

5 Of The Sexiest Inbound Marketing Techniques



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1. Introduction

"The Internet is not so much about technology as it is about people".

The Internet is profoundly transforming the way people communicate and interact with each other. This change has also dramatically affected the business world by altering the way people shop for products, both B2B and B2C. Ten years ago, companies reached their consumers through trade shows, print advertising, and other traditional marketing methods.

Today, people start their shopping experience by looking on the Internet and, more specifically, search engines, especially Google. In order to remain competitive, businesses' websites need to be found on the web and in search engines.

Businesses have the opportunity to leverage the Internet to reach out to customers effectively and inexpensively with targeted messages that customers seek out, not ignore.

In the next few pages we will look at some of the success stories that bewildered the traditional marketing industry however you can easily implement these techniques for your business.



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2. eBooks - Ways to Make Your Ebook Go Viral

An ebook is created in a word processor like word and converted to PDF

Creating free content that addresses a specific need in your industry and is written in a conversational style can be one of the sexiest ways to drive traffic to your site. To the left are some examples.

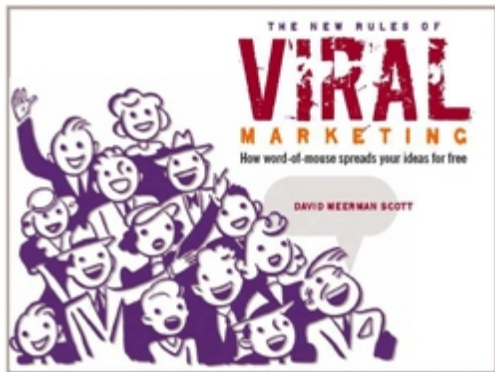


[Dr. Helaine Smith](#) writes an ebook that brings tens of thousands of dollars per month in new revenue, it is craft marketing. "[Healthy Mouth, Healthy Sex!](#)"

If you want people to share your ebook (or any other type of content) you have to allow them to access and distribute it feely and easily. Don't charge for your best content, and don't ask people to sign in to get at it.

When you release your ebook, make sure that it appears in the social sites that your target demographic visits often. Twitter, Facebook and LinkedIn are great places to do this. You can [get a free PDF writer](#) here to make your own eBooks.

Free PDF Downloads: [Healthy Mouth](#) – [Viral marketing](#) – [Offline Riches](#)



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3. Blogging – **Blogging is as sexy as it gets!**

Each time you publish a blog post, you're purchasing an annuity.

Here's a secret: **Writing a useful, popular blog doesn't require that you come up with spellbinding new ideas every day.** You should be able to create useful content from things you're already doing on a regular basis.

To do this, you need to be in a content mindset. Instead of trying to come up with ideas when you sit down to write blog posts, look for posts throughout the day.

How to Maximize the Lead Generation Potential of a B2B Blog

- **Publish Great Content** - Publish content that is useful to your prospects, and lots of them will find it. Better, more interesting blog content means more readers.
- **Create Compelling Offers** - You need to entice them to get to know you better and become a lead. Offers are what you offer people in exchange for their contact information. One offer is not enough.
- **Test Killer Calls to Action** - The Call to Action is what people click on to receive the offer. It is basically the sales pitch for the offer.
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4. Public Video – **The Next Phase of Marketing**

How to Grow Community with Online Video

There are a lot of great sites around that will introduce you to video for the web.

Videos can be a powerful medium and there are companies in the marketplace that have built most of their marketing around public video. Very Sexy.

This is something that has shocked a lot of the traditional thinkers and yet it is proof that the market place is changing.

Blendtek has been one of the leaders in this field and with small budget movies they have revolutionized the way we think about marketing. [Watch their Marketing Manager](#)

Here are some tutorials you should look at to help produce great viral videos.

[**10 Things I Learned Making Marketing Videos With John Cleese**](#)

[**Will it Blend – The video series that made this business stand out**](#)

[**Creating Video used to be very expensive but this site will make it easy**](#)

[**The importance of adding content and how it will bring traffic**](#)

[**Your Online Marketing is not all about the Internet**](#)

Marketing Takeaway: Make sure you are using your blog to have a conversation. No one cares about your products, so talk about what's really interesting to your customers.



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5. Social Bookmarking – Predictions

Search Will Become Social. Social Media Will Take a Large Chunk of Search.

Facebook's market share will grow and it will deliver real value for businesses. People were talking about Facebook at every holiday party I attended this year.

It's adding users at an unprecedented rate. Everyone uses it. Facebook's web search market share will grow past Yahoo's search marketshare. They'll also figure out how to rank results based on your profile and your friends' profile and online activities.

Or maybe it'll be Twitter. Who knows?

But, I think social media and social networking will become an important variable in algorithmic search this year. As a result, social media sites will begin to even out the playing field of search and search advertising.

Good SEO consultants and social media marketers will realize this long before it happens. They'll be combining their SEO and social media services into one offering.

Probably the most obvious way to identify influential individuals at specific organizations is by searching the trusty social network for business people, [LinkedIn](#). A search for your target business or title on LinkedIn will show you people you may already be connected with, either directly or through your connections. This is a good place to start, since you might be able to leverage your existing contacts.



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6. Content – **The Core of Inbound Marketing**

What about search engine optimization, blogging and social media?

Well, if you spend time/money to publish a few blog articles, they will start to rank in organic (free!) search results in Google. And you don't need to pay for that. So, next month you have the 10 articles you wrote last month, plus 10 more you will write this month.

The month after that you will have 20 articles from the prior two months, plus 10 more you write that month. Get the picture? Blogging and SEO are asset-centric marketing programs. You are building an asset that has a payout each and every month over time.

Social media is an asset-centric marketing strategy as well. As you build a following in Facebook, LinkedIn or Twitter, you build on top of what you have already done. As you attract more friends and followers to you and your company, the size of the audience you can reach increases each month. The benefit you get increases over time.

By being original, entertaining and enjoyable, people everywhere will love to blog about your content. By giving them something fantastic to link to, you're actually helping them provide value to their own readers!

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8. The Author – **At Your Service!**

When you're ready to start using Inbound Marketing contact us.

[Web Marketing for Profit](#)

One of the main keys to helping you have a successful online marketing campaign is to get to know your business. What of your products sell well, what are the slow movers, do you have continuity programs, are you using offline strategies to get names and addresses, do you have a data base etc.

As we learn more about you and your business we can improve the marketing.

[The Inbound Marketers Club](#)

Our training program which gives you access to:

Training and initial support through videos, workshops and tutorials on all the different tools and tactics used for marketing your business

Access to hugely discounted rates if you want us to do all the work for you.

Access to reports and software you can use in your business

Get the skills and turn your knowledge into cash

Discover numerous turnkey business solutions we have been using for years

Access to our staff who will be happy to do various tasks for you

Skills + Action = Profits

[Contact Us here.](#)

