

Minimum Time Investment for Continuous Inbound Marketing & Sales Activities

For Small and Medium Businesses

storylead

Inbound Marketing & Sales Systeme



- Source: Storylead Client Portal Analysis 2016
- 12 month period, all clients, B2B/SMB
- Hours stated are indicative
- Inner circle (orange, 100 h) contains core Inbound Marketing activities
- Outer circle (blue, 240 h) contains core Inbound Marketing & Sales activities
- Figures include both internal client hours plus hours externally mandated to agency
- Agency hours include work for strategy, content, marketing technology, sales enablement and skills transfer/coaching
- Typical time share in PLAN and BUILD phases (first 6 to 12 months): Client 60 %, agency 40 % of time investment
- In the GROW phase after system handover, clients typically provide 100% of the resources internally