

The background features a dark grey color with faint, light grey line-art illustrations of various mechanical components. On the left, there's a long cylindrical tool, possibly a drill bit or a shaft. In the upper right, several interlocking gears of different sizes are shown. At the bottom, there are more gears and what looks like a gear train or a set of pulleys. The overall aesthetic is technical and industrial.

Marketing Needs Assessment: Inbound vs. Outbound vs. Paid

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SCENARIO	INBOUND	OUTBOUND	PAID MEDIA	RATIONALE
If generating fast results is significantly more important to you than building a sustainable marketing machine	10%	60%	30%	Inbound marketing is a long-term, sustainable solution – not an overnight fix. Outbound and Paid Media are NOT sustainable, but can drive faster results.
If your marketplace is heavily saturated with competition	20%	50%	30%	Inbound relies heavily on SEO (search engine optimization). And SEO success becomes more difficult to achieve when you're competing against a high volume of other websites. So direct marketing (outbound) and paid media may drive better results.
If very little true differentiation exists between you and your competitors (your product or solution offering is a commodity)	20%	50%	30%	Resourceful content will be key to Inbound Marketing and SEO success. The more commoditized your offering, the more difficult it becomes to publish insightful content with a unique point of view. Direct marketing and paid media may drive better results.
If industry giants own the real estate in Google searches for the keywords that are most important to your business	20%	50%	30%	Big companies that carry a high level of authority in the real world often possess websites that carry a high level of authority with Google. When this is the case, SEO success can be an uphill climb. Any inbound efforts should focus on true differentiators.
If your target audience is local or regional (rather than national or international)	20%	50%	30%	Well-executed SEO will drive “leads” from all over the country that will be wasted. Direct marketing to a list, paired with geo-targeted advertising will be more effective. Local SEO may also be worth exploring, but commands a different strategy than national SEO.
If your IDEAL customer (account type and persona) are very clear and you could easily build a sizable list of specific individuals to target	40%	40%	20%	A clearly-defined buyer lets you zero in on specific buying triggers, related goals and common questions to fuel your marketing content. This content can be used for SEO (Inbound), Account-Based-Marketing (Outbound) and to support Paid campaigns.
If your business is well-differentiated and/or you fill a distinct niche in your marketplace	40%	40%	20%	The more niche your audience, the more specific your content can be. And the more specific your content is, the less competition you'll find in search engines. A niche audience can also make list building (for Outbound) easier to do.
If your company places significant value on marketing and lead generation and this is reflected in your budget	50%	40%	10%	Ideally, you'll create a balanced strategy consisting of Inbound, Outbound AND Paid Media. Inbound will support your long-term growth goals. Outbound and Paid will drive results in the meantime. But usually doing all three well requires a significant budget.
If your website already has significant authority with Google (strong inbound link profile and rankings for important keywords)	70%	20%	10%	Google wants to show searchers exceptional, highly-relevant content from credible sources. If you're already highly credible in Google's eyes, your content will naturally carry authority. Publishing exceptional, targeted content will be fruitful for lead generation.
If building a sustainable marketing machine is significantly more important to you than generating fast results	70%	20%	10%	Inbound marketing is a long-term, sustainable solution – not an overnight fix. Outbound and paid media are NOT sustainable, but can drive faster results.