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# **Inbound Marketing to grow my business:** attracting, engaging, and converting potential new customers

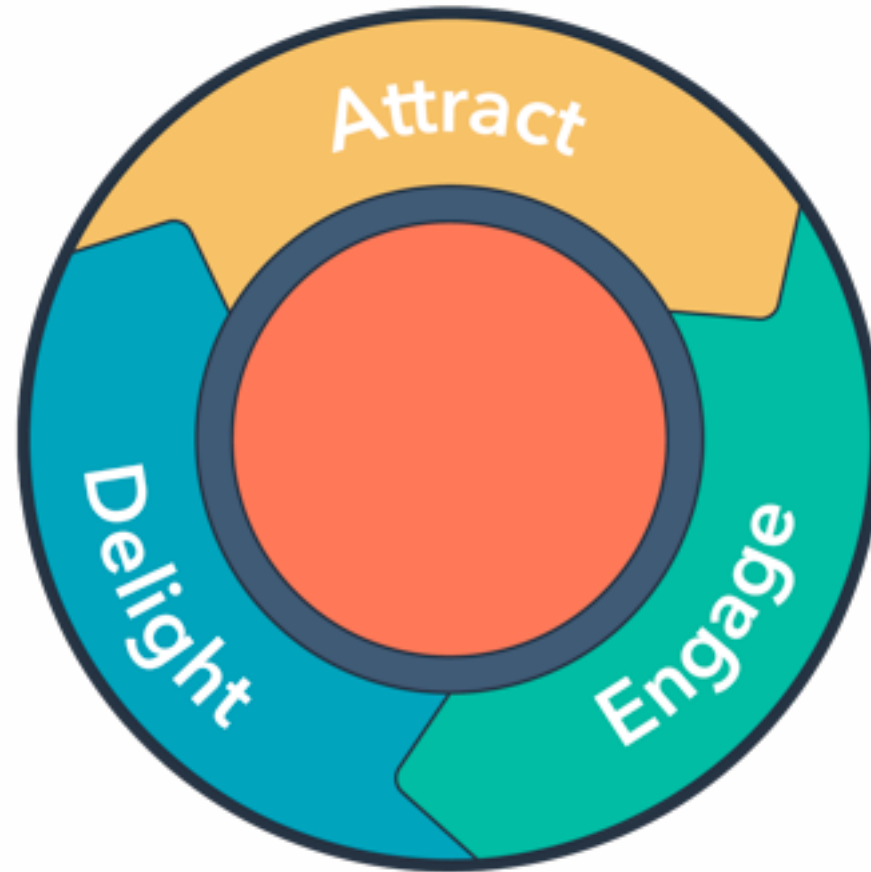
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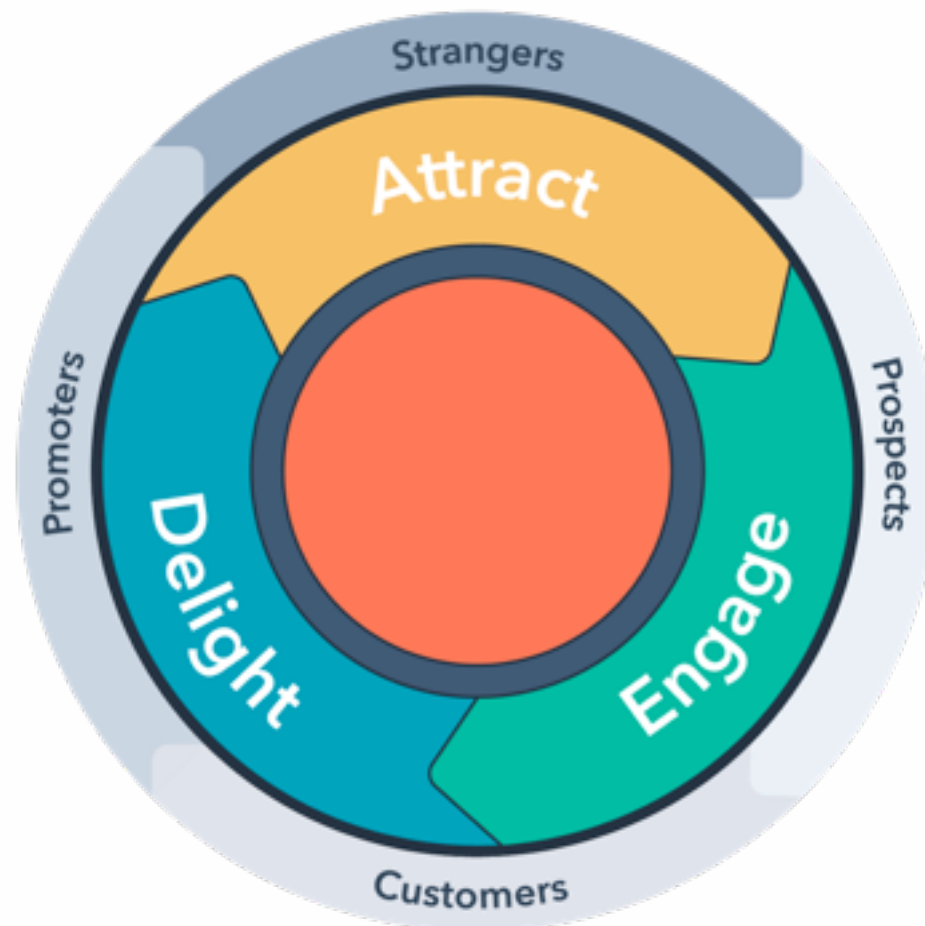


# Inbound marketing



*Inbound marketing is about delivering solutions and opportunities that have a positive impact on people and your business. -HubSpot*





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# Attract

*You don't want just anyone coming to your website. You want people who are most likely to become leads and, ultimately, happy customers.*

*How do you get them there? You attract more of the right customers with relevant content at the right time.*



# How to attract

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*An inbound marketing strategy can include a number of different channels and types of content to attract prospects and customers to your website. -HubSpot*



Organic and paid



*A selection of channels*

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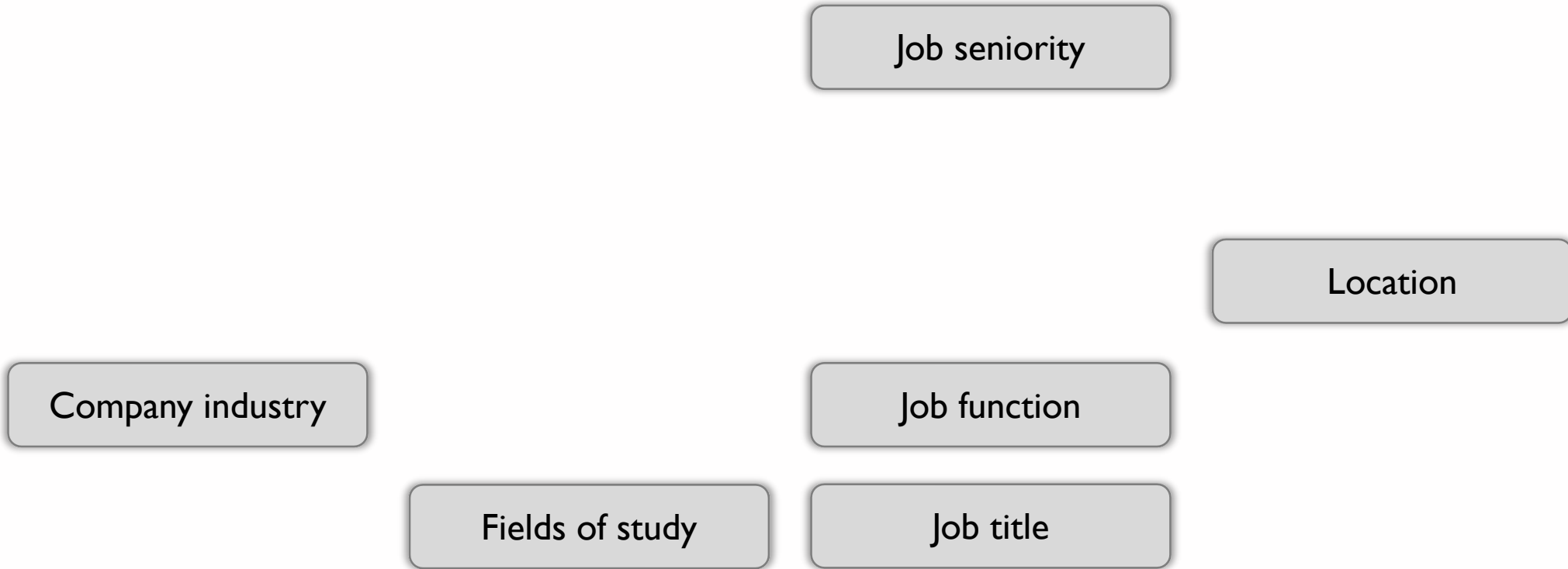
# Targeting

Company name	Gender	Job seniority	Member groups
Company connection	Age	Years experience	Interests
Company size	Degree grad	Member skills	Location
Company industry	Member schools	Job function	
Follows company	Fields of study	Job title	



# Targeting

**LinkedIn**  
Marketing Solutions



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# Targeting

**LinkedIn**  
Marketing Solutions

Company industry

Job seniority

Fields of study

Location

Job title

Job function



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# Visibility in search

Paid (ads) visibility

Organic (non-paid) visibility

Google macroalgae aquaculture

Om trent 420 000 resultater (0,42 sekunder)

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**Macroalgae as a sustainable aquafeed ingredient - Wiley ...**  
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av AHL Wan - [Sisert av 14](#) - [Beslektede artikler](#)  
16. apr. 2018 - Abstract Macroalgae, commonly known as seaweed, offer a novel and ... The use of prebiotics in finfish aquaculture has drawn much interest in ...  
[Nutritional components of ...](#) · [Macroalgae in fish diets](#) · [Optimising macroalgae in ...](#)

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**Seaweed aquaculture - :: ALGAE**  
<https://www.e-algae.org> > [journal](#) > [view](#) ▾ [Oversett denne siden](#)  
av JK Kim - 2017 - [Sisert av 83](#) - [Beslektede artikler](#)  
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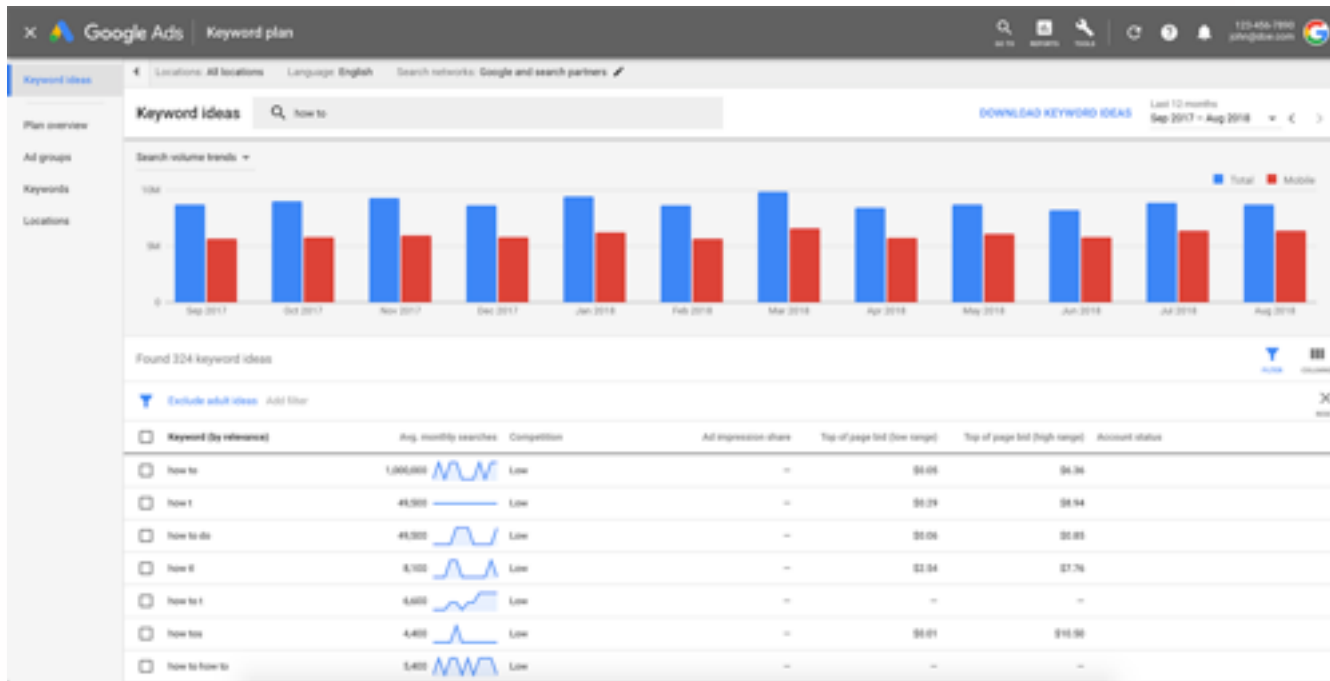
**UK macroalgae aquaculture: What are the key environmental ...**  
<https://www.sciencedirect.com> > [science](#) > [article](#) > [pii](#) - [Oversett denne siden](#)  
av D Wood - 2017 - [Sisert av 16](#) - [Beslektede artikler](#)  
**Macroalgae aquaculture** – the farming of seaweeds and kelps, shows potential to provide a valuable source of algal biomass for a wide variety of products.

**2.2 Examples of macroalgae grown in aquaculture. (a ...**  
<https://www.researchgate.net> > [figure](#) > [22-Examples-...](#) - [Oversett denne siden](#)  
Download scientific diagram | 2.2 Examples of macroalgae grown in aquaculture. (a) Solieria, a carrageenophyte; (b) Chondrus crispus "Irish Moss" ...



# Keyword analysis

Research what people are searching for – don't guess!



macroalgae aquaculture

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Omtrent 420 000 resultater (0,42 sekunder)

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<https://www.researchgate.net> > figure > 22-Examples-... - Oversett denne siden

Download scientific diagram | 2.2 Examples of macroalgae grown in aquaculture. (a) Solieria, a carrageenophyte; (b) Chondrus crispus "Irish Moss" ...



**What do we use to attract?**

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**Content!**

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# Buyer's journey



**Prospect is experiencing and expressing symptoms of a problem or opportunity.**

Is doing educational research to more clearly understand, form, and give a name to their problem.

**Prospect has now clearly defined and given a name to their problem or opportunity.**

Is committed to research and understanding all of the available approaches and/or methods to solving the defined problem or opportunity.

**Prospect has now decided on their solution strategy, method, or approach.**

Is compiling a long list of all available vendors and products in their given solution strategy. Is researching to whittle the long list down to a short list and ultimately make a final purchase decision.



Buyer Stage	Awareness	Consideration	Decision
<b>User Behavior</b>	Have realized and expressed symptoms of a problem or opportunity.	Have clearly defined and given a name to their problem or opportunity.	Have defined their solution strategy, method, or approach.
<b>Research &amp; Info Needs</b>	Research focused on vendor neutral 3rd party information around identifying problems or symptoms.	Committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity.	Researching supporting documentation, data, benchmarks or endorsements to make or recommend a final decision.
<b>Content Types</b>	<ul style="list-style-type: none"> <li>• Analyst reports</li> <li>• Research reports</li> <li>• eGuides &amp; eBooks</li> <li>• Editorial content</li> <li>• Expert content</li> <li>• White papers</li> <li>• Educational content</li> </ul>	<ul style="list-style-type: none"> <li>• Comparison white papers</li> <li>• Expert Guides</li> <li>• Live interactions</li> <li>• Webcast/podcast/video</li> </ul>	<ul style="list-style-type: none"> <li>• Vendor comparisons</li> <li>• Product comparisons</li> <li>• Case studies</li> <li>• Trial Download</li> <li>• Product literature</li> <li>• Live Demo</li> </ul>
<b>Key Terms</b>	<ul style="list-style-type: none"> <li>• Troubleshoot</li> <li>• Issues</li> <li>• Resolve</li> <li>• Risk</li> <li>• Upgrade</li> <li>• Improve</li> <li>• Optimize</li> <li>• Prevent</li> </ul>	<ul style="list-style-type: none"> <li>• Solution</li> <li>• Provider</li> <li>• Service</li> <li>• Supplier</li> <li>• Tool</li> <li>• Device</li> <li>• Software</li> <li>• Appliance</li> </ul>	<ul style="list-style-type: none"> <li>• Compare</li> <li>• Versus</li> <li>• Pros and Cons</li> <li>• Benchmarks</li> <li>• Review</li> <li>• Test</li> </ul>
<b>Example</b>			

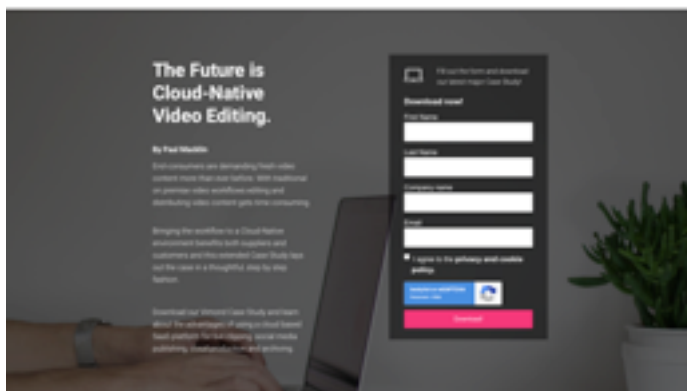
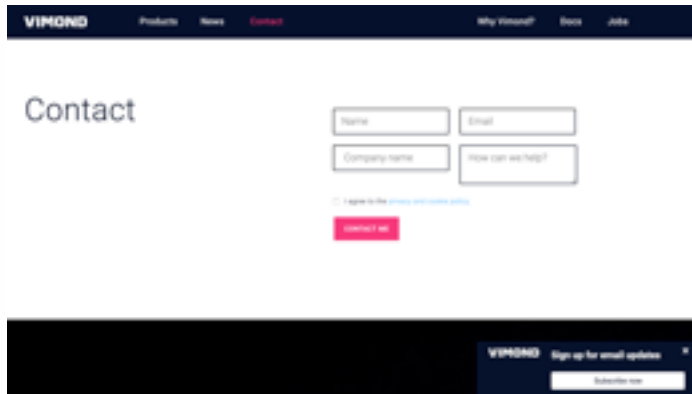


**Give the content a mission!**

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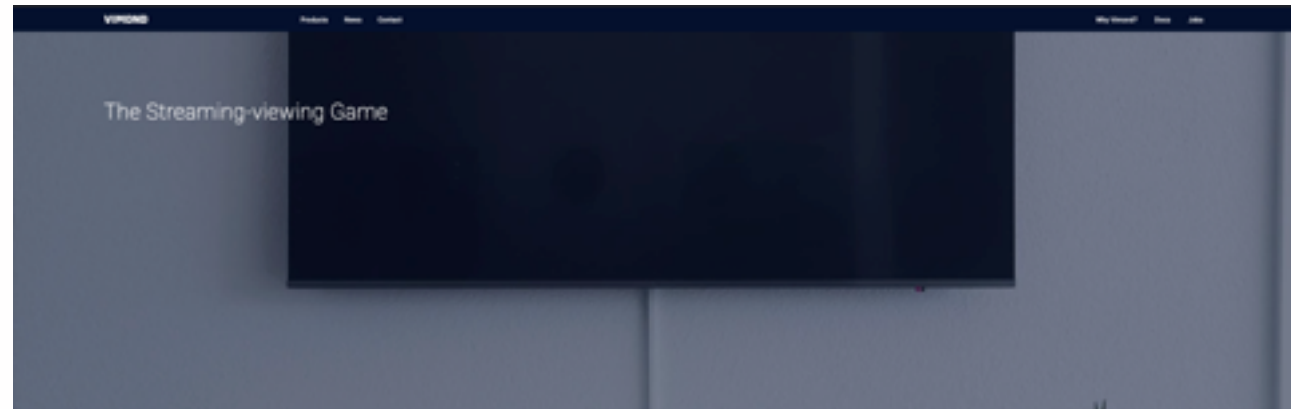


## Contact forms, or other points of contact



## Download whitepapers

## Inform and drive interest - newsletter subscribers



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**Know what your target audience(s) are looking for!**

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**Know your audience!**

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# Personas!

- **Insight from existing data/experiences**  
*(Firsthand info from – Sales/CR and CRM)*
- **User insights from owned digital channels**  
*(Google Analytics, Facebook/LinkedIn pages etc.)*
- **Indepth interviews with existing customers**
- **Data insight from research, digital platforms etc.**

<https://www.hubspot.com/make-my-persona>







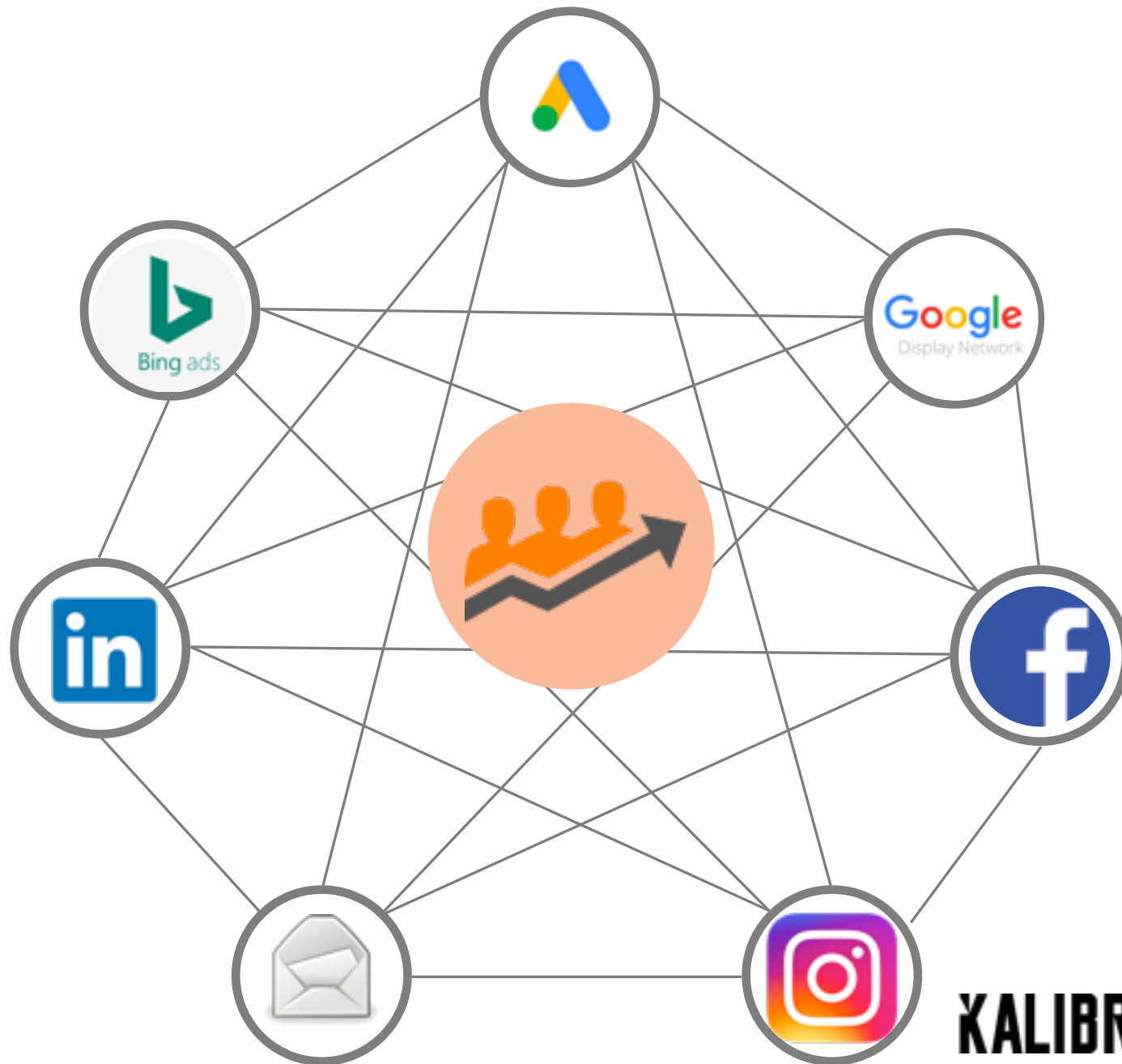
Example:

## “Carolin”

- **Age and personal info:** 45 years old, married, 2 children. Interested in outdoor activities and travel. Lives in Germany.
- **Job title:** Head of R&D Department
- **Education:** Master in Food & Bioproduct Technology
- **Drivers:** Is driven by innovation, efficiency, and creating sustainable products for the customers. Interested in new methods and solutions, with focus on sustainability.
- **Reports to:** CEO
- **Is measured by:** budget, product sales (indirectly), product development.
- **Other identifications:** Focused on safety, driven by creativity and being able to grow thought change and design and the success of these.
- **Media habits:** A big consumer of online news outlets. Reads industry outlets and uses the major social media with confidence and ease.



# Which channels do your persona use?



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*A selection of channels*



# Targeting

Company industry

Food production

Fields of study

Food & Bioproduct Technology

Job title

Head of R&D Department

Job seniority

Management

Location

Germany

Job function

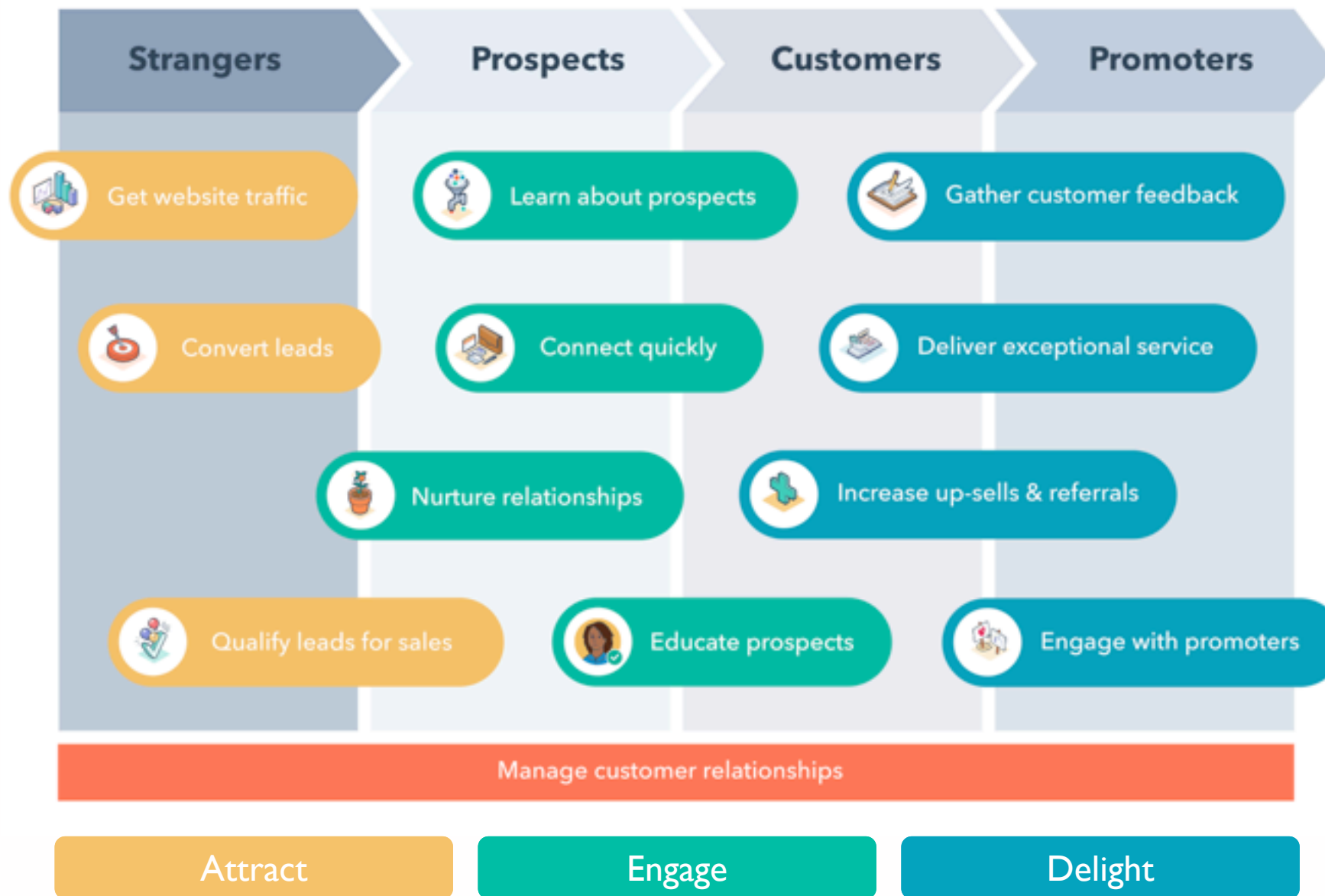
R&D

**LinkedIn**  
Marketing Solutions

**“Carolin”**



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# Key takeaways

- Understand the target audience/customer
- Identify the buyer's journey
- Identify the information needs of the target audience
- Create the content and distribute
- Track the activities, and measure/evaluate
- Don't forget that **your business is a team!**



# Whant to learn more?



**Connect with me:**

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[linkedin.com/in/petterujohnsen/](https://www.linkedin.com/in/petterujohnsen/)

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