



STEPS

FOR LAUNCHING AN INBOUND MARKETING PLAN

Implementation Steps

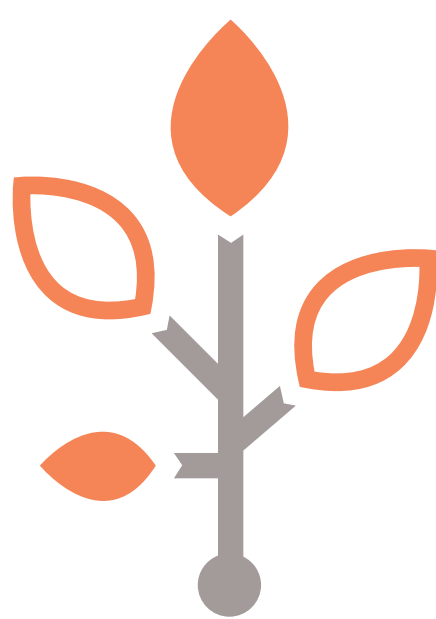
- 1 Set goals & KPIs
- 2 Define and document your ideal customer profile and target personas; define their buyers' journeys
- 3 Conduct SEO research; develop a content strategy; blog and create advanced content (ebooks, etc.)
- 4 Get your website inbound-ready
- 5 Set up social media accounts and profiles

The Prospect's Experience



Prospects are **attracted** to your site when they search online for solutions. They see you in search results (or on social media) and go to your site.

Throughout the site, they're given **conversion** opportunities — the chance to access content in exchange for their contact info. Once they convert on a piece of content, they're considered a lead; depending on how you segment leads, they might be a Marketing Qualified Lead (MQL) or a Sales Qualified Lead (SQL).



Once a lead, they're **nurtured** with additional content, based on the content they've previously shown interest in. Nurturing is usually in the form of emails that include links to offers on your website, where they can again download content. Each time they convert on content you have the chance to ask additional questions; answers help Sales understand the prospect's situation and needs.