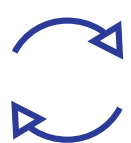


# MARKETING ROI MATTERS

## INVEST IN INBOUND



Inbound leads cost **61%** less on average than outbound leads.



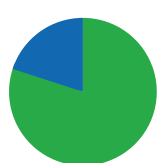
Inbound marketing yields 3 times more leads per dollar than traditional methods.



Mid-sized businesses save **31%** on inbound marketing costs compared to paid search.



## CONNECT WITH CONTENT



**80%** of decision makers favor getting brand information via an article series more than ads.

**100%**

higher lead-to-close rate for social media compared to outbound marketing



The average cost per lead drops **80%** after 5 months of consistent inbound marketing.



## LEVERAGE LEAD CULTIVATION



Companies that use advanced lead management solutions see a **9.3%** higher sales quota rate.

**AND**

Companies that automate their lead nurturing cycle see a **10+ % increase in revenue**.

## GET MORE FROM MARKETING

We guarantee a **2X ROI in 90 days or less**, or we'll work for free until we do.  
**Yes... you read that correctly.**

We've **never** given away more than 2 months free to one client.



PromoteOnPurpose.com