



# INBOUND MARKETING



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## INBOUND MARKETING

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# INTRODUCTION

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I will start first by telling a story:

In the past, there has been an endless number of large companies that they strengthened and established a very organizational structure strong, many of these companies used intrusive techniques of advertising such as television, radio, magazines, press, among others.

The contents generated were 100% focused on the product, all the time in consumer actions, they did not focus on the problems of the users and their needs.

Such forms also applied internally within the organization about exploiting its employees in order to Decrease your costs drastically. By having lower cost and a liquid purchasing power, they generated penetration techniques aggressive market, to such a way to break the market, getting his competition to retire, over time those companies became Monopolies.

All these aggressive advertising techniques generated were fine seen by society until consumers started to Realize that it was not the best way to transmit information.

These aggressively generated actions can be called methods and use of traditional tools.

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# WHAT IS INBOUND MARKETING?

Analyzing the history of inbound marketing we can say that it is the opposite, it is a methodology used in complex marketing systematizing a series of techniques and marketing actions in a non-intrusive way, in order to create quality content, generating value to the user to attract it, then convert it, then educate it and finally delight it.

As a methodology, it is the only system that allows the purchase cycle to be worked from beginning to end. There are endless marketing techniques, many of them known and used individually, with inbound marketing we generate a series of strategies focused on a clear objective, by making the plan we make use of digital marketing tools, that combination makes the inbound a complete and different methodology.

The most used techniques in inbound marketing are:

- Content marketing.
- Social networks.

- SEO
- SEM
- E-mail Marketing
- Web analytics and others

**Within the selection of techniques the most important within the inbound project are:**

The business blog where we spoke in the previous post and its importance in the company.

The other technique is the realization of marketing of quality content that generate value in communication and finally the sales department must be aligned.

The rest of the techniques complement the process of accelerating the result, such as digital or traditional techniques (advertising, email marketing, SEO, SEM, public relations).

You have to be clear about a point, from my point of view, what is important in inbound marketing when actions are generated, no matter how you attract people to your website or blog or any action generated, the key is to attract but in a way not intrusive

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## WHAT IS INBOUND MARKETING?

Based on my research, workshops, courses, seminars and cross-information with people specialized in the subject, inbound marketing is not achieved in the short term, it is a medium and long-term job, working in alignment with the team of the company or the specialist marketing agency, so that everything must be aligned based on a single objective established at the time of generating the established strategies.

Currently companies demand results at a shorter time, for this reason the inbound marketing agencies must generate promotional advertising actions in different media in order to obtain faster results and accelerate the project, but always maintaining a line of work and established objective.

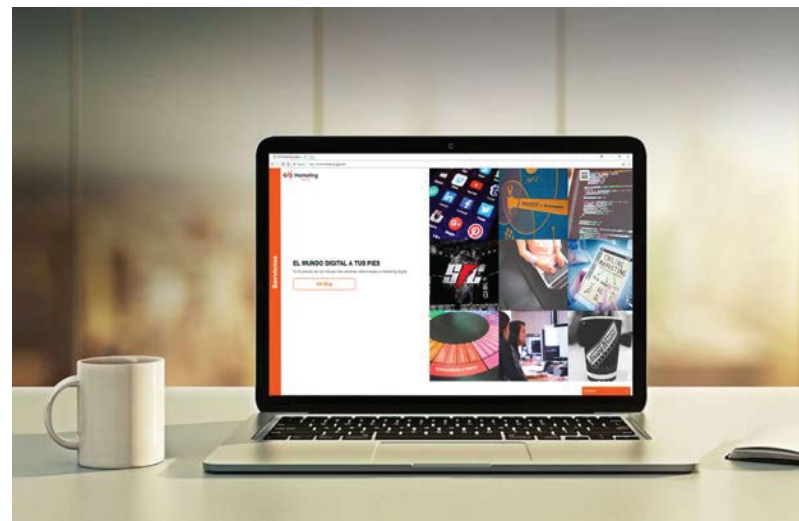
Traditionally, marketing has used intrusive techniques to attract customers, these aggressive techniques as we had mentioned at the beginning of the post are known as push or outbound techniques.

This form of traditional marketing based on the purchase in spaces in different channels where they expected to find their audience in a massive way without achieving a desired segmentation based on the target, including also online channels since the way of working traditionally is paying advertising makes it in competitive and at the same time costly means, becoming dependent on the payment sector. If a channel obtains good results companies will compete to be in that place and will be more competitive, therefore prices will rise.

Inbound marketing seeks to structure its own channels of attraction so that the company generates greater autonomy in long term time. How are we going to generate that relationship? Providing value to our customers to fall in love with that brand, company or product.

Inbound marketing coordinates a series of mar-

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## WHAT IS INBOUND MARKETING?

keting techniques, public relations and advertising, with this methodology we seek to attract traffic to our website and get lead to start a communication process with the client.

All these techniques work in the purchase cycle a specific phase, companies capture people going to the database and then during the process become a customer. For companies, their most valuable asset is the base of data, because with it they will begin to work and they will be able to generate more satisfied customers towards the company.

Now, companies when they get to know and work throughout the entire purchase process, get to get a strong relationship with the customer, because he manages to know all the needs and really knows what the customer feels, analyze how he would live his purchase process, how it would be shared in its phases of emergence of need, research, comparison and finally action.

What we achieve within these phases in the purchase process is to generate content of each one accompanying the client to perform a good action, so that the client feels that he is making the right decision and does not feel pressured to buy but to feel comfortable inside the process. This methodology in the way the phases are structured and how they work, for the market is a great innovation in the field of marketing.



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# PHASES OF THE METHODOLOGY

Inbound marketing is based on 4 phases that corresponds to the stages of the user's purchase process. Attraction of traffic.

The initial phase in the methodology of the inbound, is the attraction of traffic, is to capture the largest possible number of visitors within our website, there are a series of important tools to attract this traffic such as:

- Have a blog and make quality content marketing that generates value to the user.
- We have complementary techniques such as: SEO, Social Media, public relations, advertising, SEM and other advertising formats.

As we mentioned in our previous post. The blog is the backbone of inbound marketing, through this tool a series of relevant content is generated within the strategies of inbound marketing.

The term content is very important in all companies, the contents are those that generate the right information to the client, a communication must have content that impacts in some way the mind of the users.

To use all the tools you should always focus on the content as a starting point. Now we will talk a little about content.

## What is quality content

The definition of content is defined as its ability to meet the needs of users in each of the stages of its purchase cycle. To fulfill that need, the creative capacity of the person in charge is needed, another point to take into account is to use textual content, being more efficient, downloading quickly and adjusting to the need.

The maturity of the market and the need to obtain a greater impact to the consumer has been made in developing contents in different formats such as: photographs, infographics, videos, podcasts, applications, among others.

## The blog as a dissemination center

At the time of the dissemination of quality content that will be part of the inbound marketing project, we will name some reasons why the blog is ideal for the dissemination of the contents:

1. It is a very widespread channel: Easy to learn about topics, everyone knows how they work and the location of information is simple.
2. Centralization of information: Serves as a central content repository, where they are located in other specialized sites, being an ideal system within the marketing strategy.

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## PHASES OF THE METHODOLOGY

3. Usefulness of its functionalities: With the aim that the information is easily found by the user.

4. Independence of technology: It is a tool that does not need to hire technology to make use of it, there is a form of payment or free of charge.

5. Ease of updating: Quickly update the contents generated being an advantage for the marketing department.

6. Nature of content: It is very important that the user perceives the business blog as an informative channel on topics of interest, in which case it demonstrates the ability of the company to generate content that dominates and can meet their needs.

7. Subscription: With a blog it is possible to subscribe or to program an RSS in order to keep the contents updated without having to go to the website.

It can be said that the blog is one of the essential tools to carry out an inbound marketing strategy.

### SEO

(Search Engine Optimization, Search Engine Optimization), consists of optimizing the content and the website of a company for search engines. It is one of the techniques used to accelerate the dissemination of content. You must distinguish between the SEO on page and the SEO off page off the page.

#### SEO on page:

It is the meeting of all the techniques used in the website of the company in order that the search engines index it better, focusing on the optimization of the structural elements of the web page such as:

1. General structure of the page.
2. Hierarchy of the sections.
3. Information architecture, classification of the content in categories.
4. Labels on each page (Titles, descriptions).
5. Images: labels and descriptions.
6. Other contents.
7. Internal and external links.
8. Usability and accessibility.

All these elements must be taken into account because a search engine is nothing more than a robot, it is necessary to give the instructions and information you need so that with the search the user can search the best possible result.

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# PHASES OF THE METHODOLOGY

## SEO off page:

They are a series of actions that are carried out outside the website to try to get other web pages to talk about it. Search engines consider a page as the most relevant results when other pages have links to it.

## Social media marketing

Being an important tool for attracting traffic within inbound marketing, it is also used to hide organic traffic from search engines, in this case we seek to create a community of our ideal profile for the company.

Social media marketing is again the construction of an asset, where a channel of communication and interaction is created that will generate traffic and therefore economic value at the moment of becoming a customer.

At the moment of creating a community, it is a platform for disseminating content, taking into account a series of requirements to structure the network, such as followers and building good relationships with relevant people in the business area.

## Own databases

It is said that the database of the company is the most valuable asset that can be had, a quality database will generate a constant flow of information being another source of attraction of traffic and later sales for the company.

You have to take into account having a qualified database, it is not only generate traffic but they become contacts of your own database. The contacts of our database also become dynamizers and diffusers of content in their own networks.

## SEM

(Search Engine Marketing, Search Engine Marketing) to be an excellent way of attracting traffic paid and by which allows the company to attract more visitors in less time. It consists of making an economic investment in search engines to appear in them until the budget runs out. Being a means of visibility of brand, content or products within a certain time, is an important source for companies to make use of it in the initial phase.

The ideal is to combine the perspective of inbound marketing (with techniques of non-payment), which is the most weight should have because it contributes to the sustainability of customer acquisition, with other elements of type of payment per click. Conversion of the lead.

The conversion is the second phase of the process within the Inbound Marketing methodology. In this phase which works after the attraction phase where we convert the leads into data reals under a form, becoming part of the company's database.

To capture the data of the users it is necessary to

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# PHASES OF THE METHODOLOGY

make an attractive offer and a landing page (landing page) in which the form that captured the data prior to downloading will be placed. It is necessary to use a call to action (CTA or call to action).

## La oferta

La oferta es el contenido que se ofrece a los usuarios anónimos que llegan a la página web a través del tráfico generado mediante fuentes (SEO, SMM, SEM). Las personas que llegan al sitio web es en busca de algún contenido de interés con el fin de solucionar sus problemas o dudas, el concepto de oferta es un contenido que puede llegar a estar en diferentes tipos de formatos como:

- Guía descargable
- Video
- Webinar
- White paper
- Caso de éxito
- Podcast
- Infografía
- Acceso a una herramienta que cumple una función

## CTA or Call to Action - call to action

"Call to Action" is a very used in Inbound Marketing, specifically with the offer where in a line it is explained that you can download an offer, it contains a link to the download page.

Different types of CTAs can be built:

- Text integrated within a content.
- Simple button.
- Animated gift.
- Large and visual graphic. The call to action of an Inbound Marketing campaign is as important as a well-constructed call.

Some strategies to implement a call to action that are impressive are:

- Action: It is built with imperative (download, get, update and discover). Very short text, very direct, very easy to understand.
- Contrast colors: The button must be so visible that it attracts attention at first sight.
- Urgency: Phrases like "click now" or "last three days"
- Position on the screen: There are areas on the screen that are more visible than others, there are studies that say in the upper part of the left sidebar. The important thing that is visible, striking and this generates action.

## Landing page

The landing pages called "Landing pages" are used for the conversion of the visits generated by a traffic to contact "leads". A format for a landing page can be:

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# PHASES OF THE METHODOLOGY

- One form: Space where the user enter the data to get your offer.

- Description: Text by which the users It informs about the content that will be downloaded.

On the landing page the design is very specific due to its objective of capture. It is important to study each point to generate a good structure, we must take into account:

- The menu disappears
- No links
- Can not get out of not being closed the Navigator.

In the Inbound Marketing one of the most interesting metrics is the conversion, it is measured how many users are contacts in the database.

## Thank you page

The thank-you page is part of the last step of the process, it is the page where the user arrives after filling out the form of a Landing page, the steps would be the following:

1. The user performs a search or sees an advertisement.
2. The piece you see contains a CTA.
3. At the moment of clicking, it arrives at a Landing page that contains an offer.
4. Fill in a form to access the offer.
5. Go to the Thank you page and download the content of the offer.

The page contains messages that inform the user how to access information such as:

- Direct link to download or view content is provided.
- The content is reported to your email inbox.
- In the webinars they are informed of their registration request and the instructions on how to access are provided.

You can use these thank-you pages to show other links or other services that you can access.

## The qualification in the inbound marketing.

The qualification is the third phase of the methodology of Inbound Marketing and happens after the attraction and followed by the conversion to fall in love within the education process, where we will create contents of interest to convert them into followers of our brand. In this phase, shipments of marketing impacts are generated in some way to the possible customer in a mechanized or automatic way.

The marketing automation has begun to take boom, although in some countries not so much. There are marketing automation software such as (Hubspot, Marketo, Eloqua, Pardot), there are even less automatized but they provide similar functions.

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## PHASES OF THE METHODOLOGY

The qualification works through a database of the company, they are potential customers who carry a purchase process and are living a maturation process. Being a user that carries a constant behavior in the matter of downloading information more and more specific.

Qualifying a database involves two actions, both work the database to know the user where they identify what they are ready for the decision making to become a customer. We have two tools to work the Lead scoring and Lead nurturing.

### Lead scoring

Taking into account the assets of the company in this case the database, we must analyze the level of qualification they are. In Inbound Marketing, the company can guess at what level it is at the moment of downloading.

the offer, even is not a very real fact since we do not know if the client only saved the information to later read it.

That is why a system is necessary that establishes in what part of the purchase cycle is found, in this order of ideas, the score of the contacts is a methodology that allows to create automatic rules and give a score on the level of qualification of each contact.

There are two criteria:

- **Demographic:** If the company has defined the target client based on some criteria, it will obtain a higher score than the others, it is analyzed based on the data provided by the person. Example if for a marketing agency your target audience are marketing directors will have a higher score.
- **Behavioral:** Based on your behavior, interactions, you will get a score, this is done with a tool that allows a tracking system and identifies the times you have downloaded an ebook or entered the web page, etc.

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## PHASES OF THE METHODOLOGY

### Lead nurturing

The nurturing lead serves to work with those contacts who are low skilled, with a lower score. This strategy serves to help those users to accompany them in the purchase cycle, sending a sequence of emails that will help reach the purchase cycle.

The company designs an automated email communication sequence, accompanied to the user in each of the moment that they will live the purchase cycle until they decide to buy or not the product.

It is an exhaustive technique of the database, in inbound marketing you get to know perfectly the cycle of purchase and design very precise actions for each phase. For this reason at the end, the entire purchase cycle is worked on, from the moment the user is anonymous until he becomes a customer.

### Analytical and delight.

The last phase of inbound marketing, analytics is a key element in the online project, allowing companies to analyze the results of the actions, based on this result it is possible to evaluate improvement mechanism and work the efforts to these actions that have given better results results

Taking into account the analysis the company determines in some way how is the way to generate content, knows better its purchase process and generates valuable content that really meets the needs of the client.

When we delight our ideal client, it is about loyalty in some way that identifies us in the top of the mind, in this phase we continue to delight or maintain with social networks, Smart content, events, related content in videos such as educational courses, training about products.

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## CONCLUSION

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Inbound marketing is a super interesting methodology to be taken into account in projects that are related to the attraction of traffic and a series of actions that are part of the purchase process within the funnel inbound. You have to know how to select an agency that knows about the subject and is a specialist, not all marketing agencies know the operandi form of inbound marketing, in some cases you can get to know the terminology, but how it works and how to make the strategies so that they work in order to accompany the user and turn him into a promoter of the company is another world. For [GPS Marketing](#) it is a pleasure to know the methodology and day by day we learn and develop skills, every day we learn new things and in the Inbound Marketing it forces us to prepare more every day.

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