

Transforming Marketing

How Inbound Marketing makes marketing more *lovable*.

Inbound Marketing
is not just an **idea**.
It's a *movement*

A young woman with long brown hair and black-rimmed glasses is smiling and looking slightly to the right. She is positioned in the lower-left foreground. The background is a red brick wall. Above her head, several black lines radiate outwards, suggesting a bright idea or inspiration. On the right side of the image, white text is overlaid on the brick wall, and the word 'remarkable' is written in a green, cursive font at the bottom right.

109 Marketers
On a Saturday
Here to make
marketing
remarkable

Sadly, most
marketing is still
broken.

Ways to p!ss off your brand advocates

- Call them while they're having dinner.
- Hammer them with unsolicited email.
- Clog their mailboxes with flyers.
- Interrupt their day with commercials.
Because you can.

Ways to piss off your brand advocates

- Steal their attention when they're driving.
- Divert their gaze while browsing the web.
- Pressure them into the hard sell.
- Mislead them with deceptive advertising.



This sh!t drives a brand's most powerful *advocates* away and turns them into *protesters*.

Outbound
marketing creates
negative returns.

Marketing needs to
become a more *noble*
profession

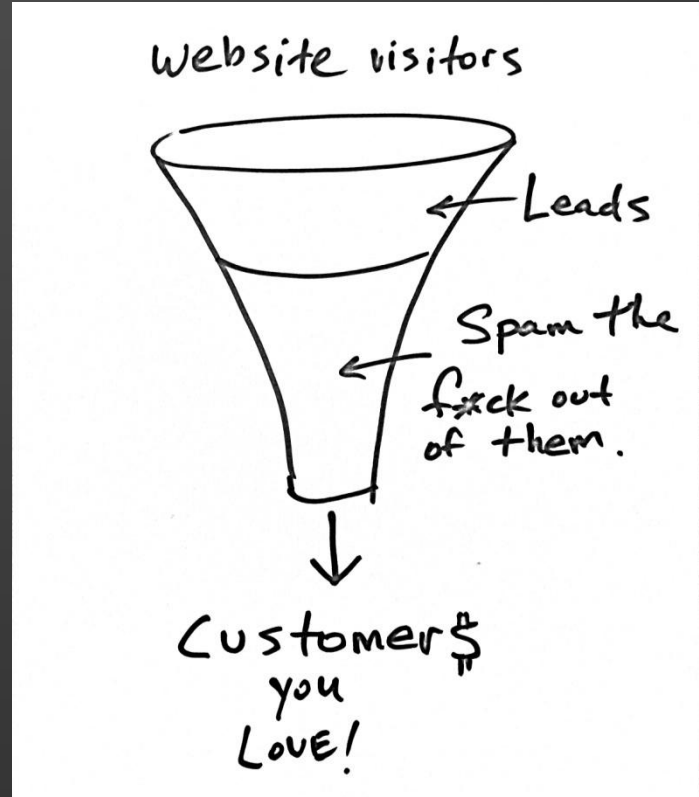
How do we do this?

There is a *better* way.



Campaigns?

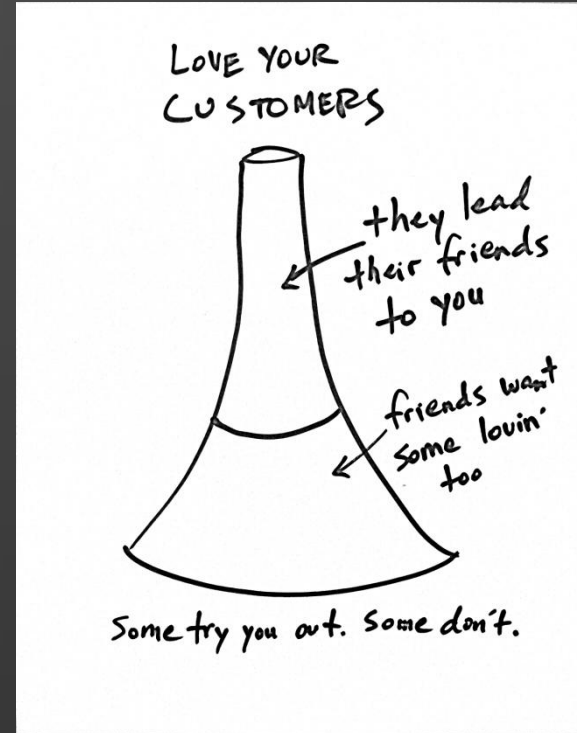
We need to
stop this



Create value *before*
you *extract* it.

Deliver Value.

Empower your
Customers





Make those who rely on you
look brilliant.

What if what we're
doing is already
working?



Have you had a look at your
year over year **RoI** lately?

How can I create
value *before* I *extract* it?

The Inbound Marketer's Credo



Be honest.



Be helpful.



Give away the farm.



Be memorable.

The Inbound Marketer's Credo

- Build the best user experience you can.
- Make something people love.
- Keep your promises and then some.
- Be personal.

So who's transforming
marketing?

We are.