Inbound Marketing

Beth McKeon
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NMotion  KIDS CALENDAR

@NMotionStartup @beth_mckeon
/NMotionStartup /curatingthefun /bethmckeon
The technological revolution changed our access to information.
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Beth McKeon, @beth_mckeon
People don’t buy products. People pay for solutions to problems.

Beth McKeon, @beth_mckean
Be in love with your problem, not your product.

Beth McKeon, @beth_mckeon
Be in love with your customer.
“Don’t find customers for your products. Find products for your customers.”

Seth Godin
PRODUCT MATCH PERSONA

EASY

YOU FAIL

8 BILLION PIECES
Spark out of business!

Have nails? We can help! The hammer sold!
Customer Discovery → Iterate with first customers → Automate sales process
Outbound vs. Inbound Marketing

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Outbound Marketing

Company initiates the conversation (one way):

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

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Inbound Marketing

Customer initiates the conversation (dialogue):

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

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Permission marketing, not interruption marketing.
Inbound Marketing Methodology

- ATTRACTION:
  - Blog
  - Keywords
  - Social Publishing

- Strangers ➔ ➔ ➔ ➔ ➔ Visitors
Inbound Marketing Methodology

CONVERT

Visitors

Forms
Calls-to-Action
Landing Pages

Leads
Inbound Marketing Methodology

CLOSE

Leads

CRM
Email
Workflows

Customers
Inbound Marketing Methodology

DELIGHT

Customers ➔ ➔ ➔ Promoters

Surveys
Smart Content
Social Monitoring
Inbound Marketing Methodology

**ATTRACTION**
- Blog
- Keywords
- Social Publishing

**CONVERSION**
- Forms
- Calls-to-Action
- Landing Pages

**CLOSING**
- CRM
- Email
- Workflows

**DELIGHT**
- Surveys
- Smart Content
- Social Monitoring

Strangers → Visitors → Leads → Customers → Promoters
Create Compelling Content
Be the solution they find.

Beth McKeon, @beth_mckeon
• Create Compelling Content
• Make sure it is SEO’d
• Share on Social Media
• Measure Engagement
• Rinse and Repeat

Beth McKeon, @beth_mckeon
• Define your goal
• A/B Test
• Measure

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

Beth McKeon, @beth_mckeon
Beware of vanity metrics!
Alistair Croll & Benjamin Yoskovitz

LEAN ANALYTICS

Use Data to Build a Better Startup Faster

O'REILLY
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
Inbound Marketing

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