

# FLYWHEEL OVERVIEW & WORKBOOK:

---

*Weidert Group's Guide to Growing  
Your Business with Inbound*



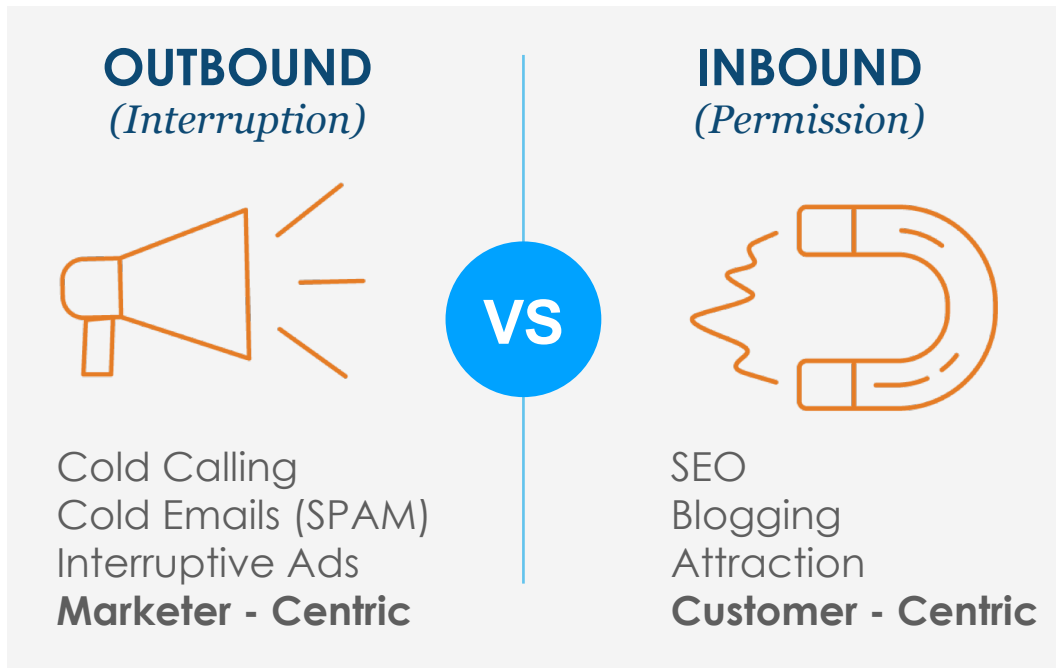
## OBJECTIVES & TAKEAWAYS

This digital guide provides an overview of the inbound flywheel and provides worksheets for users to complete. When you've properly completed the workbook, you'll be able to:

- Analyze your own flywheel
- Identify points of force and friction
- Prioritize action items
- Make a big impact on your organization's growth



# FLYWHEEL *Overview*



## *You're a* **BELIEVER**

First off, you wouldn't be reading this if you didn't believe in the inbound methodology:

- Customers are in control, and they research their challenges and potential solutions on the internet
- Content holds all the power, and it must align with your prospects' searches
- Visitors to your website need to be "nurtured" to build trust in your brand/solutions
- Inbound marketing's mantra: Attract. Engage. Delight.
- Marketing, Sales, and Service teams should work toward the same company growth goals

Second, you're nearly ready to implement — or are already implementing — an inbound marketing and sales program, you're comfortable with the traditional "sales funnel," and you're unsure about all the hype around this "flywheel" idea.



# FLYWHEEL

## *Overview*



*Flywheel device*

## *So, why the* **FLYWHEEL?**

The flywheel, in its mechanical sense, is centuries old. As a marketing concept, it was introduced by HubSpot in fall of 2018.

Not unlike its original intent, the inbound flywheel relies on reciprocation and inertia created by existing customers to keep your marketing and sales cycle going strong.

The flywheel is a new concept in today's digital marketing landscape as it relates to lead attraction and retention.



# FLYWHEEL *Overview*

## THEN = FUNNEL

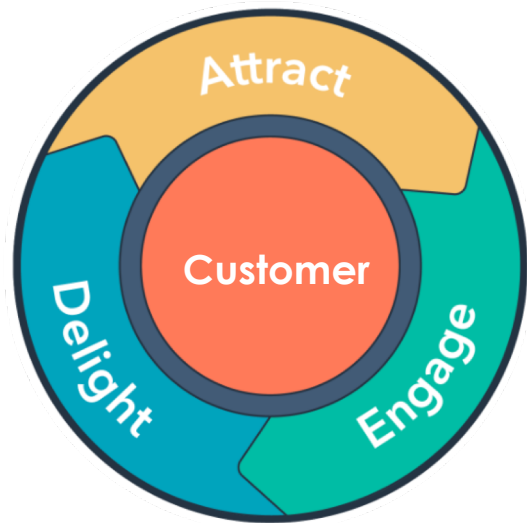
*customers as an  
afterthought*



VS

## NOW = FLYWHEEL

*Customers at  
the center*



HubSpot, *The Flywheel*; <https://www.hubspot.com/flywheel>

## *Has the flywheel* **REPLACED THE FUNNEL?**

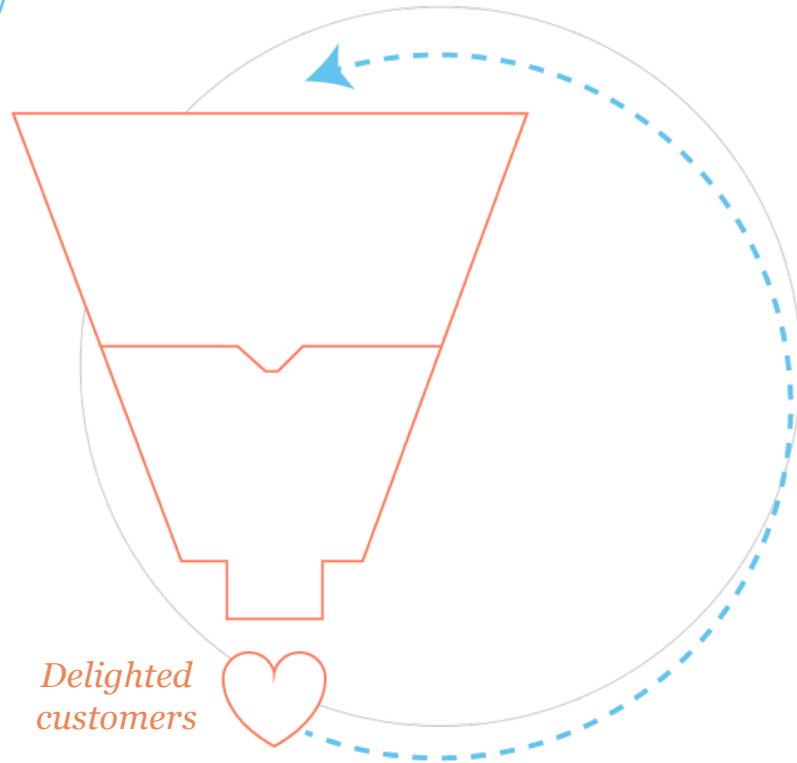
No! The funnel looks at where prospects are in your sales pipeline relative to making an initial purchase. However, it doesn't provide the whole picture because it ends when the initial opportunity is closed, either as won or lost business.

The sales funnel suggests customers are an afterthought in the process when, in fact, they are a driving force — 73% of business growth is derived from word-of-mouth and customer referrals.



# FLYWHEEL

## Overview



## *The funnel's* **FATAL FLAW**

Where the funnel fails is its loss of momentum at the very time it's needed most — when serving a new customer.

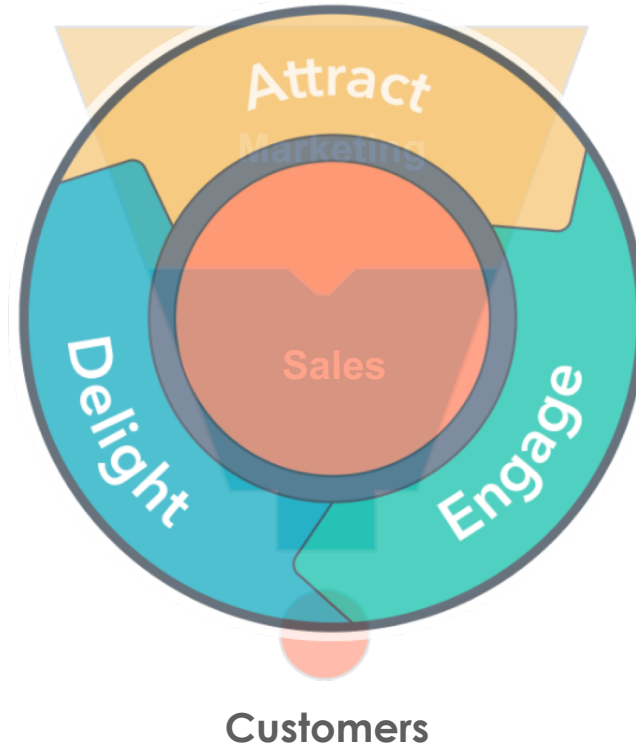
By engaging customers on their own terms, and **by delighting them at every stage of their buyer's journey, you create momentum that drives growth.** This is a huge advantage over the typical funnel viewpoint because you now have faithful customers helping your company grow.

The flywheel shifts customers from the product of a process to the dynamic center of a continuous business growth cycle, changing B2B marketers' focus and inspiring different decisions.

With a flywheel approach, you can identify and remedy points of momentum-killing friction in Marketing, Sales, and Service — which results in delighted customers that feed company growth.



## FLYWHEEL *Overview*



HubSpot, *The Flywheel Model*; <https://www.hubspot.com/flywheel>

## *Can the flywheel and funnel* **WORK TOGETHER?**

Yes! A suggestion from HubSpot: Think of the **flywheel as your whole company, yet you'll still have funnel-shaped charts and graphs representing the effectiveness of different processes** within your company (just make sure those funnels are fueling your flywheel).

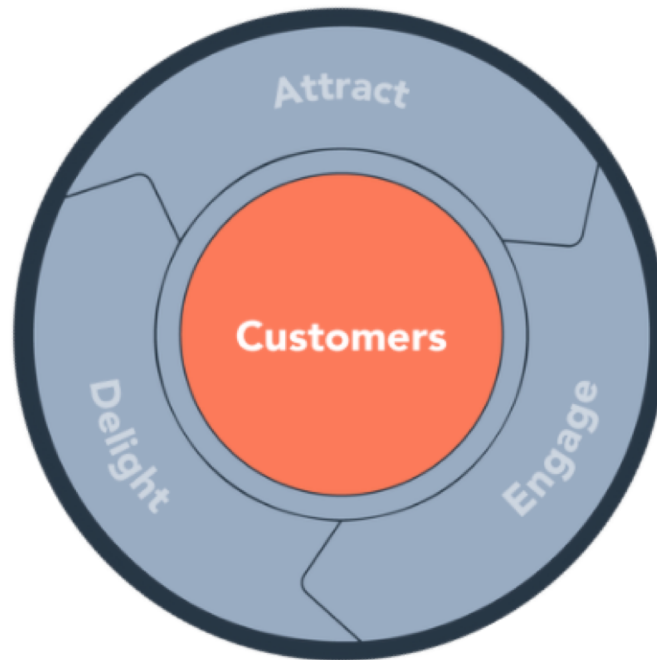
Individual funnels inside the larger flywheel unlock numerous opportunities for cross-team collaboration. For example, there may be specific steps your Services team can take to make it easier for your Sales team to get referrals later.

Don't abandon your sales funnel skills. The flywheel concept is merely a new mindset that helps you identify new opportunities and focus your energies where they'll have the greatest impact (and the greatest potential ROI).



# FLYWHEEL

## Overview



HubSpot, *The Flywheel*; <https://www.hubspot.com/flywheel>

## *Customers are the* **CORE**

Remember that customers are at the center of the flywheel, and every department is responsible for attracting, engaging, and delighting customers and prospects.

Why is the customer at the center of the flywheel? Because we know that it costs 10 times more to secure a new customer than it does to retain an existing customer.

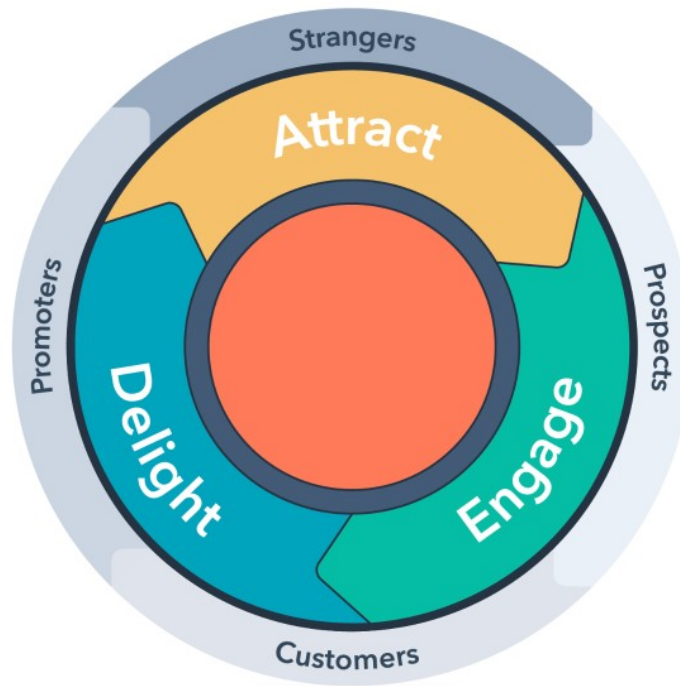
When you focus on keeping customers happy and creating loyalty for your organization, they help power your efforts to secure new customers.





# FLYWHEEL

## Overview



HubSpot, *The Flywheel*; <https://www.hubspot.com/flywheel>

## DESIGNING *your flywheel*

Every business is different. How you design your flywheel depends on your business model. Consider what areas of your organization, and what teams, impact your business the most. Now make note of those as points of force to drive the flywheel's Attract, Engage, and Delight stages.

Outline the things you're doing in each stage, and to move contacts from stranger to prospect to customer and promoter. Think about:

- How do you get prospects to your site by providing value? ("Attract")
- How do you make it easy for prospects to buy? ("Engage")
- How do you make your customers successful? ("Delight")



# FLYWHEEL

## Overview

### Manage customer relationships

#### ATTRACT

- ▶ Publish content that answers your buyers' questions with **blog articles**
- ▶ Promote your content through **email and social media** channels
- ▶ Speed up results with **paid advertising**
- ▶ Optimize your website for the user experience and for search engines with **SEO**

#### ENGAGE

- ▶ Convert leads with **gated content offers** and **live chat/chatbots**
- ▶ Nurture with **marketing automation workflows** and **ad retargeting**
- ▶ Qualify leads for sales with **lead scoring**
- ▶ Connect with leads quickly with automated **lead notifications** and **handoff protocols**

#### DELIGHT

- ▶ Gather **customer feedback** and manage with **ticketing**
- ▶ Segmented **customer emails** and **nurturing workflows**
- ▶ Deliver exceptional service with **live chat/chatbots**
- ▶ Engage with promoters through **social media monitoring**

#### TRACK, ANALYZE & ADJUST

- ▶ Track and monitor performance, customer acquisition and ROI with **analytics/reporting**
- ▶ Ongoing **SEO management**
- ▶ Adjust/optimize program as needed to make it even more powerful with data-driven decisions and **strategic 90-day roadmaps**

## Outlining the **THREE STAGES**

Here's an example outlining common inbound tactics in each of the three stages to help generate leads and manage customer relationships. This analysis provides the building blocks for an initial "core" inbound marketing program.

As you see, every stage of the buyer's journey is interconnected, which means your Marketing, Sales, and Service teams should be, too.



## YOUR TURN (Part I):

### *Create your flywheel*

Now, it's your turn! Here's where the "workbook" portion of this guide begins. Use the chart you just reviewed to help you complete the empty spaces below.

Fill in YOUR three flywheel stages (we'll get to the "Analyze" step next). All you need to do **is list the things that you're currently doing in each stage to achieve your business goals.**

ATTRACT	
ENGAGE	
DELIGHT	



# FLYWHEEL Workbook



Example of a business-specific flywheel

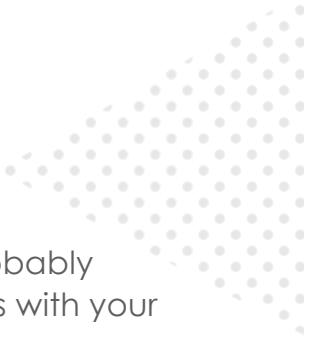
## TRACK, ANALYZE, ADJUST

Now it's time to see how well your flywheel is working by identifying KPIs in each stage. This is a sample version of Weidert Group's flywheel. In the center, customers are identified as to how they entered the flywheel: online, referrals, and existing.

We previously mentioned how all departments should be involved in the three stages, yet you see that Marketing primarily drives the "Attract" stage, Sales the "Engage" stage, and Service the "Delight" stage.

Knowing which KPIs are most important to your business growth goals — and which metrics are "leading indicators" for those KPIs — is the key to generating the kind of results your organization is looking for.





## **YOUR TURN (Part II):** *Analyze your flywheel*

Time to complete another chart; this one with your own KPIs. You're probably already setting annual goals for some KPIs to ensure your pipeline aligns with your business revenue goals.

You'll also want to identify KPIs and metrics that indicate the success of handoffs between each stage, such as: session to contacts, contacts to MQL (marketing qualified leads), MQL to SQL (sales qualified leads), SQL to Opportunity, and Opportunity to Customer.

Here are some KPIs to get you started.

- For leading MQL indicators: How many website sessions do you get each month? How many leads are returning to your website for at least the second time? How many new contacts fill out a form on your site for the first time? How many of the contacts fit your target customer profile or MQL definition?
- For SQLs: How many views and conversions are there on key landing pages by MQLs? How many specific blog posts, website pages, and emails are being viewed (indicating sales readiness)? How many leads are entering and completing nurturing workflows?

Now, fill in your YOUR own KPIs in each stage, including the handoffs in between.

<b>Customers (entered flywheel)</b>	
<b>"ATTRACT" KPIs</b>	
<b>"ENGAGE" KPIs</b>	
<b>"DELIGHT" KPIs</b>	



# FLYWHEEL Workbook

*For a jump start on this exercise, watch as Inbound Strategist, Frank Isca walks through a force/friction analysis.*



<https://weidertgroup.wistia.com/medias/cm9lfdndy>

## **FORCE and FRICTION:** *Why they're important*

Identifying the things that are generating force at your key conversion points helps you maximize handoffs between the three stages. At other points there may be friction — stages where prospects are getting stuck in the buyer's journey or things preventing customers from being delighted.

***The flywheel helps identify areas of force and those causing friction.***

Regularly tracking metrics helps you identify the good (areas of force or positive metrics) and the bad (areas of friction or poor performing metrics); you can then think of ways to reduce the friction and put the force to work to better grow your business. At Weidert Group, we build this flywheel metrics cadence into our quarterly roadmap planning process so our 90-day plans are data-driven.



## FORCE and FRICTION: *How to analyze*

Creating a list of all the force/friction within your flywheel could look something like this graphic. You can duplicate it as many times as you need as you move around your flywheel.

An example of increasing force could be placing “smart” call-to-action buttons at the bottom of a blog. These are customized and placed based on the unique buyer’s journey of the visitor and any previous downloads.

The “solutions” section can be challenging to complete. Think of what can be automated, such as the “support chat” mentioned above. This friction reducer provides prospects with a quick and easy way to ask a question and get an answer (solving the friction).

Where	Force/Friction	Solution	Tools	Metrics
Delight Services to Marketing handoff	Customers aren't getting answers from the service team as quickly as they want. This has been reflected in a poor NPS rating over the last 6 months.	Audit SLAs  Implement a support chat system to shorten response times from services  Meet with marketing team to discuss publishing FAQs	Inbox (Service Hub)  Knowledge Base (Service Hub)  Surveys (Service Hub)  CRM	NPS



## **YOUR TURN (Part III):** *Identify force and friction — ATTRACT*

Complete the grid with YOUR force/friction points in the “Attract” stage.

Where (stage or handoff)	
Force/Friction	
Solution	
Tools Needed	
Metrics	





## **YOUR TURN (Part IV):** *Identify force and friction — ENGAGE*

Complete the grid with YOUR force/friction points in the “Engage” stage.

<b>Where (stage or handoff)</b>	
<b>Force/Friction</b>	
<b>Solution</b>	
<b>Tools Needed</b>	
<b>Metrics</b>	



## **YOUR TURN (Part V):** *Identify force and friction — DELIGHT*

Complete the grid with YOUR force/friction points in the “Delight” stage.

<b>Where (stage or handoff)</b>	
<b>Force/Friction</b>	
<b>Solution</b>	
<b>Tools Needed</b>	
<b>Metrics</b>	

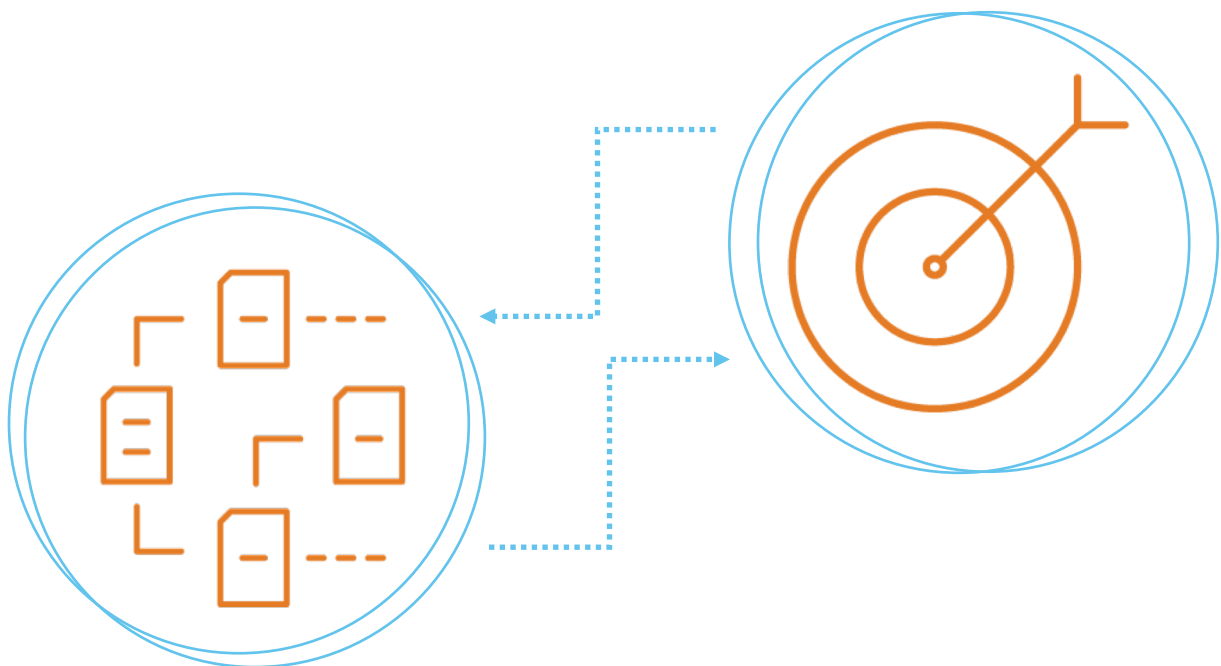


## YOUR TURN (Part VI): *Prioritize action items*

Now, you have to **do something with what you've discovered** from the force/friction exercises.

Review the “solutions” from the previous three exercises and prioritize them. How? Consider their potential impact on the growth of your business. **How will increasing force or decreasing friction get you closer to achieving your business goals?**

For example, customer service issues may be a high priority for you. If you're not delivering what your marketing is promising, you're losing customer trust, and negative reviews could roll in. The Delight phase of the flywheel is failing so prioritize that as high.

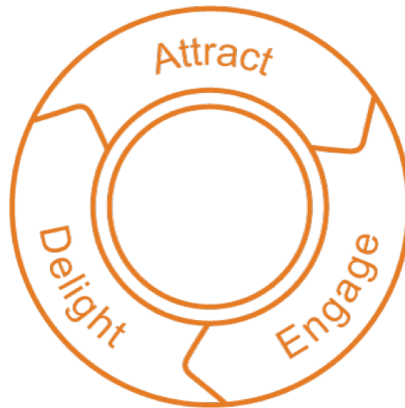


## Guide to HUBSPOT TOOLS

Using technology to automate or scale your tactics and solutions above can help you grow even faster. Let's connect common points of force and friction to their respective HubSpot tools to show how a HubSpot tool could help.

Force/Friction	Description	HubSpot Tool(s)
Friction: Low rate of converting MQLs to SQLs	Use smart content to better nurture leads with relevant content to their industry/role/need	Smart Content, Workflows, Email
Force: Marketing hears customer success stories from service	Implement a VOC program to automate and capture these stories to use them for marketing force	Feedback Surveys (CSAT, NPS)
Friction: Slow response times to customer service	Implement an automated system for support tickets to route and track issues so they don't fall through the cracks	Tickets, Conversations Inbox
Friction: No followup after a content offer is downloaded	Create a follow-up email or workflow that automatically emails a lead, inviting him/her to read related content	Workflows, Email, Landing Pages
Force: Positive customer feedback can spin the flywheel	Need a system to gather and organize feedback for sharing with Marketing	HubSpot Feedback
Friction: Lead qualification is poor so leads are rejected by Sales	Need to collect better information that Sales agrees with as indicators of lead quality	Forms, CRM, Manual Lead Scoring, Workflows
Force: Use smart content on landing pages	Based on what is known about the contact, test different landing page copy and designs	Landing Pages, Forms, A/B testing, Smart Content





## *Ready for the* **FLYWHEEL?**

How do you make the transition to the inbound flywheel? What does it mean for the future of your Marketing, Sales, and Service teams?

Contact Weidert Group when you want help implementing the flywheel and understanding how inbound methodology helps you achieve your growth goals. Or reach out for a [free consultation](#).

**Nicole Mertes**

**VP, Client Services & Business Development**

**920.731.2771 ext. 222**

**[nmertes@weidert.com](mailto:nmertes@weidert.com)**

If you haven't already, we also highly recommend subscribing to our [blog](#) where we frequently publish the latest best practices in inbound marketing, sales and growth.

