

The Lean Inbound Sales Framework for B2B Business Owners

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INTRODUCTION ● ●

Outbound is good, and John loves it!

John is a bit old school when it comes to sales and marketing. He prefers the hustle and bustle of physically going there and getting the job done! So, John is actively reaching out to his prospects, cold-calling, sending emails, attending trade events, and much more to make the sale. He is doing great!

However, he's undoubtedly missing out on the other part of the equation where the real action is taking place nowadays --

The inbound way of selling things!

In an inbound sales framework, the customers come to you instead of the other way around of going out to them yourself.

Moreover, developing and running an inbound sales funnel can be more affordable and time-saving. Especially so, if we compare it with



the outbound methodology of creating the sales funnel for your B2B products and services.

In some cases, you will need both the funnels if your offerings are complex and highly-priced. However, for most B2B business owners, **the inbound must be in place to complement the overarching market strategy to reach the top.**

So, don't be like John, focusing on the outbound only!

Developing and bulletproofing your inbound sales and marketing framework should be on number one priority on your Trello cards right now.

This guide is here to help you with this! With a few concrete steps described in this guide, you will be well on your way to having a **lean and effective inbound sales and marketing funnel** that everybody looks at with awe and sparkling eyes.

WHY SHOULD YOU BE CREATING AN INBOUND SALES FUNNEL?

Ask Yourself These Questions

Where is your target audience hanging around these days the most?

Where are they looking and reading about the kind of products and services you offer?



When is the best time to be in front of your target audience?

What is everybody else in the world doing?

It's important to realise that the world and B2B market dynamics have changed; these days, prospects are doing the majority of the B2B sales process themselves.

They are actively researching the available options on their own and reaching out to vendors via social media and email. You must be available to them at the touchpoints during their online research. You must offer them the right kind of information they need on the internet and move them up the sales funnel.

To make your brand visible in their research, your business should have a strong online presence. Be in front of your target audience when they are online, otherwise new content will be flooding in any time and replacing yours. Believe me, if you are struggling now, you are not alone. This is what everyone else in the world is trying to achieve. Everyone is trying to figure out where and when their target audience is hanging online so as to be in front of their audience.

That's why a properly laid out inbound sales funnel is essential for you B2B business.



WHAT DO YOU NEED FOR BULLETPROOFING YOUR INBOUND B2B SALES FRAMEWORK



**Website and
landing pages**



**Content strategy
and contents**



**Social media
profiles especially
LinkedIn**



**Email Marketing
automation**

Your website and social presence act as a magnet that attracts all the leads actively searching for the kinds of services and products you are selling. Let's get a deeper look into these four factors of the inbound content framework.

1. WEBSITE AND LANDING PAGES



The focal point of the inbound methodology is your content strategy and your contents. You will need an easy to use and aesthetically-pleasing website to host, publish, and distribute all the content that you create for your customers.

Along with having all the primary website pages, like the home page, about us, contacts, services, and landing pages for your products and services, **you must have a blog** up and running on your website.

A WEBSITE IS YOUR MOST DEDICATED SALESPERSON THAT'S UP AND RUNNING 24/7

It should always be ready to serve your customers whenever they might need your services.

Moreover, having a resourceful and content-rich website will display your expertise and stronghold in the industry. Your customers will get benefits from the resources you provide and will get connected to your brand. This way, it will be much easier for you to turn them into your loyal customers.

YOUR WEBSITE WILL BE THE MOTHER OF ALL LEAD MAGNETS

It will attract leads via search engines, and you will also send your social traffic and email traffic to your websites so your leads become your qualified prospects and registered customers.



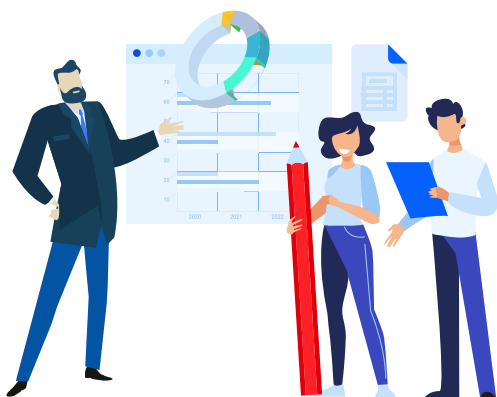


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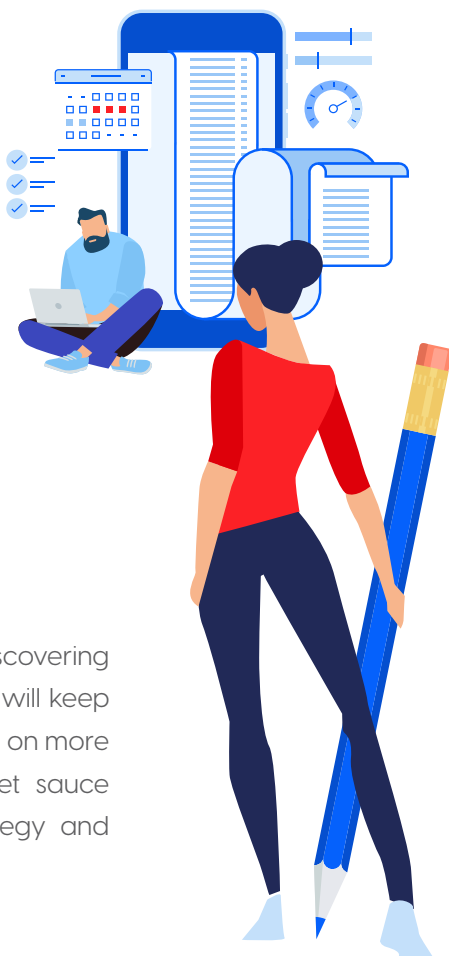
2. CONTENT STRATEGY AND CONTENTS



To make the most out of the content you will be writing and publishing on your blog, you will need a well-researched content strategy.

Based on the present situation of your website rankings, such as **DA** (domain authority), you have to carry out competitor research and keyword research. The research will guide you towards **specific keywords that will be easiest for you to stand out** on the search engines.

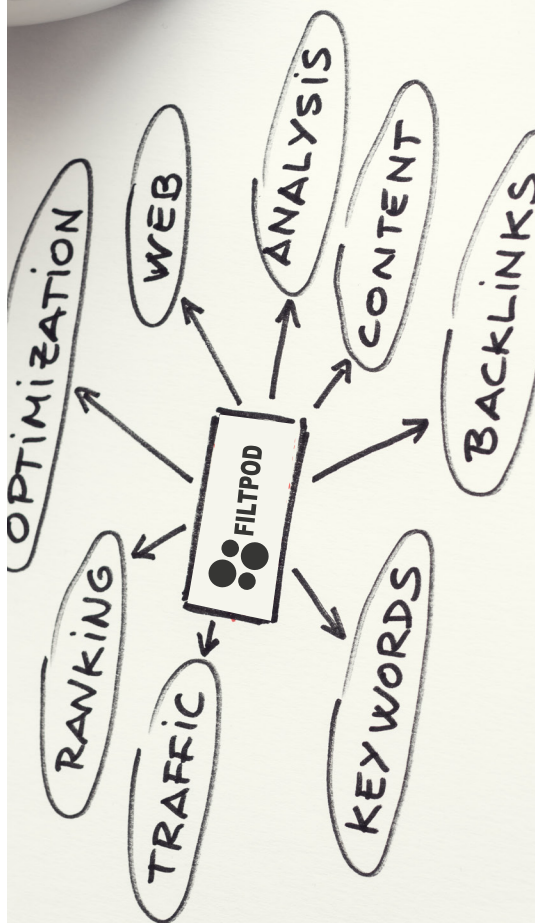
Gradually, when the searchers are discovering your contents, your domain rankings will keep increasing. Then, you can start writing on more competitive keywords. So, the secret sauce to succeeding with a content strategy and content writing is to --



TARGET LOW-COMPETITIVE KEYWORDS AND FULFILLING THE SEARCHER INTENT AS MUCH AS POSSIBLE

On another end, you have to consider creating some content and resources that are a bit more in-depth, such as ebooks, whitepapers, guides, checklists, and others.

You can use these resourceful documents as downloadable free contents scattered on your website and social media. The only thing your prospects need to do is to put in their name and email address to get the free resource. Customers love free resources, and you get to enlarge your base of qualified prospects to further nurture down the sales funnel. The key strategy here is to --



**GIVE AWAY THEORETICAL INDUSTRY
KNOWLEDGE & EXPERTISE FOR FREE
CHARGE THEM FOR THE IMPLEMENTATION LATER**

3. SOCIAL MEDIA PROFILES

LINKEDIN

Your social media platforms are the distribution channels for your contents as the saying goes, "Content is fire, social media is gasoline."



Social media is the gasoline that will keep the fire of your content burning. So whatever content you are posting on your blogs, you should also **repurpose the contents** to share on your social profiles.

FOR B2B BUSINESS GROWTH AND LEAD GENERATION, LINKEDIN IS THE HOLY GRAIL

You must have a robust presence on LinkedIn, to get in front of all the business decision-makers in your targeted businesses. That's why, along with sharing your blogs, it's also essential to have a separate content strategy for LinkedIn itself.



**"CONTENT IS
FIRE, SOCIAL
MÉDIA IS
GASOLINE."**

Find the Answers to These Questions

1. What types of content work better on LinkedIn?
2. How many times and when should you be posting in a week?
3. Which hashtags should you be using?
4. What are the best practices for building your LinkedIn profile?
5. What are the best practices to follow while posting so that your content gets the most amount of reach, visibility, and engagement?



To have a robust LinkedIn presence, you first need to understand --

LINKEDIN SERVES AS A CHANNEL AT 2 SEPARATE STAGES IN THE SALES FRAMEWORK

1. Top of the funnel channel: You get noticed by audience and attract leads
2. Middle of the funnel channel: You constantly stay in touch with your customers and nurture them with targeted messaging

As an example, suppose a customer visits your website or downloads a free content once. They have already crossed the top of the funnel channel into your business. So what are your methods to be in touch with them again? Your social media platforms and emails!

That's how LinkedIn performs as a top of the funnel as well as the middle of the funnel channel for your inbound B2B sales framework. The importance of LinkedIn is paramount here for B2B business owners.

For this very reason, FILT Pod is created to empower 10,000 small business owners to get the most out of LinkedIn. FILT Pod enables you to supercharge your LinkedIn presence and amplify your voice on LinkedIn by up to 5 times.

Visit [FILT Pod](#) to learn more about how you can use this secret weapon to take your B2B sales funnel to new heights.

4. EMAIL MARKETING AUTOMATION

Email marketing automation is another key to inbound success, and you should **build your email list from the very beginning of your journey.**



Might you remember the last time you visited a website and a message popped up, asking for your email address to give you some cool stuff for free in return?

Yes, they are building their email list by doing that. You have to start doing that right from the beginning as well.



SET UP AN EMAIL COLLECTING POP-UP ON YOUR WEBSITE BY OFFERING THEM FREE CONTENT



What can be included in your free content? It can be a guide or a training related to your industry, free newsletters, or it can be other offers like discounted services or products.

Use this kind of messaging below

"Subscribe to our newsletter and get a 10% discount on the first-month subscription fee! Whenever you want to join in the future"

It's a great way to engage your visitors to stay with you for the foreseeable future. Even if they do not get your products right away, you can occasionally send them **reminder emails** on redeeming the discount offer along with all the regular marketing emails that you will be sending to your subscribers. This way, email marketing works as the **middle of the funnel** channel.

Consider sending your email lists links to all the valuable free resources that you create down the road. You can also create some exclusive content only for your email subscribers.

Always, remember that it is all about adding value to your customers' life and business.

THE MORE VALUE YOU ADD, THE MORE YOUR PROSPECTS WILL TRUST YOU AND BE WITH YOUR BUSINESS.

They will keep coming to your website to access those valuable content. And, even though they do not buy from you right away, they will be already close to the top of the funnel. Whenever in the future they will need services similar to you, **your service will surely be on the top of their head.**

So far, we have looked into all the aspects and the things you have to do for bulletproofing your inbound sales framework for your B2B business. Now it's time to get a sneak peek into the actual workflow of how your prospects will be journeying through your B2B inbound sales funnel!



CUSTOMER JOURNEY THROUGH THE B2B INBOUND SALES FUNNEL



After we have got an idea of the things we need and the kind of work involved in developing your B2B inbound sales funnel, it's also essential that we also get a sense of how the overall journey will look like for your customers. There are 3 major steps of the customer journey, let's get into it!

1. THE FIRST POINT OF CONTACT



Your leads and prospects are constantly browsing LinkedIn and researching on the web. When you are ready with your high-quality content on both the channels with your blog posts and social content posting, you will get a chance to appear in front of them. This is the first point of contact.

The more content you push out, the more points of contact you get. Gradually, you will start to generate more website visitors and social media followers.

2. THE ONBOARDING AND NURTURING



It's unlikely that a prospect will go on to buying from you right at the first point of contact. That's why it's necessary to have content ready and distributed for a wide range of interest levels so your prospects can get up the buying cycle gradually.

There are 4 primary interest levels. To make it easy to remember, keep the acronym AIDA in mind.



B2B SALES FUNNEL

TOFU The Attention phase Top of the funnel

- Website
- Introductory blogs on your business and industry
- Social media platforms, especially LinkedIn
- Paid advertising
- Free giveaways
- Marketing partnerships
- Influencer marketing

MOFU Interest & Desire phase Middle of the funnel

- Email marketing
- Advanced level blogs on your business and industry
- Social media platforms, especially LinkedIn
- Paid advertising, especially retargeting campaigns
- Newsletter, ebooks, other free contents

BOFU Action phase Bottom of the funnel

- Website sign up pages, landing pages, and purchase pages
- Email marketing with strong CTAs
- Advanced level blogs inspiring to make the purchase action
- Social media platforms, especially LinkedIn
- Paid advertising, especially retargeting campaigns
- Newsletter, ebooks, other free resources

It's important to note that most of the time, the inbound channels are the same for all three stages of the funnel. **The difference is in the type of content and messaging** you will be sending out to your prospects.

After the first point of contact, which is the attention phase, the prospect will gradually start to consume advanced content and gradually move higher the sales cycle towards taking the final action of buying from you. Your content messaging and other marketing communications have to be **customised based on the level of your customers** for gradually advancing them in the sales funnel.

3. THE ACQUISITION



During the onboarding phase, it's important that you **monitor your customer behaviour** accurately. Monitor your website visitors and your social media engagement to **segment prospects based on the level of interest** they are in.

Such as, if a customer has downloaded a particular guide on understanding the overall topic related to your industry, it's likely that they are in the interest phase, so it's time to send them some more relevant content and move them ahead towards the Desire phase via email marketing or social media retargeting campaigns.

On the other hand, if someone has downloaded or read a post about your product or services features, they are already in the Desire phase, and you have to push out contents that inspire them to take the final action of making the purchase.

That's the secret to closing the deal - **personalisation and customisation based on the individual stage of the prospects**.

And, that's the beauty of inbound methodology.



At this stage, it's vital to realise that depending on the complexity and price-point of your products and services, the amount of content creation and the time required through the various phases will vary significantly.

The more complex the product, the more varied types of content you will need to keep preparing through all the channels, i.e., blogs, social, and emails.



Gradually, when you begin working and start to get some traction from your inbound efforts, you have to **keep tweaking your overall strategy to constantly improve them.**

You can also plan to increase the content production and expand the team based on the performance data you will be getting continuously from running the inbound methodology.

CONCLUSION

Here's a skeleton of a **5-step workflow** of building your B2B sales framework to keep in mind that'll make things easier!

1 Find low-competitive keywords
your target audience is searching for and reading online

2 Write your content
in a way that serves the readers intent and entices the search engines to rank them on top

4 Create free resources
for giving away in exchange for emails, eg: ebooks, in-depth guides, and industry whitepapers

3 Repurpose the content
for dashing out to all the social media channels, specifically LinkedIn for B2B purposes

5 Send out occasional emails
to your email list segmented based on the level of each prospect

That's the lean inbound B2B sales framework for you! Stay with [FILT Pod](#) to get more exclusive content on content marketing, LinkedIn success, and business growth.