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The Inbound Marketing  
**COOKBOOK**

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**TAC**

DIGITAL MEDIA

# INTRODUCTION

The recipe for success is changing. Even though the foodservice equipment and supply industry will always use traditional marketing tactics like trade shows and print ads, there are new methods that provide a clearer return on investment.

This *Inbound Marketing Cookbook* is your guide to those methods. We'll walk you through some of the basic ingredients and measurements you'll need to establish a successful inbound marketing program that will generate more leads and ultimately nurture those leads into customers.

And if you're hungry, be on the lookout for our secret family recipes. *Bon appétit!*

## FIDEL CASTRO BLACK BEANS.

3 C. (10 oz.) dry black beans. 4½ C. water  
bay leaves, 1 t. minced garlic, 2/3 C. chopped  
onion, ½ t. dried oregano leaves, ¼ to ½ t.  
ground ~~onion~~ cumin, 1½ t. salt 1/8 t. pepper  
1/4 C. wine vinegar, ¼ C. chopped sweet red pepper  
1 C. chopped onion. \*\*\*\*\*

Place beans & water in a heavy Med sauce pan  
& let soak in cool place 8 to 24 hrs.  
, add bay leaves to beans, cover pan and  
boil over moderate heat; reduce heat to  
& simmer 1 hr. Remove pan from heat, stir in  
garlic, the 2/3 C. onion, oregano, cumin, salt &  
return pan to heat & simmer 1 to 1½ hr. 1  
checking every 30 min. & adding water if w  
over\*\*



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# WHAT IS INBOUND?

Instead of blasting out interruptive ads that try to pull people to your company, inbound marketing uses helpful content to *attract* visitors so they'll engage with you out of their own volition. Because it's content driven, it is also called "content marketing." And because this content resides on websites or in digital formats, inbound marketing is frequently known as "digital marketing."

Today, we have the ability to fast forward. We have caller ID. We don't have time or the patience to be bored with old-fashioned marketing, and even better, we don't have to. As the Chief Creative Officer of the world's fourth largest ad agency said:

**“We need to stop interrupting what people are interested in and be what people are interested in.”**

- **Craig Davis** of J. Walter Thompson

According to the Pew Research Center, 79 percent of adult Americans use the internet, and 78 percent of Internet users conduct research on products they're interested in purchasing. This means more than 190 million Americans are conducting research before making purchases at least one time a year.

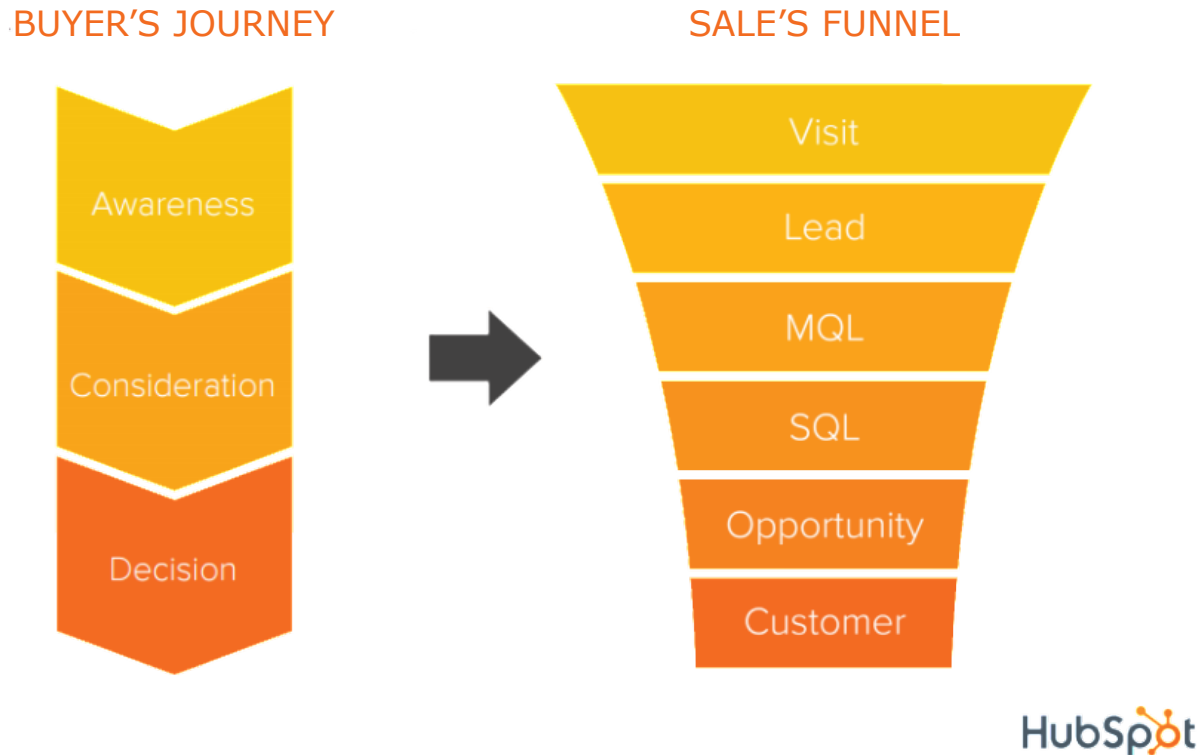
Whether it's B2B or B2C, companies that create the content being researched have a great advantage over the companies that aren't. At the end of the day, if you're not the one providing content, the only other option is for the messages to come from your competitors.



## ALIGNING SALES & MARKETING

Aligning sales and marketing is one of the most important functions of a successful foodservice business, whether you're a manufacturer of convection ovens or are distributing single origin chocolates.

Ultimately, it is marketing's job to increase visits, generate leads, and then nurture those leads through the sales funnel until they become Sales Qualified Leads. At that point, using the inbound marketing methodology, a company will have a complete profile of business intelligence on those leads, who are now ready to speak to someone about potentially making a purchase. Now, it's sales' turn.



Likewise, once a lead is converted into a customer, sales must report back to marketing that the Sales Qualified Lead has indeed made a purchase. Only then can a company "close the loop" and gain a true ROI on marketing dollars spent. By tracking the entry points for new customers, businesses will be in position to double down on what's actually working, which at the end of the day, is all anyone really wants to do. Unless you're suffering from sangria brain, that is.



# TAPA & BEVERAGE

## ANDALUSIAN GRILLED SOLOMILLOS WITH RED WINE SANGRIA

*\* Recipe from our Chief Content Officer, Chad Stamm. Inspired by a night in Arcos de la Frontera, Spain when he was traveling Europe on his honeymoon.*

### Solomillos

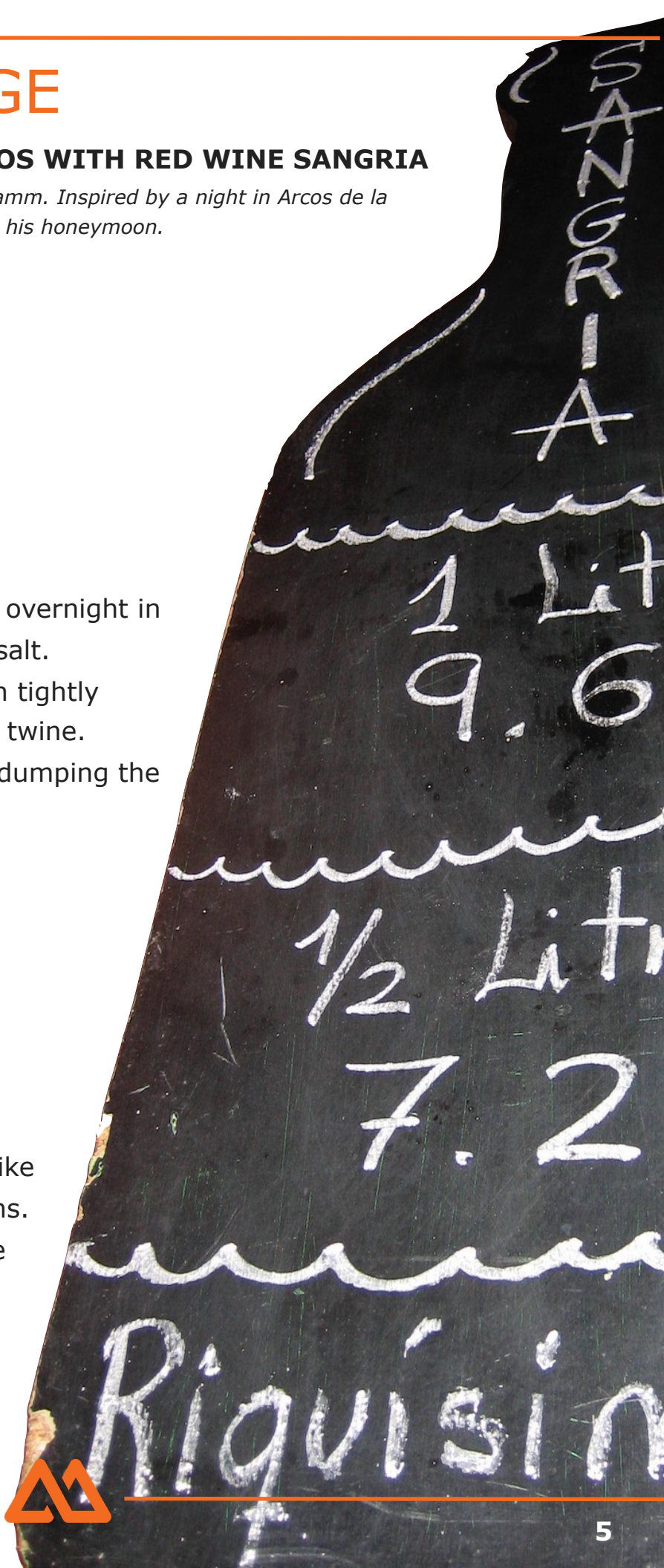
Pork Medallions  
Sherry Vinegar  
Cracked Black Pepper  
Minced Garlic  
Sea Salt  
Bacon

- 1) Marinade boneless pork medallions overnight in sherry vinegar, pepper, garlic, and salt.
- 2) Remove medallions and wrap bacon tightly around the medallions with kitchen twine.
- 3) Grill over open flame, occasionally dumping the remaining marinade onto the pork.

### Sangria

Red Wine  
Spanish Brandy  
Fruit  
Carbonated Fruit Juice  
Cinnamon  
Sugar

- 1) In a pitcher of ice, add sliced fruit like oranges, apples, grapes, and lemons.
- 2) Pour in a bottle of Spanish red wine like a light and fruity Rioja.
- 3) Add 1/4 cup of Spanish brandy and 1/4 cup of carbonated fruit juice.
- 4) Add cinnamon and sugar to taste.
- 5) Mix and serve over ice.



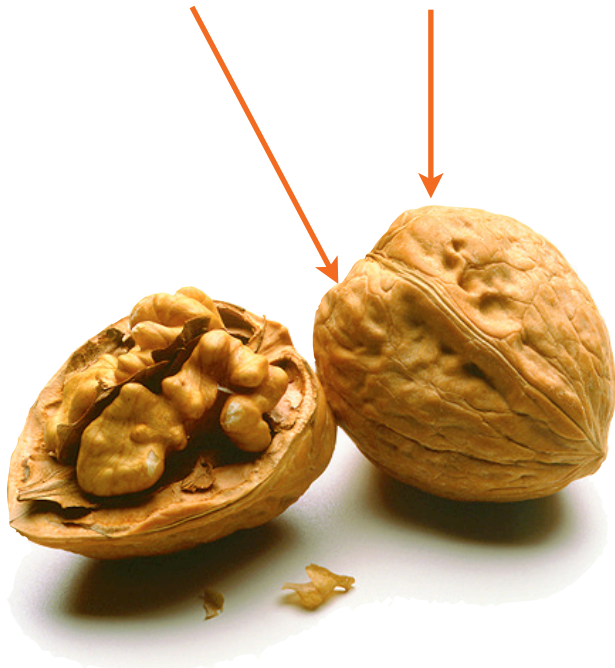
# BUYER PERSONAS

Every marketing campaign should begin and end with your buyer personas. Buyer personas are semi-fictitious characters that represent the various needs, goals, behavior patterns, and pain points of your real and potential customers.

As part of developing an inbound marketing strategy, it's important to list out the buyer personas that are most important to your business. Interview a few of your existing customers to get an idea for what should be included. Map out these characteristics, and save them as a resource for your content creators.

As you develop content for your buyer personas in relation to where they're at on the Buyer's Journey, you'll crack into areas of new opportunity where content meets context. In a nutshell, this is how leads should be nurtured.

**INBOUND MARKETING =  
CONTENT + CONTEXT**



# BLOGGING

Once you've made the decision to provide information to your target audience and you've defined that audience by developing your buyer personas, the next step is to create the content that will attract traffic and convert it into leads. More than 77 percent of Internet users read blogs, which translates to a 55 percent increase in traffic for the companies that produce blog content on a regular basis.

Blogging is important for many reasons. First, having dynamic content on your website that is optimized with keywords and long tail keyword phrases will help with search engine optimization. SEO is critical for attracting new visitors to your website. Second, blogging will educate your buyer personas and help nurture them into the next stage of the Buyer's Journey. Finally, blogging on a consistent basis will keep your brand at top-of-mind awareness and will establish your company (and the bloggers writing the content) as genuine thought leaders in the industry.

No matter which way you slice it, keep these best practices in mind when you implement a blogging strategy.

## BEST PRACTICES FOR BLOGGING

- \* **Be consistent. Try to blog twice a week.**
- \* **Include links to other relevant content as well as your own.**
  - \* **Add social sharing buttons to spread your reach.**
- \* **Use compelling images that are tagged with your keywords.**
  - \* **Include a call-to-action offering premium content.**





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# CHRIS' MAHOGANY STEW

## MAHOGANY BEEF STEW WITH RED WINE AND HOISIN SAUCE

*\* Recipe in memory of Chris MacPherson, brother of TMC founder and CEO Erik MacPherson*

4 tablespoons olive oil  
3-1/2 pounds of boneless beef chuck roast, trimmed and cut into 2-1/2 inch pieces  
3-1/2 cups chopped onions  
2 cups Cabernet Sauvignon  
1 14-1/2 ounce can diced tomatoes with Italian herbs, undrained  
1/2 cup hoisin sauce  
2 bay leaves  
1 pound slender carrots, peeled, cut diagonally into 1-inch lengths  
1 tablespoon cornstarch mixed with 1 tablespoon water  
2 tablespoons chopped fresh parsley  
Salt & pepper

### Preparation

Heat 2 tablespoons oil in heavy large pot over high heat. Sprinkle meat with salt and pepper. Add meat to pot; sauté until brown on all sides, about 10 minutes. Push meat to sides of pot. Reduce heat to medium; add 2 tablespoons oil to pot. Add onions; sauté until golden brown, about 15 minutes. Mix meat into onions. Add 1 cup wine, tomatoes with juices, hoisin sauce, and bay leaves. Bring to boil. Reduce heat to low, cover pot and simmer 45 minutes, stirring occasionally. Add carrots and 1 cup wine. Cover; simmer 30 minutes, stirring occasionally. Uncover, increase heat to high; boil until sauce is slightly thickened, stirring occasionally, about 15 minutes longer. Reduce heat to medium, add cornstarch mixture and simmer until sauce thickens, stirring occasionally, about 8 minutes. Discard bay leaves. Season stew with salt and pepper. Stew can be made 1 day in advance.

Cool slightly. Chill uncovered until cold, then cover and keep refrigerated. Bring to simmer before serving, stirring occasionally. Transfer stew to large bowl. Sprinkle with parsley. Serve and enjoy.



# MOM'S LASAGNA

*\* You can thank Chad's mom, Terry, for this recipe. Thanks, mom!*

1/2 pound ground beef  
1/2 pound Italian sausage  
3/4 cup chopped onion  
1 pound canned tomatoes  
12 ounces tomato paste  
2 cups water  
1 tablespoon chopped parsley

1 teaspoon garlic powder  
8 ounces lasagna pasta  
2 teaspoons salt  
1 teaspoon sugar  
1/2 teaspoon pepper  
1/2 teaspoon oregano  
1 pound ricotta cheese  
1 cup parmesan cheese

## Preparation

In a large, heavy pan, lightly brown beef, sausage, and onion. Pour off excess grease. Add tomatoes (cut with edge of spoon), paste, 1 cup water, parsley, salt, sugar, garlic powder, pepper, and oregano; simmer uncovered, stirring occasionally for 2-3 hours.

Cook lasagna as directed on package, drain. In 13x9x2 baking dish, spread 1 cup sauce. Alternate layers of lasagna, sauce, ricotta, mozzarella, and parmesan. End with sauce, mozzarella, and parmesan. Bake at 350° for 40-50 minutes, until lightly browned and bubbling. Let stand for 15 minute. Garnish with basil and tomatoes.



# PUBLISHING & DISTRIBUTING

Now that you're full and have some killer content designed to move your buyer personas through each stage of the Buyer's Journey, it's time to get that content out there in the world. There are two main ways to do this. Neither require stamps.

## **SOCIAL MEDIA MARKETING**

If you're looking to drive traffic to your website, social media marketing can be a great tactic. Publish your content on some of the top social media platforms, and you'll gain access to an almost limitless network of potential leads.

Though there can be some additions depending on the type of business and style of product, it's generally required to publish on the "big four" to be successful: Facebook, Twitter, Google+, and LinkedIn. Time and frequency of posts also matter. For example, post on Twitter more than you would on Facebook, and if you have to eliminate a day of activity, consider Mondays when it's less likely to be read.

Social media marketing also allows companies to delight their current clients. Engage with the people who use your products or services, and spread the word to your entire network about how they're being used. Not only will this provide free publicity for your customers, it will also serve as a case study for you.

## **EMAIL MARKETING**

When used within best inbound marketing practices, email marketing is *not* sending spam to your contact lists. If you segment your lists carefully, personalize your messages, and send content that's relevant, your readers will appreciate your expertise. If you email with regularity, they'll depend on it.



# WEBSITE

It's interesting that one of our final inbound marketing topics is the website, when in reality, this is where everything begins. There's a method to our inbound madness, though.

Your website is the foundation for all the components listed above. It's your brand and messaging. It's your content management platform. It's your customer relations tool that's open 24 hours a day. It's where people contact you. It's what you'll share on social media. Your website is really the foundation and structure of your entire business.

Much like customers will enter a grocery store and walk through aisles of product, your website should represent a similar pathway through *your* business. Grocers have end caps. Websites have call-to-action graphics that drive visitors deeper into your content. Whole Foods has free samples and demos. Websites have premium content offers like guides and e-books that nurture leads through the Buyer's Journey in exchange for the right to receive relevant information in the future. A retailer has items strategically placed in the check out line for convenience. A good website should have a responsive design that is mobile friendly so your visitors can digest your content when and where they please.

At the end of the day, what really matters is generating paying customers with your website. The only way to find out how your website is performing - and all the components associated with it - is to track and measure important metrics. With "closed-loop" analytics, businesses can realize the value of each digital marketing component across the entire lifecycle of a customer, and then they can allocate additional resources where it's warranted.



# STAMM BEANS

*\* An old family recipe that spans decades, modified and mastered in Chad's smoker, which is named Dolly.*

- 1 pound ground beef
- 1 large onion
- 1 green pepper
- 2 22-ounce cans of baked beans
- Barbecue sauce
- Brown sugar

## Preparation

Chop and sauté the onion and pepper. Add the ground beef until browned. In a deep metal baking pan, add beans and browned meat combo to fill the dish. Add 1/2 cup of barbecue sauce and 1/4 cup of brown sugar. Mix well. Add brown sugar and barbecue sauce on top of the dish to taste. Put the uncovered pan on a smoker or grill for approximately 1 hour, ideally directly under cooking meat.

# SOFTWARE

Marketing automation software can allow you to put all your marketing utensils into a single drawer. This means your website, email platform, SEO, landing pages, analytics, social media, blogging, and automated marketing capabilities can all work interdependently.

Products like HubSpot make it easier to attract visitors, convert leads, and close customers, but even more important, they provide visibility into where those customers are coming from. If you're a foodservice executive who needs to show ROI on your marketing spend, marketing automation software is one of the easiest and most beneficial ways to make that happen.



# UPSIDE DOWN CHERRY CAKE

\* Thank you, Helga MacPherson. And to think Erik got to eat this his whole childhood!

- 1 package of white cake mix
- 1 large cherry pie filling
- 1 large can crushed pineapple
- 1 stick of butter



## Preparation

Pour crushed pineapple and cherry pie mix in oblong cake pan (8 x 12). Mix and stir along bottom of pan. Sprinkle cake mix over entire mixture to cover. Slice very thin pieces of butter and cover all the cake mix in a layer. Bake until brown on top at 350°. Let cool and serve.

## CONCLUSION

Companies want to have their lead generation cake and eat it, too. According to the *2015 State of Inbound Marketing Report*, increasing leads and conversion rates are the top priorities of all companies they surveyed. Surprisingly, though, reducing the cost of accomplishing those two objectives was the lowest priority. This is odd since the cost of a lead is 62 percent less using inbound than more traditional marketing.

This means that inbound has not fully arrived, especially in the foodservice equipment and supply industries. But this also means companies that are forward thinking will have a head start in setting up a solid foundation.

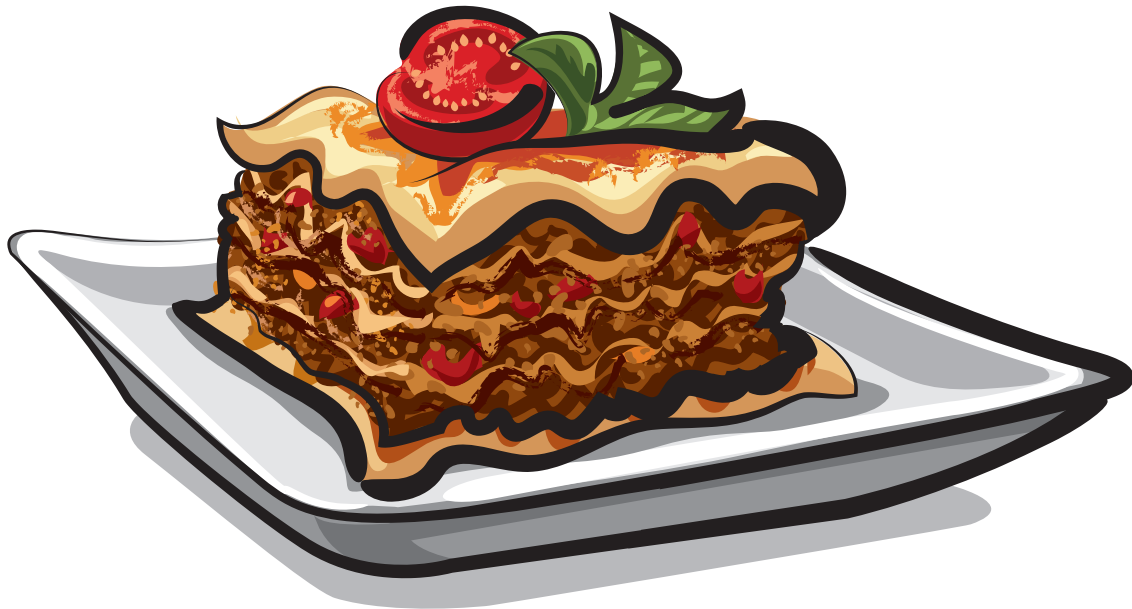
Inbound marketing is not a sprint. You can't just throw money at it and make it work. Like brewing a good beer, best practices take time.

If you're ready for qualified leads to find you instead of the other way around, it might be time to consider a new marketing cookbook. As you can see, the recipe for success is changing. *Prost!*



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Learn more about the  
Inbound Marketing Methodology  
in the time it takes to bake lasagna.



Spend 45 minutes or so and  
take the free [Intro to Inbound.](#)

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