

10 Powerful Inbound Marketing Charts

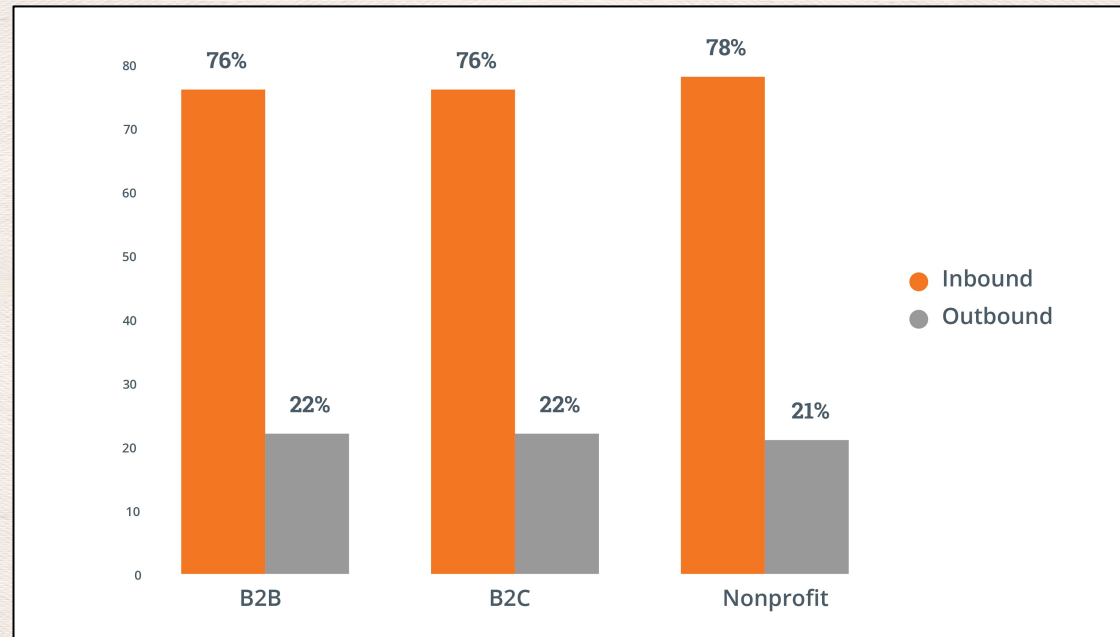
Visual data illustrating the effectiveness
of Inbound Marketing

Featuring data compiled from State of Inbound Marketing 2015.

Tag | marketing

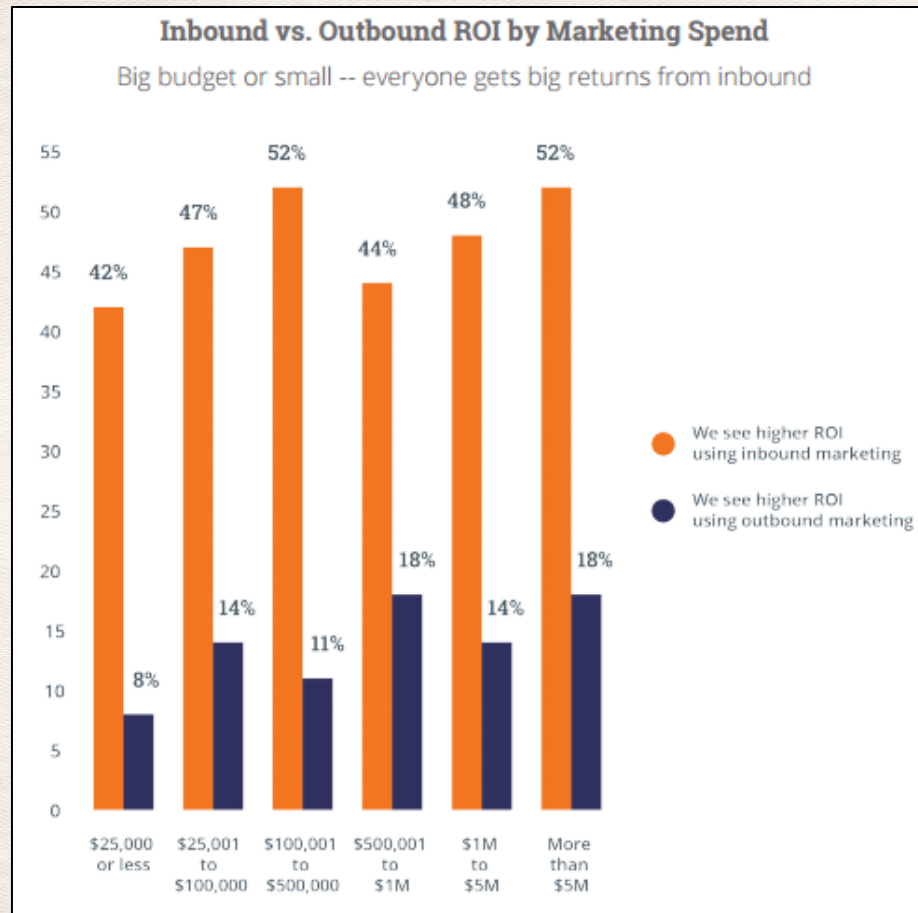
Inbound Works for Every Company Type

It doesn't matter who your customers are, inbound is the best approach to reach them



Data from [State of Inbound Marketing 2015](#).

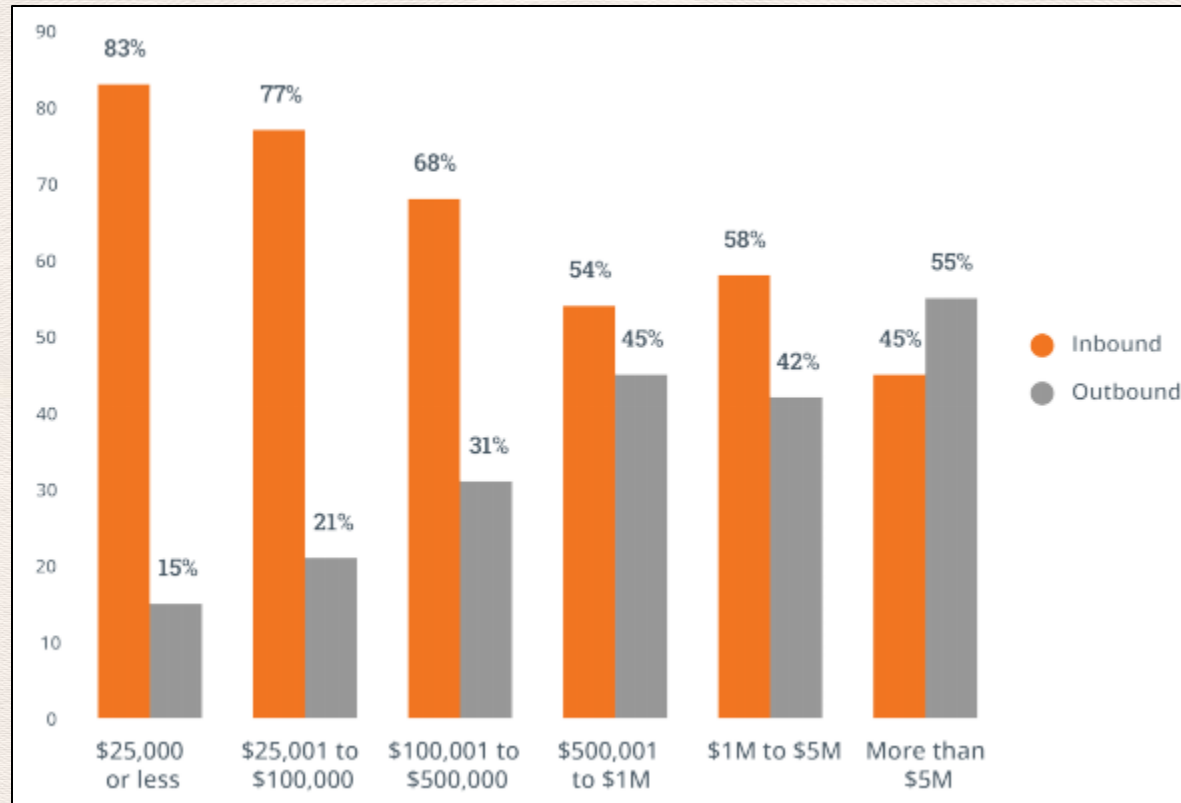
Inbound vs. Outbound ROI by Marketing Spend



Big budget or small,
everyone gets big
returns from inbound

Inbound vs. Outbound by Marketing Spend

Inbound is the way of the lean 'n' mean shop



Data from [State of Inbound Marketing 2015](#).

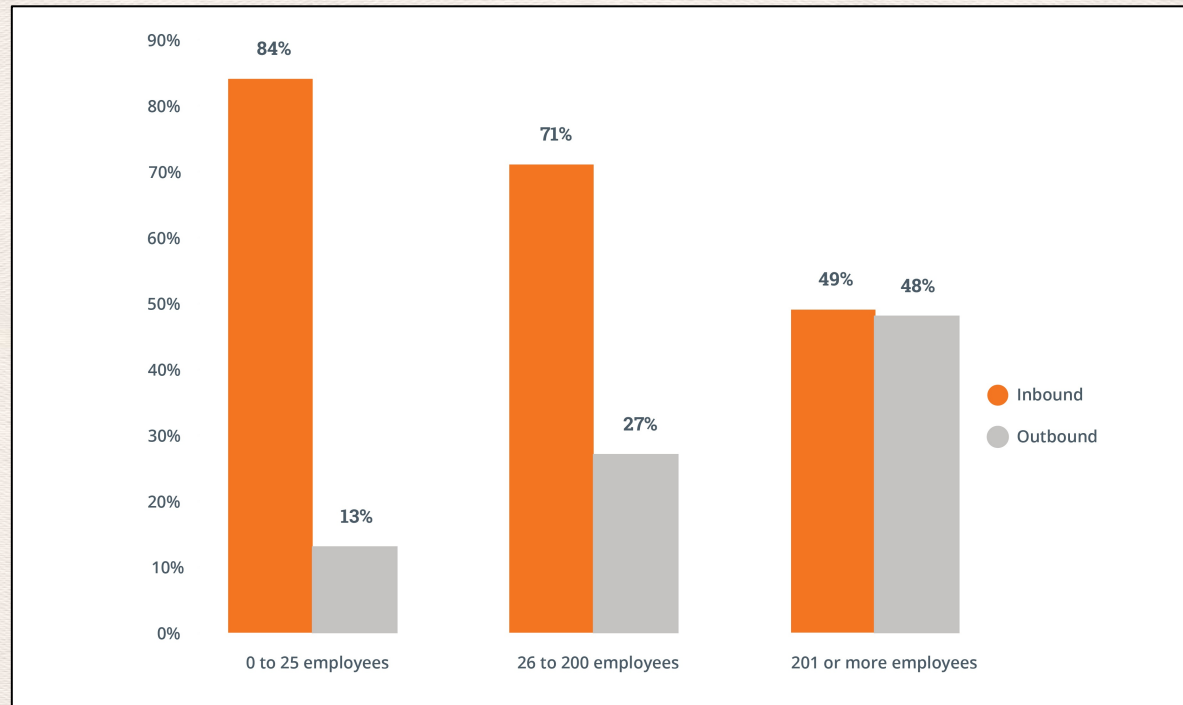
Companies are **3x** as likely to see higher ROI on inbound marketing campaigns than on outbound.



Data from [State of Inbound Marketing 2015](#).

Inbound vs. Outbound by Company Size

Inbound is the dominant marketing strategy for companies with fewer than 200 people



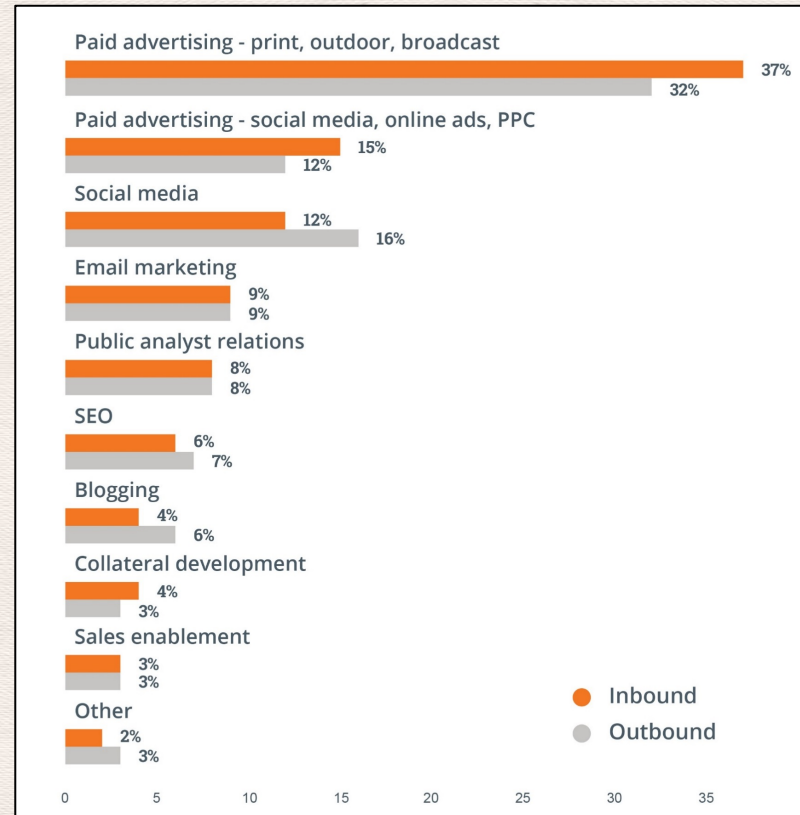
Data from [State of Inbound Marketing 2015](#).

84% of small businesses are predominantly using inbound marketing.

84%

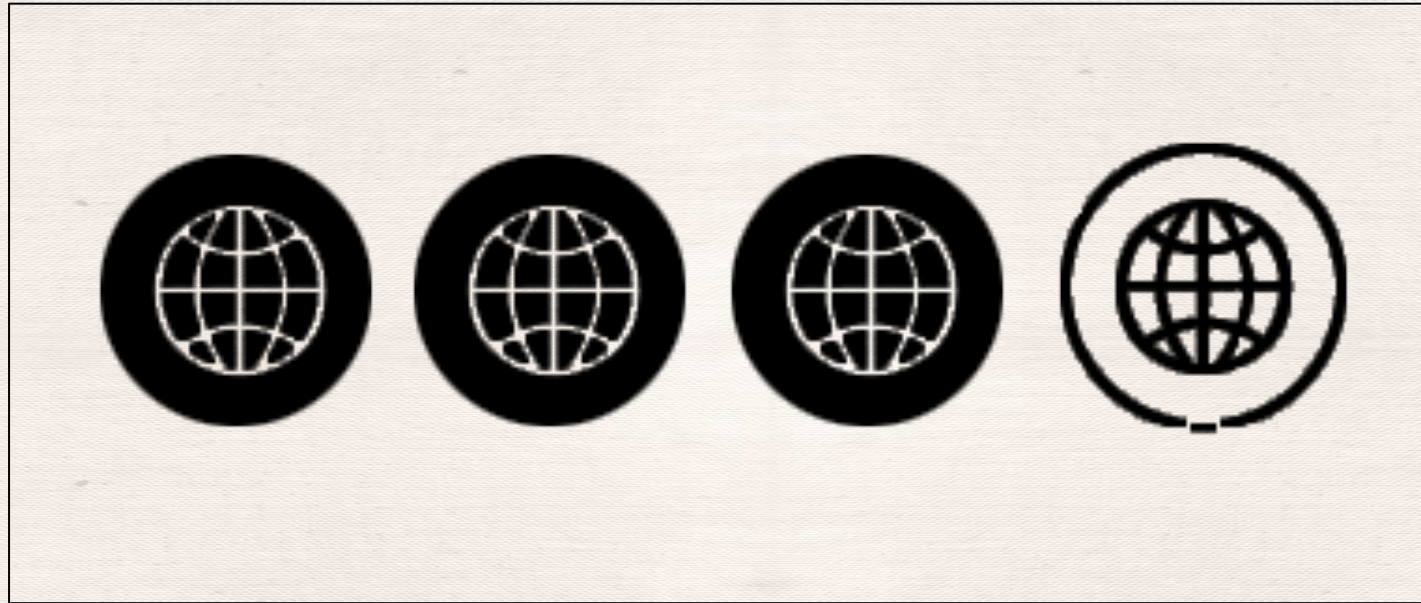
The Most Overrated Marketing Tactic

Outbound is classified as a waste of time across inbound and outbound organizations alike



Data from [State of Inbound Marketing 2015](#).

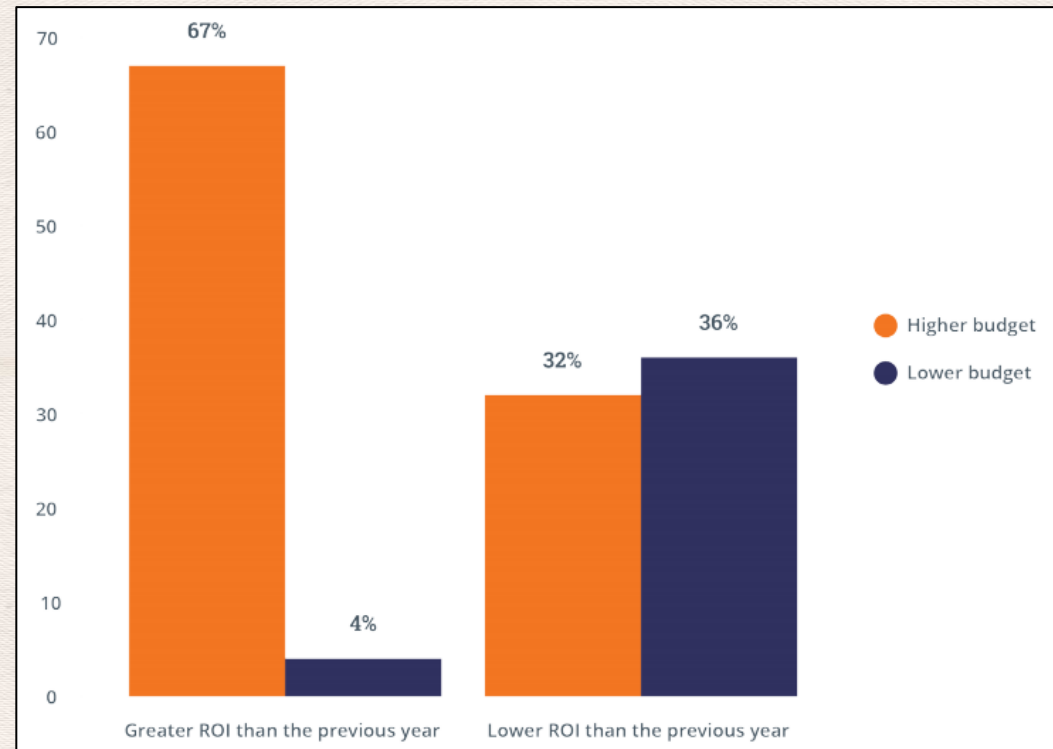
3 out of 4 marketers across the globe
prioritize an inbound approach to marketing.



Data from [State of Inbound Marketing 2015](#).

2015 Budget by ROI

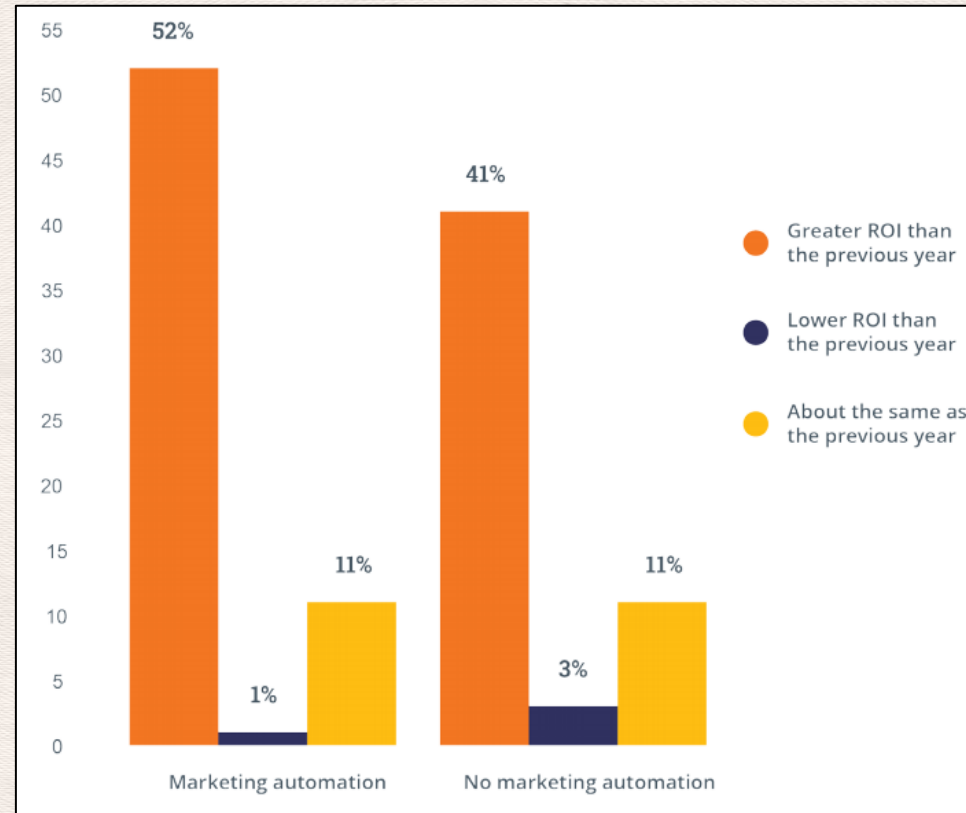
Demonstrating positive ROI on marketing spend brings in budget



Data from [State of Inbound Marketing 2015](#).


Marketing Automation Software Use by ROI

Marketing automation systems help marketers achieve ROI



Data from [State of Inbound Marketing 2015](#).

Data compiled from State of Inbound Marketing 2015 Report

STATE  *of*
INBOUND 20
15

Download the full report [here](#).

ABOUT US

Tag Marketing develops ideas & designs marketing strategies for local B2B companies by using a diverse inbound approach with creative growth-driven execution. We believe that our success is built in direct relationship to yours.

100% client-focused and results-oriented with 20 years of marketing experience.



Get Your Assessment With an Inbound Marketing Specialist

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