

## Inbound Marketing

Get customers to come to YOU!



What do you want to **GROW** Today?

## 5 Things to Know About Inbound Marketing

### What is Inbound Marketing?



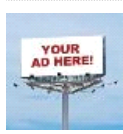
In simple terms, inbound marketing is a set of strategies and tactics you use to make it easy for prospects to find you. It's a pull model instead of a traditional push model. Inbound tactics include things like search engine optimization (SEO), pay per click (PPC), social media, blogs, websites and landing pages. An effective inbound strategy also includes the thing we preach about all the time - valuable content. Not your company brochure or one single article but a steady flow of articles, tips, infographics, white papers and videos.

### Why do I even need it?



One of the main reasons you need to adopt inbound marketing is that we are on average bombarded with 2,000 messages a day! Inbound marketing creates an environment by which someone who needs your service can easily find you. Need a better reason? Hubspot's recent 2011 report on the [State of Inbound Marketing](#) shows that the cost per lead for inbound marketing is 62% less than outbound. Now that's a reason to get you pulling in the right direction isn't it?

### Should I abandon Outbound Marketing?



No way! In spite of what some are saying - inbound is not a replacement for outbound marketing such as direct mail, email, trade events, advertising, etc. The two should go hand in hand. Because inbound generally has a lower cost per lead than outbound, you can start shifting your budget to the inbound side, but don't slow down your outbound marketing just yet. Inbound marketing takes time and patience. Let it build momentum before you alter your outbound model.

### How can I use my website for Inbound?



Socialize it! Getting people to your site is only the first step. Once they are there, how do you keep them there? Offer stuff they care about and share it without a bunch of forms. Engage with your visitors through videos, polls, articles, tips, blogs and fresh content. Take a look at the copy on your website too. Is it inviting or is it technical and stiff? Make sure your site is easy to navigate so people want to stay awhile. Most of the time the inbound path leads directly to your website so be ready to greet your guests.

### How do I know it's working?



Inbound marketing depends on automation. Get yourself a good marketing automation platform that gives you the ability to track visitors, score leads and nurture visitors with automated workflows. This allows you to remove some of those intimidating forms without losing the intelligence you need. If you would like to learn about the marketing automation tool we use every day, just email [Eric Rabinowitz](#) or call him at 732-636-1001 x27. He's pretty passionate and knowledgeable about marketing automation so it's worth a call if you get a minute.

### Marketing Services

### Channel Programs

### Congrats!

Congratulations to the 10 winners who received a free copy of *101 Business Love Letters*. Giving away free stuff is fun!

### Latest Blog

#### Five MORE Things You Should Know About Inbound Marketing!

You didn't think five tips was really enough for something as big as inbound marketing did you? Barbara (our resident inbound expert) has five more things you just have to know on her blog. [Check it out...](#)

### SURVEY

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