Pull Marketing and Social Media Methods - How to Find Buyers and Get Them to Come to You

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Fusion Marketing Partners is a strategic B2B marketing and sales consultancy that specializes in analyzing and adding value to every part of its clients’ marketing-through-sales processes.

Prior to founding FMP, Chris had 25 years of senior marketing experience for national companies like Stellent, Optika, SpringCM, PeopleSoft, Sybase and Group 1 Software. Voted as Top 100 U.S. Marketer by Target Marketing Magazine. Author of *How to Create an Unstoppable Marketing and Sales Machine*.

Nate Warren is Marketing/advertising/PR writer and editor with 20+ years of experience across newspapers, startups and agencies.
1. How to Create a Powerful Brand Promise and Grow Awareness Quickly
2. Pull Marketing vs. Push Marketing – when you should use each strategy
3. How to Increase Your Circle of Marketing Influence
4. How to Use Social Media Methods to Find Buyers and Get Them to Come to You
Much greater levels of marketplace awareness
Your cost per lead goes down by 40-60%
Your sales cycle times go down by 25-40%
Your close rates go up (e.g. 50% or more)
You will have better results and a more productive relationship between sales and marketing

Note: Your mileage may vary...but it’s always good!
Marketing and Sales Funnel

Visitor Traffic
Organic Search, Campaigns, Referrals

Website Performance
(Converting Visitors To Leads)

Sales Enablement/Lead Nurturing

Branding, Awareness, Pull Marketing, Lead Generation

Sales Opportunities
Two Emerging Strategies

Pull Marketing  Social Media

Generate More Awareness, Leads and Revenue
Social Media is media that is designed to be shared through social interaction (photos, music, blogs, webinars) or social networks (LinkedIn, Twitter & Facebook).

Pull Marketing is the act of creating interest or demand for a specific product or service so that consumers request it directly from the supplier.
Push Marketing

- Outbound focus
- Imperative: know more about your prospects
- Sales-driven
- Linear impact
- Longer sales cycle
- Slow feedback cycle
- Focused on the selling-process

Pull Marketing

- Inbound focus
- Imperative: Make your prospects know about you
- Marketing-driven
- Cumulative impact
- Shorter sales cycle
- Quick feedback cycle
- Focused on the buying-process

The Past

The Future
Yes, but……

1. You have to pick the right social media tools
2. You have to spend the necessary time
3. You have to consistently reinforce your brand promise
4. You have to stay fresh, relevant and educational
Your Circle of Marketing Influence - Today

- Inner circle
- Contact list
- Prospect universe
Your Circle of Marketing Influence - Future

- Inner circle
- Contact list
- Prospect universe
Define Your “Ideal” Prospects

- Reality – not everyone wants your service or product no matter how valuable.

- Your ”ideal” prospect groups must be separately identified.

- Your “ideal” prospects have these characteristics: geographic location, type of business, size of business, type of industry or business sector served, business core values, level of openness to new ideas and change, growth potential.
Create Your Pull Marketing/Social Media Strategy

- Identify the gathering points
- Rate the effort necessary to gain visibility in those venues
- Rate the potential return on investment
- Develop test metrics
Incorporate Your Value Proposition

- **Brand**: the place your company holds in your prospect’s mind
- **Brand Promise**: what you promise to deliver

Being Found on the Web

- Define your “ideal” prospect(s)
- Develop your pull marketing strategy
- **Tactics**: Pay-per-click and Search Engine Optimization
- Additional pull marketing tactics
- Prioritize your prospecting options
- Real-life pull marketing scenario
Pull Marketing Don’ts

- Don’t forget the milestones & metrics
- Don’t start or change too many campaigns or items at one time
- Don’t try the shotgun approach – know your prospect
- Don’t continue the campaigns that are not paying off, but….
- Don’t give up too quickly
Pull Marketing Tactics

- Optimized press releases
- Newsletter & eZines
- Email marketing campaigns
- Webinars
- Virtual events
- Podcasts
- Blogs/Video Blogs
- Social media
Company A:
SaaS offering, sales cycle is under 30 days, service costs $200 per month.
(Budget $2,000 per month)

Better Return:
PPC, SEO, Twitter, Webinars, eNews, Email Marketing

Not as Good Return:
MySpace, Facebook, LinkedIn, Ning, Review & Comment Sites, Industry Blogs, Download Sites, Pod Casts, Industry Communities, Forums

The Hard Numbers:
Cost per lead = $105
Conversion Rate = 15%
Cost per Sale = $700
Return on Investment = 3.5 months
Industry Average ROI = 12 to 18 months
1. Accelerate customer care
2. Build a reputation of expertise
3. Foster more community
4. Create revenue streams
5. Find out what the community is saying about your company
6. Generate more brand awareness
7. Gather market research
Social Media Tools

Use blogging as your *first* tool.
Use LinkedIn as your *second* tool.
Use Twitter as your *third* tool.
Use FaceBook (possibly) as your *fourth* tool.

http://fusionmarketingpartners.com/ebook/
How Much Time Does Social Media Really Take?

- LinkedIn: 30 minutes per week for your updates plus 1-2 hours for follow-up time
- Blogging: 90 minutes per blog post
- Twitter: 15-20 minutes daily
- Reading what others write: 1-5 hours per week
Upper management needs to sell the social media vision

Marketing platform: consistent message and persistent. (earlier webinar)

Social media and the company’s Web presence (website & blog) should be merged and deliver a unified, consistent message

Organizations need to be visible through organic search results

Domain and subject matter experts need to participate by posting on the blog and texting through the various social channels

Social media point person should develop strategies to incorporate the latest features and functions as the social networking ecosystem evolves
A Believable Social Media Presence

- Develop a reasonable, attainable, sustainable plan
- Fine tune what’s working – stop what’s not
- Consistency is everything
- Original content is the other thing
- You have to enjoy what you’re doing
- You must engage the reader
- Building relationships takes time
- Nobody likes blatant self-promotion
Social Media Don’ts

- Don’t join a community just to join
- Don’t join too many communities
- Don’t start a blog one day and forget about it the next
- Don’t try to control the conversation
- Don’t overinflate your abilities
- Don’t send messages out so often people start to resent the relationship
- Don’t use (abuse) a relationship
“Social media is similar to a snowball. When it get’s going it builds and builds. With a little bit of luck and a good amount of work, your social media campaign will eventually create its own circular momentum. When that happens, you are off to the races.”

- Jamie Turner and Reshma Shah
Recap: Pull Marketing & Social Media

1. Pull marketing and social media methods bring buyers to you.

2. Effective utilization builds lead flow and decreases blended cost per lead.

3. Pull marketing costs 62% less per lead than traditional outbound marketing *(source is HubSpot 2011)*
Thank You

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