



# INTERPRETING INBOUND MARKETING

MARKET

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# INTRODUCTION

It doesn't matter what sort of business you're in, and whether it involves sales or services. It's like preparing for a long road trip which you hope will end in a long-term stay in a great place.

When getting ready to go, you check the tyres, oil and water, and make sure the car's running smoothly. You have a good map or GPS on board to make sure you get to the right place. And you stick to the rules of the road on the way to your destination.

In marketing, it's the same.

Systems must be in place and running, you must know where you want to go, and how to get there.

Because you, your product or service, and your brand, won't be staying long if you go to the wrong place.

**If you knock on the wrong door, the owner won't let you in. Instead you'll be driving around all night, randomly looking for a bed.**

## Groundwork Is Crucial In Today's Market.

The marketplace is fast and furious like never before. Your competition is only one click away, and the consumer has taken over the power. To grow your business, more so now than ever, you need a proven system in place if you want to attract, convert and grow your customer base in this complex and technologically sophisticated market.



## You want to **STAND OUT** and **THRIVE**. Not struggle, or worse....

That's why I'm so excited about sharing the exact blueprint I used to completely revolutionise my business and, more importantly, grow my clients' businesses.

A blueprint you can use to turn the key in the ignition, and get your car on the road!

## In this guide you'll discover...

- Tools and processes previously only available to large corporations
- The biggest mistakes I see businesses making with regard to marketing and selling their products
- How the most successful businesses position themselves in a way that makes the competition irrelevant
- WHY your current sales and marketing tactics aren't working
- A simple **six-step process** to making sure you get your products and services in front of the **RIGHT** customers and how you can convert them into happy paying clients
- Marketing that **sells**





# WHAT IS THE PROBLEM WITH MARKETING TODAY?

The marketing sector is becoming like an ever-increasing jigsaw puzzle made up of hundreds of different pieces. And more pieces are constantly being added, making it even more complex. Each piece will fit into the picture somewhere but it's hard work trying to work out where. But you keep trying because the next piece might just be the key to completing it.

## But how do you know which piece is THE one?

There are online experts claiming that their piece is the key one that will complete a picture that buyers and users won't be able to resist. And at least some of them are probably right.

**"One of the simplest ways to go out of business is to be invisible."**

- Grant Cardone

Does the secret key to attracting more clients and building your business involve:

- Social media, SEO, content marketing, data analysis, price cutting and incentives, and/or relying on ratings, reviews, shares and followers?
- Or is it in print and TV ads, posters and expos, bulk emails, SMSs, and hundreds of phone calls?
- Or does it involve a mix of some or all of the above?

The only definite is that marketing methods and tools have changed, are changing, and will change more in the future. Right now marketers stand divided between whether to take the traditional outbound or more recently introduced inbound route.

For me, **inbound marketing is the best option**. It's more than just technology. It links to the fundamentals of marketing.



# WHAT IS INBOUND MARKETING?

Permission-based, Interactive, Informative, and Non-Interruptive.

This is where inbound marketing comes in.

People are sick of being interrupted. Yet they're bombarded with messages from traditional marketers every day. And a lot of the irritating chatter is totally irrelevant to their lives, needs and desires at that point.

After a while, it all becomes just a lot of white noise.

It's forgotten on the inside pages of old newspapers, or the message is missed as attention shifts to topping up coffee cups during TV ad breaks. And a potential customer may even end up disliking the brand that put its name behind the constant interruptions.

- The customer makes the first move
- It's non-interruptive
- It makes you visible
- It enables you to solve a problem
- Helps find the ideal customer
- Positions your brand ahead of your competition
- Constantly adds value to the market and the prospective customers.
- Instead of interrupting prospects, it makes information available at a convenient time when they need it because they are interested in the product, or getting ready to buy it.





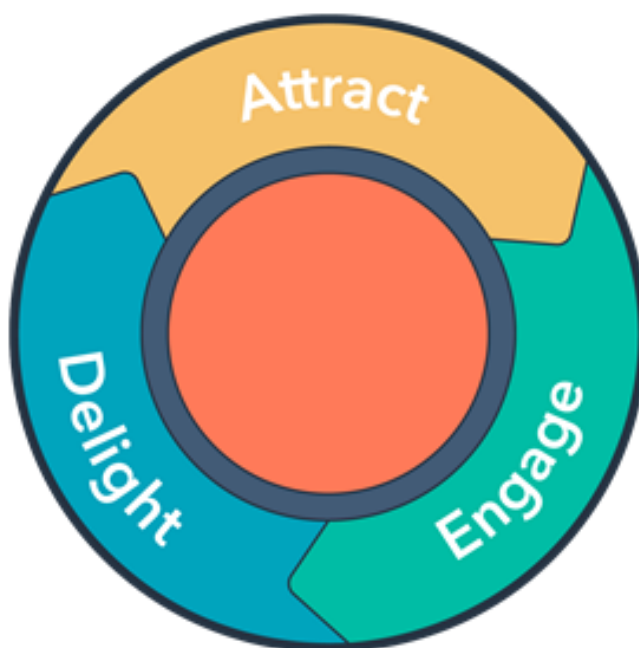
That's the key principle of this permission-based marketing system.

It aims at adding value by educating customers, while at the same time maximizing the flow of people seeking the marketed products or service.

This means that by the time you knock on the door, the person who answers will know who you are, and what your product is, and will want you both to visit.

They may even want you to come again soon, because you are just the sort of guest they have been looking for.

Given its name by HubSpot in 2006, inbound marketing is a progressive campaign based on customer choice and timing. It works by attracting potential customers, adding value by educating and informing them and so converting them into leads and customers.



### Attract Tools

- Ads
- Video
- Blogging
- Social media
- Content strategy

### Engage Tools

- Lead flows
- Email marketing
- Lead management
- Conversational bots
- Marketing automation

### Delight Tools

- Smart content
- Email marketing
- Conversations inbox
- Attribution reporting
- Marketing automation

## Every step is governed by personal choice.

The stranger who makes the first move by visiting your website chooses whether (and when) to go further. Permission has to be given each step of the way.

It's a long way from the old-school outbound approach which cast out a very wide net in the hope of catching some fish.

Many people saw, or heard their message, but the flashy and expensive TV and print advertisements, billboards and flashing screens on high rise buildings, brought a low percentage of returns.

That was because products and services were pushed on people who would never want to buy them, or were not yet ready to do so.

And when the need to buy did arise sometime later, it was hard for would-be customers to remember the right company's name, or the product it advertised.

The timing was just too wrong. Inbound marketing, when properly deployed, cuts down the number of times customers are interrupted by information they don't want then, or ever.

But it also makes sure that the same information and knowledge is available in answer to the right search question, and recently updated, when the time is right and they want to learn about it, or are ready to buy.

All it involves is the right click on the buyer or would-be buyer's part.



**The CEB Marketing Leadership Council says customers are already 60% of the way towards buying a product before they involve a sales person in finalising the deal.**

**How did they get there?**



If the info and the products are out there, and presented and positioned properly, people will find them. It's become second nature for them to look for answers in response to clicks. Their fingers are ready to go at all times.

They are used to finding quick, relevant (and sometimes irrelevant) answers to ordinary problems, like settling a family debate over a really pointless issue.

They click to check the weather forecast, and locate the nearest take-out, and they also do so to find answers to more serious questions, like making the right college choice or finding out what's wrong with their health.

So they're even more likely to click and pick a product they are thinking of buying either right now, or in the future.

It's quicker and more convenient than visiting different stores. They don't even have to be in the same time zone, or hemisphere, so seasonal restrictions don't apply when shipping is available.

So, while it might not seem wise to promote lawn mowers in winter, and snow shovels in summer, it's not a bad idea to have information about them out there before the seasons change. Because those wanting either will ask Google about which model they should buy, if and when they need one - anywhere in the world and at any time of the day.

**Inbound Marketing's Created a Time Warp:  
24/7 Shopping Around the World - And  
Parking's No Worry**



If they liked what they saw when your product came up in the search results, they just might open the door to it immediately.

They may bookmark the page for later, if they aren't quite ready, and subscribe, or sign up for newsletters, if they want to learn more, or keep track of developments till they are ready, or just about ready, to buy.

**Inbound Marketing lets customers make the first move, and give permission for you to approach them - at the right time. BUT...**

- It's not a silver bullet that will bring in a stampede of customers overnight. How fast you will get a response is in the hands of the customer.
- It involves a great deal of groundwork to set up systems, ensure you and your product are visible, and connect with your customers.
- It requires consistency in keeping your product or service constantly visible, accessible, and information about it up-to date.

**Search Engine Journal reports that SEO leads have a 14.6% close rate, while outbound leads (such as direct mail or print advertising) have a 1.7% close rate.**





# WHAT PROBLEM CAN YOU SOLVE?

Ever wonder WHY someone will buy your product, sign up for your service, visit your website, or perhaps even talk to you about them? The answer is probably Yes. And you probably ask yourself that question every night.

**WHAT, WHERE, WHEN AND HOW**, are the wheels that drive marketing and sales, but **WHY** is the steering wheel that sends it in the right direction to find the **WHO**.

If you can't work out WHY someone would buy what you are offering, it's going to be a long, twisting road and a really tough journey.

**Is it because they want the product?**

No. It's because they want what the product can do for them.

All customers have a problem to solve, a need or desire they want to meet, or some sort of itch they can't scratch. And they are wondering whether you, your product or your service, can help them solve it. They do not buy the products. They buy the solutions they believe the products can offer.

**Understanding what problem you solve is at the core of what you do.**

One of the questions I always ask my clients is 'what problem are you hired to solve. This is such a powerful question as it assumes, firstly, that the customer has a problem, and, secondly, is willing to pay for it to get solved.





# CREATING PERSONAS

Once you know what problem you are hired to solve, you need to understand who you will be solving it for. Then you can define how to attract them, add value, and ultimately sell to them.

## “WHO are You?”

You sing this song while you are on your road trip, till you get tired and frustrated. The road isn't getting any shorter, and you are getting sick of the song. So you stop at a crowded restaurant for a break, and someone across the room attracts your attention. You're not sure why, but you would like to get to know them. You give up and go home without meeting them.

But you can't get that person in the corner out of your head, or the idea that you would have made a good team. So you keep thinking about that person, and you build a mind-picture of who you think they are, and why you felt you could have been good friends.

## Getting to Know The WHOs

In on-line marketing, the attractive person is in some far corner of the internet. You can almost see a silhouette of that customer you know your product could reach and help.



But you need to find the **WHO**, not just the shape of that silhouette.

General demographics and market research are wonderful tools. They provide a strong skeleton of the Ideal Customer Profile associated with outbound marketing. And they also provide a useful base from which Inbound Marketers can work towards creating a Persona, which is quite different.

It goes much further, adding a human touch to this general information, and substance to that figure-based plastic skeleton.

It's based on **WHO** your ideal customer is. And on their actual needs, motivations and decision-making processes revealed in the blog comments, customer interviews and surveys that are at the heart of interactive inbound marketing.

These offer real-time insights into who they are, why they buy the way they do, and in what way your product can help them solve their problem. And it takes you closer to building a more personal, recognizable and multidimensional picture of the **WHO**.

## HINT TO FOCUS YOUR MIND

"If I would only get paid after they got the results that I was promising, what criteria would the PERSONA have to have?"



# WHAT DOES YOUR CUSTOMER WANT?

Your customers drive your business. So your plan of action should be all about them and how to best respond to their needs.

This involves creating a map by first determining both their departure point and where they want to go to. Then working out the distance between those two points, and whether you think you can take them there. Only then can you map out the actual route to take.

- **Where are they now?**
- **Where do they want to get to?**
- **What is the gap?**
- **How does your solution help fill the gap?**

You will also have to make sure they will be comfortable en route and enjoy the experience. If they don't, you will only know when you get there, that you took the wrong route.

And it will be too late to change. You'll be breathing in the fumes as your passenger disappears in a competitor's car.

Some of the biggest customer **WANTS** apply universally regardless of the marketing methodology used. But satisfying them is especially relevant when it comes to inbound marketing, which works on developing long-term relationships with clients based on trust and experience.

Universally, customers want :

- Value for money in both product and experience
- Personal attention
- Polite, supportive and efficient customer service
- Reliability and quality in terms of the product
- An easy and simple buying process





# UNDERSTANDING THE BUYER'S JOURNEY

Customers go through three phases on the journey from start to finish, itch to scratch, or problem to solution. What point they have reached determines how, why and when they decide to buy.

## The AWARENESS Stage:

It starts with a niggle, a slight feeling that there is something missing, or out of place, in their lives. But it's not really tangible. So they do a bit of investigating into what's causing it, what it means, and, perhaps, whether they can give it a name.

They are not ready to find a solution yet as they don't yet understand what it is they are dealing with, and put it off till tomorrow.

## The CONSIDERATION Stage:

As they discover the cause, meaning and identification, and this information starts to sink in, that "tomorrow" starts to dawn. The buyer now knows what the problem is, and starts to look with more focus at what options are available to help solve it.



## The DECISION Stage:

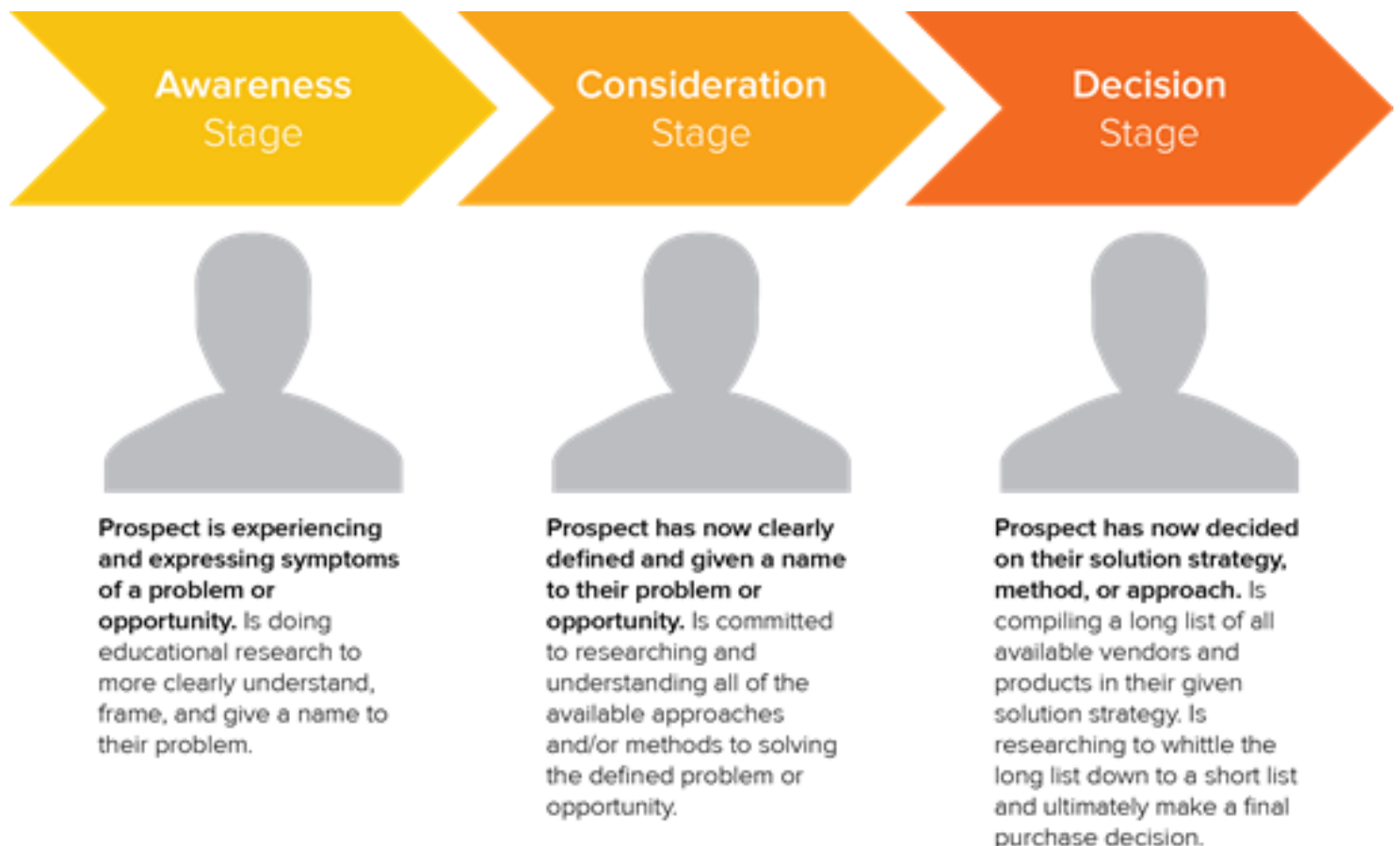
The buyer has a long list of possible solutions to their problem.

They start revisiting sites which seem to offer the best solution, catching up on newsletters, and weeding out those that don't pass muster on re-inspection.

Eventually they are left with one - the one whose solution they will choose to buy.

**Only 3% of your market is actively buying, 40% are poised to begin, and 56% are not ready.**

**Marketing Donut website reports that 63% of people requesting information on your company today will not purchase for at least three months – and 20% will take more than 12 months before they buy.**





# BUILD A TRUSTING RELATIONSHIP

Inbound marketing promotes a helpful, interactive and human approach. It can only do this successfully if the relationship built with customers is based on trust.

The customer controls the speed and direction of their journey based on the value added through education and information about potential solutions to their problems.

Without trust, that information will lose both its authority and its value. It may even be seen as a betrayal rather than added value. If this happens, they will slow the speed to a standstill and head in another direction, leaving no forwarding address. The importance of trust applies to all customers, not only to those that are in the market today.

It's also about those that aren't quite ready, but may be ready to buy soon, and those who will take even longer, and only complete the buyer's journey further down the line. The key is engaging them now and building trust for the future

Not all leads grow into full-blown buyers, but some will. Building a trusting relationship involves recognizing and engaging these leads and nurturing them.

This involves feeding them more added value (like newsletters and long form content) while they make up their minds whether and when to become customers. And it's about ensuring that information is consistent.





# DON'T GET CAUGHT IN THE MIDDLE

It's a big internet out there, and a scary one when you think of the competition that's facing you. Many companies will offering similar solutions to the same people you are trying to attract. And some of them are going to be really tall.

You don't want to be standing on tiptoe trying to see who your customers are over their shoulder. And, even worse, you don't want to do that when you know that your customers won't be able to see you at all, even if you're stretching your arms and pointlessly waving what you know is the best solution to their problem.

You and your product have to stand out above the crowd. Your product must be seen, and your message must be heard. Otherwise both could get caught and lost in the middle of the throng.

**Adopt a position, then it's down to consistency.**

Your unique value proposition will provide customers with a clear idea of what added value you will contribute, and how you will do so. Based on that they will know whether to let you join them on their buyer's journey, let you provide a regular stopover point for them, or leave you standing on the curb trying to hitch a ride.

And to swing their choice in your favour, that value you are promising must be consistent throughout, including how you create your landing page/s, choose keywords, utilize SEO, and how you promote your business in social media.

All these tools must support, enhance and broadcast the same position, and the same level of confidence regarding what value you, your business and your product or service can add to the customer's life.

Confidence and consistency stand out.



# IT'S ALWAYS ABOUT ADDING VALUE

Permission-based marketing has to constantly add value to your clients' experiences. Otherwise, quite simply, they're unlikely to give permission for the process to continue. They may even disappear for good into the depths of the internet (or onto the landing pages of a competitor's site). And they are very unlikely to return.

To attract strangers to your website, and get them to stay, the content you offer is the most important factor because it adds the highest value - information. Provided it's properly search engine optimized, the blog will open the door to your landing page when a stranger chooses your site from the search results.

And it will then show them if they are on the right page - literally.

Through the content they can determine whether:

- You understand where they're at and what they need,
- Your content is high quality, credible, and relevant to their needs.
- You can help them find the right solution,
- You are consistent in what you offer,
- You give a damn about doing any of the above.



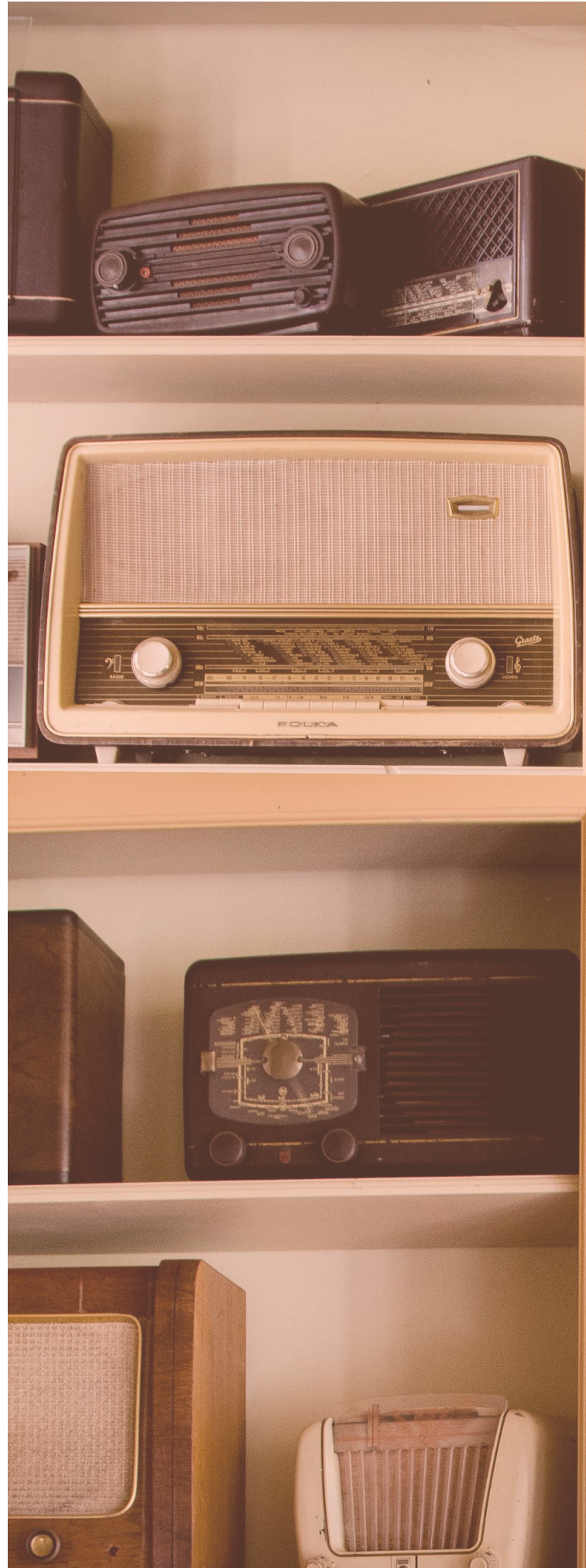
To avoid breaking that bond as the interaction continues you need to take care.

You can gradually start showing them ads - as long as they don't become pushy and interruptive. You don't want your ads to appear like an onslaught at the same time on every device they switch on, and all apps they open. This could chase away a customer who feels the bond is broken, and so is the promise of non-interruptive, permission-based interaction.

Customers often abandon their carts because they aren't quite ready to buy. Pushing them too hard and forcing them to grant permission through not providing even basic information like pricing without it, is likely to make them go somewhere else when they are actually ready to pay that price.

But, if your timing's right, you can certainly re-target the potential customer with top quality, informative and relevant long form content that adds value without breaking their trust.

You do this at the same time as reminding them who and where that value comes from, and what you can offer and provide.





# FLOWING THE INBOUND WAY

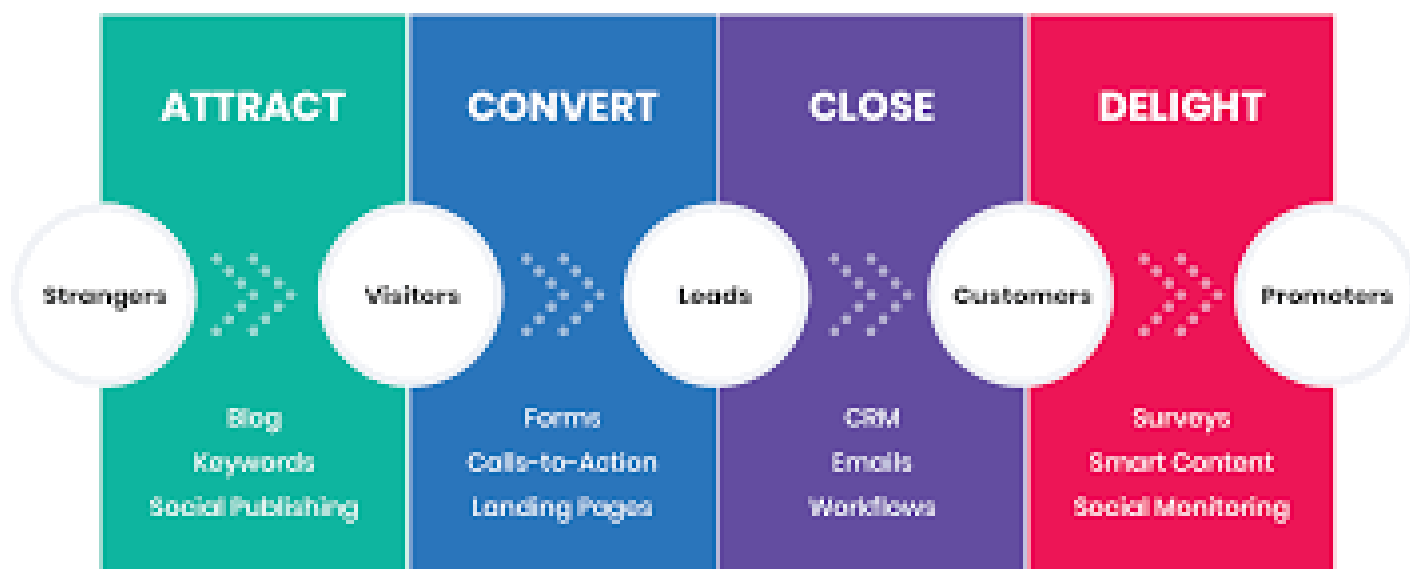
The inbound concept is based on a progression process.

Action moves through attracting interested strangers and making them visitors to your website, converting them into leads and nurturing them until they become customers. And the end goal is doing that in such a way as to delight the customers enough to ensure that they stay customers in the future. And that they then become promoters.

Ideally, those promoters will help the cycle repeat itself by attracting a new set of strangers through positive responses in comments, reviews, and testimonials, so setting the system into perpetual motion.



## THE FOUR STAGES



## 1. ATTRACT

### **Tools: blogs, keywords, social media**

The content you offer is your magnet, but for it to attract a customer, that potential buyer has to be within its magnetic field. So, to make sure it attracts the right customers, it needs to be in the right places.

While blogs, peppered with the right keywords, are the major attraction point, there are other fields that need to be magnetized as well, like Facebook, Instagram, Twitter and other social media platforms, depending on the persona you've created as the type of person you are aiming at attracting.

## 2. CONVERT

### **Tools: Landing Pages, Calls to Action, Forms**

They've arrived. You've brought them to your door, and let them choose whether to open and enter it. You've made them inbound.

In the second stage of the process you encourage them to look around at what you have to offer. You want to enthrall them, capture their interest and, most importantly, you want to generate leads.

You entice them to stay by adding value and then guide your visitors towards the marketing section of your business by offering them something of extra value like an e-Book or blog subscription.

You lead them with a call-to-action button to the one of your many visually attractive landing pages you feel will fit their needs the most.

You provide enough value so they take action and fill in the form that lets you know more about them and how to keep in touch.

**HubSpot's State of Inbound Marketing illustrated that 82% of marketers who blog daily acquired a customer using their blog, as opposed to 57% of marketers who blog monthly – which, by itself, is still an impressive result.**



### 3. CLOSE

#### **Tools: CRMs, emails, workflows**

This is where it happens or doesn't. It's the finishing tape in athletics, the last ball in cricket, or the final moments in a rugby match.

#### **How can you turn them into paying customers?**

- You've made the connection and you can nurture the leads you have generated by keeping on providing them with added value until they reach the buying stage.
- You can focus on the most likely leads by assigning lead scores to them.
- You can offer bonuses like discounts and introductory offers.
- And you can save yourself time and effort by using technology to generate emails and other follow-up processes based on leads' activity.

### 4. DELIGHT

#### **TOOLS: Surveys, SMART content, social monitoring**

One sale doesn't make a business. So after a little time celebrating, it's back to the grindstone in an attempt to keep that customer and generate new ones.

**FACT: Forrester Research recently published data that shows companies that excel at lead nurturing generate 50% more sales-ready leads at 33% lower cost.**

How do you keep that customer? You make absolutely sure that their buying process left them with feelings of delight because they are completely satisfied with the purchase process and the service they received.

They are more likely to become loyal and lasting customers who will buy from you again, and may be more responsive to cross-selling and up-selling. Very importantly, they may also tell their friends and families about you, so attracting more customers.

On the flipside, customers who are not delighted will also tell their friends. And you don't want that to happen. So you use surveys and social monitoring for feedback that allows you to fix the broken, and mend the damaged. This could include an individual sale that didn't delight a customer, a defect in the product, or chips in your overall inbound campaign that are resulting in lead leaks.

# DISPELLING MYTHS ABOUT INBOUND MARKETING



## **Inbound Marketing Is Just for Customer Lead Generation.**

No- Inbound Marketing incorporates Lead Generation and nurturing as a very important part of the inbound process, but it is only one of many tools used to accomplish the end goal of growing a business.



## **Inbound Marketing Requires HubSpot.**

No - While HubSpot set the ball rolling by introducing the concept of inbound marketing there are other tools available to help you keep the ball rolling without it, especially if you involve an expert in guiding you.



## **Inbound Marketing Takes Too Much Effort.**

Sometimes this myth is true. Because, yes, inbound marketing involves effort, just like any business methodology does. But whether that effort is “too much” is up to you and how you apply it.

It may be “too much” if, and only if:

- you believe it's a magic wand that will wave while you sit back and watch
- you try to go it alone without the support of a good team and the help, guidance and planning skills of an experience expert
- you don't use online tools to help track and manage
- your progress and make adjustments where necessary

But there's not too much effort if you set up the right systems and involve the right people in helping you doing it.

And when you look at the ROI, it won't seem like “too much effort”. You'll see how sales and customer numbers have grown over a period of time, and how the bills have been way lower than those you paid for other forms of marketing.





### **Inbound is just about blogging**

Blogging is the biggest magnet that attracts potential customers. It does this by offering them possible solutions to their problems, needs, wants or desires, and by adding value to their experience. But it is neither the sole factor in the success of inbound marketing, nor even the only form of content involved. Long form content, videos, images and infographics also play a role.



### **Inbound is just for small business as they can't afford outbound**

It's not 'just' for anybody. It's 'just' for everybody who wants to attract, educate and delight customers without interrupting or pushing them. It's also for everybody who wants to see a higher response rate with a lower price tag attached. And it doesn't matter what size a business is, most will prefer to pay less for more.



### **It Will Dramatically Grow Your Business — Overnight**

Inbound Marketing is not a silver bullet or a magic wand. It will not grow your business or make you a millionaire overnight. It's a long-term process.



### **It's All You Need to Do**

It's a permission-based methodology, a tool that supports, and allows you to implement, a marketing strategy built on added value and trust in the buyer/marketer relationship. But before it can succeed you have to develop that strategy based on your vision and mission. You also have to identify, position, promote and grow your brand. And you need systems in place to implement your inbound marketing campaign and to manage its performance.



### **It Can Be a One-Man Show**

Unless you're a superhero who doesn't need sleep, or a bit of time off to have a life, it's unlikely you will be able to handle inbound marketing strategy alone. You will need your own team, and the help of an expert, if you want to make your business really hum.

# ISN'T INBOUND JUST CONTENT MARKETING?

Both content marketing and inbound marketing hinge around content, but their focus and way they use it differs. Content plays an integral part in adding value during every stage of inbound methodology, but it is only a part of the process. On the other hand, content is the very lifeblood of content marketing, which relies totally on it.

Inbound marketing uses targeted content to help attract visitors, convert them into prospects, close sales and delight customers by providing information and adding value. It does so with blogging, videos and other content specifically aimed at encouraging customers to take certain actions.

It is also totally website-based and is largely focused on its product's ability to provide a solution to the existing problem which attracted the visitor to the site in the first place.

In contrast, content marketing is all about the content itself, which is distributed in various ways and through different channels as a marketing tool. This is done to build brand and product awareness, usually focusing on blogs and guides for general distribution.

The content often highlights the problem rather than the product in order to increase demand for solutions.





# IT'S ALL IN THE GROUND WORK

There's not just one "on" switch. There are quite a number of them that have to be installed and all of these buttons must be ready for you to push at the same time.

To get to this point requires patience and a lot of hard work. It also involves:

- A team which can handle strategizing the marketing, writing the content, designing and developing the website, and coordinating the campaign. Or the involvement of an outside agency that can help take care of these functions.
- Working out where you are in terms of marketing and defining Specific, Measurable, Attainable, Realistic, Timely (SMART) marketing goals that fit with your business goals.
- Determining who you want to reach, creating personas and understanding the buyer's journey.
- Developing a value proposition and building strategies for the entire campaign as well as the different areas that support it, such as SEO, content, conversion and lead generation.
- Creating a website that is professionally designed and easy to navigate. That's search engine optimized, cross-browser tested, and mobile responsive so as to widen the audience it reaches. And that's also optimized for lead generation, has several attractive landing pages with carefully-placed Calls to Action and meaningful, but not too intrusive, forms; and, of course, a blog or resources page to house the quality content which adds the required value.
- Starting to source or produce quality content of different types for publication on your site, and to serve as guest blogs on other websites to build your image as a thought leader in your industry.
- Promoting your content in e-mails, or on social media like Facebook, Twitter and Linked In, and considering sometimes using PPC or Paid advertising to give it a boost.

**Content marketing generates three times as many leads as outbound marketing. But costs 62% less, according to Demand Metrics**

# THE TECH YOU NEED

They say that “When in Rome, do as the Romans do”. So it makes sense that when you, as an inbound marketer, are operating in a digital marketplace, you should do as that digital world does - it makes use of technology.

There is a good deal of tech around that will make your life as an inbound marketer a lot easier, and more efficient. But not all of it is necessary, and could be an unjustified expense.

What is well worth using is the tech that handles some of the most complex, repetitive and time-consuming activities which would drive, you, your team, and even your agency, at least part of the way around the bend.

**What you do need to get started is:**

- **Marketing Automation software** (HubSpot, Marketo) is marketing focused and takes over some of the repetitive tasks involved in inbound marketing like e-mails, and social media postings.
- **Customer Relations Management Software (CRM)** (Salesforce, HubSpot CRM) is basically sales based. It tracks and manages customer interactions and data to help improve customer service and thereby increase customer retention.
- **Landing Page Software** (Instapage, Unbounce, GetResponse, HubSpot Marketing) for creating landing pages complete with images, funnels and forms.
- **Content Management System (CMS)** (WordPress, Squarespace, the HubSpot Website Platform). This software includes a set of related programs used for creating and managing digital content and collaborating authorship



## Other helpful tools:

- Social planning software (Hootsuite) allows you to schedule posts on several social media platforms, and measure the engagement and performance of the posts.
- Top end of town software: Salesforce Marketing Cloud, for digital marketing automation and analytics software and services; Marketo software which does account-based marketing, including digital ads, web management, and analytics.

HubSpot gave Inbound Marketing its name, and it's certainly a leader in the game. But though many people think you need HubSpot to succeed in inbound marketing that's just not true. You don't.

The truth is that HubSpot was built around the Inbound Marketing methodology, not the other way round.

It's a good option, but not the only option, and it's also not the only leader in this methodology.

**Inbound is much more about the philosophy than about the tech, so be careful not to be seduced by it. If I had \$1 to spend on Inbound marketing I would spend 10c on the tech, and 90% on the strategy and implementation.**

**- Market Fit**





# WHY YOU SHOULD USE AN EXPERT

Inbound marketing is not a quick-fix gimmick. And it's not a just-add-water overnight solution. It's a methodology that pulls together a wide range of activities, skills and abilities in order to implement an overall long-term strategy.

Now, nothing here is tricky but the grunt work to get going can be daunting. I know...I've done it. And it's hard to find the time when you're working on the inside, dealing with distractions, disasters, and just keeping the business running.

That's where I come in - hiring an expert to get you started might be the best choice you make for your success.

Who can benefit from my help?

- Business owners who want to switch to inbound marketing to grow their businesses
- Owners who want better results from their inbound marketing
- General Managers who have hit a sticking point in their business and are ready to scale up, but don't know how to take the next step.
- Business owners who have the means, and are willing to commit to working with me, implementing the steps, and reaping the rewards.

I will position your business for growth and help you have the business you deserve.

**CLICK TO BOOK A FREE  
45 MINUTE STRATEGY SESSION**

**[WWW.MARKETFIT.CO](http://WWW.MARKETFIT.CO)**



# HOW CLIENTS SAY I'VE HELPED THEM

## "Leverage and Revenue Growth"

Kursten's coaching helped me focus on where I could achieve the greatest leverage for my business. The result has been my monthly revenue has grown by 63% in twelve months and is on track to grow by another 50% in the next twelve. That's a game changer. Kursten challenged me from the very start of my journey, providing mentoring where it was welcome, and coaching where it was required. His simple strategies and techniques for dealing with problems helped me cut through the noise and fast-track business growth.

What I particularly enjoy about working with Kursten is his level of commitment to acquiring a deep level of understanding of my business, which means he's able to tailor his coaching and support to each specific problem I face. And his commitment and energy inspires me to match it. Best of all, he's always first to pick up the phone to celebrate wins.

**JARROD BENNETT, Director, Luminate Ltd**

## "Understanding, Attracting, Securing..."

Kursten has played a vital role in not only helping us understand how to attract the right customers, but showing us how to secure long-term contracts that are meaningful for both parties.

**CRAIG STEEL, Principle, Steel Performance Solutions**

## "Revenue and Customer Growth"

Digital Island have ambitious plans to accelerate revenue and customer growth. We have recently been investigating how to grow multiple new sales channels and concentrate in the areas that will provide the biggest return.

Kursten and his team helped us to evolve our strategic thinking and identified gaps in our approach. By better understanding our business priorities we have implemented a number of initiatives that are propelling our growth. If you are looking for a partner to help you boost your business potential I would recommend Kursten and Market Fit.

**LEON SHEEHAN, GM, Digital Island**



**Click to Book a Free  
45 Minute Strategy Session**

