Inbound Marketing

VS

Outbound Marketing

Inbound

Outbound

Communication is interactive
and two-way.

Communication is poor
and one-way.

Clients come to you via
search engines, referrals,
and social media.

Clients are sought out via tv,
radio, banner advertising,
and cold calls.

Marketers provide value.

Marketers provide no value.

Marketer seeks to educate
and/or entertain.

Marketer rarely seeks to
educate or entertain.

A simple fact of the matter is

that there is no "one size fits all" strategy when it comes to marketing. There are a huge number of variables that you have to consider - from the type of message you're trying to send to the type of audience you're trying to reach - that will all dictate exactly how, where and most importantly why you should be contacting this particular set of people at this particular moment in their life.

When it comes to exactly how you choose to spend your marketing dollars, there are two main forms of marketing to choose between: inbound marketing and outbound marketing. Both essentially take you to the same destination, but the approach used to get there is wildly different. It's a bit like choosing to take a plane to go on vacation versus getting in an RV and driving across the country - you'll still get exactly where you're going, but the experience will be dramatically different along the way.

In the simplest terms possible,

outbound marketing attempts to push your products or services into the lives of your customers. Many professionals consider this a "colder, more calculated" approach for this reason. Inbound marketing, on the other hand, brings the customer to you. You get the attention of these prospects and entice them to come to you for more information naturally, as opposed to bombarding them with messaging and hoping that something sticks. Inbound is considered a "warmer" approach to marketing for exactly this reason - your customers gradually "warm" to your products or services over time.

Running a simple audit to help identify and fix any gaps in your marketing strategy, along with taking the time to build the solid foundation of an in-bound marketing game plan, will both go a long way towards earning the type of organic attention you need while elevating your campaign above simple "message transmission" and adding value to the lives of your prospects as much as possible.

A Breakdown of Traditional Outbound Marketing

When you begin to sit down and compare

the differences between inbound and outbound marketing, the most immediate thing that you will be confronted with is one of cost. Outbound marketing campaigns often cost thousands upon thousands of dollars to successfully execute, which is one of the many reasons why organizations tend to spend as much as 90% of their marketing budgets on outbound marketing as of 2015.

One of the core principles of a traditional outbound campaign is one of disruption. If you're investing in a billboard, you're hoping that you can disrupt someone's morning commute to the point where they'll pay attention to your huge advertisement on the side of the highway. If you invest in sales calls, you run the risk of disrupting family dinner time. If you invest in TV or radio ads, you're likely disrupting someone's favorite program. Video ads disrupt the Internet experience. The list goes on.

$ > $

HEY!

HEY!

HEY!

HEY!

Even things like trade shows and throw away press releases put you in similar situations. At the end of the day, you're still just hoping that you can convince enough people to stop whatever it is that they're already doing and pay attention to you.
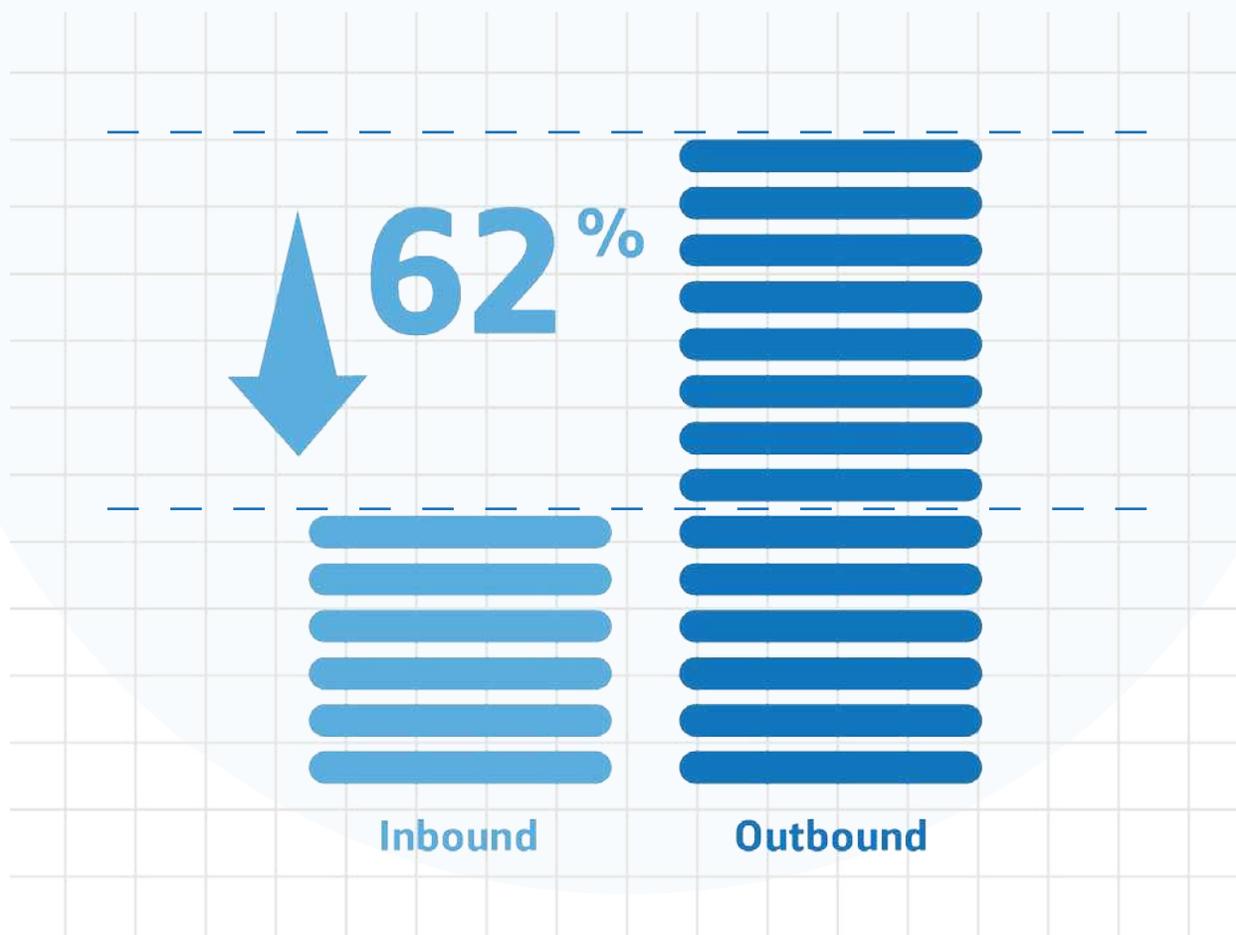
The problem is that the differences between executing an outbound marketing campaign and executing a SUCCESSFUL outbound marketing campaign are staggering, yet the costs remain largely the same. Because you're dealing with so many wildly different channels, it is difficult to keep up with changing market trends. This causes a long-term difficulty in tracking your overall return on investment. You're also dealing with ever-evolving blocking techniques (like the national "Do Not Call" list, SPAM email filters and more), which leads to a high cost, low yield situation.

According to Voltier Digital, 44% of direct mail (like the kind you're probably sending out as a part of your outbound marketing campaign) is never opened. That's a waste of time, postage and paper that can be better spent elsewhere. An estimated 86% of people also skip through television commercials, so if you thought those expensive new TV ads were going to be just what your campaign needed, you may want to think again.

Along the same lines,

Voltier estimates that 84% of people between the ages of 25 and 34 years old regularly navigate away from websites because ads are irrelevant or intrusive - which is the risk you run when you're executing a disruptive campaign.

All of this leads to two major, cost-related problems with outbound marketing: not only is the cost per lead higher than it would be for inbound marketing, but the overall cost is higher as well - inbound costs an estimated 62% less than outbound.

↓ 62 %

Inbound   **Outbound**

The Benefits of Inbound Marketing

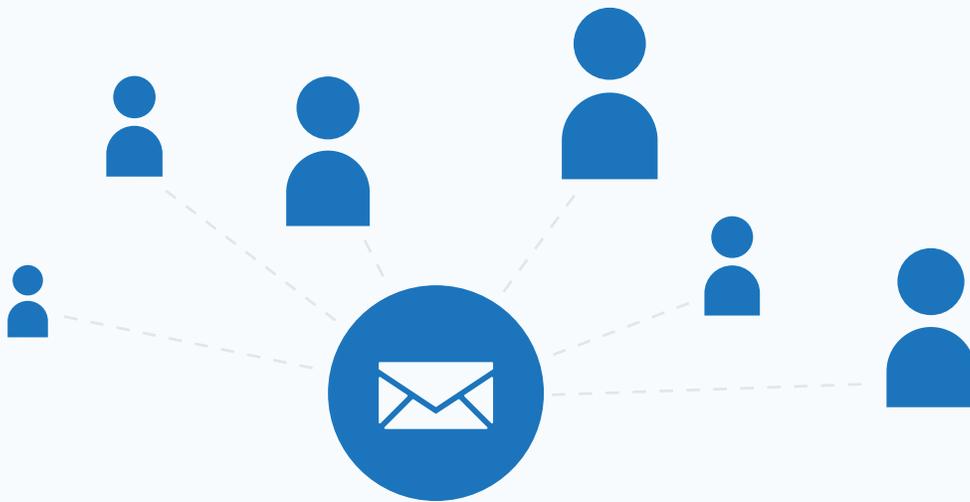## Inbound marketing, on the other hand,

is essentially the opposite of outbound marketing. Instead of forcing people to pay attention to you, you're attracting their attention by adding value to their lives in one of a few different ways. In essence you're earning, not buying, that attention.

At the forefront of this is your content strategy, which dictates what high value content you're putting out into the world through which channels. The basis of all this will be your website, which will be the host or central access point to the various pieces of content that you're generating.
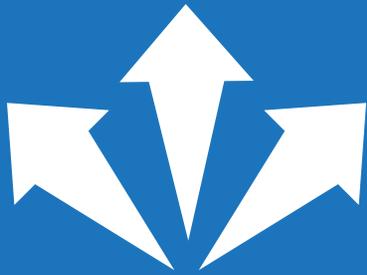
All of the various tools you will use in an inbound marketing strategy aren't disparate like they are in an outbound situation. You aren't "throwing everything at the wall and seeing what sticks" - they are each part of a larger whole. SEO or "search engine optimization" helps people naturally find your website on engines like Google as they look for information relevant to their lives that just so happens to intersect with your product or service. Once on your website, they may check out recent helpful blog posts that you've published on these topics - all before they even consider purchasing your product.

🔍 Search

Even inbound email marketing can have a similar effect. Based on consumer buying and personality patterns, you send an email offer to get people to download a free whitepaper or infographic. People interested in your offer are directed to a landing page, which tells them what they need to do to get the high value content they're after. Once they download that whitepaper, they're redirected to a "Thank you" page giving them more information and helping to maintain the relationship you are now building.

Social media can also be a great way to accomplish this, through influencer marketing. Getting someone with a pre-existing fanbase or large, trusted voice to share your whitepaper will go a long way towards attracting the type of attention you want.

Techniques like these allow inbound marketing to naturally attract leads, at which point your team can then begin converting those leads into customers by nurturing them organically along their journey.

Content is shared on social platforms such as Facebook and Twitter. This content is picked up and syndicated from site to site.

Content that links to your homepage or blog is discovered by potential clients. The links significantly increase your site's visibility in search engines.

This increase in visibility helps your site's overall search engine ranking and is a driving force for sales and leads.
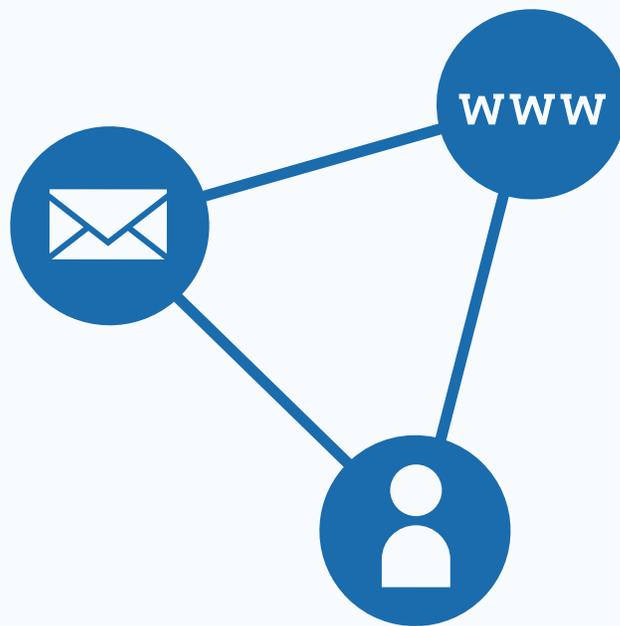
Hiring an Inbound Agency

While it is definitely possible

to execute a successful inbound campaign on your own, hiring an inbound agency gives you access to a few key benefits that can't be ignored. For starters, you have the added advantage of a unified design AND the power of inbound in one fell swoop. Even though you're using different delivery mechanisms to get that message into the world, everything still feels like it's coming from the same place - helping you to preserve brand continuity as you nurture your leads.

An inbound agency can also help you set goals that are unique to your own organization in terms of measuring success, allowing you to define success on your own terms and track your return on investment as accurately as possible. This in turn puts you in the best possible position to grow and evolve your business over time with inbound.

Hiring an inbound agency also gives you the ability to leverage the full power of marketing automation to your advantage. By integrating your inbound efforts with your existing customer relationship management (CRM) and sales process management systems, you can leverage the power of data analytics to confirm exactly what type of content you should be creating, who you should be sending it to and when - all based on actionable, real-time data you already have. Everything from content creation to publishing can all be automated, freeing up valuable resources for you to reallocate elsewhere within your organization.

These are just a few of the many benefits that inbound marketing brings to the table over outbound marketing alternatives. As previously stated, there is no "one size fits all" approach to marketing - what works for one business may be woefully inadequate for the next. However, thanks to the natural way that inbound allows you to attract the attention of leads and the stronger relationships you can forge by nurturing those leads over time, it's safe to say that inbound is preferred in the vast majority of situations due to that inherent (and important) flexibility.

If you'd like a free marketing assessment to find out exactly how inbound marketing and marketing automation can be used to propel your business forward into the next decade and beyond, don't delay - contact HIP Creative today.

GET A FREE MARKETING ASSESSMENT