

# Inbound Marketing Course



## Why Inbound Marketing?

The customer's purchase process has changed dramatically in the last decade. Customers now decide for themselves what they need, who to buy it from, and whether they want to receive advertisements or not, which made most of the outbound mass marketing techniques no longer as effective.

Inbound marketing is a business methodology that focuses on attracting potential customers by creating valuable content that answers their questions and solves problems they already have, instead of interrupting them with irrelevant promotions and content.

## How Can this Course Help You?

Adopting Inbound Marketing increases visibility, reinforces higher trust and credibility, drives quality traffic and leads, and provides sustainability.

### Completing this Course Will Help You

- Explore the foundation of the inbound methodology and how it benefits your business.
- Learn the inbound strategy fundamentals and their role in your inbound marketing process.
- Develop an understanding of the core tactics and best practices of inbound marketing.
- Follow the inbound marketing stages to enhance your marketing performance.
- Advance your skills in utilizing inbound marketing tools according to your marketing goals.
- Use inbound marketing to convert and nurture qualified leads and drive conversions..

Total of 11 Hours

6 Online Sessions (Zoom)

**Materials Included**

Study Guide

Course Notes/Transcript

+44 7446 955198

hello@mardigitalmktg.com

www.mardigitalmktg.com