



Inbound Marketing and Lead Conversion Plan for Meikker

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ABSTRACT

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This thesis investigated the optimization of inbound marketing and lead conversion strategies for Meikker, a Finnish company aiming to enhance its digital presence. The research was driven by the need for effective digital marketing techniques in a competitive online environment. The primary goal was to develop an action plan enabling Meikker to attract and convert online leads into paying customers more efficiently.

The methodology focuses on a qualitative approach. It included an analysis of existing literature, and case studies from industry leaders like HubSpot and Shopify. The research process was comprehensive, examining various aspects of digital marketing such as content strategy, SEO, CRO, and marketing automation.

The results revealed the critical role of tailored content strategies, efficient SEO practices, and effective use of marketing automation in enhancing online visibility and lead conversion rates. Case studies demonstrated practical applications of these strategies, offering insights into their real-world effectiveness.

The thesis concludes that a well-integrated approach to inbound marketing significantly impacts a company's ability to attract and convert leads online. It suggests ongoing adaptation to digital marketing trends and further exploration of emerging technologies to maintain competitive advantage. The findings are instrumental for businesses seeking to optimize their digital marketing efforts and can be adapted across various industries.

Key words: digital marketing, inbound marketing, online presence, lead conversion

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GLOSSARY

B2B	Business-to-Business
CRM	Customer Relationship Management
CRO	Conversion Rate Optimization
CTA	Call to Action
KPI	Key Performance Indicator
PPC	Pay-Per-Click
ROI	Return on Investment
SEO	Search Engine Optimization
SERP	Search Engine Results Page
SaaS	Software as a Service

1 INTRODUCTION

Today, the world continues to move towards increasing online presence. Therefore, it is crucial for companies to be visible on the internet to compete with their competitors. The business sphere has moved from local businesses competing against each other, to companies competing against every other company on the internet. There have never been more choices for both consumers and companies alike. Companies are competing for attention on the internet. Therefore, it is in a company's best interest to have an actionable plan to improve and optimize their online presence, increase the number of inbound leads they receive online, and to increase the conversion rate of these leads into paying customers.

This thesis explores how Meikker, a Finnish company, can optimize its online presence to attract and convert leads into paying customers. Given the multitude of options and level of information available to consumers and businesses alike, developing your company's content and brand image is an invaluable strategy for capturing audience attention and establishing a unique brand identity.

Meikker is a Finnish marketing agency, that focuses on content creation. Their target audience includes companies that want to use content as a part of their inbound customer acquisition strategy. Meikker separates itself from its competitors by having complete transparency of their pricing and by offering their services for a fixed monthly fee.

Our research methodology involves desk research, where we primarily scrutinize a variety of case studies from different industries. The aim is to gain insights into successful strategies for optimizing online presence and converting leads into sales.

The end goal of this study is to provide Meikker with a set of actionable steps to enhance its customer acquisition through online channels. These recommendations are also applicable to other organizations facing the challenge of differentiation in crowded markets.

2 OBJECTIVES, PURPOSE, AND RESEARCH QUESTIONS

2.1 Research Objectives and Research Questions

The primary objective of this research is to develop an action plan for Meikker to increase and optimize their presence and visibility online, while converting leads to customers with the highest percentage possible. The research aims to answer the following question: *How can Meikker optimize its online presence to attract and convert leads into paying customers?*

By analysing case studies and other companies, this research aims to understand the processes that successful companies use to convert online leads into paying customers. This research is done with the help of the following supporting question: *What strategies are successful companies using to convert online leads into customers?*

These supporting questions help us understand the best practices when it comes to converting leads to paying customers and give us a holistic understanding of how the results could be measured and what could be considered successful implementation. By answering these questions, we hope to build an actionable plan for Meikker to follow to optimize their online presence and turn more inbound leads into paying customers.

2.2 Scope and Limitations of the Study

This thesis focuses only on ways companies can increase their visibility without necessarily having to use any other resource than time. This way both big companies and small companies can utilise the actionable plan to increase their visibility and turn more lead into paying customers. Therefore, this thesis excludes all forms of paid advertising. We acknowledge that companies can outsource the implementation of most parts of the actionable plan and recommend that they do so if they have the capacity. In this thesis, some software will be mentioned by name, but we want the reader to acknowledge that there are alternatives all of them.

3 THEORETICAL FRAMEWORK

3.1.1 Inbound Marketing

According to Halligan and Shah (2014), Inbound Marketing is a strategy that focuses on attracting customers, or leads, via company-created content, thereby having potential customers come to the company rather than marketers competing for their attention. Therefore, the basis for inbound marketing is for a company to create content that the company's target audience finds value in. The type, amount, and delivery system of value varies between industries and companies. By delivery system, we mean the form in which the content is delivered, be it video, audio, or text content in their different forms.

Inbound marketing is at the core of creating online presence and turning online leads into paying customers. Systematically published content allows for the company creating to content to be seen by more prospective customers. If the content is perceived valuable by the prospective customer, they are more likely to remember the company if they have a need for the services they offer. Therefore, increasing the chances of prospective clients choosing the company that has already provided them value over their competitors.

3.1.2 Target Audience

The target audience is a specific group of people within the target market at which a product or the marketing message of a product is aimed (Kotler & Keller, 2015). Defining a target audience is crucial to a company's success in marketing. Having a well-defined target audience allows companies to target their messaging to clearly target the segment of people they want to attract.

Having a well-defined target audience is crucial when it comes to inbound marketing and turning leads into paying customers online. Catering to a target audience a company wants to attract allows the company representatives to provide the most amount of perceived value with their content.

3.1.3 Marketing Funnel

The marketing funnel represents the process or stages a potential customer goes through, from the initial discovery or awareness of a brand to the final purchase decision. It often incorporates stages like Awareness, Consideration, Decision, and Advocacy. With the expansion of digital touchpoints, the funnel now includes various online and offline interactions and channels (Pelsmacker, Geuens & Van den Bergh, 2017).

Keeping track and analysing all parts of the marketing funnel helps companies to pinpoint exactly where they are doing well, or where their prospects are losing interest over their services. If one part of the funnel shows clear underperformance compared to the other parts, company representatives can take action to improve the said part of the funnel. Having a clear funnel is one of the key measurement tactics in inbound marketing since different parts of the funnel require different types of content.

3.1.4 Content Strategy

Content strategy refers to the planning, development, and management of content, both written and in other forms, to achieve specific business objectives (Halvorson & Rach, 2012). Examples of written content include social media posts, case studies, blog posts, newsletter, or various other written content. Forms of other type of content could be educational videos, social media videos, podcasts, or other types of content that is used in accomplishing a certain business goal.

Content strategy and content overall, are the focus in inbound marketing. Creating and publishing content in a calculated manner and with the intention of reaching a certain business goal is required to successfully execute inbound marketing. Creating and having a content strategy helps companies to keep focus on the business goals and plan suitable content ahead of time to provide most value to the prospective customers.

3.1.5 Search Engine Optimization (SEO)

According to Fishkin (2015), Search Engine Optimization is the process of improving the visibility of a website or web page on a search engine's (such as Google or Bing) unpaid results, often referred to as "natural" or "organic" results. Search engine optimization is a long and tedious process that requires calculated efforts over a long period of time to be effective. Aspects of search engine optimization include, making the content of a website around a keyword or keywords, ensuring that the website is accessible with all devices and that the performance of the website is responsive, and farming backlinks, which means other reputable sites linking to your website on their website.

Focusing efforts on search engine optimization allows companies to increase their standings on the search engine results over time. Compared to paid advertising, SEO is a much more sustainable way for businesses to increase their visibility online.

3.1.6 Conversion Rate Optimization (CRO)

Conversion Rate Optimization (CRO) is the systematic process of increasing the percentage of website visitors who take a desired action, such as making a purchase, signing up for a newsletter, or filling out a contact form (Saleh & Shukairy, 2011). Based on that definition, conversion rate can be defined as the percentage of website visitors who take a desired action. This desired action is defined by the company, and it can vary from making a purchase to opting into a newsletter.

It is important to keep track of the conversion rate and make efforts to increase it. Conversion rate can be used as the measure of the effectiveness of the certain part of the marketing funnel. Each stage of the funnel has their own goals that can be attributed with conversion rate. The higher the conversion rate, the more leads can be converted into paying customers.

3.1.7 Marketing Automation

Marketing automation refers to the software platforms and technologies designed for marketing departments and organizations to more effectively market on multiple channels online and automate repetitive tasks (Brinker & McLellan, 2014).

Some examples of marketing automation are inbound email marketing in combination with a lead magnet. A lead magnet is something that a company offers, on their website or social media channels, that someone could get in exchange for their email address. Therefore, a lead magnet is a solid way of generating inbound leads. Once they have provided their email address, the automation would take care of the rest, sending a set of emails over a certain period with a goal set by the company, for example getting the lead to come to a sales meeting.

When it comes to marketing automation, it is crucial in converting more leads into paying customers. A systematic approach to marketing automation allows for the elimination of repetitive tasks and it also allows for a better customer experience when going through the steps in the marketing funnel. It is important for businesses to eliminate any wasted time.

3.1.8 Analytics and Data Analysis

According to Davenport and Harris (2007), analytics and data analysis refer to the systematic computational analysis of data or statistics, often used to discover, interpret, and communicate meaningful patterns in data, as well as to apply those patterns towards effective decision making. Based on that definition, it is crucial for companies to analyse their online data to make the right decisions in the future. This could involve software such as Google Analytics, which allows tracking of a company's websites users with given parameters, such as what they are doing on the site and how long they have spent on the site.

Keeping track of the website visitors and the overall effectiveness of the marketing funnel is important when trying to turn prospective customers into paying customers online. With so many different options offered to customers online, it is vital that companies keep track of the data gathered from different sources and that they make decisions based on that data. With the competition being so fierce online, companies cannot afford to not utilise their data.

3.2 Thesis working methods and data

3.2.1 Methodology

In our research, we will be using both primary and secondary data. Secondary data will be collected from academic journals and books, industry reports, case studies, company websites, and social media. This will help us understand the theoretical frameworks in the field of marketing strategy, identify best practices, and gain insights into existing and potential future marketing strategies.

In terms of data analysis, we will be conducting content analysis on academic journals and books to identify key themes, concepts, and theories. We will also be comparing different theories to understand the evolution of marketing strategy over time. For industry reports and case studies, we will summarize key findings and identify common themes to understand prevalent trends in marketing strategy.

3.2.2 Data Collection

Our research will be based on two types of data: primary and secondary. We will use AI tools like ChatGPT from OpenAI in addition to Copilot by Microsoft to collect relevant data. The secondary data, which is specifically chosen for our research goals, will be gathered in different ways. This includes studying academic journals and books to understand the theories and discussions about marketing strategy, both past and present. We will also look at industry reports and case studies to learn about the best methods for the concepts we're focusing on.

3.2.3 Data Analysis

Academic Journals and Books:

The analysis of academic journals and books is crucial to comprehend the theoretical frameworks in the context of marketing strategy. By identifying key themes, concepts, and theories, we can gain a deeper understanding of the subject matter. An important aspect of this analysis is the consideration of the impact of emerging technologies prevalent in the industry today. A comparative study of

these technologies, such as generative artificial intelligence, with the theories proposed in past literature provides valuable insights.

Furthermore, a comparative analysis of different theories and frameworks allows us to trace the evolution of marketing strategy over time. This analysis particularly focuses on the significant developments that have occurred in the 21st century. By comparing past and present implementations of marketing strategies, we can observe the different approaches to challenges and the progress in the field of marketing strategy.

Industry Reports and Case Studies:

The key findings from industry reports and case studies are summarized in a descriptive analysis, providing an overview of the best practices in marketing strategy. The role of marketing in different developments across varying industries is understood through the utilization of separate reports.

A thematic analysis is also conducted to identify common themes across these reports and case studies, which aids in understanding the prevalent trends in marketing strategy. These trends are then categorized to guide companies of all sizes in discerning which trends are most suitable for execution in their own marketing efforts.

3.3 Structure

The thesis begins with the introduction of the thesis topic, research question and the research methodology used in this thesis. In the beginning, the main concepts applied in this thesis are also explored.

After the premises of the thesis have been covered, the second part goes through the research and results. At the beginning of the section, we explore the difficulties companies face in inbound marketing. Then the thesis will explore the difficulties one by one, providing information on how companies can solve these problems, by providing relevant case studies, and best practices of the certain

method used to solve the problem. At the end of each section, we have an actionable plan that Meikker can follow to fix the problem for themselves.

In the end, there are the discussions and the conclusions parts of the thesis. In the discussion section, we will elaborate on how different key concepts interconnect with each other, and how by following the best practices - Meikker can increase their presence online and convert more leads into customers. In the conclusions section, we will conclude the results of the thesis and provide some recommendations for future research.

4 RESEARCH AND RESULTS

4.1 Introduction

In this chapter, we present the results of our research on how Meikker can optimize its online presence to attract and convert leads into paying customers. We use desk research to explore the best practices and case studies of successful B2B companies in the field of inbound marketing. We focus on four main challenges that B2B marketers face in the digital age: increasing online visibility, getting, and nurturing inbound leads, converting leads into customers, and utilizing data and analytics.

For each challenge, we discuss the relevant concepts and theories, provide examples of effective strategies and tactics, and propose an action plan for Meikker to implement. We also discuss the impact and benefits of these practices on audience engagement, lead generation, and customer loyalty.

4.2 Inbound marketing challenges and goals

In the dynamic landscape of B2B inbound marketing, businesses face several challenges that are crucial to address for successful operations. These challenges can be broadly categorized into increasing online visibility, acquiring, and nurturing inbound leads, converting these leads into customers, and effectively utilizing data and analytics.

Increasing Online Visibility

The post-pandemic world has seen a significant shift in B2B marketing, with a notable increase in digital interactions. Research indicates that a majority of B2B decision-makers now prefer digital self-service or remote customer interactions (The Smarketers, 2022). Inbound marketing, distinct from traditional marketing methods, aims to attract and engage leads through valuable content tailored to the audience's needs, thereby enhancing brand awareness. However, creating brand visibility remains a significant challenge, as potential customers may be unaware of a business's existence or might confuse it with other brands. Effective

inbound marketing strategies, such as SEO optimization, mobile-friendly websites, social media, email marketing, and paid advertising, are instrumental in building brand awareness and competing against market rivals (The Smarketers, 2022).

In addition to the strategies mentioned, content strategy plays a pivotal role in inbound marketing. A well-planned content strategy involves understanding the target audience, creating content that educates, entertains, or inspires them, and using various formats and channels to reach them. It also includes measuring the impact and return on investment (ROI) of the content (Tucker, 2021). For instance, businesses can leverage tools like Google Analytics to track user engagement and conversion rates. This data can provide valuable insights into what type of content resonates with the audience and helps in refining the content strategy (Frost, 2022). Furthermore, businesses can also use A/B testing to experiment with different content formats and topics and identify what works best for their audience. By continuously optimizing their content strategy based on data-driven insights, businesses can effectively engage their audience, build brand awareness, and drive conversions in the post-pandemic world (Price, 2022).

Getting and Nurturing Inbound Leads

The process of attracting and nurturing leads is central to B2B inbound marketing strategies. Traditional marketing methods often fall short in capturing the attention of potential leads and providing a platform for sales teams to effectively follow up. In contrast, inbound marketing enables potential leads to connect with your brand, increasing the chances of conversions and establishing lasting customer relationships. Key strategies include identifying the buyer persona, curating content to meet their needs, and creating gated content like whitepapers and eBooks. Additionally, SEO optimization and leveraging social media and email marketing are vital in generating organic leads (The Smarketers, 2022).

A key aspect of B2B inbound marketing is the creation of a buyer persona, which is a detailed description of your ideal customer. This persona guides the devel-

opment of a content strategy, which is the heart of B2B inbound marketing (Palanikumar, 2023). The content can include blog posts, whitepapers, quizzes, or tools for analysis (Muscat, 2023).

Search Engine Optimization (SEO) is vital for any B2B inbound marketing strategy as it helps attract users to your website. Social media and email marketing are also leveraged to engage with the audience and nurture leads. Other tactics include conducting webinars, utilizing video marketing, and implementing chatbots (Palanikumar, 2023).

These strategies aim to attract potential leads to your brand, increasing the chances of conversions and establishing lasting customer relationships. The benefit of inbound marketing when compared to outbound is that instead of actively contacting your target audience, they come to you in search of guidance and solutions to their problems through different channels. (Muscat, 2023).

Converting Leads into Customers

Lead conversion, the process of moving a lead through the sales funnel, is a complex and crucial business activity (Chili Piper, 2022). It involves strategies like lead scoring, prioritizing leads based on their potential value, and setting up efficient systems for inbound lead conversion. Tactics such as self-serve meeting scheduling, chat options, and automated email campaigns for old leads are effective in maximizing the conversion rate (Chili Piper, 2022).

Utilizing Data and Analytics

Data is a key asset in the digital age, essential for understanding customer behaviour and tailoring experiences (The Smarketers, 2022). However, many businesses struggle to make sense of unconnected data sets, failing to get a holistic view of customer behaviour (Drift, 2022). The challenge is not only in collecting data but also in analysing it to derive meaningful insights. Marketers need to develop analytical talent and capabilities for segmenting, tracking, and improving productivity. Marketing analytics tools can track metrics like blog posts, organic traffic, and lead conversions, providing a complete picture of performance along

the inbound marketing funnel. Furthermore, attribution remains a major unsolved problem in marketing, with difficulties in linking conversions and sales to individual campaigns within the complex digital landscape (Drift, 2022).

In summary, B2B inbound marketing faces challenges in increasing online visibility, acquiring, and nurturing leads, converting these leads into customers, and effectively leveraging data and analytics. Addressing these challenges requires a combination of strategic planning, efficient use of technology, and a deep understanding of customer behaviour and market dynamics.

4.3 Increasing Online Visibility

In this section, we will delve into how certain B2B marketing principles can aid Meikker in enhancing its audience engagement and lead generation. We will examine case studies of successful B2B companies that have effectively employed these principles and glean insights from their best practices. Lastly, we will devise an action plan for Meikker to incorporate these principles into its marketing strategy.

Content Strategy: Content strategy is a comprehensive plan that involves the creation, distribution, and measurement of content that aligns with the needs of the target audience and the business objectives. It involves understanding the target audience, creating content that educates, entertains, or inspires them, using various formats and channels to reach them, and measuring the impact and ROI of the content.

SEO: SEO involves conducting thorough keyword research, optimizing on-page and technical elements, creating semantic and user-friendly content, and monitoring and analysing the performance and ranking of the website. The website should be optimized for speed, mobile-friendliness, and crawlability, and the content should match the search intent and provide value to the users.

Case Study - HubSpot: HubSpot is a B2B marketing software company that offers tools for social media, customer relationship management, SEO, web analytics,

and much more. HubSpot faced the challenge of establishing itself as an innovative leader in the field of inbound marketing.

To achieve this goal, HubSpot decided to use SEO to dominate Search Engine Results Pages (SERPs) with high-ranking content that would increase the level of organic traffic to their website. They implemented a content strategy that involved producing a large library of easily accessible resources, such as guides, templates, and courses, that would educate their audience on various aspects of inbound marketing, and this would in turn generate leads for their software products. They also used community marketing to build an online hub for marketers, called “Inbound.org”, where they could connect, learn, and find jobs (von Wilpert 2019). This approach used by HubSpot helped them become a respected leader in the field of inbound marketing and grow their revenue from \$181.9M to \$271M in one year (von Wilpert 2019).

Case Study - G2: G2, a business software review platform, embarked on a mission to increase its blog traffic. (G2, 2019) Their strategy was multi-faceted and data-driven, including keyword research, competitor analyses, content creation, topic clusters, and outreach and link building.

Their strategy was comprehensive and driven by data, encompassing several key elements. They conducted keyword research to identify terms that would attract their target audience. They also performed competitor analyses to understand what strategies were effective in their industry. Content creation was another major component of their strategy, ensuring they provided valuable information to their readers. They organized their content into topic clusters to improve navigation and SEO. Finally, they engaged in outreach and link building to increase their online presence and visibility.

As a result of this comprehensive strategy, G2 was able to grow its blog traffic from 50,000 to 1 million sessions in a year (G2, 2019). This case study serves as a testament to the power of a well-planned and executed content marketing strategy. It shows that with the right approach, it is possible to significantly increase organic traffic to a blog.

4.3.1 Application of best practices for Meikker

Meikker can implement these best practices by utilizing SEO tools to identify pertinent keywords and conduct comprehensive competitor analysis.

SEO Best Practices:

- **Utilizing SEO Tools:** Meikker can use SEO tools to identify pertinent keywords that are relevant to AI-powered content creation. This involves understanding what terms and phrases their target audience is using when searching for similar products or services.
- **Conducting Competitor Analysis:** Meikker can conduct a comprehensive analysis of competitors in the AI-powered content creation field. This involves understanding their strengths and weaknesses, and identifying opportunities where Meikker can differentiate itself.
- **Creating Valuable Content:** Meikker can create content that aligns with their audience's search intent and provides value to users. This involves understanding what information their audience is looking for and creating content that meets those needs.

Content Strategy:

- **Constructing Buyer Personas:** Meikker can construct buyer personas to better understand their target audience. This involves identifying the characteristics, needs, and goals of their ideal customers, and using this information to guide their marketing and product development efforts.
- **Employing Various Formats:** Meikker can employ various formats such as blogs and videos to engage their audience. This involves creating a mix of content types that cater to different audience preferences and consumption habits.

- **Sharing Content Through Channels:** Meikker can share their content through channels like social media and email. This involves identifying where their audience spends time online and leveraging these channels to distribute their content and engage with their audience.

This approach mirrors the successful strategies employed by G2 and HubSpot, as evidenced by the case studies discussed earlier. The primary focuses in this approach are understanding the target audience and how they find information, then addressing these characteristics in a tailored approach to improve the effectiveness of content strategy efforts.

4.4 Getting Inbound Leads

In this segment, we will explore how some B2B marketing concepts can help Meikker improve its audience engagement and lead generation. We will also look at some case studies of successful B2B companies that have used these concepts and learn from their best practices. Finally, we will propose an action plan for Meikker to apply these concepts to its own marketing strategy.

Inbound Marketing is an approach focuses on attracting, engaging, and delighting customers by providing valuable and relevant content at every stage of their buyer's journey. It helps build trust, credibility, and authority for your brand, and ultimately converts prospects into loyal customers and advocates for your company's services and/or products.

Case Study: Shopify. Shopify, an eCommerce platform, has been dominating the market for some time now. They faced the challenge of increasing their product revenues. They tackled this by focusing on top-of-the-funnel content with over two million ranking keywords, offering a "sticky" (high retention rate) free trial, and implementing an effective onboarding sequence. Their efforts led to nearly doubling their product revenues from \$7.7 billion to \$15.4 billion in 2018 (von Wilpert, 2019). Shopify's success can be attributed to several key marketing strategies including inbound marketing, content strategy, target audience analysis, and their free trial and onboarding sequence.

Shopify strategically employs a multifaceted content approach, leveraging over two million ranking keywords to generate top-of-the-funnel content and attract a diverse customer base. This comprehensive strategy includes articles, guides, video series, podcasts, and a business encyclopaedia, positioning Shopify as a trusted information source within the ecommerce industry.

Catering to a broad audience, Shopify tailors its homepage to resonate with various prospects and utilizes specific PPC (Pay-Per-Click) landing pages based on keywords and search intent specificity. Enhancing user conversion, Shopify introduces a compelling "sticky" free trial, complemented by an efficient onboarding process and a welcome email sequence guiding users through crucial steps for success during the trial period, thereby increasing the likelihood of continued engagement with their services.

These strategies have helped Shopify nearly double their product revenues from \$7.7 billion to \$15.4 billion in a year (von Wilpert, 2019). They have effectively used these tactics to increase their customer base and dominate the ecommerce market.

Case Study: Slack. Slack, one of the fastest-growing SaaS platforms, faced the challenge of standing out in a competitive market. They tackled this by earning high rankings on review sites like G2 and Capterra, focusing on integrations to gain referral traffic, and creating powerful landing pages with persuasive copy and social proof. (von Wilpert, 2019)

Slack strategically employed word-of-mouth marketing, tapping into people's frustrations with email, and utilized both traditional and social media channels for broad outreach. Their podcast sponsorships aligned with their target audience, showcasing a distinctive brand personality. Engaging with review and comparison websites enhanced visibility and credibility.

To optimize online presence, Slack employed paid ads targeting generic product search terms and integrated with popular products for referral traffic. Establishing an app directory and dedicated landing pages for each integration bolstered SEO,

increasing product attractiveness. Converting free users to paid plans involved a seamless onboarding process, fair billing policies, and a softer approach.

These techniques demonstrate Slack's understanding of inbound marketing, content strategy, and target audience analysis. They also show how Slack differentiated itself from its competitors and created a loyal fan base.

Best Practices:

1. **Creating a Unique Niche:** Differentiating your brand from the competition is crucial in today's saturated market. This involves identifying a unique value proposition that sets your brand apart and resonates with your target audience.
2. **Building a Community:** Cultivating a community of loyal fans and advocates can significantly enhance your brand's reach and credibility. This can be achieved by creating a platform where customers and prospects can interact, share feedback, and learn from each other.
3. **Producing Quality Content:** The production of high-quality and relevant content is key to engaging your audience. This involves understanding your audience's needs and preferences and creating content that educates, entertains, or inspires them.
4. **Leveraging Partnerships:** Partnerships can be a powerful way to amplify your brand awareness and credibility. This could involve collaborating with influencers, other brands, or thought leaders in your industry who can endorse your brand and extend your reach.

4.4.1 Application of best practices for Meikker

Meikker can apply these best practices in the following ways:

- **Creating a Unique Niche:** Meikker can identify its unique value proposition as a leader in the field of AI-powered content creation. This involves highlighting the unique features and benefits of its AI-powered content creation tool and how it can help businesses create high-quality content more efficiently.
- **Building a Community:** Meikker can create a platform or forum where its customers and prospects can interact, share feedback, and learn from each other. This could involve hosting webinars, Q&A sessions, or discussion forums on topics related to AI-powered content creation.
- **Producing Quality Content:** Meikker can develop a content strategy that involves creating high-quality and relevant content on topics related to AI-powered content creation. This could involve creating blog posts, guides, tutorials, or case studies that educate its audience on how to use its tool to create high-quality content.

For Meikker to note from these case studies, AI-generated content is indeed becoming a primary focus for marketing agencies. According to a blog post on HubSpot (Taylor, 2023), developments in artificial intelligence technology have allowed content generation to be a more streamlined and smarter process. AI is increasingly taking on the workload of manual content production tasks, and it's beneficial for marketing professionals and beginners alike to understand the different types of content that can be generated using AI.

The top types of AI-generated content in marketing include social media posts, product descriptions, emails, images, blog posts, landing pages, eBooks, and whitepapers. For instance, 58% of marketers leverage AI for content creation for social media posts. AI tools can help creators brainstorm content ideas, topics, and even help in the writing process (Taylor, 2023).

In addition to this, 50% of marketers who use generative AI find that the technology is helpful for creating product descriptions. Especially if the product is marketed towards an audience that doesn't know the terminology as well as your team (Taylor, 2023).

In addition, a publishing from Forbes (Jaffe, 2023) mentions that an increasing number of businesses are starting to utilise artificial intelligence tools for streamlining workflows and assisting with content creation. When implementing new technologies to personalise content, it is important to recognise the challenges that are connected to its implementation.

These references clearly show that AI-generated content is a primary focus for marketing agencies in the current day. AI is not only enhancing the efficiency of content creation but also improving the quality and relevance of the content being produced. This is leading to more effective marketing strategies and better engagement with audiences.

4.5 Converting Leads into Customers

4.5.1 Conversion Rate Optimization (CRO) in B2B Marketing

Conversion Rate Optimization (CRO) in B2B marketing focuses on enhancing the percentage of website visitors who convert into customers or take a desired action on a web page, such as downloading a white paper or signing up for an email newsletter. This process involves a clear methodology, starting with establishing specific goals for the website and aligning on large, small, and micro-goals. It is particularly effective for websites with substantial traffic, allowing for meaningful data collection and analysis. Key aspects of a CRO strategy include setting goals, industry benchmarking, research, hypothesis formulation, testing, and evaluation. Tracking metrics like heat-maps, click-maps, analytics tools, and bounce rates alongside other metrics are crucial for measuring the success of a CRO strategy (Beacon Digital Marketing, 2022).

Case Study – Avid (ABTasty n.d.): Avid, a multimedia content creation platform, aimed to increase conversion rates and customer loyalty by increasing the visibility of their special on its site. They started by conducting A/B Testing. The aim was to determine the most effective way to display special offers. They experimented with different placements and designs of CTAs (Call to Action) and CTA copy to see which would lead to higher conversion rates. The main type of testing

was variation testing where the test included two variations - one used purple banners to highlight special offers against a second variation where offers were presented in bold as bullet points under each purchase option. Analysing the results, the variation with offers highlighted in bold proved more effective, leading to a significant 34% boost in conversions. This variation was then adopted across the site.

By understanding the preferences and behaviours of their customers through this testing, Avid was able to create a more effective and appealing presentation of their special offers. The successful implementation of the test results led to an increase in customer transactions and enhanced customer loyalty, contributing to overall business growth.

Case Study – comScore (Optimizely 2013): comScore, a media measurement and analytics company, focused on increasing conversion rates by leveraging social proof on its homepage. comScore implemented a three-way multivariate test to compare different customer testimonial designs and placements. This approach allowed them to assess the impact of various layouts on user engagement and conversion rates. The variations included a vertically aligned testimonial alongside product descriptions with the customer's logo at the top, a horizontal testimonial below the product descriptions without a logo, and a horizontal placement below product descriptions but featuring the customer logo. After analysing the results, it proved that variation 1, featuring the vertically aligned testimonial with the customer's logo, resulted in a 69% increase in conversions. Variation 3 also showed a notable increase of 30.5%, while Variation 2 had an increase of 14.8%.

The test revealed that the placement and design of customer testimonials significantly influenced conversion rates. The most effective approach was a prominent display of customer testimonials with clear branding. By optimizing the display of social proof on its homepage, comScore effectively enhanced its conversion rates, demonstrating the power of customer testimonials in building trust and driving user action.

Case Study – DashThis (Hotjar 2023): DashThis, a dashboard tool for marketers and agencies, aimed to increase the conversion of free trial users into paying customers. They focused on simplifying their onboarding process to encourage more free trial users to transition to the paid version of its platform. They identified and resolved issues that were preventing users from setting up the software quickly and realizing value before the trial period ended. DashThis employed tools and techniques to measure the effectiveness of the new onboarding process, tracking how changes impacted user behaviour and conversion rates. By enhancing the onboarding experience, they not only increased the conversion rate of trial users to paying customers but also improved customer satisfaction significantly.

Within 10 months of implementing these changes, DashThis saw a 50% increase in free trial users converting to paying customers. Additionally, customer satisfaction increased by 140%, showcasing the effectiveness of the improved onboarding process. Strategic Insights and Future Actions: The success of the new onboarding process provided valuable insights into customer preferences and behaviours, guiding future product and marketing strategies to better align with user needs and expectations.

Best practices:

From these case studies, we can deduce the best practices for using conversion rate optimization in B2B inbound marketing. The best practices are the following:

1. **A/B Testing:** A/B testing compares two versions (A and B) of a webpage, email, or feature to determine which performs better in terms of goals like click-through rates or conversions. Users are randomly assigned to each version, and their interactions are analysed, allowing data-driven optimization for improved outcomes.
2. **Optimizing Call to Actions:** Optimizing CTAs involves testing variations in text, design, colour, placement, or size to boost user engagement and conversions in digital marketing efforts.

3. Utilizing Social Proof: Showcasing positive customer feedback and endorsements on websites or marketing materials builds trust and credibility. Customer reviews and testimonials demonstrate product or service value, boosting conversions and brand reputation.
4. Focusing on User Experience: Prioritizing user satisfaction and ease involves intuitive design, helpful content, and seamless user journeys. Positive user experiences lead to higher engagement, loyalty, and conversion rates. User research, testing, and continuous improvement are essential.
5. Continuously Analyse and Optimize: Regularly review data and performance metrics, monitor KPIs, gather user feedback, and stay informed about market trends. This data-driven approach allows businesses to adapt, enhance efficiency, and maximize results for long-term success.

4.5.2 Marketing Funnel in B2B Marketing

The B2B marketing funnel is a framework designed to streamline the customer journey from initial product awareness to the final purchase. It focuses on creating awareness, building interest, and generating qualified leads through strategies like content marketing, SEO, and social media marketing. The funnel provides insights to guide marketing strategies at each stage, optimizing marketing strategies to meet the actual needs and interests of prospects. In contrast, the B2B sales funnel concentrates on converting these leads into paid customers through direct revenue-generating activities like demos and pricing discussions. A well-defined marketing funnel in B2B is crucial for mapping out the customer journey, measuring marketing effectiveness, and collaborating with sales teams to generate high-quality leads (Userpilot, 2022).

Case Study – GoCardless (GoCardless 2023): GoCardless, a company specializing in direct debit solutions, initiated a project to significantly increase their conversion rates. Their approach was comprehensive and focused on user experience optimization. GoCardless identified friction points in their landing pages that hindered user experience. They aimed to simplify these elements to make it eas-

ier for prospects to engage with their content and services. Recognizing the importance of immediate access to information, they eliminated the need for filling out forms to watch demo videos. This change allowed potential customers to view demos without unnecessary steps, enhancing convenience. They also revamped their landing pages to facilitate user goals and ease the conversion process. This included adjusting Call-to-Action (CTA) buttons and simplifying navigation.

GoCardless conducted A/B testing on their homepage to find the most effective CTA button copy. This data-driven approach helped them understand what resonated best with their audience. By closely monitoring how users interacted with their website, they were able to make informed decisions that significantly improved user experience and conversion rates.

Case Study – Salesforce (INFUSEmedia n.d.): Salesforce, a leader in Customer Relationship Management (CRM) solutions, undertook a mission to optimise its website as a powerful conversion tool. Their strategy was rooted in data analysis and website structure enhancement. Salesforce concentrated on restructuring their website to function effectively as a sales funnel. This included designing user pathways that smoothly guide visitors from initial engagement to conversion points. Understanding the importance of a seamless user experience, they made their website more intuitive and user-friendly, enabling potential customers to find relevant information and services easily. They also implemented personalized content delivery based on user behaviour and preferences. This approach ensured that visitors were presented with content most relevant to their needs and interests.

Salesforce utilized analytics to gather insights about visitor behaviour, preferences, and engagement patterns. This data helped them fine-tune their website and marketing strategies. By integrating their website with their CRM system, Salesforce created a cohesive system that tracks customer interactions from first contact to conversion, enabling better lead management and nurturing. They adopted a culture of continuous testing and improvement, regularly updating their website and strategies based on analytics and user feedback to enhance performance and conversion rates.

Case Study - Microsoft 365 for Business (INFUSEmedia n.d.): Microsoft 365 for Business, a comprehensive office suite, embarked on a strategy to engage and convert its B2B audience. They offered workshops on its business homepage, aiming to improve skills and knowledge among its user bases. This approach not only provided value to existing and potential customers but also positioned Microsoft as an industry leader in educational resources. They focused on creating high-quality, informative content relevant to their business audience. This included guides, tutorials, and articles that addressed common challenges and questions faced by their users.

The Microsoft 365 for Business website was optimised to cater to business users, with a clean, navigable interface that made finding information and resources straightforward. Leveraging data analytics, Microsoft 365 for Business personalized the user experience on their website. This meant showing relevant content, offers, and workshops based on the user's industry, size of business, and previous interactions. They utilized free trials as a key strategy to engage new users, giving them firsthand experience with the software suite's capabilities. Microsoft 365 for Business continuously gathered feedback from users to improve their offerings and website experience, ensuring they met the evolving needs of their business audience.

Best practices:

1. Focus on transparency and education: Prioritize providing clear and honest information to potential customers at all stages. This builds trust by openly sharing details about your products or services, pricing, and terms. Offer valuable content and insights to help prospects make informed decisions. This focus on transparency and education nurtures leads and establishes trust, leading to better-qualified leads, shorter sales cycles, and stronger B2B customer relationships.
2. Understand your audience: Research and analyse your target businesses, their needs, pain points, and decision-making processes. Gain insights into their challenges and goals to create personalized, relevant content that resonates at each funnel stage. Knowing your audience ensures your

efforts align with their specific requirements, fostering successful conversions and long-term relationships in B2B marketing.

3. **Test and iterate:** Continuously experiment and refine marketing campaigns, testing elements like messaging, ad formats, targeting, and content. Collect and analyse data to identify what works best for your audience, adjusting strategies accordingly. This iterative approach optimises campaign performance, improving conversion rates and maximizing ROI.
4. **Continuously analyse and optimize:** Ongoing evaluation of campaign performance, identifying areas for improvement, and making necessary adjustments is vital. Monitor key metrics like lead generation, engagement, conversion rates, and customer retention. Analyse these metrics to identify weaknesses and bottlenecks, then devise strategies to address them. Regular optimization ensures marketing efforts stay effective and aligned with changing market dynamics and customer preferences, critical for B2B marketing success.

4.5.3 Marketing Automation in B2B Marketing

B2B marketing automation streamlines marketing tasks and roles through workflows and triggers, enhancing team productivity and efficiency while nurturing leads. This automation involves various strategies such as setting up follow-up workflows for high-intent web pages, creating educational resources for new customers, nurturing leads with tailored content, setting up rewards for brand advocates, and implementing lead nurturing email campaigns. By automating tasks like updating data fields, triggering notifications, and managing webhooks, B2B marketing automation saves time, increases productivity, and helps in reaching more qualified leads. Finding the right automation tool is essential for any B2B marketing team to maximize their outreach and engagement with potential customers (HubSpot, 2022).

Case Study - SmartBear Software (Kirkpatrick 2013): SmartBear Software, a leading B2B cloud and mobile software company, embarked on a mission to enhance their lead management and conversion process. They adopted a holistic

and integrated approach that allowed them to effectively harness the power of marketing automation and CRM integration, leading to substantial improvements in lead management and conversion rates. They decided to implement CRM and marketing automation software simultaneously. This ensured seamless integration and synchronization between marketing and sales efforts.

While choosing their automation tools, they prioritized ease of use and scalability, considering their rapid growth and expanding requirements. To expedite the implementation and learning curve, SmartBear brought in an outside consultant. This move enabled them to get the automation solution up and running efficiently within a week. They started with a few email campaigns, gradually scaling up to more sophisticated lead nurturing strategies, handling a high volume of leads across different product groups. Integration with their webinar platform was a key part of their strategy, enhancing their ability to engage leads and provide valuable content. The results of these initiatives were significant. They achieved a 200% increase in lead volume, with 80% of global leads being generated via automated trial downloads. Additionally, 85% of SmartBear's revenue was generated by these trial download leads.

Case Study - Stanley Black & Decker (Apollo Digital 2020): Stanley Black & Decker, a renowned tool manufacturer, launched a project to enhance their market share and sales efficiency. They implemented a targeted strategy utilizing marketing automation. They chose Pardot, a B2B marketing automation platform, to streamline their marketing efforts and shorten their sales cycle. Using Pardot, they capitalized on their extensive customer email database by segmenting these lists. This allowed for more personalized and effective messaging, rather than generic mass emails. Stanley Black & Decker used dynamic content on their landing pages, further extending the personalization of their email marketing campaigns and enhancing user engagement.

A key aspect of their strategy was the integration of sales and marketing activities. By using a single platform for both functions, they improved alignment between the teams, leading to more effective collaboration and increased closed deals. The implementation of these strategies led to significant growth in their market share and a 30% reduction in the sales cycle within just one year.

Best Practices:

1. **Integrate CRM with Marketing Automation:** Integrating CRM with Marketing Automation streamlines the B2B customer journey by enabling seamless data sharing between sales and marketing. It enhances personalization, allows effective lead nurturing through automated email campaigns, and provides a comprehensive view of prospect behaviour, improving conversion rates and customer relationships.
2. **Focus on Lead Nurturing:** B2B marketing automation emphasizes building and maintaining customer relationships. It involves delivering relevant content to nurture leads throughout the buying journey, increasing trust, and improving conversion chances through targeted emails, drip campaigns, and educational resources.
3. **Align Sales and Marketing Teams:** Aligning sales and marketing in B2B marketing automation involves collaborative efforts and integrated CRM systems. It ensures efficient lead tracking and qualification, reducing friction, and boosting lead conversion rates and revenue growth.
4. **Segment and Personalize Content:** In B2B marketing automation, segmenting and personalizing content involves categorizing the audience based on characteristics and delivering tailored messages. Automation tools enable timely delivery of relevant content, enhancing engagement and conversions.
5. **Continuously Analyse and Optimize:** Regularly analyse the performance of automated marketing campaigns using key metrics like open rates and conversion rates. Make data-driven improvements, refine content, and conduct A/B testing for better results over time.

4.5.4 Application of best practices for Meikker

Given that Meikker is a small company with limited resources, they should take the following actions to get started with converting leads into paying customers:

- Start conducting A/B testing: Meikker should start conducting basic A/B testing on their website. This testing could include website copy, CTA button copy, or CTA button placement.
- Utilise existing social proof: Meikker should add customer testimonials on their landing page to create social proof for their services. The testimonials could be in the form of quotes, or company logos.
- Focus on user experience: Meikker should ensure that their website works on all devices and that the website is fast and responsive. They also should make sure that all the assets, such as copy and images scale according to the screen size of the device.
- Marketing funnel optimization: Meikker should create an optimized marketing funnel and combine it with content marketing by providing topical content at each point of the funnel. The content could vary from case studies to blogs, or even podcasts. They should also set up email marketing automation by asking a visitor on their website for their email address in exchange for some content. When a visitor has provided their email address, the email automation should take effect and start sending new content for the visitor on regular intervals.

All this combined, Meikker should be able to utilize the best practices and the application plan to convert leads into customers and to nurture lasting customer relationships.

4.6 Utilizing Analytics and Data Analysis

Analytics and data analysis are indispensable in shaping and refining inbound marketing strategies. The deployment of data analytics tools offers profound insights into consumer behaviour, preferences, and engagement trends, facilitating more targeted and impactful marketing initiatives.

Understanding Customer Behaviour and Preferences: Analytics provide a comprehensive view of customer interactions, preferences, and patterns. This understanding is key to developing content and offers that resonate with the target audience. By leveraging marketing data, businesses can significantly enhance their understanding of customer behaviours and preferences, allowing for the optimization of marketing tactics for improved conversions and sales (Premio n.d.).

Case Study – HubSpot (von Wilpert 2019): As a leader in the B2B marketing software sector, HubSpot initiated an ambitious growth strategy that revolutionized inbound marketing. Their approach was innovative and multifaceted.

HubSpot coined and developed the inbound marketing category, establishing themselves as thought leaders in this domain. They built Inbound.org, a community platform that quickly grew to over 170,000 members, fostering engagement and loyalty. HubSpot excelled in creating a comprehensive library of content, ranging from blog posts to downloadable resources, ensuring high visibility in search engine results. They expanded their social media presence by collaborating with micro-influencers who promoted their software, significantly boosting their online reach.

Case Study - Global Agricultural Engineering Company (wob n.d.): This B2B giant in agricultural engineering collaborated with wob for advanced data analytics and marketing automation. Their strategy was comprehensive, and data driven.

They focused on generating leads through a dedicated microsite, linking product incentives to user data collection. By analysing user behaviour on the microsite, they gained insights into customer interactions, preferences, and potential buying interests. Utilizing data analysis, they streamlined their lead generation process and developed personalized communications for different target audiences. They implemented analytics to set goals, measure marketing success, and integrate marketing with sales data, enhancing decision-making and marketing ROI.

Best practices:

1. **Content Marketing Strategy:** Data and analysis are vital for an effective content marketing strategy. Leverage data to understand your audience's preferences and behaviour. Analyse metrics like website traffic and engagement to create tailored content that addresses their needs. Regular data analysis helps refine your strategy, allocate resources efficiently, and optimize your approach, driving lead generation and conversion.
2. **Lead Generation Optimization:** To generate better leads, analyse data to understand ideal lead characteristics and behaviours. Track lead sources, conversion paths, and engagement metrics. Identify effective channels and content. Regular data analysis identifies bottlenecks and allows data-driven adjustments for efficient and targeted B2B inbound marketing, leading to high-quality leads and increased sales opportunities.
3. **Use Behaviour Analytics:** Behaviour analytics tracks user interactions and behaviours on digital platforms. Analyse factors like page views, click-through rates, and conversion paths to understand user preferences. Tailor content and strategies to align with user behaviour, improving user experience and conversion rates. Data-driven decisions lead to better results.
4. **Apply Data Across the Funnel:** Utilize data and analysis at every stage of the customer journey, from awareness to conversion. Track key metrics like website visits, content engagement, and conversion rates. Identify areas for improvement and refine content, lead nurturing, and targeting efforts. Maximize B2B inbound marketing effectiveness, enhancing lead quality and conversion rates.
5. **Performance Measurement and Improvement:** Track key performance metrics like lead generation, conversion rates, customer engagement, and ROI. Analyse data to identify areas needing enhancement. Make data-informed decisions for continuous optimization, adapting to changing market dynamics and customer preferences. Evolve and improve B2B inbound marketing efforts over time for better results and growth.

4.6.1 Application of best practices for Meikker

- Start collecting data: Meikker should start collecting data actively. The sooner they start collecting data, the sooner they can use the data to make changes to their strategy by utilizing data-driven decision making. They should start collecting data from their website by using a tool such as Google Analytics and collect data from their social media accounts that are offered by the social media platform.
- Creating content based on the data: Meikker should start creating content based on the data they have gathered using a multitude of tools. The data would help Meikker create content that is aimed for their target audience throughout the marketing funnel.
- Making data-driven decisions: Meikker should start utilizing the data to make data-driven decisions. When Meikker is planning an A/B test or other changes, they should outline what they will be measuring, what is their hypothesis, and how do they know if the change or test is successful. With this information, Meikker can evaluate the changes based on the data collected and make decisions that are backed by the data.

With data and analysis, Meikker will be able to make better decisions. Data collection and data collection methods can be expanded upon in the future, but currently it is important for Meikker to get started with the process of setting up the data gathering tools and processes.

5 DISCUSSION

The results of this research show that B2B inbound marketing involves a holistic and integrated approach to increasing online visibility, acquiring and nurturing leads, converting leads into customers, and effectively utilizing data and analytics. These strategies are interrelated and mutually reinforcing, creating a positive feedback loop that enhances Meikker's marketing performance and customer satisfaction.

For instance, by implementing SEO and content strategies, Meikker can increase its organic traffic and brand awareness, attracting more potential customers to its website. By creating tailored and valuable content for its target audience, Meikker can engage and educate its prospects, building trust and authority. By optimizing its CTAs and landing pages, Meikker can encourage its prospects to take a desired action, such as signing up for a free trial or downloading a white paper. By using marketing automation and email marketing, Meikker can nurture its leads and move them along the sales funnel, increasing the chances of conversion. By leveraging data and analytics, Meikker can measure and improve its marketing efforts, identifying what works and what doesn't, and adapting accordingly.

By applying these best practices, Meikker can create a seamless and satisfying customer journey, from the first touchpoint to the final purchase decision. This can result in higher conversion rates, customer loyalty, and word-of-mouth referrals, which can further boost Meikker's online visibility and lead generation. Thus, B2B inbound marketing can create a virtuous cycle of growth and success for Meikker.

6 CONCLUSION AND RECOMMENDATIONS

In this thesis, we have explored how Meikker can optimize its online presence to attract and convert leads into paying customers. We have examined the challenges and opportunities in the field of B2B inbound marketing, and we have analysed the best practices and case studies of successful companies that have implemented effective strategies. Based on our research, we have devised an action plan for Meikker to apply these strategies to its own marketing situation.

The main findings of our research are:

Content strategy and SEO are crucial for increasing online visibility and generating organic traffic. Meikker can use SEO tools to identify relevant keywords and optimize its website and content accordingly. Meikker can also create a diverse range of content that educates, entertains, or inspires its target audience and showcases its unique value proposition as a leader in AI-powered content creation.

Inbound marketing and target audience analysis are essential for acquiring and nurturing leads. Meikker can create buyer personas and map out the customer journey to understand the needs and preferences of its potential customers. Meikker can also use various tactics to attract and engage leads, such as offering gated content, conducting webinars, using social media and email marketing, and integrating with other popular products.

Conversion rate optimization and marketing automation are key for converting leads into customers. Meikker can use A/B testing to experiment with different elements of its web pages, such as call-to-actions, design, and copy. Meikker can also use tools like self-serve meeting scheduling, chat options, and automated email campaigns to facilitate the conversion process and provide a smooth user experience.

Data and analytics are vital for measuring and improving the performance and ROI of the marketing strategy. Meikker can use tools like Google Analytics to track and analyse user behaviour and conversion rates. Meikker can also use

data-driven insights to refine and optimize its content strategy and marketing funnel.

We recommend that Meikker follows the action plan outlined in this thesis and implements the strategies suggested. We also suggest that Meikker monitors and evaluates the results of its marketing efforts and adjusts as needed. By doing so, we believe that Meikker can achieve its goal of optimizing its online presence and turning more leads into paying customers.

Here is a list of suggestions in a step-by-step order that Meikker can use to optimize its online presence and turn more leads into paying customers:

1. Create a unique value proposition: Meikker should identify and highlight its unique value proposition as a leader in AI-powered content creation. This involves explaining the features and benefits of its AI-powered content creation tool and how it can help businesses create high-quality content more efficiently. Meikker can use its website, social media, and email marketing to communicate its value proposition to its target audience.
2. Build a community: Meikker should create a platform where its customers and prospects can interact, share feedback, and learn from each other. This could involve hosting webinars, Q&A sessions, or discussion forums on topics related to AI-powered content creation. This can help Meikker build trust, credibility, and loyalty among its audience and generate more referrals and word-of-mouth marketing.
3. Produce quality content: Meikker should develop a content strategy that involves creating high-quality and relevant content on topics related to AI-powered content creation. This could involve creating blog posts, guides, tutorials, or case studies that educate its audience on how to use its tool to create high-quality content. Meikker should also use various formats and channels to reach its audience, such as videos, podcasts, or social media posts.

4. Leverage partnerships: Meikker should partner with influencers, other brands, or thought leaders in its industry who can endorse its brand and extend its reach. This could involve collaborating on content creation, co-hosting events, or offering exclusive discounts or incentives. Meikker should also integrate its tool with other popular products or platforms that its audience uses, such as WordPress, Shopify, or HubSpot, and create landing pages for each integration to boost its SEO and attract more traffic.
5. Optimize call-to-actions: Meikker should test different variations of its call-to-actions (CTAs) on its web pages, such as text, design, colour, placement, or size, to encourage more user engagement and conversions. Meikker should use A/B testing tools to compare the performance of different CTAs and identify the most effective ones. Meikker should also use clear and compelling copy that conveys the value and urgency of its offer and prompts the user to take action.
6. Use marketing automation: Meikker should use marketing automation tools to streamline and optimize its lead generation and conversion process. This could involve using self-serve meeting scheduling, chat options, and automated email campaigns to facilitate the communication and follow-up with leads. Meikker should also use tools like lead magnets, lead scoring, and lead nurturing to segment and qualify its leads and move them along the sales funnel.
7. Utilize data and analytics: Meikker should use data and analytics tools to measure and improve the performance and ROI of its marketing strategy. This could involve using tools like Google Analytics to track and analyse user behaviour and conversion rates on its website and content. Meikker should also use data-driven insights to refine and optimize its content strategy and marketing funnel, and to personalize its communication and offers to its leads and customers.

However, to stay ahead of the competition and explore new opportunities for growth, future research should include Artificial Intelligence and tools surrounding it as it applies to its potential growth path. Here are some reasons why:

- AI is a fast-evolving field that offers new possibilities and challenges for content creation. By researching AI and tools surrounding AI, Meikker can keep up with the latest trends and developments in the industry, such as generative AI models, natural language processing, computer vision, and data analytics. This can help Meikker improve its product features, enhance its customer experience, and identify new use cases and markets for its tool.
- AI is also a highly interdisciplinary field that draws from various domains and disciplines, such as computer science, mathematics, linguistics, psychology, and art. By researching AI and tools surrounding AI, Meikker can learn from different perspectives and approaches to content creation, such as creativity, logic, emotion, and ethics. This can help Meikker diversify its content offerings, appeal to different audiences, and address potential social and ethical issues related to AI-powered content creation.
- AI is also a collaborative field that involves working with other stakeholders and partners, such as researchers, developers, customers, and regulators. By researching AI and tools surrounding AI, Meikker can build connections and networks with other players in the AI ecosystem, such as academic institutions, industry associations, media outlets, and policy makers. This can help Meikker gain insights, feedback, and support for its product development, marketing, and compliance.

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