

Inbound Marketing is the practice of publishing value-added content that attracts the attention of prospects and drives them to raise their hands to indicate an interest in a specific product or service. It is the most cost-effective way convert strangers into customers and promoters of your business.

IS INBOUND RIGHT FOR ME?



- Your client/prospect's sales team is always asking for more leads.
- Your client/prospect's sales team says the leads marketing gives them aren't worth their time.
- Your client/prospect hears complaints that traditional methods of marketing aren't as effective as they used to be.
- Your client/prospect's sales pipeline is weak and are concerned that it will not support aggressive revenue growth.
- Your client/prospect's marketing database is at best . . . worn out and beat up . . . at worst . . . old and out of date.
- Your client/prospect has "dead" leads in your database and no idea how to nurture them re-engage with them.
- Your client's/prospect's web traffic is low and their Google ranking is high.
- Your client/prospect has no idea who is visiting their website or what they're interested in.
- Your client's/prospect's cost per lead is getting higher and their conversion rates are getting lower.
- Your client/prospect's marketing budget is getting squeezed because they can't show a measurable ROI.

BENEFITS OF INBOUND

- Get found online by your prospects and increase traffic to your website.
- Higher % of website visitors convert to qualified leads.
- Higher % of leads convert to closed business.
- Less cold-calling for your salespeople.
- Superior lead intelligence enables warmer and more productive sales calls.
- Be known as a thought leader and expert in your industry.
- Know for certain which "dead" leads require follow up and when that follow up should occur.
- Increase online visibility and brand recognition.
- Lower cost per lead.
- Shorter sales cycle and higher deal size.
- Sell to people who have raised their hands and who express a need for your services.



If you have questions about LeadG2, The Center for Sales Strategy, HubSpot or would like to discuss a specific opportunity, please feel free to contact us.

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