



The essential guide to **INBOUND MARKETING**

Learn how to create high-impact, multichannel digital marketing strategies that earn trust and generate leads.

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SECTION #1

Introduction to **your guide.**

Welcome to your essential guide to inbound marketing. As with many things in our industry, inbound marketing has evolved significantly since we debuted our first digital guide. In order to provide the latest and most accurate insights for our readers, we've launched our reboot edition (the thing you're reading right now).

The term 'inbound marketing' gets thrown around a lot in our industry, but compared to the many other acronyms or buzzwords we use on a daily basis, this one has the potential to make a real difference.

In this downloadable guide, we will dive into the fundamentals of inbound marketing and explore how it can benefit your business. We will also review the marketing flywheel and walk you through the steps of creating an inbound marketing plan, including the different tactics you can use to attract, engage and delight your audience. To round things off, we will explore how to measure the success of your inbound marketing efforts through key performance indicators.

Enjoy!

What is **inbound marketing**?

Inbound marketing is a strategic marketing methodology that focuses on attracting, engaging, and delighting customers by providing valuable and relevant content that solves their problems and meets their needs. It's a way to build trust and establish a relationship with potential customers by providing helpful information, resources, and solutions, rather than interrupting their day with unwanted or irrelevant ads.



The last few years have evolved the way we as consumers, communicate, research, buy, sell and learn online. Throughout this period, marketers have had to adapt the way they market their businesses, services and products to cater to these shifts in behaviour. One of these primary adaptations was the shift from traditional marketing to inbound marketing.

Inbound marketing has skyrocketed in popularity over the last handful of years and is now used by marketers across the world. Despite its spike in popularity, the methodology actually came to life in 2006. Since 2006 the critical principles of inbound remain largely the same but it has undergone various changes to work in harmony with the modern world, its technology and of course, consumer behaviour.

These changes were largely facilitated by the advancements in marketing technology. This technological movement brought with it CRM (customer relationship management) systems, marketing automation and various other marketing tools. The introduction of these tools has made inbound marketing more accessible, comprehensive and powerful. This approach to marketing is now more advanced and everyone wants in on the action, for good reason.

Fundamentally, the inbound marketing methodology is built upon relationships. Your company's growth depends on building meaningful and lasting relationships, from prospects to delighted customers. Inbound aims to move away from the more traditional methods of outbound marketing like the purchasing of ads, email lists, cold calling and generally seeking out your leads. Instead, inbound aims to draw in your prospects by leveraging valuable content.



With inbound marketing, you can help your users identify and overcome their challenges to ultimately achieve their goals. By providing valuable and engaging content your business can establish itself as a thought leader within your sector. Why is this important? Because your prospects, leads and customers are much more likely to purchase from brands they trust.



What are the benefits of inbound marketing?

This section of the guide will outline some of the key benefits of inbound marketing and why it is essential for businesses of all sizes. Whether you're a startup or a well-established business, inbound marketing provides a cost-effective, targeted, and measurable way to reach your target audience, build trust, and generate long-term results. So, without further ado, let's dive into the key benefits of inbound marketing.

1. It's cost-effective.

Inbound marketing strategies are predominantly online focused, and the tactics are considerably cheaper to implement than the 'old-school' outbound methods like radio or TV advertising. A study conducted by HubSpot found that inbound marketing on average is 62% cheaper per lead than outbound marketing.

2. It's targeted.

If you can produce content that is targeted to a desired audience or persona, the traffic that is generated is likely to be of better quality and much more qualified to make a purchasing decision. It's worth noting that the more often you produce quality content the more frequently users are likely to visit your site.

3. It builds trust and authority.

By providing valuable content, inbound marketing helps build trust and credibility with your target audience. This will ultimately become what will set you apart from your competitors and influence that all-important purchasing decision.

4. **It increases your web traffic.**

Inbound marketing tactics like SEO, social media, and content marketing can drive targeted traffic to your website, increasing the opportunity for conversions. Due to its omnichannel approach, inbound marketing strategies present the opportunity to expand your reach further beyond what may not have been possible historically.

5. **It generates measurable results.**

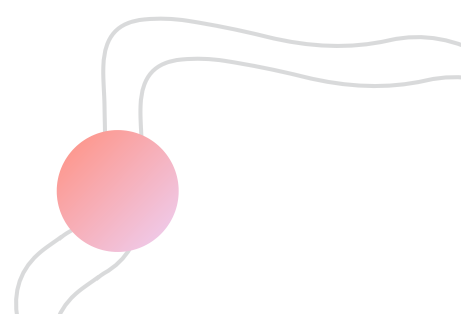
With inbound marketing, although there are arguably more variables and complexities involved, your inbound marketing strategy should provide you with one single line of truth. Making it easier to track, monitor and measure the success of your campaigns and make data-driven decisions.

6. **It has a long-term impact.**

Unlike outbound marketing methods that offer short-term results throughout the duration of a campaign. Inbound marketing focuses on the longevity of your success, honing in on delivering long-term impact by building relationships with your visitors, leads and customers over time.

7. **It aligns your marketing and sales.**

Full cooperation and collaboration across your sales and marketing departments are needed to facilitate a successful inbound strategy. Sales provide valuable customer insights, which the marketing team uses to create targeted content that addresses their needs and challenges. This collaboration helps attract leads, increase conversions, and improve customer satisfaction.



SECTION #2

What is the marketing flywheel?

If you're already familiar with inbound marketing, the chances are, you'll have heard the term 'marketing flywheel' being tossed around too. Invented by James Watt, the marketing flywheel is a model that demonstrates the momentum businesses can gain when their key services are aligned with one another. By aligning these services, your business can provide exceptional customer experiences which will ultimately be the key driver for your organisation's growth.

The aim of the marketing flywheel is to get you to see your business from a unique perspective, not to redefine everything you already know. When you start to conceptualise your business as a flywheel you'll become better informed to make decisions and adapt your strategy.



The marketing flywheel, the momentum it has and the energy it stores come down to three fundamental variables:

- How fast you spin it.
- How much friction there is.
- How big it is.

Successful companies achieve growth by optimising their business strategies to address these three areas. To increase the speed of the flywheel, implement forces such as inbound marketing, freemium models, frictionless sales, customer referral programs, paid advertising and investing in customer service. By prioritising customer success, you increase the likelihood of positive word-of-mouth referrals.



To maximise the impact of your forces, eliminate friction from your business strategy. Friction includes bottlenecks in internal processes, lapses in team communication, and customer-employee misalignment. Streamline teams, address customer churn, and simplify the buyer's journey to reduce friction. Consider factors such as team alignment, straightforward pricing, and flexible customer engagement methods to minimise obstacles and create a positive customer experience.

The more effectively you can increase the speed and reduce the amount of friction, the more promoters you'll generate, feeding into the forces that spin your flywheel.



Inbound marketing and the flywheel.

By this point, you may be thinking why are we dropping another methodology onto you, we promise that this is all relevant. The inbound marketing methodology should also be viewed as a cycle with your inbound strategy being the key 'force'. When you use the flywheel to demonstrate inbound marketing, the sections are broken down into; attract, engage, and delight.

The Attract Stage.

In this phase, you're looking to draw in prospects. These users are likely to be engaging with your business and brand for the first time and as you well know, first impressions are very important. They will likely have a problem or will be expressing symptoms of a problem; they'll be searching for a diagnosis.

At this stage, you need to provide content that explains their problem in further detail, content that provides clarity and sympathises with the prospect. If you show your prospect that you understand and care about their challenges, you'll begin to build trust with them. You want to earn a prospect's interest, not force it.



The Engage Stage.

This is where you can begin to introduce solutions and insights to their problem. When describing these solutions, you can start to include references to your own products and services and discuss how they'll bring further value to them.

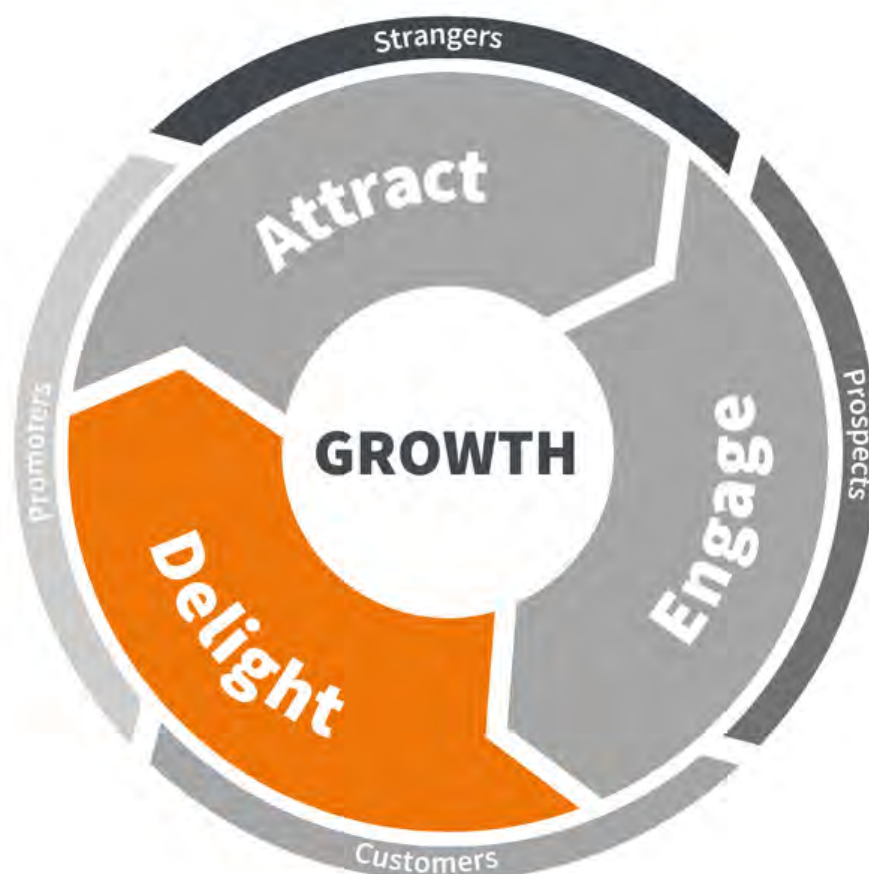


When referring to the value of your brand or business don't go overboard, you don't want your readers, viewers, or listeners to feel like they're being sold to. Instead, maintain a focus on solution selling rather than product selling, remember you want your prospects and leads to feel empowered.

The Delight Stage.

This is where your existing customers will sit. To delight a customer, you want to ensure your customers feel happy, satisfied, and supported long after their initial purchase. Remember it's far more expensive to attract a new customer than to retain an existing one.

By providing advice, expert knowledge and support to your customers when they reach out. Not all delight tactics involve manning a forum or inbox, you can set up intelligent chatbots, surveys, and email marketing to automate part of the process. Asking for feedback is also a great way to delight customers, feedback offers an opportunity for your customers to feel involved and connected with your brand.

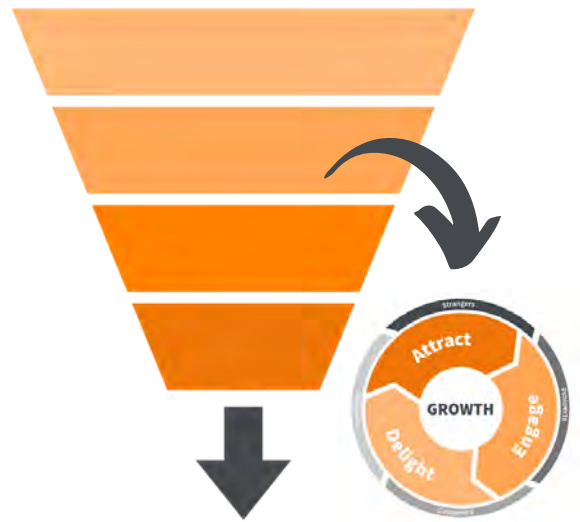


By continually delighting your customers you're more likely to turn them into brand advocates or promoters. These promoters could recommend your business to others or publish a review online, this may spark the interest of another prospect increasing the momentum for your flywheel.

The funnel vs the flywheel.

Are we saying you should disregard all of your funnel models in support of the flywheel? Absolutely not, no. Your funnels can still serve a purpose for your business, marketing and sales strategies.

The funnel is a classic tool that represents the stages a customer goes through throughout their buying journey. The top of this funnel is wide and aims to bring awareness of your product or business to as many people as possible but some of these prospects may not be remotely interested in what you have to offer.



As the funnel narrows, leads pass through the different stages but only a small percentage make it as far as the bottom, taking that desired action.

However, with that said, the traditional funnel model, although loved by many, is outdated and fails to consider the impact of customers on business growth. The flywheel model offers a more comprehensive and unified approach, considering how marketing, sales, support, and service all affect each other and drive company growth. By viewing customers as a driving force, not just an afterthought, the flywheel allows for a more holistic representation of the forces affecting growth.

Going forward, the flywheel provides a complete view of your business growth, identifying key opportunities. Funnels will still be used to measure the performance of specific processes within a company, but they are just a part of the larger picture represented by the flywheel.

SECTION #3

Planning your inbound strategy.

Creating a comprehensive inbound marketing strategy requires careful planning and consideration of your overall goals, whether they are attracting new customers or retaining existing ones. The structure of your plan should align with your overarching business model and goals. Having a solid plan in place can greatly improve your marketing efforts and drive desired outcomes.

This section will cover the essentials of crafting an inbound marketing plan, including defining your target audience, identifying your goals and KPIs, and developing a content strategy that resonates with your audience. We'll also touch on the key components of a successful inbound marketing plan, such as SEO, social media marketing, and email marketing.

By the end of this section, you will have the tools and knowledge you need to create a comprehensive inbound marketing plan that drives real results for your business. So, let's dive in and start attracting the right customers to your brand today!



Developing your **buyer personas.**

What is a buyer persona?

Understanding your personas is a critical step in building a successful inbound strategy. Personas are fictional representations of your ideal customers, and they can help you understand their unique needs, challenges, and interests. By defining your personas, you can create a strong foundation for your business that will shape every decision you make, from product development to marketing.

If you're new to personas, it's important to understand that within your target market, there are likely to be a variety of different buyers.

Depending on whether your business is B2B or B2C or both, your products or services could be purchased by business owners, finance managers, or the end consumer. Each buyer will have their own unique characteristics and preferences, and it's important to understand these in order to effectively target your marketing efforts.



How to create buyer personas.

To create effective personas, it's important to gather data from your existing customers and carry out secondary research to uncover unique insights about your target market. This data should include both qualitative and quantitative information, such as:

Demographics.

Behaviours.

Pain points.

This data can then be used to create detailed profiles of your ideal customers, including their goals, challenges, and preferred communication channels. By understanding your personas, you can tailor your messaging and marketing efforts to effectively reach your target audience. This can include creating targeted content that speaks to your persona's pain points and interests, as well as developing sales processes so that they are designed to appeal to their unique needs and preferences.

In addition to driving content creation and marketing efforts, personas can also inform product development and customer acquisition and retention strategies. By understanding your ideal customer, you can create products and services that are designed to meet their specific needs and preferences, and develop acquisition and retention strategies that are tailored to their unique characteristics.

Creating personas doesn't have to be a difficult task. We've created a persona development to help get you started.

DOWNLOAD NOW



How to set **your goals.**

Equipped with your buyer personas, you should be in a position to create some strong and tangible goals that should demonstrate whether or not your inbound campaigns are performing as well as they should be.

To create an effective inbound strategy, it's crucial to keep your goals in mind at all times, whether you're new to this or looking to refine your existing plan. However, setting goals can be challenging, and many marketers miss the mark. To ensure your inbound strategy is working efficiently, it's essential to keep track of your return on investment (ROI) from your marketing activities, and clearly identify what you want to achieve and when you expect to see results.

What is a SMART goal?

SMART is an acronym for Specific, Measurable, Achievable, Relevant, and Time-bound. SMART goals are a framework that helps individuals and organisations create goals that are clear, achievable, and measurable.

- **Specific:** The goal should be clear and unambiguous, answering the questions of what, why, and how. It should define what is to be achieved and what steps need to be taken.
- **Measurable:** The goal should be quantifiable so that progress can be tracked and measured. This helps ensure that you stay on track and can make adjustments if needed.
- **Achievable:** The goal should be realistic and attainable. It should challenge you but not be so difficult that it's impossible to achieve.
- **Relevant:** The goal should align with your overall objectives, and be important and relevant to your business or personal development.
- **Time-bound:** The goal should have a deadline or timeframe, providing a sense of urgency and ensuring that progress can be measured.

When setting your inbound goals, start by reviewing your current analytics to understand your current ability to attract traffic to your website and convert leads. Some essential KPIs to track could include:

- Monthly unique visitors
- Clicks
- CTRs
- Sources of traffic
- The number of leads

By analysing this data, you can set expectations for the future of your inbound campaigns, set realistic and feasible goals, and be ambitious without setting yourself or your team up for failure. Remember, running an effective inbound campaign takes time. So when assigning timeframes to your goals, keep in mind that patience is key. Stick with it, and the results will be worth it!



Top Tip!

Remember that inbound campaigns require long-term thinking, planning, and execution. Continuously monitor your analytics and adjust your strategy as needed to achieve your goals. Stay motivated, and don't get discouraged if you don't see results immediately. Stay focused on the bigger picture, and over time, your efforts will pay off.

Conducting your **content research.**

In inbound marketing, content research refers to the process of identifying the topics, keywords, and content types that are most relevant and valuable to your target audience. The goal of content research is to develop a content strategy that aligns with your audience's interests, pain points, and search behaviours, and creates content that attracts, engages, and converts your ideal customers. You can see why it's important to start your plan with your persona research!

Content research is important because it helps you create content that resonates with your audience and drives traffic, leads, and revenue for your business. By understanding your target audience's needs, interests, and behaviours, you can create content that answers their questions, solves their problems, and addresses their concerns, positioning your brand as a thought leader and a trusted advisor.

To do content research effectively, follow these steps:

1. Conduct keyword research.

Use keyword research tools like Google Keyword Planner, Ahrefs, or SEMrush to identify the most relevant and high-volume keywords that your target audience is searching for.

2. Analyse competitors and industry trends.

Study your competitors' content strategies, social media activity, and engagement metrics to identify gaps, opportunities, and best practices. Monitor industry trends, news, and events to stay up-to-date with your audience's changing needs and preferences.

3. **Survey your audience.**

Use online survey tools like SurveyMonkey or Typeform to collect feedback from your audience on their preferences, challenges, and content expectations. You can also use social media polls, comments, and feedback to gather insights.



4. **Review your existing data.**

Use tools like Google Analytics, Facebook Insights, or HubSpot to track your website and social media performance, including page views, bounce rates, engagement metrics, and conversions. Use this data to identify your most popular and effective content, as well as areas for improvement.

By doing content research effectively, you can develop a content strategy that is data-driven, customer-centric, and results-oriented, and create content that generates leads, builds brand awareness, and drives business growth.



Auditing your content.

In today's digital age, content is king, and most businesses are constantly creating content to engage their target audience. However, with so much content being produced, it can be challenging to keep track of what you've already created and what still needs to be developed. This is where content cataloguing comes in.

Cataloguing your content involves conducting a thorough content audit and creating a spreadsheet to keep it organised. Many businesses have a catalogue of content buried somewhere in their archive, which may have been removed from the public domain because they were deemed irrelevant or outdated. However, this content could still bring value to your plan, and by cataloguing it, you can ensure that it doesn't go to waste.

To start, review your archive and make a list of each piece of content, noting the different topics, formats, and dates created. As you do this, take the time to assign your existing content to your personas. This will help you identify any gaps in your content going forward. Conducting a content audit can also help you determine what content needs updating. By doing so, you can bring in an influx of traffic to blogs that may have been posted for a significant amount of time.

Cataloguing your content can help you make the most of your existing content and streamline your future content creation process.



Getting your website ready.

Your website plays a crucial role in facilitating your inbound marketing strategy. It serves as the central hub for your online presence and is where most of your potential customers will engage with your brand. A well-designed and optimised website can help attract, engage, and convert your target audience by providing valuable content, building trust, and facilitating the sales process.

Here are some ways your business can ensure your website is ready for inbound marketing:

1. Prioritise the user experience.

Your website should be easy to navigate, with a clear and concise layout, and a user-friendly interface. Your visitors should be able to find what they're looking for quickly and easily.

2. Optimise your website for search.

A website that is optimised for search engines is more likely to attract organic traffic. Make sure your website is optimised for relevant keywords, and that your content is valuable and informative.

3. Implement lead capture forms.

Inbound marketing is all about attracting and converting leads. Implement lead capture forms on your website to collect information from your visitors and convert them into leads.

4. Use your data and analytics.

Use data and analytics to track your website's performance and make data-driven decisions. This will help you optimise your website over time and improve your inbound marketing efforts.

5. Be mobile-friendly.

With more and more people accessing the internet from their mobile devices, it's important to ensure that your website is mobile-friendly. This means that your website should be responsive, easy to navigate on smaller screens, and optimised for mobile devices.

Overall, a website is a crucial element of inbound marketing. By ensuring your website is optimised for search engines, user-friendly, and provides valuable content, you can attract, engage, and convert your target audience, and facilitate the sales process.



If you need support in getting your website 'inbound-ready', why not reach out to one of our specialists for a chat? We've designed and built hundreds of websites for businesses all across the UK that have supported these brands to grow and capitalise on their online presence.

For more information about our web design and eCommerce development services, head over to our website or click the button below.

BOOK A MEETING



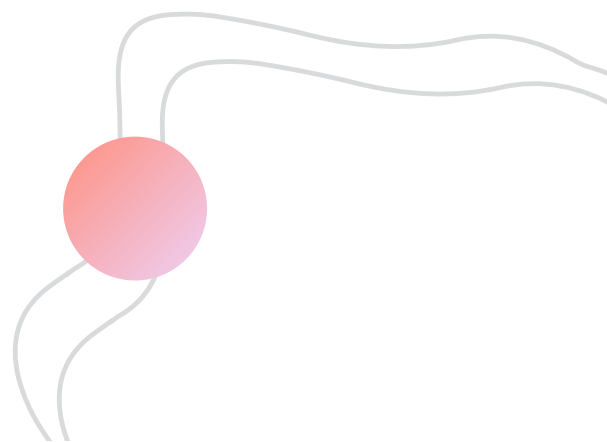
SECTION #4

The best tactics for your inbound strategy.

Congratulations on developing a solid plan for your inbound marketing strategy! Now, it's time to delve into some of the most effective tactics to integrate into your campaigns. Before we dive in, it's important to remember that not all tactics are created equal and what works for one audience may not work for another. As such, it's crucial to take into consideration your audience's preferences when determining which tactics to incorporate.

As we've emphasised throughout this guide, there are numerous tactics available for your inbound strategy, but it's important to take a measured approach. Start by aligning your chosen tactics with your business and marketing objectives, evaluating which ones will best aid in achieving your goals. We'd recommend trialling a few tactics on a short-term basis and evaluating their performance, this will enable you to allocate your budget and resources effectively for long-term plans.

To aid your decision-making process, we've organised each of the tactics into the three different stages of the inbound methodology. Supporting you to seamlessly attract, engage and delight your customers. Let's explore some of the most effective tactics to help you achieve success in your inbound marketing campaigns.



Tactics to attract.

If you cast your mind back to the very beginning of this guide, we defined each stage of the inbound methodology and how these work in conjunction with the marketing flywheel. In the attract stage, it's all about bringing in new visitors to your website. To draw the attention of prospects you need to provide them with valuable information, information that the user might not even know they need yet. This information must be provided in a way that your user likes to digest information, let your persona data guide this.

As with many awareness strategies in marketing, it's all about building up your visibility and recognition for your brand. Remember, this is the first time your user is going to see your brand, first impressions are absolutely critical.

SEO.

SEO or Search Engine Optimisation is the key to securing visibility online. In simple terms, SEO is the name for the processes that involve optimising different parts of a website to rank for certain keywords or phrases. SEO can have a significant impact on your company's ability to attract new customers to your brand, services and products.

Studies have shown that only 0.78% of Google searchers click on results from the 2nd page, highlighting the importance of appearing on the first page of results.



SEO is often broken down into one of three categories;



On-Page.



Off-Page.



Technical.

On-page SEO refers to measures that can be taken directly within your website to improve its search positioning. Examples of on-page SEO include optimising meta tags, page titles, and headings, as well as ensuring that the content on your site is high-quality and relevant to your target audience.

Off-page SEO refers to actions taken outside of your website, such as blogging and social media, which can influence your ranking in search engine results pages. By creating high-quality, relevant content on other websites and social media platforms, you can increase your website's visibility and drive more traffic to your site.

Technical SEO focuses on the backend of a website, ensuring that search engines can crawl, index, and understand its content effectively. It commonly involves several tasks, including optimising website speed and performance, fixing broken links, implementing structured data markup, optimising URL structure, improving website security, optimising XML sitemaps, as well as many others.

To benefit from effective SEO, it's important to focus on your business personas and intent, rather than just keywords. You should identify the questions and challenges that your target audience has, and determine the solutions they are seeking. By aligning your content with these questions and your personas, you'll provide the most value to your prospects, and improve your website's visibility in search engine results pages.

Blogging.

Blogging is an integral part of any inbound marketing strategy as it provides an opportunity to offer diagnoses and solutions to potential customers' challenges. It is often the case that when a user visits your website through a blog, it is their first interaction with your business. Therefore, it is crucial to host a positive experience and provide the information they seek.

Consistently providing value to your users through your blog content can help nurture your customers throughout their buyer's journey. By identifying and empathising with their problems, whilst engaging them with further knowledge and solutions, you can attract prospective customers.

We've included some of our blogging top tips down below.

1. Write for people.

Google prioritises content that provides value to users. Therefore, it is crucial to create content that is user-friendly and easy to read. Avoid randomly inserting keywords into your blog posts, as this can harm your rankings, and search engines can detect unnatural language.

2. Update and regulate your content.

Regularly updating your blog with fresh and relevant content can improve your website's ranking. Create a blogging schedule and try to post consistently each week. This approach will help you stay on top of your content creation and ensure that you have new and optimised content to offer.

3. Answer your user's questions.

Conduct keyword research and look for long-tail questions that your audience is searching for. Use these questions to create blog content that helps solve their problems. When you provide solutions effectively, you build trust and make your readers more likely to return for more content.

Video marketing.

Video marketing is an incredibly powerful marketing tool that has become increasingly more accessible for all businesses to utilise. Historically, video marketing campaigns were often associated with high production costs, now anyone can create a high-quality video with little to no up-front investment.

Video marketing campaigns are often split into two key formats, long-form and short-form. Long-form videos are typically longer in duration, usually over 10 minutes, while short-form videos are typically under 2 minutes. Both long-form and short-form videos can be utilised in your inbound marketing strategy in different ways.

Short-form videos are often used to quickly grab the attention of the audience and provide a brief introduction to a topic, product, or service. These videos are generally highly visual and concise, aiming to quickly convey complex messages to the viewer. Short-form videos are commonly used on social media platforms such as Instagram, TikTok, and Facebook.

Long-form videos are used to provide in-depth information about a topic, product, or service. These videos can be highly educational, informative and can take many different forms, such as webinars, product demos, interviews, and documentaries.

Both long-form and short-form videos have their place in an inbound marketing strategy. Ultimately, the best approach is to experiment with both formats and see which type of content resonates best with your target audience.



Social media marketing.

Social media marketing is an essential tool for businesses looking to grow their online presence and attract new followers and subscribers to their websites. With social media, businesses can connect with their target audience in a unique way and share their brand message through engaging and interactive content. Social channels provide a gateway for users to read, watch, and engage with your high-quality content.



The social nature of these platforms promotes engagement, conversation, and sharing, all of which are crucial to building and maintaining relationships with your followers. By responding to comments, tweets, and messages, you show your audience that you care about their opinions and are committed to providing excellent customer service.

In addition to responding to feedback, it's essential to keep your eyes and ears on the industry and niche in which your business operates. You should regularly share valuable insights with your followers.

Social media also offers a unique opportunity to be creative and share engaging content through features like stories, polls, and user-generated content. By focusing on the channels that your target audience prefers, you can provide continuous value to your followers.

By being social, providing excellent customer service, staying up to date on industry trends, and sharing engaging content, businesses can effectively use social media to grow their online presence and attract new followers and subscribers to their website.

Tactics to engage.

The "engage" stage of the buyer's journey is critical in building relationships and converting your prospects into customers. To be successful, it's important to provide valuable and relevant content that addresses the specific needs of your audience.

Engaging with your audience is vital to keep your inbound marketing efforts moving forward and to increase the momentum of the "flywheel." This stage is all about providing content that sets you apart from your competitors. This is where you need to start introducing your brand as the expert, providing ways in which your prospects can meet their goals.

Tread carefully though, inbound marketing is fundamentally about providing value, not going for a hard sell. You need to gently influence your prospects to a decision, by coming across as 'too pushy' you'll risk sending them over to a competitor. Let's take a look at some of the best tactics you should leverage at this stage.

Email marketing.

Email marketing is a highly effective way to communicate with contacts who have expressed an interest in your product, service, or business. This is why this is an important tactic in the 'engage' stage of the journey. The key to success is effective communication, and email provides the perfect platform for engaging with your audience. Regardless of the size or industry of your business, email marketing can bring value, as long as you have a strong understanding of your intended audience.

To make your inbound email marketing effective, it's important to segment your audience and create lists based on your business personas. By doing this, you can increase engagement and conversions on your email campaigns by showing your recipients that you have a good understanding of their needs and wants.

Sending blog reminders to your email lists can be an effective way to promote your content to those who are likely to be interested in it. You can also highlight your most popular blogs to attract even more visitors.

Effective lead nurturing is key to maintaining engagement with leads, who may take a longer time to make a purchasing decision. Consider sending them an email that offers a product demo, a comparison, or a free consultation, instead of pushing for an immediate sale.

If you don't have many contacts in your database, you can use tactics like offering a piece of content or a discount in exchange for their data. This can open up a new communication path and help you build your contact list. By mastering these elements, you can build strong relationships with your contacts and achieve your marketing goals.



Chatbots & Chatflows.

Chatbots and chatflows help provide a seamless experience for your users. Today, users want fast-paced information but sometimes it's not always possible for a person to pick up an enquiry or message, chatbots help bridge this gap.

Chatbots can provide 24/7 customer support, answering common questions and resolving issues in real time. This can improve customer satisfaction and reduce the workload on human customer service teams.

Chatbots can be used to capture visitor information and qualify leads, collecting data such as name, email, phone number, and other relevant information. By asking specific questions to qualify leads and determine if they are a good fit for your business, you can filter out unqualified leads helping you focus your efforts on the most promising opportunities.

In addition to speeding up your qualification process, chatbots can deliver personalised messaging based on the visitor's preferences and interests, improving the user experience and engagement. For example, chatbots can provide tailored product recommendations, promotional offers, and content that the visitor is interested in.

Overall, chatbots can help streamline the inbound marketing process, providing a more efficient and effective way to engage with potential customers, generate leads, and nurture relationships over time. By implementing a well-designed chatbot strategy, businesses can improve their inbound marketing results and drive growth.

Depending on your requirements and budget, there're various free and premium tools you can embed onto your website or integrate into your social channels.

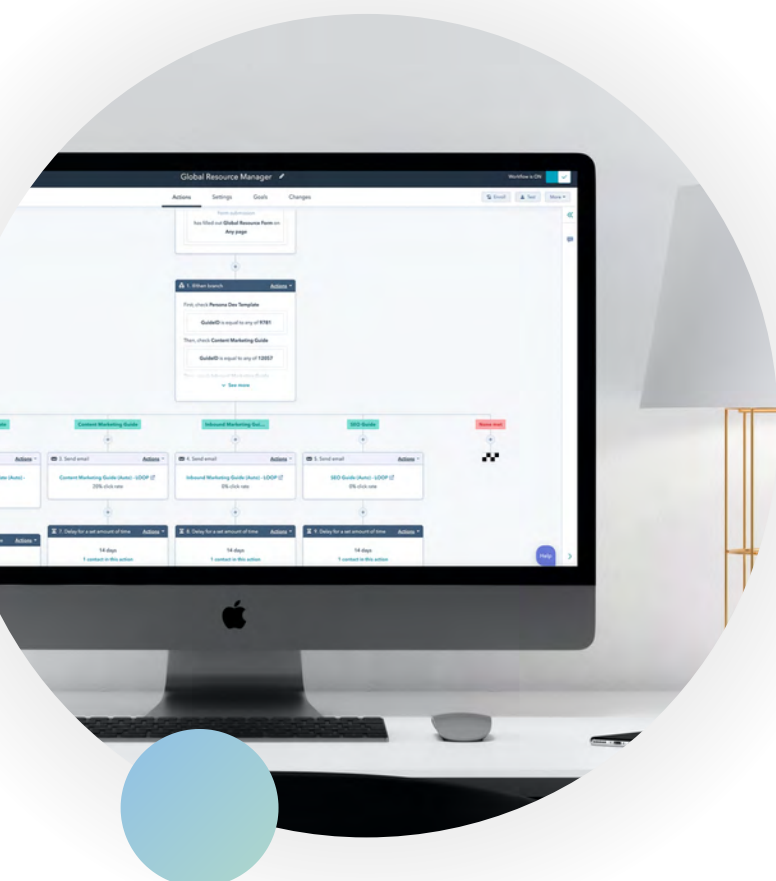


Marketing automation.

Marketing automation has become a critical component of many inbound marketing strategies. With traditional marketing techniques becoming less effective, marketers need to find new ways to engage with buyers and make them feel more empowered. Marketing automation provides a powerful tool that can assist with this.

Depending on your requirements and budget, there're various free and premium tools you can embed onto your website or integrate into your social channels.

One of the key benefits of marketing automation is the ability to create different workflows that automatically segment and categorise contacts based on various properties, such as engagement level or their position in the buyer's journey. This enables marketers to nudge leads along the purchasing journey with targeted content delivered through automated emails.

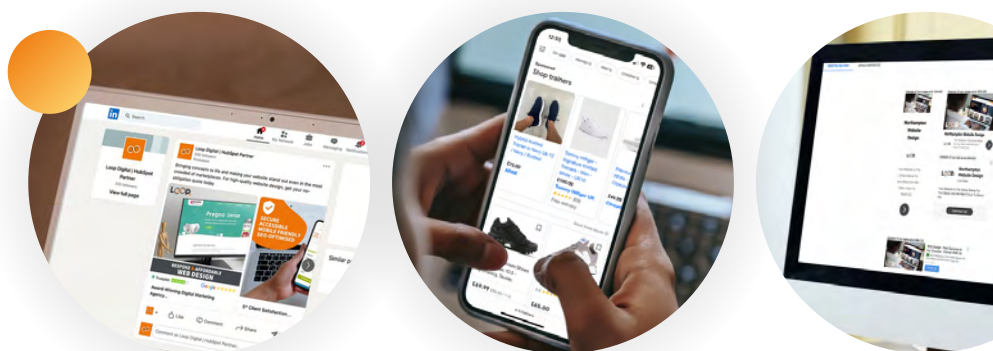


A great example would be setting up a workflow that triggers an email with a discount or exclusive coupon when a customer hasn't made a purchase in a set timeframe.

When setting up marketing automation workflows, it's essential to align your business goals with the workflows you create. Think carefully about what you want to achieve and how your workflows can help you achieve those goals. To set up marketing automation, you'll need a CRM system. There are many different CRM software options available, some free and some paid, each with different levels of capabilities.

PPC & paid media.

Whilst PPC and other paid media can be used to attract new visitors to your business, we find that PPC is most-effective at influencing returning visitors in the 'engage stage'. Retargeting is a specific type of PPC advertising that targets users who have already interacted with a website or product in some way, such as visiting a website, adding a product to their cart, or subscribing to a newsletter.



Retargeting can be a powerful tool to engage customers because it allows advertisers to show ads to users who have already expressed some level of interest in a product or service. Retargeting campaigns can be used to show ads to users who have visited a website but may not have made a purchase. By displaying ads for the brand and products they showed interest in, retargeting can help increase brand awareness and encourage users to return to the website.

One of the great things about retargeting your prospects via PPC is that you are in control of the criteria for who your ads are displayed to. A really great way to utilise the power of retargeting is by targeting users who have abandoned their purchases and influencing them to return and convert. You can add unique incentives to your retargeting campaigns including exclusive discounts to help get the purchase over the line.

In addition to getting new sales to completion, you can also use retargeting to cross-sell and upsell complimentary services or products. This can help increase the lifetime value of a customer and encourage repeat purchases. Overall, retargeting can be a valuable tool for engaging customers and driving conversions in a PPC advertising campaign.

Conversion rate optimisation.

In the engage stage of the journey, your prospects are on the cusp of committing to a purchase. Your website and landing pages should provide a seamless experience for your users to do just that. CRO helps to increase the effectiveness and efficiency of your marketing efforts by eliminating barriers and reducing friction which ultimately results in higher returns on investment.

CRO is the process of improving the percentage of website visitors who take a desired action, such as making a purchase, filling out a form, or signing up for a newsletter. By optimising the conversion rate, businesses can increase the number of leads and customers they generate from their existing traffic, rather than having to spend more money on additional traffic.



Inbound marketing strategies, such as content marketing, SEO, and social media marketing, can generate a lot of traffic to a website, but if that traffic isn't converting into leads or customers, it's not providing a return on investment. CRO helps to maximise the ROI by improving the website's user experience, removing barriers to conversion, and testing and refining different elements of the website to find the most effective approach.

There are different tools that can help facilitate your CRO strategy but you should start by identifying your conversion goals. From there you can create a hypothesis for your test and begin the study process. From your findings, you should uncover unique insights and opportunities relating to the various elements used across your site.

By incorporating CRO into your inbound marketing strategies, you can improve your overall marketing performance, generate more leads and customers, and ultimately increase your revenue and profitability.

Tactics to **delight.**

The “delight” stage is a crucial, yet often overlooked part of any organisation's inbound marketing strategy. At this stage, the focus is on providing exceptional experiences to your clients at every touchpoint with your organisation. By doing so, you can strengthen your relationships with your clients, increase brand loyalty and trust, and create enthusiastic brand ambassadors.

The goal of the delight stage is to exceed your client's expectations and leave them feeling positively surprised and delighted. When clients are delighted, they are more likely to recommend your brand to their friends, family, and colleagues, which can lead to increased brand awareness and revenue. Moreover, happy clients are more likely to become repeat customers, which can lead to long-term business success.

Let's review some of the strongest tactics geared towards delighting your customers.

Email marketing.

Yes, you'll notice that we've included email marketing twice in our tactics list but this is because it works pretty damn well for both engaging and delighting your audience. However, the approaches are slightly different.

Email marketing can be used to delight customers by maintaining relationships, providing value, and fostering loyalty. To achieve this, there are a number of best practices that businesses can follow.

Firstly, personalisation is key. Following a purchase, your business should be well-equipped with the information required to deliver personalised emails. Address customers by name, segment lists based on interests, and recommend products or services that align with their preferences.

Within your email marketing campaigns, valuable content can be shared with customers, such as industry news, educational resources, or tips and tricks. Additionally, exclusive offers and promotions can be offered to email subscribers, making them feel special and valued.

Following up with customers after a purchase to ensure their satisfaction and asking for feedback is also an effective strategy for building relationships and fostering loyalty. The timing and frequency of emails should be considered, with appropriate times and a manageable number of emails being key. Finally, don't forget to include clear and compelling calls-to-action that can drive customers to take the next step in their relationship with the business, such as making another purchase or signing up for a free trial.



Overall, by providing valuable content, offering exclusive promotions, following up with customers, and being strategic with timing and frequency you can maintain those important connections and foster loyalty.

Smart content.

Smart content is a tool that can be intimidating to some because you need to strike the right balance between providing personalised experiences and being plain creepy. Using smart content within an inbound marketing strategy can be a highly effective way to delight your customers, providing them with personalised and relevant content that speaks to their needs and interests.

In addition to aligning your content to the needs of your audience, which technically you should be doing already, you can start looking at using dynamic content. Dynamic content refers to website or application content that changes in real-time based on user interactions, preferences, and behaviour.

One of the main benefits of dynamic content is its ability to enhance user engagement by providing personalised and relevant content to each individual user. This can result in increased conversions, as users are more likely to take desired actions when presented with content that speaks directly to their needs and interests.



Additionally, dynamic content can help to automate certain aspects of content creation and management, saving time and resources for your business. It's a powerful tool for improving user experience, driving conversions, and streamlining content management processes.

It's important to measure the effectiveness of your smart content and make changes as needed. Use analytics tools to track engagement and conversion rates, and adjust your content accordingly. By following these steps, you can create a personalised and delightful experience for your customers that will help you build long-term relationships and drive business growth.

Feedback & Surveys.

Requesting feedback and surveys are both essential tools for delighting your customers and play a crucial role in ensuring your inbound marketing strategy is a success. Asking for feedback will help your business understand your customers' needs and expectations. By asking customers about their experiences, preferences, and pain points, you can adapt your inbound marketing strategies to better meet their customers' needs.

Alongside understanding the needs and expectations of your customers, customer feedback can also highlight areas where businesses need to improve their products or services. By acting on this feedback, you can provide a better customer experience, which can lead to increased customer loyalty and advocacy.

By soliciting and responding to customer feedback, you can effectively demonstrate that you value your customer's opinions and are committed to providing a great experience. This can help build stronger relationships with customers and increase their trust and loyalty.

Delighted customers are more likely to become advocates for your brand, recommending it to others and sharing positive experiences on social media. By tracking Net Promoter Score (NPS) or other customer satisfaction metrics, you can identify your most loyal and satisfied customers and leverage their advocacy to attract new customers, helping to increase the momentum of your flywheel.



Guides.

Product or service guides are an effective way to provide customers with valuable information that can help them achieve success with your products or services. By simplifying complexity, guides can help customers understand the features and functionalities of your product or service. This can be especially helpful for complex products or services that may be difficult to use or understand.

Secondly, guides can improve performance by providing customers with tips and tricks for using a product or service to its fullest potential. This can help customers get the most out of their purchases, which is fundamental to delighting your customers. Additionally, by helping customers save time, guides can improve the overall customer experience. Customers can access information quickly and easily, without having to spend time searching for answers.

Thirdly, product or service guides can enhance the customer experience by providing customers with the information they need to use a product or service effectively. This can help customers feel more confident and satisfied with their purchase, which can lead to positive reviews, repeat business, and referrals. By building trust with customers, guides can help companies establish long-term relationships with their customers.

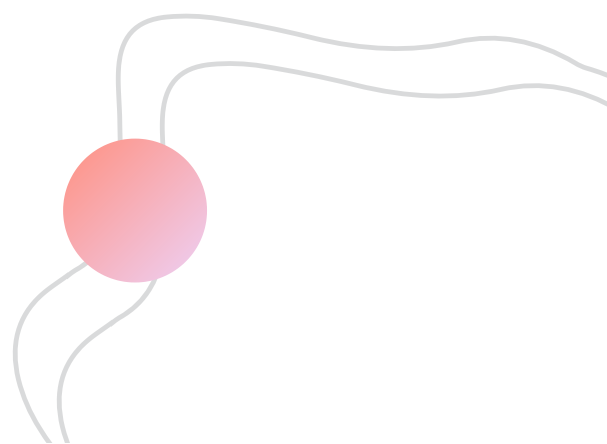
By providing customers with valuable information, guides can help customers get the most out of their purchases, which can lead to increased satisfaction, loyalty, and positive word-of-mouth.



Let your buyers guide **your decisions.**

Reminder! As we noted at the start of this section, not all of the tactics we've described will be a good fit for your business and your target market. You need to let your persona research guide this part of the process, these insights should help direct your decisions when it comes to choosing the optimal tactics for your inbound strategy.

With that said, that doesn't mean you can't test things. One of the most fun parts of an inbound strategy is testing out new and exciting platforms, media and content and then reviewing the results. We'd suggest starting small and building out, you want to walk in the right direction not run in the wrong one!



SECTION #5

Launching your **inbound strategy.**

With research and planning under your belt, you are now ready to bring your ideas to life. This section of the guide will provide you with valuable insights on content creation best practices and guide you through building a solid distribution plan.

Remember, we've outlined each of these sections to ensure you can create the strongest and most effective inbound marketing strategy.



Content creation best practices.

With your planning complete, it's time to start developing your content ideas. You now have a clear understanding of your target audience, their needs, and the goals they want to achieve. But before you dive into creating content have a read through some of our content creation best practices, some of these things you may already know but you might learn something new.

Repurpose and redistribute.

Inbound marketing is a particularly content-heavy strategy, and you can end up feeling overwhelmed by the number of content production hours required to get your strategy off the ground. Repurposing and redistributing content is a powerful content marketing technique that can help you maximise your productivity and reach a wider audience.

1. Create blogs from existing content.

Break down long-form content like an eBook or a comprehensive guide into shorter blog posts. This helps you create more content without starting from scratch and allows you to cover more topics in greater detail. You can also update old blog posts with new information to keep them relevant.

2. Transform data into infographics.

Infographics are an excellent way to share complex data or statistics in a visually appealing format. Use the data from your existing content to create infographics that can be easily shared on social media or embedded in blog posts.



3. **Produce videos.**

Videos are a highly engaging format and can be used to provide an overview of your content. You can create explainer videos, whiteboard animations, or even interview-style videos featuring experts in your industry. This format is highly shareable and can increase your reach significantly.

4. **Republish onto different platforms.**

Republishing content on different platforms can help you reach a wider audience. You can share your content on social media, and industry forums, or syndicate it on content-sharing platforms like Medium or LinkedIn.

Repurposing and redistributing content is an excellent way to get the most out of your existing content while also providing your audience with valuable information. It allows you to create more content with less effort and can help you reach a wider audience, increasing your brand's visibility and engagement rates.

Focus on quality over quantity.

In the world of content marketing, it's easy to get caught up in the idea that you need to create a lot of content to stay competitive. However, focusing on quantity over quality can actually do more harm than good. Rushed and poor-quality content will not only disappoint your readership but potentially cause some red flags from search engines.

By creating high-quality content that is informative, engaging, and valuable to your audience, you can build trust and authority, increase engagement, improve search engine rankings, and save time and resources. Rather than creating a large volume of content, focus on creating quality content that resonates with your audience and establishes your brand as a trustworthy source of information in your industry.

Consistency is key.

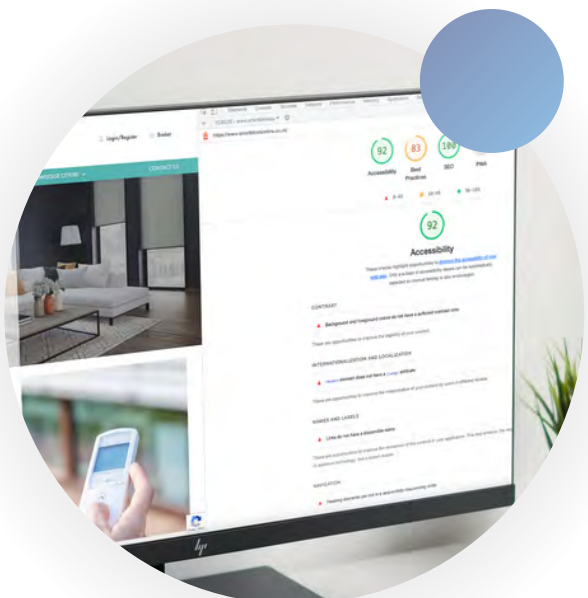
Being consistent in your content marketing efforts is essential for building brand awareness and credibility. Consistency helps to establish your brand as a credible and trustworthy source of information, keep your audience engaged and interested in your brand, and improve your search engine rankings.

To be consistent in your content marketing efforts, it's important to develop a content calendar and stick to it. As a rule of thumb, we'd recommend planning at least 3 months ahead, this then gives you room to adapt your strategy as needed. By planning in advance, you can ensure that you have a steady stream of content to publish and give your audience a clear expectation of when to expect new content from you. By committing to a regular publishing schedule, you can build a strong brand presence, establish credibility with your audience, and increase engagement and visibility for your brand.

Optimising your content for SEO.

This one sounds like a given but you'd be surprised at how often this one gets forgotten about. Optimising your content for search engines is critical to achieving your inbound marketing goals without it, you'll be throwing your content into the digital space in the hope that something might stick! We know we covered this earlier but it's crucial you optimise all of your content.

To optimise your content for search engines, you should use relevant keywords in your content, write engaging meta descriptions, use descriptive alt tags for images, and build internal and external links. These steps aren't exclusive to your blog and webpage content either. They also apply to your video.



Distributing your content.

Once you've created your content, you need to determine the best channels to share it with your audience. The right approach depends on your business, your target personas, and where they prefer to consume content. We'd recommend referring back to your persona research to help identify the most valuable channels and start there. As we've noted before, there is still an opportunity for experimentation too. We've included a top-level distribution plan below:

B2B Brands.

For B2B businesses, start by hosting your content on your website, such as blogs and case studies, making it the go-to place for your audience. Share or link to your content on professional social channels like LinkedIn. Use tactical email marketing to gain the interest of professionals and encourage them to register for your email marketing lists, which opens another means of communication to share blogs, guides, or any other content suitable for this audience.

B2C Brands.

For B2C businesses, the approach varies widely depending on your industry, service, or product. For most B2C businesses, communicating directly with the end consumer is crucial. Consider where your consumers are, which social platform they use, and how to entice them to visit your website via a different source like social. You can still host your content on your website, but social media platforms will likely be the primary source of interaction.

SECTION #6

Measuring the success of inbound.

Measuring the success of an inbound marketing campaign is crucial because it allows you to determine whether your efforts are achieving your goals and meeting the needs of your target audience. By regularly tracking and analysing key performance indicators (KPIs), you can gain insights into what's working and what's not, and adjust your strategy accordingly.

Measuring success helps you to understand the return on investment (ROI) of your inbound marketing efforts and provides a basis for making informed decisions about how to allocate your resources moving forward. Additionally, it helps you to identify areas of improvement, so you can refine your strategy and optimise your content to better engage and convert your target audience.

Ultimately, by measuring success, you can continually improve your inbound marketing campaign, build a stronger relationship with your audience, and drive more business growth.



Visits.

One of the main objectives of inbound marketing is to deliver relevant content to your target audience. By monitoring visits to your website, you can identify which pages and sections your visitors are engaging with the most. This information can help you better understand your ideal customer's preferences, interests, and pain points.

For instance, if a particular blog post is not getting much traffic, it might not be resonating with your audience. In contrast, analysing the performance of other blog posts that have done well can help you identify the reasons behind their success, and use those insights to guide your future content creation efforts. By using data-driven insights to optimise your inbound marketing strategy, you can create content that resonates with your audience and drives better results.

Sources.

Tracking website traffic is crucial for determining the effectiveness of your inbound marketing efforts. By monitoring the sources of your website visitors, such as organic search, paid ads, social media, and email, you can attribute conversions and ROI to specific channels.

This information helps you understand which sources are driving the most traffic and which channels you should prioritise in the future.



Click-through rates.

Click-through rate (CTR) is a key metric that measures the effectiveness of your digital advertising campaigns, email marketing, and other online marketing initiatives. To calculate CTR, you need to divide the number of clicks your message received by the total number of impressions (i.e., the number of times your message was displayed). The resulting percentage indicates the proportion of people who clicked on your link or CTA after seeing your message.



For example, if your ad received 1,000 impressions and 50 people clicked on it, your CTR would be 5%.

A high CTR indicates that your message is resonating with your target audience and generating interest in your offer. By tracking CTR over time, you can identify trends and make data-driven decisions about your marketing strategy. You can also test different messages, offers, and targeting parameters to optimise your CTR and improve the effectiveness of your marketing initiatives.

Conversion rates.

It's important to remember that conversions don't always have to result in a purchase. A conversion could be any action that you want your audience to take, such as filling out a form or downloading a piece of content. By tracking conversion rates, you can measure how successful your inbound marketing campaigns are at fueling your marketing flywheel.

This metric can also help you identify which calls-to-action (CTAs) are most effective and which ones may need to be adjusted to improve their performance. By continually monitoring and optimising your conversion rates, you can improve the overall effectiveness of your inbound marketing strategy.

No. of leads.

The inbound methodology is a powerful approach to attracting and engaging potential customers. A crucial aspect of this approach is persuading visitors to convert. In lead generation, this conversion typically involves a visitor sharing their contact information with you in exchange for a content offer.

To successfully measure the success of your inbound strategy, you need to ensure that all of your tracking is up to scratch. We'd recommend testing your forms and reviewing live conversion data in Google Analytics on a regular basis.



By collaborating with your sales team and regularly assessing the criteria for qualifying leads, you can ensure that you are generating high-quality leads that have the potential to turn into valuable customers.

Customer acquisition costs.

Customer Acquisition Cost (CAC) refers to the cost associated with attracting and converting a potential customer into a paying customer. It is an important metric for businesses as it provides insights into the effectiveness and efficiency of their sales and marketing efforts.

To calculate CAC, you need to add up all the sales and marketing costs incurred during a specific period, including salaries, advertising expenses like Pay-Per-Click (PPC) advertising, and other costs such as content production and SEO services. Once you have a total, divide it by the number of customers acquired during the same period, which can be measured monthly, quarterly, or annually.

It is important to accurately track all relevant costs to get an accurate picture of the CAC. This will help you evaluate the success of your marketing campaigns and identify areas for improvement. In addition, tracking CAC can help you optimise your budget allocation and focus on channels that generate the best return on investment.

Your return on investment.

Return on Investment (ROI) is a critical metric for businesses that measures the effectiveness and profitability of their marketing efforts. ROI provides insights into the revenue generated from your inbound marketing strategies, allowing you to evaluate the impact of your marketing initiatives and make data-driven decisions.

ROI can be measured at the overall business level or on a campaign basis, depending on your specific needs and objectives. Measuring ROI helps you identify which channels and campaigns are generating the best returns, allowing you to optimise your marketing budget and allocate resources more effectively.

In some cases, you may need to present ROI to stakeholders or decision-makers in your business to secure additional budget or buy-in. By demonstrating the financial impact of your marketing efforts, you can build a stronger business case and justify further investment in your marketing initiatives.



To calculate ROI, you need to subtract the cost of your marketing campaign from the revenue generated, and then divide that number by the cost of the campaign. The resulting percentage indicates the return on investment for that campaign.



SECTION #7

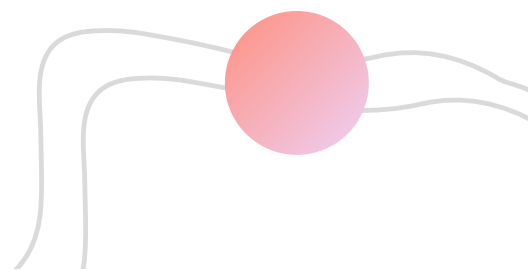
A summary of **your guide.**

You have reached the end of our comprehensive guide to inbound marketing. We have covered all the basics and explored the unique opportunities that this methodology can bring to your business. By adopting an inbound approach, you can draw in your prospects using engaging content, educate and nurture them through their buyer's journey, and ultimately empower them to achieve their goals.

A successful inbound strategy is built on sharing insightful and meaningful content with your audience, building relationships, and nurturing them through their buying journey. Putting your customers first is the key to a successful strategy. By prioritising their needs and interests, you can build trust and loyalty, leading to greater customer satisfaction and retention. Remember, it may take some time to set up your strategy correctly, but the results will be worth it.

Measuring the success of your inbound campaigns is essential to securing buy-in from your colleagues and stakeholders. It's crucial to track metrics that align with your marketing objectives and the goals of your business. By monitoring your progress and analysing the data, you can make informed decisions and optimise your marketing initiatives to drive even greater results.

Thank you for joining us on this journey to discover the power of inbound marketing. We hope this guide has equipped you with the knowledge and tools needed to build a successful inbound strategy that drives sustainable growth for your business.



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