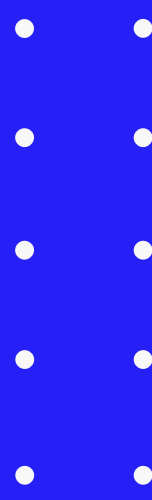




Inbound Marketing 101: A Mini-guide for Attracting New Audiences

We keep it simple with five easy-to-use content strategies to kick your inbound marketing campaigns into GO mode.





What's The Challenge?

Inbound marketing is preached about by every Marketing 'guru' out there but who do so many brands struggle to make it work?

+ Targeting Unspecific Audiences

Not because users are coming to your digital channels means they're actually interested in taking a buyer's action.

+ Creating Content Without Emotional Value

Content is only as good as the way it makes users feel about the value of your product experience

+ Lack of Experience Personalization

In a world where you can use AR/VR to discover your next vacation with Google Maps, getting creative is a must with UX design.



Breaking It Down

Inbound marketing doesn't have to be hard but it does require adequate market research, consistency and above all, attention to the customer data stories being told.

1

Attract

Dynamic and relevant content must be frequently available for users to discover who your brand is, and the value your product brings to their everyday lifestyle.

2

Engage

Ask them questions, provide online surveys, and listen to what they're saying about the customer experience, so you can constantly improve the digital UX for a more personalized CX.

3

Close

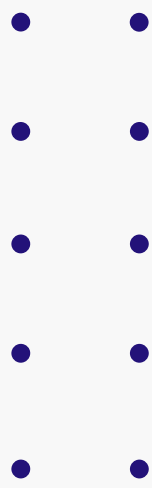
From pop-up chat bots to abandoned cart follow-up emails, use data-driven marketing tools to encourage users to convert because of the immediate need of future value of your product for their everyday lifestyle.

4

Delight

Effective inbound marketing rests on your brand's ability to leverage the power of great content to create sustainable customer relationships guided by data-driven marketing analytics.





Here's The Solution

We've tried and a tested a few simple inbound marketing strategies, but don't take our word for it, the research says it all.

On-Page SEO



67% of all clicks go to the first five organic results.

databox.com

Dynamic Content & Design



38% of people will stop engaging with a website if the content or layout are unattractive

sweor.com/

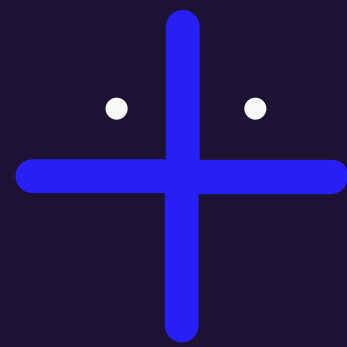
Marketing Analytics



66% of marketing data is used to better focus on targeting offers, messages and content.

forbes.com





Still Feeling Lost In The Jungle of Inbound Marketing?

Talk To Our Team.



0879 34 33 34



office@web4you.bg



www.web4you.bg