

WHAT IS INBOUND MARKETING?



INBOUND MARKETING

Inbound marketing focuses on targeted techniques such as content creation, search marketing, and social media that help potential buyers find your business when they are ready to buy. This brings better, more qualified leads into your sales funnel.

FOUR STAGES OF INBOUND MARKETING



Attract visitors to your website through the creation of valuable content



Convert website visitors into leads



Build relationships and close leads into customers



Measure and assess your results



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ATTRACT VISITORS THROUGH THE CREATION OF VALUABLE CONTENT

Strengthen your digital presence by developing and distributing content that will help potential customers find your brand. Focusing on the following can help you draw in new business:

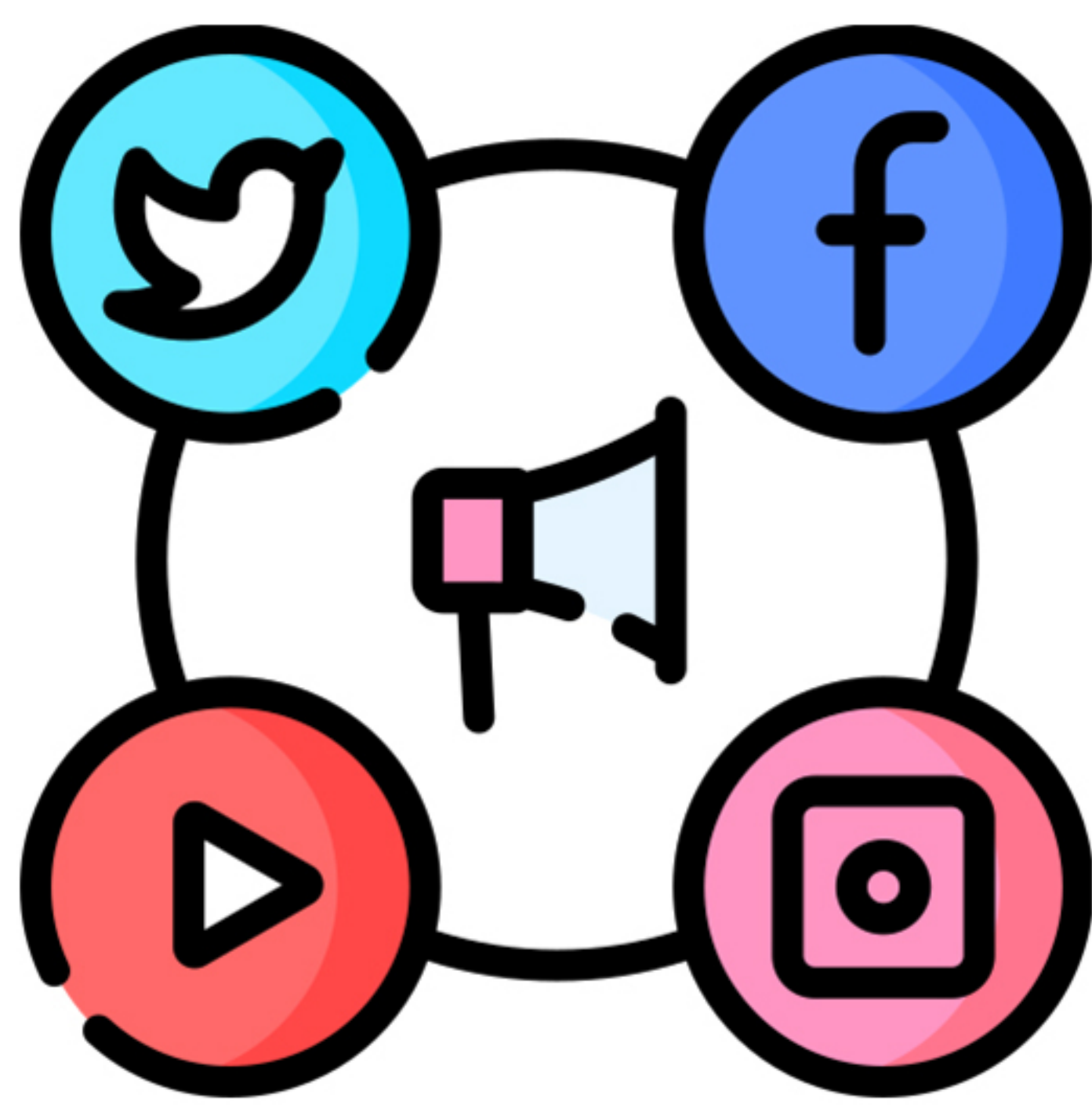
BLOGGING

97%

Companies who blog receive **97%** more leads to their websites.

13X

Marketers who prioritize blogging are **13x** more likely to see positive ROI.



SOCIAL MEDIA

Developing a social media following provides you a targeted audience and a chance to promote your content and develop new leads.

72%

Be where your audience is. **72%** of internet users are now active on social media.

100%

Social media has a **100%** higher lead-to-close rate than outbound marketing.



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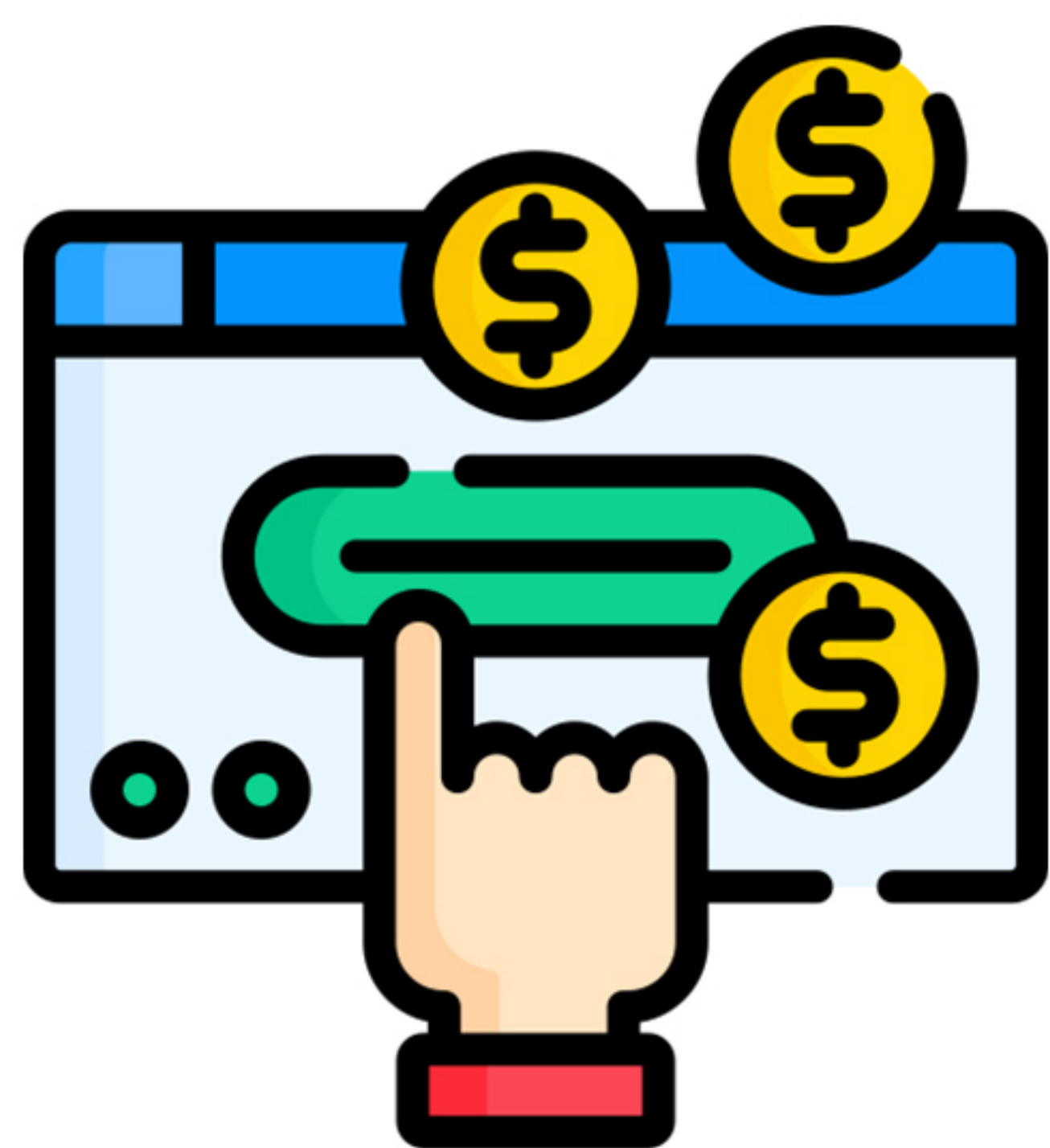
SEO

Identifying and using targeted keywords throughout your website and digital content attracts quality visitors to your website.

14.6% SEO leads have a **14.6%** close rate.

3-5% Long-tail keywords have click-through rates **3-5%** greater than regular keywords.

81% **81%** of shoppers research online before buying—don't miss out on reaching them!



PAY-PER-CLICK (PPC)

Complementing the "organic" channels above with an efficient pay-per-click (PPC) campaign gets you in front of more visitors. This is especially important when your organic efforts have not yet taken hold.

46% The top 3 PPC ads get **46%** of the clicks on a search results page. Businesses generate **\$3** in revenue for every **\$1.60** spent on Google Adwords.



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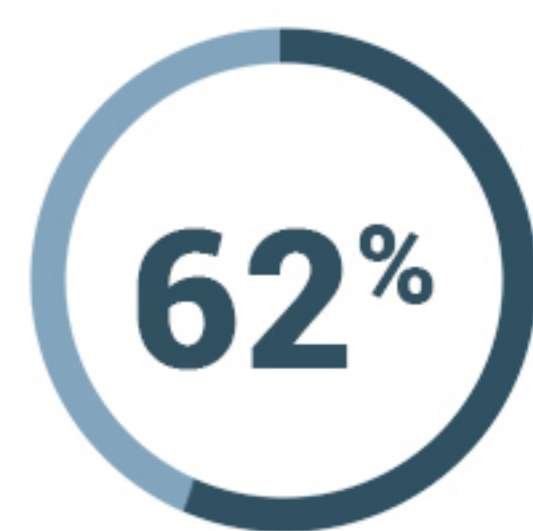


CONVERT WEBSITE VISITORS INTO LEADS

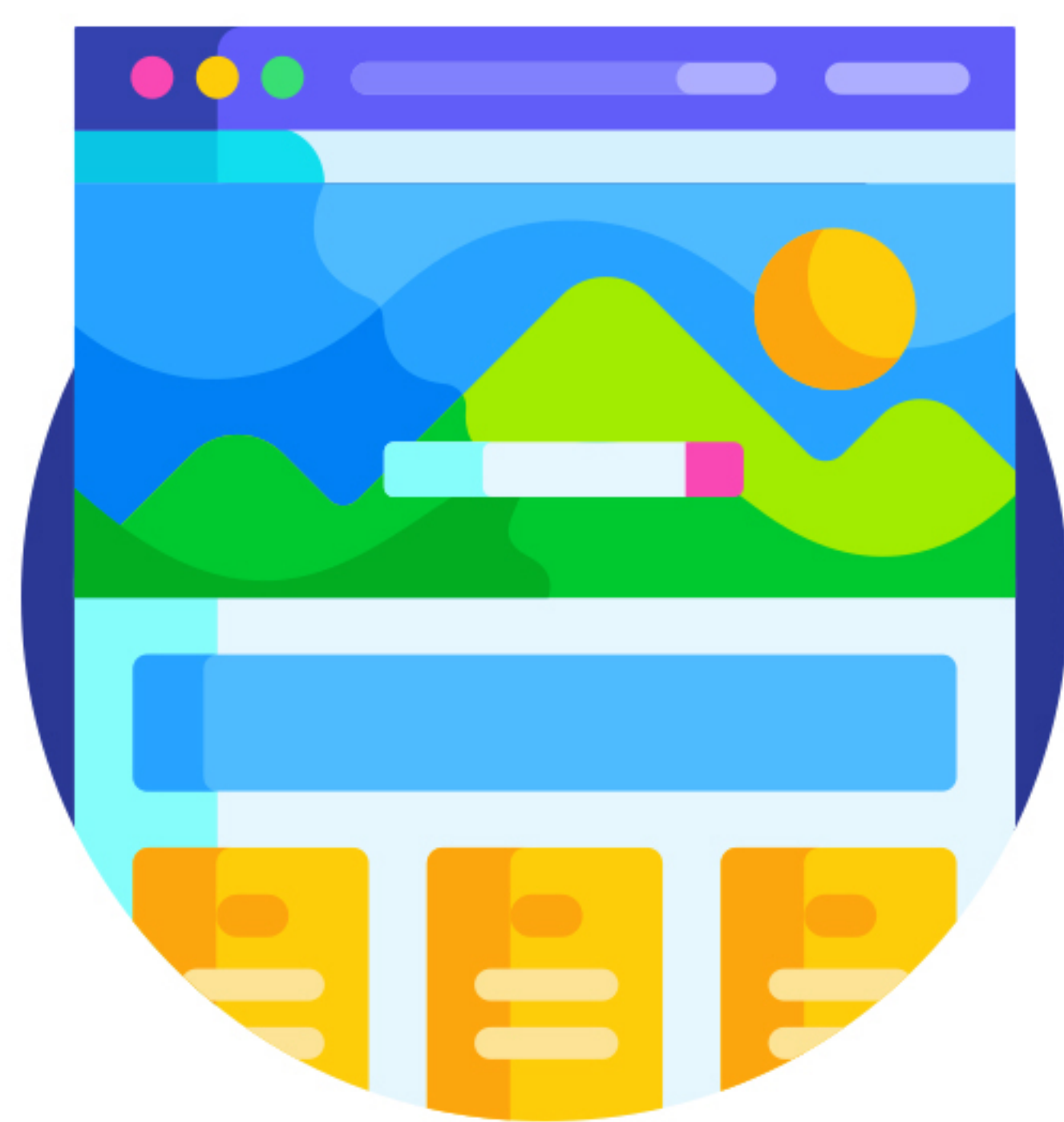
Converting a visitor into a lead requires collecting their contact information. But to get such personal details, you'll need to give them something in return.

COMPELLING OFFERS

Offer potential customers something valuable in exchange for their information, such as an in-depth piece of content like an eBook or whitepaper, or a free consultation.



It's worth taking the time to develop premium content pieces, as content marketing generates **3x** as many leads as traditional outbound marketing but costs **62%** less.



LANDING PAGES WITH CONTACT FORMS

Landing pages are standalone webpages that are designed to promote your offer and capture visitor contact information via a lead generation form.

Limit navigational elements on your landing pages. You want visitors to stay and give you their contact info.

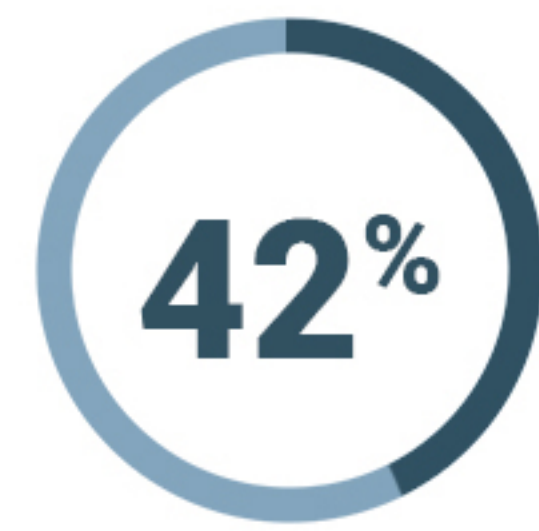


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CALL-TO-ACTION (CTAs)

Placing call-to-action throughout your website blogs, and other content invites lead generation.



To maximize the effectiveness of your CTAs, personalize them. Personalized CTAs lead to **42%** more conversions.



CONVERT LEADS INTO CUSTOMERS

Once you've converted visitors into leads, effective inbound marketing can help you strengthen your relationships and close them into customers. The following tasks can help you drive more sales:

EMAIL MARKETING

Send timely promotional emails to your leads designed to capture their attention and convert them.

\$44.25 is the average return on email marketing spend for every **\$1** spent.



Companies that excel at lead nurturing—building relationships with clients even when they're not actively looking—generate **50%** more sales-ready leads at **33%** lower cost.



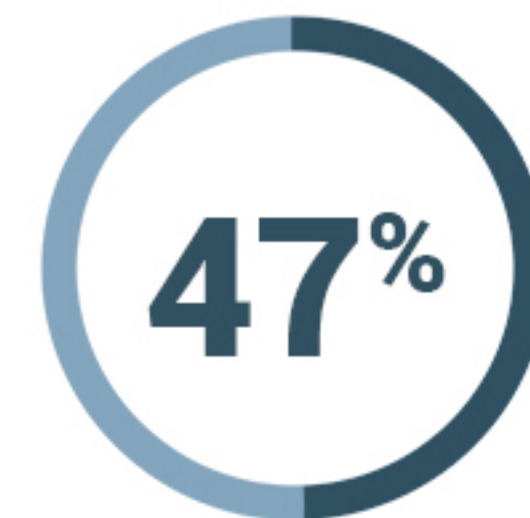
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MARKETING AUTOMATION

Marketing automation software can help you automate your processes, including email lead nurturing. By setting up the delivery of a sequence of emails at specified time intervals that include valuable information and content, you can convince and convert more prospects than ever.



Nurtured leads make 47% larger purchases than non-nurtured leads. Businesses using marketing automation to nurture prospects experience a 451% increase in qualified leads.



MEASURE AND ASSESS RESULTS

Ensure your inbound marketing strategies are consistently helping you meet your goals by setting processes in place so you can measure and analyze your results. Analyze your data to determine where your visitors are coming from, how many are turning into leads, and what channels and strategies are driving ROI. Use your findings to inform future strategies and optimize current ones for even greater success.



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5 Steps to Increase Traffic & Convert Leads Into Customers



CREATE COMPELLING CONTENT FOR ALL STAGES OF THE BUYING CYCLE

Before potential customers can find you, you must first create valuable content that will attract them to your site. Often this is called '**content marketing**' because it uses content as a way to attract visitors and increase traffic to your site. What kind of content? Think **blog posts, white papers/eBooks, infographics, and even videos.**



GET FOUND BY PEOPLE WHO NEED YOUR PRODUCTS & SERVICES

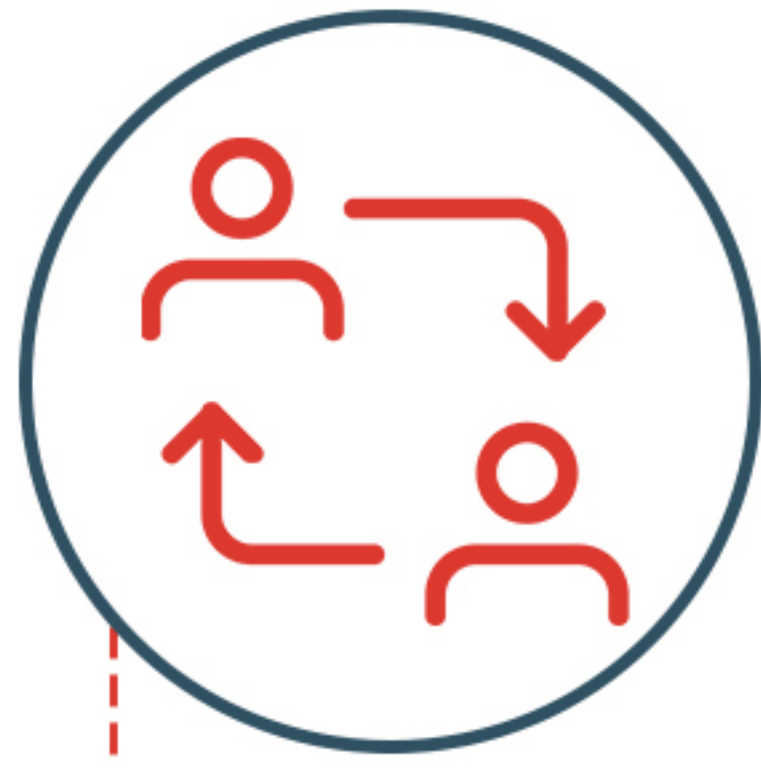


Using advanced **search marketing** techniques and optimizing **keywords** targeted to your desired audience will ensure your content is found by web users who are actively searching for the information you are providing. Sharing your posts on **social media** and utilizing relevant hashtags is another effective tactic to drive traffic to your content.



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CONVERT VISITORS TO LEADS AND NURTURE THE RELATIONSHIP

A **landing page** allows a website visitor to share their contact information with you, and helps you identify the type of content they are interested in. **Call to action** lets your visitors know what you want them to do and direct them to the landing pages you've created. As you build a list of people who are interested in your content, you can further nurture the relationship through social media and email marketing until they are ready to buy.



CONVERT QUALIFIED LEADS TO CUSTOMERS



With inbound marketing, your offers and landing pages are tailored to people at **all stages of the buying process** - which means that you can spend your valuable sales time talking to people who are at the **bottom of the funnel** {i.e ready to buy}, and automate communication with people who are earlier in the sales cycle.



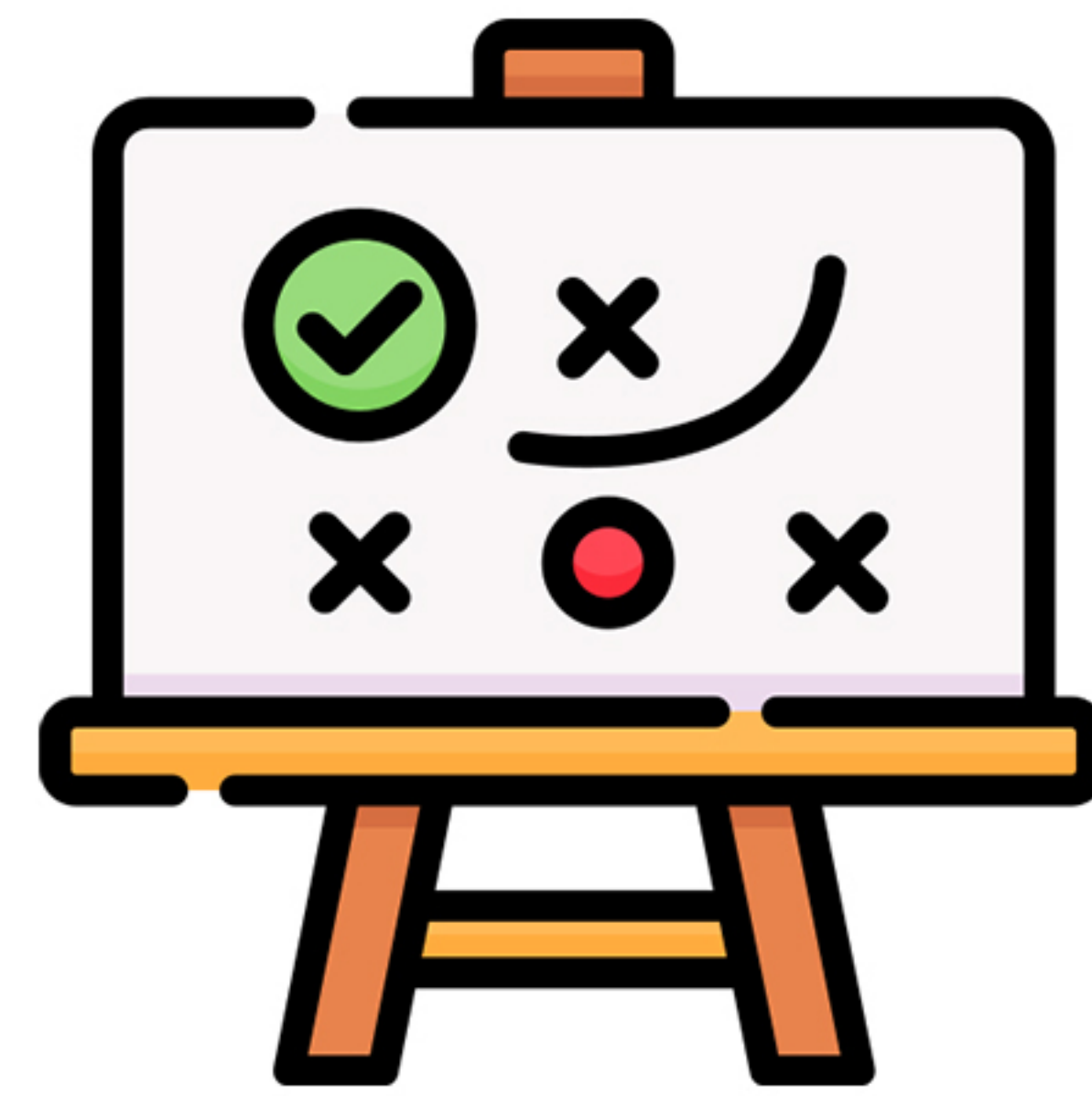
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ANALYZE AND ADJUST YOUR MARKETING TACTICS

The final step of a successful inbound marketing campaign is to monitor your results and make adjustments to your strategy. Are your leads getting “stuck” somewhere in the sales funnel? Proper **monitoring and analysis** will help you pinpoint the areas where you may need to **adjust your offers** and content.



INBOUND MARKETING IS AN ONGOING PROCESS



It requires consistent care and feeding in order to keep your business growing - when executed effectively it also creates a system that consistently and repeatedly generates qualified leads for your business.



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