

Is Inbound Marketing Right For Your Business? [A Checklist]

So, you're starting to become familiar with inbound marketing. Brief recap: Inbound marketing is a strategy that attracts consumer attention through valuable, online content in the form of blogs, eBooks, videos, webinars, podcasts, infographics, whitepapers, and more. All content is strategically designed to educate consumers, urging them further down the buying funnel and moving them closer to making an informed purchase. The inbound marketing process results in established thought leadership, an increase in website traffic, and as a final result, an increase in qualified leads being generated.

While the benefits of inbound marketing are undeniable, it's true that this method isn't for every business. Take a look at our checklist of questions below to determine whether or not your business is ready to take the plunge into the world of inbound marketing and start generating leads like never before!

SCORING: Each "yes" equates to one point. Keep track of your score, then view your results below to determine whether or not inbound marketing is the right move for your business at this time.

1. Do you want more leads and an increase in revenue?

Yes, please!

No, we're happy where we are now.

2. Do you want to establish thought leadership and be known as the industry expert?

Yes!

No, we are already known as the industry expert.

3. Do you need a new, innovative way to get a leg up on your competition?

Yes!

No, our competition doesn't threaten us in any way.

4. Do you feel that you need to better educate consumers concerning your business/industry in order to build credibility with them?

Yes!

No, consumers don't really have any questions or doubts about our business/industry.

5. Do you need a more consistent way to communicate with your existing customers and/or your prospects?

Yes!

No, we are consistently communicating with our customers on a weekly basis using efficient, streamlined methods.

6. Do you want to improve your retention rate and better develop and grow your existing accounts?

Yes!

No, we are confident that what we're doing now will help us retain all of our current accounts.

7. Do you want to improve your website using more content and/or a more appealing design?

Yes!

No, our website is basically perfect and needs no improvement.

8. Do your salespeople need more education in order to better explain your business to consumers?

Yes!

No, we are confident that our salespeople are able to flawlessly explain our business and industry to consumers.

9. Do you want to see your lead conversion rate improve?

Yes!

No, we close the vast majority of our leads.

10. Do you want to stop relying solely on cold calls?

Yes!

No, we have found cold calling to be the perfect answer for gaining new customers.

11. Would you prefer to have more leads approach you instead of you having to reach out to them?

Yes!

No, we prefer to do the heavy lifting when it comes to finding leads.

12. Do you need more accurate and efficient methods for tracking your marketing ROI?

Yes!

No, our current ROI tracking methods tell us everything we could possibly want to know about our marketing.

13. Do you need more consistent and effective email communication?

Yes!

No, our email database is regularly updated and we are intentional in sending email newsletters to our database each week.

14. Do you want to have better word of mouth and increase referrals?

Yes!

No, we have great word of mouth advertising and already generate a hefty amount of referrals from it.

15. Do you want to step up your social media strategy?

Yes!

No, we have a solid social media marketing strategy, including goal setting and tracking, consistent posting, and impressive engagement metrics (likes, follows, comments, retweets, etc.).

SCORING

1 - 5

Your business may be a good candidate for inbound marketing. Take a look back through the questions that you answered, "Yes!" Are those non-negotiables for your business? Do you need/want those goals to be accomplished within the next year? Then, inbound marketing may be the best option for achieving them. Do a little more research on inbound marketing and discover if it makes sense for your business in the near future.

5 - 10

Your business is a good candidate for inbound marketing right now. You answered "Yes!" to several of the problems that inbound marketing was strategically designed to solve. Take a look back at those questions now. Does your business need to check those boxes within the next year in order to gain and/or sustain success?

10 - 15

Great news! You may have found the perfect solution to your business woes! You answered "Yes!" to just about every textbook problem that inbound marketing was designed to solve. Read through those questions again. How serious are you about obtaining those goals within the next year? If you want to make those visions into realities, then it's time to seriously consider implementing an inbound marketing strategy!

No matter your score:

Now that you're more aware of the solutions that inbound marketing can provide for businesses, you may be wanting to educate yourself about the process a bit more. That's great! Take a look at our free eBook.

Ready to get started or talk to someone about what a customized inbound marketing solution could look like for your business? Contact us today and let's discuss how your business can partner with fuze32 and start generating highly qualified leads like never before!