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Attract Leads AND Convert them: Hello and How Do You Do?

A professional and comprehensive leads conversion program has two parts:

INBOUND MARKETING—attracts leads to your company/product

OUTBOUND MARKETING—converts leads to customers

INBOUND MARKETING starts with a search:

The core of your digital marketing program will be search engine optimization (“SEO”). This is the vehicle that helps your company or product get found on an online search, and attracts leads to your website. Beyond SEO, your best inbound marketing tools are:

- Targeted online ads, with trackable click-thrus so that you can measure ROI
- Relevant website content, which warms up a website visitor by encouraging them to navigate around the site.
- Webforms, with compelling offers which invite your leads to provide contact information, bringing them into your CRM system/sales funnel.

OUTBOUND MARKETING starts with “hello”:

Once a customer’s contact info is in your system, you can say hello and thank you, find out what their pain points are and answer these with relevant sales enablement/follow up tools. These keep you in front of the lead while your sales force completes the conversion process with personal attention:

- Email marketing
- Direct mail
- Leave-behind brochures, PowerPoints and other in-person sales enablement tools

The frequency question:

Inbound and outbound marketing require using two key guidelines: offer ONLY relevant/helpful “content” (messaging) and don’t overwhelm the customer with too much volume.

Attract, convert. Attract, convert. Focus on steady, smart marketing, with short-term and long-term forward motion, and you’ll grow your customer base.

Learn more: www.builditmarketing.com

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