

What is Inbound Marketing?

An overview of the inbound philosophy,
methodology.

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1 What is Inbound Marketing?

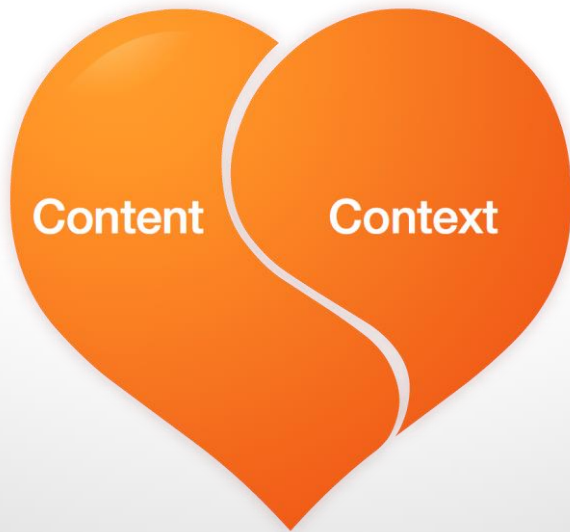
What is Inbound Marketing?

Instead of buying ads, buying email lists or cold calling, inbound marketing focuses on creating educational content that pulls people toward your website where they can learn more about what you sell on their own accord.



Inbound is an approach to marketing that reaches today's consumer.

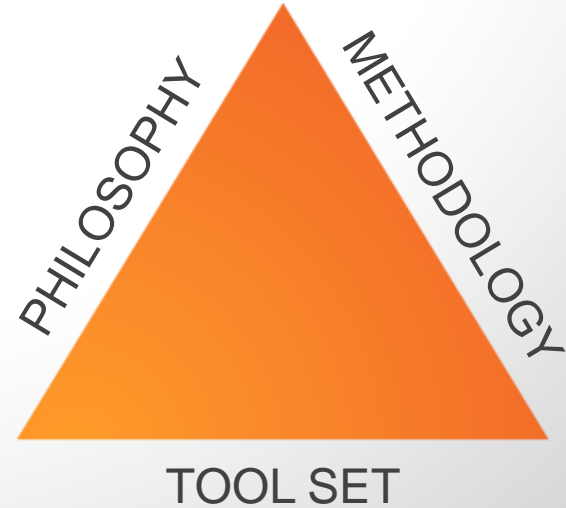
Get found by qualified leads online with content (website pages, blog articles, social messages) optimised for search and social media.



Understand what content pulls your buyers through the sales funnel, and use that context to personalise your marketing at scale.

Inbound Marketing can be understood in three ways:

1. Inbound as a **philosophy**
(the “WHY?”);
2. Inbound as a **methodology**
(the “HOW?”); and
3. Inbound as a **tool set**
(the “PLAYBOOK”).



Inbound marketing
in a nutshell:

Market with a magnet, not a
sledgehammer.

2 The Philosophy: Why Inbound works.

Inbound as a philosophy.

Inbound marketing is a philosophy based on the truth that consumers buy differently today than they did 10 years ago.



Think about it.

PRE-INTERNET.



TODAY.

- **Buyer:** Relatively uninformed.
- **Buyer Journey:** Linear.
- **Marketing Playbook:** Interrupt (cold calls and advertising).

- **Buyer:** Well-informed.
- **Buyer Journey:** Fluid and random. Starts with Google.
- **Marketing Playbook:** Thought leadership through content creation.

How did this transformation take place?

There are three major reasons why consumers are skeptical about brands, and why interruptive advertising and cold calling aren't nearly as effective as they once were ...



Why interruption doesn't work: Reason number one.

1. **The Proliferation of Media:**

The media landscape has become insanely cluttered.

There's a magazine, TV channel, radio station, and a gajillion websites for every conceivable interest.



Why interruption doesn't work: Reason number two.

2. A History of Deceptive

Advertising: Consumers are accustomed to false claims and deceit in advertising, so even when clever ads are seen by consumers, they're thought to be dishonest.



According to the 2012 Edelman Trust Barometer, 63% of consumers need to hear company claims **3-5x** before they'll actually believe them!

Why interruption doesn't work: Reason number three.

- 3. Technology Empowered the Consumer:** Consumers gained access to tools and information that enabled them to dodge interruptive brand messages and instead seek out information when they're ready.



That is why permission became more effective than interruption.

By aligning the content you publish with your customer's interests, you can earn permission to market to prospects that you can convert into leads, close into customers, and delight to the point they come promoters of your brand.



There are several major themes of inbound, permission-based marketing. Let's talk about them.

Content creation.

You create targeted content that answers your customer's basic questions and needs, and you share that content far and wide.



Lifecycle marketing.

You recognise that people go through stages as they interact with your company, and that each stage requires different marketing actions.



Personalisation and context.

As you learn more about your leads over time, you can better personalise your messages to their specific needs.



A multi-channel presence.

Inbound marketing is multi-channel by nature because it approaches people where they are, in the channel where they want to interact with you.



Integration.

Your publishing and analytics tools all work together like a well-oiled machine, allowing you to focus on publishing the right content in the right place at the right time.



In summary, Inbound Marketing is about ...

- Building trust, not skepticism among your prospects.
- Being loved, not ignored by your customers.
- Outsmarting, not outspending your competitors.



3 The methodology: How Inbound works.

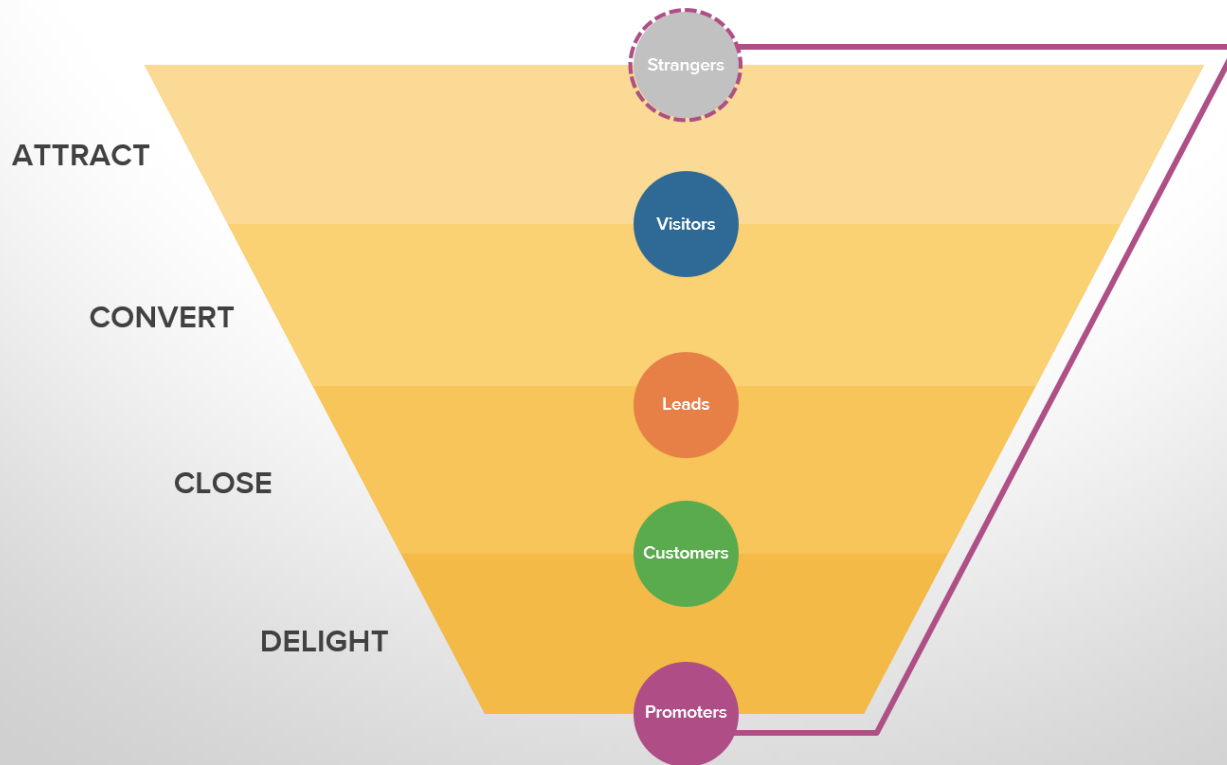
The methodology.

The inbound philosophy is backed by a methodology that helps brands attract, convert, close, and delight visitors, leads and customers through a variety of channels such as social media, blogging, SEO, landing pages, forms and email.



The methodology facilitates the buyer journey through the sales funnel – from strangers to promoters of your brand.

The methodology visualised as a sales funnel.



1) ATTRACT: GET TRAFFIC

Create **blog** content, search engine optimise (**SEO**) that content, and promote it on **social media** sites.

2) CONVERT: GET LEADS

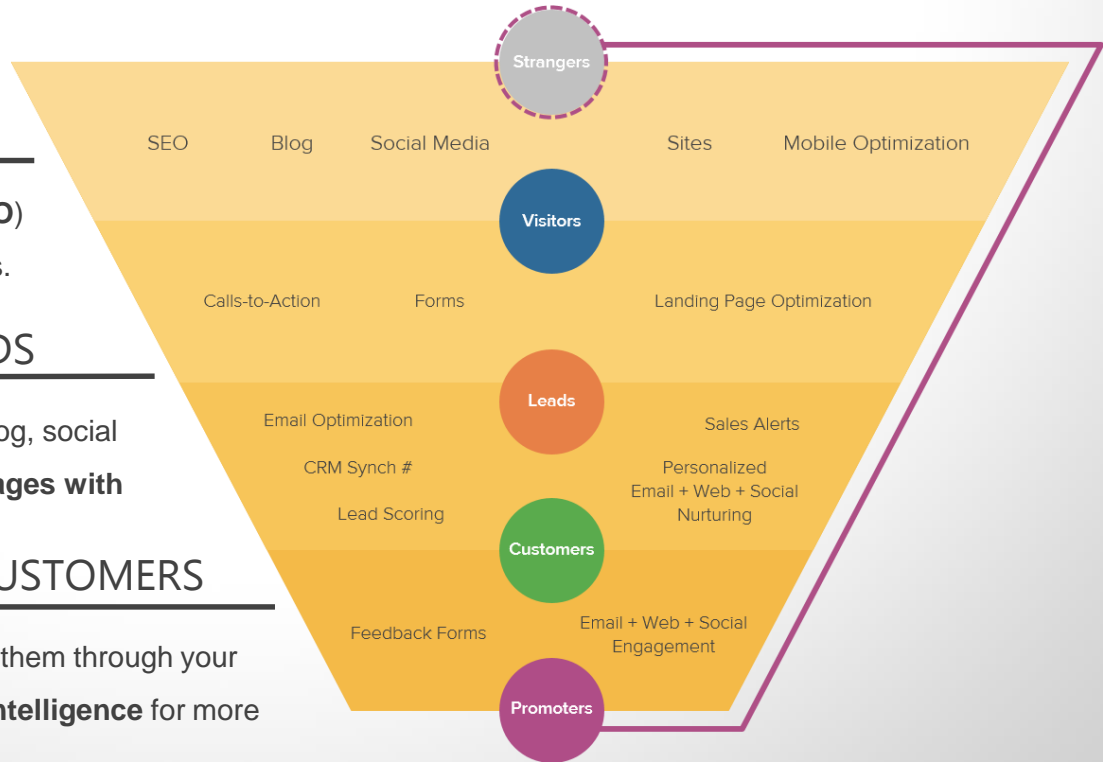
Place **calls-to-action** throughout your website, blog, social accounts, and email to drive visitors to **landing pages with forms**.

3) CLOSE: GET CUSTOMERS

Send leads **targeted, automated emails** to drive them through your buying cycle. Provide your sales team with **lead intelligence** for more effective sales calls.

4) DELIGHT: ANALYSE & OPTIMISE

Analyse the success of your marketing campaigns, and determine which areas need further **optimisation** or **personalisation** for future success.



ATTRACT

SEO

Blog

Social Media

Sites

Mobile Optimization

Strangers

Visitors

CONVERT

Calls-to-Action

Forms

Landing Page Optimization

Leads

Email Optimization

Sales Alerts

CLOSE

CRM Synch #

Personalized
Email + Web + Social
Nurturing

Lead Scoring

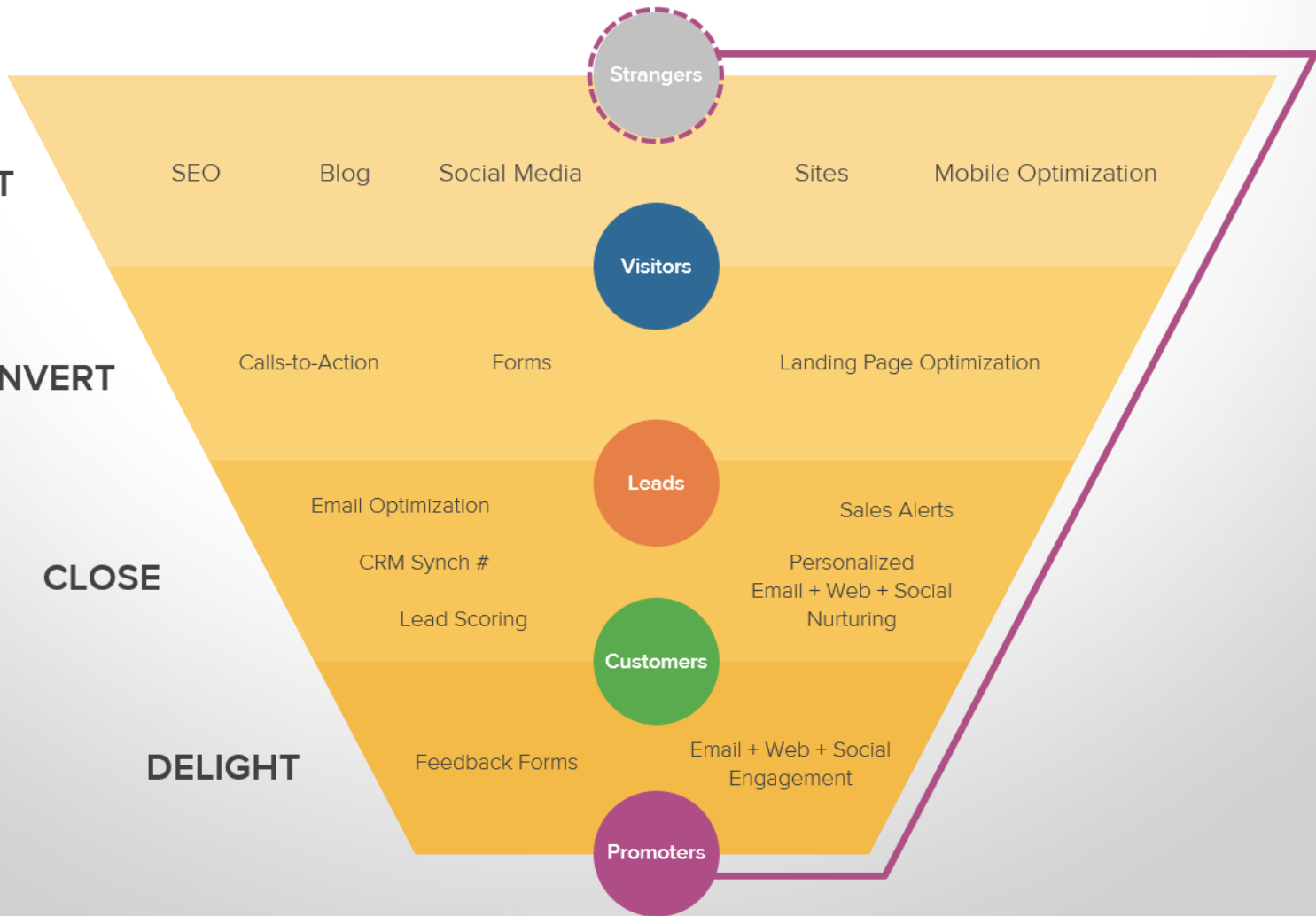
Customers

DELIGHT

Feedback Forms

Email + Web + Social
Engagement

Promoters



Talk to Fit 4 Market if you are
interested to learn more about how
Inbound Marketing can assist you.

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