

# Week4

Literature, Russian Literature



Explosion of social technologies affiliation Explosion of social technologies  
Social networking sites have experienced explosive progress in the course of the past years. Their development have flourished in attracting not only users but also advertisers and investors. Due to these explosive developments on the social sites, the advertisers are using this as a way of helping companies to attract a large consumer base. An example of an advertiser is HubSpot. HubSpot is an inbound sales and marketing platform that aids companies to draw visitors, transform leads, and close consumers. Numerous companies are using this platform so as to increase their consumer base thus expanding their businesses. For instance, TechShepherd is using the platform for Ecosystem engineering with the aim of successfully growing its enterprise customer base. Through this HubSpot has assisted TechShepherd to develop from a one-man consulting corporation to a total of 10 employees and above 1million in proceeds.

In addition, Lucid Meetings which is an exceptional performer in the web conferencing field has used numerous methods to support its promotion efforts. However, the methods were not integrated making it hard to assess the usefulness of the company's marketing goals. Therefore, it embraced the marketing software HubSpot so as to achieve real-time insights into marketing performance and produce more appropriate content to increase trials, engagement, and funded subscriptions. Finally, the United Kingdom Coffee Company despite its efforts to use traditional techniques to develop their fledgling business, the company has embraced HubSpot as a way of trying inbound marketing. Through this, the company has managed to grow its business in the past four years despite a tough recessionary environment.

It now hires more than 12 employees and counts Diesel, Abbey Road Studios, and Mulberry among its consumers (HubSpot, 2015).

#### References

HubSpot. (2015, June 14). HubSpot, Inc. Retrieved from HubSpot Website:  
<http://www.hubspot.com/>