

## **INBOUND MARKETING**

Taking a look at the latest trends in marketing strategy, you may find that most of the changes of the advertising market connected with the gradual evolution of traditional marketing in the so-called inbound-marketing. In my article I would like to tell about the current and modern concept of "inbound marketing."

Inbound marketing is a type of marketing, which involved the creation of free useful content for users, often without direct advertising of their products. The main task of this type of marketing is to get potential buyer loyalty and earn customers trust.

Numerous studies confirm that the aggressive promotion bring to the losing main part of potential buyers.

The growing popularity of this type of marketing is explained by well above the efficiency of obtaining quality of stable demand than with aggressive advertising. In addition, budgets are spent on creating quality products that benefit the people and not spent on the creation of a massive PR company.

So, the new revolutionary «inbound marketing» is based on the following principles:

- active use of the methods of SEO / SEM- marketing;
- blogging to draw attention to your landing page / site;
- the widespread use of social media (Facebook, Twitter, VKontakte) to promote a new product / service;
- running your own RSS-feed , podcasts , publishing eBooks;
- preferential use of all kinds of free tools such as e-commerce , Google Analytics and Content Experiments.

Only high-quality content is able to keep the user on the site and to encourage further action: huskies, registration, purchase. Good content can create a big buzz and increase of awareness about product, which in turn will lead to the customers.