



Efficient inbound marketing in Adobe Creative Cloud

A guide to creating, managing, and analyzing
a full-scale inbound marketing campaign in
Adobe Creative Cloud

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Introduction

The fact that you need to be seen to exist is not new. Today it's more important than ever to stand out to take place and gain market shares. "Out there" is a jungle of advertising – both good and less good – where everyone fights for the space. With that in mind, it's extremely important that the business's campaigns radiate professionalism and creativity. Not infrequently, it is also of utmost importance that the content can be produced quickly and in several languages.

In recent years, inbound marketing has become increasingly popular. It is primarily about digital marketing, where the goal is to attract potential customers with educational content adapted to the target group you want to reach.

The content is also adapted according to where in the buying journey the customer is, and the content can be anything from blog articles, E-books and whitepapers to animated films and webinars.

But how do you create a good inbound marketing campaign in an efficient, creative and successful way? In this E-book, we will talk about that – how to create, manage and follow up your inbound marketing campaign in the best possible way. A clue: Creative Cloud.

Did you know that inbound marketing generates over three times as many leads as outbound marketing, but costs 62% less?

Optimal conditions with synchronized applications

Your marketing department is most likely already using applications that are in Adobe Creative Cloud – for example, the photo editing application Photoshop. But in an inbound marketing campaign, there are smarter and more efficient ways to work. A big advantage of Creative Cloud is the many applications and the collaboration between them. To create a successful inbound marketing campaign, there are a couple of tools that are most often needed. You need programs to design, edit, write and make everything work in an efficient and flexible way which also promotes creativity. Creative Cloud consists of over 20 applications, all adapted for the creative sector.

Using Creative Cloud applications means that you enable creativity, but also collaboration. Regardless of which application the user works in, the work can be saved in the cloud and also opened in other applications. This enables the creative team to work on the same project at the same time in the same file. For example, a designer can work with the layout in InDesign while a copywriter writes the text in InCopy.

A traditional (and successful) inbound marketing campaign often consists of both text and graphics. Therefore, it is important to use applications that promote creativity and quality, but also collaboration. So, which applications are good to use in a context like this? That we will go through now!

Create premium graphics with InDesign

Previously mentioned Photoshop is an excellent application for digital image processing. But in an inbound marketing context, InDesign is often a more suitable application to use when it comes to creating graphic material. InDesign is the industry-leading program for design and layout, both for digital media and print. InDesign is commonly used to design E-books, whitepapers, ads, and magazines. For example, the reputable magazine The New York Times uses InDesign for its magazine layout.

What distinguishes InDesign most from other creative programs is that InDesign is adapted to process text, which Illustrator or Photoshop is not. In an inbound marketing campaign, a large part of the graphic consists of text, whether it is about creating E-books or LinkedIn ads. InDesign offers smart features and settings that streamline the work with both guides and frames that helps you format text. InDesign makes the designer's job both easier and more fun!

More benefits of InDesign	
Design and format without any problems.	Use InDesign's customizable layout suggestions, browse thousands of fonts, or add your own images created in Photoshop or XD. Creative Cloud likes collaboration.
Smooth cooperation	InDesign is collaborative - together with InCopy, both the designer and the copywriter can work on the same document at the same time. Also, with several smart tools!
What can you use InDesign for?	Design a variety of content pieces - everything from brochures, whitepapers and ads to E-books. This E-book is designed in InDesign!

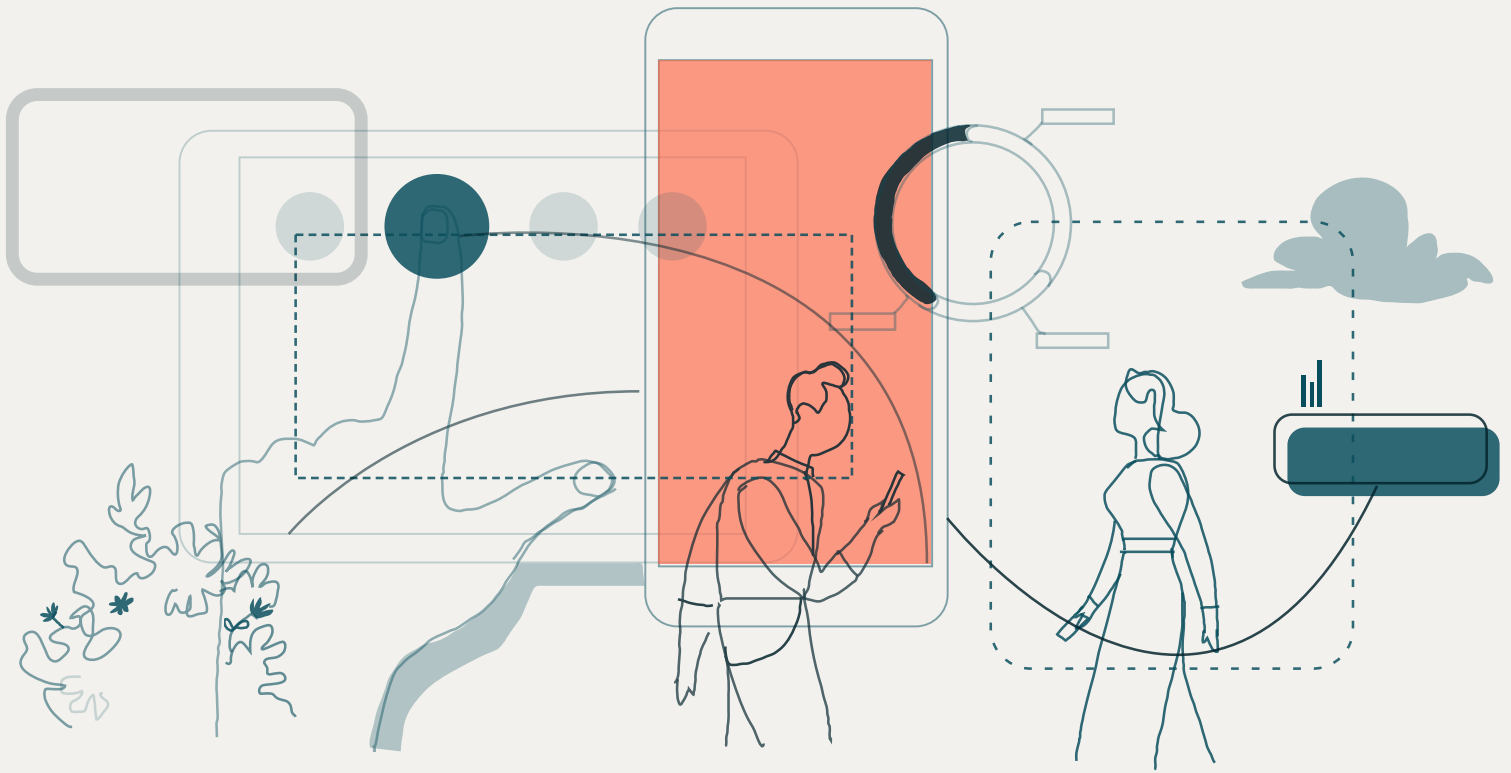
InCopy – the copywriter’s best friend

While InDesign is the designer’s best friend, InCopy serves as the copywriter’s counterpart. InCopy is a word processor application that is used closely with InDesign. InCopy has many of the common features that many word processor applications of the market possess, such as spell checking, word counting and tracking changes. But the big advantage of InCopy is the seamless integration and collaboration with InDesign. Unlike more traditional digital word processors, InCopy allows the user to write, edit and design in real time what the text should look like in the document that the designer is working on in InDesign at the same time – without disturbing each other. With the “check in / check out” function, there is also no risk that neither the designer, the copywriter nor even the project manager will overwrite each other’s work.

This you can do with InCopy.

- See text from different display modes according to design elements
- Write and edit in InDesign files
- Advanced font filtering
- Place images in tables
- Import SVG files





Create professional prototypes of web pages and applications with Adobe XD

In an inbound marketing campaign, it is not uncommon to use landing pages where the reader can access, for example, an E-book in exchange for contact information. XD is Adobe's tool for building prototypes and design sketches for, among other things, web pages, landing pages and applications.

With XD as a tool, the (UX) designer can easily create a prototype of what the landing page should look like based on an XD file. The advantage of the program is that the designer can create and share the sketches with others, for example another part of the organization, which enables you to discuss specific details in a smooth way. It is easy for the designer to share the work file directly from XD via a link. In other words, no file needs to be exported. In addition, it is not required that the receiver itself has XD.

Adobe XD offers many smart features

XD is a feature-rich application that greatly promotes digital creation and of course also cooperation. A common thing through most Creative Cloud applications is that they can easily transfer files from one application to another. With XD, you can easily import and work with files designed in other Adobe applications. These are automatically converted to XD files, then you can just get started. If you need help with the stack, XD has many functions to get your creativity rolling, including flexible templates via Adobe Stock.

Conversion-driven video content using Premiere Pro

Video content is a rapidly growing part of inbound marketing. Using video content on both landing pages and in advertising has proven to be a successful recipe where the conversion rate increases significantly. Premiere Pro is Adobe's industry-leading video editing software that, with its many tools and features, can help you edit your material from scratch to professional videos. Premiere also supports most formats, ranging from 8K to VR.

Did you know that video is the fastest growing form of content in inbound marketing? Increase your landing page conversions by as much as 80% by using videos.

Webinars are often a part of marketing campaigns and relate to the topic and go more in depth into issues and details that are dealt with in the campaign's other lead magnet such as an E-book. Premiere Pro is a perfect tool to use to edit the content of the webinar. Strange and disturbing noise, for example, needs to be removed to get a professional feeling. In addition, you can enter text that may be needed such as subtitles, information boxes, titles and names. Also, one should not forget that both an intro and an outro can be appropriate to include as it is perceived as more professional. Likewise, videos in digital advertising on, for example, LinkedIn and Instagram has increased. Just like with a webinar, you can create and customize video advertising according to your preferences and channels.



Efficient process with Creative Cloud Libraries

It is not uncommon for a creative process to look like this: the designer and copywriter each receive a brief with what to do, then they start and work in different directions. After the copywriter's text has been approved, it is sent to the designer in a Word document, which the designer then needs to adapt to the layout. More often than not, a lot of changes and edits are required to be able to get the text and design work together. Lots of extra work in other words.

With Creative Cloud, all users can save and share files and documents in the cloud and synchronize them between different applications. For example, InCopy works very well with InDesign and Photoshop with XD.

Adobe Creative Cloud Libraries acts as a library of all Creative Cloud application files. Among other things, you can easily store access to logos, vectors and company colors that you previously worked with in one application but which you now want to access in another. Synchronized, smooth and effective - just the way you want your campaign to be.

Provide your customers with relevant content in the right way

Once you and your team have created all the content that will be used in the campaign, it is a good idea to use the Marketing Automation solution Adobe Campaign to provide your customers with the content you have created via emails. Adobe Campaign brings together the business's online and offline marketing activities and is integrated with Creative Cloud. In this way, you increase both speed and efficiency, but also reporting. In addition, you become a little more personal in your customer service.

Adobe Campaign helps you create customer relationships based on, for example, interests. In other words, you can customize your emails according to each individual. With Adobe Campaign's automated marketing, you can send relevant messages by creating customer profiles with the data collected from your various channels.





The benefits of Adobe Campaign

- Opportunity for efficient marketing with email
- Get a better overview of your customers and get to know them better
- Create multi-channel campaigns tailored to where your audiences are located

Overall campaign overview using data from Adobe Analytics

Data is king. Yes, that's actually true. With the help of data, you can create target group-adapted content. However, the data needs to be collected in a good way. This is where Adobe Analytics comes into the picture. Analytics helps your business to efficiently apply real-time analysis and segmentation across your market channels. With that information, you can create a good overview of customer groups, how they behave and what they like. You can retrieve data from many different sources - the web, mobile devices, email and many more channels.

The road to a successful inbound marketing campaign

In this E-book we have reviewed several different creative applications from Adobe Creative Cloud, which in addition to enabling a high degree of creativity through their functions and guides, also have a common red line through all applications in the form of Creative Cloud Libraries .

For example, InDesign and InCopy, which collaborate seamlessly where the writer and the designer can work on the same document without putting sticks in the wheel for each other. The creative process is an important part of your inbound marketing campaign, where it is important to create interesting and relevant content for the right target audience.

Speaking of the right target audience, with the help of Adobe Campaign and Adobe Analytics, it is much easier to get an overview of your target audience and their interests so that you can create content based on them. Also, how and when to reach them in the best way. With these tools in your hand, you are well on your way to a successful inbound marketing campaign - all you need to pick out are some great ideas!

All Creative Clouds applications – built for efficient collaboration and creation



Photoshop

Edit and create beautiful images, graphics and digital art on your computer and iPad.



Lightroom

Edit, sort, store and share photos anywhere.



Illustrator

Vector graphics and illustrations.



InDesign

Create layouts for print and digital publishing.



Adobe XD

Design and develop prototypes and share user experiences.



Fresco

Rediscover the joy of drawing and painting.



Premiere Rush

Create and share online videos wherever you want.



Premiere Pro

Create and edit great looking movies and videos.



After Effects

Visual effects and moving graphics.



Dimension

Create photo-realistic 3D images for brands, product images and packaging design.



Acrobat Pro

Create, edit and sign PDF documents and forms.



Dreamweaver

Design and develop modern, responsive websites.



Animate

Design interactive vector animations for multiple platforms (formerly Flash Professional).



Audition

Audio recording, mixing, and restoration.



Lightroom Classic

Photo editing optimized for desktop..



Character Animator

Animate your 2D characters in real time.



Spark

Create graphics, web pages, and video stories in no time.



Bridge

Centralize your creative assets.



Media Encoder

Quickly output video files for virtually any screen.



InCopy

Collaborate with copywriters and editors.



Prelude

Metadata ingest, logging, and rough cuts.



Substance

The industry standard for 3D painting and texturing.



Fuse (beta)

Create 3D human models and characters with Adobe Fuse (Beta).

About Crayon

Crayon is a global leader in digital transformation and software. We understand the importance of optimizing and adapting digital platforms to your business and budgets. Our experienced specialists are implementing and managing Adobe's products for some of the largest companies in the world.

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