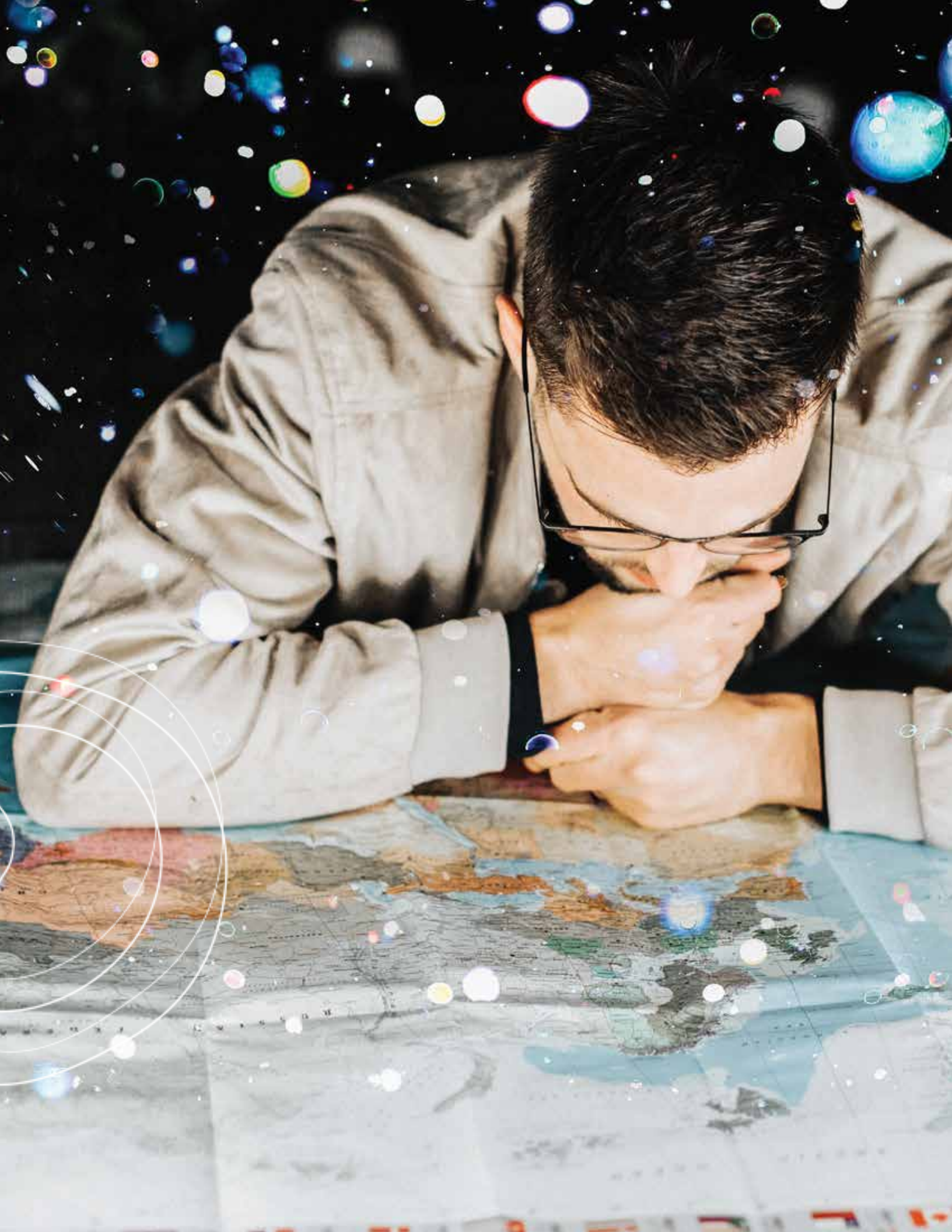


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Your guide to
**Inbound
Marketing**



What is inbound marketing?

Inbound marketing is a marketing category that focuses on bringing customers to you. It is used to create brand awareness and attract new business. Types of inbound marketing include content marketing, blogs, events, search engine optimization, and social media.

How do you attract customers? Create content to address the needs and wants of your ideal customers. Offer solutions to what customers are searching for, and they will find you.

Inbound Marketing is so powerful because you have the power to give the searcher/consumer exactly what answers they are looking for at the precise point that they need it. That builds trust, reputation, and authority in whatever niche you are practicing this form of marketing in.

*— **Joshua Gill** Inbound & SEO Marketing Consultant*

*Quality
content*



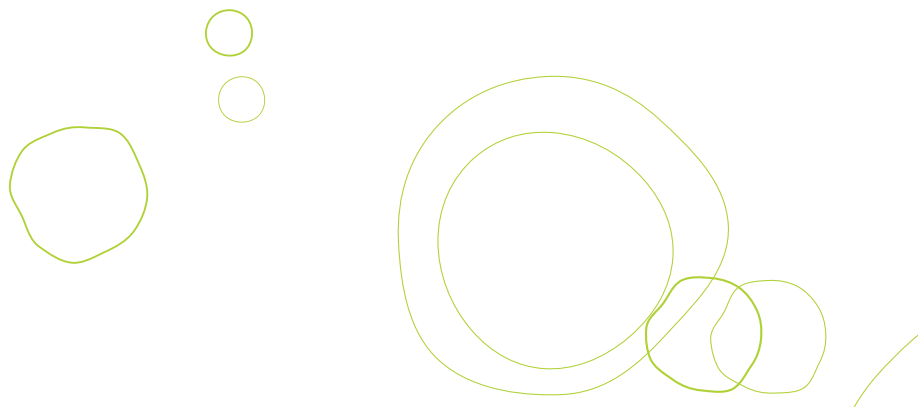
What kind of content do I need to create?

The idea behind inbound marketing is simple. Create high-quality content and experiences that give your customers what they want and need.

This is where we point out that inbound marketing and content marketing are not the same thing. Content marketing is a piece of inbound marketing, but it is not the full scope of inbound marketing.

Content marketing is exactly what it sounds like. Creating high-quality, valuable online content for your targeted audience. Inbound marketing utilizes this content in strategic ways to attract your audience and convert them into paying customers.

Inbound marketing utilizes tools like calls-to-action, landing pages, forms, website analytics, and customer retention/relationship management software to maximize the conversions and effectiveness of your content (and other) marketing efforts.





What do I need for successful inbound marketing campaigns?

SEO (search engine optimization)

SEO is essential to successful inbound marketing strategies. You want your company to be at the top of search results to ensure your content is being seen by your target audience.

Blogging

Blogging is the most common form of inbound marketing. It can have a significant impact in driving traffic to your site, and provides a steady source of content and material for other marketing efforts, like social media.

Social Media

Social media is a powerful online community. More than 67% of internet users are using social media to share information. You need to have information ready so you can take advantage of this audience pool.



The benefits of inbound marketing.

Quality Traffic

You can focus your inbound marketing to reach the right audience in the right places. Those are potential customers that are more likely to convert.

Community and Trust

Inbound marketing provides potential customers with the information they are actively looking for, in a creative and engaging way. You aren't pushing unwanted sales or services, but presenting your brand as a useful and reliable source of information or products.

Diversity

Your inbound marketing strategy should include multiple marketing channels. By pursuing traffic from a variety of sources, you are not only reaching a broader and more diverse audience, but you are also not reliant on one platform. If you are only using one channel, you are at greater risk for one review, technical issue, or comment having a significant impact on your business.

woohoo!





How do I start?

Inbound marketing is all about creating killer content. Your initial investment is going to require more heart, commitment, and thought than money.

Find your audience.

Identify your audience and learn everything you can about them. Your content should be educating and providing value to your customers. You can't do this if you don't know what they want and need to know.

Tell your story.

You need to think about and determine your unique story. If you've already established your branding, brand message, and brand voice, this part will be a piece of cake.

Make a plan.

Choose your delivery platforms. Different platforms lend themselves to different content, so make sure you are creating the best content for each audience.

Schedule for success.

Create and adhere to a content calendar. This will keep you organized and give you an overall view of your content strategy.

Ready to get started and be awesome?

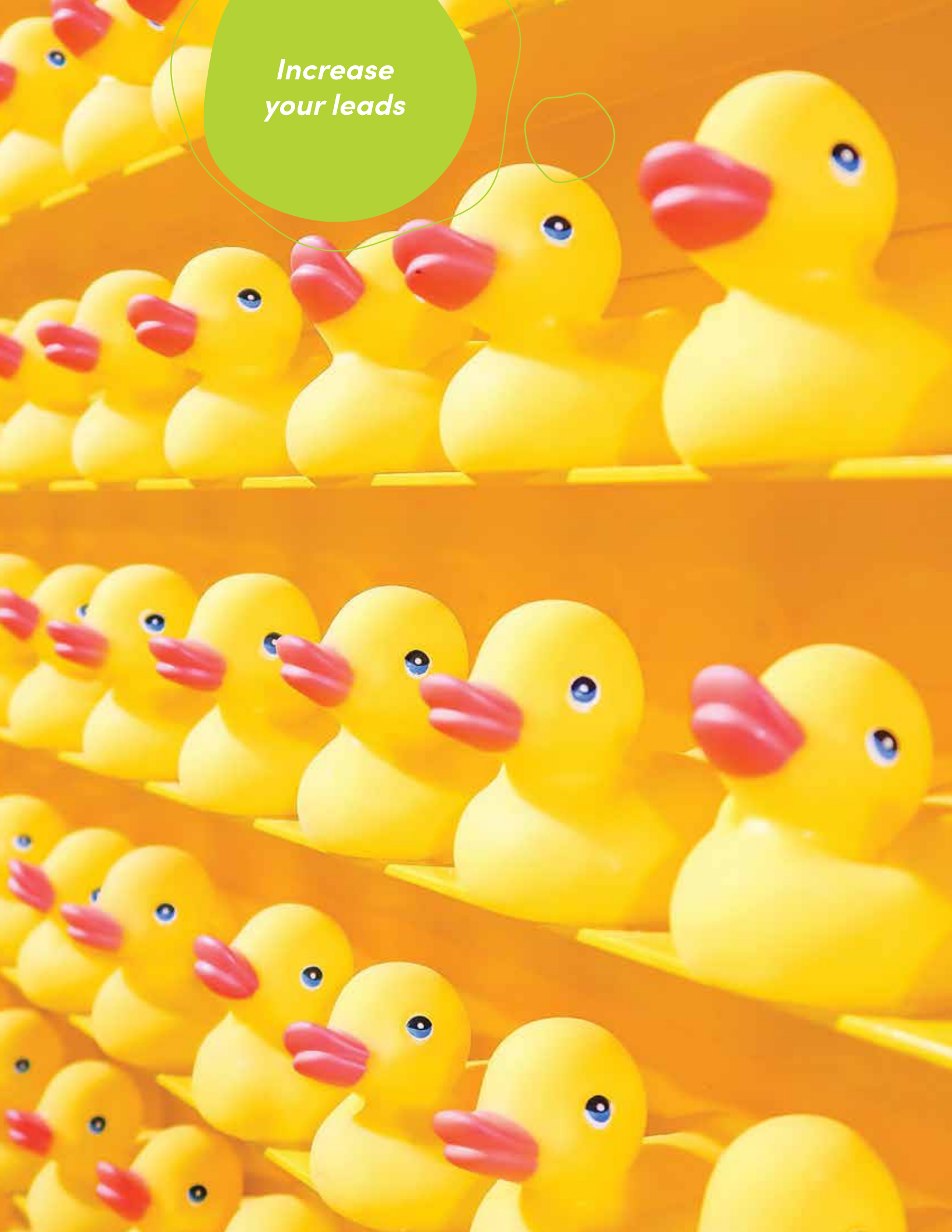
If you aren't thinking, "I need inbound marketing now!" then we haven't done our job. Inbound marketing allows your business to stay current with the behaviors and psychology of modern buyers.

It can also be a lot to take on, but we've got that covered. ZO can get all your ducks in a row with an excellent inbound (and beyond) marketing strategy and materials.

Rather than focusing on 'enough' content, marketers should be focused on publishing quality content. Content that educates their audience and builds brands and authority. The right content will be shared, increasing your reach, increasing awareness, increasing trust and increasing leads. The wrong content will lose followers and damage your reputation.

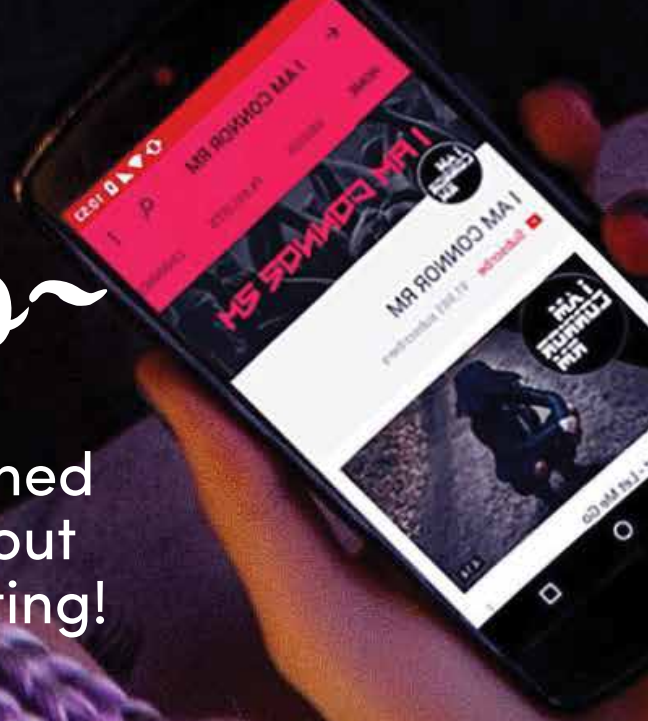
— Stacie Chalmers *Inbound Marketing Consultant, TIMCo*

*Increase
your leads*



Congrats~

You've just learned
a whole lot about
Inbound Marketing!



A person is shown from the chest down, holding a smartphone in their right hand. They are wearing a dark, patterned top and a large, ornate silver ring on their left hand. The background is dark and textured, possibly a wall or a large piece of fabric. The overall lighting is low, creating a moody atmosphere.

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expert guidance?

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for you!*



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