**Q1 what are the stages of inbound marketing?**

**Ans The stages of inbound marketing** Just like for traditional marketing, inbound marketing demands planning and researches in order to develop tools to be used and results to be measured so approaches can be improved. Inbound marketing consist of attracting strangers, convert them into visitors, convince them to follow a call to action and then make them come back and become ambassadors.

**Attract** Attraction is the first stage of web marketing, the opening end of the conversion funnel, consisting, to start with, into increasing the traffic of the web site. As it was explained in a preceding class, not only is it necessary to higher the number of visitors, but it is needed to generate good quality traffic. Although being fundamental to web marketing, a web site and SEO alone aren't sufficient to reach success. You will need to study your segments carefully before choosing a channel and strategies, and you will then decide what, when and how to apply the chosen strategies (blogs, social networks, mobile applications, content strategy, etc.). Attraction groups all efforts made in order to catch attention, to turn an Internet user into a visitor and get them to read your content.

**Convert** Once Internet users has been converted into visitors, the following stage of inbound marketing consist into convincing them to read the content and getting them to act, whether it is to buy a product, ask for a quote or subscribe to a mailing list, for instance. Put simply, a conversion happens when a user positively responds to a call to action. Visits then become leads. Once you caught your audience's attention with a promise and persuaded some users to visit your website, you need to interest them and being convincing enough so they react according to your plans. This is where your content is the most important. If your content doesn't match your promise, visitor will leave immediately. A high bounce rate will be an excellent indicator of such a situation. The reasons can be various such as bad targeting of your audience, bad content or simply pages that are to long to load. In such cases, it will be needed to study your segments again and/or to adapt your contents accordingly. **Close** Once users became visitors that were turned into leads, it is time to make them customers, the final goal of any marketing efforts. At this point, its the sales forces that come into play. But all leads aren't ready to become customers at once. It is then necessary to nurture them in a constant and regular way, showing them examples of the benefits, etc. An e-mail campaign would here be very relevant.

**Delight** Once your leads have become customers, don't relate to them using advertising type of communications. Think of user experience, help them, guide them, give them advises, make them happy of their choice so they become ambassadors of your products.

**Q2 how to establish a barrier data?**

**Ans** **Establishing a barrier to gather data** Anything and everything can happen... What if Facebook's rules suddenly change? If you lose access to your account? If somebody takes controls of your pages and kick you out? Your contacts and contents are caught within social networks structures. In order to make sure to keep all the contacts and contents that took a long time to gather, you must collect them so it can be used within your other marketing tools. As a page administrator, Facebook allows you to ask up to three questions (up to 200 characters) to users upon subscription to your page (for private groups). Users don't have to answer any of the questions to join a group, but the administrators and moderators may or may not allow access. Those questions are a good way to filter the audience, but it is rarely a good idea to be very strict here. For sure, you will want to have the users e-mail addresses. Some people might hesitate or refuse to reveal this information when directly asked. You can always use a game or a contest so the e-mail will be used to notify the winners.

**Q3 What is dynamic ads?**

**Ans** Establishing a barrier to gather data Anything and everything can happen... What if Facebook's rules suddenly change? If you lose access to your account? If somebody takes controls of your pages and kick you out? Your contacts and contents are caught within social networks structures. In order to make sure to keep all the contacts and contents that took a long time to gather, you must collect them so it can be used within your other marketing tools. As a page administrator, Facebook allows you to ask up to three questions (up to 200 characters) to users upon subscription to your page (for private groups). Users don't have to answer any of the questions to join a group, but the administrators and moderators may or may not allow access. Those questions are a good way to filter the audience, but it is rarely a good idea to be very strict here. For sure, you will want to have the users e-mail addresses. Some people might hesitate or refuse to reveal this information when directly asked. You can always use a game or a contest so the e-mail will be used to notify the winners.

**Example :** A user sees an ad and click on it. The user is redirected to a landing page promoting a product. Not interested, the user leaves. The day after, the user may see an ad about the product in the news feed taking in account the fact that the user already visited the landing page.

**Another example :** A user sees an ad in the news feed and doesn't react to it. A few days after, another ad about the same products shows up in the news feed, but this time, the ad is different in style and positioned differently.