

What is Inbound Marketing Exactly?

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Follow me on Twitter @spowell24



INBOUND MARKETING WEEK

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Marketing ~~is Changing~~ has changed

#InboundCO



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Traditional Marketing = Outbound



Traditional Marketing = Outbound



People's behaviors have changed.
They're **tuning out** traditional
marketing tactics.



In order to attract customers, marketers have to provide them with something they will love.



THIS IS
WHERE
INBOUND
COMES IN



Definition

Inbound Marketing is a holistic, data-driven approach to marketing that **attracts** individuals to your brand and **converts** them into lasting customers.



Methodology

Using inbound marketing can turn **strangers** into **customers** and **promoters** of your business.



Inbound Marketing is About Content...



Blogs



Interactive
Tools



Photos &
Infographics



Videos &
Podcasts



Presentations
& eBooks



Content Marketing Isn't New...



United States (Change) | Dealer Locator | My Account | Search

PRODUCTS BY
INDUSTRY | NAME

PARTS | SERVICES & SUPPORT | BUYING & FINANCING | OUR COMPANY

The Furrow Magazine

Home / Agriculture / The Furrow Magazine

THE FURROW



Straight And Narrow

Precision guidance and narrow rows push production to new heights.

The marriage of two new technologies is putting growers on a path to higher production. An added bonus...with such extreme precision, a higher percentage of the field goes into production, allowing growers to work around obstacles, ditches, and waterways, all in the name of discovering the narrow path to 300-bushel corn.

[▶ Continue reading](#)

OUR LATEST ISSUE



[▶ View Spring 2014 Issue](#)



A Better Tablet Experience

Get The Furrow in a new format optimized for your tablet. Instant access – no app to download.

[▶ Launch The Furrow Tablet Edition](#)

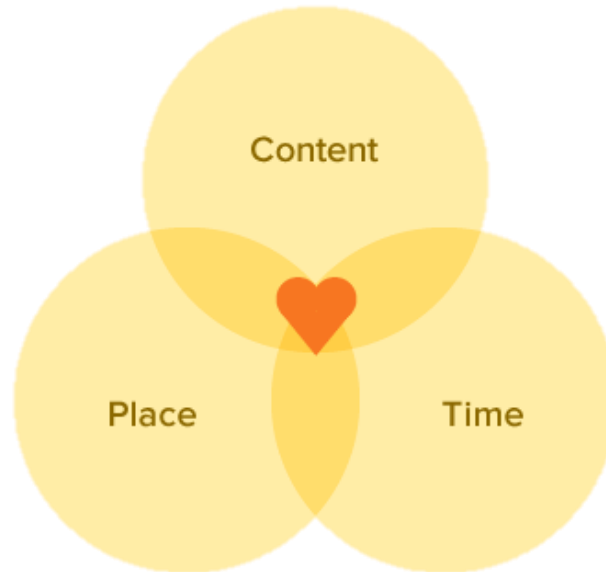


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... and Context

By publishing the *right content* in the *right place* at the *right time*, your marketing becomes **relevant** and **helpful** to your customers, not interruptive.



Now that's marketing people can **love**.



The Inbound Funnel

Get Traffic

Create **blog** content, search engine optimize (**SEO**) your content, and promote it on **social media** sites.

Get Leads

Place **calls-to-action** throughout your website to drive visitors to **landing pages** with forms. Visitors fill out the **forms** to get whatever you're offering and become leads.

Get Customers

Send your leads **automated emails** to drive them along your buying cycle. Provide your sales team with **lead intelligence** so they can make more effective sales calls.

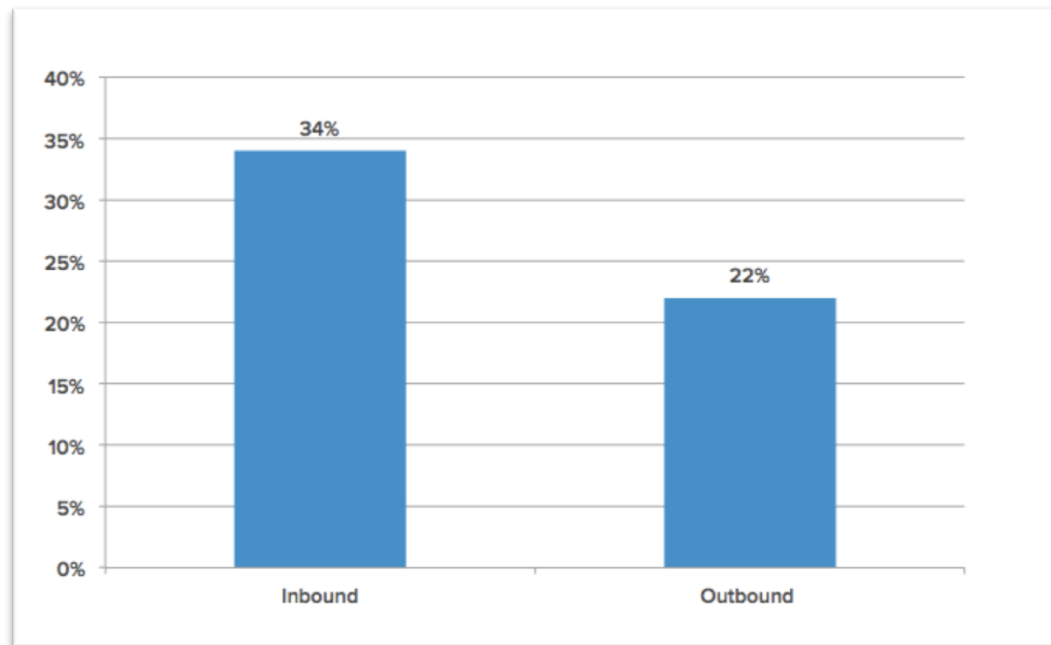
Analyze

Analyze the success of your marketing campaigns, and determine which areas need further optimizations for future success.



Inbound Marketing Stats

54% more leads are generated by inbound than outbound.



Inbound Marketing Stats

Inbound leads cost 61% less than outbound

OUTBOUND:
AVG COST/LEAD: \$346



INBOUND:
AVG COST/LEAD: \$135



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Inbound Marketing Stats

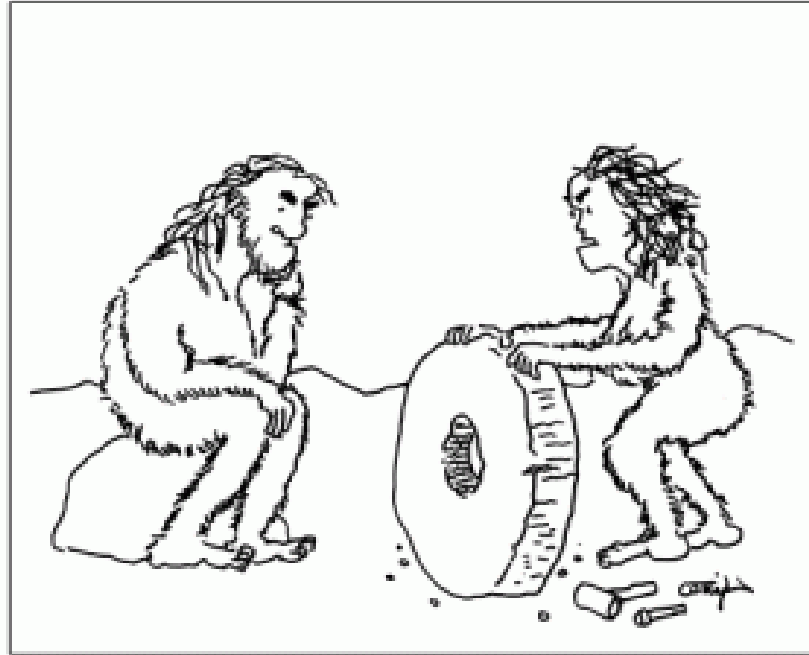


B2B companies are early to embrace inbound marketing -- 65% implemented inbound practices in 2013, while just 46% of B2C companies report doing inbound marketing.



Inbound Marketing Stats

NOISE TO SIGNAL
Rob Cottingham



For the last time, no, I do not know
what the ROI is on it!

1/4 of marketers report their top challenge in 2013 was proving the ROI of their inbound marketing efforts.



Inbound Marketing Stats



41% of marketers say inbound marketing produced measurable ROI in 2013



Inbound Marketing Stats



48% of marketers will increase their inbound marketing budget in 2013 -- the 3rd year in a row inbound budgets are increasing at or near a 50% pace.



Inbound Marketing Stats



SEO & Social

SEO and social media accounted for a combined 23% of all inbound budget allocations in 2013.



Inbound Marketing Stats

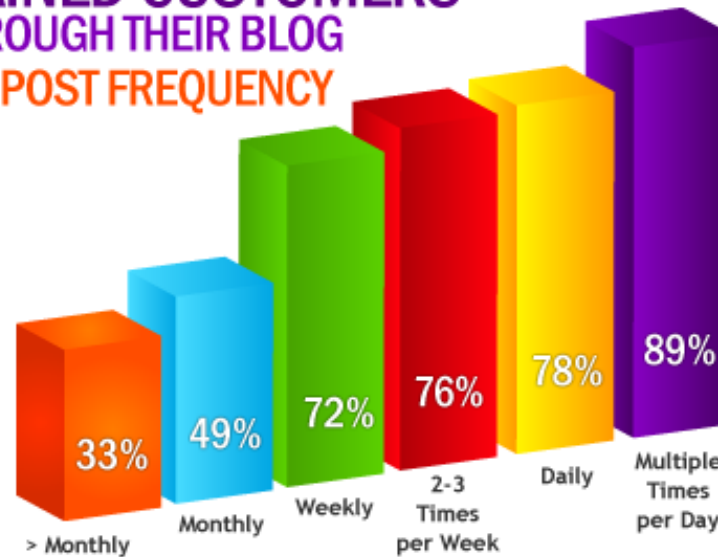


Outbound budgets continue their annual decline, amounting to just 23% of all marketing spending in 2013.



Inbound Marketing Stats

**% OF BLOG OWNERS WHO
GAINED CUSTOMERS
THROUGH THEIR BLOG
VS. POST FREQUENCY**



Data from **HubSpot**

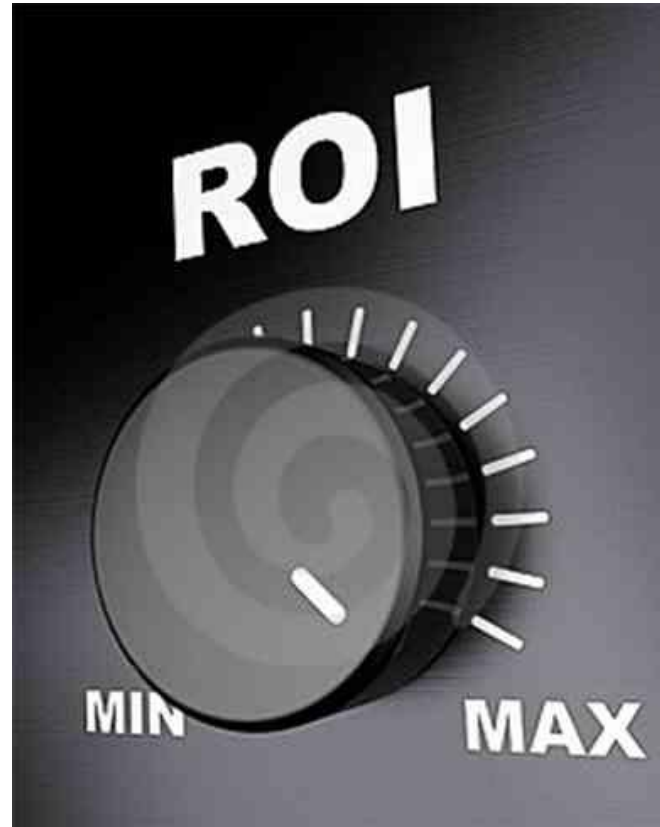
78% of marketers who blog daily acquired a customer using their blog, as opposed to 49% of marketers who blog monthly.



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Inbound Marketing Stats



79% of companies that have a blog report a positive ROI for inbound marketing this year.



Inbound Marketing Stats

HubSpot | Insights

WHY IS MARKETING TECHNOLOGY SO HARD?

New Data Uncovers
Major Tech Challenges in
2013

16% of marketers say that controlling technology is the most significant challenge they face in 2013



The Old Model

Stimulus. Dad is watching a football game and sees an ad for digital cameras. He thinks, “That looks good.”

Shelf. He goes to his favorite electronics store, where he sees a terrific stand-up display for that same digital camera. The packaging is great. A young sales guy answers all his questions. He buys the camera.

Experience. Dad gets home and the camera records beautiful pictures of his kids, just as advertised. A happy ending.



Stimulus



First
Moment of Truth
(Shelf)

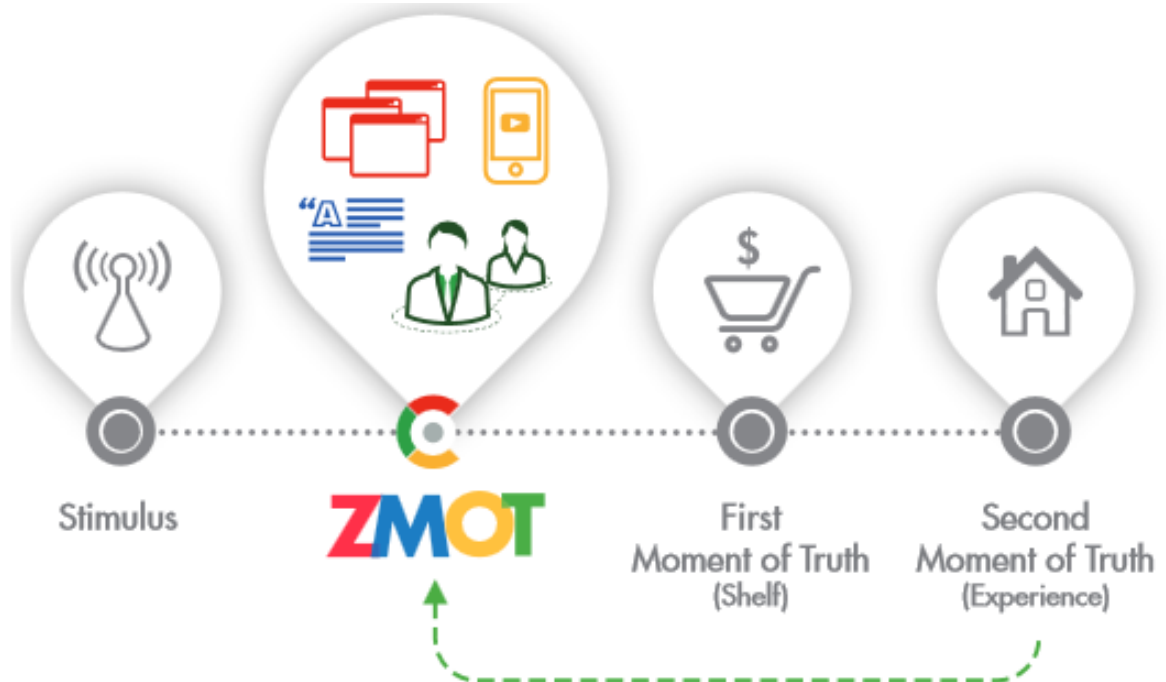


Second
Moment of Truth
(Experience)



The Current Model

But the big news for marketers today is the critical new moment between stimulus and shelf in every product category. Dad still watches football and he still sees your TV commercial. But now he grabs his laptop off the coffee table and searches for “digital camera reviews.” He looks at comments from users on CNET and two other sites. He goes to Twitter and posts: “Anybody have a great camera for under \$100?” He hits YouTube and searches “digital camera demos.” Before the game ends — and before he gets to the store shelf — he’s ready to make a decision.



Which becomes the next person's ZMOT



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The Gap

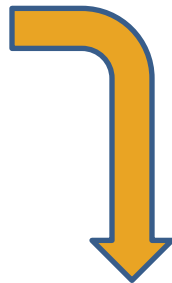


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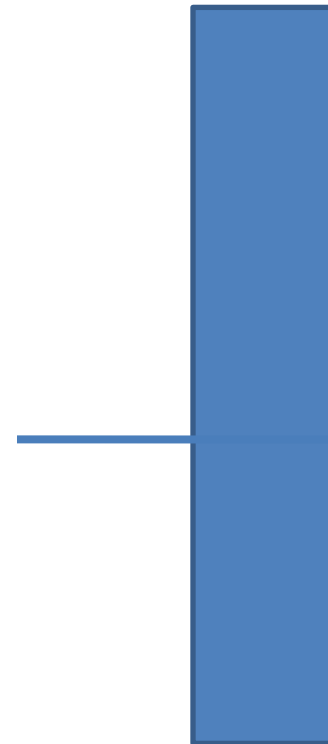
Stimulus

- Direct Mail
- Print
- TV
- Radio
- Newspaper
- Magazines
- Catalogs



FMOT

- In store
- Online store





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Stimulus

- Direct Mail
- Print
- TV
- Radio
- Newspaper
- Magazines
- Catalogs



ZMOT

- Blogs
- Search Engine Optimization
- Social Media
- Review Sites
- Websites



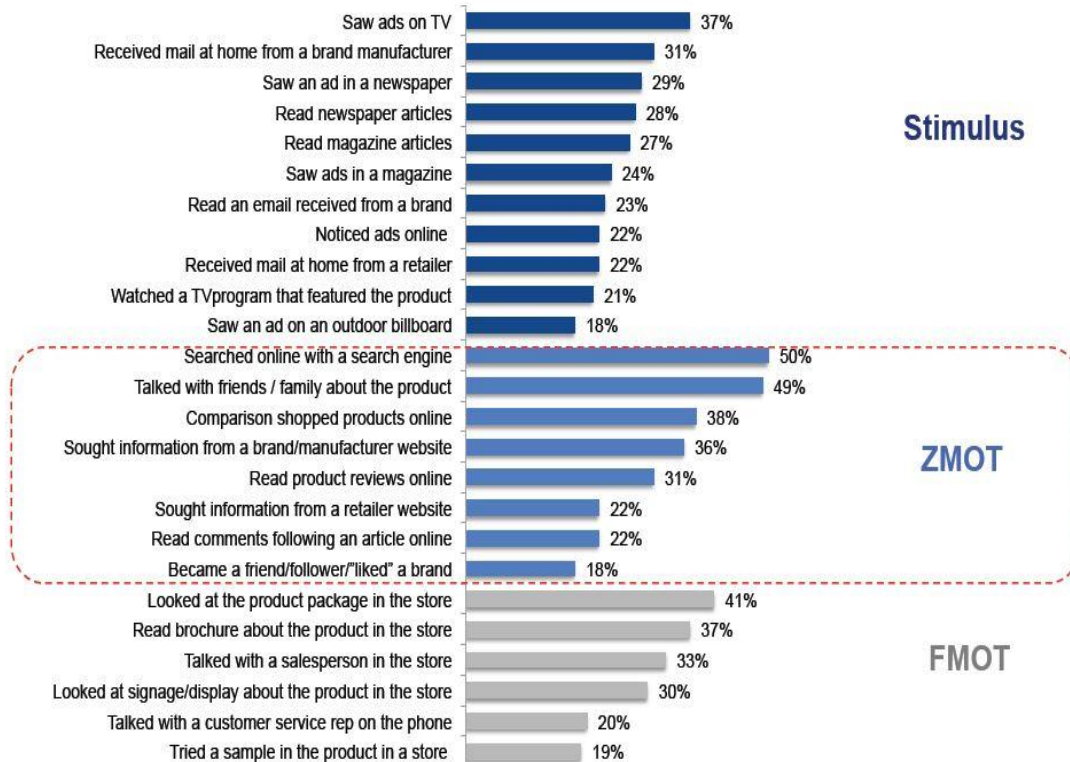
FMOT

- In store
- Online store



The Current Model

Searching online and word of mouth are among top ZMOT sources



Q2 When you were considering purchasing [PRODUCT], what sources of information did you seek out to help with your decision?
Base: N=5,003

Source: Google/Shopper Sciences, Zero Moment of Macro Study, Apr 2011
www.google.com/think/insights

Google Confidential and Proprietary



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So ... what's INBOUND marketing?



Identify Your Persona

BACKGROUND:

- Basic details about persona's role
- Key information about the persona's company
- Relevant background info, like education or hobbies

DEMOGRAPHICS:

- Gender
- Age Range
- HH Income (Consider a spouse's income, if relevant)
- Urbanicity (Is your persona urban, suburban, or rural?)

IDENTIFIERS:

- Buzz words
- Mannerisms

GOALS:

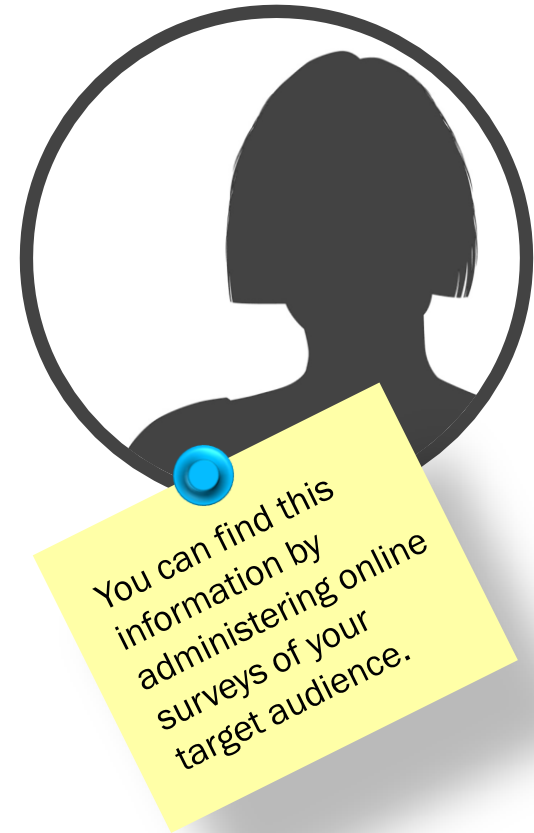
- Persona's primary goal
- Persona's secondary goal

CHALLENGES:

- Primary challenge to persona's success
- Secondary challenge to persona's success

HOW WE HELP:

- How you solve your persona's challenges
- How you help your persona achieve goals



The Inbound Process



The screenshot shows the website's header with the Powell logo (a house icon above the text 'POWELL CUSTOM HOMES & RENOVATIONS Live Life to the Fullest') on the left. A navigation menu includes 'CUSTOM HOMES' and 'RENOVATIONS' tabs, with sub-links for 'Custom Home Design', 'Our Process', 'Photo Galleries', 'Free Resources', 'Need Land?', 'About Us', and 'Contact Us'. A call-to-action box on the right says 'Interested in Remodeling? Click Here Talk to Scott at 206-824-8001' next to a photo of a man. The main content area features a photo of two men in blue shirts, a '105 YEARS ESTABLISHED 1909' anniversary seal, and two buttons: 'Home Remodeling' with a wrench and hammer icon, and 'Custom Homes' with a house icon. Both buttons have 'Click Here' links.

POWELL
CUSTOM HOMES & RENOVATIONS
Live Life to the Fullest

CUSTOM HOMES RENOVATIONS

Custom Home Design Our Process Photo Galleries Free Resources Need Land? About Us Contact Us

Interested in Remodeling? Click Here
Talk to Scott at 206-824-8001

Welcome to Powell Custom Homes & Renovations!

Hi there! We're Todd and Brooks Powell and we are the owners of Powell Custom Homes & Renovations. We are a **custom home builder and remodeler** in the **Seattle area**. Our family has been in business for four generations and have built thousands of quality homes from affordable to high-end custom.

How can we help you?

Home Remodeling
[Click Here](#)

Custom Homes
[Click Here](#)

105 YEARS
ESTABLISHED 1909



Attract Website Visitors

Seattle-area Renovations: Avoiding Unexpected Remodeling Nightmares

Posted by [Brooks Powell](#) on Apr 10, 2014 7:15:00 PM

[Tweet](#) 0 [in](#) [Share](#) 0 [f](#) [Like](#) [Share](#) 0 [g+](#) 0



If you live in an older Seattle-area home, you may have a number of reasons you want to renovate. Maybe your family's needs have changed and you've simply outgrown the space in your home as it's currently configured.

It could be that the way you use the space has changed. Perhaps you want to be able to interact with family members or guests while preparing meals and your current kitchen is cut off from the space where everyone else congregates.

Maybe your current home isn't as comfortable or energy efficient as you'd like to be, and you'd like to update it so that you can heat and cool it more efficiently. Or maybe you're just ready for an overall

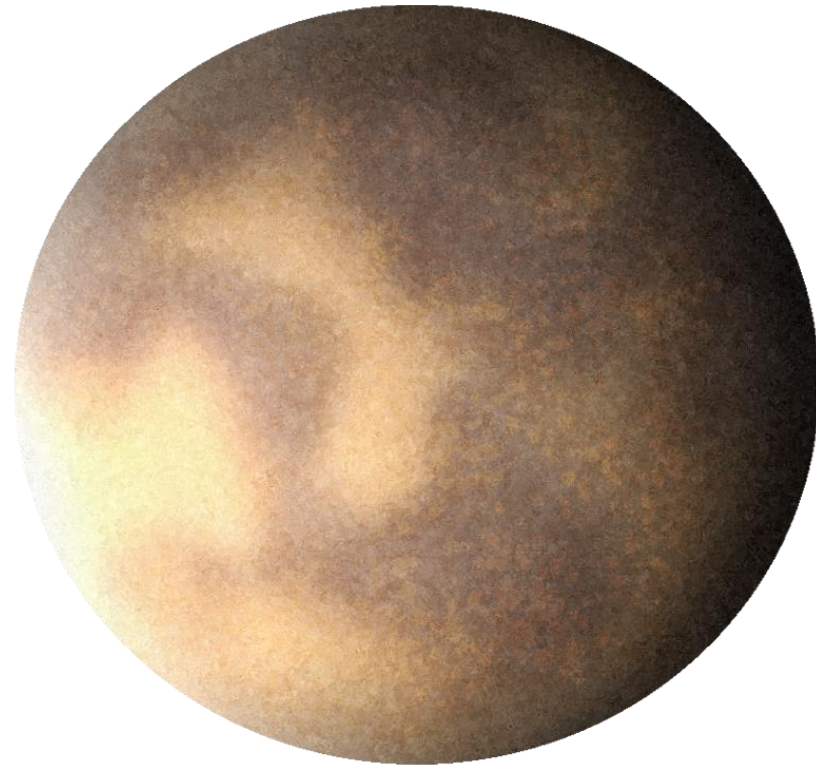
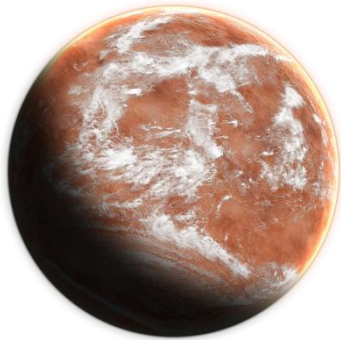
change—even though you love the neighborhood you're in.

Those are all great reasons to take on a remodeling project. But should you do it yourself or hire professionals? If you enjoy DIY projects, and have the time and expertise to get the results you want, we'd say, "Go for it!" But when dealing with an older home, you can sometimes run into situations that can cause nightmarish problems—problems that can come back to haunt you as you get into the process.

- Create helpful content
- Include keywords
- Share on social media



Building an Asset



The Methodology



Convert Visitors into Leads

Seattle Custom Homes: Back to the Drawing Board?

Posted by [Scott Pearl](#) on Mar 31, 2014 5:00:00 PM

[Tweet](#) 0 [in Share](#) 0 [Like](#) [Share](#) 0 [+1](#) 0



One of the toughest challenges you'll face if you're planning to build a custom home in the Seattle area is determining exactly what it is you want from your home—including how it's going to look. It's relatively easy to gather ideas and find inspiration. There are websites packed with great ideas. Television shows feature homes that will raise your eyebrows (and your blood pressure, if you look at the cost). There are blogs and magazines devoted to great design ideas.

All of this information is great, and the ideas can be great starting points. You may start getting some great ideas of your own that you'd like to incorporate into what you've already seen. It's pretty exciting stuff. But then reality comes crashing in and you realize that somehow you have to translate all of these cool ideas into a concrete plan that a builder can actually build.

And so you take your dreams and ideas and head back to the drawing board.



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Convert Visitors into Leads

Seattle Custom Homes: Highlighting 3 New Kitchen Ideas

Posted by [Brooks Powell](#) on Mar 28, 2014 6:15:00 PM



The Death of Drywall: That may be a slight overstatement. Drywall may not be disappearing from kitchens, but there certainly is a movement to use materials such as concrete, brick, wood planks, and other natural materials for the walls instead of simply painting over (or even texturing) dry wall. And some homeowners are even extending that look to their ceilings—using exposed beams or tongue-and-groove wood to give their kitchens a unique look. One material that's been gaining popularity for some time is "reclaimed" wood—wood that has been used in some other construction and has been refinished and repurposed for home construction. It's particularly popular with homeowners who like the contrast of old and new in their kitchen.

If you're looking for more ideas for the kitchen in your new custom home, you may want to [download our free report on Optimal Kitchen Design](#).



FREE Guide on Creating the Ideal Kitchen

[Click to Download](#)



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Convert Visitors into Leads



Interested in Remodeling? Click Here
Talk to Scott at 206-824-8001



Optimal Kitchen Designs



Are you thinking about remodeling your kitchen? We want you to be as prepared as possible.

This guide talks about the most important aspects of a kitchen. You don't want to forget these during your remodel!

In this guide, you'll learn more about:

- How to **design a kitchen** to fit your personal style
- What to consider about usability in your kitchen
- **Kitchen styles** and **design elements** to consider
- Link to an online kitchen design tool

Fill out the form to be granted instant access!

Guide Preview:

Creating the Ideal Kitchen



Get Your Free Report Today!

First name *

Last name *

Email address *

Phone Number

Zip/Postal Code *

If you could change one thing about your kitchen, what would it be? *

Download Now



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The Methodology



Convert Leads into Customers



Convert Leads into Customers



Interested in Remodeling? Click Here
Talk to Scott at 206-824-8001



Thinking About a Renovation Project? Need a Little Guidance? Talk to Scott!



Hi I'm Scott Pearl, a Homeowner Advisor for Powell Custom Homes & Renovations.

Your 10 minute Remodeling Phone Consultation Includes...

- ✓ Design Trend Ideas
- ✓ What other people are doing in similar situations
- ✓ A budget range to determine feasibility
- ✓ Answers to your questions and concerns
- ✓ No obligation on your part whatsoever!

At the end of our **10 minute call**, I'll direct you towards the best route to completing your renovation- even if Powell isn't the best fit or moving makes more sense than remodeling.

Simply fill out the form on the right to get started. I look forward to meeting you soon!

Click play!



Sincerely,

Scott Pearl

Home Advisor

Powell Custom Homes & Renovations

Schedule a Call!

First Name *

Last Name *

Email *

Phone Number *

Initial Questions/Comments

Best Day for Scott to Call

Best Time to Talk to Scott: *

- Please Select -

Schedule Now



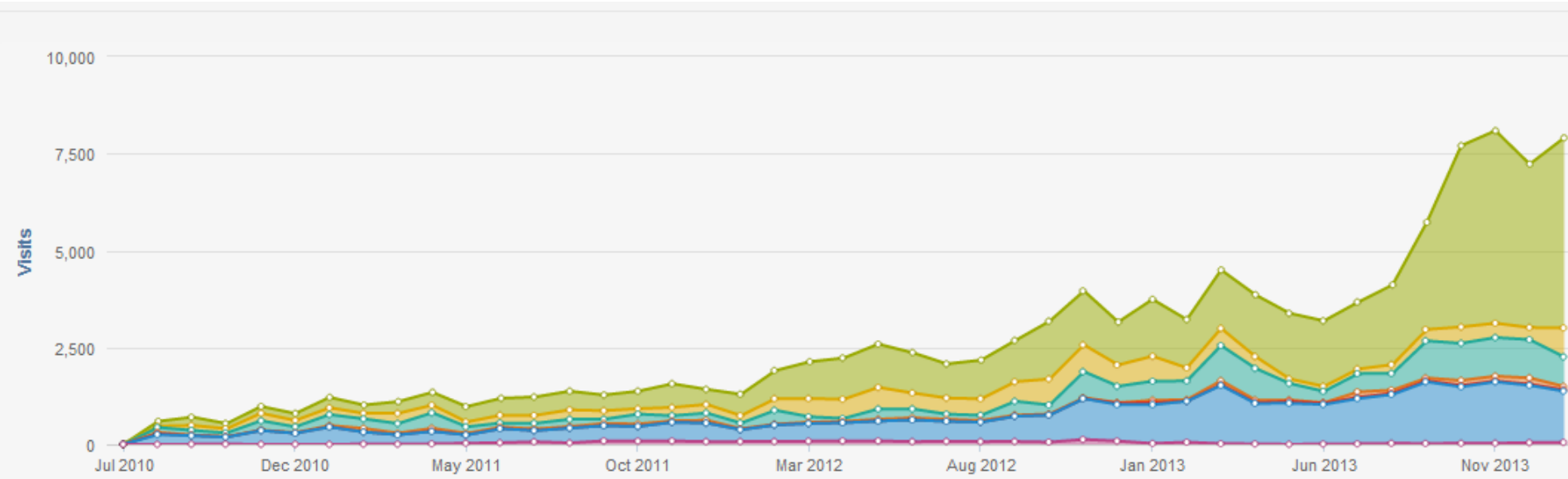
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The Methodology










Analyze the Results & Improve



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Track traffic, leads, and customers by source

Source	Visits	%	Contacts	%	Customers	%
 Organic Search Google, Bing, Yahoo, etc.	36,298	0.8%	295	4.7%	14	0.0%
 Referrals Links on other sites	4,962	0.7%	35	5.7%	2	0.0%
 Social Media Facebook, Twitter, LinkedIn, etc.	517	0.4%	2	0.0%	0	0.0%
 Email Marketing Email links	561	1.4%	8	0.0%	0	0.0%
 Paid Search Paid search advertisements	4,294	2.0%	87	0.0%	0	0.0%
 Direct Traffic Manually entered URLs	26,913	0.6%	155	3.2%	5	0.0%
 Other Campaigns Other sources	6	0.0%	0	0.0%	0	0.0%
 Total	73,551	0.8%	582	3.6%	21	0.0%



Delight

Reviews & Comments



43 Reviews



Current

REVIEW

B.H.P.

Des Moines, WA
Jan 22, 2014

They did a great on the follow up and they were extremely accommodating with the payment structure. I had difficulty with final payments and they really helped me out in that area. They did an excellent job!

REVIEW

C.D.M.

Des Moines, WA
Dec 02, 2013

Our condominium association looks to Powell Care and they have always been very quick to respond to any emergency. They had, completed what had to be done - as quickly as possible. They did a job fairly....and they are a local company that we want to

REVIEW

Jim S.

Des Moines, WA
Nov 15, 2013

I have had my house for the last 13 yrs. We have had remodeling done in the kitchen. Julie Powell came up with some good ideas and she is very professional and does their job in an excellent manner. They run their business and they do it to the best. They are very hard working. They've done all projects both big and small very well. I am in business myself for 40 yrs. I know what it is to run a business. Employees are what it takes to make a small company work. I found one employee with a bad attitude.



Brashenomics

There were some great remodeling tips in this interview, but this really should have been titled "What's inside Brook's Manchel" (Manchel= Man Satchel for those wondering!) Too funny!!



Ways To Increase Property Value - By Brooks Powell of Powell Custom Homes & Renovations

www.youtube.com

<http://www.powellrenovations.com> Brooks Powell of Powell Custom Homes and Renovations discusses ways to increase property value through home renovations. Som...

Like - Comment - Share - March 13, 2013 at 4:43pm



Lisa Meinecke

Thank you Powell Custom Homes and Renovations for all that you do for the community!



Powell Homes Leads by Example


dmrotary.org

Well, the Powell brothers and their crews have done it again!! Proving that they are truly the premier homebuilder/renovation/remodel contractor in the area, they recently achieved a high honor: They were recognized as one of the nation's

The Methodology



Examples of Inbound Marketing

Web Images Videos News Shopping More Search tools

About 351,000,000 results (0.47 seconds)

Landing Page Optimization - optimizely.com

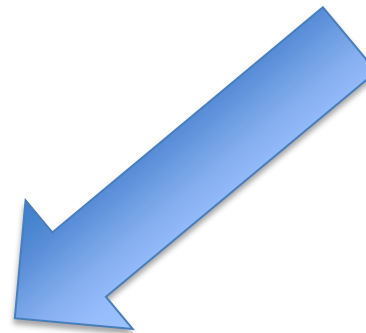
Ad www.optimizely.com/landing-page-tool (855) 801-9041
The Best **Landing Page** Optimization Tool on the Planet. Test it out!
"Technology that's changing the rules of business" – [Source](#)
Optimizely has 650 followers on Google+
[About Optimizely](#) - [Jobs at Optimizely](#) - [What is A/B Testing?](#) - [Contact Optimizely](#)

Create A Landing Page - Wix.com

Ad www.wix.com/Free-Landing-Pages
Build a Free Pro **Landing Web Page**. Fast & Easy, Design it in Minutes!
One of the most popular DIY website builders – [Business News Daily](#)
Wix.com has 22,019 followers on Google+
[Online Store Builder](#) - [Customize Easily](#) - [100s of Free Templates](#) - [Free Hosting](#)




1st Organic Listing



land·ing page

noun

the section of a website accessed by clicking a hyperlink on another web page, typically the website's home page.



What Is a Landing Page? [FAQs] - HubSpot Blog



blog.hubspot.com/.../what-is-a-landing-page-ht HubSpot, Inc.
by Corey Eridon - in 423 Google+ circles
Aug 6, 2013 - Get the low-down on exactly what a **landing page** is and some



Examples of Inbound Marketing

What Is a Landing Page? [FAQs]

by Corey Eridon

🕒 August 6, 2013 at 5:00 PM



You know how we talk about [using your blog to answer common questions that your leads and customers have](#)? And sometimes even popping on over to Sales and Customer Service and asking them, "Hey, what kinds of questions do you get all the time?"

That's how this post was born. Because it turns out, a lot of people are asking over and over again ... just what *is* a landing page?

Well, time to learn. (If you feel confused half-way through and want to give up, read to the end. Nuances are explained. It'll all come together. Trust me.)



Examples of Inbound Marketing

These, however, are all examples of web pages that **are** landing pages:

your target audiences. In fact, **businesses that publish infographics grow their traffic an average of 12% more than those that don't**.

The hard part, of course, is finding the time and resources to create these infographics.

That's why we've created **five fully customizable templates** that will give you the inspiration and foundation you need to build your own infographics right in PowerPoint.

The infographics created in this customizable PowerPoint template highlight how you can:

- ✓ Create a color scheme
- ✓ Use fonts for design
- ✓ Design icons and shapes
- ✓ Work with a theme

Download Your Free Template

First Name *

Last Name *

Email (privacy policy) *

Website URL *

PR 20/20
PUBLIC RELATIONS & MARKETING
Look Beyond.

Convert More Leads to Customers

Join sales experts from around the marketing industry as they discuss tips on closing

One of the **biggest challenges** business owners experience with inbound marketing isn't lead generation itself, but rather knowing **how to qualify and close** an inbound lead.

Transitioning from cold calling to **inbound marketing** poses a significant challenge for many sales reps, as the buying process and mindset of a prospect is much different.


Therefore, so should your **approach** to closing.

This webinar details:

- Biggest **mistakes** sales reps make when **transitioning** to inbound marketing
- Tips for getting **buy-in** from a **decision maker**
- How to handle leads that need further **nurturing** to become **sales-ready**

In this **Q&A**, you'll gain valuable insight on **closing inbound leads** from some of the most **well-respected experts** in the industry.

Your Presenters:



Video Details

Duration: 60 minutes, including Q&A

First Name *

Last Name *

Email (Privacy Policy) *

Company *

Website *

Are you currently using HubSpot? *
- Please Select -

Best Describes Me *
- Please Select -

Number of Employees *
- Please Select -

Subscribe me to the MFACT Blog

Watch the Webinar

Getting Started

1. Proposal request.
2. Discovery eSurvey.
3. Discovery meeting.
4. Proposal development.
5. Proposal review and approval.

Request a Proposal from PR 20/20

Full Name *

Company *

Job Title

Website

Email *

Phone *

What would you like to do?
 Request a campaign proposal.
 Discuss project support or consulting services.

Powered by HubSpot

Campaigns are powered by **HubSpot**, a Web-based inbound marketing system that offers:

- Integrated analytics
- Social media tools
- Competitive monitoring
- Lead intelligence
- Contact management



Examples of Inbound Marketing

If you're interested in learning more about landing pages and how you can use it for your business, check out our free ebook [How to Use Landing Pages for Business](#). And if there are any other FAQs you'd love an answer to, leave your question in the comments.

Image credit: [Nostaw21](#)



Introductory Guide: How to Use Landing Pages for Your Business

Learn the landing page basics that will help your business bring in more leads and customers.

[Download Guide Now](#)



Examples of Inbound Marketing



Call us: 1-888-HUBSPOT
(888-482-7768)

How to Use Landing Pages for Your Business

Learn the essential elements that make an effective landing page.

Landing pages are an essential piece of any well-crafted, effective inbound marketing strategy. Think of these pages as landing pads for the numerous prospects that visit your website.

Whether you're looking to generate leads, sell products, or collect data, landing pages are where the visitor conversion occurs. To get the most out of your landing pages and optimize for conversion, download this introductory guide.

After reading this 48-page guide, you'll be able to:

- ✓ Understand the essential elements of an effective landing page
- ✓ Create and design landing pages to increase conversions
- ✓ Implement landing page best practices for optimization

Grab your free copy now and start building amazing landing pages for your website.



Get Your Free Introductory Guide

First Name *

Last Name *

Email ([privacy policy](#)) *

Website URL *

Download Now



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Examples of Inbound Marketing

Web Images Shopping Videos News More Search tools

About 8,660,000 results (0.70 seconds)

Basement Finishing Ideas

Ad www.finishedbasementsandmore.com/ (303) 420-0056
Let Finished Basements and More Help Design and Build Your Basement
Photo Gallery - Why Use Us - FAQ's - Contact Us

Simon Drywall Man - Simon-Denver-Dry-Wall-Expert.com

Ad www.simon-denver-dry-wall-expert.com/
Plaster Expert from bsmt and above Drywall: frame to finish.Clean Work

Normandy Park Basement Remodeling Ideas for Your Home

offers.powellrenovations.com/.../Normandy-Park-Basement-Remodeling...
Apr 17, 2012 - Not every homeowner wants to turn the basement into a "man cave". If you want to take advantage of extra space, you've got options. Here are ...

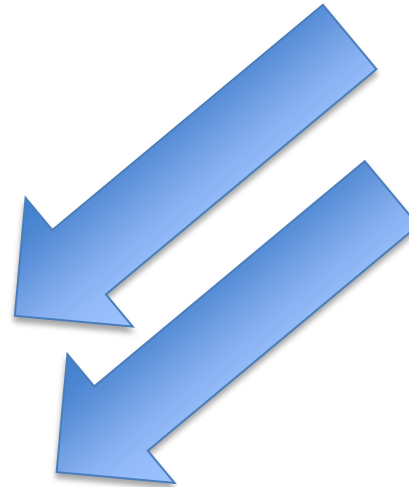
What Do You Want From Your Normandy Park Remodeling ...

offers.powellrenovations.com/.../What-Do-You-Want-From-Your-Norm...
Apr 12, 2012 - normandy park remodel home wish list If you're living ... At some point, however, those dreams and ideas come face-to-face with reality. Ideas ...

Normandy Park Material Color Study Basement Design ...

www.houzz.com > All Rooms > Basement Photos Houzz
Find out if your remodeling dreams fit your budget reality.Try the Real Cost Finder ...
Example: +Normandy +Park +material +color +study. SMLXL. Save to Ideabook ... "to play/study nook? cute idea and simple to remove later". "a fun colors.

1st TWO
ORGANIC LISTINGS



INBOUND MARKETING WEEK

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Examples of Inbound Marketing

Normandy Park Basement Remodeling Ideas for Your Home

Posted by [Brooks Powell](#) on Apr 17, 2012 8:47:00 AM

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There was a time when all you had to do to enjoy your basement was to haul a couch down the stairs, plug in an old T.V. and make some popcorn. That may still work on reruns of “That 70s Show” but most homeowners aren’t satisfied with that level of “recreational comfort” anymore (Heck, most kids wouldn’t even settle for that these days!).

Basements have come a long way since the 70s, baby!

Now basement recreational rooms are as sophisticated and comfortable as anything you’ll find “above ground.” They’re also a good investment, because according to a survey by the National Association of Home Builders, **fifty percent of homebuyers say they want a finished basement in the home they purchase.**

One of the great things about remodeling the basement in your home is that you don’t have to lock yourself into one particular function. Not every homeowner wants to turn the basement into a “man cave” or a room that’s exclusively devoted to watching television.

If you want to take advantage of extra space, you’ve got options. Here are just a few.

- *Workout Room:* You can create a first-class workout space in your basement and avoid the expense and hassle of a gym membership.
- *Home Office:* Maybe you need a place where you can get away from the rest of the family occasionally to get some work done. You don’t have to leave home—just head downstairs.
- *Playroom for Younger Kids:* If you’re tired of having toys underfoot (or having to pick up when company comes) you can create a great playroom in the basement. It’s close—but separate from the rest of the house.



Examples of Inbound Marketing

If you want your **finished basement area** to look better than what you see on the reruns of “That 70s Show” you’ll need to do more than simply putting up some drywall and plugging in the old T.V. Check out our free special report: [*Five Things to Think About Before Remodeling Your Basement*](#). That will help prepare you for turning your basement into space that will you’ll really enjoy.



Examples of Inbound Marketing



Interested in Remodeling? Click Here
Talk to Scott at 206-824-8001



Free Download!

First Name *

Last Name *

Email (we will keep your email completely private) *

City *

Zip/Postal Code *

Phone *

Five Things to Think About Before Remodeling Your Basement

Thinking of remodeling your basement to become a new home theater, office, or workout area? We think its a great idea! However, some people underestimate the magnitude of a project like renovating a basement. This report answers questions such as:

- How long will a basement renovation take?
- How much will it cost?
- How do I find a remodeler I can trust?
- Will a basement renovation add value to my home?

Fill out the information fields to the left to download our free report on five important things to consider before getting involved in such a project.

Basement Renovation



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Success Stories



WHAT IS MINT? | HOW IT WORKS | FIND SAVINGS | COMMUNITY | COMPANY |

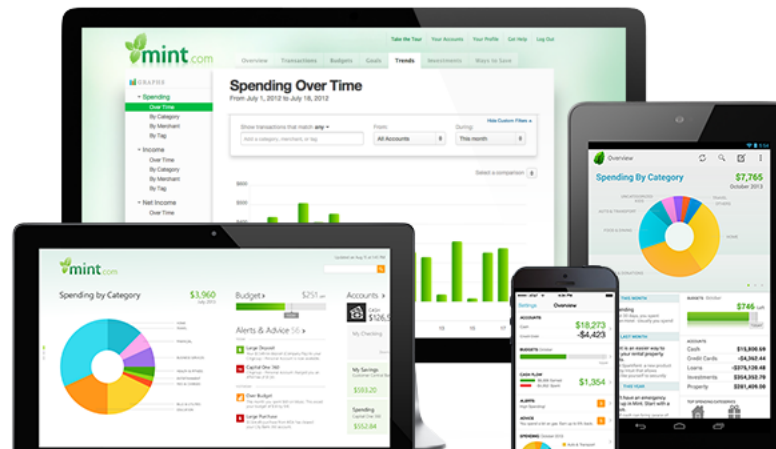
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Focused on blog posts, slideshows, videos and infographics.

In 2009, became the largest player in the personal financial aggregation market.

Sold to Intuit for \$170M



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Success Stories

The image shows a screenshot of a website for River Pools. At the top left is the logo for River Pools with the tagline 'CATCH THE WAVE'. To the right of the logo is a navigation menu with links: Home | Pool 101 | Why River? | Pool Shapes | Gallery | Testimonials | Blog! | Contact. Below the navigation is a large photograph of an outdoor swimming pool with a stone deck, lounge chairs, and a pergola. Overlaid on the image is a large blue button that says 'Get Started With Pool 101'. In the bottom left corner of the image, there is a gold-colored splash graphic containing the text: 'Save thousands on River Pools' First Factory Direct Swimming Pool: The Greco! Dive In'.

River Pools
CATCH THE WAVE

Home | Pool 101 | Why River? | Pool Shapes | Gallery | Testimonials | Blog! | Contact

Considering an Inground Pool?

Let Your Journey Begin Here!

Get Started With Pool 101

Save thousands on River Pools' First Factory Direct Swimming Pool:
The Greco! Dive In

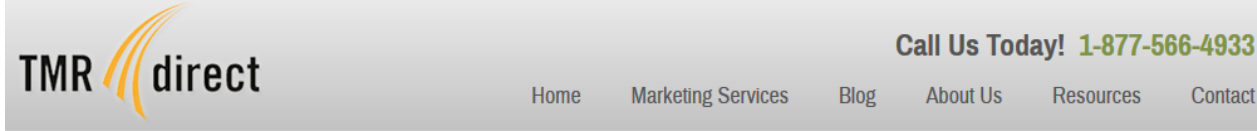
Budget Shift:
\$150,000 on radio ads, the Yellow Pages and direct mail to \$50,000 on inbound marketing.

Website traffic increased 300-400%

Leads increased over 400%.



Success Stories



We help direct marketers who are struggling with their **DIRECT MAIL PROGRAMS.**

If you have direct mail production or online marketing integration issues, **LET'S TALK ABOUT YOUR NEEDS.**

[Click to talk to us](#)



**August 2010:
8 Leads
594 Website Visits**

**March 2014:
119 Leads
7,125 Website Visits**

**1,387% Increase in Leads
1,100% Increase in Visits**



Takeaways

1. Buying Behavior Has Changed
2. Inbound is about Creating Great Content
3. There's a Method to this Inbound Madness
4. Inbound can help your Business Grow Dramatically
5. Inbound Marketing is an Investment



Questions?

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InboundEducators.com



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