

# INBOUND MARKETING RISING

THE DAWN OF MARKETING YOU WON'T HATE

As consumers continue to flock to the Internet, **the Internet marketing industry continues to evolve**. In a two-way medium like the Internet, the traditional models of **marketing are losing their efficacy, and new types of marketing are gaining steam** by providing value for consumers increasingly put off by intrusive marketing tactics.

## THE INBOUND MARKETER

VS.

## THE OUTBOUND MARKETER

**"NEW MARKETING"** is "any marketing tactic that relies on earning people's interest instead of buying it."

- Communication is interactive and two-way.
- Customers come to you:
  - Via search engines, referrals, social media
- Marketers provide value.
- Marketer seeks to entertain and/or educate.

**"OLD MARKETING"** is "any marketing that pushes products or services on customers."

- Communication is one-way.
- Customers are sought out:
  - Via print, TV, radio, banner advertising, cold calls
- Marketer provides little to no added value.
- Marketer rarely seeks to entertain or educate.

## THE DECLINE OF OUTBOUND MARKETING

The decline in outbound marketing is a response to a recent and fundamental shift in consumer behavior. **People are more in control of what information they receive and how**. In outbound marketing, the company is in control.

"This just doesn't seem to be working anymore..."

**84%** of 25-to-34-year-olds have left a favorite website because of intrusive or irrelevant advertising.

**200 MILLION** Americans have registered their phone numbers on the FTC's "Do Not Call" list.

**86%** of people skip television ads.

**91%** of email users have unsubscribed from a company email that they previously opted into.

**44%** of direct mail is never opened.

## SO WHAT COUNTS AS INBOUND MARKETING?

Evolution in a Social World  
Inbound marketing is a marketing strategy that **focuses on getting found by customers**. Inbound marketers "earn their way in" in contrast to outbound marketers who have to "buy, beg, or bug their way in."

Some of the most effective inbound marketing tactics include **content marketing** and **social media participation**.

So what is **content marketing** then?

- ✓ WHITE PAPERS
- ✓ EBOOKS
- ✓ PODCASTS
- ✓ BLOGS/VLOGS
- ✓ INFOGRAPHICS

When interesting, useful, or educational content is combined with a **strong presence in social media**, its usefulness can increase substantially.

As **content is shared and spread** through networks like Twitter and Facebook; news aggregators like Reddit.com and Digg.com; and bookmarking sites like Delicious.com and others, **the reach of the content can grow virally**. This can lead to substantial increases in visibility.

As content is picked up and syndicated from site to site, many links are built to the company's blog or home page. These **links can significantly improve the site's overall visibility in search engines**.

Along with improvements in search engine rankings, content marketing can create **massive buzz** and consistent referral traffic, as well as driving sales or leads.

Savvy companies are realizing this trend and are **increasingly adjusting budgets accordingly toward more inbound marketing tactics**.

**61%** of marketers will invest more in earned media (inbound marketing) in 2011.

The average budget spent on company blogs and social media has nearly doubled in the last two years.

The number of marketers who say Facebook is "critical" or "important" has increased **83%** in the last two years.

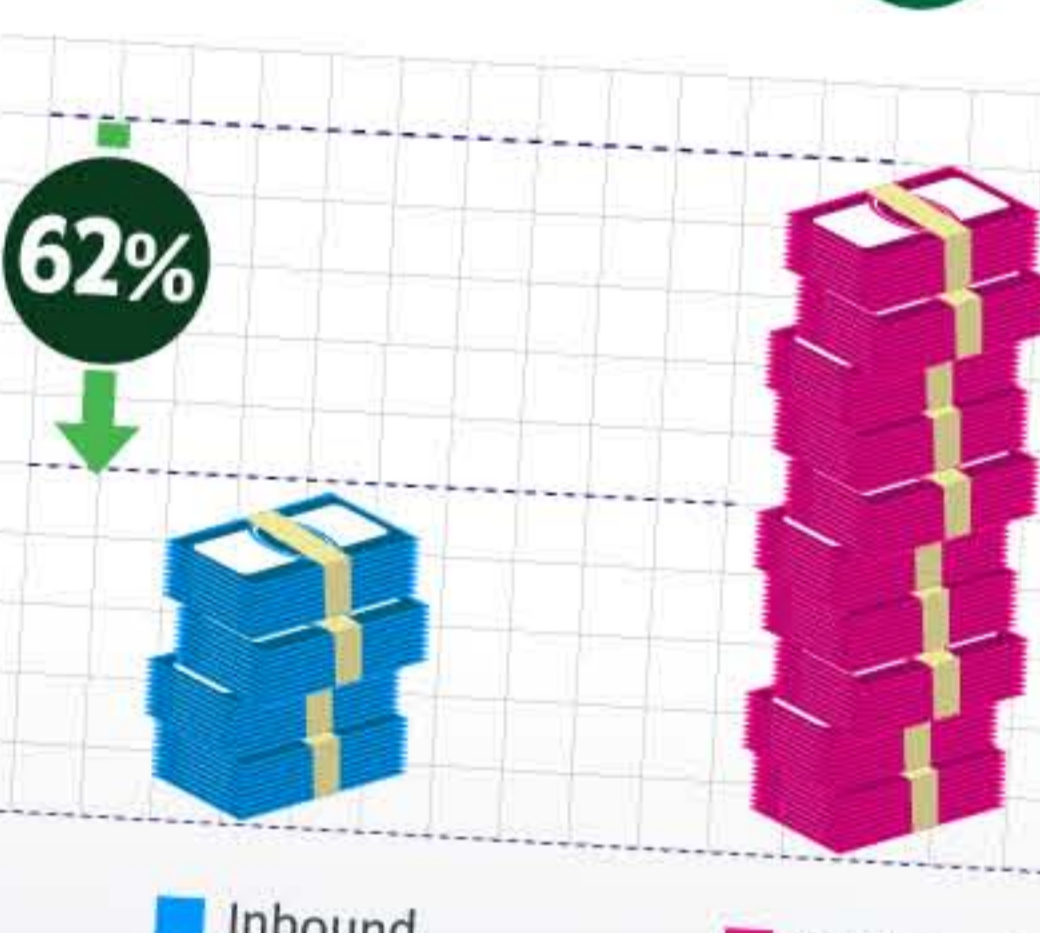
**2/3** of marketers say their company blog is "critical" or "important" to their business.

**67%** of B2C companies and **41%** of B2B companies have acquired a customer through Facebook.

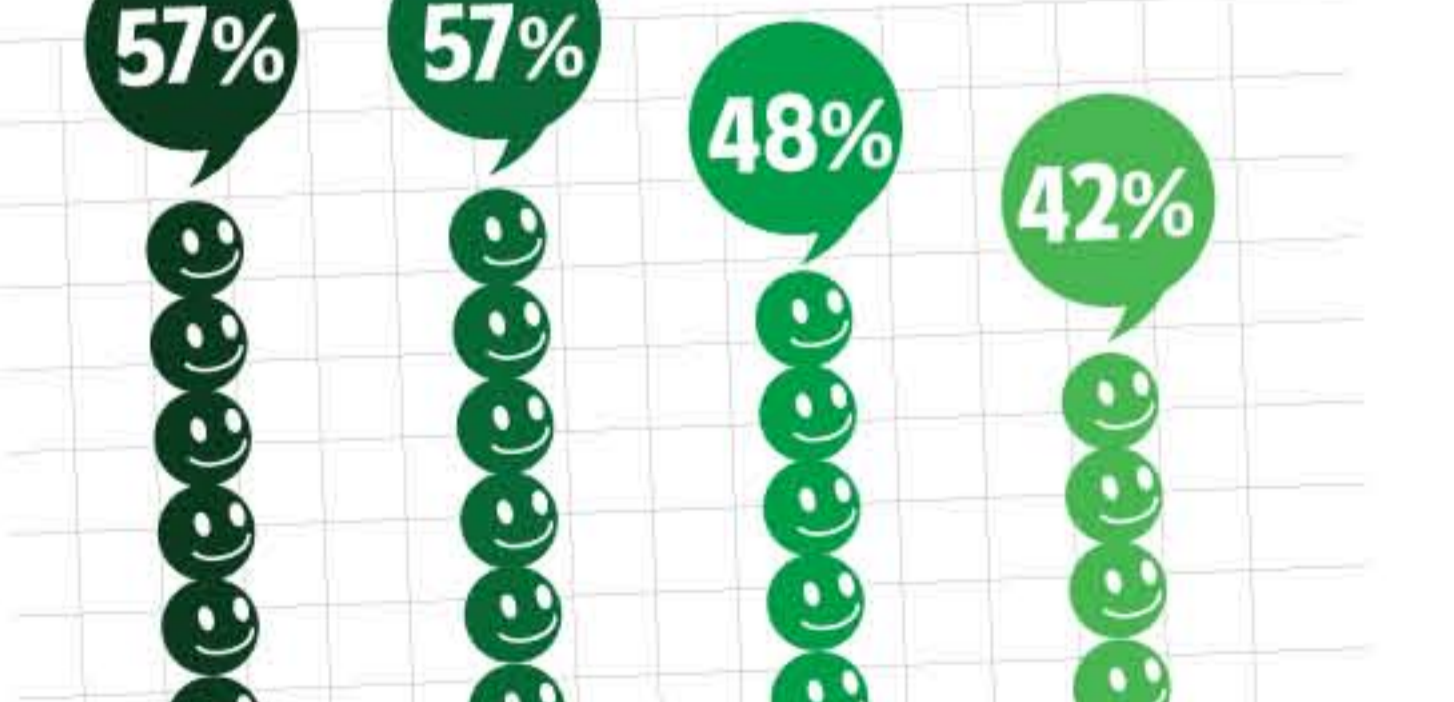
**57%** of businesses have acquired a customer through their company blog, and **42%** have acquired a customer through Twitter.

One of the biggest reasons inbound marketing is growing is its **ROI**.

Inbound marketing costs **62% less** per lead than traditional outbound marketing.

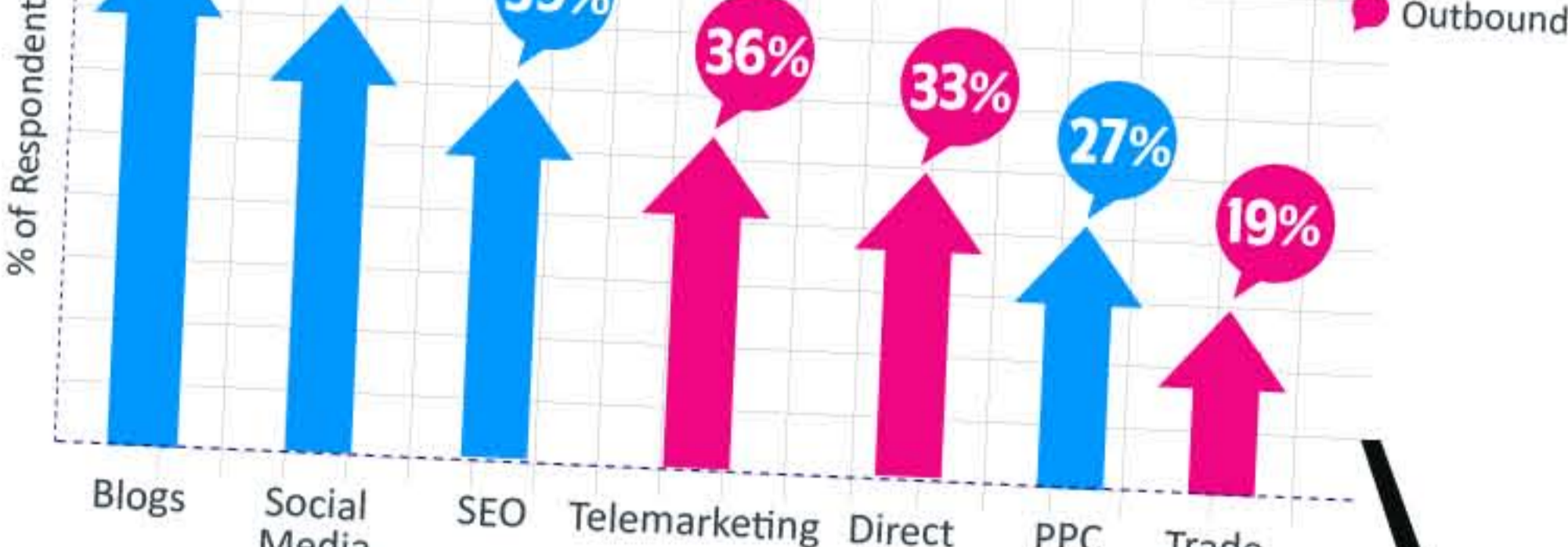


Inbound marketing don't just generate leads; they **generate revenue**.



**3 out of 4** inbound marketing channels cost less than any outbound channel.

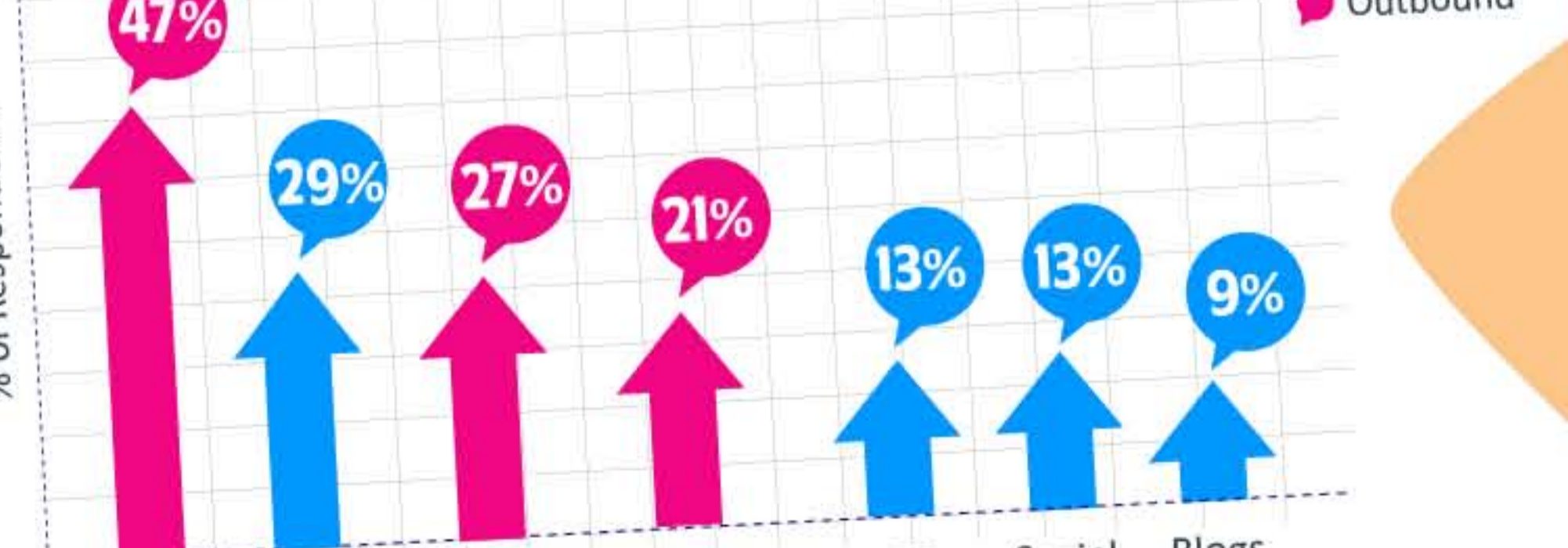
### Below Average Cost Per Lead, Percentage of Respondents by Lead Channel



\*55% of companies who blog reported leads from this channel were "below average" in cost.

Outbound marketing costs more.

### Above Average Cost Per Lead, Percentage of Respondents by Lead Channel



\*Trade shows were reported as being "above average" in cost by 47% of respondents.

It is clear that marketing is changing on a fundamental level as the Internet continues to revolutionize how we find, buy, sell, and interact with brands and their products or services. The days of annoying consumers with intrusive advertising and marketing tactics are fading. The **new age of inbound marketing is about providing added value and earning customer loyalty** instead of simply pounding a message into consumers heads and hoping it will stick.

BRAND

## SOURCES

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- http://www.digitaldigressions.net
- http://www.exacttarget.com
- http://www.epa.gov
- http://answerlab.com
- http://www.guardian.co.uk
- http://www.ftc.gov

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