



Seeking Referrals for Inbound Marketing

social media | web development



Dominate your Google Home Page!

Inbound Marketing is the best way to improve SEO, establishing your brand with unique, helpful content to guide people through the buyer's journey, from strangers to customers.

The image shows a Google search for "charmlab" with several annotations pointing to specific results:

- Website**: Points to the first search result, "CharmLab.com | Web Development Social Media Brand ...".
- Verified Google+ Listing**: Points to the "CHARM LAB Main/Welcome" result.
- Facebook**: Points to the "CharmLab - Concord, NH - Web Development, Advertising ..." result.
- Tagged images from our Blog**: Points to the "If you have snow piled up around your house - watch out for ..." result.
- 3 articles FROM OUR BLOG!**: Points to the "Judee learns to play with Toys" result.
- Google+ Page**: Points to the "CharmLab LLC" Google+ page on the right side of the search results.

The search results include:

- CharmLab.com | Web Development Social Media Brand ...**: A website listing with address, phone, and Google review links.
- CHARM LAB Main/Welcome**: A Google+ listing for "charm.stanford.edu/".
- CHARM LAB Main/People**: A Google+ listing for "charm.stanford.edu/Main/People".
- CHARM LAB Main/Allison Okamura**: A Google+ listing for "charm.stanford.edu/Main/AllisonOkamura".
- If you have snow piled up around your house - watch out for ...**: A Google+ post with a "THANK YOU, BACKERS!" image.
- Judee learns to play with Toys**: A Google+ post with a "Judee learns to play with Toys" image.
- CharmLab - Concord, NH - Web Development, Advertising ...**: A Facebook listing for "CharmLab, Concord, NH".
- CharmLab LLC**: A Google+ page for "CharmLab LLC" with a "Follow" button.

At the bottom of the search results, there are "Images for charmlab" and a "Report images" link. The "Images for charmlab" section shows several images, including "armLIM", "CharmLab.com - BNI 10 Minute", and "CharmLab.com - BNI 10 Minute".

What is inbound marketing?

INBOUND MARKETING is a holistic, data-driven approach to marketing that attracts individuals to your brand and converts them into lasting customers.

Inbound is like **dating**... to **build trust** in a relationship, through **knowledge** and spending **time** together.



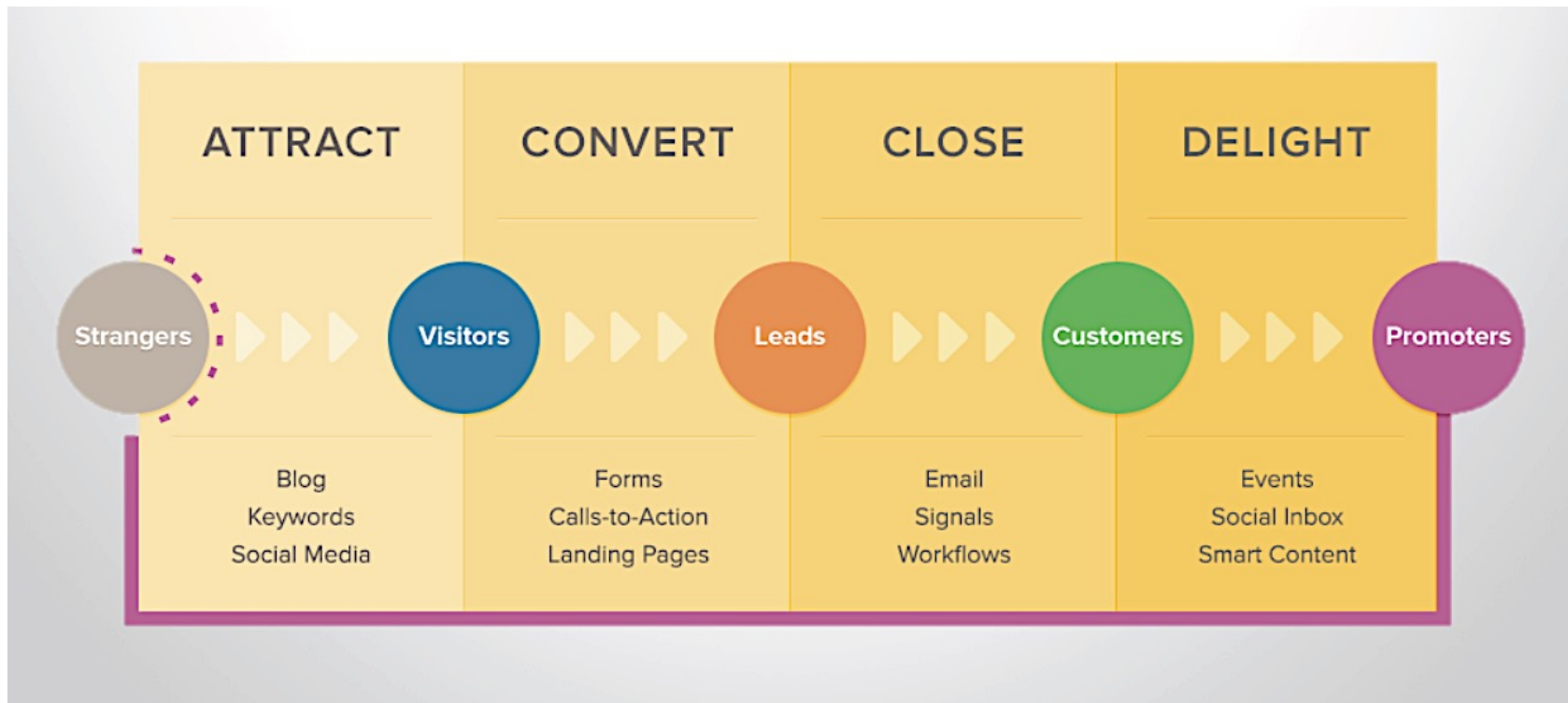


*Prospects today typically make **60% of their purchase decision BEFORE** even talking to a sales person.*

Educating your customers and fans online, and helping them solve problems, is more important now than ever.

The Buyer's Journey

Using inbound marketing can turn **strangers** into **customers** and **promoters** of your business.



When you use inbound marketing, customers come to YOU.

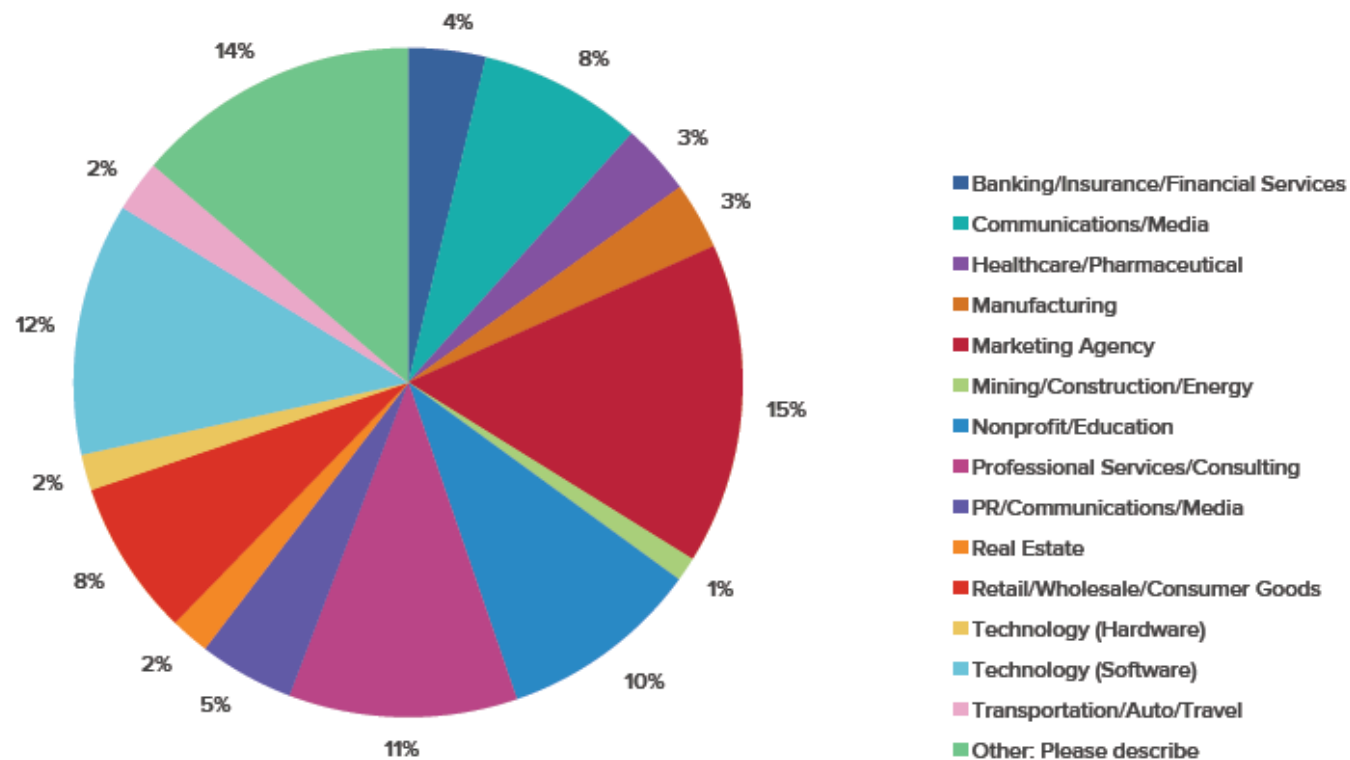
***HINT:* The Philosophy of Inbound Marketing and Givers Gain are the same!**

- Have a tip, educational offer, or other **helpful content** always ready to give to the prospect.
- Be a **sales educator**. The prospect should walk away having learned something from you, no matter the outcome of the call.
- Strive to become a **trusted advisor**. People generally buy from people they like and trust.
- From the moment you start speaking, the way you articulate information needs to **resonate** with your prospect.

So, who is using inbound marketing? **Everybody!**

Inbound Marketing Touches Nearly Every Major Industry

Survey shows a broad mix of business types, led by agencies



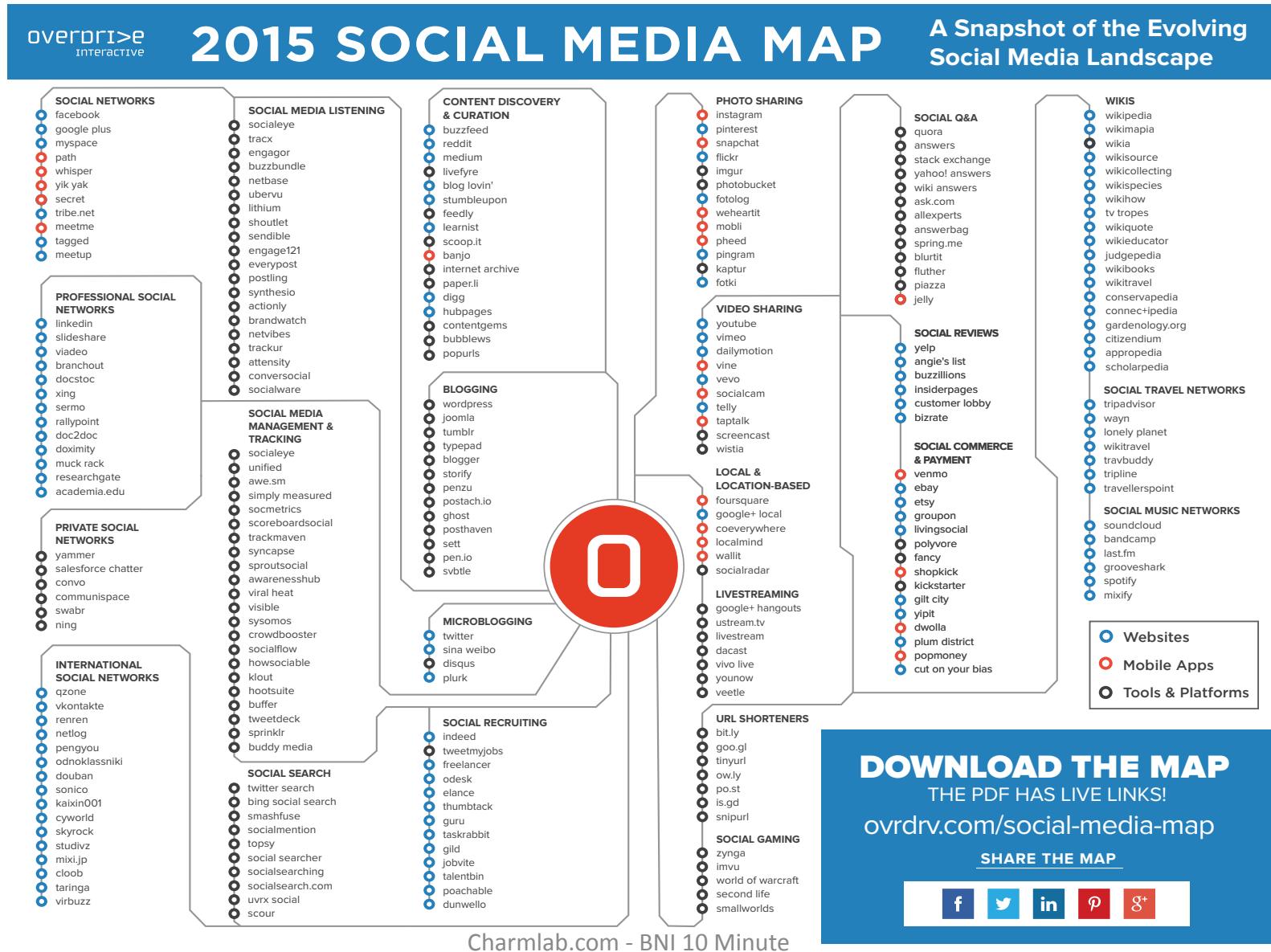
Survey N
=3,339

Q: What industry best describes your company?



What's the best approach for MY business?

That's where the Charmers come in... we can help you navigate the complex social media landscape.



CharmLab would like Referrals for these Inbound Marketing services



Blogs



Interactive
Tools



Photos &
Infographics



Videos &
Podcasts



Presentations
& eBooks

Blog, Social Media, Keywords, Pages,
Videos, Slide Decks, Websites, Calls to Action, Forms,
Landing Pages, Contacts, Email, Workflows, Payment
Processing, E-commerce, Smart Content

Triggers in conversation for CharmLab referrals

"My company spends too much money on mailings and we don't make our money back."

A: You should talk to CharmLab about converting your print mailings to digital and saving on postage, and you will get to communicate more frequently to your customers for less money.

"I don't have time for Facebook, Google etc.. I am running a business!"

A: CharmLab can manage your social media strategy and automation tools for your business and even create ongoing, unique content to attract new visitors.

"I can't write and I don't know what to say in my blog, it's just sitting there."

A: A blog has the best ROI for the spend. Shelley has a proven, professional team of writers and developers that can create content and a delivery plan for you. You meet with them to brainstorm and talk about company goals, and they will keep your blog flowing.



CharmLab

Thanks for listening today!

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