

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

What is Inbound Marketing?

Inbound vs. Outbound

- Traditional outbound marketing:
 - Cold calling, print advertising, TV and direct mail, etc.
 - Interrupts people as they go about their day
 - Hard to track effectiveness of your campaign
- Inbound marketing:
 - Content marketing, search engine optimization, social media, etc.
 - Pulls people in to your brand
 - Easier to track effectiveness of your campaign

Why Inbound Marketing?

- Content marketing:
 - Create valuable, relevant, and consistent content to attract and retain a clearly defined audience
 - The content should be helpful, honest, and trustworthy
 - Content should be created and distributed consistently
 - Content should be created and distributed consistently
- Search engine optimization:
 - Optimize your website and content to rank higher in search engine results
 - Content should be created and distributed consistently
 - Content should be created and distributed consistently

6) Build Social Reach

- Interact regularly with fans & followers
- Create a custom Facebook Welcome Page with a CTA
- Follow customers back to make them feel important in the Twitter community
- Promote our social presence everywhere:
 - Web pages, blog, print advertising, TV ads, signage, emails, videos, media plays
- Leverage BSC's existing network of employees, colleagues & clients
- Add social sharing buttons to all marketing platforms & content
- Offer incentives for new fans & followers

5) Create a Twitter Profile

Building the Page

- Create a valid set of 100 legitimate accounts
- Research & keyword research to find relevant accounts
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Create a Content Calendar

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Social Media & Inbound Marketing

Analyze to "Close the Loop"

1) Optimize BSC's Web Pages

- Facebook & Twitter links for local profiles on ALL web pages
- RSS feed icon on BrightStar Care's blog
- Create landing pages with a lead capture form for content offers and CTAs
- Populate high-traffic pages with content offers and CTAs
- Develop a keyword strategy
 - Make an initial list of 5-5 keywords relevant to BrightStar Care
 - e.g. caregivers, homecare, nursing, senior health, etc.
- Optimize website, social media, email messages & unique content with keywords, avoid keyword "stuffing"
- Useful tools: Google Keyword, MozSuite

4) Create a Facebook Page

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2) Build a Content Database

Create a Content Calendar

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Map Content to the Buying Cycle

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3) Start an Email Marketing Campaign

Grow a Growing Email List

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Integrate Your Inbound Marketing

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BrightStar Care The Evolution of a Leadership Team

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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"

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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
- 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.