

# Tips for effective inbound marketing success

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On a daily basis, individuals are bombarded with a variety of marketing messages including television commercials, billboards, radio commercials, print advertisements and cold calls. These marketing techniques are referred to as outbound marketing and they occur when a company initiates interaction with a potential client.



Although many companies are utilising this form of marketing technique it is not always effective. This is because individuals are drowning in the vast amount of marketing messages they are receiving daily. One way to ensure your marketing message breaks through the clutter is to practice inbound marketing.

Inbound marketing is the practice of promoting a company through marketing techniques such as search engine optimisation, blogs, social media marketing, content marketing and landing pages. Unlike outbound marketing, which has no shame in its attempt to fight for a user's attention through forceful messages, such as television commercials, inbound marketing strategies attract potential customers on their own accord. The hope is that once an audience member is drawn to your company, they will be transformed from a lead to a regular customer.

You may think this is a tall order; however, this can easily be achieved using a few simple techniques. Inbound marketing focuses on producing content of high quality which in essence draws individuals to your company. Creating appealing content that audience members can relate to attracts potential customers and creates increased company exposure.



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One of the most effective ways to implement inbound marketing is to utilise search engine optimisation and pay per click campaigns. You can achieve this by identifying the main keywords within your company and creating/ optimising Google AdWords campaigns. If you provide student accommodation, for example, your main keywords may be 'residence', 'accommodation' or 'student'. This makes it easier for potential customers to find your company.

**So, a few tips to consider are:**

- 1. Interesting content** - You want to create noteworthy and stimulating content that will initiate conversation and receive likes and shares. Make sure your content adds value to the reader; time is money so don't leave them

disappointed. Content must be interesting and compelling, you don't want to put your audience to sleep.

**2. Relatable content** - The most successful content is content that relates to the reader so generate content with which your audience can identify. Illustrate how your service or product can relate to them on a personal level.

**3. Originality** - Don't you hate reading the same thing over and over again? Create interesting and original content. Don't just blend in with the crowd.

**4. Do not limit yourself** - Use all avenues that are available and relevant to your company. Social media, SEO, blogging and PPC are just a few avenues that you may want to consider.

**5. Remember your company voice** - Make sure your inbound marketing strategy is in line with your company's values and vision.

**6. Commitment** - Remember that inbound marketing is an investment so make sure that you are able to dedicate enough energy and time into your marketing plan.

If your website is easy to find and you optimise your keywords, while producing relevant and informative content then traffic will be drawn to your website. These leads may be converted into customers resulting in increased sales. Happy inbound marketing!

## ABOUT AIMEÉ SERRÃO

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