



MARKETING

fresh ideas that make sense

INBOUND MARKETING FUNNEL

for

PROFESSIONAL SERVICES



Great content till the very last drop!

1

CONTEXT

Generate target traffic.

- organic search
- social media
- ppc advertising

2

CONVERSATION

Captivate with rich content that makes a human connection.

- video, blog posts, website

Offer valuable advanced content.

- case studies, whitepapers
- "how-to" guides, checklists

3

CONNECTION

Create a connection.

- calls-to-action
- landing pages

Nurture prospective clients

- targeted email campaigns

4

COMMUNITY

Capture the opportunity and build a community

- proposal
- interview, presentation, demo