



Inner Success Circle Special Training Report

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MARKETING BASICS SERIES: LESSON 2

Inbound vs. Outbound Marketing

Why Marketers Today Prefer Inbound

There are two basic types of marketing – inbound and outbound. The focus of each is different and they involve different techniques. Generally speaking, outbound marketing involves getting your marketing message to the largest number of people possible through advertising, cold calling, direct mail and other aggressive techniques. When you do inbound marketing, your message is more subtle. You attract people to your site who come because of a common interest or a desire to learn more. Today's marketers prefer inbound rather than outbound marketing for a number of reasons.

The Price of Inbound vs. Outbound

Outbound marketing can be expensive. It often involves printing and mailing materials or spreading your message through television, radio or other media. The cost of outbound marketing can put it out of reach for smaller businesses.

Inbound marketing is cheap or free and anyone can do it. You create your website or blogsite and it attracts prospects for you. You do most of the work on the front end building your site and traffic strategy rather than the continual daily work of outbound marketing.

People Tune out

Outbound marketing means putting your message in front of people whether they want to hear it or not. It's what we may commonly know as "interruption marketing." As a result, its techniques are often intrusive and annoying. People have begun to tune it out. Just think of all the direct mail you throw away on a daily basis. (In my world we don't call it junk mail.) It's estimated that around 44% of all direct mail is never opened. We have caller ID, spam filters, no-call lists, and other ways to ignore marketing that comes to us.

Inbound marketing is more natural. You put your message in front of your target market and they're compelled by their own curiosity and interest to see what you have to offer.

Two-Way Communication

One huge advantage of inbound marketing is that it's a form of two-way communication. The customer interacts with the business in a dialog. They post on the company's Facebook wall, comment on business blogs, or take part in contests. When they participate, they become invested and engaged. People want to be in control of the information they get and this makes them more receptive to your message.

Marketing for Non-Marketers

One of the reasons *anybody* can do inbound marketing is that it doesn't feel like marketing. To market traditionally through direct mail or cold calling takes a certain amount of aggressiveness and sales skill. Not everyone can do that nor do they want to.

With inbound marketing, you provide valuable content that helps people and then they come to you when they're ready to buy. It's not "selling" in the traditional sense, so it's more appealing to those who hate the image of the pushy salesman and feel uncomfortable pushing their message.

The Downside of Inbound Marketing

The only real downside to inbound marketing is that there are so many things to learn and keep up with. While the methods used in direct, outbound marketing are proven and established, online inbound marketing is relatively new and constantly changing. You have to invest some time into learning traffic-building strategies and search engine optimization. There's quite a bit of trial and error.

The best marketing campaigns use both inbound and outbound marketing techniques.

You might create a website and drive traffic to it, utilize social media, and write blog posts regularly, while also generating leads proactively by networking, by contacting prospects by phone, mailing postcards, mailing newsletters, and sending other direct mail.

I'm available to help you make a plan for both your inbound and marketing activities. And to help keep you up to date on the latest and the best methods.

Coming up next week: Social Media Marketing