

# How Inbound Marketing Can Help **INCREASE RETAIL SALES**



**IMPULSE  
CREATIVE**

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# INTRODUCTION

No matter where your fashion company is in their business journey, the end goal is typically the same...more sales! How can you achieve this goal? It starts with “inbound” and ends with “marketing.” This eBook will serve as your essential guide to the inbound marketing methodology and thoroughly breakdown everything you need to know in order to have a successful business, grow your company and increase retail sales. Let’s get started!

## What is Inbound Marketing?

[Inbound marketing](#) is focused on attracting customers through relevant and helpful content and by adding value at every stage in your customer’s buying journey.

Outbound marketing is oftentimes invasive and disruptive, such as irrelevant pop up ads, flyers in your mailbox, loud radio ads and more. Inbound marketing is a highly effective strategy that puts your message in front of users who actually want to hear what you have to say. By creating and distributing content that aligns with your customers’ interests, you naturally attract online traffic that you can then convert, close, and delight over time.

## The Inbound Methodology

The [inbound methodology](#) is a structured strategy that helps you to turn strangers into customers and promoters of your business. There are four phases that make up the inbound methodology:

**ATTRACT:** Attract more of the right customers with relevant content at the right time – when they’re looking for it. This can be done through blogs, keywords and social media publishing.

**CONVERT:** Once you’ve attracted the right visitors to your website, you would then convert those visitors into leads. Start by opening a conversation with them. This can be done through messages, forms, CRM, or meetings. This will allow you to answer questions and share relevant content that is interesting and valuable to those visitors.

**CLOSE:** At this point, you’ve attracted the right visitors and converted them into leads. During the closing phase, your goal is to turn these leads into customers. Achieve this by using pipeline management, lead nurturing, email or predictive lead scoring.

**DELIGHT:** Now that you’ve turned your lead into a customer, your goal in this phase is to keep them coming back and turn them into promoters. Do this by using [Customer Hub](#), smart content and conversations.

The inbound methodology is something your fashion brand should follow when creating content. You have to think like a customer and consider the type of information they are interested in consuming at every step of the buyer's journey.

## What is the Buyer's Journey?

The buyer's journey is a three stage process buyers go through when purchasing a product or service. These three stages include:

### **AWARENESS STAGE**

The buyer realizes they have a problem.

### **CONSIDERATION STAGE**

The buyer has identified their problem and is searching for ways to resolve it.

### **DECISION STAGE**

The buyer chooses a solution.

When creating an inbound marketing strategy for your fashion business, it's important to consider each of these stages and create content around the buyer's journey. Defining these opportunities is what allows users to receive the right content at the right time, so keep that in mind when planning your fashion marketing strategy.

Now that you have a basic understanding of what inbound marketing is, as well as the thought processes that goes into planning, let's jump in and cover some more important steps!

## CHAPTER 1

# CREATE A KEYWORD STRATEGY

A keyword is a word or phrase that a user enters into a search engine such as Google, Yahoo or Bing. This is how consumers find you online, so it's important to use the top keywords your ideal audience is searching for and optimizing your website around those keywords.

Optimizing your website around these top keywords will help to put your website at the top of these search engine results, making it easier for users to find you. This will also help to put you in front of your competition in a way that's organic and will save you from spending valuable marketing dollars on expensive pay-per-click (PPC) campaigns.



## How to Create a Keyword Strategy

### ✓ Create a List of Relevant Keywords

Start by coming up with three to five keywords that are relevant to the fashion market and the type of customers you want to attract. It's important that you think like a consumer when coming up with these keywords. Ask yourself what your ideal customers would be searching for in order to find your website. If you're a small or medium sized business, your keywords should not include your brand name. Instead, consider using words and short phrases that represent your product. For example, instead of using "Scout and Molly Boutique," uses keywords like "Boho fashion boutique." This will increase your chances of drawing in new customers who haven't heard of your brand yet, but would be interested in your products.

### ✔ **Analyze Difficulty and Relevance**

The keywords you choose should be based on both difficulty and relevance. Some very general words such as “fashion boutique” or “clothing store” are extremely competitive, making it difficult to rank well for them in search results. Your fashion business won’t rank well for short-tail keyword phrases like this. If you’re a small or medium sized fashion business, it’s a good idea to use keywords that are specific to your niche market and the products you offer, also known as “long tail keywords.”

Long tail keywords are less competitive and help to attract relevant users who are actually interested in your business. The greater the volume of searches on a keyword is, the more competitive it is. You’ll want to find a nice gray area when coming up with keywords and luckily, there’s several different tools you can use find it, as you research keyword volumes. [Google Keyword Tool](#) and [SEMrush](#) are two great platforms that do just that.

Another important factor to consider when coming up with keywords is their relevance to your fashion business. While some obscure words might be easy to rank for, if they aren’t relevant to your business, it’s completely useless and you won’t draw in the right potential customers.

Choose about 5 keywords that have a nice balance between relevance and difficulty. Once you start using these keywords, you can see which ones work best for your business, which we’ll discuss more later on.

### ✔ **Optimizing Your Website Around Keywords**

Once you’ve chosen your 3-5 keywords, you’ll want to incorporate them into your website. Properly implementing these keywords into your website is what helps boost your fashion business’ SEO and will ensure that you rank well for these particular keywords. This step is extremely important and should not be overlooked. We’ll dive into this in depth in the next chapter.

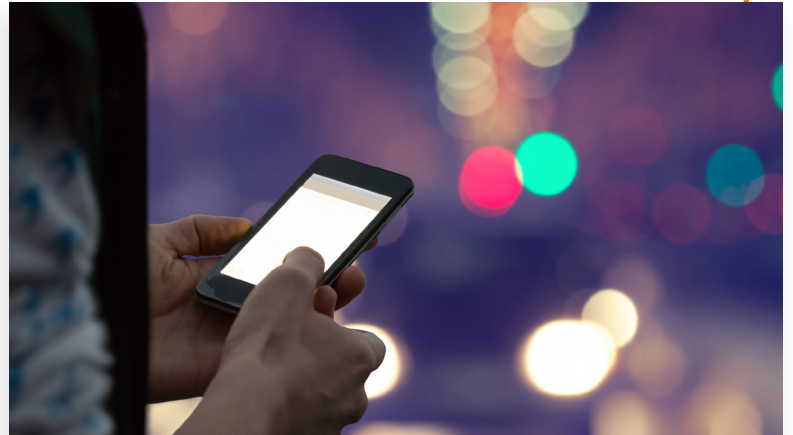


## CHAPTER 2

# OPTIMIZE YOUR WEBSITE

Now that you've decided on your keywords, you can start optimizing your website around these keywords for the best search engine optimization (SEO) value possible. Your goal is to get your website as close to the top of the first page as possible. However, it's important to keep in mind that your website should be designed for visitors and not just search engines.

User experience should be your top priority when designing your website as it's Google's goal to provide users with the best search engine experience. So, if your goal is to also provide users with the best experience on your website, you're automatically following what Google wants you to do, which will also allow for a better ranking.



Keeping that in mind, it's important to thoroughly understand SEO so you can effectively optimize your site and land on the top of the first page of search results.

There are two separate categories SEO can be divided into. These are "on-page SEO" and "off-page SEO." On-page SEO refers to how well your website's content is presented to search engines that can often be improved immediately. Off-page SEO refers to your site's overall "authority" on the web, which is determined by what other websites say about your site. This can take time to improve.

Even though on-page SEO accounts for only about 25% of how search engines score and rank your website, it's worth tackling first since it can be improved quickly.

## On-Page Optimization Elements

### Page Title

Page titles are one of the most important on-page SEO factors. This is the text you see at the top of your browser window when viewing a web page. They are also the title of a page that is presented in search engines. When coming up with effective page titles, it's important to follow a few guidelines:

- ✓ Include keywords.
- ✓ Make page titles fewer than 70 characters long. (Longer page titles will not be seen in your web browser or in Google search results.)
- ✓ Put keywords as close to the beginning of the title as possible.
- ✓ Make it readable for site visitors.
- ✓ Include your company name at the end of the page title if you are a small or medium sized business.
- ✓ Use different page titles for each page. Each page is an opportunity to target different keywords.

### URL Structure

When creating pages for your website, the verbiage you use in your URLs is important to pay attention to. For your internal page URLs, be sure to separate individual keywords with dashes. It's also important to make sure your pages aren't too deeply nested within your site. Below is an example of a good URL structure:

[www.sophieandtrety.com/little-black-dresses](http://www.sophieandtrety.com/little-black-dresses) is a great example of a URL that captures "little black dresses" and "black dresses" as keywords.

If the URL had multiple slashes between the words (i.e., [www.sophieandtrety.com/clothing/dresses/little/black/dress](http://www.sophieandtrety.com/clothing/dresses/little/black/dress)), this would mean it is too deeply nested due to the site's overall navigation design, which may not be ranked well by Google. You also want to avoid adding numbers to your URLs (i.e., [www.sophieandtrety.com/blog1](http://www.sophieandtrety.com/blog1)). Your pages should have a URL that specifically represents what the page is about.



## Headings

If a piece of text appears larger or more prominent than the other text on a page, it's probably part of a heading. You can verify this by checking the HTML code of your website and seeing if that text has an `<h1>`, `<h2>`, or `<h3>` tag surrounding it. If needed, ask a developer to help you check this.

Text in the headings is more likely to be read by search engines as keywords than text in the rest of the page. For this reason, it is good to include keywords in your headings whenever possible. `<h1>` tags give the text more weight as keywords than `<h2>` tags, and `<h2>` tags have more weight than `<h3>` tags. While `<h4>` and `<h5>` tags do exist, their influence on keywords is virtually the same as that of regular text. Including too many headings dilutes the importance of keywords in other headings, so it's recommended to use the `<h1>` tag only once. If the page is text-heavy like a blog post, feel free to throw in a few `<h2>` or `<h3>` tags as paragraph titles.

## ALT Texts

The fashion market naturally lends itself to sharing tons of photographs across their websites. I mean, how would you be able to sell clothing online without displaying photos of these items on your website? That being said, it's important to attach ALT texts to your images. ALT text is an HTML attribute you can add to your photographs so search engines replace the image with some associated text. While search engines like Google don't see the images themselves, they do crawl the ALT tags that are associated with these images.

## Cascading Style Sheets (CSS)

HTML is the back-end code of your website that search engines read. Search engines extract relevant information from your HTML, such as keywords. CSS, on the other hand, holds a template for the layout of your page. In the CSS, you define how headings, links and other visual elements of the text should look. The takeaway here is simple: use CSS. Putting layout-related information in your HTML can dilute the relevance of the HTML text, which is what you want search engines to read.

## Domain Info

Search engine rankings favor sites that are registered for a longer period of time. Longer domain registrations indicate a commitment to the site and mean the site has a lower chance of being considered spam. Extend your website registration for \$10-20 a year to boost your SEO.

## CHAPTER 3

# CREATE BLOGS & OTHER CONTENT

By this point, you have a developed clear understanding of your keywords and website optimization. The next step should be to attract more visitors by using these keywords. Implement these keywords in your blogs and additional content, such as your homepage verbiage, eBooks and webinars to help more of the right people discover your fashion business online.

## Getting Started

First, you'll want to decide on a way to publish this content online. Blogging platforms such as [HubSpot](#), [WordPress](#) and [Blogger](#) have made it simple to publish content online. There are several additional paid and free tools you can use to get started. These platforms all offer a content management system (CMS) that allow you to easily add content to your blog, without needing to know any HTML code. This enables you to quickly update your site with industry news or other timely information, without having to wait for a webmaster to post your changes.

It's important to make sure your blog is connected to your website. A blog makes your website more dynamic by automatically injecting new content every time a new blog post is published. Search engines reward higher rankings to websites that consistently add fresh, new content, and these higher rankings translate into new visitors and leads for your fashion business.

When coming up with blog topics, start with a purpose. You want to make sure you're blogging about topics that are solution-based. Avoid making it all about you and your brand. Think about some common questions you often receive from potential customers and address those in your blogs. A good example could be "10 Different Outfits that are Perfect for the Fourth of July." Here, potential customers may be struggling to find the perfect outfit for their Fourth of July outing. This blog addresses those issues with solution-based content that readers will want to see and actually find helpful. Blogs should be educational, not promotional. Remember that when you're creating topic ideas.

You'll also want to make sure the verbiage you're using is more casual and comprehensive to readers. Avoid using industry jargon that only makes sense to fashion marketers and professionals, and think like your ideal customer instead.

## Key Components of a Remarkable Blog

A well-constructed blog post should include several key components:

### A Compelling Title

Since your blog article's title is the first thing users will see, it's crucial to make sure it clearly indicates what the blog is about, is concise, keyword-rich (because the header tag is the most important for SEO) and attention grabbing. Be creative and have fun with it.

### Well-Written Body Text

The body of your article should be well-written and formatted in a way that makes it easy to read. Consider using header tags and bulleted lists to break up the content into sections.

### Images and Videos

According to [BrainRules](#), when people hear information, they're likely to remember only 10% of that information three days later.

However, if a relevant image is paired with that same information, people retain 65% of the information three days later. Pairing text with a visually-appealing graphic or video clearly has a huge impact on the audience receiving the message, making it significantly more memorable. Take advantage of this by adding images or videos into your blogs to make them more memorable and fun to read.



### Links

Within your content, include inbound links to other applicable blog articles and pages on your website. Once you've built up a repertoire of blogs, this will be simple. It's also good practice to use outbound links to any other websites you reference within your blog.

## CTA

Each and every blog article you publish should include a relevant call to action at the bottom of the article to help boost lead generation. This is where you will incorporate your eBooks, webinars and whitepapers.

## Convert Blog Visitors into Leads

Each blog post is an opportunity to convert a visitor into a lead. Take advantage of this by adding a CTA at the end of each blog post to keep the visitor flowing through the marketing funnel. These CTAs work best if the offer is closely related to the subject matter of the blog post. Additionally, you can place image-based CTAs in the sidebar of your blog as a secondary way to convert more visitors into leads.

CTAs should always link to a direct landing page that provides downloadable access to the offer and a thorough description of what that offer is. This is also a great way to collect visitor information such as names, emails, and more depending on what the offer is. You can do this by adding a form to the landing page.

## Other Types of Content

Blogging is a great place to start creating content. However, there's multiple ways you can create content to help draw in new visitors. Think about creating longer-form content items such as eBooks, white papers or case studies that can be used for your CTAs to help increase lead generation. It's also a good idea to consider using non-text based offers like webinars, videos and more.

## CHAPTER 4

# PROMOTE CONTENT & PARTICIPATE IN SOCIAL MEDIA

Now that your blog is live and published, you'll want to make sure people are able to see it right away. A great way to promote your content and draw in new readers is to distribute this content through your social media accounts. Sharing your blog on social media will immensely increase your reach, especially if a user shares your post on a platform that allows, which will display your blog in front of an entire new audience. This also allows your fashion business to engage with these users.

While the amount of social media platforms out there can seem overwhelming, there are four that your fashion business should really focus on: Twitter, Facebook, Instagram and LinkedIn.

## Twitter for Business

Twitter is a social network where users share short, 280-character messages. Users "follow" or subscribe to each other and can receive messages via multiple technology devices including desktop computers, smartphones and text messages. Understanding how and if people are talking about your fashion business or products will give you enough information to decide if you should invest the time to create and manage a Twitter account for your business.

If you decide to move forward, you can start by visiting [Twitter.com](https://twitter.com) and sign up for a free account. Here are a few good practices to follow when getting started:

- ✓ Use the name of your fashion business as your Twitter username.
- ✓ Use your fashion business logo as the profile image for your account to add credibility.
- ✓ Create a custom Twitter cover image that visually provides additional information about your business and products.
- ✓ Use Advanced Twitter Search to help discover industry influencers and potential customers that your fashion business should follow.



## Facebook for Business

With over two billion users, Facebook has become the major player in the social media industry. Facebook can serve as a powerful platform for building a community of advocates for your fashion business to help increase word-of-mouth marketing. This is an amazing tool that business can use to tell stories, engage with users, implement PPC ads and much more. To get started and learn some more useful tips on using Facebook for business, check out [HubSpot's Facebook Marketing: The Ultimate Guide](#).

## Instagram for Business

With more than [700 million users](#), Instagram is a visual social sharing app that offers unique marketing opportunities. This platform is used for sharing visually-appealing photos and videos and is a great way for fashion businesses to showcase their fashion line, products, collaborate with influencers and share user-generated content (UGC). For more information on how to utilize this platform and getting started, check out [HubSpot's Instagram Marketing: The Ultimate Guide](#).

## LinkedIn for Business

The social network businesspeople may be most familiar with is LinkedIn. This network of over 500 million business users and more than 9 million business profile pages can be an important resource. If you're looking to grow your fashion business and bring in new employees, LinkedIn is a great tool to list job postings and bring in new, qualified team members. This is also a useful platform to share and consume industry related content and connect with professional users in the fashion field.

To get started with LinkedIn for your fashion business, it's best to set up a complete personal profile for yourself as well as a company profile for your business. When setting up these profiles, be sure to include all important information, including your website and blog URLs. It's also a good practice to include descriptions for you and your fashion business that accurately reflects your experience, knowledge and passion.



## Social Media Monitoring

When leveraging your social media for your fashion business, it's crucial to monitor the conversations that are happening online related to your industry and business. It's also important to recognize where you should be responding and engaging with these conversations. Below are a few different useful social listening tools you can use to help easily monitor your industry mentions online:

### Google Alerts

It's a good idea to set up multiple Google Alerts for your fashion company, products, industry terms, and more to help keep you up to date with topics that surround the keywords you choose to set. Alerts are sent directly to your inbox at the frequency you select (i.e., daily or immediately as they occur) where you can view any online content that mentions those specific keywords.



### Twitter

If your fashion business is using Twitter, be sure to monitor mentions of your brand using tools like Twitter Search or Hootsuite. CoTweet is also an effective tool that helps you to manage multiple users on a corporate Twitter account and allows you to assign particular tweets to the appropriate team member for follow-up.

## Facebook Insights

Facebook insights allows you to view stats such as fan growth, page views, post likes, and more to gauge your page's interaction and engagement. This will help you stay on top of and participate in the discussions that are happening on your fashion business' Facebook page and will also show you how your posts are performing. Analyzing this data will help you figure out what type of content works best for your brand. Facebook insights also shows you information about the demographics of your followers, the times where your followers are most active on Facebook and so much more.

## Hashtags

Hashtags allow you to tag specific words and phrases in your captions on social media. Putting the hash sign (#) in front of a keyword or phrase that's relevant to your fashion business will allow you to monitor all public users who are using the same hashtag and talking about your brand and/or products.

Be sure to do your research and pick a hashtag that's unique, relevant and isn't already being used. You can check this by searching potential hashtags into various search engines and social media searches, including Google, Facebook, Twitter, Instagram, and more. Encourage users to use whatever hashtag you use when posting about your product or brand so you can track this and see who is talking about your business. This easily allows you to interact with these users and build brand trust.

Social media is constantly growing and improving, so it's important to stay on top of this and use it to promote your content. No matter what social media channels you choose, your existing and potential customers are out there waiting to hear about your products and industry.

## CHAPTER 5

# CONVERT SITE TRAFFIC INTO LEADS

By this point, you should have already launched your blog, optimized your website for SEO and started promoting content and participating on social media. Within a few weeks, you should start to see a spike in traffic to your website.

However, that traffic is almost useless if you aren't getting any new business! In order to turn site visitors into customers, it's important to focus on conversion. To do this, decide on a compelling offer for your customers, create a call to action (CTA) to promote your offer, and launch a landing page with a form for visitors to submit their information to obtain the offer. Once you'd done this, you'll want to test, measure and repeat the whole process.

Below, we'll break down each step to help bring you in more sales:

## Decide on Your Offer

This is the most crucial part of any marketing campaign. This is what initially grabs the attention of your site visitors and gives them a reason to fill out the form you'll use to collect their information. The offer you choose should target the specific type of sales lead you're wanting to attract. Let's jump back to the previous blog example in Chapter three, "10 Different Outfits that are Perfect for the Fourth of July." A good offer at the end of this blog could be, "Free Shipping With Any Purchase From Our Fourth of July Line." This offer is compelling and relevant to the blog topic. The offer can be anything from a special promotion, eBook style guide, free download, you name it!

## Create CTAs

Once you've decided on your offer, create a few attention-grabbing CTAs. Typically, the blog post attracts a reader and then leads them to click on a CTA that directs them to a corresponding landing page. This is where the user completes a customized form where they'll submit contact information in order to receive what's being offered. By submitting that information, the visitor is then converted into a lead with whom your sales team can follow up. Create an effective CTA using an image, text or HTML that links to the landing page associated with that offer. By effectively doing this, you'll convert a high percentage of your website visitors into leads, which, in turn, will result in more customers and sales!

## Create Landing Pages

After creating a call to action, you'll need to set up the landing page that it will link to. This is where the site visitor will arrive after clicking on your CTA at the end of your blog. On this page, you will place a customized form that users will fill out in order to receive the offer. The information you collect will also be used to follow up with the user. After a user completes the form on the landing page, they should then be prompted to a thank you page where they can access the offer. It's also a good idea to email them the offer so they can refer to the offer at any given time.

Your landing page should also include a brief, comprehensive explanation of the offer the user is receiving. Be specific and thorough when creating the text for your landing page so the user knows exactly what to expect.

## Test and Measure Results

Offers, CTAs and landing pages are the core elements of the conversion process, but can't stop there. If you just have a single conversion pathway, you have very little insight into the process and the way it performs. The best way to improve your conversion process is to experiment. Test different offers, CTAs and landing pages to discover which ones best help you achieve your goals.

After a CTA has been on your homepage for a month, vary the messaging or swap out an entirely new CTA, and after another month, measure which one performed best. If landing page conversions are low, move the form above the fold and track the results. Don't be afraid to test different variations; if you see a decrease in conversions, you can always switch back to your old version. It will be worth it when you've found the best combination that best helps you reach your goals.

## CHAPTER 6

# NURTURE LEADS WITH EMAIL MARKETING

According to [MarketingSherpa](#), 70% of your leads will end up buying something from your fashion line or one of your competitors, but they won't do it right away. In order to turn these leads into customers, you'll want to build relationships with these users overtime until they are ready to buy.

Lead nurturing is the process of developing that relationship with your potential customer by sending targeted, relevant and valuable messages to them in a timely fashion. The end goal is to get your leads to engage with these messages and eventually become a customer.



One of the most effective ways to do this is through email marketing. Here are a few best practices to consider when nurturing leads with email marketing:

## Building a List

- ✓ Create opt-in opportunities to build your email lists. When creating forms on your website and/or landing pages, be sure to include a required field for users to submit their email address as well as the option to opt-in to receive your messages.
- ✓ Do not flood the users' inbox. Only send messages to the leads who have explicitly opted in to receive them. Abusing this rule could cause the user to mark you as spam, which could potentially affect the emails you send to all your leads.

## Sending

- ✓ When creating emails, be sure to include information that's relevant to what your leads have shown interest in. Did they download your "10 Summer Fashion Trends for Shoppers on a Budget" guide? Send them an email with information on a similar topic they would also find useful.
- ✓ Get personal. Use a name and email address in the "from" line of your email that your recipients will recognize. It's also a great idea to include specific information about a recent action they took, such as, "Thanks for subscribing to our blog," or "We noticed you recently downloaded our eBook..." Personalizing your emails makes them appear more authentic and human.

- ✓ Before sending an email, get in the mind of your recipient and ask, “What’s in it for me?” Make sure your message adds value for the recipient and create a clear message in both the email body and subject line.
- ✓ While images are great to include in emails, you shouldn’t solely rely on this. Not all email servers function the same, so if your email only includes one large image, there’s a good chance some recipients won’t see this image or have any idea what your email is about. Use images as supplementary (clickable) content in your email and make sure you have enough text to communicate value.
- ✓ Be consistent. Your recipients should know when to expect an email from you. Whether that’s daily, weekly or monthly, pick a schedule and stick to it.

## Converting

- ✓ When sending an email, make it clear as to what the recipient is supposed to do. Include a CTA in your emails (whether it’s to another blog article, download, etc.) and take your reader to a landing page that allows the recipient to convert again and further engage with you.
- ✓ The landing page you include in these emails is an extension of your email and is where conversions occur. Be sure to include a comprehensive message on your landing page so the recipient clearly knows what action they should take, as well as what they can expect next.

## Measuring

- ✓ Your Click Through Rate (CTR) is a great way to discover how compelling your offer and email messages are. Experiment with different subject lines, CTAs and timing to improve the CTR of your emails.
- ✓ Your open rate is another metric you can measure, although it is not reflective of how effective your email was. The open rate really only reflected upon your subject line and doesn’t show you who took action in your email.
- ✓ Unsubscribe rate measures annoyance and spam. You want to make sure your unsubscribe rate does not exceed 5%. If your unsubscribe rate does get this high, you’ll want to check on your opt-in policies and procedures to make sure only your email subscribers who want to receive your message.
- ✓ Last, you’ll want to measure your conversion rate. This is how many of those clicks turned into reconversions on your landing page.

Following these best practices will set your fashion business up for success. Lead nurturing is crucial when it comes to converting leads into customers. Leveraging email is a great way to accomplish that goal.



## CHAPTER 7

# BE MOBILE-FRIENDLY

There's no question mobile platforms are becoming more and more prominent when it comes to internet marketing. The use of smartphones is only going to increase as technology continues to advance. Google recently announced that mobile devices, like cell phones and tablets, were the main source of its search traffic, making up 89% of their traffic. That's a significant amount of users who could be missing out on your message if you aren't using a mobile-friendly website.

Below are a couple of areas your fashion business should focus on when optimizing for mobile:

### Emails and CTAs

Did you know 81% of smartphone users consider email to be the activity they use their phone for most. If that many people are checking their email on their mobile phone, it's super important to make sure you optimize your website and emails to be viewed correctly on mobile. And since CTAs are often associated with emails and help with converting visitors into leads, you'll want to make sure this is optimized for mobile users as well.

### Downloads

The landing pages connected to your CTA offers should also be optimized for mobile users. The form on your landing page should be easy for mobile users to fill out. The offer should also be easy to download. Not optimizing this properly is a good way to lose potential leads.

## CHAPTER 8

# ANALYZE & REFINE STRATEGIES

You're finally close to the end of getting your inbound marketing strategy in place! At this stage in your marketing strategy, you'll want to find the best way to use all the tactics we've discussed to get found online and generate new customers.

Below, you'll find five steps for analyzing and refining internet marketing strategies:

### IMPLEMENT AN ANALYTICS PROGRAM

In order to analyze, you need to have an analytics program in place. [HubSpot](#) software has a business-oriented system in place for this purpose. [Google Analytics](#) is a non-business based, but free, tool that helps to analyze your website traffic.

### IDENTIFY OPPORTUNITIES

Focus on areas of improvement. Whether that's to drive in more traffic to your blog or convert more visitors on your home page into leads, you'll want to discover the right ways to make these goals into reality.

### SET A METRIC FOR SUCCESS

Once you decide where you want to improve, it's important to set a quantifiable metric and time frame you can measure. Using SMART goals that we discussed in the introduction is a great place to start.

### REFINE

Analyze how your programs perform and make changes with the aim of achieving your marketing goals by doing less of what doesn't work and more of what does work.

### EVALUATE

Determine if you've met your success metric. If so, stick with your change, see what you could have done differently and continue to monitor it to make sure the improvement has a long-term effect.



# CONCLUSION

While all of these concepts may seem overwhelming for beginners, we encourage you to take a deep breath and tackle these tactics step-by-step. The more you experiment with these best practices, the easier it will be to achieve your marketing goals.

We hope this eBook helped you to gain a thorough understanding of how inbound marketing can improve the overall strategy for your fashion business marketing and help you accomplish your goals.

Now get out there and start conquering inbound marketing, one step at a time!