



The ultimate list of 101 reasons why inbound sales & marketing should be your top priority.

1. Attracts qualified visitors and leads to your website
2. Helps increase brand awareness by sharing and re-using content distributed across owned, earned and paid media
3. Inbound works for most B2B companies as an integral part of a sales & marketing strategy
4. Undertaking [buyer persona](#) research develops an understanding of the “pain & gain” mind set of your customers
5. Builds a structure to grow your thought leadership and brand positioning seen through the content that you create and share
6. Increases actionable insights of your customer through buyer persona development
7. Provides a platform to undertake social selling to your social network
8. Builds your level of expertise in social media through social selling efforts
9. Can optimise and improve your SEO performance and organic search ranking
10. Incorporating your Keyword research through-out all of your inbound activities
11. Keeps you one step ahead of your competitors
12. Develop a focused [content marketing strategy](#), planning and production process as the fuel that drives the inbound engine
13. Understand and recognise the digital body language and behaviour of your target audience to trigger your responses
14. Enhance your ability to segment your contact data base, track responses to campaigns and assess which prospects to contact
15. Build a more effective attribution and contribution model to see the impact of your inbound activities
16. Enable your customers to become better promoters of your own brand

17. Fine tune your online value proposition to the needs of your buyers
18. Enhance ability to collect customer or visitor information as they come into contact with your digital marketing
19. Reduce the cost of your customer acquisition by being more effective with your time and budget with better targeting
20. Increase the relevancy of your offering by focusing only on the specific needs of your buyers
21. Avoid being disruptive with your communications, unlike traditional methods that push a message out whether it is wanted or not
22. Learn to be where your customers are when they are searching for relevant content
23. Maintain and build a sales and marketing momentum rather than a "stop and go" approach often used in traditional marketing activities
24. Generate leads by providing educational and interesting content to those searching to solve a particular problem
25. Build relationships and tactics that help nurture your prospects through the sales funnel
26. Create a qualified lead / sales funnel process that can be adapted over time
27. Identify and track which loyalty drivers work best for each target audience
28. Unify the [sales](#) and marketing process together as "Smarketing"
29. Promote long-term growth through your relationship building activities that add value through your advice
30. Inbound is more efficient with your budget – saving time and money by consolidating activities
31. Access more ways to gather and use your customer intelligence
32. No more expense of cold calling to uninterested leads
33. Move away from the outbound or traditional way of marketing that disrupts rather than attracts
34. Earn more credibility and respect from your prospects through your advisory role
35. For start-ups and small businesses it is a great way to get your budget to go further and make a quicker impact
36. Easier to track your marketing ROI spend
37. An inbound sales approach is buyer-centric not company-centric
38. Learn how to educate and attract rather than sell, sell, sell

39. Generate a quick uptick in company interest by being in the right place at the right time
40. Turn anonymous visitors into prospects and leads by gathering hard data on visits and traffic
41. [B2B buyers](#) are now exposed not just to what you as a business communicate but what the media, friends, peers, etc., are saying as well across social media
42. It is a world where [“content rules”](#), buyers are more likely to trust other sources of information than your own
43. Learn the "hot buttons" that will help you nurture your leads more effectively across each stage of the sales funnel
44. Learn how to build your sales funnel and identify the types of questions prospects have at each stage
45. Get your sales and marketing team working together rather than blaming each other for a lack of warm leads
46. Boost the likelihood of customer referrals by managing the post sales period more effectively
47. Use inbound marketing to recruit great internal candidates
48. Satisfy a growing customer demand for more personalised and relevant content
49. Tap into the change in buyer behaviour across B2B buyers and B2C consumers as they extensively use the internet to conduct self-research
50. A new resource to help reach your target buyers in a different way, stand out from the competitors
51. Create personalised, relevant content that will provide an enhanced customer experience
52. Use inbound to leverage your social network to create truly influential content
53. Build personalised emails that move prospects through the sales funnel as they build trust in your actions and content
54. Use the customer data you are collecting to make more informed decisions
55. Leverage inbound channels to get the most out of every piece of content that you create
56. Reap the benefits offered through the power of personalisation i.e. emails, website smart content, etc.
57. Use marketing automation to trigger emails that put the customer first

58. Detail your customer's journey to see where you can improve satisfaction and build loyalty across different touch points
59. Optimise your efforts to present the right content format and type
60. Use the contact data base to identify which leads you should be following up through lead scoring, and which ones to leave
61. Use your marketing automation tool as a data source to develop targeted marketing campaigns
62. Identify your core key performance indicators (KPI's) and track across your multi-channel marketing
63. Keep track of contacts, companies, and deals in your pipeline, and easily get in touch with the right prospects at the right time with your CRM system
64. See the value of social monitoring by tracking potential customers, contacts and competitors across your social networks
65. Give meaning to your data by reviewing activities against your KPI's
66. Complement existing marketing strategies such as outbound when implementing inbound
67. Use workflows and custom lead scoring to drive the impact of your marketing automation campaigns
68. Use inbound to deliver your content across multiple channels all at the same time
69. Distribute content in various formats depending on where your prospect is in the buying cycle and what actions they have carried out so far
70. Inbound can be effectively used to facilitate lifecycle marketing - onboarding new customers and responding to those that are near the end of a contract
71. Use closed loop reporting to know which marketing efforts are bringing in the best leads and make ongoing changes to your campaigns
72. Design your website with a conversion mindset, using Calls-to-actions and landing pages to gather contacts and warm leads
73. Optimise your form's to make the capture of emails and the conversion process as easy as possible
74. Utilise calls-to-actions through out your activities to generate leads across your website, landing pages, emails and social media
75. Build landing pages to fulfill the calls-to-action and integrate with other parts of your communication mix
76. Having all your data in one place helps to make sense out of every customer interaction

77. Optimise your future interactions to be more effective by reviewing your data
78. Blogging is the most effective way to get found by the right prospective customers
79. Customers typically begin their buying process online so optimised pages, links and keyword research will help conversion
80. Social publishing allows you to build a brand personality
81. Interact on the networks where your ideal buyers spend their time
82. By shifting your focus and impressing upon buyers the desire to offer advice first and foremost it can help lift the pressure off the sale and open up the opportunity for dialogue
83. Avoid building your sales process around your own needs, address your customer's pain
84. Develop a sales process that supports your buyer throughout their buying journey
85. Identify buyers you believe are a good fit
86. Marketing automation helps work on lead management from acquisition and engagement to retention and conversion
87. Helps you to engage early in the sales process
88. Stay top of mind and on your customers radar when they need your services
89. Spending time interacting on social media rather than just posting
90. Inbound selling is personalised, buyer-centric and takes on an advisory role
91. Helps you make sure that the content you create is aligned to the needs of the buyer persona
92. Amplifies the content marketing by sharing through social networks
93. With tighter budgets and cost control, content is a priority when buyers assess proposals
94. Fear of making a bad decision by buyers means that they need more information in the form of content found through self-research across multiple-channels
95. Because buyers have more options to choose from vendors need to be better prepared in how they target and attract buyers through their content marketing
96. Reaching a consensus is a challenge with so many more people involved in the buying decision, so plan a content structure and inbound strategy that means your content is available in the places the target audience is searching

97. Customers want to interact differently, so you cannot reach out to them all in the same way - having a buyer persona allows you to focus your efforts on the best prospects and not a "one size fits all" approach
98. Businesses have to start thinking of customers in very specific terms as company size is no longer a sufficiently informative lead attribute - so use lead scoring and hard data to target
99. Most buyers arrive at the Awareness stage in the buying cycle - before they have engaged directly with sales, so inbound can help feed content to those that do their research
100. Positioning your solution to help solve a problem and at the same time understand the needs and limitations of your prospects by listening rather than selling
101. Inbound sales is a relationship building exercise, offering advice rather than closing a sale helping to change an "all about me" to a buyer-centric sales mindset

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