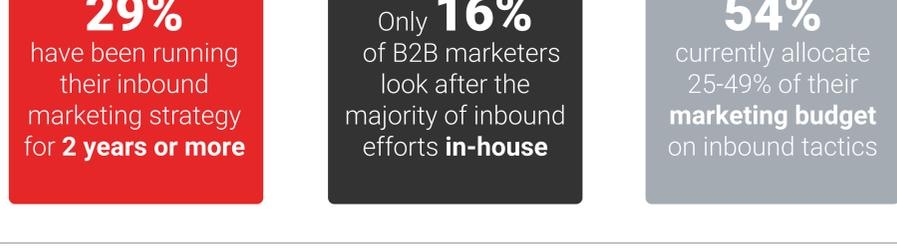


# INBOUND MARKETING IN 2020

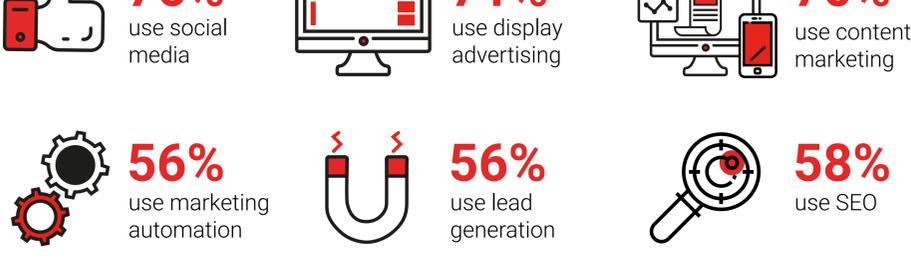
## What is inbound marketing?

Inbound marketing is a digital practice that brings together a number of techniques, including content marketing, social media marketing, search engine optimization and branding. It describes a nurtured approach of producing leads, attracting new business and garnering trust.

## The current state of inbound marketing...



## Inbound Marketing Tactics: Which tactics are used to support inbound?



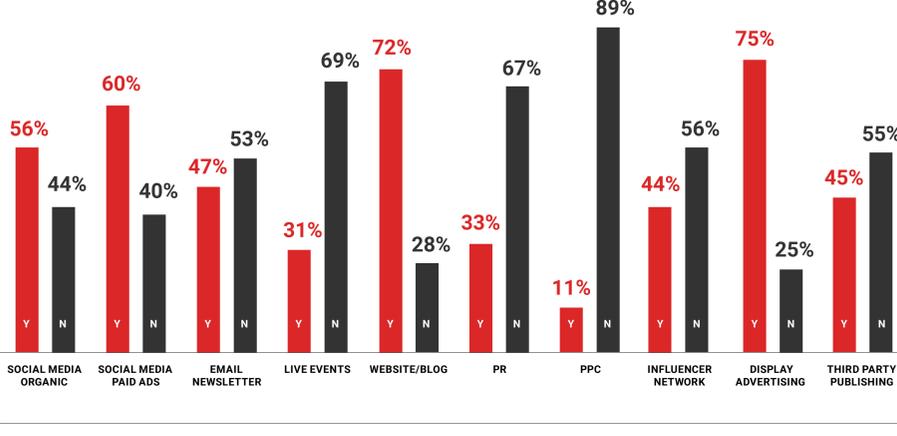
## Inbound vs. Outbound marketing: What are the key differences?

| Inbound Marketing                                     | Outbound Marketing                          |
|---|---|
| The marketer educates                                 | The marketer sells                          |
| The marketer interacts with the audience              | The marketer creates a one-way conversation |
| Valuable content = Bigger success                     | Bigger budget = Bigger success              |
| The customer chooses to see content from the marketer | The marketer interrupts the customer        |

## Inbound Marketing vs. Outbound Marketing: What's the Difference?

[Recommended Reading](#)

## WHICH CHANNELS DO YOU USE TO PROMOTE CONTENT?

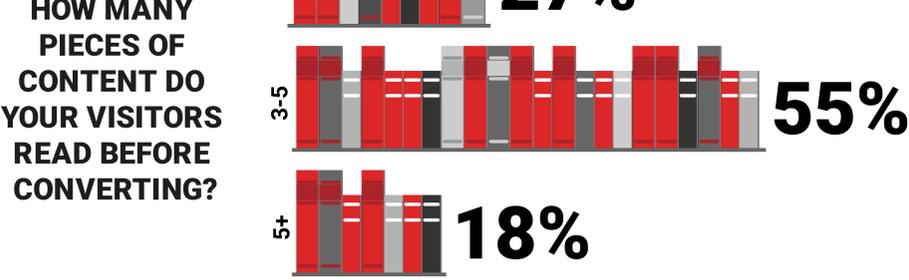


## But which content should you use for Inbound, and when?



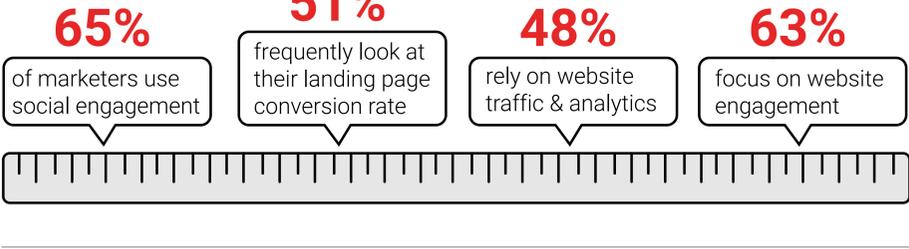
## The challenges of Inbound Marketing

The benefits of inbound marketing are not a quick win. You may find that customers don't convert on their first, second, third, fourth, or even fifth visit to your website or content.

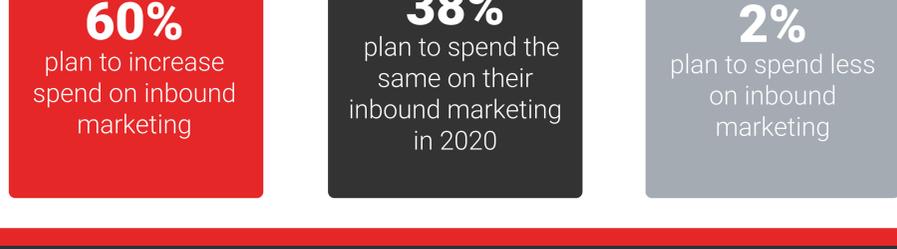


In order to prove ROI and measure the success of your inbound marketing efforts, it's critical you utilize a wide range of metrics and KPIs.

## Measuring success of inbound marketing...



## What are most marketers planning for inbound in 2020?



This infographic is based on research conducted by Insights for Professionals, on behalf of Inbox Insight, for the B2B Inbound Marketing Insight Report. To access the full report, please click here.

205 senior B2B marketers were surveyed for this report. All the B2Bs are employed by companies with 500 employees or more, and must deploy content marketing or inbound marketing within their organisation.



[Access the full report](#)

## About Inbox Insight

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