

The building blocks of an inbound marketing strategy include:

4 STAGES

1

Attract

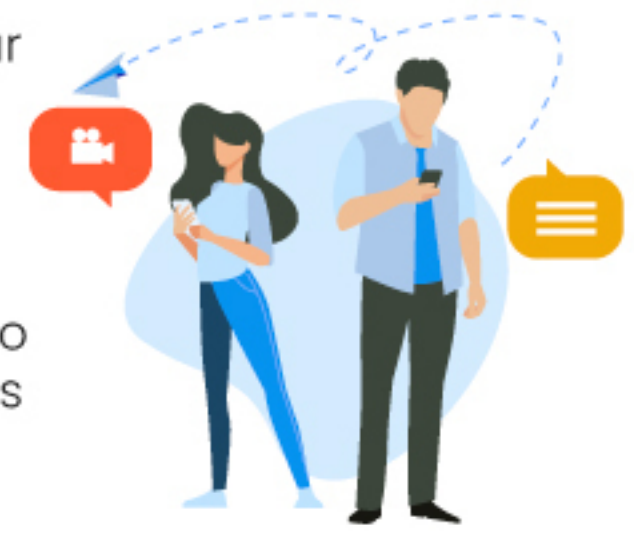
Focus on pulling people to your business establishing your business as a thought leader. In your content, highlight common consumer problems to attract the audience most likely to use your services.



2

Engage

Provide answers to your prospects' questions and unique solutions to their problems. Ensure your advice is worthwhile to continue to build trust. Your business should also make it easy for consumers to contact your business or buy your product/service.



3

Delight

Support prospects in solving their problems or achieving their goals with your products and services. Highlight your business's benefits and what differentiates you from your competitors.



4

Repeat

Continue to provide exceptional customer service and continuous engagement to encourage repeat purchases and positive word-of-mouth.



4 COMPONENTS

1

Contacts

These are the most important people to your business. Work to create and maintain strong relationships through the four stages of inbound marketing to turn contacts into loyal customers and advocates.



2

Buyer Personas

These are semi-fictional representations of your ideal customers that can benefit from your business. Personas should help identify your desired customer's background, needs, goals, challenges, etc.



3

Buyer's Journey

The buyer's journey outlines the path a prospect takes from stranger to customer. It's important for your business to understand this journey to tailor your content to whatever stage the buyer is in.



4

Goals

Quantifying success is necessary to demonstrate that your marketing efforts are paying off. Your business requires more than just vague statements for its goals.



Inbound marketer

Act as a guide to empower customers and prospects to continuously engage with your brand through your content.

