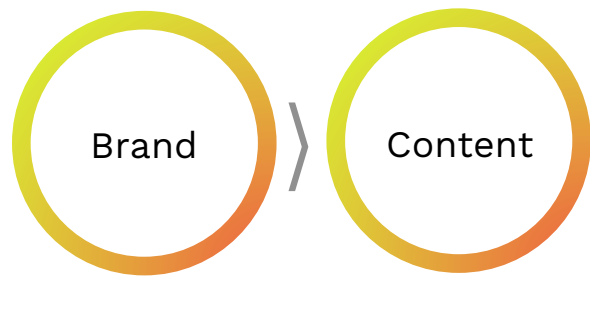
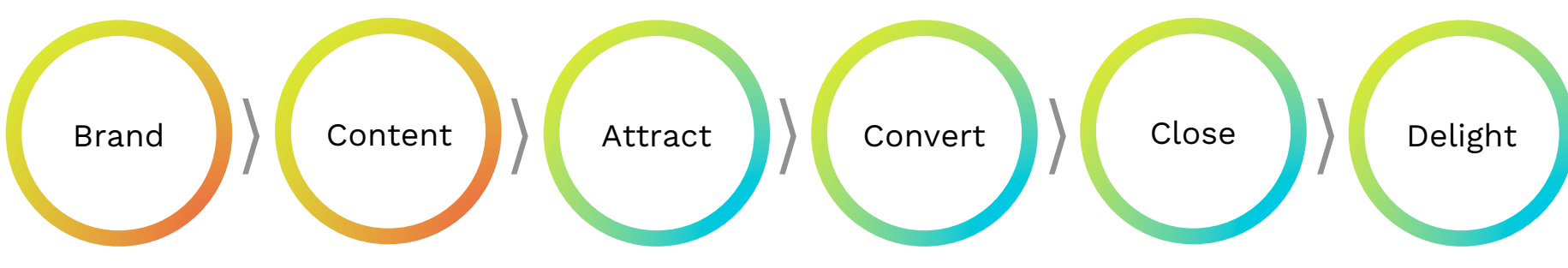


The 6 key steps to successful inbound marketing

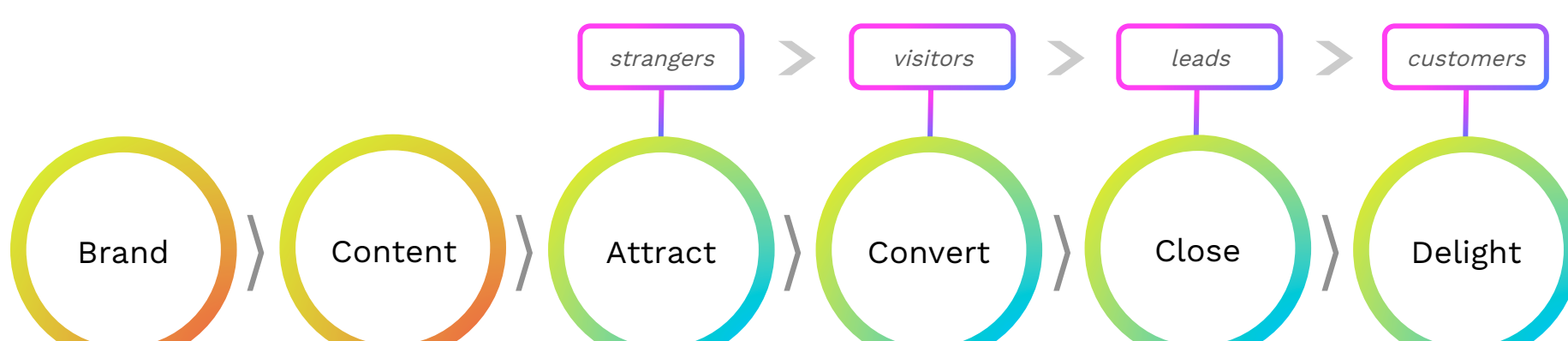
It begins with your brand and valuable content



And then moving prospects through the sales funnel

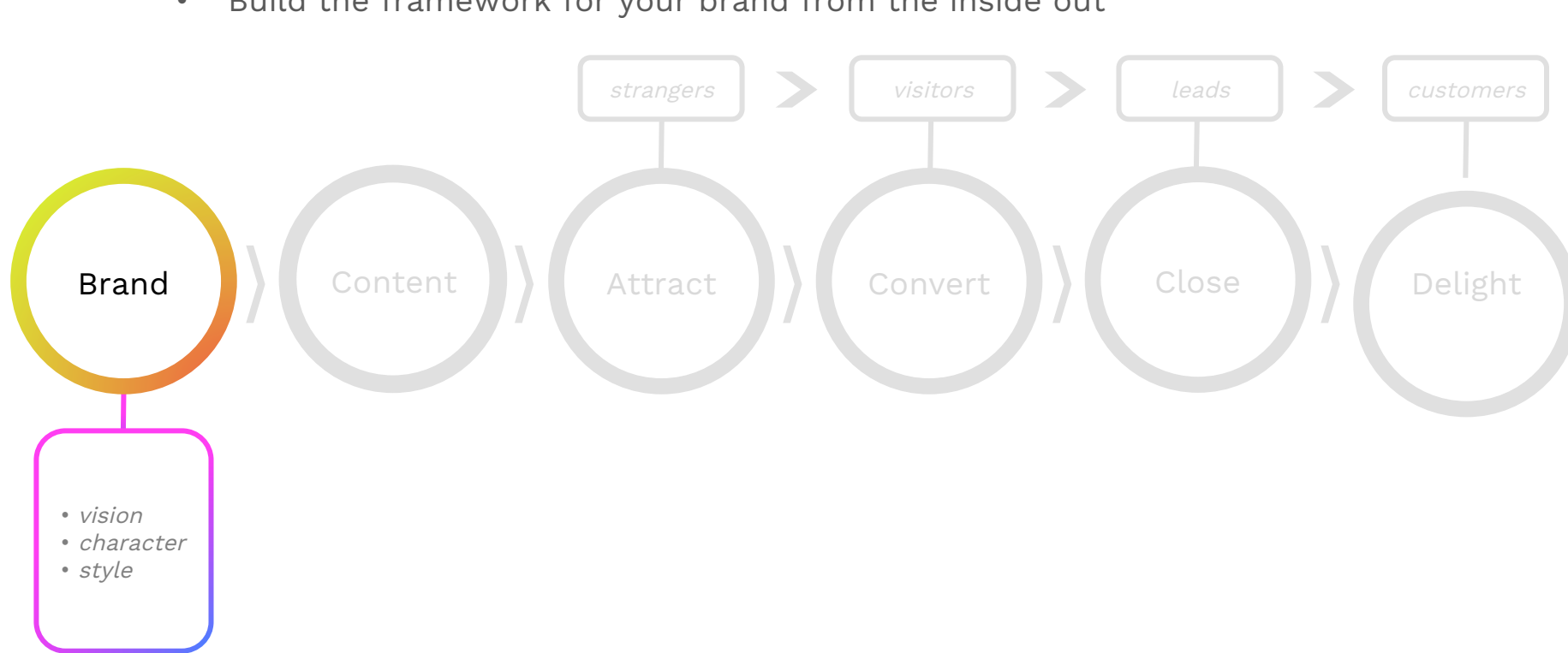


From strangers to promoters



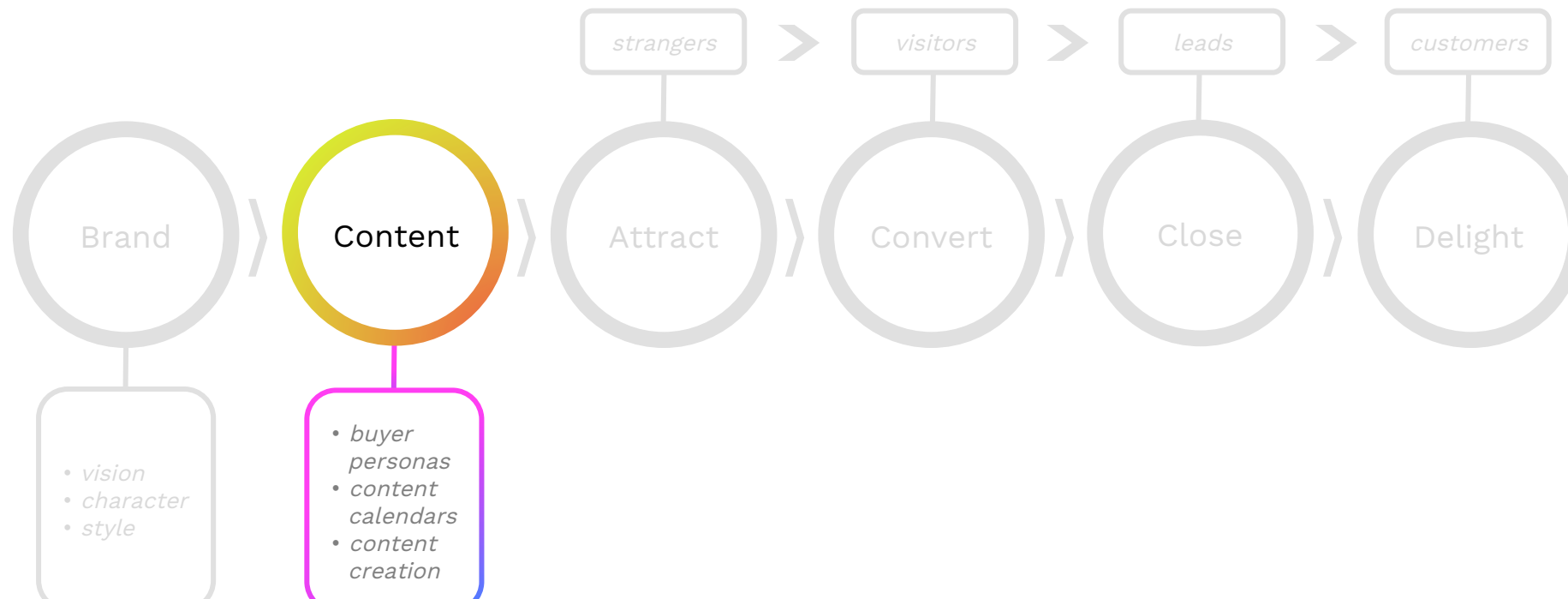
1. Brand

- Begin with a clear understanding of who you are and what you want to be for your customers
- Build the framework for your brand from the inside out



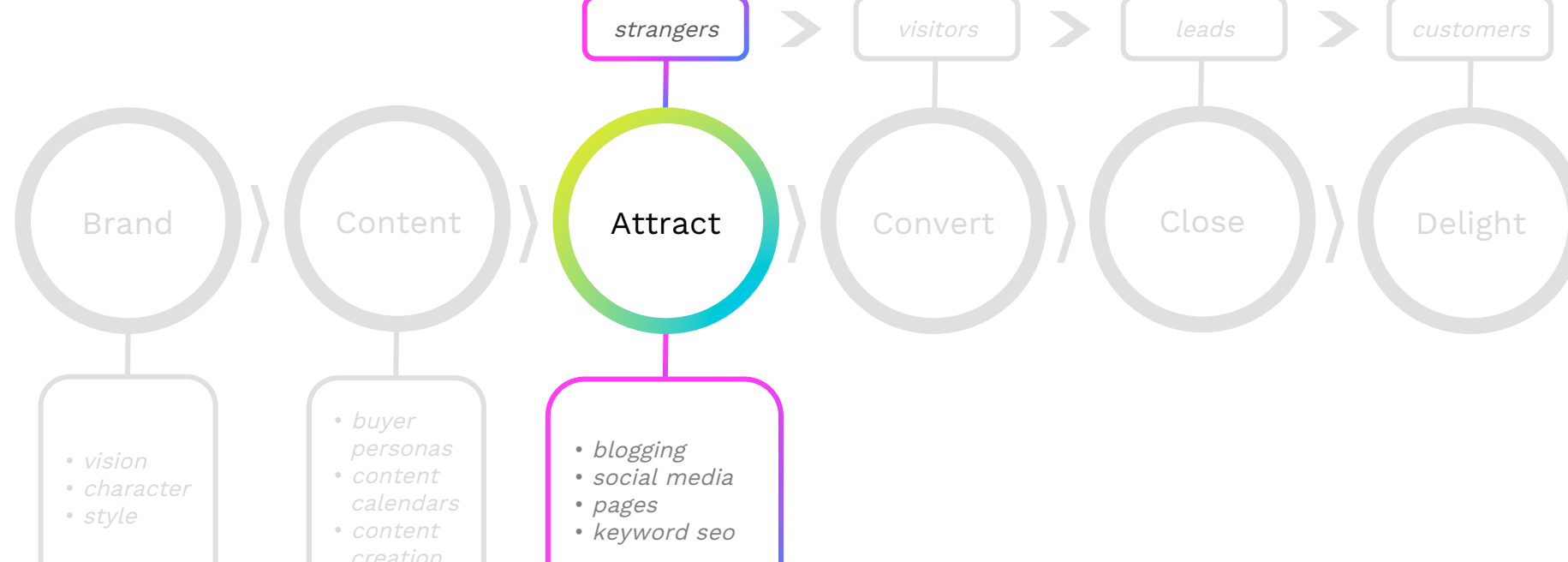
2. Content

- Understand your target audience and create detailed personas about what they are like and the solutions they are looking for
- This is what will attract them to your site
- Make sure you develop a calendar plan for your content
- Create Create Create – great and valuable content



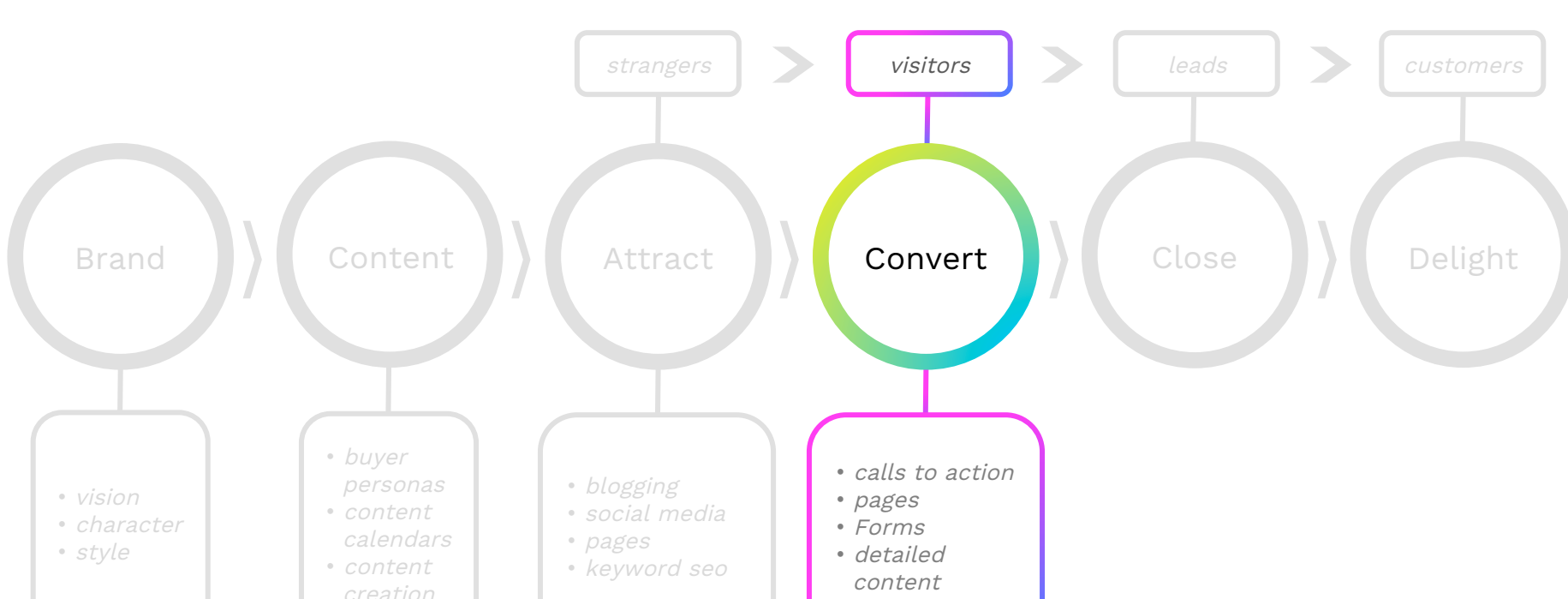
3. Attract

- Blogging will be a key weapon in attracting your targets to your site
- You have to embrace and integrate social media
- Understand good inbound techniques such as landing pages
- Optimise all of your content around your personas and your targets needs



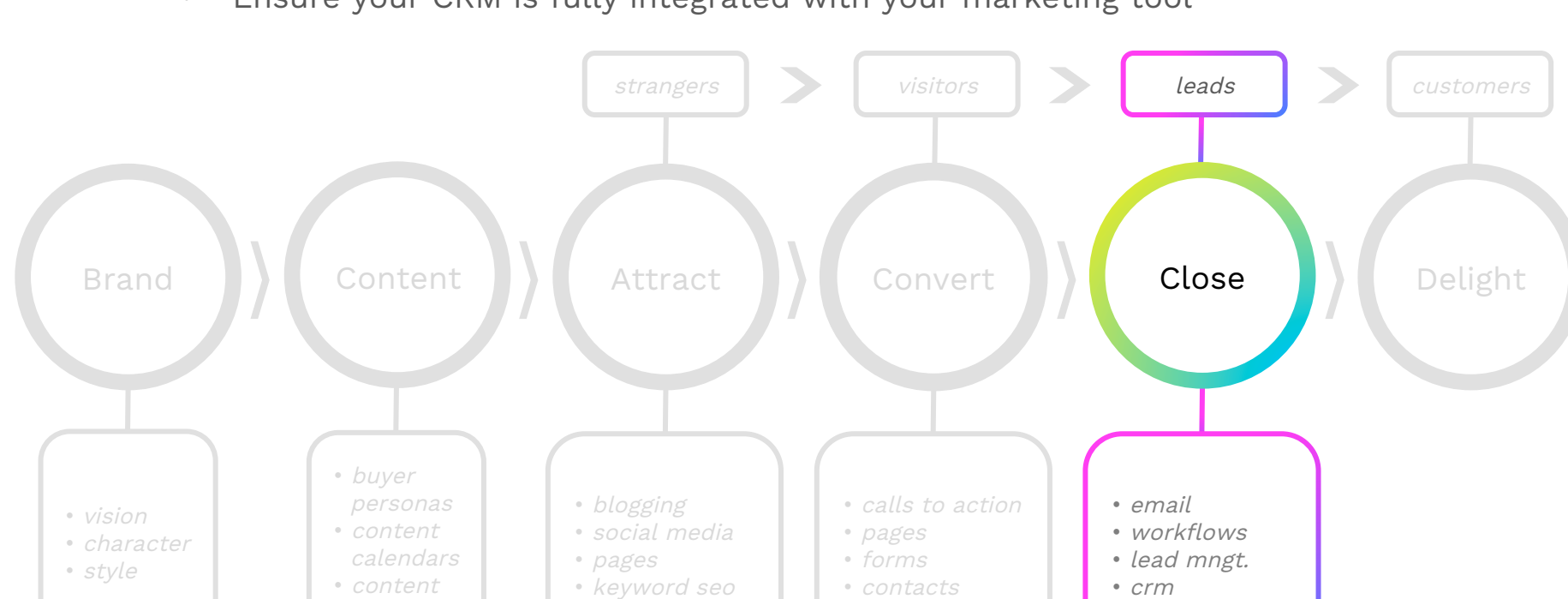
4. Convert

- Now you want to convert leads into customers by gathering and using data
- Use proven techniques for converting such as Calls to Action
- Audience specific landing pages are very effective to promote and push content
- Forms are an important element in gathering the data you need to develop leads and turn them into customers



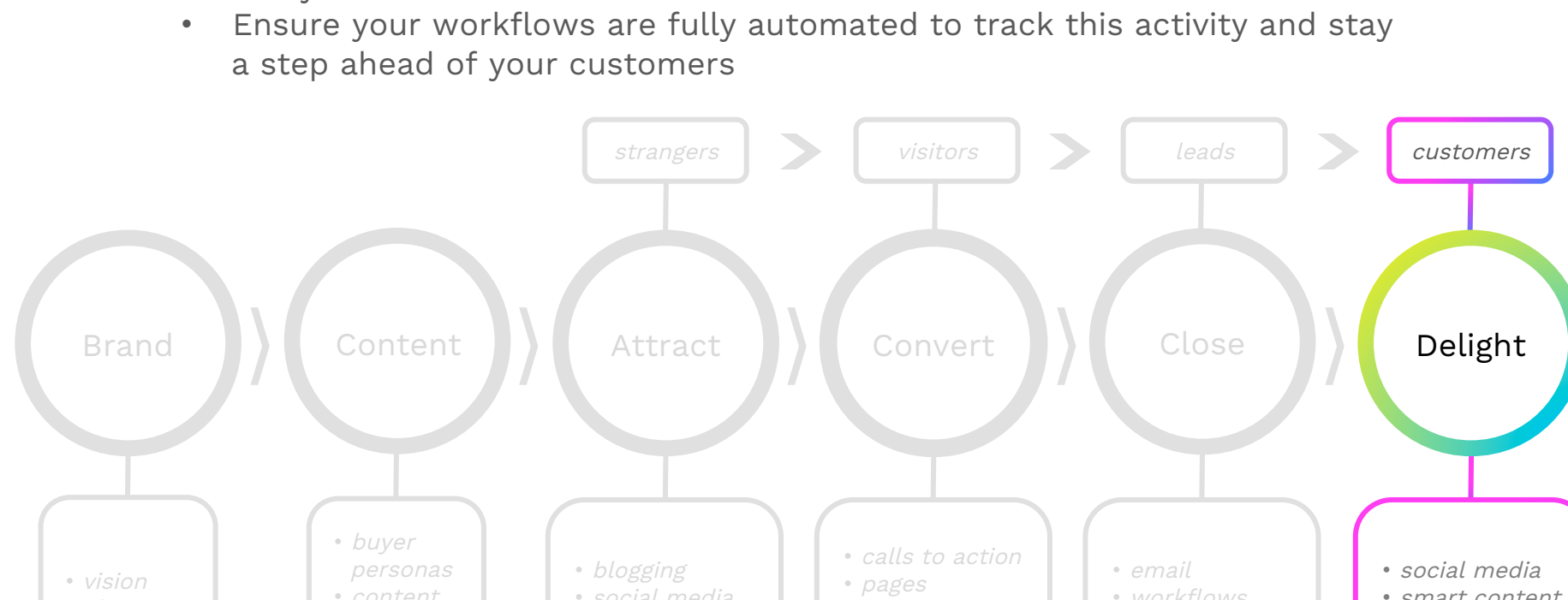
5. Close

- Now transform leads into customers
- Email is still a very effective marketing tool especially when it is properly targeted
- Use workflow tools to ensure you stay up to date with lead follow up
- Ensure your CRM is fully integrated with your marketing tool



6. Delight

- Social media is an excellent way of managing ongoing client relationships
- Smart content ensures that each time your customer returns to your site they get new and relevant information based on their online behaviours and your CRM data
- Ensure your workflows are fully automated to track this activity and stay a step ahead of your customers



An end-to-end inbound marketing customer experience

