



INBOUND MARKETING GUIDE
IDENTIFYING BUSINESS OBJECTIVES

Congratulations on taking the first steps to implementing an inbound marketing strategy for your business!

Follow this worksheet to begin the necessary planning before handing off this information to your marketing team.

Happy marketing,
Stone Ward

In a brief statement, write down the purpose of your business:

Who are your ideal clients? What are their roles? Which industries do they work in? Write down a profile for them.



Read some of your business's reviews. Do your customer reviews reflect your business's purpose? Rate from 1-5 stars

Purpose - Service Alignment	☆	☆	☆	☆	☆
-----------------------------	---	---	---	---	---

Are there any differences in what you think you do for clients vs what they think you do for them? If so, list those here.

Rate your sales-marketing alignment. Does marketing deliver leads that sales would call "qualified"?

Marketing - Sales Alignment	☆	☆	☆	☆	☆
-----------------------------	---	---	---	---	---

Write down what a sales-qualified lead means to the sales team. Be specific with characteristics.



Now that the team is crystal clear on:

1. what purpose your business serves
2. what your ideal customer looks like
3. what a sales-ready lead looks like
4. how many leads you'll need to meet your goals

It's time to put your knowledge to good use. Some next steps for the marketing team to begin implementing an inbound marketing plan include:

1. Schedule some customer interviews to discuss what their path looked like when they began searching for answers to their problem.
2. Use market data to piece together a well-researched persona for the marketing team to write content for.
3. Research and choose the channels that are best to reach your desired audiences.
4. Create quality content for each stage of the decision-making process to help guide your prospects to your business for solutions.

You can find more insightful information for crafting your inbound marketing strategy www.stoneward.com/blog/.

You can also contact the Stone Ward CRM/Inbound department directly at mshirrell@stoneward.com.