

INBOUND MARKETING OR OUTBOUND MARKETING?

The success of marketing is a direct reflection of the buyer-seller relationship. Today that relationship is dictated by buyers more informed than ever about the products and services they purchase. To regain seller power, B2B companies need to understand the distinct purposes behind inbound and outbound marketing and meld these methodologies together.

INBOUND

VS

OUTBOUND

Attracts customers through informative content

Helpful, relevant and meaningful interactions

Tactics: SEO, social media and content marketing

Places brand in front of consumers regardless of interest

One-way communication of promotional content

Tactics: Print advertising, tradeshows, PR and email

WHY YOU NEED BOTH



GENERATE MARKETING QUALIFIED LEADS

63% of marketers say their top challenge is generating awareness and leads¹

Top lead sources are still a mix of inbound and outbound strategies²



REGAIN SELLER POWER IN A BUYER'S MARKET

Buyers are self-educating prior to engaging with marketing or sales teams

The B2B industry still relies on business from tradeshows and direct marketing²



OPTIMIZE BUDGETS & MAXIMIZE ROI

Content marketing is estimated to be 62% less expensive than outbound³

Outbound prospecting brings in more qualified leads and generates greater ROI

TOP WAYS TO INTEGRATE METHODS

CONTENT MARKETING

Guides leads through the Buyer's Journey from Awareness to Consideration to Decision

STAGE	AWARENESS	CONSIDERATION	DECISION
Marketing Goal	Help persona recognize need(s)	Help persona compare, differentiate & reduce risks	Help reinforce persona's final decision
Content Needs	Neutral challenges & issues blogs Educational downloads on industry trends	Products & services comparison guides Detailed pricing & options sell sheets Testimonials & case studies	Free consultations & limited time offers Demonstrations & "what to expect" tip sheets Savings & guarantee(s) information

Produces more results when published via outbound methods such as email marketing

TRADESHOWS & EVENTS

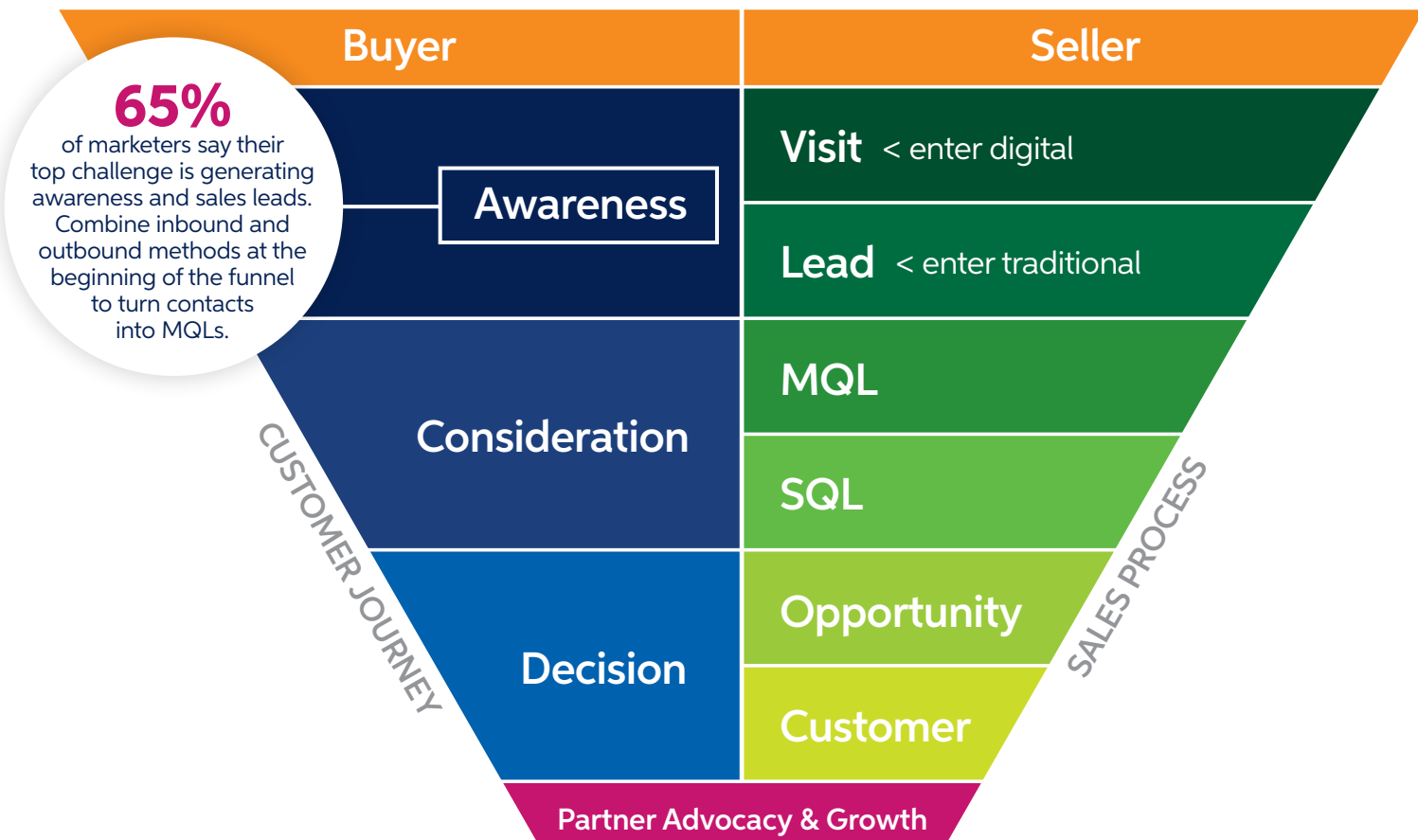
Attracts valuable new leads every year for B2B companies

STAGE	METHOD	TACTICS
Pre-Show	Outbound	Email Marketing Outreach
In-Show	Inbound	Social Media via Hashtags
Post-Show	Inbound	SEO via Recap Blogs
Post-Show	Outbound	Email Marketing Follow-Ups

Are best promoted using a mix of inbound and outbound tactics

THE MODERN BUYER-SELLER FUNNEL

The Sagefrog Modern Buyer and Seller Funnel illustrates the correlation between two simultaneous paths: the Buyer's Journey and the Sales Process, also showing the use of inbound and outbound channels at the Awareness stage.



Sources: ¹ HubSpot, State of Inbound 2017 | ² Sagefrog Marketing Group, 2017 Marketing Mix Report | ³ Demand Metric, A Guide to Marketing Genius: Content Marketing