

**Inbound**  **Marketing:** The  
**Facts &**  
**Not The**  
**Crap** 

# A basic intro to Inbound...

In its most basic terms, **inbound marketing is about attracting customers, not chasing them.** It's an entire role reversal from traditional offline marketing methods whereby prospects are hounded with offers and sales, regardless if they have zero interest in the product or services.

Inbound is essentially connecting with your prospects via personalised communication and providing a unique user journey that speaks directly to their needs or pains at exactly the right time in their buying cycle.

## Here's where it can get tricky

**Y**our customer's buying cycle is pivotal to the entire inbound marketing show. Without understanding it, you can't succeed. But how can you go about this? Extensive persona research and a clear comprehension of how long it takes to close a sale means you'll be able to have a 360 view of when your prospect is cold or hot.

Even though you may think you know your customers, only once you're armed with this in-depth information can you even begin to implement an inbound marketing strategy.

Link

**Only 32% of marketers have dedicated content to support different stages in the buying cycle**

## Basic Fact No.1 Inbound Marketing Isn't Content Marketing

**T**here is a clear difference. It's often debated 'What's the difference between content marketing and inbound marketing?', however the answer is pretty simple; content marketing is a subset of an inbound marketing strategy.

Having a blog and quality targeted content that speaks to the buying journey stages is great, but what about the rest? What about the fully integrated website with a seamless user experience, or smart lead nurturing that helps you guide prospects through the funnel?

Inbound marketing is the entire lifecycle of a campaign or marketing strategy - content marketing is a fundamental asset in making it work.

**“Content and Inbound are like Salt and Vinegar. Different, but still dependent upon each other”**

## Basic Fact No.2

### Start The Journey Where You Should: With The User

Before you can get down to the fun stuff and create your content marketing strategy, it helps to formally map out your customers user journey. Your website is no longer a brochure for your services; it's an entire experience that users want to engage with. Inbound marketers are using this immersive approach to their advantage by creating a seamless and personalised user journey that ensures they are being led down the marketing funnel that ends in a positive purchasing decision.

## How a typical user journey should look:



## Basic Fact No.3

# The Blog isn't just a maybe

**Q**uite frankly it's a must in our current digital marketing age, where content is being consumed like your Nan's best hot dinner. Blogging allows you to provide valuable information that your prospects are after - but only if you spend time researching, planning and devising a targeted blogging schedule that speaks to the needs of your audience. When your blog is fully integrated with email and social media, it means you're leveraging this one platform and transforming into a lead generation machine.

Your target customers will subscribe to the blog, share blog posts on social media to their wider communities and interact with the content, but more importantly, they will want to know more, hence the importance of strong call to actions pushing them further down the funnel.

**Prioritise blogging and you'll be 13x more likely to see positive ROI**

[Link](#)

## What to consider for your blogging strategy:

Align these trends to your own business values



Conduct an online conversation audit looking at social media, online news and magazines to decipher what your target audience engages with online.



Produce an initial quarterly blog schedule with the aim of having a daily blog post.



This blog content should be making the prospect aware of something they didn't already know, or answering and resolving a pain.



Don't mention your brand or be too pushy - your prospects want advice and information at this stage, not a sales pitch!



Boost your blog's engagement rates by implementing the latest content trends. [Link](#)

**And finally, don't be a carbon copy of competitors - use data to influence your ideas but be innovative.**

## Basic Fact No.4

### SEO Is Your Saviour

SEO has become the most cost effective channel to increase visits and leads, and it's vital to any inbound marketing campaign because quite simply, everybody uses Google.

**Somewhere between 80-90% of customers now check online prior to making a purchase**

The current state of SEO is all about collaboration. SEO teams need other teams, but other teams need SEO to create an inbound strategy will work.

How? **Here's how SEO helps drive the overall inbound strategy:**

**Analysing keywords**, trends and competitors to help a content team create link worthy, keyword optimised content that will be seen as 'quality' in the eyes of both both user and search engine.

**Working with website development** to make sure the website is structured correctly, is fast and easily crawlable by search engines on both mobile and desktop devices.

**Working with User Experience teams** to make sure the website has a good experience and is useful for both search engines and users.

**Working closely with PR** to ensure that websites we look to build links from match the brand guidelines and target audience.

**Diving head first into analytics** to help share insights with the wider teams to aid in increasing conversion rates.

## Basic Fact No.5

### It Doesn't Happen Overnight

This is the most honest thing an inbound marketer can tell you; transparency at its best. Inbound marketing generates 54% more leads than outbound marketing, which is why you can't expect to see a quick return on investment. [Link](#)

A good marketer or agency should indicate a timeline for the first year, not the first month, setting realistic performance targets.

### Everything that goes Into an inbound strategy

- SEO
- Social media
- Online PR activity
- Email marketing
- Content strategy
- Copywriting
- Graphic design
- Web development
- User Journeys
- Site maintenance

**Psst, email marketing ain't dead: 91% of consumers look at their email at least once everyday**

[Link](#)

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All of these things must also work together to create an omni-channel approach, ensuring the brand messaging is seamless across all channels.

The process that leads to delivery is extensive, but when data suggests that **an inbound marketing lead costs 61% less than an outbound lead**, the implementation of inbound marketing is worth every penny. [Link](#)

- > **Target** - we spend time building out your target personas and determining the best channels to use.
- > **Attract** - looking at the research we create content and marketing campaigns to attract your prospects to your website.
- > **Nurture** - our nurturing programme is smart, ensuring the engagement we conduct is based upon their interaction with your brand.
- > **Convert** - the good part! Prospects become customers.
- > **Analyse** - we analyse each detail to determine the success of the conversion and use that data to inform further content strategies.

**kon  
cept**  
creative  
communications

**Our approach to inbound marketing is simple, honest and transparent.**

**FIND OUT MORE**