



YOUR GUIDE TO

INBOUND MARKETING SUCCESS

BUT FIRST,
Is
Inbound Marketing
Right For
Your Business?

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While there are a number of factors that determine suitability, we find that the below **4 POINT CHECKLIST** is a great indicator.
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1. UNIQUENESS

Do you sell a product or service that has a point of difference from the competition?



If yes, great!

If not, your Inbound Marketing efforts could be educating and nurturing customers who end up buying your product from whoever has the cheapest price.

2. TIME

Can you commit to the equivalent of 1-2 days/week towards Inbound Marketing (or have the budget for an inbound Consultant.)



If yes, great!

If not, you are likely to find it difficult to collect the right insights, develop enough content, and be effective in email and social media marketing.

3. FOLLOW UP

Do you have salespeople, or a nominated contact, who can follow up with qualified leads?



If yes, great!

OR, if you have eCommerce functionality, that's fine too.

If not, your sales conversion rate will be less effective.

4. CLIENT PROFILE

Your average sales cycle for a new client is > 1 week, but < 1 year.



If yes, great!

If not, you may find it difficult to generate sufficient ROI in your inbound marketing efforts.

Your new clients are worth >\$500

If you answered 'Yes' to 3 or more of the above, then Inbound Marketing could be a good fit for your business



10 TOP TIPS TO KNOW BEFORE YOU START INBOUND MARKETING



TIP #1 Know Your Numbers

Calculate your Cost of Lead Acquisition and Customer Lifetime Value to then develop realistic and achievable goals. Once you know the value of a lead to your business, you know how to measure success.



TIP #2 Know Your Customers

Interview your existing customers and your staff to uncover the needs, wants, challenges and behaviours of your buyer personas - the actual individuals that make up your target market.



TIP #3 Research Your Keywords

Conduct keyword research to identify the search terms that will be relevant for your business and that you stand a realistic chance of effective ranking on search engines. Learn what longtail keywords are and build a strategy based on them.



TIP #4 Optimise Your Website

As well as optimising your site for your keyword strategy, you also need to make your site an effective conversion tool through effective design, landing pages, web forms and calls-to-action.



TIP #5 Regular Blogging

Develop weekly blog posts that answer the questions your buyer personas are asking with their web searches. Remember your keywords when choosing topics, but never be blinded by SEO at the expense of creating engaging content.



TIP #6 Downloadable Content

Develop content, such as eBooks, which site visitors will download through providing their contact details on a landing page web form. Include call-to-action links to the landing page within your blog posts and on relevant site pages to generate more leads.



TIP #7 Marketing Automation

Use marketing automation to send personalised and relevant emails to your leads. Set your automation criteria based on the behaviours a lead has exhibited as it's important to **nurture** them to be sales ready.



TIP #8 'Smarketing' Framework

Have your Sales and Marketing teams agree on a framework for mutual responsibilities and lead categorisation. This will result in better quality leads, higher conversion rates and less headaches!



TIP #9 Social Media Marketing

Use social media to drive additional traffic to your blog posts and site pages. Share a mixture of owned content and buyer persona relevant 3rd party content daily, across buyer persona relevant channels.



TIP #10 Keep The Machine Running

This guide covers a range of elements that will help you get success. However, you need to find what exact recipe will deliver the right results for you.

Create, Review, Optimise, Review, Repeat.

