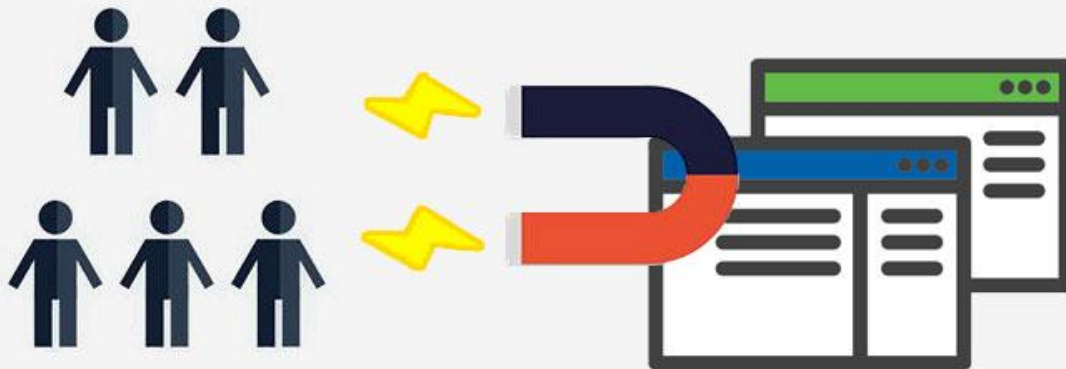


INBOUND MARKETING



GUIDE TO GETTING STARTED WITH INBOUND MARKETING

"Inbound Marketing is the best way to turn strangers into customers and promoters of your business."

YUHANITO

HOW TO GET STARTED WITH INBOUND MARKETING

To get started with Inbound Marketing, there are first a few things that need to be clarified.

DO IT YOURSELF OR OUTSOURCE?

Will and can you do the majority yourself or are you going to hire someone to do it? Here it is important to have some foundational knowledge about how inbound marketing works.

Furthermore, you should have experience in blogging, landing page development, design and search engine optimization.

WHICH AGENCY?

Choose which agency you want to work with. Even though you can do a lot of yourself, it's a good idea to work with an agency that has experience, and are [certified](#) in inbound marketing. They can help you with your strategy and implementation.

1 PRE PROJECT

Step 1 is a preliminary project. The pre-project will clarify goals, buyer personas, content, design, Market Qualified Leads (MQL), Sales Qualified Leads (SQL) and a market plan.

TARGET

You must have clear goals in order to benefit from inbound marketing. They must be realistic and timed, and everyone in the company must agree on these goals.

You can use the SOSTAC® model:

Situation	- where are we now?
Objectives	- where do we want to be?
Strategy	- How do we get there?
Tactics	- How we get there
Action	- What's our plan?
Control	- Did we achieve it?

Or you can ask yourself the following questions:

- What is a new customer worth?
- What sales goals do you have?
- How many leads do you want from inbound marketing?
- How many sales do you need to achieve the sales goal?

PERSONAS

Inbound Marketing is very much based on personas. You need to find what your target market is, what problems do they need solved. And even more important, where you can reach them? You find out who is their personas by interviewing their existing customers. Ask the questions like position, age, place of residence, family situation, interests, etc. Based on this you will arrive at 3-4 personas that are good examples of their customers. Keep these personas in mind when you produce content. These are their typical customers and you must therefore address them.

CONTENTS, LANDING PAGES AND DESIGN

Content is important in inbound marketing. It is important to set a schedule for when and where content is to be published. And not least what to publish. The content must be customized to the personas, as well as where in the purchase process (do they only run and investigate products / services or are they ready for sale?) They are located. First, plan what content to publish and when done, plan landing pages, calls to action, keywords and the text itself.

A good landing page has a user-friendly design that resembles the rest of the webpages. It should have a headline, a short and concise text describing what the page / offer deals with and an image or video. Last but not least, a good landing page should contain a form with a call-to-action in the form of a button. That's the way you get the information from your visitors. Once they have filled out this form and pressed the button, they are converted to leads.

S-MARKETING

Once you've set up a good landing page that converts your visitors to leads, you need to account for "s-marketing." Sales and marketing department must agree and have a common understanding of what is a qualified lead. There must be agreement on what a Market Qualified Lead (MQL) is and what a Sales Qualified Lead (SQL) is.

An MQL is not ready to buy, but open for more information for later to make a decision. Here it is up to the marketing department to warm up the leads so that it will eventually be ready to buy. Once that job is done, the sales department can take over and complete the trade.

Both departments need to know when an MQL is ready to become an SQL

2 MARKETING PLAN

All planning and information are then gathered in a market plan. This can be a text document or in an online organizer. This market plan can change over time, as you learn more about the personas, make changes to the web pages, design, etc. It is very important that everyone in the company agrees and has the intention to work for this market plan.

3 THE DIFFERENT ROLES IN THE COMPANY

Furthermore, it is important for a clear understanding of the roles in the company. All departments must be aware of their responsibilities and what tasks they have. The more defined the distribution of roles are, the easier it is for everyone to take part in the marketing and follow it up correctly.

4 OPTIMIZING OF THE COMPANY'S WEBSITE

Before you start on these tasks, it may be smart to review the company's web pages. It's not just search engine optimization (and not only) that's important to think about, but also if the pages have a comprehensive design, are user-friendly (clear links, buttons, all-text on images, big enough font, colour contrasts, etc.) and especially if they are mobile-friendly. It helps little to have a good marketing strategy if the web pages are outdated, inadequate or useless as this will just drive visitors away.

5 STARTING THE PROJECT

Once you've set the goals, defined personas and created a content and marketing plan, then it is time to go ahead. If you have done a good preliminary project, everyone in the company knows what tasks they have and what is expected of them.

And remember, patience is a virtue! Be consistent in marketing and do not give up if you do not see results immediately. If everyone in the company adheres to the market plan and performs their duties, the results will soon be revealed.

6 DELIGHT YOUR EXISTING CUSTOMERS

Do not forget about your existing, paying customers. It is a known fact that it is less expensive to keep a customer than to retrieve a new one. You should have a plan on how to excite and nurture your current customers so that they become promoters and ambassadors of your business.

For example, you can send them newsletters with exclusive content like tips, guides and offers. This can make them feel special and thus become more loyal to your business. Loyal customers tell you more about your business to family and friends.

CERTIFICATIONS

If you are concerned that your employees do not have enough understanding of inbound marketing, you can ask them to certify at [DigitalMarketer.com](https://www.digitalmarketer.com). They has made a number of easy-to-understand courses and certifications about the digital marketing methodology. There you can also answer some questions and eventually take a test that can provide certification in Inbound Marketing. That way, you are more confident that your employees have better understanding and are better equipped for Inbound Marketing.

QUESTIONS?

Do you have questions about this guide or do you need help to get started? We at Bramhall Digital are [Inbound Marketing Certified](#) and are more than happy to help you. We can also do a full audit of your company website and assist you with search engine optimization. Read more at [bramhalldigital.com](https://www.bramhalldigital.com) or email us at support@bramhalldigital.com.

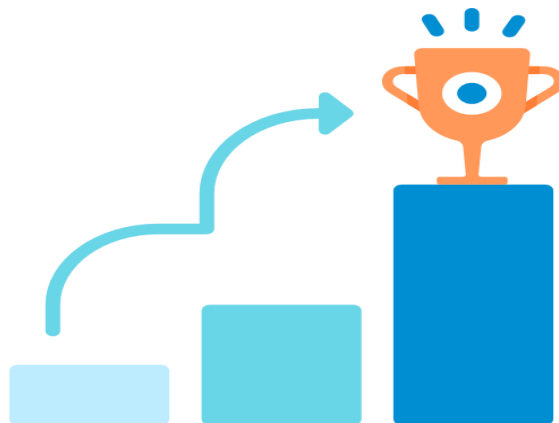
YUHANITO

Starting an online strategy can be both daunting and overwhelming.

We can help you with anything you might have wondered about the world of inbound.

Click below to get a free no obligation 30 minutes consultation.

BOOK A CONSULTATION



Stockport, Cheshire, United Kingdom

E-mail: info@YUHANITO.co.uk

Tel: 0161 706 0698

www.YUHANITO.co.uk