



# **Inbound Marketing: Get Found Using Google, Social Media, and Blogs**

*Brian Halligan, Dharmesh Shah*

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To connect with today's buyer, you need to stop pushing your message out and start pulling your customers in. The rules of marketing have changed, and the key to winning is to use this change to your advantage. If you've wondered how to get found in Google or why blogs and social media sites like Facebook and Twitter are important, *Inbound Marketing* is the audiobook for you.

HubSpot founders Brian Halligan and Dharmesh Shah give you the tools and strategies you need to improve your Google search rankings, build a blog to promote your business, grow and nurture a community on social media sites, and analyze which of your online marketing efforts are working. Stop wasting money blasting the world with marketing messages that nobody cares about. Instead, learn to get found with *Inbound Marketing*.

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