

# Inbound Marketing Slides



# INBOUND MARKETING

# Traditional Marketing

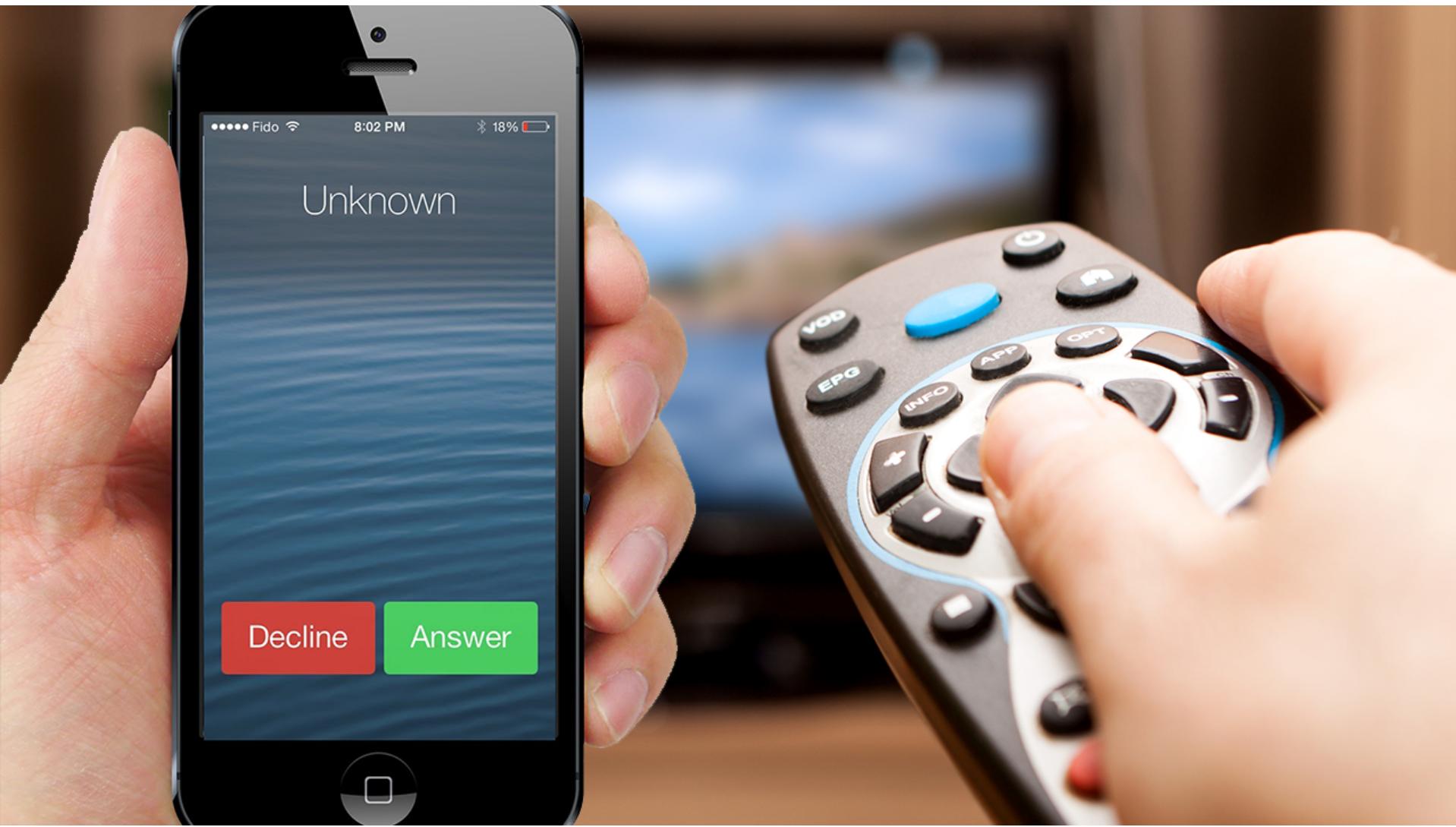


**Cold Calling  
Paid Radio Ads  
TV Commercials  
Print Advertising**

# Inbound Marketing



**Blogging  
Social Media  
Educational Videos  
Search Engine Optimization**



# Traditional Marketing



**Less Effective  
More Expensive**

# Inbound Marketing

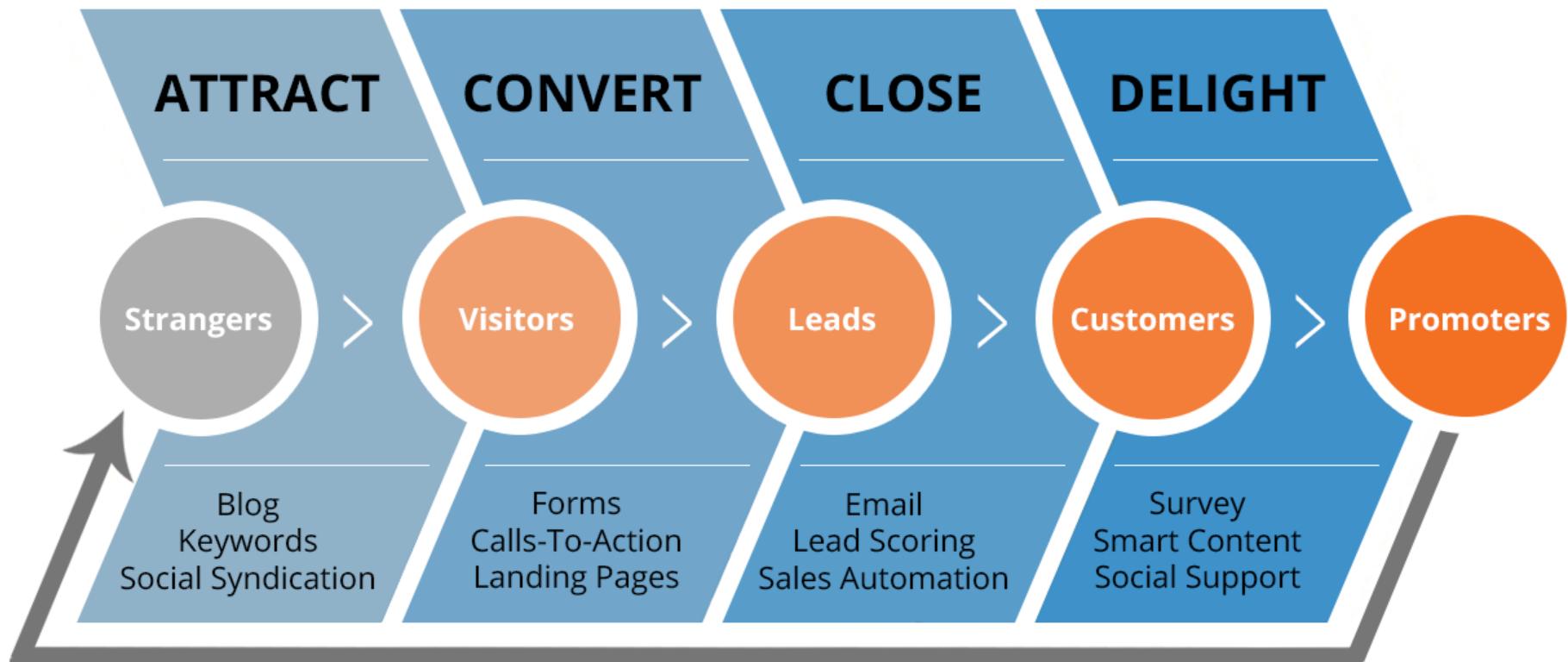


Blogging  
Social Media  
Educational Videos

# Empower Your Customers



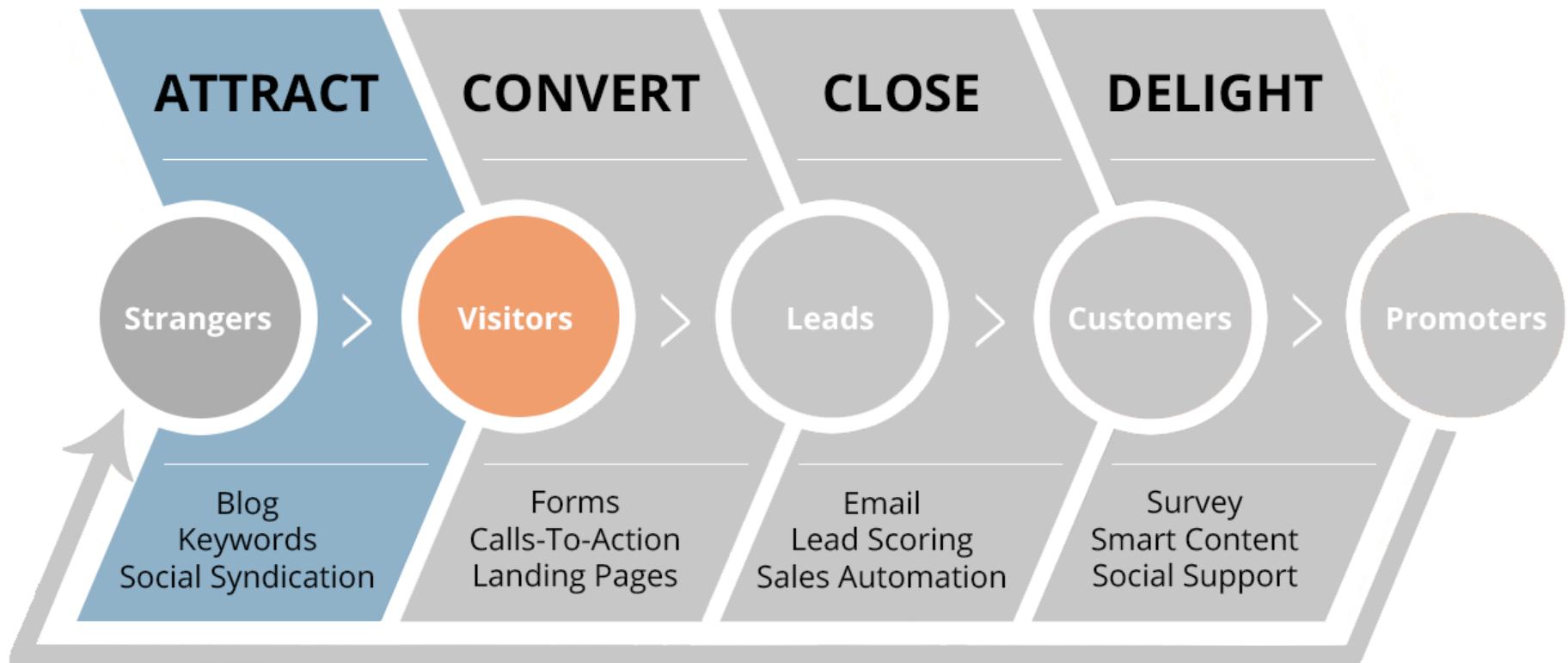
# INBOUND PROCESS



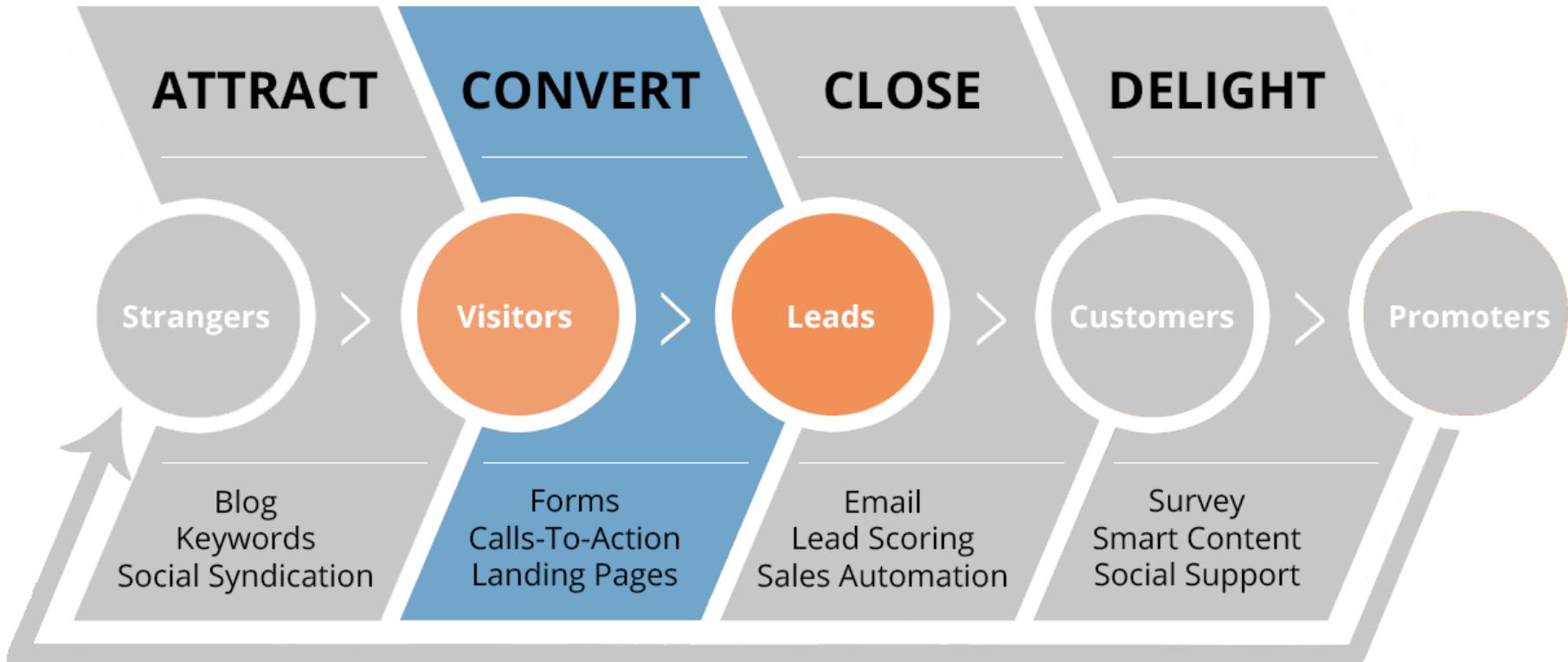
A close-up photograph of a person's hand in a suit jacket sleeve. The hand is pointing its index finger towards a glowing white lightbulb icon. The background is dark and out of focus.

**Some tools will be helpful  
in multiple stages  
(Like Email)**

# INBOUND PROCESS



# INBOUND PROCESS



**Exchange an offer for contact information**



# Valuable Offer



**Attract Your Visitors  
With A**

**CALL-TO-ACTION**

# Collect Information With Forms

(Fill out these fields to get started)

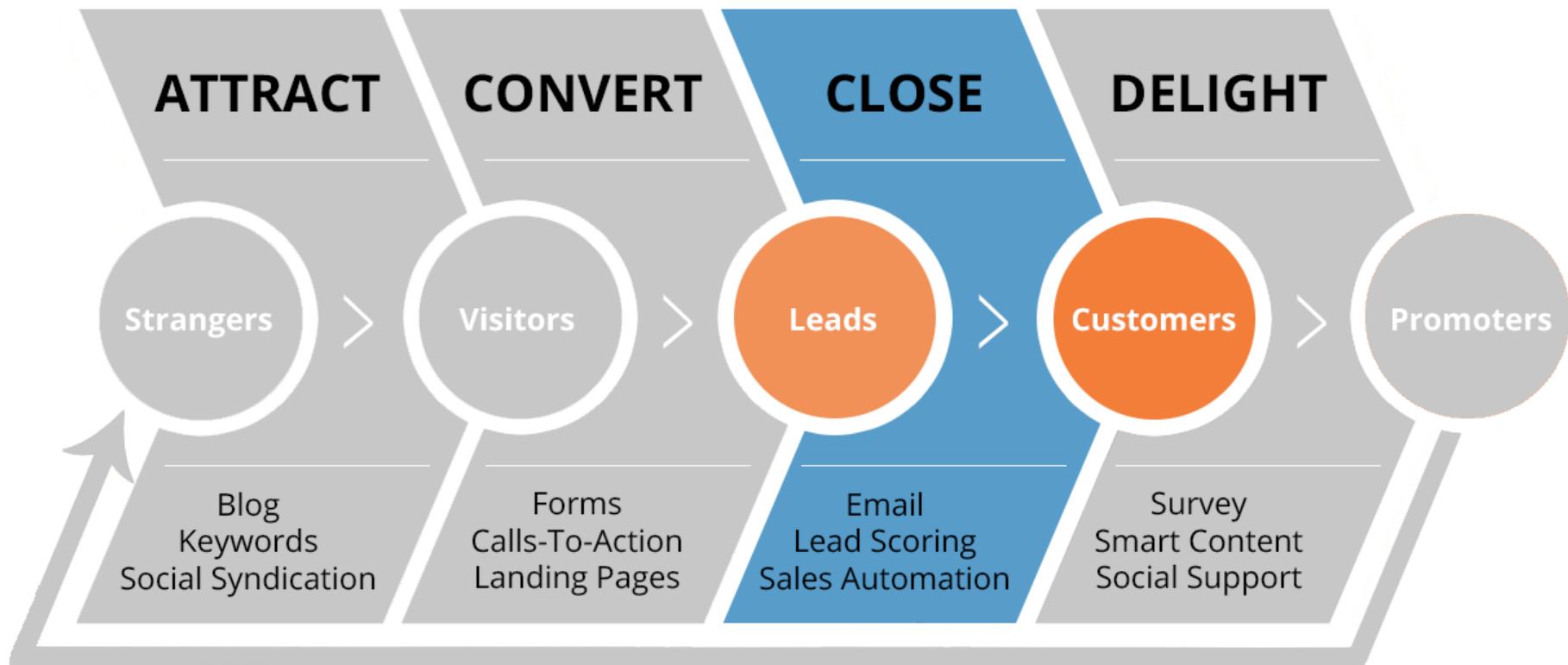
Name \*

Email \*

Website \*

Phone \*

# INBOUND PROCESS



# Use Lead Scoring To Qualify Leads

Mark leads importance with the following ranges.

Total Leads: 0



Add 1 point ▾ if a First and/or Last Name is provided.

Add 1 point ▾ if a State is provided.

Add 1 point ▾ if a Company Name is provided.

Add 1 point ▾ if a Zip Code is provided.

Add 1 point ▾ if a Title is provided.

Add 1 point ▾ if a Website is provided.

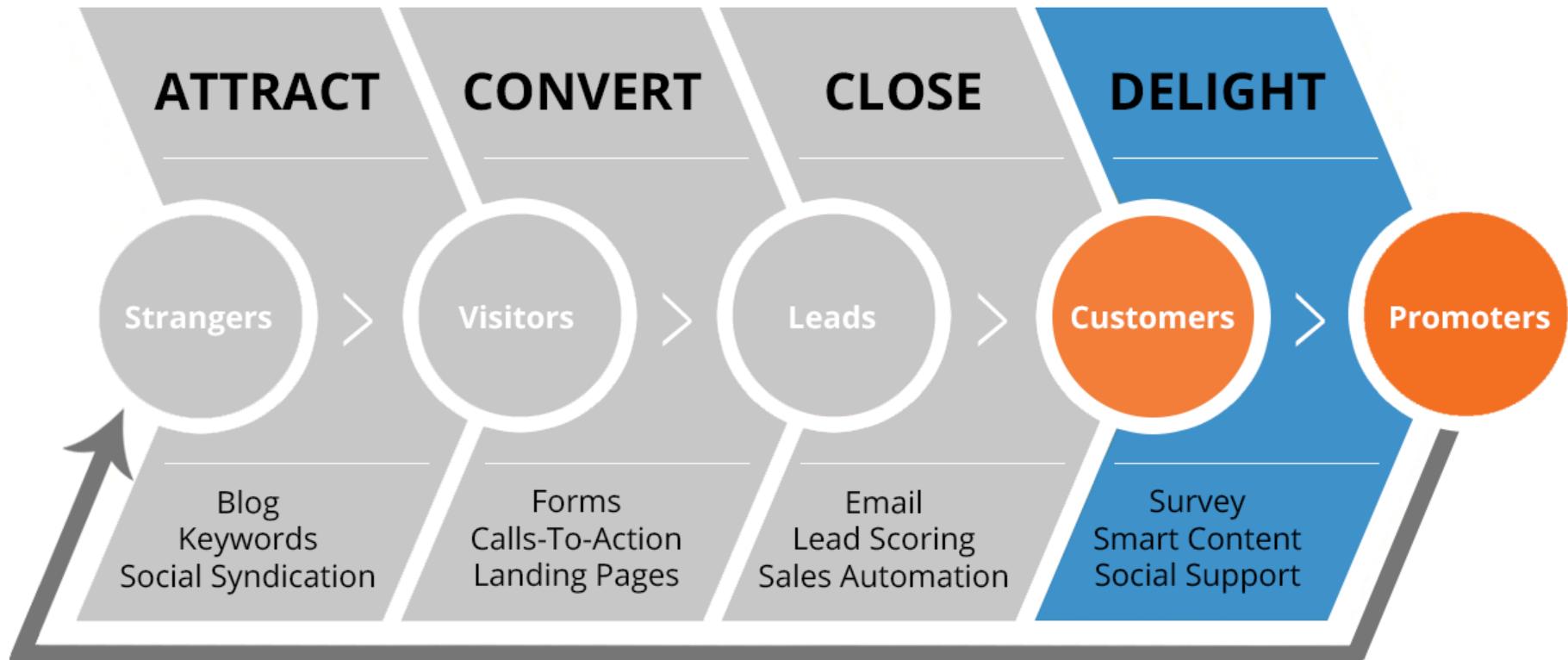
Add 1 point ▾ if a Street is provided.

Add 5 points ▾ if a Phone Number is provided.

Add 1 point ▾ if a City is provided.

Add 5 points ▾ if an Email is provided.

# INBOUND PROCESS



# Test Customer Satisfaction

 Surveys

 Social Media Support



# Happy Customers Become Promoters





**Delighted Customers Introduce  
Your Company To Their Network**



I love  
your  
company!



Analyze The  
Effectiveness Of  
**Every Stage** Of The  
Inbound Process



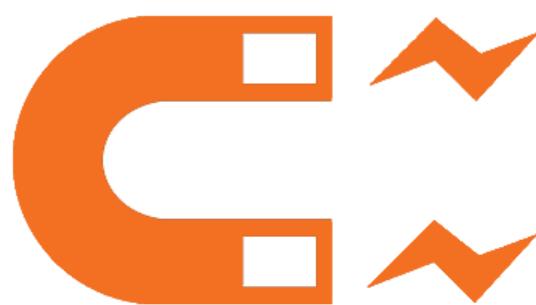
**Your Analysis  
Will Show You**

**What is working  
What is not working  
Steps needed to grow**

# Traditional Marketing



# Inbound Marketing







**GOAL OF INBOUND:**  
Educate your prospects  
on the solutions to  
their problems

**Review Study Guides  
to prepare for the  
Certification Test**

