



# **YOUR COMPLETE GUIDE**

# **GETTING STARTED WITH INBOUND MARKETING**

**STRENGTHEN YOUR  
INBOUND SALES**



# TABLE OF CONTENTS

<b>What is Inbound Sales?</b>	1
<b>Why Do You Need Inbound Marketing?</b>	3
<b>How to Initiate Inbound Marketing?</b>	6
<b>The Inbound Marketing Flywheel</b>	9
<b>Examples of Inbound Marketing</b>	13
<b>To Get Started</b>	18



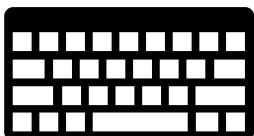
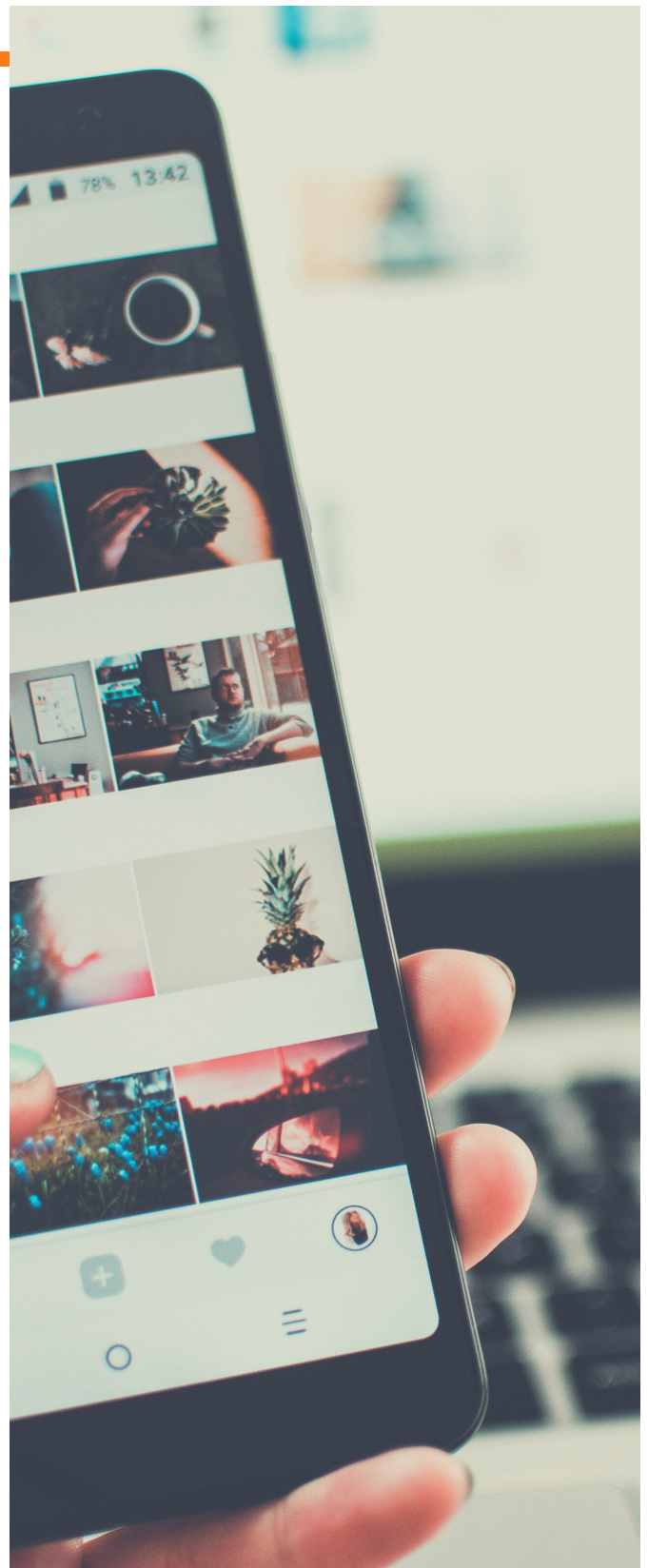
---

# What is Inbound Sales?

**Inbound Sales is a sales methodology that prioritizes individual buyers, their needs, challenges, pain points and goals.**

Instead of focusing on closing a sale as soon as possible, you educate, inform, nurture, and guide your lead through the decision-making process.

That's why it's crucial to get to know the buyer's behavior and to analyze how they interact with what you put out. A lead interacts with your website, product, service, blog posts, etc.



# What is Inbound Sales?

**One of the best strengths about inbound marketing is that potential customers and clients will come to you. That means there is no need for cold-calls; you don't have to purchase lists of contact details, and you won't annoy anyone.**

With inbound marketing, there is no need to force your products or services down the neck of random people in the hope of finding someone who wants to buy. Instead, by putting the right information out there, the strategy enables your brand's target audience to discover your company and the things they provide in a natural and holistic manner.



# Why Do You Need Inbound Marketing?

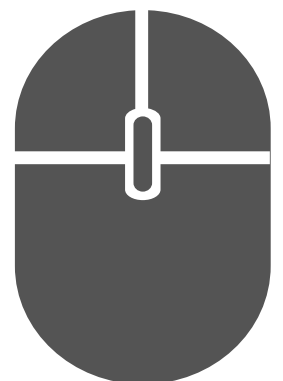


**Higher lead conversion:** You can help potential leads to qualify for a certain service or product. By reaching out to your target audience with content that appeals to their current needs and pain points, the conversion rate increases.

**Better marketing decisions:** With social media metrics, landing page conversions, email clicks and so much more, all at one click, you'll be able to make better marketing decisions at each phase of the practice.

**Website traffic:** The correct keywords on a landing page can make a difference in order to be found in search results. The inbound marketing software can offer different variants to get the website at any phase that the buyers are going to search.

**Staying ahead of your competitors:** Who doesn't want to stay ahead of their competitors? Your competitors are already using inbound marketing to generate their leads because they know it's working. It's up to you to implement it as well or you will fall behind by losing potential customers and converting less leads.







# Why Do You Need Inbound Marketing?

**Buyer-focused content:** This is helped focused on the content that the buyers are already looking for. This helps you send messages to the right customers and makes sure that the right people are listening.

**Pro data analytics:** This is all about collecting your website traffic, leads and customers that is used to measure the success of goals and to make the informed marketing decisions.

**Knowing your customers better:** Your potential customers are going to be online, so it's important to make sure you know where they are so you can communicate and cater to their needs. You can ask good questions on landing pages or even targeting the audience by creating a good consumer experience online.



# Why Do You Need Inbound Marketing?

**Increase trust and credibility:** By producing content that is a part of the buyer's journey, your target consumer will be able to find your brand as they conduct their research. If you're not providing content, they won't find you.

**Increase brand awareness:** Inbound marketing will give you the chance to listen better to your customers and get a better understanding of the challenges they may face. Sometimes customers are going to tune out radio ads, TV commercials and more, so it's important to give them the content they will seek online. This is how you're going to get customers to buy from your business.





# HOW TO INITIATE INBOUND MARKETING?

WE RECOMMEND THE FOLLOWING  
THREE-PART FRAMEWORK FOR THE  
BUYER'S JOURNEY:

**Awareness:** During the Awareness stage, buyers identify a challenge they are experiencing or a goal they want to pursue, then decide whether or not it should be a priority. In order to fully understand your buyer's awareness stage, ask yourself:

- How do buyers describe the challenges or goals your offering addresses?
- How do buyers learn more about these challenges or goals?
- How do buyers decide whether the challenge or goal should be prioritized?



# HOW TO INITIATE INBOUND MARKETING?



**Consideration:** During the Consideration stage, buyers have clearly defined their challenge or goal and have committed to addressing it. They evaluate different approaches or methods available to solve their challenge or pursue their goal. In order to fully understand your buyer's consideration stage, ask yourself:

- What categories of solutions do buyers investigate?
- How do buyers perceive the pros and cons of each category?
- What differentiates your category in the buyer's eyes?



# How To Initiate Inbound Marketing?

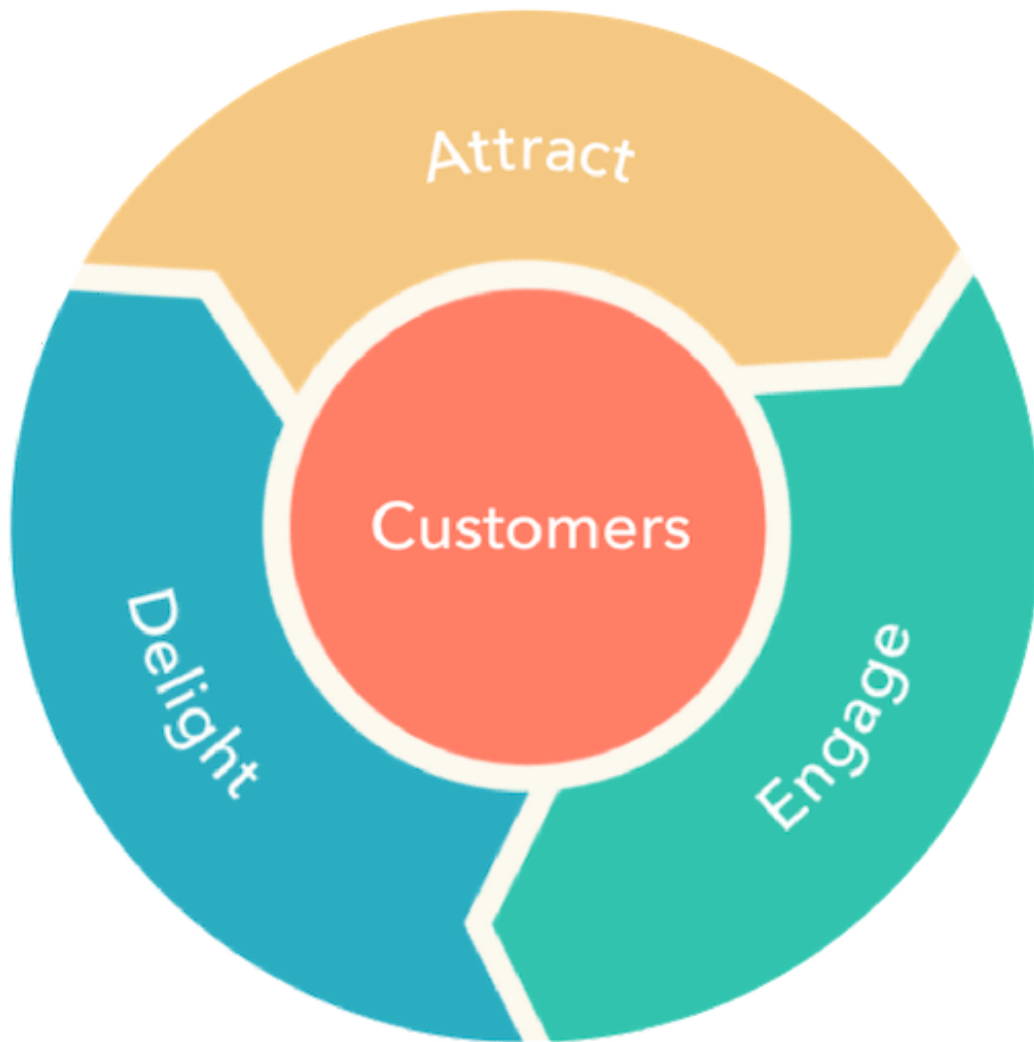
**Decision:** In the Decision stage, buyers have decided on a solution category. They create a list of specific offerings and vendors in their selected category and decide on the one that best meets their needs. In order to fully understand your buyer's decision stage, ask yourself:

- What offerings do the buyers typically evaluate?
- What criteria do buyers use to evaluate available offerings?
- What differentiates your offering in the buyer's eyes?
- Who needs to be involved in the decision?
- How does each stakeholder's perspective on the decision differ?



# THE INBOUND MARKETING FLYWHEEL

**It's about adding value at every stage in your customer's journey with you.**



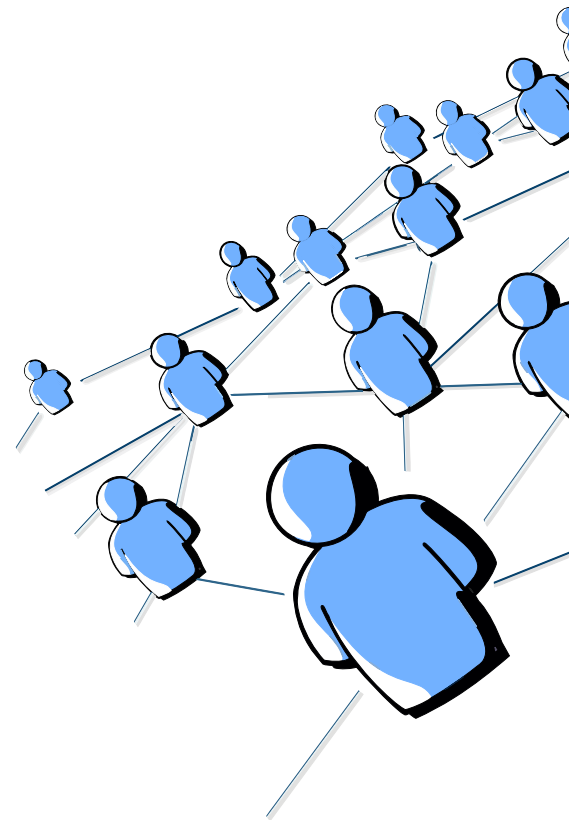
# THE INBOUND MARKETING FLYWHEEL

## ATTRACT

You want people who are going to come to your website that are potential leads and happy customers, so it's important not to attract just anyone to your website. Some businesses may ask, how do you get them there? It's an easy answer, you want to attract more of the right customers with relevant content at the right time!

- Ads
- Videos
- Blogging
- Social media
- Content strategy

Through this stage you will be reporting and analyzing these efforts to stay informed on what is working and what is not. Create ads, videos, and blogs in order to retrieve awareness.

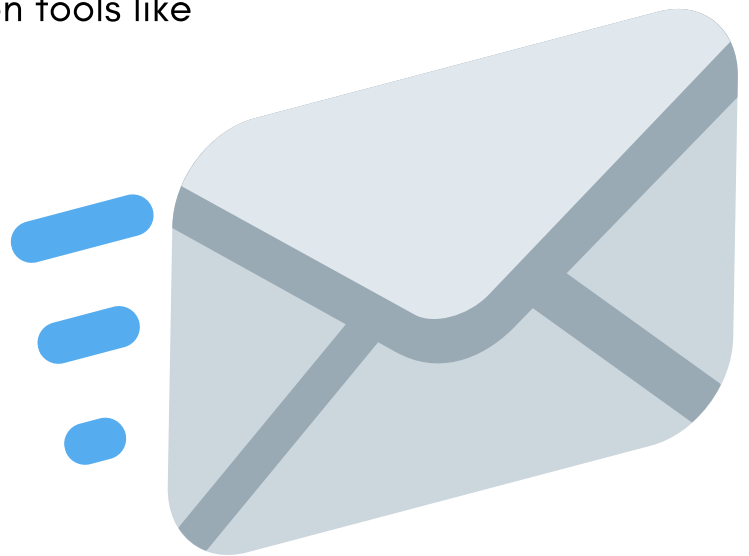


# THE INBOUND MARKETING FLYWHEEL

## Engage

Now you are at the engaging stage! Once you have attracted the customers its important you engage with them. You want to create a long lasting relationship with your customers by different channels which could be emails, live chatting, messaging, etc. Create a brand loyalty by targeting specific audiences with your social content. Use conversion tools like CTA's, and lead forms.

- Lead flows
- Email marketing
- Lead management
- Conversational bots
- Marketing automation



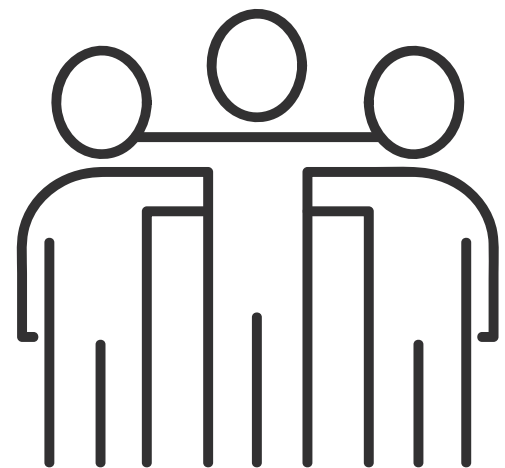
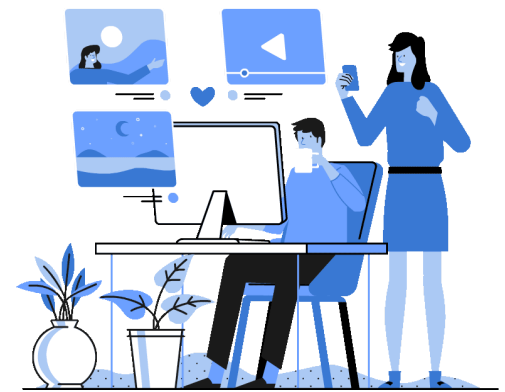
# THE INBOUND MARKETING FLYWHEEL

## Delight

This is where you will want to use the conversations inbox to align with your sales and service team to create that contextual content with the people you do the business with. You want to create a memorable content that your customers will share with their friends and family.

- Smart content
- Email marketing
- Conversation inbox
- Attribution reporting
- Marketing automation

As a business owner, you are spending most of your days attracting new leads to grow your pipeline, engaging with people who are ready to have a sales conversation and delighting them with solutions to their problems.





# EXAMPLES OF INBOUND MARKETING

## Blogging

Blogging is a way for small businesses to drive traffic to their site, enhance inbound marketing efforts and attract more prospective customers.

Companies who will blog receive 97% more leads on their websites.

Let's assume your team decides to create a blog post that contains links to your products and points readers in the direction of your website. Once you publish that article online, it could generate new leads for many months or even years to come.

Yet your marketers only have to write the piece and arrange for publishing once. The content led approach to inbound can deliver great long term value.

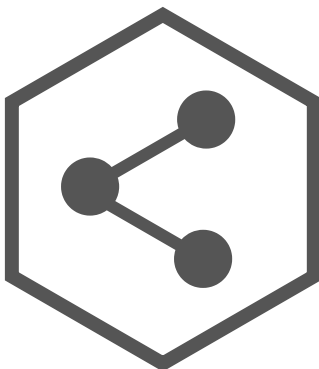


# EXAMPLES OF INBOUND MARKETING

## Social Media

Social platforms help you connect with your customers, increase awareness about your brand, and boost your leads and sales.

Implementing a social media strategy will greatly increase your brand recognition since you will be engaging with a broad audience of customers.





# EXAMPLES OF INBOUND MARKETING

## Webinars

Webinars will also benefit your business in being cost effective for marketing purposes.

Since webinars allow people to gather and be informed from anywhere in the world, there is no need to pay for travel costs or to host live seminars in various locations, all of which cost money.





# EXAMPLES OF INBOUND MARKETING

## Video Content

Most inbound marketing and sales conferences will agree that roughly half of all the content marketers produce should be video.

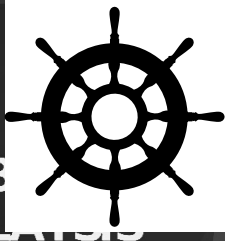
Only 60% of B2B marketers have used pre-produced video as a content marketing tactic.

It helps with boosting conversion rates, help add to your email marketing campaigns, SEO, builds trust and credibility, and helps with social shares.





WEB  
ANALYSIS



C  
REQU

# SEO PROCESS

WEBSITE  
OPTIMIZATION

CO  
W

## EXAMPLES OF INBOUND MARKETING

### SEO (Search Engine Optimization)

SEO is a whole topic itself but when it comes to inbound sales it is good for the social promotion of your web site. Users trust search engines and show presence in the top positions for keywords that customers are searching for increases sales. SEO is all about visibility and 93% of your customers won't go further than the first page of google, so it's important to be seen. Powerful SEO, interesting blog posts, authentic videos and interactive infographics are just some of the ways in which it is you can draw leads towards your business.

# TO GET STARTED

## YOUR INBOUND SALES ARE WAITING

With an inbound sales strategy, your sales team can prioritize the needs of their leads over the needs of your business. By taking this approach you are going to build relationships with your customers and they are going to be lasting and meaningful.

Rather than trying to make a hasty sale, an inbound sales strategy will help with your approach to individuals and giving them more engagement they crave.



Visit our website at <https://www.unitedwebworks.com/>  
or  
Call us at (912) 231-0016