

BoomTown!

From SEO to
Inbound Marketing
Rivers Pearce



Can't Buy Me Love



Changing Landscape of SEO



Be #1 on Google





What's The Solution?

INBOUND MARKETING

REAL COMPANY SH*T

SOURCE: @wilreynolds - Seer Interactive

Leverage All Assets

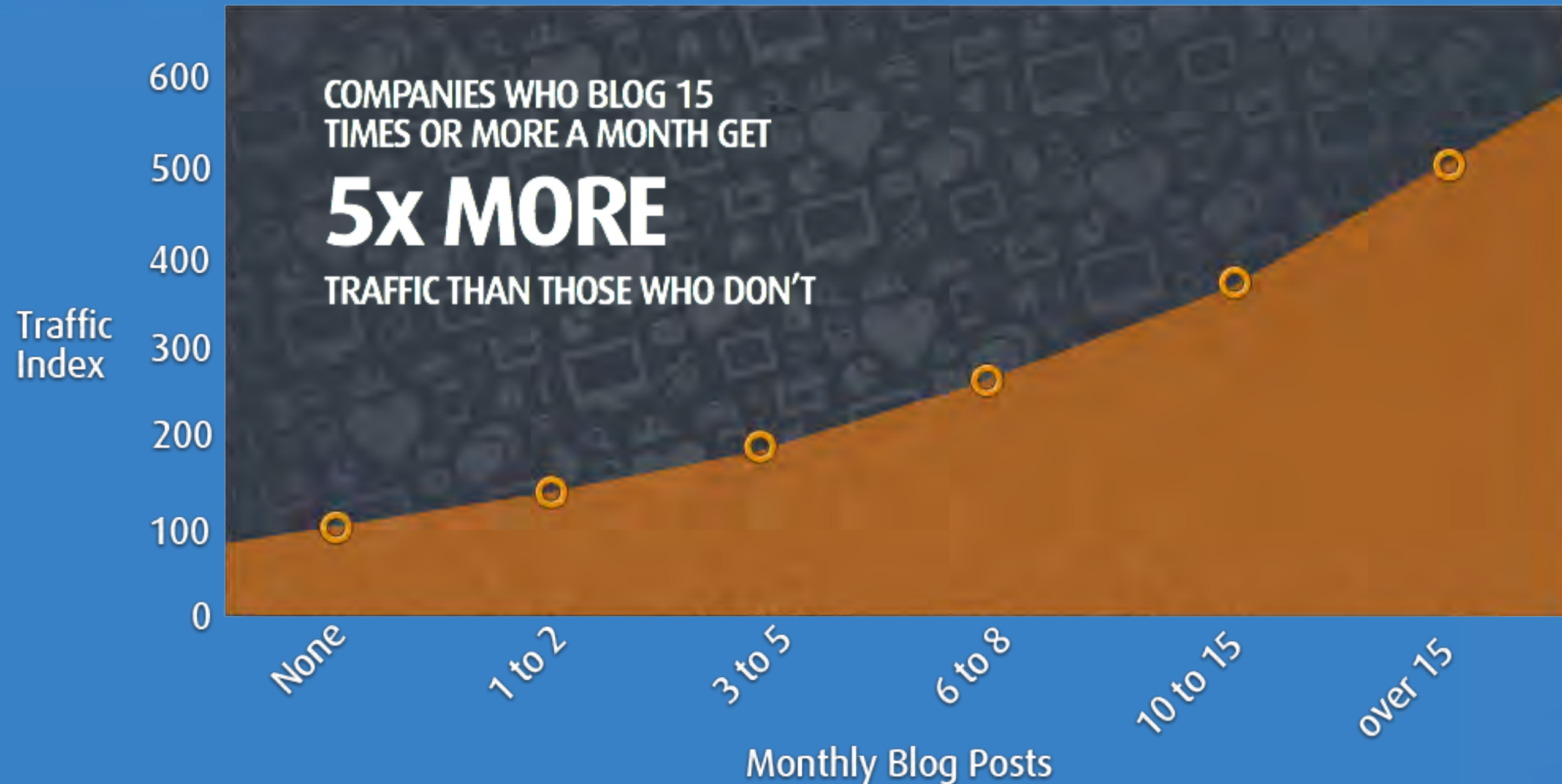


Leverage All Assets



Impact of Monthly Blog Articles

ON INBOUND TRAFFIC



Impact of Number of Landing Pages

ON LEADS GENERATION





Inbound Takes Time & Effort



Focus On The Opportunity



BoomTown!

Building Brand
Authority
Zack Hanebrink

Recalibrate

People

Define Your Ideal Client

Create Personas

- Demographics
- Lifestyle
- Pro Tip! - Nielsen

01 Upper Crust

Wealthy Older w/o Kids

The nation's most exclusive address, Upper Crust is the wealthiest lifestyle in America—a haven for empty-nesting couples between the ages of 45 and 64. No segment has a higher concentration of residents earning over \$100,000 a year and possessing a postgraduate degree. And none has a more opulent standard of living.



Social Group: 04 Elite Suburbs

Lifestage Group: 08 Affluent Empty Nests

Snapshot

Neighborhood Demographics

Household Demographics

Lifestyles

Media

Premium

2011 Statistics

- US Households: 1,770,473 (1.52%)
- Median HH Income: \$114,402

Lifestyle & Media Traits

- Shop at Saks Fifth Ave.
- Belong to a country club
- Read Conde Nast Traveler
- Watch Golf Channel
- Mercedes SL Class

Demographics Traits

- **Urbanicity:** Suburban
- **Income:** Wealthy
- **Income Producing Assets:** Millionaires
- **Age Ranges:** 45-64
- **Presence of Kids:** HH w/o Kids
- **Homeownership:** Homeowners
- **Employment Levels:** Management
- **Education Levels:** Graduate Plus
- **Ethnic Diversity:** White, Asian, Mix

US by County

This map highlights each County where Upper Crust households are found.

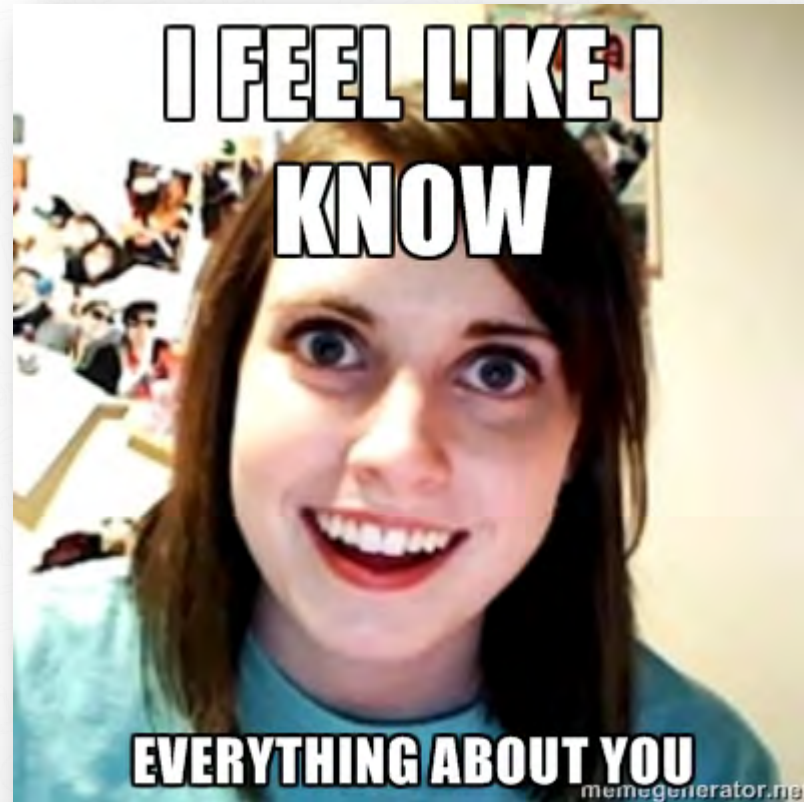


Top 5 Counties

Name	Index
Falls Church city, VA	897
Fairfax city, VA	856
Marin County, CA	831

Legend

	% Comp	% Pen	Index
Quintile: 1	53.48	5.44	273
Quintile: 2	23.59	2.37	119
Quintile: 3	13.48	1.35	68
Quintile: 4	7.73	0.77	39
Quintile: 5	1.73	0.17	8



Target

Leverage Persona

- Content
- Outreach
- Needs/Wants

























Connect

Focused

- Content
- Outreach
- Needs/Wants
- Builds Trust
- Leverage your USP
- Connect on a level not previously attained from traditional SEO

Exposure



- + [weburldirectory.com](#) 
- + [webworkathome.net](#) 
- + [weldingweb.com](#) 
- + [welink2you.com](#) 
- + [wellnessmanager.info](#) 
- + [wellwhatever.com](#) 
- + [wildweaver.com](#) 
- + [wilstop.info](#) 
- + [windingcreekcircle.com](#) 
- + [winesandvines.com](#) 
- + [wiseusemedia.com](#) 
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Brand Authority

Think Bigger

- Eric Schmidt once said, “Brands are the solution, not the problem...”
- Be the expert in your space
- Leverage real actions
- Optimize your brand
- Build trust

Questions?