

THE 2013 INBOUND MARKETING IN CANADA STUDY

CREATED BY



powered by search

Brittney Stephenson and Alex Rascanu

Phone: (+1) (866) 611-5535

E-mail: hello@poweredbysearch.com

Web: www.poweredbysearch.com



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Introduction

As consumers continue to find ways to block out traditional marketing messages, brands must turn to new methods to engage with their target audience and drive sales.

Traditional marketing methods such as TV and print ads, outbound sales calls, and paid email lists **interrupt** the audience's flow of activity to get its attention and have a higher customer acquisition cost.

As opposed to these types of traditional marketing tactics, **inbound marketing** earns your target audience's attention organically and lowers your customer acquisition cost. Inbound marketing also makes your website easy to find, and naturally draws customers towards your business. This is achieved through search engine optimization, opt-in email lists, blogging, video and whitepaper creation, earned social media, supporting and speaking at events, authoring books and print media articles, and other thought leadership activities.

Inbound marketing was born from a desire to reach consumers more effectively, and build lasting relationships that extend beyond the initial sale. With inbound you're not "buying, begging, or bugging" your audience for their attention - you're providing them with something of value to earn and keep their attention, and more importantly, turn them into **clients** and then **promoters** of your brand.

Powered by Search was one of the first digital marketing agencies in Canada to understand the importance of inbound marketing and adopt this approach for ourselves and our clients. We also organize the monthly Inbound Marketing Toronto meetup and the annual inbound marketing conference InboundCon. And as inbound marketing gained in popularity, we noticed a distinct lack of information regarding our country's inbound marketing industry. How have Canadian brands adapted to the shift in consumer behaviour over recent years? How successful are Canadian marketers at identifying and leveraging emerging marketing tactics like inbound to boost their ROI?



The purpose of the Inbound Marketing in Canada Study is therefore to uncover the impact that inbound marketing has had on the Canadian marketing landscape. This includes delving into topics such as inbound adoption, channel usage, and budgets. This first of its kind report includes trends and best practices for marketers, and allows for a better understanding of inbound marketing usage and effects in our country.

Top 5 Takeaways

1

Most marketers agree that inbound marketing is the most effective way to reach their target audience.

2

46.2% of businesses have increased spending on inbound marketing year over year.



3

SEO is the second strongest client acquisition driver, after word of mouth / referrals.

4

Only 13% of businesses look at social media as a means of directly driving sales.

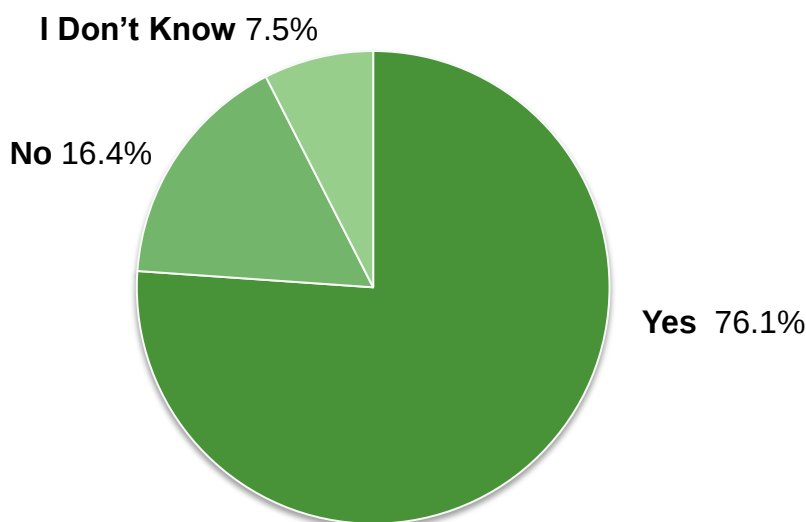


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Adopting inbound marketing significantly decreases both the cost per lead and the cost per customer.

PART 1: HOW INBOUND IS CONQUERING CANADA

Q: Is inbound marketing part of your company's current marketing strategy?



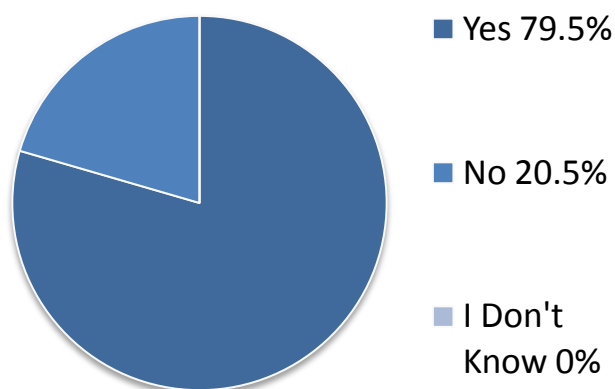
The **majority** of survey respondents indicated that inbound marketing is currently part of their company's marketing strategy, with only **7.5%** responding with "I don't know."

While inbound marketing is still a relatively new idea, it appears that nearly all of the marketers surveyed have a strong understanding of the concept. This was likely aided by the marketers' increasing exposure to the inbound marketing methodology through software providers such as HubSpot and Moz (global evangelists for the term), as well as through educational events and content produced by inbound marketing agencies.

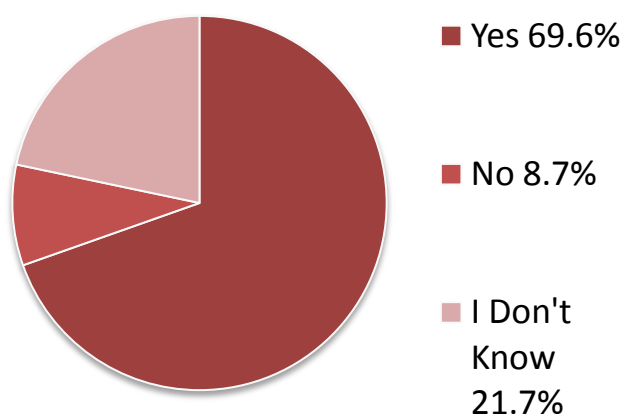
By segmenting responses to this question by B2B versus B2C marketers, it's clear that inbound marketing has not been adopted and understood equally amongst both groups.

Q: Is inbound marketing part of your company's current marketing strategy?

Business to Business



Business to Consumer



While the majority of respondents in both groups currently use inbound marketing, adoption rates are higher for B2B companies.

It's not surprising that B2B marketers have been quicker to adopt inbound marketing, since inbound tactics excel at building industry authority, turning anonymous site visitors into leads, and then moving these leads through the buying process. B2C companies with shorter buying cycles may think only in terms of customers (not leads), and focus their attention on more traditional tactics like shopper marketing. At the same time, we're seeing major consumer brands invest in social media, content development, and SEO, so this gap in inbound adoption rates may eventually even out.

Another possible reason that B2C inbound marketing adoption lags behind B2B is a lack of understanding within the industry. **21.7%** of B2C respondents didn't know whether to classify their company's marketing activities as inbound or not. This is a sharp contrast to B2B marketers who were all able to definitively answer the question with a "yes" or a "no." Increased education and knowledge of inbound marketing can therefore also help close this gap.

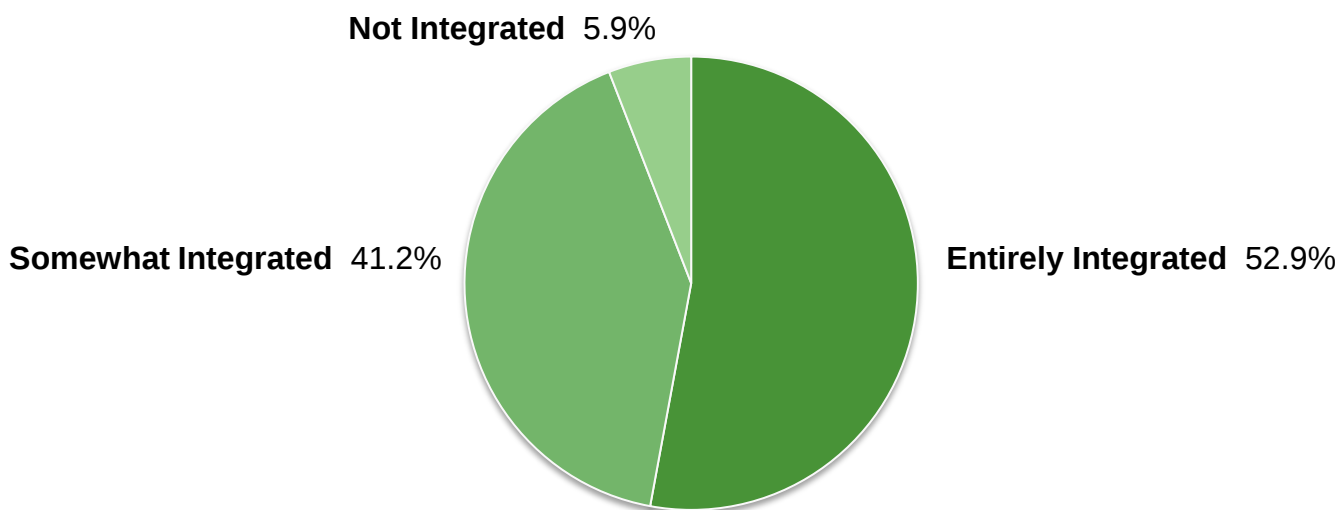
The growing adoption of inbound marketing shows no signs of slowing down in Canada.

Among the respondents who said their company does **not** currently use inbound marketing, **over half (54.6%)** plan on adopting inbound tactics within the next year.



But how well are these companies integrating inbound into their marketing plans?

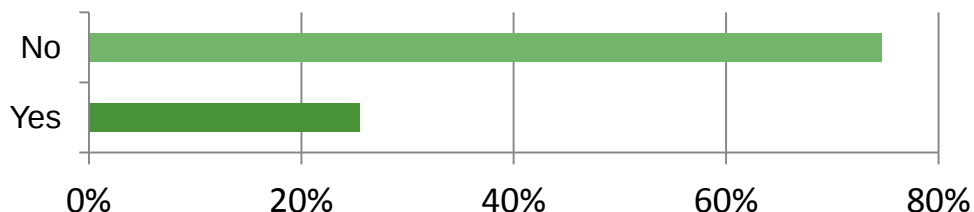
Q: Are your company's inbound marketing tactics integrated into your overall marketing strategy?



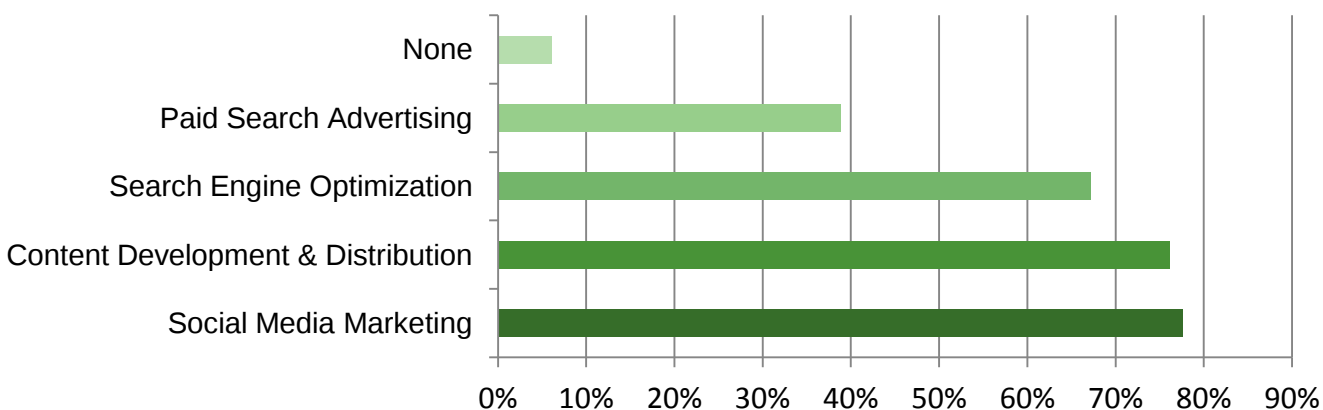
Most Canadian marketers feel **confident** in their ability to integrate inbound marketing into their overall marketing strategy, but there's still room for improvement.

Having separate internal teams or agencies for traditional and digital marketing activities can make it challenging to form a fully integrated marketing campaign. That's why marketing managers and directors need to set overarching goals and communicate effectively with all team members to ensure the delivery of a consistent brand message. Although inbound marketing takes a different approach to communicating with consumers, it doesn't belong in a **silo**.

Q: Does your company currently employ an agency to carry out inbound marketing tactics?



Q: Does your company's in-house marketing team include any marketers responsible for the following?

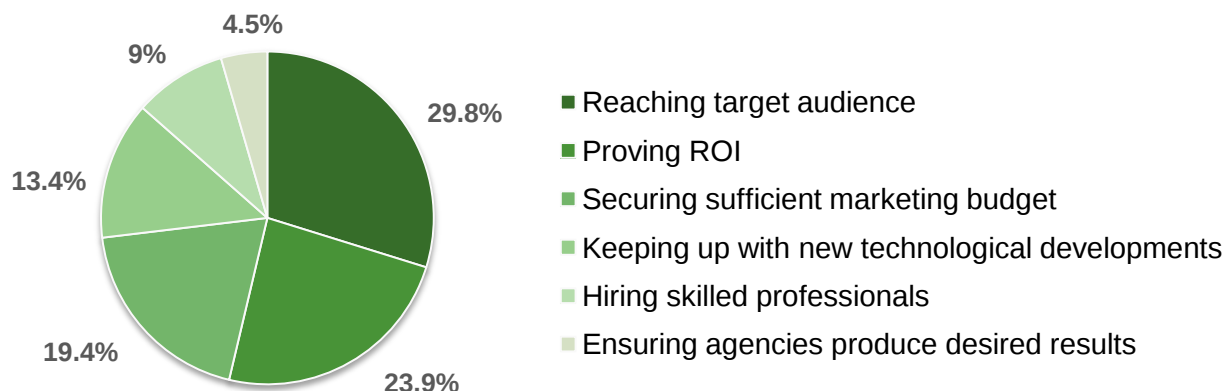


While the majority of companies (**74.6%**) **don't** outsource their inbound marketing to an agency, in-house social, search, and content marketers are common roles.

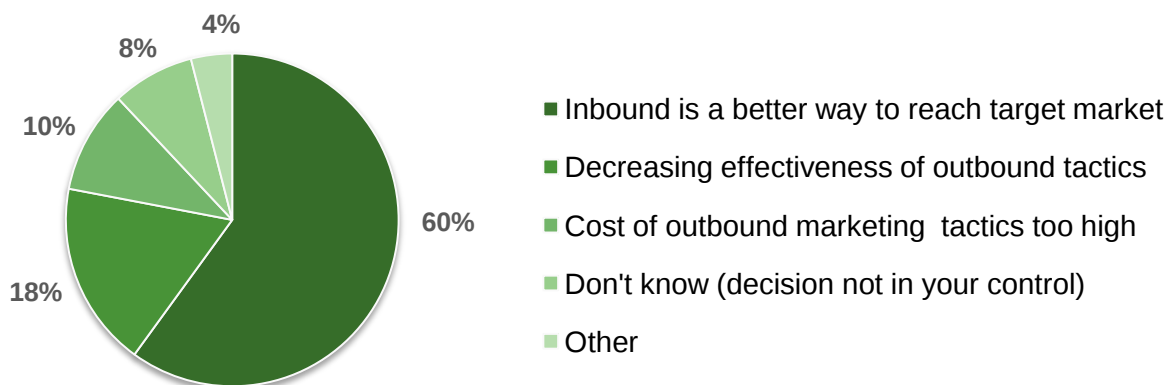
Whether in-house or through an agency, successful inbound marketing requires a **significant investment of time** not only for carrying out marketing actions, but also staying ahead of industry changes. Social media and search engine marketing in particular are areas where marketers *must* stay up to date or risk losing out on valuable leads and customers.

No matter who you hire to carry out your inbound marketing, always be on the lookout for expertise and creativity. The digital realm presents a huge opportunity to innovate and pioneer new processes; don't think that you can simply 'set it and forget it' with inbound!

Q: What is the biggest challenge your marketing department currently faces?



Q: Why did your company decide to adopt inbound marketing?



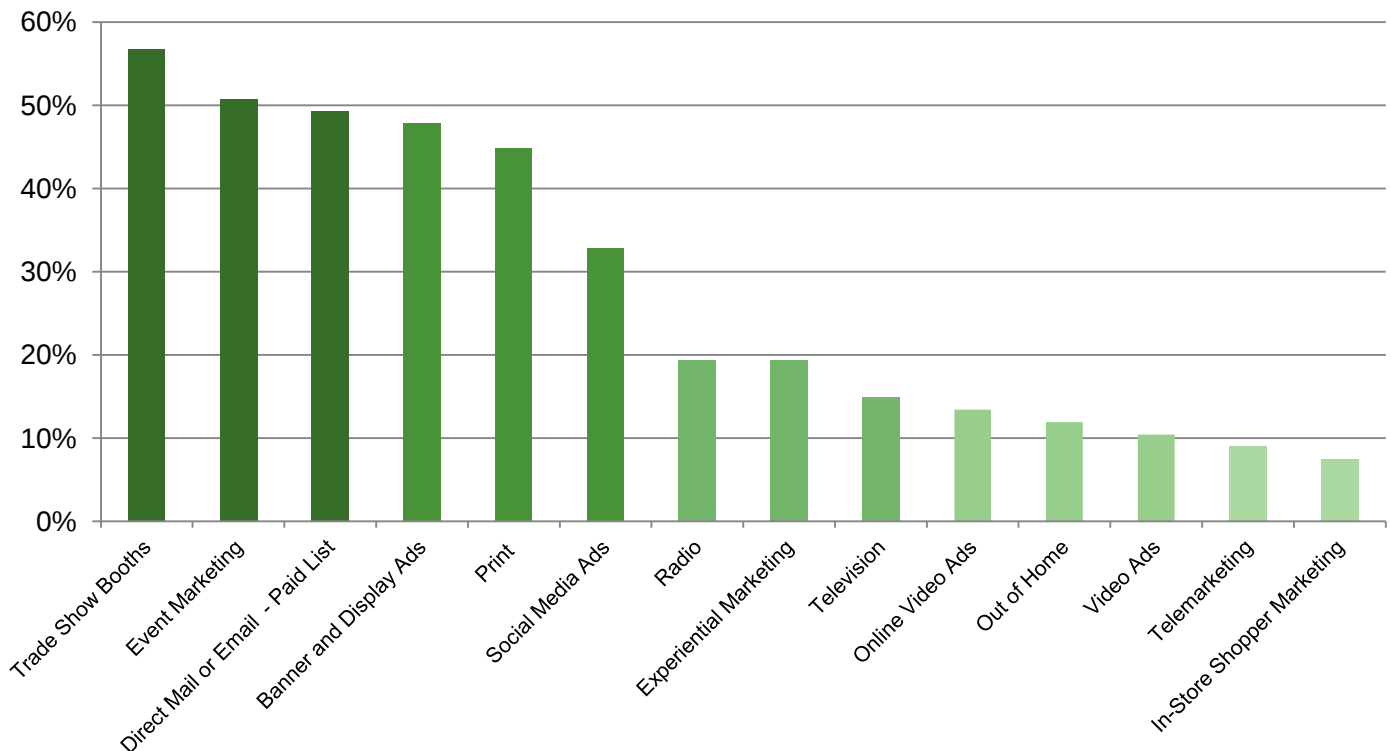
The most common marketing challenge among respondents is **reaching the right target audience**. When asked why their company adopted inbound marketing, **60%** of marketers said it was because they believe **inbound is a better way to reach their target market**. The rise in popularity of inbound marketing can therefore be attributed to the fact that it solves one of marketers' biggest problems!

Inbound marketing allows for a high degree of control over who sees your marketing messages. Content is created to appeal to a specific buyer persona, and therefore attracts consumers from within that group. Using the information available through search engines and social media platforms, marketing messages can be directed at a very narrow group of consumers. Using lead generation forms on landing pages also helps marketers qualify leads, and tailor offers to their needs.

PART 2: TACTICS & CHANNELS

WHAT'S POPULAR & WHAT WORKS

Q: Which of the following **traditional / outbound** marketing tactics does your company currently use?

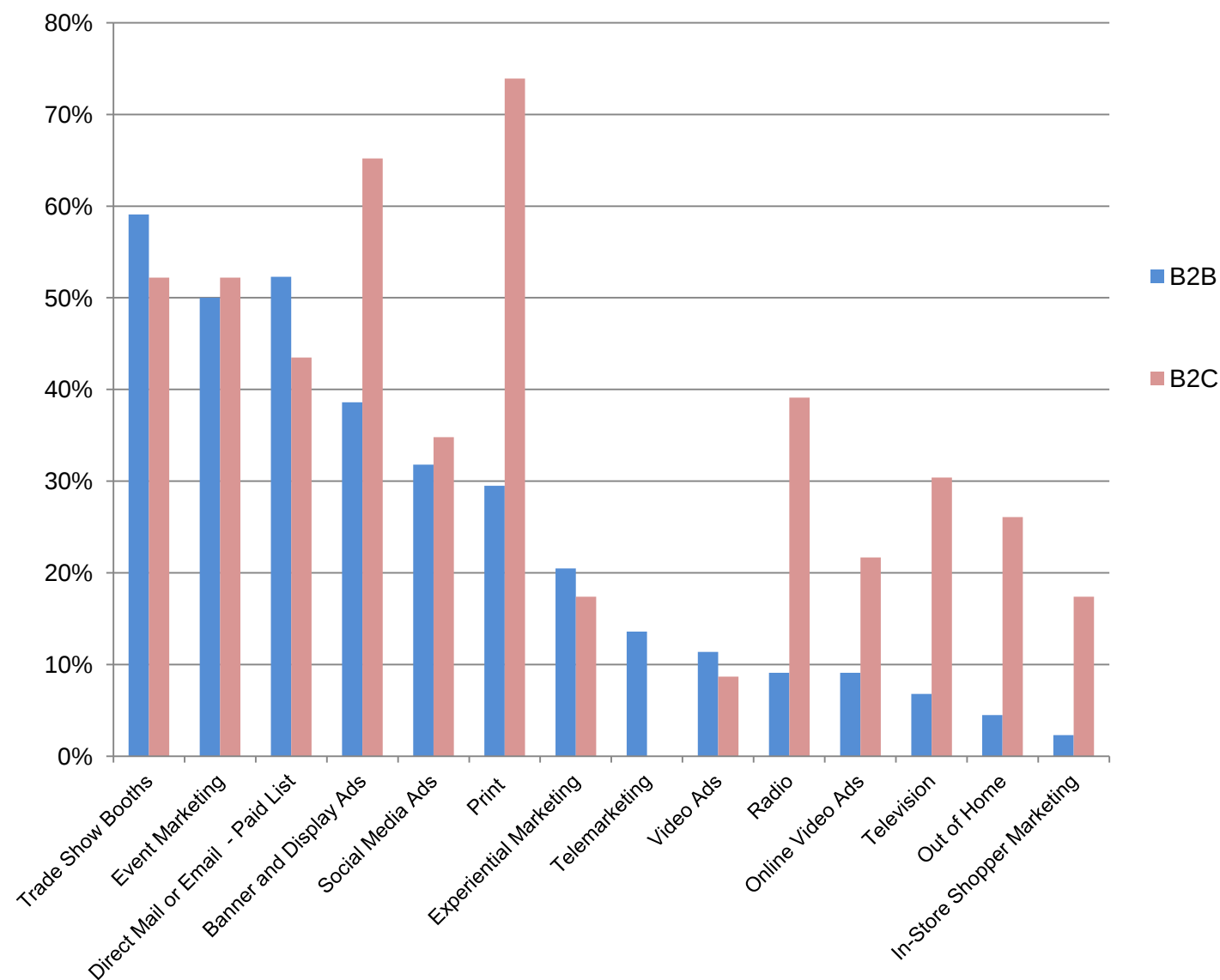


Marketers surveyed use an average of **3.8** different traditional marketing tactics each. What do the top three most commonly used tactics have in common? They all allow for **one-on-one communication** with consumers. Through trade show booths and event marketing, businesses can interact directly with consumers through salespeople or brand ambassadors. Direct mail or email campaigns using a paid list can also be personalized using the recipient's name, creating the illusion of a more intimate relationship.

Tactics that reach large audiences, but don't allow for highly refined targeting, are less popular, such as television advertisements, out of home, video ads, and telemarketing.

Q: Which of the following traditional / outbound marketing tactics does your company currently use?

Business to Business versus Business to Consumer



Trade shows booths are the most commonly used tactic among **B2B companies**, followed by direct mail or email marketing, and event marketing. This speaks to a desire among businesses to build relationships with leads by delivering personalized marketing messages.

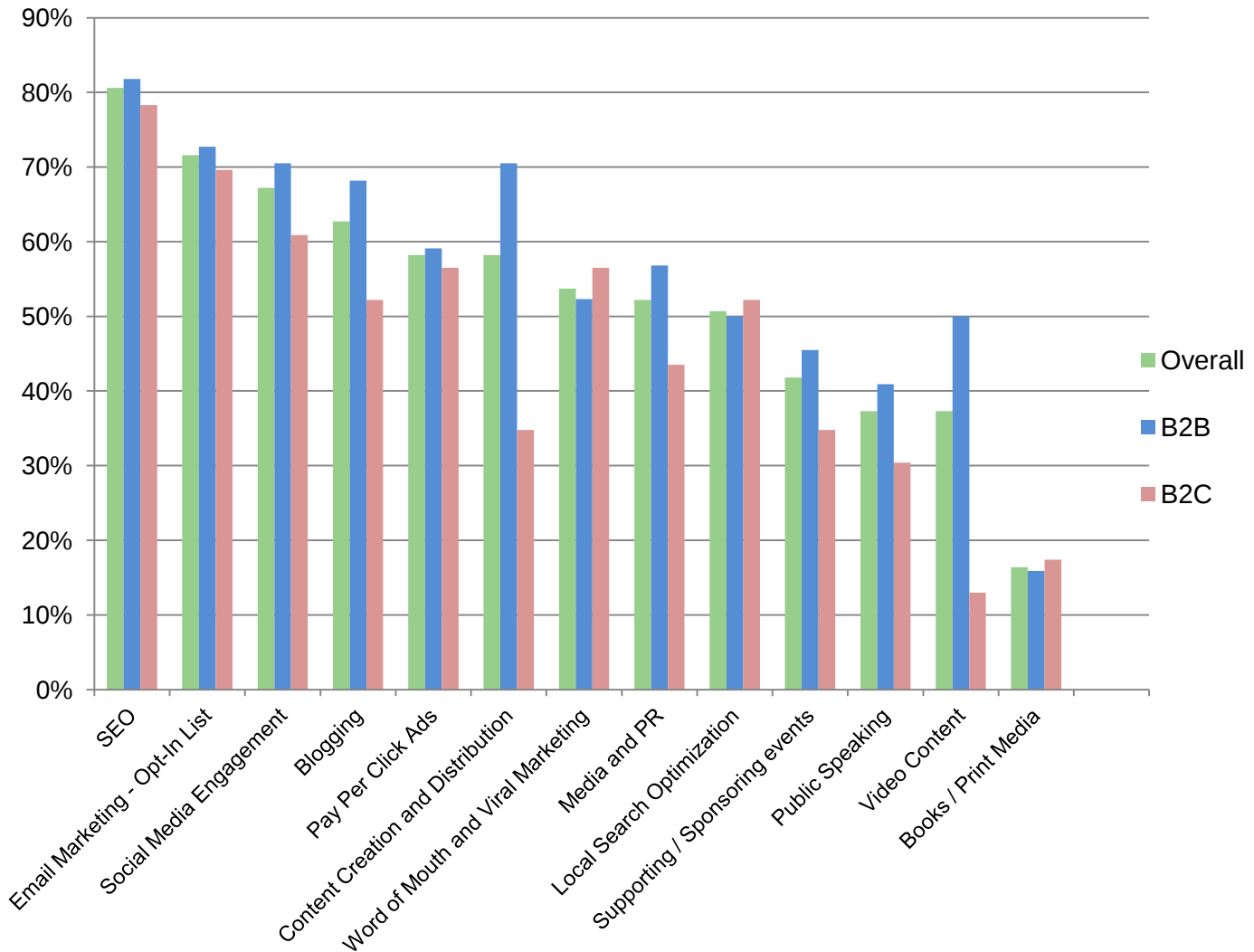
B2C companies are much heavier print as well as banner and display advertising users compared to B2B, with tradeshow and event marketing in a tie for third place.

Print advertising is a strong tool for building brand awareness as it allows brands to reach large audiences of consumers. While **73.9%** of B2C companies use print, that number drops down to just **29.5%** for B2B. This is likely due to the fact that these companies don't have a massive audience they need to reach.

A large gap between B2C and B2B usage is found for nearly every traditional marketing tactic that reaches mass audiences, including banner and display advertising, radio, television, online video ads, and out of home advertising.

Interestingly, the B2C marketers surveyed have given up entirely on telemarketing – one of the most *disruptive* marketing tactics there is. Telemarketing is still used among a small portion (**13.6%**) of B2B marketers, likely because it can be done relatively inexpensively and still produces results - **6.75%** of B2B marketers' **total customers** come from telemarketing.

Q: Which of the following **inbound** marketing tactics does your company currently use?



Despite the fact that less than half of marketers' budgets go towards inbound marketing, respondents use an average of **6.9** inbound marketing tactics each - higher than the average of **3.8** traditional marketing tactics. This speaks to the way inbound marketing allows you to target a well defined audience, ultimately resulting in less "wasted" ad dollars. This is especially true of tactics like PPC advertising.



Another possible reason behind the higher number of inbound tactics is the way these tactics *work together* and *compliment* one another. For instance, a social media marketing strategy will distribute content, such as blog posts, to a wider audience, while at the same time, content marketing done as part of an SEO strategy (i.e. with targeted keywords, proper title tags, etc.) combined with social signals will increase your overall search engine ranking.

B2B and B2C marketers largely seem to be aligned in their choice of inbound marketing tactics, with far less variance than seen with traditional marketing tactics. This suggests that inbound marketing tactics are *equally* as effective for B2B and B2C companies.

The top three most commonly used marketing tactics among all respondents are search engine optimization, email marketing using an opt-in list, and social media engagement. Not only is SEO the most used tactic, it's also one of the most effective ones. Respondents indicated that **15.6%** of their total customers come from organic search, which was the number two source of customers overall.

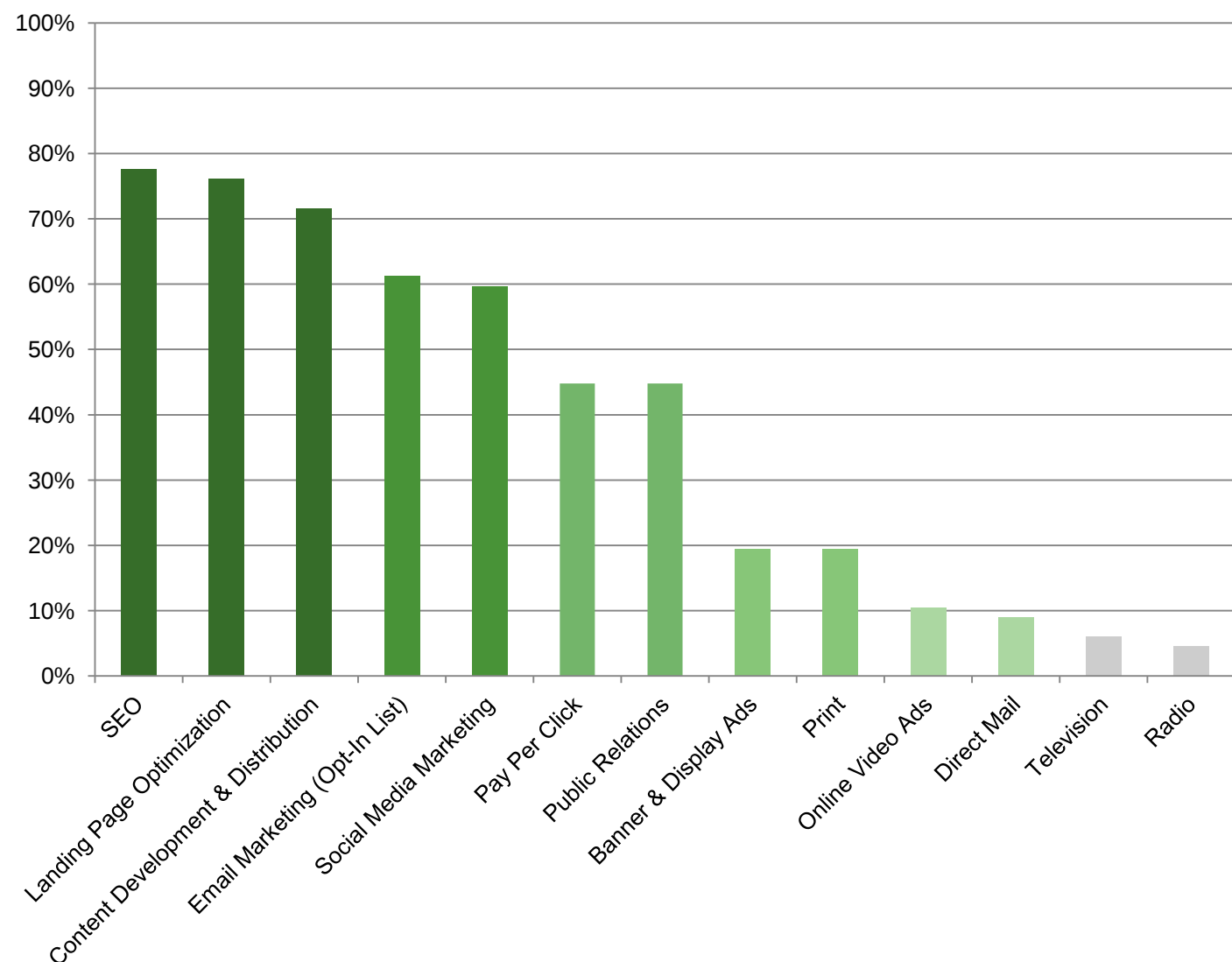
Nearly every tactic has higher usage rates among B2B marketers. This relates to the fact that a higher percentage of B2B companies reported adopting inbound marketing (**80%** of B2B compared to **69.6%** of B2C). The greatest disparity between B2B and B2C usage is found with content creation and development, as well as video content creation; B2B marketers are *twice as likely* to use content marketing, and over *three times as likely* to produce video content.

Why have B2B marketers so readily adopted content marketing? Content allows businesses to capture and qualify leads by asking consumers to exchange their personal information, such as their email address, for access to high quality pieces of content.

Q: How important are these marketing tactics to your business?

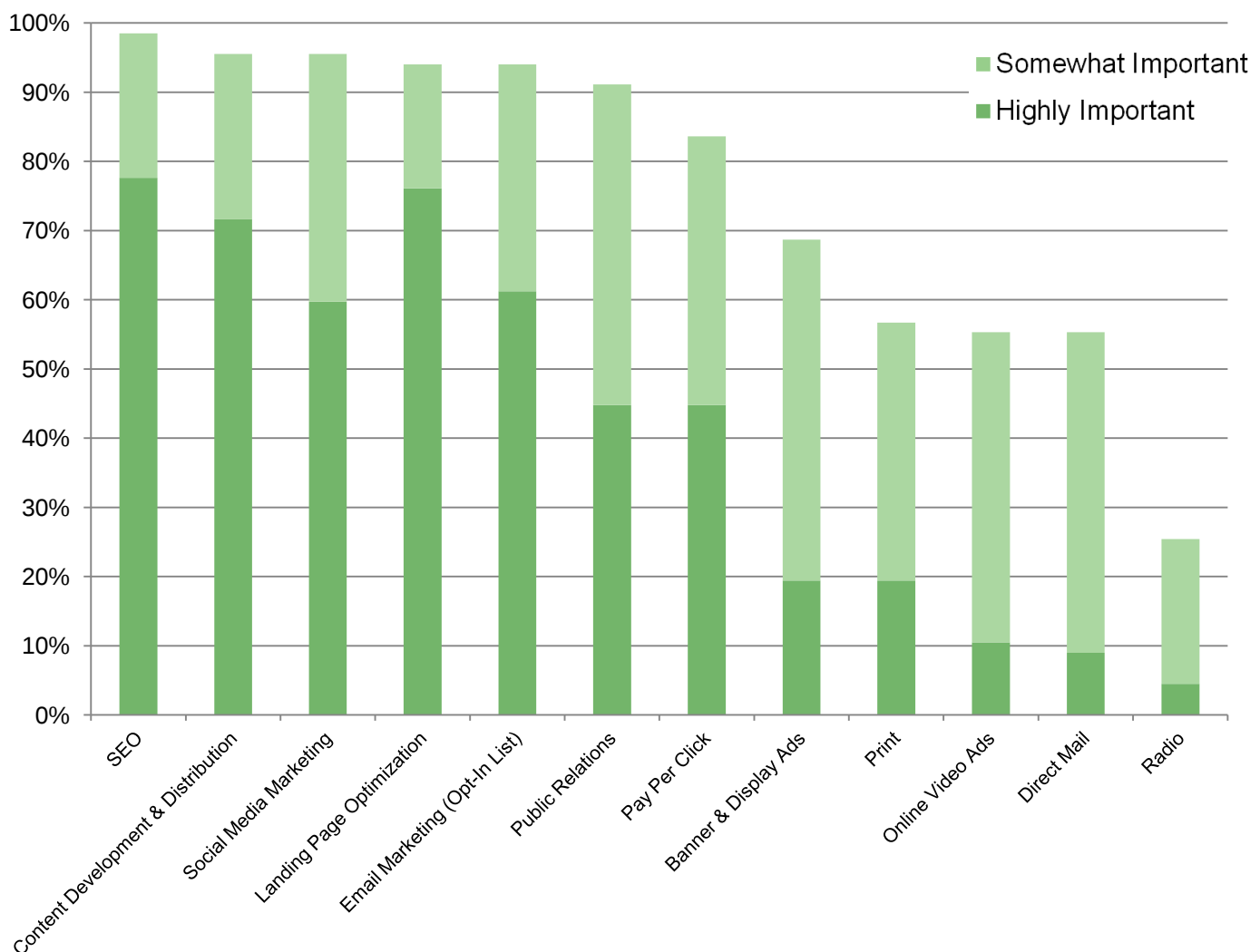
In order to better understand marketers' **perception** of various inbound and traditional marketing tactics, survey respondents were asked to rank a series of tactics as "Highly Important," "Somewhat Important," or "Not Important."

% Highly Important



Q: How important are these marketing tactics to your business?

% Highly Important & Somewhat Important



98% of all marketers surveyed believe that search engine optimization is either highly or somewhat important. This shows that nearly all marketers understand the prominent role search engines play in the buying process, and **80.6%** of these marketers have already implemented an SEO strategy. Based on perceived importance, this number is very likely to rise over the next few years.

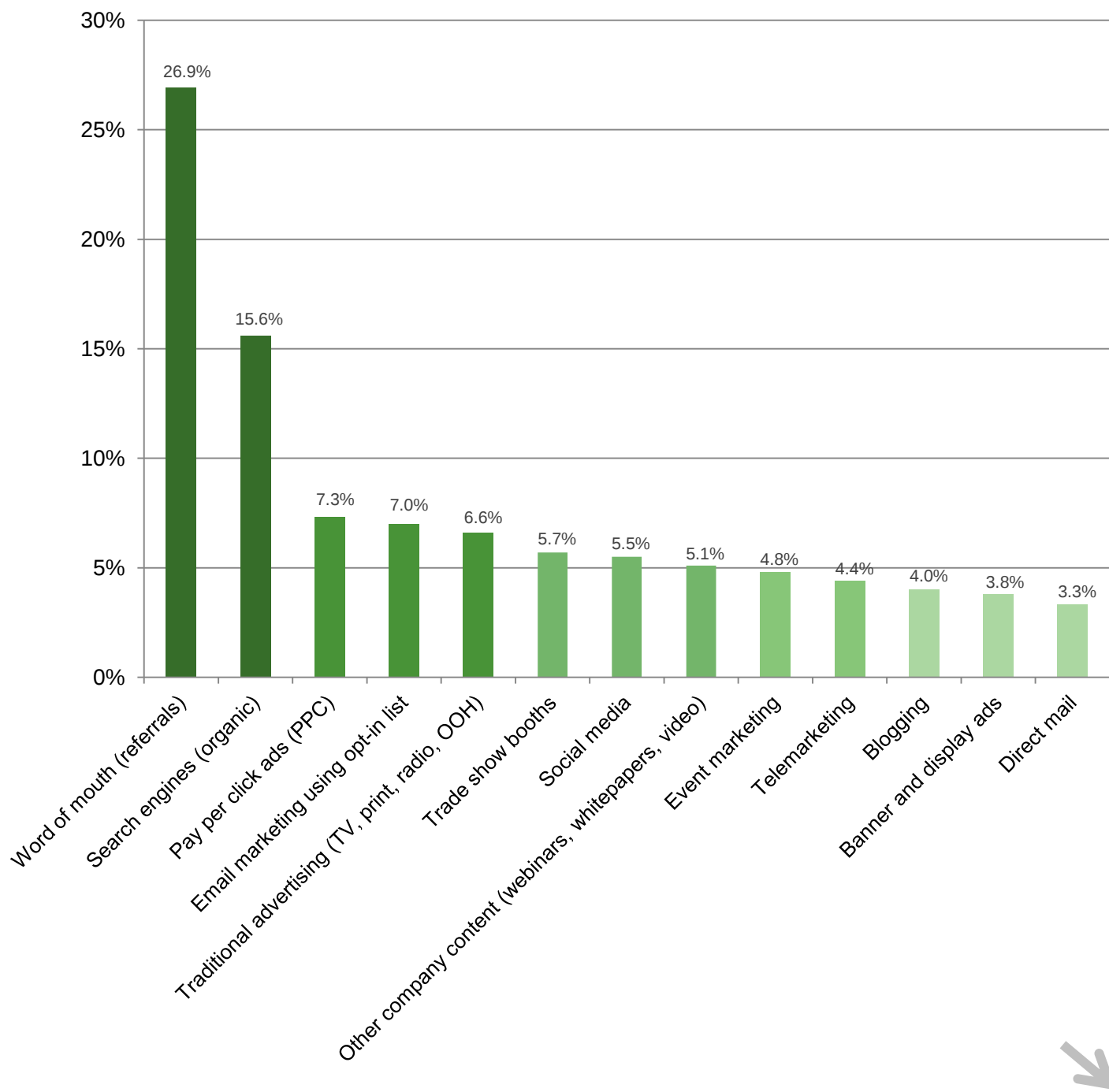


Rounding out the top five most important marketing tactics are content development and distribution, social media marketing, landing page optimization, and email marketing using an opt-in list.

The six traditional marketing tactics listed in this survey question took the bottom six spots in terms of perceived importance. This reveals that while a higher percentage of marketing resources are still being allocated to traditional tactics and channels, marketers have recognized the positive impact inbound has on their business.

High perceived importance scores for search engine marketing and email marketing using an opt-in list correspond to higher customer acquisition rates. However, importance isn't always linked to a direct impact on the bottom line. For instance, social media marketing ranks as the **third most important tactic**, while only bringing in **5.5%** of customers. Social media marketing is primarily used to build brand awareness and distribute content, with only **13.4%** of marketers using social to directly drive sales. Having a social media presence is quickly becoming standard no matter what industry a company is in and what they're hoping to gain from it.

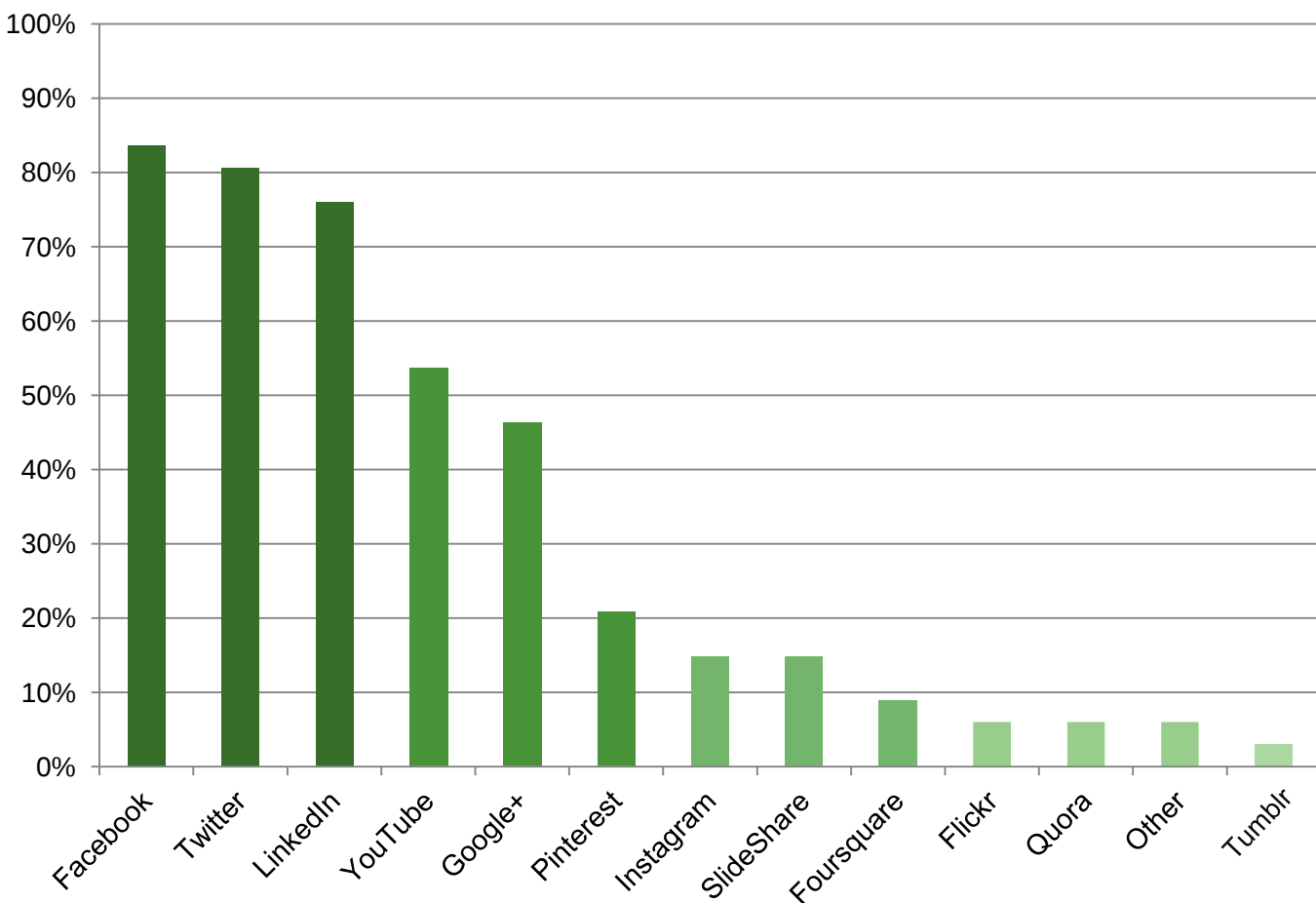
Q: What percentage of your total customers come from each of the following channels?



Word of mouth referrals are marketers' number one source for customers, with an average of **26.9%** of total customers attributed to this channel. Word of mouth can refer to customers orally endorsing a brand or a product, as well as online reviews and other forms of digital endorsements. This illustrates how consumers have become much more receptive to product or service recommendations from their peers (whether it's online or in-person), rather than trusting in marketing and advertisements.

Marketers attributed **15.6%** of customers to organic search, making it the second best channel for customer acquisition. **22.9%** of customer acquisition comes from a combination of organic and paid search. Today's consumers want to make informed purchasing decisions, and companies need to be prepared with a strong search marketing strategy to make sure these savvy consumers aren't passing them by.

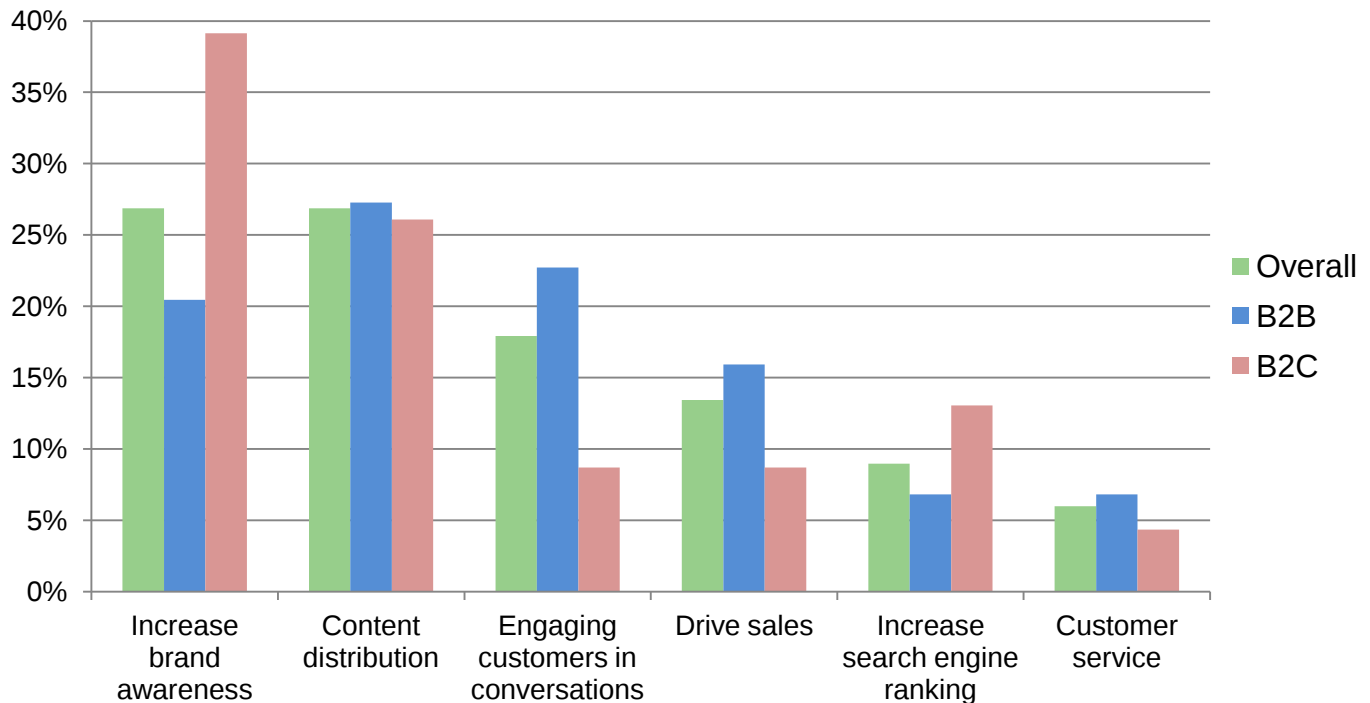
Q: Which of the following social networking sites is your company active on?



Companies are active on an average of **4.2 social networks** each. The three most popular social networks are [Facebook](#), [Twitter](#), and [LinkedIn](#) for both B2B and B2C companies. Given the professional nature of the site, it's not surprising that B2B companies are slightly more likely to have a presence on LinkedIn. A higher percentage of B2C companies use sites like Facebook, Twitter, [Pinterest](#), and Instagram to reach their target audience.

[Google+](#) still lags behind in fifth place, but with **77.6%** of marketers saying SEO is "highly important" to their business, the social site may soon experience an increase in adoption as part of companies' search engine marketing strategies.

Q: What is the primary purpose social media marketing serves for your company?



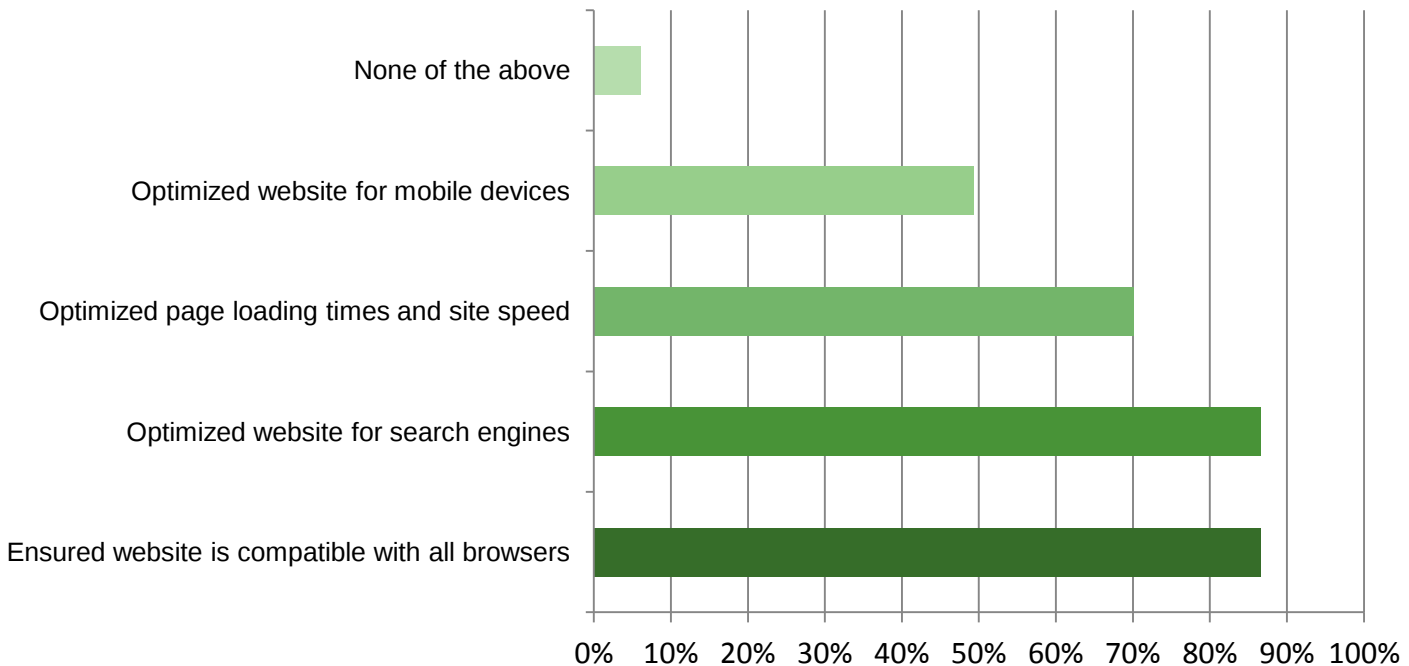
Despite the fact that B2B and B2C companies are active on many of the same social networking sites, their *purpose* behind using social media varies greatly.

The most common purpose social media serves for B2C companies is to **increase brand awareness**, while for B2B companies it's to **distribute content**. Content distribution comes in second with B2C companies, followed by increasing their search engine ranking.

On the other hand, almost a quarter of B2B companies use social media primarily to engage their customers in conversations, followed by using it primarily to increase awareness. Only **13.4%** of all respondents use social media to directly drive sales.

With awareness and content distribution as the most common social media marketing goals, marketers may find it difficult to prove a social ROI unless they're carefully tracking the **sources** of their traffic, leads, and new customers.

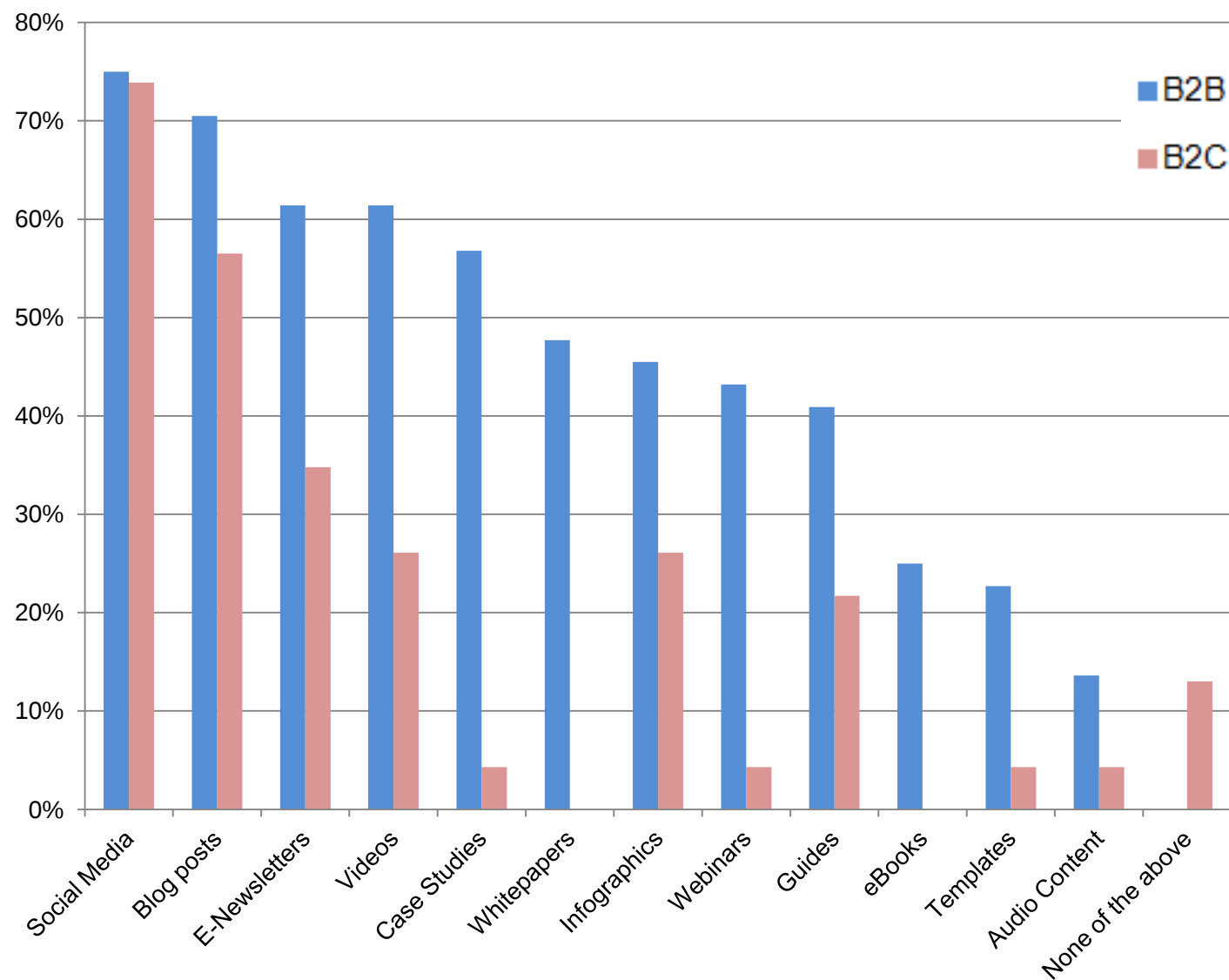
Q: Which actions did your company take to improve its website?



The majority of all companies surveyed have taken most of the basic steps to improve their website. However, despite the increase in mobile browsing among consumers, only **52.3%** of B2B companies and **43.5%** of B2C companies have optimized their website for mobile devices! A mobile optimized site creates a better overall user experience, and should become standard practice in the marketing and web design industries.

B2B companies have also taken the lead in optimizing page load times (**77.3%** versus **56.5%**) and optimizing for search engines (**93.2%** versus **73.9%**). This study has found that B2B companies have been quicker than B2C in adopting inbound marketing, and it shows in their commitment to optimizing and improving their company websites.

Q: Does your company currently produce any of the following types of content?



On average, companies create **4.6** different types of content each.

Social media (e.g. status updates, tweets, pins) is the most commonly produced type of content among both B2C and B2B marketers, which reflects the fact that **67.2%** of all respondents reported using social media as part of their inbound marketing strategy. The second most popular type of content for both groups is **blog posts**, followed by **e-newsletters**.

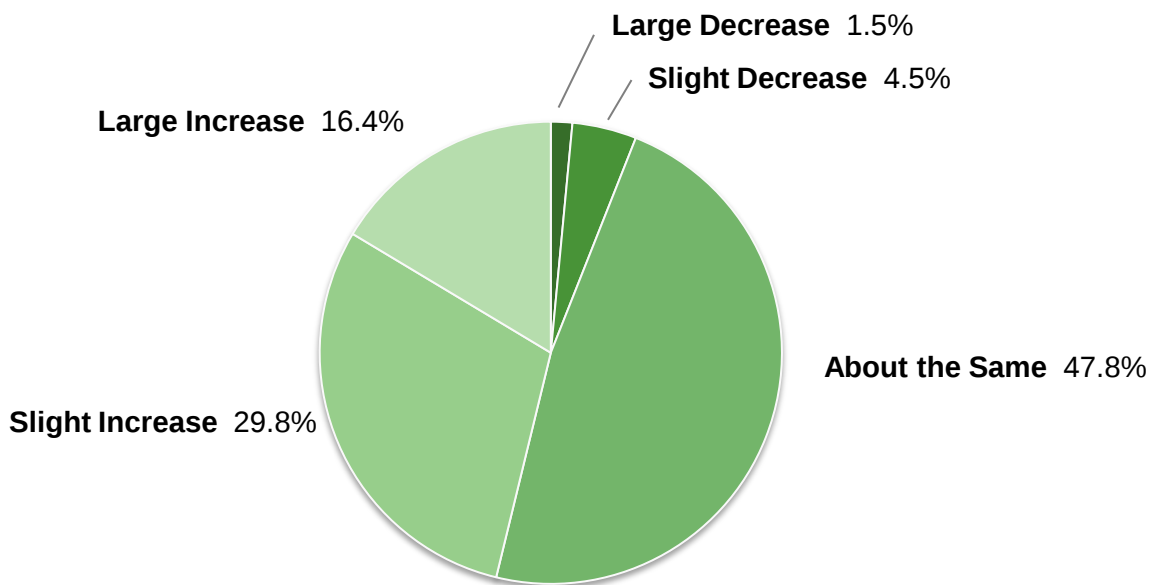
Far more B2B companies create educational content such as eBooks, whitepapers, case studies, and webinars - which are *virtually unused* by B2C marketers.

Despite the fact that only **70.5%** of marketers reported using content creation and distribution, no B2B marketers selected “none of the above” for this survey question. Similarly, **34.8%** of B2C marketers said they use content marketing, but only **13%** selected “none of the above.” This reveals that many marketers are producing content, such as email newsletters and videos, without having a defined content marketing and or content distribution strategy in place.

This ultimately **lowers the effectiveness** of the content being produced. Currently, only **9.1%** of companies’ total customers come from blogging and other branded content. Without a well defined strategy, marketers may not be creating content with their unique buyer personas in mind, conducting keyword research, or tailoring their offers to different stages of the buying cycle. Optimizing content and establishing a strong distribution system will help companies get more out of their content in the future.

PART 3: A LOOK AT INBOUND MARKETING BY THE NUMBERS

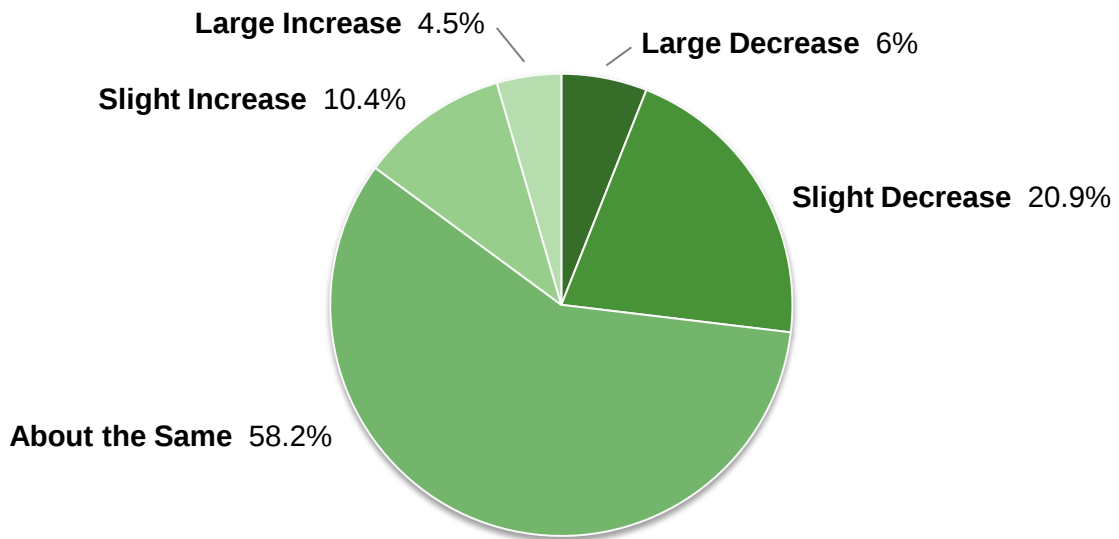
Q: How does your current *inbound* marketing budget compare to last year?



On average, marketers dedicate **48.3%** of their total marketing budgets to inbound marketing tactics.

Almost half of respondents saw **no change** to their inbound marketing budget over the past year. Nearly the same amount said their inbound marketing budget **increased** since last year. This is another strong signal that inbound marketing isn't just a temporary fad, and continues to gain importance in the marketing world.

Q: How does your current *traditional / outbound* marketing budget compare to last year?

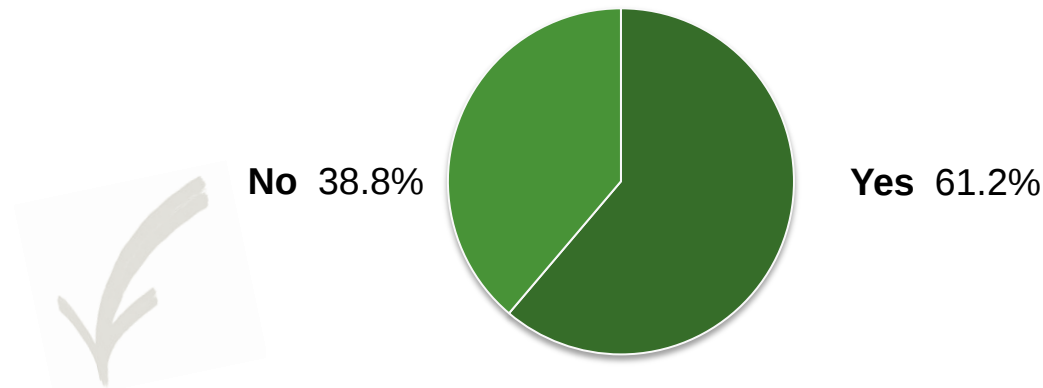


Most Canadian marketers saw little change in their traditional marketing budgets over the past year. Among marketers who did experience change, it's currently more common to have a **decreasing** traditional budget than a growing one.

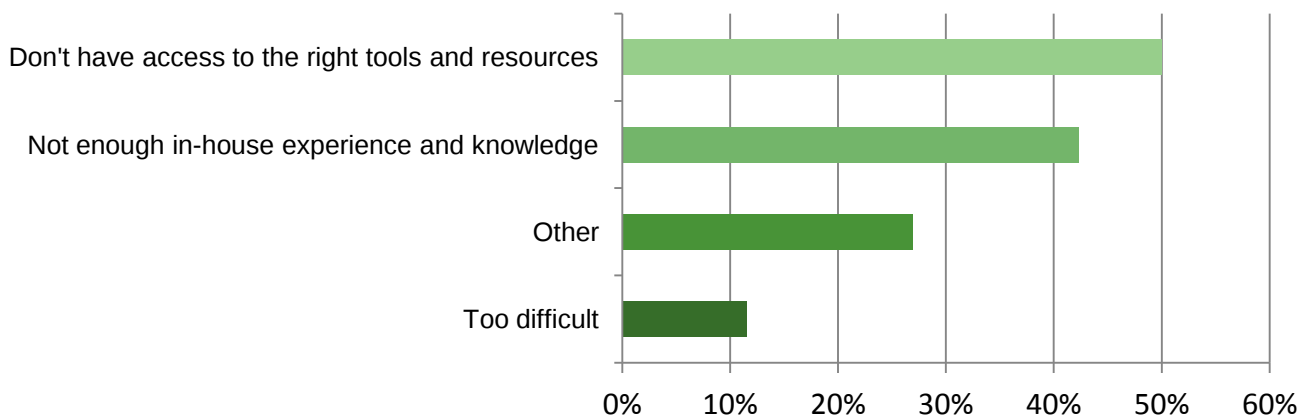
Whereas only **6%** of marketers experienced a decrease in their inbound budget, over a quarter of respondents saw their **traditional marketing budget shrink** since last year. The number of marketers with increasing traditional budgets is also much smaller compared to inbound budgets.

This shows us that the overall size of marketing budgets hasn't changed drastically year over year, but where marketers choose to allocate their funds is shifting. As marketers gain more knowledge and experience success with digital marketing tactics, these trends are likely to continue in the future.

Q: Is your company able to calculate the ROI of your inbound marketing efforts?



Q: Why isn't your company able to calculate your inbound marketing ROI?



While the majority of Canadian marketers say they are able to determine the return on investment of their inbound marketing activities, over **one third** admit they can't calculate their inbound ROI. Proving ROI is the *second most common challenge* marketing departments face, with **23.8%** of respondents selecting it as their biggest challenge.

When asked why they're unable to calculate ROI, half of respondents said that they don't have access to the right tools and resources. A lack of in-house experience and knowledge was another common factor. Respondents who chose "Other" cited issues including a lack of time and resources, not yet implementing detailed tracking methods, and the fact that their inbound efforts are still too recent to have data.

Cost Per Lead

B2B marketers were asked to estimate their **average cost per lead**. By comparing the average response of marketers who said “yes” they currently use inbound marketing, to those who said “no” they do not use inbound, we found that inbound marketing actually **lowers** your company’s cost per lead.

	Average Cost Per Lead
Uses Inbound Marketing	\$ 132
Does Not Use Inbound Marketing	\$ 313

Cost Per Customer

Similarly, all respondents were asked for their **average cost per customer**. Again, those marketers who currently use inbound marketing have a **lower** cost per customer compared to non-inbound marketers.

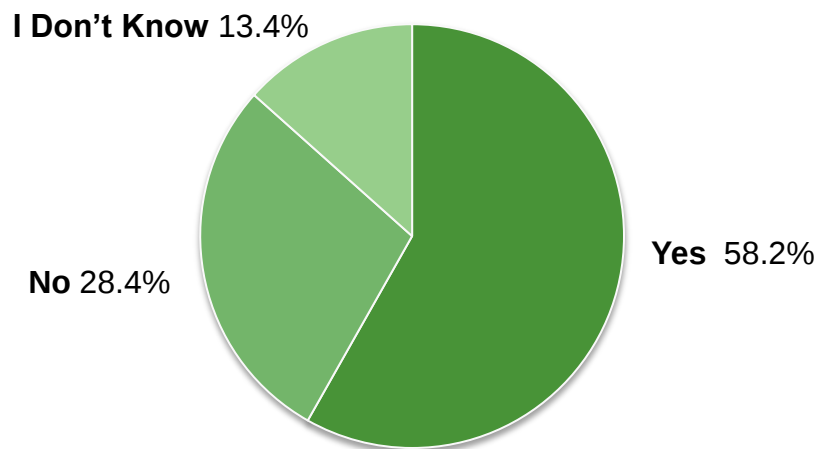
	Average Cost Per Customer
Uses Inbound Marketing	\$ 544
Does Not Use Inbound Marketing	\$ 2,880

Inbound marketing allows you to effectively target a very specific audience, and focuses all of your marketing activities around your **buyer personas**. This means your marketing dollars are working harder and going farther by connecting your brand with the market you want to reach. This ultimately results in less of your budget being spent on reaching out to the “wrong” consumers.

PART 4: MEASURING INBOUND MARKETING

Q: Does your company practice closed-loop marketing?

(i.e. Do you use customer actions and feedback to refine future marketing activities?)

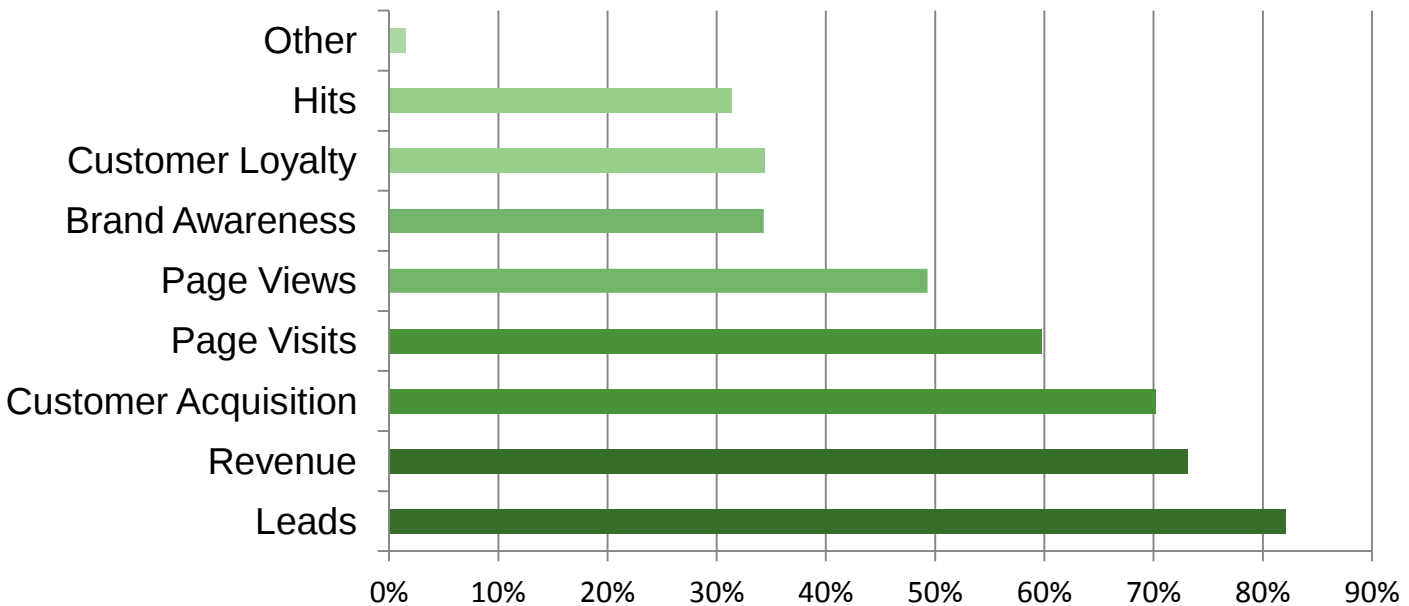


Closed-loop marketing involves tracking lead sources as well as what happens to each lead (i.e. do they convert?) in order to determine which marketing initiatives are most successful. This allows marketers to make data-based decisions that improve the effectiveness of their overall marketing strategy.

28.4% of respondents said that their company does not currently practice closed-loop marketing. If you don't know where your leads are coming from or how well each channel is converting it becomes very difficult to accurately calculate a return on marketing investment.

That's why **79.5%** of marketers who use closed-loop marketing are able to calculate the ROI of their inbound marketing efforts, while only **42.1%** of marketers who **don't** use closed-loop marketing can calculate an ROI.

Q: Which of the following Key Performance Indicators do you track to determine the success of your marketing efforts?

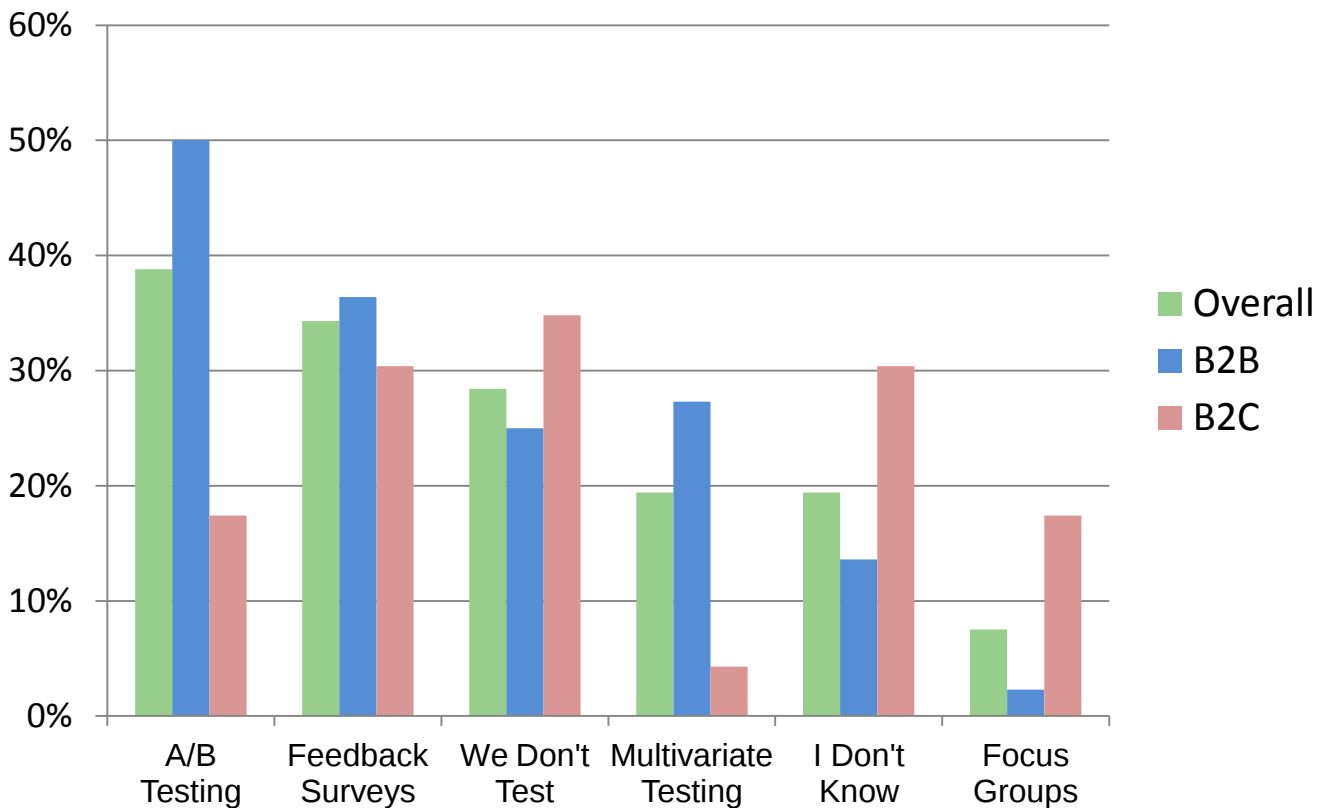


Marketers use a variety of KPIs to measure the success of their marketing campaigns. Although more abstract metrics like Customer Loyalty and Brand Awareness are still used by a third of marketers, the majority of respondents use KPIs that can show a direct impact on the bottom line.

Whether you're a brand manager or work in a marketing agency, you need to be able to effectively track all of your marketing efforts to determine their direct effect on the business (i.e. new leads, customers, and revenue). Focusing on increasing page views or awareness is only valuable if you can show how it ignites new business growth.

We included “**Hits**” among the survey response options to test out respondents’ digital marketing knowledge. Hits was a measurement used in the early days of the internet, referring to each file sent to a browser by the web server. One webpage with 5 graphics results in 6 hits per visitor (5 for the graphic, plus 1 for the html file). Page visits, unique visitors, and page views are much more valuable measurements used today. Nevertheless, **31.3%** of marketers still claim to use hits as a KPI! The digital marketing industry is always evolving, and relying on outdated measurements or methods may be holding your brand back from reaching its full potential.

Q: What type of testing does your company use for your online marketing efforts?

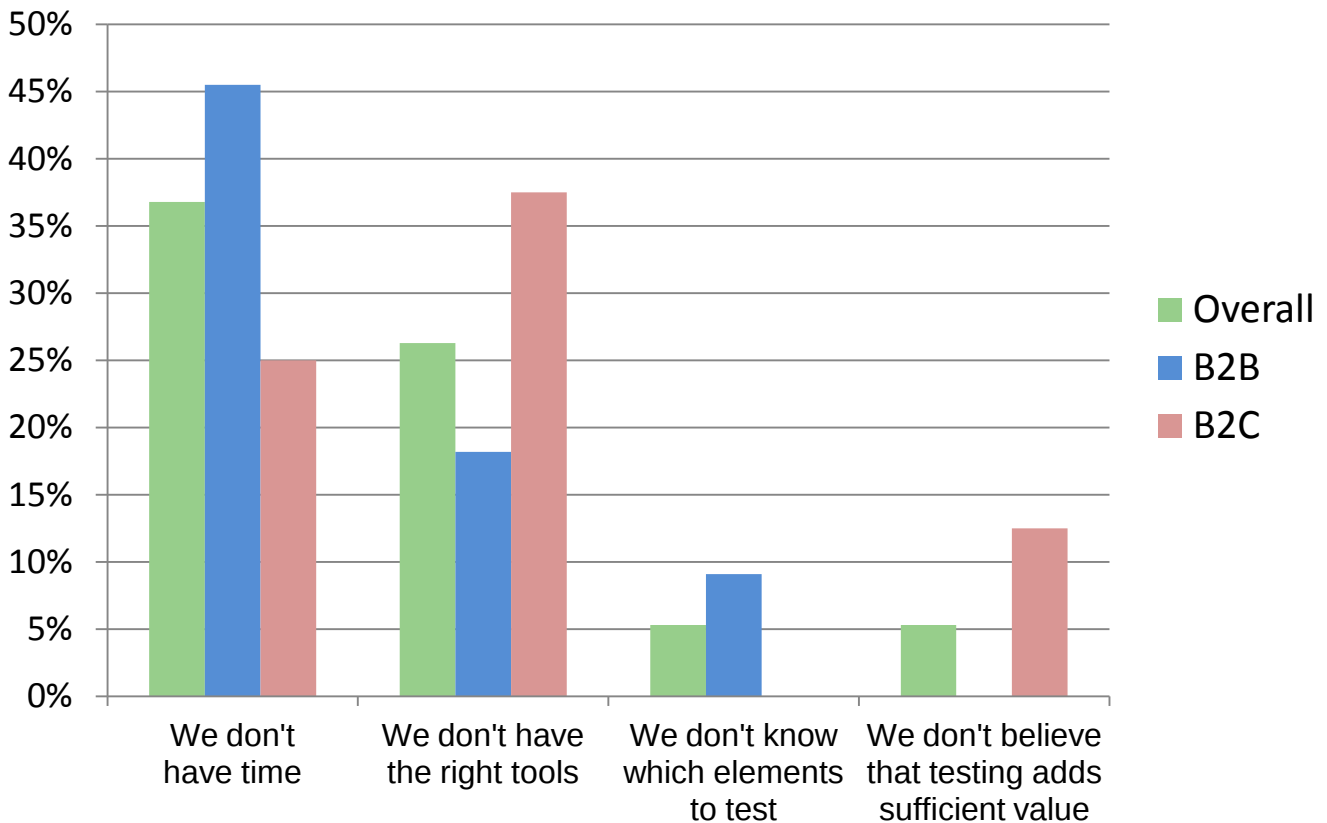


Feedback surveys and focus groups are the two most commonly used testing methods among B2C respondents, with more B2C companies using focus groups than B2B.

However, B2B marketers are *much* more likely to conduct multivariate or A/B tests compared to B2C marketers. Among all respondents, A/B testing was the most popular choice, most likely due to the variety of programs that make it easy for even novice marketers to run effective A/B tests.

Most surprising is the fact that **28.4%** of marketers claim their company **does not test** their online marketing initiatives, while **19.4%** don't know what type of testing their company conducts.

Q: Why doesn't your marketing team test?

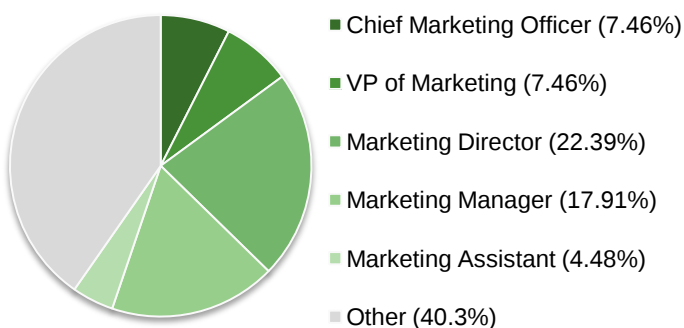


Respondents who stated that they do not use any testing for their online marketing efforts were asked *why* they don't test. The majority of marketers indicated that their team doesn't have enough **time** to do any testing. Not having access to the right **tools** was another commonly given reason. This reveals that while marketers may believe in the *value* of testing, they have yet to make it a top priority.

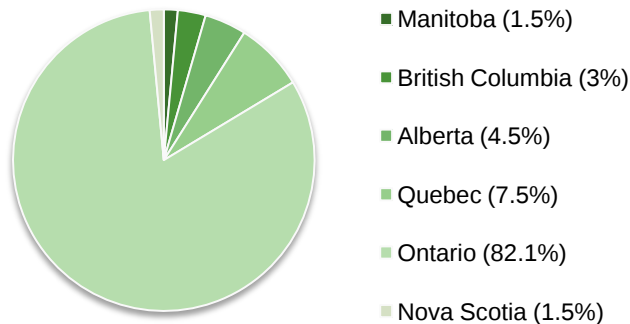
There's no getting around the fact that analytics tools require a significant investment – whether it's the cost of the program or the time required to properly understand how to use it. But testing not only helps improve the success of your campaigns, but proper tracking and measurement also helps you calculate ROI. Only **36.8%** of marketers who don't test are able to calculate the ROI of their inbound marketing efforts, much lower than the average amongst all respondents, which is **61.2%**.

Respondent Profile

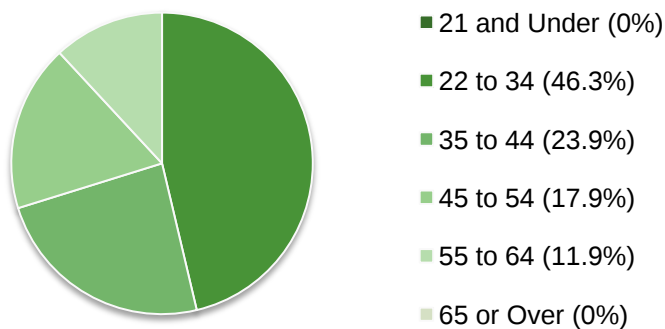
Job Title



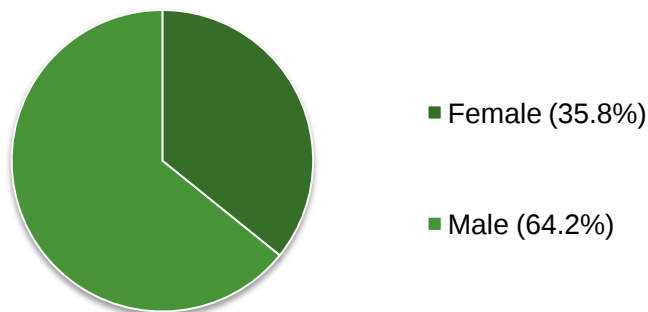
Province



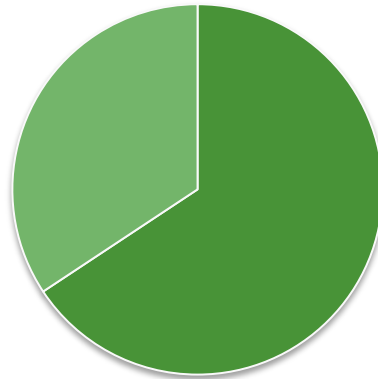
Age



Gender



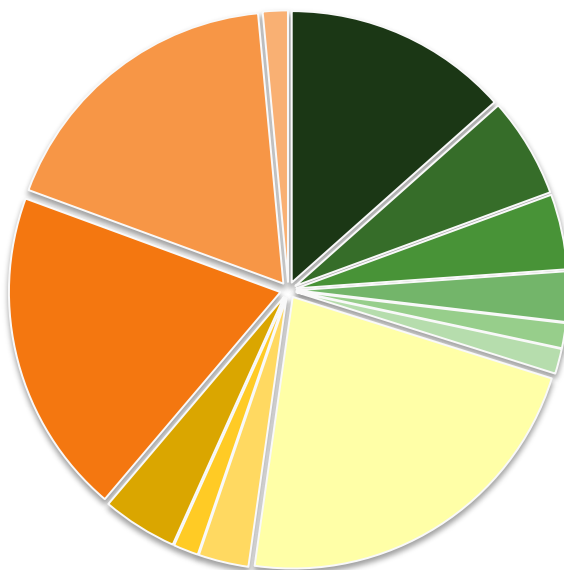
Market



■ Business to Business (65.7%)

■ Business to Consumer (34.3%)

Industry



■ Business Services (13.4%)

■ Construction and Real Estate (6%)

■ Education (4.5%)

■ Financial Services (3%)

■ Legal Services (1.5%)

■ Machinery or Equipment (1.5%)

■ Marketing or PR Agency (22.4%)

■ Mining (3%)

■ Recreation or Entertainment (1.5%)

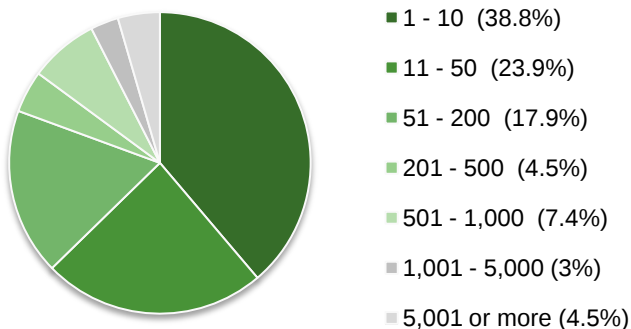
■ Retail (including CPGs) (4.5%)

■ Software (19.4%)

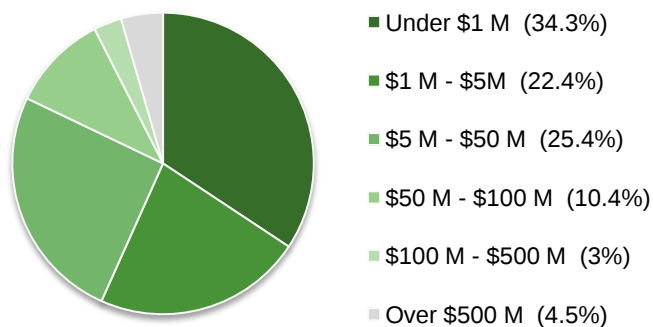
■ Travel and Hospitality (17.9%)

■ Wireless Communications (1.5%)

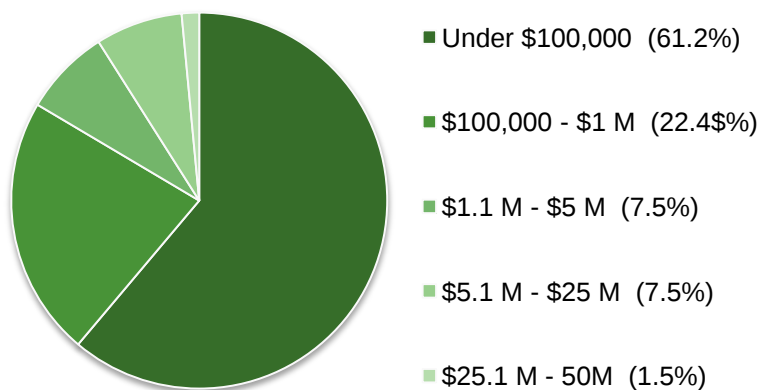
Company Size (Canadian Employees)



Company Size (2012 Gross Revenue)



Marketing Budget



About This Study

Survey Methodology

Powered by Search invited Canadian marketing and business professionals across a variety of industries to take part in the Inbound Marketing in Canada Study. Respondents' roles range from marketing assistants and managers to company founders. The most common industries respondents work in are retail, software, business services, and marketing or public relations agencies.

Survey invitations were sent out via an email campaign using both opt-in and paid email lists. The survey was administered online, with responses collected over the period of July 18 to July 31, 2013. The 67 surveys that had been completed in their entirety were used in the creation of this report.

As an incentive for participating in the study, all respondents who completed the survey were entered into a draw to win one of five tickets to InboundCon 2013 (a \$95 value).

Powered by Search plans to make the Inbound Marketing in Canada Study into an **annual report** to better understand changes in the marketing landscape year over year.

For questions or further information regarding the study, please contact Alex Rascanu at alex@poweredbysearch.com.

Thank You

We would like to wish a very warm **thank you** to everyone who made it possible to conduct Canada's first comprehensive inbound marketing survey!

We also wanted to say a special thank you to survey participants who shared their insights with us, and without whom this study would not have been possible.

The following individuals contributed to the Inbound Marketing in Canada Study by completing the survey, and agreed to have their names featured in this report (a *significant number of participants preferred to remain anonymous*):

- Dustin Fuhs (LiveToronto)
- Katie Hudson (Demac Media)
- Greg Poirier (TitanFile)
- Sandra Nazeer (SNC-Lavalin)
- Gautam Nath (dotH Research)
- Linda Bennett (Feast Your Eyes Catering and Events)
- Shawn Ali (CDW Canada)
- Lorne Fade (Academic Ads)
- Akshaya Nandakumar (Travelocity)
- Maxime Gendreau (Garaga)
- David Silva (Blue Link Associates)
- Adnan Yousuf (Astral Labs Inc.)
- Harry Battu (Primus Business Services)
- Adam Davis (LaCure Villas)
- Sam Brennand (Venture Accelerator Partners)
- James Burns (MJM Media)
- Vlad Rascanu (Expedia)
- Rob Metras (TheSilentSeller)
- Oli Gardner (Unbounce),
- Caroline Le Brun (CBCI Telecom)
- Toan Dinh (DisclosureNet Inc.)
- Luke Hancock (H&H Social Design)
- Quinton CrowShoe (Head Smashed in Buffalo Jump, Alberta)
- Patricia Brusha (A Couple of Chicks)
- Steve Deckert (Sweet Tooth)
- Jerry Popwicz (KUVU Integrated Marketing Communications),
- Andrew Doumont (Royal LePage Kingsbury / OnePercentGuys)
- John Sereda (Boulevard Exteriors)
- Joe Corace (Farrow)
- Kathy Atkinson-Thomas (TAG)
- Stephen Whyte (Page Marketing)
- Anurag Pareek (Mozomo Media Inc.)

Connect With Us!

Dev Basu

Founder & CEO

(416) 840-9044 ext. 301

(+1) (866) 611-5535 ext. 301

dev@poweredbysearch.com

Powered by Search

505 Consumers Road, Suite 507

Toronto, Ontario M2J 4V6

Canada

Email: hello@poweredbysearch.com

LinkedIn: [linkedin.com/company/powered-by-search](https://www.linkedin.com/company/powered-by-search)

Facebook: [facebook.com/poweredbysearch](https://www.facebook.com/poweredbysearch)

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