



## [Consilium Global Business Advisors Inbound Marketing Certified By HubSpot At Inbound 2012 Conference](#)

*Consilium Global Business Advisors achieves HubSpot certification as a qualified inbound marketing provider*

*Online PR News* â€“ 17-September-2012 â€“ Boston based global business development consultancy Consilium Global Business Advisors announced that it has been certified by HubSpot in advanced full funnel certification. Consiliums approach weaves the best of breed HubSpot3 marketing automation software platform with international inbound marketing methodologies into the business development programs it creates for B2B companies.

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Principal Dave Kaupp commented, "This is a great add for our clients. I've implemented HubSpot software several times with different companies during the last several years and have seen what a great tool it is and we use it ourselves with remarkable results. The HubSpot 3 version released in August at INBOUND 2012 is the best yet."

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**This is an important piece in a model that works. As a business owner Ive both bought and sold lots of B2B solutions during my career, but have honestly never seen such a seriously awesome set of tools to power SMB and enterprise growth as we have created at Consilium. Regardless of a clients traditional positioning we have an effective business development solution to fit most reasonable budgets and risk tolerance profiles. This really is serious business development for SMBs in todays markets - driven by a rare combination of marketing and global business development veterans.**

Growth is an imperative for small and medium sized businesses, but increasingly elusive in competitive, global and uncertain markets. Consiliums approach, BizDev for Todays Markets, provides the platform upon which companies that are eager to acquire new customers can do so. Combining industrial inbound marketing strategies with global market access and development programs, provides B2B clients remarkable success in the two areas where SMBs can reasonably find growth today.

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Consilium Principal Ed Marsh adds, "This is an important piece in a model that works. As a business owner Ive both bought and sold lots of B2B solutions during my career, but have honestly never seen such a seriously awesome set of tools to power SMB and enterprise growth as we have created at Consilium. Regardless of a clients traditional positioning we have an effective business development solution to fit most reasonable budgets and risk tolerance profiles. This really is serious business development for SMBs in todays markets - driven by a rare combination of marketing and global business development veterans."

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HubSpot is an all-in-one inbound marketing software platform for businesses of all sizes. It allows integration of blogging, search engine optimization, social media monitoring, lead nurturing, content management, content personalization, and analytics reporting. With more than 7,500 customers in 46 countries, HubSpot was named the 2nd fastest growing software company in the world by Inc. Magazine this year. It recently received a \$32 million investment from Google Ventures, Salesforce.com and Sequoia Capital, and rolled out

its latest release, HubSpot3, at INBOUND 2012 in Boston in August.

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HubSpot customers see a growth in monthly unique visitors to their websites by up to 60 percent, an average increase in leads of 25 percent and an increase in sales of 50 percent or more because of their inbound marketing efforts.

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## Image Gallery



## Media Information

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