

SURVIVING THE FUTURE with **INBOUND MARKETING**



SEAGULL
GROW BETTER



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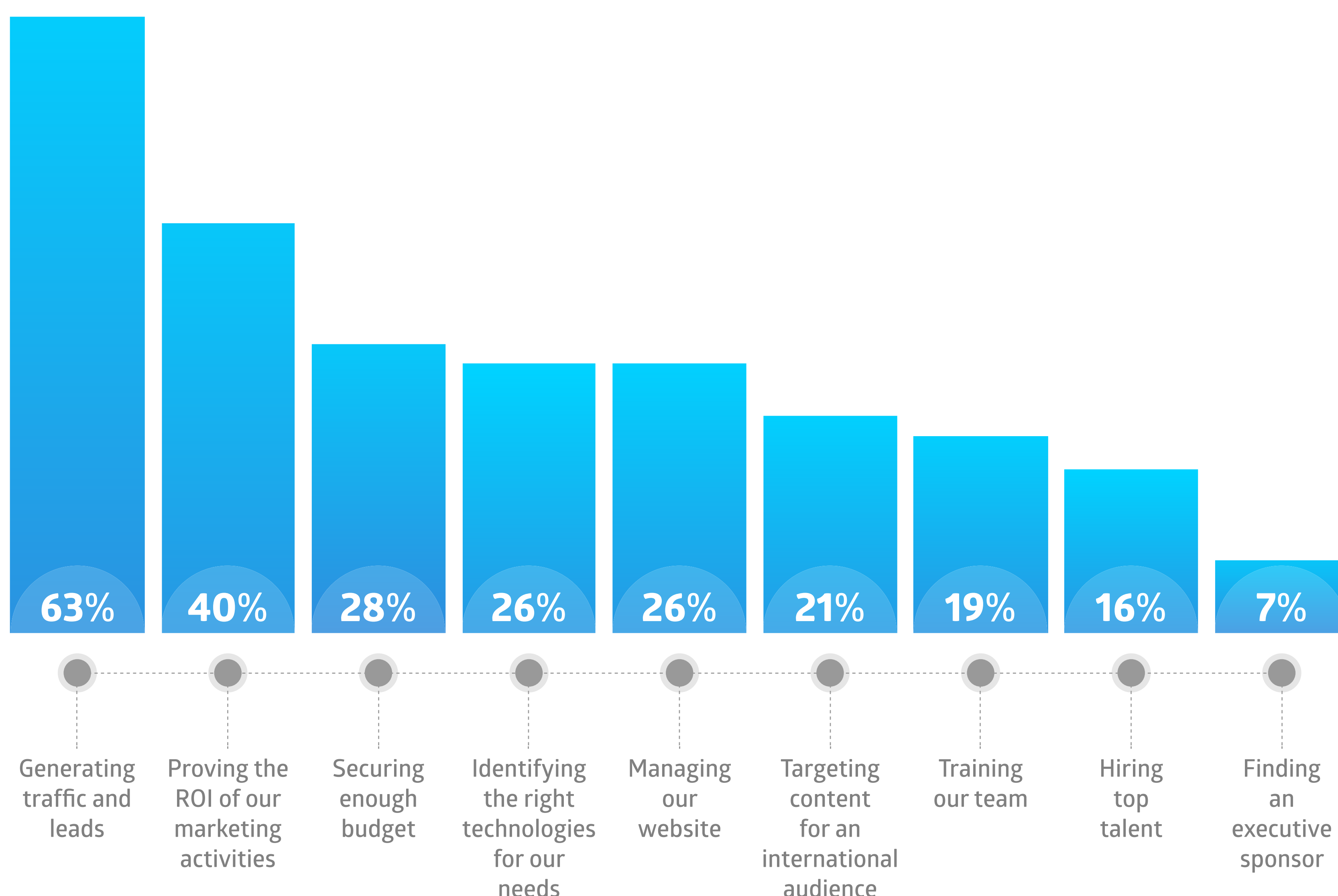
Introduction

People today buy differently than they did 10 years ago, and they want to make much more informed decisions. The customer is more in control than ever — and tunes out traditional sales and marketing messages like never before.

Do you as a business owner, find yourself unable to understand the customer's pain-points and offer accurate solutions?

We've all been through it.

What are your company's top marketing challenges?



Inbound marketing starts from a very simple observation: people do not want to be interrupted by marketers. **They want to be helped.**

So let's understand first how, since 2006, inbound marketing has been the most effective method for doing business online and why this might be exactly what you're looking for.



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Introduction to Inbound Marketing



“70% of consumers want to learn about products through content as opposed to traditional ads”
- (MDG Advertising)



To work in the digital space, a business must be comfortable with constant change and flexible enough to evolve quickly.

To draw in your customers you have to:

- Guide the business owners to maximize profit opportunities
- Minimize financial risk
- Maintain a good reputation

This is where Inbound Marketing comes in the picture.

Inbound marketing has been the most effective marketing method for doing business online.

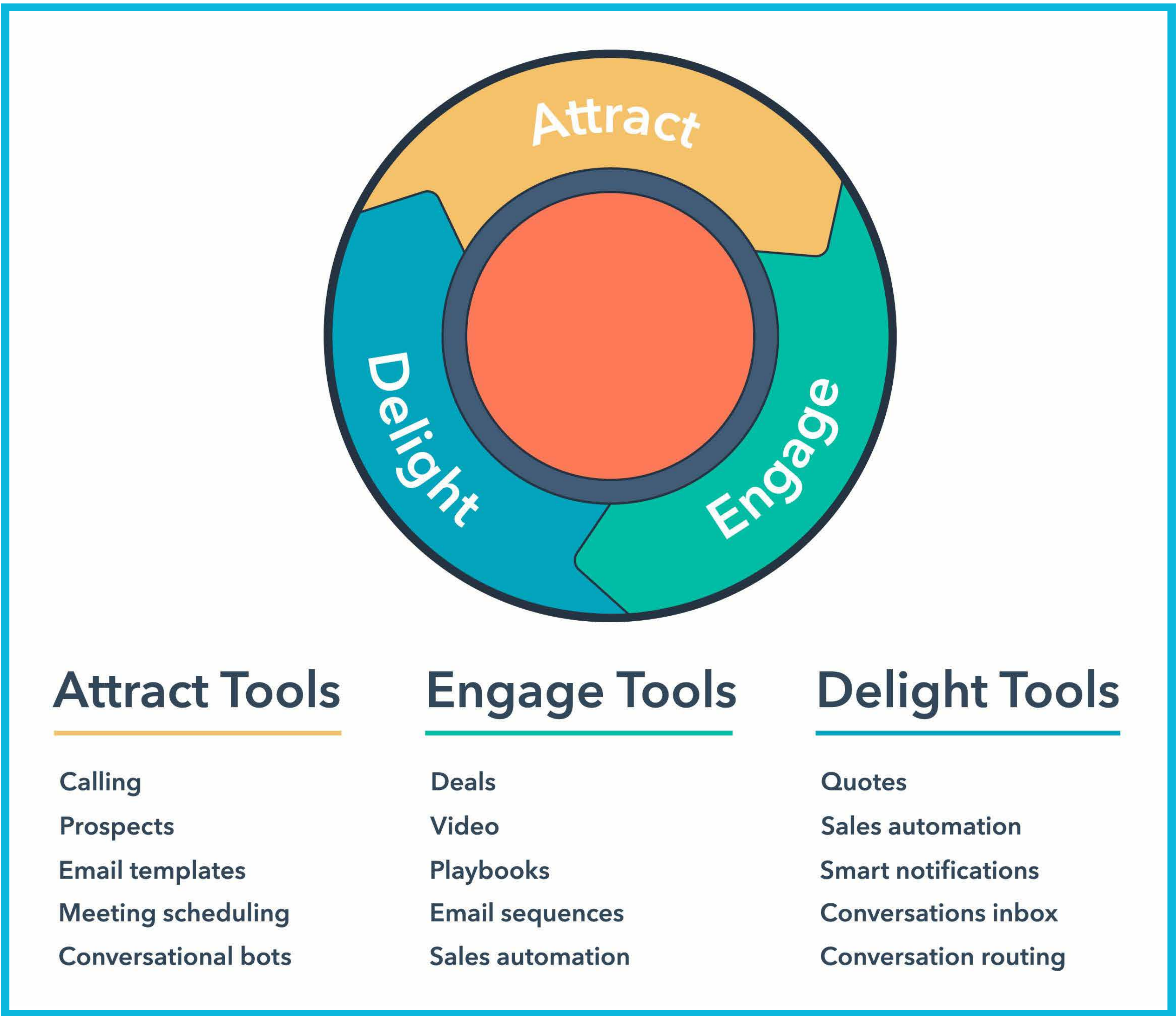
Instead of the old outbound marketing methods of buying ads, direct mail, buying email lists, inbound marketing focuses on creating quality content that attracts people who would need your products or services.



The aim of inbound marketing is to continuously evolve and be a part of the conversation and engage with your target audience on the right online platforms.

Thus helping them take better informed decisions that are ROI driven, sustainable, ideation-led and offering them solutions tailored to their specific pain points.

The Inbound Marketing Flywheel



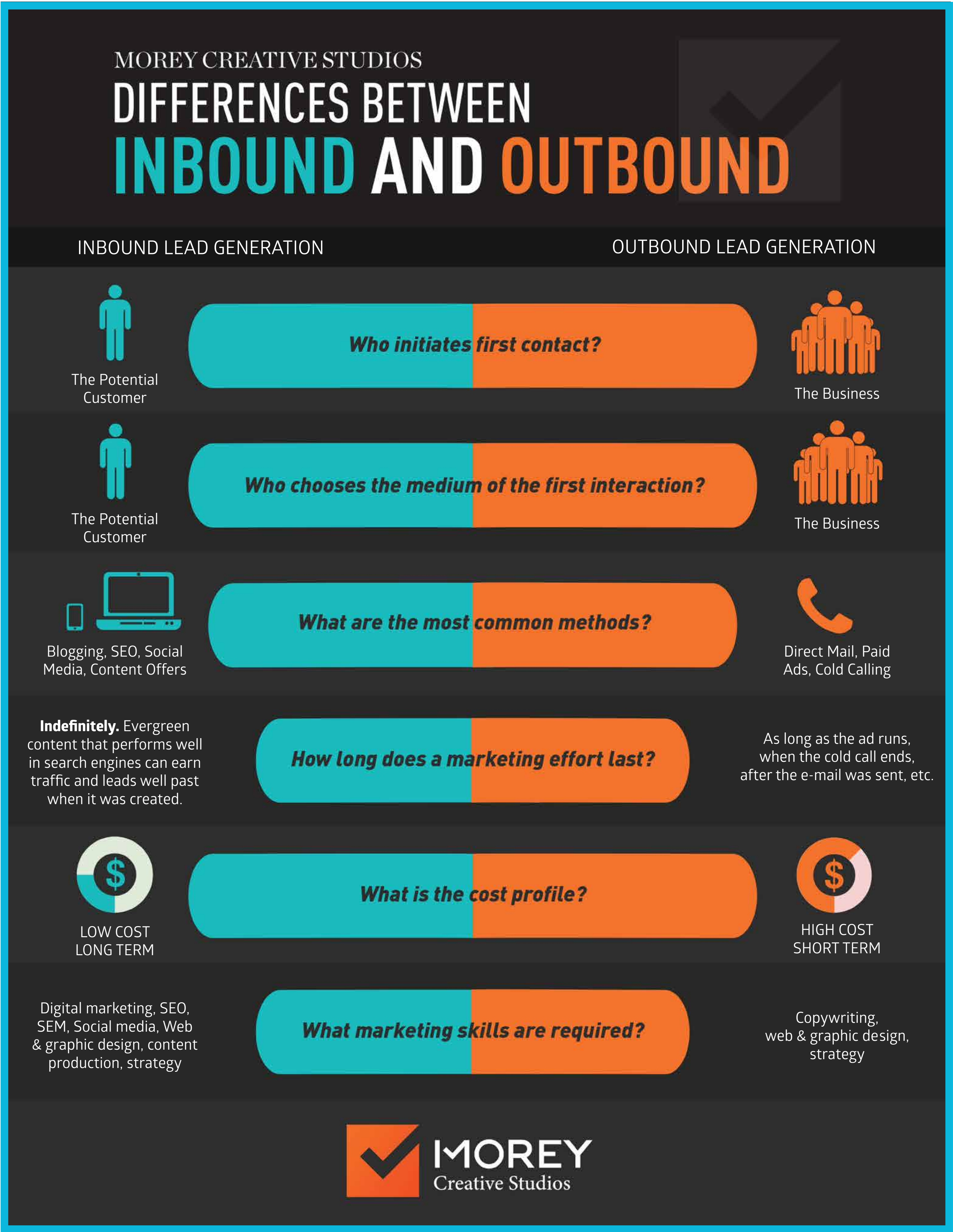


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Outbound vs Inbound Marketing



“Inbound marketing generated 3x more leads than traditional marketing and it costs 62% less per lead”
- (State of Inbound, HubSpot)



(Source - Morey Creative)
<https://www.moreycreative.com/blog/inbound-vs-outbound>

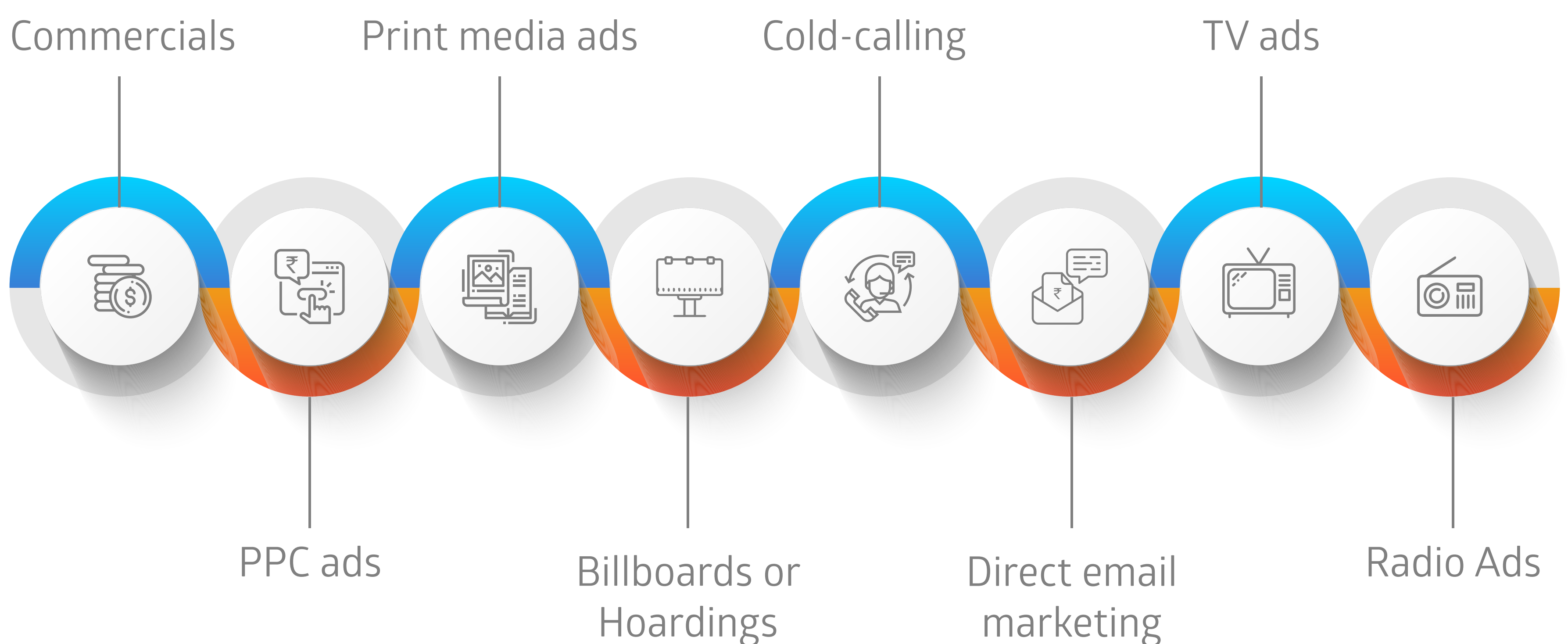


Outbound Marketing

“The aim of outbound marketing is to reach as many people as possible, whether or not they are actually interested in your product/service offering.”

Without a sustainable lead generation flywheel, it is very difficult to thrive in today's competitive market. It is the job of your marketing team to build a lead flywheel that provides you leads on a consistent basis.

In general, outbound marketing tends to market to a larger volume of less-targeted people, using tactics like:



Advantages & Challenges of Outbound Marketing

It is a traditional marketing strategy that talks at the customer and this type of marketing can give speedy results as long as you have the spending capacity. It is **company-focused** marketing.

Advantages = Reach a large number of audience, Build awareness very quickly, get quick conversions or customers (depends on the amount you are ready to spend)

Challenges = Huge spending capacity required, reaching irrelevant users as well, benefits stop as soon as you stop advertising/spending.

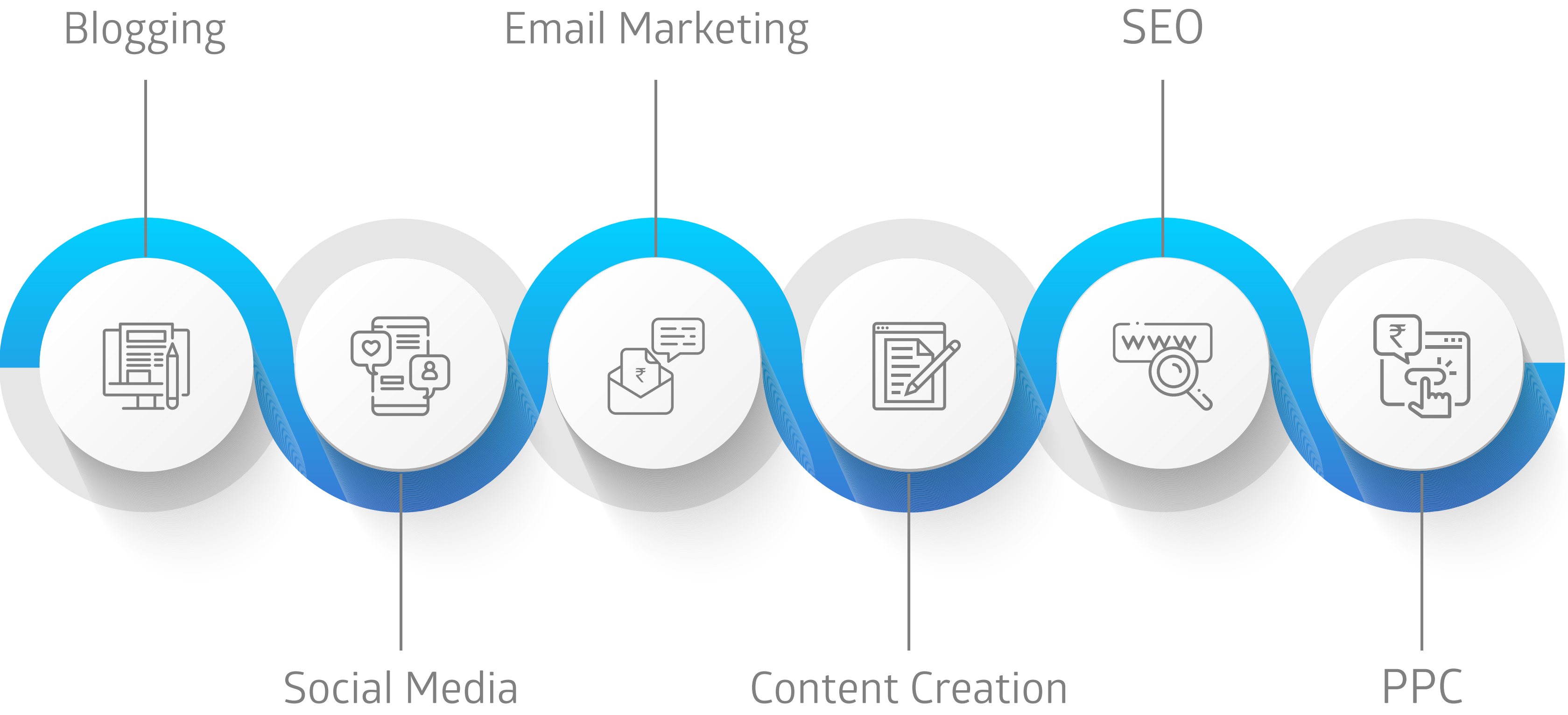


Inbound Marketing

Inbound Marketing *(a term coined by Hubspot - The leader in inbound marketing)* facilitates the buyer's journey through the sales flywheel – from strangers to promoters of your brand.

By creating the right content, at the right time & publishing it on the right platforms, your marketing becomes relevant and helpful to your prospects rather than interruptive.

Typical inbound marketing strategy includes:



With inbound marketing, potential customers are able to find you through content like blogs, videos, infographics and more.



Advantages & Challenges of Inbound Marketing

Inbound is about getting found when your prospects are searching, rather than forcing your message on people who may or may not be interested. It is a customer centric process.

Advantages = provides value to prospects at every stage of buyers journey, generates long term ROI, creates a lasting relationship with your brand.

Challenges = results take time to start showing, needs a concrete content marketing and SEO strategy, requires higher investment upfront.

Let’s do a quick recap:





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Why inbound marketing is effective?

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“42% of companies have hired
a designated content strategist”
- (Curata, 2016)

”

As the number of businesses starting to adopt inbound marketing process increases, the more of an impact it will have on the future. Advances in technology and the way people like buying these days will further contribute to the effect.

The availability of information online and the ease of buying are moving the buyers to the point of self-dependency.

A crucial opportunity lies within the grasp of businesses to add value to their products and services.

If you want to engage with your audience and promote your content in a personalised way, then there is no better way than Inbound Marketing.

The major benefit of inbound marketing is that it understands and analyses the behaviour of people who visit your website. Thus, giving you a better idea to generate content that tailors to their needs.

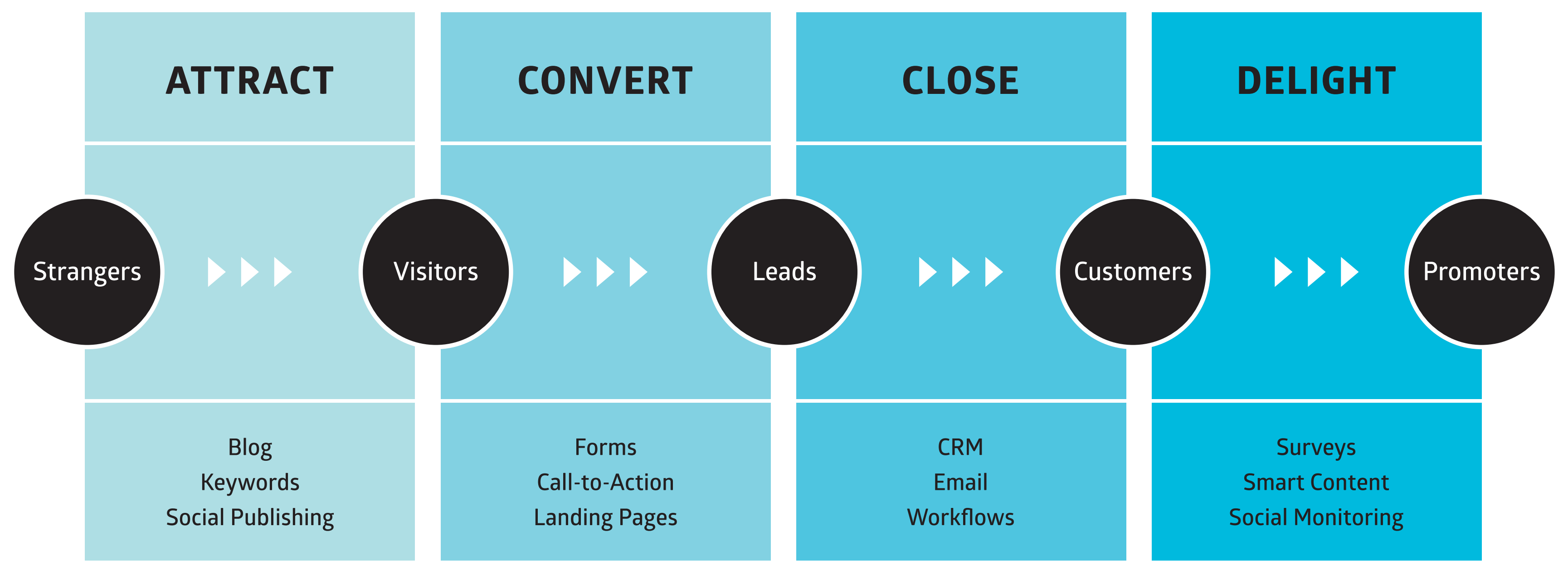
Over the past few years, more and more people are buying from online e-commerce businesses and this has created the urge to have your business online as well.



Attract - Convert - Close - Delight are actions inbound marketers must take in order to-

- Attract strangers with content
- Get them on your website
- Provide solutions to convert them into leads
- Give value at each stage to close them as your customers
- Delight them further so they promote your brand to others

A Typical Buyer’s Journey





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Inbound Marketing is The New Branding



“Businesses who nurture leads make 50% more sales at a cost 33% less than non-nurtured prospects.”
- (Strategic IC, 2017)



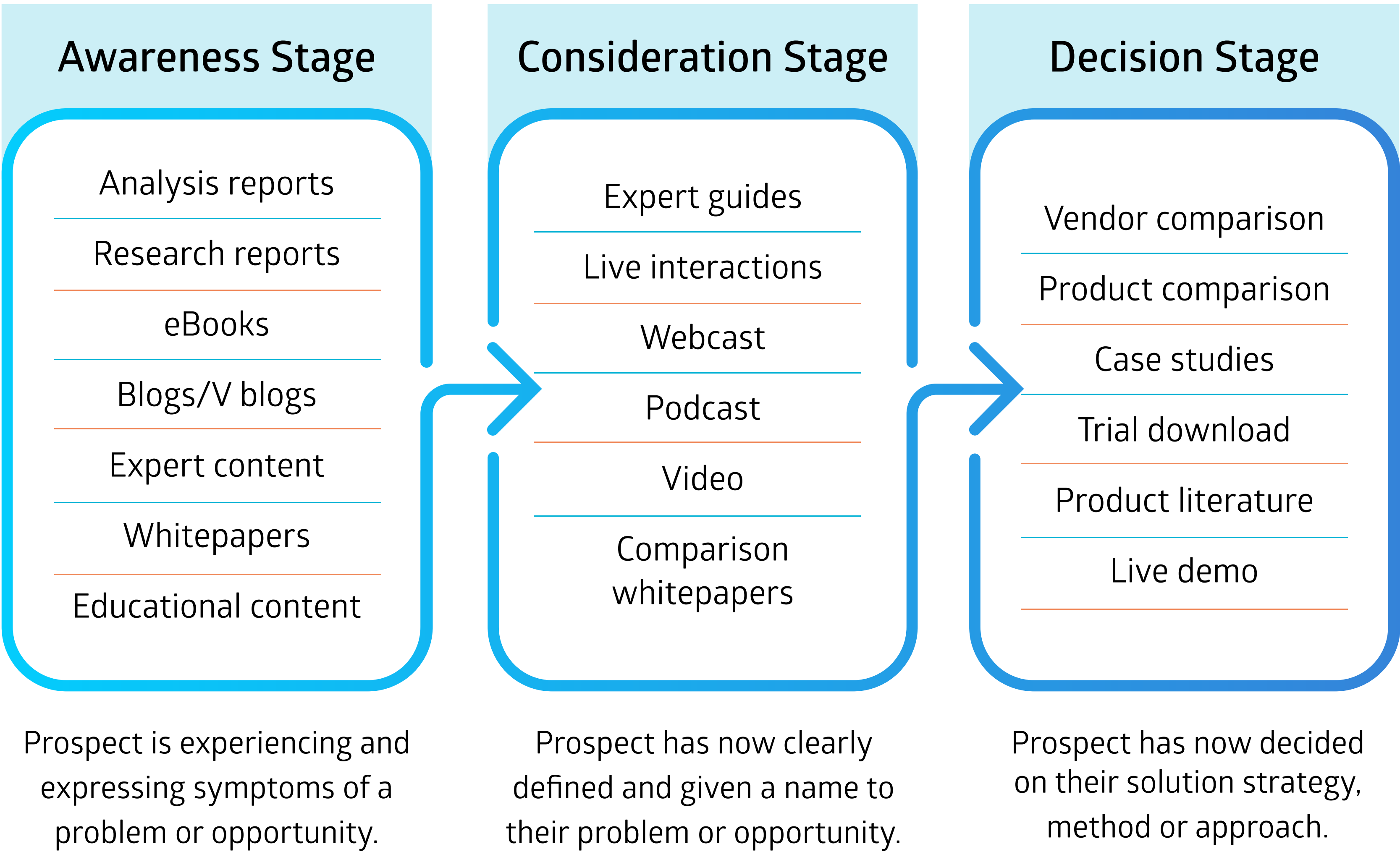
Look At Everything From Your Prospect’s Eyes!

If you look at your business from your prospect’s eyes, you might see it in an entirely different light.

You need valuable content catered towards people in the awareness stage, consideration stage and decision stage.

Every person visiting your site has their own unique buyer journey, and you need to accommodate as many of them as possible if you want leads from your website.

The Buyer’s Journey And Content





If you understand this process, create content for each of these stages and put it in front of the right people, then you can be the one that provides them with the right information and solution at the right time, and you have got yourself a new potential client.



Looking at branding as more than your logo is going to help you apply strategic thinking to your business, and it’s going to improve the experience people have with your company.

Your customers are deciding whether to choose you based on how you make them feel while you’re working with them. That’s why you need a click-to-close inbound marketing



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Is Inbound Marketing Right for Your Business?

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“The less companies know about their KPIs, the less likely they are to meet their revenue goals. 74% of companies that weren't exceeding revenue goals did not know their visitor, lead, MQL, or sales opportunities.”

- (HubSpot, 2015)

”

If as a business owner you aren't seeing the quality or quantity of leads needed to achieve your business goals, inbound marketing may be the solution.

While your focus may be on reaching out to your potential customer base, inbound marketing is different because it will make your prospects reach out to you and learn more about the products and services you offer.

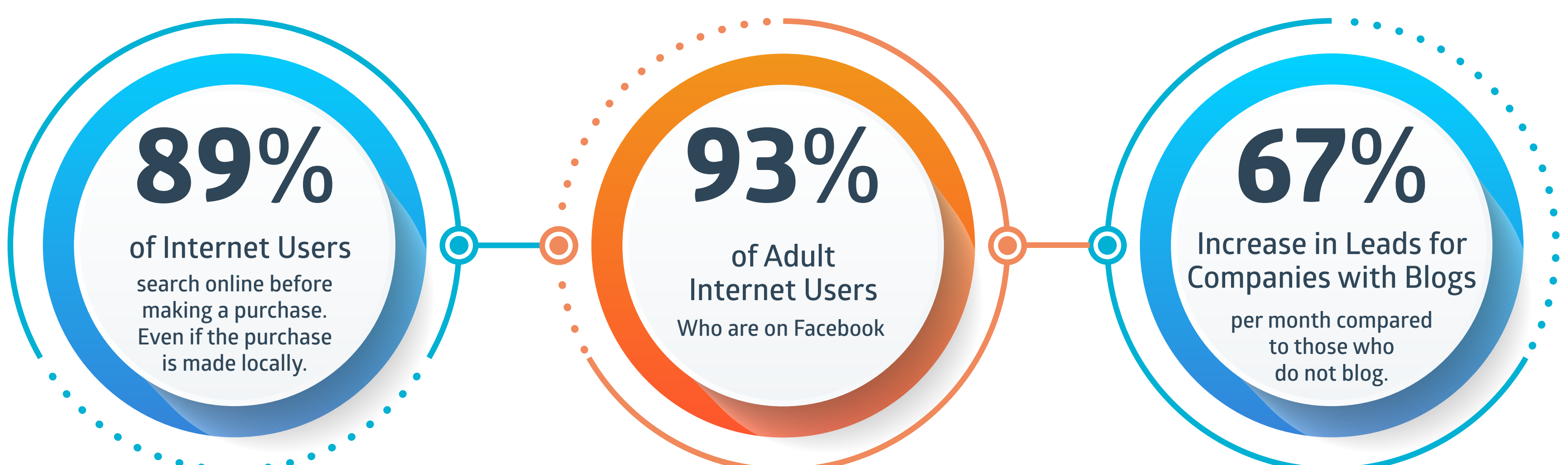
Inbound Marketing is heavily based on research. **By targeting specific keywords and specific points in the buying process, you'll drive more traffic, generate more leads, and increase sales.**

Also, by providing the information your customers are searching for, you'll develop trust and develop relationships with your potential buyers.

Inbound Marketing...

Why Your Business Needs it!

If you're not familiar with Inbound Marketing it's time you take notice. Consumers and businesses are using the internet as their primary source for finding information and your business needs to be ready.





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Benefits of Inbound Marketing



“Only 18% of marketers say outbound practices provide the highest quality leads for sales.”
- (HubSpot, 2018)



Inbound Marketing lets you plan, deliver and measure a successful campaign that will effectively grow your business and bring you new customers, making it a suitable method for your business.

These serve a single purpose - To connect the business with potential customers while establishing a bi-directional communication channel and help businesses with benefits like:





Benefits of Inbound Marketing

1. Cost-Effectiveness

Inbound marketing is ultimately cheaper and more effective in comparison to outbound marketing. Central to inbound marketing is its customer-focused strategy. An evident implication of customers at the forefront is improved customer-business relations.

This is accomplished by offering content and learning more about customers. Content producing platforms through the power of organic search and SEO for blogs and social media play a vital role for this successful marketing technique and they are entirely free & highly cost-efficient.

2. Improved Customer Relations

When a customer decides to follow you on social media or subscribes to your emails, you know that you earned loyalty. Inbound marketing allows you to build on this loyalty with long-term and stable business relationships with your brand followers.

Besides, whenever you introduce new products or services, the loyal customers get to know about them first! It's an excellent way for companies to increase not only their customer satisfaction but also their efficiency and profits.

3. Visible ROI

Inbound marketing can leverage your business by providing your company with a more transparent measure of your marketing initiative's success. It uses data to give insight into what marketing efforts to develop or scrap. Through data tracking, visitors on your company website and their click actions, inbound allows you to see the precise effects of your marketing.



4. Generates Quality Traffic & Leads

Content targeted at your key audience will drive quality traffic and leads to your website. The more frequently you produce content, the more often those prospects are likely to visit your site – and when they do, you'll be ready for them with calls to actions, top-notch landing pages and content offers that will help them make their decision – thus, leading them down the path towards conversion.

5. Strong Sustainable Growth

Inbound marketing doesn't just result in growth, it results in strong sustainable growth. What's better is that we're talking about profits/earnings growth not just sales/revenue.

An added bonus to all this is the brand value & brand growth that is gained as a result of the helpful & valuable content that is produced for all the potential customers.

6. Educating Prospects at Every Touch-point

Prospects are doing their research online. The major benefit of inbound marketing is that it understands and analyses the behaviour of people who visit your website. Thus, giving you a better idea to generate content that tailors to their needs.

With a bit of research and clearly defined buyer personas, you will understand WHERE those key prospects are searching for information, and you can distribute your information strategically so they'll be sure to see it.



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Is Inbound Marketing the Future?

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“28% of companies are prioritizing social selling.”
- (HubSpot, 2018)

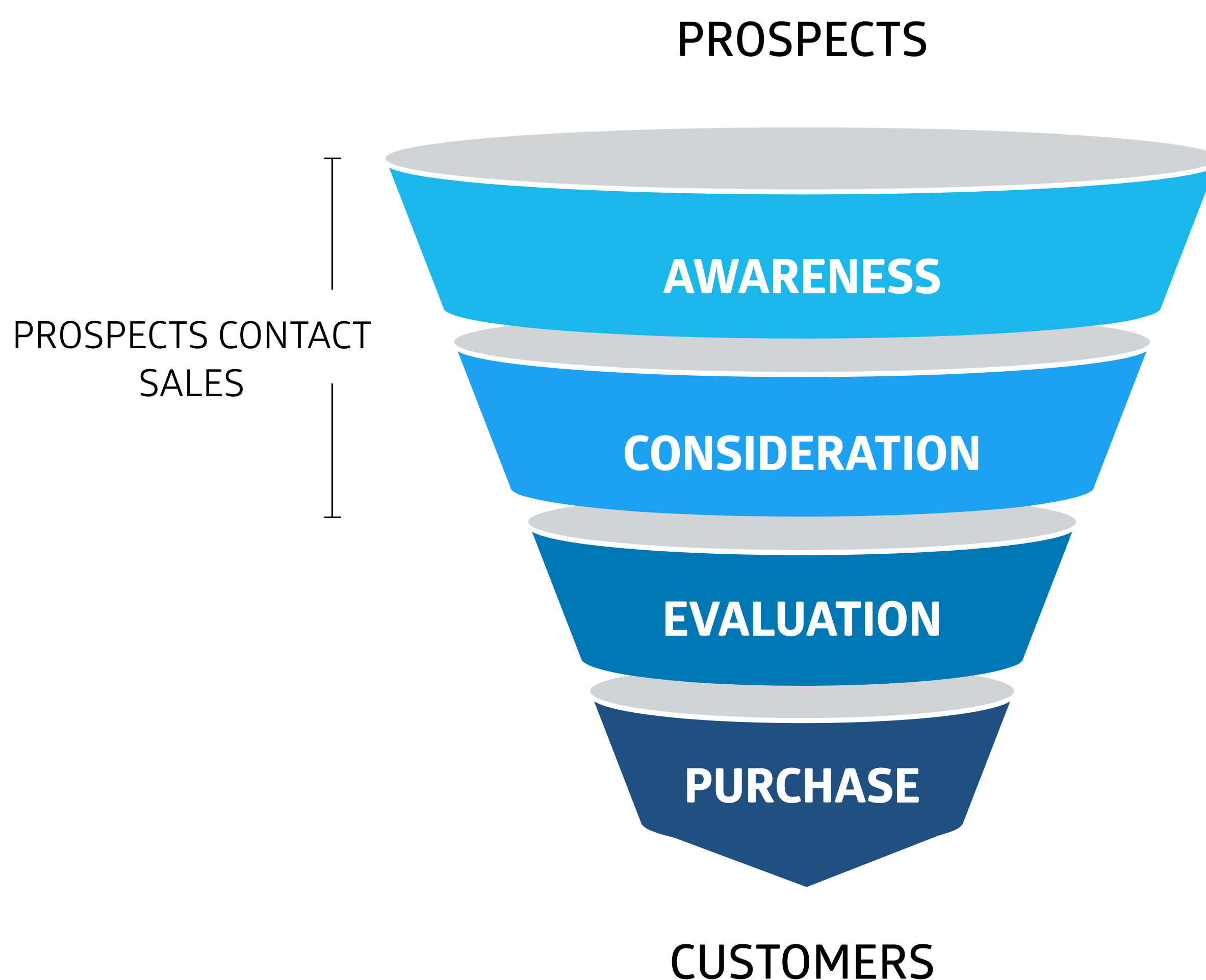
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The channels used to research and make purchases, and the preferences of a buyer continue to change.

If you're considering Inbound marketing or have been using it for a while, you may be wondering about where this marketing paradigm is heading in the future. After all, nothing is static, and even the most effective marketing techniques need to evolve to keep up with consumer expectations and demands.

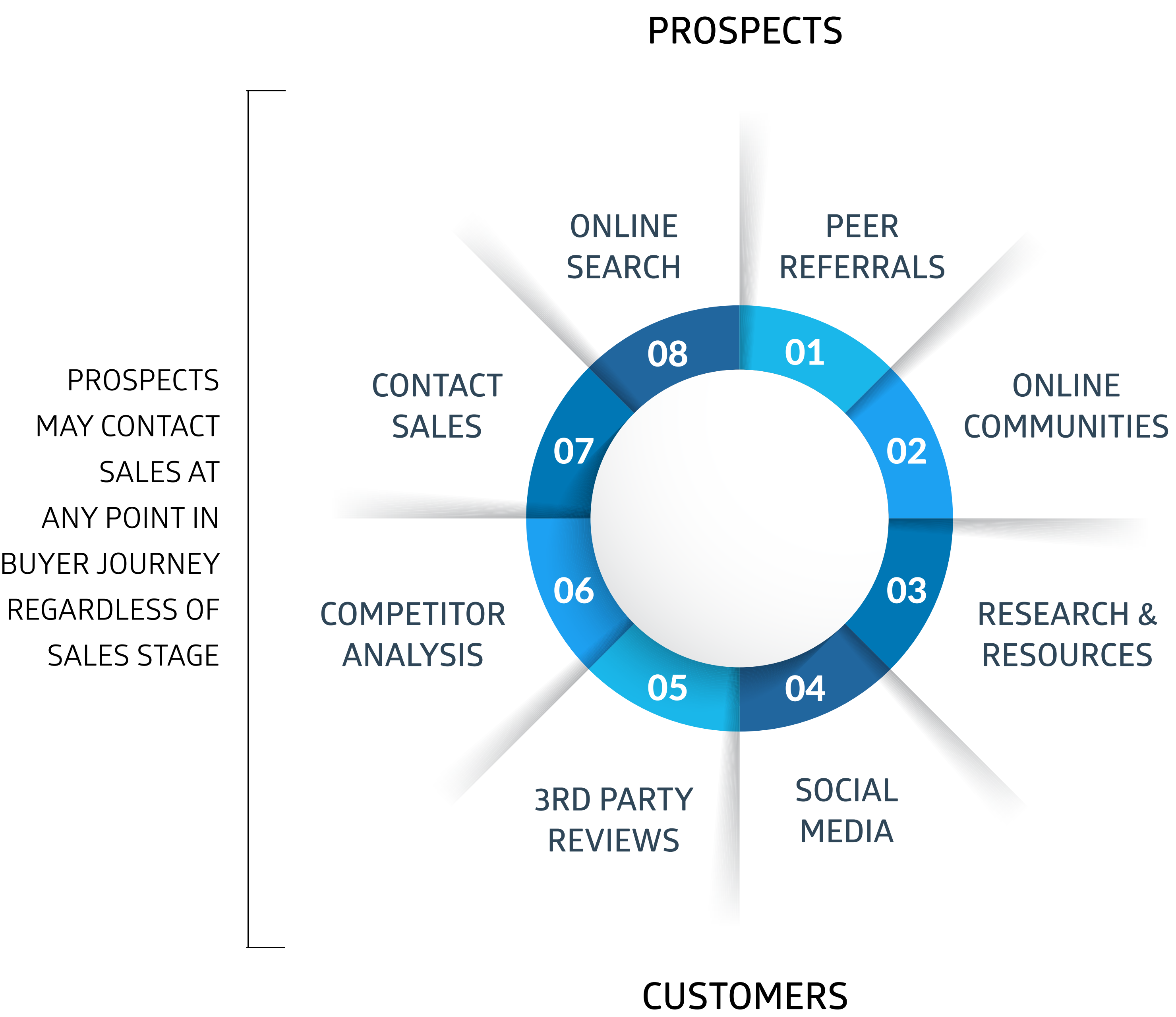
Naturally, the need to frame a sustainable future with the help of inbound marketing is steadily becoming a necessity. This process of wooing the buyers through useful and relevant content is turning out to be very fruitful & accountable.

Traditional Sales Funnel





The Modern Flywheel



Let's look at 3 key insights that will shape the future for inbound marketing:

1. VR (Virtual Reality) is like dreaming with your eyes open:

An emerging technology that can play an essential role in shaping the future of inbound marketing. Most marketers aren't using them to their advantage, but soon they will understand the need.

Virtual reality can show how a product works or looks. It offers an almost first-hand experience to users sitting at home. The more apparent applications of VR are for retail companies and e-commerce websites to let the buyers experience the products before opting to purchase.



2. Social Media: Engage rather than sell

According to the Global Digital Report 2018; the number of internet users worldwide in 2018 is 4.021 billion, up 7 percent year-on-year

More than a billion people use social media platforms every day.

It has turned out to be one of the most famous and widely used marketing channels. Therefore, it shouldn't be difficult for you to understand that social media has a vital role to play in all forms of marketing.

Your content promotion plan should include:

- Paid, owned, and earned social media tactics.
- Using your own social media channels
- Paying for social media ads
- Fostering social media relationships with your target audience.

3. Hyper-Personalisation

We are living in the era of the 'Evolved Consumer'. Every customer expects a unique tailored experience according to their needs due to the increase in service providing capabilities of companies.

With the help of data gathered willingly from the users, marketers can create personalised messaging and communication at each touch-point. Businesses can further tailor these services specific to individual preferences.

Hyper-personalization can help your brand stand out and increase engagement and conversions with your target audience.

Constant innovations, the power of social media, technological evolutions, the rise of predictive analytics and artificial intelligence, will allow companies to learn more about their users, in a quicker time-frame and provide enhanced experiences.



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Conclusion

Internet usage is growing rapidly and you need to be active on online platforms where your target audience is dwelling.

The seamless Integration of SEO, Social Media strategy, Blogging, Content strategy and Paid Media strategy is crucial to drive traffic and leads. They are going to prove vital when it comes to generating sales and revenue for your business.

This is the new age of inbound marketing and it is about providing added value and earning consumer loyalty instead of pushing a message on to the consumer, like aiming a shot in the dark and hoping it sticks.

*“We at Seagull have definitely understood this and are spreading the word for all businesses that want to be Future-Ready”.
Are you?*

