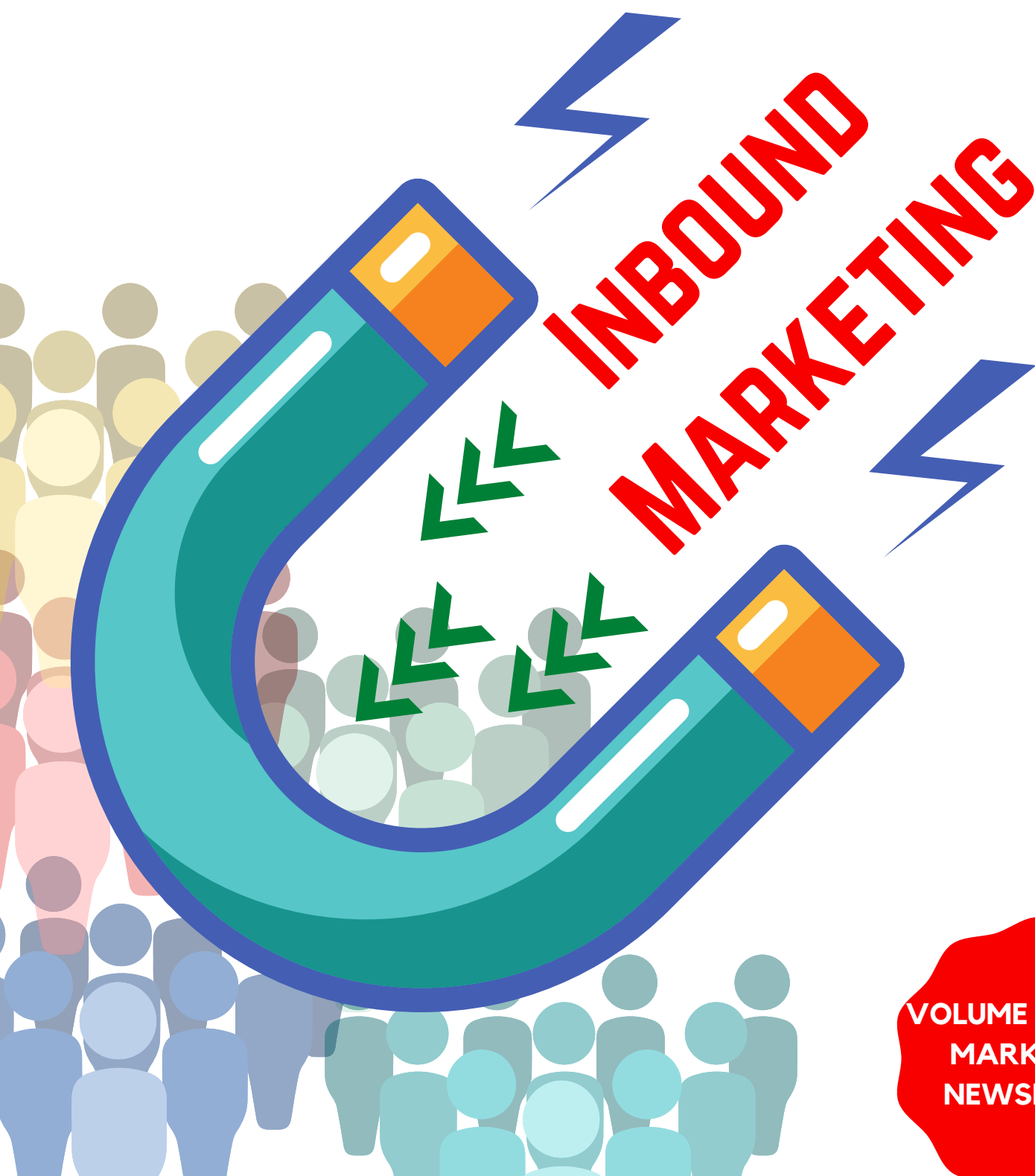


# SCHOOL OF BUSINESS AND MANAGEMENT



**VOLUME 11|ISSUE 8**  
**MARKETING**  
**NEWSLETTER**

# Table of Content

**Foreword**

**Faculty corner**

**Alumni corner**

**Student corner**

**Blogs as an Effective Inbound Marketing Campaign!**

**The 5 Most Effective approaches to a successful Inbound Marketing Strategy**

**How Inbound Marketing Can Be Applied**

**Inbound Marketing in Pandemic Days**

**Why Inbound Marketing?**

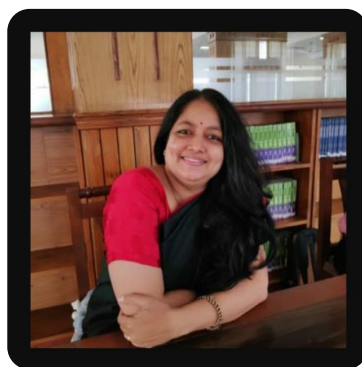
**Inbound Marketing is a low-cost approach**

**Inbound Marketing As An Effective Strategy**

**What Is Inbound Marketing Methodology?**

**Quiz**

**Crossword**



**Dr. Vedha Balaji**

HOS

Inbound marketing attracts customers by creating valuable content and experiences tailored to them. Inbound marketing establishes a customer connection that audiences are looking for to solve problems they may be facing.

Inbound marketing is about:

1. **Attracting:** Drawing in the right people with valuable content and conversations with whom consumers want to engage. For example, looking at attractive advertisements online based on what consumers have already searched for before.
2. **Engaging:** Presenting insights and solutions that align with their pain points or needs and goals so they are more likely to buy from you. For example, Engaging consumers with what they want by giving them a set of options.
3. **Delighting:** Providing help and support to empower customers to find success with their purchases. For example, giving consumers after-sales services and delighting them so that they can be encouraged towards repeat purchases.

While inbound marketing is well-suited to any business that operates on the internet, it can be an effective strategy for a wide variety of organizations in multiple fields.

Non-profit organizations have had great success with inbound marketing materials such as social media campaigns and viral videos. These strategies help non-profit organizations establish a connection between stakeholders and the organization's cause, and reach out to like-minded individuals.

Political campaigns are also major users of inbound marketing. Advertisement campaigns for 2014 elections saw the rise of ad spend exponentially in election campaigns. Post 5 years it was seen as a growing trend. Digital advertisements range from simple image-based to video-based advertisements as part of inbound marketing strategy. There are multiple pages such as "My first Vote for Modi," "Bharat ka Mann ki Baat" and so on which had a significant inbound marketing component. Post Jio the mobile penetration throughout India has increased drastically.

Video content gets a higher reach, plus it offers higher brand recall. Video has emerged as the most essential format to push Brand Modi forward across all age groups. Videos range from documenting the PM's visit, speeches to people's testimonials, campaign videos - in live and also animated formats. To top it all there is an entire playlist named "Yoga with Modi" wherein we see a 3d animated Modi teaching Yoga and this was one such inbound marketing where in all the Yoga teachers and everyone interested in doing yoga will come forward and have a look at the video.

The audience that responds the best to inbound marketing tends to reside on the younger end of the spectrum, but this is only because of the relative newness of the internet. Inbound marketing is inherently driven by choice and interactivity. An audience that has become accustomed to the interactive content of the internet will naturally find inbound materials more engaging.

### **FEW INBOUND MARKETING PRACTICES**

**Automated Email Marketing:** As people get used to more and more email marketing, they get bored and unaffected by them. The newest innovation in marketing is automated email marketing. While earlier mass mailers for sending general messages and offers were used, now action and preference generated email journeys to give specialized experience for all. This email marketing format is also known as Drip Marketing. For example: When a customer first signs up, one email will be sent regarding that. Now if the customer after signing up goes and puts an item in their online cart, but does not check out, another email will be sent to remind the customer to complete the purchase and so on. Automated emails are a great way to influence a customer. By making specialized action-triggered emails, one can communicate to customers appropriately and guide them towards a purchase. Such emails also assist in retargeting consumers who have already made earlier purchases. All platforms collect customer data and their interests. A company can make targeted and differentiated advertisements for each customer of different interests and appeal to them personally. Paid posts are a great way to acquire new and high-quality customer leads for a brand. For example, BBlunt has started a trend wherein, whenever a customer visits the BBlunt website and subscribes, they are sent automated emails. These emails are “triggered” or sent whenever a customer does any particular action and at particular intervals of time.

**Blog Strategy:** Blogs are a great way to spread information to the customer about the product and its possible uses. For example, people who love cooking and are interested in learning new recipes will get to see blogs along similar lines and enable them to take interest in those particular blogs. To capitalize on people who google search for recipes and let's say uses of sauces, a list of blogs can be

written to garner such food-enthusiast traffic.

**Videos:** Video is quickly becoming one of our favorite types of content to create. Particularly video for sales. Video is great because marketers can use it all across inbound marketing and sales. Marketers can create product demonstrations, explainer videos, etc, and post videos on social media. Videos can be a useful tool for creating personalized content as it places your brand in front of prospects and customers.

**Social Media:** is a great platform to promote brand content that offers value to people. However, the key value in this platform is that brands can engage in one-to-one conversations with customers, prospects, partners, and teammates, and therein lies the value of social media for inbound marketing.

**Podcasts and webinars:** While content should be educational, people aren't just looking for information. They want to be entertained, engaged, and get a break from work. Podcasts and webinars can be perfect for providing just that. If companies have something interesting to talk about and can also rope in some interesting guests to join, then you're onto a winner. However, they're only effective when done right which is by providing real value in an exciting way and inspiring people.

***More on 'Inbound Marketing' in this edition of M-ask!!***



# Team Electi



Mentor - Dr. Saba Fatma



Siva Sainath BV



Abhimanyu Singh



Priyanka Barua



Jatin S



Tony Maliakkal



Sambhav Sinha



Risha Singh



Sebastian Tom Jose



Shamalu Mathew



Jain Prankur  
Hastimal



Akamsh AS



Mohammed Ashik



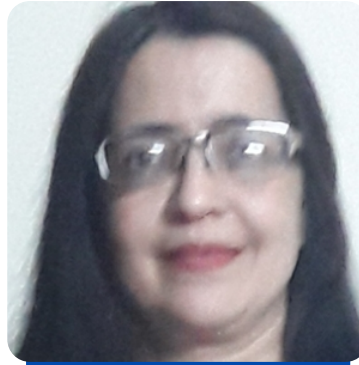
Siddhartha Kumar  
Singh



Samanthawada  
Kumaran Aravind



Charan TS



Dr. Saba Fatma

It's no secret that covid has changed the way business is done in myriad ways. Consequently, what has also changed is the way marketing is done. Previously, companies have relied on traditional methods of face-to-face meetings, trade shows, and events. However, this is not possible under the given circumstances due to federal mandate and social distancing guidelines. However, the pertinent question of getting more customers through effective marketing remains a challenge. Traditional methods of marketing are becoming redundant and unviable.

Inbound marketing is a technique that involves content creation to attract prospective customers and convert them into leads. It is a form of organic marketing wherein the company and prospects develop a close relationship based on voluntary interest expressed by them in the company's products through social networks, blogs, newsletters, etc. The prospects get interested in the product due to high-quality content. Since this is enabled by technology and is individualistic, there is a huge possibility of providing adaptable individual content depending on the individual buyer persona. Since 2016, inbound marketing has been one of the most effective methods of doing business online. By replacing the old outbound marketing methods which involved buying ads, email lists, etc, the new inbound marketing method focuses on the creation of quality content that pulls the prospects towards the company and product (HubSpot,2016).

An inbound marketing software platform that attracts prospects, converts leads, and develops close relationships involves:

**Content Marketing:** Creation of targeted content which familiarises prospects about the company and its products.

**Lifecycle marketing:** With the interest shown by the prospect, personalized content is created according to their requirements in real-time.

**Multichannel marketing:** Prospects are approached in the channel they prefer, and content is personalized depending on the preferred channel.

**Integration:** Content creation, publishing, and analytics are integrated to provide a seamless experience.

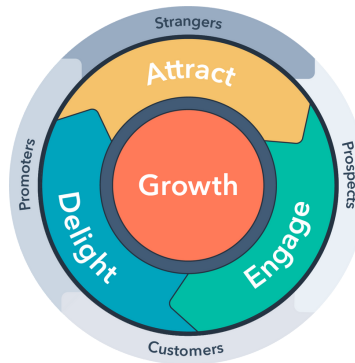
The aim of inbound marketing is to build relationships, the outcome of which is sales and loyalty. It is now very popular because unlike the traditional methods which are invasive, this method is permissive, and prospects and customers decide to choose the content delivered.



Lorraine Paradeshi,  
Wildcraft Private  
Limited,  
Retail Manager,  
Bangalore

Inbound Marketing is the way to build meaningful growth for the organization. This helps in lead a long-lasting relationship with their customers and their prospects. It helps these people to reach their goals at many stages of the company's journey. This is because when our customers succeed, the company succeeds.

Inbound Marketing help in the growth of the company. We can achieve this once we apply it in the mentioned 3 ways:

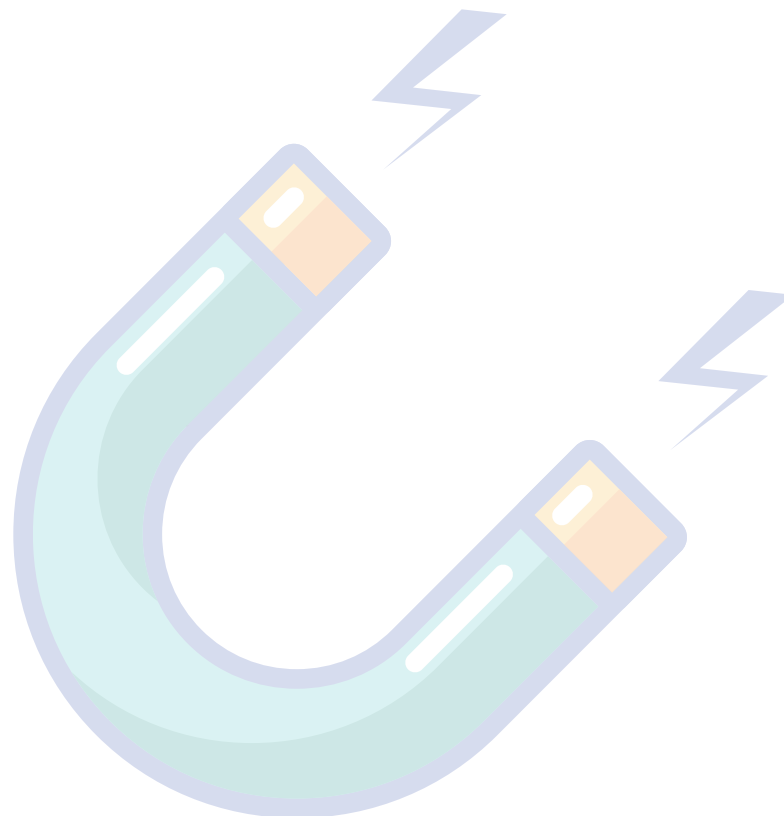


**1. Attract:** Trying to draw in the right people with the best content and conversation that establish a relationship with the people as they consider the company as their advisor with whom they can engage. Many a time we see brands come together with social media influencers so that they create exciting content for their followers and thus they become advisors to the people. It is always necessary to have great content to ATTRACT the people to matter the most. To reach the right people, the company has to start by creating and publishing content such as blog articles, content offers and social media that provide value. This includes guides on how to use any products and information as to how the solution can solve their challenges, customer testimonials and details about promotions or discounts.

**2. Engage:** Being problem solvers. Always being able to solve the problems that people face. Concentrating on the pain points that the customer faces and presenting insights and aligning to their pains. By keeping the people engaged builds in great trust on the company. As we use inbound marketing, strategies to engage people ensure communication and dealing with leads and customers in a way that makes them want to build a long term relationship with the company. 1.The company should play a vital role in trying to inject information to the customers so as to create value to the customers. Many a times company deals with specific inbound strategies that mostly include as to how the company can manage inbound sales. As I said earlier the company should always be ready to provide solution to its customers. Thus ensuring that all deals will end up with a mutual beneficial agreement for the customers and the whole meaning of the business. Thus providing Value to your right fit of customers.

**3. Delight:** empowering the people to find success with what they get from the company by providing help and support. Once the company satisfies its people the most that's where delight pops in their mind and they end up always choosing your company. Always meeting the expectation to a greater level creates a greater value and trust in the minds of the customer. How do we get customer delight? By providing better customer services, better exchange policies making their path easy always will ensure to give the company a delightful experience. Delighting inbound strategies ensure that customers are always happy by what the company does and also the customers are satisfied by the company and thus the customers always end up having a long term relationship with the company. Delighting strategies in inbound marketing deals with the team members that are in direct touch with the customers to be more of an advisors and experts that help the customers throughout their shopping experience. For online customers having Chat-Bots to help the customers and always requesting feedback which is also a great delightful experience to the customer. By asking for feedback, the customer feels like a family and they feel belonged and thus creates a delight in their mind.

*When the people that matter the most find success and share their success with others, it attracts new prospects to the organization by creating self-Sustainable loop. By doing so the organization creates a momentum and hence inbound marketing creates a strong foundation in the functioning and building a strong foundation of the company.*



# Blogs as an Effective Inbound Marketing Campaign!

**By Kushagra Bhardwaj**



## Introduction

Inbound marketing is a methodology zeroed in on drawing in clients through meaningful and helpful content and adding value at each stage in the client's purchasing venture.

As indicated by Hubspot, more than 90% of email clients have withdrawn from mailing lists for which they have recently subscribed, and 78% of Internet clients acquired have deserted a favorite website in light of meddlesome publicizing. One more ongoing overview by Hubspot expressed that only 3% of individuals reviewed said they considered advertisers and sales reps dependable.

## Need for Blog Writing

### **Cheap to begin just as run**

Blogger & wordpress.com keep an expert appearance that permits the novel image to radiate through, using a self-facilitated choice, like WordPress.org. It helps save many expenses. For the expense of an area and web facilitating, one can utilize tweaked contributing to a blog advertising reasonable for the particular business.

### **Simple to utilize**

Most publishing content to a blog stage is not challenging to utilize. One can have an expert-looking web journal on the off chance that anyone duplicate, glue, type, is intuitive, and transfer.

### **Expanding SEO**

Google, specifically, likes to find just as a ranking substance. Numerous entrepreneurs utilize contributing to a blog explicitly for SEO. Permits organization to flaunt the insight to acquire entrust just as believability with the target market

## **Process of Inbound Marketing in Blogs:**

### **Associate with the market**

While most organizations currently use Twitter and other social websites more than web journals for commitment, sites can make it workable with the Target market. This permits one to develop trust and compatibility, just as get input and give client assistance. It can bring in cash for one's business. People can acknowledge advertisements, advance company products, and get support, adding extra income. In the age of the Internet, the website is the shop window. It is the spot that individuals go not exclusively to perceive what anyone is selling but also to find out the identity, the standards they represent, and what the company stands for, separated from the opposition. Unfortunately, too few discuss entrepreneurs set aside the effort to consider their web-based presence and art a character that assists them with sticking out.

### **Start with a direct brand account:**

Before anyone should contemplate the blog's look, it is fundamental to comprehend the central image account. This is the story anyone need's to educate the world concerning their business. The center image account ought to momentarily address the accompanying inquiries:



For what reason does the business exist?

What is the issue which one is settling for the clients?

How can the organization be impeccably situated to take care of this issue?

What will the clients get, and how might they feel when they utilize the product/item?

### **Characterize the voice and tone**

The visual character says a great deal regarding the organization's image, how the company can establish a solid connection with the client. That is the reason it is fundamental to consider how the voice and tone sound. The tone is more similar to the disposition. It is how the voice becomes animated in interchanges. So if the organization has a more lively voice (or character), your tone (or demeanor) may be silly. The voice and tone, alongside the visual character, are the fundamental components of the general image organizational character, and they need to coordinate. This goes for the publishing content to a blog presence too.



### **Conclusion**

Contingent upon the image and explicit specialty, blogs can be excellent that individuals allude to for guidance and information on a particular subject. When ordering the blog, measure in to give the essential and factual data in the blog and appeal to a particular interest group. If an organization does this, they get reference traffic, returning traffic, and client trust. The ramification whereas advertisers are really in a difficult situation when selling and should put additional work in trusting expected clients. Recent research has shown that inbound associations are multiple times liable to rate their promoting methodology viably. Those leads are of better and amount than those produced through conventional advertising. Publishing content to a blog can do a great deal for organizations attempting to help site traffic. Keep in mind, every day generous site traffic can make ready for better market outreach & Revenues

# The 5 Most Effective approaches to a successful Inbound Marketing Strategy

By Tony Maliakkal



Inbound marketing comprises all the efforts and processes that a business engages in which are intended and targeted at attracting customers. This, however, is different from Outbound marketing, which is a closely related term. The main point of difference here is that Inbound marketing aims to make the customer reach out to the business, or make it easy for the customer to reach out to the business, whereas Outbound marketing aims to reach out to the customer. The emergence and growth of IT and Digital Services have completely transformed the landscape of marketing, allowing companies a greater variety of options as to their Inbound marketing strategy. This article is covered the 5 most effective Inbound Marketing strategies for business.

## 1. SEO (Search Engine Optimization)

A website is the digital center of a business. Ultimately, a company's entire digital marketing strategy is aimed at increasing the traffic, and ultimately sales within the website. This is the major reason contributing to the fact why SEO is one of the most key and underrated aspects of Digital Marketing. Businesses must ensure that their On-page, as well as Off-page SEO, is optimized to the greatest extent. On-page SEO consists of all the optimization processes done within the bounds of the website, the UI/UX, core web vitals, keyword optimization, etc. And Off-page SEO consists of strategies such as Directory submissions, Guest Posting, Backlink creation, social media, etc.

## 2. Blog Marketing

Having a dedicated blog on the company website is a sure-fire way to ensure a steady stream of interested users who could become potential customers. There are several benefits to blog marketing. It is a way to directly provide content to the customers, and generate awareness and interest around topics/products/services relevant to the business. Greatly written blogs that are also easy to read have the potential to be shared on social media which also has the potential to bring in more traffic. Merely having a blog page on a website is enough of a booster for On-page SEO in the eyes of Google.

## 3. Social Media Marketing (SMM)

Having a good social media presence across platforms has never been more important than it is today. But this is also where most businesses go wrong with their approach. Social media marketing involves the promotion of various content

to users using social media platforms such as Instagram, Facebook, LinkedIn, YouTube, Twitter, etc. Consumer engagement is the heart and soul of SMM, and most companies fail to understand this and continue to provide lackluster content which fails to capture the interest of the consumer. However, when the quality of the content is high enough, the customers will seek it out. In this way, social media marketing forms a bridge between outbound marketing and inbound marketing and forms an important part of a business's Off-Page SEO strategy.

## 4. Providing Downloadable Content

Downloadable content can be provided to users in the form of E-books, Newsletters, whitepapers, infographics, etc. One is that these resources can be a great way to provide detailed information to customers, which can then in turn be used to generate interest. Secondly, businesses can provide access to such content by obtaining customer information in return, such as an E-mail. Through this step alone, the company has now generated new leads who have already shown interest in the company and its products/services

## 5. Email Marketing

In many ways, Email marketing has become a cold approach to marketing, and borderline spammy. This has become so due to incorrect targeting of customers. However, Email marketing can be a very effective way to bring in more inbound traffic, mainly for leads who have shown pre-existing interest. This is how E-mail marketing ties in with the strategy of providing downloadable content. E-mail marketing can be effectively used for converting leads into customers, by keeping informed and interested in the business. Companies have been making its use to obtain feedback from customers and engage with them from the moment they sign up to the company website.

I  
N  
B  
O  
U  
N  
D



# How Inbound Marketing Can Be Applied

**By Siddhartha Kumar Singh**



Inbound marketing is a business procedure that gains customers' attention by creating valuable content and experiences that are made and designed for them. It forms connections with customers and solves the problem that they have. Its method is by growing the organization by building a meaningful relationship with customers and valuing and helping the customers through their journey. It can be applied in three ways:

1. Attract: it is by keeping the right people with valuable content and conversation so that they can establish relationships and engage their work
2. Engage: it is by giving a solution that helps in their goals so that they can buy from us.
3. Delight: it is by giving support to help customers to successfully finish buying their products

When customers are successful and share them with others it attracts new customers and hence by helping them we can create a productive chain. This is how we can build momentum that serves as a strong foundation for our organization or work.

It can help us attract customers and audiences to purchase the product and help it advertise and further propagate them. We can start by creating and publishing the content in articles and social media such as Facebook, YouTube, Twitter. It can provide value to us by helping us with advertising. It can help us know how that product can be used, what are its benefits, and customers' experience and comments about the product.

## Engaging Strategies

In this, we engage and communicate while dealing with customers so that we can build long-term relationships with them and benefit from the selling of products for the long term. In this, we can provide the customers with product benefits and how the after service of the product is so that customers can be attracted to the product.

## Delighting strategies

This strategy helps the customer by making them happy, satisfied and helpful so that they can be supported for the long term and we can advise them and help them in choosing the product.

This can be done by doing surveys, reports, and feedback from customers which can help us know what the customers want and make our product popular with the customers.

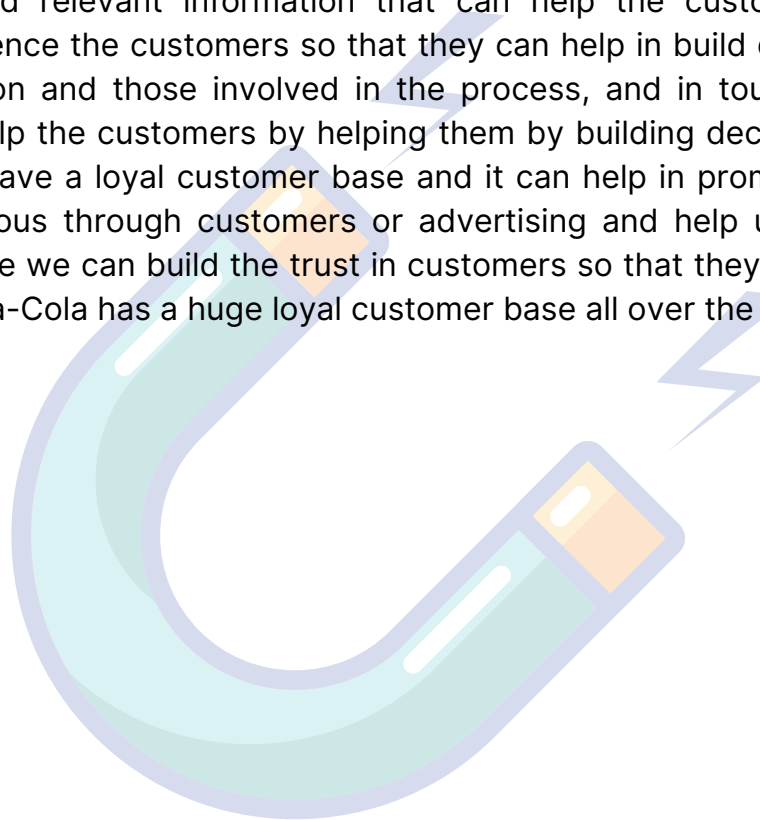
By using inbound marketing we can complete a CRM platform, which includes all the marketing, sales, customer service, content marketing so that we can keep the customers engaged and help the product selling products so that we can engage in long term business with customers by doing feedback analysis and preparing questionnaire so that we can change the product if it is low in popularity with customers and we can also find the trend and taste that customers are having.

I  
N  
B  
O  
U  
N  
D



Inbound marketing is based around content and it builds trust with customers. During times of uncertainty such as we have COVID, -19 customers make decisions by asking the providers with which they have built trust and we can align our strategy with customers so that we can attract them. Ex in COVID 19 case many companies went online to provide customers with various products and services. e.g. restaurants provided home delivery by building apps so that the customers can choose food online and it can be delivered home, many coaching centers went for an online platform to provide teaching and they attract the customers by various schemes and benefits that can be provided to customers.

Inbound marketing works to achieve the customer's attention by building overtime and offering them various choices and relevant information that can help the customers by solving their problems and hence influence the customers so that they can help in build decisions by having the current economic condition and those involved in the process, and in tough times ex COVID 19 inbound marketing can help the customers by helping them by building decision and helping in the long run so that we can have a loyal customer base and it can help in promoting the brand of our product and make it famous through customers or advertising and help us increase the market share of the product hence we can build the trust in customers so that they love the brand and are loyal to the brand .ex Coca-Cola has a huge loyal customer base all over the world.



# Inbound Marketing in Pandemic Days

By **Sebastien Tom Jose**



Inbound marketing is a marketing tool that draws consumers by delivering relevant information and experiences that are targeted to their specific needs. While outbound marketing bombards your audience with stuff they don't always desire, inbound marketing establishes relationships and addresses problems they already have.

Marketers, like everyone else, are unaware of the implications of the lockdown limitations on the company. It's absolutely reasonable for them to postpone campaigns and rethink when they want to launch them. What's notable is that, despite the current economic downturn, more than half of respondents expect to maintain or increase their spending. During times of uncertainty, organizations will look to cut costs, which means there will be a lot less marketing noise from your competitors.

Companies have primarily relied on outbound marketing sources such as face-to-face meetings and trade events, but what happens now that such things no longer exist? Everything they formerly understood is now obsolete and unworkable. Tradeshows are no longer held, and face-to-face meetings are no longer held, rendering outbound marketing obsolete. It has also been demonstrated that this scenario cannot be ridden out, since it has lasted for over 8 months and even if it could, things would never return to how they were.

- The real need for inbound marketing had arrived when
- Tradeshows and face-to-face encounters are no longer permitted.
- Outbound sales are no longer effective since millennials, the increasing population, dislike calls.

Here comes the real need for inbound marketing. inbound marketing assists in converting customers organically, and it is a cost-effective technique. This strategy helps companies to attract customers and convert them to leads in COVID times. Search Engine Land reports that different inbound tactics increased at a rate of 26%. Inbound marketing allows you to develop campaigns that extend forever, set up routines to measure every parameter of the customer journey and interaction, and, most crucially, educate rather than sell. While everyone wants to learn, only a few are willing to be sold.



The things which inbound marketing can offer

- Educational material may help you sell the value of your company.
- Create workflows to track your leads' actions at each stage of the sales process.
- Use informative content to generate business relationships and marketing leads.
- To nurture warm leads, create PPC (Pay-per-click), Social Media Ads, Blogs, Emails, and other supporting material.
- Measure the effectiveness of your efforts using SEO (Search Engine Optimization) tactics and statistics.
- Customers should have influence over the sales process.
- Allow them to absorb the material they desire while also encouraging them to contact you.
- Standing yourself as a solution provider to improve your brand's position.
- This will also assist your company in establishing trust, which is the foundation of all commercial interactions.
- Establish a two-way dialogue with clients.
- Outbound specialized techniques are more expensive and ineffective.
- Increase your exposure by presenting oneself to target audiences in a non-disruptive manner.
- Bring your sales and marketing departments together in one place.
- Everything is managed on a single platform.

## **INBOUND MARKETING STRATEGIES IN PANDEMIC DAYS**

**Create a target persona on Facebook:** Understanding what your target clients want to learn is the first and most important step in developing interesting content. To respond swiftly, you must have a thorough understanding of your market. Reviewing your Facebook Page Insights might help you understand more about who your audience is.

**Customers and leads that you currently have should be surveyed:** A survey is the most straightforward approach to learning about your target market. It does not need to be difficult. You may send a basic form to your email list using SurveyMonkey if you already have one. Your aim is to learn about their challenges so you can develop engaging content that speaks to their deepest desires.

**Conduct In-Depth Interviews to Inspire Your Inbound Marketing Campaigns:** It is recommended to start finding people you can contact for more detailed information after you have a rough concept of how your target market feels. I propose looking for a few existing clients or consumers.

**Produce and Disseminate Engaging Content:** The most crucial aspect of any inbound marketing plan is the quality of the content you provide. You'll never be successful if you write generic, self-serving articles and videos. You'll struggle to attract new clients and consumers no matter how hard you push this material or how well you design it to rank well in search engines.

# Why Inbound Marketing?

By Mohammed Ashik S



It is necessary for any company to do marketing. The type of marketing the company adopts varies according to the company itself, small companies and startups won't go for conventional marketing because it's too expensive and it is unwieldy. Traditional marketing uses emails, billboard advertisements for attracting prospects. People nowadays are not willing to have a lot of junk advertisements in their mail from the stores they are not interested and this creates hatred towards the stores themselves. This is the place where inbound marketing comes in. Inbound marketing and its technics are mostly preferred by startups and small businesses. This type of marketing is more of an approach that helps in attracting prospects to the business. The main difference between traditional marketing and inbound marketing is traditional marketing interrupts life whereas inbound marketing helps people in solving problems.

Inbound marketing is used to attract modern customers of these days. The prospects are made to visit the company's website by showing them contents which prospects are interested. This increases the number of viewers on the company's website. The next stage is converting the prospects into leads and then into buyers. Inbound marketing works by providing a solution to the prospect's problems. The prospects are in search of answers to a problem and inbound marketing guides them in the right direction. Inbound marketing is more effective because the customers visit the website by organic search and hence have a good closure rate of about 14.6%.

## **Various reasons to adopt inbound marketing.**

### **The cost of inbound marketing is much lesser when compared to traditional outbound marketing:**

Outbound marketing consists of Television ads, Print ads, Billboards which are costly when compared to inbound marketing. It is 61% cheaper than outbound marketing lead generation. Inbound marketing helps in saving money and in return provides better ROI.

### **Inbound marketing has more closure rate:**

The people who visit the website already have an interest in the products/ solutions offered on the website. The closure of the sale happens when the solutions for the problem are provided. The content in the website is more important to attract customers to the website.

### **Inbound helps in saving time:**

Inbound marketing helps in saving time to convert prospects into customers. Once the prospects visit the website and become lead the prospects are qualified. The qualified prospects are followed up by software and tools by sending marketing emails, Social media posts, and advertisements. This follow-up is done by various automated software. As the prospects are already interested in the product and with the help of automated software's/ tools the prospects can be converted into customers in less time.

I  
N  
B  
O  
U  
N  
D

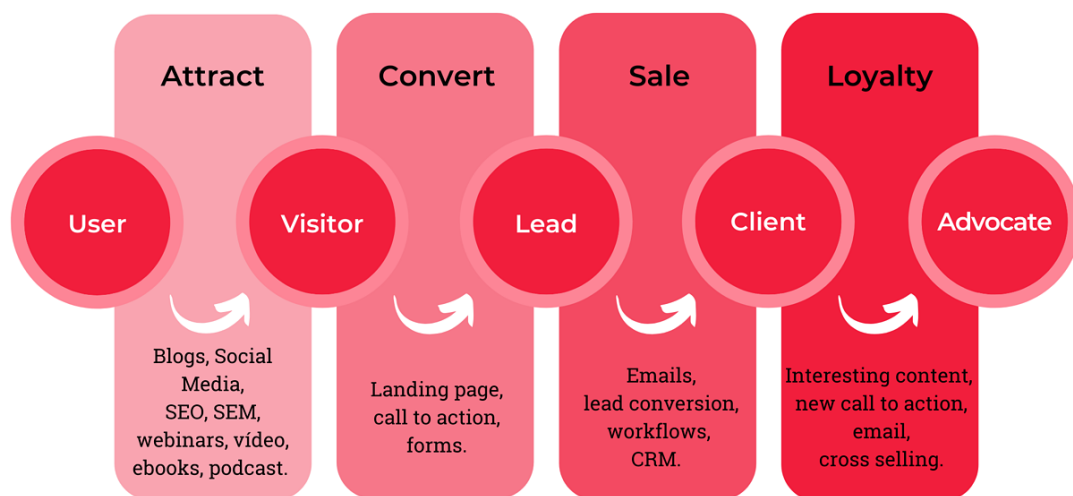
### **Inbound is measurable:**

The inbound marketing is Measured Using a CRM tool. Measuring the performance of sales or marketing is important. The measurement helps us to answer the questions like how engaging our content is, which part of the content attracts customers, what keyword brings attracts customers into the website, which part of the content should be improved, and much more. The measurement also helps in setting up new goals or millstones for new campaigns.

### **Conclusion:**

From this we can conclude saying that inbound marketing is effective method in solving the problem of investing billion dollars on different ways of marketing where views and conversion rate cannot be recorded. Inbound marketing solves the problem and reduces the cost of advertising. With this we can conclude that, it completely depends on company objectives and which marketing method aligns in brining revenue to the company.

## **Inbound Marketing**





# Inbound Marketing is a low-cost approach

By Abhimanyu Singh



Inbound marketing is a low-cost approach

- To get started with inbound marketing, all you need is a website and some content.
- The initial costs of establishing a following for your blogs and social media profiles may be daunting.
- You can start it small and expand your business over time.
- To get the most, you can change your campaigns based on the outcomes of past efforts.
- Traditional advertising methods such as television ads, print ads, billboards, and posters are much more expensive.
- While these can increase awareness, they aren't as effective at attracting and keeping clients.

## Customers who are tech-savvy favor inbound marketing

- Traditional marketing strategies are losing appeal with clients in the age of social alienation.
- According to Search Engine Land, inbound marketing strategies such as paid search and social media have surged by up to 26% since the global epidemic.
- The use of television, print, and direct mail has decreased by up to 46%.
- It is undeniable that inbound marketing is the way of the future.
- People are spending more time on digital platforms as they choose to stay indoors.
- They're more inclined to use online resources to learn about brands and make purchasing decisions.

## Long-term benefits of inbound marketing

Instructional manuals, infographics, case studies, and eBooks are examples of inbound marketing content that have a longer lifespan than outbound content.

It's more of a number-related game rather than a guarantee that you'll be able to create trust and significant long-term relationships this way.

## The authenticity of inbound marketing

- According to the Edelman Trust Barometer, 81% of people think about trust when making purchasing decisions.
- They're used to advertising that makes huge promises but never delivers.
- As a result, inbound marketing tactics that include the creation of practical and engaging content appear to be more authentic in the long run.
- It's time to put your ideas into action now that you know how inbound marketing works.
- To be effective, this marketing strategy necessitates a variety of content formats.

I  
N  
B  
O  
U  
N  
D



## Investigate your buyer persona

- The creation of a buyer persona is an essential first step in any effective inbound marketing approach.
- A buyer persona describes a customer's behavior, needs, lifestyle, and demographics.
- You'll be able to develop engaging material that appeals to your target audience.
- It's fine if you don't have this information.
- Request that customers complete online surveys or answer a few questions over the phone so that you may collect data.
- Type Form and Google Form are two tools that can assist you in creating and launching client surveys.

## Customers should be segmented

Customers might be divided into groups based on trends, patterns, or behavioral data.

Sort clients into groups depending on their age, gender, and geographic area.

Email marketing campaigns are launched by some eCommerce companies based on a customer's stage in the sales funnel.

Let's pretend you're marketing a CRM tool to a group of three people: Mandy: Mandy is a twenty-year-old first-time business owner.

## Create social media campaigns to get your audience's attention.

In the near future, more consumers will use social media to discover brands and follow businesses that correspond with their beliefs and interests. Due to these factors, it is a perfect medium for attracting new clients and maintaining relevance with existing ones.

You'll want to include links to case studies, landing sites, whitepapers, and blog entries in your posts. While a beautiful photo may entice new customers, purchasers are more interested in knowing about the specifications and features so that they can make an informed purchase decision.



Optimize for mobile devices.

There are 5.22 billion mobile phone users on the planet. According to Broadband Search, desktop users account for 55.9% of traffic, while mobile users account for 40.1 percent. If a site isn't mobile-friendly, it will be removed from the SERPs for mobile searches. Creating a mobile-friendly site includes adopting a responsive template, including larger, clickable CTAs, large fonts, and picture optimization. Customers want pages to load in 2 seconds or less, even if your site is optimized for mobile. If they don't, they'll go back to their Facebook feed and forget about your business.

"Power Posts" should be created.

- After analyzing 1 billion articles, Buzzsumo discovered that the top 1.3 percent of articles accounted for 50% of all social shares.
- Brian Dean's technique entails devoting time to a single post.
- For a single post, he spent 50 hours writing, creating, editing screenshots, and developing the page.
- By developing the finest blog possible, Brian Dean can increase the amount of engagement for each post he publishes.
- Despite the fact that he doesn't post fresh content on a regular basis, he demonstrates that inbound marketing is a race that can be won by going slow and steady.
- 

Organize a webinar or online classes.

- Due to the epidemic, many in-person activities and conferences have been canceled, but all hope is not lost.
- Businesses have opted for free webinars that supply viewers with relevant information.
- The advantage is that viewers can download the video in real-time, replay segments, and ask questions.
- Why Hosting an online webinar is less expensive than holding an in-person event?

Findings

According to Search Engine Land, inbound marketing strategies such as paid search and social media have surged by up to 26% since the global pandemic. The use of television, print, and direct mail has decreased by up to 46%.

Conclusion

Inbound marketing is a worthwhile investment that may help your company acquire clients, create trust, and foster loyalty in the long run. Focusing on an inbound methodology when you plan your promotions is a prudent decision that will benefit both your customers and your organization.

# Inbound Marketing As An Effective Strategy

By Sambhav Sinha



## Inbound Marketing

Inbound marketing is a marketing technique that emphasises the value of content production in attracting customers and bringing them into your sales pipeline. In essence, it entails cultivating consumer relationships through social network posts, email campaigns, and mobile-friendly advertisements. For good reason, many marketers have underlined the value of inbound marketing. This is why: Inbound marketing, according to 41% of advertisers, produces a meaningful return on investment. Incoming marketing efforts generate a favourable ROI for 82 percent of advertisers. It can tolerate a lot of bad weather if it's properly protected. Inbound marketing generates three times the number of leads per dollar spent. when compared to traditional marketing

For their social media posts, 91 percent of consumers favour real brands.

These figures demonstrate that internal marketing is a low-cost method that can boost earnings while also ensuring that your advertising spend is well spent. Quality material such as eBooks, course examples, webinars, or email campaigns suited to consumer needs and interests are all part of a solid incoming marketing plan. Expect increased registration and re-purchase if you can position your company as a desirable asset.

## Benefits of using an inbound marketing strategy?

There are three major reasons why internal marketing is more effective than other options. Here are some of its distinct advantages, as well as some pointers to get you started.

### 1. It is a less expensive technique to use inbound marketing.

To get started with internal marketing, all you need is a website and some content.

The start-up costs of building a following for your blogs and social media accounts might be intimidating for small businesses. You can, however, start small and scale up as your company grows. To get the most out of your money, you can also adjust your campaigns based on the success of past efforts. Traditional marketing methods, on the other hand, include television ads, printers, billboards, and more expensive posters. While this may raise awareness, it is ineffective in terms of attracting and retaining clients.

### 2. Inbound marketing is beneficial in the long run.

Instruction manuals, infographics, course examples, and eBooks are examples of incoming marketing content that have a longer lifespan than outgoing marketing content. You can make it more valuable by updating and republishing your information to keep it fresh and current. Traditional marketing tactics, on the other hand, are quick and enjoyable. To get a few auctions, a salesperson can spend many hours contacting and calling potential earners. However, there is no assurance that you will be able to establish trust and significant long-term relationships in this manner; it is more than a numbers game.

### 3. There is true inbound marketing.

According to the Research, 81 percent of consumers consider trust when making purchasing decisions. Unfortunately, they're also used to advertising that make big claims but don't deliver. As a result, inbound marketing tactics that include the creation of tangible and intriguing content appear to be more feasible over time.

I  
N  
B  
O  
U  
N  
D



## **Strategies for inbound marketing**

Now that you know how internal marketing works, it's time to act on it. To enhance efficiency, this marketing strategy necessitates a variety of content formats.

Some of the most effective incoming marketing methods and some best practices for increasing engagement are :

### **1. To know who is the target market**

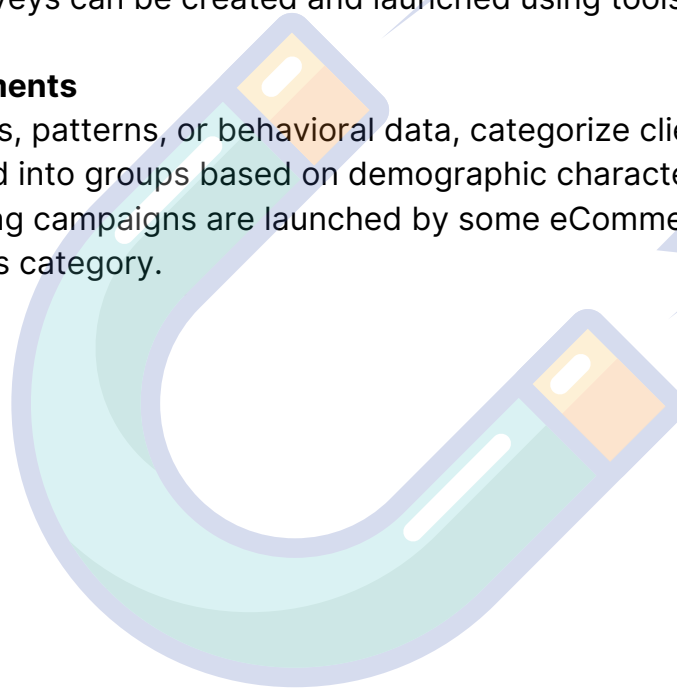
Building a buyer is a vital first step in any successful inbound marketing plan.

First, the buyer determines the customer's behavior, needs, lifestyle, and demographics. You will be able to develop interesting content that resonates with your audience after completing this training. Check online metrics like mobile traffic, jump rates, page traffic, and conversion rates if you have relevant data for your present (or potential) clients. Then look at each user's profile, call results, and overall income to get beyond the numbers. Request that clients complete online surveys or answer a few questions over the phone so that you can track their responses. assemble information Customer surveys can be created and launched using tools like Type Form and Google Form.

### **2. Create consumer segments**

Then, depending on trends, patterns, or behavioral data, categorize clients.

Customers are segregated into groups based on demographic characteristics such as age, gender, and region. Email marketing campaigns are launched by some eCommerce companies based on the client category in the sales category.



# What Is Inbound Marketing Methodology?

By Siva Sainath



Inbound Marketing is a business term that considers possibilities and new clients through essential substance creation and encounters customized to their extraordinary necessities and purchasing venture. Inbound advertising is tied in with framing associations, responding to questions, and tackling issues.



Inbound Marketing isn't only a program or a mission that can be dispatched; it's a change in how one carries on with work and how you associate with your possibilities and clients. Inbound advertisers comprehend that the manner in which purchasers examine and settle on choices has changed, and as brands, we really want to perform as well.

## 3 INDUSTRIES THAT BENEFIT FROM INBOUND MARKETING

### 1. Media

Organizations that have depended on their outreach groups to cold pitch and produce their own leads are battling to keep up. This model is common in the media business. Customary outbound business improvement exercises are only not quite so compelling as they used to be. Beforehand, prospecting for new clients was a numbers game. Assuming you were focused and invested steady energy, you could rely on beneficial things occurring. The math was straightforward:

In any case, nobody answers their telephone any longer. It's troublesome just to get a reaction or open an email! The purchasing worldview has moved. Prospects at this point don't have any desire to be offered to; they don't need additional interferences. All things being equal, they need to purchase based on their conditions and time period. They're searching for confided in well-informed authorities, thought pioneers who can teach them and assist them with finding answers for their concerns.

Inbound promoting permits your possibilities to find you and lift their hands when they're prepared to interface with a salesman. Subsequently, inbound showcasing produces better caliber and more affordable leads.

### 2. Staffing and Recruiting

It's significant that organizations that have various purchaser personas (chiefs) convey the right advertising message to the right crowd.



This is really difficult for the Staffing and Recruiting industry. These organizations usually attempt to speak with both employing administrators and occupation up-and-comers. The promoting message and the deals/selecting process are unmistakable for each gathering. What resounds for one won't work for the other. Like this, division of market information and message customization is fundamental.

The inbound showcasing approach empowers associations to make altered promoting content explicitly intended for each unmistakable crowd and address the remarkable necessities of every purchaser persona. This modified substance would then be able to be distributed and advanced through channels that are suitable for each audience. Inbound Marketing for Staffing and Recruiting Agencies.

### 3. Professional Services

Individuals look for the administrations of legal counselors, bookkeepers, and specialists for their ability in a particular discipline. They need counsel from educated authorities and thought pioneers. The test for the possibility is how to track down the right asset in a highly jam-packed field.

Being recorded in the Yellow Pages and having a site isn't sufficient. Individuals need to work with firms they know and trust. What's more, assuming they cannot recognize you from the many different firms that offer your assistance, how might they get to know you?

Inbound advertising is an approach used to draw in consideration of possibilities utilizing content creation content that positions you, your business, and your outreach group as thought pioneers, educated authorities, and confided in counsels. Late exploration shows that 78% of B2B purchasers start the interaction with a Google search. Make content that addresses your possibilities' inquiries before they're posted.

Give important data to individuals who aren't prepared to get the telephone to plan an arrangement.

- Teach your market
- Share your novel perspective
- Become a confided in asset
- Become an idea chief

At the point when your possibility is prepared, you'll be the firm they know. You will be the firm they trust. You will be the firm they call.

### 4. PEO/HRO — Establish trust and credibility with your prospects to accelerate the sale

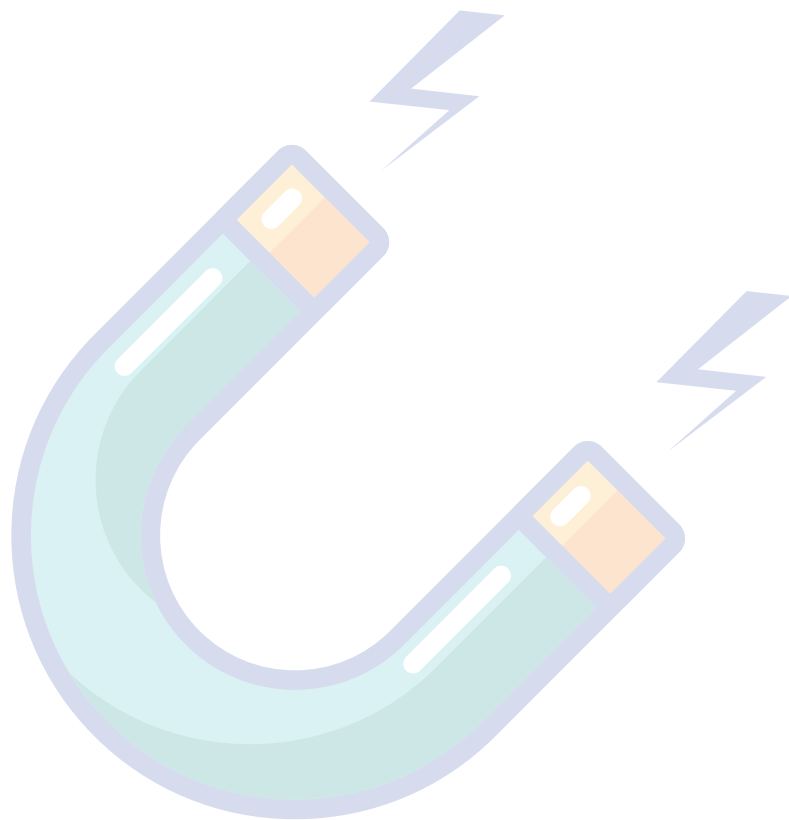
It requires a staggering measure of trust for a business to re-appropriate its HR organization to an outsider. A company's representatives are their most significant resource, and you don't need to impart their most touchy data to simply anybody.

Therefore, setting up your validity and building entrust with your possibilities right off the bat in the business cycle is basic. Assuming they don't trust you, they won't make the following stride in the business interaction. Generally, trust and validity are constructed gradually, permitting a possibility to get to know you more than a little while or months.

This is one explanation PEOs/HROs esteem reference sources so exceptionally. Getting a reference to a certified possibility assists the business interaction since trust and believability are prepared for the presentation (as long as they come from a dependable source). Lamentably, most PEOs/HROs cannot depend on reference sources to drive their income development destinations since they don't get enough references to meet their business pipeline necessities.

Inbound Marketing strategies can assist with tending to this test. In the first place, missions can be executed to produce leads, yet new reference sources also. Further, designated crusades have demonstrated especially success in mining new references from setting up reference sources. Furthermore, the idea authority content made for your inbound showcasing methodology will help a PEO/HRO transcend the clamor on the lookout and contrast well and the opposition. Contextual investigations can be a basic piece of the substance system. Contextual investigations and the tributes that go with them can be virtual reference sources, setting up trust and validity with your possibility and speeding up the arrangement through the business channel.

If you're in one of these enterprises and you haven't investigated the inbound promoting procedure for your business, then, at that point, you're currently sub-par. Your opposition is exploring, conveying, and right now getting results more qualified leads, more deals, expanded income from their inbound advertising procedures.





**1. By what criteria does a content compass aid in the organization of monthly initiatives?**

- (A) SMART goals
- (B) Inbound marketing campaigns
- (C) Sales campaigns
- (D) All of the above

**2. When it comes to optimizing conversion opportunities, what areas can you experiment with?**

- (A) The conversion opportunity's actual design (e.g., the CTA colors, length of form, etc.)
- (B) Any copy that appears on or around the conversion opportunity
- (C) Images, links, headlines, testimonials, and social proof are all useful additions.
- (D) All of the above

**3. What is SCOPE?**

- (A) Standardize, Contextualize, Optimize, Personalize, Empathize
- (B) Standardize, Contextualize, Optimize, Personalize, Epitomize
- (C) Specialize, Contextualize, Organize, Personalize, Energize
- (D) Standardize, Contextualize, Organize, Personalize, Expertize

**4. How long should you let your conversion optimization experiments run (on average)?**

- (A) 2 week
- (B) 4 weeks
- (C) 10 weeks
- (D) 46 weeks

**5. On one of your forms, you're attempting to compute the conversion rate. Although 600 people viewed your landing page, only 50 people filled out the form. What is your form's conversion rate?**

- (A) 8.3%
- (B) 17%
- (C) 33%
- (D) 49%

**6. What is the significance of goal setting in inbound marketing?**

- (A) Ensures that your marketing, sales, and service teams are all on the same page.
- (B) Provides you with content safeguards.
- (C) It assists you in determining the performance of your inbound marketing initiatives.
- (D) All of the above

**7. The five principles of inbound marketing are as follows:**

- (A) conversion, reporting, email marketing, SEO, delight, buyer's journey,
- (B) Buyer personas, SEO, social media promotion,
- (C) Contact information, customer personas, the buyer's journey, content, and goal-setting
- (D) Attract, engage, setting goals, lead nurturing, segmentation, SEO.

**8. Why are conversations crucial in an inbound marketing strategy?**

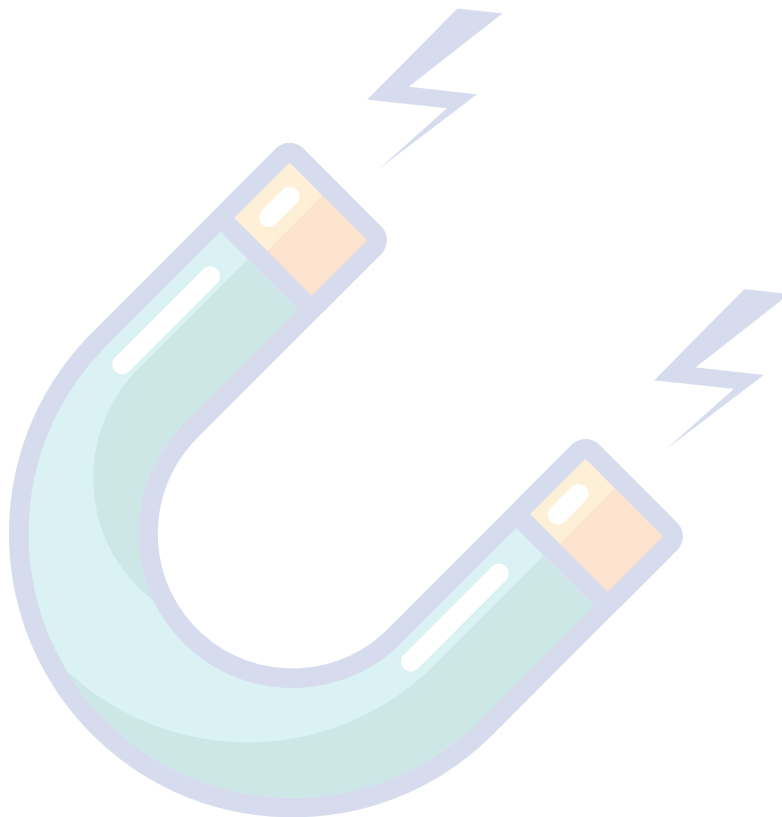
- (A) Because your buyer personas may view conversations to be trendy, your brand will obtain more momentum on social media.
- (B) Only outbound marketers should engage in conversations. Inbound marketers are in charge of content and promotion.
- (C) Conversations have the potential to offer your material in a consistent and relationship-focused manner.
- (D) Once you've figured out what inbound marketing is all about, you'll need to talk to your team about it.

**9. The entice and delight stages of the inbound methodology are the only instances when social content is employed. True or false?**

- (A) True
- (B) False

**10. Among the following, \_\_\_\_\_ is NOT a category in which your content audit should be organized?**

- (A) Content title
- (B) Content length
- (C) Lifecycle Stage
- (D) Buyer's journey stage



**By Shamalu Mathew**

**ANSWERS**

- 1.D
- 2.D
- 3.A
- 4.B
- 5.A
- 6.D
- 7.C
- 8.C
- 9.B
- 10.B

**1. Which of these is a requirement for Inbound Marketing as a strategy?**

- Social Media
- Search Engines
- Blogs
- All of these

**2. Which among the following is commonly referred to as the internet's "currency"?**

- Traffic Rank
- Website Grade
- Inbound Links
- Indexed pages

**3. Which among the following is not an example of an Inbound Marketing strategy?**

- Content Creation
- Direct Mail
- Lead Nurturing
- Pay Per Click

**4. What is the better comparison of "Location" in inbound marketing?**

- Create
- Link
- Email
- All of these

**5. A company "B" conducted a survey and discovered that its viewers were not getting a clear picture of what they offered. What are your thoughts on what can be done?**

- Include a link to "about the products."
- Include product screenshots/videos.
- All of these
- On the same page, include a detailed explanation of "who we are?" and "what we do?"

**6. Which of the available dataset cannot be used to score leads?**

- Trial product downloads
- A user visits a competitor's website.
- The time spent on the company's website.
- Email opens and clicks

**7. What can be done to address user experience concerns in the "pop up opt-in" pattern?**

- Maintain a minimum number of days' gap
- Delay in displaying the popup
- All of these
- Maintain a minimum number of page views gap

**8. What methods could you use for the explanation of the demonstrated product on a landing page?**

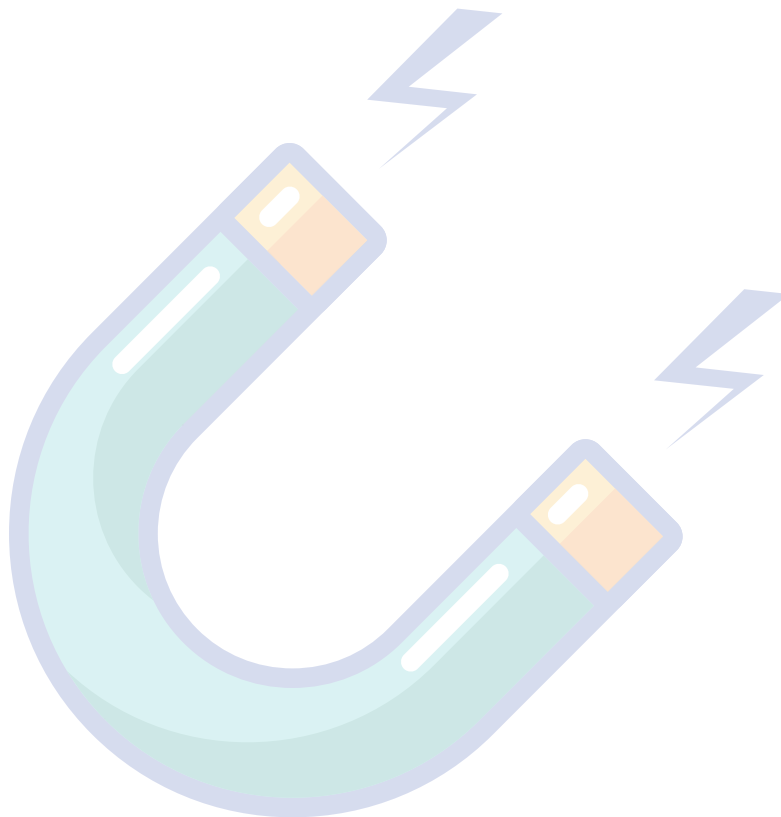
- As an extension of the value proposition communication through the tagline, write a brief paragraph.
- Make concept images to highlight different product features.
- All of these
- Make several points that briefly explain value propositions.

**9. Drip campaigns are basically employed by which apps?**

- Mailchimp
- Benchmark Email
- Aweber
- All of these

**10. Among the listed options what can be the reason due to which the users are not filling the website's lead generation form?**

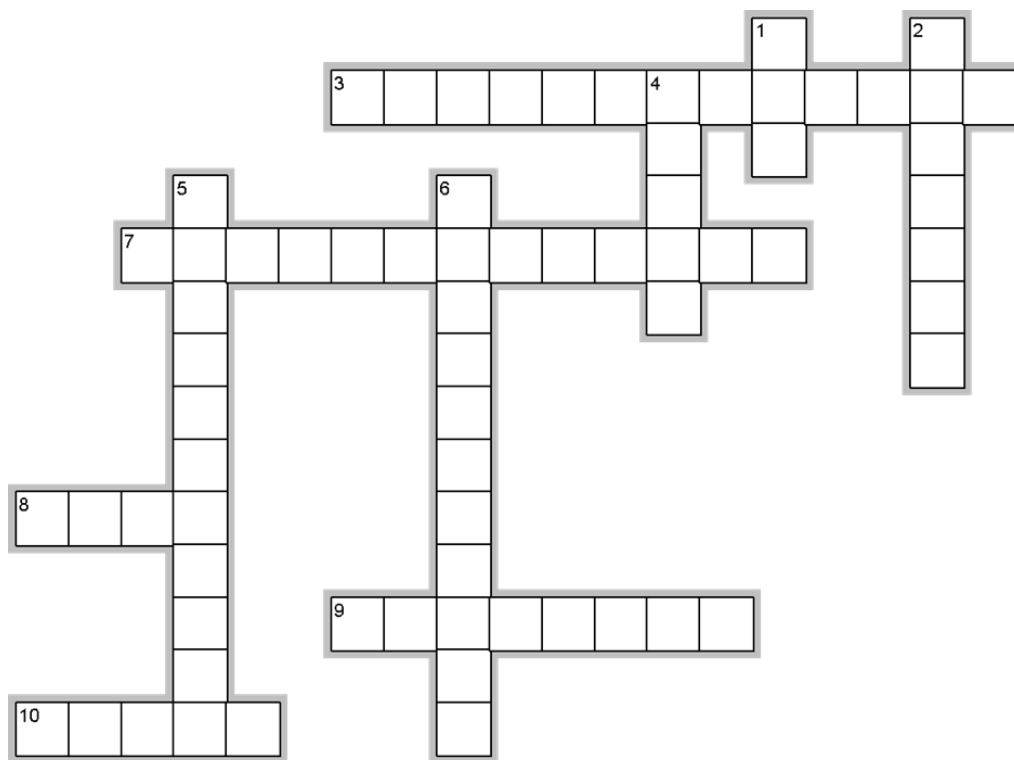
- Scanning is difficult.
- Spaced too closely
- All fields in a single form
- There are fewer fields.



**By Risha Singh**

ANSWERS

- 1.D
- 2.C
- 3.B
- 4.A
- 5.B
- 6.B
- 7.C
- 8.C
- 9.C
- 10.D



EclipseCrossword.com

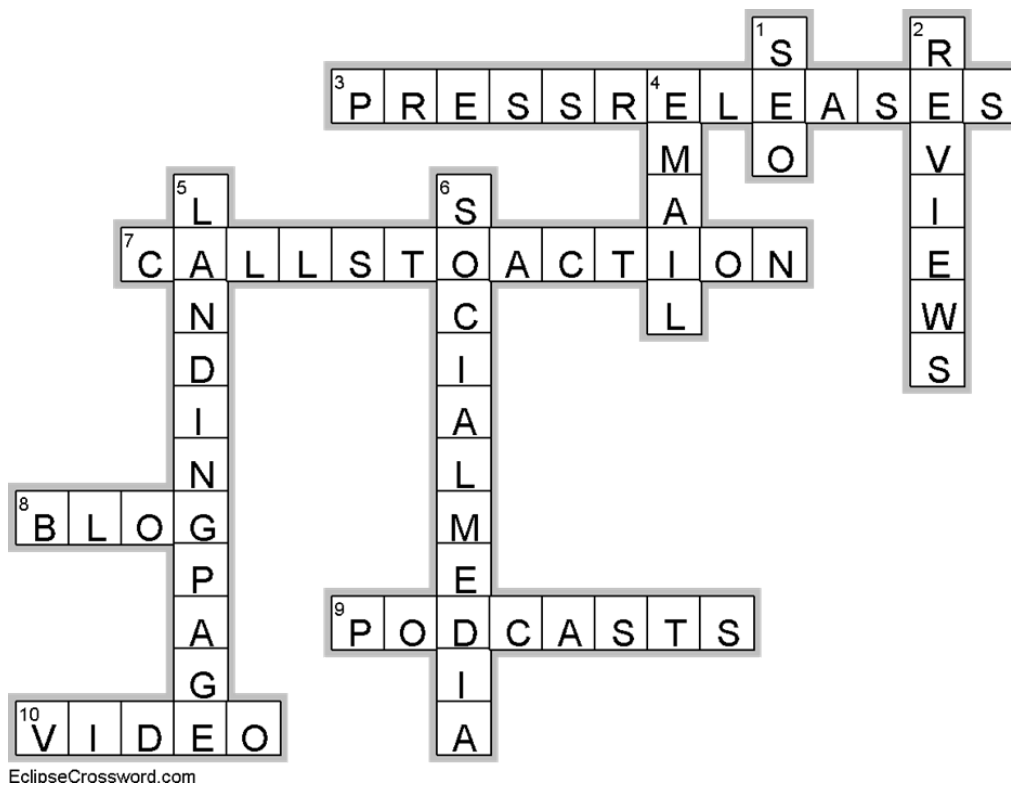
#### Across

- 3. Helps in promoting the company's news, innovation, and Growth
- 7. Designed to prompt an immediate response
- 8. Informative Website
- 9. Latest trend in reaching the target audience
- 10. Easy to use in a multi-channel marketing strategy

#### Down

- 1. Generate Organic Traffic
- 2. Helps consumers decide whether or not to trust a brand or product
- 4. Helps in building one-on-one relationships with customers
- 5. Entry point for a web page
- 6. Helps in building community and followers

## Solution:



By Samanthawada  
Kumaran Aravind

## FACULTY CO-ORDINATORS

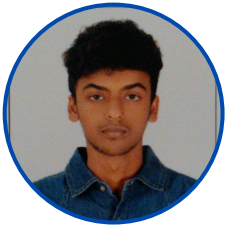


Dr. Barkathunissa



Dr. Vasudevan M

## DESIGN TEAM



Vishaal Kumaran



Nipun Dinesh



Yagyanshi Anand



Akshay Sharma



Rishab Jain

## EDITING TEAM



Aastha Sharma



K. Jayalakshmi



Prajwal K R



Tanisha Roy

## CO-ORDINATORS



Anagha Menon



Aishwarya Raj



Vaishnavi Jha



Yadu Krishna