

five

The bulletin for marketing communications

The Inbound Issue

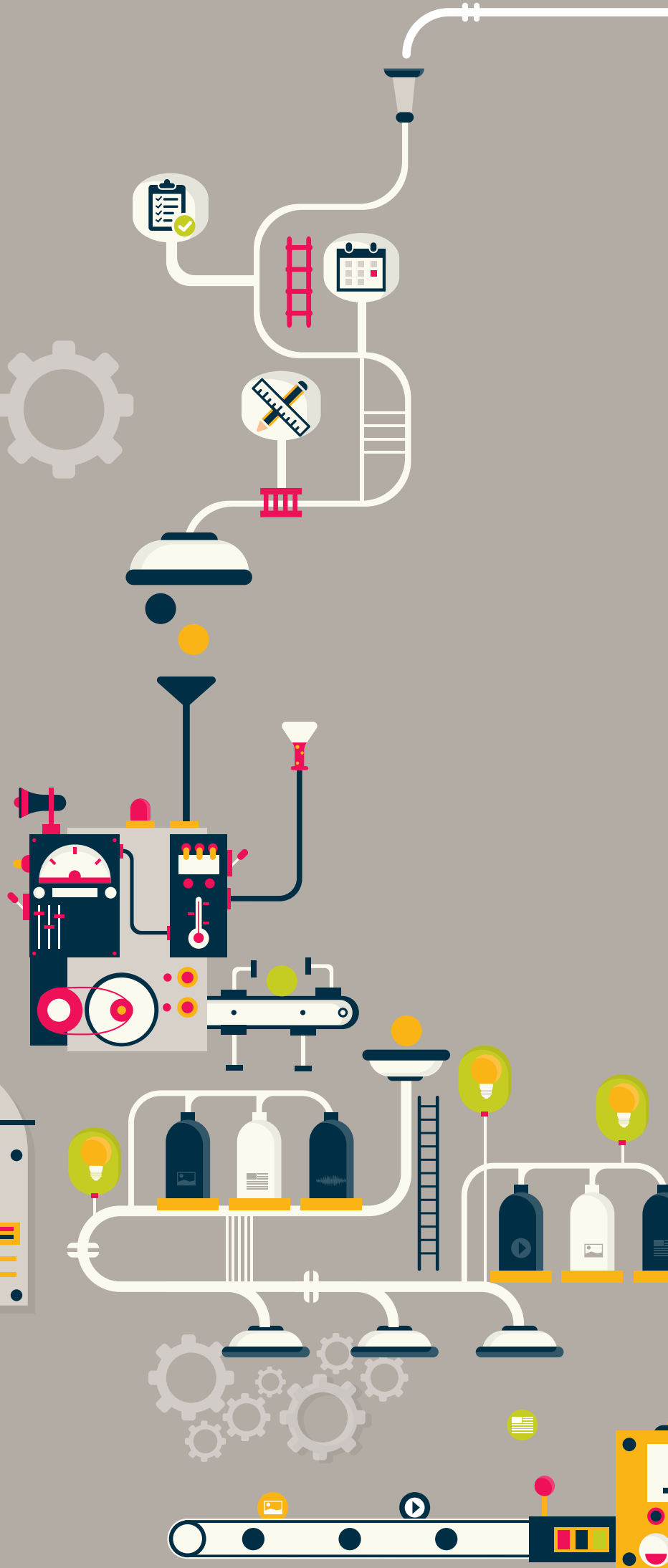
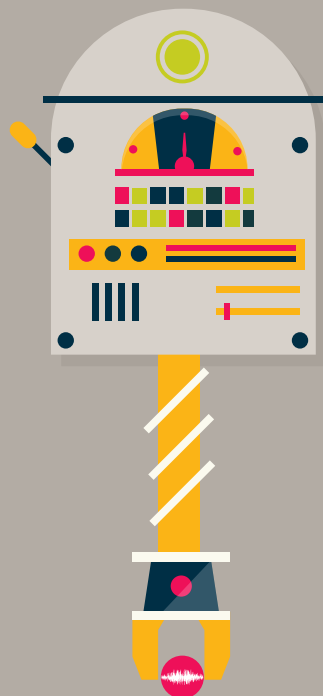
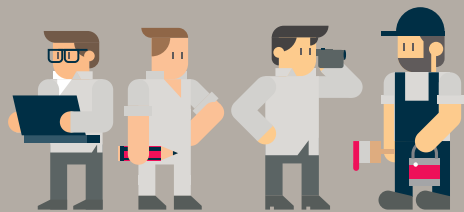
The changing sales landscape

The insider's guide to modern marketing

A consumer-centric approach to the customer journey

Creating a content machine

How to get started with inbound marketing



Introduction by **Steve Milne** Head of Digital, Fifth Ring, UK



This issue explores inbound marketing - the best way to turn strangers into customers and promoters of your business. Enjoy.

Welcome

Marketing is changing. Marketing has changed. It is no longer enough to push your messages at your target customers. They won't listen. They don't want to listen. They're bored of being sold to. They find it annoying. People don't buy from annoying businesses.

People have more choice than ever before, and this is increasing. They use Netflix to avoid commercials. They use ad blockers to avoid advertising on the web. They use social media and specialist blogs to get information they really want to read - without the news they don't care about.

So not only will they not listen, they won't even hear you. They'll actively tune you out. Like ignoring the drone from the air conditioning.

This is bad news if you rely on shouting louder to get your advantage over your competition heard. It means that to an ever-growing percentage of your target customer base, you are simply more annoying than your competition.

That's bleak, huh? But Five always brings some good news, doesn't it? So what's the good news?

The great news is that people always want to learn. The internet makes it very easy to learn from others. Your business likely has unique knowledge that your customer base would love to get access to. You have the power in this dynamic. No longer is your audience tuning you out - they are actively seeking your knowledge.

In this issue, we explain how you can harness this single principle to convert the desire to learn into attention, and then convert that attention into sales leads.

It's a new way of thinking about your relationships with your prospects. It works. It's called inbound marketing, and it's here already. If you want to see an example of inbound marketing, you're reading one.



WE ARE SEEING THE SHIFT TO YOUNGER AND YOUNGER DECISION-MAKERS

The changing sales landscape

Susan M. Johnson Marketing Communications Manager, Dover Artificial Lift

I've been in my current role at Dover Artificial Lift for about a year and a half. However, I have been in the oil and gas industry for the last 10 years, in product marketing, as a US marketing manager, and now in a global position. I have worked in both B2C sales and marketing with the Ford Motor Company and in the B2B marketing space for the past 30 years.

What are the challenges for modern businesses?

Traditional ways of marketing and advertising have changed dramatically and so have the tactics to reach the customer. Obviously, technology has played a huge part in the dynamic. There is a tremendous amount of noise in the market place, all of it vying for the customer's attention. There are so many channels that can reach and compete for this attention, that a really well thought out strategy is critical. I do believe that, in a heavily technical business, some channels work better than others. Social media is such a 'front of mind' thing with people today, and it is important to have a presence and tell your brand story. However,

research has shown that with engineers, it's still near the bottom of where they go to get information during the buying journey. Digital advertising, websites, and white papers pushed out to multiple channels are still showing to be stronger drivers to lead customers through your sales funnel in a technical B2B world.

What changes have you seen in the sales process and how customers engage with businesses?

The shift in the last 10 years in the sales process has been monumental. Today's customers are far better informed and further down the buying journey than they were previously. Before they connect, the buyer

today does an incredible amount of online research about what it is he is purchasing. The reliance on a sales person and the dynamic with which they engage with each other is far different from 10 years ago. Sales people, even technical, are seen as less of a source of product information than before. They (sales people) have to assume their customer already has a certain base level of knowledge and product information. Therefore, the role of the sales person becomes more of an advisory one to the customer, with the 'expert' knowledge they have to solve the customer's challenges.

The bottom line is that today's sales force has to know its products inside out, and how its products speak to the customer's needs.



Where I have seen tremendous growth is in B2B companies that have switched their approach to a customer-centric strategy. Developing a multi-channel strategy to reach buyers in a variety of ways, I believe, will be the key to success moving forward.

Do you think the business community is ready for the changing sales landscape?

I think the B2C community is light years ahead of the B2B community in recognising and reacting to the changing landscape of today's buyer. I believe there is now recognition that the B2B community needs to change with the times and appeal to a younger audience, which has less of an attention span than ever before. How to change is still a journey many have to go on. Some have decided just to go with a B2C model, which may or may not be the best course of action. Where I have seen tremendous growth is in B2B companies that have switched their approach to a customer-centric strategy. Developing a multi-channel strategy to reach buyers in a variety of ways, I believe, will be the key to success moving forward. A marketing plan that truly identifies and works through who the key customer groups are, how best to reach them, and then develops a message that speaks to that customer's reality and issues, will be how companies win in today's market.

What does modern marketing mean for business?

Modern marketing today can no longer focus on what the company wants to tell the customer, what every spec is and why they think it's what the customer should buy. It's now about: 'let me understand your issues (with a lot of research done before the actual customer meeting). What are your drivers? Now let me explain how my product or service can help you meet your goals and solve your issues and what differentiates us from others in this market'. Actual white papers, case histories or other customers' results can validate why this is the product or service to choose. The 'trust me, it's the best' approach becomes less and less important: the proof of that is in the results you see with other peer groups.

How should businesses address their sales challenges?

You must relentlessly understand your customer, the market changes and challenges and learn to sell from a customer-centric viewpoint.

Do you have any examples of how Dover Artificial Lift has addressed the changing sales landscape?

Much of the changing sales landscape is being driven by the great crew change that is taking place in the industry. We are seeing the shift to younger and younger decision-makers. This new group makes much more use of digital resources when researching and making their buying decisions. Vendors' websites, industry trade publications and social media are major sources of information. They are much more open to a 'consultative sales approach' due to having less experience in the industry and, in general, tend not to be as brand loyal as their predecessors. Dover Artificial Lift has addressed these changes by redesigning our website, being more active in social media, especially LinkedIn, and assisting our customers with an overall solution to the problem based on the expertise our sales force has.

Additionally, we have found that less experienced, younger engineers are much more interested in education services (classes) than ever before, to learn as much as they can about different forms of artificial lift. We have developed our Dover Artificial Lift Academy, with various classes, designed to educate people and taught by industry experts. We continue to see the interest and need for these education classes, with ever-higher attendances.

The insider's guide to modern marketing

Six principles of modern marketing from six different view points.

Fifth Ring, UK and Singapore

A changed mindset

The world around us is changing, and this is impacting on marketing at an unprecedented rate.

Our lives are becoming increasingly busy, and we are bombarded with information each and every day. We are receptive to emails and calls at work, social media posts, news articles, TV programmes and messages from family and friends. It can be hard to keep up, so it's no wonder that it's becoming even harder for businesses to reach and engage with people when they are competing for their precious time and attention.

Not only are businesses competing against one another for the attention of potential customers, they are competing against their potential customers' friends and families, their interests and hobbies and their social lives.

It's therefore no longer appropriate to push out sales messages to a mass audience, shouting louder than your competitors, in a bid to drive results. You must cut through the clutter in a meaningful way to really connect and influence people. You must adopt a new mindset, where you first take the time to fully understand your target audience, how you can deliver value to them and the full customer journey.

If done properly, your marketing activity can be hugely powerful and successful. It can connect deeply with your target customers, add value to their lives, help and educate them, create meaningful experiences and, most importantly, drive leads and sales in new and exciting ways.

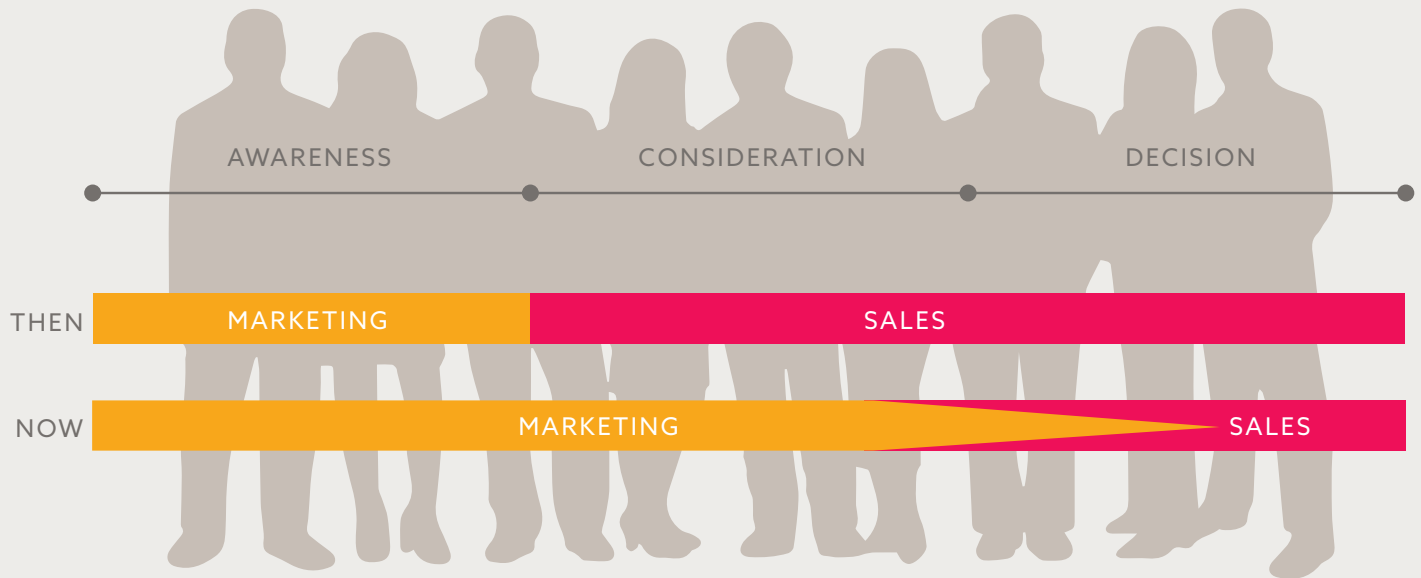
This changed mindset is what fuels inbound marketing.

Steph Asher, Business Manager



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The buyer journey



Knowing your buyer and the buyer journey

Inbound marketing starts by first focusing your attention outwards, towards your target audience. Before beginning with your inbound marketing campaign, you must first look at who you're trying to reach, and understand where they are in the buyer journey.

You might say: "Well that's easy - we know the positions and industries we want to target, on to the next step!" But hold on for a second. Inbound marketing requires you to consider much deeper questions. What common obstacles are your target customers facing? What help do they need? What questions are they asking? The list goes on.

While creating content to address your targets' questions, challenges, needs and opportunities, it's vitally important to think about the buyer journey as well, as this will determine what type of content you create, and the tone you adopt.

At the awareness stage, your target customers realise that they have a potential problem or opportunity, and will be searching for vendor-neutral information to help and support them. They aren't ready yet to read about your case studies or in-depth details of your product. But you still have an opportunity to become their go-to resource and lay the foundations for further interactions.

When your targets reach the consideration stage, they'll be searching for solutions to solve their problems or harness their opportunities. This is where you can not only showcase your expertise, but introduce the products or services that are relevant and helpful to them.

And, finally, by the time they have come to the decision stage, they have shortlisted their options and are looking for in-depth information. At this stage, you can provide them with targeted case studies, offer trials and much more to help them towards making a purchasing decision.

Debbie Ho, Account Director



“ WHEN FACED WITH A SEA OF INFO

Getting the measure of creative

We're getting increasingly good at measuring. We're all digital. We're very clever. We're data geniuses. We're big data experts. We can do things with content that you wouldn't believe. In real time. It's hugely quantifiable. It's visible. And it's tangible.

It's great news for clients. But it's not a new phenomenon.

Decades ago, the direct marketing agency had it over the ad agency. And justifiably so. From their well-crafted mailshots to the paper engineered object d'art sent in unusual, interesting packages, the integrated DM campaign was quantifiable to clients. All the activity was tracked, honed and refined. But it was the creativity that was vital in making it hit home.

We live in a slightly different landscape these days. We buy more avocados than oranges. Supermarkets are trialling face recognition software to register the genders and ages of who looks at what, in what aisle. Why? Because, intelligence is power, which in turn, is money.

We're better informed by data. A rich, and data-centric world, allows us to shape something extremely exciting. The creative brief allows us to feed and nourish our creative teams so that they can create spectacularly relevant, attractive, insightful messages,

targeted with pinpoint accuracy. Done right, we can ensure our target literally puts his or her hand in their pocket. And not just invariably because their pocket contains a phone.

Which then highlights a problem. Information is so readily accessible. There has never been so much of it, all vying for our precious attention. In a bid to be heard, the exercise becomes a case of feeding the machine.

And therein lies another problem. Are we merely feeding the machine with content? If so, we have to think differently.

We have the science. We need to remember that what we do should be an art. And that requires creativity in everything we do. The visuals. The headlines. The body copy. The landing pages. The eShots. The film scripts. Creative. Creative. And more creative.

Bill Bernbach (Google him) once said: "It may well be that creativity is the last unfair advantage we're legally allowed to take over our competitors."

That was around 60 years ago. It's never been more relevant than today.

Alan Stobie, Creative Director



INFORMATION, NAVIGATION TO YOUR GOAL SHOULD BE AS DIRECT AS POSSIBLE, MADE EASIER BY FILTERING OUT THE UNIMPORTANT NOISE.

Smart measurement over vanity metrics

A wise man once wrote: "Perceive that which cannot be seen with the eye." This was penned over 500 years ago by master swordsman Miyamoto Musashi, author of The Book of Five Rings.

The window into your company, also known as your website, is the hub of all your marketing exploits and contains an untold amount of insightful information if you use the right analysis.

Your company's digital data can explain which marketing channels are working, forecast how many sales you can expect in a given month and show where your budget may have been better spent.

Unfortunately, we can become distracted by the wrong stats and often draw assumptive incorrect conclusions based on vanity metrics that mean nothing to your business. A 20 percent increase of page views in a month can look great on paper, but is only useful information if these views are converted into actionable conversations that improve the goals of your business.

When faced with a sea of information, navigation to your goal should be as direct as possible, made easier by filtering out the unimportant noise.

In marketing measurement, knowing the meaning behind what you're looking at is half the battle. Analytics allow us to interpret how well our marketing efforts resonate with real people - your customers or your competitors' future customers.

Expert analysis can allow you to perceive the future, make inspired decisions and capitalise on trends. If you don't know what the metrics mean, then make sure you work with people who do.

Mark Innes, Digital Architect

Thinking cleverly about content

So you know your buyers, you're set with your analytical tools, you're ready to think differently and get the creative juices flowing... now what? Now it's time to combine everything to create the right kind of content.

Most people naturally default to the written word, whether it's blogs, technical articles or thought leadership articles – and they are great starting points. But if your target personas don't consume this form of content, then maybe it's not the right medium to spend your time on. Or maybe it is, but when they're further along the buyer journey.

So, think about who you are targeting. What stage in the buyer journey are they at? How are you going to reach them?

If blogs are the way to reach them, then get typing! However, it's also important to widen your thinking. Can you engage with your audience better through a photograph? How about an infographic? A video? A helpful checklist? A webinar? A survey? The options are infinite. Just make sure they are appropriate to the channel and audience you are trying to engage with.

Your distribution is also important. Does your ideal customer use social media? Do they attend exhibitions? What about networking events? Do they attend presentations or do they prefer having something physical to review in their own time? Having the right content is key, but if it's not distributed correctly then it's not worth your while. Take the time to plan and execute your content distribution. You spent valuable time on it – this is where you make it work for you.

Also, remember your content doesn't have to be a one-hit wonder. Some content can be adapted and used in a number of ways across a number of channels. For example, a thought leadership article could be made into an infographic and distributed through social media. A survey can be adapted into a white paper. A video can provide stills to use at other times.

In summary, content is your hardest working foot soldier. Spend time with it and it could work wonders for you.

Jen Buchanan, Business Manager



**COMPELLING CREATIVE + PRECISE PLANNING:
GIVE THEM BOTH BARRELS.**

IDENTIFY, NURTURE AND CLOSE LEADS WITH EFFICIENT TARGETING.



The journey of sales enablement

In today's sales and marketing, the role of a sales person has evolved from the primitive days of cold calls and door-stepping, to the modern techniques of sales enablement in the digital landscape. Marketing no longer serves the single purpose of awareness – it is now deeply penetrating the buyer journey, from consideration right through to decision.

What does this mean for modern sales, where 76 per cent of business-to-business (B2B) decision-makers and influencers prefer to start their research on Google, and a further 15 per cent start with peers but go on to engage with a search engine during their journey?

Businesses must now think more smartly, be more efficient and have a more intelligent approach to how to identify, nurture and close leads.

Most should find a plethora of leads visiting their digital platforms on a daily basis, but only those with the right tools and processes to correctly identify marketing qualified leads (MQLs) will be able to optimise their sales team's efforts.

Deploying automated processes such as email templates, sequencing, automated prospecting and live chat will identify and nurture leads and ensure that sales can spend more time with the right people, listening and relating to the buyers' needs and motivations. This enriches their conversations with potential customers, with the right content and evidence to support and ultimately increase the number of successful deals.

But why stop there? Our journey with sales enablement must constantly adapt and change for our markets. Comprehensive reporting of the sales funnel from end-to-end allows us to visualise the changes in buyer behaviours and inform our sales team, empowering them to lead the way forward for tomorrow's most successful businesses.

Ray Addison, Business Manager



Marketing no longer serves the single purpose of awareness – it is now deeply penetrating the buyer journey, from consideration right through to decision.

A consumer-centric approach to the customer journey

Implications for your inbound strategy.

Rodrigo Perez Vega Lecturer in Marketing and **Cristiana Lages** Associate Professor in Marketing and Service Management, Henley Business School

Consumers have changed the way they buy. This is partly underpinned by the technological changes that we have experienced in the last decade. In particular, social media and the resulting shift in power that it is giving to consumers, and the higher smartphone penetration, providing internet connectivity on the move and changing the available sources of information in the consumer decision-making process.

Simultaneously, consumers are more wary of traditional 'push' marketing activities, resulting in inbound marketing being more relevant. This has several implications for marketers and those in charge of developing marketing strategy. But the most prominent one is that conventional efforts of designing the customer journey based on employees' perspective limits the provision of an optimal customer experience. In contrast, marketing practitioners and academics have identified the benefits of a customer-centric approach i.e. taking more input from real customers in order to design more effective customer journeys that reflect more how the customer wants to move across their journey.

From an inbound strategy perspective, companies need to map out the ideal customer journey before deciding on the content that will feed into each stage. It is also important to be aware that despite what marketers would prefer (i.e. a customer journey fully controlled by the marketer) the reality reflects a more wide range of touch points which are not in full control of the marketer, but need to be factored in when re-designing that journey. Marketing literature identifies four types of touch points in the customer journey: brand-owned, customer-owned, partner-

owned and social/external touch points (Lemon and Verhoef, 2016). Brand-owned touch points are fully controlled by the company, and to some extent these are the most simple to modify. However, with the increasing sophistication of tools available in brand-owned touch points, this also means that marketers need to make decisions on the balance of human and non-human touch points that are introduced as part of the inbound marketing plan. For example, the use of bots and less sophisticated but automated non-human touch points like an email campaign need to be triggered in such a way that the content reaches customers at the point in the customer journey where it creates most value for them.

The second type of touch point is customer-owned. These refer to customer actions that are part of the customer journey but are completely out of control of the company, its partners or other external entities. These touch points were usually neglected by marketers. However, they are gaining more relevance as consumers feel enabled by technology like social media, to co-create value independently or with others in ways that can be beneficial or detrimental for the firm. For example, there are hundreds of thousands of online reviews regarding products and services on different sites. And even



though most of these sites tend to be independent from the company, from an inbound marketing perspective, good reviews can draw qualified traffic to other brand-owned touch points further down the customer journey. The third touch point type, social/external touch points, recognises that customers do not experience the journey on their own. Instead they are exposed to different sources of influence throughout their journey e.g. other consumers, family and close friends and media. A well-crafted journey that takes the behaviour of others into account at key points could draw positive outcomes for the firm. For example, consider how several content websites added social plugins to their sites to convey social influence to their content. This is a technique that is also widely used among e-commerce websites, like Easyjet, that display how many users are currently looking at a certain route, in order to encourage action from the customer. From an inbound marketing perspective, harnessing these external touch points, by bringing them to the customer at a stage in which they would benefit from them, would improve the results.

Finally, partner-owned touch points are customer interactions that are jointly designed and managed by the firm and one or several other partners. These partners can be marketing agencies like Fifth Ring,

but also multichannel partners, communication channel partners etc. Changes by the partners e.g. new talent brought into the agency or changes in functionalities of a particular channel, like the introduction of Facebook canvas for advertising, can have a positive impact on the whole customer experience.

For more information:
Lemon, K N and Verhoef, P C (2016) Understanding customer experience throughout the customer journey. Journal of Marketing, 80(6), 69-96



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1 Strategy and plan

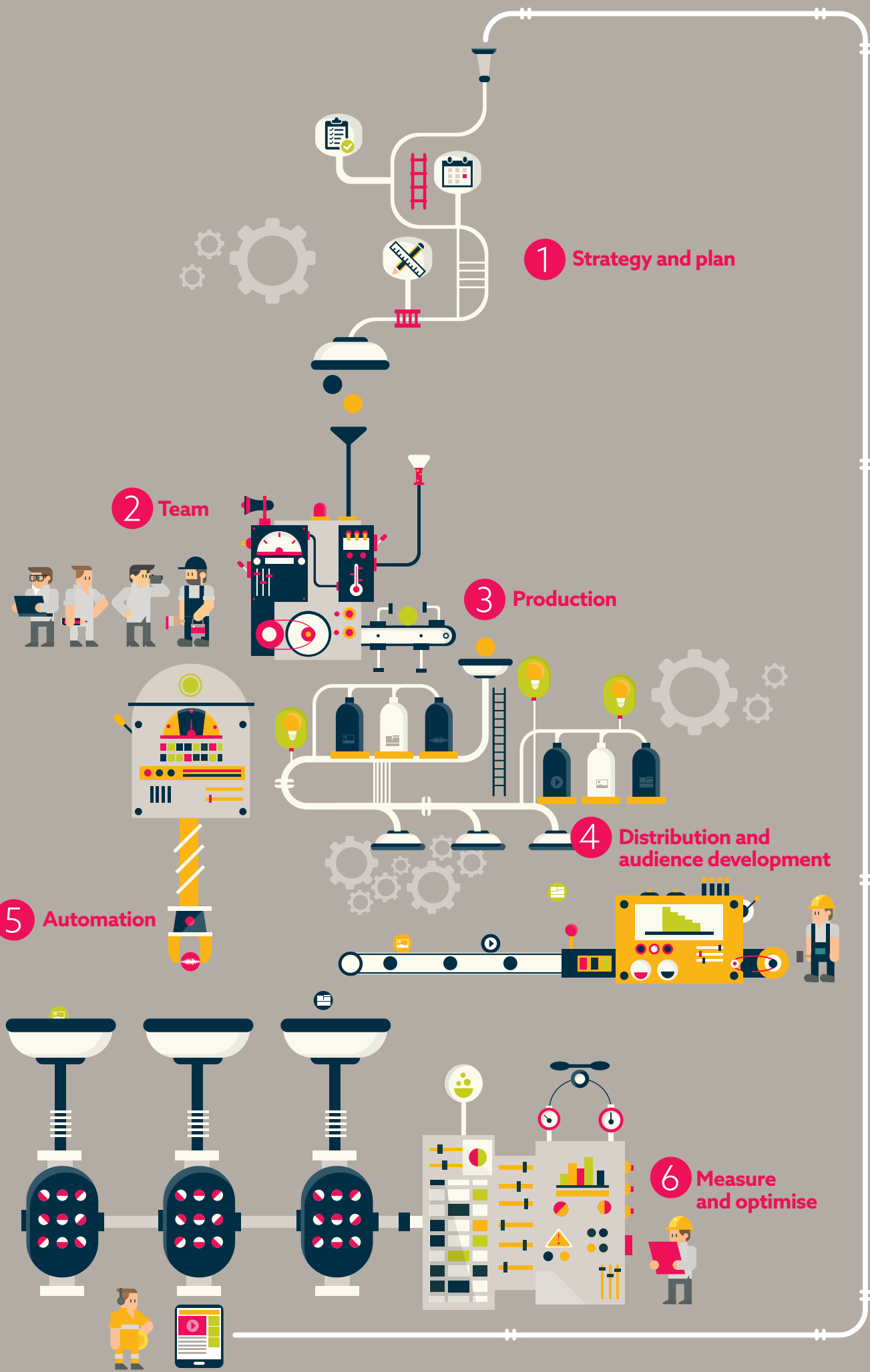
2 Team

3 Production

4 Distribution and audience development

5 Automation

6 Measure and optimise



Creating a content machine

A well-run machine is built with high-quality parts that all work together to achieve the same goal.

Steph Asher Business Manager, Fifth Ring, UK

Content is the heart of inbound marketing - without it, it cannot function. It can feel quite daunting when you start out, but you shouldn't be doing everything yourself. You should strive to create a content machine in your organisation that makes the creation process slick and efficient and pulls in the best resources. But what are the critical components of this machine?

1. Strategy

You need to feed the machine with your goals, KPIs and other key pieces of information, like your buyer personas and your buyer journey. This will ensure every piece of content you create is targeted and will achieve the desired results.

At this stage, you should create your content offer matrix. What high value pieces of content can you create that your targets will be willing to exchange their contact details for? This matrix will fuel your content generation, as you'll create blogs, articles and other types of content to drive people to these offers and thereby generate leads.

2. Team

Assemble your teams for each part of your content machine. You'll need a range of skill sets, for example, strong writers, creative designers, videographers, developers and expert digital marketers. You may also need external support.

Create a production calendar that clearly details what each team needs to deliver, and deadlines. Also ensure you give all the teams detailed briefs so they know exactly what they need to do.

3. Production

This is where your content is created. All teams will work to create the best content, as well as all the collateral required to support your campaign.

Not only will you require high value pieces of content, and supporting content, but you'll need landing and thank you pages, call to action buttons, eShots, social media posts and more.

All of this will likely go through rounds of amends, but our top tip is to just get your content out there. It may not be 'perfect', but you can always come back and create updated versions in the future.

4. Distribution

Once all your content is finalised, and you have all the assets required to launch your campaign, it's time to go live! You'll press the publish button on your landing page, upload your blog articles, and start distributing these via your selected channels, e.g. social media and email.

5. Automation

The work doesn't end when your content is distributed. If your content is successful and you start capturing data, what happens next? How do you nurture these leads and move them through the sales funnel, further towards becoming a customer? How do you qualify these leads into marketing qualified or sales qualified leads? And how do you pass them to your sales team?

Luckily, this can all be automated in extremely clever ways to maximise conversions. Technology can be your best friend at this stage - software like HubSpot can empower you to send targeted and timely messages and content based on the actions your leads take. Create a suite of personalised and relevant content that automatically sends leads to you when they perform trigger actions, like visiting certain web pages or clicking on a button in an email.

You can also automate the process of qualifying leads based on certain trigger actions and lead scoring, and automatically pass them to your sales team.

Automation will save you time and maximise your results.

6. Measurement and optimisation

Once your content is out there, and your automated workflows are in place, you must continually fine tune your content machine by monitoring and optimising the inputs, outputs and processes and measuring the outputs against your overarching goals.

Then filter your findings back into the top of the machine, and create more of what works.

Now what?

How to get started with inbound marketing.

Laura Glueck Business Manager, Fifth Ring, USA

So you know the basics, and think inbound could benefit your business. But what next? Here are the key things to think about and the first steps you should take.

START



Assess your current marketing

Before you embark on your inbound journey, and start creating your inbound strategy, it's important to assess what is currently working and where there are gaps or opportunities.

- Do you already have some content out there? Do a bit of analysis to find out what types of content are working and what is driving traffic or leads.
- You'll likely have a website, but what's happening on it? Where are visitors going, where are they coming in or dropping off and how long are they staying? You can pull extremely valuable insights from Google Analytics.
- If you've been posting on social media channels, what's engaging your current audience?
- Also, do an audit of your current marketing assets. Do you have existing content that could be useful, such as presentations, white papers, videos or articles? These can kickstart your inbound marketing.

Develop your inbound knowledge

This edition of Five gives you some insight into the world of inbound, but you should definitely dig a little deeper to garner a full understanding, discover exactly what tactics your business needs and what will drive the greatest results. There's a ton of content on the internet, and we have inbound marketing experts at Fifth Ring that can help you and answer your questions.



Get started

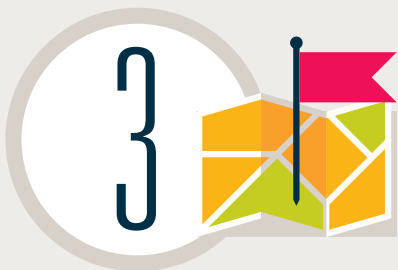
You could get stuck in the planning stage for ages – where you keep refining it, adding to it or changing your mind about minute details. And, while it's great to nail your strategy, you need to just get started.

Start creating content, publish it and monitor the results. This is an iterative process, and we always recommend to start getting your content machine up and running, and tweak things as you go. By doing this, you'll gather valuable data which can refine your strategy further and start driving your desired results quicker than if you got entirely bogged down in the planning phase.



Do some research

You've had initial thoughts about your strategy in the previous step, but you need to add more meat to the bones. While it's a good start to use your own knowledge, and that of internal colleagues, there is nothing more valuable than actually speaking to your customers or leads. This first-hand information can transform your inbound strategy and add real context that you can harness to drive stronger results.



Think about resource

You may feel really excited about the possibilities of inbound, but do you have all the resources required? You'll need a variety of skill sets, from content writers and designers, to developers and digital marketers. If you don't have these in-house, or don't have enough of them, you may have to pull in external resources to support you – whether this is at a strategic level, or for the creation and execution.

Also, do you have the right tools to do inbound properly? Do you have a CRM and a fully-functioning website? Do you have automation tools? You can still start inbound without these, but the right technology will help you massively.



Start laying the groundwork

Start thinking about your goals – what are your business goals and what do you want your marketing to achieve? Define these at the outset.

Who are your ideal customers? Create buyer personas to exemplify them. What are their challenges, motivations, or what questions do they frequently ask? Knowing who you're targeting is crucial.

What does your buyer journey look like for your personas? Defining this will allow you to create content relevant to each stage and understand how to move leads through the sales funnel.

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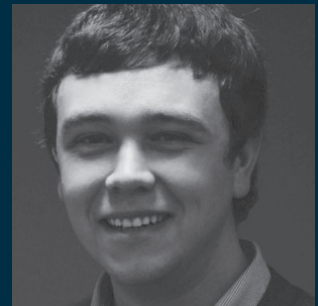
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Get involved

Five provides compelling, thought-provoking and meaningful insight and commentary on all things marketing and communications. Our contributors are recognised for their expertise and fresh ways of thinking – but the more the merrier. We want to hear your thoughts on Five and we always welcome new contributors who want to share their own thoughts on industry, tools and talent.

Get in touch with the **Five** editorial team at five@fifthring.com

GLOSSARY

If you're new to the world of inbound marketing, then you'll likely be doing some more research or speaking with people who can support you. We've pulled together some key words and terms that may crop up, and given you the definitions, to help you along your inbound journey.

A/B testing	A/B testing (often known as split testing) involves creating two versions of a website or piece of content, and running them at the same time to similar audiences. This gives you valuable data, as it shows what works best.
Buyer persona	A fictional representation of your ideal customer, based on research and real information about your existing customers, including demographics, challenges, goals and much more. Using buyer personas allows you to create targeted, valuable and effective content.
Channel	A medium through which a message is transmitted to its intended audience, for example social media, website, print media and so on.
Content audit	The process of taking a complete inventory of all existing materials (for example blog articles, eBooks, presentations, videos and so on) and reviewing how those materials align to the marketing strategy and how they're performing. This helps identify content that is valuable to your target audience and shows where gaps exist.
Content culture	A culture in a company that encourages and supports frequent, high-quality content creation from all staff, not just people in the marketing team.
Content management system (CMS)	Software that enables the setting-up, publishing and editing of information and content on a website.
Content mapping	Aligning content closely with the consumer or buyer persona's needs. This typically targets content according to the characteristics of the person who will be consuming it and how close that person is to making a purchase (i.e. their life cycle stage).
Content marketing	Content marketing is often used interchangeably with inbound marketing. It has the same core principles of inbound marketing, in that you should be creating and distributing valuable, relevant and consistent content to attract and retain a clearly defined audience and ultimately drive profitable customer actions.
Content syndication	The process of pushing your content out to third-party websites. This can earn visibility on other platforms without having to create new content, which may drive more engagement or web traffic.
Evergreen content	Content that remains of a high value and quality over time, normally because it contains information that does not go out of date. Evergreen content has a longer shelf life and can help marketers from a SEO perspective to establish authority into long-tail keywords.
Growth-driven design	The agile development or redesign of a website in intentional increments. It is based on the idea of making informed performance improvements to a company's site based on testing, continual learning and research that is derived from visitor behaviours on the site.
HubSpot	Inbound marketing and sales software that helps companies attract visitors, convert leads and close customers.
Inbound marketing	An approach focused on attracting customers through content and interactions that are relevant and helpful, not interruptive. Potential customers find you through channels like blogs, search engines and social media.
Landing page	In the context of marketing, a landing page is a web page that is distinct from your main website, that has been designed for a single-focused objective and will guide visitors towards your intended conversion goal. For example, this may be to fill in a form to download a piece of content, or click through to another page.
Lead	A prospective customer of a product or service, created when an individual or business shows interest and provides contact information.
Long-tail keywords	Multi-word phrases which are very specific to what you are selling. They are used to target niche demographics rather than mass audiences.
Marketing analytics	The practice of measuring and analysing marketing performance to enable you to continually optimise your strategy and tactics to maximise results.
Marketing attribution	The science of assigning credit from a conversion or sale to the marketing touch points that a customer was exposed to. It typically takes multiple touches along the buyer journey for a consumer to request information and purchase your product or service, and attribution modelling showcases which campaigns or marketing activity are contributing to sales and revenue.
Marketing automation	A category of technology that allows companies to improve engagement and increase efficiency in order to grow revenue faster. This is done by automating repetitive and/or time-consuming marketing actions, such as email marketing.
Marketing qualified lead (MQL)	A lead judged to be more likely to become a customer compared to other leads, based on lead scoring. Sales and marketing can work together to determine which demographics, activities and behaviours make a lead 'marketing qualified'.
Newsjacking	Newsjacks are quick content formats that react to, or put their own spin on, a piece of news that would impact on your industry, or which is relevant to your target audience.
Sales enablement	A strategic, cross-functional discipline designed to increase sales results and productivity by providing integrated content, training and coaching services for sales people and front-line sales managers along the entire customer's buying journey, powered by technology.
Search engine optimisation (SEO)	A marketing discipline focused on growing visibility in organic (non-paid) search engine results. SEO encompasses both the technical and creative elements required to improve rankings, drive traffic and increase awareness in search engines.
Repurposed content	Adapting or recycling content for use in a different purpose, for example, repurposing part of an eBook to create a blog article. This lessens the need to continually create new and original content, which is often a big challenge for companies.
User-generated content	Any form of content, such as photos, videos, blogs and so on, that is created by consumers or end-users of a product or service.



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