

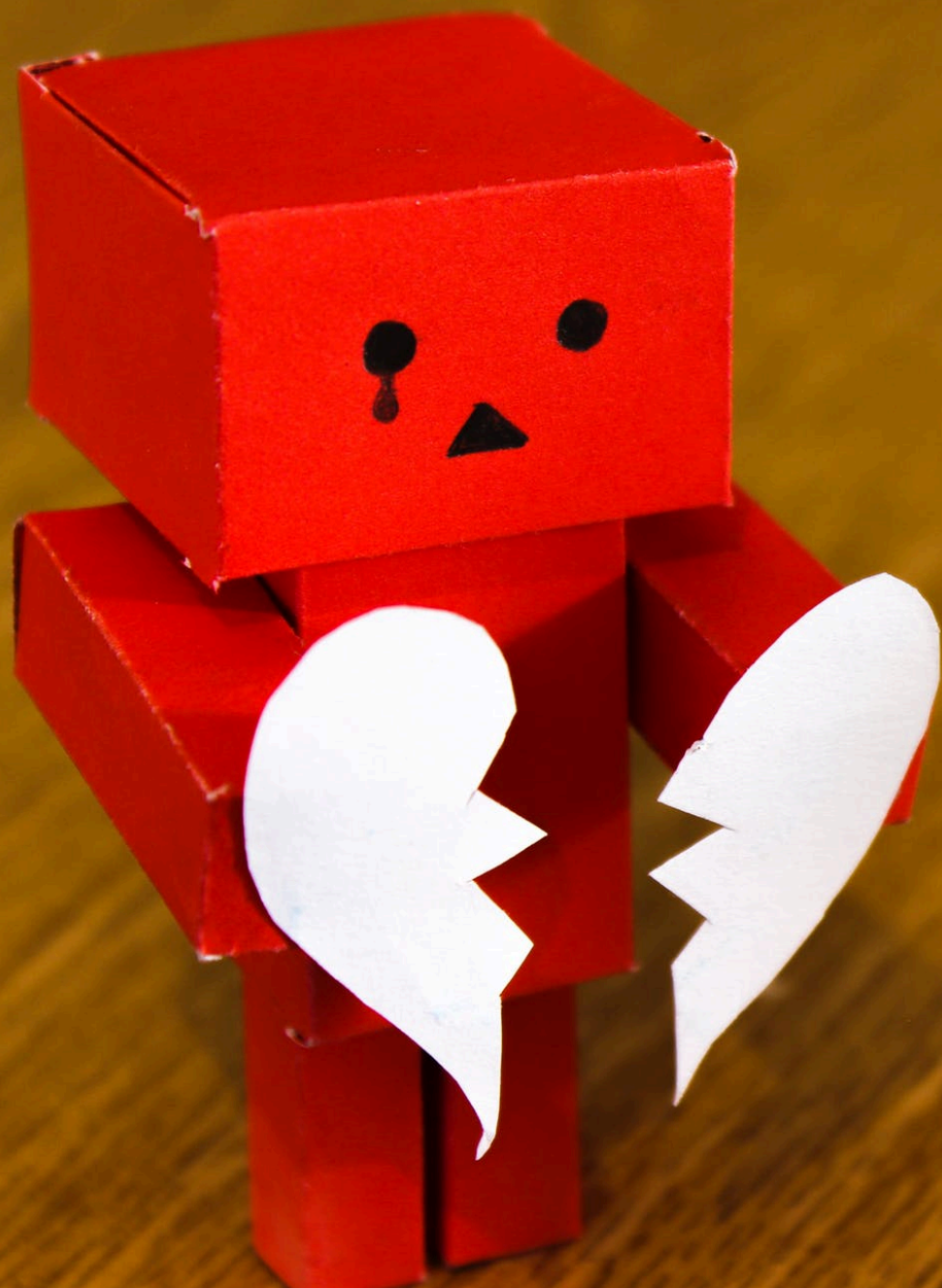


# Understanding the Fundamentals of Inbound

WHAT IS INBOUND?

In today's world, there's a belief that in order to do business well, you have to be ruthless and cutthroat.





You have to grow,  
even at **the expense**  
of your customers.



The sentiment is everywhere.



This leads companies to make short-term decisions that sacrifice long-term relationships.



Buyers today have  
**all the power.**



The buyer is more empowered  
and has more information  
about your product, industry,  
and competition.





# 94%

consumers have discontinued communications with a company  
because of irrelevant promotions or messages.

# 74%

of people are likely to switch brands  
if they find the purchasing process too difficult.

# 51%

of customers will never do business with that company again  
after one negative experience.

# 93%

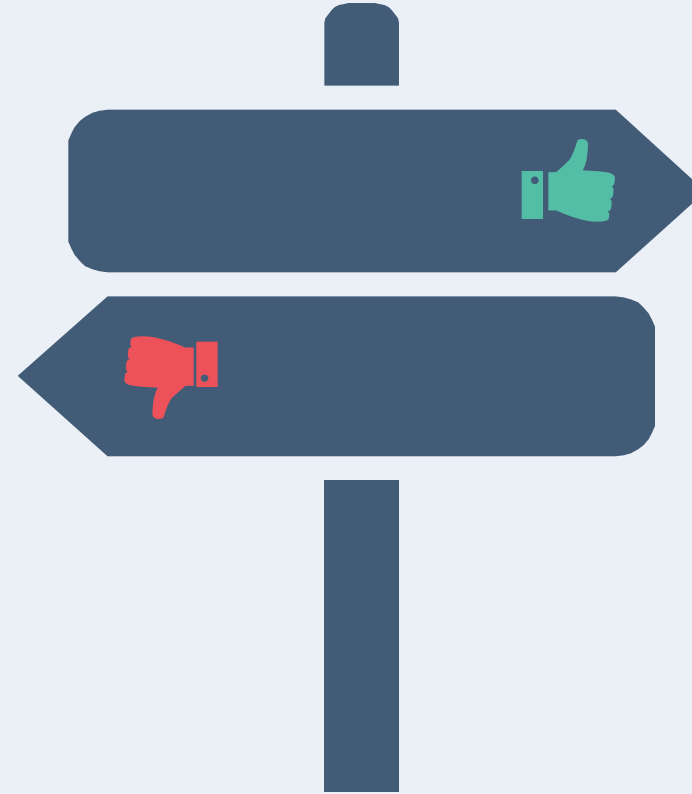
of consumers said they are more likely to be repeat customers  
at companies with remarkable service.



# 77%

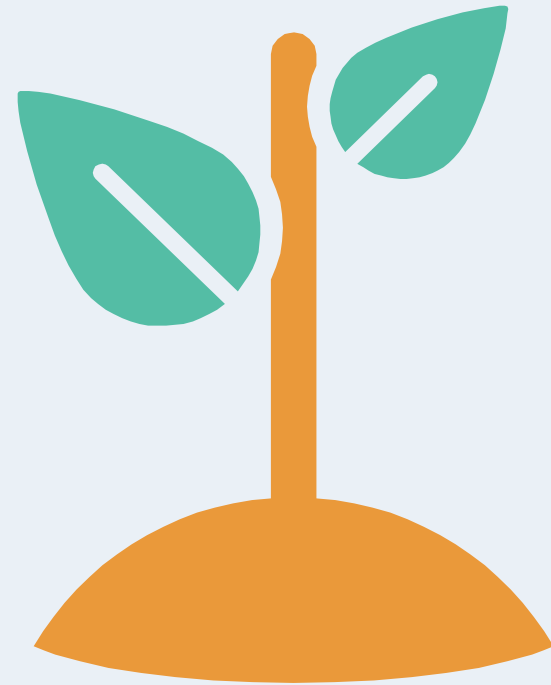
of consumers shared positive experiences  
with their friends or on social media and review sites.

There's **a better way**  
to do business.



INBOUND IS A  
PHILOSOPHY BASED  
AROUND **HELPING PEOPLE.**


Because when good-for-the-customer means good-for-the-business, your company can **grow better** over the long-term.





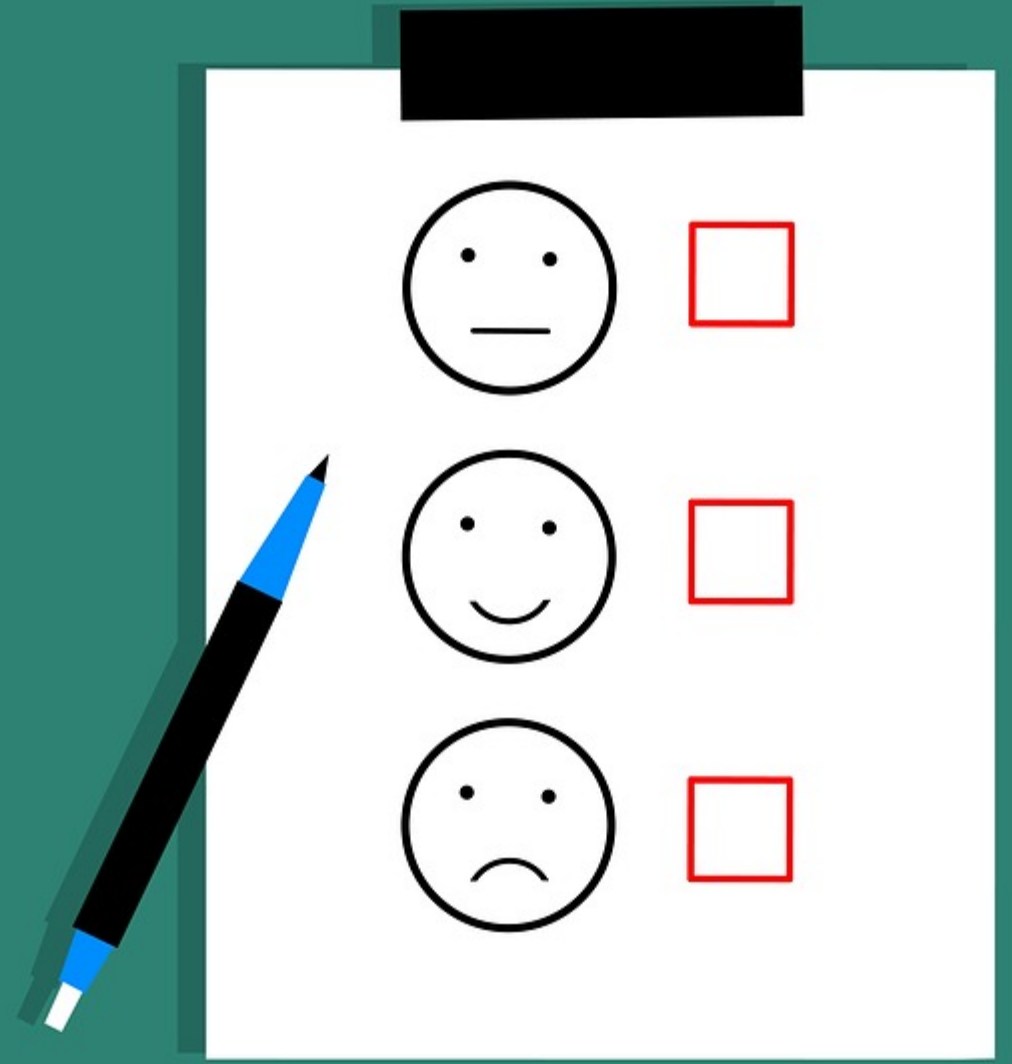


Empowering your prospects and customers rather than forcing them to engage with you with interruptive experiences.



Consumers' buying behaviors  
are going to continue to change  
and evolve.

You want to create  
experience that makes  
your prospects feel **valued**.

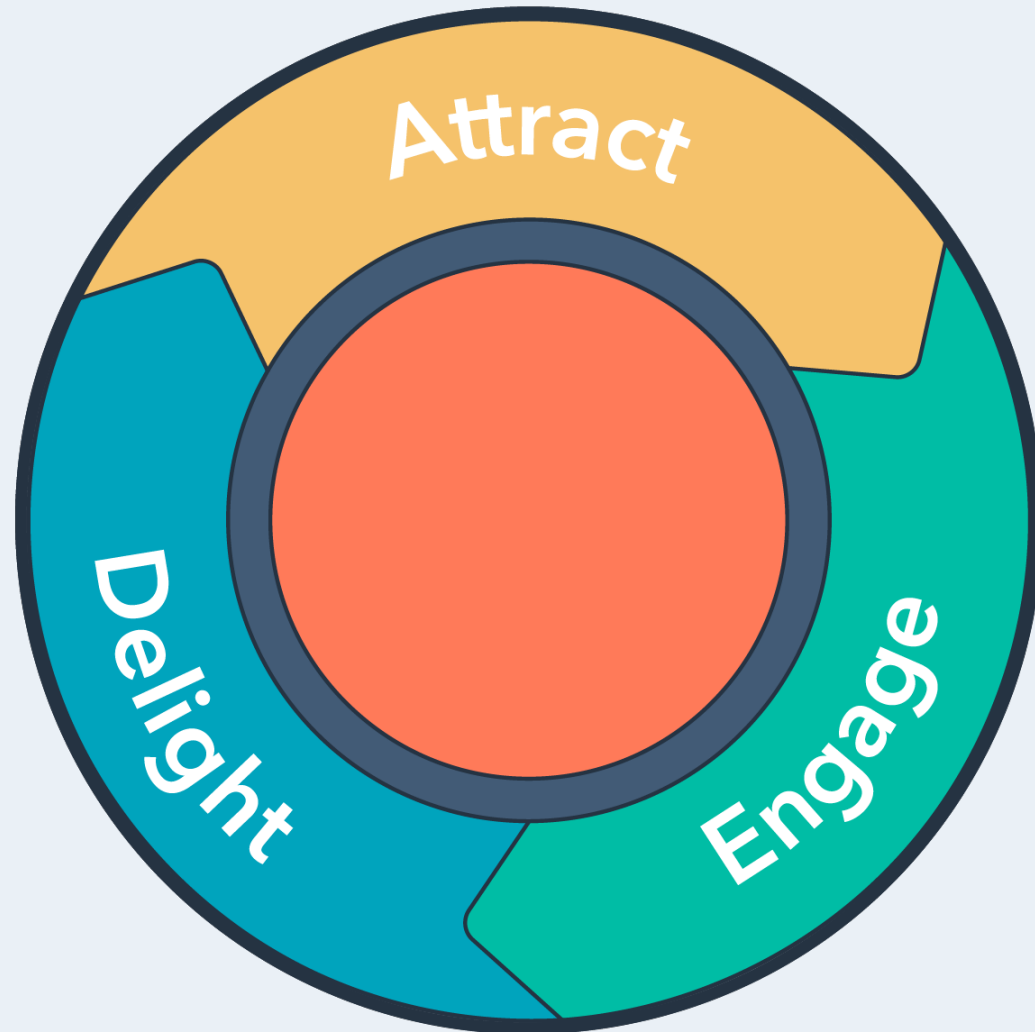


WHAT IS THE INBOUND  
METHODOLOGY?



How do you actually *do* inbound?

# INBOUND METHODOLOGY





ATTRACTING ISN'T JUST  
THE ROLE OF MARKETERS.

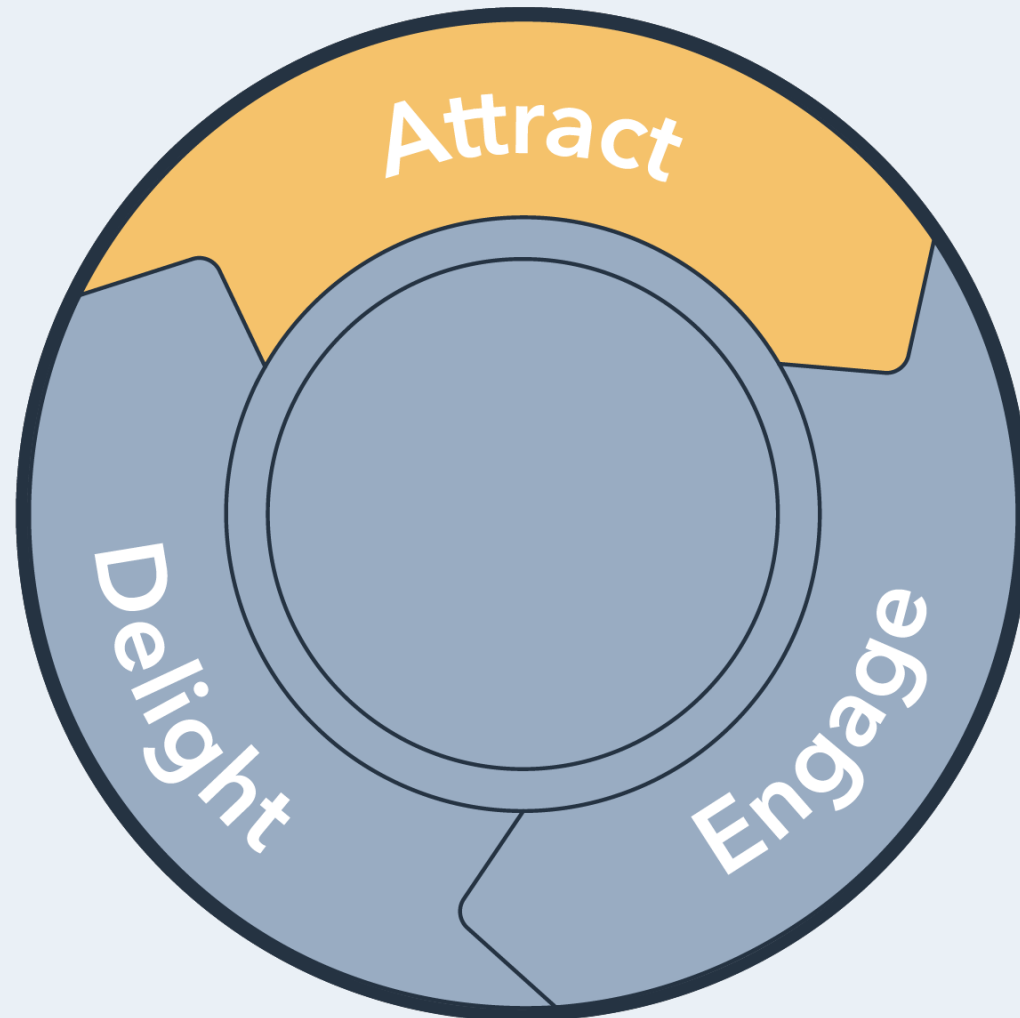


ENGAGING ISN'T JUST  
THE ROLE OF SALES REPS.



DELIGHTING ISN'T JUST  
THE ROLE OF SERVICES REPS.

# INBOUND METHODOLOGY



Helpful content is contextual content, meaning that it relates directly to the question being asked, outcome being sought, or an aspirational goal.

That shows why you're a **thought leader**.



# ATTRACT

- For a marketer: creating helpful content and experiences that demonstrate your knowledge



# ATTRACT

- For a marketer: creating helpful content and experiences that demonstrate your knowledge
- For a sales rep: making yourself available for meetings, calls, or live chat

# ATTRACT

- For a marketer: creating helpful content and experiences that demonstrate your knowledge
- For a sales rep: making yourself available for meetings, calls, or live chat
- For services: using knowledge documents and chatbots to make information easy to find





Every business is an expert.





The engage stage begins the moment a person takes the desired action.

In this stage, you begin to collect information about the individual you're working with.





A group of four business professionals in an office setting. A man in a blue suit and striped tie is shaking hands with a woman in a light blue shirt. In the background, a man in a grey suit and red tie and a woman in a light blue blazer are smiling. The scene is brightly lit with large windows in the background.

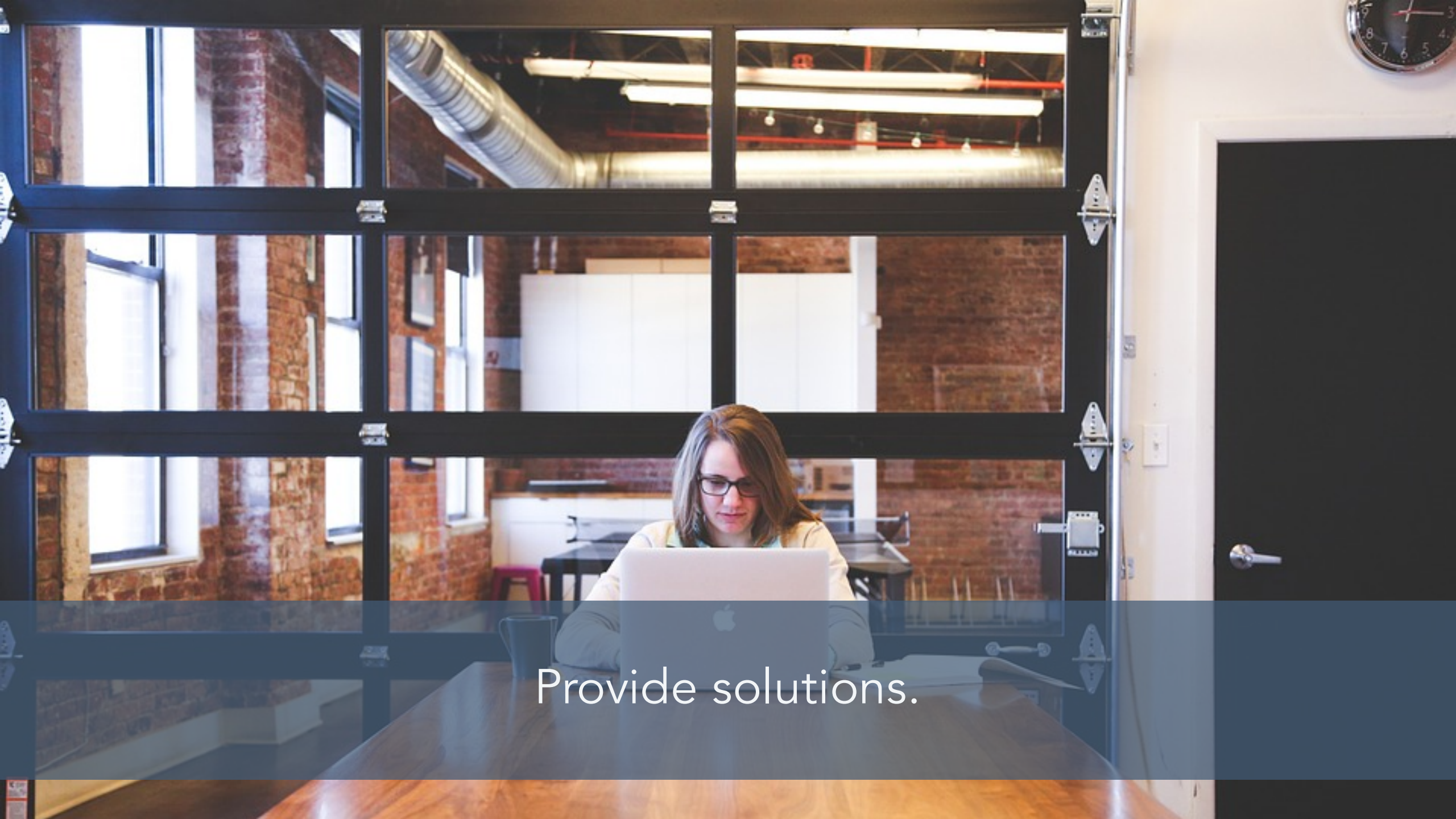
No matter how they are interacting with you,  
your focus is building trust.



Answer questions.







Provide solutions.





Provide insight.



By focusing on what motivates your audience and having the expertise to solve for their needs, you become **a resource.**



The manner you **build trust** with your contacts will depend on the unique needs of your business.



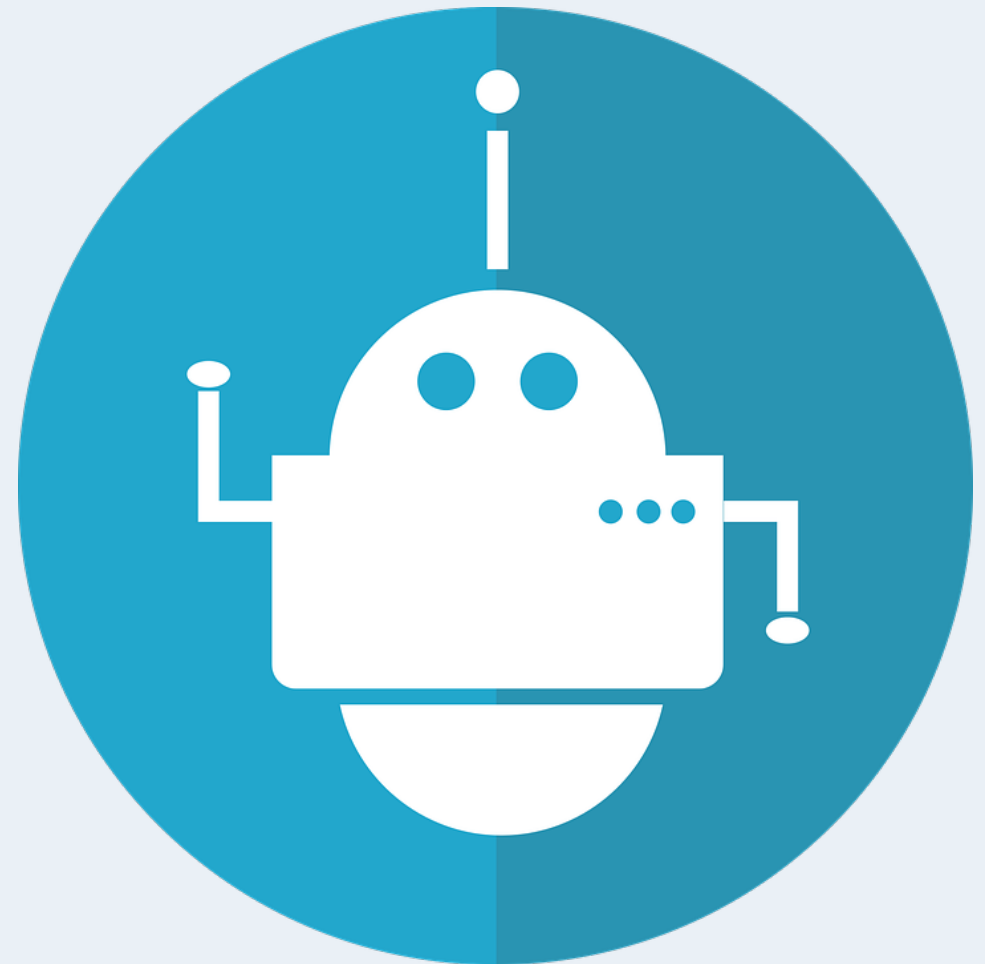
Delight revolves  
around providing an  
**outstanding experience.**





You need to have a system in place to help delight those prospects or customers so that they become **promoters**.

Make it as easy as humanly possible for people to find the answers they need.

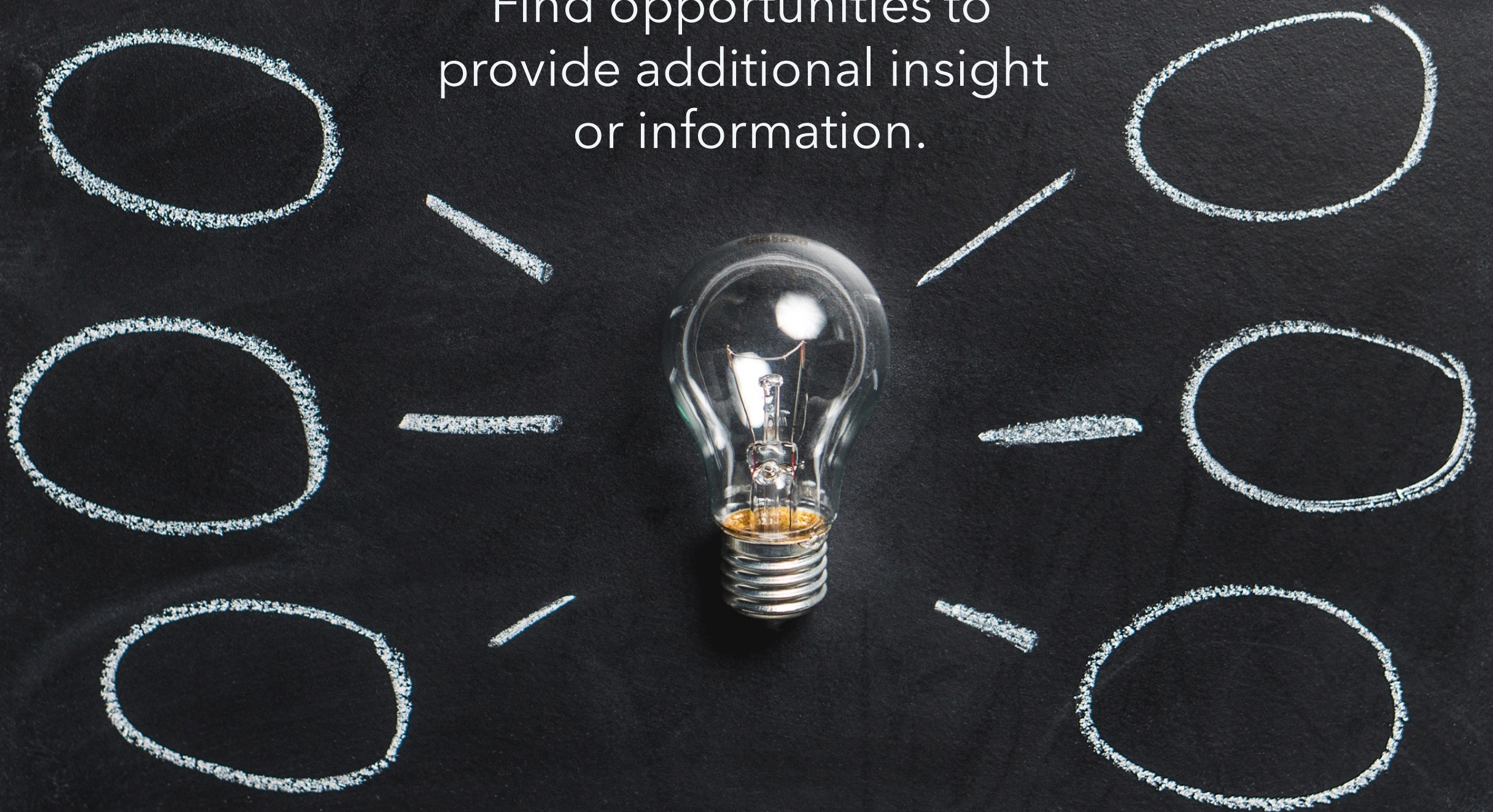


Ensure that you understand  
what motivates your  
prospects and customers.



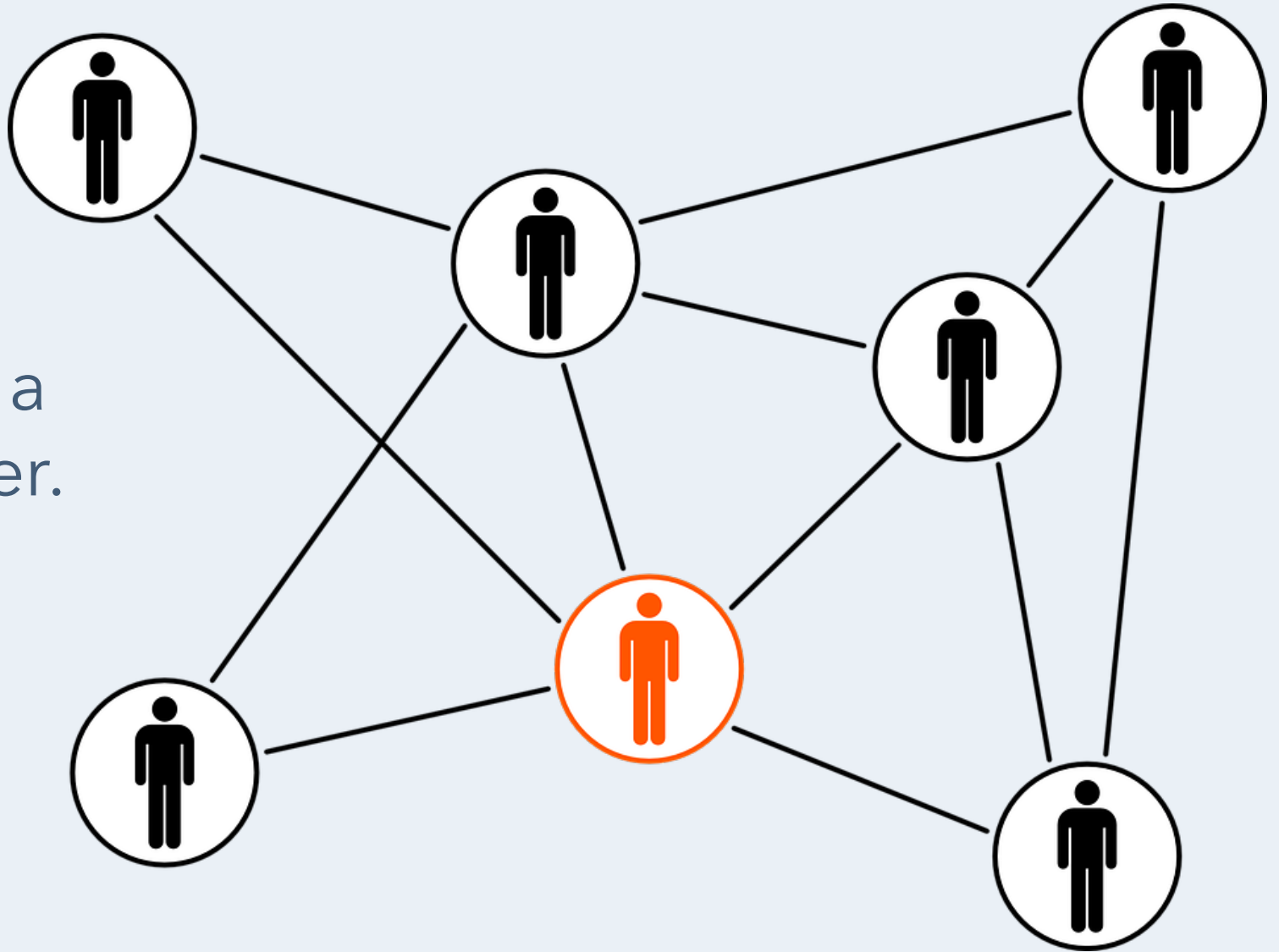


Find opportunities to  
provide additional insight  
or information.





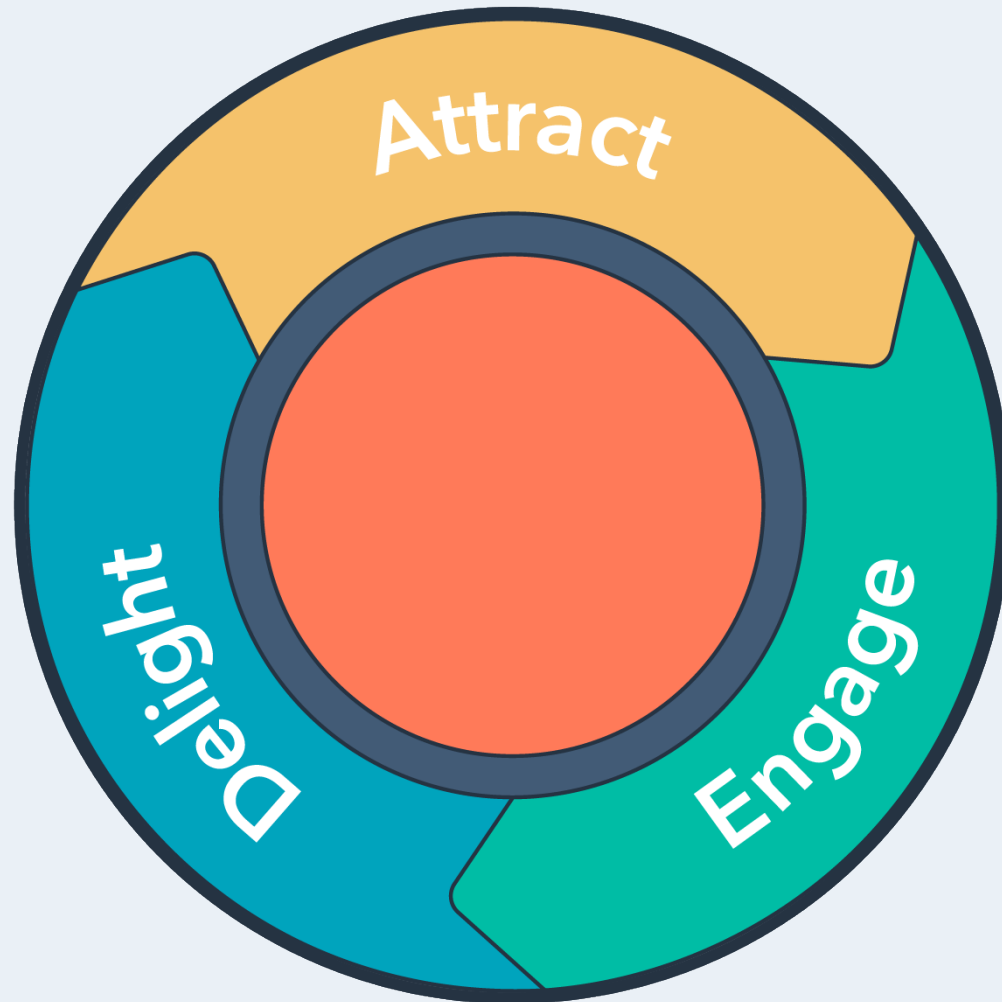
Every prospect is a  
potential customer.



A customer isn't truly a customer until they've had the chance to leave you and chose not to.



# INBOUND METHODOLOGY



WHAT ARE THE  
FUNDAMENTALS OF AN  
INBOUND BUSINESS?

To do inbound, you need *to be* inbound.

# INBOUND FUNDAMENTALS

- ☒ Inbound principles
- ☒ Company purpose
- ☒ Business goals
- ☒ Buyer personas
- ☒ Buyer's journey

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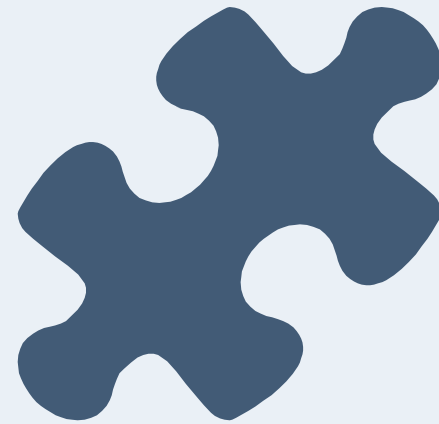
# INBOUND PRINCIPLES

The guidelines for every interaction your team has with prospects or customers.



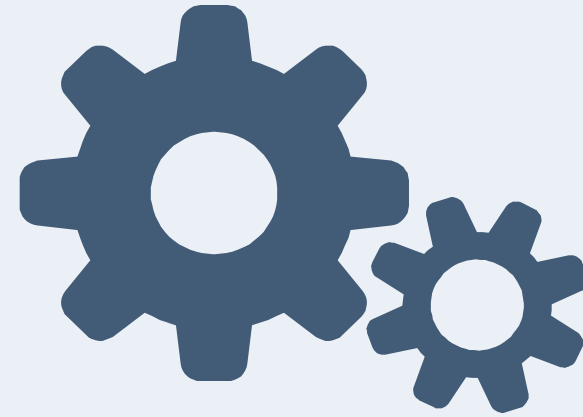
Inbound Principles

Standardize for Consistency



Inbound Principles

# Contextualize for Relevance



Inbound Principles

# Optimize for Clarity



Inbound Principles

# Personalize for Impact



Inbound Principles

# Empathize for Perspective



# INBOUND FUNDAMENTALS

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*“To inspire your staff to do good work for you,  
find a way to express the organization’s impact on  
the lives of customers, clients, students, patients –  
whomever you’re trying to serve.  
Make them feel it.”*

-Harvard Business Review

This is your  
company's purpose.





# INBOUND FUNDAMENTALS

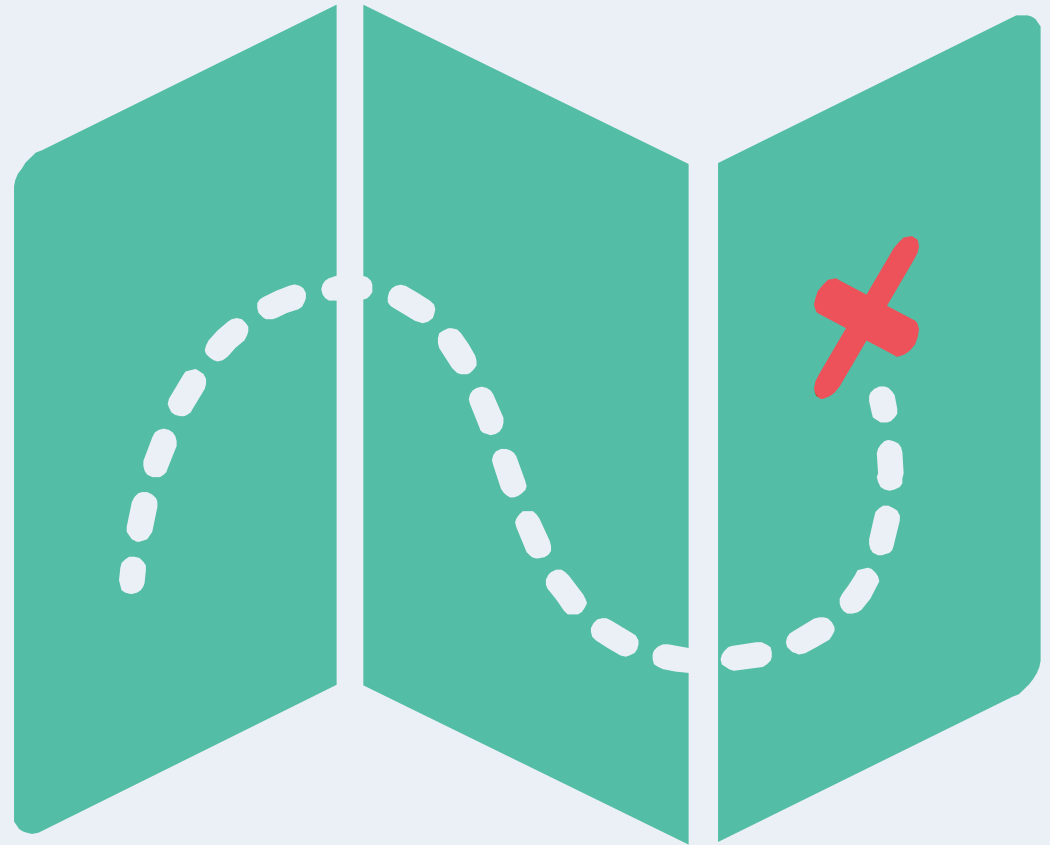
- ☒ Inbound principles
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What comes to mind when  
you hear the word **goal**?

Maybe you think  
of the **destination**.



Maybe you think  
about the **journey**.



Maybe you think  
about the **now**.

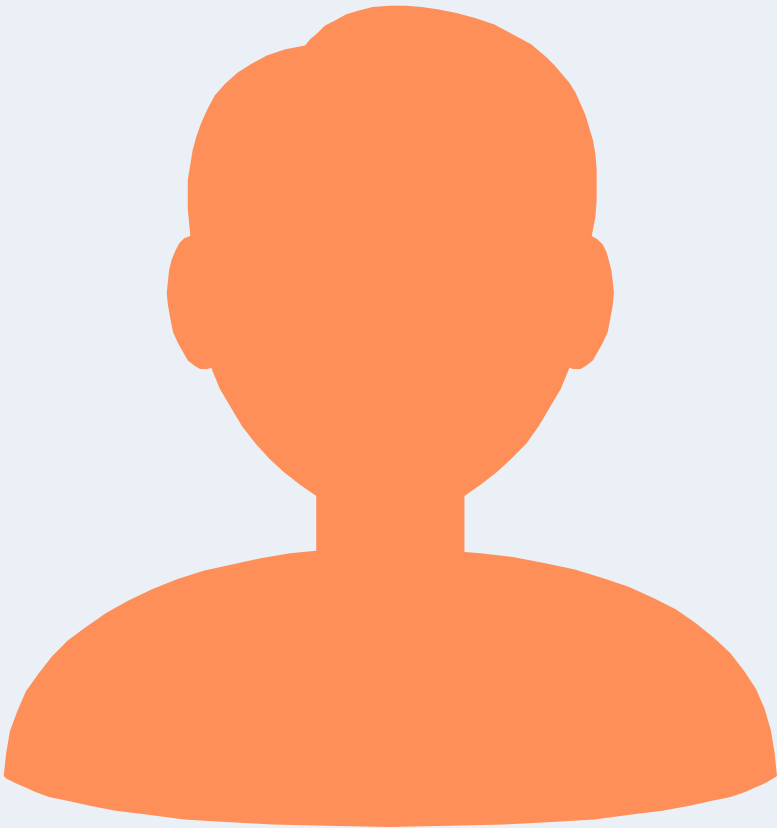


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# BUYER PERSONAS

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

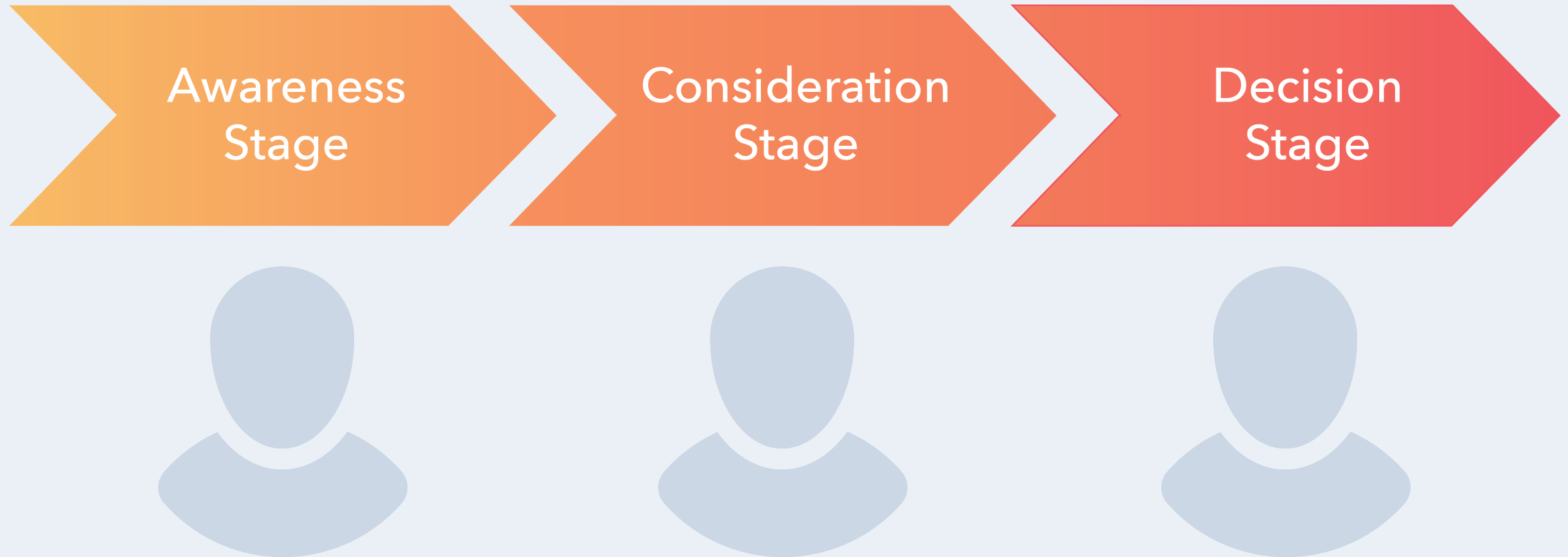



# INBOUND FUNDAMENTALS

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# The Buyer's Journey





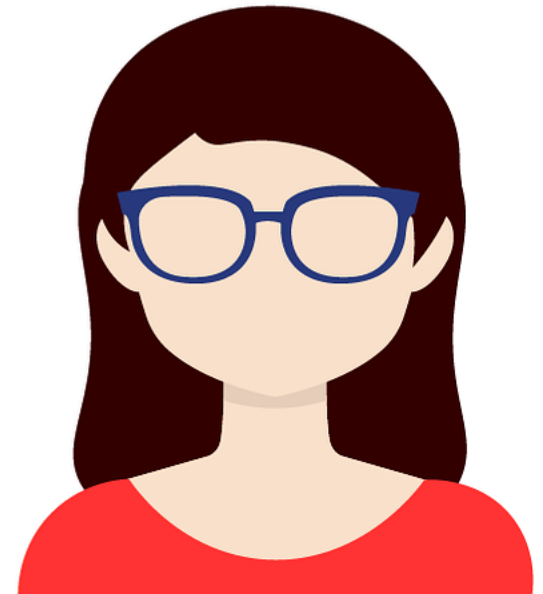
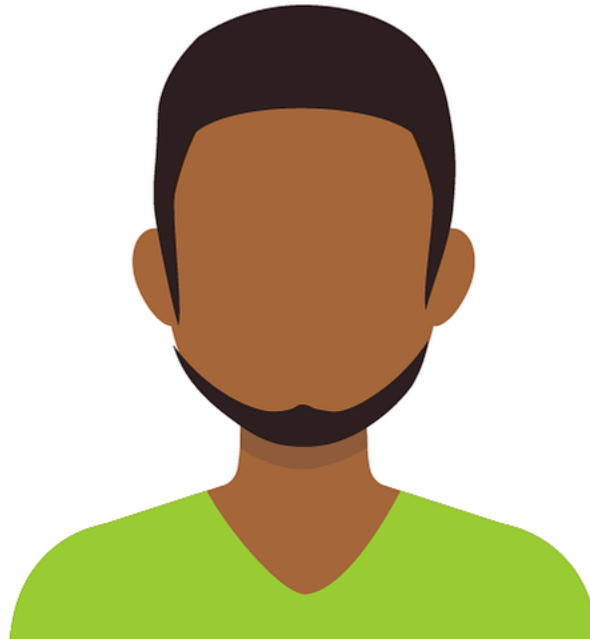
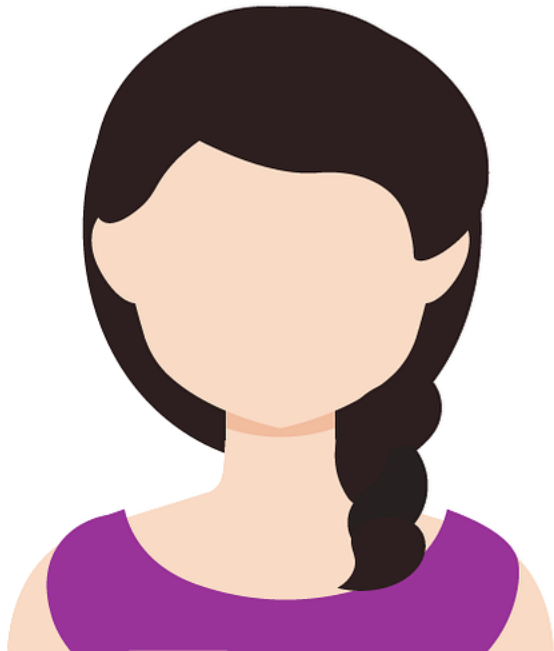
Your customers have their own type of journey.

Time



Effort

**CRM** = Customer Relationship **M**anagement.





Your contacts truly are the heart  
for every piece of your marketing,  
sales, and services strategy.





If buying behaviors continuously evolve, so will the tactics and tools that you'll use to reach them.

# THANK YOU.

HubSpot Academy