



## Inbound vs. Outbound Marketing

### Powerful Partners

Batman and Robin. Yin and yang. Peanut butter and jelly. Sure, each can stand on its own. But together, they are complete. Together, they can reach their full potential.

The same goes for inbound and outbound marketing.

#### Inbound marketing

The invasion of internet and mobile communications in our day-to-day lives has developed inbound initiatives into a new world for marketing. Such inbound outlets have proven themselves as strong, economical options for marketing and advertising in this digital age. These campaigns involve nonpay outlets, i.e., social media, blogs, podcasts, newsletters, search engines, white papers and video. This approach also feeds off word-of-mouth among existing and

potential customers, and referrals.

Social media — notably videos for Facebook and YouTube — is a growing resource in the inbound approach, as nearly 50 percent of marketers plan to add these formats to their campaigns within the next year, according to HubSpot, an agency that offers educational software and support for

inbound marketing and sales initiatives, in its *The State of Inbound 2016* report. Such an approach better engages potential (and existing) customers.

Another noted focus for marketers over the next 12 months is mobile. “Content must fit on-the-go habits. Mobile notification will play a larger role in how consumers discover content.”

However, mobile, social and other such mediums are not playing the only roles in marketing campaigns. Inbound marketing is flourishing, yes, but for many campaigns, it simply isn’t enough — a greater, wider impact is needed, and can be achieved through the more traditional approach: outbound marketing.

The outbound method offers benefits from its tie to the business-to-business (B2B) angle, where marketing targets are already established. In the business-to-consumer (B2C) market, which fits the inbound approach, companies must proactively seek out marketing targets.

#### Outbound marketing

These campaigns essentially “buy attention,” relying on more traditional marketing and advertising, i.e., TV and radio advertisements, direct paper mail, cold calling, sales flyers, telemarketing and others. These outbound approaches can reach consumers

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through general media advertising, in-person contact (face-to-face meetings, trade shows, etc.), or the more impersonal tactics (cold calling, blanket emails, etc.). These generate leads and, ultimately, sales.

Outbound marketing is an advantageous way to brand a company or product. And once the brand becomes more established, it becomes easier to market that online via social media, search engines, etc. Inbound marketing is also a good branding outlet, but if the masses don't have an initial idea or knowledge of your brand (established through outbound mediums), companies' efforts could be futile.

**A powerful marriage**

Both inbound and outbound marketing tout

separate strengths and weaknesses that can complement each other.

Outbound marketing, such as bulk emails and pay-per-click advertising, can quickly offer companies a jump-start before diving into inbound marketing. "Outbound marketing can (and should) be done in coordination with inbound marketing, and is often successful to identify key areas that inbound marketing can address at a lower cost than outbound marketing," according to Kris Nickerson Inc., an agency that offers marketing services including content planning, inbound/outbound marketing, copywriting, training and social media.

Inbound marketing involves internet search engines, as well, like Google and Yahoo, to connect customers with businesses

in all corners of the globe. A general search will present thousands — sometimes millions — of hits for a product or type of company. Establishing presence via traditional marketing, prior to going online, spreads the word among the masses, and can make that company the recognizable front-runner in a web search.

The mix of traditional (outbound) and new age (inbound) marketing initiatives can work most effectively and reach the most amount of people when done hand-in-hand. Magazine and other print advertisements are highly effective, as are TV and radio spots; follow that up with social media, search engines and other such mediums, and you've got the potential for a comprehensive powerhouse campaign.



**From the Vice President**

**Making Inbound Work**

**How do you monitor** a marketing investment? If anyone has the answer, I'll gladly partner with you and whatever software algorithm you have so we can become billionaires. After all, look at the client base! All those Apple billboards you see on the highway in California — how do they know which iPhone was sold because of that billboard on the 101? Similarly, how does a company like Anheuser-Busch know if a convenience store purchase of their products is the result of a TV or radio ad?

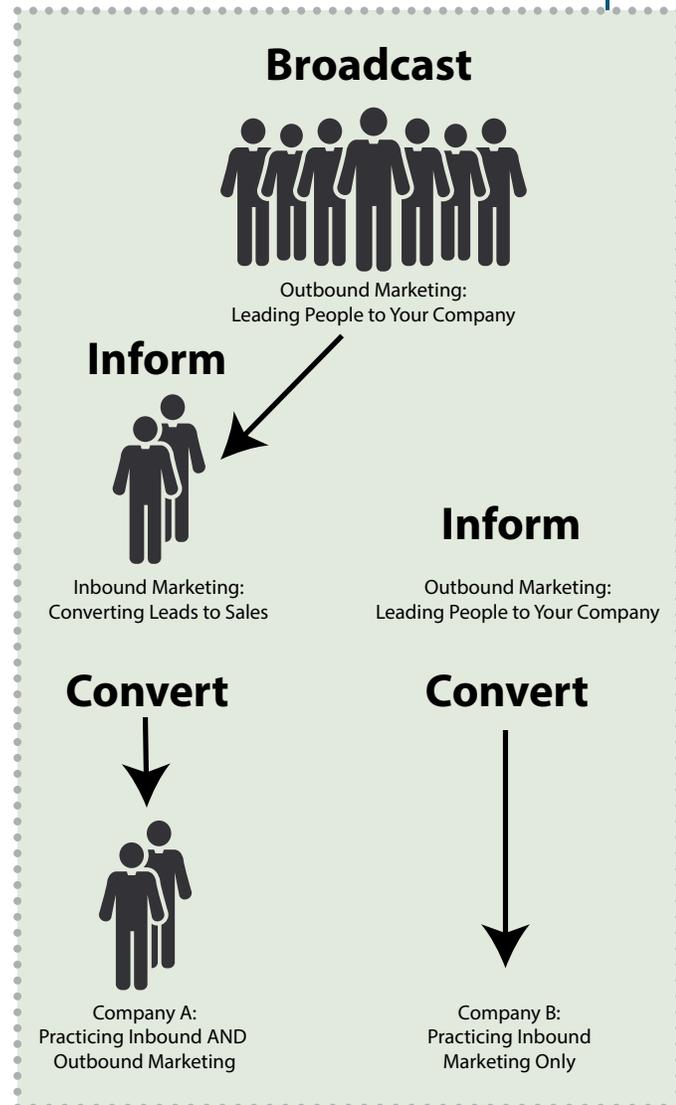
Business-to-business marketers have similar concerns. Have you ever been to an airport and seen a "spam" filtering device on signs or billboards. Are companies tracking sales from those?

There's a lot of talk about inbound marketing lately, and rightfully so. It is a great way to track and convert leads into sales. What is falling by the wayside is the talk of where those leads come from. Did someone go to your website because they saw you at a trade show? Maybe that person saw your magazine ad from a 3-year-old issue of *Photonics Spectra* in the waiting room of a client's office.

When you look closely at inbound marketing, you have to remember that people need to come to you in order to be tracked. While Photonics Media has some great inbound marketing tools at your disposal for lead generation, it's important to remember that you need to also have that push out there to lead people to your marketing/purchasing funnel. You may have the best lead tracking or CRM software in the world, but it will be useless if there is nothing to track.

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## Inbound, New Age Marketing . . .

. . . involves the promotion of a company through outlets available in the digital world.

- Social media (LinkedIn, Twitter, Facebook)
- Blogs
- E-newsletters and e-books
- Internet search engines
- White papers
- Video
- Optimized websites
- Event sponsoring
- Pay-per-click advertising

This content marketing approach also feeds off word-of-mouth among existing and potential customers, as well as referrals.

“Inbound marketing is all about creating a good reputation. You’re earning your potential customer’s interest, rather than forcing your attention on them,” according to Kris Nickerson — founder of Kris Nickerson Inc., an agency that assists with lead generation, inbound/outbound marketing and training — in a LinkedIn article focusing on “helping businesses to generate leads and retain customers.”

## Outbound, Traditional Marketing . . .

. . . relies on more established marketing and advertising methods.



- Print advertising
- TV and radio advertising
- Billboards
- Direct paper mailings
- Cold calling
- Print sales flyers
- Telemarketing
- In-person meetings
- Trade show booths

Such marketing is essentially a proactive approach to establishing a customer base, and allows the company to make a quick impact on the target market. “It’s also easy to split test marketing pieces (sales letters, web pages, ads, etc.) to see what’s working and what’s not working,” according to Nickerson. “Done correctly, you can also easily track the path from putting out the advertisement to the potential customer coming back in on that same path using specific tracking codes and landing pages.”

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# Grow with Photonics Media!

## Webinars

Bring your technology leadership to the next level with a custom webinar or webinar sponsorship! A custom webinar with Photonics Media puts your expertise in the spotlight. These webinars draw qualified attendees and build solid leads from the industry's No. 1 global audience.

Custom webinars allow you to be the sole sponsor of your own webinar, and personally connect with viewers interested in your products. You choose the topic; we promote it, gather the audience and help you produce a successful presentation.

## QUICK STATS

- Popular web series to educate the industry
- Cutting-edge technology topics
- 7,600+ registrants in the past 12 months
- Consistently high registration-to-attendance ratio
- Full-contact lead generation



## Upcoming Webinars

### Vision Guided Robotics

Oct. 6, 1 p.m. (EST)

This free webinar will center on vision guided robotics (VGR), and selecting and implementing the best vision guidance system. David Bruce of FANUC America will discuss the two subsets of VGR, 2D and 3D, and go over the proper techniques for a vision guidance system that includes the latest advances in the technology.

### Choosing the Right LED for Medical Diagnostics and Bioanalytical Systems

Oct. 19, 1 p.m. (EST)

Sponsored and presented by Excelitas Technologies, this free webinar will focus on key factors to consider when choosing a light source for medical or bioanalytical diagnostic equipment. Among them: wavelengths, uniformity, technology platforms, thermal management, light delivery, power budget, and economy of space.

For more information, to register for a webinar, and to access on-demand webinars, visit [www.photonics.com/webinars](http://www.photonics.com/webinars).