

Inbound Marketing Strategies
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The business world is advancing day by day, through valuable marketing and promotions. What is the procedure of this unbeaten victory and what is the course to achieve it stand as big question marks for many businesses who are still struggling to get what they actually deserve. It's very simple; the secret is the shift to inbound marketing. Companies have essentially hired professionals to make it possible for their businesses to have a faultless and a winning shift to inbound marketing.

However, as you are the one who will be making the shift, it is essential for you to have a game plan to move along the course rather than changing your ways in a completely mismanaged and careless way. The game plan includes everything from the beginning till the analysis of the plan. The chief aim is to *GENERATE LEADS AND BUILD LOYALTY TO HAVE MAXIMUM BUSINESS REVENUE*.

THE GAME PLAN IN ACTION

1 – The Universal Shift

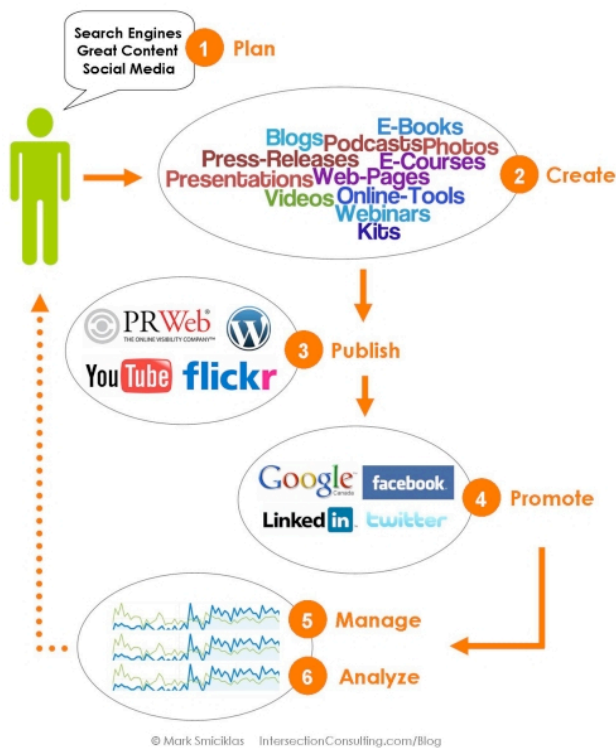
Masses of consumers look over the internet for various products and information. Statistics have come up with the fact that in December 2009, Americans were found conducting 14.7 billion core searches. This new “searching” trend has changed the rules of all types of industries and organizations operating under outbound marketing. The shift to inbound marketing is proceeding from budgets to overall inbound marketing policy; a radical change is taking place.

The shift to inbound marketing is fueled by content and community. To advance more rapidly than the competitors, establishments have to uphold smart and informative website, establish the identity in social media and constantly bring out striking content via videos, pod casts, Blogs, Optimization strategies , white-papers, case studies, marketing articles and even free E-books. This modification in the operation of business and industrial sector has been permitted due to across-the-board results of inbound marketing.

- There are 135+million blogs

- Presently there are 360+ million facebook members (social media)
- 54+ million Linkedin members (social media)
- 12+million twitter users
- 9 billion you tube videos streamed every month on YOUTUBE
- 3.8+ billion Pieces of content shared every week on Facebook.

The **NEW** Marketing Strategy

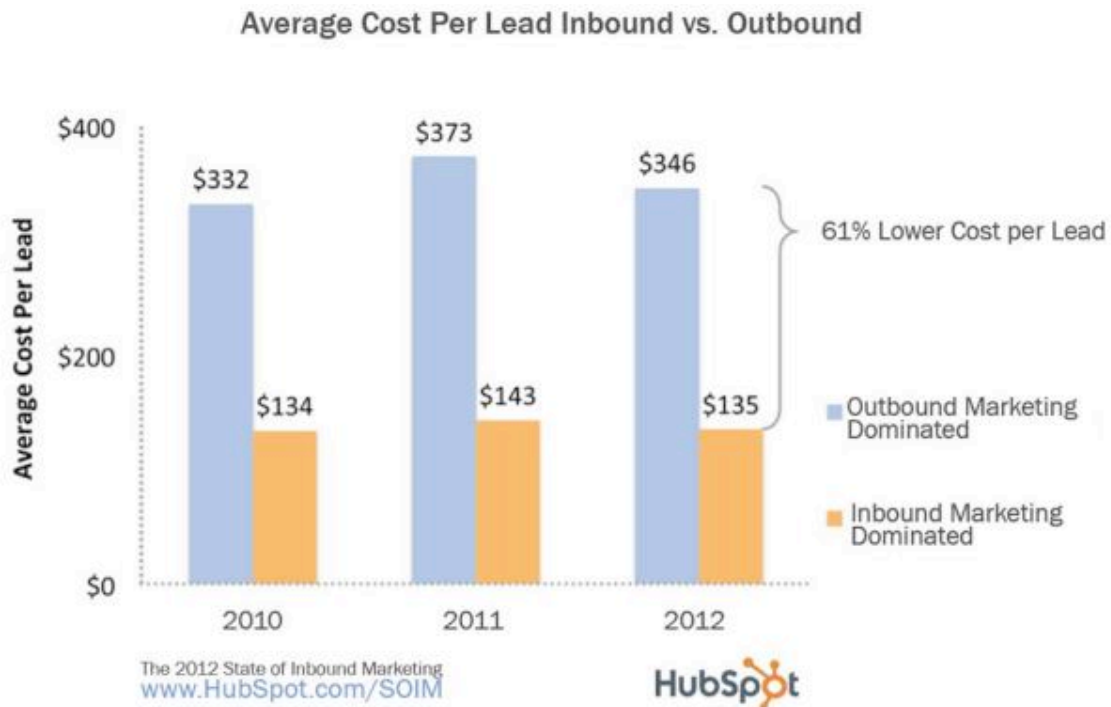


Your Aim – Leads and Loyalty

The *first step* of the game Plan is to make the shift to inbound marketing and understand your goals. This inbound marketing provides organizations and companies the chance to perk up rankings on top search engines, boost up the leads to website, and create inbound links which generates traffic.

The perfect inbound marketing campaigns will basically use content and community to create long term and healthy loyalty. To attain this precious loyalty, you have to change your approach and consider all the related addressers

counting friends, rivals, retailers, providers, social media, workers, partners and clients. Moreover, the average cost per lead with inbound marketing is very less as compare to outbound marketing. The graph below represents the difference.



2- The Discovery Define, Design and Distinguish

The second step of the Game plan is the phase of discovery.

- **The Inspection report. Discovery audits (internally and externally)**

During this stage, you should exercise extensive customer research, the reports of industry, highlighted media exposure, sales data history, competitive insight, surveys of online research to perform a tactical analysis of your audience and the overall industry establishments. The facts and figures collected at this stage hold crucial importance in the formation of brand messaging, the development of your website and the future campaigns. Here is a quick overview of the key bits and pieces to be inspected-

- Agency collaborations.
- The business objectives.
- The position of the brand.

- The time frames.
- Financial plans.
- Targeted Buyers.
- Competitors.
- The ups and downs of the industry.
- The brand value/pricing
- Market partitions.
- Promotional planning / marketing campaigns.
- SWOT analysis.
- Social media trends.
- Website analytics.

- **The Base – Website and the brand**

Branding is a fundamental part of your marketing approach. It is your business recognition in the market; this makes it an essential element of inbound marketing strategies. It is not just to force your potential customers to prefer you over your competitors rather its about convincing them that only your brand can serve them the best product or services. Website significantly supports the shift to inbound marketing.

Your prospective patrons will search online for your corporation or business; therefore you require a *PROFESSIONAL AND AN OFFICIAL WEBSITE*. The official website of your company will be your valuable marketing agent so it should clearly mirror the image of your brand, the website should be created with the aid of expert to make it attractive and easy to navigate for your customers. Make sure you keep on updating your website on a regular basis, with the outlook of the website changed after every 1-2 years. Your website will leave an impression on your customers, therefore it is a must that it should be developed carefully, keeping in mind its impact upon your clients. Calculate the strength of your brand and website during this inspection phase. Some resourceful and active websites by specialized web developers look like this:



- **Brand marketing-Define and distinguish**

Each business must define and distinguish itself from the others via the social media, website, content creation, and effective PR, however keep in mind that your brand is defined by observation, experience and perceptions, which now principally happen online. Brand marketing is the basis upon which your complete business and marketing operations are prepared. You can begin with responding to these queries.

- What are the strong points and weak points of your brand?
- What opportunities you need to grow to maximum level?
- What are the targeted keywords for search engine optimization?

- Who are the target buyers?
- What makes you stand out as an innovative leader of the industry?
- How to express through words, images and practices?
- What expertise, resources and tools can you provide your customers?
- What is your contribution to the industry?
- What makes the clients buy for the first time and then become regular clients?

You can also use these answers to mix into your marketing strategies such as your website, social media and Online public relations etc.

- **Website development – Design**

The aim of your website should be able to connect to potential customers, drive eligible traffic and generate leads.

It is imperative to keep a check on your website, analyze, track and monitor the website's performance by traffic, inbound links, website visits via keywords and the keyword rankings to make the shift to inbound marketing in a smooth way. As soon as you are done with your website design, the next step is to create a stronger website by Blogging, Content management system, landing pages, call to actions, lead forms, media rooms and etc. There are several inbound marketing agencies that can design a perfect website for you to connect to your audience and grow your business in a more rapid way. An online website is must to have your brand presence accredited online worldwide to billions of audience.

Part II

3- Audiences- Segment and prioritize

The shift to inbound marketing unleashes you to all types of audiences to deliver the maximum exposure to your business. It's vital that you recognize them, segment them and then prioritize according to your strategy.

- **Professional colleagues-** The web has made it feasible to stay in touch and share with your colleagues in the best way. In most cases, your colleagues, often coming from competitive establishments share and link to the marketing or informational content that you post. Look for chances to create a healthy relationship via these networks, to learn and progress.

- **Rivals-** There is a marketing warfare going on online, due to the fact that the shift to inbound marketing has provided marketers with an easy access to competitive intelligence. This, it is no big deal for your competitor to assess each others power and weak spots. While many businesses use effective inbound marketing tools such as blogs, social networks and SEO to influence the position of their opponents.
- **Partners-** Partners share the risks and the achievements involved in the business. You can identify and assess qualified partners through inbound marketing in a quicker and an efficient way. Retain information that the practices and actions of your partner will affect your brand positively or negatively, Therefore set up a system to continuously evaluate the impact of this relationship. Subscribe to your partners blogs and get connected to him via facebook, flicker or LinkedIn etc.
- **The web professionals-** A web designing and a professional marketing company will make your business more exclusive and fascinating; it will add color to your campaign and enhance the traditional ways of marketing. You can connect with your professional web designing company through emails and social media.
- **Workforce/ Employees-** Each employee or worker of your company affects the standing of your brand. Use the shift to inbound marketing to increase employee retention and enthusiasm by getting into their social web activities, and cheering them to play a role in development and advancement of your business online. Make social media policies, the younger generation of employees is very active on social media networks, and they can work wonders once you make them realize their importance.
- **Prospects-** Your target should be to get found by this primary and most famous inbound marketing audience. Your prospects will be searching information, brand and services online. Have the bulk and the best content in store for them so keep on posting the content regularly, add blog posts everyday, use facebook, twitter, LinkedIn and Pinterest and etc to expand your reach. Remember that social media is your PLATFORM not your STRATEGY, so follow a fully incorporated game plan to divert traffic to your website and spawn leads.
- **Clientele-** Your existing clients are the most valuable audience. You have to build loyalty among your previous customers. It can achieved by regular communication and results. You can create an email marketing campaign and send information about your new brands, offers and services to them. You can also share blog posts and seek their help in social media campaigns. The comment feature on blogs can also give you an insight about your client's expectations and their likes and dislikes.

4- Aims and Objectives – Determine your success factors.

There are four major objectives that have the highest capability to generate leads and build a loyal relationship. There are many success factors that you regard as benchmarking and measuring to constantly examine and grow your marketing campaigns.

- **High Search Engine Rankings-**

Success Factors

- 1- The keywords displayed on the first page of search results.
- 2- The keywords that drive traffic
- 3- The keywords that generate leads
- 4- The keywords that convert the sales
- 5- The non paid traffic.

Try to use long keywords to have more targeted and likely to buy traffic to your website which later on converts into leads and finally sales.

- **Develop and Maintain Relationships-**

Success Factors

1. Followers / supporters
2. Friends and acquaintances
3. Associate / members
4. Blog guests

5. references

There is no advantage of building friends and follower networks if you will not engage and involve them in your marketing mix plans and strategies.

- **Become an Innovator and an Industry topper.**

Success Factors

1. Press releases
2. Linked in references
3. The social Bookmarks
4. Blog subscribers
5. Blog comment features (everyone)
6. Whitepaper and content free downloads

Content and social media activities are crucial to create and progress thoughtful headship.

- **Put up Brand Awareness, knowledge and Preference.**

Success Factors

1. Inflow of traffic to the website
2. Recommendation
3. Media presence
4. Retention rates

5. Consumer reviews
6. Repetitive buying process

Media participation can boost up the shift to inbound marketing strategies.

5- The Core Marketing Strategies- An Integrated Approach

As soon as you have established, identified and distinguished your brand, and created a strong, content driven website, the next and primary step is to fuel your marketing game Plan through four central marketing strategies without which the shift to inbound marketing will never be successful.

1. The Search Marketing

This means the paid and non paid marketing, including search engine optimization that perks up the ranking of your website, drives traffic, attracts leads. In a nutshell it helps your product or services to get found on web when someone is searching for related products and services. SEO has always been an imperative part of the shift to inbound marketing, however you CANNOT overlook the necessity of content marketing and social media mix. Your brand can dominate your competitors at the precise moment when people are searching for your products, services or any related information. Basically, people are giving you a chance to promote your brand to them, but your presence is required online.

The Search marketing tools

- Google Analytics
- The landing page of your website
- Long and short Keywords
- Inbound links
- Search Engine optimization
- Organic Search / Paid search

- The lead form of your website

2. **Social Media Marketing Mix- Examine, Take part, Issue**

Social media mix is used for learning, competitive intelligence, building networks and bringing value to the audience related to your establishment.

You must keep an eye on facebook activities and try to evaluate what the consumers actually want and what do they think about your product or service. You must start an active online campaign regarding ideas for the new brand or reviews on the existing ones; and take part in them as well as respond professionally to satisfy the queries of your prospects.

Social Media marketing mix tools-

- Public Forums
- Blogs
- Social networking
- Surveys
- Screening

3. **Content Marketing- New, Authentic, Linked Content**

Content marketing strengthens and grows your website, product. Social media mix and search marketing approaches. Content marketing will connect to your audience in a direct, casual and a personal manner and straight away affect your Website rankings and traffic. You can have a monthly content marketing plan and select an editor to write to update your blog on a regular basis with original, suitable and fresh content.

Content marketing tools

- E books
- Blogs
- Article marketing

- Photos (you can use Pinterest)
- White-papers
- Video Uploads