

INBOUND MARKETING ECOSYSTEM

*WORK
SHEET*



CAMPAIGN
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INBOUND MARKETING ECOSYSTEM

WORKSHEET

The following ecosystem outlines all the different parts of successful marketing infrastructure and how the pieces work together. Follow this worksheet to create the assets necessary to produce greater traffic, convert better leads, and generate more revenue.

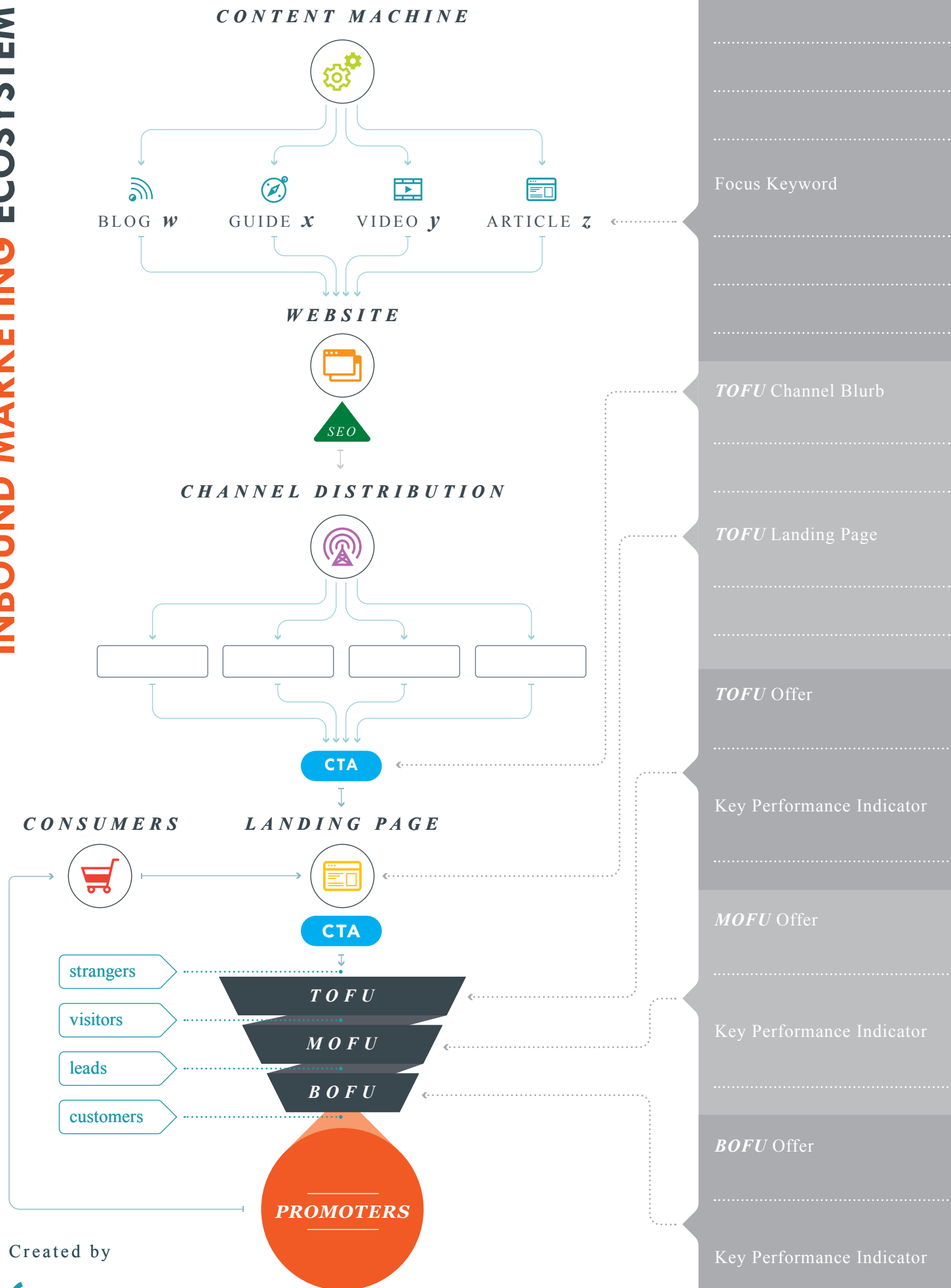


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FUNDAMENTALS



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GLOSSARY



CONTENT TYPE

Examples include blogs, podcasts, videos, eBooks, infographics, and press releases. These content pieces should be centered on solving a challenge your target customer has. Content like this should be created often and live on your website.

FOCUS KEYWORD

In order to optimize your content for search engines, you should have a focus keyword (main topic) paired with the content you create. Try and select a focus keyword with high search volume and low search competition.

CHANNELS

Select the channels where you will distribute the content that you create. The number of channels you target can be unlimited, but they should be locations where your target customer spends a significant amount their time.

TOFU (TOP OF THE FUNNEL) OFFER

An asset that we give away in exchange for a lead's contact information. It should be focused on solving a challenge your target customer has. It should NOT be about your company i.e. eBook, guide, or checklist. These "FU" acronyms represent different assets paired with different stages the user is at in the buyer's journey.

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MOFU (MIDDLE OF THE FUNNEL) OFFER

An interactive asset that we give away to better qualify the user. i.e. video, webinar, presentation.

BOFU (BOTTOM OF THE FUNNEL) OFFER

A decision based asset that we give away to give the user a conversion decision. i.e. trial, consultation, assessment.

TOFU CHANNEL BLURB

This is an action oriented phrase published on a channel that motivates the user to go consume the content you have created on your website.

TOFU LANDING PAGE UNIQUE VALUE PROPOSITION

The main value proposition for the TOFU Asset. This should deliver similar information as the “Channel Blurb”.

KEY PERFORMANCE INDICATOR

A specific measurable result that allows you to determine the success of your marketing activities. i.e. clicks, email opens, inbound calls, etc.

CURIOUS TO SEE HOW MARKETING EFFORTS CAN BRING NEW LEADS INTO YOUR BUSINESS?

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