



THE 33% RULE IN LEAD GENERATION

balanced framework for client acquisition

INBOUND MARKETING

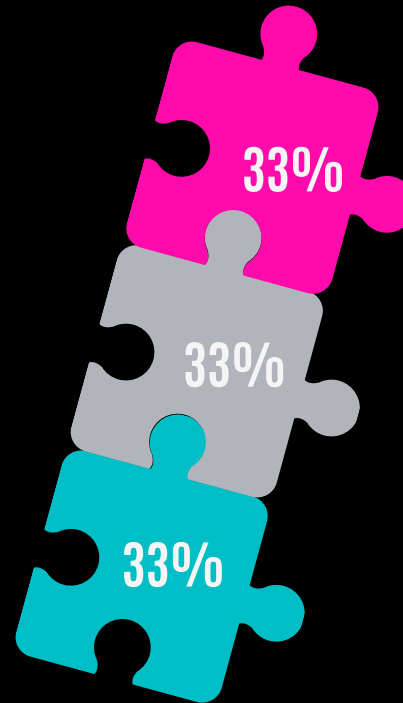
Attract customers naturally through valuable content and experiences that help them find your brand when they're actively searching for solutions.

OUTBOUND MARKETING

Proactively reach out to potential customers through direct advertising and communication methods, even when they haven't expressed initial interest.

B2B PARTNERSHIPS

Form B2B alliances with other businesses to share resources, audiences, and opportunities, creating mutual growth benefits.



1% - ?
Surprise Factor



Inbound

- SEO
- SMM
- email marketing
- content marketing



Outbound

- paid social ads
- cold outreach
- PR campaigns
- influencer marketing



Partnerships

- partner networks
- channel partners
- technology partners
- partner marketing