

Are you Playing with a Full Deck?

52 tips to
improve your
Inbound
Marketing
Strategy



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Introduction

Inbound marketing has become the most efficient form of lead generation available. Many companies have started to use inbound marketing as their primary tool, however, there are many ways a company can improve their strategy. Here we've outlined 52 ways you can improve your inbound marketing efforts regarding backlinks, social media, blogging, SEO and content creation.

Backlinks

One of the most difficult pieces of an inbound marketing strategy is obtaining backlinks to your website. Having links to your pages that come from reputable websites is essential to improving your search rankings. In the past, many marketers have dropped links into the comment sections of blogs that may have nothing to do with their content. Search engines have begun to figure this practice out and it is no longer effective. There are many legitimate ways you can obtain backlinks for free.



Consistent, Valuable Content

Publishing valuable content consistently is the best way to garner more backlinks. If you create dynamic content that educates your readers, they are very likely to share it with others.

The more consistently you publish your material, the more fresh content your readers will have to share, thus increasing the links to your site. You'll also want to consider **interviewing current clients** for your blogs. These are sure to be shared by them and their colleagues.



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Link to Relevant Blogs

At its core, your blog is essentially a social tool. Providing links to other blogs is a great way to **establish a relationship with other bloggers.**

If you're linking to their sites, they are very likely to return the favor.

Developing these relationships with other bloggers is a sure way to receive consistent backlinks to your content.



3 Resource Lists



Creating industry relevant resource lists is another great way to get your content shared. These types of lists can be very useful to others in your industry.

Developing these lists yourself will make it easy for other bloggers to share this type of content without them having to rehash them themselves.





Case Studies

Writing case studies that highlight your most successful clients is a sure way to gain more links. The clients you are writing about are highly likely to link to your case study to show off their own success. If it happens to be a large company that you cover in your case study, the new links you establish could be significant.

You can also volunteer yourself to companies of which you are a client as well. Doing so in exchange for links to your site is a great way to strengthen your relationship.





Webinars

If you produce an informative webinar, your attendees are sure to share it. You'll want to archive these webinars so that other sites can link to them without issue.

Webinars can be embedded within a blog post so that those that could not attend will still be able to view the content.



6 Templates



Templates are another tool that people will find useful and want to link to.

Creating templates that can be used for a long time to come are very likely to be bookmarked as well.

This improves SEO and the likelihood that this content will be linked to in the future.



7 Visual Content



Infographics, videos, cartoons and charts are some of the **most shared content online**. They are very easily digestible and can be relatable for a large percentage of readers.

Infographics are likely to be linked since other bloggers may find it easier to link to you rather than creating the visual content themselves.





Humor

Funny posts tend to be shared very frequently. Creating linkable content that contains **industry related humor** is a great way to obtain links.

Just make sure you know your audience so that you avoid posting anything that could be considered offensive.



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Partnerships and Co-marketing

Partnering up with other companies to **promote each other's content** is a great way to build consistent backlinks.

Additionally, if you happen to be a part of a channel, partnering with others within your channel to share links can help everyone involved.

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Social Sharing Buttons

One of the easiest ways to get your content shared is by including **social sharing buttons** within your content.

You'll want to include these on any white papers, Ebooks, blog posts and case studies.



Social Media

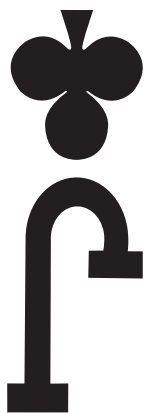
Social media has become an increasingly powerful marketing tool. If used correctly, social media can be used to drive website visitors, nurture leads and even find talent. There are still many skeptics out there, but the benefits of using social media to market your company are undeniable. The world-wide reach that your company has through social networks has revolutionized the way we do business.

J Have a Plan



Just like with any other marketing effort, the first step in creating a social strategy is to **develop a plan**. You'll want to analyze the type of content you plan to post, the frequency and your audience.

Having a dedicated social media manager to implement this plan will ensure you get the most out of your efforts.





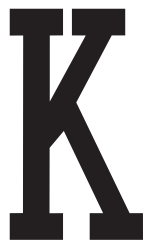
Audit your Pages



If you have current social pages, you'll want to **run an audit** to see how many followers you have, what has already been posted and whether or not your pages need to be optimized. You want to avoid creating duplicate pages and you want to make sure your business has a solid description of the products or services you offer on your home page.

Clear links to your website and contact information are equally important.





Engage with Followers



One aspect of social media marketing that tends to be ignored is engagement. If someone comments on one of your posts, it's a good idea to respond to **encourage further engagement**.

When someone follows your pages, it's a good idea to respond with a thank you message that encourages them to visit your company website.





Outsource

In order to get the most out of your social media strategy, it's important to remain consistent.

If your business is unable to dedicate an employee to the sole mission of running your social channels, it may be a **good idea to outsource**. This can provide your company with an experienced social media expert, which will ensure you maximize your return on investment.





Promote your Content

The ability to **promote your website content** is perhaps the greatest use of social media. Sharing any blogs that you post will increase the reach of your content exponentially.

It's also a great idea to share landing pages that gate your premium content.

These two strategies will help to increase website visits and expand the reach of your marketing efforts.





Social Monitoring

Monitoring your social channels allows you to find prospects that are looking for the solutions you offer.

Marketing automation platforms such as Hubspot offer tools that allow you to track any postings that involve keywords you're looking to rank for.

This allows you to reach out to potential customers and learn where your prospects find their information.



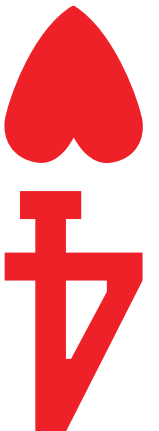
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Schedule Ahead

Marketing automation platforms also allow you the ability to schedule your posts days and weeks ahead of time.

This can be a time saver and allow you to **develop a posting strategy** that guides visitors through the buyer's journey.

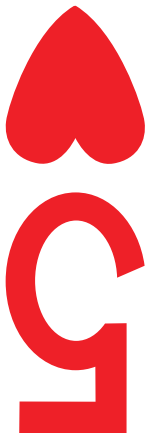




Target your Audience

To get the most out of your postings, you'll want to find where **your target audience** congregates. Joining relevant industry groups where you can share your website content is a great way to draw in visitors.

You'll also want to look at which platforms and groups key decision makers in your target industries are a part of. Be sure not to inundate these groups with postings, as too much content will appear overly promotional.



6 Hashtags



Hashtags help to further the reach of your posts beyond your current social following. **Adding one or more hashtags** with relevant keywords can get you found by people around the world.

Be sure to capitalize on industry trends. Piggy backing on events and industry conferences is a great way to get your content in front of a large section of your target audience.



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Content Calendar

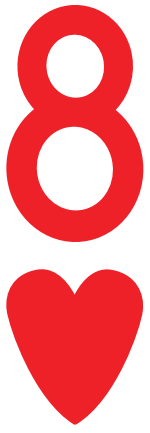
Creating a **content calendar** will enable you to keep your social media posts organized. This will ensure you're not overloading certain platforms or groups while neglecting others.

Content calendars give your content writers clear direction and deadlines while allowing you to track what posts perform best. It also prevents you from missing important dates such as holidays and industry events.



Blogging

Your company blog is the most forward facing piece of content that your company has. It's also the number one way to build SEO, attract visitors and establish your company as a thought leader in your industry. There are many ways you can improve your blog to turn it into a lead generation machine. A quality blog is the heart of any inbound marketing effort and, used properly, it can serve as an invaluable tool to drive business.

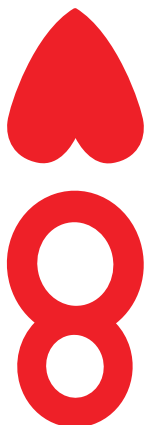


Keyword Research

The first step in developing your blogging strategy is to **perform keyword research**.

There are several tools such as Hubspot where you can see where you rank for certain terms.

Using long tailed keywords rather than shorter, more broad terms give you a better chance to rank highly. It also ensures that people that find you are actually looking for your type of solution.





Educational Content

The content you produce for your blog should be educational and **not overly self promotional**. This establishes you as a thought leader in your industry and develops trust with your prospects.

If you become a trusted source of information, your prospects are much more likely to follow your blog until they're ready to make a buying decision.



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Optimize for Skimmers

Most people that read through blogs these days don't take the time to read each word. You'll want to make sure your content is easily digestible for those that like to skim.

Using bullet points, numbered lists and white space are some key ways to make your blog **easier to scan** for key pieces of information.



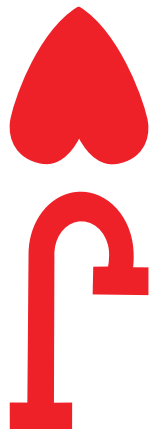


Internal and External Links

Within the body of your blog, you'll want to have both internal and external links.

External links to [trustworthy industry pages](#) help to establish your company as a trusted resource.

You'll also want to link to relevant internal website pages to provide your prospects with additional direction and information to guide them through the buyer's journey.





High Quality Images

Blogs that contain images tend to garner more clicks than those that don't.

Make sure you **use high quality images.**

Changing your image alt text to contain relevant keywords also helps to improve SEO.





Calls To Action

Inserting calls to action that **link to relevant premium content** is the best way to convert your visitors into leads.

Make sure your calls to action are easy to find and let the reader know exactly what to expect when clicking.

CTAs link to landing pages with lead forms. This is where you collect information in exchange for premium content. The value of the offer should line up with the amount of information for which you're asking.





Premium Content

Developing **Ebooks and white papers** that contain more in depth information on the subjects contained in your blog will drive conversion.

You'll want to have a piece that fits each stage of the buyer's journey to ensure you are still able to convert visitors that are still in the top of the funnel.

Place these leads into nurturing email workflows to guide them towards a sales decision.





Be Consistent

Once you've developed your content strategy, it's important that you **remain consistent** with your postings.

Statistics show that publishing 16 blogs per month as opposed to 0-4 will produce 3.5 times the amount of website visitors.

This is a dramatic shift which can greatly increase your blogs ability to generate leads.



3 Promote



Now that you have a quality, consistent content strategy, it's time to **promote your blog**.

Social media provides a great platform to distribute your content. Take advantage of your company's page and also industry related groups to show off your work. Find out what platforms your target audience visits most and concentrate your efforts there.



SEO

Search engines reward websites with higher rankings based upon their usability. Your SEO will improve when visitors stay on your site longer, view more pages and repeat visits. The ability to be found easily through search engines is the foundation of organic website traffic. There are many ways you can improve your SEO. Auditing your website and making these improvements will greatly improve the chances a prospect finds your company when searching for a solution.

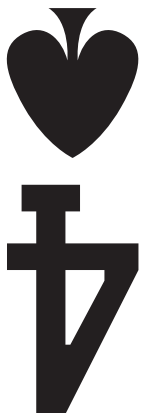


High Quality Content

It's important to create valuable, useful content to keep visitors at your site. Content that is **between 2000-2500 words** ranks highest on Google.

The length however, is not the most important factor. The quality of your content is what will get readers to stay and return to your website.

SEO is meant to help visitors find your site, once they find you, quality content is what will get them to convert into leads.





Page Load Speed

Search engines take into account the amount of **time it takes** for a page to load. Anything over 3 seconds will start to damage your SEO.

Minimizing redirects, optimizing image sizes and limiting the number of widgets in your sidebars are all ways you can improve your page load speed.



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Image Alt Text

Use keywords and content titles as your image file name, **alt text** and description. This helps search engines better identify the relevancy of your content.



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Proper Formatting

Using **proper formatting** can greatly improve the user experience of your website.

Break up your content with headers, bullet points and numbered lists to make your content reader-friendly and easily digestible.

And include white space to make your content easier for scanners and skimmers.

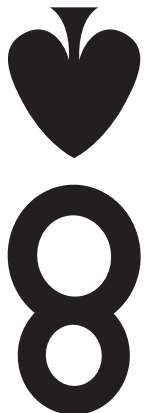




Outbound Links

Quality **outbound links to authoritative sites** are also a part of the Google algorithm.

Too many links can be a distraction, but links to reputable and relevant content will help to further educate your visitors.



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Inbound Links

Getting reputable websites to link to your page is another factor Google takes into account. These can be difficult to obtain but will have a **significant impact** on SEO.

Inbound links serve as a recommendation to your site, and the more authoritative sites that link to yours, the better.



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Diverse Content

Videos, audio, slide shows and images are all things that signal quality content to search engines.

Video greatly increases user engagement and can drive conversion.

Having a **diverse variation of content** will greatly increase the appeal of your website.





Remove Broken Links

Nobody wants to see an error when they click on a link that interests them. It's very likely to cause them to leave your site.

If your site has a large amount of **broken links**, search engines will view it as an old site with very little upkeep. This negatively impacts your SEO and is something you should test for frequently.





Contact Us Page

Websites that contain adequate contact information tend to rank higher in search engines. A **contact us page** can also help with lead generation as it makes it easy for a prospect to get in touch with you.

Having a link in your navigation bar that leads to a contact us page not only helps the user experience, it's also a positive for your SEO.





Site Maps

A **site map** is a page that lists and provides links to the significant pages on your website. These pages make it easy for search engines to crawl your site and find relevant content.

It also makes for a better user experience, as visitors will be able to find articles of interest in fewer clicks.





Mobile Site

Nearly 50% of organic search comes from mobile devices. That being the case, it's obvious that sites that are **optimized for mobile users** will rank higher with search engines.

This again goes back to the user experience, which is what most of Google's analytics are based upon.



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URL Structure



Your URLs are one of the biggest things search engines take into account when establishing their rankings. While your URLs should indicate what the page has to offer, shorter is almost always better.

Optimized URLs make it easier for search engines to crawl and is another factor can dramatically improve your SEO.



Producing Content

In order to have an inbound marketing campaign, you will first need content to draw in visitors. Creating the high volume of content needed to utilize inbound marketing strategies can be difficult. Simply coming up with titles for posts and emails can take a great deal of time. Here are some tips on keeping a steady flow of content without sacrificing quality.



List Posts



Creating **list blogs** that take existing ideas and break them into numbered tips or rules is one of the most popular forms of content available. They are easy to write and can be derived from online research.

These lists contain short blurbs on many different subjects and allow you the ability to link to more detailed posts that are more focused on an individual aspect of the overall concept.



A large, bold, red number 4.

FAQs



Compiling answers to frequently asked questions that your customers and leads ask is another great way to develop content. Compile these questions and answers from your salespeople or anyone else within your organization that has frequent contact with your customers.

Use questions that you hear on webinars and at events and turn them into a blog article that is of great use to your prospects.



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Different Lengths

Great content comes in all **different lengths**, whether it be a blog post or a piece of premium content such as an Ebook or white paper. As long as the information is valuable to your target audience, you should not worry about its length.

This will cut down on time trying to create filler and also shorten your editing process in the case of shorter articles.





Use Data



You can **use data trends** that you notice with current customers to illustrate points about the success of the solutions you offer. You can take this data and turn it into infographics with small blurbs that explain the numbers being presented.

And use data to back up points you make in your articles.





Intros to Premium

If you've got some great pieces of premium content, it's a good idea to pull pieces of that content and use them for blog posts.

They also serve as a great way to entice someone to fill out a form on a [landing page](#).





Newsjack



Newsjacking can be a very effective way to broaden the reach of your content and ensure your website remains current. This is something that needs to be done in a timely manner.

Use trending article titles, current events and popular hashtags to capitalize on high volume searches.



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Evergreen

Evergreen content is content that remains useful for a long period of time. These can come in the form of Ebooks that can be used to convert visitors into leads on multiple blog posts.

Content that stays relevant for months and years at a time will cut down on the amount of premium content you need to produce. Since premium content takes the longest time to develop, evergreen content is invaluable to marketers.



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Content Calendar

Developing a **content calendar** is a necessary tool in any inbound marketing campaign. It allows you to stay organized.

You'll be able to quickly analyze trends, ensure you don't focus on a singular subject too often and manage timing and deadlines.



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Client Presentation

Taking a sales call or power point presentation that you've made to one of your clients and turning it into a blog is another great way to **quickly develop content**. This also provides your prospects clear expectations for your company's solutions.





Update Current Content

Taking existing content and **refurbishing it into a new piece** is a great time saver for your content writing team.

Start with your highest performing content and repost updated versions.

You can also take high performing articles and simply repost them as is.





Diversify



Create a **diverse set of content offerings** to keep your website relevant.

Developing videos, infographics and surveys keeps things fresh and exciting. This also helps you to develop more content and reach prospects who don't read often.



Conclusion

Whether you're just starting to use inbound or implementing these strategies into your current inbound marketing campaign, following these steps will greatly increase the efficiency and effectiveness of your efforts. Some companies may not have the bandwidth or expertise to implement such a program. Learn how Winn Technology Group can manage your inbound efforts with a multi-channel marketing approach.

Schedule a FREE
Inbound Marketing Assessment