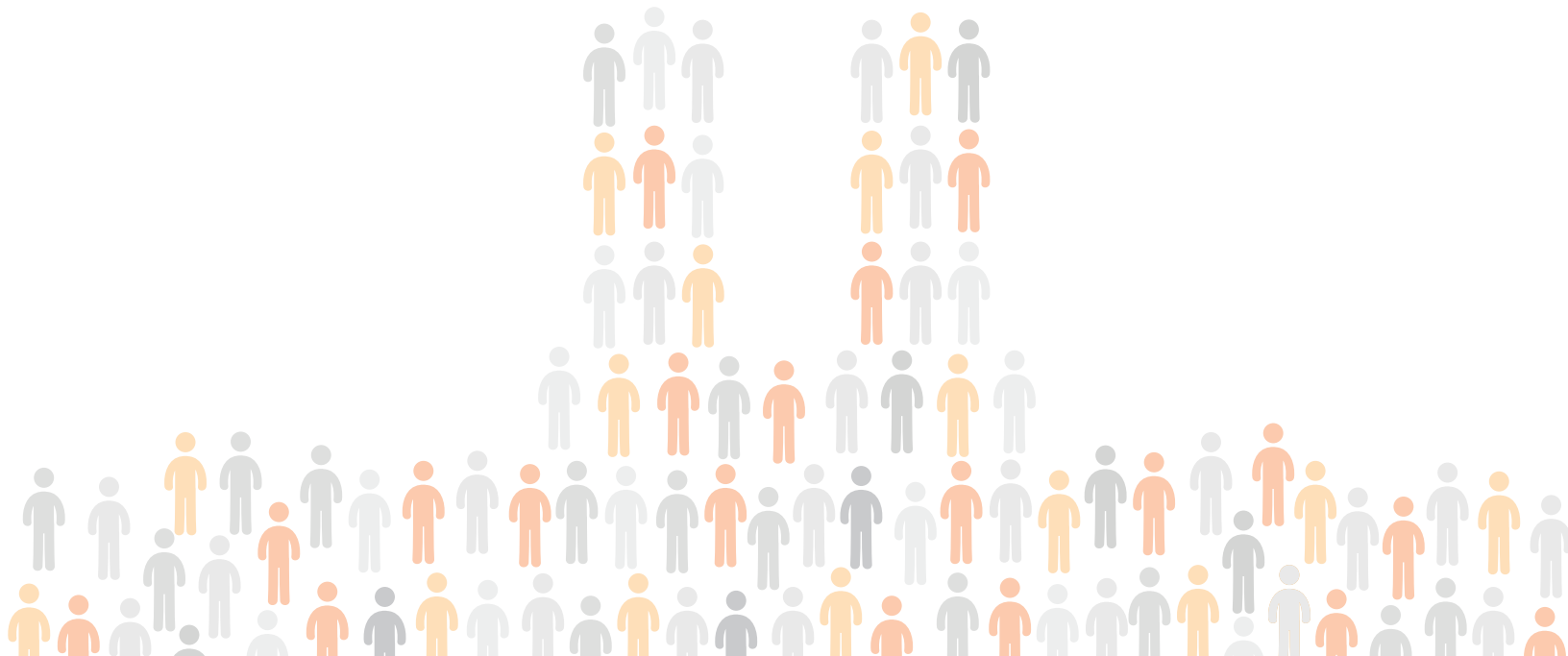




Strategic Plan

INBOUND PLAYGROUND AREA





Why Inbound Marketing Solutions?

WINNING MARKETING STRATEGY

Inbound marketing is a two-way dialogue. The creation and sharing of useful, compelling and relevant content to targeted audiences increase

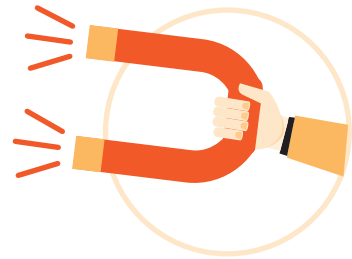
sustainable attraction, engagement, and retention. Inbound marketing strategies costs significantly less than traditional marketing over time.



Traditional Marketing



Inbound Marketing



Interruption-Based



Permission-Based



One Way Communication



Two Way Communication



Customer Connects via Print, TV, Radio, Banner ad, etc.



Customer Connects via Search Engine, Referrals, Social Media, etc.



High Cost Spending



Low Cost Spending



Educates & Entertains Customers



Converts Customers into Quality Leads



Build Awareness



Builds Engaged & Loyal audience

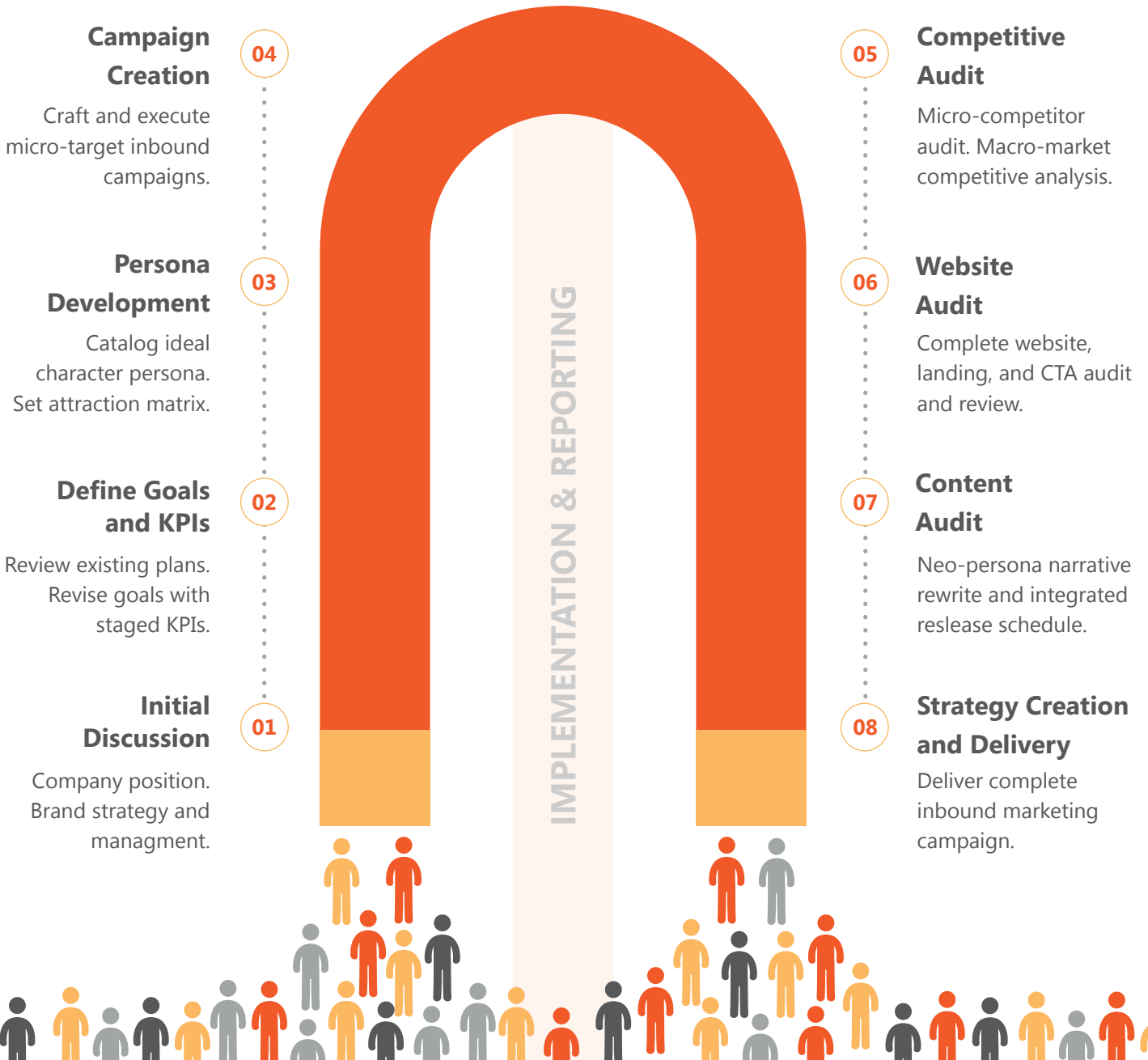




Inbound Strategy

ESSENCIAL MARKETING VALUES

Understand the Core Problem, then solve it in a remarkable way.





Inbound Development Plan

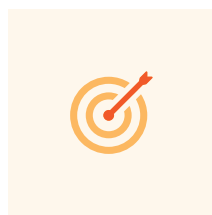
THE SIMPLIFIED PROCESS

01

Inbound Goals and KPIs



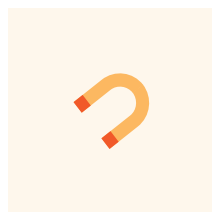
Inbound goals and KPIs setting are an essential part of a marketing campaign success.



Inbound Goals

Determine which inbound marketing objectives you would like your strategy to achieve. Inbound goal examples include:

- New Customers
- Monthly Revenue
- Customer Retention
- Business Growth
- Market Share
- Lower CPA



Inbound KPIs

Inbound KPIs allow evaluation of inbound campaign data, drive key decisions, and improve inbound marketing efforts. Guesswork eliminated.

- Inbound Sales Revenue
- Leads Generation
- Website Traffic Statistics
- Click Rate
- Keyword Ranking
- CPC Conversion
- Reach & Engagement
- Conversions Rate

Key Campaign Success

- S** Specific
- M** Measurable
- A** Achievable
- R** Reasonable
- T** Timebound



02

Define Inbound Audience



The more precise your target, the more effective your campaign.

Demographic?

Where they live, work, or socialize.

Psychographic?

Personality, values, interests, and lifestyles.

Behaviour?

Buying tendencies of consumers.

What is your Buyer Persona?

Real data about your existing customer.

Keyword When Searching?

Keywords used when searching.

Audience Questions?

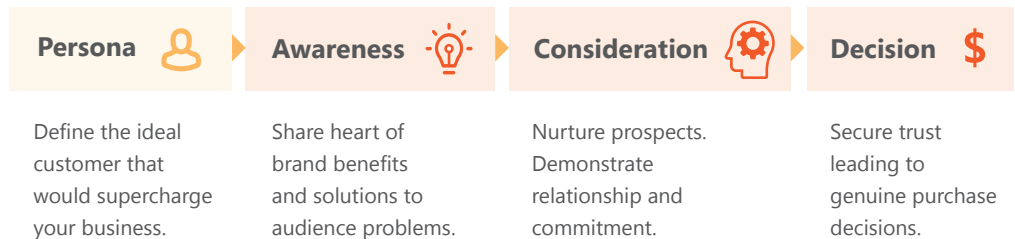
Typical audience questions.

03

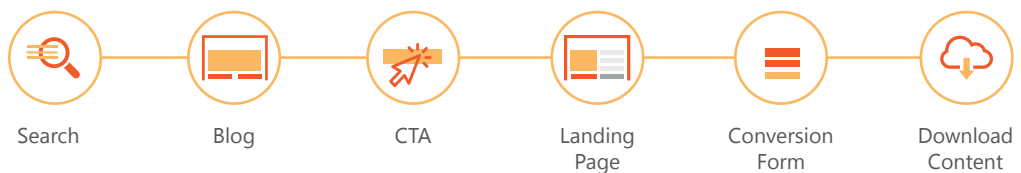
Create Tactical Plan



Proven tactics must drive marketing program success to generate high quality leads.



Inbound conversion path:





**Don't be
afraid to get
creative and
experiment
with your
marketing.**

“ Mike Volpe, CMO of HubSpot