

INBOUND VS OUTBOUND LEAD GENERATION



Inbound lead generation uses a trail of exciting content to pull prospects into your business, whereas outbound projects your brand message and product out into the world, searching for new opportunities. Both these approaches can produce exciting lead generation results, but which one is best for your strategy?

INBOUND LEAD GENERATION

PROS

✓
IT'S EFFECTIVE

68% of marketers say their inbound techniques are effective lead generators, whereas only 48% say the same about outbound.

✓
IT'S PERMISSION BASED

Inbound approaches are non-invasive and let prospects discover and connect with your brand on their own preferred terms.

✓
GAIN IMPROVED ROI

Being highly cost effective, 46% of businesses see a healthy ROI from inbound approaches, whereas outbound only delivers this result for 12% of teams.

✗
TIME-CONSUMING

Inbound success relies on creating a continuous stream of relevant and engaging content, costing many teams vast amounts of time and resource.

✗
COMPETITION

Your inbound approaches will always be at risk from competitor outranking or social media dominances, distracting prospects from your brand.

✗
DIVERSE TEAM REQUIREMENTS

A strong inbound team needs expertise in niche areas like SEO, posing a difficulty for teams with limited resources.

OUTBOUND LEAD GENERATION

PROS

✓
REACH MORE PEOPLE

Outbound approaches help your team reach out to those unfamiliar with your brand and unaware of how your solution can help their business.

✓
GET THERE FIRST

Instead of waiting for businesses to discover your brand, outbound processes reach out to contact businesses before competitors.

✓
CONTROL LEADS TARGETED

Targeting campaigns to specific data sets, outbound approaches allow your team higher control over lead criteria.

✗
EXPENSE

Outbound campaigns tend to carry higher costs than those of inbound, proving a challenge in securing healthy ROI.

✗
IT'S INTERRUPTIVE

By directly contacting businesses instead of waiting for them to approach you, outbound techniques can invade upon prospect's busy timetables.

✗
ONE-WAY COMMUNICATION

With so much effort placed in getting your brand message out, teams struggle to customize messaging to better meet buyer needs.

Discover the ultimate lead generation strategy, combining the best of outbound and inbound with Lead Forensics. Identify the businesses visiting your website, and gain contact details for key decision makers, enabling instant, effective follow-up communications.

Book your free demonstration & no obligation trial today!

GET STARTED