



How One Wisconsin Contractor Uses Inbound Marketing

To Attract Qualified Leads, Generate Sales And Nurture Its Clients



Lorraine C. Cline

About the presenter...

- Founder and co-owner of Cline Design, LLC, an award-winning graphic design and inbound marketing firm located in Andover, New Hampshire
- Earned a B.A. in Speech Communications and Broadcasting from Penn State University
- Serves on the Steering Committee of the Construction Leadership Network and is Chairman of the Lake Sunapee Region Chamber of Commerce Marketing Committee
- Worked as a tour guide at a 66-foot tall wooden elephant that was constructed in 1881

7 Components



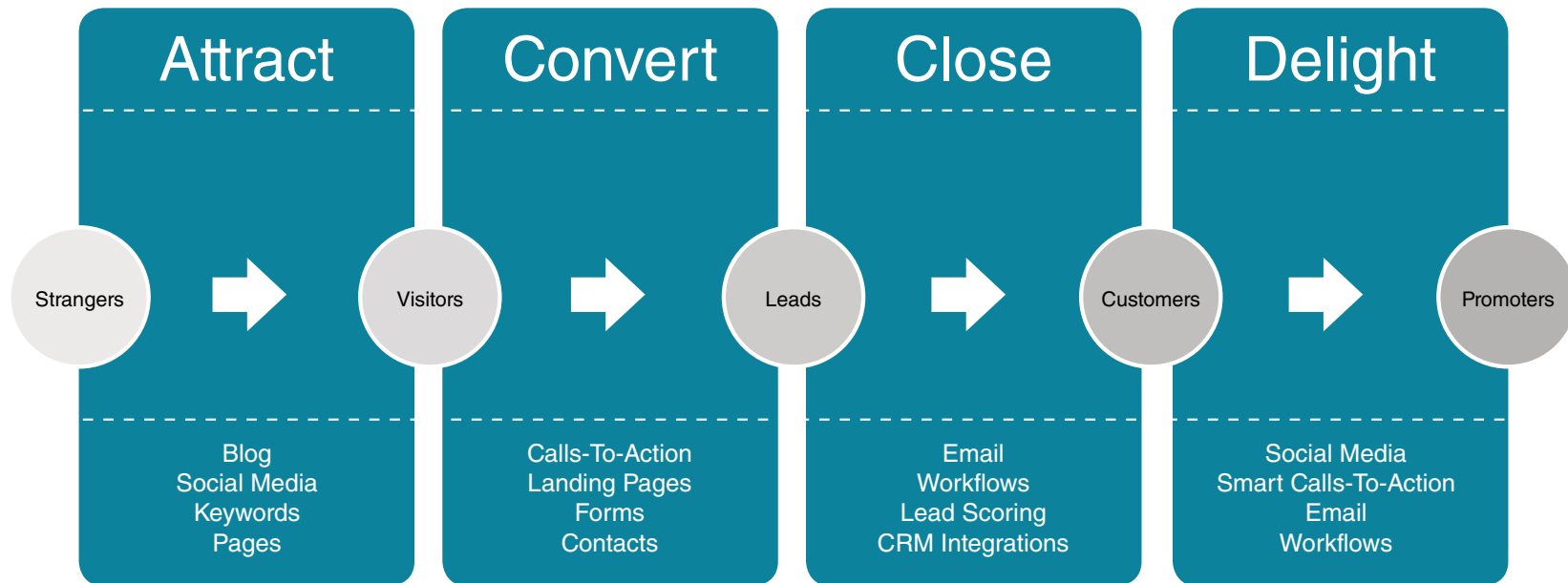
What is Inbound Marketing?

Instead of the old outbound marketing methods of buying ads, buying email lists, and praying for leads, inbound marketing focuses on creating quality content that pulls people toward your company and your services, where they naturally want to be.

What is Inbound Marketing?

By aligning the content you publish with your customer's interests, you naturally **attract** inbound traffic that you can then **convert**, **close**, and **delight** over time.

Inbound Marketing Methodology



Source: Hubspot

The Sales Funnel

Attract

This is the stage where a prospect identifies that they need a service or need to solve a problem.
They seek education.
Their loyalty to your company is low.

GENERATE LEADS

- Blogging
- Social Media
- Keywords

Convert

This is the stage where a prospect identifies exactly what they need or what problems need to be solved.
They require more in-depth education.
Their loyalty to your company is medium.

GENERATE PROSPECTS

- Offers
- CTAs
- Landing Pages and Thank You Pages

Close

This is the stage where a prospect understands the options available in the marketplace.
They continue to learn and want to be kept abreast of new developments.
Their loyalty to your company is medium-to-high.

GENERATE CLIENTS

- Email Campaigns
- CRM Integration
- Lead Scoring

Delight

This is the stage where a prospect has become a customer. Delighted customers can become advocates for your business, through sharing and repeat business.

TURN CLIENTS INTO ADVOCATES

- Social Media
- CTAs
- Email Campaigns



The Website

The core of the marketing program



A Blog



Landing Pages



Email Program



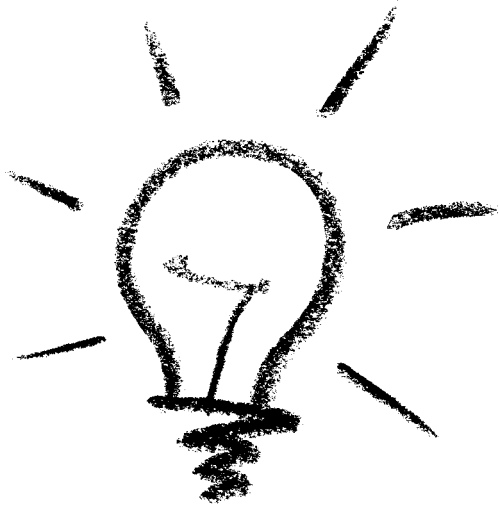
Social Media



Search Engine Optimization



Analytics



Bright Idea

Use a sales and marketing automation platform to integrate your marketing functions: website, blogging, emailing, social media, SEO, analytics and CRM.



**Don't hesitate
to call or email:**

Lorraine Cline
Cline Design, LLC
42 Shaw Hill Road
Andover, NH 03216

TEL 603.648.2110
lorraine@clinedesign.com
www.clinedesign.com




clinedesign

