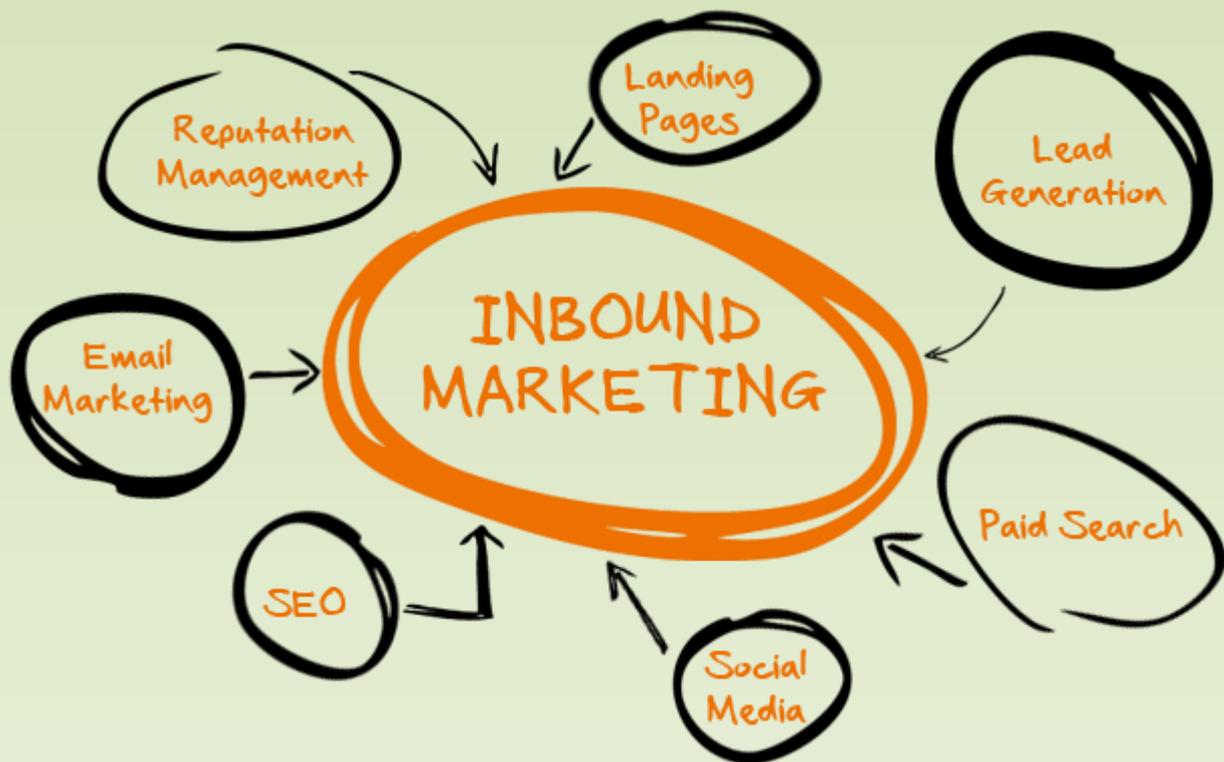


Guide to Inbound Marketing

For those who want to do sales and marketing in a smarter and more efficient way!



Introduction

"If you have more money than brains, you should focus on outbound marketing. If you have more brains than money, you should focus on inbound marketing"

- Guy Kawasaki.

It's no secret that traditional marketing costs, i.e. expensive TV commercials and large advertising posters. But not all companies have market budgets such as the brand giants Coca Cola and McDonalds. Fortunately, it is possible to grow anyway.

Don't have the money - think smarter. Let's introduce inbound marketing.

Inbound marketing is the opposite of advertising campaigns like the one you see on TV. Traditional marketing as advertising often hits a broad group of people, and to reach as many people as possible, large investments are naturally required.

Inbound turns down this way of marketing. Instead of stretching out to people, hoping that someone will take an interest in what is being presented, inbound is about creating as good and relevant content as the customers themselves visiting your website. Then they are hopefully interested - and want to buy from you.

This relatively new way of marketing is in the process of gaining a strong position as marketing method worldwide. Why? Let's look at the main reasons, briefly summarized:

Introduction

- **Inbound marketing software makes it easy to measure the impact of marketing:** You can clearly see in black and white, which marketing measures actually work and what doesn't work. Not least, you get a full overview of what a lead cost is and what a new customer costs.
- **Inbound marketing generates more leads:** Yes, it is indeed true. An [MIT Report](#) from 2018 indicates that companies that bet on inbound as a marketing method average five times the number of leads in 12 months.
- **Cold calling is getting less and less effective:** No one likes to be called by over-the-top sellers trying to sell something to you that you haven't asked for. With inbound marketing, sellers can rather call ready-to-go leads that are actually well-informed and interested in your business.

This e-book gives you a full introduction to the inbound marketing methodology and what sets it apart from traditional marketing, but also how to attract visitors and convert new customers. We will also look at how you can excite your customers - so you can become a marketing hero!

I hope you enjoy reading this and good luck!

Sincerely
Torkild Smith
CEO - Bramhall Digital



Content

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What is *inbound marketing?*

Inbound marketing is a documented, comprehensive marketing strategy that attracts visitors to your website, converts them to leads, and ultimately to customers. After they become customers, the methodology ensures that they remain happy customers who can be your ambassadors.

As previously mentioned, it is not the size of the market budget that determines whether or not a business succeeds in its marketing. It's about thinking smart, planning and knowing who you really want to reach with your marketing. Although everyone in Norway can potentially be potential prospects for your business, this does not mean that it pays to be absolutely committed to everyone.

The method is divided into four phases:

- **Attract visitors**
- **Convert visitors to leads**
- **Convert leads to customers**
- **Delight the customers so that they become ambassadors**

Therefore, inbound marketing is about creating such valuable and relevant content that actually hits the people you want to have as customers, so that those people themselves visit your website, show interest and become so impressed that they want to buy from you. It sounds nice in theory, but how does it work in practice?

Inbound - *methodics*



1. Find out who your personas are (dream customers).

Personas are composite depth profiles of semi-fictional people. The point of each persona is that it should describe one of your company's typical customers. It is much more likely that a prospect chooses to buy your product if the marketing is personalized and directed directly towards them.

Read more about personas [here](#)

2. Create personalized content that is tailored to the entire purchase process.

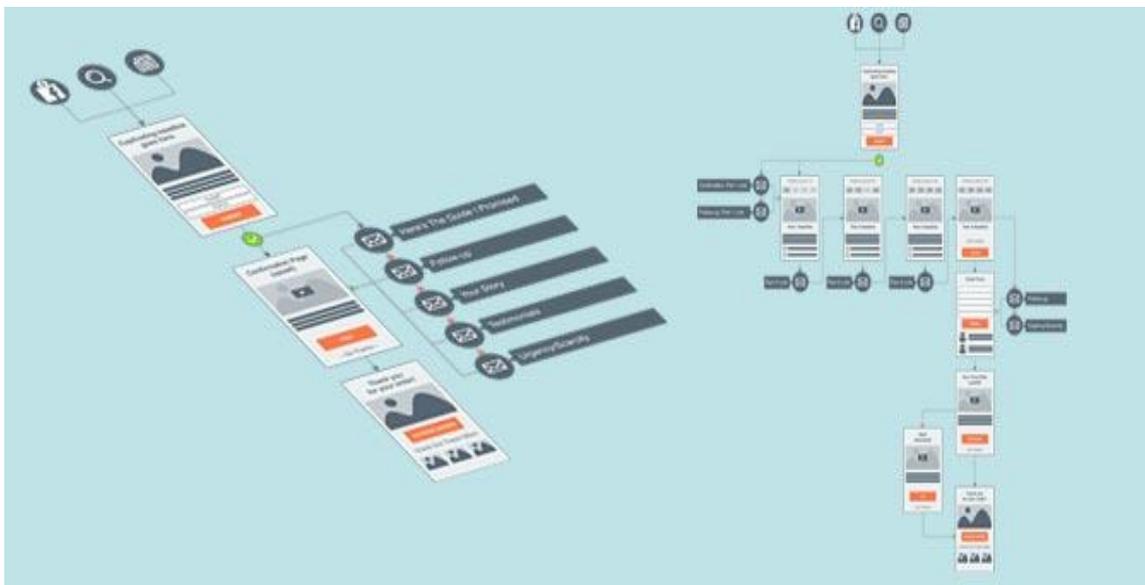
The content should both be adapted to the different parts of the purchase extract so that you can guide the visitors through the area, but also be adapted to the company's different personas. Often, a business has 3-4 personas that you will use. Over time, other distinct personas may also appear that you have to create content for.

3. Automatic processing of leads.

There are various tools for automatic processing of leads so that all leads get the follow-up they need to be led further in the buying process. By setting up automatic processing of leads, or leads nurturing as it is also called, e-mails and other personalized content will automatically be sent out to the right personas and to the right place in the purchase area depending on the personas activity on the website.

As soon as you have a system to keep track of your marketing and how much a new customer costs, you suddenly have a scalable model to measure business growth. Inbound marketing, in other words, allows companies with limited budgets to grow, because the cost per sale goes down due to efficient processing of leads.

Read also: [What is marketing automation?](#)



Inbound VS *outbound marketing*

Compared to outbound marketing, it is easy to see how inbound marketing stands out. The biggest difference is also the most basic element of marketing: who is targeting the marketing, the seller or the buyer?

Outbound marketing involves methods that primarily focus on sales through advertising and cold calling. Inbound marketing, on the other hand, wants to attract potential customers through offering content of value to the individual customer, as well as good guidance.

Most companies aim to generate more leads and sales. This can be done in different ways, either the outbound way or the inbound way:

OUTBOUND	VS	INBOUND
Magazin adverts TV ads Cold Calls Billboard Advertising DM		Blog e-Books SEO Webinars/Events Social Media

People are increasingly taking control of their own buying process. The growth of information on the internet have put the buyer in the driver's seat and the seller in the back seat. Many companies, on the other hand, have not been able to follow suit with this change.

And with the current situation where the buyer takes more control over his own buying process, it is also more important to adapt the marketing accordingly. In other words, both marketing and sales must be modernized - and inbound marketing is a good example of:

OUTBOUND <i>Sellers Viewpoint</i>	INBOUND <i>Buyers Viewpoint</i>
Simon Seller is cold calling potential customers. One by one	Mike Manager realises that they have got a problem
Simon spends one week to get past the Gatekeeper	Mike is searching the net and finds your website and blog.
In the end Simon get through to a potential customer. But the customer is not interested.	Mike downloads a free e-book and in the next few weeks he receive several informative emails.
After weeks with emails and cold calling Simon gives up	Mike is now convinced that you are the best supplier and ask for a meeting.

Inbound Marketing **Why does it work?**

In the case of slightly larger purchases, the customer journey often starts on the net. We research, we compare and we ask questions before we finally decide and choose supplier.

Previously, the sellers had a greater influence on the buying process. When a consumer comes in contact with a seller today, 57% of the sales job is already done.

With the help of inbound marketing, you can get started earlier and follow your prospect right from the beginning of their purchase journey.

There are many advantages to being able to follow the prospect's purchase journey:

- **Creates trust in the customer**
- **Position you as an advisor and expert**
- **You gain greater influence over the purchase journey**



Today's modern buyers are not interested in being sold to. They want advice and guidance based on the knowledge they already have, so they can make the best choice themselves.

This means there must be a two-way communication between the seller and the buyer, or the marketer and buyer.

By directing the modern buyer throughout the buying process, you can therefore create valuable trust in the buyer by showing that you understand his needs and issues, presenting him with content that is relevant and helpful to him and acting as an advisor and expert.



How inbound *marketing* works in practice

Inbound marketing is marketing put into system. This means that the methodology follows a step-by-step process for how the method will be implemented - from attracting visitors to the website to converting leads to customers.

As previously mentioned, inbound marketing is build on four elements:

- **Attracting strangers to the website using good and relevant content on blog, social media and through SEO**
- **Convert leads to customers by sending out personalised and customized emails, using marketing automation and lead scoring**
- **Convert visitors to leads using premium content, CTA (Call to Actions) and landing pages**
- **Delight customers to become ambassadors using e-mail, marketing automation and social media**

In other words: inbound marketing is not magic, it is concrete marketing measures that work, presented in a simple setup. Here's how you do it:



Attract visitors

The first phase is about attracting new people who do not know your company to the website.

Traffic is all well and good, but the most important thing is the quality of traffic. The people who visit the website will have a need the products or services you provide, whether they are aware of it or not.

Therefore, it is important to create content specifically designed for your ideal customers ([personas](#)). First, you must therefore identify the company's personas. Personas should be built on real buyers, but still not be a copy of that specific person you converted from lead to customer last week. Think about how the persona takes a purchase decision, what it takes to lead him / her to the next step in the purchase funnel, and not least how to reach him / her. Personas should focus on behaviour, insight and research into how actual customers think.

With a clear definition of who you want to reach, you can start designing what content to use to attract your personas and where to reach them. Keep in mind that these people mainly find your website through social media or by Google search. It is therefore important that the content you publish contains the information they are looking for.

Blog/website

This is the very essence of inbound marketing. Many business owners get a little bad taste in the mouth of the word "blog", but make it clear that we are not talking about a so-called 'pink blog', but about a targeted professional blog where the company writes about topics that are closely related to what they are doing.

In addition, it is important to note that this content is published in many separate channels. So the website's blog and other pages owned and operated by the company, to be found by potential customers, you need to create content that responds to their questions or solves a problem they have.

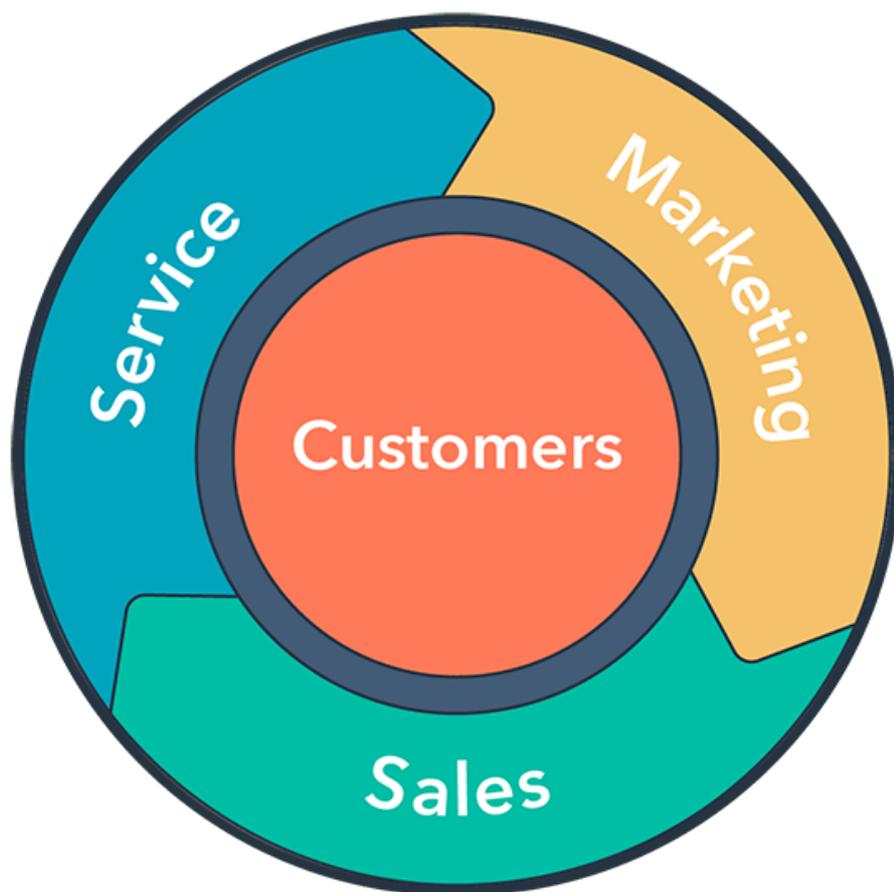
For many, the website is the first encounter with your company. In other words, the website is your showcase, so make sure your company is showing off its best side. Create a website that contains useful content that can attract the right customers to you.

SEO (Search Engine Optimisation)

Most buying processes today start with a simple search on the web. To become visible in search, you need to do some analytics to find out which keywords are important to your business. In addition, you need to produce content, optimise your website and build links around phrases that you know your customers are using.

social media

Success in inbound marketing is about having content that is useful, valuable and that makes a difference to the person reading it. We're not talking about saving the world, but about creating content that gives something of value or solves a challenge a person has. Social Media is a great place to share content because you can stay in the same channels that your dream customers are and communicate with them. It's not called social media for no reason.



From visitors to leads

You have now got visitors to the website, subscribers to the blog and traffic from social media. The next step now will be to convert these into leads. And this is where many businesses stop because they lack one essential thing. A call to action to do something more - to go further on the website - to move forward in the buying process.

It doesn't help how much traffic you get if the people coming in get out of there without having to leave information about who they are. As soon as someone leaves contact details, they go from being a visitor to a lead. Leads are visitors who have shown an interest in you and what you offer by, for example, reading blog posts or downloading an e-book.

The key is therefore to offer visitors such high quality content that the people who download it are willing to give their contact information in exchange for access to this information. Only now you start to nurture the relationship directly.

Here are some of the key tools for this exchange:

Call-to-action

A call-to-action can be a clear button or a link at the bottom of a website that encourages you to take further action. Examples of this can be "Download free e-book" or "Sign up for our breakfast seminar".

Thank You Pages

When a visitor presses a call-to-action, they should be sent directly to a thank-you page. This is where you deliver what you have promised, and the visitor gives away their information. This information allows you to initiate a conversation with your new lead.

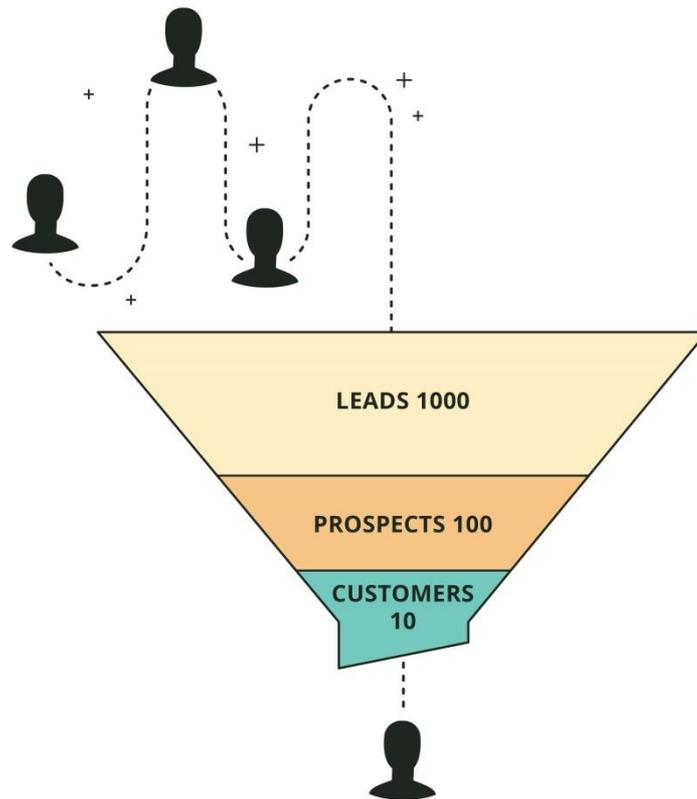
Forms

To convert a visitor to a lead, they must complete a form with their information. Make this form as neat and simple as possible. Remember not to ask for too much information at the same time.

Contact Database

All companies should have a contact database. Here you can follow what visitors are interested in, which emails they have received and read and the like. In this way, you can customise the dialogue so you can attract, convert, and excite your dream customers in a much easier way.

As a household rule, everything you do of your marketing efforts should have a call-to-action that you want the visitor to action on - all aimed at one of your personas. In this way, the content of the individual visitor is adapted to the information provided by the person.



From lead to paying customer

You have a new name in your database. So far you have succeeded, but now it remains to convert the lead to become a paying customer.

In inbound marketing, sales and marketing go hand in hand. The marketing department is responsible for "warming up" leads so that they are virtually ready to buy the moment the sales department receives them. This is done by processing leads, also called "lead nurturing".

This usually happens with automatic emails where you offer valuable content tailored to where the lead is in the buying process. The more times a lead gets useful tips from you, the more they will trust you and the more your chances of selling increases.

The following tools will be of great help in this process:

CRM

Customer Relationship Management (CRM) keeps track of all your customers, contacts, businesses and agreements. By using the CRM system actively, you make sure that you have information that makes your sales work smarter and easier. Use the knowledge to communicate better with your prospects across channels. Many marketers work in the blind. They are uncertain about the effect of the various marketing measures. By using the right system you get full overview. Through an integration with your CRM you can also keep track of how good your sales team does in converting leads to customers. The best benefit of this is that it can be done automatically.

Marketing Automation

Marketing automation is about delivering the right message to the right person by email. These can be articles with tips and advice, offers or other information. The most important thing is that the message is adapted to the individual based on where in the purchasing process the person is. Let's say a person has downloaded an e-book on social media marketing. It may then be relevant to give this person a series of articles in the same genre. What kind of content and when the email is sent, you decide yourself through a selling/nurturing path that you set up.



With these tools in place, the sales department can work more efficiently and focus their time and energy on those who are already interested in the product or services you provide.

From customers to enthusiastic ambassadors

The contract is signed and you have a new customer. But the job is not finished. The Inbound method is about delivering useful and valuable content to our users - regardless of whether they are visitors, leads or existing customers.



Our goal is to continue to delight and excite our customers so that they can become our ambassadors. Of course this does not happen by itself, but here are some methods:

Surveys

Want to know what someone thinks so will always be the easiest to ask. Through surveys you can make sure that you give the customers what they want.

Tailored content

Your existing customers still have interests and challenges. Therefore, you should continue to produce content that is tailored to help your customers reach their goals. In addition, you can showcase new products or services that may be of interest to the right people.

Social Media

Use social media to keep track of what your customers like, don't like, and what engages them. Here you can also offer the content that is tailored to them.

What kind of results *can you expect?*

It is not without reason that inbound marketing has become so popular. There are many benefits you can expect as a result if you start with inbound marketing:

- Strong growth in the number of ready-to-sell leads
- Smarter and more efficient conversion from lead to customer
- Better visibility in search engines
- Increased traffic on the website
- Full control on ROI
- Measurability of all measures

But the result depends on many factors. How Much Does Your Business Want to Invest? What is today's acquisition cost for new customers? And what is the lifetime value of one customer? There are many elements that need to be in place, but when inbound marketing is done according to the textbook, it provides very high ROI (Return on Investment).

Also read: [How high ROI can I expect from inbound marketing?](#)

A **report from MIT** shows that companies that used inbound marketing with HubSpot as their main tool achieved, among other things:

More than a doubling of website traffic after just one year

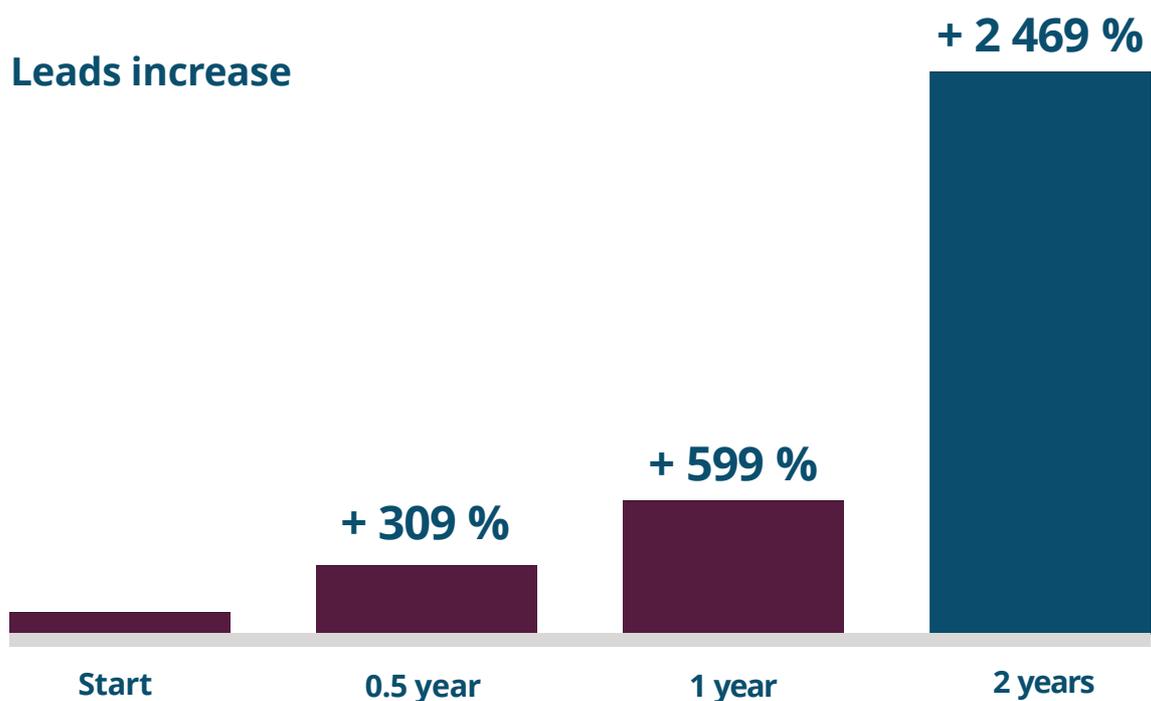
Starting from the current situation. How much traffic does the website have today? Then you can start looking at how much traffic the website needs to reach the year's number of leads.

6 times as many leads in one year

The average for all HubSpot customers is an ROI increase of 2.10x for 6 months and a full 3.00x for 12 months. To find out what is realistic for your business, consider how many leads have been recorded each month so you can find the average. Use this as a benchmark.

73% experienced an increase in the number of conversions from lead to customer

A realistic plan must be set up to calculate how many leads should be generated to get x number of new sales. How fast does your business want to grow? This is the absolute most important parameter because it depends on how much the company will invest.



69% experienced an increase in income

Find out how much it costs to acquire a new customer (CAC Customer Acquisition Cost) and then calculate the lifetime value of a customer (LTV). The total lifetime value of a customer will mean how much income is generated from a customer as long as he or she is a customer. These factors will have a lot to say for the ROI.

Imagine that the average cost of getting a new customer is £1,000 (CAC). A customer stays with your company on average 50 months. Each month,

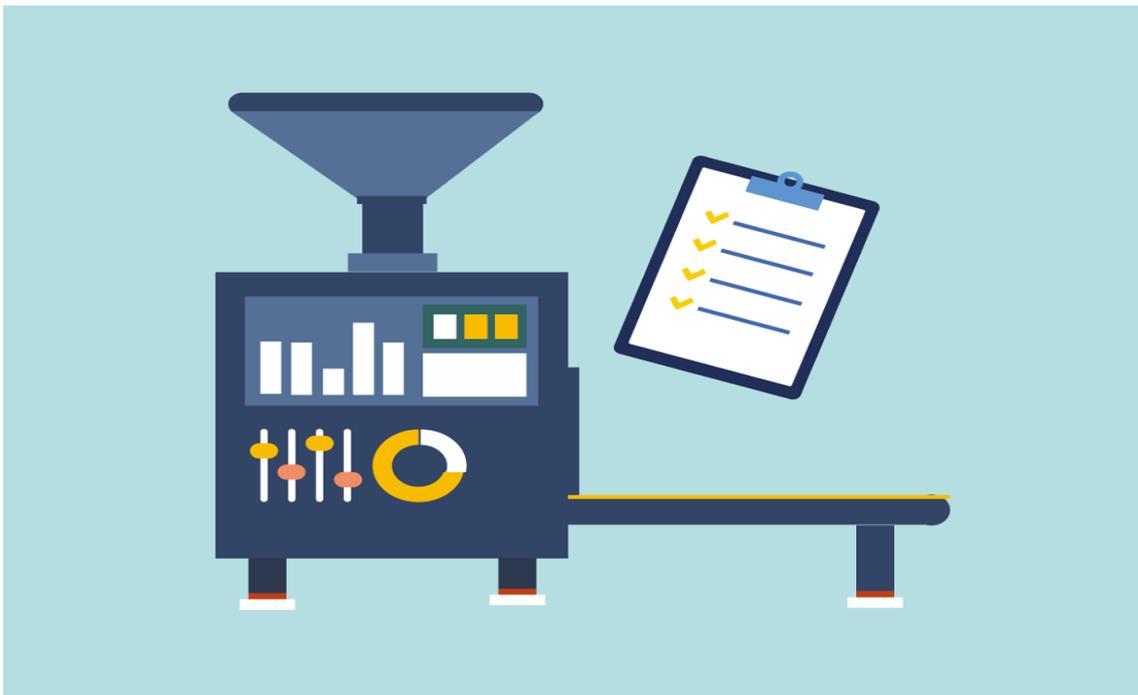
they add £2000 again. In the course of 50 months, in other words, they again put in £10,000.

Then, we must take into account the direct costs associated with this. That's why we subtract 50%. We are left with £5,000, which is then the lifetime value of a customer (LVC).

To calculate this, you must therefore consider the following:

- **Average price of products**
- **Average price of sales**
- **How often does a customer buy**
- **Product lifetime**
- **Average price of additional products**

The calculation you should know



This is how *you get started*

It can be difficult to know where to start if you have decided to practice the inbound methodology as a marketing method. But don't despair – we will help you.

Still uncertain whether inbound marketing is your business? If the answer to the following question is yes, it means your business should invest in the inbound methodology:

- **The company has clear goals for growth**
- **The company has a marketing budget**
- **It is a longer sales process, ranging from 1 week to 1 year**
- **The products or services sold have a certain price - it should be a product price of a few thousand pounds**
- **There is a defined sales process and skilled salespeople**

Because inbound marketing is based on careful analysis of prospects in order to reach the right customers, as well as a thorough process of following up leads and working with quality content. This is of course not done in one day, and it will therefore be more profitable for companies that sell services and products with a certain price.

When your business has decided to invest in inbound marketing, it is first and foremost one thing that is important to find out: should the business do the job itself or outsource the work to an agency? It's not an easy decision to put all or part of your marketing in the hands of someone else. But if you find the right agency that understands your business, their ambitions and concerns, the result could be incredibly good.

When deciding whether the company should handle the marketing itself or whether to outsource it, there are many factors that play a role. In order for the result of the company's inbound marketing to be as good as possible, a lot of work effort and skilled heads are required.

Consider the following:

Does your business budget to outsource the work?

It can be more expensive to hire help from agencies, but remember that internal labour also costs.

Does the company have enough resources to do it themselves?

For the inbound method to work, people, among other things, need to write qualitative content and sellers to contact the sales-ready leads. Does the company have the necessary workforce internally?

Does the company have a marketing manager and marketing department?

If your business does not have a marketing department, you may want to outsource the job to someone who are marketing experts in general and specifically knows about the inbound marketing strategies.

It may also be wise to contact an agency for guidance and advice on how your business should solve the process.



Before you get started

Before you dive in there are many things to do. We have therefore created a step-by-step guide on how to get started with inbound marketing:

1. Set clear goals for your marketing

Find out what goals your business has in marketing and making them specific. Keep in mind that you need goals in order to plan how to reach them.

For example, goals for potential leads may be that X number of new visitors to the website should leave their email address in exchange for an e-book or that a certain number should contact you for a free consultation.

The goals should be in line with the company's overall growth goals, so it is important to think about how your marketing will help your company reach its goals. For example: How many leads does the website need to generate in order for your company to grow where you want to be within 3 years?

2. Define personas

As mentioned earlier, it is incredibly important that you know which people you want to receive as a customer. Therefore, the company's dream customers must be defined in the form of personas.

Start by creating a couple of personas that you want to target and build on as you see visitors not identifying with the existing personas.

3. Consider and choose which tool you want to use

It is not always necessary to switch, but the methodology will work better if a tool is used to automate the conversion process of leads (marketing automation).

4. Create a content plan

Once you have defined personas and know what they want to know more about, you also know what kind of content you need to produce. Now you should also calculate the amount of content that must be produced to reach the goals you set.

Put together a publishing plan where you include personas, stages of the purchase funnel, which CTA post should have, who the writer is, deadline for the content and when to publish. This way, you have full control over content production.

[Download a free publishing plan here!](#)

5. Perform a keyword analysis

In order for you to get good traffic to the website, it is important that all content produced is visible to those who search for the issues you are addressing and the questions you answer. Therefore, think carefully about which words and phrases that you use.

6. Do a competitor analysis

Find out who you are competing against. How well do they do and how visible are they on the market? Perform an analysis of your competitors' marketing activities and see if this can be of any inspiration to you.

7. Carry out an analysis of your company's existing content (if any)

By analysing what content the website has today and what is popular you can not only see what you lack of content, but also what kinds of topics you should write more about.

Existing content such as brochures, product sheets, calculation tools and reports can be placed behind a landing page and used as a premium content. This way you get the contact details and information about leads in exchange for high value content for the visitors.

8. Define the process for processing leads

Before you dive into inbound marketing, it is important to have a clearly defined process for how to handle leads. Here, market and sales should go together to find a solution that both departments agree.

Find out which criteria must be met for lead to be ready for sale, and when it is appropriate for a seller to contact a prospectus.

In order for the inbound strategy to function optimally, it is essential that this is in place.

9. Create an inbound marketing campaign

An inbound campaign is a whole campaign that will hit one specific person in one specific place in the buying area, whether it is at the top, middle or bottom. All of the blog posts should draw the persona towards a premium content that you want them to download in exchange for their contact information.

A campaign consists of a number of elements:

- **Blog**
- **Calls-to-action**
- **Landing Pages**
- **Forms**
- **Premium Content**
- **Thank you page**

All this should be interlinked, and not least be adapted to the stage the personas is in the shopping area. All the details are important: the design must be consistent throughout all elements and, not least, "tone-of-voice" must be consistent.

With all this in place, it is just to get started. Good luck!

Dictionary

There are many words and phrases used in inbound marketing and it can be difficult to keep everything in order. Therefore, we have created a simple overview of the most commonly used terms in inbound marketing:

BoF (Bottom of the Funnel)

This is the term for the bottom of the purchase extract, that is, the last stage of the buying process. This is where the lead is presented to various solutions that can suit him or her.

CTA (Call-to-action)

A call to activity to guide the lead further in the buying process using a button or link that can be pressed to download something.

CAC

(Customer Acquisition cost)

Acquisition cost for a new customer.

E-book

A longer content format that goes deeper into one topic than what a blog post does.

Inbound Marketing

Marketing measures aimed at attracting people, as opposed to traditional measures that go beyond targeting prospects.

Purchase Funnel

Purchase process designed as a funnel with three parts: top, middle and bottom. Inbound marketing is about pulling a lead through the entire funnel so that the lead will be ready to buy when he / she reaches the bottom of the funnel.

Landing Page

A page that contains a form for lead generation. Can be the landing page for a premium content such as e-books, reports and the like, or enrolling in various seminars or consultancy hours.

Lead

A person or business that has shown interest in a product or service by, for example, completing a form or subscribing to the blog.

Lead nurturing

Develop a communication series (emails, social media posts, and so on) to keep a lead interested and gradually lead it through the Purchase Funnel.

LTV

Lifetime Value of a Customer.

Marketing automation (automatic processing of leads)

A tool in a software that automatically processes your company's leads so that follow-up entries and the like are sent out automatically.

MoF (Middle of Funnel)

Middle of the Purchase Funnel.

Personas

The name of the company's dream customer.

ROI (Return on Investment)

Used to explain how much you get for each £££'s used in marketing.

SEO (Search engine optimization)

Text optimization to make content more visible for search engines.

Form

The place where visitors to the website fill in their contact information and personal information in exchange for what you offer.

ToF (Top of Funnel)

Top of the Purchase Funnel.

Book a free consultancy session on inbound sales.

Would you like to sell more, stop cold calling and simplify the follow up of leads and prospects?

[Book a meeting with us here](#)



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