



INBOUND MARKETING

An Essential Guide For Every Modern Marketer

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1. What Is Inbound Marketing?

Dear marketers, if you're reading this you must have heard...

that traditional marketing is broken.

Hard-selling has been labelled the scourge of marketing. Buyers are in control of sales processes today and they determine the entire course. It is high time we fine tune our advertising and marketing strategies to reach our target markets efficiently- or find our businesses ebbing out in the rough sea of competitors. In this guide, we paint you the big picture of the structural workings and flow of a successful inbound strategy, one you should put into function for your business.

Jumping right in.

**What is inbound marketing?
And why inbound?**

Inbound, is a fundamental shift in the way customers deal with a business. It is the constitution of a series of strategized methods following one directional goal-increasing qualified lead and sales conversions.

While traditional marketing (eg. radio, tv, flyers, cold-calling, etc.) is interruptive and "push"-y sales pitch up; inbound marketing is buyer-centric, "pulls" and draws potential customers inwardly in engagement.

Would you prefer dealing with a business focused on your needs and wants or have one pushing for theirs all the time?

Inbound marketing is specifically and all about catering to empower your potential customers with information they are and will be searching for.

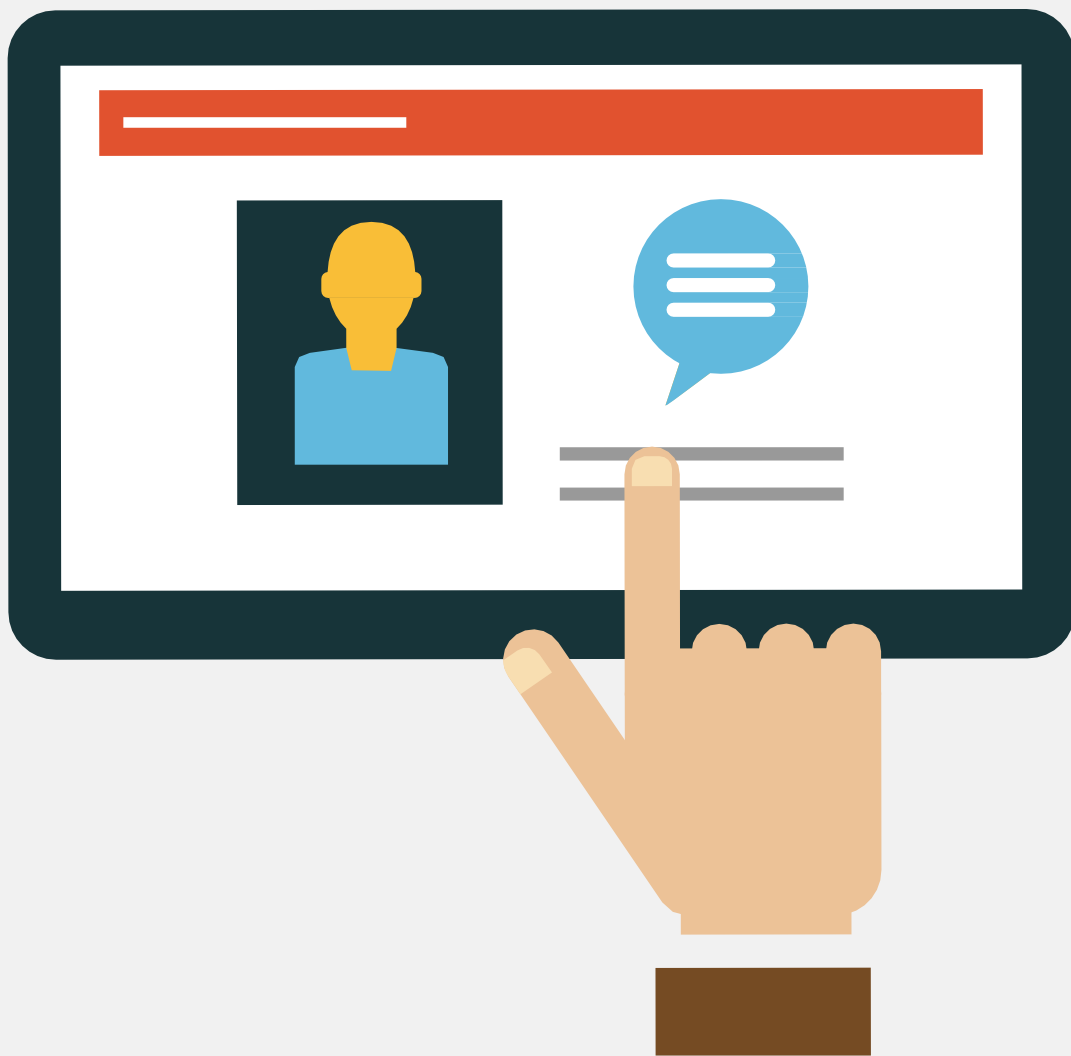
Your inbound strategy's success is built on your ability to provide relevant, useful and exceptional content that effectively reaches the right audience you want at the right time. Inbound marketing is specifically and all about catering to empower your potential customers with information they are and will be searching for.

Follow us through each stage process, to see how it all works out in the end!

2. Fundamentals of Inbound Success

Buyers Persona

Personas are a composite idea of your prospective customers. Detailed research needs to be done on your personas in order to be attracting them to your ecommerce site, to produce the right content that cuts through all the noise and successfully reaching them.



Your company might be doing a great job acquiring leads, but why are you not converting them?

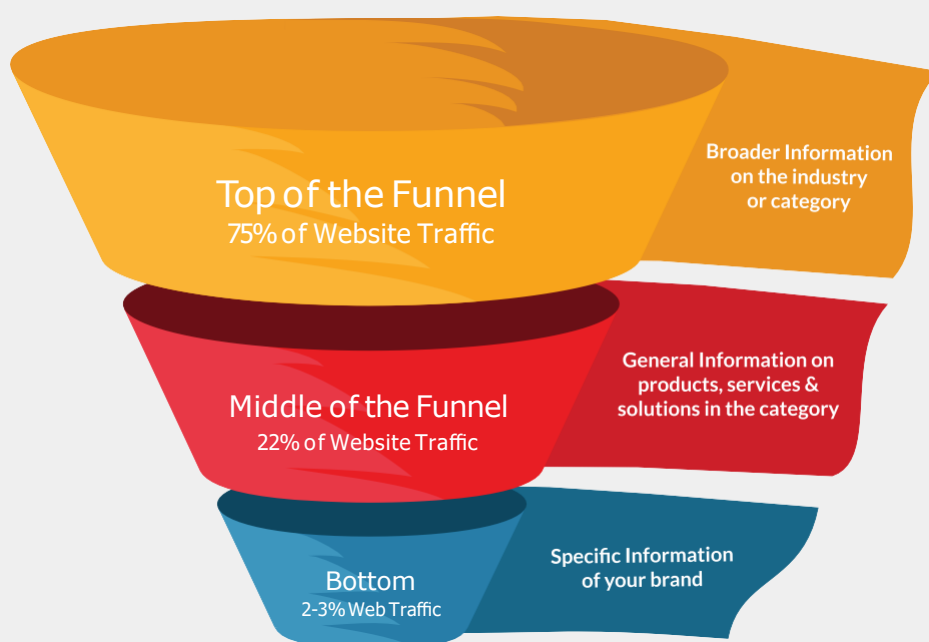
That is because your new leads **may not be ready to buy yet**.

If you do not plan your marketing strategies in strict accordance to the different stages of your sales funnel, you plan to fail. Your leads will get lost, ignored or most frequently, snatched up by your competitors.

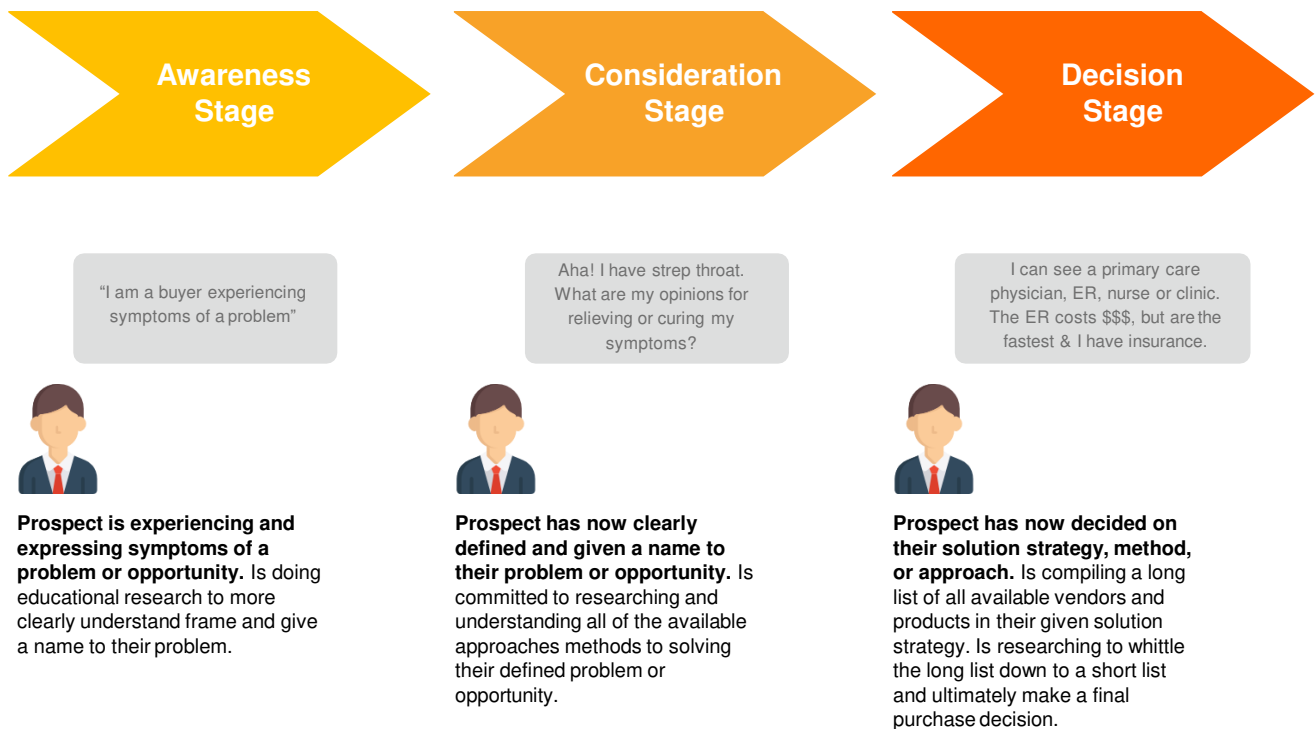
How do you prevent that from happening?

You start at a very high level, providing broad information on your industry. Prospects find you without having to search for your specific company name. They begin to think of you as a leader in your space, and come back to your site.

You provide information more and more specific to solutions and then ultimately, your brand, so they can consume at their own pace and see the value in doing business with you.



THE BUYER'S JOURNEY

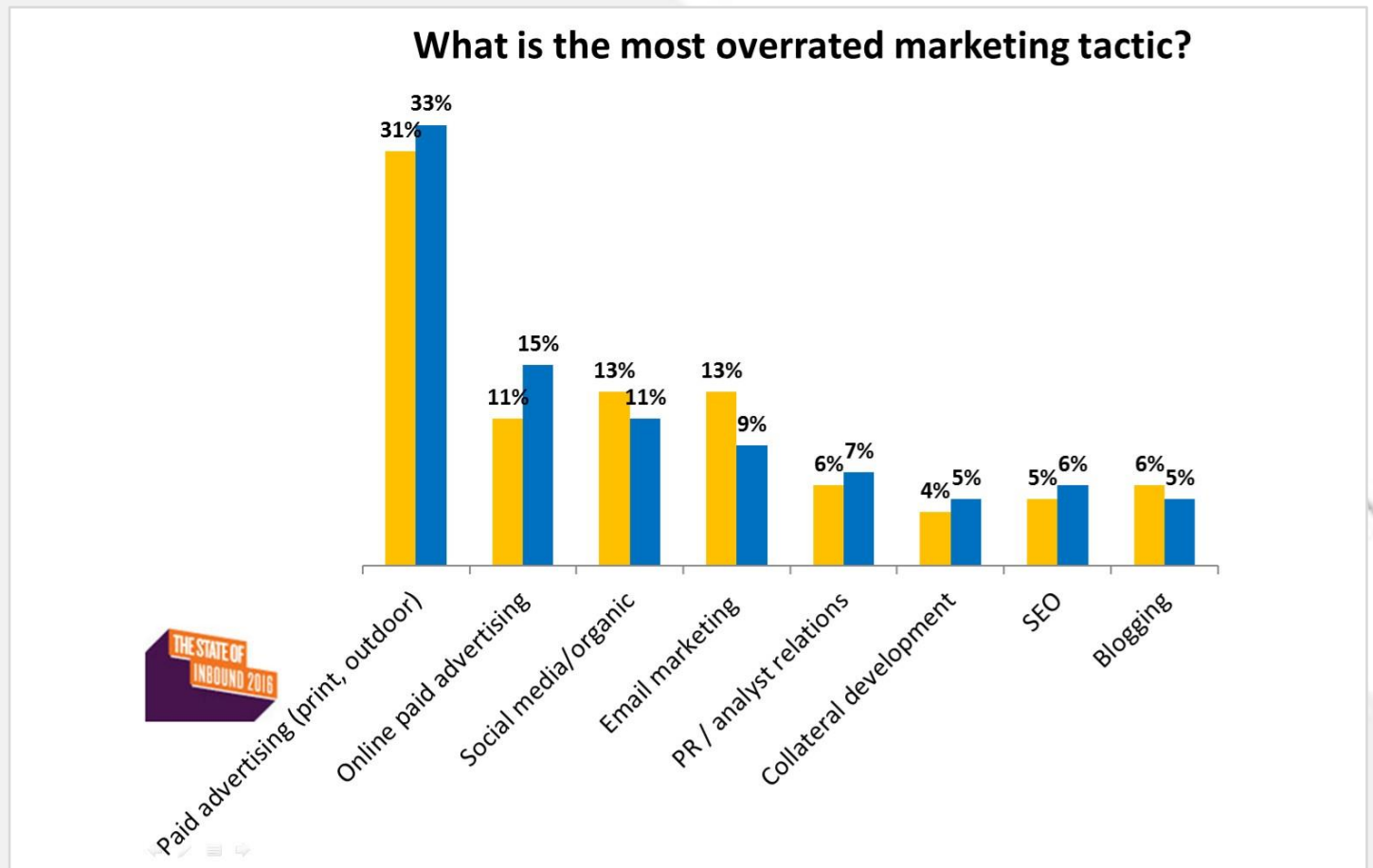


(Hubspot)

Good lead generation marketers invest well in lead nurturing.

They strategize to usher a customer smoothly from the top of the funnel to the bottom by building relationships and trust; earning the lead's sale only when he/she is ready.

Latest Inbound Marketing Statistics Every Marketer Should Know



(HubSpot)

- Organizations that can calculate ROI are 1.6X as likely to receive higher budgets. (Hubspot)
- Inbound organizations with an SLA are over 5X as likely to be effective.
- 22% of salespeople don't know what a CRM is.

According to Search Engine Journal, inbound leads cost 60% less than outbound leads. Considering the amount of waste associated with traditional, impression-based advertising, inbound marketing provides a much more focused program that matches today's buyer behavior.

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- Content Marketing Institute recently reported that 80% of business decision-makers prefer to get company information in a series of articles versus in an advertisement. The bottom line: We don't want to be sold to, we want to be educated, and articles deliver the kind of information your prospects are seeking in order to make smart, well-informed decisions.
- 68% of online buyers will spend considerable time reading content published by a brand they are interested in. (The CMA)
- B2B customers conduct 12 searches on average before checking a specific brand's website. (Kapost)
- 80% of business decision makers favor getting brand information via an article series more than ads. (Content Marketing Institute)
- A whopping 84% of audiences age 25 to 34 have left a favorite website due to intrusive advertising. (Mashable)
- Mid-sized businesses save 31% on Inbound Marketing costs compared to paid search. (Eloqua)
- Inbound leads cost 61% less on average than outbound leads. (HubSpot)
- Properly executed Inbound Marketing tactics are 10 times more effective for lead conversion compared to outbound methods. (Gartner)
- Companies that utilize inbound content platforms and offer buyer persona driven content see a 45% increase in the volume of Sales Accepted Leads (SALs). (Kapost)
- On average, brands that publish 15 blog posts per month convert 1,200 new leads per month. (HubSpot)

3. iFoundU™ Methodology: Perfect Engine For Traffic, Leads and Customer Acquisition

iFoundU™ Methodology

Inbound marketing is a proven marketing methodology currently at the forefront in lead generation and prospect nurturing. It operates through a full-funnel of stage processes (**Attract, Convert, Close, Delight**) functioning in stringent focus of their individually specified objectives.



Imagine the bullseye of a target board is made of ultra-strong magnetic material, all arrows shot towards the target board will immediately be pulled into the bullseye! That's how you can visualize inbound marketing for your business.

In this expert guide, we'll be getting through the 4 process stages of the inbound marketing methodology that ought to be at the fingertips of every modern marketer today.

Before practicing inbound marketing, it's important to understand the fundamentals of inbound success.



Remember this,

Consumers don't
want to be sold to,
they want to
be informed

Inbound tactics empower your consumers to make informed decisions.

In the shortest summary -

First, you create your buyers' persona.

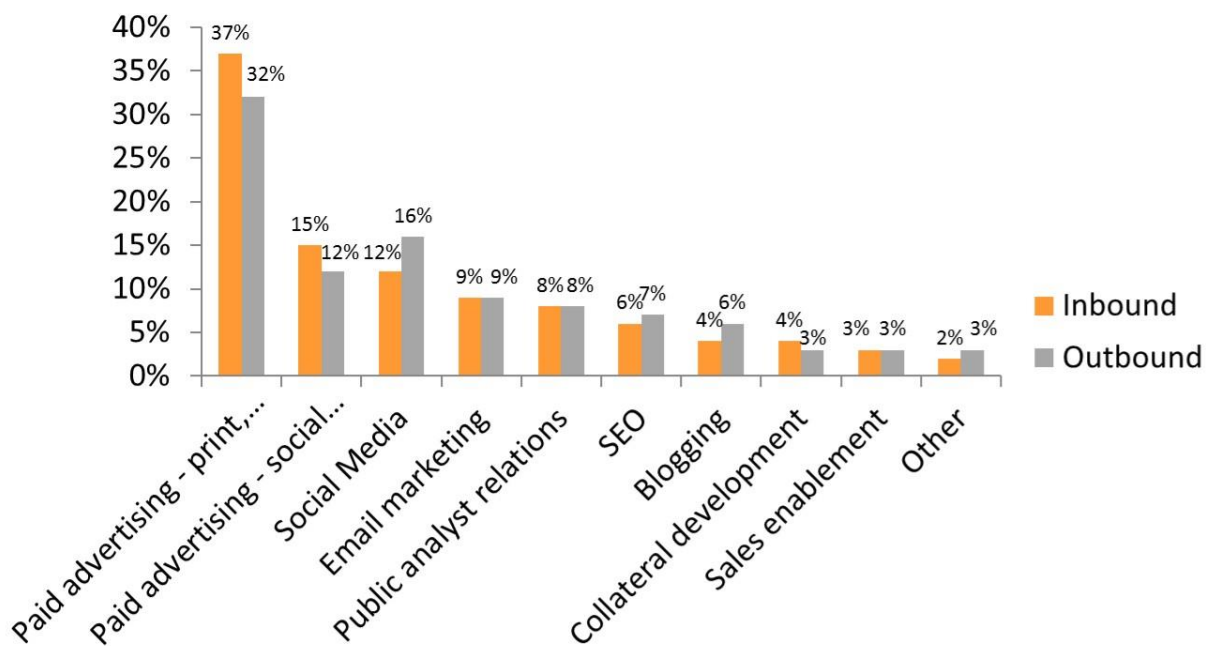
Second, using the marketing funnel that you have planned, create remarkable content for its stage, and know how to leverage it.

Welcome to the brave new digital world.

Now, dear marketers, let's get to the core of it.

The Most Overrated Marketing Tactic

Outbound is classified as a waste of time across inbound and outbound organisation alike



4. Attract Stage

Attract Stage

The primary stage of the inbound methodology focuses on attracting your ideal target audience after an elaborate study of your prospect market then defining your targeted audience ideal as franchisee prospects.

Companies are investing tons of money and time on developing their web designs with intent to stand out among throngs of competitors in terms of its visual appeal.

However, they fail to determine how effective their website is in attracting qualified leads.

Under the impression that any traffic is good traffic regardless the audience, bigger numbers may mislead marketers to assume their marketing strategy is working.

However, the most salient and hardest task most marketers are futile in achieving is discerning the right traffic.

You want to attract traffic that generates business results.

If it doesn't, your marketing strategy needs some working on.

Search Engine Optimisation (SEO)

It's no longer a secret that Google trawls for fresh content, and it goes without saying that good search engine rankings are essential for a successful eCommerce store.

Prune pages and site segments that are not driving traffic and sales revenue.

Optimise your content with keywords and most relevant informational research for your prospective audience.

Studies show that the second page of Google search only receives 0.85% of traffic compared to the first. So, you'd really want to get your store on the first page for as many of your "keywords terms" as possible.

Search Engine Optimization (SEO) sits at the crossroad of art and science. It ensures your audience can find the right content in the right context at the right time.

Search drives results and captures interest.

Due to the nature of search engine technology and the sheer amount of web sites being indexed by them, it is imperative that your site is constantly optimized with new strategies. There are no shortcuts in obtaining a high ranking on the search engines, as it requires an amalgamation of expertise in the search engine market and page optimization techniques.

Search Engine Optimization solutions include:

- 1. Site Performance Tracking**
- 2. Keyword Analysis**
- 3. Competitors Benchmarking**
- 4. Link Analysis**
- 5. On-Page Optimization**

Content Marketing

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content (eg. blog posts, articles, podcasts, videos, etc.) to attract and retain a clearly-defined audience.

(Content Marketing Institute, 2015)

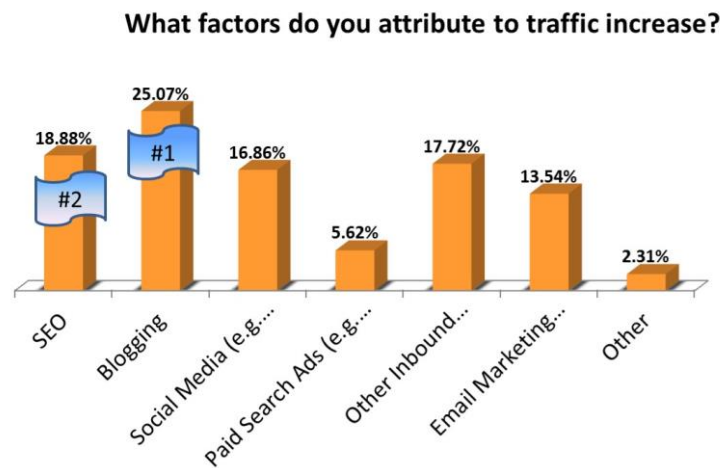
Latest Content Marketing techniques and strategies builds around buyer-centric, inbound processes that function to foster a meaningful customer relationship with every individual. These e-commerce Content Marketing stats say it all:

- 60% of people want to seek out a product after reading about it.
- 90% of people find customised and relevant content useful.
- 86% of consumers are willing to pay more for a better customer experience

With **63%** of B2C marketers believed that their **content marketing** results are successful as compared to a year ago; a visible rise in content investments both developmental and promotional can be expected this year.



What factors do you attribute to traffic increase?



(HubSpot)

Also, we predictably see a further shift towards **prioritising content marketing** over **paid advertising** this year, due to the outweighing business benefits below.

Content Marketing > Paid Advertising:

- Promotes more branding initiatives
- Builds and fosters better long term customer relations than traditional advertising
- High cost efficiency and proven to achieve higher ROI than traditional advertising
- Better SEO
- Allows consumers access to more product information
- More effective for sales conversions

With the whole lot of pressure-cooking buzz on content marketing increasingly going on, you should be feeling the heat as an entrepreneur running a business (whether with a brick and mortar store or wholly online) for a content strategy that outlasts each year.

Your content should be structured and crafted strictly in direction your marketing funnel; so each stage process is effectively fueled to achieve their specified **individual objective** and binded as **an unending cycle** towards a continually increasing profiting success.

Now, your content is only as good as its delivery...

Content Distribution

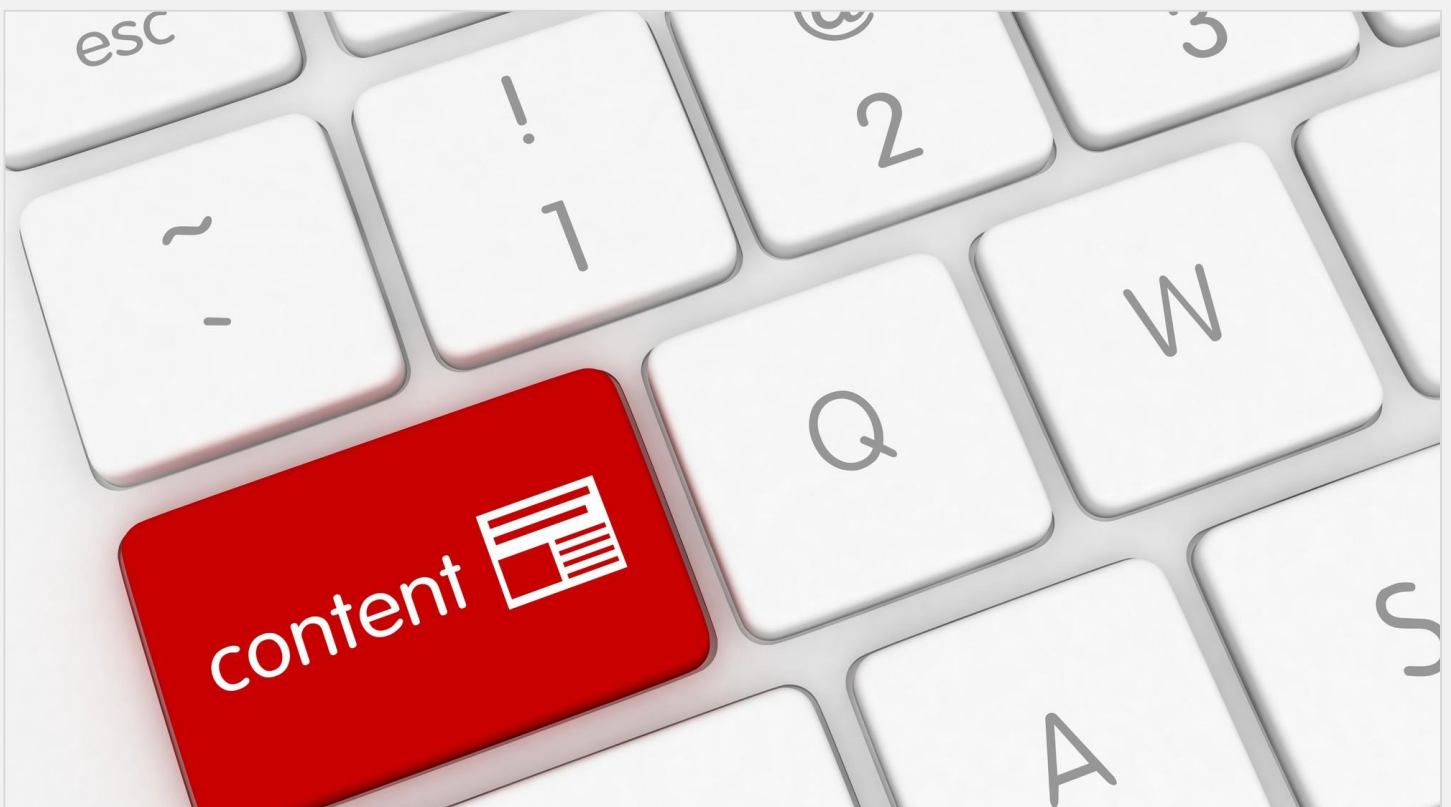
We understand that it is tough for marketers to place the right messaging and content on the right platforms these days, but sadly it's become more than necessary, determining the success of every online business this day.

Combining strategies depending on the nature of one's business will allow marketing teams to scale and automate their content towards better reachability and favourability of their audience.

Content distribution is about meeting your audience where they are. Your great content needs to find its way to its desired crowd. **Content delivery** is about sharing various types of content that are relevant to each media channel or platform.

To achieve all that, it is important to understand the types of content that perform for your retail brand across various networks, in order to efficiently disseminate each piece of your content reaching your desired audience.

We break down 4 main aspects that come into play for effective content distribution:



1. Consistency

Bear in mind that consistency is key in retaining an active audience. Creating and publishing content regularly and consistently does a bulk of the distribution work for you through search engines online, especially in the long haul.

- Create content on a regular basis with keyword research and SEO practices, Google sees through the rest of your content distribution plan.
- Companies that published 16+ blogposts per month got about 4.5 times more leads than companies that published 0- 4 monthly posts.
- B2C companies that blogged 11+ times per month got more than 4X as many leads than those that blog only 4-5 times per month. (HubSpot, 2015)
- Companies that published 16+ blogposts per month got about 4.5 times more leads than companies that published 0- 4 monthly posts. (Hubspot's content marketing statistics, 2015)
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2. Outreach

A content strategy is largely dependent on the effectiveness of its outreach.

Without question, the fashion industry is highly competitive with tons of fashion related website. On the bright side, this creates an ideal playground for the outreach of your content due to a readily availing exposure to a highly engaged audience.

Inbound links (when you link out to a different online source crediting or referencing another fashion brand or blogger's product or article) and **outbound links** (when they link you back and acknowledge your brand's presence in the online fashion industry) expose your outreach doubly, not to mention a great help for SEO.



3. Re-purposing or "Spreading" Content

Re-purposing or re-promoting your blog's content efficiently extends its value. A smart marketer looks for ways to make a successful content piece spreadable over a period of time, and repeatedly.

This can be done by disseminating the content through different format types. Republishing content across multiple platforms is also proven to be able to extend the value of your best performing content, saving you lots of crafting time.

4. Amplifying With Social Media

In 2015, 66% of businesses were reported to have social media marketing as a core strategy for their business. (Hubspot, 2015)

Social media platforms such as Facebook, Twitter, LinkedIn, Instagram, YouTube etc. can help to get your content to the right people while spreading the word about your business brand.

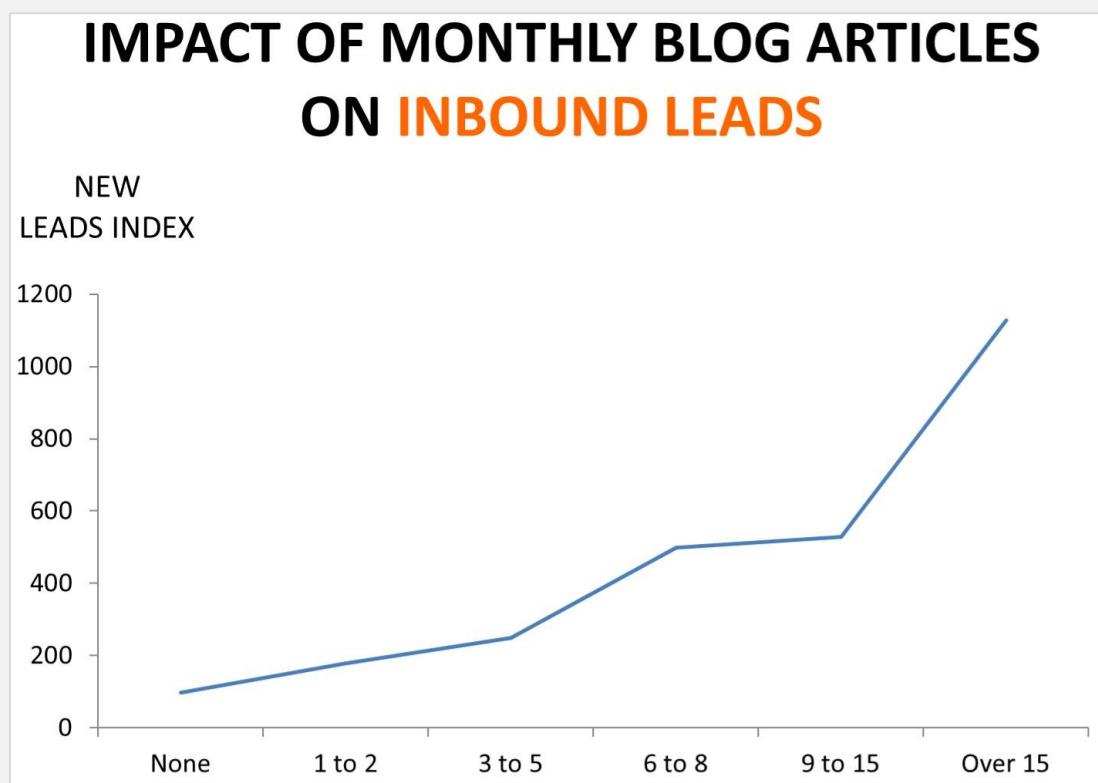
It can drastically increase the number of people who view your content and visit your website, amplifying its reach and awareness.

Attracting Partnerships With Inbound Marketing

Inbound methods offers the opportunity for different kinds of partnerships by drawing suitable, interested partners “inwardly”.

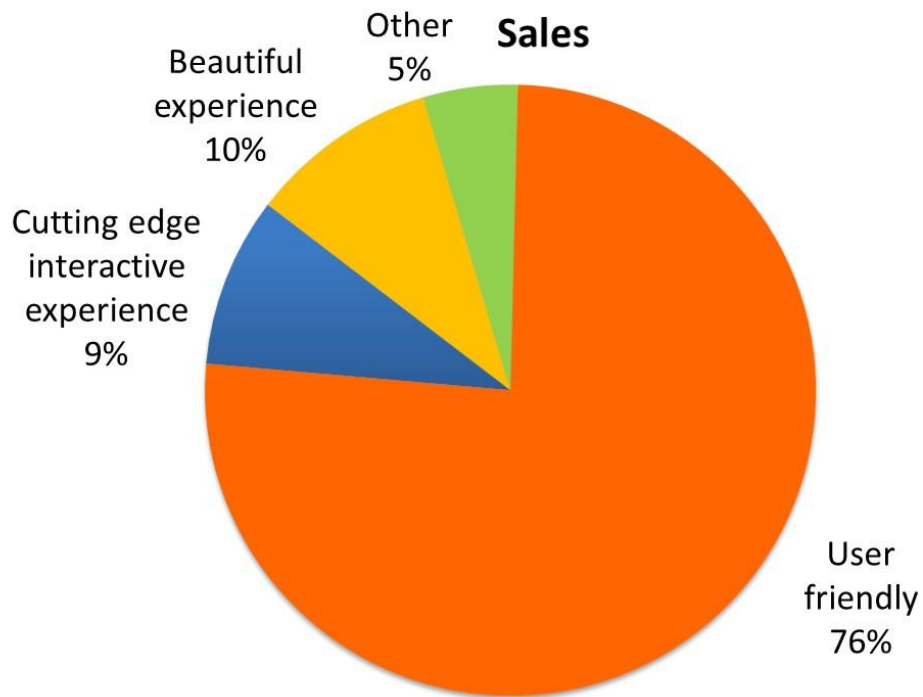
eg. e-commerce sites use affiliate marketing (podcasts and webinars) as a strategy for spreading the word about their products and services.

Inbound marketing allows people to identify with your eCommerce’s brand message and vision. If aligned, they will be keen to be involved with a partnership as affiliates.



(Hubspot Return On Content Graph)

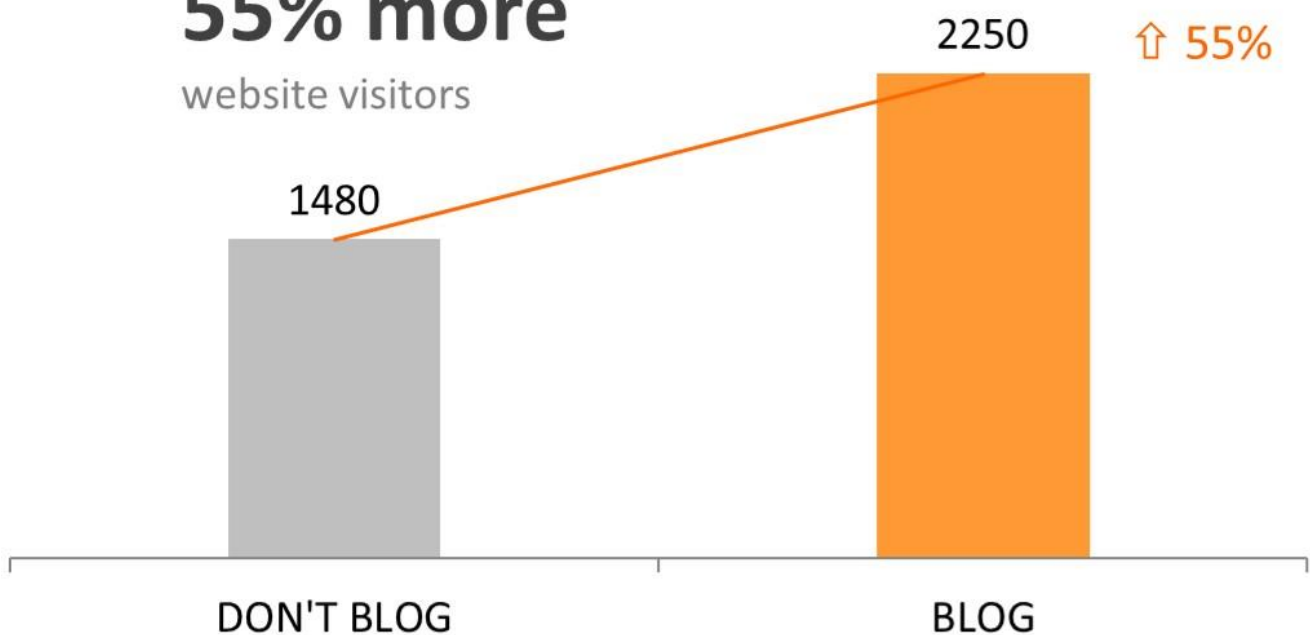
What is the most important factor in the design of a website?



Companies that blog has

55% more

website visitors



5. Convert Stage

Convert Stage

After hauling the traffic you want, the second stage of the inbound methodology focuses on lead generation by converting your current audience with content marketing through customer acquisition channels with the attainment of their contact information.

If you're an experienced digital marketer in the field, you probably already have a comprehensive understanding of the functions of these **lead conversion tools**:

- Website
- Landing Page
- Online Form
- **Calls-to-action (CTA)***

Call-to-Action (CTA)*

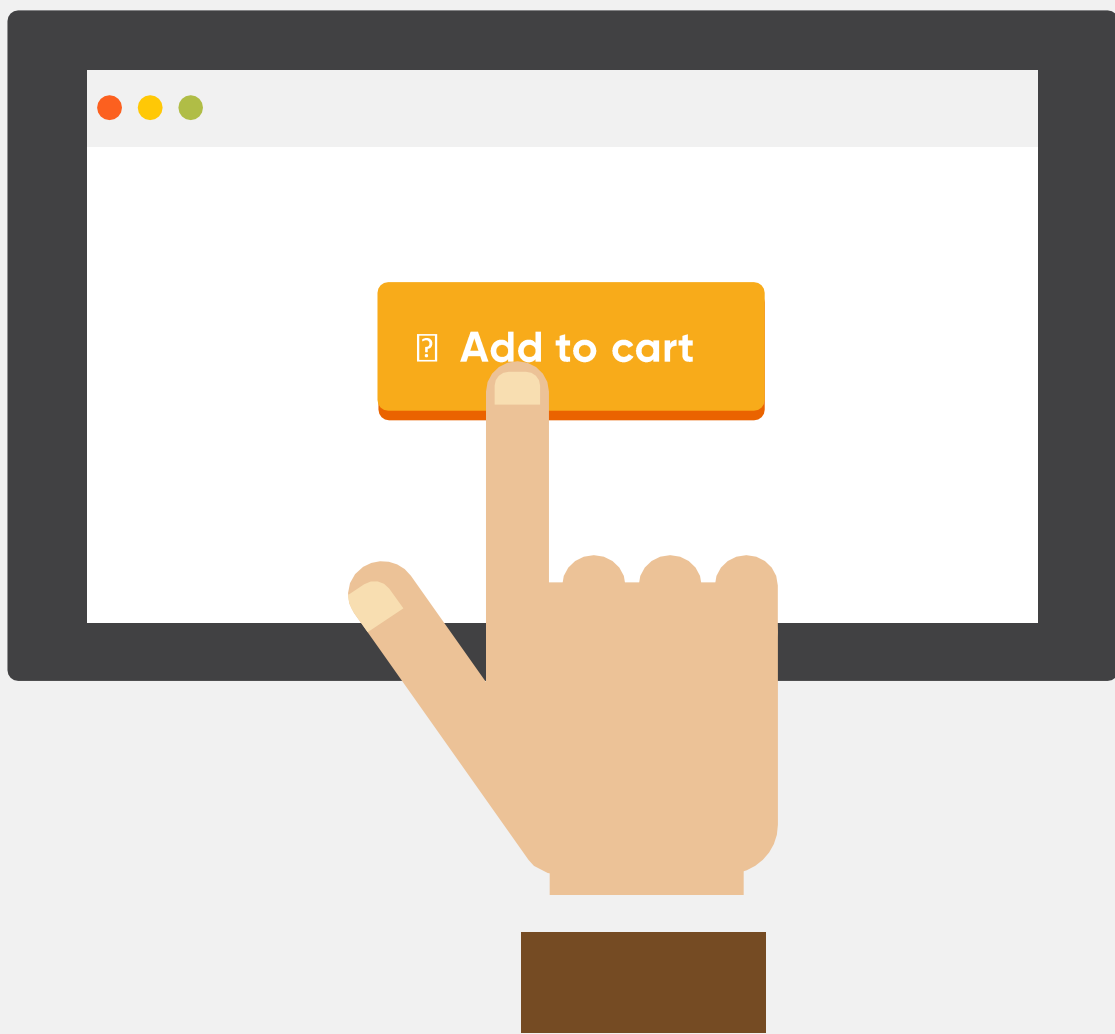
What is a Call-to-Action?

A call-to-action (CTA) is a button or link that you place on your website to drive prospective customers to become leads by submitting their contact information in exchange of a useful offer, usually through filling out a short form.

No marketing activity is complete without prompting the customer to take an action.

Some Uses For CTAs

CTAs come in all forms, sizes, and colors. Options abound for every situation, whether you are attracting leads or customers or want to draw guests to an event. Take a look at the following CTA tips to give you some ideas of how you can use CTAs. For more information and to get your creative juices flowing even more, read this [blog post](#).



1. To Generate Leads

The purpose of this CTA is to attract visitors and turn them into leads; therefore, you'll want to place a CTA in a location on your website that sees a large amount of new visitors, like on your blog. The best places you could put a CTA are at the end of a post, in the sidebar, and as a floating banner in the corner.

2. Social Sharing

It may seem obvious, but social sharing buttons, like for Twitter and Facebook, are an effective, easy way for visitors to become involved with your company. Place these CTAs on blog posts and landing pages, but be careful to not include them in spots where people are submitting their personal information.

3. Lead Nurturing

You want to further encourage leads to buy your product, so you must first tempt them with another offer that relates directly to your product, such as a product demo or free trial. Place these CTAs in strategic spots where leads tend to consistently visit.

You could even use a smart CTA in a blog post or on another offer's thank you page.

4. Close the Sale

Using a CTA is a good method to turn leads into customers. The purpose of this CTA is to encourage a potential customer to buy your product or service right at that moment when they are debating whether to click on the CTA. Make possible customers feel comfortable with getting involved with your company through creating a friendly and clear CTA. You can place this type of CTA on a product page and you can also use smart CTAs at the end of blog posts.

5. Promote an event

Use an event promotion CTA to create awareness of and attract visitors to your event. How much easier can it get to learn about and register for an event? The location options on your website are infinite for this CTA since the message can relate to all different audience types.

(Hubspot)

Landing Page

High Converting Landing Page

Landing pages are a fundamental part of a successful inbound marketing strategy. They are a great lead generation technique, as they can be highly customized to the type of consumer that is being targeted.

Some of Hubspot's Landing Page Best Design Practices:

1. Get Straight to the point.

Our readers have short attention spans.

Online audiences tend to avoid reading through an entire page of information. They will, however, "forage" for information by visually scanning the screen until they find what they're looking for. So when designing your landing pages, get straight to the point.

2. Use contrasting colors

Keep in mind that you always want your main call-to-action (CTA) to really POP off your landing page. So when you're encouraging visitors to fill out a form and click on that 'submit' button, make sure it's easy for visitors to see where they should complete that action.

That's why using complementary and contrasting colors is a great way to call a visitor's attention to exactly where you want it.

3. Avoid visual clutter

While displaying extravagant visuals on your landing pages may sound like a fabulous idea, A/B tests at HubSpot have repeatedly shown that including too many over-the-top images doesn't actually help conversion. And while graphics are certainly attractive, they can also increase the load time of your website. In fact, **a one-second delay in page-load time results in 11% fewer page views, a 16% decrease in customer satisfaction, and a 7% loss in conversions. (Aberdeen Group)**

So, the bottom line is, always keep things simple.

4. Never underestimate formatting

Formatting is probably the easiest design best practice to follow when crafting good-looking landing pages. It's also one that can go a really long way with little effort.

Clearly laying out your headlines, images, copy, form, etc. can help you highlight the value of your offer and tee up conversion by creating a visual-friendly user experience that guides visitors to complete the conversion.

5. Add social proof

Social prods adds third-party credibility to your content and offers and can help boost conversions. Do you have any case studies or testimonials you can pull quotes from? Furthermore, try searching through social networks like Twitter, Facebook -- or another social platform of your choice!

How to Grow Your Business with **SOCIAL & INBOUND** Marketing



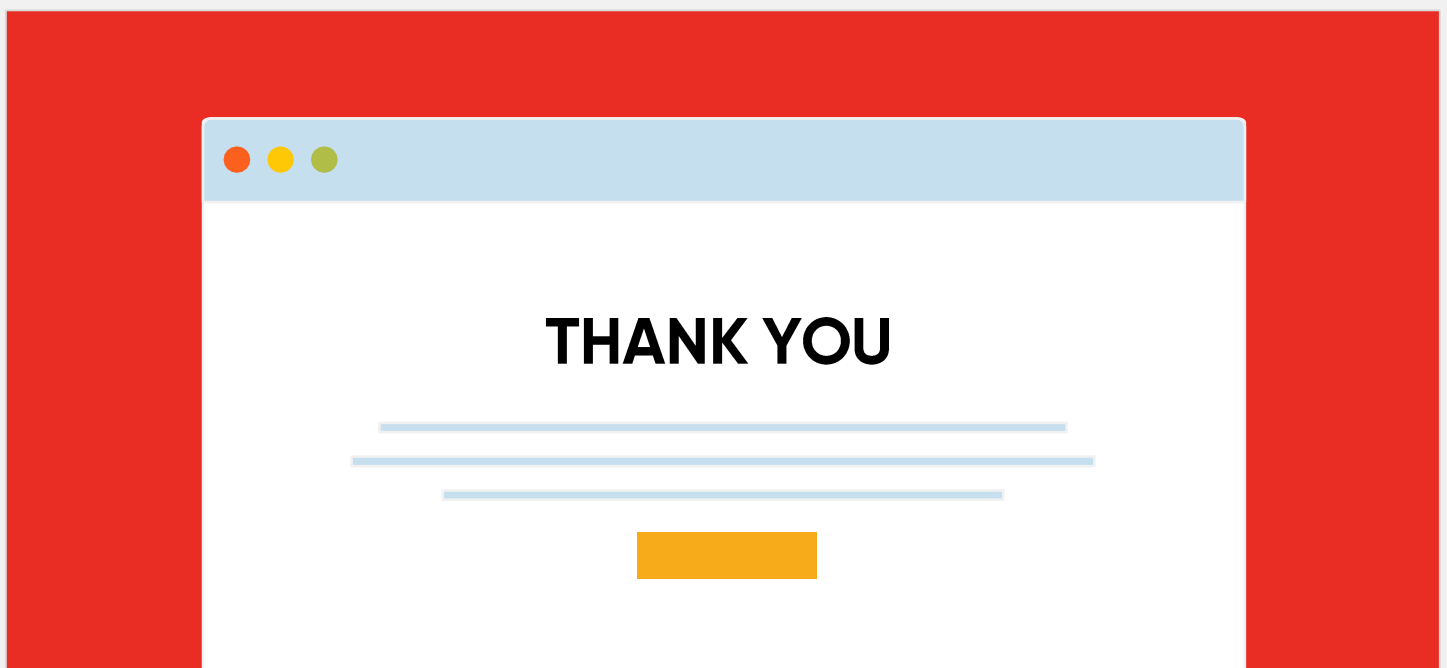
Thank you Page

A thank you page is a new page that your leads are directed to after they hit submit on your landing page form. You then provide a 'download link' here to the offer in exchange for their contact information.

A thank you page should be separate from your landing page. While your landing page shouldn't have any navigation option buttons (to minimize distraction while they are filling out the form), your thank you page can contain a navigation menu, prompting differentiated reasons your leads should be directed back to visit your main webpage again. So, the bottom line is, always keep things simple.

Your Thank you pages should accomplish a few things:

- Provide your new leads access to their promised offer
- Return to your website navigation
- Calls-to-action
- Social media sharing buttons



5. Close Stage

Email! Email! Email!

Why are we still sending emails in this time and age? Because it works! Email is the cornerstone of every marketing initiative or campaign.

According to a McKinsey Survey, Email remains a significantly more effective way to acquire customers than social media - nearly 40 times that of Facebook and Twitter combined.

Check out these email marketing stats below:

- 1% of consumers check their email daily (ExactTarget).
- 66% of consumers have made a purchase online as a result of an email marketing message (Direct Marketing Association)
- Email marketing has an ROI of 4,300% (Direct Marketing Association).
- Suppressing anyone in your list who hasn't engaged with your emails in over a year increases your deliverability rate by 3-5% immediately (HubSpot).
- 72% of B2B buyers are most likely to share useful content via email. (Earnest Agency)
- In 2016, about 84% of all email traffic will be spam. (The Radicati Group)

Here's another eyebrow-raising fact to consider;

Why Do Every High Functioning Website Today Still Have A Mailing List "Sign Up" Option?

Although the growth of social media is skyrocketing, email remains the almost surefire way to reach people.

If your businesses focus solely on building large social media followings as means of staying in touch with your customers or fans, you may find that these platforms can evolve rapidly, but not always for the better.

- Are your emails good enough that you wouldn't delete them from your own inbox?
- Are you delivering great content carefully crafted through a strategy; have subject line expertise, and a great email template designed to reap more and better sales leads?

How Do You Send The Right Email To The Right Person?

- ✓ Determine who your audience is
- ✓ Segment your contacts database to match that audience
- ✓ Send the right content at the right time to that audience
- ✓ And use it to nurture that lead into becoming a customer



Best Email Marketing Practices

Define a clear goal for your email drip campaign.

What is your purpose of sending out this email chain? This goes beyond clicks and opens. Consider what action you want your recipient to take. Be really specific here when planning your goal.

Search Engine Optimization (SEO) sits at the crossroad of art and science. It ensures your audience can find the right content in the right context at the right time.

Personalisation

You want to create the impression that you are speaking directly to email recipients. You don't want them to feel like you're mass sending or blasting this email message to hundreds of people. Address them personally, and take some time to craft a personalised message so it feels like a one-to-one conversation.

Improve customer engagement

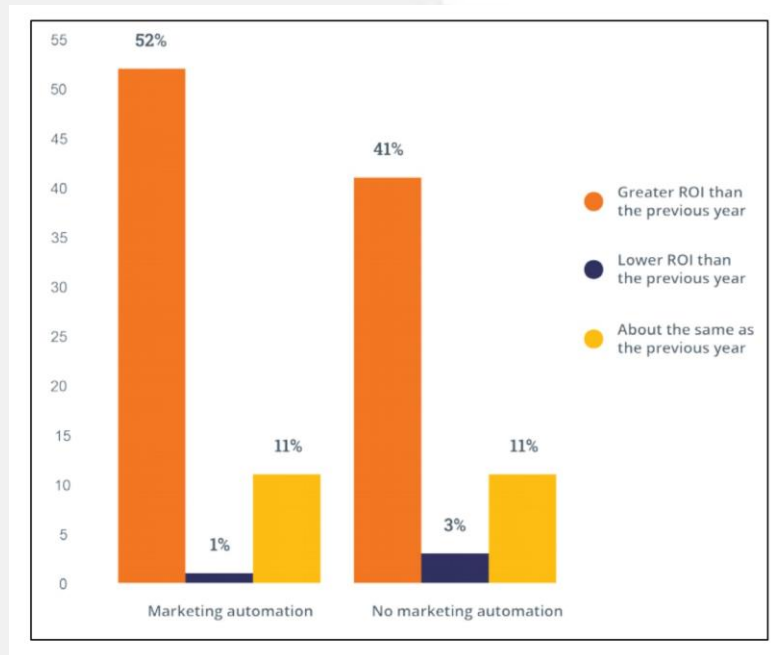
There are tons of email circulating and sent out these days we're not going to lie. How do we capture the attention of recipients, drawing their engagement? Use compelling action words and images. Your email title has got to be enticing. What can you offer that would immediately garner the attention of your leads? Now, boost your email reach. This can be as simple as allowing your recipients to share the content in your emails. Most email marketing tools allow you to enable social sharing buttons conveniently.

Always test and analyse to improve campaign results

We do not need to emphasize on the importance of collecting data, A/B testing then analysing for improving results. Measure your results with these email marketing metrics: Delivery rate, Open rate, Click Rate.

Implementing A Marketing Automation System

Marketing Automation Software use by ROI
System help Marketers achieve ROI



Data from State of Inbound Marketing 2015

Nearly 70% of businesses are using a marketing automation platform or are currently implementing one.

Business to business (B2B) marketers say the number one benefit of marketing automation is the ability to generate more and better leads. Marketers using automation software generate twice the number of leads than those using blast email software and are perceived by their peers to be twice as effective at communicating. 64% of marketers say they saw the benefits of using marketing automation within the first six months of its implementation.

If your company is still not adopting these digital tools to optimise your sales objectives you are already far behind in the market:

- **Customer Relationship Management (CRM) systems**
- **Closed-loop Reporting**
- **Email**
- **Marketing Automation**

6. Delight Stage

Delight Customers Turning Them Into Promoters

Now you've earned another customer, what do you do?

It'd really be a grave mistake to just end the sales process here. In the inbound methodology, this stage functions as the final one in the entire loop cycle that purposes as a continuous repeat.

Pipe up your Content Marketing game a notch higher here at this stage.

Continue feeding your now customers great, useful, detailed content. It's time to turn them into promoters and evangelists of your brand.

Impress and wow them continuously with your customer service, attentiveness and consistency.

You could stay in front of your customers in this 'delighting' stage in 2 ways.

- Send personalised messages at the right time after their purchase. These could be a thank you message, a promotional offer or even simple past purchase reminders.
- Remind customers when they need more of a "replenishable" commodity or a second follow up service.

Delight your customers with the following tools:

- Surveys
- Dynamic/Smart Calls-to-Action
- Social Monitoring

Remarketing

Here's some pretty alarming data for all e-commerce marketers:

- It is reported that 67.91% of online shopping carts are abandoned.
- The travel sector has one of the highest abandonment rates of any ecommerce vertical, at almost 85%.
- Completion rates on desktop and tablets hover around 13% - but mobile completion rates stand at just 8.5%.
- Average shopping cart abandonment rates for checkout pages are as high as 87%, and this rises on Fridays, Saturdays, and Sundays - as high as almost 90%.

What do you do with the web browsers of your site that viewed a certain product or page but did not make a purchase.

You didn't manage to convert them this time round.



Do you have a great browse abandonment recovery plan?

1. Exit-Intent Technology: The 'Pull-back' Method

Exit-intent technology is able to detect a visitor about to abandon a website through mouse pad tracking in milliseconds. This technology allows recording of visitor activity. Using a predictive algorithm, it is cleverly able to detect abandoning visitors.

With this smart technology, an attention-grabbing, last-chance offer is presented to the abandoning prospect, enticing visitors to take action right before abandoning the site, in attempt to bring them back.

2. Creating An HTML Abandoned Cart Email

The implementation of abandoned cart emails varies from platform to platform. Some platforms require third-party plugins, whereas others have the functionality built in.

3. Smart Cookies

Cookies make sure visitors' carts are intact when they decide to come back to your site. There are two types of time length cookies

The first are session cookies (aka transient cookies). They are triggered when a visitor logs onto the site. When the person leaves, so does the session cookie. The second type are set the first time a person visits a site. They remain there for a specific length of time until the visitors come back to their cart.

4. Customized Retention Marketing Programs

So, your eCommerce site has a consistent 10% conversion rate and you're doing pretty good. But wait, hold your horses right there. What about the other 90% of your visitors?

Do you know how much potential revenue you're losing not having a strategical e-commerce Retention Marketing plan?

Fret not if you don't.

Read our blog article **"2017's Customer Retention Hacks For All F&B And Retail Ecommerce In Singapore"**. The latest, straightforward customer retention strategy guide you'll need this year.

7. Analyzing, Tracking, Measuring For Remarkable Progress

Getting Your Statistics Right

So, we spend tons of time and money building awareness, marketing our business' products and services. We'd naturally want to get accurate report findings on how they are performing.

Remember, data is power.

- Are they paying off?
- Are we on the right directional track?
- Where are the results heading?
- Are we accruing revenue that's meeting up to standards for each digital strategical initiative?
- What needs to be improved?

Identifying the web elements that achieves the best ROI for your business allow you to allocate then execute manpower, investments and resources efficaciously. There are crucial **high level metrics** that you'll want to monitor for the progress of your online lead generation strategy.

Get through the list of metrics below to decide which are the ones appropriate for your online business!

•Performance Metrics:

Click Through Rate (CTR)

Time to conversion

Conversion Rate (CR)

Average close rate

•Marketing Metrics:

Return On Investment (ROI)

Media Efficiency Ratio (MER)

Marketing Qualified Leads (MQL)

•Cost Metrics:

Cost Per Impression (CPI)

Cost Per Click (CPC)

Cost Per Acquisition (CPA)

Customer Lifetime Value (CLV)

Cost Per Lead (CPL)

•Content Metrics:

Leads generated per offer

Landing page new contacts

Keyword performance

Contact conversion rate



With these metrics, monitor your data and track your numbers consistently. Data-driven marketing drives improvements successively, and produces sky rocketing results in the longer run.

8. How Inbound Can Accelerate Your Business

Now, in a sum, let us tell you...

Cost-effective:

In comparisons to traditional marketing, 40% of business owners reported saving money with digital marketing. Successful digital marketing can potentially improve ROI by at least 300%.

Buyer-centric:

Wouldn't you feel appreciated and rewarded by good customer services who have served your needs well?

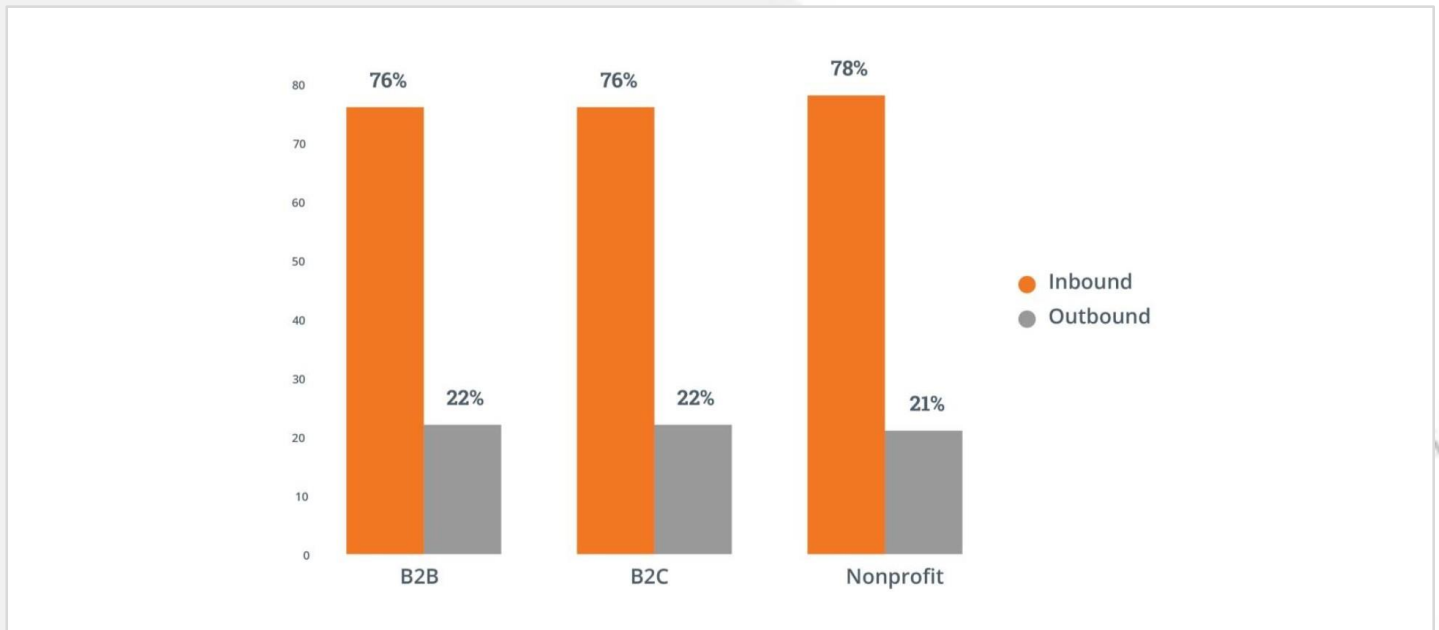
This is exactly similar to what Inbound Marketing is achieving for your customers – A tailored and targeted website experience so your customers will feel connected with your product.

Measurable:

Inbound marketing is reliable as marketers can analyse the results of their digital effort; giving them greater ease to change marketing tactics to reach and connect with customers more precisely.

Inbound works for Every Company Type

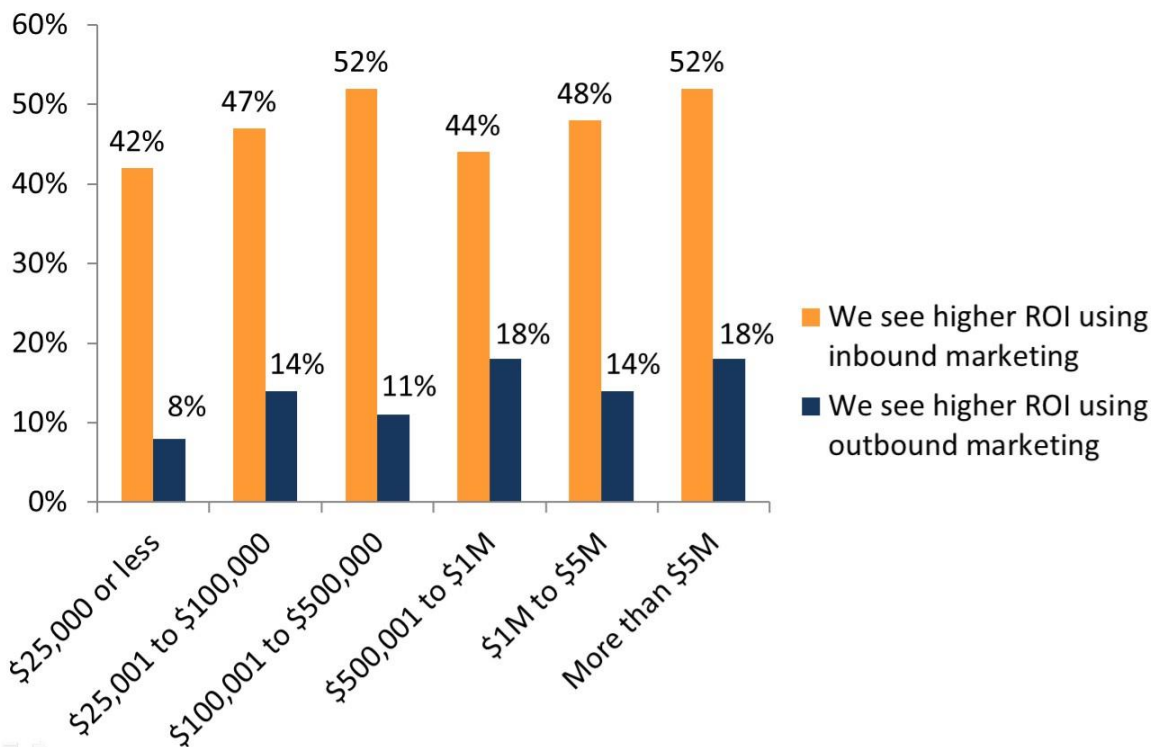
It doesn't matter who your customers are, inbound is the best approach to reach them



Data from State of Inbound Marketing 2015

Inbound vs Outbound ROI by Marketing Spend

Big budget or small, everyone gets big returns from inbound



Data from State of Inbound Marketing 2015

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iFoundries Is A Digital Agency That Takes Pride In Crafting The Ultimate Digital Marketing Strategy For Businesses

Digital marketing is now a (if not the) core factor of a business' chance of surviving.

It is important that you pick the right digital marketing company that represents you and your business in the best way.

Using Inbound Marketing strategy, we produce conversion-optimized websites and digital marketing solutions for growth stage companies like yours.

Choose the right digital marketing company to grow your business from its core.

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