



CELJE INTERNATIONAL BUSINESS FORUM

INNOVATIVE SALES & MARKETING AND DISTRIBUTION CHANNELS

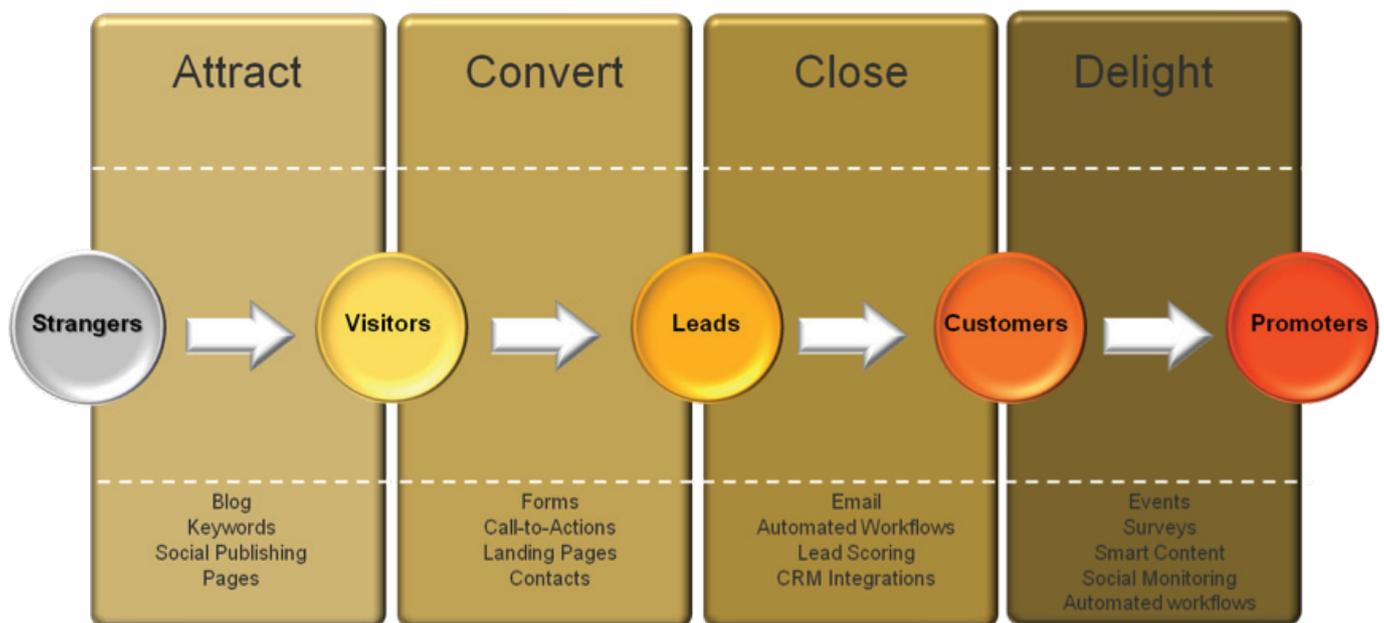
Celje, 12th and 13th September 2017

 **CELJE INTERNATIONAL**
expanding horizons

INBOUND MARKETING

Inbound marketing is digitalized process of Marketing and Sales. It utilizes company's website for generating quality sales leads 24 hours a day. At any time your potential customer from anywhere in the world can find your company.

HOW IT WORKS:



The main aim of Inbound Marketing is to attract more visitors to company's website through valuable content, in order to convert more leads for its sales team – and more customers to achieve growth. Finally to delight Promoters (loyal customers) to encourage them to recommend your company.

Why Inbound Marketing is better for your company than conventional outbound marketing (online banners, printed media, TV and Radio, Outdoor billboards...)?

Because:

- Business is happening online with an increasing tendency
- peoples buying habits have changed,
- an individual goes 76% of buyers journey by his own collecting information from internet prior contacting salesman,
- companies which are blogging have 55% more visits of their website,
- companies which are blogging gain 88% more leads than those who don't blog,
- sales cycle is 23% shorter,
- ROI (return on investment) of Inbound Marketing campaign is 3x higher than of conventional outbound campaign,
- Cost per sales lead using Inbound Marketing is 62% lower than utilising outbound marketing (printed media, TV, outdoor screens...),
- ongoing tracking of marketing analytics and ROI which enables instant adjustments and ensures better success,
- excellent alignment and cooperation between marketing and sales department,
- It generates leads 24/7, since the content you put online once it stays there forever.

(Source: HubSpot)

ABOUT IEX360

IEX360 is a global consortium with a mission to assist businesses in transition to The New Economy.

With 4th industrial revolution at the door, complexity is becoming a paralyzing factor, and in many cases today growth remains low or negative, despite improved efficiency. The old growth models don't work anymore. A brand new thinking and approach is needed. Our founding members are successfully implementing breakthrough systems and technologies in some of the leading fortune companies, such as **Nestle, IKEA, Samsung, Barclays, KPMG, Getratex, Cogni, Consensys** and many others.



We curate and verify the leading global minds and solutions in all key areas of the next disruption, which is already happening, and we provide all critical resources and capital for achieving tangible growth for next 5-10 years. Our members have pioneered some of the recent most successful turnarounds and internal disruption models within businesses of all sizes. We independently select and verify all the tools being developed on the global marketplace.

Some of the key benefits for joining the consortium:

- Access to growth capital
- Access to global markets
- Access to strategic partnerships with leading global fortune companies
- Leading global transformational minds and experts at your disposal
- Tested and verified breakthrough technologies available for implementation (AI, IoT, BlockChain, Big Data solutions)
- Being part of the global network of leading businesses who are mastering the transformation to The New Economy

(Source: iex360.co)

MARKETING + SALES = PERSONALIZATION

On average, a B2B customer will regularly use six different interaction channels throughout the purchase process, and two-thirds come away frustrated by inconsistent experiences. The notion of a **customer decision journey (CDJ)** around which marketing and sales collaborate has become embedded in many leading sales organizations, but the journey differs by customer segment, with needs and expectations varying at each stage.

Insightful customer research and advanced analytics mean these segments can be defined ever more precisely by marketing, but that work is wasted unless sales reaches the right people with the right offer. Nor is the onus all on marketing. Both functions generate enormous volumes of

valuable data on customer segments and preferences, but at outperforming companies, the front line reports back to help marketing refine its value propositions.

As data becomes more readily available and easier to crunch, companies can move from broad-based predictive modeling to a much more personalized approach. Information from past interactions with a customer or from existing sources can be used to instantaneously customize the buyer's experience. Remembering customer preferences is just the beginning; true personalization is the next wave in a customer's journey and helps drive loyalty.

(Source: forbes.com)

CELJE INTERNATIONAL

The activities of the Celje International project are focusing on:

- increasing international economic cooperation;
- providing support in the search of foreign direct and indirect investment;
- providing support for business entities in the region in building their trademarks;
- supporting and raising awareness about new methods of cooperation and searching for development capital;

The project is intended for medium-sized and small businesses and tradesmen, as well as any other interested institution and association directly or indirectly connected with economy.

SPONSORS



MUNICIPALITY OF CELJE

