



BLUEPRINTS FOR GRANT CONSULTANTING ESSENTIALS

MARKETING - TOOLS

TOOLS – ONLINE MARKETING

INBOUND MARKETING

Unlike outbound marketing, inbound marketing does not need to fight for potential customers attention. By creating content designed to address the problems and needs of your ideal customers, inbound marketing attracts qualified prospects and builds trust and credibility for your business. [\(HUBSPOT\)](#)

CONTENT MARKETING/STRATEGY

Consistently create and publish content that customers want. This can include blog posts, guides, webinars, infographics, and more.

LEAD GENERATION/NUTURING

Lead generation is the marketing process of stimulating and capturing interest in your services. Lead generation can come from subscriptions to your blog, attendees at a workshop, one-on-one contacts, and more. What happens after you get a lead? You will want to evaluate the lead and nurture qualified leads. Lead nurturing can help you turn your 'cold' leads into 'warm' leads – and clients. It helps you communicate with lead, answer questions, shape their buying decisions and expectations. Lead nurturing could be a step by step strategy that you use to follow up with people you meet at conferences. It could be an automated process for anyone that comes to your website and shows interest in one of your blogs, resources, webinars, or services.

EMAIL MARKETING

Email marketing can be an incredibly effective way to communicate with your audience. Email marketing is most effective and powerful when it is integrated with the rest of your marketing elements, including social media, events, publications, and more.

BUSINESS BLOGGING

Business blogging has changed – it isn't just a platform for journaling. Business blogs can create a foundation for a trustworthy relationship between you and the reader. Your blog answers questions, provides them with information on best practices, and shows that your business is a thought leader. It also creates more online visibility for your company. With the right tools, you can effectively capture and categorize leads on your blog.



TOOLS – ONLINE MARKETING

SOCIAL MEDIA

Using social media is about connecting with your ideal customer, your network of peers, and building a community where they spend time. When marketing to potential clients, you are looking for ways to use social media to entice them back to your website. Use social media to network with other professionals, prospects, post as an expert or a guest, answer questions on forums like LinkedIn. Be a voice at the table. Find ways to bring them back to your website.

WEBSITE

Your website is the face of your business! A website is to the consultant what a store front is to a Mom-&-Pop shop. It is where your potential clients find you, it puts you on their map, it gives you a place to meet and talk with people, and it is open 24-7! It is your online base that connects all of your other marketing efforts. Your website is the place to brand your services and establish credibility in the industry.



How could I use Inbound Marketing?

What content do my potential clients want/need?

How will I generate leads?



How will I nurture leads?

Which social media platforms will I use and how will I use them?



What is the purpose of my website?

Will your site have a blog, provide package choices, list events, etc.? How is your site going to serve you and your clients/communities?

My essential website content is:

This could be testimonials, pricing, package options, workshops, resources, contact information, badges, subscription forms, etc.