

# Inbound vs Outbound Marketing



## Definition

- ☐ Inbound marketing is customer- centric and focuses on converting a customer. Outbound marketing is business specific wherein they just promote their business

## Effectiveness

- ☐ Inbound marketing takes time, whereas outbound marketing doesn't. However, the conversion rate is less because niche specific customers are not targeted

## Customer Perspective

- ☐ Inbound marketing is more engaging and interactive whereas outbound marketing is more business-centric and does not revolve around the customer

## Close Rate

- ☐ The closing rate of inbound marketing is much more as compared to outbound marketing, which makes maximum businesses carry out inbound marketing

## ROI

- ☐ Inbound marketing gives better output due to its customer-centric approach, whereas outbound marketing has a lower output due to its business-centric approach

## Cost Effectiveness

☐

Inbound marketing is less expensive as compared to outbound marketing. Well established businesses opt for outbound marketing whereas SME's prefer inbound marketing

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