

# Inbound Marketing: The Ultimate Cheat Sheet



# Inbound Marketing: At a Glance

“Don’t interrupt what your buyers want to consume – BE what they want to consume”

Mike Volpe

## What is Inbound Marketing all about?

Inbound Marketing focuses on creating quality content that pulls people towards your company and product, where they naturally want to be. By aligning the content you publish with your customer’s interests, you naturally attract inbound traffic that you can convert, close and delight over time.



## What are the Benefits?

- Accelerate your Growth
- Align Sales and Marketing
- Improve Efficiency
- More Predictable Revenue
- Improve your Customer Loyalty
- Build your Brand
- Make your Marketing more Profitable

## Why Inbound Marketing Works

93% of buying cycles start with an online search. Content creation, search and content visibility and lead nurturing go hand in hand under the Inbound Marketing umbrella to take a customer on a journey.

By creating educational and useful content and optimising it's visibility you guide leads to convert to customers and finally promoters. Customers increasingly prefer making their own decisions and engaging with a company rather than feeling interrupted by poorly targeted traditional outbound marketing.



# Speed Read Tactics

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## Content

Companies need compelling and educational content to engage with their current and potential customers to attract traffic to their sites and social media platforms.

## Social Media

Networks such as Twitter, Google+ and LinkedIn are great, cost effective ways to promote your content and engage with prospects to find solutions to their business problems.

## Blogging

Attracting prospects through interesting and engaging content and enticing them into a dialogue about their needs and what you have to offer.

## SEO

Make your content more visible in organic searches through keywords and alt-images, encouraging clicks and directing traffic to your website, content and social media platforms.

## Marketing Automation

Marketing automation is software designed to help you to prioritise and execute your marketing tasks in a more streamline and efficient way. This frees up more time for you to focus on other aspects of growing your Inbound Marketing strategy. It tracks and measures your marketing performance allowing you to tailor your content for particular audiences or interests.

## Growth Driven Web Design

Growth driven web design is a process of continually updating your business' website. This keeps your website looking fresh and you can use data to analyse what your customers are visiting and clicking on to improve the design. This helps create more visitor and lead opportunities.

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

# The Core 4 Inbound Marketing Services

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“Great companies start because the founders want to change the world...not make a fast buck.”  
Guy Kawasaki

Inbound Programs will fall in to one of these 4 stages of the buyer’s journey:

## 1. Traffic Generation – Attracting Visitors to the Top of the Funnel

Blogging, social media, targeted content creation and on-site optimisation are the key ingredients for traffic generation. Businesses need to focus on these four aspects to increase traffic to their website in order to attract prospects into a content dialogue.

## 2. Lead Generation – Converting Leads in the Middle of the Funnel

An effective website generates leads on a regular basis through well positioned calls-to-action that deliver leads onto landing pages. The website’s role is to provide lots of offers (eBooks, whitepapers, webinars etc.) that consistently encourage customers to input their details and move further down the funnel.

## 3. Lead Nurturing and Customer Acquisition – Closing Customers at the Bottom of the Funnel

This is when you need to work with sales to ensure that leads towards the end of the funnel are given regular, tailored educational content, normally via email subscriptions, that converts them into customers.

## 4. Analyse and Measurement – Reporting on Performance of all of the Above

The Inbound Marketing Program is a continuous cycle of self-assessment and improvement. It’s vital that you monitor your performance and incessantly experiment, test and optimise from the data you gather.

Unfortunately everything won’t go right first time, but this way you can work out exactly where the problems are and sort them out easily and quickly.



## Our Top 10 Bits of Content to get you Started:

1. woO-marketing: [Inbound Marketing and Sales Models are Broken! Here's how to Fix Them](#)
2. Hubspot: [The Guide to Growing a Start-Up with Inbound Marketing](#)
3. MashableUK: [The Difference between Inbound and Outbound Marketing](#)
4. woO-marketing: [The Essential Pocket Guide to Marketing Automation](#)
5. Hubspot: [How to Create Content with Purpose](#)
6. Moz: [The Beginners Guide to SEO](#)
7. Nick Wright: [The 5 Golden Rules for Social Media Marketing](#)
8. HubSpot: [The Ultimate List of Inbound Marketing Statistics](#)
9. Rick Whittington: [Growth Driven Design: An Agile Approach to Website Redesign](#)
10. woO-marketing: [Why Private Equity and Inbound Marketing go Hand in Hand](#)





## Conclusion

If you want to be generating more traffic, converting more prospects into leads, acquiring more customers and ultimately making your marketing more profitable then [stand up and be counted](#) by adopting Inbound Marketing. Want to find out more? Why not sign up to our [blog](#) for regular updates.





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*Marketing more profitable*