

THE MODERN CONSUMER SEEKS, FINDS, SHARES & SHOPS IN A WHOLE NEW WAY, THANKS TO THE INTERNET.

AND THE MODERN MARKETER?

SHE'S GOT A WHOLE NEW APPROACH AS WELL.



1. INTUITIVELY INBOUND

Focuses on *getting found* on search engines, social media and mobile platforms, because that's where the gold is.

2. SEEKS SIMPLICITY & SCALE

Works smarter, not harder. Knows how to make $1+1=3$ and squeeze more juice from that orange.

3. DIGS DATA

Pivot tables make her heart race. Personal motto: *In God we trust, all others bring data.*

4. EFFING EFFECTIVE

Gets more sh*t done in an average month than her predecessors did in a decade.

5. ALWAYS AGILE

Embraces experiments, takes risks, fails fast, and evolves faster. Moves the ball further down the field every day.

HOW MODERN IS YOUR MARKETING?

TAKE THIS 5-MINUTE QUIZ TO FIND OUT!

hubspot.com/mm

The MODERN Marketer