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The 3 Most Effective Forms Of Inbound Marketing - Plus, The Top 27 Inbound Marketing Agencies Of 2019, According To DesignRush

CISION PR Newswire March 26, 2019



Inbound marketing generates leads for 61 percent less than outbound marketing tactics. DesignRush determined the best inbound marketing strategies and the top 27 inbound marketing agencies to execute them.

NEW YORK, Mar. 26, 2019 /PRNewswire-PRWeb/ -- The leads that inbound marketing cultivates cost 61 percent less than outbound marketing-born leads.

In addition, research shows that strategic inbound marketing tactics are 10 times more effective than outbound marketing. Plus, 41 percent of digital marketers say that inbound marketing generates a quantifiable return on investment.

But what constitutes inbound marketing and how can brands create a successful inbound strategy in 2019?

DesignRush.com, a B2B marketplace connecting brands with agencies, discovered the best inbound marketing tactics of 2019. These strategies help brands attract a valuable audience and generate meaningful leads that grow their business.

The top 3 inbound marketing strategies of 2019 are:

1. Link Building

Link building is an often-overlooked inbound marketing tactic that has the power to improve SEO rankings, brand awareness and website traffic.

Ultimately, brands partner with like-minded businesses, companies, or publications to secure relevant "follow" links pointing to their website and placed on strategic keywords.

This enables Google to better recognize a website's information and relevance – thus improving its search rankings – and allows potential consumers to discover the brand more readily.

The following tactics can help brands invest in proper link building:

- Link building teams
- Media relations
- Brand partnerships
- PR and press releases
- And more!

2. Influencer Marketing

Studies show that 87 percent of B2B consumers trust influencer content over branded content or advertisements.

Plus, nearly half of all consumers rely on the recommendations of influencers to determine their purchases.

Brands can use inbound influencer marketing in a variety of ways, such as:

- Video marketing
- Affiliate marketing
- Social media marketing
- Product reviews
- Brand ambassadors
- And more!

3. Search Engine Optimization

It's no surprise that search engine optimization (SEO) is one of the most valuable forms of inbound marketing. After all, 93 percent of all online experiences originate from a search engine.

Through specific SEO strategies, brands can rank for relevant keywords that automatically target their demographic, providing the information they are looking for. This offers a lift in website traffic that results in long-term success.

In addition to link building, other SEO strategies include:

- Keyword research and optimization
- Content marketing and blogging
- Optimizing website speed
- Ensuring websites are mobile-friendly and responsive
- Adding relevant titles, H1s, H2s and meta descriptions
- And more!

"Brands who are hoping to achieve longevity in the marketplace need to prioritize inbound marketing," says DesignRush Founder and Chief Executive Officer Gabriel Shaoorian. "Plus, with the right marketing experts leading the charge, brands can have an extraordinary amount of control over the leads they generate and how helpful they are to growing the business."

DesignRush's Agency Listing section features the best local and global inbound marketing companies. Some of the top inbound marketing agencies from around the world include:

1. Arcs & Curves

With a group of in-house digital strategists, talented designers & art directors, Arcs & Curves takes pride in communicating clients' ideas through creative campaigns online. Their specialties lie in developing amazing websites for clients. By combining technology

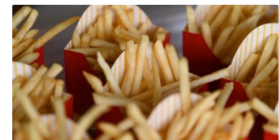
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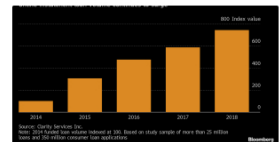
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and design, they build outstanding digital experiences for all devices. For the full potential of a website to be realized, its marketing is extremely important. Arcs & Curves is committed to the Inbound Methodology of digital marketing that has revolutionized marketing in the new world. Being one of the few Hubspot™ Partner agencies in Dubai, and with their award-winning tools at their disposal, they help clients solve the most seemingly complicated marketing puzzles rather simply.

Visit Arcs & Curves at <https://www.arcsncurves.com/>

2. AWORK Webbureau

AWORK Webbureau believes in building brands and long-term relationships. They are driven to achieve results and their services are based on a profound analysis. They believe that data is the best weapon to get the best out of online marketing. AWORK specializes in creating solutions for all types of companies within online marketing, branding and communication - all to strengthen the companies' market position.

Visit AWORK Webbureau at <https://awork.dk/>

3. Axon Garside

Story continues



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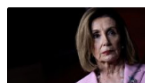
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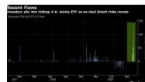
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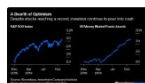
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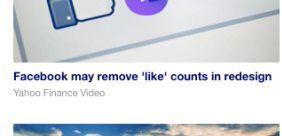
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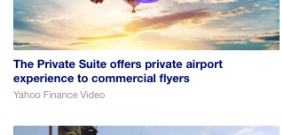
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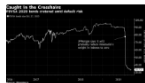
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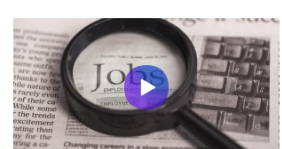
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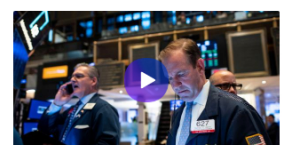
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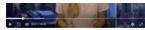


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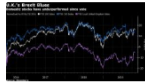
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