

THE INBOUND

MARKETING HANDBOOK

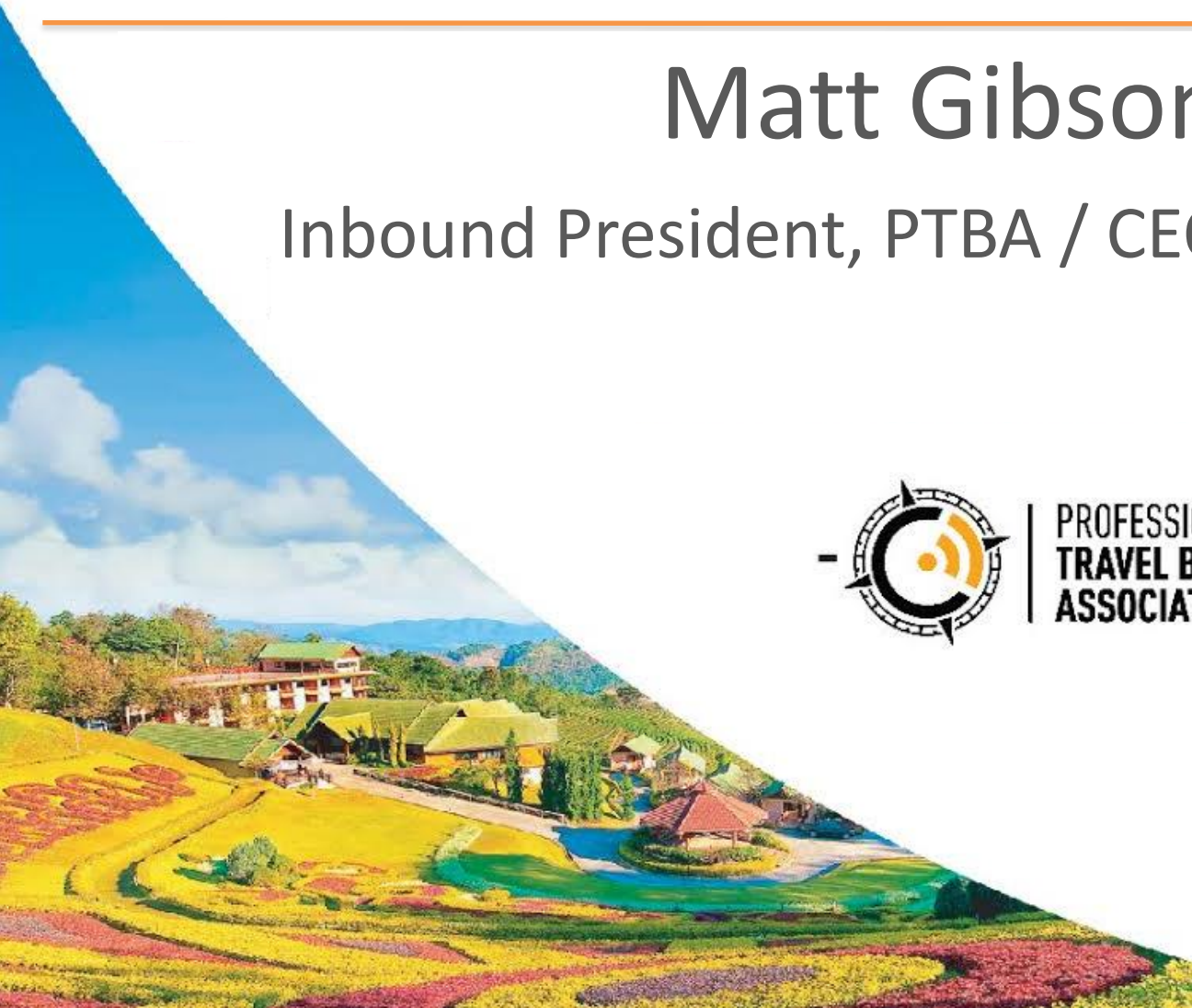
YOUR MODERATOR

Matt Gibson

Inbound President, PTBA / CEO Xpat.Media



**PROFESSIONAL
TRAVEL BLOGGERS
ASSOCIATION**



WHAT IS INBOUND?

OUTBOUND

(interruption)

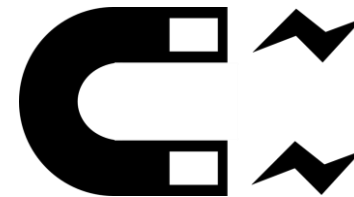


- Intrusive advertising
- Cold calling
- Spam
- Telemarketing

MESSAGE FOCUSSED

INBOUND

(attraction)



- Valuable content
- Permission-based communications
- Conversation

RELATIONSHIP FOCUSSED

OVERWHELMING OPTIONS



THE ONLINE MARKETING FUNNEL



KPIs

ENGAGEMENT > FOLLOWERS

USER EXPERIENCE > WEBSITE TRAFFIC

CONVERSIONS > VIEWS

RIGHT NUMBERS > BIG NUMBERS

THE INBOUND --- MARKETING HANDBOOK

PANELISTS

MEET OUR PANELISTS

RYAN BONNICI

Marketing Director, Hubspot Australia



MEET OUR PANELISTS

DAMIEN DEL PORTO

Director-Marketing, Khiri Group



- KHIRI



MEET OUR PANELISTS

NOVIENDI MAKALAM

Director of International Marketing Communication, Ministry
of Tourism, Republic of Indonesia

