

Inbound Marketing Workshop

Part I. Buyer 2.0

Today's buyer has tools and technology available that have not been available in the past. How does this impact us and what can we do to be a part of that journey?

Part II. How Google Works

Google is the 800-pound gorilla in the room. How can we become Google's choice for serving up relevant content to attract new folks to the website?

Part III. How Your Prospects and Customers Search (The Big 5)

How do your customers find you? How do they solve their challenges? This session covers the ins and outs of search engine optimization and the ways we can collaborate to gain ground with Google.

Part IV. Group Brainstorm

We invite members of the workshop to share insight into questions asked of them, insights into customer challenges, and overall thoughts on what information customers might seek online.

Part V. How Content Impacts the Sales Process (The Inbound Methodology)

There are stages of the buyer's journey and stages of the sales process. We explore these two paths and show the intersect point.

Part VI. The Value of Each Department in the Process

Each department plays a role in this process. We review how important each person in the organization is vital to the success of the inbound program.

