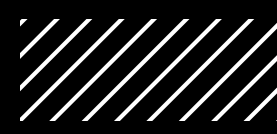




GROWTH & ACQUISITION MARKETING AT INBOUND



○ INBOUND 2023 Custom Agenda ○

INBOUND IS THE ULTIMATE DESTINATION FOR ANYONE

looking to learn, grow, and connect with industry leaders across tech who specialize in marketing, sales, operations, customer success, and much more.

STAY UP TO DATE ON THE LATEST ACQUISITION MARKETING INNOVATIONS

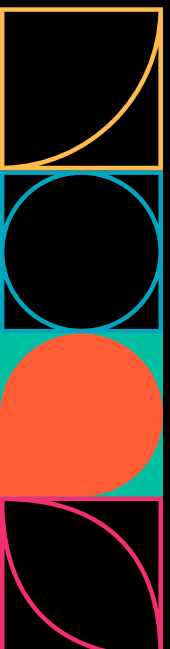
and approaches, discover new tools and resources to enhance your growth strategies, and develop fresh skills through hands-on workshops and interactive sessions, selected just for you.

THIS YEAR INBOUND IS FOCUSING ON THE POWER OF CONNECTION

and how the future of business is all about a connected mindset. As a growth and acquisition marketer, INBOUND sessions will provide tips, tricks, and insights into the need-to-know-business trends and practices crucial to your work, while always keeping customers at the heart of your business.

HOW DO YOU OPTIMIZE YOUR MARKETING SPEND?

Looking for ways to uplevel your social commerce strategy? Want to connect and network with other growth marketers and industry leaders?



TOP SESSIONS FOR GROWTH & ACQUISITION MARKETING

1. ABM: Transform One:Many Into a Connected One:Few

with **KEVIN ENGLAND** (Founder and CEO, Vonazon)

Deep dive into the stages of an account based marketing revenue flywheel: brand awareness, build pipeline, pipeline acceleration, retention and expansion — and learn how to target your ideal customer with an emotionally connected one: few approach. ***Reservation is required.**

3. Discovery to Sales in One Click With Social Commerce

with **SANDIE HAWKINS** (GM of US e-Commerce, TikTok)

Social commerce is quickly becoming the shopping standard for consumers worldwide. TikTok is leading the way, where viewers already discover, consider, and purchase directly on the platform. Discover how you can tap into the “shoppertainment” economy and gain a first mover advantage for your brand.

2. Debate: Email — Get the Open! vs. Get the Response!

with **TROY SANDIDGE** (Founder and Principal Growth Strategist, Strategy Hackers), **NANCY HARHUT** (Chief Creative Officer, HBT Marketing), and **JAY SCHWEDELSON** (CEO and Founder, Outcome Media/SubjectLine.com/GURU Events)

Jay Schwedelson and Nancy Harhut dive deep into the important elements that drive email success: timing, sender, pre-header, CTAs, design, landing pages, and a few other secrets that they won't reveal just yet.

4. Going Global: How to Grow From \$0 - 500M in Revenue

with **JEETU MAHTANI** (EVP, Customer Success; HubSpot)

One way to unlock new market opportunities and drive revenue is by expanding into new geos. Quite regularly, this means going international. Hear about key strategies that will help you think through where and how to expand the reach of your business so that you can diversify your revenue streams and grow better. ***Reservation is required.**

TOP SESSIONS FOR GROWTH & ACQUISITION MARKETING

5. Mystery of Marketing Attribution: How To Optimize Your Spend

with **CONNOR JEFFERS** (CEO, Aptitude 8 and hapily)

Explore the ever-evolving world of marketing attribution, understand why traditional methods of marketing attribution often fall short, and what you can do to get a better grasp on your marketing ROI. ***Reservation is required.**

7. New Email Marketing Test Ideas and Pitfalls To Avoid

with **PIERCE UJJAINWALLA** (Co-founder and CEO, Knak) and **JAY SCHWEDELSON** (CEO and Founder, Outcome Media/SubjectLine.com/GURU Events)

This fast-paced session explores what tactics are working now, new test ideas you can try immediately, and what pitfalls are holding back your email marketing performance. Learn trends to increase open rates, along with finding out the best time to send your email campaigns, and how many times you should be sending them. ***Reservation is required.**

6. Meetup: GURU Events Email Marketing Community

with **JAY SCHWEDELSON** (CEO and Founder, Outcome Media/SubjectLine.com/GURU Events)

Get ready for some actual networking FUN with marketers who are passionate about email marketing. Grab free SWAG, hang with the GURU Conference squad, meet other amazing attendees, hop in our crazy photo booths, and more! ***Reservation is required.**

8. Scaling Marketing Operations From Supporting 2 to 80 People

with **ALIVIA SMITH** (Head of Online and Marketing Ops, Dataiku)

A successful marketing team knows how to fully leverage tech. But, where do you start? This talk is based on experience building and growing a marketing ops function in a B2B tech company, supporting a marketing team that went from 2 to 80+ people in eight years, in a company that grew from 30 to 2000 employees. ***Reservation is required.**

TOP SESSIONS FOR GROWTH & ACQUISITION MARKETING

9. Marketing Revolution: How to Win When Everyone Is Using AI

with **NEIL PATEL** (Co-founder, NP Digital)

Everyone is talking about AI and how to use it. Join this session to break down a different way to think about marketing in a cheaper and faster way, especially with SEO. Learn a new strategy to generate traffic that doesn't rely on content creation. Discover how to build a brand and community without relying on social channels.

11. Integrate Your App With HubSpot to Leverage a Growth Channel

with **DAX MILLER** (Head of Product, hapily),
TYRON FOSTON (CTO, hapily),
and **CONNOR JEFFERS** (CEO, Aptitude 8 and hapily)

The co-founders of hapily, a HubSpot Ventures backed app studio, will teach you how to use the HubSpot ecosystem to turbocharge your growth, how to build and launch an app on HubSpot, and some of their tips to drive mass adoption of your product in the HubSpot ecosystem. ***Reservation is required.**

10. LinkedIn Ads Strategy for the B2B CMO

with **AJ WILCOX**
(Host LinkedIn Ads Show, CEO; B2Linked.com)

LinkedIn is the most important channel for any B2B CMO or marketing leader. But, the costs of LinkedIn Ads are notoriously high, so every mistake becomes an expensive one. Seasoned LinkedIn Ads pro, AJ Wilcox, will walk you through the strategic questions and approach to ensure you're not throwing away your hard-earned budget. ***Reservation is required.**

12. Why International Marketing Is Your Growth Superpower

with **SUNIL DESAI** (Vice President, Brand Marketing; HubSpot), **KAT WARBOYS** (APAC Marketing Director; HubSpot), and **SUSANNE RÖNNQVIST AHMADI** (VP, International Marketing; HubSpot)

Global expansion is often the next step for a brand, but how should leaders think about scaling marketing orgs and how to structure it? This panel of global marketing leaders will debate around hiring, where to make your international marketing bets, why content localization is more than translation, and where and how to navigate your biggest friction points with your global colleagues. ***Reservation is required.**

[Explore INBOUND Sessions](#)



COMMUNITY AND CONNECTION ARE AT THE HEART OF INBOUND.

Deepen your craft and areas of expertise while also expanding your network with a global, diverse, and inclusive community of growth marketing leaders. **Build meaningful connections at INBOUND** with our new communities and Meetup experiences.

IMMERSE YOURSELF IN A 360° EXPERIENCE

that offers top-notch education, vibrant community-building, entertainment, wellness, delicious food, and other surprise and delight moments on-site. From our VIP Welcome Party and activities at Lawn on D to interactive sponsorship activations and more, **don't miss out on all of the exciting events at INBOUND.**

NEED APPROVAL FROM LEADERSHIP TO COVER THE COSTS OF ATTENDING INBOUND?

Download our Convince Your Boss Letter to explain the value of INBOUND, share the game-changing sessions you're most excited about, and **how attending will level up your personal growth in alignment with your company's goals.**

