100 IDEAS THAT CHANGED MARKETING

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Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. After reading it, you will be able to execute basic marketing tactics related to the topic.

INTERMEDIATE

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. Read our intermediate State of Inbound Marketing report.

ADVANCED

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

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LEAD MANAGEMENT

MARKETING ANALYTICS

100 IDEAS THAT CHANGED MARKETING

by Magdalena Georgieva

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Previously, Maggie was on HubSpot's email marketing team, managed the company's landing page creation and optimization, and jump started the production of HubSpot's customer case studies.

Maggie is a regular blogger for the HubSpot blog and has contributed to other sites and publications, such as MarketingProfs, Brian Solis' blog, BostInnovation.com and *The St. Petersburg Times*.

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" *To help sketch out the reinvention of marketing and put in a larger historical and sociological perspective, we at HubSpot decided to highlight 100 ideas that have changed the industry forever.* "

Marketing has gone through many transformations, especially in the last decade. Our marketing focus has shifted from print media to online media. We have witnessed the decline of direct mail and cold calling. Technology has introduced new tools that make our communication with potential customers more efficient. Social media has risen as a dominant platform for two-way communication and feedback collection. With marketers' increasing access to more customer data online, the issue of ebbing privacy has emerged. Not to mention the rapid adoption of smart mobile devices and people's addiction to real-time communication.

These are only a few of the *recent* changes marketing has gone through. If we revisit history, we will encounter a lot more events and ideas that have defined the contours of the marketing industry. Starting with the movable type, through the invention of the TV and radio to the development of PR as a discipline, we have certainly witnessed the birth and redesign of one of the world's most versatile professions.

To help sketch out the reinvention of marketing and put in a larger historical and sociological perspective, we at HubSpot decided to highlight 100 ideas that have changed the industry forever. Of course, we couldn't do it by ourselves. That's why we asked some of our friends on LinkedIn to help us and suggest ideas that have stood out for them. In this ebook, you will see quotes from marketing thought leaders as well as marketing professionals who are your peers.

We are thrilled that you will join us in this exploration of 100 remarkable ideas that have changed marketing forever. Enjoy it.. and if you have an idea you would like to contribute, add it here. We would love to hear from you!

1

A/B
TESTING
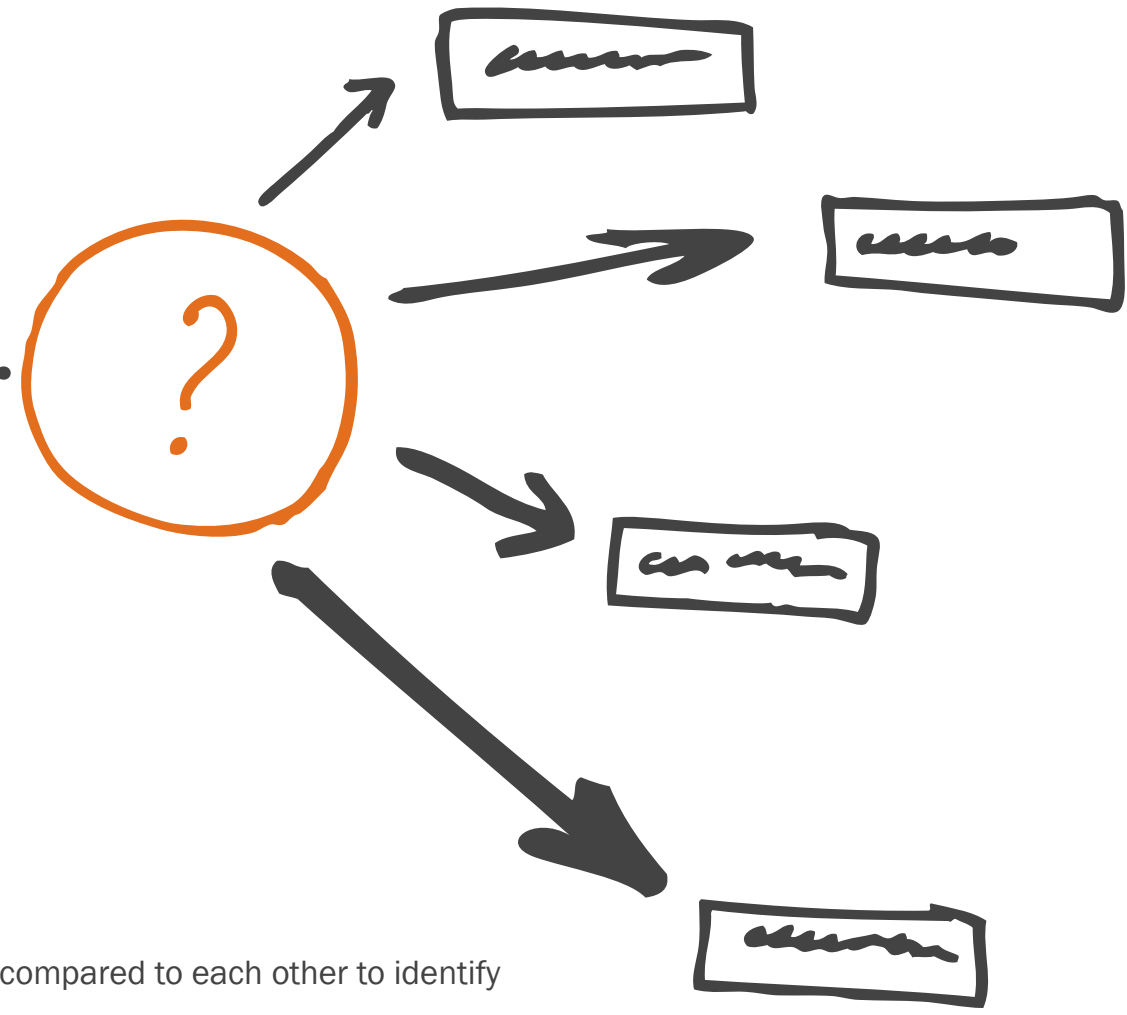
A/B testing, also known as split testing, is a method of testing through which marketing variables are compared to each other to identify the one that brings a better response rate. In this context, the element that is being testing is called "control" and the element that is argued to give a better result is called "treatment."

" Running A/B tests in your marketing initiatives is a great way to learn how to drive more traffic to your website and generate more leads from the visits you're getting.

Just a few small tweaks to a landing page, email or call-to-action can significantly affect the number of leads your company attracts. The insights stemming from split tests can drastically improve the conversion rates of your landing pages and the clickthrough rates of your website calls-to-action and email campaigns. If you want to experiment with some A/B testing tools, start a free 30-day trial of HubSpot.

2
ACCESS TO CUSTOMERS

> " *The biggest 'thing' for me that has changed my practice of marketing conceivably for the rest of my career is the* tremendous access *we now have to consumers.* "

HP AMARAL
Strategic Marketing Manager

The online landscape offers incredible insights into the behavior of users. Which websites do people visit? Where do they go to read the news? Who do they talk to before making a purchase decision? This unprecedented access to the consumer has opened the doors to marketing segmentation and personalization that wasn't possible before.

"The biggest 'thing' for me that has changed my practice of marketing conceivably for the rest of my career is the tremendous access we now have to consumers," wrote product marketing manager HP Amaral in our LinkedIn discussion. He points out our access to unprecedented behavioral and transactional data as a key idea that has changed marketing. "I have enjoyed the challenge of learning how to extract valuable and timely insights from all the data and how to fully leverage the give-and-take nature of social media to actively listen before communicating," he added.
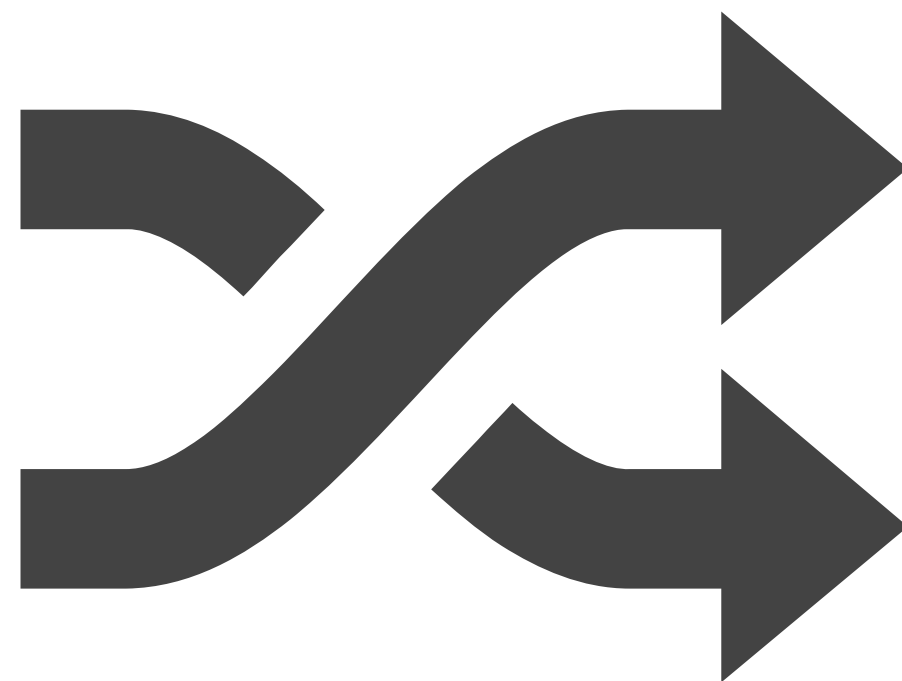
3
ADVERTISING
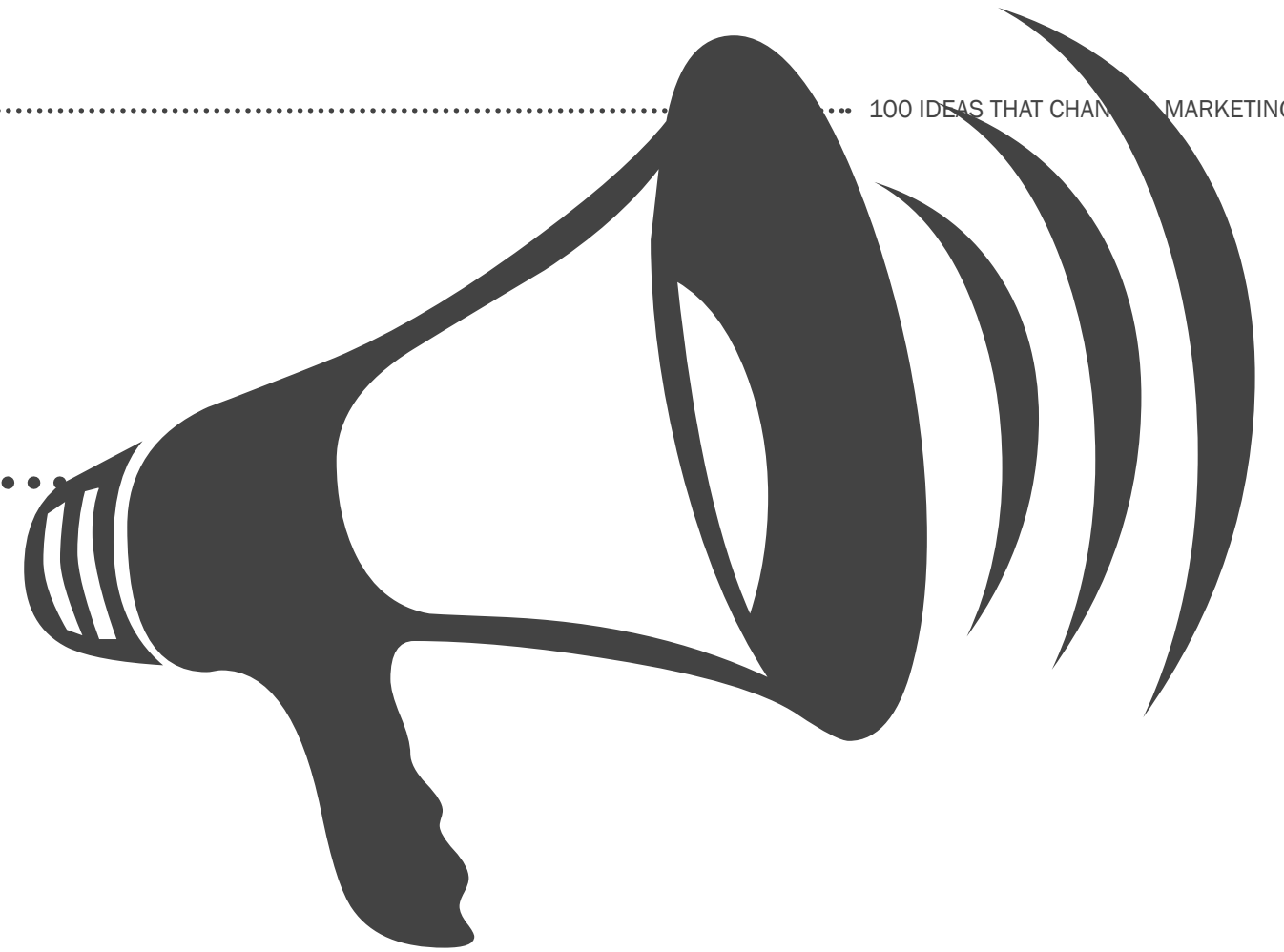
Advertising is a form of marketing communication that seeks to persuade people to take action that benefits the organization that pays for it. One of the earliest forms of advertising can be traced back to the 1830s with the birth of the penny press. As businesses mushroomed with the industrial revolution in the U.S., they started to purchase ad space in papers with the goal to reach the largest possible audience.

In the late nineteenth century, newspapers started gaining significantly larger revenues from advertising. As Paul Starr reported in The Creation of the Media, advertising revenues doubled in the 1870s, and ten years later, increased by 80%. By the end of the nineteenth century, the average American newspaper earned 20% of its profits from circulation and 80% from advertising revenues.

We can find some of the more contemporary artifacts of advertising in the tobacco industry of the 1920s. Edward Bernays, the father of PR, was a key driving force of this dynamic. He believed that something more than information moved people to action; something that played into people's irrational emotions.

While advertising has clearly evolved throughout the years, it still remains a an asset for today's marketing professional. With the emergence of the internet and the world wide web, advertising got rechanneled into cheaper and more targeted marketing platforms online. Now successful internet marketers, especially in small-to-medium size organizations, use ads to complement the rest of their initiatives as opposed to heavily relying on this medium to bring them business results.

4
AGILE

> " *The old integrated marketing methods don't work...that is, unless you have an agile process that allows you to move much faster and to adapt to these marketing pressures on the fly where necessary.* "

MICHELLE ACCARDI-PETERSEN
Author, Agile Marketing

The Merriam-Webster dictionary defines the term agile as "marked by ready ability to move with quick easy grace" and "having a quick resourceful and adaptable character." In 2001, through the Agile Manifesto, the idea of agile was introduced to software development, and it defines an iterative approach that promotes flexibility and customer collaboration.

"In many ways, marketing used to be a lot like software development," wrote marketing technologist Scott Brinker. "Yearly plans of a few major initiatives would lumber forward with rigid hand-offs between the different stakeholders—researchers, strategists, creatives, media buyers, etc. The end-to-end process was time consuming and difficult to alter midstream." By implementing an agile approach, marketers should be able to make iterations faster and respond to change rather than simply follow established processes. Today, with the proliferation of new technologies, the ability to adapt to the rapidly changing marketing landscape is becoming increasingly important and necessary for business success.

As Michelle Accardi-Petersen wrote in her 2011 book Agile Marketing, "the old integrated marketing methods don't work...that is, unless you have an agile process that allows you to move much faster and to adapt to these marketing pressures on the fly where necessary."

5
ANALYTICS

With the evolution of new media technologies, marketers have much more access to user data and analytics. Analytics programs can give marketers amazing insight into their marketing campaigns, but this wealth of data comes with a cost. There's just so much information – and so many possible combinations of metrics and reports to track – that many marketers get overwhelmed trying to make sense of it all.

When it comes to marketing, you need to monitor the metrics that help you identify what's working, what's not working, ways to improve and how to implement more of the tactics that work to improve marketing performance.

The beauty of regularly measuring and analyzing your marketing is that it takes the guesswork out of what to do next. Rather than making blind decisions about whether to continue with a particular program or focus on one channel more than another, your analytics can give you the insight you need to make that decision intelligently.

"Gone are the days of 'gee, when we run ads or coupons in the paper, sales increase, and when we don't they fall'…," wrote inbound marketing professional Roberto Blake in our LinkedIn discussion. "No, we can now determine who our audiences are, identify trends and habits and buying patterns, and we can engage them either directly or in mass just as effectively."

6

ANIMATED GIFS
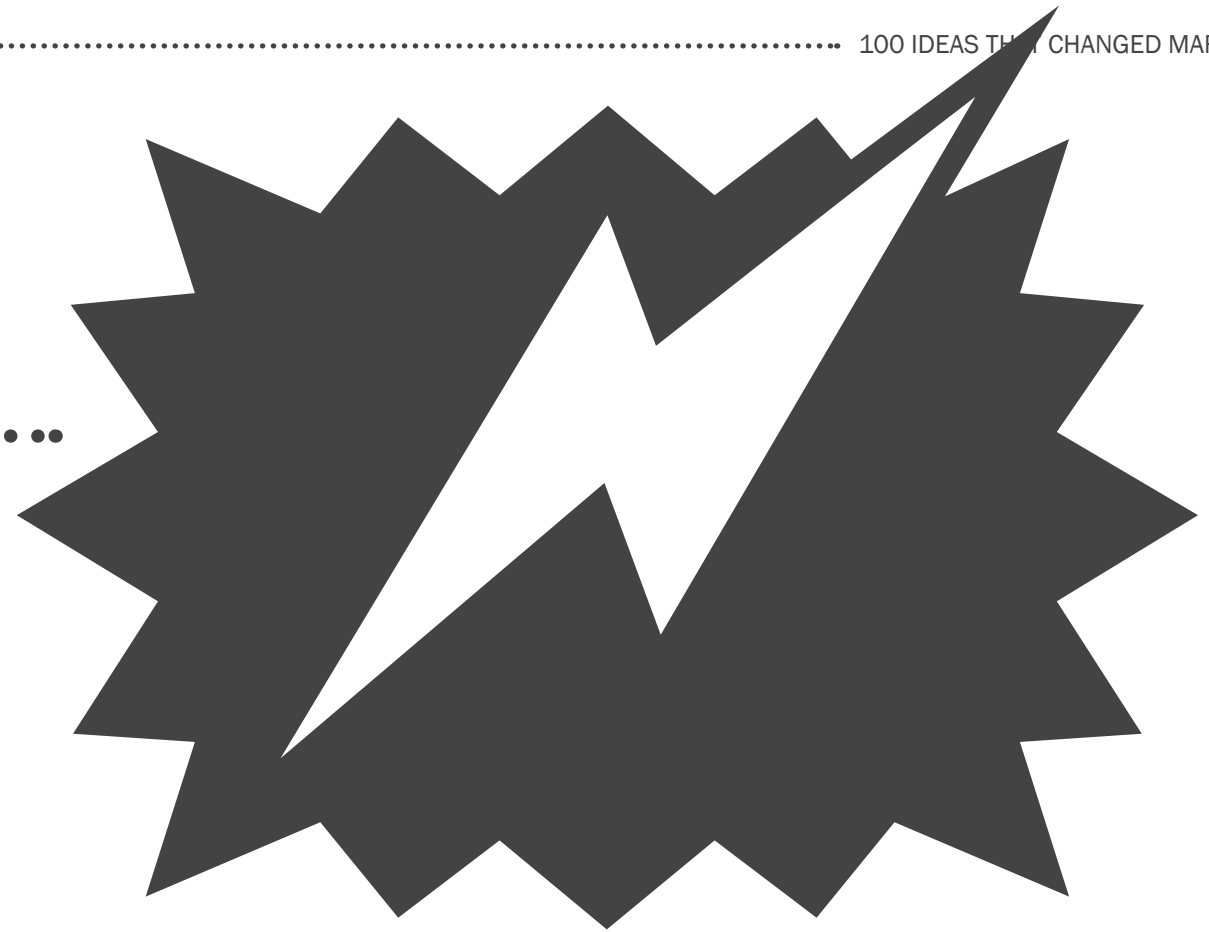
Animated GIFs have dominated the world of online memes for some time now, going viral across social media and blogs many times over. And when something's around long enough and gets enough attention, you can bet marketers will start experimenting with ways to turn them into a new tool to add to their marketing toolkit. If you're still not sure what the heck we're talking about when we say "animated GIF," it's really just a series of still image frames coded into a single file.

The original GIF specification was introduced by CompuServe in 1987. According to Patrick Davison of MemeFactory, some of the first popular animated GIFs were simple things like flames and waving flags. Think of the animated GIF as a hybrid between a still image and a video. Photographer Jamie Beck of Cinemagraphs described an animated GIF as "a photograph that is still alive." This means people can engage with this format quickly (like they would with a still image), yet they can extract a lesson from the highlighted movement (like they would from a video). As Christopher Price of Tumblr explains, GIFs are short and have a low barrier to entry.

As a marketer, you should always be considering different ways in which you can capture the attention of your audience through effective (and creative) use of calls-to-action. Animated GIFs might present the perfect opportunity for you to try something new.

7
APPLE

Founded in 1974 by Steve Jobs and Steve Wozniak, Apple has become an inspiration for a lot of ambitions brands. From the company's high-quality products and consistent branding to its constant innovation and loyal community, Apple inspires businesses to become thought leaders in their spaces.

Aside from the harmonious and integrated user experience Apple offers across all its products, the company owns another equally powerful asset: its brand. The identity of the company itself, and what it symbolizes to people, evokes positive emotions in users. How did that come to be?

In 1997, Apple started a rebranding advertising campaign, writes Sascha Schneiders in Apple's Secret Of Success - Traditional Marketing Vs. Cult Marketing. This rebranding was all about forming a cult around the Apple brand. "With regard to Apple, Steve Jobs who is sometimes called iGod is the preacher of the Apple Cult. He listens to his customers and serves them with the products they want. As a result they get infected by the Apple brand and defend it and their iGod against criticism," wrote Schneiders.

8

ATTENTION ECONOMY

" *We are moving to a world where the* split second *capturing of a memory is more important than taking the time to write a 'post.'* **"**

KYLE LACY,
Marketing Strategist,
KyleLacy.com

In a world in which information is abundant, we are experiencing overload that makes it difficult for us to focus on a single task for a long time. In this economy, our time and attention have become the scarcest resources we have available. And in order to sell to someone, you need their attention.

"When information is abundant, the false positives are very costly - they are basically deal breakers. Consumers happily leave sites, knowing there are a ton of alternatives out there," wrote former ReadWriteWeb writer Alex Iskold in his 2007 article *The Attention Economy: An Overview*.

This means that marketers need to capture the attention of their target segments quickly and be successful at retaining it. That can be achieved through effective calls-to-action, compelling marketing content and robust analytics that tracks user behavior.

"We are moving to a world where the split second capturing of a memory is more important than taking the time to write a "post.," noted Kyle Lacy for HubSpot's ebook *54 Pearls of Marketing Wisdom.*

9
AUTHORITY ENDORSE-MENT
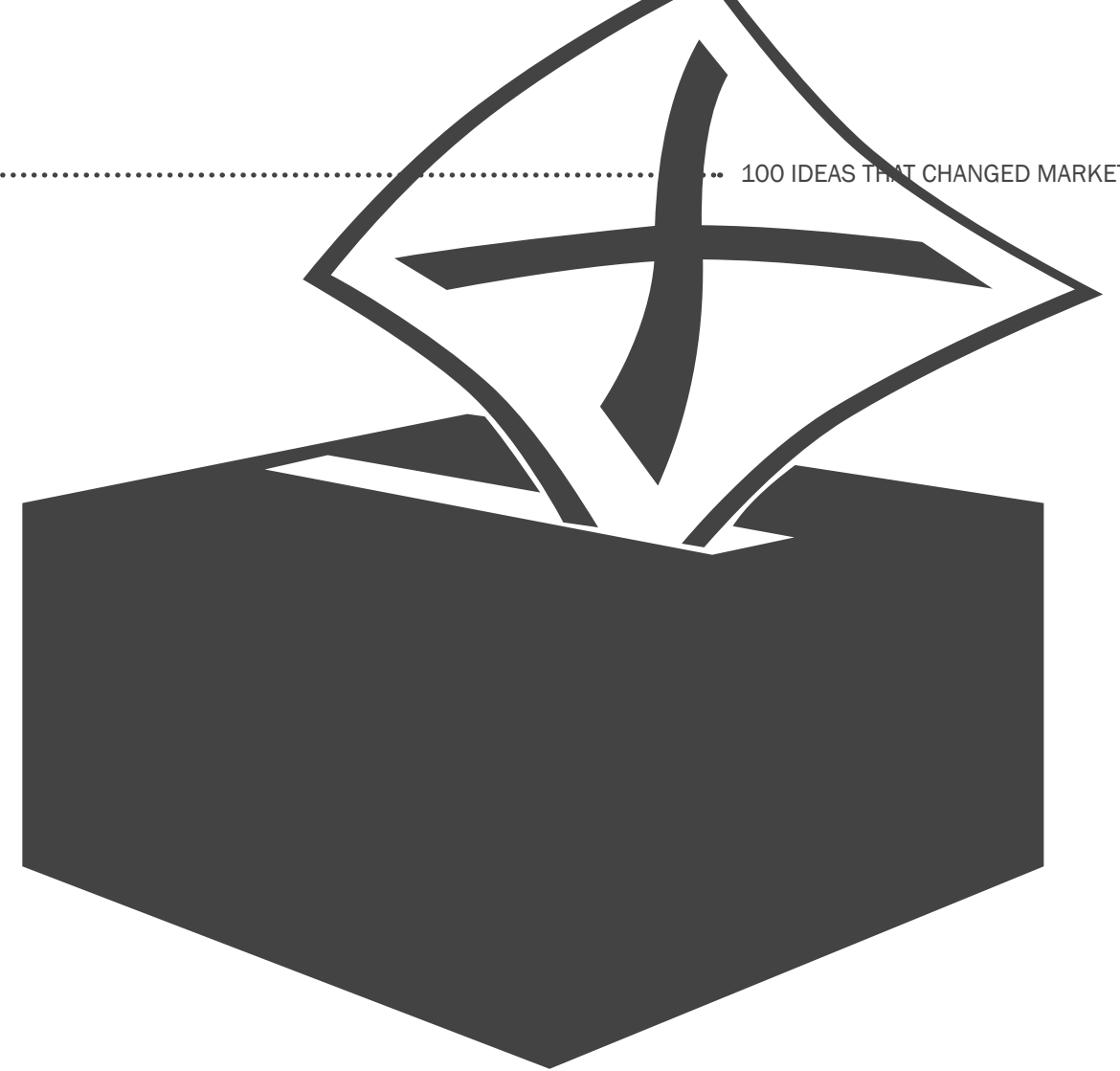
What is one of the first things you do before you buy a book? Why, look at the endorsements on the back cover, of course!

Authority endorsements are praises and notes of recognition from industry thought leaders that a business or an individual has the right to share in public.

> ## Such votes of trust increase the credibility of your work and help potential customers realize its value.

Marketers can use authority endorsements not only in their published books, but also in their calls-to-action and on their landing pages. Such quotable endorsements are worth testing across different marketing assets as they can help you increase conversion rates. After all, they are visual proof that an authority recognizes the value of your offer.

10
AUTOMATION

> ❝*They are really great but need to be used cleverly and responsibly.*❞

KATELIN TIERNAN
Interactive Marketing,
Hellman

In order to scale marketing and be more efficient, businesses need to automate a lot of repetitive processes. The proliferation of opportunities for customer engagement, including email, phone calls, social media interactions, and in-person encounters, and the ability to explore the analytics behind these touch points have reinforced the need for automation.

Marketing automation enables you to trigger messages based on a visitor's actions on your site, ideally sending messages when they are most relevant, rather than spam. The promise of marketing automation has contributed to it its rapid growth in recent years. "The industry has overcome initial hurdles to adoption and is now moving to more mature stage where the benefits of these systems are widely accepted," noted David M. Raab of Raab Associates Inc.

In order for marketing automation tools are to remain useful, they need to place the customers – their needs and best interests – at the heart of their strategies. Automation tools, wrote interactive marketing professional Katelin Tiernan in our LinkedIn discussion, "are really great but need to be used cleverly and responsibly. And if a company doesn't understand social these days they are really bound to fail."
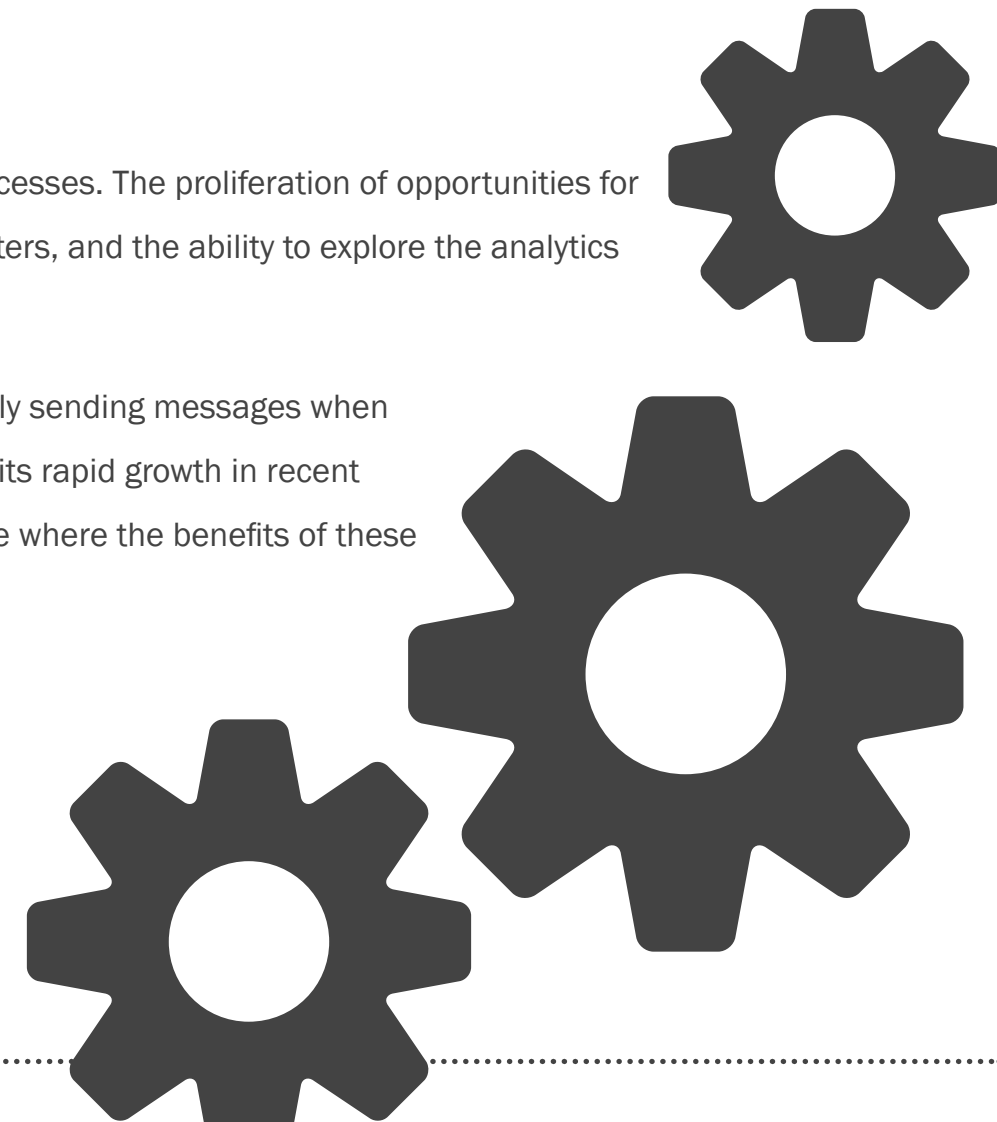
11
BILLBOARDS

Billboards are outdoor structures that serve as ads in highly populated public spaces. They are generally located on highways and major roads in order to get the most exposure to pedestrians and drivers. Billboards developed with the evolution of large posters placed on the sides of buildings and with expansion of road infrastructure. Now we have access to different types of billboards, including mechanical, digital, mobile and even inflated ones.

As discussed in Billboard Advertising for Know-It-Alls, "Billboard advertisements are designed to catch a person's attention and create a memorable impression very quickly, leaving the reader thinking about the advertisement after they have driven past it." That is why billboards usually have little text and large visuals.

Billboards are outbound marketing tactics mainly used as announcements and to increase brand awareness. Their effectiveness is difficult to measure. As marketing author Kyle Lacy noted, "If you are not measuring the amount of eyeballs that actually result in some type of ACTION, it is a terrible spend in the marketing world."

12

BLOGGING

> **"** *This platform, if done properly, can generate tremendous traffic, leads and sales for your business that you otherwise would not have had.* **"**

MARCUS SHERIDAN

Partner at River Pools and Spas, Founder of The Sales Lion

A blog, short for web log, is a term used to describe a series of online articles displayed in chronological order that generally encourage comments from digital readers. Blogs are usually maintained by an individual or group of people and will traditionally include regular entries of commentary, descriptions of events, or other material, such as photos and videos.

A blog is a long-term marketing asset that will bring traffic and leads to your business. It introduces you as a thought leader in your space and allows you to earn people's trust. Nearly 40% of U.S. companies use blogs for marketing purposes. "This platform, if done properly, can generate tremendous traffic, leads and sales for your business that you otherwise would not have had," wrote Marcus Sheridan, Partner at River Pools and Spas and Founder of The Sales Lion.

First, business blogging helps you in respect to search engine optimization (SEO). The more blog posts you publish, the more indexed pages you create for search engines to display in their results. Second, your blog is an asset that introduces you as a thought leader - it will help you earn people's trust and stay top of mind for many in your community. Third, a blog gives you real estate to place calls-to-action in order to generate leads. At this stage of the game you are trying to retain your blog readers and engage them further with your website and your content.

13

BUSINESS CARD

“ *They can help you find a customer, make a sale, get a referral, increase your social life, and create your own personal PR.* ”

BOB POPYK

Author, *Here's My Card*

A business card is a small piece of paper that reveals one's identity. It presents the contact information of an individual or a company and is used as a record of keeping in touch with someone. Business cards usually include the person's name, their employment affiliation, address, email address and now social media profiles.

Business cards have been around for a long time as basic ways to stay in contact with people. In fact, one of the earliest business cards in America is that of Paul Revere.

We have come a long way since Revere first placed his name, occupation and location on a simple piece of paper. With the availability of aesthetically pleasing and thought-provoking business cards, today's marketer needs to consider the most appropriate way not only to introduce herself to a stranger, but also to stand out.

With the proliferation of image-editing software, we are seeing creative designs of contemporary business cards that have unusual texture, shapes, graphics and wording. Business cards, notes Bob Popyk in *Here's My Card*, are great at supplementing some fundamental marketing activities like networking, prospecting and basic advertising. "They can help you find a customer, make a sale, get a referral, increase your social life, and create your own personal PR," he wrote.

14
CALL-TO-ACTION

Has it happened to you to go online with the intention of reading a news article and, 30 minutes later, to find yourself watching YouTube videos or looking up an obscure Italian town on wikipedia? Alright, maybe this wasn't the exact same trajectory of your actions, but you surely know this serendipity I'm referring to.

The world of online content has amplified the human inclination to shift our attention to new and unanticipated directions. One click is all it takes to jump from one topic to another, prompting your mind to roam in a completely different context. And guess what? Everyone--publishers and media outlets, businesses and non-profit organizations, entertainers and bloggers--is competing to get that click.

> **As a marketer or business owner, you need to learn to survive in this attention economy. Calls-to-action are the tools to make this happen. They have the power to grab people's attention and direct it to new topics.**

A call-to-action (CTA) is an image or text that prompts visitors to take action, such as subscribe to a newsletter, view a webinar or request a product demo. CTAs should direct people to landing pages, where you can collect visitors' contact information in exchange for a valuable marketing offer. In that sense, an effective CTA results in more leads and conversions for your website.

15
CAN-SPAM ACT
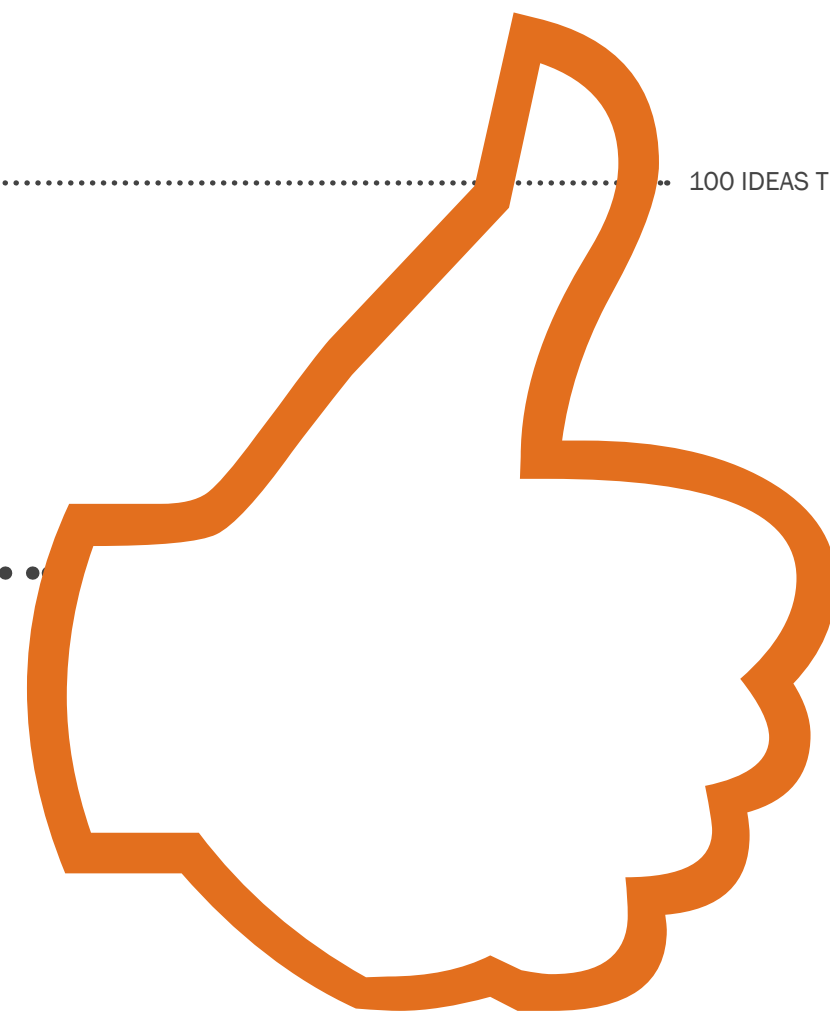
In 2003, President George W. Bush signed a bill Controlling the Assault of Non-Solicited Pornography And Marketing Act of 2003 (CAN-SPAM) that helped establish the first national standards for the sending of commercial email.

There are four main points that are important for email marketers to remain compliant with CAN-SPAM. Marketers shouldn't use misleading, deceptive, or falsified information in the 'from,' 'to,' or 'reply-to' fields, email subject line, or routing information.

They also need to include their company's physical address in every single email that is being sent out. These are typically placed in an email's footer.

Every marketing email needs to contain an unsubscribe link that honors unsubscribes promptly and completely. 'Promptly' is defined as within ten business days (but try to be speedier than that), and 'completely' means that you don't sell or transfer their email address to any other lists after the unsubscribe is complete.

Also, make sure the Email Service Provider (ESP) you're using is reputable. If something illegal does go down with your emails, both your ESP and your company can be held responsible.

16
CITIZEN JOURNALISM

The new media landscape has reshaped the ways in which audiences access information. A Pew Research Center report showed that some 46% of Americans visit from four to six media platforms on a typical day, and only 7% have a single favorite one. For their daily information, online readers consult various sources, including newspaper sites, email and social media. Social networking sites like Facebook and Twitter have fostered recommendation systems that increasingly shift the power of information distribution in the hands of non-journalists. In these environments, one's community can make editorial decisions by endorsing stories.

Marketers need to recognize the participation of citizens in the processes of newsgathering and always provide credible sources and references when sharing public information. Don't underestimate the investigative spirit of today's consumers and people's ability to get to the truth through in-depth online research.

"Businesses need to be more alert than ever to the way they present information and facts because inaccuracies can easily be exposed.

17
CLOSED-LOOP

Today, marketers have the technology they need to 'close the loop' between marketing and revenue, but few are actually taking advantage of it. To many, setting up closed-loop reporting has remained too hard and confusing to implement. Effective marketers, however, should be able to tie every single lead, customer and dollar back to the marketing initiative that created them. This is how marketers can prove their worth and understand how to more efficiently reach their audience.

The easiest way to close the loop is to make your website the central hub for all your marketing. Search engines, social media, email marketing, referral links, paid search, even offline campaigns should get filtered to your website. Once someone visits your website, you can cookie them and start tracking their activity.

This is the entry point of your closed-loop system. As the lead progresses through your sales and marketing stages, you'll be able to attribute them back to the proper channel. If they came into your site through a link from a trade show, an email marketing campaign or a search term, for example, you'll be able to trace them back to that original source.

18

COLD CALLING

Cold calling is a traditional outbound marketing technique to approach prospects when they are not acquainted with your business or interested in your product or service. In order words, it is a method of reaching out to a potential customer without them in any way expecting your outreach.

Cold calling is not an effective sales and marketing method. According to Mahan Khalsa, co-author of *Let's Get Real of Let's Not Play*, cold calling results in about a 1-3% success rate. When that same call is made with a referral, Khalsa noted, the rate jumps up to 40%.

19
CO-
MARKETING

> **A key idea in marketing is understanding that your audience is also someone else's audience.**

When you combine efforts, you can achieve powerful results. As a marketer, you already rely on your existing followers to spread a message or take an action--but that can only take you so far. You need to also reach a new audience, which you can do by unleashing the power of strategic partnerships. Andrew Davis, Chief Strategy Officer & Co-Founder of Tippingpoint Labs, coined the term "brandscaping" to describe "a process that brings like-minded brands and their respective audiences together to create content that increases demand and drives revenue."

Comarketing can span a wide range of formats, from event sponsorship and app development to co-authoring books and partnering on a webinar series. In its essence, it represents the idea of two or more organizations coming together to deliver a streamlined marketing message to their joint audiences for mutual benefit. Some great comarketing examples include the partnerships between Eddie Bauer Edition of the Ford Explorer Intel and Microsoft or even McDonalds ane Coke.

20
CONVERSION RATES

Conversion rate is one of the key metrics used in marketing time and again. Yet, everyone seems to use it to describe different things.

" At its core, conversion rate represents the ratio of visitors who took the action that you wanted them to take.

That action can vary from a click on a search result or in an email to a form completion or a purchase. At HubSpot we most frequently use the term when we refer to landing page submissions, which allows us to look at how other activities like email marketing and social media impact conversion rates. For instance, we use our analytics to find out how many of the people we sent an email to actually filled out the form they clicked on. The context of your exact marketing activity and target demographic will determine what a good conversion rate is.

The conversion rate of social media, for example, might be a lot lower than that of organic search. Or your email list might respond to your marketing messaging at a much better rate than your blog subscribers. Understand the nuances of your channels and target groups in order to learn how you can optimize your established processes to increase conversion rates.

21
COPYRIGHT

Copyright is a legal concept that protects the work of an individual from being used without their consent. It gives the creator of an original work exclusive rights, including the right to receive credit for their work and the right to choose who can use and remix their work.

With the rapid development of technological advances, it has become easier for people to create digital mashups of existing works, which has led to copywright wars and lawsuits. American academic and political activist Lawrence Lessig argues that we now live in a Remix Culture which encourages people to engage in collaborative creation and stimulate their creativity in new ways. "It is time we stop wasting the resources of our federal courts, our police, and our universities to punish behavior that we need not punish," he wrote in *Remix: Making Art and Commerce Thrive in the Hybrid Economy*.

Now that the role of a marketer is so intertwined with the role of a publisher, it's not difficult to imagine the different ways in which copyright affects the marketing professional. Not only is pirating content just poor internet etiquette, but it also results in duplicate content that hurts both websites on which the content is featured in the search engine results pages. In fact, one of Google's 2012 algorithm updates will be using the number of valid copyright removal notices as a signal for which websites should be displayed in the SERPs. To stay away from such type of punishments as a marketer, you need to ensure you are not stealing people's content. Make sure you are giving your sources credit in all of your content, including blog posts, webinars, ebooks, and even social media.

22

CREATIVE COMMONS
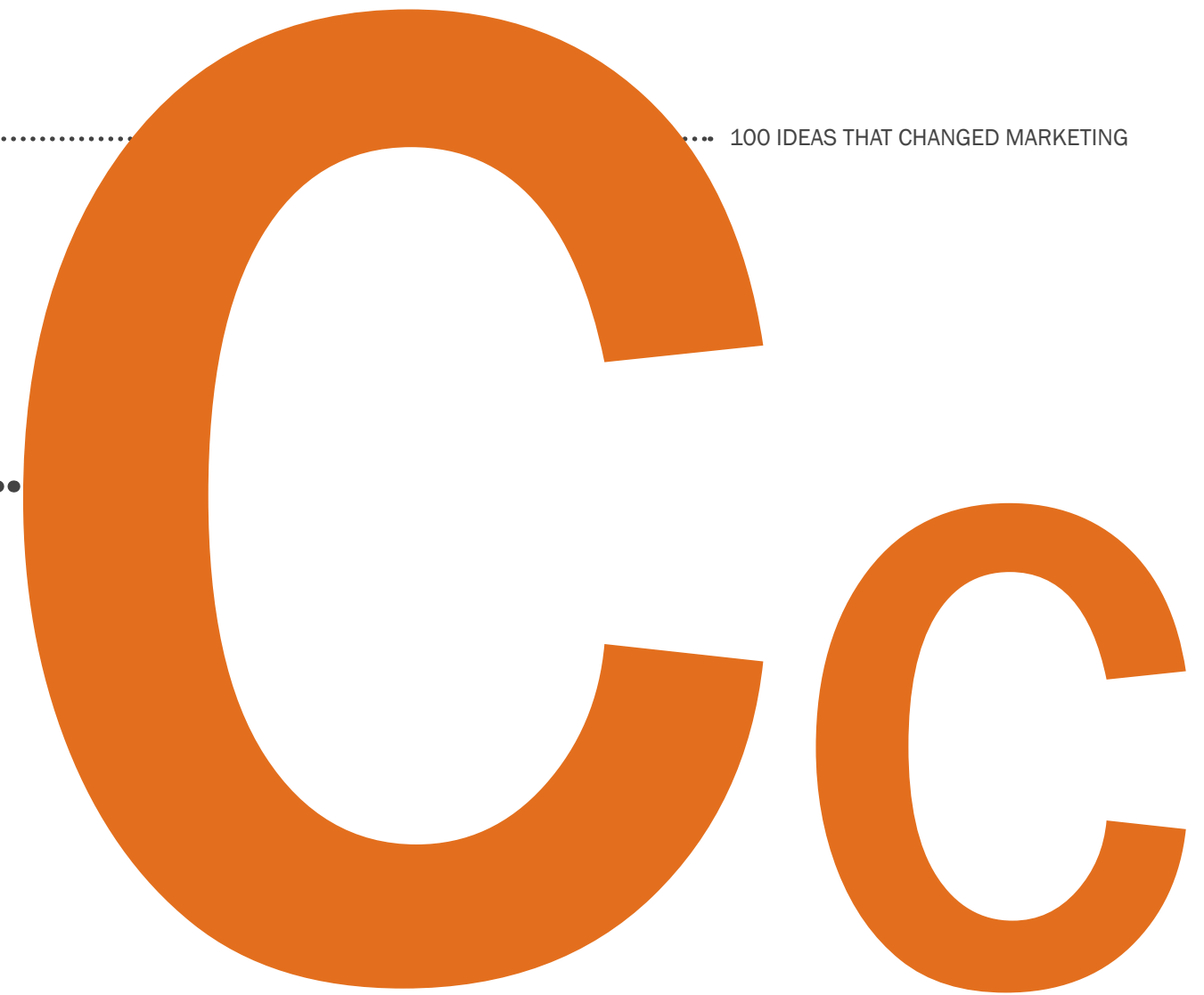
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If you choose to use a Creative Commons-licensed image on your blog, be sure to check the terms of the license. Most images require only that you attribute the work to the original author, but some licenses include additional restrictions. Here's a quick breakdown of the different types of Creative Commons licenses:

ATTRIBUTION: You are required to attribute the work to the original author in the manner they have specified. You must also be careful not to imply that the original author has endorsed you in any way through your use of the item.

NON-COMMERCIAL: The image or work must be used for non-commercial purposes only.

SHARE-ALIKE: The image must not be placed under any different or more restrictive terms for re-use than those established by the original author.

NO DERIVATIVE WORKS: Only verbatim copies of the work may be used and shared, but no derivative or altered versions of the work.

23
CRM

MARKETING

CRM

CRM stands for customer relationship management and is a system a business can implement to help track and measure its sales activities. That could mean, for example, how many leads and customers are in your database, as well as information about them, like name, email address, phone number, etc.

It could also mean tracking how often your sales team gets in contact with those leads and customers, and what those conversations were about. You can even set up custom reporting to tell you how efficient your sales organization is every day. Most CRM systems are extremely customizable, so the range of items you can track and measure is quite expansive.

Popular CRM systems that you may have heard of include Salesforce, SugarCRM, NetSuite, Microsoft Dynamics, InfusionSoft, ACT!, and Highrise. They typically offer integrations with other popular software and applications -- for example, HubSpot software integrates with all of the CRMs listed above (and more!).

There are many things a CRM can help you do that should get marketers pretty excited. When Sales works within a CRM that's integrated with your marketing software, they're able to access lead intelligence all from one place. A CRM not only gives complete visibility into the sales pipeline, but it also helps reps prioritize who to call first so they don't miss important opportunities. When you integrate marketing software with your CRM, Marketing can easily analyze the effectiveness of its campaigns with closed-loop reporting, because your software and your CRM are constantly talking to each other through an API.

24
CROWD-SOURCING

> *" The whole idea that you could create a forum to crowdsource ideas and tap into that pent-up desire to share feedback. "*
>
> **JAMIE GRENNEY**
> VP of Social Media and Online Video,
> Salesforce.com

The Merriam-Webster dictionary defines crowdsourcing as "the practice of obtaining needed services, ideas, or content by soliciting contributions from a large group of people." The term formed by combining the words "crowd" and "outsourcing," was coined by Jeff Howe in a 2006 Wired magazine article *The Rise of Crowdsourcing*.

While it can take place offline as well as online, its idea remains the same: leverage collective intelligence to create something of value. In this context, crowdsourcing becomes a distributed method of creation. One can crowdsource ideas, images, videos, art projects, etc. "A central principle animating crowdsourcing is that the group contains more knowledge than individuals," wrote Howe. In her book Agile Marketing, Michelle Accardi-Petersen made the argument that this idea of collective intelligence is demonstrative of the nature of agile and can fuel creative marketing.

Jamie Grenney, VP of Social Media and Online Video at Salesforce.com, mentioned in our LinkedIn group that the idea of crowdsourcing ideas and tapping into that pent-up desire to share feedback has changed marketing forever. "I know at Salesforce we've been able to act on +800 of these ideas helping us drive a tremendous amount of innovation and build up customer goodwill," he wrote. Examples of such forums are Salesforce's IdeaExchange, MyStarbucksIdea.com and Dell's IdeaStorm.com.
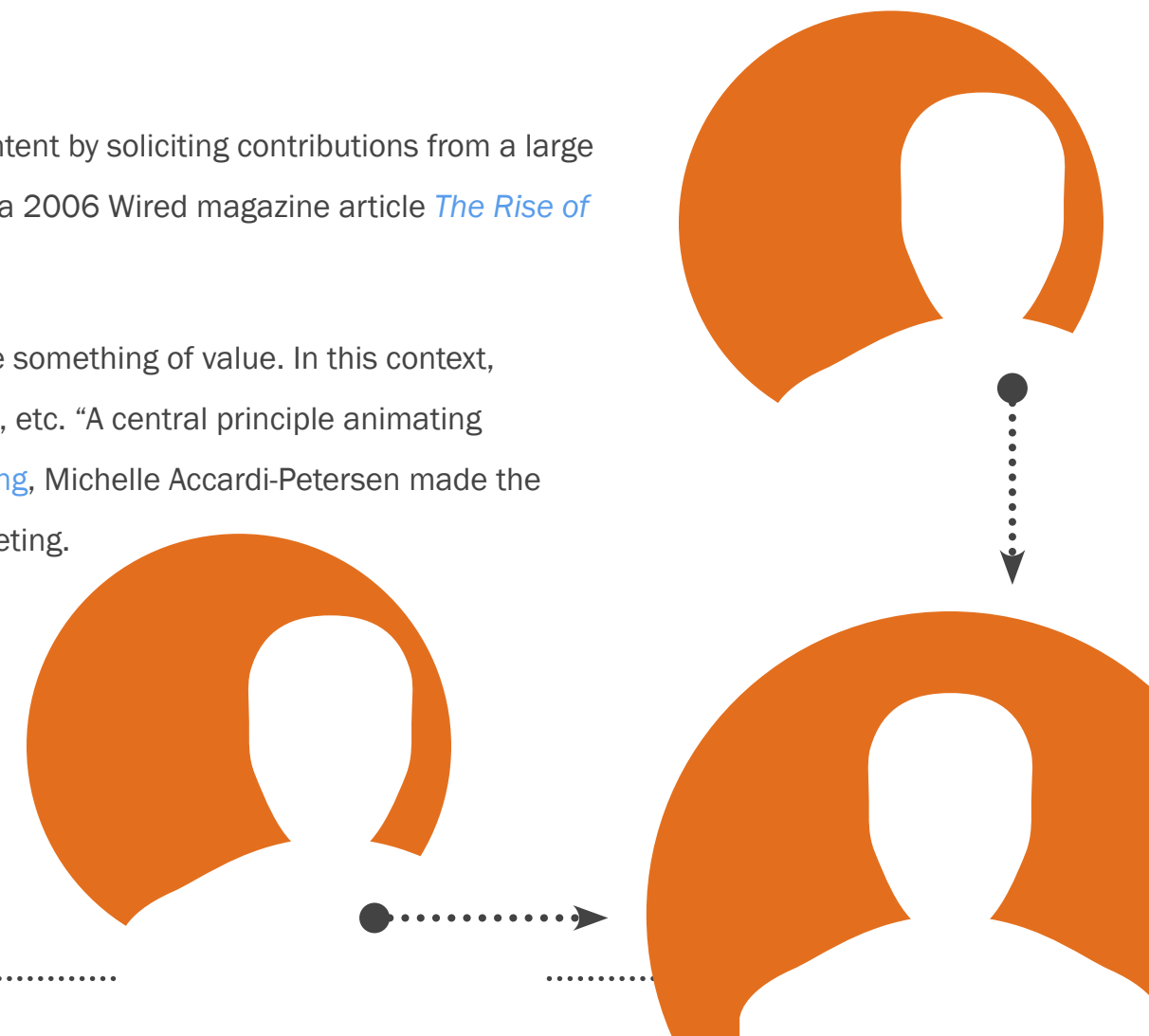
25
CUSTOMER REVIEWS

“ *Suddenly, everything is about the product and its ability to meet expectations, not just how you market it.* ”

ALEJANDRO CAMINO,
VP of Marketing & Communications,
Softtek

Today the online landscape offers more feedback mechanisms to businesses than we have ever known. Customer reviews and ratings are one form of feedback that is actively impacting people's perception of products and services. "Products are picked apart, scoffed at, and treated to a daily round of claps and jeers," wrote Stephanie Diamond in Web Marketing for Small Businesses: 7 Steps to Explosive Business Growth.

A 2011 survey by Cone, a marketing agency out of Boston, reported that 80% of people have changed a purchase decision due to a bad review they saw. Some of the leading platforms for customer reviews include Yelp!, Insider Pages, Google Maps, Bing Local, City Search and Yahoo Local.

Alejandro Camino, VP Marketing and Communications at Softtek, pointed out in our LinkedIn discussion that to him Amazon's customer reviews are the biggest idea that has changed marketing. "Never before a system had compiled so many powerful features like star-rating, comments, and rate the value of those comments in a single easy-to-use platform available to anyone. Suddenly, everything is about the product and its ability to meet expectations, not just how you market it," he wrote.

26
DIALOGUE

" *Opening up opportunities to dialogue with prospects instead of just manage a monologue has made all the difference in the world!* **"**

GLORIA JUSTICE
Social Media Concierge & Inbound Marketing Coach

The idea of marketing as a two-way channel as opposed to a broadcasting tool is revolutionary. It represents the potential of building lasting relationships with prospective and current customers and keeping retention numbers high. As Gloria Justice, Social Media Concierge & Inbound Marketing Coach, said in our LinkedIn discussion, "Opening up opportunities to dialogue with prospects instead of just manage a monologue has made all the difference in the world! It was the missing piece that was always a nagging deficit. No more...."

By building more feedback mechanisms and inviting ideas from their target audiences, businesses can improve their marketing messages and create new opportunities for business growth. "Marketing is a dialogue between producers and consumers or--as the case may be--between producers and society," wrote Jan Callebaut, Hendrik Hendrickx and Madeleine Janssens in *The Naked Consumer Today: Or an Overview of why Consumers Really Buy Things*.

27
DIRECT MAIL

Are you a brick-and-mortar business that has traditionally relied on print newsletters, newspaper ads and postcards to increase brand awareness? It is time you uprooted these direct mail pieces from your marketing plan because they won't grow your business. Even for charities, direct marketing appeals started falling since 2008. The internet has long become the channel for sparking product interest and building relationships with prospects.

Direct mail, a form of outbound marketing, doesn't exactly have a great reputation these days. Consumers are continuing to ignore these interruptive communications, and much of the junk mail people receive ends up in their trash bins. The fact is, traditional marketing strategies that businesses have long adopted -- including direct mail -- are less effective now that the internet has changed the way people research and shop; it's the other marketing tactics that adapt to these changing buyer behaviors that are gaining traction among marketers.

When asked about the average cost per lead of both inbound and outbound marketing lead channels, only 34% of marketers surveyed indicated that direct mail generated a below average cost per lead, compared to inbound channels such as blogs (52%), social media (45%), and SEO (38%).
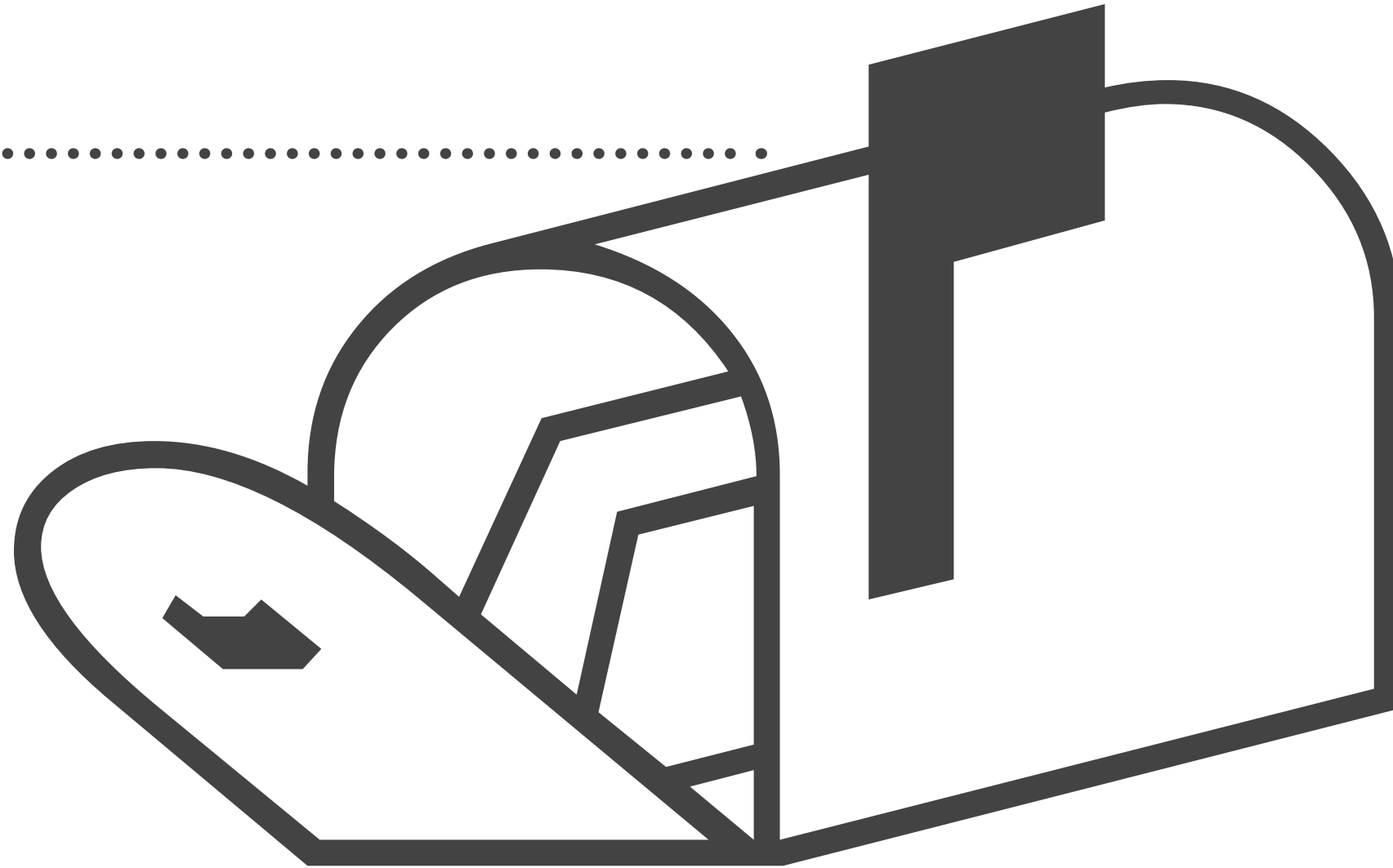
28
DIVERSI-
FICATION

" *Marketing has become a LEGO blocks game.* "

LUIS GARCÍA DE LA FUENTE
Entrepeneur, CEO FactoríaDeClientes.com

With the evolution of new media technologies, marketers have access to a lot more tools to create innovative content and appeal to their target audiences. Today we can leverage a wide range of formats and rich media tools to tell a compelling story. As Luis García de la Fuente, CEO FactoríaDeClientes.com, said in our LinkedIn discussion, "the biggest change in marketing is the huge diversification of techniques, targets, channels, etc. Marketing has become a LEGO blocks game."

A single marketing campaign can contain a viral video, live webinar, inforgaphic, social media interaction, email promotion and behaviorally targeted advertising. People respond differently to content formats so marketers need to closely monitor clickthrough rates and conversion rates in order to evaluate which formats are most effective for their purposes.

At HubSpot, for instance, we're using our landing page analytics to explore how successful different types of content are in converting visitors to leads. If the conversion rate is lower than average, the marketing offer isn't appealing enough to our audience. If you have a sense of what that format is for your business, use it to build your marketing campaign around it.

29
DOT-COM BUBBLE

The dot-com bubble took place between 1995-2000 and defined a period of increasing stock prices for a group of new internet-based companies that weren't yet profitable. The rapid growth of these companies' market share paired with the promise of the new digital economy prompted investors to overlook traditional business metrics. "Seeing what was happening, other people started to buy Internet stocks, and other types of stocks too, not because the underlying companies were good businesses with solid earnings prospects, but simply because stock prices were going up," writes John Cassidy in his 2002 book *Dot.con: How America Lost its Mind and Its Money in the Internet Era*. The bubble collapsed in 2000 with some of these newly emerged companies failing completely.

The dot-com bubble from the 90s has affected how people think about internet start-ups today and especially, the new social media sites.

After high stock promises for companies like Facebook, Zynga and Groupon, we are seeing their shares go down, with major American newspapers talking about the collapse of the social media bubble. Such commentary undoubtedly affects the way marketers perceive social media as a communication channel. Not to get swayed by popular opinions, businesses need to investigate what the ROI of social media is for them, especially in comparison to other marketing vehicles.

30

DYNAMIC CONTENT

People engage with your content in different ways and with different goals. In response to their unique needs, marketers need to engage with them in different ways. This is where dynamic content comes into play.

Dynamic content came out of a desire to provide prospective customers a seamless, near intuitive path down the sales funnel--one that would recognize each potential buyer as an individual and adapt to his or her needs.

Dynamic content is the term for aspects of a website or email that change based on a website visitor's profile data or history of interactions with a company. It creates an experience that is tailored specifically to the user. With the emergence of blogging, RSS feeds, and CMS-based websites, updating your website content became astronomically simpler. From a content perspective, websites began to become more dynamic. Yet the dynamism of those ever-changing websites was merely about the content and the company itself.

Only recently have we developed the capacity to adapt websites to individual viewing experiences. Think Amazon.com. When you visit that website, you see one set of purchase suggestions; your friend, on the other hand, will see a completely different set of suggestions. That is only natural! You have different identities, with your own preferences and needs. The website should adapt to match your browsing behavior, not the other way around.

31
EBOOKS
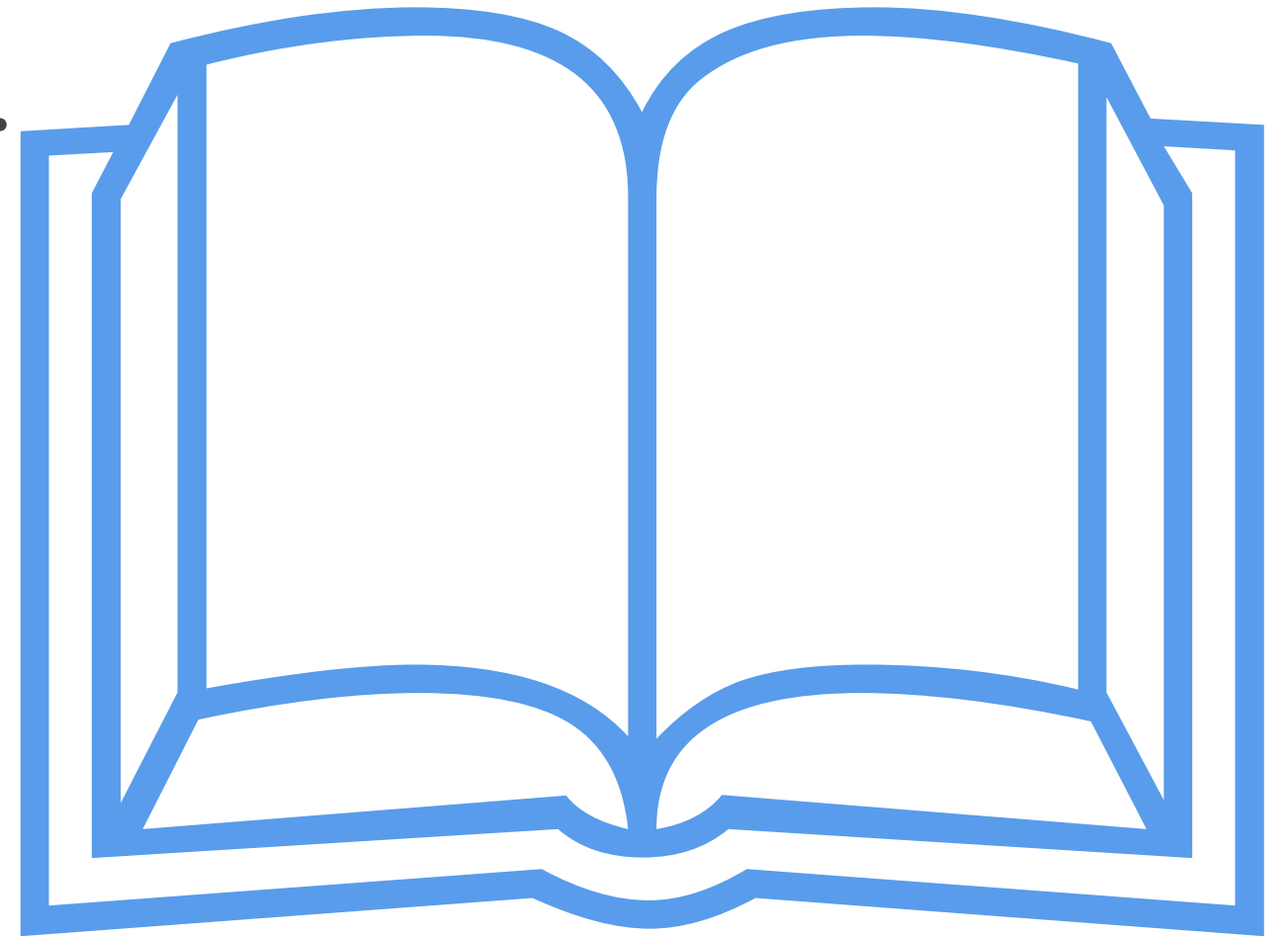
An ebook, short for an electronic book, is a digital book that is designed to be read on devices like computers, tablets and even mobile devices. As the cost of professional layout software has fallen over the years, the ebook production process has become more accessible to organizations. Marketers have started using ebooks as lead generation offers to educate their prospects and further engage with them.

While ebooks can be consumed on different devices, marketers need to survey their segment audience in order to figure out which device they need to optimize for. You might be surprised to find out that a lot of your readers prefer to download the ebook in a PDF format and print them out to read at another time.

32
ECOMMERCE

> **"** *The technology and tools of Internet commerce have begun to transform industries in many fundamental ways.* **"**

KAMLESH K. BAJAJ
Author, E-Commerce: The Cutting Edge of Business

The Merriam-Webster dictionary defines commerce as "the exchange or buying and selling of commodities on a large scale involving transportation from place to place." Taken to the digital landscape, this process of buying and selling products or services turns into ecommerce because it is carried over electronic systems.

"The technology and tools of Internet commerce have begun to transform industries in many fundamental ways," wrote Kamlesh K. Bajaj in E-Commerce: The Cutting Edge of Business referring to processes like cost management, production planning and supply chain management. From a marketing perspective, ecommerce has led to the development of technologies like credit card processing, secure customer payment certificates and live chat. Optimization of these tools and their presentation to prospects can lead to better conversion rates and more revenue.

33

EDUCATION

> **"** *In the information age, the* *teacher* *gets the* *reward* *.* **"**

MARCUS SHERIDAN

Partner at River Pools and Spas,
Founder of The Sales Lion

Nowadays marketing is more about education than it is about promotion. Empower your community to conduct industry research that helps them make more informed decisions and they will see you as a thought leader in your space. This dynamic is essential in building lasting relationships between businesses and customers.

In order to achieve this, you should maintain a business blog and publish valuable marketing content, like ebooks, videos and presentations. Be helpful to your target audience, inviting them to build a positive experience around your brand.

Marcus Sheridan, Partner at River Pools and Spas and Founder of The Sales Lion noted on our LinkedIn discussion, "In the information age, the teacher gets the reward. Not the slick salesman. Not the slick advertising agent or copyrighter. The teacher. That's what Google wants, and that's what the consumer wants. It's also why I grateful to have been born is such an age."

Greg Bardwell, Curation Specialist for B2B Content Marketing, agreed with Shreidan and added, "Social media, blogs, search, PPC are all about educating your visitors, leads and prospects. Add your differentiation, make it compelling and you have a business."

34
EMAIL

"Email and search form the core online communication and online information gathering."

Electronic mail (email) originated in the 1970s as a method of exchanging digital messages from one user to many recipients. Not only did email predate the Internet, but it also contributed to its inception. Email remains one of the most popular online activities. "Email and search form the core of online communication and online information gathering," stated a 2011 Pew Internet study.

"When you stop and think about it, the concept of email as a communication vehicle is a revolutionary one," wrote Jeanniey Mullen & David Daniels, co-authors of *Email Marketing: An Hour a Day*.

At its core, email marketing is the mass distribution of a marketing message to a target audience of potential customers. Email marketing is a powerful channel for driving business results and achieving measurable ROI. It's most effective when based on a clear opt-in policy, in which people formally subscribe to receive electronic communication from a given organization.

With the wide adoption of smartphones, people are consuming email on the go and the number of emails opened on a mobile device has increased drastically.

To this day, the size of an organization's email list is a demonstration of reach and thought leadership.

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EXPERIENTIAL MARKETING

Experiential is the type of marketing offering in-depth experiences that engage people's senses. After all, studies show that people remember much more when you appeal to their senses.

Marketing events, for instance, fall under the category of experiential marketing because they offer stellar opportunities to take advantage of people's love of visuals, sounds, and smells. A lot of organizations have been successful at turning their marketing events into delightful experiences. As examples, take a look at SXSW, Dreamforce and Inbound, all events that feature carefully compelling presentations, music performances and exciting networking events.
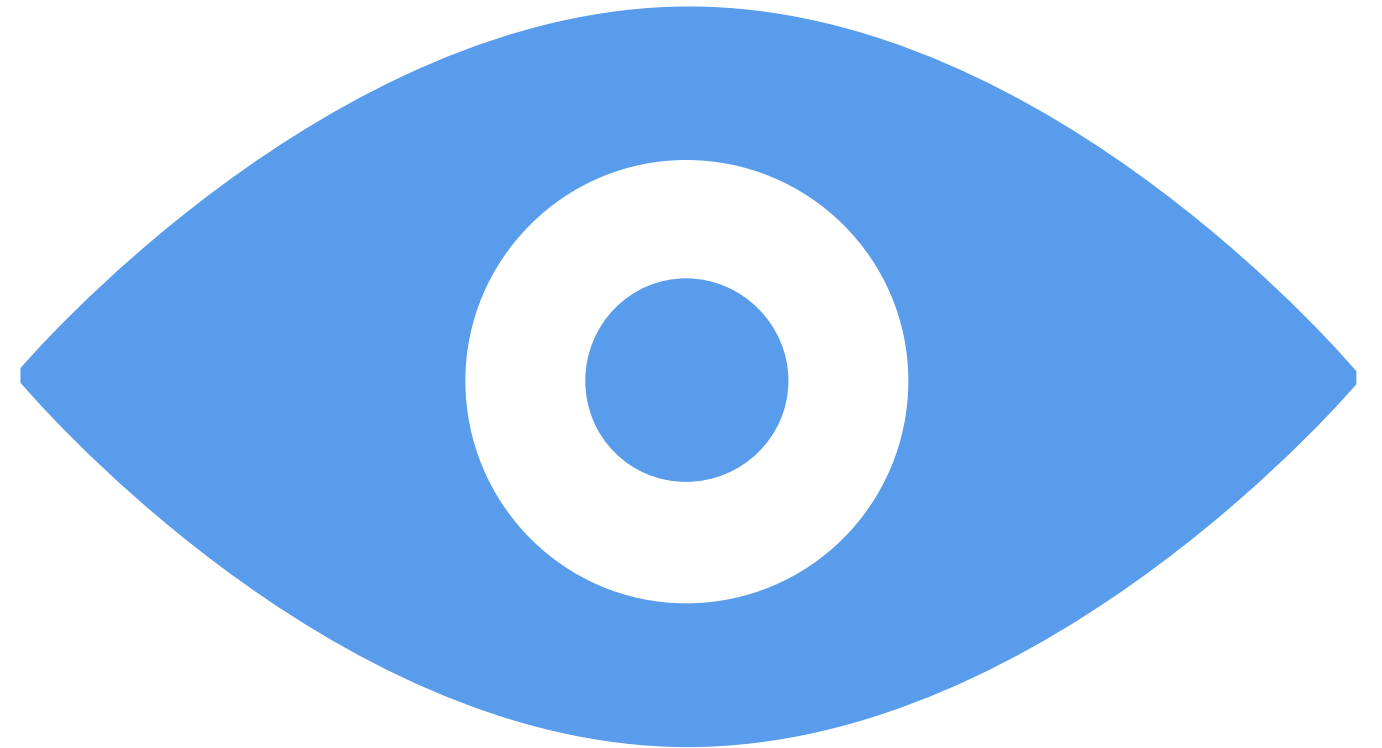
36
FLASH MOB

A flash mob is large group of people who assemble suddenly in a public place, perform an unusual act for a brief time and then quickly disperse. It is meant to surprise the unsuspecting viewers with a choreographed performance and peak their curiosity around a specific topic. The term flash mob is generally applied only to gatherings organized via telecommunications, social media, or viral emails.

Flash mobs, when executed well, can be a great way to generate buzz, express your business' creativity, and even garner some media attention and coverage. In 2011, HubSpot employees participated in a Halloween-themed flash mob for which we dressed up in orange HubSpot track suits, sporting zombie makeup, and taking over the food court at the local mall to dance to the spooky Michael Jackson hit, "Thriller."

37
FREELANCE WORK

Freelancing is when a self-employed individual works on a project without committing to a specific employer for a long period of time. With the expansion of technological innovation, it has become easier for people in the internet industry to work remotely and jump from one work to another without getting attached to a single employer. Freelancers can be represented by an agency or can be independent contractors.

Freelancing has become hugely popular in the content creation industries, including video production, graphics design, journalism, publishing, PR, photography and copywriting. All these activities are also share strong ties with marketing.

> As a marketer, you need to understand what are the services that you can afford to outsource and what you can to produce in house.

Writing, for instance, might be something you need to tackle internally because you have the expertise to share some insightful industry information. Graphic design or photography, on the other hand, are activities a freelancer can help you perform and take your content creation to the next level.

38

GAMIFI-CATION

Gamification describes the adoption of game design elements and game thinking by non-game contexts. It's applied to make less interactive situations more engaging to users.

Some forms of gamification in marketing include awarding badges or providing incentives for participation in specific activities. For instance, at HubSpot we often give away prizes to random attendees of our marketing webinars or people who share our content with their networks.

"Games and research into human psychology have taught us that people are happier when they earn something, rather than when it is given to them," wrote Darren Steele, the strategic director of Mindspace, and co-author of the gamification book, *I'll Eat this Cricket for a Cricket Badge*.
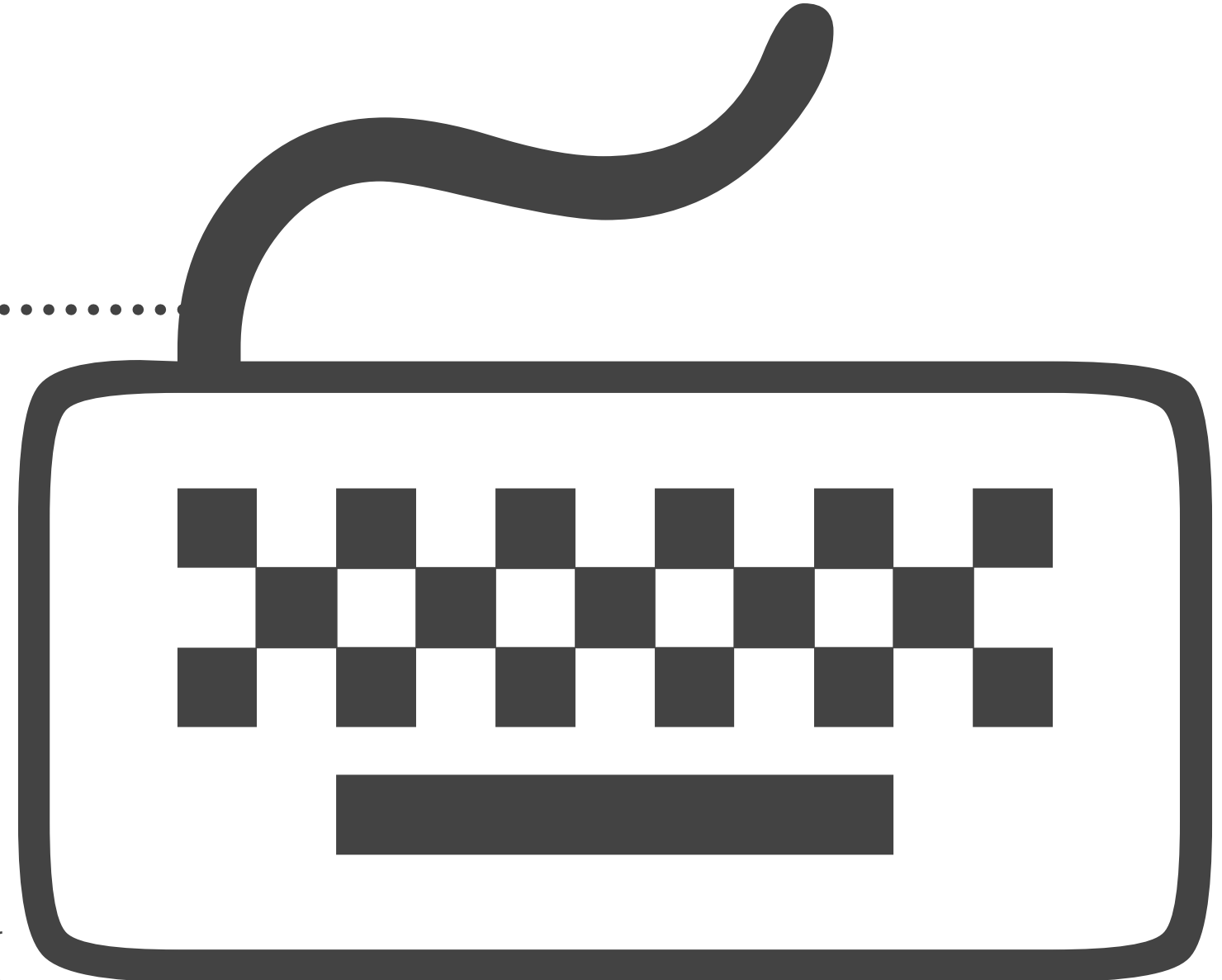
39
GEO-TARGETING

Geotargeting is a method of marketing in which you deliver a message based on the location of your audience. Geotargeting is one of the key elements used to surface local results in search engines. If you type in the keyword "restaurant" in Google, for instance, you will see one set of results in you are located in the U.S. and a completely different set of results if you are somewhere in Europe. Search engines want to deliver the most relevant information to you and, to a large extent, that means taking into account where you are right now.

While it has been traditionally used in online advertising, geotargeting is not limited to ads. With the development of dynamic content, marketers can now leverage geotargeting across their sites and email to deliver the most relevant content to different segments.

Geotargeting can increase the conversion rates of your marketing collateral, so you should try utilizing it across your marketing assets. Some ideas that you can test out through geotargeting, conversions expert Yotam Tavor suggests, include different languages, visuals, currencies and special offers.

40
GRAPHIC DESIGN

Graphic design is a type of visual communication that conveys a message through the use of images, typography and page lay-out. Graphic design is adopted in the creation of branding elements, such as presentation templates and logos, as well as in product packaging, website development and advertising. While some of the most popular digital tools used for graphic design are software applications like Adobe Photoshop, Illustrator and InDesign, graphic design can also use traditional creative tools, like pencils and markers for sketching.

Graphic designers are becoming increasingly important in the marketing department because they can provide marketing professionals with branded resources that capture the attention of prospects and get them to convert. It's an asset that has been utilized across a number of marketing channels--email, social media, blog, paid ads--and that leads to high response rates.

According to Stanford Persuasive Technology Lab 46.1% of people say a website's design is the number one criterion for discerning the credibility of the company. 90% of information transmitted to the brain is visual, and visuals are processed 60,000X faster in the brain than text. (Sources: 3M Corporation and Zabisco)
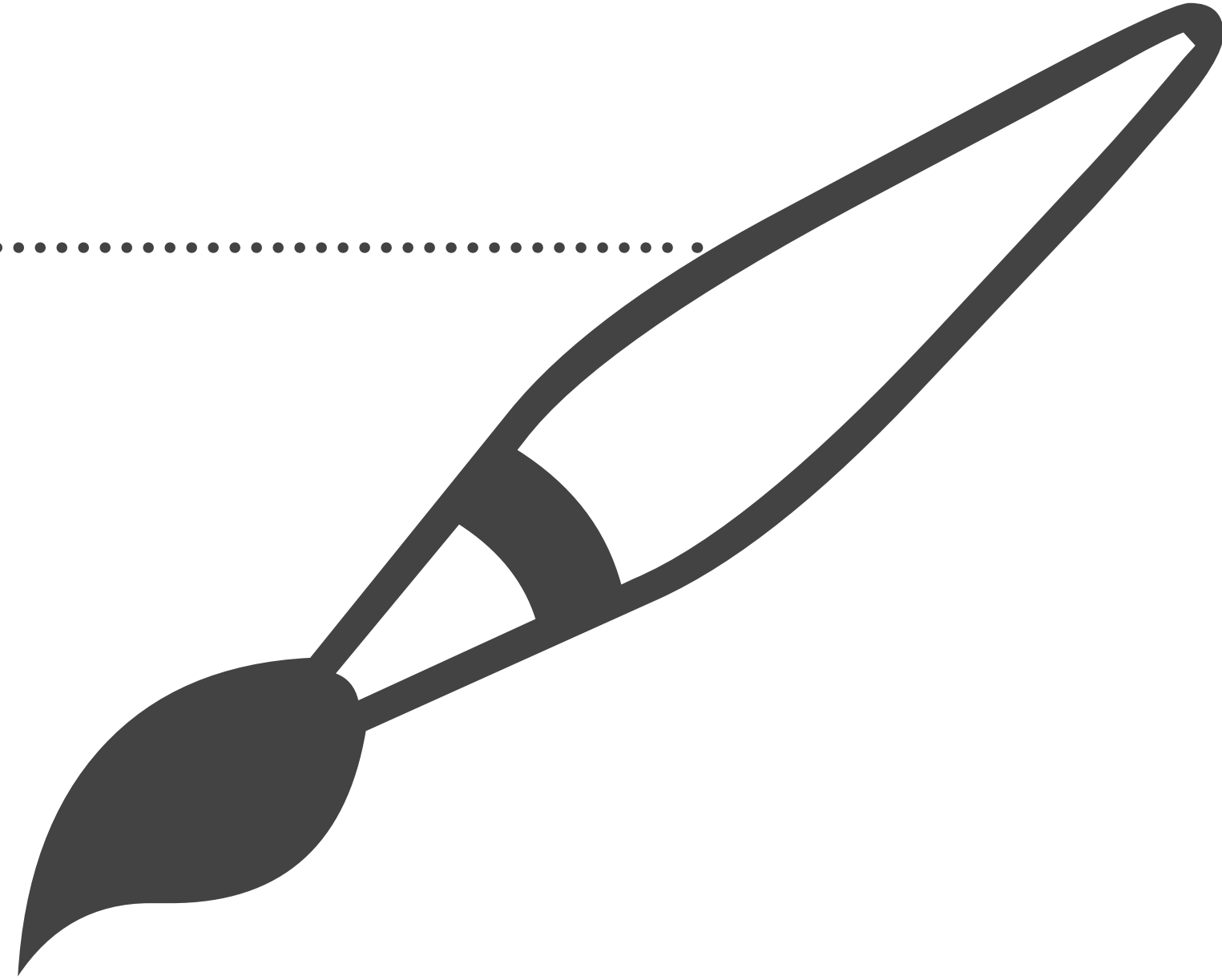
41
GROUNDS-WELL

"The groundswell has changed the balance of power."

CHARLENE LI AND JOSH BERNOFF
Co-authors, Groundswell

In their book *Groundswell* Charlene Li and Josh Bernoff defined the term groundswell as "a social trend in which people use technologies to get the things they need from each other, rather than from traditional institutions like corporations."

This phenomenon includes people making purchases, finding services, doing research, etc--all with the help of one another. The groundswell, Li and Bernoff explain, comes from the collision of people, technology and economics. It defines the new realities of interaction between individuals in the digital ecosystem. People can now easily connect and rate the performance of businesses, and coordinate to take action against behaviors that infringe on their rights. As Li and Bernoff write, "The groundswell has changed the balance of power."
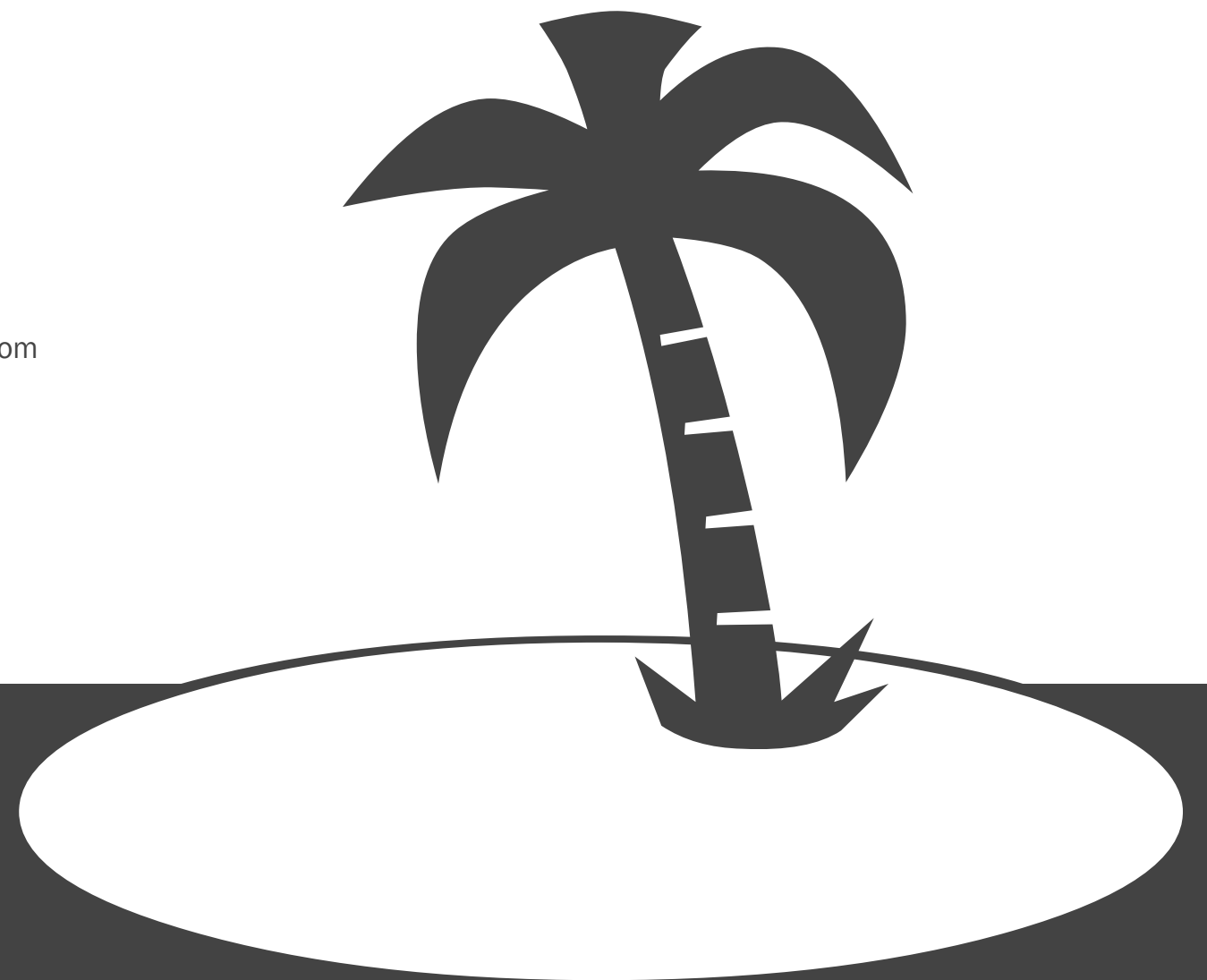
42
GUERRILLA

"*Guerrilla marketing is needed because it gives small businesses a delightfully unfair advantage.***"**

JAY LEVINSON
Author, Guerrilla Marketing

The Merriam-Webster dictionary defines guerrilla as "a person who engages in irregular warfare especially as a member of an independent unit carrying out harassment and sabotage." In a warfare context, the term describes the utilization of unusual fighting strategies. But what does that term mean in a marketing context?

Author Jay Levinson registered the trademark of the term guerrilla marketing and described it as "achieving conventional goals, such as profits and joy, with unconventional methods, such as investing energy instead of money." Guerrilla marketing takes advantage of new mediums and technologies whose combined effect can surprise and wow people.

One example of a creative guerrilla marketing campaign was launched by Swedish furniture giant IKEA in 2006. The company turned public spaces in New York into furnished living rooms adding some coziness and color to the otherwise gray streets of the Big Apple. "Watch as our design team transforms NYC locations from drab to fabulous," read IKEA's Everyday Fabulous campaign.

Such stunts help companies stand out from the competition and create wonderful experiences for potential customers. As Levinson noted, "Guerrilla marketing is needed because it gives small businesses a delightfully unfair advantage: certainty in an uncertain world, economy in a high-priced world, simplicity in a complicated world, marketing awareness in a clueless world."

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INBOUND LEAD

A lead is a person who has indicated interest in your company's product or service. Online, a lead is traditionally defined as a person that completes a landing page. A landing page is a web page with a form through which a person supplies contact and business information in exchange for free information, such as an ebook, webinar, product consultation, or product demonstration.

Having only a person's email address doesn't make them a lead for your business. Instead, view that person as a contact. Since they have provided their email address, possibly as a subscription for your blog or email newsletter, you now have the opportunity to use targeted and relevant email marketing efforts to convert this person into a lead.

> " Instead of cold calling or other forms of sales prospecting, generating leads through inbound marketing makes your sales team's job way easier.

If a person is an inbound lead, it means that they have visited your website because that is where they submitted their contact information. This means that they should have some idea about your business and your product or service. this saves your sales team a ton of time and allows them to establish credibility and trustworthiness earlier in the communication process. not only do better educated customers make a salesperson's life easier, but they can also be happier customers in the long-term because expectations were properly set prior to their purchase.

44

INBOUND LINK
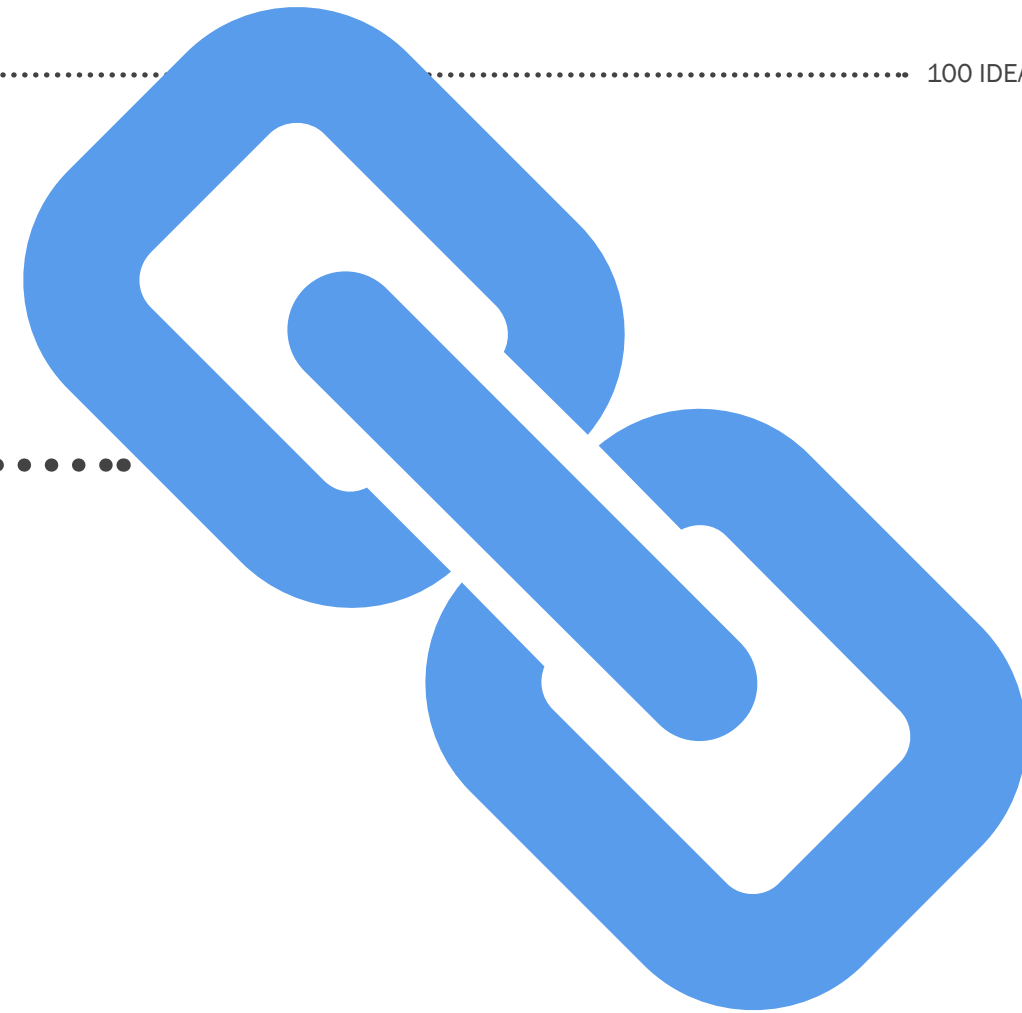
An inbound link is a link from one site to another. It will improve your SEO, especially if that site has a high pagerank. In search engine optimization, inbound links are a marketer's most powerful asset. Given that off-page SEO (as opposed to on-page SEO) accounts for the majority of a web page's ability to rank for a particular keyword, building authoritative and relevant links into your website from external sites isn't exactly something you should overlook in your SEO strategy.

But while link-building is critical, it's also tricky, considering giving an inbound link is the decision of the website linking to you, which isn't something you have complete control over. Therefore, it's one of those inbound marketing tactics that requires dedication and the realization that success won't happen overnight.

In order to attract inbound links, you need to be blogging, creating content beyond your blog, leveraging PR and comarketing opportunities as well as social media. All these methods will help you attract inbound links and improve your SEO.

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INBOUND MARKETING

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> " *Now our goal is to give consumers the information they want *when* they want it.* "

LINDA LOVERO-WATERHOUSE
Web Presence Strategist

Inbound marketing is marketing that's useful. It means acquiring customers by attracting and nurturing prospects with exceptional content, data and customer service, not interrupting them with spam. It means pulling prospects in with a magnet, not beating them over the head with a sledgehammer. "Consumers have learned how to ignore TV commercials with Tivo, radio commercials with Satellite radio, email marketing with filters, etc," wrote in our LinkedIn discussion web presence strategist Linda Lovero-Waterhouse. "Now our goal is to give consumers the information they want *when* they want it. What a concept!"

Inbound marketing tactics tend to be cheaper than traditional marketing tactics. Companies that focus on inbound tactics have a 62% lower cost-per-lead than companies that focus on outbound tactics.

There are three key stages to inbound marketing: get found, convert and analyze. Eventually, inbound marketing boils down to, as web marketing professional Jonathan Mallia noted, "knowing your customers' needs and feeding them with the right content that ultimately links to the product you wish to market and finally sell. If this is cleverly executed in a well strategic manner, you will realize that you have only spent a small fraction of your advertising budget to convert a good number of good quality sales-ready leads. Why? Because Marketing = Educating."
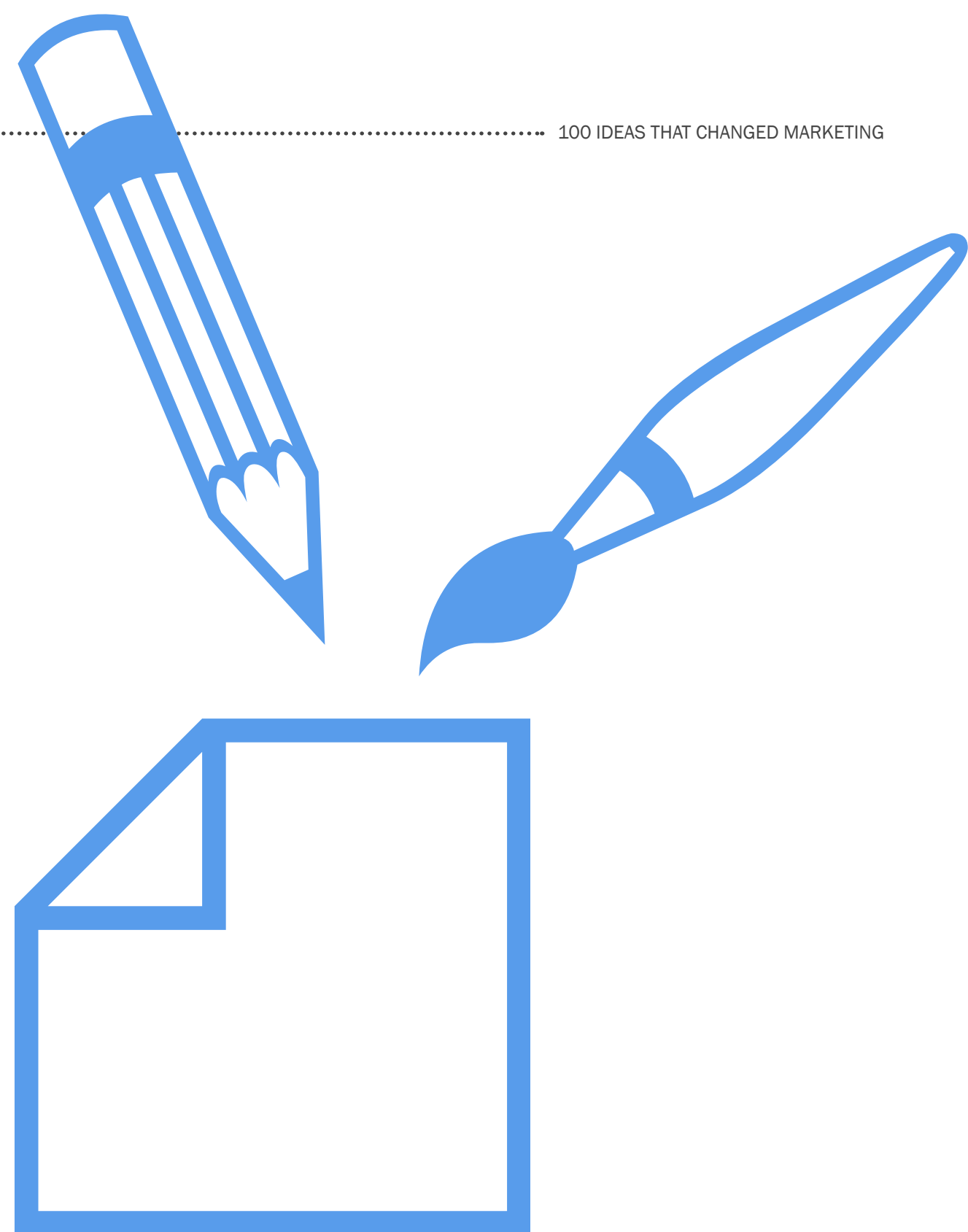
46
INFO-GRAPHICS

Visual content is not only taking the online world by storm; it's also driving engagement. On Facebook, photos are liked 2X more than text updates. 42% of all Tumblr posts are photos. You know what else is highly visual? Infographics.

Infographics, or also known as information graphics, are illustrations of information that usually contains data, charts and stats. As fact-based visuals, they bring context to otherwise isolated chunks of data.

Infographics empower you to transform otherwise unremarkable data into captivating visuals. "The visualization of information is enabling us to gain insight and understanding quickly and efficiently, utilizing the incredible processing power of the human visual system," wrote Jason Lankow, Josh Ritchie and Ross Crooks in *Infographics: The Power of Visual Storytelling.*

47
INTEGRATION

> *"The shift from throwing money at the marketing problem to fully integrating strategies that aim to bring value to the user through content and community is a drastic change."*

ANDREW DUMONT
Director of Business Development
SEOmoz

Ironically, the diversification of marketing channels and formats has inspired an ambition for more integration. Different pieces of the marketing puzzles can come together to form an integrated and seamless experience for the prospective or current customer. Starting from a click on a keyword search and a website visit to watching a product video demo, receiving marketing email communication and making a purchase, customers should feel like they are experiencing the same brand identity.
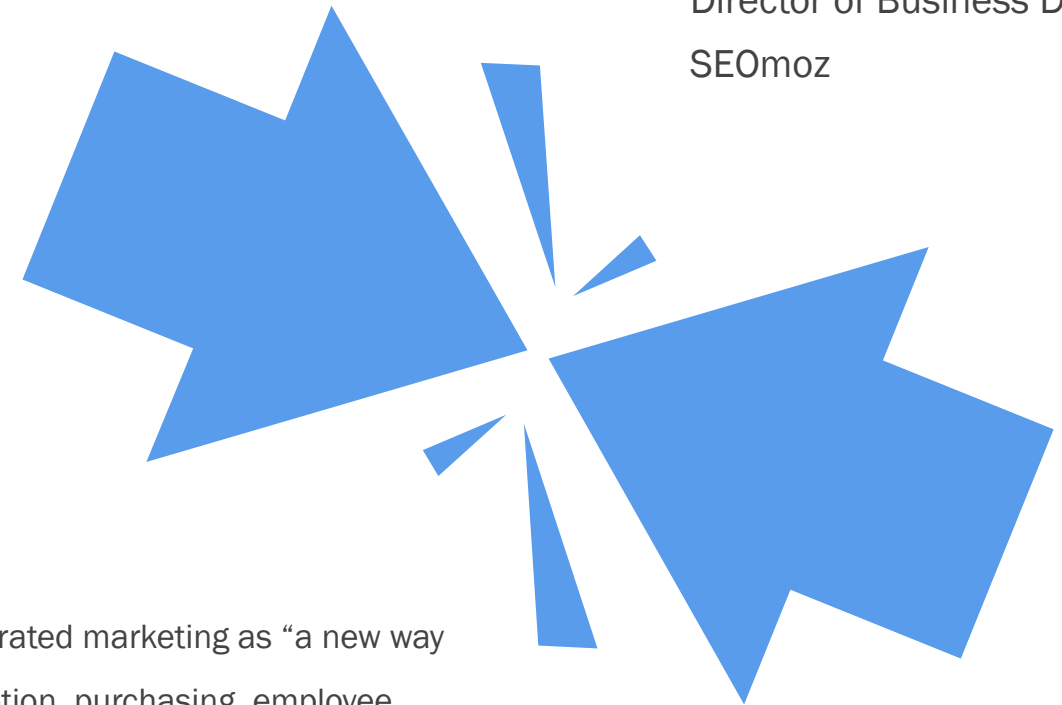
In *The New Marketing Paradigm*, Don E Schultz, Stanley Tannenbaum, Robert F. Lauterborn define integrated marketing as "a new way of looking at the whole, where once we only saw parts such as advertising, public relations, sales promotion, purchasing, employee communication, and so forth. It's realigning communications to look at it the way the customer sees it--as a flow of information from indistinguishable sources."

As Andrew Dumont, Director of Business Development at SEOmoz noted in our LinkedIn discussion, "the shift from throwing money at the marketing problem to fully integrating strategies that aim to bring value to the user through content and community is a drastic change -- one for the better, in my opinion."

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INTERACTION

> **"** *It's not about putting your ad out there and hoping for the best any more and getting some sophisticated team together to gather statistics!* **"**

MARGARETA KOOPU
Wholesale Technician at Snipesoft Ltd

In the world of inbound marketing and increased dialogue with customers, interaction with your community has become a must-have. People's expectations about how organizations should respond to user suggestions, complaints and ideas are evolving.

"The dissatisfaction stemming from failure to respond via social channels can lead to up to a 15 percent increase in churn rate for existing customers," said Carol Rozwell, vice president and distinguished analyst at Gartner. If you don't have the time or bandwidth to interact with your community in a way that they expect you to, consider using social media monitoring and publishing platforms that facilitate your job as a community builder and marketer.

"It's not about putting your ad out there and hoping for the best any more and getting some sophisticated team together to gather statistics," wrote Margareta Koopu, Wholesale Technician at Snipesoft Ltd, in our LinkedIn discussion. "It's about interacting with your customers and using social media pages such as Facebook to gather invaluable data for market research purposes, making these jobs that were once painstaking, a walk in the park! Now company's and businesses can take total control of their branding and have it go viral at the speed of light. Social Platforms like Youtube, Google+, Facebook, Twitter and even LinkedIn are benefiting not only the big fish like Sony but also the little fish like myself!"

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LEAD CAPTURE FORMS

"Changing website strategy to collect lead information via landing pages vs. an online brochure."

KRISTA MOON

Marketing Strategist

When a web page contains lead capture forms, we call this a landing page. A landing page is a web page that allows you to capture a visitor's information through a lead form. A good landing page will target a particular audience, such as traffic from an email campaign promoting a particular ebook or visitors who click on a pay-per-click ad promoting your webinar.

Therefore, it's important to build a unique landing page for each of the offers you create. You can build landing pages that allow visitors to download your content offers (ebooks, whitepapers, webinars, etc.), or sign up for offers like free trials or demos of your product. Dedicated landing pages enable you to target your audience, offer them something of value, and convert a higher percentage of your visitors into leads.

According to marketing strategist Kirsta Moon this idea of using your website to collect lead information rather than simply publishing an online brochure has revolutionized marketing. HubSpot's landing pages are easy to make and integrate with every marketing channel in your arsenal, making them your campaign's central command station.

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LINK BUILDING

A business that doesn't generate inbound links is like a car without gas: it exists but doesn't work. So how can you generate links? Through link building: the key off-page search engine optimization factor.

The more links you have pointing to your site, the more traffic and better rankings you can secure through search engines. Inbound links bring three major benefits to your business: brand exposure, direct/indirect traffic and search engine rankings.

Guest blogging is one of the quickest ways to attract inbound links. Covering a controversial topic is another great way to attract inbound links and social sharing. If you are trying to rank in search engines for your region or city, local directories are your friends. They will provide you with relevant search traffic, add you to the list of industry competitors, and offer you backlinks to build your SEO authority. Other ways in which you can get inbound links is through content distribution and even badges that link back to your website or a specific web page.

51
LIVE CHAT

> "*Because our marketing team ran the live chat, we were able to take the data and create new content to address some of the questions people had.*"

MIKE MORRIS

VP of Customer Acquisition & Retention,

Grasshopper

Chat can refer to any kind of communication over the internet, but traditionally refers to one-to-one communication through a text-based chat application commonly referred to as an instant messaging application. Today there is live chat software that enables businesses to talk to website visitors and help them from both a marketing and a customer service perspective.

A 2011 Forrester study showed that live chat can improve the user experience and provide an organization with valuable feedback from customers and prospects. "Because our marketing team ran the live chat, we were able to take the data and create new content to address some of the questions people had," remarked Mike Morris, VP of Customer Acquisition and Retention at Grasshopper. If you are an ecommerce marketer, adding a Live Chat feature to your website might help reduce your shopping cart abandonment rate.

52
LOYALTY OFFERS

> *"Customer loyalty was always desirable, but it was not as critical in the past as it is today."*

ROBERT PASSIKOFF
Author, *Predicting Market Success*

Loyalty offers are the exclusive gifts and genuine thank-yous given to loyal customers. They are a core part of loyalty marketing which seeks to improve customer retention through incentives. At their core, loyalty offers promote the behavior you want to see from your customers. That may include repeat purchases, longer relationships, referrals and even successful usage of a product. The types of rewards an organization gives out to loyal customers can range from special deals and discounts to birthday gifts and postcards.

Such small tokens of appreciation show a company's humane face and encourage more of the desired customer behavior. "Customer loyalty was always desirable, but it was not as critical in the past as it is today," wrote Robert Passikoff in *Predicting Market Success*. Passikoff noted that it costs seven to ten times more to recruit a new customer than to keep an existing one.

53
MASHUP

Digital mashups are the online products resulting from the combination of different concepts and their reinterpretation into a single content piece. A content mashup may contain multiple types of media drawn from pre-existing sources that comes together to form a new work.

Mashups help people see new connections between seemingly disparate concepts. With the decreasing cost of digital technologies and their widespread adoption by content producers, we are becoming increasingly immersed in a culture of digital mashups that help us learn, make money and entertain ourselves in new ways. As American academic Lawrence Lessig noted in 2008, "We're living in this remix culture."

That culture has expanded to different industries and mashups thrive in the world of marketing. For example, marketers are often borrowing from trends in the fashion, art and entertainment sectors. Just look at the incorporation of vintage images in marketing collateral, the creation of viral videos based on popular music songs or how gamification is being used to incentivise customer loyalty.
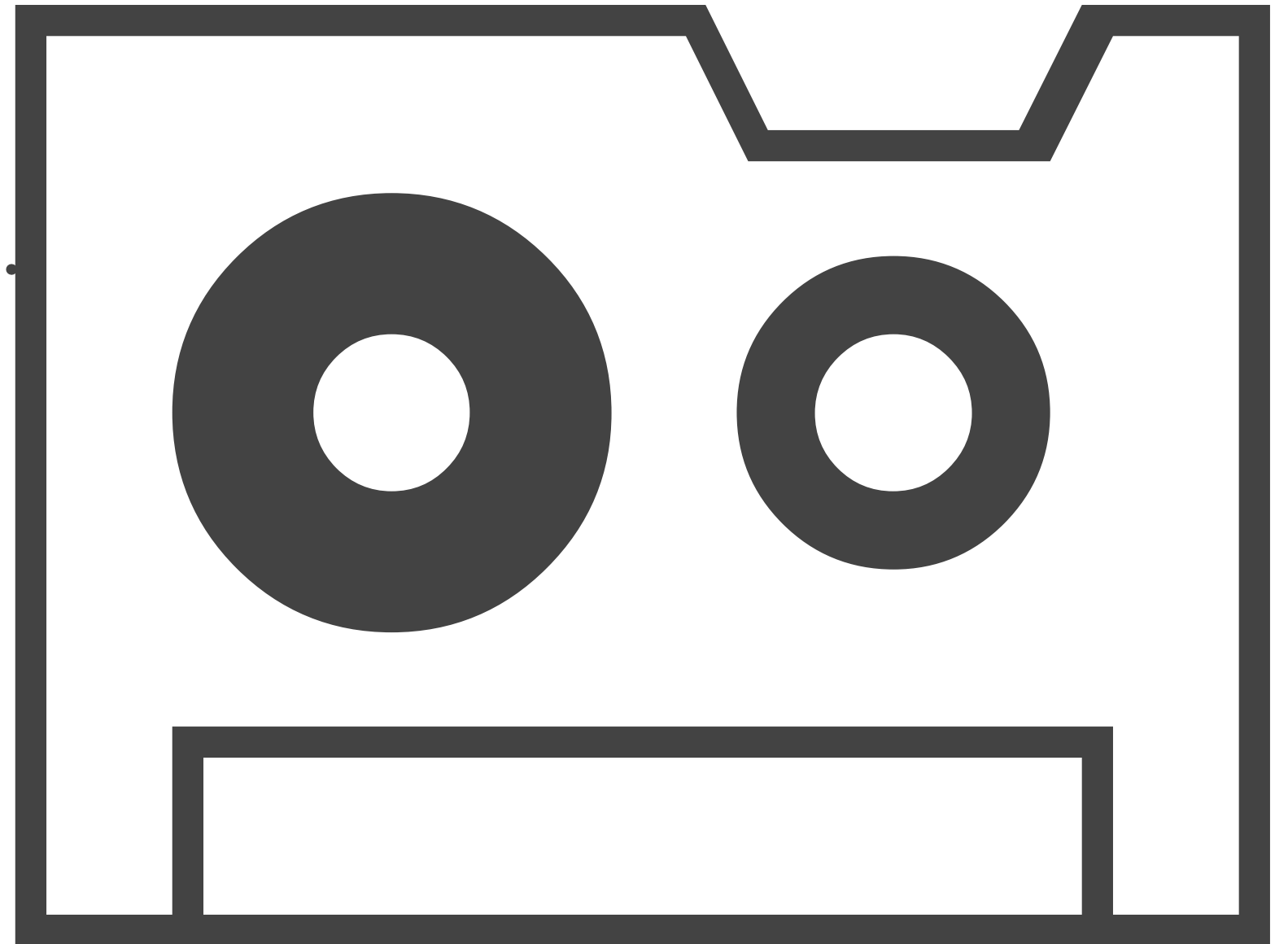
54
MEME

A meme is quite simply a concept, behavior, or idea that spreads, usually via the internet. Memes most commonly manifest themselves in a visual such as a picture or a video, but they can also take the form of a link, hashtag, a simple word or phrase (e.g. an intentional misspelling), or even an entire website.

Why are memes beneficial to marketers? It's mostly thanks to their proven success and shareability.

Rather than creating something from scratch and crossing your fingers that it 'goes viral,' you're leveraging an idea that is already successful. Since memes are so share-worthy, they're fantastic for generating traffic and visibility to your social media accounts. Memes attract +1s, likes, repins, comments, and shares like crazy, making it more likely that your social content will gain traction in social media and spread.

55
MICRO-BLOGGING
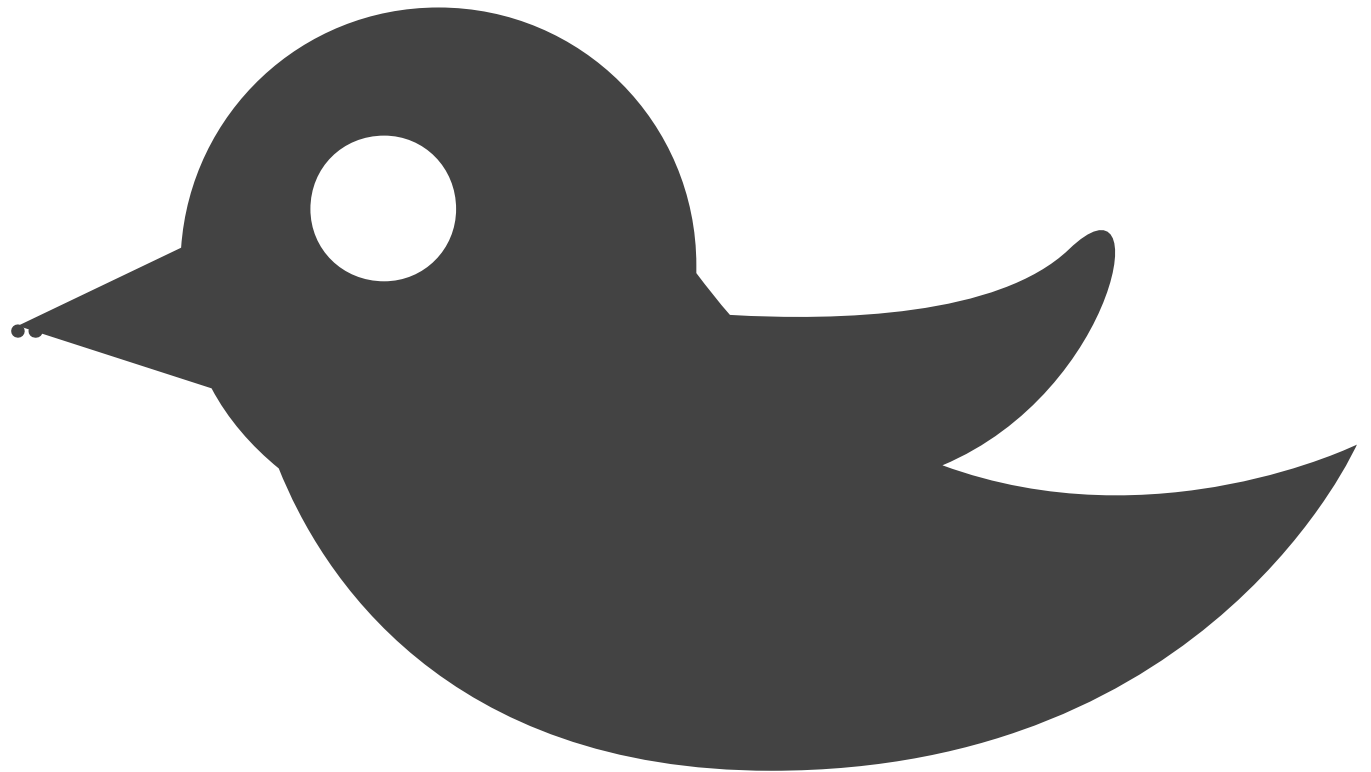
Micro-blogging is a shorter form of blogging. Created in 2005, Christian Neukirchen's Anarchaia is known as the first micro-blog, also known as tumblelog.

"It is very hard to explain what a tumblelog is, it's more than a linkblog but contains less writing than a usual blog," wrote Neukirchen. Anarchaia defined the framework of what a micro-blog should consist of--the mix of brief and disparate content pieces like images, quotations, thoughts and links.

"Tumblelogs clearly descend from the linkblogging family, but expand to also cover other media than plain links (pictures, videos, quotes, chat transcripts, etc," wrote Enthusiasms' Simen in In Praise of the Tumblelog.

With the rise of social media platforms like Twitter and Tumblr, micro-blogging gained more widespread popularity. Tumblr now has nearly 75 million blogs and Twitter has more than 500 million registered users. Both platforms have been used by marketers to tell compelling stories and reach out to a new audience.

56
MOBILE

> ❝ *The mobile market has opened up and is moving ahead at a rapid speed; now marketers can have client and buyers accessing their products and services everywhere they go.* ❞

YVONNE HANDFORD

SEO & Mobile Website Design Expert

Mobile marketing refers to marketing on a mobile device, which includes practices like reviewing and buying products right from your mobile device, mobile advertising and text-message marketing.

MobiLens data from comScore released in May indicates 72.5 million people in the US owned smartphones by March 2011, up 15% from the preceding three-month period. Stats like this make mobile marketing especially appealing channel for businesses to focus on. However, they are some general guidelines that you, as a marketer, need to be familiar with.

In his book *Marketing in the Moment* Michael Tasner mentions the importance of an opt-in policy, respecting customer privacy and clarity around fees and services. "Now is the best time to start leveraging mobile marketing, because it's still relatively new in the eyes of both marketers and consumers," he wrote.

"The mobile market has opened up and is moving ahead at a rapid speed; now marketers can have client and buyers accessing their products and services everywhere they go," said SEO and mobile website design expert Yvonne Handford in our LinkedIn discussion. "For a savvy marketer mobile marketing is like having your website, newspaper and magazine ads along with your TV commercials in your clients pocket 24/7... and they also get a beep to let them know you are there. "

57
MOVABLE TYPE

> *It ushered in the idea of scale -- of one-to-many.*

THORSTEN HOINS
Experienced Executive

Movable type is a system of printing that uses movable metal type pieces. It was preceded by woodblock printing, a technique for printing text, images or patterns which was also invented in China.

In the 14th century, after these East Asian innovations in the publishing sector, the German blacksmith Johannes Gutenberg introduced Europe to the printing press. This invention sought to meet the demand for mass book production and radically increased the dissemination of information, stimulated literacy and resulted in the spread of print houses across Europe.

The idea of democratizing learning through the printing press is similar to that of providing education to the consumer in the contemporary society. The tools might have changed, but the need for information distribution and access are as relevant as they have always been. As executive Thorsten Hoins noted in our LinkedIn discussion, moveable type "ushered in the idea of scale of one-to-many" communication which certainly shaped marketing.

58
NEWS-JACKING

Newsjacking refers to the practice of capitalizing on the popularity of a news story to amplify your sales and marketing success. The term was popularized due to David Meerman Scott's book *Newsjacking: How to Inject Your Ideas into a Breaking News Story and Generate Tons of Media Coverage*.

Basically, news is breaking every second in this crazy world of ours, and there's a point at which marketers have a unique opportunity to ride the popularity wave of a breaking story to benefit their business in some way. Now, the popularity dies down pretty quickly -- perhaps in hours, usually in days, if you're lucky, in weeks -- but the impact of seizing the story early to benefit your business is big ... especially compared to the effort you had to put in to get in on the action.

> ## Piggybacking on newsworthy information in marketing often leads to big successes.

Historically, we have encouraged marketers to keep track of newly released industry reports, upcoming events, and opportunities to tie their brand to a story that is currently generating a lot of buzz in the news. Such techniques help us become more agile marketers and gain stellar public exposure.

59

ONLINE CLASSIFIEDS

FOR SALE:

Traditional classifieds are short ads commonly placed in newspapers and other periodicals by private individuals. They are known as classifieds because they are grouped together under a distinct category that classifies them. Some categories, for instance, include *for sale*, *for rent*, *jobs* and *services*. Their cost, generally determined by word count, is lower than display newspaper ads placed by businesses.

Now the concept of the traditional classified has evolved with its shift to the web. The decline of print media didn't define the decline of this advertising method. It simply pushed it to adapt to a new platform. In fact, in the 2000s, with the rise of online classified sites like Craisglist, online classified advertising increased by 23%.
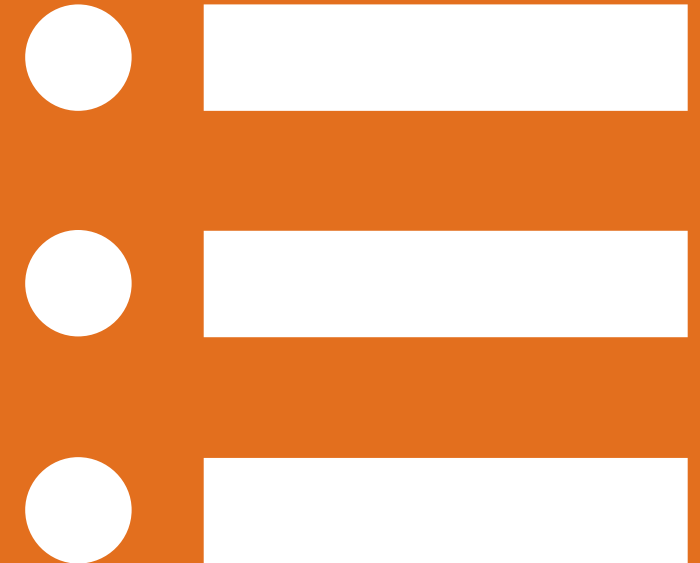
60
ONLINE VIDEO

Video is a powerful medium that can impact business results. Appealing to both audio and visual senses, video is powerful, emotion-evoking content that people love to share. Marketers can use video to generate traffic to their websites, build brand buzz, generate inbound links (which can help with SEO) and grow social media reach.

With over four billion videos viewed every day, YouTube is the leading video sharing platform. As a marketer you can upload your marketing videos to YouTube and use the channel as another tool for promotion and user feedback.

Some of the online marketing videos we've started seeing today are more like short movies than interruptive ads, and that's a fundamental shift from traditional advertising. Traditionally, the majority of the video ads out there (both on TV as well as on the web) revolve around a product or a service and are placed in between TV shows and movies. In this context, the TV shows and movies are the valuable content worth watching, and the ads are trying to steal minutes from your precious time to sell to you.

Now, however, we are seeing video ads that are the actual content and revolve around something bigger than a product or a service -- something a viewer would actually care about. This new generation of video marketing has swept us with its thought-provoking nature because it introduces content that, as AdWeek reporter Tim Nudd said, "makes you believe people don't have short attention spans after all."

61
OPT-IN

To opt-in, or subscribe to an email list, is to choose to receive email communication by supplying your email address to a particular company, website or individual thereby giving them permission to email you. The subscriber can often indicate areas of personal interest (e.g. mountain biking) and/or indicate what types of emails they wish to receive from the sender (e.g. newsletters).

In order to build a healthy email list, you need to ask people to formally opt-in to receive communication from your company. When they are aware of what they are signing up for, they will be more engaged with your brand and won't file complaints. Opt-in email addresses are the result of earning the interest and trust of your contact because you have something valuable and helpful to say.

When it comes to rented or purchased lists, you may come across vendors or marketers who say, "this email list is totally opt-in!" This means that the people on the list opted in to an email communication from someone at some point in time -- like the list provider, for example. What it doesn't mean, however, is that they opted in to receive email communications from your business. This is a critical distinction, and the next section of this post will go into more detail on why this type of "opt-in email list" (should be read with air quotes) is not a good idea for your email marketing program.

62
PAYWALLS

A paywall is a system that prevents internet readers from accessing web page content (most notably news content and scholarly publications) without a paid subscription.

A lot of newspapers don't charge their online readers but rely primarily on commercial advertising. There are also others that have implemented a hybrid approach, allowing users to access a certain number of articles online before they are asked to pay a subscription fee.

Such policy can add a richer and more sustainable set of profits to news organizations. The hope is that this revision in the business model will produce enough revenues to sustain newsroom operations. Yet financial critics like Reuters columnist Felix Salmon predict that paywalls will only result in loss of readership and a further drop in ad revenues.

Poynter noted that nine out of the 20 largest newspapers by circulation in the U.S. are or will be behind paywalls. Yet, in this same digital environment, new blogs have emerged to cover niche news and do so without asking readers to pay any subscribtion fees. That enables marketers to look for new advertising platforms that engage bigger audiences than some of the most recognized newspapers in America.

63
PERSONAL-IZATION

" *Being able to directly talk to a need is magical.* "

HOPE NEIMAN

Chief Marketing Officer at EMN8

You can become more relevant in your marketing communication with personalization which happens once you know the contacts that you are reaching out to.

One way to achieve personalization is through dynamic content. It refers to aspects of a website or email that change based on a website visitor's profile data or history of interactions with a company. Dynamic content came out of a desire to provide prospective customers a seamless, near intuitive path down the sales funnel--one that would recognize each potential buyer as an individual and adapt to his or her needs.

In email marketing, for instance, you can use dynamic tags to more granularly personalize your email content by inserting information you already have about your contacts into your email send. For instance, dynamic tags can include personal information, company information, social media information and even references to previous behavior.

On a website, dynamic content can change to display specific text or images that apply to each individual visitor. Such types of personalization tools, wrote in our LinkedIn discussion group Hope Neiman, Chief Marketing Officer at EMN8, are one of the biggest ideas that impacted marketing. "Being able to directly talk to a need is magical," she said.

64
PODCASTS

Podcast is a term that originated from combining "pod" (from the iPod) and "broadcast." It refers to a form of serial digital media content, generally audio and video, which people can subscribe to and download. Podcasts are distributed through web syndication and can be consumed on computer and mobile devices.

Listening to a podcast has become a leisure and educational activity to engage in on-the-go. Podcasting presents an affordable way for marketers to create content that promotes a product, service, or idea. Target customers can listen to the audio at their convenience: on a run, at the gym, in the car, etc.

Marc Maron, creator and host of top online comedy podcast, "WTF," said that podcasting is all about unscripted, in-depth, casual conversation. The medium itself is completely free, allowing freedoms that don't exist in the TV and public radio worlds.

It's important to build a strong podcast audience because putting all the work into producing something without attracting a following would just be a waste of time. As consistent listeners grow to appreciate your content, they will also share your content and grow in number, expanding your reach.

65
POST-SALES EXPERIENCE

> " *Companies need to make sure they provide great products and post sale support, because their customers are now part of their marketing, for better or worse.* "
>
> **STEVE GARFIELD**
> Video Expert

Traditional marketing has been notorious for its focus on driving people to make purchase decisions, without too much consideration the post-sales experience. Businesses could afford this type of behavior because their communication with customers was rarely seen as a dialogue. With the evolution of Web 2.0 technologies, however, the online feedback system has grown tremendously in favor of the customer and making people's voices heard.

This new dynamic has led to the development of post-sales service that includes ongoing education and support to ensure the happiness and retention of customers. A lot of organizations have implemented a set of metrics, such as adoption rate and customer success rate, that monitor the post-sale experience.

"Social media has changed marketing to include the post-sale experience," said video blogger Steve Garfield in our LinkedIn discussion. "Companies need to make sure they provide great products and post sale support, because their customers are now part of their marketing, for better or worse."

66
PPC
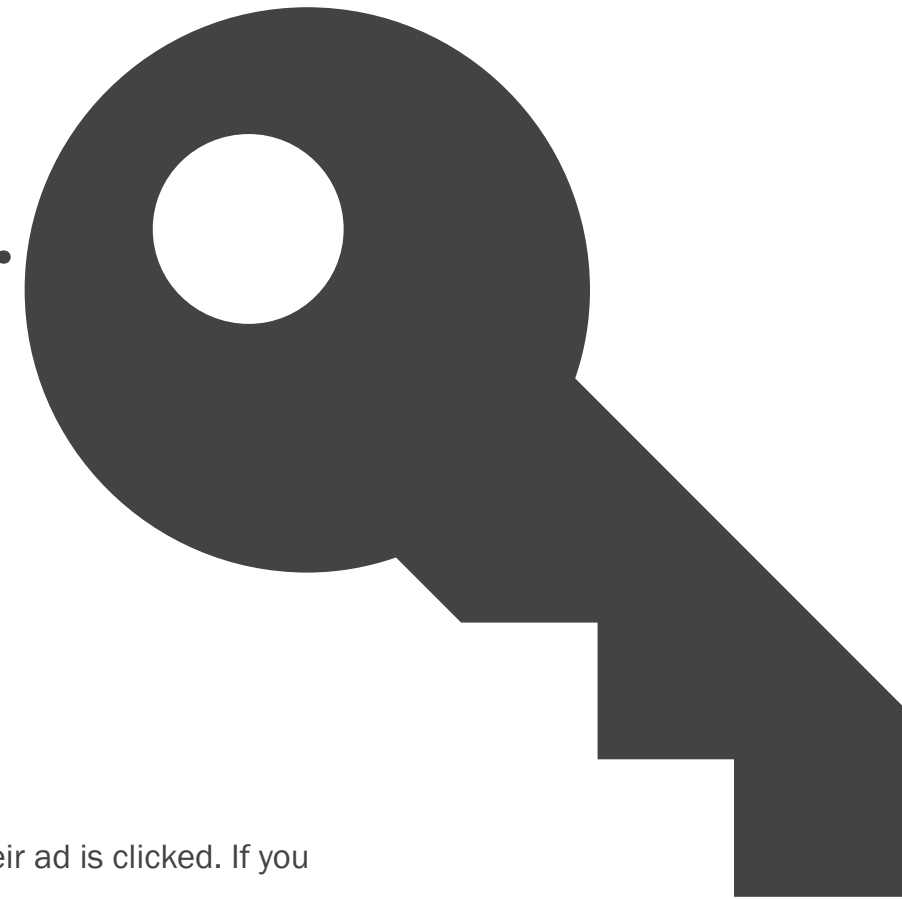
PPC stands for paid per click and is a form of online advertising in which the advertiser pays when their ad is clicked. If you do a keyword search on Google, Bing, or another leading search engines, you will notice contextual ads displayed around your results. A click on one of these results will charge the company paying for the featured ad.

There are three main elements of a paid search campaign: keywords, ads, and landing pages. You start out by giving search engines a list of keywords, which tells Google to display your ads on the results page when people search for those keywords. You then design your ads to be shown for these keywords, and your goal is to make them both relevant enough to the search query and attractive enough to get the searchers to click on them. Then, when viewers click on your ads, the ads direct them to your landing pages. The goal of your landing pages is to get the visitor to convert in some way – by buying your product, downloading an offer, etc. So paid search really comes down to managing, matching, and optimizing these three things.

When you think about how you should use paid search, one of the best ways to think about it is to use it as a complement to your inbound marketing efforts. You can use paid search to maximize your coverage on the search engine result pages. You can also use it to conduct landing page testing and find new keywords for your campaigns.

67
PR

Edward Bernays, the nephew of Sigmund Freud, is known as the leading figure behind the public relations industry and the use of propaganda for business growth. Starting his work in the 1920s, he used the power of psychoanalysis and symbolism to unlock the desires of the masses.

"His first efforts are, naturally, devoted to analyzing his client's problems. His next effort is to analyze his public," wrote Bernays about the public relations expert in his 1928 book *Propaganda*. While the world of marketing and PR has drastically changed from what was known in the 1920s, some gems in Bernays's philosophy still remain pertinent even today.

In a 2009 blog post "Is PR Dead?" HubSpot's co-founder and CEO, Brian Halligan, discussed how the profession has evolved throughout the years. With the incredible amounts of information available readily online, the habits of reporters have changed drastically from what they used to be in the 1900s when they needed help to seek out good stories. What is more, the status of the reporter itself has changed a lot throughout the years, with the emergence of bloggers and thought leaders who have accumulated enough credit and reputation, if not more, than a traditional news organization.
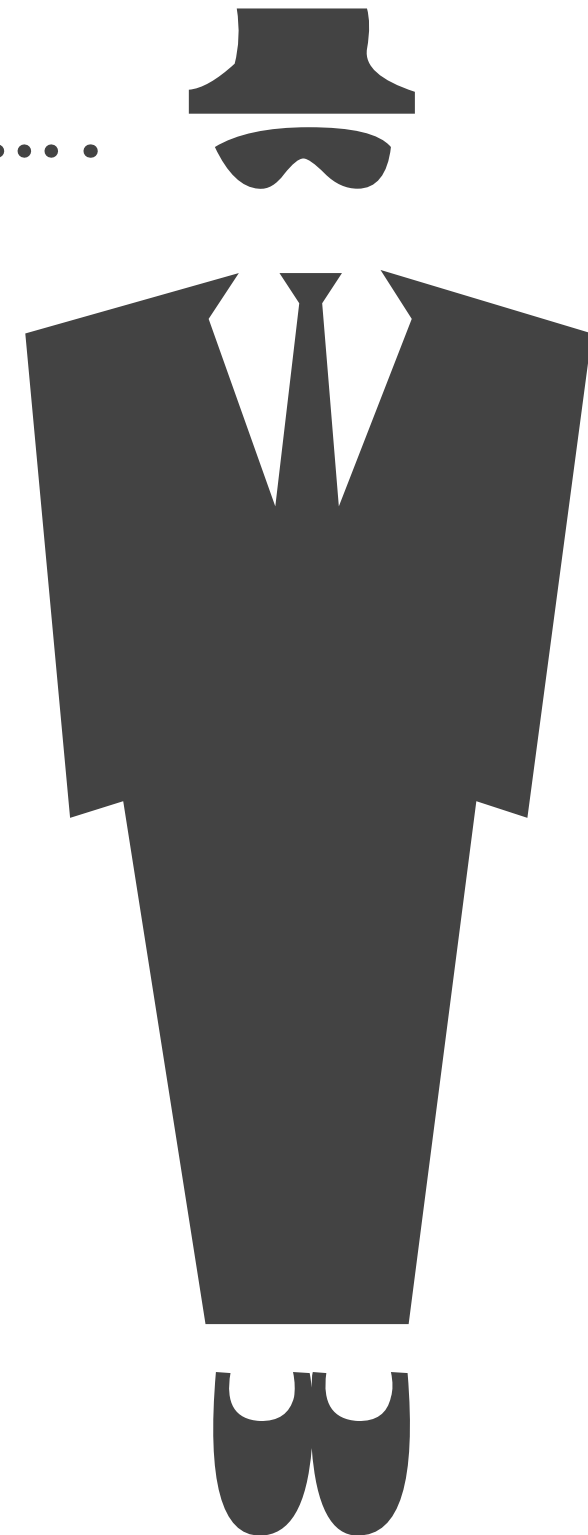
68
PRIVACY

We haven't had privacy for decades, but the social web is making that really clear.

SETH GODIN

Marketing Author & Speaker

Privacy is becoming an increasingly important theme in marketing today. Users react differently to the fact that more and more companies follow their behavior and collect data about them. "As people are becoming more aware of the value of their data, some are seeking to protect it, and sometimes sell it," wrote Julia Angwin and Emily Steel in a 2011 article titled *Web's Hot New Commodity: Privacy*.

This has certainly been true for privacy on Facebook and people's concerned with it. Consumer Report's annual State of the Net study, Mashable reported, breaks down social privacy into a number of categories: over-sharing by users, underuse of privacy controls, over-collection of data, over-sharing of data by apps and cyberbullying or harassment.

"I think the relentlessly ebbing of perceived privacy is happening faster than most people thought it would. This is leading to both small pockets of frustrated, trapped people who are afraid of what's known about them, and a larger portion of the population that's redefining what they think is normal," said Seth Godin.

69
PRODUCT PLACEMENT

Remember when you watch a movie and see one of the characters grab a Coke or type up something on their Apple lap top? While it now looks natural for these commercial products to be part of your daily dose of entertainment, their insertion in there had to be paid for.

People are accustomed to seeing products in music videos, movies, TV shows, books and magazines because product placement has become such a popular marketing tactic. Traditionally, we have content creators and advertisers: advertisers pay the content creators for the attention of the audience.

Now that the line between publishers and marketers has blurred, product placement has gained new functions. Marketers are the creators of valuable content and can place product information in their collateral. Make sure that your blog posts, ebooks, webinars, videos and presentations, while generally appealing, include information about what your company does and how that might benefit the prospect.

70
PROPA-GANDA

" The propagandist who specializes in interpreting enterprises and ideas to the public. "

EDWARD BERNAYS
Author, Propaganda

Propaganda is communication that seeks to spread agenda-driven ideas and manipulate people. It presents facts selectively or altogether distorts the truth in order to influence the masses to think or act in a specific way.

While initially the term was neutral, after the reality of Second World War, it gained negative connotations.

The nephew of Sigmund Freud, Edward Bernays is known as the leading figure behind the public relations industry and the use of propaganda for business growth. Starting his work in the 1920s, he used the power of psychoanalysis and symbolism to unlock the desires of the masses.

"The propagandist who specializes in interpreting enterprises and ideas to the public, and in interpreting the public to promulgators of new enterprises and ideas, has come to be known by the name of 'public relations counsel,'" wrote Edward Bernays in *Propaganda*.

71
PROSUMER

"Common consumers who were predicted to each become active to help personally improve or design the goods and services of the marketplace..."

DAVE CHAFFREY
CEO and co-founder,
Smart Insights

Prosumer is a term formed by combining the word producer with the word consumer and it describes participants in the Web 2.0 culture. The term explains the continuously blurring lines between consumers and producers in the online media landscape.

Dave Chaffey, CEO and co-founder at Smart Insights, mentioned in our LinkedIn discussion the growth of the Prosumer, facilitated by social media and customer feedback tools, as one idea that has changed marketing forever.

"Prosumers," Chaffey writes, "were common consumers who were predicted to each become active to help personally improve or design the goods and services of the marketplace, transforming it and their roles as consumers."

72

PUBLISHING

> ❝ *It was the publishing mentality that came to life through some of the first blogs.* ❞
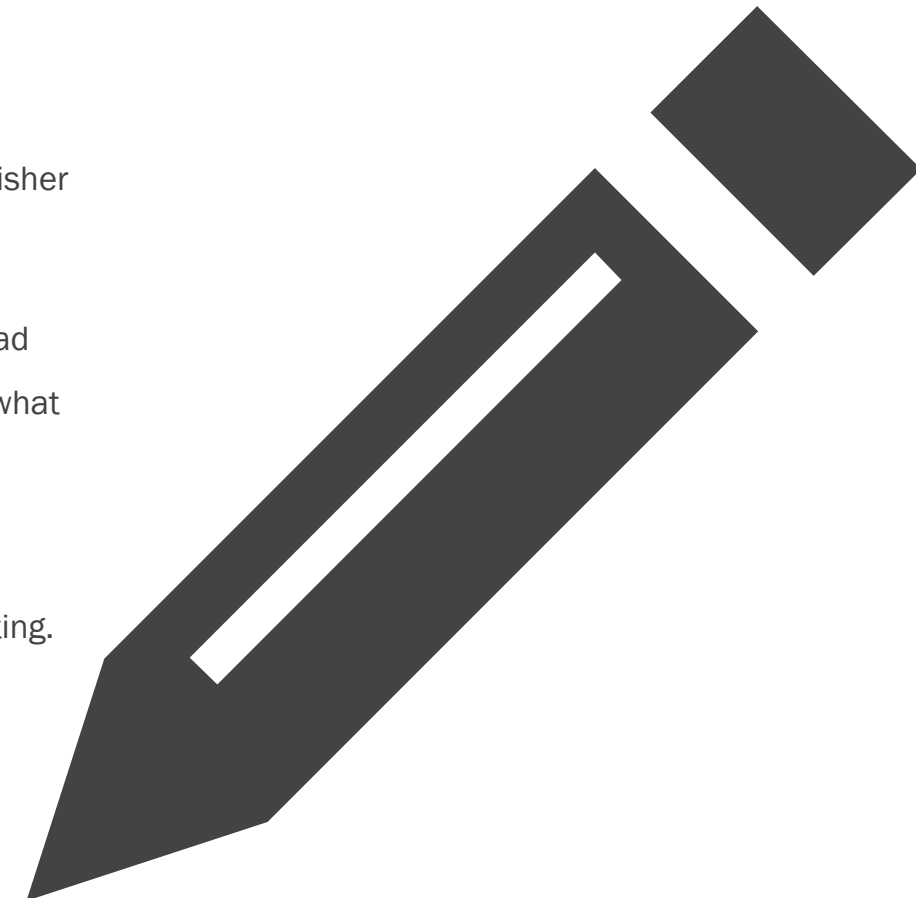
JOHN JANTSCH
Marketing consultant,
Best selling author

In a lot of ways, the world of marketing has adopted the publishing mentality. "Learn how to think like a publisher to market in digital channels," advised Rebecca Lieb in *Content Marketing: Think Like a Publisher*.

We are experiencing a fundamental shift of earning the attention of our target audiences, argued Liev. Instead of buying real estate from existing media channels, marketers are themselves becoming the media. That is what shapes the identity of our brands and the messages we carry.

"For me it was the publishing mentality that came to life through some of the first blogs," said John Jantsch, marketing consultant and best selling author, in our LinkedIn discussion about the biggest change in marketing. "When everyone started to understand that behavior and when the search engines started rewarding that behavior, the game changed dramatically and forever."

73

REAL TIME

> ❝ *Now we can communicate with our customers and buyers instantly.* ❞

DAVID MEERMAN SCOTT
Marketing Speaker & Author

With the abundance of information and places to click in the digital word, the length of people's attention spans keeps decreasing. To keep users engaged, marketers need to present answers and communication opportunities in real time.

If you are looking for a specific restaurant online, you want to find it now. If you don't get any results, you can quickly change your mind and look up a different restaurant.

Instant access to information has become a must-have.

Marketing speaker and author David Meerman Scott points out real time as the biggest idea that has changed marketing. "Now we can communicate with our customers and buyers instantly. Google now indexes in real time. That allows a timely blog post to be seen by journalists as they search for more information on a topic for example," he noted in our LinkedIn discussion. This should inspire marketers to think in real-time mode rater than campaign mode which will give them a competitive advantage.

74
RELEVANCE

> ❝ *The continuous evolution of the algorithms in search engines and the quest for relevance.* ❞

ROB SCHMELZ
E-Commerce Professional

In order for marketing to be effective, it has to be relevant to the unique user. This is true across all marketing channels, including paid advertising, search, social media and email.

When it comes to search on Google, for instance, the results one sees are based on one's unique location and previous search history. The incorporation of Google+ into search results presents the perfect example of the increasing importance of relevance in our information consumption. Now your social contacts also impact the types of information you see and what's more relevant to you.

It's a similar case with email marketing. A 2009 Forrester research showed that while marketers will keep spending their budgets on email, they have to consider ways to make their messages more relevant than ever. "By 2014 direct marketers will waste $144 million on emails that never reach their primary target," said Forrester Research Vice President and Principal Analyst David Daniels. "Successful Direct Marketing pros will alter their tactics to overcome inbox clutter and increase relevancy."
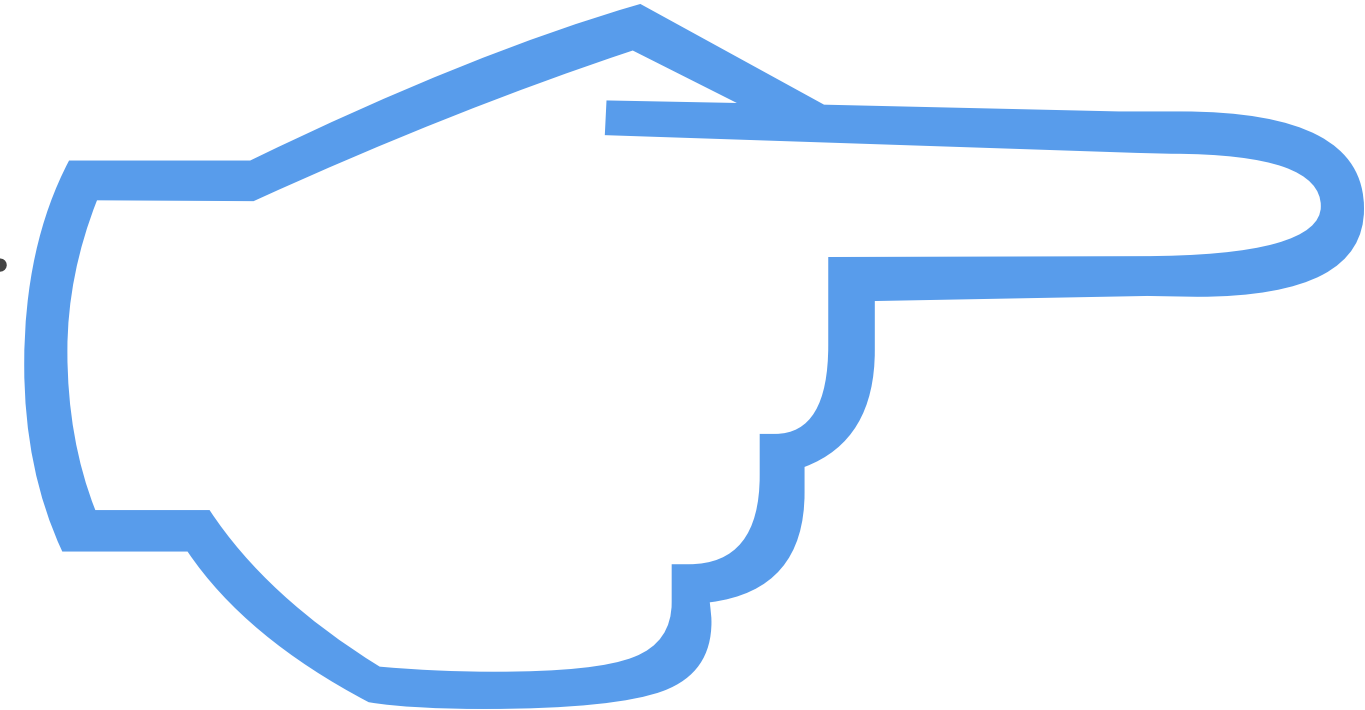
According to HubSpot's Science of Email Marketing research, one of the most common responses indicated that when people decide to subscribe to emails from companies, they expect the emails to be relevant to their interests. In fact, 38% of respondents specifically referenced the word "relevance."

75

RE-
TARGETING

Retargeting is a form of online advertising that targets people who have previously engaged with your brand. It can be used across a range of marketing channels, including web sites, search and email. Retargeting seeks to increase your brand awareness, retain your website visitors and push them down the sales funnel.

Site-based retargeting surfaces banner ads in front of someone who has previously visited your website. In order to set it up, you can work with retargeting companies like Adroll, Retargeter, Fetchback and Chango. They will place a retargeting pixel across your entire site or specific pages of your site. Then, once a visitor lands on your site, a cookie will be dropped on the user, explained Retargeter. Once the visitor leaves your site, the cookie will 'follow along' and reveal the person's 'identity' when she visits other sites. If the sites that your visitor lands on offer available ad space, your retargeting company will bid on that space. If they are the highest bidder, your ad will be the one displayed on the page.

Search retargeting works in a similar way. It allows advertisers to reach back out to users who have previously searched for their brand name or target keywords, explained Joanna Lord, the VP of Growth Marketing at SEOmoz.

76
ROI

ROI stands for Return On Investment and more and more marketers are focused on this term today. Every marketing initiative needs to deliver a clear ROI in order to sustain itself and receive resources in the future. In order to prove that a certain marketing initiatives bring real business revenue, businesses have to implement closed-loop marketing and track exactly how a prospect travels through the funnel before they become a customer.

"Connecting your marketing spending to actual sales and revenue has always been a convoluted path, but never a more urgent one than today," wrote Leland Harden and Bob Heyman in *Marketing by the Numbers*.

The ROI of some traditional marketing efforts, like direct mail pieces and billboard ads, have unclear ROI. If you focus on inbound marketing, however, you will see consistent results. It takes time, dedication, and hard work to create great content and generate inbound leads. But those who are willing to do the work get to see a real return on investment.

77

RSS FEED

RSS which stands for Really Simple Syndication and presents a news feed used for providing users with frequently updated content. Content distributors syndicate a web feed, thereby allowing users to subscribe to it in RSS reader or via e-mail.

Why should this matter to marketers? RSS a quick and reliable way to keep track of information on websites that you care about. It beats having to visit these sites sporadically. Since the information is formatted in a consistent manner, you end up spending less time 'scanning' the information.

Imagine if your newspaper was printed such that each article was in it's own font and had it's own layout. That's the way the web is for you without RSS. Using RSS fixes that problem. Net result is that you're able to process information more efficiently than doing this manually. It's worth the ten minutes time it takes to get started.

As a marketer, you can use RSS feed to stay on top of industry trends and topics and brainstorm content creation ideas, which will help your lead generation efforts and thought leadership.

78

SEGMENT-ATION

Segmentation is a marketing tactic that allows organizations to target a prospective or current customer with the most relevant messages to her needs and preferences.

Most businesses, whether B2B or B2C, don't cater to just one type of customer, even if they only sell one product or service. There is no one-size-fits-all customer, and there are usually several ideal customers for any given business. If you own a plumbing company, for example, you might cater to the landlord of a big apartment building as well as the owner of a single family home. These are two very different types of customers who have very different problems and needs, meaning they should be treated quite differently.

According to the MarketingSherpa 2012 Email Marketing Benchmark Report, 32% of marketers say segmenting their email database is one of their organization's top objectives in the next 12 months. Furthermore, 52% of marketers say they have a great need to improve email database segmentation.

What are the benefits of segmentation in marketing? Besides leading to a better user experience, segmentation is also results more effective than general marketing messages. In email marketing, according to eMarketer, 39% of marketers who practice list segmentation see better open rates and 28% see lower opt-out and unsubscribe rates.

79
SEO

> ❝ *The best link building is when you hit the* Publish *button.* ❞

RAND FISHKIN
CEO, SEOmoz

Search engines have become a core resource for individuals looking to conduct product research and find the right tools and services for their needs. Search engines are a larger source of business referrals than the Yellow Pages. Businesses no longer need to spend thousands of dollars on advertising in directories and magazines. Every business with a website has the potential to get found by more customers online. The way to do this is through search engine optimization (SEO).

Many websites are sitting on big opportunities to get found by more people online. Search engine optimization is an effective way to get more traffic to your website and improve the quality of that traffic.

"The best link building is when you hit the Publish button," advised Rand Fishkin, the CEO of SEOmoz. Fishkin encouraged businesses to build inbound marketing content, like a blog, industry reports and other valuable offers, which can help attract traffic to their online real estate. "Attracting links naturally is not easy, but it is incredibly worthwhile," added Fishkin.

80
SHARE-ABILITY

The rate at which information spreads online is fantastically high today. A video posted on YouTube can accumulate thousands of views in a few hours. A single tweet can be shared with people all over the world and make the evening news. Same with images, blog posts and other interactions on social media.

With the increased shareability online content travels much farther that it was ever able to just a few years ago. This is drastically changing the game for marketers as it enables us to think of new avenues for sharing remarkable ideas.

For instance, you can add a level of shareability to all your marketing assets, including blog posts, email communication, web pages, ads, etc. Think of ways to make your content more engaging so that you increase its chances to spread online.

81
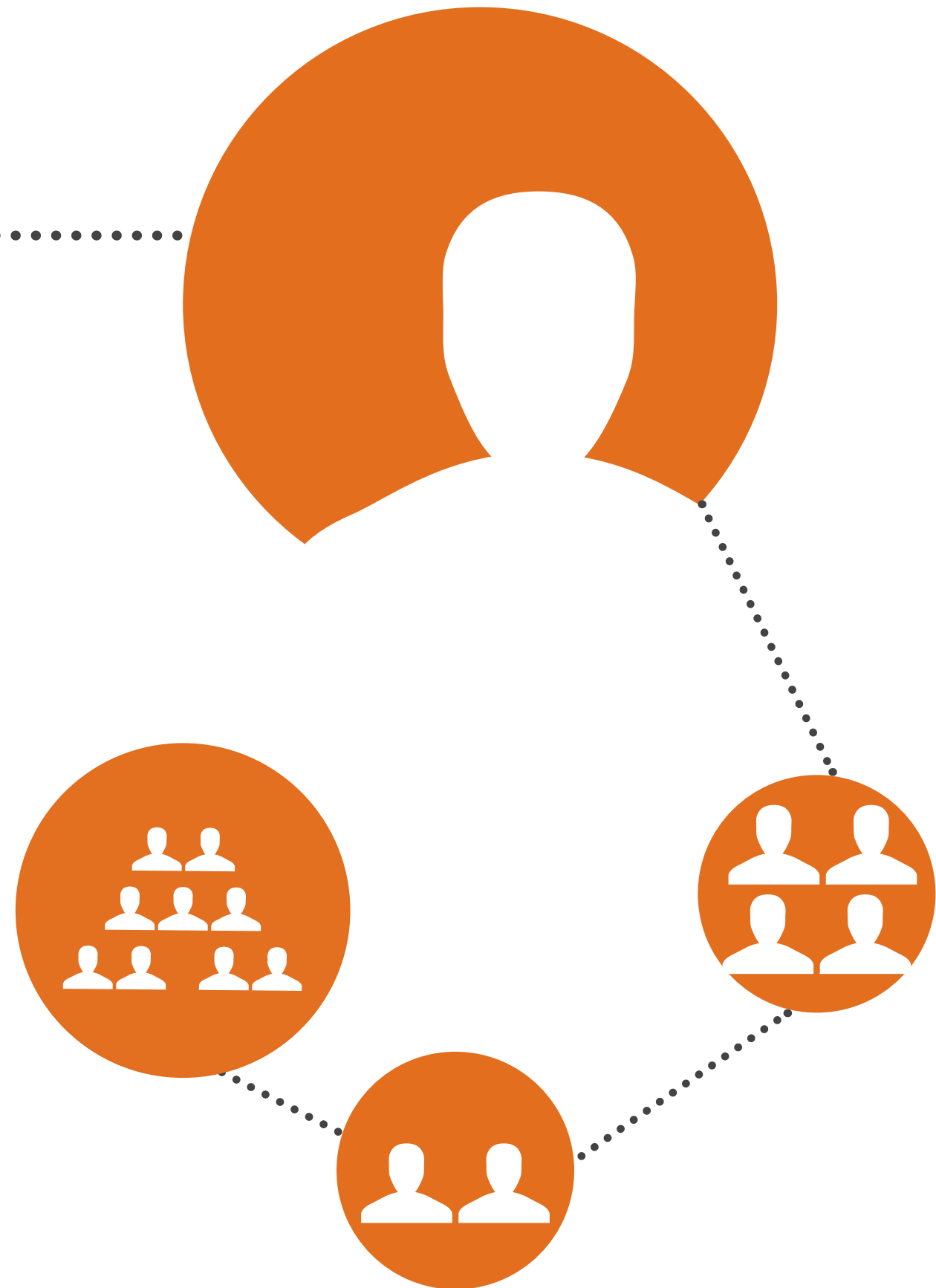
SHOPPING CART SOFTWARE

Ecommerce websites provide their users with shopping cart software to facilitate the online payment process. The software enables customers to gather the items that they want to purchase in one shopping basket and then calculates the total cost, including shipping and handling fees.

While many online shopping experiences are smooth sailing, others can range anywhere from mildly frustrating to just plain cringe-inducing. As an ecommerce marketer, you need to make it easy for visitors to find the products they want and establish credibility. Make your checkout process as short and simple as possible. There are enough distractions on the path to purchase; make sure you aren't adding to the noise. Also, consider including customer reviews and ratings. In fact, a study from CompUSA and iPerceptions showed 63% of consumers are more likely to purchase from a site if it has product ratings and reviews.

82
SMART-PHONES

A smartphone is a mobile phone is a built on an operating system that integrates with third-party applications thanks to its advanced application programming interfaces (APIs). According to a 2012 Nielsen report the most popular smarthhones in the U.S. are Google's Android, Apple's iPhone, and Blackberry. 48 % of Nielsen's survey respondents said they owned an Android and 32% - an iPhone.

Modern smartphones offer high-speed internet access (provided by wifi and mobile broadband) and allow for active web browsing. Social networking, checking email, navigation, reading news or entertainment and product and services research are among some of the most common activities users engage in with a smartphone. Study after study show that accessing email via mobile devices is on the rise and defines dominant consumer habits.

> Now that half of U.S. mobile consumers own smartphones, marketers need to consider how their content displays on small screens.

Consider how you can design responsive web pages and emails that have been tested across browsers and mobile devices. By optimizing the viewing experience of your mobile user, you increase their satisfaction with your brand as well as your chances for getting them further engaged.

83
SOCIAL NETWORKS

> " *Social media has made consumers and companies definitely more involved with each other and creates a whole new channel for direct communication and conversation.* "

JUHIN RAJANI

Research Analyst,
Verbatim Advisory Group

With the invention of the World Wide Web in 1990, the internet opened up multi- directional communication channels and embraced collaboration. Its digital format removed the physical limitations and expensive cost of producing and distributing information. Forums and chat rooms started to populate the digital landscape, often used to share news. Internet Relay Chat (IRC), for instance, was introduced to the general public in 1991, when the platform offered real-time coverage of the First Gulf War.

In the early 2000s, people joined the new participatory media culture by creating and disseminating content through their personal computers, smart phones and digital cameras. Online users started blogging, video broadcasting and using social media. Social networking site Facebook, which was founded in 2002, now has more than 900 million active users. Other popular social networks include Twitter, LinkedIn, Pinterest, Google+ and YouTube.

"Social marketing changed marketing forever," wrote Jose Antonio Sanchez, Communications Specialist at Uberflip, in our LinkedIn discussion. "Marketers have realized that they need to have valuable two-way conversations with their audience before getting it to 'buy' their product. Consumers can be convinced but not persuaded anymore."

84
SOCIAL PROOF

YOU ROCK

Social proof, also referred to as "informational social influence," is the concept that people will conform to the actions of others under the assumption that those actions are reflective of the correct behavior. In other words, it's the mentality that, if other people are doing it, and I trust those people, that's validation that I should also be doing it. This third-party validation can be a very powerful motivator for your site visitors' and prospects' actions.

One traditional example of social proof is when TV shows play canned laughter or recorded applause to elevate the perception of funny or applaudable situations. So while the concept of social proof may be nothing new, the rise of the internet and social media adoption have certainly made social proof a lot easier to leverage and exploit, especially in a marketing context. Building and providing better visibility for your business' social proof can be a powerful addition to your marketing strategy.

The forms of social proof in marketing can vary from social media praises and social advertising to case studies, testimonials and user reviews.

85
SPAM
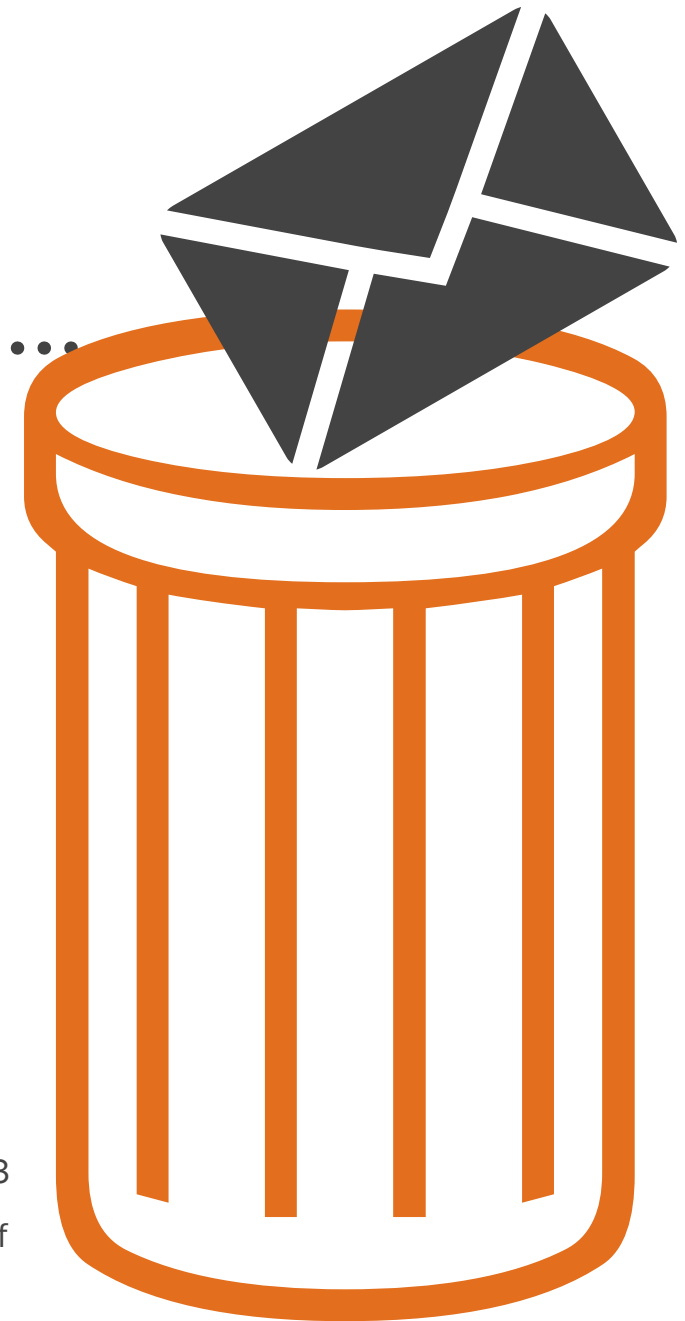
Spam is electronic communication sent to someone who has not opted-in or given permission to the sender. Generally, it's unwanted and unexpected email from a sender unknown to the recipient. However, it can also apply to other mediums such as instant messaging spam, wiki groups and forums, blog and even social networks.

In 2003, President George W. Bush signed a bill Controlling the Assault of Non-Solicited Pornography And Marketing Act of 2003 (CAN-SPAM) that helped establish the first national standards for the sending of commercial email. Some of the requirements of the act, for instance, include that commercial email must include the sender's valid physical postal address and provide an opt-out mechanism for recipients.

When it comes to email marketing, filtering software searches for keywords and other indicators that identify the email as potential spam. This type of blocking occurs on a per email basis. Just a few spam complaints can land an email service provider or IP address on a blacklist despite the fact that the ratio of complaints to volume of email sent is extremely low. In order to ensure they cannot be criminalized under the CAN-SPAM law marketers need to ensure that they are formally opting in their recipients into email communication. That means marketers need to practice what Seth Godin called "permission marketing."

"Permission marketing," wrote Godin, "is the privilege (not the right) of delivering anticipated, personal and relevant messages to people who actually want to get them."

86
SWAG

Swag are promotional items that are given out to the public and encourage brand recognition. These merchandise gifts are generally articles people use frequently in their everyday lives, such as pens, calendars, mugs and baseball hats. Swag items usually include an organization's branding and messaging, which might include a logo, company colors or taglines.

Swag is usually given out at company events, conferences and tradeshows. They can also be used as incentives for participation in contests and raffles. Marketing professionals can come up with some clever swag ideas that complement their company's mission and tone of voice. We at Hubspot, for instance, created a series of summer-themed promotional items that included orange beach towels, flip flops, and frisbees.

87
TABLETS
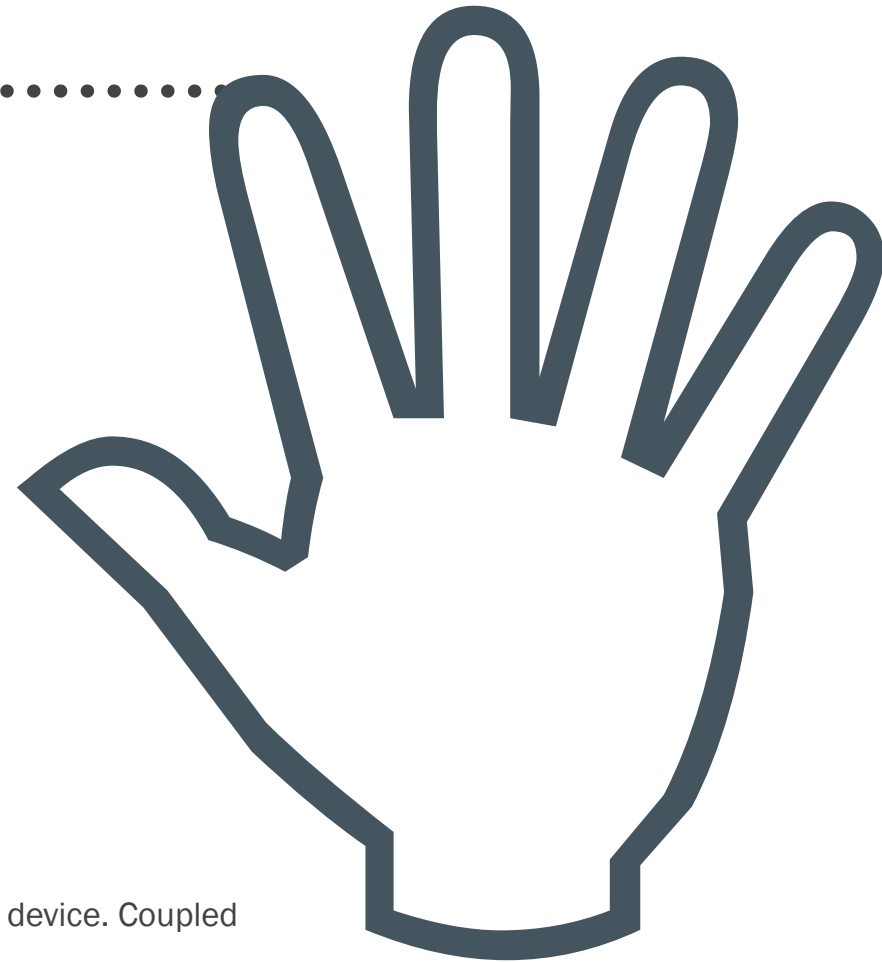
A tablet is a mobile computer with a flat touch screen that is operated by three primary methods: touching the screen, with an onscreen virtual keyboard or a passive stylus pen. Some of the most popular tablets on the market include Apple's iPad, Amazon's Kindle and Barnes and Noble's Nook.

The touch screen operation of the tablet has become intuitive for users, allowing them to easily navigate the device. Coupled with its light weight, touch screen navigation allows for interacting with the tablet in environments that aren't conducive to other computer usage, like lying in bed or holding the device with just one hand.

Their different type of operation requires a fresh look into the way people engage with content online. Marketers need to consider how to improve the reading and conversion experience for prospects who use tablets. That might include the design of bigger buttons, simplifying information and creation of a navigation that is based on scrolling. Before you start investing in these optimization strategies, however, find out what percentage of your website visitors come from tablets in comparison to other electronic devices.

Why else should marketers care about tablets? According to Econsultancy tablets are delivering high conversion rates and high order values. This strong return on investment might be due to the newness of the medium.

88
TV & RADIO

To a large extent the broadcast nature of radio and television defined marketing in the 1900s. In the 1930s, the birth of radio introduced the concept of mass broadcasting. For the first time large audiences could gather and together consume the news as it occurred. In his book Understanding Media, scholar Marshall McLuhan described radio as a "hot" medium because of its real-life features, such as intonation and tone of voice, which captured the listener's attention.

After the invention of television in the 1950s, viewers were largely attracted to new type of broadcasting and soon listed TV as their main source of information. The notion of news as a product for ready consumption has largely defined the relationship between storytellers and the public.

In this way, mass media face serious challenges engaging in direct conversations with the public, serving more as an authority than a forum. For audiences, as Clay Shirky observed on his personal website, traditional mass media remained "something that is done to them." He described the imbalanced relationship between news producers and the public as "the all-absorbing Ying to mass media's all-producing Yang."

With the emergence of the internet and the Web 2.0, we have seen a drastic change from this culture of broadcasting to a much more collaborative and feedback-oriented reality. As technology changes, so does marketing.

89
TECHNOLOGY

> *"All which sets apart the pattern of thinking, style of doing work and brings the marketer closer to the customer."*
>
> **KC JHAVERI**
> Marketing Enthusiast

In 1997, Ray Ozzie founded Groove Networks, a provider of collaboration software where HubSpot's CEO and co-founder, Brian Halligan, used to work as the VP of Sales. That is how Ozzie and Halligan first crossed paths and started building their long-lasting friendship. The lesson Halligan took away from his work with Ozzie was to keep an eye on emerging technology and its influence on business operations. That helped him realize the importance of "looking into the future of technology and how it will impact business."

Not surprisingly, this is one of the fundamental principles HubSpot was built on—matching a product to the new ways in which people shop. Technology impacts shopping behavior which, in turn, dictates changes in business. "This notion of 'major transformations' is very much part of our DNA," said Halligan about HubSpot.

Ozzie recognized the transformational role technology has played in the past five years and predicted similarly turbulent times ahead of us. "Organizations worldwide, in every industry, are now stepping back and re-thinking the basics; questioning their most fundamental structural tenets," he wrote. Doing so is necessary for their long-term growth and survival."

Marketing enthusiast KC Jhaveri commented in our LinkedIn discussion that revolutionary products like the iPod, QR codes, the bluetooth, mobile apps, Google and its basket of services have all set apart a new "pattern of thinking, style of doing work and brings the marketer closer to the customer."

90
TEXT MESSAGING

> " *Never before have you been able to get your message, in almost any medium or channel directly into the hands of your target market, almost instantly.* "
>
> **DAVID J. CIUP**
> President, Ad Mobile Direct

Text messaging is a term used to describe the exchange of short written messages between mobile phones. It includes SMS (short message service) and MMS (multimedia messaging service).

While text messaging is notorious for having originated as a teen trend, its adoption rose dramatically across other generations in recent years. In 2009, CTIA, wireless industry trade group, reported that 3.5 billion text messages are sent and received every day. Some of the reasons why it became big so quickly include its low cost, convenience, immediacy, privacy and ubiquity.

Text messages can complement traditional and inbound marketing approaches and has become increasingly popular with the rapid adoption of smart phones and mobile devices. It emerged as a marketing asset in the early 2000s and has been adopted by big brands like Coca Cola, Adidas and even the Obama campaign in 2008. Yet, a lot of organizations are less prepared to take advantage of this channel for marketing. "Given the current economic environment, especially for new media, the marketing industry is being slow to recognize and resistant to adopting SMS as a fundamental part of the communication mix of today's society," explained Edward Orr, Vice President of UCP AG. As David J. Ciup, President at Ad Mobile Direct, said in our LinkedIn discussion, "SMS or Text Message Marketing has forever changed marketing. Never before have you been able to get your message, in almost any medium or channel directly into the hands of your target market, almost instantly with over 90% open rates. Unheard of."

91
THE INTERNET

It fundamentally changed marketing from 'one message for many' to 'messages for individuals.'

VAUGHN ARMSTRONG
Director, Market Nurturing and Inboundology

The internet, short for internetwork, is a system of interconnected computer networks. It carries a range of information resources and services, such as the inter-linked hypertext documents of the World Wide Web and the infrastructure to support email. As of 2011, more than 2.2 billion people – nearly a third of Earth's population — use the internet.

The internet has drastically changed the way humans access information and communicate with one another. As Vaughn Armstrong, Directory at Marketing Nurturing and Inboundology said in our LinkedIn discussion, "It fundamentally changed marketing from 'one message for many' to 'messages for individuals.'"

It has completely reshaped modern communication technologies like the radio, telephone and television. As an increasing number of people connect thanks to the internet, making us feel part of the same city.

92
TRANS-PARENCY

> " *Information is so much more valuable if people are opting to share it with you.* "

CAMERON CHAPMAN
Cameron Chapman

Transparency has become a key value in the online marketing landscape and highly important when it comes to marketing. The idea that readers and consumers--folks who previously didn't have much decision-making power when it comes to the information broadcast to them--can now openly criticize companies for their work ethics, products or services, customer support or even culture has opened a whole new world of opportunities. Such transparency encourages audiences to become active participants in new marketing culture. Voting systems, virtual rewards and elimination of anonymity reflect the new values reinforced by the digital age, including the need for collaboration, transparency and discussion.

"I know from a marketing standpoint, there's this feeling that the more information we can collect the better," said Cameron Chapman for HubSpot's ebook *54 Pearls of Marketing Wisdom*. "But from an actual customer relationship standpoint, that information is so much more valuable if people are opting to share it with you. And that's something that social networks are just starting to understand and address. But if it had been addressed from the beginning, I think there would be a lot more trust in the social media sphere."

93
USABILITY

> ❝Design provides true product definition, based on goals of users, needs of business, and constraints of technology.❞
>
> **ALAN COOPER**
> Usability Expert

Usability has become a key element in delivering a positive experience for website visitors and keeping them engaged with your resources online. Don't confuse usability for just the look and feel of something--it's much more than that. It's what makes the functions of a platform visible or hidden.

It helps users understand your web site or application for the first time, without training or help. What is more, it increases the efficiency of your visitors, helping them accomplish tasks fast and successfully.

"Design provides true product definition, based on goals of users, needs of business, and constraints of technology," wrote Alan Cooper in *About Face 3: The Essentials of Interaction Design*.

When you think about website usability, check if your navigation is clear, if you are using the right colors across your web pages and whether page elements are consistent. That will enhance the learning model of your visitors and help them create quick associations about where information is located.

94
VALUE PROP

Value proposition, in its simplest form, is the answer to the question, "What is in it for me?" It points out the primary reason a visitor will choose to engage with your brand, whether that means making a purchase, clicking on a call-to-action, converting on a landing page or subscribing to your blog.

Why should people become customers for you? There needs to be a value proposition to encourage them. Zappos does a nice job of offering free shipping and a 365-day return policy, which saves consumers money and puts their mind at ease about a potential return policy. Old Navy has also done a nice job by putting its low prices right in the search results and also creating a sense of urgency with its call-to-action.

A solid value proposition is a prerequisite for a successful marketing campaign, whether that might include email communication, landing page optimization or even social media advertising. For instance, here are ten examples of Facebook ads with good value proposition.
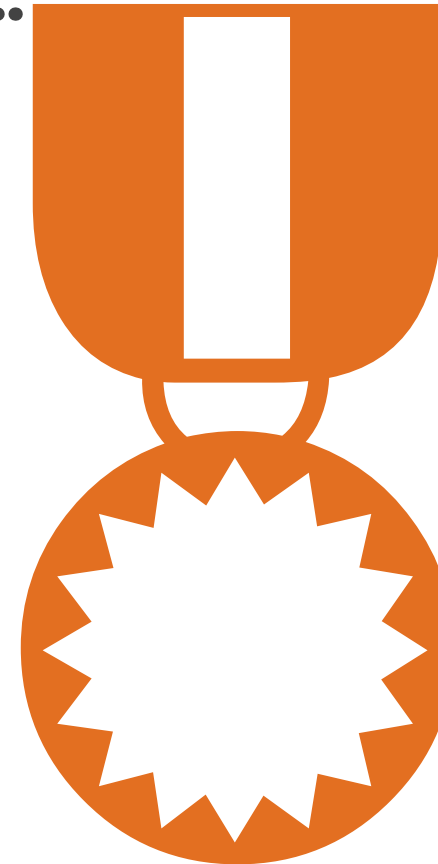
95
VIRALITY

> **"** *Viral marketing is an idea that spreads--and an idea that while it is spreading actually helps market your business or cause.* **"**
>
> **SETH GODIN**
> Marketing Author & Speaker

Viral marketing is word-of-mouth marketing that is carried out voluntarily by a company's advocates. "Viral marketing," wrote Seth Godin in 2008, "is an idea that spreads--and an idea that while it is spreading actually helps market your business or cause." Godin goes on two describe two types of viral marketing: one in which the message that spreads is the product itself and another in which the message isn't related to the product. YouTube as a platform would be an example of the first one, and a video on YouTube would be an example of the second.

Email has facilitated the spread of the second type of viral marketing. Tools such as "send this page, article or website to a friend" encourage people to refer or recommend your newsletter, company, product, service or specific offers to other people.

In order to leverage viral marketing, you need to have a strong community that will start the process of spreading your message. You can build your community even before you have a product. Letting users into the process early helped to provide a sense of ownership while it gave the company valuable feedback needed to make the product better.

"Being viral isn't the hard part," observes Godin. "The hard part is making that viral element actually produce something of value, not just entertainment for the client or your boss."

96

VISUAL CONTENT
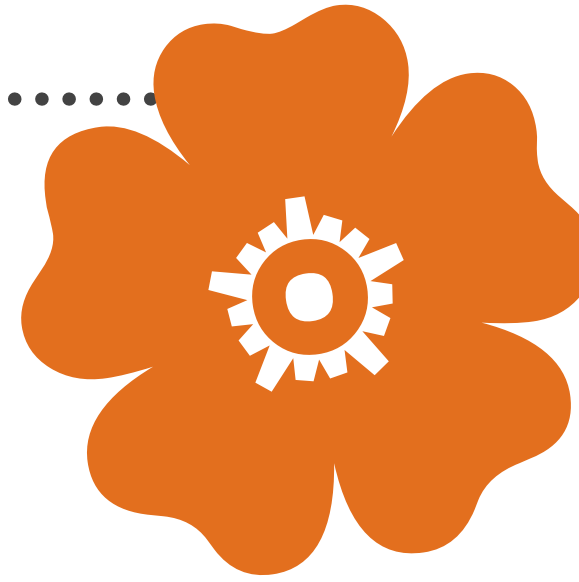
The rise of visual storytelling as a means of spreading a marketing message couldn't possibly have evaded you. A number of image-based platforms out there, including Pinterest, Instagram, and SlideShare, have already made a strong statement about how visual content can impact business results.

"For a long while I thought about marketing as wordsmithing – putting an abstract idea into a sentence, picking just the right words," wrote Iris Shoor, the co-founder and VP Product Marketing at Takipi. "But then things started to change – less text please, more graphics – we'd rather see it than read it."

Images, presentations, and infographics are getting shared with ease, attracting thousands of views and sending tons of traffic to their original sources. Then, marketers assume the responsibility of qualifying the new visits and converting them into leads.

Images on the web can take control of your time in an instant and lead you down a path that you didn't intend on taking. You must have experienced the irresistible urge of flipping through photos during your lunch break and letting them distract you for a minute or two. One moment, you find yourself laughing over the images and the next moment, you are sharing them with friends.

97
VOICE

> **" The social web allows the 'little people' to have a voice. "**
>
> **ADAM DUKES**
> Author & Entrepreneur

Marketing, like mainstream media before the 2000s, used to be mainly about broadcasting a message to the masses. With the mushrooming of new online communication platforms, the process of information dissemination has radically changed. The power of publicity is no longer only in the hands of traditional media outlets. The new reader, with her growing Web presence and personal brand, also has access to broadcasting technologies. Channels like YouTube, Twitter and Facebook has given voices to people who had been silent in the old media environment. With the development of Web 2.0 tools, the 'little people'--consumers and small businesses--are given the tools to make their voices heard.

Yet there is no guarantee that the voices of these newly empowered individuals will be heard. They need to deserve the attention of their network by creating compelling information, optimizing it to get found online and developing meaningful relationships. The same methodology applies to small and medium-sized businesses that seek to increase their presence online. Through this process, a company will start building the right network–one that is fully engaged and well connected.

"One-on-one marketing is here," said author and entrepreneur Adam Dukes in our LinkedIn discussion. "The social web allows the 'little people' to have a voice."

98
WEB 2.0

> ❝*Businesses work differently in the age of the network.*❞
>
> **TIM O'REILLY**
> Founder, O'Reilly Media

When the Web first became available to users, it was primarily about retrieving information. As it evolved in the 2000s, it became known as Web 2.0 - a platform associated not only with consumption of information, but also with collaboration and participation. It is characterized by applications like blogging, search engine optimization, and social media. The term is associated with Tim O'Reilly because of the O'Reilly Media Web 2.0 conference in 2004.

O'Reilly explained that Web 2.0 is based on the principle that online databases improve as people use them. "It's about how businesses work differently in the age of the network," he said.

Businesses have to figure out how to create more value for their customers than for themselves. Ultimately, customers and businesses are capable of building value together. Think about how you can build a platform online that enables the community to bring value to your business for you.

99

WEBINARS
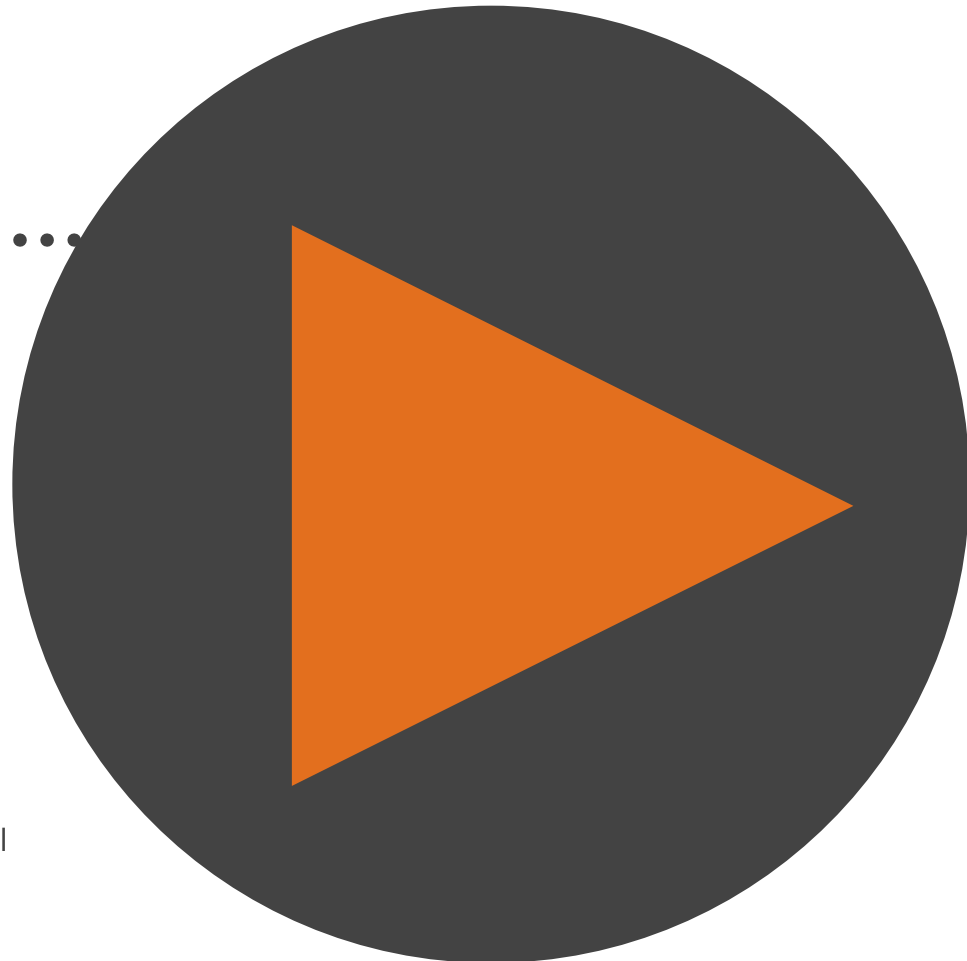
The term webinar is formed by combining the words Web and seminar and refers to the execution of a virtual event over the internet. Webinars are often conducted through screen-sharing technology or video. Webinar presenters generally present a presentation prepared for specific group of attendees.

Webinars can be an effective tool for moving prospects along in the sales funnel to become warmer leads with whom your salespeople can have good conversations. But the content of the webinar and the way you conduct the webinar affect prospect's experience and will impact the quality of the leads you generate. For inspiration, check out HubSpot's free marketing webinars. We've set the Guinness World Record for largest online marketing seminar, we've hosted webinars with partners such as Facebook, LinkedIn and Salesforce and we're able to host and promote in-house because of the modern marketing team we've built!

100
WIRELESS

" *We'll look back and see that wireless, not the Internet, made the greatest change.* "

RICHARD K.
Marketing Sociologist

What do remote control devices have in common with cordless telephone sets? Wireless connection.

Wireless refers to the transfer of information between two or more points without the use of wires. Examples of wireless technology include satellite television, cordless computer mice and radio receivers.

Wireless network development contributed to the evolution of mobile. With more than 108 million subscribers, Verizon Wireless is the largest wireless communications services provider in the U.S. It is followed by AT&T Mobility LLC.

"We'll look back and see that wireless, not the Internet, made the greatest change," commented on our LinkedIn discussion marketing sociologist Richard K.. "I was with a 'cell phone' company at the turn of the century and we saw what is going to happen in the next ten years."

"*Thank you for joining us on this exploration of 100 ideas that changed marketing.*"

USE GOOD IDEAS IN YOUR MARKETING

Implement the smart ideas from this collection in your marketing.
Get a free demo of the HubSpot all-in-one marketing platform today.

Thank you for joining us on this exploration of 100 ideas that changed marketing. We hope this collection brought you inspiration and helped you dream up new projects and experiments that you can run in your marketing department.

If you have any more ideas that you would like to mention, we would love to hear from you. Feel free to post your idea in our LinkedIn discussion or on Facebook.

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