

WHAT IS INBOUND MARKETING?

A beginner's guide

Whether you're ready or not, marketing has already been disrupted.

People's behaviours have changed. They're tuning out traditional marketing tactics.

This is due in part to the changing nature of people's behaviours. We have learned to tune out traditional marketing tactics in order to access the content we are looking to consume.

This means that the old marketing playbook is broken. In order to attract customers, marketers have to provide something they will love.



94%
skip TV ads



91%
unsubscribe
from email



27%
of direct mail
is never opened



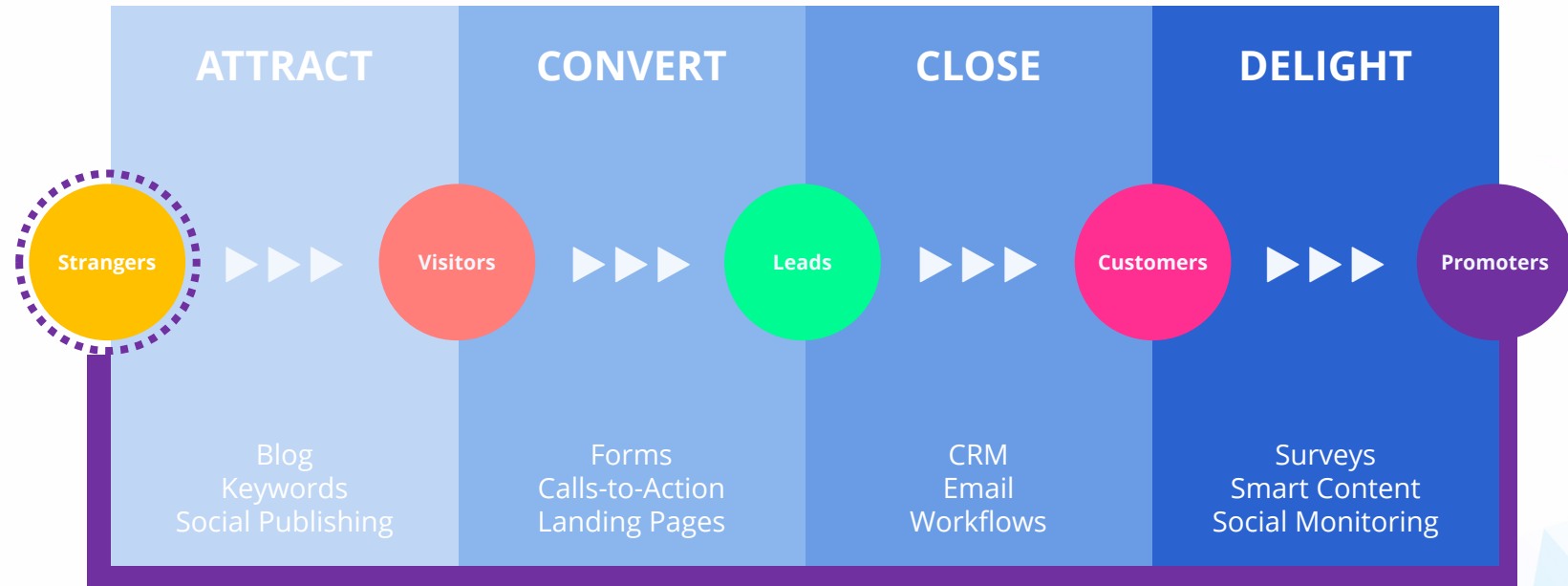
200M
on the Do Not
Call list

This is where inbound marketing comes into play.

Inbound marketing is a holistic, data-driven approach to marketing that attracts individuals to your brand and converts them into lasting customers.

This guide will help you to understand what inbound marketing is and how it is relevant to your company.

Specifically, how inbound marketing can help your company increase traffic, leads and customers.



What makes inbound different?

Inbound marketing works because it's a more economically efficient way to create the experience that people are looking for instead of paying to interrupt one.

Traditional Marketing

Includes tactics such as cold calling, untargeted emails, interruptive adverts. This kind of marketing is company centric, and doesn't add much value for the recipient.

Inbound Marketing

This maximises technology and complements buyer behaviours, such as marketing automation, retargeting and SEO. By being customer centric, prospects are more engaged.

Using inbound marketing can turn *strangers* into *customers* and *promoters* of your business



**WHEN YOU USE
INBOUND MARKETING,
YOUR CUSTOMERS
WILL COME TO YOU.**

Inbound marketing is all about content and context.

It is true multi-channel marketing. It accounts for where people are, and how they want to interact with you.

Some examples include – keyword search, blogs, calls-to-action-website and landing pages, emails, marketing automation and social media.

It allows you to bring strangers into your site with various forms of content, like blogs, photos, infographics, videos, podcasts, presentations, ebooks, etc.



The inbound funnel.

The basic concept is using blogging, SEO and social media to get traffic to your site, then calls-to-action, landing pages and forms to turn those strangers into leads.

Those leads then become customers using automated emails and lead intelligence. Then, to wrap it all up, you constantly analyse the data to replicate what worked and improve what didn't.

The inbound funnel.

Get Traffic

Create blog content, search engine optimize (SEO) your content, and promote it on social media sites.

Get Leads

Place calls-to-action throughout your website to drive visitors to landing pages with forms. Visitors fill out the forms to get whatever you're offering and become leads.

Get Customers

Send your leads automated emails to drive them along your buying cycle. Provide your sales team with lead intelligence so they can make more effective sales calls.

Analyse

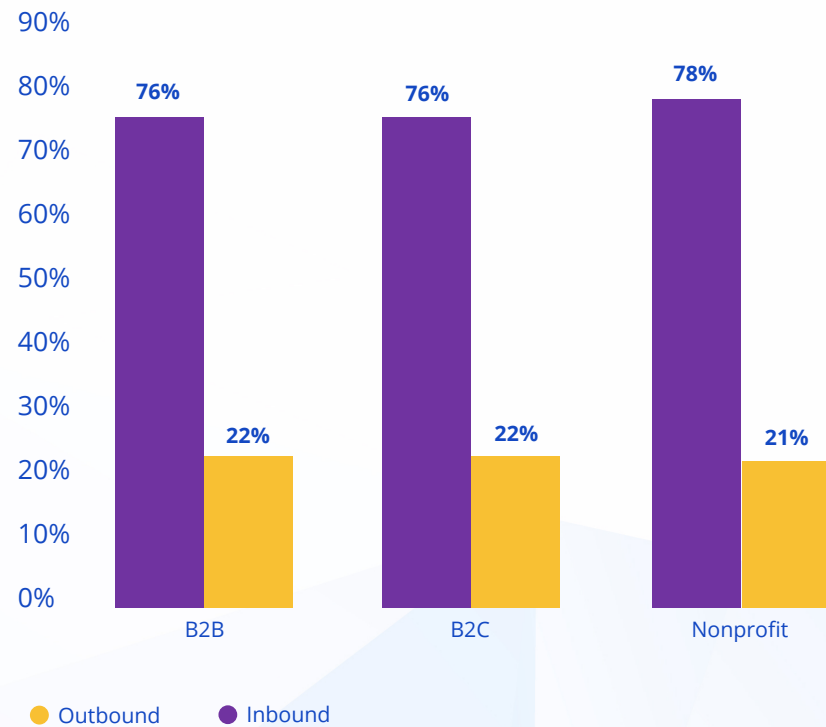
Analyze the success of your marketing campaigns, and determine which areas need further optimizations for future success.



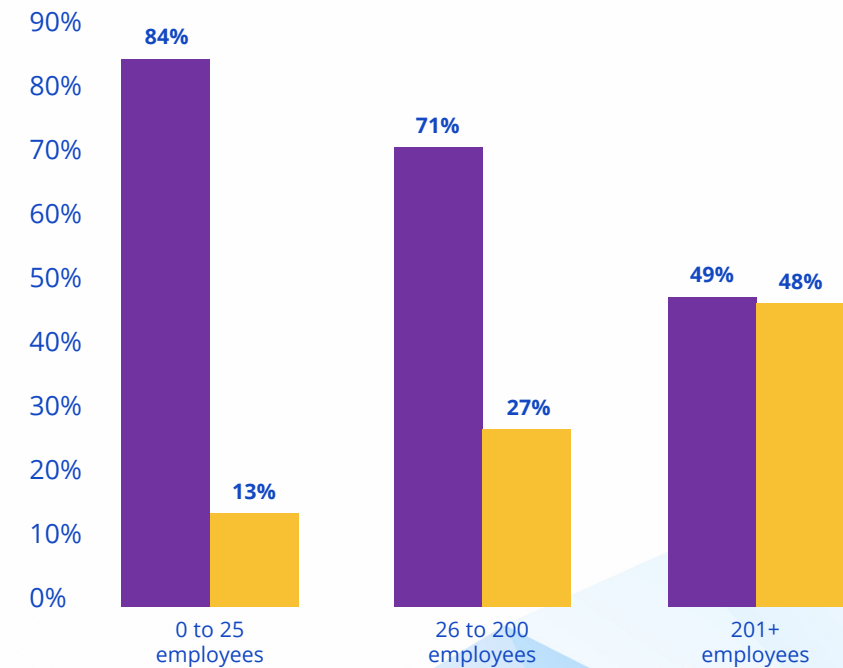
**INBOUND IS PROVEN
TO BE EFFECTIVE**

Inbound creates more leads.

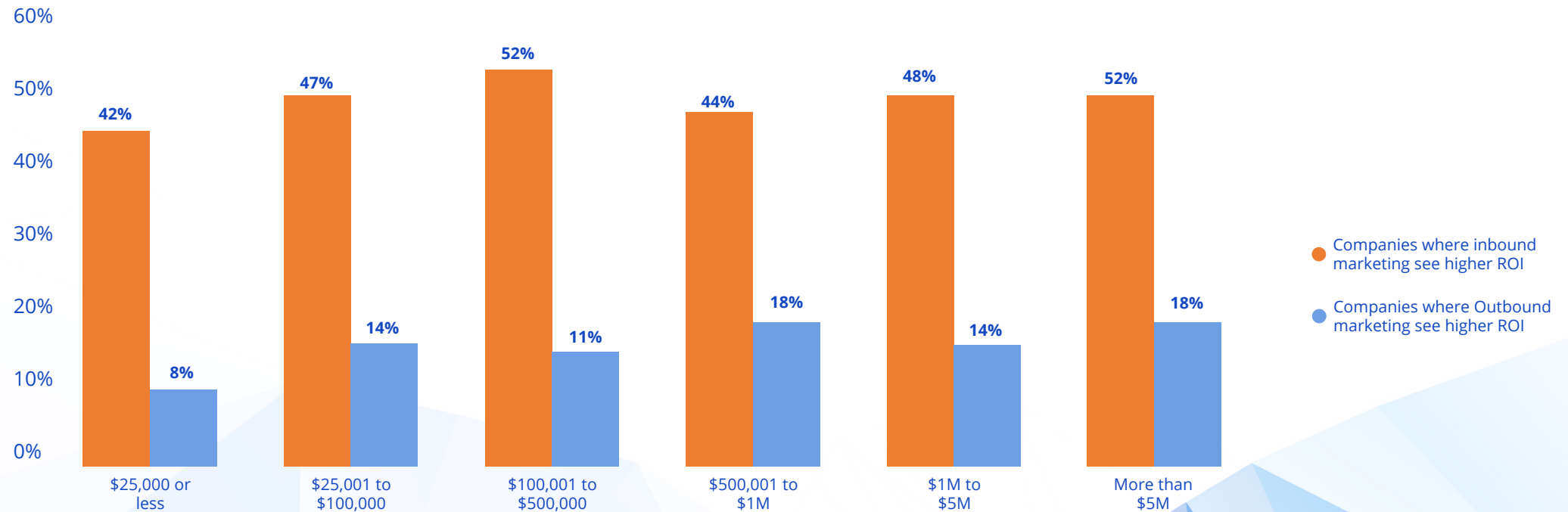
It works across all industries



Inbound is the dominant marketing strategy for companies with fewer than 200 people



Companies are 3x as likely to see higher ROI on inbound marketing campaigns than on outbound, regardless of budget.



We make inbound marketing simple and effective with the Source-In plan

With the Source-In plan you centre your marketing activity around your market and buyers.

So you do more of the right things, waste less budget and have a more predictable pipeline and brand strategy. Source-In gives you the answers; what marketing activity and when is best for your company.



Whatever your business and marketing objective, we identify and understand the mission first.



Understanding your audience, their behaviours and needs, we set the path for the right marketing activity.



We get to your 'why'. Why your company exists, what you do and how you do it, so your customers know why to buy from you over your rivals.



We produce content and evidence that informs, educates, and builds trust at every stage of your audience's journey.



Whether they start online or you need to proactively engage with buyers, we blend traditional and digital marketing and make it easy to find and select you.

READY TO GET STARTED?

To start building your Source-In plan for your business, get in touch and book your personal consultation today.

We'd love to learn more about your business and start generating more awareness, more pipeline and more market share!

GET THE SOURCE-IN PLAN

or call:

01522 700266

ABOUT SECRET SOURCE MARKETING

We are a specialist team of senior ex client-side businesses, from a number of different digital marketing agency, to large corporate teams.

This experience differentiates us from other agencies and makes us duty bound on real results. To us there is no online, offline, there is just 'business' & 'markets' and we can bring to bear anything that helps our clients achieve their mission.

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