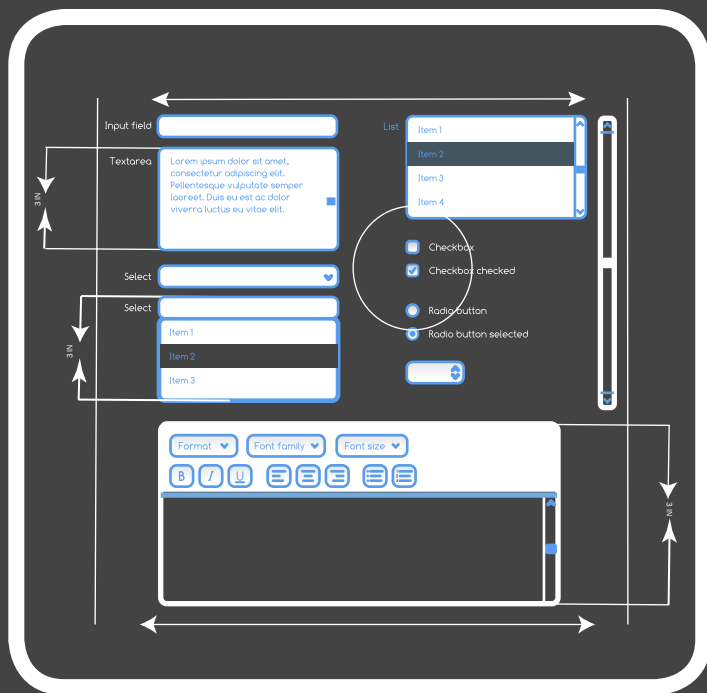


# THE ULTIMATE 'HOW-TO' MARKETING GUIDE



Discover the Keys  
to Successful  
Marketing Online

A publication of

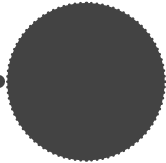


& Best-Selling Author  
David Meerman Scott



## IS THIS BOOK RIGHT FOR ME?

Not quite sure if this ebook is right for you? See the below description to determine if your level matches the content you are about to read.



### INTRODUCTORY ..... *This ebook!*

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. After reading it, you will be able to execute basic marketing tactics related to the topic.



### INTERMEDIATE

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. Read our intermediate-level [“6 Deadly Marketing Myths Busted.”](#)



### ADVANCED

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

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## THE ULTIMATE 'HOW-TO' MARKETING GUIDE

By Magdalena Georgieva

Maggie Georgieva is an inbound marketing manager at HubSpot responsible for creating new offers, including ebooks and webinars. She has previously helped with HubSpot's email marketing program and the company's landing page creation and optimization. Maggie is a prolific marketing blogger and has also written for publications like BostInnovation.com and *The St. Petersburg Times*.



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# FORWARD BY DAVID MEERMAN SCOTT

In 2011, I expanded my advisory role with HubSpot to become [Marketer in Residence](#) at the company. This exciting work allows me to dig deep into the art and science of modern marketing with the best in the business —HubSpotters.

Before the web came along, there were only three ways to get noticed: pay for expensive advertising, beg the mainstream media to tell your story for you or hire a sales staff to bug people one at a time about your products.



Now we have a better option: publishing interesting content on the web that your buyers want to consume. The tools of marketing have changed. The skills that worked offline to help you buy, beg or bug your way in are the skills of interruption and coercion. Online success comes from thinking like a journalist and a thought leader.

One project I worked on with the HubSpot team was the creation of a [Weekly Marketing Cast video series](#) where I share the best ideas I learn while traveling the world, speaking to people about how they have achieved marketing success. Now, in the true spirit of content creation, we've re-worked the best of the Weekly Marketing Cast episodes into 20 "chapters" in this Ultimate How-to Guide. We've designed this ebook to make it easy to quickly identify nuggets of inspiration to drive success at your business. Enjoy.

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**1**

HOW TO

# GET FOUND ONLINE AS A LOCAL BUSINESS



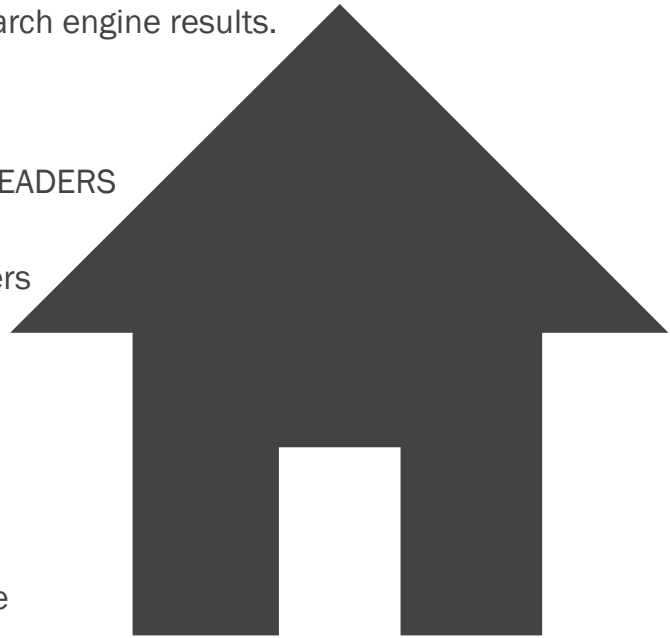
“Trying to get found online as a local business comes with both advantages and challenges.”

Trying to get found online as a local business comes with both advantages and challenges. In this chapter, we discuss a few ways to surface in local search engine results.



### CONNECT WITH INDUSTRY THOUGHT LEADERS

Connecting with industry thought leaders offers an effective way to draw high-quality inbound links and create buzz around your company name. Have you been following a popular blog in your industry? If so, can you reach out to the author with ideas for creating content together? Such type of collaboration can grow your reach and make you more appealing to folks who research carefully before they make a purchase decision.



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### FOCUS ON GPS-ENABLED SERVICES

As people continue to embrace the usage of smart phones, they also start relying on location-based applications with GPS functionality. These apps offer quick ways to find out which transportation services are in your area, whether your friends are nearby and where to go shopping or grab a bite.

Examples of such applications are Google Latitude, Foursquare and Foodspotting. So pay particular attention to these platforms and the special opportunities they offer to businesses.



### CHECK OUT SOME CASE STUDIES

Not sure how to start growing your local search traffic and leads? Check out some [success stories](#). One example David Meerman Scott points out is Mike Pownall, DVM of McKee Pownall Equine Services. Mike uses social media, [especially Twitter](#), to reach horse owners in Toronto which leads directly to business growth. | .....



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2

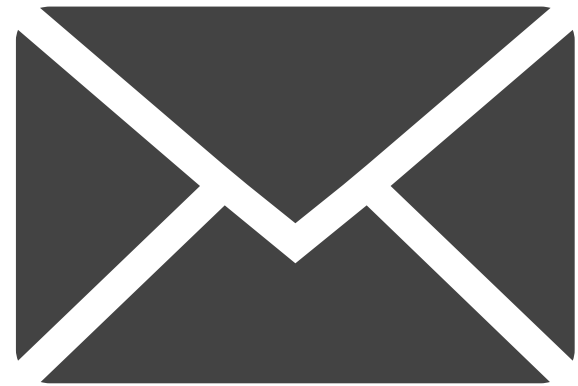
HOW TO

# USE YOUR EMAIL LIST EFFECTIVELY



“If you are like most people today, you hardly think of your inbox fondly.”

Do you remember the sweet anticipation of receiving new email messages? If you are like most people today, you hardly think of your inbox fondly. It’s like the fading memory of a once-cherished rendezvous that turned into a burdensome relationship. But hey, maybe you can reawaken this first feeling of euphoria in your email subscribers.



In this section, we discuss the top two things you need to consider when using your [email for marketing](#). It is great to see people opening and enjoying your emails. Here is how you can achieve more of this:

●..... DON'T USE EMAIL TO ONLY SELL

“The biggest problem that I see is that companies use them [emails] exclusively to try to sell things,” says David. The messages they send revolve around product offers, discounts and free shipping. Emails from B2B companies, on the other hand, are always trying to push the recipients toward engaging with sales people.

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While this approach is okay every now and then, it should occur only after a company has earned the attention of its email subscribers.

●..... EARN THE ATTENTION OF EMAIL SUBSCRIBERS

Every email you send to people, David says, needs to lead with something valuable. You might want to share a link to a video, a new webinar or some type of industry report or an infographic. In this way, your recipients will be excited to open your messages because they will expect to see real value there. So, before sending your next email, ask yourself: “Why is this going to be valuable to the person I am sending it?”

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THE VIDEO**



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3

HOW TO

# OPTIMIZE YOUR PRESS RELEASE



“*Press releases are like vitamins for people: we either obsess over them or don't take full advantage of them.*”

.....

Press releases are like vitamins for people: we either obsess over them or don't take full advantage of them. What if you are looking for a happy balance between these two extremes?



#### WHY SUBMIT YOUR PRESS RELEASE TO DISTRIBUTION SERVICES?

Think about Google News and Yahoo! News as different search engines, says David. In order to get your content to be indexed in these places, you need to submit your press release to one of the recognized press release distribution services.



#### WHERE TO SUBMIT YOUR PRESS RELEASE?

The five big ones are: PRWeb, PR Newswire, Business Wire, Marketwire and PrimeNewswire. There are other less popular ones, plus free services you may be able to use. While we encourage you to experiment with ditribution, make sure you know what you are getting. All services you use should have access to the main search engines and should give you the capability to hyperlink from the press release to your site.

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●..... THE # 1 CRITICAL ELEMENT IN PRESS RELEASES

Including hyperlinks in your press releases is critical. Make sure to hyperlink relevant words directing to targeted pages (which sometimes can even be [landing pages](#)). For instance, if your press release is about a new product launch, you should hyperlink the most important phrases and send people to your website pages corresponding to these phrases. This is essential for search engine optimization.

●..... DON'T FORGET TO PUBLISH ON YOUR SITE

In addition to sending the press release to reputable distribution services, you should also publish it on your own website. Add it to your Media page, on your blog or wherever you think is appropriate. "If you put it on your site, it is going to get indexed by the main part of Google," explains David.



4

HOW TO

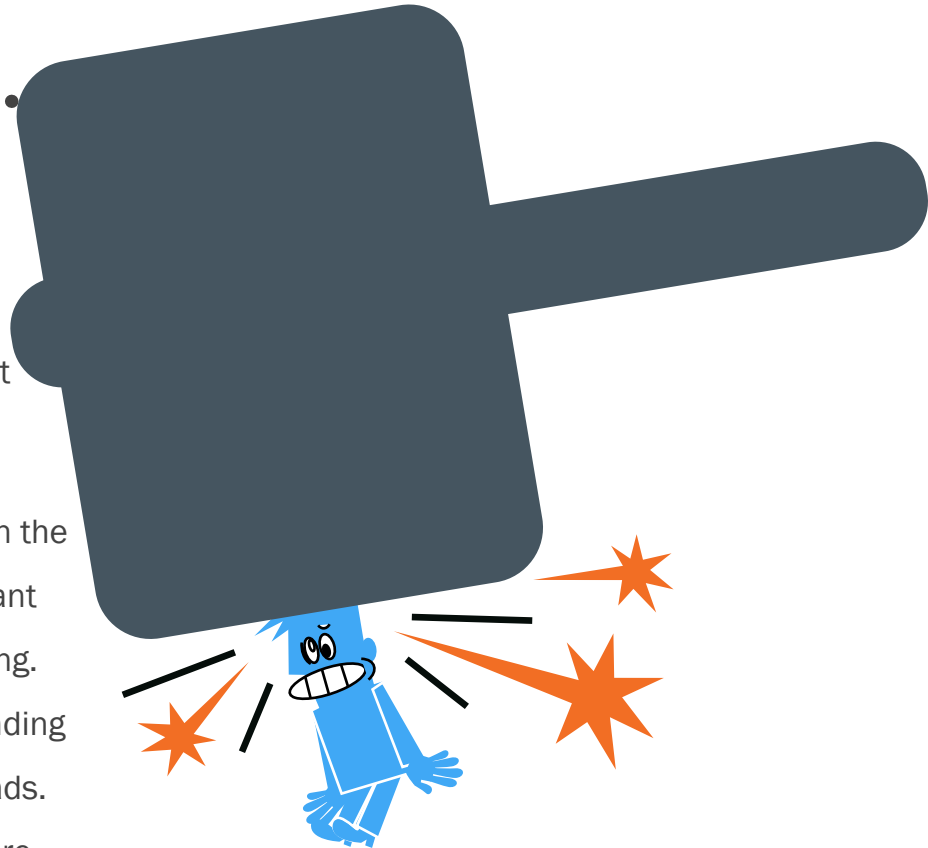
# ASK YOUR BOSS TO REDUCE TRADITIONAL MARKETING



“ We are facing the ways people have been marketing for decades.”

You recognize the value of creating blog posts, videos and other content pieces to drive traffic to your site. But does your management team share that sentiment?

Often times, your boss, the executives in the company and your board of directors want you to continue with traditional marketing. They insist on sending direct mail, attending tradeshows and paying for newspaper ads. “That is a huge challenge because we are facing the ways people have been marketing for decades,” says David.



#### ASK PEOPLE ABOUT THEIR HABITS

The simplest way to convince someone in the ineffectiveness of old marketing techniques is to inquire about their habits. How do they research products?

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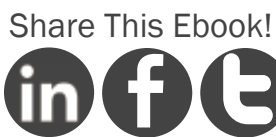
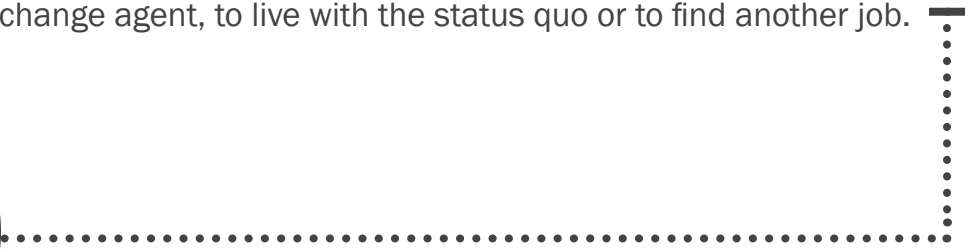
Do they go to the web? Do they ask friends for advice? Or do they go to the Yellow Pages and read the ads in the local papers?



If people are saying the truth, they will admit that they do product research through search engines and social networks. And that will be the perfect transition to the question, “Then why are you making me do direct mail?”

●..... WILL YOU REMAIN A CHANGE AGENT?

If you are trying to transform the way your company does marketing, you are basically a change agent. But what if your attempts are met with the same type of resistance time and again? You have a few options—to continue being that change agent, to live with the status quo or to find another job.



5

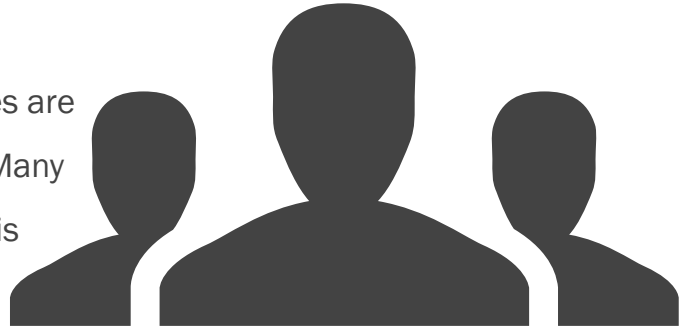
HOW TO

# KEEP UP WITH THE COMPETITION



# “Many companies start obsessing over what the competition is doing. Should you follow suit?”

In this age of rapidly changing technologies, businesses are fiercely competing for the attention of online viewers. Many companies start obsessing over what the competition is doing. Should you follow suit?



In this section we talk about the dynamics between you and your competitors. What do you currently practice and how should you behave in the future?

## ●..... BE AWARE OF YOUR COMPETITORS

You need to be aware of what your competition is doing. Are they raising or lowering their prices? Are they launching a new product? Don't be ignorant about their successes and failures; yet don't obsess over them.

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..... DON'T COPY THE COMPETITION

“I have seen it in so many places,” David says about the fact that organizations copy the competition. “The company that leads is the company doing the unique and interesting things.”

David emphasizes the importance of [content creation and social media engagement](#) among other innovative ideas. “That is the right thing to do—focus on your potential and existing customers,” he adds. When you concentrate on the right things, you are going to force the competitors to obsess over you and copy you.

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THE VIDEO



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6

HOW TO

# LEARN FROM COMPANIES OUTSIDE YOUR INDUSTRY

“Many great examples of success exist outside your line of business.”

Too often, companies look to learn from industry case studies. However, many great examples of success exist outside your line of business.

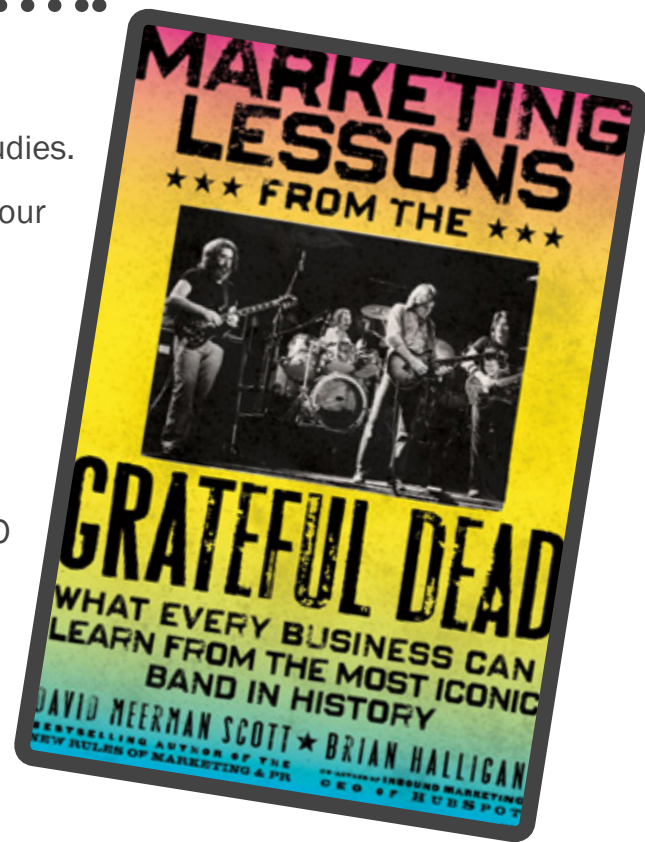


### MARKETING LESSONS FROM THE GRATEFUL DEAD

In 2010, Brian Halligan, HubSpot’s CEO and co-founder, and David Meerman Scott published their book [Marketing Lessons from the Grateful Dead](#).

Their goal was to showcase the many marketing lessons stemming from the creative minds of these unique musicians.

This reinforces the notion that no matter what industry you represent, you can learn from totally different business models.



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## DON'T LIMIT YOURSELF

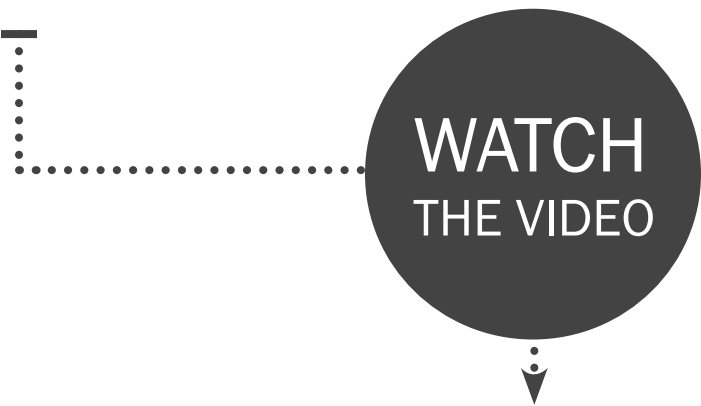
So many businesses, David points out, copy the competition or learn from companies only in their own industry. If you are a B2B technology company, for instance, you start obsessing over what other B2B technology companies are doing.

Stop intentionally limiting yourself in this way! You can learn so much by looking at what an independent consultant or a non-profit, or a rock band, or a church is doing to market its services or products.



## LEARN FROM THE COMPANIES YOU LOVE

Ultimately, the practices you want to adopt are the ones you admire. “Think about the companies that you love to do business with,” David says. Their market or category of products don’t matter all that much. What can you learn from them and how do you apply it to your own business situation? That is the focus you need to develop.



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7

HOW TO

# MEASURE ONLINE MARKETING

# “Do the old rules of measurement apply to modern marketing?”

Today, it is highly debated whether the old rules of measurement still apply to modern marketing. But there is no doubt about the importance of newly emerging metrics.



## ●..... CHALLENGE OLD METRICS

For a long time, David notes, measurement of marketing efforts has been around sales leads. “That is how I was measured,” David admits. But things have rapidly changed with the development of new technologies and especially with the growth of the Web. Are you taking notice of these emerging realities and incorporating them into your marketing reporting mix?

## ●..... FOCUS ON EXPOSURE

Marketers should develop [new metrics](#) that track exposure to ideas. Interestingly enough, this comes even prior to the actual sales cycle. A lot of the measurement happens higher up in the funnel.

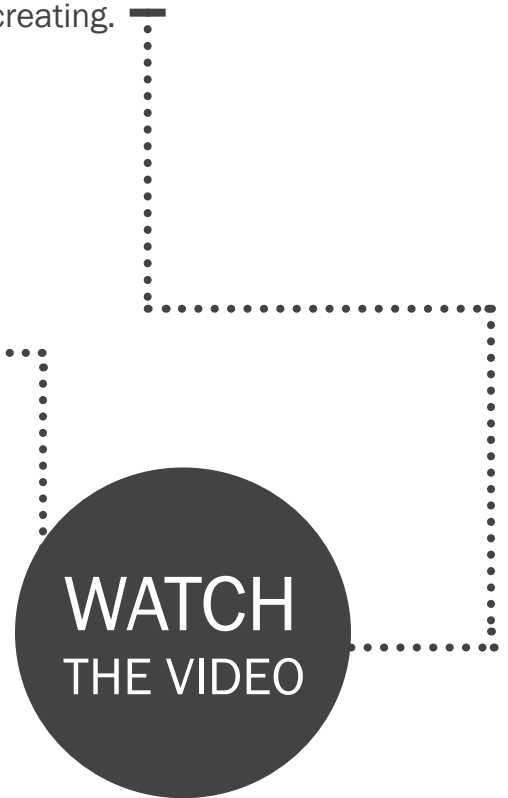
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Where in search engines is your content appearing when people enter specific keywords? How can you get to the first listing? These are the types of questions that will help you focus on making your ideas and content more visible to the public.

●..... WHAT SHOULD YOU MEASURE?

It's easy to get lost in different metrics that don't help you improve your strategy but turn into a burden. Avoid making this mistake and focus on a few key elements to track. You can [measure](#) the number of people reading your blog posts. You can track your performance in search engines. You can see how many people are following you on Twitter. All these things demonstrate your reach and how it is growing (or decreasing). The larger the exposure, the more triggers to the sales process you are creating.



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HOW TO

# MAKE THE MOST OF WEB ADS

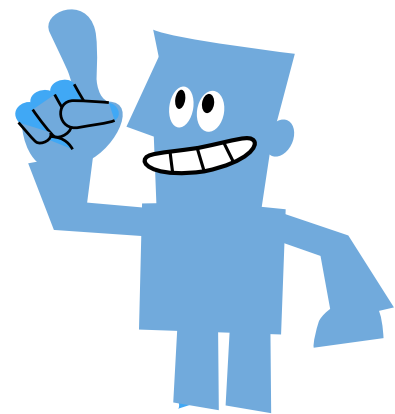
# “But how do you ensure your online ads generate maximum conversions?”



In an effort to capitalize on cross-channel marketing, many businesses experiment with online ads. Web ads can be used to promote new content offers or product discounts. But how do you ensure your online ads generate maximum [conversions](#)?

## ●..... AD COPY & GRAPHIC

As you know, advertising on the web can range from banner ads and pop-ups to PPC campaigns and Facebook ads. Companies already spend a great deal of time writing the ad copy and picking the right image. The goal is to attract a high number of clickthroughs.



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## LANDING PAGES LEAD TO HIGH CONVERSIONS

But often times, after companies spend effort on designing ads, they neglect the importance of the second step—conversions. Many ads direct people to ineffective places like a company’s home page. If you click on an ad selling an umbrella, for instance, you don’t want to arrive at a generic page that makes you do more work to find the umbrella you want.

Instead, the [landing page](#) should reveal what the ad promised. As a marketer, you need to make it simple for people to take action.

Ultimately, increased conversion is the metric you care about. If you are going to spend the time to create great web ads, make sure your landing pages are as powerful.



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9

HOW TO

# DEAL WITH NEGATIVE COMMENTS



# “Negative comments can sometimes be a good thing.”

If you have been blogging for a while, you have probably felt the frustration associated with negative comments. If you are new to [blogging](#), you probably fear receiving biting criticism. But you might be surprised to learn that, as David points out, “negative comments can sometimes be a good thing.”



## UNDERSTAND THE CRITICISM

When you have somebody who is thoughtfully critical of you, respond to them and show that your organization is human and you are a caring person,” says David. Critical comments can spark meaningful and authentic discussions. Responding to them shows that you are attentive to the remarks of others and that you are not just rambling in a vacuum.

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..... REACT IN THE SAME CHANNEL

“It is always a good idea to react in the same media that the comment was made in,” says David. If someone posts a tweet, tweet back at them. If they leave a blog comment, comment on the same post. “If they did a video, do a video in response,” he David. Pay attention to people’s preferred method of communication and continue the dialogue on that platform.

..... DON'T RESPOND TO BULLIES

“If it is a thoughtful comment, it deserves a response. If it is a bully and all they are trying to do is bully you—you don’t have to respond to that,” says David. Trust your guts to evaluate if a comment is attacking you or your argument. If the commenter is being insulting without providing any meaningful criticism, feel free to ignore them. |.....



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**10**

HOW TO

# WRITE AN EBOOK FOR BUSINESS



“ *Long-form content is a core element of building valuable marketing offers.* ”



.....

Long-form content is a core element of building valuable marketing offers. That’s why ebooks present a terrific opportunity for generating buzz online and drawing leads. But how do marketers go about writing an ebook?

●..... DON'T WRITE ABOUT YOUR PRODUCT

The most important thing about writing an ebook is that you should focus on the people you want to reach, not your product or what you have to offer. Try to understand what challenges your audience is facing and figure out a way to address these problems.

●..... CHOOSE A TOPIC THAT SOLVES A PROBLEM

In finding a topic to tackle, focus on a question that your target audience is often asking, or pick a challenge they often encounter.

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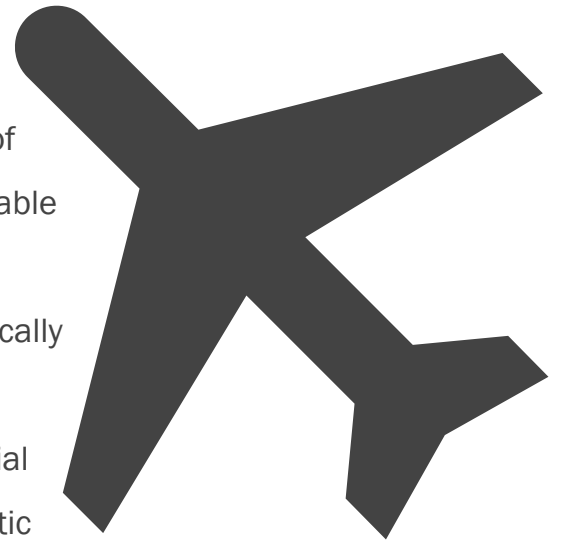


Open your email inbox and select a few questions your customers have shared with you. If a number of people have expressed interest in the same issue, it might be worth addressing it in an ebook.



### LEAVE YOUR COMFORT ZONE

“Before you even begin to write it, get out of your office, get up from your really comfortable chair,” says David. “Go out into the marketplace either virtually online or physically in person and have discussions with those people you are trying to reach, your potential customers.” That way you will have authentic conversations that can help you really understand the worries of your audience. Such type of interaction will direct your attention to creative content ideas. |.....



**11**

HOW TO

# **CROWDSOURCE VIDEOS FOR BUSINESS**



“ *Videos present a great way to create remarkable content.* ”

Videos present a great way to create remarkable content and expose your business to more PR opportunities. In this section we cover ideas on crowdsourcing video production.



● ..... CREATE A CONTEST FOR BEST VIDEO

Launching a contest is a great way to go about crowdsourcing videos. Make sure the contest prize you offer is a significant sum, but not as big as the marketing budget for a full-blown video. Then, invite local film school students to participate and encourage them to create the best video assignment.

● ..... SEE HOW OTHER BUSINESSES DID IT

HP, for instance, used the [D&AD Student Awards](#) to launch a similar contest in 2009. Its assignment was to “present an idea which promotes HP Workstations ability to bring to life anything the creative mind can conceive.” [The end result](#) of this contest was impressive: it enjoyed thousand of views and hundreds of positive comments.

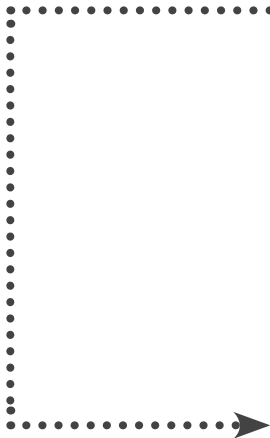




●..... GIVE PEOPLE AN OPPORTUNITY

Why would anyone participate in such a contest apart from the possibility of winning a prize? “They want the exposure,” says David. People are eager to express their creativity and receive public acknowledgment for it. Don’t think contests are a way to get a video for cheap. It’s more about giving an opportunity to people who wouldn’t have otherwise had it. Don’t exploit them, but celebrate their unique perspective and knowledge.

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THE VIDEO



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**12**

HOW TO

# USE THE WEB TO OPTIMIZE OFFLINE EVENTS



“When organizing offline events, you should think about leveraging them through the web.”

When organizing offline events—whether they are conferences, user groups or tradeshows—you should be thinking about ways to leverage these opportunities through the web.



Dreamforce, 2011

..... PREPARE YOUR AUDIENCE BEFORE THE EVENT

If you are organizing a conference, share with your audience beforehand what to expect from the event. Give them an opportunity to learn more about the selected topics and allow them to network with employees and other guests.

..... USE REAL-TIME PLATFORMS DURING THE EVENT

Create a collaborative space where people can share real-time multimedia contributions like quick updates, photos and videos. For instance, think about creating a Twitter hashtag that will enable attendees to communicate with one another as the event occurs.

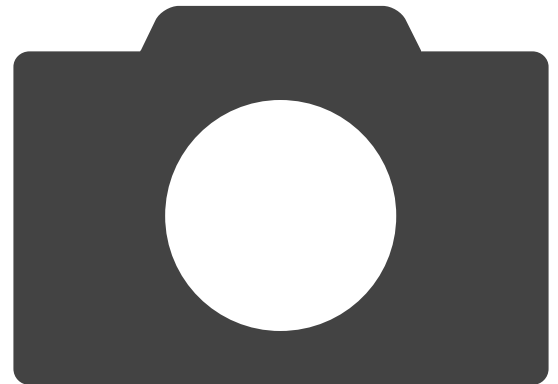
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## POST ARCHIVED MATERIALS AFTER THE EVENT

After the event takes place, post online some of the materials used—photos, videos and presentations.



For instance, after [HubSpot's user group](#), selected archives were uploaded and shared with guests and other interested audiences.

By posting online the archived materials, you are serving three groups: those who attended, those who wanted to attend but couldn't, and those who would like to attend next time. By archiving the event materials online, you are indirectly promoting similar events that will occur in the future. As David notes, "the search engine optimization of doing some of these things helps out really well for promoting next year's conference."



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13

HOW TO

# KEEP UP WITH NEWS & EMERGING TRENDS

# “How do you take advantage of emerging trends and new media technologies?”

Information overload is a challenge for many marketers. How do you keep up with the constant flow of information? How do you take advantage of emerging trends and new media technologies?



## PICK AND CHOOSE WHAT'S IMPORTANT

“Give yourself permission to not see everything,” says David. Though it might be difficult to do so at first, you will have to learn to pick and choose your information intake. You don't have to skim every tweet that comes your way, or read every article in your RSS reader, or respond to every email in your inbox.

## USE ALERTS TO FILTER OUT THE NOISE

Set up Google Alerts for your name, your company's name, important industry keywords, product categories and maybe even your competitors. That way you will receive email notifications with every mention that actively interests you.

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You can also set up Twitter alerts using services such as Tweetdeck and HootSuite.

“By monitoring Twitter and blogs, and the news in a way that you are being reactive to the things that are happening in real time that mention you or your organization, or your category of products, or your competitors, then you can allow yourself to filter out a whole bunch of the noise,” says David.

 ..... DON'T FORGET SERENDIPITY

Follow the news and skim your whole stream of tweets every now and then in order to take advantage of real-time stories and unexpected PR opportunities. Don't obsess over it too much, but keep an eye out for the things that can spark an idea. |.....



**WATCH  
THE VIDEO**

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14

HOW TO

# CREATE AN EFFECTIVE BUYER PERSONA



“A buyer persona is when you slice your marketplace into individual groups of people.”

.....

In this section, we will walk you through the process of creating buyer personas and the steps you should take to make that happen. “A buyer persona is when you slice your marketplace into individual groups of people,” explains David. In other words, the term describes your target audience.



For instance, if you are a marketing manager at a hotel, you might have five buyer personas: an independent business traveler, a corporate travel manager, an event planner, a vacationing family, and a couple planning their wedding reception. When running marketing campaigns, you will need to adapt your messaging to fit the needs of these different buyer personas.

●..... INTERVIEW YOUR BUYER PERSONAS

“Once you identify who your buyer personas are, you need to interview those buyers,” advises David. Make sure the people you pick to talk to aren’t already your existing customers. Take 20-30 people who fit each persona and ask them open-ended questions that are not necessarily related to your product or services. “You want to end up with broad questions,” David says.

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## CREATE PROFILE(S) FOR THE PERSONA(S)

Take the information you have gathered from your interviews and come up with a profile for each group. Give each of your personas a name and an image. If your business is a hotel, for instance, your buyer personas might include Wedding Wendy, for ladies planning their wedding receptions, and Business Traveler Ben, for corporate business professionals. Remembering about the needs of your different target audiences is so critical that some companies have placed images of their buyer personas throughout offices and on the walls of conference rooms.



## HOW TO MARKET TO BUYER PERSONAS

In order to effectively market to buyer personas, you will need to create content that targets these segments. For instance, for the newlyweds, you might have a blog that talks about wedding bands. The buyer personas are unique in what they need and how you market to them. Before you start a campaign, ask yourself, “What would Wedding Wendy say about this?” or “Would this piece of content appeal to Wedding Wendy?” Buyer personas help your marketing come alive, says David. It’s so much better than merely talking about your products or services. | .....





**15**

HOW TO

# FIND TIME TO CREATE CONTENT



“ *How do you find time to create content when you have a real business to take care of?* ”

.....

Have you heard of the attention economy? It's the reality we live in today. It's a system in which time is our most powerful and scarcest resource.

Then how do you find time to create content when you have a real business to take care of? Surely, this is a challenge you have encountered many times.



●..... **STOP LOOKING FOR EXCUSES**

“I completely recognize being busy,” says David. It's something we all experience and often point out as an excuse for not getting other stuff done. But it's time to stop looking for excuses and start prioritizing daily tasks by their scalability.

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.....

### IT SHOULDN'T CONSUME YOUR ENTIRE DAY

Yes, inbound marketing should be an essential part of your business operations but it doesn't have to consume all your time. For instance, David spends about six hours a week actively creating content, whether that is in the form of blog posts, video, an ebook or social media. "It's little snippets when I can find the time," he says. Having only [one instead of many tools](#) to use for doing inbound marketing also helps save time.

.....

### JUST FIT IT INTO YOUR DAY

The challenge you will face is fitting these "snippets" of time in your day. You can handle this is by perceiving it as exercise. Working out is important to your health, right? That's why you try to fit it in your everyday life. Similarly, doing inbound marketing is important to the health of your business. Try to fit it into your everyday life, too.



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**16**

HOW TO

# **OPTIMIZE YOUR TWITTER PRESENCE**



“*Twitter allows for an element of personal branding you shouldn't neglect.*”

.....

Many of you probably joined Twitter to market a business. Twitter also allows for an element of personal branding you shouldn't neglect. Have you optimized both your business and personal Twitter presence to enable people to learn more about you and your business? Let's look at the four major components of a Twitter profile for better optimization:



● ..... YOUR TWITTER BACKGROUND

The first component you can optimize is your Twitter background. As a Twitter user, you have the opportunity to upload a custom image or pick one of Twitter's suggested templates. Don't use the default.

David's Twitter background, for instance, is an image of an antique typewriter. "It's like my personality," he says. A customized Twitter background is great for conveying something about you or your brand's personality. It helps you stand out from the crowd of other Twitter users.

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## YOUR PHOTOGRAPH

Don't use the default "egg" image for your Twitter avatar. That won't help you differentiate yourself or your business from the rest. For personal profiles, you should consider using a headshot that clearly shows your face so you can be easily recognized in the Twittersphere. For business accounts, use an image that portrays your company logo or brand.

## YOUR TWITTER BIO

It's easy to just put a laundry list of stuff in your Twitter bio, says David. But why not come up with a full sentence that describes you or your business? Also, make sure you include a link to your website or blog, where visitors can go to learn more about who you are and what you do.

## YOUR TWEETS

Don't forget to also optimize each of your tweets. Always share valuable content and use action-oriented language. Post regularly – even over the weekend. [We have found](#) that Saturdays and Sundays perform well in terms of engaging people through tweets. Make sure your updates also include links to landing pages, a technique that will enable you to [generate leads](#) from Twitter. In this way, your social media efforts will directly impact lead generation.

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17

HOW TO

# CHOOSE IMAGES FOR YOUR WEBSITE



“Using images throughout your business’ web presence presents a great marketing opportunity.”

Using images throughout your business’ web presence—in blog posts, on Facebook, in online presentations, etc.—presents a great marketing opportunity to capture people’s attention and create brand awareness. But how do you choose the right images?

If you’ve spent more than ten minutes on the web, you’ve probably seen photos of multicultural people pointing at a computer and laughing together. Or after clicking on a company’s *Contact Us* link, you must have seen some stock photo model with a headset on, representing the customer service department. These practices are widely used and, frankly, a little bit absurd.

..... DON’T USE STOCK PHOTOS TO REPRESENT YOU

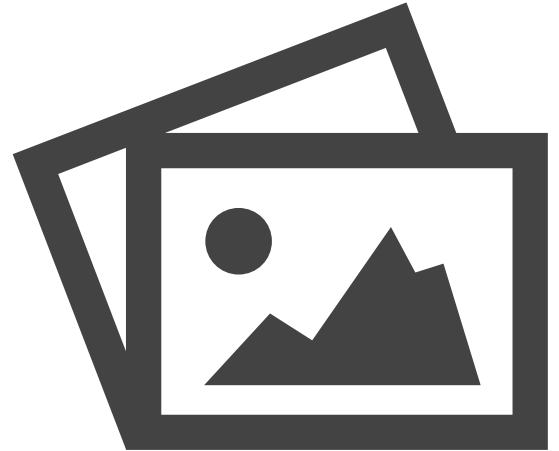
“When companies use photographs of happy, smiley models to represent either their clients or themselves, it’s just silly,” says David. “It’s almost like telling a lie about your company.” The stock photo models are soulless—they seem plastic and fake. Would you like your visitors to make such associations about your company? Do you really think that using a picture of a lady in a suit will convey professionalism and trust?

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While we don't advise you to use stock photos to represent your employees or customers, there are actually other more appropriate uses for these images. You can place them in presentations to make a point or use them to tell a story in a Facebook album, for instance.



## ●..... USE AUTHENTIC IMAGES

So what images should you incorporate into your business' web pages? Take pictures of your own employees and use them on your website instead. Launch a brief survey, and find out which people from your company are willing to participate in a professional photo shoot. (The chances are, many will raise their hands.) In general, consider using more authentic pictures that will draw creative associations in the visitor's mind. For instance, you can add an image of a vintage telephone on your *Contact Us* page. Or place a photo of a typewriter on your *Press Releases* page. For such purposes, we at HubSpot like to use Creative Commons-licensed images from Flickr. |.....



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**18**

HOW TO

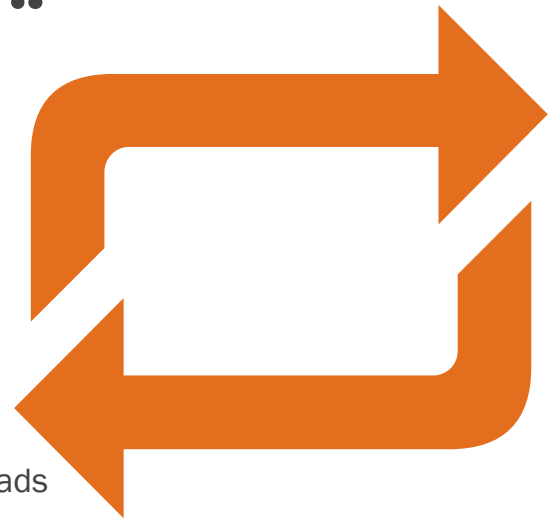
# QUALIFY LEADS FOR YOUR SALES TEAM



“*Recognize that customer acquisition is a process shaped by both marketing and sales.*”

Are the sales people in your organization not following up on the leads you are providing? This is a common challenge for many marketers. But it's important to recognize that customer acquisition is a process shaped by both marketing and sales.

A number of reasons can contribute to sales not taking the leads you are producing seriously. In this section we discuss how you can approach this multifaceted challenge.



●..... IMPROVE LEAD QUALITY

“It was the quality of the leads that closed deals that I paid attention to,” says David about his experience as a sales person. As many sales people share this sentiment, marketing needs to develop [a solid lead scoring system](#) that highlights the quality of the leads.

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Here are a couple of ways in which you can accomplish this:

#### ASK QUALIFYING QUESTIONS

The forms on your landing pages are there for a reason. Don't just collect contact information. Use this opportunity to gather some insights about your leads. For instance, on HubSpot's forms we try to identify the biggest challenge our leads have.



#### DESIGN A MIX OF OFFERS

Sometimes sales might point out your general offers as the root problem for poor lead quality. Maybe you focus on mainstream pop culture icons rather than industry terminology? Or perhaps your ebooks are too broad and not product-specific enough? Well, that is why you have secondary [calls-to-action](#), such as "Request a Free Quote" or "Sign Up for a Free Trial." Try to maintain a balanced mix of offers that can help you both expand your top of the funnel and deliver a strong middle of the funnel.

#### DEVELOP A SCIENTIFIC APPROACH

Even if you have one lead that closes, David says, "use that as your poster child of success." Talk to sales people about it. "Understand deeply why this one closed and the other ones didn't," he adds. That will help you develop a more scientific approach to capturing good leads.



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HOW TO

# LEVERAGE PAID MEDIA

“Sometimes paid media in combination with your inbound marketing efforts can make a lot of sense.”

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In marketing circles, the discussion around earned media vs paid media is often heated. Yet, this conversation doesn't have to be black and white and, as David points out, this is not an either/or proposition. In some cases, paid media in combination with your inbound marketing efforts can make a lot of sense.



●..... WHAT IS EARNED MEDIA?

Earned media is the content you create to get others to share it. “So, you are earning the attention of your buyers,” says David. This can take the form of blog posts, webinars, reports, videos and other compelling content. In other words, this is all inbound marketing is about.

●..... WHAT IS PAID MEDIA?

Paid media, on the other hand, is when you are spending money for somebody else's media property.

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An example of that would be Google AdWords: you pay for ads that show up next to specific search results. Paid media encompasses a range of formats, including banner ads, GroupOn emails and even press releases.

● ..... WHERE PAID MEDIA MAKES SENSE

Press release circulation is actually one form of paid media that makes a lot of sense for marketers. When services like Marketwire and PR Newswire distribute your press releases, you can earn great inbound links and increase your SEO authority and ability to get found online.

● ..... THE BIGGEST MISTAKE YOU CAN MAKE

Spending too much effort on paid media is a mistake, says David. “Your primary should be the earned form,” he adds. Maintaining a healthy balance between earned and paid media results in a great marketing combination. So revisit your paid marketing initiatives and if you are spending too much money or effort on them, think about ways to cut back and reinvest in earned media.



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HOW TO

# KICKSTART YOUR MOBILE MARKETING



“*Mobile should start to play an essential role in your marketing mix.*”

With an increasing amount of traffic being driven to sites from smartphones, mobile should start to play an essential role in your marketing mix. So how do you kickstart your mobile marketing program?



●..... OPTIMIZE YOUR SITE FOR MOBILE

You can create an entirely different version of your website targeted for mobile viewers, and set up a mobile redirect. Through this feature, a line of code is placed on your website’s homepage to determine the size of a visitor’s browser screen. Based on each screen’s size, the visitor is either directed to the mobile site, or they stay put.

Besides the redirect option, you can also use mobile CSS to make your website mobile-friendly. The CSS basically allows you to change the way your website is organized and displayed just on mobile devices.

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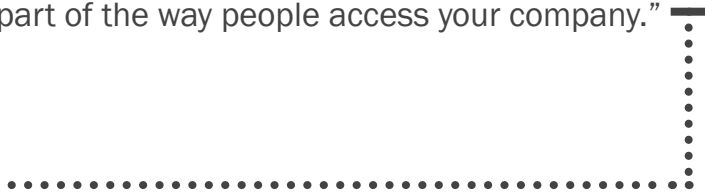


## LOCATION IS YOUR FRIEND

As we have previously noted in this blog, location is another marketing element you need to pay special attention to. Location will make real-time search more relevant. And because real-time search is closely related to our usage of mobile devices, marketers must figure out how they can take advantage of location-based technologies such as Foursquare.



“Mobile is only going to grow,” says David. “It is going to be an increasingly significant part of the way people access your company.”



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# CONCLUSION & ADDITIONAL RESOURCES



*“Now you are equipped to execute successful campaigns in various areas of your marketing.”*

By reading this ebook you gained 'how-to' knowledge on 20 of the most important practices in inbound marketing. We started by covering some SEO and content creation elements and continued by discussing effective lead generation, measurement and even mobile marketing. Now you are equipped to execute successful campaigns in various areas of your marketing.

This guide was designed with the intention to go over a range of frequently discussed marketing topics. However, if you are looking for more depth on a specific subject, you should access our other ebooks, including:

- ..... AN INTRODUCTION TO EMAIL MARKETING ([LINK](#))
- ..... AN INTRODUCTION TO LEAD MANAGEMENT ([LINK](#))
- ..... AN INTRODUCTION TO LEAD GENERATION ([LINK](#))
- ..... AN INTRODUCTION TO LEAD NURTURING ([LINK](#))
- ..... AN INTRODUCTION TO MARKETING ANALYTICS ([LINK](#))



# START PRACTICING WHAT YOU LEARNED

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