
How to Pilot Inbound Marketing?



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

What is Inbound Marketing?

Content

- Get found by qualified leads online with content (website pages, blog articles, social media messages)

Context

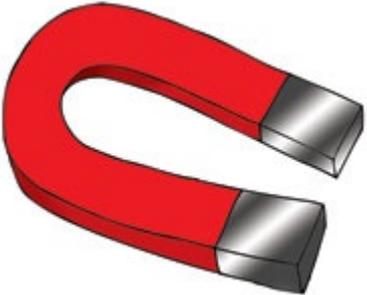
- Understand what content pulls your buyers through the sales funnel, and use that context to personalize your marketing at scale.



Inbound Marketing can be understood in three ways

- A. Inbound Marketing as a philosophy (the WHY?)
 - B. Inbound Marketing as a methodology (the HOW?)
 - C. Inbound as a tool set (the playbook)
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**In a nutshell, inbound marketing is a magnet
not a sledgehammer**



The Philosophy

Why inbound Marketing works?





“The philosophy of inbound marketing is 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: Well- Informed
Buyer Journey: Linear	Buyer Journey: Fluid and random, starts with Google.
Playbook: Interrupt	Playbook: Thought leadership through content creation.

Why interruption doesn't work?



The Proliferation of Media

- The media landscape became increasingly cluttered and it grew to include more channels, overtime: TV, magazine, social media, radio, etc.
- Deceptive advertising

Technology Empowered the consumer

- Consumers gained access to tools and information that enabled them to dodge interruptive brand messages and seek out information when they are ready.
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Why “permission” became more effective than “interruption” ?

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



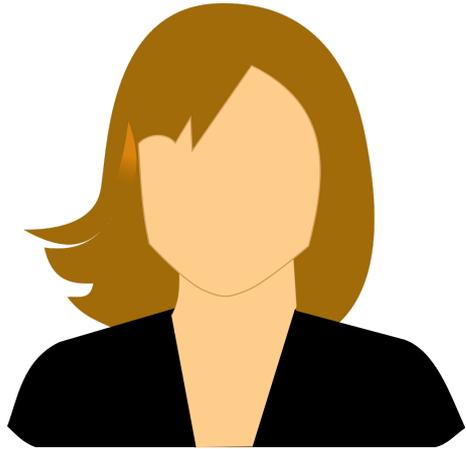
Themes of inbound permission marketing

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



Continued....



- **PERSONALIZATION & 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 a multi-channel presence by nature because it approaches people where they are, in the channel where they want to interact with you
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Continued.

- **INTEGRATION:** Your publishing and analytics tools all work together like a well oiled machine, allowing you to focus on publishing the right content to the right person and in the right time.
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In summary...

Inbound marketing is all about:

- Building trust, not scepticism among your prospects
 - Being loved, not ignored by your customers
 - Outsmarting, not outspending your competitors
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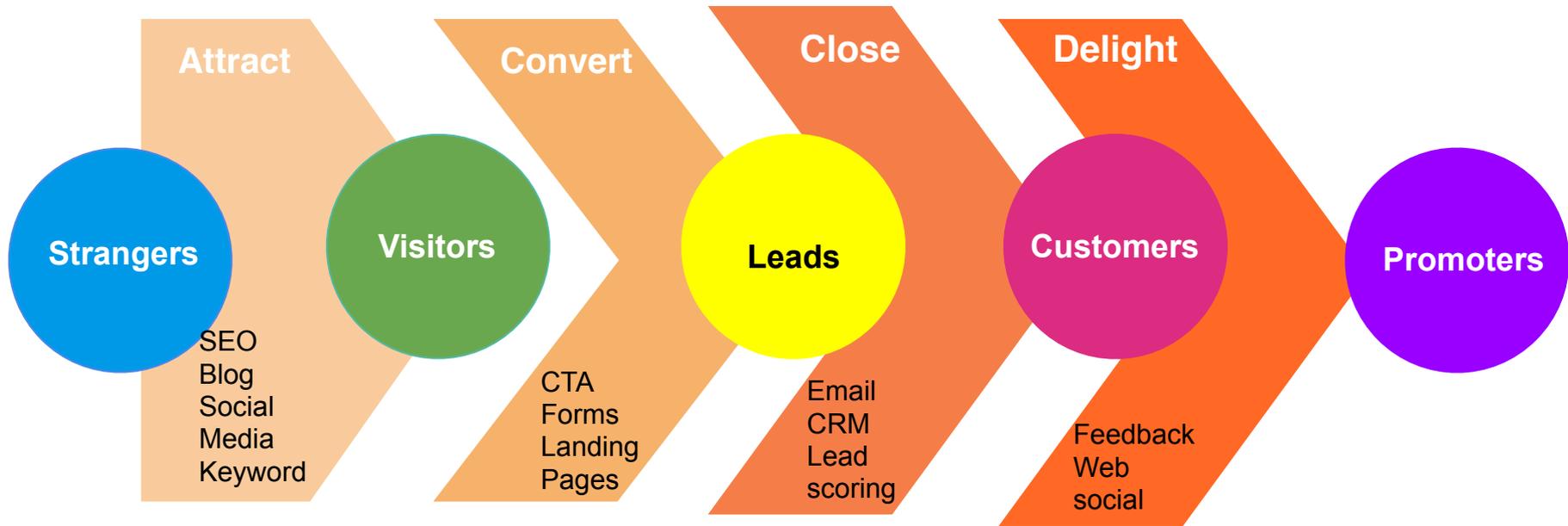
The Methodology

How inbound Marketing works?

Content for each phase



“The inbound methodology 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 emails.



The Sales Funnel

Inbound methodology in steps

Step 1: Attract strangers and turn them into website visitors

You want to attract people that will potentially become leads.
Attract your ideal customer by creating content that is easy to find.

Step 2: Convert website visitors into leads

Once you've got visitors to your site, the next step is to convert them into leads by gathering their information from the form which they have filled out to download your offer (ebook)

Continued....

Step 3: Close leads into customers through leads nurturing

Once you have attracted the right visitors and converted the right leads into customers with targeted, automated email nurturing and social media interaction, you can ask your sales team to make an offer.

Step 4: Delight your customers to turn them into promoters of your brand

Using context and personalization to deliver messages, continue to engage with delight and hopefully upsell your customers base into happy promoters of your website.

The Playbook

Inbound as a tool



Tools to attract strangers to your website

- Blogging
- Social Media
- Keyword optimization
- Site pages



Tools to delight customers and turn them into promoters of your website

- Smart Calls-to-Action
 - Social Media
 - E-mail marketing Automation
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The Machine

How everything comes together?



How everything works ?

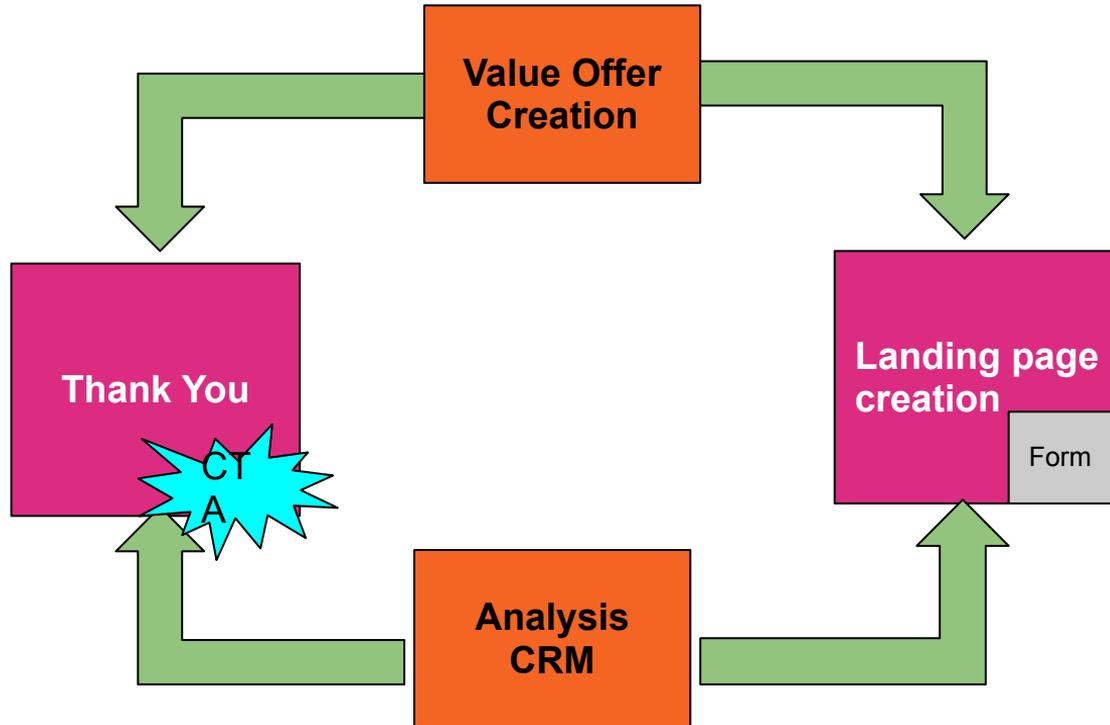
The principle of inbound marketing is actually based on the basic tenets of marketing: Value + Exchange.

The company provides “value” for the customers, in any way shape or form, for example, an offer in the form of an ebook or discount, in exchange for something in return (i.e., personal information). Remember, nothing is free.

Continued

- A company creates a Value offer, places it on a landing page.
 - The customer sees the offer and decides to download or purchase the offer. How? By submitting a form on the landing page. (exchange of personal information for the offer)
 - Once the form is completed, the consumer submits his information by clicking on the relevant CTA.
 - He is then directed to a “Thank You” Page to download offer.
 - Analyze and test what works with customers through A/B testing
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Machine Cycle



On the landing page
is where the
Exchange takes
place