

# INBOUND vs OUTBOUND



What type of marketing are you doing? You may be thinking, "There's more than one type of marketing? What's the difference?" Here is a brief overview to get you started...

**Inbound** marketing is focused on attracting customers to your products and services.

**Outbound** marketing proactively reaching out to consumers to get them interested in your offer.

## Inbound Marketing

Informative content, targeted at specific audiences. Created to help solve problems. It's all about using strategies that *attract* your target audience to you.

### Examples:

Content marketing including blog articles, ebooks, video content, podcasting, social media content, webinar series, SEO.

### Benefits:

An advantage of inbound marketing is that it provides you the opportunity to engage with an audience of people. This way you can more easily qualify a prospect as a lead.

Three steps to keep in mind while creating content are:

1. **Attract:** draw in the right people with valuable content and conversations that set you up as a trusted advisor.
2. **Engage:** present insights and solutions that align with their pain points and goals increasing the likelihood they think of you when they are ready to buy.
3. **Delight:** offer help and support to empower your clients so they get the value they expect with your offer.

## Outbound Marketing

Typically has a more aggressive, wide-sweeping approach, with the expectation that at least some people will convert. Think of pushing your offer out far and wide.

### Examples:

TV commercials, billboards, cold calls, paid advertising, direct mail, trade shows.

### Benefits:

- Promotes brand awareness. Reach people who haven't heard of your products or services before.
- Can yield immediate results. Those interested in your offer are likely to take action on your efforts and buy now.
- Is something consumers are used to. They are finding you where they expect to see ads. Some consumers actively seek ads when they are 'in the market' for a service or product.

A modern, digital outbound campaign might include:

- Cold email outreach
- Social media advertising
- Google ads
- Podcast guesting, ads, sponsorship in a specific niche
- Social media direct messaging
- Video ads

Get strategic! Tie your marketing to business results.

Create a plan with a marketing expert at: [UpLevelC.com](http://UpLevelC.com)