

Is My Firm a Good Candidate for Inbound Marketing?

	<u>YES</u>	<u>NO</u>	<u>NA/ DK</u>
We could get more visibility, leads and new business by earning a reputation as an industry thought leader in our market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our new client acquisition cycle is long to very long	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our prospects spend time researching online before they contact us	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our sales team is having difficulty in connecting with prospects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My competitors' web sites rank higher in search engine results than ours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our customers tell us that "they didn't know that we offer that service"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traditional advertising like print, trade shows, yellow pages and direct mail are showing diminished returns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our prospects (not candidates) are moderate to heavy users of social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The price of our average order is above \$7500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We need a consistent, steady stream of leads throughout the year	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our firm's leadership understands the pros, cons costs of inbound marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We are willing to commit leadership and staff time to inbound marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We are committed to expending resources – financial and human capital – for launching and maintaining an inbound marketing program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our sales team understands and is onboard with inbound marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our marketing and sales teams aren't aligned and working off the same page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We lack different types of content for each stage of our buyer's journey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our lead generation efforts have not been as successful as we desired	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We are not effective using social media to attract new prospects and clients	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We have ineffective marketing automation and lead nurturing capabilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

More "YES" than "NO"?

It's time for a discussion about making inbound marketing a bigger part of your growth strategy.

Learn more about inbound marketing [here](#).

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