

Is my business a good fit for inbound marketing?

A lot of people have heard about inbound marketing but aren't sure whether to commit to this methodology or not. We've come up with a helpful list of questions you should ask yourself when deciding if your business will benefit from inbound marketing.

In short, this checklist covers the characteristics of businesses that are a good fit for inbound marketing. Your business is a good fit if you can answer 'yes' to at least 4 of these questions.

Inbound companies are:

- Curious
- Realistic.
- Data-driven.
- Interested in objectives and goals.
- Willing to be patient (realistic about goals).
- Willing to change / challenge processes.
- Growth-oriented (they have a growth mindset or expectation of business growth).
- Willing to spend money (knowing that it may take a while to reap rewards but that the results will be trackable).
- Willing to question themselves, their business practices and the people in their business (and the agency who serves them) in a non-threatening way.
- Prepared to know they don't always have the answers – but want to find them – and are prepared to try to find them.



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