INBOUND vs. OUTBOUND MARKETING

What is Outbound Marketing?

OUTBOUND MARKETING IS BOMBARDMENT.

Through cold-calling, television and print ads, flyers outbound marketers are relying on a **one-way message.** He focuses on quantity: Getting a message to as many people as possible.
This is **costly, annoying** and ultimately a very dated form of marketing.

WHY?

Because consumers are smarter than ever and more in control of the messages they receive.

QUICK FACT

86%

Of T.V. watchers flip the channel or fast-forward during a commercial.

44%

Of mail is thrown away without opening.

$346

The average cost-per-lead for outbound businesses.

outbound marketing is... outdated

It's imperative that companies begin eliminating ineffective and expensive traditional marketing tactics and begin to utilize what appeals to savvier modern consumers through inbound tools such as blogging, SEO, social media and content creation.

SO, WHAT IS THE SOLUTION?

Inbound = Trust

Inbound marketing boils down to trust.It's an interactive form of communication that **connects** companies to their buyers.The bottom-line is **quality information.**

Inbound marketing combines educational, engaging, entertaining and expert content with a strong presence on social and online media.The result is long-term sustainability.

When you turn your marketing from a fly-by bombarding campaign into a focused, insightful and **helpful two-way communication** process, you are building **long-term relationships.**

Through inbound marketing, customers come to you through your search engine optimization, content creation, blogs, social media and referrals. Why? Because you are providing value on a daily basis.

QUICK FACT

61%

Outbound leads cost 61% more per lead than inbound leads.

57%

Of companies with a blog have acquired a customer from their blog.

$135

The average cost-per-lead for inbound-dominated businesses.

The average budget spent on company blogs and social media increased from 9% in 2009 to...

21% IN 2012

THE TRUTH IS,

INBOUND MARKETING ISN'T A FUTURISTIC IDEA

Inbound is already here.

Those who are embracing inbound marketing aren't just surviving, they're **thriving.**

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