

Marketing technology  
in an increasingly

inbound  
world.

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



# Nick SalvatorIELlo

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Trainer

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ACCREDITED  
TRAINER



Nick  
SalvatorIELlo  
\*Valid through 01/17

@NickSalinbound

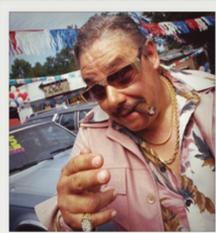
# THE OBJECTIVES

- 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



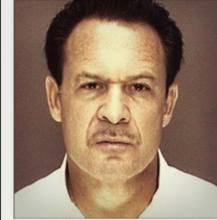
Lobbyists



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.

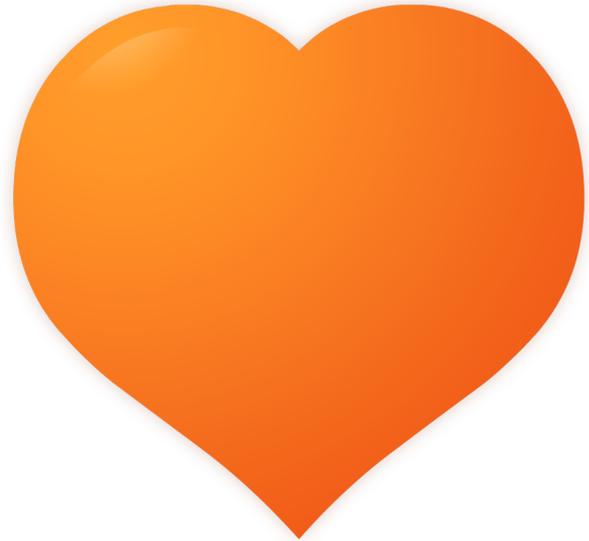
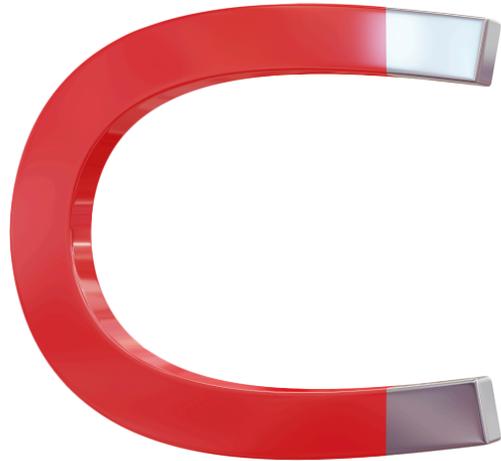
We need to stop interrupting what people are interested in and instead **be** what people are interested in.”

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.





Inbound

Marketing  
people love.

# TRADITIONAL



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

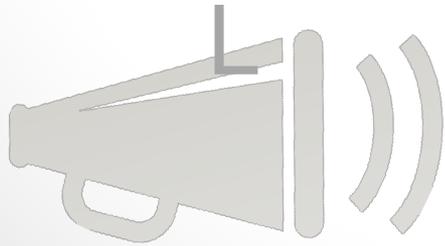
VS.

# INBOUND

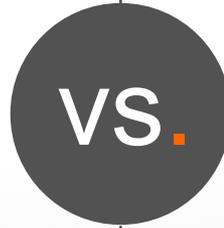


SEO  
Blogging  
Attraction  
Customer - Centric

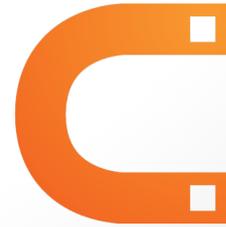
# TRADITIONAL



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

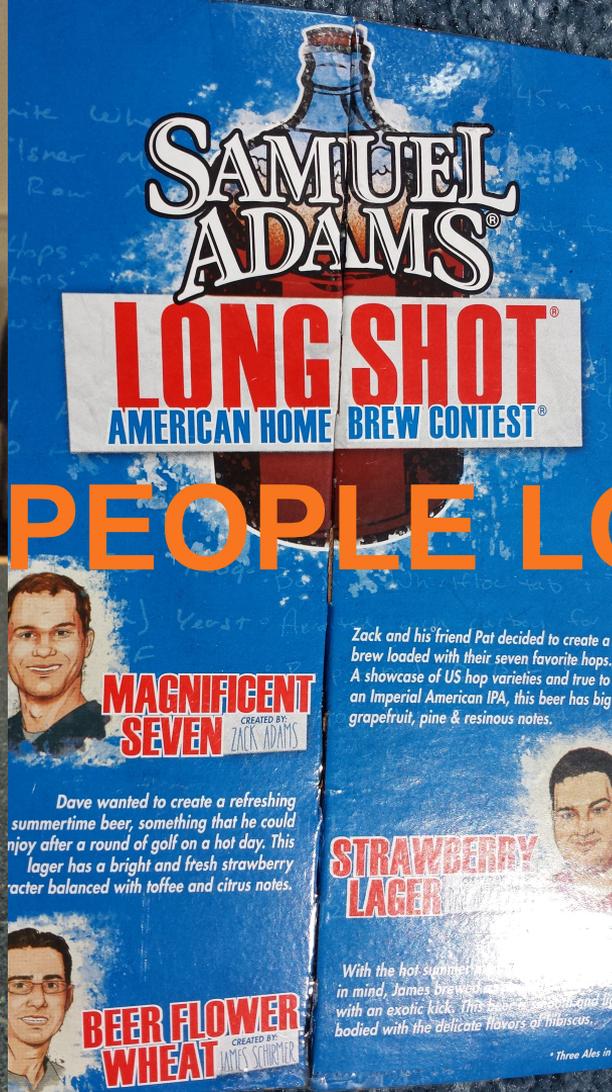


# INBOUND



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.

[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?**

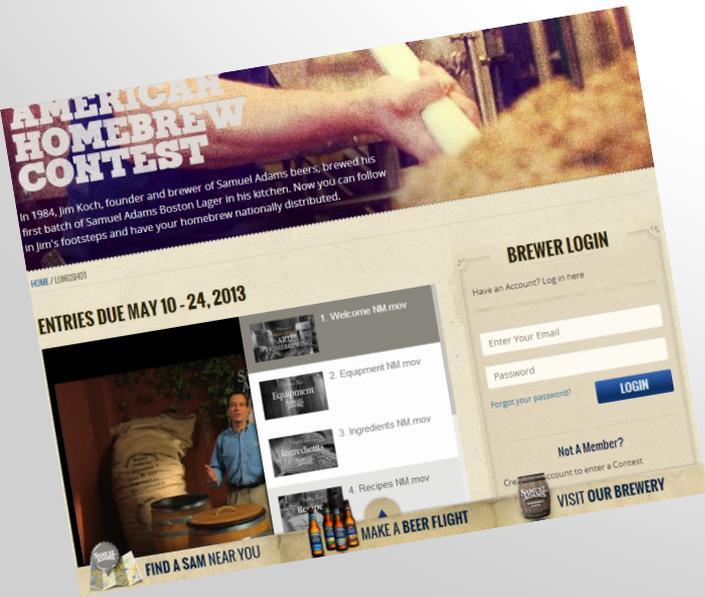
[Create an account to enter a Contest](#)



VISIT OUR BREWERY



# CUSTOMER = HERO BUSINESS = MENTOR MARKETING PEOPLE LOVE!



1.5 “Yeah but...why is NICK  
here?”



1/30/2006



# A brief history on HubSpot



Hires  
Nick Sal

\$35million in funding .....  
**Inc. 500** Named #2 Fastest Growing Software Company .....  
8,440

Acquires  
★ **Performable**  
oneforty.

5,961

\$32million in funding



**SEQUOIA CAPITAL**  
THE ENTREPRENEURS BEHIND THE ENTREPRENEURS

3,855

Number of  
HubSpot Customers

8,800+

HubSpot founded



3

48

317

1,150

2006

2007

2008

2009

2010

2011

2012

2013



# HUBSPOT PARTNER BROADCAST.



September 5<sup>th</sup>, 2013

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



@alanperلمان  
@nicksalinbound  
@albiedrzycki  
#HubSpotting

**blueadz**  
INBOUND MARKETING

**innovative**  
MARKETING RESOURCES

**innovative**  
MARKETING RESOURCES



**innovative**  
MARKETING RESOURCES



Welcome to your Content Marketer's Blueprint about the prospective students you are trying to turn into qualified applicants. We took the time to create your online admission engine designed to evaluate each stage of their "evaluation journey" so your admissions engine can be improved over time.

On the next page you will find a clickable and scrollable version of the 6 sections of the blueprint. On the left side of the page, you will see the specific content assets that make up the valuable and relevant information to prospective students.

This blueprint outlines an engine that will be more measurable. Ongoing content creation will help you attract more prospective students.

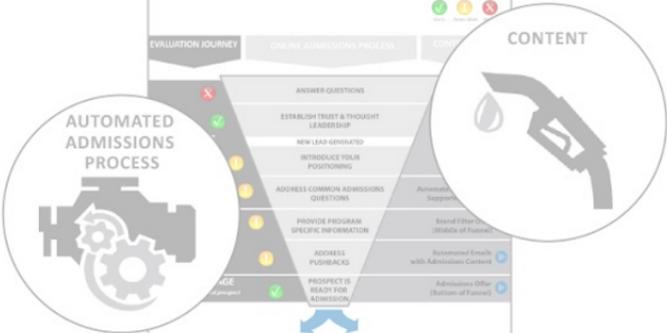
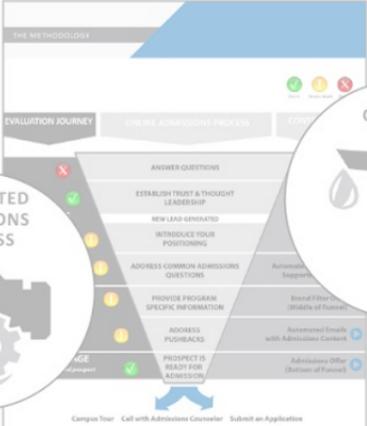
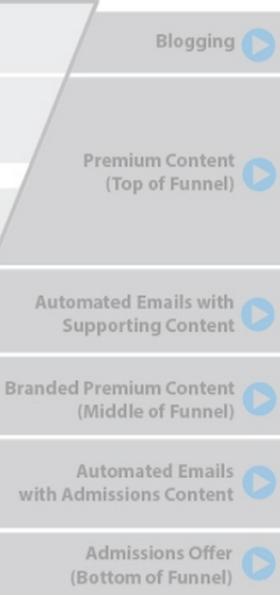


“HubSpot has been transformational for our company. For the first time since 2008, our business is growing!”

Kevin Jorgensen  
Owner  
Innovative Marketing Resources



CONTENT ASSETS



2

HOW DOES IT WORK?

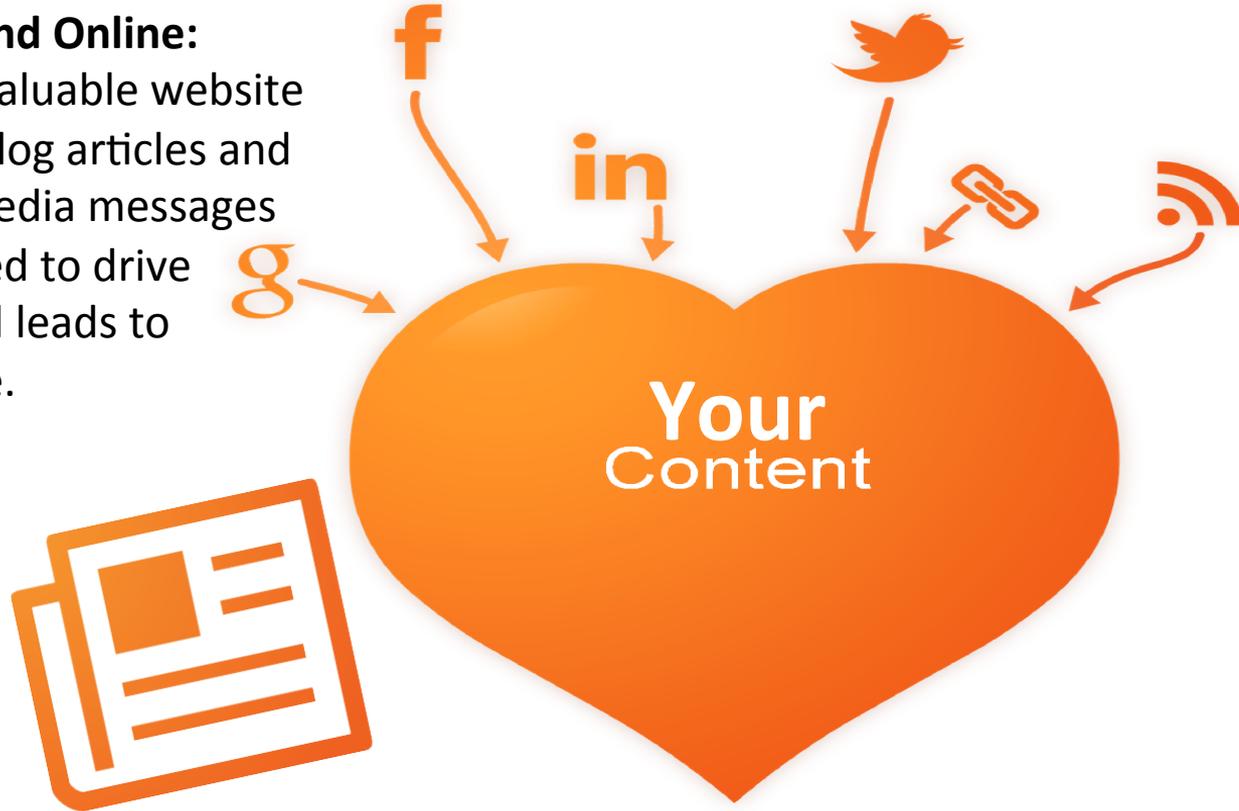
Inbound Marketing = Content + Context



# 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**

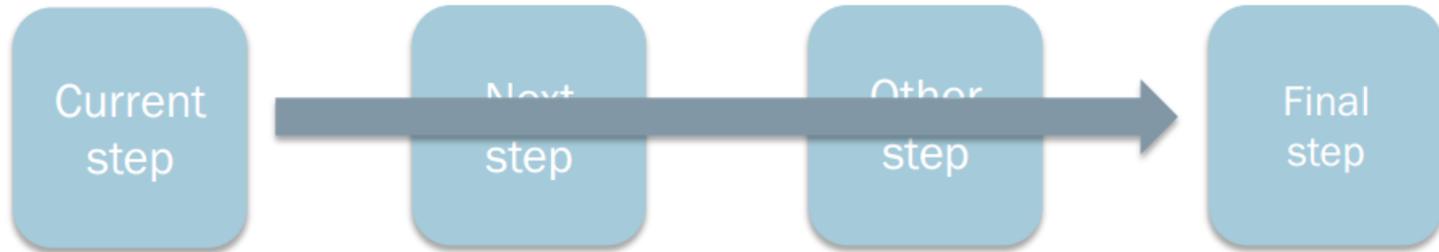


**Understand Your Buyers:**

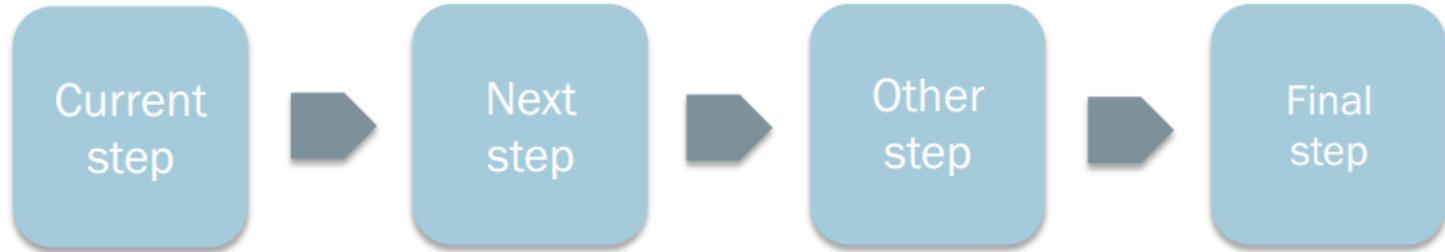
Personalize your marketing through a deep understanding of their needs to pull leads through your sales funnel faster.



# 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:



BUYER STAGES	AWARENESS	CONSIDERATION	DECISION																								
<b>User Behavior</b>	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																								
<b>Research &amp; Info Needs</b>	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																								
<b>Content Types</b>	 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																								
<b>Key Terms</b>	<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																										

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

 **Marketing Library** All of HubSpot's marketing content, in one place.

All topics  Sorted by:

### Analytics 4

- 

**The Marketer's Guide to Competitive Intelligence**  
Ebook
- 

**How to Unlock the ROI of Your Marketing with Analytics**  
Ebook
- 

**An Introduction to Closed-Loop Marketing**  
Ebook
- 

**An Introduction to Inbound Marketing Analytics**  
Ebook

### Blogging 5

- 

**Blog Editorial Calendar**  
Template
- 

**How to Grow & Scale Your Business Blog**  
Ebook
- 

**Blogging For Business Marketing Kit**  
Ebook
- 

**15 Business Blogging Mistakes And Their Easy Fixes**  
Webinar

174

Like

498

Tweet

50

+1

306

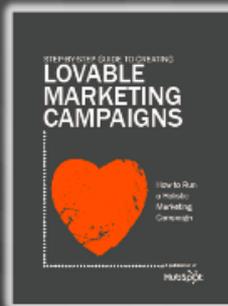
Share

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 delivering 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](#)



## Free Ebook: How to Create Lovable Marketing Campaigns

Learn how to create and execute marketing campaigns that make your prospects love you.

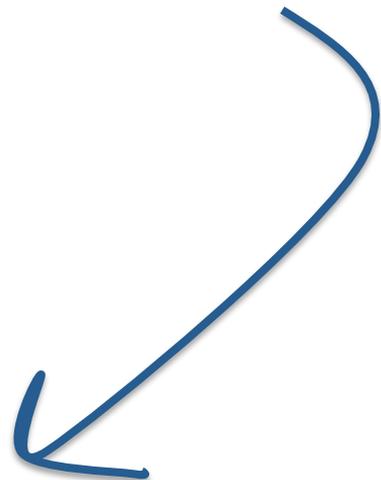
Download Ebook Now



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 company as interaction with their customers – both of which any company could use. The best



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

**innovative**  
MARKETING RESOURCES

## 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 \*

Email \*

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

Show me more inbound marketing!

### This is a Landing Page

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

- Whitepapers
- Ebooks
- Free Trials
- The Inbound Marketing Tour You're Considering Now

**Landing pages represent a critical inflection point in your online sales funnel.** On a landing page a website visitor can become a lead or bounce away and become a missed opportunity. Cognitive dissonance, a poor alignment between the expectations of your CTA offer and your landing page is one common reason for bounce. Others include:

# ALL LEAD DATA GATHERED IN CENTRALIZED CONTACT PROFILE

The screenshot displays a HubSpot contact profile for Andrew Pitre. The interface includes a navigation bar with the HubSpot logo and user profile. The main content area is divided into several sections:

- Contact Header:** Andrew Pitre, with actions: Add/Remove from Lists, Resync with Salesforce, Opt out of Email, Close as Customer, and Delete.
- Key Metrics:** First Touch (2 Years Ago, Facebook), Last Touch (4 Days Ago, Page View), and Lifecycle Stage (Customer, Since Jun 20, 2013).
- Contact Details:** 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.

Each data field in the lower sections includes a star icon for rating. A sidebar on the left provides navigation options: 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

“What’s the next step?”





# (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

# 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%**



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!](#)

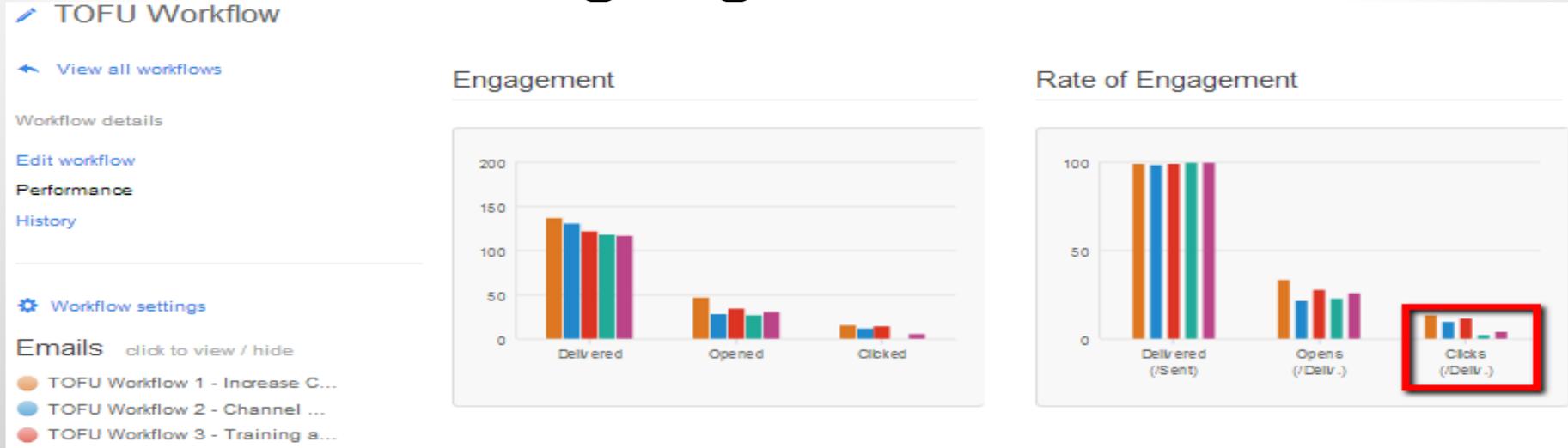
We look forward to sharing our experiences with you.

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

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## Up Next: Increasing Qualified Traffic

First Name \*

Last Name

Company Name \*

Email \*

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



Show me more inbound marketing!

## This is a La

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

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

**Landing pages represent a critical** **funnel**. On a landing page a website visitor can get lost and become a missed opportunity. A lack of alignment between the expectations of your visitor and what you offer is one common reason for bounce. Other

# 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%**



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

# 2<sup>nd</sup> email in the series:

## “Premium” offer related to email marketing

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

# 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%**



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

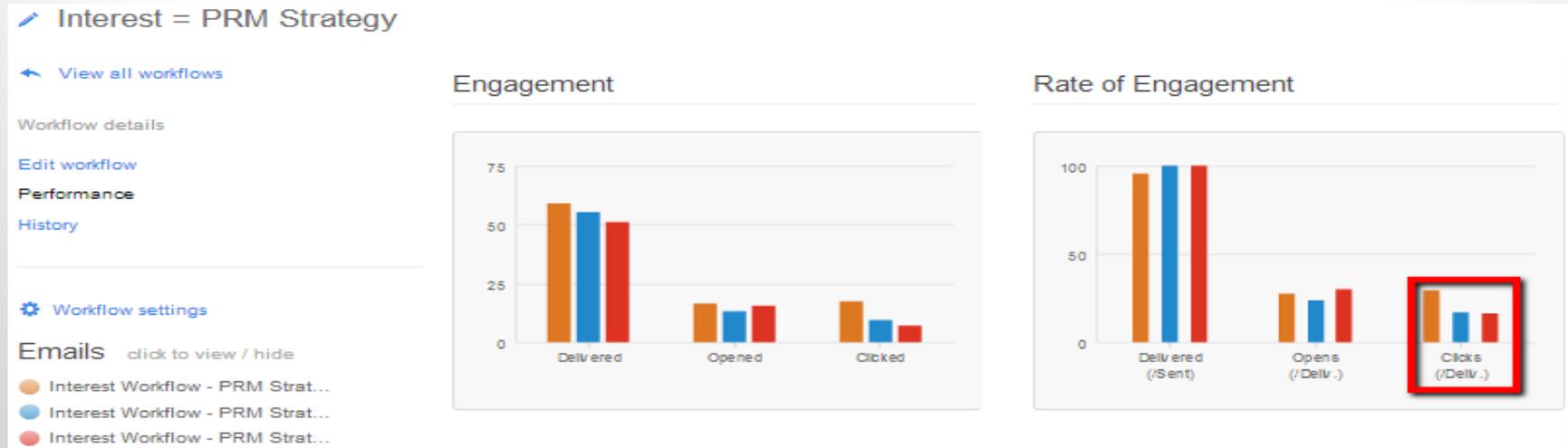
Sincerely,

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



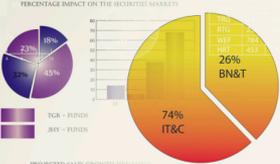
Email 1: 28.8%

Email 2: 16.4%

Email 3: 15.7%

Average engagement: **20.3%**

Distribution of market share among the major industry players



Distribution of market share among the major industry players: IT & C and BN & T are 74% and 26% percent respectively. A further change in the economic situation in the market will be characterized by a more equal distribution of market share major players

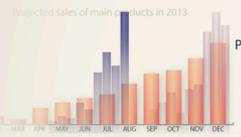


DISTRIBUTION OF NEW GOODS IN SECONDARY MARKETS



COMMON CEREALS AS A PERCENTAGE

In other food categories of cereals and on the share of rice account for more than 80% of T&C volume... (Small text describing market trends and data sources)

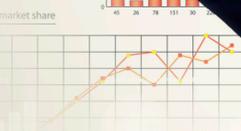
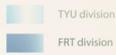


Distribution marketing participation in the securities market



Projected sales of main products in 2013

Revenue growth divisions



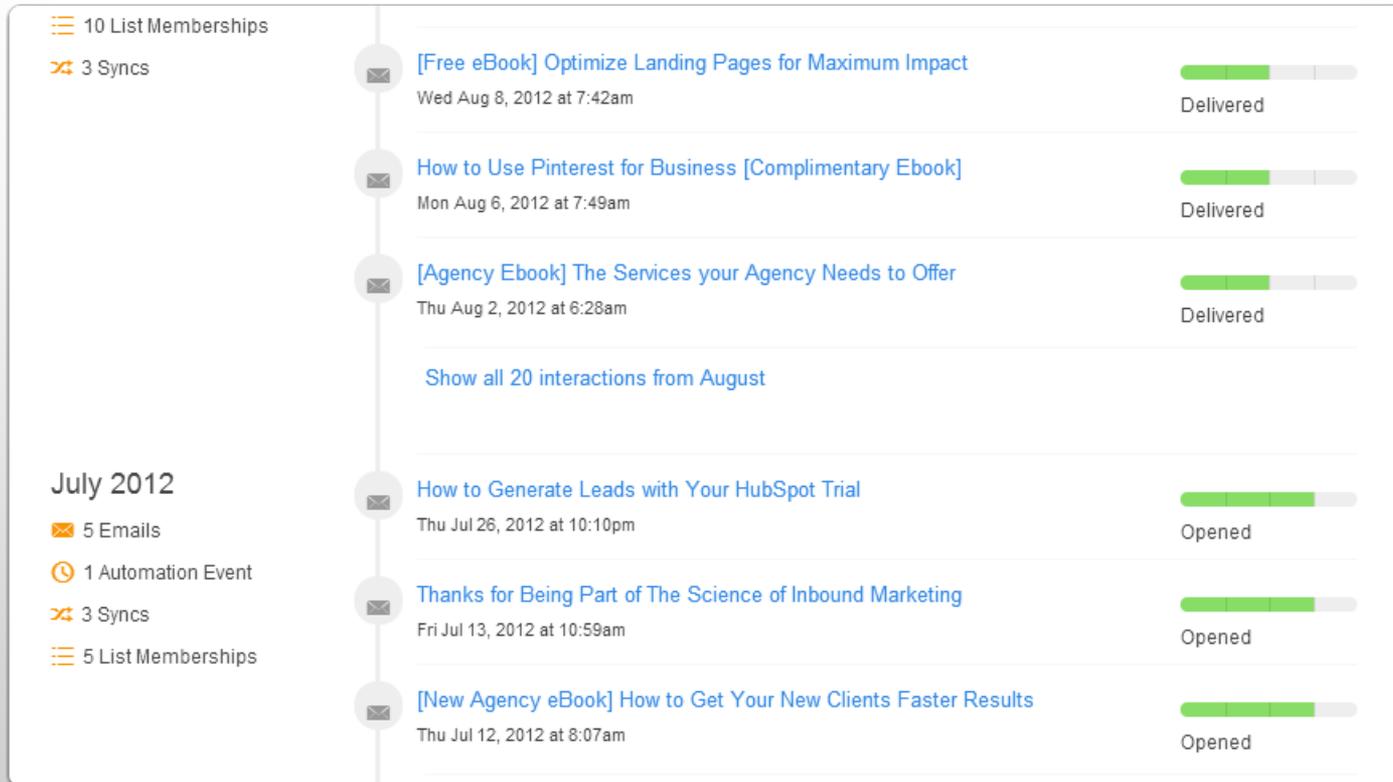
	TYU division		FRT division	
GHT	254	550	254	154
RDW	650	320	754	825
TRG	241	450	144	954
RTG	254	650	874	325
WEP	284	145	124	762
HRT	55	745	864	241

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)

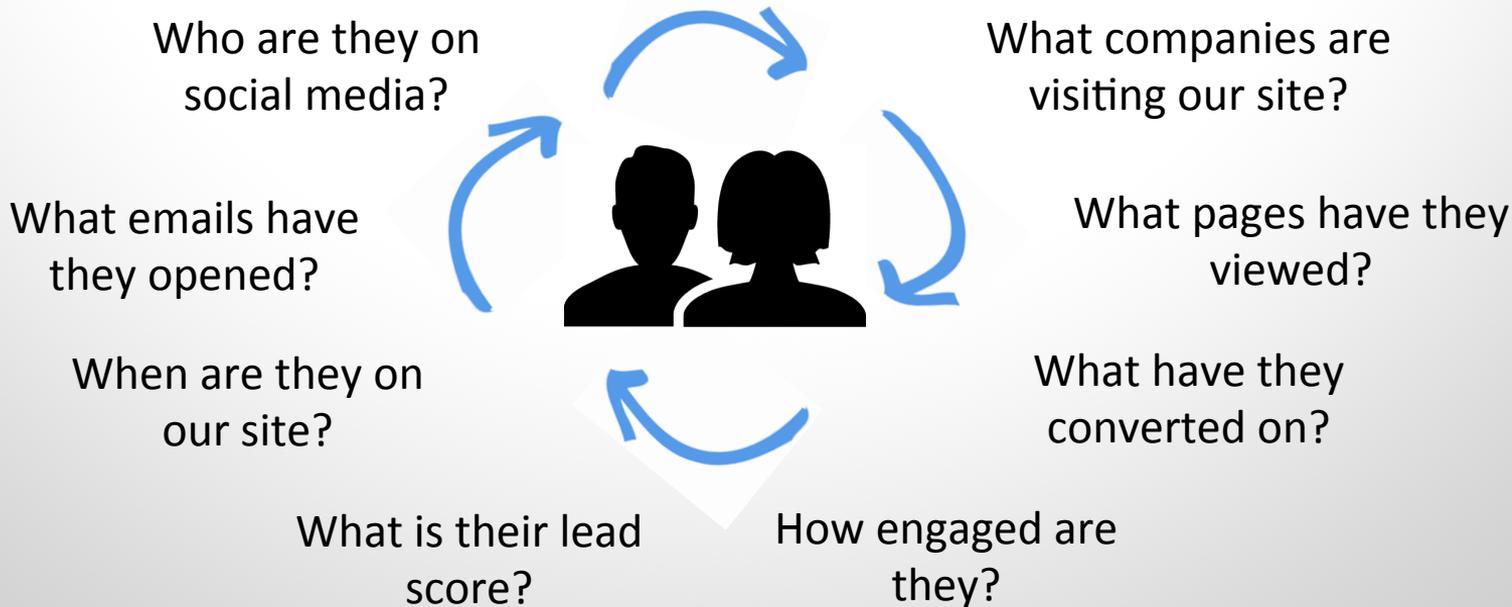
General interest emails	Emails for Interest 1	Emails for Interest 2	Emails for Interest 3	Emails for Interest 4	Emails for Interest 5
10.3%	<b>20.3%</b>	15.45%	15.4%	5.13%	15.3%

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



# Empower Your Sales Team...

## 360° View of Your Leads





Chad Miller

✉ Opened your email "Following up"

Molly Wolfberg

+ Add To Static List   Opt Out of Email   ✓ Close as Customer   ✕ 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:  = ★

Original Source Data 1:  = ★

Original Source Data 2:  = ★

← Return to All Contacts

Contact Details

Overview

Properties

Lists

Property History

Workflow Enrollments

Contact Research

Search in Google

Public Content

Contacts Settings

January

10 Emails

7 Automation Events

2 List Memberships

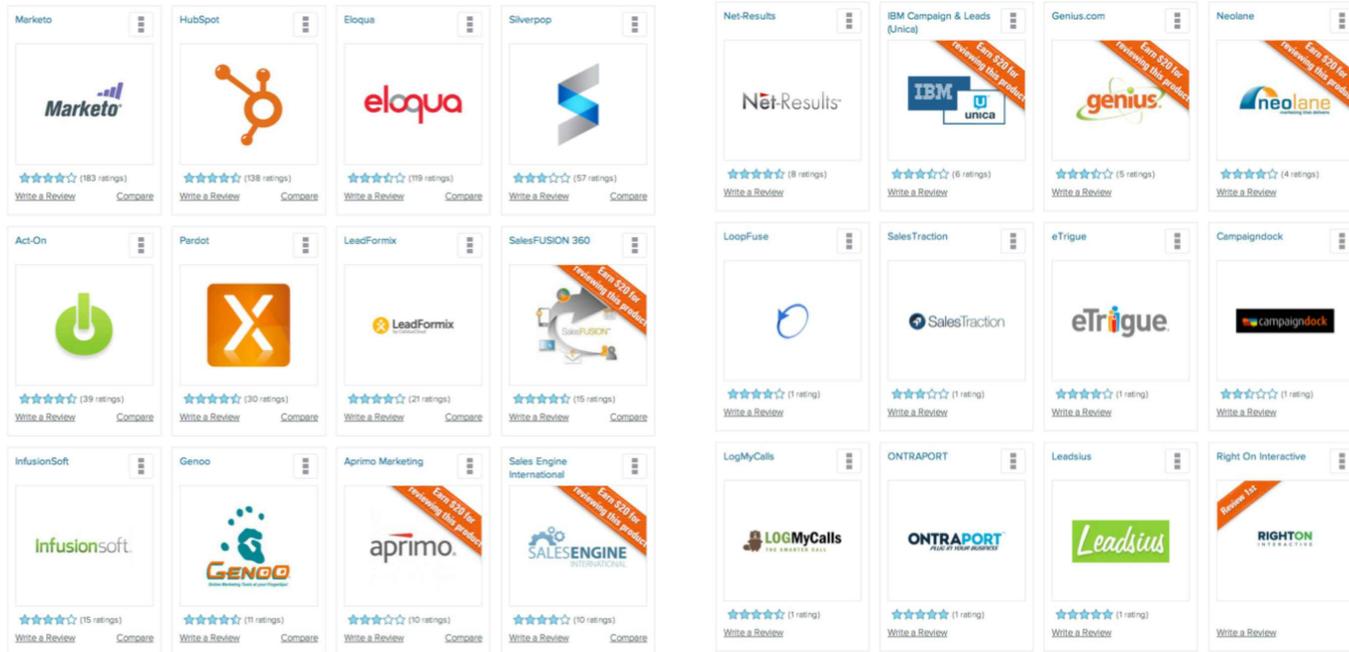
- Showing 19 Interactions
- What's up buddy?!  
Sun Jan 27, 2013 at 6:27pm  
Opened
  - [HubSpot Beta Testing] Update to Workflows' SMS feature  
Wed Jan 16, 2013 at 8:32am  
Opened
  - [HubSpot Beta Testing] List creation logic has been updated  
Wed Jan 9, 2013 at 11:48am  
Opened

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To treat your precious contacts as humans.  
To help mentor your future stars....

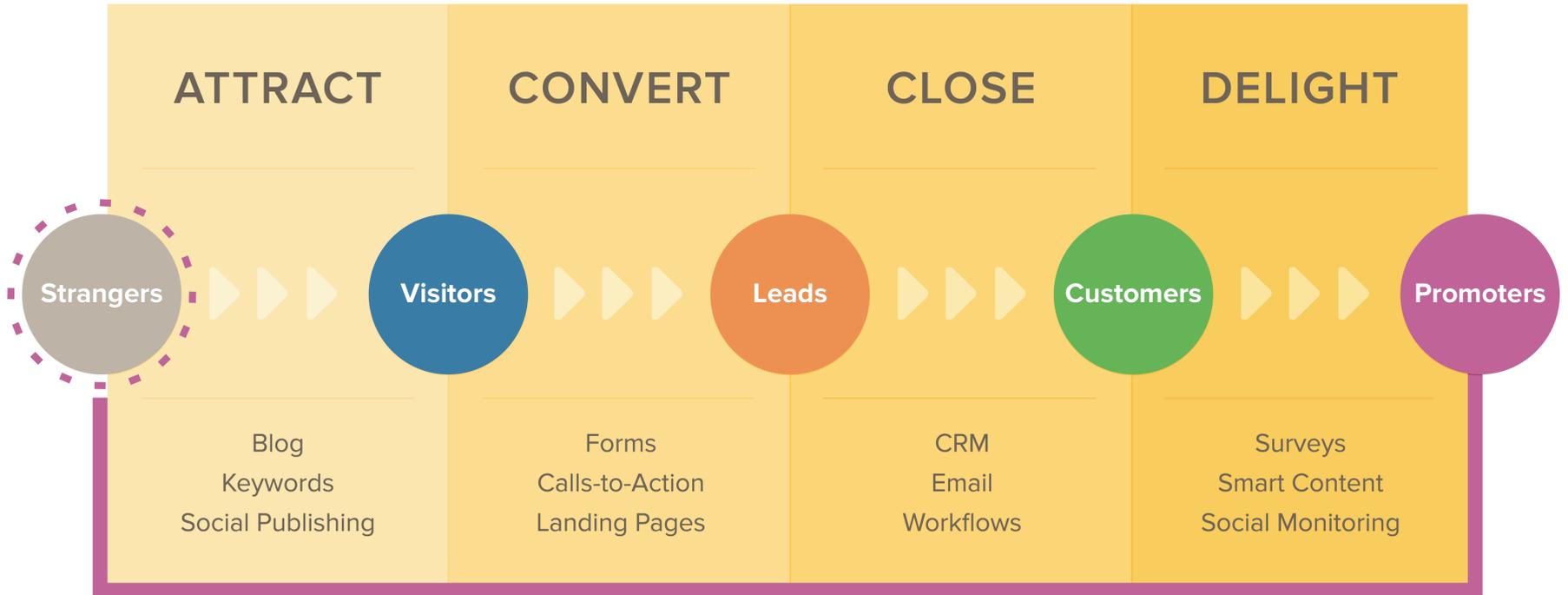
# 3 GETTING STARTED + ...FREE STUFF!

# 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](http://www.g2crowd.com)

# Inbound Methodology



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*Earn. Trust. Permission.*

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A grid of hanging light bulbs is shown against a dark background. One bulb in the center is illuminated, casting a warm glow. The other bulbs are unlit and appear as dark shapes. The text "FINAL THOUGHT" is overlaid in white, bold, sans-serif font across the middle of the image.

FINAL THOUGHT

Do you guarantee it  
will work for US?



# QUESTIONS?





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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!



# Where do I download?

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THANK YOU.