

What is Inbound Marketing?

& How Inbound Marketing can help your company increase traffic,
leads and customers



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leads and customers



Photo of
Presenter

Name

Job Title

@twitterhandle

GOOD · CHEER · NUMBER

GOOD HOUSEKEEPING

\$1.00 A YEAR



Sample Image

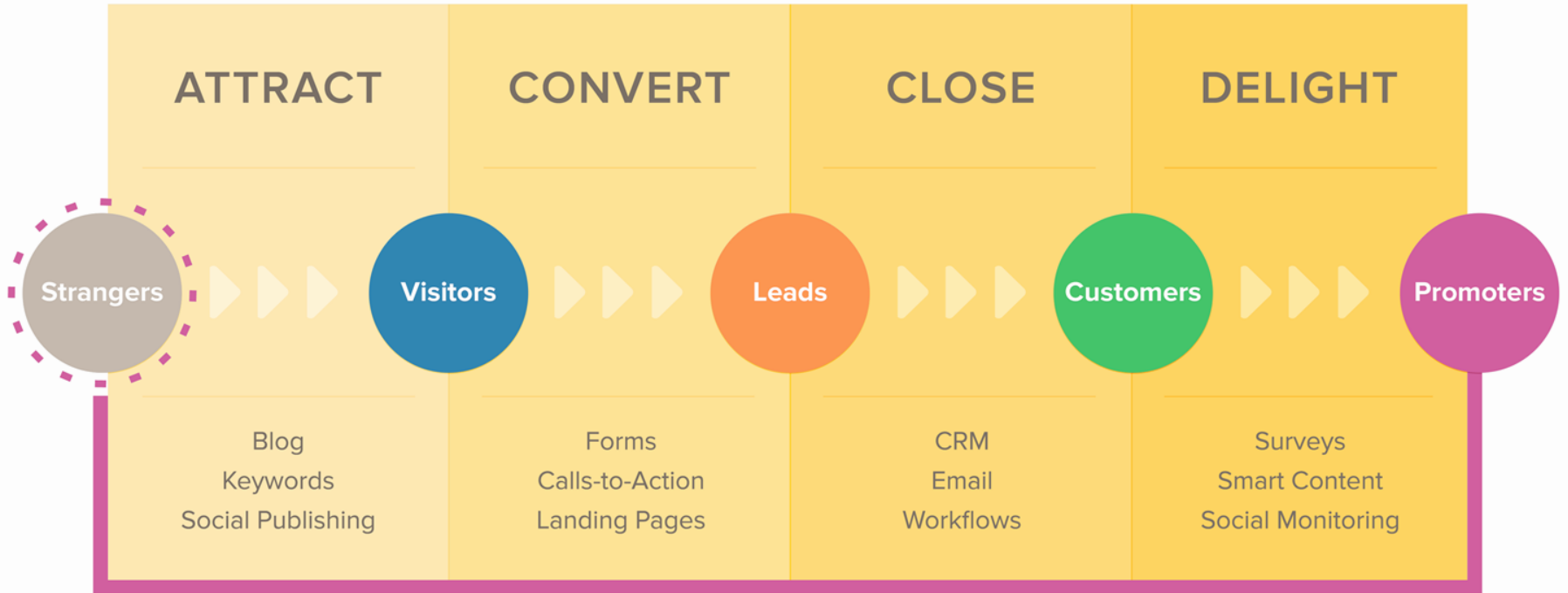
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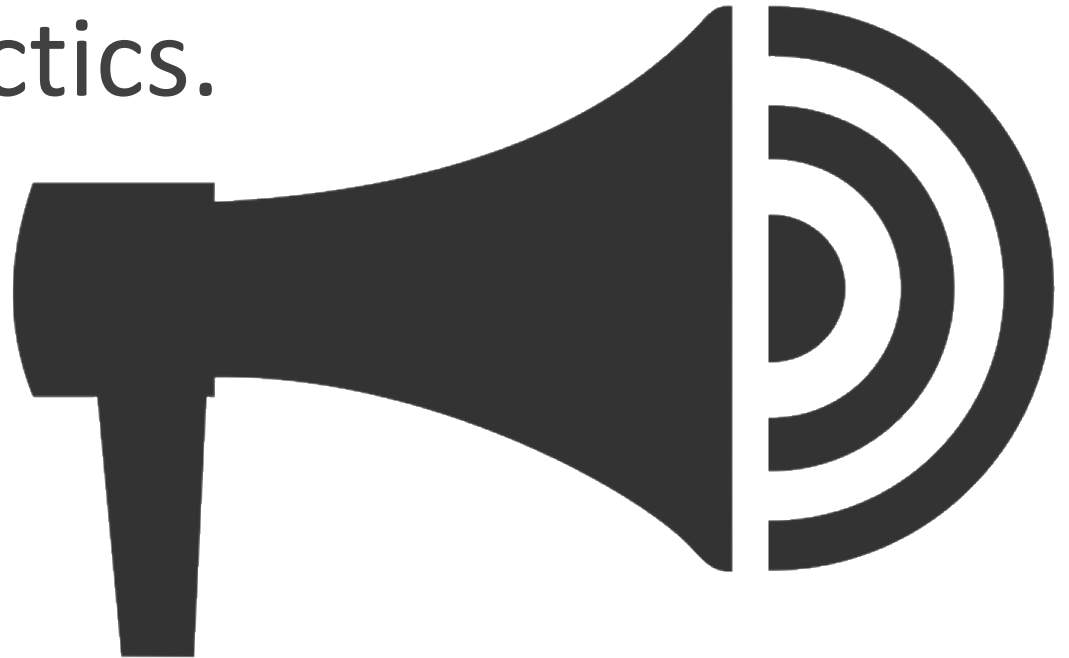
What is Inbound Marketing?



Whether you're ready or not,
marketing has already been
disrupted.



People's behaviors have changed.
They're tuning out traditional
marketing tactics.



The old marketing playbook is BROKEN



94% skip
TV ads



91%
unsubscribe
from email

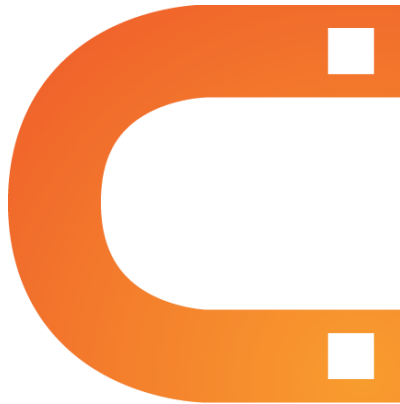


27% of direct
mail is never
opened



200M on the
Do Not Call
list

In order to attract customers,
marketers have to provide something
they will **love**.





by **HubSpot**



Definition:

Inbound Marketing is a holistic, data-driven approach to marketing that attracts individuals to your brand and converts them into lasting customers

What Makes Inbound Different?

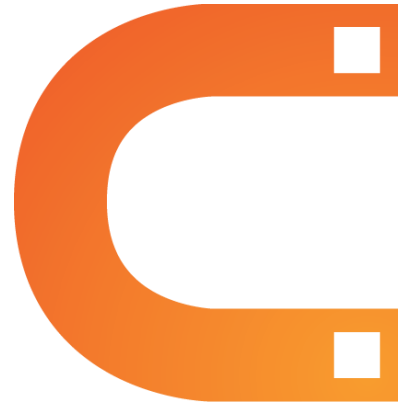
- Traditional

- Cold Calling
- Cold Emails (SPAM)
- Interruptive Ads
- Marketer-centric



- Inbound

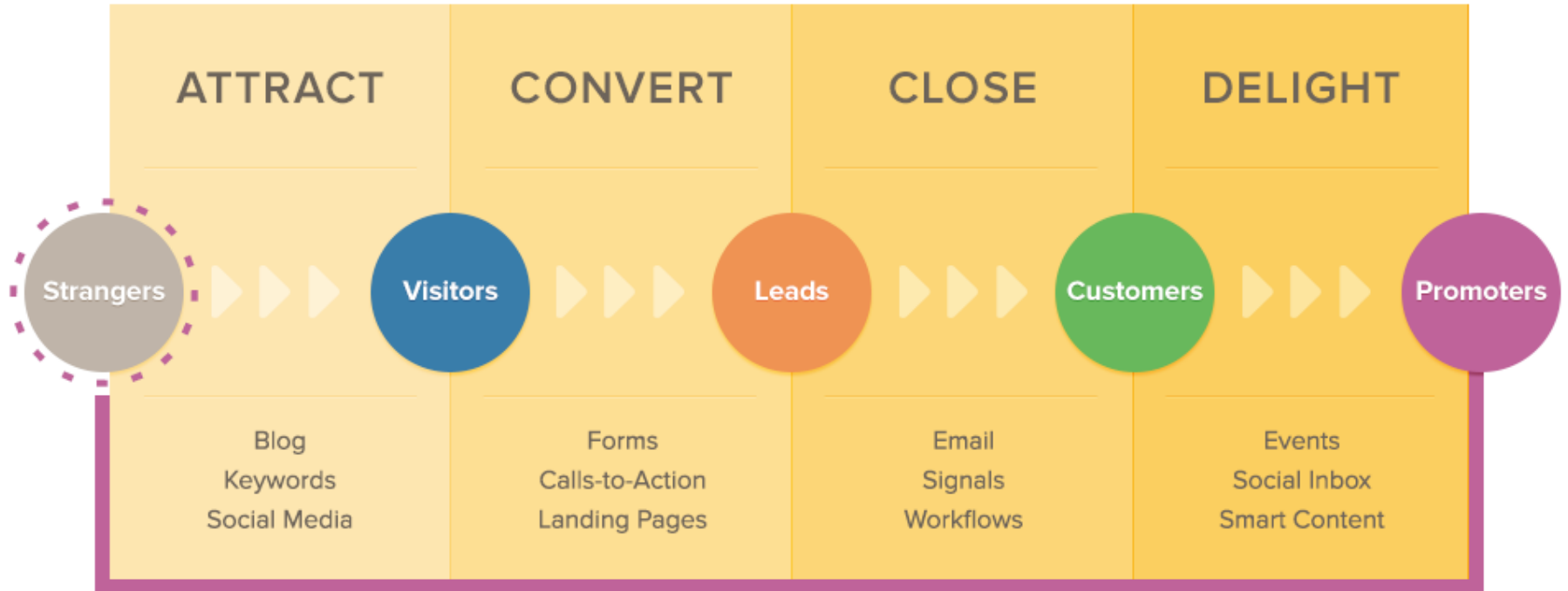
- SEO
- Blogging
- Attraction
- Customer-centric

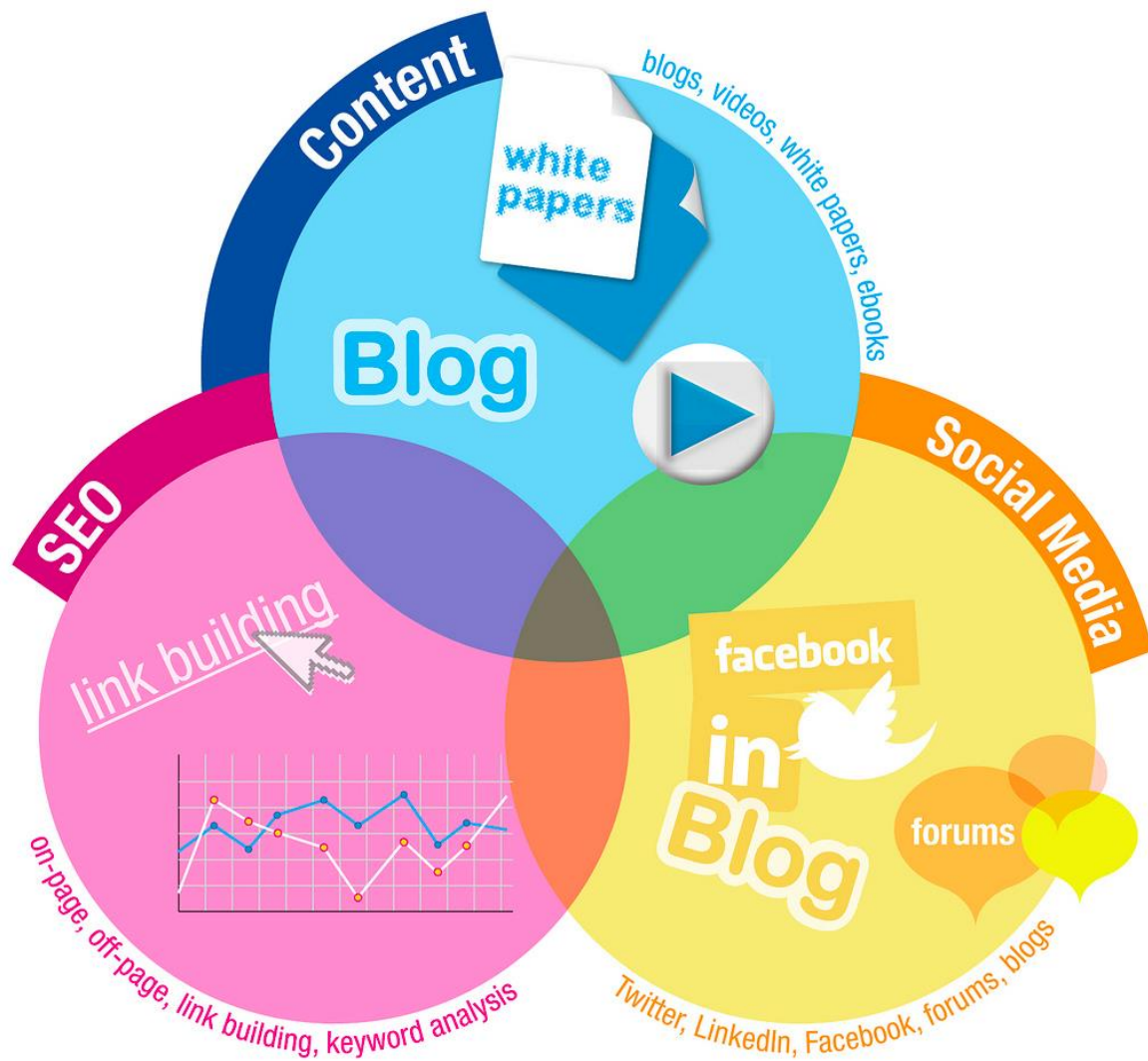


When you use inbound marketing, your customers will come to you.

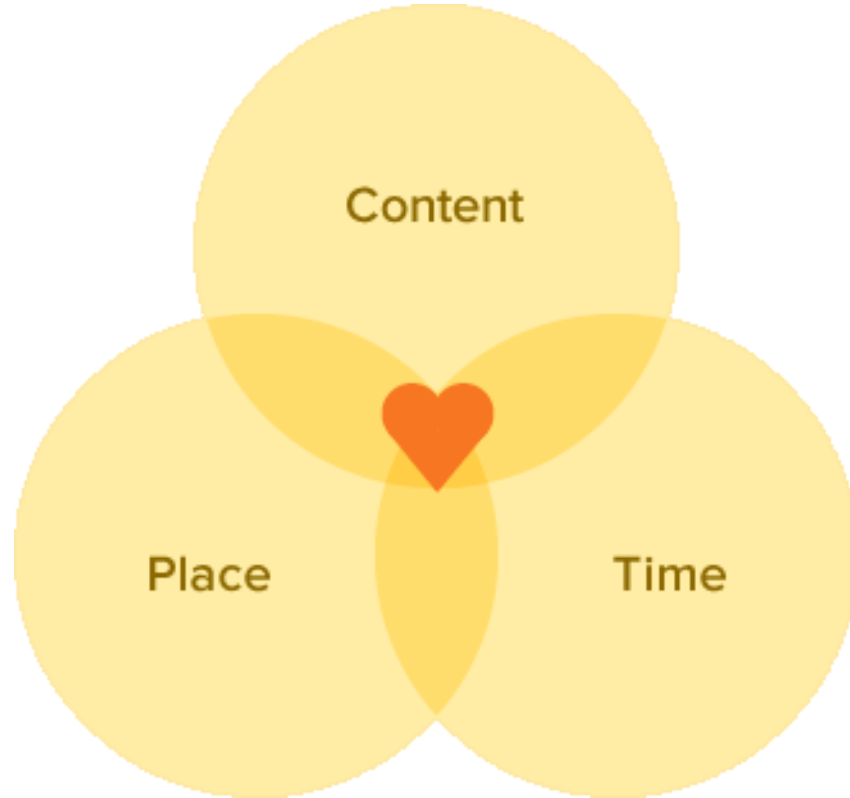


Using inbound marketing can turn *strangers* into *customers* and *promoters* of your business





Now that's marketing people can love.



Multi-Channel Marketing

- Keyword search
- Blog
- Calls-to-action
- Website & Landing pages
- Email
- Marketing Automation
- Social Media



The Inbound Funnel

Get Traffic	Create blog content, search engine optimize (SEO) your content, and promote it on social media sites.
Get Leads	Place calls-to-action throughout your website to drive visitors to landing pages with forms. Visitors fill out the forms to get whatever you're offering and become leads.
Get Customers	Send your leads automated emails to drive them along your buying cycle. Provide your sales team with lead intelligence so they can make more effective sales calls.
Analyze	Analyze the success of your marketing campaigns, and determine which areas need further optimizations for future success.

Inbound is Effective

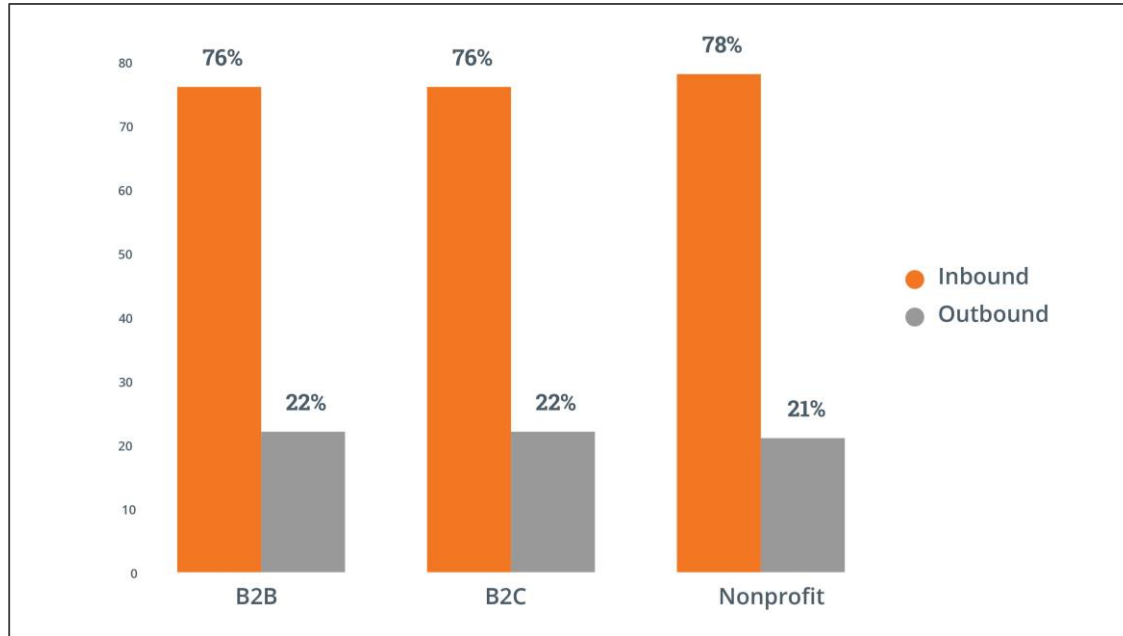


Results

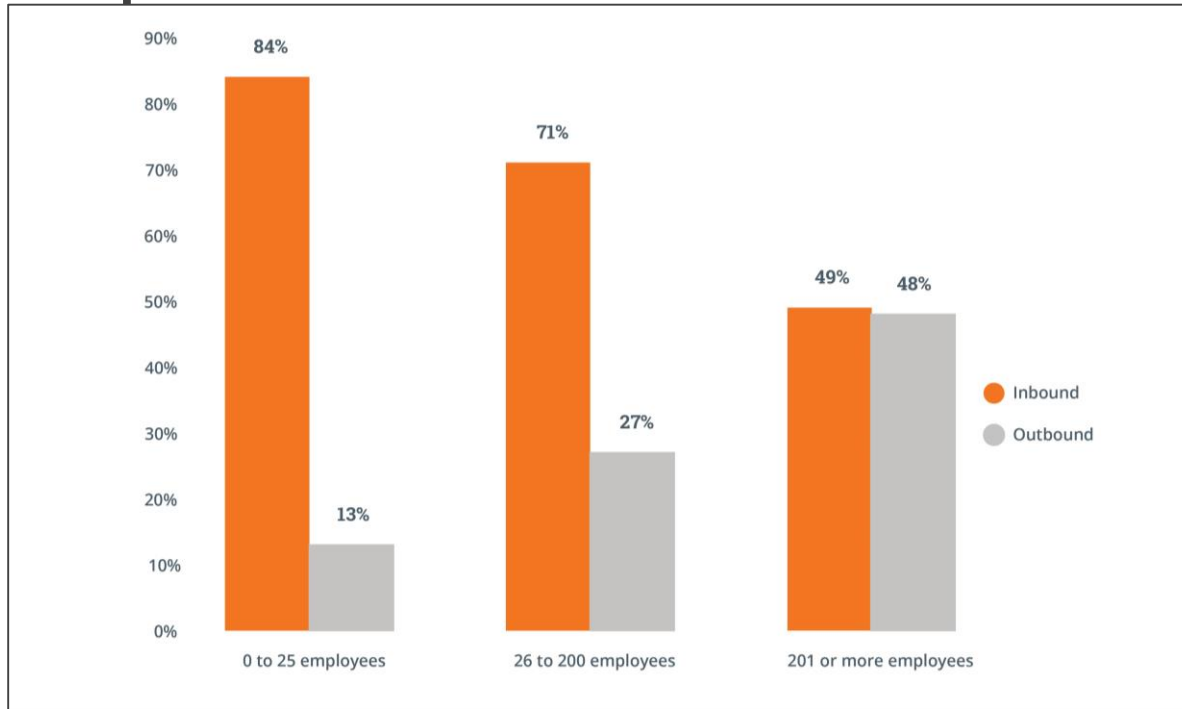
Inbound Creates More Leads



Inbound Marketing works across industries



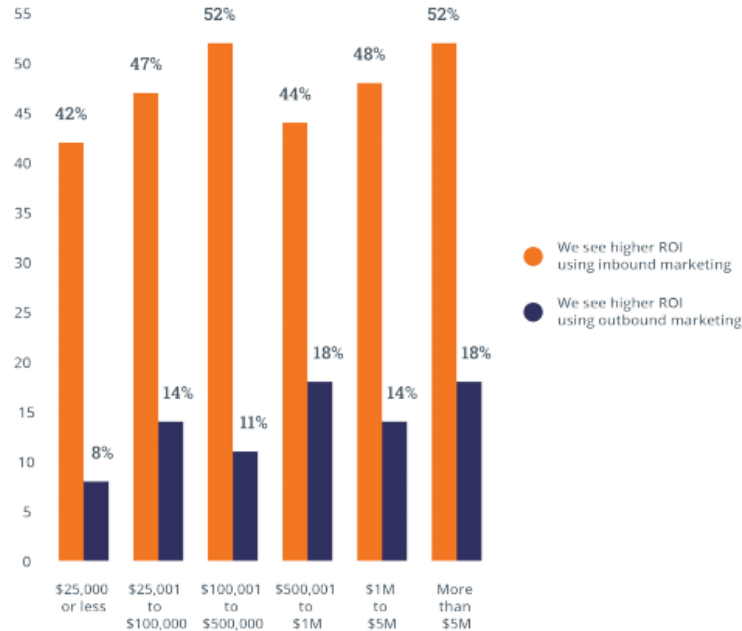
Inbound is the dominant marketing strategy for companies with fewer than 200 people



Companies are 3x as likely to see higher ROI on inbound marketing campaigns than on outbound.

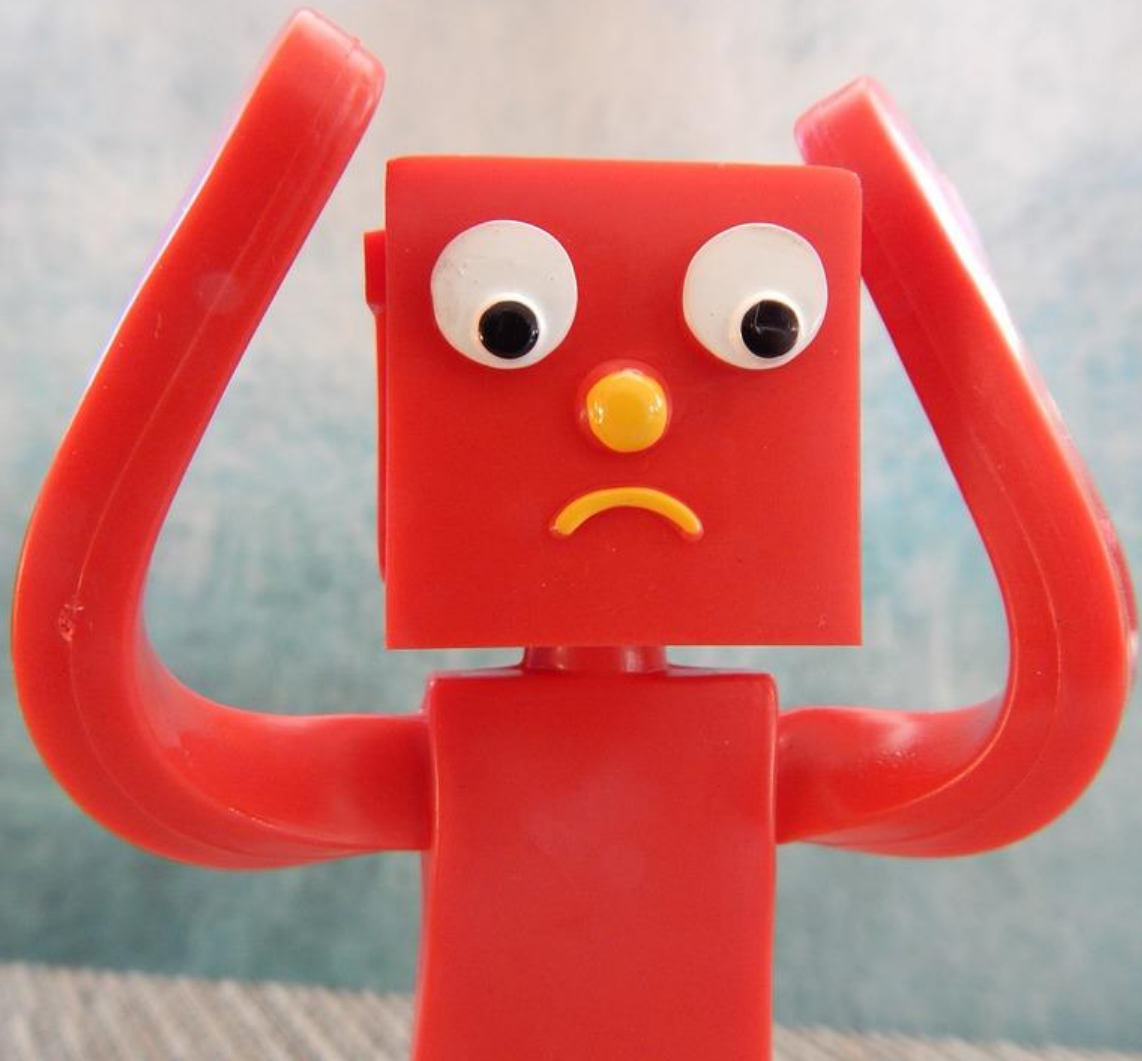
Inbound efforts achieve higher ROI than outbound regardless of total marketing spend.

Inbound vs. Outbound ROI by Marketing Spend
Big budget or small -- everyone gets big returns from inbound



84% of small businesses are
predominantly using inbound marketing.

3 out of 4 marketers across the globe
prioritize an inbound approach to
marketing.



The background features a collection of overlapping, colorful arrows pointing towards the right. The colors include shades of blue, yellow, orange, green, and pink. Some arrows are solid, while others are outlined in grey. The overall composition is dynamic and suggests forward movement or progress.

Are you ready to see how Team
CloudSource can transform your
inbound marketing?

QUESTIONS?



[Click here to book a free consultation call.](#)

THANK YOU

