

# THE ULTIMATE MARKETING AGENCY SUMMER READING LIST



**HubSpot**

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# TAKING ADVANTAGE OF YOUR OUT OF OFFICE



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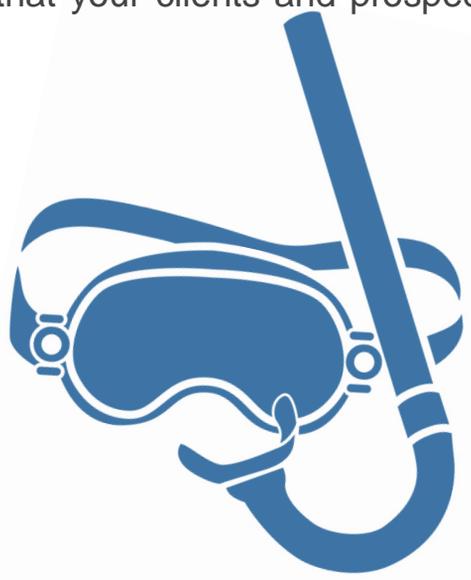


Summer is finally here. The windows in your agency's office are wide open and road trips to the beach and firework displays are right around the corner. While summer is known for BBQs and surfing, it's also a great part of the year for setting business goals.

**“If sharpening your agency's inbound marketing skills is a priority this summer, then this eBook will be as critical to your July and August as suntan lotion.”**

In the coming pages we'll exhaustively cover all the core services offerings your agency will need to drive retainer business and long-term clients. We've got tips, best practices and links to extensive resource centers for additional reading. We'll explain what end to end campaigns look like and how to drive maximum results. We'll help you make sense of all the pieces and pull together what you need to offer to formulate the suite of full-service online services that your clients and prospects are looking for.

So pull the Gossip magazines and romantic novels out of your beach bag and stuff it full with picks from our Agency Summer Reading List!



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# YOUR AGENCY'S SUMMER SCHOOL SYLLABUS



# 1

## SEO: SUMMER. EVENING. OUTINGS

SEO leads have a 14.6% close rate. Outbound sourced leads have a 1.7% close rate. Picking which of these to prioritize will be a no-brainer for your prospects – so make sure you get the sand out of your SEO skills this summer and are ready to help make websites “findable” for your clients.

Page titles, meta descriptions, alt tags for images – the expert who understands and maintains these remote pieces of a businesses marketing means is most likely indispensable. Use the resources below to hone this skill set, and become an agency known for understanding website architecture and driving quality traffic!

### Your SEO Summer Reading List



[Introduction to SEO](#) This simple introduction to SEO gives you everything you need to get started with SEO in one quick, easy guide.

[6 SEO Tools to Analyze your Site like Google Does](#) Learn how to zero in on your website with enough spare time to tune out on the beach.

[SEO from the Experts](#) Ready to supercharge your SEO? Learn from our experts, and reward yourself with a cold, refreshing margarita.

[Science of SEO](#) You can get a ton of business value out of SEO, but only if you do it right. Dive into the Science of SEO to get the real data that you can use to pitch your clients, your prospects or even your boss on getting started with this KEY marketing tactic.

[Master Local SEO](#) Location based business? Take your summer break to master local SEO with our complete guide.





# 2

## BLOGGING BOYS OF SUMMER

You've heard the analogy that inbound marketing is like a gym membership, right? It explains how key inbound activities need to be done over and over again, on a regular basis, in order for a business to be successful with in bound. One don't get in shape by working out once. They work out over and over again. Likewise, you can't just blog once a month if you need traffic. You need to blog weekly.

Does your client want a killer beach body? Tell them no one gets cut like a Venice Beach bodybuilder by just doing one set of curls, They'll need to go to the gym all winter and spring. Scour the resources below and you'll be the only fitness pro they'll ever need.

### Your Blogging Summer Reading List

[Essential Guide for Blog Writing](#): Equip yourself with HubSpot's blogging guide and pool cleaner. What else do you need this Summer?

[15 Business Blogging Mistakes](#): Stress about your lawn this Summer, not your blog. Learn these 15 mistakes you MUST avoid.

[How to Achieve Business Growth Through Blogging](#): You can't increase business-through-blogging while floating down the lazy river? We beg to differ.

[Business Blogging Shortcuts for Time-Crunched Marketers](#): Remember that Summer you used "Sun-In" to make your hair blonde in a day? Our blogging shortcuts are better.



## 3

## SUMMERTIME SOCIAL [MEDIA]

No one can argue the inherent value of social media. But if you spend your summer twittering away your billable hours on a boat, chances are your clients are going to want to know what specific results you drove. Can you blame them? The good news is social packs some serious heat when it comes to lead generation. According to the 2012 State of Inbound Marketing:

- 65% of companies report that they have acquired a customer through LinkedIn
- 52% of companies report they've acquired customers through Facebook, and
- 44% have acquired customers through Twitter. ([Source](#))

But to acquire customers, you've got to get smart about social media. We've huddled inside and gathered all of the best resources we had and made you an Agency Cheat Sheet of must-reads for getting social right. So pull out those designer sunglasses, we've got some beach reading for you.

### Your Social Media Summer Reading List

[SEO vs. Social Media eBook - Which is Best for Your Marketing: SEO or Social Media?](#) Our eBook is more thrilling than a Weekend at Bernies!

[Text and Audio eBook:](#) Learn to Monitor Social Media in 10 Minutes a Day and ensure your summer weekends begin Friday at noon!

[9 Excellent Examples of Brands Using Facebook's New Page Design Blog Post:](#) These Facebook page examples are generating some serious fireworks!

[How to Use Social Media to Enchant Your Customers:](#) Guy Kawasaki shows how to enchant people with social media like a lake during memorial day weekend!

[Social Media Measurement - The Most Common Questions Webinar:](#) Learn tactics and tools needed for a measurement strategy that will get you back on the fairway!





# 4

## THE LEAD GEN SURF'S UP!

If blogging, social and SEO are the lettuce, cheese and sesame seed bun, then Leads are the burger. Its the juicy component that brings everyone to the barbecue. Your own business, your prospects - everyone wants a mouth watering strategy centered around driving qualified conversations for your sales team.

If you're offering traffic generation services to your clients, then you'll need to make sure you can follow through on those actions by delivering leads. How? Build landing pages and craft compelling call-to-action buttons. These will make everything you do more valuable. Your results undeniable. Your agency an immovable facet of their marketing mix. The below resources will help you understand how to nail this aspect of inbound marketing for your own business, as well as understand the best practices you'll need to embrace to deliver this piece of inbound as a service.

### Your Lead Generation Summer Reading List

[Lead Generation Lessons from 4,000 businesses](#) Don't sacrifice hours by the pool reinventing the lead gen wheel- learn from the lessons of businesses that have tested the waters.

[The Lead Generation Quick Start Guide](#) Follow this 6-step guide from implementing lead generation to closing more deals from your efforts.

[LinkedIn 227% More Effective for Lead Generation than Facebook or Twitter](#) Learn how LinkedIn can be your secret weapon, your water balloon if you will, to generate more leads this summer.

[How to Use LinkedIn for Business](#) Download this ebook to your tablet for a beach read that will set up your sales team for success.



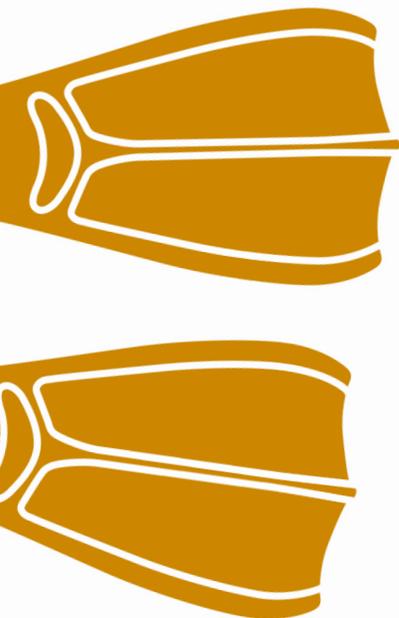


# 5

## SUMMERTIME AND THE EMAILIN' IS EASY

Did you ever go to summer camp? You'd meet lots of awesome friends and then spend the winter writing letters back and forth? Mail is just as important now as it was back then. We've just ditched the stamps and call it something different now. It's email - and it should be a central component of your content promotion and lead generation service offerings. It's a proven way of driving leads and customers and your customers will ask for it.

Organic discovery of your or your clients content is obviously the ideal, but in most cases, leveraging an email list is your best and fastest bet for driving conversions. You'll need to know the ins and outs of writing good subject lines, copy, layout and list segmentation in order to maximize return. Once you're armed and dangerous in all these areas, you'll be able to easily sell your clients on promotional strategies and lead nurturing workflows aimed at driving customers. They will drive ROI and turn your prospect into a lifelong client.



### Your Email Summer Reading List

[The 6-step Secret Sauce for Awesome Email Subject Lines & 9 Must Have Components of Compelling Email Copy](#) Practice your email writing skills in letters to your kids at camp- check out these tips to rock your emails.

[The Science of Email Marketing](#) Barely pass chemistry this past year? Learn how to test out and analyze the perfect balance to your email marketing.

[60 Email Marketing Questions in 60 Minutes](#) Get all the answers to you email marketing questions in less time than it takes sitting in traffic to the beach.

[Guide to Optimizing Email Marketing for Conversions](#) Get the sand out of your email to leveraging the most out of your email marketing.



# 6

## DON'T WASTE AWAY IN ANALYTICS-VILLE

Marketing starts and ends with analytics. But client spreadsheets and bar charts shouldn't take up your entire summer. The key to getting analytics right is knowing exactly what it is you need to measure to have an impact. Strip out the vanity metrics and leave them in the attic with your winter sweaters and wool socks. This summer, focus just on measuring what advances your clients' bottom line (and pick up a few points for your own marketing while you're at it).

There are endless articles to read on using data to inform your marketing. We've gathered a selection to help you skip ahead in class and hopefully sneak out early this Friday.

### Your Analytics Summer Reading List

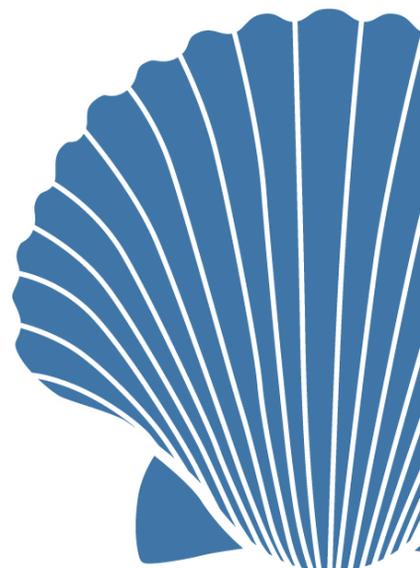
[Introduction to Marketing Analytics eBook](#): Get info on the essential inbound marketing metrics in the time it takes your buddy to fire up the grill.

[How to Unlock the ROI of Your Marketing eBook](#): Learn to analytics to increase business growth. After all, what's the point of knowing all of this juicy information if you can't use it to make your marketing better?

[The Only Metrics you Need to Optimize Your Website Performance](#): This post shows you how to optimize every piece of content you create to drive results.

[Marketing Metrics Workshop Series](#): Featuring some of the experts in marketing measurement and lead management, the series covers the different channels and touch points available to marketers today.

[Marketing Analytics 101 Webinar](#): This webinar will get you through ABCs of analytics before August ends.



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# CONCLUSION & RESOURCES

# CONCLUSION

Had enough summer puns? Sorry, we couldn't help ourselves. We assure you the regions of our brains that produce puns are dried up like low-tide at this point!

We hope this agency resource guide is helpful this summer as you sharpen your skills. We figured if you've got to spend five sunny days a week in the office (ok, four days and an early exit after your 3pm client call Friday) you might as well use some of that time to school up on inbound marketing and get ready for a September full of quality business development and client delivery.



If you're ready for a challenge, take our [follow up quiz](#). High scores on the quiz will get a summer surprise from HubSpot. We can't tell you what, but you can bet it'll be orange.

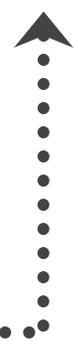
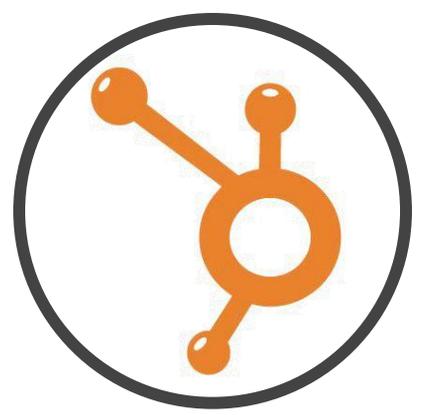
Stuck on something? [Schedule a call with one of our Summer Tutors](#) and learn how to attract more qualified leads and drive more conversions throughout the year.



# MORE RESOURCES / HUBSPOT

Our Channel Account Managers help hundreds of online services agencies understand inbound marketing can help them earn more retainer clients and grow their business.

Request a [Strategic Consultation](#) to Learn How Inbound can Help your Agency Grow.



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