## BrightStar Care The Evolution of a Leadership Team Harvard Case Solution & Analysis













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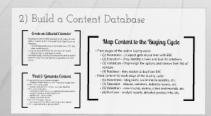








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# Social Media & Inbound Marketing

- Facebook, Twitter, and other social networks are powerful tools for inbound marketing
- Social media is mainly a public relations tool, not a hub for promotion and sales
- "Marketing with a magnet, not a sledgehammer"

## What is Inbound Marketing?

### Inbound vs. Outbound

- · Traditional (outbound) marketing:
  - · Cold calling, print advertising, TV ads, email spam, etc.
- Inbound marketing allows customers to find us when they look for the solutions to their problem
- Three components:
  - (1) Content entertaining/educational that draw quality traffic to our site
  - (2) SEO optimize all marketing platforms to earn a higher rank with search engines
  - (3) Social Media distribute content across social networks so users share it and strengthen our online reputation

## Why Inbound Marketing?

#### Low Cost

- New technology stifles the effectiveness of outbound practices:
  - Caller ID blocks cold calls; TiVo allows people to bypass commercials; spam filter block mass emails; RSS feeds make print ads less effective
  - The diminishing value of PPC advertising forces companies to buy again and again in order to maintain a top position on Google
- · Inbound marketing leverages technology to its advantage:
  - · Social networks are free
  - · Creating content is fairly inexpensive when done effectively
  - Investing in content creation boosts our rank in Google's organic results indefinitely

#### Better Targeting

- Outbound techniques are often poorly targeted
- ullet With inbound marketing, ideal prospects come directly to us

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## Create an Editorial Calendar

- Roadmap of content offers that outlines the topics to cover, kinds of content to post, demographics to target & posting frequency
  - Note SEO keywords, stage of the buying cycle, CTA, and other marketing goals
- Design an Excel spreadsheet for the next 6-12 months
  - Separate tabs for each type of content
- We need to begin each day knowing exactly what to publish
- Holes are okay, they may allow us to capitalize on current events

# Find & Generate Content

- Follow industry news & influential bloggers
  - Facebook, Twitter, RSS feeds, email newsletters, Google Alerts
- Monitor social conversations
  - Common problems our customers face, FAQs, HootSuite
- Take a camera everywhere
  - Answering customer questions & addressing common problems
  - Caregiver interviews & client testimonials
  - Webinars with industry experts
  - Industry events, BSC events
- Keep a list of evergreen content
  - Covers topics that are always interesting to our customers
- Look for opportunities to re-purpose content

## Map Content to the Buying Cycle

- Four stages of the online buying cycle:
  - (1) Awareness prospect gets acquainted with BSC
  - (2) Education they identify a need and look for solutions
  - (3) Validation they weigh the options and narrow their list of vendors
  - (4) Purchase they decide to buy from BSC
- Have content for each stage of the buying cycle:
  - (1) Awareness blog posts, social media updates, etc.
  - (2) Education eBooks, webinars, industry reports, etc.
  - (3) Validation case studies, demos, client testimonials, etc.
  - (4) Purchase analyst reports, detailed product info, etc.