

Digital 22 Presents

# Discover the Secrets to Inbound Marketing

Learn How You Can Achieve Your Business Goals the Inbound Way



[www.digital22.com](http://www.digital22.com)

Let's get acquainted...

# Introduction



A little introduction...

## From our Director



Rikki Lear

I speak to people at marketing companies every day. Over and over again, the key challenge I hear is getting enough leads, but not just any leads; the right leads which turn into good customers. And of course doing this cost effectively. What I have learnt through years of experience is that the best way to do this is inbound marketing.

In this 15 minute eBook I want to explain to you why this is true and exactly what inbound marketing is, so that you, as a marketer, can become the hero in your company by finding the strategy which will solve that (huge) marketing challenge - getting MORE of the RIGHT leads!

Thanks and I hope you find the eBook useful.

You might be thinking to yourself...

## What's Changed?

What changed to make inbound the most effective solution? It's the MAJOR change in purchase behaviour of customers.

Let's look at some stats to back that up:

- 86% of people skip TV ads
- 44% of direct mail isn't even opened
- 61% of people research products and services online
- 46% of people read blogs more than once a day
- Inbound leads have a close rate of 14.6% while outbound leads have a close rate of 1.7%

What do these stats say to you? They should say that the customer is now more empowered and isn't as persuaded by interruptive marketing tactics. This is because the internet has put the power in

their hands, allowing them to research and learn about solutions, rather than being told by a salesperson or an advert what they should buy.

As customers behaviour has changed, so must the methods of grabbing their attention. That's why the most savvy tech companies no longer rely on traditional methods of pushy marketing which focus on forcing messages out to an audience. Instead, they are focusing on aligning a content strategy with their customer's interests in order to attract more relevant customers toward their business.

This is inbound.



So, what you really want to know is...

## What is Inbound Marketing?

As we have just seen, customers aren't waiting for messages to be spoon fed to them.

They're scouring the internet for content to help solve a problem and make their buying process more informed. Inbound marketing successfully positions your

business to be the solution your ideal customers are looking for.

This can be achieved by developing an online presence that speaks to them and their specific needs. The focus of inbound marketing is to create content to attract people to your website and then turn them into leads by offering free, meaningful content.

Once a visitor becomes a lead, they are nurtured by marketing automation until they become a customer.







Let's break it down...

## Attract, Convert, Close

As shown, the three main marketing actions to achieve via inbound marketing are: Attract, Convert and Close.

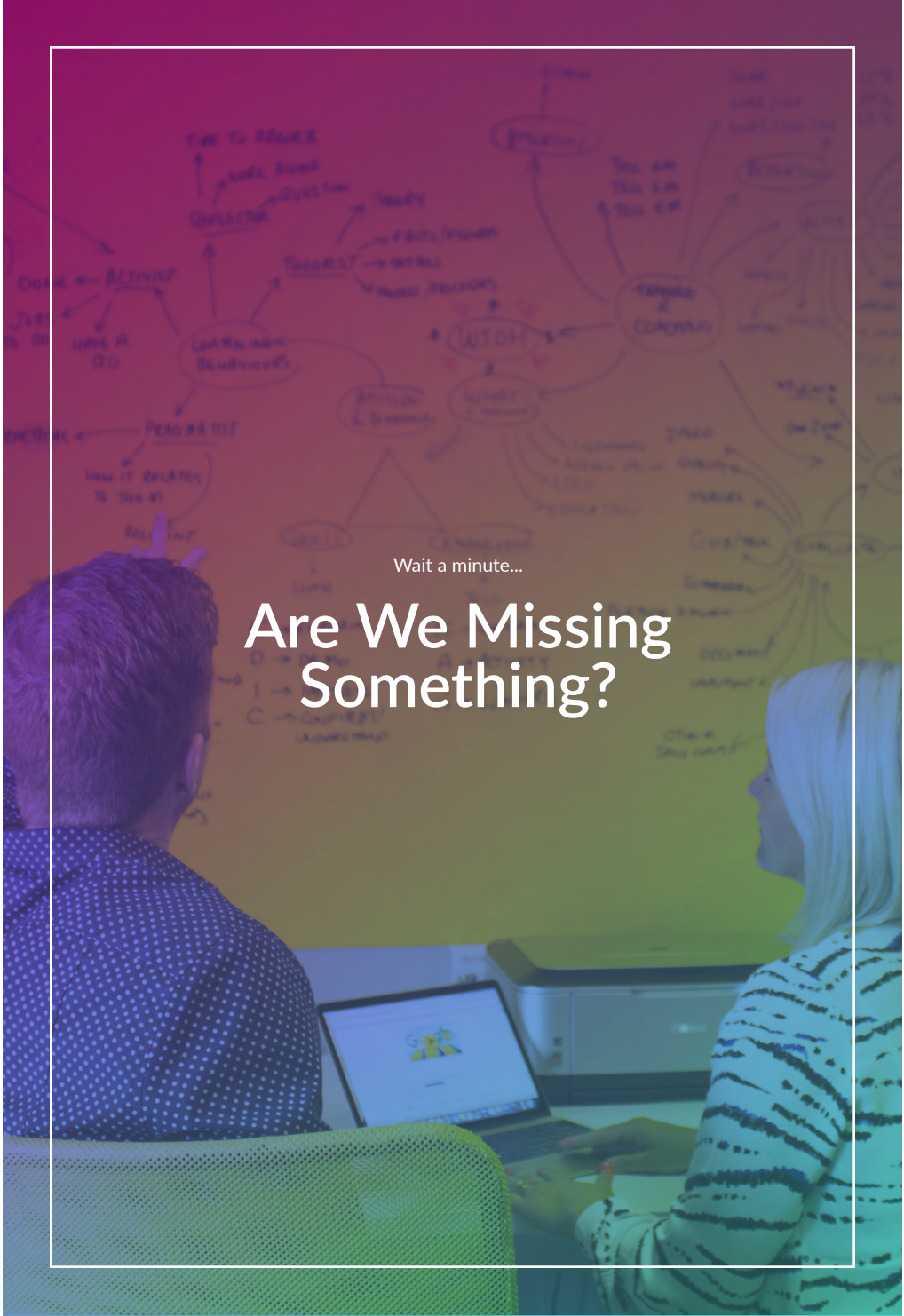
Put simply, attract visitors to become leads, convert visitors into leads and close leads into customers. Below is an overview of what each stage involves:

**Attract** - The attract stage is all about bringing more visitors to your website BUT in a way which adds to their buying process (rather than interrupting them).

Creating content on subjects that customers would search BEFORE they are ready to buy is the best way to do this.

**Convert** - After gaining more qualified visitors, you will need to convert them into leads by collecting contact details. To execute this you'll have to offer something of superb value in exchange.

**Close** - the final focus involves nurturing leads with relevant content, at the right time, to close in on customers. By following this strategy successfully you shorten the sales process due to the level of education and qualification your leads now have.



Wait a minute...

# Are We Missing Something?

Most marketers I talk to focus on...

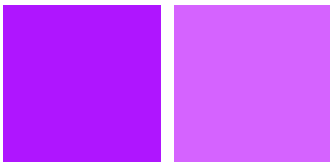
## Two Things



1. Driving traffic to their website
2. The bottom part of the funnel (convincing visitors to make the purchase)

While these are certainly good things to focus on there is a big gap here. By focusing on the bottom of the funnel you are ignoring 97% of the market - the visitors who aren't immediately ready to purchase.

Therefore you are missing a HUGE opportunity to capture and nurture the vast amount of your visitors who are at a different stage of the buyer's journey.

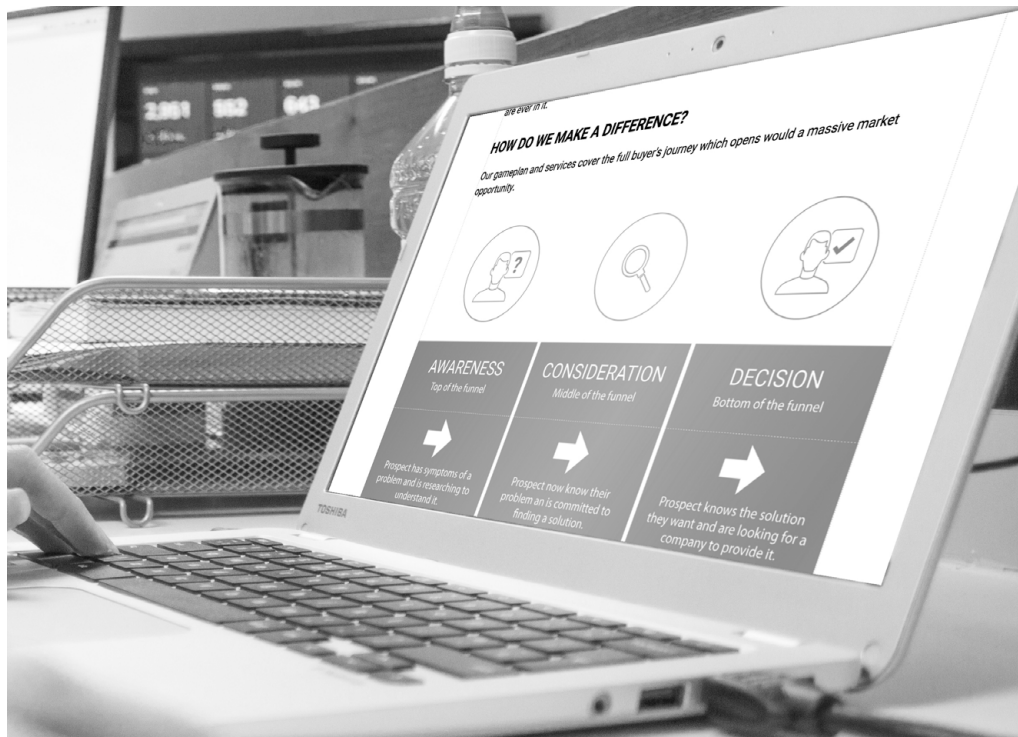


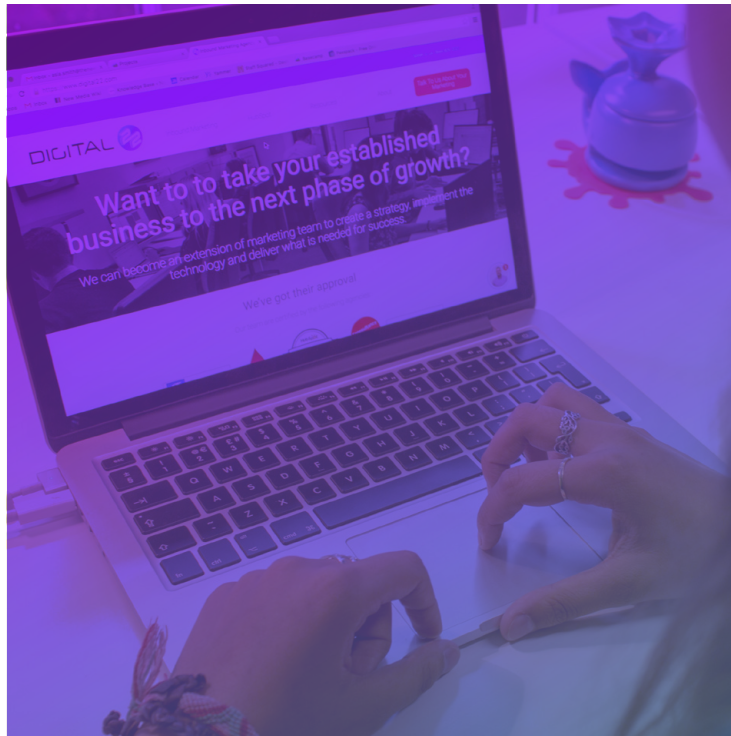
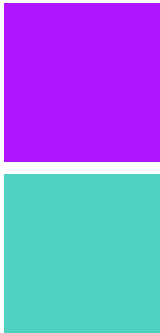
What's that I hear you say?

## What Is The 'Buyers Journey'?

The buyer's journey is the active research process a customer's goes through leading up to a purchase.

It's key for companies to understand this because most major purchases have an awareness and consideration phase. Think, when was the last time you jumped straight into a purchase without doing any research?





Here is...

## How Inbound Marketing Attracts The Right Customers

Now we know how the customer landscape has changed, what inbound marketing is and that it's vital to address all stages of the buyer's journey. But it's right to wonder how inbound marketing can get you MORE of the RIGHT customers.

Here's how. Traditional marketing is getting

less effective and more expensive.

By investing some of that budget into inbound marketing you can:

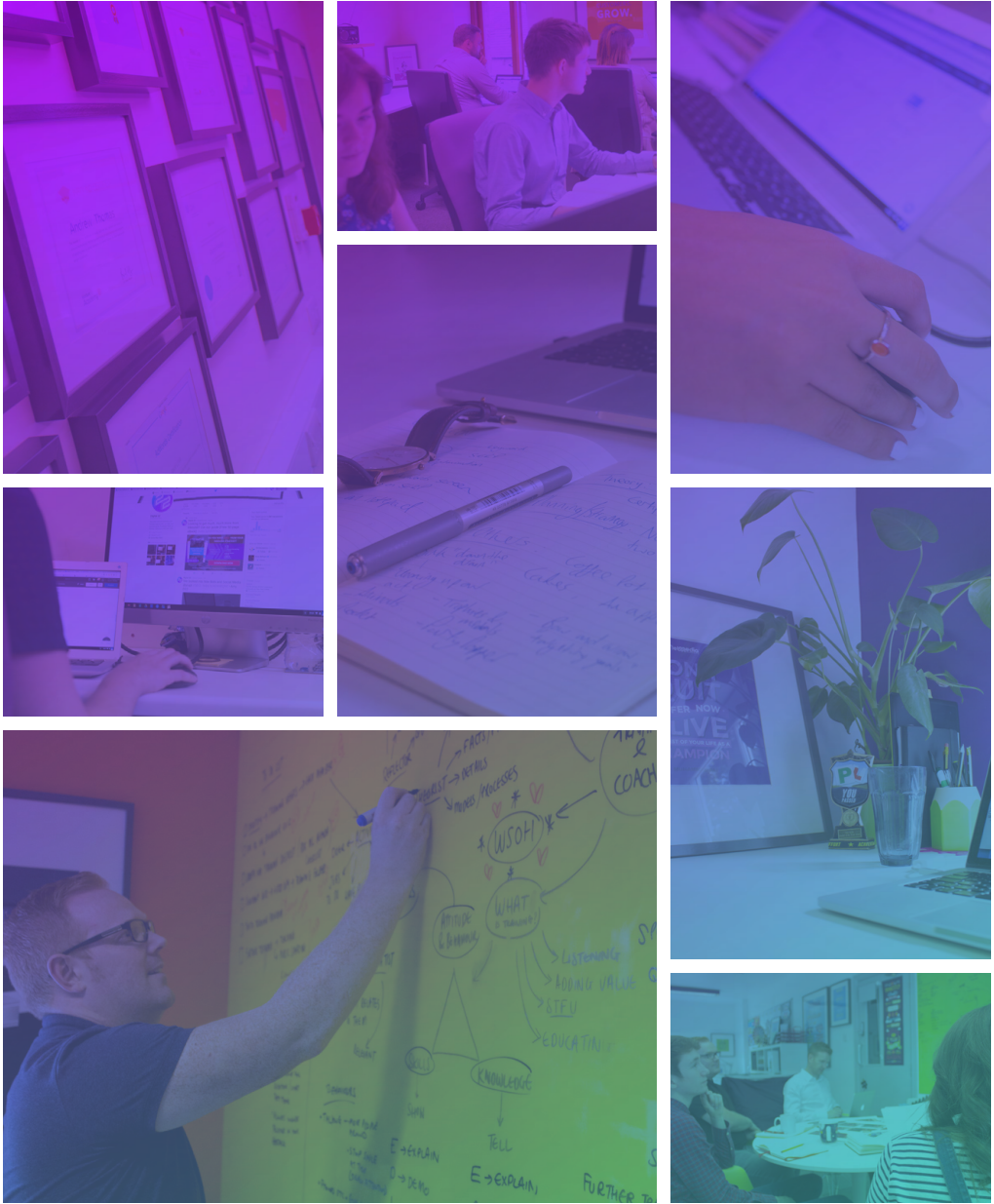
1. Put your brand in front of customers who are looking for an answer and not forcing your message onto them.
2. Have a system in place which attracts new visitors, turns them into leads and nurtures them into customers.
3. Utilise all your website traffic and not just the 3% ready to buy straight away.

This will produce a consistent stream of the right leads and more customers.



So now you know more about...

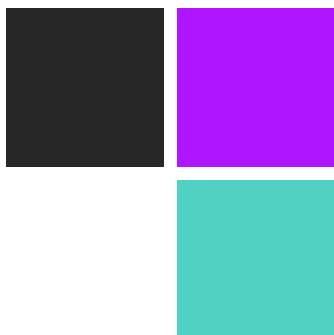
# Inbound Marketing

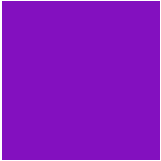
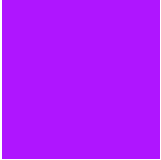
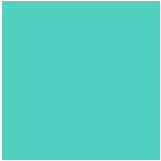
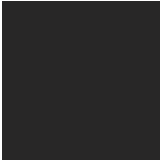
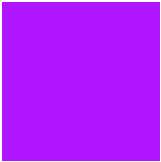


Just in-case you were wondering...

# Who We Are

We are an award winning inbound marketing agency, a Google partner and also a Platinum HubSpot Agency. Inbound Marketing is just one aspect of what we do and has helped us become one of only a handful of Platinum partner agencies in the whole of Europe. To find out more, get in touch or you can keep scrolling to see another great free resource.







## Kick-Start or Improve Your Inbound Marketing

# The Ultimate Inbound Shortcut

# Use These Five Printable Worksheets To Improve Your Inbound Marketing!

# Buyer's Persona Template

Replace any text within this template with your own specific known personas for your business. You can then use this template as a starting point to develop further.

Name:

Company Name:

## Persona Bio

Name:

Income:

Age:

Location:

Education:

Roles & Responsibilities:

Goals:

Challenges:

## Persona Information

Pain Points

Experience Desired

A Day In The Life

Common Objections

How They Learn

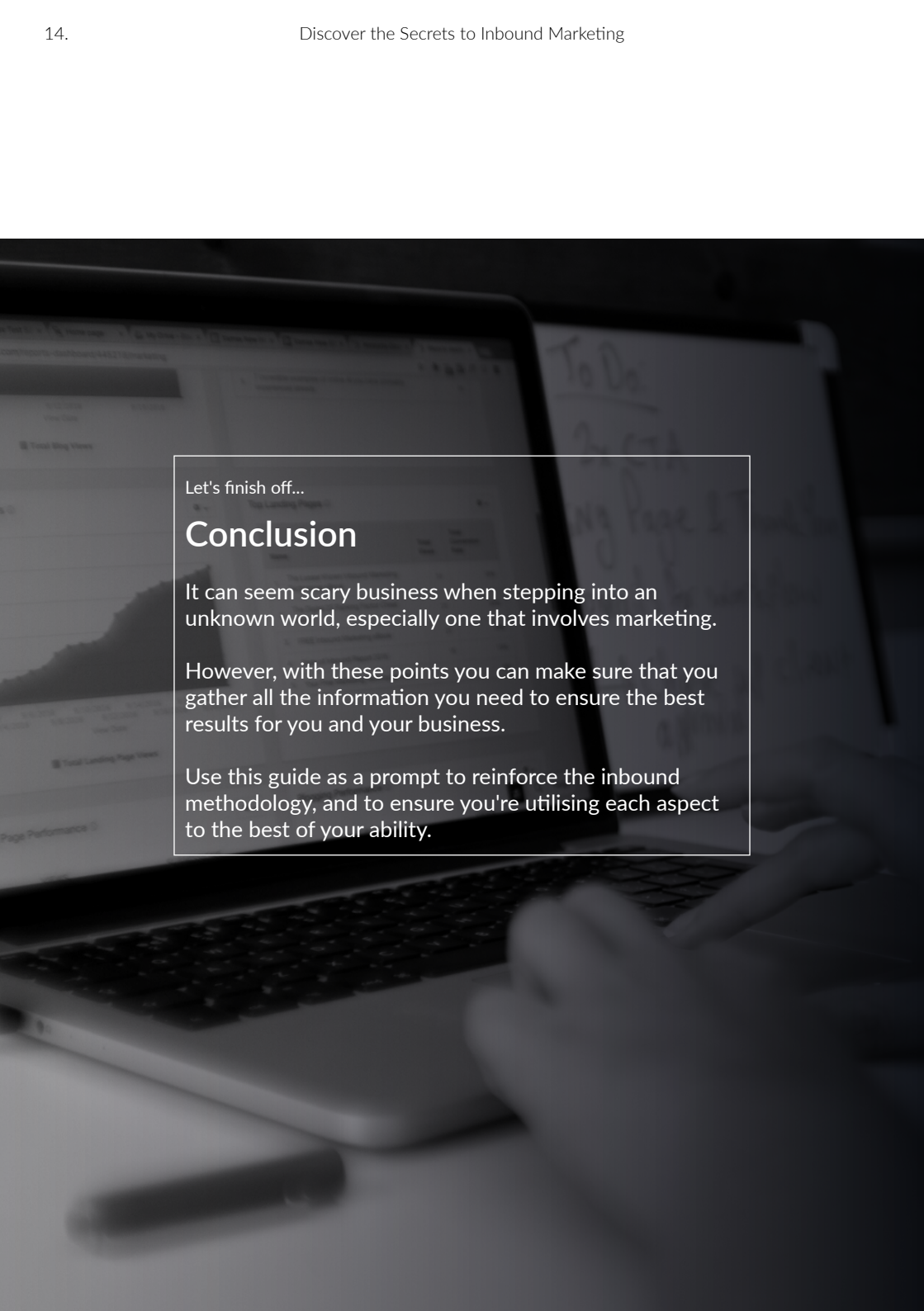
Social Media (tick applicable)

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Let's finish off...

## Conclusion

It can seem scary business when stepping into an unknown world, especially one that involves marketing.

However, with these points you can make sure that you gather all the information you need to ensure the best results for you and your business.

Use this guide as a prompt to reinforce the inbound methodology, and to ensure you're utilising each aspect to the best of your ability.