

INBOUND MARKETING

How to Connect to and Nurture Your Customers



Research



Strategy



Creative Brief



Blogging



CMS



Social



SEO



Call To Action



Landing Page



Email



Sidekick



Analytics



CRM

Tired of managing multiple platforms? Don't know how SEO relates to marketing campaigns?
Stressed out about attracting the right customer? Desperate for integrated reporting? Unsure what is working?

It's time to call **LITTLE BIRD MARKETING!**

We listen to your specific sales goals to customize a comprehensive platform to bring your entire marketing plan together. We then create content designed to attract your ideal customer. From blogs to social media, keyword development to award winning web-design – everything we do nurtures the prospect through the buying process. Our approach removes the guess work and hassle of marketing campaigns and gives you more control with a marketing strategy that actually works and can be measured. **Our demo will blow you away!**

**ALL OF YOUR MARKETING
DATA IN ONE DASHBOARD**



Inbound Marketing is a customized process of identifying and attracting your dream clients, providing them with undeniable value, and creating an enjoyable buying experience so that they can't help but become raving fans.

Four Marketing Actions



ATTRACT: Strangers become visitors

We don't want just any traffic to your site, **we want the right traffic** – those who are most likely to become leads, and, ultimately, happy customers. Who are the “right” people? We create buyer personas, which represent holistic ideals of what your customers are really like, inside and out. We carefully craft a marketing plan around these dream clients.



CONVERT: Visitors become leads

Once we've attracted the right website visitors, the next step is to convert them into leads by gathering contact information. At the very least, you'll need email addresses. Contact information is the most valuable currency to the online marketer. In order for your visitors to offer up that currency willingly, you need to offer them something in return! That “payment” comes in the form of epic content, like eBooks, whitepapers, or tip sheets - whatever information would be interesting and valuable to each of your potential clients.



CLOSE: Leads become customers

We're on the right track. We've attracted the right visitors and converted them into leads, but now they should become customers. Refined marketing tools are used at this stage to make sure we're **closing the right leads at the right times** with as much sales automation as possible.



DELIGHT: Customers become promoters

What's better than a satisfied customer? **A raving fan.**

The Inbound way doesn't stop once they become a customer. We can continue to engage and delight your customer base solidifying their loyalty.

Lather. Rinse. Repeat.