YOUR 10 MINUTE INBOUND MARKETING PITCH



1

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)

2

THE SOLOUTION

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.

(Showcase I 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)

3

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 aquired)

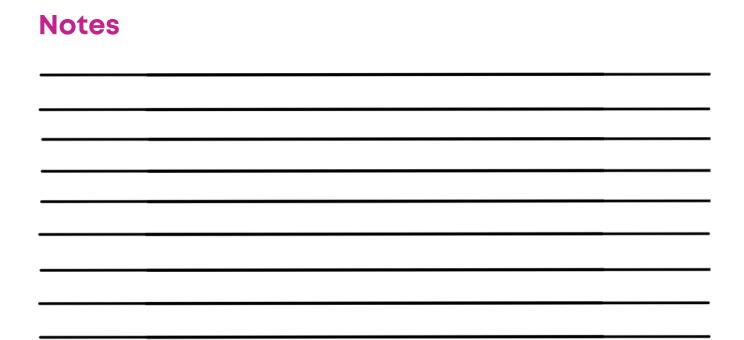
4

INVESTMENT

Time resource estimated: Tools:

Other Expenses:

Projected lead/revenue gain in ____ months:



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