

# 5 STEP DIGITAL INBOUND MARKETING STRATEGY

Phase guide on how to make the internet work for your business

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## ESTABLISH YOUR PLATFORMS

### YOUR WEBSITE

- Domain [www.yourbiz.com](http://www.yourbiz.com)
- Emails [xxx@yourbiz.com](mailto:xxx@yourbiz.com)
- CMS Based Web Platform

WEBSITE IS YOUR ANCHOR

### APPS

- Facebook
- Mobile

### REF SITES

- Online Reviews
  - Booking
  - 3<sup>rd</sup> Party Payments
- PayPal

### SOCIAL PLATFORMS

All Platforms should be BRANDED and all INFO complete



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## DRIVE TRAFFIC TO PLATFORMS

Make sure you/your products or services are [SEEN]

### BLOGGING/CONTENT

Interesting Articles  
Enticing Videos  
Stunning Pictures  
GOOGLE ❤️ updates  
Reputation Positioning

A BLOG Generates 52% more web traffic

### SOCIAL MEDIA

Build a following  
Share content/offers/specials  
Engage consumers  
Refer to articles on website  
Reputation & BRAND awareness

### SEO

Research words being searched  
Optimize web & SM for those  
Create Keyword Focused Content  
Build Backlinks to Website  
List yourself everywhere

### PAY PER CLICK/ADS

Google Ads (Text/Image/Video)  
Facebook LIKES growth  
Facebook Boosts  
Twitter/LinkedIn Ads

COMPETE FOR TOP LISTING POSITIONS

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## CONVERT TRAFFIC INTO LEADS

Understand your audience  
Entice them with quality content  
CAPTURE the LEAD  
ALWAYS USE "CALL to ACTION"

### WHO ARE YOUR AUDIENCE

People with a NEED – (Looking for solution)  
Unaware BUYERS (Stumbled onto you)  
Interested BUYERS (Looking at you from reference)  
READY to BUY (They have made up their mind)

### THEY THINK:

- WHAT** – What is your solution (product or service)?
- WHEN** – How soon can one get the solution?
- WHERE** – Where would I find this solution?
- HOW** – How would the solution benefit me?
- WHO** – Who will implement this solution (experience)?
- WHY** – Why do I need this product or service?

### HOW YOU CONVERT THEM

**AWARENESS** - BLOGS/DEMOS/TESTIMONIALS  
**EDUCATION** - E-Books/E-Brochures/Videos  
**VALIDATION** - Webinar/Podcasts/Brochures  
**SALES OFFERS** - Quote Request/Phone Back

CAPTURE EMAILS

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## CONVERT LEADS INTO SALES

### CAPTURE YOUR LEAD

#### USE A CRM SYSTEM

- Always follow up a new lead
- Capture that lead in CRM

### SEGMENT YOUR LEADS

TARGET FOLLOW UP CAMPAIGNS TO THESE SEGMENTS

### FOLLOW UP METHODS

MASS EMAILS

MASS SMS's

PHONE

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## MEASURE EVERYTHING

If you can measure it you can manage it

