



# WHY INBOUND MARKETING IS JUST LIKE DATING

## How To Play The Field With Lead Generation Tactics

### 1 ATTRACT = MEETING IN A BAR



#### FLIRT

In order to flirt, you have to find where your target personas like to go. For example, if your lead is a frequent user of Instagram, you'll want to "slide into their DMs" and create targeted ads that will appear in their feed.

#### PLAY IT COOL

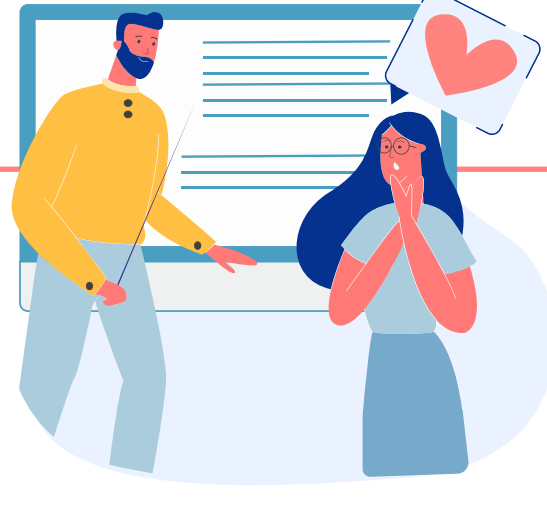
Avoid coming on too strong. Don't bring a diamond ring to the bar and propose to the first person you see. At this stage, our go-to recommendation is a blog. This can grab their attention and begin to teach them about you.



#### ASK THE RIGHT QUESTIONS

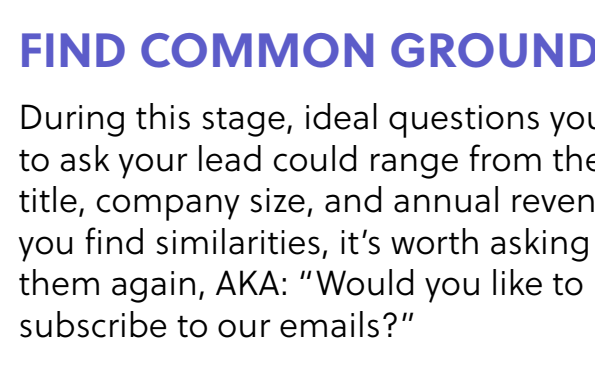
You don't ask your crush about their medical history on the first date. Similarly, you should ask your lead general questions like their first and last name, their email, and maybe their company. Asking for something personal (like their budget), could completely turn them off.

### 2 CONVERT = THE FIRST DATE



#### THE 1ST DATE

You wouldn't ask for your date's hand in marriage as soon as the bread basket arrives on your first date. Similarly, you would not expect your lead to become a loyal consumer after visiting your website for the first time. At this stage, present them with content like blogs and "beginners guides."



#### FIND COMMON GROUND

During this stage, ideal questions you'll want to ask your lead could range from their job title, company size, and annual revenue. If you find similarities, it's worth asking to see them again, AKA: "Would you like to subscribe to our emails?"



#### SHOW YOU CARE

As you get to know your lead better over time, you can continue to provide valuable information and gain more insight into their interests and goals - and how you can help them. Begin to send relevant information in the form of white papers, ebooks, and webinars.

### 3 CLOSE = COURTING & PROPOSING



#### MEET THE PARENTS

At this point in our dating analogy, you have met the parents and passed with flying colors. In parallel, your lead has learned more about you from content ranging from case studies and testimonials to data sheets and product FAQs.

#### IT TAKES 2

Even when the marketing team passes the lead to sales, it's important to continue to provide content that sales can use to fulfill this stage. In other words, it keeps them from getting cold feet before they walk down the aisle.



#### LOVE IS PATENT

Keep in mind that the process doesn't happen overnight. Just like dating, building these relationships can take months or even years before your lead could be ready to make the leap and commit.

### 4 DELIGHT = A HAPPY MARRIAGE



#### NURTURE YOUR LEAD

One of the most important - and most often forgotten - stages of the funnel is to delight. Go above and beyond to delight your customer. It's essential that you continue to nurture them, just as you did before you were officially working together.

#### KEEP THE TRUST

Keep the relationship with your lead healthy and continue to help them reach their goals. If you drop the ball and break promises made during the previous stages, it's easy to lose their trust and soon after, their business.



#### MUTUAL SUCCESS

If you follow the inbound marketing funnel as we have outlined above, we can almost guarantee you will successfully attract, convert, and close leads that will help your business grow.