



Boost Traffic, Leads, Customers, and Grow Your “Brand Fans” with Inbound Marketing

INBOUND MARKETING is the best way to turn strangers into customers and “brand fans” eager to promote your business.

In concert with your website, blog, social media efforts, and keyword optimization Inbound Marketing captures the attention of prospects so that instead of you having to rely on traditional “outbound marketing” techniques such as placing ads, buying direct mail lists, and mining email lists for leads, your target customers actually come to you in search of content they can’t get elsewhere.

BUILDING YOUR “BRAND FAN” BASE

The goal of Inbound Marketing is to create awareness of your brand and make target customers hungry for all that you offer, from the content of your website, blog, and social media shares, to the actual product or service you sell.

- Companies are 3 times as likely to see higher return on investment (ROI) on Inbound Marketing campaigns than on outbound.
- 84% of small businesses are predominantly using Inbound Marketing.
- 3 out of 4 marketers across the globe prioritize an inbound approach to marketing.

THE INBOUND MARKETING FUNNEL

Inbound marketing relies on blogging, SEO, and social media to get strangers to visit your website, then calls-to-action, landing pages, and forms to turn those visitors into leads and eventually customers and promoters of your business—your “brand fans!”

- **Get Traffic**—Create website and blog content, search engine optimize (SEO) your content, and promote it through social media.
- **Get Leads**—Place calls-to-action throughout your website to drive visitors to landing pages with forms. Visitors fill out the forms to get whatever you’re offering and become leads.
- **Get Customers**—Send your leads automated emails to drive them along your buying cycle. Provide your sales team with lead intelligence so they can make more effective sales calls.

ELEMENTS OF SUCCESSFUL INBOUND MARKETING

1. Website

Distinguishing your brand as the content matter expert/leader in a particular area is critical to Inbound Marketing success, and the place at the center of this Inbound Marketing universe



is your website. If you're not doing all you can to deliver valuable content to your customers and prospects on a frequent basis via your website, and then converting those visitors into leads and eventually customers, then you're missing out on numerous opportunities to grow a community of lasting, loyal customers and fans around your brand.

2. Content with Value

Inbound Marketing success depends on your capacity to generate excellent content that consumers want and value, and on your ability to do so on a routine and consistent basis. By publishing the right content in the right place at the right time, your marketing becomes relevant and helpful to your customers—not interruptive (like traditional marketing).

3. Content in Many Forms

Just as people have different learning preferences, so too do your target customers have preferences for how they like to consume information. Your content should take more than one form—ranging from articles, blogs, books and eBooks, to videos, podcasts, and even live events such as seminars, webinars, and classes—so you can appeal to varying interests.

4. Patience is a Virtue

Inbound Marketing success takes patience and persistence. It's not a "one and done" proposition where you post a blog or share something on social media and then sit back, waiting for the turnstiles to spin. Inbound Marketing requires an "in it for the long haul" mindset as you cultivate relationships with your audience, first to interest them in your brand and then to convert them into paying customers and enthusiastic brand fans.

YOUR RECIPE FOR SUCCESS

The Barrel O'Monkeyz Inbound Marketing methodology for turning strangers into brand fans is simple: Attract, Convert, Close, Delight!

1. **Build a website, blog, and social media presence** where you can deliver excellent, free, and easy-to-find content that your target audience can't get elsewhere.
2. **Grab the attention** of prospects so they visit your website, place of business, and social media pages again and again, exposing them to your brand.
3. **Endear visitors** to your brand by making you the go-to source for content related to your product, service, or industry.
4. **Convert leads** into paying customers and/or devoted followers who are willing to share their experiences and your content with others.
5. **Measure everything** you do so you can refine and tailor your efforts over time.



LET'S GET CREATIVE

Barrel O'Monkeyz is a San Diego-based strategic marketing agency specializing in Sports and Active Lifestyle markets. We serve as a seasoned, outsourced marketing team for companies looking to ramp up sales and launch new products. Our barrel is full of talent and creative arms ready to prove we don't just monkey around!

Contact Barrel O'Monkeyz Today | monkeyz@barrelomonkeyz.com

