

————— The Essential Guide to —————

# INBOUND MARKETING

Learn about the Inbound Methodology in this FREE e-Book!



## TRADITIONAL MARKETING

is marketer centric and uses tactics such as cold calling, print and TV advertising. This type of marketing gives all the control to the marketers and uses tactics that push products and services to potential customers.

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# VS

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## INBOUND MARKETING

is a customer centric marketing strategy that pulls customers to your business services. Unlike traditional marketing, it relies on the customer finding you. By providing content that is helpful to them, you are pulling the customer instead of pushing products.

# What is Inbound Marketing?

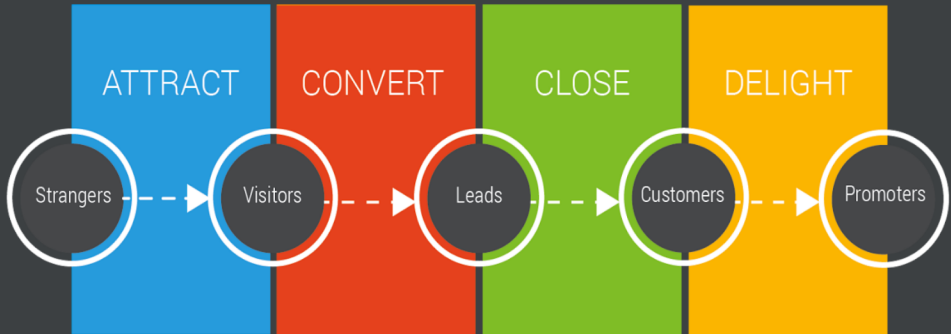


Inbound marketing is a marketing method where the main goal is to attract people to your company who are already seeking out your specific services. The marketing strategy pulls visitors towards your business by producing interesting content that appeals to your ideal customers.

The methodology to Inbound Marketing has four phases :  
Attract, Convert, Close and Delight.

These stages take the marketer through a proven process that gain customers and turn them into promoters of your products and services.

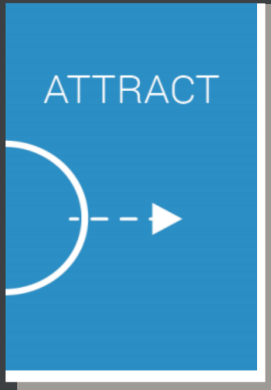
# Inbound Marketing Methodology



This graphic above visually explains the four stages of inbound marketing. The process starts with attracting prospects, or "strangers," and turning them into visitors to your business website and content. Then, you convert those visitors into leads by obtaining their contact information. Next, those leads become customers after they have accepted an offer from your business. Lastly, the customers become advocates or "promoters" of your business through the delight phase.

**Let's walk through each stage...**

# ATTRACT



Marketing techniques to attract new visitors to your website are...

- Search Engine Optimization / Keywords
- Blogging & Content Marketing
- Pay-Per-Click (PPC) Advertising
- Social Media Advertising
- Mobile Banner Advertising

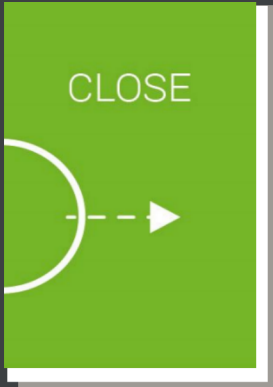
# CONVERT



Convert website visitors  
to leads using...

- Calls-to-Action (CTAs)
- Smart Forms & Progressive Profiling
- Landing Pages

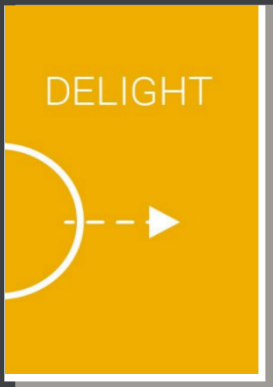
# CLOSE



Turn your new leads  
into customers using...

- Marketing Automation
- Email Marketing
- Workflows
- Lead Nurturing

# DELIGHT



Delight your customers and turn them into ongoing promoters of your brand with...

- Surveys
- Smart content
- Social monitoring

# INBOUND BEST PRACTICES



Use buyer personas



Use the buyer's journey



Create remarkable content



Leverage your content



# WHAT ARE BUYER PERSONAS?

Semi-fictional representations of your ideal customer based on real data and educated speculation about customer demographics, behavior patterns, motivations and goals. Buyer personas must be based off actual research, not assumptions.



Keep reading to find out how  
to create your Buyer Personas



# BUYER PERSONAS

Use this worksheet as a guideline to create buyer personas for your company.

## How To Create Buyer Personae

### 1 Persona Name: Sample Sam

#### Background

Jobs, career path, family

2

- Restaurant owner
- Owned and sold 2 other restaurants
- Married with 2 children

#### Demographics

Male or female, age, income, location

3

- Male
- 40-45
- HH Income \$150,000
- City

#### Identifiers

Demeanor, communication preferences

4

- Strong demeanor
- Picks up his own calls
- Prefers to be emailed or texted because he is busy

#### Goals

Primary goal, secondary goal

5

- Triple number of reservations in 3 months
- Receive great reviews customers

#### Challenges

Pain points

6

- His restaurant does not have parking
- His quality of food is high so his prices are high

#### What Can We Do

...to help our persona achieve his goals

7

- Offer parking vouchers at nearby lot & promote it through email & FB ads

#### Quotes From Personae

About goals, challenges

8

"We have a great place, but we can't compete with free parking from our competitors nearby."

#### Common Objections

Why wouldn't someone buy your product / service

9

- No parking
- Prices are high

#### Marketing Message

Describe your solution to your persona

10

We will come up with some promotions as well as content to promote healthy + quality food.

#### Elevator Pitch

Sell your solution

11

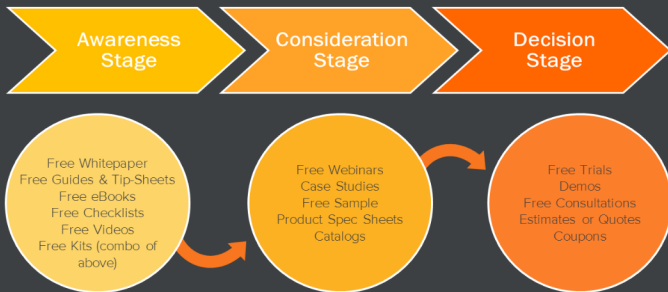
We will provide you with the tools you need to boost marketing & provide transparent reporting.

# THE BUYER'S JOURNEY

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

Understanding where a potential buyer is in this journey allows you to create specific content offers that are more relevant to them at specific times.

## The 3 Stages:



# CREATING REMARKABLE CONTENT

Inbound Marketing is all about Content + Context! Not only do you have to provide useful content, but also have to know who you're creating that content for.



Here are some questions you should keep in mind when creating remarkable content...



Would your target audience share it?



Does it offer a unique perspective on a topic?



Is it original?



Is it time appropriate?



Is it easy for the audience to understand?

# LEVERAGING YOUR CONTENT

Distribution is key because it makes your content relevant. Plus, how will anyone see your content if you don't promote it?



Here are some inbound tactics to distribute your content...



Calls-to-Action



Landing Pages



Business Blog



Social Media



Marketing Emails

Thank you for reading!

We hope you found this e-Book helpful and that you consider adopting Inbound into your marketing strategy!

Want to learn more? Check out our blog on the InspiriaMedia website for more useful information. Click our logo below!

