



# Understanding Inbound Marketing and How It Delivers The ROI You Need To Succeed

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A GUIDE FOR BUSINESS OWNERS AND INVESTORS



For business owners and investors, marketing methods that produce results are essential to success. In the modern climate, traditional marketing methods such as cold-calling, newspaper ads, coupons, and billboards don't deliver the results businesses need to turn a profit. For a more effective approach, successful business owners turn to Inbound marketing to attract loyal customers.

**Here, we're going to take a look at what inbound marketing is and how implementing it as the primary marketing strategy for your business can produce the return on investment you need to succeed.**



## What is Inbound Marketing?

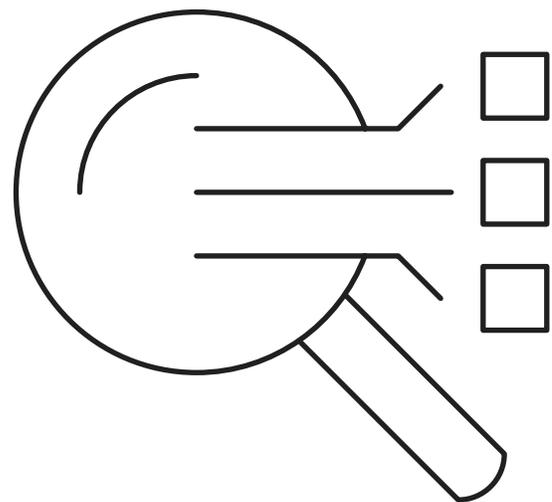
Inbound marketing is a marketing method that leverages strategically created content and experiences to attract a company's ideal customer. Successful inbound marketing strategies consist of multiple marketing channels that work together to create a sustainable and profitable marketing plan. Essential elements of inbound marketing plans include SEO, social media, landing pages, and email marketing.

# Essential Elements of a Profitable and Effective Inbound Marketing Plan

## SEO

According to research, SEO (Search Engine Optimization) is one of the most effective ways to build your brand and attract new customers. SEO is used to improve a company’s website ranking on Google and other search engines. Over 85% of consumers turn to the internet for recommendations before making a buying decision, and over 72% of consumers who perform a local search, visit a nearby location in-person to make a purchase. Companies that leverage the power of SEO are more likely to appear in searches conducted by those consumers and, therefore, are more likely to earn their business.

One of the primary benefits of SEO is that it offers long-term viability. Unlike a printed ad, once SEO is established, it continually drives valuable traffic to a company’s website.



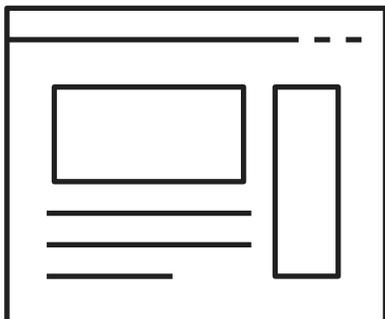
## Social Media

Social media channels such as Facebook, Instagram, and Twitter attract a user base of over 500 million people worldwide. Although many users log into social media to connect with friends and family, a great deal also use the platforms to make savvy buying decisions. Research shows that 74% of B2B buyers consult the internet before making a purchase, and 62% attribute major purchases to social selling.

One of the most significant benefits of social media is that the initial cost is free. It costs nothing for businesses to create a profile on social media and publish posts. Currently, 44% of small businesses across the United States depend on this low-cost marketing method to drive sales in their business.

## Landing Pages

In 2019, the majority of small businesses have a website. In addition to being a source of information for potential customers, most modern websites are also an e-commerce platform. Landing pages are unique website pages that exist to entice visitors to take a specific action. When designed correctly, landing pages convert more visitors into customers than the homepage of a website.

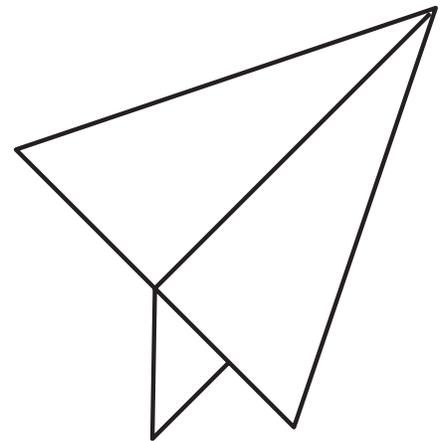


Over 80% of businesses that use landing pages to convert visitors into leads say they are effective. Furthermore, most landing pages record a conversion rate of over 30%.

## Email Marketing

Email marketing is a beneficial form of inbound marketing for businesses large and small. There are many different email marketing strategies companies can implement to drive sales. Some of the most effective are welcome campaigns and promotional messages.

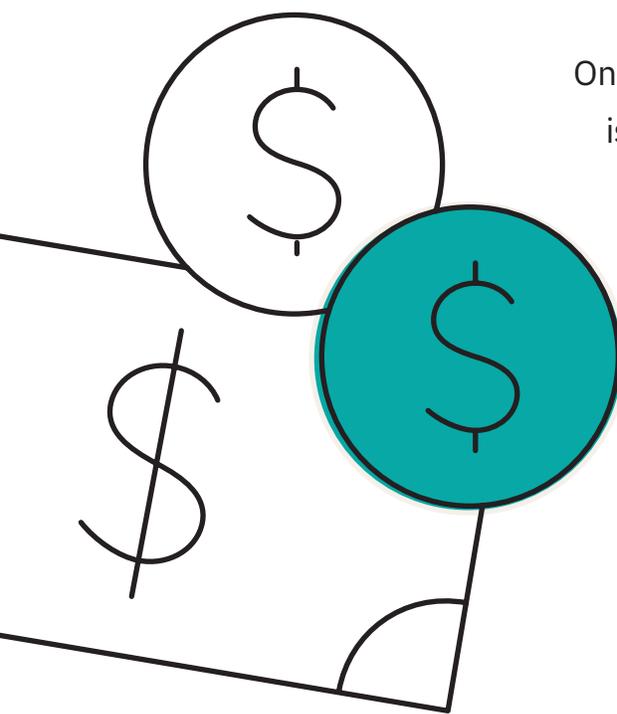
According to research, over 50% of businesses say that email marketing is their most effective form of marketing. Many small companies cite email marketing as one of the top ways they produce revenue. As an example, research shows that customers who receive marketing emails spend 138% more than customers that do not.



**These essential elements of inbound marketing can be customized to meet the specific needs of any business. By creating a strategic inbound marketing plan and figuring out which methods meet the needs of its audience, a company can create an advantage for themselves over their competition.**

## Inbound Marketing in Action

Hubspot is one of the most successful companies in regards to inbound marketing services and strategies. Before Hubspot was considered a top resource for others, however, they mastered the art of inbound marketing for themselves. Since its inception in 2006, Hubspot has published thousands of blogs to its website, produced several e-books, and executed countless lead generation campaigns. All of the content Hubspot has created is paired with well-authored calls-to-action and linked to relevant landing pages. As a result of its dedication to inbound marketing, Hubspot has experienced an increase in organic (FREE) traffic to their website and improved conversion rates. Today, Hubspot is #5 in the world of online marketing.



One of the key takeaways from Hubspot's experience is the fact that, over time, inbound marketing made it possible to drive business to their website for free. For companies that want the most 'bang for their buck,' inbound marketing is the way to go.



## How Inbound Marketing Saves and Makes Money



The most common question regarding inbound marketing is, “How much is it going to cost?” The U.S. Small Business Administration recommends that businesses should spend 7-8% of their revenue on marketing each year. In addition to being hugely successful at attracting new business, inbound marketing offers unparalleled cost savings. When companies choose inbound marketing as their primary marketing strategy, that percentage stretches farther and produces more significant results.

**Although inbound marketing requires an initial and ongoing investment, it saves businesses a great deal of money over an extended period. Here are a few statistics that demonstrate the cost-savings of inbound marketing:**

- The average cost for 1000 social media impressions is \$3.00 vs. \$15-\$28 per 1000 traditional marketing impressions.
- Leads produced by inbound marketing strategies cost 61% less than leads generated by outbound marketing strategies.
- Businesses that rely on inbound marketing save an average of \$14 per newly acquired customer.
- Inbound marketing produces 3x more leads per dollar than traditional methods.



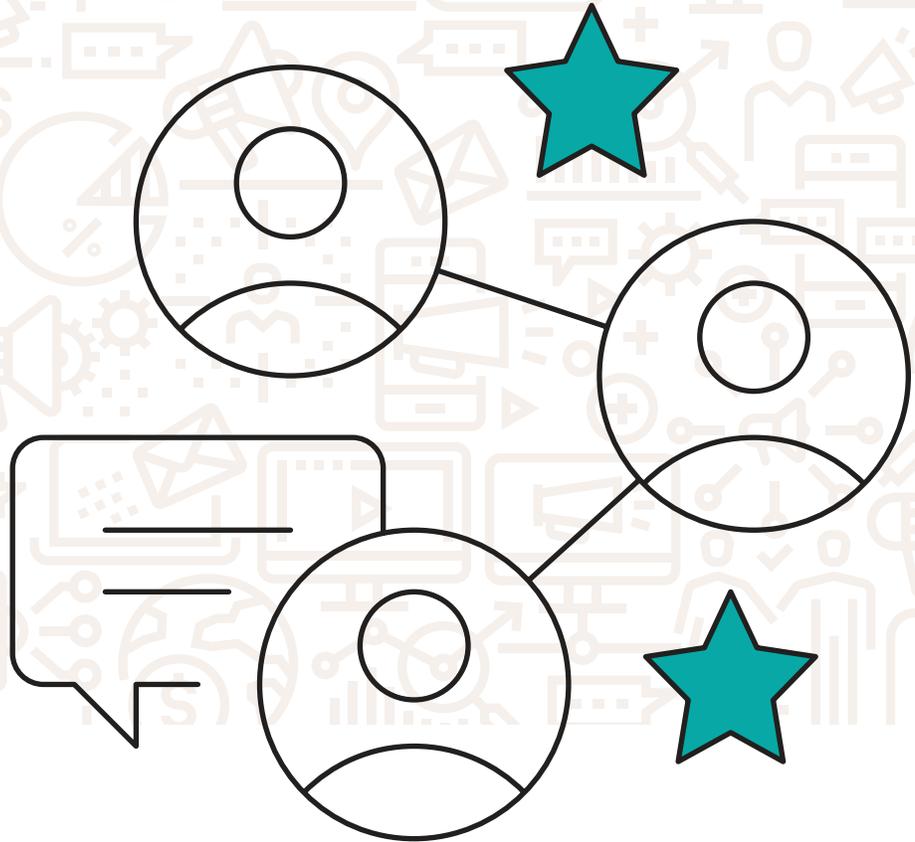
**In addition to the apparent dollars and cents, inbound marketing also improves the quality of leads a business obtains over any given period. These statistics demonstrate that fact.**

- Inbound marketing doubles the average website conversion rate from 6% to 12%.
- Leads generated by inbound marketing have a 47% greater purchase value than leads that are not.
- Properly executed inbound marketing produces 10x more leads than traditional outbound marketing methods.

## **Inbound Marketing in Action**

Mia is a successful digital marketing company based in Belgium. For many years, Mia attempted to define its uniqueness in the digital marketing world to attract clients. Unfortunately, the methods they used were costing them money and not producing any results. Eventually, the marketing team at Mia decided to implement inbound marketing strategies, such as targeted landing pages. Mia also automated most of their inbound marketing strategies so they could produce more results with less work. Since the implementation, Mia has experienced great success, including a 60% increase in revenue and a 125% increase in leads.

By saving money on the front-end and attracting better leads, businesses are sure to experience success via inbound marketing. Before that can happen, however, they must design a unique inbound marketing strategy based upon the needs of their audience.

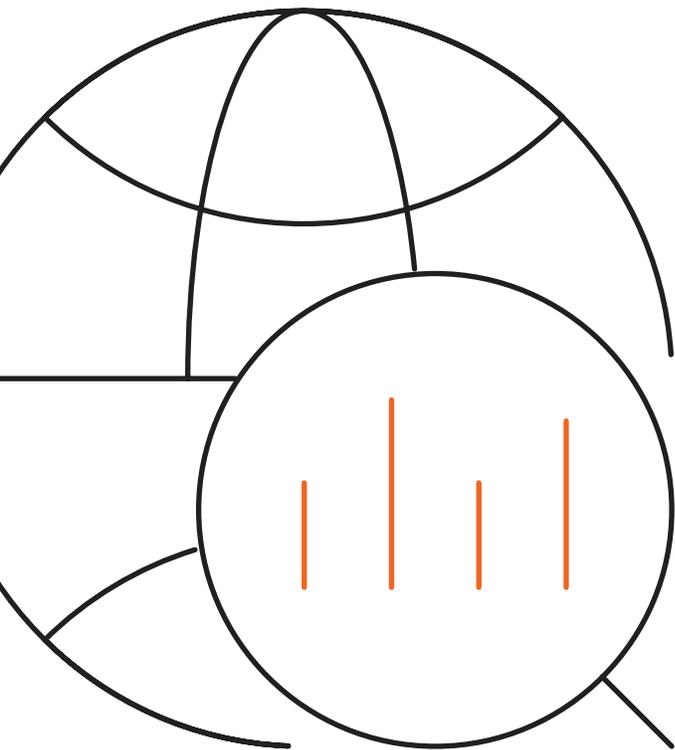


## How to Personalize Inbound Marketing Strategies

Inbound marketing strategies are most effective when personalized for a specific audience. There are multiple ways to customize inbound marketing methods, including email customization, persona definition, blog content, social media schedules, and more. Before personalization takes place, however, research is imperative.

## Market Research and Competitor Analysis

Growing against the competition is one of the main goals of any business. Therefore, to define marketing goals, a company must first understand where its competition lies. Market research and competitor analysis are two of the first steps in establishing an inbound marketing plan because they identify areas of significant growth. By identifying areas of growth, businesses can determine which inbound marketing methods are right for their business. Having a firm understanding of which inbound marketing methods saves companies money on unnecessary marketing expenses.



### **Primary benefits of market research and competitor analysis include:**

- Minimizes investment risks
- Identifies correct marketing strategy
- Identifies valuable marketing goals

Overall, market research and competitor analysis is the foundation of a successful inbound marketing plan and the start of a process that can earn businesses a profitable return on investment.

## Persona Creation

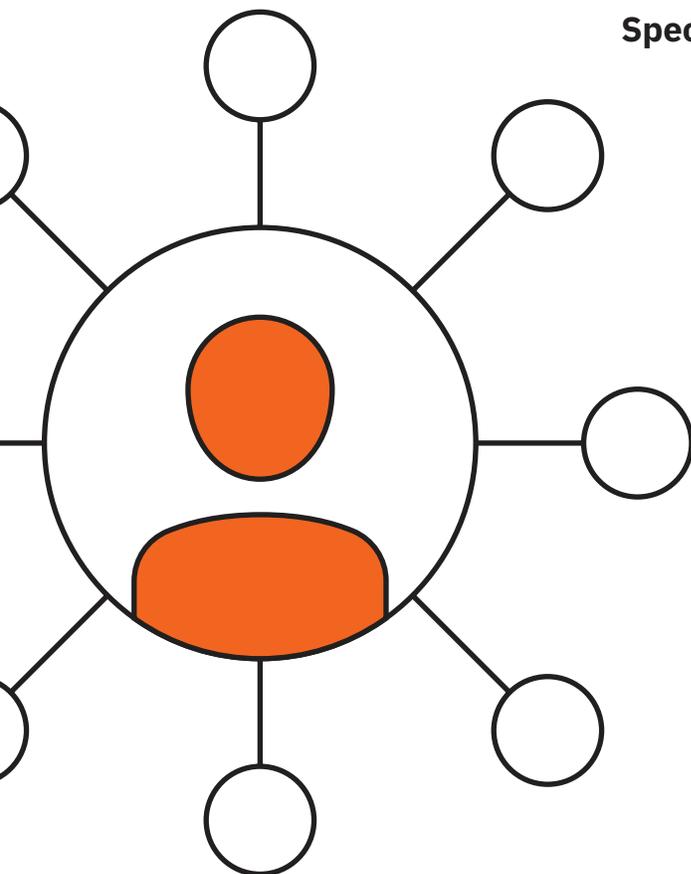
One of the most critical pieces of data identified by market research is a business's target audience. Target audience data identify essential information about a company's ideal customers, such as age demographics, interests, and habits. A persona is a fictional character based upon this data that helps a company create effective marketing techniques.

Creating multiple personas that represent ideal audience members saves businesses money by helping them make smart marketing decisions. A persona makes it possible for marketers to identify what specific inbound marketing techniques will resonate and produce results within their audience and which would fall short of expectations.

### Specific benefits of persona development include:

- Higher quality leads
- Better conversion rates
- Improved data and analytics

Although an initial investment is required to create personas, that investment is returned to businesses when they experience the financial benefits of targeted marketing and selling.





## Inbound Marketing in Action

LENOX is a company that sells power tools and accessories to other businesses across the world. For many years, the sales team at LENOX was spending a great deal of time and money on lead generation without producing very many results. Eventually, the leadership at the company recognized that something had to change and decided to implement an automated, personalized inbound marketing plan. The marketing plan was designed so that prospects automatically received targeted marketing materials based upon their persona. As a result of its strategic and intentional approach to inbound marketing, LENOX experienced a 10% growth in revenue and a 50% growth in qualified leads.

In addition to a personalized plan, it is also vital to have reliable methods for measuring inbound marketing success.



## Inbound Marketing Offers Reliable Methods to Measure Success

When it comes down to choosing a marketing plan and making an investment in a marketing strategy, successful businesses need proof that their investment resulted in a financial profit. There are multiple metrics available to measure the success of an inbound marketing plan. With the right systems in place, you can measure the economic success of inbound marketing on an ongoing basis.



## The Initial 90 Days – Discovery, Plan, Act

The first 90 days of inbound marketing implementation are vital to success. During that time, businesses should discover the purpose of their marketing initiatives, plan a strategy to achieve their goals, and act upon that strategy. Here is how those primary steps work to produce a business's desired ROI.

**Discover:** Before implementing any inbound marketing strategy, a business should first work hard to discover the purpose and determine specific goals.

**Plan:** Once goals are defined, a business can develop a cost-effective inbound marketing strategy.

**Act:** With the help of defined goals and a strategic plan, a business can implement an inbound marketing strategy that works to acquire valuable leads and drive sales.

Completing these first three steps does not mean the work is complete. Ongoing monitoring of results and metrics is also required to produce a return on investment.

## Ongoing Monitoring and Measurements

Once a concrete marketing strategy is established, the outcomes must be continually monitored to achieve long-term growth. The specific metrics used to measure success should be unique to the goals of the marketing strategy.

**Some of the most common metrics used to determine the effectiveness of marketing strategies include:**

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- Cost per lead
  - Average customer value
  - Customer lifetime value
  - Lead close rate
  - Cost per engagement

The best part about inbound marketing is there is always room for improvement. Metrics offer the information businesses need to change their strategy when necessary.

## **Inbound Marketing in Action**

PACCAR Inc. is a global company based in Australia that manufactures elite commercial vehicles. For many years, PACCAR was implementing inbound marketing strategies and following best practices for driving valuable leads to their business. Business owners at PACCAR knew there was more they could do to be effective in their marketing strategy, and they implemented an automated marketing plan. Over time, they monitored their inbound marketing strategies and made changes as necessary to improve performance. As a result, PACCAR experienced 9x more leads and an 80% savings in operational costs.



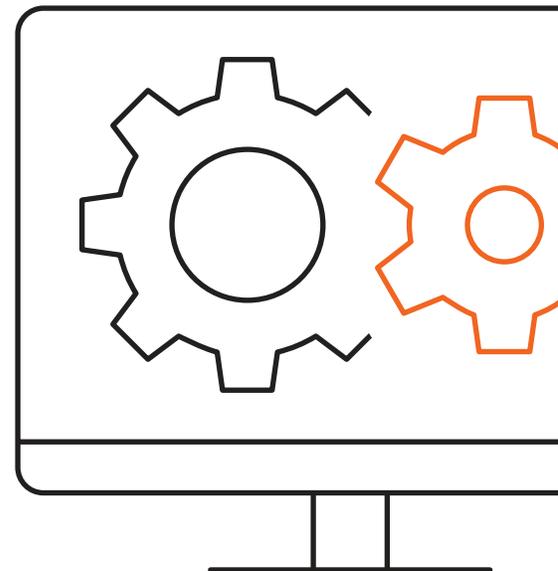
## Automation Makes Inbound Marketing Possible

One of the primary concerns business owners have regarding inbound marketing is the time it takes to execute it successfully. For many small businesses, hiring a full-time employee to implement marketing strategies is out of the question. To save both time and money, companies should automate their inbound marketing strategies.

To understand how automation leads to inbound marketing success, all one has to do is look at the numbers. According to research, companies that automate their lead nurturing methods experience a 10+% increase in revenue within the first 6 to 9 months.

### **Some of the most popular methods for inbound marketing automation include:**

- Automated social media posts
- Automated email marketing campaigns
- Automated responses to inquiries
- Automated customer service actions
- Auto-generated customer-specific communications
- Automated sales follow-ups
- ...and more





## Inbound Marketing in Action

.id is a demographic research company based out of Melbourne, Australia. For a long time, the marketing team at .id was committed to implementing inbound marketing methods. Unfortunately, the means they were deploying were not based on research or driven by data. Therefore, they were not producing the desired results. Once they called upon expert help to create a personalized strategy based upon their ideal audience, their success started to change. By implementing a customized approach to inbound marketing, .id doubled its revenue, increased its website traffic by 1.6x, and experienced landing page conversion rates higher than 30%.

## Hubspot Makes Automated Inbound Marketing Possible

Across the globe, over 56,000 businesses trust Hubspot's technology to automate their inbound marketing methods. With Hubspot, companies can implement seamless processes for social media marketing, SEO optimization, content management, and website analytics. Companies rely on Hubspot because it provides a simple way to carry out sophisticated strategies that drive significant results.



## Seventh Scout: A Results-Driven Agency

At Seventh Scout, we care about your business and want to help you achieve the return on investment you need to succeed. Each of our scouts are highly trained and certified in their area of inbound marketing expertise and understand how to use their skills to get your business where it needs to go. As a certified Hubspot partner, we have the proven tools to automate your inbound marketing strategies and make them both viable and profitable.

To get started on a strategic inbound marketing plan for your business, [contact Seventh Scout](#) to schedule a consultation today. We're excited to help you realize your biggest goals.



## Let's make things happen

We welcome the opportunity to work with your business. Contact us to get started.

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