

SO WHAT IS INBOUND SMARKETING?

INBOUND MARKETING

Inbound marketing attracts potential customers to your site through educational information so you can convert them to leads, close them as buyers, and delight them over time.

SMARKETING

SALES ENABLEMENT + MARKETING = SMARKETING

Sales and Marketing are two halves of the same team: Team Success. Smarketing is alignment of sales and marketing around the same goals and target audiences, increasing revenues and ROI.

Organizations with tightly aligned sales and marketing functions enjoyed 36% higher customer retention rates and 38% higher sales win rates. (MarketingProfs)

4 STAGES OF SMARKETING

1 • ATTRACT

Bring the right potential customers to your website as they're looking for solutions to a problem.

2 • CONVERT

Convert visitors into leads by exchanging their contact information for valuable content you've published.

95% of buyers chose a solution provider that "Provided them with ample content to help navigate through each stage of the buying process." (DemandGen Report)

3 • CLOSE

Transform leads into customers using consistent communication (lead nurturing) to build trust and engage with prospects until they are ready to buy.

Nurtured leads make 47% larger purchases than non-nurtured leads (ANNUITAS Group)

4 • DELIGHT

Continue the conversation with loyal, engaged customers via social media, email, and educational content sharing.

