

## Traditional, Outbound Marketing , vs “New” Marketing



Source: Social Media Academy

Outbound Marketing essentially broadcasts your message to people that didn't even ask for your information. The chances that you hit enough people that are thankful for the information as opposed to annoyed, is slim. Outbound Marketing can essentially alienate potential clients.

This does not eliminate the need for tangible informational packets, business cards and flyers, it just needs to direct to those that have asked for the information already, hence social media likes and followers.

Inbound Marketing engages potential customers with relevant information that you have already determined they are interested in. By 'entertaining' them with helpful and engaging information, such as CTAs (Calls To Action) and solutions to a need they may have, you are building trust and a loyal relationship with potential clients.

Example: My daughter skinned her knee and there is now a small blood stain on my cream carpet. First, I try the carpet cleaner I have on hand, to no avail. I then go online for advice, as do 90% of customers out there today. I post to my friends on Facebook for advice, and google, "blood stains." I follow a link to a page with a list of remedies for the stain; try them all, again, to no avail. I have now determined I need a professional carpet cleaner. Once again, I look to the web, and social media, to find a company that can solve my problem. If your company doesn't have a prominent place on social media or is not easily found by search engines, I will not find you. *You must engage your customer during the research stage, where your remarkable content has educated, entertained, and engaged them, leading to choosing you over your competitor.*