

The Essential Guide to

Inbound Marketing Strategies



BNS AIO

Communication automation

Table of Contents

Introduction

What is inbound marketing?

How can I make this process easier?

Effectively distribute your content

Website

Newsletters

Social media

Have an all-in-one solution

Conclusion

Introduction

Establish yourself as an industry expert by doing effective inbound marketing. By providing valuable content to your audience you draw in attention without having to do any traditional marketing. Inbound marketing is more cost-effective than traditional marketing. It costs [62 percent less](#) and brings in three times the amount of leads.

What is inbound marketing?

Inbound marketing is a type of marketing that allows marketers to draw prospects in instead of having to go out and find them. In order to attract prospects in this way, companies provide valuable content that is relevant and important to their industry. By providing this information, you can set yourself apart from competitors as an industry expert. And, by increasing the amount of content on your website you increase your odds of being found through search engines.

How can I make this process easier?

Creating content for your inbound marketing strategy shouldn't be too difficult. Consider writing blog posts and whitepapers about issues that affect your day-to-day operation and how your customers can better navigate these issues. The content should come pretty easily since it comes straight from your industry expertise.

Distribution is where things can get tricky. Sure, you can post your content on your website. This will give search engines more content to index, which increases your searchability online. But how else can you push and promote your content online?

Effectively distribute your content

Website

The most obvious place to share your content is on your website. Create a blog, a page for downloadable content, anything where you can post informative content inside your site. This will help drive traffic to your site from search engines and will give you a place to share information from.

Help your website grow even more by analyzing which aspects of your site are the most viewed and see who is viewing what.

Using web tracking software is crucial to having an effective inbound marketing strategy. Web tracking software can show you the overall performance of your website such as what content gains the most traffic, what content is not engaging your audience, or where your website needs some work. This information can help you improve and optimize your website so you gain more traffic and readership.

Further, some web tracking software has the capability to record what your audience views on an individual level. By knowing what each individual reader views is important because now you can provide them with personalized inbound content.

Newsletters

What content are you currently including in your newsletter? Is it the same for everyone? Is it generic? Is it full of ads and promotions? If you answered “yes” to any of these questions then you need to update your newsletter to be more engaging for your readers.

Email newsletters are a staple in online marketing because they are a great way to get a lot of information to a lot of people easily and quickly. Email newsletters are also great for inbound marketing.

As previously mentioned web tracking software can help you generate personalized content. Where else better to provide your audience with personalized content than in newsletters?

By knowing what each reader is interested in, you can provide them with more information that you know will also interest them. This level of personalization will engage your readers even more and build loyalty with your brand.

...Continued

Social media

Social media is the perfect place to promote your inbound marketing content. Promoting your content on social media will appeal to your audience because when users are on social media sites they do not want to be marketed to. People spend time on social media because there is interesting and engaging content.

Your content will not be marketing however, it will be informative and engaging. By sharing this content you will draw an audience to your social media profiles and you will gain their trust as an industry expert.

As a bonus, helpful content like this has high shareability. When your audience engages with your content they will want to share it with their friends and followers. So, by including social media in your inbound marketing strategy you will increase your audience and extend your reach.

Have an all-in-one solution

Even though inbound marketing is proven to be more cost-effective than traditional marketing, you can make it even more efficient. The key to inbound marketing is pushing and promoting content through various means: your website, newsletters, and social media for starters.

After you create the content, you can use an all-in-one marketing automation platform to make distributing the content easier.

BNS AiO 360 is the ideal inbound marketing solution. Combining web tracking software with an intuitive CRM, and over 15 channels of communication, BNS AiO can help you personalize your communications and automate the content distribution process. The platform even includes applications for social media automation. This means you can post on your social media profiles automatically.

Conclusion

Inbound marketing will allow you to gain your customers' attention by providing valuable content instead of spreading money on marketing. The most effective inbound marketing strategy will employ marketing automation in order to simplify the distribution process.

Use the all-in-one solution, BNS AiO 360, for your inbound marketing strategy and you will be able to optimize your website, provide personalized content to your readers, post automatically on social media, and so much more!

Become the industry expert with inbound marketing and BNS AiO

Thanks!

Want more? Head to

<http://bnsmarketingautomation.com/resources>

Contact us:

BNS AiO

contact@bnsworldwide.com

+34 971 926 861 ext 2 & 4