



# 7 Scary Misconceptions About Inbound Marketing



## 1. It's basically just blogging

Inbound Marketing has many aspects and the sum of the parts is greater than the whole. Get started now with a solid Inbound Marketing strategy!



## 2. It has to be all sales focused

Don't make the mistake of turning everything into a sales pitch! You don't ask for marriage on the first date, so why do it when you're trying to find new clients?

## 3. Online marketing only works for B2C

You would be surprised how a great Inbound Marketing strategy can deliver real growth in the world of B2B. Why not check it out?



## 4. Great content will always do well

Sorry to burst your bubble, but even the best content in the world won't perform unless you have the right strategy and promote it through the right channels.

## 5. You have to be a master of words

Visual infographics and videos perform exceptionally well meaning you don't always have to be a skilled writer.



## 6. You need to game Google to get good SEO

Writing purely for SEO purposes will feel forced and fall flat with your audience. Understand the challenges your audience faces and demonstrate empathy.

**You have been warned!**

## 7. It just doesn't work!

With the right strategy in place Inbound Marketing will definitely get you noticed and increase leads to your business. So why not give it a go?

So there you have it, our quick fire list of the *7 Scary Misconceptions about Inbound Marketing*.

The scary thing is that it is quite often simple myths such as these which stop good businesses from exploring the wonderful world of Inbound Marketing and generating some real growth and success for their business.

**Why not [CLICK HERE](#) to get in touch and set up your **FREE** Inbound Marketing Assessment?**

**Go on — what's keeping you?**