

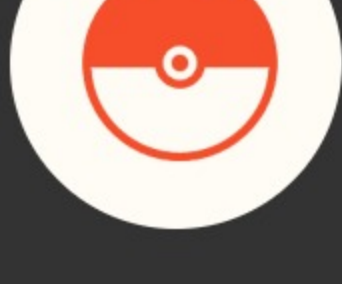
6 TRAITS POKEMON GO & INBOUND MARKETERS HAVE IN COMMON



1



THEY ARE BOTH TRYING TO CATCH THEM ALL



Trying to catch them all is not just the motto but the whole point of the Pokemon game. Try to catch as many Pokemon as you can to become the master and expert of the game.



One end game for Inbound Marketing is to gather as many leads as you can. The more leads you have, the better chance you have at converting more leads to sales.



2



THEY BOTH HAVE LURING TACTICS AND STRATEGIES



In Pokemon, you put up a "lure" to attract Pokemon to come to you. It's not always about waiting for a Pokemon to magically come your way.



Inbound Marketing lures traffic to your website by publishing content, activating social media, optimizing websites and perfecting your search engine optimization tactics and strategy.



3



YOU NEED THE ABILITY & PATIENCE TO CAPTURE



When a Pokemon comes into your area and specific radius, you have to be the first one there. You must give it all your attention. Throwing Pokeballs are your best weapon of attack. Otherwise, your competitor will beat you to it.



Once a lead comes to your website, you need to propel them through their buyers journey with the right content at the right time. Lead nurturing and buyer personas are your best weapons for attack. Otherwise, you missed your shot and your competitor will beat you to it.



4



NOT ALL CAPTURES ARE THE SAME



Some Pokemon are more rare and hard to find. Some might be your favorite. So finding those ideal Pokemon is part of your success.



Not all leads are the same. Some are more preferred leads. Others are not a good fit for you. Finding, attracting and capturing your best leads are all part of your success.



5



THEY BOTH INVOLVE VARIOUS DEMOGRAPHICS AND PERSONAS



Different demographics mean different Pokemon. Travel to other areas and regions and you will find more species of Pokemon. Each Pokemon has it's own characteristics, trends and personality as well.



Different demographics mean different buyer personas. Identify your various buyer personas and then search for them in the social media platforms where they are most active.



6



YOU CAN'T HELP BUT TREASURE THEM ALL



No matter how many times you have captured, you can't help the excitement and love that comes with catching it. It never gets old and it's always rewarding.



No matter how many times you have captured the same knowing, that you are helping them solve their challenges. It never gets old and it's always rewarding.