



Making Money and Meaning with Inbound Marketing

@dharmesh
Founder/CTO, HubSpot

Hi, I'm @dharmesh

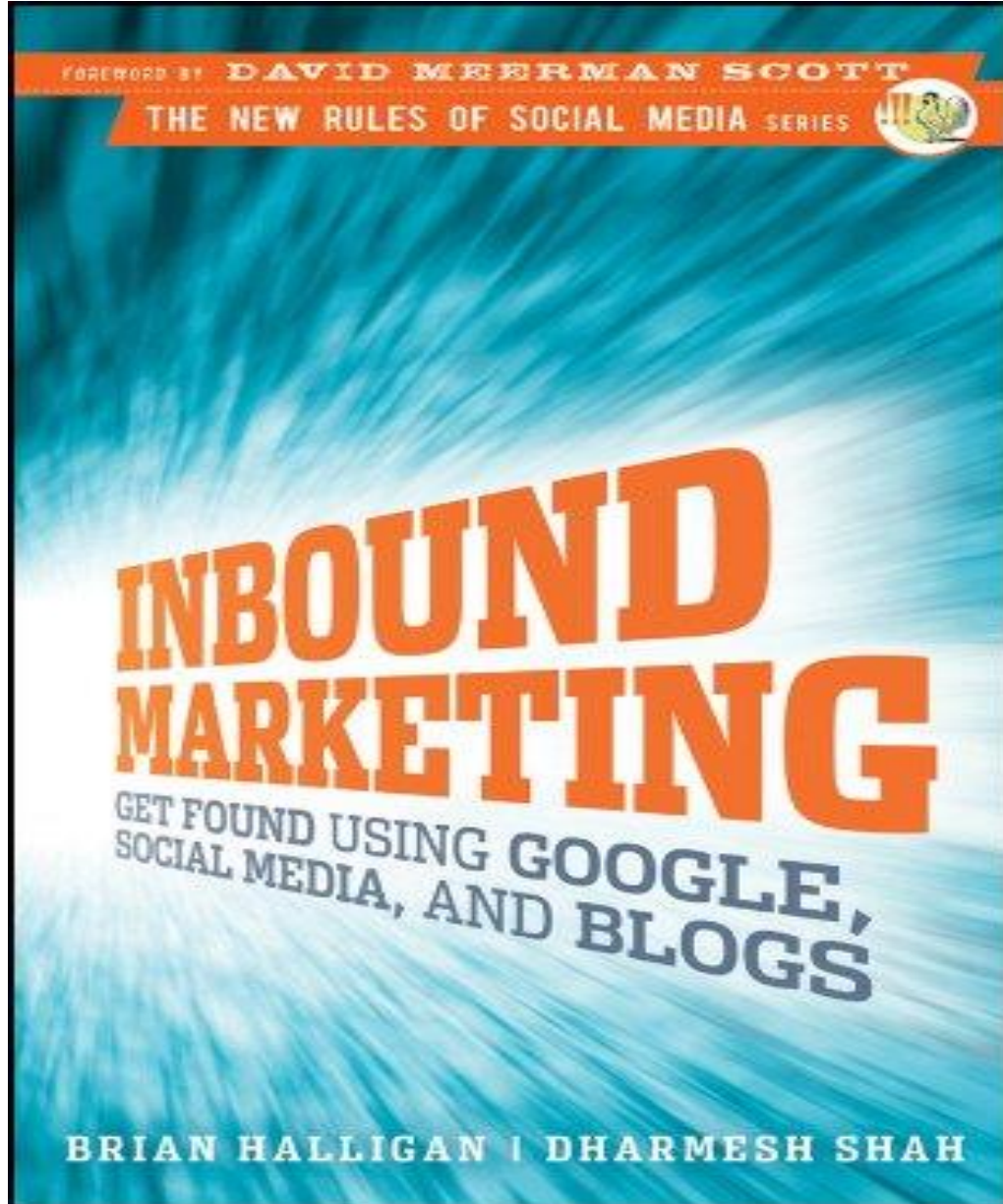
I work here





We love marketing.





I'll use the term
“inbound marketing”

Feel free to run
a mental regex
and change it in your head.

Now, a
confession...



I've been meaning to speak at

MOZ con

for the past couple of years...

ad·vanced

/əd'vɑnst/ 

Adjective

1. Far on or ahead in development or progress.
2. New and not yet generally accepted.

Synonyms

forward - progressive

CRAP! You folks
are much smarter
on the *how* of
inbound
marketing.



But, the real reason:

I was a tad preoccupied
with a **new startup**.

Which involved the most
challenging **startup branding**
project of my career.



Sohan Shah
LAUNCHED
Jan 6, 2011

My co-founder



Yes, of course
he has his own twitter handle.

@sohan

For his 0th birthday,
he got a domain for a present:

sohan.com

Lets talk about domain names.

Most organizations
under-think
and under-invest
in their domain name.

It's not about
keyword-richness, it's about
processing fluency.

Instead of trying to
beat the brands,
why not
become the
brand?





The story
about some
curious
activity on
Quora.

This one
required some
sleuthing...



It started with a question I posted...





Startups: [Company Culture](#) [Cultbuzz](#) [Culture Hacking](#) [Entrepreneurship](#) [Morocco](#)
[Office Culture](#) [Offices](#) [Silicon Valley Company Culture](#) [Startup Culture](#) [Startup Visa](#)
[TechStars](#) [Tips and Hacks for Everyday Life](#) [Travel Hacks](#) [Edit](#)

What are the coolest startup culture hacks you've heard of?

[Edit](#)

Culture hacks are the clever, quirky little things companies do that makes them who they are. [Edit](#)

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Jonny Miller, Co Founder at Maptia

2271 votes by Dharmesh Shah, Rand Fishkin, Barry Green, (more)



Move your startup to Morocco!

I'm a co-founder at [Maptia](#) and after we graduated from the [TechStars](#) Seattle program at the end of last year, our team's temporary U.S. visas expired, and so we were forced to re-locate away from the States. Being three British co-founders, London seemed like an obvious option, but it is of course extremely expensive to rent accommodation and office space.

Needing to make our runway last until we had launched the Beta for our product, we instead spun the globe and found a cheap apartment only ten metres from the Atlantic ocean in the Moroccan surf town of [Taghazout](#) - now equipped with high speed broadband (thanks to Ken's technical genius) and enough space for all five of us currently on the team to live and work comfortably.

We've been living here for a couple of months now and **our ultimate 'culture hack' has been to blend Maptia's startup culture with our daily lives.**

Below is the village where we are located... the Maptia HQ is on the second floor of the white house!



No biggie.

Life went on.



Then I get this email from Quora:

The Quora logo, consisting of the word "Quora" in white text on a red square background.

Jonny Miller promoted "Startups: What are the coolest startup culture hacks you've heard of?"

Jonny Miller promoted "Startups: What are the coolest startup culture hacks you've heard of?" to 200 people.

No biggie.

I go pose for a
fake photo of me
working at HubSpot.





Jonny Miller promoted "Startups: What are the coolest startup culture hacks you've heard of?"

Jonny Miller promoted "Startups: What are the coolest startup culture hacks you've heard of?" to 30 people.

So, I did a
tough
interrogation
of this “jonny”

(i.e. sent him an email)



Here's Jonny!



Question Stats

Latest activity 7h ago

This question has 5 monitors with 731568 topic followers.

162822 views on this question.

1835 people are following this question.



Go places others won't.
Do things others don't.



Experiment early
and often.

There's an early
mover
advantage.





Search for people, jobs, companies, and more...



Advanced

999+

3



Home

Profile

Network

Jobs

Interests

Premium Solutions

Upgrade



Dharmesh Shah

Founder and CTO at HubSpot
27 Posts

65,823 followers



Your Customers Are Not Ignorant, Selfish Control...

July 3, 2013

12,081 163 61



Simple Daily Habits Of The Delightfully Successful

July 1, 2013

108,287 1,478 422



An Introvert's Guide To Getting The Most From A...

June 25, 2013

56,628 358 102



Social Media



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How two
guys kicked
butt on
Slideshare



How many views does slideshare drive?

1,000+ if it's pretty good.

10,000+ if it gets "featured"

25,000+ if it gets the "top" slot

These guys?

60,000

THE BEAUTIFUL PART:

The deck had already been created. They just dusted it off.

(Oh, and they actually got 150,000 views but 90,000 of them were from my blog)

238

Like

350

Tweet

454

Share

+1

Pin it

WordPress

Traction

- 800 Paying Users
- \$150,000 annual revenue run rate
- 97% margins
- 55,000 users, growing 40% per month
- 1.5 million updates Buffered

buffer



5 / 13



The slide deck we used to raise half a million dollars

by Buffer on May 06, 2013

This is the pitchdeck we used to raise half a million dollars from Angel investors. More here:

157K views

More...



In a world of increasing choices,
and decreasing trust,
openness wins.

Know the most successful piece of content HubSpot has ever published?



CULTURE CODE

CultureCode.com

780,000 views

Time-check.

Dharmesh: Take a deep
breath, dude.



Now, lets talk about metrics.

(This is an *advanced* inbound conference)

IMPORTANT:



MEASURE WHAT MATTERS.



Balance brand and performance

@avinash

MORE IMPORTANT:



DO WHAT MATTERS
(EVEN IF IT CAN'T BE MEASURED)

VANITY METRICS HAVE VALUE.

**THEY CAN MOTIVATE POSITIVE
BEHAVIORS.**

Think beyond customer lifetime value.

Think *human lifetime value*.

CAUTION



**It's time for a
revolution.**

**MOST ~~STARTUP~~
MARKETING
STILL STINKS.**





**STARTUP MARKETING
IS OFTEN QUITE
*EMBARASSING***

Bad marketing does not
just create *zero* return.

It creates *negative* return.

It damages businesses
and destroys brands.



WHY?

“I’m just going
to
build a great
product.”



YOU DID IT ALL WITHOUT MARKETING?



TELL ME MORE ABOUT THAT AWESOME GROWTH!

Marketing is not just about
creating leads and
closing transactions.



YOU
SHOULDN'T
SELL A
PRODUCT,
YOU SHOULD
DELIVER AN
EXPERIENCE.

NOW LETS TALK ABOUT MICRO
AND MACRO ECONOMICS

I'd love to talk about IPOs and M&A
and the \$5 Billion+
tossed around.

ENGINEER VS. MARKETER

Engineers
are not
typists.



Engineers create things,
exercise judgment,
work to get leverage.

Marketers create things,
exercise judgment,
work to get leverage.

So, why are engineers
worth paid so much more?

Why are agencies acquired for so much less than software companies?

WHY?

**Because we are being too narrow,
and too focused on optimization.**

**We are obsessed with tactics
and ignoring strategy and culture.**

Good marketers play a
relative game. They
work to be better.



Great marketers
play the absolute
game.

They don't work to
just be better, they
want to be
amazing.



Now, closing out...

The best advice I can give you...

HUMANIZE

the entire inbound experience









**This is our
time to shine.**

**Lets make
marketing a
noble
profession.**



THANKS

@dharmesh

dharmesh@hubspot.com