

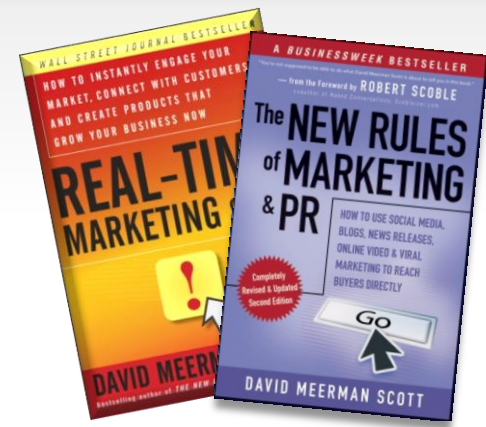


Includes 15
Articles &
Videos!

THE ULTIMATE HOW-TO MARKETING GUIDE

with HubSpot's Marketer in Residence and bestselling author David Meerman Scott

Forward by David Meerman Scott



In 2011, I expanded my advisory role with HubSpot to become [Marketer in Residence](#) at the company. This exciting work allows me to dig deep into the art and science of modern marketing with the best in the business — HubSpotters.

Before the Web came along, there were only three ways to get noticed: pay for expensive advertising, beg the mainstream media to tell your story for you or hire a sales staff to bug people one at a time about your products. Now we have a better option: publishing interesting content on the web that your buyers want to consume. The tools of marketing have changed. The skills that worked offline to help you buy, beg or bug your way in are the skills of interruption and coercion. Online success comes from thinking like a journalist and a thought leader.

One project I worked on with the HubSpot team was the creation of a [Weekly Marketing Cast](#) video series where I share the best ideas I learn while traveling the world, speaking to people about how they have achieved marketing success. Now, in the true spirit of content creation, we've re-worked the best of the [Weekly Marketing Cast](#) episodes into 15 "chapters" in this Ultimate How-to Guide.

We've designed this eBook to make it easy to quickly identify nuggets of inspiration to drive success at your business. Enjoy.



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Episode 1

How to Get Found Online as a Local Business



How to Get Found Online as a Local Business

Trying to get found online as a local business comes with both advantages and challenges. In this chapter, we discuss a few ways to surface in local search engine results.

Connect with Industry Thought Leaders

Connecting with industry thought leaders offers an effective way to draw high-quality inbound links and create buzz around your company name. Have you been following a popular blog in your industry? If so, can you reach out to the author with ideas for creating content together? Such type of collaboration can grow your reach and make you more appealing to folks who research carefully before they make a purchase decision.

Focus on GPS-enabled Services

As people continue to embrace the usage of smart phones, they also start relying on location-based applications with GPS functionality. These apps offer quick ways to find out which transportation services are in your area, whether your friends are nearby and where to go shopping or grab a bite.

Examples of such applications are Google Latitude, Foursquare and Foodspotting. So pay particular attention to these platforms and the special opportunities they offer to businesses.

Check Out Some Case Studies

Not sure how to start growing your local search traffic and leads? Check out some [success stories](#). One example David Meerman Scott points out is Mike Pownall, DVM of McKee Pownall Equine Services. Mike uses social media, especially Twitter, to reach horse owners in Toronto which leads directly to business growth.



[Watch the video episode!](#)

How Can Small Businesses Leverage Social Media?



How Can Small Businesses Leverage Social Media?

Maybe you are a local business owner, or an entrepreneur, or a marketer at a small company. How do you make the most of social media to increase your visibility online and attract new customers?

What Is Social Media?

When we say “social media,” do we actually talk about the same thing? People want to define social media as Twitter, Facebook and YouTube. While this is a component of it, David points out, it does not accurately portray the entire picture. The emphasis should be placed on the word “social,” which in reality means sharing. “The best small business use of social media is to create things that are worthy of being shared,” says David.

Create Great Content

Content, of course, is one of the best things that is worthy of being shared. It can come in different formats, ranging from video series and webinars to text-based content like eBooks, whitepapers and blog posts.

If these content pieces provide your target audience with valuable information, people will be eager to share them further. Today the social way of sharing is by using the tools you are familiar with: Twitter, Facebook and YouTube.

Social Media Is Not A Stand-Alone Thing

A lot of businesses make a mistake by thinking of social media as a stand-alone thing, David notes. Companies focus too much on specific tools, profiles and features. If you think of Twitter and Facebook as **ways** to share irresistible offers, then social media becomes easy. If social means sharing, go and create something share-worthy!



[Watch the video episode!](#)

Episode 3

How Do You Use Your Email List Effectively?



How Do You Use Your Email List Effectively?

Do you remember the sweet anticipation of receiving new email messages? If you are like most people today, you hardly think of your inbox fondly. It's like the fading memory of a once-cherished rendezvous that turned into a burdensome relationship. But hey, maybe you can reawaken this first feeling of euphoria in your email subscribers.

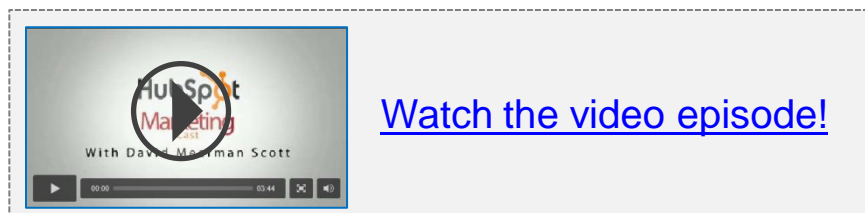
In this chapter, we discuss the top two things you need to consider when using your email for marketing. It is great to see people opening and enjoying your emails. Here is how you can achieve more of this:

Don't Use Email to Only Sell

"The biggest problem that I see is that companies use them [emails] exclusively to try to sell things," says David. The messages they send revolve around product offers, discounts and free shipping. Emails from B2B companies, on the other hand, are always trying to push the recipients toward engaging with sales people. While this approach is okay every now and then, it should occur only after a company has earned the attention of its email subscribers.

Earn the Attention of Email Subscribers

Every email you send to people, David says, needs to lead with something valuable. You might want to share a link to a video, a new webinar or some type of industry report or an infographic. In this way, your recipients will be excited to open your messages because they will expect to see real value there. So, before sending your next email, ask yourself: "Why is this going to be valuable to the person I am sending it?"



Episode 4

How to Optimize Your Press Release



How to Optimize Your Press Release

Press releases are like vitamins for people: we either obsess over them or don't take full advantage of them. What if you are looking for a happy balance between these two extremes?

Why Submit Your Press Release to Distribution Services?

Think about [Google News](#) and [Yahoo! News](#) as different search engines, says David. In order to get your content to be indexed in these places, you need to submit your press release to one of the recognized press release distribution services.

Where to Submit Your Press Release?

The five big ones are: PRWeb, PR Newswire, Business Wire, Marketwire and PrimeNewswire. There are other less popular ones, plus free services you may be able to use. While we encourage you to experiment, make sure you know what you are getting. You should have access to the main search engines and the capability to hyperlink from the press release to your site.

The # 1 Critical Element in Press Releases

Including hyperlinks in your press releases is critical. Make sure to hyperlink relevant words directing to

targeted pages. For instance, if your press release is about a new product launch, you should hyperlink the most important phrases and send people to your website pages corresponding to these phrases. This is essential for search engine optimization.

Don't Forget to Publish on Your Site

In addition to sending the press release to reputable distribution services, you should also publish it on your own website. Put it up on the Media page, on your blog or wherever you think is appropriate. "If you put it on your site, it is going to get indexed by the main part of Google," explains David.



How to Ask Management to Reduce Traditional Marketing



How to Ask Management to Reduce Traditional Marketing

You recognize the value of creating blog posts, videos and other content pieces to drive traffic to your site. But does your management team share that sentiment?

Often times, your boss, the executives in the company and your board of directors want you to continue with traditional marketing. They insist on sending direct mail, attending tradeshow and paying for newspaper ads. “That is a huge challenge because we are facing the ways people have been marketing for decades,” says David.

This chapter covers ways in which you can convince the management team to reduce traditional marketing.

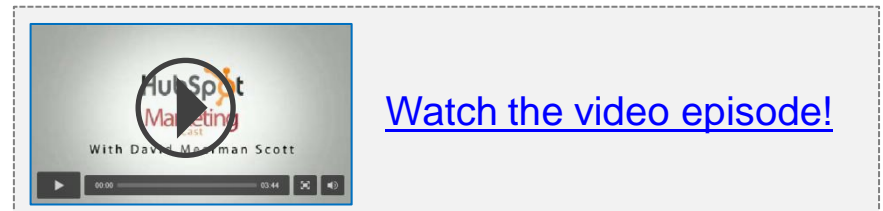
Ask People about Their Habits

The simplest way to convince someone in the ineffectiveness of old marketing techniques is to inquire about their habits. How do they research products? Do they go to the web? Do they ask friends for advice? Or do they go to the Yellow Pages and read the

ads in the local papers? If people are saying the truth, they will admit that they do product research through search engines and social networks. And that will be the perfect transition to the question, “Then why are you making me do direct mail?”

Will You Remain a Change Agent?

If you are trying to transform the way your company does marketing, you are basically a change agent. But what if your attempts are met with the same type of resistance time and again? You have a few options—to continue being that change agent, to live with the status quo or to find another job. Sooner or later, you will face that choice.



Episode 6

How Do You Keep Up with the Competition?



How Do You Keep Up with the Competition

In this age of rapidly changing technologies, businesses are fiercely competing for the attention of online viewers. Many companies start obsessing over what the competition is doing. Should you follow suit?

In this chapter we talk about the dynamics between you and your competitors. What do you currently practice and how should you behave in the future?

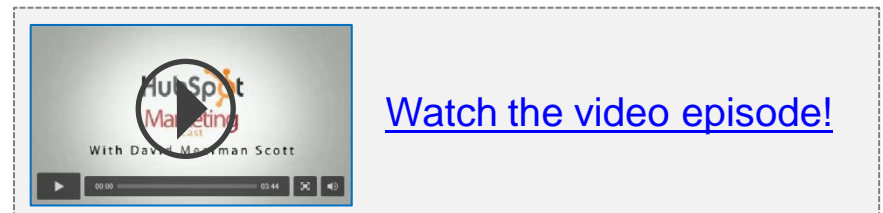
Be Aware of Your Competitors

You need to be aware of what your competition is doing. Are they raising or lowering their prices? Are they launching a new product? Don't be ignorant about their successes and failures; yet don't obsess over them.

Don't Copy the Competition

"I have seen it in so many places," David says about copying the competition. "The company that leads is the company doing the unique and interesting things."

David emphasizes the importance of content creation and social media engagement among other innovative ideas. "That is the right thing to do—focus on your potential and existing customers," he adds. When you concentrate on the right things, you are going to force the competitors to obsess over you and copy you.



Episode 7

How to Learn from Companies Outside Your Industry?



How to Learn from Companies Outside Your Industry?

Too often, companies look to learn from industry case studies. However, many great examples of success exist outside your line of business.

Marketing Lessons from the Grateful Dead

Last year, HubSpot CEO Brian Halligan and David Meerman Scott published their book [Marketing Lessons from the Grateful Dead](#). Their goal was to showcase the many marketing lessons stemming from the creative minds of these unique musicians. This reinforces the notion that no matter what industry you represent, you can learn from totally different business models.

Don't Limit Yourself

So many businesses, David points out, copy the competition or learn from companies only in their own industry. If you are a B2B technology company, for instance, you start obsessing over what other B2B technology companies are doing.

Stop intentionally limiting yourself in this way! You can learn so much by looking at what an independent consultant or a non-profit, or a rock band, or a church is doing to market its services or products.

Learn from the Companies You Love

Ultimately, the practices you want to adopt are the ones you admire. “Think about the companies that you love to do business with,” David says. Their market or category of products don't matter all that much. What can you learn from them and how do you apply it to your own business situation? That is the focus you need to develop.



[Watch the video episode!](#)

Episode 8

How Should You Measure Online Marketing?



How Should You Measure Online Marketing?

Today, it is highly debated whether the old rules of measurement still apply to modern marketing. But there is no doubt about the importance of newly emerging metrics.

Challenge Old Metrics

For a long time, David notes, measurement of marketing efforts has been around sales leads. “That is how I was measured,” David admits. But things have rapidly changed with the development of new technologies and especially with the growth of the Web. Are you taking notice of these emerging realities and incorporating them into your marketing reporting mix?

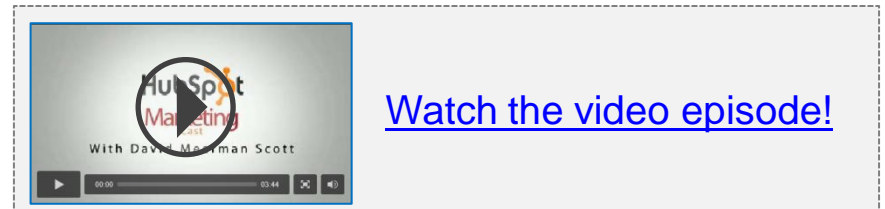
Focus on Exposure

Marketers should develop new metrics that track exposure to ideas. Interestingly enough, this comes even prior to the actual sales cycle. A lot of the measurement happens higher up in the funnel. Where in search engines is your content appearing when people enter specific keywords? How can you get to the first listing? These are the types of questions that will help you focus on making

your ideas and content more visible to the public.

What Should You Measure?

It’s easy to get lost in different metrics that don’t help you improve your strategy but turn into a burden. Avoid making this mistake and focus on a few key elements to track. You can measure the number of [people reading your blog posts](#). You can track your performance in search engines. You can see [how many people are following you on Twitter](#). All these things demonstrate your reach and how it is growing (or decreasing). The larger the exposure, the more triggers to the sales process you are creating.



[Watch the video episode!](#)

How Do You Make the Most of Web Ads?



How Do You Make the Most of Web Ads?

In an effort to capitalize on cross-channel marketing, many businesses experiment with online ads. Web ads can be used to promote new content offers or product discounts. But how do you ensure your online ads generate maximum conversions?

Ad Copy & Graphic

As you know, advertising on the Web can range from banner ads and pop-ups to PPC campaigns and Facebook ads. Companies already spend a great deal of time writing the ad copy and picking the right image. The goal is to attract a high number of clickthroughs.

Landing Pages Lead to High Conversions

But often times, after companies spend effort on designing ads, they neglect the importance of the second step—conversions. Many ads direct people to ineffective places like a company's home page. If you click on an ad selling an umbrella, for instance, you don't want to arrive at a generic page that makes you do more work to find the umbrella you want.

Instead, the landing page should reveal what the ad promised. As a marketer, you need to make it simple for people to take action.

Ultimately, increased conversion is the metric you care about. If you are going to spend the time to create great web ads, make sure your landing pages are as powerful.



How to Deal with Negative Comments



How to Deal with Negative Comments

If you have been blogging for a while, you have probably felt the frustration associated with negative comments. If you are new to blogging, you probably fear receiving biting criticism. But you might be surprised to learn that, as David points out, “negative comments can sometimes be a good thing.”

Understand the Criticism

“When you have somebody who is thoughtfully critical of you, respond to them and show that your organization is human and you are a caring person,” says David. Critical comments can spark meaningful and authentic discussions.

Responding to them shows that you are attentive to the remarks of others and that you are not just rambling in a vacuum.

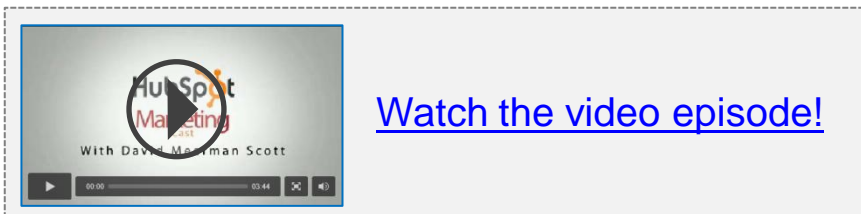
React in the Same Channel

“It is always a good idea to react in the same media that the comment was made in,” says David. If someone posts a tweet, tweet back at them. If they leave a blog comment, comment on the same post.

“If they did a video, do a video in response,” he David. Pay attention to people's preferred method of communication and continue the dialogue on that platform.

Don't Respond to Bullies

“If it is a thoughtful comment, it deserves a response. If it is a bully and all they are trying to do is bully you—you don't have to respond to that,” says David. Trust your guts to evaluate if a comment is attacking you or your argument. If the commenter is being insulting without providing any meaningful criticism, feel free to ignore them.



How Do You Write an eBook?



How Do You Write an eBook?

Long-form content is a core element of building valuable marketing offers. That's why eBooks present a terrific opportunity for generating buzz online and drawing leads. But how do marketers go about writing an eBook?

Don't Write about Your Product

The most important thing about writing an eBook is that you should focus on the people you want to reach, not your product or what you have to offer. Try to understand what challenges your audience is facing and figure out a way to address these problems.

Choose a Topic that Solves a Problem

In finding a topic to tackle, focus on a question that your target audience is often asking, or pick a challenge they often encounter. Open your email inbox and select a few questions your customers have shared with you. If a number of people have expressed interest in the same issue, it might be worth addressing it in an eBook.

Leave Your Comfort Zone

“Before you even begin to write it, get out of your office, get up from your really comfortable chair,” says David. “Go out into the marketplace either virtually online or physically in person and have discussions with those people you are trying to reach, your potential customers.” That way you will have authentic conversations that can help you really understand the worries of your audience. Such type of interaction will direct your attention to creative content ideas.



[Watch the video episode!](#)

Episode 12

How to Crowdfund Videos for Your Business



How to Crowdfund Videos for Your Business

Videos present a great way to create remarkable content and expose your business to more PR opportunities. In this chapter we cover ideas on crowdsourcing video production.

Create a Contest for Best Video

Launching a contest is a great way to go about crowdsourcing videos. Make sure the contest prize you offer is a significant sum, but not as big as the marketing budget for a full-blown video. Then, invite local film school students to participate and encourage them to create the best video assignment.

See How Other Businesses Did It

HP, for instance, used the [D&AD Student Awards](#) to launch a similar contest in 2009. Its assignment was to “present an idea which promotes HP Workstations ability to bring to life anything the creative mind can conceive.” [The end result](#) of this contest was impressive:

it enjoyed thousand of views and hundreds of positive comments.

Give People an Opportunity

Why would anyone participate in such a contest apart from the possibility of winning a prize? “They want the exposure,” says David. People are eager to express their creativity and receive public acknowledgment for it. Don’t think contests are a way to get a video for cheap. It’s more about giving an opportunity to people who wouldn’t have otherwise had it. Don’t exploit them, but celebrate their unique perspective and knowledge.



Use the Web to Optimize Your Offline Events



Use the Web to Optimize Your Offline Events

When organizing offline events—whether they are conferences, user groups or tradeshow—you should be thinking about ways to leverage these opportunities through the Web.

Prepare Your Audience Before the Event

If you are organizing a conference, share with your audience beforehand what to expect from the event. Give them an opportunity to learn more about the selected topics and allow them to network with employees and other guests.

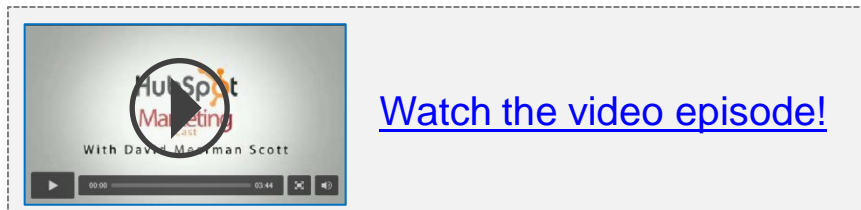
Use Real-time Platforms During the Event

Create a collaborative space where people can share real-time multimedia contributions like quick updates, photos and videos. For instance, think about creating a Twitter hashtag that will enable attendees to communicate with one another as the event occurs.

Post Archived Materials After the Event

After the event takes place, post online some of the materials used—photos, videos and presentations.

For instance, after [HubSpot's first user group](#), selected archives were uploaded and shared with guests and other interested audiences. In this way, you are serving three groups: those who attended, those who wanted to attend but couldn't, and those who would like to attend next time. By archiving the event materials online, you are indirectly promoting similar events that will occur in the future. As David notes, “the search engine optimization of doing some of these things helps out really well for promoting next year's conference.”



Episode 14

What Is the Future of Social Media Marketing?



What Is the Future of Social Media Marketing?

In order to leverage technologies for business, marketers should stay up-to-date with latest trends. That's why many wonder what the future holds for social media marketing.

Learn from Previous Innovations

The only way to prepare adequately for the future is by looking back at history. Exploring the evolution of e-business, for example, can help today's marketers better understand the evolution of social media marketing. "Nobody talks about e-business anymore because it is just business," David says. We are now observing the same type of dynamic we witnessed ten years ago, and we should be able to recognize these familiar patterns.

Forget about the Notion of De-Marketization

In the future, David argues, the notion of demarketization will disappear, thus closing the gap between social media marketing and just marketing. "The sooner people realize that what we are talking about is marketing and communications;

that what we are talking about is reaching people in the ways that they want to be reached, using these sorts of networks that they are already on, then the faster they can become successful at using those new tools," David explains.

The Tools Will Keep Changing

A couple of years ago, Twitter didn't exist and Facebook was limited to students only. A few years from now, new tools will populate the online landscape. But don't think of them as completely new—they simply reinforce some fundamentals of marketing. They will sustain the methodology of understanding your audience, creating something of value and providing it for free.



[Watch the video episode!](#)

Episode 15

How to Keep Up with News & Emerging Trends



How to Keep Up with News & Emerging Trends

Information overload is a challenge for many marketers. How do you keep up with the constant flow of information? How do you take advantage of emerging trends and new media technologies?

Pick and Choose What's Important

“Give yourself permission to not see everything,” says David. Though it might be difficult to do so at first, you will have to learn to pick and choose your information intake. You don’t have to skim every tweet that comes your way, or read every article in your RSS reader, or respond to every email in your inbox.

Use Alerts to Filter Out the Noise

Set up [Google Alerts](#) for your name, your company’s name, important industry keywords, product categories and maybe even your competitors. That way you will receive email notifications with every mention that actively interests you.

You can also set up Twitter alerts using services such as [Tweetdeck](#) and [HootSuite](#).

“By monitoring Twitter and blogs, and the news in a way that you are being reactive to the things that are happening in real time that mention you or your organization, or your category of products, or your competitors, then you can allow yourself to filter out a whole bunch of the noise,” says David.

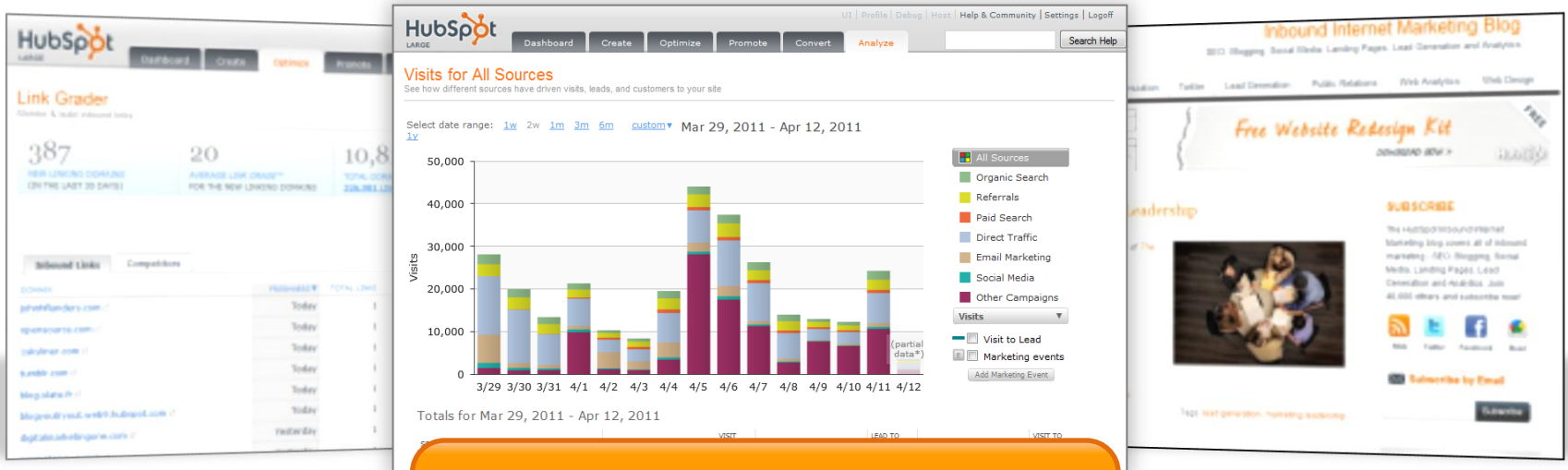
Don't Forget Serendipity

Follow the news and skim your whole stream of tweets every now and then in order to take advantage of real-time stories and unexpected PR opportunities. Don’t obsess over it too much, but keep an eye out for the things that can spark an idea.



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