

INBOUND vs OUTBOUND



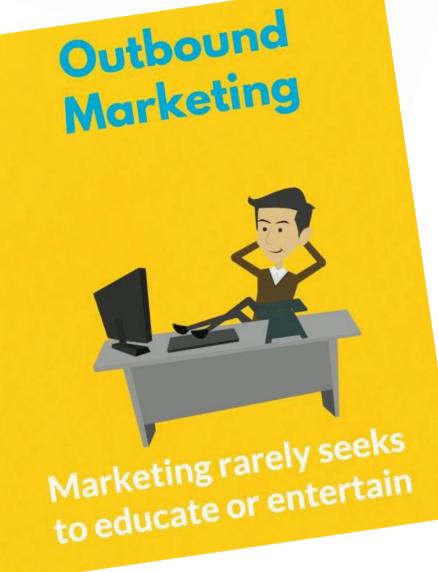
Outbound marketing is inherently obfuscated, duplicitous and full of shit.











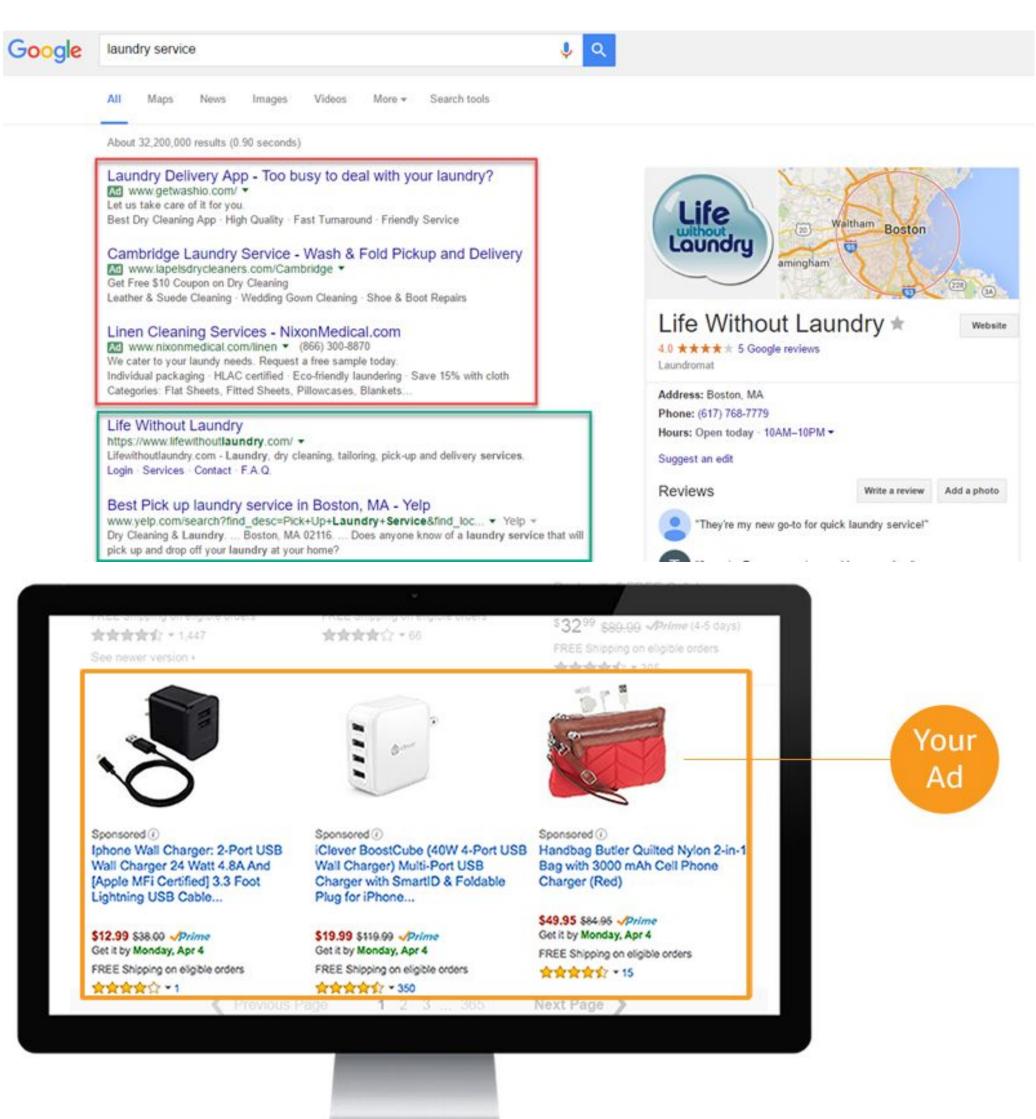


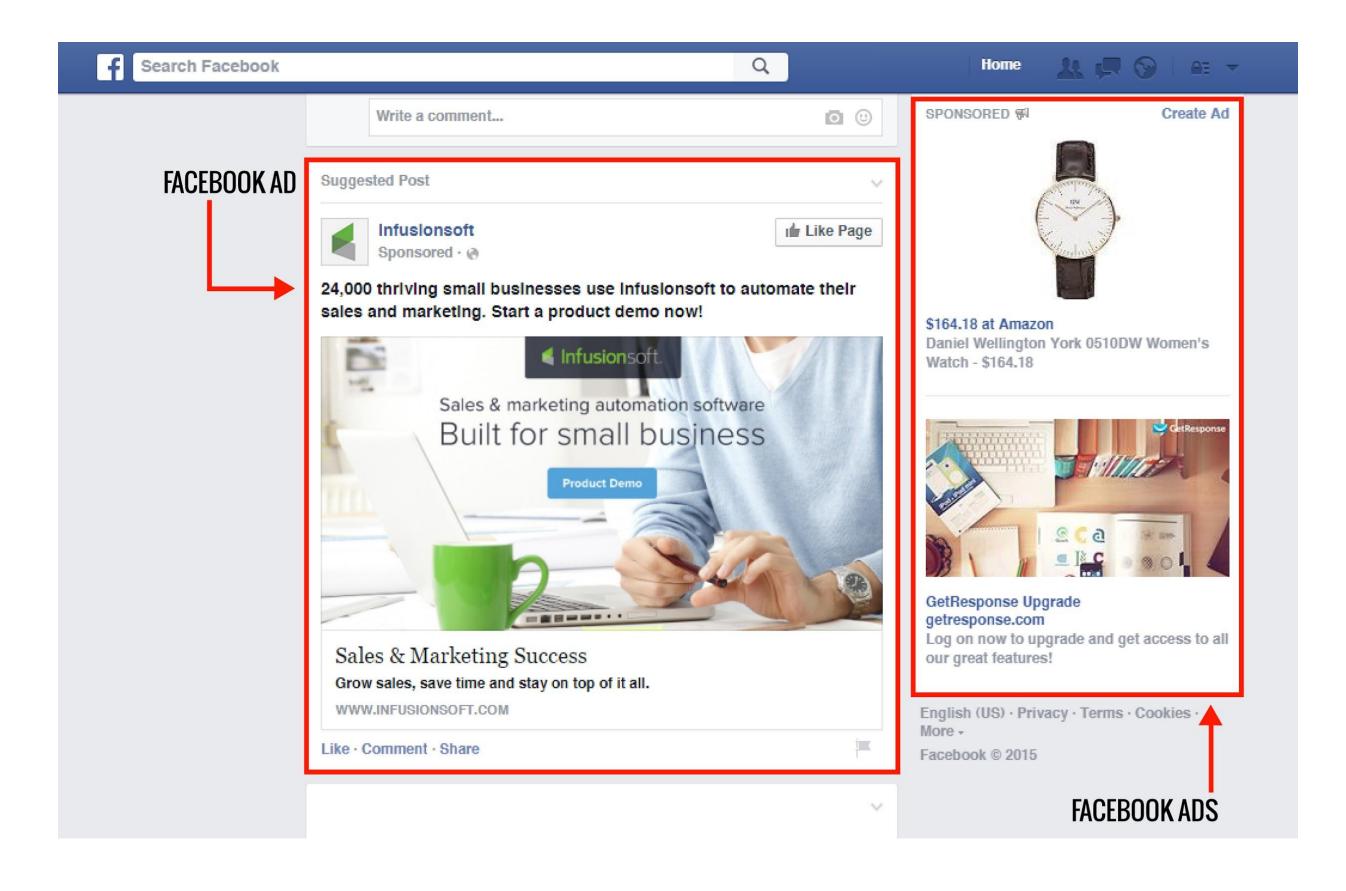
Marketing is a PROCESS

Problem Recognition Information Search Outbound is great **Evaluation of Alternatives** when people are passively aware Purchase Decision Purchase Post-Purchase Evalaution

Inbound is great when people are actively seeking

Facebook is not Google or Amazon







No, seriously.





Audience > Query

Audience Targeting			EMBER TRIBE
	Tailgaters (research for Patriots)	Wedding Organizers	Worried Parents
Demographics	49% Women / 51% Men, 25-44 Likely to be married	88% Women / 12% Men, 25-44 Likely to be in a relationship or engaged	95% Women / 5% Men, 30-55 Likely to be married
Devices Used	Iphone or android users. More into mobile than desktop.	Iphone or android users. More into mobile than desktop.	Both deskop and mobile users
Income Level	At least \$50k-100k/year / 84%+ are home owners	At least \$50k/year / 77%+ are home owners	At least \$50k/year / 82%+ are home owners
Interests to Try	Tends to like the FB pages of sports groups or brands: Patriots United, Teddy Stick. Also tend to lean more conservative.	Tends to like a lot of jewelry brands (related to engagement rings): Tacori Engagement Rings, Wedding Bands and Jewelry, Brilliant Earth, Blue Nile & boutiques (The Pink Lily Boutique, The Blue Door Boutique, The Mint Julep Boutique)	Tends to like a lot of "better mom" interests: Money Saving Mom, Single Dad Laughing, The Better Mom, Positive Parenting: Toddlers and Beyond, Ser Padresm HuffPost Parents, Scary MommyB, abble



Consider Intent

Small Biz Using Quickbooks (INT A)

Small Biz Decision Maker (DEM A)

Female Entrepreneur (INT B)

Cold Traffic:

Strangers to our site.

Warm Traffic:

Visited our site before.

Hot Traffic: Ready to convert.

Carousel of Features

3-5 images using brand colors explaining features of basic bookkeeping.

Show !!

Single Image

Split test using vector or stock image both showcasing life after ReconciledIt.

Informative Video

15-second video with facts about small biz accounting woes.

Retargeting Video

benefits with a 15-20 second video - "Fill Takes Care of Everything for You" Split test with video from homepage.

