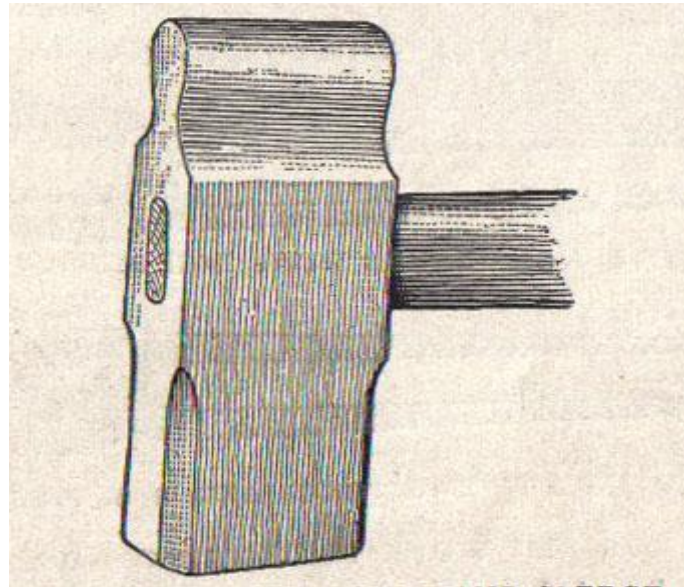


The **A**rt of Inbound
Marketing

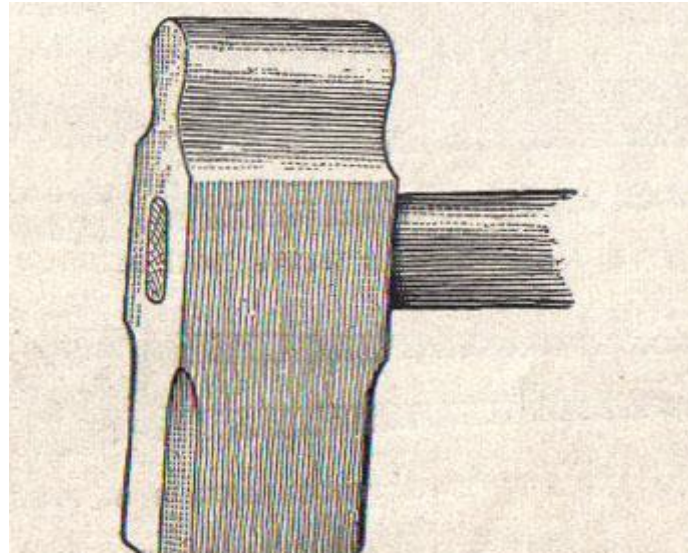
Presented by Art Jones

Outbound Marketing

Cold Calling
Telemarketing
Email Blast*
Newspaper & Magazine Ads
Radio
TV
Trade Shows



Interruption Marketing

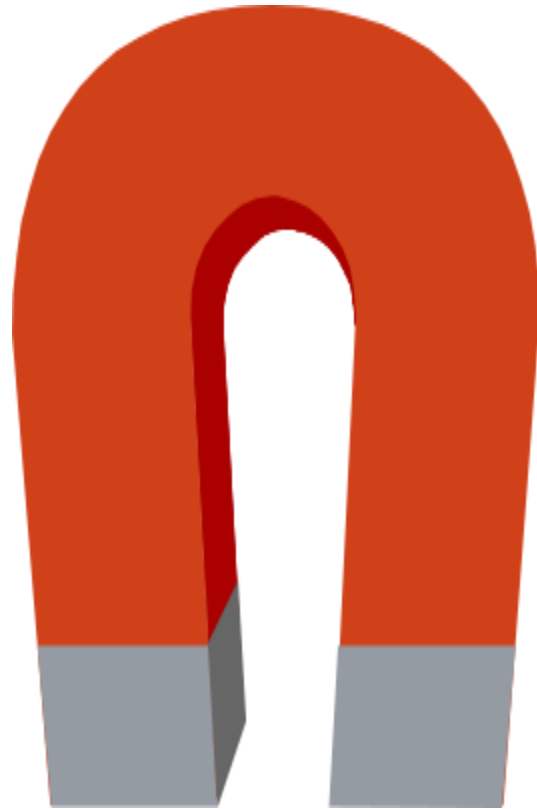


Inbound Marketing

Content in proper Context
Blogs, EBooks, White Papers
Video, Photos
Search Engine Optimization
Social Media
Webinars, Google Hangouts, Skype



Permission Marketing



LinkedIn

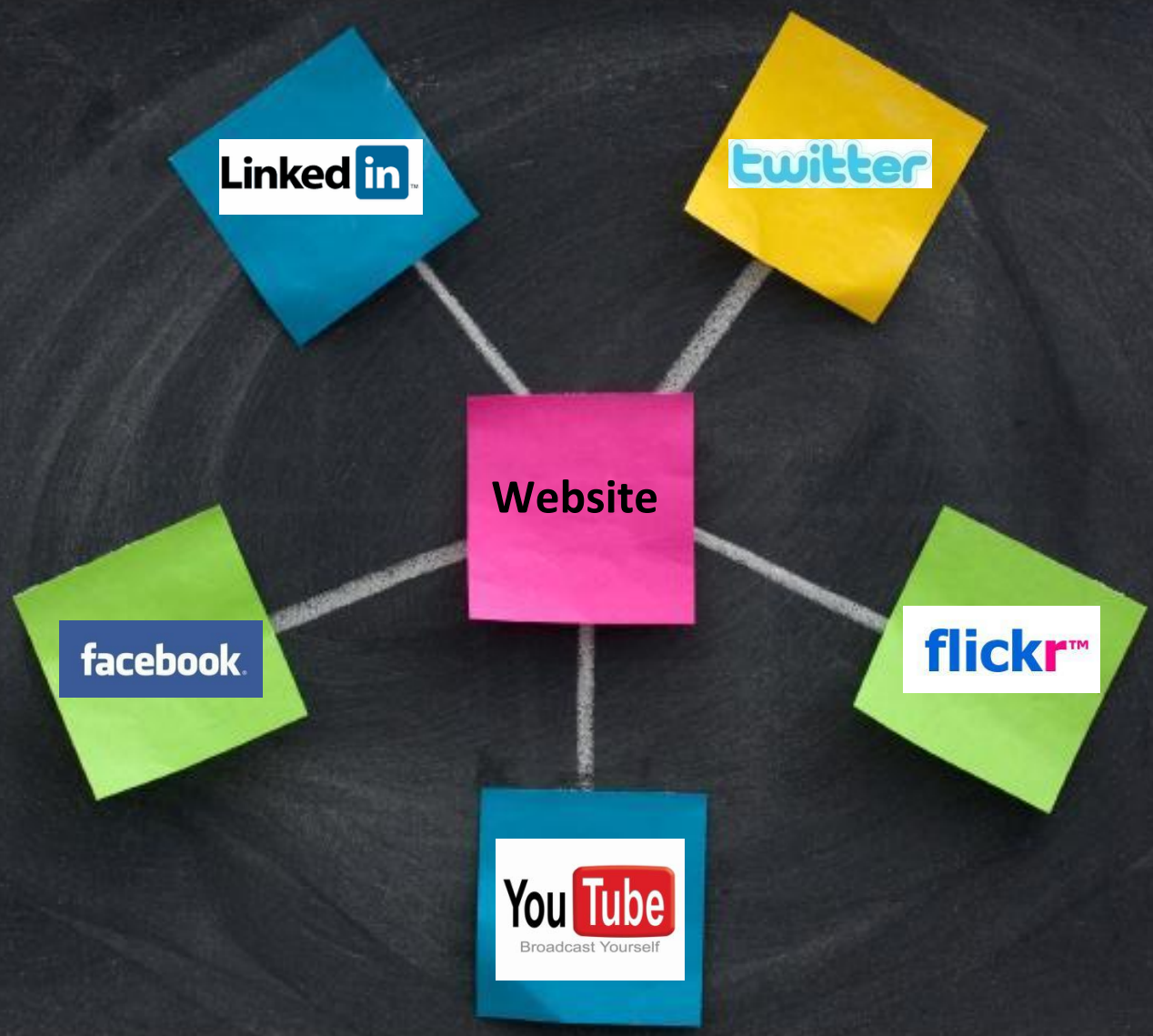
twitter

Website

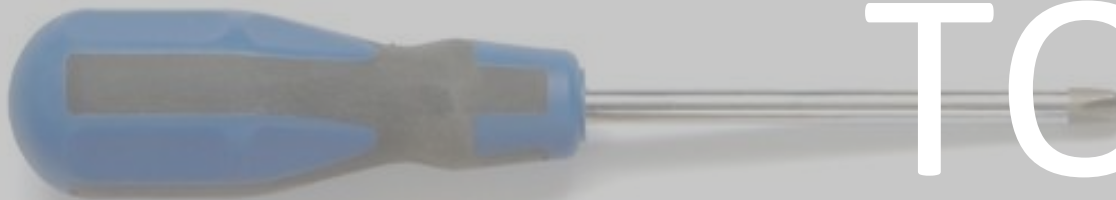
facebook

flickr

YouTube
Broadcast Yourself



TOOLS



An aerial photograph of the United Nations Secretariat Building in New York City, taken during sunrise. The sun is low on the horizon, creating a warm, golden glow over the dense Manhattan skyline. The UN Secretariat Building is prominent in the foreground on the left, with the UN emblem and the letters 'UN' overlaid on it. The surrounding city is filled with various skyscrapers and buildings, their silhouettes softened by the morning light.

UN

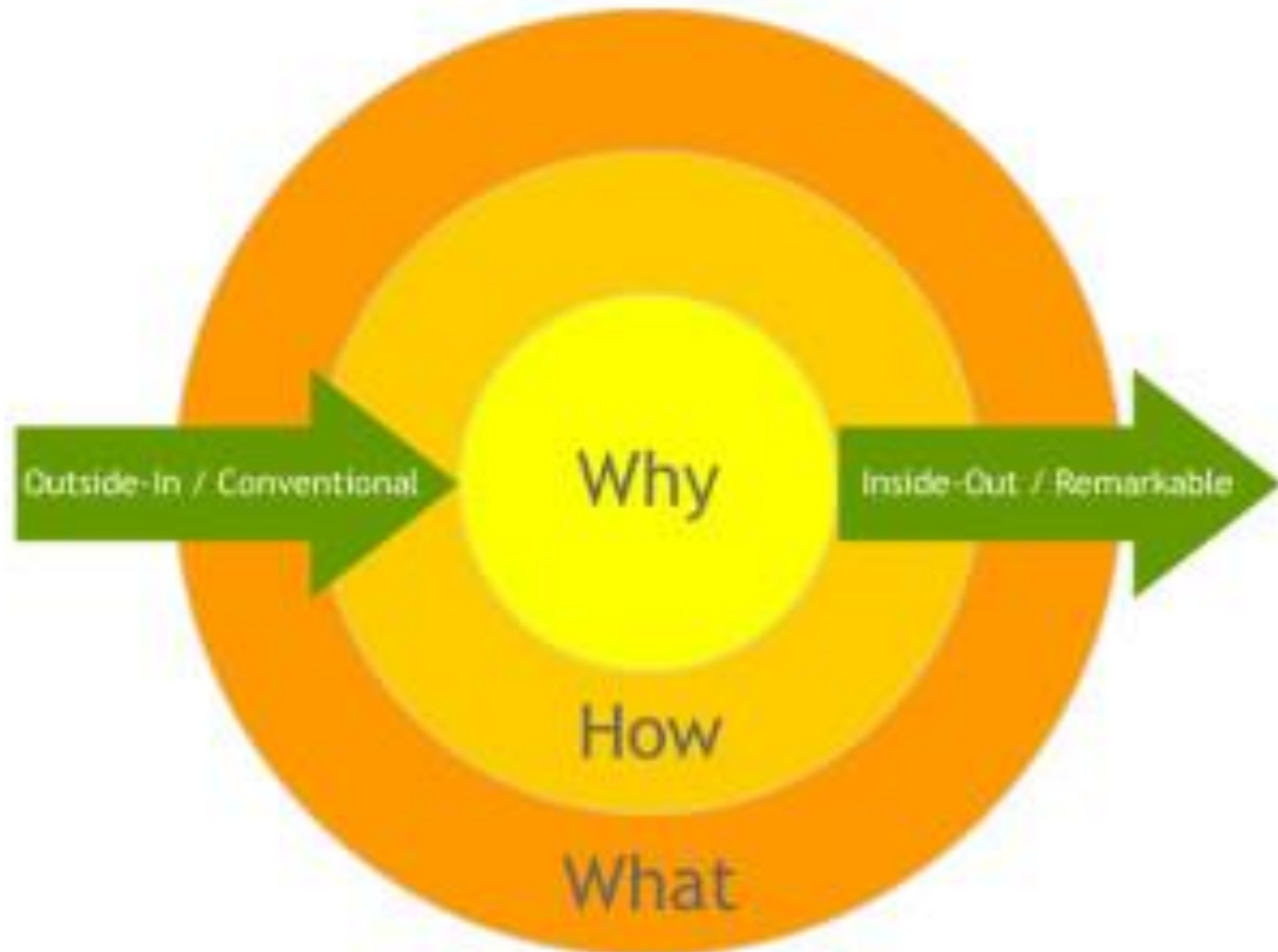
In May 2011 the UN declared the Internet

The aim of ART is to represent not the outward appearance of things but their inner significance.

Aristotle



The Golden Circle





Storytelling



A Story Formula

Origin - Circumstances,
Opportunity

Customer - Pain customer
experiences

The Power of Words



Our Specialties:

- Social Business & Marketing Diagnostic
- Storytelling, Podcast, Photography & Videography
- Brand Strategy for Businesses and Professionals
- Marketing & Sales Strategy
- Marketing Campaign Design & Management
- Website Design & Re-Engineering
- Social Platform Set-Up & Management
- **Marketing & Sales Mentoring, Training & Workshops**

Art Jones

862-345-6131 - art@tao-im.com

WWW.ArtJones.TV

www.theartofinboundmarketing.com

[@ArtJones](#)

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www.linkedin.com/in/artjones1

<https://www.vizify.com/artjones/>