

Inbound Marketing Strategy

Your customers have evolved. They're more educated and empowered by the different technologies and networks that allow them to simply and quickly find complete information on the products that can answer their needs.



In this context, your sales strategy should also evolve. Its evolution will depend on the industry where you do business, but in most cases, you can't rely anymore on a unique push strategy where you build your pipeline doing prospection and then follow up on those prospects.

You now have to put in place a good pull strategy if you want to evolve at the same pace as your customers. Google has recently sent me an offer for Google AdWords with the following headline: "Do you know who needs a haircut? People searching for a haircut" In the pre-Google world, customers would know only about the few hairdressing salons close to their home, and would ask to their contacts which one is the best one to visit. But the customer has now evolved, and it searches a lot. It will now search on Google, watch the pictures of each salon, read the online customers comments and recommendations, and explore their different options. In this context, your online image and presence is central to your success or failure.

At Corium, we're deploying our Inbound Marketing strategy. Our goal is to deliver the right information to the right prospect, and not only to throw out information at large to any potential unqualified customer.