

INBOUND MARKETING FOR VC BACKED STARTUPS



4,000-10,000

The number of marketing and sales messages customers encountered per day.

Forbes - Finding Brand Success In The Digital World

By 2019, **75%** of enterprises will have **more than six diverse automation technologies** within their IT management portfolios, up from less than 20% in 2014.

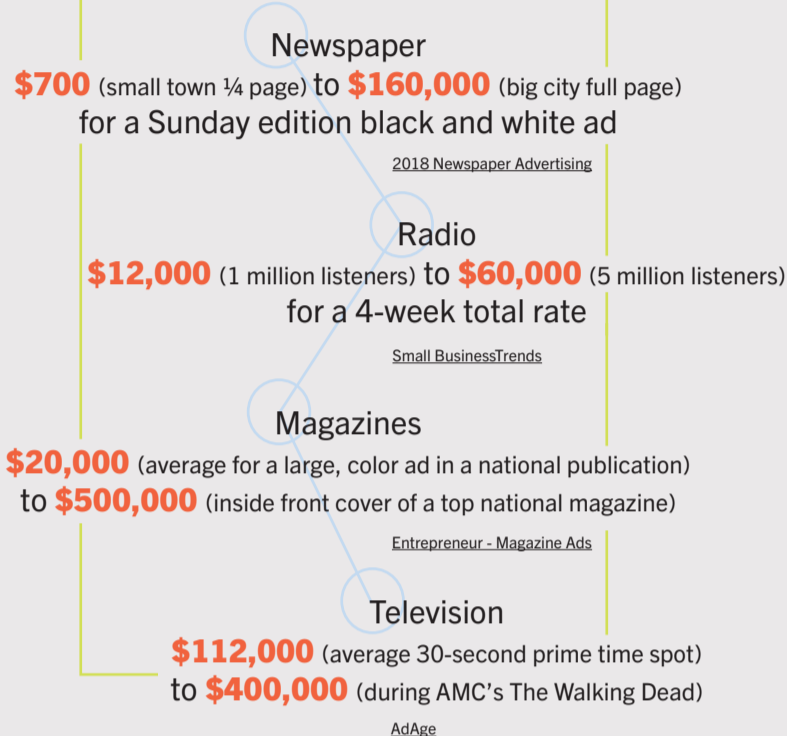
Gartner - Automation: The Next Frontier for IT

Top Causes of Small Business Failure

- #1** **42%** have “no market need.”
- #2** **17%** feature an “user-unfriendly product.”
- #3** **14%** of businesses “ignore customers.”

Small Business Trends - STARTUP STATISTICS – The Numbers You Need to Know

The Costs of Traditional Channels:



96%

of B2B buyers want content with more input from industry thought leaders.

Sharing reputable research in email newsletters, whitepapers, and webinars builds your authority.

Demand Gen Report - 2016 Content Preferences Survey: B2B Buyers Value Content That Offers Data And Analysis

Companies that publish over 16 blog posts per month earn

3.5 times

more traffic than companies that only publish 0-4 blogs per month.

HubSpot - How Often Should Companies Blog? [New Benchmark Data]

56%

The number of small businesses that started in 2014 and made it to 2018.

Small Business Trends - STARTUP STATISTICS – The Numbers You Need to Know



84% of small businesses focus predominantly on **inbound techniques**, even as they aim to expand.

HubSpot - State of Inbound 2015

\$25.1 billion annually

Spending for **marketing automation tools is expected to reach that number by 2023**, but that pales in comparison to the net gains that these software can offer your growing business.

HubSpot - The Ultimate List of Marketing Statistics for 2019

When customers initiate inbound phone calls, they:

- ➔ Spend **28%** more
- ➔ Convert **30%** faster
- ➔ Have a **28%** higher retention rate

Forrester Consulting - Pick Up The Phone: Your Best Customer Is On The Line



Content-based inbound campaigns cost **62% less per lead**, at \$135,

compared to the **\$346** per lead typical of outbound campaigns. At the same time, content marketing **generates 3x as many leads**.

HubSpot - The 2012 State of Inbound Marketing
Content Marketing Institute

HUBSPOT was the Top Rated Marketing Automation Software for 2019 in large part due to the ease and versatility of their software at every stage of the funnel.

TrustRadius - Announcing the Top Rated Marketing Automation Software for 2019



8 out of 10 decision makers

would rather get company information through articles rather than advertisements.

Inc. - 5 Strategies to Empower Your Digital Marketing Campaign

Out of 3,200 startups, **74% failed** because they **scaled too quickly** — without waiting to develop a true understanding of their core products, customers, and marketing channels.

Startup Genome - Startup Genome Report Extra on Premature Scaling

15% ➔ **46%**

The amount of growth expected from 2018 to 2019 in which businesses use AI, according to Adobe.

Adobe - Fifteen mind-blowing stats about artificial intelligence

79% Of sales teams currently use or are planning to use sales analytics technology to increase efficiency. Tools today are rife with **AI and automated tracking** that can give you smart suggestions, alert you to issues, report on your goals, and keep your workflows accountable.

Salesforce - 26 Sales Statistics That Prove Sales Is Changing

Inbound Content Marketing creates **54% more leads**

vs. Traditional Marketing

HubSpot - 2013 State of Inbound Marketing