

A Basic Guide on INBOUND MARKETING

WHY
To convert readers into leads and leads into customers.

HOW
Developing and promoting valuable (service-oriented) content for the readers.

RESULT
Effective and quality content direct the readers to the brand's official website.

STATISTICS:

68% of inbound marketers believe their organization's marketing strategy is effective.

Inbound leads cost 61% less on average than outbound leads.

80% of B2B's revenue is generated by inbound marketing.

The average cost per lead drops 80% after 6 months of consistent inbound marketing.

STEPS OF Inbound Marketing

- Attracting visitors digitally
- Converting visitors/readers into leads
- Building close relationships and gaining consumer confidence with lead conversion
- Nurturing the results and SEO

Attract Visitors DIGITALLY

Digital presence can be established by:

- Shopping:** Shopping drives in 97% leads to the companies and also makes it easier to compare products.
- Investment:** 53% of respondents say they consider content creation to one of their top inbound marketing priorities.
- Search Engines:** Optimizing the back channel is by SEO have 14.6% close rate because 81% of consumer buyers research online before making a purchase decision.
- Social Media:** 72% of internet users visit from social media and reports say that the platform records 100% higher lead to close rate from the outbound marketing.
- Pay Per Click (PPC):** PPC ads have the record of getting 46% clicks on the search engine results page.
- Business:** Business earn \$3 on average with every \$1.66 spent on the Google Adwords.

Converting Visitors/readers INTO LEADS

Content Marketing: Offers provide potential buyers perks in exchange of their personal information like email, phone numbers, address.

In exchange, they get eBook, free consultation and whitepaper.

Content marketing generates 3X more leads than the traditional outbound means of marketing. It also costs 62% less.

Landing Page: Landing pages mainly comprise of the contact forms where the visitors share their information.

Why? They are the standalone web pages where you put your offering offers for the visitors and also share the details of your company's products and services.

Calls-to-action: Calls to action are lead-writing graphical buttons in contents and website that direct the user to the business page. Records say that customized CTAs draw 42% more conversion.

Converting leads INTO CUSTOMERS

Convert your leads into customers through:

- Email Marketing:** Sending promotional emails to leads can fetch in customers. Every \$1 spent can be bring in \$44.25 on average. Companies generate 50% more sales at 33% lower costs.
- Marketing automation:** Software for marketing automation software leads by 49% and businesses experienced 45.1% increase in qualified leads.

Analyzing the RESULTS AND ROI

This is a crucial step as it will show you how you are going to take the next big decision of your branding and marketing, and in which sectors.

- Determine from where you are getting the visitors.
- Which strategies are pooling in ROI.
- How many are turning into leads.
- Customize the next decisions accordingly.