

**HANNA NÄTT-FALKÄNG**



# HOW TO BUILD AN INBOUND MARKETING TEAM

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**MARKETING DIRECTOR,  
iSTONE**

**HOW TO BUILD AN INBOUND  
MARKETING TEAM**

# Who am I?

- Online marketing since 1999
- Built global websites for Laphroaig whisky
- Re-vitalized marketing departments



**iStone.**



FOUNDED  
**2006**

PRESENCE IN  
COUNTRIES **12**

**817** MSEK  
TURNOVER 2014

**570**  
EMPLOYEES

# Our partners



EPI SERVER



**Microsoft**



**hybris software**  
An SAP Company



iCore Solutions

**iStone.**

# Customers & Industries

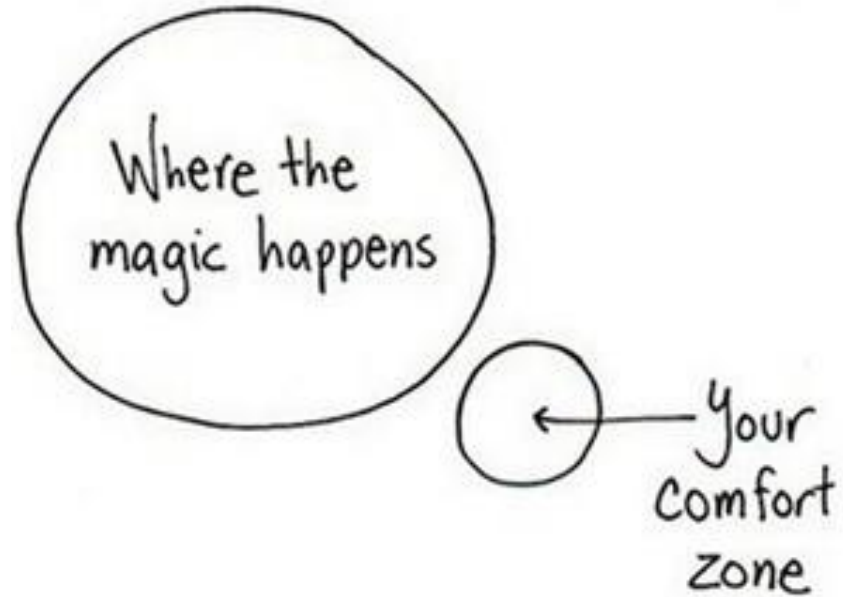




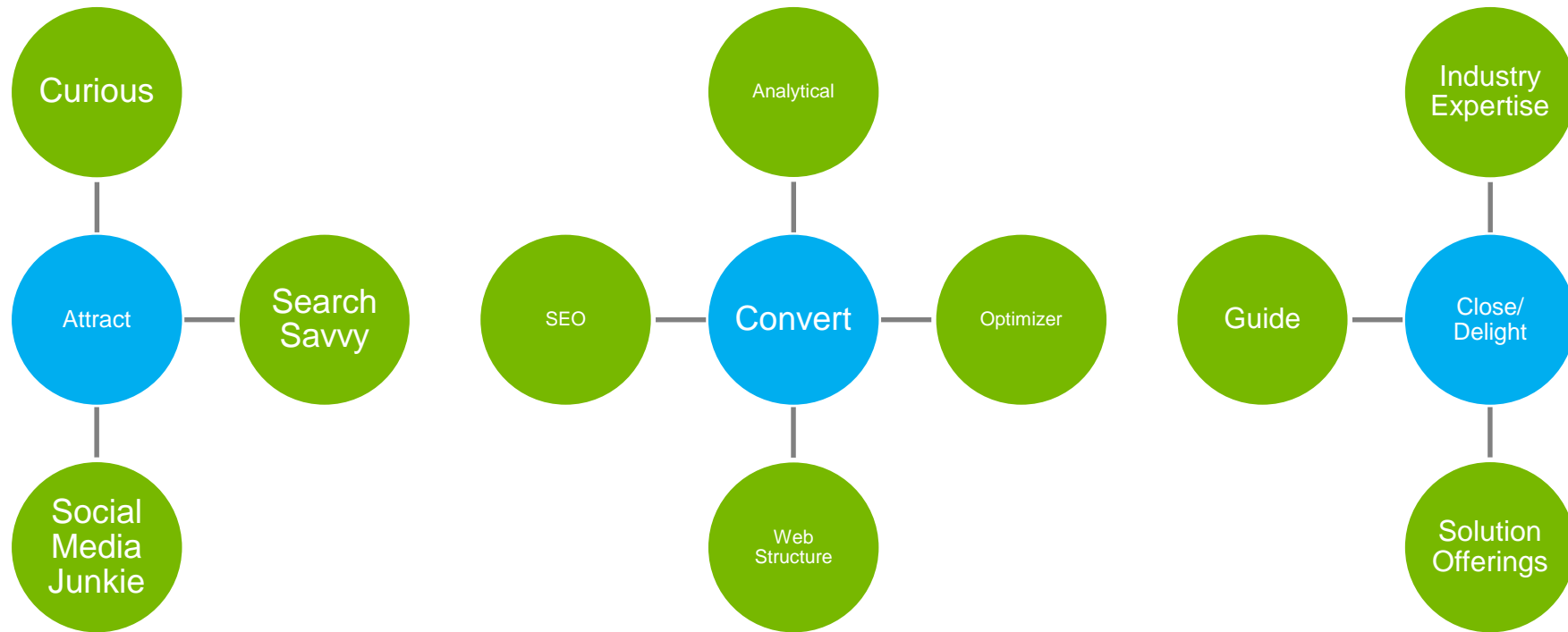


# Building a team

1. Traditional
2. Something else



# Important skill sets



## Important mind set



Belief in  
inbound



Ability to  
take the  
customer's  
perspective



Multi-  
tasking

# iStone proudly presents..



Jon

## ATTRACT

Social Media  
Blog  
Pod  
Forum



Shamash

## CONVERT

Hubspot superuser  
Webmaster



Anne

## CLOSE / DELIGHT

CRM  
Telemarketing





Nicole

Marketing Manager – ERP

Editor and Project Manager:

Infor M3  
Dynamics AX  
SAP



Katarina

Marketing Manager – Commerce

Editor and Project Manager:

Web  
CXM  
PIM  
E-commerce







# Team interaction



# Approach

## Put marketing on the map and top of mind

- Marketing part of senior management
- Weekly e-mails to the whole organisation
- Blog workshops and Blog Tuesdays



# Podcasts

Discovered that some of our content providers are more comfortable talking → pod casts

- The Shift
- The Case



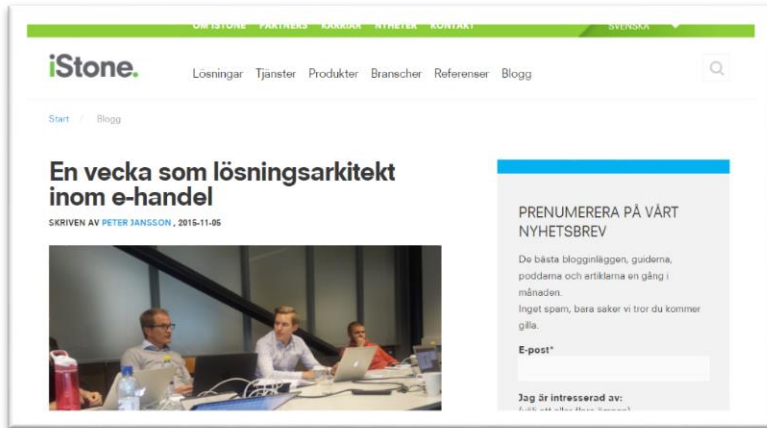
# Videos

- Customer reference cases
- Animated videos

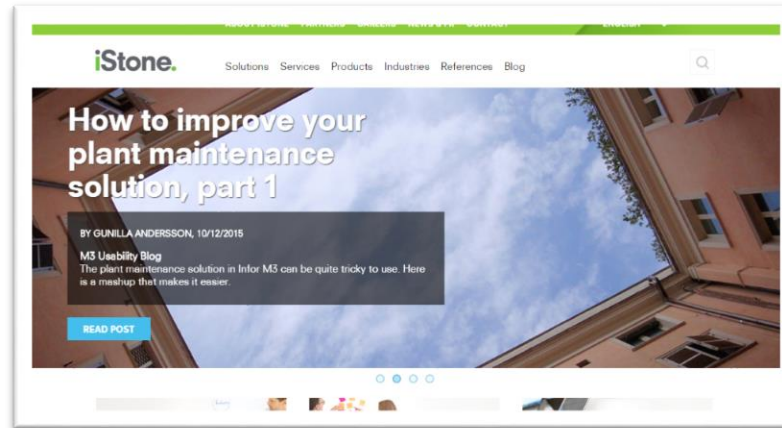


# Deliveries first six months

Blog: 0 → 3,000 Visitors



istone.com: 2x Visitors



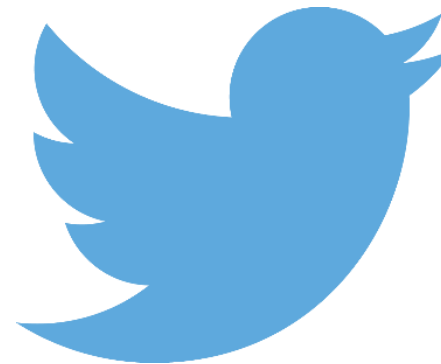
Podcast: 1,200+ Listens



LinkedIn: 900 → 1,300 Followers



Twitter: 0 → 170 Followers



## Learnings so far

- Work close with sales
- It starts with management
- It starts with you





