



# How to Successfully Combine the Powers of **INBOUND & OUTBOUND** MARKETING

# INTRODUCTION

Once you understand inbound and outbound marketing as separate concepts, whether through reading other Ledgeview Partners or Act-On Software resources, or through other research you may conduct, you may develop an inkling that they work better in harmony than they do apart.

If your research has led you to this conclusion, you are reading the right eBook!

In this guide, we help you see how inbound and outbound marketing work better together. While powerful apart, when you integrate both into your overall marketing plan, you will realize some amazing benefits ...





# TABLE OF CONTENTS

1. How to Define Inbound and Outbound Marketing
2. How to Combine the Powers of Inbound and Outbound to Drive Success
3. How to Measure Your Success
4. What's Next?
5. How to Activate Your Dual Powered Marketing



# HOW TO DEFINE INBOUND AND OUTBOUND MARKETING

For the purpose of this eBook, we describe inbound and outbound marketing in these ways:

## INBOUND MARKETING

Historically, inbound marketing is undefined, as it's a relatively new concept to the marketplace that is still in emergence today. Therefore, modernly, we define inbound marketing as activities that are designed to attract the attention of customers and prospects with the purpose of giving them a reason to come to your business.

## OUTBOUND MARKETING

Outbound marketing, on the other hand, has gotten a bad rap due to its legacy reputation that focuses on pushing a message to mass audiences. It's a one-size-fits-all "Mad Men" era approach that uses billboard ads, TV ads, radio ads, etc. to get a brand's message across. The real bur is that it often costs significantly more than inbound tactics. Due to the lack of personalization and interruptive nature, it's been pushed away over the years.





# HOW TO DEFINE INBOUND AND OUTBOUND MARKETING



However, outbound marketing has evolved to meet modern consumer demand. Now, outbound marketing is described as pushing relevant messages to known personas, addressing their pain points and interests to your company's benefit. This style of marketing helps keep your company top of mind throughout their decision-making process. The buyer's journey is more effective for both parties.

**When comparing inbound and outbound marketing, inbound stands out as pull marketing, whereas outbound is classified as push marketing, because with inbound you are using a number of tactics and attractive content to pull the attention of your prospects to your brand.**

# HOW TO COMBINE THE POWERS OF INBOUND AND OUTBOUND TO DRIVE SUCCESS

Now that you know the best tactics and tools for inbound and outbound marketing success, it's time to learn about how to successfully integrate the two strategies.

The secret to integration is planning across the customer experience. You want to build bridges across media functions, and construct your marketing plan as a whole all while considering how to move the customer along his or her buying process.

These tips for success will help ensure a successful integration of inbound and outbound marketing strategies within your organization. ☚

## 1. DEVELOP A COHESIVE MARKETING STRATEGY

Make sure to retain your brand voice throughout all your messaging, while ensuring the topics and pain points you're addressing are relevant to your prospects' personas and stage of their journey.

## 2. TRACK KEY METRICS ACROSS THE BUYER'S JOURNEY

Consider metrics like cost-per-leads (CPL) and lead-to-sales or lead-to-opportunity conversion rates and connect your marketing performance to sales generated.

## 3. PLAN YOUR CONTENT

Content assets are used to attract prospects to your brand and make a compelling offer to stimulate response in outbound strategies. and Make sure your sales team has access to your content so their messaging is consistent with your brand and they can provide relevant content for some of the discussions they're having with prospects.

# HOW TO COMBINE THE POWERS OF INBOUND AND OUTBOUND TO DRIVE SUCCESS

## 4. MAKE SURE YOU'RE CONSIDERING THE SOURCE AND ACTIVITY FROM INBOUND LEADS

Do this before you're transitioning into outbound tactics. Meet with your sales team to see which actions generated from your inbound marketing efforts indicate customers are more than likely ready for a conversation, and which actions imply that a prospect requires more nurturing before reaching the decision-making stage. This will really help align your sales and marketing teams.



## 5. DEVELOP AN INTEGRATED MINDSET

There should be no walls between your inbound and outbound strategies. They both contribute to the new opportunity to attract, convert and expand your customer relationships.



# HOW TO MEASURE YOUR SUCCESS

Once you turn the page to complete the teachings you've found in here and start to implement them, it's time to measure the success of your efforts. How? The best place to start is to define your metrics for success, which will help you set clear goals for what you want to do.

Do you want to generate leads? Build brand awareness? Increase lead to opportunity conversions? Retain and expand the contracts of your existing customer base?

You should clearly define what your primary goal is, and then map your objectives to the different stages in your buyer's journey.

Different objectives become more detailed and specific during different stages of the buyer's journey.

You are more likely to focus on website traffic and visitors, for example, in earlier stages of your sales funnel that rely on inbound tactics, and then transition to measuring conversions and engagement of your outbound tactics.

Once you've identified these goals, you need to include a time period for when they should be achieved, and share these goals and timelines with your entire team so everyone is clear about what your objectives are, how you'll measure your success, and what you can do to bring your entire strategy together.

**Combining the powers of inbound and outbound marketing will get you far in business.**

EXPERT TIPS FOR SUCCESS



# WHAT'S NEXT?

There's a lot that goes into an effective inbound marketing strategy, as you probably now realize. With this eBook, you now have the tools to help you form a successful inbound marketing strategy.

Do you want to learn more about the power of combining inbound marketing with outbound marketing to drive success?

If you liked the insight shared in this eBook, learn more about activating your dual powered marketing in the master guide from Ledgeview Partners and Act-On Software eBook (shown right). In this eBook, we cover everything to help guide you to success. Topics covered include:

- **Defining Inbound Marketing**
- **Defining Outbound Marketing**
- **Defining the Buyer's Journey**
- **Best Practices for Inbound Marketing**
- **Best Practices for Outbound Marketing**
- **How to Integrate Your Inbound and Outbound Marketing Strategies Into Your Business Plan**
- **How to Measure Your Success**

This eBook is available for complimentary download at [LedgeviewPartners.com](http://LedgeviewPartners.com).



**Learn more at**  
[LedgeviewPartners.com](http://LedgeviewPartners.com)

## ACTIVATE YOUR DUAL POWERED MARKETING WITH ACT-ON AND LEDGEVIEW PARTNERS

The Marketing Experts at Ledgeview Partners can help provide you a thorough business analysis to identify if a solution like Act-On Software is right for your organization.

With Ledgeview Partners' Marketing Consulting Services, we can help you to define your buyer persona's, and customer segmentation. Create alignment strategies between sales and marketing through technology integration and develop lead generation, nurturing, and customer retention programs. With a customized set of metrics and goals to measure success and ongoing training resources, your team will have all the tools they need! If you're strapped for resources, don't fret. Let Ledgeview Partners take the weight off your shoulders.

**Learn more about our Marketing Consulting Services at**  
**[LedgeviewPartners.com/Marketing-Consulting](https://LedgeviewPartners.com/Marketing-Consulting).**

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