

EBOOK



HOW TO ACTIVELY BUILD INBOUND ENQUIRY

You know it's **important**

Inbound enquiry is one of the most cost-effective and sustainable ways for B2B organisations to drive growth.

Having already expressed an interest in the business, inbound enquiries are normally more qualified leads, with higher conversion rates and a more efficient sales process.

But how do you build the coveted inbound enquiry pipeline?



HOW TO ACTIVELY BUILD INBOUND ENQUIRY...

Businesses spend thousands of dollars every month on PR, advertising and at times, elaborate lead generation campaigns to generate a steady stream of inbound enquiries.

Inbound marketing meets customers where they engage online. Small to medium sized companies as well as non-profits are always asking the same question; what can we do to generate more inbound enquiries?

Let's dive into 4 fundamental areas that form the blueprint to successful inbound marketing:

- **SEARCH ENGINE OPTIMISATION (SEO)**
- **CONTENT | COMPANY BLOG**
- **SOCIAL MEDIA**
- **THE DIGITAL EXPERIENCE | UX & WEB DESIGN**

SEO



Putting effort into your SEO is key to being found online and feeding your inbound enquiry pipeline with people outside your immediate networks.



IMPROVE SEO RANKINGS ORGANICALLY



How is SEO going to improve inbound enquiries? Well for starters; a 'blank' website that has not completed any SEO is likely to get lost in a sea of Google pages. It doesn't mean that you won't get found, but it does make it harder for your business to get found for the services you provide.

While the game in terms of SEO (Search Engine Optimisation) practice may have changed focus in recent years, please don't think that SEO no longer matters or that there is nothing you can do to improve where you show up in searches.

“SEO is the practice of improving and promoting a website to increase the number of visitors the site receives from search engines. There are many aspects to SEO, from the words on your page to matching user intent to the way other sites link to you on the web. Sometimes SEO is simply a matter of making sure your site is structured in a way that search engines understand.” SEOMoz

It can be a finicky game, but well worth it when done correctly. At the very least, you need to invest some time discovering what keywords and phrases are of value to your business, and start using them. Set it right and you should see your rankings build naturally over time.



Optimisation

PLEASE TELL US YOUR HOME PAGE HAS ALL TAGS COMPLETED?

THIS IS SEO 101. Your home page is the most valuable page on your website. Let's say your website is the flagship store for your brand, and your brand sells sportswear. You need to make sure that at the very basic level your business is registered to the street address (in this case your website address), and it's registered as a 'sports apparel store'. So, at the very basic level you need to ensure you have carefully selected and completed:

- Your home page Title Tag <title>
- Your home page Meta Description <metadesc>
- The primary heading for your home page <h1>
- Make the most of the recommended page structure including and sub-headings <h2>
- Name your images and links <alt> / <hrefs>
- Now roll this out for your home page and all key pages on your website!

CAREFULLY SELECT KEYWORD PHRASES

Brainstorm the 10-20 best keyword phrases that prospective customers might type into Google or other search engines to find you. What is your business known for? What is your niche? Be strategic in your thinking... The key is to use relevant words that accurately connect to the content found in each of your web pages. Think also about other identifying factors such as location and key product lines/campaign causes. E.g. 'men's sportswear in Sydney'.

SOCIAL MEDIA MATTERS

Social media signals have fast become a key indicator for SEO. Ensure your brand is building a steady presence across the appropriate social media channels. Sharing engaging content that is picked up by your followers is great, and keyword centric content that gets plenty of clicks, shares and links to your website is the best way to do it.



DIVERSE, KEYWORD RICH CONTENT

Statistics show that various content including Wiki, local listings, maps, video, news, social media makes for 85% of Google search results (DigitalCurrent). So – combined with the added benefits of building brand presence, achieving thought leadership status and advertising your products – ensuring your brand produces and shares a diverse range of content is a very good thing for SEO. Bonus tip: try to produce pieces that correlate to a keyword phrase that people can search for. E.g. ‘Sydney Style: Top 5 trends in men’s sportswear’.

MOBILE READY?

Checking this one is an absolute must! Majority of NFPs and B2Bs (in fact almost every organisation for that matter) have this one covered. Does your website scale for mobile use? Can you read it and access all the information that is contained on the website? This was one of the biggest penalising factors in the ‘Mobile-First’ algorithm update from Google. User experience is paramount. Make sure your website and pages are optimised for mobile. Ask your web team if you are unsure.



MATCHING SEARCH INTENT & HELPFUL UPDATE

Gone are the days when the Google algorithm could be skewed by keyword-stuffed copy. Today, Google rewards pages that match search intent. The 2022 Google 'helpful' update means your content should answer the questions users have searched for and provide enough information for them to achieve their goals. This update looks not only at how much 'helpful' content your website has, but also how much 'unhelpful' content your site has. Has your audience evolved? It might be time to spring clean your less relevant content and update the rest!



Secret sauce for **SEO**



ONE

KEYWORD RESEARCH & SELECTION

Thorough investigation and analysis into the best words and phrases your site needs to rank for – with the objective to appear on the first page of Google in top 10 results.

TWO

ON-PAGE SEO

Tick all the boxes in your website copy and behind the scenes in the code of your website. This includes all page tags, website structure, speed, user experience, mobile responsiveness and internal links.

THREE

OFF-PAGE SEO

Build quality links to your website. Links are seen as ‘votes’ by Google and the more votes your website has the better. However, note that these need to be natural links built over time. Some are easy to get such as listing with Yellow Pages, Google Plus and other directories or affiliates of your business. Others take more time to build such as an online article or business blog write-up that contains a link to your website.

FOUR

TRACKING & ANALYSIS

Enabling tools such as Analytics and Webmaster to track your progress and online enquiry.

FIVE

CONTENT, CONTENT, CONTENT

Adding fresh content to your website and applying basic ‘on-page’ principals for each post is a great way to use targeted keywords and rank higher in Google and other search engines.

Business Blog

Creating useful, character-filled content helps your audience connect with you, trust in your expertise, and smooths and objections they might have in advance, as well as establishing you as a thought leader in your industry. The result of all that? More warm leads, more clients, and business growth. With the ever-changing social algorithms, your own blog is one of the most reliable places to publish your content.



WHY YOU NEED A COMPANY BUSINESS BLOG & FRESH CONTENT

There is nothing to lose, and much to gain from blogging about your business. You might like to take your time and start with one post a month as you get comfortable with the process. But one thing is for sure – blogging is the birthplace for content marketing, and content marketing has been at the forefront of digital trends for years.

YOUR OWN BROADCAST STATION

How often do you get an opportunity to generate free, unedited publicity for your brand? Having a company blog means you write the content – in your words, written your way. You should think through what you would like the market to know about your business. Develop a content plan and design a schedule on relevant topics.

IMPROVE SEARCH RANKINGS

Adding new and fresh content to your website is great for SEO. That's why you'll see so many digital agencies push for a content marketing strategy. Each post is a new page addition to your website →

(Google likes sites that build useful content). The trick is to go the next step, and apply 'on-page' SEO principals to each post. That means using select keywords both in the post and behind the post in the title tags and images etc. This will help your post get found, driving increased traffic.

CREATE SHAREABLE CONTENT

Blogs that are engaging, interesting and enjoyable are often shared across all social media platforms. This will essentially promote itself via links and references on other blogs, driving visitors to your website.

INCREASED VISITS, IMPROVED SALES

At the end of the day attracting visitors is what it's all about. Writing really great content will eventually attract a prospect with an issue that you have indicated you can solve. Post frequently, captivate your audience and sharing posts far and wide will encourage a prospect to respond. People may come across your blog post via an organic Google search on your selected topic, or they may click through from a social media page where the post is included. It doesn't matter how they get there... getting them there is the goal.



Social Media



BUILDING AN ENGAGING SOCIAL MEDIA PRESENCE

Social media opens the door to your audience, allowing them to get comfortable with your brand, interact, leave comments & reviews without paid promotion. While it's interesting to note that the use of social media is slower to build in terms of ROI, its widespread use and reward when done 'right' are well recorded with 84% of B2B marketers using social media in some form (Source: Aberdeen).

WHAT ARE THE BEST PLATFORMS FOR B2B LEAD GENERATION?

1. LinkedIn
2. Twitter
3. Google+
4. Facebook
5. Instagram

TOP TIPS: SET YOUR SOCIAL MEDIA UP FOR SUCCESS

- ➔ Focus your resources on the areas where you are most likely to succeed.
- ➔ Create a content plan that ensures you're consistently posting relevant and interesting information in varied formats.
- ➔ Give people a reason to connect with you & encourage interaction.
- ➔ Reward those who do: consider special offers and competitions.
- ➔ Solicit help from team members or experienced social marketers if you're time poor.
- ➔ Don't be afraid to try new things; experiment, assess results, see what works.
- ➔ Look at the numbers; use analytics to capitalise on your social media investment.

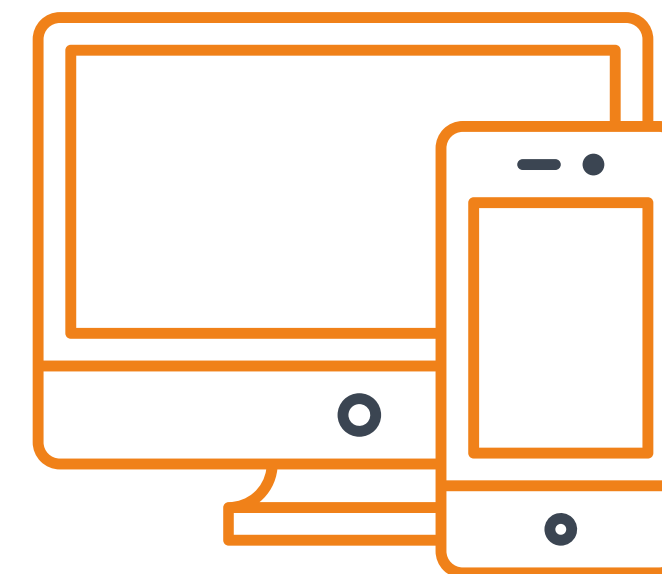


UX Design

UX Design involves intentionally crafting the experience users have with your interface. Whether it's your website, app, or services, the best user experiences should encourage users to take the action you want them to take while feeling intuitive and easy.

USABILITY & BRAND PERCEPTION

These days, even if you have a physical office, many of your customers or clients will only even interact with you online. Having poor UX is the equivalent of welcoming your clients into an untidy, messy shop or office. Investing in good UX will have tremendous flow-on effects to your brand perception and ultimately your reputation as a whole.





DESIGN EFFECTIVE & ENGAGING DIGITAL EXPERIENCES

Using clever design principals can have a big impact on your inbound marketing. Visitors can be encouraged to spend more time on your site, and click in all the 'right places'.

CAPTURE LEADS AND CROSS-SHARE MULTIMEDIA

Does your website do anything to capture the information of visitors? If the answer is 'no' you really need to think of developing a quick way to capture user-data for leads and follow-ups. Basic website structure and conversion 'law' says that you should offer the opportunity to sign up in exchange for a weekly newsletter or for special offers. Don't miss this opportunity to build a lead database - even if it's a slow build, in the long run it will be worth it.

VISUAL STORYTELLING

You may have noticed this growing trend, placing greater emphasis on visual content such as short →

videos, pictures and interactive functionality. This provides visitors with an immersive experience. There is a visible move away from heavy text sites, to guide the user with visual storytelling paired with minimal content messages to quickly grab hold of the visiting user.

EMBRACING FLAT DESIGN & SCROLLING FEATURES

We know that web design is becoming increasingly visual. To maximise how your site transfers to the screen especially with the new Smartphones it's important to increase the resolution of your designs. Always leading the trend stakes, Apple's iOS 7 has forged a strong focus on flat user interface. Scrolling functionality is becoming a preference over clicking, as it's more intuitive, easier to do and also cuts down on load times.

MICRO USER EXPERIENCE

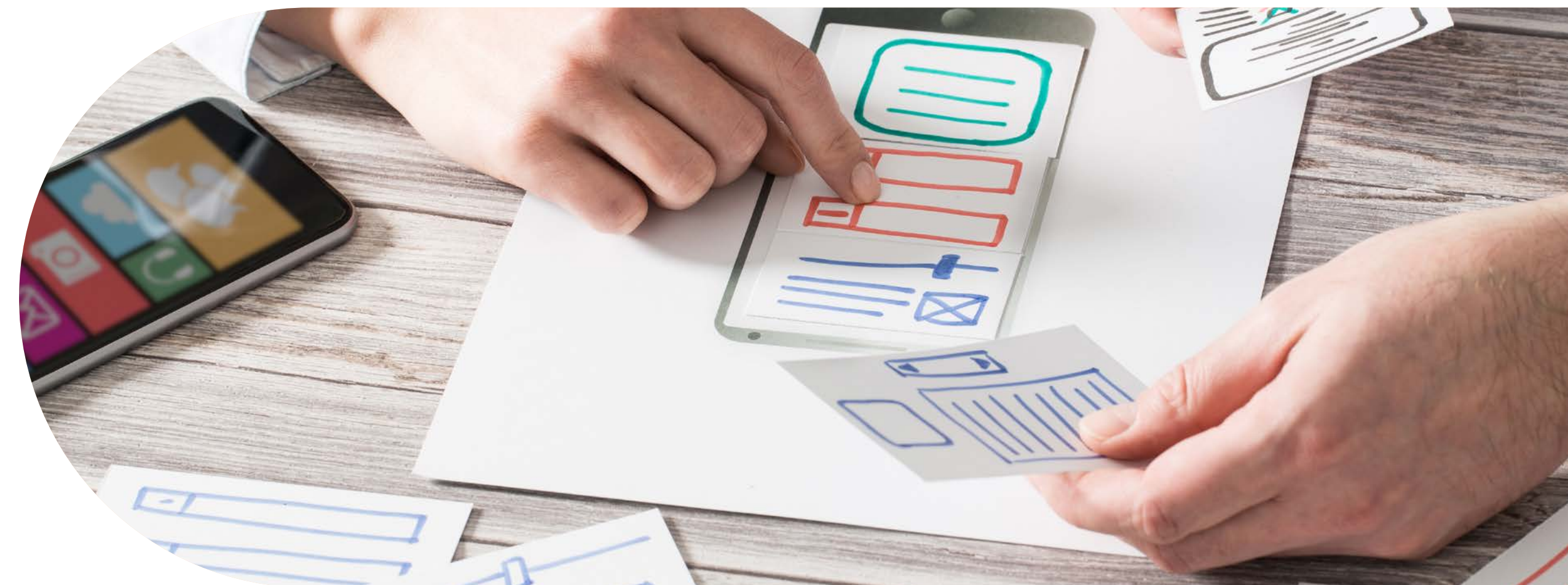
User Experience Design (UXD) is about focusing on the needs of your visitors at every stage of the web design process. It's about creating the best possible experience from an interaction with your website and brand; giving your customers what they want →

and something they will enjoy.

Many designers are focusing on micro UX which is all about using the small details to enhance the user's interaction with a website (or app). It's about making every detail (such as number of clicks, and placement of boxes) count.

LOADING TIME

Loading time plays a significant role in UX. The best website in the world is useless if it takes too long to load and frustrates users! Loading time is also taken into account for SEO.

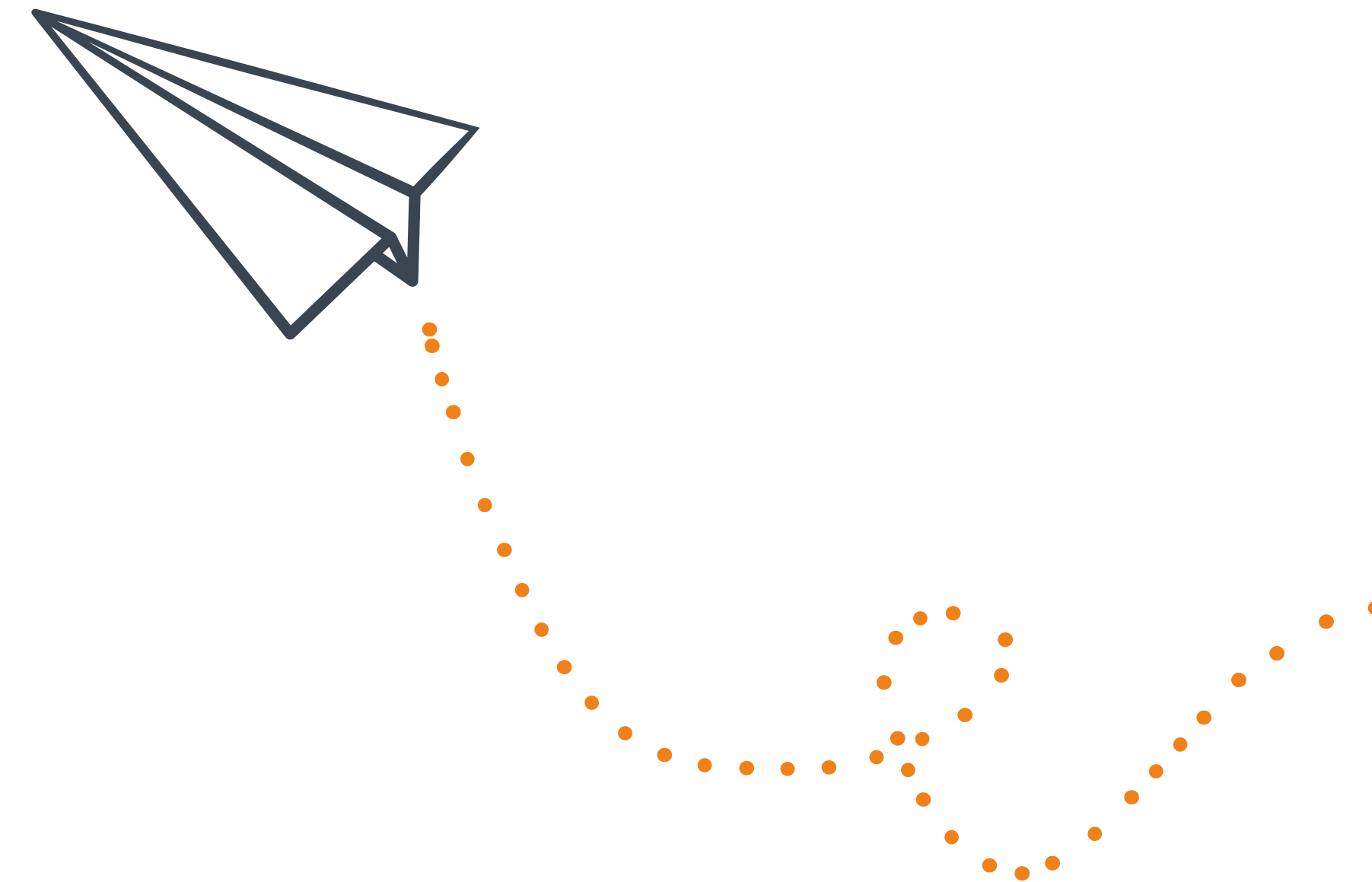




Inbound Enquiry

Ready to drive sustainable growth, attract qualified leads, and establish yourself as a thought leader?

MIH.COM.AU



GET IN TOUCH TODAY

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