

20 DAY CRASH COURSE CALENDAR

Marketing Tips, Tricks and Hacks.



A Partner's
Publication of
HubSpot

How To Use This Calendar

This calendar is designed to give you a month's worth of marketing tips, tricks and hacks to make your day-to-day activities a bit less difficult.

While this is handy as a PDF, we've also adapted this calendar to be installed on Gmail or Outlook. This is iteration (which can be [downloaded here](#)) is designed to send you one notification per weekday throughout the month that teaches you a brand new marketing tip, trick or hack. It's the same content that's in this ebook, but in a more staggered format to help you retain the knowledge better over time.



[Download Calendar App Now!](#)

So, how did we come up with these marketing tips? Actually, we didn't. They were submitted by 20 different marketing professionals who (like you) are in the trenches every day, fighting the good fight. Their advice is invaluable, so be sure to try each marketing trick for yourself. You'll be an efficient marketing gladiator in no time! Your co-workers will be totally envious.

Lastly, you'll also find additional content from each contributor as well, and we encourage you to check each piece out as well.

For the love of marketing!



Oh, Happy Days!

One last thing before you dive in: we've cleverly themed each day of the week to keep the entries interesting. We've got:

- 1. “Marketing Tool” Mondays:** These are designed to help you learn about tools that your fellow marketers are using to make their jobs more efficient and less Monday-like (you know the feeling).
- 2. “Time Saving” Tuesdays:** Wish you had more time in the day? The second day of the week's tips are designed to fulfill this longing. These tips will show you how to slice of seconds (or even minutes) from your work schedule.
- 3. “Tool Hack” Humpdays:** Tools are cool, but using them for other things is even cooler. Hack Humpdays are all about showing you creative ways to use marketing tools differently. Dig in!
- 4. “Thoughtful” Thursdays:** Sometimes the simplest ideas are the best. Thoughtful Thursdays take into consideration the often overlooked characteristics of a well-run marketing team.
- 5. “Forward Thinking” Fridays:** Get your thinking cap on and noodle on these ideas. They're all about topics that are designed to get you thinking outside of the stereotypical box.



Awesome Screenshot

[Awesome Screenshot](#) is an extension for Google Chrome that allows you to capture a whole webpage or any portion, annotate it with rectangles, circles, arrows, lines and text, blur sensitive info, crop, and more.

Awesome Screenshot has become an invaluable tool I use daily to take and edit screen capture images used in blogs, PowerPoint presentations, and more. We also design a lot of websites for clients and like to be able to show before and after images, so we use Awesome Screenshot to take a picture of entire web pages that might not otherwise fit within the visible part of the screen.



Submitted by Kathleen Booth of Quintain Marketing

About Quintain Marketing: Quintain Marketing is a full service inbound marketing agency that offers growing companies a one stop shop for all of their marketing needs.

Learn more from Quintain Marketing:



The Inbound Marketer's
Guide to Creating Mind
Blowing Content

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Time Saving Tuesday

Day 2

Text Shortcuts

In the every day course of running our marketing agency, I found myself typing the same text, over and over: invitations to web conference calls (e.g. URLs, bridge numbers, passcodes, etc.), narrative explanations and introductions to weekly reports, emails responding to inquiries (e.g. “you may want to read these blogs”), and requests for custom assessments and other reports (e.g. URLs and contact info).

I decided to automate many of my responses and looked for a method that was quick and simple. I turned to Apple’s AutoText or Word’s Quick Parts (on a PC) shortcuts (spelling auto correction) to get the job done.

By automating the output of my repetitive messages, I estimate I save 15 - 20 minutes per day that would have been otherwise spent typing, proofreading and correcting my (frequent) typos.



Submitted by David Carpenter of Connection Model

About Connection Model: Connection Model is a nimble Digital Marketing Agency, focused on helping clients grow revenue, generate qualified leads and acquire profitable new customers through measurable, accountable Inbound Marketing.

Learn more from Connection Model:



**Free Website & Mobility
Assessment Score**

Sign Up Now!

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Pinterest “Vaults”

Create a “secret” Pinterest board. Fill it up with fabulous pins, completely optimized descriptions and calls-to-action. When it’s ready for prime time, make it public!

I hate to release a Pinterest board with only one or two pins on it. It looks unfinished. But I don’t always have time to fill up a board with quality pins all at once, making sure everything is optimized. Keeping a board secret and building it slowly allows me to release it when I’m satisfied. It’s also great for a time-sensitive board you’d like to have prepared in advance.



Submitted by Alisa Meredith of Scalable Social Media

About Scalable Social Media: Scalable Social Media helps busy business owners harness the power of online and “Give to Get” marketing for greater brand awareness, lead generation and, of course, increased revenue.

Learn more from Scalable Social Media:



Free Ebook: How to Use Pinterest to Grow Your Business

Download Now!

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Thoughtful Thursday

Day 4

Diagrams & Flowcharts

Use diagrams and flowcharts to illustrate concepts, clarify steps, and provide a framework to build on.

Diagrams serve as an invaluable tool during marketing planning. When marketing in a technical space, use flowcharts and diagrams to simplify public communications of difficult concepts.

TREW Marketing uses diagrams and flowcharts to better convey ideas and processes to potential and existing clients during strategy sessions. Be sure to read [TREW Marketing's latest blog](#) and see [diagrams used in recent posts](#).



Submitted by Karen West of TREW Marketing

About TREW Marketing: TREW Marketing, headquartered in Austin, Texas, is a full-service marketing firm uniquely serving leading companies and organizations in the engineering and science markets.

Learn more from Trew Marketing:



Free Ebook: Smart Marketing for Engineers: Website Redesign

[Download Now!](#)

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Check Your Signals

I use [HubSpot's Signals](#) when working with clients and prospects. If I send a work product or deliverable to a client, I can easily confirm he received it by checking Signals. If I am working with a prospect, I can send links to articles or our work portfolio and see what links she clicks on and what interests her the most.

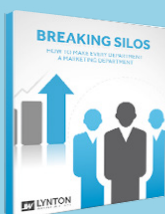
I don't need to follow up with clients as much if I know they have received and opened my emails. (Ahhh, the bliss of no more unnecessary emails.) And I know how to optimize content I send to prospects.



Submitted by Roman Kniahynyckyj of LyntonWeb

About LyntonWeb: LyntonWeb makes the web a better place for inbound marketers and their customers through inbound marketing programs, web design, and HubSpot integrations.

Learn more from LyntonWeb:



Free Ebook: How to Align
Every Department for
Business Success

[Download Now!](#)

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Shareable: A New DigitalRelevance Tool

[Shareable](#) lets users easily create social media share URLs for everyone's favorite social sites without the hassle of doing it by hand. With just one click, users can post share-worthy snippets of content via Twitter, Facebook, Google+, YouTube, and Pinterest. Advanced content consumers can share a pre-composed message or create one of their own. It's just a button click when they find something useful and share-worthy!

With [Shareable](#) your advanced content, and the valuable snippets it contains, can easily be shared all over the internet on the most popular social networks. Content consumers will be delighted and empowered to share specific information from advanced online content such as ebooks, blog posts, and web pages.



Submitted by Brad Smith of DigitalRelevance

About DigitalRelevance: DigitalRelevance is a content promotion agency that uses research, creative and media outreach to get top results for clients. We earn web traffic and conversions from your industry's top online media outlets, communities, social influencers and search engines.

Learn more from DigitalRelevance:



Free Guide: Increasing Conversions with Social Media

Download Now!

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Time Saving Tuesday

Day 7

Productivity Time Blocks

Sometimes the anticipation of being interrupted can be more detrimental to your production and performance than the interruptions themselves. That's why we instituted agency-wide productivity blocks from 9 - 11 a.m. and 1 - 3 p.m. For a minimum of four hours every workday, we shut off all nonessential applications, and focus all our energy and attention on priority tasks or projects. These time blocks are literally scheduled in every employee's calendar to avoid conflicts and interruptions.

While the blocks can flex as needed for high-priority activities and communications, committing to them has had an incredible impact on our efficiency and performance. By blocking off periods on our calendars each day as "busy," and reducing distractions and interruptions such as impromptu meetings, instant messages, text messages, email and social media, we are able to be more creative and productive, individually and as a team.



Submitted by Paul Roetzer of PR 20/20

About PR 20/20: PR 20/20 is an inbound marketing agency, the original HubSpot Agency Partner and the inspiration behind founder Paul Roetzer's *The Marketing Agency Blueprint* (Wiley)—a handbook for building tech-savvy, modern marketing firms. PR 20/20 provides inbound marketing services that build brand, generate leads, convert sales and improve customer loyalty.

Learn more from PR 20/20:



Free Guide: Evolution of the
Prototype Marketer: The
Hybrids are Coming

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Google Search for Website Inventory

If you want to do a quick inventory of a website and see how many indexed pages it has, the all-powerful Google can quickly tell you. Simply type in this search phrase using this format: `site:http://www.enterwebsiteurlhere.com -filetype:pdf -filetype:xls -filetype:doc -filetype:ppt (etc.)`

This eliminates any PDF, XLS, DOC or PPT files. (If you want these to be included simply remove one of the “-filetype:” commands.)

As an inbound marketing agency that speaks with new prospective clients daily, this hack quickly tells us how much mojo their website has as far as quantity of indexed website pages. This is also important when we’re evaluating helping a prospect with migrating their existing website to a new website platform.



Submitted by Frank Isca of Weidert Group

About Weidert Group: Weidert Group is a full-service Inbound Marketing agency and certified Gold Level HubSpot Partner based in Appleton, WI. They serve a variety of industry types but specialize in B2B manufacturing and professional services.

Learn more from Weidert Group:



Free Ebook: The
SEO Survival Guide

[Download Now!](#)

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Thoughtful Thursday

Day 9

Content “Batch” Days

The idea for content batch days came from GuavaBox Co-Founder Gray MacKenzie. We set aside a large block of time once a week to focus on different aspects of our marketing strategy as a team. Each week there’s a different focus.

The first week it’s blogging, then website optimization, then HubSpot optimization, and our last batch chunk is spent on video. Because we’ve created these focused blocks of time, we’re able to get into the zone and create high quality content more consistently.

As a lean team, we’re always trying to become more efficient with our internal processes. Content batch days let us brainstorm new ideas and move right into implementation. Since we have our processes documented internally, we can all jump right into making creative things happen. As a result, we’re able to create more content across more platforms in less time.



Submitted by Andrew Dymski of GuavaBox

About GuavaBox: GuavaBox is an inbound marketing agency that helps B2B companies in the industrial space generate leads on their website. Partnering with the client’s team, we unite their marketing efforts with an Inbound Marketing Game-Plan and turn their website into a lead generating machine.

Learn more from GuavaBox:



Free Guide: The B2B Marketing Checklist

[Download Now!](#)

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Convert Your Office Into a Giant Whiteboard

With a growing staff of creative marketers, it's easy to run short on whiteboard space. We've covered the walls of three conference rooms in our office with [Idea Paint](#), which turns walls into whiteboards. There's never a lack of space for collaboration and creativity now!

Our meetings and impromptu strategy sessions are more collaborative, creative and concrete with all the wall space to write down ideas and concepts! Whiteboards are an inherently collaborative tool, as opposed to PowerPoints, which are used for lecturing. It's a great way to get our entire staff involved.



Submitted by Bill Faeth of Inbound Marketing Agents

About Inbound Marketing Agents: Inbound Marketing Agents is a Platinum certified HubSpot partner in the heart of Nashville, TN. When IMA-ers aren't creating awesome websites and email marketing for clients, they're continually searching for the best chili dog the world has to offer.

Learn more from Inbound Marketing Agents:



Free Ebook: Social Media TuneUp

[Download Now!](#)

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Capture Every Idea with Evernote

Our best marketing ideas come in the most unlikely places and times. It could be on the treadmill, while shopping, or even during an unrelated business meeting. Having [Evernote](#) on our mobile devices helps us capture these ideas no matter where we are.

Evernote lets you take a snapshot, record audio notes, and text notes right from your mobile device. It even uses text recognition technology to make text in snapshots searchable (e.g. a whiteboard full of notes). We can then access and organize this information anywhere we are. The desktop client lets us easily take recorded ideas and expand on them for use in campaigns.



Submitted by Chris Handy of ThinkHandy

About ThinkHandy: Chris Handy is the Founder & CEO of Thinkhandy, a sales and marketing alignment consultancy in Fort Worth, TX. Clients working with Thinkhandy find a helpful partner dedicated to shortening their sales cycle and generating more qualified leads.

Learn more from ThinkHandy:



Free Webinar: Learn How to Use Evernote

Watch Now!

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Time Saving Tuesday

Day 12

Timing Your Tasks

Use a stopwatch to actually time how long you spend doing a particular task. The intent is not about recording how long a task takes you (although that's valuable). The intent is to create more efficient work time. When you know you're being timed, you're more likely to stick to the task at hand (instead of pursuing common distractions), and you're more likely to work on a task until you're done.

This technique helps me be more productive because it keeps me on task. It means I move through big items on my daily/weekly to-do lists more efficiently and effectively, and frees up my time for other things.



Submitted by Matthew Bivens of 98toGo

About 98toGo: 98toGo specializes in building powerful relationships with clients that translate into powerful results.

Learn more from 98toGo:



Free Ebook: Marketing Healthcheck

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Using Evernote and Salesforce Email Send Feature

Using Evernote's and Salesforce's "email into the app" features have been a lifesaver because my inbox is a total zoo. I just [send a regular email to my Evernote account](#) using @notebookName #tag1 #tag 2 at the end of the subject line. My email is now stored in the particular notebook I've created with as many different tags as I want. Same is true when I send sales correspondence into Salesforce via a special email.

It's a great time saver! I also worry less about important emails being lost when I know they're safely tucked into Evernote and/or in the prospects file in Salesforce.



Submitted by John McDougall of McDougall Interactive

About McDougall Interactive: Founded in 1995, McDougall Interactive is a full-service Internet marketing agency that believes a comprehensive strategic plan is the key to success. Our method is simple: we stay ahead of the social media and SEO curve so our clients' web sites are always in the top search engine results and their brands are consistently generating buzz.

Learn more from McDougall Interactive:



Free Ebook: SEO for Web Design

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Thoughtful Thursday

Day 14

Have A Meeting Agenda, Always

We say, “No agenda, no attenda.”

Without a clear meeting agenda, which includes the topic and supporting bullet points, the location, a start and finish time, a list of attendees and their corresponding roles, the productivity of a meeting is compromised.

Think about how much more productive your meetings will be when every attendee knows in advance exactly what is going to be discussed and what his or her role will be.

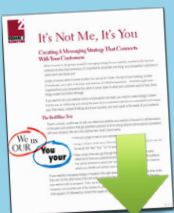
We spend too much time in meetings as it is. So let’s make this time as productive as possible. When you have a comprehensive meeting agenda, both your time and your fellow meeting attendees’ time is more fruitful.



Submitted by David Gerhardt of Square 2 Marketing

About Square 2 Marketing: Square 2 Marketing is a full-service inbound marketing agency designed to do one thing: get our clients leads. We specialize in helping clients in all industries, but offer specialized experience in professional services, healthcare, technology, business services, manufacturing, distribution and financial services.

Learn more from Square 2 Marketing:



Free Ebook: Creating A Messaging Strategy That Connects With Your Customers

Download Now!

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Figuring Out How Much Email to Send

As an email marketer one of the biggest levers I have is determining how frequently to email my list with new and re-promoted content.

In Excel, I plot out the average number of emails sent with the average number of emails clicked on (or unsubscribed from) per month. The [resulting chart](#) helps me understand the relationship between the number of emails sent and the number of clicks I get.

This hack showed me that when I sought to maximize email clickthroughs, there really is an optimal average number of emails to send. For me, it was 32,000 emails per day. For a list of about 90,000, and 23 working days this month, that means I should send out about 8 emails this month ... or, hit about half of my list every business day.



Submitted by Matthew Wainwright of HubSpot

About HubSpot: HubSpot is a marketing software as a service company based in Cambridge, Massachusetts, United States. Its namesake product is also called HubSpot. It was founded at the Massachusetts Institute of Technology by Brian Halligan and Dharmesh Shah in June 2006.

Learn more from HubSpot:



Free Guide: Email
Marketing Workout Plan

[Download Now!](#)

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Connect Everything to Everything Else

The website, IFTTT.com (stands for the common programming expression, “If This, Then That”) acts like the universal adaptor for some of the world’s most popular websites. By utilizing available APIs (application program interfaces) for sites such as Twitter, Evernote, Dropbox, etc., along with common features (such as the date and time, RSS feeds, etc.), you can establish a set of “triggers” from one process that starts a chain reaction of events on another site.

For instance, you can set up an IFTTT “recipe” to automatically track all the [Foursquare](https://www.foursquare.com/) check-ins with a specific hashtag within [Evernote](https://www.evernote.com/). This is something I use to track my mileage when visiting clients.

IFTTT makes my day-to-day activities more efficient by automating the time-stealing tasks of having to search for new information within certain sites, updating lists, posting tweets, and so much more. IFTTT is sort of like playing with a big set of Legos, but those “Legos” are some of the most useful sites on the internet.



Submitted by Jeff Ferguson of Fang Digital Marketing

About Fang Digital Marketing: Fang Digital Marketing is a boutique advertising media agency from Manhattan Beach, CA specializing in digital media, including search (paid and organic/SEO search), social, display, mobile, and more.

Learn more from Fang Digital Marketing:



Free Guide: How To
“Moneyball” The SEO Role In
Your Company

[Download Now!](#)

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Time Saving Tuesday

Day 17

Note To Self...

Have you ever stumbled on an awesome article, potential client or great example of something you could use in your own marketing play book, but you just don't have time to spare at that particular moment?

Email the link to yourself. Start the subject with the words, "Note to Self," then set up a rule that funnels those emails into a specific folder. Then in the time you have budgeted for reading and research, look in your "Note to Self" folder and get a dose of content that's relevant to your pursuit of excellence.

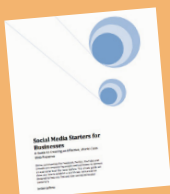
Doing this minimizes the interruptions that come with being hyper-connected, and gives you a way to stay on track with the task at hand. It lets you set interesting content aside in a place that's always easy to access so you can evaluate the value of the content at the right time.



Submitted by Don Lafferty of Mingl Marketing Group

About Mingl Marketing Group: Mingl Marketing Group is a Philadelphia-based digital marketing agency, specializing in inbound and social media marketing solutions for B2B companies.

Learn more from Mingl Marketing Group:



Free Ebook: Social Media Starters for Your Business

[Download Now!](#)

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Track Competitor's Website Updates

The first thing I do is use the tool [Page2RSS](#) to create an RSS feed of my competitors' main content pages. Then I use [IFTTT.com](#) to create an RSS-to-Evernote API link that will pull in any changes a competitor makes to its website and log it into Evernote in a note.

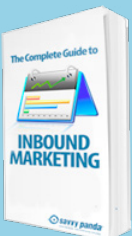
This saves me lots of time because I don't need to keep visiting competitors' websites, I can simply check in my Evernote log to see if any updates were made on their sites. I also have record of their previous pages.



Submitted by Luke Summerfield of Savvy Panda

About Savvy Panda: Since 2001, Savvy Panda strives to excite change for you to achieve more with Inbound Marketing & Web Development. Our clients include medium to Fortune 100 businesses with a focus on SaaS, Hardware, eCommerce and Nonprofit organizations.

Learn more from Savvy Panda:



Free Ebook: The Complete Guide to Inbound Marketing

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Thoughtful Thursday

Day 19

Add Rapportive to Gmail (It's Free)

[Rapportive](#) shows you everything about your contacts right inside your inbox: a picture of a sender, her company, job, LinkedIn profile, latest tweets, etc. We use Rapportive to mention shared interests, follow them on LinkedIn, Twitter, Facebook, and even to add some personal notes (not seen by anyone else) on their Rapportive profiles.

Rapportive saves time by putting essential information I need right next to email in Gmail. If you live on email like I do, this saves time flipping to different applications and helps keep me focused emptying my inbox rather than running off in all kinds of interesting directions.



Submitted by Larry Levenson of Sigma Web Marketing

About Sigma Web Marketing: Sigma Web Marketing serves a wide variety of B2B and B2C clients with inbound marketing services and COS expertise. We can get your website onto HubSpot's new COS now!

Learn more from Sigma Web Marketing:



Free HubSpot Readiness Assessment Survey

Sign Up Now!

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5 Quick Tactics for Creating Positive Attraction in a LinkedIn Group

1. Post items of value frequently. (Your participation shows up in the panel on the right.)
2. This can also lead to you showing up as an influencer in the group. (You show on the top right.)
3. You show up next to every post, comment or “Like” you make. (Creates name or visual recognition.)
4. Engage discussions with insight. (Creates an immediate connection with the person you are engaging.)
5. You can direct message anyone in the group. (Provided they haven’t changed their defaults, it’s a great way to meet many in your target audience.)

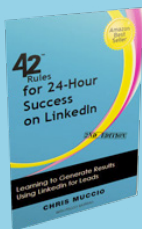
Simple - one group, multiple ways to engage them and build positive awareness for you.



Submitted by Chris Muccio of Catapult Digital Marketing

About Catapult Digital Marketing: Led by Chris Muccio, Catapult Digital Marketing provides the digital strategy that drives revenue, relationships and responses.

Learn more from Catapult Digital Marketing



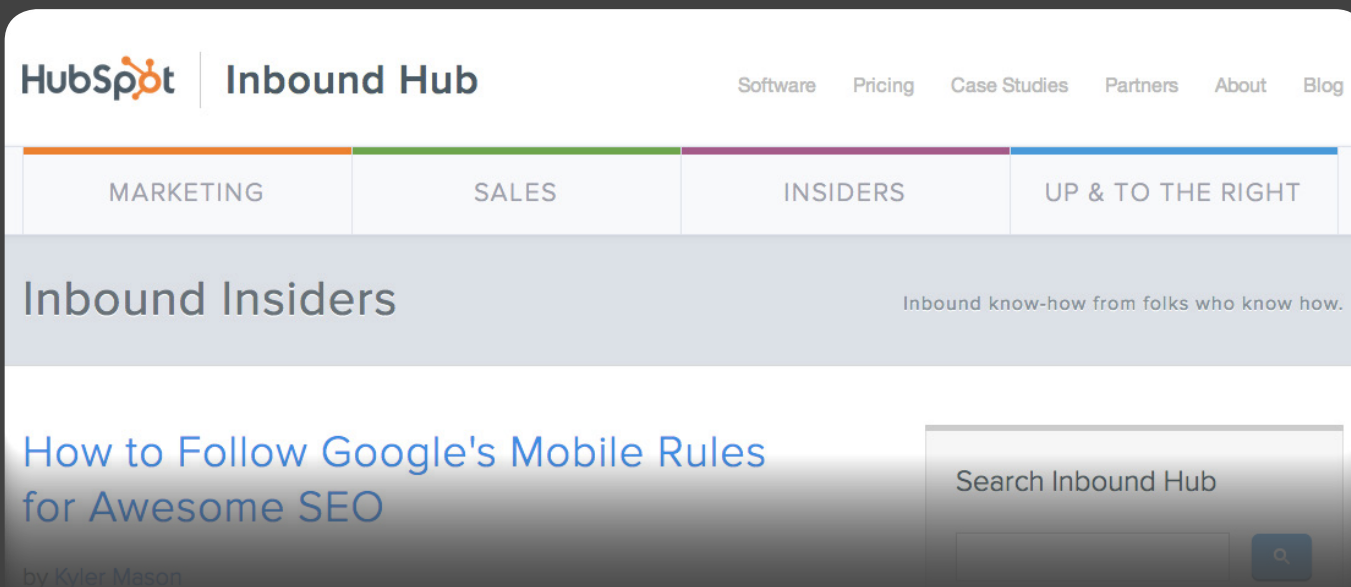
**Free Guide: 42 Rules,
LinkedIn For Leads**

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MARKETING SALES **INSIDERS** UP & TO THE RIGHT

Inbound Insiders Inbound know-how from folks who know how.

How to Follow Google's Mobile Rules for Awesome SEO
by Kyler Mason

Search Inbound Hub

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It's Inbound know-how from folks who "know how"