

# INBOUND MARKETING *101*

COLLEGEINBOUND.COM

What is *inbound* marketing?

# The Wikipedia Definition

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**Inbound Marketing** is promoting a company through blogs, landing pages, podcasts, video, eBooks, newsletters, whitepapers, SEO, physical products, social media marketing, and other forms of **content marketing** which serve to attract customers through **the different stages of the purchase funnel**.

# The CC Definition

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**Inbound Marketing** is promoting a **community college** through blogs, landing pages, podcasts, video, eBooks, newsletters, whitepapers, SEO, physical products, social media marketing, and other forms of **content marketing** which serve to attract **students** through **the different stages of the purchase funnel**.

# What is Outbound Marketing?

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- TV Ads
- Radio Ads
- Print Ads
- Direct Mail
- Telemarketing
- **Interruption**
- **Unsolicited**
- **Unwanted**

# How do we know it is unwanted?

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- **TIVO/DVRs**
- **Do Not Call Lists**
- **Satellite Radio / Pandora**
- **SPAM Filters**

Be a *teacher*.

“ The ultimate content strategy is listening.

— @TheSalesLion  
Speaking at INBOUND





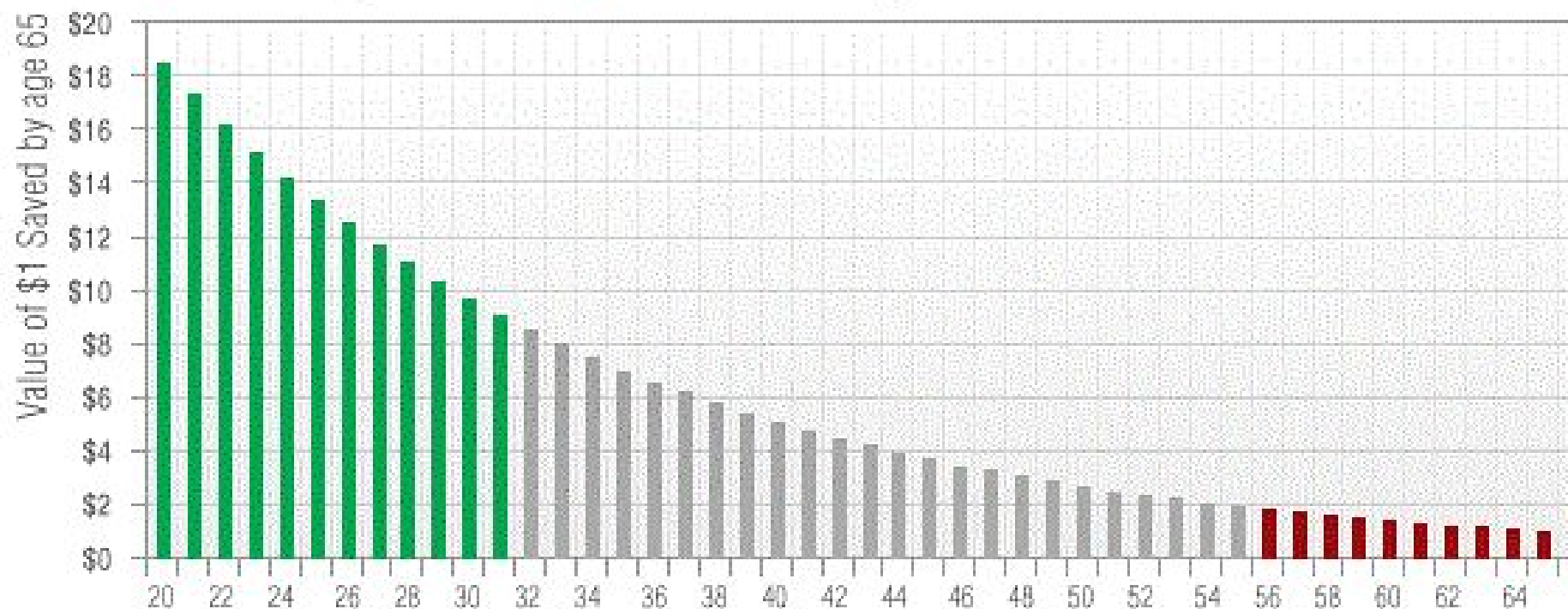
They ask.  
You answer.

The Law of

*Compound Information*

# Value of \$1 by age 65 starting at different ages

■ Start saving here!      ■ You have no leverage here



Age you started saving at

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Where can I find the time  
to create *content*?

# Find the Low Hanging Fruit.

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- **Policies & Procedures:** 257 Pages
- **Courses:** 864 Pages
- **Degrees:** 76 Pages
- **Staff Directory:** 187 Pages

**1,384 NEW PAGES**

# INSOURCE Content Creation

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- Find your Subject Matter Experts SMEs
- Ask for ideas and input
- Interview your SMEs
- Publicly recognize your contributors
- Develop contests to incentivize content
- Share the Data
- Make this a standard component of the job description for new hires!

What are we

*selling?*





# Film & Video Production

CAPE FEAR  
COMMUNITY  
COLLEGE

The logo for Cape Fear Community College, featuring a stylized white 'C' and 'F' intertwined within a blue square.

# Automotive Aftermarket Experience

Your "One-Stop-Shop" for Automotive Aftermarket E-Commerce & Marketing

Our team has real-world automotive aftermarket experience helping companies grow to dominate the online space in their respective categories. We have experience in all aspects of the business from development of a product line to orders shipping out the door.

Whether you are a traditional wholesale distributor (WD) aspiring to find new channels to distribute your inventory of auto parts or a manufacturer that needs help providing your distributors with the tools they need to be successful, we can help you achieve your business goals.

## **We speak your language.**

We know what it means to create ACES and PIES data, generate catalogs, assign UPC codes and how to reach the right markets online. We even follow the industry at AAPEX, SEMA and read industry publications like Counterpart Magazine and Parts & People.

scnc.intelliresponse.com/Askus

Ask  
SCC

## Get quick answers to your questions here!

First, check the top 10 questions below. The answer to your question may already be there. If not, type your question using plain English. Don't use weird search keywords or symbols. Ask only one question at a time. If your question returns multiple responses, suggested questions will also appear. Try it!



Type your complete question here

Submit

Ask real questions like "How do I apply?"

Welcome to our instant answer service, where you can get answers to a wide variety of questions you may have. Simply type your question and click Ask or browse the Top 10 Questions from other visitors.

### TOP 10 QUESTIONS

1. What are the hours of operation of the Williamson Library?
2. Do you have a gun class?
3. Do you offer GED preparation classes?
4. How do I contact a student, staff member or department?
5. Will I receive an alert if an emergency arises due to inclement weather, etc.?
6. Can I get driving directions to campus?
7. How do I file an academic appeal?
8. How do I apply?
9. How do I apply for financial aid?
10. What is my student ID number?







**Rev**

The word "Rev" is written in a bold, red, italicized sans-serif font. A grey, curved swoosh or shadow effect is positioned behind the letters, starting from the top of the 'R' and curving under the 'v'.

# The Big 5 Content Titles

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- **Cost or Price**
- **Problems or Issues**
- **Versus or Comparisons**
- **Reviews**
- **Best of ...**

CAREERS



Is your website responsive?

25%

50%

# Marketing Automation



## 2015-2016 APPLICATION FOR ADMISSION

### *Welcome to the Southeastern Community College Online Application*

#### **A message from the campus:**

Dear Prospective Student:

Thank you for your interest in Southeastern Community College. Once you submit your application, you should receive an acceptance letter within a week. Please contact Sylvia McQueen, Registrar, or Vanita Spaulding, Assistant Registrar, at the numbers below if you have any questions or concerns.

[sylvia.mcqueen@sccnc.edu](mailto:sylvia.mcqueen@sccnc.edu)

[vanita.spaulding@sccnc.edu](mailto:vanita.spaulding@sccnc.edu)

910-642-7141 ext. 249

910-642-7141 ext. 264

**Southeastern Community College is an equal opportunity, affirmative action institution and does not discriminate on the basis of race, color, national origin, sex, disability, or age in its admission, educational, financial aid or employment activities. The following person has been designated to handle inquiries regarding the non-discrimination policies:**

**Vice President of Operations & Finance**

**P. O. Box 151, 4564 Chadbourn Hwy.; Whiteville, NC 28472**

**(910) 642-7141, ext. 442**

← Back to Admissions

### OTHER INFORMATION

related to Admissions

- Allied Health Admissions
- College Transfer
- Disability Services
- High School Students
- International Students
- Non-Traditional Student Admissions
- Placement Assessment
- Veteran Services

### COMPLETE THE FORM BELOW TO START THE APPLICATION PROCESS.

First Name

Last Name

Email\*

Which programs are you most interested in?

- Air Conditioning, Heating and Refrigeration Technology  Associate Degree Nursing
- Associate of Arts
- Associate of Science
- Basic Law Enforcement Training
- Broadcasting and Production Technology
- Business
- Computer Information Technology
- Cosmetology
- Criminal Justice
- Early Childhood Education
- Electrical Engineering Technology
- Practical Nursing
- Medical Laboratory
- Office Administration
- Phlebotomy
- Welding Technology

Apply

### COMPLETE THE FORM BELOW TO START THE APPLICATION PROCESS.

First Name

Last Name

Email\*

Which programs are you most interested in?

- Air Conditioning, Heating and Refrigeration Technology  Associate Degree Nursing
- Associate of Arts
- Associate of Science
- Basic Law Enforcement Training
- Broadcasting and Production Technology
- Business
- Computer Information Technology
- Cosmetology
- Criminal Justice

#### SUBSCRIBE TO OUR CHANNEL



#### FOLLOW US



#### SHARE YOUR THOUGHTS



#### SCC EMAIL LIST

Stay up to date with Southeastern Community College's events and news.

Subscribe

#### ADDRESS

4564 Chabourn Hwy  
PO Box 151  
Whiteville, NC 28472

#### CONTACT US

Phone: (919) 642-7141  
Main Fax: (919) 642-5668  
Registrar's Office Fax: (919) 642-1267

#### OPERATING HOURS

**Mon-Thurs**  
8:00 am - 5:00 pm  
**Friday**  
8:00 am - 1:00 pm  
**Saturday**  
8:00 am - 12:30 pm



#### QUICK LINKS

Models  
WebAdvisor  
eCenter  
Email Mail  
Faculty/Staff Mail  
Calendar & Schedules  
ES&O  
EDU-Cafe

#### MAIN NAVIGATION

Models  
Future Students  
Current Students  
Alumni  
Faculty & Staff

# EMAIL DRIP CAMPAIGNS

## CONTENT MARKETING JOB GROWTH ON INDEED.COM



**350% Growth  
Since 2011**

Source: Indeed.com, June 2015  
Research by Fractl and Moz



QUESTIONS?

JONATHAN MEDFORD

*contact me*

JON@COLLEGEINBOUND.COM

910-431-3554 CELL

COLLEGEINBOUND.COM