

32 ENVIABLE INBOUND MARKETING EXAMPLES



Invision



AUTODESK.



PURINA



TABLE OF CONTENTS

Introduction	3
Social media	4
Blog	3
Video	5
Microsite	5
Email	5
About us	5



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INTRODUCTION

Are you feeling the itch to refresh your inbound marketing campaigns, but unsure where to begin? Inbound is all about publishing helpful and interesting content your audience wants to consume, but with the infinite number of approaches and ever-increasing creative standards, the possibilities of how your campaigns might take shape can be overwhelming.

To help get the inspiration flowing, we've collected 32 examples of truly enviable inbound marketing. Whether you want to rethink your approach to social media, email, or blogging, we've curated top-notch examples to expand your thinking. Or, perhaps you are ready to experiment with a new medium for your content. Explore the video and microsite chapters to discover what the leaders in multimedia marketing are creating to share their story.

While we've included the industry each enviable brand is operating in, don't stay confined within your vertical. This guide is all about taking a step outside of your niche to expand how you think about inbound marketing.

But before we dive in, a warning. While some may say that copying is the highest form of flattery, see these examples as a means to your content genius, not the exact playbook. Keep your own persona and product in mind, and let the overarching strategy behind each example prompt your brainstorming. You might be surprised how an international supermarket could inspire your insurance firm's marketing, or how a backpack retailer could make you rethink content for your SaaS startup.

Social Media

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Spotify



STARBUCKS

Starbucks was an early adopter of social media, and today continues to use beautiful visuals to give customers the longing for a warm cup of coffee. But aside from their photography, Starbucks' Facebook page includes a myriad of extra features including job postings, contests, and even an international app. Can't get that latte out of your head? Next time you're on the go, test out the store locator embedded right in their Facebook page.



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ST. JUDE

St. Jude Children's Research Hospital understands the power of social media to raise awareness for a charitable cause. St. Jude's Facebook page features a "Donate" button directly on their cover photo to make the process as easy as possible. To encourage donating, St. Jude uses touching stories and photos of the children they support to connect givers with the heart of the organization.



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CHOBANI

When you have an extensive catalog of products, the potential for visual marketing is endless. But what about when you specialize in one product? Chobani is an excellent example of diverse photography for a single, simple item: a spoonful of yogurt. Check out Chobani's Instagram to browse colorful photos of fruit salads, pineapple smoothies, and frosted pumpkin cookies. You too might begin experimenting with all the tasty possibilities of greek yogurt.



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CHOBANI®

HERSCHEL SUPPLY CO.

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SEWICKLEY ACADEMY

Even if you're new to the inbound marketing space, you've probably figured out the cardinal rule: Be helpful. As opposed to the intrusive nature of outbound marketing, inbound gains the trust of potential customers by creating content the audience actually wants. Check out the Pinterest account of Sewickley Academy, a college preparatory school in Pennsylvania, for an impressive collection of helpful content geared toward helping parents through one of the hardest decisions they have to make: where to send their child to school.



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AWESOME
FAMILY
BONDING
IDEAS FOR FALL



L.L.BEAN

When your brand has been around since 1912, how do you keep product marketing fresh? Value the customer over the product. Take L.L.Bean's Pinterest account, for example. Instead of posting repetitive photos of their traditional (but oh-so-comfy) winter boots, L.L.Bean's boards feature stunning photos of sunrise hikes and crackling campfires. With this strategy, L.L.Bean follows Pinterest best practice by curating boards around the aspirations of their target customer.



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The L.L.Bean logo is displayed in a white circle. The text "L.L.Bean" is written in a green, serif font, oriented vertically from bottom to top.

L.L.Bean

TACO BELL

If there is one part of your marketing where you should flaunt a bit of your personality, it's social media. Taco Bell's Twitter account is a prime example. With the brand's hand-drawn doodles of unicorns and tacos, you'll feel like you've opened one of your middle school notebooks. As quirky as it is, Taco Bell has still established a consistent brand image. Plus, the brand's creative use of animated GIFs results in a social strategy you can't help but love.



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EVERLANE

Each of Everlane's social media accounts work to break down the barrier between the customer and their favorite brand. By illustrating the how and why behind what they do, Everlane provides a window into company culture and differentiates themselves against similar fashion brands. As recent social media trends shift away from the public and toward the private, Everlane has done an exceptional job of using Snapchat to send messages to their customers that feel honest and personal.



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EVERLANE

WWW.EVERLANE.COM

EVERLANE

REI

As you work to raise brand awareness, often it's better to go a bit off the beaten path -- even if it means excluding yourself from the largest shopping day of the year. REI created its fair share social media buzz for Black Friday 2015 as they encouraged shoppers to #OptOut of their post-turkey trip to the mall and instead spend the day in nature. Yet, the holiday season is not the only unique social campaign REI launched. Check out their 1440 Project for an admirable example of inviting the customer into your social sharing.



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Blog

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AMERICAN EXPRESS

The American Express OPEN Forum shows how a brand can expand beyond a traditional blog to create a larger community. OPEN Forum exists to help small businesses grow through original content and a personalized user experience. Upon subscription, the blog prompts the reader to choose the focus areas right for them, including productivity, leadership, growth opportunities, and much more. Within each post, the platform makes it easy to follow the author, respond to the content, or dig deeper into related stories.



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MICROSOFT

Who says B2B marketing has to be boring? Check out Microsoft Stories and prepare to be impressed. The first thing you'll notice is visual quality of the site. As opposed to following a blog template, each post is customized with parallax scrolling, animated graphics, and tedious illustrations. Beyond the design, the writing is reminiscent of feature journalism, packed with empathetic characters and a personal touch. Despite the immense resources of a brand like Microsoft, this blog nevertheless sets a high bar for product storytelling.

▶ HOW IT WORKS



Microsoft

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MODCLOTH

If you're in search of an all-around high quality blog, look no further than Story by ModCloth. The fashion retailer knows their persona well and consistently publishes content with a unique and witty voice. The blog is broken down by categories and subcategories to make it easy for readers to locate evergreen content. While the design follows a traditional blog layout, the color scheme, icons, and pinnable images add up to a pleasant user experience.



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INVISION

While you would expect the blog from a prototyping platform to have exceptional design, it's not simply looks that makes this blog stand out. Instead of always featuring the product, InVision's content marketing focuses on the passion for creation every designer shares. The blog maintains a loyal audience by publishing deep-dive posts around common pain points designers feel, and reflecting back on the big picture goals of their work. And of course, the slick design doesn't hurt.



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HOW TO SAVE TIME AND MONEY WITH MODULAR DESIGN

READ



AUTODESK

Since the blog's launch in 2013, software builder Autodesk has received a lot of buzz for Line//Shape//Space. While the brand focuses on the 3D printing and engineering niche, the blog expands to a larger audience by inspiring all businesses with a hand in design. Each post shares pragmatic business advice in the context of a story, featuring a real and unique example of innovation. In addition to the quality of the content, Line//Shape//Space uses fascinating imagery to invite readers into each story.

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Seeing Is Believing: How
Preconstruction and Lean Data
Are Transforming JE Dunn
Construction

Clearing the
Implement
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TOMS

By sharing the stories of the people the brand supports, TOMS is able to quickly turn prospects into all-out brand evangelists for their one-for-one giving model. In their latest piece of visual marketing, TOMS uses virtual reality to take the audience alongside on a giving trip. Drag the frame to get a 360-degree view of the surroundings. Better yet, tilt your smartphone for a seamless experience. As more brands discover the possibilities of virtual reality, expect for this form of video marketing to be around for a while.



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GOPRO

Pink gorilla jumping out of a plane? Check. Bird's eye view of a scenic canyon? That too. To experience a unique series of B2C video marketing, check out GoPro's YouTube channel. The brand curates videos from its customers to show just what heights and depths their product can withstand. In addition to featuring the product, the videos also create a community for GoPro users to share their extreme experiences.



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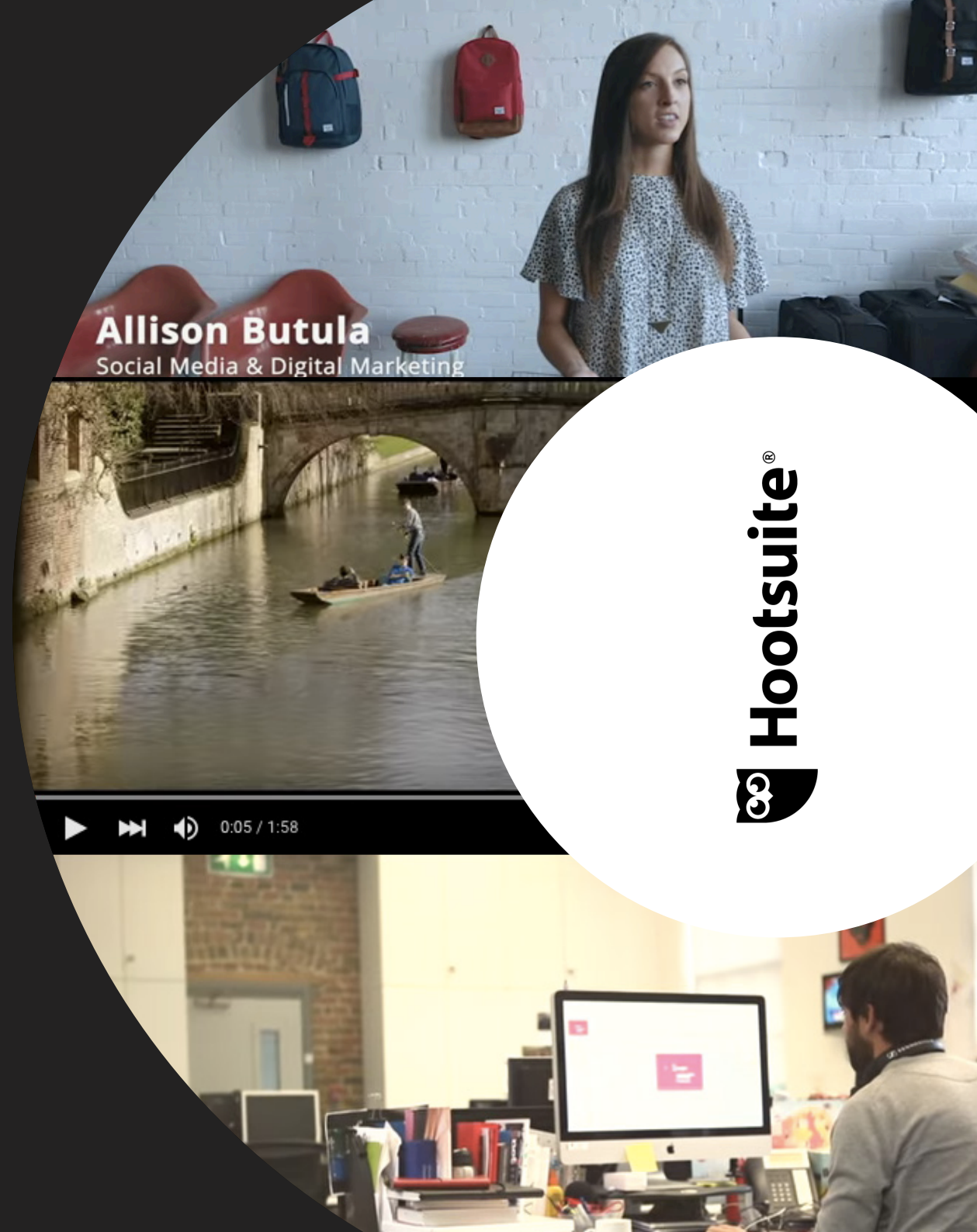


HOOTSUITE

Successful B2B marketers know the power of the case study. And especially for brands in the SaaS space, these success stories are often necessary to share the customizable nature of the product for the user. Hootsuite, creator of a social media management dashboard, uses video to highlight their customer's personality in each case study. Check out the series on their YouTube channel to see an impressive example of each part of the video process: interviewing, production, and editing.



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Allison Butula
Social Media & Digital Marketing

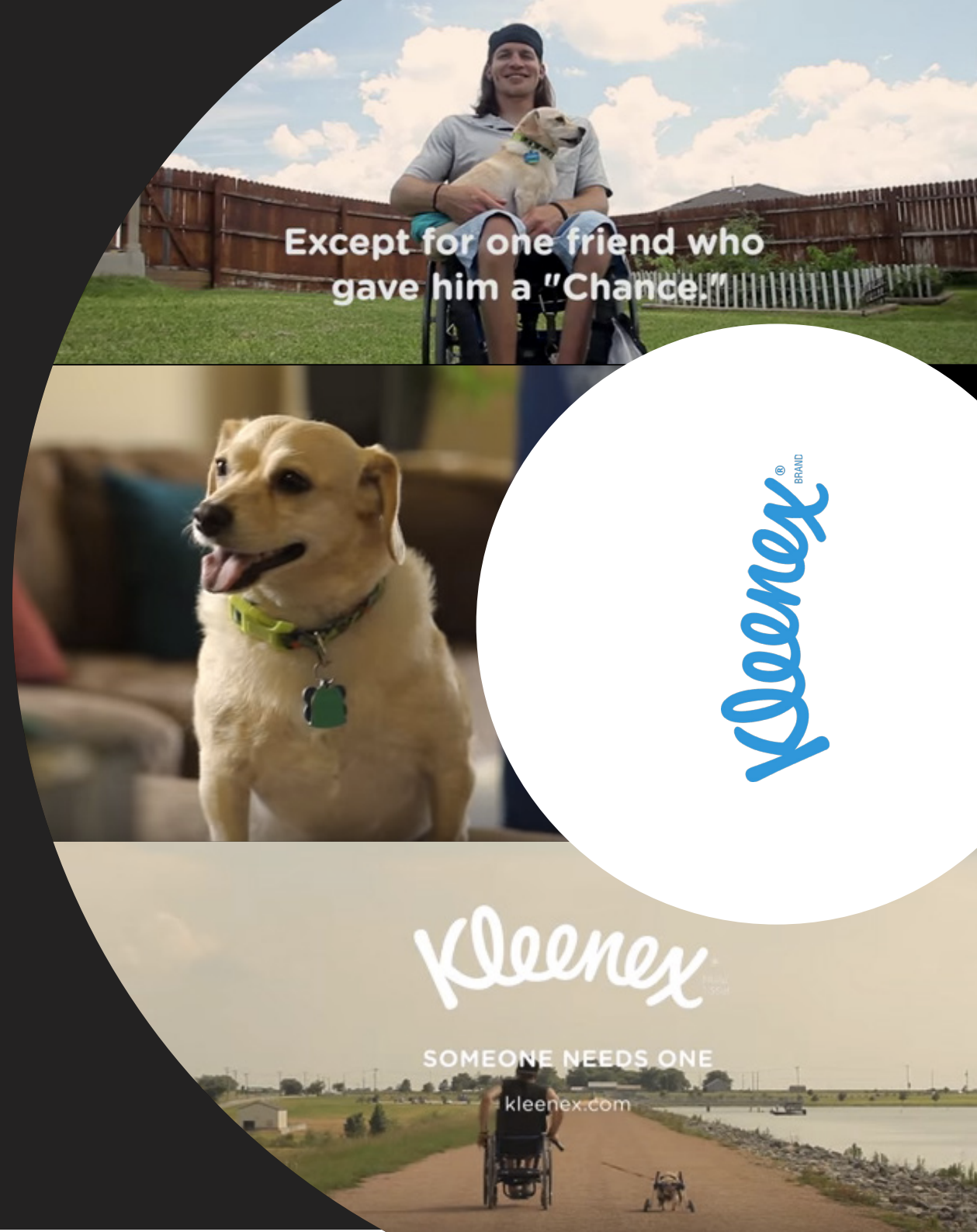


KLEENEX

For this marketing example, you might just need a box of tissues. Entitled “Best Friends,” Kleenex tells the story of a man who finds companionship in a dog who shares his same challenges. What makes this piece of content truly remarkable is the lack of explicit advertising for the brand itself. Instead, Kleenex uses its platform and name recognition simply to share a worthy story and inspire audiences.



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Except for one friend who
gave him a "Chance."



SOMEONE NEEDS ONE

kleenex.com

WISTIA

You'd expect a video hosting platform to excel at video marketing. Yet, it's not simply the lighting and lack of jump cuts that makes this an enviable marketing example. Wistia's video library consists of self-service tutorials to help businesses create awesome marketing. But before you pass this off as another set of boring educational videos, take a look. Wistia's content is helpful, courteous, and honestly, fun to watch. Packed with humor, Wistia sets an example of engaging writing brands should aspire to emulate.



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EDEKA

Commercials don't have to feel like commercials. German supermarket EDEKA kept this in mind in its Christmas video advertisement, #HeimKommen. The video tells the story of a grandfather spending the holidays alone. In an act of desperation to bring his busy children and grandchildren home for the holidays, he ... Well, no sense in ruining it for you. Watch the video yourself to learn why empathy is a vital ingredient in video marketing.



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Zeit heimzukommen.

PURINA

In partnership with Purina, BuzzFeed has created an adorable video you'll immediately want to share -- but is it a commercial? This video shares the first day of bonding between a man and his new puppy. While the piece does include Purina product placements, the video is so much like a funny BuzzFeed skit that you'll probably want a sequel. Good news here. The video links to a multimedia microsite.



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Microsite

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PURINA



PATAGONIA

The drive behind much of Patagonia's marketing is the Worn Wear campaign, a program that encourages customers to repair their damaged outdoor gear rather than buy new items. The heart of the campaign consists of stories told by actual customers. These narratives are enhanced with a variety of multimedia elements, including how-to articles for common clothing repairs, a beautiful Instagram account, and even a 30-minute documentary. Overall, Patagonia stands out by sharing customer stories through a nontraditional campaign angle.



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THE STORIES WE WEAR

WORN WEAR

a film about the stories we wear



patagonia®

REPAIR IS A
RADICAL ACT

PRUDENTIAL

Prudential shows that marketers of any company can excel with an exciting multimedia approach -- even if your main objective is to teach people about retirement. In "The Challenge Lab," Prudential uses videos, quizzes, and other interactive elements to debunk every excuse a millennial might come up with to avoid thinking about retirement. As you explore the microsite, don't be surprised if you too are reawakened to the significance of your 401(k).



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Map My RETIREMENT

EPISODE ONE: YOUR FUTURE SELF
YOUR BRAIN IS TO BLAME



Prudential

THE CURIOUS SECRETS OF A LONG LIFE
(IN A SHORT FILM)



NETFLIX

Netflix has partnered with the Wall Street Journal Custom Studios to create a game-changing piece of native advertising. In Cocainonomics, a combination of breathtaking graphics, professional reporting, and multimedia features tell the gritty story of the cocaine business. In addition to being an impressive piece of journalism, Cocainonomics arrived just in time to promote "Narcos," a Netflix original series.



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"I would rather have a grave in Colombia than a jail cell in the U.S."

- Pablo Escobar



NETFLIX

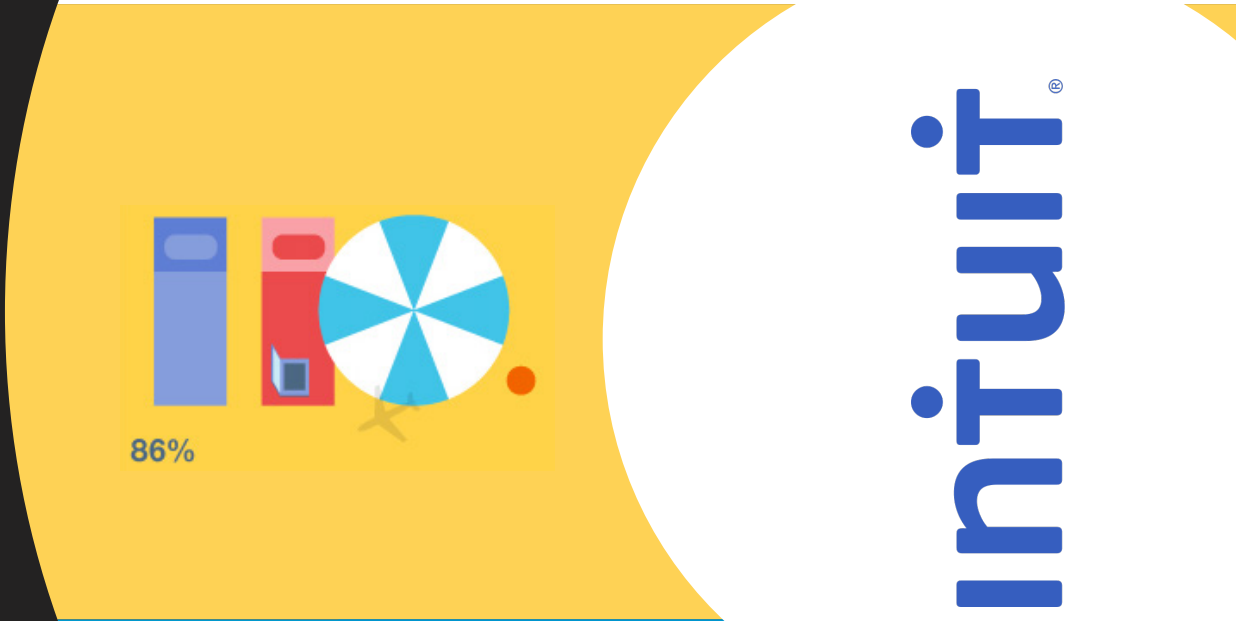
COCAINONOMICS

INTUIT

In the realm of B2B marketing, a solid grasp of data visualization can be a make-it-or-break-it attribute. For an impressive example of an infographic that not only displays data, but animates it, check out “Death of the Office?” In this infographic, the UK division of financial software company Intuit explores the growing trend of working from home and how that has affected workplace culture.



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DEATH

OF THE OFFICE?

HOW TECHNOLOGY IS SHAPING THE WORKPLACE OF THE FUTURE

Today, the cloud has become impossible to ignore. While we're always hearing about how technology is going to change everything, it now seems that innovative approaches to how we live, work and play are having a drastic impact on everyday life. What does the workplace look like in a world where physical location has become unimportant, and where people are able to connect seamlessly from almost anywhere on the planet?

CHIPOTLE

As Chipotle has gained popularity, so too has its non-traditional marketing. The fast food chain knows its audience well, targeting each hand-drawn cup design and social media post toward the Millennial generation and a goal of word-of-mouth marketing success. Chipotle continued this strategy in their creation of “Taste Invaders,” an Atari-style online game that challenges players to shoot lasers from a foil-wrapped burrito.

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CHIPOTLE PRESENTS

TASTE INVADERS

A galactic battle against artificial ingredients.

AS REAL AS IT GETS

CHECK OUT OUR 51 SIMPLE, DELICIOUS INGREDIENTS →



Email

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Spotify



LITMUS

Litmus, an email testing and analytics platform, sets a high bar for what campaign emails can accomplish. As opposed to static text, each email uses eye-catching GIFs and bold colors to make the reader feel like they're on a professionally designed website, not in their inbox. Because of the superior visual elements, Litmus avoids the graymail trap and invites subscribers to explore their content further.



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The how-to guide to responsive email design

See what's possible with responsive design, learn about media queries, and find out which mobile apps support responsive emails.

[View the guide →](#)

SHARE EMAILS AND INSPECT CODE

Ever wished for an easier way to share emails? Tried in vain to see how responsive design works under the hood? Now you can.



```
74  
75 <!-- beginning of main table -->  
76 <body style="margin: 0; padding:  
77 <table cellpadding="0" cellsp  
78 bgcolor="#414358">  
79  
80 <tr  
81 <td class="responsive" >  
82 MATCH THE VIDEO  
83 </td>  
84 </tr>  
85 </td>
```

[Learn more →](#)



Send With Confidence

Build, test, and monitor your emails with Litmus

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JETBLUE

There are few brand emails that will make you blush quite like Jet-Blue. While their design is clean and simple, the cheeky content hits the airline's personality perfectly every time. Each email has a distinct purpose to avoid cluttering the audience's inbox. Meanwhile, even the unsubscribe email is witty enough to make you reconsider your decision to stop the emails.



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HEY, YOU! KNOW WHAT TODAY IS?
WAIT...DON'T TELL US YOU FORGOT.

IT'S OUR
ONE YEAR
ANNIVERSARY!

jetBlue

So let's stay together!
For consistent delivery, add jetbluepromotions.com to your address book.

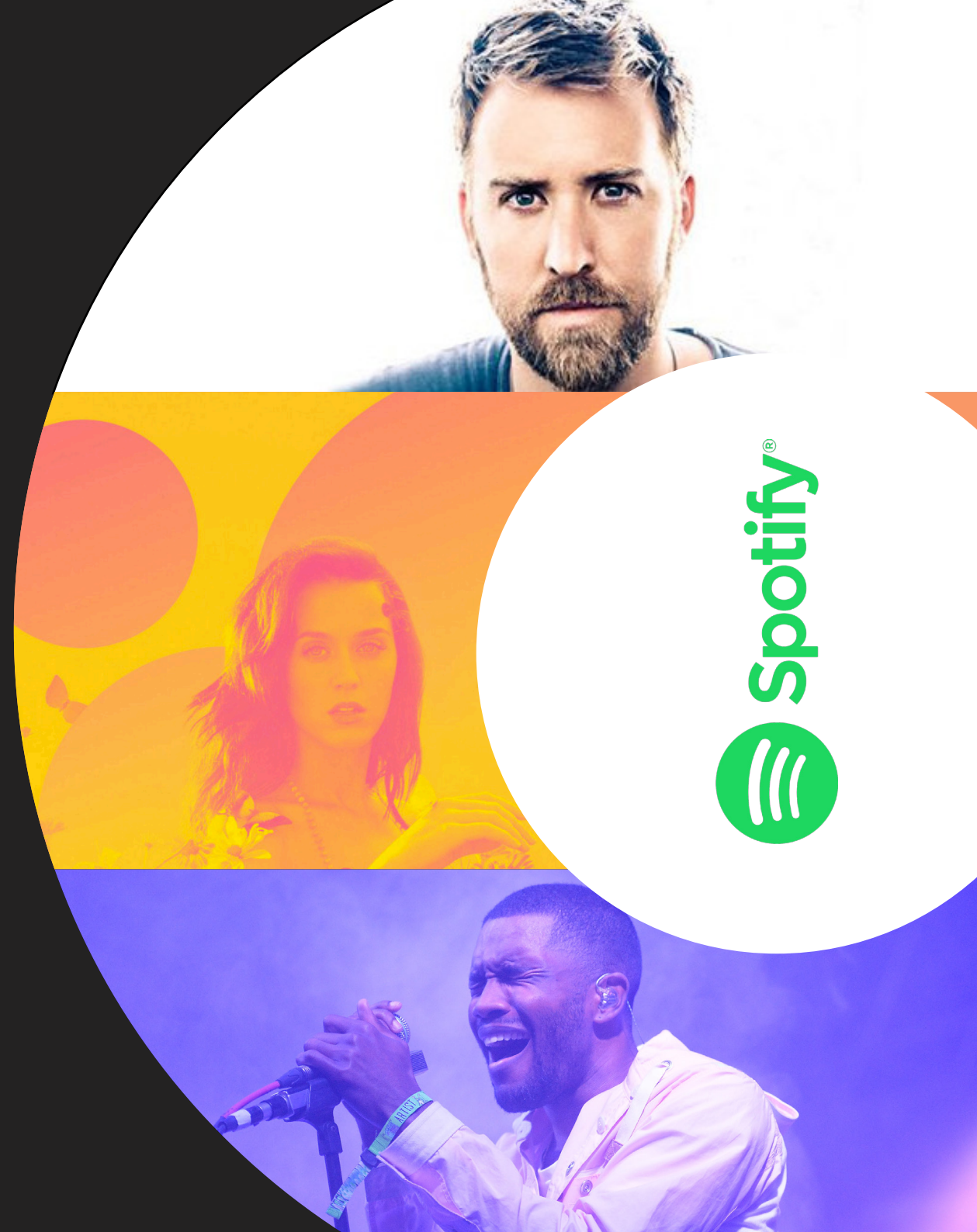


SPOTIFY

Spotify's emails master the challenge of personalization. The music streaming platform only sends emails when the content will be helpful to the reader. By leveraging the user's music interests, Spotify crafts emails that make the recipient feel like they're being rewarded for listening to what they love. Plus, there are few better ways to start your morning than to receive a personalized email from Spotify saying one of your favorite bands has released a new album.



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BIRCHBOX

Birchbox is another example of a brand committed to personalization. By always rooting the content in sample and purchase history, the shopper can be sure each email they receive from Birchbox will be relevant to them. In addition to suggesting the right products, the voice of the copy is helpful and honest, always reminiscent of an email from your best friend.



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BIRCHBOX™

FREE SHIPPING ON
BOX BRANDS & ORDERS

TELL US HOW YOU REALLY FEEL.

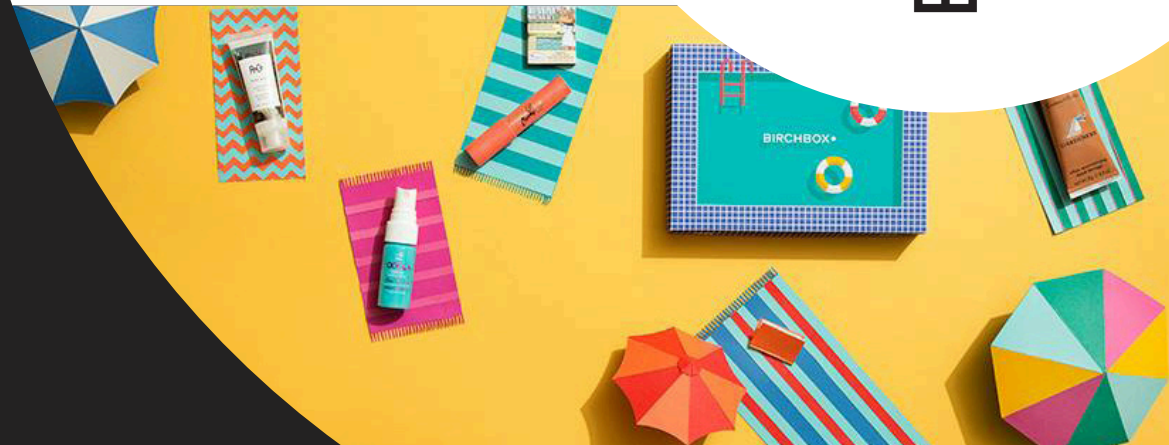
Seriously, don't pull any punches!

Rate these samples via our feedback surveys—each review earns you 10 points and for every 100 points, you get \$10 off a full-size product order.

Step 1. Go to your [Box page](#).

Step 2. Click on the product you would like to review, then select the "Write a Review" button below the product name.

BIRCHBOX™



AIRBNB

Airbnb's email personalization strategy is based around anticipating customer needs. The vacation accommodation site tracks your search history and lets you know when additional rentals become available that you might be interested in. As shown above, you'll also receive perfectly timed emails suggesting you take the time to relax and recharge. Each email fits into their overall marketing campaign, #BelongAnywhere -- helping customers feel at home anywhere they might explore.



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#BelongAnywhere



Incredo is an Armenia-based digital marketing agency. SaaS marketing is the fuel that drives Incredo; it is in our blood, but don't take our word for it...

In three short years, Incredo's team of highly skilled marketing, development and design specialists have proven our value to businesses in dozens of various industries.

Clutch recently rewarded Incredo as one of the global Top 10 Content Marketing Agencies.

[Start your free consultation](#)



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