



Data & Email Marketing Techniques

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THE OBJECTIVES

- Identify why inbound marketing is important.
- Identify, prioritize, and create the best content for your business.
- Discuss content amplification to maximize total reach.
- Identify ways to capitalize on clicks.
- Provide 3 tips to increase SEO.

What is **INBOUND MARKETING**?

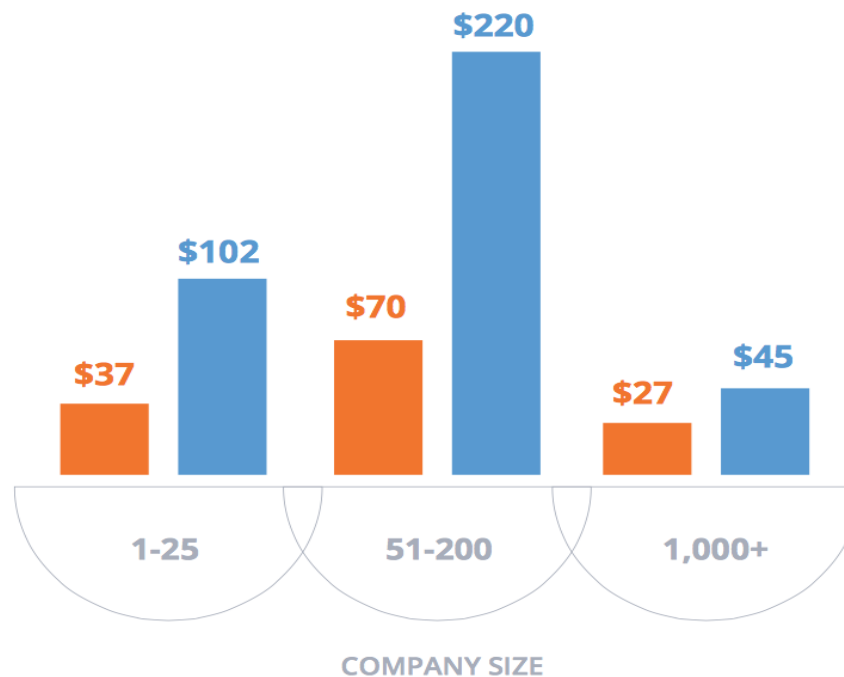
- Inbound/content marketing earns the attention of customers, makes your business easy to be found, and draws customers to your website by **PRODUCING AND PROVIDING THEM INTERESTING AND VALUABLE CONTENT.**
- Inbound marketing **DRIVES TRAFFIC TO YOUR WEBSITE** and **PROVIDES YOU LEADS!**



Why inbound marketing is a powerful tool



Inbound
marketing
costs less.



AVERAGE COST PER LEAD BY COMPANY SIZE

Inbound leads are more cost-effective for North American B2B companies of all sizes

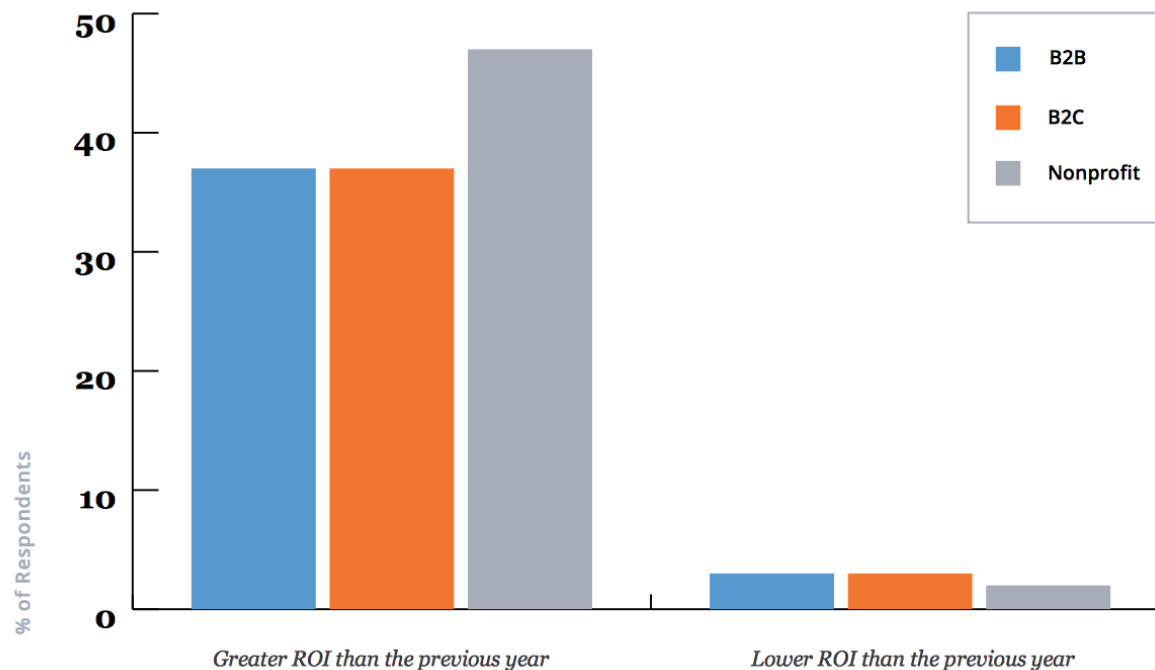
TYPE OF COMPANY

- Inbound
- Outbound

Why inbound marketing is a powerful tool

INBOUND MARKETING ROI BY COMPANY TYPE

Companies of all types enjoying greater ROI from inbound



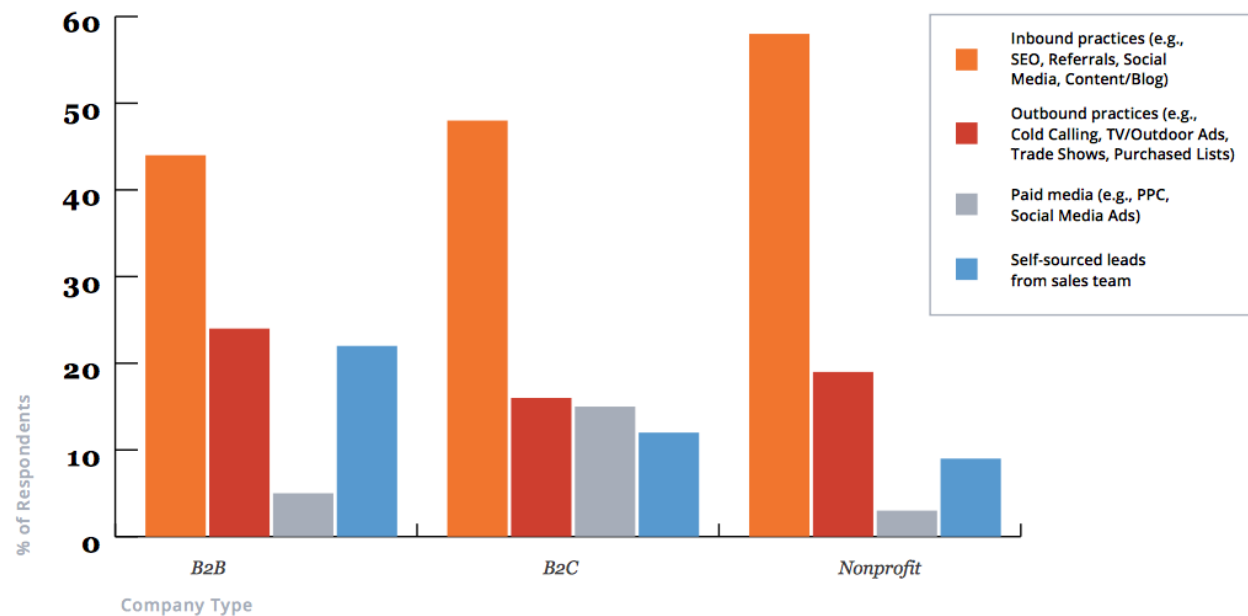
Inbound Marketing ROI

Why inbound marketing is a powerful tool

**Greater
opportunity for
growth.**

PRIMARY LEAD SOURCE BY COMPANY TYPE

Inbound lead sourcing advantage is greatest for nonprofits



Why inbound marketing is a powerful tool?



IT'S MORE
COST EFFECTIVE.



IT CAN BE
MEASURED.

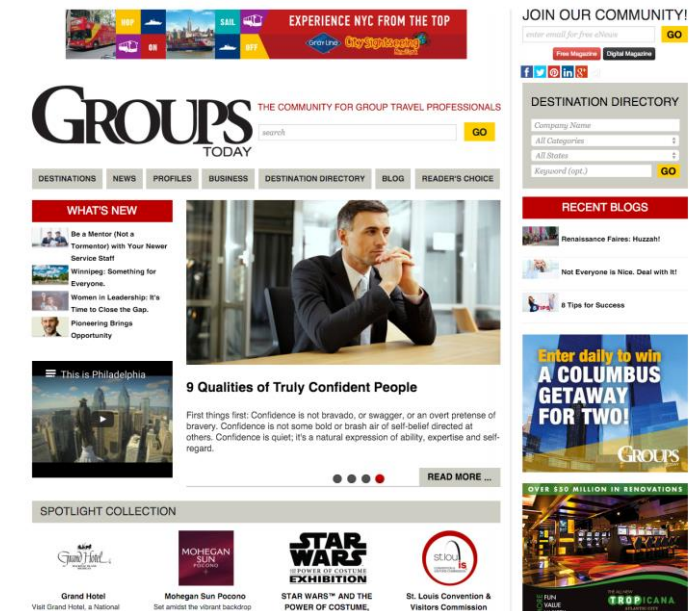


IT'S MORE
EFFECTIVE.

Create Content

WHAT'S YOUR CONTENT MARKETING MISSION?

EXAMPLE: Groups Today provides content to group travel professionals focusing on the destination planning, business new, and professional expertise related to all things group travel.



Create Content

YOUR CONTENT SHOULD COVER WHAT YOUR CLIENTS WANT?

- . Target a specific audience
- . Address needs and pain points
- . Be a trusted resource
- . Tell an engaging story
- . Advance your mission

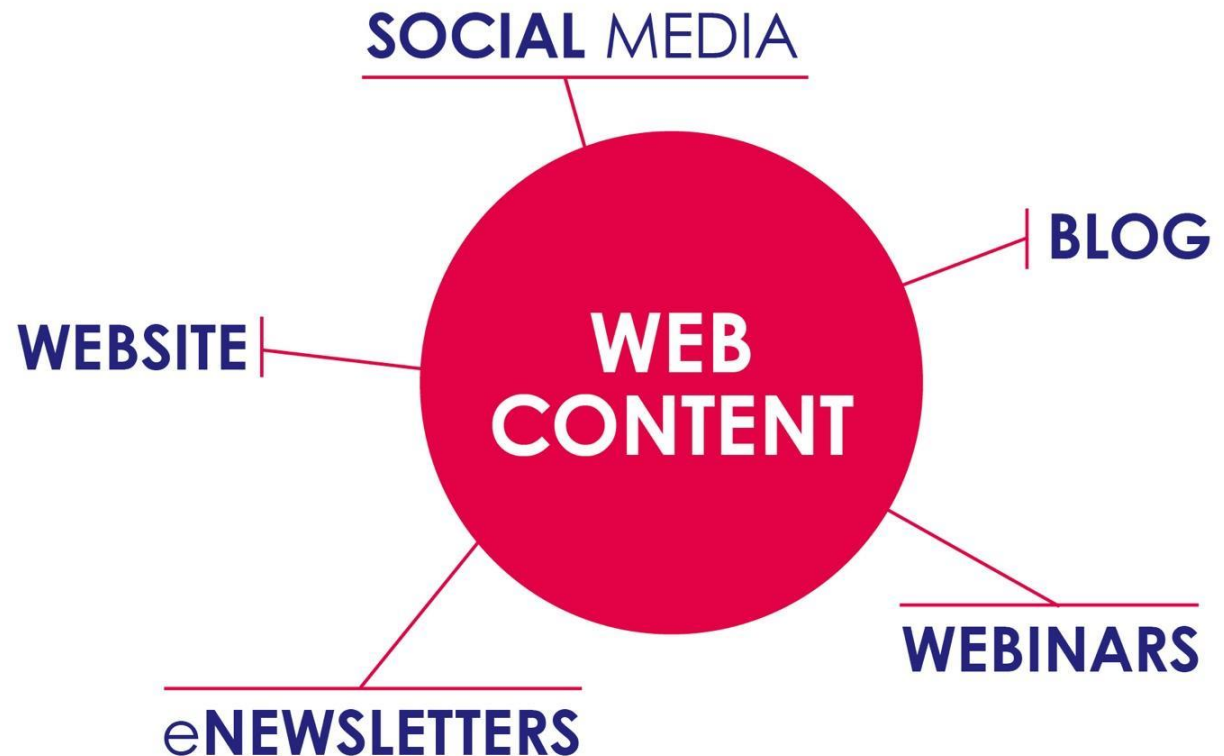
Create Content

CREATE CONTENT THAT ENGAGES PROSPECTIVE CLIENTS.

- Be authentic
- Be useful
- Be entertaining and use emotion

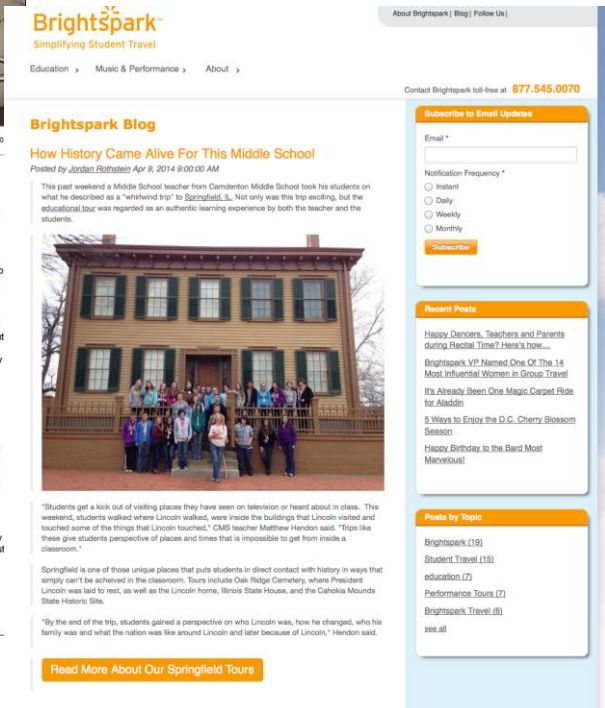
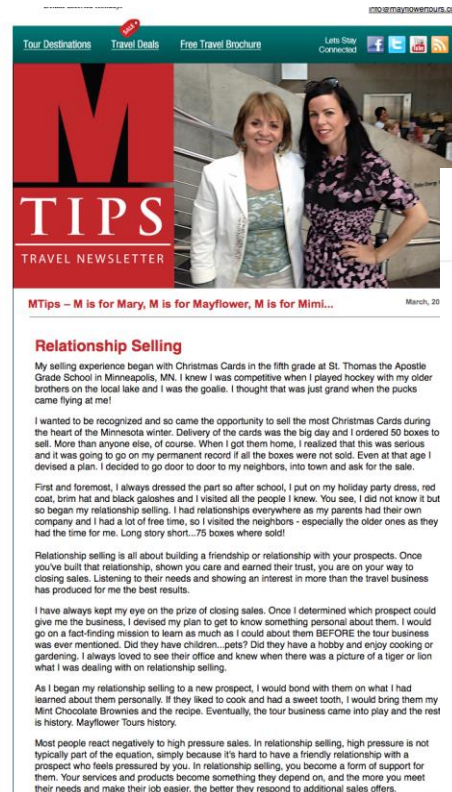
CONTENT Amplification

Increase the value of your content **AND REACH THE LARGEST AUDIENCE POSSIBLE BY AMPLIFYING IT** on channels where your potential clients are already engaged.



Blog

- **CONTROLLED** branding
- Customer/Client **ENGAGEMENT**
- **AUTHENTIC** content increases SEO
- **THOUGHT** leadership



Social Media

PAY TO PLAY

- Boost Posts
- Advertising

#HASHTAGS

- Search what's being used
- Determine topic engagement

TAG, TAG, TAG

LINKEDIN GROUPS

Post Details

Reported stats may be delayed from what appears on posts X

National AfterSchool Association (NAA)
Published by Jill Hansen Carroll · 17 · March 30 · 48

We know what quality afterschool is, how to measure it and how to help programs and practitioners achieve it. Public and private funding is critical to making sustainable improvements in afterschool progress. Share NAA's six recommendations for achieving measurable and lasting impact. #afterschoolquality #invest3to6



Afterschool Quality Briefs Available for Download
New resource material is available for download. Five briefs include: Why Afterschool Quality Matters School- and Community-Level
NAAWEB.ORG

6,500 people reached

Like · Comment · Share · Hootlist · 105 ↗ 20

6,500 People Reached		
131 Likes, Comments & Shares		
111 Likes	105 On Post	6 On Shares
0 Comments	0 On Post	0 On Shares
20 Shares	20 On Post	0 On Shares
162 Post Clicks		
0 Photo Views	78 Link Clicks	84 Other Clicks
NEGATIVE FEEDBACK		
2 Hide Post	0 Hide All Posts	

National AfterSchool Association (NAA)
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Like Page

Do you work in the field of Afterschool? Enhance your program and grow professionally! NAA's Annual Convention takes place this March in Washington, DC.



NAA Annual Convention - March 8-11, Washington, DC

NAAWEB.ORG | BY AARON HETTINGA

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Performance

Actions Clicks CTR Impressions
Relevance Score

444 Total Actions?

302 Website Clicks?

90 Post Likes?

27 Page Likes?

25 Other Actions?

See full actions report

eNewsletters

- Existing clients, prospects, **OR BOTH?**
- EMAIL SIGN UP** should be easy.
- Be **SHORT, SWEET, AND TO THE POINT.**
- EASY FUNCTION** to unsubscribe.
- Test subject lines for **EFFECTIVENESS.**
- Use your analytics for **CONTINUED IMPROVEMENT.**
- FREQUENCY** with less content wins!

Join Our Newsletter

Sign up to receive information about events, scholarships, and SYF news!





free eNewsletter

Site Search

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We are always open for a quick chat! Give us a call or email us any time and we will respond shortly.

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THE COMMUNITY for GROUP TRAVEL PROFESSIONALS


GROUPS eDaily

TODAY

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Small Town, Big Heart

Courtesy of Groups Today



They say everything's bigger in Texas—and if you ever visited the one-time Republic, you might agree. From larger-than-life icons to larger-than-average-size meals, the Lone Star State is a must-see. But don't just go anywhere. Located about 70 miles west of Houston and 90 miles east of Austin is Brenham, a town with a blend of historic sites, lush gardens, winery tours, stylish cafes, working ranches and memorable restaurants. [Read Full Article >>](#)

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Teach&Travel

Historically Different

Is the Tablet the New Textbook?

Buying new textbooks every ten years or so is a financial burden. Any teacher who's had to get by with a "classroom set" of textbooks – instead of having one for each student – can attest it's usually an inefficient compromise, at best. Is providing each student a tablet the answer?

READ MORE

Cyberbullying

Parents love the idea of easily reaching their children via smartphone or iPad to give them a message, send a photo, or check up on them. Unfortunately, they now have to be wary of who may contact their children through this technology and badge, threats, and intimidate them – a form of harassment called cyberbullying.

READ MORE

WOMEN'S HISTORY MONTH

March: Women's History Month

No matter the subject you teach, there are truly talented women of adventurous spirit that you could include in your curriculum to highlight women's contributions to the field.

READ MORE

Gettysburg Heritage Museum Now Open

Those coming to Gettysburg in 2015 will have the opportunity to see the new Gettysburg Heritage Center, located at the former site of the American Civil War Museum.

READ MORE

Teach & Travel is the OFFICIAL Publication of SYTA

Websites

- **MOBILE OPTIMIZED**
- Social sharing is **EASY AND IDENTIFIABLE**
- **JOIN** our Newsletter
- **DON'T WORRY** about the scroll



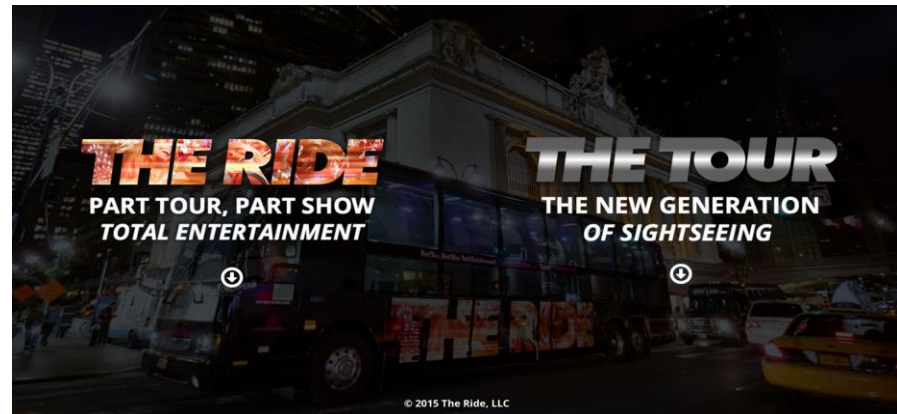
Lead Generation

CONVERTING CLICKS TO LEADS

- **What is your 'post click' strategy?**
 - Landing pages
 - Data capture forms
 - Pop-up forms

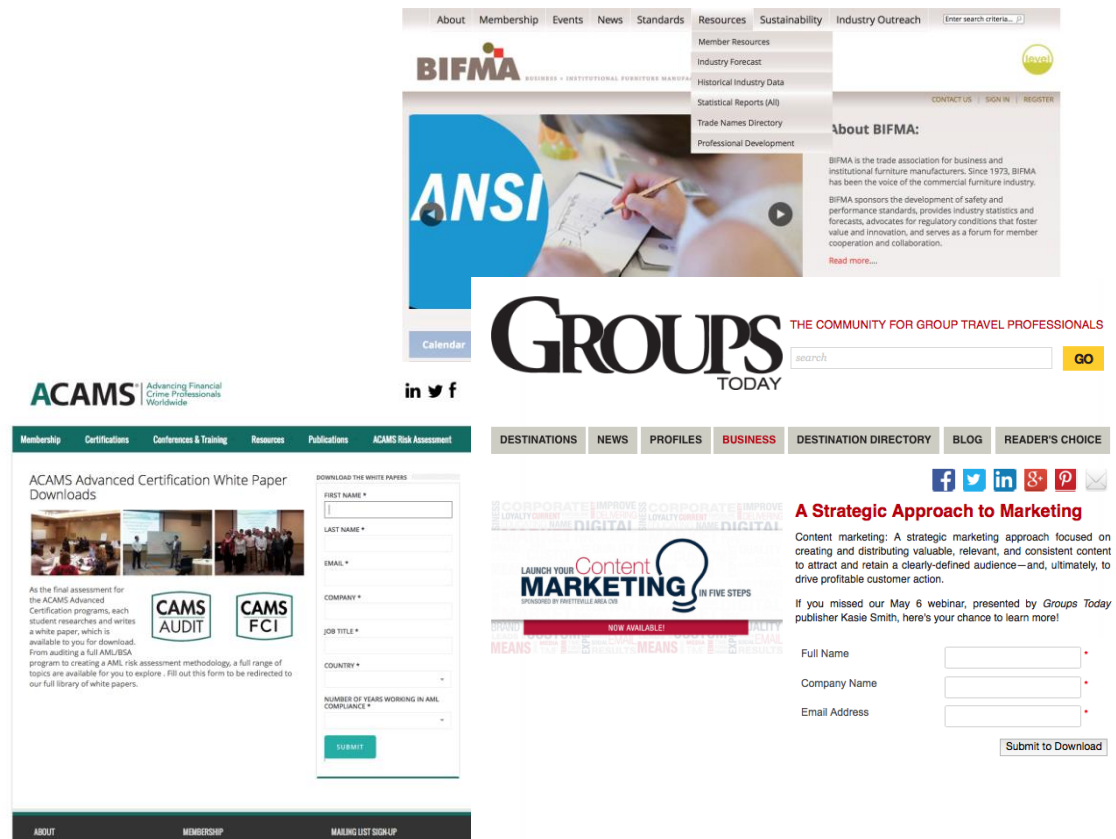
Custom Landing Pages

- The ad and landing page should **REFLECT** each other
- Keep is **SIMPLE** and clean with **FOCUSED** messaging
- Enticing **CALL TO ACTION**



Data Capture Forms

- What to share?
Statistics,
reports, data,
White papers,
eBooks - any
variety of
RESOURCES

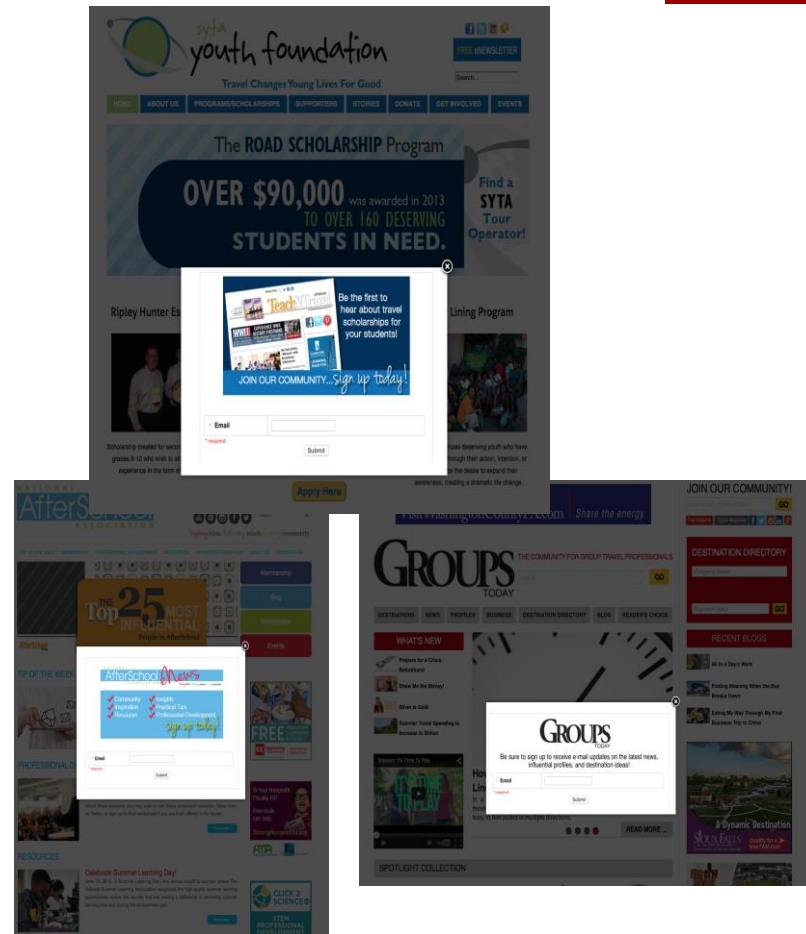


The image displays three distinct web-based data capture forms:

- BIFMA (Business International Furniture Manufacturers Association):** Features a navigation menu with links like 'About', 'Membership', 'Events', 'News', 'Standards', 'Resources', 'Sustainability', and 'Industry Outreach'. A dropdown menu under 'Resources' lists 'Member Resources', 'Industry Forecast', 'Historical Industry Data', 'Statistical Reports (All)', 'Trade Names Directory', and 'Professional Development'. The main content area includes a video player with the 'ANSI' logo and a text block titled 'About BIFMA:' describing the association's history and mission.
- ACAMS (Association for Certified Anti-Money Laundering Specialists):** Shows a 'White Paper Downloads' section. It includes a form to download white papers, with fields for 'FIRST NAME', 'LAST NAME', 'EMAIL', 'COMPANY', 'JOB TITLE', 'COUNTRY', and 'NUMBER OF YEARS WORKING IN AML COMPLIANCE'. There are also logos for 'CAMS AUDIT' and 'CAMS FCI'.
- Groups Today:** A website for group travel professionals. It features a search bar, a 'GO' button, and a 'Content Marketing' section. The 'Content Marketing' section includes a headline 'LAUNCH YOUR Content MARKETING IN FIVE STEPS' and a sub-headline 'NOW AVAILABLE!'. Below this is a form to register for a webinar, with fields for 'Full Name', 'Company Name', and 'Email Address', and a 'Submit to Download' button.

Pop-Up Forms

- **TIMING & MESSAGING** is everything
- Why use a pop up?
 ENewsletter subscription
 Promote a Discount
 Contest
 Survey
 Download Content



SEO: Search Engine Optimization



WHY SEO IS IMPORTANT:

SEO leads have a 14.6% close rate, while outbound leads (such as direct mail or print advertising) have a 1.7% close rate.

Increase SEO with **4** simple steps:

- Authentic Content - Real & Relevant
- MUST BE MOBILY OPTIMIZED
- Internal & External Links (Other relevant articles)
- Tag web articles
- Key Words

Conclusion

WHAT WE KNOW:

- Inbound marketing is the **#1 METHOD** for nonprofits to cost effectively generate leads and increase brand awareness.
- Success is achieved by **EARNING YOUR MEMBERS TRUST** vs. selling hype.
- **THE WORK DOESN'T STOP AFTER THE CLICK.** Post click strategies increase conversions.



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