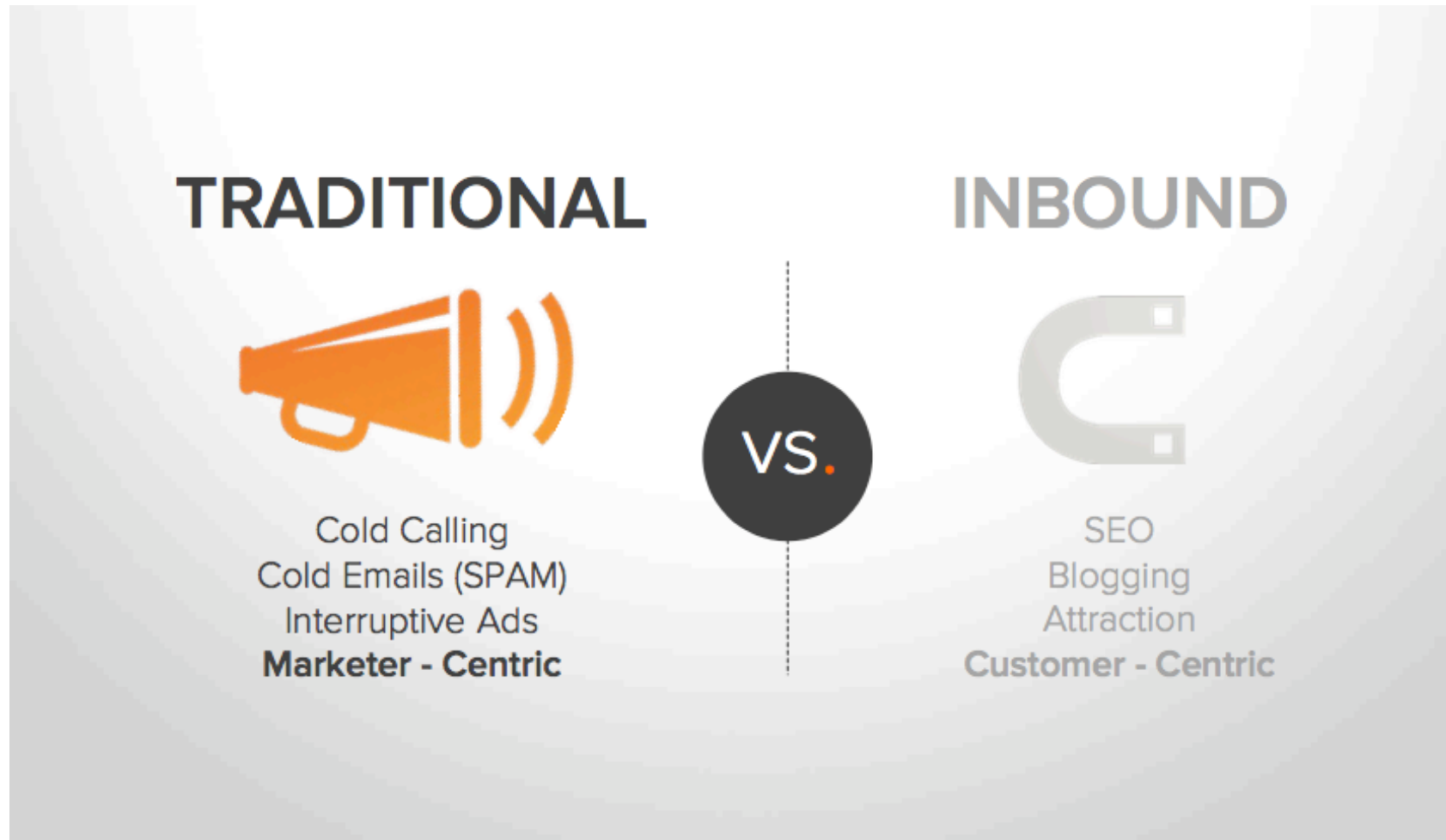
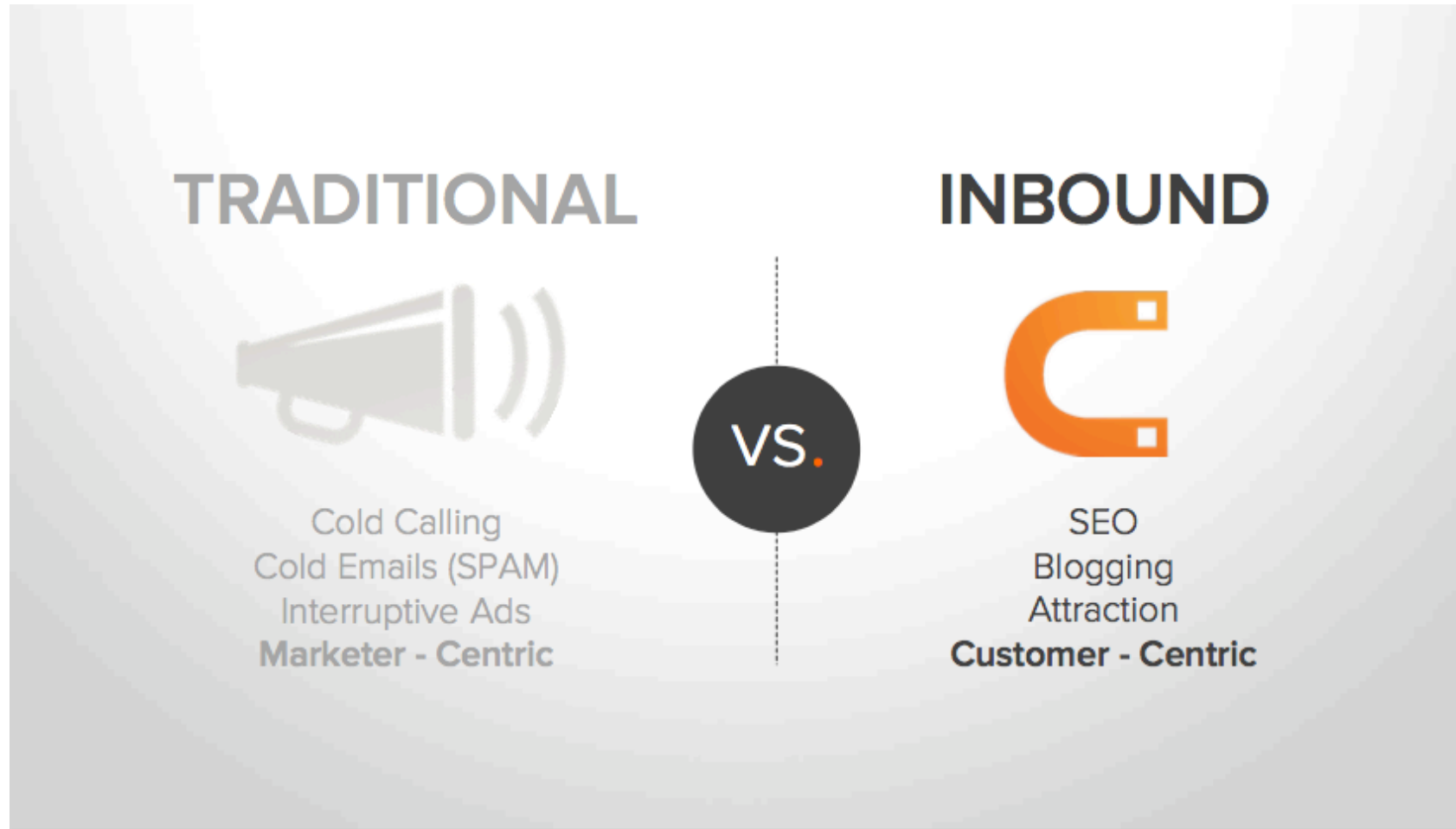


What is Inbound Marketing?

The Inbound way is all about providing remarkable content to our users, whether they be visitors, leads, or existing customers. ... Inbound companies continue to engage with, delight, and (hopefully) upsell their current customer base into happy promoters of the organizations and products they love.



Traditional Marketing: Interruptive & Convenient for Seller;
Technology is rendering these practices less effective and more costly



Inbound Marketing: Helpful & Customer Focused rather than hard selling
Draw people in willingly and on their own time with spectacular content



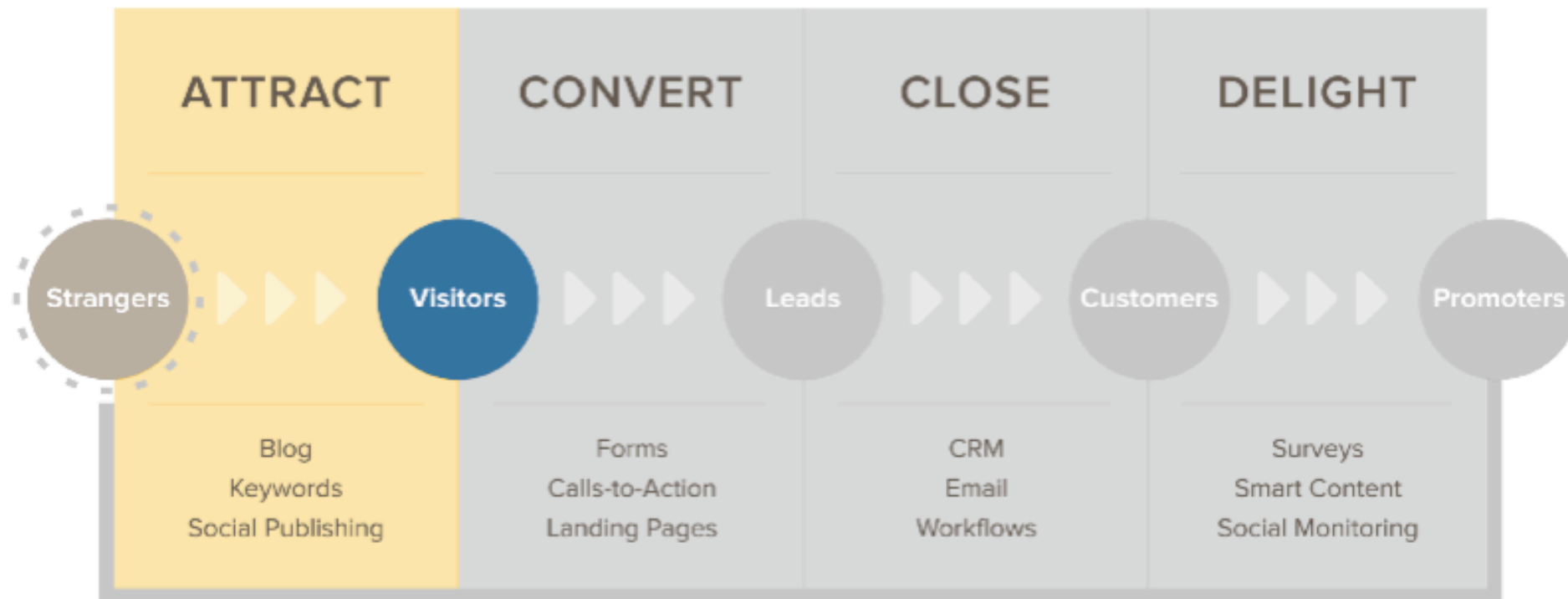
IT'S ABOUT CREATING
MARKETING THAT
PEOPLE **LOVE.**

Inbound Methodology



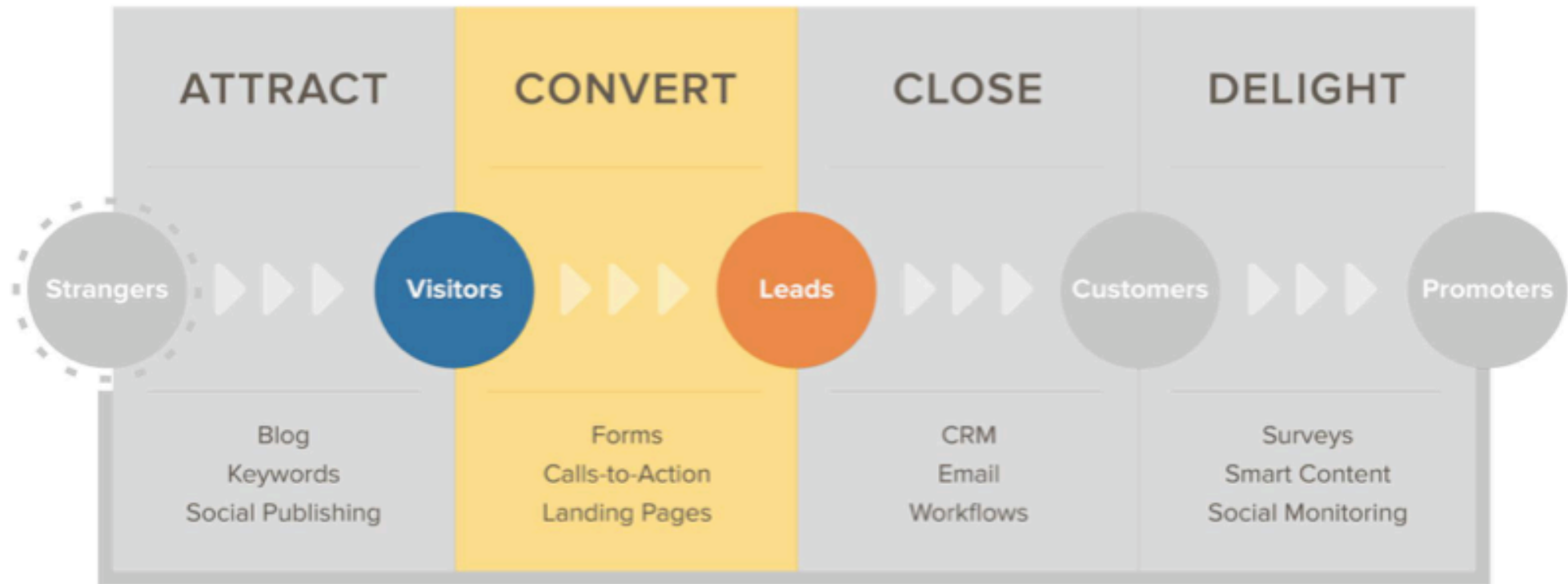
Inbound Marketing is about setting up a process that ushers prospects through each phase of the buying process...willingly and on their own time

Inbound Methodology



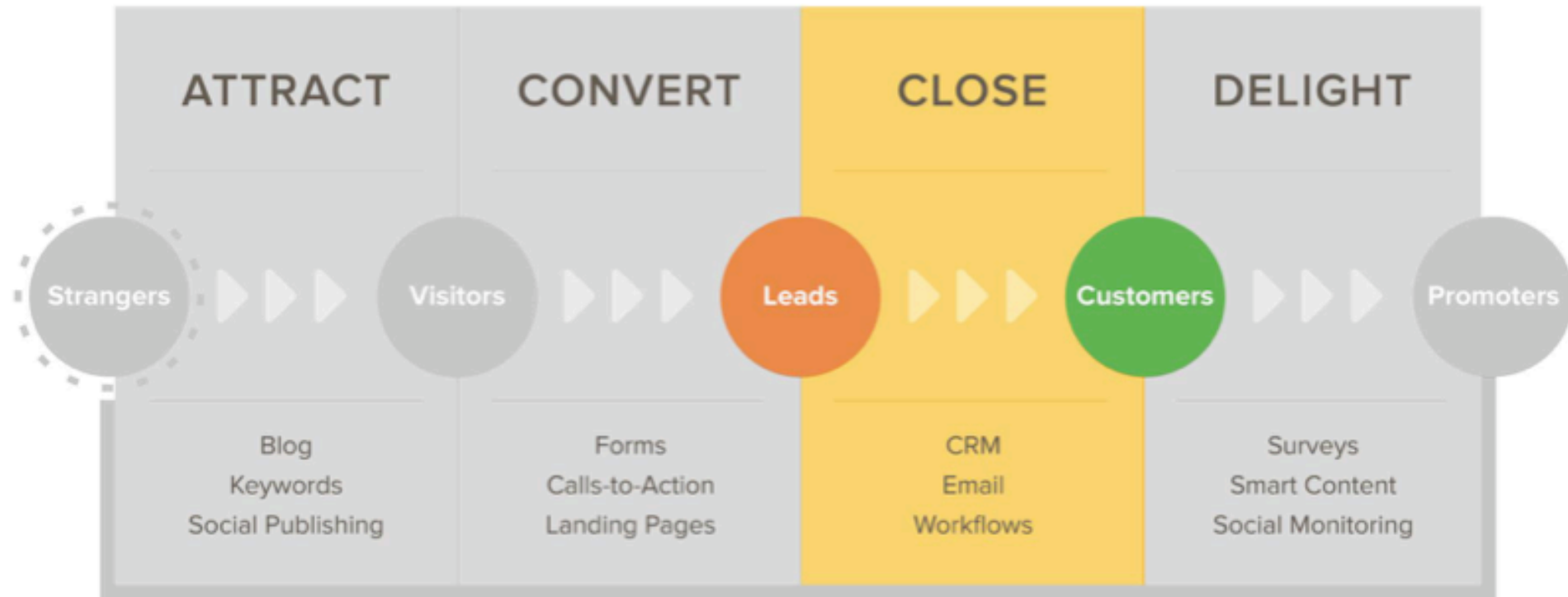
Attract strangers to your site using SEO, blogging, social media, etc.
Information has to be interesting, relevant and truly helpful!

Inbound Methodology



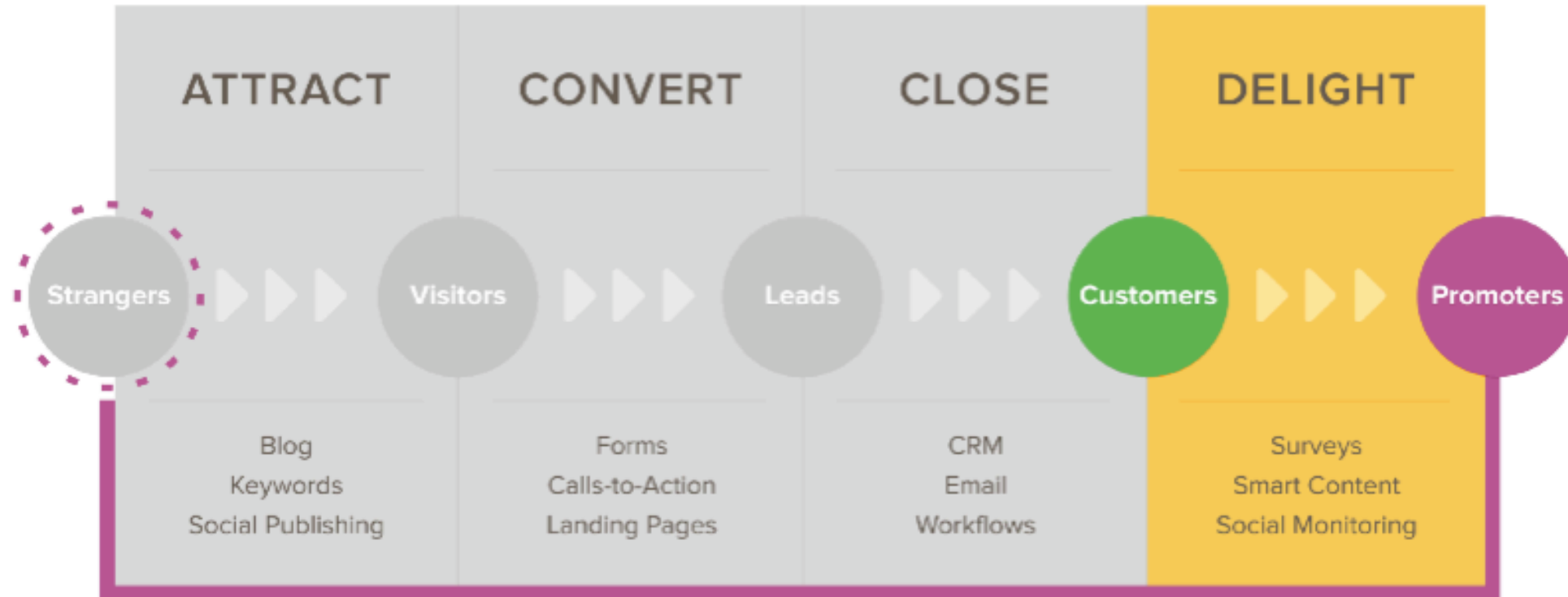
Convert visitors into leads by having them willingly offer up contact information
This comes in exchange for something of value: ebooks, whitepapers, tips, videos

Inbound Methodology



Tracking and qualifying leads ongoing, understanding their interests, and crafting personalized content helps to sell the right leads at the right time

Inbound Methodology



Continuing to offer great resources to existing customers turns them into invaluable promoters of your goods and services



Analysis should be **inherent** in every single thing you do with your inbound strategy.

Everything is analyzed...know what is working and what isn't working
Focus on strategies that are most effective in generating returns

Inbound Methodology



Effective inbound marketing is about empowering your prospective customers, not selling:
Attract more visitors, qualify more leads, and turn those leads into ideal customers