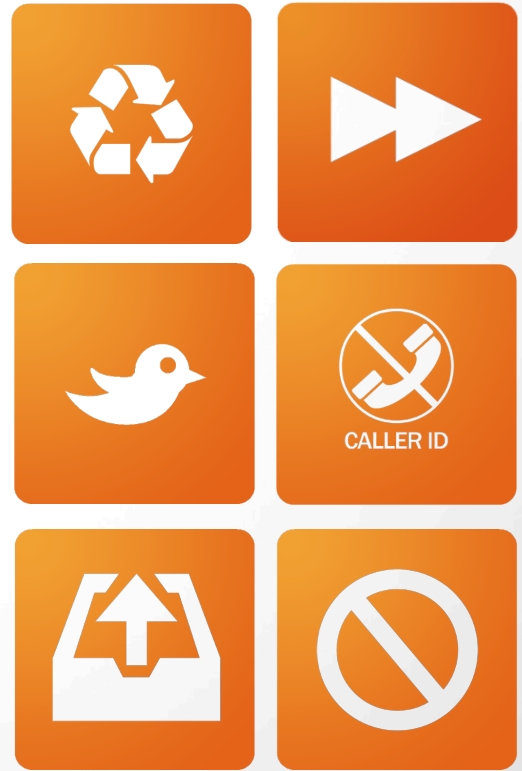
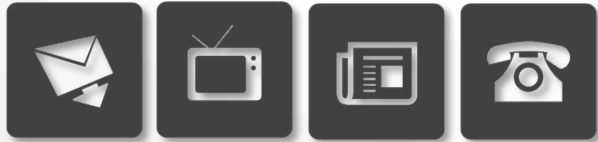
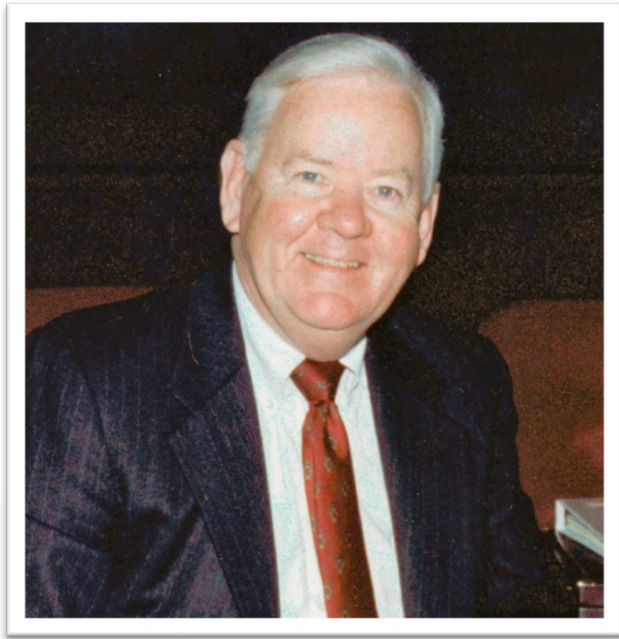
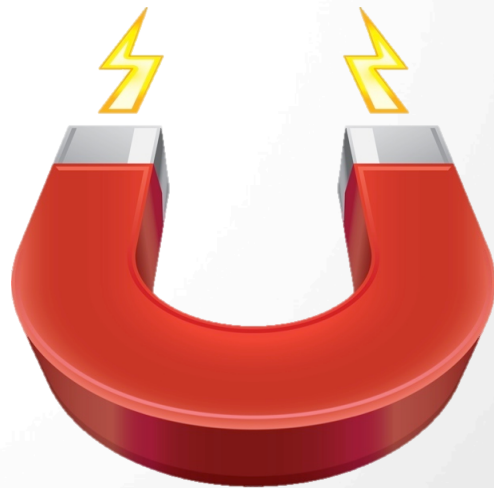


# Inbound Marketing

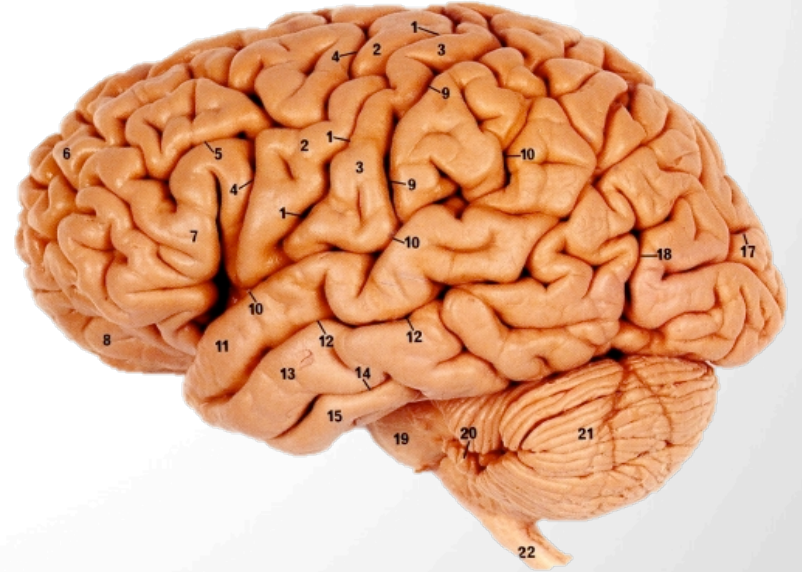














*Hate*



Inbound Marketing = Content + Context



**Inbound Marketing = Content + Context**





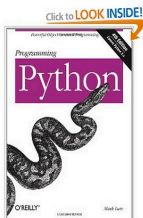
**Inbound Marketing = Content + Context**



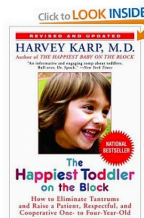
# Inbound Marketing = Content + Context

## Books

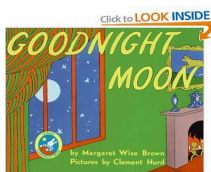
Page 1 of 10



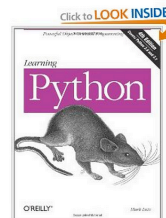
Programming Python  
[Paperback]  
Mark Lutz  
★★★★★ (499)  
Paperback  
\$27.50 **\$16.11**



The Happiest Toddler on the Block  
Paula Spencer  
★★★★★ (194)  
Paperback  
\$26.00 **\$16.59**



Goodnight Moon  
Margaret Wise Brown  
★★★★★ (90)  
Hardcover  
\$49.95 **\$28.00**  
Why recommended?



Learning Python: Powerful  
Object-Oriented  
Programming  
Mark Lutz  
★★★★★ (344)  
Paperback

> See all recommendations in Books



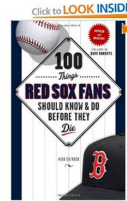
# Inbound Marketing = Content + Context

## Books

Page 1 of 10



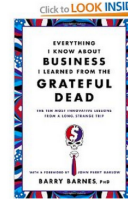
A Long Strange Trip: The Inside History of the Grateful Dead  
Dennis McNally  
★★★★☆ (499)  
Paperback



100 Things Red Sox Fans Should Know & Do Before They Die  
Nick Cafardo  
★★★★☆ (194)  
Hardcover  
\$26.00 **\$16.59**  
Why recommended?



Venture Deals  
Brad Feld  
★★★★★ (90)  
Hardcover  
\$49.95 **\$28.00**  
Why recommended?



Everything I Know About Business I Learned from the Grateful Dead  
Barry Barnes  
★★★★☆ (39)  
Hardcover

> See all recommendations in Books



# Inbound Marketing = Content + Context



**Inbound Marketing = Content + Context**





Marketing Hires.

# The Press Release Hire



# The Press Release Hire



Money v Brains

Rent v Own

Outbound v Inbound

# D A R C : Digital



# D A R C : Analytical

**Massachusetts Institute of Technology - Sloan School**

MBA

2008 – 2010

**Cornell University**

BA, Mathematics

1998 – 2002





# D A R C : Reach



100% of the money raised will fund clean water projects in Cambodia.

**Laura Fitton** ✓

**@Pistachio** FOLLOWS YOU

Deeply silly. Fiercely optimistic. Inbound Marketing Evangelist, @HubSpot. priors: @oneforty | Twitter for @Dummies | #beonfire. wobbly but i don't fall down.

# D A R C : Content



**Social Media B2B**

CEO As Brand.

# CEO as brand...



# CEO as brand...



**2,952**  
TWEETS

**3,809**  
FOLLOWING

**2,943,262**  
FOLLOWERS



# CEO as brand...

## RICHARD'S BLOG

Feb 22, 2013

### Bye to the tie 2013

Spotted lots of you getting involved in our campaign to say #ByeToTheTie. Glad you agree that being comfortable and confident in what you are wearing helps with creativity. As you can see from the photo above, yours truly is still fully committed to the cause! We're keen to keep the fight against ties up in 2013, and the @Virgin team have made some T-shirts for those who are equally passionate about saying bye to the tie. Meanwhile, Virgin Atlantic presented CTV Breakfast anchor Aamer Haleem ...

47

Feb 22, 2013

### What excites you?

Entrepreneurship is about turning what excites you in life into capital, so that you can do more of it and move forward with it.

27



**richardbranson** @richardbranson

May 17

If you've got a question then ask away using the #askrichard hashtag, keep them coming! [virg.in/gNXwp](http://virg.in/gNXwp)

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# CEO as brand...



Twitter Master

Twitter Table Stakes

LinkedIn

Website Page



WE'VE  
GOT OUR  
TOES IN...





TIME TO  
JUMP IN  
ALL THE  
WAY!







A large sumo wrestler, shirtless and wearing a white mawashi, is shown from the waist up. He has a serious expression and is looking down at another wrestler who is wearing a green mawashi. The background is dark, and the lighting highlights the wrestler's muscular physique. The text "Thank You." is overlaid in the center of the image.

**Thank You.**