

4 Basic Principles of Inbound Marketing



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Overview

In today's world of technology, consumers are becoming increasingly more difficult to reach through traditional means of advertising. Commercials are skipped and with the internet in their pockets, few are picking up a phone book. It's never been harder or more important to reach your audience at their exact moment of need, and there is no more effective medium than the Internet.

In the following pages, we'll discuss 4 basic principles of Inbound Marketing. These fairly simple rules can be easily implemented by anyone, including those who are just now stepping into the Inbound Marketing arena. If you've ever found yourself wondering where to start or how to make your marketing efforts more effective, this information is for you!

Content Is King

Most likely, you've heard of keywords and how those can help your site rank higher. It may seem like a quick and easy way to get found. However, the really crucial piece is how and where they are implemented. There was a time when websites could show up fairly high in search results by cramming their site full of searchable terms. The practice, known as "keyword stuffing," is now quite obsolete as Google has matured and found ways to deliver a better user experience. Nowadays, it's all about your site's content.

Google wants to deliver the most relevant results possible, and part of that is accomplished by finding thought leaders on particular topics and placing those results at the top. This is accomplished by scouring your site's content such as blog posts to determine your authority on a given search term. As you blog about the term, you'll find that you naturally use it along with several variations of it throughout your piece. To your readers and search engines, this says that you have some authority on the topic and your site will gain relevance. Back up that information with whitepapers, e-books and other premium content, and you've got a great start.



It's All About CEO (Customer Experience Optimization)

Hubspot, an industry leader in Inbound Marketing, has a theory. It's a really simple one actually and one that makes a lot of sense when you think about it. This theory is that you should shift from an intention of SEO (Search Engine Optimization) to CEO with your online efforts. Google has made it abundantly clear that they are looking for results that focus on the user experience. They are continually updating in an effort to ensure that searchers are finding the highest quality content possible and want sites that are informative and engaging at the top of the results page. By focusing on your target audience and their overall experience with your site and data, you will naturally create great CEO.

Always keep your ideal reader or customer in mind as you create blogs, premium content, and even with your Social Media updates. Make your site smooth and engaging so that users will want to stay and interact.



Inbound Links are a Must

As always, it all goes back to the quality of your content. Inbound links are yet another way for search engines to determine your authority on a given topic. These should be quality links that are coming to you based on things like your blogs and premium content. When you establish your site as a reliable and authoritative source of information, you'll find that link-building occurs easily. A couple of ways to help expedite the process include:

1. Building Strong Relationships Through Social Media
2. Guest Blogging
3. Leaving Thoughtful Comments on Related Blogs (Be sure to link back to your own blog)

Get your name and your site out there through reputable sources.

Leverage Social Media

Many businesses operate Facebook pages. Unfortunately, many of them are under-utilized and other sites such as Twitter and LinkedIn are often ignored entirely by small businesses. Among the obvious benefits such as relaying important information to your followers, Social Media has the added advantage of aiding in almost every other facet we've discussed. Have a great blog? Share it! Want to engage your audience and develop a great user experience? Keep them up-to-date through your Social Media accounts! Of course, if you do these two things, you'll start to organically build those inbound links as well. Just as you would with your website, consider your Social Media accounts as separate store fronts for your business.

Thank You



We hope you've found the information provided in this whitepaper to be useful. If you'd like to learn more about Inbound Marketing, please visit our website at www.BlinkJarMedia.com.