

# INBOUND CONTENT MARKETING STRATEGY



**AMMA MARKETING**  
Online Marketing - Websites  
*Big Agency Background  
& Small Agency Focus*

# INBOUND CONTENT MARKETING STRATEGY

Inbound marketing is a technique for drawing customers to products and services via content marketing, social media marketing and search engine optimization.

## Inbound Marketing Methodology



## *Our comprehensive inbound content marketing strategy consists of four phases:*

### **Phase 1: Assessment what's our current situation**

This phase helps you and your team take a step back and get the big picture. You capture where your company is currently to measure into the future, and what your competitors are doing.

Successfully implementing inbound marketing in your organization requires everyone being on the same page.

This means getting everyone around the table and allowing everyone an opportunity to share their perspective.

When everyone shares a voice, everyone shares ownership, and everyone works better together.

- ✓ What are your current website metrics?
- ✓ How many leads come through the website?
- ✓ What percentage of leads are qualified?
- ✓ What is the value of a lead?
- ✓ Can we convert resources into premium content?
- ✓ What's the competition up to?
- ✓ Who would you consider your top 3 competitors?
- ✓ What do they do well?
- ✓ What do they not do well?
- ✓ What keyword terms would you like to rank for?
- ✓ Who ranks for them now?



## **Phase 2: Buyer Persona Development**

This phase helps outline and define a complete picture of who your buyers are. Strong buyer personas are the foundation for effective marketing strategies, language, and offers.

A successful strategic inbound marketing plan requires focus. Therefore, the first step is to create a limited number of core personas to focus on from the beginning.

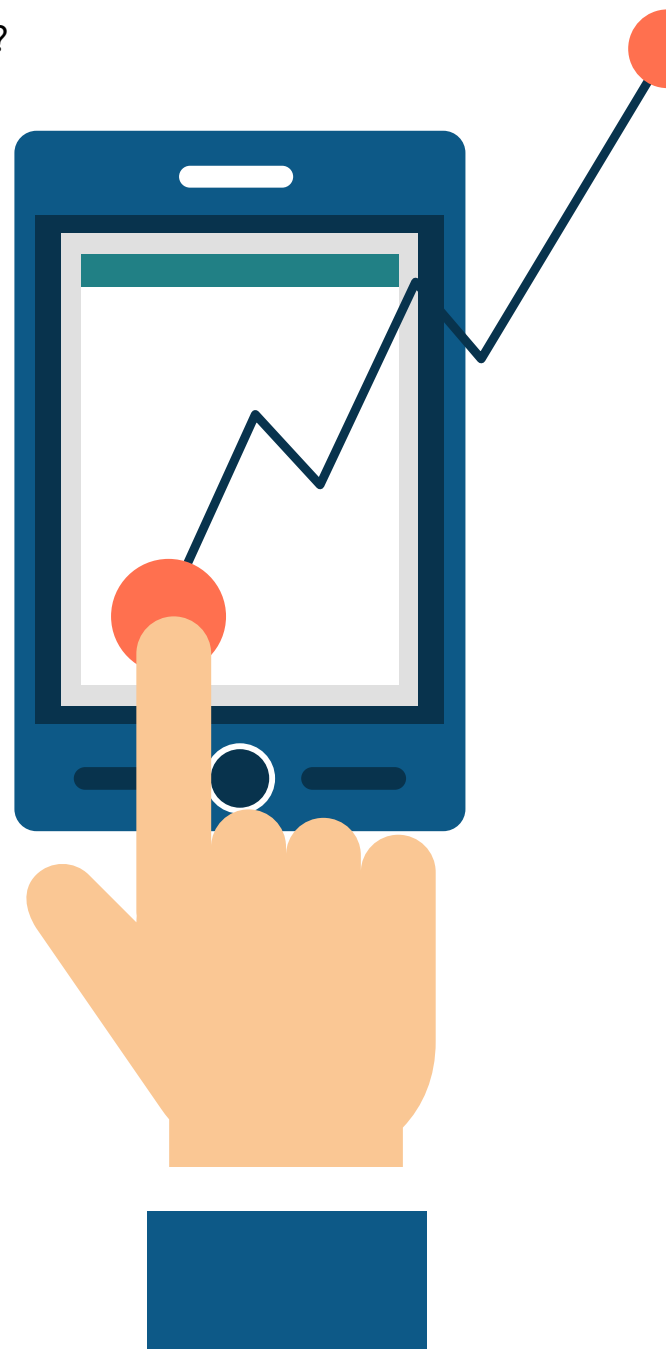
- ✓ Who are your most profitable customers?
- ✓ What similarities do they share?
- ✓ Are they in common industries?
- ✓ Do they share common job?
- ✓ What does a day in their shoes look like?
- ✓ What triggers their behavior to change?
- ✓ What are their common questions?
- ✓ How do your personas define their problems?
- ✓ What solutions do they think they need?
- ✓ What solutions do they need?
- ✓ Who's involved in the decision-making process?
- ✓ What questions do sales reps hear every day?
- ✓ What differentiates you from your competitors?



### **Phase 3: Buyer Journey Mapping**

Strategic content enables you to deliver a personalized experience for each of your personas. This phase helps you outline a marketing automation engine for growth that converts, qualifies, and nurtures your leads. It establishes the content strategy that enables you to deliver a personalized experience for each of your personas. During this phase, offers such as eBooks, and email subject lines are outlined to convert, qualify, and nurture your leads across your buyer persona's journeys.

- ✔ What questions are asked at Awareness Stage?
- ✔ What questions are asked at Consideration Stage?
- ✔ What questions are asked at Decision Stage?
- ✔ What questions are asked at Customer Stage?
- ✔ How will the System be set up?
- ✔ What content will be created for each persona?
- ✔ What stage in the Buyer's Journey will they focus on?
- ✔ What actions will impact the lead score?
- ✔ How will lead intelligence impact your sales team?



## **Phase 4: Inbound Campaign Setup**

Now that we've outlined all the necessary building blocks and processes involved, we begin to put it all together by strategizing inbound campaigns.

This phase helps you develop a detailed content plan to attract the right people by answering common questions via your blog and premium content offers.

- ✓ What Inbound Marketing Campaigns should be planned for the next 12 months?
- ✓ What resources will attract visitors?
- ✓ What content resonates with our personas?
- ✓ What are the titles for several Awareness Stage eBooks?
- ✓ What social media platforms will have the best impact?
- ✓ ROI for our customer personas?
- ✓ What keywords should we target?
- ✓ What long-tail keywords can we target?
- ✓ What questions can we optimize?
- ✓ How can we maximize local SEO?
- ✓ How can we integrate SEO effective headlines?
- ✓ How can we track the ROI of our SEO work?

**YOU WANT TO DO YOUR  
INBOUND MARKETING  
THE RIGHT WAY?**

