

THE ESSENTIAL
**INBOUND AGENCY
SERVICES GUIDE**

*AN IN-DEPTH GUIDE TO ADOPTING
INBOUND FOR YOUR AGENCY IN TIME
FOR 2013*



HubSpot

A Publication of
HubSpot's Partner Program



ABOUT THE AUTHOR



Patrick Shea is HubSpot's Channel Marketing Manager. Patrick has written and presented extensively on agency growth strategies, and runs a weekly webinar on agency-specific topics.

@mpatrickshea



Table of Contents

INTRODUCTION / 5

FOUR CORE SERVICE OFFERINGS / 7

SEARCH ENGINE OPTIMIZATION / 8

BLOGGING & CONTENT CREATION / 9

SOCIAL MEDIA / 10

LEAD GENERATION / 11

EFFECTIVE EMAIL CAMPAIGNS / 12

ANALYTICS & MEASUREMENT / 13

INTRODUCTION

.....
HOW DO YOU ANSWER
THIS QUESTION?



Does Your Firm *DO* Inbound Marketing?

Have you ever been asked this question? How did you answer?

Did you emphatically blurt out "yes" only to run through your agency's capabilities in your head and wonder if your response was accurate? If so, this ebook will outline inbound marketing from end to end, and help you identify the gaps are in your agency's service offerings. It also provides links to deeper reading on the different pieces.



For those of you who answered "no, we don't offer inbound marketing services," the next 10 pages will explain the four core services within inbound marketing, and from that perspective, help you begin honing the skill-set you need to drive results for your clients (and your agency).

This ebook will provide you with what your agency needs to become an *Inbound Agency* by 2013!

SERVICE OFFERINGS

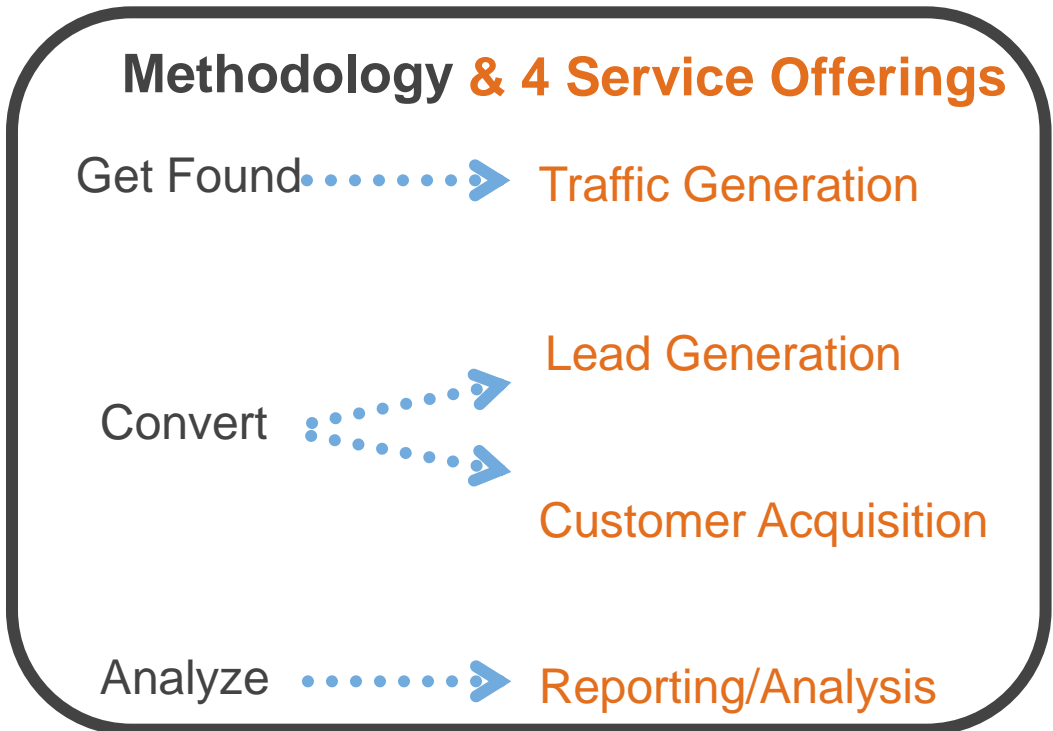
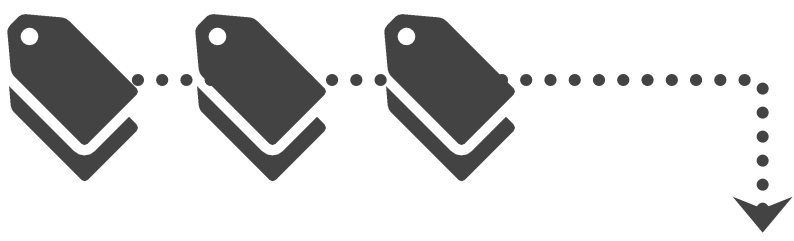
ADOPTING INBOUND IN Q4



FOUR CORE **SERVICE OFFERINGS** OF INBOUND AGENCIES

The formula for successful inbound marketing is simple: **Get Found** (drive traffic to your site), **Convert** (generate leads and customers from that traffic) and **Analyze** (identify what worked and what didn't work). This methodology maps to Four Core Services Offerings (listed on the right in below graphic) your agency must offer to truly be the *Inbound Agency* that drives better results to your client's website.

This ebook explains each Service Offering and will equip your firm with the skills needed to be *Inbound* by 2013.





#1: SEARCH ENGINE OPTIMIZATION



SEO-based leads close at a rate of 14.6%, on average, while outbound-sourced leads close at a rate of 1.7% ([source](#)). With this contrast in mind, SEO considerations like page titles and heading tags deserve your attention. Fundamental to “getting found,” SEO represents both ongoing work for your agency and a matter-of-fact point of entry in the sale process. Get going with the links below:

Recommended SEO Reading:

[Introduction to SEO](#) The very best place to start: get introduced or reacquainted with the basics here.

[Analyze your Site like Google Does](#) Supercharge your SEO knowledge with insight in Google’s wish list for your website.

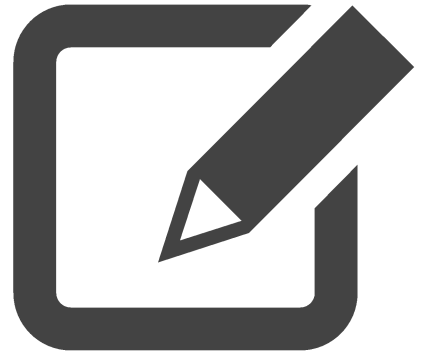
[SEO from the Experts](#) Learn from the best with this compilation of expert SEO opinions.

[Science of SEO](#) Dive into the Science of SEO and get real data you can use to pitch new business.

[Master Local SEO](#) Location based business? No problem. Get smart and get neighborly with this download.

#2 BLOGGING & CONTENT CREATION

Companies that blog 15 or more times a month get 5x more traffic than those that don't. Moral of the story? If your clients (and your agency) care about traffic and leads, they need to care about blogging and content creation. And it's not a matter of simply "doing it whenever you can." Companies that increase their monthly blog post count from 5 to 8x per month double their lead generation. Frequency matters! ([source](#))



Take a deeper dive with the articles below and master this mission-critical service offering.

Recommended BLOGGING Reading:

[Essential Guide for Blog Writing](#): Equip yourself with HubSpot's blogging guide.

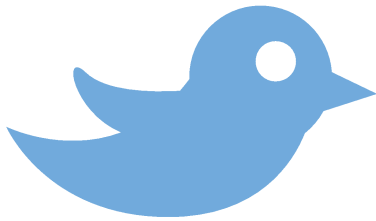
[15 Business Blogging Mistakes](#): Stress holiday shopping, not your blog. Learn these 15 mistakes you MUST avoid.

[How to Achieve Business Growth Through Blogging](#): More than the metaphorical whip-cream on your coco, blogging drives business.

[Business Blogging Shortcuts for Time-Crunched Marketers](#): You may have more time on your hands at the end-of-the-year, but for the rest of us, this guide makes shorter work of blogging.



#3 SOCIAL MEDIA



65% of companies report that they have acquired a customer through LinkedIn; 52% of companies report they've acquired customers through Facebook, and 44% have acquired customers through Twitter. Platforms like Facebook, Twitter and LinkedIn are powerful ways for businesses to drive traffic, convert new leads and acquire customers. According to the 2012 State of Inbound Marketing: ([Source](#)).

Make your firm an irreplaceable part of your client's marketing-mix next year by developing a deep expertise on social media today with the links below.

Recommended SOCIAL MEDIA Reading:

[SEO vs. Social Media eBook - Which is Best for Your Marketing](#): The days are getting shorter. So should you use your time to focus on SEO or Social Media?

[Text and Audio eBook](#): Learn to Monitor Social Media in 10 Minutes a Day and ensure you can take some time to ring in the New Year!

[9 Examples of Brands Using Facebook's New Page Design Blog Post](#): These Facebook page examples are sure to create lasting memories

[Webinar On Demand: How to Use Social Media to Enchant Your Customers](#): Guy Kawasaki shows how to enchant people with social media.

[Social Media Measurement - Most Common Questions Webinar](#): Learn tactics and tools needed for a measurement strategy that will get you back in front of the fire!



#4 LEAD GENERATION

Both you and your clients want a strategy centered on driving qualified conversions to the sales team. If you offer traffic generation services to your clients, you should also follow-through with and turn traffic into workable leads. How? Build landing pages and craft call-to-action buttons. These will make your work more valuable and your agency irremovable.



The below resources will help you understand how to nail this aspect of inbound marketing for your own business, as well as understand the best practices for delivering a solid lead gen strategy to your clients.

Recommended LEAD GEN Reading:

[Lead Generation Lessons from 4,000 businesses](#): Don't sacrifice the dwindling daylight hours reinventing the lead gen wheel- learn from the lessons of businesses.

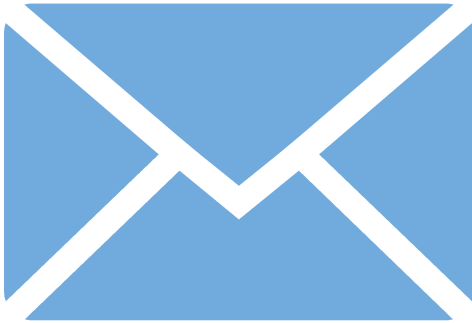
[The Lead Generation Quick Start Guide](#): Follow this 6-step guide from implementing lead generation to closing more deals from your efforts.

[LinkedIn 227% More Effective for Lead Generation than Facebook or Twitter](#): Learn how LinkedIn can be your surprise gift to your client and generate more leads this as the year ends.

[How to Use LinkedIn for Business](#): Download this ebook to your tablet for a beach read that will set up your sales team for success.



#5 EFFECTIVE EMAIL CAMPAIGNS



Email is more scalable for marketing and should be a part of your content promotion and lead generation service offerings. Yes, the ideal, low-cost lead discovers your client's content organically, however, email provides a quick and easy way to drive incremental activity additional conversions from prospects.

You should know the ins-and-outs of good subject lines, copy, layout and list segmentation. With that, you'll be able to sell your clients on promotional strategies and lead nurturing workflows that drive traffic, conversion, customers and, importantly, your relationship with your client.

Recommended EMAIL Reading:

[The 6-step Secret Sauce for Awesome Email Subject Lines & 9 Must Have Components of Compelling Email Copy](#) Practice your email writing--check out these tips to rock your emails.

[The Science of Email Marketing](#) Learn how to test out and analyze the perfect balance to your email marketing.

[60 Email Marketing Questions in 60 Minutes](#) Get all the answers to you email marketing questions in less time than it takes to find a parking spot at the mall.

[Guide to Optimizing Email Marketing for Conversions](#) Get the leaves off of your lawn and the clutter out of your email to maximize your return



#6 ANALYSIS & MEASUREMENT

Marketing starts and ends with analytics. But you don't want to spend this critical time-of-the-year buried client spreadsheets and charts waiting for a story to pop out. The key to getting analytics right is to know exactly what it is you need to measure to have an impact. Strip out the vanity metrics and focus just on measuring what advances your clients' bottom line (and pick up a few points for your own marketing while you're at it).



There are endless articles to read on using data to inform your marketing. We've gathered a selection to help you skip ahead in class and hopefully sneak out a day early.

Recommended ANALYTICS Reading:

[Introduction to Marketing Analytics eBook](#): Get info on the essential inbound marketing metrics in the time it takes get the fire roaring.

[How to Unlock the ROI of Your Marketing eBook](#): Learn to analytics to increase business growth. After all, what's the point of knowing all of this hearty information if you can't use it to make your marketing better?

[The Only Metrics you Need to Optimize Your Website Performance](#): This post shows you how to optimize every piece of content you create to drive results.

[Marketing Metrics Workshop Series](#): Featuring some of the experts in marketing measurement and lead management, the series covers the different channels and touch points available to marketers today.

[Marketing Analytics 101 Webinar](#): This webinar will get you through ABCs of analytics before closing the book on this year.

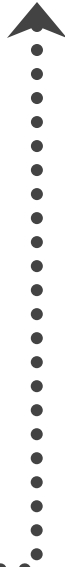
MORE RESOURCES



MORE RESOURCES / HUBSPOT

Our Channel Account Managers help hundreds of agencies master the Four Core Service Offerings to become *Inbound Agencies* and, ultimately, earn more retainer clients and grow their business.

Request a [Strategic Consultation](#) to Learn How Inbound can Help your Agency Grow.



www.hubspot.com/partners



A Publication of
HubSpot's Partner Program