Marketing technology in an increasingly

world.

The Startup Code 2016
MIT Marketing Conference
Cambridge MA
Jan 26th, 2016

Nick Salvatoriello

VP of Client Success @IMRCorp

imrcorp.com/our-team

HubSpot Accredited Trainer

nicksalinbound.com

@NickSalinbound

THE OBJECTIVES

1. Understand what “inbound” is
2. Understand how it works
3. Get started (FREE STUFF!)

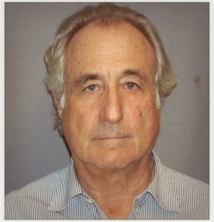
1 WHAT IS INBOUND?

MARKETING HAS A lovability PROBLEM.

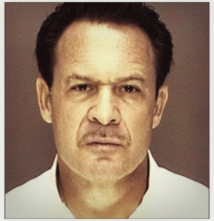
Car Salesman

Lobbyists

Marketers



Stockbrokers



Lawyers

Less Lovable

More Lovable

The way we live has changed.

	1990	2000	2010
Hours Worked	9-5	8-6+	Whenever
Office	4 Walls	Open Cubicles	iPhone
Internet	None	Email & Web Research	Everything in the Cloud
Learn About Products	Tradeshows, Ads, Print Publications, Sales Reps	Tradeshows & Google	Social Media, Google, Freemium
Buying Process	Sales Rep in Office & Golf Course	Sales Rep on Phone / Web	No Sales Rep

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

The customer is in control.

“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 and instead **be** what people are interested in.”

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

In order to attract customers, marketers have to provide them with something they will love.

Marketing people love.

TRADITIONAL

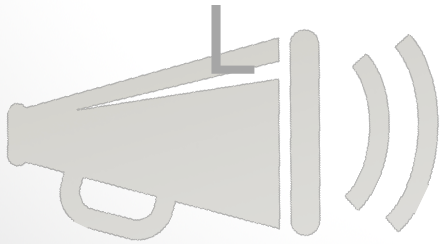
Cold Calling
Cold Emails (SPAM)
Interruptive Ads
Marketer - Centric

VS.

INBOUND

SEO
Blogging
Attraction
Customer - Centric

TRADITIONA



Cold Calling
Cold Emails (SPAM)
Interruptive Ads
Marketer - Centric

VS.

INBOUND

SEO
Blogging
Attraction
Customer - Centric

MARKETING PEOPLE LOVE

AMERICAN 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.

ENTRIES DUE MAY 10 - 24, 2013

1. Welcome NM.mov
2. Equipment NM.mov
3. Ingredients NM.mov
4. Recipes NM.mov

BREWER LOGIN

Have an Account? Log in here

Enter Your Email

Password

Forgot your password?

LOGIN

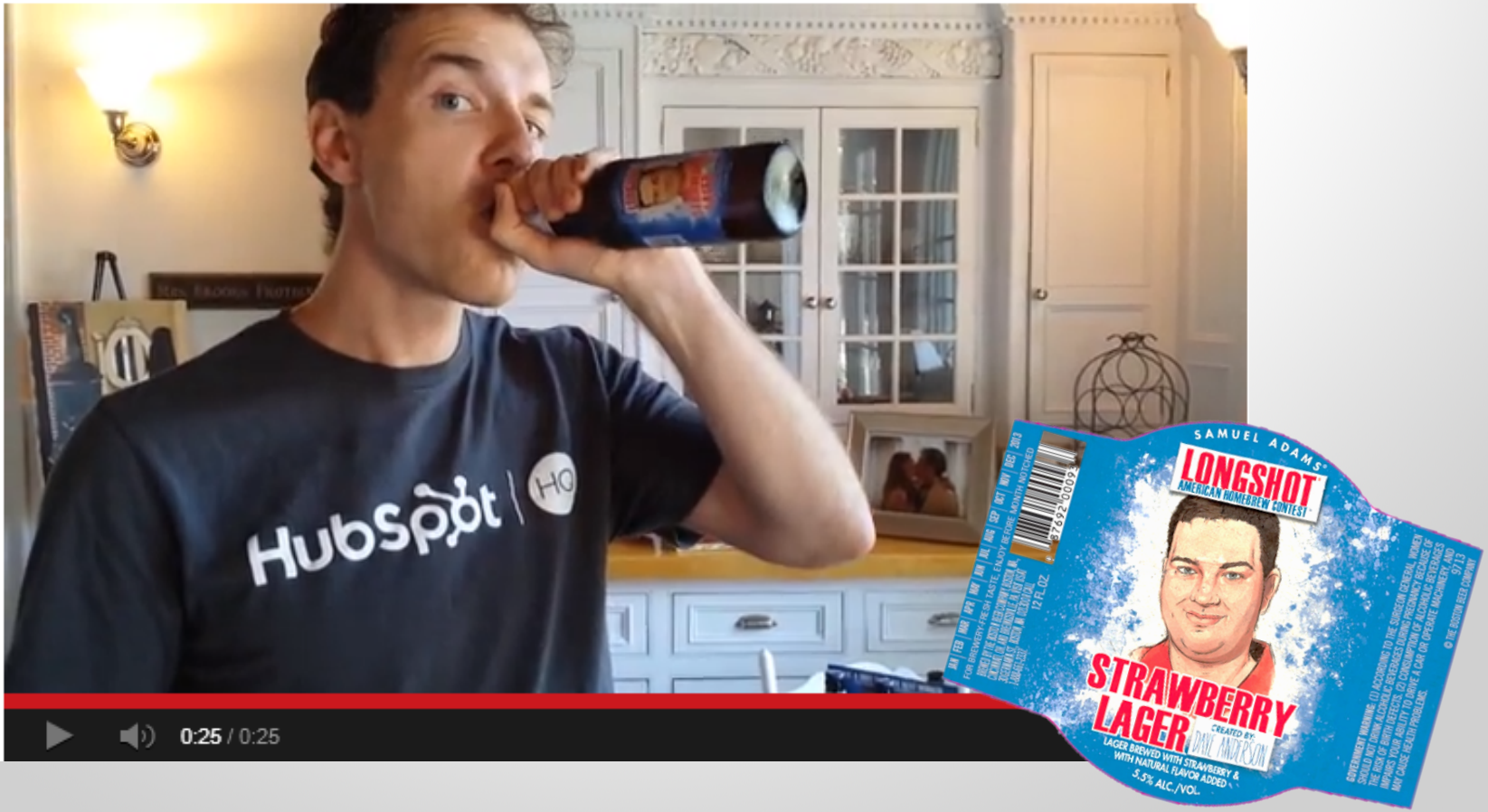
Not A Member?

Cre ccount to enter a Contest

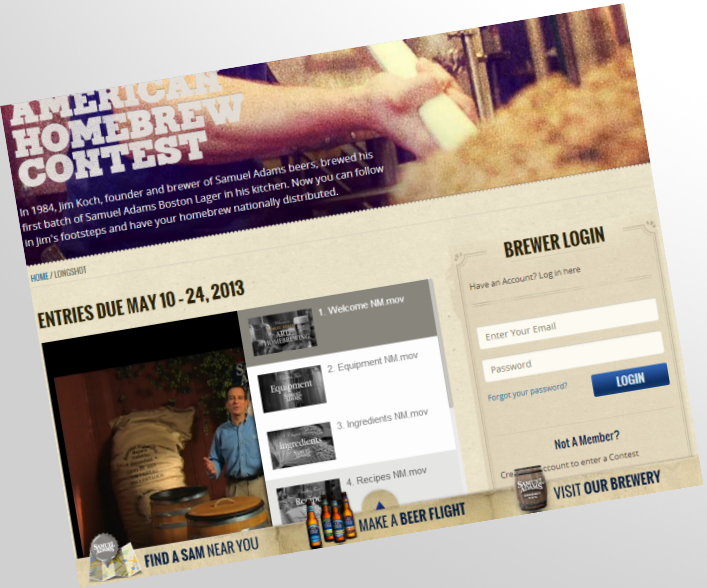
FIND A SAM NEAR YOU

MAKE A BEER FLIGHT

VISIT OUR BREWERY


Hubspot
0:25 / 0:25
SAMUEL ADAMS
LONGSHOT
AMERICAN HOMEBREW CONTEST
STRAWBERRY LAGER
CREATED BY: DAVE ANDERSON
LAGER BREWED WITH STRAWBERRY & WITH NATURAL FLAVOR ADDED
5.5% ALC./VOL.

CUSTOMER = HERO
BUSINESS = MENTOR
MARKETING PEOPLE LOVE!



1.5 “Yeah but…why is NICK here?”

DJ
SAL

1/30/2006

A brief history on HubSpot

Hires
Nick Sal

$32million in funding

salesforce
Google ventures
SEQUOIA CAPITAL
THE ENTREPRENEURS BEHIND THE ENTREPRENEURS

HubSpot founded

MIT Massachusetts Institute of Technology

Acquires
Performable
oneforty.

$35million in funding

Inc. 500 Named #2 Fastest Growing Software Company

Number of HubSpot Customers

3
48
317
1,150
3,855
5,961
8,440
8,800+

2006
2007
2008
2009
2010
2011
2012
2013

MECHANICA
GAME CHANGER
MECHANICA
Cassidy Turley
communispace
BABSON
SHE'S ON FIRE
HubSpot
DISRUPTOR
50 ON FIRE
POWERED BY
brandnetworks

HUBSPOT PARTNER BROADCAST.

September 5th, 2013

CRUSHING IT WITH HUBSPOT'S ALL-NEW "COS"

@alanperlman
@nicksalinbound
@albiedrzycki
#HubSpotting

bluleadz
INBOUND MARKETING

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MARKETING RESOURCES

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INBOUND UNIVERSITY

WELCOME

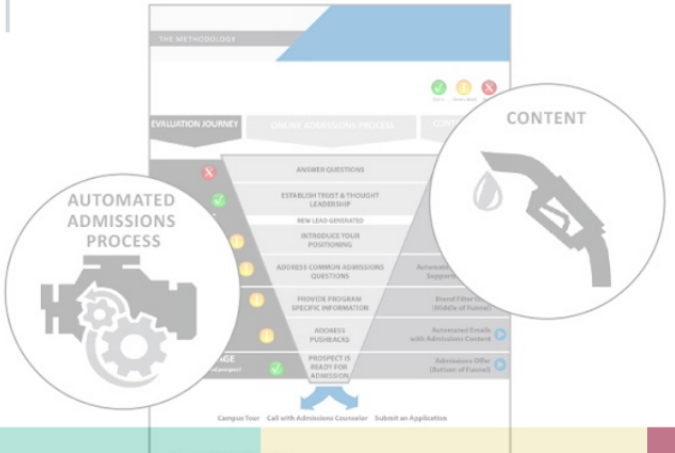
Welcome to your Content Marketer's Bluep
about the prospective students you are try
them into qualified applicants. We took tha
Your online admission engine is designed to
for at each stage of their "evaluation journe
admissions engine can be improved over ti

On the next page you will find a clickable a
the 6 sections of the blueprint. On the left
prospective student goes through before su
will see the specific content assets that ma
valuable and relevant information to prosp

This blueprint outlines an engine that will n
and more measurable. Ongoing content cre
prospective students.

"HubSpot has been transformational for our company. For the first time since 2008, our business is growing!"

Kevin Jorgensen
Owner
Innovative Marketing Resources



INBOUND UNIVERSITY

THE METHODOLOGY

Got It
Needs Work
Need It

CONTENT ASSETS

Blogging

Premium Content (Top of Funnel)

Information qualified prospect

INTRODUCE YOUR POSITIONING

ADDRESS COMMON ADMISSIONS QUESTIONS

Automated Emails with Supporting Content

CONSIDERATION STAGE
Marketing qualified prospect

PROVIDE PROGRAM SPECIFIC INFORMATION

Branded Premium Content (Middle of Funnel)

ADDRESS PUSHBACKS

Automated Emails with Admissions Content

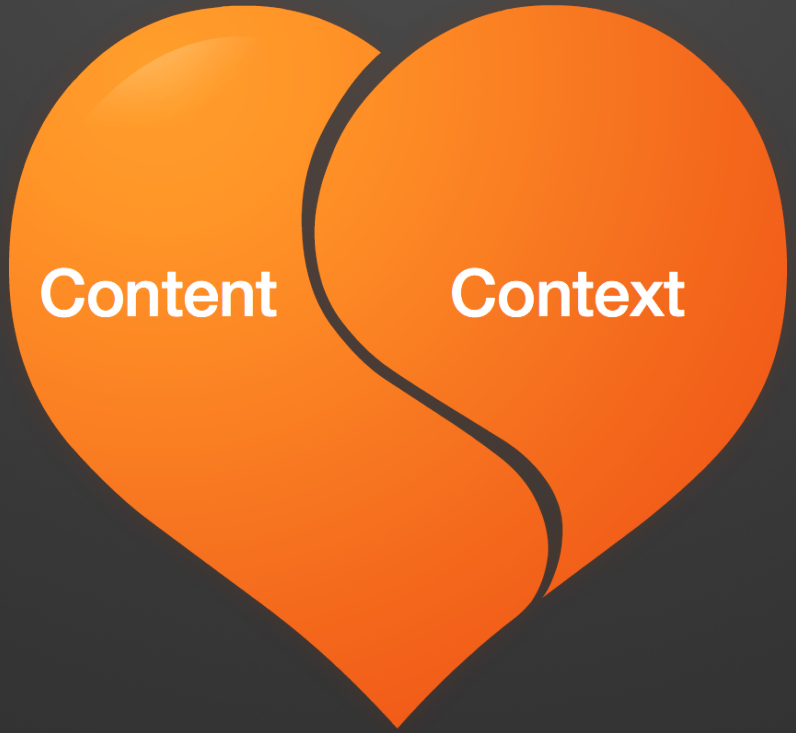
DECISION STAGE
Admissions qualified prospect

PROSPECT IS READY FOR ADMISSION

Admissions Offer (Bottom of Funnel)

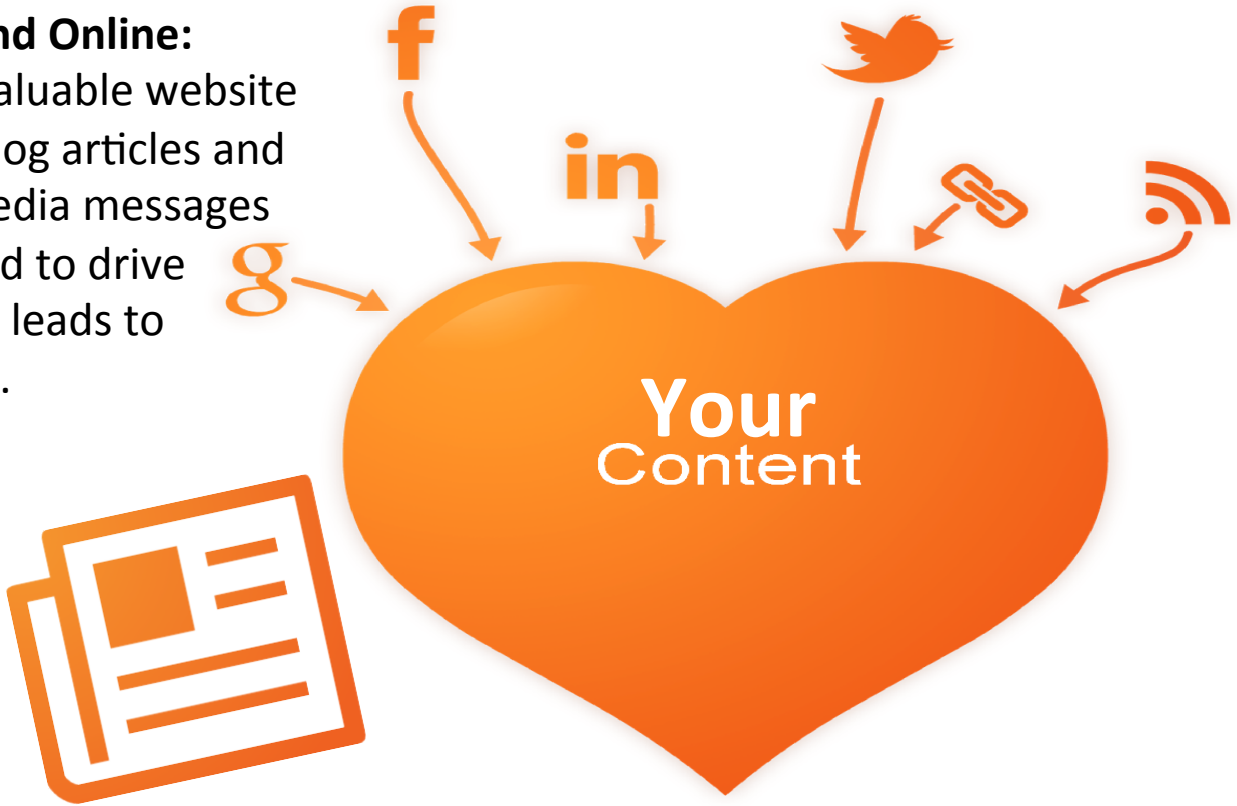
2 HOW DOES IT WORK?

Inbound Marketing = Content + Context



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.

What we want people to do.

What people need to do.

In other words, we need a plan.

Building the content + context gameplan:

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

Understand your persona's
JOURNEY....

THE BUYER'S JOURNEY

Prospect is researching their needs

Prospect is compiling a list of options

Prospect is looking to make a final decision.

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

Putting Content in *Context* w/Buyers Journey:

- Analyst reports
- Research reports
- eBooks
- Editorial content
- Expert content
- Whitepapers
- Educational Content

- Comparison
- Whitepapers
- Expert guides
- Live interactions
- Webcast
- Podcast
- Video

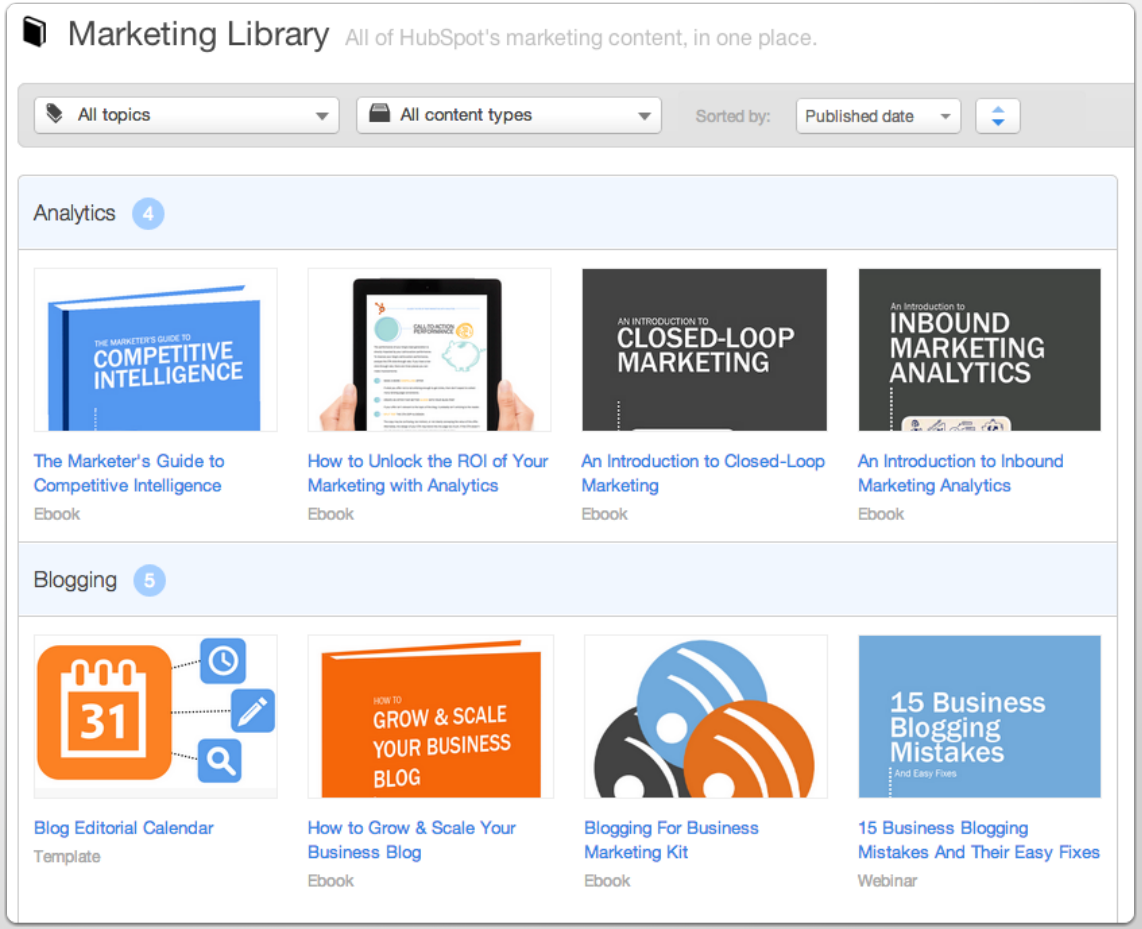
- Vendor comparison
- Product comparison
- Case studies
- Trial download
- Product Literature
- Live demo

Buyer's Journey

HubSpot

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	Analyst reports Research reports eGuides & eBooks Editorial content Expert content White papers Educational content	Comparison white papers Expert Guides Live interactions Webcase/podcast/video	Vendor comparisons Product comparisons Case Studies Trial Download Product Literature Live Demo
Key Terms	Troubleshoot Issue Resolve Risks Upgrade Improve Optimize Prevent	Solution Provider Service Supplier Tool Device Software Appliance	Compare Vs. versus comparison Pros and Cons Benchmarks Review Test

Make your ebooks and webinars the best offers for potential customers in your industry.



174
Like
498
Tweet
50
+1
306
Share

actual experience. That's the VIP status that everyone wants to have, but almost nobody has the money to afford. Virgin making everyone feel like they're entitled to that kind of swanky flying experience -- and then actually dleivering it -- it totally lovable. Who doesn't want to feel like the belle of the ball?

I guess it's not that hard to create lovable marketing when your product and service is lovable. You don't have to spin anything, you can just ... show people what you do!

What other companies produce marketing that people love?

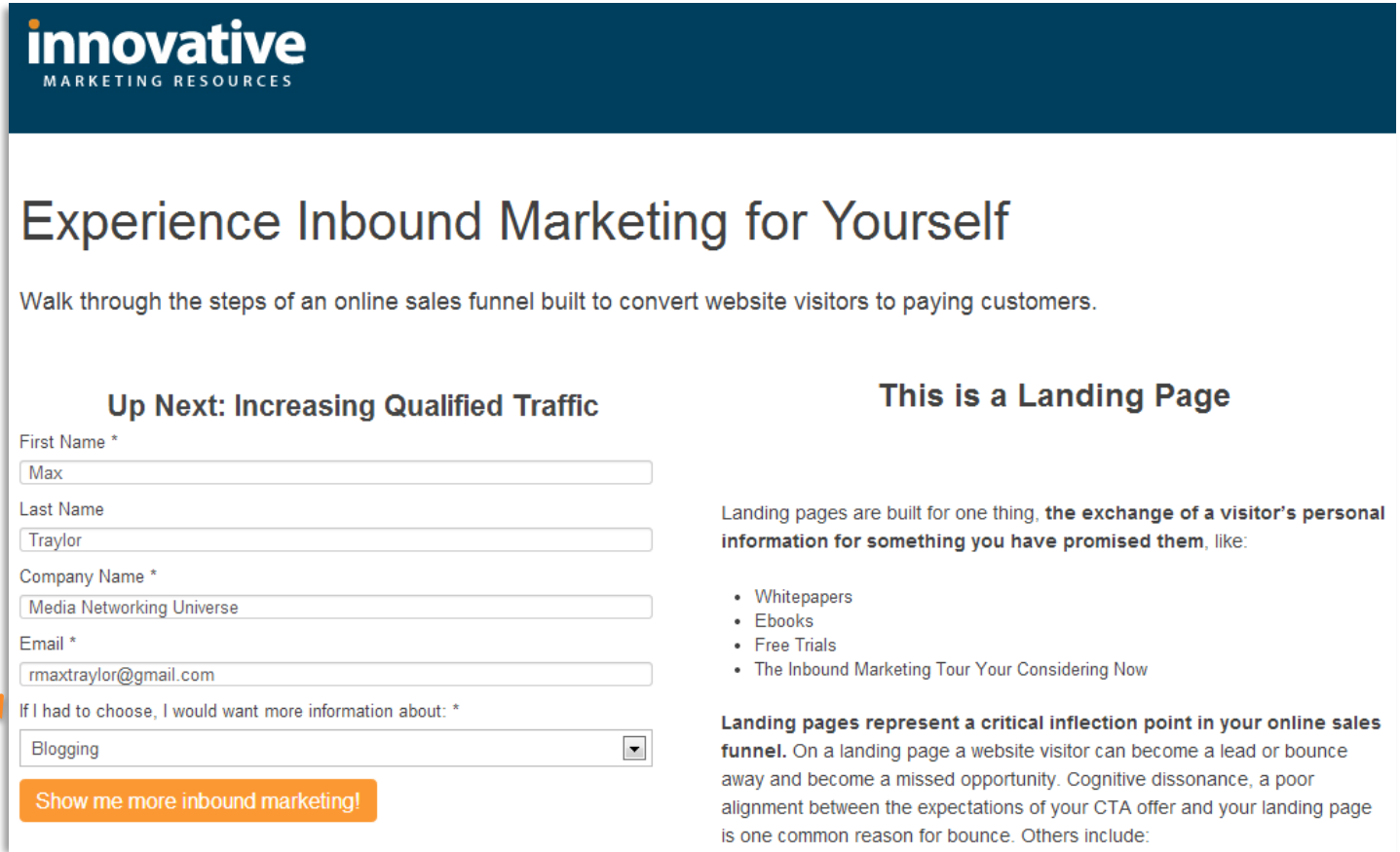
Image credit: heyFilbert

Like what you've read? Click here to subscribe to this blog!

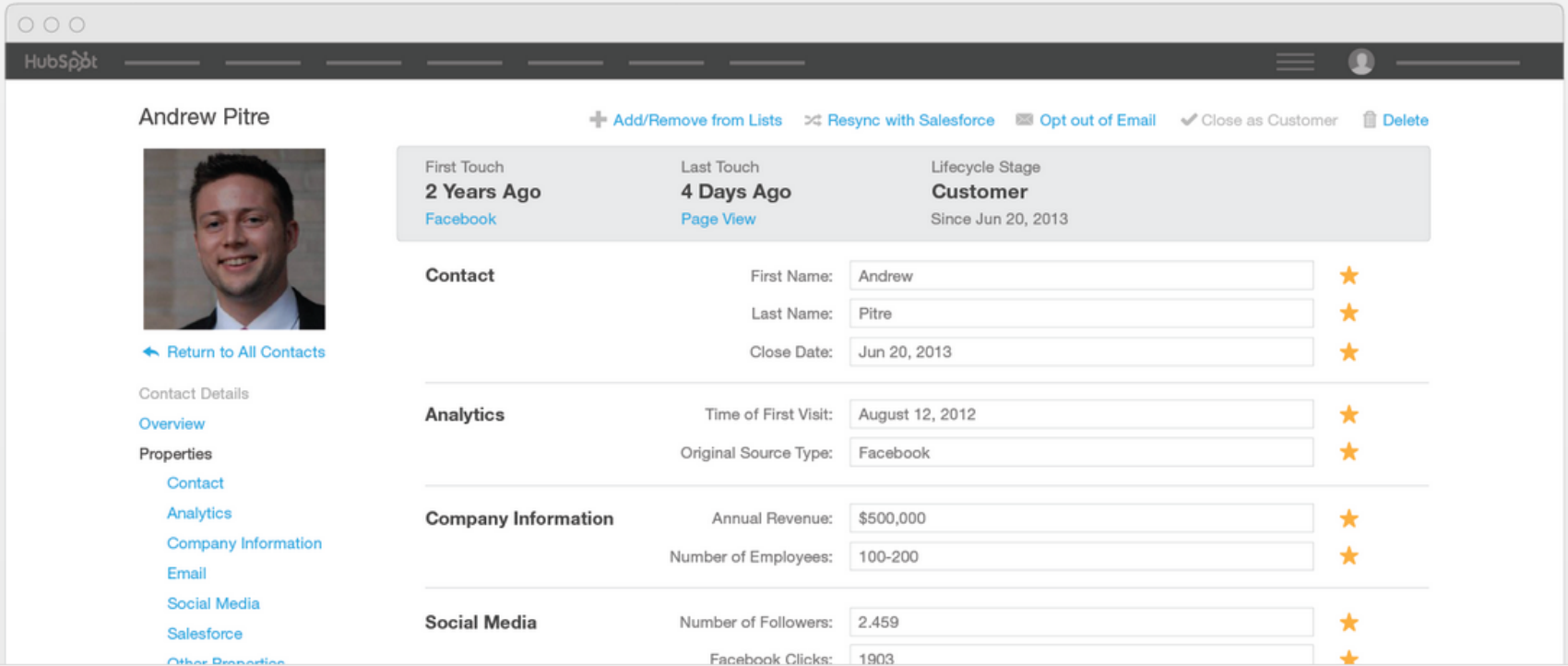
COMMENTS

I really enjoyed this post. It shows that great marketing brings some human element to the

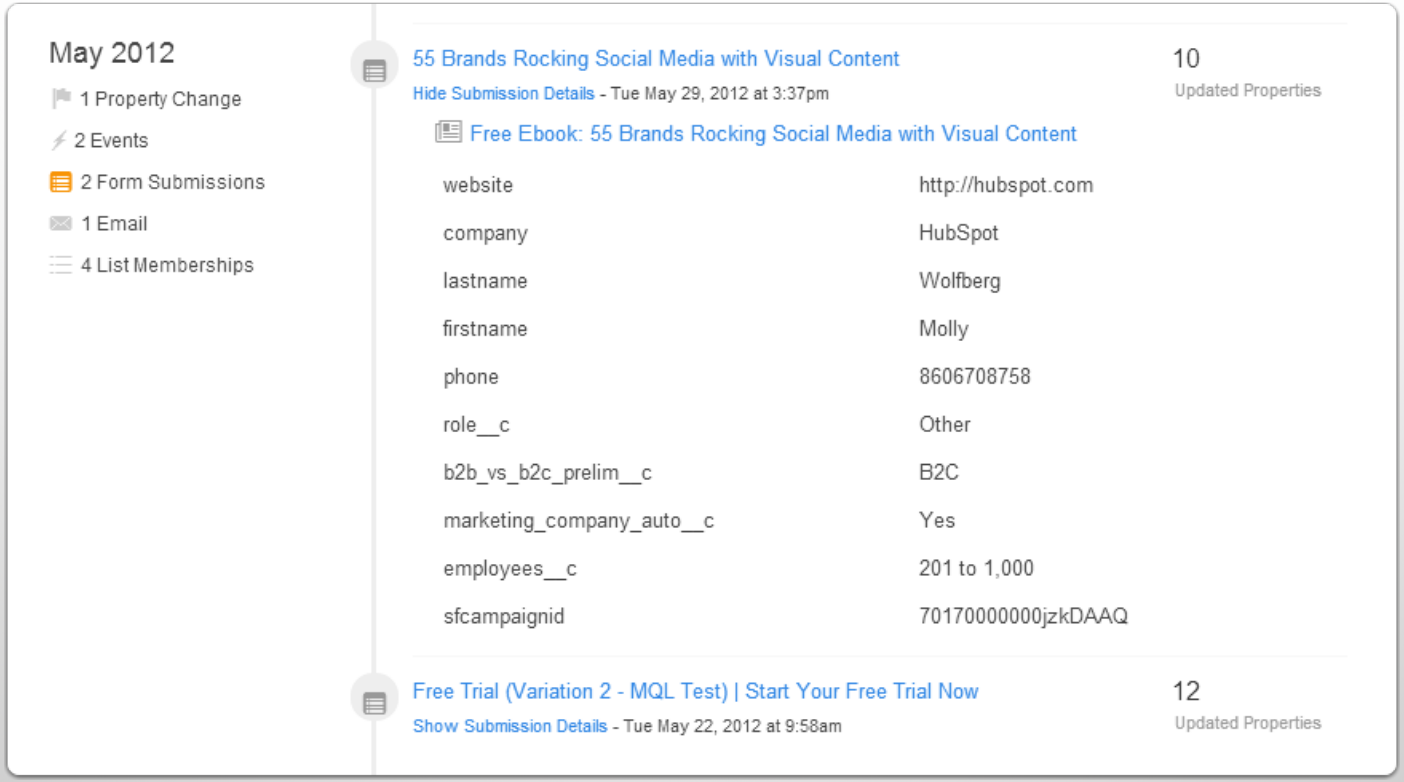
Downloadable offer page with personalized “choose your interest” form:



ALL LEAD DATA GATHERED IN CENTRALIZED CONTACT PROFILE

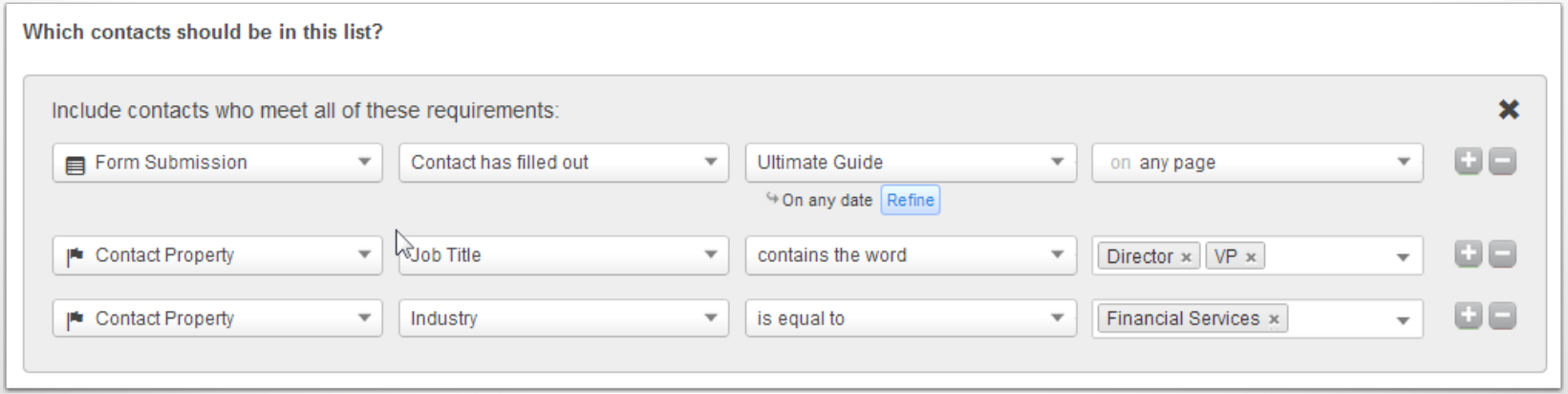


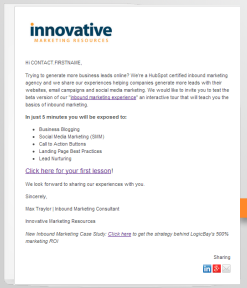
LANDING PAGES + FORM DATA



“What’s the next step?”

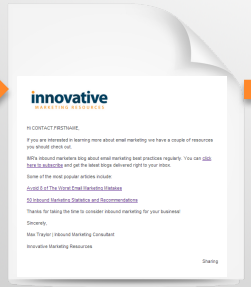
Use timely, personalized email flows





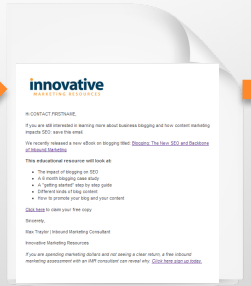
Day 1

Day 5



Day 15

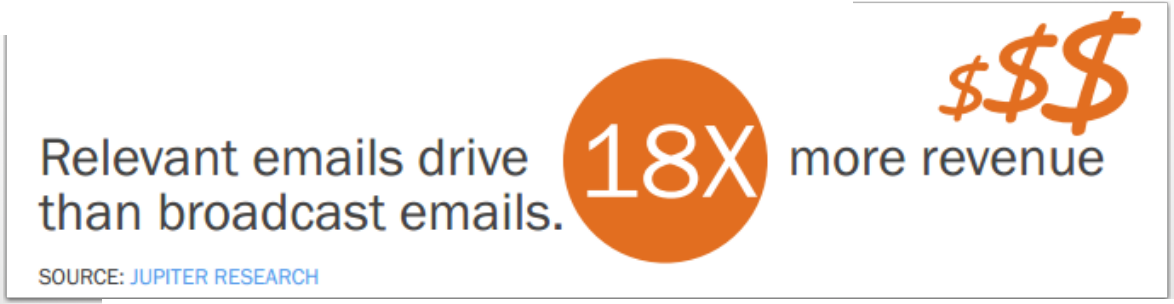
Day 33

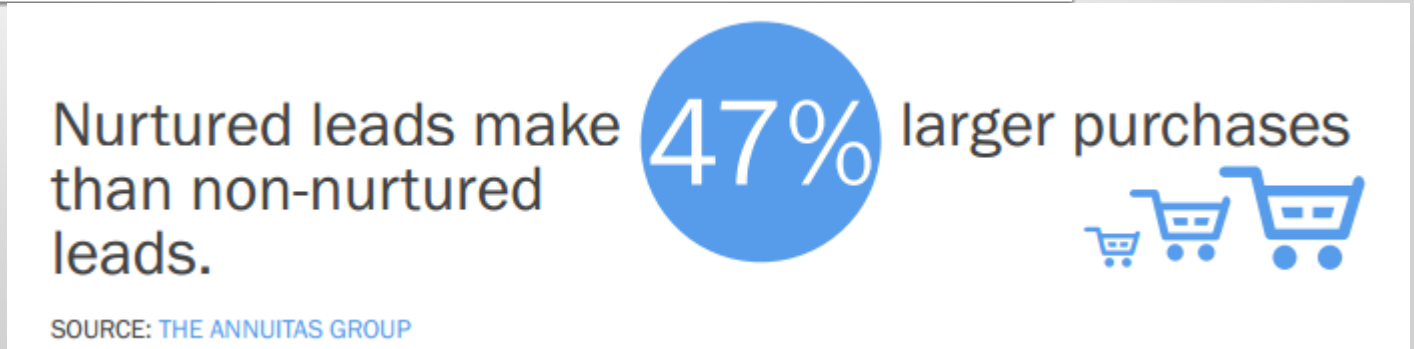


Day 60

GOAL

(THE GOOD KIND OF MARKETING AUTOMATION)





An “Inbound” email case study

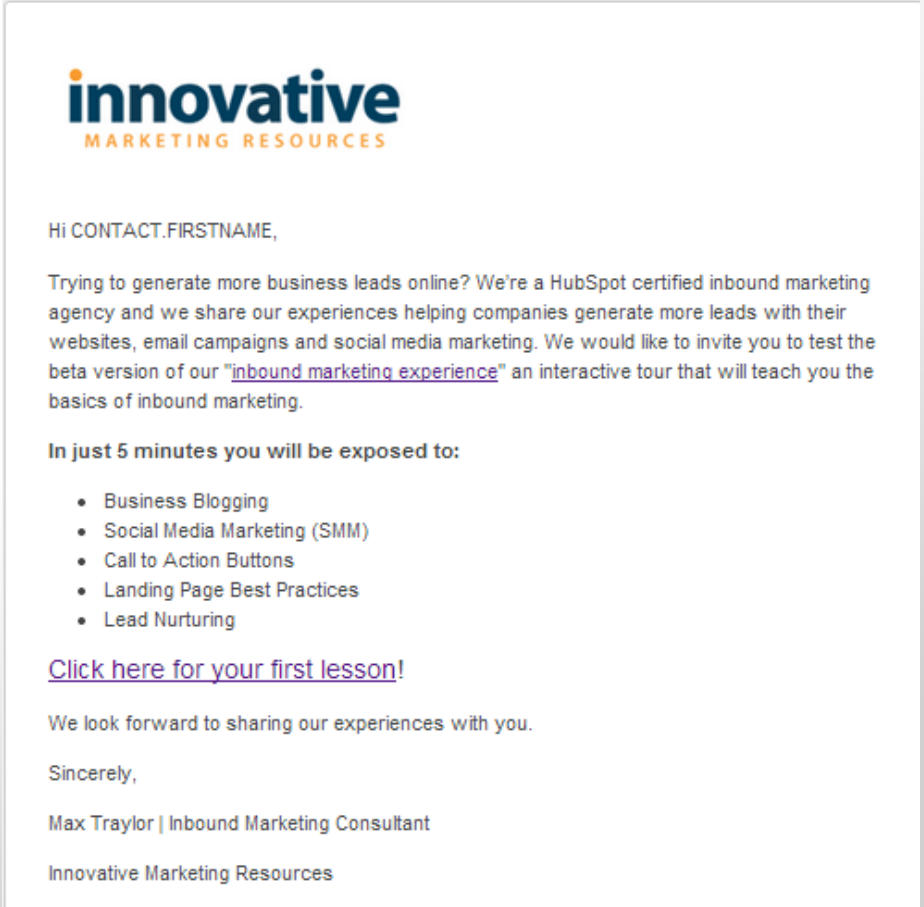
- **Theory:** Creating multiple sets of email messaging that are personalized to a specific interest of the lead that they identified in a form will result in a higher level of engagement than 1 set of broad messaging.

- **Test:** One group of leads for the test will receive a broad set of email messaging and another group will receive a specific set of email messaging based off of what they said they were most interested in.

- **Measurement:** The “click through rate” of delivered emails will be compared across 5 different “interest categories” and the broad set of messaging. The first 3 emails in each set of messaging will be analyzed.

Non-personalized email example

- Broad email: This was in a standard email campaign (non personalized). Click-through rate: **13.4%**



innovative
MARKETING RESOURCES

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!

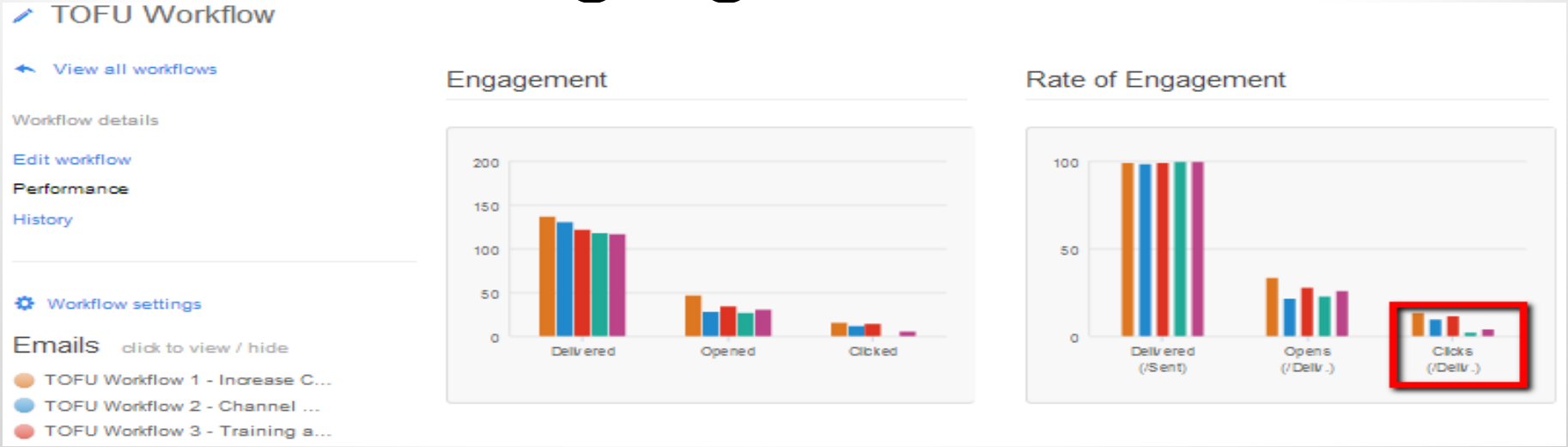
We look forward to sharing our experiences with you.

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%**

Experience Inbound Marketing for Yourself

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

Up Next: Increasing Qualified Traffic

First Name *

Max

Last Name

Traylor

Company Name *

Media Networking Universe

Email *

rmaxtraylor@gmail.com

If I had to choose, I would want more information about: *

Blogging

Show me more inbound marketing!

This is a La

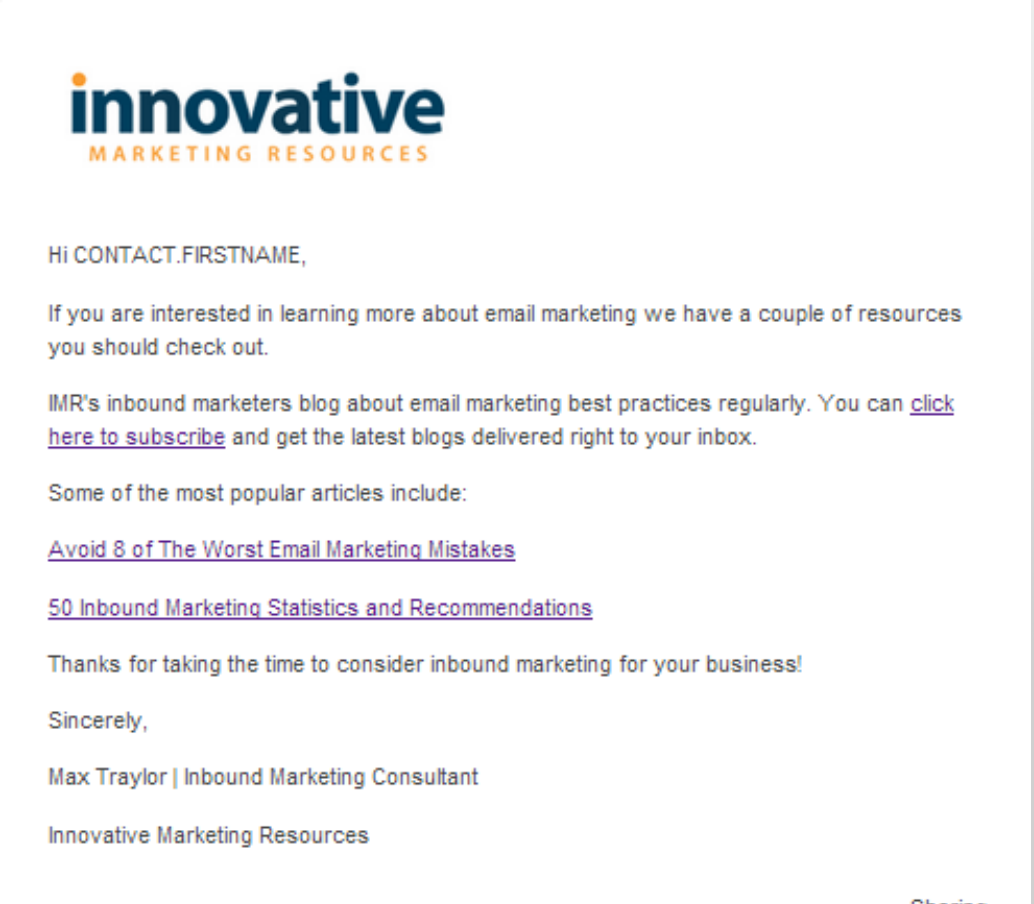
Landing pages are built for one thing, **th**
information for something you have

- Whitepapers
- Ebooks
- Free Trials
- The Inbound Marketing Tour Your Cons

Landing pages represent a critical i
funnel. On a landing page a website vis
away and become a missed opportunity
alignment between the expectations of y
is one common reason for bounce. Othe

Interest-related example: “Email marketing”

- This was in a segmented workflow for those who identified they would be most interested in "**email marketing**”.
- Click-through rate: **25.86%**



innovative
MARKETING RESOURCES

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!

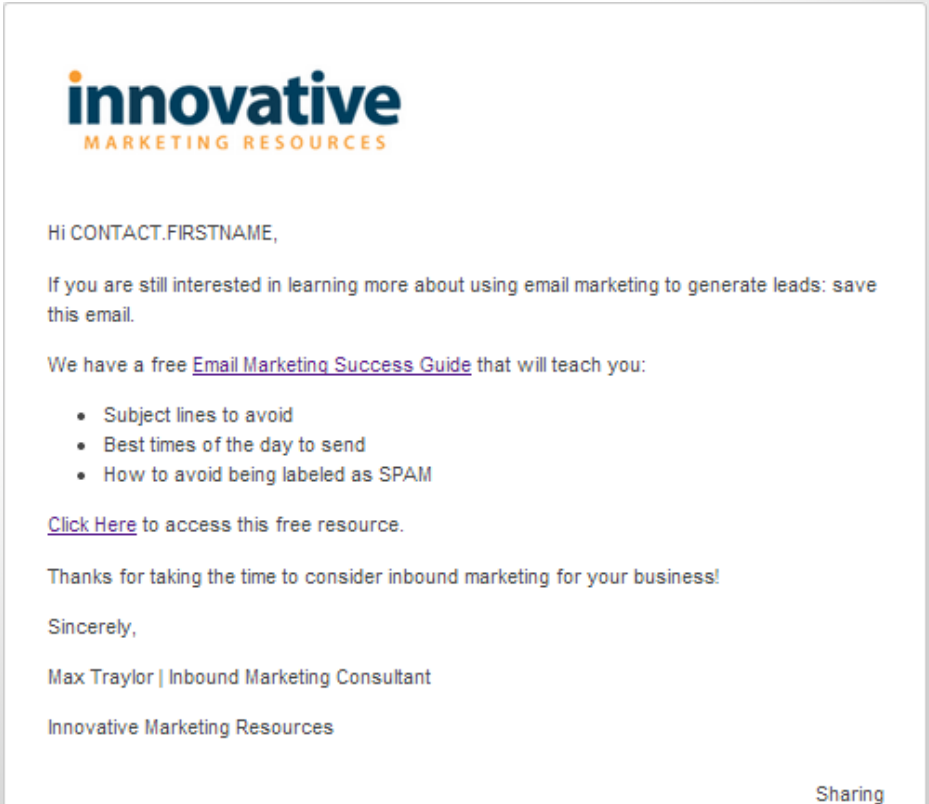
Sincerely,

Max Traylor | Inbound Marketing Consultant

Innovative Marketing Resources

2nd email in the series: "Premium" offer related to email mkting

- The second in the series of emails for the email marketing segmented workflow.
- Click-through rate: **26.19%**



innovative
MARKETING RESOURCES

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,

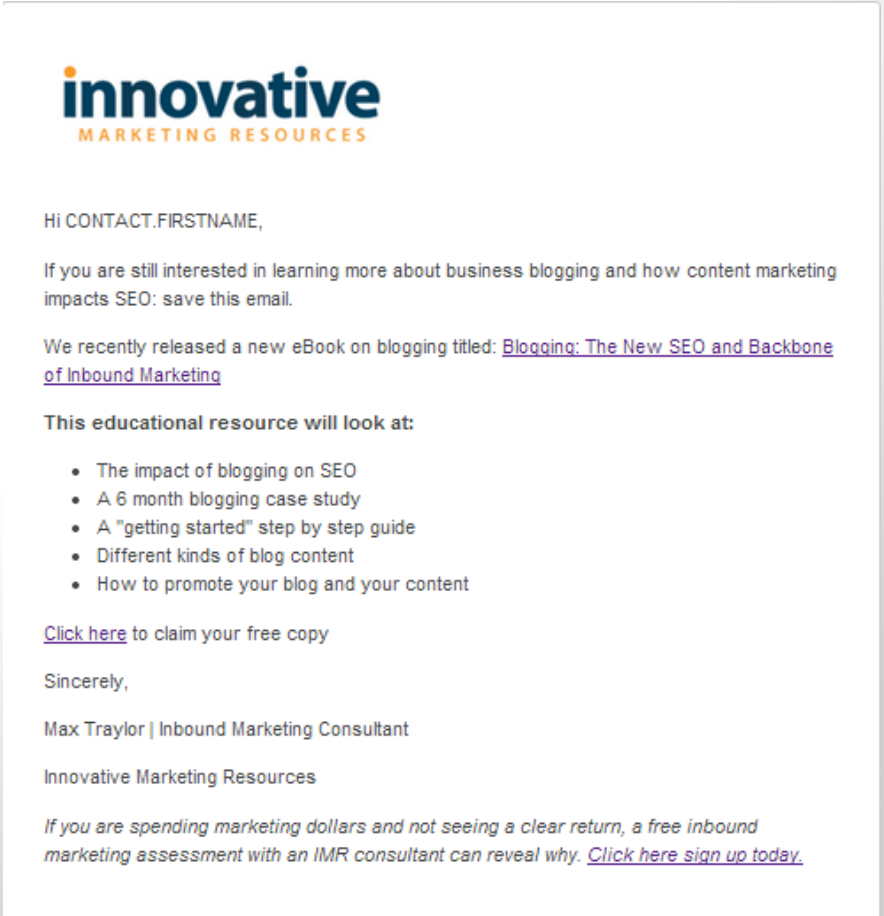
Max Traylor | Inbound Marketing Consultant

Innovative Marketing Resources

Sharing

Interest Related Example: “Blogging”

- Another short and to the point email workflow that’s personalized based on their interest in blogging.
- Click-through rate: **21.62%**



innovative
MARKETING RESOURCES

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

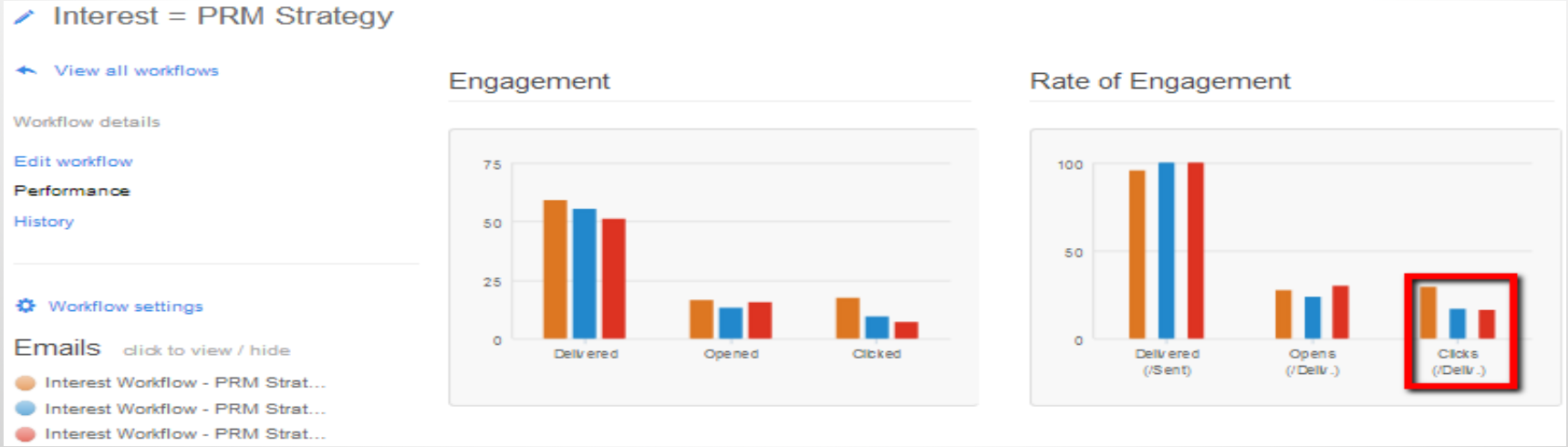
Sincerely,

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.

Tracking the performance of each interest-specific email sent to our leads



Email 1: 28.8%
Email 2: 16.4%
Email 3: 15.7%

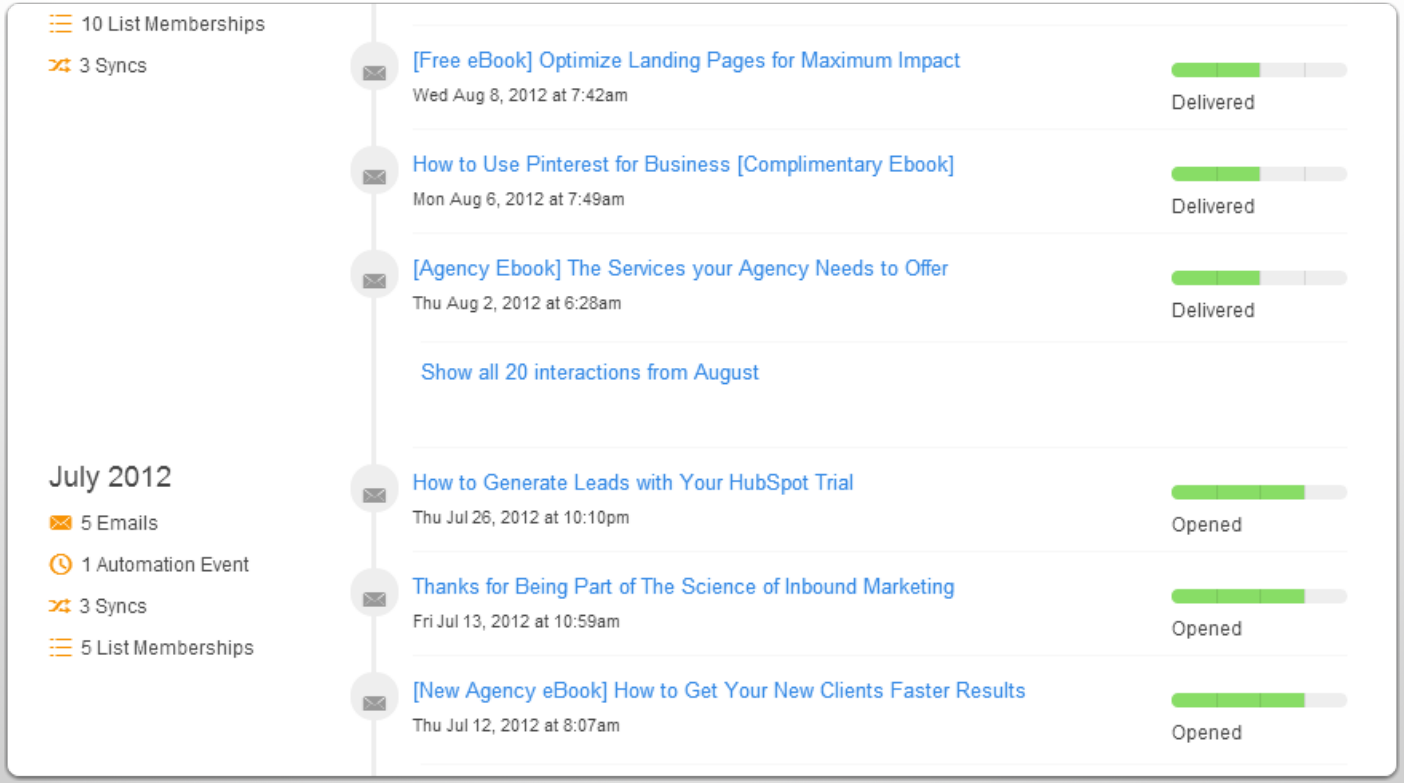
Average engagement: **20.3%**

Analysis should be inherent in every single thing you do with your inbound strategy.

Analyzing Performance Summary (average click through rate for first 3 emails within each personalized workflow)

General interest emails	Emails for Interest 1	Emails for Interest 2	Emails for Interest 3	Emails for Interest 4	Emails for Interest 5
10.3%	**20.3%**	15.45%	15.4%	5.13%	15.3%

Analyzing each contact's email engagement data allows you to spot opportunities



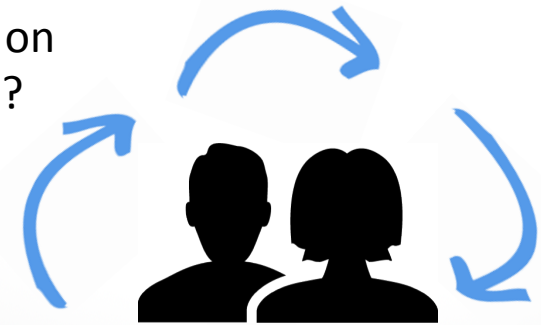
Empower Your Sales Team…

360° View of Your Leads

Who are they on social media?

What companies are visiting our site?

What emails have they opened?



What pages have they viewed?

When are they on our site?

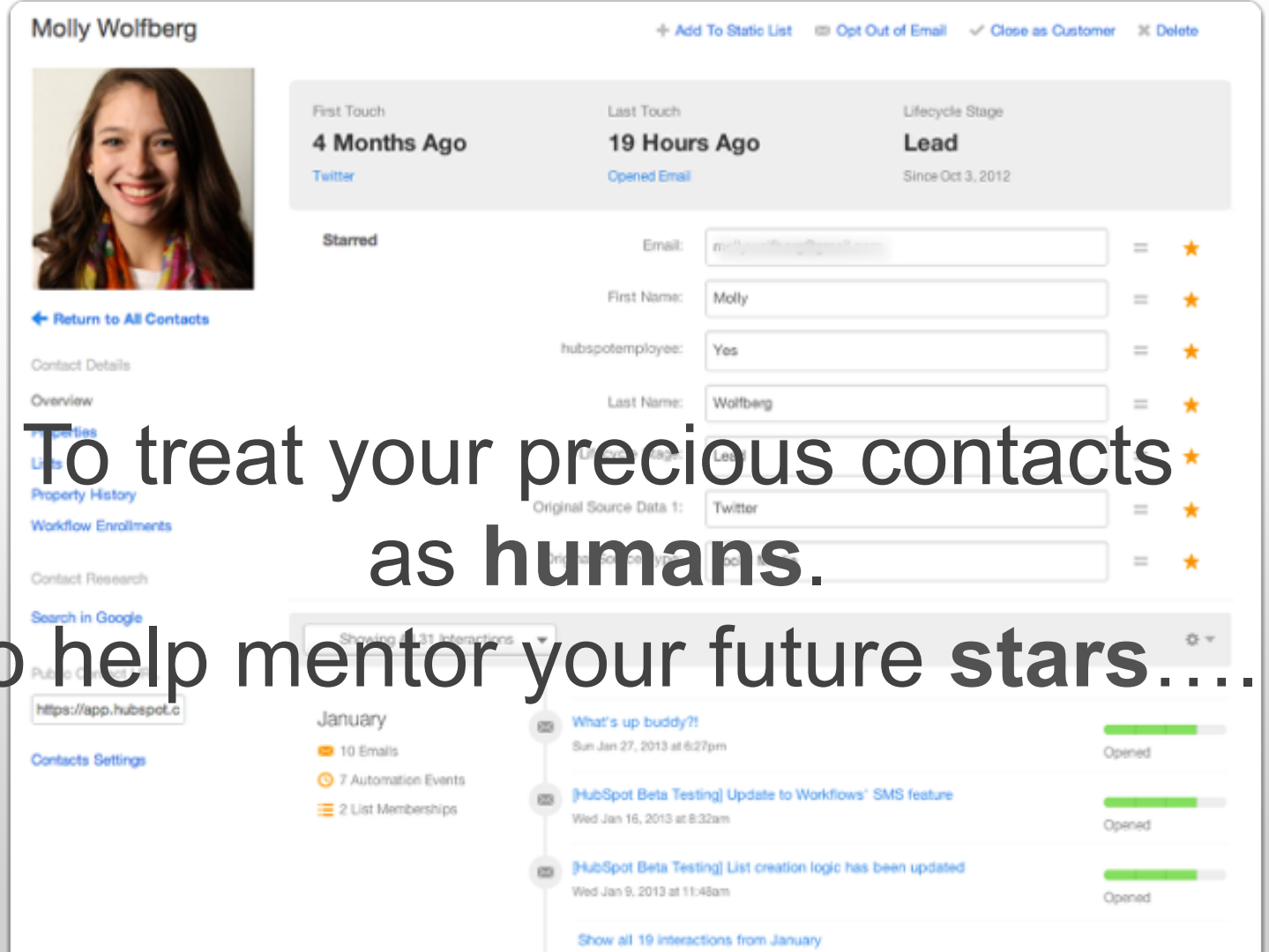
What have they converted on?

What is their lead score?

How engaged are they?

Chad Miller

Opened your email “Following up”

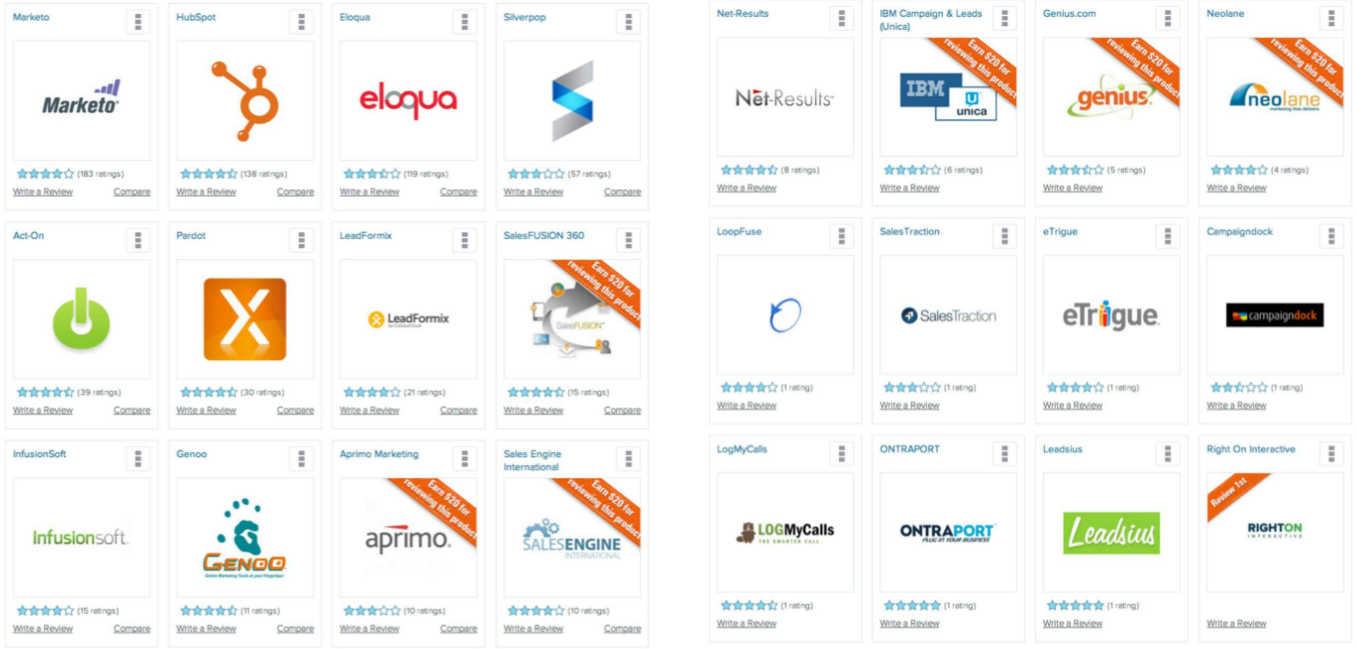


To treat your precious contacts as **humans**.

To help mentor your future **stars**….

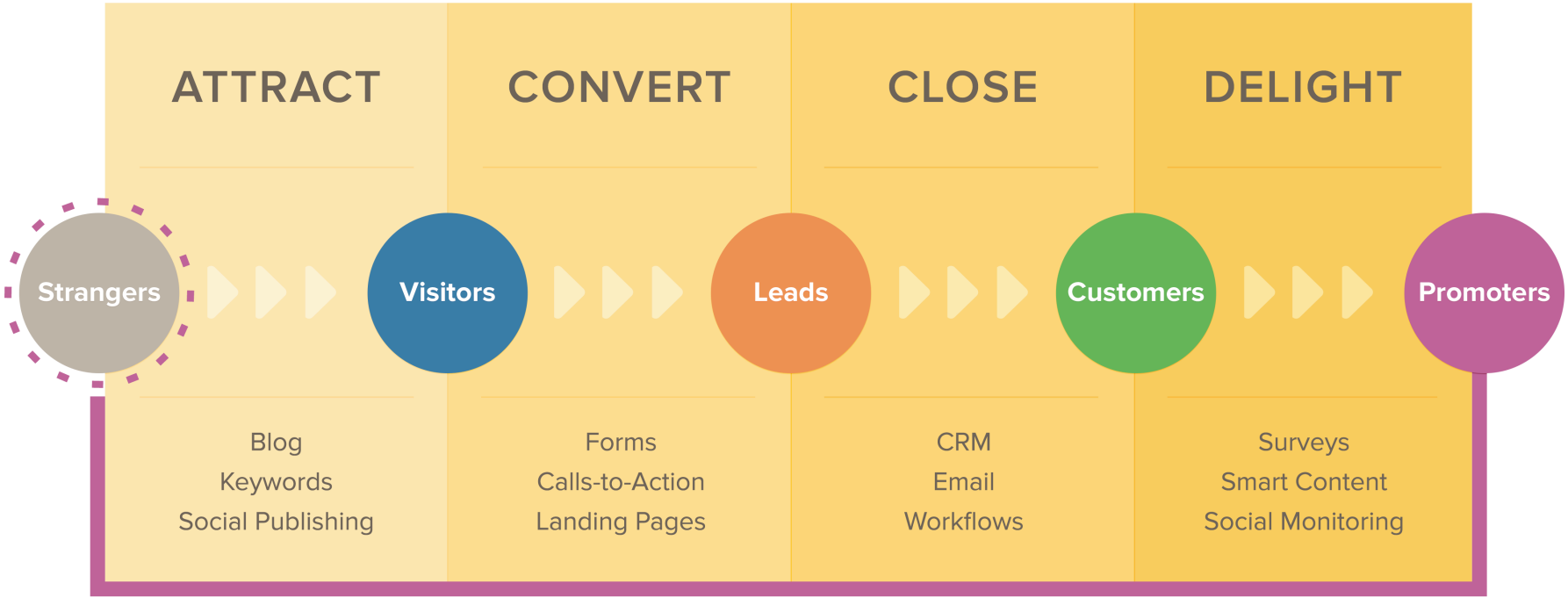
3 GETTING STARTED + …FREE STUFF!

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

Inbound Methodology



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FINAL THOUGHT

Do you guarantee it will work for US?

QUESTIONS?

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VP of Client Success
@IMRCorp

HubSpot Accredited Trainer

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FREE RESOURCES

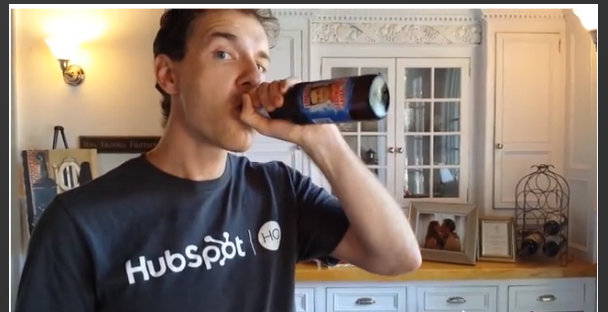
1 Reference the complete copy of today's presentation

2 Complete free online Inbound Certification

3 Free 'State of Inbound' Industry Report

4 Get '5 Steps to Completing a Content-Based Sales Funnel'

5 Meet up for FREE BEER with me!



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THANK YOU.