



HOW I BECAME A GLOBAL INFLUENCER IN MY INDUSTRY ON A \$10 BUDGET

jeffbullas.com



Jeff Bullas

Award-Winning Digital Marketing Influencer

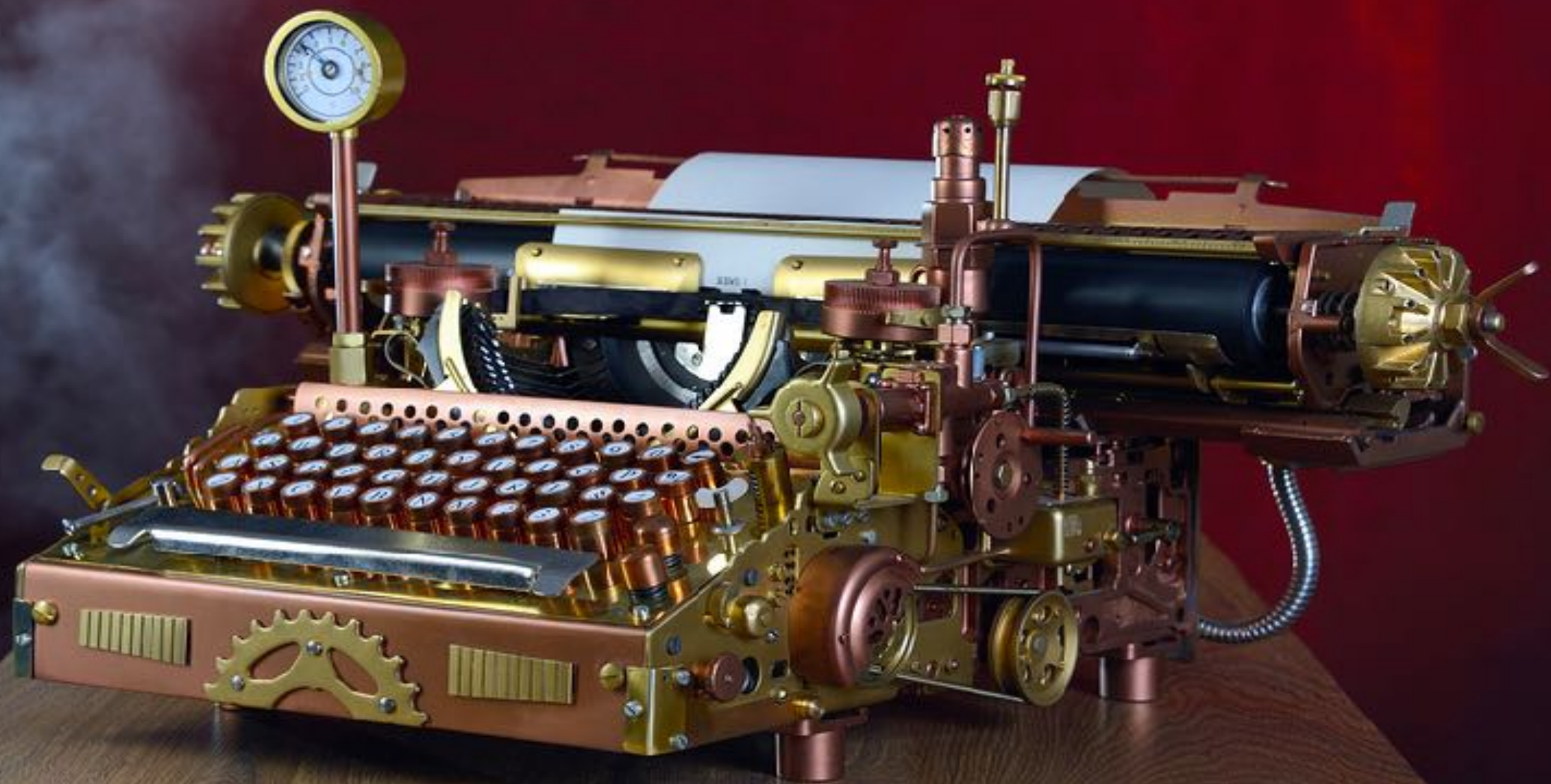
jeffbullas.com | @jeffbullas



#GrowWithHubSpot



"I create, I publish....I exist"





A few things I learned along the way



“Run when you can, walk if you have to, crawl if you must; just never give up.”

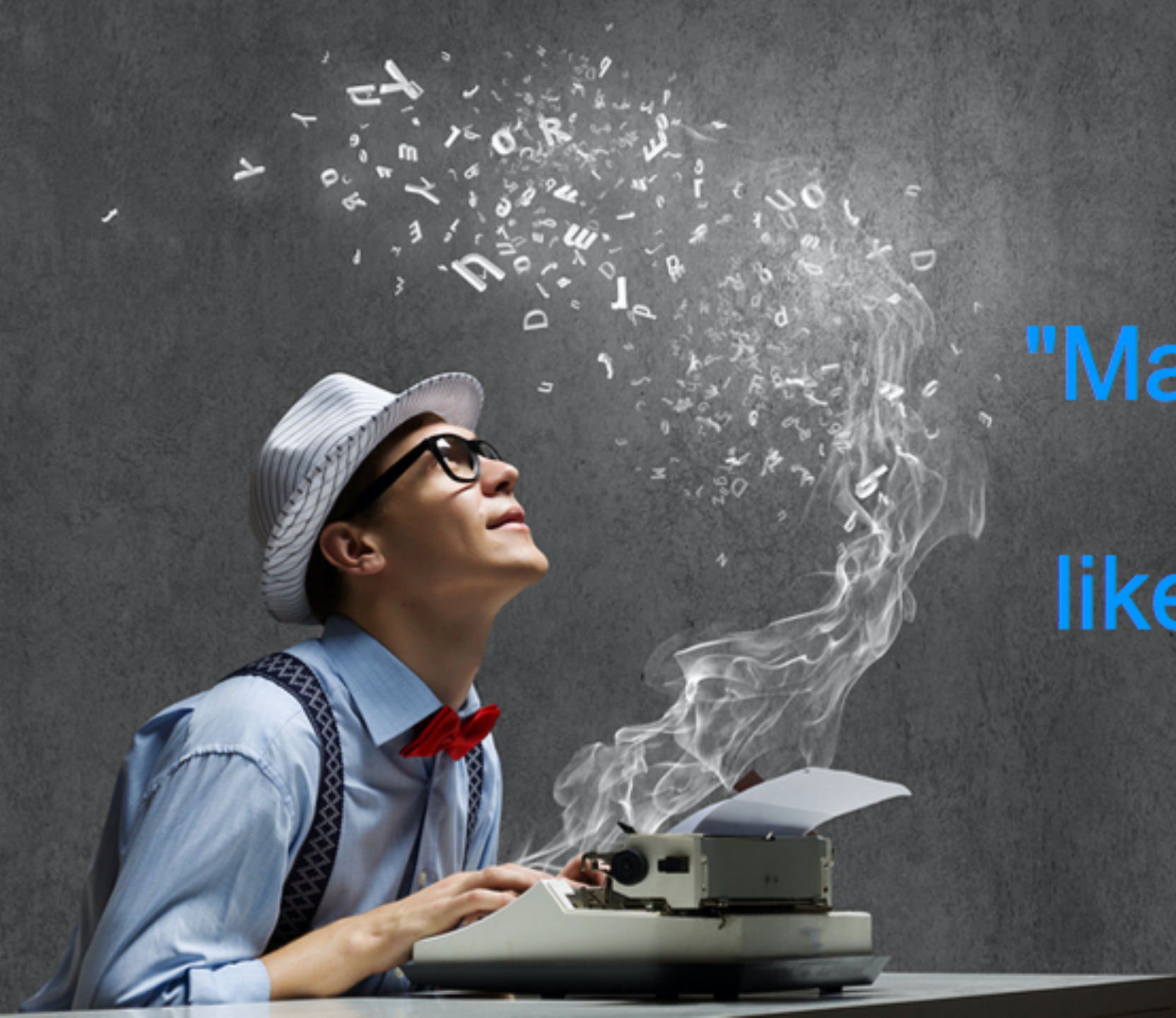
Dean Karnazes



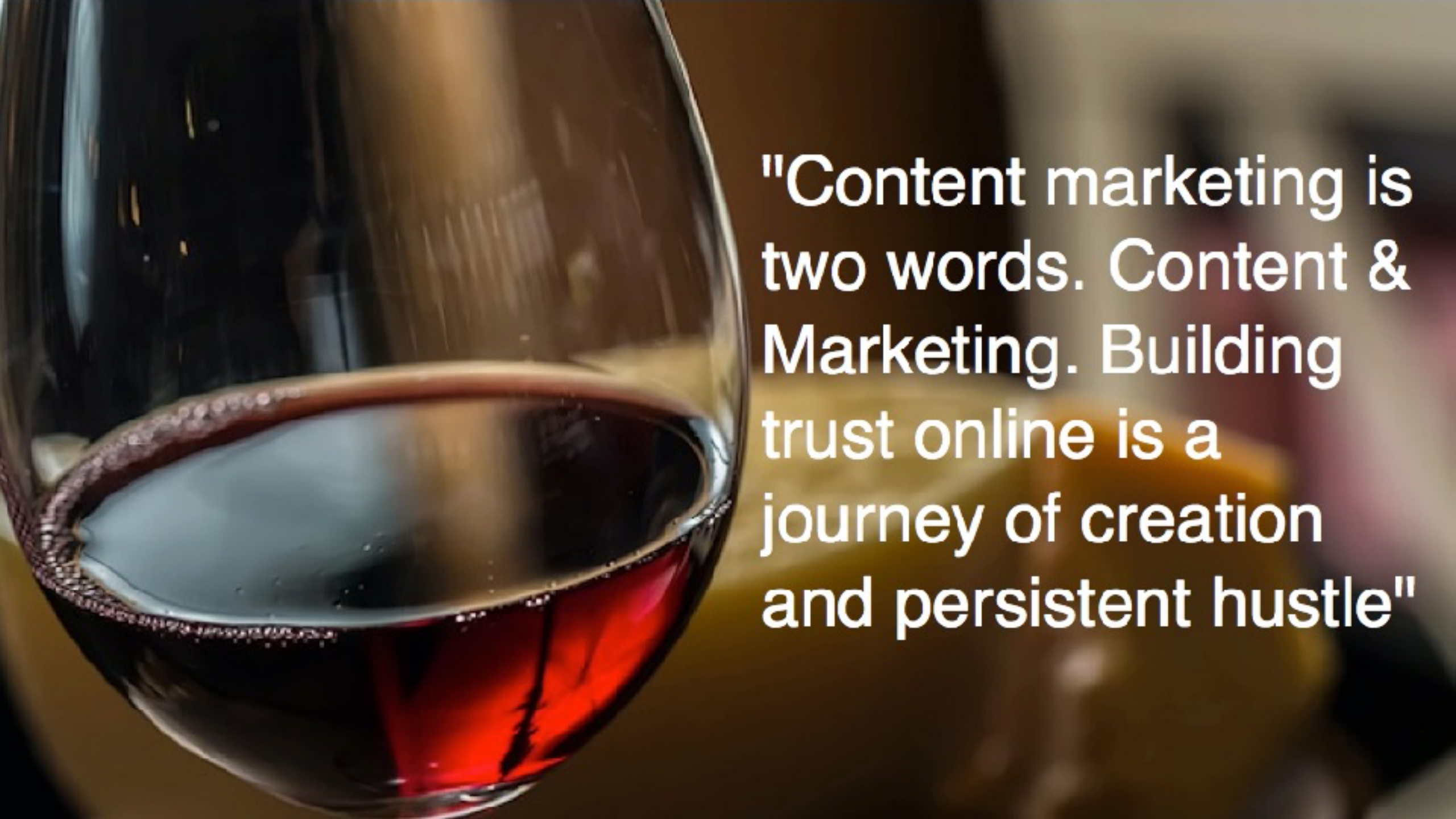
"We have always been
shameless about stealing
great ideas"

Steve Jobs



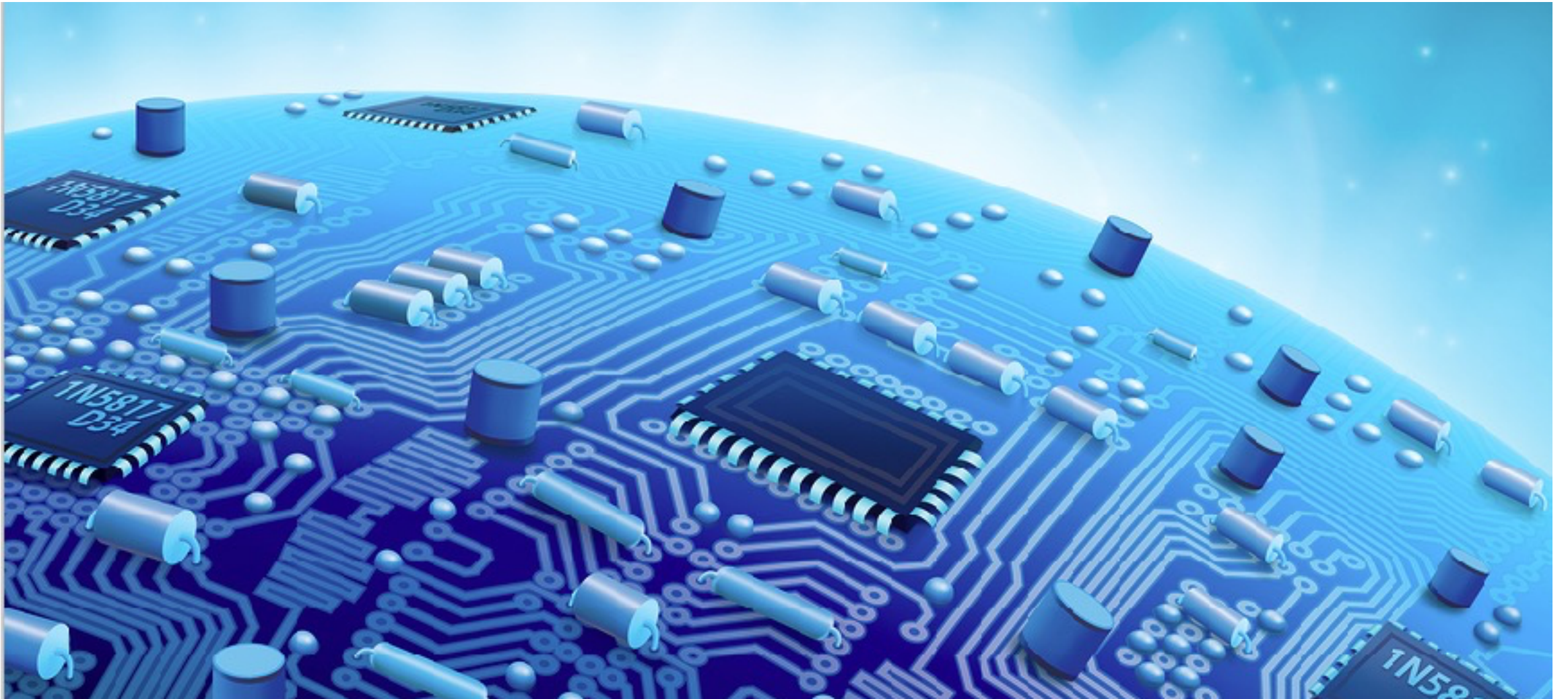


**"Marketers need
to think
like publishers"**

A close-up photograph of a glass of red wine. The glass is partially filled with a deep red liquid, and the surface of the wine is visible. The background is blurred, showing what appears to be a wooden table and other glasses. On the right side of the image, there is a white text overlay.

"Content marketing is two words. Content & Marketing. Building trust online is a journey of creation and persistent hustle"

The challenges in a digital world







Pinterest


PayPal


YouTube


Flickr


Blogger


LinkedIn


Facebook


Vine


Skype


Instagram


Google+


Twitter

   84% 



**BRAND
LOVE**

"The sales process hasn't
changed just the medium"



"The one constant is change. Resisting is futile unless you want to be beaten by your competitors"



"On the social web you are defined by content but measured by data"



If you don't fail now and again, it's a
sign you're playing it safe.

— *Woody Allen* —

“The difficulty lies not so much in developing new ideas as in escaping from old ones.”

- John Maynard Keynes



The opportunities in a digital world



“Content marketing is not an expense but an investment in a digital asset”







“The social web gives you the technology, the platforms and the reach to sell to thousands of people”

**DONE IS
BETTER THAN
PERFECT**

ATTRACTION





"Twitter is the most misunderstood social network. Learn how to use its global organic reach"



Jeff Bullas

@jeffbullas



watching the cricket

6:54 PM - 17 Dec 2008



2

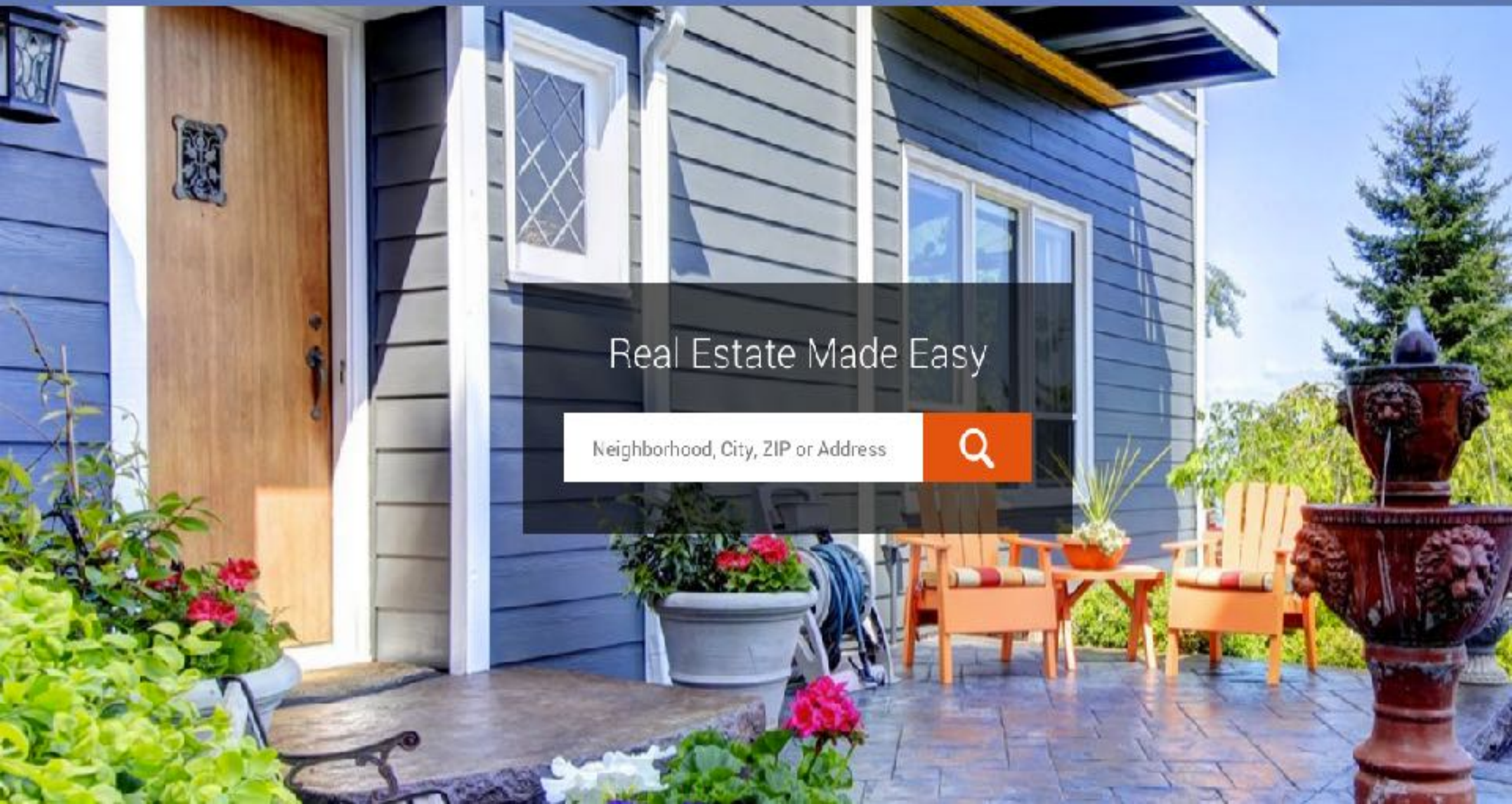


"Search drives 300% more traffic than social....so don't ignore it"





"Build your email list fast... before
all the social networks make you
pay for traffic"



Real Estate Made Easy

Neighborhood, City, ZIP or Address



Insights from Movoto

Innovated from outside their niche

Defined their goal: Maximize sharing

Hustled their content to online influencers

Built a website that made it easy to share

Optimized for search engines



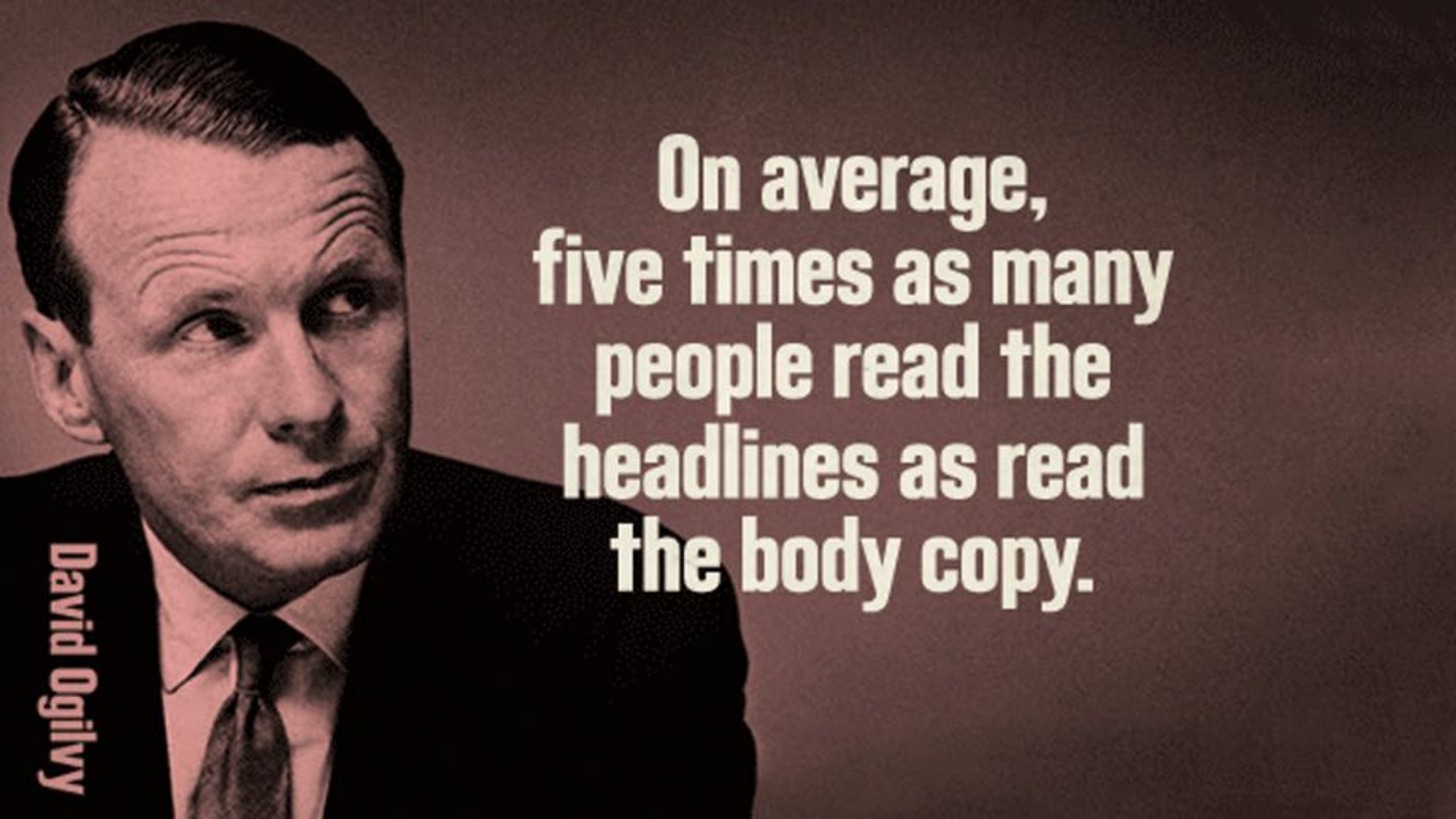
A photograph of three young women sitting in the front seats of a car. They are all wearing bohemian-style headbands. The woman on the right is wearing a crown of pink roses and is looking towards the camera with a slight smile. The woman in the middle is looking out the window. The woman on the left is also looking out the window. The word "SEDUCTION" is overlaid in large, bold, orange letters across the center of the image.

SEDUCTION



“If you don't have the time or the resources to create original content then curate”





**On average,
five times as many
people read the
headlines as read
the body copy.**

David Ogilvy

Controversial

Publish a post



Jeff Bullas

CEO at Jeffbullas.com Pty Ltd

Edit post

View stats

Why You Should Forget Facebook

May 5, 2014

291,583 views



2,917 Likes

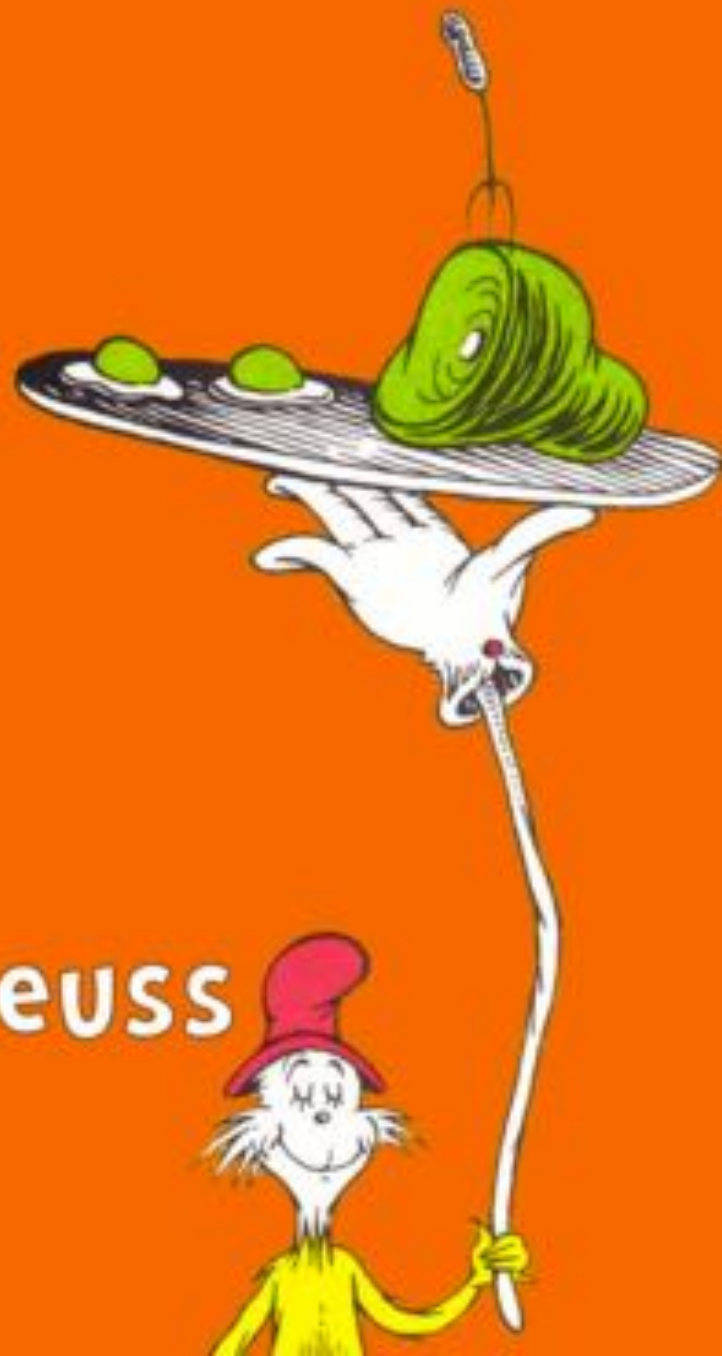


998 Comments



Green
Eggs
and
Ham

By
Dr. Seuss



"For powerful communication use words that a grade 5 student would understand"

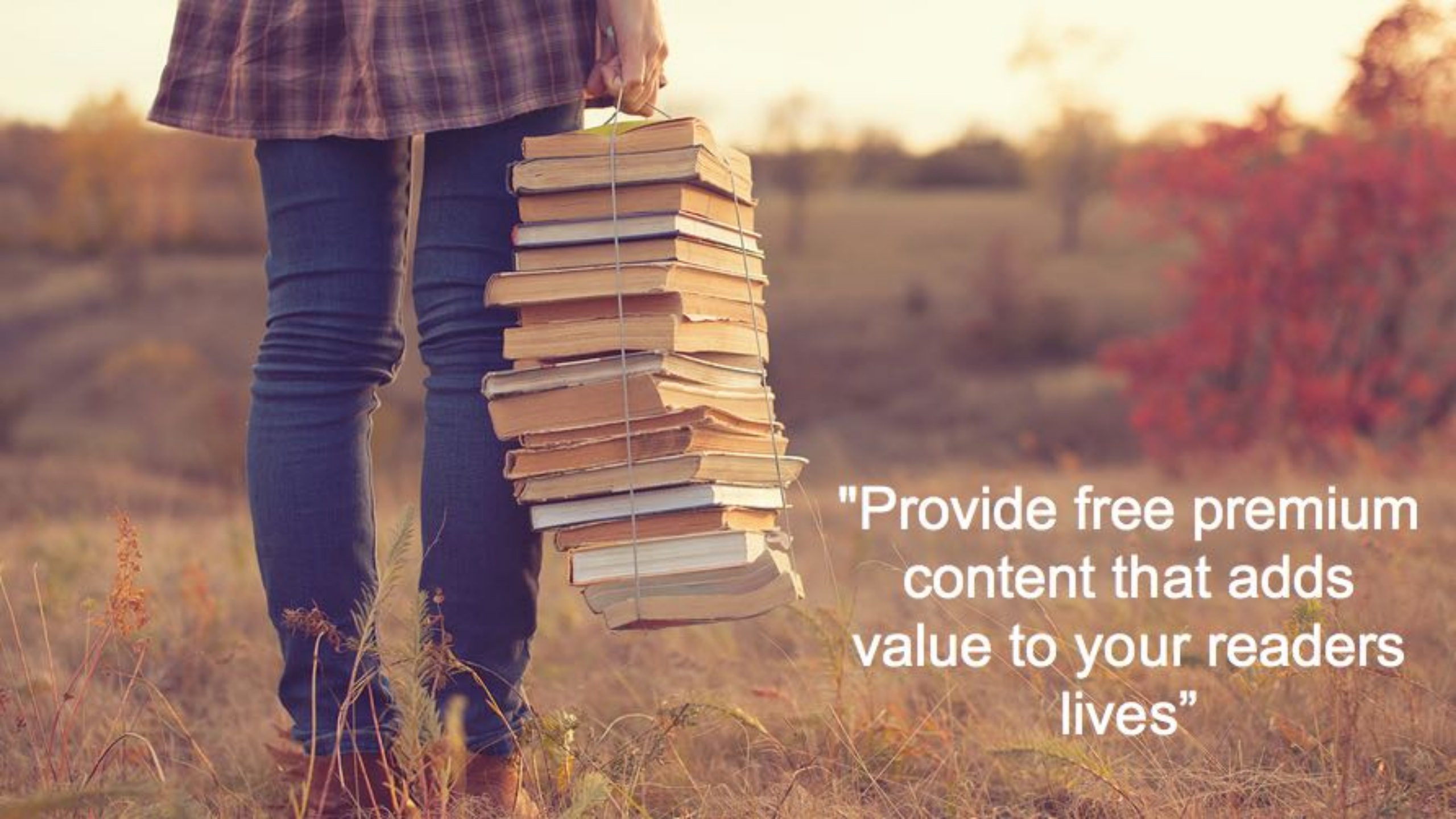





"Including images in your content and on social media can increase share rates by over 600%"

A low-angle, close-up shot of a person's legs and feet as they run on a paved path. The person is wearing red and white athletic shoes. The background is a bright, hazy sunset or sunrise, with the sun low on the horizon, creating a warm, golden glow. The path is made of asphalt and is slightly out of focus in the foreground.

**“The endurance of
evergreen content
allows you to share the
same content for months
and even years. Today’s
news is old news
tomorrow ”**



"Provide free premium content that adds value to your readers lives"

A close-up photograph of two people shaking hands. The person on the left is wearing a dark blue suit jacket with four buttons on the cuff and a white shirt cuff. The person on the right is wearing a light blue suit jacket and a white shirt cuff. The background is a dark blue world map with a grid of latitude and longitude lines. The text is centered over the map.

“Your content creates credibility and trust before you ask for the order” »



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Chronicle the cognitive
world.

Insights from IBM

Content is the new salesperson

Create content to build customer relationships

Set up your content to get to the right people

Scale your personalisation with technology.

Find out what keeps management up at night



COMMITMENT





"Your first conversion goal is to turn paid and earned traffic into owned traffic. This is your email list"



A hand holding a computer mouse over US dollar bills. The image is monochromatic with a blue tint. The hand is positioned over a mouse, which is resting on a surface of US dollar bills. The bills are slightly out of focus, showing details like the portrait of George Washington and the text 'ONE DOLLAR'. The overall composition suggests a connection between digital technology and finance.

... "Your final marketing goal is to convert leads into sales"

SUBSCRIBE

Your Daily Dose of Inbound

Marketing

Your Email (to subscribe) >



Sales

Your Email (to subscribe) >



Insights - Hubspot

Awareness
Stage

Consideration
Stage

Decision
Stage



Blog Posts
Webinars
Ebooks
Guides



Expert Guides
White Papers
Reports



Vendor comparisons
Case Studies
Trials
Live Demos

Trends



The Robots are taking over

The rise of marketing as an art "and" a science will
require technology to market globally at scale"



Handwritten mathematical notes and diagrams covering the entire page, including various equations, flowcharts, and a central pie chart.



Handwritten vertical text on the right side of the page, possibly a title or a key note.

Handwritten vertical text on the left side of the page.

Handwritten notes in the upper left quadrant, including some mathematical expressions.



Handwritten notes in the center, including a large equation with a square root symbol.

$$\sqrt{\frac{X}{A}} = \frac{1}{X} \sqrt{X^2 + A^2}$$

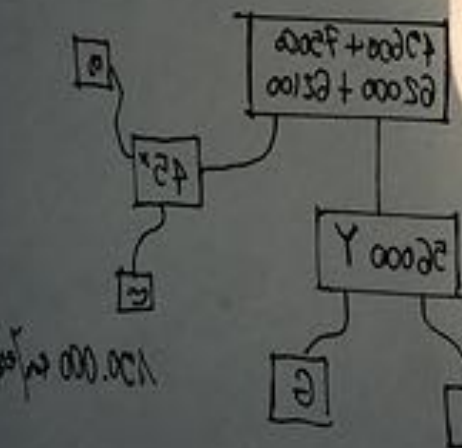
Handwritten notes below the pie chart, including a small bar graph.

Handwritten notes on the right side, below the pie chart, including a small line graph.

$$\frac{1}{\sqrt{X^2 + A^2}}$$



Handwritten notes in the lower center, including a small bar graph.



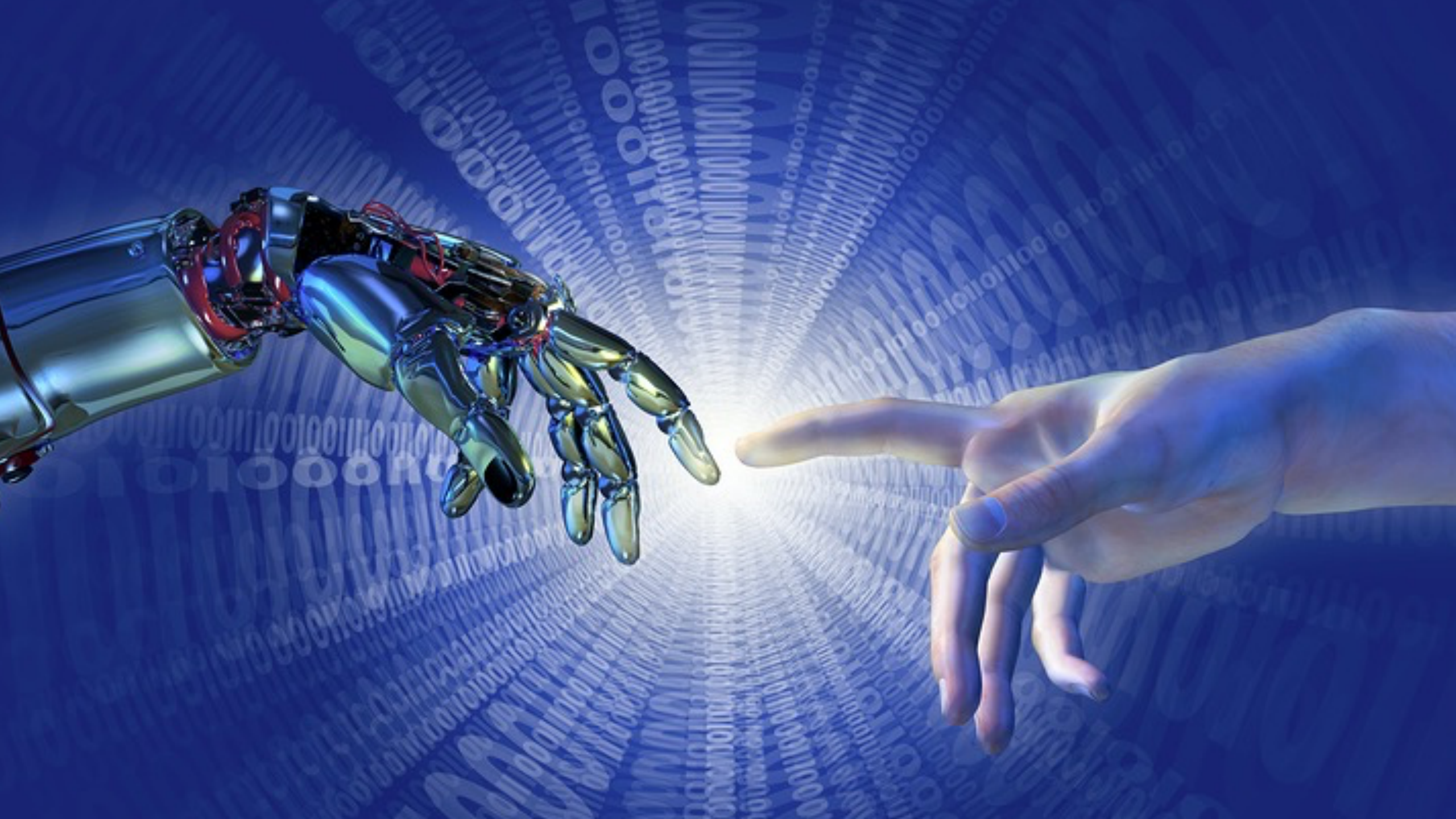
INFLUENCER MARKETING

55%

76%

35%

JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC



ATTRACTION



A photograph of three young women sitting in the front seats of a car. They are all wearing bohemian-style headbands. The woman on the right is wearing a crown of pink roses and is looking towards the camera with a slight smile. The woman in the middle is looking out the window. The woman on the left is also looking out the window. The word "SEDUCTION" is overlaid in large, bold, orange letters across the center of the image.

SEDUCTION

COMMITMENT



A close-up, low-angle shot of a person's legs from the waist down to the feet. They are wearing light blue denim jeans and black sneakers with white soles. The person is walking on a sandy, textured ground. The background is a soft, out-of-focus light brown color. The text is overlaid in a large, bold, black serif font.

**"Nothing happens
until you start"**