



# *About Inbound Marketing*

RYAN BALL

HubSpot



# INBOUND MARKETING: Your Secret Weapon.



HubSpot

*Hi, I'm*

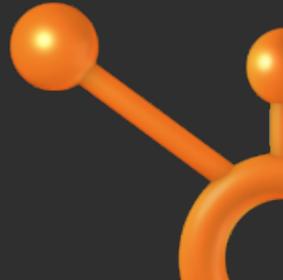


*@ryanlball*

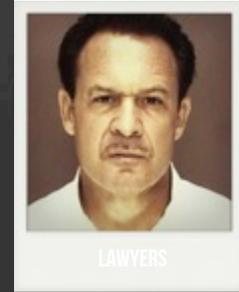
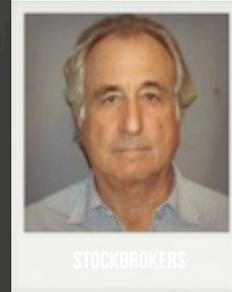


*#InboundDay2014*

*Are you lovable?*



# Marketing has a Lovability Problem



*Less Lovable*

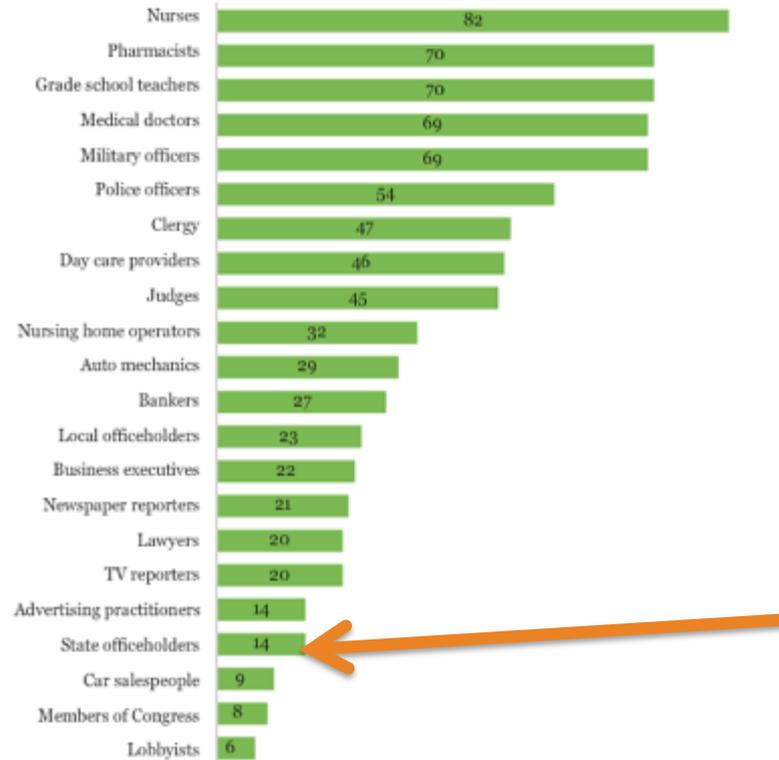
*More Lovable*



Please tell me how you would rate the honesty and ethical standards of people in these different fields -- very high, high, average, low or very low?

Dec. 5-8, 2013

■ % Very high/High



GALLUP



LOVE THE CONTENT  
YOU CONSUMED?



# WHY? STOP THIS MADNESS!

----- Original Message -----

From: John Kaplan [[john.kaplan@mail-vendisys.com](mailto:john.kaplan@mail-vendisys.com)]

To: Jeetu Mahtani [[jmahtani@hubspot.com](mailto:jmahtani@hubspot.com)]

Date: Fri, February 7, 2014 1:41 PM

Subject: RE: Referral to the Head of New Business Sales @ HubSpot, Inc.

Hi Jeetu,

I'm looking for the appropriate decision makers at HubSpot, Inc. responsible for executing your go-to-market strategy or driving net new revenue.

The right people in order of preference may be the VP of Sales, Business Development or Marketing. Could you kindly forward this email to them and cc: me?

## Teacher hit by car outside Queens school

Parents say it is ongoing problem



(Queens - WABC December 15, 2006) - Crisis counselors are on hand at p.s. 200 in the Flushing section of Queens, tonight.

Late this morning a teacher was hit by a car outside the school on 164th Street and Jewel Avenue, a dangerous area.

Eyewitness News 7 Live! has more from Kew Gardens.

WHY? STOP THIS  
MADNESS!

START



# THE OLD MARKETING PLAYBOOK

IS

# BROKEN.



**86%**  
skip TV ads



**91%**  
unsubscribe  
from email



**44%**  
of direct mail is  
never opened



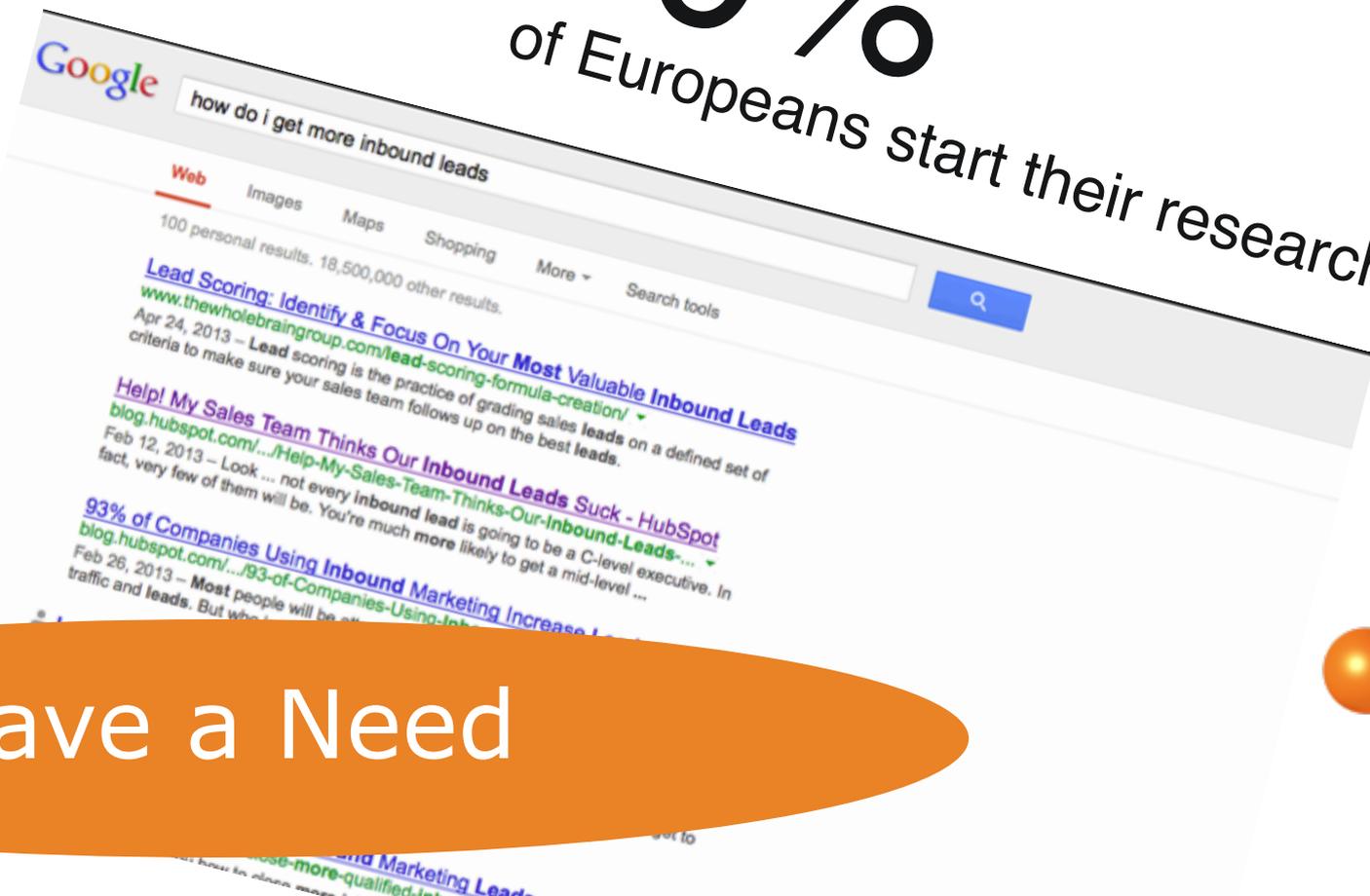
**200M**  
on the  
Do Not Call list



how your customers  
**buy today**



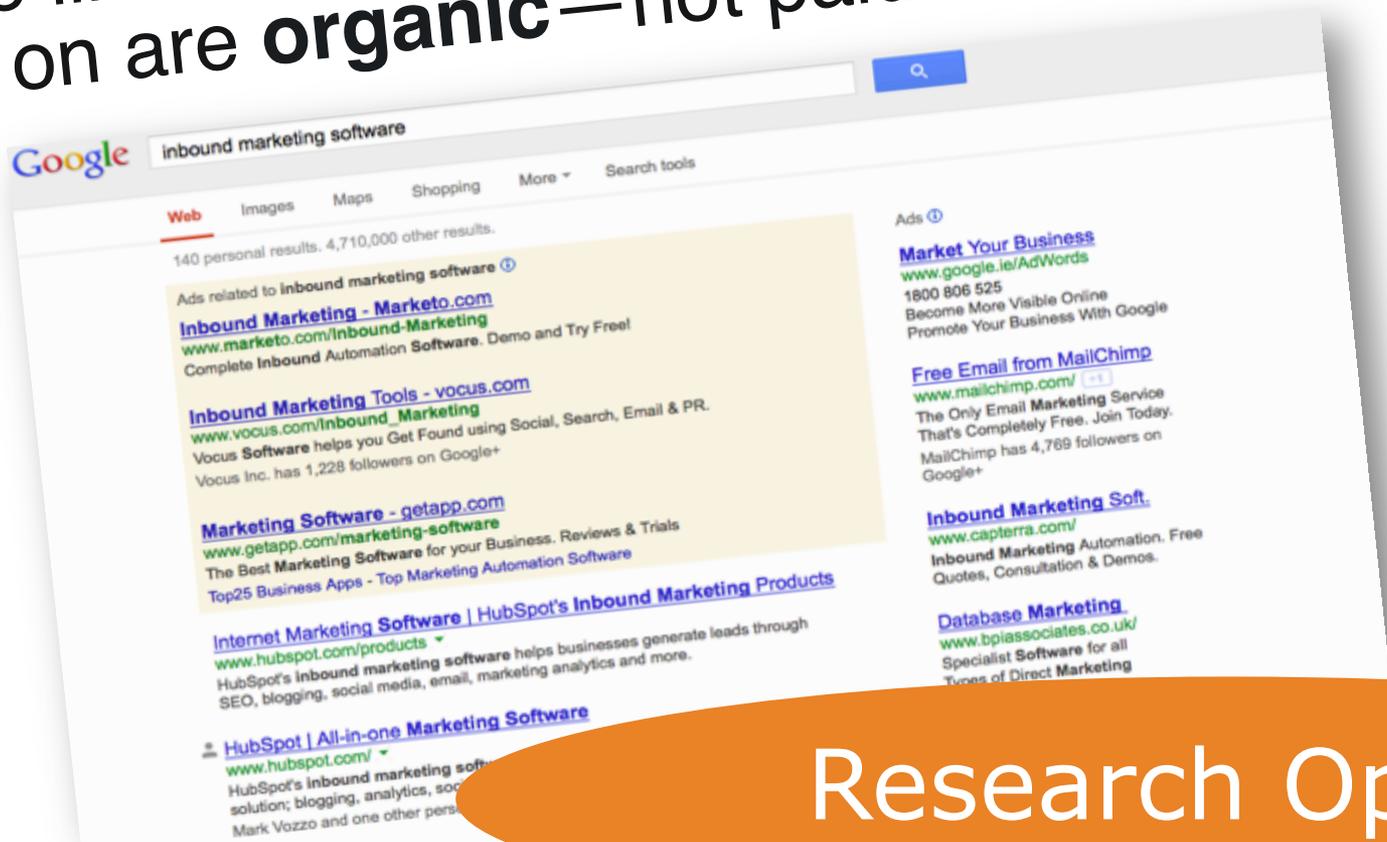
90%  
of Europeans start their research online



Have a Need

# 70%

of the links search users click on are **organic**—not paid.



## Research Options

67% of B2C companies and **41%** of B2B companies have **acquired a customer** through Facebook.



**42%**  
of companies have acquired  
a customer through Twitter.



----- Forwarded message -----

From: **HubSpot Social Media** <[success@hubspot.com](mailto:success@hubspot.com)>

Date: Fri, Nov 8, 2013 at 2:59 PM

Subject: Markus Arvidsson matched your search: MA Demo

To: [rburnes@hubspot.com](mailto:rburnes@hubspot.com)



### Social Media Notification

We found matches for [MA Demo](#):



**@markusarvidsson** Markus Arvidsson

8 Nov

What is the best Marketing Automation software for SMB?  
[#marketingautomation](#)

[View Forward](#)

[Reply](#)

[View this message](#) on HubSpot.

Too much? [Change your notification settings](#).

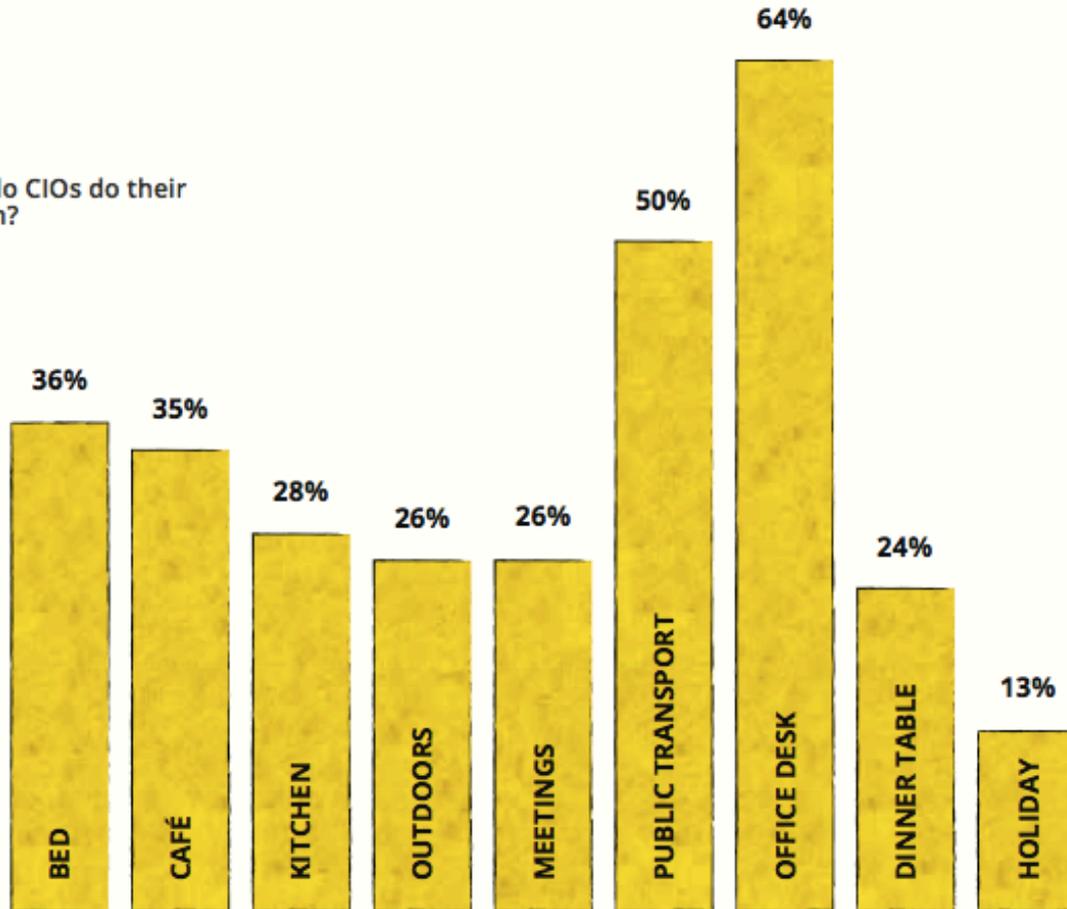
Hub ID: 53.

24

STROHS

**Fig.1**

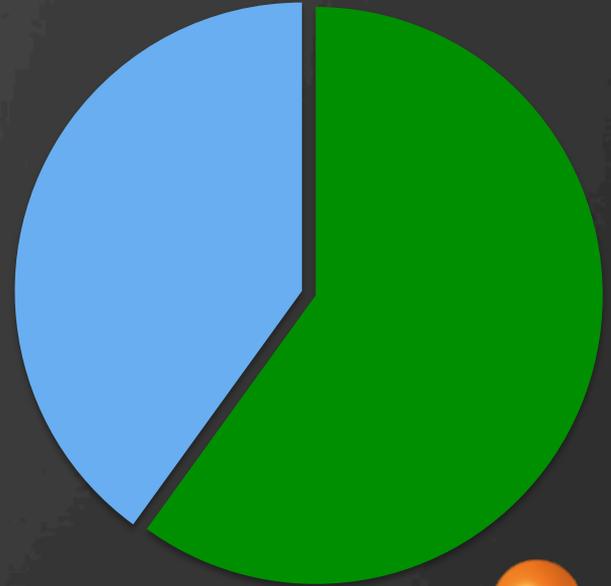
Where do CIOs do their research?



# They like to educate themselves

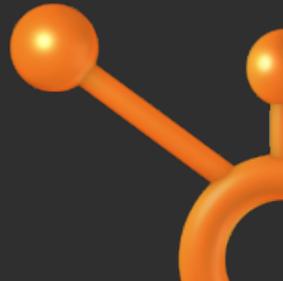
60% of the sales cycle is over – before a buyer talks to your salesperson.

Corporate Executive Board: [bit.ly/zub217](http://bit.ly/zub217)



rather than speak with a sales person

Your consumer has changed,  
**They are in  
control.**

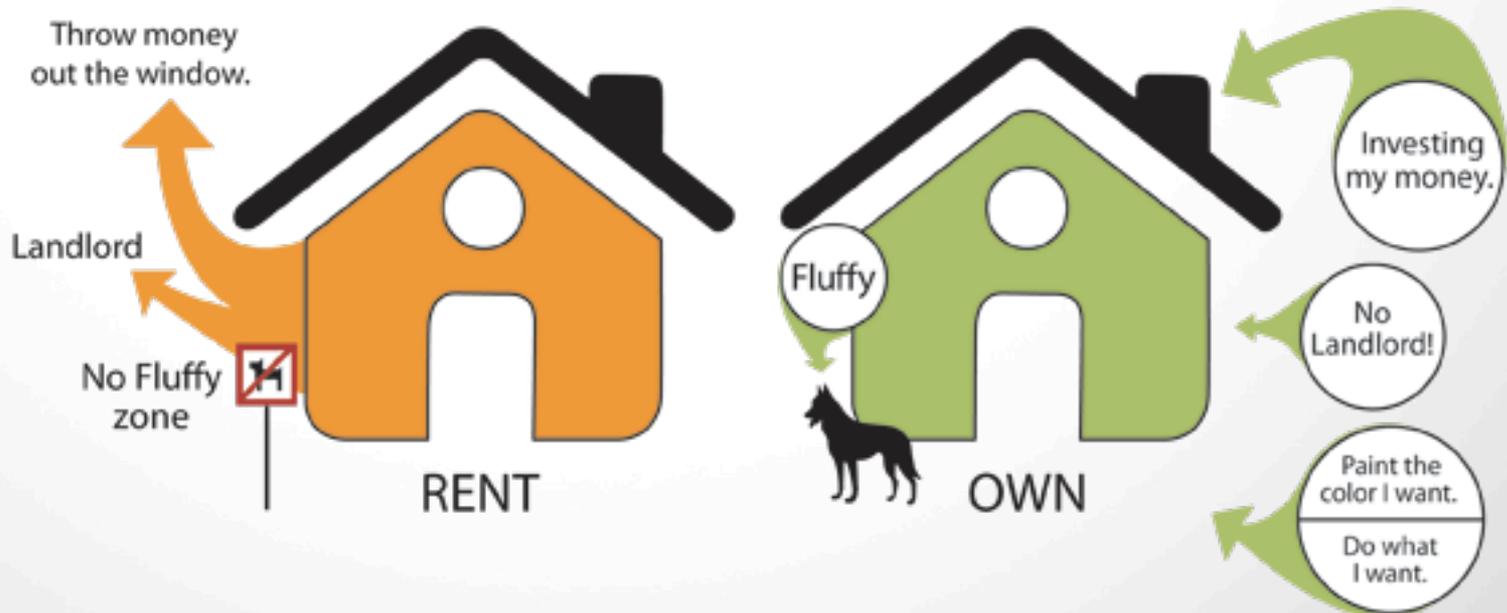


HOW CAN YOU  
DO MARKETING  
THAT YOUR  
BUYER WILL  
LOVE?





# RENT or OWN?



# The Inbound Funnel

## Persona Driven Content + Context



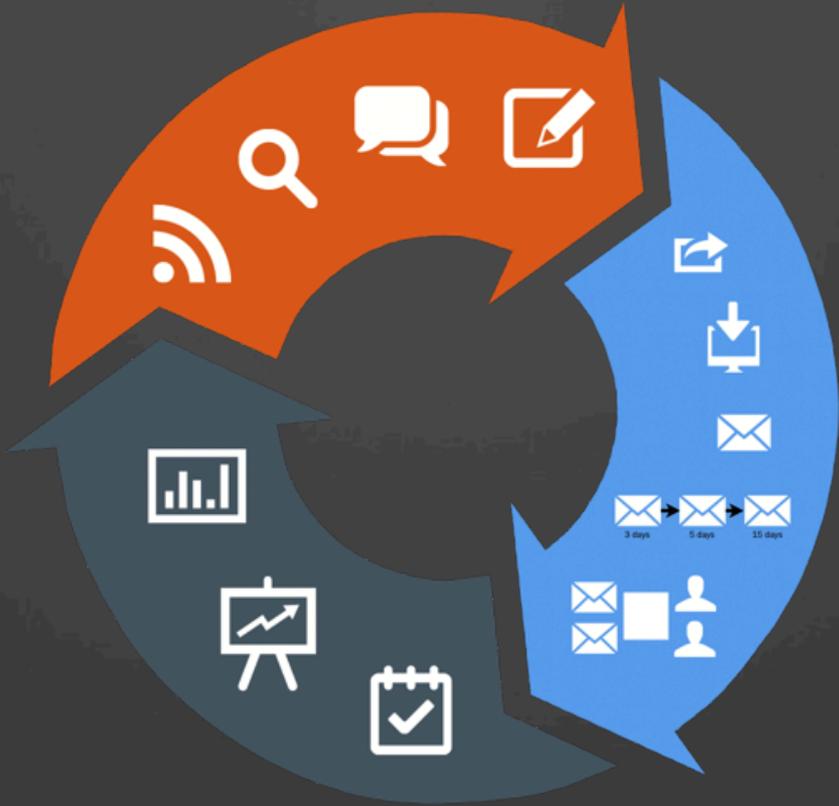
In simple terms you  
create **value** (*content*) for your  
customers, experiences **they will**  
**love** (*context*).





1

Understand  
Your Audience



# Buyer Personas

Building Buyer Personas tell us who we are creating content for and **why** they will buy from us.



# MARKETING MARY

- Professional marketer (VP, Director, Manager)
- Mid-sized company (25-200 employees)
- Small marketing team (1-5 people)

## Goals:

- Support sales with collateral and leads
- Manage company communications
- Build awareness

## Challenges:

- Too much to do
- Not sure how to get there
- Marketing tool and channel mess



## Loves HubSpot because:

- Easy to use tools that make her life easier
- Learn inbound marketing best practices
- Easier reporting to sales and CEO

# CORPORATE CATHY

- Director of Marketing Operations (VP Marketing , Product Marketing)
- Large company (200-2,000 employees)
- Marketing team of 15+

## Goals:

- Demand/pipeline generation
- Campaign execution and coordination

## Challenges:

- Working with sales
- Data & technology overload
- Selling to IT, Sales, Execs



## Loves HubSpot because:

- Integration with all of her systems
- Homebase for marketing with takeaways
- Easy to execute on campaigns



The biggest  
problem our  
prospects have  
is...

Talk to your prospects,  
customers, and sales teams

Interacting as:

@jmahtani

Stream:

Hubspot, Marketing automation,

Edit

Create stream

lead generation



**Karl Ruegg, Author**  
@Coach\_Karl



Video Lead Generation Training 07 of 52 How to Identify Low Hanging Fruit [dld.bz/dpznu](http://dld.bz/dpznu) <http://t.co/N0jTk387Ik>



2 hrs

Reply Retweet Favorite Share Forward Link



**Charlotte Cooper**  
@CTrouper



<3 Convert your Twitter followers to email subscribers with a Twitter Lead Generation Card [feedly.com/e/g3QSMfla](http://feedly.com/e/g3QSMfla)

2 hrs

Reply Retweet Favorite Share Forward Link



**Niche Guest Post**  
@NicheGuestPost



4 Ways Outsourced Lead Generation is Similar to Parenting [ift.tt/Sx33zC](http://ift.tt/Sx33zC) #Business

4 hrs

I have always been a firm believer that the...

Reply Retweet Favorite Share Forward Link



**rmvalues.com**  
@rmvalues



8 Ways to Create More Effective Lead Generation Programs Using Content Syndication: Creating... [goo.gl/fb/trwdN](http://goo.gl/fb/trwdN)

4 hrs

Reply Retweet Favorite Share Forward Link



**Matt Cutts**  
@iMattCutts



#SMO 4 Ways Outsourced Lead Generation is Similar to Parenting [bit.ly/Sx2k1r](http://bit.ly/Sx2k1r)

4 hrs

Reply Retweet Favorite Share Forward Link

Listen on  
Social Media

-  [HubSpot Product Overview](#)  
Jun 10 2014 at 10:56 PM
-  [HubSpot | All-in-one Inbound Marketing Software](#) and one other page  
[Show Pages Viewed](#) - Jun 10 2014 at 10:55 PM
-  [Viewed Main Trial LP](#)  
Jun 10 2014 at 10:52 PM
-  [HubSpot 30 Day Trial | Content Marketing Software](#)  
Jun 10 2014 at 10:52 PM
-  [HubSpot | All-in-one Inbound Marketing Software](#) and one other page  
[Show Pages Viewed](#) - Jun 10 2014 at 10:51 PM
-  Watched [What is HubSpot? on your page](#)  
[Show Thumbnail and Heatmap](#) - Jun 10 2014 at 10:45 PM
-  [clicked on what is hubspot](#)  
Jun 10 2014 at 10:45 PM
-  [PM - View the New Features](#)  
Jun 10 2014 at 10:45 PM
-  [HubSpot | All-in-one Inbound Marketing Software](#) and one other page  
[Show Pages Viewed](#) - Jun 10 2014 at 1:07 PM
-  [Visited your site directly](#)  
Jun 10 2014 at 1:07 PM

Standard Page

Page Type

Standard Page

Page Type

Landing Page

Page Type

Standard Page

Page Type

Standard Page

Page Type

# Use Lead Intelligence



# Form fields

**Start Your Free Trial Now**  
Step 1. Enter your information

First Name \*

Last Name \*

Email ([privacy policy](#)) (This should be a company email.) \*

Phone \*

Company \*

Great!



Good to know!



Woah!



Awesome!



Step 2. Provide your URL  
HubSpot will analyze your website and provide valuable, custom information for your business.

Company Website \*

Step 3. Tell us a bit about your business

Does Your Business Primarily Sell to Other Businesses (B2B) or Consumers (B2C)? \*

- Please Select -

Number of Employees \*

- Please Select -

Your Role at Company \*

- Please Select -

Are you a marketing consultant or agency (primarily providing services such as PR, SEO, Web Design or other e-Marketing)? \*

- Please Select -

What is Your Biggest Marketing Challenge?

**Start Your Free Trial Now**

Wow!



Cool!



Yes!





2

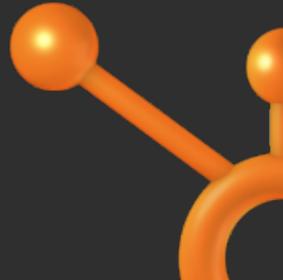
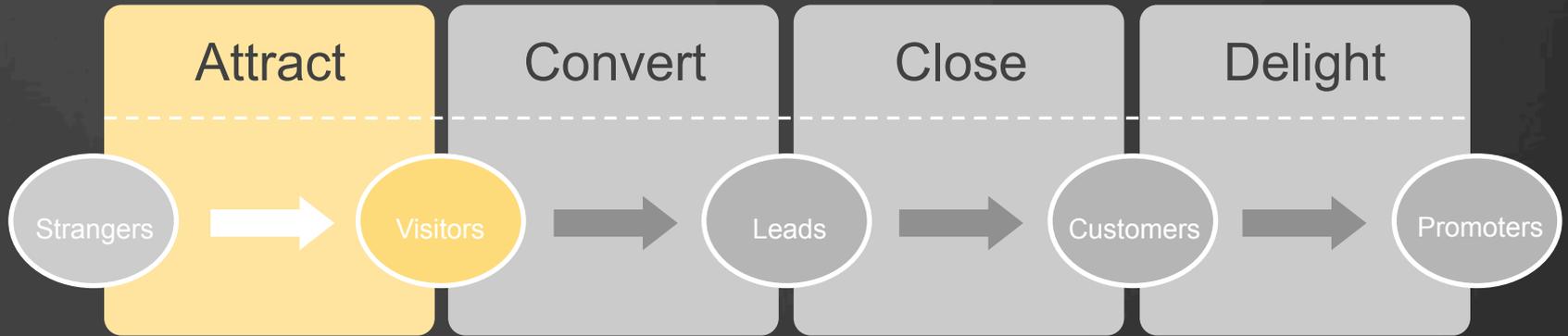
Attract and  
Convert with  
Content

Dare to be  
Remarkable.

Create content that adds  
**value,**  
answers **questions,**  
solves a **pain point,** or  
just **entertains.**

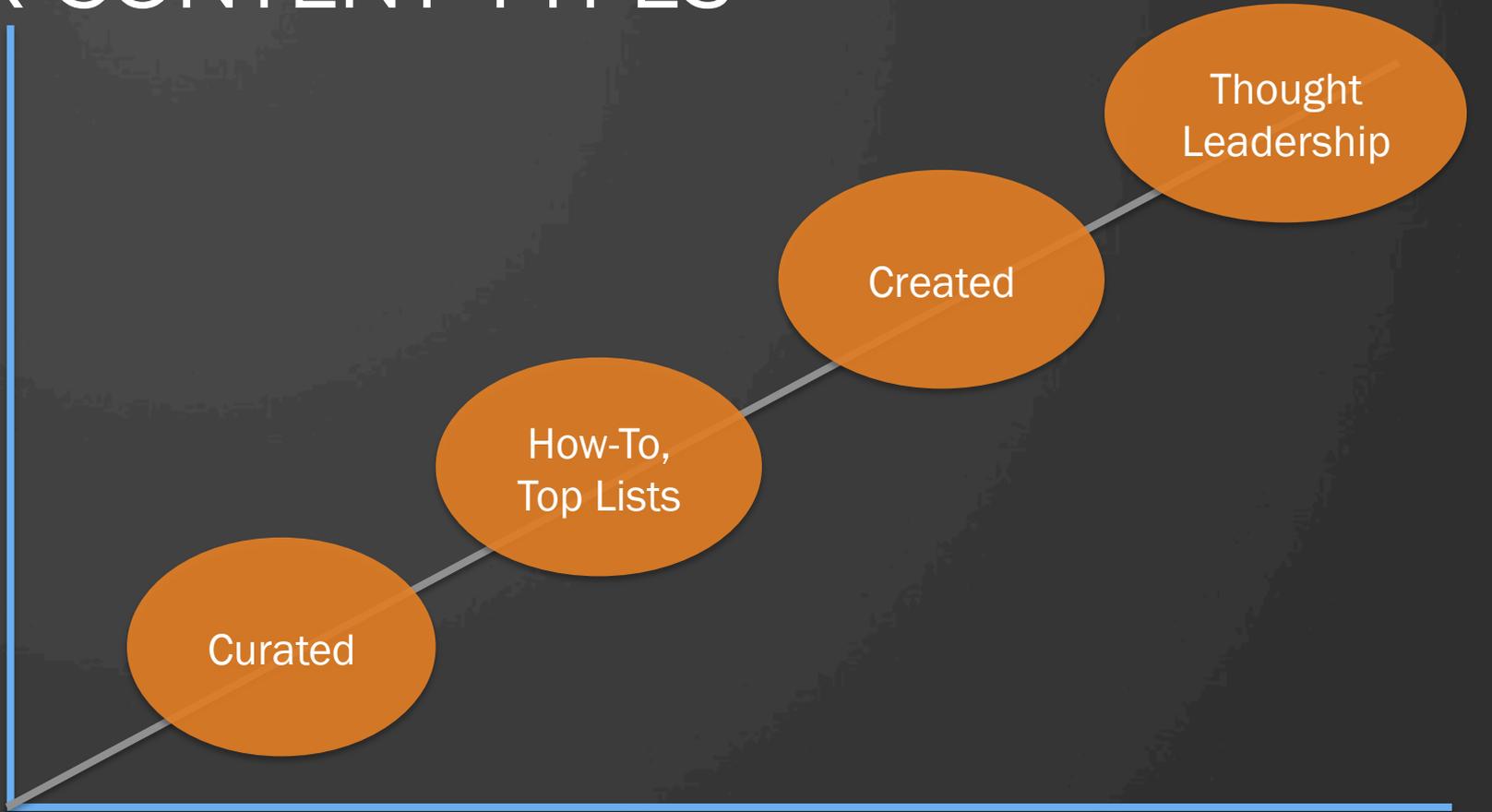


# ATTRACT QUALIFIED VISITS



# YOUR CONTENT TYPES

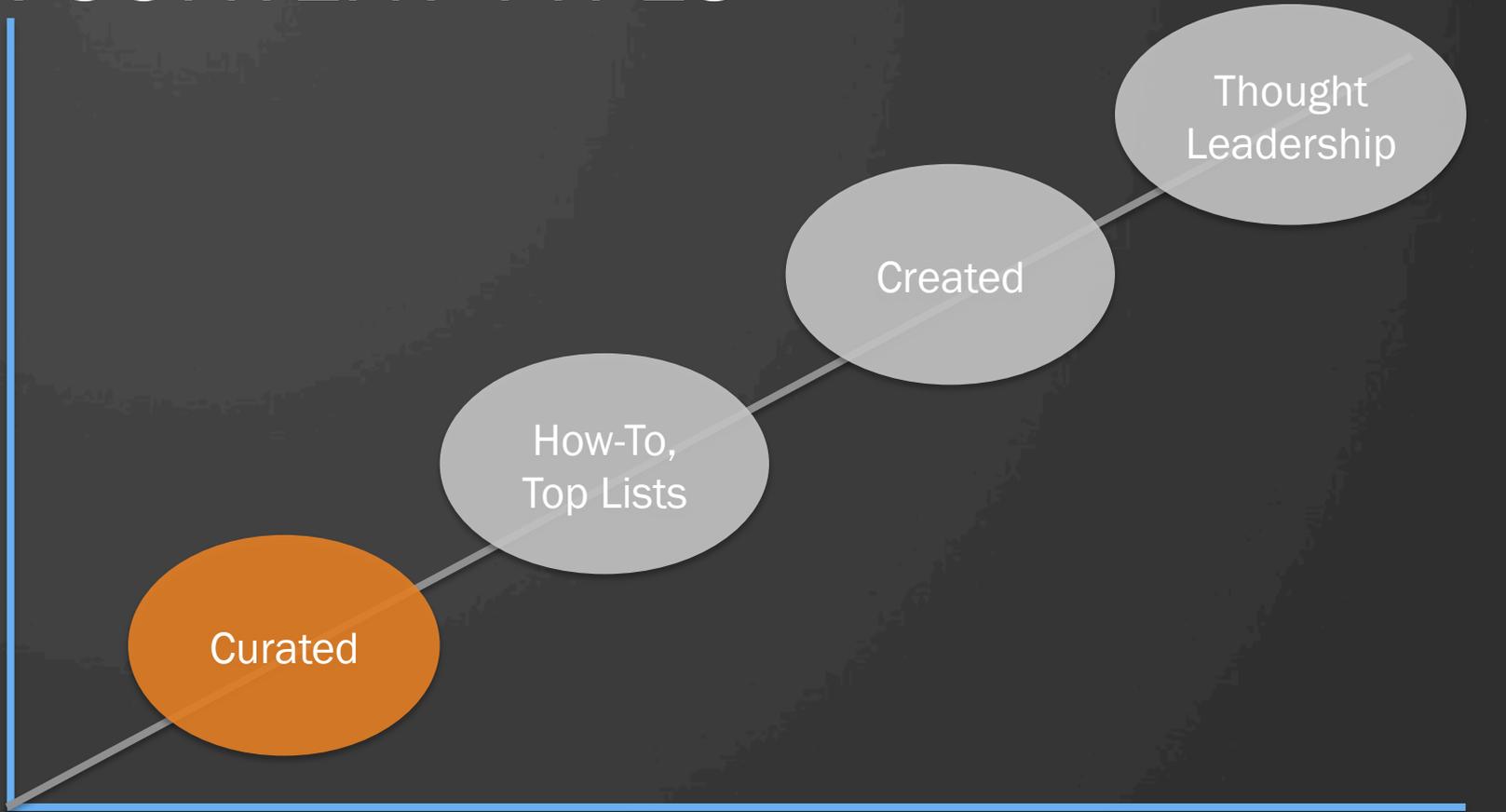
Resources  
Required



Expected Results

# YOUR CONTENT TYPES

Resources  
Required



Expected Results

# What You Need to Know This Morning: June 5, 2013

by [Dan Lyons](#)

🕒 June 5, 2013 at 6:00 AM

Happy Wednesday, marketers. Thanks to your overwhelmingly positive response [yesterday](#), we're going to keep this post theme going.

A lot has happened in the last 24 hours, and not all of it has to do with people being shocked by whatever is happening with *Game of Thrones*. So sit back, sip your coffee, and catch up on the news.



## Curating Industry News

### 1) Amazon Ad Sales Surging

86

Share

49

Like

300

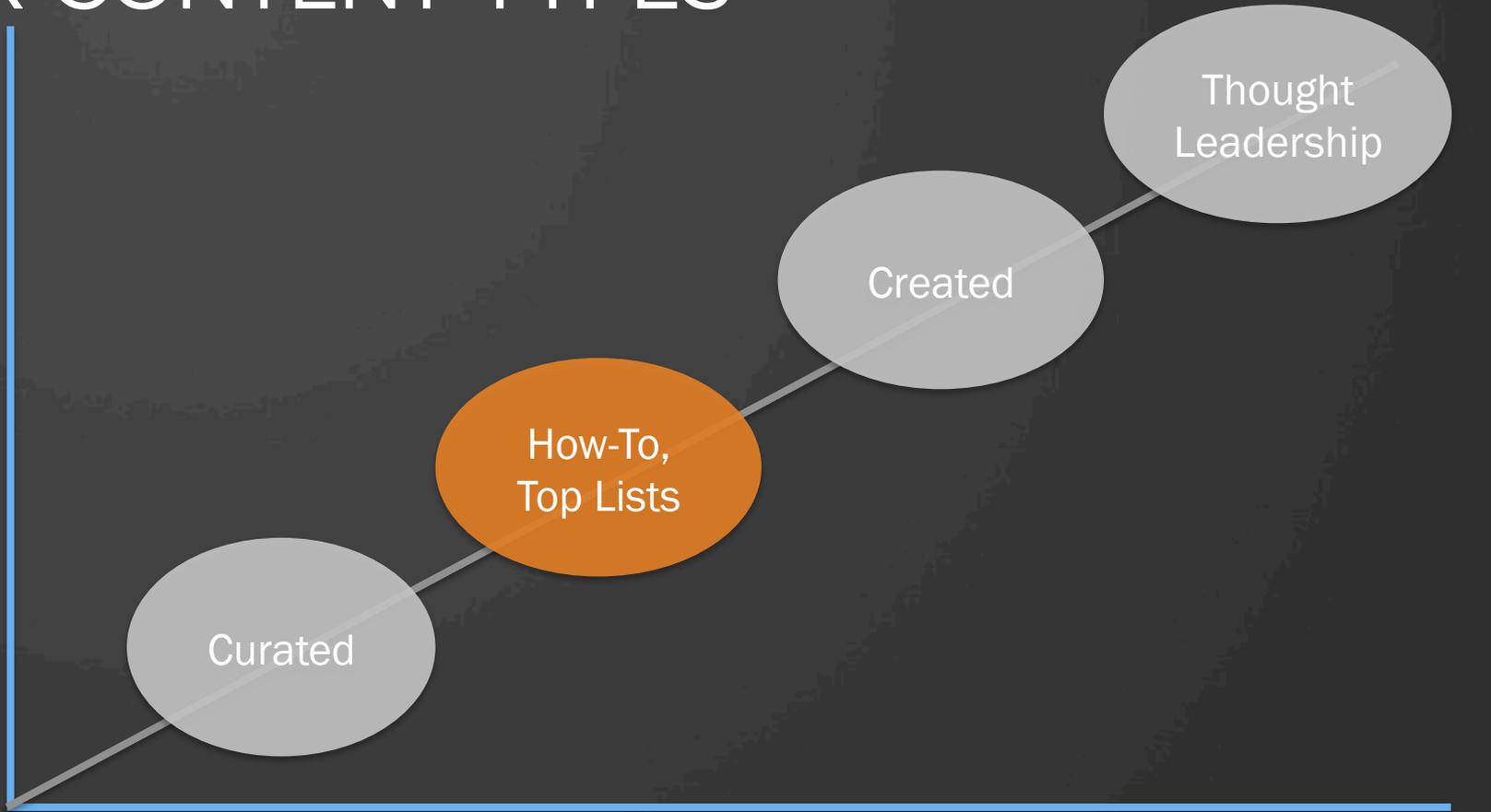
Tweet

24

+1

# YOUR CONTENT TYPES

Resources  
Required



Expected Results

## How to Determine if You Need an Agency to Help with Your Inbound Marketing

by [Jesse Mawhinney](#)

🕒 November 3, 2014 at 2:00 PM

Whether you want to launch a comprehensive inbound marketing strategy or you have already adopted inbound marketing and want to take it to the next level, there are a number of key considerations that will help you determine if you should hire an agency to help.



In making this strategic decision it is important to consider the capabilities of your in-house team, their capacity to take on new work, and how you will scale your strategy to drive continuously improved results.

These three factors will help you determine if your in-house team has the chops to execute a results-driven strategy. If doubts persist, it is time to reach out to an experienced inbound

49

[in Share](#)

5

[f Like](#)

94

[Tweet](#)

0

[g+1](#)

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## Topics

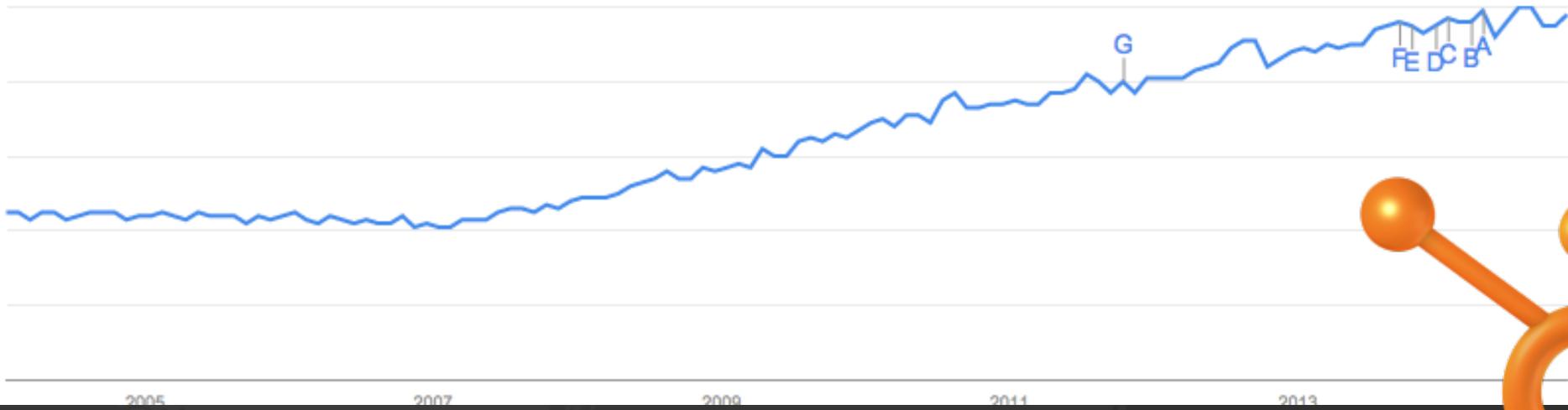
"how to \*\*"  
Search term

+ Add term

# How-To Articles

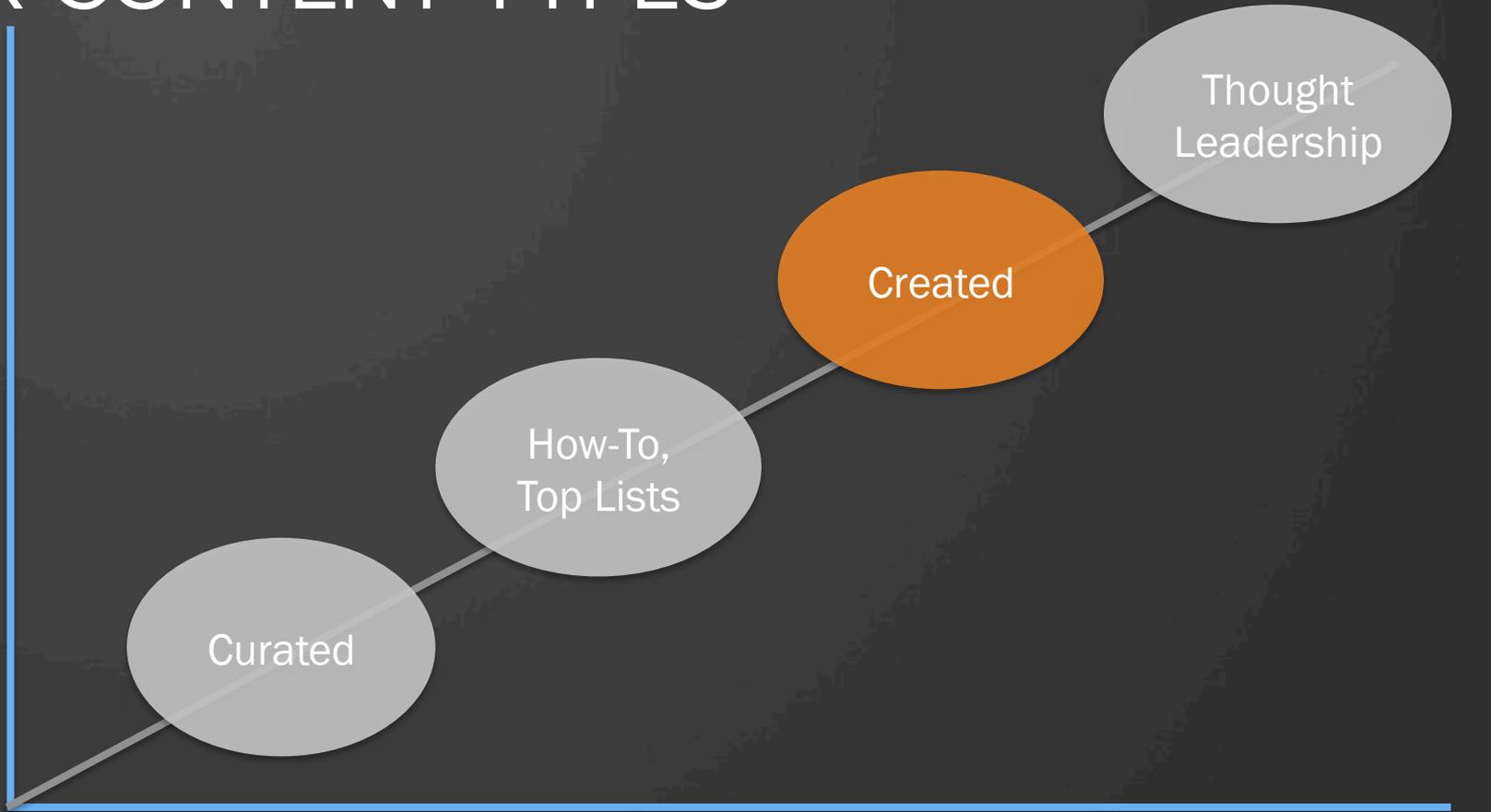
Interest over time ?

News headlines  Forecast ?



# YOUR CONTENT TYPES

Resources  
Required



Expected Results

# 7 Reasons Most Enterprise Websites Fall Short

by [Jessica Meher](#)

🕒 March 3, 2014 at 2:15 PM

What makes a website truly great? I mean so great that traffic is high and growing, bounce rates are low, and engagement and demand are off the charts.



Is it a beautiful, award-winning design? A killer SEO strategy? Its interactive, cutting-edge user experience? Or is it simply tied to the amount of monetary investment? The bigger the budget, the better the website, right?

For many enterprise companies, tens of millions of dollars are spent on their website each year, on everything from advertising, to hosting, to design. The Station of a company's website is often a key indicator on "digital marketing." Other firms estimate w

51

Share

70

Like

234

Tweet

24

+1

Original Blog Posts

# YOUR CONTENT TYPES

Resources  
Required



Expected Results

# Thought Leadership

# STATE of INBOUND 2014

HubSpot's 6th Annual Report on Inbound Marketing and Selling

DOWNLOAD 54-PAGE REPORT

Back to: [Landing Pages](#)

## ● LP State of Inbound 2014-2015



The screenshot shows the landing page for the 'Free Report: State of Inbound 2014-2015'. It features the HubSpot logo, a location selector for 'North America', and a description of the report. A form on the right side of the page is titled 'See the full report:' and includes fields for First Name, Last Name, Email (with a 'Send me my report!' button), Phone Number, Work Email, and Company Name. Below the form, there are three bullet points: 'What do the highest performing inbound marketers have in common?', 'What are you not doing today to generate more budget for your team?', and 'Why might sales reps be emerging as the next generation of inbound marketers?'.

18,044

views

10,074

submissions

1,253

new contacts

48

customers

All submissions

All sources

# RECYCLE AND PUBLISH IN LOTS OF FORMATS



Blog & eBooks



Tools



Photos

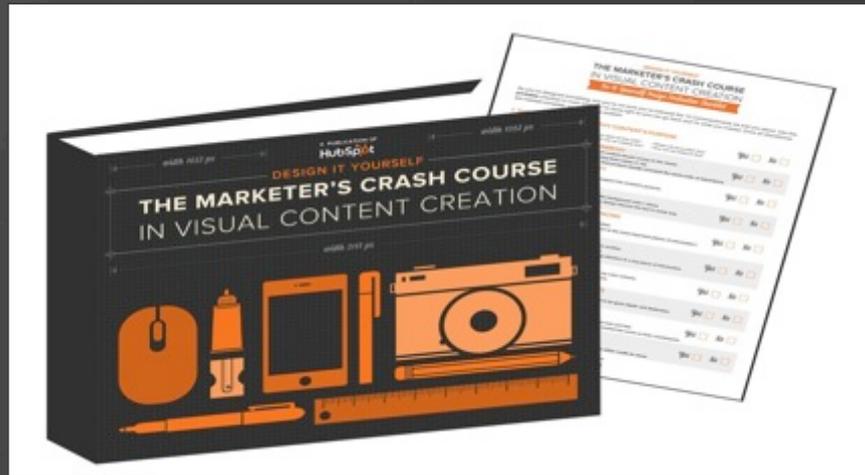


Videos & Podcasts



Presentations





 **HubSpot** @HubSpot Follow

**Design It Yourself: The Marketer's Crash Course in Visual Content Creation**  
[hub.am/10btkj4](http://hub.am/10btkj4)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

11 RETWEETS 12 FAVORITES

8:26 AM - 25 Mar 13

Reply to @HubSpot

**HubSpot** If you're a marketer who's attempting DIY design, this crash course will seriously change your life:

 **Design It Yourself: The Marketer's Crash Course in Visual Content...** - Save your self some time and money by downloading this free guide - The Non-Designer's Practical Guide to Creating Visual Content will allow you to create compelling visuals without hiring a designer!

Like (14) · Comment (1) · Share · 9 days ago

 Andrew Mulline, Jay DeWitt, and 12 others like this

 Tony Casso Thanks @theKeithF , @shannocpp , @11115M11111 and @hubspot . Your generosity and creativity are boundless. A must read for Marketers! 9 days ago

Add a comment...

 **HubSpot** March 25 '13

If you're a marketer who's attempting DIY design, this crash course will seriously change your life: <http://hub.am/10btkj4>

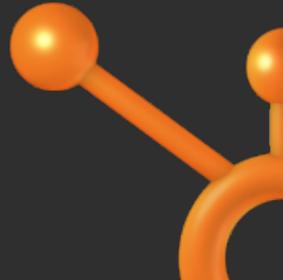
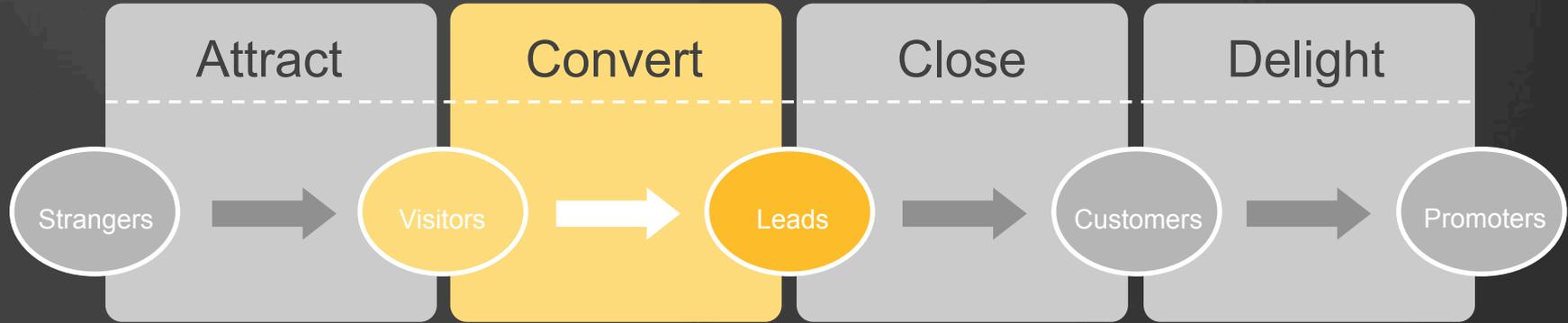


Like · Comment · Share

108 people like this.

View 55 more comments.

# CONVERTS INTO QUALIFIED LEADS

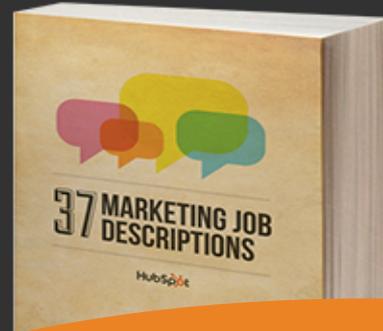


*Want to talk more about different ways to structure your marketing organization? Contribute to the conversation in the comments, or on Twitter via #CMOPOV. You can also tweet Mike Volpe directly with your take on the report @mvolpe.*

## 37 Ready-to-Use Marketing Job Descriptions

Simplify marketing hiring by customizing these pre-written job requisitions.

Download for Free 



Check Out What's Hot

Calls to Actions &  
Downloadable Content

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by [Jessica Meher](#)

🕒 March 3, 2014 at 2:15 PM

What makes a website truly great? I mean so great that traffic is high and growing, bounce rates are low, and engagement and demand are off the charts.



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51

Share

70

Like

234

Tweet

24

+1

Original Blog Posts

# 50 World-Class Website Designs: Enterprise Edition

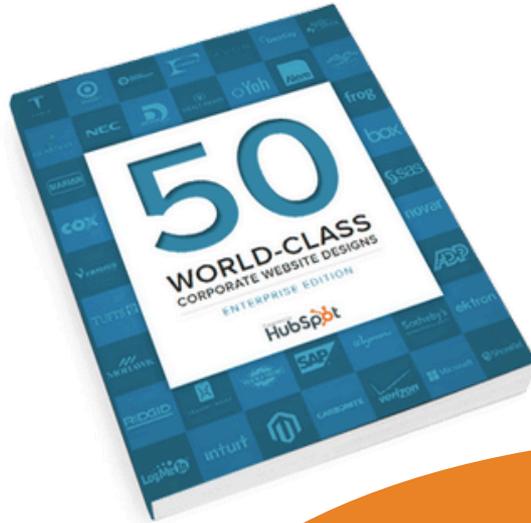
Download The Ultimate Collection of Corporate Website Designs from Leading Brands

According to Gartner, large companies spend more than **\$130 billion annually** on their websites. Yet **72% of websites** analyzed by Marketing Grader received a **failing grade of 59 or lower**. That might be why generating traffic and leads, and improving brand awareness—all factors that rely on having a high-performing website—ranked as the biggest challenges among marketers year-over-year.

So what brands buck the trend? We've found 50 companies that have built world-class websites, and some might surprise you.

Download this free collection and you'll receive:

- ✓ 50 examples of Enterprise websites in more than 20 different industries



Grab Your Copy:

First Name \*

Last Name \*

Corporate Cathy

# ASSETS MEAN YOU OWN YOUR MARKETING



Vs

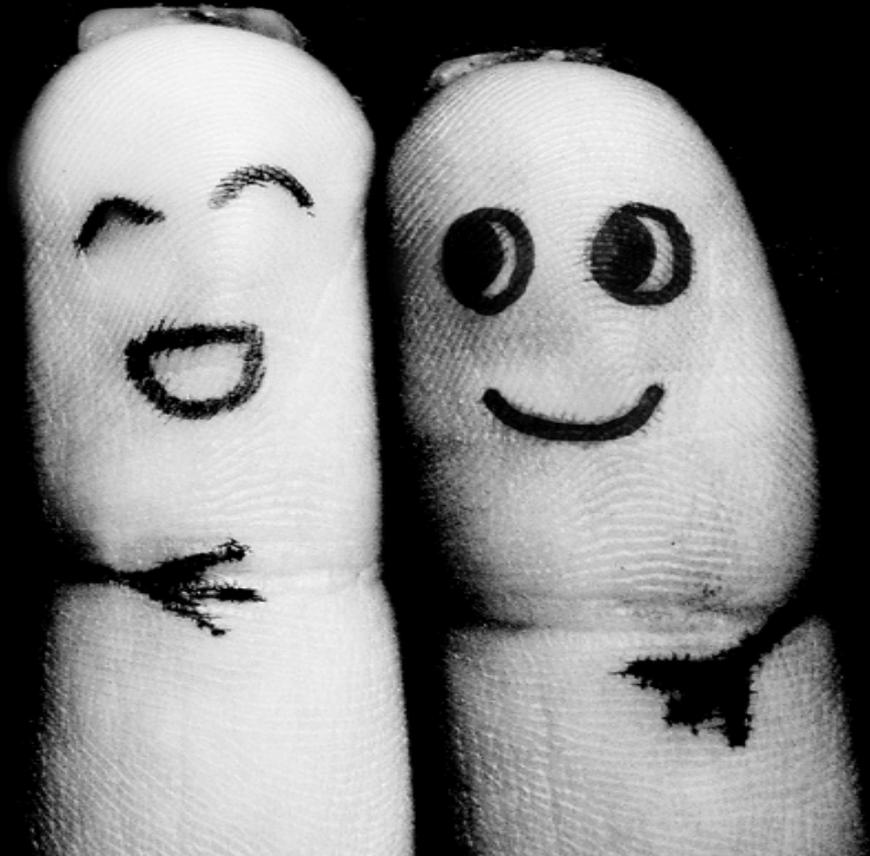
70%  
of our blog  
leads are from  
OLD articles

# IMPACT OF WEBSITE CONTENT ON INBOUND LEADS.



# 57%

of businesses have  
acquired a customer  
through their  
company blog.





3

USE CONTEXT  
TO  
PERSONALISE

# Context allows you to marry the buyer to the right content at the right time



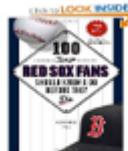
Brian Halligan  
HubSpot CEO

## Books

Page 1 of 10



A Long Strange Trip: The Inside History of the Grateful Dead  
Dennis McNally  
★★★★★ (499)  
Paperback



100 Things Red Sox Fans Should Know & Do Before They Die  
Nick Cafardo  
★★★★★ (194)  
Hardcover  
\$26.00 **\$16.59**  
Why recommended?



Venture Deals  
Brad Feld  
★★★★★ (90)  
Hardcover  
\$49.95 **\$28.00**  
Why recommended?



Everything I Know About Business I Learned from the Grateful Dead  
Barry Bames  
★★★★★ (39)  
Hardcover



## Books

Page 1 of 10



Programming Python [Paperback]  
Mark Lutz  
★★★★★ (499)  
Paperback  
\$27.50 **\$16.11**



The Happiest Toddler on the Block  
Paula Spencer  
★★★★★ (194)  
Paperback  
\$26.00 **\$16.59**



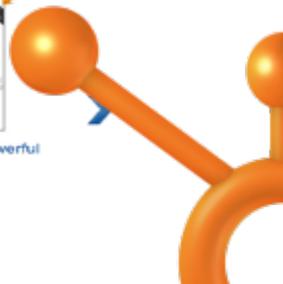
Goodnight Moon  
Margaret Wise Brown  
★★★★★ (90)  
Hardcover  
\$49.95 **\$28.00**  
Why recommended?



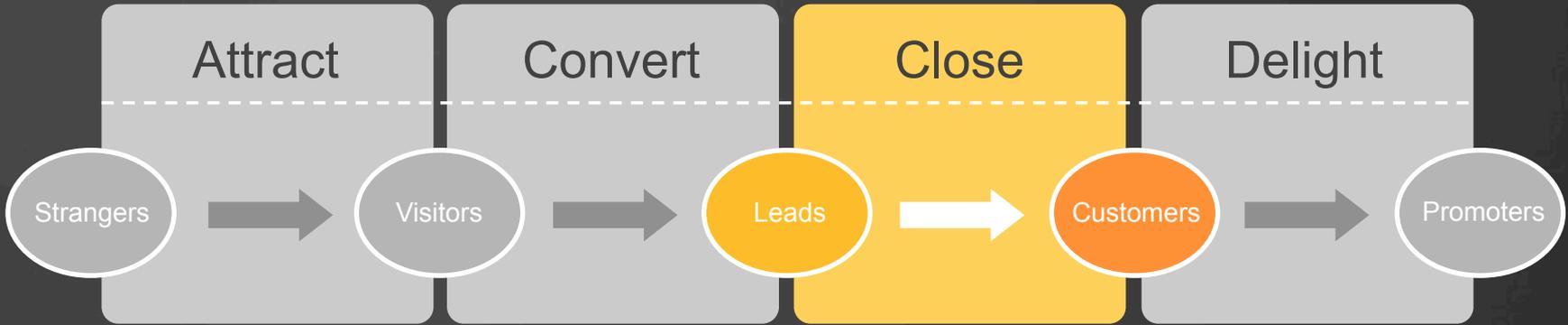
Learning Python: Powerful Object-Oriented Programming  
Mark Lutz  
★★★★★ (344)  
Paperback

Dharmesh Shah  
HubSpot CTO

> See all recommendations in Books



# CONTEXT TO SELL



Mary



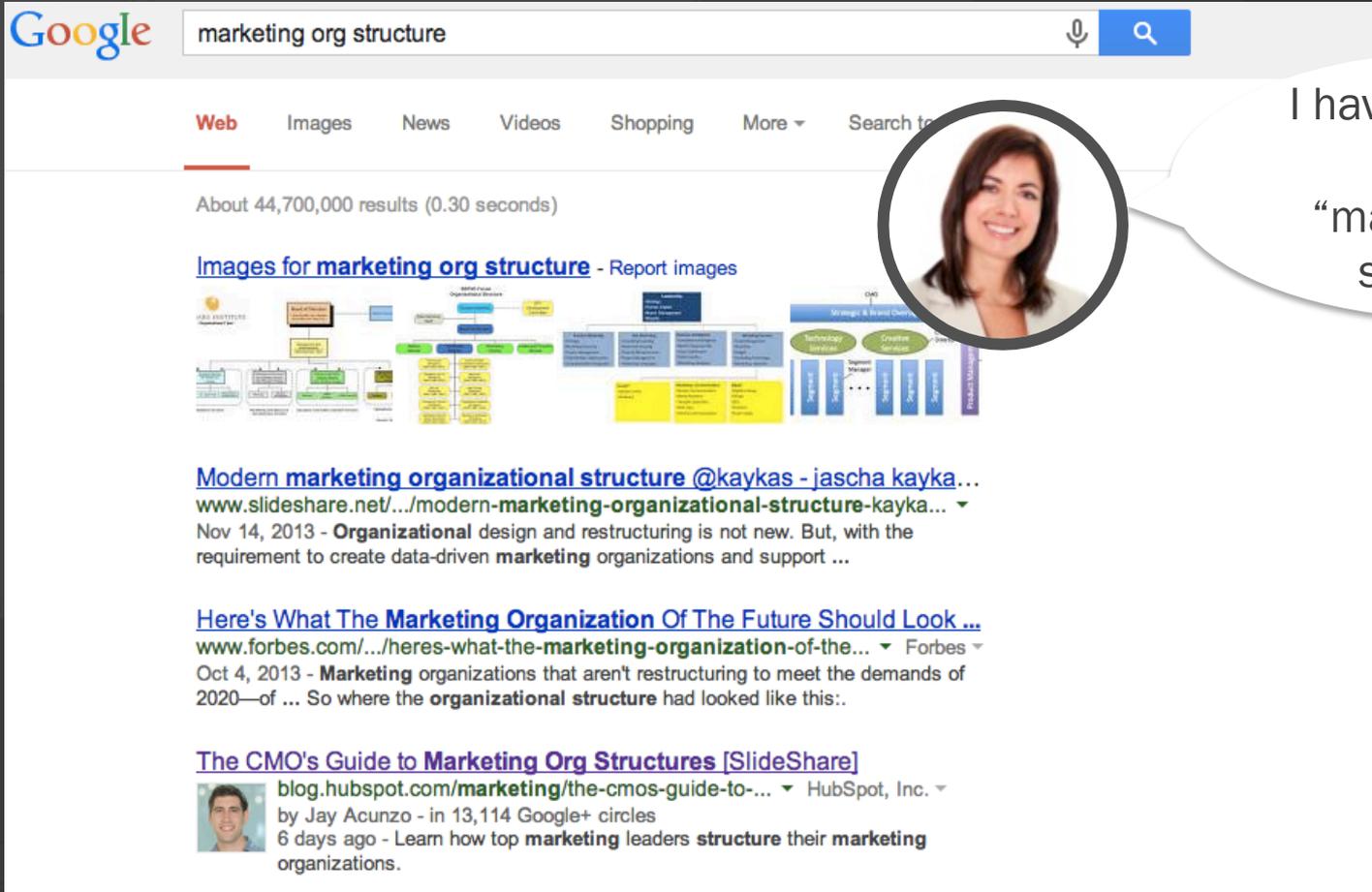
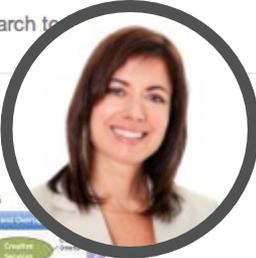
# CONTENT TO ATTRACT

Google marketing org structure

Web Images News Videos Shopping More Search to

About 44,700,000 results (0.30 seconds)

[Images for marketing org structure](#) - Report images



[Modern marketing organizational structure @kaykas - jascha kayka...](#)  
[www.slideshare.net/.../modern-marketing-organizational-structure-kayka...](http://www.slideshare.net/.../modern-marketing-organizational-structure-kayka...)  
Nov 14, 2013 - **Organizational** design and restructuring is not new. But, with the requirement to create data-driven **marketing** organizations and support ...

[Here's What The Marketing Organization Of The Future Should Look ...](#)  
[www.forbes.com/.../heres-what-the-marketing-organization-of-the-...](http://www.forbes.com/.../heres-what-the-marketing-organization-of-the-...) Forbes  
Oct 4, 2013 - **Marketing** organizations that aren't restructuring to meet the demands of 2020—of ... So where the **organizational structure** had looked like this:.

[The CMO's Guide to Marketing Org Structures \[SlideShare\]](#)  
[blog.hubspot.com/marketing/the-cmos-guide-to-...](http://blog.hubspot.com/marketing/the-cmos-guide-to-...) HubSpot, Inc.  
by Jay Acunzo - in 13,114 Google+ circles  
6 days ago - Learn how top **marketing** leaders **structure** their **marketing** organizations.

I have a question about “marketing org structure”



# CONTENT TO CONVERT

We received generous contributions from top executives at Forrester Research, ZenDesk, Atlassian, GitHub, and Rue La La, as well as Jascha and HubSpot CMO Mike Volpe. We invite you to take a look at the various structures -- from the "Elastic Org" and the "Inbound Org" to the "Funnel-Focused Org" and the "Customer Org" -- and share with others who may benefit from the insights:

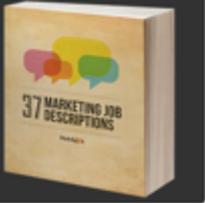


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[Download for Free](#)



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Reads our blog post

Call to Action to download eBook (Stage = Visitor)

# CONTEXT TO PERSONALIZE

## Demographic Data

Name

Email & Phone

Role & Department

Company & Industry

Employees / Team

Challenges / Goals

Geographic location

The screenshot displays the HubSpot CRM interface for a contact named Mary Dawson. The top navigation bar includes links for Dashboard, Contact, Social, Contacts, Reports, Marketplace, and Academy. The profile header shows a profile picture, the name 'Mary Dawson', and three key metrics: 'First Touch' (1 Year Ago, Opened Email), 'Last Touch' (5 Hours Ago, Form Submission), and 'Lifecycle Stage' (Lead, Since Feb 7, 2014). Below this, a 'Showing All 124 Interactions' button is visible. The main section is divided into two columns: a left column for activity history and a right column for contact details. The activity history is organized by month, with March 2014 showing 5 Emails, 4 Events, 3 Twitter Events, 4 Website Visits, and 1 Webinar Event. February 2014 shows 1 Property Change, 2 Form Submissions, 1 Website View, 1 List Membership, 2 Syncs, and 3 Emails. The contact details on the right include fields for First Name (Mary), Last Name (Dawson), Email (mdawson@maryswidgets.com), Phone Number (01274 123123), role (Manager), Department (Marketing), Company Name (Marys Widgets), Industry (Software & Internet), Number of Employees (50-100), and Country (United Kingdom).

HubSpot CRM Profile for Mary Dawson

**First Touch:** 1 Year Ago (Opened Email)

**Last Touch:** 5 Hours Ago (Form Submission)

**Lifecycle Stage:** Lead (Since Feb 7, 2014)

Showing All 124 Interactions

**March 2014**

- 5 Emails
- 4 Events
- 3 Twitter Events
- 4 Website Visits
- 1 Webinar Event

**February 2014**

- 1 Property Change
- 2 Form Submissions
- 1 Website View
- 1 List Membership
- 2 Syncs
- 3 Emails

**Contact Details:**

- First Name: Mary
- Last Name: Dawson
- Email: mdawson@maryswidgets.com
- Phone Number: 01274 123123
- role\_\_c: Manager
- Department: Marketing
- Company Name: Marys Widgets
- Industry: Software & Internet
- Number of Employees: 50-100
- Country: United Kingdom

# CONTEXT TO PERSONALIZE

**HubSpot** Dashboard Content Social Contacts Reports Marketplace Academy

## Mary Dawson

**First Touch**  
**1 Year Ago**  
Opened Email

**Last Touch**  
**5 Hours Ago**  
Form Submission

**Lifecycle Stage**  
**Lead**  
Since Feb 7, 2014

Showing All 124 Interactions

### March 2014

- 5 Emails
- 4 Events
- 3 Twitter Events
- 4 Website Visits
- 1 Webinar Event

**February 2014**

- 1 Property Change
- 2 Form Submissions
- 1 Wistia View
- 1 List Membership
- 2 Syncs
- 3 Emails

**Interactions:**

- Download BIGlytics Big Data eBook  
Wed Mar 5, 2014 at 3:24pm  
Opened
- BIGlytics | Data Analytics Tools  
Tue Mar 4, 2014 at 1:35pm
- Attended March 2014 Product Announcement Webinar for 58 minutes  
Tue Mar 4, 2014 at 9:00am
- Show all 17 interactions
- Submitted a Comment  
Hide Submission Details - Fri Feb 7, 2014 at 4:50pm
- Watched BIGlytics Full Demo on BIGlytics | Software  
Fri Feb 7, 2014 at 4:35pm
- Became a Marketing Qualified Lead  
Fri Feb 7, 2014 at 4:20pm

**Summary:**

- 5 Emails
- 4 Events
- 3 Twitter Events
- 4 Website Visits
- 1 Webinar Event

## Behavioral Data

Blog articles read

Forms completed

Content downloaded

Website visits

Emails opened

Social media actions

Videos watched



# CONTEXT TO BUILD A 360° VIEW

## Demographic Data

Name

Email & Phone

Role & Department

Company & Industry

Employees / Team

Challenges / Goals

Geographic location

HubSpot Dashboard Content Social Contacts Reports Marketplace Academy

Mary Dawson

First Touch: 1 Year Ago | Last Touch: 5 Hours Ago | Lifecycle Stage: Lead

Who they are

What they are interested in

Showing A

March 2014

- 5 Emails
- 4 Events
- 3 Twitter
- 4 Website Visits
- 1 Webinar

Submitted a Comment

Watched BIGlytics Full Demo on BIGlytics | Software

Became a Marketing Qualified Lead

February 2014

- 1 Property Change
- 2 Form Submissions
- 1 Wistia View
- 1 List Membership
- 2 Syncs
- 3 Emails

4 Events

3 Twitter Events

4 Website Visits

1 Webinar Event

## Behavioral Data

Blog articles read

Forms completed

Content downloaded

Website visits

Emails opened

Social media actions

Videos watched



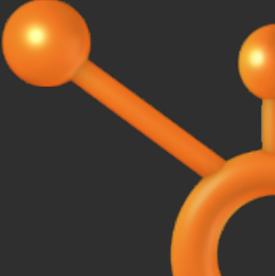
# CONTEXT TO PERSONALIZE



I love this topic

Delight

The image shows a HubSpot email editor interface on the left and a preview of the resulting email on the right. The editor displays a template with several green boxes indicating personalized content: 'FIRST NAME', 'MOST RELEVANT DOWNLOAD', 'COMPANY NAME', 'SALES REP NAME', and 'SALES REP PHONE'. The preview shows the email rendered in a browser, with the personalized content populated. The email header includes the sender 'jon@biglytics.com' and the subject 'Download BIGlytics Big Data eBook'. The main content features the 'BIGLYTICS' logo, a 'BIGLYTICS FREE EBOOK' section with an 'AN INTRODUCTION' graphic, and a 'LEARN MORE' button. The body text is personalized, mentioning 'Hi Mary' and 'Dawson Technologies'.



# CONTEXT TO PERSONALIZE



From the stream "@HubSpot Replies Without Links"

Interacting as:

@HubSpot



**Richard Tubb**  
@tubblog



Lead (View Contact)

2,668 FOLLOWERS 195 FOLLOWING 64 KLOUT

Email

[richard@tubbweb.co.uk](mailto:richard@tubbweb.co.uk)

Salesforce Owner:

[Neil Kennedy](#)

Company

Tubblog

More Details

in Salesforce

@EricDosal Would love to talk #Hubspot when we next get together. Plenty I think I'd appreciate about the platform. 07/16/2014

2 Reply Retweet Favorite Share Forward Link

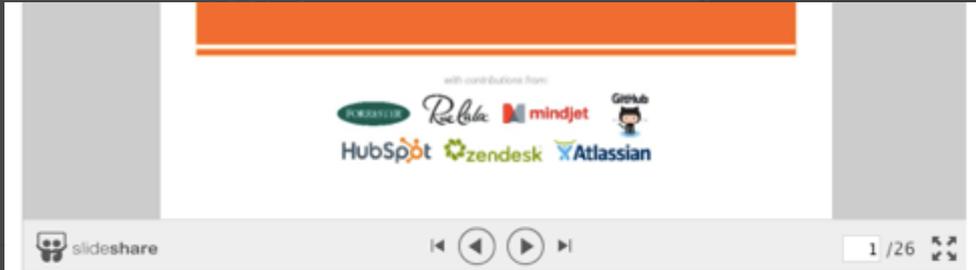
Niti Shah forwarded this. 11:16 PM  
To: emeamarketing@hubspot.com Message: Can we get a rep on this? Cheers, Niti

Someone forwarded this. 10:16 PM  
To: nshah@hubspot.com Message: This could be another opportunity for a VIP customer involvement... the initial tweet from the conversation was a case study post with @BrightGauge.

**Eric Dosal** @EricDosal 07/11/2014  
@tubblog @BrightGauge @HubSpot thanks for sharing Richard! We love #HubSpotting

**Richard Tubb** @tubblog 07/11/2014  
See How @BrightGauge Increased Revenue 152% Using @HubSpot [tubb.co/TTqkFY](http://tubb.co/TTqkFY) Interesting blog from @EricDosal. HubSpot is powerfull!

# CONTEXT TO PERSONALIZE



*Want to talk more about different ways to structure your marketing organization? Contribute to the conversation in the comments, or on Twitter via #CMOPOV. You can also tweet Mike Volpe directly with your take on the report @mvolpe.*

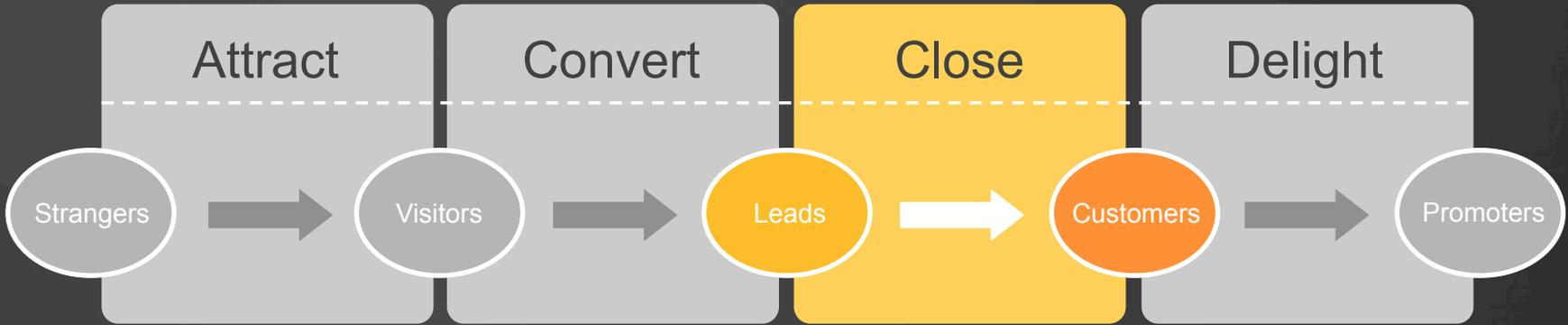
**Get Customized Feedback on Your Inbound Marketing Strategy**

Chat with an inbound specialist about how you can improve your website & inbound marketing strategy.

[Get a Free Assessment](#)

Call to Action for Inbound Marketing Strategy feedback (Stage = Marketing Qualified Lead)

# CONTEXT TO SELL



**HubSpot**

### Nurture Your Leads More Intelligently with HubSpot

Marketing automation is better when it's smarter.

As a marketer, your most valuable asset is your marketing database. **But your database is only as powerful as you make it.**

HubSpot's software makes it easy to build targeted segments and workflows based on your prospects' contact information, lifecycle stage, and behavior – which lets you focus on their needs, and nurture them more effectively.

Get a free demonstration of HubSpot's tools to learn how you can:

- **Nurture Your Leads:** Automatically trigger timed follow-up emails based on your leads' behavior.

**Request a Free Demo:**

First Name \*

Last Name \*

Email \*

Website \*

When are you available for a demonstration? \*

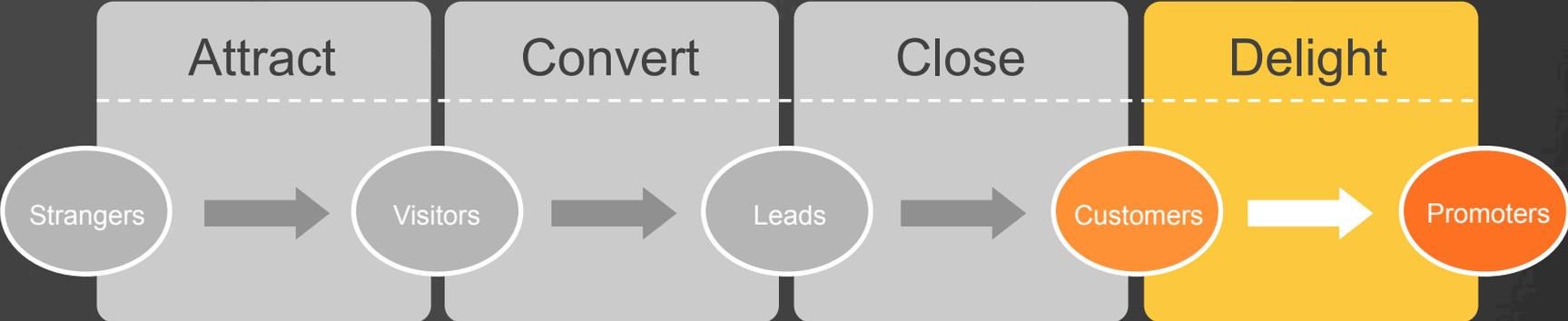
[Show Me HubSpot!](#)

HUBSPOT SCORE:

# 72

[View in HubSpot](#)

# CONTENT + CONTEXT TO DELIGHT

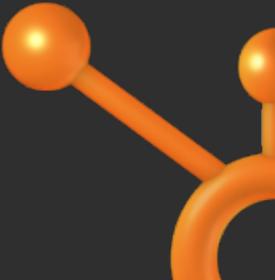


**Marketing Library** All of HubSpot's marketing content, in one place.

Inbound Marketing | All content types | Sorted by: Published date

**Inbound Marketing** 35

- 7 THINGS A MARKETING AGENCY FROM THE FUTURE WOULD NEVER...**  
Ebook
- Clipboard Checklist**  
Worksheet
- The Ultimate Guide of Online Agency Tools**  
Ebook
- 20 MARKETING TRENDS & PREDICTIONS FOR 2013 & BEYOND**  
Ebook
- INBOUND MARKETING TO GRASP SOMETHING THAT MEANS SOMETHING**
- 10 USELESS THINGS TO CUT FROM YOUR MARKETING**
- Determine Your 2013 Marketing Goals**
- 47 Stats for Remarkable Holiday Marketing in 2012**

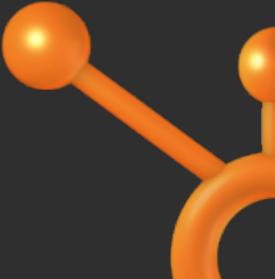
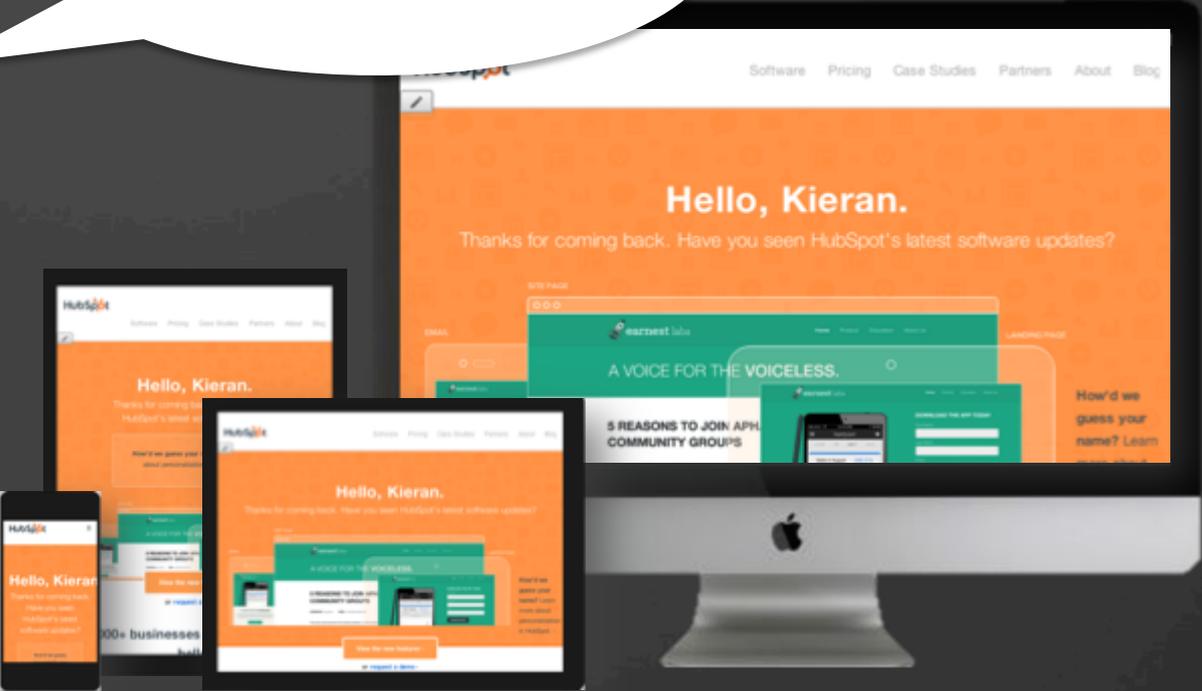


# CONTEXT TO PERSONALIZE



Consume content on multiple devices

Delight



# Send your prospects content relevant to their buyer's journey with context from every channel.

## First,

Gather context about your prospect's needs and behaviors from every digital touch point a prospect has with your brand.



Your Prospects...

- Indicate their industry
- Read blogs
- Click on your tweets

## Context



Social Media



Website & Landing Pages



Blog



Email



Forms

## Content



Use that context to serve up personalized content relevant to the prospect's buyer's journey through those same touch points.



## Then,



Your Prospects Get...

- Content specific to their industry
- Suggested content based on what they've read
- Targeted messaging on social media

Why Now?

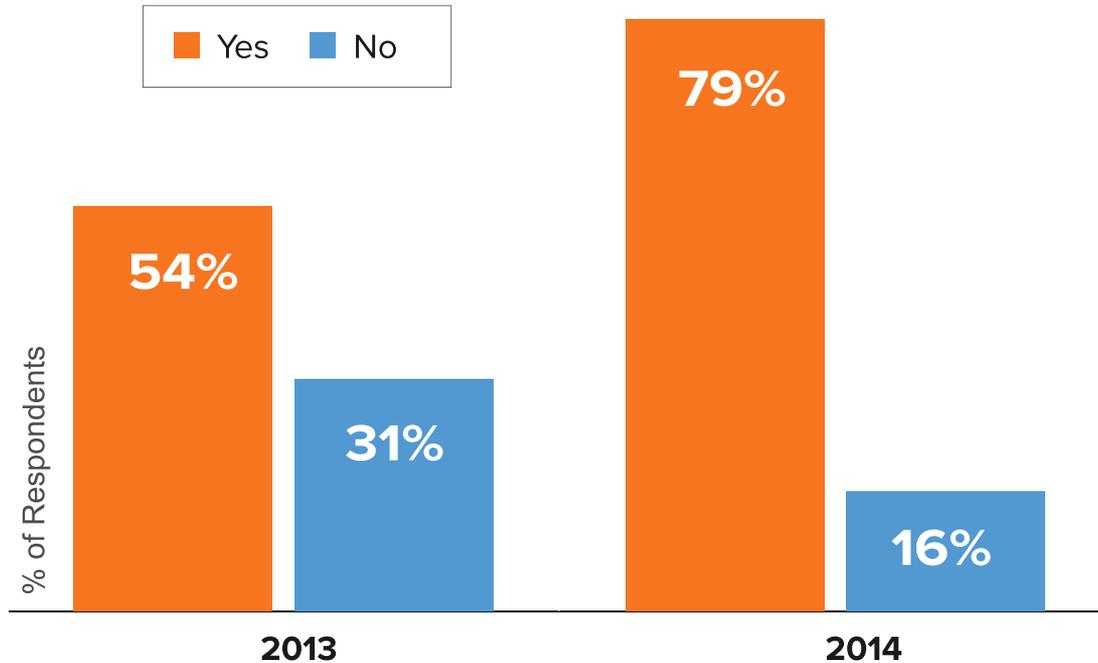


THIS STUFF REALLY  
WORKS.



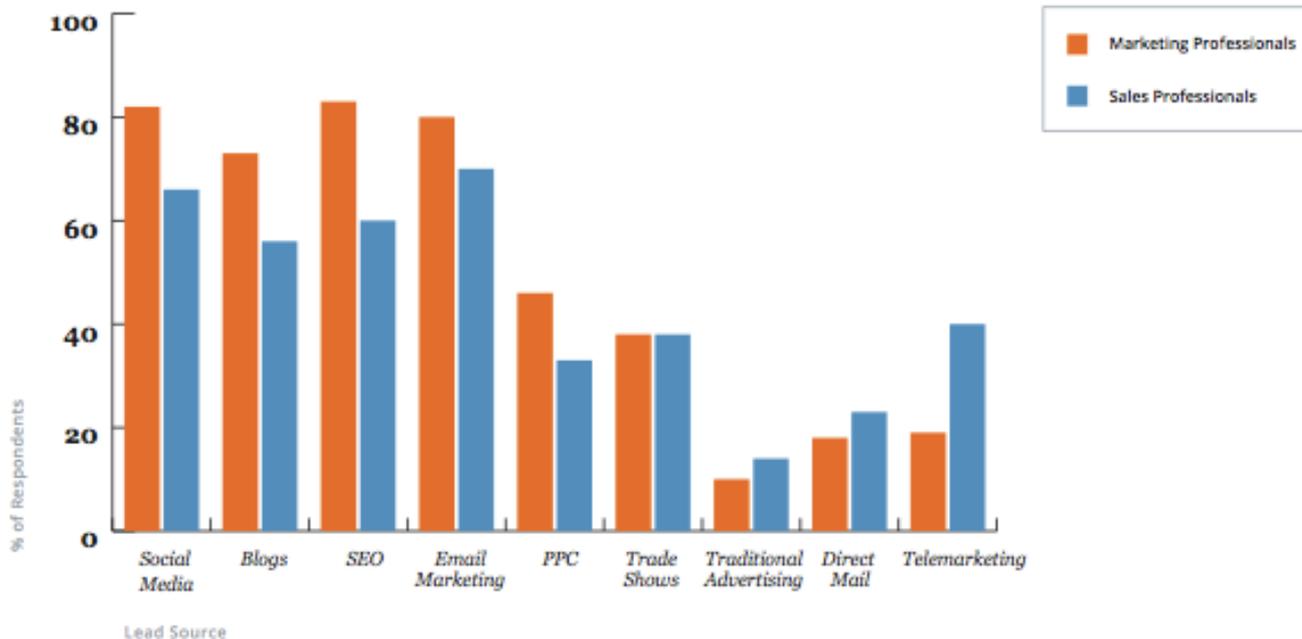
# % OF MARKETERS THAT PRACTICE INBOUND MARKETING

Inbound marketing adoption has grown significantly in 2014.



## WHICH LEAD SOURCES HAVE BECOME MORE IMPORTANT (OVER LAST 6 MONTHS)

Sales gravitates toward outbound channels whereas marketers lean inbound



Inbound marketing costs **62% less**  
per lead than traditional, outbound marketing.



OUTBOUND



INBOUND

*WHAT HAPPENS NEXT?*



# INBOUND MARKETING TRENDS BY GEOGRAPHY

*The claim that Europe trails North America is a myth*

## COMPANIES THAT PRACTICE INBOUND MARKETING BY GEOGRAPHY

Do you do inbound marketing?

YES NO



North America



Europe, the Middle East, and Africa (EMEA)

## INBOUND ROI BY GEOGRAPHY

ROI of inbound marketing:

GREATER THAN PREVIOUS YEAR

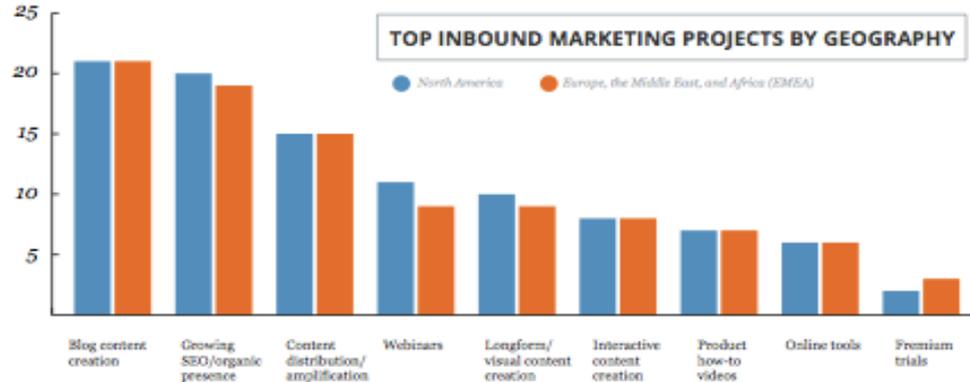
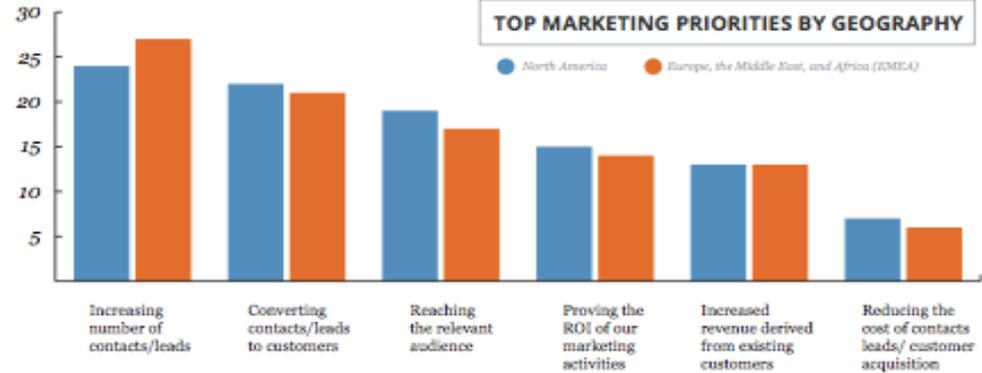
LOWER THAN PREVIOUS YEAR



North America



Europe, the Middle East, and Africa (EMEA)

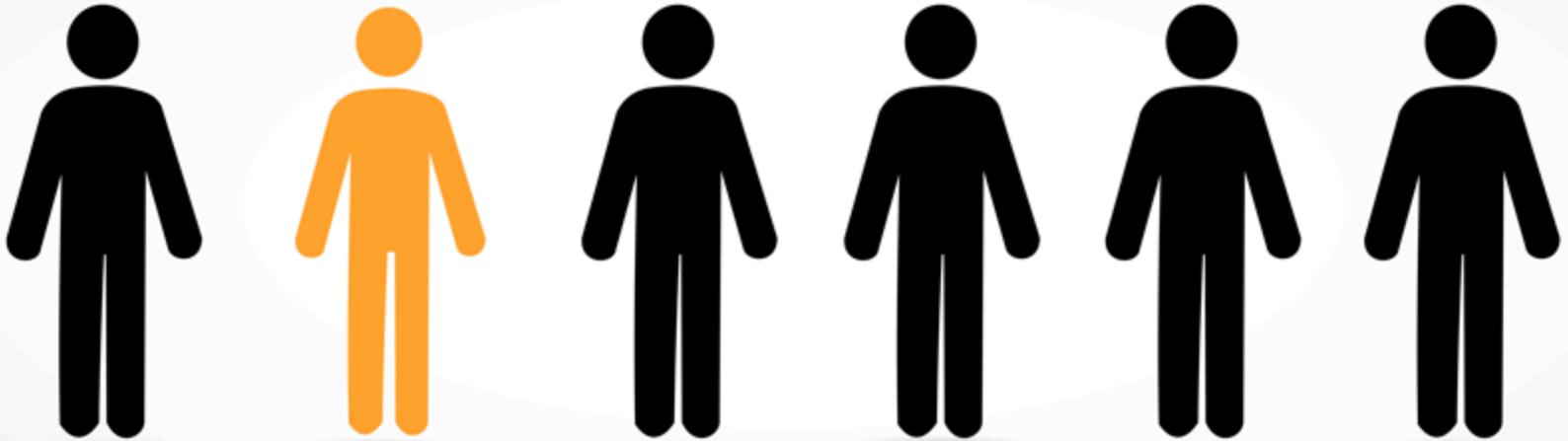


Europe lags North America?



Invest in it  
(Time, People,  
Skills, Culture)

My competition  
doesn't do this.  
Be different!



Change directions  
and experiment



My boss said  
“Show me the  
money”!

<http://www.hubspot.com/marketing-statistics>

# All The Marketing Statistics You Need.

## Additional Free Resources:



Get stats about:

- ✓ SEO
- ✓ Blogging
- ✓ Social Media
- ✓ Lead Generation
- ✓ Lead Management
- ✓ Email Marketing
- ✓ Marketing Automation
- ✓ Analytics

SEO

- ✓ 61% of global Internet users research products online. (Interconnected World: Shopping and Personal Finance,

*In God we trust, all else bring us data!*



WE'VE  
GOT OUR  
TOES IN...



TIME TO  
JUMP IN  
ALL THE  
WAY!

# INBOUND MARKETING: Your Secret Weapon.

## Thank You!

Ryan L. Ball, Head of Enterprise Sales, HubSpot EMEA  
[@ryanlball](mailto:ryanlball@hubspot.com) [rball@hubspot.com](mailto:rball@hubspot.com)

