

# THE ESSENTIALS OF AN EFFECTIVE INBOUND STRATEGY.

Inbound Certification Class #1



# AGENDA

- 1 Why inbound?
- 2 Fundamentals of inbound success
- 3 What effective inbound strategies looks like
- 4 Key takeaways and resources



# 1 WHY INBOUND?

Remember when your mom used to tell you as a child that “it’s inconsiderate and rude to **interrupt someone?**”



That's what traditional marketing & sales  
**were all about.**



# TRADITIONAL



Cold Calling  
Cold Emails (SPAM)  
Interruptive Ads  
**Marketer - Centric**

# What I **clicked**:



SHPE **SHAPE magazine** @Shape\_Magazine · 4h  
Take what you've been told about salt... with a grain of salt. [shpe.co/1orngFZ](https://shpe.co/1orngFZ)  
Expand   Reply   Retweet   Favorite   Buffer   Share   More

The image shows a screenshot of a tweet from the account 'SHAPE magazine' (@Shape\_Magazine), posted 4 hours ago. The tweet text is 'Take what you've been told about salt... with a grain of salt.' followed by a red link 'shpe.co/1orngFZ'. Below the text are standard Twitter interaction icons: a left arrow for 'Reply', two arrows for 'Retweet', a star for 'Favorite', a shield for 'Buffer', a square with an X for 'Share', and three dots for 'More'. The word 'Expand' is also visible below the tweet text.

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Expand   Reply   Retweet   Favorite   Buffer   Share   More

# What I **wanted**:



WEIGHT - LOSS COACH | Apr 02, 2014

## Too Little Sodium Just As Bad As Too Much, Study Says

By Keri Gans  
Follow @kerigans

Like 134   Tweet 61   Pin it 7   +1 7



After years of being told to watch our salt intake, now a study says that less may not be better.

Researchers examined 25 studies and concluded that eating 2,645 to 4,945 milligrams (mg) of sodium daily (the amount most Americans consume) was associated with about the same risk of death as those eating less than 2,645mg.



SHAPE **SAVE UP TO 12 IS FOR ONLY**  
SUBSCR

Subscribe Give a Gift Renew Cus

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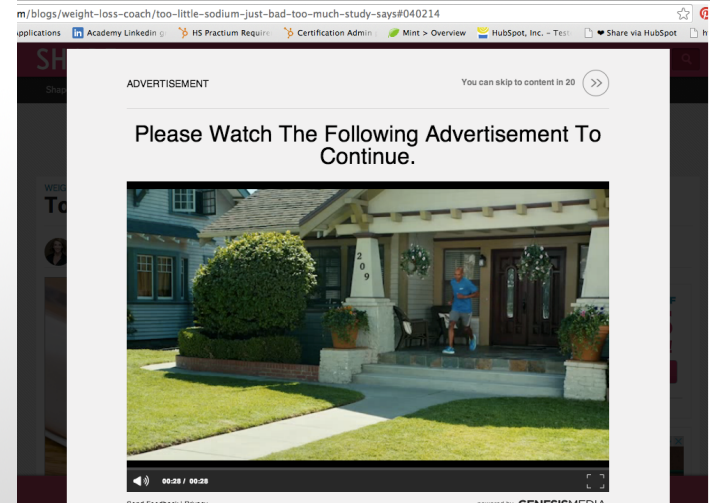
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# What I **got**:



m/blogs/weight-loss-coach/too-little-sodium-just-bad-too-much-study-says#040214

APPLICATIONS   Academy LinkedIn   HS Practicum Requirements   Certification Admin   Mint > Overview   HubSpot, Inc. - Test   Share via HubSpot

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Please Watch The Following Advertisement To Continue.

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Subscribe Give a Gift Renew Us

00:28 / 00:28

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# What I **clicked**:



# What I **wanted**:

A screenshot of a news article from 'WEIGHT - LOSS COACH' dated April 02, 2014. The headline is 'Too Little Sodium Just As Bad As Too Much, Study Says'. The author is Keri Gans. The article includes social media sharing icons for Like (134), Tweet (61), Pin it (7), and +1 (7). The main image shows a glass salt shaker. The text of the article states: 'After years of being told to watch our salt intake, now a study says that less may not be better. Researchers examined 25 studies and concluded that eating 2,645 to 4,945 milligrams (mg) of sodium daily (the amount most Americans consume) was associated with about the same risk of death as those eating less than 2,645mg'. To the right of the article is a 'SHAPE' magazine advertisement with the text 'SAVE UP TO 12 IS FOR ONLY' and a 'SUBSCR' button. Below the ad are links for 'Subscribe', 'Give a Gift', and 'Renew Us'.

# What I **got**:

A screenshot of a video player interface. At the top, the URL 'm/blogs/weight-loss-coach/too-little-sodium-just-bad-too-much-study-says#040214' is visible. The video player shows a video of a person standing in front of a house. Overlaid on the video is a large advertisement box. The ad contains the text 'Please Watch The Following Advertisement To Continue.' and a video player with a progress bar at 00:28 / 00:28. The ad is labeled 'ADVERTISEMENT' and includes a skip button.



# What I **clicked**:



27:12


## **BEST FUNNY ANIMALS COMPILATION (2013 - 2014)**

by **funfunnycomic** • 2 months ago • 5,050,342 views

**BEST FUNNY ANIMALS COMPILATION (2013 - 2014)**, Funny Animals includes cats, dogs, elephants, goats, otters, seals, birds, ...


HD

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HD


# What I **wanted**:




12:36 / 27:11

**BEST FUNNY ANIMALS COMPILATION (2013 - 2014)**

**funfunnycomic** · 93 videos 5,031,976


 29,666 19,225 1,381

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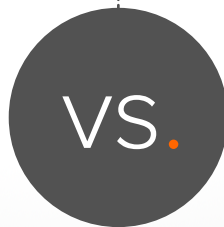
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What I **got**...

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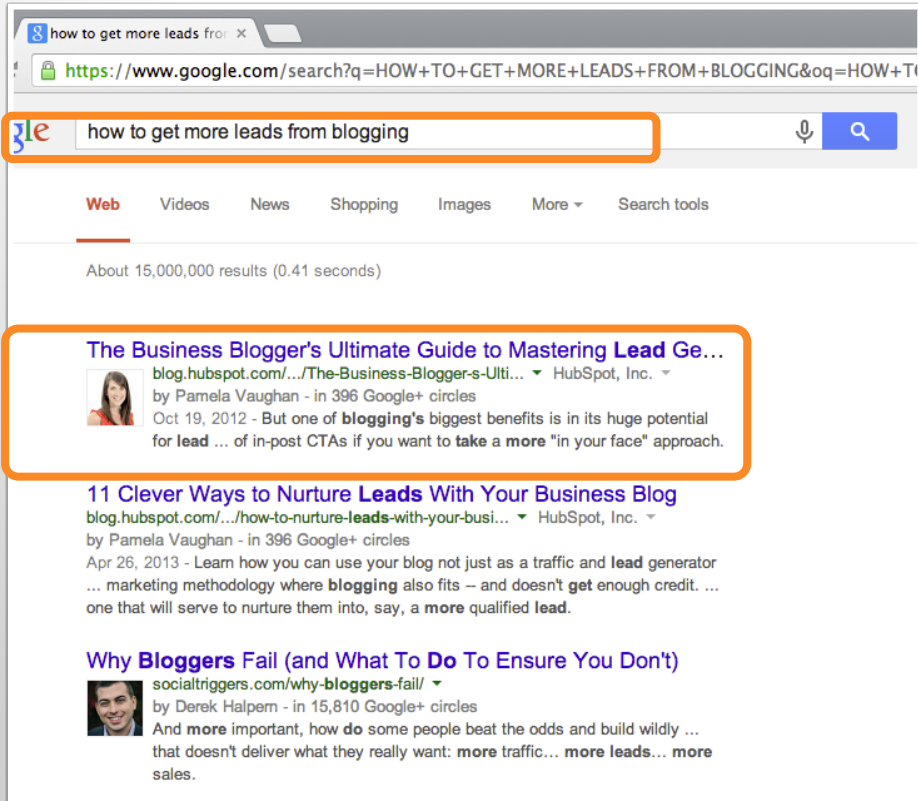


# INBOUND



SEO  
Blogging  
Attraction  
**Customer - Centric**

# What I **clicked**:



The screenshot shows a Google search interface. The search bar contains the text "how to get more leads from blogging" and is highlighted with an orange border. Below the search bar, the "Web" tab is selected. The search results are displayed below, with the first result highlighted by an orange box. The first result is titled "The Business Blogger's Ultimate Guide to Mastering Lead Ge..." and is from blog.hubspot.com. The second result is titled "11 Clever Ways to Nurture Leads With Your Business Blog" and is also from blog.hubspot.com. The third result is titled "Why Bloggers Fail (and What To Do To Ensure You Don't)" and is from socialtriggers.com.

how to get more leads from x

https://www.google.com/search?q=HOW+TO+GET+MORE+LEADS+FROM+BLOGGING&oq=HOW+T

how to get more leads from blogging

Web Videos News Shopping Images More Search tools

About 15,000,000 results (0.41 seconds)

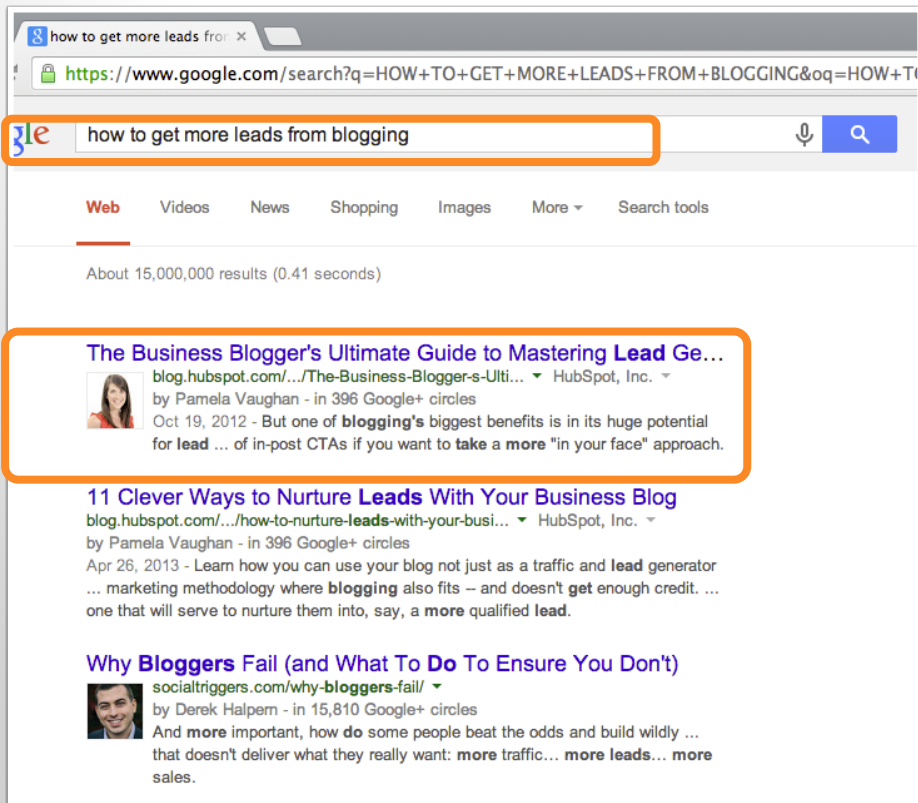
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blog.hubspot.com/.../The-Business-Blogger-s-Ulti... ▾ HubSpot, Inc. ▾  
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Apr 26, 2013 - Learn how you can use your blog not just as a traffic and **lead** generator ... marketing methodology where **blogging** also fits – and doesn't **get** enough credit. ... one that will serve to nurture them into, say, a **more** qualified **lead**.

**Why Bloggers Fail (and What To Do To Ensure You Don't)**  
socialtriggers.com/why-bloggers-fail/ ▾  
by Derek Halpern - in 15,810 Google+ circles  
And **more** important, how **do** some people beat the odds and build wildly ... that doesn't deliver what they really want: **more** traffic... **more** leads... **more** sales.



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# What I **wanted**:

## The Business Blogger's Ultimate Guide to Mastering Lead Generation

by Pamela Vaughan

October 19, 2012 at 1:47 PM

INTERMEDIATE



Your blog is, without a doubt, one of the most powerful inbound marketing tools at your disposal. In fact, it's practically a marketing Swiss army knife: it enables you to regularly publish content, boost your website's [search engine optimization](#), establish your industry thought leadership and expertise, and it also provides content fodder for your other marketing channels such as social media and email marketing.

But one of blogging's biggest benefits is in its huge potential for [lead generation](#) and reconversion. So if you're not taking advantage of all the lead generation opportunities your blog offers -- and then optimizing those opportunities -- **you're likely missing out on a huge piece of your company's lead gen pie.**

But have no fear! In this post, we'll walk you through all the various lead gen opportunities you can take advantage of on your blog, and even give you some great tips for optimizing those opportunities to make sure you're squeezing every last lead out of your business blog.

## 8 Lead Gen Opportunities for Your Business Blog

On Your Blog's Homepage

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HubSpot

### Free Webinar: Optimizing 60 Landing Pages in 60 Minutes

Sign Up for the Webinar Below!

First Name \*

Last Name \*

Email (privacy policy) \*

Phone Number \*

Website URL \*

Ready to improve your visitor-to-lead conversions dramatically? We are ready to show you how! In fact, we will show you 60 different examples of how you can optimize your landing pages.

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During this webinar you will learn through HubSpot customer examples:

- How to keep your landing page elements consistent
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- How to perform A/B testing of your pages
- Ways to make your page social media-friendly

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Download Ebook Now



Like what you've read? Click here to subscribe to this blog!

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# 80%

of business decision-makers  
prefer to get company  
information in a series of  
articles versus an advertisement.



Mathematics

$$ax^2 + bx + c = 0$$

$$\frac{ax^2}{a} + \frac{bx}{a} + \frac{c}{a} = 0$$

$$x^2 + \frac{bx}{a} + \frac{c}{a} = 0$$

$$\left(x + \frac{b}{2a}\right)^2 - \left(\frac{b}{2a}\right)^2 + \frac{c}{a} = 0$$

$$\left(x + \frac{b}{2a}\right)^2 = \left(\frac{b}{2a}\right)^2 - \frac{c}{a}$$

$$x = \pm 4 + 3$$
$$\Rightarrow x = +4 + 3 = 7$$
$$-4 + 3 = -1$$

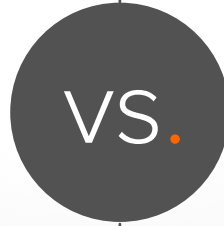
f: 7

So what is **inbound** all about?

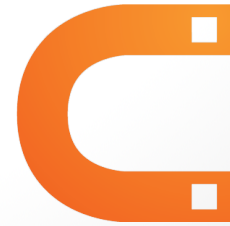
THEN:  
**TRADITIONAL**



Cold Calling  
Cold Emails (SPAM)  
Interruptive Ads  
**Marketer - Centric**



NOW:  
**INBOUND**



SEO  
Blogging  
Attraction  
**Customer - Centric**





Don't interrupt what people want to consume, **be** what they want to consume.



Inbound is about being  
a part of the conversation.





Being part of that conversation means sharing **helpful, relevant content** with the world\*.



By creating content specifically designed to appeal to your **ideal customers**, your best prospects will come to you.



That content acts as a magnet, or beacon, to capture your prospects' attention so your potential customers come to you.  
**That's why it's called 'inbound,' after all!**







Information empowers people with the means to **make their own choices.**

Because even if you don't, they're still going to make those choices anyway – and probably won't think of your organization when doing so.

So how do  
we actually  
**do inbound?**

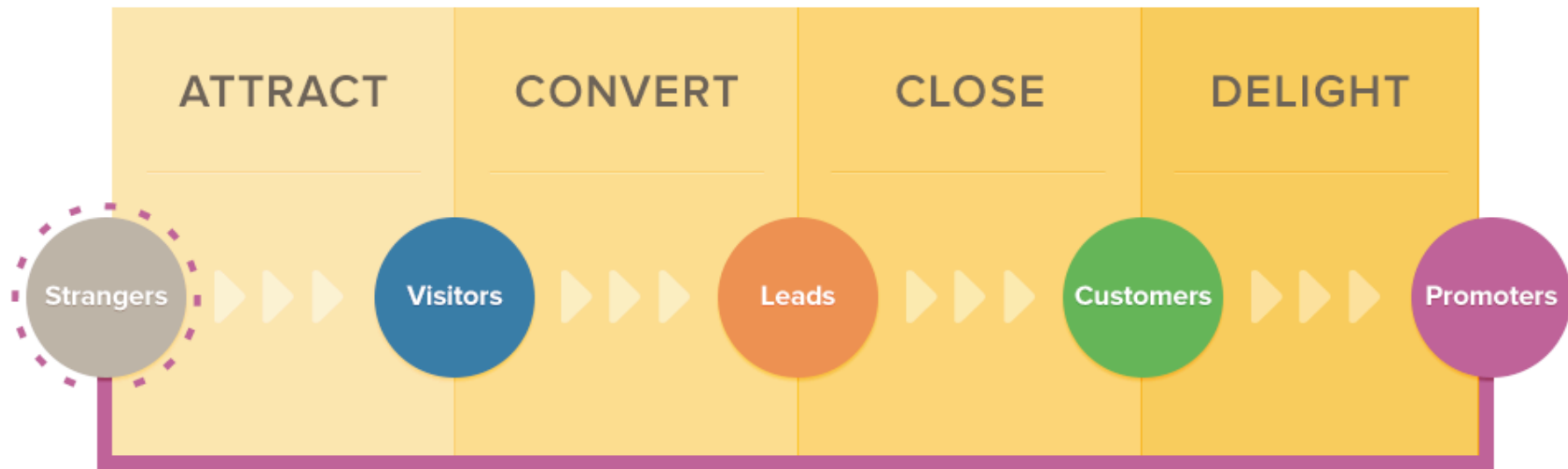




What that looks like is this:

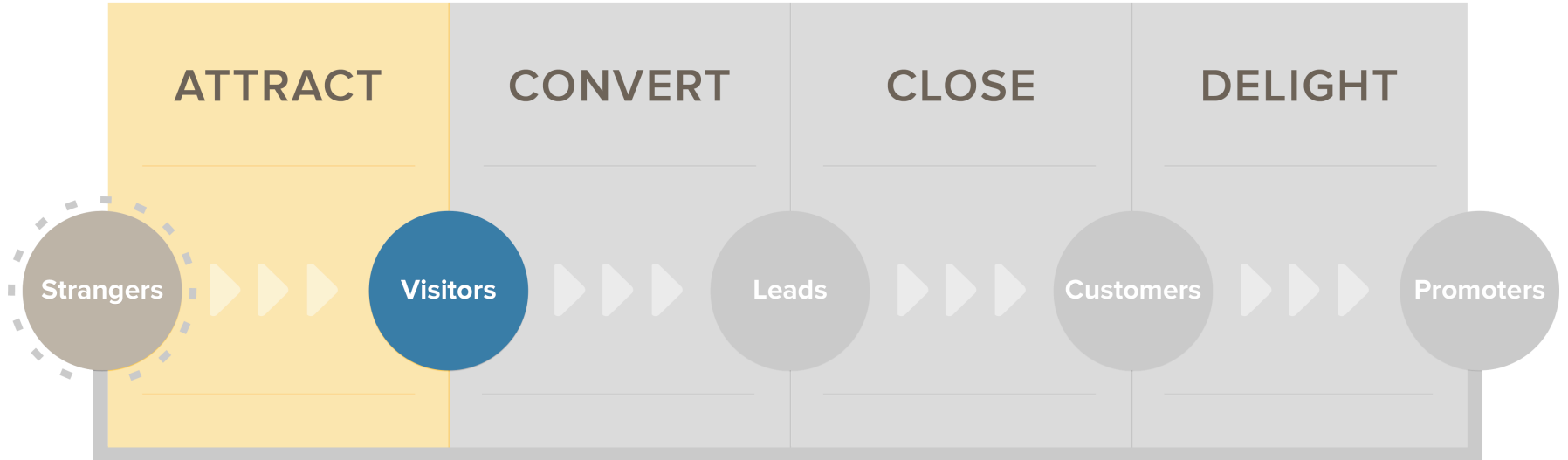
# The Inbound Methodology

# Inbound Methodology



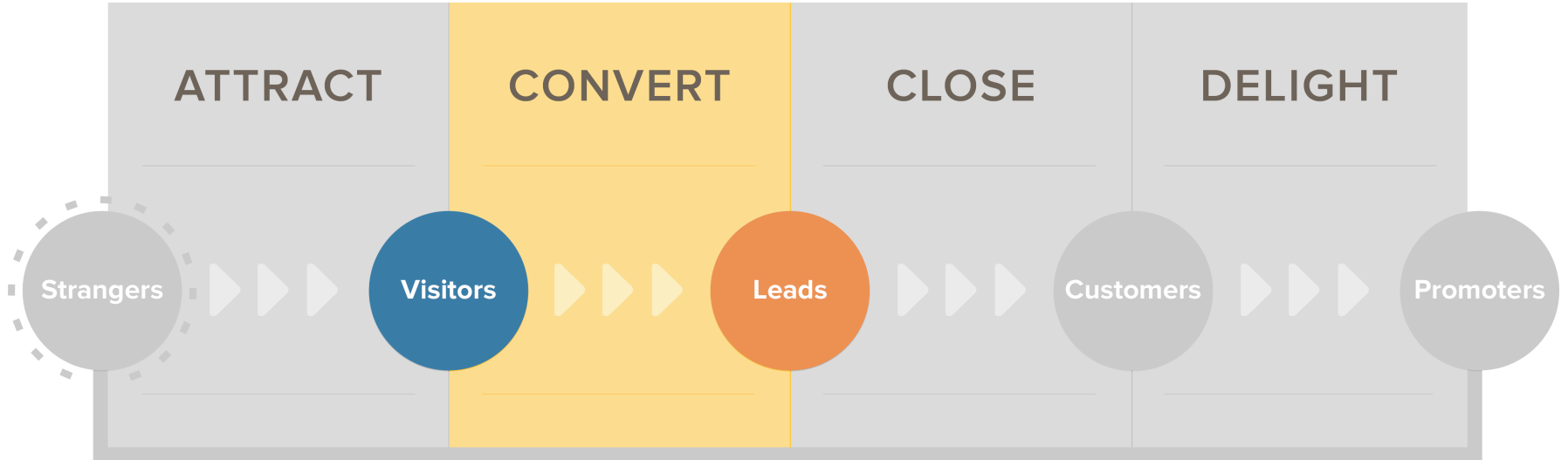
by **HubSpot**

# Inbound Methodology



by **HubSpot**

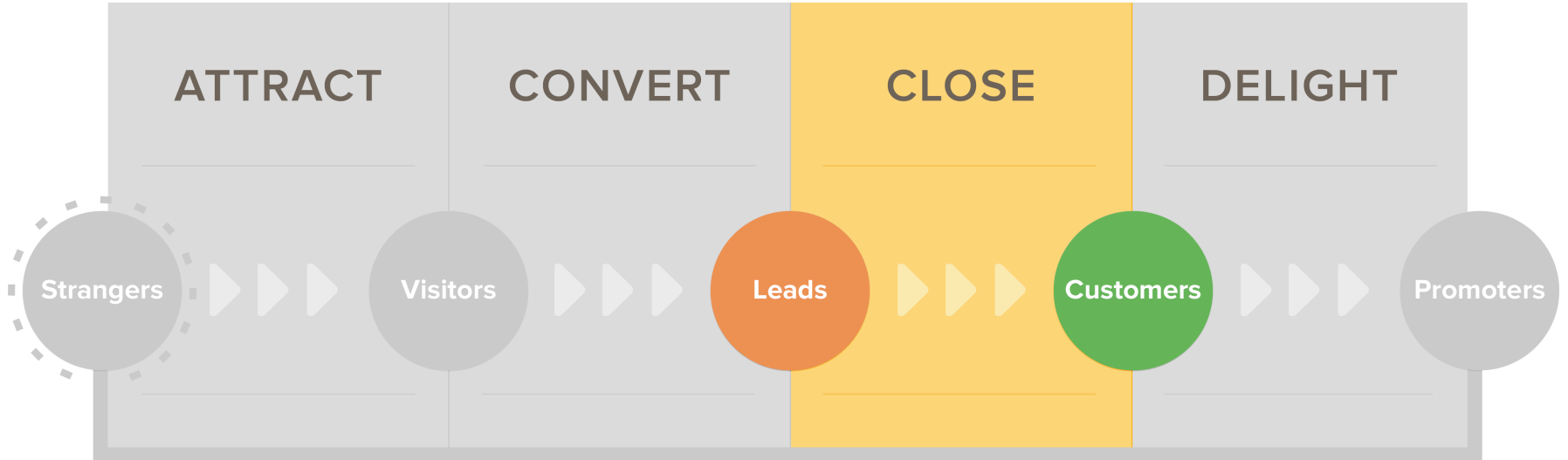
# Inbound Methodology



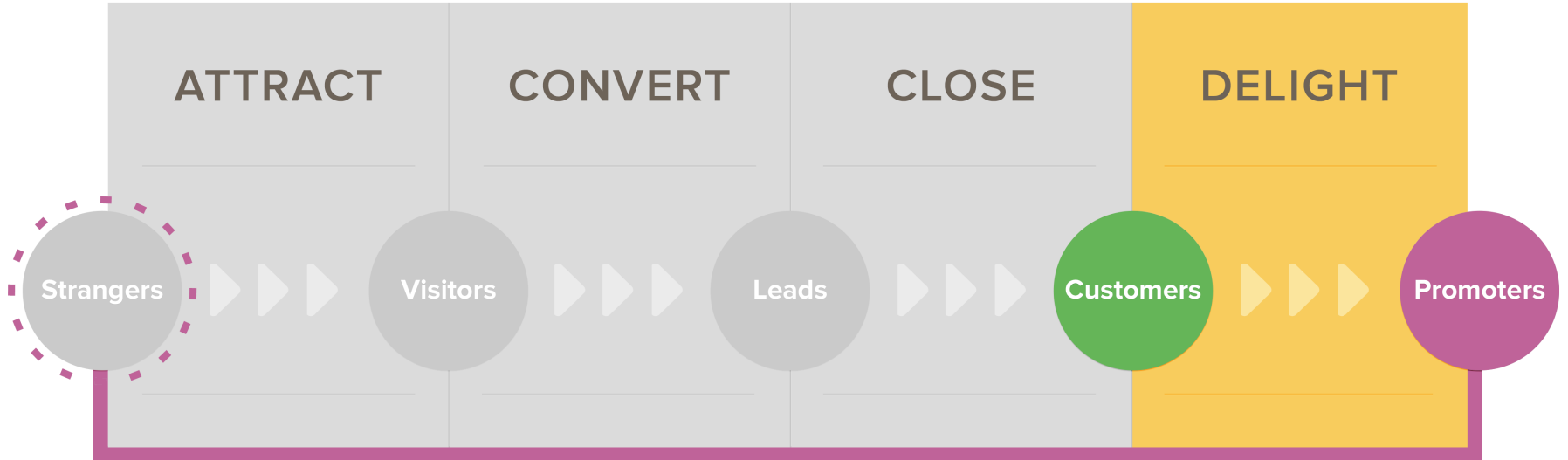
by **HubSpot**



# Inbound Methodology



# Inbound Methodology







What you don't see written in the methodology is "Analyze." Why? Because analysis should be **inherent** in every single thing you do with your inbound strategy.







2

FUNDAMENTALS OF  
INBOUND SUCCESS.

# INBOUND BEST PRACTICES

-  **Use buyer personas.** Know who you're trying to reach - everything you do must be tied back to your personas are.
-  **Use the buyer's journey.** Make sure every interaction your persona has with your organization is tailored to where they are in the buyer's journey.
-  **Create remarkable content.** Content that tailored to both who your personas are and where they are in the buyer's journey is inbound fuel.
-  **Leverage your content.** Make that content available for them to find—and to serve your business goals: content distribution is what provides the context to your content.

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**USE BUYER PERSONAS**

**Your buyer personas are who you're trying to reach.**

Instead trying to attract, convert, close, and delight all 3 billion people on the internet, focus on those most likely to become promoters.



# BUYER PERSONAS

Semi-fictional representations of your ideal customer based on real data and some select educated speculation about customer demographics, behavior patterns, motivations, and goals.



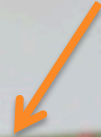
Content to  
attract visitors



Content to  
convert leads



Content to  
close customers



Personas help you create the **right content**.

The right content will most effectively attract your ideal visitors,  
convert them into leads, and close them into customers.

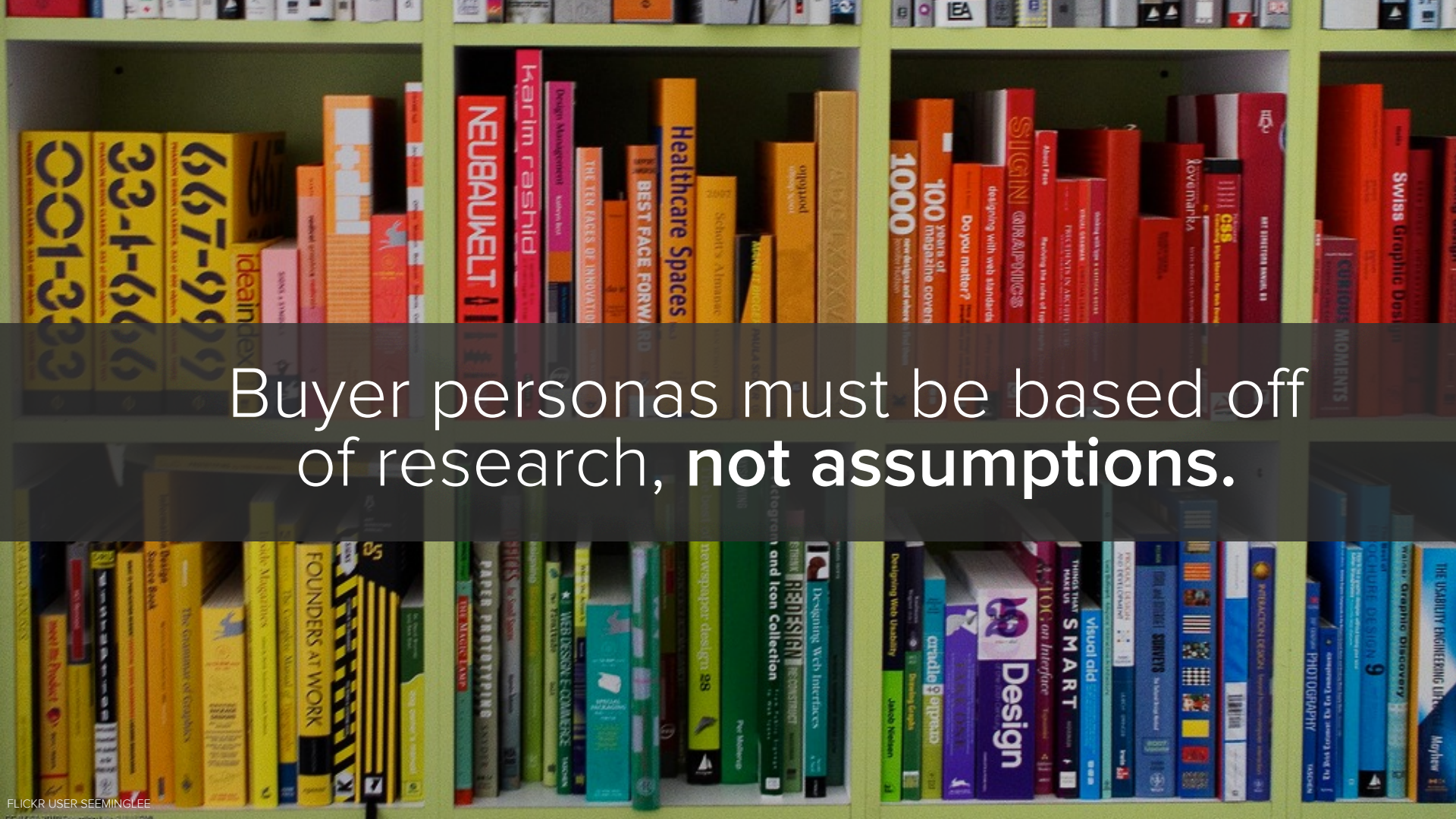


# HOW TO CREATE BUYER PERSONAS

- 1 Do research
- 2 Identify trends
- 3 Create persona profile stories



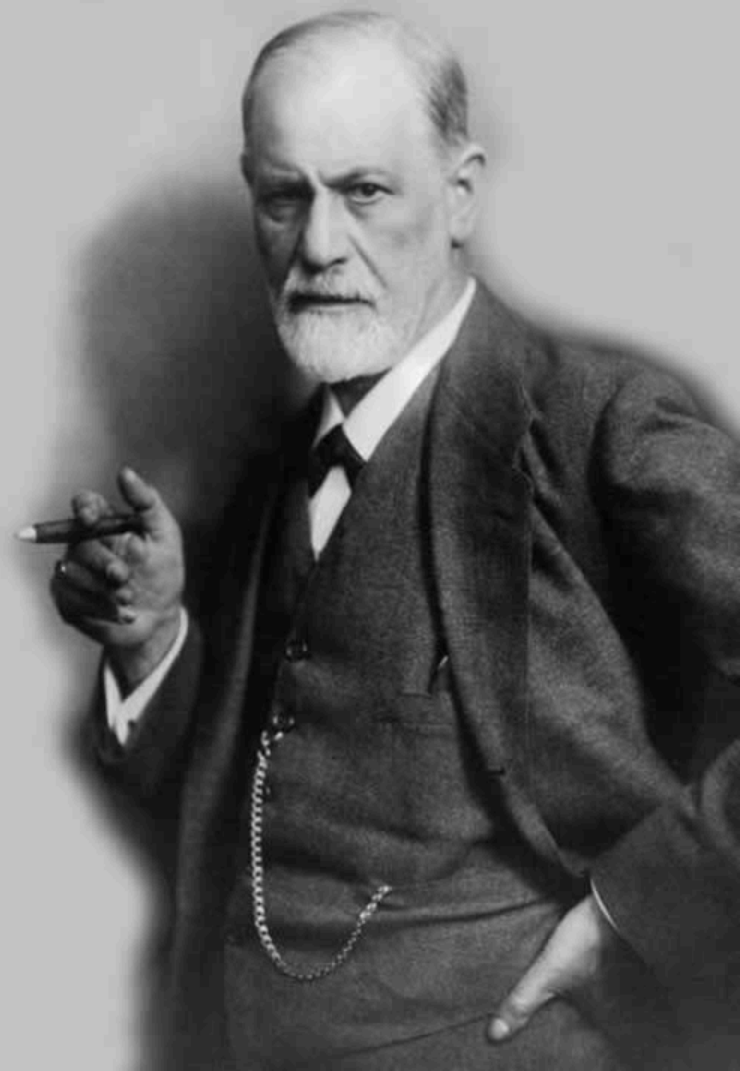
**DO RESEARCH**



Buyer personas must be based off  
of research, **not assumptions.**

# CONDUCTING PERSONA RESEARCH

The questions to ask to develop  
your buyer personas.





# SAMPLE PERSONA RESEARCH QUESTIONS

| Persona Detail       | Sample question to Ask  |
|----------------------|---|
| Role                 | What is your job role/role in life? Your title?                     |
| Company/Organization | What industry or industries does your company work/is your role in? |
| Goals                | What are you working to accomplish?                                 |
| Challenges           | What are your biggest challenges?                                   |
| Watering Holes       | How do you learn about new information for your job?                |
| Personal Background  | How old are you?  |
| Shopping Preferences | Do you use the internet to research vendors or products?            |

WHY

**Always focus on the 'why'.**

Motives, not actions.



# WHO TO INTERVIEW

Your current customers, former customers, prospects and even your co-workers.



**2**

**IDENTIFY TRENDS**



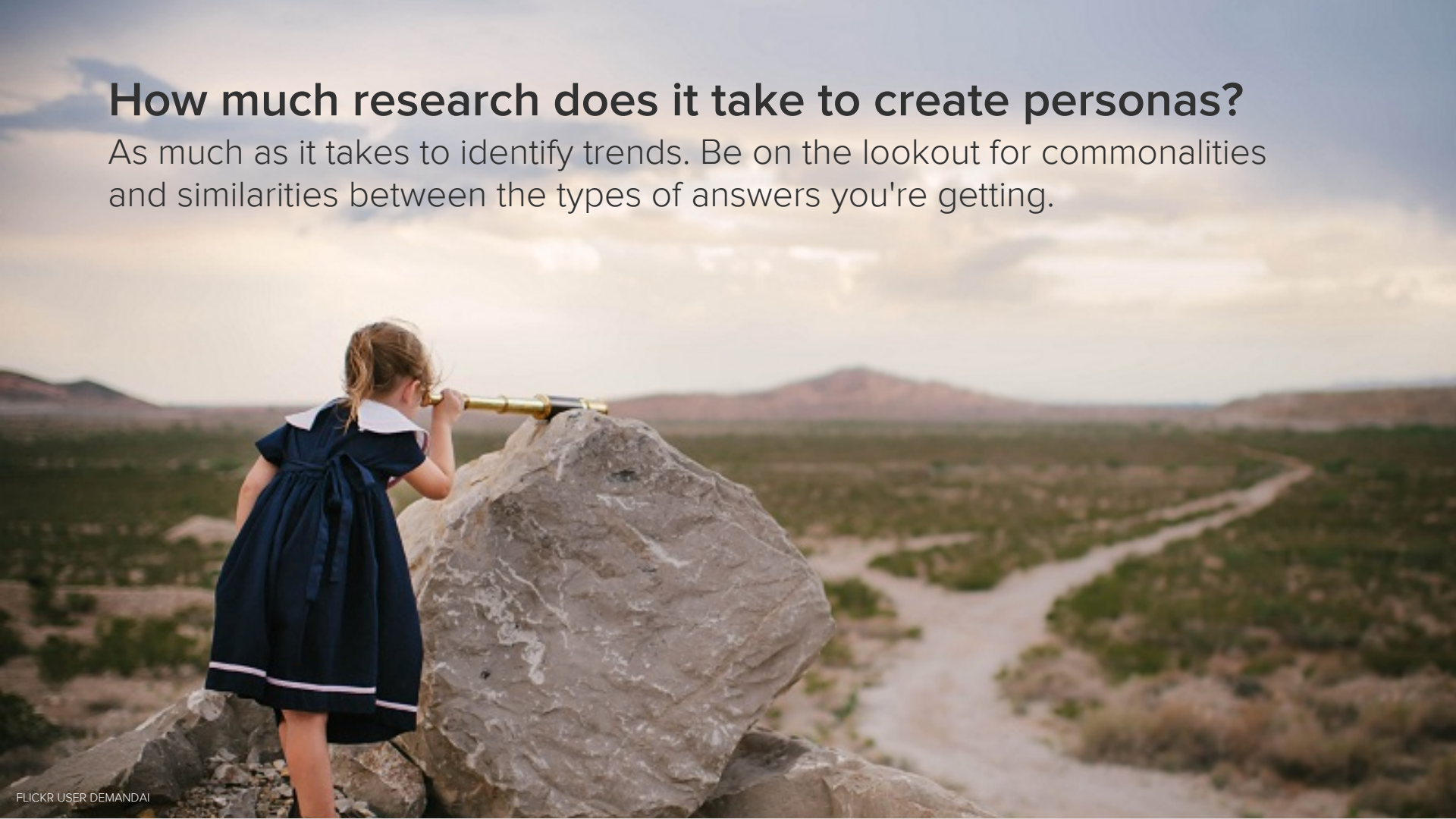
## Bucket research findings.

Patterns and similarities in answers to persona research questions indicate who your personas really are.



# How much research does it take to create personas?

As much as it takes to identify trends. Be on the lookout for commonalities and similarities between the types of answers you're getting.







## How many personas should you have?

As many as needed, but if you feel like you have too many, remember to always focus on why.

**3**

**CREATE PERSONA  
PROFILE STORIES**



# PERSONA NAME



## **BACKGROUND:**

- Basic details about persona's role, key information about the persona's company
- Relevant background info

## **DEMOGRAPHICS:**

- Gender, age range, HH Income (consider a spouse's income, if relevant)

## **IDENTIFIERS:**

- Buzz words & mannerisms

## **GOALS:**

- Persona's primary & secondary goal

## **CHALLENGES:**

- Primary and secondary challenge to persona's success

## **HOW WE HELP:**

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

## **COMMON OBJECTIONS:**

- ID the most common objections your persona will raise during the sales process

## **REAL QUOTES:**

- Include a few real quotes (taken during interviews) that well represent your persona to make it easier employees to relate to/understand to them.

# SAMPLE SALLY

## BACKGROUND:

- Head of HR, married with 2 children (10 and 8)
- Worked at same company for 10 years; worked up from HR Associate

## DEMOGRAPHICS:

- Skews female, age 30-45, suburban, dual HH Income: \$140,000

## IDENTIFIERS:

- Calm demeanor, usually assistant screening calls, wants collateral mailed/printed

## GOALS:

- Keep employees happy and turnover low, support legal and finance teams

## CHALLENGES:

- Getting everything done with a small staff, rolling out changes to the entire company

## HOW WE HELP:

- Make it easy to manage all employee data in one place
- Integrate with legal and finance systems

## COMMON OBJECTIONS:

- Worried will lose data moving to a new system, doesn't want to have to train the entire company on it.

## REAL QUOTES:





- "It's been difficult getting company-wide adoption of new technologies in the past."
- "I've had to deal with so many painful integrations with other departments' databases and software."





It's not enough to know just who you're trying to reach, you also have to know what they **want to see.**

# INBOUND BEST PRACTICES

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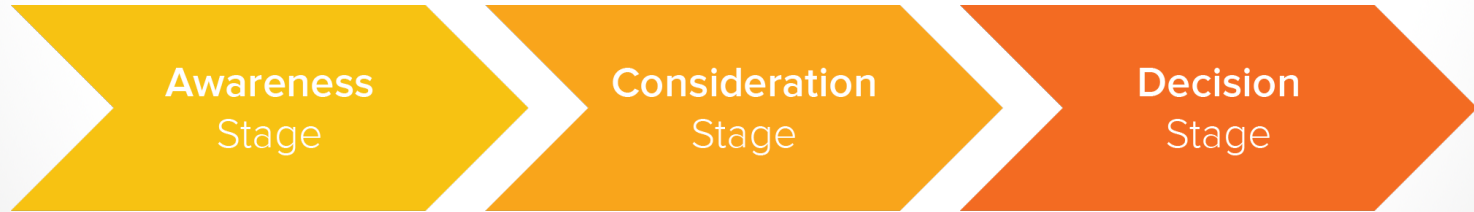


**USE THE BUYER'S JOURNEY**

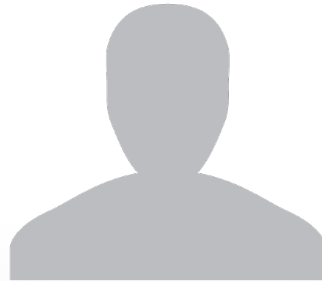
# The Buyer's Journey

The active research process someone goes through leading up to making a purchase.

# THE BUYER'S JOURNEY



**Prospect is experiencing and expressing symptoms of a problem or opportunity.** Is doing educational research to more clearly understand, frame, and give a name to their problem.

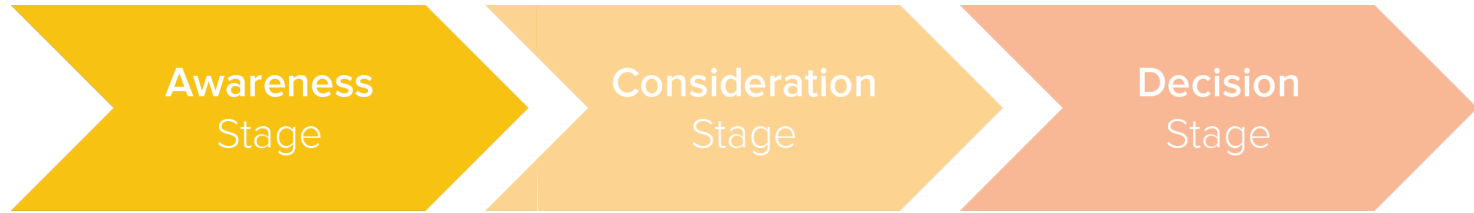


**Prospect has now clearly defined and given a name to their problem or opportunity.** Is committed to researching and understanding all of the available approaches and/or methods to solving the defined problem or opportunity.



**Prospect has now decided on their solution strategy, method, or approach.** Is compiling a long list of all available vendors and products in their given solution strategy. Is researching to whittle the long list down to a short list and ultimately make a final purchase decision.

# THE BUYER'S JOURNEY



**Prospect is experiencing and expressing symptoms of a problem or opportunity.** Is doing educational research to more clearly understand, frame, and give a name to their problem.



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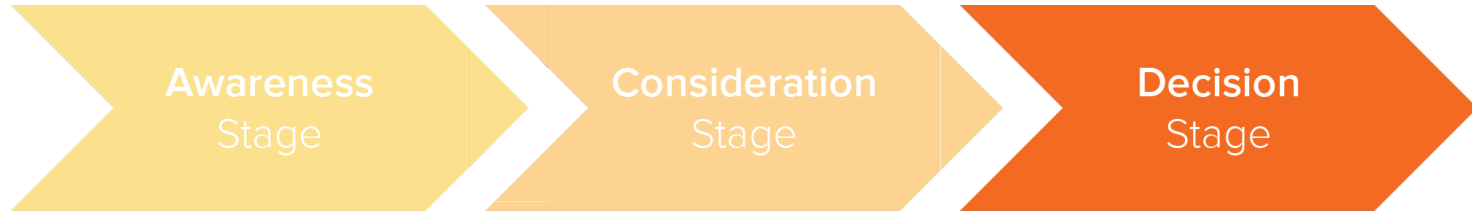


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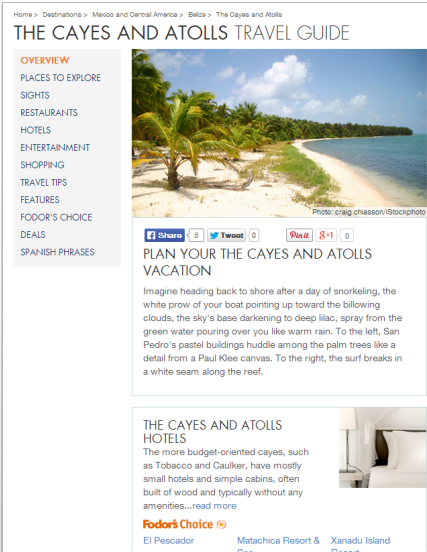
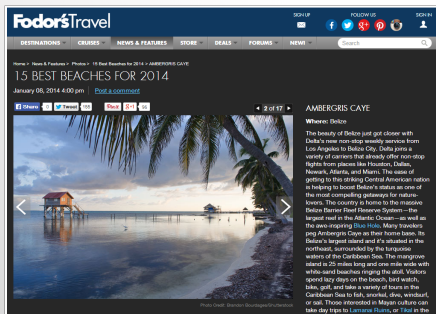
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# THE BUYER'S JOURNEY

Awareness  
Stage

Consideration  
Stage

Decision  
Stage



## AIR TRAVEL

Maya Island Airways and Tropic Air operate flights between both the international and municipal airports in Belize City and Ambergris Caye and Caye Caulker. Each airline has roughly hourly service during daylight hours to and from the cayes. One-way fares on either Tropic and Maya Island to either San Pedro or Caye Caulker for the 15- to 20-minute flight are about BZ\$83 (municipal) and BZ\$144 (international). To the cayes, you

## CONTACTS

**Maya Island Airways** (Belize City Municipal Airport, Belize City, 223/1140 for reservations. [www.mayaislandair.com](http://www.mayaislandair.com).)

**Tropic Air** (San Pedro Airstrip, San Pedro. 226/2012; 800/422-3435 in U.S. [reservations@tropicair.com](mailto:reservations@tropicair.com). [www.tropicair.com](http://www.tropicair.com).)

[MORE TRAVEL TIPS >](#)

## THE CAYES AND ATOLLS TRAVEL DEALS CRUISES

**\$330 & up -- 6-Night Caribbean Cruises on Carnival**  
*Carnival Cruise Lines*





\*Some taxes, fees additional

# THE BUYER'S JOURNEY





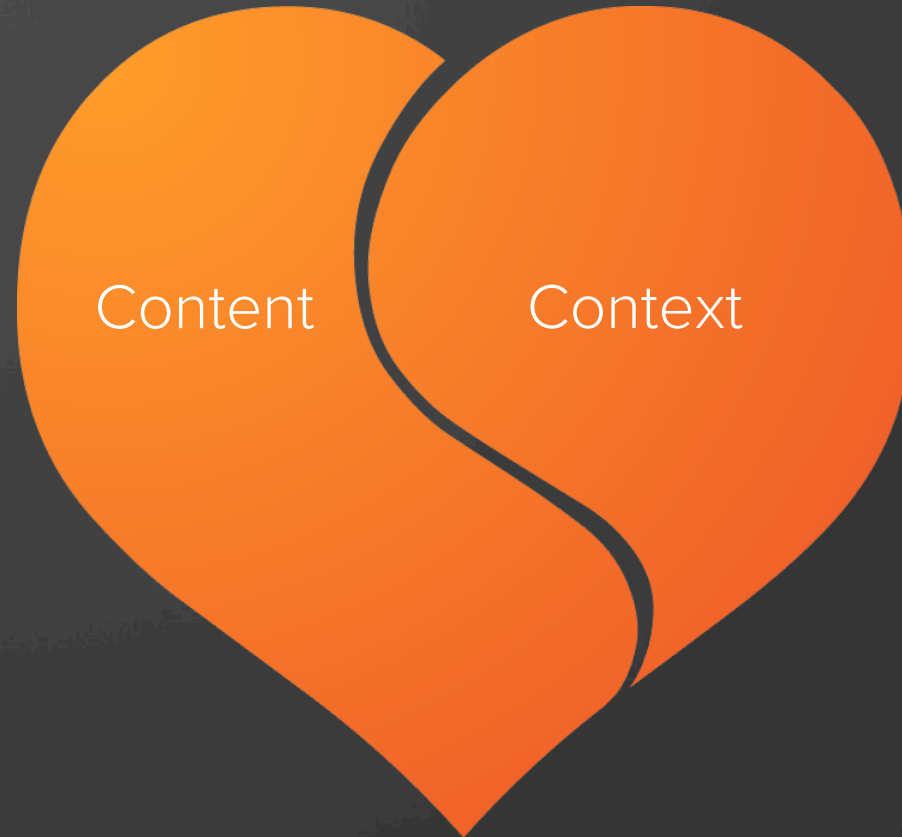
# INBOUND BEST PRACTICES

-  **Use buyer personas.** Know who you're trying to reach - everything you do must be tied back to your personas are.
-  **Use the buyer's journey.** Make sure every interaction your persona has with your organization is tailored to where they are in the buyer's journey.
-  **Create remarkable content.** Content that tailored to both who your personas are and where they are in the buyer's journey is inbound fuel.
-  **Leverage your content.** Make that content available for them to find—and to serve your business goals: content distribution is what provides the context to your content.



**CREATE REMARKABLE CONTENT**

Inbound Marketing = Content + Context



# CONTENT

Your content is your marketing toolkit. Things like blogs, interactive tools, photos/infographics, videos, and eBooks/presentations work to attract, convert, close, and delight.











# CONTEXT

Context is who you're creating it for: you can't just write any posts, you have to write the right ones – those tailored to who you're trying to reach and what they're interested in.

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**LEVERAGE YOUR CONTENT.**



It's not enough to just  
have great content.

You need to have a way  
to get that content out  
**into the world.**







Distribution makes content **relevant**.

# LEVERAGING CONTENT VIA DISTRIBUTION

The right distribution technique gets the right content in front of the right person at the right time.



Website  
pages



Business  
blog



Social  
media



Landing  
pages







Calls-to-  
action



Marketing  
emails

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3

WHAT EFFECTIVE  
INBOUND STRATEGIES  
LOOK LIKE.




**INBOUND EXAMPLE:**



1

HOME PAGE / SIMPLE SOLUTIONS. EXCEPTIONALLY CLEAN.

CLEAN AN AREA FIND A SOLUTION CHOOSE A PRODUCT EXPLORE RESOURCES



Simple solutions for results you notice  
Restaurant Solutions

**Simple Solution. Exceptionally Clean.**  
Get the job done right the first time with an effective and efficient cleaning program from P&G Professional, designed especially for your foodservice needs. Our multipurpose products give you superior cleaning at equal or lower cost by reducing the total number of products you need to stay compliant.

Back of House Front of House Hand Hygiene

Back of House

A clean kitchen isn't just a matter of preference—it's a strict matter of compliance. Our trusted brands deliver the exceptional cleaning you demand for every hard surface in

# WHO ARE P&G'S PERSONAS?

Multiple personas, multiple messages, multiple sites.

- 1 Restaurant industry (business-to-business)
- 2 Homemaker (business-to-consumer)
- 3 Hospitality industry (business-to-business)

2


P&G everyday

HOME • LOGIN • LAUNDRY • AIR CARE • INFORMATION


Hello please login or register

Search


Categories Coupons (\$0.00)



**Lighten Up Your Home for Spring**  
Read expert tips and tricks >



**Watch our projects come to life!**  
See the Projects >



**Try it & Love it**

Make life a little easier. Register for:  
 • Inspirational articles  
 • Special offers & savings  
 • Products and reviews

Sign me up >

3

HOME PAGE / SIMPLE SOLUTIONS. EXCEPTIONALLY CLEAN.

CLEAN AN AREA FIND A SOLUTION CHOOSE A PRODUCT EXPLORE RESOURCES



Elevating guest satisfaction  
Hospitality Cleaning Solutions

**Simple Solutions. Exceptionally Clean.**  
P&G Professional helps you keep every area of your property sparkling clean, fresh smelling and comfortable, so your guests feel right at home.

Laundry Housekeeping Foodservice Floor Care Hand Hygiene Air Care

Laundry

Frequent laundering, stain removal and bleaching can take a toll on your linens. The Tide Professional Laundry system is the

## P&G Corporate Homepage

The face of the brand and their digital storefront. Optimized to have the right content and positioning to attract their ideal buyers.

The screenshot shows the P&G corporate homepage with a blue header. The main navigation includes 'Company', 'Brands & Innovation', 'Sustainability', and 'News & Media'. A search bar is located in the top right. The main banner features a group of children in white t-shirts and shorts lying in a circle on grass, with the text 'HELPING MOMS HELP THEIR KIDS LEAD HEALTHY AND ACTIVE LIVES BY FUNDING WORLDWIDE SPORTS PROGRAMS.' and a 'Watch the Video' button. Below the banner are logos for Tide, Gillette, Duracell, Crest, and Pantene. A stock price indicator shows 'PG (NYSE) \$79.31 +0.07'. A secondary banner features three athletes: Amy Purdy (2014 Paralympic Hopeful, Women's Snowboarding), Evan Lysacek (2010 Olympic Gold Medalist, Men's Figure Skating), and Julie Chu (2010 Olympic Silver Medalist, Women's Ice Hockey), with the text 'RAISING A CHAMPION IS HARD. P&G brands make EVERYDAY SAVINGS easy.' and a 'LEARN MORE' button. The footer contains a 'News' section with the article 'Puberty is Not a Problem to Be Solved: Empowering Girls to Succeed at School' and a 'P&G Views' section with the article 'P&G Launches Annual Diversity & Inclusion Report'.

**P&G** Investor / Shareholder Relations Careers Partners & Suppliers WORLDWIDE SITES SEARCH

Company Brands & Innovation Sustainability News & Media

HELPING MOMS HELP THEIR KIDS LEAD HEALTHY AND ACTIVE LIVES  
BY FUNDING WORLDWIDE SPORTS PROGRAMS.

Watch the Video

THANK YOU, MOM.  
You deserve the best.

Tide Gillette DURACELL Crest PANTENE

PG (NYSE) \$79.31 +0.07

AMY PURDY 2014 Paralympic Hopeful, Women's Snowboarding  
EVAN LYSACEK 2010 Olympic Gold Medalist, Men's Figure Skating  
JULIE CHU 2010 Olympic Silver Medalist, Women's Ice Hockey

RAISING A CHAMPION IS HARD.  
P&G brands make  
EVERYDAY SAVINGS easy.

LEARN MORE

News  
Puberty is Not a Problem to Be Solved: Empowering Girls to Succeed at School  
Read this Post

P&G Views  
P&G Launches Annual Diversity & Inclusion Report  
Read this Post

Innovating for Every Day





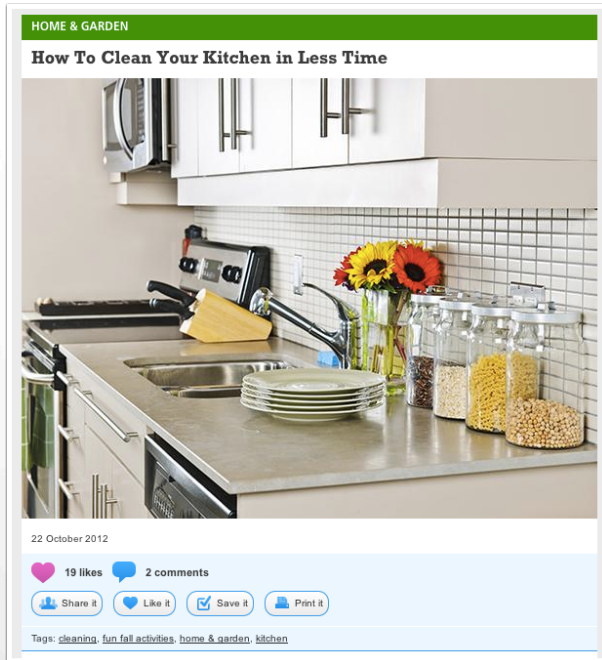
P&G's business-to-consumer persona: **The Homemaker.**

A mom who wants quality products for her family and home, but doesn't want to spend a fortune on them.



# CONTENT TO ATTRACT

Awareness and Consideration stage content that helps P&G's persona better identify or understand her issues works to attract her to their site.

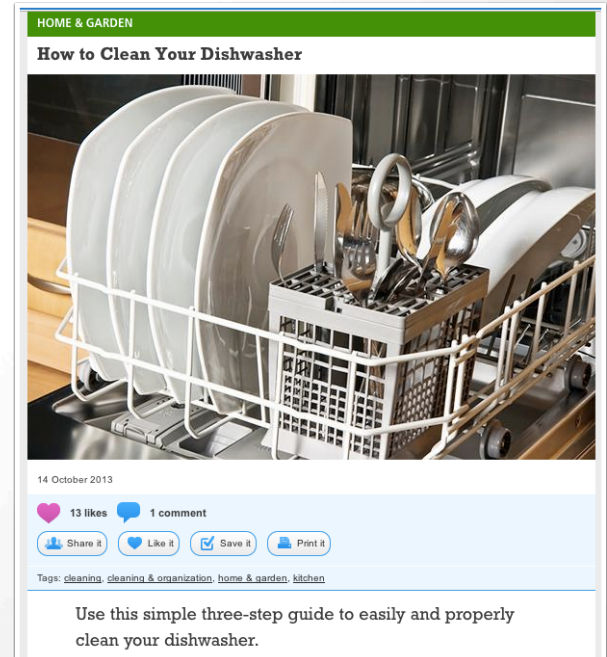


## AWARENESS STAGE

Provides persona general tips on her issue: keeping the home clean for her family.

## CONSIDERATION STAGE

Persona can learn more about the specifics of her problem: here, doing the dishes.



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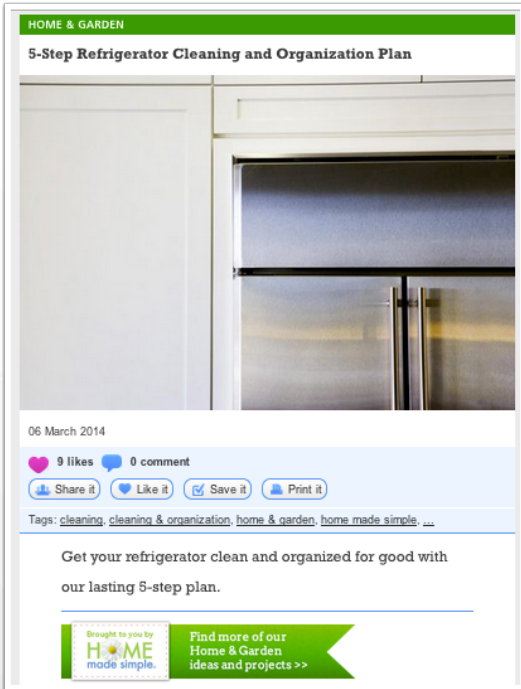
Persona can learn more about the specifics of her problem: here, doing the dishes.



How should this content get **distributed?**

# CONTENT TO CONVERT

Awareness and Consideration stage content that helps P&G's persona better identify her issues, explore them in more detail, and convert into a lead.



HOME & GARDEN

## 5-Step Refrigerator Cleaning and Organization Plan

06 March 2014

9 likes 0 comment

Share it Like it Save it Print it

Tags: [cleaning](#), [cleaning & organization](#), [home & garden](#), [home made simple](#) ...

Get your refrigerator clean and organized for good with our lasting 5-step plan.

Brought to you by **HOME made simple.** Find more of our Home & Garden ideas and projects >>>



## CONSIDERATION STAGE

Persona can download 5-step guide to learn about the specifics of a particular element of her problem.



## AWARENESS STAGE

Persona can download tip sheet with general organization ideas and convert into a lead.



HOME & GARDEN

## Easy Home Organization: 1 Day, 1 Task

04 January 2014

66 likes 1 comment

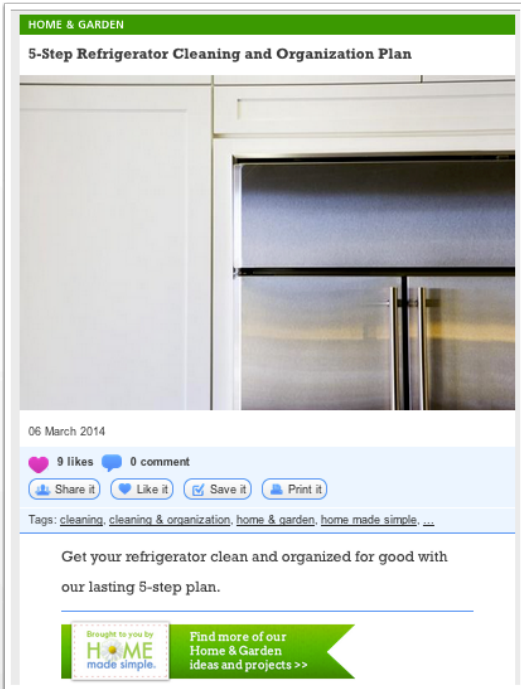
Share it Like it Save it Print it

Tags: [cleaning & organization](#), [home & garden](#), [home made simple](#), [organizing](#), [spring cleaning](#)

Use our comprehensive plan for organizing your home,

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## AWARENESS STAGE

Persona can download tip sheet with general organization ideas and convert into a lead.



How should this content get **distributed?**




# CONTENT TO CLOSE

Decision-stage content nurtures and closes P&G's persona into a customer by providing information and resources that help her choose a brand/provider.

COUPON

paper towel  
**Bounty**




Bounty DuraTowel

**\$1.00**  
of reduction in store\*

Print coupon

COUPON

dish soap  
**Dawn**



Dawn Hand Renewal, Power Clean,  
Bleach Alternative or Oxi

**\$0.50**  
of reduction in store\*

Print coupon


## DECISION STAGE

Product reviews can provide P&G's persona with the information necessary to make a brand decision.



PRODUCTS & REVIEWS

**Hard on grease, soft on your hands.**



Dawn Platinum Dish Soap

dish soap

215 likes **4.65** ★★★★★ 19 Reviews [See Ratings Details](#)

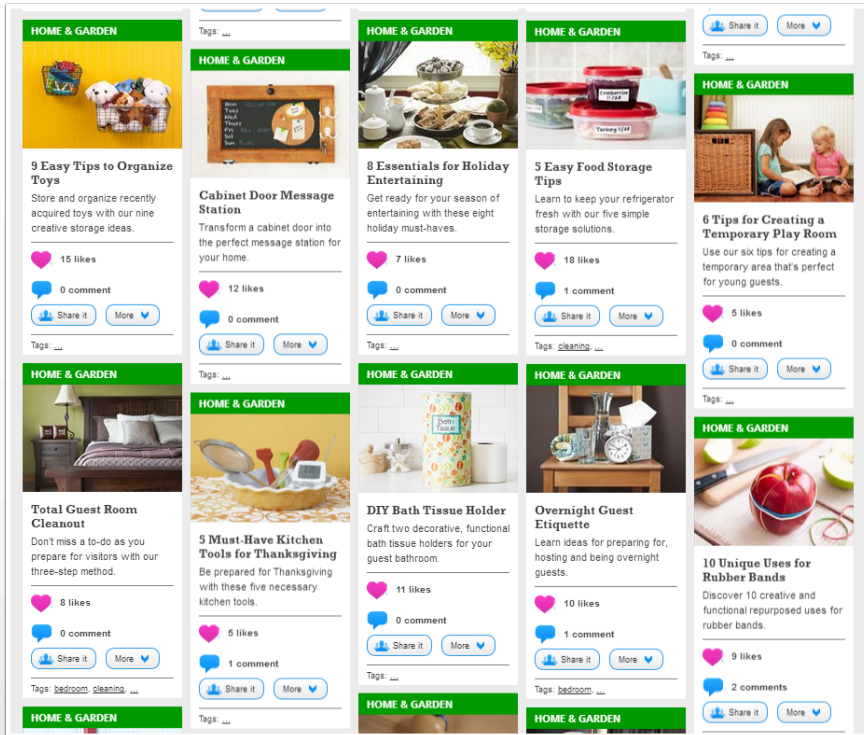
[Buy Online](#) [Write a review](#) [Share it](#) [Like it](#) [Save it](#)



**DECISION STAGE** Coupons for a product or closely related products can help P&G's persona make the decision to go with one of their brands.

# CONTENT TO DELIGHT

P&G creates a great inbound experience for their current customers by creating and providing content relevant to them, too.



What stage of the buyer's journey do you think this falls into?

**Any stage**, depending on what P&G would like to happen.

# 4 KEY TAKEAWAYS AND RESOURCES.

# KEY TAKEAWAYS

- 1 Inbound marketing is a fundamental shift in the way we do business.
- 2 Your buyer personas are who you're trying to attract, convert, close, and delight.
- 3 Personas must be based on research.
- 4 The buyer's journey is the active research process a buyer goes through leading up to making a purchase.
- 5 Successful inbound strategies must take personas and the buyer's journey into consideration.
- 6 Make sure the right people get the right message via your distribution.



# RESOURCES

- 1 [Why Inbound Matters: INBOUND13 opening video](#) [video]
- 2 [Buyer Persona Creation Template](#) [downloadable template]
- 3 [The Buyer's Journey: The Marketing Funnel, Evolved](#)  
[webinar series]
- 4 [45 Terms Every Inbound Marketer Should Know](#) [blog post]