LEARN HOW TO

MAKE
Love
NOT
SPAM

A Step-by-Step Guide to
Replacing Spam Tactics with
Marketing that People Love.

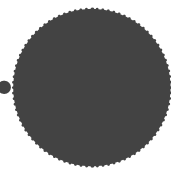## IS THIS BOOK RIGHT FOR ME?

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INTRODUCTORY

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. Learn more in the introductory ebook, "A Step-by-Step Guide to Lovable Marketing Campaigns."

INTERMEDIATE   ◄······ This ebook!

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.

ADVANCED

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HOW TO MAKE LOVE NOT SPAM

By Rachel Sprung

Rachel Sprung is the Brand & Buzz Coordinator in HubSpot's marketing department. Her responsibilities include managing marketing events, including HubSpot's annual conference INBOUND conference. She also works on creating a distinct brand for HubSpot and writing for the inbound marketing blog. Rachel has also worked on the HubSpot speaker program and media relations.

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@RSPRUNG**

HOW TO MAKE LOVE NOT SPAM

By Hannah Fleishman

Hannah Fleishman is an Events Coordinator on HubSpot's Brand & Buzz team. Her top responsibilities include planning the annual INBOUND conference, as well as creating content for HubSpot's blog and other creative endeavours.

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CONTENTS

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INTRODUCTION

It's safe to say we've all received spam at one point or another. Be it an email, a catalog, a phone call, or a pop-up, spam is pretty easy to come by. According to the American Economic Association, these unsolicited messages cost American firms and consumers almost $20B annually. This begs the question: If spam comes at such high costs, why are marketers still spamming us?

We found a few reasons why spam is still so prevalent:

1) **Spam is easy**: Buying or renting a list from a third party vendor and importing it into your email system requires just a few clicks, so it has become a default option for many campaigns run by busy marketers.

2) **Spam is cheap (on the surface)**: Direct mail, phone, and ad campaigns promise a huge reach (geographic, demographic or otherwise) for what seems like a very reasonable expense. Initially, spam can seem like a less expensive alternative to significant advertising or public relations budgets. The hard truth -- that spam can actually cost marketers by turning off critical audiences -- comes in weighing your total return-on-investment.

3) **Spam doesn't require knowledge about your customer**: If you're not sure what your customer wants, how he or she buys, or what she posts on social media, using a zip code, income category, or area code seems like the easiest quick fix.

Any marketer can fall victim to spam tactics. That's why we created this intermediate-level ebook to teach you strategic marketing approaches for email, social media, and content by identifying what spam looks like. This ebook will also dive into a step-by-step plan to create marketing people love for each. Lovable marketing will always yield the best results, as we work hard to prove every day at HubSpot.

CHAPTER 1

HOW TO SEND LOVABLE EMAILS

Spam vs. Email Marketing

Consumers spend billions of dollars each year to keep all kinds of spam out of their inboxes. In fact, marketing emails account for 70% of spam complaints. This data highlights the number of marketers who still errantly use email tactics to drive their business straight to the junk folder, and often leave negative impressions on potential customers. In this section, we'll explain the difference between spam emailing and email marketing that your contacts actually want to receive, and even eagerly anticipate.

TRASH FOLDER
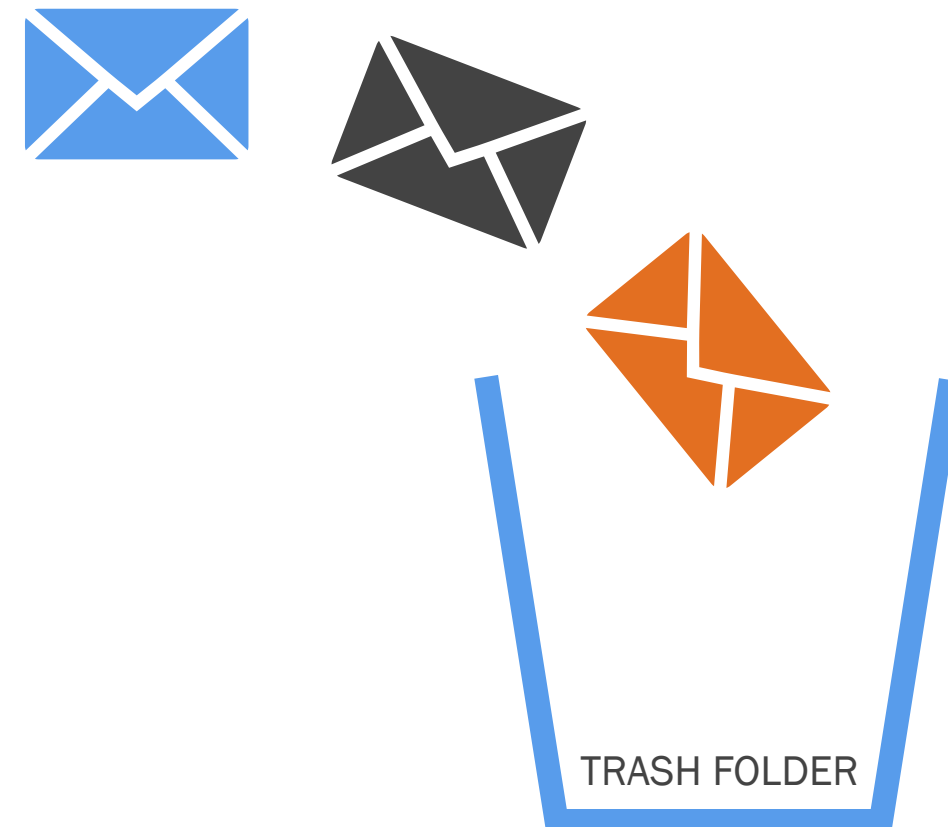
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WHAT SPAMMERS DO:
Send Mass Emails

Marketing automation platforms, if used incorrectly, make it easy to send thousands of emails to lists. You can buy a list, rent a list, and or even ignore segmentation and just email your entire database. The problem? If your audience doesn't expect an email from you, your email may end up in a spam filter -- drastically decreasing your chance of getting into their inbox in the future. Most email clients have a way to send your emails right to spam, making it even easier for users to reject your content.

The unsubscribe feature is another roadblock you may encounter. When you send an email to an unexpecting prospect on your list, they can immediately unsubscribe. Gmail's "Report to Spam & Unsubscribe" feature lends itself to this even more.

" *Over 80% of marketers send the same content to all email contacts.* "
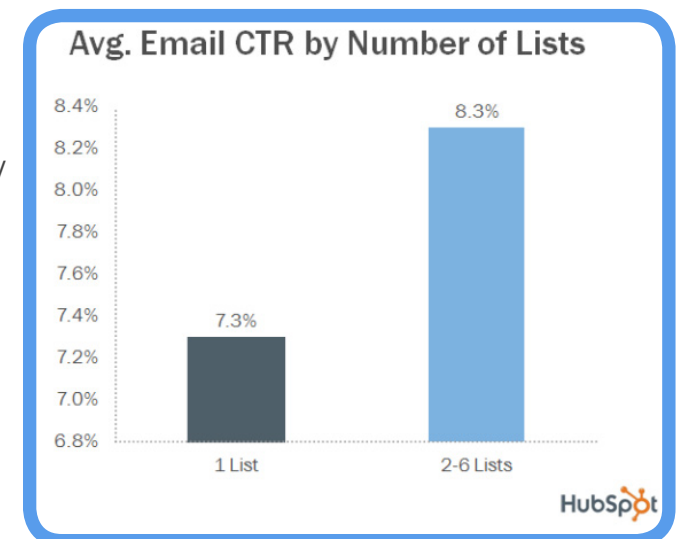
Source: Experian

WHAT LOVABLE MARKETERS DO:
Segment Contact Lists

In contrast to blast sends, one key way to ensure your emails are relevant to your recipients is to segment your list. Segmenation will ensure that your email recipients only receive email content that's relevant to their particular needs and interests.

If you are just experimenting with segmenation, consider broadly sorting your lists by categories, such as geography, demographic/personal information, interests, behavior, or industry/role. For example, if someone visits your website and downloads an ebook on a particular topic, you could put them on a special list and send them more information about that topic, since you already know it interests them.

HubSpot's Dan Zarrella even discovered that emails with only one list had a lower average click-through rate (7.3%) than those that segmented their overall email database into two to six lists (8.3%).

Avg. Email CTR by Number of Lists

8.4%
8.2%
8.0%
7.8%
7.6%
7.4%
7.2%
7.0%
6.8%

7.3%   8.3%

1 List   2-6 Lists

HubSpot

How To Be A Lovable Email Marketer

Step 1: Make A List–And Check It Twice.

Over time, your should grow your contacts database to include more and more people. Before you send anything to this entire group of people, make sure you segment them into the appropriate lists. Lovable marketing means sending the right content, to the right person at the right time. To design lovable emails, find out what content is fascinating to your audience. What helps do their job better? What will solve a problem or help them sleep better at night?

There are many creative ways you can segment your email list and make your campaigns more effective. Develop lists based on your database's past purchases, interests, buying frequency, and engagement with your brand. You could also employ demographic information, such as company size or title.

> " *39% of marketers who segmented their email lists experienced higher open rates.* "
>
> Source: Lyrius

Step 2: Find Effective Ways to Nurture.

Consider where people are in their buying cycle. If a lead hasn't interacted with your brand in some time, sending them an aggressive sales offer will likely just send them running. Instead, construct a lead nurturing system that addresses the needs of each buying stage.

Lead nurturing does more than just improve your email click-through rate: Market2Lead notes that leads that are nurtured have a 23% shorter sales cycle and a 9% higher average deal size than leads that aren't nurtured. As a result, you're not just creating marketing your customers will love; you're creating marketing your sales team will love, too.

Step 3: Let Buyer Behavior Impact Your Emails.

Start by segmenting your list based on how long contacts have been subscribers. Then, monitor the clickthrough-rates and bounce rates of your older subscribers compared to more recent contacts. Consider using that data to design a new email campaign or better inform your overall strategy. For example, creating special offers for long-time customers who serve as evangelists on social media, or delivering industry-specific offers to contacts that have may have been marked as lost opportunities.

WHAT SPAMMERS DO:
Send The Same Email All The Time

As we detailed above, segmentation has become a necessity as email marketing strategy matures. But segmentation isn't just cutting up your list, it means looking at your messaging. If you send everyone the same email all the time, they are less likely to follow your call-to-action -- it may have nothing to do with their current needs as a customer, it may conflict with other triggered emails you just sent them, or they may just think you have a glitch.

You may be used to waking up to numerous emails from every retailer you know. X store has one sale, Y store has free shipping only today, and Z store has a special offer if you spend over $50! You probably get annoyed with this wake-up call. That's what we call email spam.

> ❝*Triggered emails have a CTR 119% higher than that of 'business as usual' emails.*❞
>
> Source: Epsilon

WHAT LOVABLE MARKETERS DO:
Consider Lifetime Value Of A Customer

One of the many reasons that marketers email too often is an emphasis on short-term revenue. For example, you want to close 1% more deals by the end of the month to hit a quarterly goal, so you send out a blast email to a large email list in the hopes that some small percent of the group converts immediately. These short-term initiatives lead to long-term email problems and often trigger an increase in unsubscribes or spam complaints, both of which can lower your deliverability rates.

What is the best way to calculate the perfect number of times to email your audience? Only email them when you know the content you're sending will improve the customer's experience.

Be strategic with your email sends and respectful of your recipients' time. Failure to see the implications of your email marketing on both your future marketing efforts and customer behavior is short-sighted, and will not improve your email success for the long haul.

How To Be A Lovable Email Marketer

Step 1: Send offers with legitimate value.

Ask yourself whether or not your offer will truly provide value to the recipient. Will the reader quickly understand that?

Developing your offers based on personas (fictional representations of your ideal customer) will help significantly on this front. This helps to keep your target's preferences and behavior in mind when putting together webinars, ebooks, or coupons. And remember, segment your list by interest level.

In the email, keep your copy brief but descriptive enough to convey the offer's value. Use bulleted lists, calls-to-action, and other techniques that allow recipients to scan the email, while still absorbing the key points. Include a link to a landing page with the offer and additional information. This way, people who are interested in the offer can find out more, but those who are not ready to engage aren't overwhelmed.

Step 2: Send "Thank You" emails, and make sure the forms work.

When someone fills out a form on your website, you should fulfill your promise and give them the content they're expecting. A thank you email is a good tool for this job. This allows the reader to easily reference the offer in their inbox, rather than hunting through their browser for the right page.

Step 3: Tell your customers about product updates, and other valuable company information.

Provide your customers with tools to learn more about your company, your products and other beneficial information. Offer a regular email - whether you choose to send it weekly or monthly - to keep your supporters apprised of company updates. This is particularly important for product updates, and helps reinforce that their investment in the product was well worth it. Just make sure you send an email that customers can unsubscribe from, if they decide not interested in receiving regular updates.

Step 4: Use lead nurturing emails to give your audience more content they might love.

Use lead nurturing emails to send more compelling content and strengthen your relationships with your core audience. In doing so, make sure to explain why recipients are receiving the email. You could send an email that reads, "We noticed you're into [topic x] since you downloaded our [topic X] ebook, and we thought you might want to learn more about [topic x]." Pay attention to all the lessons you've learned crafting your email strategy, and make sure to employ regular best practices in this type of follow-up outreach.

WHAT SPAMMERS DO:

Address The Recipient Generically

With all of the email customization tools available, it has become simply offensive to not include identifying traits in an email. Yet, emails still come in that refer to people as "Valued Customer" or "Sir/Madam." Why? Potentially, marketers forget to utilize all of the information they have about the people they are emailing, or they don't know how to use their data. If you have details on your email recipient's behaviors and activity, it's a wasted opportunity to send broad messaging rather than personalized content.

" *Personalized emails improve clickthrough-rates by 14%, and conversion rates by 10%.* **"**

Source: Aberdeen

WHAT LOVABLE MARKETERS DO:

Personalize Emails

If a lead has given you information about him or herself, use this data to target content that address their most immediate needs. At minimum, as you gather information through forms or your CRM, make sure you have gathered enough detail to identify a person, and not just their company. Remember, we aren't marketing to inboxes, we are marketing to the people checking those email accounts! People who can see that a company understands their habits, activity, and personality are more likely to give an email a second look instead, of just deleting it or sending it to spam.

When personalizing emails, think outside the box. While having your company name in the email is great, there are many other ways companies can personalize emails. You can reference the content they read, and give recommendations on what they may like to read to learn more. You can comment on an activity or action they took -- whether that was a call-to-action or a social media interaction. Being lovable can sometimes mean showing your audience that you simply understand them.

How To Be A Lovable Email Marketer

Step 1: Persona-fy Your Emails.

Personas allow you to categorize your customer base by their behaviors, habits, and needs, in order to understand how an individual interacts with your brand. If you know your personas well, you can develop targeted email strategies and tactics for each of them. To further improve your email, take the extra step in your persona development to include parameters on how they interact with email, social media, and other mediums -- do they use Facebook for research or to check out pictures of their grand kids? Pinpointing how they interact with different online channels will inform how you leverage each vehicle to share your message.

Step 2: Gather information from outside sources.

In addition to the data you gather from your website, it's also important to collect additional information from sources such as social media or your CRM. This information may include lead intelligence, such as a contact's social media usernames, as well as behavioral information, such as what types of content they've downloaded on your website. Ideally, if your CRM system and your marketing software are integrated, you can automate this process. The more information you have, the more you can specifically create lovable marketing campaigns.

Step 3: Build Rapport With Your Reply Address.

People "love" getting emails from individuals they know and recognize. Wherever possible, dynamically populate your email address so that the email comes directly from the sales rep or account manager who is assigned to the contact. If that's not possible, at the very minimum be sure to use a real person's name in the "from" field, such as "John Doe, Company Name." Doing so will make your email's more recognizable and credible, and allow for more personalized follow-up.

Step 4: Add personal information to the email body.

Whenever logical, use personalized information inside the email itself. As a good marketer, you've spent time collecting rich information about your leads, like their name, industry, etc. Including that information in your email will make your emails feel even more personal.

For example, if you're sending a follow-up email to someone who downloaded one of your ebooks, you can start the email by saying, "Thanks for downloading {{ebook name}}!" This is possible by using dynamic tags within your email marketing tool.

CHAPTER 2

HOW TO BE LOVABLE ON SOCIAL MEDIA

Spam vs. Social Media Marketing

In addition to the many benefits of social media, social has also provided businesses new opportunities to send unsolicited, disruptive marketing messages. In fact, it is estimated that 40% of accounts on popular social media platforms are spam. You don't have to be a robot tweeting hourly gibberish to be a spammer; even experienced marketers fall prey to spammy tactics on social media - sometimes by accident as a part of the social learning curve. This section outlines social media marketing mistakes -- that you might not even know are mistakes -- and how to take a more lovable approach moving forward.

> **"** *Social media is no longer a box to check; marketers should approach social with the same intention, understanding, and data-driven behaviors they use on either mediums.* **"**

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WHAT SPAMMERS DO:
Tweet, Post, & Share Without Purpose

Like any marketing tactic, your social media strategy should have a clear goal, whether it's increasing brand awareness, improving lead conversion, making your company a thought leader in the space, or being more relevant in a new niche market. Unlike other mediums, the expectation on social media is that followers are looking for high engagement and responsiveness from the brands they follow. They also expect a less formal, interactive tone. As a result, having a clear purpose, plan, and personality is critical on social media.

Social media can be complicated to perfect, and there are plenty of great examples of how large, respected organizations have made social missteps, not by spamming with fake links, but by not understanding the medium.

Social media platforms are a place to express a new and fresh voice for your brand -- be sure there's a purpose behind that voice, and that it resonates with your targeted audience.

WHAT LOVABLE MARKETERS DO:
Develop A Social Personality

On the other hand, there are companies who truly understand the casual social tone. Oreo is a great example of a company that understand its audience and is able to joke around with followers, while still being extremely responsive and attentive.

On Oreo's Pinterest page, the brand posts fun pictures of people playing with their Oreos. On Twitter, they are engaging with their actual followers by regularly replying to @mentions. On Facebook, they respond to fans posts and share inventive images. Not only does this make the brand appealing on social media, but their consistency is easy for social media fans to follow across channels.

> **Oreo Cookie** @Oreo   25 Jan
> Can't disagree with that! RT @brittanyganesh: Milk and oreo cookies forever
> Expand
>
> **Oreo Cookie** @Oreo   25 Jan
> Happy Opposite Day! See what we did there?
> pic.twitter.com/g8v9yFpr
> View photo
>
> **Oreo Cookie** @Oreo   24 Jan
> Sometimes you want to tell Milk..."Back off, that's my favorite cookie!" #feelingloved #notmad

How To Be A Lovable Social Marketer

Step 1: Establish your brand voice.

Think about what your brand stands for by considering your company's mission and principles. Consider your customer's perceptions of your brand and how you can incorporate that into your brand voice. From there, determine a general tone for your social media presence.

Step 3: Be relevant.

Provide remarkable content that is both interesting and engaging for your audience. Consider current events and how you can discuss that in a way that aligns with your brand. Make sure not to force the connection, you will not be a lovable presence by trying to force your brand into a conversation where you don't belong.

Step 4: Understand your audience.

Social media provides a wealth of information about what interests your target demographic. Use this information to develop a content strategy and decide what kind of social sharing will go viral with your audience.

Step 5: Be consistent across channels.

Maintain the same brand voice across all social media channels. This way, your social media followers can immediately recognize your new content or comments.

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WHAT SPAMMERS DO:

Ignore Followers and Engagement

You've set up a Twitter, Facebook, and LinkedIn account for your business, now what? If you're a spammer, you can get started by posting dry industry information or links to your website. Or you may retweet and share everything a thought leader posts to show how in-the-know you are. Many businesses recognize the importance of being on social media but they forget the 'social' part. Platforms like Twitter and Facebook aren't simply additional outlets to talk at your customers and prospects -- they're valuable tools for engaging with them. Once your business has a consistent online personality that reflects its tone and values, further humanize your online presence by engaging in conversations with followers and fans.

> *"Failure to respond via social channels can lead to up to a 15% increase in churn rate for existing customers."*
>
> Source: Gartner

WHAT LOVABLE MARKETERS DO:

Engage with Followers

Creating two-way conversations with your social media followers is valuable because it not only provides quick customer service support, but also makes your business more remarkable. Companies like JetBlue are great at using Twitter to answer their customer service complaints or provide them with flight updates. Other companies, like Whole Foods, engage with customers via social media without talking about promotions or deals. Instead, they discuss trends, recipes, and products they love.

Businesses that respond to followers' 'just because' are more likely to be talked about because customers feel special that a company took the time to engage with them without directly trying to sell something. By having a two-sided relationship, instead of just focusing on yourself and your business needs, you will be able to build a meaningful and lasting relationship.

How To Be A Lovable Social Marketer

Step 1: Take advantage of every opportunity to engage.

Every day, there are different opportunities to create engagement via your social media accounts. Here are a few suggestions to get you started.

If someone has retweeted you, thank them, check out their profile, and have a look at their blog. If a fan on Facebook has a question or complaint, respond to them in a friendly, but understanding manner. If Facebook fans or LinkedIn groups are talking about an interesting topic, jump in and engage in the conversation.

Don't just promote your own content, share valuable ideas where your social path takes you.

Step 2: Participate in Twitter chats.

Leverage your people as assets with Twitter chats. Brands like Ford use drivers they sponsor to host Twitter chats. Here at HubSpot, we recently did a live Vine Q&A with our CMO. Making your executives, sponsors, partners and advisors available on social media mixes up the tone and cadence of your posts, giving you more engaged relationships with your followers and fans.

Step 3: Provide quality, personalized content

If you really want to provide content that gets noticed by your target audience in their busy Facebook, LinkedIn or Twitter feed, try to make it as personal and as unique as possible. If you are sharing an article, try to find a line from it that inspired you, and make that your post's headline. Alternatively, you might add a short comment to show you are really engaged with this content, and not simply clicking the tweet button for the sake of saying something.

Step 4: Use tools to be more effective

There are a ton of useful tools out there to make your life easier. For example, you can auto-schedule tweets in order to correspond with your editorial calendar. Remember, however, it's crucial not to over-automate your outreach -- or to base your whole strategy on automation.

Use marketing analytics tools to track referral traffic from Twitter, LinkedIn, Facebook and other social channels to your website. Track leads and customers generated from channels, too. Tools such as HubSpot's free Social Grader tool can quickly assess your social media presence, assessing where your business is influential and which channels need strengthening.

CHAPTER 3

HOW TO CREATE LOVABLE CONTENT

Spam vs. Content Creation

As marketers, our wheels engines are always revving to produce content. While content volume is important, you need to produce content that is helpful and valuable to your audience. Your readers have the power to drive more organic leads to your site, but only if they like what they see. Unfortunately, some businesses mask themselves as spammers by publishing low-quality content, or employing cheap search tactics. For the most lovable results, position your content as a the best resource for your target market to learn about your industry. This will make your offers invaluable, and make your website a must-read resource.
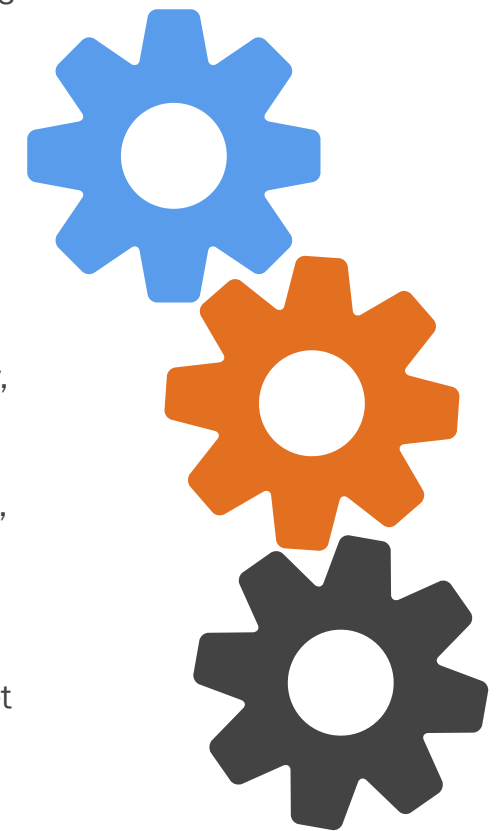
WHAT SPAMMERS DO:
Publish Blog Posts Without Purpose

We often talk in marketing about how vital your blog in attracting organic leads. Spammers don't realize that blogging for a segmented audience is a key part of that organic equation. Posting lots of high-level, generic content with no instructional value for your reader is a form of spam. Even if you mean well, It suggests you don't know your buyer persona or have in-depth knowledge of the subject matter. Think of it this way: spam is something people don't want. If your blog post isn't useful or applicable, readers won't want it.

"*57% of companies with a blog have acquired a customer from their blog.*"

Source: HubSpot

WHAT LOVABLE MARKETERS DO:
Publish Blog Posts For Their Audience

The goal of blogging is to get found by people looking for information related to your industry. A rich blog also helps build credibility and trust with your website visitors, ultimately helping convert them into leads. The key here is relevant information. Lovable marketers should generate blog content for their specific buyer personas. Since these personas were built based on research; these marketers know what their readers want and how to give it to them. By knowing what your buyers want to read and then writing about those topics in educational and how-to blog posts, you'll generate avid, loyal readers and subscribers.

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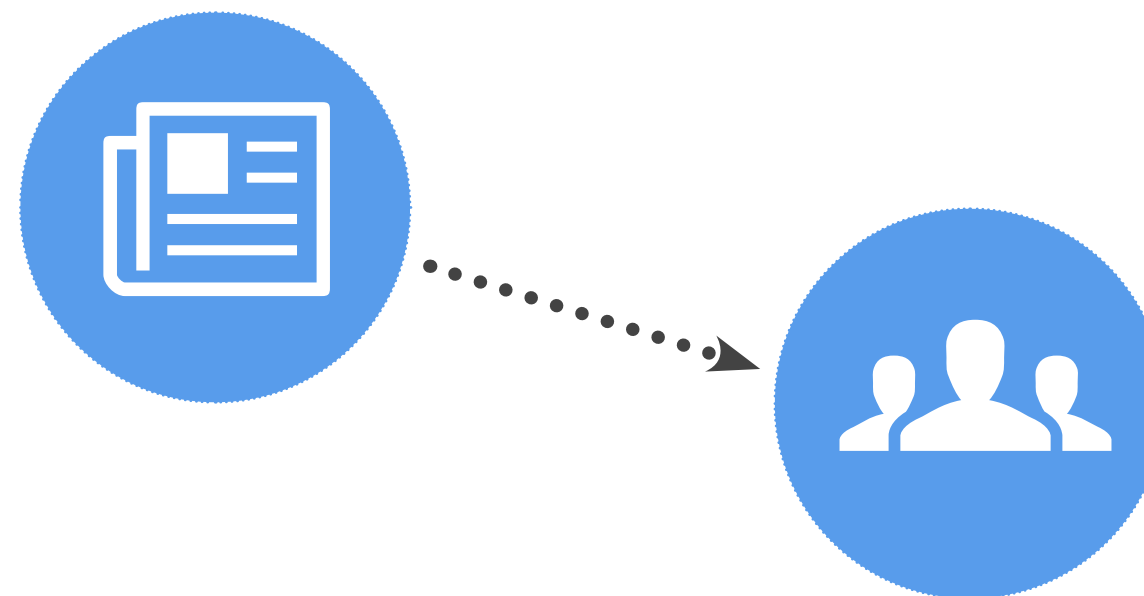
How To Be A Lovable Content Creator

Step 1. Resist the urge to aggressively promote.

Once your blog has a following, it can be tempting to directly promote your business' product or service. You've got your prospects' attention, so why not use it to sell them something? It's important to remember that your company's blog should be used to educate tool or entertain your community. It's okay to weave your business into a post every now and then, particularly if it strengthens your content, but stay away from hard selling on your blog. It's much more valuable build credibility for your blog, and better serve your followers than use the blog as a chance to push a product. You have product pages to do that!

Step 2. Post content your target will use.

How can you help your core buyer persona? Do your best customers struggle with the same problem? Do you best-converting leads struggle with similar, or very different, challenges? Use your buyer persona research and develop content based on your personas' key challenges and pain points. Helping your target audience solve the problems that keep them up at night makes you lovable - and inspired them to return to your site in search of more applicable content.

Step 3. Write content for their sophistication level.

Put yourself in your readers shoes. Is the language too basic or would the vocabulary go right over their heads? You want readers to understand what you're discussing while learning something new, without struggling to "get" your words.

Step 4. Perform A/B tests on blog titles.

It may seem arbitrary, but we found that readers are more likely to click on a post if its title has a number in it, such as '7 Examples of Businesses Making Lovable Marketing.' It's worth investing the time to test which title formats are most appealing to your audience. Try phrases like 'How To' or 'The Dos and Don'ts of' for more catchy titles.

Step 5. Use humor that your audience finds funny.

Injecting humor into your marketing content is a great way to humanize your brand, but you have to make sure it's actually funny to your key personas. The tastes of a 21-year-old man might be a bit different than a gentleman in his 50s, after all. Carefully design and monitor your comedic material. You don't want to accidentally upset one of your prospects, when you were just trying to make your brand more relatable, and your content more engaging.

WHAT SPAMMERS DO:
Leave Self-Serving Comments on Blogs

Using blog comments as an opportunity to promote your own website is a sure sign of spammy behavior. Posting comments unrelated to the blog post's content with a link to your website is self-serving and useless to other readers. Google is unforgiving of spammers who try to disguise their comments as organic inbound links. Check out these spam-tastic blog comments below from *TIME*'s Tech blog.

> **KawishHassan**
> If you are finding some educational notes then visit the blogs below:
> 1. http://all-notes.blogspot.com
> 2. http://all-notez.blogspot.com
>
> **nsbeer**
> Hi, mobile computer users (Android and Apple), check out my new blog:
> http://nickbeerblog.wordpress.com/
> Appreciate any followers, thanks.

WHAT LOVABLE MARKETERS DO:
Make Valuable Blog Contributions

Lovable marketers create content that is useful. Apply this rule of thumb to your blog comments as well. If you come across a blog and are knowledgeable on the topic, leave a comment that can stimulate valuable discussion. If readers like what you have to say, they will come find your website. Attracting visitors organically like this can lead to higher engagement.

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How To Be A Lovable Content Creator

Step 1: Subscribe to leading blogs about your industry.

Use a RSS reader to follow blogs published by industry thought leaders and other businesses with frequent, valuable posts. Share the blogs you find most valuable with your community -- good back-link karma will come to you down the road.

Step 2: Find a blog post written on a topic in your area of expertise.

When commenting on a blog, first read it thoroughly and take notes. Don't just look for gaps in the content that your expertise could fill, but scan for insights or arguments that you think are well presented. Oftentimes, we see people comment on posts to point out flaws and provide answers -- but because they didn't fully read the post, they missed the sentence that address what their comment had to say.

Step 3: Leave a comment.

Use the comment field to tell the author you found their post valuable and point out any strong highlights. Elaborate on an issue the blog addressed if you have information other readers may find useful, or ask a question pertinent to the topic that wasn't addressed in the blog, but could lead to discussion among readers. Don't try to put the blog at hand in a negative light by pointing out its flaws or picking up its slack; focus on being helpful and stimulating.

Step 4: Make an open invitation your CTA

End your comment with a phrase like 'Feel free to email me about this, I'd love to discuss it further.' Once you've engaged in conversation through the blog, invite readers to follow up with you without bombarding them with your website or content.

WHAT SPAMMERS DO:
Stuff Content With Keywords

Wanting your website to rank on Google is a great goal, but the methods marketers take to get there are often spammy. Spammers stuff their website content with keywords to boost the likelihood of search engine bots taking notice. This usually results in compromising the value of your content for your reader. It can also be counterproductively, by show Google that you belong on their black hat (unethical practitioner) list. Check out this dreadfully spammy example below:

Are you looking for cheap baseball caps? If you're looking for cheap baseball caps, look no further. Our cheap baseball caps website is the best place to order your new cheap baseball caps. Feel free to check out our selection of cheap baseball caps from our cheap baseball caps selection below.

WHAT LOVABLE MARKETERS DO:
Use Best On-Page SEO Practices

Primarily, you want website content that your audience will find valuable and engaging. It's also important to consider that the way you format your web pages, as this will impact how search engine bots digest your content. There's nothing wrong with wanting to rank on Google, just make sure you go about it respectfully and legally -- search engines are well seasoned in spotting black hat behavior. Lovable marketers understand SEO principles and can strategize without compromising their content.

How To Be A Lovable Content Creator

1. Make headlines search ready.

Every web page you create should have a thought-provoking headline to grab the reader's attention. It should also include the keyword or phrase addressed in the page. Remember to use your keyword tool to determine long-tail keywords that can diversify your language and spice the content up.

Step 2. Optimize your URL for search.

The actual structure of your website URL can impact search engine's ability to index and understand your website's content. The more organized your URL structure, the better. If you can, edit the URL to include the title of your web page. In fact, some website creation software, including HubSpot's, will automatically create URLs based on of your web page content, which eliminates the need to remind yourself for every new page you create.

Step 3. Make images readable.

Search engines cannot tell what a picture is by scanning it, so they look for clues in two places.

First, they look at the image file name. Every picture you upload to your website will have a file name. When the picture is inserted on your website, the picture's file name actually lives in your website's sources code, or HTML. For this reason, you should use file names that describe the picture.

Additionally, your picture should include alt tags. Alt tags are short snippets of code that allow you to tag each photo on your site with a short text blurb, and help search engines further classify your images.

Step 4. Pay attention to title tags.

A title tag is the text snippet that appears in the upper left corner of a page, or on the tabs of your web browser. The title tag is also the blue link that the search engines show when they list your web page on their SERP. Your title tag should reflect the page's content by featuring your strongest keywords. Title tags max out at 75 characters, so choose your words wisely.

CONCLUSION & ADDITIONAL RESOURCES

CONCLUSION

At HubSpot, we have built our entire business around making marketing that people love. Hopefully you can use some of our lovable marketing methods to help you leave spam in the past and give your consumers what they want, how they want it.

Your email marketing, social media channel, and content strategy are all critical parts of your marketing tool kit. Ultimately, adding a lovable twist to each of these elements will pay off in terms of your marketing's long term results.

Swapping spam tactics with lovable marketing techniques is the start of lifelong engagement with your prospects and customers -- a long path that allows you to convert more, better quality leads, and develop enduring customer relationships.

Now that you've got a better idea of how to spot a spammer, are you ready to put them on notice by infusing your marketing efforts with love? Awesome, you're already on the path to making your prospects come to you.

SHOW YOUR SUPPORT ♥

Learning how to make love, and not spam, is only the first step in creating marketing people love. Click here to show your support by sporting your own Make Love Not Spam shirt.

PROVE THE ROI OF YOUR MARKETING

Learn how HubSpot's all-in-one marketing software can help create marketing people love. Start creating, measuring, and optimizing your marketing today.

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