THE

INBOUND MARKETING PROCESS

START GENERATING MORE LEADS FROM YOUR WEBSITE TODAY!

STEP 1 → STEP 2 → STEP 3 → STEP 4 → STEP 5

STEP 1:
CREATE & MAINTAIN A POWERFUL WEBSITE

- Easy to Navigate
- Professional Appearance
- Search Engine Friendly
- Mobile Ready
- Easy to Update

AN EFFECTIVE WEBSITE IS THE HUB OF ALL YOUR ONLINE MARKETING AND LEAD GENERATION!

STEP 2:
GENERATE MORE TRAFFIC

BY INCREASING THE TRAFFIC TO YOUR WEBSITE, YOU INCREASE THE NUMBER OF OPPORTUNITIES FOR VISITORS TO TURN INTO LEADS.

THESE TASKS ARE PROVEN WAYS TO BRING NEW AND QUALIFIED VISITORS TO YOUR SITE:

BLOGGING

- Create blog articles that interest your audience
- Blogging creates more pages in the search engines
- This means more opportunities for you to be found!

A BLOG GETS YOU 55% MORE TRAFFIC!

400% MORE INDEXED PAGES ARE PRODUCED BY BLOGGING

SOCIAL MEDIA

- Build a following, share your blog posts, and engage in social media conversations
- Businesses see 63% increase in marketing effectiveness when using social media

NEARLY 2/3 OF U.S. INTERNET USERS REGULARLY USE A SOCIAL NETWORK

SEO

- Identify targeted keywords, optimize your website for those keywords, routinely create keyword targeted content, and build quality links to your website

46% OF DAILY SEARCHES ARE FOR INFO ON PRODUCTS OR SERVICES

20% OF MONTHLY GOOGLE SEARCHES ARE FOR LOCAL BUSINESSES

PPC
(optional)

- Create and manage pay-per-click advertising campaigns that drive additional quality traffic to your website
- Optimize your pay-per-click campaigns to generate the most traffic and leads for the lowest cost-per-click

70% OF THE LINKS SEARCH USERS CLICK ON ARE ORGANIC

STEP 3:
CONVERT TRAFFIC TO LEADS

CREATE ATTRACTIVE OFFERS AND CALLS TO ACTION THAT APPEAL TO POTENTIAL BUYERS AT ALL LEVELS.

The Proven Process:

1. Build **landing pages** that describe the offer with a form to collect lead information
2. Upon completing the form, the user will gain access to the offer, receive an auto responder email, and be entered as a lead in your CMS system
3. Place **Call to Actions (CTA's)** throughout the site to encourage more lead generation

LEVELS OF POTENTIAL BUYERS	WHAT ARE THEY THINKING?	WHAT TYPES OF OFFERS ATTRACT THESE BUYERS?
UNAWARE BUYERS	What is it? Who are you?	**Awareness** - Blog Articles, Ads, Web Banners, PR (Customer Stories), Articles, Analyst Papers, Flash Demos
INTERESTED BUYERS	Who needs it and why?	**Educational Offers** - eBooks, White Papers, Independent Articles, Introductory Videos
PROBLEM RECOGNIZED	What are the consequences of not having it?	**Validation Offers** - Webinars, Podcasts, Seminars, Customer References, Brochures, Sell Sheets
READY TO BUY	What are my options?	**Sales Offers** - Request a Proposal, Schedule a Meeting, Presentations, Trials, Demos
	Why should I choose you?	

STEP 4:
CONVERT LEADS INTO SALES

LEAD INTELLIGENCE
Know which pages your leads view & when they return to your site. Lead scores are generated for all leads so you know who to contact first.

SEGMENT LEADS
Leads are segmented into lists based on the form they completed or information you collect. This allows you to quickly send targeted messages.

LEAD NURTURING
Various lead nurturing campaigns are developed to further educate "Top of the Funnel" leads down to sales.

EMAIL MARKETING
Email marketing is used to send timely messages to all contacts in your system.

CRM INTEGRATION
Integrate a Customer Relationship Management software for an improved sales process and a closed-loop marketing campaign.

MARKETING AUTOMATION IS USED TO PERFORM THESE LABORIOUS TASKS COST-EFFECTIVELY AND HANDS FREE!

STEP 5:
MEASURE EVERYTHING

*MOST IMPORTANT METRICS MEASURED

- Traffic to Leads
- Leads to Customers
- Cost per Lead
- Cost per Customer

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SOURCES:
100 AWESOME Marketing Stats, Charts, & Graphs http://go.hubspot.com/ebook-100-mktg-charts/

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