

FIND OUT

WHAT

IT
IS


AND

HOW

IT CAN

ROCK

YOUR BRAND

A black and white photograph of Bob Dylan playing an acoustic guitar. He is looking down at his instrument, and his hair is slightly messy. He is wearing a checkered shirt. The background is blurred, suggesting an outdoor setting. The text is overlaid on the image in a bold, sans-serif font, with some words in yellow and others in a reddish-pink color. The text is arranged in seven lines, with horizontal lines underlining some of the words.

JULY 25, 1965 WAS A
HOT DAY IN NEWPORT,
RHODE ISLAND. THOU-
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AT THE NEWPORT FOLK
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FORM...



SO WHAT

July 25, 1965 was a hot day in Newport, Rhode Island. Thousands were gathered at the Newport Folk Festival, all excited to see Bob Dylan perform.

As the fans clustered around the stage, they noticed different equipment was being set up: a drum set, a bass guitar and (gasp!) an electric guitar. And when Dylan took the

stage, he plugged in his Stratocaster and broke into the first few electrified chords of "Maggie's Farm." The world of music wouldn't be the same.

Bob Dylan had long since been popular for his solo acoustic guitar performances. But the times were a-changin' for rock music, and he wanted to be part of something new.

However, most of his audience didn't want something new. They liked the modest, nasal-sounding protest singer they had been comfortable with, not this gaudy rock 'n' roll superstar.

But many in his audience clapped and cheered like mad. **They knew what was coming, and they knew they had just seen the**

future. At Flying Hippo, we're interested in people like that.

We're in the business of boosting companies that try something new with their marketing and branding. And most businesses find inbound marketing to be the one tactic that sets them apart from the pack and cranks their brand up to 11.

EXACTLY IS INBOUND MARKETING?

DE FINING OUT BOUND

Before you can effectively define inbound marketing, you have to define its opposite: outbound marketing.

Think of outbound marketing as “shotgun” marketing: billboards, radio ads, TV commercials, flyers, static websites and more. You’re shooting out your message broadly, to anyone and everyone. And a lot of people don’t want to be in the crossfire.

That billboard doesn’t care that you purchased a new car last week. It’s still going to advertise the local Honda dealer whether you want it to or not.

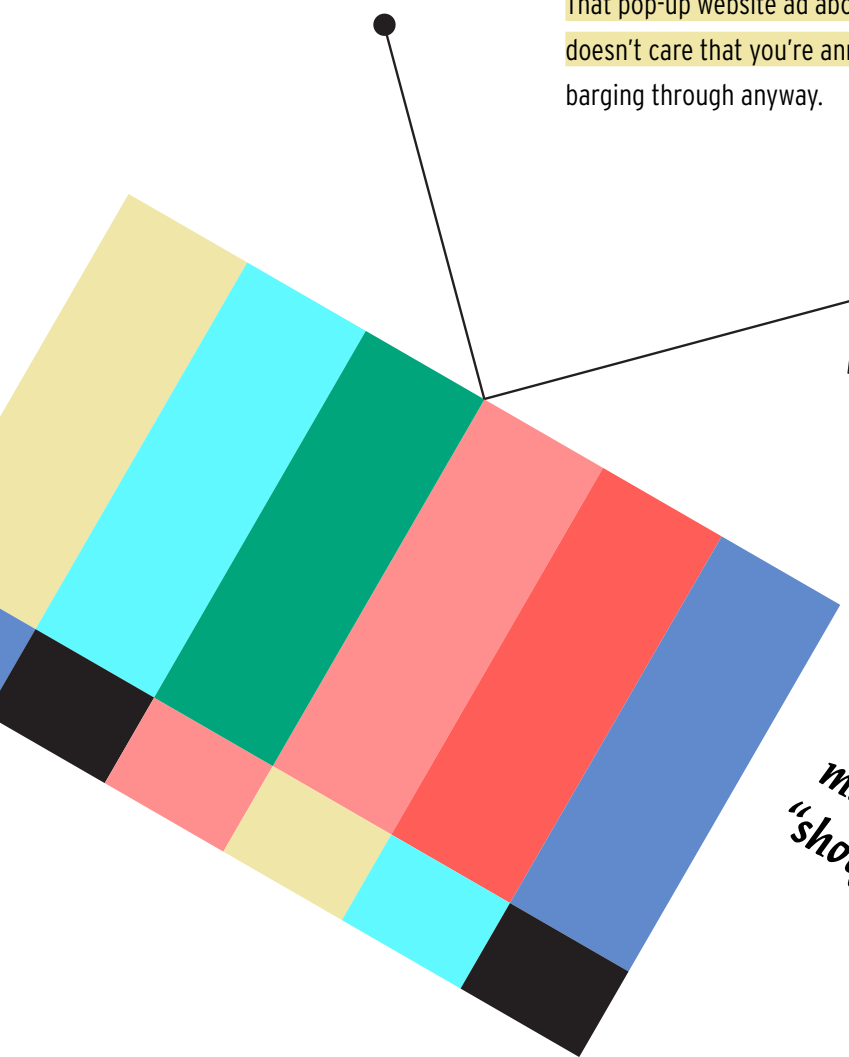
That pop-up website ad about diet pills doesn’t care that you’re annoyed. It’s barging through anyway.

Think of outbound marketing like filling a glass by using an upside-down funnel. You’ll get a few drops in the glass, and most of the water will end up all over your kitchen counter.

But inbound marketing is a huge paradigm shift in the world of marketing. It turns that funnel right-side up and helps prospects find what they’re looking for. It’s a welcome message, not an annoying one.

Inbound marketing answers the questions that people are looking to answer when they come to your brand.

Through a multi-faceted online attack using tools such as blogging, ebooks, video, social media and more, your company can get better leads more quickly and nurture undecided buyers down the sales funnel.



Think of outbound marketing as “shotgun” marketing.

CONTENT

VS

CONTEXT

*Inbound
gives people
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to questions
precisely
where they're
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for them.*

So you bought tickets to see The Rolling Stones. You paid top dollar, waited in line for 12 hours in the cold and taped them to your refrigerator so you'd see them every morning.

You were amped.

And, when the big day rolled around, you put on some cool clothes and were totally ready to rock. The lights went down, the spotlight and fog machine kicked on, the curtain went up, the crowd roared and...**The Stones decided to play Beethoven.**

They didn't play "Paint it Black" or any of your favorite songs with the face-melting guitar solos, they just performed 18th-Century concertos.

And while the concert wasn't bad, it didn't fit what your expectations were, so you left early.

Inbound marketing is the happy balance between content and context,

and gives people answers to questions precisely where they're looking for them.

When you went to the concert, you expected sweet riffs, not sonatas. It was the wrong context for that performance.

Similarly, when people are looking for answers to their issues, they look online. And if they click on your site, they hope to find what they're

looking for. Are people leaving your site disappointed? Is your content really answering your customers' questions, or just what you think they are?

If you've got content that scratches that itch, you can **turn potential customers into leads using inbound's "gated content" strategy.**

In exchange for some information (email address, phone number, etc.), potential customers can download content. This contact information then becomes a lead that can be nudged toward other content - and further down the sales funnel.

HOW

PEOPLE

PURCHASE

THINGS

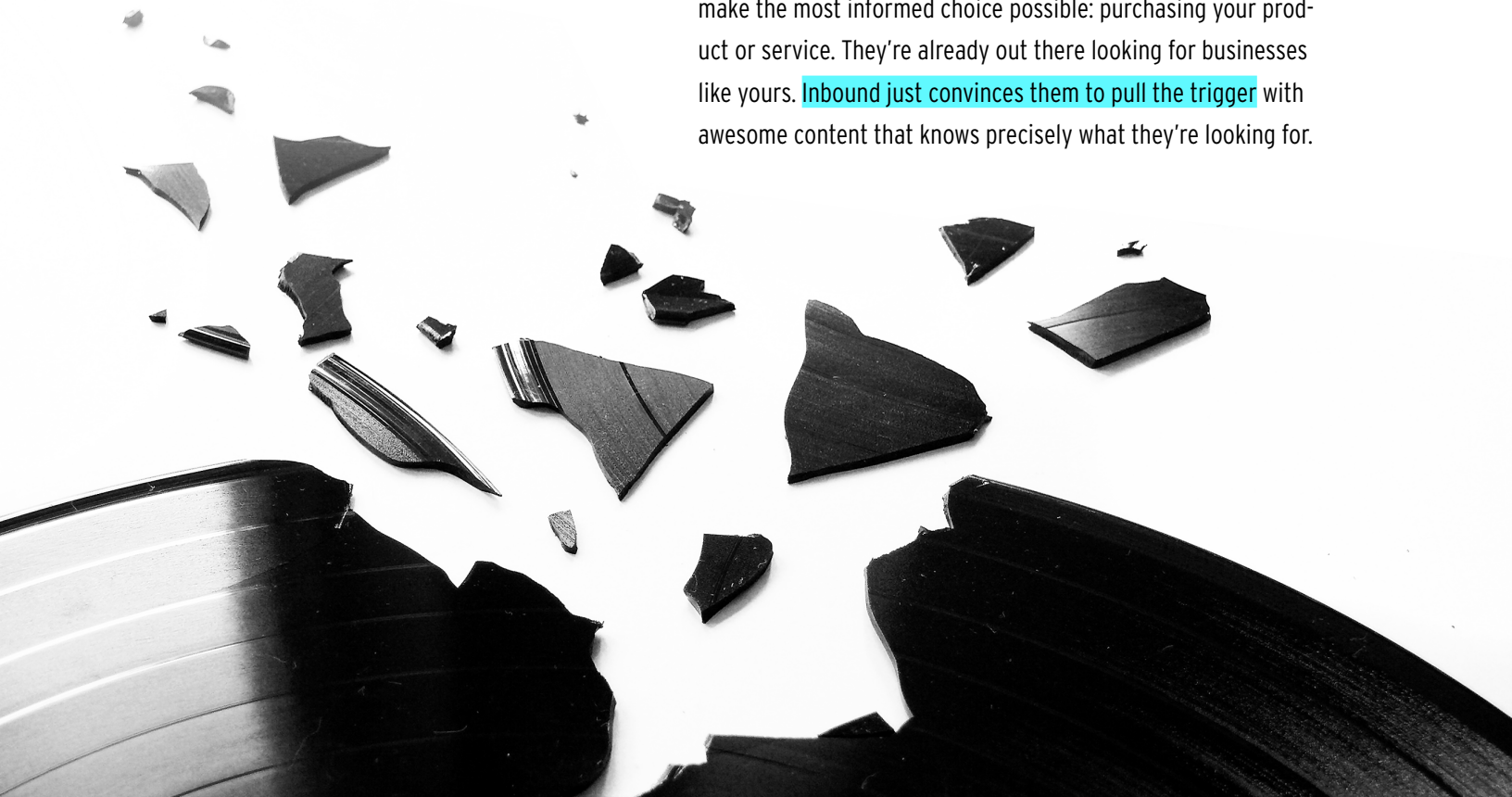
It was a blind leap of faith to purchase new music before the internet.

You haven't heard any of their songs, but your friend raved about this new band - and the cover for their album looked sweet - so you paid the \$10 for the record. You took it home, unwrapped it and put the needle on the record - only to hear some unlistenable junk. Then you put the record away in a closet.

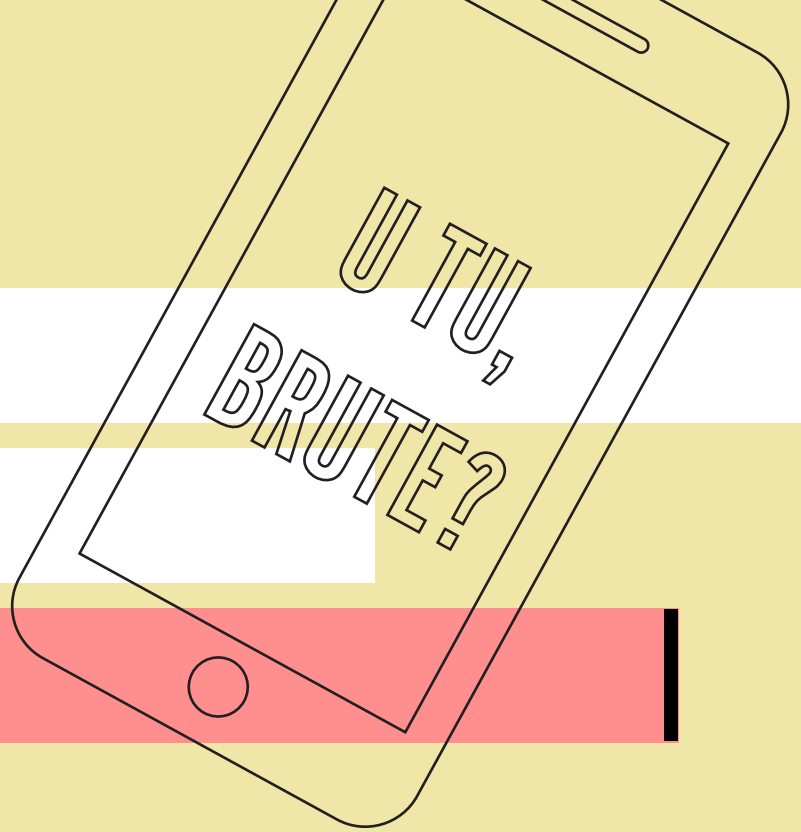
Now, of course, you can stream an album on Spotify before you go to iTunes to download it. With so many reviews and so much information online about everything you could ever want to purchase - from bicycle parts to smartphones to swimming pools - there's absolutely no excuse for consumers to ever buy anything they regret.

This ultimately calls for a change in marketing, too: People aren't looking to buy things they don't already want to buy. You're not going to convince someone to buy a trumpet when they're looking for a rubber duck.

Inbound marketing gives people the information they need to make the most informed choice possible: purchasing your product or service. They're already out there looking for businesses like yours. Inbound just convinces them to pull the trigger with awesome content that knows precisely what they're looking for.



PERMISSION— BASED MARKETING



On Sept. 9, 2014, Apple announced its new iPhone, and gave a special treat to all iTunes users: the new U2 album, "Songs of Innocence," was going to be added to everyone's iTunes account for free.

Young or old, heavy metal or smooth jazz, and whether they wanted it or not, the digital release of the album was deployed to more than 500 million iTunes users. And, needless to say, not everyone was thrilled about this. "#DeleteU2" took off as a trending topic on Twitter nearly instantaneously.

People never gave U2 and Apple the permission to market to them, but they did it anyway. And both of these huge brands ended up with a gargantuan PR disaster in the process.

Inbound marketing values the concept of permission marketing, which lets people choose if they want to be marketed to or not. (Obviously, U2 did not take this approach.)

Marketing expert and author Seth Godin defines permission marketing as "the privilege (not the right) of delivering anticipated, personal and relevant messages to people who actually want to get them."

And that's precisely what inbound does. When you align the awesome content you publish with what your customers are interested in, you'll earn permission to market to them again, through emails, ebooks and more.

When people come to your company, they're in various states of the buying process. They could be looking to purchase today, or they could be just be researching options. Either way, inbound marketing casts a large net of content over the whole purchasing phase, from big-picture introductions to granular details about your product.

Even if customers aren't interested in buying today, with inbound, they're giving you permission to shepherd them along the process.

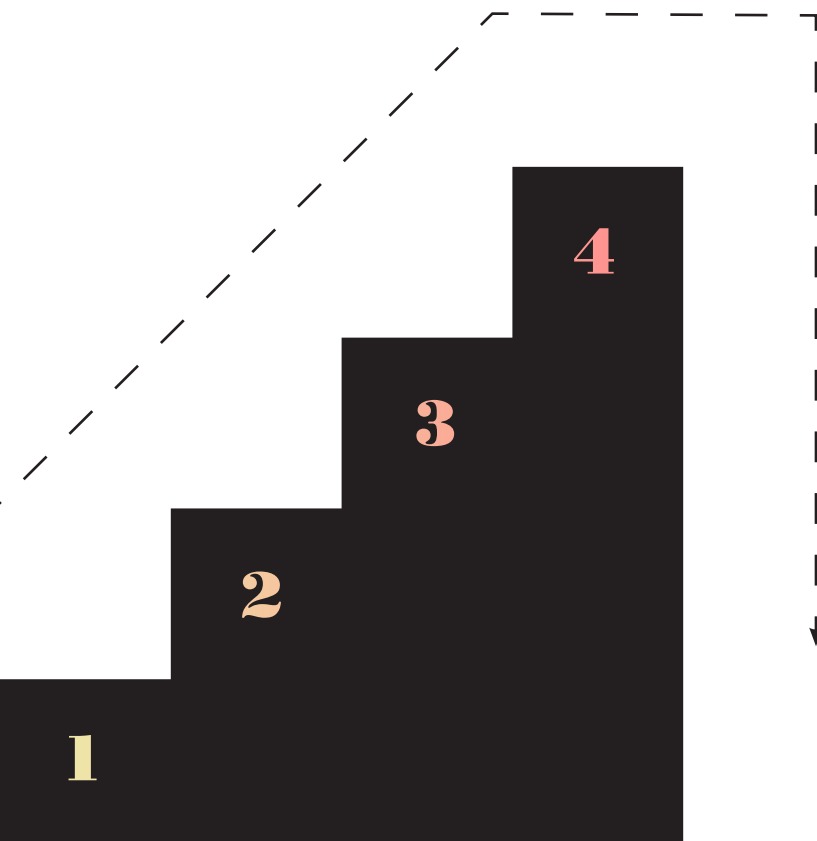


4 STEPS TO INBOUND

Everyone discovers their favorite band in a different way. Chances are, your experience went something like this:

You heard a song of theirs while riding around in your friend's car. When you asked your friend about them, he lent you their CD, and **you were totally blown away** by it. You went out to the store the next day and bought a few more of their albums. After that, you recommended them to anyone and everyone.

Guess what? **That's exactly how inbound marketing works, too.**



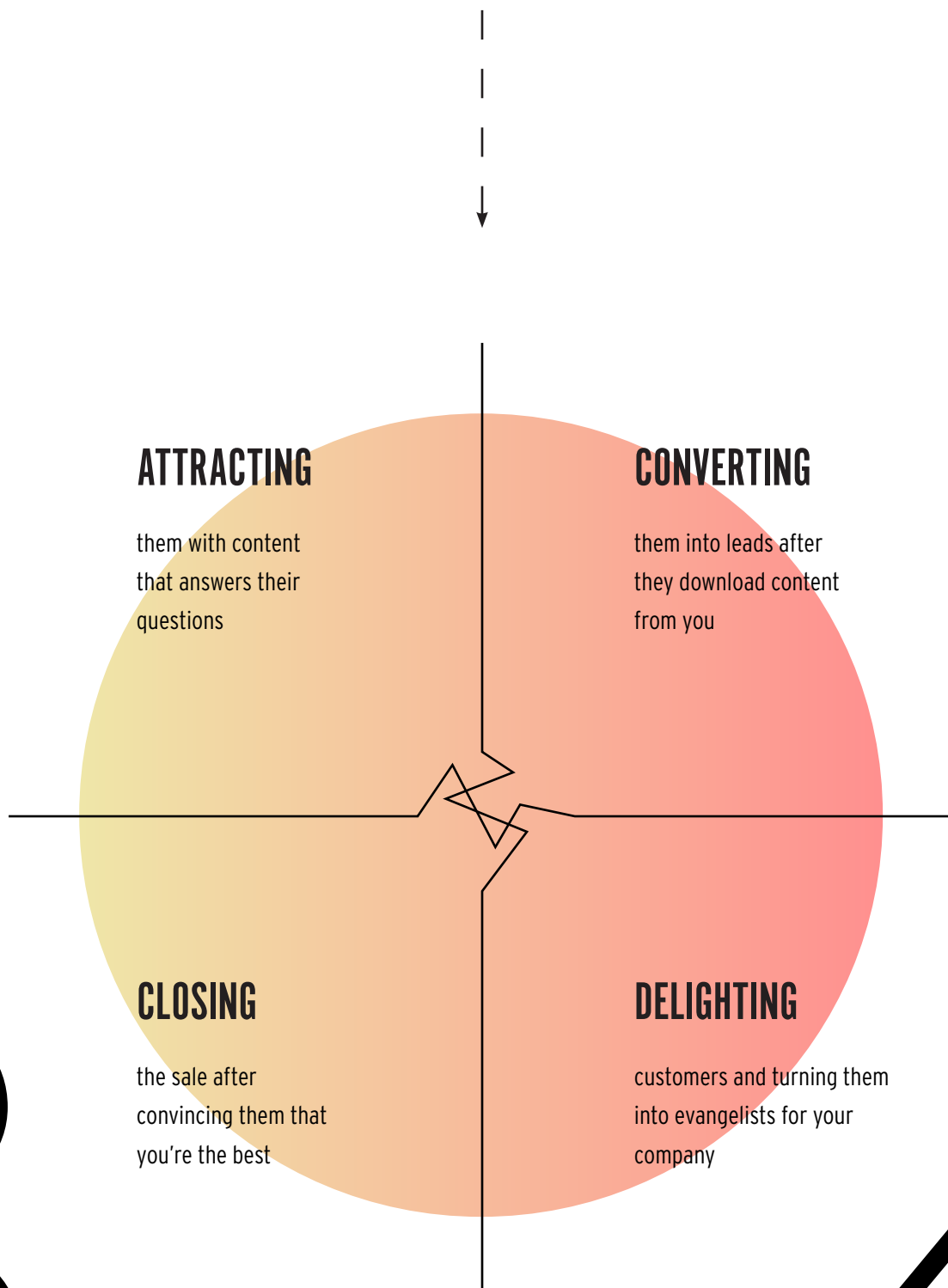
*Inbound
marketing
turns curious
passers-by
into insatiable
fans by...*

1

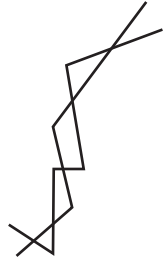
2

3

4



NUTSHELL



INBOUND IN A NU

After a concert, every musician wants to leave the audience with ringing ears and an awesome memory of their experience. They want everyone in the crowd to go home and rave about the show. In essence, their knowledge and expertise is their own best marketing tool.

So is yours. You know your company, customers, market and trade better than anyone else. Inbound helps you show what you know and prove yourself as a leader in your industry. Unlike traditional advertising, inbound doesn't beat you over the head with a loud message. It draws you in when you're already looking for answers.

And when they've come to you for answers once, they know to trust you and to come back again and again. Then, when it comes time to buy, you have the advantage of being a trusted, knowledgeable brand that's one step beyond the competition.

On top of that, the content you publish today remains online forever. You're only renting space on a billboard for a short period of time, and that radio commercial only airs once per day, but great content can grab people 24 hours per day. You can set it up and forget about it while the leads trickle in.

Despite what the Rolling Stones said, sometimes you can get what you want.



*The
content
you
publish
today
remains
online
forever...*

*you're
s an
gy to
nd and*

*Get in touch if you're
ready to discuss an
inbound strategy to
grow your brand and
your business.*



HIP AND NERDY IN ONE CHUBBY BODY

GIVE US A CALL
(515) 288-5316

SEND US A MESSAGE
info@flyinghippo.com

Flying Hippo is a one-of-a-kind breed of digital agency. We're most definitely hip - our branding and creative teams have consistently produced internationally award-winning creative work for our clients. And, yes, we're off-the-charts nerds as well - and proud of it. Our nerd team consists of some of the brightest programmers and web-strategists around to make sure that all of that exceptional creative work not only looks great, but functions just as well.

If you're looking for a top-notch team of branding experts, award-winning creatives, ultra-savvy digital strategists and true-blue nerds to help grow your business, you've come to the right place. Also, we rock.