

Inbound Marketing Workshops

A guide to understanding “what” they are, “why” to give them, and “how” to give them.

Marcus Sheridan

President, The Sales Lion

@TheSalesLion



Program vs Culture

“Inbound” is a shift in the way we do businesses. It’s a way of thinking, believing, and acting. It’s a matter of looking in the mirror and saying
“This is who we are...”

Key Question #1

Assuming a CMO wants to do Inbound and understands how to do it, what are the reasons they often still end up **failing**?

Key Question #2

Assuming you do your part as an agency, what's the main reason organization *still* fail at Inbound Marketing?

Why Companies Fail at Inbound

1. Management Buy In
2. Employee Buy In
3. Lack of Content
4. Too Many Silos
5. Poor Strategy

Everything in this
business comes
down to **buy-in**.

And unless you address this, it will reflect poorly upon YOU and YOUR agency



4 Requirement for creating an Inbound Culture:

1. Management Buy In
2. Employee Buy In
3. Inbound/Content Marketing Leader
4. Workshop

**Krista Kotrla | VP Marketing****Krista Kotrla**

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Hi, I'm Krista Kotrla, the Vice President of Marketing for Block Imaging.

Since 2003, it has been my distinct privilege to work with a wonderful team of people passionate about helping hospitals, radiology departments, imaging centers, orthopedic surgeons and clinics around the world save money on quality refurbished imaging equipment, spare parts and imaging equipment service solutions.

Improving the ways we serve and communicate with our customers is a personal mission of mine. I love collaboration, team building, small business strategy and building a corporate brand consistent with our founding principles of integrity, respect, community and pursuit of excellence. I wear a lot of plaid shirts.

To contact me, please use the form on the right >>

my **Linked in** profile

 Follow @KristaKotrla



“I want you to come out
and convince everyone
that they want to be a part
of marketing...”

Why should a HubSpot
Partner consider a **Workshop**
as standard for any
engagement?

The **Workshop** Advantage:

1. Everyone starts on the **same page** and realizes “this is important.”
2. There’s no quicker way to establish relationships and **build rapport**.
3. There’s no quicker way to truly get to **know someone’s business**.
4. More **delighted** clients
5. You’ll start quicker with a major **victory**
6. It’s **profitable**.
7. Most agencies **aren’t doing it**.
8. You can offer **further workshops** in the future to continue to build the relationship.

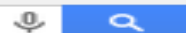


The best teachers and presenters understand their entire goal is to help the audience **discover** what they already know.

7 “Principles” of a Successful Inbound Workshop



Part 1: Consumer Expectations and Buying Habits have Changed
(zero moment of truth)



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Since 2008 inbound marketing has been the most effective marketing method for doing business online.

Inbound marketing - Wikipedia, the free encyclopediaen.wikipedia.org/wiki/Inbound_marketing - Wikipedia -

For a related term coined by Seth Godin, see Permission marketing. For the product management sense of Inbound Marketing, see Product management.
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News for inbound marketing

Hot off IPO news, HubSpot founders release updated book ...

BetaBoston - 2 days ago

The original Inbound Marketing was the first foray into publishing for Halligan and Shah, and helped draw attention to both HubSpot and the ...

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 Use Content to Bring in More Leads.
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Inbound Marketing Tool

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 Simple and revolutionary tool to
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Inbound Marketing: How To

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Part 2: The Way Google and Other Search Engines Work



Part 3: The Way Consumers Search Online (Specificity)



Part 4: The Impact Inbound/Content can have on the Sales Process and Closing Rates



Part 5: The Need for Everyone's Voice (Brainstorm) (writers, actors, talkers, questioners)

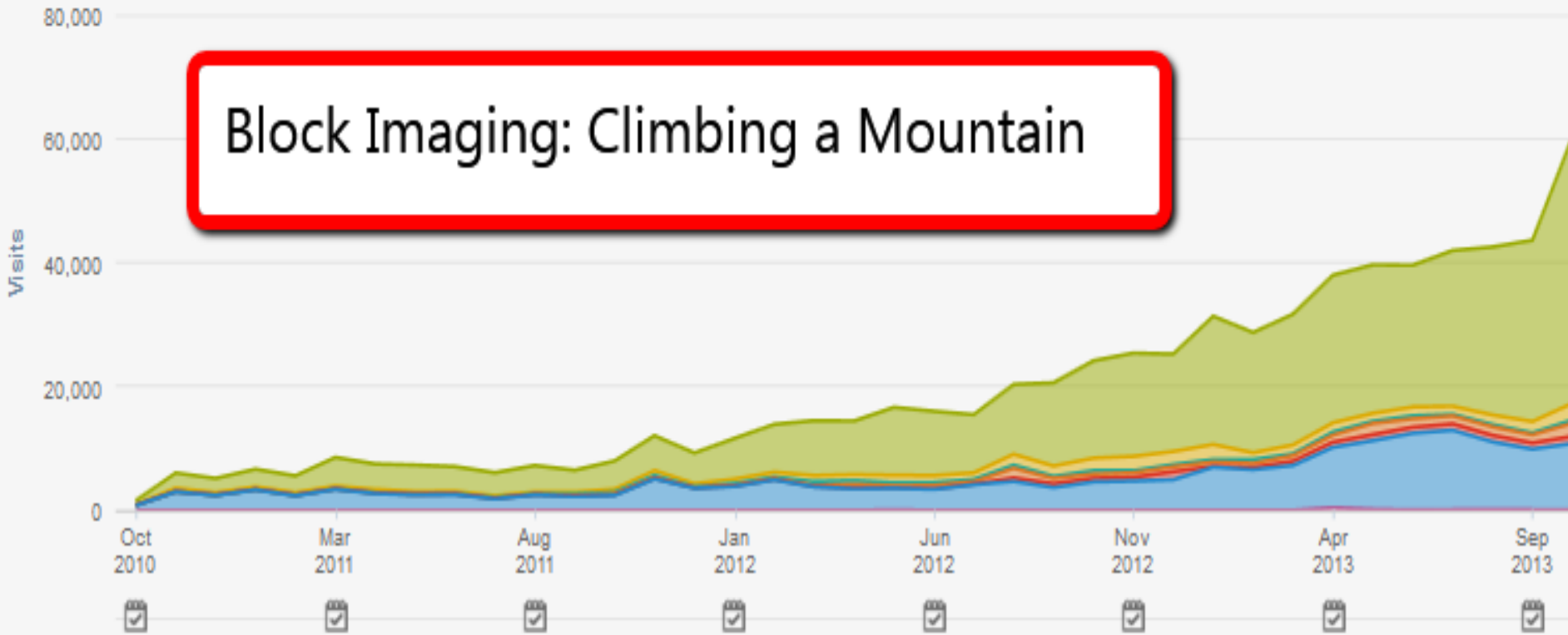


Part 6: The Editorial Process



Part 7: Long Term Impact: For the Company and the Employee

Block Imaging: Climbing a Mountain



“Because of Insourcing and Content Marketing, we can account for at least 9 million in sales we otherwise would never have gotten.”

-Krista Kotrla, Block Imaging, HubSpot user

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A Transformational Approach to Data Warehousing and Analytics

\$50M to Be Invested in Product Development \$41M Raised in Series C Funding

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A Transformational Approach to Data Warehousing and Analytics

*You guys are really making a lot of big companies nervous. I got a call last night from a top exec at Competitor X. His opening salvo: “Who the he** is Health Catalyst? They're everywhere and that's all hospitals want to talk about these days!”*

-An email sent to Health Catalyst



Go out and create a new type of business culture...Inbound.

QUESTIONS ?



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Featuring Marcus Sheridan & George Thomas

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