



DOES OUTBOUND MARKETING STILL FIT IN TODAY'S MARKETING LANDSCAPE?

The DiscoverOrg 2015 Outbound Marketing Study

INBOUND vs OUTBOUND

Media mavens claim inbound marketing is "in" and outbound marketing is "out".
WHAT STRATEGIES ARE MARKETERS ACTUALLY USING?

DO OUTBOUND TACTICS STILL MOVE THE NEEDLE?

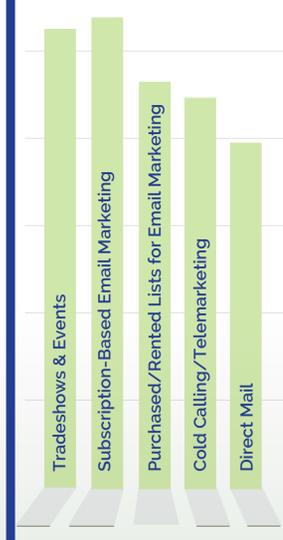
28% of marketing organizations have three or more people DEDICATED TO OUTBOUND MARKETING

NEARLY 75% OF MARKETING ORGANIZATIONS have at least one person dedicated to Outbound marketing

THE MOST EFFECTIVE MARKETERS WILL MAXIMIZE REVENUE BY USING BOTH

INBOUND+OUTBOUND TACTICS

WHICH MARKETING CHANNELS ARE A PART OF YOUR MARKETING MIX?



EMAIL MARKETING TOPS THE LIST
When it comes to effectiveness, email marketing ranks highest on the list, followed by tradeshows with over 80 percent of marketers citing the events as somewhat to very effective.

COLD CALLING: PAIR WITH RESEARCH
This strategy is only effective when paired with the right data. Before making a call, it's important to learn who makes decisions within prospective organizations, how the organization is structured, what technology the business is currently using, and any other company initiatives.

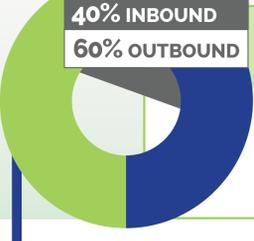
TRADESHOWS ARE MISUNDERSTOOD
Leads collected at a tradeshow are essentially useless until the sales team qualifies the leads that show the most promise, conducts research to determine the best person to contact at the organization, and follows up with a personal message.

STRENGTHS OF OUTBOUND MARKETING

Simply put, outbound marketing tactics work. Here's a closer look at why these tactics are so successful for B2B sellers today.



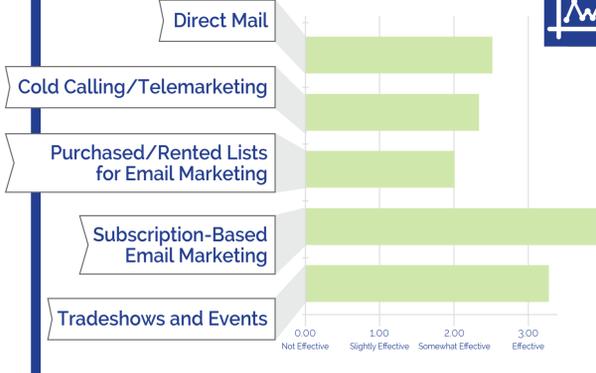
OUTBOUND MARKETING IS FASTER, EASIER & MORE TARGETED.



BENEFITS OF OUTBOUND STRATEGIES ARE DIFFERENT THAN THOSE TOUTED BY INBOUND ADVOCATES.

The best organizations will execute a strategic mix of both -- one with long-term content development that allows for leads to come to you as they are actively seeking a solution while also working to immediately get ahead of prospects that show the most promise.

HOW EFFECTIVE ARE OUTBOUND MARKETING CHANNELS AT GENERATING QUALITY LEADS?



DATA INSIGHTS

Email Marketing ranks the highest in terms of usage and effectiveness, but traditional telemarketing and tradeshows are still widely practiced tactics that continue to generate leads for B2B sellers when paired with the right data and follow up strategies.

TAKEAWAYS FOR B2B MARKETERS



DATA PROVES THAT OUTBOUND REMAINS A CRUCIAL PART OF THE MARKETING TOOLBOX.



INBOUND CONTENT DEVELOPMENT
programs require long-term preparation and growth.

BRANDS NEED TO INVEST MORE TIME & RESEARCH INTO COLD CALLING

MAKING DIRECT CALLS WORKS because it's simple to execute & can be adjusted quickly over time.

WANT THE FULL REPORT?
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OVERALL, WHEN PAIRED WITH THE RIGHT DATA, OUTBOUND MARKETING CAN:

- BRING LEADS IN THE DOOR MORE QUICKLY:**
Outbound strategies require little advanced preparation or long-term development. These tactics are easy to deploy and lead to immediate results.
- TARGET COMPANIES YOU WANT TO GO AFTER:**
Outbound techniques give you the power to reach high-probability buyers. Armed with the right information, you can target companies that are most likely to be a fit for your product.
- EDUCATE COMPANIES ON FIXABLE PROBLEMS:**
By reaching out to prospects directly before they've conducted research and formed an opinion, outbound marketing allows you to educate businesses on why your product is the right fit by giving you control over your brand's message.
- ENTER THE SALES PROCESS SOONER:**
Outbound marketing enables you to close deals faster. You reach the right prospects, provide them with personalized messaging, and engage them before they're influenced by other information. With outbound marketing tactics, you can own your company's sales funnel.

*These findings were compiled from a survey of B2B marketing and sales professionals conducted by DiscoverOrg and Marketing Profs.



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