

# 5 Inbound Marketing Strategies Every Business Should Follow

Inbound marketing is becoming more and more popular in the market today – and there's no wonder why. In contrast to the traditional outbound marketing strategies, inbound marketing is all about what interests each individual. Instead of reaching out to large audiences regardless of whether they are interested in your message or not, inbound marketing focuses on offering people what they are actually looking for. It aims at attracting potential customers through quality online content that they find value in. And this content will draw customers to your business with their own consent. So if you want customers to find you – instead of you trying to get to them – maybe it's time you focused your efforts on inbound marketing.

But how exactly are you supposed to do so? Inbound marketing contains several techniques and good practices that will build both awareness and loyalty – and, as a result, help your business grow. Here is a guide to the 5 inbound marketing strategies that every business should follow.

## 1. Blogging

Blogging is one of the key elements of an inbound marketing plan. Blogs allow you to share content that will attract leads and boost traffic to your website. This is surely not something that will happen overnight. To be able to see some results, you need to make sure that your blog posts are interesting and engaging – and that you publish with consistency.

## 2. Off-Site Marketing

Another effective way to build awareness and increase traffic to your website is through off-site marketing. Off-site marketing basically refers to reaching out and working with other websites, blogs, or influencers that are related to your niche, addressing their audiences and driving traffic back to your website with referral links. It's a great strategy to get your business known out there.

## 3. Social Media Marketing

For some, inbound marketing is synonymous with social media marketing. A social media marketing strategy gives you the opportunity to reach people with relevant interests and, when

applied correctly, can help generate traffic to your website. By establishing your presence on social media, you have the power to interact with your target group, build engagement, and gradually form a loyal audience. You just need to make sure you regularly share well-written, interesting, and engaging content.

## 4. Search Engine Optimization (SEO)

With web search being the main source of traffic, customers should be able to find your business through search engines. The higher your search result rankings, the more visitors you are likely to receive. An effective SEO strategy would include several steps, such as creating a user-friendly interface, optimizing your website for mobile devices, using keywords and SEO-friendly URLs, and providing original, search-engine-optimized content. Without SEO, however, all of this content will probably never show up in organic search results in the first place. That is how important SEO is.

## 5. Opt-In Email List

An opt-in email list contains the email addresses your subscribers have willingly given to you. Their consent will ensure that you comply with the regulations on data protection and will help you build a highly-engaged list. These email addresses are usually acquired through a subscription form, with which your subscribers agree to receive promotional content and newsletters from you. Opt-in email lists even allow for sending out targeted content, according to your subscribers' specific interests and needs. When used correctly, opt-in email marketing is a powerful tool that offers a significantly high return on investment (ROI) – much higher than any other digital marketing channel.

## Conclusion

There's been a lot of buzz around inbound marketing over the past few years – and with good reason. While outbound marketing is about pushing your message to a broad audience, inbound marketing allows for reaching your target customers with the use of content that is relevant and valuable to them. Inbound marketing is not one specific strategy, but rather a number of different strategies that, when combined, will help you build a larger, targeted customer base. So if you are looking to attract potential customers and watch your business expand, inbound marketing is definitely the way to go!