



INBOUND VS OUTBOUND

Executive Guide

E-BOOK

CONTENTS

| | |
|--|-----------|
| INTRODUCTION: WHAT IS OUTBOUND AND INBOUND? | 3 |
| > OUTBOUND | |
| > INBOUND | |
| > DIFFERENCES | |
| ROI | 6 |
| QUALITY OF LEADS | 7 |
| PROSPECT PROFILING | 8 |
| SPEED OF DEPLOYMENT | 9 |
| BRAND AWARENESS | 10 |
| CASE STUDIES | 11 |
| BBD BOOM – HELPING YOU | 14 |
| CONTACT US | 16 |

INTRODUCTION: WHAT IS OUTBOUND AND INBOUND?

Inbound and outbound are two of the most hotly contested strategies when it comes to business – but it doesn't need to be. Although they use different techniques, they ultimately reach for the same goals: more customers and higher revenue.

Together, inbound and outbound can work to maximise your business growth, brand awareness and overall revenue.

Outbound

The key to outbound is to find more time engaging with potential prospects rather than trying to find them. In order for outbound to work, it needs to be a key focus within the business.

When we speak about outbound, we mean any type of marketing where the company initiates the conversation or sends the message out to an audience. Some say that outbound can be intrusive and interruptive, especially compared to inbound's softer approach.

OUTBOUND ACTIVITIES INCLUDE:

- > Cold calls
- > Cold emails
- > Email marketing
- > Display ads
- > LinkedIn work

SOME PEOPLE INCLUDE:

- > Trade shows
- > Advertising
- > Websites

But in this eBook, our focus on outbound will be on cold calls, cold emails and to a certain extent, display ads and a bit of LinkedIn work. Activities that any sort of normal sales team would be carrying out.

Inbound

There is some truth that inbound and outbound are opposing forces.

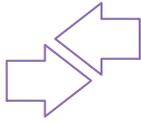
Inbound, instead of reaching out like outbound, is where people are coming to you because you've got information, content, advice, products and services that they're interested in and want to talk more about.



Predominantly, inbound is focused around searches, people finding your website and then finding your content through organic search. It's all about engaging and building communities and driving traffic through social.

Content is key when it comes to inbound, and when you're producing great content, you become a thought leader helping to solve people's problems, which in turn, raises your brand awareness.

Differences



Traditionally, inbound has been seen as a marketing activity and outbound as a sales activity. This is because outbound is conducted by sales people and the sort of inbound strategies and set-up are usually conducted by the marketing department.

When the revenue target goes up, one thing the sales person would say is:

'let's increase the outbound activity. We need to engage more people, redeem more sales, we need a bigger sales team.'

It's not just about having more sales people, but increasing activity, increasing training, increasing objection handling and creating better copy.

It's all about setting up processes to improve the overall process, and in turn, engage with more people. Having more people talking to more people is how you're going to increase your revenue.

On the other hand, a marketing lead is going to say, 'let's increase marketing budget and marketing activity, let's get more traffic to our site.' That means more campaigns, more content and increasing media budget, because if you can get more people, more arrivals on your content, more clicks onto your site, then ultimately, it's going to increase the chances of actually driving marketing qualified leads.

Ultimately, the primary goal is always going to be to create more revenue and more sales, both in outbound and inbound. So, combining the two strategies together is a recipe for success.

There are 5 ways to assess how inbound and outbound perform, and this is in terms of:

- > ROI
- > Quality of leads
- > Prospect profiling
- > Speed of deployment
- > Brand awareness

ROI



ROI, also known as return on investment is what everything comes down to. No matter what strategy you're doing, if it is providing a return on that initial investment (the higher the better), then it's a success.

When it comes down to working out ROI, outbound can be more transparent than inbound.

This is because to get any traction, to get talking to more people and to get more sales, the solution is to set up a sales team. Once you've hired a sales team and given them some product knowledge, they can then start contacting people through emails, cold calling etc. In order for this to be successful, the process needs to be set up properly, but this can be done within weeks, and once that process is set up, you can get talking to people, get engaging and get some decent leads pretty much straight away.



Inbound, on the other hand, can be a bit fluffier.

But, due to advancements in terms of technology such as HubSpot, marketing technology such as automation enables you to collate all of your data into one place. Programmes such as HubSpot can provide incredible metrics and analytics that measure each aspect of your inbound funnel. That way, you can track your different strategies such as PPC, SEO and social media to see what is performing and what isn't.

For example, a client was running various inbound campaigns. They were running adverts that drove somebody to the website to sign up for a piece of content, and they then fell into a nurture programme. Halfway through, the prospect came back and contacted one of the sales team directly on LinkedIn, and as a result, this has led to a significant deal. When you then track the lead back to the source (LinkedIn in this case), there was an ROI of 1000%.

Quality of leads



Producing high quality leads that are relevant to you are both key for inbound and outbound. Knowing what that high-quality lead is for your business is key for your overall funnel – from marketing, to sales, to account management.

That said, because outbound is typically done by the sales team, they know who they want to sell to. They're more likely to be picky about the quality of leads, because they are sourcing them and engaging with them.

Inbound, on the other hand tends to be passed through from marketing, and sometimes there is a disconnect between what leads are deemed 'quality' between the two teams. However, if both sales and marketing are working together from the same buyer personas and the same prospect profiles, then the quality will be maintained.



Inbound done badly annoys sales people – you need to know what a qualified lead is, which comes back to communication and strategy.

However, it can be argued that you're never going to get 100% marketing qualified leads through inbound. Inbound instead is about helping anyone that needs helping and hoping that they'll be good customers in the future.

If you have the right expertise in the right place and a good set up, then lead qualification is inherent within inbound.

Is there a need? Is it the right fit? – You can determine this through a selection of forms and form fields etc. This way, they're being automatically scored and qualified.

Getting in front of the right people is all about having a good strategy, great content and using the latest tools out there.

Prospect profiling



Inbound and outbound strategies come head to head when it comes to prospect profiling.

This is because, with outbound prospect profiling you can be 100% the person you're targeting is the right person. You can put together a target profile, the industry or company size, title of geographic location and titles that you want to approach. You can then get in front of them and provide them with a direct solution to their problem.

Inbound, on the other hand isn't as simple to get in front of the exact people, but there are different ways in which you can get nearer. You can get in front of them with an email, or targeted ads on their social media – there's ways around it. But, generally speaking, you can't target a specific person unless you already have their details and are nurturing them through emails etc.

An example of good profiling opportunities is LinkedIn advertising. You can target people by job role, seniority, industry, time in a specific role, function etc – you can get quite targeted.

Inbound, however, has more of a focus on buyer personas rather than prospect profiling. If you can identify the persona that you want, then you can bring them to you through great content. It's not as razor sharp as outbound, but it's pretty close.



Speed of Deployment

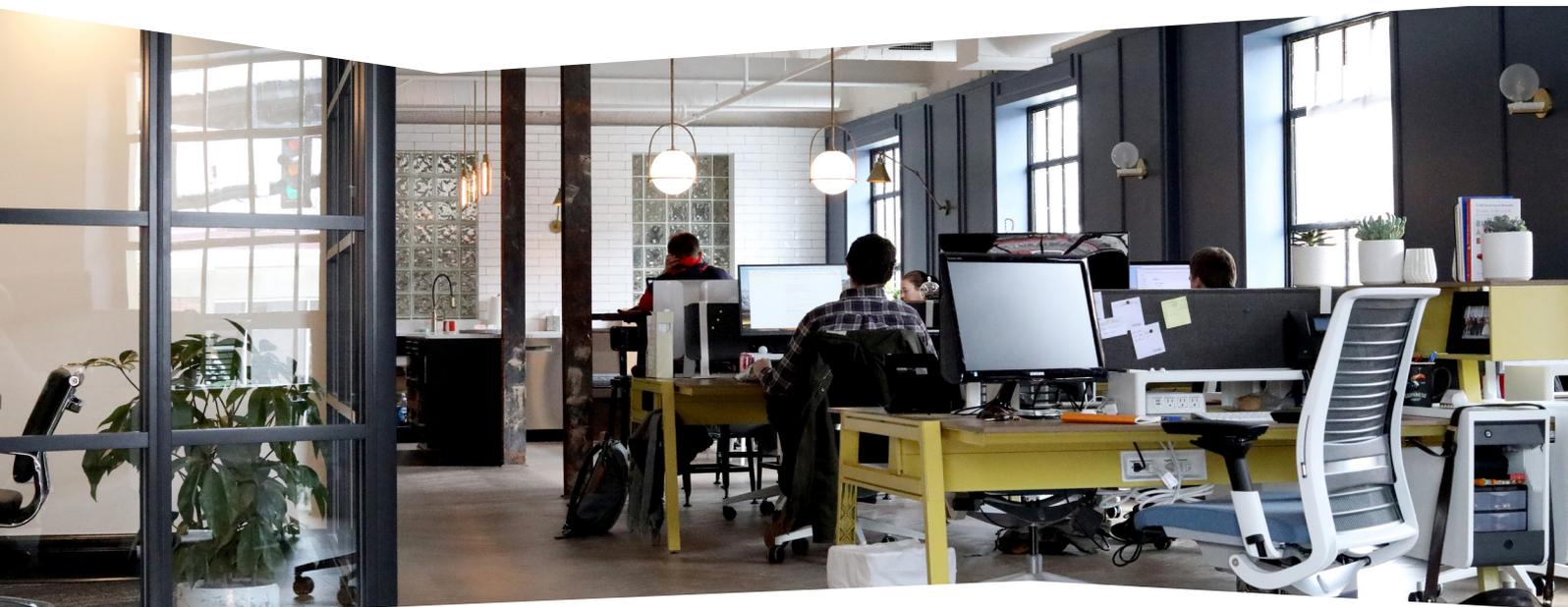


One thing that's always high on the agenda whenever a business implements a new strategy is the concept of time; how long will it take to get results?

Inbound and outbound both vary when it comes to time. There are so many factors to consider, including business size, industry and strategy.

With inbound, you don't just switch it on and off. It's an ongoing process, one that needs to build momentum. In order for it to work, you need resources such as great content (you need to think about the content, research it and make it), SEO, technology and automation such as HubSpot. It's an investment in time and resources, but what it will do is repay in ROI.

If you spend 3 months building your inbound funnels and getting everything into place that's going to get leads, then it's not too complicated and you can use it to replicate elsewhere.



Outbound, on the other hand is super quick. You can hire a sales person and get them talking to the right person, within the right processes in under 3 weeks.

Starting with engagement, having positive conversations and creating those meetings, hopefully means that the sale is there shortly after.

Every product and situation is different, but in terms of engaging with people and getting it up and running, it's super quick. If you do it correctly it can save you time and money.

Brand Awareness



Brand awareness is a real issue to be concerned about in terms of outbound.

A lot of people don't have time to interact with the sales person who's trying to sell them something, they're far too busy. If people want something, they'll go and research them and speak to someone on their own terms. That's the beauty of inbound. If you have a great website with engaging content, then people are more likely to get in contact with you. It's so much more efficient than lots of emails which can become annoying.

If done incorrectly, outbound can be annoying. For example, connecting with someone on LinkedIn who you might think is a good connection to have and 5 mins later they bombard you with a sales message, trying to sell their product to you.



It's all about execution and how you execute your outbound strategy in order to be successful. You have to be aware of your brand and have to be careful with how you're communicating with people. You can't be too pushy, you have to be polite but firm, but you can't be preying and emailing all the time; there needs to be a balance.

Bombarding people is ineffective and counterproductive, and in the world of GDPR it can have serious financial ramifications as well.

You need both inbound and outbound. It's not that you can do without either of them, it's more about actually putting them together is a much more efficient way to increase revenue. Put them together and they will work in a cohesive fashion which means more revenue and winning stakeholders. It's all about finding that balance.

CASE STUDIES

Inbound and outbound working together

Case Study 1

Sarah provides online video interviewing software. Her business has been going for just 6 months. She is ready to target the big corporates, but she's only got 5 staff. She's got no sales and marketing so she's kind of doing it herself.



From an outbound perspective, this is a perfect scenario. The company has a good offering, have spent lots of time, money and effort developing this software and they need a solution to be able to pivot, to be able to change direction and be as agile as possible. But at the same time, they want to have positive conversations with people. To set up an outbound strategy, the best way is to get the target profile correct. Targeting the right company, collecting the correct data, targeting the right titles within those large corporate companies. It's also about the message – about the solution you're providing for their problem and condensing it in a way that's easy to digest and respond to, but also something that people won't be annoyed at. Sarah wants more conversations and more engagement and she can quickly achieve this through outbound.

Inbound could also work really well for her, but in reality if she doesn't have the budget or the infrastructure to necessarily set that up, now might not be the right time. So it's worth having an outbound project that she can push for next 6 months, whilst starting inbound activity in the background and getting the ball rolling.

Case Study 2

James works for a Social Security firm with lots of small clients. They're now moving into the commercial corporate sector, where they have absolutely no content.

In this case, there is a role for outbound email, but this is perfect for starting an inbound funnel.

There are different components of an inbound funnel to consider first.

First off, it's inbound itself. You need to create the content – whether that be a webinar, an eBook, a form or an event. This becomes your place to exchange contact details.



Top tip: Recycle stuff you've already got by doing a content audit and then repackaging it.

Next, you need to create effective landing pages. Keep copy and design simple and tease people a little. You're never going to get 100% conversion on a landing page, so be creative with what techniques you can use to make people fill it in. Think videos, PDFs etc. There's also lots you can do around forms and progressive forms that allow you to capture detail that's really relevant to yourself too. As well as this, consider lead generation forms with Facebook and LinkedIn. They can capture leads within the social platforms. For example, Facebook populating the user's info and that will automatically transfer to HubSpot through an automated process.

It's also worth considering [AdWords](#), [retargeting](#) and [articles](#) etc.

Case Study 3

Hayden runs an IT services business, with 50 staff. Competition is hotting up, and he's finding himself up against more and more competitors for the same business. He's kind of exhausted outbound – the sales team know who to go after, they've run them before. Pretty much maxed out the entire market. What next? How are they going to differentiate themselves?

The first call would be the inbound funnel. Create great content that engages those people earlier in the buying process so that when they get around to wanting to buy something, they turn to Hayden for solutions.

Blend inbound and outbound. Prospect retargeting and advanced nurturing. Prospect retargeting is about getting as much data as possible, with an email address as the minimum. First name, last name, mobile, company name, city – load that into the out platforms (custom audiences, matched audiences, good client audiences). The systems then match back the people – you know their specific vertical, specific geography – can tailor and be creative – BUT data must be GDPR compliant.



From an outbound perspective, combine the process flow. Inbound strategy with outbound process of sales people softly trying to contact through LinkedIn, email etc, but not abrasively. Then, retargeting those people with ads on a couple of platforms. Combine the two strategies to achieve the same result and get your sales people to talk to more people. This will increase brand awareness, as people start to see them on banner advertising on LinkedIn etc.

Advanced nurturing, i.e. triggers. Look at social engagement or social surveying. For example, sales people as well as marketing need to be creating content, posting LinkedIn articles etc as that becomes a lead magnet in itself and if people interact, debate and question your article, then it's starting conversations and it's easier to pick up the phone afterwards.

If you're nurturing people within your system and they've been cooked so come back to your website, they're looking at pages etc – then pick up the phone 'You're looking at our stuff, can I help you'. Also use this for lead scoring, so if someone looks at your pricing page multiple times and your services page.

AND WE'RE HERE TO HELP YOU



We set up BBD Boom to help businesses, like yours, grow faster.

The sales and marketing playbook has changed and businesses need help to adapt.

We believe passionately in the power of inbound marketing and marketing automation to attract and nurture better quality prospects for your business.

Inbound marketing makes so much sense. Why waste time chasing and harassing your prospects with outbound marketing. It's expensive, exhausting and when you switch it off - your sales dry up. Inbound marketing brings lead to your door, it's always on and closing deals is often quicker

Automation isn't scary. It provides an opportunity for a more personalised experience for prospects. That's good for them and good for you. It also provides a more efficient and measurable way to nurture prospects - saving you time and resource.

WHAT MAKES US DIFFERENT?

- We're built from the ground up to focus only on inbound marketing and marketing automation. We haven't just bolted it on.
- We aren't an agency. We are a managed service that blends the best technology with brilliant people to develop the strategy, content and creative to make it work.
- We provide fixed pricing - based on deliverables not hours.

WHO WE WORK WITH.

IF YOUR BUSINESS HAS THE FOLLOWING CHARACTERISTICS, THEN WE WOULD BE A GOOD MATCH TO HELP YOU:

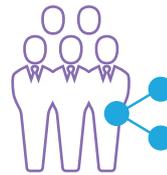
- Your product is a considered purchase - so you understand the need to nurture leads
- Your website is an important (possibly underutilised) source of leads
- You have a sales team

That said, please get in contact and if we can't help, we know lots of other people that can.

Recent projects include:consult a marketing company or agency that specialises in this field to help you find the right



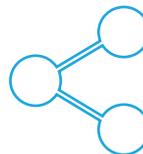
BOOSTING WEBSITE VISITORS BY 80% USING SOCIAL MEDIA



INCREASING LEADS FOR A B2B BUSINESS BY 300%



USING CONTENT TO DRIVE LEADS UP BY 180% FOR A GLOBAL TECH BUSINESS



HELPING A FASHION INCREASE SALES BY 75% USING CONTENT AND SOCIAL CHANNELS

LET'S DO THIS TOGETHER



Has this wet your appetite to find out more?

We would love to take you through how we can help you and your organisation increase good quality sales leads by analysing your current inbound and top of the funnel activity.

We offer 4 different pricing packages that have been expertly sculpted to make sure there is a package for every size of organisation budget. Each package delivers various levels of content and engagement, allowing a full nurturing journey to take place. All activity is recorded and monitored along the way, always ensuring the very best results and ROI.

INTERESTED? WE'D REALLY LOVE TO HEAR FROM YOU.



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