

RETHINK INBOUND VS OUTBOUND FOR B2B in H2 2020



Agenda

Stay tuned for the raffle



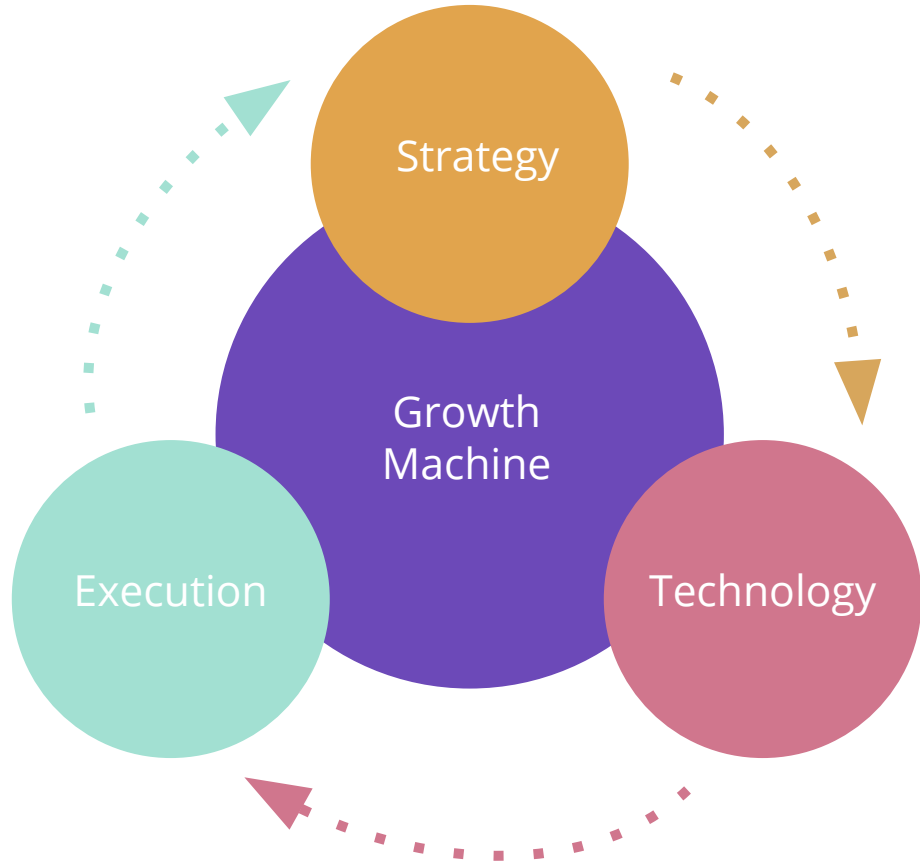
Bose
QuietComfort 35 II Wireless
Bluetooth Headphones,
Noise-Cancelling, with Alexa
Voice Control



AKG Pro
Audio Podcaster Essentials Kit for
Streamers, Vloggers, and Gamers-Includes
Lyra USB-C Microphone, K371
Headphones, and Ableton Lite Software

Winner to be declared at the end of our last session today
11:20 AM EST / 18:20 ILT

About Penguin Strategies



We build
**MARKETING
GROWTH MACHINES**
for B2B Tech companies

ABOUT PENGUIN

- Lead by B2B tech veterans so we hit the ground running
- Sales and marketing specialists in strategy, SEO, Content, social, PPC, Automation, design, ABM
- Offices in USA & Israel
- Clients in the US, Europe and Israel



OUR CLIENTS ARE B2B TECH COMPANIES IN THE FIELDS OF:



CYBER SECURITY



ANALYTICS



BIG DATA



IT



NETWORKING

History of the term 'Inbound'

The concept of inbound marketing was coined by HubSpot's co-founder and CEO, Brian Halligan around 2005. It began to gain popularity in 2007 but it wasn't until 2012 when it was massively adopted.

INBOUND is a whole philosophy of doing business

**Inbound is about being helpful
and creating long lasting relationships**

The Practical Definitions

Inbound

Attract people who are **seeking** your content/solutions

Outbound

Reach out to people who **did not ask** for it

Classifying the tactics

Inbound

Content

WPs, e-books, Webinars

Blogging

Podcasting

Video

SEO

Organic Social

Email Nurture of subscriber base

PR

Event
Sponsorships

Speaking
opportunities (Non
paid)

Speaking
opportunities (Paid
for)

Oubound

TV/Radio Advertising

Billboards

PPC

Display ads (Newspapers/digital)

Paid
Social

Cold Calling (SDR)/Telemarketing

Direct Mail

Email to purchased lists (SPAM)

Direct cold e-mail 1on1



Indications that you should be doing more INBOUND



You are no longer able to expand on the basis of OUTBOUND

Example:

Your company was selling successfully to a niche through Outbound. It worked well to a specific “early adopters” segment. But now - you want to expand to a wider audience.

They need EDUCATION.

They need to know and trust you BRAND.

You need INBOUND -> Authority building

When do you need more INBOUND?

- People are refusing to take your calls
- Your competitors' brand is stronger
- Your cost per MQL is rising as you grow, you want to establish long lasting assets (SEO)

BUT...

we believe that in most cases you need to be doing
BOTH INBOUND and OUTBOUND
because they complement each other.

When should you be doing more OUTBOUND?



1. When your competitors have more reach

Example:

Your company is the smaller player, created great content - but can't quickly reach a large audience organically.

Building organic reach (SEO) takes time! (Min. 6 months)

In the meantime - magnify your reach with paid advertising.

Wi-Fi Doppler Imaging

ElasticMIMO™

Silicon

Edge Software

Cloud Analytics & Control



ElasticMIMO™

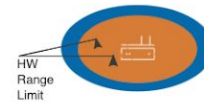
The right MIMO configuration, when and where you need it.

Celeno's ElasticMIMO™ combines disruptive silicon architecture (available in the **CL8000** product family) and optimization engine to dynamically allocate a 8T8R radio chains bank between the 2.4GHz, 5GHz and in the future 6GHz bands, as and when appropriate, to ensure the best user experience.

The dynamic allocation is driven by self-learning the actual Wi-Fi usage patterns, allowing the Wi-Fi Access Point to self-adapt accordingly, resulting in an elastic MIMO configuration that ranges from 2x2 to 6x6 per Wi-Fi band as and when needed. This is as opposed to conventional systems, hard-wired when shipped. This dynamic allocation delivers up to two times higher Wi-Fi network performance in a typical home environment compared to a conventional, rigid 4x4 (2.4GHz) + 4x4 (5GHz) MIMO configuration. The solution addresses the #1 challenge for Wi-Fi – delivering high-quality experience anywhere, anytime and on any device based on real Wi-Fi usage patterns.

Click to download our whitepaper and discover how ElasticMIMO dynamically adapts the MIMO system allocation between bands, when and where you need them.

Rigid MIMO (Conventional WiFi)



ElasticMIMO™ (Celeno's WiFi)




Celeno
 2,095 followers
 Promoted

ElasticMIMO by Celeno dynamically allocates bandwidth and learns over time the most effective and efficient way to allocate Wi-Fi transceivers - 2.4GHz and 5GHz bands, based on continuously changing user needs.

ElasticMIMO by Celeno is ensuring Wi-Fi 6 and delivers a truly next-level, future capable Wi-Fi experience.

This is achieved by Celeno's AI optimization engine to allow for the optimum allocation of transceivers, maximizing performance and power.

Learn how this is applied to real-world scenarios in our blog:
<https://lnkd.in/d8CFyAN>



Optimizing Hot Zones by Time of Day with ElasticMIMO™

celeno.com

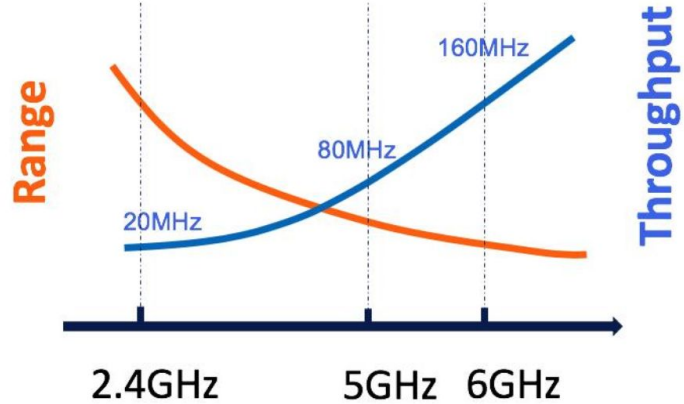
ABM campaigns

Celeno
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ElasticMIMO redefines Wi-Fi configuration settings in realtime to shift between bands and toggle capacity vs. coverage depending on the specifics of each home physical characteristics.

Such dynamic control empowers service providers to deliver better end-user experiences for different types of environment and changing usages within those environments with a single stock keeping unit.

Discover all that ElasticMIMO offers in our blog >> Learn more:
<https://lnkd.in/dx35jiw>



Range (y-axis, orange text)
Throughput (y-axis, blue text)

20MHz, 80MHz, 160MHz (channel widths)
 2.4GHz, 5GHz, 6GHz (frequency bands)

Not all Homes are Created Equal - Elastic MIMO Overcomes This

celeno.com


Results:
 By adding +10% to the spend
 Increase by 100% the results in
 terms of MQLs and Site Visits.

Celeno
 2,095 followers
 Promoted

Imagine using Wi-Fi dynamically and boosting one band over the other to fit your specific needs.

This is what Celeno's ElasticMIMO is all about.

Elastic MIMO dynamically adapts the MIMO system allocation between bands, when and where you need them: <https://lnkd.in/ddGQ6kg>



White Paper
The Fundamentals of ElasticMIMO™

Get an in-depth look at our cutting edge technology

info.celeno.com

2. When your offer/business opportunity is time sensitive

Example:

You are offering a service that's seasonal/reactive to a current event

A paid campaign can put it in front of a lot of people in a short amount of time.

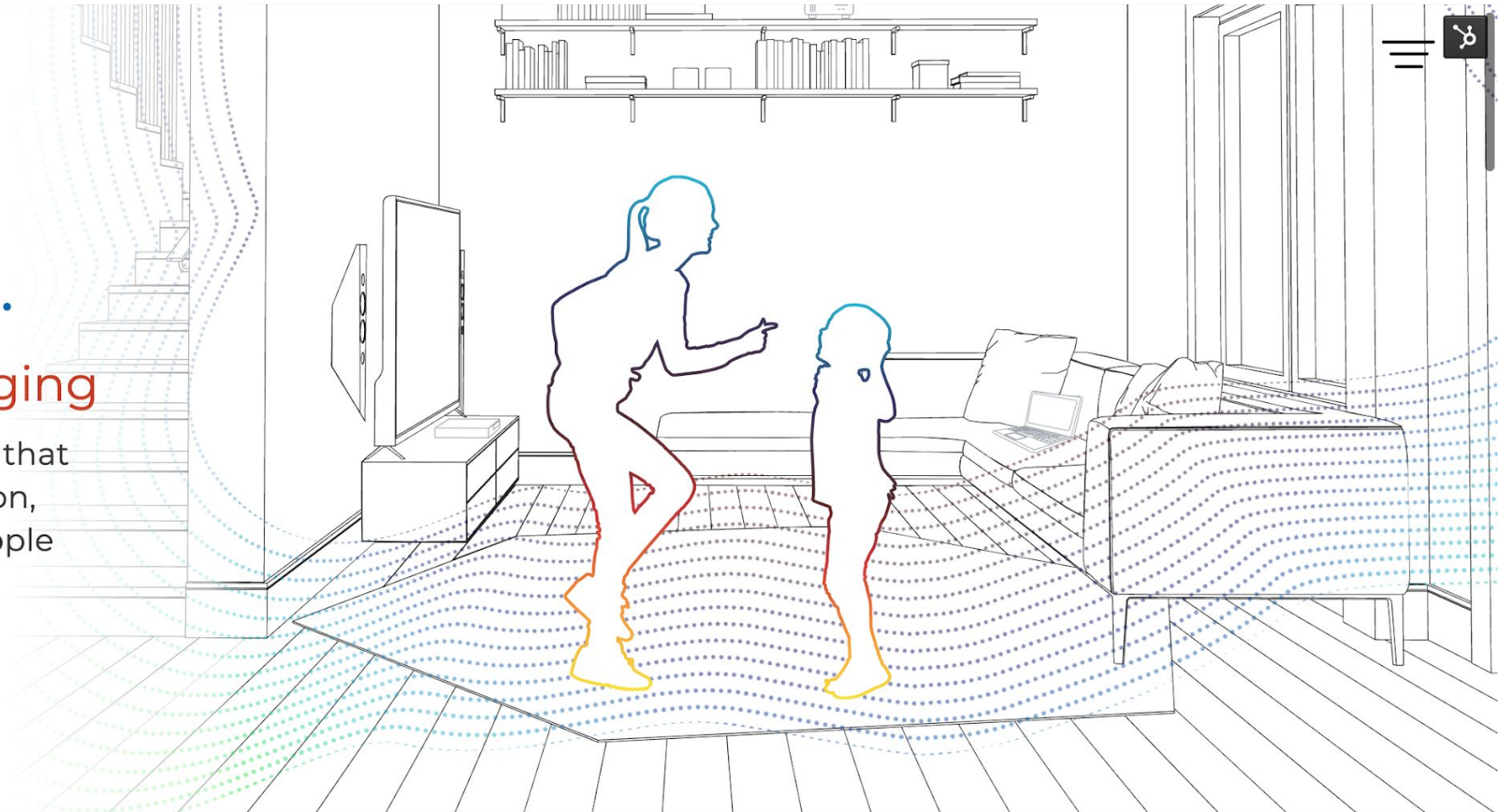


It's Wi-Fi Re-imagined.

Wi-Fi Doppler Imaging

High-resolution RF imaging that depicts and tracks the motion, behavior and location of people

LEARN MORE



Welcome to the new band

Celeno Adds Wi-Fi 6E to its CL8000 Product Series Supporting the New 6GHz Band



3. When your content is too good to keep “exclusive”...

Example:

You have invested a lot in a content item (as example - typical in depth article on tech requires expensive time investment, usually not less than a few \$K, often more)

If you're selling to a niche - would be a waste to not have more views for a relatively small extra investment.



Siemens Digital Industries Software

159,103 followers
Promoted

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**TAKE YOUR ADDITIVE
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TO THE NEXT LEVEL**

A Network Can Triple
Your Capabilities



> See Why

How an AM Network can triple your manufacturing capabilities

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> See Why

The Complete Siemens' AM Ecosystem

go.additive-manufacturing-network.sws.siemens.com

Download

Recommendations

- Apply good manners and good taste... even if you're doing outbound
- If you're paying your way into someone's face - be super selective about who that is
- Keep consistency with your branding
for example: SDRs to keep in synch with marketing for messaging and tone.

The most common mistake we see with B2B Outbound efforts:

We very often encounter B2B sales & marketing teams that

- run a paid campaign to generate downloads on a content item...
- then they assign an SDR to call them
- and they get frustrated from the very low conversion rate :-)

The common reason being: the leads are interested in your content but not yet ready to buy!!!

You're a B2B company, with long sales cycle! They will buy when they need you!

NURTURE THEM in the meantime!!! that's **INBOUND**!!!

Outbound: Relevant & Complementary

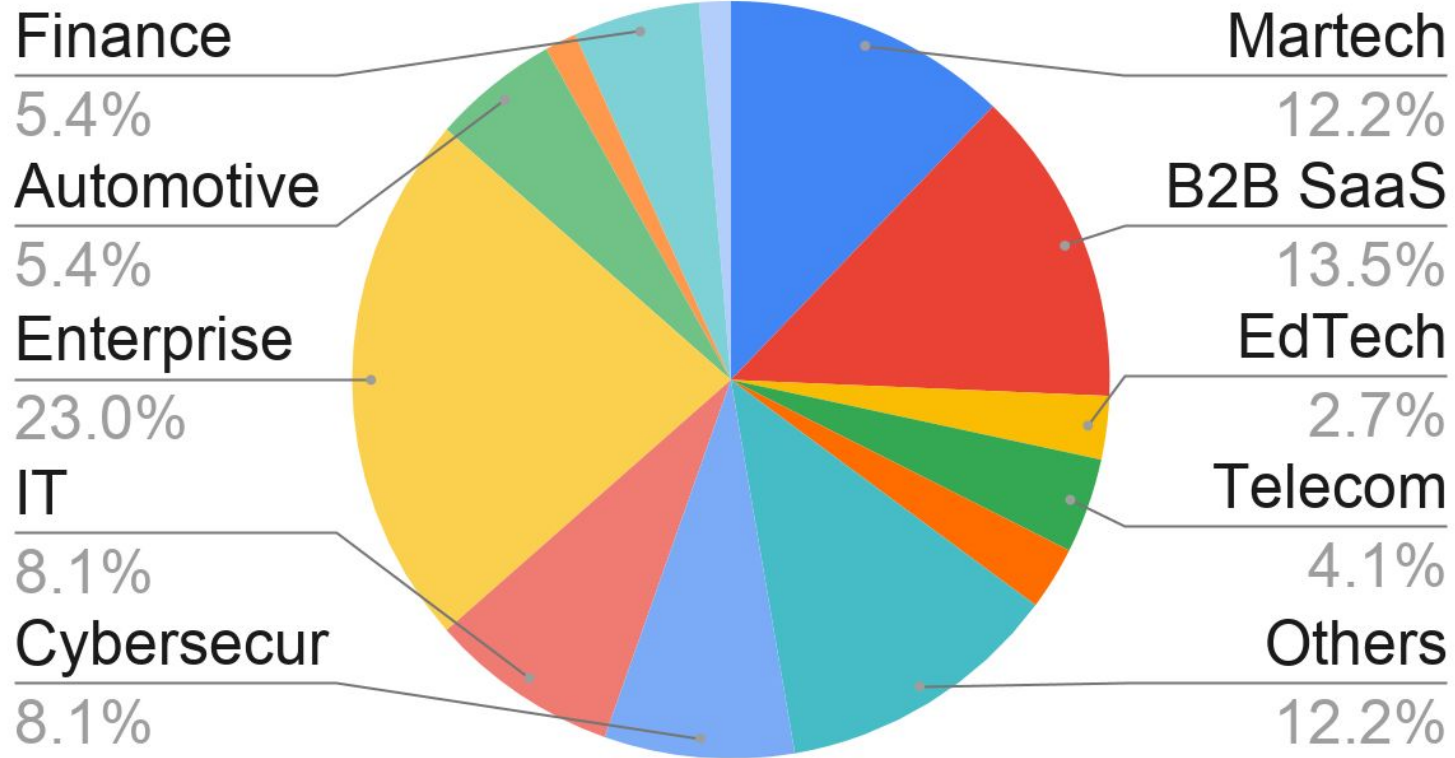
- Direct mail is a great way to reach a highly-targeted list of potential prospects in a target market.
- Cold calling can start to build interest in a new product launch or service offering, although the lead conversion metrics will typically be low and it is more expensive
- Advertisements in industry magazines are a great way to build up brand awareness and establish credibility.

Inbound Vs. Outbound for H2/2020 CMO Survey Results

94 filled out
21 disqualified (due to company
type OR responder's role)
73 Companies qualified

Who responded?

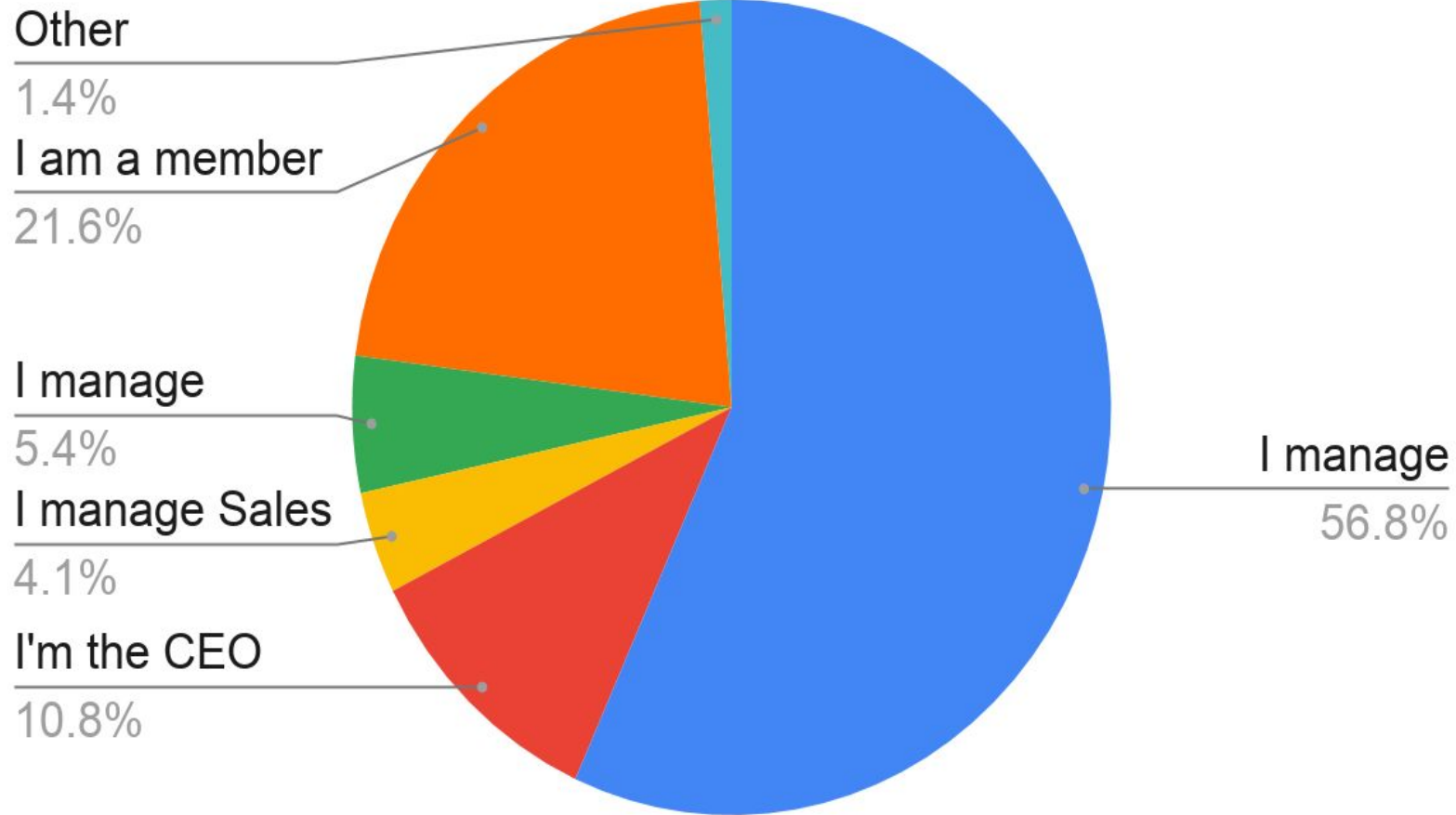
Count of Industry



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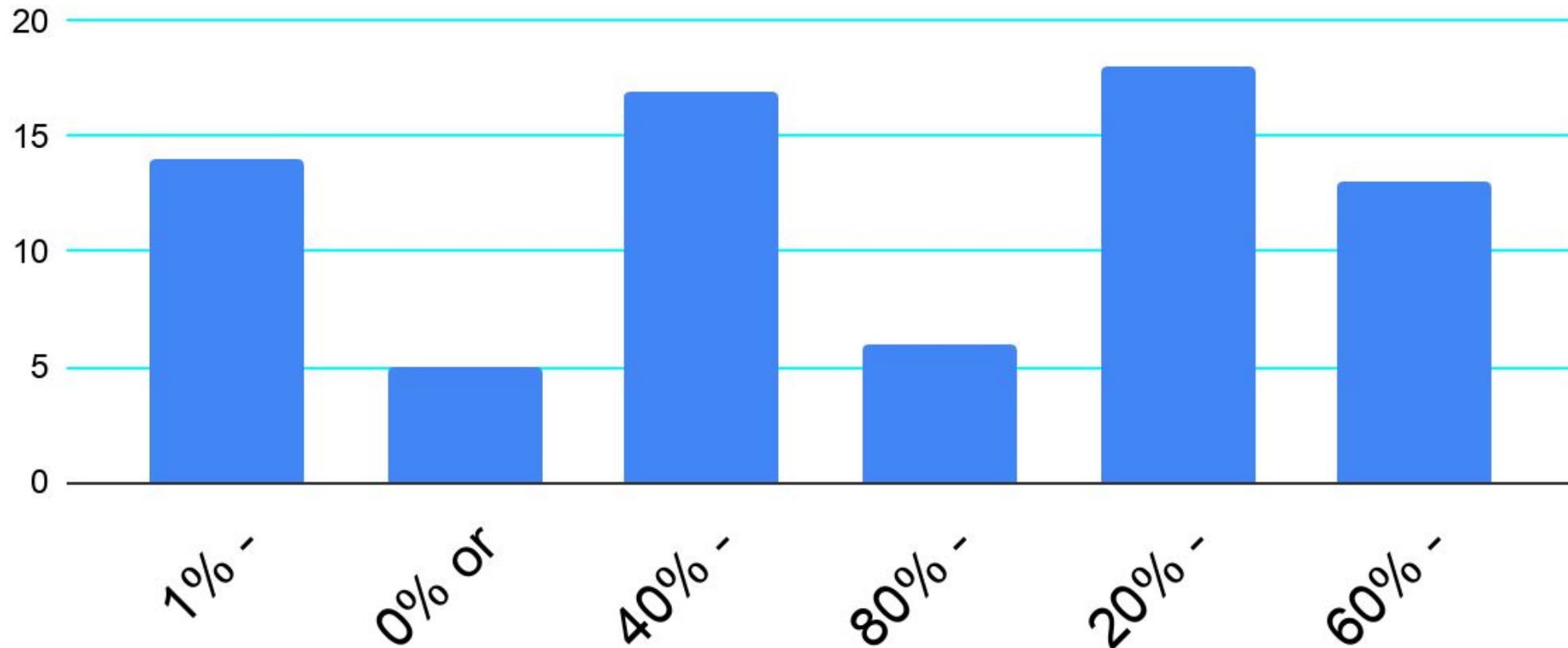
Who responded?

Count of What's your role in the company?

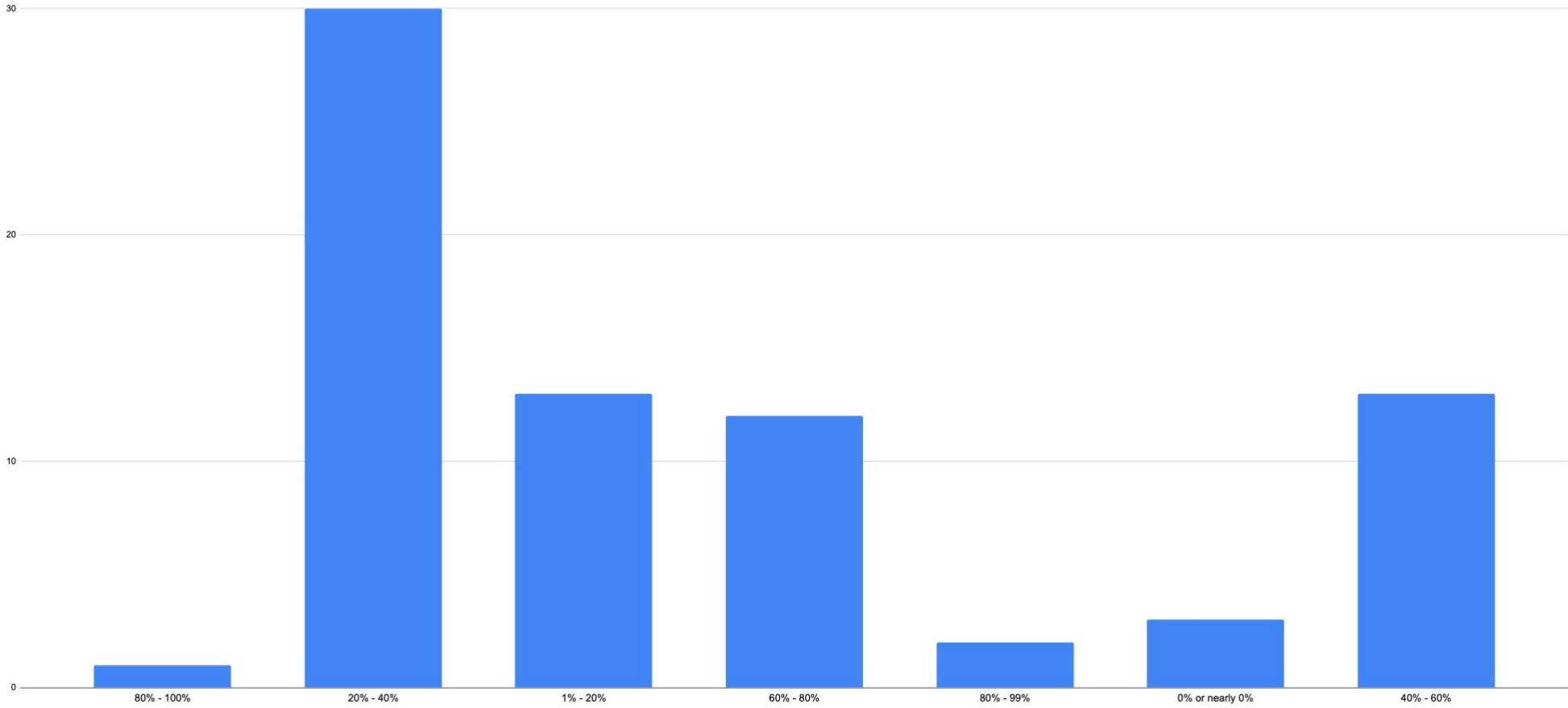


% spent on OUTBOUND (prior to Covid 19)

Count of OUTBOUND SPENDING: Please estimate how much of your budget (prior to Covid19) were you spending on

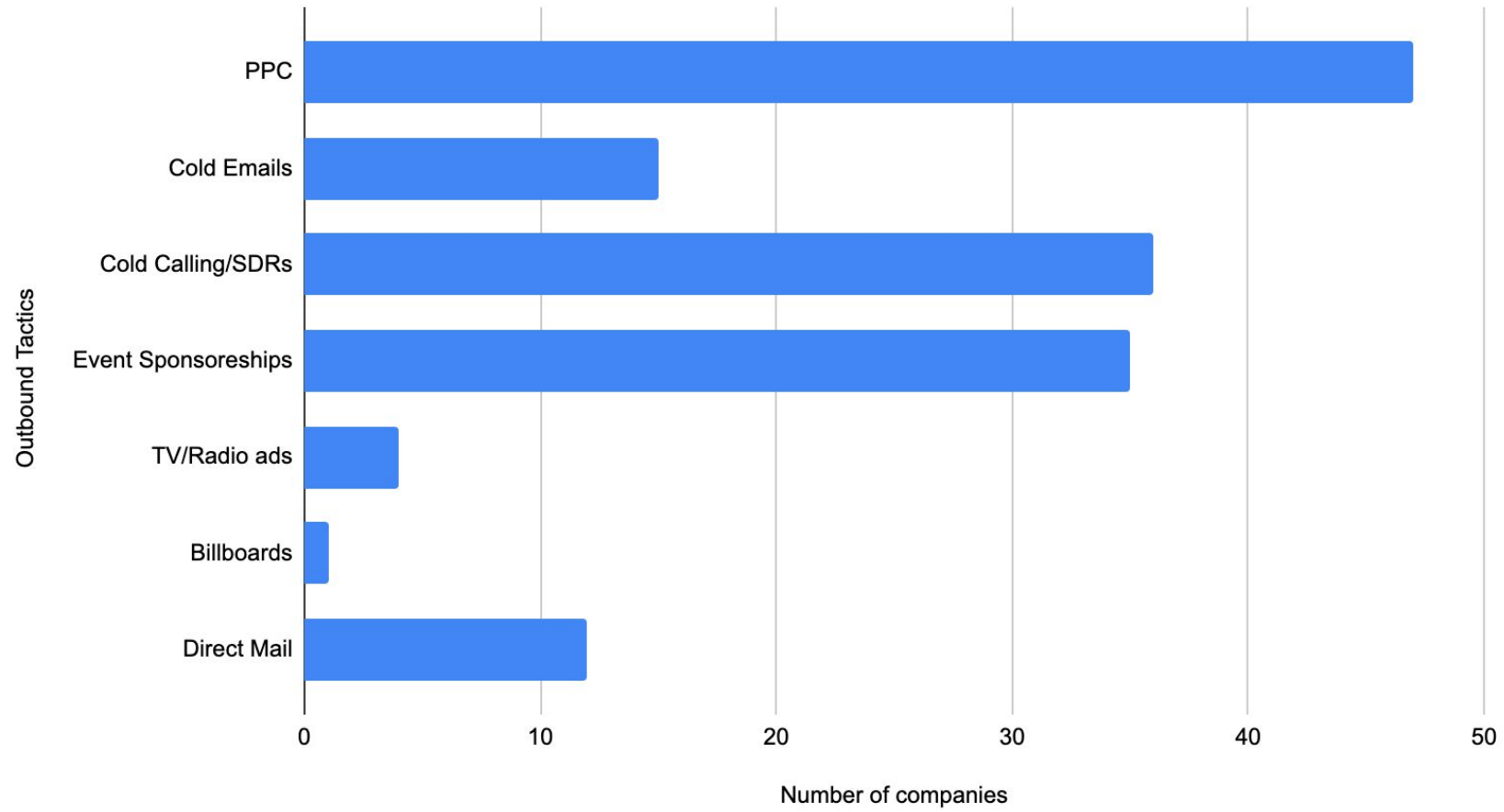


Count of INBOUND SPENDING: Please estimate how much of your budget (prior to Covid19) were you spending on 'Inbound'? (Including spending on internal staff, subcontractors, and subscriptions, content creation, Social, SEO)

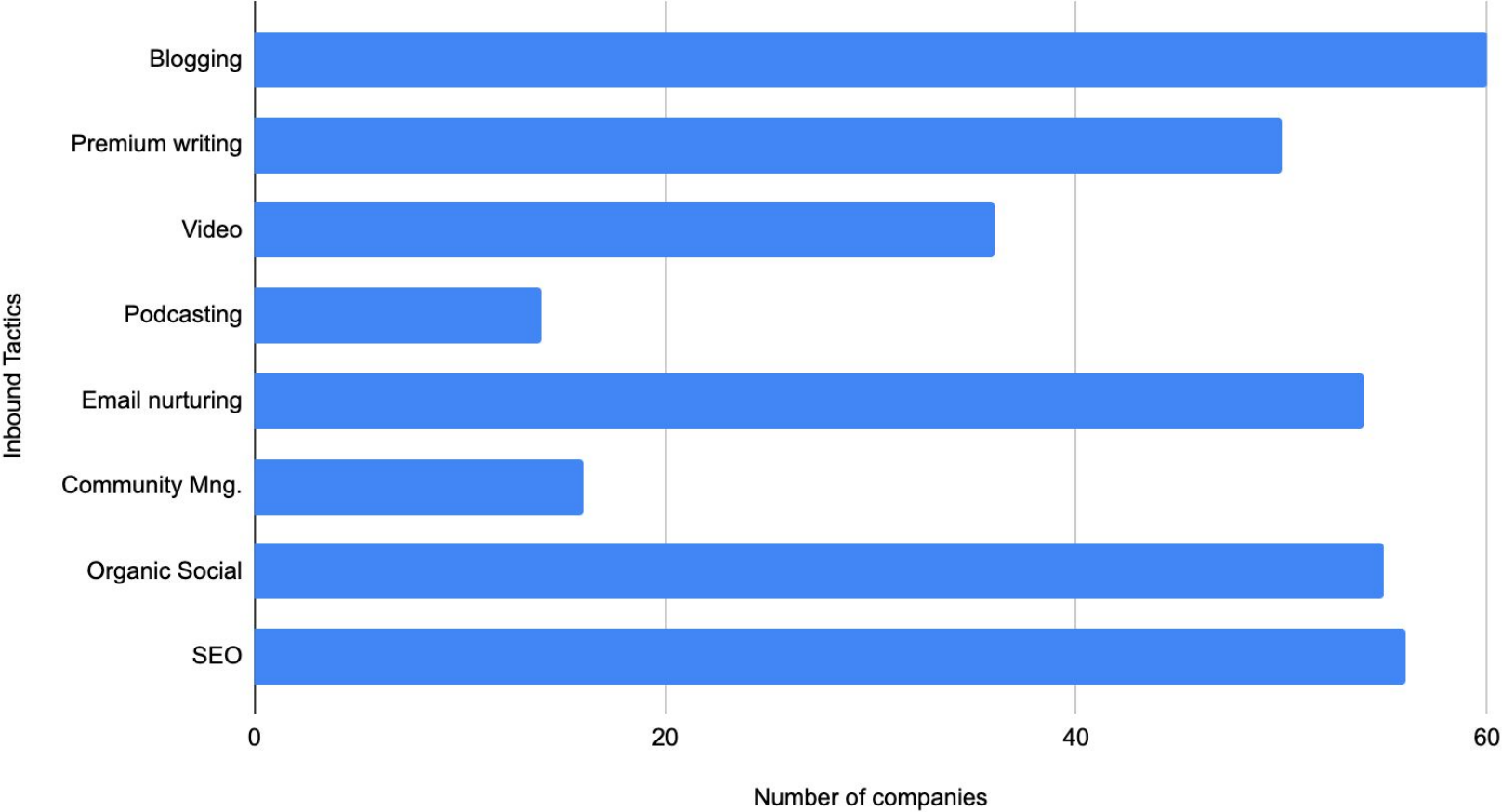


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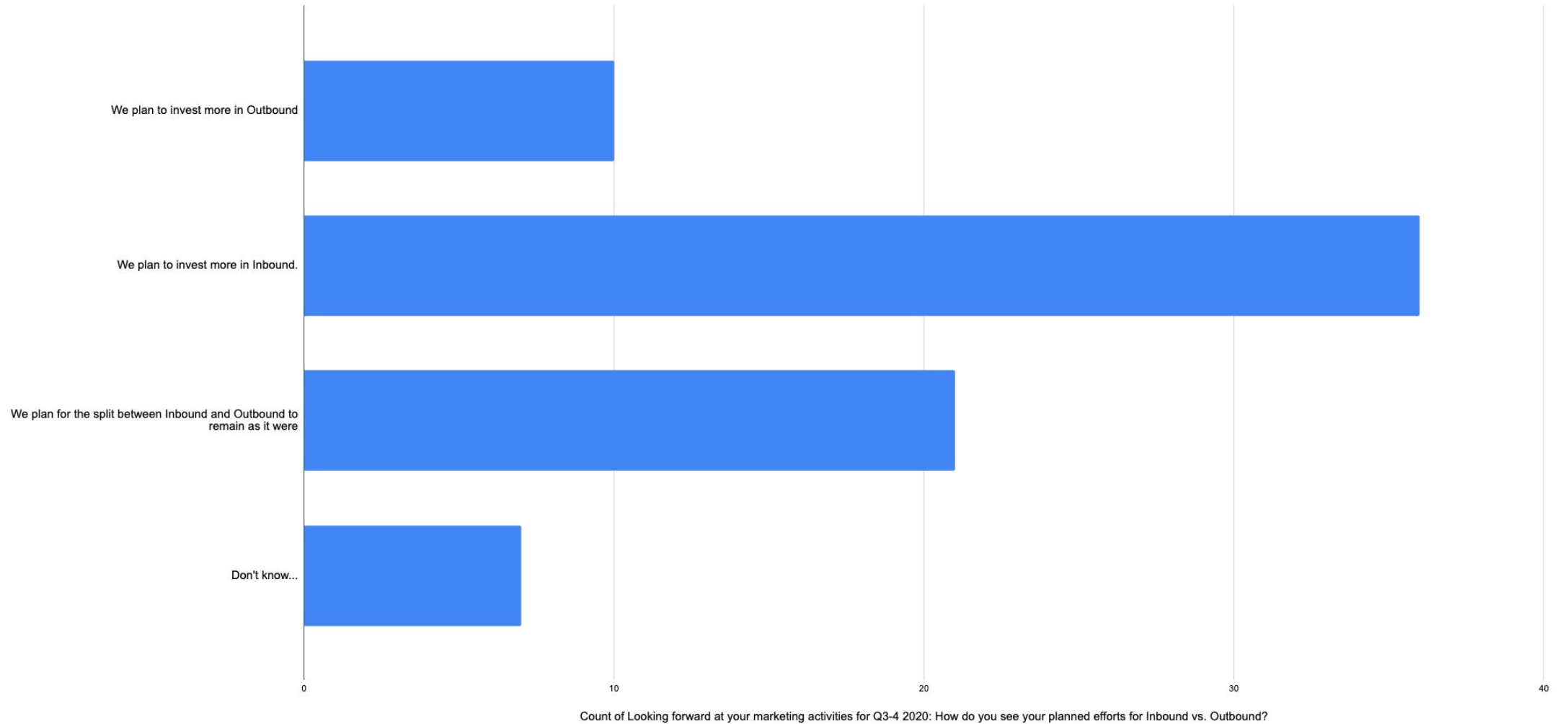
Number of companies vs. Outbound Tactics



Number of companies vs. Inbound Tactics



Count of Looking forward at your marketing activities for Q3-4 2020: How do you see your planned efforts for Inbound vs. Outbound?





Introducing the
next session:
Hubspot's
legendary CEO
Brian Halligan



Penguin Strategies

THANK YOU

