## TEN REASONS TEN REASONS

TO HIRE AN

INBOUND MARKETING AGENCY

TO SELLE

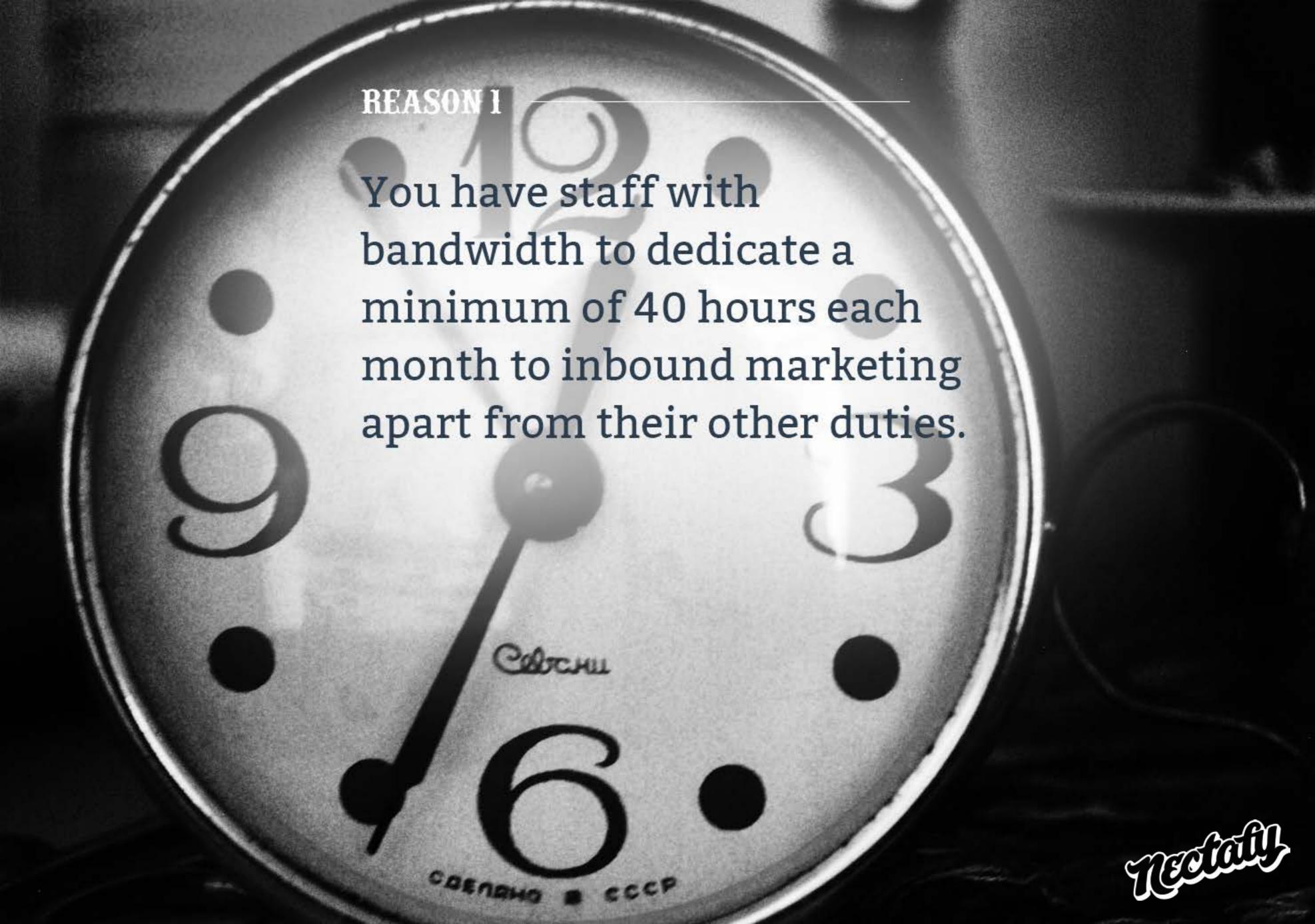


There are some compelling reasons to hire an inbound marketing agency to make the most of your online marketing. But hiring an inbound agency isn't for everyone. If these ten reasons apply to you and your company, take my word for it, you absolutely do not need to hire an inbound agency.

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Inbound marketing requires a dedication of time that most businesses simply don't have. Instead of the instant gratification that some forms of advertising offer, inbound marketing relies heavily on persistence and consistent application of a well-planned process. That process is time consuming. If you're already allocating the time necessary to make it work for your company, then you are in a fantastic position to succeed without needing to bring in an inbound marketing agency to help. Carry on with what you're doing, and relish the results.

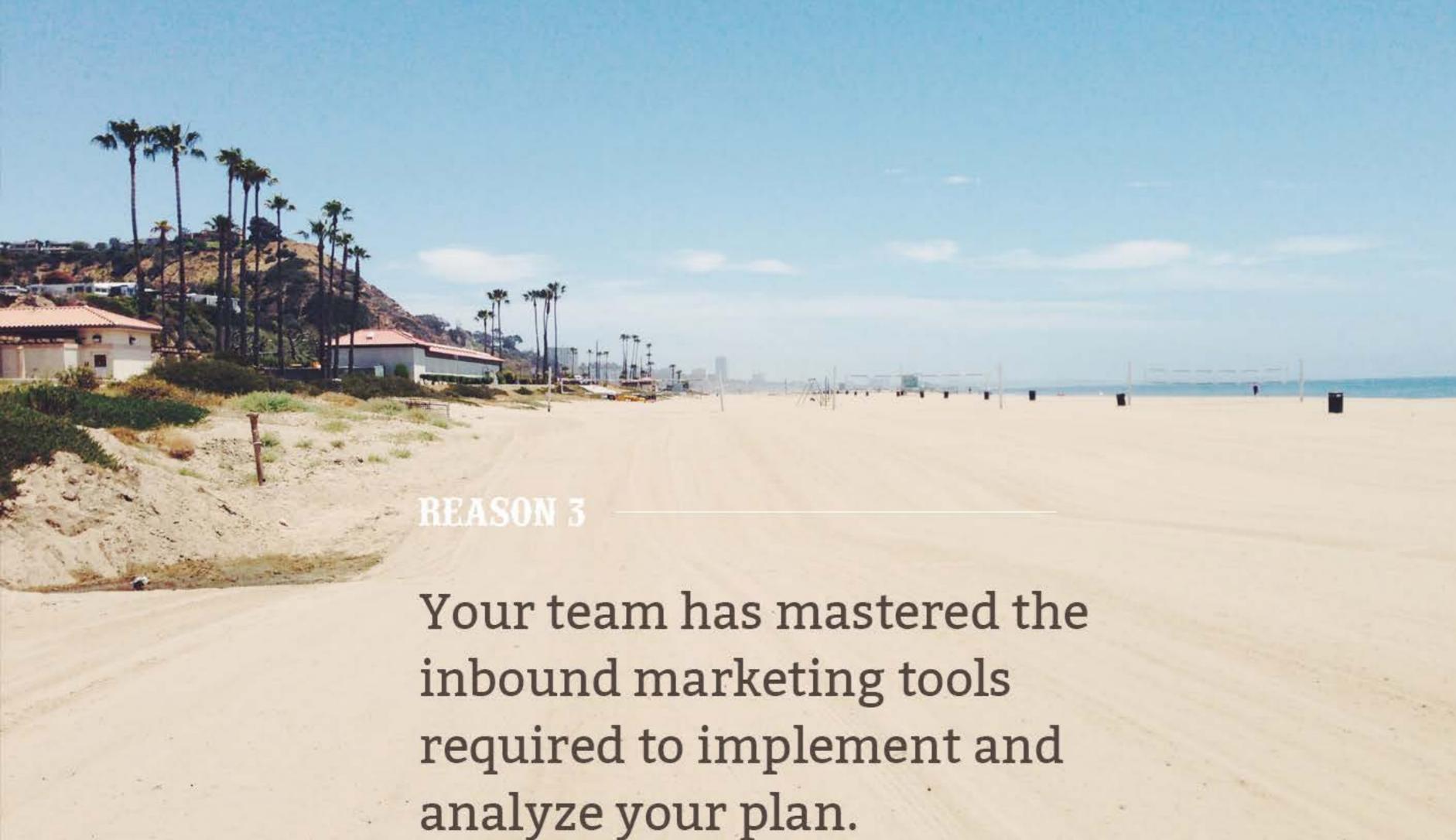
## **REASON 2**

You have a written plan in place for your inbound strategy that is simple enough to be implemented and flexible enough to be useful.



It's surprising how many companies don't have a written strategy for implementing their inbound marketing plan. For many, the transition from the way the web used to be, to using inbound marketing strategically, has been a journey full of stops and starts. Most of the time, that is simply the result of not having an over-arching plan in place. If you've put in the hard work of thinking through a plan, and documenting it so that each member of your team can consistently put it into play, you're poised for success. I remember GI Joe when I was a kid would say, "Knowing is half the battle." So, it sounds like you're already halfway to where you want to be.

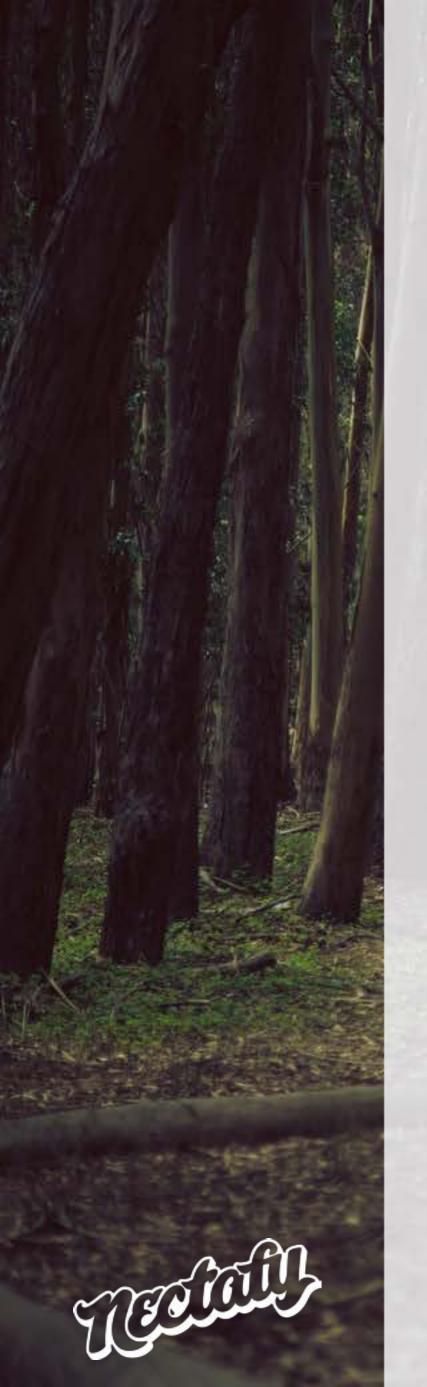






There are some really wonderful inbound marketing platforms out there. Our company favorite is HubSpot. Even though HubSpot is drop-dead simple to operate, there is still a decent learning curve for in-house teams. If you've put an emphasis on your team going through training in both inbound marketing and in the mechanics of your marketing platform, you're miles ahead of many other companies. By laying a strong foundation of both philosophy and the tools, you're well on your way.





One of the foundational keys of effective inbound marketing is becoming laser focused on talking to your buyer personas. It's hard not to get distracted chasing shiny new stories, or newsjacking things that don't really matter. If you've taken the time to map out each piece of content to a specific stage of the buyer journey and you're talking intentionally to your buyer persona at that stage, keep it up. As you speak to that persona, leads will respond.

## **REASON 5**

You are using email effectively to help your prospects move farther in the buyer journey.



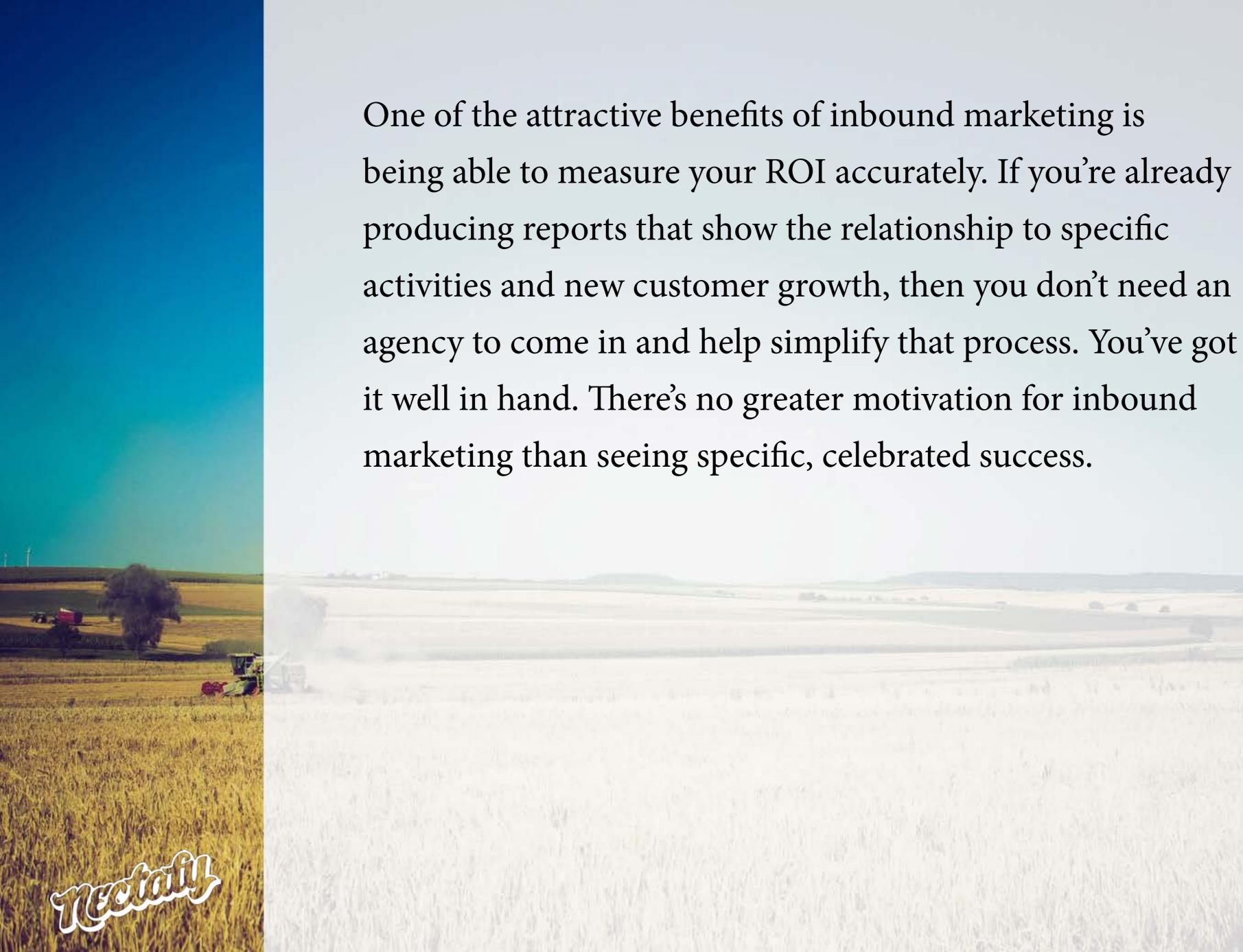
If you've discovered the power of nurturing leads with automated email workflows, and you've learned to use them well, you don't need me to tell you that you're headed the right direction. Most likely, you're already seeing results, especially if you've taken the pains to craft each work flow to move a lead farther down the path to becoming a customer. So many struggle with feeling like their email workflows are overly complicated or are pathetically impotent. If you've got your email workflows firing on all cylinders, you don't need an inbound agency to help, You just need patience and consistency. The results will come.





It's no secret that inbound marketing has to be fueled by great content. Creating that content can become an overwhelming burden if you don't have many people on your team pitching in. If you've got your whole company thinking about how their work can be expressed with content on your website, you've got enough focused content to write traffic-attracting blog posts, and lead-inducing offers. All an inbound marketing agency could do for you is cheer you on! Good for you!









Around Nectafy, we call these SMART goals. That just means that your goal is something that you've thought through well enough to define it, and you've made it tangible. By setting these kind of goals, you are creating a virtuous cycle of aiming for a new target and then moving purposefully to reach it. There's no "pie-in-the-sky" wishful thinking, or outlandish quotas. Instead, you're basing monthly goals on past performance, mixed with intelligent forecasting for the future.





One of the big challenges that many companies face is crafting their message. They are cursed with being stuck inside their own organization, not able to think the way their buyer personas think. The authors of "Made To Stick" call it the "curse of knowledge." If you're one of the fortunate few who have managed to figure out their message without outside help, count yourself fortunate. You don't need someone to bring in intelligent "outsight" to your company. Just stay on your message, and you'll connect with your customers.

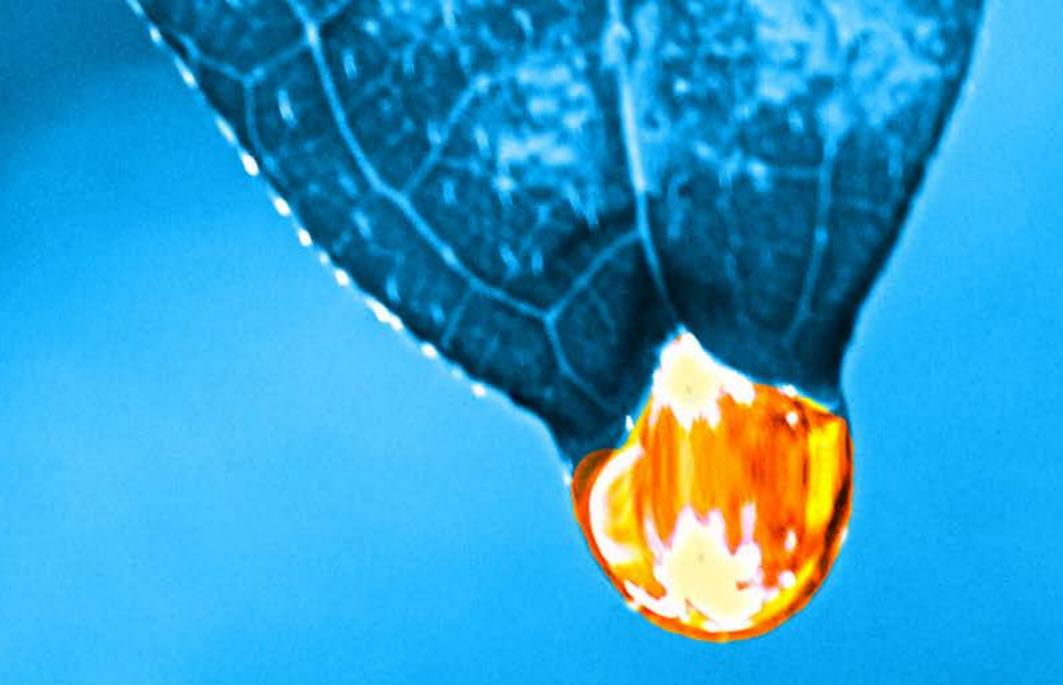
## REASON 10

Your marketing team is fully aligned with your sales team and is providing them with plenty of high quality leads.

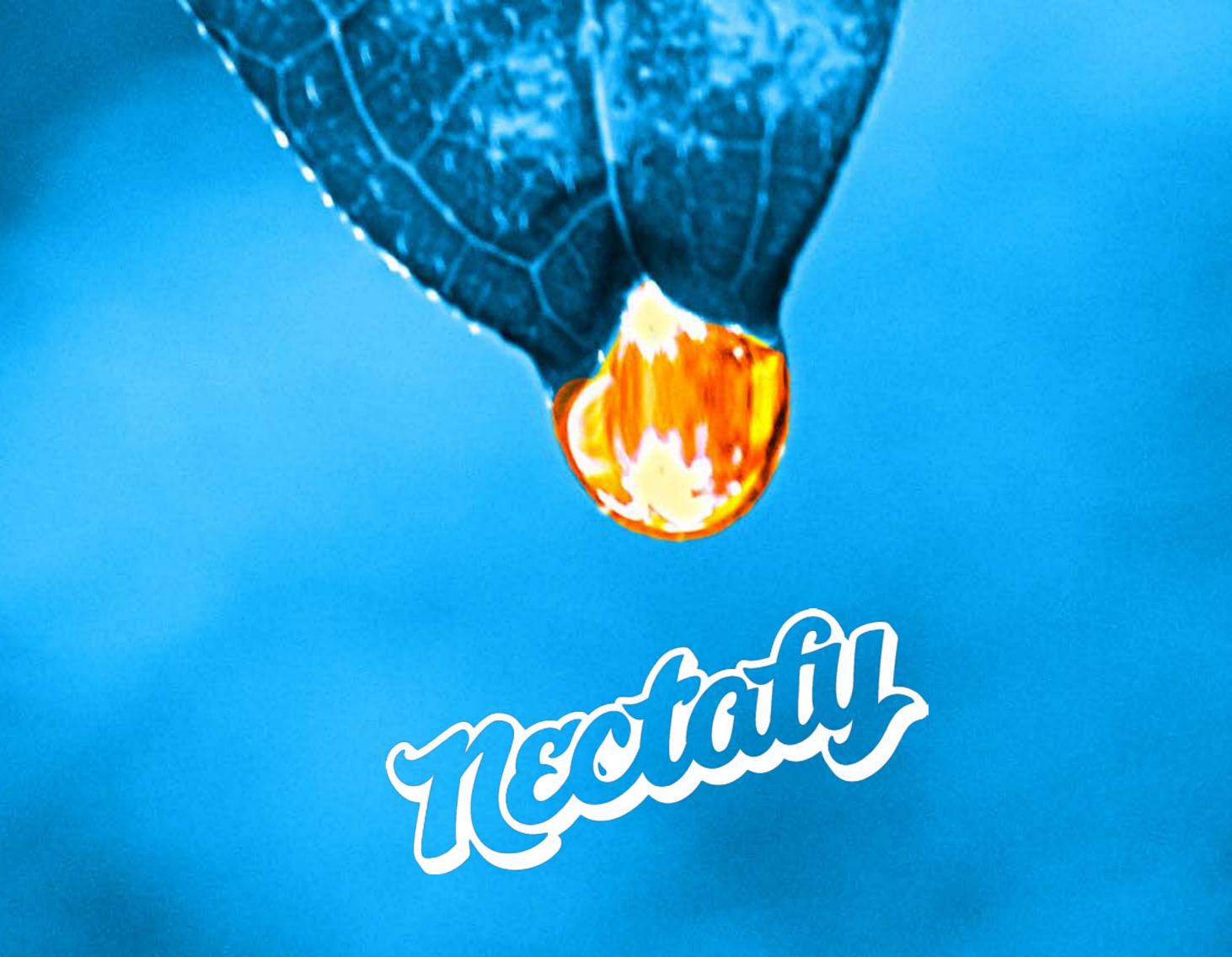


Sales teams usually complain that they need more leads from marketing. Or if they're getting leads, they really need to be higher quality leads. Marketing teams feel like they've done the good work of bringing in leads, and sales is just not putting in enough effort. The story plays out over and over in companies throughout the world. But, if you've experienced the euphoria of your sales and marketing teams being on the same page, you know that's a pretty amazing feeling. If you're able to make that happen on a consistent basis, then you don't need an inbound marketing agency to come in and bring those two teams together. You've got it.





If you don't have all ten of these reasons nailed, don't despair. Tons of other companies feel like they're struggling in most of these areas. Let's face it, handling all of your inbound marketing in-house can be a daunting task. If you'd like someone to take a look at what you're doing, or what you'd like to do, let's set up a time to talk about your goals. I never pressure or try to sell anything, so you don't have anything to lose.



http://explore.nectafy.com/inbound-marketing-assessment