

# Professional Inbound Marketer's Review Kit



## Inbound Success Checklist

An inbound marketing approach is not a “set it and forget it” approach. The most successful inbound marketers regularly monitor every part...always tweaking things to get better results. Here’s a list of tasks that should be completed on a regular basis to keep your inbound approach winning.

These items are never truly done. This checklist is meant to be used monthly or quarterly to help you stay on top of all of the moving parts.

### ❑ **Buyer Personas**

If you’re implementing an inbound approach, then you have defined your buyer personas. Don’t put them on a shelf. Create a plan to review and update on a regular basis. Review cycle: check-in quarterly, full review annually. [Download guide to creating buyer personas](#)

### ❑ **The Buyer’s Journey**

It’s not enough to just know your personas. It is equally important to understand their journey. This is also an ongoing process that should be revisited on a regular schedule. Review cycle: check-in quarterly, full review annually.

### ❑ **Key Objectives, Metrics & Targets**

If you don’t know where you’re going...any road will get you there. It’s important that you set clear objectives, metrics and goals. Review cycle: Set quarterly, review weekly and monthly. [here’s a blog post to help you get started.](#)

### ❑ **Website**

Your website is the hub of your inbound approach. Have a plan in place to keep it fresh. We recommend taking a growth Driven Design approach. Review cycle: updates and refinements quarterly, tweaks and adjustments weekly & monthly. [Read more here.](#)

### ❑ **Keywords & SEO**

The world of search changes everyday. It’s important that you identify the keywords and topics that your personas are looking for and monitor the effectiveness of your approach. Review cycle: Semi-annually to quarterly

### ❑ **Editorial - General**

Your blog is an important part of your inbound approach. Create and keep an editorial calendar up-to-date based on our personas and their journey. Review cycle: Quarterly

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❑ **Editorial - Premium Content**

Premium content drives lead generation. Determine a plan for creating new offers on a consistent basis. Review cycle: Quarterly

❑ **Conversion Optimization**

What pages are getting lots of traffic but are not converting? What pages are converting, but not getting a lot of traction? Which CTAs are performing? What are the latest best practices? An inbound approach is never done; you should always be testing and experimenting. Review cycle: Monthly.

❑ **Content Map**

It's important to have content to support the entire buyer's journey. Keep track of yours on a content map. Review cycle: Quarterly [get a template here](#).

❑ **Lead Nurturing**

Lead nurturing can be very complicated. It's important to have a sound strategy that is adjusted as results are measured. Review cycle: semi-annually to quarterly. Download the executive's Lead Nurturing guide

## The Demand Generation Diagnostic

indicate the degree to which you agree or disagree with the statement below. Once you are finished, total your score.

- |  | DISAGREE            | AGREE               |
|--|---------------------|---------------------|
| 1. Our growth rate is accelerating and our profit per sale is increasing.  | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ |
| 2. We create and utilize content effectively, enabling us to win the Zero Moment of truth (ZMo t) - that portion of the buying process that takes place out of the view of salespeople or selling organizations.                   | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ |
| 3. We have clearly defined our personas enabling us to personalize our messaging and content throughout the buying journey our prospects go through.   | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ |
| 4. We have a powerful, clear and succinct message that attracts the right prospects into our pipeline.   | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ |
| 5. We have clearly defined definitions for every phase a lead and prospect goes through, from inception through the sales process, giving us a clear, accurate snapshot into the quality of our funnel/pipeline.                   | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ |
| 6. We have a documented, effective marketing-sales service level agreement that clearly articulates necessary lead generation results, how leads should be managed and allows for consistent tracking of progress against targets. | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ |
| 7. We generate a high volume of quality leads enabling our salespeople to be focused on managing new sales opportunities (and not prospecting).  | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ |
| 8. We have an effective lead nurturing process that engages leads that are not ready for sales action.   | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ |
| 9. Sales take place in a systematic, timely and predictable manner.  | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ |
| 10. We have a high performance sales team that consistently beats quota/forecasts.   | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ | ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ |

total Score

# Creating Your Buyer Personas and Mapping Their Journey

## Quick Tips & Worksheet

It's a common impulse: "Let's jump into execution! Let's start writing some powerful blog posts! Let's launch a new campaign! Let's start making calls!" But before you jump to action, you must first be (maniacally) clear about who you want to communicate with. Your answers enable you to create Buyer Personas, and that's the first step in creating predictable, sustainable and scalable sales/revenue growth.

### What are Buyer Personas?

Buyer personas are fictional representations of your ideal customers. They are based on real data about customer demographics and online behavior, along with educated speculation about their personal histories, motivations, and concerns.

### Buyer Personas Help You:

- Determine what kind of content you need
- Set the tone, style and delivery strategies to succeed
- Target your topics to drive traffic
- Effectively nurture your targets
- Align the marketing and sales functions
- Develop sales strategies that win

### Creating Your Buyer Personas

To create your buyer personas, you want to determine the type of organizations you are trying to attract and then determine who within those companies are important to initiate and close opportunities.

Focus on these topics when creating your buyer personas:

- **Background:** Basic details about the person, their job and responsibilities.
- **Demographics:** What are the facts about them. Age range, gender, income, etc.
- **Mindset:** How do they think? What makes them who they are? What are their mannerisms?
- **Goals/Objectives:** What results are they responsible for? What gets them hired? Fired?
- **Challenges:** What challenges do they deal with? What's preventing them from achieving their goals?

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- **How We Help:** how does your product/service help them overcome their challenges & achieve their goals?
- **Quotes:** what is this person likely to say?
- **Objections:** why would this person hesitate to buy your product/service?
- **Their Role:** what role do they play in identifying the problem? in solving it? in making the purchase decision?
- **Persona Message:** your messaging that speaks directly to this persona.

When you're finished answering all of these questions, write their biography in the form of a narrative, then give them a name and find a picture that represents them.

### Mapping Your Buyer's Journey

Understanding who your customer is isn't enough to ensure predictable growth. You must also map their "buying journey." A buying journey maps a buyer's decision making process through the purchasing process. Mapping allows you to:

- Target the right content or sales approach to the right time
- Be relevant through the process
- Increase the predictability and success of your sales process

### The 4 Stages of the Buyer's Journey

#### The Epiphany

This is the stage that exists before your prospect has isolated their dissatisfaction. They may be unaware of the issue, or they may be attributing their pain/problem to something else. The key at this stage is to share your knowledge so your prospect can better understand their problem.

#### Awareness

Prospects have just realized that they have a problem or a need and they begin conducting general research in the industry and understanding more about the issue. Here's when a prospect will ask, "What exactly is the problem?"

#### Consideration

This is when a prospect has clearly defined what the actual problem is and has begun researching and comparing solutions. Prospects may ask themselves, "What are my options?"

#### Decision

A prospect has decided on an approach for solving the problem and is looking for specific data or testimonials that support one option over another. This is when a prospect will say, "What are the pros and cons of these options?"

### Now it's Your Turn

use the information in this guide to fill out the table about your own Buyer Personas. Fill in each box with the following:

- What action the buyer would take during each stage
- How your company impacts each stage
- Define your messaging for each stage

	<b>Epiphany Phase</b>	<b>Awareness Phase</b>	<b>Consideration Phase</b>	<b>Decision Phase</b>
Buyer Persona 1				
Buyer Persona 2				
Buyer Persona 3				
Buyer Persona 4				



## Website Resources

Subscribe to The Demand Creator Blog: <http://blog.liftenablement.com>

The Demand Generation Hub: <http://hub.liftenablement.com>

The Growth Barriers Diagnostic: <http://growth.liftenablement.com/growthbarrieresdiagnostic> The

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485 Ritchie Highway

Suite 201

Severna Park, MD 21146

410-544-7878

[www.liftenablement.com](http://www.liftenablement.com)

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