

“It would be difficult to overstate just how revolutionary inbound marketing has become for Channel businesses.”

INBOUND MARKETING & HUBSPOT

Inbound marketing is a technique for drawing customers to products and services via content creation, social media interaction, search engine optimisation and branding. It improves customer experience and builds trust by offering potential customers information they value via company sponsored newsletters, blogs and entries on multiple social media platforms.

Compared with outbound marketing, inbound reverses the relationship between company and customer. In fact, while outbound marketing pushes the product through various channels, inbound marketing creates awareness and attracts new customers with channels like blogs, social media, whitepapers etc.

We have a Platinum Partnership with Hubspot, a state-of-the-art delivery and analysis system. The HubSpot approach doesn't just drive marketing; it helps to align your entire business and creates a holistic experience for the prospect/customer. If your goal is to attract new prospects and engage existing customers, HubSpot allows you to engage with them at scale, and impress them individually.

Our expertise will ensure prospects are drawn into your marketing funnel, so that sales teams have the best chance of converting them into customers, using interactive techniques like chatbots and data capture.



PARTNER CONSULTATION

Introduction to using HubSpot.

HUBSPOT MANAGEMENT

Monitoring tools so you can easily assess interactions for their effectiveness.

SOCIAL MEDIA

Make a noise on the key channels and assess what works best.

HUBSPOT WORKFLOW

How to talk to contacts at the right time in a relevant way.

CONTENT STRATEGY

Developing a diverse way to deliver your marketing tactics.

PERFORMANCE MARKETING

Putting extra resources into promoting your brand.

CAMPAIGN CREATION

For when the focus is on lead generation.

CONTENT CREATION

Be it via emails, blogs or social media, great copy is the best way to create an impact. As is sharing your insightful and engaging story.

