An Introduction to

Inbound Marketing
Why Your Traditional Sales & Marketing Efforts Aren’t Effective Anymore.

For many years, traditional marketing was the best way a company could share its message with potential customers. We’re all more than familiar with the methods of old-school marketing: television commercials; billboards on the highway; direct mail campaigns; magazine, radio and newspaper articles. However, all these methods of communication interrupt your target customer as they go about their day. They are, in a word... annoying. And potential consumers have gotten really good at filtering them out. In fact, the consumer’s ability to avoid this type of marketing has given rise to tools to help consumers avoid these messages like; DVR’s, SPAM filters, pop-up blockers, do not call lists, etc…

We refer to this old-school method as “interruptive marketing” or “outbound marketing.” And because consumers don’t like it, it isn’t very effective.
The Way We Buy Has Changed

In today’s connected world, the way that we carry out our buying process has changed. Twenty years ago a typical purchasing process would rely heavily on a sales person and this sales person was the gate keeper of product knowledge and pricing. This put the sales in control of the conversation and the consumer at a disadvantage.

Now, due largely to the internet, information that was once gated by the sales team is readily available to the customer. The sales person’s role as an information disseminator - and their advantage in the sales negotiation has evaporated. Research shows that consumers have completed roughly 80% of the purchasing process before even engaging with a sales rep. In fact only 20% of their buying process is visible to your company in any way! In short, you need to invest your marketing energy where customers are spending the majority of their decision making time.
Enter InBound Marketing

Technology, of course, has completely changed the way we communicate with each other. That’s especially true when it comes to the conversations that take place between companies and their customers. Since consumers are now experts at tuning out “interruptive marketing” marketing messages are less effective. How do we change that? Enter Inbound Marketing.
InBound Marketing Provides Meaningful Content

Inbound marketing focuses on providing meaningful, relevant content that meets customer needs. It moves them from an awareness of your product or service into becoming an interested customer, and engaging in a business relationship with you.

**FACT:**
The average cost of one traditional (outbound) marketing lead is roughly $332.

**FACT:**
The average cost of one inbound marketing lead is about $134.

**FACT:**
That’s a huge difference.
Who is Your Ideal Customer and What is Their Focus?

Inbound marketing begins with research. If we don’t know who wants your products or services and what their concerns are, we can’t speak directly to their needs. Through interviews, online research, and surveys to name a few methods, we find out what makes your customers the most likely to engage in a conversation, and then we develop content around these topics. It’s the process of making your business a magnet, which attracts customers naturally, because you’re providing the information and experience that they want.

Our buyer profiles include the following:

- Detailed biographic and demographic information
- Observations of each customer’s unique pain points
- Insight into the unique voice required to effectively reach the ideal customer
- A singular understanding of where customers spend their time, both online and offline
- Insight into who each ideal customer trusts for valuable and reliable information
How Will You ATTRACT Buyers?

By publishing relevant, helpful and non-interruptive content, you earn the trust and attention of potential customers. Initially, you’ll do this by offering the sort of valuable content your ideal buyers are actively searching for - content that answers your buyers’ questions and solves their problems.

Once they have a purchasing experience that reinforces their belief in you, they will become evangelists for your brand, expanding your reach to their friends and families. Inbound Marketing is about understanding, caring for, and responding to your customers.
The Tools that Make it Happen

Search Engine Optimization
• SEO is a critical piece of the inbound puzzle. Why? Because having your website rank for a multitude of both long-tail and geo-targeted keywords is one of the simplest ways to attract large amounts of sustainable traffic to your website.

Social Media Publishing
• Not only do daily posts on industry-relevant social media channels bring visitors to your web presence – they also expand your overall visitor reach.

Inbound Publishing
• Before you can turn online leads into closed deals, you need to be looked upon as a thought leader in your industry. Perhaps surprisingly, that’s not as difficult as it sounds.

We produce articles, blog posts, white papers, ebooks and more, in which your company is viewed as an indisputable industry expert.

• Some of this credibility-enhancing content is published in places where your target buyers are likely to find it. Some of it is offered on your own website as an instant download or free giveaway to customers who are willing to share their contact details.

Paid Media
• Also known as “paid search marketing” or “pay-per-click,” this is simply one further option for getting your business and its message noticed online, no matter where your potential customers are spending their time. These paid promotions will significantly increase your brand recognition, and will ultimately drive visitors to your website.
How Will You CONVERT Buyers?

Most online marketing plans begin and end with attracting new visitors to your website. But because not all of those visitors will be qualified customers who are ready to buy, that simply isn’t good enough. Which is why our inbound process incentivizes website visitors to interact with you, over and over again. That way, serious and well-qualified prospects can be steered directly through your sales funnel.

We use the following activities to bring repeat visitors back to your site, and to drive them through the conversion process:

Incentivized Interaction
• The various incentives we create for your visitors may take any number of different forms. The goal, however, is always the same: to capture a prospect’s contact information so that further targeted marketing options remain available.

Landing Pages
• Landing pages are specialized pages that are designed to be discovered by potential customers who are searching very unique keyword phrases. Your landing pages will contain various offers and downloadable content that a prospect can receive in exchange for their contact information.

Lead Nurturing
• Once you’ve captured a qualified prospect’s contact information, our method continues to nurture through the sales process. We recommend utilizing social media and sharply targeted email campaigns in order to continue the conversation.
How will You CLOSE Buyers?

In-Depth Analytic Knowledge

• Each time a new visitor comes to your website, we log their interaction and begin building a profile around them. That way, when our marketing team passes your sales team a lead, you’ll have a complete history of that prospect available to you, including every interaction a prospect has had with any part of your web presence. This gives your sales team critical information about who a potential buyer is and what they’re most interested in.

Closed Loop Reporting

• Simply put, this means that your sales team and our marketing team will talk to each other. It’s crucial that our marketers understand what happens to the leads they pass into your organization. This helps them better discern which lead sources are most successful, and how they can fine-tune their actions to further support your sales team in the immediate future.

CRM Software

• Again, it’s critical that our marketing team and your sales team work together closely. That is why the software we use includes a truly robust Customer Relationship Management (CRM) tool. With our unique CRM, information about current prospects and the activities that define them will seamlessly pass from our team to yours.
How Important is Your Website?

Your website is a critical component of a rich and diverse communication-and-conversion plan. It’s one of the primary tools we’ll use to attract and convert your leads into customers. Throughout our working partnership, your site will have a very unique purpose: to establish and advance valuable conversations with your ideal customers, no matter what stage of the buying process they happen to be in.

As part of our marketing program, we will convert your website into an aggressive marketing tool. Your new website will include multiple “low risk” conversion points in the form of downloadable guides, ebooks and case studies. Using this approach, we’re able to significantly increase your website’s conversion rate, and nurture potential buyers through their journey and into your customer base.
A Brand New Methodology

Our inbound methodology empowers marketers to attract visitors, convert leads, and close and delight customers. This process acknowledges that customers’ time is valuable, and that their needs must be respected throughout the buying process. Your brand will distinguish itself by addressing these concerns.

By publishing the right content in the right place at the right time, your marketing becomes relevant and helpful to your customers, not interruptive. Now that’s marketing people can love.
Want to Learn More?

Experience the delight of inbound marketing, and begin to turn the right leads into happy customers.

To contact us by phone please call: 215.345.5424
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