

How Leading Inbound Marketing Activities Impact A Website's Ability to Generate Traffic and Leads

A study of 4,000 Hubspot customers analyzes the relationship between blogging, landing pages, website pages and the reach of Facebook & Twitter on a website's ability to generate traffic and qualified leads...here's some key takeaways for engineered products companies.

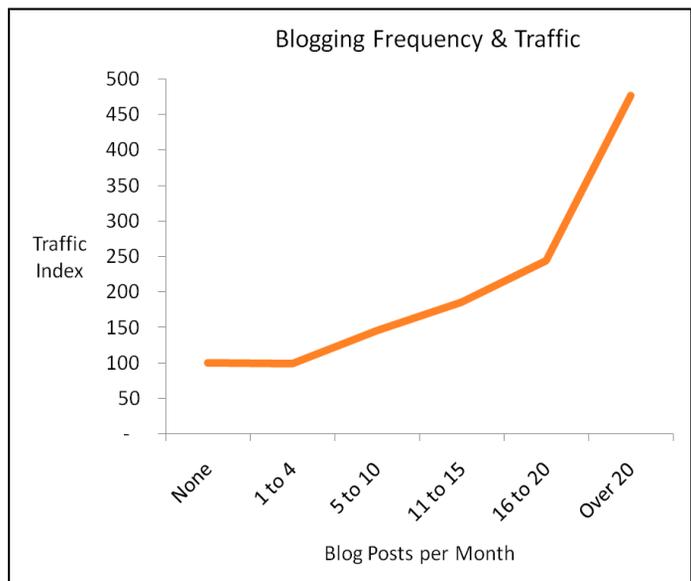
The Thought Leadership Series is a collection of leading edge thinking for members of the industrial manufacturing community.



Factor One: Blogging

The study began by comparing blogging frequency with the volume of traffic & leads generated by that company's website. The results produced two dramatic correlations:

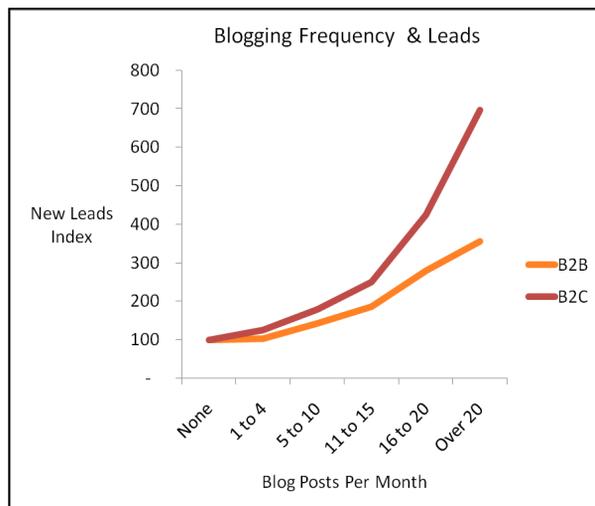
1. Businesses who blogged 16 to 20 times per month got **more than 2 times more traffic** than those who blogged less than 4 times per month.
2. Those who blogged at least 20 times per month had **five times more traffic** than those who blogged less than four times per month.



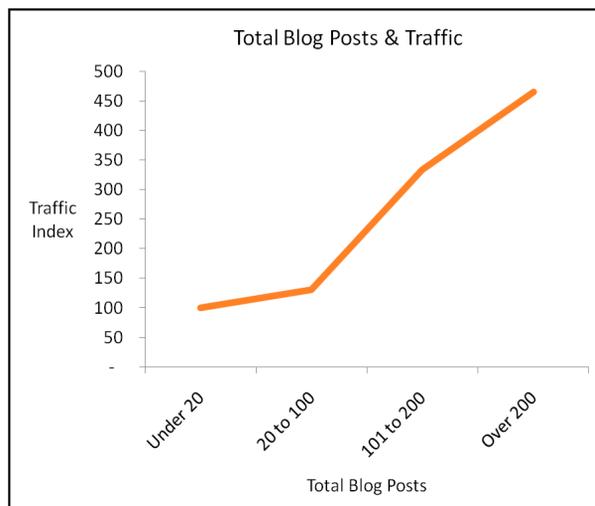
Factor One: Blogging (cont.)

When the study compared the number of leads generated by both B2B and B2C companies, the results were equally dramatic:

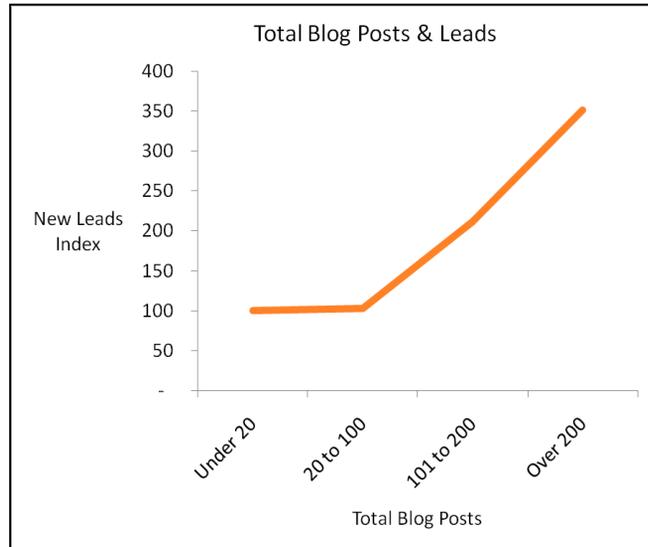
1. B2B businesses who blogged just 16 to 20 times per month got **three times more leads** than those who didn't blog.
2. B2C businesses who blogged just 16 to 20 times per month got **more than four times more leads** than those who didn't blog.



The study also found that businesses with over 200 total blog articles got **4.6 times more traffic** than those with less than 20 blog posts.

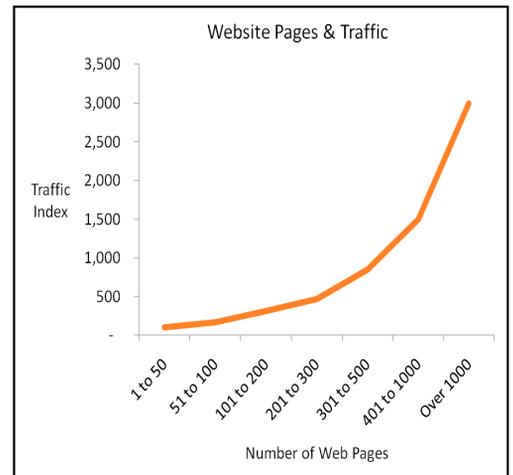
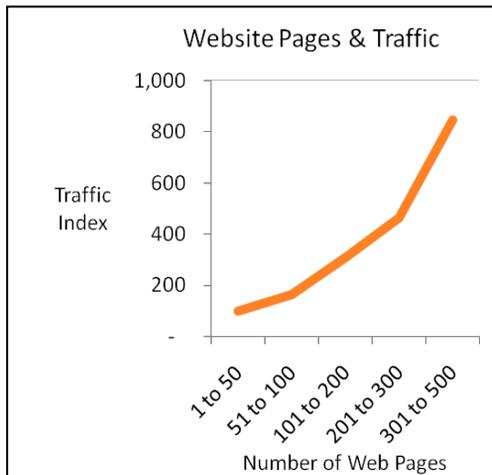


Businesses with more than 200 total blog articles got **3.5 times more leads** than those with less than 20 blog posts.

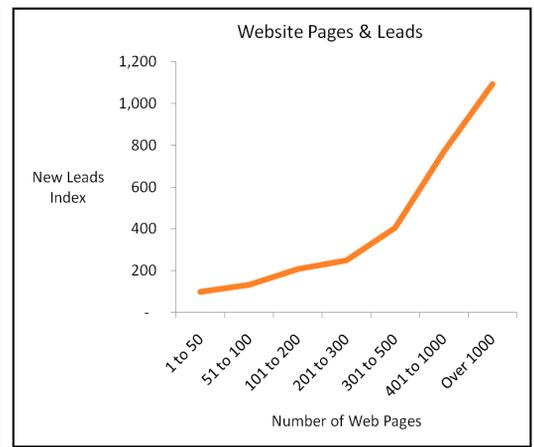
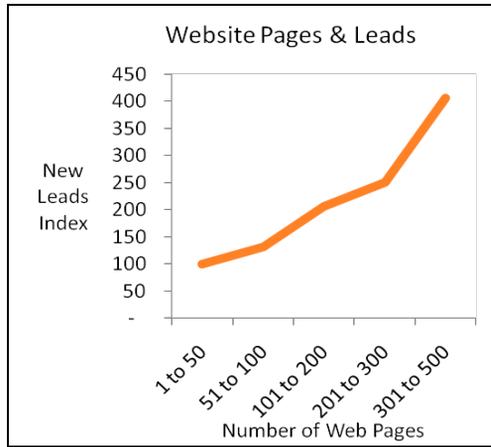


Factor Two: Web Pages

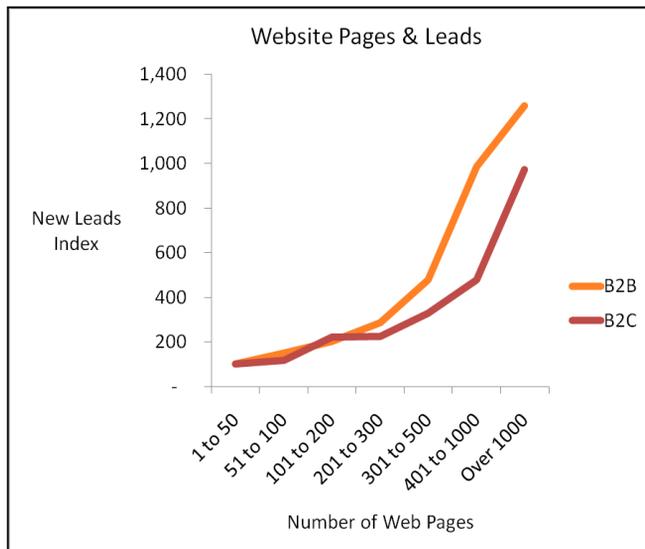
The key takeaway of the study is that the more content you create, the **more traffic and leads** your business will see. For example, business websites with 401 to 1,000 web pages have **nine times more traffic** than those with 51 to 100.



In addition, the study also found that businesses with websites that have 401 to 1,000 webpages have **six times more leads** than those with 51 to 100.

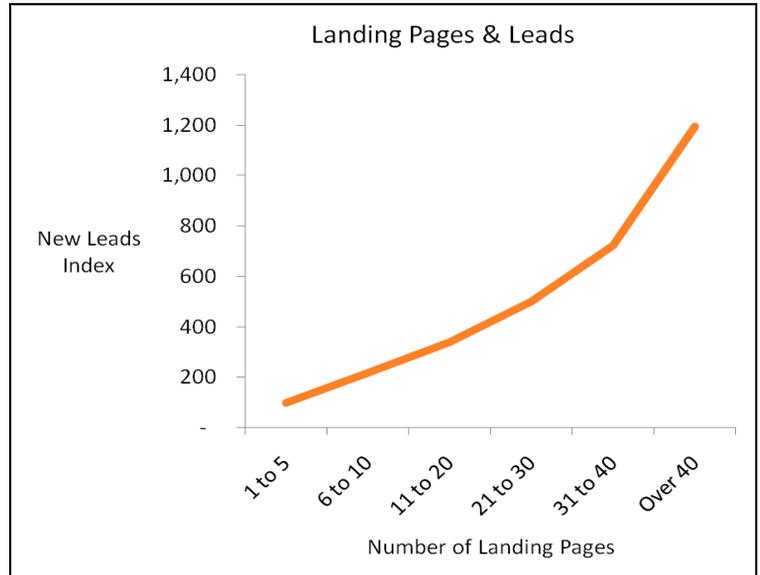


Both B2B and B2C companies with over 1,000 web pages generated **more than eight times more leads** than those with only 51 to 100 web pages.

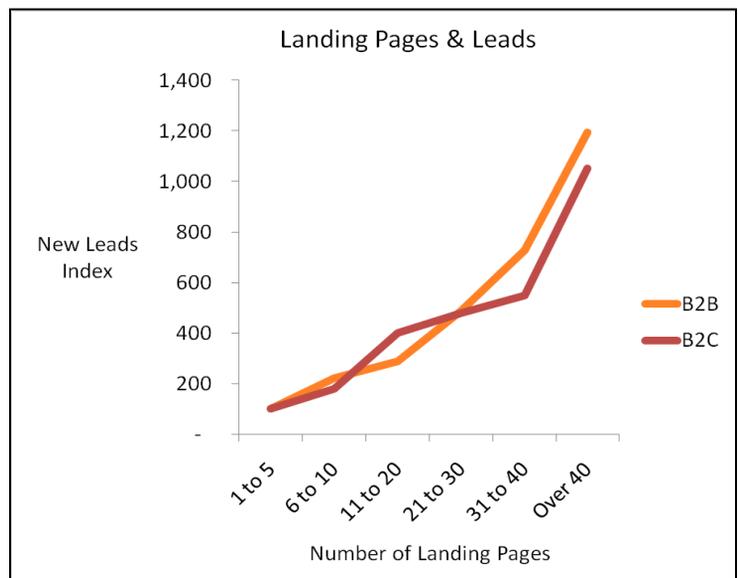


Factor Three: Landing Pages

The findings clearly shows it's not only important to *have* landing pages; it's **important** to have **many** landing pages. For example, businesses with 31 to 40 landing pages got **seven times more leads** than those with only one to five landing pages. Those with more than 40 landing pages got **12 times more leads** than those with only one to five landing pages.



Both B2B and B2C companies with more than 40 landing pages generated **more than 10 times more leads** than those with only 1 to 5 landing pages.

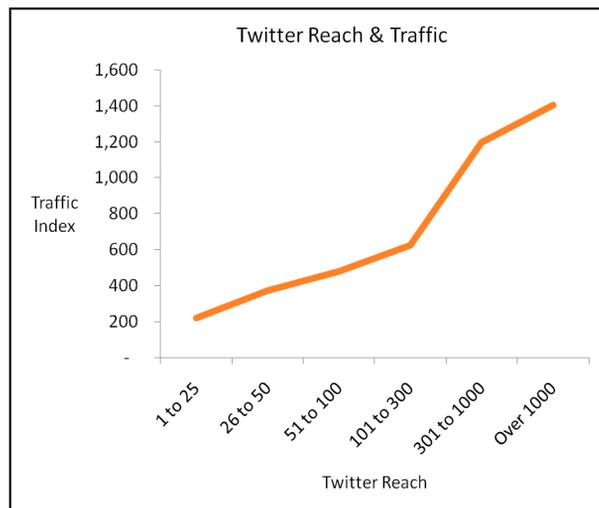


Factor Four: Social Media Reach

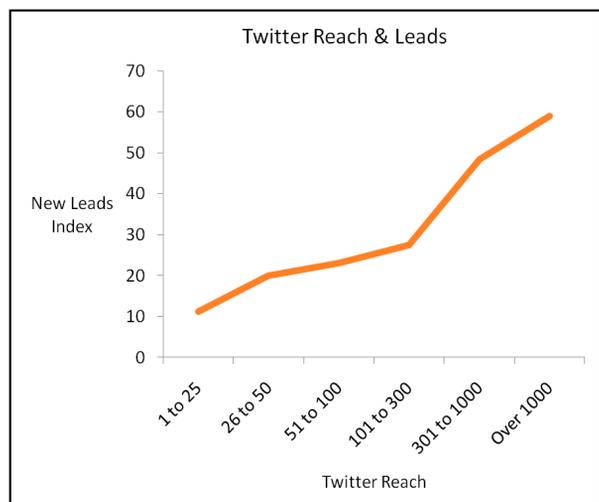
The study also found that the participants' social media reach had a **strong correlation** with traffic and leads.

A. Twitter

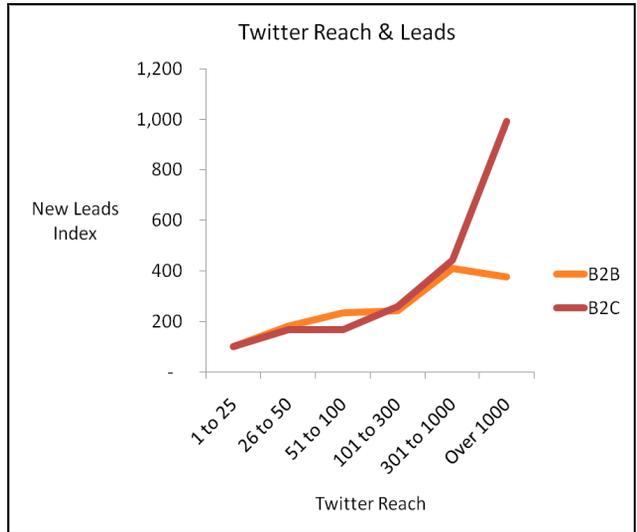
For example, businesses with 301 to 1,000 Twitter followers had **more than five times more traffic** than those with one to 25 followers. And, businesses with more than 1,000 Twitter followers had **more than times more traffic** than those with one to 25 followers.



Businesses with 301 to 1,000 Twitter followers had **more than four times more leads** than those with 1 to 25 followers. Businesses with more than 1,000 Twitter followers had **five times more leads** than those with one to 25 followers.

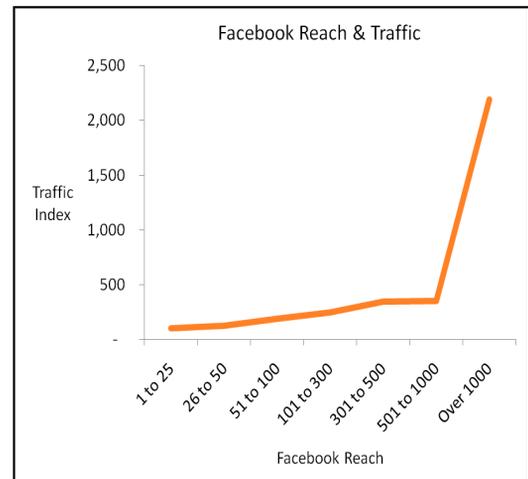
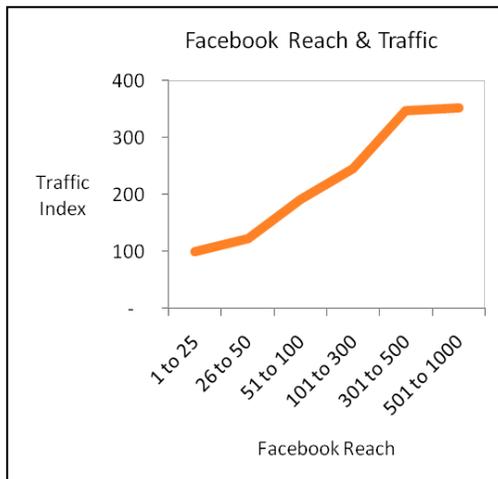


As far as leads are concerned, the study found that B2B and B2C businesses with 301 to 1,000 Twitter followers got **more than four times more leads** than those with one to 25 fans. B2C business with over 1,000 Twitter got **10 times more leads** than those with one to 25 fans.

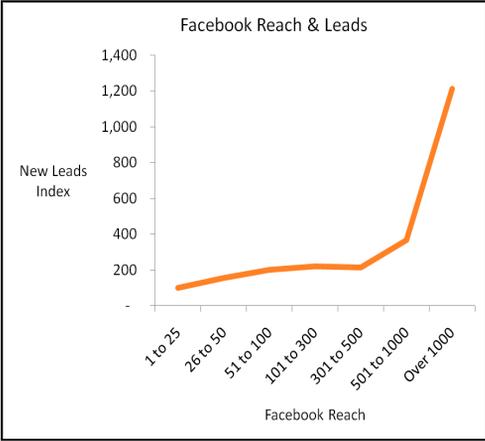
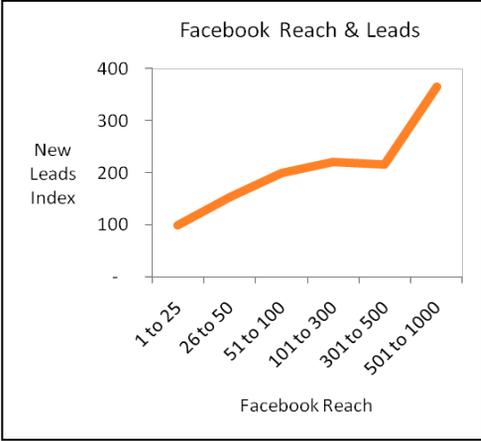


B. Facebook

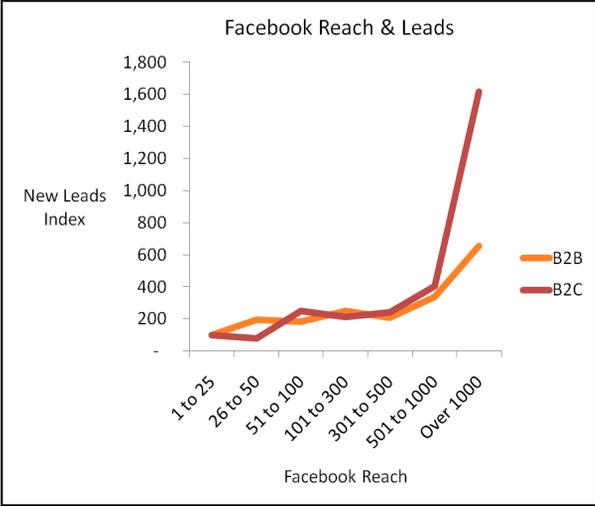
As far as Facebook is concerned, the participants with 501 to 1,000 Facebook fans had **3.5 times more traffic** than those with one to 25 fans. Businesses with over 1,000 Facebook fans had **22 times more traffic**.



Businesses with 501 to 1,000 Facebook fans had **four times more leads** than those with one to 25 fans. Businesses with over 1,000 Facebook fans had **12 times more leads**.



The study also compared the number of leads that B2B vs. B2C companies with over 1,000 Facebook fans got **6.5 times more leads** than those with one to 25 fans. B2C business with over 1,000 Facebook fans got **16 times more leads** than those with one to 25 fans.



In Summary

For engineered products companies, the key takeaways from this study include at least the following:

- Start a blog. If you already have one, make sure you post more than 20 posts per month. Where a blog used to be unique, its now necessity for engineered products companies who wish to maximize the leads they generate from digital marketing.
- Make sure the content of your blog is laser-focused on what's important to buyers and engineers of engineered components...not you. Address industry trends, quality and deliverability issues, new ways to attack old problems, etc.
- Content is king...so don't get lazy and stop posting new pages, offers, whitepapers, videos, e-books, case histories, new equipment, technical briefs, industry news, emerging trends, etc.
- Put extra effort into your landing pages. The landing page is where you convert a casual visitor into a lead. Your landing pages should be carefully designed to quickly capture the visitor's contact information and connect them directly to the information offered in the call to action that brought them to your landing page in the first place. Failure to do so will seriously undermine your credibility with visitors.
- Don't simply blow off social media because you think it is strictly for consumer products companies. Social media sites like Facebook, Twitter and Linked-In can help you build relationships with customers, suppliers, prospects, and industry leaders. Savvy engineered components manufacturers are already finding ways to use these sites to build relationships. To see how, download one of the documents below:
 - [How To Use Facebook For Business](#)
 - [How To Use Twitter For Business](#)
 - [How To Use Linked-in For Business](#)

Need helps? Just ask. Contact:

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