

HyperTarget Marketing Presents: THE IMPORTANCE OF INBOUND MARKETING

Without marketing, businesses would go nowhere. Marketing is present in virtually all departments of a business: advertising, sales, and public relations. Effective marketing is vital for a business to survive.

Marketing campaigns must address every possible avenue for success, this includes:

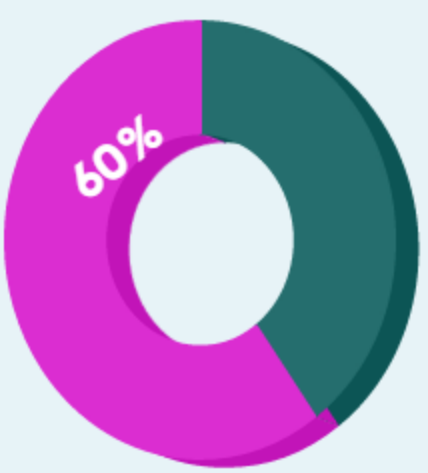
Quality Leads

The want for quality leads online has driven inbound marketing's growth.

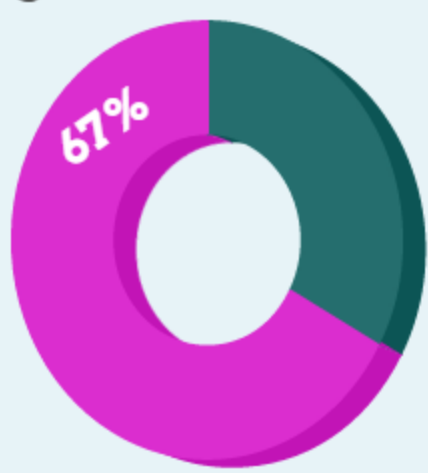
Why Inbound Marketing?

Consider the Facts

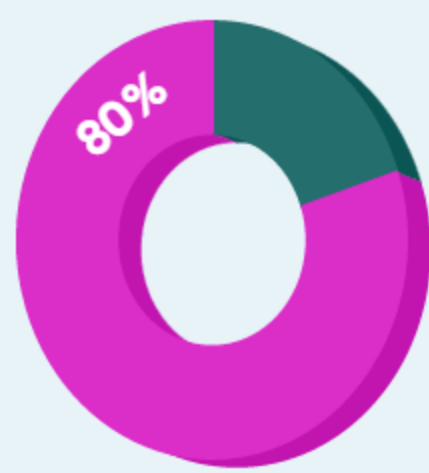
Inbound marketing statistics:



Inbound leads cost 60% less than outbound leads



B2B companies that blog get 67% more leads



80% of business decisions are based off of content instead of ads

Types of Inbound Marketing

SEO: Makes it easier for potential customers to find you organically



PPC: Pay per click advertising which matches ads with the intent of a query

Blogging: Creating useful and new information to share

Social Media: Marketing through SM which allows customers to choose what they want to be marketed from (using FB, Twitter, and Instagram)

Which Each Targets

- SEO ----- Search Engine Results Page
- PPC ----- Targeted Key Words
- Social ----- Giving Customers Power
- Blogging ----- Particular Audience

All inbound marketing techniques are geared towards producing quality leads through organic and natural means.

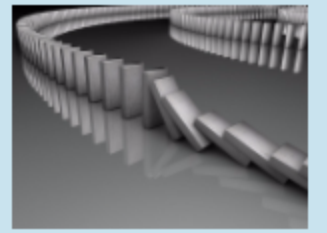
How Pay Per Call Marketing Works



Pay Per Call Marketing:

First, an advertiser or business decides to run a marketing campaign. The advertiser/business then creates a pay per call campaign and determines what the pay per call requirements are with the publisher. The publisher then applies the client's designated phone number to specific marketing campaigns. Potential prospects for the client search for the services the advertiser provides. Prospects see the publisher's ad and call the designated phone number. The publisher tracks the call and the phone call is forwarded to the client (aka: the advertiser or business). The client then pays the publisher for all qualified phone calls.

Other Marketing Tools to Never Forget



Mobile Optimization

Making sure your website is easily used on mobile devices

Traditional Offline Media

Direct response advertising on radio and television

Search Engine Reputation Management

Management of positive reviews and press to show up before negative

Call Centers

Additional quality control used in PPC campaigns

Events

Events meant to impress clients and motivate potential customers

Influencing

Partnering with influential people, such as celebrities and sports stars

More Info:

The following are some stats that justify and quantify how important inbound marketing truly is.

By 2016

mobile search queries will eclipse desktop search by

27.8 Billion

91%

Of people have a cellphone within reach 24/7

55%

Of mobile searches trigger conversions

64%

Of people use mobile devices to shop

BIA Kelsey forecasts that there will be

70 billion

calls from the Internet and mobile to all U.S. businesses by 2016, with most coming from mobile

