

Inbound Marketing TipSheet

With all the different types of content you need for a successful Inbound Marketing campaign, it can be difficult to keep track of all the necessary details. So here are some helpful tips to keep in mind when creating an Inbound campaign to maximize your lead generation.

1

Use Long-tail keywords

Using three or four keyword phrases or *Long-tails keywords*, will help reduce the amount of competition when you are striving to gain more exposure on search engines. For example, instead of optimizing your blog post for “solar panels” use something like “rooftop PV system” or “rooftop power station.”



2

Don't be afraid to add personality!

Adding personality to your content helps you stand out from your competitors and also makes your brand more relatable to customers. Develop a brand voice and weave it into all your writing, it will help make your brand more engaging.



3

Focus on educating

Consumers that are searching for your product are looking for a solution and not an advertisement. While it's okay to advertise your product or service, make sure the heart of your marketing content is educating the customer on how to solve their problems. It will help make your brand feel more credible and trustworthy.



4

Make the most out of social media

The blog post has been written and queued to be posted on your company blog, but you're not done yet! Not only can you use your social media to promote your latest news, content and offers, you can also monitor what's trending amongst your followers to create more relevant content in the future.



Build connections with links

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Inbound marketing aims to put your brand as a thought leader and build credibility with your customers. Networking with other prominent figures and communities in your industry and having them link to your content will help build trust and drive more qualified traffic to your business.



Be consistent and use a content calendar

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Being consistent is just as important as the quality of your content. You want to make sure you have everything planned out and organized on a content calendar so you never miss a beat. Having a content calendar also helps you visualize the many facets of your marketing campaign and help synchronize different pieces of content.



Don't do everything at once

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Having a strong Inbound Marketing campaign means having a lot of different types of engaging content, and that can quickly get overwhelming. Plan out everything you need for your campaign, set a deadline and complete them in smaller batches. Taking your time as opposed to trying to get everything done will help ensure the quality of your content and make the whole process smoother.



Design matters

8

These days, people place heavy emphasis on visuals. Regardless of how well written your blog posts are, or how great and unique your brand personality is, users will not read it if your blog is not well designed. Make sure the design of your website and your content is up to par, or else all your hard work might go unnoticed.



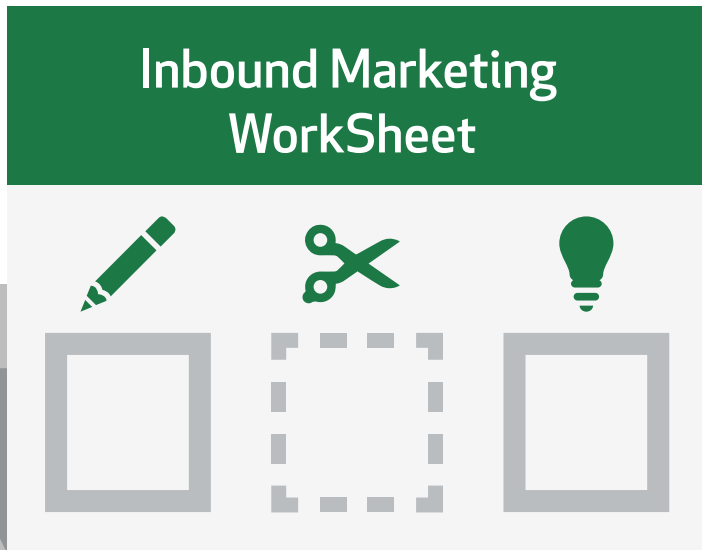
Always test and improve

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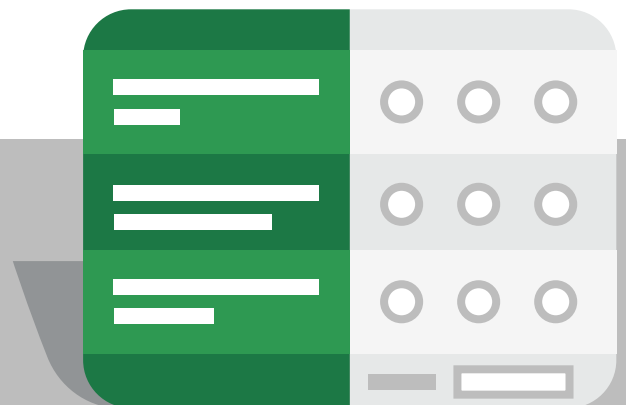
Every industry is different; one solution may work for one industry but not the other. Always test each piece of content and your campaigns to see what's working and what's not, and constantly strive to improve upon the last.



Now that you know some best practices when it comes to Inbound Marketing, go ahead and download our *Inbound Marketing WorkSheet* and put these best practices into action. You're on the right path for maximizing lead generation!



Get the WorkSheet



Get the ScoreCard

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