

Digital Marketing Firm, Find And Convert, Named On HubSpot's 'Blogs You Ought To Be Reading' List

/EINPresswire.com/ HubSpot, the leader in marketing automation software, named [Find and Convert's](#) 'Optimize This' blog to the '39 Fantastic [Inbound Marketing](#) Blogs You Ought to Be Reading' list on their popular 'Inbound Marketing Blog.'



PALM HARBOR, FL – Leading digital marketing agency Find and Convert is once again recognized for thought leadership in inbound marketing by ranking as one of the top blogs on the subject in HubSpot's latest list of 39 Fantastic Inbound Marketing Blogs You Ought to Be Reading.

Corey Eridon, HubSpot's Inbound Marketing Manager wrote about 'Optimize This,' Find and Convert's blog: "If you're looking for a blog with comprehensive coverage of digital and inbound marketing topics, look no further -- the content quality here is top notch!"

"We are honored to be listed along with the likes of internationally acclaimed digital marketing experts such as Seth Godin and David Meerman Scott. Through our blog, 'Optimize This,' we are constantly striving to provide relevant insights to expand the knowledge base of [social business](#) and digital marketing to our readers so they can learn how to optimize their digital marketing results," said Bernie Borges, Founder and CEO of Find and Convert.

Borges, a nationally recognized digital marketing professional, will be one of the featured speakers at 2013 Content Marketing World, the largest gathering of content marketing professionals in the world. The conference will be held September 9-12 in Cleveland, OH. Last year, more than 1,000 PR and marketing professionals from 23 countries attended the conference including professionals from large companies such as Google and IBM and small companies interested in expanding their content marketing efforts.

"It's an honor to be selected as a Content Marketing World speaker for the third consecutive year. My session, '5 Criteria to Be a Social Business,' will open CMW participants' eyes to the difference between using social media for marketing purposes and being a social business to deliver value to customers, prospective customers and employees," said Borges.

Participants of Borges' session at the conference will gain valuable insight into the importance of both external social engagement and internal social engagement that inspires employees to participate in innovative thinking, customer service, brand evangelism and sales improvement.

As an in-demand digital marketing speaker, Borges has also served as a faculty member of the American Marketing Association where he has delivered live training events on social marketing topics and employee personal branding. Borges is also the author of Marketing 2.0, a popular book on social marketing strategy.

To see the entire HubSpot list of 39 Fantastic Inbound Marketing Blogs You Ought to Be Reading go to <http://blog.hubspot.com/blog/tabid/6307/bid/34133/39-Fantastic-Inbound-Marketing-Blogs-You-Ought-to-Be-Reading.aspx> - ixzz2KKTRTtVp. For more information on Content Marketing World, visit <http://contentmarketingworld.com/>.

About Find and Convert:

Find and Convert, a Florida-based agency founded in 2002, focuses on one primary transformational digital marketing strategy: getting its U.S. and Canadian clients found online and converting contacts into sales leads. A boutique digital marketing agency, Find and Convert is committed to excel in all aspects of client deliverables through expertise, knowledge, integrity and a collaborative approach in everything they do.

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