



Get Found with Inbound

If you are reading this, you have probably realized that there is a paradigm shift happening in marketing and consumerism all together.

So how do YOU reach more customers?

The Old Marketing Playbook is Broken

Traditional marketing is no longer relevant in this digital age of consumerism. You can skip commercials with a DVR, your spam filters are working non-stop, direct mail just goes straight into the trash, and most have added themselves to do not call lists. The numbers below, according to the HubSpot Global Interruptive Ads Survey of Q4 2015 to Q1 2016, prove this transition.



94%

SKIP
TV ADS



94%

UNSUBSCRIBE
FROM EMAIL



27%

NEVER OPEN
DIRECT MAIL



50%

ON DO NOT
CALL LISTS

The Power of Content and Inbound Marketing

In the past, companies would offer help and expertise, but at a price. Now, with so many competitors, instant online comparisons, and the takeover of digital consumerism, **in order to stay above the noise and gain customers trust**, you need to offer this expertise for free in the form of content marketing.

TRADITIONAL MARKETING



Marketer Centric

- Cold Calling
- Cold Emails (SPAM)
- Interruptive Ads

INBOUND MARKETING



Customer Centric

- SEO
- Blogging
- Attraction

Content marketing consists of providing valuable information and expertise, without the hard sales pitch. It offers education for only the sake of sharing your knowledge with the world. By becoming the thought leader and trusted expert in your field, customers will think of you first and **want you to be part of their business deals in the future**. By fostering this trust, you will gain more leads, new customers, and expanded opportunities. A person is more likely to believe that they should select your company over another vendor based on the credibility of the information they find on the internet from you.

Stay Above the Noise

When we think of marketing, it doesn't only work from nine to five. Marketing is constantly out there — berating people at home on the TV, in the form of banner ads on web browsers, personal social media platforms, billboards, newspapers, and the list can go on and on.

Inbound marketing has a very valuable benefit — audience targeting. This is an opportunity to **rise above the noise of mass marketing**. By marketing your expertise to your target audience, you show your customers that you are there, care about them, and further develop your trustworthiness as a company.

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Get Found with Inbound

The internet has become *the* super highway of information. Anything you could possibly want to know, learn, or research is right at your fingertips. When potential customers are searching for what they need, **you need to be right there at the top of search engines**. But how can you do this?

SEO (Search Engine Optimization) is an acronym you might be familiar with. It is the life blood of finding targeted information on the internet through the noise and mess of it. SEO includes key words on your website, pages with the same key words, inbound links, outbound links to reputable sites, and blogs, among many other things. By optimizing all of these to work together, **you are helping bring potential customers to you**.



COMPANIES ARE

3x

MORE LIKELY TO SEE A HIGHER ROI ON INBOUND
MARKETING CAMPAIGNS COMPARED TO OUTBOUND

Be Socially Propelled

Most people check their Facebook and Twitter feeds daily, but are you getting this much traffic to your website? By not only having a social media presence on channels where your customers are, but by being present — posting, answering questions, and actively reaching out to your present and potential customers — you will constantly be on their minds either consciously or subconsciously.

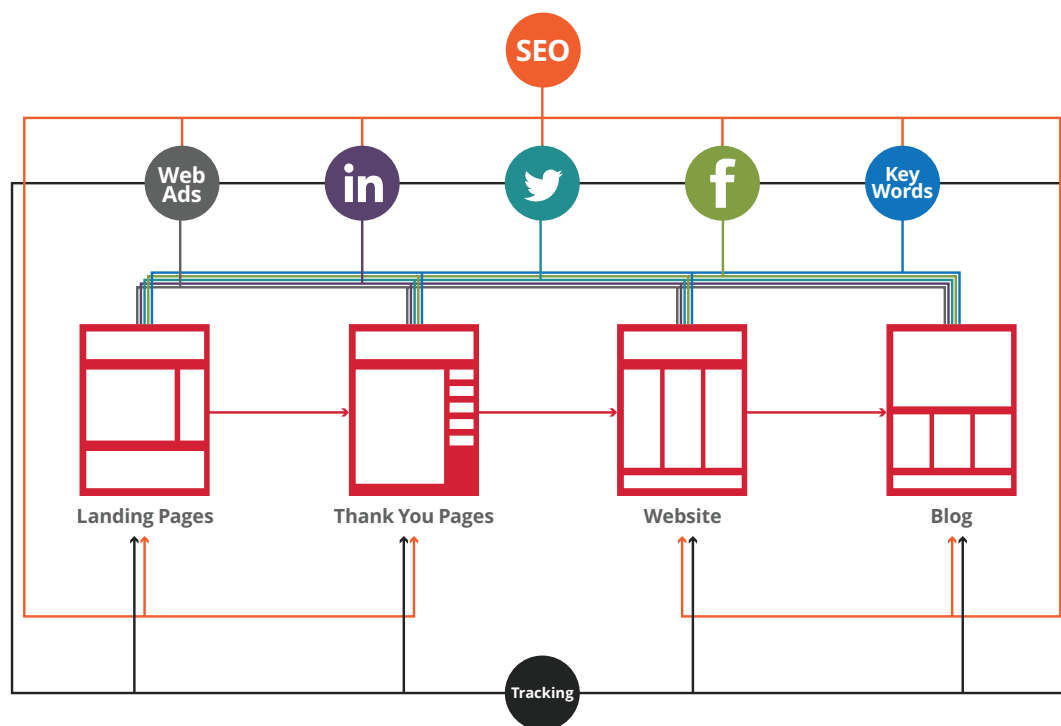
In a recent Forbes research study, 24% of people answered that their decision would be made from looking at Facebook first. That means one in four people sought out Facebook specifically before making a decision on whether or not to purchase from a company. Furthermore, studies show that the average decision-maker uses Facebook around 18 days per month versus the 13 days per month using LinkedIn and Twitter. Before coming to a conclusion if they trust a company enough to pursue it in making a purchase, consumers use their personal, most-visited channels to help gain information.

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Determining which social avenues your customers are spending time is part of creating your buyer personas. If you find through research that 80% of your customers are present on LinkedIn, then you should focus your attention there. If you have no idea where to find your potential customers, throw a wide net across all platforms and track the hits you get from each. A single social media plan does not work for all companies. Each plan will be different and be dictated by your buyer personas.

Understand the Interconnectedness

Being involved in Social Media and Inbound Marketing doesn't mean you have a person posting on Facebook and Twitter everyday. There is a deep underlying interconnectivity to it all. Banner ads lead to landing pages which lead to your site. Posts on social media have links which lead to landing pages, your site, or outside sources. Downloads and clicks on content can be tracked and link back to your site. All of these pages, clicks, links, and sources relate back to increasing your SEO and potential customers finding you in the first place. It starts to look like the London Underground tube map.



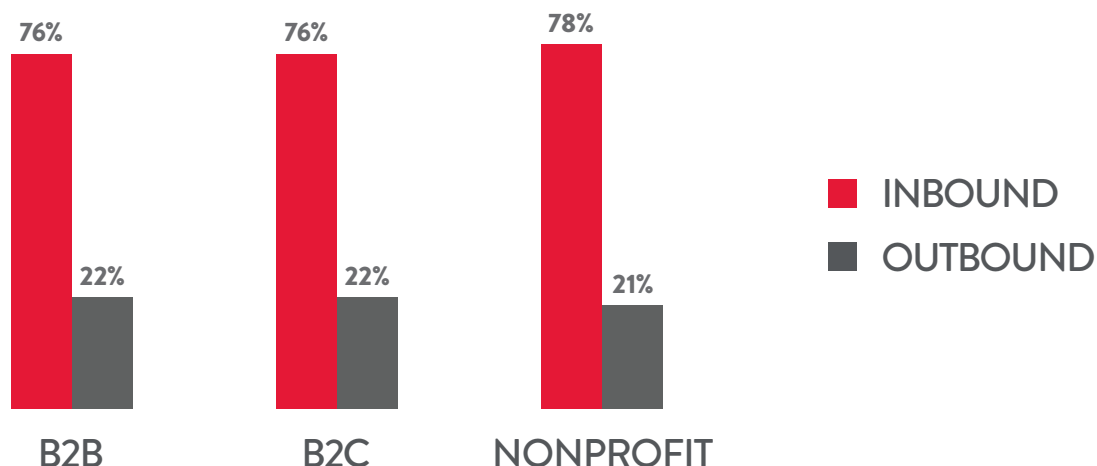
All of these are trackable and can be studied to find trends, what your customers are reacting to, and what direction you should steer your marketing. Not only can you see how your company is doing, but using inbound marketing and social media is also a great way to see how your competitors are doing. What kind of things are they posting? What reactions are they getting from customers? What new avenue are they using to attract potential customers?

Will Inbound Work for Me?

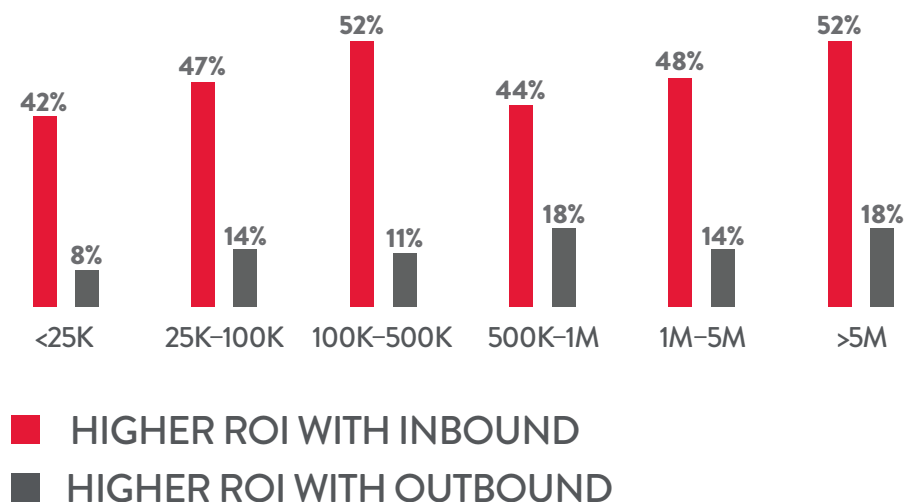
In short — Yes, it Will

It doesn't matter who your customers are, inbound marketing is the best way to reach them.

All different types of companies are utilizing inbound more than outbound marketing. The graph below from The State of Inbound Marketing 2015 shows the percent of new customers found using inbound vs. outbound marketing for different business types.



For every budget, big or small, you can bet your ROI will be greater spent on inbound marketing. The graph below, also from The State of Marketing 2015, shows that no matter the budget, the returns on inbound marketing blow outbound out of the water.



Make a Plan

It has been proven that inbound marketing will work for any company, so why not get started today? Make a plan to accomplish this and take it one step at a time. Define who your customers are by creating buyer personas. Then create content that those personas would want to digest. Distribute your content over your website, blog, and social platforms. Finally, track your progress, make adjustments, and keep creating more content.

Streamline your brand across all media.

About Us

V2Works specializes in Brandgineering by Design™, their proven brand development process, that integrates innovative design and targeted strategy to achieve Brand Victory.

We were founded on the idea that client partnership and passion for brand innovation would make the difference in a more effective and efficient agency experience. Today, that idea holds true. Our creative team works directly with you, the client, to streamline the communication process and create great work — on time, on budget, and on strategy.

V2Works' methods have been used successfully to establish over 140 victorious brands — nationally and internationally. That's why we claim, with the greatest confidence, that our unique Brandgineering by Design™ Process leads to sustainable brand equity and compelling brand communication. That's the V2Works promise, and that's Brandgineering by Design.

Inbound with V2Works

Let us be part of your plan. All of the work outlined in this document can seem daunting. Content creation and design, landing page design, workflow coordination, tracking, testing, and the list goes on and on. That's where V2Works comes in. We have experience with voice, design, and marketing, as well as all forms of social media and analytics, so we know how to expand your brand across them while maintaining your vision and strength. As a HubSpot certified agency, we not only understand the rhyme and reason behind inbound marketing, we live and breathe it everyday.

We are a dedicated design team with over 25 years of design and marketing experience. We are able to see the big picture and help you take your ideas further. By having a brand team create your inbound marketing, ads, collateral, landing pages, and social media posts, the strength of your brand will resonate across all media. Our inbound marketing knowledge will help your campaigns reach targeted audiences, track the ups and downs, and close more prospects into customers. We provide monthly reports for you to track success and gain insight into why we do what we do, and what we will do in the future.



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