sees our value immediately. In other cases, he's a bit too far removed to understand the pain his subordinates feel daily. Matthew and his team spend a lot of their time traveling to consult with clients. He is polished and professional. Matthew's team helps their clients find:
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- Their demographics
- Daily frustrations
- What they read
- What they care about

**Hubspot free persona template*



IT'S LIKE CHRISTMAS SHOPPING

- Your ability to give great Christmas gifts usually depends on how well you know the recipient.
- Marketing works the same way. If it's going to be effective you have to know them really well.

MEET MR. KAISER...

We got to know our target market by picking a real “ideal customer” and shamelessly stalking him.



Matthew Kaiser

Vice President; Managing Director

Kansas City, Missouri | 913.241.1234

Current Lockton Co

Previous CBIZ, Ceri

Education University

[Send a message](#)

★ Relationship

📁 Contact Info

Background



Summary

In my role as Managing Director, I am able to draw from my long-held and decades of experience to support and expand our national strategy at Lockton Benefit Group. In this era of unrelenting regulatory, economic, and technological change, employers can depend on me to bring unbiased advice to help them

In my role as Lockton's practice leader for HR Technology and Outsourcing, I drive the growth of Lockton's ability to assist employers with the infrastructure and technology needed for success. My teams support employers of all sizes with selection and implementation of HR technology and business process outsourcing to appropriately size their core business operations, such as employee benefits, payroll, or talent

slide deck

DO SOME HOMEWORK

Consulting Kaiser - Persona Research ☆ anna@rfp365.com

File Edit View Insert Format Data Tools Add-ons Help Last edit was on August 19, 2015

Comments Share

Company Name

	A	B	C	D	E	F	G
	Company Name	Category	Industry	Note	Meta Description	Website	Social Media
3	Ultimate Software		TechHR	Kaiser "follows" Cecile Alper-Leroux. They have their own "traveling events" team: bit.ly/UltiEventPage	Ultimate Software specializes in HR software and HR payroll solutions that help you improve your company's human capital management and benefits.	http://www.ultimatesoftware.com	@UltimateHCM @cecilehcm @UltiHCMEvents
4	Willory		HR Consulting	Kaiser "follows" Jamie Rugh	Willory Staffing and Consulting for HR & Payroll. Tailor your Willory Experience.	http://willory.com/	@JamieNicoleRu
5	HR Tech advisor		HR Consulting	Kaiser "follows" Ward Christman, their "Chief Advisor"	HR Tech Advisor for Vendor Selection & Best Practices. Does wading through the HR Tech vendor hype cause you to worry about making the wrong choice?	https://hrtechadvisor.com	@HRTechAdviso
6	HRIS World		HR Content/Resources Curators		No matter what size your company or enterprise, or if you are just getting started and not sure what you need... The HRIS World delivers the information, content	http://www.thehrisworld.com	
7	Business Solver	Vendor	Benefits Tech		ACA Compliance Suite · Benefits Administration · Benefits Technology	https://www.businesssolver.com	@businessolver @BrianKeairns
8	SaaShr		HR Tech		Experts in delivering workforce management applications including HR, Payroll, and Time and Labor Management to the SMB market through service providers	http://www.saashr.com	@SaaShr

Did tons of research
Then called his team and asked more questions:



- Which trade shows did they go to?
- What publications were in their waiting room?
- What blogs did they read?



PLAY DETECTIVE

Research your key clients'

- LinkedIn posts
- Twitter followers
- Key staff
- Industry hot topics
- Key trade shows
- Industry influencers

LEARN THE RIGHT LINGO

80% of consumer spending begins with a search engine, meaning if you want to “get found,” you need to know what keywords to focus on.

Sorted by:		Showing:			
Rank		Monthly Searches	Rank	Difficulty	CPC
☐	rfp response Added Jan 16 2015	880	2	40	\$4.00
☐	rfp response software Added Dec 17 2014	50	3 ▲	57	\$5.79
☐	rfp tools Added Dec 28 2015	110	3	53	\$6.55
☐	rfp format Added Dec 28 2015	140	4 ▼	33	\$0.00
☐	rfp template Added Feb 9 2015	4,400	8	0	\$4.86

[21 free SEO & free keyword tools](#) & my [favorite keyword tool](#)

WHAT DO THEY CARE ABOUT?

- We researched what content was most popular, who was writing it, and who was sharing it.
- So we'd know who to follow and make friends with.

The screenshot shows the Buzzsumo website interface. The top navigation bar includes links for Content Research, Influencers, Content Alerts, and Try BuzzSumo Pro. A search bar on the left contains the text 'social media'. Below the search bar, a red arrow points to the search input field with the text 'Find any industry's "Influencers."'.

On the right side of the search results, a red arrow points to the 'FOLLOWERS' column header with the text 'Their "authority" and number of shares, followers etc.'.

The search results table displays the following data for Chris Voss:

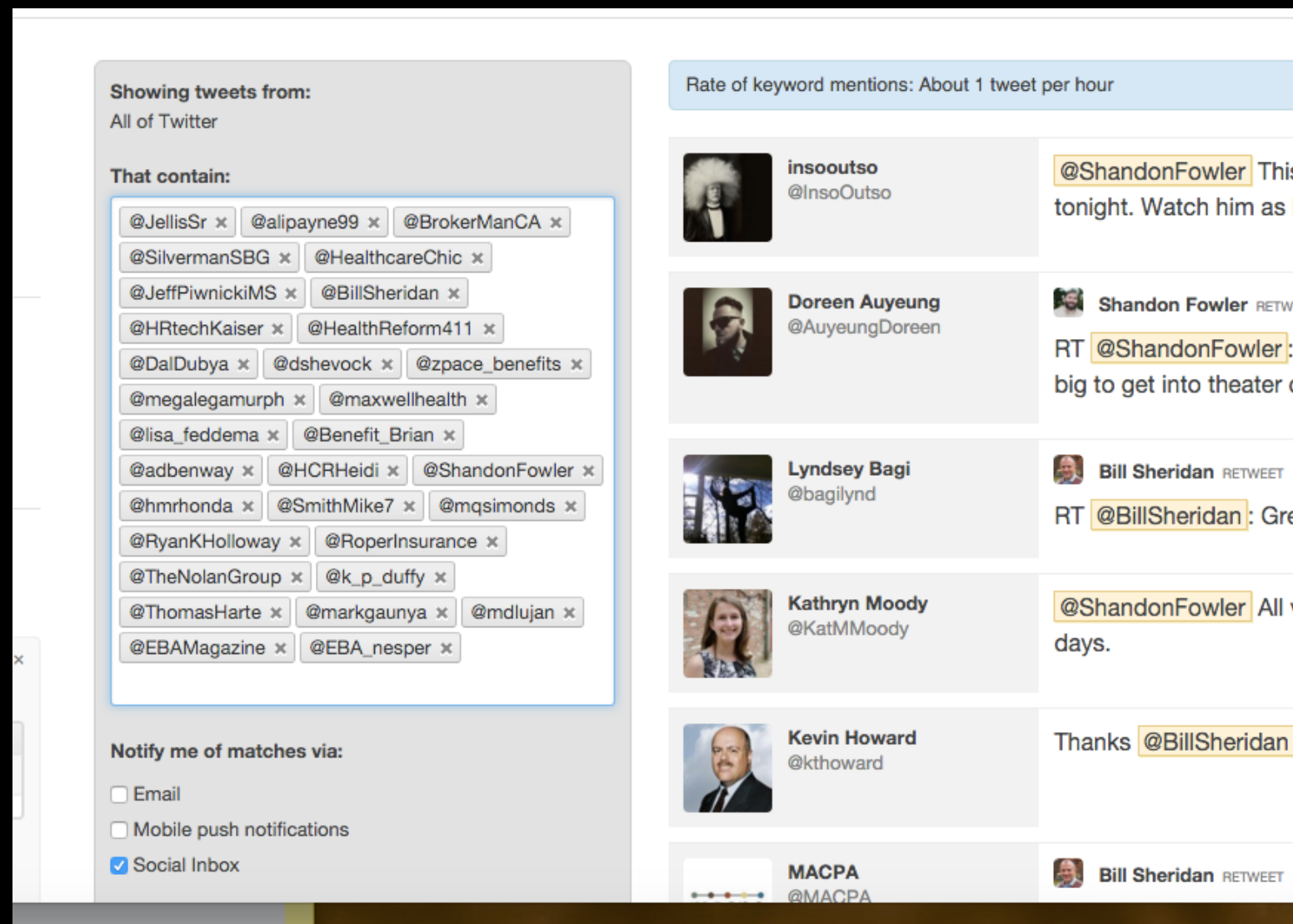
	PAGE AUTHORITY	DOMAIN AUTHORITY	FOLLOWERS	RETWEET RATIO	REPLY RATIO	AVERAGE RETWEETS
CHRIS VOSS @chrisvoss ChrisVoss.net forbes top 50 social media influencer , top retweeted by sm, consultant, trainer, speaker	31	18	156,902	0%	0%	0.7

*The tool we used

WHO DO THEY FOLLOW?

We took the top writers & influencers and set up social media “lists.”

They served as “watch lists” giving us an idea of industry trends and inspiration for our own stuff.



How to set up Twitter lists

How to use Buffer

WHERE DO THEY GO?

We followed our ideal client to 2 industry trade shows, where we exhibited and networked.





BOTTOM LINE, AVOID "SPRAY & PRAY"

- Don't "spray" prospects with **generic** marketing.
- Instead be super- targeted.
- If it's relevant, they'll engage, and come back for more.



CONTENT IDEAS

Once you've gotten know your target market's hot topics and key words, provide them with value, like:

- Your expertise
- Life hack
- Lessons from mistakes
- Data from clients

[Great blog example from comprable company](#)

KEEP IT SIMPLE

- All messaging - website, blogs, whatever, should be simple.
- Good rule of thumb is **5th grade** reading level or easier.

RFP 365

Create RFPs Respond to RFPs About Us Blog Sign In

Frustrated with your RFP process?

We can help.

The screenshot displays the RFP 365 web application interface. At the top, the RFP 365 logo is on the left, and navigation links for 'Create RFPs', 'Respond to RFPs', 'About Us', 'Blog', and 'Sign In' are on the right. The main content area is titled 'Economic Development RFP' and includes a sidebar with a list of sections: 'Background and History', 'Desired Functionality', 'Opportunities & Challenges', 'Right to Reject Bids', 'Project Scope', 'Management Plan', 'Public Relations', and 'Pricing Section'. The 'Desired Functionality' section is currently selected and expanded, showing a list of requirements for an online ordering system. These requirements include two order paths (quick orders and personalized orders), user login via password, prominent 'specials' section, customization by pizza toppings, upsell options (increased crust, toppings, sides, and desserts), payment options (credit cards, gift cards, coupon code), content management for menu items, and a store locator. A 'Mark as Complete' button is visible next to the 'Desired Functionality' section header. On the right side of the form, there are tabs for 'Details', 'Upload Questions', and 'Library'. The 'Details' tab is active, showing a 'Point Value' of 50, a 'Section Writer' dropdown set to 'Randy Williams', and a 'Section Approver' dropdown set to 'Annie Landry'. An 'Update Assignments' button is located at the bottom of the 'Details' tab.

WHEN IN DOUBT, COPY CAT

- We didn't really know how to create content for the HR industry...
- So we just wrote summaries of Experts' articles & webinars.
- And tagged them in the social media so they'd be forced to share.



Benefit Solutions & "The Cloud" - Expert Advice on Risk Framework



Better HCM: Benefits Consulting Titan - Lockton Shares their Secrets



A Drink With The HR Bartender - Q&A With Sharlyn Lauby

FORMATS

Blogs.... eBooks... Webinar... White papers... Case studies... Q&A



RFP365
CUSTOMER SPOTLIGHT
PLANSOURCE
One Source. Many Benefits.

THE PROBLEM

"We had an acute business problem: people who were already very busy at their jobs, spent far too much time providing RFP responses, only to have us lose the project anyway."



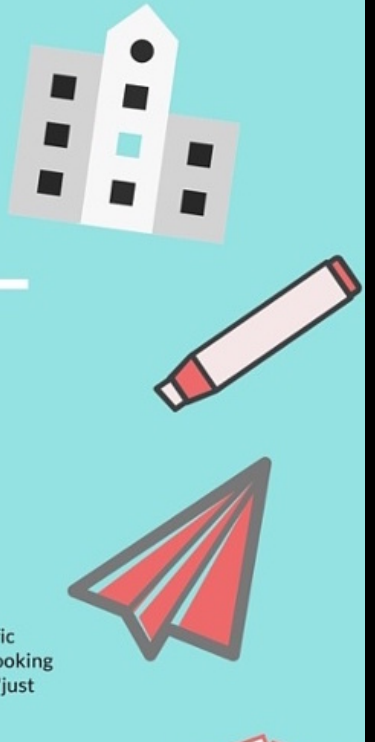
BEFORE YOU ISSUE AN RFP.... ASK:

RFPs may not be fun, but they are inevitable. So here are the 5 questions to ask *before* you send one, to make sure your hard work pays off.

By Anna Spady

1 SEND RFI OR RFP?

RFPs are perfect when you're ready to buy a specific product or service (you have exact criteria you're looking for). But if you're not sure what you need, and are "just looking," a RFI is a better 1st step.



*30 Days of New Content Ideas for Your Business Blog [Infographic]

THEN OPTIMIZE THE SEO

Place keywords in blog/content titles, photos, descriptions, etc.

The screenshot shows the 'Optimize' sidebar of a content management system. It provides suggestions for improving content performance. Red arrows and text annotations highlight specific features:

- Keywords should be in: title, URL, body, META, and photo ALT Tags** (points to the top of the sidebar)
- pick keywords** (points to the keyword selection box containing: 'x sharlyn lauby', 'x hr bartender', 'x vendor management', 'x hr tech', and 'x hr technology conference')
- Give reader something to do, get in touch, read more, share, etc.** (points to the 'TO-DO' section, which states: 'There are 0 call-to-actions in the blog post.')
- Meta length: 150 > characters** (points to the 'META' section, which includes: 'There are 2 keywords in your URL: sharlyn lauby and hr bartender.', 'There are 148 characters in your meta description.', and 'There are 2 keywords in your meta description.')
- Link to other internal blogs or website pages** (points to the 'CONTENT BODY' section, which includes: 'There are 7 target keywords in your blog post.', 'Your blog post includes 4 internal links. Explore some internal links you might use in this post.', and 'Keywords are not repeated too many times.')

WHAT SHOULD THEY DO NEXT?

Give readers something to *do*, a next step

- Get in touch
- Sign up for a free consultation
- Schedule a demo
- Sign up for a newsletter/blog list
- See the website/product

Like what you read? Subscribe to our blog.

Email*

Learn more about smarter vendor selection.
(Click on the picture to download your free eBook)



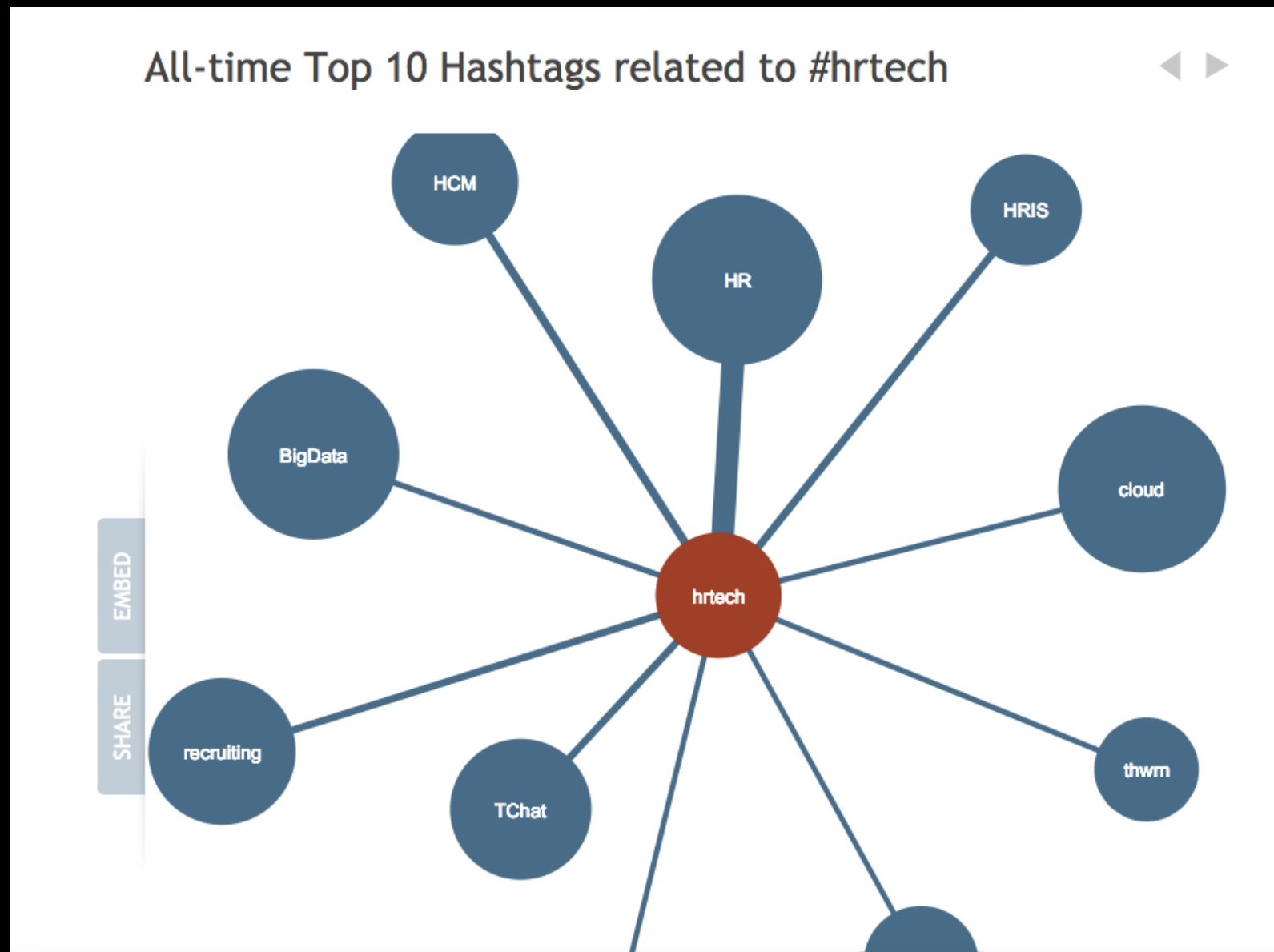
(Or see our RFP [Vendor Management Software](#))

So let's make it more efficient - for everyone.

[See how we help Vendors](#) [See how we help Buyers](#)

LASTLY, PROMOTE

We researched hot social media hashtags, to ensure we were at the top of the feeds.



Free hashtag research tool



BUT REALLY, NO NEED TO PANIC

Start small:

- Do a little research
- Pick some keywords
- Write a blog post (be helpful)
- Give the reader a next step

FOCUS ON THE 4 MAIN STEPS

1.Target

2.Investigate

3.Create

4.Bribe



NEW EBOOK

WHAT IS
PROPOSAL
MANAGEMENT
SOFTWARE?

FIND OUT NOW





KEY TAKE AWAYS

End goal: generate more warm leads

How?

- Know what they need (Personas)
- Know what they're looking for (SEO)
- Create content based on that
- Bribe them



FAVORITE TOOLS

[Free Inbound Marketing classes](#)

Best Marketing blogs: [Hubspot](#) & [ImpactBrand](#)

[Canva](#) is the **easiest design tool ever**

For **free images**: [Unsplash](#), [Pixabay](#), [SplitShire](#), or [PicJumbo](#)

[Key messaging tips](#)

[Blog title generators](#)

[74 Compelling Fill-in-the-Blank Blog Post Titles](#)
[\[Infographic\]](#)

[Inbound vs. Outbound infographic](#)

[Optimal times for posting on social media](#)
[\(infographic\)](#)