

# KEO Marketing MARKETER'S GUIDE



## YOUR GUIDE TO CHOOSING THE RIGHT INBOUND MARKETING AGENCY



Insight  
Selling

EDUCATION MARKETING



Inbound  
Marketing

LEAD GENERATION



Outbound  
Marketing

ACCOUNT BASED MARKETING



Content  
Marketing

MOBILE • LOCAL • SOCIAL



Marketing  
Automation

LEAD NURTURING

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A **Hubspot survey** recently found that 70% of marketers said their most important priority in 2018 was converting leads, and 55% said they also needed to grow traffic to their website. Hubspot also found the following were important inbound marketing strategies for the upcoming year:

- 61%** Growing SEO/organic presence
- 53%** Blog content creation
- 47%** Content distribution/amplification
- 40%** Marketing automation
- 38%** Interactive content creation
- 31%** Visual content creation

**Inbound marketing strategies** should be a key component of your marketing plans. You can incorporate them into your mix on a limited budget while the potential gains can be bigger than more traditional **outbound marketing initiatives**. Such a combination may result in a higher ROI.



# WHAT IS AN INBOUND MARKETING AGENCY?

An **inbound marketing agency** helps you with a wide range of quality content to both educate and delight your prospects and customers. A top agency understands how **inbound marketing strategies** will help you drive qualified leads. They also know how to nurture your prospects to keep them interested in your products or services until they are ready to buy.

Your **inbound marketing program** should align closely with the stages of each customer's buying cycle. This includes touch points along the various phases such as "attract," "educate," "convert," "close," and "retain."

A marketing agency that offers inbound services focuses on pinpointing strategic initiatives that align with company goals and delivering the highest ROI to their clients. An **inbound marketing agency** should offer:

- Traffic generation services that increase and drive traffic to your website. You can expect strategies that attract high quality leads such as blogging, website design, search engine optimization best practices, and social media initiatives.
- **B2B lead generation services** that convert the right visits. These services might include landing pages with strong calls-to-action, form creation, and contact management.
- Customer acquisition services. An **inbound agency** can help you with email marketing, CRM setup, and marketing automation to convert leads into paying customers.
- A clear ROI. Analytics show you the return on an inbound marketing agency's effort, from generating leads to eventual sales.



# HOW DO I CHOOSE THE RIGHT INBOUND MARKETING AGENCY?

You want to choose a top **inbound marketing agency** with a proven track record of building brands, generating high quality, qualified leads, and converting leads to sales. Not all inbound marketing agencies have this level of success. So how do you know you are choosing the right one?

Look for:

- **Experience.** A top-notch inbound marketing agency will have years of experience working with clients just like you. They will have industry experience and dozens of successful inbound marketing campaigns under their belts. Look at the company's website and LinkedIn profile to get a feel for their level of experience.
- **Testimonials.** Testimonials and other social proof on their website, LinkedIn page, and other social sites should give you an idea of what to expect. Look for a level of client proof similar to what you need. Look at the size and scale of past **inbound marketing initiatives** and the size of business for services provided.
- **Case studies.** A reliable inbound marketing agency will have case studies that prove its effectiveness. Read through enough of these studies to find out if the agency can generate a solid ROI and if they provided an increase in sales for their clients.
- **Thought leadership.** Look for an agency that stands out in providing thought leadership in **inbound marketing**. The best way is to Google the company's management to see where and how often they guest blog on industry-leading publications. See what their social media following is like. Are they often asked to present at industry conferences and other venues?
- **Awards.** A successful inbound marketing agency will have received awards from industry and marketing associations for their stellar work. Accolades follow those who are successful at what they do. Another Google search will uncover any awards the company has won.
- **Free consultation/audit.** Whether the company offers a free consultation or a complimentary audit, a successful inbound marketing agency will meet with you to discuss your needs. They will be eager to show how they can help you skyrocket your inbound marketing efforts.

# HOW CAN AN INBOUND MARKETING AGENCY HELP DRIVE LEADS FOR MY BUSINESS?

Since many marketers are worried about generating leads to fill their sales funnel, you need to devise a strategy that drives leads to benefit from your authority and expertise. Prospects are looking for a product or service just like yours, so make sure you have the right **inbound marketing initiatives** in place to bring them to you. Here is an overview of how an inbound marketing agency can help you drive leads.

- **Create buyer personas.** If you do not have them already, an inbound marketing agency will help you create detailed buyer personas. You need a deep understanding of who your perfect client is, what types of clients are most profitable, and the content that would attract them best. Know their goals and challenges and how your company can help them solve those issues. Also, have a good understanding of their purchasing process.
- **Set campaign goals.** Once you understand your buyers, you can determine campaign goals. Are you looking for several appointments set, leads generated, or new clients converted? The best campaigns align with your company's strategic initiatives such as increasing revenue or improving retention rates.
- **Create campaign elements.** Your campaign elements include a landing page with solid calls-to-action to generate leads. They should also include opt-in forms to capture precious personal information, content, and a thank-you page for once a lead fills out your form.
- **Plan a promotion strategy.** How will you promote your **inbound marketing** initiatives? An agency can help you create a mix of blogging, **social media**, paid advertising, and more to promote your **inbound marketing** efforts and generate leads.
- **Create email nurturing strategy.** Take this opportunity to move your lead further down your pipeline with email nurturing. Reach out to leads and offer them personalized content laser-targeted to their stage in the buying process.
- **Analyze and optimize.** A successful inbound marketing agency knows analyzing each step of their initiatives is the only way to improve on successes and create the ROI clients expect. They have a proven effective strategy that includes top analytics to quantify each step's effectiveness. Expect an agency to change tactics automatically to take advantage of what is working and correcting what is not.

An inbound marketing agency will have a solid process in place proven to help clients just like you achieve their goals, generate leads, and boost sales.

# ABOUT KEO MARKETING, INC.

**KEO Marketing, Inc.** is an award-winning **inbound marketing agency** in Phoenix, Arizona with a proven record of driving substantial, realistic results for clients. We base our **inbound marketing strategies** on years of proven successful experience in designing campaigns that generate a significant return on investment.

**For more information and to request a complimentary consultation, contact us today.**



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