

THE POWER OF
MARKETING
AUTOMATION IN AN

inbound
WORLD

NEDMA

Marketing Technology Summit

Oct 1st Boston, MA



Nick
Salvatoriello

.....
@nicksalinbound

Customer Training Team
@HubSpot

HubSpot
Academy 

> nicksalinbound.com

> academy.hubspot.com

#HUBSPOTTING

THE ROADMAP

- 1 Why are we here?
- 2 How does this work?
- 3 Case studies of inbound in action
- 4 FREE STUFF to help you get started



1

WHY ARE WE HERE?

The way buyers discover & research products has fundamentally changed



44% of direct mail is never opened



86% skip TV commercials



91% unsubscribe from emails



200million say “Do Not Call”



Search engines, blogging & other Internet trends have **fundamentally transformed** the way people & businesses purchase products, but most small businesses still use outdated & inefficient marketing methods—like print advertising, telemarketing & trade shows—that people increasingly find intrusive & screen out.”

Brian Halligan

Co-Founder and CEO

HubSpot Inc.

84% of 25-34 year-olds have left
a favorite website because of
intrusive or irrelevant advertising.

57%

Of a prospect's buying decision is complete before that prospect's first contact with the supplier.

Source: Conference Executive Board: Marketing Leadership Council Research, Sales Leadership Council Research

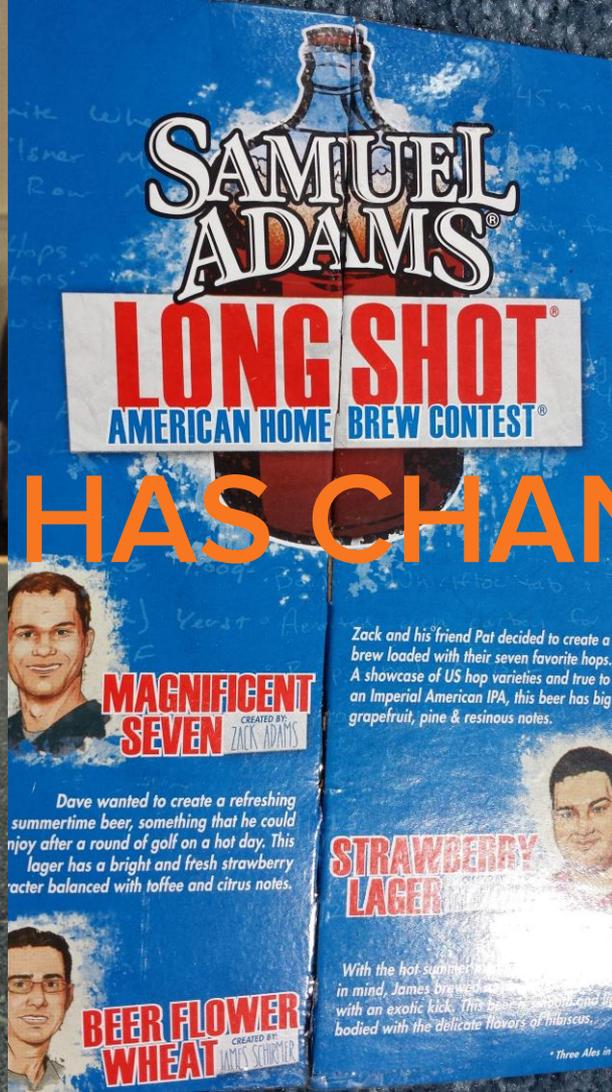
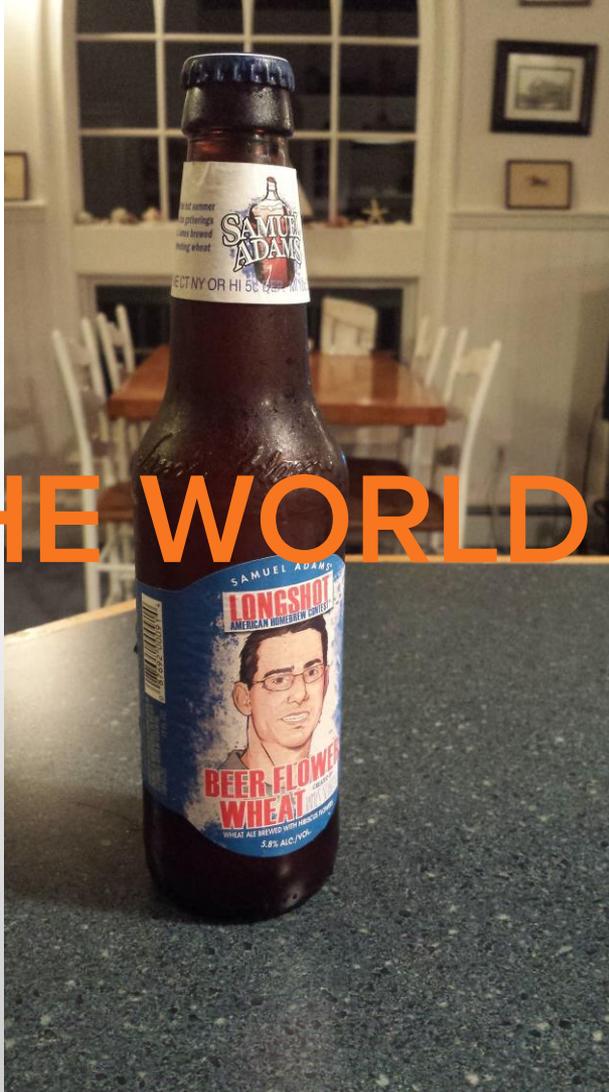


Audiences everywhere are tough. They don't have time to be bored or brow beaten by orthodox, old-fashioned advertising.

We need to stop interrupting what people are interested in & **be what people are interested in.”**

CRAIG DAVIS
CHIEF CREATIVE OFFICER, WORLDWIDE
J. WALTER THOMPSON (WORLD'S 4TH LARGEST AD AGENCY)

THE WORLD HAS CHANGED



HOMEBREW CONTEST

In 1984, Jim Koch, founder and brewer of Samuel Adams beers, brewed his first batch of Samuel Adams Boston Lager in his kitchen. Now you can follow in Jim's footsteps and have your homebrew nationally distributed.

[HOME](#) / [LONGSHOT](#)

ENTRIES DUE MAY 10 - 24, 2013



FIND A SAM NEAR YOU



1. Welcome NM.mov



2. Equipment NM.mov



3. Ingredients NM.mov



4. Recipes NM.mov



MAKE A BEER FLIGHT



BREWER LOGIN

Have an Account? [Log in here](#)

[Forgot your password?](#)

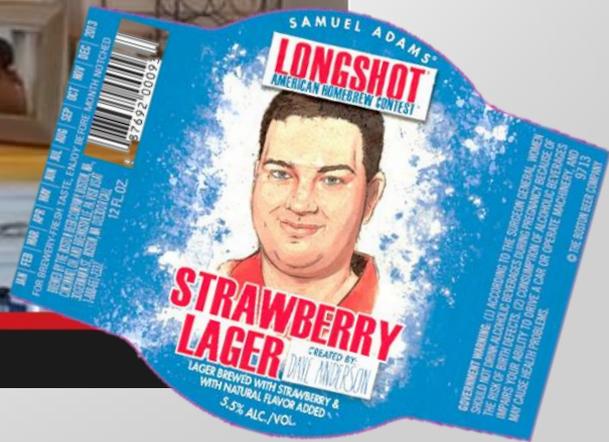
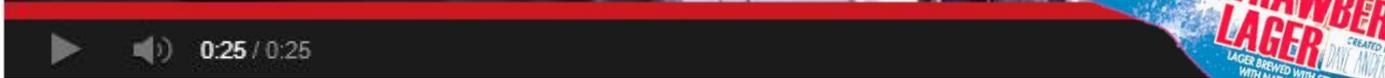
LOGIN

Not A Member?

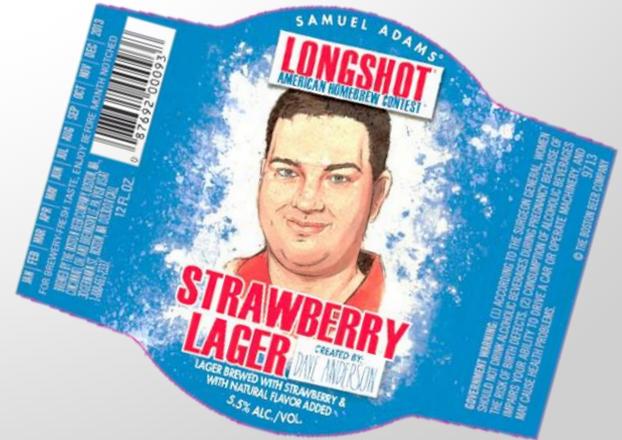
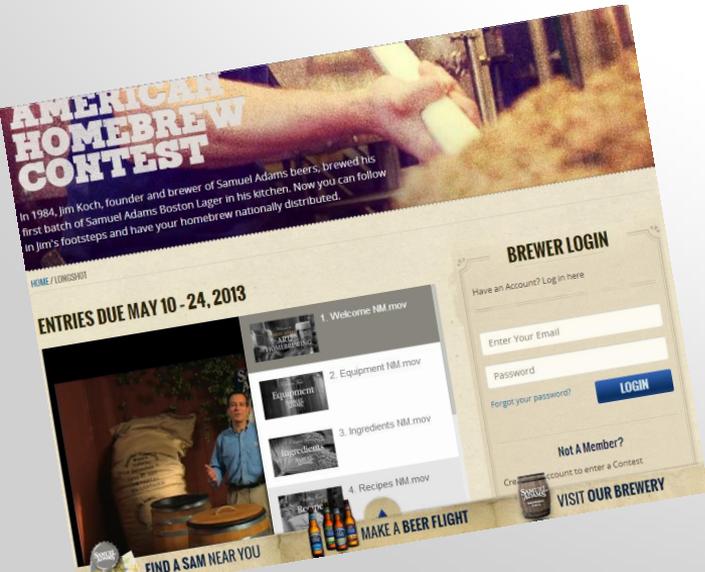
Create an account to enter a Contest



VISIT OUR BREWERY



CO-CREATE MARKETING STARRING THE CUSTOMER, AND EVERYBODY WINS



1.5 “Yeah but...why is NICK
here?”



A brief history on HubSpot



Hires
Nick Sal



\$35million in funding
Named #2 Fastest Growing
Software Company



5,961

8,440

8,800+

\$32million in funding



3,855

Number of
HubSpot Customers

HubSpot founded



3

48

317

1,150

2006

2007

2008

2009

2010

2011

2012

2013





INBOUND EXPERIENCE

INBOUND
MARKETING

INBOUND
SALES

INBOUND
SERVICE

HubSpot
Academy







HUBSPOT PARTNER



HUBSPOT PARTNER BROADCAST.

September 19th, 2013



Partner Success Story: HOW TO MARKET SMARTER WITH SOCIAL

@alanperlman

@nicksalinbound

@albiedrzycki

#HubSpotting

2

HOW DOES IT WORK?

INBOUND MARKETING:



CONTENT + CONTEXT

(THE GOOD KIND OF MARKETING AUTOMATION)

Personalized emails  improve click-through rates by **14%** and conversion rates by 10%.

SOURCE: ABERDEEN GROUP

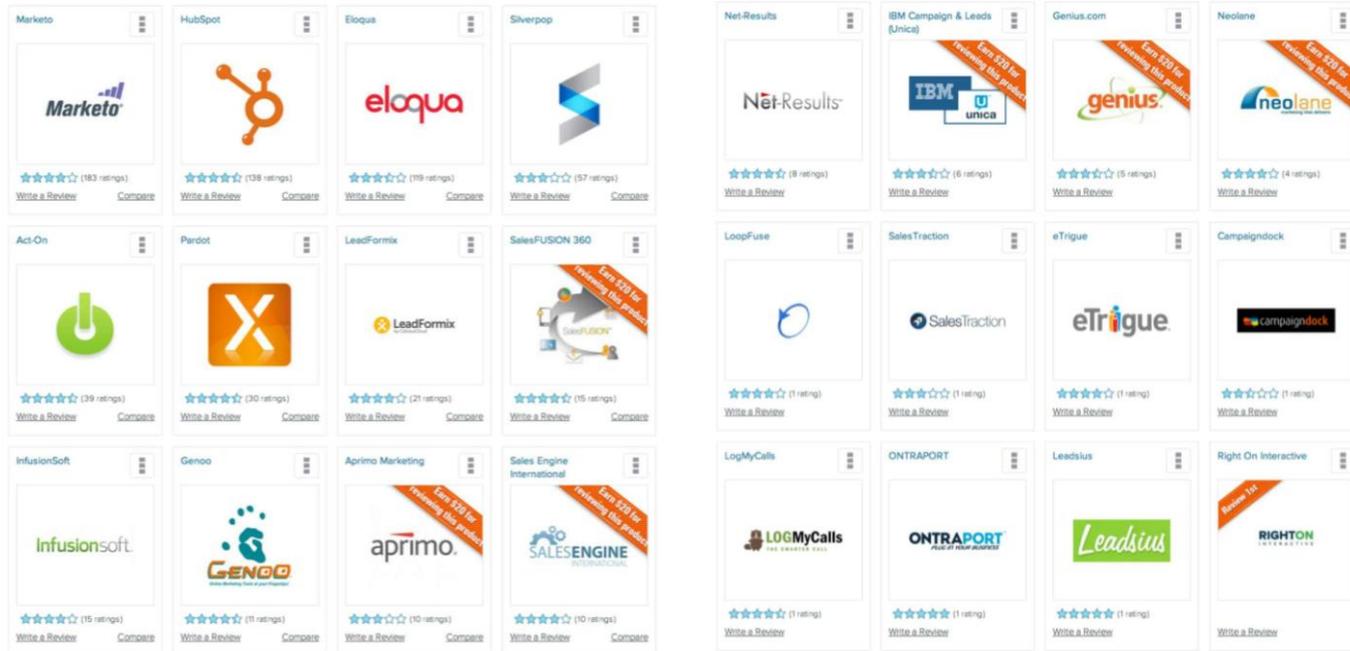
Relevant emails drive **18X** more revenue  than broadcast emails.

SOURCE: JUPITER RESEARCH

Nurtured leads make **47%** larger purchases  than non-nurtured leads.

SOURCE: THE ANNUITAS GROUP

Most Popular Marketing Automation Suite Vendors*

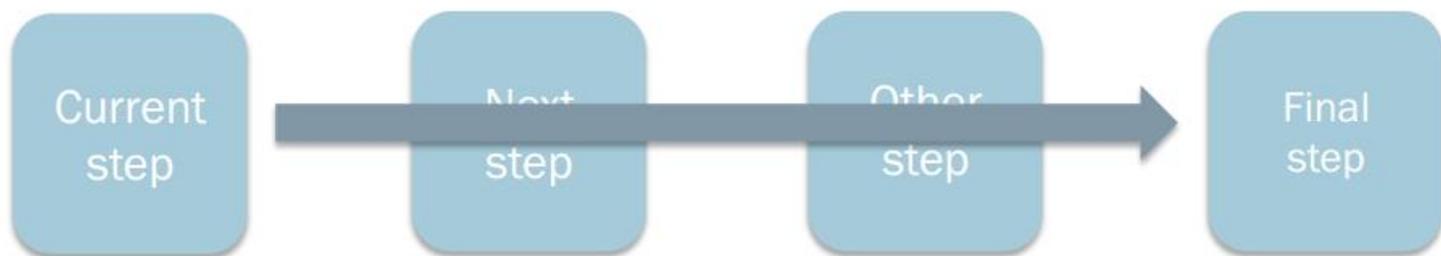


* 12 Most popular Marketing Automation products in each category shown on this slide based on G2 Crowd user feedback. For more go to www.g2crowd.com

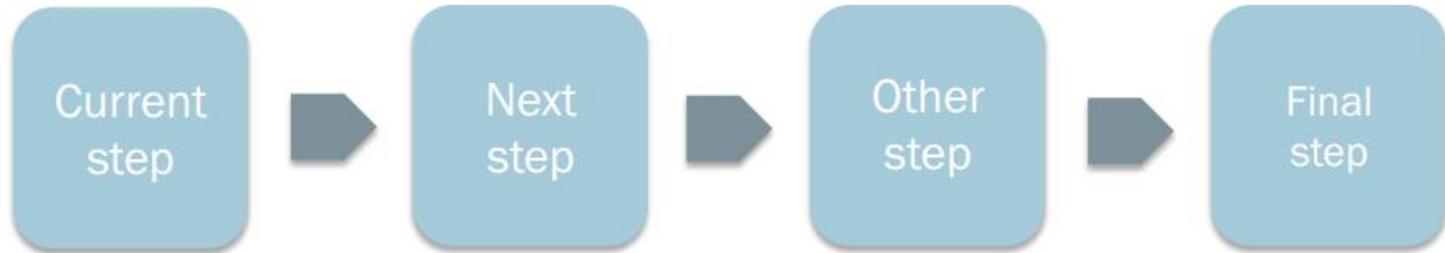
WHAT'S THE
GOLDEN RULE?



What we want people to do.



What people need to do.

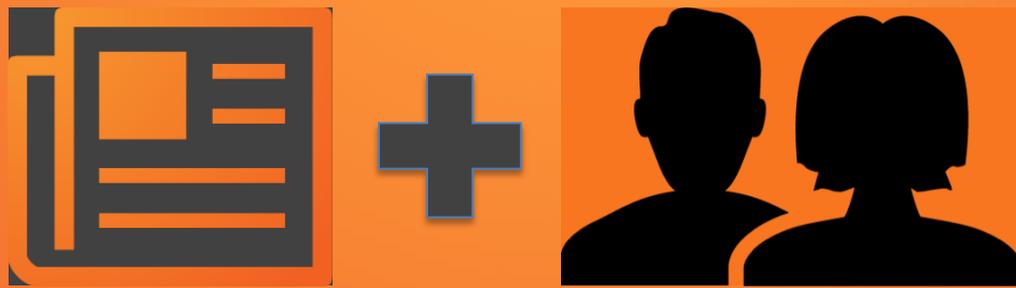


In other words, we need a plan.

Inbound Methodology

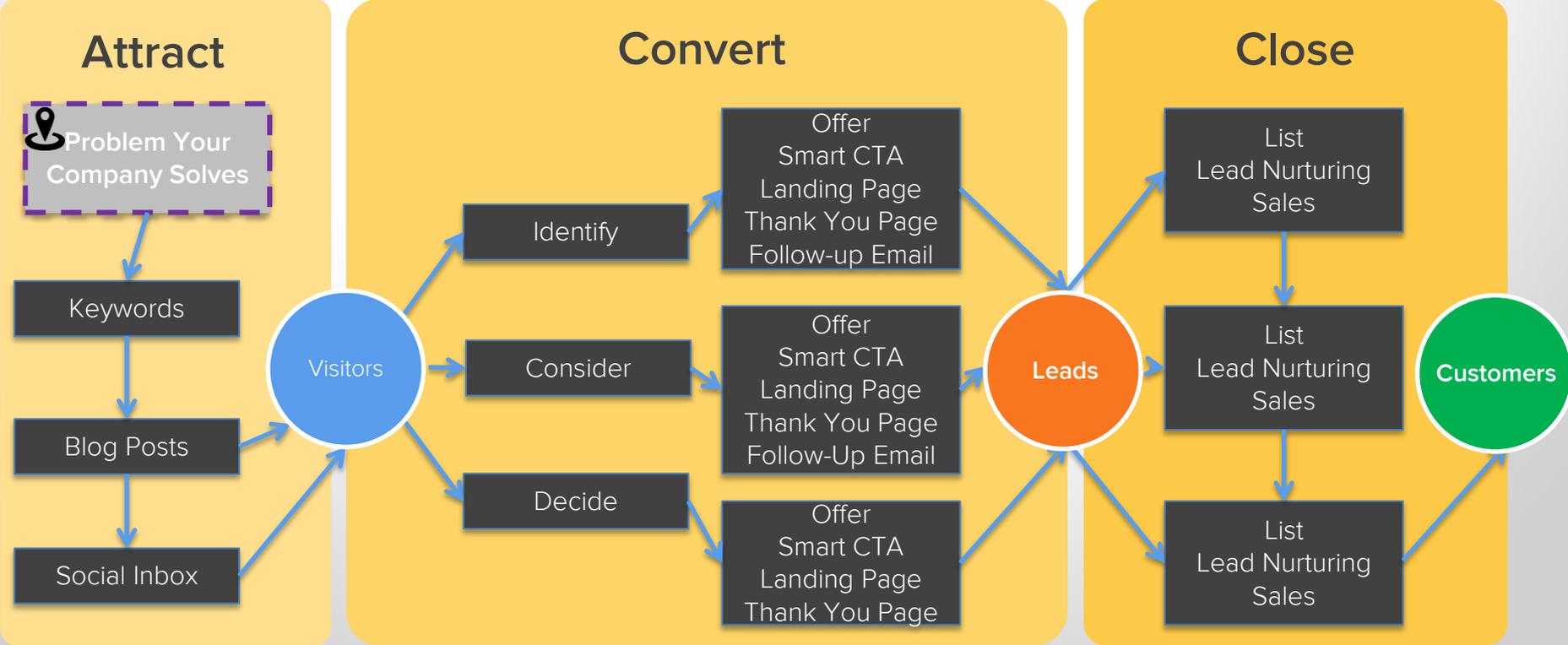


by **HubSpot**



**BUILDING THE CONTENT +
CONTEXT MACHINE**

MODEL OF BUYER'S JOURNEY THROUGH INBOUND



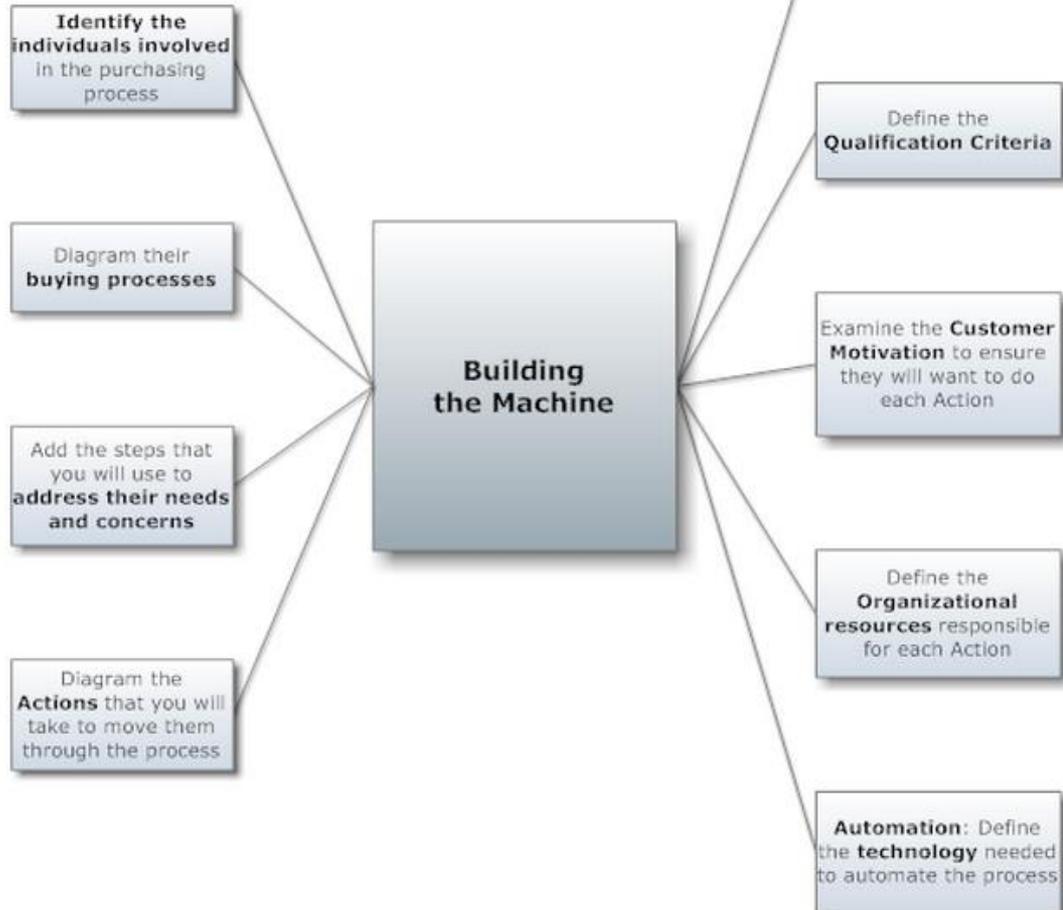
for Entrepreneurs

Expertise, Wisdom and Resources for Startups and Entrepreneurs



About the author, David Skok

David is a five time serial entrepreneur turned VC, at Matrix Partners



Identifying Personas with Data



Sam the
Sales Guy

- **Role** = Sales
- **Level** = Individual Contributor
- **Primary Goal** = New Business
- **Viewed Content On** = prospecting best practices



Cindy the
CEO

- **Role** = CEO
- **Level** = C-Level
- **Company Size** = 10-50 employees
- **Viewed Content On** = scaling a sales organization

Aligning Content with Personas



Sam the
Sales Guy

- **Offer:** Pre-made email templates
- **Nurturing Series:** Tips on connecting with prospects
- **Call to action:** Try free tools for sales reps
- **Sales focus:** Quick wins to help you do your job easier



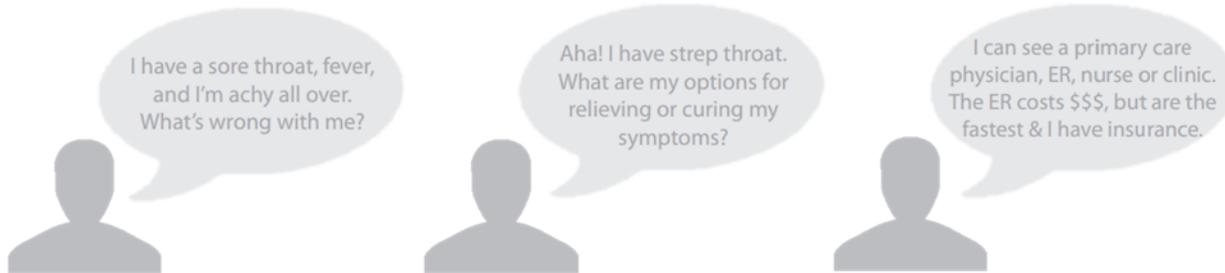
Cindy the
CEO

- **Offer:** How to Align Sales & Marketing ebook
- **Nurturing Series:** New data on sales efficiency
- **Call to action:** Free benchmark analysis
- **Sales focus:** Making your team more efficient



THE BUYER'S JOURNEY

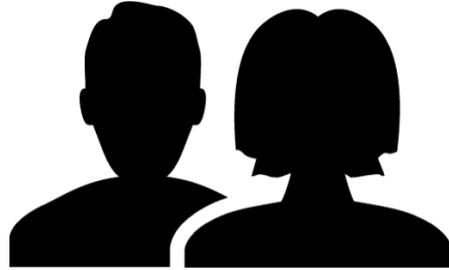
THE BUYER'S JOURNEY



The Buyer's Journey is the active research process a potential buyer goes through leading up to a purchase.

Look at the buyer's journey

SUBSCRIBER



CUSTOMER



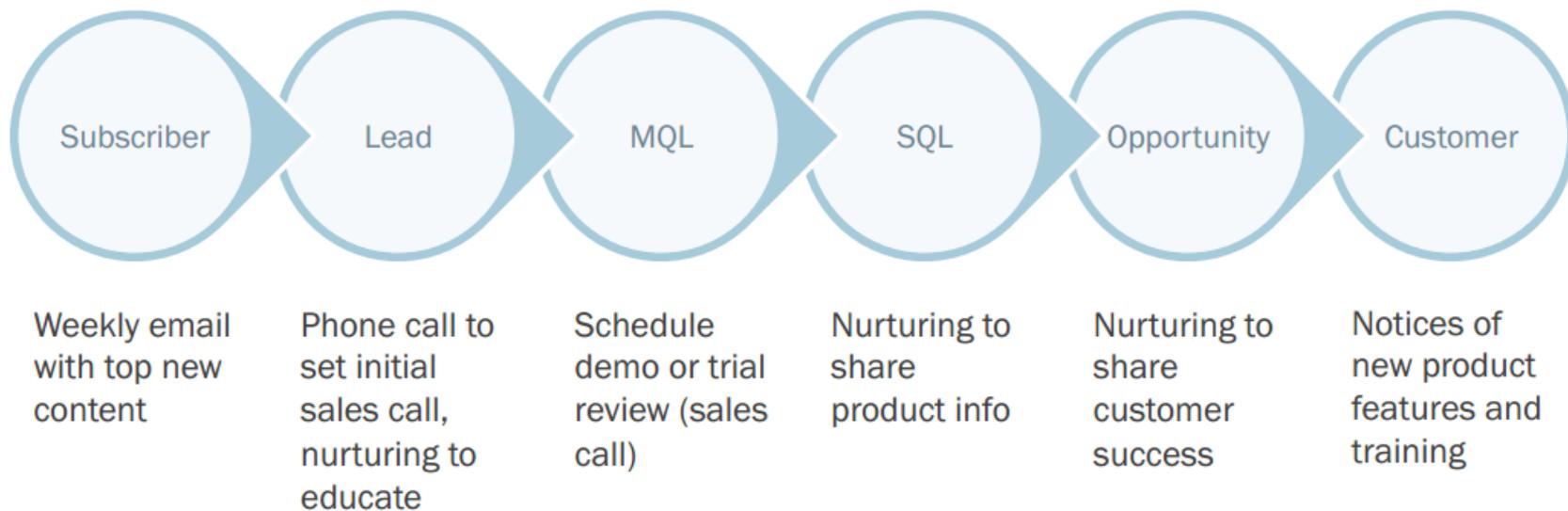
Break it up in stages



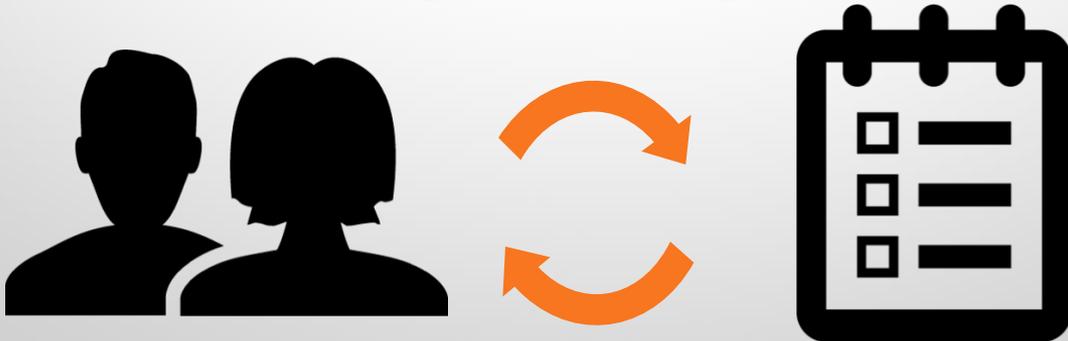
Define what each stage means

-  • SUBSCRIBER – contacts who follow your content (everybody)
-  • LEADS – contacts that have converted on your website
-  • QUALIFIED LEADS – contacts that have expressed product interest
-  • OPPORTUNITIES – contacts that sales has marked as sales-ready
-  • CUSTOMERS – contacts that end up buying

Aligning Content with Lifecycle



**Specific content assets
are more relevant to
buyers at specific times
during the buyers
journey**



Matching Our Content to Stages of the Buyer's Journey:



Awareness Stage

Introduce topics that your company has expertise in



Consideration Stage

Introduce someone to options, including your brand's solution



Decision Stage

Overcome your persona's objections to buying

Educational Blogs
Free Whitepaper
Free Guides & Tip-Sheets
Free eBooks
Free Checklists
Free Videos

Branded Material:
Free Webinars
Case Studies
Free Sample
Product Spec Sheets
Catalogs

Free Trials
Demos
Free Consultations
Estimates or Quotes
Coupons

BUYER STAGES	AWARENESS	CONSIDERATION	DECISION																								
User Behavior	Have realized and expressed symptoms of a potential problem or opportunity	Have clearly defined and given a name to their problem or opportunity	Have defined their solution strategy, method, or approach																								
Research & Info Needs	Research focused on vendor neutral 3rd party information around identifying problems or symptoms	Committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity	Researching supporting documentation, data, benchmarks or endorsements to make or recommend a final decision																								
Content Types	<ul style="list-style-type: none">  Analyst reports Research reports eGuides & eBooks Editorial content Expert content White papers Educational content 	<ul style="list-style-type: none">  Comparison white papers Expert Guides Live interactions  Webcase/podcast/video 	<ul style="list-style-type: none">  Vendor comparisons Product comparisons Case Studies Trial Download Product Literature  Live Demo 																								
Key Terms	<table border="0"> <tr> <td>Troubleshoot</td> <td>Upgrade</td> </tr> <tr> <td>Issue</td> <td>Improve</td> </tr> <tr> <td>Resolve</td> <td>Optimize</td> </tr> <tr> <td>Risks</td> <td>Prevent</td> </tr> </table>	Troubleshoot	Upgrade	Issue	Improve	Resolve	Optimize	Risks	Prevent	<table border="0"> <tr> <td>Solution</td> <td>Tool</td> </tr> <tr> <td>Provider</td> <td>Device</td> </tr> <tr> <td>Service</td> <td>Software</td> </tr> <tr> <td>Supplier</td> <td>Appliance</td> </tr> </table>	Solution	Tool	Provider	Device	Service	Software	Supplier	Appliance	<table border="0"> <tr> <td>Compare</td> <td>Pros and Cons</td> </tr> <tr> <td>Vs.</td> <td>Benchmarks</td> </tr> <tr> <td>versus</td> <td>Review</td> </tr> <tr> <td>comparison</td> <td>Test</td> </tr> </table>	Compare	Pros and Cons	Vs.	Benchmarks	versus	Review	comparison	Test
Troubleshoot	Upgrade																										
Issue	Improve																										
Resolve	Optimize																										
Risks	Prevent																										
Solution	Tool																										
Provider	Device																										
Service	Software																										
Supplier	Appliance																										
Compare	Pros and Cons																										
Vs.	Benchmarks																										
versus	Review																										
comparison	Test																										
Example	 <p>I have a sore throat, fever, and I'm achy all over. What's wrong with me?</p>	 <p>Aha! I have strep throat. What are my options for relieving or curing my symptoms?</p>	 <p>I can see a primary care physician, ER, nurse or clinic. The ER costs \$\$\$, but are the fastest & I have insurance.</p>																								

Map Entire Content Library to Stages of your Buyer's Journey

The image shows a screenshot of a Microsoft Excel spreadsheet titled "Content Audit Worksheet". The spreadsheet is viewed from a perspective that shows the top ribbon and the first few rows of data. The ribbon includes tabs for File, Home, Insert, Page Layout, Formulas, Data, Review, and View. The active cell is G3, and the formula bar shows "Date Last Update".

The spreadsheet has a title bar "ContentAuditWorksheet - Microsoft Excel" and a formula bar "Date Last Update". The main content area is a table with the following columns:

	Asset Name/Title	Type of Content	User Journey Buying Cycle Stage	File Path/Location	Buyer Persona / Product/ Biz Unit	New Title Recommendation	Date Last Update
1	Content Audit Worksheet						
2							
3							
4	Best Practices Guide to Content Mapping	eGuide	Awareness Stage (Top)				
5							
6							
7							
8							
9							
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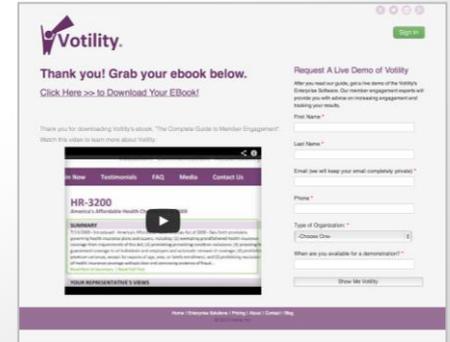
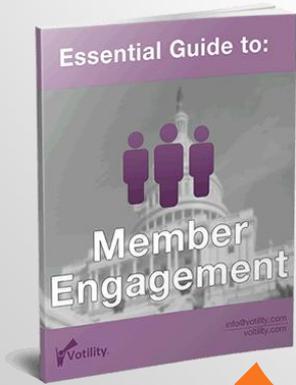
SET UP CONTENT CONVERSION PROCESS

1 Offer

2 Call-to-Action

3 Landing Page

4 Thank You Page



Example: Get a book of case studies

FREE Whitepaper: IMPACT Case Studies: Real Stats. Real Results.

While it's all well and good to speak theoretically about how inbound marketing methods will generate more **traffic, leads and sales** for your company, the bottom line is, business owners want **proof**.

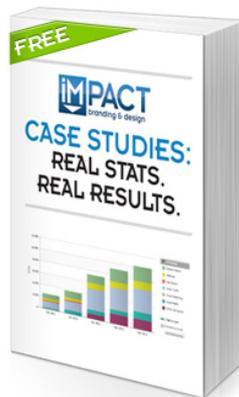
See for yourself the type of results we have **produced**, and ask yourself, wouldn't you like to see that **same kind of success?**

In this Whitepaper, you'll learn:

- The most **effective** methods of **lead generation** our clients experience
- Actual **client results** and data focused on traffic, leads, and sales
- The best techniques for **expanding** your following according to clients

These **proven client results** are a testament to the **power** and **effectiveness** of our inbound marketing program.

Share!



Get the Whitepaper!

First Name *

Last Name *

Email ([Privacy Policy](#)) *

Website *

Company *

Number of Employees *

My Company is a Marketing Agency *

My Company Needs Leads *

Best Describes Me *

CLICK HERE!



Example: Download a Sample Proposal

Example Web Design Proposal



Fill out the form on the right to download a customized Web Design Proposal based on our Small Business Website Packages.

Download a Sample Website Proposal

This example customized web design proposal shows you what you will receive from a reputable design firm like ITDi. The key to a successful web project is good, up-front communication between the business and the web development team. At ITDi, we get to know our clients' needs and thoroughly outline the scope of work for a successful outcome.

This example proposal includes:

- **A thorough project description and outline. The client name and sensitive information has been blacked out.**
- **Full Pricing and Payment Terms.**

By previewing this customized client proposal, you'll get a good grasp of the kind of up-front planning you will receive from a professional design firm and be equipped for the next step in your firm selection process.

Download the Sample Proposal

First Name *

Last Name *

Email (we will keep your email completely private) *

Are you a web design or web marketing firm? *

WebSite

Download the Proposal



Example:



Get a Free Inbound Marketing Assessment

Want to know how to optimize your website to get more traffic and leads?

At HubSpot, our mission is to help companies move away from interruptive marketing tactics. That's why we're offering free marketing assessments -- to show you how to do marketing the inbound way.

As part of your assessment, one of HubSpot's Marketing Specialists will evaluate your current website and show you how you can get more traffic and leads from your website. He or she will review your:

- ✓ Search engine optimization opportunities
- ✓ Landing pages & lead-gen forms
- ✓ Calls-to-action
- ✓ Marketing offers
- ✓ Competitor analysis

If you'd like this free assessment, please fill out the form to the right so that your Inbound Marketing Specialist has all the information he or she needs to review your website prior to your call.

There's **no risk**, **no obligation**, and **no credit card** required.



Request Your Inbound Marketing Assessment:

First Name *

Last Name *

Email *

Company Name *

Phone *

Website URL *

Role *

- Please select -



Example:

Let's Chat About A Successful Inbound Marketing Strategy for Your Company!

Want to know how Savvy Panda's inbound marketing can help you drive traffic to your website and convert them into customers?

We'd love to sit down and learn more about your business so we can build a custom inbound marketing strategy to grow your business. In your **no-obligation inbound marketing consultation** we will look at your current website and marketing strategy, your business goals and start formulating a plan to help you achieve those goals. Some of the topics we will cover include:

- Lead conversion optimization
- Lead nurturing
- Email marketing
- Social Media strategy
- SEO: on- and off-site
- Business blogging
- Adwords & PPC campaigns
- Mobile marketing
- Analytics & improvement
- *Plus, lots of other cool tools all in one easy package.*



Again, there is **no obligation** after this consultation. We love to help educate businesses to help them grow. Fill out the form to the right & let's schedule a time to chat!

I'm Excited to Chat with You!

Hi! Nice to meet you, my name's Gabe.

I'm a passionate Joomla! and Inbound marketing enthusiast. I have two mini-dachshunds, love Jiu Jitsu and MMA and was a x2 time All-American wrestler in college.

I'd love to chat with you and learn more about your business.

If you want to talk now, feel free to give me a ring:

- 414.431.8615 x1000
- gabe@savvypanda.com



Schedule a Time to Chat

First Name *

Last Name *

Email *

Phone *

Company *

Website *

Role At Company *

- Please Select -

Number of Employees *

- Please Select -

My business located in the US or Canada *

- Please Select -

My company provides marketing, web design or development services *

- Please Select -

What's your biggest marketing or website challenge? *

Let's Chat!



“What’s the next step?”

Connect each offer to the next with CTA’s throughout the content itself.

Example:

Offer-based CTAs linking to next step



HOW TO CREATE LOVABLE MARKETING CAMPAIGNS

HUBSPOT'S ALL-IN-ONE MARKETING SOFTWARE

... brings your whole marketing world together in one, powerful, integrated system.

- ✓ **Get Found:** Help prospects find you online
- ✓ **Convert:** Nurture your leads and drive conversions
- ✓ **Analyze:** Measure and improve your marketing
- ✓ **Plus** more apps and integrations



LEAD GENERATION



BLOGGING SOCIAL MEDIA



EMAIL & AUTOMATION



SEARCH OPTIMIZATION



LEAD MANAGEMENT



MARKETING ANALYTICS

CREATE VALUABLE CONTENT THAT YOUR PROSPECTS WILL LOVE

We'll give you all the tools you'll need to create marketing that your prospects will love. Your content will be optimized for search engines, social media and ready to convert visitors into leads in minutes.



- ✓ Find out what keywords bring you the most traffic and have the least difficulty.
- ✓ Easily create optimized blog articles, website pages, and social media messages.
- ✓ Use one of HubSpot's content apps to get your blog posts delivered right inside your HubSpot account.

[Request A Demo](#)

[Read More](#)



HOW TO CREATE LOVABLE MARKETING CAMPAIGNS

CREATE A LOVABLE MARKETING CAMPAIGN

Now that you know how to create a holistic marketing campaign that will bring you lots of new leads and customers, go and make one!

[See how HubSpot can help you with this.](#)

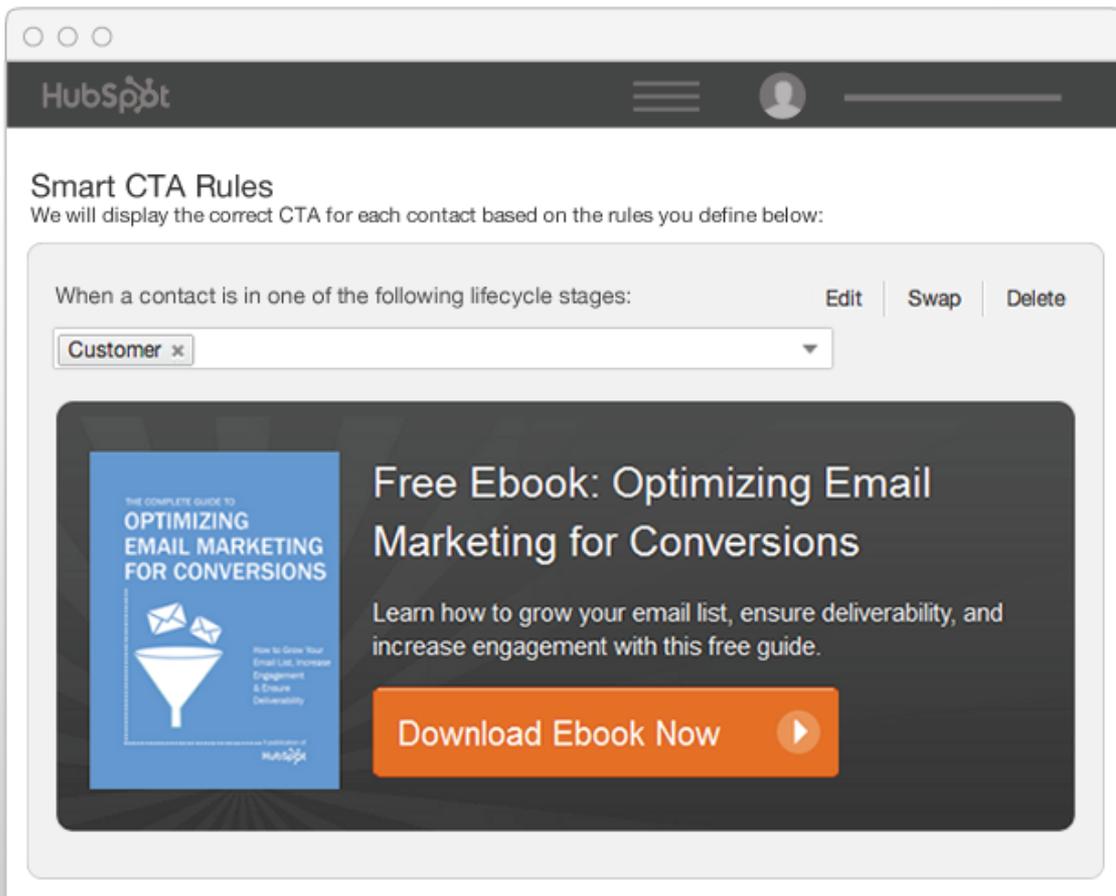


<http://bit.ly/Get-A-Demo-of-HS>

“Every page on your site should help visitors understand what they should do next...”

...and therefore, include at least one call-to-action.

Smart CTA's Update Based on Lifecycle



The screenshot shows the HubSpot interface for configuring Smart CTA Rules. At the top, the HubSpot logo is visible. Below it, the heading "Smart CTA Rules" is followed by the text "We will display the correct CTA for each contact based on the rules you define below:". A configuration box contains the text "When a contact is in one of the following lifecycle stages:" followed by a dropdown menu currently set to "Customer". To the right of the dropdown are "Edit", "Swap", and "Delete" buttons. Below this configuration is a preview of a CTA card. The card has a dark background and features a blue sidebar on the left with the text "THE COMPLETE GUIDE TO OPTIMIZING EMAIL MARKETING FOR CONVERSIONS" and an illustration of a funnel with envelopes. The main text on the card reads "Free Ebook: Optimizing Email Marketing for Conversions" and "Learn how to grow your email list, ensure deliverability, and increase engagement with this free guide." At the bottom of the card is an orange button that says "Download Ebook Now" with a play icon.

HubSpot

Smart CTA Rules

We will display the correct CTA for each contact based on the rules you define below:

When a contact is in one of the following lifecycle stages: Edit Swap Delete

Customer x



Free Ebook: Optimizing Email Marketing for Conversions

Learn how to grow your email list, ensure deliverability, and increase engagement with this free guide.

[Download Ebook Now](#)

Dynamic / "Smart" Content example - HubSpot

The Social Part of Social Media: A Love Story

An Infographic + Guide Pairing on How to Create True Social Media Relationships

The promise of social media was relationships. But somewhere along the way, we strayed away from that promise.

We've lost the basic understanding that **social media relationships should be emblematic of real, human relationships**. That's why we put together an infographic illustrating what a true relationship should look like on social media.

Along with that love story, you'll get a brief 9-page guide with tactical approaches for sustaining that social relationship at each of the four marketing stages:

- **Attract:** Attract a Social Following
- **Convert:** Promote Lead Generating Content
- **Close:** Personalize Sales Conversations
- **Delight:** Discover Moments to Delight



Download Infographic
AND Guide Here

Already a HubSpot Customer?
Sign in to download this offer from
the HubSpot Marketing Library.

First Name *

Last Name *

Email (privacy policy) *

Phone Number *

Company Name *

Website URL *

Does your company provide
marketing services? *
(PR, SEO, web design or other e-
marketing)

Please Select.

The Social Part of Social Media: A Love Story

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- **Attract:** Attract a Social Following
- **Convert:** Promote Lead Generating Content
- **Close:** Personalize Sales Conversations
- **Delight:** Discover Moments to Delight



Download Infographic
AND Guide Here

Hi, HubSpot Customer!
You can skip the form &
download this offer from the
HubSpot Marketing
Library.

Download Now

“What if they’re not
ready yet?”

Use workflows to streamline this journey

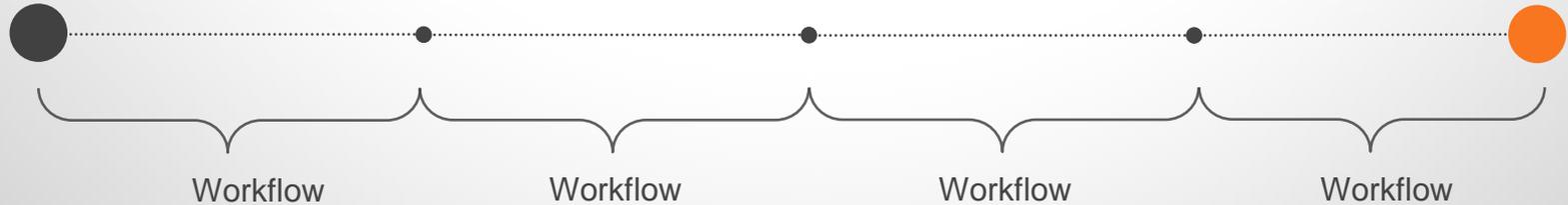
SUBSCRIBER

LEAD

QUALIFIED LEAD

OPPORTUNITY

CUSTOMER

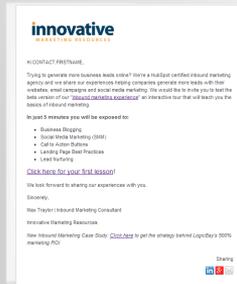


LEAD NURTURING WORKFLOW

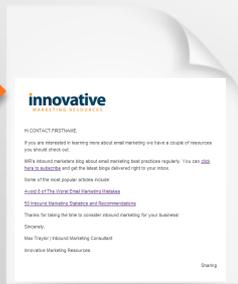
Which contacts should be in this list?

Include contacts who meet all of these requirements:

- Form Submission
- Contact has filled out
- Ultimate Guide
- on any page
- On any date [Refine](#)
- Contact Property
- Job Title
- contains the word
- Director x VP x
- Contact Property
- Industry
- is equal to
- Financial Services x



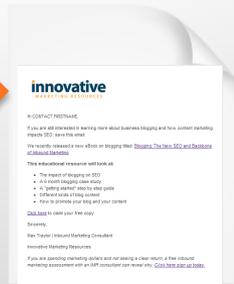
Day 1



Day 5



Day 15



Day 33



Day 60



GOAL





Rick Whittington Consulting

Lead Nurturing Case Study

Lead Nurturing Background

- Financial planning software company
- Offers a 14-day free trial of the software
- Email communication to trial users limited to 2 emails at the start of the trial period
- Emails lacked focus, didn't provide much value, didn't notify the user when the trial was nearing expiration
- Minimal support and education
- Client's goal is to increase trial usage and sales

Lead Nurturing

Client Reservations

- Sending too many emails will scare off users
- Unsubscribe rates will be high
- Users will abandon trials because they're being “spammed”
- No one will read the emails

Lead Nurturing

Overall Strategy

- Support users through the trial sequence with useful information at the right times
- Always speak to the target persona's needs
- Voice needs to be personal. Emails should come from a real person at the company
- Get users excited about the software
- Promote login and use of software
- Users who invest time and effort into using the software will be more likely to purchase

Lead Nurturing

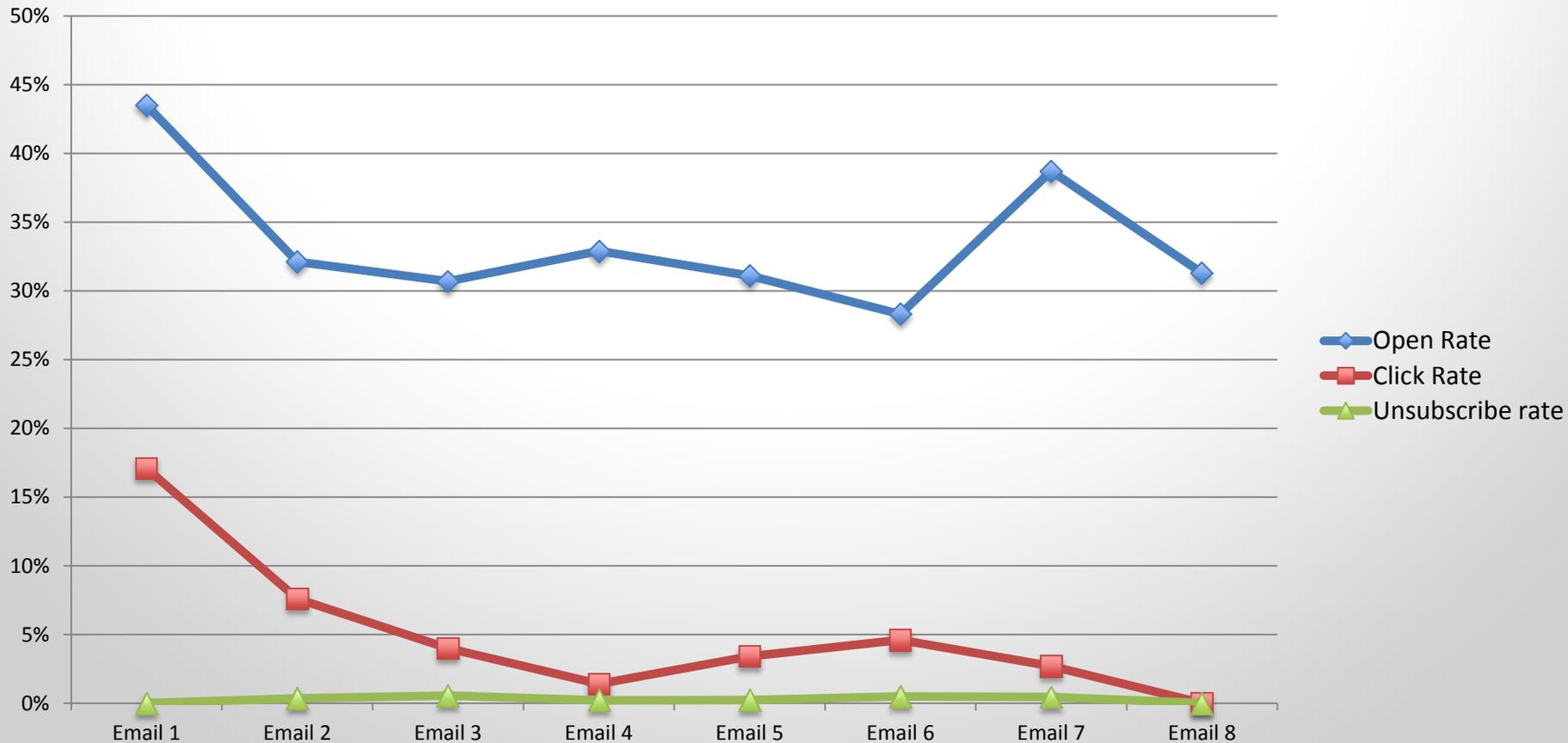
Strategy for Emails

- Welcome users, quickly train and offer support
- Frame consideration criteria with “things to look for when considering” messaging
- Educate users about software features
- Instill confidence in a purchasing decision with reviews and support
- Create awareness of expiration and a sense of urgency towards the end of the trial phase
- Maintain an approachable, supportive approach post trial phase

Email Specifics

Email	Send Day	Customer mindset	Goal	Voice	Description
1	1	New to program, need help getting started	Get user to log in, get up and running quickly with navigation guide video	Welcoming and supportive. Fun.	Ease of startup. Quick start video
2	2	New to program, need help getting started	Get user to log in, sign up for the webinar	Welcoming and supportive. Fun.	Training, Support. Live webinar registration
3	4	Evaluating software	Shape purchasing decision - Outline decision making criteria	Educational	What to look for in financial planning software
4	8	Getting used to features	Highlight features	Educational	Top features
5	12	Using software regularly	Close sale, offer support	Helpful - Closing	Support to close sale, only 3 days left
6	14	Ready to buy	Close sale	Closing	Last day of your trial, reviews to support purchasing decision
7	30	Past trial	Trial Reactivation	Approachable and available	Reconnect with non-purchasers
8	45	Way past trial	Remind customers. Invite reconsideration.	Appreciative and available	"Break up" email. Thanks for consideration, come back and try

Performance



Lead Nurturing

Performance Takeaways

- 34% average open rate
- 6.5% average click-through-rate
- Doubled traffic to site from trial emails
- Over 50% increase in trial user conversion rate
- Unsubscribe rate under 1%

Lead Nurturing

Next Steps

- Rework underperforming emails with new content
- Test subject lines, especially in low open rate emails
- Create new premium content (whitepapers, guides, checklists) to engage and educate trial users
- Inject new content offers into email sequence
- Continue to monitor and improve



Rick Whittington Consulting

<http://bit.ly/RWCinbound>



Rick Whittington

Principal



Winston Chenery

Marketing Manager

Grow your agency's revenue: partner with us and offer inbound marketing services.

Aligning Content with Action or Interest



Potential MQL

- Visited the landing page to request a demo
- Did not request a demo



On-demand
demo video,
offer to call



Social Media

- Downloaded any ebook related to social media
- Has a Twitter or Facebook account



Offers for
social media
managers



Blogging

- Has a blog
- Downloaded any ebook related to content creation



Offers for
content
creators

3 Partner Success Story: IMR Corp Segment by Interest Workflows Case Study

Non-segmented Email Example

- Broad email: This was in a standard email campaign (non segmented). CTR: 13.4%



Hi CONTACT.FIRSTNAME,

Trying to generate more business leads online? We're a HubSpot certified inbound marketing agency and we share our experiences helping companies generate more leads with their websites, email campaigns and social media marketing. We would like to invite you to test the beta version of our "[inbound marketing experience](#)" an interactive tour that will teach you the basics of inbound marketing.

In just 5 minutes you will be exposed to:

- Business Blogging
- Social Media Marketing (SMM)
- Call to Action Buttons
- Landing Page Best Practices
- Lead Nurturing

[Click here for your first lesson!](#)

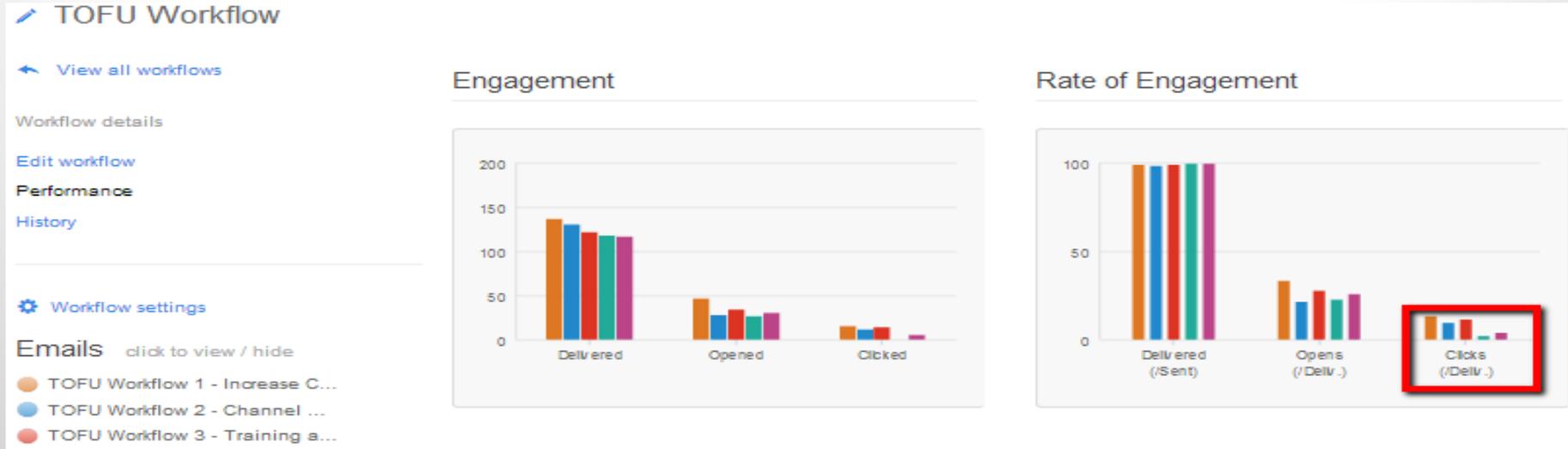
We look forward to sharing our experiences with you.

Sincerely,

Max Traylor | Inbound Marketing Consultant

Innovative Marketing Resources

Broad Messaging Performance



Email 1: 12.5%

Email 2: 9.3%

Email 3: 10.7%

Average engagement: 10.3%

Sample “choose your interest” form:



Experience Inbound Marketing for Yourself

Walk through the steps of an online sales funnel built to convert website visitors to paying customers.

Up Next: Increasing Qualified Traffic

First Name *

Last Name

Company Name *

This is a Landing Page

Landing pages are built for one thing, **the exchange of a visitor's information for something you have promised them**, like:

ALL DATA GATHERED IN CENTRALIZED CONTACT DATABASE

The screenshot displays a HubSpot contact profile for Andrew Pitre. The interface includes a navigation bar with the HubSpot logo and user profile. The contact's name, 'Andrew Pitre', is prominently displayed at the top left, accompanied by a profile picture and a 'Return to All Contacts' link. To the right of the name are several action buttons: '+ Add/Remove from Lists', '< Resync with Salesforce', '✉ Opt out of Email', '✓ Close as Customer', and '🗑 Delete'. Below the name, a summary box provides key metrics: 'First Touch 2 Years Ago Facebook', 'Last Touch 4 Days Ago Page View', and 'Lifecycle Stage Customer Since Jun 20, 2013'. The main content area is organized into sections: 'Contact' (First Name: Andrew, Last Name: Pitre, Close Date: Jun 20, 2013), 'Analytics' (Time of First Visit: August 12, 2012, Original Source Type: Facebook), 'Company Information' (Annual Revenue: \$500,000, Number of Employees: 100-200), and 'Social Media' (Number of Followers: 2,459, Facebook Clicks: 1903). Each data point is presented in a form-like structure with a star icon to its right. A sidebar on the left contains a 'Contact Details' section with links for 'Overview', 'Properties', 'Contact', 'Analytics', 'Company Information', 'Email', 'Social Media', 'Salesforce', and 'Other Properties'.

HubSpot

Andrew Pitre

[+ Add/Remove from Lists](#) [< Resync with Salesforce](#) [✉ Opt out of Email](#) [✓ Close as Customer](#) [🗑 Delete](#)

First Touch
2 Years Ago
Facebook

Last Touch
4 Days Ago
Page View

Lifecycle Stage
Customer
Since Jun 20, 2013

Contact

First Name: Andrew ★

Last Name: Pitre ★

Close Date: Jun 20, 2013 ★

Analytics

Time of First Visit: August 12, 2012 ★

Original Source Type: Facebook ★

Company Information

Annual Revenue: \$500,000 ★

Number of Employees: 100-200 ★

Social Media

Number of Followers: 2,459 ★

Facebook Clicks: 1903 ★

[Return to All Contacts](#)

Contact Details

[Overview](#)

Properties

[Contact](#)

[Analytics](#)

[Company Information](#)

[Email](#)

[Social Media](#)

[Salesforce](#)

[Other Properties](#)

LANDING PAGES + FORM DATA

May 2012

- 1 Property Change
- 2 Events
- 2 Form Submissions
- 1 Email
- 4 List Memberships

55 Brands Rocking Social Media with Visual Content 10
[Hide Submission Details](#) - Tue May 29, 2012 at 3:37pm Updated Properties

Free Ebook: 55 Brands Rocking Social Media with Visual Content

website	http://hubspot.com
company	HubSpot
lastname	Wolfberg
firstname	Molly
phone	8606708758
role__c	Other
b2b_vs_b2c_prelim__c	B2C
marketing_company_auto__c	Yes
employees__c	201 to 1,000
sfcampaignid	70170000000jzkDAAQ

Free Trial (Variation 2 - MQL Test) | Start Your Free Trial Now 12
[Show Submission Details](#) - Tue May 22, 2012 at 9:58am Updated Properties

Interest Related Email Example

- This was in a segmented workflow for those who identified they would be most interested in "email marketing".
CTR: 25.86%.



Hi CONTACT.FIRSTNAME,

If you are interested in learning more about email marketing we have a couple of resources you should check out.

IMR's inbound marketers blog about email marketing best practices regularly. You can [click here to subscribe](#) and get the latest blogs delivered right to your inbox.

Some of the most popular articles include:

[Avoid 8 of The Worst Email Marketing Mistakes](#)

[50 Inbound Marketing Statistics and Recommendations](#)

Thanks for taking the time to consider inbound marketing for your business!

Sincerely,

Max Traylor | Inbound Marketing Consultant

Innovative Marketing Resources

Email Marketing Premium:

- The second in the series of emails for the email marketing segmented workflow. CTR:26.19%



Hi CONTACT.FIRSTNAME,

If you are still interested in learning more about using email marketing to generate leads: save this email.

We have a free [Email Marketing Success Guide](#) that will teach you:

- Subject lines to avoid
- Best times of the day to send
- How to avoid being labeled as SPAM

[Click Here](#) to access this free resource.

Thanks for taking the time to consider inbound marketing for your business!

Sincerely,

Max Traylor | Inbound Marketing Consultant

Innovative Marketing Resources

Sharing



Email Blogging



Hi CONTACT.FIRSTNAME,

If you are still interested in learning more about business blogging and how content marketing impacts SEO: save this email.

We recently released a new eBook on blogging titled: [Blogging: The New SEO and Backbone of Inbound Marketing](#)

This educational resource will look at:

- The impact of blogging on SEO
- A 6 month blogging case study
- A "getting started" step by step guide
- Different kinds of blog content
- How to promote your blog and your content

[Click here](#) to claim your free copy

Sincerely,

Max Traylor | Inbound Marketing Consultant

Innovative Marketing Resources

If you are spending marketing dollars and not seeing a clear return, a free inbound marketing assessment with an IMR consultant can reveal why. [Click here sign up today.](#)

- Email Blogging: Another short and to the point email from our blogging segmented workflow. CTR: 21.62%

Interest #1 Performance

[Interest = PRM Strategy](#)

[View all workflows](#)

Workflow details

[Edit workflow](#)

Performance

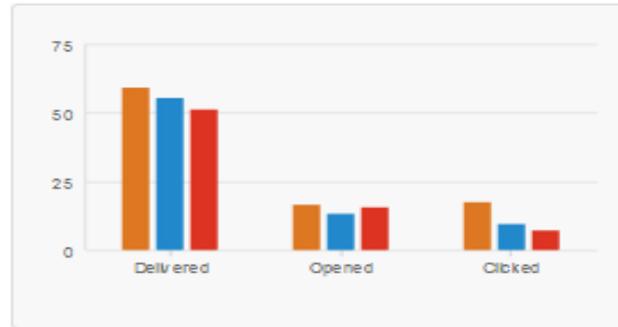
[History](#)

[Workflow settings](#)

Emails [click to view / hide](#)

- Interest Workflow - PRM Strat...
- Interest Workflow - PRM Strat...
- Interest Workflow - PRM Strat...

Engagement



Rate of Engagement



Email 1: 28.8%

Email 2: 16.4%

Email 3: 15.7%

Average engagement: 20.3%

Performance Summary (average click through rate for first 3 emails)

Broad Messaging	Interest 1	Interest 2	Interest 3	Interest 4	Interest 5
10.3%	20.3%	15.45%	15.4%	5.13%	15.3%

Aligning Content with Level of Engagement



Unengaged

- Visited the website once
- Has not clicked on the last 10 emails



Download
most popular
offers



Normal

- Visited the website at least twice
- Downloaded one or more offers
- Clicked on at least one email



Take next step



Evangelist

- Visited the website 5+ times
- Downloaded 5+ offers
- Overall click through rate >50%



Share favorite
content

CONTACT INTELLIGENCE

Molly Wolfberg

[+ Add To Static List](#) [Opt Out of Email](#) [Close as Customer](#) [X Delete](#)

First Touch
4 Months Ago
Twitter

Last Touch
19 Hours Ago
Opened Email

Lifecycle Stage
Lead
Since Oct 3, 2012

Starred

Email: = ★

First Name: = ★

hubspotemployee: = ★

Last Name: = ★

Lifecycle Stage: = ★

Original Source Data 1: = ★

Original Source Type: = ★

Showing All 31 Interactions

January

- 10 Emails
- 7 Automation Events
- 2 List Memberships

December 2012

- 1 List Membership

What's up buddy?!
Sun Jan 27, 2013 at 6:27pm
Opened

[HubSpot Beta Testing] Update to Workflows' SMS feature
Wed Jan 16, 2013 at 8:32am
Opened

[HubSpot Beta Testing] List creation logic has been updated
Wed Jan 9, 2013 at 11:48am
Opened

Show all 19 interactions from January

Added to All Leads (HS Recipes)
Sat Dec 29, 2012 at 4:13pm

Return to All Contacts

Contact Details

Overview

Properties

Lists

Property History

Workflow Enrollments

Contact Research

Search in Google

Public Contact URL

Contacts Settings

PAGES + BLOG POST VIEWS

<p>October</p> <ul style="list-style-type: none">4 Website Visits4 Syncs4 List Memberships	<hr/> <p> All-in-One Marketing Software Inbound Marketing with HubSpot Standard Page</p> <p>Show Pages Viewed - Sun Oct 7, 2012 at 6:32pm Page Type</p> <hr/> <p> Alpha Software Uses HubSpot Segmentation To Increase Conversions by 143% Blog Post</p> <p>Fri Oct 5, 2012 at 2:24pm Page Type</p> <hr/>
--	---

EMAIL HISTORY

☰ 10 List Memberships

✕ 3 Syncs

July 2012

✉ 5 Emails

🕒 1 Automation Event

✕ 3 Syncs

☰ 5 List Memberships



[\[Free eBook\] Optimize Landing Pages for Maximum Impact](#)

Wed Aug 8, 2012 at 7:42am



Delivered



[How to Use Pinterest for Business \[Complimentary Ebook\]](#)

Mon Aug 6, 2012 at 7:49am



Delivered



[\[Agency Ebook\] The Services your Agency Needs to Offer](#)

Thu Aug 2, 2012 at 6:28am



Delivered

[Show all 20 interactions from August](#)



[How to Generate Leads with Your HubSpot Trial](#)

Thu Jul 26, 2012 at 10:10pm



Opened



[Thanks for Being Part of The Science of Inbound Marketing](#)

Fri Jul 13, 2012 at 10:59am



Opened



[\[New Agency eBook\] How to Get Your New Clients Faster Results](#)

Thu Jul 12, 2012 at 8:07am



Opened

Matt Schnitt

[+ Add/Remove from Lists](#)[↔ Resync With Salesforce](#)[✉ Opt Out of Email](#)[✓ Close as Customer](#)[🗑 Delete](#)

First Touch

2 Years Ago

Last Touch

A Day Ago[Opened Email](#)

Lifecycle Stage

Customer

Since May 13, 2013

Starred

HubSpot Score: 70

Wistia video tracking!

[← Return to All Contacts](#)

Contact Details

Showing All 49 Interactions

Overview

Properties

Account

Lists

Property History

Workflows

Contact Research

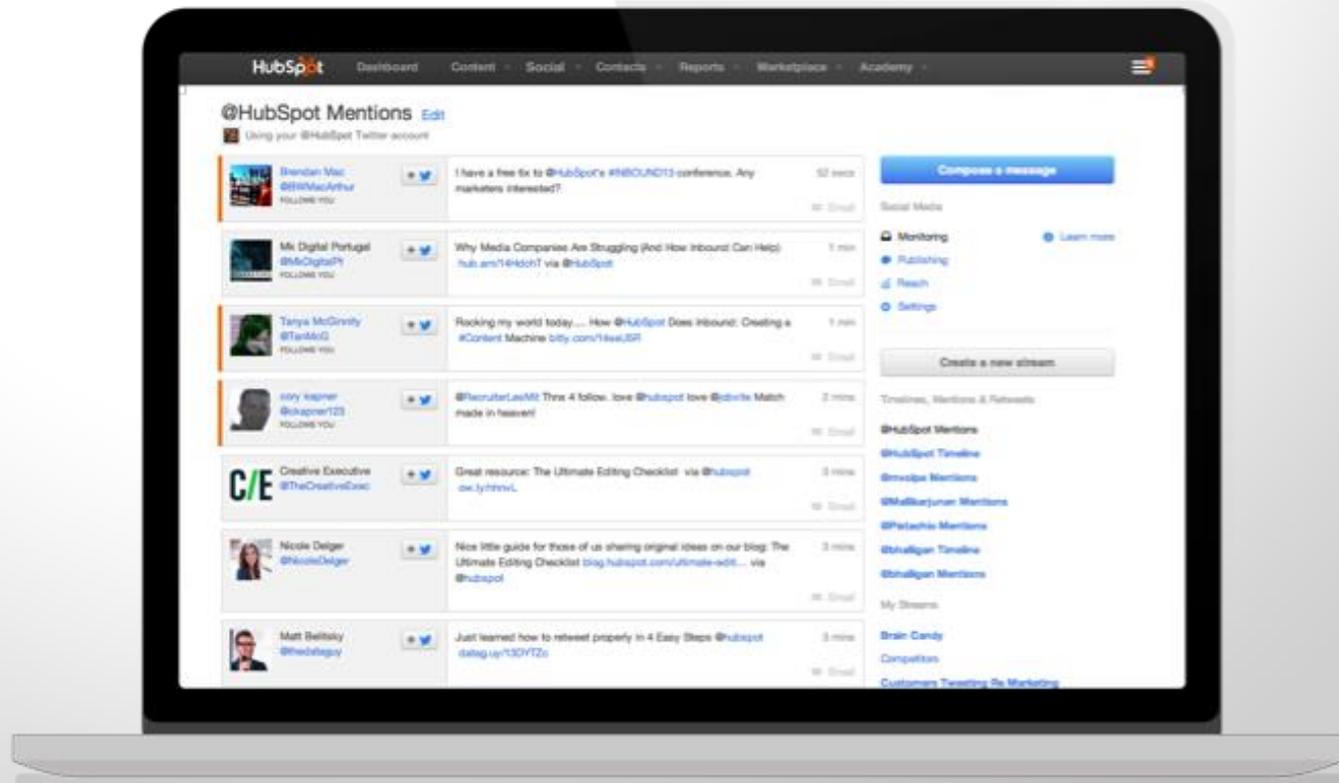
Search in Google

View in Salesforce

August

[▶ 5 Wistia Views](#)[📄 1 Form Submission](#)[✉ 3 Emails](#)[⚡ 2 Events](#)[🕒 1 Automation Event](#)[☰ 5 List Memberships](#)[↔ 2 Syncs](#)Watched [We Love Music](#) on your page.[Hide Thumbnail and Heatmap](#) - Thu Aug 15, 2013 at 11:20amWatched [We Love Music](#) on your page.[Show Thumbnail and Heatmap](#) - Thu Aug 15, 2013 at 9:15amWatched [We Love Music](#) on your page.[Show Thumbnail and Heatmap](#) - Thu Aug 15, 2013 at 8:55am

SOCIAL INBOX



SOCIAL MEDIA MONITORING USE CASE #1

Mentions of @MyYale

Using your @MyYale Twitter account



Roxanna Sarmiento
@miguelina



3,590
FOLLOWERS

1,054
FOLLOWING

Lifecycle Stage:

Lead

Website:

about.me/roxanna

Location:

Boston

[View HubSpot Contact](#)

@MyYale Ha! Thank you :) I just downloaded your guide.

Jul 25



2

Reply



Retweet



Favorited



Share



Email



Yale Appliance @MyYale

Jul 25

@miguelina Hi there, believe it or not we actually wrote an article about just that <http://t.co/SIXUdGNLDI> Happy to answer any questions!



Roxanna Sarmiento @miguelina

Jul 25

My oven died (FINALLY) and I'm debating between a GE and Electrolux induction range. Anyone have any experience with either brand?



Pat Palingo favorited this on Jul 26.

[Link to this message](#)

SOCIAL MEDIA MONITORING USE CASE #2

Back to: [Social Monitoring](#)

Edit your existing stream

Select whose tweets you'll monitor:

Your Contacts Database

Select a Smart List:

Newsletter (350 contacts)

Including these keywords: [suggestions](#)

travel x inbound, marketing,

Notify these recipients:

Select Some Options

Recipients will get emails as results are found.

Immediately 8 am 8 am & 4 pm

Name this stream:

Newsletter list mentioning Travel

[Update your stream](#) [Delete](#)

Updating your stream will archive all previously found tweets.



Newsletter list mentioning Travel [Edit](#)

Monitoring contacts using your @travel_luxe Twitter account

 123 FOLLOWERS 175 FOLLOWING 27 KLOUT Lifecycle Stage: Opportunity Website: travelcounsellors.co.uk/hilary.lopez View HubSpot Contact	 20-minute rickshaw journey costing £470 News Travel Trade Gazette tgdigital.com/news/the-20-mi... Agree price first, pay in cash;) 29 mins 0 Reply Retweet Favorite Share Email There are no interactions yet. Link to this message
 Is this the funniest complaint letter ever sent? travelmole.com/news_feature.p... via @TravelMole 2 hrs Email	
 #HongKong's art museum aims to rival #Tate and #MoMA travel.cnn.com/can-hong-kongs... via @cntravel #travel 10 hrs Email	
 RT @AFARmedia: Your ultimate guide to #traveling for the experience in 2013: ow.ly/nkgDS 10 hrs Email	

Timeline

[@travel_luxe](#)

[@travel_luxe](#)

Other Streams

[Blog Subscribers](#)

[Engaged Users](#)

[Engaged Users](#)

[Luxe Travelers](#)

[Luxe Travelers](#)

Twitter interactions data

Message Details



@HubSpot
Twitter

Message:

Grab these 20 free email marketing templates (valued at \$450) for free: <http://hub.am/UgvoZ5> Now through Jan. 30th!

Sent:

Jan. 22, 9:45 a.m.

Links:

<http://offers.hubspot.com/20-email-marketing-templates>

[← Return to Social Media](#)

Message details

Overview

Engaged Contacts 7

Actions

[View message on Twitter](#)

[Clone this message](#)

116

total clicks

7

engaged contacts

18

Twitter interactions

Most Recent Engaged Contacts [see all](#)

Contact	Email	First seen	-	Type
John Smith	john.smith@company.com	Today 3:44 pm		Lead
Jane Doe	jane.doe@company.com	Today 3:30 pm		Lead
Bob Johnson	bob.johnson@company.com	Today 2:51 pm		Lead
Alice Brown	alice.brown@company.com	Jan 17 8:55 pm		Lead
Tom Wilson	tom.wilson@company.com	Jan 14 3:00 pm		Lead

Twitter Interactions sorted by follower count

Twitter Retweets



Andrew Nickolaou @AndrewN85 follows you
retweeted to 2,172 followers

4h ago



Reply



Follow



Jennifer Lin @jaholin follows you
retweeted to 1,736 followers

4h ago



Reply



Follow



Red Mountain @redmountain4478 follows you
retweeted to 1,359 followers

3h ago



Reply



Unfollow

Personalized interactions.

Link to contact record to personalize response and/or enroll someone in a workflow (or add them to a list) based on their social interaction.

The screenshot displays a HubSpot contact record for 'Ryan'. At the top, there are action buttons: '+ Manage List Memberships', '<> Resync With Salesforce', '✉ Opt Out of Email', '✓ Close as Customer', and '🗑 Delete'. Below these, a summary bar shows 'First Touch: 2 Years Ago', 'Last Touch: A Day Ago' (with a 'Page View' link), and 'Lifecycle Stage: Customer' (with 'Since Nov 17, 2011').

The 'Starred' section contains four fields with star icons: 'Annual Revenue', 'businesstype', 'Company Name', and 'Number of Employees', each with an input field and an equals sign.

On the left sidebar, the 'Workflows' link is highlighted with an orange box. Other sidebar links include 'Return to All Contacts', 'Contact Details', 'Overview', 'Properties', 'Lists', 'Property History', 'Contact Research', 'Search in Google', 'View in Salesforce', 'Public Contact URL' (with a text input field containing 'https://app.hubspot.c'), and 'Contacts Settings'.

The main interaction history section shows 'Showing 309 Interactions' with a dropdown arrow and a settings gear icon. A summary for 'June' lists: 16 Events, 6 Emails, 10 Website Visits, 3 Form Submissions, 12 Automation Events, 25 List Memberships, and 4 Syncs. The interaction timeline includes: 'Viewed Product Pages' (Tue Jun 11, 2013 at 4:35pm), 'Viewed Blog.HubSpot.com' (Mon Jun 3, 2013 at 9:51am), and 'Landed on TYP' (Mon Jun 3, 2013 at 9:36am). A link 'Show all 32 interactions from June' is at the bottom.

“If we’re to be more human... shouldn’t we be more social?”



3 Partner Success Story:
JOHN BONINI, IMPACT BRANDING & DESIGN.
Twitter: @Bonini84

Marketing Performance in July



Visits

35,481 compared to 28,436

↑ Ahead 24.77% (7,045)

3.85%

Leads

1,367 compared to 869

↑ Ahead 57.31% (498)

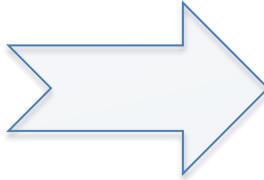


Home Connect Discover

IM **IMPACT Branding**
View my profile page

20,765 TWEETS 21,599 FOLLOWING **28,395** FOLLOWERS

Compose new Tweet...



Interactions

1 new Interaction

- 

Nicole Gates @npgates_24
Proving the ROI of Inbound Marketing buff.ly/168Pnuf "No fairytales, just the facts." via @Impactbnd

[View media](#)

14m
- 

Dan MacAdam @DTMacAdam
Creating an Inbound Marketing Campaign People Will Love by @carolyn_mariee (via @ImpactBND): gag.gl/Ur94Q

Expand

16m
- 

Megan Murphy @MurphyMeg23
Creating an Inbound Marketing Campaign People Will Love by @carolyn_mariee (via @ImpactBND): gag.gl/Ur94Q

Expand

17m
- 

Ryan Beale @RBeale
Creating an Inbound Marketing Campaign People Will Love by @carolyn_mariee (via @ImpactBND): gag.gl/Ur94Q

Expand

18m
- 

Newsmaker Group PR @NMGPR
RT @impactbnd: 5 Tips to Ensure #Video Marketing Success goo.gl/fb/6us1U #inboundmarketing #inboundmarketing

Expand

18m
- ★ **Scott Wasserman** favored your Tweet

12m: Your #valueproposition is the first thing a visitor sees. bit.ly/14gJ8We Eliminate vanity and fluff. Get right to the point.



10m
- 🐦 **Matei Corina** and 18 others followed you



19m
- 

Kelsey @kelseynerberg
Creating an Inbound Marketing Campaign People Will Love by

28m

Solution

Lists Organize and segment your contacts [Tutorial](#)

What's the name of this list?

Which contacts should be in this list?

Include contacts who meet all of these requirements:



Contact Property	leadstatus	is equal to	Qualified x	+ -
Contact Property	Lifecycle Stage	is none of	Customer x Opportunity x	+ -

+ Add another rule

to add contacts to this list who meet a different set of requirements

Save list



The Solution.

Easily filter through the noise.

Identify most important conversations.

Prospecting tool.

One-on-One lead nurturing.

[Back to: Social Monitoring](#)

Create a new stream

Select an account:

@Impactbnd

Select whose tweets you'll monitor:

All of Twitter

A Twitter List

A Contact List

Select a Smart List:

Lifecycle - All Qualified Leads (615 contacts)

Including these keywords:

[suggestions](#)

@impactbnd x

[More options](#) ▼

Email these recipients:

Select Some Options

Recipients will get emails as results are found.

Immediately

8 am

8 am & 4 pm

Name this stream:

HubSpot Social Inbox Stream

Create



Qualified Leads [Edit](#)

 Monitoring 1,273 contacts using your @Impactbnd Twitter account

 <p>Peter Caputa @pc4media FOLLOWS YOU</p>	<p>8 Effective Tips to Reduce Your Bounce Rate (via @ImpactBND): gag.gl/ydlIR</p> <p>0 Reply Retweet Favorite Share Email</p> <p>There are no interactions yet.</p> <p>Link to this message</p>	<p>6 hrs</p>
<p>6,187 FOLLOWERS 4,840 FOLLOWING 62 KLOUT</p> <p>Lifecycle Stage: Other</p> <p>Salesforce Owner: Bob Ruffolo</p> <p>Company: HubSpot</p> <p>Website: collaborativegrowthnetwork.com</p> <p>Location: Worcester, MA</p> <p>View HubSpot Contact</p> <p>View in Salesforce</p>		

 <p>Steve Smith @EquipmentFXguy FOLLOWS YOU</p>	<p>The Power of Customer Service Through Social Media - impactbnd.com/the-power-of-c...</p> <p>Email</p>	<p>6 hrs</p>
---	--	--------------

 <p>Julie Ann Ehrke @julieehrke</p>	<p>"As with any relationship, the market favors those who give more value than they ask for in return." @lesliebradshaw via @impactbnd</p> <p>Email</p>	<p>7 hrs</p>
---	---	--------------

 <p>George B Thomas @bigeasy_wbd FOLLOWS YOU</p>	<p>RT @Impactbnd: A website has ten seconds to capture a visitor's attention before losing them forever. Keep them engaged with an introductory video.</p> <p>Email</p>	<p>22 hrs</p>
--	---	---------------

 <p>Litchfield Builders @LitchfieldBldr</p>	<p>Our redesign is getting noticed! Thanks for the mention @impactbnd! hub.am/1fOv1hb</p>	<p>Sep 9</p>
---	---	--------------

[Compose a message](#)

Social Media

- [Monitoring](#) [Learn more](#)
- [Publishing](#)
- [Reach](#)
- [Settings](#)

[Create a new stream](#)

Timelines, Mentions & Retweets

@Impactbnd

- [Timeline](#)
- [Mentions](#)
- [Retweets](#)
- [Sent](#)

My Streams

- [#INBOUND13](#)
- [#inboundevents](#)
- [#inboundmarketing](#)
- [#marketingrockstar](#)

Qualified Leads

Other Streams

- [#closeinboundleads](#)
- [INBOUND 2013 Attendees](#)
- [INBOUND 2013 Speakers](#)



“I can't wait to get a lead nurturing email today....”

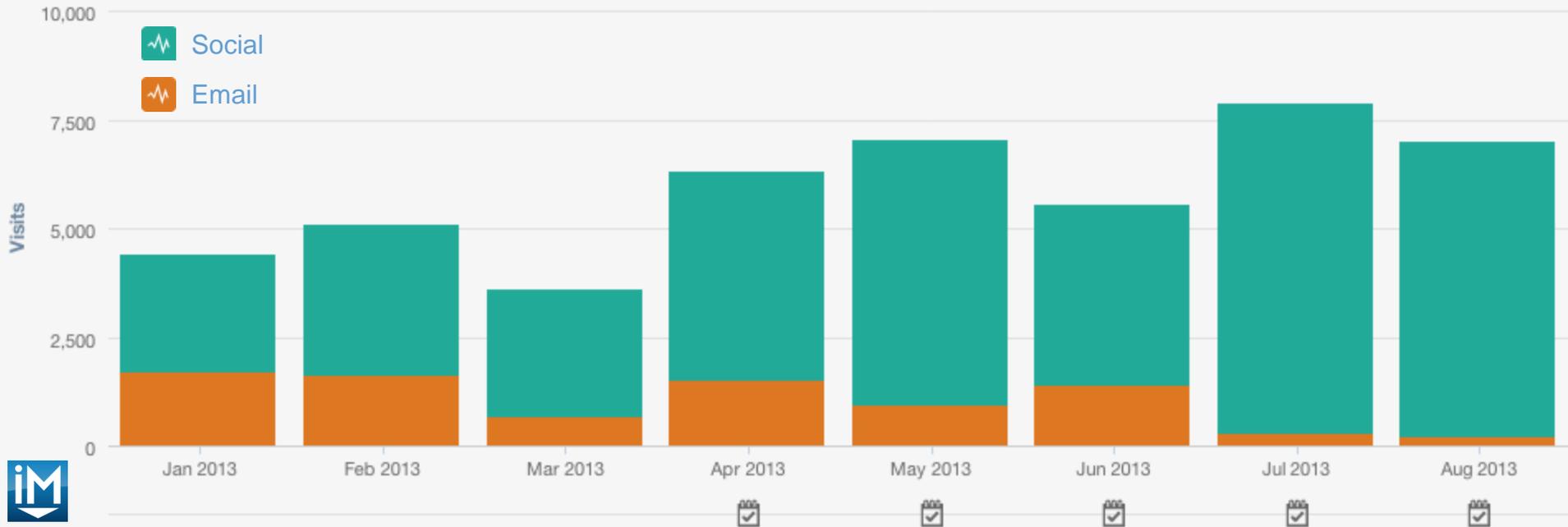
-said by no one, ever

Visits

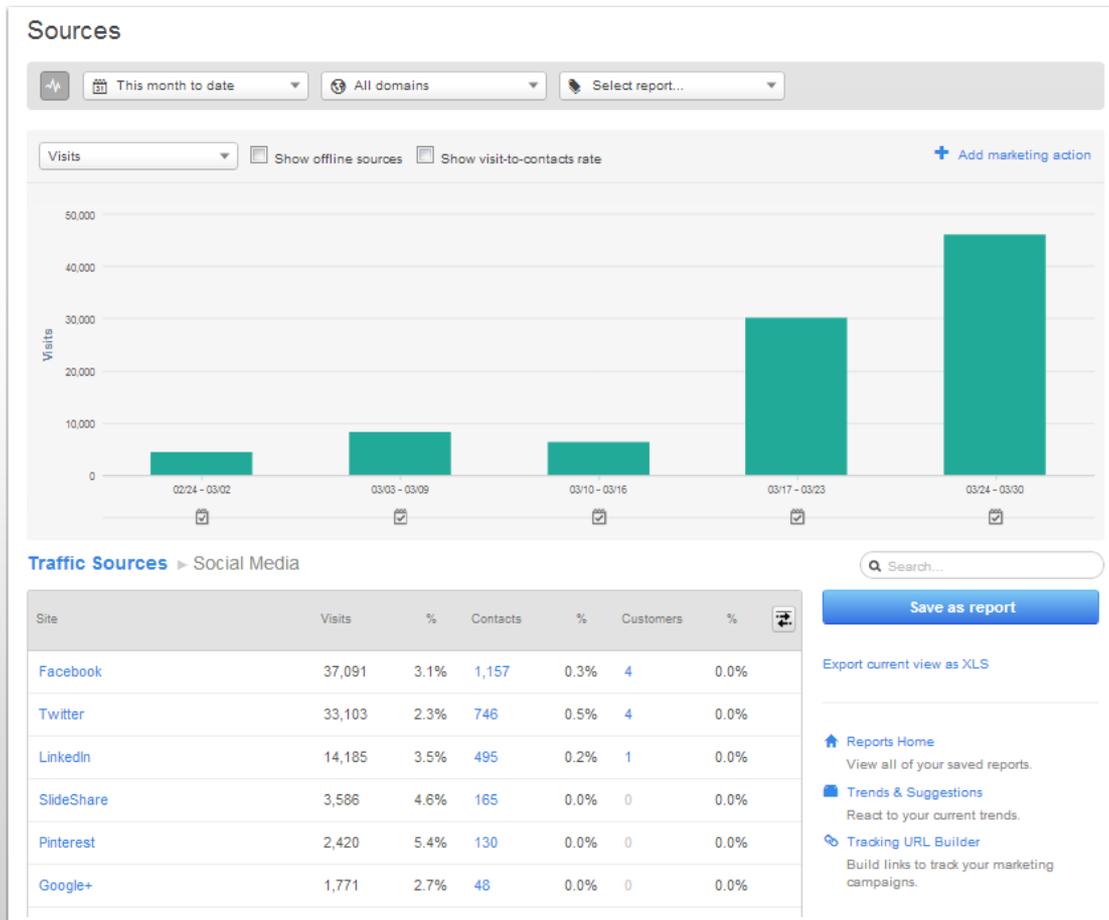
Show offline sources

Show visit-to-contacts rate

+ Add



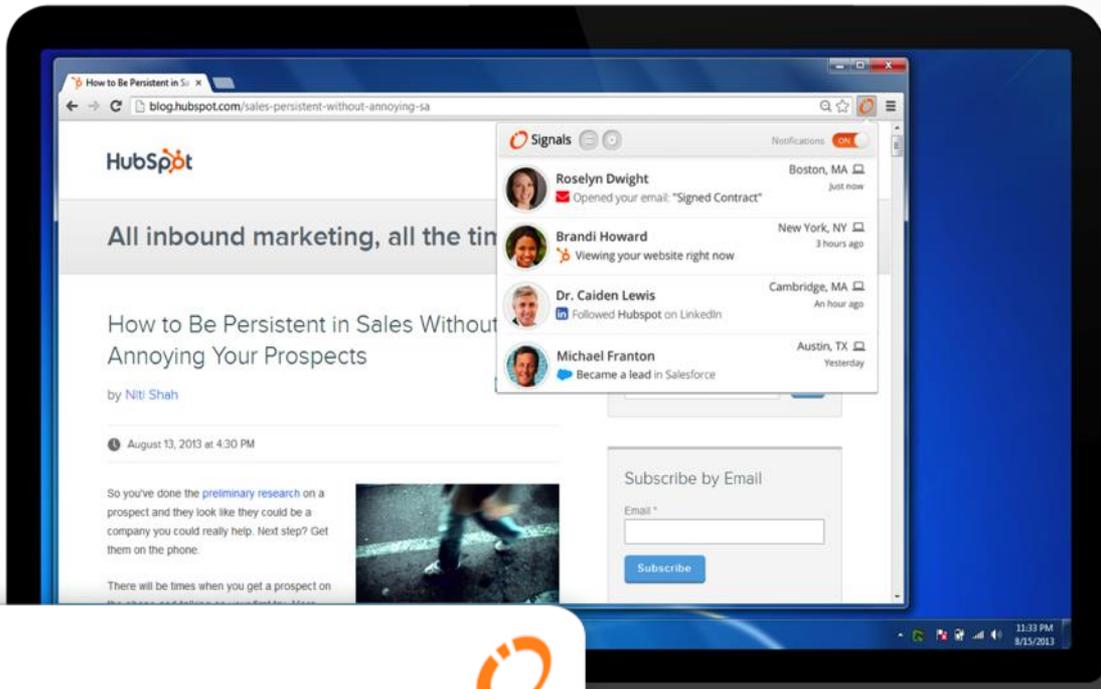
Track your social visits, leads & customers



Growth only
occurs when lead
management is
taken as seriously
as lead
generation itself.

@Bonini84





Chad Miller



Opened your email "Following up"



How an Outbound Trained Sales Person Prospects an Inbound Lead

Voicemail #1: 5/27 at 3 PM

"Hi Mark. This is John from XYZ Company. We help sales executives streamline their closing process with our state of the art electronic signature technology. Are you free at 1 PM tomorrow to discuss?"

Voicemail #2: 5/29 at 2 PM

"Hi Mark. This is John from XYZ Company. We help sales executives streamline their closing process with our state of the art electronic signature technology. Are you free at 1 PM tomorrow to discuss?"

Voicemail #3: 6/1 at 4 PM

"Hi Mark. This is John from XYZ Company. We help sales executives streamline their closing process with our state of the art electronic signature technology. Are you free at 1 PM tomorrow to discuss?"



"Hi Mark. This is John from XYZ Company. We help sales executives streamline their closing process with our state of the art electronic signature technology. Are you free at 1 PM tomorrow to discuss?"

6/4 at 3 PM

How an Inbound Trained Sales Person Prospects an Inbound Lead

5/27 at 7 AM

"Hi John. This is Mark from HubSpot. I noticed you downloaded our eBook on B2B Lead Generation through Facebook. I took a look at your company Facebook presence and had two quick ideas to run by you. I will email them to you now. Let me if you would like to go over them."

5/29 at 6 PM

"Hi John. This is Mark from HubSpot. I found a case study of one of you customers that is in your industry that increased their lead flow by 50% using Facebook. I will email you the case study and am happy to walk you through their process when you have a moment."

6/1 at 12 PM

"Hi John. This is Mark from HubSpot. I actually ran your marketing grader report side by side with the HubSpot customer in your vertical. The report yields a few additional opportunities for lead generation in social media. I'll email you the report now and am happy to walk you through it."



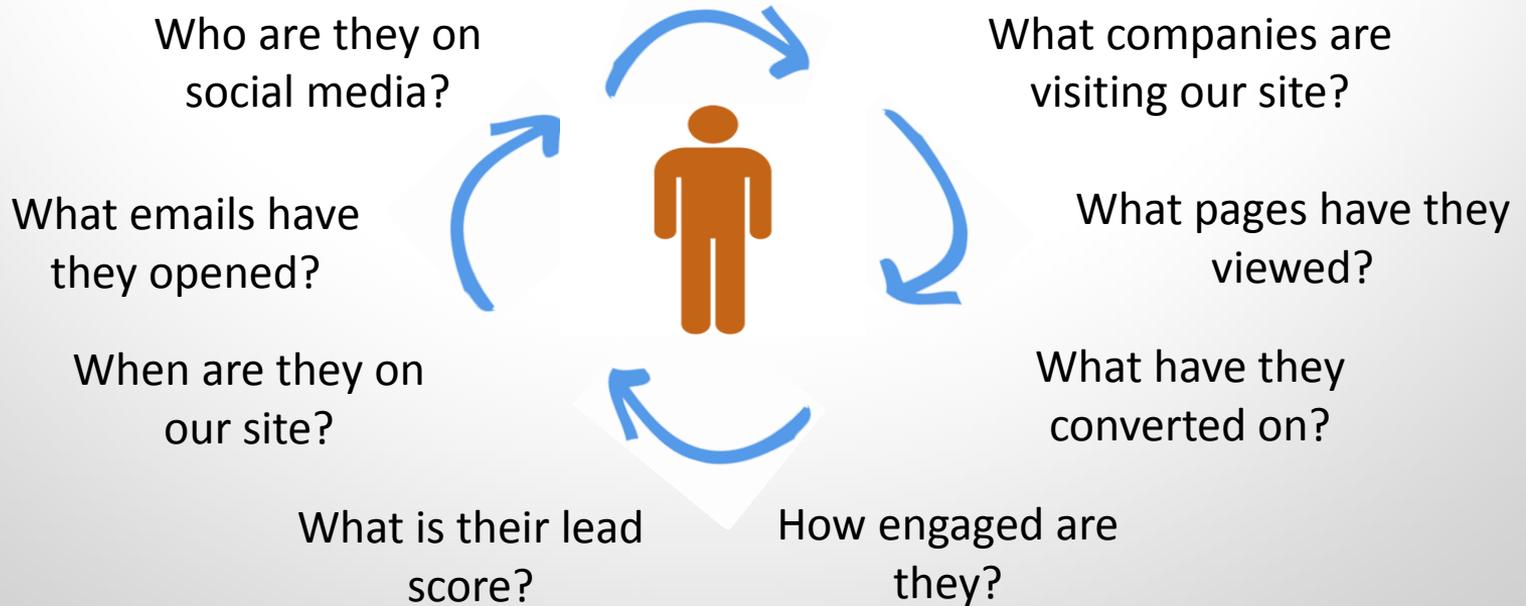
#4

"Hi John. This is Mark from HubSpot. I have not heard back from you so I am going to assume that generating more leads through social media in 2013 is no longer a priority. Call me anytime if things change."

6/4 at 10 AM

Empower Your Sales Team

360° View of Your Leads



Signals

A free tool for salespeople from HubSpot

getsignals.com

 Signals

 **Elias Torres** just now
 Opened your email: Promotional Offer

 **Brian Halligan** 5 mins ago
 New Salesforce lead: [brian.halligan@hubsp...](mailto:brian.halligan@hubspot.com)

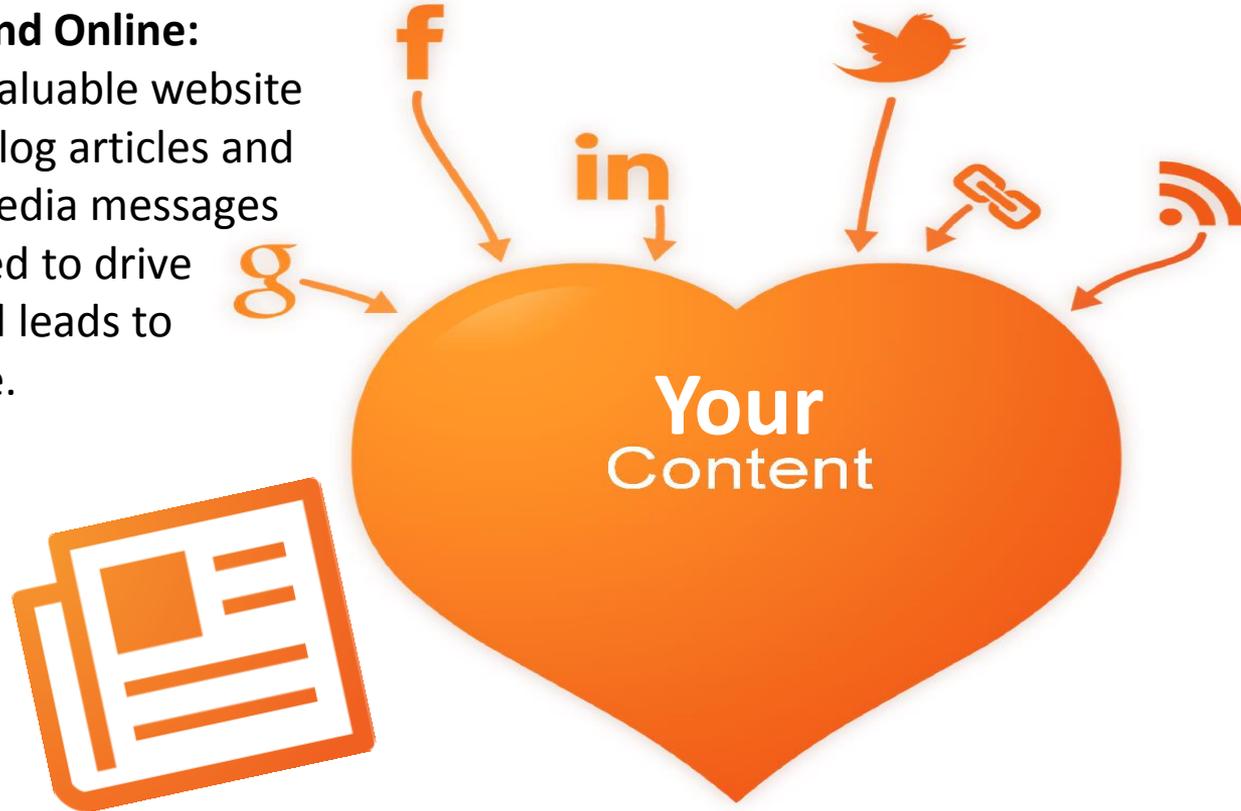
 **Dharmesh Shah** 11 mins ago
 Viewing Pricing Plans

FINAL THOUGHT

Transform your marketing into something people LOVE

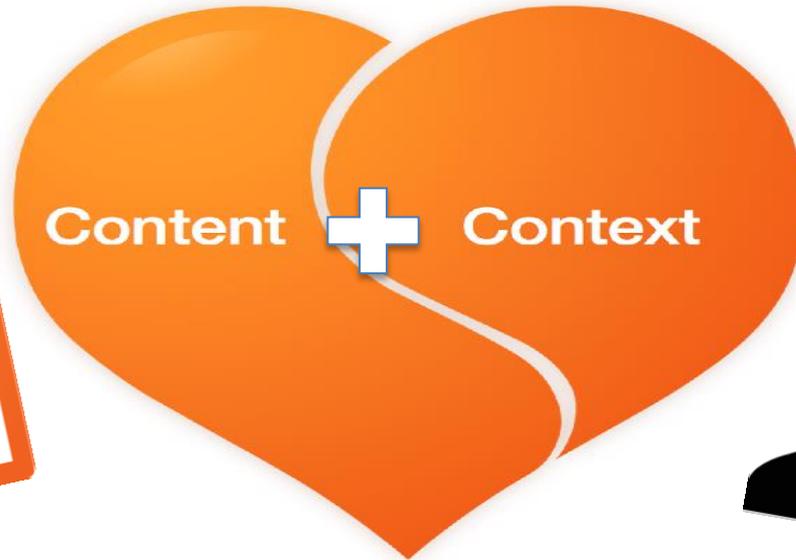
Get Found Online:

Create valuable website pages, blog articles and social media messages optimized to drive qualified leads to your site.



Transform your marketing into something people **LOVE**

Get Found Online



Understand Your Buyers:
Personalize your marketing through a deep understanding of their needs to pull leads through your sales funnel faster.



CO-CREATE MARKETING STARRING THE CUSTOMER, AND EVERYBODY WINS



Do you guarantee it
will work for US?



4

“What’s the next step?”

...FREE STUFF!

FREE RESOURCES



- 1 Complete Copy of Today's Presentation
- 2 Buyer's Journey Matrix & Content Audit Spreadsheet
- 3 Inbound Marketing Certification Program
- 4 All HubSpot Partner Broadcast Episodes On Demand
- 5 Free Developer Account of HubSpot
- 6 Free Beer With ME @ HubSpot!

Where do I download?

Visit this link:

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THANK YOU.



QUESTIONS?





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