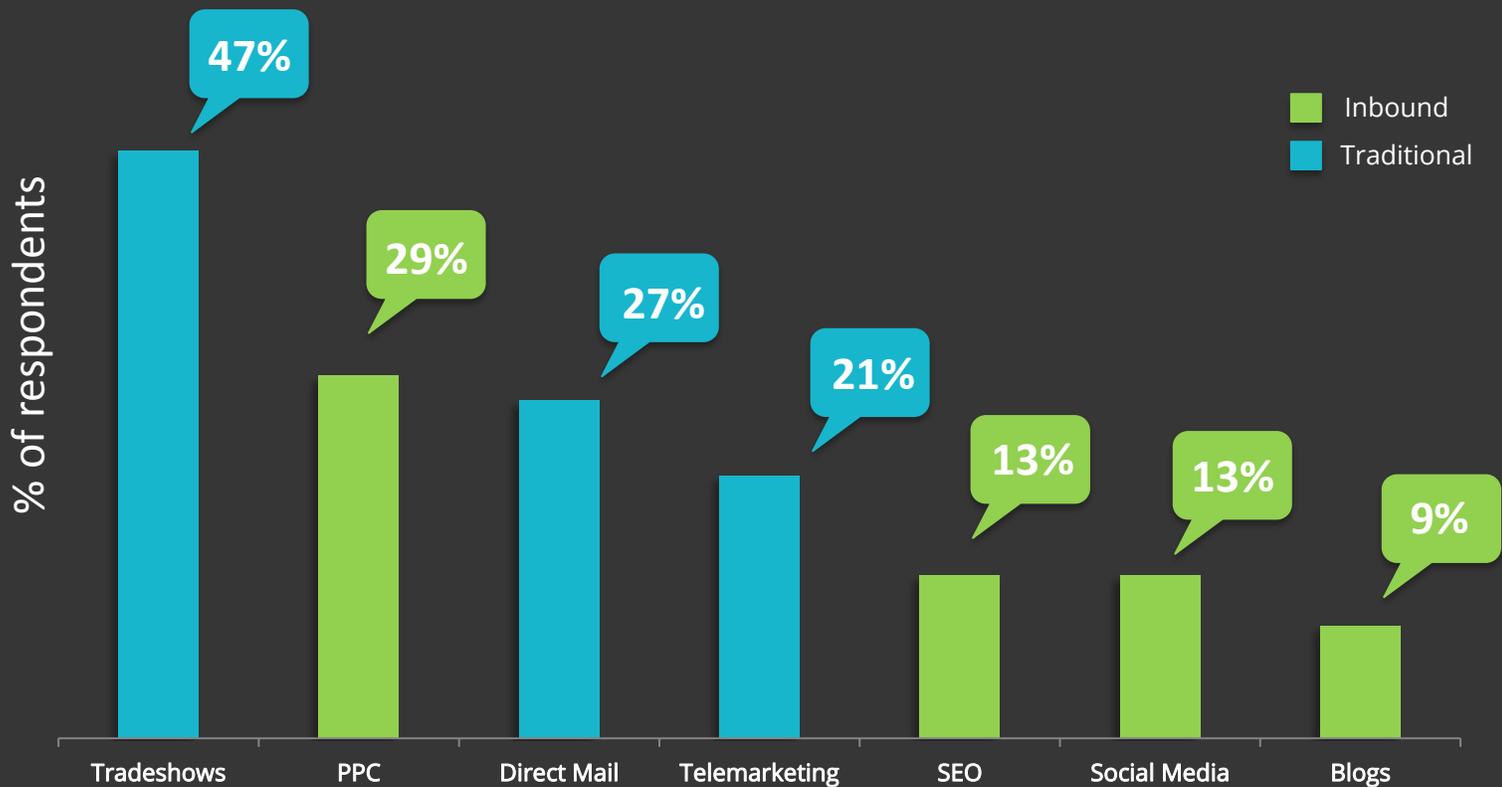


ANALYSING

THE COST OF INBOUND MARKETING

When companies were asked: Which channel has above average cost per lead?



Inbound marketing costs 62% less per lead than traditional marketing



Average cost per lead: £230.35

62%



Average cost per lead: £87.53

£ Traditional £ Inbound



WHY INBOUND MARKETING WORKS

Inbound Marketing

52% of consumers say blogs have impacted purchase decisions



60% of business decision makers say branded content helps them make better product decisions

61% of consumers are more likely to purchase goods from businesses that offer custom content



61% of consumers look to articles and blogs for info about potential purchases

Traditional Marketing



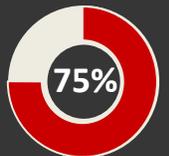
44% of direct mail is never opened

91% of email users unsubscribe from a company email



86% of people skip television ads

75% of people don't accept advertising as truth



Organic search leads have a 14.6% close rate



14.6%

Outbound marketing leads have a 1.7% close rate



1.7%

Sources: hubspot.com, infographicslist.com, pamorama.net, dashburst.com, blogs.saelsforce.com



GET YOUR OWN CONTENT MARKETING BLUEPRINT

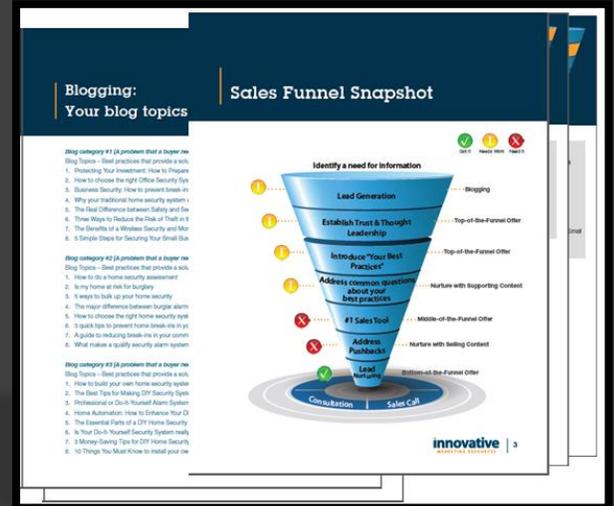
A strategy and tactical plan for growing businesses

Have you ever wanted a blueprint for growing your business?... A manual that told you what to do, what to say and how to respond to prospects so that at the end of each month you could see progress and know what to do next month to see even more. If you had such a blueprint, what would it look like?

A blueprint for growing your business should be specific.

To be valuable, a blueprint won't be one-size-fits-all. It goes beyond cheesy platitudes and feel-good mantras. Its directions have to be particular to your value proposition and the sales process you use to communicate that value to prospects. It will also specifically address the objections prospects have when they are considering your products or services.

If a prospect says, "You're too expensive," how would you respond? A useful blueprint answers the tough questions.



REQUEST YOUR CUSTOMISED 90 DAY
MARKETING BLUEPRINT

LET'S GET STARTED >

