

# How to set up your inbound marketing strategy

Laying the foundations for predictable, repeatable,  
scalable revenue growth, month on month

**Unlocking**

**Potential**

**Guide**

How to set up your inbound  
marketing strategy



# Content

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messaging

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your core activity





## Introduction

# A phenomenal opportunity

**95% of the UK is now online and buyers are using that power to make more informed purchasing decisions. Make sure your content is the first thing they see when they do.**

Surveys have the remarkable ability to tell stories. So when an industry-wide survey by Adobe revealed that marketing has changed more in the last two years than in the previous 50, we had to ask ourselves ‘why?’

Look at your own market for the evidence around you. It’s likely that greater connectivity has upturned the conventional seller/buyer focus. At the same time, there’s been a substantial increase in the quantity and quality of opportunities for you to connect with prospects. The setting has changed and the story has progressed, but the characters haven’t developed with it. At best, this means people’s understanding of marketing, from the underlying principles to the day to day tactics, is out of date. At worst, everyone is working from a different page.

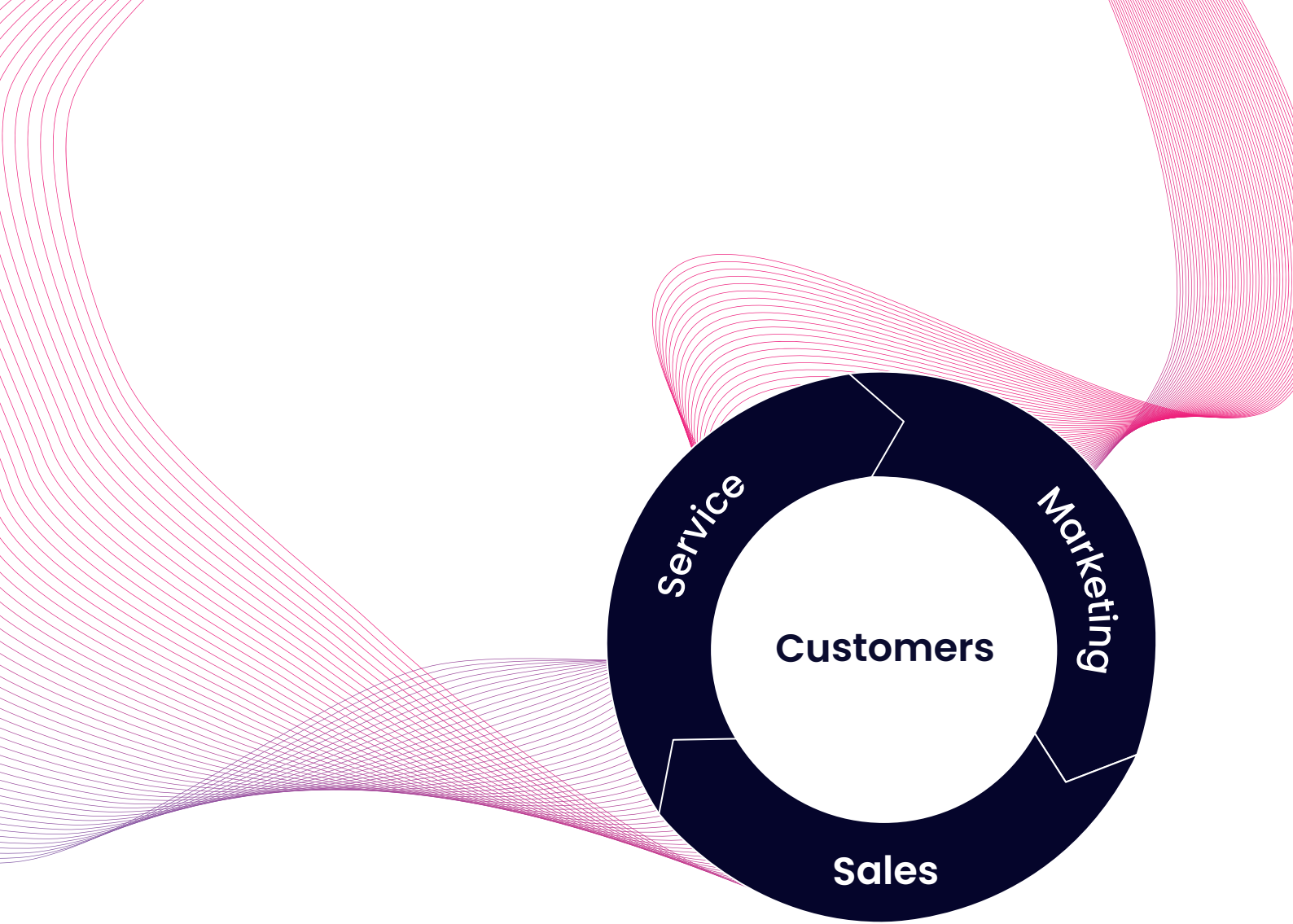
It’s not an experience or even an age thing. According to one of our co-founders, Eric Murphy, ‘Students are still being taught by colleges and universities about how to use mail merge in MS Word. I’d never have believed this had my son not approached me about helping him with his coursework! When was the last time you needed to print out hundreds of Avery labels to stick on envelopes?’ Our new hires are out of date before they even get started.

**‘When an industry-wide survey by Adobe revealed that marketing has changed more in the last two years than in the previous 50, we had to ask ourselves why?’**

Nobody in marketing wants to admit that they don’t know what’s going on. But, with the pace of change increasing almost daily, you have to accept that it’s impossible to know it all before you can begin to design a strategy. This is why it’s more important than ever to take an inbound approach, creating a plan around the element that matters the most: your prospects.

The opportunities to connect with your target buyers have never been more numerous, easier, or richer in quality. Yet on average, sales give up after two unsuccessful attempts to connect. When it’s brought up, marketing blame sales for being lazy. Sales blame marketing because ‘the leads are weak’. Blame gets you nowhere, and the problem remains. Unfortunately it means that for all your marketing’s success, it can only ever achieve 10% of its potential. No wonder nobody wants to be accountable for ROI in marketing.

‘I can’t believe this is still happening,’ said Eric, ‘or that so few businesses ever commit to tackling this problem. None of this is to do with laziness. Your sales team are either working flat out or are demoralised by the increasing stress and failure rates. What’s hindering them is a focus on what they want, not on what the buyer needs. The problem is structural and kept in place with out-of-date processes that actively discourage buyers.’



## **'This is why it's more important than ever to take an inbound approach, creating a plan around the element that matters the most: your prospects'**

It's time to fix all of these problems from the ground up. In the same way that an inbound approach to marketing should be feeding sales, it's your services that should be feeding your marketing. Key to this business growth flywheel is happy customers fuelling your company's marketing presence, whether directly through revenue growth or indirectly, in the form of those referrals we all know and love.

Changing your business processes to become buyer focused is a transformative step, but it's absolutely crucial if you want to generate leads that close.

Marketing, sales, and services naturally integrate with one another to serve the buyer together. When your organisation understands the inbound methodology across all its business functions, all of your team can align to achieve the common goal of delighted customers who happily promote you to others.





1

## Identify your target buyers

**You probably have an idea of who your leads that close are. But how much of this is based on assumptions and how much is based on actual research into your customer data?**

You're trying to start a conversation with your target buyer. And while you focus your time on the broader themes of increasing web presence, your consumers are becoming more and more discerning about the types of content they engage with. Before you even think about starting to create that content, you need to understand who it is you're creating it for. The first step to generating leads that close is paying attention to your audience.

Everything starts with the target buyer, and this means creating a persona for them. Only by knowing your personas and looking at current trends for consumption will you be able to target your approach and resonate with today's time-sensitive buyers.

### Why buyer personas matter

Persona 1 is an IT manager for an academy. You establish they are interested in football, are between the ages of 30-45, and have two children. They like gaming, fishing, and heavy metal music in their spare time. They don't use Twitter but

occasionally browse LinkedIn, they take part in several open community forums, and regularly read certain publications and biogs.

This is a (very short, very top-level) buyer persona. It's a semi-fictional account of your target buyer and it's crucial for educating marketing and sales around the kind of people they are targeting.

How much could this profile inform the content you're creating for your prospects and the conversations you are having with your customers? It's common for brands to assume that they are the main character in their stories, but this is incorrect. The brand is the enabler, the wise man, Rowling's sparkly eyed Dumbledore. You bring the knowledge, the expertise, the magic. Your IT manager? He's the small boy trapped in the cupboard under the stairs, wishing for more. It's common for businesses to have multiple buyer personas. You're rarely targeting one individual across your range of services and solutions. The more familiar you are with your personas, the better you can target them across your sales and marketing activity. The more accurate your personas, the better equipped you will be to attract leads that close.

# Why buyer personas matter

## 1. Identify questions that will help you to understand your persona

Download the persona profile checklist. You should use the questions on the checklist when doing research to create your buyer persona.

Tailor the questions as much (or as little) as needed to match your industry and the language used in it. For example, rather than asking 'Where do you go for information?', you could ask 'How do you research an expensive purchase?'

## 2. Begin researching your buyer persona

Using the questions you identified in Step 1, determine a method of researching your buyer persona and getting the selected questions answered. You can research your buyer persona by:

- Interviewing current customers or prospects
- Surveying your customers or prospects
- Talking to your co-workers
- Asking questions on social media

## 3. Use HubSpot or your existing CRM to review lead intelligence to help with your buyer persona research

Browse through some of your customers' contact records. Use top-performing articles and most downloaded offers to identify relevant topics in which the buyer persona is interested.

- What topics and types of content are your contacts gravitating towards?
- What are they most interested in on your website?
- What social media networks do they use?

## 4. Compile the answers to your initial questions

Once you've discovered trends from the answers to your selected questions, collect the data in one place.

## 5. Transform your notes into a complete persona

Draft the buyer persona story based around the insights you have discovered. When detailing this character, you might also like to consider the following details:

- What is a common job and demographic?
- What does their day look like?

- What are their challenges or pain points?
- Where do they go for information?
- What common objections do they have to your products or services?

## 6. Add your buyer persona into HubSpot or CRM

Choose a picture and name for your persona. Why? It will help bring them to life for you and your team. Actually asking 'would John read this?' will help you to put your activity into perspective.

Add the high-level notes from your buyer persona story that you created in the above step. Add them to the internal fields labelled persona's roles, goals, and challenges.

Create a form field option that answers the question of how the contact would describe themselves on a form. By doing this, you are creating a drop-down form property option. Now your contacts can identify with a persona when they fill out a form, which will help you to deliver personalised content and effective segmentation.

## 7. Review and update your buyer persona

Every quarter, review your buyer persona story to make sure the buyer persona story is still accurate. Update or add anything to make sure your buyer persona story is the best possible representation of your ideal customer.





## Understand the journey your buyers are taking

**You've identified your target buyers, but if you want to generate leads that close, you need to understand what stage they are at in the buyer's journey. How ready are they to buy?**

We believe what really matters is understanding the journey the buyer takes when making a purchase.

If you start by understanding your buyers, instead of trying to decide what kind of products or services they need, you will end up with a very different answer to the question 'what do I need to do in order to get more customers?'

A straightforward way to understand your buyers is to use the buyer's journey - a simple framework that maps a buyer's progression through the research and decision process they go through before making a purchase.

So what does the buyer's journey framework look like, and how can you use it to better reach and engage your customers?

This section goes through each stage of the buyer's journey- awareness, consideration and decision - and sets out what you can do to keep your prospects moving through that journey until they become customers.

### The awareness stage

While this sounds like an area for learning mindfulness at a slightly posh music and wellbeing festival, it isn't.

Marketing bods usually think that this stage means developing brand or company awareness. Sales bods tend to think it should be about developing awareness of a product and its features. We strongly believe that the awareness stage means making your prospect aware of their challenge or opportunity.

Try and think about the start (I mean the very start) of your own thought process when you buy something. Initially, you're not thinking about brands, products, features and benefits - you're thinking about you (or your business), and the challenge or opportunity you're facing.

So firstly you need to make your prospect aware, and you need to help them 'frame' the problem. This means putting a box around it in order to help understand it. You need to get them to think about the problem, and ask themselves questions like:

- Does this problem have a name?
- How long will it last for?

Awareness Stage

Consideration Stage

Decision Stage

- **Where does it come from?**
- **What colour is it?**
- **What's its inside leg measurement?**

By considering the answers to some of these questions, your prospect is dividing the problem up into chunks that are easier to deal with.

As you have helped your prospect to understand their problem, you will have built trust with them. There is then a good chance that they will then turn to you (or your content) with the question 'we understand that, so now what?' This presents you with the opportunity to 'shift' their thinking towards ways of dealing with the problem that they haven't thought of before.

This will then move the prospect to the next stage - consideration.

## The consideration stage

This is the second stage of the buyer's journey. In our experience helping, there are three parts to the consideration stage - do nothing, DIY, and ask for help.

### 1. Do nothing

This first part of the consideration stage is all about your buyer's competing priorities. At this point, your real competition is not other companies. It is other things on your prospect's to-do list. What they care about is what else is competing for their attention or their resources.

Like everyone else, your prospects are extremely busy. If someone has tried to shift their thinking towards solving a particular problem, the first thing they do is think: 'where is this on my list of priorities? Right now I have five urgent things to get done, and when those are complete there are another 50 things that I need to get done.'

So unless what you're offering is going to knock out at least one of those top five urgent tasks, then your buyer will decide that it is not top priority, and will most likely decide not to do anything.

This is where most buyers stall. They may have some interest in your product or service - but they don't want it yet. To move them onwards, you need to help them re-prioritise their to-do list.

### 2. DIY

This has nothing to do with step ladders, Polyfilla, or breaking a drill that you borrowed from your neighbour.

Your prospects will usually try to work out if they can fix things by themselves first. They would almost always prefer to solve problems in-house, with existing

resources. However, it is likely that (in relation to what you're trying to sell) they don't have the skills, time, or resources to do it themselves.

What you need to do is build a picture of exactly what would be required for them to do a good job of it. Spell out that to really do a good job, they would need a comprehensive selection of skills and resources.

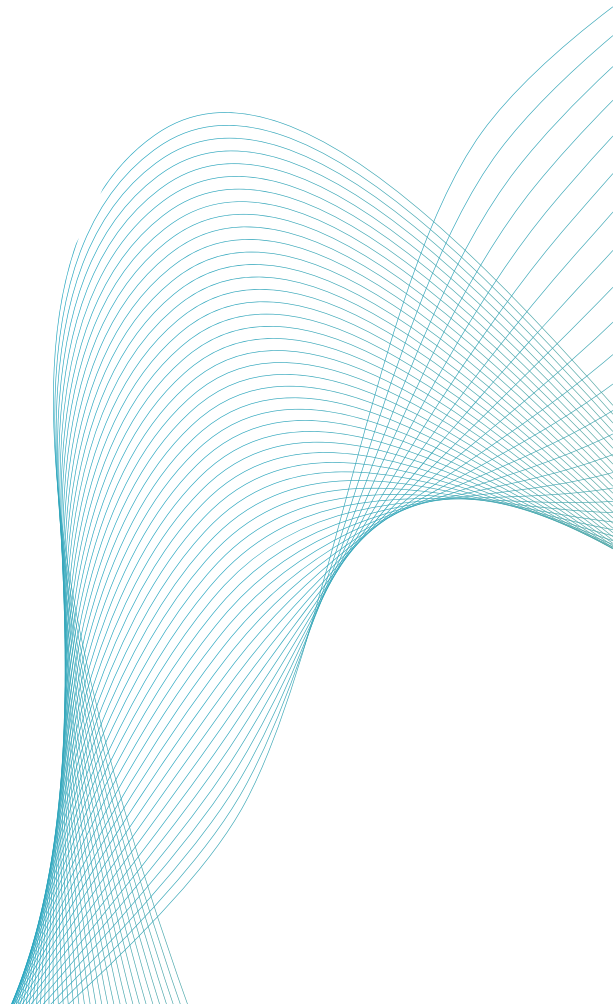
If they don't have all those things, then logically, they will have to ask for help from someone else.

### 3. Ask for help

Hopefully your prospect will now be thinking something like 'Wait...doesn't this company say that it can provide all the skills and resources that are needed?' This will lead them to ask for your help.

If you've been thorough in the DIY stage, the prospect should know what help they need to ask for. You should respond by checking that you properly understand what help they're asking for.

To do this, you need to engage with them and ask questions - not just bombard them with testimonials and case studies. At this point, you need to get sales to go into a discovery session with the prospect, to move them into the decision stage.







## The decision stage

There are two parts to this stage:

### 1. Giving advice

To give good advice about what they should actually do, you've got to ask the prospect plenty of questions to find out what's going on. What's on your mind? What's the challenge? What's the biggest problem here? Where does it hurt most?

The objective here is to make the buyer feel that you understand what it's like to be them.

You won't achieve that if you just give them your company's standard elevator pitch, because you will be missing the chance to maximise your relevance to them. By asking questions, you will build trust and credibility, and they will believe in the advice that you give them.

### 2. Providing options

If the prospect then asks you 'what should I buy?' and your response is a single option of 'buy this', then you're presenting them with a binary choice between yes and no. A buyer will always veer towards no, because as humans our natural tendency is to be risk averse.

If you can give them three options (two options of yes and one of no), then you can reduce the possibility of a 'no' right down to about 30%.

Creating options in this way also puts the power back in the buyer's hands. This means you can say something along the lines of 'ultimately it's your choice'.

Providing your prospect with a choice really is vital. You could spend a great deal of time preparing the world's best solution for them, understand their situation really well, and set a price to match their budget, but if you don't give them a choice at the end they could easily say 'we're going to get another two quotes'.

## Providing value to your prospects

In today's connected world, successful sales and marketing ultimately comes down to the simple approach of helping someone who has a need.

The beauty of the buyer's journey is that it allows you to do that really well - because you can enable your prospect to identify their issue or opportunity, and then work through the process of resolving it.

When you combine this with a deep understanding of who that prospect is, you create a process during which the lead never actually feels 'sold to', and is therefore much more likely to want to start a conversation.





## Define your core value proposition

### **An inability to communicate what your business does and where it sits in the market could be limiting your ability to draw leads that close.**

Digital is a crowded room full of noise. It's 2018 and your prospects are mingling. You want to join in the conversation – but how to introduce yourself and what to say?

A technology reseller sidles up to chat about software and solutions. Everyone nods, smiles, pops olives like Tic Tacs, fiddles with their empties, but nobody's listening. His competitors have been touting the same pitch all evening.

Outside, a group forms around a stylish multinational enterprise. He talks a good talk but the conversation dries. His proposition is outdated. No one can see the value in what he says he does.

Near the bar, an SME excitedly relates the story around her rapid growth. She's engaging, magnetic, so passionate her bubbly's almost flat (the waiter's hovering), but there's a disconnect between what she says she does and the markets into which she's expanding.

In this scenario, all these businesses find themselves faced with one of two key challenges: they don't know how to define themselves or they don't know how to communicate this in a way that aligns with their target buyers. It's a problem they didn't even realise they had, and it's ubiquitous in this day and age when it's all too easy to build a website and start promoting yourself.

To navigate this challenge, we always work with our clients to develop a messaging framework. Defining this framework enables you to create compelling, relevant messages that run through every piece of communication about your business or brand.

This framework builds on your knowledge of your buyer personas and is made up of three key areas.



## 1. Value proposition

This is your promise of the value you will deliver. It is the primary reason why a prospect should buy from you.

### Example:

Babe/Quest is the only UK HubSpot Partner that delivers strategy, activity, and technology across marketing and sales to drive business growth by generating **leads that close**.

We believe that for you to invest in growth confidently, you need **predictable and scalable revenue**. That requires a fully integrated sales and marketing process designed to find, engage and keep customers. We **do this because we know** that the challenge of finding and keeping more customers is simple to solve, if you know the formula.

It's our mission to help businesses grow by sharing the formula, and helping them apply it.

## 2. Positioning statements

This is how your offer fulfills your prospects' needs, in a way your competitors' offers don't

### Example:

We'll help you with the strategy, activity, and technology needed across your marketing and sales to enable you to drive business growth.

For strategy, we'll help you refine your sales and marketing process so you can find, engage, and keep customers in line with your business growth goals.

For activity, we'll help you fill the gaps in the resources you need to deliver the workload and results to support your strategy.

For technology, we use HubSpot and the tools that integrate with it, because it enables us to make rapid iterative improvements to your marketing and sales and helps you make decisions that drive your growth.

## 3. Power statements

This is how you connect your offer to the emotional drivers behind your personas' stated needs.

### Example:

When I talk to [target persona], I often find that they are [aiming for \*this\*, but find \*that\* challenging]

Does that sound familiar?

That's the exact challenge we'll help you overcome.

## Promote a proposition your prospects recognise

We're getting underneath the messaging here, looking at the values and propositions at the core of your business. These are what you use to inform your messaging.

Most prospects visiting your website for the first time won't know anything about you. You need to make it as easy as possible for them to work out who you are, what you do and how you are different from others. That can be achieved partly through the way you position yourself and partly through the way that you communicate this.

Don't contradict yourself, for example. People tend to be easily confused unless they are subject matter experts. They won't be sure what you do if you describe yourself as foresters, arborists, woodland managers and loggers all in the same article.

Bear in mind that people tend to skim through web content; they don't read every single word but look for the information that is relevant to them. In other words, they won't even read everything you say, so the bits they do read had better communicate exactly who you are –and how you can help.

## 4

# Maintain consistent messaging

**The importance of consistent messaging across channels can't be overstated, giving prospects a clear picture of who you are and why you're relevant to them.**

First impressions count.

In today's world, your content is your brand for prospects and new customers. People who've yet to do business with you form their perceptions about your company through reading your articles, browsing your website, and downloading your offers. Their first impressions come from your online presence - mainly from reading your content.

No one ever willingly bought something from someone they didn't trust. Hopefully you are already working hard to build trust by showcasing your satisfied clients, making your website smart and contemporary, and by providing valuable content that establishes your credibility.

But all of that good work can be undone if what you say is not uniform. You've defined your buyer personas and clarified your value proposition. Now you are in a position to bring these things together in a communication strategy

that bridges who you are and who you want to be starting conversations with.

Getting your messaging right just became a much bigger priority.

## **Consistent messaging helps prospects remember who you are**

We're all familiar with slogans. Hear something repeated often enough and you will start to associate those words with whoever spoke them. The same principles also apply to your key messages. Keep them limited, keep them simple, and keep saying them. Want to encourage customer satisfaction? Repeat positive language and imagery that helps your prospects feel better about themselves - before they've even bought from you.

If your messaging is inconsistent, it could be a symptom that you haven't clearly identified who you are - or communicated this clearly across all levels of the business. Go back one square to 'Define your core value proposition'.



## Talk your prospects' language

Consistent messaging isn't just about communicating a clear value proposition. It's also the way that you write: the tone, style, and voice of your content.

Think about how you talk to different people. You don't speak to your mum over Sunday lunch in exactly the same way that you chat with your friends in the pub (well, you might....). To put it another way, you probably don't talk to your boss in the same way you talk to your hairdresser.

Are your articles chatty or strictly professional? Do you use humour or play it straight? Do you reference popular culture or draw on the credibility of well-established experts? Having a consistent tone of voice will help to make your content recognisable, regardless of which medium you are using. This is where your communications strategy comes in.

## Create a communications strategy

A communications strategy is designed to help you communicate effectively across all forms and channels in order to meet core organisational objectives. It covers everything from tone of voice and language preferences to advice around effective messaging and the key messages (your power statements) for each of your buyer personas.

Putting together a communications strategy for your business is the easiest way to make yourself think about what type of words are suitable, and to get some examples written down. The document doesn't need to be complicated and long for it to be useful. As a start, we would recommend that it contains just four sections: a messaging statement, a word bank, a brand dictionary, and some examples.

### 1. Messaging statement

This is a consolidation of your value proposition and buyer persona work. Think of it as your company's blurb. Working with your value proposition, create a paragraph or two about what your business does, who it helps, and what values drive it.

### 2. A word bank

This part is simple - it's a collection of words that you want to use in your content because they evoke the right feeling and characterise the way you want people to think about your brand or company.

Start by defining the style of language. Is it for beginners or for experts? Is it evocative or straightforward? Contemporary or classic? Then spend some time listing out sample words that fit those styles.

For example, a word bank for a sunglasses brand might include words like 'chic', 'incognito', 'protection', 'celebrity', and 'summer', while a company making racing bicycles might include words like 'exhilarating', 'flying', 'rush', 'escape', and 'alive'.

The word bank should also set out preferred usage for the most important vocabulary and phrases associated with your brand, for example whether you want your communications to use 'our employees' or 'our people', 'bicycle' or 'bike', and 'premium' or 'luxury'.

### 3. A brand dictionary

Every industry and company has its own jargon. This section of the guide should explain that jargon so that you can be sure your readers always understand what you're talking about.

Remember: not all of your buyer personas will be experts in your particular field. Unexplained acronyms can be particularly frustrating for readers.

### 4. Examples of tone of voice

This part of the strategy is especially useful if - as is often the case - more than one person is responsible for creating the content at your company.

List out some sentences or phrases that really encapsulate the style of writing you want, and pair these with 'off-brand' versions that highlight the differences between what is and what is not being strived for.

Both types of examples will help other writers to understand what is appropriate. In this context, examples are more useful than descriptions of 'brand personality', which can be rather generic. Traits are subjective, so your idea of 'confident and warm' might be quite different from mine.



## Is the communications strategy being used?

It's one thing to create an effective, easy-to-follow communications strategy. It's another to make sure everyone in the organisation is working from it.

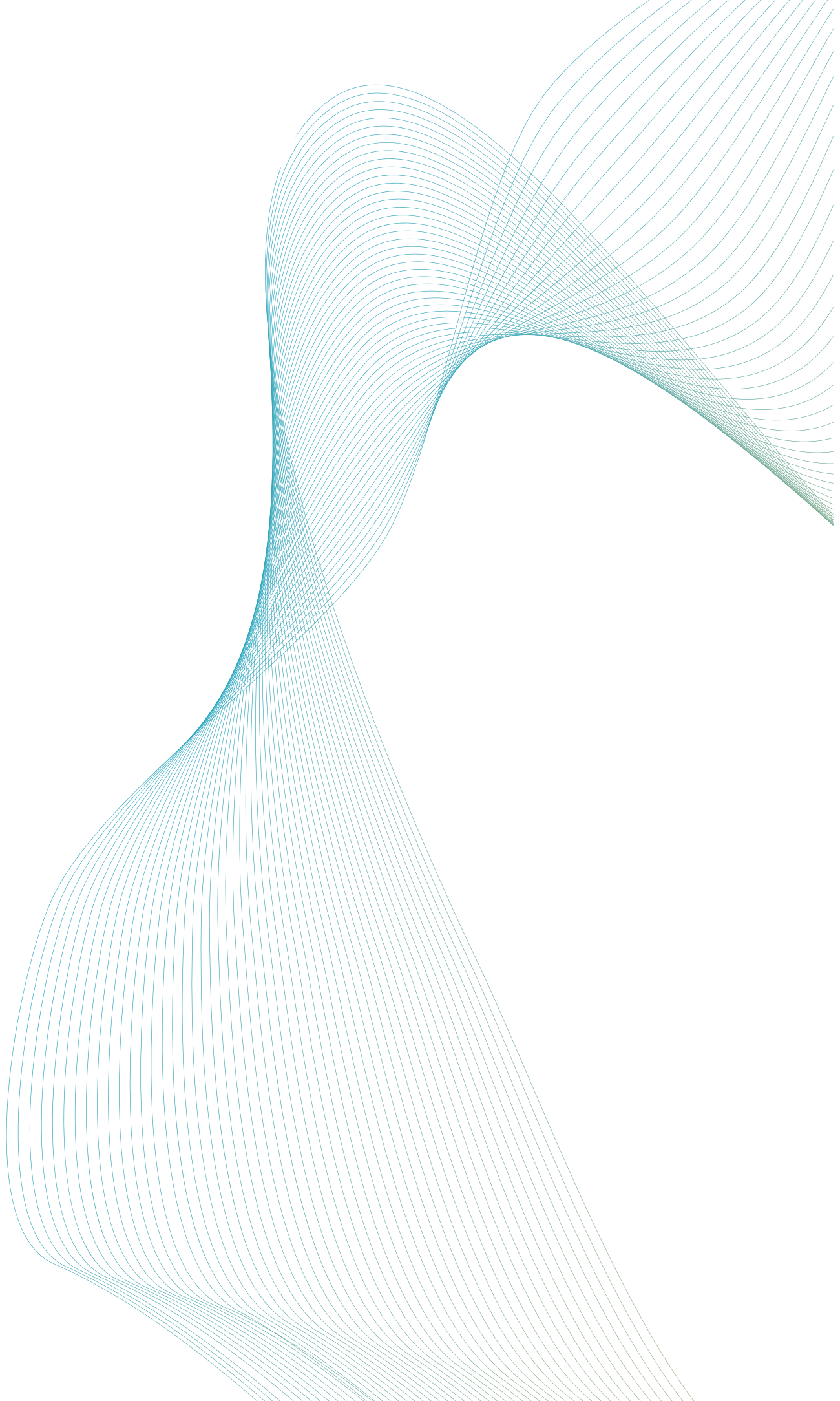
One of the biggest hurdles companies large and small face is keeping the strategy front of mind. This means making it as accessible as possible to different teams across the company.

It also means keeping the strategy updated regularly, so it reflects the current version of the company and its communications.

- 1. Vocalise the importance of the guide to new starters during their on boarding**
- 2. Make the guide easily accessible on a shared drive**
- 3. Frequently monitor the guide's usage**
- 4. If you notice the guide isn't being used or followed, ask why!**

Messaging is important because in order to persuade someone to do something – and that is, of course, what marketing is all about – it's best to communicate with them using the kind of language they will be comfortable with and respond to.

Remember, the more you build trust, the more likely your leads will buy into your products and services, and the more likely they are to close later down the line.







5

## Create a plan around your core activity

### A predictable, long-term, repeatable strategy depends on your ability to complete core sales and marketing activities each month.

If you're looking to grow your business by generating leads that actually close, you'd better believe there's some fundamental core activity you need to have in place first. Imagine you're building a house; without solid foundations, anything you put together will fall down pretty fast. Set those foundations in place, however, and you have the groundwork on which to build predictable, scalable, and repeatable business growth.

By now you've recognised the necessity for a customer-centric approach, and with your buyer personas in tow, you know your leads that close inside out. But how much is this reflected in your sales and marketing, and can you confidently say you're delivering a consistent output of effective, relevant core activity each month?

Before you even think about building out a specific campaign, you need to have these essential foundations in place.

### What is core activity?

The process of reaching, engaging with, and nurturing your clients can be broken down neatly into core marketing and sales activities. As such, you should be dedicating

a significant amount of time and resources towards its completion each month.

Core activity forms the foundation of your core marketing and sales processes. By sharing these responsibilities across your business, you can be sure that no step is missed. A clear growth strategy outlines how you will achieve your goals. Better yet, by delegating activity to the teams best placed to implement them and establishing accountability, you're ensuring that every task is carried out by the right experts.

Most importantly, you know that your marketing and sales are getting the time and attention they need every month to actually work.

### Core marketing activity breakdown

#### Content creation [30 hours]

Quality is the name of the game and this takes time. It's just not good enough to churn out average content and expect it to deliver. Working together, we can set aside enough time to properly research, create, edit or redraft, and publish engaging blogs, infographics, or videos.



## Performance management [10 hours]

Performance management is an iterative process. You might not spend long optimising a landing page, but you could expect to be doing this frequently based on what your data is telling you about the way your visitors are interacting with the page.

## Content distribution [20 hours]

Your content isn't going to go anywhere if you don't distribute it intelligently. The key here is intelligently; it doesn't take long to schedule social posts or emails, especially with HubSpot, but timing, relevancy, and consideration for each platform's audience are everything.

## Content promotion [10 hours]

As above, but with more detailed research into where your buyer personas are spending their time online and how they engage with different platforms. Remember: promotion is paid. Failing to put in the hours will probably lead to poor results and wasted budget.

## Website, SEO, and keywords [10 hours]

Keyword research can be time-heavy, even if it doesn't take long for an expert to implement their recommendations on-page. Optimising your website technically shouldn't be brushed to the side; your website's health will directly impact the success of every campaign it touches.

## Conversion paths and optimisation [10 hours]

If you want to maximise conversions from your traffic, you're going to need to take the time to set up and optimise the relevant lead flows and forms. Don't forget testing your iterations, either. Rushing this could lead to mistakes that interrupt lead flows and limit conversions.

## Automation and lead scoring [10 hours]

Automation will save you time in the long-term, but it needs setting up correctly first. Whether you want a simple three-step sequence or a complex nurture sequence, it's important that you set aside time to consider and implement this vital marketing and sales alignment stage.

## Defining your core activity

You might be concerned that you can't find 100 hours across your team to dedicate to the above. Equally, some core marketing activities might sit outside your skill set or experience. Remember: there's a whole world of consultants, agencies, and subject matter experts out there just waiting to help you out.

It's time to start thinking about core marketing activity in the context of your own business.

1. Consider which activities your business is currently engaging in and which are missing.
2. Are there activities you are struggling to manage in-house?
3. Does your team need training or upskilling in any particular areas to be able to deliver on the plan?
4. Which core marketing activities can your team confidently deliver?
5. Crucially, how long do you currently spend on what we would consider core marketing activities, and what is your internal marketing capacity?

Whether you go it alone or are willing to seek expert support, it's important to define who is best placed to take on each task and how long they should spend on it. With accountability clearly set from the beginning, you can begin working to deliver the core marketing activity that will elevate you above and beyond your online competition, connect with your buyer personas, and generate the meaningful conversations your organisation needs to grow.

The background of the page is composed of numerous thin, overlapping teal lines that create a sense of motion and depth. These lines form large, fluid, wave-like shapes that curve across the page, with some areas appearing more densely packed than others, creating a gradient of teal tones from light to a slightly darker shade.

## About BabelQuest

## Need a hand setting up your inbound marketing strategy?

BabelQuest was formed from our belief that businesses need to focus on generating leads that close if they want to grow in a predictable, scalable, and repeatable way. That's why everything we do revolves around achieving this. Central to delivering on this promise is the understanding that beneath the **strategies**, the **technology**, and the implementation of sales and marketing **activity**, we're working to start **conversations between our clients and their customers**. It's as simple and as complicated as that.

If we've done our job well with this guide, you'll recognise by now that meaningful conversations aren't possible if you don't know who you are, what your prospects care about, and how to communicate with them in a consistently engaging way.

We hope this guide helps you to define these core aspects of every effective inbound marketing strategy, whether you're challenged by your value proposition, your buyer personas, your communications strategy, or the key activity you need to be completing to drive predictable, scalable, repeatable growth, month on month.

**If you'd like to talk to us about any of the points discussed here, [drop us an email](#) and we'll happily have a chat with you at your convenience, even if that's early morning, in the evening - or on a Saturday.**





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