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Tim Street  
Dale Underwood  
Robbie Vorhaus  
Michael Weiss

## Inbound Marketing Summit 2010 Preview:

# 19 Marketing Experts Share Tips and Insights



# INBOUND MARKETING SUMMIT

Content compiled and analyzed by:



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# Introduction

## **The old model of marketing is broken:**

- 34% of US homes have a DVR to skip commercials
- 44% of junk mail is discarded without being opened
- 72% of Americans are on the Do Not Call Registry
- Radio advertising in North America fell 17.6% in 2009

## **The rewards of transforming your marketing are big:**

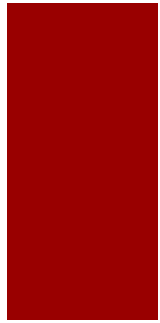
- 93% of Americans want companies to be on social media
- Facebook is the size of the 3<sup>rd</sup> largest country in the world
- Companies who blog get 55% more website visitors
- Inbound marketing generates leads at a 60% lower cost

**In October 6-7, 2010, over 40 of the world's most accomplished inbound marketing experts will share their expertise on how marketing is changing and what you need to do to transform how your company grows.**

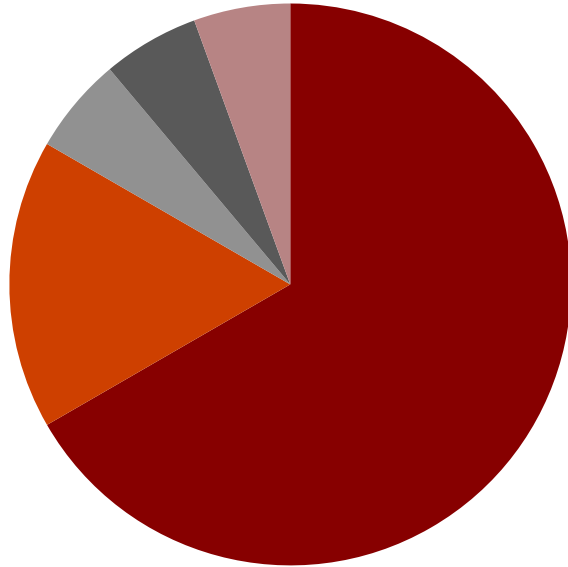
**This ebook is a preview of what 19 of those experts have to offer for advice and guidance for the future.**



# What Service or Website Drives the Most Business Value

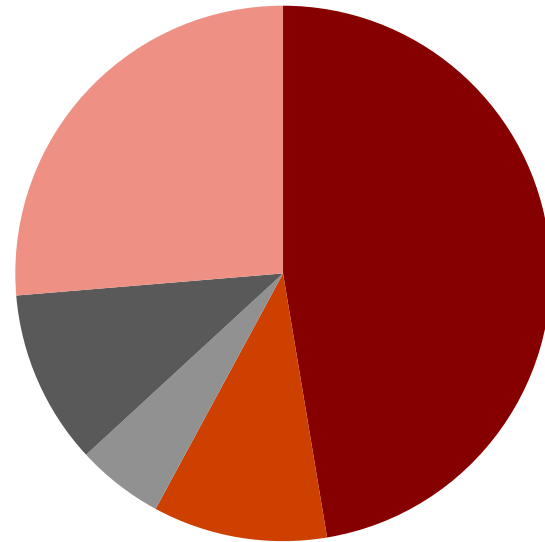


2010



- Google
- Bing
- Facebook
- LinkedIn
- YouTube
- Twitter
- Yelp
- Foursquare
- Other

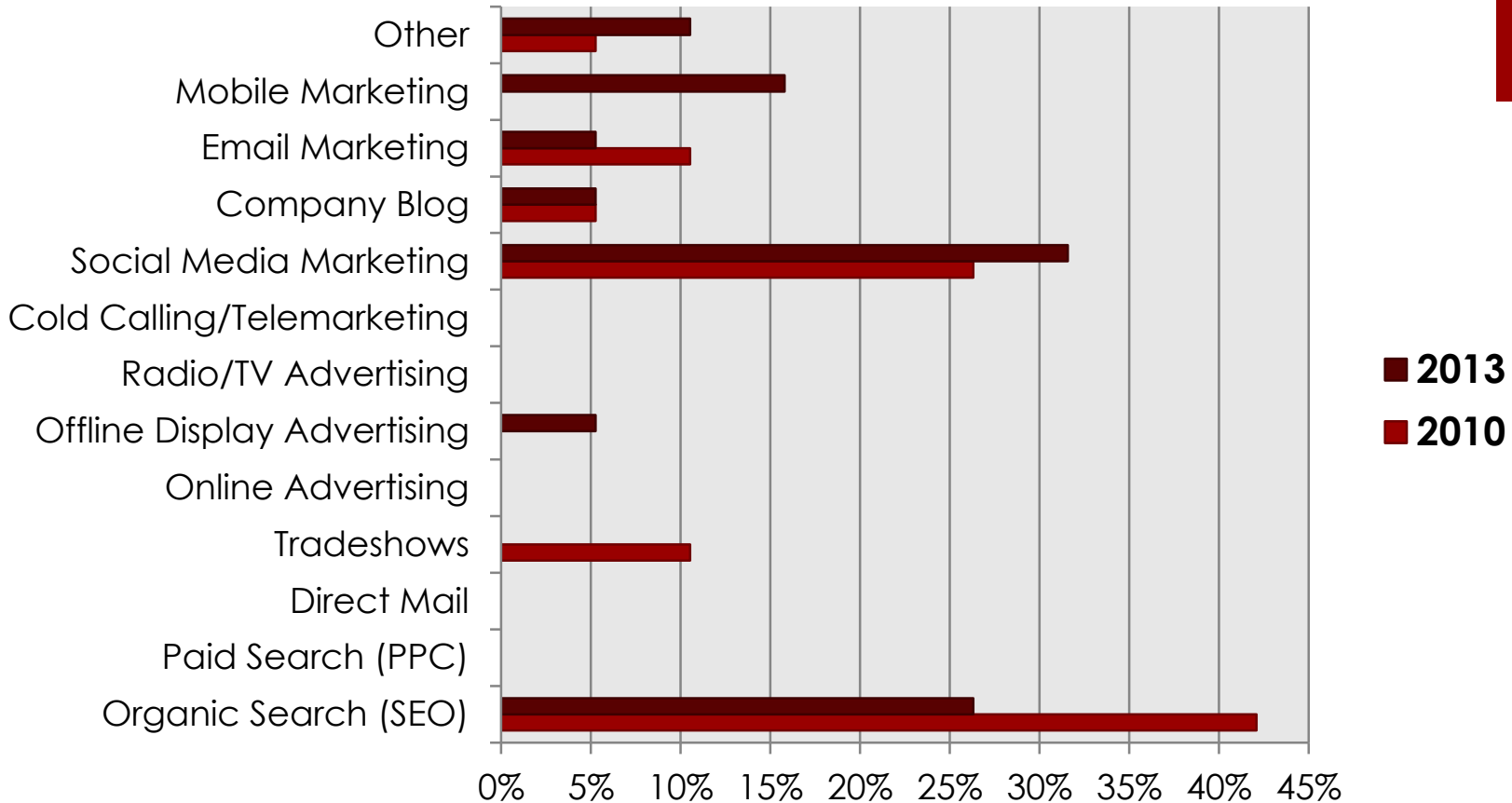
2013



- Google
- Bing
- Facebook
- LinkedIn
- YouTube
- Twitter
- Yelp
- Foursquare
- Other

Today 80% of the experts see Google or Facebook as the most valuable website for marketing. But in the next 3 years 25% of the experts expect something new (“Other”) to emerge as the most important website or service.

# What Channel Drives the Most Business Value



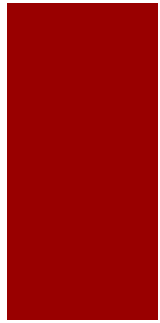
**In the next 3 years, the experts predict that social media will start to drive more business value than search engine optimization (SEO).**

# The Most Important Metrics to Track

Speaker	Company Blog	LinkedIn	Facebook	Twitter	Email Marketing	Social Media Marketing	Inbound Marketing	Marketing Overall
<b>Nathan Broshear</b>	Comments			Appearance in mainstream media		The relationship		The relationship
<b>David Meerman Scott</b>	Number of comments. Retweets - if people are willing to put their name on it then you have something.			Number of links from Twitter to your content				Is your company successful?
<b>Michael Weiss</b>		Who is looking at your profile	Share - it's like a retweet	retweets			Tracking the visits to the landing page you are marketing	Conversions
<b>Robbie Vorhaus</b>	Quantifiable relationship to bottom line.	Incoming business leads.	Active friends/fans.	Incoming business leads.	Request for more information.	Increased revenue.	New business leads.	ROI
<b>Paul Gillin</b>	Repeat visitors	Connections	Comments/likes	Retweets	Clicks	Conversions	Conversions	Sales
<b>Patti Fousek</b>	Subscribers	Leads	Fan Participation	Retweets	Open rate	Leads	Leads	Closed Sales
<b>Dharmesh Shah</b>	Subscribers	Group members	User interactions	Retweets	Click-throughs	Engagement	Inbound leads/customers	Sustainable growth
<b>John Doyle</b>	Comments	Recommendations	Interactions	Followers	Click throughs	Interactions	Conversions	Customer Satisfaction
<b>Alexander Howard</b>	Comments and links from respected voices in the niche.	Viable job applicants for openings.	Engagement on a page.	Engagement, as measured by RT, @replies and reshares.	Unique visitors delivered to content	Sales revenue	SERP rank.	Return customers or clients
<b>Pawan Deshpande</b>	SEO Placement	Group Members	Comments	Number of Followers	Subscribers	Followers (RSS/Twitter/Email)	Followers (RSS/Twitter/Email)	Followers (RSS/Twitter/Email)
<b>Christine Perkeff</b>	Consistent traffic; comments	Profiles: connections/views; Answers: Interactions	Interaction to Action	Engagement; dialogue with the RIGHT people; not necessarily the MOST people	Click thru rates	Interaction to Action	Loyal, interactive community & advocates	Direct action to biz goals (whether warm sales leads or thought leadership or other)

# The Most Important Metrics to Track

Speaker	Company Blog	LinkedIn	Facebook	Twitter	Email Marketing	Social Media Marketing	Inbound Marketing	Marketing Overall
<b>Dale Underwood</b>	Marketing funnel value	Annual sales	Annual sales	Annual sales	Annual sales	Annual sales	Annual sales	Annual sales
<b>Chris Brogan</b>	Sales	Success of Helping Others Execute Generic invites to "connect on LinkedIn"	# of Likes from Off-Facebook Sites	Number of Click Throughs into Conversions (not just click throughs)	Open rate	Sales	Sales	Sales
<b>Scott Stratten</b>	RSS/Email sign-ups		Comment engagement	Reach	click-through	share of conversation	\$	\$
<b>Steve Garfield</b>	Don't track metrics	Don't track metrics	Interaction	Interaction	Action	Engagement	Engagement	Engagement
<b>C.C. Chapman</b>	Visitors	Nothing, can't measure	# of Interactions	@ Messages	Subscribers			Making Money
<b>Tim Street</b>	ROBI Return On Brand Investment	ROTI Return on Time Investment	ROFI Return On Fan Investment	ROCSI Return On Customer Service Investment	ROA Return On Acquisition	ROBE Return On Brand Equity	ROC Return On Community	ROI
<b>Valeria Maltoni, Conversation Agent</b>	Potential diagnostic of blogging for commerce: number of pages viewed/visit	Potential diagnostic for personal use: (referrals, references, etc.)	Potential diagnostic of engaged audience: level of interaction with company representatives and community on the wall	Potential diagnostic of a good customer service account: @ replies to customers (with diagnostics, recourse, ways to fix problem, escalation path, etc.)	Potential diagnostic of good lead generation campaign: number of conversions	Potential diagnostic of integration into marketing plan	Potential diagnostic: number of quality leads	products and services people want and need
<b>Tim Hayden</b>	Comment volume, both negative and positive.	Successful introduction converted into real business relationships.	Comments on profile-posted content, both positive and negative.	New relationships converted into real business relationships.	Clicks from message to online content.	Increase in SALES!	Increase in SALES!	Increase in SALES!



# Biggest Marketing Trends for 2011

When we asked our expert speakers what they believed the biggest marketing trend for 2011 would be, we received a variety of answers. Here are some of their thoughts:

Mobile Video

"Smart" Display Advertising

Real-Time Search

Geo-Location

Embedded Demographic Mobile Advertising

Curation

The Right-Time Web

# How to Maximize Business Value from Inbound Marketing

People want to read about experiences they may never have a chance to feel...



**Captain Nathan Broshear**  
U.S. Air Force

*"Tell your story...not your product (and definitely not an individual person). People want to read about experiences they may never have a chance to feel...not what you had for breakfast."*

You can earn attention by creating something interesting and valuable and then publishing it online for free...



**David Meerman Scott**  
Freshspot Marketing

*"You can buy attention (advertising)  
You can beg for attention from the media (PR)  
You can bug people one at a time to get attention (sales)*

*Or you can earn attention by creating something interesting and valuable and then publishing it online for free: a YouTube video, a blog, a research report, photos, Twitter stream, an eBook, a Facebook page. This is Inbound Marketing and it works brilliantly."*

Spend more time figuring out ways to add more value to your community than extracting immediate value from it...



**Dharmesh Shah**  
HubSpot

*"Invest in creating exceptional content that people want to consume and share. You should spend more time figuring out ways to add more value to your community than extracting immediate value from it."*



**Give emotionally engaging content that is of value to your audience...**



**Tim Street**  
mDialog

*“Give emotionally engaging content that is of value to your audience and you will be rewarded. Talk about and SHOW your consumers information and entertainment that they care about and want in a way they are expecting while super serving your niche. If ESPN explained how to play football they wouldn’t have any viewers.”*

**Listen more than you talk...**



**Chris Brogan**  
New Marketing Labs

*“Listen more than you talk. Get back onto your buyer’s side of the equation. Frankly, marketers have been too heavily on the company’s side and their results suffer. If you help people buy, you sell. If you sell, you’re not necessarily helping people buy.”*

**Impactful, concise weekly content is better than mediocre, obligated daily content...**



**Scott Stratten**  
UnMarketing

*“Impactful, concise weekly content is better than mediocre, obligated daily content. People spread blog posts/content that evoke emotion, not because of a good word count or frequency.”*

**Attend to basics, and that means search-optimizing your site...**



**Paul Gillin**  
Gillin Communications

*“Attend to basics, and that means search-optimizing your site. In the majority of cases in which I am asked to consult on social media, I find that the client has not attended to the basics of making sure the language of the website is clear, the site is easy to find and the value proposition of the business is clearly established.”*

**Don't focus alone on the "online" and web touch-points of your business...**



**Tim Hayden**  
Blue Clover

*"Don't focus alone on the 'online' and web touch-points of your business when realizing the conversations, influence and data that inbound marketing delivers. The mobile revolution is empowering and liberating audiences to live beyond digital screens, and offline experiences are more likely to shape sentiment, excitement and word-of-mouth. Existing behaviors around events, retail and direct mail will play a larger role in how brands start conversations."*

**The old rules that you lived by no longer apply...**



**C.C. Chapman**  
Digital Dads

*"The old rules that you lived by no longer apply. I'm not saying to forget them, but you must realize that they have changed and you must change as well if you want to continue to be successful."*

**With old methods, marketers talked \*to\* audiences. Now, they must talk \*with\* them – and engage to be successful.**



**Christine Perkett**  
Perkett PR

*"Show up. Listen. Engage. This has always been the best way to effectively market but it's amplified with social media. Marketers have to make more time to listen and build advocacy - with old methods, marketers talked \*to\* audiences. Now, they must talk \*with\* them - and engage to be successful. Marketers must also remember that fans and advocates matter just as much - if not more - than the influencers. Everyone is an influencer - good or bad - and marketers need to dedicate the appropriate resources to engaging in conversations consistently and persistently. Think of this way, you can't show up at a cocktail party, stand against the wall talking to no one and expect to get a date. Just showing up isn't enough anymore."*

**It is important to engage and speak with your followers as opposed to speaking at them...**



**John Doyle**  
Alure Home Improvements

*“Social channels are about mutually beneficial exchanges and provide the opportunity to connect with like-minded and interesting people. Pay attention to the type of material your followers are responding and contributing to. It is important to engage and speak with your followers as opposed to speaking at them. Listening is probably the most important trait a brand and/or community leader can perfect.”*

**Listen first...before deciding where and how to market to them...**



**Alexander Howard**  
O'Reilly Media

*“Listen first to what people are saying about you, your service or product before deciding where and how to market to them. It's easier than ever to switch the channel, unsubscribe or unfollow after poorly conceived messaging or media.”*

**80% of all crisis are avoided or reduced by preparation...**



**Robbie Vorhaus**  
Vorhaus Communications, Inc.

*“Go crazy thinking about everything that could go wrong, both in terms of your business, reputation, and the industry, and do the same exercise for clients and potential clients alike. Analyze the risk, both in terms of the likelihood of the event happening, and it's immediate and long-term effect on you and your client's business. Then, start acting like a soldier, athlete or musician: train, rehearse, practice, prepare. 80% of all crisis are avoided or reduced by preparation.”*

**Focus on what future customers really need...not what you think they need...**



**Dale Underwood**  
EchoQuote

*“Focus on what future customers really need early in their sales cycle, not what you think they need.”*

**Content curation has emerged as a new and powerful way for marketers to seamlessly sift through the flood of content available...**



**Pawan Deshpande**  
HiveFire

*"Content curation has emerged as a new and powerful way for marketers to seamlessly sift through the flood of content available to prospects. Like the owner of a high-end art gallery, you have to sift through the information from across the web and curate it to ensure that it is relevant to the customer. You will be navigating your prospects through this sea of content by leading them to you - the provider of the most relevant and important information."*

**You have to continually adjust your plan as your company goals change...**



**Patti Fousek**  
Creative Mind Search Marketing

*"My advice can be summed up in five words: 1. Goals; 2. Plan; 3. Create; 4. Measure 5. Repeat. In more words: 1. Set realistic goals before jumping into an inbound marketing campaign. Are you trying to increase website traffic, get more leads, newsletter sign-ups, blog subscribers? Start small when first starting out. 2. Create a plan of attack. What content are you sharing, who will create the content, and how will you measure your results? 3. Constantly create fresh content for your industry/topic/product/service, etc. Can your content be converted to a whitepaper, ebook, tweets, Facebook updates, video? 4. Measure your success. There are a variety of inbound marketing tools out for measurement - use them! The tools you use will vary depending on your goals. 5. Rinse and Repeat. Success does not come overnight (although for some it appears it does). You have to continually adjust your plan as your company goals change. Testing and tweaking your inbound marketing campaign is really the key to success.."*

**Make it easy for people who find you online to engage and interact...**



**Steve Garfield**  
SteveGarfield.tv

*"Make it easy for people who find you online to engage and interact with a person."*

Don't jump in with two feet into the deep end without looking at your objectives, your needs, your capabilities and setting a strategy...



**Michael Weiss**  
Imagistic

*"The advice is simple: take the chance and do it. 90% of marketers out there still rely on the old school ways of outbound marketing - Cold Calling, Trade Show Booths, Email Blasts, etc. It's impersonal and does not create a connection. Consumers are too savvy these days and they expect more from you; and it must be your goal to meet and better yet, exceed those expectations. It's okay to talk WITH your customers - that's what they want! BUT don't jump in with two feet into the deep end without looking at your objectives, your needs, your capabilities and setting a strategy. Just because it's easy to set up a Facebook Page, a Blog and a Twitter account does not mean it is easy to manage. Take it slow. Baby steps, baby steps...."*

The best audience in social is the one you build...



**Valeria Maltoni**  
Powered

*"Invest in developing content that is valuable to your customers -- that actually helps make their lives easier, solve a problem, understand an issue, etc. Content is your digital body language.*

*Good content is a way for your business to be useful and become attractive through search (digital media) and sharing (social media). People first need to believe, then they will support that belief in the way they behave -- and may eventually become ambassadors on your behalf.*

*Relationships become stronger over time when built upon benefits to the buyer. When you write customer-centric content, you develop trust and gain credibility, both of which confer you authority.*

*In social media, you can go direct to customers and prospective customers. However, the media or channels are mere tools, they don't come with an audience you can buy, although many are selling you one. The best audience in social is the one you build."*

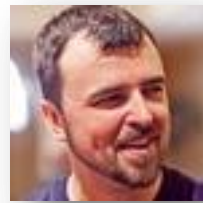


# Contributors

Thank you to everyone who contributed their thoughts on inbound marketing, measurement, social media and where we're headed in 2011.



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