Inbound Is Here to Stay: Four New Books from HubSpot Show You How to Reach Your Markets the Inbound Way

Release Date:
Thursday, May 3, 2018 11:03 am EDT

Terms:
Business and Finance

Dateline City:
Hoboken, NJ

Contacts:
For more information, or to request a review copy or cover image, please contact: Katy Smith, publicity manager (Mon-Weds), Wiley E: katysmith@wiley.com T: +44 (0) 1243 770215

Buyers’ habits have changed for good, marking the end of “business as usual” for most of us.

If you don’t adapt quickly, you will be left behind. Marketing and sales giant Hubspot’s four new books detail the Inbound Methodology that can help you engage customers in the way they want to be engaged.

Hubspot’s four new books detail the Inbound Methodology that can help you engage customers in the way they want to be engaged.

Hoboken, NJ (May 2018)—Consumer behavior has changed, and entire industries are being forced to alter theirs in response. At the center of this seismic shift is a simple truth: Buyers today are more empowered than ever. They’re deeply informed, they know the problems they face, and they even design their own solutions. That means if you want them to be your clients and customers, you’d better sell the way they want to buy. Don’t interrupt buyers, chase them, or fight for their attention. Instead, attract them—and help them.

HubSpot, creator of the leading marketing and sales software platform, is transforming the way businesses market and sell through a process called inbound. Now they’ve introduced a new suite of books for organizations seeking to master this new approach.

Unlike outbound techniques like email spamming or cold calling, inbound marketing is focused on attracting customers through relevant and helpful content and adding value at every stage in the customer’s buying journey.

With inbound, you don’t find your potential customers; they find you through channels like blogs, search engines, and social media. HubSpot’s Inbound Marketing Methodology uses four stages—Attract, Convert, Close, and Delight—to help “strangers” to your business become visitors, leads, customers, and, finally, promoters.

HubSpot’s four new books are filled with practical tips and tactics and sprinkled with stories and examples that bring the authors’ ideas to life. They will teach you everything you need to know to address the problems and needs of your ideal customers, attract qualified prospects, and build trust and credibility for your business. They are:

Inbound Organization: How to Build and Strengthen Your Company’s Future Using Inbound Principles by Dan Tyre and Todd Hockenberry (Wiley, 2018, ISBN: 978-1-119-48245-1, $25.00). There’s been a major shift in how businesses grow, how buyers purchase, and how businesses build meaningful conversations and customer relationships. Companies that align their mission, strategies, action plans, and tools with the way buyers think, learn, discover, and purchase will have a huge competitive advantage. Inbound Organization teaches leaders to strengthen the structural foundations necessary to deal with changes in buyer behavior and stay ahead of the curve.

Inbound Content: A Step-by-Step Guide to Doing Content Marketing the Inbound Way by Justin Champion (Wiley, 2018, ISBN: 978-1-119-48895-8, $25.00). Today, content is king. It’s how we engage, how we inform, and how we pass the time. If you’re not leveraging its power to promote your business, you’ve already been left behind. Inbound Content shows you how to develop a unified strategy, create compelling content tailored to your needs, and utilize that content to its greatest advantage in order to build your brand.

Inbound PR: The PR Agency’s Manual to Transforming Your Business with Inbound by Iliyana Stareva (Wiley, 2018, ISBN: 978-1-119-46221-7, $25.00). PR professionals are masters at creating content, but their outbound methods are outdated, and they struggle to track or show ROI. Inbound PR teaches you to leverage your content, build brand awareness that pulls and
Inbound Selling: How to Change the Way You Sell to Match How People Buy by Brian Signorelli (Wiley, 2018, ISBN: 978-1-119-47341-1, $25.00). Gone are the days of sales reps’ privileged knowledge of products and markets. Buyers know what they want and make the majority of their buying decisions without a sales rep. Now they’re looking for a consultant to guide them through the buying process. Inbound Selling helps you tailor every buyer’s experience to their specific needs and goals.

Shifting to inbound is a massive change, and one that isn’t easy to make. But HubSpot’s books will walk you through the process in a user-friendly way. Further, they will inspire you to continue adapting your business to an inbound world. They provide the perfect foundation for your continued success. You get to take it from there, and once you’re inbound, you will learn that there’s really no limit to what you can accomplish.

About the Authors:

Dan Tyre and Todd Hockenberry are authors of Inbound Organization: How to Build and Strengthen Your Company’s Future Using Inbound Principles.

Dan Tyre joined HubSpot as a member of the original start-up team in 2007, and has led the sales recruiting, sales training, leadership program, and managed national and international sales teams. An authority on inbound marketing and sales, Dan is a regular speaker, writer, blogger, instructor, and coach to those who seek inbound success.

Todd Hockenberry founded and runs Top Line Results, a management consulting firm specializing in helping companies change and grow with inbound marketing and sales, matching best practice inbound strategies to each company’s particular situation and goals. He has helped hundreds of clients grow their businesses over the past decade.

Justin Champion is the author of Inbound Content: A Step-by-Step Guide to Doing Content Marketing the Inbound Way. He has been a digital marketer for nine years, working with clients like Majestic Athletic, Wrangler Jeans, and Pendleton Whisky. He has always enjoyed building brands that consumers can relate to by creating compelling content. He now works as HubSpot Academy’s content marketing professor, which has brought this passion full circle, because he is now able to teach anyone how to grow a successful business through content marketing best practices. Justin is the creator of HubSpot Academy’s Content Marketing Certification, which is a globally recognized course.

Justin is a digital nomad—a full-time remote worker who lives and works from the road in his Airstream and DIYed truck camper. This book was written during Justin’s 2017 U.S. inbound content workshop roadshow. Follow him and his journeys at instagram.com/wildwe wander.

Iliyana Stareva is the author of Inbound PR: The PR Agency’s Manual to Transforming Your Business with Inbound. She is Global Partner Program Manager at HubSpot, focusing on aligning HubSpot’s expanding global teams to better service the agency partners and smoothly roll out changes to the program. She spends her free time dancing salsa or writing about inbound PR, inbound marketing, and agency business, expertise gathered from years of agency experience and agency business consulting across Germany, the UK, and Ireland. For more information, please visit www.iliyanastareva.com.

Brian Signorelli is the author of Inbound Selling: How to Change the Way You Sell to Match How People Buy. He is director of HubSpot’s Global Sales Partner Program, where he advises HubSpot partners on inbound sales and inbound marketing to grow their clients’ companies, as well as their own. He regularly writes, develops, and presents sales content for HubSpot’s partners and their customers. He is also the founder of InboundSeller.com.

About the Books:


About Wiley:

Wiley, a global research and learning company, helps people and organizations develop the skills and knowledge they need to succeed. Our online scientific, technical, medical, and scholarly journals, combined with our digital learning, assessment and certification solutions help universities, learned societies, businesses, governments and individuals increase the academic and professional impact of their work. For more than 210 years, we have delivered consistent performance to our stakeholders. The company’s website can be accessed at www.wiley.com.

Language:

English