

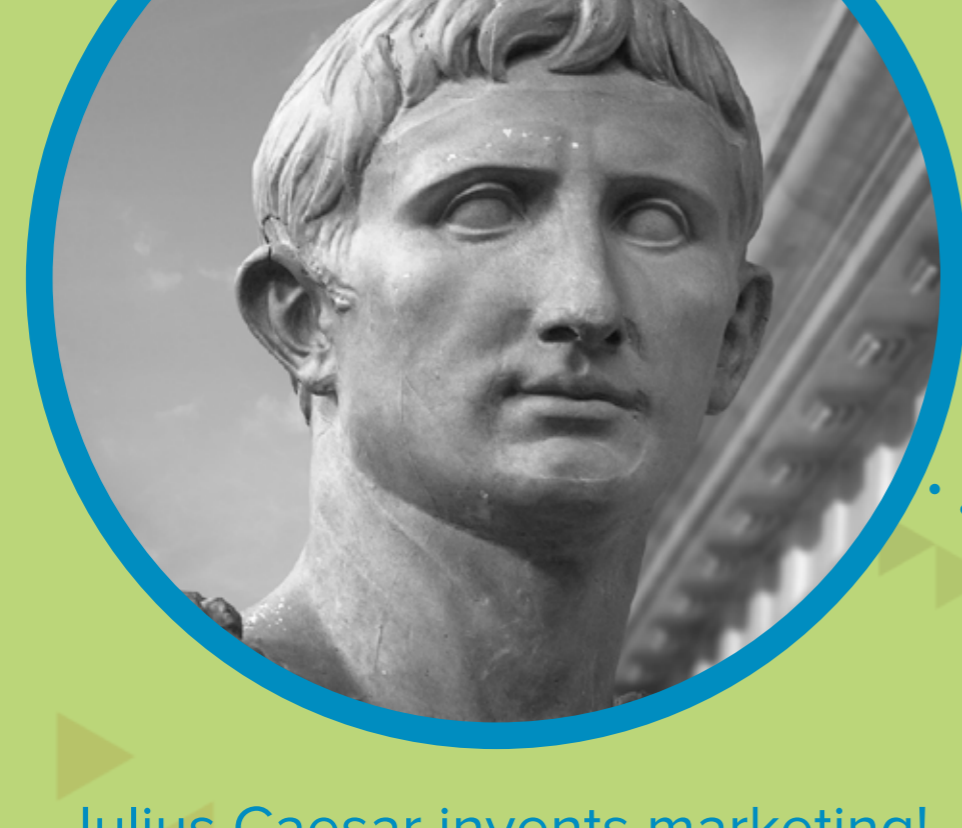
An Easter Tale:

How Marketing Has Been Reborn



(Around about)
50BC

A brief look at marketing through the ages shows us how the industry has been reborn through inbound marketing strategies!



Julius Caesar invents marketing!

After winning the war of Prussia he made it his mission to make potatoes* the food of the Prussians choice, using savvy techniques to nurture them down the vegetable pipeline. *this is up for debate

(Maybe)
40AD



The Romans were the first salespeople!

A market stall might not seem the ideal location for a meeting to discuss business collaboration but it worked for the Romans, and they built the first roads. It wouldn't seem right not to trust them.

Fast forward slightly to...

19th Century



The Industrial Revolution does a Primark and calls for mass production at the lowest cost. Quality is NOT an issue here...

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1836



'Newspapers; containing a load of crap since 1836'

The 'Primark' approach caused problems - where do they sell all of this (unwanted) produce? Advertise in the media of course!

1867



What's missing on people's road journeys? The ability to think about commercialisation! Cue the beginning of engaging billboard ads causing driving attention deficit.

Skip a few bits to...

1940's



WWII does content marketing!

It seems this generation's 'inbound gurus' were actually outsmarted decades ago by marketers who had literally just endured a world war. Well this is embarrassing...

1970's



This era gave birth to cold, icy calls and gave it a name; telemarketing. But we'll forgive it because it also gave us the mobile. Swings and roundabouts.

The late
1990's



Wait, what the hell is a blog?!

A question asked by all of us - don't lie, you didn't know what it was either. But by 2006, 50 million blogs existed!

Fast forward through; computers, email, internet, Google etc etc

The Millennium



Marketing has been reborn!

The internet killed the push marketing star. Customers could hang out on websites, read case studies and choose whether to opt in or out. Rejoice!

Still the
2000's...



O.M.G LOL

Social media isn't just a place to share your latest toilet selfie or holiday snaps anymore. Brands use it to target and engage with prospects. Creepy? No, it's called inbound marketing!

Today!



Inbound marketing is lapping up the limelight. By incorporating content, email, search, social media and outreach, your prospects are never more than a tweet, text, email or click away!

If you're a credible marketer, you already know what inbound marketing is; we won't patronise you. But if you want to find out the secrets of inbound marketing and how to make your marketing team think more strategically, join us, B2B Marketing and Hubspot for our FREE Webinar:

The Real Inbound Marketing Story

24th April 3.30pm GMT.

SIGN UP NOW!

