

Inbound Marketing Tools in Community Education and Information Dissemination

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What is Inbound Marketing?

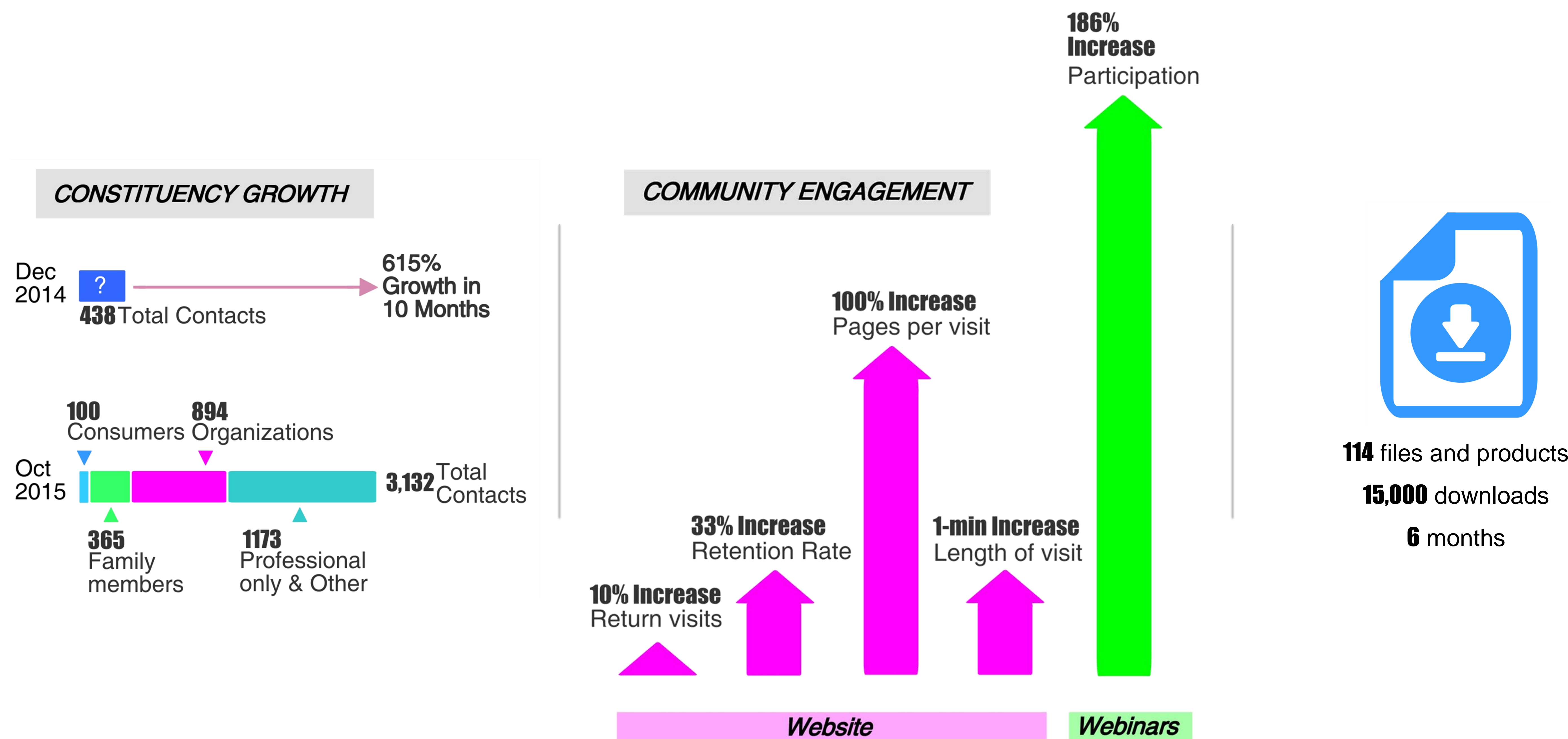
Inbound Marketing vs. Outbound Marketing

Content designed to educate and entertain.	Content with very little substance.
Aims to provide quality and value to the consumer.	Aims to spread the organization's message.
Consumer finds the organization on their own: internet search, referrals, social media.	Organization seeks out consumers: mass media, cold calls, etc.
Consumers interact and contribute regularly.	Consumers don't provide input or feedback.

Case Study: Community Education at the USC UCEDD

- ✓ Website redesign in Joomla, an open source content management system (CMS).
 - ✓ Add-on functionalities with free plug-ins for Joomla:
 - ✓ jDownloads – track download activity.
 - ✓ Aimy Sitemap – generate, edit and submit sitemaps to Google.
 - ✓ ReDJ – create automatic redirects from outdated pages to current pages.
 - ✓ Social media pilot: YouTube and SlideShare.
 - ✓ Monthly content updates.
 - ✓ Strategic planning, collaboration and day-to-day management on Trello.
- ✓ Integration with CiviCRM – free, open-source contact relationship management tool.
 - ✓ Track constituents: consumers, family members, providers, volunteers, community partners, donors, etc.
 - ✓ Track activities: meetings, emails, phone calls, text messages.
 - ✓ Unlimited segmentation of contact lists.
 - ✓ Manage event registrations, payments, wait lists.
 - ✓ Email marketing: templates, execution, tracking, subscribe/unsubscribe requests.
 - ✓ Surveys and evaluations.
 - ✓ Coming up: volunteer tracking and case management.

Inbound Marketing at the USC UCEDD by the Numbers



Inbound Marketing Resources

- Hubspot Inbound Marketing Certification (free): <http://www.hubspot.com/inbound-marketing>
- Hubspot non-profit marketing blog and free e-books: <http://blog.hubspot.com/marketing/topic/nonprofit>
- Marketo Inbound Marketing Cheat Sheet (free): <http://www.marketo.com/cheat-sheets/inbound-marketing/>
- CiviCRM (free, specifically designed for mission-driven organizations; integrates with Wordpress, Joomla and Drupal websites): <http://www.civicrm.org>
- Trello collaborative project management (free): <https://trello.com/>