

An inbound marketing campaign follows an indirect approach. Instead of directly promoting a company's products, it makes consumers come and search for them for example, Search Engine Optimization and social media marketing.

Outbound marketing focuses on directly promoting a company's products to its target customers e.g., traditional marketing techniques like tv commercials, billboards, product mailers etc.

The Difference between sales and marketing goals

Sales and marketing both target generating revenue for a business but both have slightly different goals. With sales your focus is on generating conversions. Your sales team works on nurturing prospects toward becoming customers.

The primary goal of marketing revolves around promoting your company product, service, or brand and communicating its value. Communicating this value helps you earn sales, but you need to establish brand trust through marketing first.

Sales goals	Marketing goals
retaining existing customers	build a brand
close sales	improve product awareness
increase profit margin	maintain customer relationships
lower customer acquisition cost	establish the company as a leader in its industry

SALES VS MARKETING PROCESS

In the sales process you focus on taking the information customers already have about the product and trying to provide them with additional information as well as answer their questions. You focus on providing strong selling points, personalized solutions, and making pitches to convince leads to convert. Also, you showcase stats at the bottom to explain how many and why people love your product.

With the marketing process you study the market and your potential customers then you provide basic information about your brand. You establish your brand and showcase what features your product has to offer to your audience and you explain how those features can solve their problems.