

KEO Marketing MARKETER'S GUIDE



HOW TO GENERATE LEADS THROUGH OUTBOUND MARKETING



Insight Selling

EDUCATION MARKETING



Inbound
Marketing

LEAD GENERATION



Outbound
Marketing

ACCOUNT BASED MARKETING



Content
Marketing

MOBILE • LOCAL • SOCIAL



Marketing
Automation

LEAD NURTURING

HOW TO GENERATE LEADS THROUGH OUTBOUND MARKETING

How do businesses spread the word about products and services and generate genuine leads? This is the burning question for nearly every business professional. While marketing approaches appear and disappear routinely, one strategy stands the test of time: **outbound marketing**.

WHAT IS OUTBOUND MARKETING?

Outbound marketing is a traditional marketing strategy that reaches out to customers and prospects through general media advertising and in-person contacts. One technique is the blanket method of purchasing broad advertisements on traditional platforms such as television and radio. A second is through face-to-face meetings with customers and prospects, and a third technique entails impersonal outreach methods such as cold calling or targeted email campaigns. Each technique generates leads in their own way to fill your sales pipeline.



WHAT OUTBOUND MARKETING CHANNELS WORK TODAY?

Outbound marketing comprises the techniques mentioned above, with some being more effective than others. Here is a list of the most common traditional outbound marketing methods.

- Television and Radio
- Print Advertising
- Bulk Mail and Catalogs

Today digital outbound marketing strategies use “push” marketing with hyper-personalized targeting and messaging to scale your message to a large audience. Common examples are:

- Email marketing including marketing automation and account based marketing
- Programmatic Advertising: Hyper targeted broadcast and digital advertising
- Retargeted Display advertising
- Personalized Direct mail
- Trade Shows

These new versions of traditional outbound marketing allow you to reach out to targeted decision makers at known companies. They are much more efficient than traditional methods.



WHICH OUTBOUND CHANNEL IS THE MOST SUCCESSFUL?

The **outbound marketing technique** that is generating real success for successful companies is **Account Based Marketing (ABM)**.

By targeting specific businesses that represent your ideal customer you can focus your efforts on the prospects most likely to convert into customers. ABM drives significant increases in qualified leads through a series of personalized and sequenced communications using outbound email, programmatic and retargeted ads, social media outreach and sales calls.

With the help of marketing automation software, retargeting and integrated marketing, you can easily track which tactics generate ROI and adjust your strategies to take advantages of an evolving marketplace.

In addition to generating better quality leads, ABM also often results in a much closer alignment of your sales and marketing groups who must work together for ABM to be successful.



WHAT DOES AN OUTBOUND MARKETING AGENCY DO?

An **outbound marketing agency** learns the details of your business to create an effective **outbound marketing campaign** designed to generate the greatest possible ROI.

A **marketing agency** should help you decide which outreach method is best to suit your business plan and to generate leads that will grow your company. When your audience becomes aware of your company's products or services, you can then work to nurture leads and prospects.

The pace and nature of each marketing campaign are determined by a number of factors. Here are five such factors that influence an agency's campaign creation:

1. **Market variation.** Different markets need different marketing techniques.
2. **Accessibility.** Hard-to-reach markets need specific channels and promotions.
3. **Novelty.** New products or services need greater explanation and promotion.
4. **Competition.** If competition is fierce, you need more robust campaigns.
5. **Budget.** Your budget determines the types of techniques used.



HOW DOES OUTBOUND MARKETING GENERATE LEADS?

Account Based Marketing leverages several channels to generate outbound leads:

- **Email Marketing:** The first is outbound email marketing. Reaching out to warm and cold prospects via email drip campaigns with helpful, educational content is a great way to develop relationships with known decision-makers.
- **Paid Advertising including Programmatic Retargeting:** Paid advertising, an **outbound marketing strategy**, is a proven technique to generate leads. According to **AdRoll's 2016 State of the Industry Report**, 98% of marketers planned to increase their outbound advertising budget. Online display ads are nearly ubiquitous today and can be hyper-personalized for the audience to deliver relevant content at the right time. Google, LinkedIn, Facebook, and Twitter all allow you to target ads to customers and prospects with laser accuracy.
- **Social Outreach:** Leverage the targeting of LinkedIn and other business networks to reach business prospects with similar one-to-one messaging and expand the message of the ABM campaign.
- **Direct Mail:** Another effective outbound marketing technique is direct mail. In research conducted by **Moz and Fractl**, more people said they are likely to buy a product or service after seeing creative direct mail. In the same survey, direct mail positively impacts buying decisions for over 30% of respondents. Also, 53.5% of those surveyed said offers in the mail for discounts, coupons, or free trials were most effective in attracting their business.
- **Sales Outreach:** Once the sequenced email, advertising and mail campaigns build momentum, the next step is having inbound sales people reach out to qualify and advance the sales process to an appointment stage.

An effective **outbound marketing campaign** will leverage the prospect behavior data to influence their strategies. For example, if you find that the data shows prospects are engaging with a particular piece of content or message at a particular stage, you can adjust the digital ABM campaigns to maximize the results.

HOW DOES OUTBOUND MARKETING HELP YOU GROW YOUR BUSINESS?

Outbound marketing, and specifically Account Based Marketing (ABM), help you grow your business by putting you in front of known decision makers. The coordinated, sequenced campaigns help you build rapport and position your company as a strategic advisor.

Research from Google shows that it takes 7 to 16 touches to move a prospect to the next stage.

These campaigns help you leverage automation at scale to “touch” prospects personally, and multiple times with consistency. This multiple touch, strategic advisor strategy is required to break through to prospects who are inundated with marketing messages.

An effective ABM strategy will help you grow your prospect list, position your company top of mind, and generate engaged conversations with your best prospects. Leverage these strategies to build successful, integrated and targeted **outbound marketing campaigns** and see your lead generation efforts multiply.





ABOUT **KEO MARKETING**

KEO Marketing Inc. is an award-winning outbound marketing agency in Phoenix, Arizona committed to generating tangible results for clients. Our proven **outbound marketing strategies** help clients generate leads for significant ROI and to help long-term growth.

For more information and to **request a complimentary consultation, contact us today.**



KEOMarketing

KEO Marketing, Inc. 1 W Elliot Rd, Suite 108, Tempe AZ 85284
keomarketing.com | audit@keomarketing.com | 480-413-2090