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Critical Steps to Attract YOUR CONSISTENT STREAM OF BUSINESS CUSTOMERS



90% of Buyers do research on the Internet before making purchase decisions, and this figure is growing.

This includes *Business-to-Business Buyers*. This means that companies now have the potential to reach greater numbers of Buyers and Consumers than ever before!

Net Site Marketing™ can teach you to reach this growing audience, and we can help you attract exactly the types of Buyers whom you seek – in your particular target market!

Step #1 **Stand Out Online**

Position Your Business as *The Experts*,
With an Inbound Marketing System!

Step #2 **Work Your Plan**

Follow Our Sample Marketing Plan
for Successful Inbound Marketing!

Step #3 **Invest Wisely**

Make Smart Money Decisions for
Successful Inbound Marketing!



STEP #1: STAND OUT ONLINE

Position Your Business as *The Experts*, with an Inbound Marketing System!

Why Inbound Marketing, You Ask?

More and more B2B and B2C buyers turn to the Internet every day! When companies fail to take advantage of that trend, they miss out and lose market share to their competitors who are taking advantage of the marketing opportunities that the Internet offers.

Unlike traditional forms of push marketing that rely on a pay-and-chase method, Inbound Marketing uses pull marketing to attract targeted buyers that are actively searching for your products and services.

INBOUND MARKETING WILL HELP KEEP YOUR BUSINESS IN FRONT OF YOUR TARGET MARKET AT ALL STAGES OF THE BUY CYCLE.

“To be successful and grow your business and revenues, you must match the way you market your products with the way your prospects learn and shop for your products.”

~ Brian Halligan, Co-Author of Inbound Marketing



Inbound Marketing is still a relatively new marketing method, and the number of businesses using it to reach online consumers is projected to continue growing.

Even if you don't directly sell products on your website, Inbound Marketing can help you to increase sales via these benefits:

INCREASE LEADS, GAIN GREATER EXPOSURE, IMPROVE BRAND RECOGNITION, AND EXPONENTIALLY EXPAND YOUR MARKET SHARE.

Inbound Marketing is the most provable, most efficient, most cost-effective type of marketing that has ever existed in the entire history of the world!

If the concept of using the Internet to reach your customer-base is new to you, we encourage you to get out of your comfort zone and give it a try.

Creativity and innovation drive business, and Inbound Marketing could be the fresh, new marketing method you've been yearning for.



STEP #2: WORK YOUR PLAN

Follow Our Sample Marketing Plan for Successful Inbound Marketing!



Careful planning and development of your Inbound Marketing Strategy is essential to its success. Knowing your customer (buyer persona), knowing your company's branding, revenue and profit goals, and having an understanding of the readiness of your website, are all essential to building an effective Inbound Marketing Strategy.

Typical goals for an Inbound Marketing campaign include these objectives:

- **INCREASING SALES**
- **INCREASING TARGETED TRAFFIC**
- **BECOMING AN AUTHORITY**
- **BRANDING AND EXPOSURE**

See our Six Step Plan for successful Inbound Marketing on the next page!

Inbound Marketing Plan

Follow Net Site Marketing's unique Six Step Plan to drive more traffic to your website and reach your target market ~ with Inbound Marketing!

1 Keyword Research

Use online tools to identify the keywords your prospects are using to search for products/services like yours. Determine the most popular two and three-word key phrases.

2 Technical SEO Analysis

Perform a technical SEO analysis of your website. Is it fast-loading & user-friendly? Any bad code, missing server files or duplicate content? Are the right keywords in the right places?

3 Content Marketing

Create compelling content with a good balance of keywords. New content is great for your site & for distribution too. Do be careful where your content is distributed.

Social Media Marketing 4

Participate in the main two social media platforms where your prospects hang out. Give them incentives to visit your site. Track and gauge effectiveness.

Pay Per Click Advertising 5

This method is great for bringing targeted traffic to specific pages at your website, & tracking ROI. Define your budget & keywords, create ads & actively optimize your campaigns every month.

Inbound Marketing 6

Establish a monthly plan for using all of the above to build authority, traffic & revenues. Or just hire us!

Learn More About Inbound Marketing - Visit Us Now!



STEP #3: INVEST WISELY

Allocate Funds for Inbound Marketing in Your Marketing Budget!

When you add Inbound Marketing to your marketing strategy, you must also budget for it – just as you would for annual trade shows or magazine ads.



Because it is so efficient at attracting targeted customers, Inbound Marketing has a higher return on investment and costs less per lead than any other marketing method.



You can either partner with an Inbound Marketing Agency (Net Site Marketing is one choice) or do it in-house.

If you do it in-house, keep in mind the time and expense involved in training staff members on Inbound Marketing techniques.

There is also the cost of training staffers on how to use reporting and analytics software to keep track of things like:

- **POPULAR KEYWORDS**
- **WEBPAGE POSITIONS**
- **SOCIAL MEDIA MENTIONS**
- **DIRECT WEBSITE VISITS**
- **WEBPAGE POPULARITY**
- **VISITS FROM REFERRAL TRAFFIC**
- **PAY-PER-CLICK ADVERTISING**

The actual cost of partnering with an Inbound Marketing agency comes down to your business's needs, size, and the scope of what you would like to achieve.

In most cases, a major website overhaul is not needed for Inbound Marketing to be successful. However, if issues with your website's architecture or coding are discovered during the strategy development process, then the possibility of rebuilding the website, or resolving these issues, may need to be considered.

If you wish to start experimenting with Inbound Marketing on a smaller scale, such as choosing pay-per-click only or website optimization only, the cost will be lower than larger scale ventures that include content development and social media management for lead nurturing.



“If you have more money than brains you should focus on Outbound Marketing. If you have more brains than money, you should focus on Inbound Marketing.”

- Guy Kawasaki, Apple Co- Founder.



Inbound Marketing is not just a “geek thing.” We understand – your dollars need to be invested well.

If you want an agency that is an authority on digital marketing & was founded in the **first decade** of the Internet, then we are for you! Bottom line, Inbound Marketing is *important*. You need a company you can trust to **DO IT RIGHT!**

Net Site Marketing has been around since the early days of the World Wide Web. We stay ahead of the trends and pride ourselves on customer satisfaction. Many of our clients have been with us for decades. With us, you get:

UNWAVERING HIGH ETHICS
TENACIOUS HARD WORK
UNRELENTING HIGH STANDARDS.

“Net Site Marketing really knows their stuff! Responsive and efficient – they are an investment worth making.”
~ *John Gordon, CEO, WellBalance*

Contact Net Site Marketing for a custom quote on an Inbound Marketing Campaign, or for a la’ carte services.

Email: info@netsitemarketing.com

Phone: 828-684-4445

Web: www.NetSiteMarketing.com

NEXT: Discover exciting tips on how to bring your business to the next level with our eBook: “**How to Do Inbound Marketing!**”
Cost: Only ~~\$97~~ **\$47** for a limited time! Email info@netsitemarketing.com for yours!



“We will be your friendly hard-working partner!”