



Tomorrow People
Digital Marketing Agency

www.tomorrow-people.com

The End Of Outbound Marketing As We Know It:

**Why you will be able to
market yourself in 2014**



Inbound Marketing: The End of Marketing as we know it

Ah, the heady days of marketing, when you or your organisation would adopt various fragmented techniques in an ill-defined bid to boost sales. Techniques such as:



The result of this exercise would, perhaps, be one or two extra customers, combined with a hefty bill.

The Days Of Yore

The key to the success of these old-fangled disciplines is reaching the right person at the right time. Outbound marketing is a very hit-and-miss affair, with the misses outweighing the hits. Of course, the marketing agencies still espousing these weary methods won't tell you that.

The next time one of these has-beens tries to convince you that they can maximise your leads and increase sales through an outbound marketing campaign that Don Draper would've considered old hat, tell them where to go. They're wrong!

Inbound Marketing is the future

As some bloke named Bob once sang "**The times they are a changin'**". In fact, that was 48 years ago and they have changed.

Inbound marketing is the future. Its sheer beauty lies in the fact you can do it yourself. Come 2013 it'll be the only way to market and we're not just saying that because we're the leading consultancy in both providing and championing inbound marketing services. Allow us to enlighten you:

Inbound marketing is an umbrella term for a number of techniques, which, when combined as part of an overall marketing plan, can produce powerful results. That's combined, not strung together as a disparate group in the hope one yields results – a la the olden days.

It pulls in traditional marketing methods, such as SEO and email marketing and throws them in with ultra-hip techniques, such as:



The intention is to nurture targeted leads that convert to sales. A combination of new and old, with the new positioned firmly in the driving seat.

Pull, don't Push

With the outdated marketing techniques offered by so many supposedly 'modern' agencies, the intention is to 'force' yourself into the 'home' of a prospective client or customer and say, "Hey, take a look at what I can do for you, it's great, honest." The 'push' technique, so to speak.

This is regardless of whether the prospect presently has a need for your offering. It's the old foot in the door technique, which might've worked on distracted housewives and pensioners some 40 years ago, but in 2012 no longer washes.

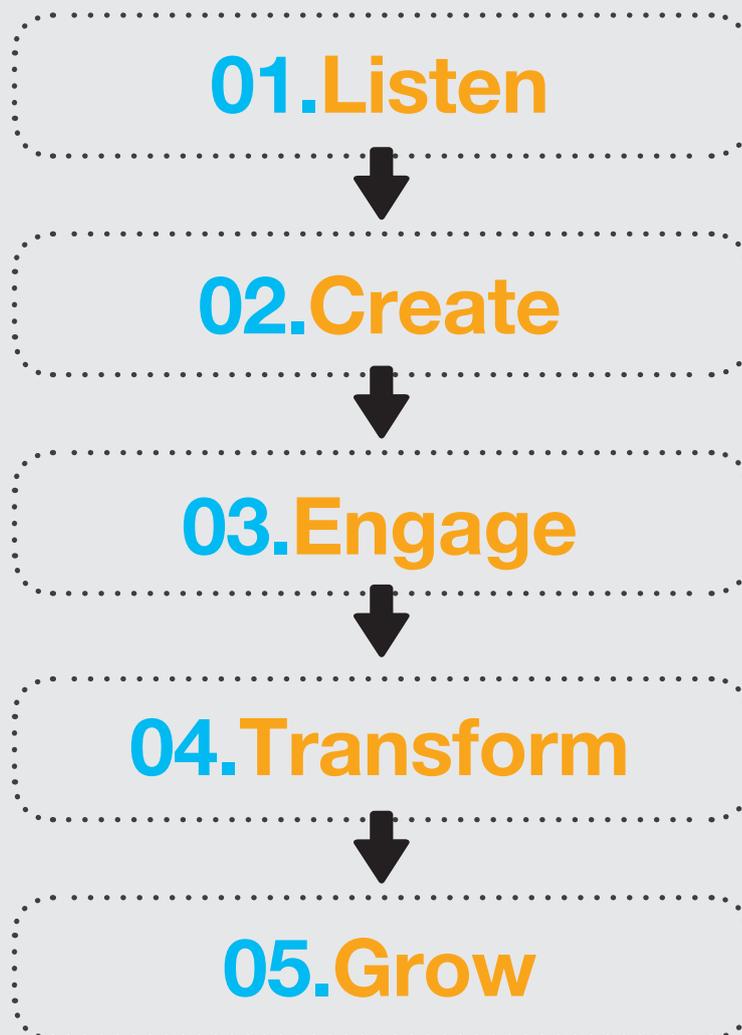
It all adds up to a lot of wasted time and money.

Now that might not pose a problem if you've a money tree growing at the foot your garden, one resplendent in a blossom of excess time, but for the rest of us it's a royal headache we can ill afford, even at the best of times.

Inbound marketing frowns upon such carefree attitudes and instead adopts the 'pull' approach.

5 steps to success

Instead of going out and trying to prize the sales from the reluctant claw of indifference, the business comes to you. There are five steps driving this new style of marketing:



01. Listening

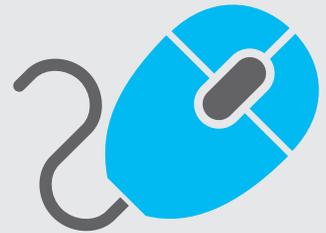


Research your market. With 78% of web users treating the internet as a first port of call when it comes to buying products and services, **you need to know where the demand is coming from.** See what your competition is doing and research social media to find out what your customers are saying about you.



02. Creating

The keystone of inbound marketing: Excellent content. **Use what you have learned by Listening** to provide quality content that addresses the problems your potential customers face. Become a hub of expertise for your industry.



03. Engaging →



Get to know your audience. Each one is a potential customer. They have an interest in your products or services, so now is the time to engage with them and build trust. **Ensure your content is being talked about.** Social media is just one of the effective methods by which you can spark a two-way conversation, while setting up keyword alerts can notify you to discussions regarding you and your offering.

➔ 04. Transforming



Reaping the rewards. Convert visitors into leads and leads into customers. Distinguish a 'might-be' from a 'dead-cert'. Ensure that the 'might-be' eventually becomes a 'dead-cert'. **Through the successful management, scoring, and nurturing of your leads, you ensure that when they are ready to buy, it's you who's in the optimum position to sell.**



05. Growing

Never rest on your laurels. Strive for continuous improvement as part of a long-term **inbound marketing** strategy. Keep content updated, leads engaged and your audience in the loop. **Perform analysis to stay on top of what is working, what brings in the most leads and what's failing to pull its weight.** Keep track of and react to the changes in your industry. Ensure a customer base that not only grows, but remains brand loyal.



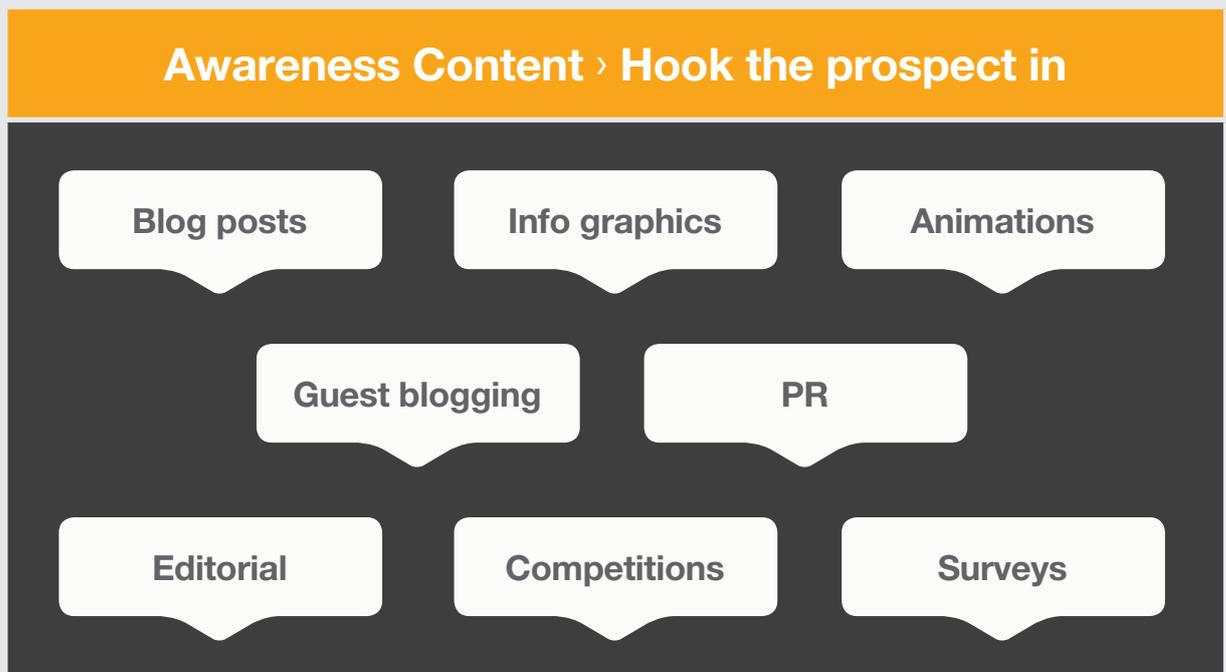
Not all content is created equal

As previously stated, content is the bedrock upon which your **inbound marketing** campaign sits... **But not any old content.**

Certainly, it should be of a high quality and targeted so that it brings in the right type of traffic, but there should also be a plan firmly in place that takes the prospect on a journey from their initially finding you, to the point where they are ready to buy.

We categorise the different types of content to be delivered at each stage of the buying process as such:

- **Awareness content**
- **Consideration content**
- **Decision content**



Content can be anything from blogposts to e-books, whitepapers through to viral videos and all stops in between.

Consideration Content › Let them know what you do

White papers

eGuides

Webinars

Prezi

How to guides

Be original. Be funny. Be informative.

Decision Content › Deliver the call to action

Case studies

Products

Packages

Services

Brochure

Buy now

Methodology

Free demo

Loyalty scheme

Through content marketing, instead of telling your audience how great you are, you're showing them, and, at the same time, providing something of value.

Be ready for the long haul

Of course, this all takes time and commitment and you have to be ready to put in the hours if you're serious about success. There is no 5 minute solution. **Inbound marketing** is a continual process.

At Tomorrow People we can help with formulating content plans, putting them into action and providing great content and design. We tailor our **inbound marketing** services to satisfy any business appetite.

So throw away that old marketing manual, ignore what the outdated marketers are telling you and embrace the future. It's bright. It's Inbound.

Click [here](#) now to try our marketing grader to find out how effective your website is at generating leads.

The average budget spent on company blogs and social media increased from 9% in 2012 to 21% in 2014

(Source: Hubspot: The State of Inbound Marketing in 2012)

62% of companies using LinkedIn have acquired a customer from the network.

(Source: Hubspot: The State of Inbound Marketing in 2014)

