

# INBOUND VS. OUTBOUND

## MARKETING

### What is Outbound Marketing?

#### Outbound marketing is bombardment.

Through cold-calling, television, print ads and flyers outbound marketers are relying on a **one-way message**.

They focus on quantity: Getting a message to as many people as possible.

This is **costly, annoying** and ultimately a very dated form of marketing.



Hey you!

Look at this shiny thing i have to sell you.

You're gonna love it!



# WHY?



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



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 outdated**

## SO, WHAT IS THE SOLUTION?

Utilize what appeals to modern consumers through inbound marketing tools such as blogging, SEO, social media and content creation.



**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 bombing 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 marketing budget spent on blogs and social media increased from 9% in 2009 to...

**83% IN 2019**

**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**.

**NOWmarketingGroup.com**



SOURCES: NOW Marketing Group, Hubspot, cmosurvey.org