



DAN MOYLE

The Inbound Evangelist

Key Focus: How to use inbound marketing to grow your business – with real results

Dan Moyle prefers and promotes helpful, engaging marketing over interruptive advertising. Coming to marketing from the TV news business, Dan brings a wealth of knowledge from writing to video production to multimedia content creation. He says, “I’d rather help someone reach 50 ideal customers rather than 5,000 passive viewers.”

As the Inbound Evangelist, Dan helps spread the word about helpful, integrated marketing to help businesses grow. Content marketing, social media marketing, email marketing, search engine results, video marketing and podcast interview marketing all fall into Dan’s inbound strategy.

Also a believer in servant leadership, Dan has worked behind the scenes at work with organizations like Honor Flight, Habitat for Humanity, Waterfront Film Festival, and Cat Nap Lodge (a kitten rescue), serving and lifting others up with respect and a strong work ethic.

INTERVIEW TOPICS

- How I added an entire month of revenue (\$75 Million) to our mortgage bank’s bottom line
- 4 ways targeted web traffic through inbound marketing can change your business
- How helpful marketing beats “sexy” advertising
- Social media marketing for the real person
- Video marketing isn’t voodoo
- Podcast interview marketing: the new holy grail of marketing
- Storytelling in a noisy world

Final thought: Dan is most proud of creating engaging marketing in a boring industry. Ask him how mortgages can be interesting.

HOW I TURNED JOURNALISM INTO AN
INBOUND MARKETING CAREER



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In this instructive book, Dan gently tells us why inbound marketing is replacing not only billboards and radio ads, but also product-promoting tweets, blogs and emails. If you want to lead the way in profitable marketing, read this book.

Dan Miller, *48 Days to the Work You Love*

CONNECT WITH DAN

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