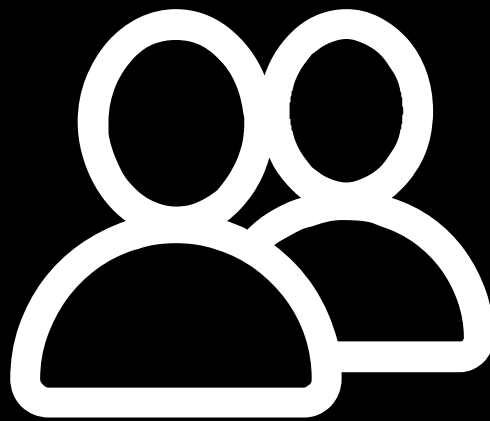


# WHAT IS B2B INBOUND MARKETING?

*A simple guide on what it means and how it will get you closer to your clients*





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**ATTRACTION**

2

**CONVERSION**

3

**CLOSING**

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**DELIGHT**





## INBOUND MARKETING

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When a user, who is fully connected to the digital environment, receives 5,000 ads a day, his brain decides to completely ignore this advertising. The same thing happens with our nose. Although the brain is continuously seeing it, it remains invisible for one simple reason: there is no need to process that information constantly.

As a result of the need to emotionally impact users with stories and messages that stand out over the rest, Inbound Marketing has positioned itself as a methodology capable of creating a valuable communication with the customer.

So, why should you be opting for Inbound Marketing? These following tips should give you an idea:

- ✓ An outbound lead is 62% more expensive than an inbound lead.
- ✓ It is 6 times cheaper to retain a customer than to attract a new one.
- ✓ Businesses that generate quality assets through a corporate blog have a 126% more leads than those who do not.
- ✓ Social media generates twice as many leads as PPC campaigns, telemarketing or traditional marketing campaigns.
- ✓ Inbound Marketing multiplies by 7 customer conversion into promoters, the most complicated step in any sales system.



## DIGITAL STRATEGY



One of the main problems of any digital strategy is the lack of complicity between the campaigns that make the overall strategy. Too often, each part goes its own way. Content strategy on one hand, PPC campaigns on the other and email marketing too. All this, inevitably, affects both visibility and acquisition, conversion and retention opportunities.

Inbound Marketing can transform business models through the digital ecosystem, focusing on four phases:



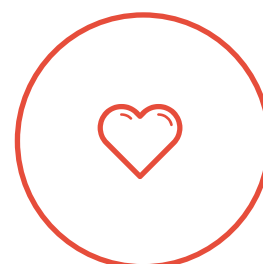
**ATTRACT**



**CONVERT**



**CLOSE**



**DELIGHT**

SHARE IT WHY DON'T YOU!



# 1

# ATTRACTION



THE IMPORTANCE OF REACHING QUALIFIELD USERS

SHARE IT WHY DON'T YOU!



Before implementing an Inbound Marketing strategy, you need to define your buyer personas to make sure you know who you are addressing and which are their needs, problems and behavior patterns.

Once you have decided who those buyer personas are, the next phase is to attract qualifield and targeted traffict into different corporate platforms. How can you achieve this?

Through the generation of valuable content.

At this attraction stage, it is essential to plan strategies to improve your visibility and generate interest for your products and your brand within your potential. It is the perfect place to analyze and test the performance of content across different strategies: SEO, social media, PPC campaigns...



**VALUABLE CONTENT**

Attract qualifield and targeted traffict into different corporate platforms



**PLAN STRATEGIES**

Improve your visibility and generate interest for your products and your brand



SHARE IT WHY DON'T YOU!



# 2

# CONVERSION



THE IMPORTANCE BUILDING A QUALIFIED DATA BASE

SHARE IT WHY DON'T YOU!



Once you have defined your buyer persona and you have started to create content to attract users through the top of the funnel (TOFU), you are generating media noise. You are attracting many users, but you still do not know anything about them, and therefore you are unable to find out what really concerns them, and how we can solve their problems.

It is time to start creating a database of potential customers. Inbound Marketing strategies offer a very specific methodology that really works, to generate this qualified data base:

Through the Call To Actions, inserted naturally in the valuable content (either through display banners or hyperlinks). The user is addressed to a landing page, which is built with a specific purpose and is always in full alignment with the call to action. In this landing page, as a lure, you can download an asset (eBook, whitepaper or infographic) that is relevant to the user. The user, in exchange, will provide his personal data through a form.

Beware: keep in mind that the data you request and the content that you offer must be balanced. For example, you cannot ask billing details of the company, investment in marketing or number of employees if you are only offering a short White Paper.

Result: Through this method you will achieve qualified users. You have gone from anonymous users who once visited us (usually through the corporate blog) to detailed individuals. You know them, and therefore, you can keep in touch and start creating a bond with these people.



SHARE IT WHY DON'T YOU!





# 3 CLOSING

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HOW TO EDUCATE YOUR CUSTOMERS THROUGH THE SALES FUNNEL

SHARE IT WHY DON'T YOU!



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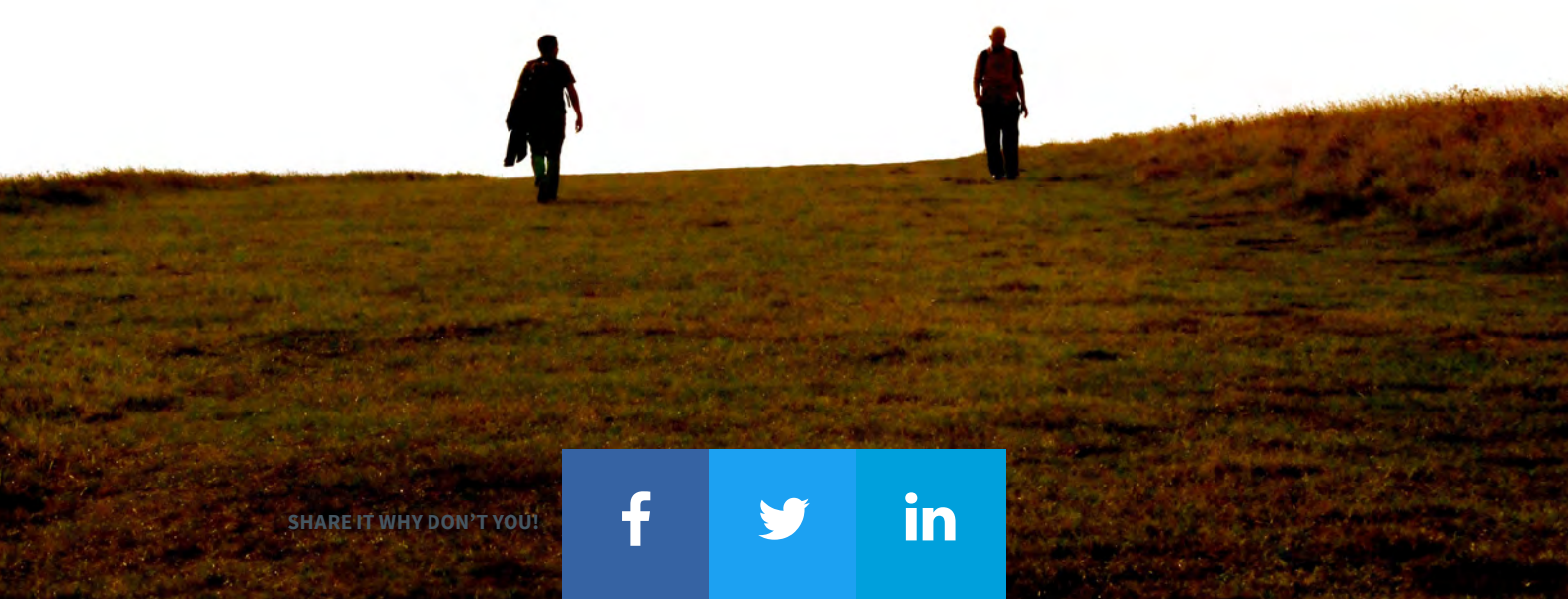
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# 3

# DELIGHT



THE JOURNEY DOES NOT END WITH THE PURCHASE

SHARE IT WHY DON'T YOU!



You already have solid customers, a great achievement thanks to your effort and tenacity. But do not just stand there, and start working to transform your customers into promoters of your company. Too many companies just settle for getting new customers, regardless of the fact that retaining customers is much cheaper than getting new ones.

The Inbound Marketing methodology provides a number of tools, such as email marketing or marketing automation, which strengthen emotional bonds and build links between brand and customer. By customizing the user experience, you will make them feel unique and special, and will be therefore generating satisfied customers who will become ambassadors of your brand.



**SOLID  
CUSTOMERS**



**TOOLS OF  
INBOUND  
MARKETING**



**CUSTOMIZING  
THE USER  
EXPERIENCE**



IF YOU LIKED THIS EBOOK

**SHARE IT WHY DON'T YOU!**

*“Inbound Marketing is no fad, it’s a necessity”*





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