

# InboundMarketing



## A Boost in Online Visibility and Quality Content Will Grab Prospects' Attention

*Delivering Valuable Content Will Not Only Attract Qualified Leads, But It'll Keep 'Em Coming Back For More While Promoting Your Business to Others*

Right person, right place, right time—that's quality lead generation; and you don't even have to go looking! Let your prospective customers find you. **WSI's Inbound Marketing** strategies create an effective system that provides quality content tailored to attracting the right people towards your business.

Gone are the days of push marketing with a "one size fits all" strategy. Inbound marketing is a two-way dialogue. It generates interest and attracts the right traffic, initiates online engagement, provides qualified leads to help your sales team close the deal, and facilitates an ongoing relationship to foster customer loyalty.

**By leveraging WSI's Inbound Marketing expertise you can create and manage an online campaign that's been adapted to the very needs of your target audience. Create a positive connection with consumers, thus making them more likely to engage with your brand and make the decision to buy. Our solutions include:**

### **Solution features include:**

- ▶ Thorough market research into your ideal buyer personas
- ▶ Creation of targeted and optimized content like blogs, landing pages, email campaigns and more
- ▶ Effective distribution and full syndication of content to promote online sharing
- ▶ 100% audience-tailored content throughout all phases of the buying cycle
- ▶ Multi-channel strategy that optimizes every online touchpoint
- ▶ Campaign analytics providing actionable insights into consumer behavior
- ▶ Ongoing education for your staff to endorse a cohesive inbound approach between your marketing and sales teams

**Traditional outbound marketing strategies are a thing of the past! Stop pushing and start pulling in high quality leads. Work your way towards conversion that turns prospects into returning customers and generates referral business. WSI's Inbound Marketing methodologies will help you:**

- Attract the right people at precisely the right time in the buying cycle
- Build your brand authority as a credible resource
- Usher your audience through the sales funnel, transforming them from strangers to visitors, leads, customers and ultimately, promoters
- Nurture customer relationships and encourage repeat business opportunities and referrals
- Streamline content marketing tasks across multiple online channels
- Boost revenues and maximize ROI through easier, faster and better lead conversions

Cover every step of the buying cycle to turn strangers into customers and promoters of your business with WSI's Inbound Marketing methodologies.

For more information on how to optimize inbound marketing for your online business, contact our team now!



**Inbound Marketing is just one of the many ways WSI can help you reach your business goals.**

We specialize in various digital marketing solutions including:

- ▶ **Pay-Per-Click Advertising**
- ▶ **Social Media Marketing**
- ▶ **Web Analytics**
- ▶ **Social Selling**
- ▶ **Content Marketing**
- ▶ **Email Marketing**
- ▶ **Display Advertising**
- ▶ **Mobile Marketing**
- ▶ **Landing Page Optimization**
- ▶ **Video Marketing**
- ▶ **Responsive Web Design**
- ▶ **Search Engine Optimization**
- ▶ **eCommerce**
- ▶ **Competitive Analysis**
- ▶ **Marketing Automation**

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Contact us today so you can experience how we take digital marketing to the next level.

