

The Perfect Leadstorm

*Or how to build the
modern marketing
machine*



Marketing is a (un)necessary evil

Is marketing still relevant?



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1.

Inbound marketing

What is it?





People's
behavior have
changed. They
don't listen to
just anything
anymore

1000's of messages a day



***“I’ve raised enough money, I’ll buy
attention”***

But just buying attention is not
enough

You're not
buying.

You're
renting...

*Ads are temporary.
When you stop paying
rent, you stop getting
attention.*



Nor can you
out-spend
the big ones

*Not only they have
more money, they care
less...*

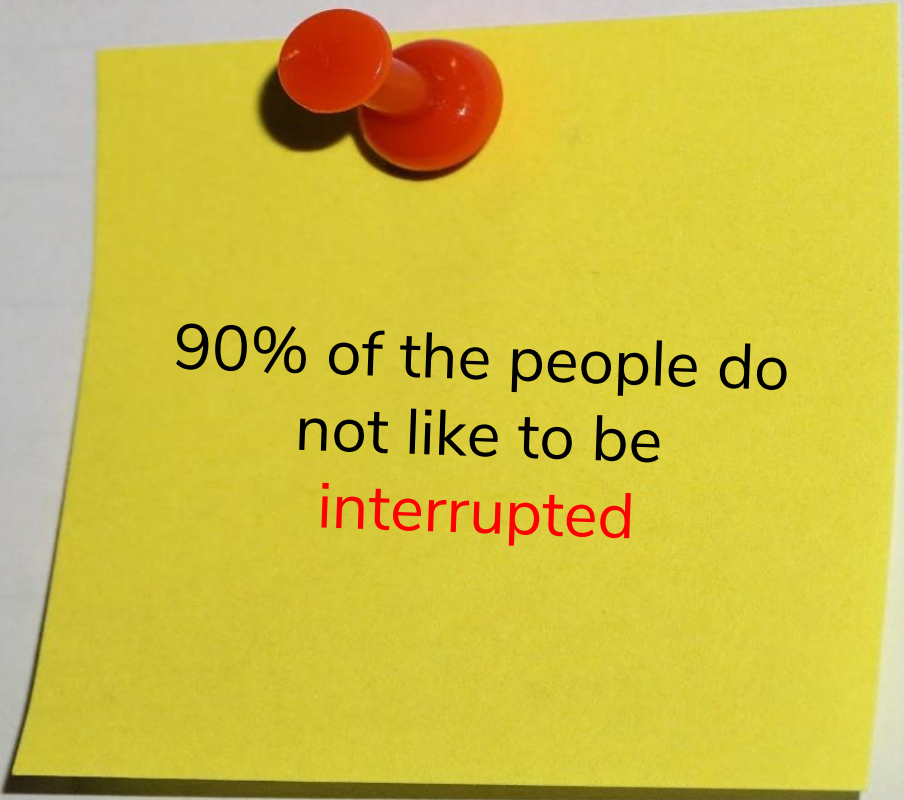


And there is this little issue...

Who wakes
up like this:

*“I hope I am
getting
spammed
today!”*



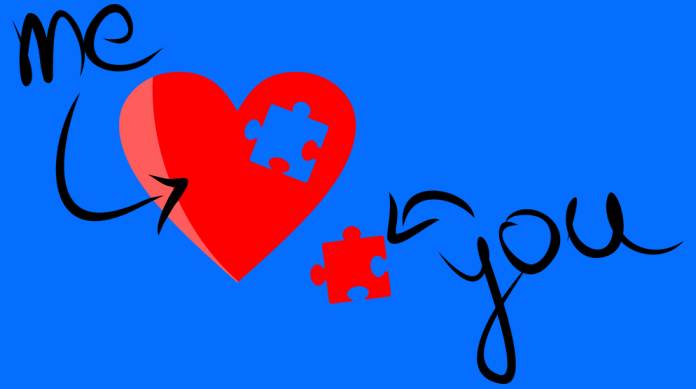


90% of the people do
not like to be
interrupted



10% **hate** being interrupted...

You have to
come up with a
message that
your customers
love



In comes Permission Marketing



Inbound marketing



“

*Marketing focused on **attracting**
potential customers through **relevant**
and **helpful** content and adding value
at every stage in your customer's
buying journey*

**Inbound marketing =
Content + Context**

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What are you publishing?

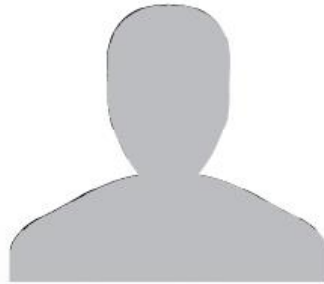
Inbound marketing =
Content + Context

For who are you publishing?

THE BUYER'S JOURNEY



Prospect is experiencing and expressing symptoms of a problem or opportunity. Is doing educational research to more clearly understand, frame, and give a name to their problem.



Prospect has now clearly defined and given a name to their problem or opportunity. Is committed to researching and understanding all of the available approaches and/or methods to solving the defined problem or opportunity.



Prospect has now decided on their solution strategy, method, or approach. Is compiling a long list of all available vendors and products in their given solution strategy. Is researching to whittle the long list down to a short list and ultimately make a final purchase decision.

How do you **help** the customer
through the journey?

2. Inbound essentials

What do you need?



The background of the slide is a photograph of a Tibetan monastery, likely Potala Palace, with numerous colorful prayer flags strung across the sky. The entire image is overlaid with a semi-transparent blue filter. The word "Culture" is centered in white text.

Culture

“

“The values and behaviors that contribute to the unique social and psychological environment of an organization.”

1. Values
2. People
3. Policies
4. Benefits and development
5. Workspace



1. Learning
2. Innovative
3. Sharing
4. Transparent
5. Involved

Buyer personas

A faded, blue-tinted image of a man's face and upper torso, serving as a background for the slide. The man has short, light-colored hair and is wearing a dark polo shirt. The image is centered and occupies the lower half of the slide.

Research example

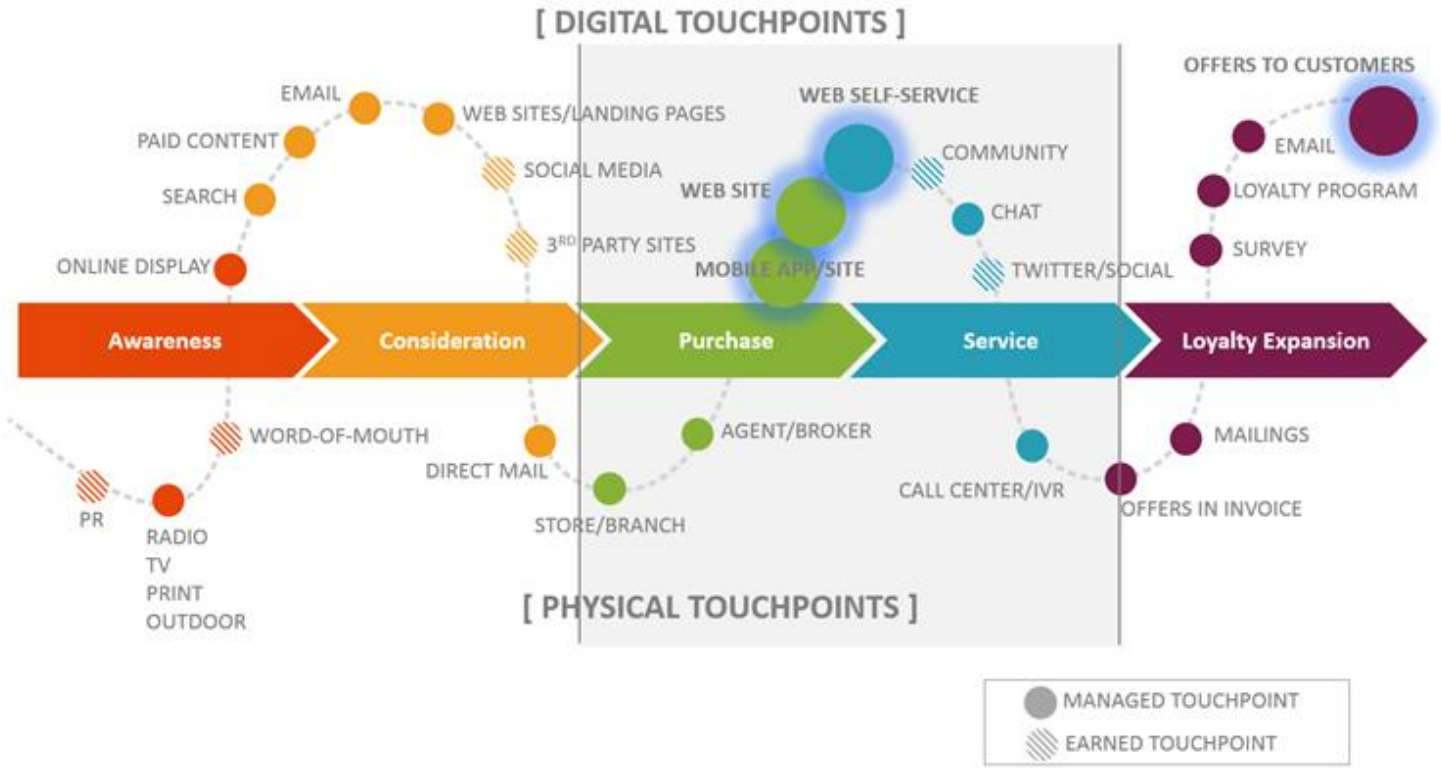
Detail	Question
Role	Role What is your job role? Your title?
Company	What industry or industries does your company work in?
Goals	What are you working to accomplish?
Challenges	What are your biggest challenges?
Research	How do you learn about new information for your role?
Story	What do you love next to your work?



1. Anton Agency
2. Dirk Developer
3. Eddy Entrepreneur



Buyer Journey



Many questions to answer in a phase

Awareness



- I need to improve
- I need to prevent
- I need to start
- I need to stop
- I need to optimize
- I need to solve
- I need to learn more

How?

Blog, website, social, SEO,
SEA, PR, events and many
more

Consideration



- What tools are
available for
- What are industry
options
- What are my options
- What options are
there

How?

CTA, Landing Pages, Email,
Trials/Samples, Nurturing

Purchase



- I need prices
- I need product
specifics
- I need proof that this
works for me
- I need evidence
- I need assurance

How?

Analytics, CRM, Nurturing,
Email

Content mapping Savvii - Dialog content

Content ID	Content item	Topic	Author	Keyword	Buyer persona	Buyers Journey Stage	Languages	Comments	Promotion	Done
1	What is the difference between shared hosting and VPS hosting	Speed	Gijs	VPS hosting	Eddie Entrepreneur	Consideration stage	EN, DE, NL			Yes
2	GDPR: What does it mean for you?	Security	Robert-Jan	GDPR	All	Awareness stage	EN, DE, NL		Organic socials	Yes
3	How to create a multilingual WordPress website	WordPress	Lucas	WPML	All	Awareness stage	EN, DE, NL			Yes
4	Wordpress on Php 7.1 - Now available	WordPress	Gijs	PHP 7.1	Dirk Developer, Eddie Ent	Awareness stage	EN, DE, NL			Yes
5	Advanced Ads Review & Discount	Plugin	Lucas	Advanced Ads	Dirk Developer, Eddie Ent	Awareness stage	EN, DE, NL			Yes
6	Shortpixel Review & Discount	Plugin	Lucas	Shortpixel	Dirk Developer, Eddie Ent	Awareness stage	EN, DE, NL			Yes
7	Ssl-Certificaat: Mandatory or not?	Security	Mark	SSL	Anton Agency, Eddie Ent	Awareness stage	EN, DE, NL			Yes
8	Related Posts for Wordpress Plugin Review & Discount	Plugin	Lucas	Related Posts for W	Dirk Developer, Eddie Ent	Awareness stage	EN, DE, NL			Yes
9	W3 Total Cache security compromised	Plugin	Gijs	W3 Total Cache	Dirk Developer, Eddie Ent	Awareness stage	EN, DE, NL			Yes
10	Belangrijk: Per 19 Oktober Is Het Gebruik Van Php 5.4 Niet Meer Mogelijk	WordPress	Benoit	PHP 5.4	Dirk Developer, Eddie Ent	Awareness stage	EN, DE, NL			Yes
11	WordPress page load times: PHP 7 vs PHP 5.6 Load times	Speed	Robert-Jan	PHP	Dirk Developer, Eddie Ent	Awareness stage	EN, DE, NL			Yes
12	What's new in WordPress 4.6?	WordPress	Gijs	WordPress 4.6	Dirk Developer	Awareness stage	EN, DE, NL			Yes
13	X pages you shouldn't forget on your WordPress website	Business		WordPress website	Eddie Entrepreneur	Awareness stage				No
14	How to choose the best WordPress developer for your site	WordPress	Milou	WordPress develop	Eddie Entrepreneur	Awareness stage	EN, DE, NL			Yes
15	Guest blog: The most important social media for your wordpress website	Social media	Monika Zehmisch	Social Media Word	Anton Agency, Eddie Ent	Awareness stage	EN, DE, NL			Yes
16	Fastest free WordPress themes of 2018	Themes	Gijs	Fastest WordPress	All	Awareness stage	EN, DE, NL			Yes
17	What's new in WordPress 4.9?	WordPress	Milou	WordPress 4.9	All	Awareness stage	EN, DE, NL			Yes
18	How fast should a website load?	Speed	Gijs	Fast website	All	Awareness stage	EN, DE, NL			Yes
19	The largest WordPress sites	WordPress	Milou	WordPress website	All	Awareness stage	EN, DE, NL			Yes
20	Checklist for choosing the best WordPress theme	WordPress	Benoit	WordPress theme	Eddie	Awareness stage	EN, DE, NL			Yes
21	AMP for WordPress: how to implement	WordPress	Gijs	AMP WordPress	Eddie Entrepreneur	Awareness stage	EN, DE, NL			Yes
22	How can you determine the best mobile-first WordPress theme?	WordPress	Gijs	Mobile First Word	Anton Agency, Eddie Ent	Awareness stage	EN, DE, NL			Yes
23	Improve WordPress security [manual]	Security	Gijs	WordPress security	All	Awareness stage	EN, DE, NL			Yes
24	WordPress 4.5: What's new?	WordPress	Gijs	WordPress 4.5	All	Awareness stage	EN, DE, NL			Yes
25	Make money with our managed WordPress hosting affiliate program	Business	Benoit	Affiliate Hosting	Anton Agency, Eddie Ent	Awareness stage	EN, DE, NL			Yes
26	PHP 7 for WordPress: even faster than before!	WordPress	Alexander	PHP 7 WordPress	Dirk Developer	Awareness stage	EN, DE, NL			Yes
27	Top 40 WordPress plugins	WordPress	Gijs	WordPress Plugins	All	Awareness stage	EN, DE, NL			Yes
28	WordPress cache explained	WordPress Hosting	Alexander	WordPress Cache	All	Awareness stage	EN			Yes
29	WP Rocket configuration [manual]	WordPress	Gijs	WP Rocket	All	Awareness stage	EN, DE, NL			Yes
30	How to test site speed	Speed	Gijs	WordPress Speed	Anton Agency, Eddie Ent	Awareness stage	EN, DE, NL			Yes
31	WordCamp Soltau 2018 Recap	WordCamp	Milou	WordCamp Soltau	All	Awareness stage	EN, NL			Yes
32	WordCamp Soltau 2018 Recap	WordCamp	Birgit	WordCamp Soltau	All	Awareness stage	DE			Yes
33	WordCamp Antwerp 2018 Recap	WordCamp	Milou	WordCamp Antwerp	All	Awareness stage	EN, DE, NL			Yes
34	WordCamp Utrecht 2017 Recap	WordCamp	Milou	WordCamp Utrecht	All	Awareness stage	EN, DE, NL			Yes
35	WordCamp Stockholm 2017 Recap	WordCamp	Milou	WordCamp Stockh	All	Awareness stage	EN, DE, NL			Yes
36	WordCamp Europe 2017 Contributor Day Recap	WordCamp	Benoit	WordCamp Europe	All	Awareness stage	EN, NL			Yes
37	WordCamp Europe 2017 Takeaways	WordCamp	Benoit	WordCamp Europe	All	Awareness stage	EN, NL			Yes
38	Meet Savvii at WordCamp Europe	WordCamp	Benoit	WordCamp Europe	All	Awareness stage	EN, DE, NL			Yes
39	WordCamp Berlin 2017 Recap	WordCamp	Dylan de Wit	WordCamp Berlin	All	Awareness stage	DE, NL			Yes
40	WordCamp Nederland 2016	WordCamp	Benoit	WordCamp Netherl	All	Awareness stage	EN, NL			Yes
41	WordCamp Nederland Contributor Day 2016	WordCamp	Benoit	WordCamp Nederla	All	Awareness stage	EN, NL			Yes

Tools



1. WordPress :)
2. Hubspot CRM
3. AdWords etc.
4. Freshdesk
5. Databox
6. O365
7. Other...

3.

Content

What do I publish?



Product/market-fit



Content/market-fit



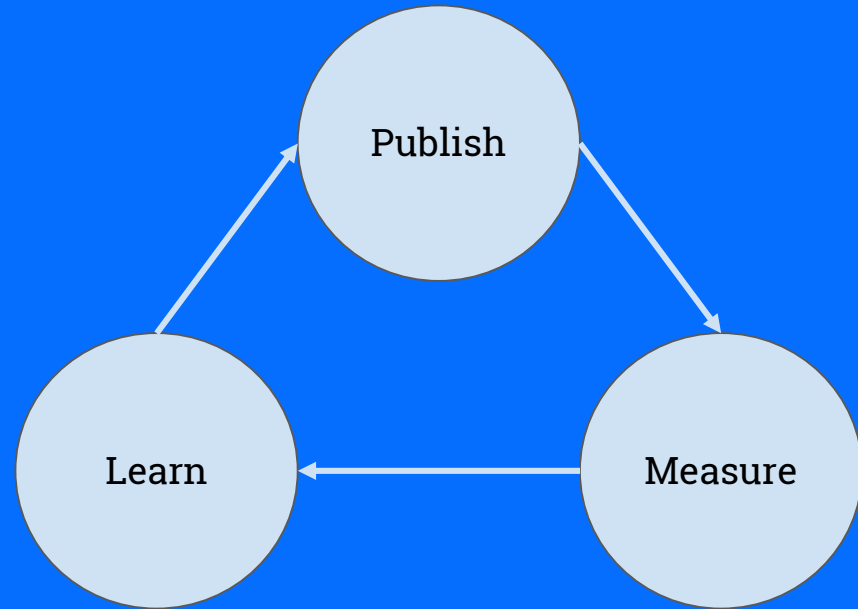
Build your content
machine like a product

~~Release early/release often~~

Publish early/publish often

Validate the
results

And always set
SMART goals!



What types of content?

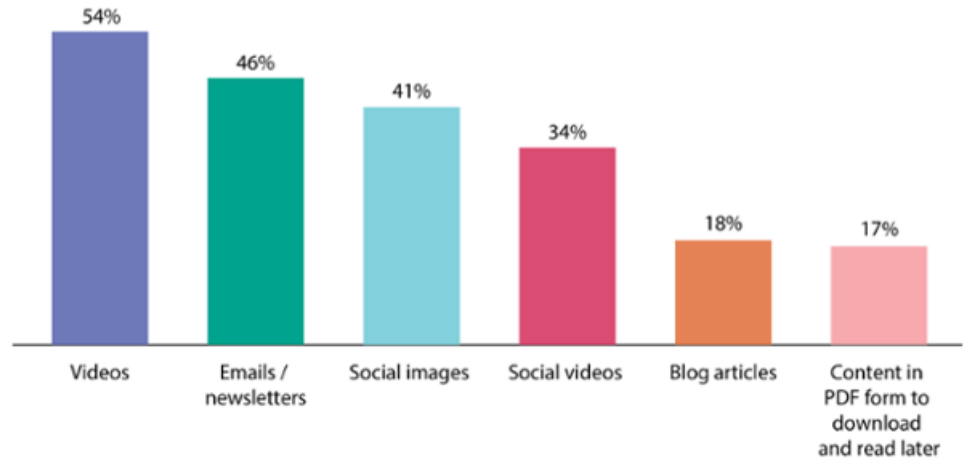
List of Content Formats

- | | |
|---|--|
|  How-to's |  Helpful Application / Tool |
|  Content Curation |  Opinion Post |
|  Case Studies |  White Papers |
|  Charts/Graphs |  Vlog |
|  Ebooks |  Videos |
|  Email Newsletters / Autoresponders |  Templates |
|  Cartoons / Illustrations |  Surveys |
|  Book Summaries |  Slideshares |
|  Tool Reviews |  Resources |
|  Giveaways |  Quotes |
|  FAQs |  Quizzes |
|  Q&A Session |  Polls |
|  Webinar |  Podcasts |
|  Guides |  Pinboards |
|  Dictionary |  Photo Collage |
|  "Day in the Life of" Post |  Original Research |
|  Infographics |  Press releases |
|  Interview |  Photos |
|  Lists |  Predictions |
|  Mind Maps |  User Generated Content |
|  Meme |  Company News |
|  Online Game |  Timelines |

Video is on the rise

For brands, video content is preferred

What kind of content do you want to see from a brand or business you support?



Base: 3,010 consumers in the US, Germany, Colombia, and Mexico
Source: HubSpot Content Trends Survey, Q3 2017



4.

Behind the scenes

How do we do it?





SAVVII

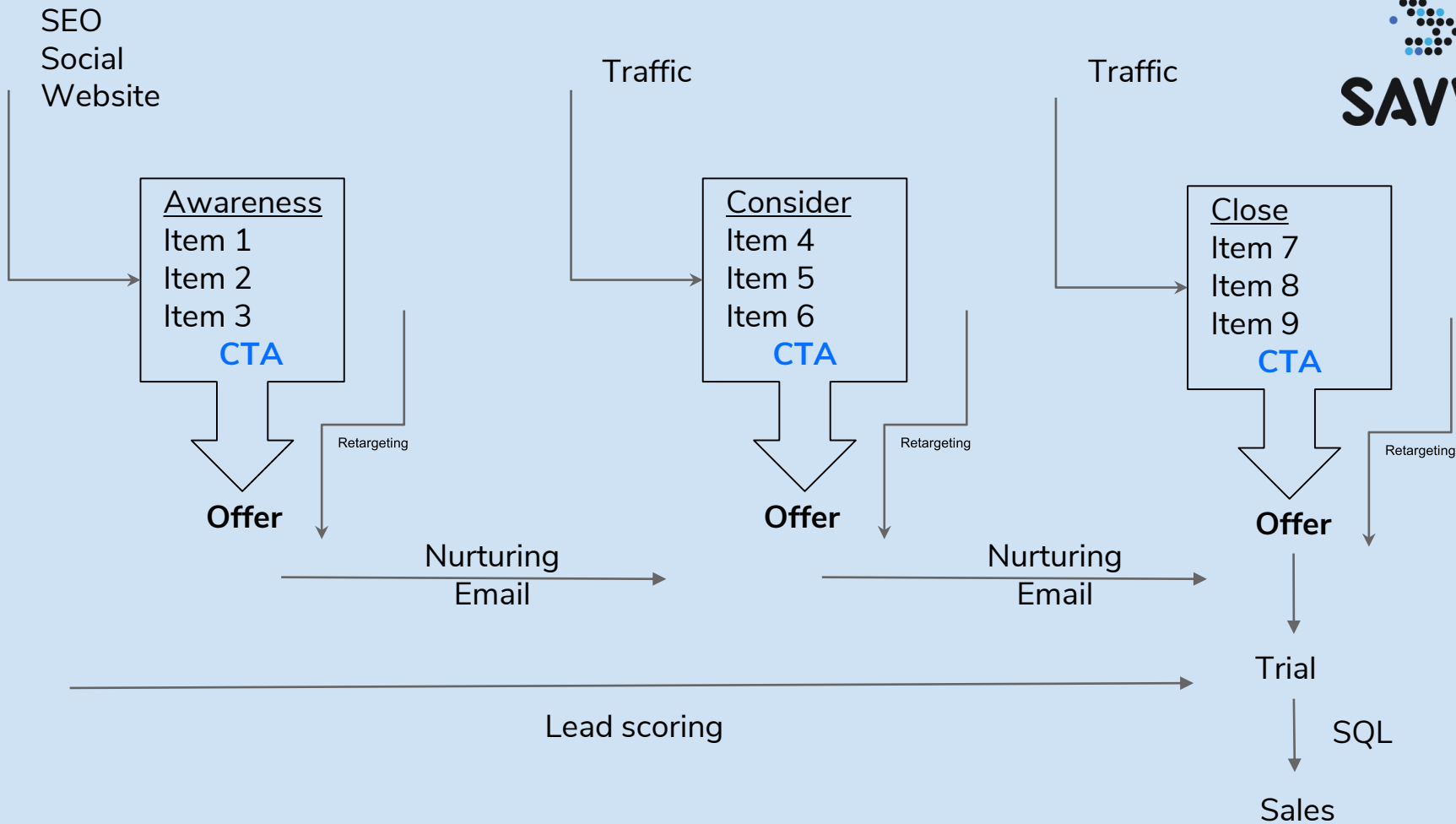
Attract

Convert

Close

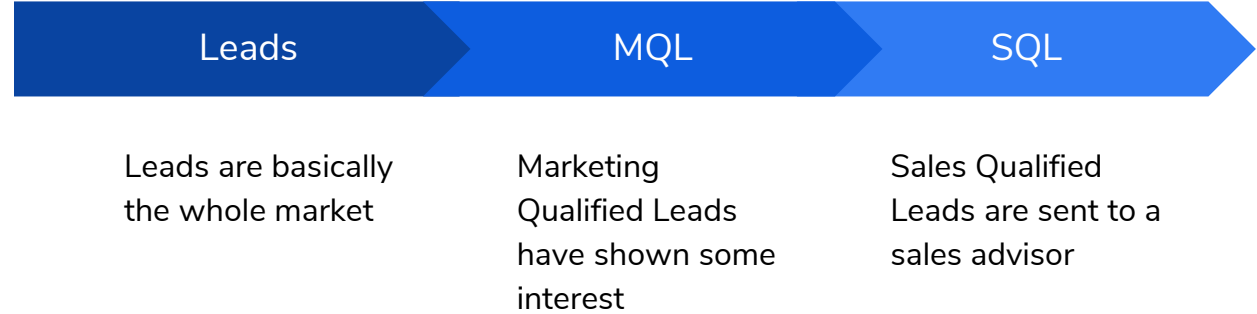
Delight

Attract: Content Flow



Convert: Lead Flow

Convert: Lead Flow



Close: Smarketing

Close:
Smarketing

**From seller-
centric to
buyer-centric**

Delight: Empathy

Delight:
Empathy

*The ability to
understand and
share the
feelings of
another.*

Delight:
Empathy

Listen

5.

One last thing

Do we need to evolve again?



8 principles of the GDPR

1. Obtain and process personal data fairly
2. Keep it only for one or more specified purposes
3. Process it only in ways compatible with the purposes it was initially given
4. Keep it safe and secure
5. Keep it accurate and up to date
6. Ensure that it is adequate, relevant and not excessive
7. Retain it no longer than necessary
8. Give a copy of his or her personal data on request

Example

Download the white paper

First Name*

Last Name*

Email address*

Savvii will only use your personal information to provide the services you requested. From time to time, we contact you about our services, as well as other content that may be of interest to you. If you consent to us contacting you for this purpose, please tick the box(es) below to indicate how you would like us to contact you:

☐ **I agree to receive other communications from Savvii.**

You may unsubscribe at any time. For more information, read our [Privacy Policy](#).

By clicking submit below, you consent to Savvii storing and processing the personal information submitted above to provide you with the content requested.

Download the free white paper

Questions?

