



How to Do **Traditional Marketing**  
the *Inbound* Way



# Foreword

Inbound marketing has taken the world by storm in the past few years. The long-term results and ROI it can generate are obvious, which makes it a no-brainer for companies looking to position themselves for sustainable success.

But inbound marketing isn't an overnight process. It takes time, expertise, and focus to create an inbound strategy that positions you as a resource and thought leader in your industry.

However, this tedious process is often at odds with the short-term marketing and sales goals of your organization. It can be tempting to drop inbound to focus on the immediate impact of outbound campaigns, but instead of just going with outbound or inbound, try a strategic overlap of both.

My favorite outbound and inbound marketing analogy is the difference between an interaction and a relationship.

Meeting someone at a conference and explaining our expertise is a high-quality interaction. But meeting that person and then following up to send him some of my articles and asking him to subscribe begins a permanent relationship.

No matter how you shape it, it takes an interaction to start a relationship. And when you first get started with inbound marketing, you won't be generating a lot of inbound interactions.

Cold calls, direct mail, and conferences are great examples of outbound tactics that get you those initial interactions with a targeted audience.

While inbound leads tend to be more educated, less price-sensitive, and have a lower acquisition cost, the reality is that outbound efforts can make immediate spikes in sales while building your long-term inbound foundation.

This guide will highlight strategies and best practices for leveraging outbound marketing to accomplish your goals and complement your inbound efforts.

Good luck!

*John Hall*

CEO, [Influence & Co.](#)



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Created by: Erik Devaney | [@BardOfBoston](#) | Content Strategist, HubSpot





# I: TV & Radio Ads

## Inbound Broadcasts 101

TV and radio ads: you could argue that they are the antithesis of inbound marketing.

Instead of pulling people in with quality content, with a TV or radio ad you're pushing your message out.

Instead of attracting, you're interrupting.

Instead of earning attention, you're buying it.

Let's call a spade a spade here: TV and radio ads are decidedly **not** inbound. But that doesn't mean you can't use them in the short term to support your longer-term inbound goals.

To be clear, TV and radio might not make sense for your business at all. In this section (and in the rest of the guide, for that matter) we won't be encouraging you to adopt traditional marketing tactics: We'll simply be highlighting some ways that you can make these traditional tactics more "inboundy" should you decide to use them.

When it comes to TV and radio, there are lots of ways you can do this:

### 1. Integrated, not isolated

Just because you're using outbound tactics, that doesn't mean you can't tie them to your inbound goals. Generating and nurturing leads, closing and delighting customers ... these goals don't disappear when you decide to run a TV or radio ad.

As Eric Pratt, Managing Partner at [Revenue River Marketing](#) notes, "When thinking about running a TV or radio ad, your first step should be to consider offer strategy, creation, and messaging. How is your ad going to connect with the rest of your marketing? What are you going to offer or promote?"

He continues, "**Ultimately, your ad shouldn't be a standalone broadcast: It should be supplemental to your larger inbound marketing goals** of attracting visitors, converting them into leads, and closing them as customers."





# I: TV & Radio Ads

## 2. Targeted for a specific audience



Don't create a TV or radio ad with the intention of enticing or delighting *everyone*. Instead, think about those folks who are likely to be interested in your products or services and create your ad with them in mind.

**"Delve into your [buyer personas](#) and find out what television channels or radio stations your buyers would be most likely tuning into,"** recommends Eunice David, Marketing Manager at [Adhere Creative](#).

"Keep in mind that when it comes to TV and radio ads, timing is everything," she continues.

"Do your research on the best days and times your audience would be tuning into these media outlets, and capitalize on events or shows being aired relevant to your audience and industry."

## 3. Focused on a single action or offer

You don't just want your target audience to watch or listen to your ad, you also want them to take some kind of action.

If your goal is lead generation, sending people to a landing page with a relevant content offer is a good option, according to Britt Schwartz, Inbound Marketing Strategist at [Impulse Creative](#).

**"Add some inbound flavor by creating messaging for the ad that relates a pain point for one of your buyer personas to an offer available on your website,"** says Schwartz.

She continues, "Create a landing page that both welcomes the visitor and allows them to easily download the offer that compelled them to visit your site."

Just make sure your TV or radio ad's messaging isn't all over the place. Give them one action to take, not multiple actions.

**"Just like with landing pages, your ad should be focused on one offer,"** notes Schwartz. "Don't confuse the listeners by trying to cram too much information into 30 seconds."



# I: TV & Radio Ads

## 4. Measurable, not nebulous

A main tenant of inbound marketing, which underlies all of the various inbound tactics you can use, is measuring. After all, if you can't measure your marketing activities, how can you know what's working and what isn't?

In order to use TV and radio ads in an inbound way, you need to measure their performance and know the ROI.

"Every ad needs to set a hook that can be tracked to a conversion opportunity, or you shouldn't make the spend," notes Pratt.

If you're using your ad to drive folks to a landing page, setting up a custom URL can help you figure out the quality and amount of traffic the ad is driving. Just make sure the URL is something short and easy for folks to remember.

"YourSite.com/special-offer-that-you-heard-about-on-the-radio" is certainly descriptive, but there's a 0% chance anyone is going to type that into a browser.

On the other hand, "YourSite.com/radio" might do the trick.

### PRO TIP

*Attach a call tracking service, such as CallRail, for the phone numbers you're going to use on your ads. This will help you track the success of your strategy.*

*Hashtags are also beneficial for not only tracking the influence of your ad, but also generating and following the buzz around your campaign.*

-Eunice David, Marketing Manager at [Adhere Creative](#).



# I: TV & Radio Ads

## Looking to the Future

Let's face it: with the rise of streaming and on-demand services, like Netflix for TV, and Sirius for radio, traditional TV and radio ads may soon be going the way of the dodo bird.

As it turns out, people are happy to pay the subscription prices for these services in order to forgo the ads that interrupt traditional broadcasting. (On the TV front, people are also using DVRs to record their favorite shows so they can fast forward through the ads.)

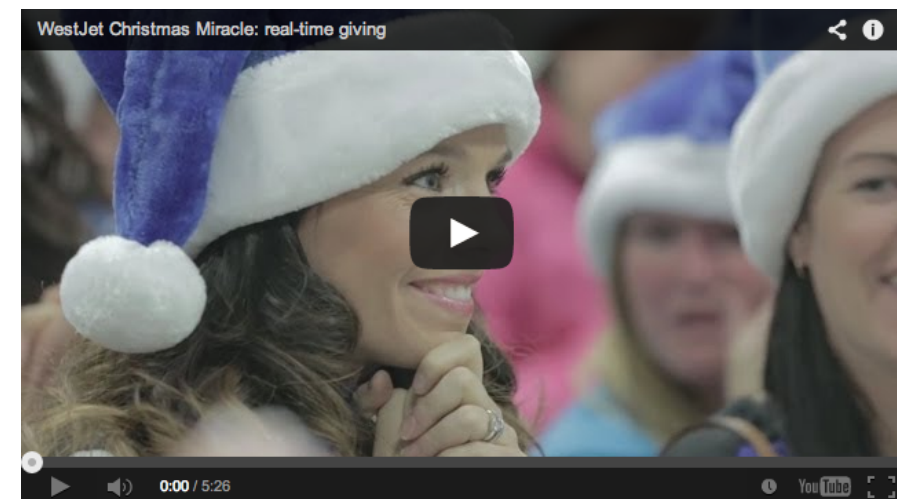
So if you're looking to do something creative with video or audio, buying TV and radio ads may not be your best bet. Instead, you could post your cool video content on YouTube, and embed it on your blog. Or, if audio is more your thing, why not start a podcast?

One of the main benefits of going the online route: you're not limited to 30 seconds. You can actually tell a comprehensive story without having to worry about time restraints.

Take the airline WestJet, for example. During the Christmas season, they set up a kiosk at a gate so passengers could tell Santa what they wanted.

When those passengers arrived at their destination, their presents were waiting for them.

It was a brilliant idea and an incredible story. But there's no way WestJet could have told that story in a 30-second TV spot. [Instead, they made it into a 5-minute YouTube video](#) (which has amassed 35 million+ views).



Need help getting your next video or audio project off the ground? These blog posts can help:

- [The Art and Science of Viral Videos](#)
- [Common Qualities of Successful Viral Videos](#)
- [How to Set Up a Podcast: Clear Instructions for the Uninitiated](#)





# II: Print Ads

## The Inbound Approach to Old-School Ads

Open any newspaper or magazine today and you can still find one of the oldest forms of marketing around: the print ad.

In fact, not only can you still find print ads in modern publications, but you can also find old print ads framed, adorning the walls of homes and businesses alike. (Advertising as artwork -- who woulda thunk it?)

This old-school marketing tactic is slightly less intrusive than its TV and radio counterparts. True, with print ads you're still buying attention, and you're still sticking your message out there without anyone explicitly opting in to receive it. But at least with print ads, there's no predetermined amount of time you have to spend with them. If you don't want to read or otherwise engage with a print ad, you simply need to turn the page.

Of course, as marketers, we *don't* want readers to turn the page. We want them to engage. And, eventually, we want them to convert into leads and customers. How exactly do we accomplish that?

Enter the inbound print ad: It isn't just a page with compelling copy and beautiful design, it's a portal. A gateway to your business's online, inbound world.

In this section, we'll walk you through some inbound print ad best practices.



(Above: an iconic Volkswagen print ad from the 1960s.)





# II: Print Ads

## Where Should You Publish Inbound Print Ads?

The short answer: you want to put your print ads where your target audience will find them. Sure, a major, widely-read newspaper or magazine will get your print ads in front of lots of people. But they won't necessarily be the right people.

Getting print ads in front of the right people is easier in some industries than in others. If your industry has a popular, industry-specific publication, that's an attractive option.

“Highly targeted and specific trade publications subscribed to or followed by your target audience are wonderful outlets to get right in front of your potential buyers,” says Eunice David.

“When there is a major product launch, software release, or seasonal campaign you need to push, it definitely doesn't hurt to use the ‘push’ of an outbound strategy to supplement the ‘pull’ of your inbound marketing strategy.”

If you're a local business trying to appeal to a local audience, putting print ads in the local paper might also make sense. Wherever you end up publishing your ads, try to make sure that the content of your ads aligns well with the content of the publication.

“Pay attention to editorial calendars of your targeted trade publications,” notes David. “It is best to align newspaper and magazine advertisements with the editorial content of the publication and keep messaging themes aligned.”





## II: Print Ads

### What Should You Include in Your Print Ads?

That, of course, depends on your marketing goal. If your goal is to generate new leads, **don't** use your paid ads to gloat about your product's awesome features. Instead, offer your readers something of value (and make sure to put that something valuable on a landing page).

**“Because traditional ads can't be ‘clicked,’ they need to prompt people to act in a meaningful and trackable manner,”** notes Eric Pratt. “Push interest towards a landing page for a sign-up or offer claim and you'll create a more measurable marketing event than traditional methods alone.”

But how exactly do you measure the performance of a print ad? And how do you prove return on investment (ROI)? David recommends utilizing vanity URLs and tracking phone numbers that are specific to each campaign.

“All traffic and leads coming from that vanity URL and/or phone number should be specific only to a particular advertisement,” she says. “If no vanity URL is available, try using a promo code or adding a selection on your forms for ‘how did you hear about us?’”

In terms of what you should offer in your print ad -- and on the corresponding landing page -- you can never go wrong with an ebook or guide.

“Most magazine ads are pushing straight for the sale as with many outbound marketing tactics,” notes Remington Begg, Founder & CEO of [Impulse Creative](#). “We've seen more engagement in an ad in a local magazine pitching a free ebook than we did for selling our services.”

However, if your primary goal isn't to generate new leads, but to generate buzz and brand awareness, the content of your print ad should be more creative, and perhaps more interactive.

[Try taking a page from Nivea's book](#): they created a print ad that doubled as a solar-powered phone charger.





## II: Print Ads

### Doing it Right: An Example

[The following section was contributed by [Diona Kidd](#), Managing Partner at [Knowmad](#).]

*We have a client who advertises the content offers we create for them in a few local newspapers. It works because their audience is B2C and their business is geographically constrained (senior living community).*

*By advertising their online content — and not products or prices — they can appeal to people in the research phase as well as people in the buying stage. In the months when they've run ads, we've seen their inbound leads almost double.*

*Tracking conversions from the newspaper ads is a little tricky. While many people arrive on our client's landing pages using the URLs advertised in the ads, we can't discount the fact that some people are seeing the ads, remembering the company name, and then searching Google or going directly to the homepage (instead of following the advertised URLs).*

*To account for that, our client also promotes their content offers right on their homepage. So even if people see the ads but skip the URLs, they can easily find the content they were originally enticed by.*



*At the end of the day, the goal of running the ads isn't to interrupt newspaper readers, it's to attract a targeted persona, offer them valuable content, and nurture them into sales-qualified leads and — ultimately — customers.*



# III: Cold Calling

## Cold Calls Evolved

The days of dialing and smiling are over, my friends.

The new approach to sales calls doesn't involve interrupting strangers and immediately going for the hard sell. Instead, modern cold calling is all about tracking engagement and learning what your potential customers are interested in so you have context for each call.

In their SlideShare presentation "[Stop Being A Creep! Why Email Tracking Is Useless Without A Sales Strategy](#)" the [Signals team](#) describes a 3-step sales process, which is the secret to making cold calling feel as "inboundy" (or warm) as possible.

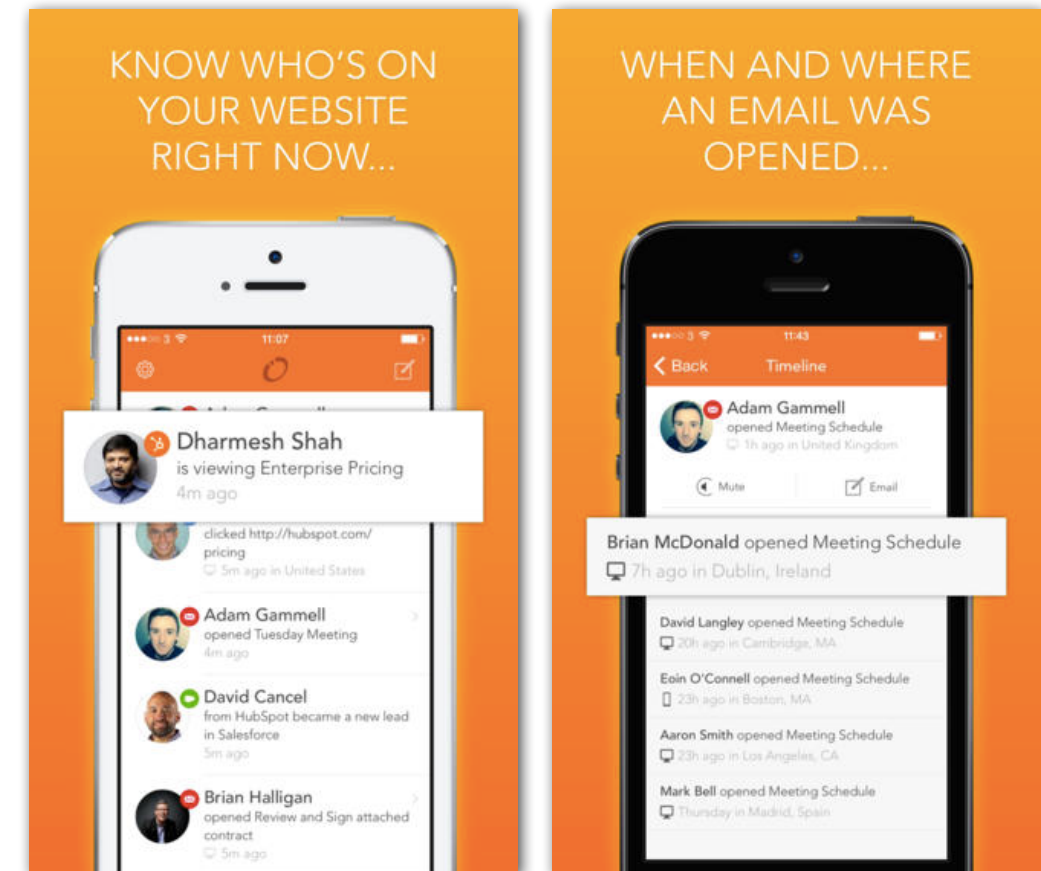
The three steps are ...

### 1. Measuring Engagement

The best people to call are people who are actively engaging with your company -- the people who are checking out your site pages and downloading your content and reading your emails.

But how do you know when all that stuff is happening?

Good news! [There's software for that](#). (And best of all: it's free.)



By measuring how your prospects are engaging with your company, you can determine which prospects would be most receptive to sales calls. Instead of potentially bothering a bunch of people who haven't display recent interest in your company (and content), you can be sure you're reaching out to only the interested parties.





# III: Cold Calling

## 2. Call Fast

Once you see that a prospect is actively engaged, don't waste too much time. The longer you wait to interact, the more likely it is that the prospect will go to a competitor.

## 3. Open With Context

Use the information you glean from measuring engagement to bring context to the conversation (e.g. "I noticed you downloaded that ebook I mentioned to you in an email last week, do you have any questions about it?").

But don't stop there. Good old-fashioned research can also help you open with context. As John Hall notes, "Depending on what industry you're in, you should be able to tell what challenges the company faces from its website or the people who work there."

He continues, "For instance, if I see a company doesn't have any easily accessible thought leadership content about its industry, I know we can be of help. **It adds context to our initial conversation**, rather than making the person think that I'm just trying to get through a list of phone numbers."

## Warm Calling to the Rescue

[The following section was contributed by Signals sales product specialist, Tara Larson]

*The difference between cold calling and warm calling has always been whether or not the prospect you're calling has heard of your business before.*

*But for our [Signals team](#), it's about providing new avenues for prospects to initiate the conversation -- free trials, exclusive beta invites, support tickets, etc.*

*At this stage, it's not about selling them anything. **It's about unlocking the value we can provide for them.** And that's what I see as a warm call: any call that is focused on making my prospect's job easier by using my product.*





# IV: Events

## Inbound Events 101

Who doesn't love a great event? Whether you're hosting or attending, events present a great opportunity for engaging with folks face-to-face and helping interested parties learn more about your business.

And while events might not fit snugly under the umbrella of inbound marketing, you can still use them to supplement your inbound strategy. The key to using events in an inbound way? Knowing -- and catering to -- your target audience.

**"The most important part of doing anything the inbound way is to make sure you're reaching the right audience and providing value,"** notes John Hall.

"You don't have to worry about buying a booth or sponsoring the entire event; just go and have conversations with people and learn about who they are," Hall continues.

"Then, when it makes sense, you can explain how your services and expertise can actually help them accomplish what they're trying to achieve."

## Creating Event Personas

The best inbound marketers create and use buyer personas: fictional representations of their ideal customers. You can apply the same persona methodology to events. When planning an event, personas can help guide your speaker selection, content creation, and more.

As HubSpot's Lisa Toner and Eventbrite's Mark Walker note in their new guide, *The New Age of Event Marketing*, "Knowing who your event persona is and what their key challenges are will help you create event content that resonates with them and makes your event really compelling, pushing up registration and attendance."

Need help creating your personas? We have a [free template](#) that will walk you through the entire process.





# IV: Events

## Event Content

Once you have your event personas in place, you can start creating content that caters to those personas. Ideally, this content will help attract people to your event and drive registrations.

The registration process also presents an opportunity for you to ask more questions, so you can learn more about what your personas are interested in.

“Once you’ve identified who your personas are, you can ensure your event content matches their needs by asking custom questions during the registration process,” note Toner and Walker in *The New Age of Event Marketing*.

“This way you can learn even more about your audience so that you can be sure to deliver an event that fulfills all their needs. You can also use this additional data to refine all your future marketing efforts.”

But when thinking about events and event content, attracting new folks and getting them to register shouldn’t be your only objective. You’ll also want to make sure that your event aligns well with your existing content and brand messaging.

As Hall notes, “Not only are events great for reaching new audiences, but they also complement and reiterate the content you’re putting online.”

He continues, “Face-to-face meetings have and always will be beneficial to establishing trust, and having the published content to back up what you tell people in person helps reinforce that.”



(Above: an excerpt from an infographic we created to help promote our annual *INBOUND* conference)



## Using Social Media for Event Engagement

[The following section is an excerpt from *The New Age of Event Marketing*.]

*Social media has become more popular in recent years for event organizers and event attendees alike. Attendees want to engage with others at the same event, as well as share the best content from it with their networks.*

*This presents a massive opportunity for event organizers and enables them to drive awareness of their event as well as engagement before, during, and after.*

*The most frequently used social platforms for events include Twitter, Instagram, Pinterest, and Facebook. Here are some tips on how you can optimize your event for social sharing.*

### **1. Pick a catchy hashtag.**

*Use short, snappy and relevant hashtags so that people can recognize it as your event hashtag. If you use a ton of letters and numbers that don't make sense to someone who isn't at your event, you're losing shareability.*

### **2. Tell everyone what the hashtag is.**

*From the moment you start promoting an event, the hashtag should be in place.*

*This means on your website, in advertising, and in all electronic correspondence including your email signature. Your program should mention it on the cover. The introductory slides should publicize it in sixty-point type. Every employee, speaker, vendor, and guest should know what it is.*

### **3. Provide real-time updates.**

*If you're not livestreaming video, at least have your social media person provide blow-by-blow updates.*

*Outfits like The Verge provide outstanding live coverage of events such as Apple announcements, so you can learn from what they do. This isn't as good as livestreaming, but it's cheaper and easier.*





# IV: Events

## 4. Display the tweet stream.

*There are services available that display the tweets containing your event hashtag in real time. Displaying these tweets on a TV screen or monitor where attendees can follow along encourages more interaction and use of your hashtag. You can find many tools to do this by searching for “stream twitter hashtags” on Google.*

## 5. Provide a place to take pictures.

*People will use this designated area to pose with their friends. They see the backdrop, and they think: “Let’s take a photo here to show we were at the event.”*

*The majority of these photos will get shared on social media -- hopefully, many with your hashtag. The bottom line is that every picture is a branding opportunity.*



Want to learn more about using events in an inbound way? Download the full guide from HubSpot & Eventbrite, [The New Age of Event Marketing](#).





# V: Direct Mail

## Does Direct Mail Work?

Some people hate direct mail advertisements for the annoyance factor: Every day, without fail, there's some flyer or circular or coupon book in the mailbox that inevitably ends up in the recycle bin.

And that's the other thing: the whole practice is pretty wasteful. At a time when many companies are encouraging customers to go paperless -- so they can stop wasting resources on printing and mailing paper copies of everything -- sending out snail mail seems crude by comparison.

But as inbound marketers, does direct mail have anything to offer us?

A [2012 study](#) published by the Harvard Business Review compared the effectiveness of three different styles of marketing campaigns: one that used direct mail and email, one that used direct mail only, and one that used email only.

Once we had our hands on the data, [we did some simple math to determine ROI](#).

Turns out, the email-only campaign brought in \$2,600 for every \$1 that was invested, while the direct mail-only campaign only brought in \$27 for every \$1 invested.

	Total Revenue	Total Spend	ROI
Direct Mail and Email	\$ 627,463	\$ 21,210	30
Direct Mail Only	\$ 576,408	\$ 21,000	27
Email Only	\$ 545,951	\$ 210	2,600

That works out to email having a 95x better ROI in comparison to direct mail.

Of course, we can't discredit an entire marketing channel because of one study. And if you look around the web, you can certainly discover stories of companies that have had success using direct mail.

If you decide that a direct mail campaign makes sense for your business, follow some of the best practices on the next page for making it as "inboundy" as possible.



# V: Direct Mail

## Making It Inbound

### Opt-in only

As a general rule, if someone hasn't explicitly requested to receive your direct mail, don't send it to them. It's the same principle for avoiding sending spammy emails: no opt-in, no send.

That being said, if you have content that leads and customers enjoy getting in the mail, like a catalog, make sure to include calls-to-action (CTAs) for people to sign up to receive that content on your website. (See the CB2 example to the right.) Ideally, you'll include a digital version of this content on your site as well, so people who don't want the direct mail version can still enjoy it.

### Think Outside the Envelope

- To celebrate National Cat Day, Uber brought kittens right to your door so you could enjoy "15 minutes of snuggles and cupcakes." [No joke.](#)



Sure, the UberKittens campaign technically didn't involve mailing anything. But it did involve a company delighting its customers (and generating new ones) through delivering amazing, in-person experiences.

- Personalized coffee drops: this was a campaign HubSpot's EMEA team ran recently. They asked customers how they liked their coffee through social media, and then used a task service to get those coffees hand-delivered to those who participated.

Again, this campaign wasn't technically done through the mail, but it involved delighting customers with a direct delivery.

Looking for some guidance on what **not** to do with direct mail? [Check out these examples on the HubSpot blog.](#)

stores | 800.606.6252

sign in > search

home / catalog / request catalog

catalog

catalog main request a catalog catalog

request a catalog

Order the CB2 store you can hold in your hand. Our catalog not only shows you the complete room ideas for loft, apartment, home. Subscribe free when you join our (U.S. mailing addresses only, please)

first name required last name required

address 1 required address 2

city required state required

ZIP required

email

☐ yes, absolutely email me CB2 news and happenings





# VI: Paid Advertising

## Giving Inbound a Boost With Paid Advertising

The lingo can get a bit confusing, but whenever you hear a marketer talking about paid advertising, paid marketing, paid search, [PPC \(pay-per-click\)](#), CPC (cost-per-click), CPM (cost-per-mille a.k.a. cost-per-thousand ad views), or CPI (cost-per-impression), it's likely that they're talking about buying ads from an online ad network, like Google AdWords, Facebook, or Twitter.

To be clear, some of the terms above describe different things. Specifically, PPC, CPC, CPM, and CPI are all different models for purchasing ads, and ultimately, purchasing traffic to your website.

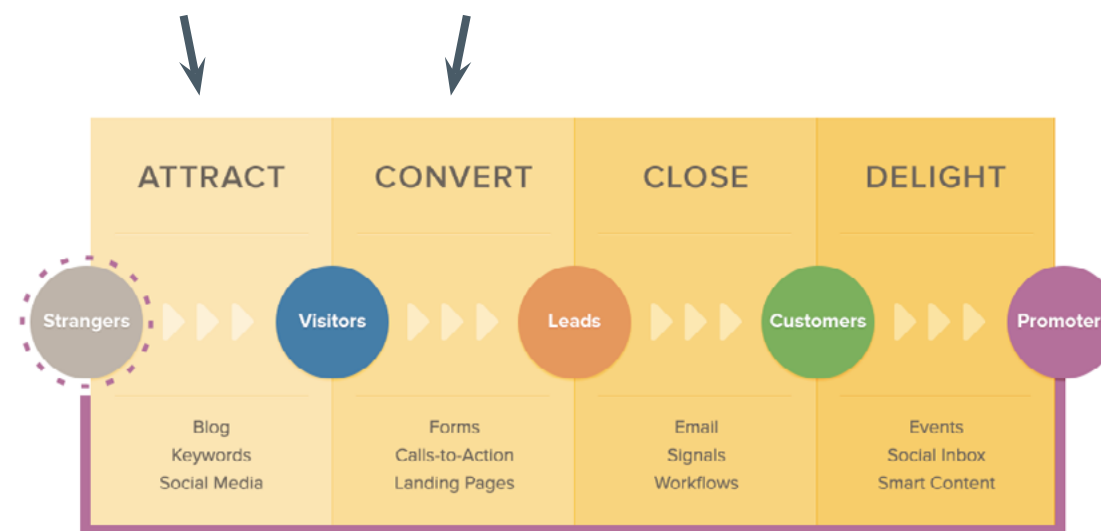
But if you think about it, you're not really *buying* that traffic when you used paid advertising, you're renting it. The reality is that people who click-through to your site from a paid ad are less likely to keep coming back and -- eventually -- convert into customers (in comparison to those who find your site through organic search).

Does that mean that -- as an inbound marketer -- paid advertising is off limits? Heck no.

## Inbound Paid Ads

"The biggest misconception that inbound marketers have about paid advertising is that it's sort of taboo, that it means that you're not doing well enough in your organic efforts to drive the traffic, leads, or customers you need, otherwise you wouldn't be running any paid ads," says [HubSpot's Head of Paid Marketing, Sarah Goliger](#).

"But that's not necessarily true," she continues. **"As long as you're focused on growing your organic channels (they are the free ones, after all, and they do generate higher-quality leads), it is okay to leverage paid advertising as another channel to help you drive awareness and conversion."**







# VI: Paid Advertising

## Doing It Right: An Example

[The following section was contributed by HubSpot's Sarah Goliger.]

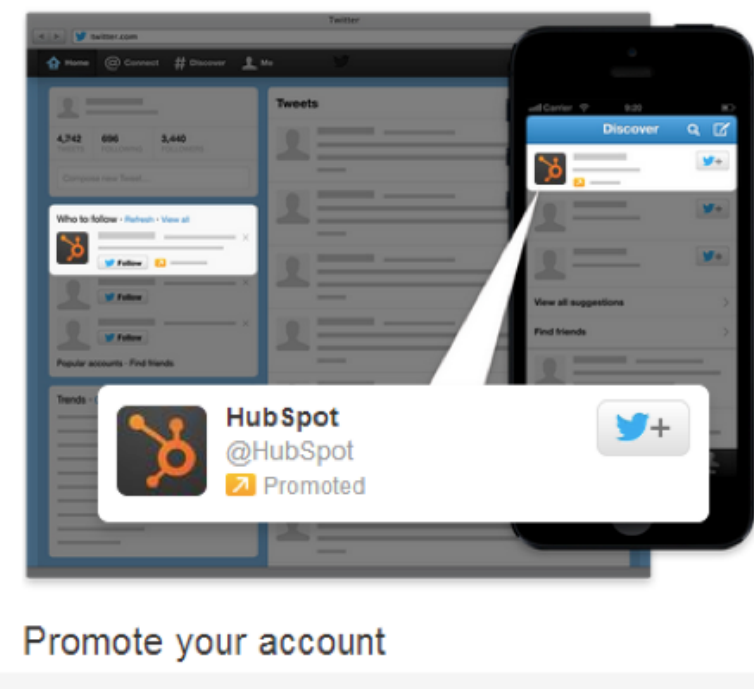
*Paid advertising can be an effective tool across the different parts of your marketing funnel. Let's take Twitter as one example of a paid advertising platform that gives you robust functionality for targeting these various goals.*

*If your goal is to generate leads, you can run Promoted Tweets to promote your ebooks or other lead gen content, encouraging folks to download them.*

*If you're focused on driving brand awareness, try a Promoted Accounts campaign to gain more followers.*

*Or, if you're focused on converting your existing database of leads into more customers, use Twitter's Tailored Audiences feature to create custom audiences based on pixels you place on certain pages of your site, or based on lists that you upload.*

*This allows you to run retargeting campaigns on people who visit your pricing page, for example, or a custom list of high quality leads based on your own scoring criteria.*





# VI: Paid Advertising

## Parting Wisdom

Paid advertising isn't a magic bullet. There's no guarantee that spending money on search ads or social ads will give you that burst of lead generation adrenaline you might be looking for.

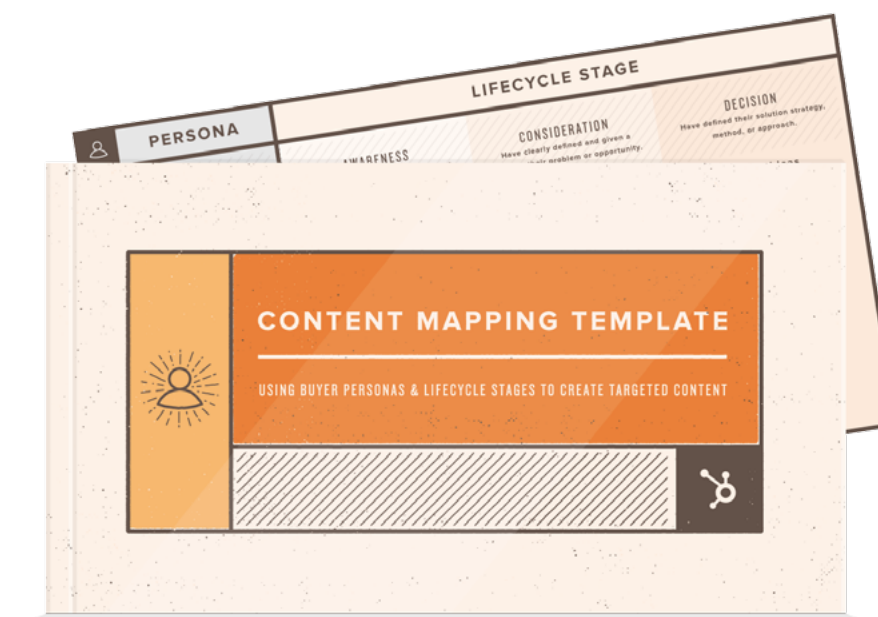
However, as demonstrated in the example on the previous page, there is a right way to do paid advertising, which can help increase your chances for success. And then of course, there's the wrong way of doing things.

"If your ads come off as spammy, you'll lose people's trust almost instantaneously," Goliger notes. "And inbound marketing relies on having that trusting relationship with your audience in order to be effective."

So, how do you ensure that your ads don't come across as spammy? "The same way you avoid letting your emails, or blog notifications, or social media posts come off as spammy -- by making them relevant," says Goliger.

**"Use segmentation to show your ads to the right audiences, and map your content to those segments appropriately."**

Need help mapping your content to different segments of your audience? Check out our [Content Mapping Template](#), which shows you how to create targeted content using buyer personas and lifecycle stages.



Looking for more paid advertising insights? These blog posts can help:

- [The Worst PPC Mistakes Beginners Make \(and How to Avoid Them\)](#)
- [Content Retargeting: A Marketer's Guide to Getting Started](#)



# VII: Email Marketing

## Is Email Marketing Inbound or Outbound?

That's a question [we've been asking at HubSpot](#) for quite a while now.

Clearly, there is a compelling argument for email being an outbound channel. The very fact that you're *sending* an email implies that you're pushing your message out, as opposed to pulling people in.

However, what if you have a group of people who have already displayed interest in your content or products, and have opted in to receive your emails?

By sending emails to just those folks who have raised their hands and said, "Yes, send those to me!", you're on your way to using email in an inbound context.

### Subscribe by Email

Email address ([privacy policy](#)) \*

edevaney@hubspot.com

Email Notification Frequency \*

☒ Instant

☐ Daily

☐ Weekly

Subscribe

But opting in is only part of the equation. In order to really nail the inbound side of email, you need to segment all of those people who have opted in so you know what to send them.

## Ye Olde Approach to Email

The traditional way of doing email marketing was to send untargeted messages to your entire database. It was your classic one-size-fits-all approach.

The problem with this approach, of course, is that one size does not fit all. And when people start recognizing that what you're sending them does not align with their needs or interests, they'll unsubscribe or -- worse -- they'll mark your email as spam.

**"Traditional, outbound emails are unsegmented email blasts to entire databases, oftentimes made up of contacts that were purchased rather than those who opted in,"** notes [Niti Shah, HubSpot's Head of Email Marketing & Lead Nurturing](#).



# VII: Email Marketing

“Outbound email marketing can be intrusive, interruptive, and spammy,” Shah continues. “It lowers consumer trust in that brand, and reduces engagement because people are most likely deleting or marking those emails as ‘spam’.”

So, how do you make sure your email marketing encourages engagement, and discourages people from ignoring, deleting, or flagging your emails? Just keep reading!

## Inbound Email Marketing

At this point, you probably have a general sense of what makes inbound email different from its (evil) outbound counterpart. To help make these important differences more abundantly clear, we’re listing them here ...

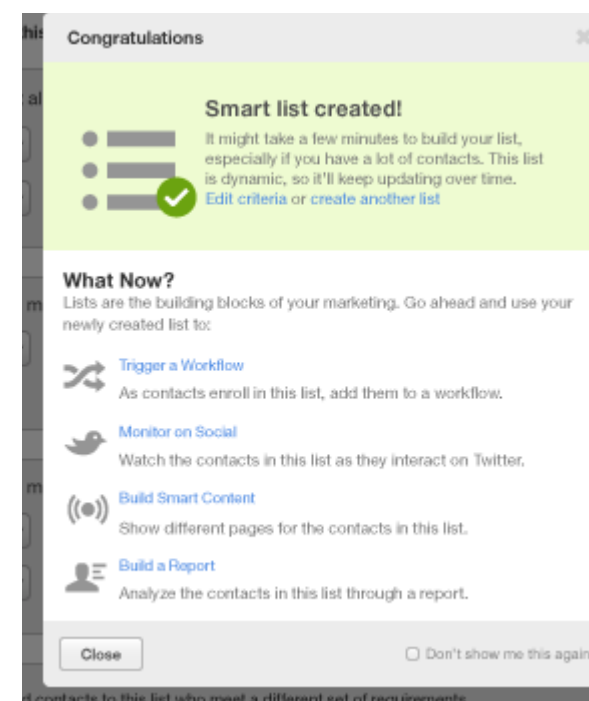
### 1. Opted in, not paid

The sad reality is that many marketers are still buying email lists. Don’t do it! The leads you get from purchased lists are of a much lower quality than leads you earn naturally. As a result, marketers who purchase lists “accept the fact that their leads will be overall lower quality, so they feel the need to 1) buy more leads and 2) send more email to make up for it,” according to Shah.

### 2. Segmented, not “blasted” to everyone

List segmentation is the breaking up or re-organizing of your contacts into smaller segments. These segments can be sliced up in a variety of ways: by buyer persona, lifecycle stage, industry, age, job function, level of seniority ... the sky’s the limit!

Note for HubSpot customers: You can automate the list segmentation process using [Smart Lists](#). These dynamic lists constantly evolve as contacts meet certain criteria (such as downloading content on a particular topic, or signing up for a free trial).







# VII: Email Marketing

Need help segmenting your email list? These blog posts have got you covered:

- [What Is List Segmentation? \[FAQs\]](#)
- [Why List Segmentation Matters in Email Marketing](#)
- [27 Ways to Slice & Dice Your Email List for Better Segmentation](#)

## 3. Personalized, but not creepy

According to our [Science of Email Marketing Report](#), including the first names of your recipients in your emails can increase clickthrough rates from about 5.8% percent to about 7%.

When you have thousands upon thousands of contacts in your database, [dynamic tags](#) are the secret to delivering this type of email personalization. But beware: with dynamic tags, there's a lot you can personalize. And if you take it too far, it can come across, well, [kind of creepy](#).

As a general rule, only personalize around actions that contacts have taken on your site (such as submitting their name via a form, or downloading a specific piece of content), as opposed to using personal information that you happen to have access to.

## 4. Automated, but not robotic

Marketing automation tools ([like this one](#)) allow you to automate the lead nurturing process, which means emails can get sent out automatically depending on the specific actions a contact takes. While this technology can help make marketing teams more efficient, in the wrong hands it can make your company come across as cold and robotic.



As we've detailed in the [guide above](#), the marketers who find the most success with marketing automation are those who understand their audience and who tailor content to meet the needs and expectations of specific segments. The goal with automation isn't to "set and forget," it's to deliver the right content, to the right people, at the right time.



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