

ARE YOU A B2B INBOUND MARKETING MASTER?



As a smart B2B marketer, you're always staying up-to-date with the latest tech trends in your specific industry. But how much do you know about the technology that powers successful inbound marketing campaigns?

Rate yourself on our scorecard to see if you're a true master of inbound marketing... or if you need directions back to the dojo.

	0 points	3 points	5 points
I use buyer personas	Is that the "persons" who are "buyers" of mine?	I know who my current clients are, so that's who my marketing usually targets.	I've interviewed clients won (and lost!) in the past six months to keep up-to-date with their unique challenges and evolving needs.
I use landing pages with gated downloads	It only took me 27 hours to write and design my last eBook, but I let people have it for free.	To download content, visitors must submit basic info (like name and email).	I include "smart fields" on forms, which will ask for new info from returning leads (vs. always requiring them to enter their first/last name).
I use marketing automation workflows	I "automatically" pat myself on the back whenever I come to work on time... does that count?	Once a lead downloads content, they are automatically forwarded to a "Free Assessment" or "Demo" page.	I know not everyone is ready to buy today, so I have a series of automated emails that get sent out to leads in hopes of moving them further down the sales funnel.
I use lead scoring to determine MQLs	Lead Scoring 1. Me 0.	If a lead has been to our website or opened an email, they're automatically worthy of a sales call.	Our marketing department has multiple criteria to determine who the most qualified prospects are... and only then does the sales department reach out.
I use all-in-one inbound marketing software	Nah, I'm behind the times... that's why I ride my dinosaur to work.	No, I use 10+ different software platforms, which tend to get the majority of inbound tasks complete.	Yup, I use HubSpot, Marketo, Pardot or similar software.

SO, WHAT INBOUND MARKETING BELT HAVE YOU EARNED?

0-10 = WHITE BELT

You're the karate kid... without Mr. Miyagi.

11-18 = ORANGE BELT

You definitely know where the dojo's at, but need further teaching.

19-24 = RED BELT

You're close to mastery; a few more lessons and you'll be extremely dangerous.

25 = BLACK BELT

Perfect score! You will receive a great many inbound sales leads, my son.

