

4 Inbound marketing best practices

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Inbound marketing is founded on creating quality content in the right context to draw prospects to you, turn them into leads, and continue to delight them so they will be happy promoters of your brand. We've compiled a list of inbound marketing best practices to get you started.

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1 . *Use buyer personas*

[To attract the right people to your website – those who will become leads and ultimately happy customers—you need to create buyer personas, who are representations of your ideal customers. To get started, consider three things – research, identifying trends, and creating profile stories. For more information on the process of identifying buyer personas for your inbound marketing.]

2 . *Consider the buyer's journey*

[By understanding the phases of the buyer's journey, you'll be able to create content that's relevant to you where your ideal customer is in their research process leading up to a purchase. The buyer's journey is broken up into three stages – awareness (experiencing a potential problem), consideration (identifying the problem), and decision (identifying the solution). Once they arrive at the decision phase, they'll compile a list of vendors or products and narrow them down for their final purchase decision.]

3 . *Create remarkable content*

[Content plus context is the heart of inbound marketing. Powerful content attracts ideal visitors, draws them in for more, converts them into leads, and helps make them customers. To make content stand out and draw the right people in, it has to have context. So, whether its blogs, emails, landing pages, or social media, tailor your content to who you're trying to reach (buyer persona) and what they're interested in (stage of buyer's journey), and invest in making it extraordinary. To learn more about how to create powerful content.]

4 . *Amplify your content*

[In order to give content the right context and make it relevant, the next step is distribution. The goal is to reach the right person with the right content at the right time. You can use tools and platforms such as blogs, landing pages, your website, calls-to-action, social media, and marketing emails to effectively distribute content — but the most important thing is to always consider where your buyer personas are in their buyer's journey and meet them there.]