



## Inbound Marketing. Attracting customers without advertising

By Anna Rüttger

GRIN Verlag Mai 2016, 2016. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Scientific Essay from the year 2015 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2,0, University of Applied Sciences Essen, language: English, abstract: What does Inbound Marketing mean This paper will introduce you to this term, give examples and simply give an overview how to do marketing nowadays. The goal of marketing is to capitalize on the brand as well as products and services of a company with the result of a better selling and even further more turnover or profit. Among the number of Internet users, which has risen sharply over the past years , people spend more time using the Internet and are more willing to make purchases online. As a result, companies need to adapt to their customers behaviour and have to focus on the Internet. Traditional marketing, otherwise known as outbound marketing is the most common way of marketing people are confronted with every day. It is often presented on advertisement boardings, in TV commercials, even on a banner advert on the Internet. The problem is...

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