The transition from outbound to inbound marketing and the future of online marketing

Some years ago, the only suitable way for a person to advertise his business was through what we now call "outbound" marketing. This type of marketing uses mainly aggressive methods like cold-calling, direct paper mail, the painfully annoying TV advertisements, spam, telemarketing, etc.

It worked great till it started becoming so annoying and aggressive that people blocked it out. There are countless of free tools to block the old generation outbound marketing. We have an AdBlock plugin for the popular browsers that hides the ads on web pages. There are apps and services for phones that will stop telemarketers contacting user's phone. You can watch your favourite shows on video sites online and avoid the commercials too. Despite of the fact that it is not as effective as before, the costs of ads are going up, drastically. A lot of web media for example charge over 10$ per CPM, which is 10$ per 1000 shows of your banner/ad and they do not guarantee any clicks/leads. So in the end you pay 10$ and your banners won't be even seen by half of the visitors, as some use AdBlock, some have JaveScript disabled, while there are also a lot of robots/spam bots that will use your impressions.

The outbound marketing has some cons for the advertisers too. Tracking the effects and the actual RoI on your advertisements is nearly impossible. You have no idea exactly how many people watched the TV commercial for example, as a lot of people leave the TV on and mind their own business but you still pay for it. You can't figure how many people purchased a product from your website because of a specific billboard, too. It is possible that a billboard on a city centre doesn't generate you even a single new fresh lead but a billboard on a small road generate a few and costs 10x less. No business likes such random things.

So it doesn't come as a surprise that some businesses especially startups and small businesses started using the alternative marketing - the inbound marketing. This is when a company earns his way in front of peoples eyes, instead of buying their interest. The goal of a high quality inbound marketing is getting fresh leads through search engines, social networks and referrals and in order to achieve it you should provide value to the end user. Also the inbound marketing is usually a two-way communication so it is way easier to measure its effects.

One of the best and easiest ways to start using the inbound marketing is setting a blog for

your company, where you should post high quality and relevant articles about your niche, helping your clients to solve different issues and share those blog posts in your social profiles. Usually these articles generate a fair number of natural shares in social networks and people are more willing to buy when your company/product is recommended by their friends.

The transition from old generation outbound (also called SPAM) marketing towards the modern inbound marketing is already a fact. Even big corporations started seeing the positives of it and it is widely used from small and medium businesses. Even Google AdWords one of the biggest platforms for buying traffic started using a lot of techniques from inbound marketing - tailoring the ads towards each and every user so the ads are more effective.

The future of online marketing? Google, the biggest website online is setting a new trend right now, as they combine both outbound marketing (AdWords), inbound marketing (search results, SEO) with big data analysis. Mobile ads? Or Google Glass ads? Whatever it is it should have the high conversions of inbound marketing and the big outreach of outbound marketing.

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Why I sold my business

In every businessman's life comes a point where it is time to give up. There are various reasons why one can forego their business and take a new step in their life. Some of them are social, others – financial. I've made a research on the most popular reasons for selling a business and the most common ones are retirement, divestment (releasing the value of your business so that it can be invested elsewhere), relocation, poor performance, moving on to other opportunities, etc.

In my case I have learned the hard way that there isn't a place for everyone on the market. Firstly, the capital I invested in the business didn't regain as fast as I expected. It was at a late point when I realized that in most businesses it takes years to start making a profit. In most of the cases people running small businesses don't have that much time.

Secondly, the taxes on the income turned out to be much higher than I expected. They were in fact so high that nearly half of my earnings went to their payment. Moreover, the paperwork which needed to be done was unbearable in its amount, especially for an unprepared person with almost no experience in that area, like me.

Thirdly, almost from the beginning the business started sucking back most of the

profit and as a result I didn't have as much resources as I expected to spend on anything else – if I wanted it to grow I had to reinvest a big part of my earnings. It wasn't all about money, but time and energy as well. My free time shrunk drastically and at one point I had no time for either friends or family.

As I soon found out, these were not the only problems a small business owner can face. Paperwork and financial issues, however scary they are, can be overcome. With time you inevitably learn to manage your time and money and all the small problems subside. There is one problem that proves to be more persistent than the others – competition. By competition I mean, for example, a new supermarket being opened in your neighborhood. It will surely be better than your middle-class shop in some areas – by providing goods with better quality, selling them on lower prices or providing a wider choice to the customers. Surely, you can't beat them in all of these areas – you must strive to find the right balance between the quality of the services you offer and their price. However, finding this balance can prove to be a hard, sometimes impossible task for many business owners, especially when they don't have the resources of the big corporations to make market researches, surveys among the customers, etc.

All in all, these little and bigger challenges standing in my way made me eventually give up on my business and sell it. There wasn't an exact moment in time when I realized I have to sell it. Actually, all of the things kept coming one after another and at one point I made the decision that it is time to throw away what seemed to me like a great idea before and move on.

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Betting at Sportsbook

There are hundreds of sports betting sites online and it is hard to find the good ones, avoid the bad ones and protect yourself from being ripped or scammed. A lot of people who gamble online on sports are worried about the security and safety of their money, because no doubt there are various fraudulent sports betting sites on the internet that are only formed to cheat customers by taking their money and do not return it.

Skipping over the bad sites is in fact easier than it may sound. Fake sports betting sites usually do not put too much effort into making their sites look genuine. Such sites do not provide a phone number or toll free number to their customers. Their customer service is not available 24/7 and do not respond all the time in a day.

Sticking to well-known brands that you recognize or sites that have good reviews and lots of community activities will keep you and your credit card out of trouble.
Some of the best sports betting sites are: Betfair, Bet 365 as well as Skybet. It is best to sign up to a few sports betting sites so you can shop around for betting odds and

promotional offers.

Once you have found the most suitable site for you, half of your job is done. Now all you have to do is to open an account or register in the site and follow the instructions. Most of these online sites have the option of using your credit card, thus making it even more convenient. All that is remaining now is to have enough money in your account and start placing bets.

In conclusion, betting on a legal site by keeping in mind all the necessary statistics can help gamblers earn a great deal of money.

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5 great hostels in Moalboal, Phillippines

Anywhere tourists go, they seek the same things – adventure, beautiful scenery, fresh air, and interesting landmarks. But another important aspect of this entire experience is the place where they stay to sleep, eat, and relax. If one has to pick a hostel, he or she looks for affordable prices, access to recreational facilities and good meals and other amenities that make their stay as comfortable as possible.

Here is a brief overview of five great hostels to choose from, located near the beautiful beaches of Moalboal in the Philippines.

One of the highest rated and most affordable hostels in Moalboal is the Moalboal Backpacker lodge. It features its own private studio cottage, budget rooms with a great view, and a dormitory with a sea view bamboo deck. Even the most expensive rooms are only 15 USD per night! The staff is friendly and they always make sure you have everything to your satisfaction. The rooms are clean, with comfortable beds, and also mosquito-nets on the windows to keep those pesky critters out. If you are on a budget, but still want a great experience, this is the place for you.

A perfect place to stay is Nidos Garden. It is located in Panagsama Beach and features affordable accommodation near the beach and the nightlife, a partygoer's paradise, while still being clean, quiet and safe, with a bonus – a big garden in front of the rooms. The six rooms are quite spacious and decorated with bamboo furniture. Every room has a private shower, a desk, closet, water kettle, refrigerator, and an outdoor sitting area facing the garden. This is one of the best places to stay if you want to go diving or snorkeling because is close to the ocean and the dive center can provide professional equipment under expert supervision.

If you're staying in Moalboal you should also consider TJ Hostel. It provides cheap and comfortable rooms with air-conditioning as an option. This hostel also provides great

rental services. Guests have the option to rent a van, a car, or a motor, as well as scuba diving equipment. A great thing about this hostel is the laundry service which is very useful for guests, staying for longer periods, because it takes the hassle out of having to do your own laundry – you can just bundle up your dirty laundry, drop it off with the staff, and go enjoy your holiday.

Another hostel with a very high rating is Marcosas Cottages Resort. The cottages are integrated in a 5000 square miles tropical garden. It has a restaurant and bar where you can relax, enjoy some delicious food or have a refreshing beverage. If you're too tired from your trip to go swimming in the ocean, the Marcosas Cottages Resort has a large pool where you can cool off and take the heat off. A great feature available here is the wellness center which offers professional massages. The resort also has a laundry service, features money change, and a photocopy, print and scan facility.

Moalboal Beach resort is also a place you should definitely consider if you want a nice experience. It is located five kilometres from Moalboal town and features a large outdoor swimming pool, and Wi-Fi access in the common areas. It also offers scooters for rent. The rooms for rent come cooled with air-conditioning and a balcony offering sea-views. Guests can play billiards or soak in the spa pool. The staff can arrange activities such as kayaking, diving and island-hopping.

So if you're off to Moalboal, looking for a good place to stay during your vacation, you will definitely be greatly satisfied, staying in any one of these hostels.