



*Roger, Roger*

PERFORMANCE-FOCUSED MARKETING PARTNERS

## The Fundamentals of Inbound Marketing

[www.rogerroger.marketing](http://www.rogerroger.marketing)

# Introduction

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Imagine a kind of marketing where customers come to you.

No time or money is wasted on the 'scatter-gun' approach, where you cast the net wide, hoping that some of your advertising reaches the right people.

Instead, using a targeted strategy, people seek out your business to purchase a product and/or service.

**Welcome to the world of Inbound Marketing!**

Inbound Marketing is the creation of valuable content or even experiences specifically tailored to your audience or the audience that you would like to attract.



# What does it mean?

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Inbound Marketing is a powerful tool that has totally flipped traditional advertising and marketing on its head. This is largely due to the power consumers now hold when it comes to making informed choices before deciding to buy.

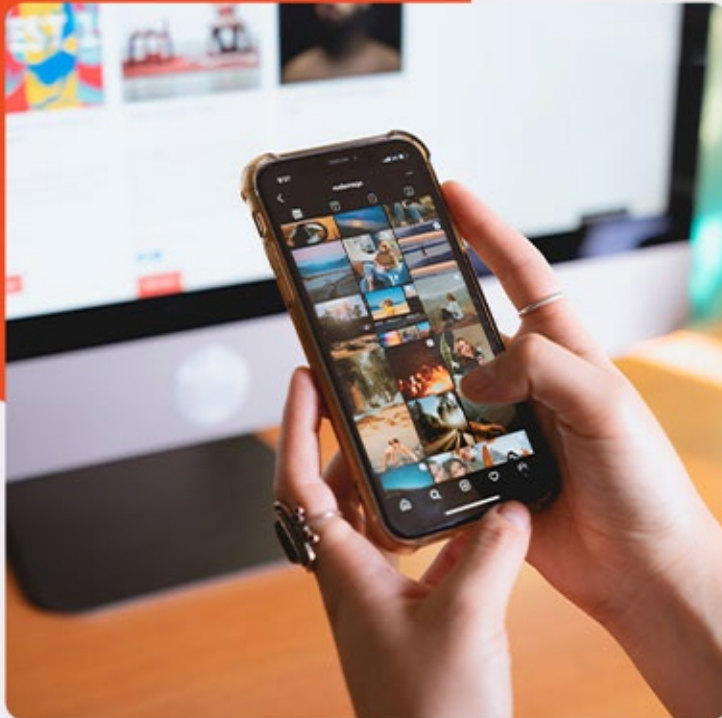
The 'online world' allows people to:

- Ask for recommendations from others
- Read reviews
- Understand their needs and do their own research - simply by typing a query into Google

## Something to ponder:

Think about the last few times you were on your own journey to buy something - what were the steps you took to get there?





So what does this actually all mean? Most marketing and advertising is really only successful if you are reaching potential customers at the exact point they are ready to make a purchase.

And you can't rely on a billboard or magazine ad to deliver that kind of accuracy in timing.

With inbound, an organisation is creating content that can be accessed when needed by the consumer - and this is what allows it to be so successful.

"Today's buyers might be anywhere from two-thirds to 90% of the way through their journey before they will engage with a vendor's sales rep."

- Forrester Research

# Key elements to successful inbound marketing

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Inbound Marketing has plenty of elements that go into making it a well functioning marketing technique, but you don't have to start with them all. In fact, it's best to get the basics right, and build from there.

## 1 Marketing Automation

This is a software (part of your marketing systems mix) that acts as the brains and heart of the system. It helps you to manage content, social posting and sending out emails, while also monitoring what is working (or not).





## 2 Your Website

Your website is the central meeting point for your Inbound Marketing strategy. It is the house that holds your content, engages with your customers, and tracks and reports on activity. Therefore it is crucial to ensure it is up-to-date, professional and fast. An effective website works hard to introduce people to your brand, lets them know about your services and/or products and encourages them to engage with your business.

## 3 Content

Inbound Marketing is nothing without content as this is ultimately how people will find your business. From Product/Service reviews, thought leadership articles, infographics, videos, blogs and guides, creating content is key to building brand awareness and getting consumers to buy from you.

## 4 Distribution

How will your content reach people? What channels are they engaging with? Perhaps it is largely via Facebook, Instagram, or if you're B2B, LinkedIn. Or maybe it's direct via an email newsletter, or a digital message from one of your sales people. There are countless ways you can work to get your content in front of the right people, at the right time, via the right channels.

"Inbound Marketing is the process of helping potential customers find your company - often before they are even looking to make a purchase - and then turning that early awareness into brand preference and, ultimately, into leads and revenue."

- Marketo.com



# Where to begin in your business?

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## 1 Understand your customers.

This is about really looking at who is buying from you and why they do. Pinpoint their demographic, location, wants and needs. Build up a picture of your ideal customer so you can become their friend.

## 2 Develop a 1 to 1 relationship.

Work out how you are going to talk to potential customers on a one-to-one basis (like you would a friend). Consider how to communicate with them on a more personal level.





### 3 Focus on delivery of your message.

Know where you need to go to reach your customers - not what is just easiest for you.

### 4 Never 'set and forget'.

Inbound Marketing is constantly moving, so you need to always be measuring what is working, what isn't, and continue to create meaningful content. Ensure you are constantly improving your offering.

51%

of organisations surveyed said that Inbound Marketing provided a greater ROI (return on investment) compared to 16% for outbound (traditional advertising).

- Hubspot, 2018

So, think that all this Inbound Marketing stuff sounds pretty good? We do too. It's something we live and breathe at Roger Roger, and here's where we suggest you start in terms of developing an inbound plan.



**What now? Want help with setting your business'  
Inbound Marketing Strategy?**

**Or want to ask us a question?  
Just ask, we're here to help.**

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