



### **Skyi Receives Certification in Inbound Marketing**

Certification Awarded by HubSpot's Inbound Marketing University Training Program

[New York City – 12 . 01 . 2010] – Inbound Marketing University awards the Inbound Marketing Certification to **Christopher Skyi** as part of its comprehensive Internet marketing training program (<http://inboundmarketing.com>).

[This certification](#) acknowledges **Skyi'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.

(See [Hubspot's Inbound Marketing Certification Requirements](#))

**Skyi** joins an elite group of Inbound Marketing Certified Professionals. Over 2,000 individuals have successfully passed the IMU program.

To complete the Inbound Marketing Certification, **Skyi** 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>. HubSpot's free marketing tools can be found at <http://grader.com>.