



**Amplify Your Impact:  
How to Multiply the Effects of Your Inbound Marketing Program**

Whether you're thinking of adopting inbound marketing or you've already begun, you're in good company: many marketers are benefitting from the power of this tactic. After all, it helps you connect with new prospects by giving them ways to find and learn about you – without the high cost or intrusion of more traditional, outbound marketing techniques.

But, be warned: inbound marketing alone cannot drive the maximum revenue possible; it must be incorporated into the overall marketing mix if you want to see bottom-line results. Unfortunately, many social media gurus and some inbound marketing solutions don't educate marketers on how to create this mix. This paper does. In it, we cover what should be included in your marketing mix – a well-balanced combination of outbound and inbound marketing – and how to achieve this without breaking the bank. We also explore some misconceptions about inbound marketing. And we discuss what we call the Inbound Marketing Multiplier, which will help you dramatically improve the results of your inbound marketing programs.



# Inbound Marketing 101

The days of relying solely on tradeshows, cold calls, and print advertisements are over. The fact is that people tune out many traditional forms of marketing. And who can blame them? Let’s face it, we all screen telemarketing calls, commercials, and direct mail, to name a few. Prospective buyers can afford to do so because we live in a world where they can educate themselves before engaging with sales. The Internet allows them to research their options without the annoyance of a hard sales pitch.

In the new world where buyers are in control of self-educating, your job as a marketer is not to find leads; it is to help leads find you. Inbound marketing is a way of reaching prospects in this new buying model. In fact, as outbound marketing gets less effective and more annoying, inbound marketing takes on a bigger role in your marketing mix.

So what is inbound marketing? Our definition of inbound marketing is:

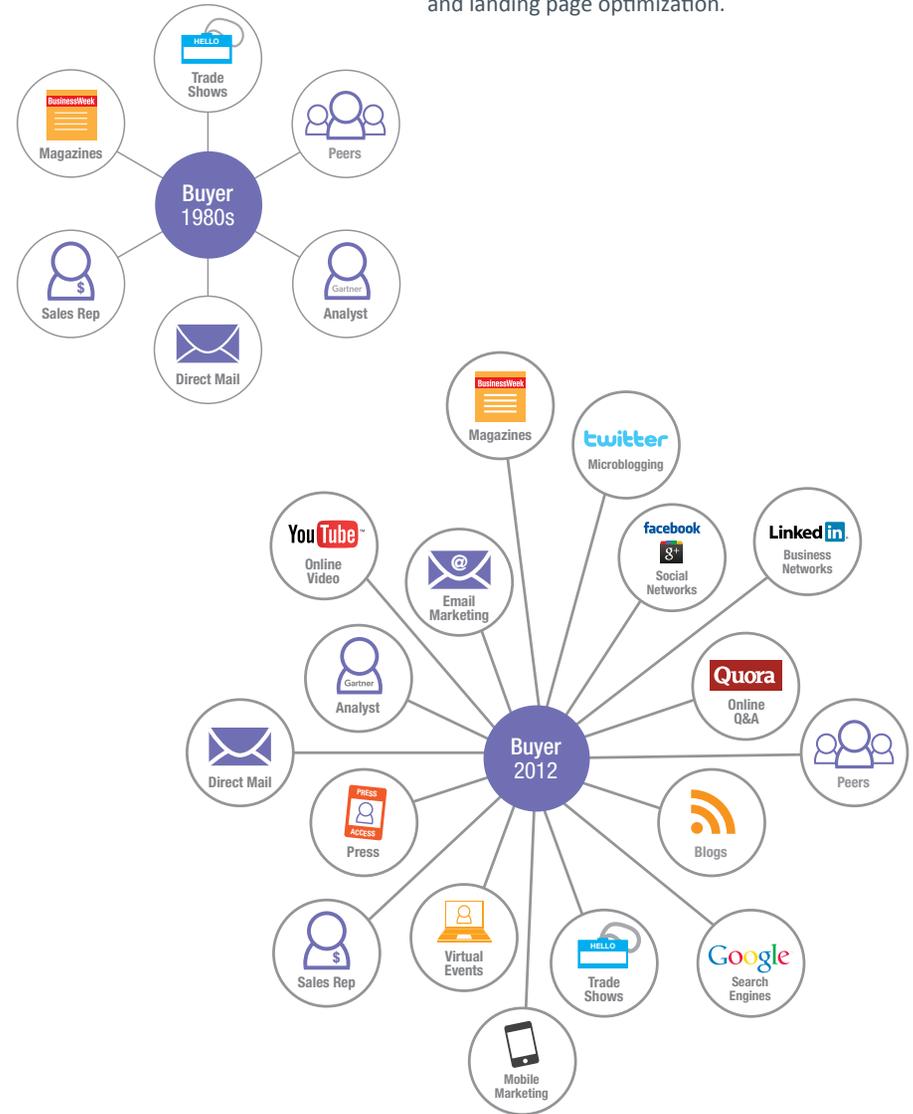
*The process of helping potential customers find your company – often before they are even looking to make a purchase – and then turning that early awareness into brand preference and, ultimately, into leads and revenue.*

At its core, inbound marketing is about creating interesting, informative, and even entertaining content and optimizing and distributing it across online channels so it can be found by – and hopefully engage – prospective buyers.

Fortunately, when a buyer is actively seeking information or passively looking to be entertained or educated, their “anti-marketing” shields go down and you can begin to engage and build a relationship with them. When done right, this approach returns dramatically better results than traditional marketing techniques that rely on interrupting prospects.

## Inbound Marketing: The Building Blocks

Inbound marketing techniques include content such as blogs, white papers, and articles; search engine optimization (SEO); social networking; and landing page optimization.



# Content: the Foundation of Inbound Marketing

Because inbound marketing relies on content to engage with prospects and customers, the quality and appeal of that content must be strong. You must create content that begs to be shared, that educates and inspires. In other words, you must offer content that is not promotional in nature, but instead is relevant to your prospective buyers, helping them see how they can overcome their challenges or achieve their aspirations. This content can take the form of articles, webinars, white papers, eBooks, slide presentations, videos and more, and can be shared via blogs, third-party sites, and social media where your prospects “find” you.

## Get Creative About Content

We know it can be overwhelming to consistently generate a steady stream of content. So turn to other resources, whether inviting those outside of your organization – such as industry analysts and bloggers – to contribute content, or curating content on a theme that appeals to your target audience. The bonus? By surrounding your own content with that from third parties, you’re seen as a trusted resource and your credibility rises.

### Utilize Different Types of Content:

- Articles
- Blog Posts
- Books/eBooks
- Brochures
- Case Studies
- Demos
- Email
- Free Trials
- Images
- Information Guides
- Live Streamed Events
- Manuals
- Microsites/Web Pages
- Online Courses
- Podcasts/Videocasts
- Presentations
- Press Releases
- Product Data Sheets
- Reference Guides
- Resource Libraries
- RSS/XML Feeds
- Surveys
- Radio/TV/Web TV
- Videos
- Webinars/Webcasts
- White Papers
- Widgets
- Workbook



## Expanding Visibility and Reach with SEO and Social

The concept of search engine optimization (SEO) will play a big part in your success with inbound marketing. SEO is about optimizing and increasing visibility of your site and content by including keywords that help you rank high in organic search results (i.e., not because of paid advertisements on search engines). The higher your content and site ranks in a search engine's results list, the more likely someone will find and click on the link to your content. Plus, once your site ranks high, all future content will enjoy the benefit of greater visibility. And the steady flow of additional content will help you maintain that search engine ranking. You'll be creating a truly virtuous circle.

This is where inbound marketing can really make its mark. If someone finds your content worthy of sharing, they can pass it along via social media outlets. When you or someone else shares your content via Facebook, Twitter, LinkedIn, or the blogosphere, you exponentially – and instantly – expand your reach.

Even though inbound marketing offers an alternative to traditional forms of marketing, it's not a stand-alone solution to capturing the attention of today's buyer. Used together, blogs, SEO, and social media can help drive traffic to your content. But you can do even more to create awareness of your company and to ensure that those who find you through inbound marketing end up becoming customers.

### Why You Need Inbound Marketing

Today's buyers are in control of educating themselves on their problems and potential solutions – and they want to keep it that way. Inbound marketing helps you get found by ensuring your content shows up in the online venues where prospective buyers spend time.

## Where Inbound Marketing Goes Wrong

*Acme Software is a one-year old software company looking to grow faster than larger competitors. Its first few deals closed because of investor relationships and early press (and a great product, of course). But it then needed to acquire more customers quickly with little marketing budget. It turned to inbound marketing. The company created a blog, Twitter account, Facebook page, and LinkedIn group and started using inbound marketing software. It also wrote two white papers and used these as promotions in all its social channels. At first, it seemed like progress was being made. Website traffic rose, and a few people filled out forms on the site. After a few months, the blog had almost 70 subscribers and the Twitter account had attracted nearly 200 followers (though many are competitors or industry analysts). Acme continued to follow best practices for inbound marketing, so it regularly added to its collection of content, and made sure the content was educational. By the end of the year, growth from inbound had slowed and Acme had only closed a couple of deals from this channel. What went wrong?*

It can be common for organizations that implement an inbound marketing strategy to see an early lift. However, while early results are strong, the leads can dwindle to a trickle. Even if you're seeing a consistent, steady stream of leads filling the funnel from inbound sources, you may be struggling to convert those leads into sales. Why? Because there's a misconception that inbound marketing is enough, that it's the silver bullet to success.

Here are some reasons why inbound marketing is not a stand-alone marketing strategy:

- **Your aim is too wide.** Inbound works by “carpet bombing” the Internet with content in the hopes people will find you. When confronted with too many low-level leads, many marketers scramble to run more of these same “carpet-bombing” campaigns, and then wonder why they don't produce better results. To connect with prospective buyers – and move them along the path to purchase – you need to switch from ‘air-war’ tactics and focus on highly targeted ‘ground-war’ programs that break through the clutter. This means delivering high-quality content to the right people in an engaging way – and doing so across multiple channels including direct mail, email, and phone.
- **Some prospects may find you, but many don't know you exist.** There are two things happening here. First, some people don't realize they should or could seek you out. Think about it: If you don't know about something, you can't search for it. An example of this is a company using an in-house CRM system instead of an online one. The company may be spending millions upgrading software and dealing with on-site technicians, but the ultimate decision maker may not know about online solutions. As a result, this person doesn't search for an alternative.



Second, you may not be sharing the right type of content or sharing it in the right place for your prospect to find it. For example, you might create white papers and host webinars about your product, but if prospects are searching on terms related to their problems and you only talk about your solution, potential buyers probably won't find your content. Or perhaps you're only posting content to your site and prospects early in the research phases mainly turn to YouTube for information. You may never cross paths.

The key takeaway here: content developed for inbound marketing should be more focused on your prospects' problems and concerns than on your product or solution. After all, those in the early stages of the buying cycle are looking for educational (i.e., non-promotional) information.

- **Others may know you exist, but don't understand what you do.** Think about all the companies whose blog posts you read or Twitter accounts you follow. Do you really know what each of them does? And, even if you do, do you know if their product is the right fit for your organization? If you answered no, you're not alone. That's because the educational content that is produced for inbound marketing often doesn't supply these answers. And it's why you often need to pair marketing automation with inbound marketing (more on this in a bit).

You must share your content where your prospects spend time, taking into consideration industry- and location-focused sites and other venues, and even less popular social media sites. The key is to understand where your prospects spend time and then to establish a presence there. And don't be afraid to ask others to share your content, whether bloggers, prospects, or partners, as they will often have a broader reach than you do. You can encourage pass-along by adding social-sharing buttons to your content, landing pages, and emails.

- **You aren't reaching the decision makers.** We have consistently found that leads generated through inbound marketing are often not the final decision makers for B2B products. Why? It's unlikely that CXOs are going to spend time trolling the web for blogs or other content. It's far more likely that they assign this exercise to someone working for them. If you are putting too much emphasis on these inbound leads without fully qualifying them – and if your competitors are reaching the decisions makers – your inbound marketing efforts may be wasted.
- **Sometimes you can't break through the noise.** Many times companies pour lots of effort into their inbound marketing around big events such as trade shows. Unfortunately, that is the hardest time to get noticed. Take the popular cloud computing conference Dreamforce as an example. More than once during the 2011 conference, hundreds of tweets were posted in a matter of minutes. And most of those tweets probably went unnoticed. It becomes a situation of “you've seen one, you've seen them all.” The same goes for jumping on the bandwagon with Facebook, LinkedIn groups, a blog, or other social channels.

The solution to too much noise is not to make more noise, but to sound different! And there are plenty of ways to stand out from the crowd. Create content that is unique, with a fresh point of view. Or, commit to trying a different format from the rest, so while everyone else is blogging, you create a movie that gets the attention of your audience.

#### Map Your Content to Buyer Roles & the Buying Cycle

Understanding the buying cycle from your prospect's perspective is critical to success. If your content is not reaching decision makers in the early stages, create content that helps their subordinates understand how to influence those with purchase authority. And as new buying committee members enter the process, make sure your content is tailored to them.



- **Sometimes there isn't any noise.** Other times you may find there isn't enough noise to even create a sound. This happens when companies sell into verticals that are not receptive to inbound marketing, such as those concerned with privacy or industry regulations, or those who are just slow to adopt online channels. Regardless of the reason, if there few or no people to consume your content, it's not efficient to create it. Instead you must focus on other outbound marketing channels.
- **Inbound marketing has a diminishing return.** What does this mean? Wikipedia defines diminishing returns as a "decrease in the marginal (per-unit) output of a production process as the amount of a single factor of production is increased, while the amounts of all other factors of production stay constant." In the world of marketing, this means there's not a direct correlation between what you put in and what you get out.

Let's say, for example, a company publishes three blog posts per week and signs up 20 new subscribers per week. If it saw an increasing return (or profiting return), you would expect that six blogs posted per week would net 40 new subscribers, but this is not typically the case. In other words, increased output is not directly linked to a greater number of leads or customers or higher profit. You need to strategically determine where to spend your time – especially if you have a limited amount of resources. This doesn't mean that the posts won't have a long-lasting effect; it just means that each additional inbound marketing effort may not yield as much return as the previous effort.

If you've gotten this far in the paper, you might be feeling frustrated or upset. You may have been hoping that inbound marketing was going to be the marketing solution of your dreams. Or you may be surprised by its inherent flaws. Our intention isn't to disappoint you, but to make you think about the marketing you are doing. We LOVE inbound marketing; we see it as a key to our success. You just need to be clear: inbound marketing done in isolation doesn't lead to success.

### How Some Companies Make Inbound Marketing Work

Many of us can think of a company or two that is making great strides in inbound marketing. So how do they achieve those results? What they have that you may not:

1. **A good number of staff dedicated to inbound programs.** We explained how the law of diminishing returns means that you probably won't double your lift by producing six blog posts instead of three. But what if you could churn out 30 blog posts? Companies with huge inbound marketing teams can often overcome some of the limitations of inbound marketing by taking such radical measures. However, they have to pay hefty salaries to maintain this staff. We would argue that they can achieve the same growth smarter and faster by combining different types of programs outside of inbound marketing, rather than just throwing lots of resources at the issue.
2. **Both inbound and outbound programs.** Many companies that appear to be doing great work in inbound marketing are often found because of outbound marketing. Think about it: how did you find the last white paper you downloaded? Was it through a Google search? Or did you find it on a news website or through a promotion from a thought leader you trust? It's quite likely you are finding much of your information through paid promotions (even if you're not aware that they're paid).
3. **Nurturing programs.** Some companies are extremely efficient at turning inbound prospects into leads because of the scoring and nurturing programs they use once a lead is in their system. We are not talking about simple nurturing campaigns that send out a new email to the database list every two weeks. We're referring to organizations that have segmented their databases into their different buyer personas, sending them relevant information when they are most likely to consume it. In other words, these companies are sending their prospects the right information at the right time.

## The Ideal Marketing Mix

To make inbound marketing work for you, you need three other essential ingredients in addition to your inbound marketing programs, what we call the **Inbound Marketing Multiplier**:

1. An outbound marketing strategy
2. A corporate communications strategy
3. A nurturing or marketing automation strategy

Before we describe how to multiply the impact of your inbound marketing leads with these other elements, we have to agree on something: marketing to your target market is not shameful. In fact, the definition of marketing per Merriam-Webster is *“the act or process of selling or purchasing in a market.”* And if you’re not ultimately helping your company sell its products, what value do you offer?

Often those that use inbound marketing are so used to creating thought leadership for lead generation that they view any promotional content in a negative light. Marketing is important, even when promotional. Again, let’s turn to Merriam-Webster, which says promotion means the *“furtherance of the acceptance and sale of merchandise through advertising, publicity, or discounting.”* In other words, it’s one more step in the process of making a sale. It’s a matter of shifting your mind-set. Rather than viewing promotions as sleazy or underhanded, think of them as providing the type of information that your targeted prospects are seeking as they move further along the path to purchase. It’s just that to do it right you should only direct “promotional” content to those who will be interested, not to everyone in your database or in purchased lists.

Now let’s take a closer look at the Inbound Marketing Multiplier.

## Combine Outbound and Inbound for Greater Results

Outbound marketing is any paid marketing – both online and offline – used to acquire new leads. It includes everything from trade shows to pay-per-click marketing and is critical to growing inbound marketing. Why? Well, when a new piece of content is launched, inbound marketing supports that content, for example, by sharing it in social media channels, making it faster and easier for your content to be found. The paid advertisement or site sponsorship of an outbound marketing campaign helps you further spread the word about the content, ultimately multiplying the number of new views you generate, which in turn will increase the number of shares, thus further increasing the number of potential customers viewing your content.

In addition to generating more views, marketers can realize the following benefits through an inbound/outbound mix:

- **Create Brand Recognition – and Business:** The greater the number of outbound campaigns you execute, the more likely that people will recognize and get to know your brand. The more they know and trust your brand, the more likely they will be to respond to your inbound marketing, and ultimately, become a customer.
- **Make Prospects Speak your Language:** When you run paid promotions, you choose the language used to describe your product or service. Prospects who repeatedly see these paid promotions are likely to pick up on the terms you use and plug those in when they are searching for a solution. As a result, you are more likely to appear high in the search engine results.

- **Capture Your Target:** Knowing and appealing to your target audience is one thing, reaching them is another. Let's say your target market is Fortune 1000 companies. Through outbound marketing, you can target this group exclusively by purchasing lead-generation programs where you only pay for leads that satisfy your criteria. This makes your campaigns very efficient and keeps your database clear of names that will never purchase from you. In inbound marketing you can target specific groups in your content, but you can't do anything to ensure that the content reaches and is consumed by your target audience.

**The Personal Touch:** When you meet a prospect face-to-face, or even talk to them on the phone, you establish a relationship that can be far more powerful than one developed via any email or tweet. With outbound marketing you can build the one-on-one relationships that are not possible to develop with inbound marketing.

## Corporate Marketing Gets You Recognized

Often inbound marketing specialists say press releases are dead or only good for paid SEO links. They also may suggest that because press releases aren't relevant, corporate marketing isn't needed at all. This is not true.

Corporate marketing is made up of much more than press releases. This area of marketing includes branding, analyst relations, product launches, programs to upsell to and retain customers, and communications, both internal and external – all essential components of a marketing program.

Inbound marketing doesn't replace corporate marketing, but should work hand in hand with it. By establishing a consistent brand and set of messages, your company becomes recognizable and trusted. And by conjuring feelings of trust, knowledge, and quality in the minds of prospects, you have the opportunity to stand out in the deluge of content available online. You may not be the only one doing what you do, but you want to be thought of as the best. Think of it like the Pepsi-or-Coke argument. A Pepsi drinker chooses to drink Pepsi even though she is aware of Coke. That's because brand loyalty is powerful and long lasting. Once you establish a strong brand image, inbound marketing can carry it far and wide. At the same time, you'll see a greater return on inbound marketing because people will be more receptive to your content.



## Marketing Automation Enhances Inbound

Marketing automation is the use of technology to manage and automate the process of converting prospective customers into actual buyers. By automating the various tasks and workflows involved in demand generation, lead management, and sales and marketing alignment, marketing automation contributes to shorter sales cycles, increased revenue, and better marketing ROI. And this is necessary for the success of your inbound marketing campaigns.

The leads you've generated via inbound marketing are often still conducting research and evaluating their solution options. That's where lead nurturing comes in — you need to invest in the process of building relationships with qualified prospects, with the goal of earning their business when they are ready to buy. Marketing automation helps you deliver relevant information over time to keep leads interested, engaged, and educated until they've made that decision.

Plus, marketing automation helps you score leads, which enables you to identify the ones that are ready to move to sales and those that require further nurturing. It does so by taking into account demographic and firmographic attributes — such as company size, industry, and job title — along with behaviors such as email click-throughs, web visits, and content downloads.

## Marketing Automation supports inbound marketing in the following ways:

- Raises open and click rates: By tapping into email deliverability best practices and delivering multi-step campaigns aligned with prospects' profiles, interests, and online activities, you boost the effectiveness of your emails.
- Enables A/B testing beyond just landing pages on your website: With marketing automation, you can test the potential effectiveness of your emails and offers.
- Creates new landing pages in minutes without IT: Marketing automation empowers you to create and launch relevant and optimized landing page whenever needed — and in turn, generate dramatically higher conversion rates.
- Shortens sales cycles: By identifying, prioritizing, and connecting with the best leads, you can close deals faster.
- Lets sales know when their prospects are engaging online: With insight into how much content prospects have consumed and how much time they've spent on your site, your sales reps can strike while the iron is hot.
- Automates repetitive tasks: By automating tasks that can be time consuming to handle manually — such as managing leads — you can spend your time on more strategic initiatives.

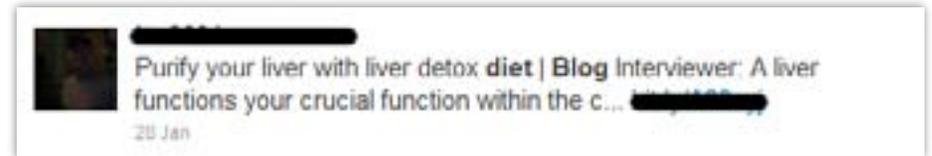
- Delivers sophisticated reporting and analytics: As marketers are increasingly held accountable for the impact of their activities, they need tools that help them assess – and increase – their effectiveness and impact on revenue.
- Wins more deals and generates higher revenue per deal: By driving a greater number of qualified leads, streamlining the entire sales cycle, and focusing on the most promising opportunities, marketing automation helps you generate better results.

While each of these can make a big impact on your marketing, by combining them you can dramatically improve the results of your marketing program – and reduce costs across the sales and marketing organization.

## Inbound Marketing: What Not to Do

Finally, you should know that not all inbound marketing is created equal. We consistently see companies using the following bad practices in inbound marketing:

- **Ineffective Social Sharing** – Some companies use a generic social-sharing widget, or one built into a content management system (CMS) or inbound marketing platform. Often, these types of widgets only allow you to share the title tag or article title. As a result, the share comes across as very impersonal. Use sharing functionality that allows you to customize messages to be more conversational, as this drives conversions.



- **Poor Segmentation** – The better you know your target buyers, the better you can tailor your communications to them. Unfortunately, many companies stop at the title and company size. But what can you really know about a prospect based on that information? Certainly not enough to develop content that hits a nerve and keeps prospects engaged over time. Instead, you should customize messages to your prospects acquired via both inbound and outbound marketing based on more than title and company size. You do that by segmenting on the types of content they prefer, the last time they engaged with your content, or based on interests they've specified on your registration forms.



- **Flat Lead Nurturing** – Flat lead nurturing is tied to not knowing enough about the distinctions in your target audience. The result is that marketers deploy a single drip campaign to the entire database. The problem is that each person in the database has unique issues to solve and this one-size-fits-all approach means you'll ultimately alienate all your prospects with messages and content that doesn't resonate. Instead, create compelling nurturing campaigns based on the interests or pains of your prospects.
- **Generic SEO:** While search engine optimization can help your site and content get found online, a generic approach can drive the wrong traffic to your site. Again, it gets back to how well you understand your prospective buyers and their concerns. If you simply focus on high-level keywords in your content and pages, you're going to attract a broad range of people, many of whom are probably not in the market for your offering. Many companies fall into this trap because they rely on free SEO tools, or ones that come with their CMS or inbound marketing solution. By allocating a bit more of your budget to SEO and calling in the experts, companies often realize an exponential ROI.
- **Lack of Sales Visibility** – You can generate all the great leads in the world using inbound marketing, but it won't amount to anything if your sales team isn't in sync with your inbound marketing activities. Imagine someone tweets that they are looking at three different vendors, and then visits your site the next day and downloads a white paper. If your sales reps can't see both the social comments and the content consumption in their CRM system, you risk them delivering the wrong message when reaching out to the prospect.
- **Measuring on 'First Touch' Alone** – Knowing the source of a lead and attributing revenue to that lead source doesn't actually tell you how to optimize your campaigns. Instead, you need to know how much each program – inbound and outbound – influenced the purchase. Some activities are going to create buzz, others downloads (i.e., leads), and others will drive purchases. If you only measure the lead source, you won't accurately be gauging the value of other important programs that ultimately contribute to revenue.

So how do you move from bad to best practices? Use a robust marketing automation or revenue performance management system to optimize inbound programs that generate leads and help move leads through the sales funnel. Not only will your company see increased revenue from marketing programs, but as a marketer, you will be able to prove the value you're delivering so the marketing team finally gets the credit it deserves.

## Creating the Proper Program Mix

Creating the proper campaign mix starts by understanding your objectives. Are you trying to boost brand awareness? Do you need to fill the pipeline with more leads from a particular vertical? Is the goal to drive traffic to your site in support of an upcoming webinar? Once you nail this down, you can determine the tactics that will help you achieve your goals.

Many of the methods that have worked for us are listed below; the key is to figure out what will work best for your organization. Don't forget that these tactics – and their effectiveness – can change over time, so it's often best to start with a few tactics and then expand. And don't be afraid to remove tactics from your mix if they stop working.

What's your mix? Check off the tactics in your B2B Marketing Program Mix (aka Demand Generation). The more you are employing, the farther along you are. Those not checked are opportunities for you to enhance your marketing success.

### Inbound Marketing:

- SEO:** Search engine optimization is how you increase the likelihood of ranking high in the search engine results.
- Blogging:** A great way to build your brand, establish thought leadership, and engage prospects over time by getting them to subscribe to your posts and by pointing them to other content of interest.
- Social media:** Sites and networks such as LinkedIn, Twitter, Facebook and more niche-oriented venues are conduits to prospective buyers, and places you can make them aware of your expertise and content.
- Forums and online communities:** Participating in online discussions is a way to find out what issues are top of mind for prospects, while also positioning you as a valuable resource of information.
- White papers and eBooks:** White papers are typically 4-8 pages in length, and explore a business issue, helping readers understand best practices and options. While typically longer than white papers, eBooks also explore business issues but often in a more conversational and visually appealing manner.
- Videos:** Snack-sized content in a visual format helps you engage busy prospects that may not have time to read your white paper or eBook.



## Outbound Marketing:

### Online Campaigns

- Banner and display:** An advertisement appearing on a website.
- Virtual events:** A tradeshow, conference, or meeting online.
- Webinars:** A presentation or workshop delivered over the web to educate prospective buyers.
- Sponsored newsletter and emails:** Allows you access to a target audience that might not otherwise be reached.

### Offline Campaigns

- Tradeshows:** In-person exhibits that offer the chance to display your solution and interact one-on-one with prospects.
- Roadshows:** A series of marketing events staged at multiple locations to generate interest in your company's ideas or offerings.
- Direct mail:** Advertising sent to a prospect's home through a mail service.
- TV & radio advertising:** Using the radio or TV to deliver a scripted message to attract new clients.
- Out-of-home advertising:** Advertising that appears when you are in transit, or at an activity outside of your home, in order to drive awareness or encourage a specific call-to-action.
- Print advertising:** From flyers to newspapers and magazine ads, print advertising includes all advertising found in printed media.

### Field Marketing

- Targeted events (e.g., dinners, sporting events):** A direct selling opportunity to a specific audience.
- Appointment setting:** Making calls to qualify leads and schedule calls between them and sales reps.
- List purchases:** Paying for a highly targeted list of individuals based on a range of criteria, such as titles, industry, and solutions used, to be used in marketing campaigns.
- Telemarketing:** Using the phone to make your sales pitch in an effort to drive prospects farther down the sales funnel.

## Corporate Marketing:

- Communications:** The internal and external messages that a company develops and disseminates.
- Analyst and public relations:** Engaging relevant analysts and media contacts to keep them informed of your company positioning and offerings.
- Guerilla marketing:** A form of marketing that tries to generate brand awareness at a low cost by using atypical methods like graffiti, flash mobs, and poster campaigning.

## Marketing Automation:

- Lead nurturing:** The process of building relationships with qualified prospects regardless of their timing to buy, with the goal of earning their business when they are ready.
- Lead scoring:** A shared sales and marketing methodology for ranking leads in order to determine their sales-readiness.

## Metrics that Matter:

- Closed Loop Reporting:** A way to measure the impact of marketing activities on revenues.
- Revenue Performance Management:** Optimizing interactions with buyers across the revenue cycle to accelerate predictable revenue growth.

# 18 Must-Know Inbound Marketing Experts

Need help getting started or advancing your current inbound marketing strategy? The experts below represent the best of the best when it comes to inbound marketing. Some have books, others consulting firms, but all have the A+ smarts to push your inbound marketing to the next level.

**Michael Brito**

Book: Smart Business, Social Business  
Blog: [www.britopian.com](http://www.britopian.com)  
Twitter: @Britopian

**Paul Gillin**

Blog: [www.PaulGillin.com](http://www.PaulGillin.com)  
Twitter: @pgillin

**Adam Metz**

Website: [www.AdamMetz.com](http://www.AdamMetz.com)  
Blog: <http://adammetz.com/metzmash>  
Twitter: @theMetz

**Douglas Karr**

Blog: [www.MarketinTechBlog.com](http://www.MarketinTechBlog.com)  
Twitter: @DouglasKarr

**Ann Handley**

Book: Content Rules  
Website: [www.MarketinProfes.com](http://www.MarketinProfes.com)  
Blog: [www.mpdailyfix.com](http://www.mpdailyfix.com)  
Twitter: @MarketinProfes

**C.C. Chapman**

Book: Content Rules  
Blog: <http://www.cc-chapman.com/blog>  
Twitter: @cc\_chapman

**Chris Brogan**

Website: [www.ChrisBrogan.com](http://www.ChrisBrogan.com)  
Twitter: @ChrisBrogan

**Cindy King**

Blog: [www.SocialMediaExaminer.com](http://www.SocialMediaExaminer.com)  
Twitter: @CindyKing

**Michael Stelzner**

Blog: [www.SocialMediaExaminer.com](http://www.SocialMediaExaminer.com)  
Twitter: @Mike\_Stelzner

**Guy Kawasaki**

Website: <http://alltop.com>  
Twitter: @GuyKawasaki

**Jeff Bullas**

Blog: [www.JeffBullas.com](http://www.JeffBullas.com)  
Twitter: @JeffBullas

**Mari Smith**

Blog: <http://www.marismith.com>  
Twitter: @MariSmith

**Neal Schaffer**

Book: Understanding, Leveraging & Maximizing LinkedIn  
Blog: <http://windmillnetworking.com>  
Twitter: @NealSchaffer

**Pam Moore**

Blog: <http://www.pammarketingnut.com>  
Twitter: @PamMktgNut

**Frank Reed**

Website: [www.FrankReed.com](http://www.FrankReed.com)  
Blog: <http://www.marketingpilgrim.com>  
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## Tap into the Power of Inbound Marketing

Companies seeking to take advantage of all ways of reaching and connecting with prospective buyers need to include inbound marketing in the mix. But the key is just that – to incorporate inbound marketing into a larger group of marketing tactics that amplify the impact of inbound marketing activities. By building a marketing foundation around a combination of outbound and inbound marketing – and automating the lead nurturing and management process using marketing automation software and revenue performance management technology – your company will generate far higher returns for its efforts.

# About Marketo

Marketo is the fastest growing provider in Revenue Performance Management. Marketo's powerful yet easy-to-use marketing automation and sales effectiveness solutions transform how marketing and sales teams of all sizes work — and work together — to drive dramatically increased revenue performance and fuel business growth. The company's proven technology, comprehensive services and expert guidance are helping enterprise and mid-market companies around the world to turn marketing from a cost center to a business-building revenue driver. Marketo also offers Spark by Marketo™, a new brand of marketing automation tailored specifically for small businesses — the fastest-growing and largest segment of today's economy.

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