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# Where Marketers Go to Grow

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## 12 of the Best Marketing and Advertising Campaigns of All Time

Written by [Lindsay Kolowich](#) | [@lkolo25](#)

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I've always been a little leery of proclaiming anything "the best." I never declared anyone my best friend as a kid because I was afraid my other friends might assume I thought less of them.

So it was a little difficult for me to come up with just one "best" marketing campaign of all time - - which is why there are 12 in this post instead.

Why are these 12 marketing campaigns some of the best of all time? Because of the impact they had on the growth of the brand, and because they manage to hit on some universal truth that allows us to remember these campaigns years after they first began. In fact, some of us might not have even been alive when these campaigns first aired! So here they are, in no particular order (but feel free to let us know which one is your favorite in the comments) -- 12 of the best marketing and advertising campaigns of all time, and the lessons we can learn from them.

[Download even more examples of successful marketing and advertising campaigns here.](#)

## 12 of the Best Marketing & Ad Campaigns (And What Made Them Successful)

## 1) Nike: Just Do It.



*Image Credit: [brandchannel](#)*

Did you know that, once upon a time, Nike's product catered almost exclusively to marathon runners? Then, a fitness craze emerged -- and the folks in Nike's marketing department knew they needed to take advantage of it to surpass their main competitor, Reebok. (At the time, [Reebok was selling more shoes than Nike](#)). And so, in the late 1980s, Nike created the "Just Do It." campaign.

It was a hit.

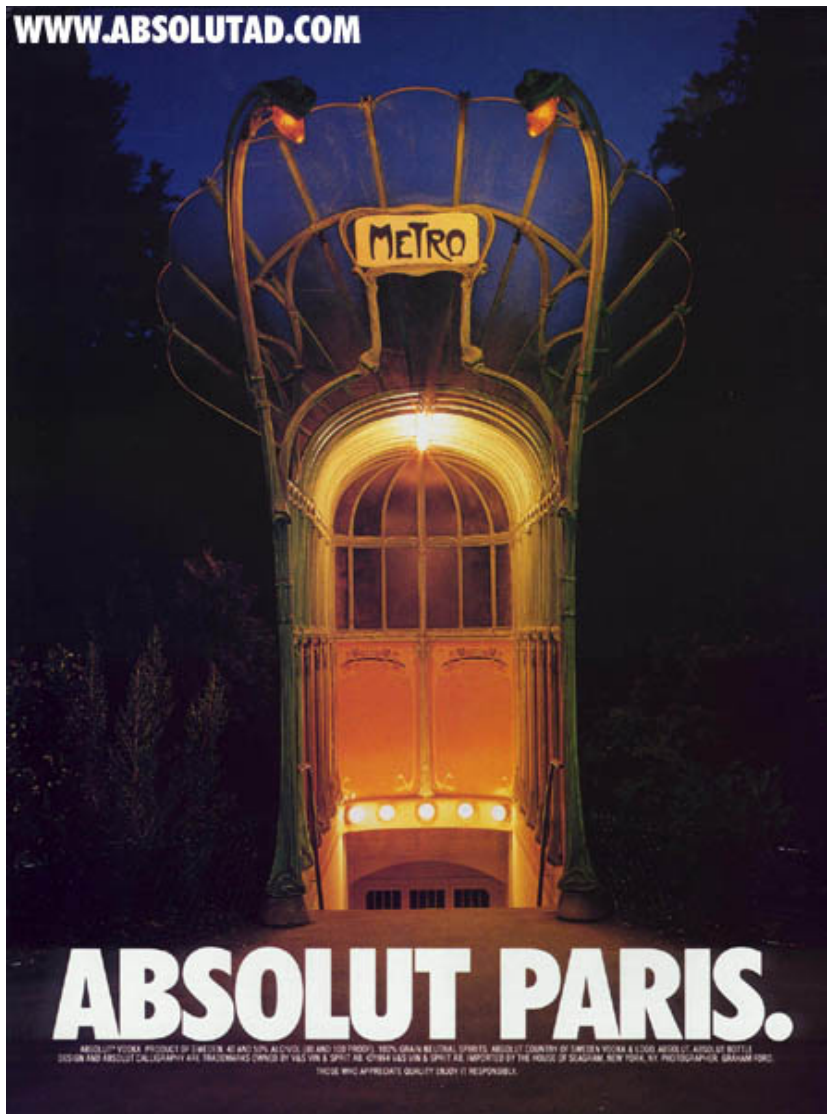
In 1988, Nike sales were at [\\$800 million](#); by 1998, sales [exceeded \\$9.2 billion](#). "Just Do It." was short and sweet, yet encapsulated everything people felt when they were exercising -- and people still feel that feeling today. Don't want to run five miles? Just Do It. Don't want walk up four flights of stairs? Just Do It. It's a slogan we can all relate to: the drive to push ourselves beyond our limits.

So when you're trying to decide the best way to present your brand, ask yourself what problem are you solving for your customers. What solution does your product or service provide? By hitting on that core issue in all of your marketing messaging, you'll connect with consumers on an emotional level that is hard to ignore.

## 2) Absolut Vodka: The Absolut Bottle



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# ABSOLUT PARIS.

ABSOLUT PARIS: PHOTOGRAPH BY SIMONE DE LAUNAY. ABSOLUT ADVERTISING: JILL AND GUY PRODUCTIONS. ABSOLUT VODKA: 40% ALC/VOL (80 PROOF). 100% GRAIN NEUTRAL SPIRITS. ABSOLUT COUNTRY OF SWITZERLAND & CLOSING ABSOLUT. ABSOLUT BY BOTTLE DESIGN AND ABSOLUT CALLIGRAPHY ARE TRADEMARKS OWNED BY V&S VIN & SPRIT AB. ABSOLUT V&S VIN & SPRIT AB IMPORTED BY THE HOUSE OF SEAGRAM, NEW YORK, NY. PHOTOGRAPHER: GRAMMAR FORD.

THOSE WHO APPRECIATE QUALITY ENJOY IT RESPONSIBLY.

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# ABSOLUT NEW YORK.

ABSOLUT NEW YORK: PHOTOGRAPH BY SIMONE DE LAUNAY. ABSOLUT ADVERTISING: JILL AND GUY PRODUCTIONS. ABSOLUT VODKA: 40% ALC/VOL (80 PROOF). 100% GRAIN NEUTRAL SPIRITS. ABSOLUT COUNTRY OF SWITZERLAND & CLOSING ABSOLUT. ABSOLUT BY BOTTLE DESIGN AND ABSOLUT CALLIGRAPHY ARE TRADEMARKS OWNED BY V&S VIN & SPRIT AB. ABSOLUT V&S VIN & SPRIT AB IMPORTED BY THE HOUSE OF SEAGRAM, NEW YORK, NY. PHOTOGRAPHER: GRAMMAR FORD.

ENJOY FROM QUALITY RESPONSIBLY.

Despite having no distinct shape, Absolut made its bottle the most recognizable bottle in the world. Their campaign, which featured print ads showing bottles "in the wild," was so successful that they didn't stop running it for 25 years. It's [the longest uninterrupted ad campaign ever](#) and comprises over 1,500 separate ads. I guess if it ain't broke, don't fix it.

When the campaign started, Absolut had a measly 2.5% of the vodka market. When it ended in the late 2000s, Absolut was importing [4.5 million cases](#) per year, or [half of all imported vodka](#) in the U.S.

So what's a marketer's lesson here? No matter how boring your product looks, it doesn't mean you can't [tell your story in an interesting way](#). Let me repeat: *Absolut created 1500 ads of one bottle*. Be determined and differentiate your product in the same way.

### 3) Miller Lite: Great Taste, Less Filling





Think it's easy to create a whole new market for your product? The Miller Brewing company (now MillerCoors) did just that with the light beer market -- and they dominated it. The goal of the "Great Taste, Less Filling" campaign was getting "real men" to drink light beer, but they were battling the common misconception that light beer can never actually taste good. Taking the debate head-on, Miller featured masculine models drinking their light beer and declaring it great tasting.

For decades after this campaign aired, Miller Lite dominated the light beer market they'd essentially created. What's the lesson marketers can learn? Strive to be different. If people tell you there isn't room for a product, create your own category so you can quickly become the leader.

## 4) Volkswagen: Think Small

**Think small.**

Our little car isn't so much of a novelty any more.  
A couple of dozen college kids don't try to steal it.  
The guy at the gas station doesn't ask where the gas goes.  
Naturally some stores at our shops in fact some people who drive our little

Butter don't even think it's nice to the golf is going very great game.  
Or using five parts of oil instead of five quarts.  
Or never needing anti-friction.  
Or making up 40,000 miles in a lot of time.  
That's because once you get used to

some of our accessories, you don't even think about them any more.  
Except when you squeeze into a small parking spot.  
Or when your small man-nerve.  
Or pay a small repair bill.  
Or trade in your old VW for a new one.  
Think it over.

**Presenting America's slowest fastback.**

There are some new cars around with very streamlined roofs.  
But they are not Volkswagens.  
They are called fastbacks, and some of them are named after fish.  
You can tell them from Volkswagens because a VW won't get over 70 mph. Even though the speedometer shows a

wholly optimistic top speed of 90.  
So you can easily break almost any speed law in the country in a VW.  
And you can also cruise right past gas stations, repair shops and fire stations.  
The VW engine may not be the fastest, but it's running the most advanced. It's made of magnesium alloy that stays faster than

aluminum. And it's so well matched you may never add oil between changes.  
The VW engine is cooled by air, so it can never freeze up or boil over.  
It won't have anything to do with water.  
So we can up-convert its name to other fish.

Many marketing and advertising professionals like to call Volkswagen's "Think Small" campaign

the gold standard. Created in 1960 by a legendary advertising group at Doyle Dane & Bernbach (DDB), the campaign set out to answer one question: How do you change peoples' perceptions not only about a product, but also about an entire group of people?

See, Americans always had a propensity to buy big American cars -- and even 15 years after WWII ended, most Americans were still not buying small German cars. So what did this Volkswagen advertisement do? It played right into the audience's expectations. *You think I'm small? Yeah, I am.* They never tried to be something they were not.

That's the most important takeaway from this campaign: Don't try to sell your company, product, or service as something it's not. Consumers recognize and appreciate honesty.

## 5) Marlboro: Marlboro Man





Image Credit: [CopyPress](#)

The Marlboro Man ads, which began running [as early as 1955](#), represented the power of a brand when it creates a lifestyle around its product. Want to be free? Want to be a man? Want



to be on the open range? That was the very definition of a Marlboro Man. The ads were effective because they captured an ideal lifestyle to which many men aspired at the time.

The lesson here? Remember that whatever you're selling needs to fit somehow into your audience's lifestyle -- or their idealized lifestyle.

## 6) California Milk Processor Board: Got Milk?



*Image Credit: [Broward Palm Beach New Times](#)*

Thanks to the California Milk Processor Board's "Got Milk?" campaign, milk sales in California [rose 7% in just one year](#). But the impact ran across state borders, and to this day, you still can't escape the millions of "Got [Fill-in-the-Blank]?" parodies.

Note, though, that the ad didn't target people who *weren't* drinking milk; but instead focused on the consumers who already were. The lesson here? It's not always about getting a brand new audience to use your products or services -- sometimes, it's about getting your current

audience to appreciate and use your product more often. Turn your audience into advocates, and use marketing to tell them why they should continue to enjoy the product or service you are already providing for them.

## 7) Dove: Real Beauty



Image Credit: [Coull.com](http://Coull.com)

"Imagine a world where beauty is a source of confidence, not anxiety." That's the tagline for Dove's "Real Beauty" campaign, which has been turning heads since its launch in 2004. It's a simple but effective approach to persona marketing: They created ads around a topic they knew was sensitive but meaningful to their customers.

For example, in their [Real Beauty Sketches campaign](#), they created ads around a social experiment in which an FBI-trained sketch artist was asked to draw a female volunteers twice: First, as each woman described herself and the second time, as a random stranger described her. The images that were drawn were completely different, and Dove accompanied this finding with a compelling statistic that only 4% of women around the world consider themselves beautiful.

The results? The different videos showing Dove's sketches were viewed [more than 114 million](#)



[times](#), shared 3.74 million times, uploaded in 25 languages, and seen in 110 countries. The PR and blogger media impression amounted to [over 4 billion](#). It clearly resonated with their audience -- and people were touched both by the ads and by the statistics Dove used to back up their message.

## 8) Apple: Get a Mac



*Image Credit: [Fox News](#)*

While there have been many great Apple campaigns, this one takes the cake. The Mac vs. PC debate ended up being one of the most successful campaigns ever for Apple, and they experienced [42% market share growth](#) in its first year. The campaign tells Mac's audience everything they need to know about their product without being overt -- and they did it in a clever way.

A key takeaway here? Just because your product does some pretty amazing things doesn't mean you need to hit your audience over the head with it. Instead, explain your product's benefits in a relatable way so consumers are able to see themselves using it. (And if you're curious about Microsoft and Apple's ad wars through history, [check out this blog post](#).)

## 9) Clairol: Does She or Doesn't She?



Image Credit: [Current360](#)

The first time Clairol asked this question in 1957, the answer was 1 to 15 -- as in, only 1 in 15 people were using artificial hair color. Just 11 years later, the answer was 1 of 2, according to [TIME Magazine](#). The campaign was apparently so successful that some states stopped requiring women to denote hair color on their driver's license. When your ad campaign starts changing things at the DMV, you know you've hit a nerve.

Clairol did the opposite of what most marketers would do: They *didn't* want every woman on the street running around saying they were using their product. They wanted women to understand that their product was so good that people wouldn't be able to tell if they were using it or not.



The lesson here: Sometimes, simply conveying how and why your product works is enough for consumers. Showing becomes more effective than telling.

## 10) De Beers: A Diamond is Forever



Image Credit: [BBC News](#)

In 1999, [AdAge declared](#) De Beers' "A Diamond is Forever" the most memorable slogan of the twentieth century. But the campaign, which proposed (pun very much intended) the idea that no marriage would be complete without a diamond ring, wasn't just riding on the coattails of an existing industry. [De Beers actually built the industry](#); they presented the idea that a diamond ring was a necessary luxury.

According to the [New York Times](#), N.W. Ayer's game plan was to "create a situation where almost every person pledging marriage feels compelled to acquire a diamond engagement ring."

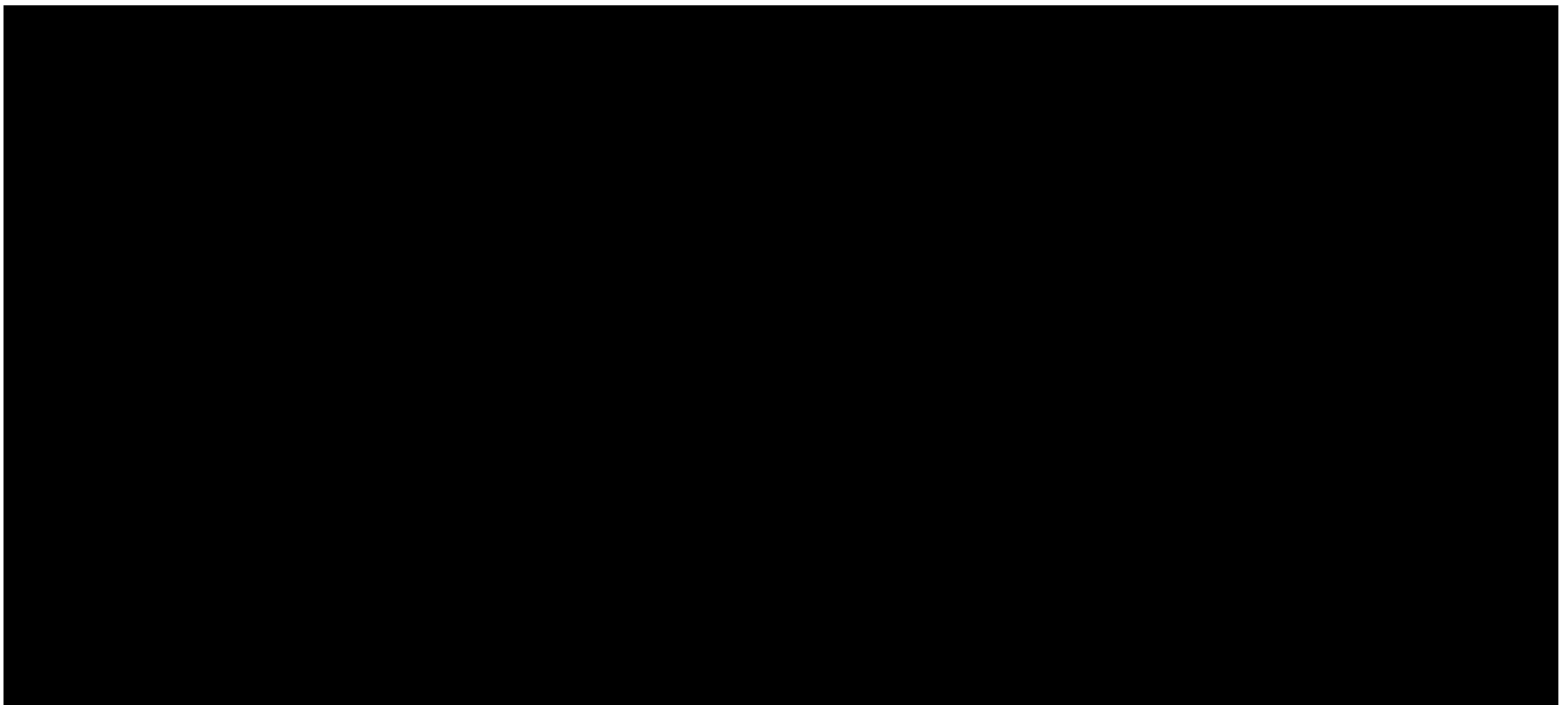
The lesson here? Marketing can make a relatively inexpensive product seem luxurious and essential.

## 11) Old Spice: The Man Your Man Could Smell Like

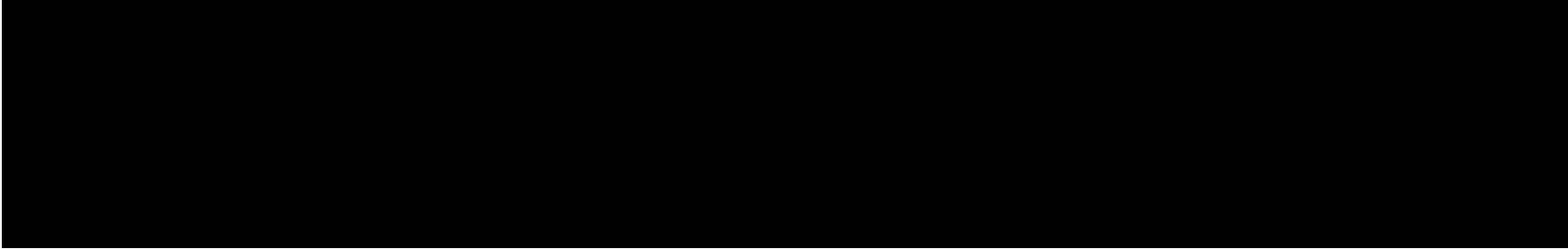


Image Credit: [Coloribus](#)

The very first part of Old Spice's "The Man Your Man Could Smell Like" campaign, created by Wieden + Kennedy and launched in February 2010, was the following commercial. It became a viral success practically overnight:







That video has over 51 million views as of this writing. Several months later, in June 2010, Old Spice followed up with a second commercial featuring the same actor, Isaiah Mustafa. Mustafa quickly became "Old Spice Guy," a nickname Wieden + Kennedy capitalized on with an interactive video campaign in which Mustafa responded to fans' comments on Facebook, Twitter, and other social media websites with short, personalized videos.

In about two days, the company had churned out 186 personalized, scripted, and quite funny video responses featuring Mustafa responding to fans online. [According to Inc](#), these videos saw almost 11 million views, and Old Spice gained about 29,000 Facebook fans and 58,000 new Twitter followers.

"We were creating and sending miniature TV commercials back to individual consumers that were personalized, and we were doing it on a rapid-fire basis," Jason Bagley, creative director at Wieden + Kennedy and a writer for the campaign, [told Inc](#). "No one expects to ask a question and then be responded to. I think that's where we broke through."

The lesson here? If you find your campaign's gained momentum with your fans and followers, do everything you can to keep them engaged while keeping your messaging true to your brand's voice and image.

## 12) Wendy's: Where's the Beef?



Image Credit: [AdSoft Direct](#)

Is it enough to say this campaign was successful because it featured a giant hamburger bun and a cute set of old ladies? No? I didn't think so.

Wendy's took a more gutsy approach in this marketing campaign: They targeted their competitors. The simple phrase "Where's the beef?" was used to point out the lack of beef in their competitors' burgers -- and it quickly became a catch phrase that encapsulated all that was missing in their audience's lives.

While you can't predict when [a catchphrase](#) will catch on and when it won't, Wendy's (wisely) didn't over-promote their hit phrase. They only ran the campaign for a year, and allowed it to gently run its course. The lesson here: Be careful with your campaigns' success and failures. Just because you find something that works doesn't mean you should keep doing it over and over to the point it's played out. Allow your company to change and grow, and you may find that you can have even greater success in the future by trying something new.

*What do you think are the best marketing campaigns of all time? Share your favorites with us in the comment section.*

*Editor's Note: This post was originally published in May 2012 and has been updated for freshness, accuracy, and comprehensiveness.*



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# What the Best Social Media Community Managers Actually Do in Their Jobs

Written by [Lindsay Kolowich](#)

Searching for someone to run your social media efforts can be both an eye-opening and frustrating experience. It might seem that, of the applicants who can boast any goal or metric from their job, the one thing they point to doing is "driving engagement." While engagement metrics can be tied back to a business' bottom line, more often than not, social media marketers aren't moving the metrics CEOs care about.

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## 15 Stats Every Digital Publisher Needs to Know [SlideShare]

Written by [Katie Carlin](#)

The world of publishing has changed. As readers turn their eyes toward digital, new niche publications are sprouting up daily, the newsstand is being replaced by the News Feed, and smaller screens are having a bigger impact than ever.

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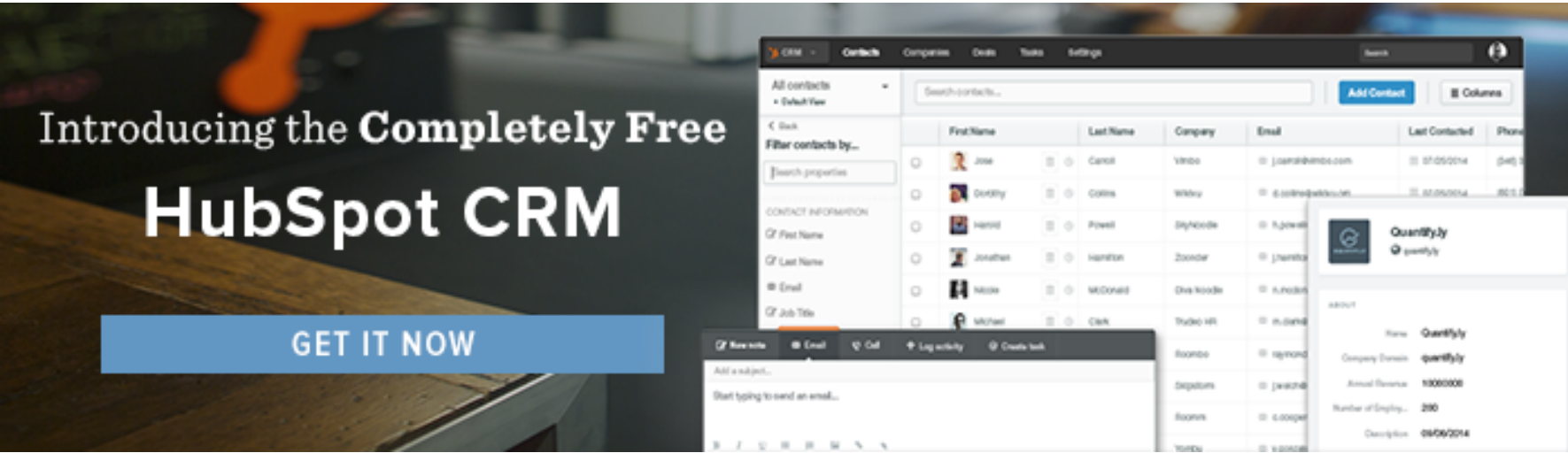
## Should You Strive for Work/Life Balance? The History of the Personal & Professional Divide

Written by [Erik Devaney](#)

It’s the self-help topic du jour: achieving “work/life” balance.

Tips for reaching this coveted state-of-being range from the physical (like exercising and unplugging from technology) to the psychological (like meditating and mentally “disconnecting” from work) to the sociological (like meticulously scheduling all of your outside-of-work interactions/activities with friends and family).

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# How to Easily Track Your On-Page SEO Strategy [Free Excel Template]

Written by [Erik Devaney](#)

We all know that optimizing your website -- both for searchers and search engines -- can do wonders for your organic traffic and lead generation efforts. The tricky part, of course, is figuring out how to actually optimize your website's pages.

After all, reading about SEO best practices in blog posts and ebooks will only help you up to a certain point. Inevitably, you'll have to take the plunge: You'll have to develop and implement your SEO strategy, and keep tabs on how your optimized pages are performing.

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# 15 Habits of Highly Effective Content Marketers

Written by [David Ly Khim](#)

The other day, I realized something while reading a bunch of articles about becoming a more effective content marketer. Many articles recommend certain tactics to increase an individual piece's quality, but they don't often give tips on how to be a better content marketer in general.

We all know it's important to create original, useful content -- ideally quickly and consistently. But how do we make those processes part of our mental frameworks?

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## The Key to Growing Your Audience: Partner With Subject Matter Experts

Written by [Michael Brumitt](#)

No matter the format, message, or style of online content, everyone's striving to reach the largest possible audience. Making that a reality depends on creating something that answers an audience's most pertinent questions, is presented in an engaging way, and maybe even offers some new ideas no one's hit on before.

As content marketers aim for these goals, one ingredient can distinguish popular content from something that barely gets noticed: the input of a subject matter expert (SME). Partnering with an SME can strengthen content's credibility and value, yet knowing how to connect with such an expert requires skills that aren't inherently part of a marketer's usual wheelhouse.

Locating the right people, getting prepared for an interview, and drawing vital information from them depends on accessing your inner journalist and sharpening up your outreach and interviewing skills.



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## How to Cite Sources & Not Steal People’s Content on the Internet

Written by [Corey Eridon](#)

The best content marketers aren't afraid to share. Share content. Share links. Share ideas. Share data.

The thing is, sometimes marketers get a little protective of their stuff because there are less-than-scrupulous people out there who take content and then try to pass it off as their own. All that hard work, and none of the credit. Not cool, less-than-scrupulous people. Not cool.

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A banner with an orange background and a faint white geometric pattern. The text is centered and reads: "Get Marketing Tips" in a light orange serif font, "Straight to Your Inbox" in a large white sans-serif font, and "SUBSCRIBE TO HUBSPOT'S MARKETING BLOG" in a white sans-serif font inside a dark grey rectangular button.

Get Marketing Tips  
**Straight to Your Inbox**

SUBSCRIBE TO HUBSPOT'S MARKETING BLOG

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## 25 Gmail Keyboard Shortcuts Everyone Should Know [Infographic]

Written by [Cambria Davies](#)

We spend a lot of time, resources, and energy on email. According to [Atlassian](#), in a given week, we receive an average of 304 business emails, check our inboxes 36 times in an hour, and spend 16 minutes re-focusing after exiting our inbox.

Because we spend so much of our workday in email, it's worth learning how to do it faster. And one of the easiest ways to get faster at email is by using keyboard shortcuts.

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## 3 Companies Creating Perfect Omnichannel Ecommerce Experiences

Written by [Corey Beale](#)

Before we get too far into this how-to, let's first talk about what "omnichannel" actually means. Too many times, a brick-and-mortar store will put together an ecommerce site and call their sales experience "omnichannel." In reality, offering more than one way to make a purchase just gives buyers a multi-channel experience.

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## Do You Ever Work Remote? How to Work and Manage More Effectively From Outside the Office [Live Webinar]

Written by [Christine White](#)

Working remotely is both a blessing and a curse.

The blessing? Eliminating the need to pour time, stress, and money into your commute.

The curse? Missing out on office culture, face-to-face-time with your co-workers, and productivity. And while telecommunication is now a mainstay in office culture, it's not always easy to ensure that you or your team stays productive when working out of the office.

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## 11 Eye-Opening Statistics on the Importance of Employee Feedback [Infographic]

Written by [Lindsay Kolowich](#)

Employees want to know how they're doing -- and they want to know it often. They crave both positive and constructive feedback. What are their strengths? Where can they improve? Where do they stand in the organization?

It's every manager's responsibility to provide meaningful feedback on a regular basis. And that doesn't mean waiting for the annual review to roll around: Employees that are highly engaged at work receive [employee feedback](#) at least once a week.

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# 7 Reasons Why Your Website Isn't Performing

Written by [Marc Herschberger](#)

Most articles with titles like these are usually designed to educate people with little understanding of the inbound to redesign their website with the said methodology in mind. While good for people who don't know anything about Inbound, they're rather redundant to those who have already made the switch and designed their site with conversions in mind. This article is for the latter.

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# 7 Quick Ways to Free Up More Time in Your Day

Written by [Carly Stec](#)

When life gets stressful, there's one quote that I always like to remember: "You have the same number of hours in the day as Beyoncé."

As true as that saying may be, most of us still come up short in terms of the time and resources we need to cross tasks off our list.

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# What's Holding Your Publication Back From Going Digital?

Written by [Tyler Rhodes](#)

Few things are more frustrating than pouring your time and effort into creating a great publication for your business, only to find that your hard work isn't translating digitally.

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## 10 Things to Double-Check Before You Begin Your Next Campaign Analysis

Written by [Rachel Sprung](#)

I've made my fair share of analytics mistakes in the past. In fact, [I even wrote an article about it](#) so that you don't have to learn them the hard way too.

And while I knew it would be helpful to address the mistakes people commonly make *during* their analysis, I realized that list left out the things that you can mess up *before* your analysis even begins. I'm not talking about how you analyze your information, but rather how your marketing software gathers the data in the first place.

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## 21 of the Most Inspiring Ad Campaigns of the Last 12 Months

Written by [Jami Oetting](#)

*This post [originally appeared](#) on HubSpot's Agency Post. To read more content like this, [subscribe to Agency Post](#).*

A great idea can inspire.

But it can also made you jealous of its simplicity, humor, emotion, and elegance.

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## How to Persuade People by Asking the Right Questions [Video]

Written by [Emma Snider](#)

*This post [originally appeared](#) on HubSpot's Sales Blog. To read more content like this, [subscribe to Sales](#).*

As marketers, it's our job to be convincing ... but that doesn't mean it's easy. In fact, persuading someone to complete a certain action requires a lot of careful consideration.

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## How to Use Vine: A Simple Guide to Building an Effective Social Video Strategy [Infographic]

Written by [Lindsay Kolowich](#)

Vine, the video-looping app released back in January 2013, has proven itself to be much more than a passing fad. As a result, many brands across all sorts of industries continue to use the platform as a visually creative way to connect with fans and followers.

But, for some marketers, Vine is still somewhat of an unknown.

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# How We Increased the Conversion Rate on Our Mobile Landing Pages [New Data]

Written by [Lauren Pedigo](#)

Is your website ready to attract and convert mobile website visitors into leads?

[According to Adobe](#), companies with mobile-optimized sites triple their chances of increasing mobile conversation rate to 5% or above.

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## 10 Businesses With Envable Company Cultures

Written by

Free beer and foosball tables serve as a nice addition to any office, but do they really have an impact on employee engagement? Is that *really* what company culture is all about?

While it's likely that no one will complain about these perks (they're awesome, after all), many companies are shifting their focus to prioritize intrinsic motivators such as peer-to-peer recognition and frequent feedback as a way to improve employee engagement.

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## 14 Companies With Really Catchy Taglines & Slogans

Written by [Anum Hussain](#)

You know what's really difficult?

Being succinct. Seriously ... it's ridiculously hard. If you don't believe me, just grab your [favorite copywriter](#) and ask.

It's especially difficult to express a complex emotional concept in just a couple of words -- which is exactly what a slogan does.

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## How Did Codecademy Get 25 Million People Coding? Inside the Growth of a Movement [Podcast]

Written by [Dave Gerhardt](#)

*"Everyone should learn how to code."*

This has been the narrative in the technology industry over the last few years, and for good reason. Code is behind nearly everything we touch today. Even those who don't have a desire to become a developer are learning to code in order to [gain a fundamental understanding](#) of how technology operates.

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## Rethinking Your Buyer Persona: Who is the Real Decision-Maker?

Written by [Debbie Williams](#)

It's commonly known that buyer personas are essential to any successful inbound marketing strategy. But, in the B2B industry there have been some interesting (and even seismic) shifts in the last two years, causing the need for the buyer personas you created even just six months ago to be re-evaluated and possibly redone. If your B2B inbound marketing strategy has not

been as effective as you like, this could be the reason why.

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## 7 Important PR Lessons Every Content Marketer Needs to Learn

Written by

I tried to explain public relations to my grandmother once ...

This was many years ago, back when PR pros cut press coverage from publications we could actually hold in our hands, and few marketers talked about SEO in everyday conversation.

“So, it’s advertising,” she’d say, and I’d try again to explain that, no, it’s not.

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## 7 Customer Loyalty Programs That Actually Add Value

Written by [Lindsay Kolowich](#)

Did you know it costs a business [about 5-10X more](#) to acquire a new customer than it does to sell to an existing one? Not only that, but on average, current customers spend 67% more than new customers.

In light of statistics like these, businesses must think about what they are doing to keep their customers coming back to their business. And if you’re like 65% of marketers, your company has implemented a loyalty program.

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# Does Your Ecommerce Attribution Model Tell the Truth?

Written by [Charlie Keegan](#)

After pouring money into marketing for your ecommerce company, you want to know where your traffic comes from, right? The launch of a particular campaign could involve pay-per-click ads, email marketing, social media posts, blogs, guest posts, and mentions in online magazines. How could you possibly track where your buyers found you with so many possibilities?

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# Creating a Survey? 7 Tips for Getting More Respondents

Written by [Justin Prugh](#)

For marketers, tracking meaningful data is key to understanding how to generate leads. Of this data, pointed feedback from prospects and customers is especially valuable.

The best way to collect it?

Surveys.

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# The Key to Driving Consistent Growth: Understanding

# Costs

Written by [Doug Davidoff](#)

I have a confession to make. I'm a revenue (sales) guy. I can think about, conceive and vision growth opportunities without even trying. On the other hand, thinking about (and understanding) costs doesn't come so easily to me.

I've learned that understanding your costs is crucial to creating profitable revenue consistently, sustainably and scalably. Unfortunately, very few small and mid-sized companies understand their sales cost structure well enough.

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## Can't Focus? 5 Ways to Overcome Distractions at Work

Written by [Lindsay Kolowich](#)

How often have you or one of your coworkers uttered the phrase, "I wish there were more hours in a day"?

Between work, your commute, the gym, cooking, kids, happy hours, baseball games, knitting, your band, and whatever else it is you try to squeeze in -- oh yeah, I almost forgot sleep -- it can be hard to accept that 24 hours in a day is all you get.

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## Why People Like, Share, and Comment on Facebook [Infographic]

Written by [Lindsay Kolowich](#)

Of Facebook's [1.25 billion monthly active users](#), 44% Like their friends' posts at least once a day -- and 29% do it multiple times a day. That's hundreds of millions of people interacting with content on the social network on a daily basis.

So what motivates people to Like Facebook posts -- and share them, and comment on them? And why should businesses care?

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## 10 Publishers Killing It on Instagram

Written by [Corey Beale](#)

Instagram isn't just for celebrities and teenagers anymore. In fact, it's now the fastest expanding social network showing [strong growth in nearly every demographic](#). Instagram's population now encompasses 53% of all online adults between the ages of 18 and 29, and 25% of all online adults between the ages of 30 and 49. Even better, nearly half of Instagram's users check it daily.

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## Slack, Shopify & Tough Mudder: Business Lessons From 3 High-Growth Companies

Written by [Brian Vellmure](#)

How can we take what we have and make it grow?

It seems like a simple enough question. But *growth is hard* -- especially in the corporate world.



Between increased competition, shorter cycle times, and growth hackers finding innovative ways to disrupt a market in record time, scaling your business has become increasingly challenging (and more imperative than ever before).

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## How to Avoid Being Awkward on the Phone [Infographic]

Written by [Lindsay Kolowich](#)

Talking on the phone, especially with people you don't know, can be pretty intimidating.

I have the utmost respect for my friends in Sales, Support, and other departments who spend most of their days talking on the phone -- usually with complete strangers. How do they set a positive tone and earn respect using *only* their voice? And how do they do it without being awkward or making the other party uncomfortable?

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## 5 Reasons People Say 'No Thanks' After Your SaaS Free Trial

Written by [Matt Duxbury](#)

"We're different, there's no-one else like us in the marketplace."

"As soon as people use our product, they'll want to buy."

"Our product is so good it sells itself."

When you're a marketer who works closely with companies in the SaaS/cloud technology space, you get used to hearing these phrases. Every emerging SaaS business is passionate about its product and convinced it has exactly what the market needs.

These businesses also buy into the widely accepted wisdom about the SaaS sales process, which goes something like this: it's much shorter and more transactional than traditional software sales, customers are ready to buy 'off the page' without the involvement of a salesperson, they just want to test out the product and then get started.

The result of this thinking is the ubiquity of the FREE TRIAL button.

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## The 12 Weirdest (and Best) Things You Can Get For Free

Written by [Leslie Ye](#)

*This post [originally appeared](#) on HubSpot's Sales Blog. To read more content like this, [subscribe to Sales](#).*

People say the best things in life are free. They also say, however, that there's no such thing as a free lunch.

So who's right?

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## A Critical Look at Ecommerce CTAs: What Works and What Lacks

Written by [Morgan Jacobson](#)

An inspiring call-to-action is equal parts design and psychology. Prompting the desired response is never easy, especially as consumers become savvy to the tricks and tactics that online retailers use. The last thing you want is for your CTAs to be labeled “click-bait,” but you have to get buyers to convert somehow, right?

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## How to Answer 11 Common Marketing Questions Using Analytics

Written by [Rachel Sprung](#)

When it comes time to assess your marketing efforts, it's not uncommon for you to run into a ton of questions.

How are your contacts trending month over month? Was the time you spent creating social media graphics for that campaign worth it? And what about your email marketing efforts? How are those stacking up against your paid initiatives?

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## The 100 Most Popular Emojis on Instagram [Infographic]

Written by [Jami Oetting](#)

*This post [originally appeared](#) on HubSpot's Agency Post. To read more content like this, [subscribe to Agency Post](#).*

The internet can seem like a cruel place some days. Unkind comments and Twitter spats are common, and publications are known to use a person's most embarrassing moment as a driver for clicks and views.

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## The Most Common Keywords Found in the Top-Shared Articles [New Data]

Written by [Jami Oetting](#)

*This post [originally appeared](#) on HubSpot's Agency Post. To read more content like this, [subscribe to Agency Post](#).*

Crafting a clear, relevant, and click-worthy title is the most important thing you can do to ensure that the article you spent hours and hours researching and writing performs well.

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## How to Promote an Event Using Online Marketing [Infographic]

Written by [Lindsay Kolowich](#)

Preparing to run an event can sometimes feel like you're sprinting a marathon. Months before you even announce your event to the public, you and your team have already started concepting the event, booking the venues, procuring speakers and activities, creating the materials ... and so on and so forth. There's no denying that organizing the logistics of an event is a *ton* of work.

But checking all the logistical boxes ahead of your event is only part of the battle.



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## 9 SEO Tactics That Just Don't Work Anymore

Written by [Nicole Rende](#)

It's 2015 and SEO hasn't gotten any easier for digital marketers. With Google's [Panda and Penguin algorithm updates](#) that have happened in the past few years, it's no surprise that the search engine optimization aspect of digital marketing is constantly changing.

This volatility requires digital marketers to be agile with their tactics, frequently adapting to the latest guidelines that search engines implement into their algorithms. Throughout this post, I will help you understand which tactics you should not be using, because, let's face it-- they just don't work anymore!

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## 7 Creative Content Ideas for Your Ecommerce Site

Written by [Greg Wise](#)

Big brands realize they need so much more than a picture and description to sell products. They're all about selling a lifestyle, and that means bigger, better content is needed to engage consumers. If you're not sure what that looks like or how you can use creative content for your ecommerce site, we have some pretty spectacular examples for you.

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# Building a Content Marketing Team for Your Startup? Here's Who You Should Hire First

Written by [Kyle Lacy](#)

Startups that want to build a powerful content marketing strategy must first build a powerful content team within the marketing organization.

Seems simple right? I wish. It takes time -- and time is something most fast-growth companies don't have. You need to build the right [content marketing team](#), right now.

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## A New Visualization of Today's Marketing Technology Solutions

Written by [Lindsay Kolowich](#)

When you're looking for a tool, software, or piece of technology to solve a specific marketing problem, where do you go to find it?

Typically, marketers turn to colleagues, friends in the industry, and/or analyst reports to figure out what best fits their needs. But the problem with sources like these is that feedback is scattered. It's spread across 15 different emails in your (already overcrowded) inbox, or across 20 tweet replies from people of varied reputability.

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## How to Unsend an Email in Gmail [Quick Tip]

Written by [Jessica Webb](#)

Ever wish you could unsend an email? I have. I can't tell you how many times I've hit "Send" only to discover a [silly spelling or grammar mistake](#).

Well, I have some good news for you. If you use Gmail, [now you can unsend emails](#) up to 30 seconds after you hit "Send."

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## 22 of the Best TED Talks to Inspire You

Written by [Carly Stec](#)

Often, we inbound marketers learn from [inbound marketing](#) blogs written by inbound marketers who sell inbound marketing software or run inbound marketing agencies ... and it can get kind of stale.

We're all writing and reading about the same thing, so it becomes this vortex of similar content that makes it hard to find information you didn't already know. It's hard to stay inspired, too.

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## Choosing the Best Big Social Networks for Publishers

Written by [Greg Brown](#)

With social media being one of the main channels used by companies to reach their audiences nowadays, and hundreds of social media sites available for use, it can make even a seasoned marketer or publisher feel overwhelmed when choosing which networks will work the best for them.

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# Getting to Know Elon Musk: The Biography of an Audacious Entrepreneur [Podcast]

Written by [Dave Gerhardt](#)

It's hard enough running one business, but Elon Musk manages to run *three*: Tesla, SpaceX, and SolarCity. And as result, he's amassed a net worth of over \$5 billion and become one of today's [most ambitious](#) and audacious entrepreneurs.

Many people compare Elon Musk to Steve Jobs given his strong will, stubbornness, arrogance, and unmatched marketing skills, but in his new biography of Musk, veteran tech journalist Ashlee Vance says the better comparison just might be Thomas Edison.

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## How to Get Free From Annoying Office Situations

Written by [Ginny Soskey](#)

At work, some terrible situations are easier to get out of than others.

That important project your boss dumps on you last minute? You probably can't wiggle your way out of that one.

But that super confusing Google Doc your company uses to track incoming leads and assign them to sales reps?

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