

# 5 ESSENTIAL MARKETING TOOLS TO GROW YOUR BUSINESS IN 2019



As a modern business owner, you no longer have to just worry about “running your business.” You have to worry about successfully marketing it, too!

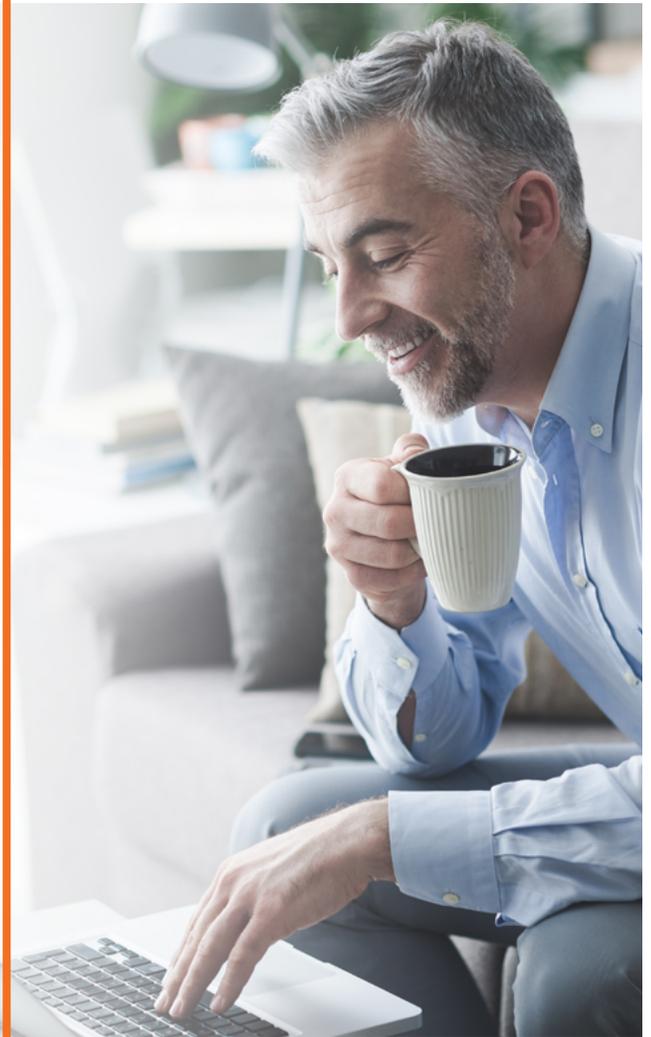
To grow your business and position it for the future, you must delight your customers online. And there’s no better time to do that than NOW.

But that’s the thing. **You know you need to create a strategic marketing plan, but where do you start?** Search has changed, and so have your customers’ buying habits and expectations. So how are you supposed to keep up with an ever-evolving technology and trends? How are you supposed to gain an edge over your competition?

Did you know consumers start their research online *before* buying online and in-store? With tools like voice search, Instagram ads, AI, and smart speakers, shopping — and researching — have never been easier.

*Ask yourself this, “How easily can people find your product or service?” And more importantly, “How easily can people purchase your product or service?”*

In a world where nearly 80% of U.S. consumers purchase goods online, you can’t afford to be left behind. In 2017, an estimated **1.66 billion** people purchased products and services online. That number is expected to swell to more than 2.14 billion in 2021. Here are a few more staggering stats to chew on.



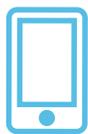
**5.5 billion**  
daily Google searches  
*Search Engine Land*



**2 trillion**  
yearly Google searches  
*Search Engine Land*



**89%**  
of consumers begin  
buying process online  
*Search Engine Land*



**75%**  
of consumers use  
social media to research  
before buying  
*Vivid Fish*



**1.50%**  
of all searches will be  
via voice by 2020  
*Wordstream*



**30%**  
of all searches will be  
without a screen by 2020  
*Gartner*

New trends and technologies will continue to emerge, and as a result, the way your customers search for solutions will, too. We know you want to stay on top of it all, but you're probably wondering, "Which marketing channels should I focus my attention on?" and "What strategies should I put in place?"

That's why we've created this free marketing guide, for leaders like you who feel overwhelmed by the state of marketing and confused as to how to reach today's savvy, sophisticated consumers.

*These five effective and measurable marketing tools will help ensure your business connects with customers and guides them through their buyer's journey, so your business can succeed in 2019 and beyond.*

## 5 ESSENTIAL MARKETING TOOLS TO JUMPSTART YOUR BUSINESS GROWTH



Telling your business's story is challenging. Your website talks about how great your products and services are. It even tells the incredible story of how you founded your business. Yet, your online sales are evaporating. Here's why.

**Your business's story shouldn't be about your business;** rather, it should be about your customers and how your business can provide a solution to their problem. In other words, your customer should be the hero of your story, not your business.

That is the philosophy of [StoryBrand](#), a messaging framework that helps businesses clarify their message so customers listen. Storytelling is a crucial component of modern marketing campaigns and essential to connecting with your target audience. StoryBrand offers business leaders a simple, easy-to-follow framework that identifies their target audience, simplifies their message, and creates a clear call-to-action for customers to take.

## 2 HubSpot

Once you nail down your story (your customer's story, that is) through StoryBrand, you need a platform to share it with your target audience. That's where *HubSpot* comes in.

HubSpot is a leading all-in-one marketing, sales, and service software that makes automation simple for busy business leaders. By combining storytelling marketing with smart automation, you can nurture your leads AND save time!

How? HubSpot provides businesses with everything they need to stay organized and on track with their goals, plus build lasting relationships with leads and customers. It's like having a 24/7 salesperson promoting your brand.

More than 48,000 businesses like yours use HubSpot to increase traffic, convert leads, prove ROI, and create a superior user experience for their customers. With HubSpot, you can do more than grow your business. You can grow your business *better*.



### 3 RESPONSIVE DESIGN

It wasn't too long ago that *mobile search usurped* desktop's search throne. And if your website and emails are not mobile-friendly, it's time to act.

Remember, the vast majority of consumers purchase goods online. However, if you do not provide a satisfactory mobile experience for them, they will take their business elsewhere, likely to one of your competitors.

User experience is everything these days and people want to buy NOW. Why should they wait to access a computer when they have all they need in their hand? In the U.S. alone, the average adult spends *5 hours on their mobile device* every day and *35% of mobile users* make at least one purchase a week.

On top of that, *51% of smartphone users* have discovered a new product or company conducting a search on their phone. Don't you want those purchases to be for your product or service?

*Consumers expect ease, convenience, and speed, so even a second delay, or a single pinch or zoom could cost you customers.*



## 4 MARKETING CAMPAIGNS

To convert leads on your website, you have to attract them first! From SEO and pay-per-click ads to social media videos and retargeting, you must add chum to the water — and you should always customize that chum to your target audience and create a piece for every stage of the buyer's journey.

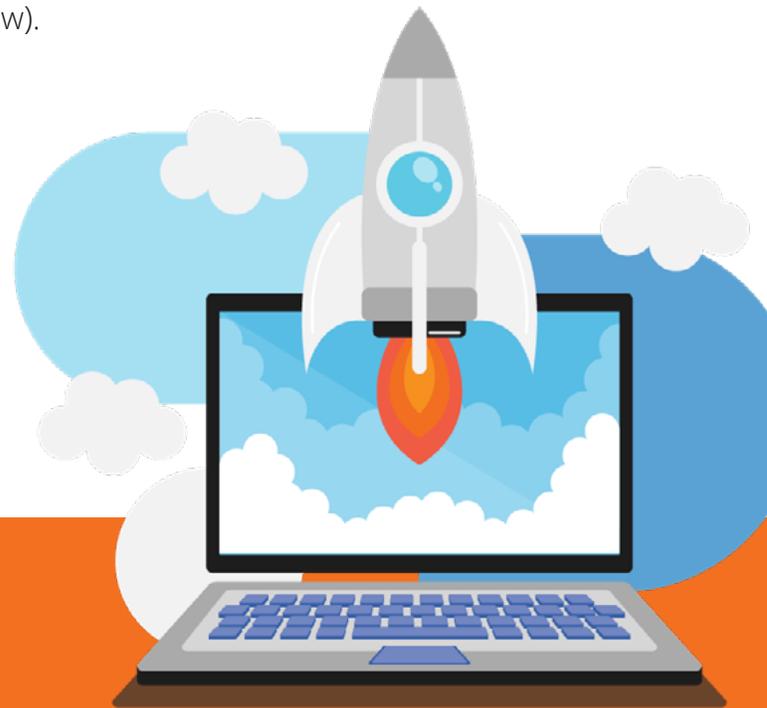
The truth is, *only 2% of people* become a customer the first time they visit your website. This means you need to win them over before they enter the decision stage

To do that, you must understand where your target customer spends their time, how they research, where they research, and more. Building buyer personas, or semi-fictional representations of your ideal customer, can help you create the content your customers want, and give it to them how they want it and when they want it. But we'll save buyer personas for another time.

So what's next? Once a lead discovers your business and lands on your website, you must provide them with a clear path that encourages them to take action. They should click on a call-to-action, such as a button or a link, that takes them to a landing page. Landing pages are designed to capture lead's information in exchange for an offer. A few examples of offers are a free ebook, case study, or product demo.

Now, what do you do with the lead's information? Enroll them in an email nurturing series (more on that below).

Marketing campaigns are key to business growth, but lead generation is also one of the most challenging strategies for businesses — *65% to be exact*, according to HubSpot. Therefore it's critical to create lead generation strategies that are just as unique and dynamic as your customers are.



## 5 EMAIL NURTURING SERIES

So what do you do after someone fills out a form on your website? You can't leave them hanging! They need direction and convincing, aka, nurturing.

According to HubSpot, 50% of leads are qualified but not ready to buy. That's why you must nurture them with relevant, personalized messaging. *Effective nurturing* generates 50% more sales-ready leads at a 33% lower cost. It's also imperative that leads are not turned over to your sales team until they are truly qualified.

While an email nurturing series isn't the final piece of the puzzle, it is an essential one. The ultimate goal of an email nurturing series is to take your leads and turn them into paying customers and brand advocates.

An email nurturing series offers you myriad ways to connect with leads. For example, you can incorporate testimonials from buyers just like them. You can include additional free pieces of content, such as blogs, videos, and infographics. And last but not least, you can provide them with a clear path and direct call-to-action so when they are ready to buy, all they have to do is click a button.



# HOW TO GET STARTED WITH A NEW MARKETING PLAN

When you unite the power of StoryBrand's messaging framework, HubSpot's smart automation, a responsive website, a holistic marketing campaign, and an effective email nurturing series, you will have what it takes to **delight your customers and grow your business** in 2019. Now THAT'S what you call a marketing machine!

However, we haven't forgotten that you have a business to run. How are you going to carve out the time to learn and implement these new tools? We get it; this is quite the undertaking. What you need is a team you can trust to successfully execute your new marketing plan.

*At ROI Online, you can partner with a team of StoryBrand guides and HubSpot experts that can help you quickly reach your goals. That's why we created the ROI QuickStart Kit.*



**In just 120 days, you will get an automated marketing and sales machine that clarifies your message and increases revenue.** Download our free QuickStart Plan to see how we can help put these five essential tools into action, so you can delight your customers and grow your business in 2019.



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