

# Inbound Marketing @ Your STO



Inbound Marketing is about....  
Getting Your Site Found,  
Getting Targeted Traffic and Getting  
Sales.

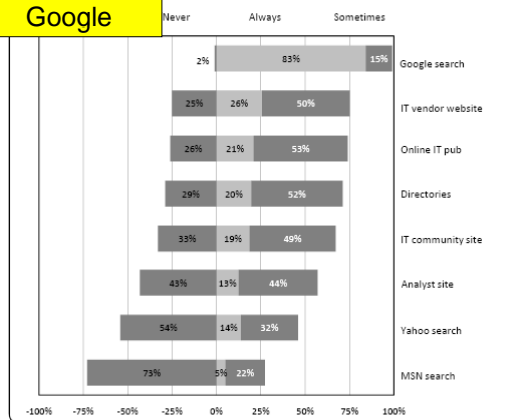
Its about making either your phone  
ring or your cash register ring!



## Changes in Purchasing Behavior

### Where Did They Look?

98% Search in Google



Buyers start the purchasing process in search engines

Source: Marketing Sherpa



## Re-Thinking Your Marketing

### Outbound Marketing

- Telemarketing
- Trade shows
- TV/Radio
- Print Advertising
- Direct mail/email
- Broadcasting



### Inbound Marketing

- SEO/SMO
- Blogging
- Social Media / Buzz
- RSS Feeds
- Targeted Landing Pages
- Marketing Analytics



## Re-Thinking Your Marketing

### Outbound Marketing

- Low response rate (1-5%)
- Expensive / Wasteful
- Becoming more difficult

“Interruption” based



### Inbound Marketing

- High response rate (20-50%)
- Low cost / High ROI
- Wide open playing field

“Permission” based



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## Your Marketing Needs to Adapt

- Consumers Have Control
- Spam software blocks email
- Caller ID blocks cold calls
- Government is on consumer's side
- Can – Spam Act & Data Protection Act
- National Do Not Call List

*Today, the goal of marketing needs to be to “get found” by customers when they are looking, not “get in their face” when they are not looking.*

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## New Rules of Marketing

Get Found by Qualified Prospects:-

- ✓ Search Engines
- ✓ Local Search
- ✓ Social Media
- ✓ Local Directories

Convert Prospects to Customers  
Using:

- Landing Pages
- Lead Intelligence
- Marketing Analytics

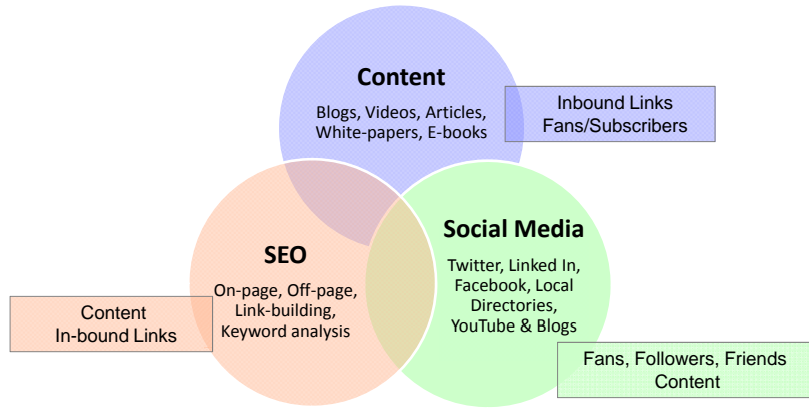
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## Your Online Advantage

- ✓ On the Internet, a smaller company can out-market a larger company.
- ✓ Size of budget and number of employees is less relevant.
- ✓ David can beat Goliath... if David is smart about using the Internet.

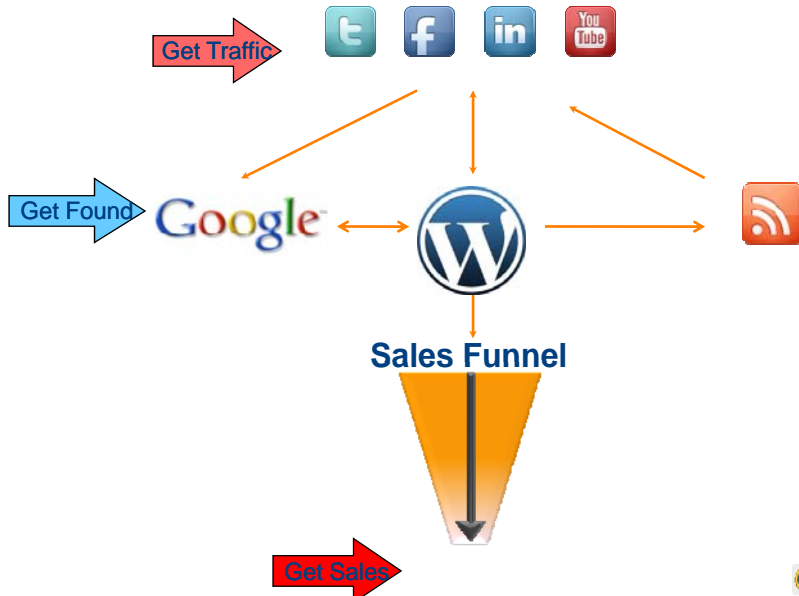
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## Components of Inbound Marketing










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## 3 Step Targeted Traffic System



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## The Internet Has Changed

	<a href="#">Keyword Extractor Tool</a> <a href="#">Local Search</a>
	<a href="#">Elegant Themes</a> <a href="#">Studiopress</a> <a href="#">Woo Themes</a>
	<a href="#">RSS Feed</a>
	<a href="#">Tony Treacy</a> <a href="#">eConsultants.it</a>
	<a href="#">Facebook Pages</a>
	<a href="#">Profiles</a> <a href="#">Groups</a>
	<a href="#">YouTube Channel</a>



## Google Places



Query	Impressions
seo consultants	5
seo consultant	13
business park	12
United Kingdom	11
seo consultancy	6
	6



## Using Facebook Pages



Facebook - a business approach

- ✓ 5,000 limit Fans

Inviting Friends

- ✓ Make friends by joining groups

Forming Groups

- ✓ Create a Group targeted to your product/service
- ✓ Invite your other Fans to join your Group
- ✓ Do not let the Group membership exceed 5000

Forming Pages

- ✓ Create a Page in your ship's name or Your STO name
- ✓ This is the one area of Facebook which is recognised by Google for ranking purposes.

Marketing

- ✓ Talk about your products/services & always link back to your website



## Business Goals for Using Twitter



- ✓ Develop and promote your brand
- ✓ Interact with your customer base
- ✓ Track what people are saying about your company and brand
- ✓ Create buzz around upcoming events
- ✓ Help individual employees act as liaisons to the public
- ✓ Promote other content you've created including: webinars, blog posts or podcasts
- ✓ Develop direct relationships with bloggers and journalists for potential PR placement



## Business Goals for Using Linked In



- ✓ It helps you to get found by fellow networkers who are searching for your products/services
- ✓ It enables you to create a community around you and your area of expertise
- ✓ Its ideal for promoting other content you create, including seminars, webinars, site articles, video presentations or other resources
- ✓ Its an invaluable pre-recruitment screening process

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## Local Business Groups in Linked In

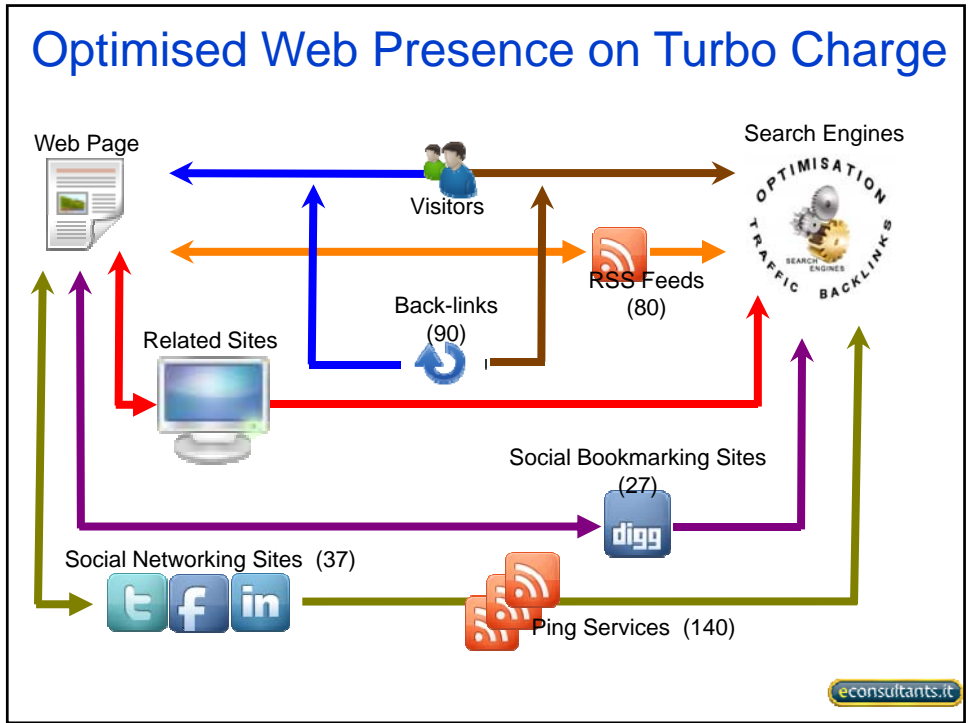


### Business Groups & Number of Members

Hampshire Business Community	680
Hampshire UK	117
North Hampshire Enterprise	86
South Hampshire Business Professionals	235
Southampton UK	207
UK Business Network	8,567
UK Directors & Business Owners	3,446
UK Entrepreneurs	269
Wessex Business Club	231
<b>Total</b>	<b>13,838</b>

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### Your Company Marketing Grade

Metric	Your Company	Competitor 1	Competitor 2
Back links (SEO Quake)	[enter metric]	[enter metric]	[enter metric]
Alexa (Traffic)	[enter metric]	[enter metric]	[enter metric]
Google Page Rank (SEO)	[enter metric]	[enter metric]	[enter metric]

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## Your STO Marketing Plan

Begin Your Comprehensive Internet Marketing Program

- Search Engines
- Local Search
- Social Media
- Local Directories

Goals in First 6 Months

- ✓ Double web traffic
- ✓ Double web leads

Goals in Following 6 Months

- ✓ Double web traffic AGAIN
- ✓ Double web leads AGAIN



## Contacts



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