

Attracting Customers

for Marketing Hackers

How Content & Inbound Marketing can help
you generate new leads and increase sales

The accessibility of technology has changed the buying behaviors of customers and traditional methods of marketing are quickly becoming outdated.

Online customers are consuming online content more than ever, and there are opportunities to generate high quality leads who are easier to convert into customers.

This eBook outlines statistics, voices, and case studies that show you how Inbound Marketing can help you attract new website visitors and generate leads organically, nurture leads, and delight your customers.




Edmund Zaloga

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Founder of Responsify

Did you know?

43% of customers say
“blatantly self-promotional”
content is a major turn off!



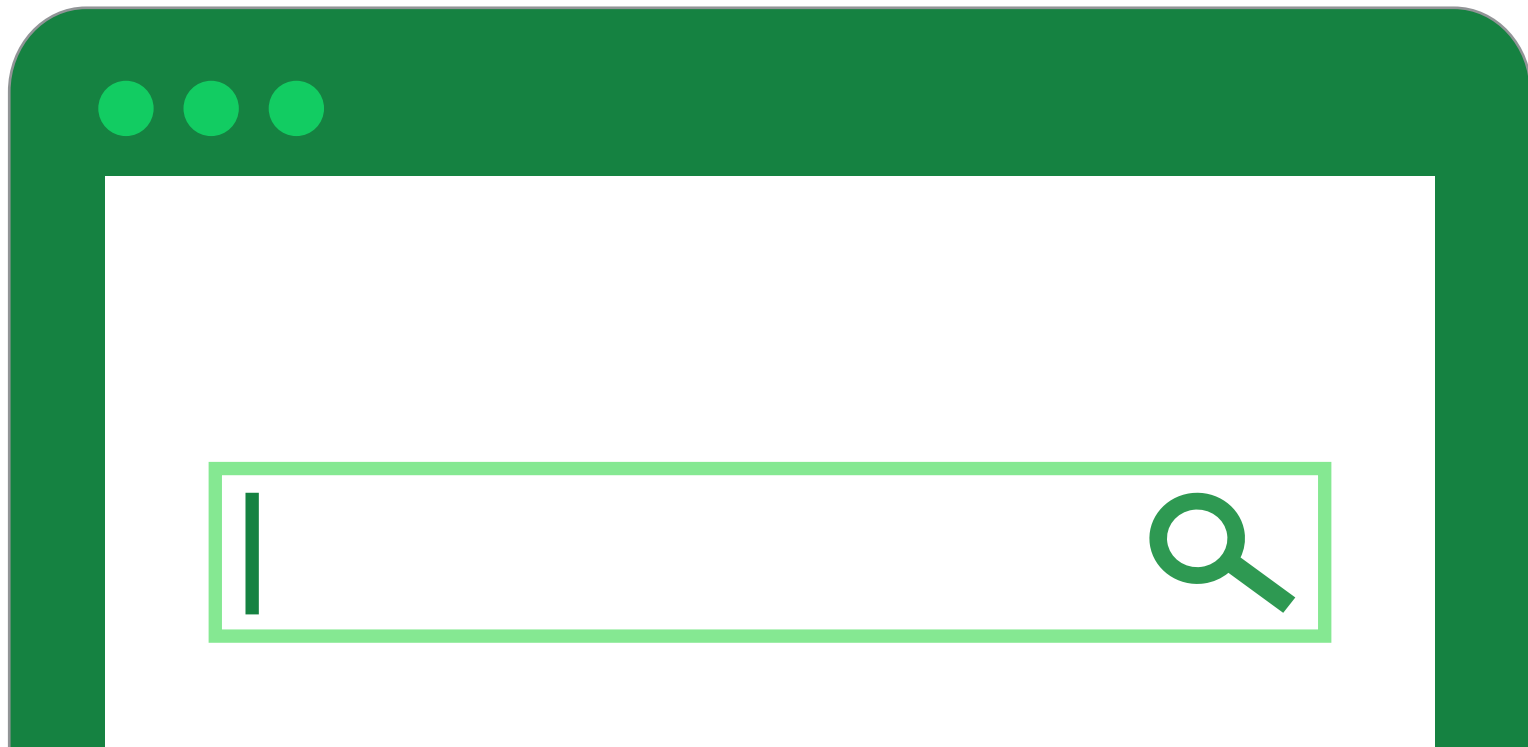


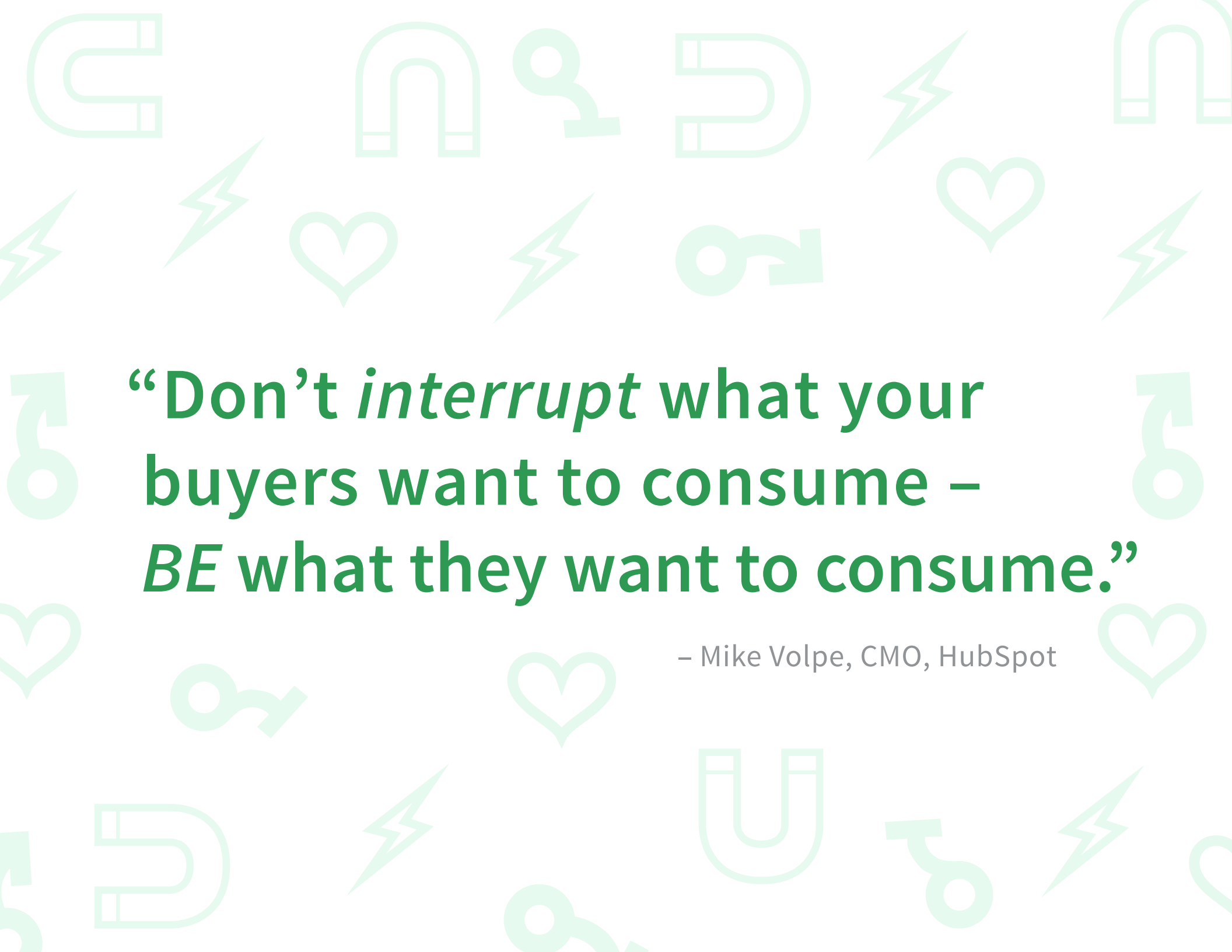
“People shop and learn in a whole new way compared to just a few years ago, so marketers need to adapt or risk extinction.”

– Brian Halligan, CEO & Co-Founder, HubSpot

Think about the last big purchase you made, did you look it up on Google first? Search engines have changed the way customers purchase their services and goods.

Instead of going to business websites, we read reviews on a blog or watch comparison videos on YouTube. Buyer behavior has changed thanks to the accessibility of the internet.





“Don’t *interrupt* what your buyers want to consume – *BE* what they want to consume.”

– Mike Volpe, CMO, HubSpot

Inbound Marketing is a new form of marketing designed to stay relevant to the new age of customers.



Outbound vs. Inbound

Marketer Centric



Outbound Marketing

Interruptive

- Cold Calling
- Cold Emails

Customer Centric



Inbound Marketing

Educational

- Blogging
- Nurturing Emails

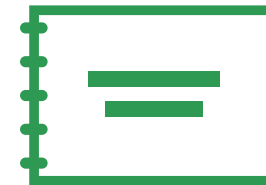
Traditional methods of marketing focus on interrupting leads with marketer-centric content, meanwhile Inbound Marketing attracts leads with customer-centric content. While outbound marketing uses heavy resources to find few leads, Inbound Marketing helps efficiently attract an increased amount of high quality leads.

What's Inbound Marketing?

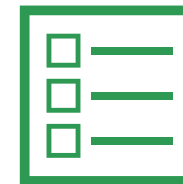
Inbound marketing is all about bringing value to your customer by creating educational and entertaining content they enjoy. This includes:



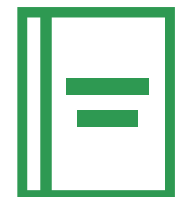
Blog Posts
Videos
Webinars



Online Guides
White Papers
ebooks
Podcasts



Tips
& More!



Inbound Methodology

The Inbound methodology focuses on taking new leads through different stages to becoming promoters who help promote your brand and attract even more leads.



The Buyer's Journey



**Awareness
Stage**

**Consideration
Stage**

**Decision
Stage**

The Buyer's Journey helps tailor content to be as relevant and useful as possible for the lead. Interactions are divided into three stages leading up to becoming a customer.

The Key Advantages



Increases Organic Leads

Search optimized Inbound Marketing campaigns increases results and yields more organic leads



Increases Brand Awareness

Providing amazing content for your customers will increase the image of your brand and raise awareness



Increases Satisfaction

Creating content that your customers enjoy raises their overall satisfaction with your business



Increases Conversion Rate

Inbound Marketing helps guide your customers through a process that encourages them to convert more often



Increases Sales

Inbound Marketing helps build relationships with your customers, which help your sales team close more sales



Improves Experience

Providing relevant content for your customers improves their overall customer experience with your brand

* Advantages based on well executed Inbound Marketing campaigns



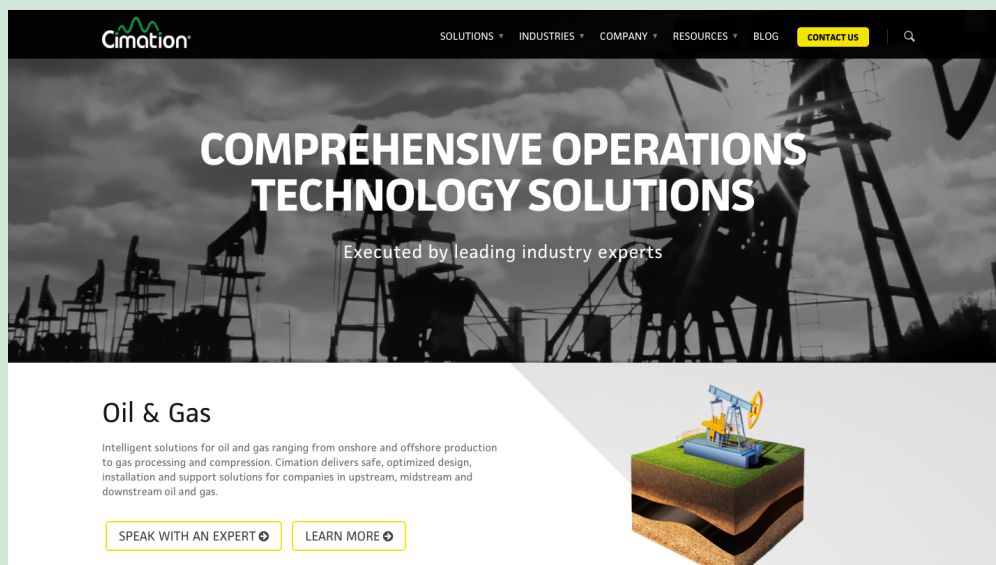
Case Studies

3 Inbound Marketing
Success Stories



Inbound Marketing

Cimation boosted leads with 1 piece of content



Energy automation installation business Cimation decided to try out inbound marketing to increase their leads. They created a "Playbook" to generate new leads and brand awareness. "The 2012 North American Shale Playbook" mixed in football analogies with the state of North American shale, and it was a great success. The landing page for the playbook generated the third most amount of leads on their website, and Cimation saw a huge boost in lead inquiries. All from 1 piece of content!

<http://www.kunocreative.com/case-study-cimation>

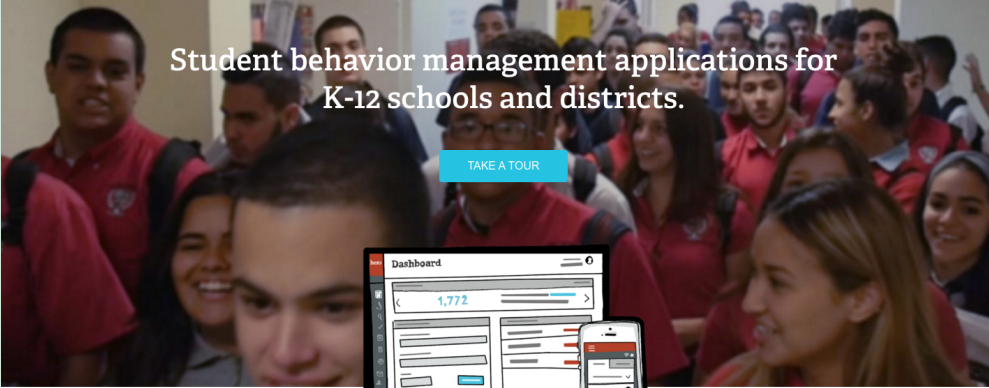


Inbound Marketing

Hero K12 increased traffic by 201%

Student behavior management applications for K-12 schools and districts.

TAKE A TOUR



Hero benefits everyone

Student behavior tracking software Hero K12 was using traditional event-driven marketing to increase brand awareness, but they weren't getting enough customers. They shifted their marketing from brand awareness to educating administrators with high-value content and quickly saw positive results.

- ✓ MQL opportunities increased by 200%
- ✓ User engagement increased by 150%.

<https://www.marketo.com/customers/hero-k12/>



Inbound Marketing

Axis|SybronEndo increased leads by 508%



Dental supplier Axis|SybronEndo published a downloadable guide to educate people of their field regarding a big challenge they all faced when performing dental work. Using an A/B tested email campaign, calls-to-actions on their website, and Facebook promotions, Axis|SybronEndo saw dramatic results. The gains were not limited to increasing their web traffic by 42%, raw leads by a staggering 508%, but most importantly they gained 55 new customers all within the first month of using inbound marketing.

https://www.emailonacid.com/blog/details/C4/is_responsive_design_really_effective

Key Takeaways



Search engines have changed the way customers find solutions and brands



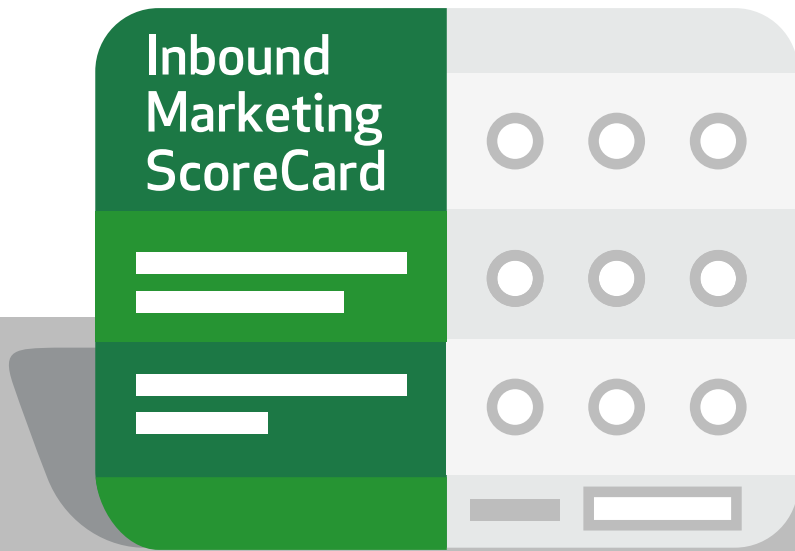
Traditional forms of marketing are not effective as people are saturated with brand messages



Inbound Marketing is a cost effective way of generating organic leads that are higher in quality



Gain more traffic by creating valuable content your customers love and build brand equity



Score your marketing campaign and discover the next steps to maximize your lead generation.

[Get a free ScoreCard](#)

Are you ready to take advantage of *Inbound Marketing* for your business?

Let's discuss the potential to maximize your leads

[Request a free assessment](#)