

INBOUND  
MARKETING

THE  
LONG  
{STORY}  
SHORT

THE 'BUSY-CEO' VERSION

# THE SHORT {STORY}

## Inbound Marketing: A Long Story...made short

First, thanks for taking time to download this. We know you're busy and time is precious. Since you chose to spend time on this ebook, we'll assume either you heard something about Inbound Marketing and want to know more, or you're simply looking to make some positive changes for your business and this caught your eye. Either way, your time spent here will serve both purposes— explain what Inbound Marketing is and show you a way to make some powerful changes to improve your business.

## What is Inbound Marketing?

In short, **'Inbound' is marketing that works:**

it works faster and with less expense and delivers much better on your investment than traditional marketing.

In an age when most marketing isn't working and is ignored by prospective buyers, Inbound is marketing that's **reliable, repeatable, and trackable**. It can really transform your business.



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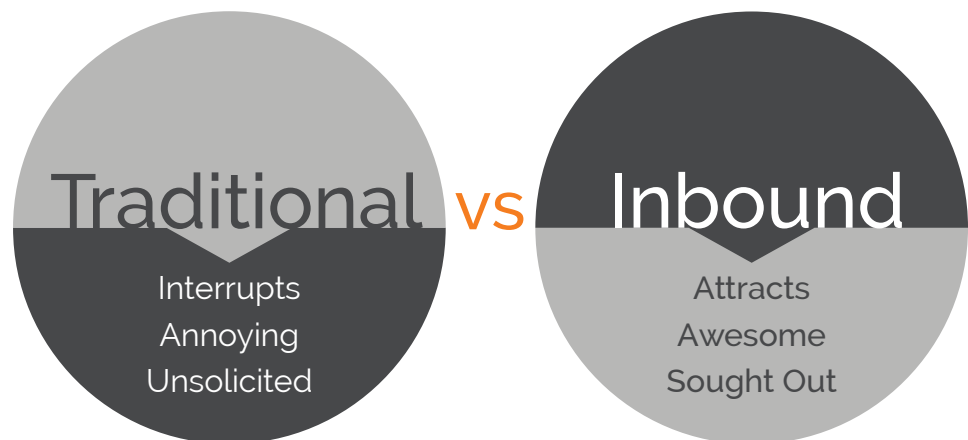


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## It is Not Interruption-Base Advertising

The first HUGE difference about Inbound Marketing is that it is not traditional interruption-based ADVERTISING.

Unlike so many screaming brightly lit billboards and loud commercials competing to be bigger and louder than the next guy, **Inbound Marketing is a methodology and a set of actions** that helps you attract prospective clients, and move them from 'just interested' to 'delighted customers.'



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## It is Being Helpful

Inbound is about **understanding what your customers need and want**, and then trying to provide them helpful solutions to those needs and wants.

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### It is Using Search, Social, and the Web Effectively

Inbound is about effectively using online marketing tools like SEARCH and websites and Social Media to **learn about what your customers want** and then using those same tools to **provide them answers** when they want your help...not when they are relaxing and trying to NOT think about their problems!

### It is a Methodology

Inbound Marketing is a methodology. Most ads are one-shot deals. Marketers create campaigns of ads as a TACTIC— like a 'silver bullet' that flies straight to the heart of your next client compelling them to BUY YOUR STUFF. The problem is most of the bullet's miss their mark.

With inbound, **you establish trust with your prospective clients by providing ways to solve their problems.** For example, when they search for something online, and your answer is the one they read from the search results, you create a trust moment: no pressure, just help.

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#### Side Note:

Did you know that, according to a recent survey conducted by PriceWaterhouse Coopers, over 88% of respondents say they research stuff online before buying! That's clothing, toys, footwear, health & beauty products, electronics, computers, books, music, and movies, and yep, professional services, like lawyers, dentists, and restaurants. Pretty much everything.

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## It Builds Trust

As you provide help, you gain trust. As visitors trust you more, you can 'engage' with them. Sometimes this just means you have more helpful things for them to read or watch, but sometimes it means talking with them via social media. You identify people who may be a good fit with your company, and as **the relationship grows, they'll see you as an expert** in the field.

## It Leads to Increased Revenue

The financial benefit for your company is that this process **delivers much better return on your investment** than most other marketing methods that you've been trying. But how?

## How does Inbound Marketing Work?

Buyer beware: This stuff causes **SUCCESS!**

One of the first things you should know about how Inbound works is that it can change the way your entire company works... for the better.

**Inbound can help you deliver better quality products, services and training.** It can dramatically help you **reduce the cost of attracting new clients.** It can help you align all your employees work in the service of being helpful. Once your team is on board, inbound marketing starts rolling.

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### 1. Attract

The people you want to become customers start by being visitors. Invite them.

Your future customers need you, but they may not know you exist yet. Or maybe they don't know how you can solve their challenges. We call these folks "potential" for obvious reasons.

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They need you, but they may not know you exist. So, our first job is to get in their line of sight. Not through loud advertising (in industry terms, interruption advertising) and yelling, but by being in the right place at the right time when they begin their search. How? Whether prospects go to Google, their email inbox, or Twitter, your company's articles can, with inbound Marketing, show up where they are.

### 2. Convert: Give Valuable Help

**As you provide answers (value), your visitors engage with you and become leads.**

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You have so many ways you can help customers even before they're customers. That's giving value. Most likely, you're already providing lots of value to your prospective customers; we can help you find out where.

But let's take that idea and think about your website. When a potential customer visits your site, if you can give them memorable solutions to manage the problems they face, they, well, remember you.

As you create more and more kinds of content that helps your visitors, you can start to provide some additional helpful content in exchange for a little contact information. If you've provided stuff your visitors really want, they'll be more than happy to give you an email address or some other contact information. That, my friend, is a lead.

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The bottom line? By providing value, your leads increase. People are willing to share a little about themselves because they know you're providing valuable information.

### 3. Close: Build Trust

**Solve their problems and your leads become customers.**

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By providing value, and being in the right place at the right time, you gain the trust of your audience. By coupling the value of your content with the value of your company's solution, you help leads see that the easiest way to solve their problem is using your company's product or solution. And they move from leads to customers.

And more customers is a wonderful thing!

### 4. Delight: Grow Influence

**Deliver great service to move customers to promoters.**

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When your customers have a great experience with your company they'll become your promoters. And, as those happy customers tell others, your influence grows. Inbound marketing can help you can expand your reach. Effectively integrating social media turns your customers' great experiences into great marketing. The best kind of marketing is word of mouth marketing, and social sharing is Inbound word-of-mouth!

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## 5. Analyze: Gather Insight

Use the right technology to see what's working and what's not.

By using technology "under the hood" of your website, you can learn so much about each customer's journey. You can see what attracted them to you in the first place. You can see what pages drew them into a buying relationship with you. You can listen to what they are even saying about you on social media. With that information, you can continue to improve so the next prospect has an even a better chance of becoming a customer.

## What Results Does Inbound Marketing Deliver?

A 2014 MIT Sloan School of Management study of Inbound Marketing using HubSpot (an Inbound practice leader) found, on average, companies experienced an **increase of 3.5 x more traffic** to their websites over 1 year. Said another way, if your website gets 200 visitors a month now, with inbound the number can jump to over 700.

They also analyzed lead growth and sales increases. The findings were very exciting. Average lead growth, across companies studied, went to **over 6 x more leads per month**. And 74% of companies reported **sales revenue increases** within 7 months of initiating the Inbound methodology!

Source: <http://hubspot.com/roi>

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## “Yes, but, can Inbound work for my Company?”

As much as we love inbound and have experienced firsthand the revolutionary change it can bring to our clients, it's not for everyone.

**Ask yourself these questions and see if Inbound Marketing may be a good fit for you:**

### Am I willing to try a new approach to “marketing”?

As we've already referenced in this short guide, inbound marketing is a completely different way to look at promoting your business. If you are still certain that the Yellow Pages are your best marketing tool, then you may want to reconsider implementing an inbound program. The return on investment can be high with inbound marketing, but it is not a 'buy the ad, and forget about it' approach.

### Does our company seek long-term relationships with our customers, or are we focused only on making that one sale?

Because inbound marketing is a process that involves continually providing value to build trust, it works best when you're looking for potential clients to work with for the long haul. Inbound is often more cost efficient than old-school, outbound marketing because it is better at building long-term customers rather than short-term sales.

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For most companies, one of the most important calculations you can make to measure the value of your long-term relationships is lifetime customer value.

### Am I ready to get my entire staff involved in the process?

One of the first things you should know about how Inbound works is that it can change the way your entire company works... for the better.

Inbound can help you deliver better quality products, services and training. It can help you align all your employees work in the service of being helpful. Once your team is on board, inbound marketing starts rolling.

## How Do I Know When to Start Inbound Marketing?

Like a lot of really good business decisions, having it done **YESTERDAY**, is the answer. The next answer is right now!

For many businesses, marketing is an add-on—and maybe even an afterthought—to their business plans. Nobody starts marketing because they anticipate needing leads in the future. Everybody waits until they need leads to start “marketing,” in whatever form that takes. And they are often unimpressed with the results.

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## THE **SHORT** {STORY} continues briefly...

The inbound methodology removes you from that cycle. Instead of having to always come up with the next "better, sexier you" each quarter, you can actually see and measure your progress. From the second a visitor comes to your website, to the moment they become customers, you can know what is working and what is not. Inbound marketing is a big deal that can bring your business amazing results.

So there you have it. The short story on "Inbound."

If you think this stuff sounds good, and you'd like to stop the marketing madness, Mure Media would love to help you. Our agency makes inbound marketing effective and fun. When have you seen those words in the same sentence, marketing and fun? Let's make it happen.

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