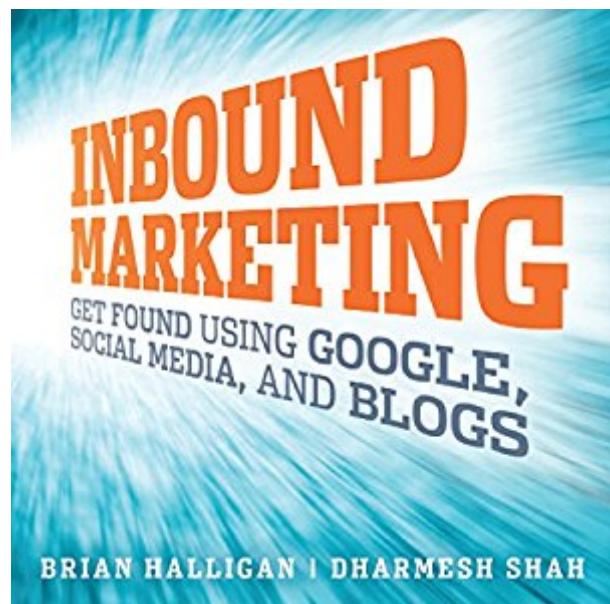


The book was found

Inbound Marketing: Get Found Using Google, Social Media, And Blogs



Synopsis

To connect with today's buyer, you need to stop pushing your message out and start pulling your customers in. The rules of marketing have changed, and the key to winning is to use this change to your advantage. If you've wondered how to get found in Google or why blogs and social media sites like Facebook and Twitter are important, Inbound Marketing is the audiobook for you. HubSpot founders Brian Halligan and Dharmesh Shah give you the tools and strategies you need to improve your Google search rankings, build a blog to promote your business, grow and nurture a community on social media sites, and analyze which of your online marketing efforts are working. Stop wasting money blasting the world with marketing messages that nobody cares about. Instead, learn to get found with Inbound Marketing.

Book Information

Audible Audio Edition

Listening Length: 5 hours and 6 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Gildan Media, LLC

Audible.com Release Date: November 20, 2009

Language: English

ASIN: B002Y2Q97U

Best Sellers Rank: #87 in Books > Business & Money > Industries > Retailing #158 in Books > Audible Audiobooks > Business & Investing > Marketing & Sales #846 in Books > Business & Money > Marketing & Sales > Marketing

Customer Reviews

This excellent book is aimed at the 99% of the business world who are faintly befuddled by the strange world of youtube and delicious that they find themselves living in. It's aimed at plumbers, hairdressers, lawyers and oil company executives; at people in large corporations and small businesses alike who are dimly aware that their working lives are about to change - indeed, have already started to change in disconcerting ways - and who don't know what to do. The premise of the book is that the old marketing is dead or dying. Gone are the days where simply throwing money at print or radio advertising guaranteed success. Instead, you need to engage your customers. Give them reasons to come to visit your web site, and once they are there give them reasons to come back again and again. Turn your web site into a hub, stuffed with remarkable blog posts, videos and

interviews. As the authors put it (they have a pleasing way with words) "ten years ago, your marketing effectiveness was a function of the width of your wallet. Today, your marketing effectiveness is a function of the width of your brain." "Inbound marketing" is clearly - and explicitly - inspired by authors such as Seth Godin and David Meerman Scott. But where this book differs is in its emphasis on hands-on advice. Not only is it inspirational, but it's also brimming with practical wisdom. Sure, it talks about the power of Twitter. But then it gives you advice on how to choose a twitter handle. Sure, it talks about the rise of the superstar blogger and the death of the press release. But then it talks about how to decide whether you need a PR agency and, if you do, then how you should hire one. Sure, it stresses that your employees will need to learn new skills if they are to survive in this new world.

This book is about HOW TO GET FOUND on the Internet. It teaches you how to utilize the following online tools to achieve this purpose: 1. Google - with VERY basic principles on SEO (Search Engine Optimization). You will need to get other books written specifically on SEO. 2. Company Website. It introduces website best practices such as how to use landing page, including a call-to-action (details see below) in EVERY page of your website. 3. Social Networking and Bookmarking Sites e.g. Facebook, Twitter, LinkedIn, Digg, StumbleUpon, Youtube. It teaches you what you should do with your sites e.g. Search for groups relevant to your industry and establish a group of your own, make sure your group is more focused and is more relevant to your business (e.g. create an "inbound marketing group" instead of "online marketing group"). I particularly like the part on how to use StumbleUpon to attract audience (Spend time reading and voting articles, befriend with people who post articles that intrigue you, and slowly, ONLY AFTER you have done all those steps, you can submit your own articles). 4. The best part of the book is what I would call "Funnel Management" - how to turn website visitors to engaged visitors (leads) and then to customers. For visitors to become leads, you need to engage them with call-to-action offers e.g. "GET A FREE TRIAL!", the whole purpose of these call-to-action offers is to get visitors to fill out a form so that you can get building a CRM database. 5. Tracking your "online footprint" using tools like [...]. The most important thing is to track the source of your visitors of your website and measure how many of them finally become your customer.

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