

2016 EDITION

# WORDPRESS

## A MARKETING MACHINE

BY **ALEX PRICE**

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# INTRODUCTION

**WordPress is the most popular content management system in the world.**

As of January 2016, Web Technology Surveys from W3Techs predicted that WordPress is used by 59.0% of all websites whose content management system it is possible to detect. That equates to 25.7% of all websites – yes, over a quarter of all websites on the entire Internet.

Originally a simple blogging tool, WordPress has grown into the ultimate content management system for managing nearly every type of website; from simple brochure, to ecommerce, to advanced ‘application’ like websites. But for those working in sales, marketing or communications, WordPress is the ultimate website content management system for delivering campaigns that get real, measurable results.

We will explore:

- Using WordPress as a content marketing platform
- WordPress search engine optimisation techniques
- Integrating WordPress with CRMs
- Inbound marketing automation with WordPress
- Building sales funnels in WordPress
- Improving WordPress conversion optimisation
- How to A/B test a WordPress site
- Using analytics to record results and measure KPIs/ROI

Ultimately how to turn WordPress into a marketing machine that saves you time and money whilst driving more traffic and converting more leads.

This book is aimed at sales, marketing, and communications professionals tasked with managing a WordPress site on a day to day basis, or looking to procure and manage the design and build of a new WordPress website. It is written with years of experience implementing similar techniques on WordPress projects for our clients. I hope to open your eyes to the powerful possibilities WordPress can offer beyond just editing page content – I want to show you WordPress as a **marketing machine**.

Note that this book is not intended as a user manual for the configuration of plugins or tools that we examine, but rather as an overview of the various possibilities and workflows available to you.

A lot of time and research has gone into writing **WordPress: A Marketing Machine** – I would love to hear your feedback or any questions via email [alex@93digital.co.uk](mailto:alex@93digital.co.uk) or on Twitter [@alxprce](https://twitter.com/alxprce).



**Alex Price**  
Director

# SEARCH ENGINE OPTIMISATION

Google is a difficult beast. Getting your site to the top of the search engine results pages has never been tougher.

As the algorithms get cleverer, SEO strategies that used to work no longer do – offsite SEO in particular will require more time and effort than ever before as we move into 2016. But when it comes to onsite SEO (optimising the code, structure and content of your actual site itself), using WordPress as your CMS means you already have a head start.

WordPress has long been considered the most SEO friendly CMS of them all – more so than competitors such as Drupal or Joomla; it is the very reason that we chose to specialise in it as an agency.

Out of the box it offers great SEO foundations – but there is certainly more that can be done to get every bit of SEO juice out of WordPress.

WordPress SEO by Yoast is the ultimate SEO plugin for WordPress. The Yoast plugin will be a powerful addition to any WordPress site – in a few simple steps you can generate XML sitemaps, quickly tidy up permalinks, and remove unnecessary bloat from your website’s code. Yoast also offers useful content analysis features that allow you to optimise titles, descriptions and actual page or post content for Google.

Yoast is the most complete SEO plugin that exists for WordPress and we recommend that your website uses it.

The team behind the plugin have written an extremely thorough blog post on most of the technical aspects of optimising a WordPress website – if you’re interested in learning more, I suggest you give it a read [here](#).



# CONTENT MARKETING



## Define: Content Marketing

Content marketing is the marketing and business process for creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action.

Source: Content Marketing Institute™

**Content now drives the digital world of today, and will almost always sit at the heart of any serious digital marketing strategy – B2C or B2B.**

By sharing relevant, valuable, and engaging content to your target audience you can both acquire new customers and increase business from existing customers.

So how can we utilise WordPress to aid the content marketing process?

Staying organised is a key part of content marketing and where many marketers' strategies fall apart. But content marketing activities can all be managed in one place – through the WordPress Dashboard. Plugins such as [Edit Flow](#) or [Editorial Calendar](#) can help you manage content with your team, create a content calendar and define key milestones of your content strategy.

Meanwhile, once you have published a piece of content you will want to make sure it is easy for users to engage. But asking users to comment on content is hard enough already. A plugin like [Comments Evolved](#) helps integrate commenting through Google+, Facebook, Disqus and built in WordPress Comments all in one place. The odds are that a visitor will already have an account through one of these platforms and may already be signed in, making them more likely to interact.

Content marketing is often closely interlinked with social media marketing, so making sure that your content is easily shareable is also important. If a visitor finds something interesting, you want them to be able to pass it on almost without thinking. A new plugin called [Monarch](#) is a great solution that allows you to implement elegant looking social sharing plugins at various locations on posts or around your site with a range of customisable settings.



# SALES FUNNELS & LANDING PAGES

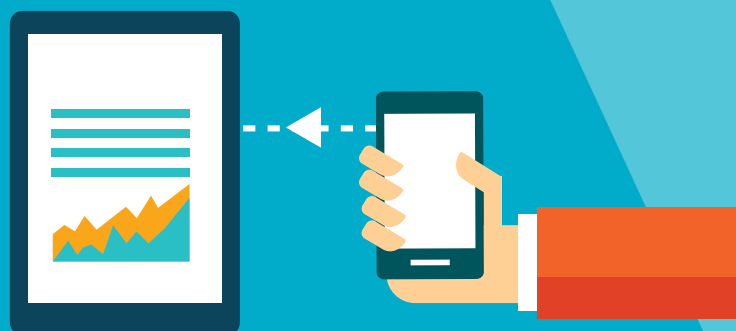
**Driving traffic to your site is one thing, but unless you can get your visitors to complete the action you want them to, what is the point?**

We often have clients coming to us who describe the new website they require desinging and building as “just a brochure site”. But we believe that every site has a purpose, no matter how simple. We always consider the user journey through a site – where does the user start? Where do we want them to end up? Do you want a visitor to fill out your contact form, download your eBook, sign up to your mailing list or purchase a product? There should *always* be an end goal.

A ‘funnel’ that ends up on a landing page can be used to gradually encourage a visitor to complete your goal. Using a mix of impressive copy, well-optimised design and clear calls to action, a landing page is used to convert as many visitors into leads as possible during a visit to your site.

Whilst a WordPress site designed by an experienced agency should come with highly optimised landing pages that consider these sales funnels and journeys, there are options available to implement a solution yourself.

A plugin like [OptimizePress](#) offers powerful functionality to build high conversion landing pages in a straightforward way, directly from within WordPress. This can be a quick and easy way of building landing pages that you can drive targeted traffic to from paid search campaigns, such as through Google AdWords or from social networks. You should view a well optimised page as the solid foundations of any PPC campaign – without these strong foundations, you will be wasting money if you start driving paid traffic to your site.



# CONVERSION OPTIMISATION - A/B TESTING

We have already examined some conversion optimisation topics in the Sales Funnels & Landing Pages section – but there may be even more we can do to really get those visitors converted into leads or sales.

A/B testing is a powerful way to scientifically test the effectiveness of your WordPress website. The process involves displaying different design elements, layouts or content to one half of your visitors, whilst the other half see something different. By tracking the results you can see what performs best.

For example, you may have a call to action with a big button saying ‘Contact Us’. You could test this button with a red background or a green background and see which gets more clicks. I can already tell you that due to our natural association with red as a negative colour that signifies a warning or meaning ‘stop’, you are better off going with green – but why not let the numbers prove it? A/B testing can be the perfect way of settling internal marketing team disputes over what might work best! Again – let real numbers do the talking.

A WordPress plugin like [AB Press Optimizer](#) allows you to take care of this testing process entirely from within the WordPress Dashboard – you can create A/B tests and keep track of all the data to really start fine-tuning your marketing machine.



# CRMS & INTEGRATIONS

We have looked at driving traffic to your WordPress site and converting those visits into valuable leads, but once they start flooding in how are you going to manage them all?

Using a customer relationship manager (CRM) will streamline the work involved once a lead has been generated – a good CRM will help you keep track of leads and share information amongst your team.

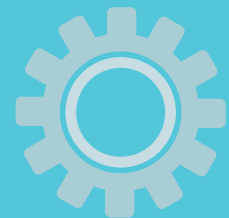
Fortunately, integrating WordPress with your CRM of choice can be nice and easy.

Some of the most powerful CRMs produce their own WordPress plugin. One of the best-known CRMs, Salesforce, have their [WordPress-to-Lead plugin](#). By installing the plugin and adding some account details, you can set up the plugin to feed entries from forms embedded on your site directly into Salesforce.

On nearly every site we build, we install a plugin called [Gravity Forms](#). This is a super easy, powerful way of building forms of all kinds and we use it for all of our ‘contact’ forms. But instead of just sending contact form entries to an email address, we can connect Gravity Forms to other CRMs using a range of easy to install ‘add ons’. The options include CRMs like Agile, Capsule, Highrise, Zoho and email marketing platforms like ActiveCampaign, MailChimp and Mad Mimi. For platforms that don’t have a dedicated Gravity Forms ‘add on’, you will probably be able to find a solution through [Zapier](#) – a cutting edge service for connecting different applications together.

Automating this flow of data takes all the pain out of managing leads, prevents your inbox getting clogged up and removes the need for copying and pasting email addresses to and from spreadsheets.

All in all, using WordPress means that data you capture on your website can be easily fed in different directions, into a nearly endless list of third party solutions. When set up properly, integrating your WordPress website with your CRM can quickly transform it into the engine of your marketing machine.





# MARKETING AUTOMATION



## Define: Marketing Automation

Marketing automation is a category of technology that allows companies to streamline, automate, and measure marketing tasks and workflows, so they can increase operational efficiency and grow revenue faster.

Source: Marketo

## We've looked at how we can use WordPress to help us drive traffic to a site and then capture those leads, but where do we go from there?

Marketing automation is more advanced than ever, as new technologies allow us more insight into the visitors of our websites. Utilising marketing automation allows you to warm up potential leads, providing them with personalised, useful content. This helps convert prospects into customers, but equally importantly keeps existing customers engaged.

So where does WordPress fit it?

Some of the most powerful marketing automation systems integrate with WordPress with ease – platforms like Hubspot, Pardot, Marketo and more. With a scientifically designed and built WordPress site you can begin to create powerful automated processes that convert visitors into leads who can then be nurtured with automated follow up emails that are triggered after certain actions are taken or on a time schedule.

Take this example workflow:

- You manage marketing for a company building a software product for the accountancy industry.
- As part of your content marketing strategy, you decide to produce a short case study outlining how your product has helped one of your clients.
- Instead of just publishing this case study on your website, you save it as a PDF and upload it to your WordPress media library.
- You create an optimised landing page on your website to advertise this case study, explaining what it contains with a clear call to action to



download it.

- In order to download the case study, a visitor to your site must complete a short form – their name, company, work email and phone number.
- When they click ‘Download’ they automatically get fed into your marketing automation program, and/or your CRM.
- They automatically get sent a friendly email from your CEO, explaining the case study a bit further and containing the link to download it.
- The result? You now have their contact details, the company they work for and a clear indication that they are interested in your product.
- This provides you with the opportunity to keep in contact with them – for example a follow up email after a time interval inviting them to a product demo, future newsletters or company news.

**Success!** The above journey may even sound familiar – in fact it could well be the process you have been through to download this very eBook.

For small businesses looking for a more affordable option than the previously mentioned platforms, there are solutions that keep your marketing automation completely within your WordPress Dashboard. **Orbtr** is a WordPress plugin worth looking at. With many powerful features, Orbtr has the ability to quite literally turn your WordPress site into an all in one marketing machine, allowing you to manage your lead generation and marketing automation setups from your WordPress Dashboard.



### Did you know?

Organisations that use lead nurturing properly can generate 50% more sale-ready leads for 33% less in cost.

Source: Forrester Research



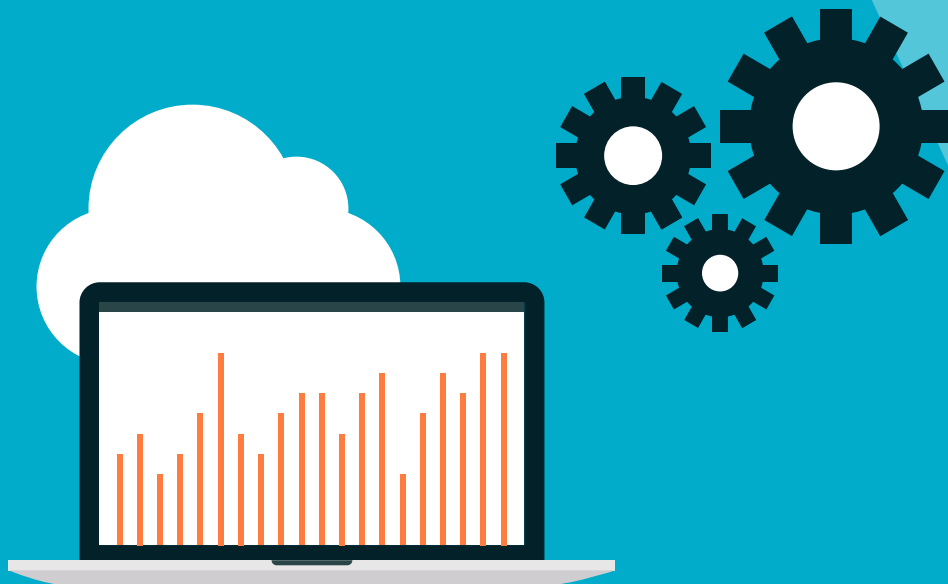
# ANALYTICS

Turning WordPress into a marketing machine is all well and good, but it is vital that you have all the numbers that you need in order to track results.

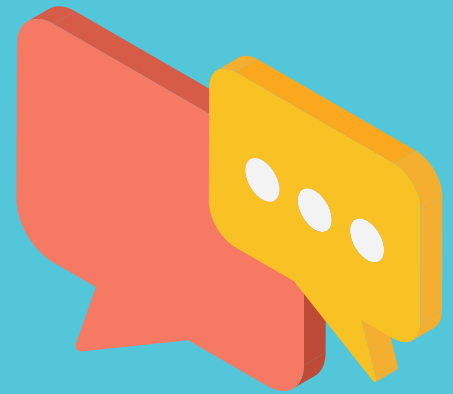
After all, you need to be able to prove the return on investment from your efforts and use the results to constantly fine-tune your marketing machine!

Google Analytics tends to be the industry standard for providing powerful insight into visitor activity on your site. Whilst Google Analytics tracking code is fairly straightforward to add to a website's code, a plugin like [Google Analytics by Yoast](#) can make the process even easier – just install the plugin and sign in to your Google account to link things up and start recording data.

This will give you all the insight you need to powerfully manage your marketing efforts and individual campaigns, and the plugin will also allow you to see some of your analytics data from within the WordPress Dashboard instead of having to open Google Analytics separately.



# WANT TO KNOW MORE?



# LET'S TALK!

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