

Inbound Marketing

Inbound marketing is an innovative methodology that delivers valuable information to a prospect during all stages of the buying cycle. Creating a customer journey starts with a series of strategic content, delivered via multiple channels. From there, the individual actions taken by each consumer help determine the quality/type of lead, thus triggering another step in the buyer's journey.



Marketing Automation Software

Why advertisers spent 3.3B on Marketing Automation Software in 2017

- 70% of companies lack a consistent or integrated content strategy
- Increase your existing customer conversion rate 5-25x
- 80% of people appreciate learning about a company through custom content
- Spending for marketing automation is expected to reach 25B by 2020
- 70% of internet users want to learn about products through content vs. traditional advertising
- 75% of people who find helpful information in local search results are more likely to visit physical stores



Inbound Marketing provides a holistic experience for anyone who interacts with your business, no matter where they are in their buying journey.

BigPxl's Inbound Role

- Inbound marketing methodology
- Content analysis and content mapping
- Conversion path optimization
- Blogging, SEO and keyword strategy
- Email marketing strategy
- Buyer persona development
- Work flows, lead nurturing & lead segmentation
- Social media and monitoring
- Sales and marketing alignment
- Reporting, analytics, and measurement

For more information on inbound marketing and how it can help your company, reach out to your local BigPxl Representative or visit www.BigPxl.com