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ERCCI

East Rand Chamber of
Commerce & Industry

Proudly Introduces



Hublink
Inbound marketing

A Service Division Of

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Inbound Marketing is a fundamental new way to approach a potential customer. Instead of Cold Calling, Cold Emails, Interruptive Ads and being Marketer focused, Inbound focuses more on nurturing your potential client with SEO, blogging and attracting new leads, by being Customer Centric.

Instead of creating print ads and buying display ads, you create a blog where people can gather useful information and look forward to reading more about your industry and field of expertise.

By using marketing automation, you can nurture your leads and guide them by educating them along the way. By doing this you are informing the lead of your industry and educating him on all the relevant fields of knowledge. This way your potential lead can make a better informed decision when it comes to buying your services or products.

Inbound is about People, being helpful by sharing relevant tips and guidelines that make a difference and not breaking them down, interrupting them and pushing them for your sale.

THE FOLLOWING SERVICES WILL BE PERFORMED:

- Target market analysis, creating buyer persona to properly direct marketing efforts.
- A complete competitor analysis.
- Keyword research to ensure that correct keywords may be used to direct traffic to the newly designed website.
- Current website analyses to assist in the development of the new or altered website.
- Research and development of prime content (downloadable E-books) offer to be downloaded by website visitors.
- Writing of 4 Blog posts per month with market related content, aimed at enhancing the image and expertise of the member in their related field of business.
- Designing of a landing page to convert visitors into leads when downloading prime content.
- Design and research Call to actions to entice visitors to download prime content offer.
- Development of a fully responsive website, capable to impress visitors.

BUYER PERSONAS ARE:

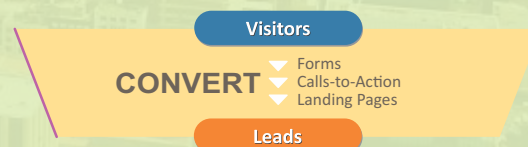
Semi-fictional representations of your ideal customer based on real data and some select educated speculation about customer demographics, behaviour patterns, motivations, and goals. Each business has its own, sometimes multiple but peculiar customers.

You have to know and understand their needs and pains as well as their fears and preferences. You have to identify the most likely keywords this Persona will be using when doing a search on the internet for your product. When he lands on your site he must be impressed with your expertise and knowledge so as to feel confident in your presence.

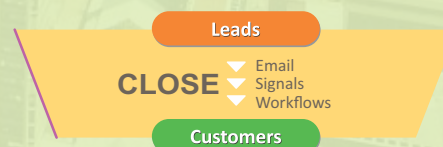
THE FOUR STAGES ARE: ATTRACT, CONVERT, CLOSE AND DELIGHT



In the attract stage it is where you are attracting new stranger to your website, and turning them into website visitors. You want to attract people that will potentially become leads. Attract your ideal customer or buyer persona by creating content that's valuable and easy for them to find. The Inbound Marketing process starts by accurately identifying the "Persona" we want to aim our efforts at.



Once you've got visitors to your site, the next step is to convert those visitors into leads by gathering their contact information. In order to get this valuable information, you need to offer something up in return (ex: ebook, guide etc).



Once you've attracted the right visitors and converted the right leads, you need to transform those leads into customers with targeted, automated email nurturing and social media interaction.



Using context and personalization to deliver tailored messages, continue to engage with, delight, and (hopefully) upsell your current customer base into happy promoters of your company.