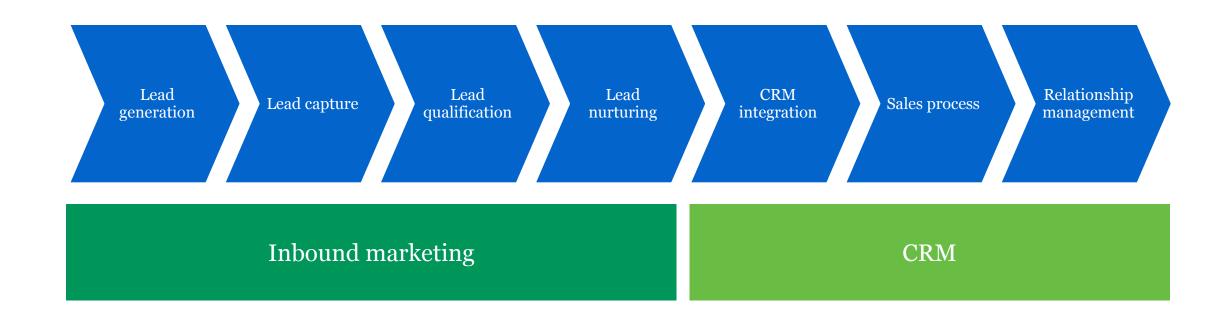


What's Inbound Marketing?

Inbound marketing is a customer-centric approach focused on attracting, engaging, and converting customers through relevant and helpful content.

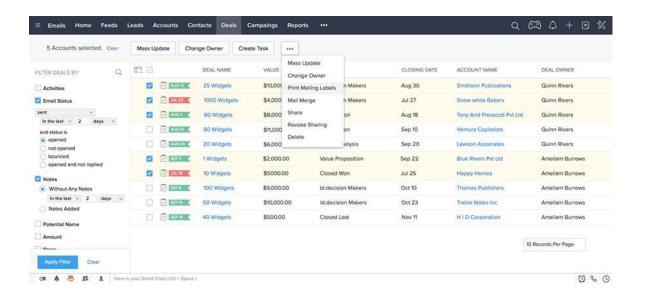
- **Content creation:** Developing high-quality content such as blog posts, videos, ebooks, and webinars to educate and engage target audiences
- **Search engine optimization (SEO):** Optimizing content and website to rank higher in search engine results and attract organic traffic
- **Social media marketing:** Leveraging social media platforms to share content, engage with followers, and build relationships with prospects and customers
- Email marketing: Sending targeted and personalized emails to nurture leads, promote content, and drive conversions
- **Lead generation:** Offering valuable resources, such as ebooks or webinars, in exchange for contact information to build a database of leads

From Inbound Marketing to CRMs



What is a CRM?

• CRM refers to software and strategies used to manage interactions and relationships with current and potential customers.



Key features:

- **Contact management:** Centralized database for storing and organizing customer information, including contact details, interactions, and purchase history.
- **Sales automation:** Automation of repetitive tasks such as email follow-ups, lead scoring, and pipeline management to streamline the sales process.
- Marketing automation: Integration with marketing efforts to automate lead nurturing, segmentation, and personalized communication.
- **Reporting and analytics:** Tools for tracking sales performance, customer engagement metrics, and campaign effectiveness to inform decision-making.