



GALILEO
TECH MEDIA

The Ultimate Inbound Marketing Guide

Joseph Franklyn McElroy

CEO at Galileo Tech Media, MarTech Guru

Contact us Now

About Our Company



Galileo Tech Media's content is consumed by a million eyeballs and drives sales worldwide. Our applications support millions of users. Our strategy has built industries.

But we're not an agency. We are an **Inbound Marketing Support System**. We provide the on-demand talent, content creation, and custom application development that in-house agencies and fast-growing businesses need to meet the demands of their Inbound campaigns and SEO projects.

About Joseph McElroy

I'm a technology and inbound marketing expert who realizes that it takes much more than "words" to enhance a brand. It takes wise words, Wise Content. By living and breathing the brands with which I work, I can better understand the emotional and psychological elements of marketing. My experience with big-data tools, inbound marketing strategy, and implementation, as well as all the ins and outs of Wise Content development, has brought me in contact with some of the top brands in the world.



What is Inbound Marketing?

When I looked for the consensus definition of Inbound Marketing, I ran into many varied interpretations. Here is a sampling of what leading providers have to say:

- ◆ “Any marketing tactic that relies on earning people’s interest instead of buying it” - *Hubspot*
- ◆ “Earning attention organically without interrupting anyone’s path” - *Moz*
- ◆ “The process of helping potential customers find your company – often before they are even looking to make a purchase – and then turning that early awareness into brand preference and, ultimately, into leads and revenue.” - *Marketo*
- ◆ “Marketing focused on being found through the recommendation of others and delighting everyone that finds you” - *Babcock & Jenkins*

What is common to all these definitions is a **customer centric approach to marketing**. The attitude is “how do I create value with the client”, instead of the more traditional “how do I sell at a profit.”

Since value is subjective, only the client can perceive it and reward it – thus you have to be customer-centric to build a sustainable business.



What is also common is the concept of **earning attention** by causing actions when found in an organic manner. The origins of Inbound Marketing, as we will discuss below, were in Search Engine Optimization and being found in the organic (natural) search results. So this continues to be a main thrust in the practice.

I am not clever with the definitions, so I will leave that to the reader to choose one of the above or invent their own... however, I will later attempt to summarize the characteristics of Inbound Marketing.

Inbound Marketing Tactics

But first, let's talk about the tactics. All of the tactics considered part of Inbound Marketing (and which are still hotly debated) help marketers earn attention organically. Inbound.org, a social blog created by Hubspot and Moz, lists the general categories of tactics as:

- ◆ **SEO (Search Engine Optimization)** – making web pages accessible, conducting keyword research, and optimizing web content to better appear in major search engines such as Google, Bing, Baidu, and Yandex. Note that some people would also include Paid Search as part of Inbound Marketing – arguing that contextually related searches give implicit permission to market, and that carefully crafted ads earn attention.



- ◆ **Social Media Marketing** – participating and contributing to networks like Facebook, Twitter, LinkedIn, Google+, YouTube, as well as the long tail of social sites, blog communities, and discussion forums on the web, in order to earn the attention of a relevant audience. Social ads that interrupt the newsfeed are not generally considered part of Inbound Marketing.

- ◆ **Content Marketing** – creating and promoting web content in any form (blogs, videos, presentations, infographics, photography, etc.) to earn awareness, traffic, branding, and mindshare.

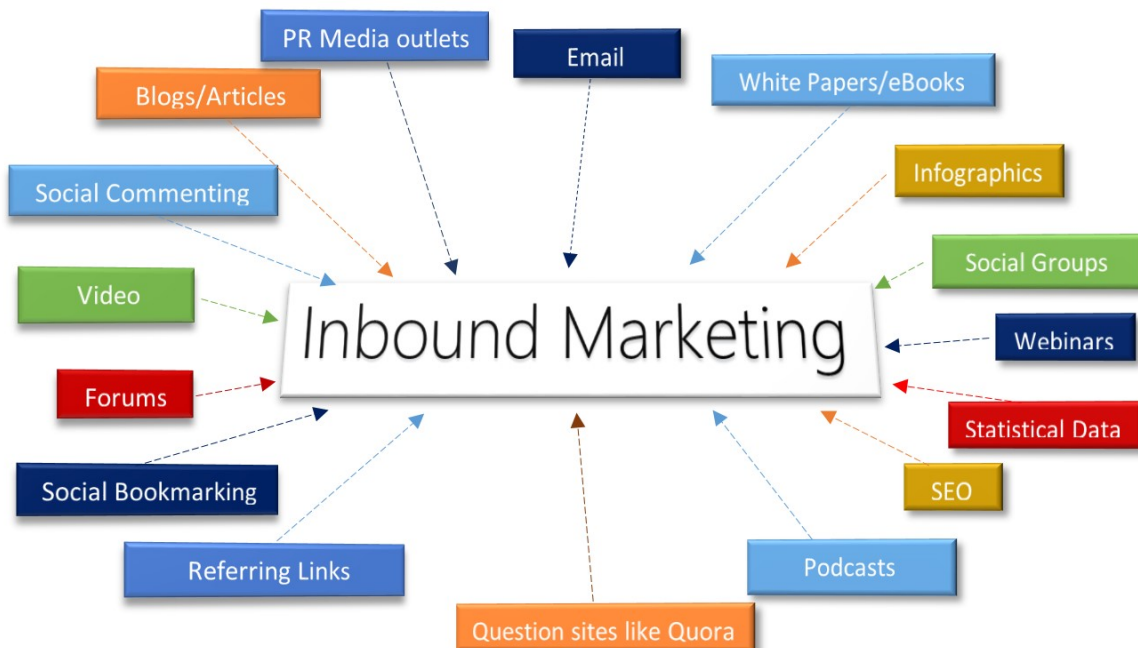
- ◆ **CRO (Conversion Rate Optimization)** – the practice of iterative improvements and tests to build a better marketing funnel, promoting use of your ideas, products, or services.

However, I would add to these the general categories of:

- ◆ **Public Relations/Media Relations** – working with media for the purpose of presenting an organization to the public in a positive, consistent, and credible manner. The goal is to maximize positive coverage in the media without paying for it directly through advertising.

- ◆ **Engagement Marketing** – also known as Event Marketing, this is the practice of directly engaging prospective clients through live participation in events such as conferences, public speaking, networking, and seminars (webinars).

Below are two infographics that provide different sets of tactics.



Origins of Inbound Marketing

So how did a whole new customer-centric approach to marketing arise? It is not actually all that new, but I will start with the recent history, which began with Yahoo.

1995

In 1995 Yahoo directory launched; soon thereafter, people discovered that “keyword seasoning” helps get better positions in Yahoo. By late 1996, papers were appearing on data mining and text matching. An industry was born, and it became known as Search Engine Optimization (SEO).

1998

In 1998, Google and DMOZ launched, and by 2000 they had become the prime engines for SEO. Search Engines also start fighting back and seeking ways to making manipulating results difficult or penalizing sites involved in destructive practices.

Mid 2000

In the mid-2000s, social media became hot, first with Myspace and Friendster, then Facebook, Twitter, and finally Google+. Not only does Social Media Marketing drive leads directly, but social signals are incorporated into search engines to drive search engine positioning.

Mid 2006

In 2006, driven by the development of an integrated website management and marketing platform, Brian Halligan, CEO of Hubspot, coined the term “Inbound Marketing”: *“Rather than doing outbound marketing to the masses of people who are trying to block you out, I advocate doing ‘inbound marketing’ where you help yourself ‘get found’ by people already learning about and shopping in your industry.”* Their platform incorporates SEO, social media, email, and CRO management tools, amongst others.

2008

However, Hubspot was still concerned primarily with being found. The man who put the “earned” in “earned attention” was Seth Godin, a top marketing consultant. In 2008 Seth Godin coined the term “Permission Marketing”: *“Permission marketing is the privilege (not the right) of delivering anticipated, personal and relevant messages to people who actually want to get them... Real permission works like this: if you stop showing up, people complain, they ask where you went.”*

2013

In 2013, SEOMoz became MOZ, and also jointly launched inbound.org with Hubspot. Many SEO tool makers started joining the trend to consolidate under the industry term Inbound Marketing.

2016

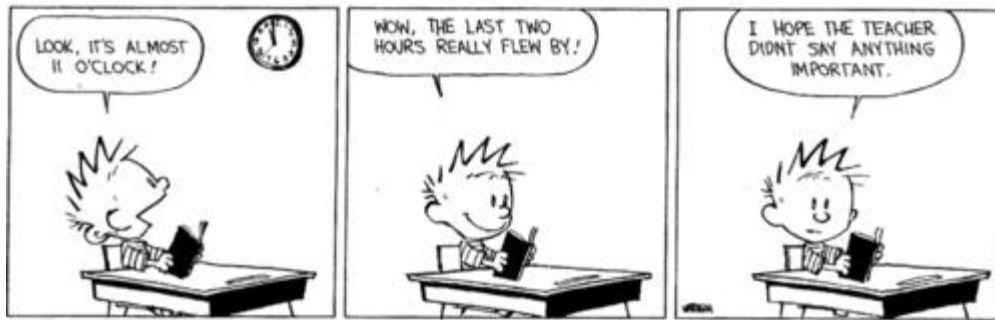
Joseph Franklyn McElroy published notes from the New York Inbound Marketing Professionals Meetup, and New York City got in the game!

But Origins Go Way Back

Now obviously I left a lot out, including many other concurrent developments, and as I mentioned, customer-centric marketing goes way back in time. The marketing patriarch of the 1950s and 1960s, Peter F. Druker, wrote about it. And Druker even referenced a man from the 1850s named Cyrus Hall McCormick, Sr., an American inventor and founder of the McCormick Harvesting Machine Company, which became part of International Harvester Company in 1902. He is credited with inventing the Mechanical Wheat Reaper, which revolutionized farming. He also revolutionized marketing with inbound tactics [\[src\]](#):

- ◆ Extensive use of testimonials and word-of-mouth.
- ◆ Written assembly instructions that were simple and aided by numbers painted on parts.
- ◆ Having local merchants act as sub-agents to sell, service, and collect debt.
- ◆ Fast after-sales service, since any delay could ruin crops.
- ◆ Training farmers to take care of their machines properly, so they would operate well for a long time.
- ◆ Coupling advertising with a push for product articles that were picked up by other newspapers.
- ◆ Publishing his own magazine, with the latest expert advice on farming.
- ◆ Participation in contests against competitors' products, in front of large crowds.
- ◆ Sunday after-church demonstrations to get both decision makers (husband and wife) at a social gathering, where the men could talk each other into buying and the women could gossip and approve. McCormick's lesson was to think of the market from the customer's viewpoint, and how every aspect of the total offer could be improved.

Why Now?



So why are we talking about Inbound Marketing as a separate practice and strategic approach to marketing now?

- ◆ Certainly, the growth of the Internet and Web over the last 30+ years has created a communications system capable of reaching prospective clients on a one-to-one basis on scale never historically possible before. It is financially achievable to consider reaching every individual prospective customer with a custom message and interaction.
- ◆ The growing sophistication of information and media consumers has allowed them to discover many ways to tune out advertising – from using Tivo and On Demand to remove commercials to utilizing ad blockers and cookie removers on web browsers. This has led to a growing *scarcity of attention*, meaning attention is increasingly harder to “buy” and must be “earned.”
- ◆ Before there were only a few TV channels; now there are thousands. Traditional Outbound (or Interruption) Marketing depends on identifying an audience and reaching it affordably. With the increasing fragmentation of the media audience, it is becoming increasingly difficult and very expensive to find your target. With Inbound Marketing you can identify a community that contains your audience, and go about earning attention. Statistics are showing dramatic differences in lead costs between the two, with Outbound costing twice as much.
- ◆ Media consultant and guru Shelly Palmer wrote a post on the rise of *Conscious Capitalism* – when a company takes on an altruistic cause, charity, or practice and applies revenue to that endeavor. This is not the usual ‘giving to charity for a good cause’-type effort – almost every brand does that now. It is building a business model around the cause. Like Tom’s Shoes, which built its business on the concept “Buy a pair of shoes and we will send a pair to someone in the developing world who needs them”, this kind of proposition and commitment needs a close connection to the community to explain it and make it believable. Palmer believes this is prevailing wind of Capitalism, and I believe him.

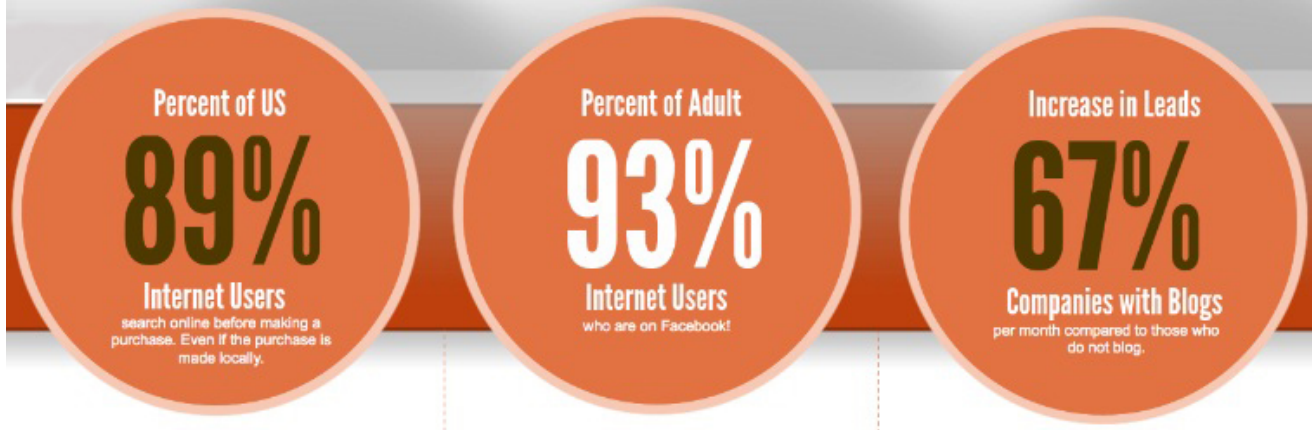
- ◆ In 2000, a researcher named Richard Putman wrote a book called *Bowling Alone*, in which he stated that American Social Capital (the ties that keep us together and trusting each other) had dramatically diminished. But this was before the growth of social media. More recent research (*Bowling Online*) indicates that Social Capital is growing again. In particular, a new form of Social Capital, based upon historical relationships. It used to be that when we left a community (moving from our hometown, for example), we essentially lost the ability to influence and be influenced by the community. However, with social media, we now can be in daily contact with former members of our social circle – and still be influenced by them. With the increasing dependence of search engines on social signals, I can foresee that who you know (and have known) will have an increasing influence on your purchase patterns.

Some Statistics

Inbound Marketing....

Why Your Business Needs It!

If you're not familiar with Inbound Marketing it's time you take notice. Consumers and businesses are using the internet as their primary source for finding information and your business needs to be ready.



Enough history and context. Let me point you to a site that has some great statistics on Inbound Marketing – [75 Statistics on Inbound Marketing compiled by Larry Levenson.](#)

Some cherry picked samples:

- ◆ 61% of global Internet users research products online.
- ◆ 44% of online shoppers begin by using a search engine.
- ◆ Inbound Leads cost \$22 per lead, Outbound \$44
- ◆ SEO leads have a 14.6% close rate, while Outbound leads such as direct mail or print advertising have a 1.7% close rate.
- ◆ B2B marketers who use blogs generate 67% more leads per month than those who do not.
- ◆ B2C companies that blog generate 88% more leads per month than those that do not.
- ◆ Social media has a 100% higher lead-to-close rate than outbound marketing.

Characteristics of Inbound Marketing

So let me conclude with the characteristics of Inbound Marketing as I promised.

These are deduced from the definitions and writings of many fine experts, plus my own long history of Internet Development and Marketing.

- ◆ You have to **earn the attention** of the prospect with good content.
- ◆ You have to target and nurture prospects through the entire **purchase process**, not just when they are immediately ready to buy, but from initial awareness of a need to the happiness with the results.
- ◆ You target **communities** containing your audience and respect all members of the Community.
- ◆ One of the original reasons the Internet was a good advertising media – you could measure and test everything. This is true for Inbound Marketing – **measure, test, and optimize** constantly.
- ◆ As I mentioned, the happiness of the customer after a purchase is important. Especially if you can connect customers to prospects and get them to communicate their **satisfaction (delight)**. Nothing closes a sale better.
- ◆ You cannot be false or misleading – you have to be **transparent** in your marketing and community development. People will always figure out scams and falsehoods, and you will be pilloried by the Internet.

Thanks for hearing me out.

Contact us Now