



LEADING THE WAY

Conference and Trade Show 2016

the
marketing
people

We help businesses grow using intelligent marketing & creative design

www.themarketingpeople.com

the
marketing
people

Don't be anti-social with your inbound marketing.

David Mitchell & Lauren Keeling
the marketing people

Marketing Advertising Branding Web & Digital Graphic Design Print & Fulfilment SEO Social



An advertisement for 'AV PLATES'. The headline reads 'Don't Compromise on your AV Plates. Get what you really need.' The ad lists services: 'We specialise in face plate and custom panel manufacture enabling you to specify exactly what you or your clients require. Try our "Custom AV Plate Designer" now on our website.' It also lists options: 'Choose plate finish', 'Choose layout', 'Choose connector/s', 'Choose termination', and 'Choose branding'. A small image shows various AV plates. At the bottom, it says 'Start designing your AV Plate now Go to the ONLINE Plate Designer' and 'Full instructions video available on our website to help you get the exact layout and connectors you require'. A 'Branded Plates' section lists: 'Brand your plates with your own or your clients logos.', 'With a choice of printed or engraved options to suit you.', and 'Connector labels & contact details can also be added. Why compromise when you can have the AV Plate you need.'

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But we can talk about us later



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If one more digital marketer tells me ...

“You should be creating an **immersive experience**”

“You need to appeal to **millennials**”

“Go **Viral**”

“**Twitter** is where it is at”

“You should post more **infographics**”

“I’m a social media **guru**”

“You should use more **snackable** content”

“You should get more **user generated** content”

“It’s **Traditional vs New**”

... I’m going to go insane!

It only creates more questions ...

...how does it actually work?

...how do we incorporate it into our marketing?

...how do I gain anything back from the effort I'm putting in just to keep up with social media?

...what if it isn't actually for my business?

So who are you?

How many of you are in sales?

How many are involved in marketing?

How many of you go to networking events?

How many of you see clients face to face?

It's nothing new

It may be called Social Media and Inbound Marketing ...

... but it's nothing new. It's the same principles you have had for years.

Audience Participation time

Let's try something

Can I have 2 volunteers please?

Audience Participation time

Let's try something

Can I have 2 volunteers please?

NB: This slide wasn't in the presentation,
but I thought I may need to explain the next slide...
I asked 2 men who had never met before to come up
on stage –
and give each other a BIG kiss and hug

Perhaps a little
anti social



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The logo graphic for 'the marketing people' consists of a horizontal bar with a white-to-purple gradient, ending in a solid purple square.

Let's take a look at the traditional sales process

- Identify who your prospects are
- Find contact details of suitable potential customers
- Add them to your target list
- Contact them old – warm - hot

Let's take a look at the traditional sales process

The traditional sales process was very linear.

- Yellow pages style
- Call list
- Remove objections
- Batter them into submission

The rate of change in how and where we communicate

You know from your own experiences how much things have changed..

Used to be a phone call, a letter, a brochure or promotional leaflet, tactile fixed media.. printed - packed - wrapped, stamped and posted.

And also door knocking and handing over your business card

The “not so long ago technology”



**Then a new technology
CD roms**

In addition to paper advertising, with navigational buttons to flip between information easily.

Rich media animations and videos to view on disc. As the web couldn't deliver these large files at that time, it was posted, pushed to the recipient.

The push

Push sales & marketing can be quite intrusive:

Hence:

TPS System

No cold calling To stop us all doing our jobs

NO cold callers etc etc

To stop us all being pushy and sending stuff they didn't want or need and expecting a sale

Pushy to say the least



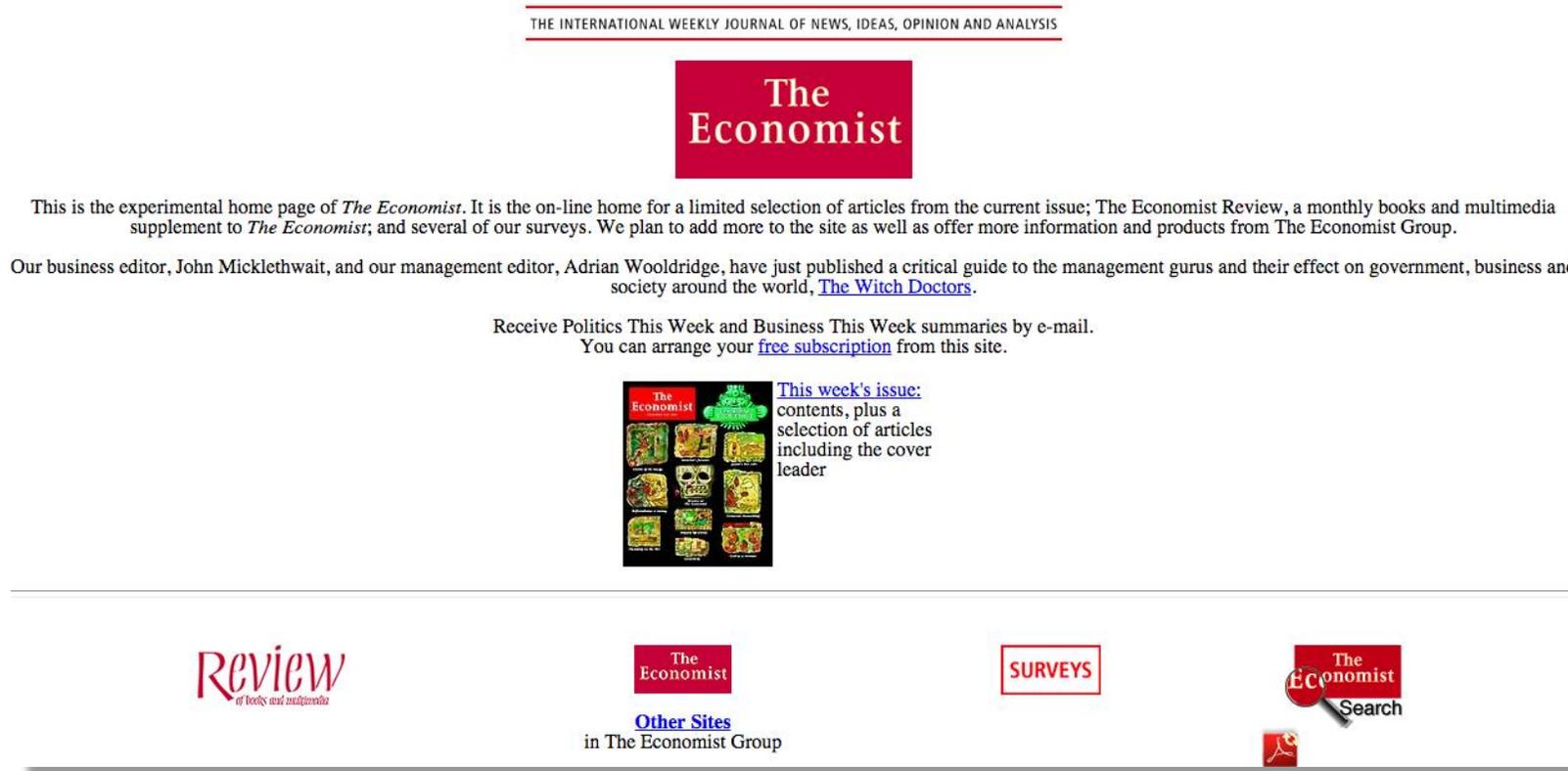
We help businesses grow using intelligent marketing & creative design

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marketing
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A horizontal bar with a white-to-purple gradient, positioned below the company name.

The “not so long ago” technology



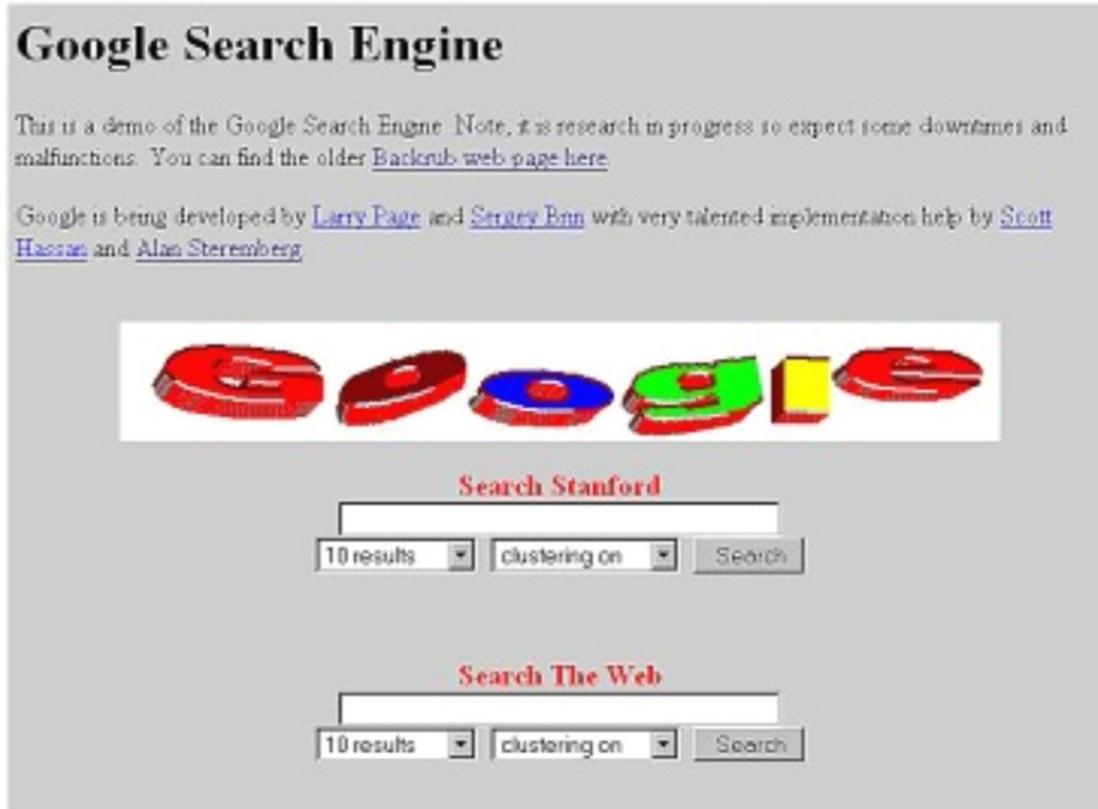
1996 – Economist website

Start of PULL marketing online



1996 – GOOGLE

Start of PULL marketing online



Where business and consumers started to use search tools online (pulling information) to find what they wanted, needed.

1996 – GOOGLE

The definition of marketing

"Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably."

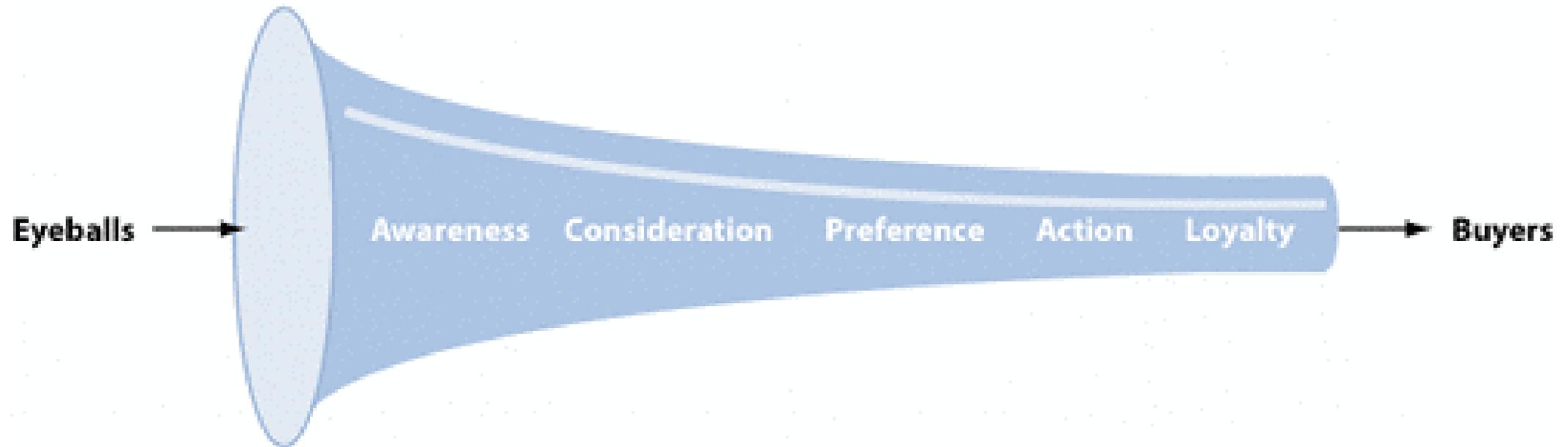
The official academic definition from The Chartered Institute of Marketing (CIM)

The definition of marketing

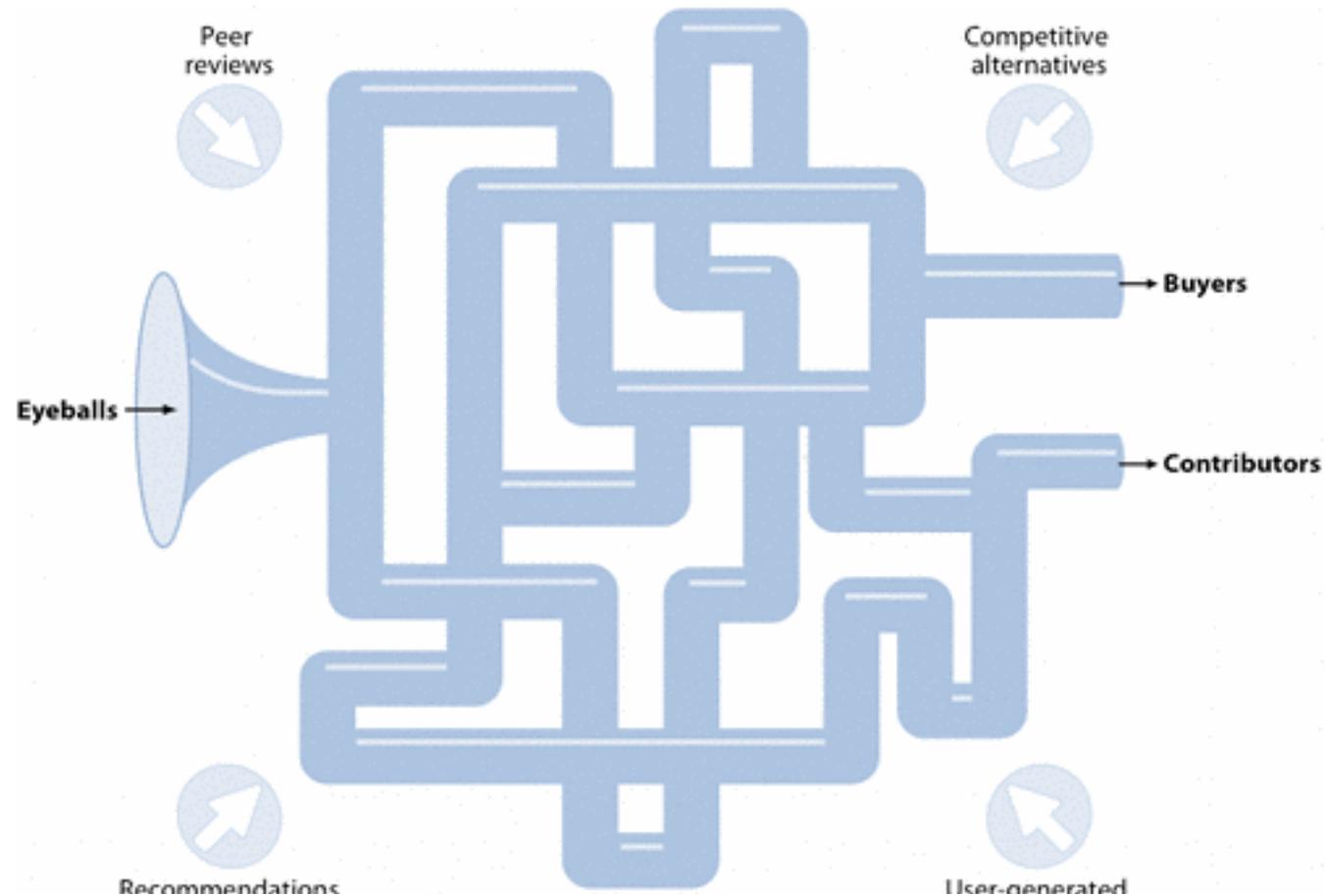
This means the ideas, the brand, how you communicate, the design, print process, measuring effectiveness, market research and the psychology of consumer behaviour all count as part of the bigger picture of 'marketing'.

An understanding of what customers need and value, is central to marketing. Learning your customers' needs and how you can add value through marketing activities paves the way for a successful business in the long term

The traditional marketing funnel



Today's marketing funnel



‘Don’t be anti-social with
your **inbound marketing**’

New Tech, Same principle

New Tech, Same principle from printed adverts

New Tech, Same principle

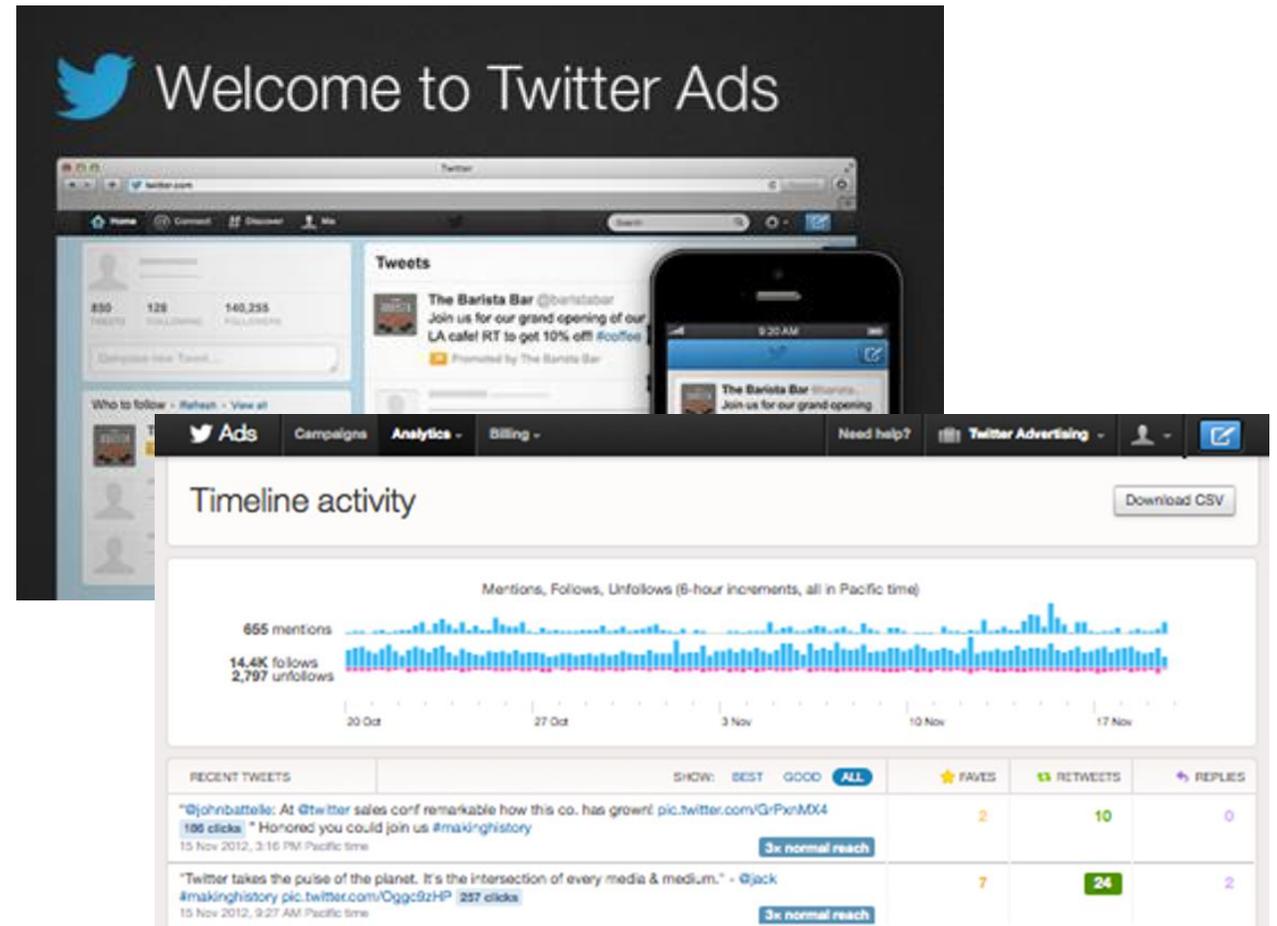
from printed adverts
&
targeted online adverts

Paid advertising: Twitter

- Promoted accounts
- Promoted tweets
- Promoted Trends

- Target users based on keywords in their recent tweets and tweets with which they recently engaged.

- View metrics for your Promoted Tweets and Accounts campaigns, including impressions, retweets, clicks, replies and follows.



Paid advertising: Facebook

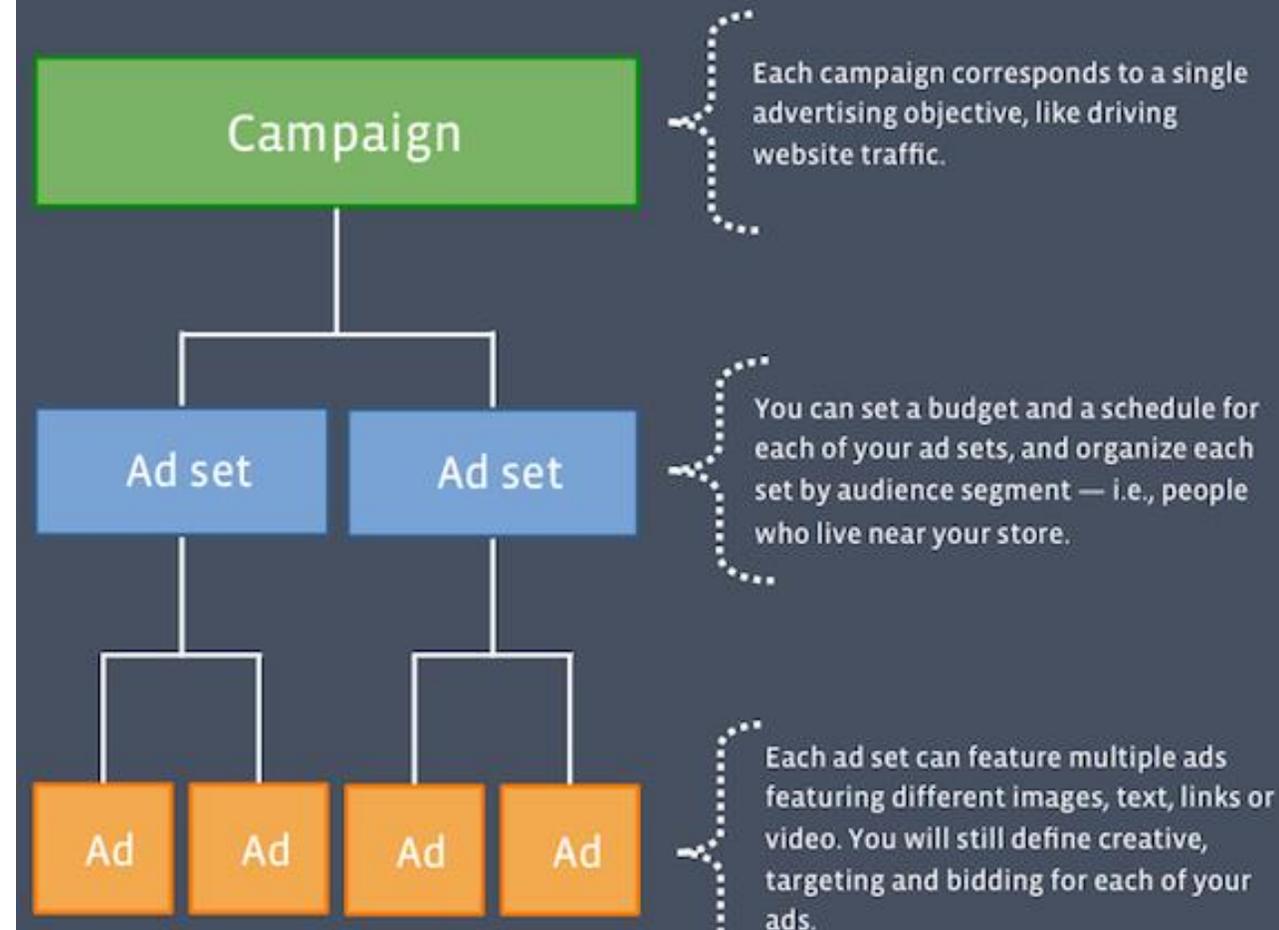
Right hand side placement:

- Facebook display ads

Newsfeed placement:

- Sponsored stories
- Promoted posts

The new campaign structure



Paid advertising: LinkedIn

LinkedIn Ads

- Self-service, for smaller budgets.

Targeting

- By geography
- By job function & seniority
- By industry & company size
- By gender & age

Budget control

- Pay-by-click or impressions
- No long-term contracts
- Stop ads at any time

The screenshot shows a LinkedIn profile page with several advertisements and recommendations. A red box highlights the top navigation bar and the 'Google Maps for Business' ad. An orange box highlights the 'Operative' sponsored post. A red box highlights the 'Ads You May Be Interested In' section.

Google Maps for Business - Better planning. Better decisions. Better opportunities. Get in touch.

Operative Sponsored
Stop dividing your print and digital inventory. Take a look at our multimedia publishers guide to understand what the future holds for integrated advertising businesses.
<http://bit.ly/1nEOY0T>
Multimedia Sales for Publishers: A Roadmap
about.operative.com · You only have one product: your available inventory. Download our guide to learn how industry-leading publishers are breaking through bottlenecks, establishing standardized pricing, and creating workflows that empower direct...
Follow Operative · Like (16) · Comment · Share · 7d ago

SALES STATISTICS
48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT
25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP
12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP
ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS

Ads You May Be Interested In
A Better Social Media Mgr
Tired of replacing your social media strategist? Wondering if social works?
Google Maps for Business
Better planning. Better decisions. Better opportunities. Get in touch.
Track Inbound Phone Calls
See how call tracking provides attribution & usability to achieve goals

Paid advertising: YouTube

- Audience targeting
- Content targeting
- Promoted videos
- TrueView
- Brand Channels
- Partner Watch
- Video targeting tool
- Bespoke marketing programmes



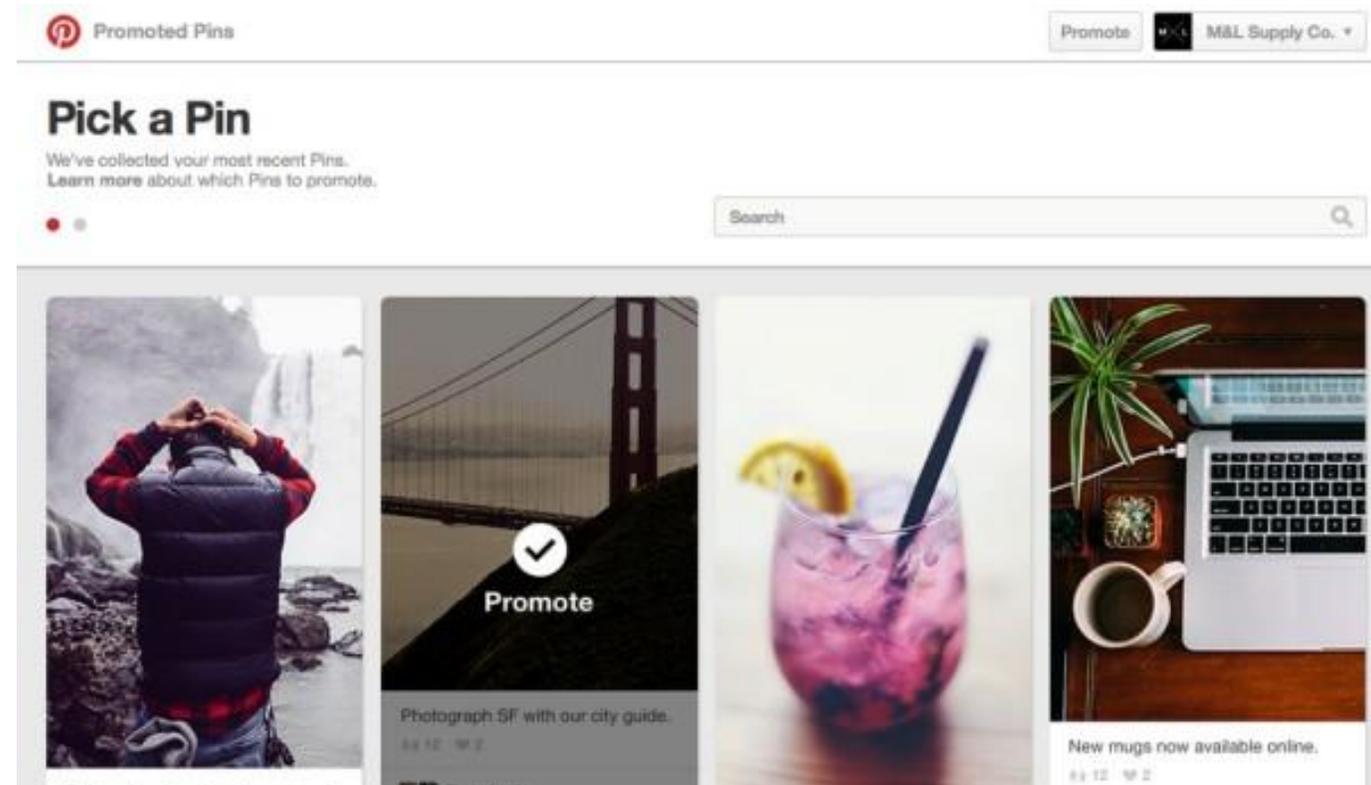
Paid advertising: Pinterest

Promoted Pins

- Self-service
- PPC
- Native look & feel

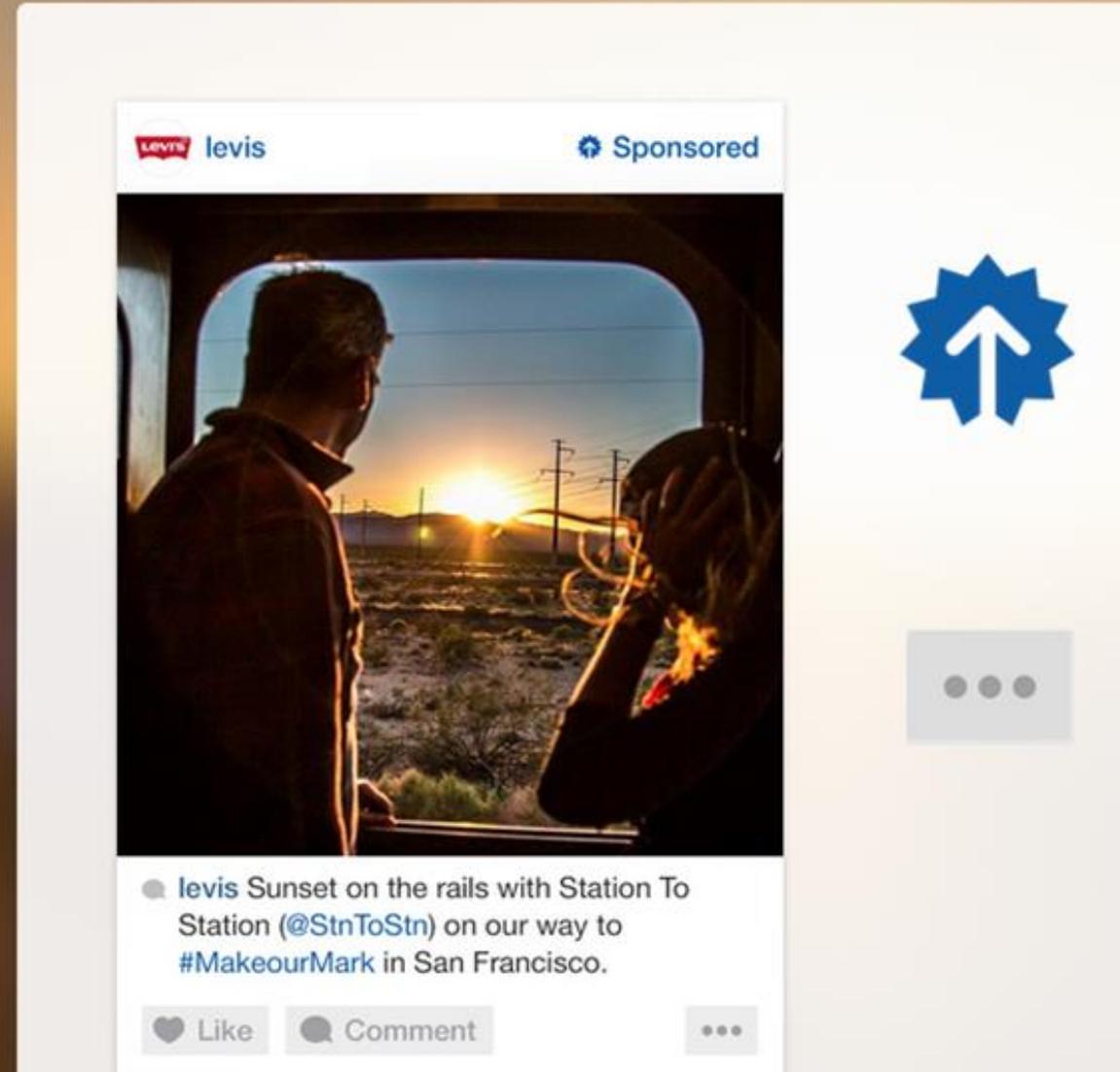
Analytics & metrics including:

- Impressions
- Repins
- Clicks
- CTR
- Total spend for selected date range



Paid advertising: Instagram

- Instagram ads are now available to everyone
- Ads fit very much to the current news feed format, with a small blue arrow icon indicating sponsored updates.
- The intention is for 'high quality creative' ads to be delivered on the Instagram network



Although 95% of B2B marketers have created corporate social media accounts, half still are not active on social media on a regular basis—and just 10% feel they are able to articulate the business value of social media efforts.

(MediaPost)

Let's take a look at where we are today.

Out of the **60 companies** that are at the trade show today, **only 35 of us** have social media that is readily available from our website.

Of those 35 we have taken a few samples, to have a look at some of the good stuff we're putting out there, and how we can be using each platform.

jaredelrod, panosm14 and riccardomanzan like this 92w

blupura #blupura #youthgames #comunediancona #regionemarche #primogiornodigare #piazzacavour

Log in to like or comment. ...



blupura FOLLOW

Blupura Refrigeratori www.blupura.com

21 posts 96 followers 12 following





BWT UK Limited @BWTUKLtd · Feb 12

Our new BWT #LuxuryWater website is up and running! Looking for an Installer in your area? luxurywater.co.uk



Home Moments Notifications Messages

BWT
BEST WATER TECHNOLOGY

BWT UK Limited
@BWTUKLtd

BWT UK Limited is part of the Best Water Technology (BWT) Group, Europe's leading water technology company.

bwt-uk.co.uk
Joined September 2011

TWEETS 81 FOLLOWING 72 FOLLOWERS 72 LIKES 32

Tweets Tweets & replies Photos & videos

BWT UK Limited Retweeted
Paul Glavin @paulglavin · Mar 12
@BWTUKLtd @HintonWilliam it took a while but the Brita is in the bin and the coffee tastes great again. Thanks William for your advice

Who to follow Refresh View all

- ZURB University @ZURBun... Follow Promoted
- Richard Hall @bevblog_net Follow
- BeverageDaily.com @beve... x



BWT BWT UK Limited @BWTUKLtd · 2 Oct 2015
Isn't this the perfect way to start the day/weekend? #Blueberries & #OrangeJuice Smoothie. #drinking #HappyFriday!!

THE BLUE SKY
BLUE SMOOTHIE
with blueberries and orange juice

RECIPE

INGREDIENTS FOR 1 GLASS

- 1 banana
- 300 g blueberries, fresh or frozen
- 200 ml orange juice
- A small amount of honey or agave syrup
- 100 ml with magnesium mineralized, filtered drinking water

PREPARATION

Put all the ingredients in a mixer or juicer using the hand blender - and enjoy!



Luxury Water®

BWT
BEST WATER TECHNOLOGY



Cosmetal – drinking water so...

© Via F.lli Maggini n.40, Z.I. F.lli G... - www.cosmetal.it

Cosmetal S.r.l. Drinking water solutions; leading global manufacturer of superior quality water coolers.

7 boards 28 Pins 0 likes 13 followers 3 following

<p>Cosmetal - Made in Italy drink...</p>  <p>+2</p> <p>Unfollow</p>	<p>River water fountain</p>  <p>+5</p> <p>Unfollow</p>	<p>Aquality water dispenser</p>  <p>+4</p> <p>Unfollow</p>	<p>Aquality bottled water dispen...</p>  <p>+4</p> <p>Unfollow</p>	<p>Avant water dispenser</p>  <p>+5</p> <p>Unfollow</p>	<p>Connect water dispenser</p>  <p>+6</p> <p>Unfollow</p>	<p>Jclass water dispenser</p>  <p>+2</p> <p>Unfollow</p>
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Cosmetal – drinking water so...

© Via F.lli Maggini n.40, Z.I. F.lli G... - www.cosmetal.it

Cosmetal S.r.l. Drinking water solutions; leading global manufacturer of superior quality water coolers.

7 boards 28 Pins 0 likes 13 followers 3 following

 <p>Jclass point of use water cooler</p> <p>saved to Jclass water dispenser</p>	 <p>Jclass mains fed water cooler</p> <p>saved to Jclass water dispenser</p>	 <p>Connect point of use water dispenser</p> <p>saved to Connect water dispenser</p>	 <p>Avant bottled water dispenser</p> <p>saved to Avant water dispenser</p>		 <p>Connect point of use water cooler</p> <p>saved to Connect water dispenser</p>	 <p>Connect mains fed water dispenser</p> <p>saved to Connect water dispenser</p>	 <p>Avant bottled water cooler</p> <p>saved to Avant water dispenser</p>
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Edgar's Can beetroot juice give you wings? Superfoods, the evidence #nhschoices #health #nutrition <http://ow.ly/YW00K>



Is beetroot a superfood? - NHS Choices

ow.ly · We examine the latest research to see whether beetroot health claims are supported by the evidence.

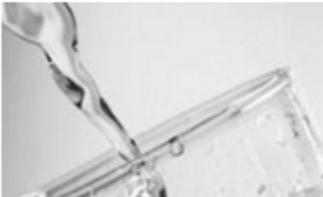
Like (1) · Comment · Share · 13 days ago

Natasha Ulph

Add a comment...

Recent Updates

Edgar's 8 reasons water is amazing for your body! <http://ow.ly/YVZcf> #edgarswater #blog #health #wellbeing



8 Reasons Water Is Amazing For Your Body

ow.ly · Water makes up around 70% of our bodies, depending on several factors such as height and weight, making it vital to good health and ongoing wellbeing.

Like · Comment · Share · 12 days ago

Website http://www.edgarswater.co.uk	Industry Food & Beverages	Type Public Company
Headquarters Conway House Pattenden Lane Marden, Kent TN12 9QJ United Kingdom	Company Size 51-200 employees	Founded 1992



Greif, Inc.

Subscribe 46

Videos by Greif, a worldwide leader in industrial packaging. Learn more about us at www.Greif.com.

Uploads



An interview with Eduardo Simoniello about the Eco Brasil...
250 views · 2 weeks ago



My Greif
254 views · 3 weeks ago



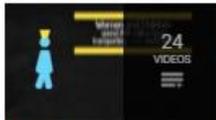
Ohio State University students compare carrying water with jer...
96 views · 8 months ago



Created playlists



Greif Corporate and CSR



PackH2O



Products & Innovation

Subscriptions



PackH2O

12 videos

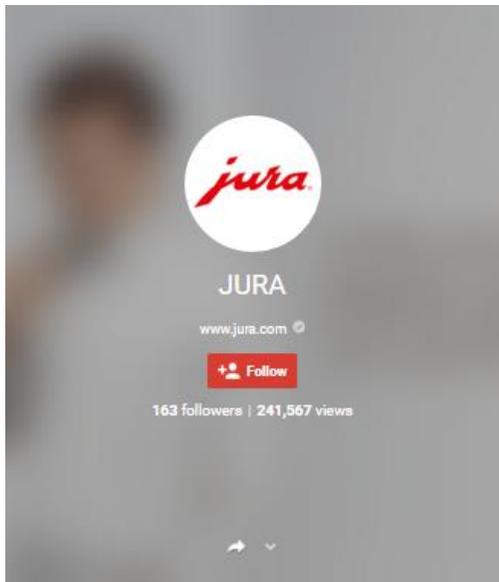
PackH2O is a refreshing model for access to safe water transportation from around the world. Our goal is to ease the daily burden of water transport for v

CHANNEL | Subscribe | 24

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Social is online networking that helps:

- Build brand awareness
- Engage & maintain customer relations
- Improve inbound traffic for your company
- Gain insight and use results for research
- Create opportunities for you to sell -

Get talking! Produce content

Social's just chatter right?

Wrong.

By 2020, customers will manage 85% of their relationship without talking to a human.

(Gartner Research)

So we need to update how we manage our customers, and how we manage our sales process.

So how does social get you sales?

Consider it online networking

Same as you may have gone to networking, had an introduction, had a discussion with other businesses, handed a business card over and perhaps a flyer to build business.

You're just doing this online.

*“Content is the virtual salesperson for the long B2B buying cycle.”
Rachel Balik, Sr. Manager Content Marketing, Demandbase*

Use your online presence as your upper level sales funnel

Audience Participation time!

- How many of you have bought something from a door salesman in the last 6 months?
- How many of you have bought something off a cold call in the last 6 months?
- How many of you have googled a product you are thinking of buying?

90% of B2B buyers say when they're ready to buy, they'll find you
(Earnest)

**“PEOPLE DON’T BELIEVE WHAT YOU TELL THEM.
THEY RARELY BELIEVE WHAT YOU SHOW THEM.
THEY OFTEN BELIEVE WHAT THEIR
FRIENDS TELL THEM.
THEY ALWAYS BELIEVE WHAT THEY
TELL THEMSELVES.”**

- SETH GODIN

As consumers, we know when we want to buy

Marketing should no longer be company centric, but customer centric. Ready for prospects at any point of the buying cycle.

“The buyer’s journey is not really a linear path anymore. It’s more about being ready with the content that prospects need when they are making a decision.”

Dillon Allie, VP of Client Services, HDMZ

So what does this inbound marketing look like?



How does Inbound work?

- **Attracting** the right people with your social media, blogs, and using SEO techniques
- **Engaging** these prospects with landing pages, service pages with calls to action and interest forms
- **Closing** these leads with your case studies and referrals
- **Inspiring** customers to promote you and your content through social and surveys

Everybody up ...

Audience participation time!

Make your way to the back of room. For every statement you would interact with online, please take a step forward.

Everybody up ...

Audience participation time!

Make your way to the back of room. For every statement you would interact with online, please take a step forward.

Who loves Fridays?

Everybody up ...

Audience participation time!

Make your way to the back of room. For every statement you would interact with online, please take a step forward.

Who loves Fridays?

Would you like to make your job easier?

Everybody up ...

Audience participation time!

Make your way to the back of room. For every statement you would interact with online, please take a step forward.

Who loves Fridays?

Would you like to make your job easier?

Would you like to hear about 5 tips on how we can improve your social marketing, it'll take around 7 minutes to read?

Everybody up ... Audience participation time!

Make your way to the back of room. For every statement you would interact with online, please take a step forward.

Who loves Fridays?

Would you like to make your job easier?

Would you like to hear about 5 tips on how we can improve your social media, it'll take around 7 minutes to read?

Those of you at the front are our inbound leads.

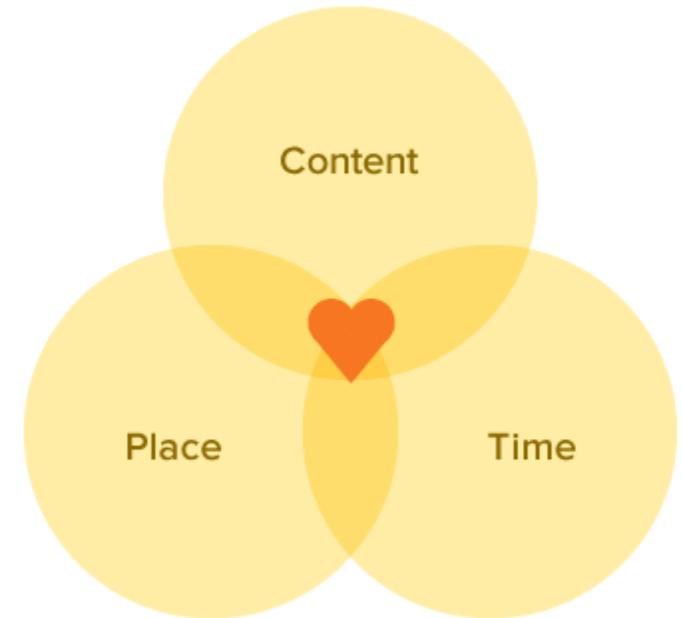
Push & Pull

The opportunities for push and pull marketing are now wide spread. It's a combination of how you utilise the tried and trusted, with new platforms and abilities to really identify and nurture your prospects in a way they are comfortable with, and in control of.

Push & Pull

“It’s **Traditional** vs **New**”

Its not one V’s the other
Its about using your content
effectively..
However you choose to
communicate..



Get organised

We help businesses grow using intelligent marketing & creative design

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Inbound doesn't happen in a day

Where a lot of people fall down with inbound marketing, and social media in particular is they expect instant results.

“Build it, and they will come’ only works in the movies. Social Media is a ‘build it, nurture it, engage them and they may come and stay.’”

Seth Godin, Author, Permission Marketing

Organise yourself for success

As with any marketing, establishing a goal, and how you will reach that goal are essential to manage your time, your efforts and your expectations

- What do you want to achieve?
- Who's going to do it?
- When are they going to do it?
- How are they going to do it?

Get Inspired

Coming up with good content, especially for social media is hard.

You might not have the same budget or social media team as bigger companies, but you can use the principles of their campaigns as inspiration.

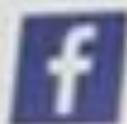
Why is my name in lights?

Share a **Coke.** with

Chris



#Sharea**Coke.**



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McDonald's @McDonalds · 15h

Haha-SNORT. Lovin' it, @Doritos. RT & you could win jetliner tickets & a wheelbarrow full of Doritos



Lovin' the Super Bowl



RETWEET FOR YOUR
CHANCE TO WIN

18+, US Only, Click Learn More
for Official Rules

lovinwins.com

[Learn more](#)



6.6K



676



INSTAGRAM YOUR BARE FEET WITH THE HASHTAG

#WITHOUTSHOES

TO GIVE A NEW PAIR OF SHOES TO A CHILD IN NEED.



TAKE A PHOTO ▶

**TAG YOUR FRIENDS AND
CHALLENGE THEM TO DO THE SAME!**



Starbucks UK @StarbucksUK · Nov 3

Oh hello, [#RedCups](#)  Welcome back.



But also learn from their failures

Social media failures are something we could spend hours on, as they happen every day. But we're going to look at:

- Hijacking hashtags
- Starting campaigns without thinking
- Pushing your product no matter what the circumstances
- Giving all employees access to the company twitter account
- Over automating

Hijacking a trending topic

Using a trending topic to draw attention to your own posts is a popular tactic that can really work for your business. So how does this go wrong?

- You use the hashtag inappropriately
- You use hashtags on everything regardless of the content of your post



[HabitatUK](#): [#mms](#) Our totally desirable Spring collection now has 20% off!www.habitat.co.uk/pws/Home.ice

2 days ago from web · [Reply](#) · [View Tweet](#)



[HabitatUK](#): [#Apple](#) Our totally desirable Spring collection now has 20% off!www.habitat.co.uk/pws/Home.ice

2 days ago from web · [Reply](#) · [View Tweet](#)



[HabitatUK](#): [#Poh](#) Our totally desirable Spring collection now has 20% off!www.habitat.co.uk/pws/Home.ice

2 days ago from web · [Reply](#) · [View Tweet](#)



[HabitatUK](#): [#iPhone](#) Our totally desirable Spring collection now has 20% off!www.habitat.co.uk/pws/Home.ice

2 days ago from web · [Reply](#) · [View Tweet](#)

Not thinking about your campaign

Marketing campaigns take a lot of thought, research and effort to put together (we should know!). So what can go wrong when you run **social** campaigns?

- Forgetting to read the room
- Complete and utter backfire



ina @inacove · 4 Feb 2012

Had McDonalds for dinner and now I feel drained of all energy and joy.
#NotLovinIt #MCDStories



Adam Burke @PantsDance97 · 4 Feb 2012

#McDStories I ate there once, ending up waking up the next morning with my face covered in crusty puke... food poisoning



Exton @exton · 4 Feb 2012

One time I had a Filet-O-Fish and soon got ill. Projectile vomited all over and had fever dreams about being a Roanoke colonist. #McDstories



Push the sale, regardless of the consequence

As we've mentioned, brands can become a little too overexcited with pushing their sale straight away on social, so this isn't great practice in the first instance. Can it get any worse?

Yes.

- Don't push sales at a traumatic time, it will not be received well
- Always be mindful of your timing, and the events going on around you

epicurious

32m

In honor of Boston and New England, may we suggest: whole-grain cranberry scones! epi.us/14sahKi

epicurious

1h

Boston, our hearts are with you. Here's a bowl of breakfast energy we could all use to start today: epi.us/LJGHa8

Give access to all your employee's

Giving access to all employees can cause a number of problems:

- Conflict of brand voice due to multiple people posting
- Something inappropriate being posted by mistake
- Or the employees spilling all of the company's secrets. Especially if you have just fired them



hmv @hmvtweets

39s

Just overheard our Marketing Director (he's staying, folks) ask "How do I shut down Twitter?" [#hmvXFactorFiring](#)

Expand



hmv @hmvtweets

13m

Sorry we've been quiet for so long. Under contract, we've been unable to say a word, or -more importantly - tell the truth
[#hmvXFactorFiring](#)

Expand



hmv @hmvtweets

14m

There are over 60 of us being fired at once! Mass execution, of loyal employees who love the brand. [#hmvXFactorFiring](#)

Expand

Automation isn't always the answer ...

Automation is a huge part of the online marketing process these days, so it's quite hard to not use it at least a little bit. But why should you beware?

- Posts may end up going out at an inappropriate time
- They may not truly reflect the query at hand

Ross Sheingold @RossSheingold

It's funny that @AmericanAir is responding to every tweet coming their way. Especially when this happens: yfrog.com/od71yxp

 Retweeted by Ian Schafer

 Hide photo  Reply  Retweet  Favorite  More



AmericanAir

1 hour

@murphmarkd Thanks for your support! We look forward to a bright future as the #newAmerican. bit.ly/ARRIVING



murphmarkd

2 hours

Congrats to @americanair and @usairways on creating the largest, shittiest airline in the world.

Heading back to the office

- **Review your marketing plan** - including inbound, and where your social fits into that
- **Commit to your marketing goals** – That includes the people and hours you will be putting towards content and social.
- **Research that content** – Remember to intrigue, inform and entertain
- **Do it!** – Get that content up online, link as much of it together as you can
- **Always look back** – review, and update where needed, depending on what your data says

Need a little help?

We are **certified** in **inbound marketing**, so can share the challenge with you of creating, implementing and analysing your inbound marketing.

We can take you through **step by step** to give you the best chance at achieving real results when it comes to inbound.

If you want to know more about inbound marketing or social media for your business, you can **visit our blog** which has hundreds of articles on various marketing topics.

Be responsive to customers needs in your approach and in your use of technology



We help businesses grow using intelligent marketing & creative design

www.themarketingpeople.com



Be polite- don't expect a kiss straight away



We help businesses grow using intelligent marketing & creative design

www.themarketingpeople.com

the
marketing
people

Thank you

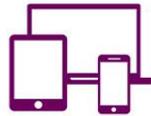
David & Lauren



Marketing Consultancy



Branding



Responsive Websites



Graphic Design



SEO Services



Online Advertising



Social Marketing



Email Marketing



Inbound Marketing



Print & Fulfilment

Thank you

David & Lauren

Feel free to **speak** to us at the
exhibition – Stand 11

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