

Integrating Inbound Marketing Into Your Communications Campaigns

Presented by:

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- I. What is Inbound Marketing?
 - a. Content is king
 - i. Gone are the days when one catchy jingle and an expensive image marketing campaign alone set your brand on the fast-track to growth. We're in an age where compelling content and consistent communication are what's impacting the bottom line. What does your content (and your clients' content) say to the world?
 - b. Follow the lead-er
 - i. How does your company generate leads? For many, the answer is word-of-mouth. As social media continues to grow and Inbound Marketing cements its seat at the table, word of mouse becomes increasingly important. You need great content to make the mouse click to take action.
 - c. Measure twice...cut more than once
 - i. Inbound Marketing programs rely on nimble strategies and real-time refinement. No longer do companies throw the baby out with the bathwater, they conduct a/b testing, use social communities as focus groups and measure how people are interacting with the brand – from the time they download their first whitepaper to the day they become a client.
- II. Integrating Traditional and Inbound Strategies
 - a. It's all about pull...but you can't forget push
 - i. The carefully crafted messages that reside within press releases, bylined articles and spokesperson's talking points are the foundation of content marketing. As organizations share these messages in new and engaging ways, the integration between traditional and Inbound Marketing programs becomes increasingly important.
 - b. Mining for big ideas
 - i. While Inbound Marketing programs require a significant volume of content to keep the ball rolling, quantity can't replace quality. Companies need to focus on creative ways to package their information and motivate prospects and leads to dig deeper and learn more about their brand. How will your company blend big ideas with Inbound Marketing strategies to propel campaigns forward?
- III. Measuring Success & Determining ROI
 - a. What to measure?
 - i. Measurement isn't one size fits all. Metrics vary by company, objective and level of the marketing funnel. This section will focus on identifying the metrics that matter to your (and your client's) business.
 - b. When to refine and when to refocus
 - i. Using data to guide future phases of your Inbound Marketing efforts is key. This data will tell you what's working, where you can improve and hone in on the brand values that resonate with the buyer personas that are important to your business.