

Practices of Inbound



- Blogging weekly
- Planning social media postings
- Creating landing pages
- Creating forms
- Monitoring analytics
- Engaging through social media
- Discussion online
- Maintaining a content calendar
- And more!

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Inbound

The future of marketing



Created by Eric Callaghan

How does it work?

What is Inbound?

According to HubSpot, one of the largest inbound software providers in the world, "inbound marketing is a holistic, data-driven approach to marketing that attracts individuals to your brand and converts them into lasting customers."

The basis is to ignore traditional, outbound marketing techniques like cold calls, junk mail, and radio and television spots in favor of new age techniques. These new practices include social media, blogging, opt-in email lists, video content and more.

The idea is to help your customer solve a problem or answer a question and find you, rather than you pushing your own agenda onto them.

