



Meaningful Content Makes the Sale

HOW INBOUND MARKETING BENEFITS SALES TEAMS



We're familiar with inbound marketing as the best way to offer meaningful content designed specifically for your audience. Where outbound marketing can be disruptive, inbound marketing helps to forge connections and offer solutions for the problems your audience is currently focused on. Despite having "marketing" in the name, inbound activities are actually hugely beneficial to sales teams as well. Projects that fall under the title of inbound marketing serve to get more business, transform leads into valuable customers, and in general, make the sales teams' jobs a whole lot easier! A solid inbound marketing strategy, either built and sustained internally or with the support of a marketing agency, will ensure your current and future customers are supported.

When your sales and marketing teams work together, use HubSpot to its full potential, and know the right tools to employ at the right time, your business will be unstoppable.

So buckle up for some big growth.

Let's get started.

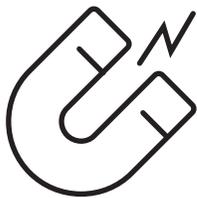


How Will Inbound Marketing Benefit the Sales Team?

If you've been hearing and reading a lot about customer-centric marketing recently, it's for good reason. The days of sales teams controlling all the information in the buying process are long gone. Today's consumers are increasingly empowered with information on your brand, your competitors, and all the products and services that are available with just a few clicks. And so, brands who are looking to grow in this age of decreasing attention spans and ever-increasing technological advances need to prioritize one key aspect of relationship building: **being helpful**.



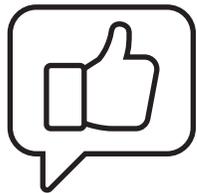
Luckily, an inbound marketing strategy will ensure sales teams are providing a value to each customer they engage with. Let's take a note from our pals at HubSpot and turn your sales team into a group of trusted advisors and inbound sales experts using three easy steps:



Attract



Convert



Close & Delight

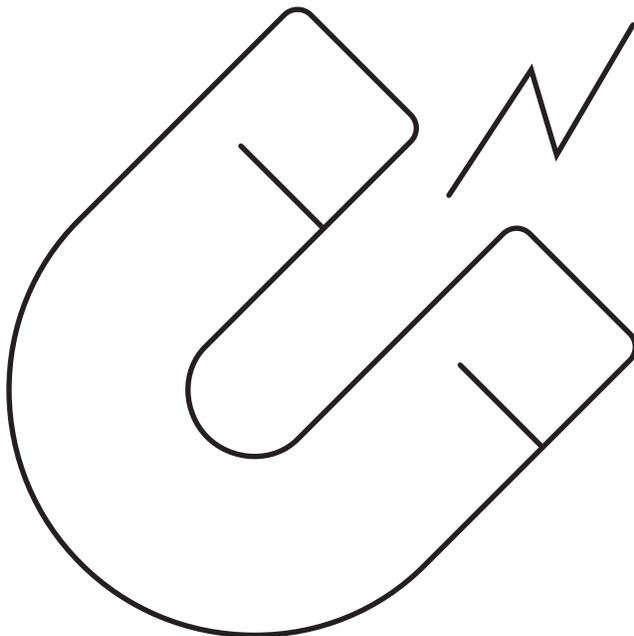


Attract

The first stage of the inbound marketing process is Attract. How can you attract the right audience to your business? How can you identify the right audience without the proper research? If your marketing team hasn't shared your audience personas with the sales team yet, now's the time! It's vital that everyone in your organization knows as much about your current and future customers as possible. After all, how can you help someone if you don't know what their pain points, motivations,

and buying behaviors are? Get to know current and future customers' industries, study social media stats, and pay attention to any existing engagement with your brand. This will help you avoid countless hours of "shot in the dark" strategies, ensuring your time is spent wisely recruiting the most interested folks!

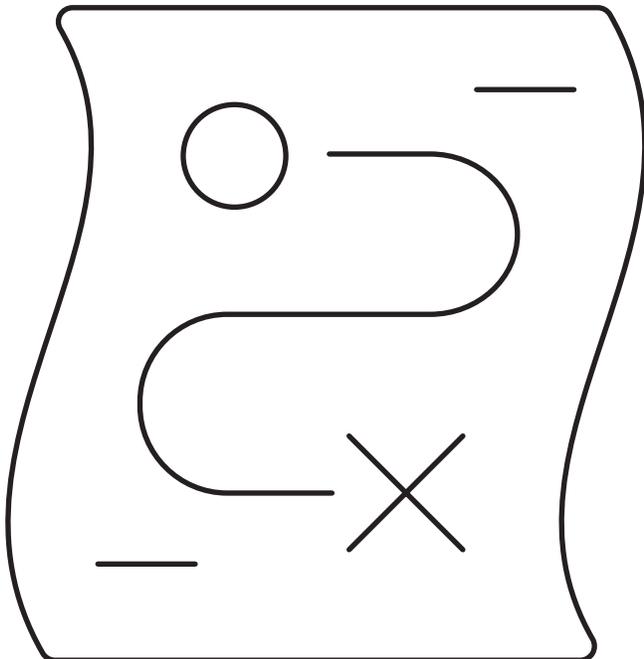
Make sure your personas are built based on data around what triggers a potential customer to look for a solution like the one you offer, what the barriers to purchase might be, and what they believe they need in order to be successful (both in the immediate and big picture). Get more details on how to write a customer persona in our ebook, [**How to Create and Use Personas**](#).





Convert

Once you know who you're reaching out to, you've got to pay attention to **where** they're most and least engaged. As in, where in their buyer's journey are they, as well as literal location (email, website, print piece at a trade show, direct mail, etc.) For example, if someone has signed up for a demo, the auto-generated email they get will not be the same as the email going to someone who subscribed to your blog.



It may be contrary to how you were trained on sales techniques, but as you prepare for outreach, **focus not on what you can offer**, but greet them with **a warm message that demonstrates your understanding of what they care about**. Craft your language asking their motivations for engaging with your brand and communicating your brand's values and offerings in exactly the way that will best resonate with your audience (based on your insights and personas). This will make them much more receptive to a sales call, email or gentle push to the next phase in the funnel.

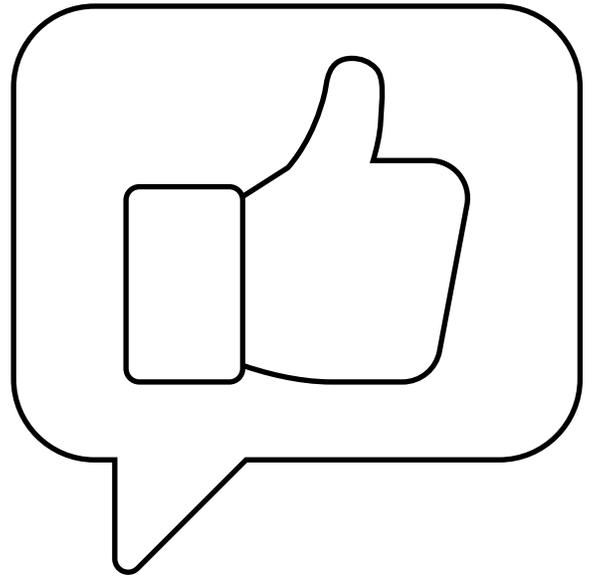


Close & Delight

As anyone who has ever been to a high school reunion will tell you, maintaining relationships isn't always easy. But for sales teams who want to build trust and brand loyalty with their customers as they gently move them from browser to buyer, it's necessary. Connect with something you know about the person you're talking with, and speak in their language. When you've done your research ahead of a call or email, this will come naturally.

It's important to focus on creating a welcoming and helpful experience—it shouldn't feel like a sales call! **Take your time. Listen to them. Ask the right questions.** If you can offer a free benefit,

How will your sales teams know if they're really delivering value to the right customers and leads? Data! With a HubSpot CRM, decisions can be made based on data tracked over time, and organized automatically. It will help share insights based on different activities so the entire team can easily see what's working and what's not.



additional offer, or trial or demo to a potential customer, do it. It won't cost you anything, but it will make them feel like they're getting something really valuable, regardless of the outcome. And when they decide to move to the end of the funnel and buy, remember to continue to nurture the relationship. Keep their loyalty. Retain their business.



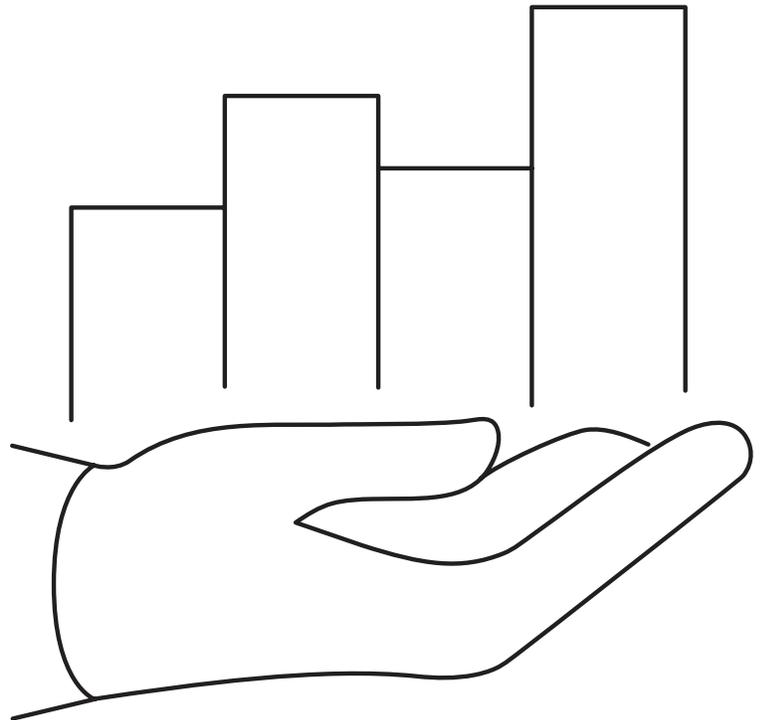
How Can Sales Use Inbound Marketing?

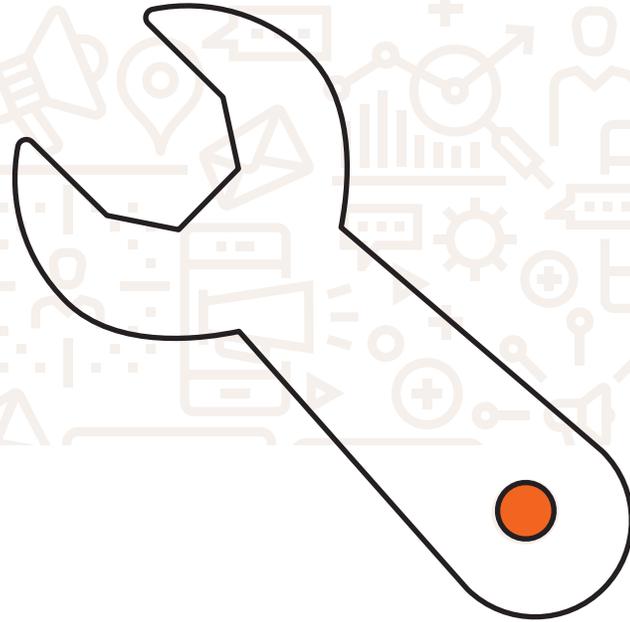
The quick answer is through Sales Hub. What does that look like?

Sales Hub is the unrivaled HubSpot tool developed specifically to help sales teams better engage with customers using inbound techniques.

We're talking chatbots, helpful emails, and online meeting bookings. Sales Hub makes it easy to start building trust with your prospective customers. When they can take charge of, for example, scheduling a quick call to hear more about your offerings, more people will do it. This online scheduler will also help you keep track of who is visiting your website, and make it easy to add them to your CRM, ensuring you keep in touch.

Email templates, automated email sequences, reports, quotes and playbooks are just a few of the many tools that will make sales life easier for your teams, and much more pleasant for your customers.



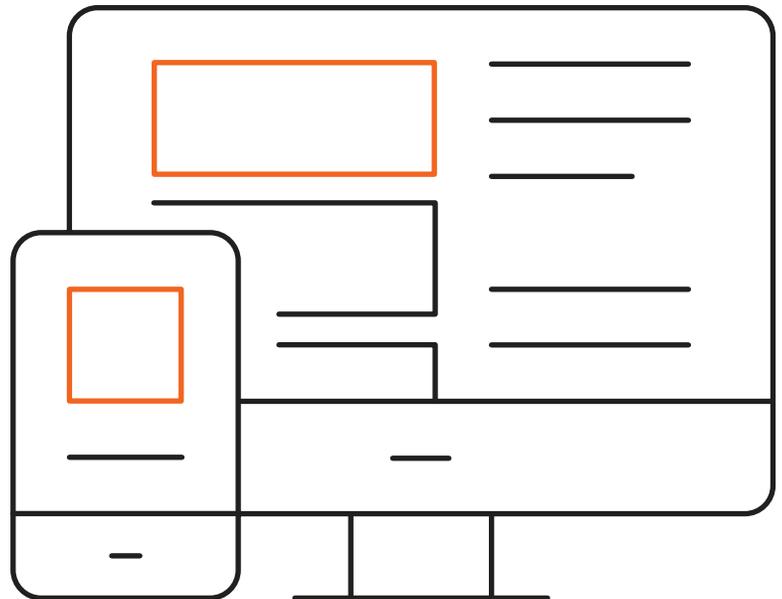


The Best Sales Tools to Use

You may be surprised to know just how many businesses we work with who didn't know about the myriad tools HubSpot has that can benefit sales teams! Even those who use HubSpot daily to support marketing aren't using it for all it's worth. Those sales teams who *do* use a CRM like HubSpot are seeing **an average of 34% increase in team productivity**. That could be you! To get you started, here's a quick overview of all the best tools for sales to use.

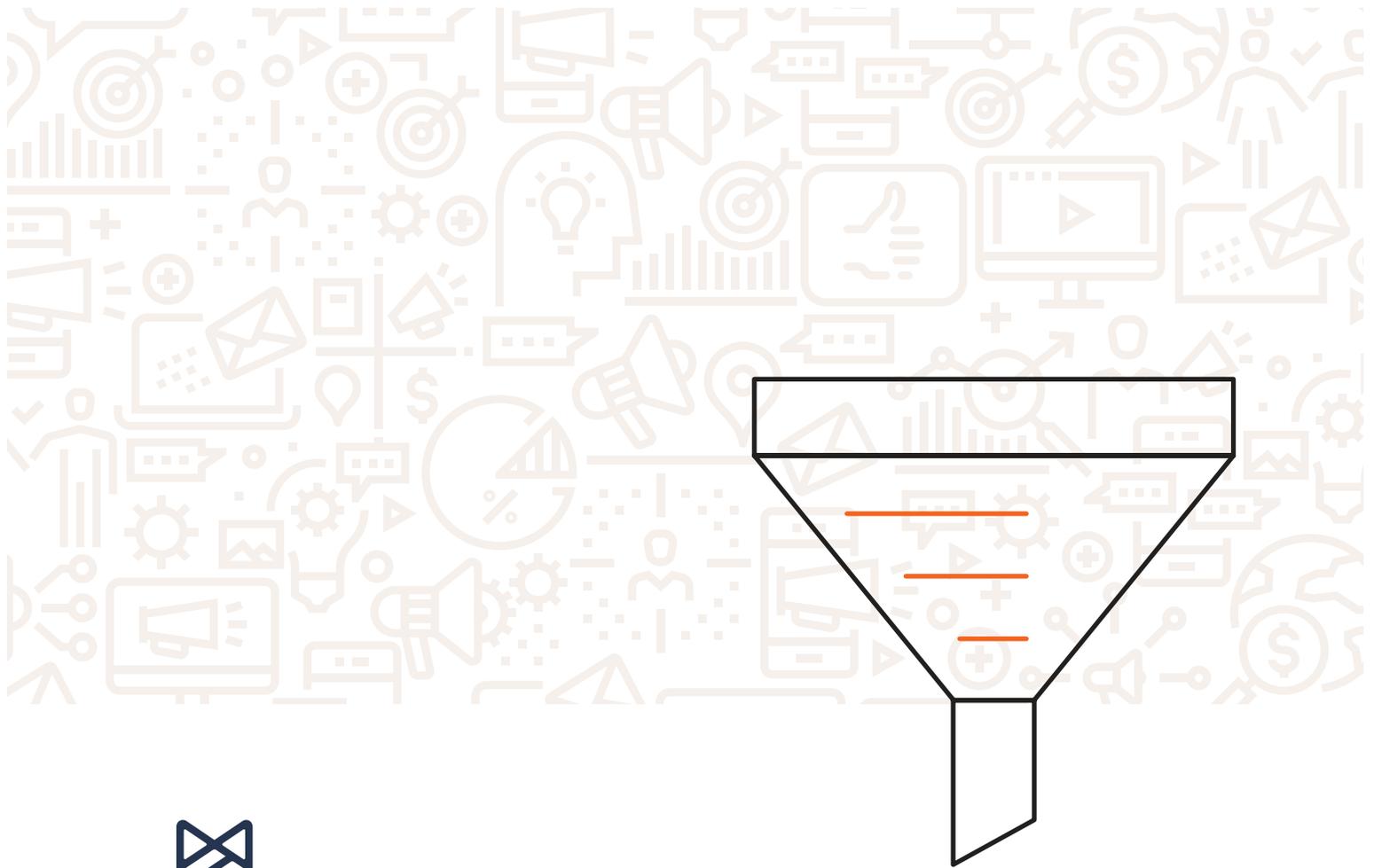
Hubspot CRM features:

- Email Campaigns
- Documents
- Calling
- Meetings
- Canned Snippets
- Sales Reports
- Customer Segmentation
- Organized Contact Data
- Sales Forecasts



HubSpot is more than a simple tracking tool—it's a robust platform that can quickly become core to every customer-focused activity you do (spoiler: that's just about everything)! HubSpot CRM integrations ensure you're maintaining relationships with the most important leads through customized, automated email campaigns. Contact data and documents help you gather more information on contacts including how they found your site, how long they spend on each page, which pages are most popular and at what times of day. Automating pieces of your sales process with workflows can actively work to shorten the sales cycle.

When your sales team is fully integrated into the HubSpot tools, you'll likely see an **almost 30% increase in sales**. Need help getting it up and running? We're here to be your guide.



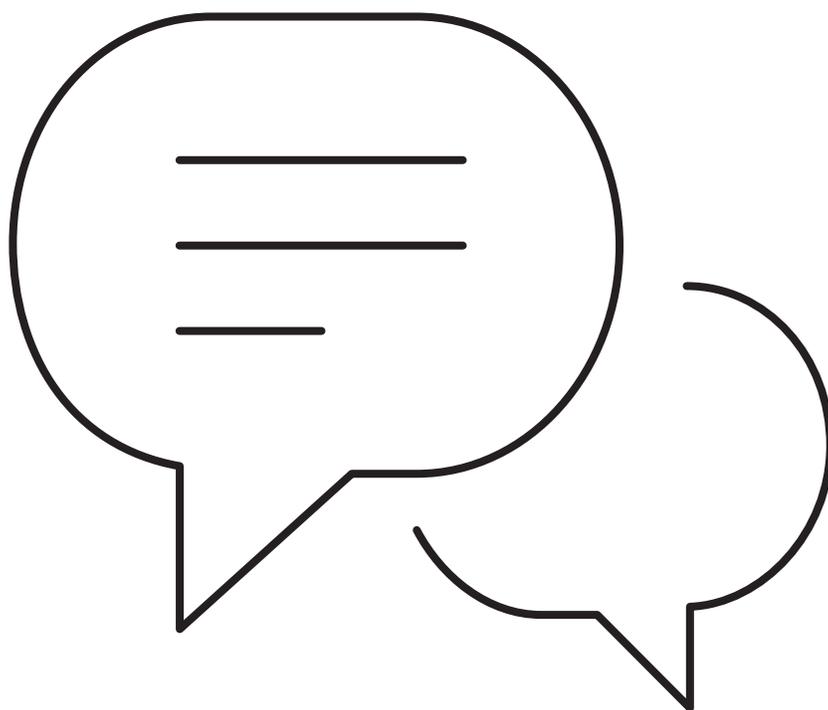
Building Collaborative Sales and Marketing Teams

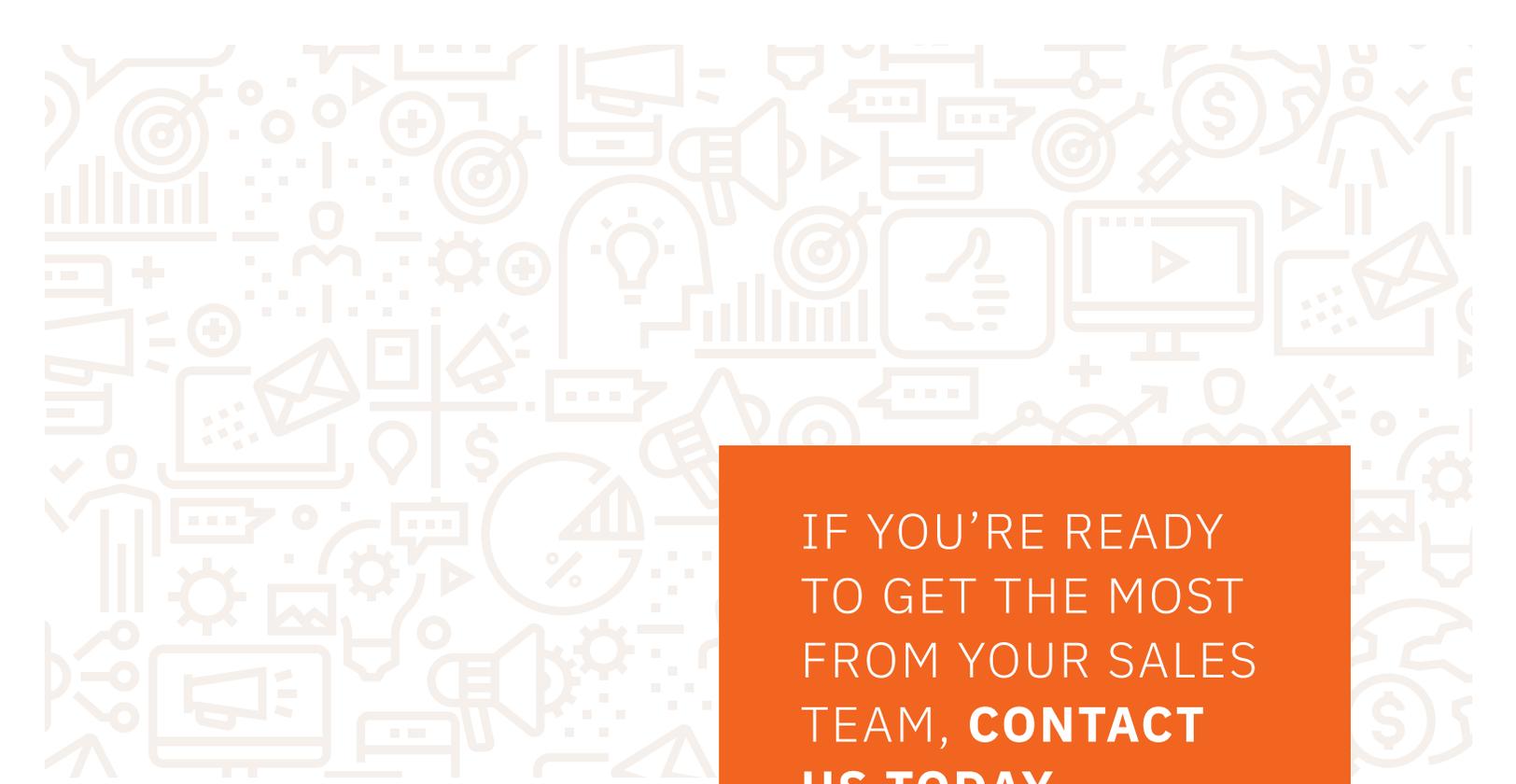
The first step for getting sales and marketing teams on the same page when it comes to inbound, is to be sure everyone has a clear understanding of the buyer's journey. What does awareness, consideration and action look like in your organization? How are marketers communicating with prospective customers at each stage? How does marketing keep track of a potential buyer's moves through the funnel?



It's this answer that ultimately leads to the creation of a process for marketing to hand information over to sales. The information that is shared should include insights into what this individual cares about, what pieces of content they have engaged with, and the length of time they've been engaging with your brand. All of these pieces of information help teams to determine **the overall quality of a lead**, which can be shared in an easy-to-read report in HubSpot!

Now, the communication cycle continues. Once the marketing team hands over insights on some potential leads, the sales team has the obligation to track the next steps the customers take, and, when patterns emerge, **share that information back to marketing**. This kind of constant communication will help both teams modulate their activities, their messaging, and maybe even the product to shorten the sales cycle. Both teams should consider their jobs as constant hypothesize, prototype, and test cycles. When every move teams make is directly affected by real customer interactions, it'll make for happier, more loyal customers in the long run.





IF YOU'RE READY
TO GET THE MOST
FROM YOUR SALES
TEAM, **CONTACT
US TODAY.**



Let Your Sales Team Jump For Inbound Joy

Looking for a tool that sales and marketing can use for communications, promotions, a CRM tool, and a reporting mechanism. Talk to Seventh Scout about HubSpot. If you're already using Hubspot, but need help onboarding sales teams, we'd love to help! **Visit SeventhScout.com for a HubSpot audit** that includes recommendations for an inbound marketing strategy and maximizing the platform to its fullest.



Let's make things happen

We welcome the opportunity
to work with your business.
Contact us to get started.

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