

# Inbound & Content Marketing

## Explained.

# Have you heard the buzz?

Several new marketing terms are showing up in trade pubs, at conferences and on the internet, including:

**inbound marketing**


**permission  
marketing**

**content marketing**

**marketing  
automation**

**lead-generation  
marketing**

LET'S CLARIFY WHAT  
THEY MEAN AND HOW THEY CAN  
GENERATE MORE  
**RESULTS**  
FROM YOUR MARKETING.





These phrases describe a new way to generate, nurture and convert prospects into customers, made possible by **evolving technology** and the **internet**.

Words such as **content**  
**permission**  
**inbound**  
**lead generation**  
**marketing automation**  
focus on different aspects of a larger  
marketing methodology.

*Let's look at them one at a time.*

# Content Marketing



One of the keys to the methodology is  
the sharing of information  
*(content)*  
with prospective customers.



# Effective Content

...engages prospects with information on products or services, helps them solve problems, or shares fresh thinking.

To attract prospects, content must be perceived as relevant and valuable.

The most effective content is

***NOT  
OVERTLY  
PROMOTIONAL!***

## Examples of Content

Articles or blog posts  
Books or ebooks  
Brochures  
Case studies  
Web pages or microsites  
Online courses  
Podcasts  
Presentations or decks  
News releases  
Videos  
Webinars  
White papers  
Trial offers  
*...and many more*

## Getting Permission

Another key to the methodology is that it asks *permission* to engage with the prospect further.

Prospects, attracted by the free information being offered, willingly provide their contact information.

**Get your FREE  
information here!**

First Name

Last Name

Email Address

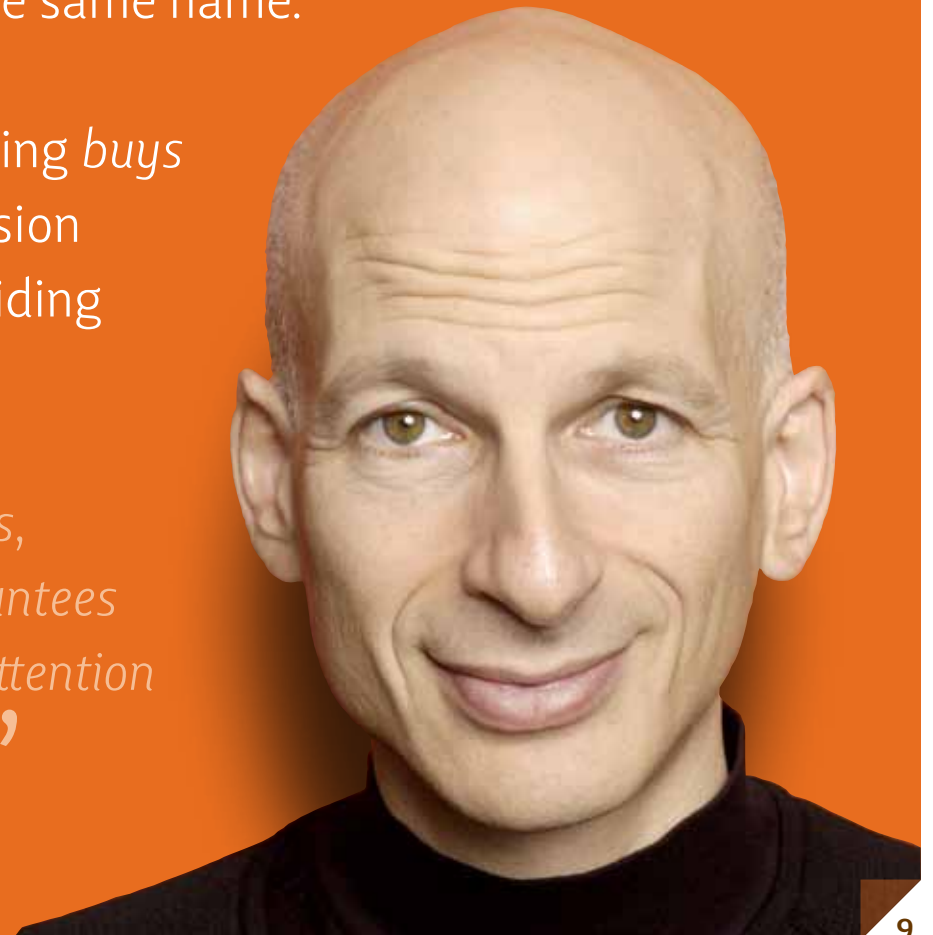
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# Earning Attention

Marketing guru **Seth Godin** calls it *permission marketing* in his book of the same name.

He says traditional marketing *buys* attention, whereas permission marketing *earns* it by providing free information.

“By only talking to volunteers, permission marketing guarantees that consumers pay more attention to the marketing message.”





getting found|

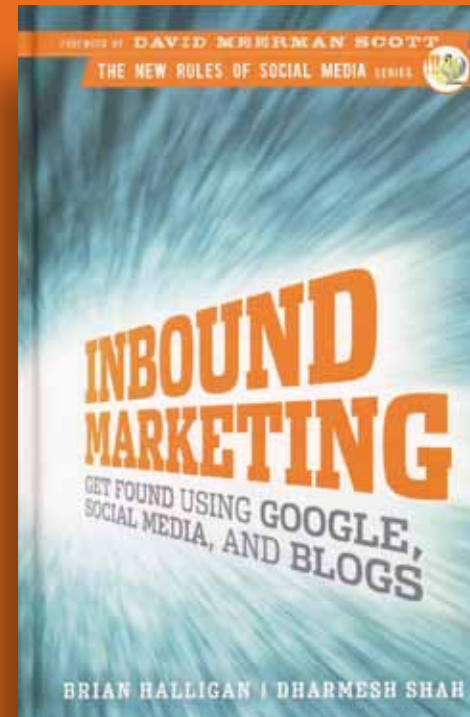
The best time to reach prospects is at the exact moment they are actively looking for relevant content.

As nearly

90%

of consumers now use search engines to find information, the opportunity to attract them exists when and where they are searching online.

# Inbound Marketing

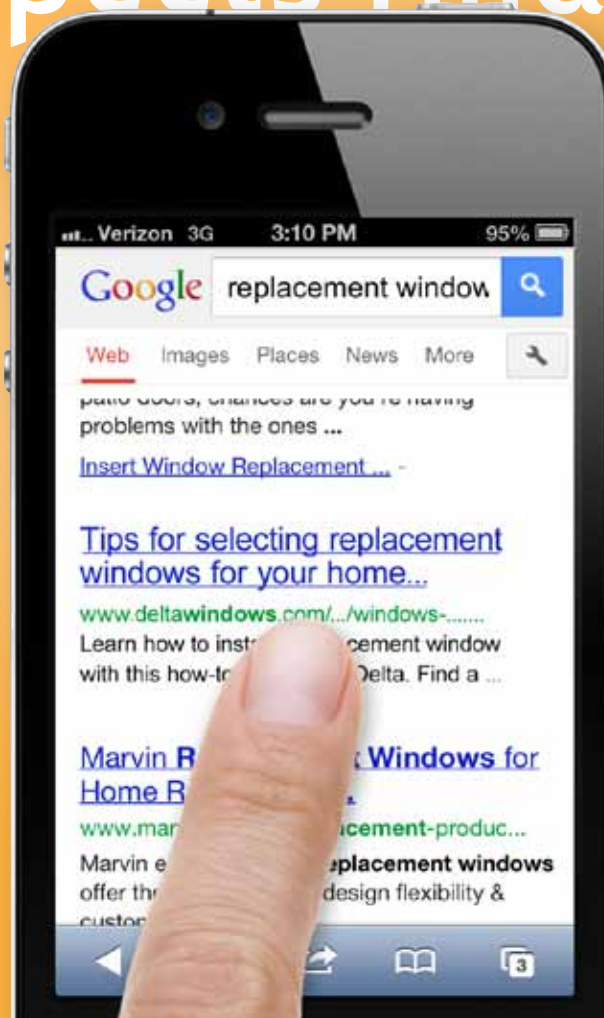


Brian Halligan of HubSpot coined the phrase *inbound marketing* to differentiate the new methodology from *outbound marketing tactics*, such as telemarketing, junk mail and spam email.

With inbound marketing,

prospects find you,

instead of you  
finding them.



Some call it *lead-generation marketing*  
because the technology:

captures  
nurtures  
manages  
qualifies

leads

## Others call it *marketing automation*.

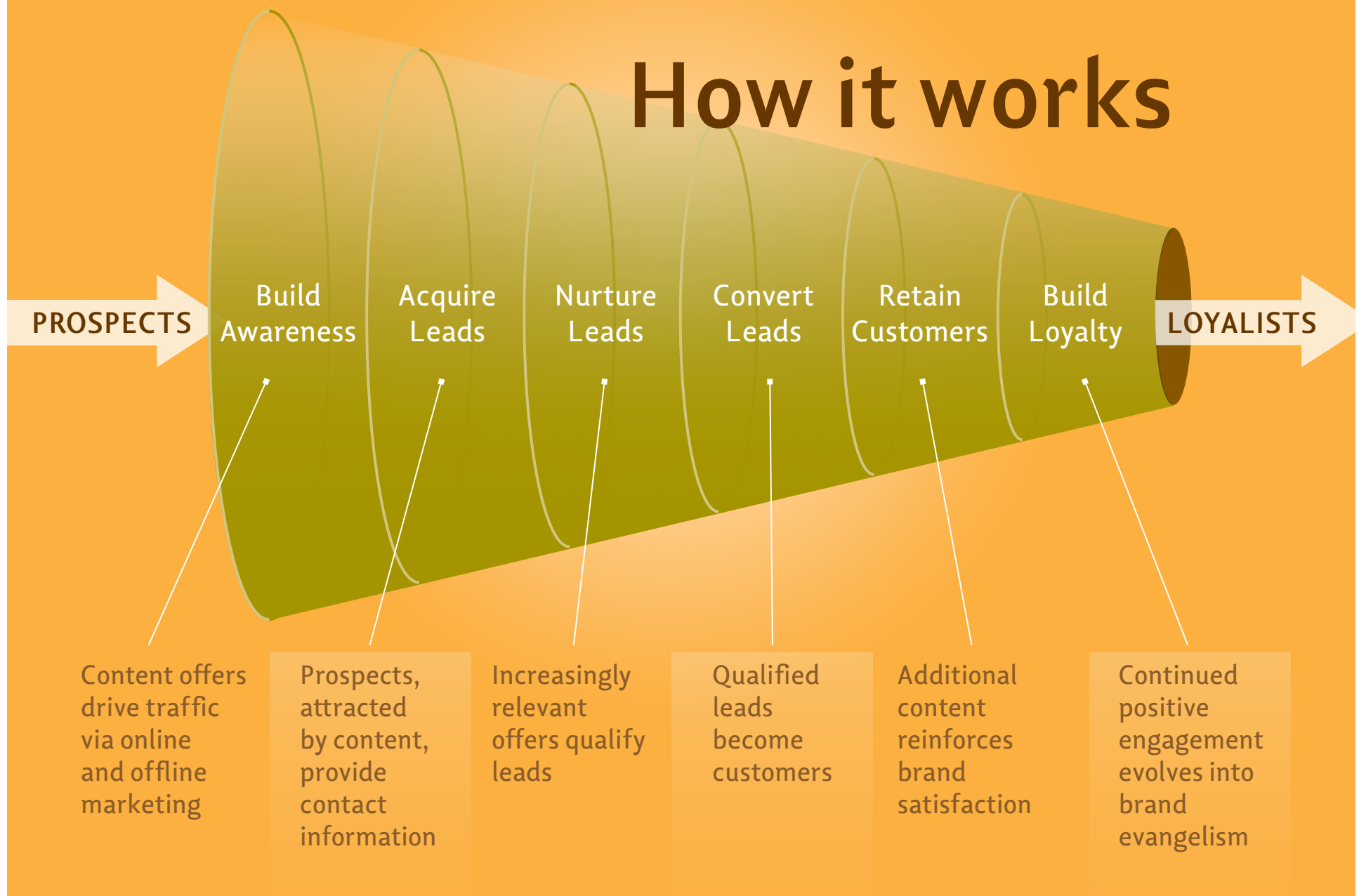
Certain redundant tasks, such as initiating offers, responding to inquiries, qualifying and segmenting leads and analyzing activity can be automated, leading to:

**greater efficiency**  
**more accuracy**  
**better targeting**

WHAT YOU CALL IT  
**DOESN'T MATTER.**

WHAT YOU DO WITH IT  
**DOES.**

# How it works



# 10

## Advantages of Content Marketing

- 1 Serves relevant content to your prospects at the exact moment they are searching for it
- 2 Gathers contact information and permission for future engagement
- 3 Builds your contact database
- 4 Qualifies and segments leads based upon their interactions
- 5 Automates marketing tasks to keep your brand top of mind with the right content at the right time
- 6 Builds trust and encourages engagement throughout the purchase-decision process
- 7 Allows for rapid testing and tweaking of offers to improve results
- 8 Tracks your campaigns across all channels with detailed analytics
- 9 Lowers your cost per lead and cost per conversion
- 10 Better measures return on your marketing investments (ROI)

# Hope this helps.

Want to talk more?

To discuss how inbound  
and content marketing  
can generate results  
for you, contact:

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