



## Inbound Marketing

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Inbound marketing **earns** the attention of customers, **makes** the company easy to be found, and **draws** customers to the website by producing interesting content.

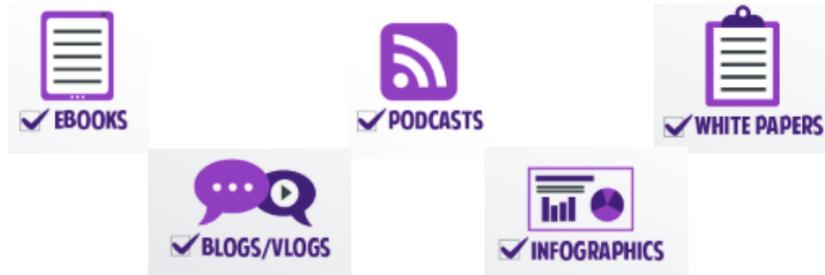
## Inbound Marketing

- Let's think of customers and potential customers as friends and potential friends
  - Impress, inspire, challenge, reward, provoke, guide, support and involve them
- It's about earning customers

Getting found by customers

## Content Marketing:

- Content sharing increases visibility(SEO)
- It creates massive buzz and traffic & generates Leads

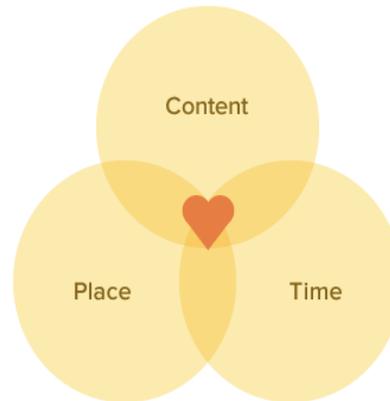


## It's multi-channel marketing

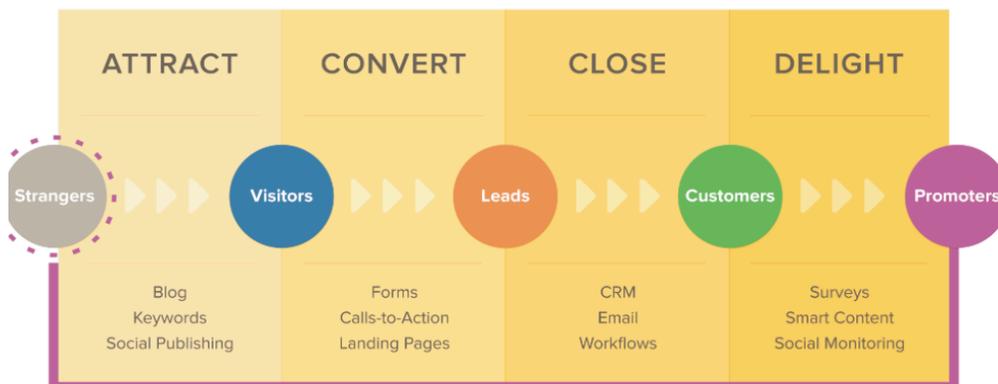


## Context:

By publishing the *right content* in the *right place* and at the *right time*, your marketing becomes **relevant** and **helpful** for your customers



## Methodology



by **HubSpot**

## How does IM work:

### ANALYZE

the existing marketing campaigns

Determine which areas need further optimizations for success

### GET CUSTOMERS

Send automated emails to the leads

Provide sales team with lead intelligence to make effective sales calls

### GET LEADS

Place **Calls-to-Action** through out the website to drive visitors to **Landing Pages** with forms

### GET TRAFFIC

Create **Blogs, SEO** your content and promote it on Social Media websites

### THE INBOUND MARKETER

VS.

### THE OUTBOUND MARKETER

"NEW MARKETING" is "any marketing tactic that relies on earning people's interest instead of buying it."

- Communication is interactive and two-way.
- Customers come to you:
  - Via search engines, referrals, social media
- Marketers provide value.
- Marketer seeks to entertain and/or educate.

"OLD MARKETING" is "any marketing that pushes products or services on customers."

- Communication is one-way.
- Customers are sought out:
  - Via print, TV, radio, banner advertising, cold calls
- Marketer provides little to no added value.
- Marketer rarely seeks to entertain or educate.

### Reason for the shift:

People (not the Company) are MORE in control of what information they receive and how.



## Inbound Marketing blogs:

- <http://blog.hubspot.com>
- <http://www.b2binbound.com/blog/>
- <http://www.viperchill.com>
- <http://www.convinceandconvert.com>
- <http://www.jeffbullas.com>
- <http://www.socialmediaexaminer.com>



## References:

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- <http://thestaceyharris.com/inbound-vs-outbound-marketing>
- <http://outsourcedmarketingservices.co.uk/4-advantages-disadvantages-inbound-marketing/>
- <http://www.slideshare.net/HubSpot/what-is-inbound-marketing-29665969>
- <http://mashable.com/2011/10/30/inbound-outbound-marketing/>



Thank you!