



**Erik Bunaes Earns Certification (with Honors Distinction) in Inbound Marketing**  
Certification Awarded by Inbound Marketing University Training Program

San Rafael, CA – July 7, 2010 – Inbound Marketing University awards the Inbound Marketing Certification with Honors Distinction to Erik Bunaes of Endorphin Advisors as part of its comprehensive Internet marketing training program. The Honors Distinction is awarded to graduates with an exceptional understanding of inbound marketing. The top 15% of exam takers with a 90% score or higher receive this honor.

This certification acknowledges Bunaes' 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.

Bunaes is Principal and President of Endorphin Advisors (<http://www.EndorphinAdvisors.com>), a boutique management consulting firm and marketing agency located in San Francisco, CA.

Bunaes 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, Bunaes completed 16 in-depth classes covering each facet of inbound marketing and passed a comprehensive certification exam.

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 Endorphin Advisors**

Endorphin Advisors is a unique management consulting firm and marketing agency. We help businesses develop and implement short and long term strategic plans, while providing day-to-day operational, marketing and financial consulting services.

Founded in 2005, Endorphin Advisors offers leadership coaching and organizational development services, creates and implements innovative, visionary business and marketing strategies. Endorphin Advisors specializes in inbound marketing; lead generation strategies, programs and management; and content development for inbound marketing campaigns.

More information about Endorphin Advisors can be found at <http://www.endorphinadvisors.com> and <http://blog.endorphinadvisors.com>.

Please follow Endorphin Advisors on Facebook (<http://www.facebook.com/endorphinadvisors>) and Twitter (<http://twitter.com/ebunaes>).

### **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>.

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