

Inbound Marketing

Beth McKeon

Program Director, NMotion Accelerator
CEO & Founder, Kids Calendar



KIDS CALENDAR



@NMotionStartup
@beth_mckeon



/NMotionStartup
/curatingthefun



/bethmckeon

The technological revolution
changed our access to information.

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changed our access to information.

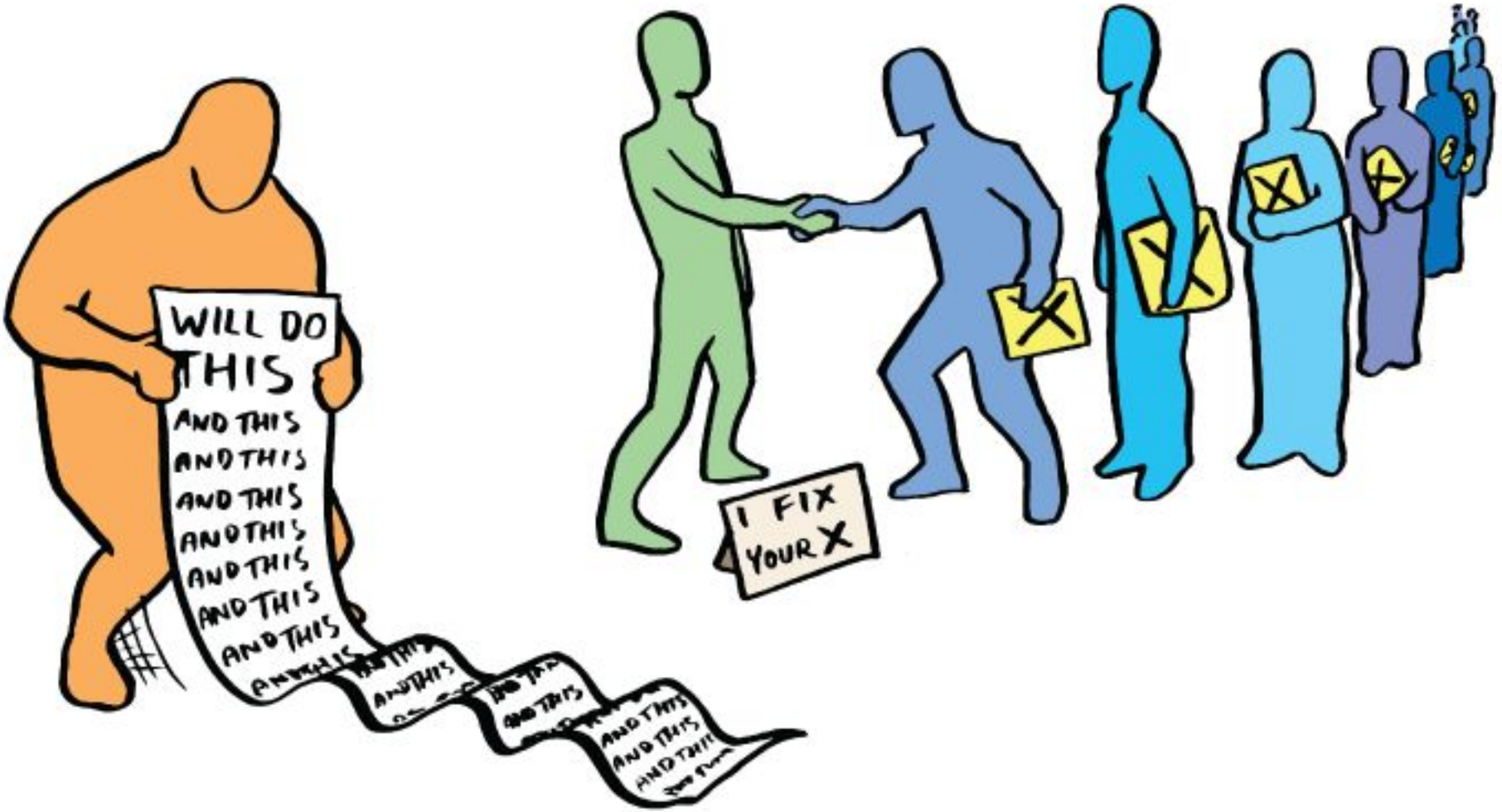


Beth McKeon, @beth_mckeon



People don't buy *products*.

People pay for
solutions to problems.





Be in love with your *problem*,
not your *product*.

Be in love with
your customer.

“Don’t find customers
for your products.
Find products for
your customers.”

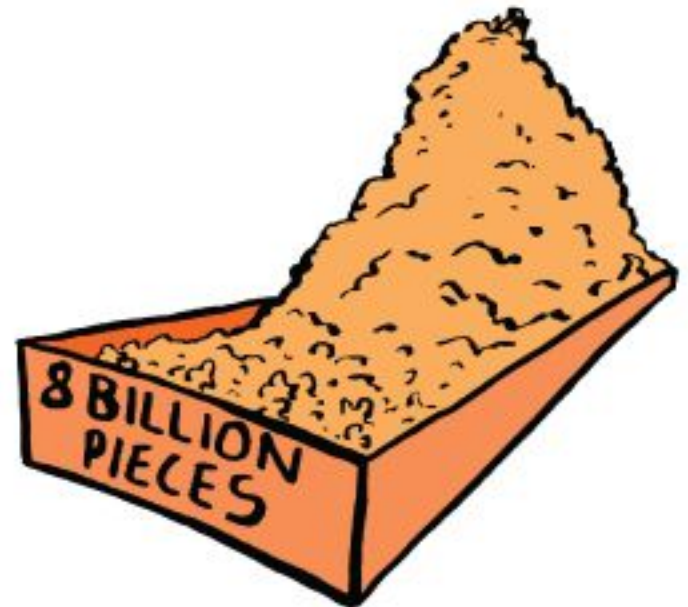
Seth Godin



PRODUCT

MATCH

PERSONA





MAD MEN



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Outbound vs. Inbound Marketing

Outbound Marketing

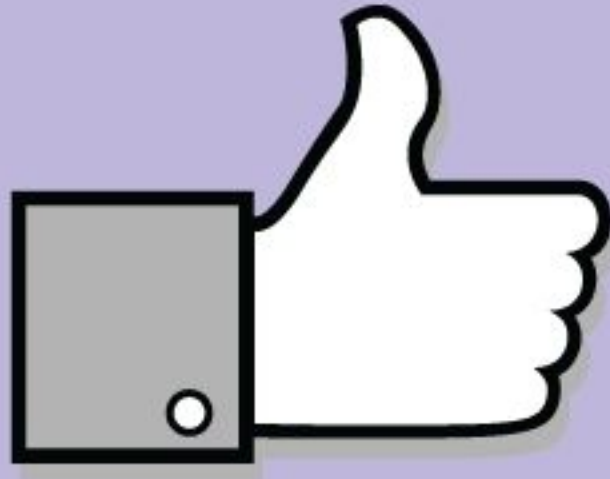
Company initiates the conversation (one way):

- Tradeshows
- TV commercials
- Radio commercials
- Newspaper ads
- Magazine ads
- Cold calls
- Email blasts (spammy)

Inbound Marketing

Customer initiates the conversation (dialogue):

- Blogs
- Podcasts
- Video
- eBooks
- Social Media
- SEO
- Opt-In Email Campaigns



Permission marketing,
not *interruption* marketing.

Inbound Marketing Methodology



Inbound Marketing Methodology



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Create *Compelling* Content

Beth McKeon, @beth_mckeon



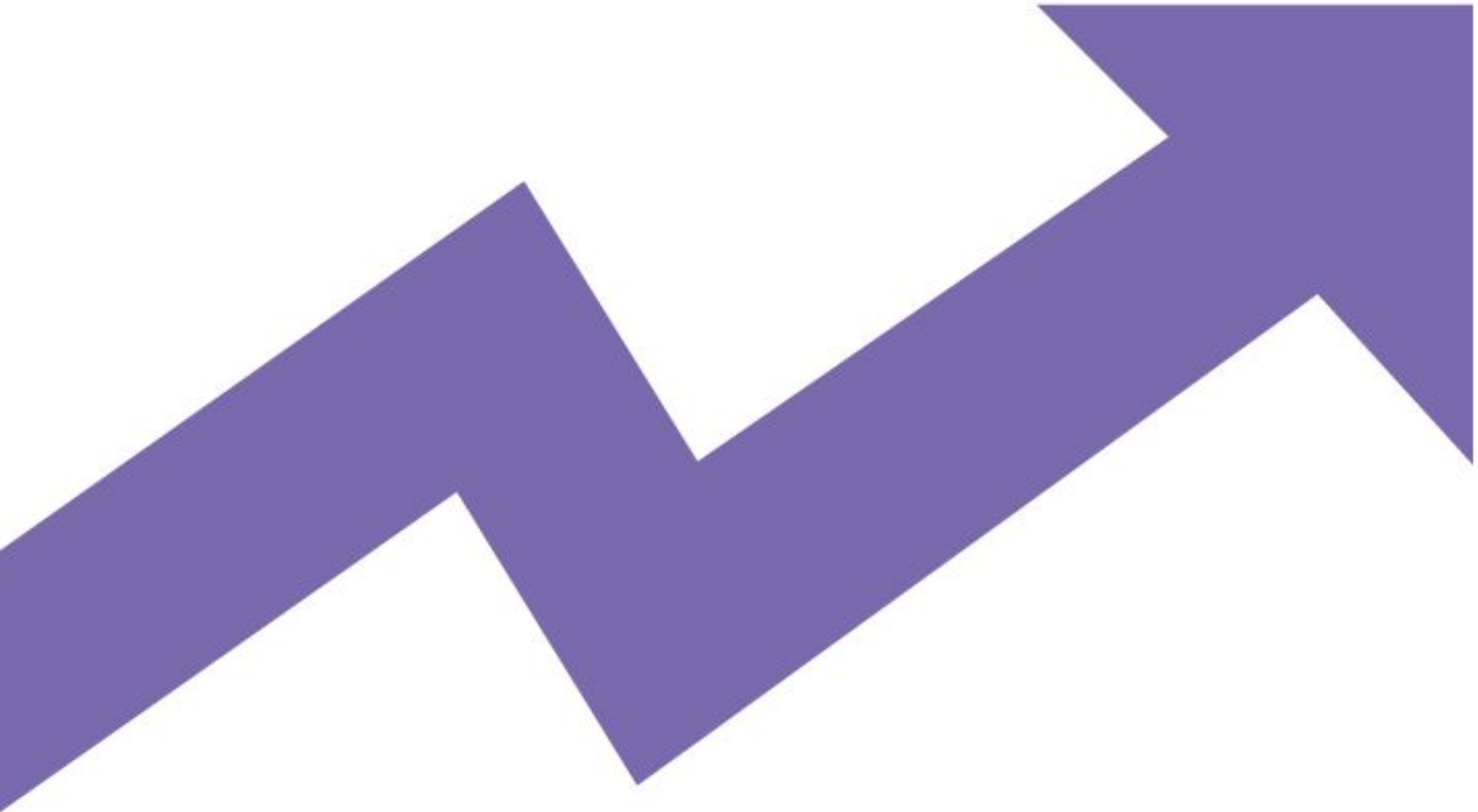
Be the solution they find.

- Create Compelling Content
- Make sure it is SEO'd
- Share on Social Media
- Measure Engagement
- Rinse and Repeat

- Define your goal
- A/B Test
- Measure

If it works, do it again.
If it doesn't, don't.

Beware of vanity metrics!



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THE LEAN STARTUP

Alistair Croll & Benjamin Yoskovitz

LEAN ANALYTICS

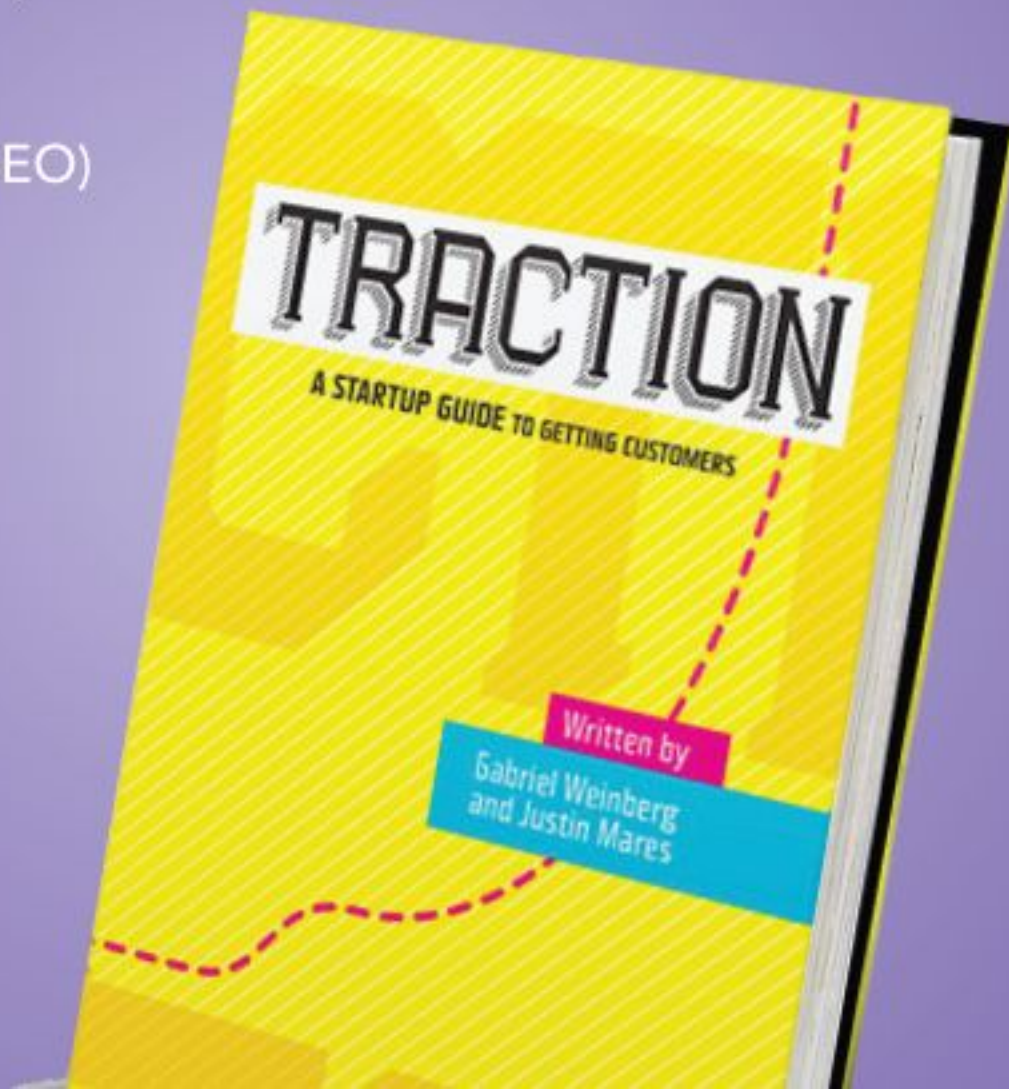
Use Data to Build a
Better Startup Faster

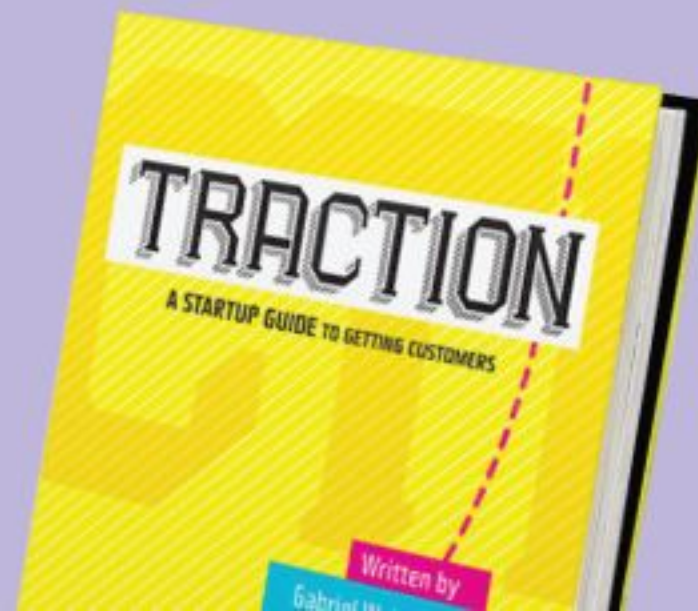
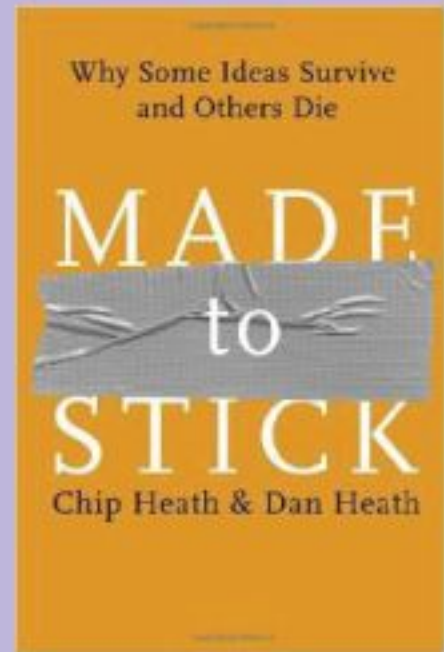
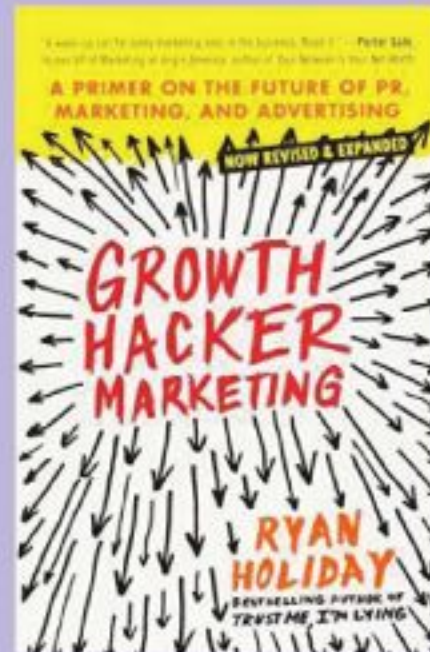
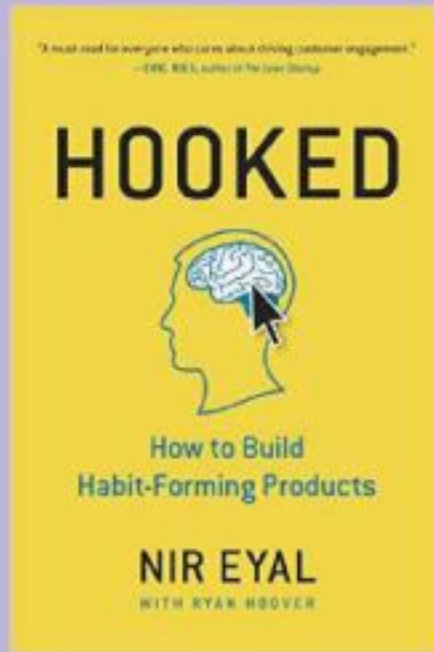
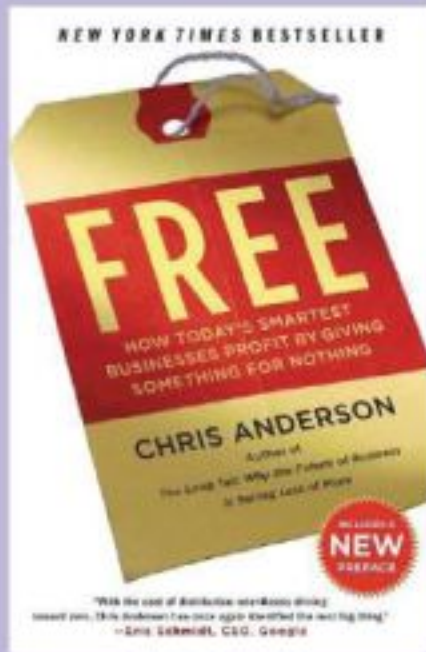
O'REILLY

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Eric Ries, Series Editor

1. Viral Marketing
2. Public Relations
3. Unconventional PR
4. Search Engine Marketing (SEM)
5. Social & Display Ads
6. Offline Ads
7. Search Engine Optimization (SEO)
8. Content Marketing
9. Email Marketing
10. Engineering as Marketing
11. Targeting Blogs
12. Business Development (BD)
13. Sales
14. Affiliate Programs
15. Existing Platforms
16. Trade Shows
17. Offline Events
18. Speaking Engagements
19. Community Building





Fans



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