



# INBOUND MARKETING ESSENTIALS

What do you need to know about  
Inbound Marketing & HubSpot?

**IT'S HELPFUL, ACTION BASED  
INFORMATION PAIRED WITH  
SOFTWARE DESIGNED TO MEET THE  
NEEDS OF YOUR CUSTOMERS FROM  
THEIR FIRST CLICK.**

**INBOUND MARKETING**

# YOUR INBOUND MARKETING BUDGET

Budgeting for inbound marketing involves two major factors: **who's writing** your inbound content and **what software** you'll need to start your inbound marketing campaign.



## SAY WHAT? UNDERSTANDING INBOUND MARKETING TERMS

**CRM (Customer Relationship Management)** - it's the software, like HubSpot, you use to keep track of your customers and prospects.

**Buyer Persona** - a backstory for your most profitable customer, so you can tailor your content to them.

**Buyer's Journey** - the stages a buyer goes through to decide if/when they're going to buy: Awareness, Consideration, and Decision.

**Inbound Methodology** - the phases of inbound marketing you need to create content for: Attract, Convert, Close and Delight

**Inbound Funnel** - the goals of your inbound marketing content: Get Traffic, Get Leads, Get Customers and Analyse.

# INBOUND

## MARKETING

You can start inbound marketing by using both your marketing and sales department's expertise. Yep, they're going to have to work together, it's called Smarketing. Smarketing for inbound marketing means combining marketing and sales knowledge to identify your target audience, create content that attracts the right client (buyers) and make it easier for sales to close the deal.

If you hire an inbound marketing agency you're guaranteed to do inbound right. Four people are assigned to your campaign to fulfill inbound marketing roles: a strategist to manage the project; a lead writer responsible for all content; call to action and content offer designer to create better visual displays; plus a technician to get the content where it needs to be online. You'll have back up writers too so all your content is ready for publication dates.



# INBOUND MARKETING

# 01 STRATEGY

Effective inbound marketing starts with long term content planning. You'll define who you're targeting, what content you're creating, and when and how they'll find it.

Then you'll start with writing and the strategic use of email and social media to reach every buyer during every stage of the buyer's journey.



# INBOUND MARKETING CONTENT CREATION

# 02

Inbound marketing content creation can start in-house if you have writers and marketers who understand the inbound marketing methodology (it's very different from traditional marketing methods).

The tricky part is knowing how...

...and when to get this information out to potential clients. You can find this out with a bit of research into your target audience. Like what social media they use and when they're most active online.

# 03

## INBOUND MARKETING

### CREATIVE PARTNERSHIP

You can write your content in-house and you should use your internal expertise to add credibility to your content. You can also get writing help outside your organization.

There's inbound marketing options to fit your business needs like long term content partnerships, website copywriting and website development. Plus training for your staff so you can take over your content creation any time you choose.







HubSpot is inbound marketing and sales software that helps companies attract visitors, convert leads, and close customers.

You can get a start in inbound marketing using HubSpot's free software to help you identify and engage your target audience.

But the free option has its limits.

You can hire an inbound marketing agency--and HubSpot Partner--to run your HubSpot account for you. HubSpot Partners know how to use HubSpot's advanced features from content templates to comprehensive analytics to give your sales team a better chance to close more deals. Even better, it takes the stress of learning the software off your staff and gives you better results faster.

## What might happen if you run your own HubSpot account

1. Sign up for free trial
2. Download Hubspot
3. Watch tutorials
4. Try to get started
5. Miss important features
6. See minimal results
7. Leave it until you figure it out



## What will happen when inbound specialists & HubSpot experts run your HubSpot account

- ✓ Tell inbound marketers your sales goals
- ✓ Get HubSpot account to fit your business
- ✓ Approve content
- ✓ See immediate increase in traffic and quality leads
- ✓ See immediate changes in your sales team's efficiencies
- ✓ Take vacation to celebrate
- ✓ Increase sales goals
- ✓ Repeat





Grow your revenue,  
organize your goals and  
create scalable systems.

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