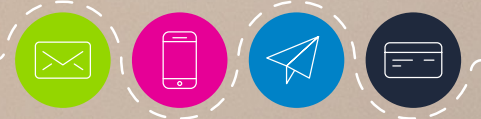




# Guide to Inbound Marketing



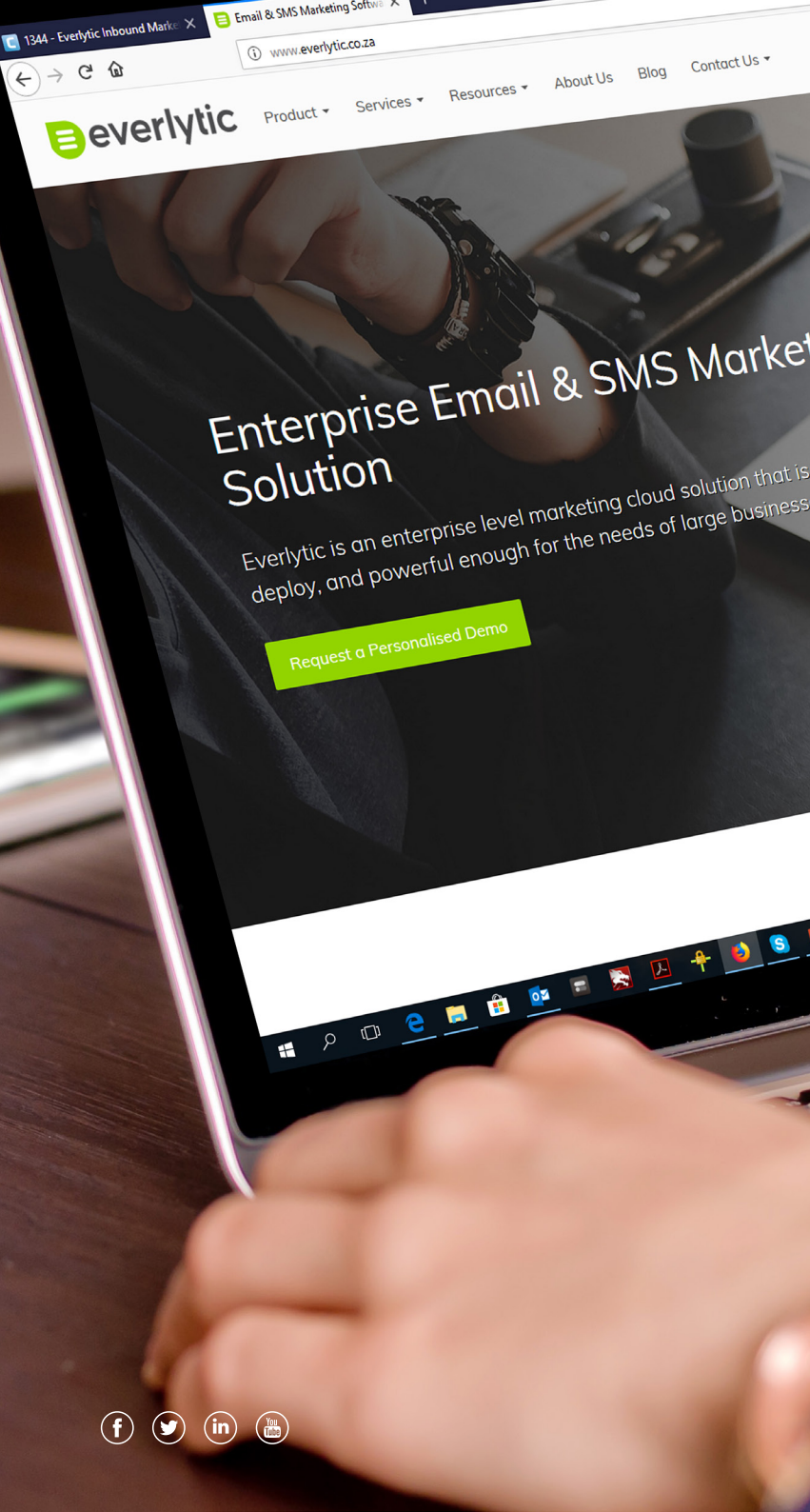


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# Introduction

You've probably heard of inbound marketing and you've certainly been affected by the shift from "traditional" marketing, which focused more on pushing adverts at customers, to inbound's more subtle approach to gradually winning them over. In this guide we will lift the hood and get inside the mechanics of what inbound marketing is, how it works, and equip you with some ideas of how you might apply inbound marketing techniques into your marketing strategy.

The sheer volume of information bombarding us daily is staggering, and often leads to information overload. In his 2002 publication, *Information Overload: Causes, Symptoms and Solutions* (PDF), Joseph Ruff says, "Once capacity is surpassed, additional information becomes noise and results in a decrease in information processing and decision quality...[H]aving too much information is the same as not having enough".

Unfortunately, a lot of traditional marketing falls into the category of "noise", with customers becoming increasingly resistant to, and suspicious of, the tools marketing professionals are comfortable using.



# Outbound Marketing is Ready for a Revamp





# Outbound Marketing is Ready for a Revamp

The simple fact is that the old model of marketing doesn't work as well as it used to. Customers simply aren't paying attention, partly due to information overload, and partly due to them feeling sceptical about brands and their intentions.

Research by the Nielsen Norman Group shows, repeatedly, that customers simply don't see banner advertisements on websites. Users literally don't even look at them.

On top of that, research shows that other traditional broadcasting methods of advertising are failing.

The glaring question is why are these marketing methods failing?

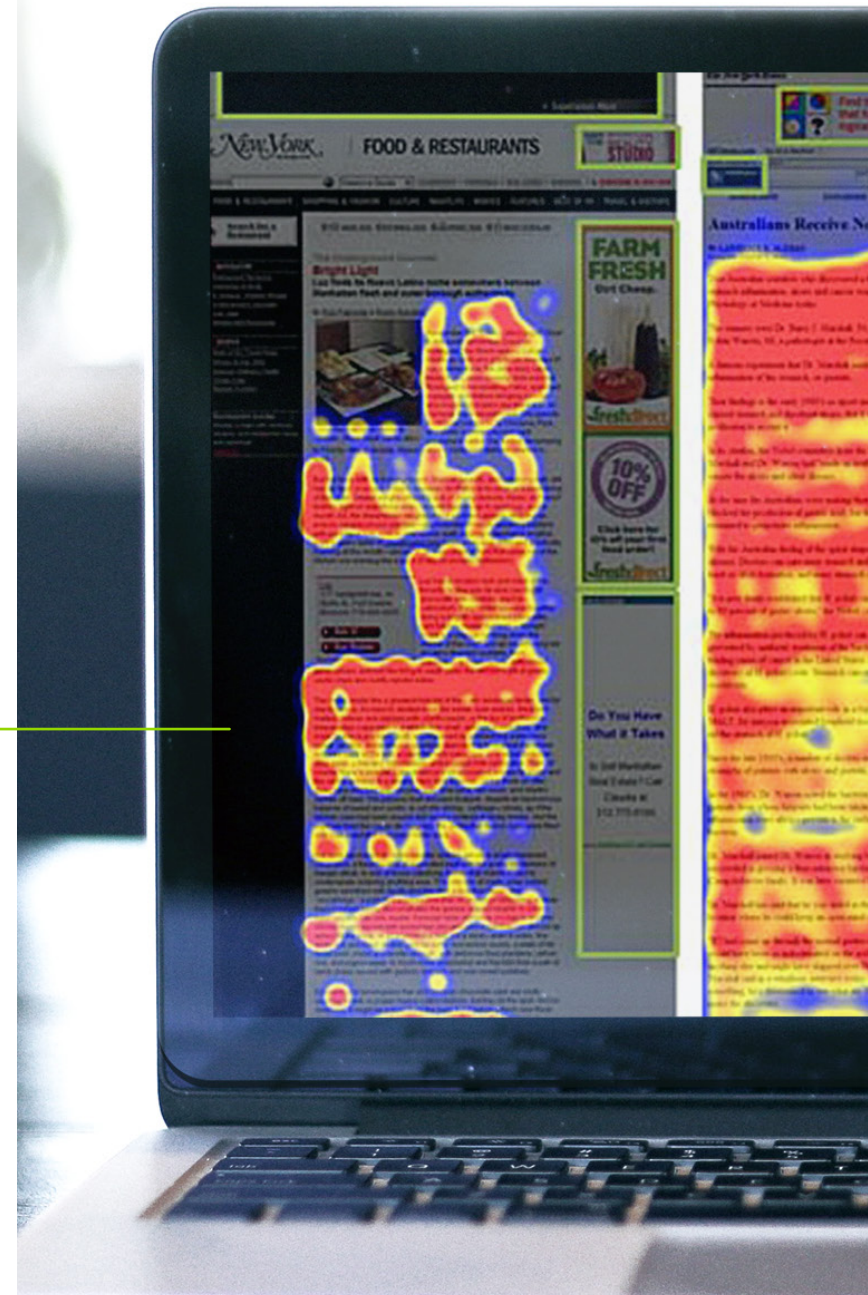
Firstly, there is the staggering volume of adverts, saturating all forms of media (magazines, TV, radio, and the web). As we mentioned earlier, the constant bombardment leads to information overload, and customers eventually disconnect, ignoring the majority of advertising and perhaps even becoming hostile towards advertising.

Secondly, many brands must fight against the history of deceptive and outright false advertising by other companies. These practices have muddied the waters for anyone wishing to use traditional marketing. More importantly, they have made customers suspicious of any advertising they happen to encounter.

Finally, technologies such as ad blockers, spam filters, and caller ID have given customers the power to completely block advertising from their daily life.

## Heatmaps from eye-tracking studies:

- The areas where users looked the most are coloured red.
- The yellow areas indicate fewer views.
- Blue areas are the least-viewed.
- Grey areas didn't attract any fixations.
- Green boxes were drawn on top of the images after the study to highlight the advertisements.





# What is Inbound Marketing?







# What is Inbound Marketing?

Simply put, inbound marketing is marketing with a magnet, not a bullhorn. Inbound marketing is based on creating interesting, educational content which draws your target market to your website. It is all about creating a trusting

relationship between you, the brand, and your prospective customers, allowing them to learn about your products and services on their own terms.

## Traditional



- Spam / generic email
- Cold-calling
- Interruptive ads
- Marketer-focused
- One-way

## Inbound



- Targeted & personalised email / content
- Surveys
- SEO
- Social media & blogs
- Customer-focused
- Two-way





# How does Inbound Marketing Work?



# How Does Inbound Marketing Work?

Winning the trust of prospective customers is not easy, and inbound marketing takes careful planning and persistent execution.

Inbound marketing is based on two key concepts:



Core to any inbound marketing effort is high-quality online content. Make sure your web pages, blog articles, and email newsletters are optimised for search. This makes it easier for potential customers to find you when they're looking for products or services you offer.

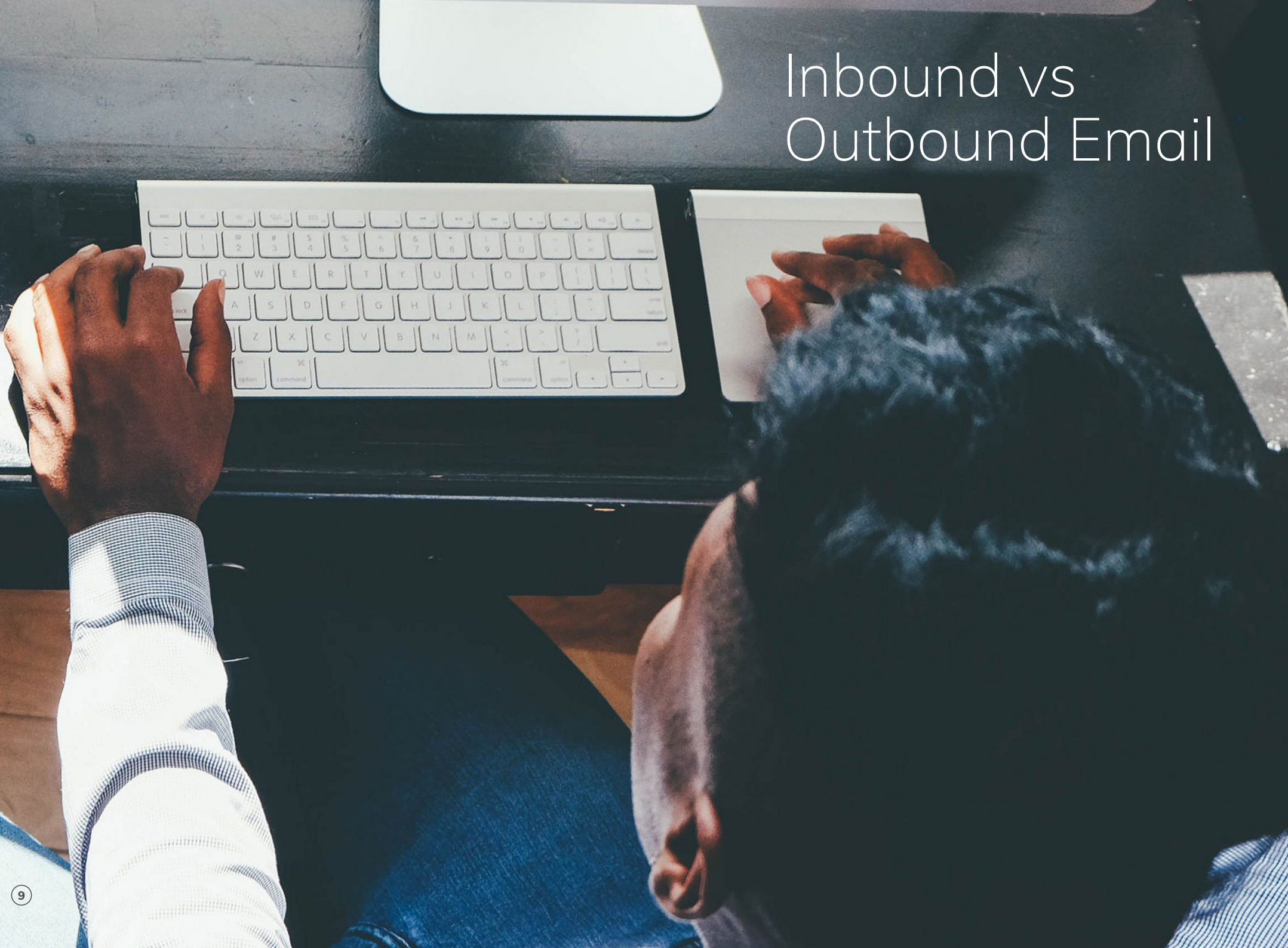
Make sure your content is useful and helps customers to learn or solve problems in their day-to-day lives or businesses. This type of content will encourage people to return to your site or social media accounts, and kickstart the journey of earning their trust.



Learn more about the type of content that draws your customers through the sales funnel. Once you know what content you're going to create, personalise email, SMS messages, and promotions so that visitors get relevant information as, and when, they need it.



# Inbound vs Outbound Email





# Inbound vs Outbound Email

When you're planning your email marketing efforts, make sure you marry them with the rest of your inbound marketing campaigns. Let's look at a few ways you can do this:

## 1. Opted-In Contacts

First and foremost, you must ensure that you only send to contacts who have signed-up to receive emails from you. This means putting more effort into organically growing your email list. There are a few ways you can do this:

- Blogging.
- Offering high-quality downloadable content in exchange for contact details.
- Send a regular newsletter full of top-quality content, and encourage visitors to head to your blog and website to sign-up to your newsletter.

By using these methods to build a mailing list of truly interested contacts, you'll see a higher engagement rate and more conversions down the line, than if you were buying email addresses to send your newsletter to.

## 2. Targeted Content

Use segmentation and personalisation to send targeted emails to the right people. For example, if you are sending emails for a fragrance and cosmetics store, you could send one email to all the male and female subscribers in your list.

Alternatively you could segment your list into male and female subscribers and send each group a targeted email. This way your content will be more appealing and more valuable to your customers.

## 3. Nurture the Relationship

Once a subscriber has entrusted you with their email address, it's extremely important that you don't go straight for the sale. You must take your time, keep the inbound lifecycle in mind, and build your relationship slowly. Send them content that educates them, answers common questions related to your product, and guide them through the decision-making process. This approach will build the relationship between you and your subscribers, and funnel them towards a sale.



Hi there,

We're fast approaching the holiday season, which means you're ready for a bit of R&R, but it also means that this is the perfect time for consumers who are constantly on the lookout for great products.

This is the perfect time to re-engage with inactive subscribers and ultimately hit those sales targets.

We would like to share some email and SMS marketing tips with you to do just that.



# Inbound vs Outbound Email

## 4. Timing

When planning your inbound email campaigns, you will need to shift your mindset regarding email frequency and timing. Send emails so that they are consistent, without becoming a nuisance. If you're sending too often, even if your content is carefully targeted, you will still find your subscribers being turned off your email.

Do some research into email sending times to see what days and times show the best engagement in your industry. In general, Tuesdays through Thursdays during business hours is the sweet spot.

Finally, match your campaign to your sales cycle. If your sales cycle usually takes six months, sending all your emails in two months is a bad idea. Slow down, relax, and plan your emails to compliment your other sales strategies.

## 5. Give Your Subscribers Control

Make sure that every single email you send contains a footer with a simple, short reminder of why the contact is receiving that email, as well as unsubscribe links. This is a legal requirement, and you have to do it.

You can also include options for your subscribers to manage their subscription preferences. Allow them to subscribe to other newsletters you run, or unsubscribe from the ones they're currently receiving from you.



# The Inbound Marketing Lifecycle & Benefits





# The Inbound Marketing Lifecycle

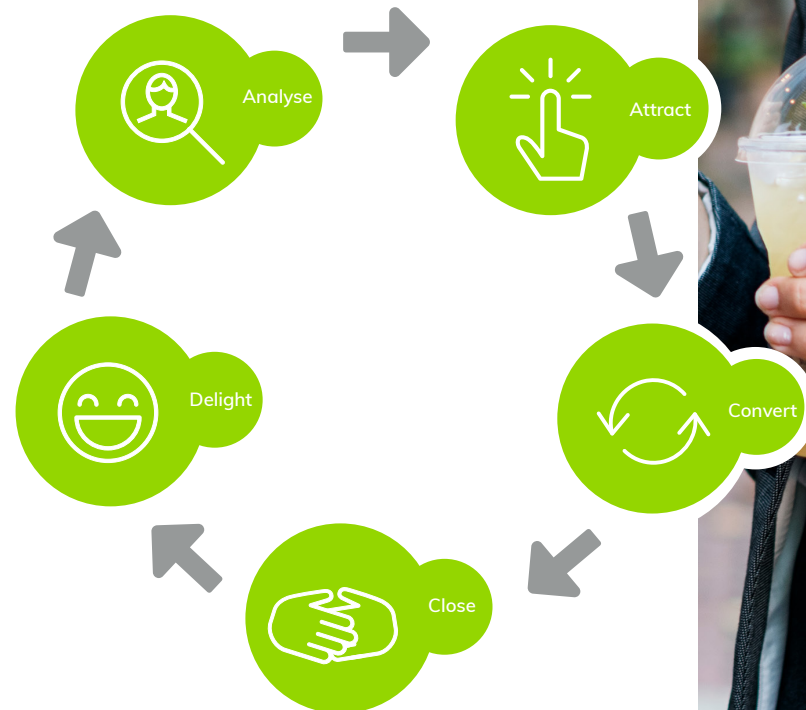
Inbound marketing is all about providing the right content, to the right people, in the right context, at the right time. If you can do this, you'll be able to easily move customers through the inbound lifecycle, from attracting them as strangers, to delighting them as customers, resulting in them promoting your content (and your brand) for you.

You can start drawing customers to your site by creating rich blog content, optimising it for search engines so that you show up in relevant searches, and promoting your content on social media.

Strategically placing calls-to-action in your blog and website can send visitors to landing pages offering free content by gathering their basic info. This can form part of your lead generation campaign.

Once you've secured the leads, use email drip campaigns to move them along your buying cycle. Maintain your relationships with customers after they've purchased from you. Send them surveys and smart content, designed to eventually turn them into brand ambassadors.

Finally, don't forget to always analyse your marketing efforts to see where you can refine your process to increase future success.





# Benefits



- ✓ High-quality leads
- ✓ Engagement
- ✓ Trust
- ✓ Social buzz
- ✓ Credibility
- ✓ Top of mind
- ✓ SEO
- ✓ Awareness



# Inbound Marketing Content Ideas





# Inbound Marketing Content Ideas

Here are a few ideas you can use to start, or refine, your own inbound marketing campaigns.

## Social Media



- Don't try and master every mobile platform out there.
- Rather focus on platforms that bring you the highest amount of traffic.
- Focus on platforms where your target market gathers.
- Also remember that social media is about communicating with your followers.
- Engage in conversation with them, and create great content that displays well on your chosen platform.

## Email



- Email is still one of the most reliable and lucrative channels of inbound marketing.
- Segment your subscribers and create targeted content to nurture your relationship and funnel them through the sales cycle.

## Interactive Content



- Use content like polls, calculators, webinars, and infographics to establish yourself as a leader in your market.

## Mobile Content



- Mobile connectivity is hugely popular - make sure all your content is mobile-friendly.

## Guide to Inbound Marketing



### Behaviours that bother consumers the most (Global Averages\*):



60%

Receiving too many direct marketing and sales calls



50%

Receiving too many direct marketing and sales emails



46%

Irrelevant content push

## What is inbound marketing?



### Traditional

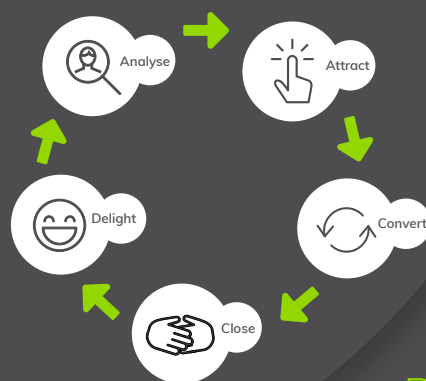
- Spam / generic email
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- Interruptive ads
- Marketer-focused
- One-way



### Inbound

- Targeted & personalised email / content
- Surveys
- SEO
- Social media & blogs
- Customer-focused
- Two-way

## The inbound marketing lifecycle:



## Benefits:



Keeps brand top of mind



Generates a buzz on social



Helps SEO efforts



Increases trust & credibility



Improves customer experience

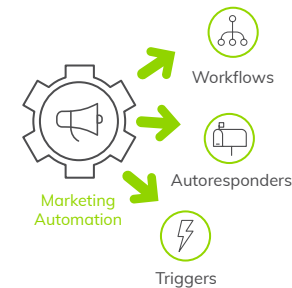


Generates better leads at a lower cost

## Channels and Tactics:



## Moving to an inbound email marketing approach:



### Marketing Automation

Set up workflows, autoresponders, and triggers based on a user's interaction with your brand.



### Hyper-personalisation

Personalising content based on user's interests, demographics, and online behaviour.



### Share helpful content

Allow users to download whitepapers or view guides and blog posts which help solve a need.



### Nurture customers

Nurture your customers through the buyer's cycle with targeted messaging.

Email Marketing is still one of the most reliable and lucrative channels of marketing and is even more powerful when adjusted to more of an inbound marketing approach.



# Conclusion

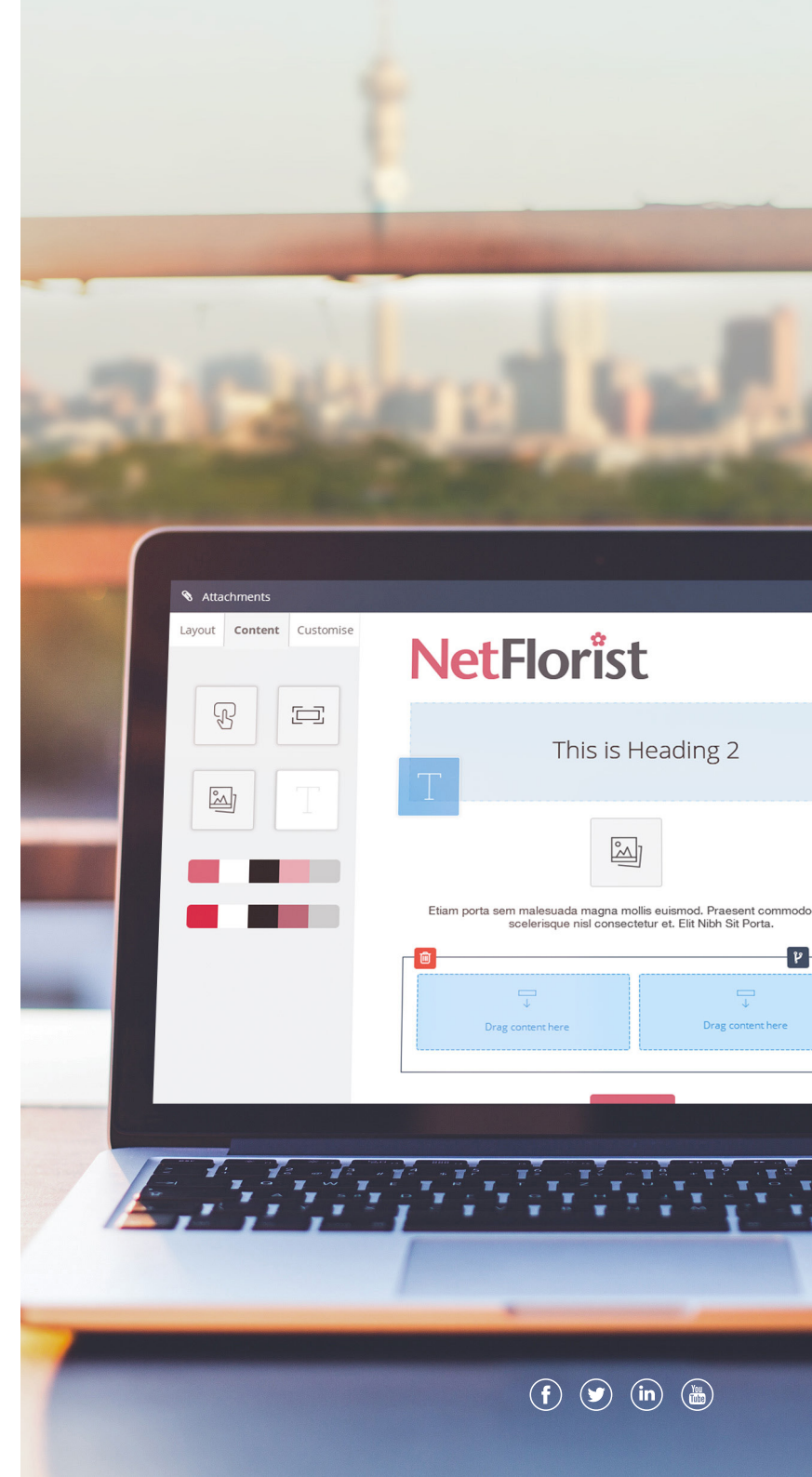




# Conclusion

Remember that you are building relationships with customers, earning their confidence through consistently demonstrating your knowledge and integrity.

Have fun, be creative, but don't abuse your customers boundaries.





# Additional Resources

## Email Marketing Benchmarks Report

Everlytic analysed over 2 billion South African emails sent during the period of January 2016 to December 2016. In this report, we examine how email marketing metrics have changed over the past two years, and look at new benchmarks to strive for. For more detailed insights, and to find out how your industry compares, download the Benchmarks Report.



[Go to Download](#)

## The State of Email Marketing

Everlytic surveyed local companies to find out how they approach email marketing. South African businesses are prepared for email marketing, but are you? See how email marketing fits into your organisation and if you are ticking the same checkboxes.



[Go to Download](#)

## Famous Quotes to Guide Your Email Marketing

Join us on a trip down memory lane as we tribute 10 famous quotes as postcards, adapted to email marketing. Each quote is true to life and can be used when running your email campaigns. Whether you need help getting started or running higher-level, intricate campaigns, these postcards will stand any email marketer in good stead when it comes to formulating their strategy.



[Go to Download](#)

## How to Run a Successful SMS Campaign

Everlytic has compiled a guide containing the basic building blocks of an effective SMS campaign. If you're using SMS as part of your marketing efforts (and you should be), these steps give you a breakdown of the elements necessary for a successful marketing SMS campaign.



[Go to Download](#)



## Who We Are

Prefix Technologies (Pty) Ltd is the company behind Everlytic. Established in 2004, Prefix is a level 4 BEE contributor and our software is 100% built in South Africa by our team of talented software engineers. We strive to be the best in the world at what we do and benchmark ourselves against international competitors from across the globe. With our head office in Johannesburg and another office in Cape Town, we are in the hub of South Africa's big business districts. We are a team of young, dynamic and innovative people who ensure you have a top-notch piece of software and an excellent customer experience.

In 2016, Vox, an end-to-end technology provider, acquired a majority shareholding in Everlytic and so welcomed us to the Vox family. The acquisition by Vox is the next chapter in our story, as we work with them to bring our unique services to even more customers across the country.

## What We Do

Everlytic is an enterprise solution which provides your businesses with a simple, efficient and personalised way to build richer customer relationships by managing all of your email and SMS communications in one central point.

Our system gives you the ability to manage and segment your database, compose beautiful emails, send email and SMS campaigns with ease, and track everything as it happens. We go beyond just email and SMS marketing though, with our Transactional messaging engine you can power the delivery of any digital message from your organisation whether it is the sending of an invoice in a branded template, an order notification, or any other system generated email or SMS.

## Why Choose Us?

Everlytic is the leading Marketing Cloud Software solution in South Africa. Every day hundreds of top South African and international companies use our software to send millions of messages to their customers and subscribers. With our bulk and Transactional email and SMS engines you can manage all of your digital communications from one central hub. Whether it be newsletters and notifications, statements and system generated messages, Everlytic is the leader in ensuring top delivery rates.







Should you want any more information,  
visit us at [www.everlytic.co.za](http://www.everlytic.co.za) or  
[click here](#) to request a demo.

