



## **Marlene Gasdia-Cochrane Receives Certification in Inbound Marketing** Certification Awarded by Inbound Marketing University Training Program

[Tewksbury, MA – March 30, 2010] – Inbound Marketing University awards the Inbound Marketing Certification to Marlene Gasdia-Cochrane as part of its comprehensive Internet marketing training program (<http://inboundmarketing.com>).

This certification acknowledges Gasdia-Cochrane’s proficiency in inbound marketing principles and best practices. These principles include: blogging, search engine optimization, social media, lead conversion, lead nurturing and closed-loop analysis.

“Although I have extensive experience in both traditional and online marketing communications, taking these classes and passing the exam were a way to demonstrate my training in all the latest means of promotion and communications,” she said. “I have found IMU to be a great venue to keep informed and knowledgeable in order to be a successful marketing professional.”

Gasdia-Cochrane joins an elite group of Inbound Marketing Certified Professionals. In total, 1,300 individuals have successfully passed the IMU program.

To complete the Inbound Marketing Certification, Gasdia-Cochrane completed 16 in-depth classes covering each facet of inbound marketing and passed a comprehensive certification exam. (View the full list of classes: <http://inboundmarketing.com/university/classes>)

The courses are taught by a knowledgeable faculty of professors, including New York Times’ best-selling author Chris Brogan, Google’s Analytics Evangelist Avinash Kaushik, Internet celebrity Gary Vaynerchuk, best-selling author and international speaker David Meerman Scott, and more. (View all professors: <http://www.inboundmarketing.com/university/professors>)

This certification is administered by HubSpot.

### **About InboundMarketing.com**

InboundMarketing.com is an online community and certification program for marketers. The site’s content teaches a new style of marketing that emphasizes business uses of social media, content creation and search engine optimization for marketing. InboundMarketing.com is hosted and moderated by HubSpot, Inc. Register for InboundMarketing.com at <http://inboundmarketing.com/user/register>.

### **About HubSpot**

HubSpot, Inc. provides Internet marketing software that helps businesses get found online, generate more inbound leads and convert a higher percentage of those leads into paying customers. HubSpot’s software platform includes tools that allow professional marketers and business owners to manage search engine optimization, blogging and social media, as well as landing pages, lead intelligence and marketing analytics. Based in Cambridge, MA, HubSpot can be found at <http://www.hubspot.com>.

###