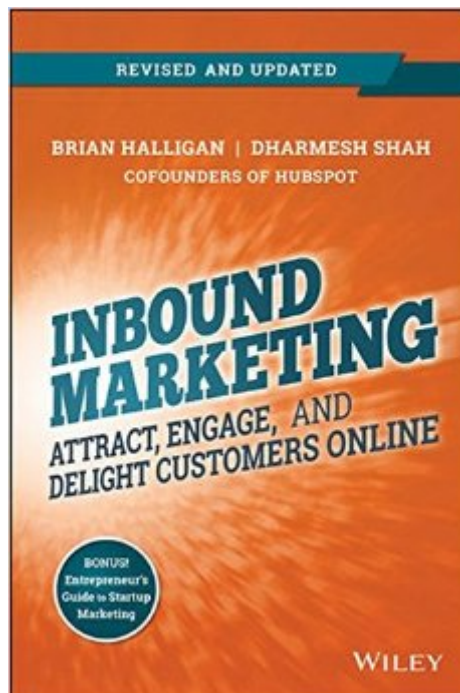


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Inbound Marketing, Revised And Updated: Attract, Engage, And Delight Customers Online



Synopsis

Attract, engage, and delight customers online Inbound Marketing, Revised and Updated: Attract, Engage, and Delight Customers Online is a comprehensive guide to increasing online visibility and engagement. Written by top marketing and startup bloggers, the book contains the latest information about customer behavior and preferred digital experiences. From the latest insights on lead nurturing and visual marketing to advice on producing remarkable content by building tools, readers will gain the information they need to transform their marketing online. With outbound marketing methods becoming less effective, the time to embrace inbound marketing is now. Cold calling, e-mail blasts, and direct mail are turning consumers off to an ever-greater extent, so consumers are increasingly doing research online to choose companies and products that meet their needs. Inbound Marketing recognizes these behavioral changes as opportunities, and explains how marketers can make the most of this shift online. This not only addresses turning strangers into website visitors, but explains how best to convert those visitors to leads, and to nurture those leads to the point of becoming delighted customers. Gain the insight that can increase marketing value with topics like: Inbound marketing â “ strategy, reputation, and tracking progress Visibility â “ getting found, and why content matters Converting customers â “ turning prospects into leads and leads into customers Better decisions â “ picking people, agencies, and campaigns The book also contains essential tools and resources that help build an effective marketing strategy, and tips for organizations of all sizes looking to build a reputation. When consumer behaviors change, marketing must change with them. The fully revised and updated edition of Inbound Marketing is a complete guide to attracting, engaging, and delighting customers online.

Book Information

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Customer Reviews

For social media marketing courses aimed at lead generation and nurturing, Brian Halligan and Dharmesh Shah offer a complete primer on the subject. Their Inbound Marketing book provides a cradle-to-grave formula for applying social channels, SEO and content marketing as a substitute for outdated outbound marketing techniques. The book, in my opinion, qualifies academically as a primary reading for select undergraduate level courses focused on lead nurturing. The recommendation is based on the following:

- 1) As pioneers in the field, the authors provide a convincing argument why marketing should be taught using non-interrupting, permissive approaches to trust building. Especially at a time when scholars and practitioners are bombarded with complex optimization strategies, brand storytelling trends, ever changing mobile marketing strategies and costly engagement tactics, this book serves as a refresher as to why we got here in the first place. Concepts like building remarkable content, using your website as a marketing hub, designing effective landing pages and strategic placing the right calls to action are often lost in today's overcrowded library of content marketing books.
- 2) The book is well organized to fit a funnel strategy especially useful for sales personnel. Early chapters deal with getting found by prospects through quality content, social media and legitimate SEO tactics. Subsequent chapters take readers through the sales conversion process while updating us on visual content and software tools. Most books take the opposite approach, thereby making the case for revenue generation rather weak.

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