

Marketing Agency

Inbound and Outbound Marketing

The term marketing often brings thoughts of shouting a message to the public in hopes that a percent of the population will stop by and make a purchase.

Outbound marketing is what is understood as traditional marketing where you place a radio or TV ad. Outbound marketing is about sending out your message knowing that there is a percent of the population that is open to making a purchase.

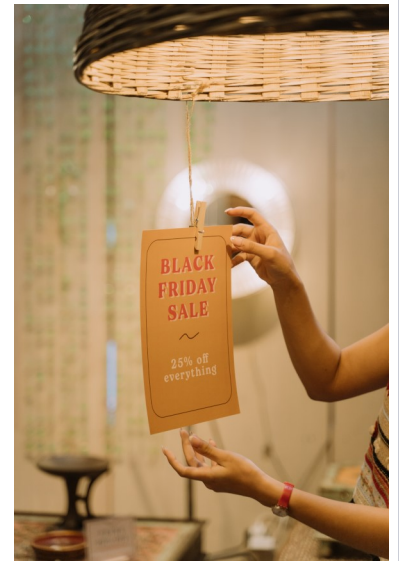
Your marketing needs to work harder than one direction synergy. Part of your marketing budget should be set aside for inbound marketing. What is inbound marketing exactly?

Think of a website that asks users to enter their email address for the purpose of signing-up for a newsletter.

Another example is a website that talks about a solution to a specific problem. On the website, there is a form for users to complete so that they receive a free white paper on the very solution.

Outbound marketing sends out your message while inbound marketing is catching those that are already interested.

Talk to our Marketing Associates today. Let's review your current marketing efforts, then create a plan to move you forward.



Ideas for new media marketing

New media marketing in simple terms is marketing your business using online channels.

To start, create a website. Afterwards, you will want social media, cross-site links, blog posts, recommendations from bloggers

as well as the general public. Think of other ways you can generate interest online.

- Newsletters
- E-Mail campaigns
- Promotional videos
- Webinars



(833) 4-BIG-PIC

(833) 424-4742

(623) 562-3000

corporationassociates.marketing