



 **Grazitti Interactive**[®]
Marketing for Digital Natives

INBOUND MARKETING 101

A Publication of Grazitti Interactive

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Introduction

“These days, people want to learn before they buy, be educated instead of pitched.” - Brian Clark

Our customers, these days, are smarter and more informed than ever. They can sense a sales pitch from a country mile, and they absolutely despise it. They don't want to be sold to, they want to know why you're better than your competitors for something that they already have a need for. The trick is to know the “what, when, and how” of the sweet spot that would make people engage with your brand, even if they don't immediately buy.

If done right, it can work wonders for B2B marketers. In our increasingly digital landscape, where personalization is a thing of the past, prospects/customers expect a hyper-personalized approach. They do not want to be translated into transactions, but relationships. You can't just 'do' inbound marketing, you've got to 'ace' inbound marketing. First thing's first, you've got to cut ties with cold calling and emailing, and adopt inbound marketing. In this e-Book, we'd like to tell you just how you can create a flawless inbound marketing strategy in as few words as possible.



💡 PUBLISH & PROMOTE

consult with your social media strategist



Blog Posts

Social Media

* Optimize the post

* Include social media buttons

← encourage conversions
social media

Reply to comments



What is inbound marketing?

The art of “charming-engaging-bowling over” your customers through relevant content that resonates most with them is what inbound marketing is all about. This content could be blogs, infographics, vlogs, whitepapers, e-Newsletters, podcasts, SEO, or e-Books like this one.

The “charm-engage-bowl over” methodology creates delightful experiences, builds trust, and grows business. HubSpot defines inbound marketing as, “Sharing is caring and inbound is about creating and sharing content with the world. By creating content specifically designed to appeal to your dream customers, inbound attracts qualified prospects to your business and keeps them coming back for more.”

This is the reason why many digital marketers are more partial to the complexity of inbound marketing than the simplicity of outbound marketing. Layer this methodology on top of the in-built marketing functionalities of your marketing automation tool, and voila! You’d witness a prospect turn into a customer and then an advocate for your brand.

How is inbound marketing better than outbound marketing?

Before we touch base on the battle of inbound versus outbound, let's understand what outbound marketing is. Outbound is a more traditional marketing method, primitive even. By that we mean, direct paper mail, TV advertisements, cold calling, traditional advertisements, radio ads, telemarketing, buying attention, and sales fliers, that, more often than not, are misconstrued as spam. Even though our hearts are in the right place while trying to push our marketing message out to our target audience, outbound marketing does not always yield the kind of results that we hope for. The intent of inbound marketing, on the other hand, is to draw prospects in and engage them with your brand.

Outbound marketing is interruption based, with people having little to no choice in the matter. Inbound marketing, on the contrary, is permission based, with people having a say in the kind of communication that they'd like to receive. See, where I'm going with this? In a world where we'd much rather order food in through an app so that we won't have to talk to a human being by calling the restaurant, would we even want a brand to tell us that we're interested in their product/service?

Outbound is like shooting in the dark with a thousand bullets all at once, hoping it'll hit some target or the other. Inbound is like planning an "Ocean's Eleven heist" with a specific target for which you craft a strategy, nurture it, and then make it fall hook, line, and sinker (with all the positive intentions that go on in a marketer's head, of course).

In no way does this mean that inbound marketing is going to cast outbound marketing away. It's actually meant to augment and accessorize outbound marketing. The sooner you realize that inbound and outbound aren't arch enemies, the better you can focus on either, or better yet both.



What is the statistical picture of inbound marketing?

Content marketing is the quarterback of your inbound marketing game plan. We looked into data collected by [Bluleadz](#), to get a magnified view of the statistical picture of inbound marketing. According to [HubSpot](#), compounding blog posts make up 10% of all blog posts and generate 38% of overall traffic. So, it's a no-brainer why blog content creation is the second highest priority for companies. According to [DemandGen Report's 2016 Content Preferences Survey](#), 47% of buyers viewed three to five pieces of content before engaging with a sales rep.

Video is, now, a viral marketing method. [Animoto's 2015 Online and Social Video Marketing Study](#) concluded that 4 times as many consumers would rather watch a video about a product than read about it. This study also concluded that shoppers who view videos are 1.18X more likely to purchase than non-viewers. Last year, [MarketingProfs](#) found out that 56% of B2B marketers use YouTube to distribute content.

Podcasting, too, is extremely popular and effective these days because your audience can grasp your content even while getting a cup of coffee to go. In their [2018 Infinite Dial Survey](#), Edison Research found out that 26% (approximately 73 million) of Americans listened to a podcast in the last month and that is why 11% of marketers plan to add podcasting to their marketing efforts in the next 12 months, as discovered by HubSpot in their [2018 State of Inbound Report](#).



Contrary to what anti-SEO marketers are saying, SEO is not medieval and is here to stay. According to [Internet Live Stats' data](#), Google now processes over 40,000 search queries every second on average, which equals over 3.5 billion daily searches and 1.2 trillion searches per year worldwide. [Google](#) said that backlinks are among the top 3 ranking signals.

Observing your prospect's social media behavioral pattern can help you enormously to charm, engage, and close a deal. According to [Social Media Examiner](#), the top benefits of social media marketing include increased exposure (87%), increased traffic (78%), and generated leads (64%). They also found out that 94% of marketers use Facebook, and 72% of them run Facebook ads.

Along with all these, email marketing, too, contributes majorly to make the case for inbound marketing. MarketingProfs found out 74% of marketers say email is their most effective format for distributing content.



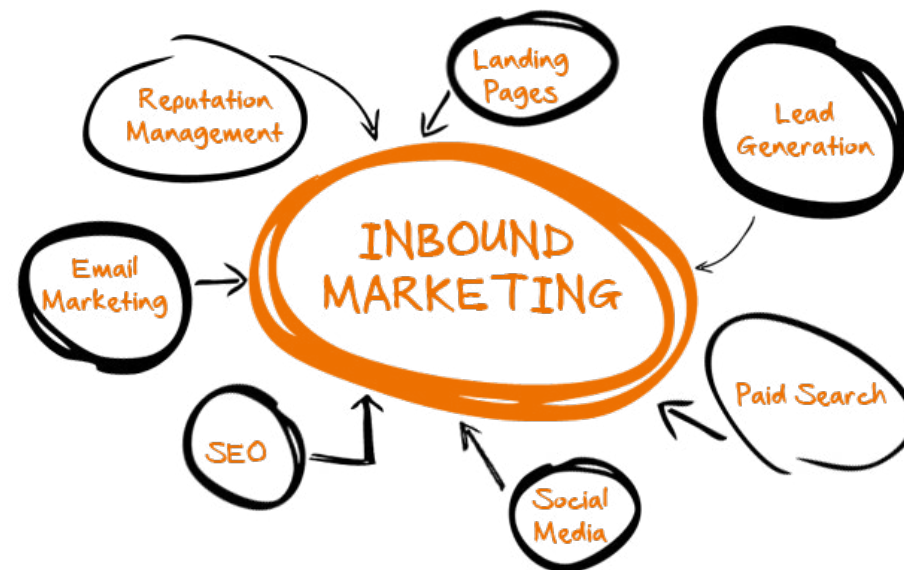
How can you become an inbound marketing wizard?

In the words of Jordan Belfort, "If you give people a good enough 'WHY', they will always figure out the 'HOW'!". Such is the magic of a perfectly crafted inbound marketing strategy by a brand that we either love or grow to love. There are, essentially, 6 steps for a flawless inbound marketing strategy. These are:

- 1 Meticulous Persona Definition:** It's essential to get a clear understanding of what charms your prospects into giving you their undivided attention. Clear and explicit persona definition can get you halfway there. Personas focus on the needs, interests, and challenges of your target audience, so that your campaign content is more specific and relatable.
- 2 Pertinent Content Creation:** Once you're done with persona definition, you'd surely know your audience better to determine the kind of content that would attract them to your website. These could be blog posts, e-Books, whitepapers, webinars, podcasts, vlogs, what have you. You may feel that you're in the midst of 'Darwin's survival of the fittest' kind of a pickle, but if you get step 1 right, your content catching your prospect's attention is highly plausible.
- 3 Superlative Email Marketing:** The best way to keep your existing customers engaged while gaining traction with potential leads is email marketing, especially considering our little digital universe. It's the best means to promote your new content pieces to the people who have opted in to receive your email communication and send tailor-made content to specific, targeted contact lists helping them progress through the sales funnel.



- 4 **Unimpaired Lead Nurture Program Set-Up:** Marketing automation has blessed our lives with a fantastic functionality called Lead Nurture Programs. If you manage to build seamless lead nurture workflows that promote your content via email marketing, it eases the burden on sales folks as they receive warmer leads and can save their aggressive streak for new acquisitions. It works in favor of both the prospects and the sales team since it eliminates cold calling and incorporates contextual marketing.
- 5 **Impeccable Search Engine Optimization (SEO):** Day in and day out, marketers hear that content is king, but what good is it without a search engine optimization strategy? You'd definitely want this content to be found organically, as well. SEO attracts your prospect for you. Through SEO models, you're able to capture a large amount of traffic across the incessant plethora of relevant keywords.
- 6 **Error-Free Analytics Reporting:** Eliminating assumptions is where the beauty of measuring and analyzing your inbound campaigns lies. It seems like a daunting task, but once you get the hang of it, you wouldn't let it go. It helps you measure every inch of your marketing funnel, be it TOFU (top-of-the-funnel) marketing activities like SEO, blogging, social media or MOFU (middle-of-the-funnel) activities like email marketing and lead nurturing. Determine the tools you'd like to use to report the progress of these metrics and the success of your KPIs, and make informed and intelligible decisions for future spend and effort.



It's imperative to know that the customer is, in fact, at the center of inbound marketing.

You've got to take a leap of faith in the fact that what's best for the customer is, ultimately, best for you.

Use inbound marketing to its maximum potential to translate your customer equations into relationships, and not transactions. Now, go ahead, get started on your inbound marketing strategy to "charm-pitch-sell-bowl over" your customers!





Grazitti Interactive®

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About Us

Grazitti Interactive is a global digital services provider leveraging cloud, mobile, and social media technologies to reinvent the way you do business. Since 2008, we've been assisting companies power their businesses with our marketing automation and cloud innovation services. As a global consultancy, we have strategic partnerships with technology pioneers like HubSpot, Marketo, Salesforce, Google, Alteryx, Microsoft, Adobe, Lithium, Optimizely, Acquia, Shopify, and Jive. We combine these platforms with our innovative approaches to provide effective, result-oriented solutions to our clients. We have been helping hundreds of global companies to transform their business technologies and save millions.

Grazitti Interactive has a growing client base ranging from a diversified set of Fortune 100 companies, non-profit organizations, and government agencies to mid-to-small size organizations. They rely on our creative thinking, expertise to deliver the most effective solutions, and repeatable results.

Do you want to become an Inbound Marketing Rockstar?

Fret not, Grazitti Interactive will make you one. Feel free to drop us a line at info@grazitti.com, and we'll take it from there!