

INBOUND-MARKETING

The best opportunities often arise when you least expect them – provided you are visible.

Inbound marketing means being found rather than actively searching. Unlike the traditional outbound approach, where companies or individuals actively reach out to potential candidates, inbound marketing focuses on visibility: through Google, through LinkedIn, through a compelling digital profile. What originated as a concept in sales now applies equally to the job market.

The labour market has become a two-way search process. Companies increasingly look for suitable profiles – even without advertising a role – and proactively approach relevant professionals and managers. Those who are visible at that moment have an advantage. Those who are not, simply do not get found.

For job seekers, this requires a shift in perspective: a professional LinkedIn profile is not a nice-to-have, but a career factor. Inbound marketing is not passive waiting – it is deliberate positioning in the digital space.

Articles on inbound marketing (all articles)

- Job search? Think like a headhunter
- LinkedIn works like banking