

Being an **INBOUND MARKETER** Is hard!



BEING AN INBOUND MARKETER IS HARD!

by Virginia Bussey & Jennifer Sanchez



Virginia helps businesses plan and implement successful inbound marketing programs using HubSpot. In her spare time she cheers on the Florida Gators, pretends to be a foodie, and enjoys Texas beers.

Jennifer enjoys utilizing HubSpot's Social Inbox and keeping clients organized and happy. When she's not brushing up on her inbound marketing skills, Jennifer enjoys cheering on the Houston Texans, bad reality TV, and pretending she's on Glee.





Sally Inbound was very sad. She did not like being an inbound marketer.

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Inbound Marketing was too hard. Her boss made her write blog articles every day. And there were so many lead nurturing campaigns...



Sally had to write ebooks, whitepapers, and guides all the time too.

“I don’t want to do inbound marketing anymore,” said Sally.
“I want to...



Purchase email lists!” And so Sally bought an email list.

But when Sally used the email list, her account was frozen and no one even clicked her links.



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Purchasing email lists wasn't very effective. So Sally said, "I don't want to purchase email lists. I want to..."



"Go to tradeshow!"



Sally liked getting the free coozies and sunglasses at the tradeshow but no one came to her booth.

So Sally said, “I don’t want to purchase email lists, or go to tradeshow. I want to...”



“Buy a billboard!”

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The billboard was in a bad part of town, though. And someone gave Sally a mustache on her billboard.



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So Sally said, “I don’t want to purchase email lists, go to tradeshow, or buy a billboard. I want to...”



“Cold call people!”

So Sally got out the phonebook and started calling people.



But no one wanted to talk to her or return her calls.

Sally said, “I don’t want to purchase email lists, go to tradeshow, or get a billboard. And I don’t want to cold call...”



“What I REALLY want to do is...”

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INBOUND MARKETING!

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So Sally started blogging again. Her sales people were very happy that leads were coming in again. And Sally was very happy too.

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INBOUND

Whether your organization is looking to identify appropriate buyer personas or establish an effective content marketing program, our team of marketing managers and strategists can assist you.

WEB

Your website is the virtual home of corporate branding and messaging, let our website development team work with you to design and build a website that is on message and fully aligned with your existing brand.

TECH

Our technologists are among the best in the business and work with your in-house technology team to assure your CRM integration or website integrations run smoothly.

SPEAK WITH AN EXPERT

about your inbound, web and tech goals.

GET STARTED TODAY



Come Build
**SOMETHING
GREAT**
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