

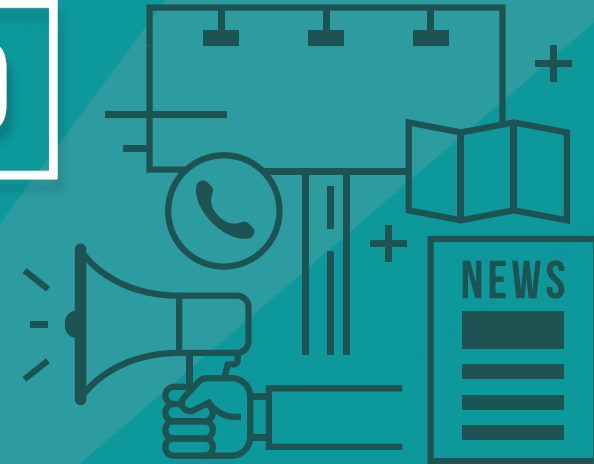


WEBINAR

# LET'S BATTLE

INBOUND *OR* OUTBOUND

*Which is Actually the  
Fastest Path to Sales?*



**Natalie Nathanson**  
Magnetude Consulting  
*Founder & CEO*



**magnetude**  
consulting



**Seth Kinney**  
Inside Sales Solutions  
*VP of Global Sales*

**INSIDE**  
SALES SOLUTIONS

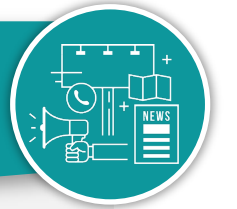
# Definitions



## Inbound

The process of using your company's message to **attract leads** to your business.

- Inbound involves creating content and experiences that potential customers might find valuable, making sure they can find the content, and allowing them to start a conversation with you.



## Outbound

The process of using **proactive outreach** to communicate your company's value to leads.

- Outbound identifies leads and pushes information to them that they might find helpful in order to start a conversation.

# Examples

	MARKETING	SALES
INBOUND	 SEO & Content Marketing	 Social Selling & MQL Follow Up
OUTBOUND	 Email & Direct Mail	 Cold Calling & Cold Email

# Audience Poll

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**Which of these**



**SALES &  
MARKETING  
TACTICS**

**are you currently using?**

*(Check all that apply)*

- Digital Advertising
- Cold Calling
- Cold Emails
- Social Selling
- Email Marketing
- Search Engine Optimization
- Content Marketing

# Digital Transformation Amidst the Current Climate

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Digital marketing accounted for almost 80% of marketing channel budgets in 2020.

Digital interactions with sales reps are up— videoconference is up 41% and online chat is up 23%.


# Our Debaters

**Natalie Nathanson**  
Magnetude Consulting  
*Founder & CEO*



**Seth Kinney**  
Inside Sales Solutions  
*VP of Global Sales*





**Which tactic (inbound or outbound)  
brings higher-quality leads?**



**Has the pandemic had any effect on the way this question gets debated?**





**Which is less expensive:  
inbound or outbound?**



# ***Chat Questions***



**What do I need to have in place to get started with inbound? Outbound?**



**When is the right time to start working  
with Sales Development  
Representatives (SDRs)?**


**Do you start outbound with Marketing  
Qualified Leads (MQLs) or fresh lists?**




**Who should manage the outbound  
team? The inbound team?**



# ***Chat Questions***



**How do you measure and prove  
inbound success?**



**Would you ever consider the role  
hybrid—i.e., when leads are low,  
turning on the outbound  
prospecting funnel?**



The background is split vertically into two halves. The left half features a series of overlapping, fan-shaped segments in various shades of red and coral, radiating from the bottom center. The right half features similar overlapping, fan-shaped segments in various shades of teal and turquoise, also radiating from the bottom center. The text 'Any Last Questions?' is centered horizontally across the middle of the image, spanning both halves.

**Any Last Questions?**

# What should I know about Inside Sales Solutions?

- Boutique outsourced SDR firm that sets over 10,000+ appointments for clients per year
- Over 60 years of experience in creating and advancing pipeline for B2B technology companies
- Services include Appointment Setting, Lead Qualification, Dedicated SDR, and more

VP of Marketing  
**EVOLVEN**

*We have used many different companies in the past but each time I have to choose, I go for Inside Sales Solutions. The main reason though: We win business from their leads.*

**SOPHOS**



**NUTANIX**



**NetApp**



**riverbed**



# What should I know about Magnetude Consulting?

Our engagement model is designed to help clients traverse the critical intersection between growth **strategy** and practical, best practice **execution**...aligned with *how today's buyers buy*.

## Strategy, Assessment & Planning



Go-to-Market Planning



Branding & Visibility



Messaging, Positioning & Segmentation



Marketing Plan & Org Development



Company and Product Launch



Content Strategy & Thought Leadership

## Marketing Plan Execution



Content Development



Demand Generation



Digital Marketing



Sales Enablement



Channel & Partnerships



Events & Tradeshows



Inbound Optimization



Public Relations



Website Creation & Enhancement



# Jump Start Your Lead Gen

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## Marketing Lead Gen Jumpstart \$20,000

Includes:

- 60-minute discovery call to determine focus areas
- Sample focus areas:
  - Lead gen campaign to drive net new leads
  - Content to support sales or marketing efforts
  - Lead nurture leveraging existing content

## Sales Appointment Jumpstart \$17,000

Includes:

- 20 Appointments
- SDR Support
- List Development Services

Need sales *and* marketing? [Contact us](#) to schedule a joint consultation.



## Check your email after this!

All attendees will receive:

- Today's slides
- Webinar recording

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## Thank you!

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Magnetude is a B2B marketing firm that pioneered the fractional marketing approach for small to medium tech-related businesses. The firm offers a wide range of strategic and execution-focused marketing services to seamlessly dovetail into client growth goals. The company specializes in growth strategy consulting and fractional marketing department services including marketing strategy, messaging, branding, websites, content development, digital marketing, demand generation, sales and channel enablement, and brand visibility.

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Inside Sales Solutions is a revenue growth agency dedicated to helping B2B technology sales and marketing teams engage, qualify, and convert more leads into sales opportunities. Inside Sales Solutions partners with clients in the SMB, Enterprise, and Startup space to uncover new opportunities and meet the ever-changing demands of B2B sales. Serving as an extension to your team, we help you eliminate the risk of doing business with our pay-for-performance model that is qualified by its strategic fit and backed by substantial insights.

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