TONBERRY DIGITAL OUTSOURCED INBOUND MARKETING SERVICES

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TONBERRY DIGITAL IS AN INBOUND MARKETING AGENCY DELIVERING OUTSOURCED EXECUTION SERVICES TO BUSINESSES LOOKING TO SCALE IN GROWTH

Three things are really, really important to us:

We get things done.

In other words, we talk less and execute more.

We believe in transparecy.

We don't sugar coat things. We share insights and analysis when Things are going well – and when they're not. We constantly look For ways to improve performance to keep our clients happy.

We're always innovating

Digital marketing and marketing technology are constantly evolving and so are consumers. In this industry you've got to stay on your toes. we strive to make sure that our offering always stays ahead of the curve – so that you stay ahead of the curve!

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CHAPTER ONE
CLIENT ONBOARDING

ALL ABOARD.

All new clients need to be onboarded, so that we understand the goals that are set, the industry and the client.

The client presents to our full strategy and content team to get an understanding of the brand, corporate identity guidelines, products/services, customer research, marketing strategy, customer touchpoints, and business and digital goals.

CHAPTER TWO
PERSONA DEVELOPMENT

UNDERSTANDING YOUR TARGET MARKET

Host a persona workshop

One of our strategists hosts a persona workshop and guides the participants through an interview guide via GoToMeeting, with representatives from sales, marketing and management from the client.

Develop Persona Profiles

We write the persona profile based on the outcomes of the persona workshop or through data supplied by the client.

Persona Messaging

We develop the key messages and value proposition that will be communicated to the persona.

Progressive Profiling

Next, we identify the data that is desired for each persona and develop a strategy to capture this data over the series of interactions with the persona.

HubSpot Persona Setup

The persona profile, messaging and data required to identify the persona are set up within the HubSpot persona tool.

CHAPTER THREE

BASIC SETUP OF HUBSPOT, GOOGLE ANALYTICS AND WEBMASTER TOOLS

LAYING THE FOUNDATIONS.

In order to do inbound marketing correctly, you need to have the right tools. Once you have the right tools, there are many ways to use them, but our experience has shown us that some ways are more effective than others

Test access to Google Analytics and Webmaster Tools

Most companies will have Google Analytics and possibly Webmaster Tools already set up. You can provide our team with access by adding support@tonberry.com.au as a user. We then test our access and troubleshoot with you (and setup again, if necessary).

Put exclusion code into Google Analytics

The HubSpot tracking code will skew statistics in Google Analytics. Adding this exclusion code to a Google Analytics profile ensures no discrepancies due to HubSpot.

Put HubSpot tracking code onto website

If the client is using any CMS other than HubSpot Website Tools(COS), we will add the JavaScript tracking code to the footer of their pages to track visitors. (This assumes that this code can be added in an include file of a commonly known CMS)

Set up competitors in HubSpot

The competitor website addresses to be supplied by the client are set up in the HubSpot competitor tool, which will enable a more effective use of other tools throughout HubSpot as well as tracking the overall digital marketing performance of competitor websites.

Setup HubSpot reporting

Essentially, changing the settings on HubSpot reporting ensures, for example, that the correct time zone is selected and that the IP addresses of the client and the suppliers they work with are excluded from reporting.

Setup Page Settings in HubSpot

We'll change the default settings in Pages, which are primarily used for landing pages to reflect the client's brand preferences.

Setup Email Settings in HubSpot

Before a client can send email from HubSpot, the email settings need to be completed. This includes ensuring there are different unsubscribe options to prevent recipients from completely unsubscribing from email.

Setup CNAMES for HubSpot assets

We work with your IT team or domain host to setup URL's such as http://email.yourbrand.com that enable clients to use the HubSpot landing page, email, website and blogging platforms more professionally.

HubSpot Form Integration

Replace each form on a clients website with a HubSpot form that enables the tracking of leads as well as progressive profiling. (It is assumed that the client has a well-known and reputable CMS that we can log into in order to make these changes)

CHAPTER FOUR

## KEYWORD RESEARCH

THE ROSES AMONGST THE THORNS

Conduct keyword research

A campaign can target the top, middle or bottom of a sales funnel. It is a definitive theme that can be realised by digital marketing tools such as a content offer, PPC, SEO and blogging. Every persona developed should have at least 5 campaigns associated with it, if not more.

For each of these campaigns, we brainstorm seed ideas that we then input into the Google Keyword Planner tool. This tool provides a list of approximately 800 key phrases per campaign that we then manually sort for relevance to SEO, PPC, blogging, social and so on.
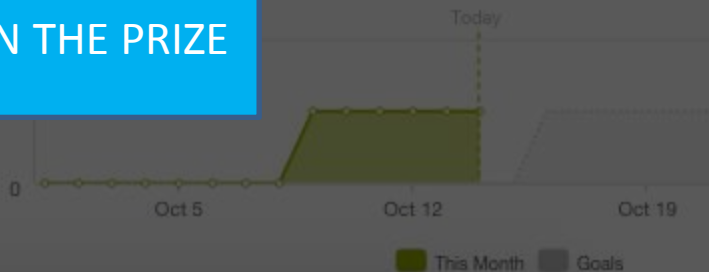
Setup keywords in Hubspot

We import the keywords provided or discovered in the keyword research into the HubSpot Keywords Tool and link them to relevant campaigns.
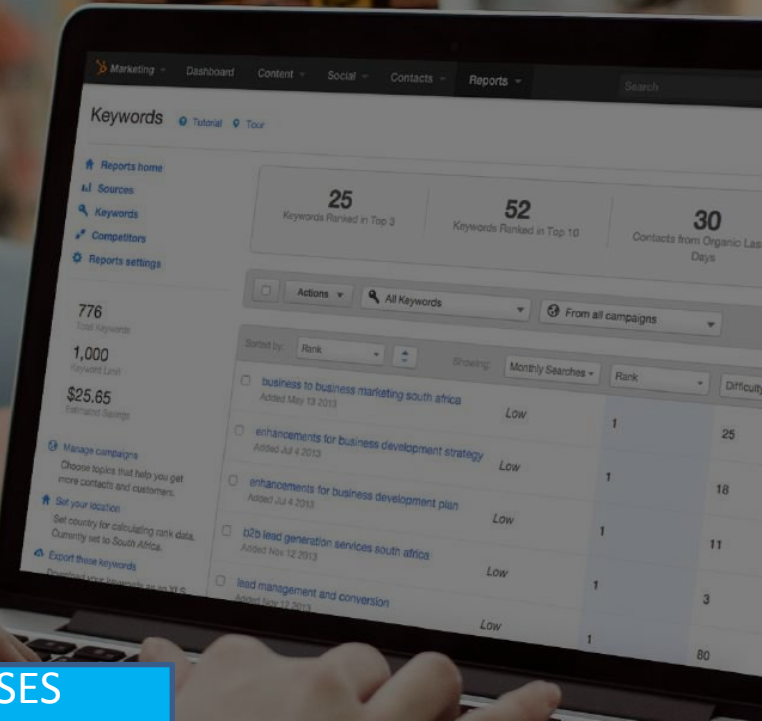
CHAPTER FIVE

TRAFFIC ANALYSIS AND GOAL SETTING

EYES ON THE PRIZE

Situational Analysis: Current Traffic and Conversion Ratios

Using data from the past 12 months, we map traffic volumes against lead volumes (and if possible include sales qualified lead volumes) and then calculate conversion percentages.

Set inbound marketing goals

Taking into account past data and the client's needs we set realistic traffic, leads and customer goals.

CHAPTER SIX

SITUATIONAL ANALYSIS

GETTING THE LAY OF THE LAND

Competitor Analysis

We review competitor positioning, keywords, website and digital activity.

Content Audit

We review existing content and identify what can be used as is, and what can be redeveloped.

(It is assumed that we will be given access to existing content)

Website Audit

We review the website, SEO and inbound friendliness, and make recommendations to improve.

CHAPTER SEVEN
CAMPAIGN STRATEGY DEVELOPMENT

Define campaigns and content assets

Through reviewing the personas, we develop top, middle and bottom of funnel campaign concepts, as well as concepts for content assets that can be used at each stage of buying within the campaign.

Setup campaign in HubSpot

We take all the campaigns identified and set them up in the HubSpot campaigns tool, linking all the relevant assets (e.g. keywords and landing pages) to them.

CHAPTER EIGHT

DIGITAL MARKETING GAME PLAN

A GOAL WITHOUT A PLAN IS JUST A WISH.

Digital Marketing Game Plan

The digital marketing game plan is an overall inbound marketing strategy for 12 months.
In order to develop a digital marketing game plan, the following items will need to be provided or completed by us – client onboarding, personas, keyword research, traffic and leads situational analysis and goals, a competitor audit, website audit and content audit, and finally campaign strategy.

The outcome is a game plan covering SEO, email, paid media, social, the existing database, a 4-week content calendar and a campaign strategy.

CHAPTER NINE

TEMPLATE DEVELOPMENT

WHERE SCIENCE AND ART MEET

Design of Landing Page or Thank You Page Template

Based on a brief and the supplied brand identity guidelines, we provide 3 design directions in PDF. After feedback we proceed with one design to completion.

Design of Blog Template

Based on a brief and the supplied brand identity guidelines we provide 3 design directions in PDF. After feedback we proceed with one design to completion.

Design of Email Template

Based on a brief and the supplied brand identity guidelines we provide 3 design directions in PDF. After feedback we proceed with one design to completion.

Design of Web Page

Based on a brief and the supplied brand identity guidelines we provide 3 design directions in PDF. After feedback we proceed with one design to completion.

Landing Page: PSD to HubSpot Sites

We cut up the PSD files and implement responsive HTML as closely as possible to the design.

Blog: PSD to HubSpot Blogging Platform

We cut up the PSD files and implement responsive HTML as closely as possible to the design.

Email: PSD to HubSpot Email

We cut up the PSD files and implement responsive HTML as closely as possible to the design.

Web Page: PSD to HubSpot Sites

We cut up the PSD files and implement responsive HTML as closely as possible to the design.

Population of content into a template

We create a page within the content management system, upload the supplied copy and images, and conduct on-page SEO.

CHAPTER TEN

CAMPAIGN
ASSET CREATION

SOCIAL PROSPECTING WORKBOOK:

HOW TO USE SOCIAL MEDIA TO FIND NEW LEADS

M

THE PEN IS MIGHTIER THAN THE SWORD

Primary research on asset topic

The most effective assets are those that provide unique and valuable content, and one of the best ways to develop this content is to conduct primary research on a particular topic and then turn it into a report / eBook.

We will develop the questionnaire, build the survey in HubSpot, develop a respondent recruitment strategy, manage the collection of data and then analyse the data so that a writer can then produce a quality asset.

(The costing excludes any media costs to drive recruitment of respondents)

Video to promote asset

The video is based on data from the asset and, drives readers to a landing page where they can be converted into a lead. (Price based on brief)

CHAPTER ELEVEN

CAMPAIGN
SUPPORTING ASSETS

THE ALCHEMY OF
CONVERSION

HubSpot Form Development

We set up a HubSpot form.

Landing Page Copy

We write copy optimised to drive conversion on a landing or thank you page

Landing Page Creation

Using an existing landing page template, we create the landing page or thank you page, insert the copy and images (excluding the cost of image purchase or hire) and set it up correctly.

Design of call to action banners

We design banners in 3 agreed sizes.

Set up call to action banners in HubSpot

We set up CTA banners in HubSpot

Placement of call to action banners on website

We insert these banners into digital properties (provided the property is hosted on a well-known CMS such as HubSpot, WordPress or Umbraco).

CHAPTER TWELVE

MARKETING AUTOMATION AND LEAD NURTURING

THE JOURNEY IS JUST AS IMPORTANT AS THE DESTINATION

Strategy Development

We build out a buyer journey based on the stage of buying (lead, MQL, customer onboarding etc.), length of sales cycle, persona and conversion path. The strategy will consist of up to 8 steps and can be a combination of email, SMS, data manipulation and calling scripts.

Writing of automation copy

Based on the automation strategy the content required for email and call scripts is produced. (Up to 8 pieces of email length content)

Setup of email in HubSpot

Using a template within HubSpot, the emails from the strategy are set up with the content that is produced or provided.

Setup of lists in HubSpot

We create the starting criteria, goal criteria list and any other lists required for automation reporting purposes.

Setup of workflow in HubSpot

We set up the workflow to execute the automation strategy.
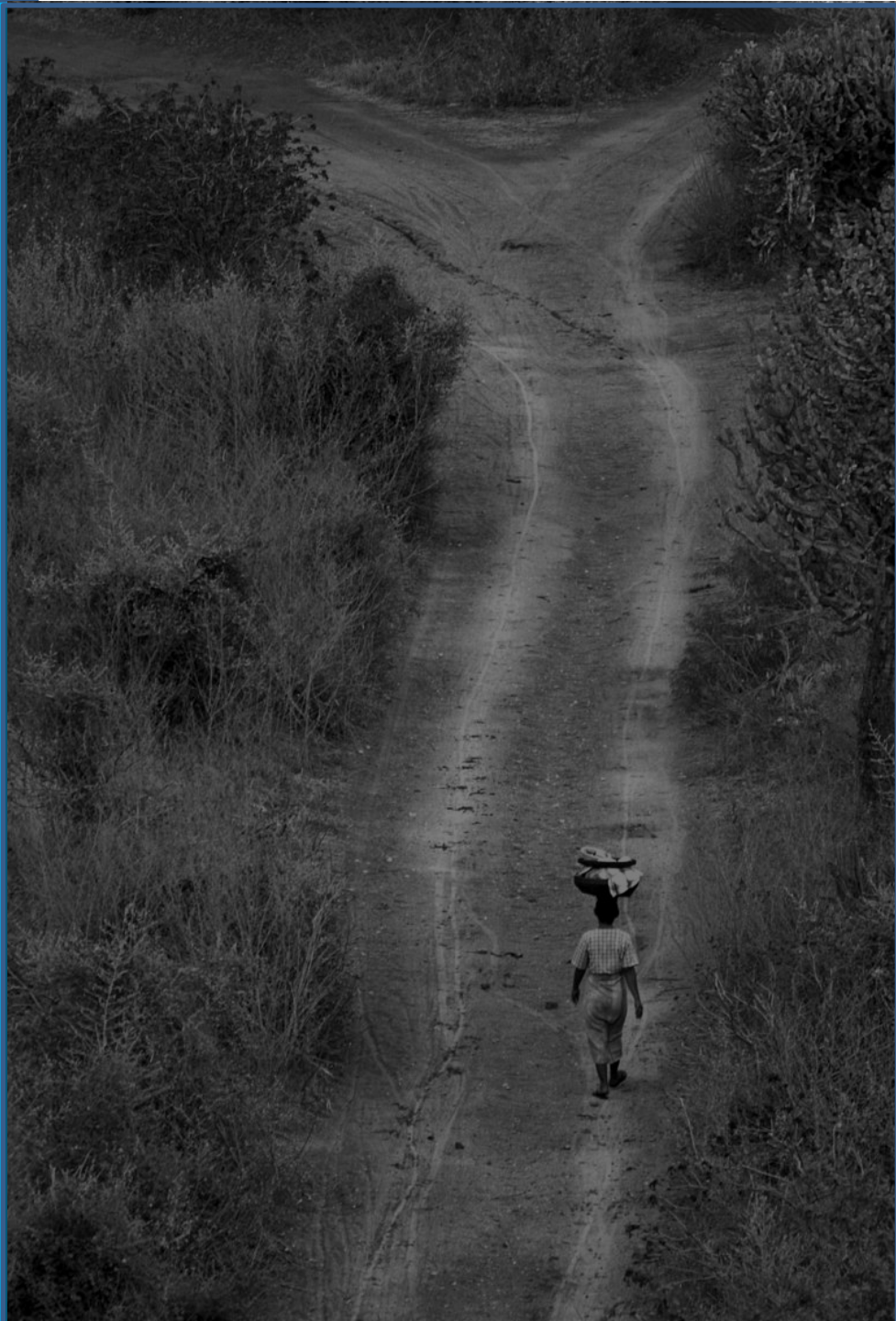
CHAPTER THIRTEEN

CAMPAIGN ANALYSIS AND OPTIMISATION

NEVER STOP EVOLVING

Monthly Campaign Audit

We review and analyse a particular campaign and its associated assets (landing pages, thank you pages, paid media, social and email) and then make recommendations to improve it.

Implementation of audit recommendations

We spend an hour updating the recommendations identified in the audit, such as workflow, email content, landing pages, thank you pages and paid media.

CHAPTER FOURTEEN

BLOGGING

FEED THE CONTENT MONSTER

Author Profiles

We interview the author (on behalf of whom we will be ghostwriting) and build a writing profile identifying their personal tone and personal style of blogging. Then, we align this to the brand identity.

Upload or update a blog onto blogging platform

We post or update a blog post on a well-known blogging platform such as HubSpot, WordPress or Umbraco and conduct on-page SEO.

Blogging calendar

We build an 8 post content calendar based on the campaign stratergy, ranking of strategic key phrases and require traffic volumes.

Monthly blog content audit

We analyse blog content and the recommendations report that can be used in future blogging calendars.

CHAPTER FIFTEEN

SOCIAL MEDIA

JOINING THE CONTENT
CONVERSATION

Social media copy

We write 10 pieces of social media copy to promote a blog article. These are relevant to each of the selected social media channels.

Posting to social media

We post to brand and employee social media accounts using a social media schedule to ensure consistency and an even spread of social media posts.

Setup of social media profiles in HubSpot

We manage the linking of social media profiles in HubSpot. The user provides their login credentials or we use a shared screen and guide the user through linking their profile in HubSpot.

Setup Social Inbox in HubSpot

We set up 5 streams

Managing Social Inbox

We spend 1 hour per day (on weekdays) to monitor Social Inbox, respond to relevant Tweets and follow relevant users via Social Inbox.

Setup of social media profile

We review existing social media profiles, or set up new profiles and provide the relevant copy and required images.

Setup of social media profiles in HubSpot

We review existing social media profiles, or set up new profiles and provide the relevant copy and required images.
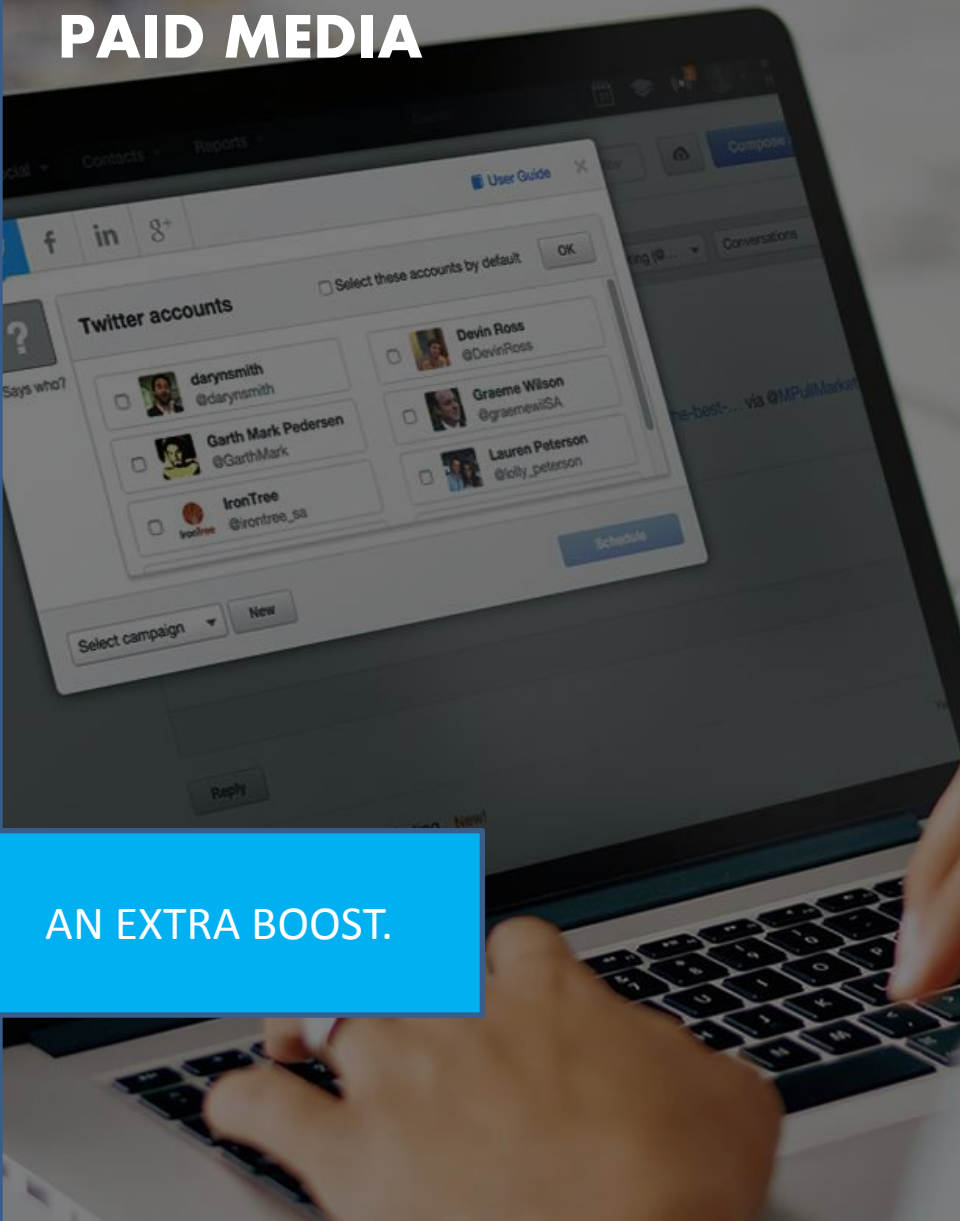
Monthly social media audit

We analyse social profiles and posts, and build a report, making recommendations to improve social media in future.

Implementation of audit recommendations

We spend 1 hour implementing the recommendations identified in the report.

CHAPTER SIXTEEN

PAID MEDIA

AN EXTRA BOOST.

Develop Paid Media Strategy

We develop a strategy for any of these channels: Google Search, Google Display, Google Remarketing, Twitter, Facebook, LinkedIn Sponsored Updates and Outbrain.

Ad Copywriting

We write an A and B version of each advert required

Banner Design

We design banners into 3 sizes.

Campaign Supporting Assets

Referring to details in "Campaign Supporting Assets" - all of these will be created per Ad Group and Thank You pages will include the relevant conversion tracking code.

Setup in media channel

We set up ads, targeting criteria, landing page links, budget and any other settings in the media channel.

Monthly Paid Media Audit

We analyse the Ad Group and create a report with recommendations to improve performance.

Implementation of Audit Recommendations

We spend 1 hour per Ad Group implementing the recommendations identified in the report.

CHAPTER SEVENTEEN
ORGANIC RANKINGS

ALL HAIL GOOGLE!

Keyword Site Map

Based on keyword research done by us or supplied by the client, we build out a recommended site map and write copy for a Title tag, H1 Tag and Meta Description for up to 10 key phrases.

Keyword and SEO Audit

We analyse the ranking of strategic key phrases, build a report and make recommendations on how to improve the ranking of those key phrases.

Implementation of Audit Recommendations

We spend 2 hours a month implementing the recommendations identified in the report.
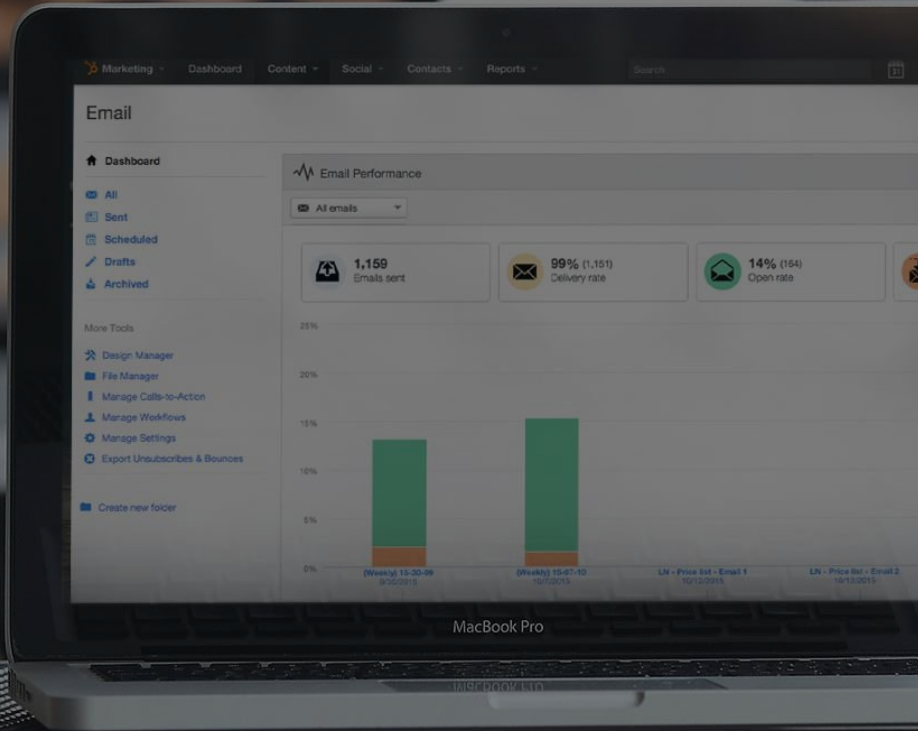
Social Media Posts to improve SEO ranking

We produce 3 social media updates per strategic keyword to improve the social graph of the page created for that keyword and improve its ranking.

CHAPTER EIGHTEEN

EMAIL MARKETING

KEEPING IN TOUCH

Write email copy

We write a 50 word email paragraph that can be used in a promotional emailer or newsletter.

Build email in HubSpot

Using an existing email template in HubSpot we create an emailer using the copy supplied or created.

Import email list into HubSpot

We upload a CSV file into HubSpot contacts.

Email marketing audit

We analyse the emailer, create a report and make recommendations for future emailers.

CHAPTER NINETEEN

AGILE WEBSITE MANAGEMENT

KEEPING YOUR WEBSITE IN TIP-TOP SHAPE

Websites are constantly being changed based on insights gained from data, and waiting for the next website re-design is no longer viable. Now constant micro-changes to a website keep it current.

CHAPTER TWENTY

CRM AND SALES

CLOSING THE LOOP

Closed Loop Reporting Strategy
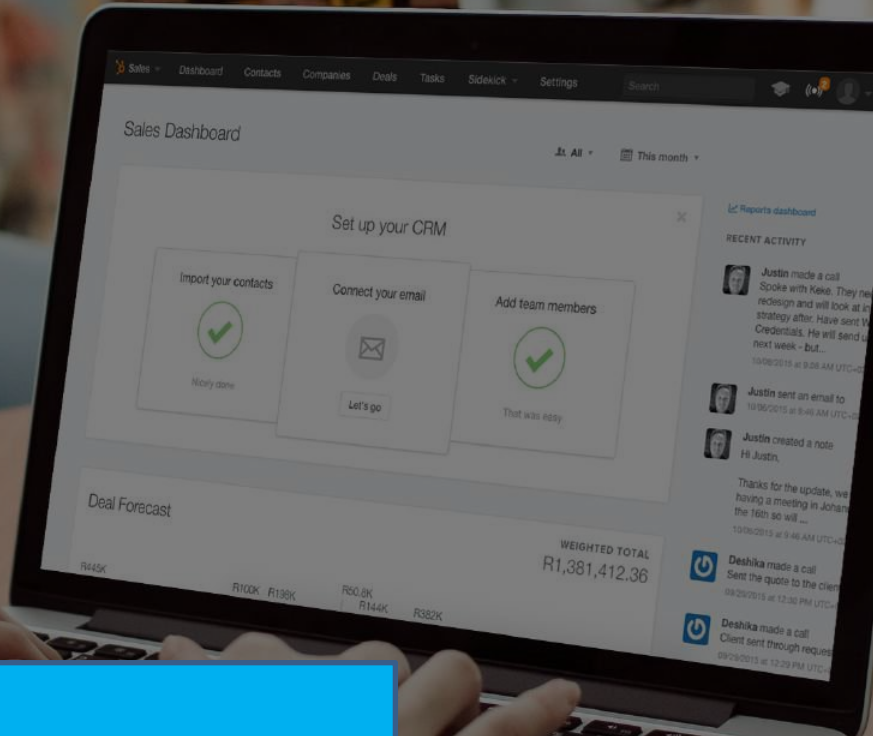
We workshop to determine a closed-loop reporting plan.

Sales Process Mapping

We interview stakeholders via GoToMeeting to determine the sales process. Then we document this process, and make recommendations to improve it.

Setup of Sales Process in HubSpot CRM

We set up a HubSpot CRM based on client preferences and the sales process.

Import of data into HubSpot CRM

We import Contacts, Companies and Deals (the cost will be determined based on the quantity of information and the format it is in).

HubSpot CRM Training

We provide training via GoToMeeting to show how to use the HubSpot CRM.

Inbound Sales Methodology Training

We provide training via GoToMeeting on inbound marketing and sales and how to get the most out of it.

Sales Automation Campaign Development

Sales Automation Campaign Supporting Assets

Refer to "Campaign Supporting Assets" above.

Sales Automation Campaign Analysis

Refer to "Campaign Analysis" above.

SalesForce Integration

Working with a SalesForce Administrator via GoToMeeting we use the HubSpot connector to integrate with SalesForce.

CHAPTER TWENTY ONE

CONSULTING AND REPORTING

EXPERTS ON CALL

General Consulting

Hourly rate for general consulting.

Weekly Status Meeting

This includes the preparation for the meeting, the meeting itself and post meeting actions on a weekly basis.

Weekly Performance Report

A weekly dashboard showing general digital performance.

Monthly Report

A monthly report showing the performance of each digital channel.

LETS CHAT

We would love to chat to you further about how we can help your business grow and scale.

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