

# YOUR 10 MINUTE INBOUND MARKETING PITCH



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## THE PROBLEM

- Traditional marketing is becoming less effective as audiences filter messages that interrupt their day
  - Marketing ROI is difficult to measure
  - Outbound marketing has a high cost per lead
- (Lay out how these problems affect your goals as a business)

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## THE SOLUTION

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Inbound Marketing is the strategy of drawing potential customers to your platforms by providing content or experiences which they value rather than interrupting their chosen activities with advertisements.

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(Showcase 1 good example of a similar business and the results they achieved)

- Inbound Marketing produces an average of **54% more leads** than traditional marketing and costs up to **61% less per lead**
- Inbound Marketing creates a measurable ROI for the majority of businesses. Helpful in projecting future growth.

(Lay out how this can help the business to move closer to a current goal)

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## CONSIDERATIONS

- It can take several months to see results.  
(Explain your proposed strategy to avoid a decrease of leads in the meantime)
- Requires time dedicated to developing new strategy and creating or repurposing content  
(Explain how this resource can be acquired)

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## INVESTMENT

Time resource estimated:                      Tools:

Other Expenses:

Projected lead/revenue gain in \_\_\_\_ months:

# Notes

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## Useful Facts and Stats

80% of companies see a good increase of leads within seven months of implementing Inbound Marketing.

Many assets created for Inbound Marketing continue to gain value over time without additional investment.

Lead nurturing helps companies generate 50% more sales-ready leads at 33% lower costs.

SEO-generated inbound leads have a 14.6% close rate compared to outbound sales conversion rates of around 1.7%.

70% of people would prefer learning about a company through content than through advertising.

### Increase of leads after...

	6 Months	12 Months
21-50 starting leads	2.6x more leads in database	7.1x more leads in database
50-99 starting leads	4.1x more leads in database	11.7x more leads in database
100-499 starting leads	3.7x more leads in database	30.6x more leads in database