

What's Your Inbound Marketing Score?

Inbound marketing refers to marketing strategies that focus on pulling audiences in instead of going out to get prospects' attention. Inbound marketing pulls visitors in, increases brand exposure, and creates brand authority through the creation of valuable content. **New marketing** relies on any tactic that earns people's interest rather directly selling *at* them.

Your customers are using the Internet to find you. Searches yield websites, videos, blog posts, press releases, white papers, PPC advertising and more. **Vetting** is next step—they compare you with their finds on LinkedIn, Facebook, Twitter, Yelp and more. They then sign up for an information piece > leading to a **captured lead**. Continued **engagement** converts these leads to your customers. Your continued quality products, services, and attention turn your customers into **promoters!**



Branding

- Identified top 3 target markets
- Logo designed to demographics
- Slogan - unique value proposition
- Use color style guide for consistency
- Have electronic letterhead
- Include robust email signature
- Incorporate specialty items

SCORE



Database

- Use database software program
- Understand its high importance
- Engage with contacts 2X per month
- Use interests' category to reach out

SCORE



Website

- Appeals to top 3 target markets
- All-device responsive design
- Incorporates branding style guide
- Includes above the fold hero image
- Fully SEO optimized / meta tags
- Lead capture download on home
- Blog posts weekly / bimonthly

SCORE



Networking

- Join groups related to 3 markets
- Input all members into database
- Use LinkedIn, Refer.com
- Have after-event follow-up plan

SCORE



Messaging

- Engages top 3 target markets
- Information / education-based
- 2-way . . . elicits a conversation
- Transparent and honest
- Incorporates humor
- Features trending topics
- Asks for feedback

SCORE



Marcom Plan

- 3, 6, or 9-mo. written plan w/budget
- Content strategy—blogs, articles, whitepapers, QuoteActions, reports
- Public relations - press releases, awards submissions, media interviews
- Email marketing - Mail Chimp+
- Social Media - Google+, LinkedIn, Facebook, Twitter, Yelp, Instagram
- Video marketing - YouTube, Vimeo
- Events - webinars, presentations, using social media ads, online event calendars and PR

SCORE



How to calculate your company's marketing score:

Give your company 1 point for every practice or strategy your company has in place with a definite plan to implement for success! Add all points for total score.

TOTAL SCORE

- 36 - 32 You and your company are rocking!
- 31 - 27 You probably have an in-house marketing person - good job!
- 26 - 22 You have good intentions, but other priorities come first. Danger zone.
- 21 - 15 You are leaving a lot of money on the table. Step up your game now!
- 14 - 0 You may find yourself out of business without immediate help!

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