

Attract the Masses: Content, SEO, and social media that drives traffic and engagement

Inbound Marketing - Best Practices:

Use Buyer Personas:

- Representations of your ideal customer using real data
- Enables goal-oriented practices

Use the Buyer's Journey:

- The active research process used to buy a product
- Allows you to categorize keywords by the stages of the Buyer's Journey

Create remarkable content:

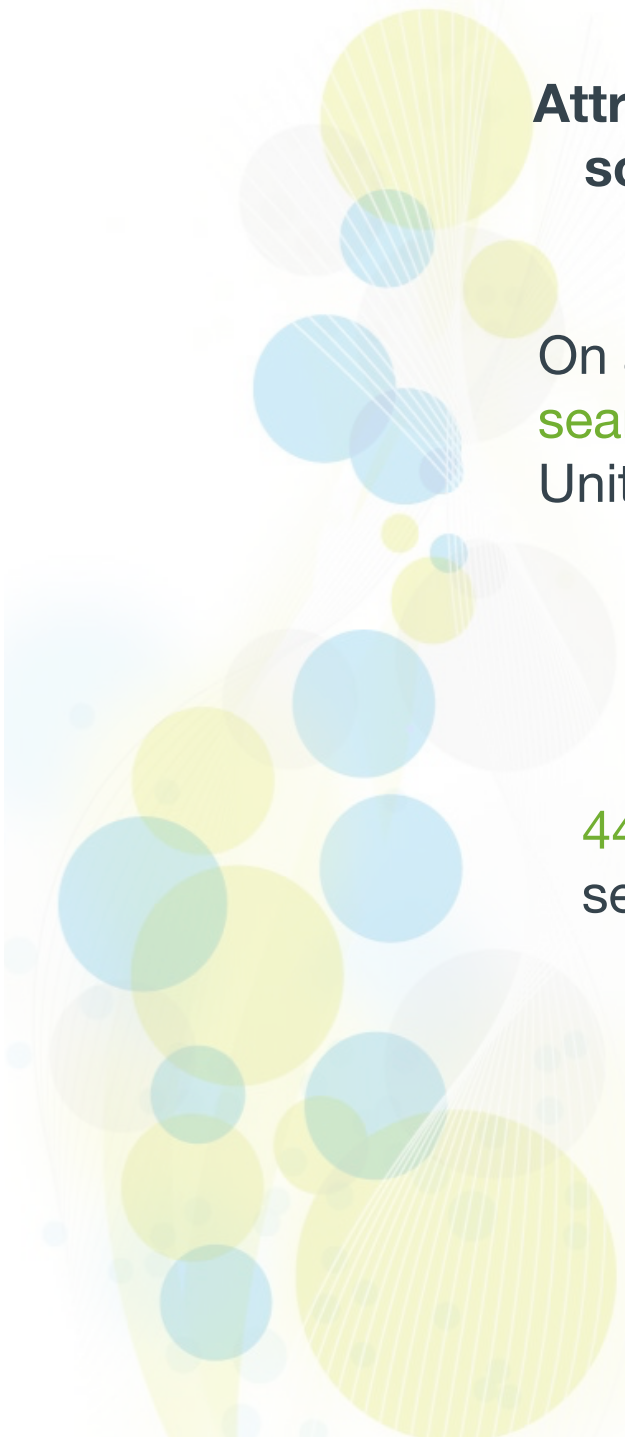
- Optimized blog content that will increase interaction with site & offers
- Focus on long-tail keywords to increase SEO
- Publish on a consistent basis

Leverage your content:

- Distribute your content over a variety of social media channels
- Utilize analytics (benchmarks, ROI, etc.) and check results often
- Respond and adjust based on research

Quick Stats:

- 61% of global Internet users research products online.
- 46% of people read blogs more than once a day.
- 80% of US social network users prefer to connect to brands through Facebook.



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On average, we conduct **12 billion searches** per month on the web in the United States.

Businesses with websites of 401-1,000 pages get **6x more leads** than those with 51-100 pages.

44% of online shoppers begin by using a search engine.

SEO leads have a **14.6% close rate**, while outbound leads have a 1.7% close rate.

60% of all organic clicks go to the organic top 3 search results.

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Content Marketing:

What is Content Marketing?

Content marketing is a subset of the Inbound Methodology. Content can include:

- Blogs
- Emails
- Videos

Why does it matter?

Content marketing provides value to your brand and makes you trustworthy to potential customers.

Companies who blog receive **97% more links** to their website. Additionally, B2B companies that blog generate **67% more leads** per month than those who don't.

The bottom line is...

Inbound leads **cost 60% less** than outbound leads. By providing content that attracts leads to your site, you can increase your reach and your leads.

“Marketers who have prioritized blogging are **13x more likely** to enjoy positive ROI.”

“By 2020, customers will manage **85% of their relationships** without talking to a human.”