

WHAT IS INBOUND MARKETING?

Inbound Marketing is a complete marketing methodology that attracts customers to your website organically. Using content that is optimised to answer the questions that your target audience is asking, inbound creates a two-way conversation between your business and your target audience.

QUICK FACTS FOR QUICK WINS!

55%



3x

52%

- **55%** of businesses say they have acquired a customer through blogging
- **3 out of 4 companies** prioritise Inbound Marketing over other strategies
- Companies are **3x** more likely to achieve increased ROI year on year using Inbound Marketing
- **52%** of Marketers were able to meet or exceed ROI targets using Inbound Marketing

INBOUND METHODOLOGY AT BAKER MARKETING

Baker Marketing is uniquely qualified to help and enable businesses in the tourism industry identify:

- Buyer Personas
- Marketing Triggers
- SEO and Keyword Lists
- Marketing Goals
- Content Strategies
- Lead Nurturing Strategies
- Sale Conversion Blogging Strategies

This happens through focussed strategies in areas of:

- Inbound Marketing
- SEO Websites
- Social Media
- Creative Design
- Content Creation
- Digital Advertising



Baker Marketing is ready to consolidate your marketing activities using a methodology that has been proven to increase lead generation, sales conversion and increased ROI.

An Inbound Marketing strategy will allow you to realise the goals that you have set for your business.

