

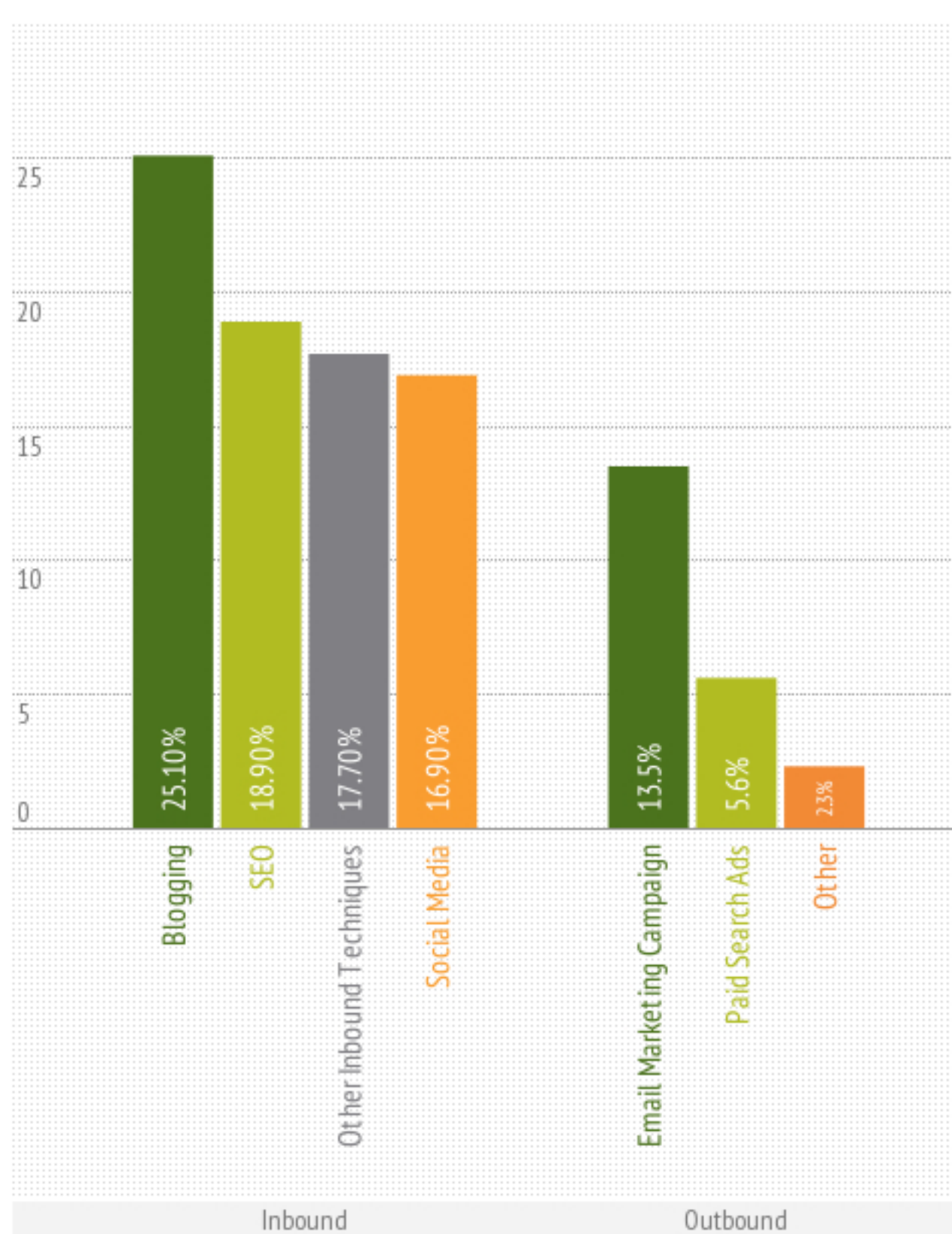
The Adoption of Inbound Marketing

“ ”

“Instead of one-way interruption, inbound marketing is all about delivering useful content at the precise moment a buyer needs it.”

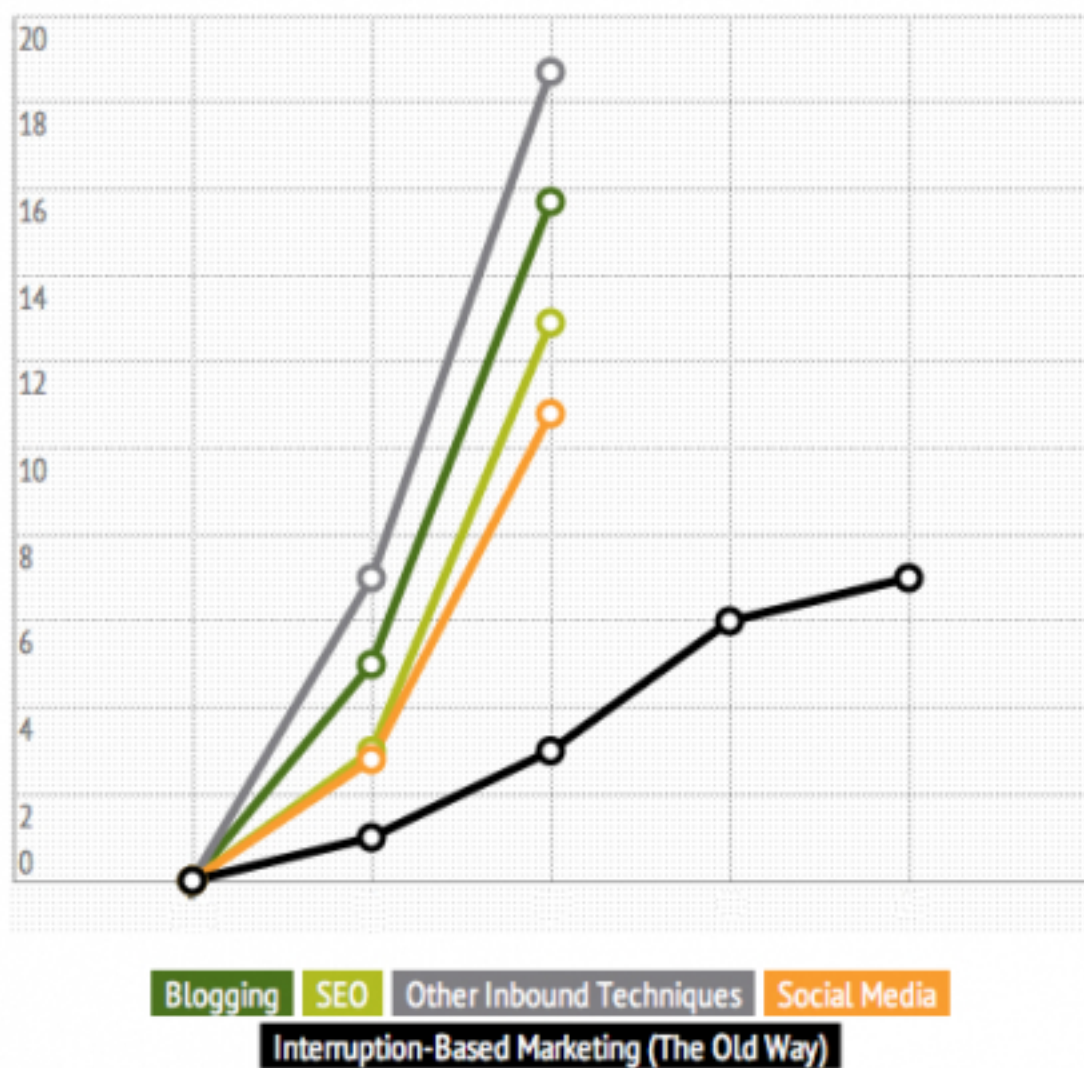
– David Meerman Scott (@dmscott)

Inbound vs. Outbound: Results Compared



Inbound Increases Leads by 20%

...and it creates a more consistent sales cycle...



...leading to the fastest conversions in sales today.

