

**Written by:
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**The
Ins & Outs
Of
Brand Marketing.**



A Guide To Inbound & Outbound Brand Marketing Services.

This guide is for all prospective clients who seek a marketing designer to enrich their brand. My advertising services are made to not only increase brand recognition but also grow your target audience.

What Is Inbound Marketing?

Inbound marketing is the process of attracting customers by creating valuable and tailored content.

The goal is to produce desirable content. The more you produce, the more your target audience increases. Popular content will lead traffic back to your website and/or social page.

Inbound Marketing Tools:

- *Web Page Content
- *Social Media Content
- *Articles
- *Email Content
- *Video & Photo Content



What Is Outbound Marketing?

Outbound marketing is the process of announcing your brand by proactively conversating with customers and creating valuable promotions.

The goal is to build a customer base through one-on-one interactions, rather than an entire audience.

Inbound Marketing Tools:

***Promotional products that include your logo, brand, and/ or message.**

TOP 5 REASONS TO APPLY INBOUND & OUTBOUND TO YOUR BRAND STRATEGY.



COMPETITIVE MARKETING PLAN



STRONG BRAND AWARENESS



INCREASE ENGAGEMENT



CREATE LEADS



TRACK MARKETING CAMPAIGNS





Tips For Building Your Marketing Play Book.

X Watch The Competition


Is your competitor not taking advantage of an opportunity? Strike when the moment is right.

O Take Notes

The most talented QBs watch films and take notes, Record your marketing results and keep track of what's working best for you.

X Identify Your Strengths & Weaknesses

In a fourth-quarter situation, it's smart to play to your strengths and adjust your weaknesses.



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Contact to schedule a free consultation!

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