

Inbound Marketing with Tayloe Marketing

1 Inbound Marketing

What is "Inbound Marketing" you are asking? It is the type of marketing that generates leads, and in turn revenue, by having customers engage with your organization! From blogging to organic search engine optimizations (SEO), along with social media, these marketing efforts all work towards one goal: an inbound lead!



2 Blogging

The Internet is filled with blogs and blogging sites.

Some are very good, while some are just a re-hash of others opinions. The key to blogging is to be strong on the three E's: **Engage, Educate, and Entice**. Engage by writing something your audience desires, educate by being uniquely informative on the subject, & entice to take action in the form of a lead.

3 Search Engine Optimization (SEO)

SEO is very important. If you are trying to be found on the Internet, it is viable that the search engines be able to find you. While "on-page SEO" is a key focus, what is often overlooked is local and off-page SEO. By generating backlinks and strong key words in your blogs, and other inbound marketing efforts, you will greatly increase exposure.

4 Social Media Marketing

Social Media Marketing is a giant quandary for many organizations. They see other businesses using it, or maybe have tried it themselves, with lackluster results. The way to optimize Social Media is by thinking of it as a giant social gathering, where you can network, showcase your products & services, all while engaging in conversation with prospects.

5 Calls to Action via Landing Page

So you understand now that keys to inbound marketing, yet there is one essential step still: **Get your prospects to take action!** This is done by developing what is known as a *call to action*, which will lead them to a specific landing page, with the goal of them becoming a hot lead, because you distinguished yourself as an industry expert.

How to manage your inbound marketing

Don't let your business be overwhelmed with new technology. With the assistance of Tayloe Marketing, you will find yourself in control of your business's efforts to engage and in the center of the social media marketing circle.

The key to any marketing strategy is just that: Strategize! Realize what it is you hope to accomplish by engaging in social media, writing a blog, sending a promotional newsletter, or updating the community with a press release. If you have a solid goal in mind, then you can move backwards to achieve it.



[If you would like further assistance or have come to the realization that you would rather focus on other aspects of your organization, please contact us at Tayloe Marketing so we can give you a free consultation!](#)

