

INBOUND VS OUTBOUND

Inbound Marketing

Outbound Marketing



The Prospect



The Prospect



Blogs, SEO,
Paid Ads,
Value Offers



Indefinitely-
Search engines send
traffic well past the
creation date



LOW INVESTMENT
LONG TERM
EFFECTIVENESS

An effective inbound campaign can have 100's of steps and elements to build. Can take from a week to a month to set up and test

Who makes 1st contact?

Who chooses how to make 1st contact?

How is contact made?

How long is the marketing campaign effective?

How cost effective is the marketing?

Time to build campaign



The Sales Reps



The Sales Reps



Cold Calls
and Direct
Mail



As long as the
call lasts or the
email was read



HIGH INVESTMENT
SHORT TERM
EFFECTIVENESS

An outbound email blast can be written in a few minutes. A cold call can take from a second for a no answer, to an hour conversation