

## **Outbound Marketing – What is it and why it may no longer matter**

Every business depends on marketing to generate leads. It has always been that way and it always will be that way. Leads are the fuel that allows the engine of commerce to run. Without leads, there are no opportunities to sell anything to anyone. Without these sales opportunities, there are no profits and without profits, there are no businesses. It's a simple equation, but a vital one. Every business owner needs to understand that they are, first and foremost, in the business of making money. Every other thing they do must follow from that simple, but necessary, premise. That is why generating leads is something every smart business owner focuses on.

One of the traditional ways of generating leads is through the use of outbound marketing. This may be a term you're not completely familiar with. However, it is guaranteed that you already know what it is. This is because, as an average consumer, you have been surrounded by outbound marketing nearly every waking moment you've spent on this planet. Each time you see or hear a television or radio ad, every time you see a print ad or drive by a billboard, you are experiencing the effects of outbound marketing.

In essence, outbound marketing encompasses all of the advertising formats we are intimately familiar with. It is based on the idea that a business has to reach out and grab potential customers, by the throat if necessary, in order to interest them in a product or service for sale. It has been said that outbound marketing buys, begs or bullies every lead it generates. In many ways, this is true.

The problem is that after a time, the audience outbound marketing is targeting gets desensitized to being bombarded by unsolicited offers. They begin to shut the ads for these offers out as background noise. They begin to ignore them. In some cases, they actively begin to resent the products vying for their attention.

In response, and as a sort of illogical solution, outbound marketing has no choice but to become more intrusive or invasive in its tactics. It has to try to break through the protective shell most of us have developed towards advertising. Thus ads begin to be disguised as something else other than ads. They begin to try to

wrap their unsolicited offers in jokes or appeals to vanity, sexuality or power. In the end, however, the only result is that the target audience again becomes jaded and desensitized and the cycle begins anew.