

# INBOUND MARKETING

## Get Found Using Google, Social Media, and Blogs

**BRIAN HALLIGAN and DHARMESH SHAH**

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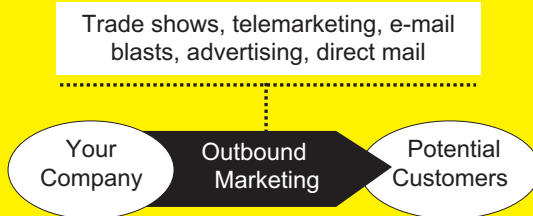
**DHARMESH SHAH** is also a cofounder of HubSpot and serves as the company's Chief Technology Officer. Mr. Shah previously founded and managed Pyramid Digital Solutions which sold enterprise management software to financial services companies before being acquired by SunGard Data Systems in 2005. Mr. Shah is a graduate of the University of Alabama and MIT. He also runs OnStartups.com, an online community for entrepreneurs.

The Web site for this book is at [www.InboundMarketing.com](http://www.InboundMarketing.com).

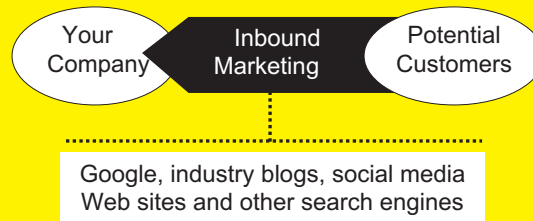
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**MAIN IDEA**

Traditional, outbound marketing is pretty much dead in the water today as people are getting far better at ignoring marketing interruptions:



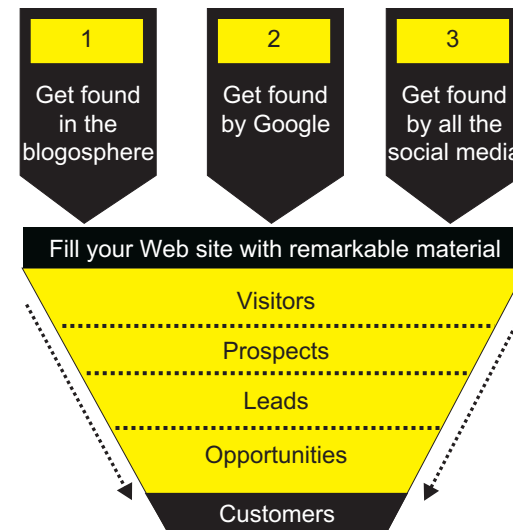
Today, measurably better results can be generated by using inbound marketing strategies which help people to find you using the various social media search tools of the Internet:



Inbound marketing is reshaping the commercial landscape because for the first time in history, it's not how much money you have to spend on marketing that counts. It's how good your content is and how savvy you are at doing things which will help you "get found" by your prospective customers. Inbound marketing changes how you do business.

*"It is a fantastic time to be a marketer or a business owner today. For the last 50 years, companies such as Procter & Gamble, IBM and Coca-Cola used huge amounts of money to efficiently interrupt their way into businesses and consumer's wallets using outbound marketing techniques. The outbound marketing era is over. The next 50 years will be the era of inbound marketing."*

– Brian Halligan and Dharmesh Shah



**1. What exactly is inbound marketing?** . . . . . Page 2

Marketers have conventionally used advertising to reach their potential buyers and make them aware of products and services. This is outbound advertising in that the advertiser pays for the coverage. Inbound marketing reverses that dynamic. Instead of sending out ads or promotional materials, you make it easy for people who are searching online for what you have to offer to find you. Inbound marketing means to provide people with information about your products and services at the time they need it rather than according to some publication or broadcast schedule.

**2. How do you get found by prospective new customers?** . . . . . Pages 3 - 4

The essence of inbound marketing is you create remarkable content and then make it easy for people to discover that content on your Web site using Google, blogs or any of the social media services.

**3. What is meant by a sales funnel and why do I need one?** . . . . . Page 5 - 6

Most inbound marketing sales are not one-step. More often than not, you first have to convert visitors into prospects first, then upgrade them to leads and transition them to sales opportunities before they become paying customers. The sales funnel helps you visualize where you're at in the sales process.

**4. How do I encourage more inbound marketing to occur?** . . . . . Pages 7 - 8

If you're serious about making inbound marketing work for you, then this focus will need to influence the marketing decisions you make, the people you hire and the professional agencies you choose to work with. You'll become paranoid about watching what your competitors are doing. You'll track your progress periodically and then persevere until you get inbound marketing to work for you. Inbound marketing is an idea whose time has come and in the meritocracy that is the Web, you stand as good a chance as anyone else to grow via inbound marketing. Make it so.

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