

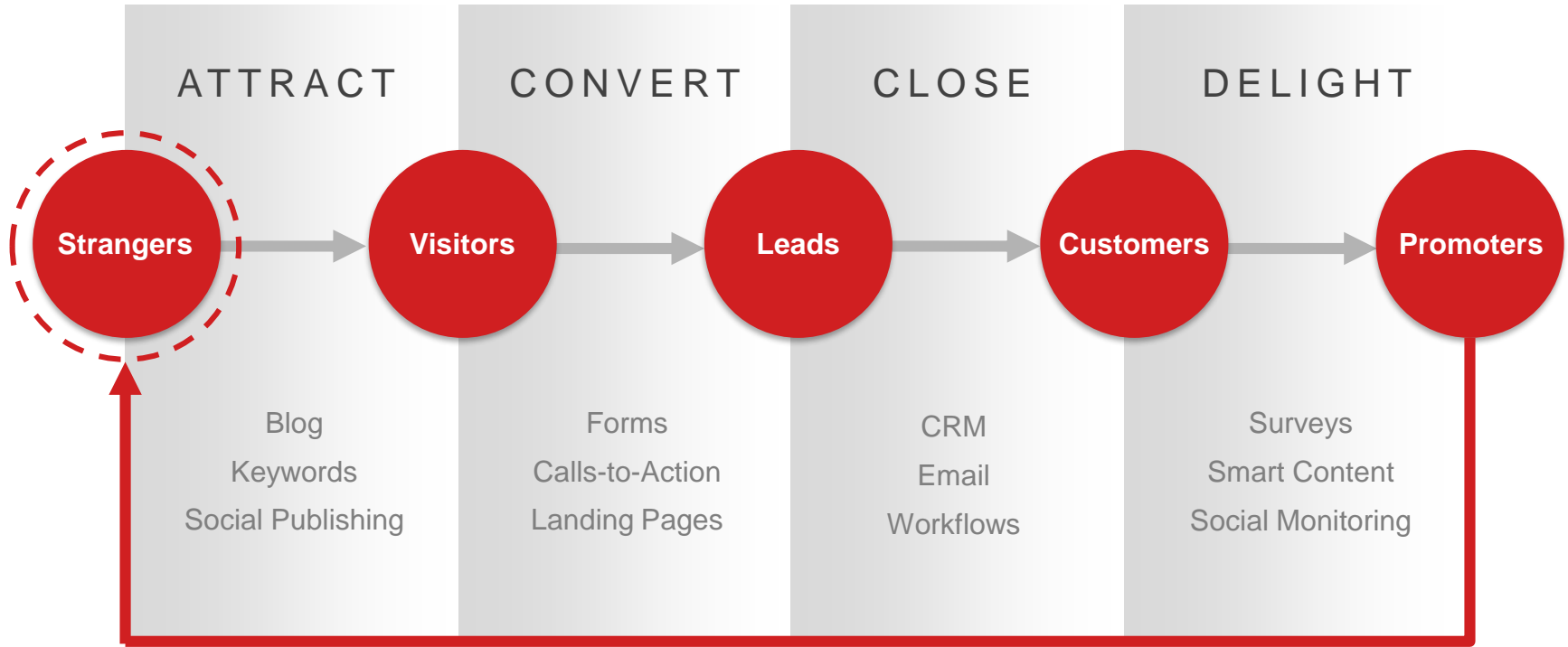
# What is inbound marketing?

Inbound marketing can help your company increase traffic, leads and customers.

Here's how!

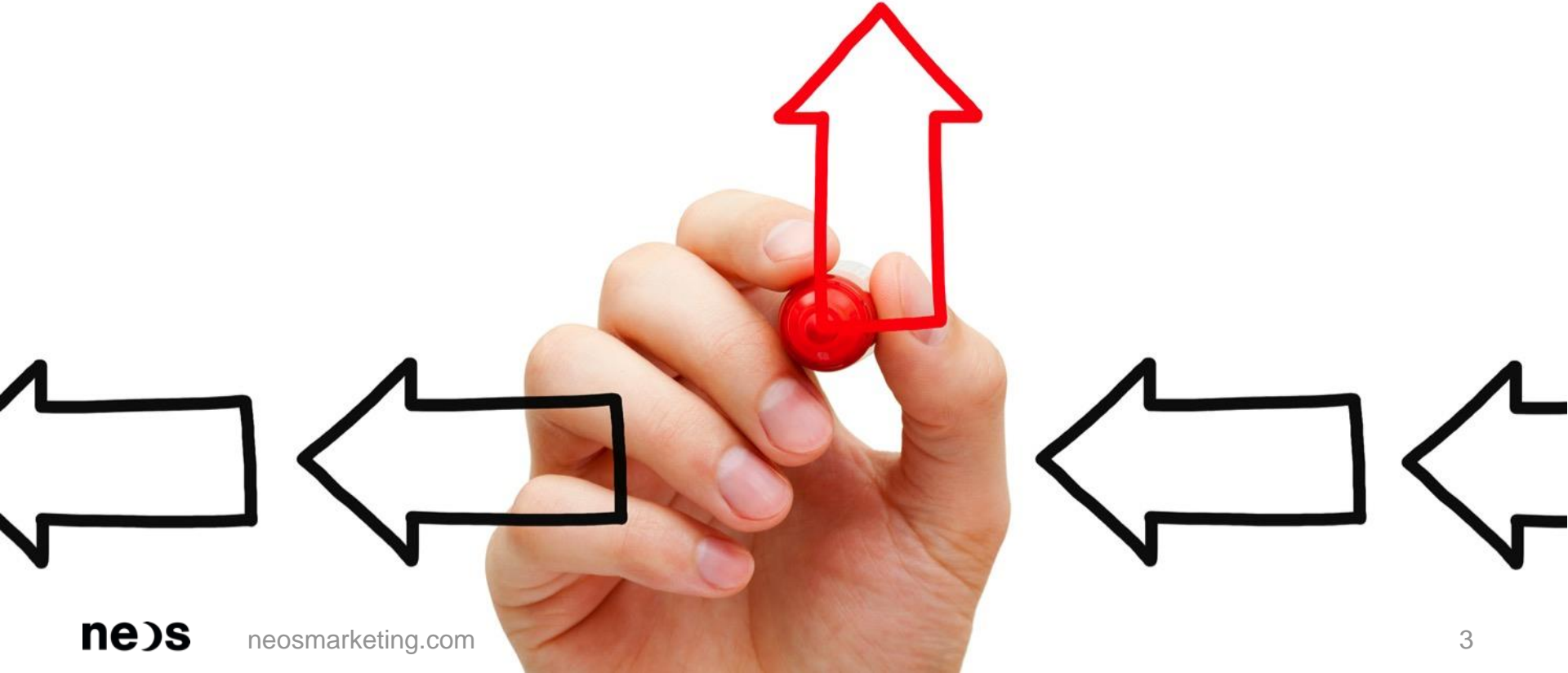


# What is inbound marketing?



Source: HubSpot, 2015

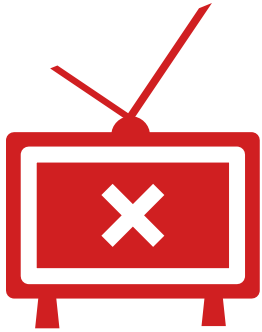
**Whether you're ready or not,  
marketing has already been disrupted.**



**People's behaviors have changed.  
They're tuning out traditional marketing tactics.**



# The old marketing playbook is broken



**94% skip  
TV ads**



**91%  
unsubscribe  
from email**



**27% of direct  
mail is never  
opened**



**200 million  
on the 'Do  
Not Call' list**

Source: HubSpot, 2015

**In order to attract customers, marketers have to provide something they will love.**



# Inbound marketing is...

a holistic, data-driven approach  
to marketing that attracts  
individuals to your brand  
and converts them into  
lasting customers



# What makes inbound different?

## Traditional

- Cold Calling
- Cold Emails (SPAM)
- Interruptive Ads
- Marketer-centric



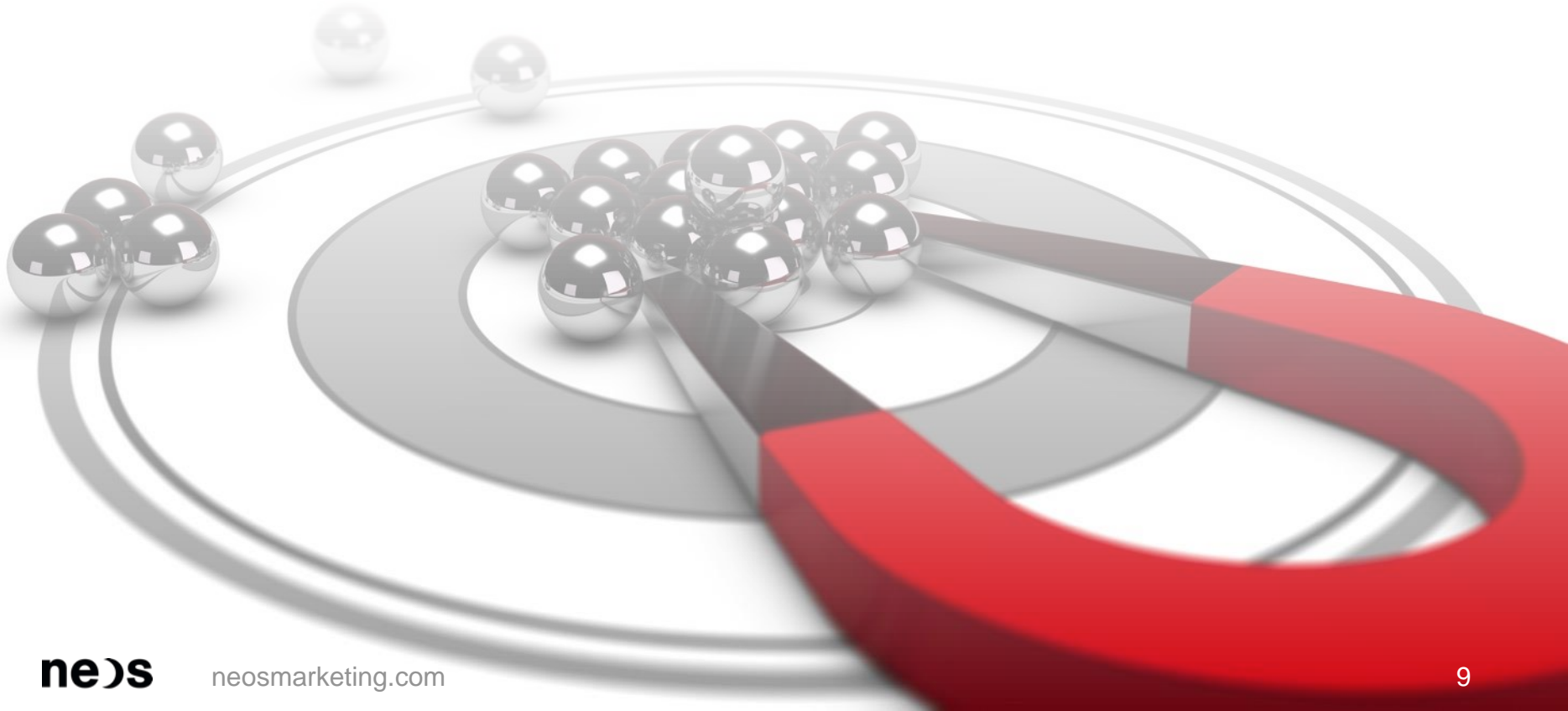
## Inbound

- SEO
- Blogging
- Attraction
- Customer-centric

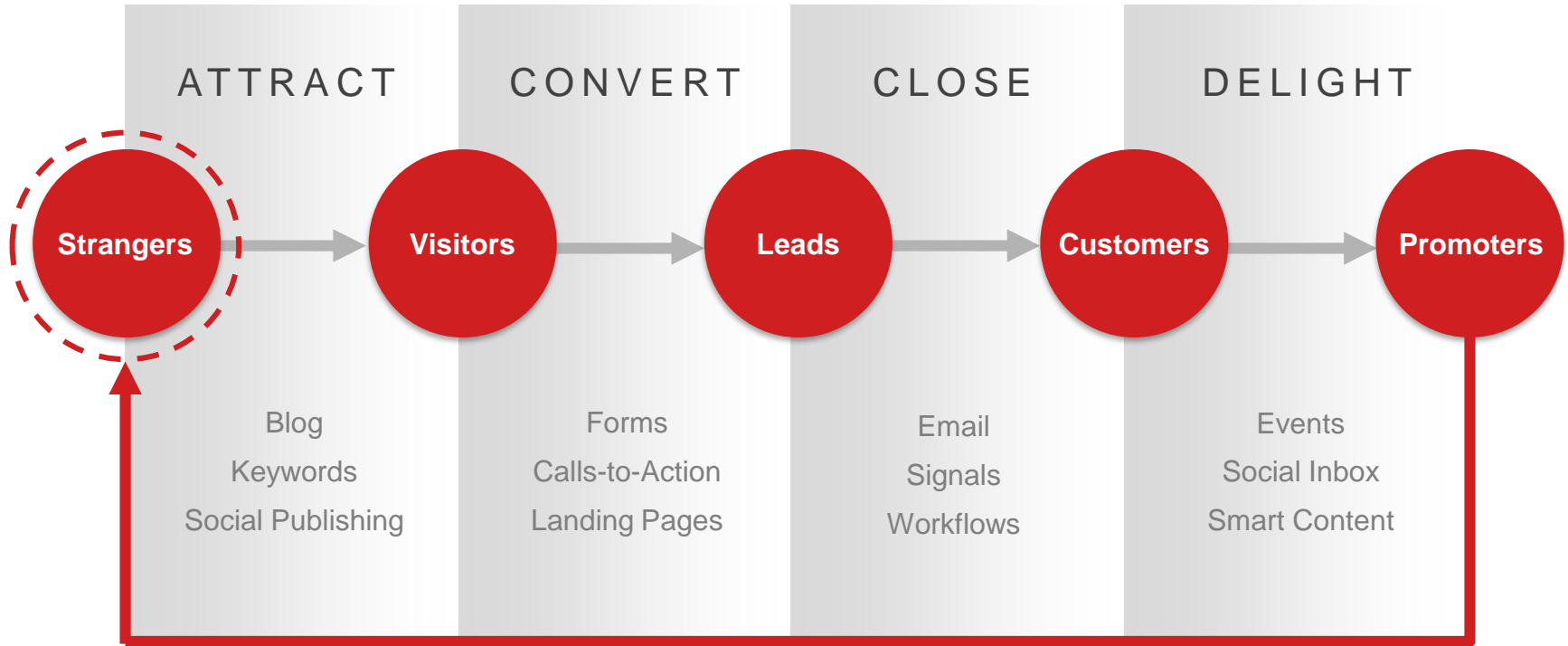




**When you use inbound marketing,  
your customers will come to you.**



# Using inbound marketing can turn *strangers* into *customers* and *promoters* of your business.



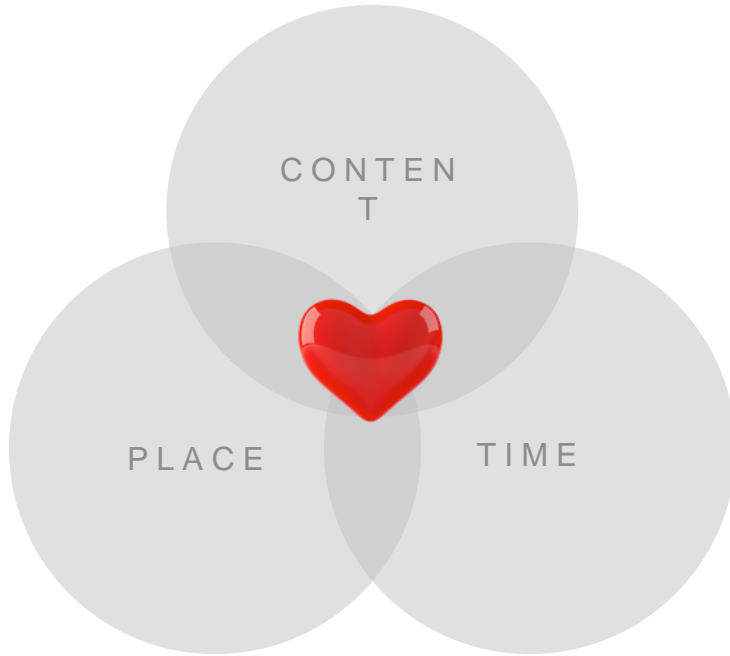
Source: HubSpot, 2015

**Inbound marketing is all about**

**content**

like blogs, photos, infographics, videos, podcasts,  
presentations, ebooks, etc.

# Inbound marketing is also all about context.



By publishing the right content in the right place, at the right time, your marketing becomes relevant and helpful to your customers...

**not interruptive.**

**Now that's marketing people can love!**

# Inbound marketing is multi-channel marketing

- Keyword search
- Blog
- Calls-to-action
- Website & Landing pages
- Email
- Marketing Automation
- Social Media



# The inbound funnel

## Get Traffic

Create blog content, search engine optimize (SEO) your content, and promote it on social media sites.

## Get Leads

Place calls-to-action throughout your website to drive visitors to landing pages with forms. Visitors fill out the forms to get whatever you're offering and become leads.

## Get Customers

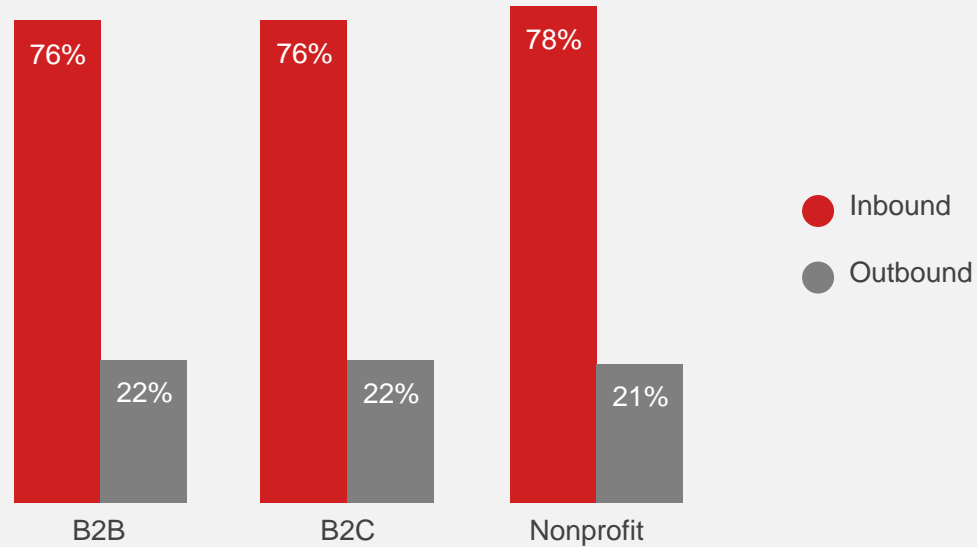
Send your leads automated emails to drive them along your buying cycle. Provide your sales team with lead intelligence so they can make more effective sales calls.

## Analyze

Analyze the success of your marketing campaigns, and determine which areas need further optimizations for future success.

# Inbound marketing works

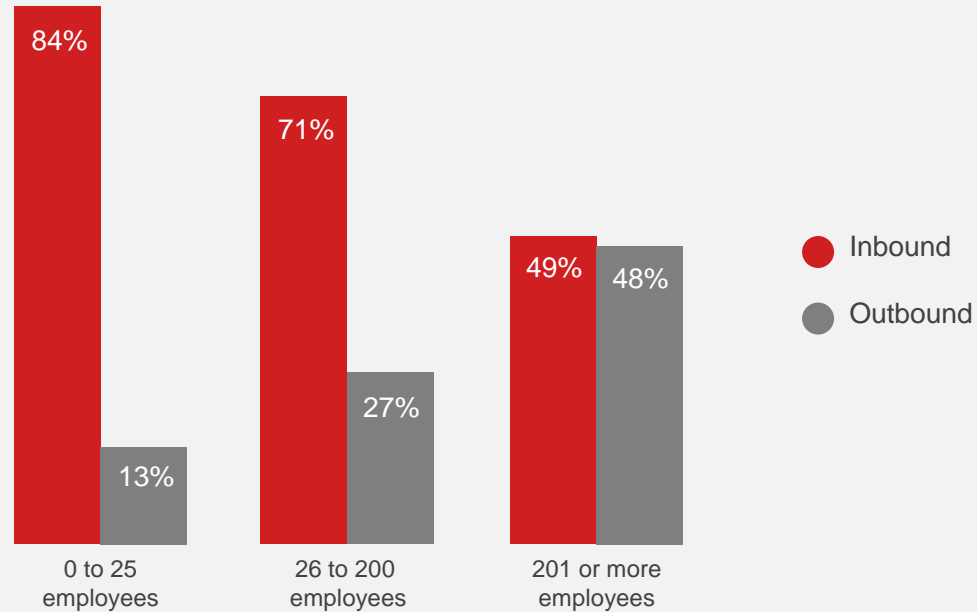
Inbound marketing works across industries



Source: State of Inbound Marketing, HubSpot, 2015

# Inbound marketing works

Inbound is the dominant marketing strategy for firms with fewer than 200 people



Source: State of Inbound Marketing, HubSpot, 2015



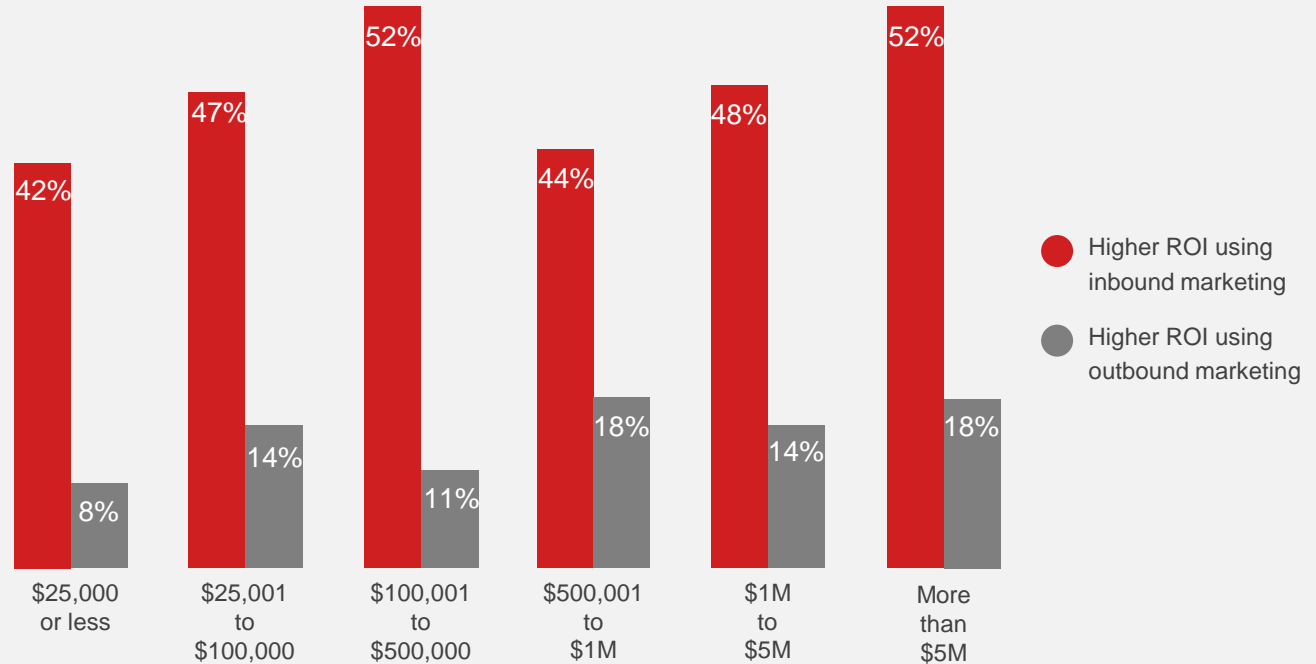
# Inbound marketing works

**3X**

Companies are 3x as likely to see higher ROI on inbound marketing campaigns than on outbound.

# Inbound marketing works

Inbound efforts achieve higher ROI than outbound regardless of total marketing spend.



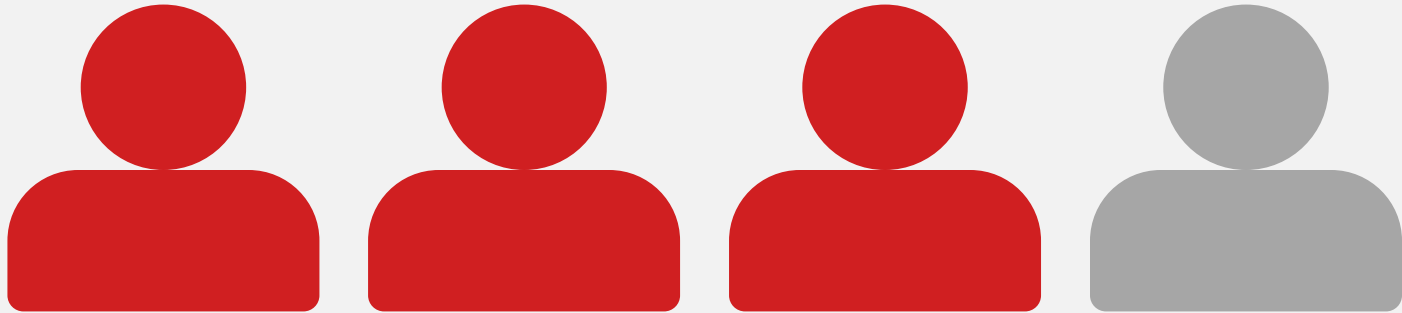
Source: State of Inbound Marketing, HubSpot, 2015

# Inbound marketing works

84%

84% of small businesses  
are predominantly using inbound marketing.

# Inbound marketing works



3 out of 4 marketers across the globe  
prioritize an inbound approach to marketing.

# Are you ready to see how we can transform your inbound marketing?



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or 409.781.1719  
for initial consultation