



2013

# SESSIONS PREVIEW



HYNES CONVENTION CENTER, BOSTON

AUGUST 19-22, 2013

# ABOUT THIS DOCUMENT

This is a preview of the over 140 remarkable sessions that will inspire and educate you at INBOUND 2013 this year.

The full agenda will be posted on [www.inbound.com](http://www.inbound.com) as we get closer to the event.

See you at INBOUND!

INBOUND 2013

# INBOUND EXPERTS SESSIONS

Learn how to be inbound from the experts themselves. Led by marketing and sales professionals, these sessions will teach you the principles and skills of inbound - from basic to advanced - to improve and transform your business.

## **DON'T JUST SET IT AND FORGET IT: NURTURING WITH PURPOSE**

**MAGGIE GEORGIEVA** Product Manager, HubSpot

Set it and forget it: that is all automation is about, right? Wrong. Nurturing your contacts to the next stage involves careful planning and purposeful execution. Learn how to design effective workflows, starting with building the right segments, finding the right timing for follow-up, and monitoring the right metrics. Don't just set it and forget it. Instead, create a nurturing experience your prospects will love and make it better.

## **CULTIVATING HAPPY CUSTOMERS**

**MARK KILENS** Leader of HubSpot Academy, HubSpot

Customers are your greatest asset and keeping them happy is your number one job. By empowering your employees to cultivate the happiest possible customers, you'll be in a much stronger position to retain, upsell, and drive success among your growing customer base. You'll pave the way for word-of-mouth referrals and stay ahead of your competition by battling the attitude of indifference that so often drives customers away. Learn the eight steps to customer delight and how to use HubSpot to cultivate happy customers.

## **HOW TO SELL BETTER THAN AMAZON**

**SAM MALLIKARJUNAN** Head of eCommerce Marketing, HubSpot

Ever been "Amazoned"? Amazon, the towering juggernaut of the eCommerce world making almost \$100k/minute, is a growing challenge to eCommerce businesses who need to invest in building their own long-term relationships with consumers to have a sustainable business. This session will cover specific methodologies to take advantage of the weaknesses inherent in Amazon and other Ultra-Long Tail inventory eCommerce competitors.

## **HARNESS THE POWER OF SEGMENTATION FOR MARKETING RESULTS**

**ELLIE MIRMAN** Head of SMB Marketing, HubSpot

Email marketing isn't dead, but unsegmented email is a tactic of the past. Segmentation has the power to transform your marketing results: delivering the right message to the right person at the right time is not only the right thing to do, it's the smart thing to do. Segmentation brings higher click through rates, conversion rates, and close rates. This session will cover how to get the data you need for powerful segmentation and how to use it for the best results.

## **INBOUND SELLING: CLOSING BUSINESS WHEN THE PROSPECT HAS THE POWER**

**ANDREW QUINN** Director of Training and Development, HubSpot

Information is power and your prospects have more of it than ever. If a prospect has done their homework the odds are they'll know more about their options than your sales people will. Through the power of persona-based inbound marketing your sales teams can leverage your thought leadership to partner with prospects and close more business. This talk will show you how.

## **CREATING A REMARKABLE BUSINESS BLOG**

**PAMELA VAUGHAN** Inbound Marketing Blog Manager, HubSpot

A deep dive into the qualities of high-quality content, how to tell if your content is high quality, and how to maintain those quality standards for all the content you publish on your blog, especially if you have multiple contributors.

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# HUBSPOT TEST DRIVE SESSIONS

Experience the ultimate inbound marketing solution hands on. These HubSpot demo sessions are led by the team who designs and builds the products. Bring your laptop and dig into the all-in-one marketing software firsthand, even if you're not a HubSpot customer.

## **USING HUBSPOT TO INCREASE YOUR SEARCH RANK**

**ANDY PITRE** Inbound Marketing Consultant, HubSpot

If your business struggles to get found online, HubSpotter and SEO expert Andy Pitre is here to help. Andy will cover how to rocket your company's search rank straight to the top in a live HubSpot software test drive. You will research keywords, track competitors, and get instructions to optimize all your pages for search. In HubSpot Search Engine Optimization is built into everything you do, and you'll see first-hand just how easy it is to populate your content with key search terms.

## **GOAL SETTING AND BENCHMARKS IN HUBSPOT**

**BRIAN MCMULLIN** Product Manager, HubSpot

As marketers we understand our goals. But, how do you track progress on the path to success? Brian McMullin is the man with the answer. In a hands-on, interactive demonstration, Brian will instruct you on Goal Setting and Benchmarks in HubSpot. You will design a customized marketing blueprint with benchmarks built in to ensure your company stays on track. Brian will cover how to create SMART goals, and how to leverage goals to manage day-to-day marketing activity in HubSpot.

## **HOW TO USE SOCIAL INBOX FOR BETTER SOCIAL MONITORING**

**ANAND RAJARAM** Product Manager, HubSpot

It is no secret that social media is rapidly changing the marketing world. The challenge to marketers is to stay ahead of the curve. Luckily, our own Anand Rajaram will be your guide to introduce HubSpot's new social monitoring tool - Social Inbox. Social Inbox helps you make sense of the disorganized world of social media with focus on the people you interact with. HubSpot Social Inbox creates interaction histories and features the ability to customize streams for all your channels in one place. In Social Inbox you're online social interactions will read just like a conversation.

## **FORMS AND PROGRESSIVE PROFILING**

**MAGGIE GEORGIEVA** Product Manager, HubSpot

If you work with form submissions, then you know they're often more trouble than they're worth. Not so with HubSpot! Maggie Georgieva is on hand to demonstrate how HubSpot Forms work for you. HubSpot's Form tool help you streamline processes and avoid duplicate work. Our Progressive Profiling platform creates custom forms that work in your lead generation process. Each time a lead returns to your site, the visitor receives a prompt to provide new information. Thus, over time you construct detailed lead profiles to further personalize your marketing.

## **HOW TO USE SMART CTAS AND CONTENT ACROSS YOUR MARKETING**

**JEREMY CRANE** Director of Product Management, HubSpot

Quality content is the key to any Inbound Marketing strategy. Everyone knows that! Here's the next step - Jeremy Crane wants to make sure you target the right leads with the right content. In his HubSpot software trial run, Jeremy will instruct you how to use Smart Calls-to-Action. Smart CTAs allow the HubSpot user to target specific content to specific leads, at different stages of their lifecycle. Smart CTAs are integrated with Hubspot's analytics, so you will know which content is driving leads and which content is drawing blanks.

## **SEGMENTING LISTS AND SETTING UP WORKFLOWS**

**MAGGIE GEORGIEVA & MATT SCHNITT** Product Managers, HubSpot

Even the biggest best contacts database is an ineffective tool unless it is paired with an organized marketing strategy. Dynamic duo, Maggie and Matt, are on hand to show you how, with a List Segmentation and Workflow live-trial in Hubspot. You will learn these pro tips to manage your database, and more: Develop ultra-targeted subsegments based on persona and engagement, Deliver targeted automated messaging and move contacts down your funnel, Create reports on marketing segments for strategic learning and content creation

## **ANALYTICS 101**

**ANDY PITRE** Inbound Marketing Consultant, HubSpot

At HubSpot we measure everything. In one easy-to-use interface, HubSpot brings all your marketing tools together and tracks progress. Our Analytics tool provides an easy medium to analyze which marketing tools produce visits, new contacts and customers. Put an end to the guesswork; and know which aspects of your marketing strategy work, and which aspects need work. Professor Andy's Analytics 101 will walk you through exactly how to track your marketing activity from start-to-finish (don't be late for class!)

## **A GUIDE TO HUBSPOT EMAIL**

**TOM MONAGHAN** Email Product Manager, HubSpot

Newsflash: there is no shortage of Email Marketing providers. HubSpot stands above the rest because it is the only software that fully integrates Email with the rest of your digital marketing toolkit. Tom Monaghan is ready to show you exactly why HubSpot is the best. He will cover integrated analytics in HubSpot that let you see who clicked through Emails and what they did on your site. Email templates in HubSpot are optimized for conversion and mobile distribution. Your Email lists are always up to date in Hubspot and its simple to segment out "smart lists" for targeted Email campaigns. In short, after this Hubspot test drive, you will be an Email marketing whiz.

## **GETTING STARTED IN HUBSPOT**

**BRIAN MCMULLIN** Product Manager, HubSpot

So, you've got HubSpot. You're ready to go Inbound. But exactly where is the best place to start? We understand that a total marketing overhaul is a bit scary. That's why we've assigned Brian McMullin to help you with your first steps in HubSpot. His test drive will instruct you on: The setup process, Adding your team, Setting up product emails & product notifications, Setting up Competitors & Keywords, and Customizing your Dashboard.

## **ANALYTICS: CAMPAIGN TRACKING**

**ANDY PITRE** Inbound Marketing Consultant, HubSpot

HubSpot gives you everything you need to build an Inbound marketing campaign. Learn how to easily build and track your campaigns with HubSpot's new Campaign Report. Andy Pitre's test drive will cover how to use the Analytics tool in HubSpot to measure channel performance at each stage of your marketing campaign.

## **ANALYTICS : USING THE CONTACTS REPORT (ENTERPRISE ONLY)**

**ANDY PITRE** Inbound Marketing Consultant, HubSpot

At HubSpot we believe in the power of numbers. For our enterprise customers, Andy Pitre will dive into the science behind the Contacts Report in HubSpot. Learn how to leverage HubSpot's powerful marketing database to analyze your contacts and get deeper insights into your marketing.

## **SETTING UP YOUR SALESFORCE INTEGRATION**

**MATT SCHNITT** Associate Product Manager, HubSpot

HubSpot has partnered with Salesforce to bring you seamless Customer Relationship Management (CRM). Matt Schnitt will discuss his best practices, tips and tricks for using HubSpot - Salesforce integration. Be sure to catch his second test drive on that will walk you through the integration process step-by-step.

## **ADVANCED ANALYTICS: USING HUBSPOT EVENTS (ENTERPRISE ONLY)**

**ANDY PITRE** Inbound Marketing Consultant, HubSpot

Event based analytics give you in-depth information about specific actions that visitors take on your site, like pages views or clicks. Learn how to track and use events to create segments and trigger workflows.

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# INBOUND STORIES SESSIONS

Hear success stories from businesses who have successfully gone inbound. These case studies will profile a number of companies and industries who've leveraged inbound marketing to drive remarkable success.

## **WHY MARKETING AUTOMATION SUCKS, AND HOW TO MAKE IT SUCK LESS**

Many HubSpot customers have been burned by marketing automation platforms prior to joining the HubSpot ecosystem. In this session, you'll hear real life insights from these customers on why traditional marketing automation methods didn't work to push their business goal forward, and how they use HubSpot and an inbound approach to marketing automation to see success.

## **DEVELOPING A CONTENT STRATEGY FOR DOLLAR BILLS, NOT BUZZ**

You've heard the buzz word before: "It's all about CONTENT," "CONTENT is king!" We can't disagree really, but it can be difficult to develop content for every part of your funnel that works towards creating actual revenue without an effective strategy. HubSpot customer Zack Parnell, COO at Industrial Training International, will lead a presentation on how he's developed a content strategy that has ended up being his best sales tool. This session will cover repurposing existing content, aligning content with the proper tools in your CRM and CMS, creating new content from scratch and even how to develop co-marketing relationships for even richer content.

## **STOP DROWNING IN DATA: ADVANCED MARKETING ANALYTICS THAT UNVEIL YOUR ACTUAL ROI**

If you're coming to INBOUND '13, you're obviously a bright, savvy, data-driven marketer. We're lucky to have so much data to analyze these days, but the problem is it's often difficult to know how to slice, dice, inspect and interpret those numbers. In this session, you'll learn how to stop scratching the surface of your marketing analytics, and start connecting the dots between your efforts and the ROI they work to produce. You'll leave this presentation with action steps you can take back to the office to prove and improve your team's contribution to the bottom line.

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# HUBSPOT AGENCY PARTNER SESSIONS

Partner sessions are designed specifically for agencies who are on the leading edge of business trends and technology and who aspire to help their clients go inbound.

## **THE WIN WITHOUT PITCHING MANIFESTO**

**BLAIR ENNS** Author, [Win Without Pitching](#)

Blair's keynote-style Manifesto speech has already been delivered to audiences on three continents. In it, Blair works his way through the book's twelve proclamations one at a time, like a twelve-step meeting. He begins by reading the proclamation then sets the book down and speaks on the practical implications. By its conclusion, not only is the audience questioning the merits of the typical business development approach where so much is given away for free, the path to an alternative approach is made clear. The goal of any keynote speech is to inspire people to believe there is a better way and to empower them to take the first step, and that's what Blair Enns does with The Win Without Pitching Manifesto.

## **PRICING ON PURPOSE: CREATING AND CAPTURING VALUE**

**RON BAKER** Senior Consultant, VeraSage

In an effort to improve profits, most agencies have already implemented cost-cutting or reengineering initiatives, and instituted measures to improve productivity. Yet relatively little investment and innovation has gone into the one factor that can have a significantly larger impact on profitability—pricing. By gaining an understanding of these principles, attendees will receive a framework that will enable them to better match price to value, as well as experiment with various pricing strategies in order to drive profitability.

## **UNDERSTANDING CLIENT NEEDS – THE ONLY MESSAGE THAT REALLY MATTERS WHEN POSITIONING INBOUND SERVICES**

**FRANK KELZER** Author, [Sales Shift](#)

Remember the old days when Inbound was new, nobody had heard of it and by merely understanding it you automatically were elevated and became an expert? Clients were more concerned with the knowledge, the methods and the technology than they were with their actual needs. Fewer agencies were talking about or focused in Inbound so there was limited competition. Those days are gone and therefore the way we position our agencies and our solutions needs to change as well. In order to build a successful agency our positioning needs to be crystal clear, our messaging must focus on results and our sales conversations need to reinforce that. It is no longer enough to simply sell “value” and “expertise” because potential clients are looking for more. What is the “more” they are now looking for and how do we tap into that need? What are the essentials that we need to know about their needs? How can we build the right sales message and how does that message need to be delivered? What are the traps that we need avoid?

## **CRACKING THE CODE TO INBOUND MARKETING: A PROVEN PROCESS FOR DRIVING CLIENT RESULTS**

**MIKE LEIBERMAN** Cofounder & President, Square 2 Marketing (HubSpot Platinum Partner)

Every single agency, regardless of how long they have been practicing inbound marketing, is searching for the right combination of tactics, content and program structure to be able to guarantee return on investment for their clients. Join Square 2 Marketing, Platinum HubSpot Partner and last year's top-rated agency speaker, as they explain the process behind how they plan, implement, track and get paid for creating and delivering inbound marketing results for clients every time.

## **HOW TO BUILD AN INBOUND BRAND THAT WINS EVERY TIME**

**TIFFANY SAUDER** President, Element Three (HubSpot Gold Partner)

In this session you will learn how to define, document and articulate client's brands so that you have focus for your Inbound Marketing efforts. Organizations with brand alignment have increased executive buy-in, see faster results in the marketplace and are less susceptible to competitive pressure. Learn how to perform brand audits that provide key insights into the right message for each audience. Uncover how the competitive landscape informs message and strategy. See scalable methodologies for uncovering the unique story each company has to share with their marketplace.

## **ATTENTION TO RETENTION: SELLING CLIENTS TO KEEP THEM**

**TODD HOCKENBERRY** Founder, Top Line Results (HubSpot Gold Partner)

Do you think selling stops once you make the first sale of an initial project or engagement? Are you wondering how to keep clients when the bar keeps getting raised and expectations keep going up? Learn how to think of the fourth sale first by considering future value you can deliver at the beginning of the sales process and extend client relationships and drastically improve client retention.

## **FILLING THE GAP: WHAT MARKETERS REALLY NEED FROM AGENCIES**

**PAUL ROETZER** Founder & CEO, PR2020 (HubSpot Gold Partner)

Based on original Marketing Score research ([www.TheMarketingScore.com](http://www.TheMarketingScore.com)), this presentation will delve into data collected from hundreds of assessments in which marketing professionals rated their organizations' marketing programs, including core areas of performance, lead sources, marketing team, marketing technology utilization, social media, content and public relations.

## **YOUR AGENCY IN 30 SECONDS: DIFFERENTIATING YOUR AGENCY FOR NEW BUSINESS SUCCESS**

**TIM WILLIAMS** Founder & Managing Director, Ignition Group

Can you describe your agency in an interesting, relevant, and differentiating way in 30 seconds? If not, you haven't devoted the same time and attention to your own brand as you have to your clients' brands. A clear, differentiating positioning strategy is the foundation of agency success, because it answers the critical questions of what you do (the answer can't be "everything") and whom you do it for (the answer can be "everybody.") Remember, standing for everything is the same as standing for nothing.

In this energizing presentation, Tim Williams, author of the two leading books on agency positioning, shows how your firm can build on its current success by defining a differentiating positioning. Tim will explore how and why your firm's energies should go toward not just becoming better, but becoming different.

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# BOLD TALKS SPEAKERS

Discover bold and powerful talks from a diverse group of exciting and influential people. These riveting presentations will educate, challenge, and impress you in less than 20 minutes.

**AMBER NASLUND** Cofounder & President, SideraWorks

**ANN HANDLEY** Chief Content Officer, MarketingProfs

**BETH DUNN** User Experience Writer and Editor, HubSpot

**BRIAN WONG** Founder & CEO, Kiip.com

**C.C. CHAPMAN** Storyteller, Explorer & Humanitarian

**COCO KRUMME** MIT Media Lab

**DAN TYRE** Sales Director, HubSpot

**DAVID MEERMAN SCOTT** Author

**ERIKA NAPOLETANO** Chief Redhead, RHW Media

**JARRETT BARIOS** CEO, Red Cross of Eastern MA

**JASON KEATH** CEO, Social Fresh

**JEFF SLOBOTSKI** Founder, Big Omaha

**JENNIFER LEGGIO** Contributor, Forbes

**JESSICA GIOGLIO** PR and Social Media Manager, Dunkin' Donuts

**JOEL MARK WITT** Storyteller

**JOHN JANTSCH** Speaker & Author, Duct Tape Marketing

**JOSEPH JAFFE** Founder & Partner, Evol8tion

**JULIEN SMITH** Cofounder & CEO, Beather.com

**KATIE RAE** Managing Director, TechStars

**LESLIE BRADSHAW** COO, Guide

**MITCH JOEL** President, Twist Image

**RAMON DE LEON** Global Business Marketing and Social Media Speaker

**RICK TUROCZY** Founder, PIEpdx

**STEVE RUBEL** CCO, Edelman

**SUSAN PIVER** Bestselling Author

**TIM WASHER** Corporate Comedian & Sr. Marketing Manager, Cisco

**WHITNEY JOHNSON** Author

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# KEYNOTE SPEAKERS

Get inspired by the headlining speakers of INBOUND 2013. These remarkable individuals will motivate, enlighten, and move you.

## **SETH GODIN** Bestselling Author

Seth Godin is the author of 17 books that have been bestsellers around the world and have been translated into more than 35 languages. You might be familiar with his books Linchpin, Tribes, The Dip and Purple Cow. In addition to his writing and speaking, Seth is founder of squidoo.com, a fast growing, easy to use website. His blog (which you can find by typing “seth” into Google) is one of the most popular in the world. Recently, Godin once again set the book publishing on its ear by launching a series of four books via Kickstarter. The campaign reached its goal after three hours and ended up becoming the most successful book project ever done this way. His latest, The Icarus Deception, argues that we’ve been brainwashed by industrial propaganda, and pushes us to stand out, not to fit in. Find out why American Way Magazine called Seth Godin, “America’s Greatest Marketer.”

## **SCOTT HARRISON** Founder & CEO, charity: water

Scott spent almost 10 years as a nightclub promoter in New York City before leaving to volunteer on a hospital ship off the coast of Liberia, Africa as a volunteer photojournalist. Returning home to New York City two years later, he founded the non-profit organization charity: water ([www.charitywater.org](http://www.charitywater.org)) in 2006. Turning his full attention to the global water crisis and the one billion people without clean water to drink, he created public installations and innovative online fundraising platforms to spread international awareness of the issue. In six years, with the help of more than 400,000 donors worldwide, charity: water has raised over \$93 million and funded over 8,000 water projects in 21 countries. When completed, those projects will provide over 3.2 million people with clean, safe drinking water. Scott was recently recognized in Fortune Magazine’s 40 under 40 list, and the Forbes Magazine Impact 30 list. He is currently a World Economic Forum Young Global Leader. He lives in New York City with his wife, Viktoria.

## **ARIANNA HUFFINGTON** President & Editor-in-Chief, The Huffington Post

Arianna Huffington is the chair, president and editor-in-chief of the Huffington Post Media Group, a nationally syndicated columnist and author of thirteen books. In May 2005, she launched The Huffington Post, a news and blog site that quickly became one of the most widely-read, linked to and frequently-cited media brands on the Internet. In 2012, the site won a Pulitzer Prize for national reporting. In 2006, and again in 2011, she was named to the TIME 100, TIME magazine's list of the world's 100 most influential people. Originally from Greece, she moved to England when she was 16 and graduated from Cambridge University with an M.A. in economics. At 21, she became president of the famed debating society, the Cambridge Union.

## **NATE SILVER** Founder, FiveThirtyEight.com

Nate Silver has become today's leading statistician through his innovative analyses of political polling. He first gained national attention during the 2008 presidential election, when he correctly predicted the results of the primaries and the presidential winner in 49 states. Today, Nate runs the award-winning political website FiveThirtyEight.com, where he publishes a running forecast of current elections and hot-button issues. Now published in the New York Times, FiveThirtyEight.com has made Nate the public face of statistical analysis and political forecasting.

## **BRIAN HALLIGAN** Cofounder & CEO, HubSpot

Brian Halligan is CEO & Co-Founder of HubSpot, a marketing software company he co-founded six years ago to help businesses transform the way they market their products. Since its founding, HubSpot has accumulated over 8,000 customers. He is a Senior Lecturer at MIT where he teaches 15.S16 Entrepreneurial Product Development and Marketing. He is author of two books: Marketing Lessons From the Grateful Dead and Inbound Marketing: Get Found Using Google, Social Media, and Blogs, which is in its seventh printing, has sold more than 50,000 copies, has been translated into nine languages, and peaked at #17 overall on the Amazon bestseller list. Brian was named an Ernst & Young Entrepreneur Of The Year 2011 New England award recipient. In his spare time, he sits on a few boards of directors, follows his beloved Red Sox, goes to the gym, and is learning to play guitar.

## **DHARMESH SHAH** Cofounder & CTO, HubSpot

Dharmesh is co-founder and CTO of HubSpot. HubSpot provides inbound marketing software that helps businesses attract, convert and engage customers on the web. The company, based in Cambridge, Massachusetts has over 8,000 customers and is a two-time member of the Inc. 500. HubSpot has raised over \$65 million in venture capital. Dharmesh is the co-author of "Inbound Marketing: Get Found Using Google, Social Media and Blogs" published by Wiley. The book was a runaway hit and has been translated to 8 languages. He also authors OnStartups.com, a popular startup blog with over 290,000 members in its online community. He is an active member of the Boston area entrepreneurial community, an angel investor in over 30 startups, and a frequent speaker on the topic of startups and inbound marketing. Dharmesh holds a BS in Computer Science from UAB and an MS in the Management of Technology from MIT.