

# INBOUND & OUTBOUND MARKETING TRENDS FOR 2021

## INBOUND MARKETING

The secret ingredient to inbound marketing is creating valuable, relevant, and helpful content to create a positive impression in future customers' minds.



### SEO (Search Engine Optimization)



61% of marketers say improving their SEO and growing their organic presence are important to their business

80% of search users are ignoring paid placements



20% of search queries on mobile apps are using voice

### Mobile

More than 80% of mobile phone owners have smartphones

47% of the top 20 keywords rank differently on mobile versus desktop



### Local



50% of mobile users who search locally will make contact within one day

### Social Media



Despite negative news around Facebook, it still reported 1.49 billion daily average users in its third-quarter 2018 earnings report

## OUTBOUND MARKETING



Outbound marketing is about creating and sending targeted educational messages to prospects you have identified to get them to engage with you.

### Email Marketing

The average person deletes nearly half the emails they get every day



### Account Based Marketing

ABM programs allow you to connect directly to strategic prospects by using a multi-touch approach. This way, you can choose your ideal prospects and target them with personalized messages.

