

## Inbound Marketing

Sustainable, Impactful, and Efficient



Inbound Marketing is a marketing methodology that is focused on attracting targeted audiences by creating relevant and helpful content, as well as personalized experiences that are tailored to them.

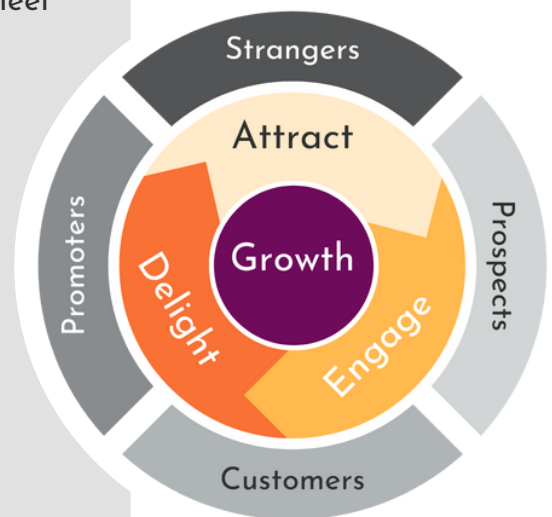
It is about building meaningful and customer-centered relationships and forming lasting connections with your audiences by giving them value, providing information they really need, and solving problems they already have, instead of interrupting them with irrelevant or unneeded content.

### Inbound Flywheel Model

I will help you adopt and implement the Inbound Flywheel Model to your business.

In the Inbound Flywheel Model, the rotation of the flywheel represents the growth of your business, and you should think of all your inbound marketing activities as the energy that fuels and accelerates your business growth.

The goal of inbound marketing is to attract new prospects to your business, then engage with them at scale, and finally delight them individually so that they can add positive energy to your inbound flywheel and keep it spinning.



### HubSpot Inbound Marketing Certified



I'm Inbound Marketing certified by HubSpot. This means that I'm fully capable and proficient at helping businesses apply the fundamentals of inbound methodology, build efficient inbound marketing strategy, and implement inbound marketing techniques that range from content creation to social promotion to converting and nurturing leads and beyond.

# Why Inbound Marketing?

## Increasing Visibility

By producing inbound content that is aligned with the buyer's journey, you are creating a new and unique page online, which means increasing your chances of ranking in search results, being shared on social media, and having other websites link to you.



## Building Trust and Credibility

By helping prospects solve their problems and providing them with helpful, useful, and educational content to consume at their own leisure, you will gain their trust and stand out as an expert in your industry.



## Inbound Campaigns are Sustainable

Inbound marketing materials (content, forms, landing pages, workflows, etc...) will remain available and accessible to those looking for information via different channels and search engines.



## Generating Qualified Leads

By providing targeted content, calls-to-action (CTAs), and conversion paths; inbound marketing drives quality traffic to your channels, who are closer to being qualified leads, and warranting them to enter the sales funnel on their own terms.



## Marketing and Sales Efforts Alignment

Inbound enables collaboration between Marketing and Sales teams further down the funnel in the lead nurture and conversion stages, allying their strengths into one force, and enhancing information flow and transparency between both teams.



## Cost Effective

With the content being the fundamental focus of Inbound, and an inbound platform being all that is needed to conduct strategic inbound marketing with its range of marketing features and functions; I find inbound marketing to be very cost-effective.



## Outbound Marketing

vs.

## Inbound Marketing

Reaching out to people to see if they're interested in a product or service, without knowing if they are even a qualified lead (door-to-door sales, cold calling, etc...).

Interrupting the audience's journey with content they don't always want or need.

Outbound marketing might take lots of time, effort, and money, and yield no leads.

Attracting targeted audiences by forming connections they are looking for and solving problems they already have, by giving them value.

Creating helpful and relevant content and experiences tailored to the targeted audience.

Inbound allows you to engage an audience that you can more easily qualify as a prospect of lead.

## Extra Convenience with Online and Remotely Managed Services



Since we are living in a dynamic and digital world, and taking into consideration the current health and safety concerns; all of my services can be provided and fully managed online and remotely, with the ability to work alongside your in-house team as a partner or individually, in order to achieve your business goals, whatever the finish line looks like for you.



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