

The State of

Inbound Marketing vs Outbound

in 2016

Marketers are experiencing phenomenal results from inbound marketing and are beginning to realise the downfalls of outbound tactics. Learn why outbound is firmly in inbound's shadow, using key insights from HubSpot's 'State of Inbound 2015' report.



Leaders in marketing know that inbound is the future...

3 out of 4 marketers across the globe say they prioritise an inbound approach to marketing

Inbound is proven to be the preferred marketing strategy regardless of company type.



AND OUTBOUND IS BEST LEFT IN THE PAST

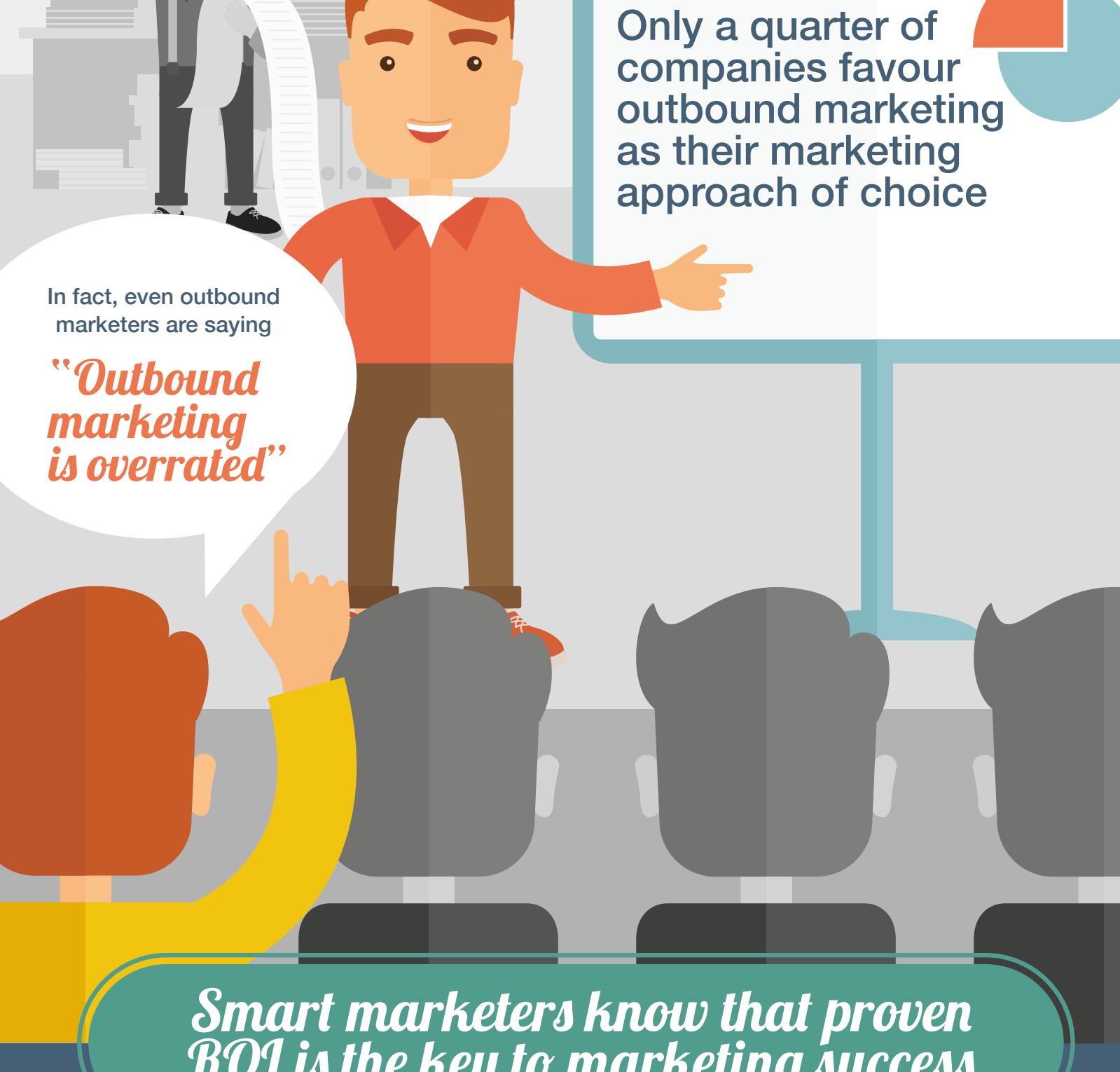
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Marketers rank paid advertising (print and broadcast) as the most overrated marketing tactic

Only a quarter of companies favour outbound marketing as their marketing approach of choice

In fact, even outbound marketers are saying

"Outbound marketing is overrated"



Smart marketers know that proven ROI is the key to marketing success

Marketing teams are 20% more likely to receive a higher budget if they are able to track their ROI



Over half of businesses with a budget between \$100,001 and \$500,000 saw a higher ROI from using inbound marketing

Inbound campaigns achieve higher ROI than outbound



AND OUTBOUND DOESN'T GIVE THEM THE RESULTS THEY NEED

Outbound is more difficult to track.

The best marketers should check their marketing analytics 3+ times per week in order to prove ROI

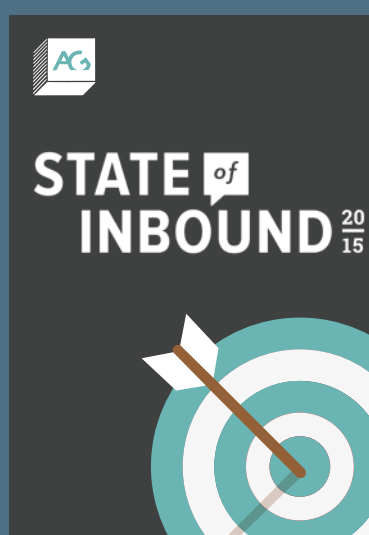


Marketers who struggle to generate or prove a high ROI are 9 times more likely to witness a decrease in budget

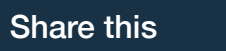
Executives believe outbound isn't as effective for generating a positive ROI

Why do businesses favour inbound marketing over outbound?

Download the full report



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Sources: HubSpot

