

THE MARKETING FRONTIER

IMPLEMENTING
MODERN MARKETING
STRATEGIES

V1

INBOUND
&
OUTBOUND
MARKETING

WHAT IS INBOUND MARKETING?

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“Inbound marketing is a business methodology that attracts customers by creating valuable content and experiences tailored to them.” - Hubspot

Essentially, Inbound marketing is the method of growing your business through the development of meaningful relationships with your current and potential clients.

EXAMPLES OF INBOUND MARKETING

- Blogs on Relevant Content
- Search Engine Optimized (SEO) Site Content
- Social Media Campaigns
- White Papers
- Ebooks
- Webinars
- Inbound Sales Calls
- Chat Bots/Surveys



HOW INBOUND MARKETING WORKS

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- Establish Yourself as a Thought Leader
- Form Meaningful Connections
- Support Clients Past the Buy Stage

ESTABLISH YOURSELF AS A THOUGHT LEADER

Use content such as white papers (like the document you are currently reading), articles, blog posts, etc. to build credibility and establish your business as the most-knowledgeable in your industry,

FORM MEANINGFUL CONNECTIONS

The modern client wants to know that they are dealing with actual people, not just a faceless brand. Building connections with potential clients will make them more likely to continue doing business with you.

SUPPORT CLIENTS PAST THE BUY STAGE

Find ways to engage with your clients after they have purchased your product or service.

ASK YOURSELF:

Are there additional resources such as videos, related white papers, social media communities, etc. you could share?



HOW TO IMPLEMENT AN INBOUND STRATEGY

HOW TO IMPLEMENT AN INBOUND STRATEGY

STEPS TO IMPLEMENT AN INBOUND STRATEGY

- Goal Setting
- Get Seen
- Generate Leads/Customers
- Keep Customers
- Evaluate Your Success

GOAL SETTING

- What do you want to accomplish?
- Who are you targeting in your campaign?
- What industry research do you need to do?

GET SEEN

- What platforms are your audience using?
- Are there popular keywords you should use?
- What will your Call to Action (CTA) be?

GENERATE LEADS/CUSTOMERS

- Do you need a special landing page for your offer?
- Do you have a white paper or other download available?

KEEP CUSTOMERS

- Nurture leads with follow-up
- What else can you offer them?

EVALUATE YOUR SUCCESS

- Did you meet your goals set in the first step?



RESOURCES TO IMPLEMENT AN INBOUND STRATEGY

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- Goal Tracking System
- Buyer Persona/Personality Sheets
- Editorial Calendar
- Social Media Calendar

GOAL TRACKING SYSTEM

To be able to judge the effectiveness of your marketing strategy, you need to implement a goal tracking system, such as a spreadsheet, an integrated CRM system, or Google's Analytics and Webmaster tools.

BUYER PERSONA/PERSONALITY SHEETS

You need a clear idea of exactly who you are selling to. Create semi-fictitious representations of your target demographics (ex.: Marketing Mary, Student Steve, etc.) and keep them in mind when creating your campaign.

EDITORIAL CALENDAR

To keep track of the content you are posting, creating an editorial calendar with ideas, deadlines, etc. will help keep you on track.

SOCIAL MEDIA CALENDAR

Similar to an editorial calendar, this functions to keep track of ideas, posts, etc. for your social media marketing campaigns.



WHAT IS OUTBOUND MARKETING?

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“Outbound marketing refers to any kind of marketing where a company initiates the conversation and sends its message out to an audience.” - WordStream.com

Essentially, Outbound Marketing is what is considered "traditional" marketing by many.

EXAMPLES OF OUTBOUND MARKETING

- Email Blasts
- TV/Radio Ads
- Display Ads (Print & Online)
- Cold Calling
- Trade Shows
- Expositions & Conferences

HOW OUTBOUND MARKETING WORKS

Outbound Marketing uses traditional marketing techniques to cast a wider net and reach a wider audience, in hopes that the message will resonate.



HOW TO IMPLEMENT AN OUTBOUND STRATEGY

HOW TO IMPLEMENT AN OUTBOUND STRATEGY

STEPS TO IMPLEMENT AN OUTBOUND STRATEGY

- Goal Setting
- Create Your Budget
- Get Seen
- Evaluate Your Success

GOAL SETTING

- What do you want to accomplish?
- Who are you targeting in your campaign?
- What industry research do you need to do?

CREATE YOUR BUDGET

- How much do you have available to spend on this campaign?
- How much of that budget will you spend on each platform?

GET SEEN

- Choose which platforms you will use:
 - Direct Mail
 - Email Blasts
 - Pay-Per-Click Ads
 - Text Blasts
 - Online Display Ads
 - TV/Radio Ads
 - Newspaper Ads

EVALUATE YOUR SUCCESS

- Did you meet your goals set in the first step?



RESOURCES TO IMPLEMENT AN OUTBOUND STRATEGY

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- Goal Tracking System
- Content
- Editorial Calendar

GOAL TRACKING SYSTEM

To be able to judge the effectiveness of your marketing strategy, you need to implement a goal tracking system, such as a spreadsheet, an integrated CRM system, or Google's Analytics and Webmaster tools.

CONTENT

The most essential part of an outbound marketing campaign is the content you will be putting out. Whether it is a commercial that will require scripts, filming, editing, and more, or a series of blog posts, the content you generate needs to not only match your goal, but also your company's brand message.

Remember the quality of the content, depth of knowledge, design, and professional appeal will directly reflect on your company.

EDITORIAL CALENDAR

To keep track of the content you are posting, creating an editorial calendar with ideas, deadlines, etc. will help keep you on track.



WHAT ARE THE DIFFERENCES?

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Now that we have discussed Inbound and Outbound Marketing separately, it is important to consider the differences between the two.

INBOUND MARKETING

Inbound Marketing is when a marketer is creating content that helps potential customers find you and your business.

For example, this can be done through engaging blog posts that are full of optimized keywords, so when a prospective client searches one of those terms, your company appears; SEO (Search Engine Optimization).

OUTBOUND MARKETING

Outbound Marketing is when a marketer is reaching out with a specific piece of content that might not change from platform to platform.

For example, a television commercial or online display ad are standard types of outbound marketing where the content of the ad itself is meant to engage a wider range of individuals, as opposed to a specific market or demographic.



WHAT ARE THE BENEFITS?

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Now that we have discussed the differences between Inbound and Outbound Marketing, we can examine the individual benefits of each strategy.

INBOUND MARKETING

- Builds Trust and Credibility with Your Audience
- Reduced Cost
- Higher Return on Investment (ROI)
- Works Better with Younger Audiences

OUTBOUND MARKETING

- Allows for Immediate Results
- Allows for Strategic Targeting
- Can Cast a Wider Net/Reach Customers You Did Not Expect To Reach
- Works Better with Older Audiences



WHY YOU SHOULD WORK WITH AN AGENCY ON YOUR STRATEGY

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Implementing a marketing strategy can be challenging as there are many parts to consider. This is why teaming up with an agency on your strategy can save time and increase the odds of generating solid leads.

BENEFITS OF WORKING WITH AN AGENCY

- Expertise
- Resources
- Industry Experience

EXPERTISE

An agency can offer the combined, specialized knowledge of their team, who work day in and day out with marketing campaigns.

RESOURCES

When working with an established agency, you gain access to the industry-specific resources that agency has access to. This could include special automation tools, press release distribution channels, and more.

INDUSTRY EXPERIENCE

Along the same lines as resources, an established agency not only has experience creating content for various industries, but also can apply that experience to new projects.



IMPORTANCE OF CHOOSING THE RIGHT AGENCY

DON'T LOSE CREDIBILITY BY TRYING TO DO IT WITH LIMITED AVAILABLE TIME OR BY CHOOSING THE WRONG AGENCY

Implementing these strategies yourself or choosing an agency to help develop and implement your marketing strategy can be vital to your campaign's success.

POTENTIAL PITFALLS

- Low follow-through & loss of leads
- Lack of quality content
- Damaged Reputation

LOW FOLLOW-THROUGH & LOSS OF LEADS

Responsiveness is vital to a campaign's success. If you don't have the time after the program is launched or if you are working with an agency that does not put emphasis on timely follow-through, it could damage your reputation and cause leads to seek out other solutions with your competition.

LACK OF QUALITY CONTENT

When it comes to content, quality always outweighs quantity. Finding the time and people to do it right is critical and working with an agency that produces poor content will cause your business to lose market standing and authority.

DAMAGED REPUTATION

Ultimately trying to do it yourself without enough availability or working with the wrong agency can hurt your company's reputation which will make it harder to earn new business moving forward.

