

10 REASONS TO GET STARTED WITH INBOUND MARKETING

Have you put an inbound marketing plan together? If not, here are ten reasons for you to get started.

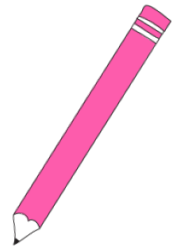
AUTHORITY



ACCURATE CONTENT
CONVINCES VISITORS
TO DO BUSINESS
WITH AN EXPERT

NEW NEEDS

WITH COMPELLING CONTENT
YOU WILL BE ABLE TO
SPARK
NEW DEMANDS
WITHIN YOUR TARGET GROUP



LOW COST

INBOUND LEADS
COST LESS
& GIVE BETTER RESULTS
THAN COLD SALES CALLS



CONVERT PROSPECTS



INBOUND MAKES IT EASY TO
IDENTIFY & ACQUAINT LEADS
THE MORE YOU KNOW
THE EASIER IT GETS
TO CREATE THE RIGHT OFFERS

AMBASSADORS THROUGH CONTENT



VALUABLE CONTENT
RESULTS IN
CUSTOMERS THAT PROMOTE
YOUR BRAND & PRODUCTS

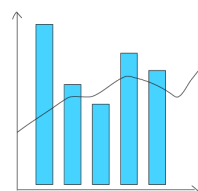
GLOBAL GROWTH POTENTIAL

INBOUND MARKETING
LETS YOU REACH
A WORLDWIDE AUDIENCE...



IMPROVEMENT THROUGH REPORTS

USE CONTACT ANALYTICS
TO MEASURE & ANALYSE YOUR ROI
& TO GET DIRECTION FOR
TWEAKING & OPTIMISING
YOUR COMMUNICATION



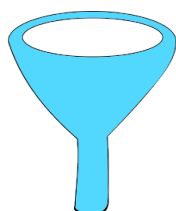
SALES TEAM EFFICIENCY

THOROUGH INFORMATION
ABOUT THE LEADS
ENABLES YOUR SALES TEAM TO
CROSS SELL & UP SELL



DRIVE
TRAFFIC
THROUGH CONTENT

*Blogs and offsite communication help you to get found organically.
Companies that blog 15 times per month get 5 times more traffic than
companies that do not blog.*



LONG-TERM
LEAD
NURTURING

*The detailed information about your leads help you to understand
what they need further to become a customer.
Inbound marketing is a long-term way of working.*

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The things that are really worth a tweet you'll find on Twitter.



Facebook is the place to follow our project timeline.



Our presentations are on Slideshare.



And some of the moving stuff we do is on YouTube.



On Pinterest you can see for yourself what we do and like.



We're on Google+ too, quite simply because Google thinks we should be.



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