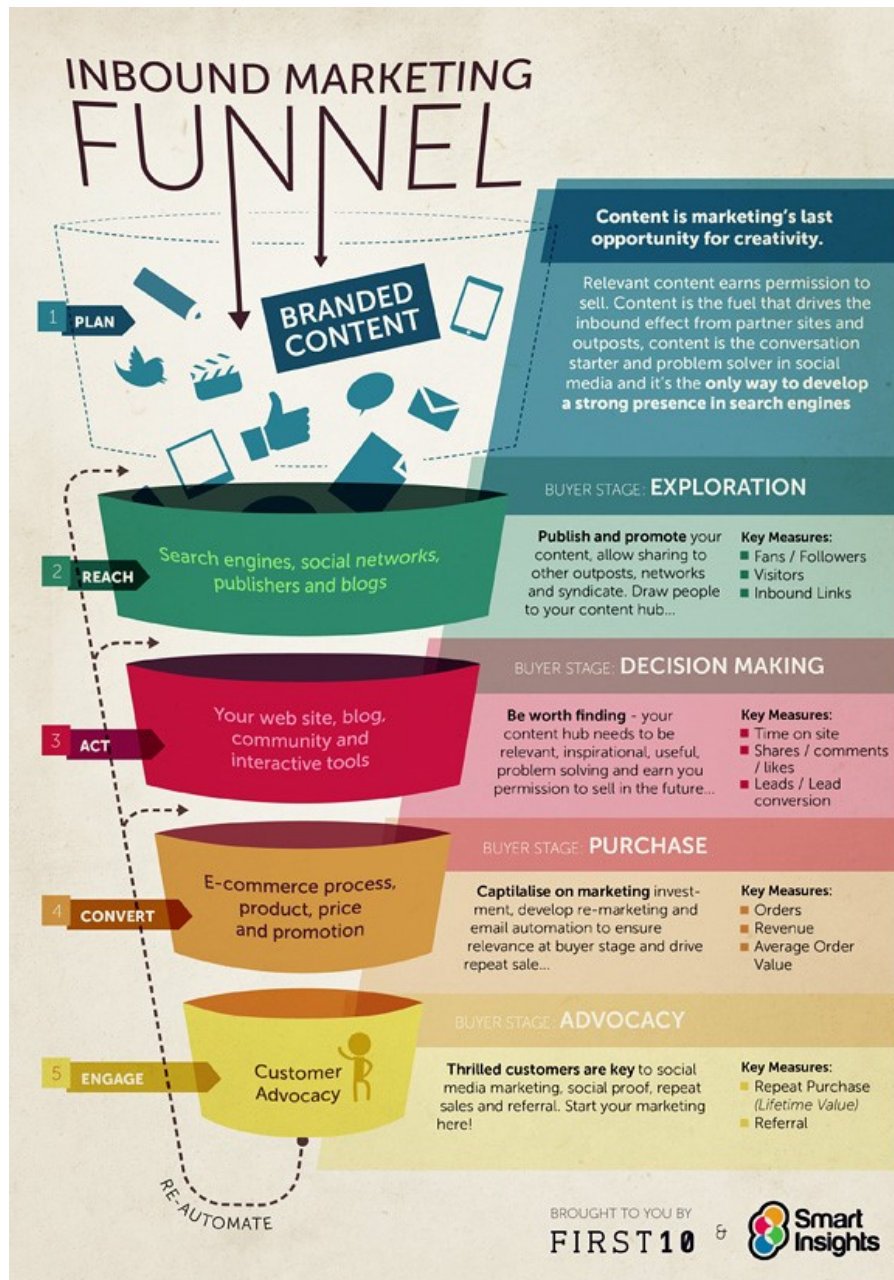


# How to Attract More Sales by Using the Inbound Marketing Funnel

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How many times have we watched a video or read an article on the Internet about increasing sales by leveraging the Internet and social media to do so? How many times have we heard or read enticing ads about how to guide traffic to our website for more sales; yet it seemed like getting someone to tell us how was as evasive as the search for the Holy Grail? Well, here we discuss how to attract more sales by using a few techniques with virtually no investment - other than time.

First, it is important to understand what drives traffic to your site, how it occurs, and why. A very high percentage of people now use the Internet as a go-to when trying to solve a problem. Research refers to this as a pain point or driving need that motivates a person to find an answer or find someone who can direct them to the answer that will solve their problem (Barry, 2015; Brown, 2012). Once that person or company is located, the individual with the pain point begins reading the information posted on the Internet that will hopefully solve their problem. As the consumers find this person that understands their problem, they begin to follow that individual down a path to finally arrive at the right solution as guided by the person they now trust. So businesses can leverage this idea to increase traffic to their website and hopefully increase sales.

So how can you increase traffic to your website? Write a blog, much like the one you are reading now. It's a conversation from friend to friend, basically; and written in everyday language. It is very useful for consumers, especially once they find the right post and person posting information that makes sense to them. Information consumers can trust might lead them to ask more questions and find answers that ultimately guide them to the purchase decision.

A consumer had a problem, then s/he searched for an answer, s/he found a blog that answered the initial question. S/he then went deeper to explore your options, then centered on a possible solution. From a general search and reading a blog about it, to asking more questions of the writer of

the blog s/he arrived at a sound decision; s/he made the choice and the final purchase. That is the perfect conclusion to the inbound marketing funnel. The writer of the initial blog became the industry expert in your mind who helped direct you to the right answer. This is the way through which a simple blog post can become so beneficial for a business and so instrumental in leading to increased sales.

Write a blog and post it on your website if you have one, or on someone else's if they let you. You can use social media as a vehicle to get your blog posted and to gain exposure. Not to mention the fact that Google and other search engines will rank your website much higher if you write a blog and update it often with great content.

## References

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## Biography

Dr. Bruce Campbell is a professor, lecturer, and consultant on the use of ecommerce by using today's technology in innovative ways that promote close relationships while closing the transactional distance between buyers and sellers. He is currently an MBA student in Marketing in the H. Wayne Huizenga College of Business and Entrepreneurship. Dr. Campbell can be reached through email to answer further questions about this and other topics: [bruccamp@nova.edu](mailto:bruccamp@nova.edu)

