

Business Connection

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Business Spotlight

Three Things Small Business Owners Should Know About Inbound Marketing

If you're a small business owner, you are undoubtedly faced with many challenges. Certainly not the least of these is the question of how to attract customers, when you don't yet have the visibility or brand recognition of larger, more well-established companies. There are lots of different channels of advertising and marketing to get your brand name out to the public, but which of these will be the most effective for you?

Assuming you've done some research about current marketing methodologies, you've likely heard of inbound marketing. But since a lot of the inbound marketing success stories you may have come across relate to bigger businesses, you may be wondering whether it's a good choice for a your business. Let's take a look at a few things worth considering as a small business owner.

1. Inbound Marketing Is A Process

Unlike traditional "outbound" marketing, which goes after customers with methods like direct mail and telemarketing, which

most consumers are turned off by; inbound marketing is an integrated process. The process begins with attracting customers to your website through relevant content that they're interested in, and then converting them into leads and ultimately into buyers. Since 2006, businesses of all sizes have enjoyed great success by implementing a well thought out inbound strategy.

2. Inbound Marketing Is A Partnership

One of the ways in which inbound marketing differs from old school marketing methods is that from start to finish, the process should be a partnership with an agency that understands you and your business. Back in the 20th century, yellow page advertising was considered the best way to get visibility for your company, since that was the first stop for most people when looking for a local product or service. But in the digital age, the old approach of "hanging out a shingle" in a print publication that's updated once a year is no longer relevant.



Casey Lewis

3. Inbound Marketing Rewards Persistence

While inbound marketing is an extremely effective methodology, don't expect overnight suc-

cess, and don't give up if you don't immediately see the results you're hoping for. As you come to understand more about the inbound process, you'll see that

its effectiveness increases over time.

To learn more contact Rhino Digital Media, Inc. at 925-750-7304 or www.rhinopros.com



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Rhino Digital Media's full-service inbound marketing agency is dedicated to delivering quick and efficient results utilizing a seamless content driven marketing solution.