

INBOUND MARKETING



*Your guide to increasing online
traffic, attracting leads and
converting customers effectively*

Learn the smarter strategy for web marketing

AXIA.

DISCLAIMER

Inbound marketing: Your guide to increasing online traffic, attracting leads and converting customers effectively

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WHAT YOU'LL FIND IN THIS BOOK

Tired of pushing your message out in order to bring customers in? Failing to observe your desired results using traditional outbound marketing methods? Looking to make your online presence more effective and worthwhile for your prospective customers?

If that sounds like your story, you're doing it the old way – you're still focusing on traditional marketing methods to attract customers.

Times have changed: Customers want to buy; they don't want to be sold to.

These days, pushing your message out using only a handful of media is not enough. Because the world is now online, you need to focus on developing and improving your online presence.

Traditional marketing methods like email blasts, cold-calling, direct mail and advertising are disruptive and much less effective than they once were.

People want much more than that if they're to become your loyal customers. People are also more successful now at blocking these disruptive outbound methods of marketing and advertising by using DVR systems, spam filtering, caller ID, et cetera. Instead, people now turn to search engines (especially Google), blogs, forums and social media to find, follow and engage with the companies responsible for the products and services they need and want.

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This is where inbound marketing comes in.

Potential online customers will be able to find your website when your company uses this unique marketing method. If you want to know more about inbound marketing and how to use its strategies and methods to increase your online exposure and attract more customers, this is the perfect book for you.

Put inbound to work

This how-to guide will explain the concept and benefits of the inbound marketing method as well as other tips and tricks that will help you enhance your online exposure. This book covers the following details:

1. What inbound marketing is and how it's different from traditional outbound marketing methods
2. The benefits of inbound marketing methods and why it is important for all businesses
3. Tried and tested strategies and tactics that will help you increase online traffic and convert leads into customers

If you're ready to learn what inbound marketing is all about, get started now. It's time to understand that the rules of marketing have changed and in order to up your game, you need to learn and implement the strategies that make it happen.

Read on and put these insights to use.

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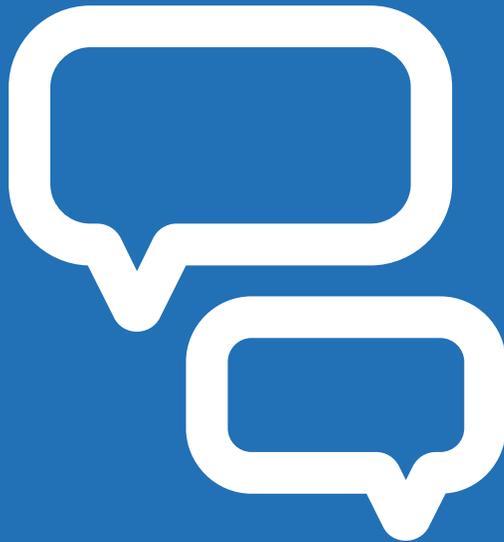
INTRODUCTION: WHAT IS INBOUND MARKETING?

The methodology that shapes inbound marketing is one of the best ways to convert potential customers into real customers and natural promoters of your company.

Inbound marketing uses the internet to connect consumers with businesses, products and services by distributing compelling content that attracts prospective customers. It also builds trust with clients who fall into the same sales funnel as you.

Inbound marketing is also one of the best ways to introduce qualified prospects to your business and encourage them to keep coming back time and again.

They say, “sharing is caring,” and with inbound marketing, you are doing exactly that. You create and share content with your audience and potential customers. It’s a way to promote your business by creating appealing content specifically designed to attract your ideal customers. Inbound marketing is also one of the best ways to introduce qualified prospects to your business and encourage them to keep coming back time and again.



Here are some of the major themes of inbound marketing:

- 1. Creation and distribution of content:** You should always create your content with the basic needs and questions of your customers and prospects already in mind. Direct your content toward your target audiences so that you can command their attention instantly. In order to be effective, the content should answer your customers' basic queries and you should format it such that they can easily share it far and wide.
- 2. Lifecycle marketing:** Promoters for your business will not suddenly appear out of thin air; they begin as strangers, contacts, visitors and customers. Utilizing the right marketing tools and actions at the right time will transform those people into loyal customers and eventually into valuable promoters for your company.
- 3. Personalization:** Content is king, so unless you tailor yours to your audiences' specifications and requirements, you may fall short of your expectations for your marketing efforts. Thus, it is important that you learn as much as possible about your leads and observe them to figure out what their expectations from you are. Once you have that information, you can easily personalize your content to their specific needs.
- 4. Multi-channel:** One of the main reasons inbound marketing is so effective is that the method naturally operates on a multi-channel system. It reaches your audiences and potential customers

where they are, it follows multiple tactics and it gets into the channels where your customers want to interact and connect with you.

- 5. Integration:** This is extremely crucial. You must thoroughly integrate creating the right content, publishing it on the right channels and using the right analytics tools to measure the results. Together, these factors work like a properly oiled machine – smooth and error-free. Successful integration allows you to focus on creating the right content and publishing it in the right place and at the right time.

How is inbound marketing different from outbound marketing?

In order to implement your strategy correctly, it is very important to differentiate between inbound and outbound marketing. You should also be able to identify the benefits of inbound versus outbound marketing and understand how inbound marketing takes your business' marketing and promotion to the next level.

“If you have more money than brains, you should focus on outbound marketing. If you have more brains than money, you should focus on inbound marketing.”

- Guy Kawasaki, former Apple marketing executive

Inbound Marketing: This marketing method primarily uses the internet to publish and distribute compelling content that you have created. This content attracts audiences and potential customers and builds trust with current customers and clients who fall into your sales funnel.

Outbound Marketing: This marketing method focuses more on manual, conventional methods of spreading the word about your business. It pushes the message to potential customers and audiences through billboards, direct mail, television advertising, trade shows and telemarketing. These methods employ a disruptive method of reaching your prospects.

 INBOUND	 OUTBOUND
Blogging Search engine optimization Analytics Closed-loop marketing Premium content Social media marketing Email marketing Content distribution Webinars Measurable ROI	Billboard advertising TV commercials Print media Direct mail Trade shows Banner advertising Non-measurable ROI

Instead of attempting the traditional outbound marketing methods, grasping at masses of people who tend to block you out, it is best to employ the more effective inbound marketing methods that allow your prospects to find you once they have learned about your business or shopped within your industry.

Here are some more factors that contribute to inbound marketing's superiority over its outbound counterpart:

- More than 80 percent of consumers search the internet before purchasing a product or service. Even if they don't buy online, online research and comparing search results helps them navigate the purchasing experience.
- Inbound marketing costs roughly 61 percent less per lead than the traditional outbound marketing method.
- In the past three years, companies have allocated three times more of their marketing budgets to blogs and social media.
- Inbound marketing methods are not only effective for generating leads but also for generating revenue.

Inbound marketing is the new marketing boss and isn't going anywhere.

WHY INBOUND MARKETING IS IMPORTANT

Inbound marketing is all about connecting with the right customers at the right time through the right channels. This is only possible if you offer them content that attracts them. Inbound marketing is a customer-centric engagement.

From gigantic businesses to local coffee shops, marketing is experiencing a huge shift from outbound to inbound styles. While there are a number of reasons why businesses consider inbound marketing so advantageous, there are three main benefits you must know.

The benefits revealed

Inbound marketing is:

1. A cost-effective method of marketing and promoting your business

Inbound marketing is ultimately more effective and much cheaper than the methods used in outbound marketing.

Why?

The main reason is that inbound marketing is effective where your



audiences are actually present. There's no blind firing here. Your audiences come to you, you learn about them and, following this exchange, you can identify where your prospects are and provide your services accordingly.

There are no additional efforts required as far as reaching your target audiences. The only effort you expend is in attracting individuals who are already looking at your industry. Spending money or other marketing resources on individuals who do not require your services is a waste.

When you offer your target audiences something they're already looking for, it's a lot easier to successfully turn leads into customers. It's no wonder inbound marketing delivers more than 50 percent more leads compared to outbound marketing. Thus, when you spread the word using inbound marketing methods, you give yourself an exceptional opportunity to develop stronger and longer-lasting connections between you and your prospects.

When you offer your target audiences something they're already looking for, it's a lot easier to successfully turn leads into customers.

What about the actual inbound marketing cost? Estimations project that the total marketing cost using inbound channels is 65 percent less than that associated with outbound methods. Platforms that allow you to create and share content (such as social media and blogs) range from absolutely free to pleasantly low-budget options. To be sure, no- or low-cost operation is a huge factor that shapes the most attractive benefit of inbound marketing.

2. Improved customer relationships

The principles of inbound marketing revolve around the customer-focused strategy. Improved customer-business relations can only help your business thrive and achieve your marketing expectations.

You can achieve this by making efforts to learn more about consumers and offering content that immediately attracts them.

This is what inbound marketing does. This method involves offering high-value content to your audiences in order to gather insight from their feedback so that you can provide them even more value in terms of marketing content.



In addition to offering value to your customers, improving business-customer relations using content can benefit your business in other ways, such as:

1. Improved branding – more exposure and more satisfied customers
2. Increased recurring sales – improved relations with current customers
3. Greater marketing reach – directly relating to people who are already searching for you
4. Increased leads – using every opportunity to convert visitors into leads

The various channels you use for your marketing efforts also help you achieve that conversion goal. For instance, if you are on social media and reply to your customers' queries and engage in conversation with them, that simple interaction will typically earn you even more customers. After all, consumers want to be treated like people; they will reward the businesses that do that with their patronage.

3. Visible metrics and ROI

One of the most important benefits of inbound marketing is that it can boost your business by providing transparent and extremely effective tools for analyzing the success of your marketing initiatives. This will help you identify both strengths and weaknesses



in your business. This method allows your company to pinpoint areas that can you can improve by using better marketing tactics. Inbound marketing even enables your business to further leverage customer relations and cost-effectiveness. These benefits impact the overall functionality of your business by keeping you up to date regarding the different facets of your business.

Inbound marketing allows you to use the data you acquire to gain insight about your various marketing efforts and helps you decide which initiatives to scrap and which ones to develop further. It has potential for great success as far as marketing analysis is concerned because you learn about the precise effects of your marketing strategies through data tracking.

4 INBOUND MARKETING METHODS TO KEEP AUDIENCES INTERESTED

Once you have learned about inbound practices and how to directly market to people who are looking for your business, it is important to learn how to apply the most effective marketing methods to keep leads, visitors and existing customers interested in your business. It's all about creating the right content, choosing the right channels and reaching your prospects at the right time. Learning these strategies will help you figure out how to do it all in an extremely effective manner.



by **HubSpot**

To keep your customers' or prospects' attention, you must delight them with relevant and interesting content. You must also follow other marketing methods that will help create a long-lasting bond with your customers for the benefit of your business.

Are you ready to learn them all? Let's get started!

1. Attract your audience

You don't want just **any** traffic visiting your website – it won't help. You only want the **“right type of traffic.”** You want your visitors to be people who are actually interested in your company's brand, who are likely to become leads and eventually loyal customers. Thus, it is very important to attract the right audiences.

Not everyone clicking through your website will be a lead or customer. However, it is important that you make your best efforts to ensure that the majority of visits are the right type of traffic and will eventually translate into happy customers.

So where will you find the “right traffic” or the “right people” for your website? You should only look for your ideal customers, also known as your **“buyer personas.”** This refers to an ideal picture of what your customers would be like – inside and out. We focus on personas



because they outline consumers' common challenges, goals, pain points and objections to services and products. They also encompass demographics and

personal information that consumers share amongst all the constituents of a given category or type of customer. Your personas will be the “people” your business revolves around.

In short, your main aim should be to attract specific personas who are the right customers for you and who will help you build your business.

Below are some of the most important tools to consider for attracting the right consumers to click through your website. These steps will help you attract strangers who will become your visitors – your first step in inbound marketing!

Blogging

Blogging is one of the most fundamental components of inbound marketing – the first step for many businesses, in fact. Offering your customers content through a blog is a great way to attract new visitors to your website. Above all, it is very important to offer only high-quality, valued content that is relevant to your business and target audiences. Consumers won't put much stock or value in a burrito restaurant's how-to article describing the steps to the perfect cup of coffee.

You can't create just anything, post it on your blog



and expect customers to view it and become visitors; your content must be worthy. It should be creative and educational enough to attract your customers – the specific customers you are targeting. Create content that speaks directly to the type of people you want to visit your website. Come up with content that helps answer your target audiences' questions effectively.

Once you attract consumers to your blog, those who are interested in learning more will click through your website. Congratulations, you have been successful in converting complete strangers from your target audiences into visitors!

What else does blogging offer your business?

First and foremost, a blog is a great way to establish your business as a leader in your industry. You can describe your industry and cover relevant topics that interest your customers the most. In the end, you will outweigh your competitors by reaching customers and convincing them to learn more about your brand.

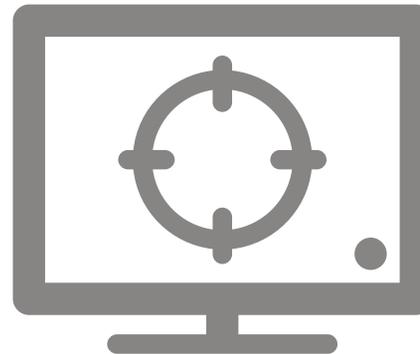
Maintaining a great, regularly updated blog can help you turn your website into a lively hub, so brace yourself because tons of the right traffic will be coming your way if you do it correctly.

Search engine optimization

Inbound marketing is a term almost synonymous with search engine optimization, or SEO.

As mentioned earlier, the majority of consumers begin the purchase process by searching online. This process begins with SEO. They usually visit a search engine first (Google, et cetera) and type in certain keywords to find information on something they want to know about.

The websites or blogs that best match those keywords or phrases appear as the top search results. This is where you need to invest your efforts.

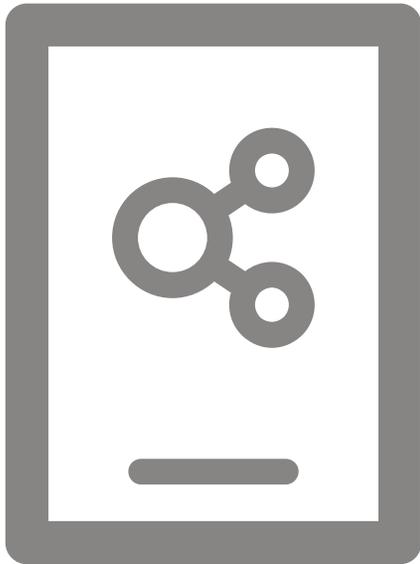


You need to make sure that your brand appears as one of the most prominent results on search engines when your potential customers look for help

or advice regarding your industry. In order to achieve top search engine optimization, you need to analytically and carefully incorporate the right keywords into your content. Optimize all of the pages on your website, create interesting and engaging content and build links keeping in mind the words and phrases that your ideal buyers use when searching. This takes finesse because if you just dump a bunch of keywords all over your page without giving it any meaning, those same search engines will penalize you and give you a lower ranking.

Social publishing

Successful inbound marketing is all about remarkable content. Once you have created the right content, social publishing is an extremely effective strategy that allows you to share it on various social platforms.



This is the perfect place to introduce your business and engage your audiences and potential clients. Social publishing personifies your brand and allows you to engage with your prospects via real-time conversations.

Modern marketers use new methods to respond to their customers' needs and to drive brand advocacy, awareness, sales and loyalty. Going social and

promoting social publishing is one of the best ways to do just that. Target specific audiences and make sure you convey the right messages to those audiences by running social campaigns and employing segmentation strategies (categorizing your lists of contacts based on the data you collect).

Gain and retain loyal customers using the power of content, posting regularly on social media and responding to your customers' comments and queries in a timely manner.

Social media platforms allow your company to engage with customers – a great way to market to customers you can't otherwise reach. Encourage two-way conversations with your customers with the help of personalized incentives and offers (some percentage off a purchase, free product, et cetera). Distribute your powerful content among different social channels for additional benefits.

Website

What's the most important part of your offline marketing strategy? It's the way you deal with customers who visit and seek help at your storefront, right? Your business' digital storefront is your website. You need to put in a lot of effort here in order to put your best foot forward so you can ensure you are offering quality, relevant services to your prospects.



Pay attention to your brand's website! Optimize the site, add appeal to it and make sure it attracts your ideal buyers. This is your personalized space that will entice the right strangers to become your frequent visitors. Your website should be the well-oiled marketing machine that functions 24-7 in service of your business.

Here are some tips for maintaining a great website, each of them vital:

- **Have a simple web address.** This will help people remember your website easily. It should be short and related to your business – it could even be the name of your business.
- **Optimize your website to rank well on search engines.** You can achieve this by adding the right content formulated using the best SEO strategies.
- **Entice your visitors** by offering them interesting and attractive content. This includes both your written copy and the site's visual appeal. Add photos and videos, coordinate the right colors, include Facebook updates, Twitter feeds and more.
- **Regularly update** your site's content.

2. Convert your visitors into leads

The first step is to attract complete strangers and encourage them to click through your website, making them visitors. The tips above will help you bring visitors to your website; the next step is to convert your visitors into leads by getting them to provide their contact details. For a modern online marketer, the ability to extract contact information is paramount. It is the treasure for which you have designed your entire marketing strategy. In order to obtain this valuable information which will allow you to convert visitors into leads, it is important that you offer those visitors clear value on your website.

You must encourage your visitors to willingly offer you their information. However, just like regular transactions, you must also offer them something in return for the

favor. If they allow you access to their email addresses or other contact details, they require something from you, too. Their valuable contact information is their mode of payment which you need to repay in the form of content such as whitepapers, e-books, tip sheets, newsletters, et cetera. Offer whatever information you can that your buyer personas will find valuable and interesting.

This chapter covers some interesting and effective methods that will help you convert your visitors into leads, so keep reading and implementing and get amazing results.

Forms

For your visitors to become leads, you must provide them a form that allows them to submit their contact details. Of course, they won't do it if they're not getting anything in return, so you can start with a subscription form. Through subscriptions you can extend offers, discounts or your latest news for any prospects who are genuinely interested in your business; all they need to do is provide you with their contact information.

However, it's important for you to be very smart with this step. Not all visitors want to fill in a form before checking out the website. In fact, many people will feel



irritated with pop-ups interrupting them when they're trying to find products or information. Therefore, you must optimize your form to make the conversion process as easy as possible. Build exceptionally engaging, eye-catching and powerful forms to help you with this.

A single submission of the online form should kick off multiple important marketing actions. These include:

- Triggering marketing automation – a single submission can process a nurturing marketing campaign for the lead without any manual work
- Notification to your sale staff – send updates to the sales team as soon as a visitor converts to a lead

Don't forget to add some of the most important fields to your form, including:

- First name
- Last name
- Email address
- Phone number
- Company name

Of course, the details you require in your form will depend on the nature of your business. For instance, if your business is part of the weight loss and health industry, you may ask for name, email address and information like the visitor's current and ideal weight, then offer a free subscription or free advice on a weight loss plan to those who fill out the form. Assess the details that are important for your business and include those fields in your form. Particularly important: Don't skip the contact information – that's the main reason you

are designing these forms!

Pay attention to your buyer personas and create forms that they would voluntarily fill out. Offer something amazing in return for that information so that none of your visitors proceed without filling it out. This is the first step in getting your hands on your visitors' contact details.

Calls to action

While calls to action, or CTAs, can be content that encourages your visitor to click through and become your lead or customer, the phrase here refers to the links or buttons that persuade our visitors to take the next step, whatever it may be.



For a website to generate leads, it is vital that you have enough – and interesting enough – CTAs. “Download the e-book now” or “Sign up for our free monthly newsletter” are some examples of effective CTA links or buttons that you can include on your website.

Make sure your CTA fulfills the specific purpose you design it for: converting visitors into leads. It is very important to stand out in the crowd when you're trying to convince your visitors to become leads; you accomplish

this by creating interesting CTAs. Here are some ways you can differentiate yourself from your competition:

- 1. Personalize CTAs for every visitor.** It's best to take a customized approach for each visitor based on source, location, persona, device, industry, et cetera. Delivering effective and relevant CTAs to the right audiences is a great way to convert leads at the right time.
- 2. Create simple CTAs available for everyone.** Getting creative with your CTAs does not mean that you twist everything. You do not want to make it difficult for the visitors to navigate, find and share their contact details with you. Make sure that your CTAs are numerous enough and that they're easily accessible on your website.

A clear CTA placed strategically on your website will not only increase your visitor-to-lead conversion rate but will also improve every user's experience. Some of the many benefits of doing CTAs correctly include offering visitors direction in accomplishing their objectives and making your website extremely responsive and efficient.

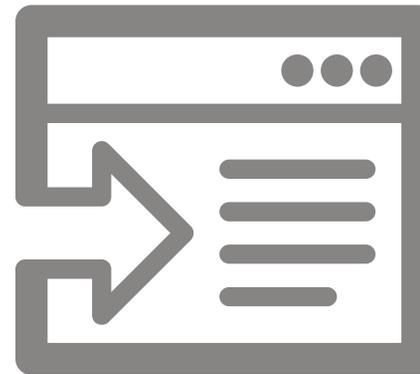
Create the right CTA, keeping your target audiences and visitors in mind, and put your best foot forward in fostering a positive connection between them and your CTA buttons. Make sure each CTA encourages your visitors to actively do something – view plans, log in, sign up, et cetera – to share their contact information.

Landing pages

Don't forget that your business can gain a lot of benefit from high-converting landing pages. In order to convert your visitors into leads, it is very important that you have effective landing pages. This is the next most important thing that you must focus on after CTAs because this is where your visitors will eventually land after clicking on a given CTA.

A landing page fulfills the CTA. This is where you ask your visitors to share their contact details, which your sales

team later uses to track those visitors and initiate a business relationship with them. When your visitor fills out a form and includes contact details on the landing page, you have successfully converted that visitor into a lead.



So what are the ideal components of a landing page?

In addition to an interesting image and good copy, a good landing page includes a number of other characteristics. You must always provide value to the visitor who has clicked through the CTA prompt to the next step. Give your visitors every conceivable reason to proceed.

Here are some important components to keep in mind when crafting your landing page:

- 1. Eye-catching headline:** Don't forget that this is the page where your customers will fill in their contact details. Give them every reason to go ahead without a second thought. For this, you'll need an interesting and catchy headline. Even if your landing page coordinates with your email marketing campaign, the page headline should not repeat the content – that will cause confusion.
- 2. One good image:** Landing pages should never be boring; they should include the right colors and a solid image to maximize their attractiveness. A colorful image that blends well with the theme of the page – or even simply displays the products or services your page covers – is a fine picture to add to your landing page. Place photos strategically to increase the effectiveness of your landing page.
- 3. Clarity and focus:** Clarity does not only apply to the CTA but to the entire text on your landing page, too. Your efforts cannot end with the CTA; continue them on the landing page so that your visitors don't change their minds. Keep providing them the right content to persuade them to share their contact details.

An effectively crafted landing page will convert each and every visitor into a lead.

Contacts

Of course, the quality of your strategy for lead generation is foundational in finding new customers. In other words, it is extremely important to keep a record of your leads in a marketing database. An organized collection of data assembled in one place will help you identify and classify every single interaction you have had with your contacts – whether through social media, a landing page, email marketing, or other tool. Having your data backed up will help you optimize all future interactions with your customers and will allow you to effectively convert, attract, close and satisfy your buyers.



You must track your data in order to realize more opportunities and benefits. The top three reasons to invest this effort are:

- 1. Better organization:** By keeping your lead information readily available, you can continue marketing and branding your business for higher sales and reliability.
- 2. Increased efficiency:** In terms of management, a database of contacts allows you to assess and categorize your leads easily.
- 3. Create sales pitches that are customized according to your leads:** Knowing your leads and their preferences makes it easier to create customized sales pitches.

Managing and organizing your leads and contacts accurately will help you with reporting as well. You will be dealing with real-time data for sales and other important information right at your fingertips.

3. Convert your leads into customers

You're heading in the right direction. You've managed to attract the right strangers to become your visitors and you have even successfully converted them into leads. Your next step is to convert those leads into customers. That's when you can safely call your inbound marketing approach effective.

This stage requires additional marketing tools to make sure you're closing the right leads into customers at the right time. The four marketing tools discussed here will take you one step closer to achieving your ultimate inbound marketing goal.

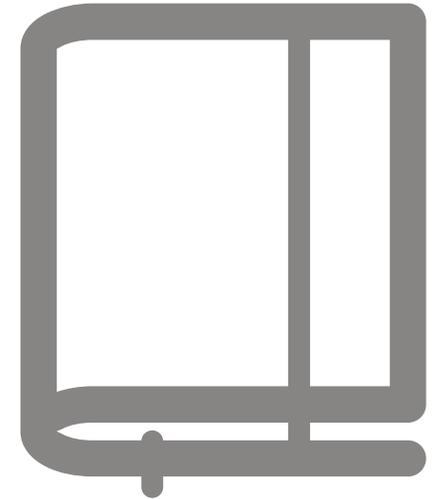
Customer relationship management

It is time to step into the 21st century and adopt easier and more efficient ways to do your marketing. Eliminate all manual work by employing an effective CRM system to help your leads become customers and boost your sales.

CRM systems help you keep track of your leads' details. These leads can be your contacts, other companies or deals that you are working on. Having access to these details allows you to easily get in touch with your customers/prospects at the right time. A CRM system is important for facilitating sales because it ensures that you have the information that can help you reach your prospect by following the proper channel.

CRM is an important marketing tool because it usually connects with various modern sales process tools – including emails, websites, phone calls, social media and many more. In addition to this, a CRM system will help you control your marketing performance, channels and content while keeping an eye on your prospects at all times.

Use a CRM system that allows you to store every important detail about your prospects or leads. An



effective CRM system will help you manage tasks easily and create custom fields that are particularly important for the type of business you run. This sort of customized view is important for your CRM system to work efficiently. Add custom fields, organize and select columns, filter records and save different views easily. If you do it right, you will be able to effortlessly capture, convert, score and hand off your leads – now as customers – to your sales team.

The goal here is to use the system effectively to convert leads into customers instead of wasting your time learning the software. Thus, it is very important to use a very simple and easy-to-maintain CRM system. Focus on the software you want to work with and make any necessary adjustments to it before you “go live.”

Closed-loop reporting

There should be a way to figure out which marketing efforts are helping convert leads into customers, right? Well, this is where closed-loop reporting comes in.

“Closing the loop” refers to a direct report between marketing and sales teams which helps the marketing team figure out the best and worst sources to convert leads into customers. It is a crucial tool that online marketers can use to take their sales to a whole new level. When



marketers are familiar with the most efficient techniques for converting a lot of leads into customers, they can focus more on those techniques and let go of the ones that don't work.

CRM also plays an important role here. Integrating closed-loop reporting with an efficient CRM system enables you to analyze just how well your sales and marketing teams collaborate together. Closed-loop reporting also enables marketers to strategically plan future movements by focusing on the most promising sources for leads.

Here are some interesting benefits to utilizing closed-loop marketing:

- Direct reporting with the sales team allows the marketing team to focus all efforts only on the right offers and channels. This saves valuable resources like time and money.
- As a marketer, you are in a position to deliver clearer results to management.
- It provides important information and insights about your prospects. With the help of a clear view of your sales cycle, you can collect this information and use it in your favor.
- With more information about your leads, you can use more powerful strategies to target them and woo them using smarter communication.
- With a grasp of the conversion rates of visitors to leads and leads to customers, you can set realistic goals accordingly.

You can save both time and resources by focusing on strategies that work instead of those that are ineffective.

Email

Q: What should you do if your visitor arrives at your landing page after clicking the CTA, having filled it out and even downloading your whitepaper, but still does not convert into a customer?

A: Turn to email.



Experts suggest that more than 50 percent of the leads you generate will be qualified but potentially unwilling to buy. You can't just give up on those leads and let them go to your competitors! After all, you spent time and money getting to them, right? Therefore, it is imperative that you take action and reach them in time.

A simple email workflow can help you convert those leads into customers successfully. "Email workflow" refers to a series of emails which are focused on relevant and useful content and that help you build trust with your prospects while you encourage them to become your customers.

You don't have to work on this every time. Ideally, you

would set up an automated series that would go out to leads who are hesitating to become your customers. Again, it is very important that you keep to the right track – you don't want your prospects to feel forced. You have to make it seem very natural; otherwise your leads will probably get annoyed and retreat.

The first few emails should only focus on providing more information in order to educate your leads. With time, you can get more informal and direct in order to be more promotional. Here's the order you should consider for your email campaign:

- 1. Education email:** You want to add value to your leads' knowledge in order to gain back their attention.
- 2. Problem email:** While this email will be informative like the first, this time you should make your approach more specific. Here, you will highlight the "problem." For instance, if you are a carpet-cleaning business, you can provide information or share links to articles about the hazards of not cleaning one's carpet regularly. Remind the prospects why they were looking for you in the first place.
- 3. Solution email:** By this time, you should be able to convince your leads of the importance of solving their problems. Add a CTA to this email and convince your leads to invest in your product or service as the best solution to their problems.
- 4. Case study email:** After convincing leads of the solution, your next step should be to prove that

you are the right option for them. You can share testimonials and case studies and play up the work you've done to prove your expertise.

- 5. Hail Mary email:** Usually, four emails are enough to convince leads to convert into customers. However, if the chances seem slim to you, go ahead and offer something to your leads. It could be a free trial period, discounts or other gifts. Offering an additional incentive is a great way to persuade your leads to become your customers.

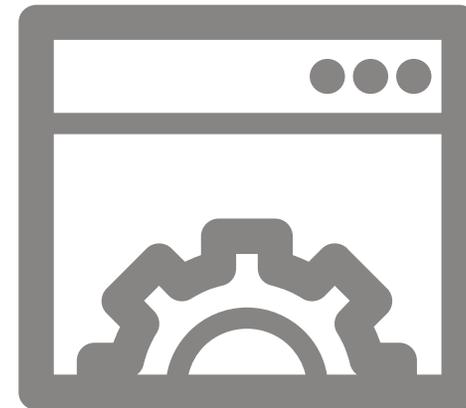
Make sure you optimize your emails according to your business to help prospects make more sense out of them.

Marketing automation

This is the last step that will help you convert leads into customers. This process involves nurturing leads and creating email marketing material tailored to the requirements and lifecycle stage of each lead.

It's all about tracking and focusing individually on each of your prospects. You must know why your prospects visited your website and what attracts them the most. For instance, if they download a newsletter from your website that is based on interior home design, you can send a series of related emails to them. Keep tabs on their topics of interest and create and share related content to keep them engaged. This will help persuade them to take the next step and become your customers.

Marketing automation is definitively one of the most effective ways to nurture your leads toward sales-readiness. Since every lead is different from every other, streamlining your efforts manually can be a huge hassle. However, the marketing automation process consolidates tools and allows you to utilize real-time promotional data to offer contextual, relevant marketing experiences to each individual lead stored in your database.



Goals are crucial for your marketing automation. Make sure you keep your targets in mind so that you design your marketing automation around your specific goals, which will help you nurture your leads with the right context and at the right time.

Grow your list and get started.

4. Converting customers into promoters

Congratulations! You have successfully earned some great customers for your business. However, your efforts cannot stop here. The process of inbound marketing includes one more step: Convert your customers into promoters of your business.

The inbound marketing methodology is based on providing useful and remarkable content for your users – this includes your visitors, leads and existing customers. Just because someone has already converted into a customer from a complete stranger and has paid money to purchase goods and services from you does not mean you can move on and forget about him. If you want to be a successful company and remain popular with your customers, it is important that you continue to satisfy them even after their purchase is complete.

To do so, you will need to engage with your customers, delight them and perhaps even upsell your current customers into becoming your promoters. This chapter will cover more on how to make this happen.

Surveys

In order to provide remarkable content to your users, it is important to know what they expect. One of the most reliable ways to figure this out is by asking them directly. You can use surveys and direct feedback to ensure that you are offering your customers exactly what they are looking for.

Surveys can take the form of polls, questionnaires and even one-on-one meetings with your customers or prospects either in person or through a virtual meeting program. You can use these surveys for various purposes from identifying your customer base and their satisfaction scores to deciding the physical placement of new products and more.

The success of your survey will mainly depend on how good the data is that you have collected. Constructing the right questions is both a science and an art. To start, pay attention to your questions' formatting. For instance, you can choose to address your users using plain text or infographics.

Determine the optimal number of questions for your purpose and decide how they will flow from one to the next. You can also shape the tone your words will have that will get you the most honest and accurate answers.

Use the collected data wisely and offer your users exactly what they are looking for. This will encourage them to promote your business and they will eventually start spreading the word about your business.



Making the most of smart text

Tailor the content you provide your customers according to their challenges and interests.

Of course, they have their own goals in mind when they decide to buy from you. As a business, it is your responsibility to help your customers achieve **their** goals. Don't forget to highlight features, products or services you offer – it could interest them.



Your ultimate goal should be to provide your customers with smart, remarkable content that satisfies them with your services completely. Satisfied customers are naturally inclined to market your business on your behalf based on their own experiences with you.

Social monitoring

It is important to keep tabs on what your leads and customers are saying about you on social media. You must encourage those who have had positive experiences with you to spread the word to that effect and you can't ignore those who produce negative content in relation to your brand due to bad experiences they have had with you.



Keeping track of mentions and reviews of your business will also help you identify the services or products you are well-known for so that you can improve your efforts in light of that feedback for even better business. Similarly, you can also identify services that may not be very popular among customers, allowing you to further work on those elements and bring them to the forefront. Above all and to the best of your abilities, it is essential to keep a track of social conversations among your leads and customers and their contacts.

If your customers are unhappy or not satisfied with you and are getting vocal about it on social media, it could turn into a big problem for you and cost you more customers. It's important to handle these matters wisely. Offer help and resolve their problems as quickly as possible. Listening to your customers for their problems, questions, likes, dislikes and comments will help you reach them with the useful content they are looking for.

These four major marketing methods will help you take your marketing game to the next level for improved sales and popularity. Use the information and implement the tactics you've found here to attract strangers so that they become your leads, customers and, eventually, your promoters.

3 STEPS TO INCREASING ONLINE TRAFFIC AND CONVERTING LEADS INTO CUSTOMERS

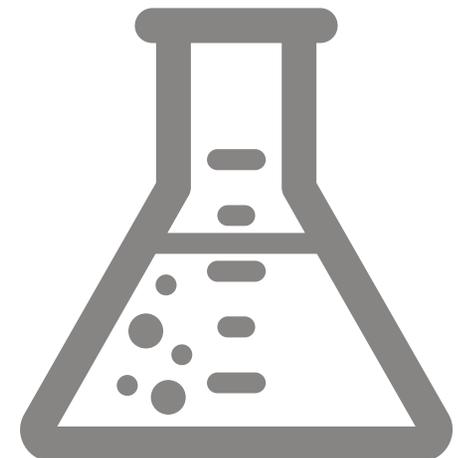


Your marketing efforts should not stop just because you've already converted your leads into customers. In fact, this is where you should prove that you're as good as your word and keep up with all the promises that you've made to your customers. Continue marketing your business in order to reach more customers and to increase your online traffic for more and better business.

In addition to the inbound marketing methods discussed previously, below are some more steps that will help you achieve your business goal. Check them out!

Step 1: Create compelling content for marketing

Successful marketing is all about consistently delivering valuable and compelling content to retain and attract your target audiences. Here are some effective strategies that you can utilize for engaging your prospects, increasing online traffic and converting more leads into customers:



Determine your business goals: Simply, you should be able to determine the core purpose of your marketing to create compelling content. Some core purposes include:

- Generating qualified leads
- Educating and sharing information with customers
- Increasing sales
- Building brand loyalty

1. Learn about your target audiences: To come up with attractive and quality content, it is important to understand your customers' requirements and expectations. Use your audience research to develop user personas in order to create the right content.

2. Don't underestimate the importance of your organization's unique selling proposition: Determining your organization's unique selling proposition requires both time and dedication. Your USP allows you to create content that is relevant and valuable to your leads and customers. Feel free to review published content and competitors' websites for reference.

3. Come up with unique delivery plans for your content: In addition to creating the content, you need to deliver it the right way to achieve your primary business goals. Develop the following elements to aid your efforts:

- Strategic and broad groupings of content
- Consider important factors for determining the channels of delivery (e.g. when and how the content will be published – in a downloadable format, as a newsletter feature, a webinar, a blog post, et cetera).

Creating the right content for marketing requires much more than just collected data. You need to focus on the facts and figures to go beyond just making a sale. It involves establishing a relevant, ongoing conversation with your customers and leads.

Step 2: Using the 'search marketing' option correctly

Inbound marketing is almost synonymous with "search engine optimization." Do you currently have any plans for SEO? There's a lot you can do with the search marketing option and, undoubtedly, using the right keywords correctly is one of the most significant and powerful features of SEO tactics.

While some people may argue that keywords are not as important today as they used to be, no one can completely ignore them. In fact, don't forget that people look for services/content like yours on search engines and if you don't pay attention to your website's SEO, you will lose the opportunity to your competitors.



There are a number of successful marketers out there who still focus heavily on their keywords and attract tons of traffic to their websites. Instead of focusing on a single variant or term, try doing the following:

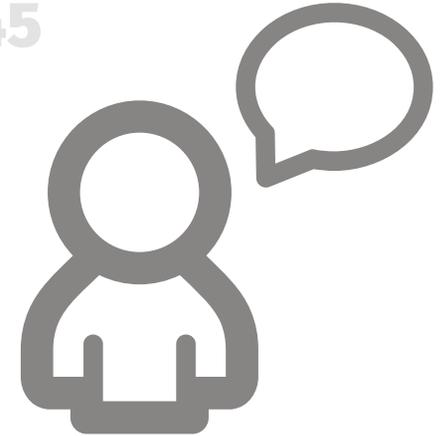
Utilize the head terms: Find out the most commonly used terms that are relevant to your business. Strategically optimize your content using those terms to improve your search engine ranking drastically.

- d. Enhance the keyword ranking:** While search engine optimization is not all about keyword ranking, it's still beneficial to develop this area, too.
- e. Secure your position with a comprehensive variety of keywords:** While some people suggest using a wide variety of keywords, trying your luck with wider options will only make reaching your goal more difficult for you. Target and track using as comprehensive a list of keywords as you like, but keep your approach strategic so that it actually works.

The best solution is to utilize only relevant, focused keywords that are also important and valuable for search engines. Dedicate whole pages on your website specifically to those keywords and watch your online traffic rise and your customer base grow.

Step 3: Social media tactics

Social media is the most effective channel for inbound marketing. Here's why social media is necessary in order for inbound marketing to work efficiently:



a. Social media is great for content promotion.

Social media websites offer great platforms for attracting and retaining new customers. This is a vital tool for a successful inbound marketing strategy. Use these platforms to educate your viewers, engage your visitors and retain your customers.

b. You can find content ideas on social media.

There are several social media-monitoring tools and types of social media that can help you come up with new and interesting ideas. These include but are not limited to:

- Personal networking
- E-commerce
- Interest-based networking
- Media-sharing networks
- Bookmarking sites
- Discussion forums
- Social publishing
- Personal networks
- Online reviews

c. Social media offers great new opportunities.

Every brand has a specific geographic location and audience that it targets, but that doesn't mean that you keep your approach limited. Social media is a hub of potential. Check into new opportunities and groups of people who may be interested in your products and services. Focus and spend time on different social media platforms – but especially Facebook – to figure out what people are talking about. Use relevant hashtags and identify your prospects.

Bottom line

Social media platforms are rife with opportunities for your business. Everyone is looking for something on social media, especially since online shopping has gained so much popularity. Keeping that in mind, make the most out of this opportunity.

FINAL WORD

Inbound marketing is often referred to as the new methodology that helps you bring your business into the light. The information related to the inbound methodology shared in this book covers all the important steps, tools and stages that businesses utilize to convert complete strangers into customers and promoters.

*Attract strangers. Convert them into leads.
Close deals. Create evangelists.*

Use this information to attract strangers, convert them into leads, close customers and then continue to satisfy them so they can come back for more and spread the word about your business to their own contacts on your behalf.

The new inbound methodology described here acknowledges that inbound marketing requires skills and strategies and it won't just happen on its own. Take the pertinent steps and get it done by using applications and tools that can help you create the right content and deliver it precisely to the right people at the right time and through the right channels.

We can help.

Does this sound like a lot of work? Don't worry, the experts are at your service to manage inbound marketing for your company.

Axia Public Relations is a full-service inbound marketing agency offering help to decision-makers at medium and large companies to transform their web presences and sites into powerful and valuable company assets and business growth tools. We are experts employing the latest strategies and tools to provide companies complete inbound marketing solutions that drive relevant traffic and generate internet leads that they can eventually nurture into qualified prospects ready for conversion into loyal customers.

We can help you implement an inbound marketing campaign that will completely transform your website into a business growth tool that works for your organization 24/7 attracting targeted traffic, generating leads, and automatically nurturing them into qualified prospects for the sales process and for realizing a desirable ROI.

Whether you want complete website rebuilding or just redesigning, we can help you align your messaging and content with the right inbound marketing approaches to maximize your investment returns.

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