

# Inbound Marketing

You are always looking for better ways to reach your audiences. However, using your website, social media and other digital marketing tools to reach the right people isn't always easy.

Our nonprofit inbound marketing services help you reach your audiences using well-planned content and solid inbound marketing plans. We also help you manage and measure the effectiveness of your content with HubSpot, a leading provider of marketing automation software and an authority in inbound marketing.



Our fundraising and marketing consultants help you raise more money, reach the right people and refocus your energy.

Strategy • Content • Inbound Marketing • Consulting

## What to expect

As a certified HubSpot Solutions Partner, we will work with your staff to understand your inbound marketing needs and:

- Complete an in-depth analysis of your current marketing efforts, messaging and goals
- Outline desired outcomes and set up an inbound marketing strategy for your team
- Develop a HubSpot training and implementation plan

## Our process

Our proven process incorporates inbound marketing best practices, introduces you to HubSpot and includes:

- Comprehensive onboarding and goal setting
- Data collection
- HubSpot demo, training and system set-up
- Marketing goal overview
- Plan development and implementation
- Ongoing management

## Implementation timeline

Onboarding, system set-up and content strategy and planning typically take a few months to develop and fully implement, but we can implement small campaigns within weeks. Inbound engagements typically include ongoing content and marketing support and are renewable annually.

Call 330.247.2180 today for a free consultation.

**We take the frustration out of fundraising and make marketing manageable.**