



Inbound Marketing Consultants (IMCs)

Who We Are

A Brief Description



Our IMCs are your gateway to everything inbound (it's in their title, after all!).

IMCs are your comprehensive marketing account manager in charge of attracting users and building brand awareness and visibility to your website. This is accomplished by leveraging techniques from the inbound methodology in a creative and innovative way for maximum results.

In case you don't know, the inbound methodology consists of: attract, convert, close, and delight. Addressing every step of this process is key to gaining online traction and establishing a digital presence – and that's exactly what an IMC does.

What IMCs Do

Our Superpower = Making You Awesome



As you can see, IMCs are strategists with a mission. Their goal centers around *orchestrating actionable steps* to bring more visitors and leads to your website.

An IMC's work with you includes (but isn't limited to) the following:

- ✓ Email marketing, automation and workflows
- ✓ Improving website conversion points
- ✓ Campaign creation/launch
- ✓ Content and social media calendars
- ✓ Analytics and reporting

We understand that no two clients are alike – in industry, business mission, and otherwise – so trust that our IMC's approach is both customized and tailored based on your needs.

Monthly Activities

We Corral All Efforts Involved With Your Account



Consider IMCs your main point of contact during a partnership – and the ultimate inbound marketing ringmaster. They arrange meetings, task distribution and organization to Designers and Copywriters, and provide updates on where everything's at.

Our IMCs are open books, and aren't afraid to be read.

How We're Different

We're an Extension of Your Marketing Team



What makes us different? For starters, *our IMCs care about your results*. Their key performance indicators are directly tied to your success – as such, they're intrinsically motivated to meet and exceed your expectations.

Our work with you is a **partnership**; not a cookie cutter relationship.

Have more questions, or want to know more about our inbound marketing rockstars? Click below to learn more!

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