

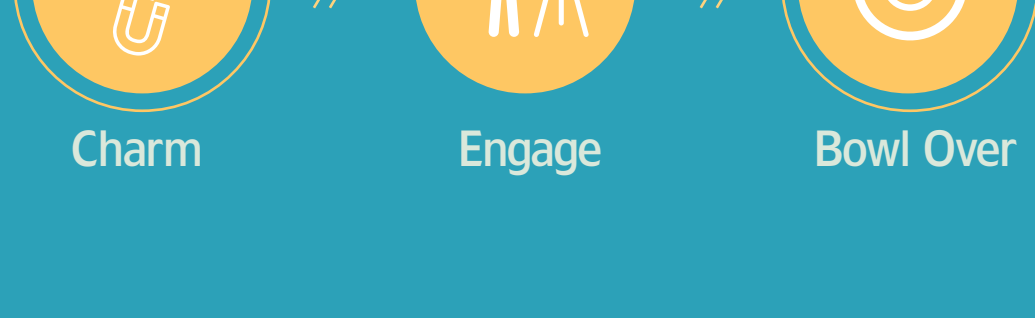
6 STEPS FOR A FLAWLESS INBOUND MARKETING STRATEGY THE HUBSPOT WAY

Customers, these days, can sense a sales pitch from a country mile, and they despise it. The trick is to know the “what, when, and how” of the sweet spot that engages them with your brand, even if they don’t immediately buy. You’ve got to cut ties with cold calling and emailing, and adopt Inbound Marketing. Let’s quickly touch base on how to ace it.



WHAT IS INBOUND MARKETING?

The art of “**charming-engaging-bowling over**” your customers through relevant content that resonates with them is what inbound marketing is all about. Layer this methodology on top of the HubSpot software and you’d witness a prospect turn into a customer and then advocate for your brand.



HOW TO BECOME A HUBSPOT INBOUND MARKETING WIZARD?

There are, essentially, 6 steps for a flawless inbound marketing strategy – the HubSpot way:

1. METICULOUS PERSONA DEFINITION



WHAT

Personas focus on the needs, interests, and challenges of your target audience

WHY?

To get a clear understanding of what charms your prospects into giving you their attention

HOW?

HubSpot’s ‘Make My Persona’ tool helps marketers create well-defined personas to power through campaigns. It’s incredible, intuitive, and free

2. PERTINENT CONTENT CREATION



WHAT?

These could be blog posts, eBooks, whitepapers, webinars, podcasts, blogs, etc

WHY?

To know your audience better and to know what kind of content would attract them to your website

HOW?

Define your personas well and you’d inch closer to the content sweet spot that would get your prospect’s attention

3. SUPERLATIVE EMAIL MARKETING



WHAT?

The best way to keep your existing customers engaged while gaining traction with potential leads

WHY?

To promote new content pieces to the people who have opted in to receive your email communication and send tailor-made content to targeted contact lists

HOW?

Write killer subject lines, use images and hyperlinks, keep your content crisp, test, edit and proof-read, and schedule like a pro

4. UNIMPAIRED LEAD NURTURE PROGRAM SET-UP



WHAT?

The bridge between prospecting and conversion

WHY?

It eases the burden on sales folks as they receive warmer leads. It works in favor of both the prospects and sales teams since it replaces cold calling with contextual marketing

HOW?

HubSpot’s Lead Scoring Tool helps you build seamless lead nurture workflows that promote your content via email marketing

5. IMPECCABLE SEARCH ENGINE OPTIMIZATION (SEO)



WHAT?

The process of getting traffic from the ‘free’, ‘organic’, ‘editorial’, or ‘natural’ search results on search engines

WHY?

You’d definitely want your content to be found organically

HOW?

HubSpot enables you to look at your visibility across a topic, and not to a distinct keyword. It also empowers you with a ‘Content Strategy Tool’ which makes SEO easier than ever

6. ERROR-FREE ANALYTICS REPORTING



WHAT?

Analytics reports of inbound campaigns help you eliminate assumption

WHY?

To measure the success of your KPIs and make informed and intelligible decisions for future spend and effort

HOW?

Determine the tools you’d like to use to report the progress of metrics like TOFU marketing activities (SEO, blogging, etc) or MOFU activities (email marketing, lead nurturing, etc)

ARE YOU A HUBSPOT INBOUND MARKETING WIZARD?

If yes, take it up a notch. If not, we’ll make you one. Just drop us a line at info@grazitti.com, and we’ll take it from there!