

Nutshell 🍪

The B2B Marketer's Toolkit

120+ tips for generating more leads
and outwitting your competitors.



The thing you're looking at is called a "lead magnet." But you already knew that, right?

I'm a marketer, and you're a marketer, so we can be honest with each other. And the truth is, this PDF is a collection of articles that were previously published on the Nutshell blog. Specifically, it's our eight greatest **marketing-related articles** of all-time...not necessarily the most popular, but the ones that I personally thought were the most entertaining, educational, original, etc.

Now that we have your email address, we will email you from time to time with other resources that you might find useful, in the hopes that you associate the Nutshell name with quality and expertise, and reach out to us if you ever need a **CRM** or **growth software** platform. This is called content marketing. Again, I'm not telling you anything you don't already know.

Oh, and that subtitle about "120+ tips for blah blah blah"? I kind of just browsed through the guide and came up with a number at random. We marketers love big numbers. But look, if you read through this entire guide, I'm confident that you'll find at least 10 things that will be personally useful to you. And for a free download, that's not too shabby.

Enjoy your new lead magnet!

Best,



Ben Goldstein

Editor in Chief, **Sell to Win**

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The Marketer's Dictionary: 38 Slang Terms All B2B Marketers Should Know

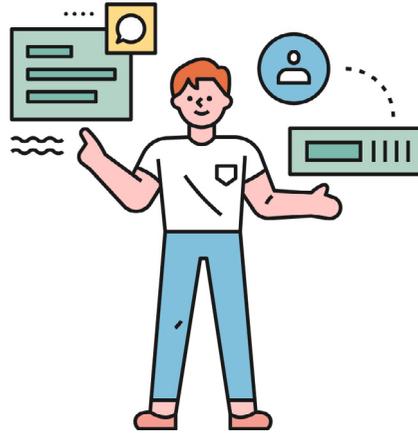
Marketers have a lingo all their own.

While we marketing pros tend to keep things clear and simple with our clients, we'll often use marketing slang terms as shorthand when trading tips with each other online or at networking events.

If you're new to marketing or just want to sound smarter on LinkedIn, this list of practical marketing slang terms will get you caught up in no time.

1. Advertorial

An article in a publication that is designed to promote a product or service, but is presented in the style of original editorial content. The brand being advertised foots the bill, and the publication is required to [add a disclaimer](#) that what you're reading is actually sponsored content.



2. Audience

The group of people who you create all your content for, AKA your *real* bosses (they don't really know what they want either). An audience is typically defined by their demographics and behavior.

3. Backlinks

Hyperlinked text that leads to an external webpage. High-quality ones are important for SEO and better search engine rankings because it helps connect a "web" between your website and other related domain lead-

ers. Backlinks show Google that your website is so cool that it hangs out with all the other cool websites so it definitely should be popular.

4. Brand Awareness

The measure of how memorable your company name and/or products are to the general public. For example, your dog knows exactly the kind of high-value experience they're going to get when they hear W-A-L-K. Marketers work hard to achieve that same level of enthusiastic brand awareness and association around their offerings.

5. Channel

A channel, or lead generation channel, is a platform or content type marketers use to reach consumers. This can be anything from search ads to landing pages to social media.

6. Content Marketing

A strategy that brands use to deliver value to an audience through multimedia content without selling them on anything—at least not explicitly. Content creation (including blog posts, podcasts, and YouTube videos) is one of the most expensive and time-consuming goodwill moves a brand can make. But it has a ton of invaluable benefits, from brand awareness to email acquisition. (See: lead magnet)

7. CTA

CTA stands for Call To Action, which essentially means asking an observer to take the next step, like add to cart, sign up, or follow. CTAs often come in the form of buttons and popups and forms (oh my)!

8. CTR

Click-Through Rate (CTR) is the number of times an ad or link is literally clicked on by viewers then divided by the number of times it's viewed. High ones make upper management happy because they often lead to more sales.



9. Demand Gen

Demand Gen is a marketing technique that uses a targeted strategy (like landing page conversion optimization or lookalike audience profiles on Facebook) to bring in new business. How is this different from regular old lead generation? Rather than just drum up more leads, Demand Gen makes the need for a product and company more urgent and important while also expanding the idea of who might actually want it then capitalizing on current wins through optimization.

10. Evangelist

People who love your product or services and promote them on their own without

additional incentives or requests. Think of them like groupies for your brand.

11. Gamify

A strategy that uses addictive and entertaining concepts from games to attract, engage, and keep audiences interacting with your brand for longer. **McDonald's Monopoly** is a classic example, although there are **many other examples in the digital era.**

12. Hype

How much positive attention something gets, warranted or not. Hype is usually measured by engagement and organic mentions, like when something goes viral.

13. Hyperlocal Marketing

A strategy that targets an audience located in a very precise geographic region; it can be as large as a town or as small as a street. One way to find hyperlocal marketing is by searching for a desired keyword plus the phrase “near me.”

14. Influencers

People brands pay to advertise to their personal followers. Contrary to popular belief, influencers exist outside of Instagram in places like Quora and LinkedIn.

15. Keyword Stuffing

Including a ton of repeat keywords into a piece of content in the hopes that it will rank higher. If the language isn't natural, you might actually get your content **banned by Google**.

Related: [What is SEO content writing?](#)

16. Keywords

Individual words or phrases people use to search for queries online. Marketers will often research, strategize, and create content around a set of primary and secondary keywords to improve their search engine results page rankings (see: SERPs) for topics with high business value.



17. KPI

Stands for Key Performance Indicator, a unit of measurement used to define the success of a marketing tactic. Without KPIs, you won't be able to track, monitor, and adjust how you plan to achieve your goals.

18. Landmark

A **content technique** focused on identifying and covering foundational topics a brand

or product needs to have on their website. They're usually detailed, aimed at beginners, and strategic.

19. Lead Magnet

High-value content that lures in leads by providing valuable insights, tools, or research, in exchange for the visitor's email address. Also known as "content offers," you'll find them advertised on social media, promoted in newsletters, or dropped into the middle of blog posts.

20. LTV

Lifetime value, or how much money a client will bring into the business during the course of your relationship with them. LTV helps companies figure out projected profits and how much they should spend on marketing and sales to get a new customer.



21. Metadata

Descriptive and structural information that helps search engines understand what your webpage is all about. Metadata creates rich snippets of content in search results but there's even more metadata that site visitors don't see.

Learn more: [Beginner's Guide to Writing Metadata](#)

22. Optimization

A strategy or method that helps you improve the performance of anything SEO related. It often requires you to put your target keyword in the image alt text and in a couple of the

section headings. Very basic SEO optimization is a lot easier than people think.

23. Organic

Getting people to find your offerings on their own. This marketing slang term has more to do with website traffic you don't directly pay for than the quality of your celery.

24. PAA

"**People Also Ask**," or the frequently asked questions that come up on Google's first page of search results. These questions give content marketers a sense of what to answer in their own related content.

25. Paid Search

The top one to five search results that show up at the very top of search results and say "Ad" next to them. Companies pay to appear there when people search for specific keywords. There are two types of paid search: the kind you pay for upfront or ads that you pay for after someone clicks on them. (See: PPC)

26. Pillar Pages

A webpage that groups information from a lot of related topics onto one page. For example, a business may have a Services pillar page that summarizes all the services they offer, while linking out to individual pages that describe them in greater detail.

27. Post and Pray

A delusional approach to marketing in which a person shares a webpage or blog post link on social media hoping it will drive traffic despite not having done any additional strategy or promotion to increase reach.

28. PPC

Pay-per-click, or paid search ads that are displayed for free but charge for every link click. The cost depends on which keywords you choose, with more competitive keywords having a higher price tag.

Learn more: [8 PPC tips to improve your Google Ads performance](#)

29. Product-Market Fit

The act of measuring how well an offer meets the demand of its target audience. An example of great product-market fit is the authentic taco stand that sets up outside of bars at closing time on the weekend.

30. ROI

Return on investment. A measured result of an expense that justifies your marketing spend, and helps you know where to allocate future



budget. The goal is to get the most results in terms of customer revenue for each dollar spent.

31. SEM

Search Engine Marketing. Using paid ads to land at the top of search engine result pages. It often helps marketers guarantee their spot at the very top of Google's first page but beware of **ad blindness**.

32. SEO

Search Engine Optimization is all about driving organic traffic to your website, preferably from visitors who are actually interested in and qualified to use your products and services. SEO typically involves creating marketing content that's competitive in search engine algorithms and provides a lot of value to human readers too.

Learn more: [What is SEO content writing?](#)

33. SERP

Search Engine Results Pages are what you get when you Google anything. **90%** of internet users don't read past the first one.

34. Teething Problems

The beginning phases of an entrepreneurial venture that's still growing. Marketers help companies with teething problems by building their brand name over time.

35. Traffic

The number of website visitors you have within a given timeframe. Not all traffic is created equally; if your visitors aren't buying your product or giving you their email addresses, then site traffic is nothing more than a **vanity metric**.

36. User Intent

What people search for versus what they actually mean. For example, the search term "what is bone broth" provides more links to recipes and flavors than actual definitions.

37. Whizbang

Something that is noticeably successful or skillful. It can also be used to describe a task or event that is very fast-paced. For example, you can have a whizbang Facebook ad campaign or eBook launch. And for all you nerds out there, you may have heard this term used in the digital card game Hearthstone.

38. Zero-Click Searches

More than 50% of users find what they're looking for at the top of page one of Google without having to click on any links because the information is already available in the text preview. That can be a positive experience for the user—though it's not great news for the outlets and websites that [depend on google for search visits](#).



Everything we know about marketing emails, in one place



Read Nutshell's "Complete Guide to Writing MUCH Better Marketing Emails" and get more of your email subscribers to open, click, and buy.

LET'S GO



Lead Generation Crash Course: 19 Expert Strategies for Expanding Your Inbound Marketing Net

Whenever we ask our customers about the biggest challenges they face in their small business, “generating leads” is almost always at the top of the list.

Sujan Patel, is a well-known marketing guru and entrepreneur who has co-founded successful business ventures like Mailshake, and helped major corporations like LinkedIn, Expedia, and Salesforce better connect with their customers. At our BOUNDLESS 2020 virtual event, we asked him to share his top lead generation tips for inbound marketers.

Read on to learn Sujan’s best lead generation tips, including how to decide which channels to invest in, how to get more out of your paid marketing efforts, and how to convince sales and marketing teams to (finally!) work together.

What Are the Most Common Lead Generation Mistakes?

Too Many Channels: “Even the biggest companies in the world have their core channels. It’s generally three or four channels. If you focus on seven channels, things will get sloppy, so stop focusing on so many things.”

The Wrong Channels: “People focus on too many insignificant channels—things that will never, ever move the needle for their business. If you’re in the B2B world and you’re trying to drive traffic with Instagram ads, or you’re spending energy thinking about Snapchat ads, you’re probably wasting your time.”

The Wrong Timing: “I also see people using specific channels at the wrong times. For example, SEO content is not going to do anything meaningful for your business early on. Paid will. Partnerships will. SEO won’t because it takes a long time.”

“If you’re in the B2B world and you’re trying to drive traffic with Instagram ads, or you’re spending energy thinking about Snapchat ads, you’re probably wasting your time.”

How Do I Choose the Right Channels?

Test Everything: “Go with the tried and true channels first and then expand from there. So start with *one* channel and do the math. For example, if I spend X amount of dollars, I should get X amount of traffic. Do this for every one of your channels you can think of.

Then put it through your funnel and see what you get.”

Influencer Marketing: “For new companies still trying to get their first 100 customers, it can help to work with influencers and get people with a personal brand to promote your stuff. But make sure your product is polished before you work with them.”

CPC Ads: “Any type of PPC advertising like Facebook and Google Ads will work. But you need to be willing to spend money. Every company should be prepared to spend somewhere between \$10,000 to \$15,000 on advertising before they have 1,000 customers. Why? Because spending this amount of money will force you to optimize your funnel. It will force you as a founder, a salesperson, a marketing person to always think about your company’s funnel.”

Company Email List: “Ultimately, collecting emails is one of the most powerful and important things you can do. The reason for that is, it’s *your* email list, it’s *your* audience. It’s your people who’ve bought into the general concept of what you’re doing. Send them something of value on a regular basis. Stay in constant communication with them. If

you don't have time to create content, curate content. Because the person who gets the credit for the value is the person who shares the content, not necessarily its creator."

"Every company should be prepared to spend somewhere between \$10,000 to \$15,000 on advertising before they have 1,000 customers. Why? Because spending this amount of money will force you to optimize your funnel."

Outbound Email Marketing: "Cold email and outbound sales are really effective because you'll get rejected a lot, but it's free, and the process will help you figure out your pitch."

Content Over Product: "If you're in the B2B space, don't push your product. Push content, because you can get a drastically better opt-in and click-through rate for whatever you're measuring. This is because the friction is so low, and the value is so high. Take, for example, an e-book. It's very high value and all a person has to do is enter their email and name, maybe a phone number too. This approach is five, 10 times more effective than trying to sell somebody a product on the first pass."

How Do I Get More Out of My Paid Marketing Channels?

Two Different Channels: "Know the difference between brand affinity channels and acquisition channels. A brand affinity channel is a channel that's great for building your brand, your reputation. An acquisition channel is a channel that will allow you to acquire new leads every day."

Email Sponsorships: "Sponsoring email newsletters is a great tactic because it's cheap. Go out and find niche newsletters in your space and see if you can sponsor them."

"If you don't have time to create content, curate content. Because the person who gets the credit for the value is the person who shares the content, not necessarily its creator."

"Think about where the scale is for each channel you're on. A lot of people pick too many small channels. For example, Facebook groups are great places to build a loyal audience. You can build a fan club. There's lots of Facebook groups dedicated to all different

kinds of topics. But how many of them are full of your customers? Facebook is a good beginning channel. But after two or three months, you'll run out of prospects."

Proper Targeting: "Make sure that whatever type of advertising you're buying, it can be targeted to the exact people that you're looking for. This means that you need to know who your target audience is."

How Do I Maximize My Organic Lead Channels?

Word of Mouth: "Your product is the marketing. Create a good product with a strong value proposition. Generally, this will be the opposite of what other companies are doing. Go on Capterra or Trustpilot (for software companies) and look at your competitor's pros and cons. Then make sure that whatever their cons are, those are your pros."

Your True Fans: "Build an audience of one thousand true fans. Pat Flynn has a good book called *Superfans*. Read it. Google '1,000 True Fans,' and you'll find a great article on the topic. The point is, you really only need to

build 1,000 true fans to start growing. And you build these fans through educational content.”

Focus on Growth Channels: “Concentrate on channels that are going to drive growth for your company. I would focus 75% to 80% of my time on those channels. Then focus on building your brand, your circle of influence/goodwill, across the board. The good news is, you can do it all with content. Great content will tackle both objectives.”

“You really only need to build 1,000 true fans to start growing. And you build these fans through educational content.”

How Can I Get My Sales and Marketing Teams to Work Together?

Hold Weekly Meetings: “Have weekly meetings for your team leaders. Have them go to lunch or happy hour together. That’s the best way to go. Then communicate clearly. Salespeople need to tell marketing folks why their leads suck. When Marketing understands why, they can change their approach and get better leads.”

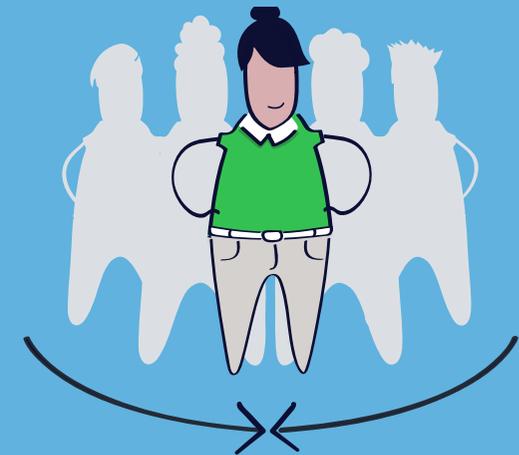
Stick to Your Sales Process: “Your sales team has to have a system, and they need to be willing to work the exact same way on a bad batch of leads as they do on a good batch of leads. That’s the only way to find out if a specific channel is working or not.”

Check Egos at the Door: “Every team member needs to be willing to eat crow. Usually the problem between sales and marketing teams is that someone always has to be right and someone always has to be wrong. But most times, the truth is in the middle.”

“Salespeople need to tell marketing folks why their leads suck. When Marketing understands why, they can change their approach and get better leads.”

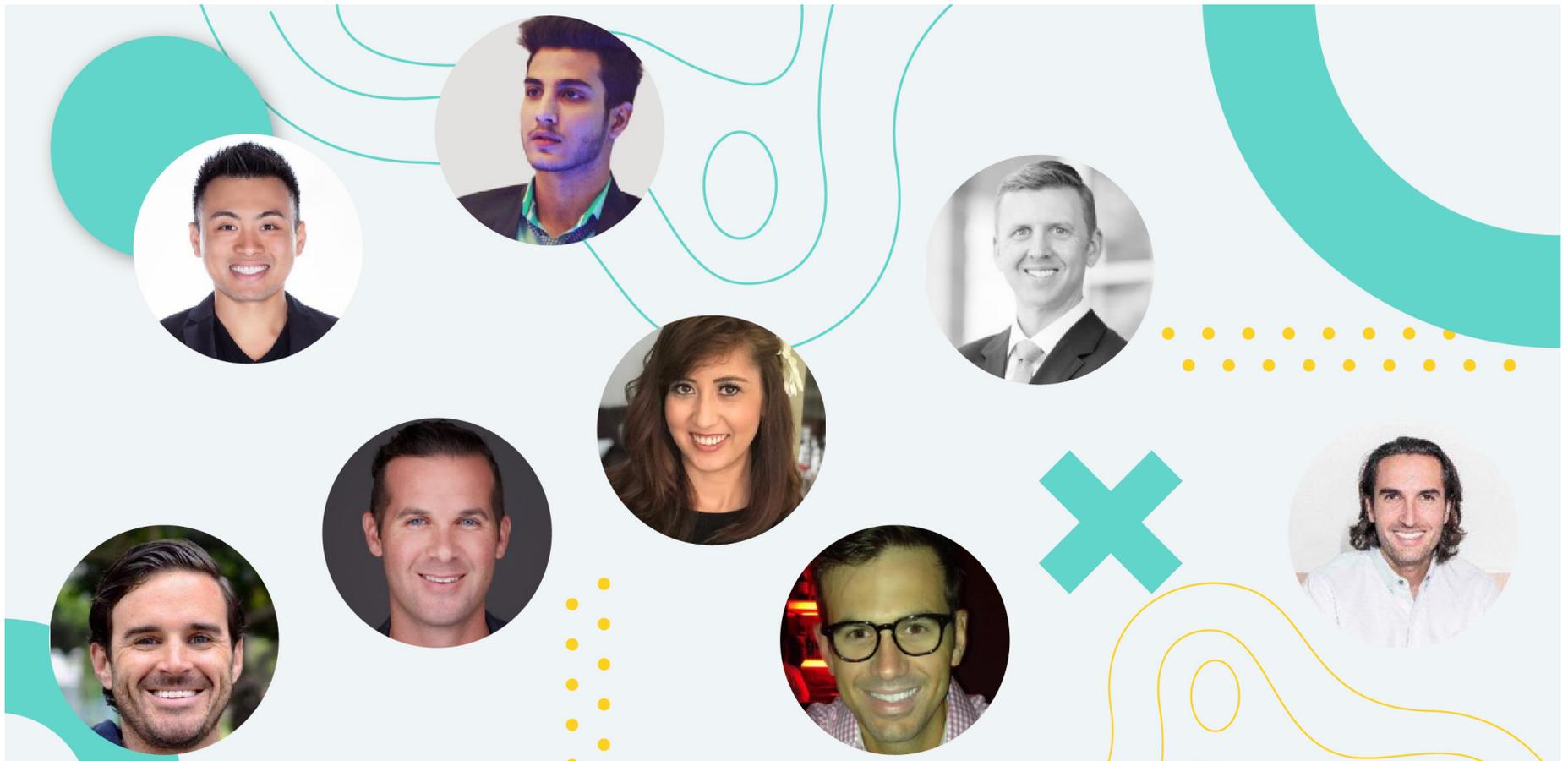


The CRM that’s built for inbound teams



Do your prospects make the first move? Learn how Nutshell’s inbound sales CRM turns more hand-raisers into paying customers.

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8 PPC Tips to Improve Your Google Ads Performance

Google Ads are among the most popular forms of digital advertising due to their flexibility and visibility.

Blending in seamlessly with organic search results, Google Ads generate **more clicks** than traditional banner ads or pop-ups.

Like SEO or SEM, Google Ads can be optimized and improved. We've asked eight experts to share their tips for improving Google Ads performance.

Integrate SEO & SEM

SEO and SEM are sometimes looked at as mutually exclusive marketing methods. The truth is, they're much better when they work together.

If you're looking to improve PPC performance, take a look at the organic search results for your chosen keywords. Chances are, there are insights to be gained about organic click-through rates (CTRs) and PPC ad copy, as well as organic conversions and **quality scores**.

For example, if a PPC ad for a particular keyword is generating a high CTR, then that could signify an opportunity to update the meta description of a blog post targeting the same keyword. The crossover of the efforts is immense. Take the necessary steps to integrate PPC and SEO.

— Brett Farmiloe, *Markitors*

Target Specific Locations

Lawyer keywords can reach cost per click levels of \$150-\$200 per click. To avoid paying those high amounts, advertisers need to be hyperspecific with the locations they target. Get granular with Maps in Google Ads. Select the exact areas nearest to your service areas to increase your conversions and help your ad budget go farther.

— Court Will, *Will & Will*

Use Negative Keywords

Negative keywords enable advertisers to exclude specific search terms from advertising campaigns to focus on only the search terms

that matter to your business. By monitoring campaign activity and adding in negative keywords, campaigns can achieve better targeting with an increase in your return on investment.

For example, there are 125 Cruise America rental centers in the United States, Canada, and Alaska from which you can depart. But, Hawaii is not one of those locations. By adding "Hawaii" as a negative keyword, we can make sure our ads stay relevant to the locations we service.

— Randall Smalley, *Cruise America*

Focus on Some KPIs Over Others

If I had to summarize a strategy for Google Ads, it would be to focus on the attributed revenue and CAC (customer acquisition cost) rather than CTRs (click-through rates), CPCs (cost per clicks), CPAs (cost per acquisition), and other funnel metrics.

The point of pay-per-click, simply put, is to invest dollars and receive a return on investment. Many marketers get caught up in opti-

mizing top of funnel metrics, but if good CTRs don't actually attribute to revenue, then is that metric really worth it?

— *Janelle Amos, Head of Demand Gen*

Don't Ignore the Recommendations in Google Ads

Few people use the “recommendations tab” in Google Ads, where you can get recommendations for optimization of your campaign. In there, you will also observe the “optimization score,” which is powered by a machine-learning algorithm to produce a score about how good your campaign is optimized for performance. Select and act on the recommendations that you find to be relevant.

— *Rameez Ghayas Usmani, PureVPN*

Research Competitor Strategies

The best tip I can give is to research what your competitors are doing and use that as a basis for your strategy. There is absolutely no reason to reinvent the wheel when it comes to PPC. Plenty of tools like Ahrefs or iSpionage

let you see the copy, image, and landing pages of competing ads. Even better is when you find an ad that has been running for a while as it almost always means it is delivering results.

— *Quincy Smith, ESL Authority*

Optimize Your Click-Through Rate

The best way to improve Google Ads performance is by optimizing the Click-Through Rate (or CTR). I suggest including **promotion extensions** that highlight deals, exclusive offers, and discounts on your site. Customers are likely to click on ads if they know your business is running a promotion.

Highlighting any discounts, sales, or exclusive offers on your ads help entice customers to learn more about your ad, increasing their likelihood to click on it. The increased CTR for visitors to your promotion page translates to higher revenue.

— *Yaniv Masjedi, Nextiva*

Increase Mobile Site Speed

In order to ensure our mobile site loads quickly, we compress our images. This ensures that all our images are optimized for site speed while still retaining image quality. We also took steps to **minify** all our **liquid code** while trimming down the total number of **scripts** being called.

Removing unnecessary assets on some pages while reducing image assets on others helped reduce site load time as well. Also, we started to use **AMP** on our blog pages, which reduced page speed load time under one second.

As a result, we've seen a 20% lift in traffic to our blog. Bringing more traffic to our blog increases the likelihood of making a sale as customers continue to navigate through the site.

— *Brian Lim, INTO THE AM*





Buying a Lead List: The Pros, The Cons, And the Things That Might Land You In Jail

Okay, jail's a stretch, but buying lead lists is still risky business.

However, 68% of businesses are struggling with lead generation, so it makes sense that purchasing lists is still a common B2B practice.

So if you're going to do it, this guide will help you do it *well*.

When to buy a lead list

Any online research will tell you **not to buy a lead list**, and for good reason: They're risky, costly, and the accuracy of their data is **dubious at best**. That being said, lead generation still needs to happen, and companies like **DiscoverOrg** and **LeadFuze** are thriving in the current market. Comprehensive organic lead generation strategies aren't always an option, and companies still need to close deals.

So if you're planning to purchase a lead list, we're not going to shame you. It happens. It is important, however, that you understand exactly what you're getting yourself into. In order to get the most value from your list, you'll need a clear and concise plan for the data you obtain.

How to buy a lead list

Know who to target

The first (and most important) step in buying a lead list is understanding **who you'd like to target**. If you purchase a lead list composed of generic contact information, there is no guarantee that any of the contacts will be interested in your offer. By performing targeting *before* purchasing a list, you'll be preemptively eliminating (and not paying for) uninterested leads, thus getting the most "bang for your buck." If you don't already have your target market figured out, now is the time to do so.

A good way to tackle this is to rank your existing customers in terms of favorability, including profitability, acquisition cost, and the amount of time it took to move them through the pipeline. From this list, you can extrapolate more nuanced psychographic and demographic data, which will give you a much clearer idea of which types of companies you'd like to target. A good list vendor will work with you to help you get the specific data you need.

Rank	Company Name	Deal Amount	Location	Pipeline Time
1	Cage-Free Potato	\$4,500	Dexter, MI	7 Days
2	NWorth Investments	\$4,200	Ann Arbor, MI	15 Days
3	Carrollsoft inc	\$3,950	Pensacola, FL	9 Days
4	Clemson, Mayfield, and Grey, PLLC	\$3,900	Scranton, PA	31 Days
5	Seeley Aquarium	\$3,900	San Dimas, CA	7 Days

Pay more for a better list

If you're going to pay for a list of leads, the cost will vary based on several factors:

- The number of leads
- Targeted nature of the data (B2Bs in a specific industry may be more expensive than just a general "business" list)
- The type of data (e.g. just email addresses or other information like annual revenue)
- Accuracy of data (double-verified email, verification of role/position, etc.)

Many companies opt to buy a list of 10,000 or so leads, divvy them out to reps and keep contacting the names until they know the data isn't accurate or they've closed-won or lost all the leads on the list.

That said, more and more lead list companies are moving to a monthly/annual payment model. These revolving plans (in many cases) allow lead data to be constantly refreshed and

more accurate than a stale list of leads that's been sold to anyone who asks.



So, for a few hundred bucks, you could get a one-time list of 10,000 contacts (where up to 50% are no longer good). Or, you could get a month at a lead data company, like [LeadFuze](#), for around the same cost. (That plan is for a month of unlimited leads.) A reputable company will update their lead lists regularly to ensure that their contacts are as accurate as possible. And you can tailor specific searches to find the most targeted leads to pitch (things like: industry, company size, ad spend, and even the technologies that companies are using).

How to use a lead list

Seeding a campaign

Your list is cold. Essentially you've got names and contact info within your target market, and that's it. If your goal is to end up on [the email fail list](#) (or the email blacklist,) just mash out a template and send it to everyone. If selling to win is your thing (it should be) start the [prospect research](#) process before you even think about contacting your list. Each bit of info you gather during your prospect research will bring you closer to your prospect, and closer to winning the deal.

Related: [How to warm up your cold outreach](#)

Soft outreach

Popping up cold in someone's inbox or answering machine is already a stretch, in terms of [sales tactics](#). Do everything you can to make your offer "soft" and easy to handle. That means sending someone a link to a four-page web form is a no-no.

A better strategy is to try to position yourself as an advisor to your lead by simply sharing information or opening a conversation about a topic related to both of you.

Prospect research

Consider your list a starting point: not every contact on the list is going to be a viable prospect. In order to maximize your outcomes, you will need to disqualify the leads manually. (Unless you have a CRM that automatically scours 99 different channels for you.)

Check out LinkedIn and company websites to determine if the data on your list is accurate. Is the lead still in the same position with the same employer? Did the company move? Is the email address valid? Even with a purchased list, the goal of your outreach is to form authentic 1:1 relationships, and that starts with getting the details right.

For startups

Lead generation is among the millions of challenges startups and small businesses face. Most startups' marketing and lead generation

efforts are minimal, as they haven't had a long stretch to develop an effective marketing strategy yet.

The "official" lead list generation strategy is to create a warm lead list organically through gated content and forms on your company's website. Unfortunately, this isn't always feasible.

When a content strategy is impossible and the bills need to be paid, many startups will purchase a lead list to keep the pipeline full. If this is your course of action, remember that purchased lists are a temporary measure to get your startup to the next level. The best practice is to leverage the new customers that your lead list generates—the revenue, the customer stories, and the social proof—to create new marketing content. When placed strategically behind forms to capture user data, this content will be the driving force behind your list generation going forward.

Be cautious!

If you're going to reach out to a purchased lead list, you'll need to be careful. There are

numerous ways to get yourself (and your company) in trouble. Too many strikes and you'll face hefty fines, and potentially even jeopardize your entire domain.

The CAN-SPAM Act

Brush up on your CAN-SPAM knowledge, because the CAN-SPAM act is the end all be all of digital commercial communication. The CAN-SPAM act covers a multitude of topics, but its rules on email marketing and communication are crystal clear. Its fundamentals boil down to:

- Don't use false or misleading header information like altering the "to" and "from" to falsify a conversation record
- Don't use deceptive subject lines
- If your message is an advertisement, you need to say so
- Your postal address always needs to be included on any commercial communications, including emails

Buying a Lead List: The Pros, The Cons, And the Things That Might Land You In Jail

- Recipients need to be able to opt-out of future communications
- If someone breaks the law on your behalf, you're still in trouble

We are begging you to **read the rules yourself** before sending cold emails to your lead list, because you might find yourself on the hook to pay \$42,530 penalty per email if you are caught breaking the rules.

Unsettling Fact: CAN-SPAM is an acronym that actually stands for *Controlling the Assault of Non-Solicited Pornography And Marketing*.



Spam traps

A spam trap is an email address solely for catching spammers. They look like real email addresses, but have never actually been used to send emails, and have also never been

published anywhere on the web. If someone scrapes the target domain for all its email addresses, the spam trap email address gets scraped with them.

Fortunately, a savvy salesperson will never be duped by a spam trap, because savvy salespeople are prospect research experts and know exactly who they're emailing. If you can't find the human being associated with the email address in question, don't email them. Better safe than spammy.

Related: [5 messaging differences between a savvy salesperson and a serial spammer](#)

The verdict

Is buying a lead list the right move for your company? The answer is usually no, but in some cases, there may not be any other reasonable options. To put it simply, lead lists are extremely risky and can very easily hurt

your business. If you don't take care to follow all the laws and all the best practices, you won't get anything out of your investment.

This guide is meant to be a resource for start-ups and other small businesses with minimal **marketing budget**, who need lead lists to stay afloat. Business lead lists typically range from 15 to 40 cents per name on a list of 100 names, which is hardly comparable to the cost of implementing and staffing a marketing strategy. Please do your homework, follow the best practices, and handle your data responsibly.





How to Write SEO Content That Gets Discovered

“Content is where I expect much of the real money will be made on the Internet, just as it was in broadcasting.”

—*Bill Gates,*
Content is King (essay)

Content marketing is the strategy of creating helpful, valuable, and relevant content, in order to build a following based on trust. Content, in general, is any helpful information, typically in the form of articles, videos, podcasts, and graphics.

In a market saturated with advertisements and pitches, content exists to help prospects and customers **solve problems and learn new things**—no strings attached. That’s it. Content marketing is special.

Of course, the ultimate reason behind content marketing, and the reason companies can afford to do it, is that eventually your audience has a likelihood of converting into customers.



The goal of a salesperson is to seem like a **trusted advisor rather than a vendor**, and content marketing builds trust between companies and prospective buyers, while also building **brand awareness**. Salespeople can't do it all.

What is SEO and how does it work?

Search engine optimization, or SEO, is the process of tailoring your website and content to get more organic traffic from search engines, like **Google**, **Bing**, or that cool tree-planting search engine **Ecosia**.

SEO is easier to accomplish on some web builders than others. For instance, if you use **WordPress**, the **Yoast SEO plugin** will advise you on SEO as you create posts, and will also insert special indicators (**structured data**) into your posts that satisfy search engine algorithms' basic questions like "who wrote this post," "is this a job posting," etc.

Yoast will also advise you on how to improve

your pages' SEO as you compose them, such as increasing the number of times the keyword appears in the copy, or improving your headings.

Visual website creators, like **Wix**, allow users to do some **basic SEO tweaking** in their own tool (**Wix SEO Wiz**) while creating a site or page. This still doesn't compare to WordPress's Yoast, because users will need to **enter their own structured data manually**, but it's a start. In visual creators, you'll need to make sure the pages are created with proper titles, headings, paragraphs, and so on, since the site builder doesn't automatically do any of this.

There are **over 200 factors** that determine a site or page's SEO ranking, varying from details on a specific web page, overall website authority, and more. Fortunately (for me, having to write all this) there are 10 of these that are easy to optimize and will gain you the most "bang for your buck" in terms of visibility, and they're also easy enough for any DIYer to tackle solo.

The top 10 SEO ranking factors

Headings

Headings are the titles, which vary in size, at the beginning of pages, sections, and paragraphs. For SEO purposes, search engines "scan" a page's headings to determine that:

- The keywords and related words are found in the page's main headings
- The page's sub-headings reflect the main headings
- The page's content (paragraph text) reflects the sub-headings

If you're writing a recipe, for example, you'll need to make sure you list ingredients under an "ingredients" heading, and so on. This will ensure that search engines understand what's happening on the page, and may even score you a **featured snippet**.

Keywords

Search engine algorithms read web pages like a third-grader who's late for recess: by skimming for keywords. Your **keywords** should be a word or phrase that you think people might be typing into search engines, like “**what is a sales funnel**” or “**cold email templates**.”

Make sure your keyword is evenly distributed throughout your content, and is also found in the headings and subheadings—but not all of them. Too many keywords will make search engines think your page is spam.

If you're solely focused on “hacking” SEO rather than readability, your strategy might simply be to plug your keyword as often as possible, along with variations and related phrases. **That would be a mistake.** Instead, I personally prefer to account for readability and helpfulness and allow the organic shares and long pageviews to help boost my content's ranking.

People also ask

How do you write SEO content? ▾

What is SEO and how it works? ▾

What is SEO writing? ▾

Why is SEO content important? ▾

I'd rather post something fun, informative, and helpful than post a keyword grab to occupy the #1 spot on Google. There are a bunch of different strategies. Don't be the bad guy.

Relevant topics

This one's sneaky. The topic of your content needs to be relevant to your readers, obviously. You knew that. But it also needs to be relevant to the content on your website and on your other blogs. If one day your local movie theater started publishing software

reviews instead of showtimes, their organic traffic would drop to zero. Search engines take topic into account for SEO because sites that give information on topic X aren't necessarily experts on topics Y or Z.

Pro tip: Once you've got your topic picked out, type it into Google as a question. Try to incorporate some of the “People also ask...” points into your copy. This will make it rank better.

Content

Look, there are no two ways about it, your content needs to be *good*—no matter what type of content it is. Content exists solely to help people, which in turn builds your following and **fosters trust**. This means you should be publishing original, novel insights—things people haven't heard before—on topics you're passionate about. It's not really possible (or advisable) to spoof your way onto the front page of search engines just by stuffing your page with SEO and keywords. If your content isn't genuine and compelling, your audience won't grow.

Alt tags

Alt tags (or “alt text”) are invisible bits of data associated with images that tell search engines what's going on in the picture. Image alt tags that match the topic and keywords let search engines know that even the photos on the page are relevant, thus boosting the article's **SEO value**. Alt tags are also read aloud to visually impaired users via their web browsers, making them an important accessibility

feature as well. Be sure to include alt tags on any photos you're using in your content.

External links

External links are links from your content to other domains. When linking out, you get SEO points for linking to domains with content similar to the topic you're writing about. (For instance, it's totally cool for you to link to **Nutshell** when writing about awesome CRMs. Highly advised, in fact.)

The actual text you choose to transform into a hyperlink is known as the **anchor text**. You get bonus points if the anchor text contextually matches the content on the page you're linking to. You get fewer points if your anchor text is random.

Internal links

Internal links (i.e., links to other pages on your own website) work the same way external links work. Good anchor text, relevant content, all that stuff makes your internal links more solid. Internal links are a good method

of giving your favorite web pages the highest link value and thus more visibility. If you have a good piece of content that your users enjoy, link to it from your other posts!

Mobile-friendliness

Mobile traffic accounts for **roughly 50% of all web traffic** as of Q4 2019. To provide users with the best possible experience, search engines are testing pages' mobile-friendliness and providing higher visibility to the pages that perform well.

Most web builders automatically publish mobile-friendly pages. Others just publish the page as-is, and it's up to you to make your own pages mobile-friendly.

There's no one-size-fits-all solution to mobile-friendliness, as the mobile issues that arise are based on the content you're trying to publish. As a general rule, make sure all of your content elements will span a mobile page easily, without creating the need for horizontal scrolling or mini-text.

Some visual web editors get confused about margin spaces, so make sure nothing on your published mobile page is overlapping or in the wrong place. If your pictures are huge, make sure they'll resize on mobile. It's all about fitting everything properly in that tiny vertical screen.

Remember that you can always test your mobile usability yourself and update your published content as needed.

Page loading speed

Page loading speed is an important factor in ranking for SEO, but it's also a usability issue. The higher a page's loading speed, the higher the bounce rate. These numbers start to get scary, with **almost 50% of users giving up after five seconds** of page loading time.

There are a bunch of useful resources available to help content creators **reduce their page loading times**. At the bare minimum, make sure to manually downscale your landing images before applying them to your content. Also, large pieces of content like long videos or large photos should be linked to

from another domain, rather than being hosted on your piece of SEO content. Trim that fat!

Domain authority

Arguably one of the most important factors in a page's SEO ranking is its page authority, combined with the website's domain authority. **What is domain authority** exactly? Good question.

Domain authority is a score that predicts how well a website will rank on search engines. The score is determined by a special **SEO algorithm** that primarily focuses on links—how many inbound/outbound links per site and the authorities behind them. High-ranking sites that link to yours will increase your authority. Naturally, low-ranking sites that link to yours (known as **toxic backlinks**) will hurt your site's reputation, resulting in less visibility for your pages and content.

Domain authority is comparative rather than concrete. Since sites vary drastically in nature, it makes sense that similar sites' scores will be within similar ranges.

Page Load Time (seconds)	Bounce Rate (%)
1	7
2	6
3	11
4	24
5	38
6	46
7	53
8	59
9	61
10	65
11	62
12	67
13	69
14	66
15	69
16	73

Image from *Pingdom*

For example, Wikipedia has 6 million English articles which all rank extremely highly for their targeted keyphrase, and their domain authority is 93. Don't compete with them! Save yourself 6 million articles and focus on

capturing your own keyphrase that's relevant to your topics and helpful for your audience.

How to write SEO content

Remember, content marketing is about attracting an audience. Content is supposed to be helpful and compelling. Your content marketing strategy will fail miserably if your objective is to simply publish more arbitrary content, even if your SEO methods are adequate. So before you write, make sure you're really publishing something genuine, and forget about putting your sales pitch in there.

What you'll need:

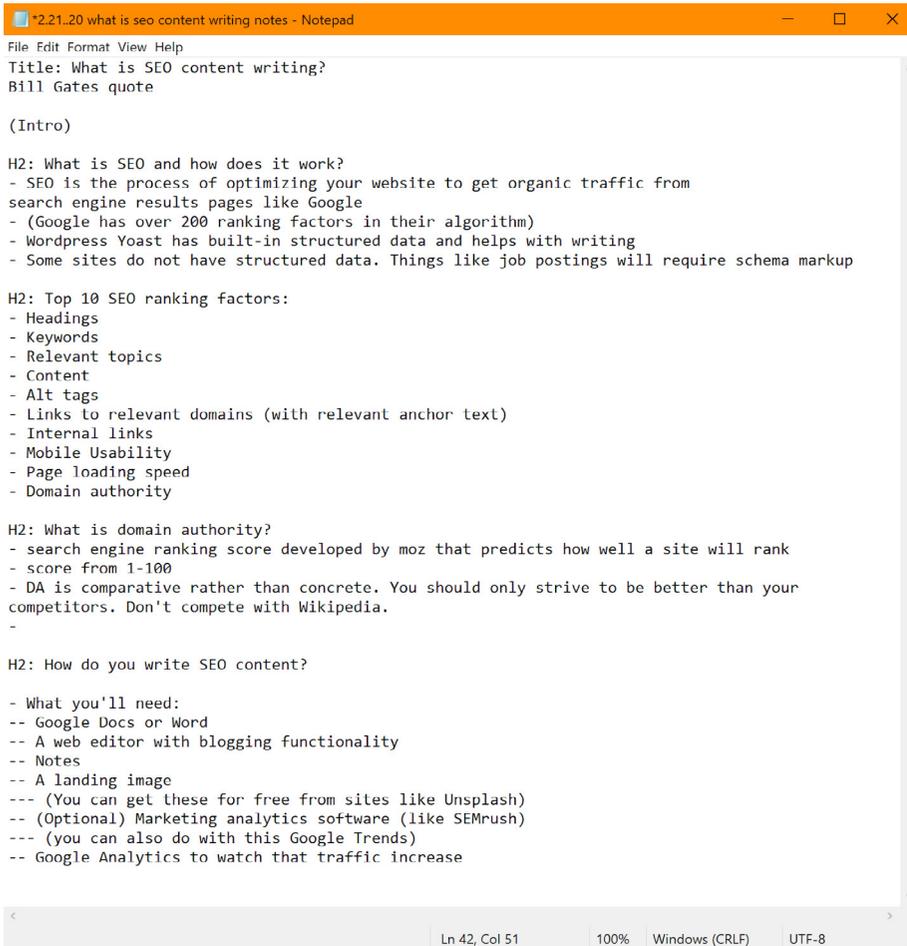
A word processor. Use a word processor to make your content and share it with your team for edits. Once your draft is beautiful, copy and paste it into your website's blog. Your word processor can be [Google Docs](#), [Microsoft Word](#), [OpenOffice](#), or whatever else, as long as it has the ability to format documents with all

of the functionality you'll need in your content, including:

- Titles
- Headings
- Text alignment
- Photos
- Font styles
- **A web editor with blogging functionality.** This is something you'll need to become familiar with, as your blog is the actual manifestation of your content marketing strategy, and your users will be interacting with it regularly. Most blogs work the same way, and are easy to use, so there's not a big learning curve here. Be sure to look at your content immediately after publishing it to make sure there are no discrepancies between the draft version and the live version.

- **Notes.** When you're doing your initial research, your notes will be your best friend. Outlining potential blog posts in [notepad](#) or a similar editor will help you shape the post before it's written, thus making the writing process so much easier. Sections should be split up and organized so that, when it comes down to it, you already know exactly what you're going to write about:
- **A landing image.** Also known as a "[hero image](#)," a landing image is a large, appealing image that is featured at the top of your blog post. This is the first visual element that users interact with, and will also be the featured image that automatically appears when this page is shared on other platforms, like LinkedIn. Free image sites like [Unsplash](#) are a great place to find high-resolution images to use in content. Feel free to put your own spin on these images with additional text or visual elements to make them even more exciting and clickable.

How to Write SEO Content That Gets Discovered



```
*2.21.20 what is seo content writing notes - Notepad
File Edit Format View Help
Title: What is SEO content writing?
Bill Gates quote

(Intro)

H2: What is SEO and how does it work?
- SEO is the process of optimizing your website to get organic traffic from
search engine results pages like Google
- (Google has over 200 ranking factors in their algorithm)
- Wordpress Yoast has built-in structured data and helps with writing
- Some sites do not have structured data. Things like job postings will require schema markup

H2: Top 10 SEO ranking factors:
- Headings
- Keywords
- Relevant topics
- Content
- Alt tags
- Links to relevant domains (with relevant anchor text)
- Internal links
- Mobile Usability
- Page loading speed
- Domain authority

H2: What is domain authority?
- search engine ranking score developed by moz that predicts how well a site will rank
- score from 1-100
- DA is comparative rather than concrete. You should only strive to be better than your
competitors. Don't compete with Wikipedia.
-

H2: How do you write SEO content?

- What you'll need:
-- Google Docs or Word
-- A web editor with blogging functionality
-- Notes
-- A landing image
--- (You can get these for free from sites like Unsplash)
-- (Optional) Marketing analytics software (like SEMrush)
--- (you can also do with this Google Trends)
-- Google Analytics to watch that traffic increase

Ln 42, Col 51    100%    Windows (CRLF)    UTF-8
```

My actual notes for this post

- **Google Analytics.** Implementing [Google Analytics](#) on your site is the easiest way to keep on top of your site's traffic. Google Analytics is multifunctional and offers tons of different metrics and reporting styles, but at its bare minimum it can be used as a simple means to see how many users are hitting your pages, making it phenomenal for measuring the impact of content and SEO.
- **Marketing analytics software (*optional*).** Marketers typically use a mix of these tools, as they all offer slightly different features. A good SEO tool (like [SEMrush](#)) can be leveraged for insights into which keywords get the most traffic, which keywords are related to your main topic, how competitive the keywords are, etc. If you're iffy about a topic or keyword, a few queries in a keyword tool can give you a clearer idea of how to phrase your keywords to get the most traffic.

Publishing and promoting

Great content alone won't propel your site into stardom. If the SEO of your articles is well-structured, people will find it and engage with it, but there are still a bunch of things you can do to give your content more visibility.

Your network (see also: "fans" 🤓) should be the first place you share your content. If you're already doing a good job choosing topics, there should be numerous people within your personal network that will benefit from your content.

How to Write SEO Content That Gets Discovered

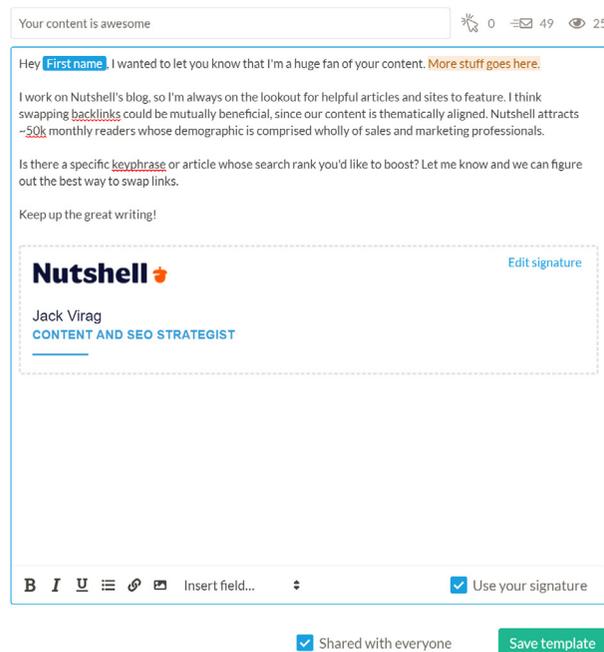
Rather than blasting your content to every single person in your phone book, send the right content to the right people. Matching topics with interests and **understanding your target audience** ensures your content actually gets read, and also proves you're not a jerk.

If you have an **email marketing strategy**, adding your new content to your email distribution lists can be a great way to boost your content's visibility. It's also totally acceptable to share your content on social media, since your social media following literally subscribed to you for your content.

It's also highly recommended that you share your content with other marketers, or people in the same industry, and ask if they can link to it from somewhere on their site. This will increase your content's page authority, and the inbound links will help your off-page SEO ranking.

Of course, asking for a link is almost always met with a request for a backlink in return. Before asking for a link, make sure you're ready to add external links to their website if it comes up (it will.)

I'll leave you with a cold outreach template for new content that has gotten me tons of links:



The screenshot shows a rich text editor interface for an email template. At the top, there's a text input field containing "Your content is awesome" and icons for undo, redo, and a count of 25. Below this is the main body of the email template, which includes a greeting, a paragraph about the sender's interest in the recipient's content, a question about swapping backlinks, and a signature block for "Jack Virag, CONTENT AND SEO STRATEGIST". The signature block features the "Nutshell" logo and a link to "Edit signature". At the bottom of the editor, there are formatting options (bold, italic, underline, list, link, insert field) and a checked checkbox for "Use your signature". Below the editor, there are two more options: a checked checkbox for "Shared with everyone" and a green "Save template" button.

For further reading

[What Is a Good Web Page and How Do I Make One?](#)

[Visual Cues in Gigital Marketing: What They Are and How to Use Them](#)





Local SEO for the Complete Beginner: 6 Steps You Need to Follow

When implemented correctly, local SEO can generate droves of new leads and search-driven traffic simply by existing.

Local SEO is the process of optimizing your website, web content, and third-party listings so that your company ranks well in local search engine results. For example, a chiropractor located in Nashville, TN can use a local SEO strategy to appear in search engine results relating to phrases like “best chiropractor in Nashville” or “best chiropractor in my area.”

And it works, too. Since local SEO searches typically have high purchase intent, roughly 80% of them convert into web visits, [according to WebFX](#). Furthermore, an estimated 50% of users visit a store within a day of conducting a local search, and 28% of local searches result in a purchase.

Keep reading to learn how to develop a successful local SEO strategy in a few easy steps.

The case for local SEO

A local SEO strategy can be incredibly beneficial to companies that serve a specific geographic region. Here are three reasons why:

Customer habits

In decades past, people found local businesses via the Yellow Pages. Remember those? These days, [86% of people](#) rely on the internet to help them find local businesses and the only time you’ll see a Yellow Pages directory is in a classic ’80s or ’90s film.

In other words, customer habits have changed. When we need a plumber to fix our leaky faucets, we scour Google for the professional with the highest reviews. When our kids need new soccer cleats, we ask Bing for the nearest sports equipment store.

But here’s the thing, your business will only appear in search engine results and earn new customers if you have a solid local SEO strategy in place. Otherwise, your competitors will show up first and take your business.

Quality traffic

Website traffic, in and of itself, doesn’t create revenue. What you want is quality website traffic, i.e. traffic from visitors who actually care about the products and/or services you sell and will consider buying them from you now or in the future.

A local SEO strategy can help you [drive this kind of traffic](#) by making your business visible to potential customers who are already searching online for the things you offer.

Think about it: If a user searches for “best CPA in Sacramento,” they’re probably looking for a qualified accountant in the Sacramento area who can do their taxes or advise them on other financial matters. By appearing in search engine results for this query, a CPA can easily connect with potential clients who’re ready to invest in their services—and local SEO drives this kind of quality traffic for free.

Less competition

Finally, it's much easier to rank in local searches than global ones, which means your local business has the chance to compete with mega-brands and win. Just because there's a Walmart or Best Buy in your town doesn't mean you can't compete with them.

Believe it or not, only **44% of local businesses** have claimed their Google Business Page listing—a key aspect of local SEO which we'll cover more in a moment. Because of this, a local SEO strategy will also give you a leg up on other SMBs in your area that cater to a similar audience.

How to optimize for SEO

Local SEO often seems wild and mysterious. Is it really possible to tame the great Google beast? Tame is a strong word (in this context), but there are definitely proven ways to bend the mighty search engine to your will and outrank your competitors, which we'll explore below.

1. Set up your Google My Business page

Google is the largest and most important search engine in the world—and it's not even close. (Sorry Bing!) Because of this, we recommend using ALL of the tools at your disposal to make sure your company appears in Google search results.

Google My Business is a free tool that allows local businesses to be included in Google Maps, display photos of their storefronts and products; and easily connect with a wide range of potential buyers within a specific geographical location.

To set up your Google My Business profile, simply follow the directions Google provides, which will get you pretty far. But keep these tips in mind as well:

- Make sure your name, address, and phone number (i.e., your “NAP”) are accurate and exactly the same across all of your online listings.
- Choose three to five categories that focus on the services you provide rather than the results you help your customers achieve.

- Keep your description between 100 and 200 words—long enough to share important company details, but short enough to cater to miniscule attention spans.

For a deeper dive into GMB, read [Whitespark's Super Fantastic Guide to Optimizing Google My Business](#).

2. Choose your keywords

The next step is to choose (and use!) strategic keywords. A keyword is a specific word or phrase that an internet user will type into a search engine. For example, when looking for ice cream parlors in Boise, ID, someone might type “top ice cream shop in my city” into Google.

Your job as a local business owner and/or manager is to discover the keywords that your unique customers use, then optimize for them.

There are plenty of ways to discover relevant keywords. First, brainstorm all the words and phrases your customers could use to describe your business. If you sell pet supplies, keywords like “dog food,” and “pet store,” and “Desert Iguana” might apply.

After you've done a huge keyword brain dump, it's time to bring in the big guns: keyword software. [Google Keyword Planner](#) is a free option to get you started. If you want a more powerful tool, try something like [SEMrush](#).

These solutions will reveal important keywords you might not have thought about, as well as give you volume and competition data regarding your list of phrases.

The final piece of step one is to choose the actual keywords you'll optimize for. We suggest choosing keywords that get a decent amount of traffic (70+ searches a month) but aren't so competitive that it will take a miracle to rank for them.

3. Secure citations and links

Now that you have your keywords locked down, it's time to secure citations and links back to your site.

So we're on the same page, a citation is earned when your business' NAP details are added to an online directory. Sites like Houzz, Yelp, and AngiesList, as well as your local

chamber of commerce, are good examples of online directories.

When securing citations, make sure your NAP is identical across all directories.

A link is earned anytime an outside website links to yours. Links can be acquired via online directories, blog posts, web pages, etc.

When growing your site's link profile, contact other companies in your area, your suppliers, and your business partners to try and create legitimate link swaps. Then use a tool like [Moz Link Explorer](#) or [Ahrefs](#) to discover where your competitors are earning links. Finally, contact these same websites with a compelling reason for them to link to your site as well (or instead).

4. Create great content

Your local SEO strategy is really cooking! Now it's time to [create great content](#) so that you can rank well in search engine results, drive traffic to your site, and turn casual visitors into paying customers who trust your brand. Easier said than done, BUT we do have a few tips for you:

- **Keyword optimize your content:** Remember all those keywords you came up with in step one? You're not done with them! Create content—blogs, YouTube videos, podcast episodes, etc.—using these topics and phrases.
- **Create for humans, not robots:** Keywords are important, but they're not the end-all, be-all. In fact, keyword stuffing will actually hurt your local SEO strategy. Instead, create content that's easy to consume, then sprinkle in keywords when appropriate.
- **Aim for internal and external links:** By linking to relevant content on both other websites and your own, you'll signal to search engines that your site can be trusted. Just make sure that your anchor text is relevant to whatever you're linking to.
- **Share your content:** Once your blog, video, or podcast is created, share it with your [email list](#), social media followings, your mom... Just get as many eyes on it as possible. That way you can prove to search engines that your stuff is legit.

All the local SEO tricks in the world won't help you if your content sucks. Put in the time to create great pieces and you'll be rewarded with higher search engine rankings.

5. Encourage customer reviews

Customer reviews are a big deal when it comes to your local SEO strategy for two reasons:

1. They prove to search engines that your business actually exists.
2. They help potential customers trust your company enough to do business with it.

The question is, how do you actually get reviews? And how do you make sure those reviews are good? Oh, and what platform should you try to get reviews on? Sorry, that was three questions...We'll tackle each of them in the order asked:

First, how do you get reviews? The easiest way is to simply ask your customers for them. Then make it as easy as possible for them to follow through by sending a direct link to the platform you'd like them to review your business on.

Scared of bad reviews? If you **treat your customers right** and strive to create amazing experiences for them, you shouldn't be. To make sure your reviews are stellar, go above and beyond for your customers so that they have nothing but good things to say about you.

Lastly, what review platform is best? It really depends on your goals, but if we had to choose, it'd be Google. Why? It's simple, Google is the largest search engine, by far, accounting for **86.86% of the global search market**.

6. Optimize your approach

The final step to an effective local SEO strategy is to monitor and analyze your approach. Are your efforts moving the needle? If not, why?

When you understand what's not working, you can make necessary adjustments. Conversely, when you know what is working, you can double down on winning tactics. The only way to discover what works and what doesn't is to dig into the data.

We also suggest keeping an eye on your competitors so that you can learn from their mistakes and successes and how you can **differentiate your brand** in a positive way.

Remember: **97% of consumers** investigate a company's online presence before visiting them. If you follow all six of these local SEO tips, you'll be able to boost your company's online profile, connect with more potential customers, and grow your business. Good luck!



What is “growth software,” anyway?

Putting email marketing, CRM, and sales automation under the same roof gives your team full insight into every contact and helps unite sellers and marketers. Here's how it works.





All the Things Marketers Can (And Should) Be Doing With a CRM

Although typically perceived as software for salespeople, CRMs are the secret sauce behind most successful marketing initiatives.

A CRM is an integral piece of software for marketers and salespeople. Powerful and versatile, CRMs are used to manage every aspect of the sales pipeline, from signing up newsletter subscribers to nurturing long-time customers, and literally everything in between. A finely-tuned CRM tracks and utilizes all of the tiny pieces of data generated by prospects all the way from the tippity-top of the funnel until the moment they sign that sweet, sweet contract.

Since CRMs are all about capturing and organizing every piece of customer data, and marketing is all about turning that data into sales leads, CRMs and marketers are a perfect match. Furthermore, many marketers find themselves stuck in sales-centric organizations, with fewer resources at their disposal than their colleagues.

We've got your back, marketers! This inspiration guide covers a few of the many ways that

marketers are leveraging CRMs, from the core integral funnels to the growth hacks and side projects.

Top of the funnel

Newsletter distribution

Newsletters are near the top of the marketing funnel. They typically contain company news, announcements, customer shoutouts, recent blog content, and are far from being considered "selling material." That being said, they keep your company's brand in potential buyers' minds on a regular basis, and CRMs play an important role in newsletter distribution. Most CRMs will help you:

- Segment your audiences
- Tailor custom content to each audience (e.g., location-based offers)
- Track engagement
- Resuscitate cold leads
- Reuse email templates

With a CRM or email marketing tool, content can be distributed to those who are interested, and those who aren't interested can easily be dropped. Because of the versatility of CRMs, this activity can be completed by the marketing or sales team, depending on the structure of the organization.

Tailoring custom content to specific audiences is a phenomenal way to drive sales. A few list filters based on location, company size, and engagement can create a brand new opportunity for email marketing. Furthermore, a CRM integrated with marketing automation software can automatically subscribe contacts to the most relevant lists throughout your sales funnel. These features are extremely useful for marketers who want to promote specific offers and messages to specific audiences.

CRMs' built-in metrics also help marketers identify who's opening and engaging with your emails and who's simply unreachable. Having access to these reports makes it much easier to strategize which leads are worth resuscitating, and which ones should be dropped off the map completely.

Top-of-funnel metrics and adjustments

Reporting on **metrics** (AKA results) is a key responsibility for any marketer. CRMs make this easier by providing built-in reporting on numerous data points. For instance, **Nutshell offers reporting** on sales performance and forecasting, team productivity, lead volume, conversions, lost leads, and just about everything else you could think of.

The key metrics that marketers use CRMs to track are:

- **Email engagement:** Measuring how your leads are responding to your campaigns and your content.
 - Click-through rates
 - Unsubscription rates
 - Message deliverability
- **ROI Metrics:** Measuring how much money is being spent on specific marketing campaigns versus how much revenue is generated.

- Customer acquisition cost
- Conversion rate
- Customer lifetime value
- Average sale price
- Effectiveness of sales and support activities

Who's subscribing to which lists

When organizations are sending sales and marketing emails, they need to understand how each audience segment is performing.

A good marketer is always on top of their open rates, click-through rates, and subscriptions, and a good CRM allows them to be.

Most CRMs integrate with distribution services like Constant Contact and MailChimp, allowing marketers to easily segment their audiences and provide relevant messages to each one, depending on their place in the funnel. Some CRMs also have **email marketing tools** with these functionalities built right in.

By closely monitoring their engagement metrics, marketers and salespeople are able to quickly determine which campaigns are working, which ones aren't, and which adjustments and corrective actions need to be

taken.

CRMs can also help identify which content, website landing pages, and direct mails aren't doing well. With a properly configured CRM, marketers can see whether or not their prospect has engaged with any of their material, or if they're generally uninterested. If a prospect isn't clicking anything, they might not be a solid lead. On the contrary, if a piece of marketing content isn't getting clicked on by anyone, it's time to either update it or get rid of it altogether.

Tracking source to sale

Marketers who are using landing page builders (like **Unbounce**) understand the importance of tracking source to sale. Someone might sign up for a newsletter, read it once, and then never interact with your company. On the contrary, the same newsletter might generate a lead which turns into a sale and leave you scratching your head wondering why.

To shed some light on these mystery conversions, marketers can **integrate their landing page publisher with a CRM** and track the lead

from source to sale. This means that data captured from landing pages and web forms will automatically populate the CRM with the same data, allowing marketers to track their leads as they progress through the pipelines.

Leads that progress all the way from the landing page and convert into the sale can be an indicator that the landing page itself is healthy, since it's providing the CRM with quality leads. If there's a landing page that never generates any sales, it can indicate that the landing page, or the sales processes associated with that pipeline, need some work.

Tracking the effectiveness of landing pages, web forms, and the quality of their leads allows marketers to make budgetary decisions related to their advertising and marketing channels. Based on which channels send the most leads, and which leads produce the most sales, it becomes easier to make difficult decisions regarding which sources to cut and which sources to improve.

Middle of the funnel

Targeting based on behavior, location, and other data

Clearly-defined **sales pipelines** are the foundation of an effective sales team. CRMs allow marketers to send targeted messages towards people depending on their stage. Furthermore, sales pipelines can be customized to reflect different products and different buyers' journeys, meaning that marketers can use completely different strategies on completely different people. (See also: **multiple pipelines in Nutshell Pro**)

Leads can enter your pipeline from **a variety of sources**. Demo requesters, referrals, form submissions, direct callers, and many more, varying from business to business and product to product, and it's a marketer's job to make sure all these leads are given the right messages. This means a customer looking for business cards and signage isn't bombarded with messages about web page builders.

For instance, if someone signs up for a company's webinar, your CRM should be configured so that they:

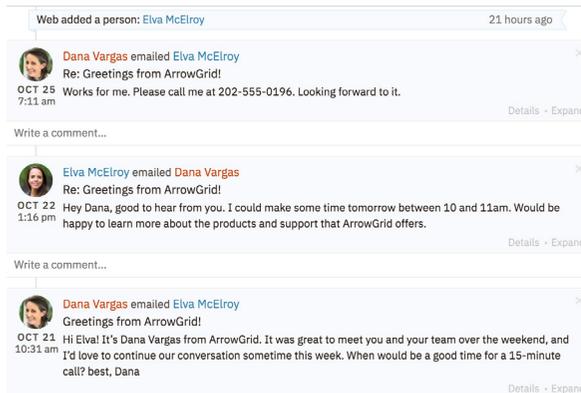
- Automatically get added to a special pipeline for webinar attendees
- Only get targeted marketing messages about similar content
- Do not receive emails or calls about anything unrelated to the content they want
- Are trackable with measurable engagement

Tracking conversations and activities

Salespeople and marketers alike rely heavily on CRMs' conversation-tracking capabilities. Most CRMs have this functionality built-in and on display in an easy-to-find location. In **Nutshell** (random example), logged activities, calls, emails, stage changes, new leads, new companies, and new people, are all compiled together into a common feed called a timeline.

With your activities and messages aggregated in one common place, it's easy for marketers to:

- Collaborate across teams and openly coordinate efforts
- See what's working and what isn't
- Use open rates and response times to gauge marketing effectiveness



When sourcing marketing content, the timeline is a fantastic place to start. An up-to-date timeline will contain tons of data about your customers, including who's using your products and to which extent. Browsing customer interactions may reveal potential **customer success stories**, testimonials, or quotes, depending on the customers' interactions with your team.

Who's downloading content

Content is an integral part of any full-formed marketing strategy. It is responsible for a portion, often a large one, of organic website traffic, and also propels people through the sales pipeline. Content is a marketer's greatest tool for grabbing the attention of potential customers and steering them in the right direction. A bit of content about product comparisons might be the perfect tool to turn an unengaged shopper into a buyer. A thank-you email with bonus tips can transform a new customer into a power user.

Since content has such a strategic role, it's important to stay on top of the metrics. Obvious metrics can include the basics like number of content offer downloads, number of clicks, and time spent on page. Strategically, marketers look beyond those to also gauge which demographics respond to specific content types, what role timing plays in content engagement, which points in the sales process require more content, and more. A concise marketing strategy in an accurate CRM is a flexible and invaluable method of getting the right content to the right users.

Simply put, when a user signs up for your content, they're trusting you to not spam or bombard them, but rather to give them more of what they asked for. Use this opportunity to make their experience even better!

Who's attending webinars

Webinars are an up-and-coming trend in the sales and marketing world, with a **reported 92% of marketers** citing webinars are being "very effective or somewhat effective" in terms of achieving marketing objectives.

Webinars are a common form of content marketing, existing solely to provide valuable information in exchange for email addresses and other contact information, usually collected upon registration. Tracking attendees in a CRM is great for marketers because it clarifies the attendee's place in the sales pipeline, and also provides clues into the types of education the attendee is looking for.

Webinar content is typically based around useful information, tips and tricks, industry trends, and will not include an explicit sales pitch: That's what demos are for. Webinar

attendees are higher in the funnel, and aren't ready to hear about why they need to act fast and buy now. They're there to learn and absorb the content of the webinar, which means webinars should be about something seriously thoughtful, and not just another stop in the buyers' journey.

Discounts, offers, loyalty clubs

Incentivizing your prospects (and customers) to engage with your brand is always a good idea. This model varies across the board depending on the industry and the products being sold, but the basic idea is that businesses are providing points, cash back, and other rewards to their customers in exchange for repeat business and referrals. It's a win-win!

Incentives can be extremely lucrative when implemented correctly. **Sephora's Beauty Insider rewards program** has more than 17 million members that comprise as much as 80% of Sephora's annual sales. The program is partly successful due to its flexibility: Members earn points with every purchase, and can redeem those points towards any Sephora product they'd like.

Dropbox implemented a **simple referral program** for its users. With very little effort, users could earn 500MB of free space by referring friends with just a signup URL. This program, due to its simplicity, was wildly successful and earned them *4 million new users in just 15 months*.

This marketing strategy can be enhanced by using a CRM, allowing marketers to easily subscribe rewards club members to content series relevant to them. This keeps members continually engaged by the program, even if they're not regularly seeing the website or any other communication channels. By keeping their rewards content fresh and getting it in front of interested customers, marketers are able to keep their engagement numbers healthy and their customers happy.

Bottom of the funnel

Personalized content

CRMs, when configured properly, capture TONS of useful data about customers and prospects. By the bottom of the funnel, they've already been added to a pipeline

that matches their demographic information. They've already engaged with content, progressed through your sales process thanks to the efforts of your sales team, and expressed interest in a product. Now it's time to sell.

At this point, more information about the person and company can be leveraged to make the offer more targeted and relevant. Marketers often accomplish this by creating sales, promotions, and offers that appeal to people who are already close to the end of the sales pipeline.

"In honor of *Research Week*, we are offering 25% off list price for all Research Admins and Assistants."

Deals like this serve as a means to accelerate people through the pipeline, as well as reopen conversations with people who are close to making a purchasing decision, but have gone cold for whatever reason.

Location-based offers

Some CRMs offer location-based market-

ing features that show where prospects are distributed, allowing salespeople and marketers to make informed decisions.

Say, for instance, a company is opening a new store in a specific city. Marketers would create several maps, with various offers and promotions, for the neighboring areas. With proper pipeline and list management, they'd be able to see which marketing efforts are generating the most traffic, and continuously improve their strategies.

Marketers are taking location-based marketing tactics to the next level by advertising to people as they hit certain locations, like walking by their store, or getting close to a competitor's store. Using beacon technology, marketers can even advertise to customers inside the store, promoting deals that may appeal to their demographic.

Location-based marketing also provides marketers a headstart towards their market segmentation initiatives. Location is the most basic form of segmentation, and marketers who are already using their CRMs for location-based strategies can update their

pipelines accordingly, ensuring all prospects' records remain accurate.

Administrative

Segmentation

Market segmentation is the practice of separating people, companies, and leads into groups based on their similarities, or more specifically, their propensity to respond similarly to specific marketing tactics. Although there's a lot of work to do offscreen, the end result means that marketers can sift entities into various pipelines in the hopes of maximizing their marketing impact.

Marketers typically distribute their prospects into categories based on the following types of segmentation:

- **Demographic:** Age, gender, income, profession, race
- **Psychographic:** Lifestyle, personality, beliefs, values, social class
- **Behavioral:** Actions the prospect has taken within the pipeline

- **Geographic:** City, state, proximity to target locations, weather

By properly segmenting audiences within their CRM, marketers are able to easily increase their conversion rates between pipeline stages and waste less time on tactics that won't bear fruit. It's all about getting the right message to the right people, and CRMs are helping marketers do it better.

This section is just a summary, check out our comprehensive [market segmentation guide](#) for more.

Managing backlinks

Backlinks are on every marketer's radar. For everyone outside the marketing world, a backlink is basically just a hyperlink from one site to another. The reason they're crucial is that [there is strategic value in acquiring backlinks from certain sites](#), mainly ones with similar content (and keywords) and a high domain authority. When these sites link to your site, it drives more organic traffic and boosts your page's SEO. Moz describes them as "a 'vote of confidence' from one site to another." Backlinks that come from [spam sites or other](#)

sites with very poor domain authority have the opposite effect, hurting your domain's authority and reputation by association.

Unfortunately, the process of requesting and obtaining a backlink from a targeted website is hardly ever straightforward. It usually goes something like this:

- Encounter a site with relevant content, strong domain authority, etc
- Perform prospect research to figure out who does their marketing
- Find a good spot from which they can link to your site
- Write a very specific email, including URLs, describing where you'd like a link
- Reach out to that person
- Discover that they don't do the website edits
- Join a conversation with the marketer and whoever updates their blog

- Obtain a backlink from the target company

After performing this exercise a few times, marketers will discover it creates inbox clutter, with long email threads and multiple contacts for each company. This is where a CRM makes a huge difference.

By managing backlink negotiation with a CRM, marketers are able to keep track of everything in one place and perform on-the-spot analyses of their efforts. Is there a "buddy" company that's always happy to link to relevant articles? Do your prospects always ask about your domain authority? Is your email getting responses? Being able to answer questions like these can boost your success rate and secure more links to your site.

Author's note: I created a special pipeline in Nutshell for my personal efforts securing and nurturing backlink leads.

*By using a CRM to manage backlinks, and also disavowing the toxic ones, we boosted the domain authority of **this very site** and saw a quick 11% increase in organic traffic.*

Summary

That covers the basics, but there are many more ways for marketers to use CRMs. In summary, the master plan involves gathering as much data as possible and using it to refine the sales process from the top of the funnel all the way to the bottom. A CRM is a goldmine of prospect information, simply waiting for savvy marketers to transform it into something beautiful. After all, it's 2020 now, which means it's time for *smarter marketing*.

Educational resources:

[The funnels—sales and marketing—and how they're useful](#)

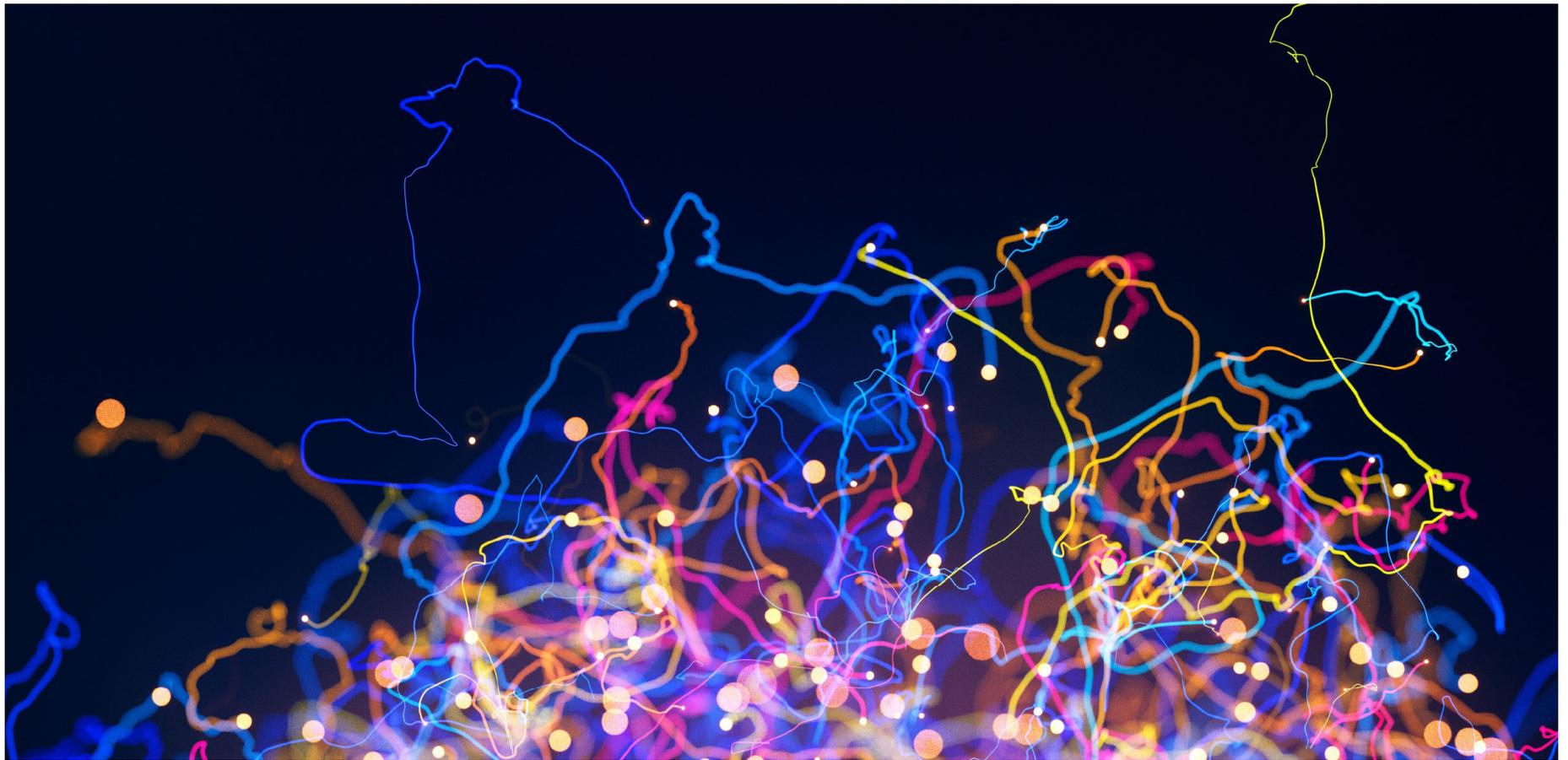
[Why a growth team is the answer to sales and marketing alignment](#)

[The ultimate guide to market segmentation](#)

[The complete guide to SaaS sales](#)

[The 16 best sales prospecting tools that integrate with your CRM](#)





The 30 Best Marketing Resources on the Internet

In B2B marketing, the “best practices” are constantly changing.

The only way to ensure your company’s lead generation strategies are up-to-date is to study current trends and read about the tips and tricks that the experts are using.

With that in mind, we created this collection of online resources for marketing professionals so that you can get the guidance and cutting-edge strategies you need to grow your business. The list has been divided into three categories for your convenience: podcasts, YouTube channels, and blogs.

Now, let’s dive into our list of the 30 best marketing resources on the internet!

Best Marketing Podcasts

1. Marketing School

Marketing School is hosted by Neil Patel and Eric Siu, two extremely popular and well-respected marketing experts. Most episodes are five to ten minutes long and deliver actionable advice on topics like SEO, content creation,

and social media. There are more than 1,400 episodes available of Marketing School, giving you plenty of insight to soak up.

2. Marketing Over Coffee

Marketing Over Coffee is hosted by John J. Wall and Christopher S. Penn and recorded in a Boston-area coffee shop. Each 20ish-minute episode features casual conversations (often-times with guests) on various marketing topics like social media, affiliate marketing, and **copywriting**.

3. Social Media Marketing Podcast

The **Social Media Marketing Podcast** is a popular show hosted by Michael Stelzner, the founder and CEO of Social Media Examiner. Listen weekly to learn the latest best-practices in social media marketing from Michael and his esteemed guests.

4. Perpetual Traffic

DigitalMarketer has been at the forefront of the digital marketing industry for nearly a decade. So it’s not surprising that one of the

company’s podcasts, **Perpetual Traffic**, makes our list of top marketing resources. Ralph Burns and Amanda Powell host this show on a weekly basis and share real-world marketing strategies that listeners can implement immediately.

5. Online Marketing Made Easy

Amy Porterfield is a top-notch marketing strategist whose weekly podcast, **Online Marketing Made Easy**, is listened to by hundreds of thousands of people. If you want to learn more about growing your email list, creating profitable digital courses, and crushing it on social media, tune in to Amy’s show.

6. This Old Marketing Podcast

Joe Pulizzi and Robert Rose, the founders of the Content Marketing Institute, co-host the **This Old Marketing** podcast. The show is a masterclass in storytelling and features news updates from the world of marketing and real-life campaign examples, delivered every two weeks.

7. Growth Marketing Toolbox

Hosted by Nicholas Scalice, the **Growth Marketing Toolbox** covers the latest tips, tricks, and technology you need to grow your business. Expect to hear interesting interviews with industry experts, startup founders, and product creators on this show that specializes in actionable advice its listeners can use in real-world scenarios.

8. The Hustle and Flowchart Podcast

The **Hustle and Flowchart Podcast** is an interview-style show hosted by the marketing duo of Joe Fier and Matt Wolfe. Some have described it as “Joe Rogan for business” because of its fun, eclectic vibe. Every episode features amazing tips on how to drive digital traffic and build an audience in the 21st century.

9. Duct Tape Marketing

John Jantch has hosted the **Duct Tape Marketing Podcast** for more than a decade, making it one of the longest running marketing podcast resources on the internet. Listen to

learn unique insights from high-profile guests on topics like entrepreneurship, branding, and general marketing.

10. The CMO Podcast

As the former Chief Marketing Officer at Procter & Gamble, Jim Stengel, the host of the **The CMO Podcast**, knows a thing or two about effective marketing. That’s why we recommend listening to this show where he interviews top CMOs and shares tips about leadership, creativity, and branding—especially if you hold a leadership position.

Best Marketing YouTube Channels

11. Marketing 360

The **Marketing 360** YouTube channel is specifically geared towards marketing small businesses. It’s extensive video collection (over 350 videos) is full of how-to guides and expert interviews on topics like creating raving fans, sending email marketing campaigns, and building a stronger content marketing strategy.

12. Sunny Lenarduzzi

Looking to market your business on YouTube? Then **Sunny Lenarduzzi** channel is definitely one you should check out! Sunny is a YouTube and social media marketing expert who publishes videos twice a week. Recent topics covered on her channel include Instagram growth and building multiple income streams.

13. Brian Dean

If you’re at all interested in SEO, you’ve heard of **Brian Dean**, founder of Backlinko, one of the premier SEO training sites in the world. Brian doesn’t post on YouTube that often—usually only once or twice a month. But every video he does create is packed with information. Tune in to learn about boosting your Google traffic, succeeding on YouTube, and more.

14. DigitalMarketer

The **DigitalMarketer** YouTube channel covers a wide range of digital marketing topics. Want to learn how to create a customer avatar? Can’t figure out email marketing? Maybe you’re looking for ways to supercharge your company’s blog. DigitalMarketer covers all these

topics and more on its top-notch YouTube channel.

15. Vanessa Lau

Vanessa Lau is an online business coach for millennials, but any business owner or marketing professional can benefit from watching her YouTube videos. Start viewing to learn how to better leverage your company's social media channels and further monetize your business. Vanessa generally posts new content every week.

16. Adam Erhart

Adam Erhart's channel is perfect for those who are new to the digital marketing game. He covers entry-level topics like "How to Create a Marketing Plan" in ways that are easy to understand. He also dives into more niche topics, too, so that viewers can continue growing in their marketing knowledge.

17. Ahrefs TV

If you're not familiar with Ahrefs, it's a SaaS program that helps users improve their SEO efforts. The company's YouTube chan-

nel, **Ahrefs TV**, aims to further help the SEO community by covering topics such as link building, improving domain authority, and more. If your marketing efforts involve search engine optimization, check this channel out.

18. Jordan Platten

Jordan Platten runs a popular YouTube channel that focuses on the ins and outs of social media marketing. What sets Jordan's videos apart from the many others covering similar topics is his use of graphics, charts, and tables. These things help illustrate the concepts he covers and makes them easier for even complete beginners to understand.

19. Kimberly Ann Jimenez

Kimberly Ann Jimenez is a successful digital marketing strategist and the founder of The Business Lounge, an online marketing membership group. Kimberly's videos tackle subjects like boosting conversion rates, improving your content marketing strategy, and setting SMART social media goals.

20. Matthew Woodward

Matthew Woodward's YouTube channel covers all things internet marketing — but not in the way you're used to seeing. Matthew lets viewers peek over his shoulder as he illustrates the marketing concepts he talks about, step by step. Because of this, every tip Matthew shares on topics like link building, keyword research, and website content is *actionable*.

Best Marketing Blogs

21. Neil Patel's Blog

Neil Patel, mentioned earlier in regard to the Marketing School podcast, also runs a fantastic **blog for digital marketers**. He covers just about every marketing subject you can think of in *deep* detail. Whether you want to learn about SEO, content creation, or social media, you can do so on Neil's comprehensive blog.

22. The Moz Blog

The Moz Blog, including its popular Whiteboard Friday segments, is one of the best marketing resources on the internet. Moz's content creators do a great job of breaking down

complex strategies and making them applicable to real-world marketers. Much of the content Moz publishes has to do with SEO, but they also cover other marketing topics, too.

23. CopyHackers

Good marketing requires top notch copywriting. You'd be hard pressed to find a better copywriting resource than [CopyHacker's Blog](#). Started by Joanna Wiebe, a very successful copywriter, CopyHackers will teach you how to write conversion-optimized landing pages, improve your email subject lines, and more.

24. Search Engine Journal

[Search Engine Journal](#) covers a wide variety of marketing topics including SEO, PPC, content creation, and social media publishing. Some of the site's more recent posts are "How to Optimize Your Website For Conversions" and "How Content Marketing Has Evolved." The posts are well-written and contain actionable advice — check them out!

25. The Convince and Convert Blog

[Convince and Convert's blog](#) is run by Jay Baer and his team of top-notch marketing experts. If you're unfamiliar with Jay, he's a New York Times best-selling author of six books including *Hug Your Haters*. Give it a read to learn about the latest conversion trends, curating content for social media, and selecting the right keywords.

26. Marketing Land

[Marketing Land](#) publishes content for every kind of marketer, from seasoned CMOs to marketing interns learning about the field for the first time. Check out the site's posts on SEO, SEM, and social media marketing to take your skills to new heights.

27. The Wordstream Blog

Wordstream helps "business owners, marketers, and agencies all over the world use paid search and social to turn clicks into paying customers." The company's [blog](#) is an excel-

lent resource for marketing professionals looking to drive more traffic from Google or create better social media content.

28. The SEMrush Blog

[SEMrush's blog](#) is a great place to learn about search engine optimization and content marketing. The site covers technical topics like "What is HTTPS: The Definitive Guide to How HTTPS Works" as well as more practical subjects like "How to Choose the Right Long-Tail Keywords." Because of this, we recommend the SEMrush blog to all levels of marketer.

29. The CoSchedule Blog

[CoSchedule](#) is known for producing in-depth and engaging content on a diverse range of marketing topics including content marketing, email marketing, social media marketing, and project management. The team also does a great job of providing downloadable resources to improve the reader learning experience.

30. The Unbounce Conversion Intelligence Blog

Unbounce makes landing page software, so it's not surprising that the company's blog, named The **Unbounce Conversion Intelligence Blog**, largely focuses on ways you can supercharge your website copy and make more sales. Recent posts include "How to Choose and Customize a Landing Page Template" and "How to Create Irresistible Facebook Landing Pages (Examples)."

Related: [How to unite your sales and marketing efforts with Nutshell's Unbounce integration](#)



Shhh, don't tell anybody!

Nutshell's Secret Stash collects all of our best sales and marketing resources on one convenient page. Check it out, and remember...it's a secret!

LET ME IN

Did we miss a resource that you absolutely love?

Email growth@nutshell.com and we'll add it to the list ASAP.