



Introduction to Inbound Marketing

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Value of Inbound Marketing



Inbound marketing pulls
buyers into your business

What is Outbound Marketing?



Problem: Outbound Marketing Isn't Working



Solution: Inbound Marketing

Content



SEO

Google™

bing™

YAHOO!®

Ask™
.com

Social Media



twitter

Linked in



digg

Design  Promote

What is Inbound Marketing?

Letting your prospects find **you** when they are looking for the products or services you sell

Making **your** site be the destination for online searches

Serving as a knowledge resource that people **trust**

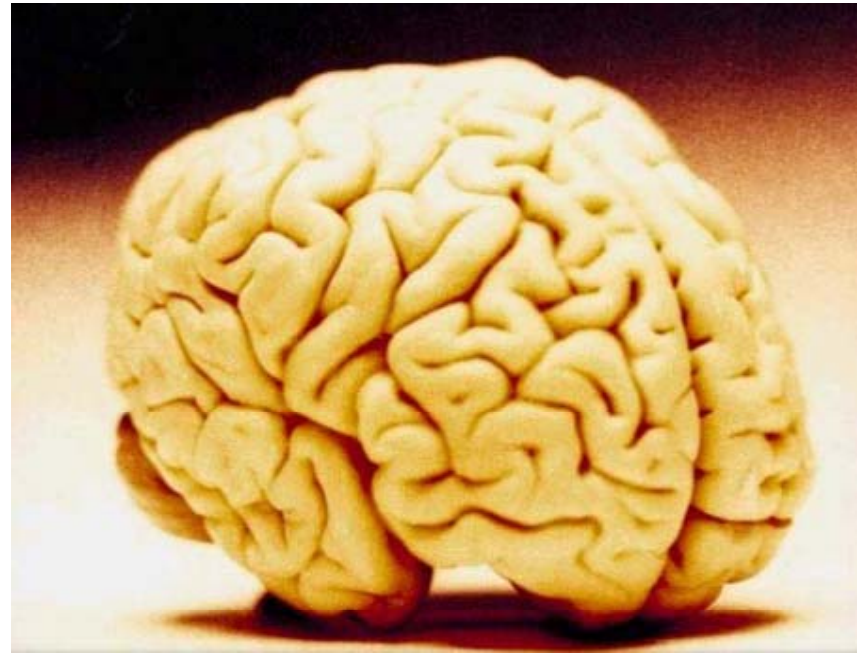
Good News About Inbound Marketing

Budget (Outbound)



Flickr: Andrew Magill

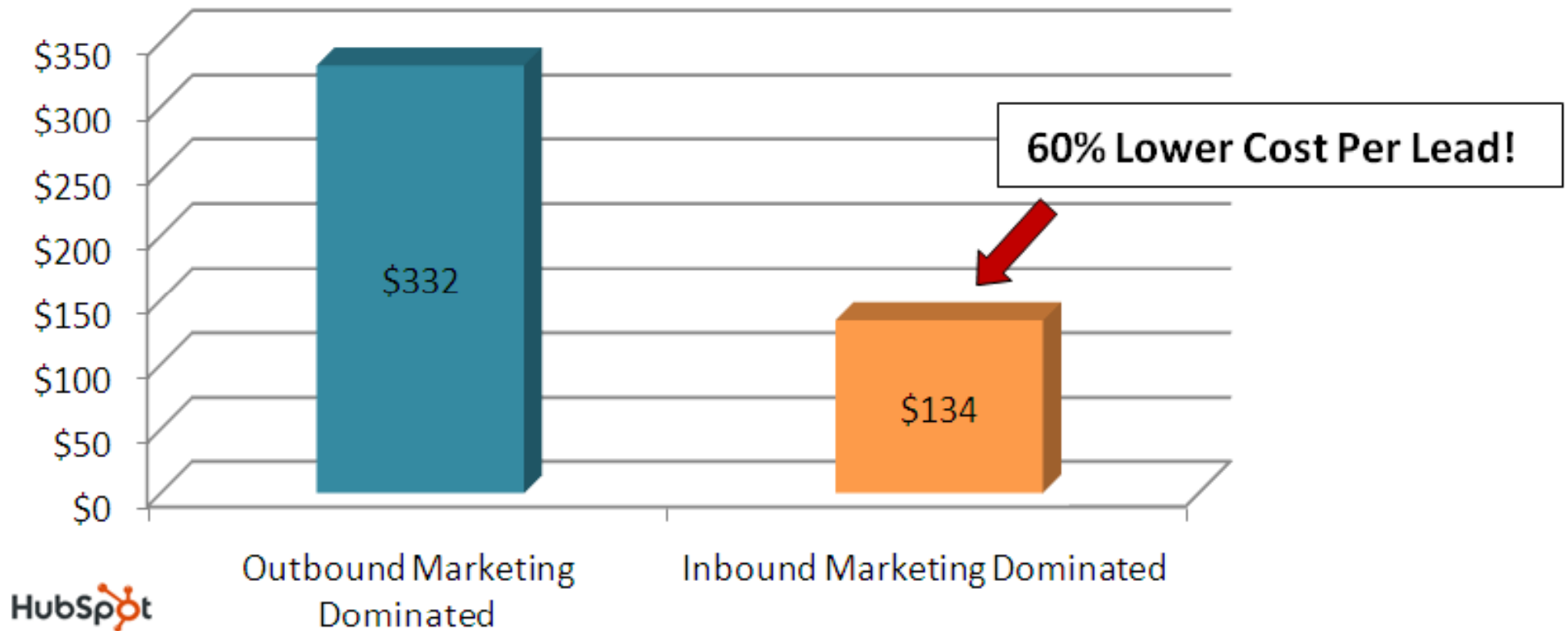
Brains (Inbound)



Flickr: Joakim Jardenberg

More Good News: Lower Cost Per Lead

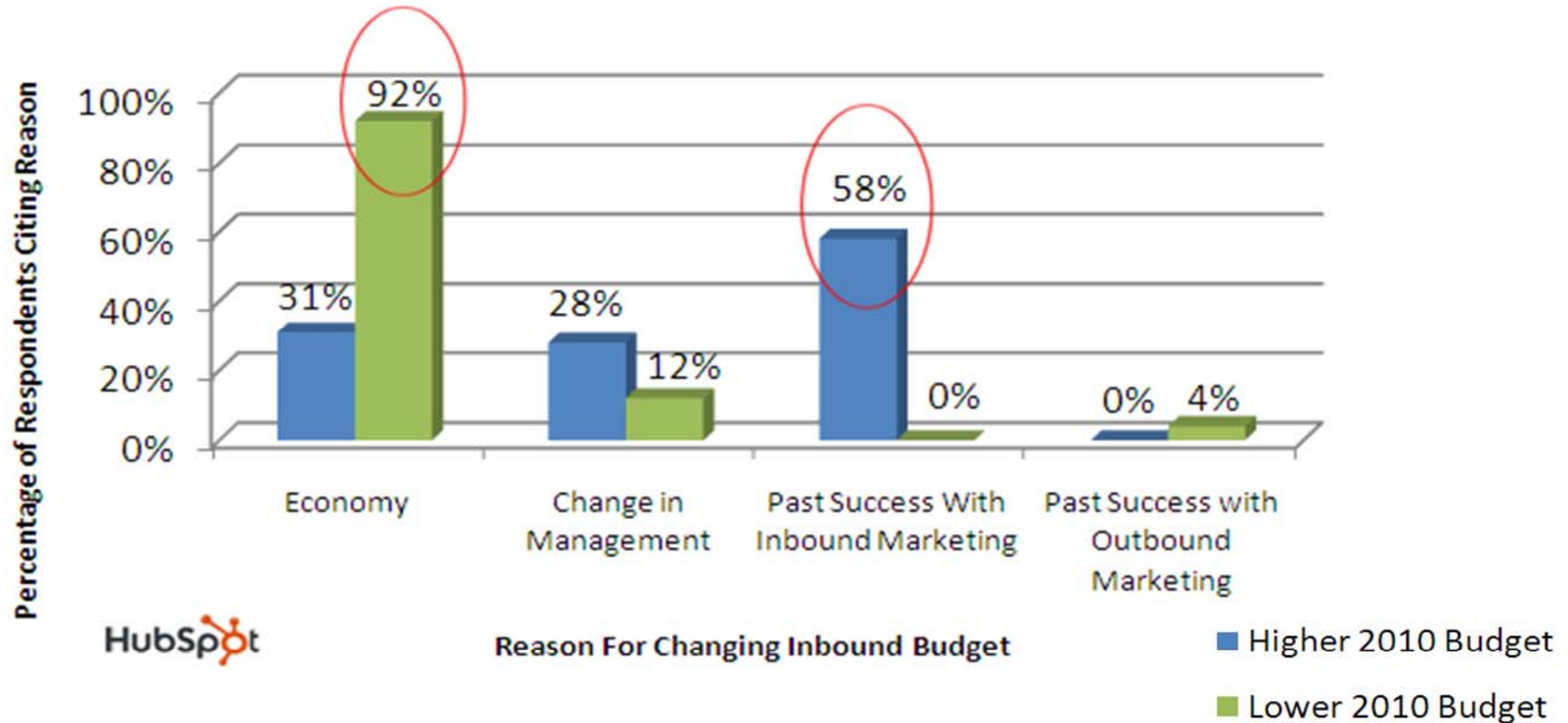
Average Cost Per Lead



Source: survey of hundreds of businesses: [HubSpot.com/ROI](https://www.hubspot.com/ROI)

Success Drives Investment in Inbound

Why Businesses Are Changing Marketing Budgets



Source: Survey of hundreds of businesses from HubSpot.com/ROI

Key Questions to Get Started

1. Have I identified the correct high volume **keywords** that will help drive traffic?
2. Am I regularly **creating** new, share-worthy content?
3. Am I **optimizing** my content for search and social media?
4. Am I **promoting** my content in social media conversations?
5. Am I **converting** as many visitors into leads and sales as I can?

4 Steps to Successful Inbound Marketing



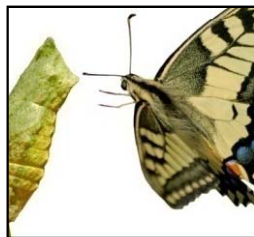
1. Create



2. Optimize



3. Promote



4. Convert & Analyze

Step 1: Create Content



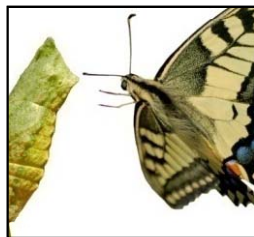
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Inbound Marketers are Publishers

Stop thinking like a marketer or advertiser.

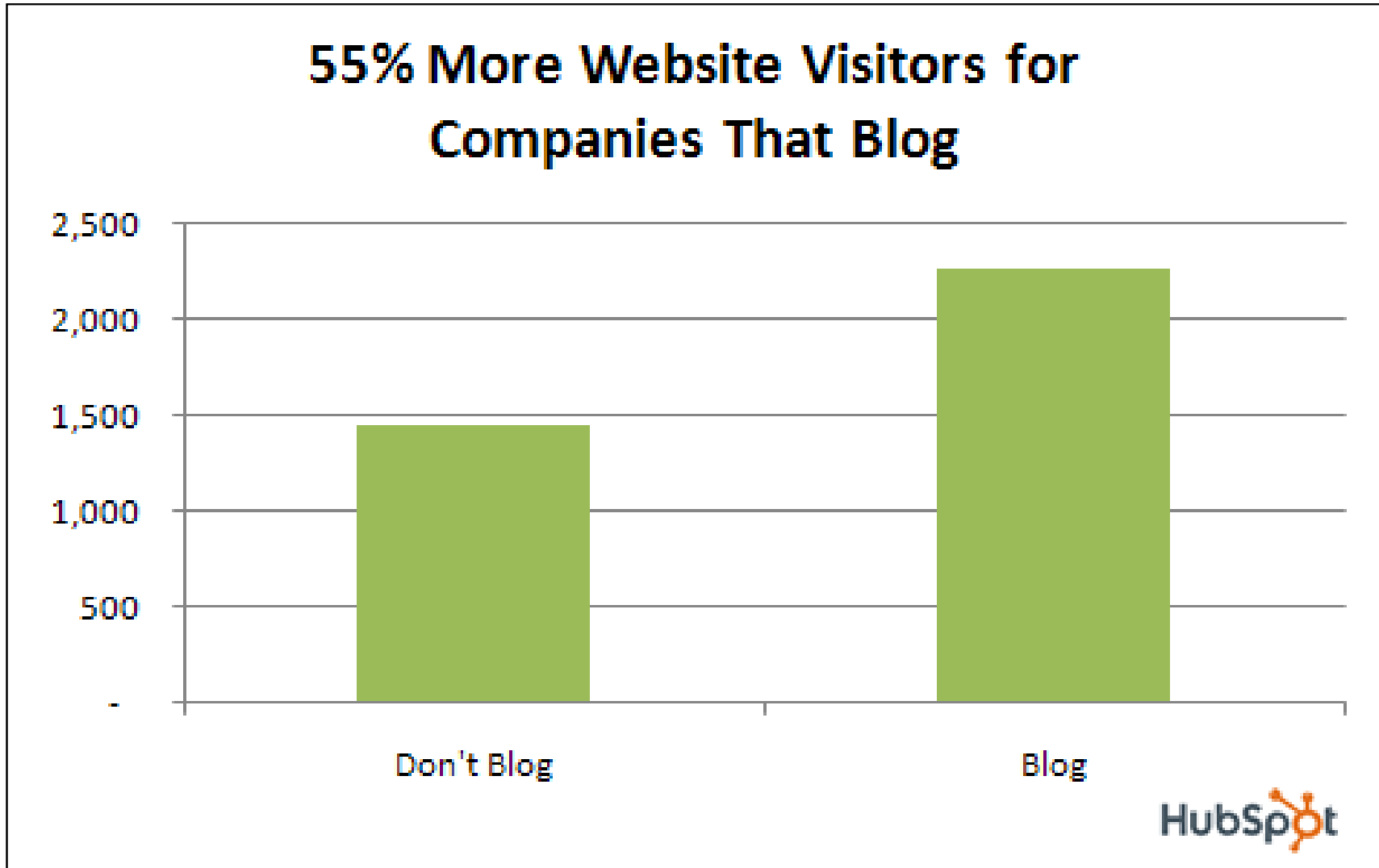


Start thinking like a publisher and socializer.

Publish Everything, Everywhere



Blogging: A Great Way to Get Started



Source: Data from over 1,500 small businesses - <http://hub.tm/BlogROI>

What Gets Shared?

Rarely Shared



- Product info
- Software documentation
- Content about YOU

Frequently Shared



- New market data
- Educational content
- Content about your industry

Step 2: Optimize



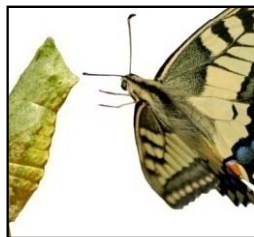
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Google is Judge, Jury & Executioner

YOUR CONTENT IS NOT WORTHY. NO RANK FOR YOU!



HubSpot

HubSpot.com/cartoons

Design  Promote

SEO = Context + Authority




Ranking Algorithm:

f(n): Context + Authority

25% On-Page SEO (Context)

1. Page Title  Internet Marketing Company

2. Clean URL  <http://www.hubspot.com/internet-marketing-company/>

3. Headers & Content

Brian Halligan, CEO & Founder, on the HubSpot Internet Marketing Company Vision

4. Description

Internet Marketing Company

Internet Marketing Company: HubSpot provides **Internet marketing** software to small and medium sized **companies** for blogging, social media, lead generation, ...

www.hubspot.com/internet-marketing-company/ - 22k - [Cached](#) - [Similar pages](#)

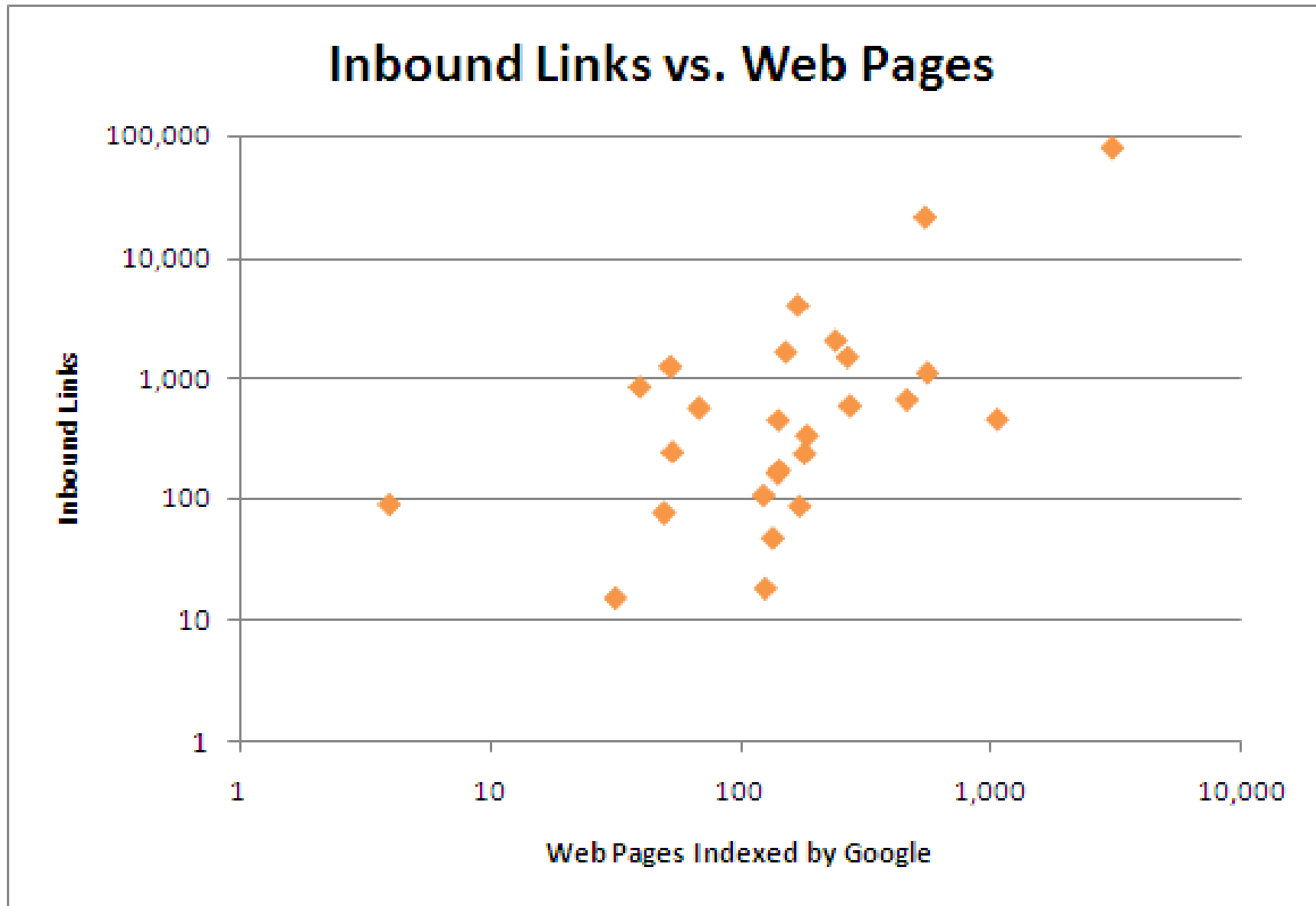


75% Off-Page SEO (Authority)

Authority is Determined by Inbound Links



More and Better Content → Links



Step 3: Promote



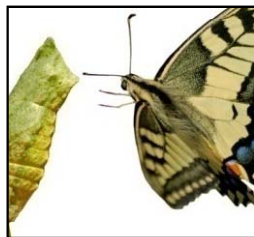
1. Create



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Remember: It's Not About You, EVER!

IT DIDN'T TAKE JILL LONG TO REALIZE HER MISTAKE:
NEVER DATE AN OUTBOUND MARKETER.



Target Your Content



**Target content to
your marketing
personas.**



Create an Engaging Presence

COMMENTS

This Is great! Added ther

posted on Tuesday, May 18, 20

Great list, glad to know I discovered. Much appreciate

Would also recommend read there. FWIW.

posted on Tuesday, May 18, 20

Another one that is a bit [posted on Tuesday, May 18, 20](http://marketingroadhouse.c</p></div><div data-bbox=)

Sure, Ill head out right n implement anything I read, b

posted on Tuesday, May 18, 20

Oh, great list guys! Many checking out.



HubSpot



Wall

Info

Boxes

Discussion Board

Displaying 3 of 10 discussion topics

External page sharing; How to on
2 posts by 2 people. Updated 4 hours ago

linking my blog into my hubspot p
3 posts by 3 people. Updated on February 17

RSS & Facebook
4 posts by 3 people. Updated on February 17

Simply RSS

HubSpot Inbound Internet Mark

HubSpot's Inbound Internet Marketing I

Today

Twitter Handles Dos and Don'ts (and New eBoo

Yesterday

All Hail The (New) Twitter Elite List

January 10

HubSpot TV - Don't Rely on Ads and Liposuction

January 9

Google AdWords PPC Tip: Dynamic Keyword Ins

January 8

A Message for the Post Office: Direct Mail Is Dy



HubSpot

✓ Following

Lists ▾



Your lists: friends 🔒

Release Your Inner Batman! "Just HubSpot It" [Episode 1]

<http://hub.am/91o2zi>

about 1 hour ago via HubSpot

Itching to know all about how to use social media for business? Visit our Social Media Marketing Hub! <http://bit.ly/socmedhub>

about 1 hour ago via CoTweet

Haha! @ItaiBoublii New web series this week. Check out on <http://blog.hubspot.com> in about 10 minutes ...

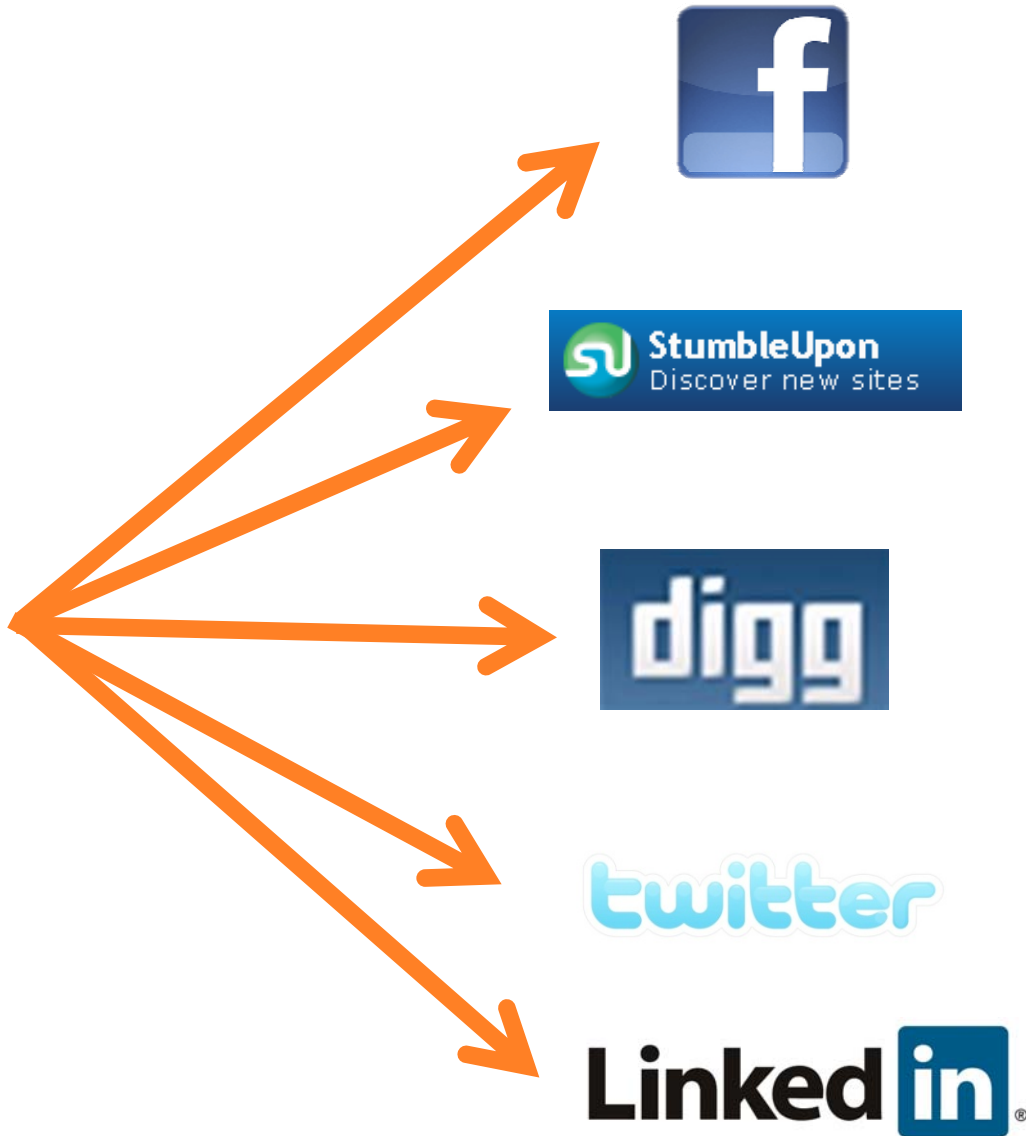
about 2 hours ago via CoTweet in reply to ItaiBoublii

Thanks @TheEconomist for citing data from our Jan. State Of the Twittersphere report in your article, "Sweet to tweet" <http://bit.ly/b1IG4I>

about 2 hours ago via CoTweet

Promote Content via Social Media

**Remarkable
Content**



Make Sharing Easy

HubSpot's Inbound Internet Marketing Blog

[Current Articles](#) |  [RSS Feed](#)

How to Use Twitter for Marketing & PR

 [digg.it](#) |  [reddit](#) |  [delicious](#) |  [StumbleUpon](#) |  [Facebook](#) |  [Twitter](#)

Twitter is a tool for "micro-blogging" or posting short thoughts. In fact, since Twitter was developed through text messages, each update is like a text message. Another way to think of Twitter is like a chat room, because it is an open forum, but you restrict it to the people with which you connect.

I have to admit I have not always been sold on Twitter. At first I did not get it at all. Then I thought I understood it, but thought it was stupid and useless. Then I used it a

How to Use Twitter for Marketing & PR

 [digg.it](#) |  [reddit](#) |  [delicious](#) |  [StumbleUpon](#) |  [Facebook](#) |  [Twitter](#)

Marketing Analytics 101: How to Measure the Effectiveness of Your Website

You've started a blog, signed up for twitter, and set up a Facebook Business Page - now how do you know if it's working for you? This webinar will provide all the basics of how inbound marketing-driven businesses should measure the effectiveness of their online efforts. This includes understanding what Internet marketing metrics to measure and how to leverage this data to make key business decisions and improve the effectiveness of your website.



This free webinar will cover:

- What **Internet marketing metrics** to track and how to gather data about your website
- How to measure the **ROI of each lead generation channel**
- How to **run tests** to improve the effectiveness of your lead generation efforts
- How to do **closed loop marketing** reporting to analyze



 [Share on Facebook](#)

 [Share on LinkedIn](#)

Check out the free @hubspot webinar 'Marketing Analytics 101' on August 7 - <http://bit.ly/measurmentg>

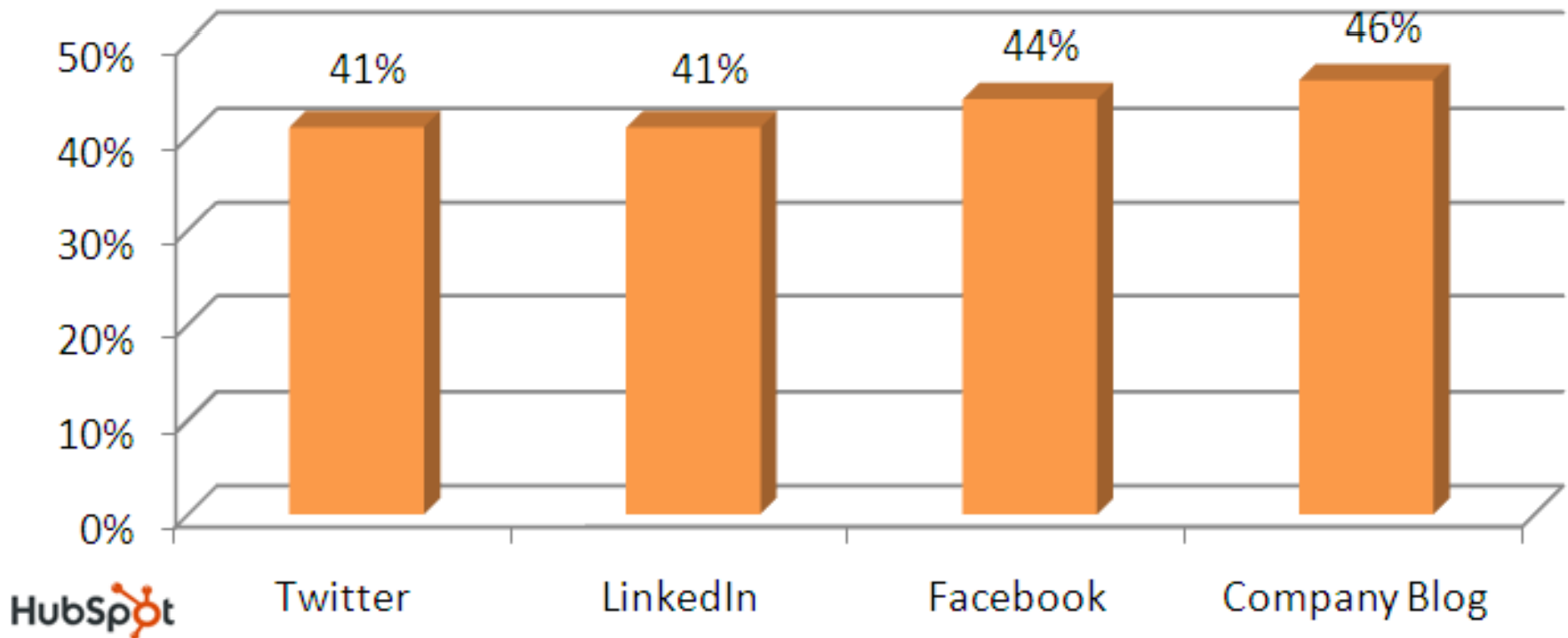
1 minute ago from web



mvolpe
Mike Volpe

Social Media Promotion Generates Leads & Sales

Percentage of Companies Using Specific Social Media Channels and/or Blogs Who Have Acquired a Customer From That Channel



Source: survey of hundreds of businesses: HubSpot.com/ROI

Step 4: Convert



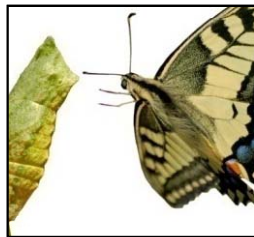
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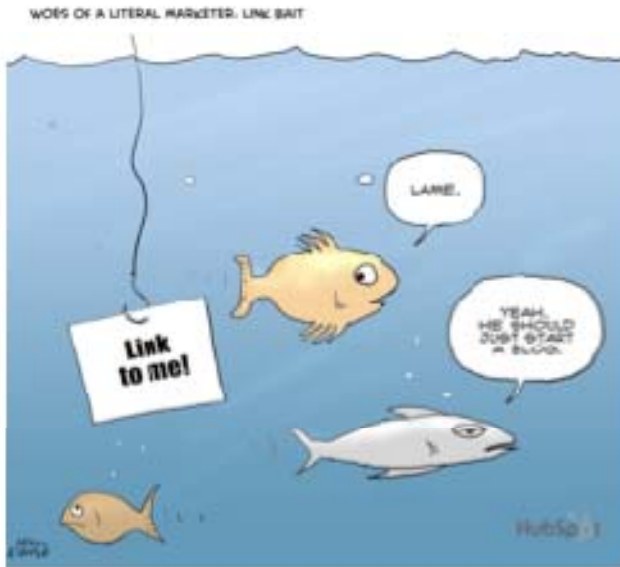
Put Calls to Action on All Your Content

Woes of a Literal Marketer: Link Bait [Cartoon]

Posted by Pamela Seiple on Tue, May 18, 2010 @ 07:00 AM



Tags: Link Building, Cartoon



LENNY WAS A HOPELESS MARKETER WHO TOOK THE TERM "LINK BAIT" A LITTLE TOO LITERALLY.

Webinar: Advanced Business Blogging



Learn how to build your business blog into an inbound marketing machine.

Download the free webinar to learn how to create a thriving blog.

Webinar: Advanced Business Blogging



Learn how to build your business blog into an inbound marketing machine.

Download the free webinar to learn how to create a thriving blog.

Use Landing Pages with Forms

Marketing Webinars
Marketing Hubs
Inbound Marketing Communities
Inbound Marketing University
Marketing Whitepapers & eBooks
Marketing Kits
Inbound Marketing Blog
Marketing Videos
Marketing Video Podcast
Marketing Tools
Marketing Studies & Reports

Webinar Details

Learn how to show the value of social media to your boss and how to implement it for your business.

Duration: 1 Hour

Who is this for?

Marketing professionals and business owners. No technical experience required.

Speaker:

Social/guest presenter:
Chris Brogan, Chris Brogan runs the [Inbound Marketing Summit](#) events. — [Speaker of the Day](#)

How to Demonstrate the Value of Social Media to Your Boss - Free Marketing Webinar

You get it. You love it. But now you need to ask for budget or permission or both to cover your social media implementation plans. You want to make sure the boss knows that other companies have done it successfully, that the learning curve is brief, that the tools are inexpensive, and that this isn't a drain on resources. Attend this free webinar to learn how to show the value of social media to your boss and how to implement it for your business.

This free webinar will cover:

- How to show the value of social media to your boss
- How to develop a social media strategy that aligns with key business goals
- Tools and resources to help you start, manage, and measure your social media efforts

Presented by social media guru [Chris Brogan](#)



View and Download the Free Webinar Now

First name *

Last name *

Email ([required](#)) *

Phone *

Company *

Company Website *



Track Your Conversion Rate & Analytics

Landing Pages

Build and analyze landing pages

228

NUMBER OF LANDING PAGES

1,000,000

TOTAL PAGE VIEWS

277,754

TOTAL FORM SUBMISSIONS

27.78%

TOTAL CONVERSION RATE

PAGE NAME	CONVERSION RATE
Internet Marketing Kit - Website Grader (SEO)	34.27%
Social Media Marketing Kit	31.47%
Inbound Marketing Kit	32.46%
Bloggging Kit	26.58%

Analyze Your Marketing

Google Analytics

pseiple@gmail.com | Settings | My Account | Help | Sign Out

Analytics Settings | View Reports: [blog.hubspot.com](#)

My Analytics Accounts: [www.hubspot.com](#)

- Dashboard
- Intelligence Beta
- Visitors
- Traffic Sources
- Content
- Goals

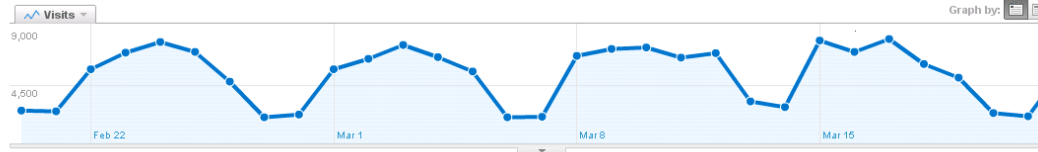
- Custom Reporting

- My Customizations
 - Custom Reports
 - Advanced Segments
 - Intelligence Beta
 - Email

- Help Resources
 - About this Report
 - Conversion University
 - Common Questions

Dashboard

Feb 20, 2010 - Mar 22, 2010



Site Usage



Visitors Overview



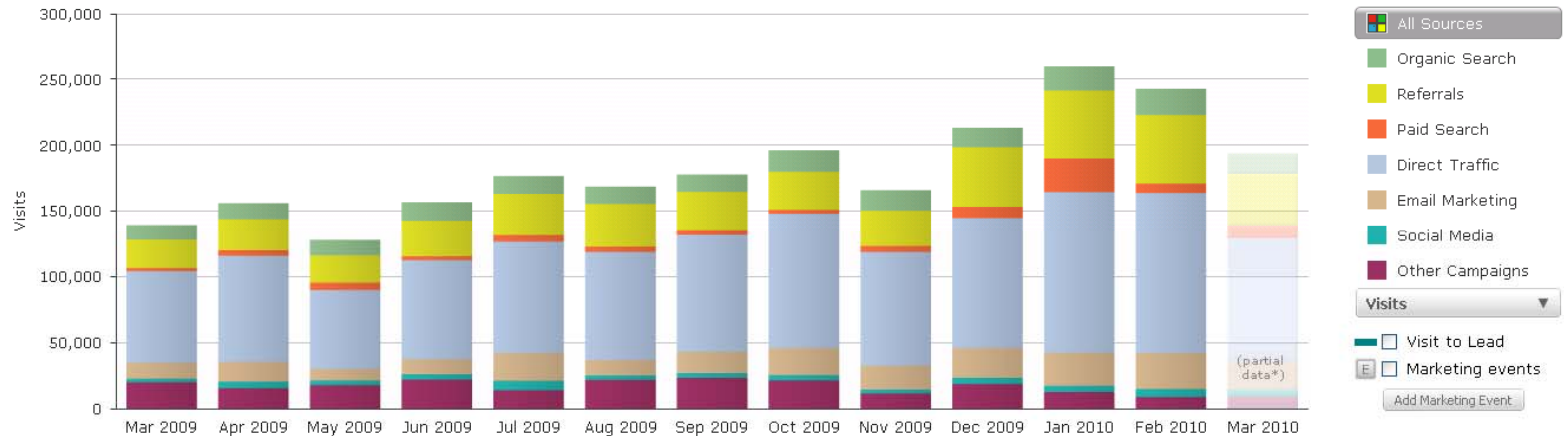
Map Overlay



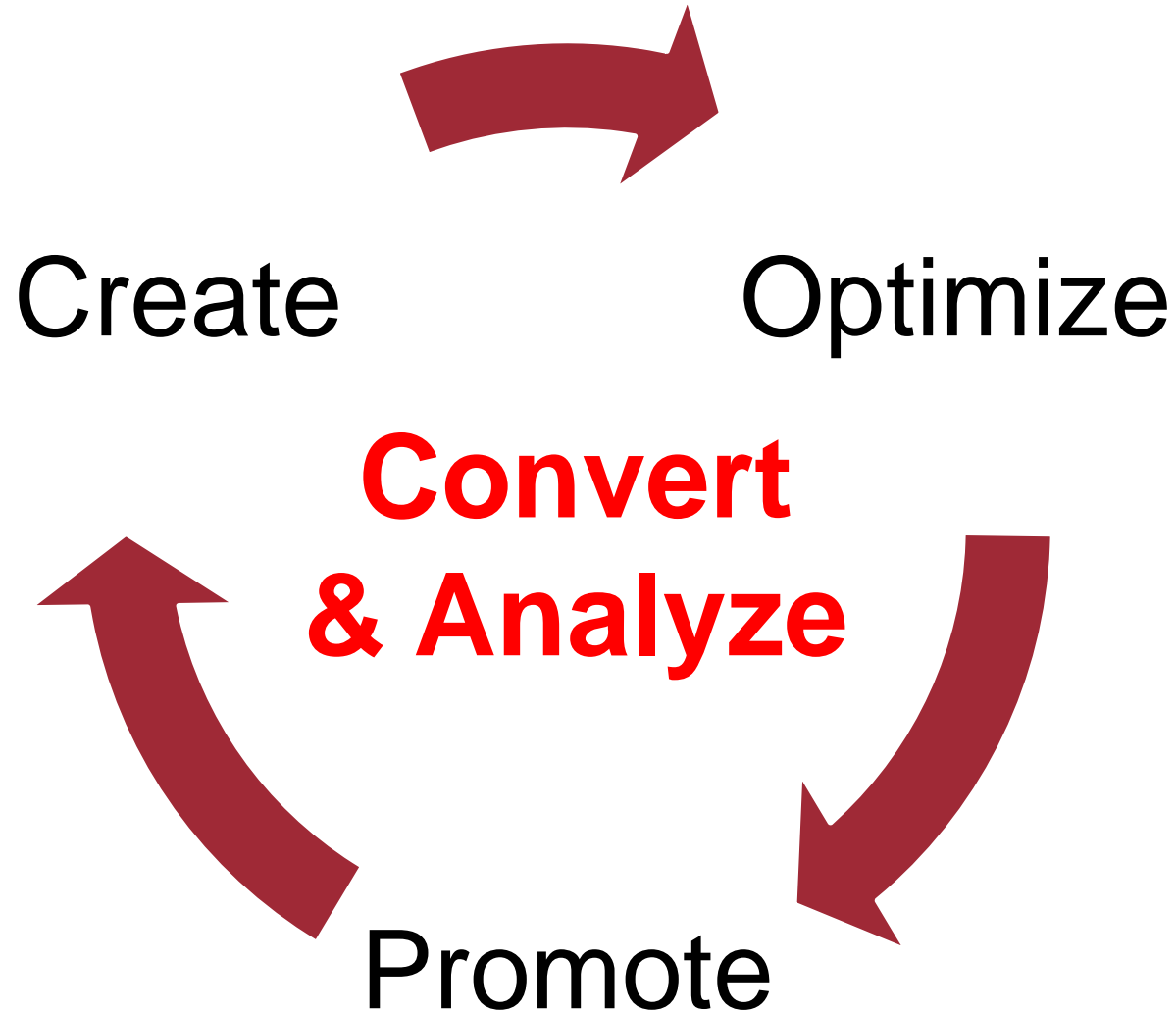
Visits for All Sources

See how different sources have driven visits, leads, and customers to your site

Select date range: [1w](#) [2w](#) [1m](#) [3m](#) [6m](#) [1y](#) [custom](#) Mar 1, 2009 - Mar 23, 2010



Inbound Marketing Summary



Inbound Marketing Resources

- ✓ WebsiteGrader.com
- ✓ StatCounter.com
- ✓ FreeKeywords.Wordtracker.com
- ✓ SEObook.com
- ✓ SEOmoz.com
- ✓ HubSpot.com
- ✓ WordPress.org



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