



## **2011 Business Book Club: New & Noteworthy Books for the Green Industry**

**Title: Inbound Marketing**

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Readability                    4

Takeaways                    5

Innovation                    3

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### **My top 3 takeaways:**

It is important for companies to have a social media marketing strategy and many companies should consider hiring a social media marketing person.

Make your website your main marketing tool.

It is important to understand how Google works and how good content, blogging, links, and how various social media sites play a role in directing more people to your site so that it ranks high.

## **How I plan to put the new ideas to work:**

First, step back and get management team on board with concept that consumer controlled web-based content is how many people develop their views and make their buying decision.

We will then decide on how to best develop a social media plan. We will decide if we hire someone as an employee or hire an outside firm to work with.

We will look at utilizing the expertise within our company to create remarkable content on line and open up our doors to working with others on the outside who also have remarkable content.

We will start utilizing all the latest social media websites to allow more of our staff to communicate more to our customers.

We will commit to using tools and methods available for measuring impact our inbound marketing efforts are having on market share and business growth.

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