

THE ESSENTIAL

# ABC'S OF INBOUND MARKETING.



26 fundamental inbound  
marketing topics, defined  
by 26 different marketing  
professionals

A publication of

HubSpot

# THE ABC'S OF INBOUND MARKETING.

## WRITTEN BY HUBSPOT PARTNERS

This entire alphabet book is a collaboration between **28 unique HubSpot Partner Agencies**. Each one submitted an entry for a letter of the alphabet, provided detail on the topic and its relationship with Inbound Marketing. To learn more about the participating agencies, check out the rest of this ebook!



## PRODUCED BY AL BIEDRZYCKI

Al Biedrzycki is a Channel Marketing Associate at HubSpot. He's been at the company since 2011, working exclusively in the partner channel. Before joining the Marketing Team at HubSpot, Al was an Inbound Marketing Consultant in the Services Department.

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# INTRODUCTION.

**G**one are the days of bombarding prospects with print and TV ads. Today, people don't want to be interrupted. Instead, they're literally turning away from brands that keep using traditional means. The good news is marketing has changed too. Now, Inbound marketing offers a cost-effective and quantifiable method of generating more leads and closing more deals than traditional, outbound marketing ever did.

Inbound marketing draws ideal buyers directly to your businesses' doorstep. With inbound marketing you match educational content with the specific challenges your prospects face at the perfect time in their buying process. It leverages social media so fans tell your story and share your content — further fueling traffic to your website and increasing leads for your businesses. Lead nurturing keeps you at the top of prospects' minds, building credibility and respect, which distances you from your competitors.

In short, inbound marketing creates a remarkable experience for your prospects that matches how they want to buy products and services. The end result is more business.

Keep “*The ABC’s of Inbound Marketing*” handy — from blog to workflow you’ll easily navigate inbound marketing, as presented by [HubSpot’s Agency Partners](#).



**MIKE LIEBERMAN**  
**PRESIDENT OF SQUARE 2 MARKETING**

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**@SQUARE2**

[Square 2 Marketing](#), HubSpot’s 2013 Agency of the Year, is a full-service inbound marketing agency designed to do one thing: get our clients leads. We bundle marketing strategy along with inbound marketing techniques (including website design, social media marketing, email marketing, content marketing and other digital marketing tactics) to help our clients get found, get leads and close deals.

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LET'S  
BEGIN THE  
INBOUND  
MARKETING  
ALPHABET ...

# A a/b testing

'A/B testing' may automatically evoke college day memories of sitting in stats class thinking, "I'm never going to need to know this." But, as it turns out, statistics does have a purpose in the real world (won't mom be proud?). 'A/B Testing', aka 'split testing,' is testing with two variants where one is considered the 'controlled' element (A), and the other (B) is modified in some respect. By comparing the two variants, you can see changes, and be able to prove which choice works better. You can have fun applying this to your marketing by testing items such as copy text, subject lines, layouts, images and colors and see how/why these choices affect the buying decision. And to keep your CFO happy, it's always best to have tangible evidence that what you're doing yields a return. With A/B Testing, set one clear goal so you can pinpoint which specific element change (for example, just a title difference) yields the greater response. Too many modifications at once can result in an unclear solution. A/B tests aren't limited to CTAs and emails. They're useful for personalizing greetings, landing pages, and webpages. What you test is up to you. Balance what your customers and prospects say with what they actually do.



**SUBMITTED BY JAYMIE SCOTTO CUTAIA**  
**JAYMIE SCOTTO & ASSOCIATES**

[Jaymie Scotto & Associates](#) is the first PR firm dedicated solely to telecom, JSA provides clients with critical industry perspective and visibility. Our innovative tools, expert team and established relationships within the industry ensure the finest public relations, marketing and event planning services available in telecom.

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# B blogging

You've probably [seen the stats](#): Businesses that regularly blog receive 55% more web traffic and 70% more leads than those that don't. Why? Because blogs are like chum for Google and other search engines. They're the bait that reels in customers when they're searching the Web for the products and services that you offer.

But blogging is more than that. Frequent blog posts on your specialty will enhance your reputation and make you a recognized expert in your field. Not only will customers and clients be impressed, you'll likely see your blog cited by other bloggers. Even traditional news reporters will be calling you. Blog and they will find you. That's how inbound works.

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**SUBMITTED BY DENNIS BAILEY**  
**SAVVY, INC.**

[Savvy, Inc.](#) is a PR firm in Portland, Maine that helps clients strengthen their brand, build awareness, generate leads and make news. We do it by integrating traditional public relations strategies with inbound PR and marketing techniques – SEO, blogging, search and content marketing, social media, analytics and more.

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# C conversion path

A conversion path is the series of steps a prospective buyer takes that ultimately leads to a form submission. Conversion paths vary depending on a customer's lifecycle stage. For example, a person who has never been to your website before needs a different conversion path than someone who has done business with you many times. Conversion paths provide intelligence about your new business leads, help segment your online traffic, and can position you as a thought leader in your industry.

Inbound marketers use conversion paths to advance prospects through a sales and marketing funnel. To create a conversion path, decide which steps you want a visitor to take, then design content to support that conversion goal. Include your sales team in this process. Common conversion goals include collecting personal data, obtaining customer feedback, sharing industry information, and encouraging more social shares. You can write a series of blog posts, share a collection of resources or provide an online toolkit. Ask yourself, "How can we help our prospects get the information they need most at this stage in the relationship?" Be fun. Be bold. Be creative!



SUBMITTED BY LAURA KINOSHITA  
**KINOSHITA COMMUNICATIONS**

[Kinoshita Communications](#) is a hybrid marketing, PR, social media and SEO firm that rigorously measures campaign outcomes in awareness, engagement, influence and behavior.

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# D dynamic content

Dynamic content is content that caters specifically to the viewer, letting you provide relevant information whether they're a prospect, lead, or even a returning customer. As a result, it provides the opportunity for you to be a champion of "context" — providing the right content at the right time.

Dynamic content is an extremely important component of inbound marketing. As marketers, we want to make sure we're reaching the learners (ToFu), shoppers (MoFu), and buyers (BoFu), and provide the right content or calls-to-action to nurture them into customers and evangelists. Dynamic content lets us reach each of those types of viewers with the right content, at the right time. We make the entire buying cycle more efficient whenever we use dynamic content.



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**SUBMITTED BY REMINGTON BEGG**  
**IMPULSE CREATIVE**

[Impulse Creative](#) is a branding and inbound marketing agency that leverages a strategic blend of marketing awesomeness to create a consistent message for our clients. We help them grow their business, achieve their goals, and be remarkable.

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# E email marketing

144.8 billion - that's the number of emails sent every day, [according to Mashable](#).

How do we stand out from the clutter and deliver the right message, to the right audience, at the right time? How do we measure the return on investment (ROI)?

With inbound email marketing, you can stand out. When you integrate your email campaigns with other data sources, you generate qualified leads, and follow them through the entire sales process. You build trust by nurturing these leads with targeted messages based on their actions, needs, and interests to help them become ready to buy.

ROI? With inbound analytics, you know how many customers are generated through email. Plus, you can provide existing customers with relevant content to help them achieve their goals.



**SUBMITTED BY LORRIE LEE & WINNIE HART**  
**TWINENGINE**

[TwinEngine](#) is an award-winning, strategic marketing and creative agency where online and social marketing takes flight. We bring 20+ years of marketing experience, 125+ industry awards and a passion for leveraging our talents to help companies translate traditional marketing channels into forward thinking online and social marketing solutions.

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# F facebook

With more than 1 billion active users on Facebook, there's no denying that this social networking site is a viable place to attract potential customers. On your page, you can post interesting photos or engaging posts. Your goal is to build a community where you can interact and build relationships. Whether it's with your college roommate or a contact you met at a networking event, you never know where your next new business lead will come from.

Facebook and inbound marketing go hand in hand. By posting regular status updates on your page with teasers enticing your community to click on the provided link, you can drive traffic back to your website. You can also easily promote your most recent blog post and post a link to the full entry – another way to drive traffic back to your site. In addition, you can use Facebook to promote your calls-to-action (CTAs), which will enable you to build up your email list and bring your potential customers down the sales funnel.

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**SUBMITTED BY HILARY JM TOPPER**  
**HJMT PUBLIC RELATIONS, INC.**

[HJMT Public Relations Inc.](#) helps people get to know your business by offering a full range of services including national, regional and local publicity and strategic social media programs.

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# G google

Google has evolved from a 1996 research project into the world's most visited website with more than five billion searches every day. Providing the most relevant search results to users fuels its massive growth. Google monetizes this huge stream of traffic with pay-per-click advertising (AdWords) placed next to organic results.

Most recently, recognizing the impact of social media, Google started its own social network — Google +. We earn our audience's attention with compelling content. It's our job to get it discovered in search engine page results whenever people search for a solution to a problem that we provide. Doing that effectively today means also sharing content on social networks where people who've chosen (how nice of them!) to stay in contact with us. And because Google now also looks at our content posts' popularity on social networks as a way to determine what to include in its SERPs, we rejoice because we've been doing things the right (even if more difficult) way all along. It's up to us to convert strangers into customers and promoters of our businesses. Google's reach and widespread popularity helps us do just that.

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**SUBMITTED BY CHUCK MALCOMSON**  
**SCREWPILE COMMUNICATIONS**

[Screwpile Communications](#) is a highly specialized agency focused on helping medical and healthcare companies grow using inbound marketing.

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# H html

HTML stands for “HyperText Markup Language.” This is the markup/code behind the scenes of webpages that tells browsers how to interpret words/images and display them accordingly. HTML has a set standard structure with an entire webpage enclosed between <HTML> and </HTML>, with two distinct sections <HEAD> and <BODY>. This is a standardized code used to generate what you see on various Web browsers.

You could say this is one of the most important aspects of inbound marketing! Without HTML, you would not be able to create the beautiful websites, email templates, landing pages, blog articles, etc., that you rely on to attract visitors to your site, convert leads, and close customers. If the internet only displayed items as text, the world would be a pretty dull place. HTML also plays a vital role in your overall organic discovery effectiveness. Search engines heavily rely on the proper structure of HTML variables/tags, the content within these tags, and the speed at which it takes to load this code into web browsers, as factors in determining when and where webpages show up in search results.

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**SUBMITTED BY SIMON YOHE**  
**ORBITAL ALLIANCE**

Located in Orlando, FL, [Orbital Alliance](#) is a web strategy and inbound marketing agency that looks to partner with clients in creating in-depth web strategies, designing/developing modern responsive professional websites, and performing inbound marketing techniques that are tied to both short and long term goals and objectives. We treat our clients business as though it was our business.

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# inbound marketing

Inbound marketing is about delivering the right content in the right place at the right time, thus creating marketing that people love. Instead of interrupting with cold calls and interruptive ads, inbound marketing attracts people to your website when they're interested in finding a solution (yours) to their problem. Inbound marketing has four key parts, each leading into the next in a seamless flow.

- 1) Focused and optimized websites, blogs, targeted keywords, and social media that attract visitors instead of interrupting them with annoying marketing messages.
- 2) Smart websites convert these prospects into leads using calls-to-action to highlight high level content, forms to gather information in exchange for that content, and landing pages to convince people of the content's value.
- 3) Prospects are assisted through their buying process using email lead nurturing, lead scoring, and follow up workflows, and closed-loop reporting to close those leads into customers.
- 4) Customers are delighted when smart content and lovable social media marketing delivers personalized content to keep them engaged while delivering ongoing value for the life the relationship.



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**SUBMITTED BY TODD HOCKENBERRY**  
**TOP LINE RESULTS**

[Top Line Results](#) is a gold HubSpot Partner focused on driving increased revenue for B2B companies by integrating inbound marketing and inbound sales. We use our experience and expertise to deliver top line results for each of our clients by driving inbound leads and increasing sales conversions to customers.

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# J journalism

Journalism used to be about smoke-filled rooms with scholars banging away on typewriters. The sound of the carriage returning for the start of a new line drowned out only by the ringing of the telephone with the latest story to be told. In 2013, however, with declining newspaper and magazine subscriptions, and fewer jobs, we ask, “where have all the journalists gone?”

They’ve found new homes in the world of inbound marketing. Never before has storytelling played such a critical role in the success of a company’s marketing strategy. With so much information available to us all the time, it’s the brands that create an experience through storytelling that ultimately win with consumers. Journalists are still here. Many of us have simply moved our bylines to our own blogs or entered the marketing forum.

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**SUBMITTED BY JOHN BONINI**  
**IMPACT BRANDING**

[IMPACT Branding & Design](#) is a platinum level HubSpot Partner focused on being the extension of our client’s marketing team, helping to develop and implement a winning inbound marketing strategy.

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# K keywords

Keywords are much more than just a randomly selected list of words. They are actually very strategic in nature and form the foundation of all inbound marketing efforts. Keywords are generally defined in three ways:

- 1) Focused concepts for your marketing
- 2) Words that identify the content on your website
- 3) Search terms for search engines.

Research about five or six distinct groups of words (keywords) that your prospects search for or find of particular interest in relation to your industry. These groups of keywords will form the framework for all ongoing content creation, whether they're used on website pages, blog posts, social media posts, webinars, ebooks, etc. Remaining focused on a set of keywords will increase the likelihood of being ranked by Google (and other search engines) when people search for related terms. Use tools like HubSpot and Google Planner to help you better understand the right keywords for your strategy.

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**SUBMITTED BY JEFF BEREZNY**  
**TENT SOCIAL**

[Tent Social](#) is a content marketing agency that tells awesome brand stories that people love and share. We do it through strategic consulting and ongoing social content creation.

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# Landing page

Many people assume a landing page is any page a visitor lands on when coming to your website. In inbound marketing, the page has only one distinct purpose — whether that be to download content, coupons, or so on. Typically, a landing page seeks to encourage the visitor to complete the lead capture form to obtain the offer on it. You could say that the landing page is the lead generation workhorse of a website. To create effective landing pages, follow these three best practices:

- 1) Promote only one offer per landing page. Having more than one offer will distract your visitor from completing the form.
- 2) Follow the ABC formula: **A**ttract attention with compelling copy, sell the **b**enefits of the offer, and close with a **c**all-to-action telling the visitor to complete the form.
- 3) Keep it brief and above the fold. Short copy tends to perform better than long copy on landing pages. If possible, keep your call-to-action and form above the fold.



SUBMITTED BY HEATHER SLOAN  
**INBOUND INSURANCE MARKETING**

[Inbound Insurance Marketing](#) helps insurance organizations grow with smart inbound strategies and compelling, quality content.

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# M

# meme

An internet meme is an idea, style or action which spreads virally, facilitating word-of-mouth communication. The inbound marketing meme has roots in two philosophies:

- 1) Creating audience-centric content
- 2) Developing a social business culture throughout a company.

A social business understands that when it has employees who contribute to brand excellence through external and internal engagement, inbound marketing comes naturally. This raises customer expectations, employee productivity, and innovation. In turn, the transparency in which a social business operates its brand(s) positions it better to spark a meme through social channels.

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**SUBMITTED BY BERNIE BORGES**  
**FIND AND CONVERT**

[Find and Convert](#) is a digital marketing agency that helps B2B clients drive measurable business success through integrated marketing plans. We serve clients across the U.S. and Canada by becoming an extension of their marketing department. We develop and assist with execution of search marketing and social business strategies.

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# N nofollow link

Introduced by Google in 2005 to combat link spam, nofollow is an HTML attribute added to a webpage (<meta name="robots" content="nofollow"/>), or a specific hyperlink (rel="nofollow"). It tells search engine crawlers not to follow or pass credit to linked websites as a way to avoid association with spammy content or inadvertently violating webmaster guidelines. To varying degrees, the nofollow attribute is recognized by all major search engines.

Here's how search engines have explicitly told webmasters to use nofollow:

- On links visitors can add to your site (i.e. in blog comments, forums, reviews, etc.)
- On links from ads that appear on your site
- On links included in online press releases
- On links contained within code or widgets embedded on your site that point to another's site.



**SUBMITTED BY KEITH MOEHRING**  
**PR2020**

[PR2020](#) is an inbound marketing agency offering strategic campaign services that drive awareness, leads, sales and loyalty.

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# Offer

An offer is a content piece that helps solve a website visitor’s problem. It can be anything from a free demo or coupon to an ebook or guide. Your offers should be of use to most website visitors—what matters is that visitors, leads, prospects and customers receive information they can use to help solve a problem.

For inbound marketers, the first offer conversion is a critical step in the marketing relationship with the lead. It represents a brand’s currency in the quid pro quo transaction of a conversion. The right offer at the right time can give a website visitor exactly what they need—and send them over the moon!

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**SUBMITTED BY SHARMIN KENT**  
**DIGITAL RELEVANCE**

[Digital Relevance](#) is a content marketing and digital PR agency that uses research, creative and promotion to get top results for clients. We earn web traffic and conversions from your industry’s top online media outlets, communities, social influencers and search engines.

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# P pinterest

Pinterest is the rapidly growing social media platform that allows its users to collect and share images. Until recently, marketing strategies used advertising that targeted a passive audience. Pictures were interspersed within the magazines we read, sing-song mnemonics frustrated our enjoyment of music on the radio, and television advertisements aggravated us until we left the room for a snack.

Marketing has changed and Pinterest is one of the disruptive technologies that lets users participate actively in the marketing medium. The pinnacle of branding is no longer about wearing a logo on your clothing. It's now about gathering and creating visual content that represents you and sharing that content with your peers.

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**SUBMITTED BY MICHAEL CONWAY**  
**MEANS OF PRODUCTION**

[Means-of-Production](#) is a marketing agency for businesses whose uniqueness comes from a sense of place.

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# Q qualified lead

How many times have you heard sales reps complain about the quality of the leads they get? Sacrificing lead quality just to deliver a higher volume of marginally qualified leads erodes your company's performance from top to bottom. Think about that for a minute. If marketing doesn't drive the lead qualification process to ever-increasing standards of quality, everyone suffers from sales, to manufacturing, to shipping. Consider the proliferation of high quality content available on the Internet and the impact this has had on the ways buyers make purchasing decisions. Effective inbound marketing requires an even deeper understanding of the influences that make your prospect tick.

If you've dialed into your customer persona, and spent time analyzing which leads become customers and which don't, you can hone your inbound marketing strategy. As prospects travel through the funnel they'll have more and more "Ah Ha!" moments as your content speaks directly to topics closest to their heart – and their bottom line.



SUBMITTED BY DON LAFFERTY  
**MINGL MARKETING GROUP**

[Mingl Marketing Group](#) is a Philadelphia-based digital marketing agency, specializing in inbound and social media marketing solutions for B2B companies.

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# R responsive design

Responsive design allows visitors from different types of devices to view websites effectively. The layout and orientation of website elements shift and format for easy viewing on a PC, laptop, tablet, or smart phone. The images and content will shrink and tile from three columns, to two, to a singular column of content as your website automatically identifies the screen resolution of the visitor's viewing device.

Responsive websites are critical to inbound marketing efforts as more and more traffic is coming from tablets and smart phones. Without responsive design, calls-to-action are difficult to read and click, costing clients valuable conversion opportunities. Great responsive design should prioritize offer display to maximize conversions of leads for all viewing devices.

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**SUBMITTED BY ERIC PRATT**  
**REVENUE RIVER**

[Revenue River](#) is a full service inbound marketing agency in Denver, CO. If you're looking to raise your flow of profits we believe we can help. We're disruptive. We're passionate. We're different. We're driven.

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# Smarketing

Smarketing is the practice of aligning sales and marketing team members, goals, and activities to make sure everyone is on the same page. In a small company, sales and marketing functions are often the responsibility of one or two people with blended roles so the communication of goals and priorities is often simple and clear. As an organization grows, it's common for marketing teams to have very little knowledge of the sales process, and for sales teams to be clueless about the effort required to generate the leads they are following up on. Among other things, you need to make sure your marketing activities are designed to:

- Attract and educate prospects that are easier to sell to
- Increase the efficiency of your sales process
- Generate enough qualified leads to support your growth goals
- Improve close rates

In the end, your marketing and sales teams have the same objective: to attract qualified customers to use your products and purchase your services. Adopting a collaborative smarketing approach is the first step to optimizing results and maximizing your budget!



**SUBMITTED BY MARISA SMITH**  
**THE WHOLE BRAIN GROUP**

[The Whole Brain Group](#) is a full-service inbound marketing agency and gold HubSpot Partner. We're passionate about helping our clients achieve their business goals, and we strive to combine the logical & tactical (left brain) with the creative (right brain) to achieve Whole Brain Goodness!™

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# T twitter

Twitter is changing the world. Never before has information spread so quickly across the globe. The real-time microblogging service set itself apart by limiting posts to only 140 characters. This quick, easy form of communication has limited the barrier to entry for digital communications, and made quick information broadcasts available to anyone. In addition to broadcasting, Twitter has also emerged as an incredible relationship builder. Its simple interface and limited options make replying to and sharing content incredibly simple.

Social media can be a great platform for large and small businesses alike to promote their brands and cultivate an audience. If used correctly, Twitter is a powerful tool that can help grow your business. People are looking for some type of value from the people and brands they interact with online. You can use Twitter to really get to know your clients and prospects. Savvy companies are also building lists and engaging with their clients and prospects on Twitter. Staying in tune with your audience is critical to inbound marketing.

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**SUBMITTED BY CHRIS HANDY**  
**THINKHANDY**

[Thinkhandy](#) is a sales and marketing operations consultancy in Fort Worth, TX. Clients interested in shortening their sales cycle and generating more qualified leads approach Thinkhandy for inbound marketing and sales integration knowledge.

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# U universal search

Universal search was first unveiled by Google back in 2007 to offer blended, more relevant search engine results pages (SERPs) — with listings in a variety of formats. These blended SERPs can be especially valuable to those new to inbound marketing. Why? Because even great blogs often have a hard time consistently ranking on page one without authoritative, relevant inbound links. After you've created a remarkable post, make your thought leadership more visible on page one with these four steps:

- 1) Create a basic presentation in PowerPoint on the same blog post content, with the same on-page SEO keyword strategy and a call-to-action. Save it as a .pdf and
- 2) Add voiceover narration and royalty-free music and compile into a screencast video. Add this video to your YouTube profile with the landing page URL.
- 3) Use your blog post's (sub)heads and numbered lists to create social status updates.
- 4) Embed the SlideShare presentation and YouTube screencast in the blog post.



SUBMITTED BY JOSHUA FEINBERG  
**SP HOME RUN**

[SP Home Run](#) is an inbound marketing agency and HubSpot Partner that works exclusively with IT channel companies -- including IT consulting, VAR, computer repair, cloud, and managed services providers.

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# video marketing

Video marketing involves using online video for promoting your product, service, or company. While it may stand alone, video marketing is often used as part of an integrated marketing approach, combining other tactics such as email or social media. These videos may have descriptive, educational, or informational purposes, and may be used to increase search visibility or to harness the sharing power of social media. Today, with low barriers to entry for video marketing, increasing ease of quality video production and growing avenues for distributions, video marketing has become an indispensable tool for the inbound marketer. Here are some stats to prove it:

- 187 million Americans watched more than 48 billion online content videos in July 2013 ([comScore](#))
- Videos are 53 times more likely than traditional web pages to receive an organic first page ranking ([Forrester](#))
- Viewers are 85% more likely to purchase a product or service after watching an online video ([Internet Retailer](#))



**SUBMITTED BY REBECCA TUCKER**  
**BLINKJAR MEDIA**

BlinkJar Media is based out of Baton Rouge, LA, is the largest inbound marketing agency in Louisiana and is a gold HubSpot Partner. We specialize in inbound marketing services while also providing traditional agency services, including professional video production and promotion via all channels.

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# workflow

A workflow is more than just marketing automation. It's a series of "if" and "then" descriptions that when set to trigger in a strategic format, will help you save time and convert more contacts into customers. Think of the workflow setup like plumbing. You are piping your leads through a series of synchronized marketing events that delivers them ready for the next stage in the marketing or sales funnel. These events can be triggered based on a contact's entered information on a form or on an individual's interests and actions.

Workflows lead the relationship with your contacts and customers with an understanding of what it takes to move to the next level. For each campaign you must know your target, define your goals, and create a strategy that is aligned to both. These three items working together lead your contacts and customers toward your predefined goals and enables your team to further develop the relationship, or to close a sale.

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**SUBMITTED BY MATTHEW LEE**  
**ADHERE CREATIVE**

[Adhere Creative](#) excels in brand development, web design, and integrated inbound marketing strategies that allow you to stay ahead of the competition. We apply research, strategy, experience, and a fresh perspective when creating for our clients.

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# X xml feed

An XML feed is a plain text version of your website pages that's perfect for sharing between other applications and using on other websites. Ever noticed a dynamic weather widget on a news website? Chances are, it's fed by an XML feed. Ever subscribed to a blog's RSS feed? That's XML in action!

When someone includes your XML feed on their website, your content becomes visible to an entirely new audience — theirs! Clicking on any of the links in the feed brings them right to your website. So more traffic comes in and your reputation as a reliable and valuable resource gets better and better. A more common use of XML feeds is to allow subscribers to your blog to receive an email notification every time you publish a new post. Services such as FeedBurner let you see how many subscribers you have and how many of them are clicking on the links in the emails they receive, so you can see what resonates with your audience. These constant reminders of your outstanding content keep you top-of-mind and your readers primed for your marketing messages.



**SUBMITTED BY ALISA MEREDITH**  
**SCALABLE SOCIAL MEDIA**

[Scalable Social Media](#) helps busy business owners harness the power of online and “Give to Get” marketing for greater brand awareness, lead generation and, of course, increased revenue.

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# Y youtube

“Y” is for YouTube, but “Y” also stands for, “You need to use this channel.”

According to [YouTube](#), more than one billion unique users visit YouTube.com and watch over six billion hours of video each month. Of course a portion of those videos are of kittens and babies — however, people use the channel every day to search for content that helps solve their problems.

Integrating video on YouTube into your inbound marketing strategy is a great opportunity to help reach your audience. Most businesses mistakenly think that if their video is not “commercial” quality, their brands will not be represented appropriately. Oftentimes video content is perceived to be more approachable and genuine when a simple handheld camera, screencast or even an iPad is used to record solutions to your customer’s problems.

We’ve seen a client (very small business) help answer common questions by using video and receive over 60,000 views for one video on their YouTube channel.



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**SUBMITTED BY STEVE JAMES**  
**STREAM CREATIVE**

[Stream Creative](#) is an inbound marketing agency and HubSpot Gold Level Certified Partner specializing in digital marketing campaigns, print and interactive design, and social media. The team takes great pride in creating multi-channeled marketing campaigns which grow brands and create loyalty among consumers for the businesses they serve.

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# Z zen

“Zen is the peace that comes from being one with an entity other than yourself.” We can think of no better term to capture the spirit of inbound marketing! Whether it’s being one with a customer or being one with a buyer persona, the best inbound marketers know how to get out of their own heads, stop selling, and develop content that is truly helpful to their audience. When you can achieve this, you will achieve “delightion.”

It’s important to remember what we do outside of the office is just as important as what we do at our desks all day. Don’t be afraid to take a break from the content hustle, turn off your smart phone and don’t take the laptop to bed. Get involved in charity work, a long lost hobby or crack open a physical book! Taking some time for self-”delightion” is just as important to becoming a great marketer as client “delightion.”

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**SUBMITTED BY KATHLEEN BOOTH**  
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[Quintain Marketing](#) is a full service inbound marketing agency that offers growing companies a one stop shop for all of their marketing needs.

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# CONCLUSION.

As more and more people are introduced to inbound marketing, the community of creative, calculated, analytic marketers grows. A community of people dedicated to finding new ways to provide marketing people love, instead of flooding them with messages they want to ignore, is prospering. Companies are building their brand in new, innovative, and effective ways that allow them to carry on a two-way discussion with customers and prospects. Finding ways to encourage customers to discover them instead of paying their way into their homes, mailboxes, and internet browsers.

As you learned from the ABCs, inbound is an evolution of smarter, more strategic marketing that gets results. It's a way to use modern technologies and tools like blogging, social media, email campaigns, and great, strategic content to reach people that were previously unavailable. They even get involved in the process, because you've helped them solve a problem instead of trying to persuade them to change their lives, buy your products, or use your services.

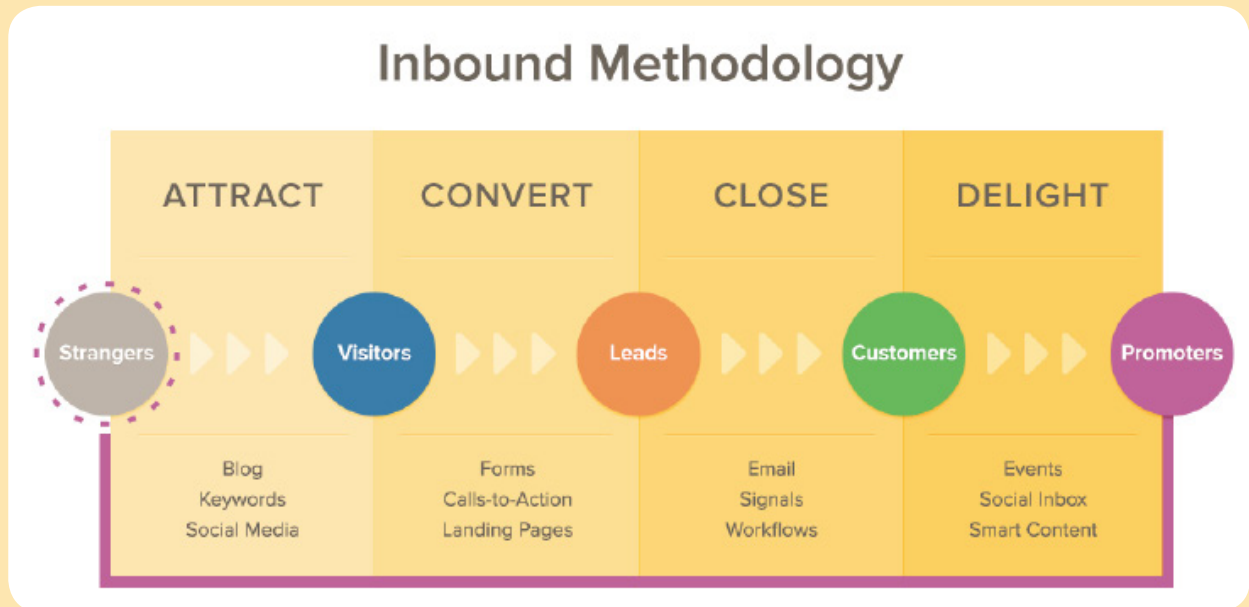
The idea that people would embrace marketing messages is largely foreign to most people. But the idea that they would willingly engage or even seek out a brand that not only solves their problems but also creates a narrative they want to be a part of is not just natural, it's a part of our daily lives.

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This is the new world of marketing, one where people have their needs met and their questions answered.

Want to see the pieces fit together? Here's a glance at the full inbound marketing methodology. You can always [click here to learn more](#), too!



**TIFFANY SAUDER**  
**PRESIDENT, ELEMENT THREE**  
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Working with [Element Three](#) is like having your own full-service marketing agency right down the hall, capable of giving you the right blend of marketing insight, brand clarity, and creativity to achieve your goals.

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# NOW YOU KNOW YOUR INBOUND ABCS ... NEXT TIME WON'T YOU MARKET WITH ME?

Talk to a HubSpot specialist to learn how you can apply all the essential elements of inbound marketing to reach your business goals. [Click here to contact an Inbound marketing specialist today.](#)



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