

Outbound Marketing Vs Inbound Marketing, Who Wins?

Outbound Marketing:

Outbound Marketing is the traditional form of marketing where a company initiates the conversation and sends its message out to an audience. Outbound Marketing can be extremely broad (ex. TV advertising), thoroughly personal, or "impersonally personal" (cold-calling). The goal of Outbound Marketing is direct lead generation, making it critical to those businesses looking to gain new customers. Outbound marketing "interrupts" the clients in a variety of ways, looking to capture their attention and sometimes it's considered "annoying".



Outbound Marketing Techniques:

- Bulk Emails

- Phone Calls
- Tweets
- LinkedIn Messages
- Press Releases
- Banner & Display Ads
- Bulk SMS
- TV/Radio Ads
- Billboards & Outdoor Advertising
- Brochures
- Pay-Per-Click

Marketeers consider Outbound Marketing somewhat effective although a negative effect of Outbound Marketing is the increasing blocking techniques (Do not call list, Spam filters) and sometimes it might have a bad impact on a brand's reputation if not used correctly.

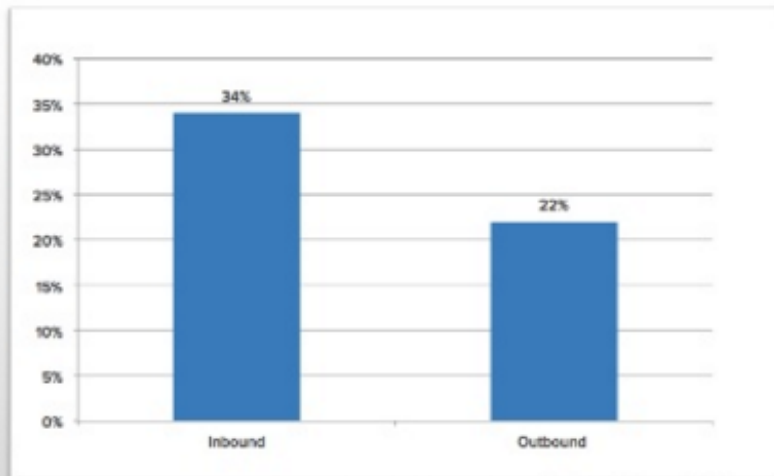
Inbound Marketing:

Inbound Marketing Techniques:

- Search Engine Optimization
- Landing Pages
- Re-targeting Ads
- Content Marketing
- Social Media Marketing
- Public Speaking
- Online Forums (Community Building)
- Targeted Advertisements
- Opt-In Email Lists
- Authoring (Posts/Books)
- Organic Visibility
- Infographics

Inbound Creates More Leads

54% more leads are generated by inbound than outbound.



Source: State of Inbound Marketing, HubSpot, 2013

Inbound Marketing is the marketing method which brings visitors in and earns their attention, rather than looking to interrupt them and buy their attention. Inbound Marketing it's about creating valuable content and sharing it with your potential customers and converting them into lasting brand lovers. By creating valuable, entertaining, inspiring and consistent content to your readers at the right time in the right place, your marketing becomes relevant and helpful. This creates a connection with your reader and they feel engaged with your brand.

So, who's the winner?

Guy Kawasaki once said "If you have more money than brains, you should focus on outbound marketing. If you have more brains than money, you should focus on inbound marketing". I believe that a combination of both with an effective content marketing strategy is the true winner.

Statistics:

- 61% of consumers say they feel better about a company that delivers custom content, they

are also more likely to buy from that company. (source: [Custom Content Council](#))

- Companies that spend more than 50% of their lead generation budget on inbound marketing report a significantly lower cost-per-lead. (source: [HubSpot](#))
- 86% of people skip television ads. (source: [Mashable](#))
- 3 out of 4 inbound marketing channels cost less than any outbound channel. (source: [Mashable](#))

Need an outbound or inbound marketing strategy? Reach out, send us an [email](#) and we will help you!