

# **Inbound Marketing:** Get Found Using Google, Social Media and Blogs



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**HELLO**  
my name is

@dharmesh

*(feel free to tweet away)*



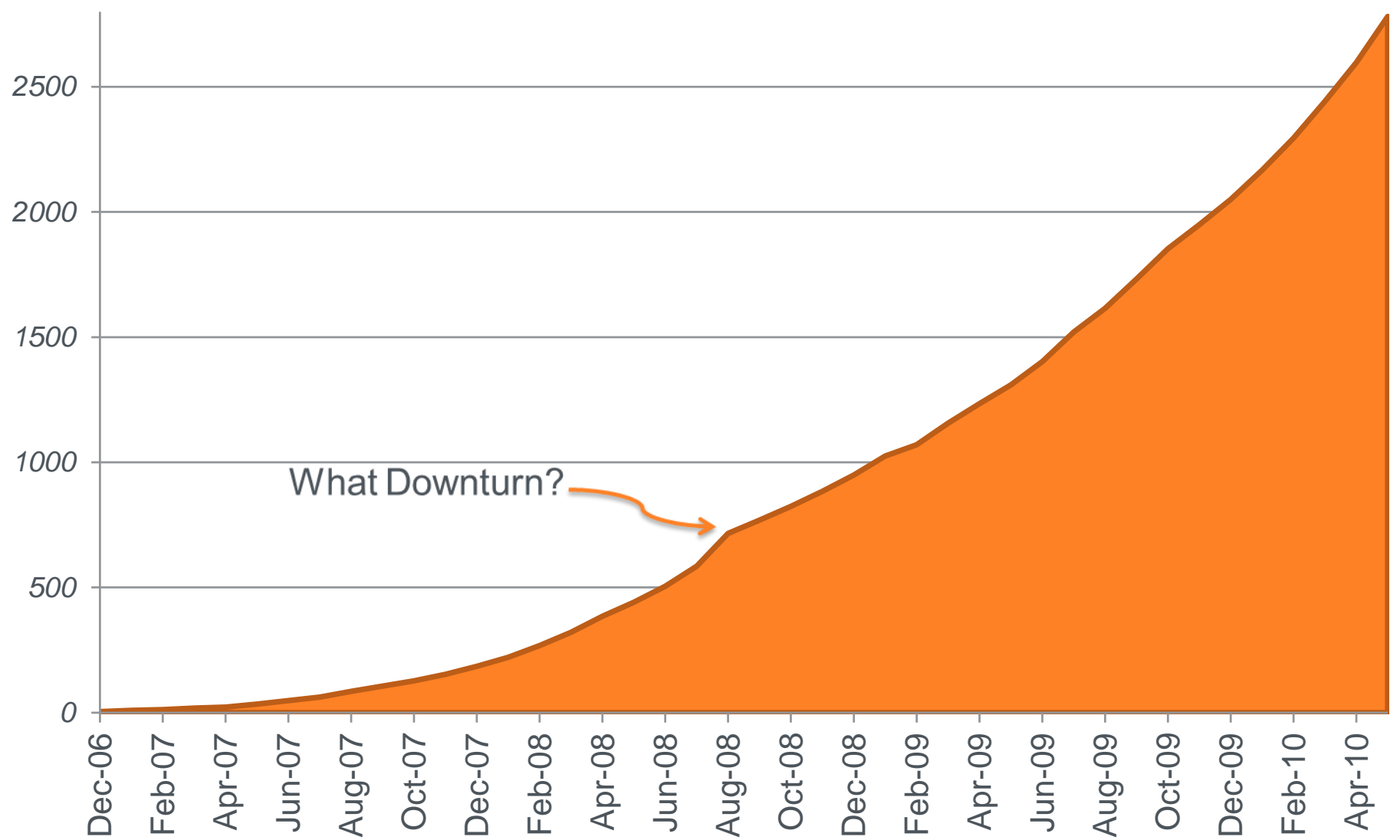
Marketing software for small business

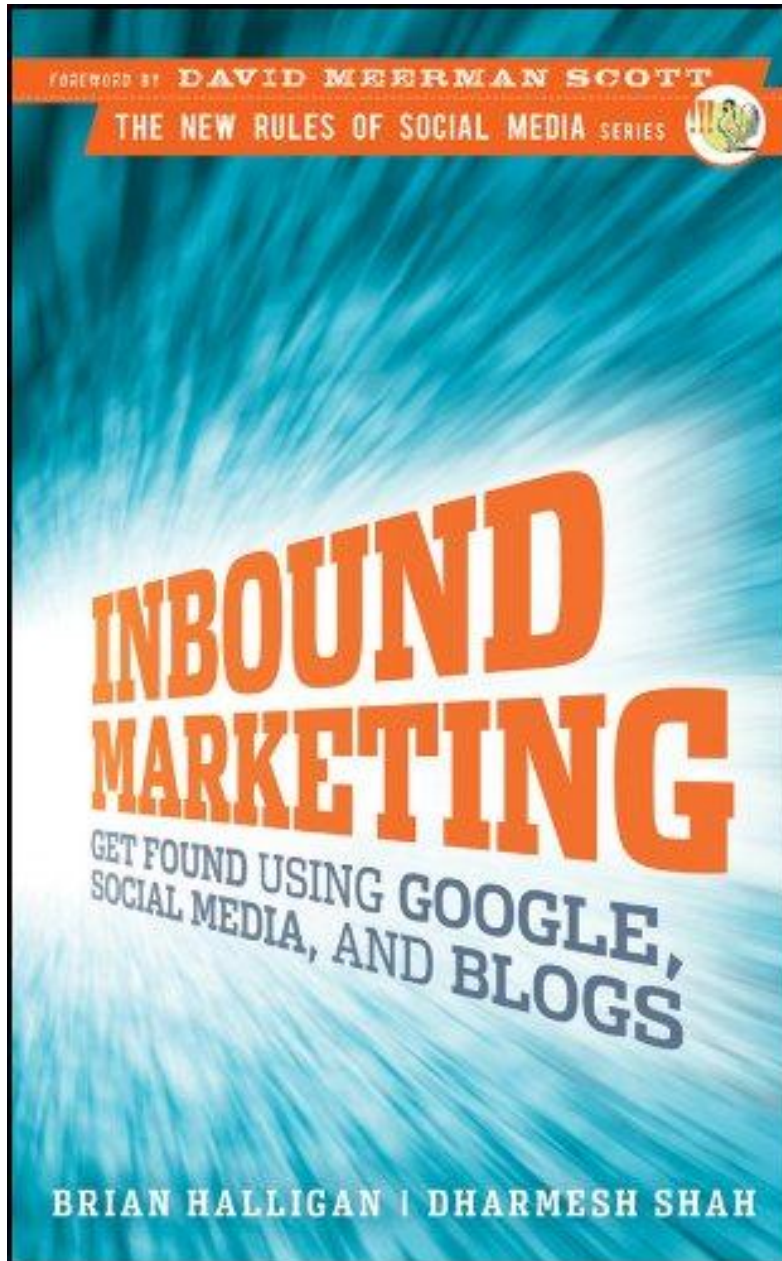
Based in Cambridge, MA

150+ employees

Free tools at **grader.com**

# HubSpot Customer Growth





# Inbound Marketing

#7 Marketing Book  
on Amazon  
(out of 240,814)

**InboundBook.com**

Marketing was about  
*pushing*  
messages out.





Today it's about  
*pulling*  
people in.

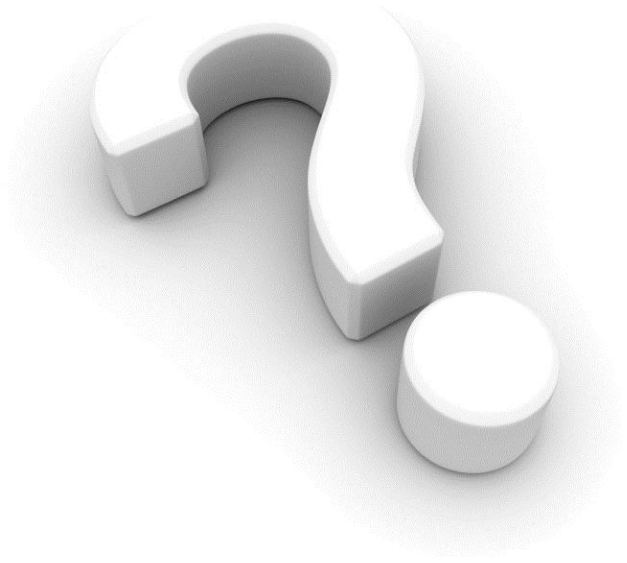
Make marketing about  
*creativity* not *cash*.



VS.







Where can you  
“get found”?

Google™

twitter

LinkedIn®

facebook



StumbleUpon

You Tube

Broadcast Yourself™

YAHOO! ANSWERS





As ye *SEO*,  
so shall ye *reap*.

(SEO = Search Engine Optimization)



Pick your  
keywords  
wisely.



Don't pick a  
fight with a  
ninja.

(Unless you're a ninja)

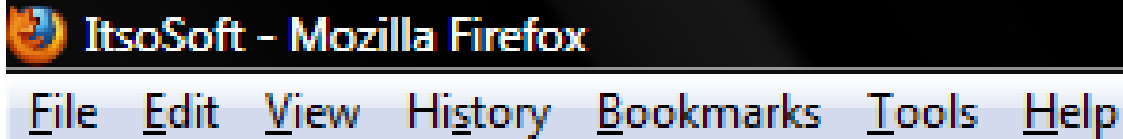


Ranking:  
Context +  
Authority

A web page by any other title...  
will not rank as well.

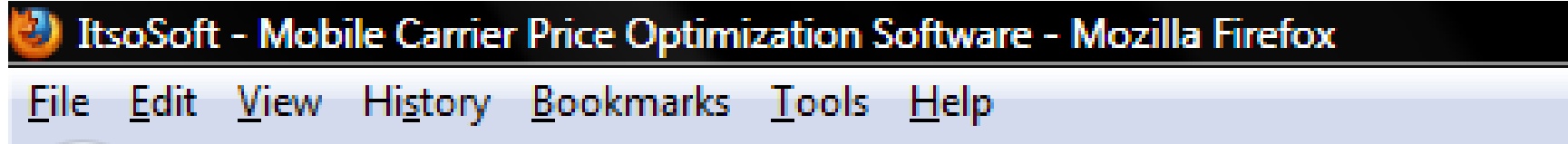


# Not Good: “ItsoSoft”





# Better.



Even Better.

**Mobile Carrier Price Optimization Software | ItsoSoft**

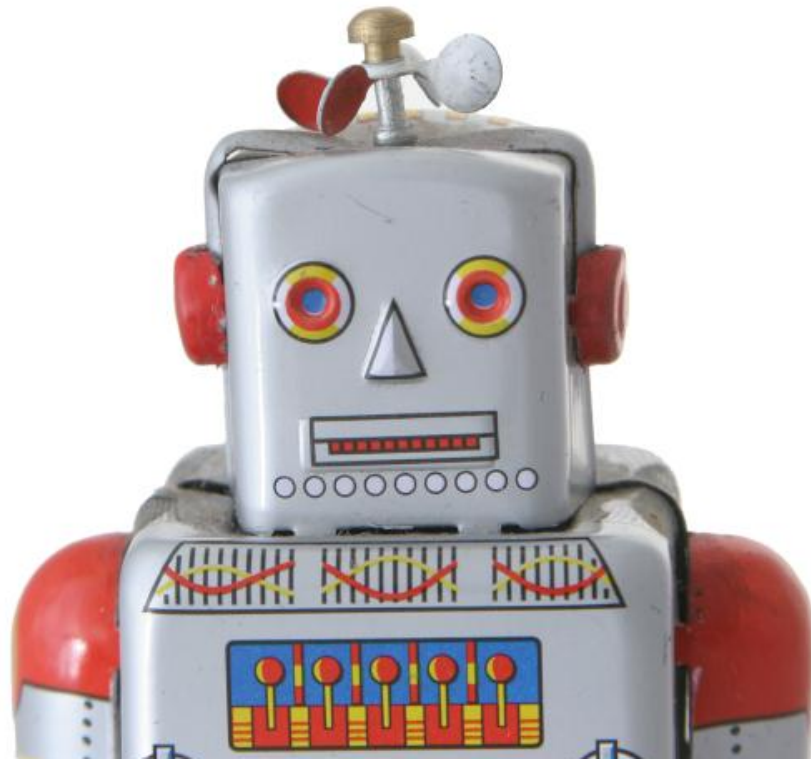
I am no longer your friend.





Lessons from **2,533,712** websites.

Make things easy  
for the Google bot



Help Google make  
humans *happy*.



# Building A Blog Following





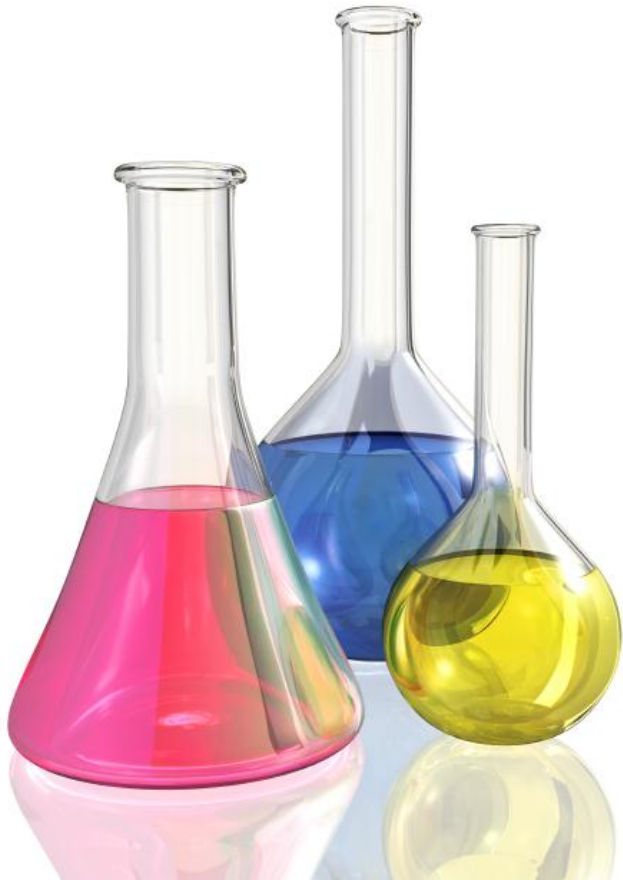
Talk about  
the  
industry's  
issues,  
not your  
solution.



# Be A Leader In Your Niche



# Experiment with different types of content.



Try Creating Something



Don't be afraid to *polarize*



A web *presence*  
means more than a  
website.



(via @dharmesh)

# Social Media



Make it dead-simple  
to *share* your content.



*The*



*Phenomenon*



Create **Fan Pages** instead  
of Groups

## Location

Country:

United States x

- Everywhere
- By State/Province
- By City

Facebook Ads uses IP address and a user's profile information to determine location. Use the country field to target up to 25 countries or utilize state/province or city targeting (if applicable) to target a more precise location.

Estimated Reach

**514,700** people

- who live in the **United States**
- age **30** and older
- who like **marketing**

## Demographics

Age:

30 - Any

 Target people on their birthdays

Sex:

All  Men  Women

Interested In:

All  Men  Women

Relationship:

All  Single  Engaged  
 In a Relationship  Married

Languages:

Enter language

By default, Facebook targets all users 18 and older. Try testing different targeting filters to reach your exact audience.



## Likes & Interests

Marketing x

### Suggested Likes & Interests

- Psychology  Marketing Manager
- Marketing and Sales  entrepreneur
- affiliate  Advertising

Likes & Interests targeting is based on information users list in their Facebook profiles like favorite movies and music, groups and Pages they have connected to and other information they have shared on the site. It also includes religion, political views and occupation/job title.

*twitter:*

Even *normal*

people use it

now.





## The basics:

1. Bio in Profile (76% fail)
2. Avatar
3. Background
4. Website Link (80% fail)
5. Location

*Tweet  
something  
others will love.*





Find the stars in your industry.



Home Twitter Elite

Enter your twitter username



*Over 6 million users graded*

Learn how to get retweeted.





# Measure





**Hungry for more?**  
Visit: [hubspot.com](http://hubspot.com)

THANK  
YOU!

Now, go  
“Get Found!”

@dharmesh