

nementio



HOW TO SELL SOFTWARE TO COMPANIES

USING **INBOUND MARKETING**

An actionable framework for
better campaigns execution



Common PROBLEMS

Great! You own a software that solves a problem into a specific market niche. Now you only need to sell it: you need to find the perfect customers willing to buy and implement your solution in their companies. Easy, right?

Probably, you already know that this is not that simple. Finding those customers is a hard task and requires great marketing efforts and lots of hours invested in developing commercial actions with low success rates.

Some problems you have probably already faced in your way to success could be:

- You have difficulties **finding companies** where your software fits that are ready to change its current software provider to implement your solution.
- You are not sure about who is the **correct person to contact** within the company, the one that would understand your product and its benefits. Is it the CIO or CTO? Is it the CEO? Maybe the user that could act as a prescriber?
- You don't know how to **evaluate the chances** that a lead would convert into a customer.
- You don't have enough useful information to guide your potential customers through the buyer journey.
- **Online marketing** seems a good option to reach those customers, but your SEO, social media, content, email marketing and SEM are not performing as expected.

Don't worry. There is a methodology that can help you to plan and develop all your online marketing actions and to align them with your sales team to achieve your goals: Inbound Marketing.



Why INBOUND?

INBOUND is the methodology that allows you to align your marketing actions to your business goals, based on tools that will help you make your sales more predictable and obtain useful information about the results of your campaigns.

Inbound Methodology works to get the best leads for your company just when they are ready to start a purchase process.





Are you READY?

If this is the first time you work with Inbound, or even if you have already worked with this methodology before, here is a useful task list you must complete before running your next marketing campaign

Make sure you complete each
one of these steps.
Let's go!



10 Steps to **SELLING** **SOFTWARE** to companies





Identify your AUDIENCE

First, you need to understand who is your customer or the person you are dealing .

Don't hurry. Take your time, do a little research, ask your current customers and your sales team . Who are the people? Which are their pain points? Where are they looking for solutions? What are their motivations? How is their decision process?

Figure out if your real customer is the final user, the CTO or the CEO of the company. What are their concerns?

Try to describe the buyer journey, from the very beginning when a problem or opportunity is detected.

How is the user searching for solutions? What is the motivation to make a final decision? What information is searched in Google at each step of the journey? Which are the social media platforms used to find product reviews? Which kind of posts is the user consulting?

Complete this step before
launching your campaign to focus
it correctly.



Set your GOALS

Thinking about the goals for the current campaign before launching it will help you obtain measurable results for your company (or for your boss) at the end of the process.

You can set different goals according to your needs and those of your organization. You can try to achieve a number of visits to the website, of new qualified leads acquired, proposals sent or sales closed.

Try to make your goals SMART:

Specific: Visits, contacts, clients...

Measurable: Put numbers into it.

Attainable: Define realistic and reachable goals.

Relevant: Related to global goals of the company.

Time: Include milestones for its completion.

Tip: Share your goals with the sales leader, you will get better results.



Create your **OFFER** + landing pages

Design an offer to attract your potential customers and help them in their buying process. It can be an eBook about their problems, if you want to focus on the awareness phase, or about different solutions if we want to help them to explore alternatives. You can also create other sort of contents, like demo videos, infographics, webinars, free trials, and so on.

To make costumers fall in love with your brand, give them customized offers that perfectly fit their specific needs and motivations.

Don't forget to create landing pages that have real value for your potential clients and attractive CTA's (call-to-action- it could be just a form to collect relevant information).

And remember to optimize every piece of content for SEO.

Tip: Create different content for the different steps in the buyer journey of your potential customers.



Define a **PROCESS**

Your campaign doesn't end when the customers fill in the form placed on your landing page. Plan and build a tracking system for your actions to help these customers to move forward along the buyer journey, giving them the information they need in each step of the process.

For example, you could establish a protocol to decide whether to send him more information via email or make a call depending on the results of the first communication, you can plan to offer an online or face-to-face demo or even a trial period. Does he accept it? Help him discover your software more in-depth with a personalized follow-up.

You can define manual processes or
implement a marketing
automatization tool.

Strategy

STEP
5



Write a BLOG

You have just defined and created the most amazing campaign now let's show it to the world!

Use your company's blog to create posts that your potential customers can find in their information searching process. Use these entries to show the value of the services you have included in your offer.

If you have created an eBook for your campaign, you can split the information into pills and use them to create new blog entries.

Remember: don't write about yourself all the time. Try to write 3 posts related to your customer's problem, 2 about other alternatives and solutions and 1 about your product.

Don't you have a blog yet? Start it now! It is key for your online marketing strategy.



Share on SOCIAL MEDIA

Don't be shy and promote your posts and your services on social media to get more traffic to your web. You can share some extracts from the eBook, useful advice from your offer or even the incredible characteristics of your software!

You will have to adapt your strategy to the different nuances of each platform. In some of them, text works better, while in others you should use video or images. Try to adapt your message to the channel to get better results.

By now you will be able to know which platforms fit better to reach your target audience. You can use common platforms as Facebook, Twitter or LinkedIn, but also those more specific or specialized in your sector and capture the attention of your potential customers when they are looking for solutions.

Tip: Use your company's profiles but also interact with your audience with the personal ones of your team.

Use

KEYWORDS

STEP
7



Create SEO-friendly content for your campaigns (in Spain you can just worry about Google). This way, people interested in your software would find your content long after you publish it, improving the ROI of your marketing activities.

When looking for new keywords, try to use “long tail keywords”. These are phrases that people usually use to make researches about your product. These sentences do not get as much traffic as shorter ones (short tail) but on the other hand are more specific for your product and easier to rank.

For example, “CRM software” is a short tail keyword with many online researches but it is very difficult to position it on the top of Google results. However, “CRM software for consulting firms” is more specific and easier to rank on top. It will bring you less visitors but more qualified.

Tip: Use free tools like Google Ads to choose the perfect keywords.



PPC & ADVERTISING

You can use other platforms for your inbound Campaign, including paid ones. Try different channels, both online and offline:

- Advertising in Google AdWords
- Advertising on Social Media (Facebook, Twitter, LinkedIn)
- Retargeting
- Online Advertising (magazines, blogs, etc.)
- Offline media
- Trade fairs
- Events

Don't forget to track these actions to know if you are having or not the results you want in these channels.

Tip: If you don't have a Google Ads account yet, you can get some free credit to start your first campaign.



Strategy

STEP

9



Track your URL's

Where is your traffic coming from? How is your audience looking for you? Add tracking codes to all the URL's you publish on the different channels to keep track of the performance of your posts and focus your efforts on those with better results.

Always keep your goal in mind: for example, organic searches could bring you 70% of your traffic, but 60% of the sales are coming from referral traffic from LinkedIn.

Tip: Analyze the information and
adjust your strategy
to be more effective.

Report the RESULTS

STEP
10



Hard work needs to be measurable. At the beginning of the process you established SMART objectives for your Spanish campaign, remember? Now it's time to celebrate your success or to analyze the areas where you can improve if the results haven't been the expected ones.

Organize and present your numbers at the end of the campaign to have a global vision of the results and share it with your team and your boss.

This information will be very useful to design and execute your next campaigns.

Tip: Use your campaigns to get useful information that help you to improve your product.



About US

We are a Spanish inbound marketing agency focuses on software/IT, SaaS and B2B service industries.

Our experienced Spanish marketing consultants can help you define the right strategy for your product or service in the Spanish market.

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