

# THE SHIFT IN MARKETING

A look at the Inbound Marketing methodology

# TRADITIONAL

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Cold Calling  
Cold Emails (SPAM)  
Interruptive Ads  
**Marketer - Centric**

VS.

## INBOUND



SEO  
Blogging  
Attraction  
**Customer - Centric**

# INBOUND

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# WHY THE SHIFT FROM THE TRADITIONAL?

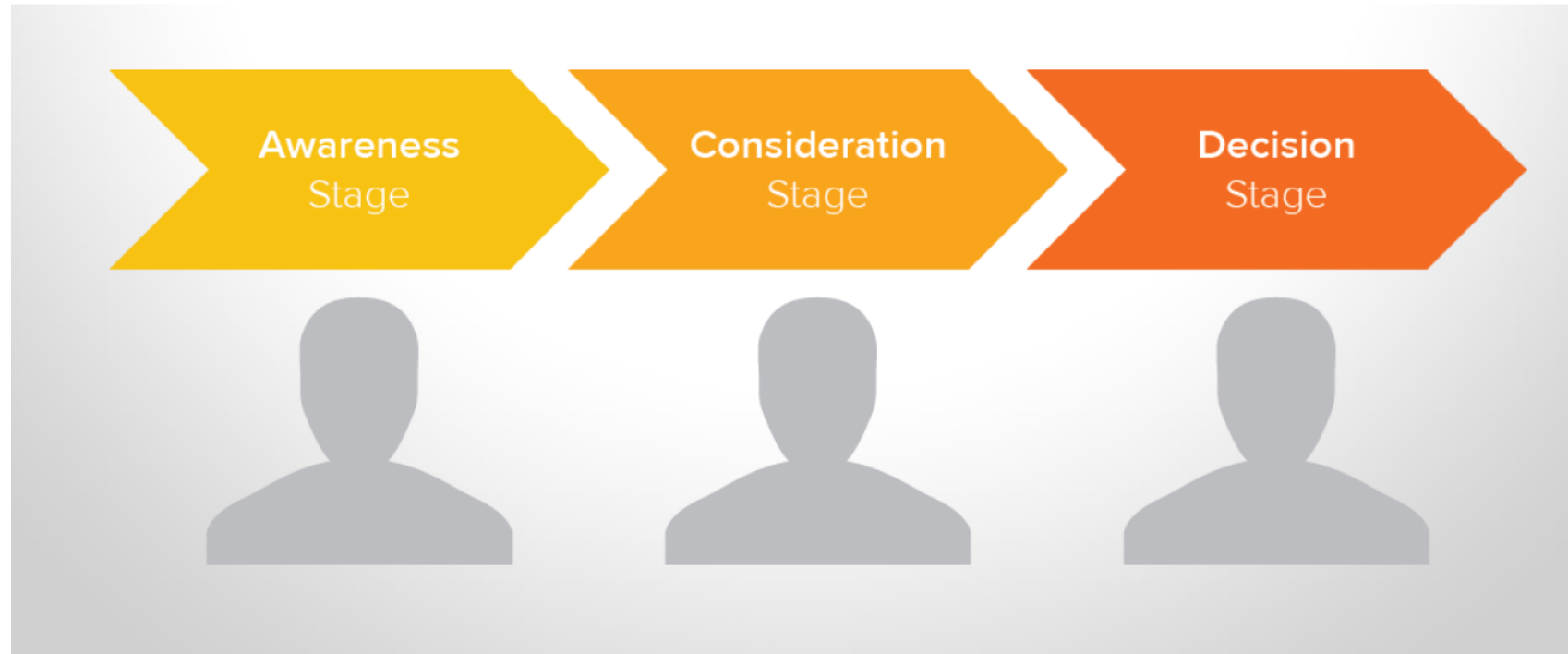
- Change in buyer habits → Buyers have more options and desire more than a product
- Rejection of users (90% of the time) → Considered spam/annoying
- Higher average cost → Print vs. digital
- Frustration of users → In personal space
- Hurts brand image → Seen as impersonal and sales driven

# SEE THE DIFFERENCE?

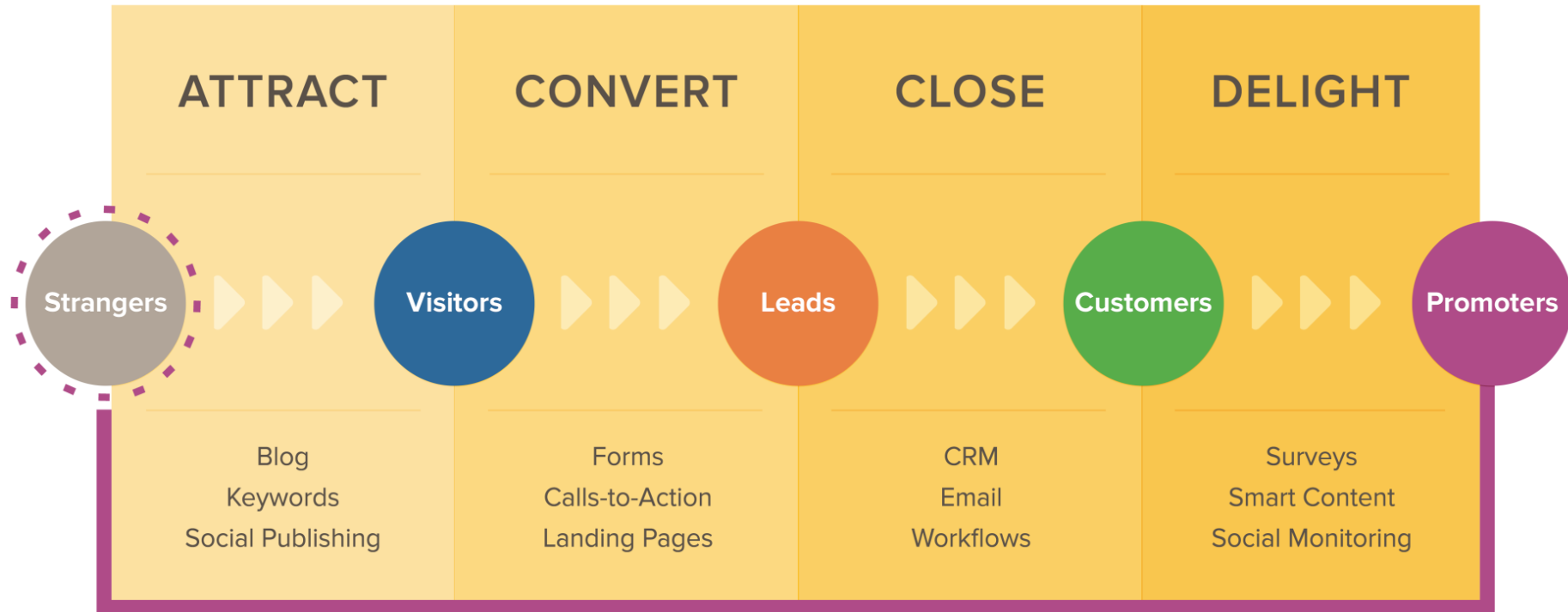
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# THE BUYER'S JOURNEY (CUSTOMER SIDE)



# THE BUYER'S JOURNEY (MARKETER SIDE)



**CONTENT +  
CONTEXT**  

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**INBOUND  
MARKETING**





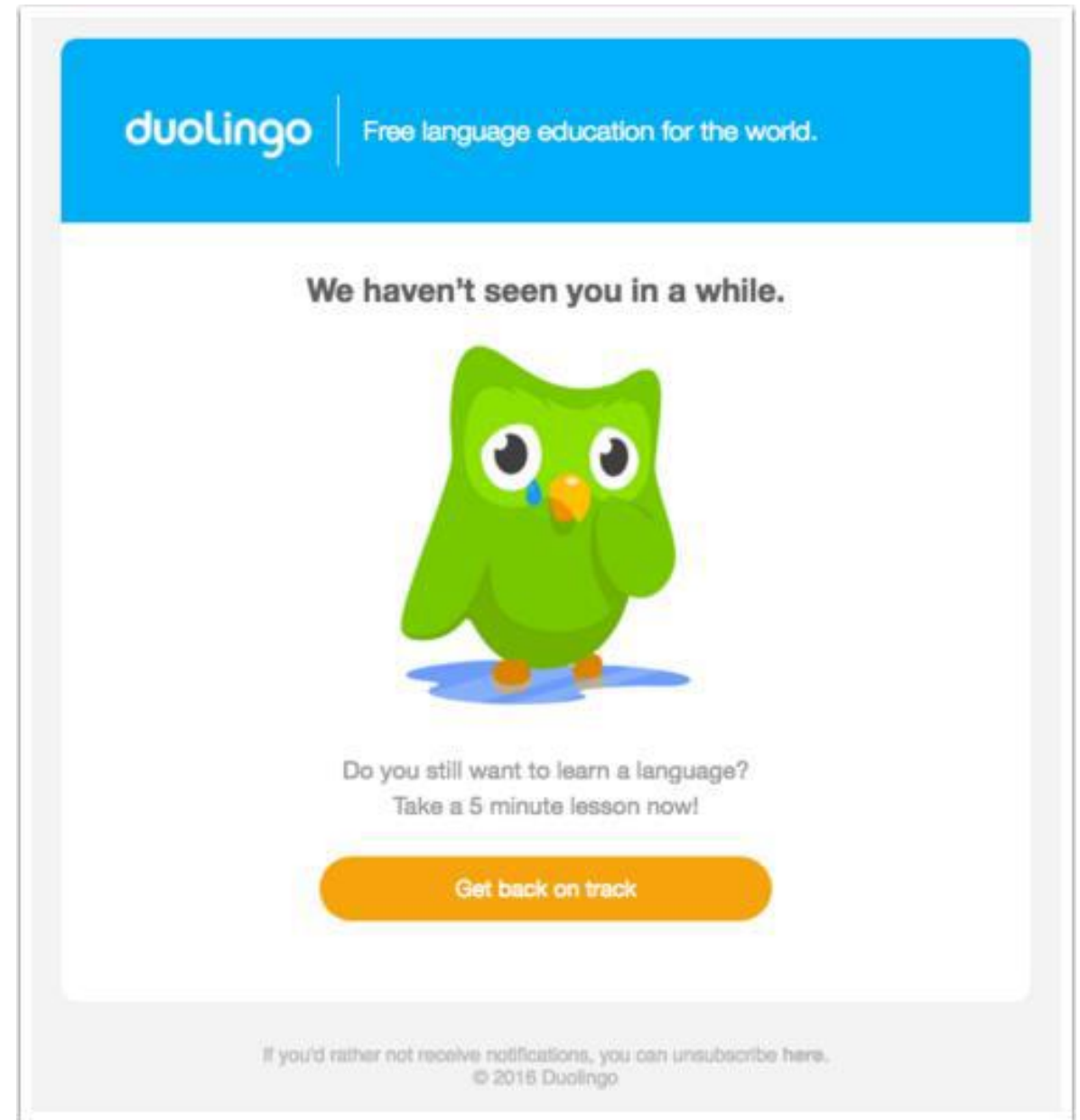
## PROJECT GOALS



- Purposeful
- Contextual/Relevant
- Pointed
- Action driven

# REMEMBER


1. Have a goal
2. Know your audience & stage in buyer's journey
3. Structure around goal
4. Use one CTA
5. Provide benefit & gain trust
6. Analyze performance



The image shows a Duolingo email marketing banner. At the top, there is a blue header with the Duolingo logo and the text "Free language education for the world." Below the header, the main content area is white. It features the text "We haven't seen you in a while." followed by a cartoon illustration of a green owl with a blue tear on its cheek. Below the owl, the text reads "Do you still want to learn a language? Take a 5 minute lesson now!" and a prominent orange button with the text "Get back on track". At the bottom of the banner, there is a small line of text: "If you'd rather not receive notifications, you can unsubscribe here." and "© 2016 Duolingo".

duolingo | Free language education for the world.

We haven't seen you in a while.



Do you still want to learn a language?  
Take a 5 minute lesson now!

Get back on track

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