

# 6 REASONS TO ENGAGE WITH AN INBOUND AGENCY

## 1 INBOUND MARKETING EXPERTISE

B2B customers search for information online – you have to be there! An agency will provide specific expertise in inbound strategy and campaign development for specific channels, from blogging to SEO. Having experts in many fields at your disposal provides you with faster time to value.

**OUTSOURCED LEAD GENERATION GIVES 43% BETTER RESULTS THAN IN-HOUSE**



## HIGH VALUE 2

Agencies generating the highest ROI for their clients focus on blogging, SEO, and content amplification.

**Agencies report 24% more ROI than general marketers**



## 3 A SAFE PAIR OF HANDS

A full service agency stays ahead of emerging best practices, gaining more insight into your business and the industry as a whole.

**70% of marketers lack a consistent or integrated content plan**



## RESOURCES AND SCALABILITY 4

Not only will an agency provide B2B companies with essential resources, they pull together knowledge, expertise, creativity and scalability to deliver results.

**58% of marketers said they expect to increase their relationships with digital agencies in the next 12 months**

## 5 STRATEGY

When conversion rates and traffic is low, you need immediate action to take your business to the next level, which demands a qualified set of eyes to help with strategy and execution.

**B2B buyers are 57% - 70% through their buying research before first contacting the seller**



## INDUSTRY EXPERTS 6

B2B Inbound Marketing agencies are not only specialists in their industry, but also in the industries of the companies they work with. This means an inbound agency knows your customers and how to attract them to your brand.

**81% of marketing executives are shifting their budgets to become more customer-focused (vs. channel or product-focused)**



Considering engaging with an inbound agency?  
Request an Inbound Audit with Intellegentia here

