

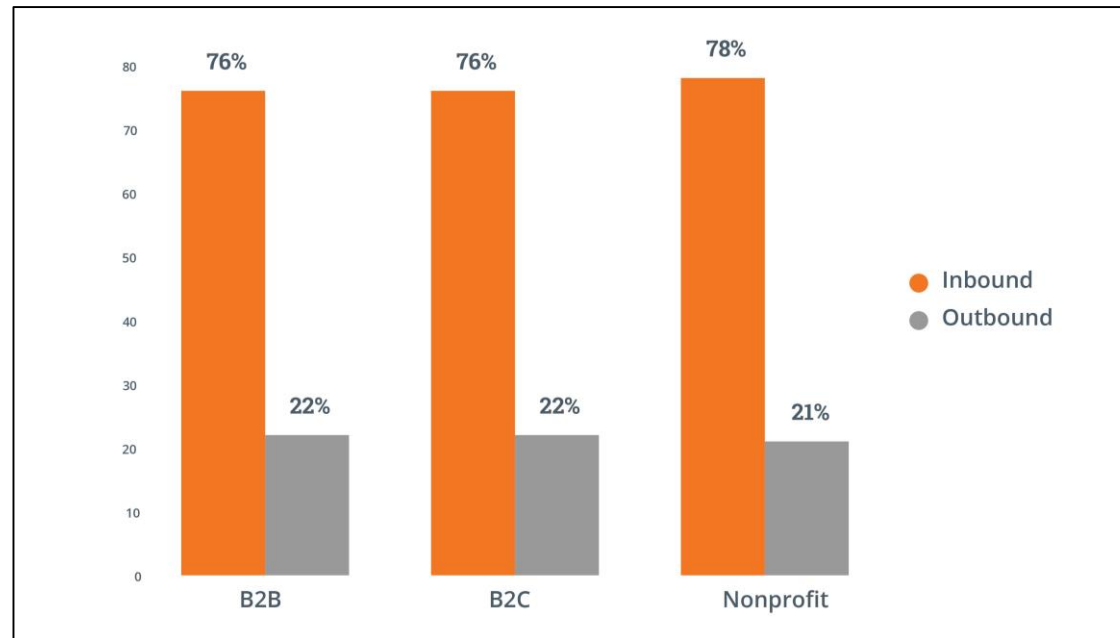
# 9 Powerful Inbound Marketing Charts

Visual data illustrating the  
effectiveness of Inbound Marketing

Data sourced from [State of Inbound Marketing 2015](#), full report [here](#).

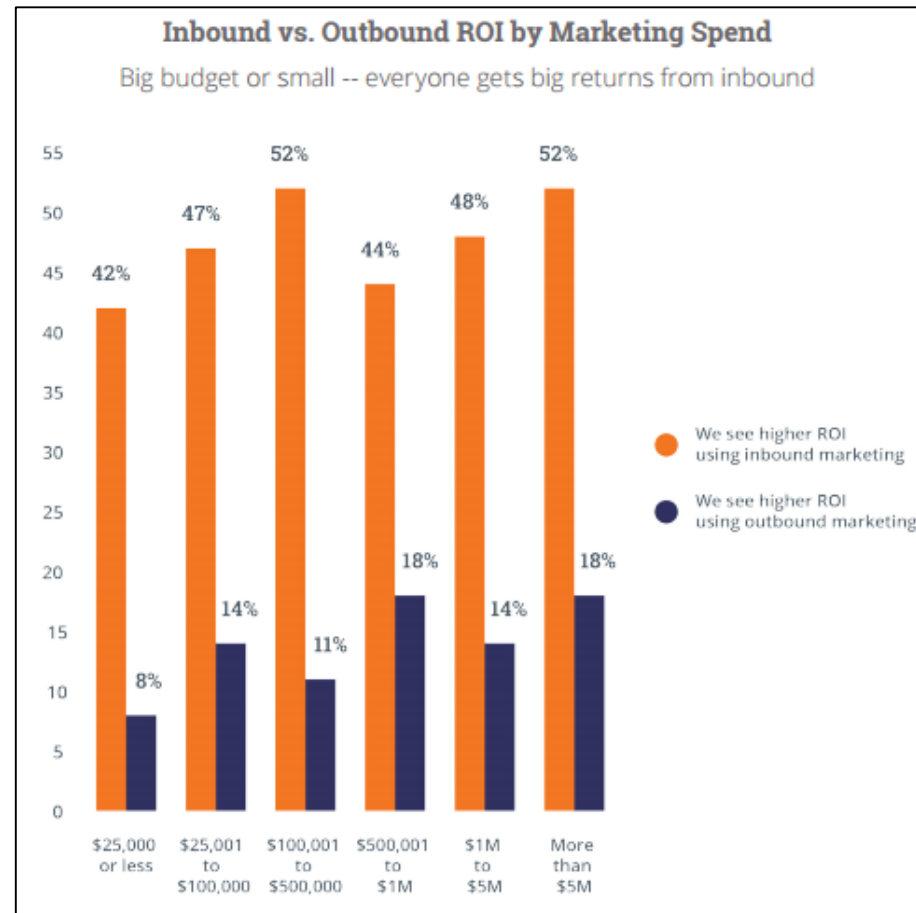
# Inbound works for every company type

It doesn't matter who your customers are, inbound is the best approach to reach them



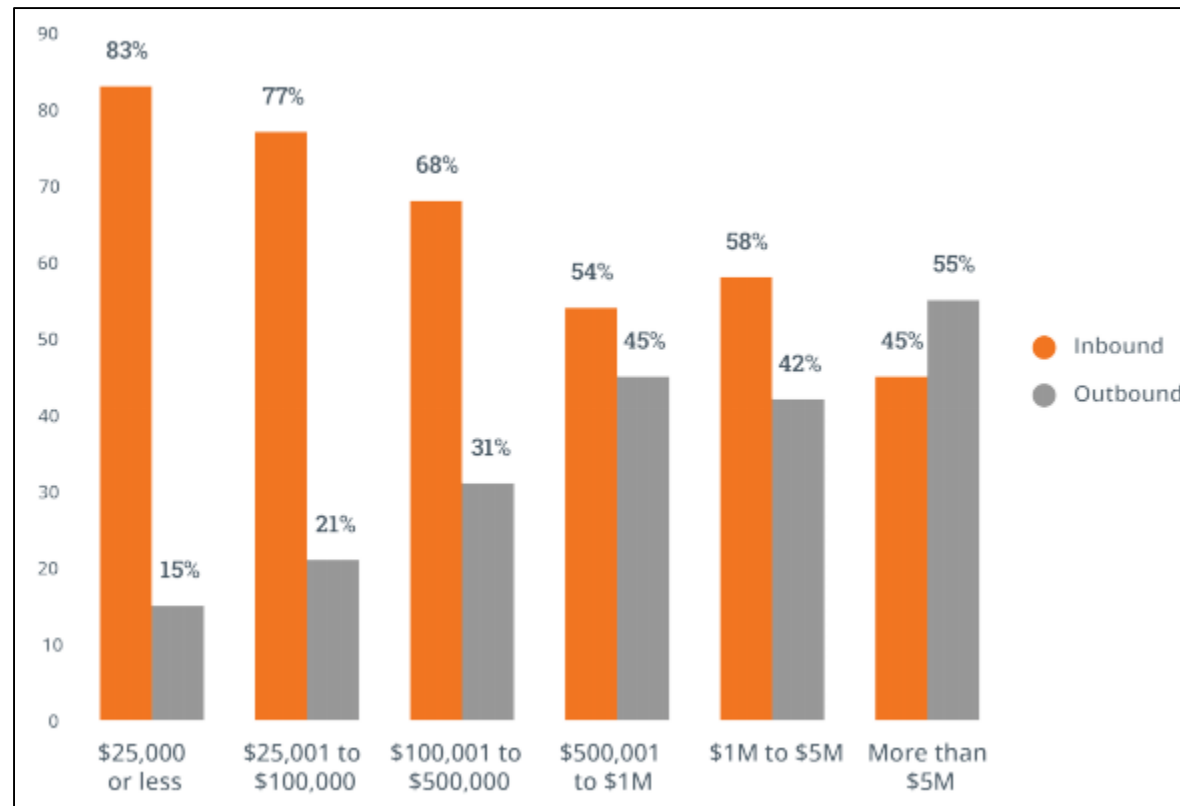
# Inbound vs. Outbound ROI by marketing spend

Big budget or small,  
everyone gets big returns from inbound



# Inbound vs. Outbound by marketing spend

Inbound is the way of the lean 'n' mean shop

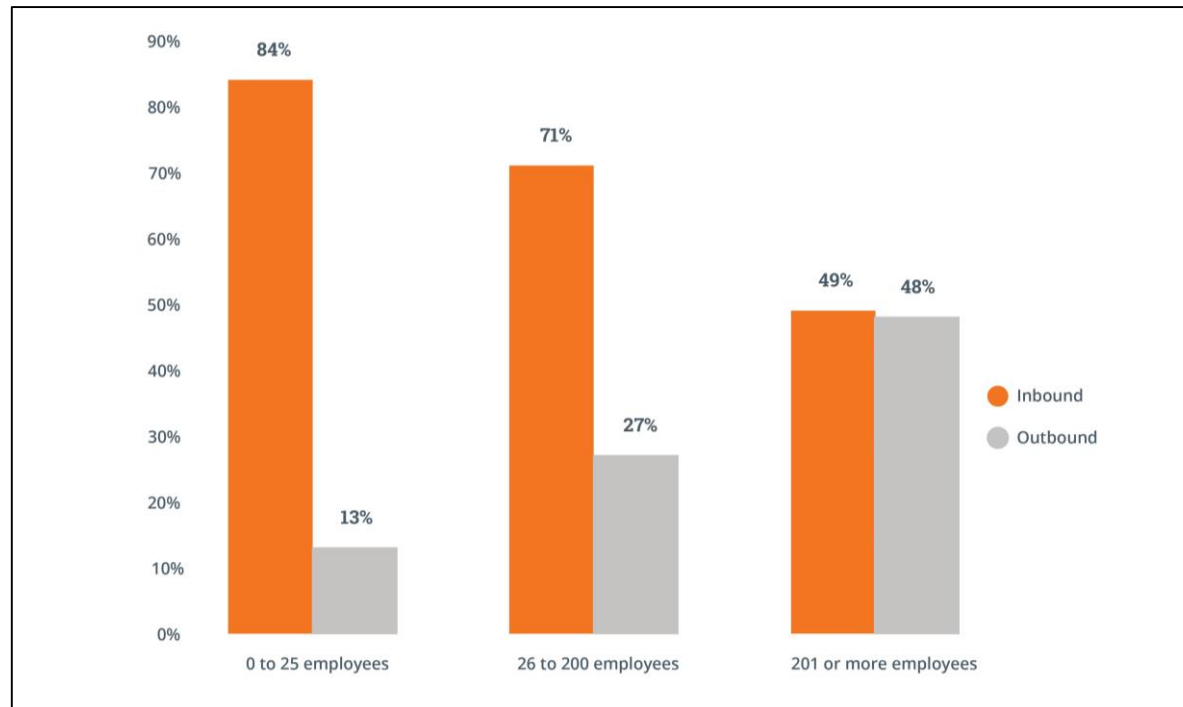


Companies are **3x** as likely to see higher ROI on inbound marketing campaigns than on outbound.

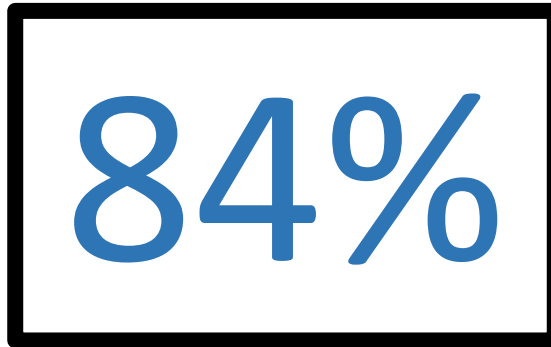


# Inbound vs. Outbound by company size

Inbound is the dominant marketing strategy for companies with fewer than 200 people

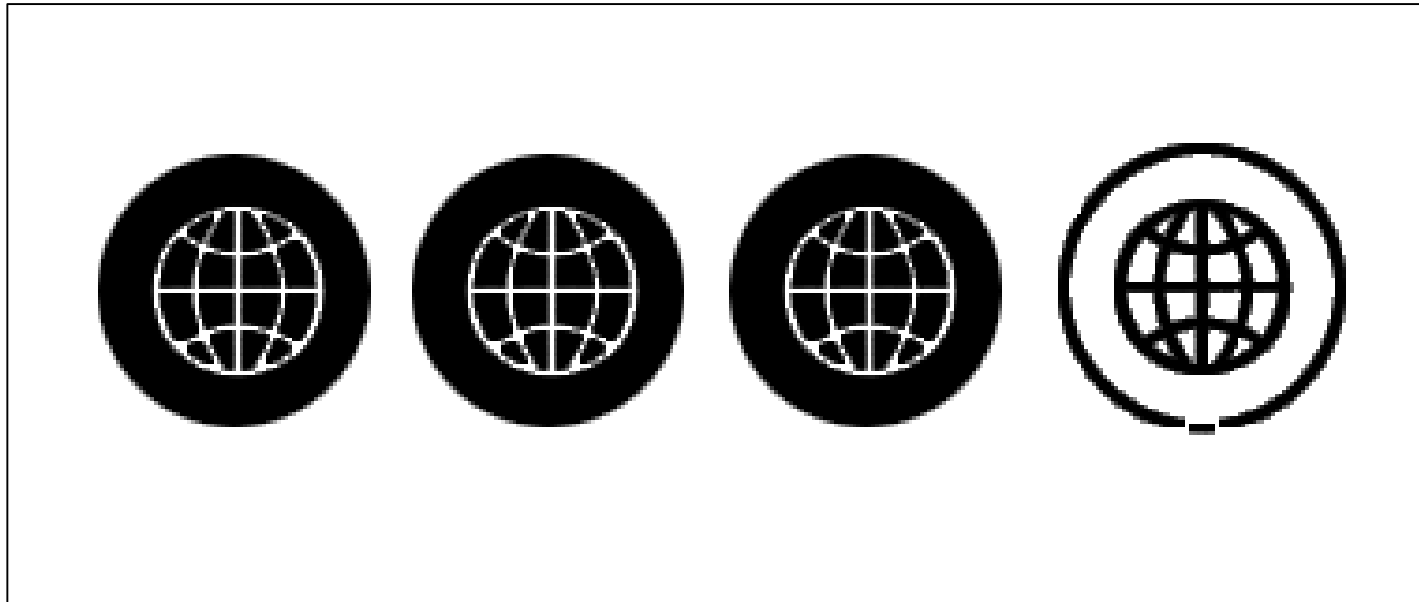


**84%** of small businesses are predominantly using inbound marketing.



84%

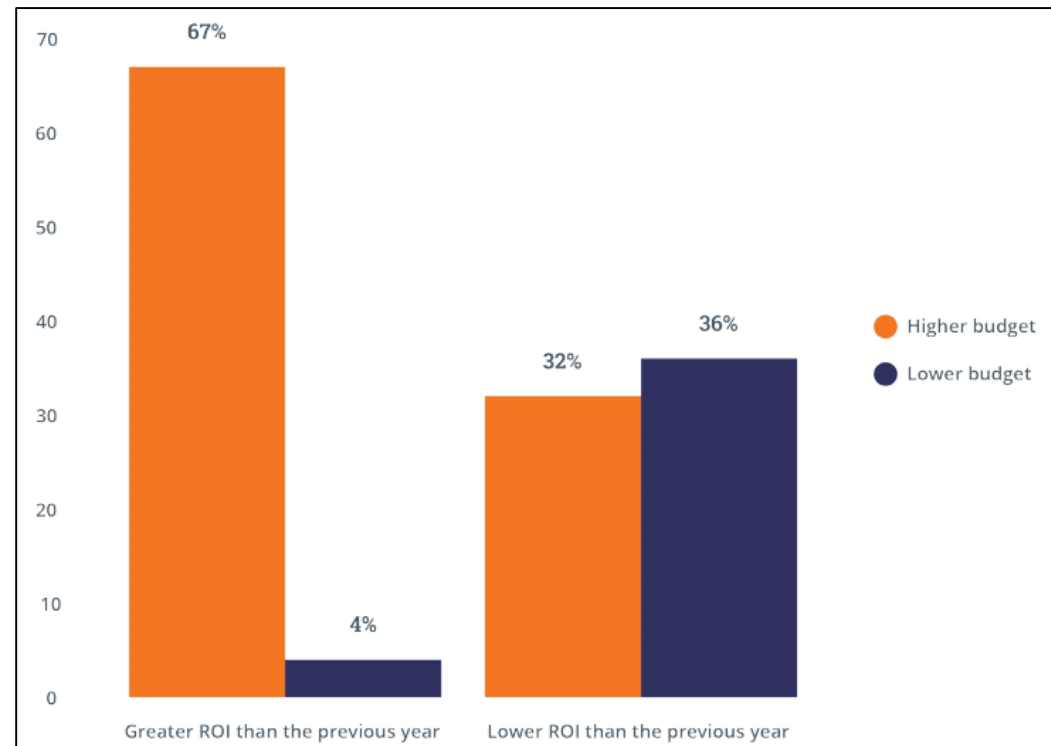
**3 out of 4** marketers across the globe prioritise an inbound approach to marketing.





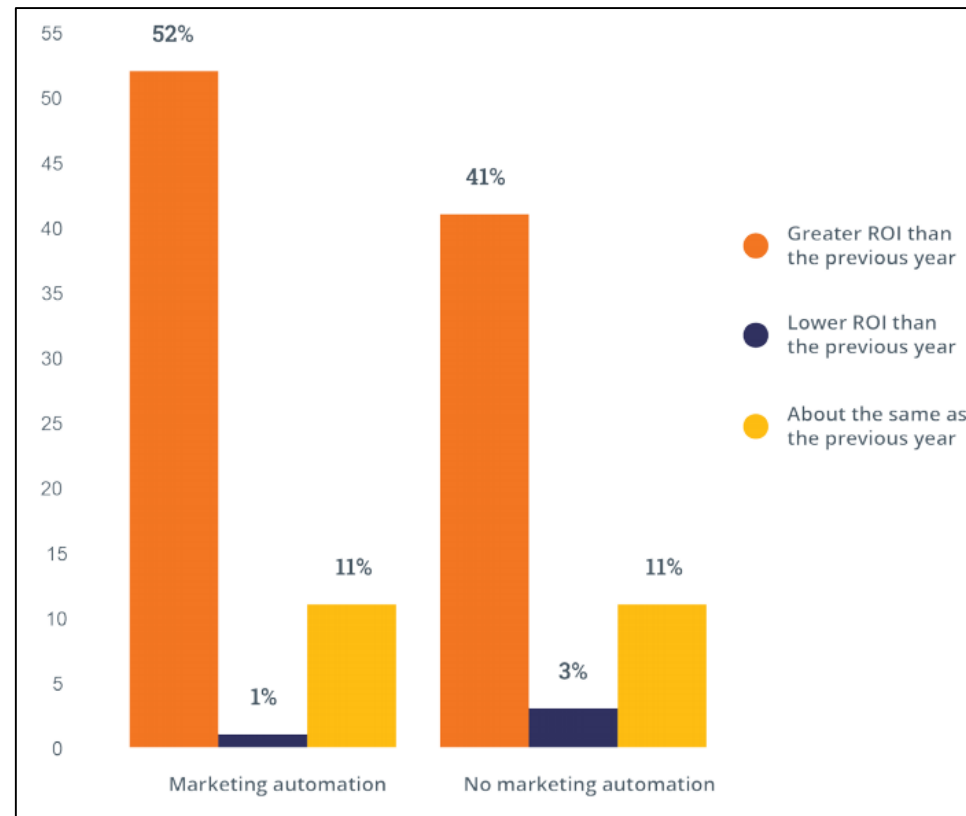
# 2015 Budget by ROI

Demonstrating positive ROI on marketing spend brings in budget



# Marketing automation software use by ROI

Marketing automation systems help marketers achieve ROI



# About Us

Fit 4 Market are marketing strategy specialists with particular expertise in matching your outbound marketing and sales efforts with your inbound marketing.

Fit 4 Market is a team of experienced marketing consultants with blue chip experience combined with significant SME experience.

[Contact us](#) for a free initial consultation to talk about all things strategy and inbound.

