

Three Principles Of Inbound Marketing

If you're serious about figuring out how to get your business found online by potential customers, you'll want to focus on these three inbound marketing principles. If you want to know more, check out my full guide to Inbound Marketing 101.

- 1 Create glorious, delicious, memorable and relevant content** on your website and on your blog. This includes in-depth or advanced content [what Mike Stelzner refers to as 'rocket fuel' in his book [Launch: How to Quickly Propel Your Business Beyond the Competition](#)] as well as blog articles and website page content. Your content needs to be meaningful to potential customers.
- 2 Make your content easy to find online.** In other words, optimize it for search engines by associating web pages with unique titles and descriptions that truly make sense based on what's on page; focus each page of your website on just a few related keywords; write your content so human beings can read it and appreciate that what you've published actually matches up with what they were searching for. Make your content so delicious that others will link to it from their websites. Be consistent in how you refer to your business and website in the profiles you create online on other platforms such as LinkedIn, Twitter, Facebook or Google Places.
- 3 Promote your amazing content** in your email communications, on your social platforms, in your email signature, on business cards that you hand out at trade shows, on newsletters and in offline and online advertisements.

These are the three principles that form the basis for Inbound Marketing 101. Find the full guide on our website, www.SimpleMarketingNow.com.

