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Introduction to Inbound Marketing

1. What is Inbound Marketing?

Outbound vs Inbound Marketing

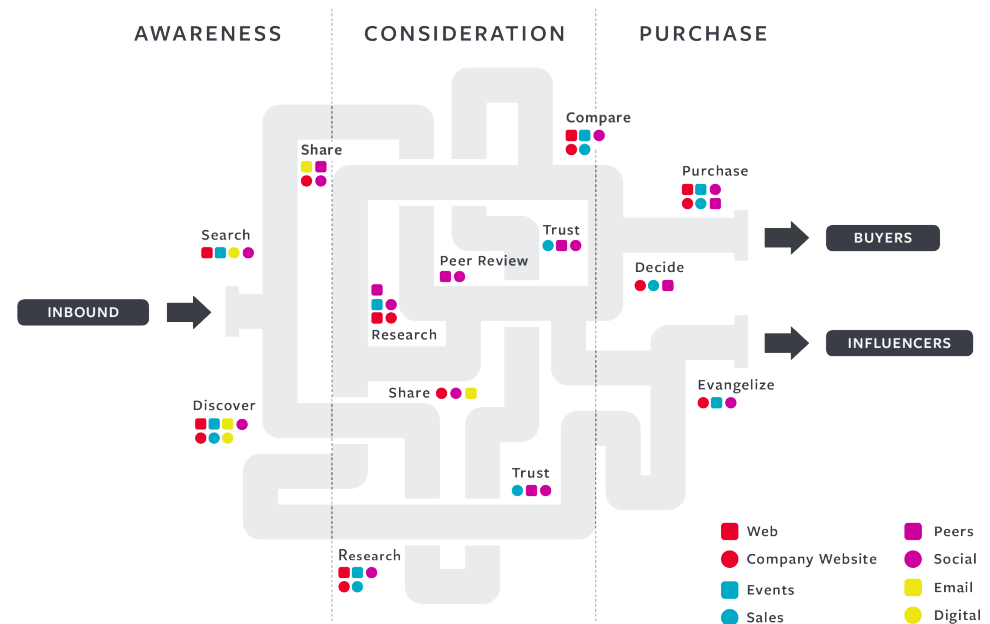
Outbound marketing focuses on reaching OUT to your target audience – advertising, buying email lists, sending direct mail, cold calling, etc.

Inbound marketing focuses on using content that educates or entertains to draw your target audience IN, typically to your website where they can learn more about what you sell on their own accord.



Inbound is an approach to marketing that enables the buyer's journey

The traditional sales funnel is now a sales journey, controlled by your buyers. Research shows the majority of B2B buyers conduct more than half their research online before making an offline purchase*



*http://blogs.forrester.com/lori_wizdo/15-05-25-myth_busting_101_insights_intothe_b2b_buyer_journey



Inbound marketing and content marketing are interrelated.
Inbound relies on content and content needs the tools of inbound
to get noticed and deliver ROI.

2. The Philosophy: Why Inbound Marketing Works

Inbound as a philosophy

Inbound marketing is a philosophy based on the reality that consumers buy differently today than they did years ago, largely due to the arrival of the Internet.



Then versus now

PRE-INTERNET

- ▶ **Buyer:** Relatively uninformed.
- ▶ **Buyer Journey:** Linear. Controlled by salespeople.
- ▶ **Marketing Playbook:** Interrupt using cold calls and advertising.

NOW

- ▶ **Buyer:** Well-informed.
- ▶ **Buyer Journey:** Fluid and random. Starts and stops. Extremely transparent. Controlled by buyer.
- ▶ **Marketing Playbook:** Gain permission to engage using content creation.

Outbound Marketing is less effective

Technology Empowered the Consumer: Consumers gained access to tools and information that enabled them to dodge advertising and outbound marketing and instead seek out information where they choose and when they're ready.



VCRS

CALLER ID

DVRS

THE DO NOT CALL LIST

SPAM SOFTWARE

BROADBAND INTERNET

SMARTPHONES

SOCIAL MEDIA

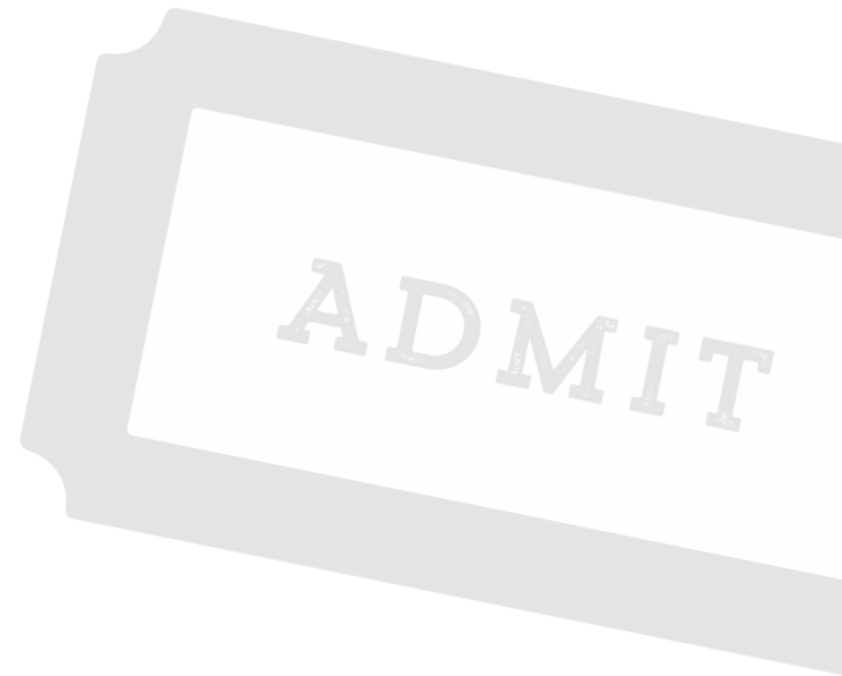


Buyers can
now block your
interruptive
advertising in
every channel

Inbound became more Effective than Outbound.

By aligning the content you publish with your buyer's interests, you can earn permission to market to them.

By engaging you can convert prospects into leads, close them into customers, and delight them to the point they come promoters of your company or brand.



There are several major themes of inbound,
permission-based marketing. *Let's talk about them.*

Content creation

Content marketing is the basis for inbound. You create targeted content that educates or entertains those interested in your company or products. And you share that content far and wide via tactics such as blogging, media relations, email campaigns, social media, etc.



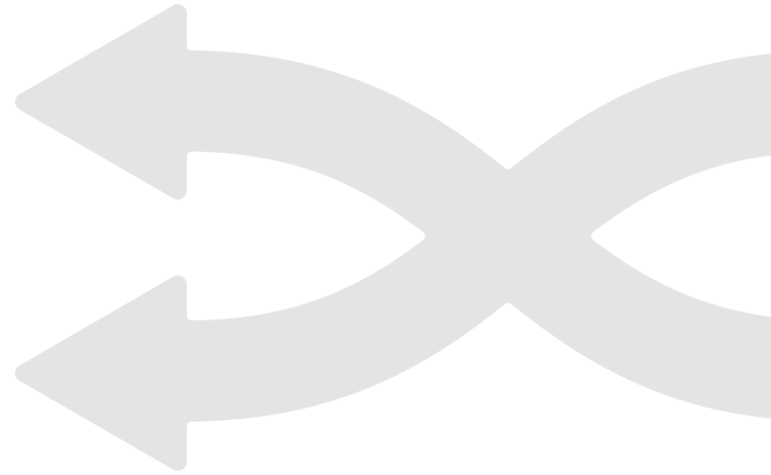
Personalization & context

As you learn more about your leads over time, you can better personalize your messages to their specific needs. Technology allows you to personalize via one-to-many strategies using personas and buying habits.



A multi-channel presence

Inbound marketing is multi-channel by nature because it approaches buyers where they are, in the channel where they want to interact with you. They decide where and when. Your job is to be at the right place at the right time.



Integration

Your publishing and analytics tools all work together like a well-oiled machine, allowing you to focus on publishing the right content in the right place at the right time.



In summary, Inbound Marketing is about...

1

ENGAGING,
not interrupting
your prospects.

2

ENABLING,
not controlling the
buyer's journey.

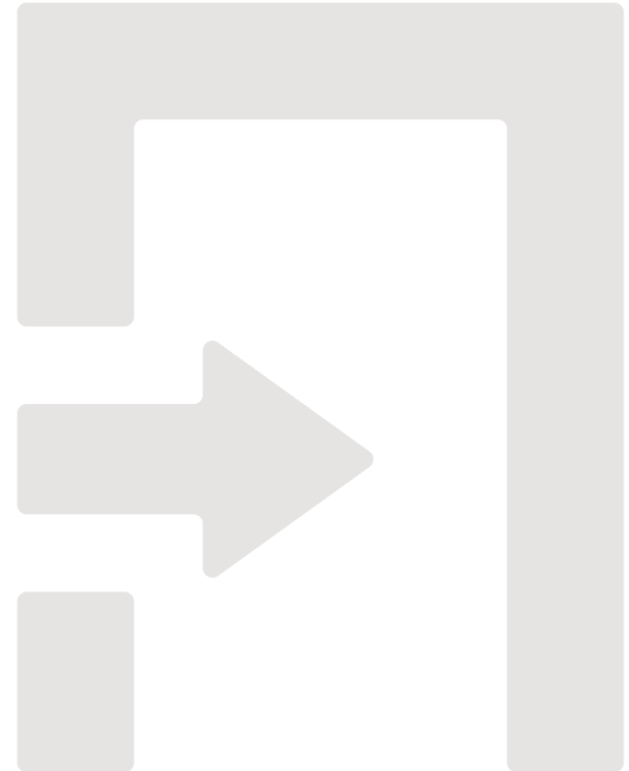
3

OUTSMARTING,
not outspending
your competitors.

3. The Methodology: How Inbound Works

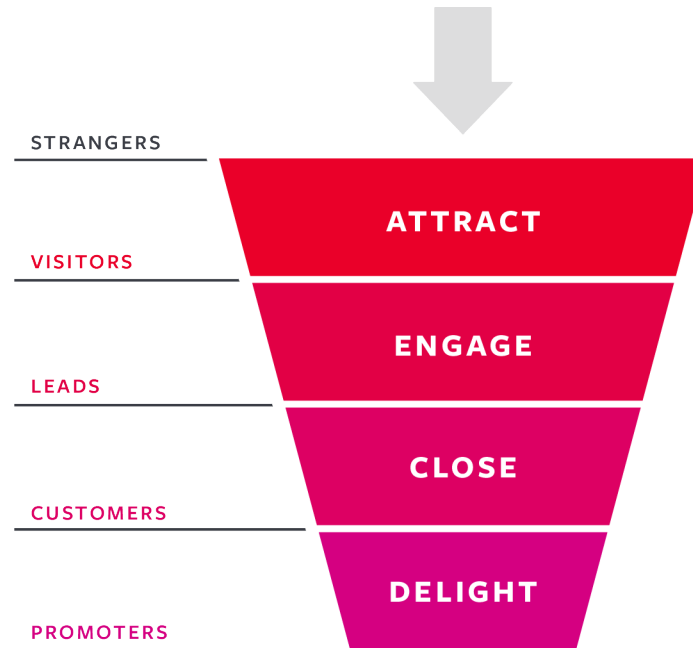
The methodology

The inbound philosophy is backed by a methodology that helps companies and brands attract, engage, close, and delight visitors, prospects and customers through a variety of channels such as social media, blogging, media relations, SEO, landing pages, forms, and email.

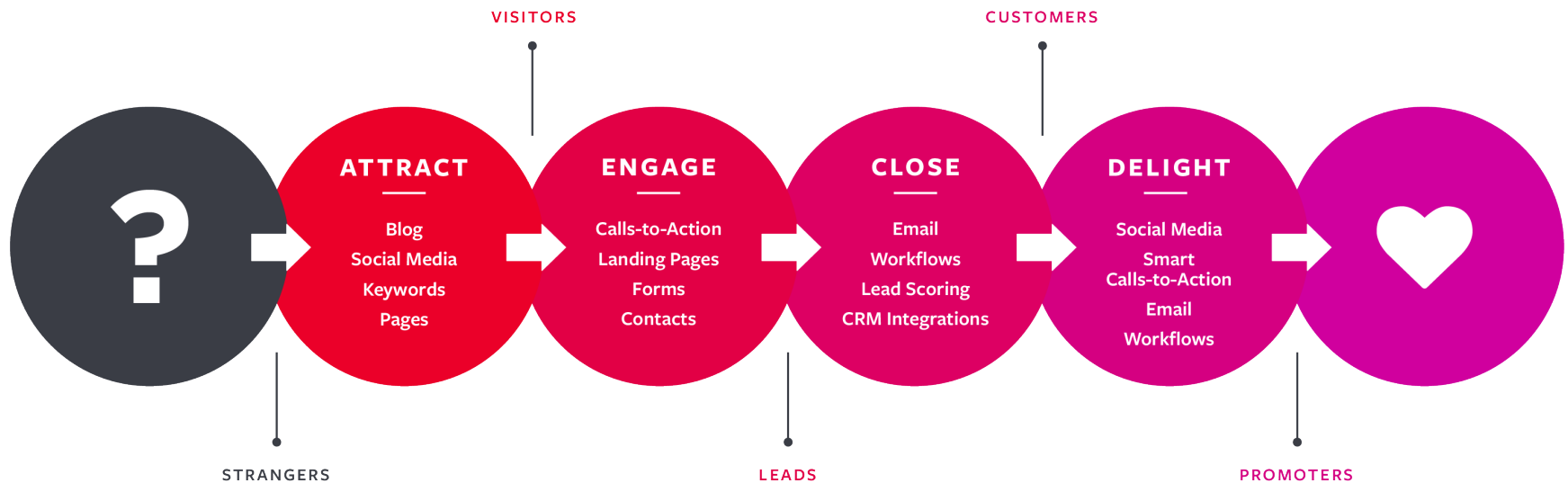


The methodology facilitates the buyer journey through the sales funnel – from strangers to customers to delighted promoters of your company or brand.

Inbound methodology visualized as a traditional sales funnel.



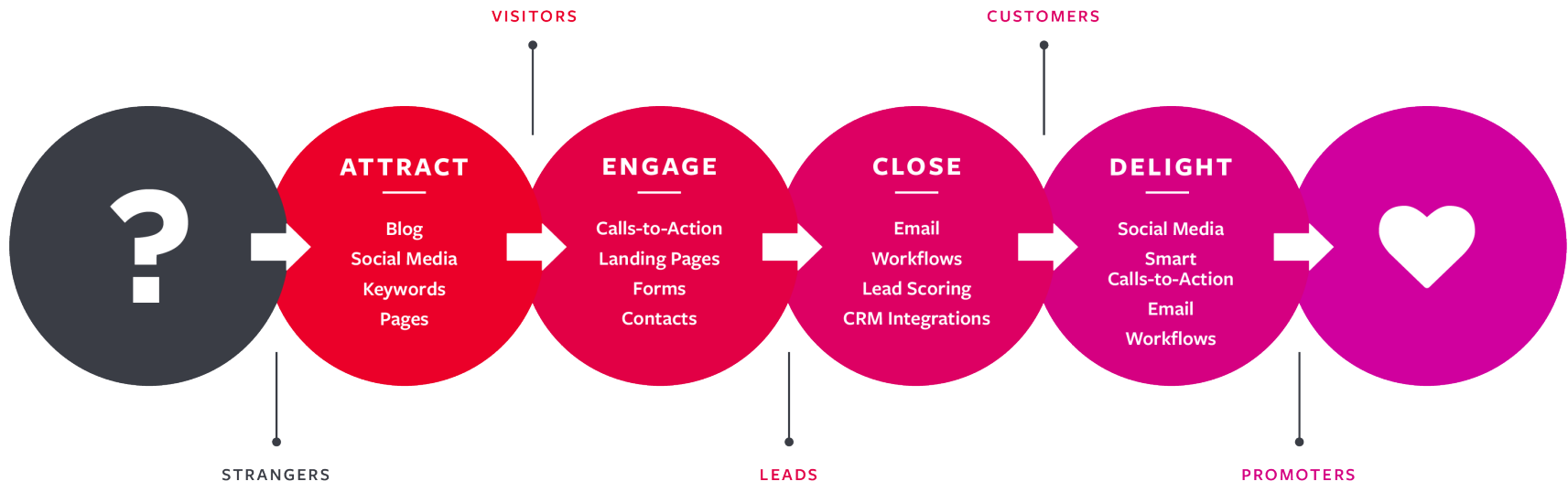
Let's go through the methodology step-by-step.



How to understand the inbound methodology graphic.

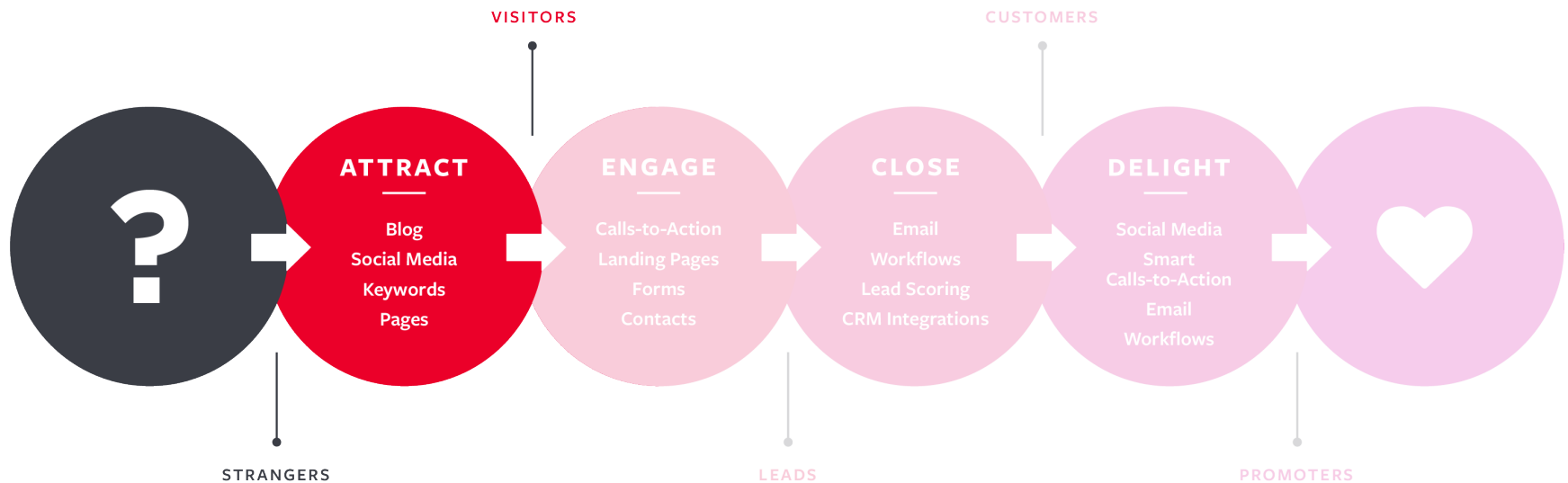
Along the top are the four actions (Attract, Engage, Close, Delight) companies and brands must take in order to obtain visitors, leads, and customers.

Along the bottom are the tools used to accomplish these actions.



Note: the tools are listed under the action where they first come into play, but that's not the only place they're applicable! Several tools, like email, can be essential in several stages of the methodology.

Step 1: Attract strangers and turn them into website visitors.

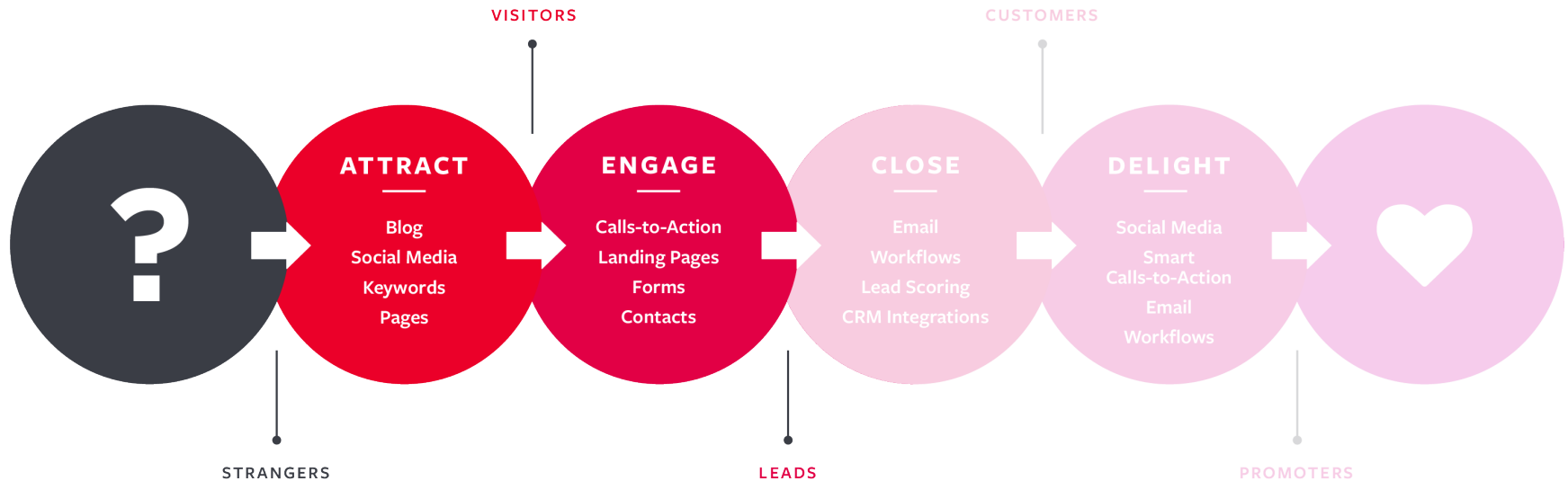


Step 1: Attract strangers and turn them into website visitors.

You want to attract people that will potentially become leads. Attract your ideal customer or buyer persona by creating content that's valuable and easy for them to find.



Step 2: Engage with website visitors to turn them into leads.

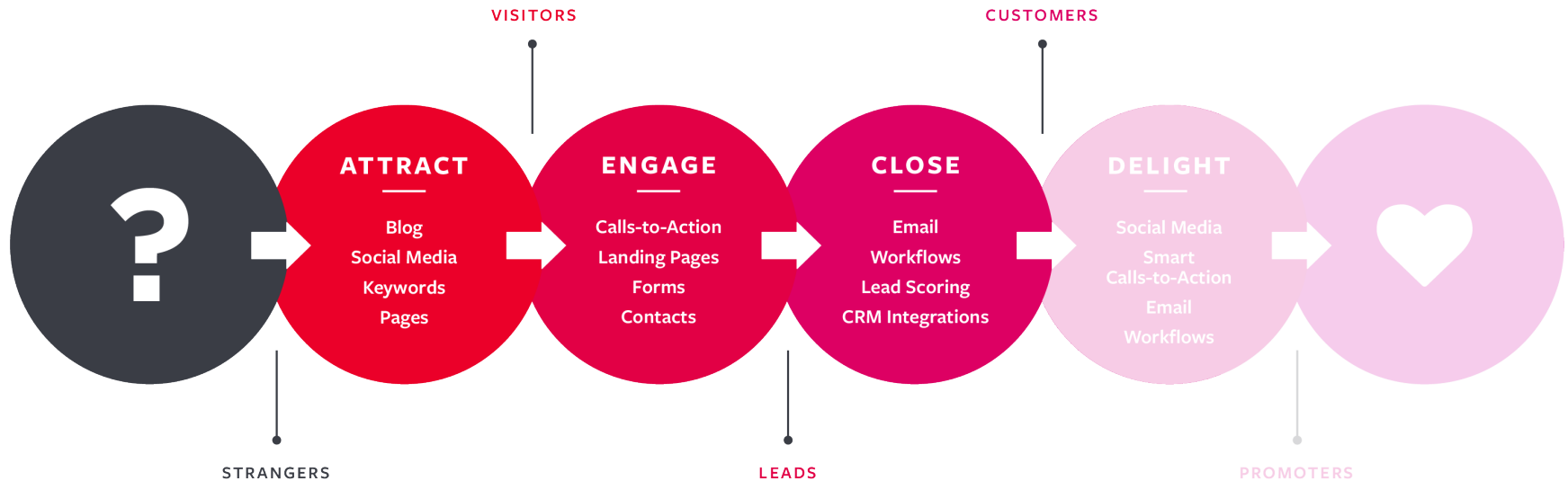


Step 2: Engage with website visitors to turn them into leads.

Once you've attracted visitors to your site, the next step is to engage with them via education or entertainment. They become leads as they provide their contact information that they are happy to share in exchange for the content you offer in return.



Step 3: Close leads into customers through lead nurturing.

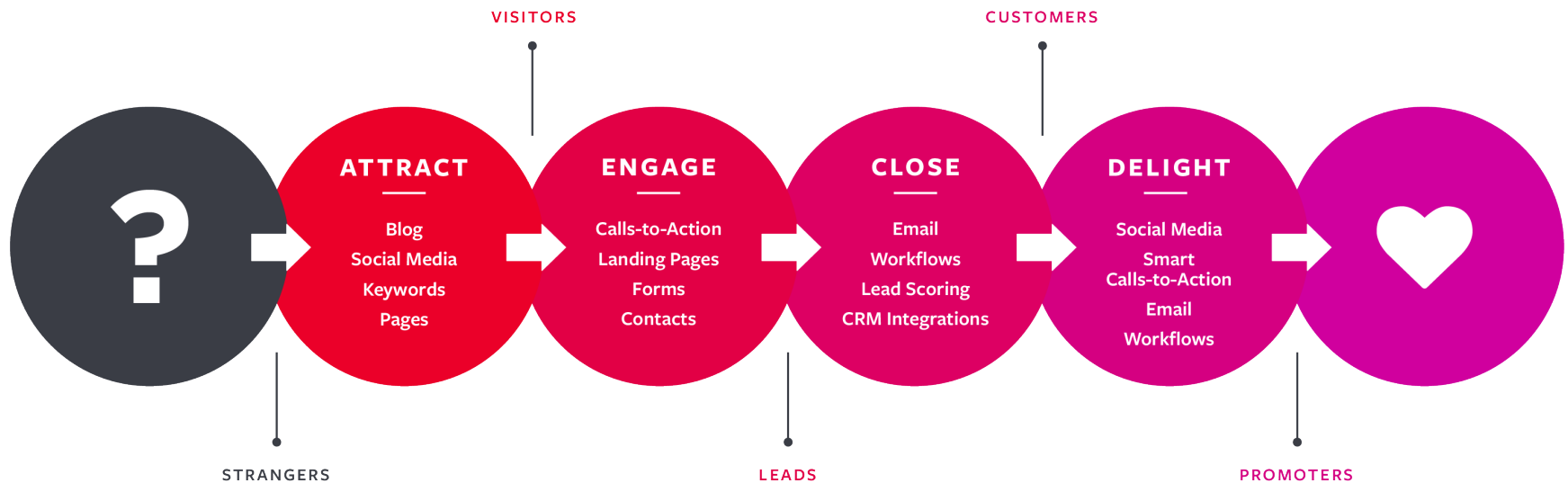


Step 3: Close leads into customers through lead nurturing.

Once you've attracted the right visitors and engaged the right leads, you need to transform those leads into customers with tactics such as targeted email campaigns, social media interactions, articles, technical papers, webinars, eBooks, case studies, etc.



Step 4: Delight customers to turn them into promoters of your brand.



STEP 4: Delight customers to turn them into promoters of your brand.

Using context and personalization to deliver tailored messages, continue to engage with, delight, and (hopefully) upsell your current customer base into happy promoters of your company.



4. The Proof: Inbound Marketing Research

Buyer Behavior Helps B2B Marketers Guide the Buyer's Journey

FORRESTER RESEARCH

“Today’s **BUYERS CONTROL** their journey through the buying cycle much more than today’s vendors control the selling cycle. Although it varies greatly with product complexity and market maturity, today’s buyers might be anywhere from **TWO-THIRDS TO 90%** of the way through their journey **BEFORE THEY REACH OUT TO THE VENDOR**. For many product categories, buyers now **PUT OFF TALKING WITH SALESPEOPLE** until they are ready for price quotes.”

2014 B2B Buyer Behavior Survey

DEMANDGEN

65% responded **YES** when asked “Did the winning vendor’s **CONTENT** have a significant impact on your buying decision?”

When viewed separately, an overwhelming majority (82%) of **SENIOR EXECUTIVES** said that **CONTENT** was a significant driver of their **BUYING DECISIONS**.

2014 and 2015 state of inbound

HUBSPOT

Regardless of marketing spend, companies are **3x** as likely to see **HIGHER ROI** on **INBOUND** marketing campaigns than on outbound.

54% MORE LEADS are generated by **INBOUND TACTICS** than traditional paid marketing.

INBOUND LEADS COST 61% LESS on average than **OUTBOUND** leads



Inbound
marketing in a
nutshell:

**MARKET WITH
A MAGNET,**
not a bullhorn.



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BE CURIOUS. BE INSPIRED. **BE BOLD.**