

The 5-Step Formula to Inbound Marketing

Turning your business into a lead machine.

OLD-SCHOOL MARKETING

...also called "outbound marketing", can be costly and ineffective. These marketing channels such as direct mailers, television, radio, and print ads do not bring in customers like they used to. Marketers call this interruption marketing: a one way, ingenuine conversation that pushes the marketing message onto the customer when they are not looking for it.



INBOUND MARKETING

This relatively new way of thinking is based around the idea of creating quality content that targets your core audience and sharing it using online marketing tactics. This personalization creates a content magnet that draws in potential leads and customers when they are looking for similar products and services.

Let's take a look at how you can use inbound marketing for your business.

Start

1 CREATE VALUABLE CONTENT FOR ALL STAGES OF THE PURCHASING CYCLE

Marketing is like a gear; it's always moving. Think of this while you generate your content. White papers, blogs, social media posts, email marketing, and video are all great ways to consistently update your web presence and be found in search engines and by your audience.



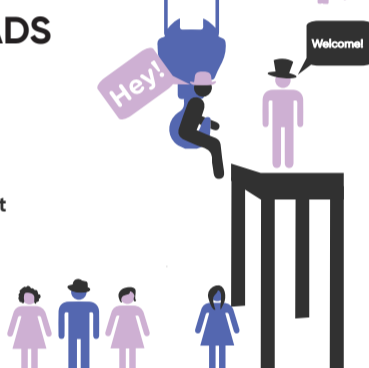
2 INVITE PEOPLE IN WHO NEED YOUR PRODUCTS & SERVICES

It's important set goals and understand who you are creating content for and why. Center your blogs, videos, etc around phrases and long-tail keywords that your customer will be using when they are researching products and services online.



3 CONVERT VISITORS INTO LEADS & BUILD THE RELATIONSHIP

Conversion is very important in inbound marketing. Once someone lands on your page, it's key to give visitors something that allows them to take the next step. Calls to action, landing pages, and contact forms are all ways that you can collect and begin the process of servicing their needs and learning more about your visitor.



4 TRANSFORM BONAFIDE LEADS INTO SATISFIED CUSTOMERS

Once you have found your potential leads through lead scoring, there are various ways to transform them into customers. Follow-up emails, tailored e-mail marketing, workflows and campaigns are all ways to personalize their experience. It's also important to have a CRM to help with marketing automation and close the gap between marketing and sales.

- Browsing
- Shopping
- Ready to buy
- Spread the word

David says:
Couldn't have asked for better service.

5 MONITOR & MODIFY YOUR MARKETING STRATEGY

Hands down, this is one of the most essential pieces to inbound marketing. How do you know how well you are doing? What's working and what's not working? Where is your traffic coming from and how is it converting to leads? You need to understand your ROI. Always monitor and refine your strategy to make sure you are consistently meeting your goals.



Using this formula for lead generation will help your business successfully implement an inbound marketing strategy and turn casual website visitors into brand advocates and return customers.

ALWAYS KEEP INNOVATING & NURTURING

