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Date: Thu, 6/17/2010 10:03:08 PM

Subject: Webinar: Content Marketing and Inbound Marketing - Bring Better Leads To Your Door



You Are Invited to Attend a Free Webinar

Content Marketing and Inbound Marketing: Bring Better Leads To Your Door

Thursday, June 24th, 2010

2:00 p.m - 3:00 p.m. Eastern Time (New York)

Guest Speakers:



Brian Halligan
CEO, Hubspot



Byron White
President,
ideaLaunch.com and
LifeTips.com

Two new marketing strategies are changing the way companies grow their business: content marketing and inbound marketing. At the heart of both is listening to customers and prospects, and giving them what they want.

In this [free Webinar](#), the CEOs of HubSpot and Idealaunch will show you why it's time to walk away from advertising and cold calling, and time to create and share relevant and interesting content about your business or industry, that can -- and will -- get you better leads.

Speakers:

Brian Halligan, CEO of Hubspot, and best-selling author of *Inbound Marketing: Get Found Using Google, Social Media, and Blogs*

Byron White, CEO of ideaLaunch and LifeTips.com and author of *101 Content Marketing Tips*

In this great how-to webinar, you'll walk away with the knowledge to:

- Rework the content you already have to reach a broader audience
- Improve organic listing positions, increase traffic to your site or storefront, and decrease the cost of acquiring new customers
- Use social media to get more buzz about your business
- Attract prospects and customers with information they want and need

Special Bonus: All attendees will get a free PDF Version of 101 Content Marketing Tips by Byron White.

[Click here](#) to register for this Webinar today!

