

STEVE VAUGHAN



WHAT IS INBOUND?



STEVE VAUGHAN



**CHANNEL ACCOUNT MANAGER,
HUBSPOT**

WHAT IS INBOUND?

What is Inbound Marketing?



Steve Vaughan, HubSpot International



Hi, I'm



@SvaughanInbound

#InboundDay2015

I HAVE A CONFESSION.

I used to sell through cold
calls.

The world is
changing
fast.





6 45



12:00

Now, 75% of us use a DVR.





GOOGLE



Now, we have

facebook.[®]



A close-up photograph of a black smartphone lying on a pair of blue denim jeans. The phone is positioned diagonally, with its screen facing upwards. The screen displays the text "We carry the Internet in our pocket." in white, sans-serif font. The background is the textured fabric of the jeans, with prominent orange and yellow stitching lines. The lighting is bright, highlighting the texture of the denim and the sleek surface of the phone.

We carry the
Internet in our
pocket.

Now, a
brilliantly
obvious
observation....



**Most companies
are stuck and
frozen in time.**

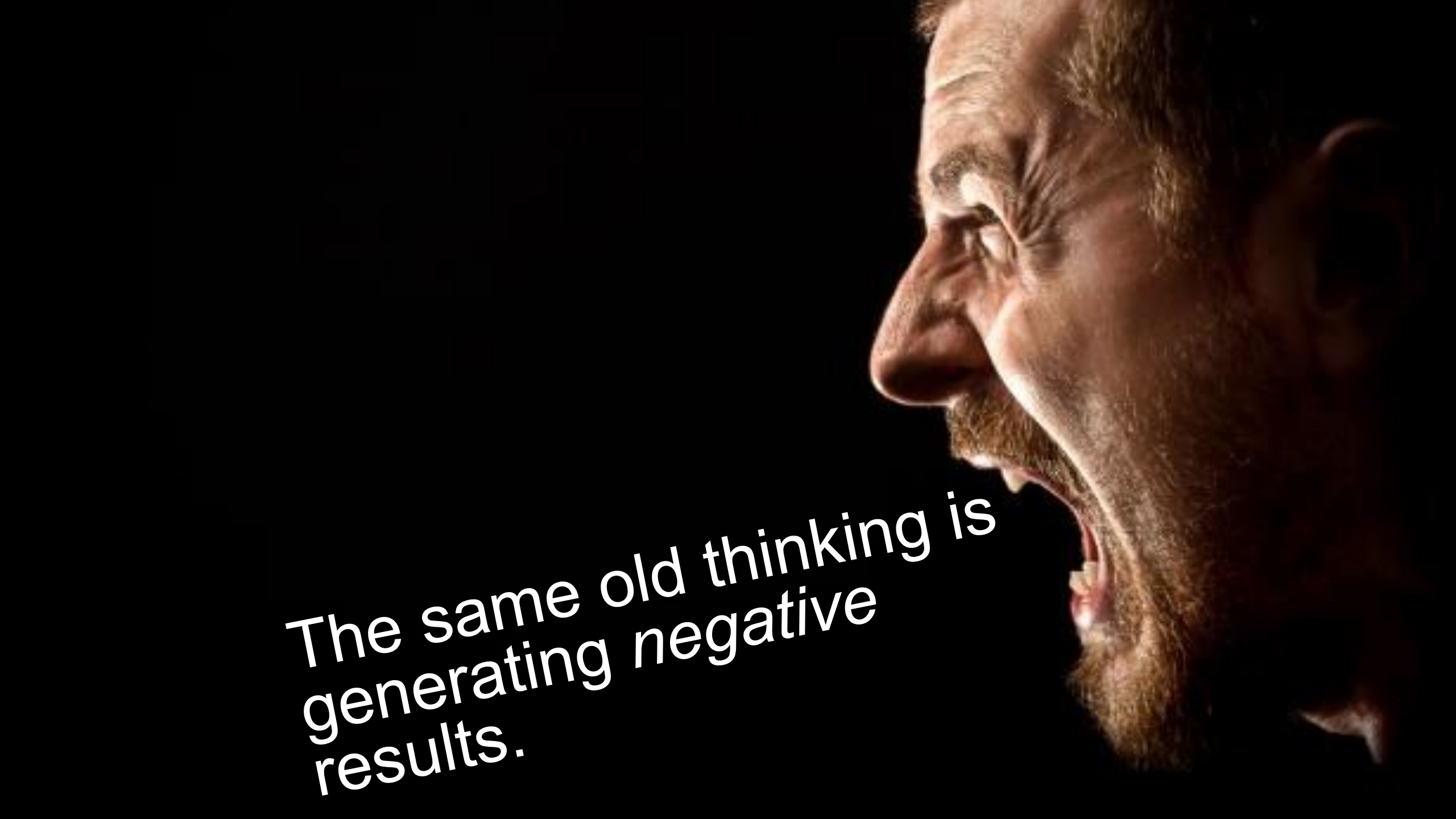
THE
SAME
OLD
THINKING

THE
SAME
OLD
RESULTS



$$\text{ROI} = 0$$

ROI < 0

A close-up, profile view of a man with a beard and mustache, shouting or yelling with a frustrated expression. His mouth is wide open, and his eyes are squinted. The background is dark, and the lighting highlights his facial features.

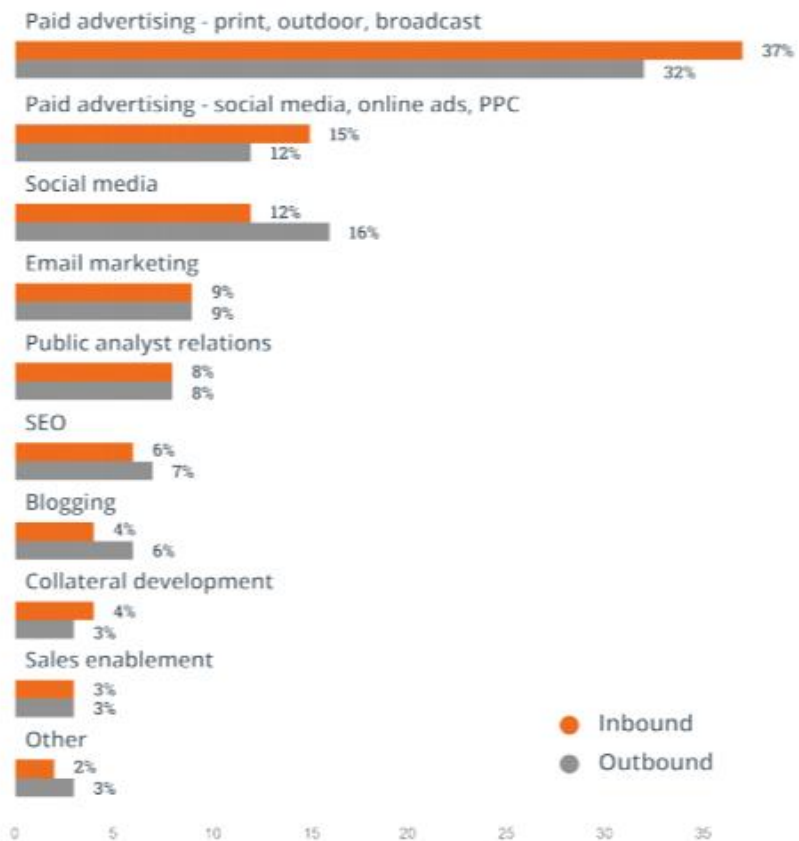
The same old thinking is
generating *negative*
results.



STATE *of*
INBOUND $\frac{20}{15}$

The Most Overrated Marketing Tactic

Outbound is classified as a waste of time across inbound and outbound organizations alike



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

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



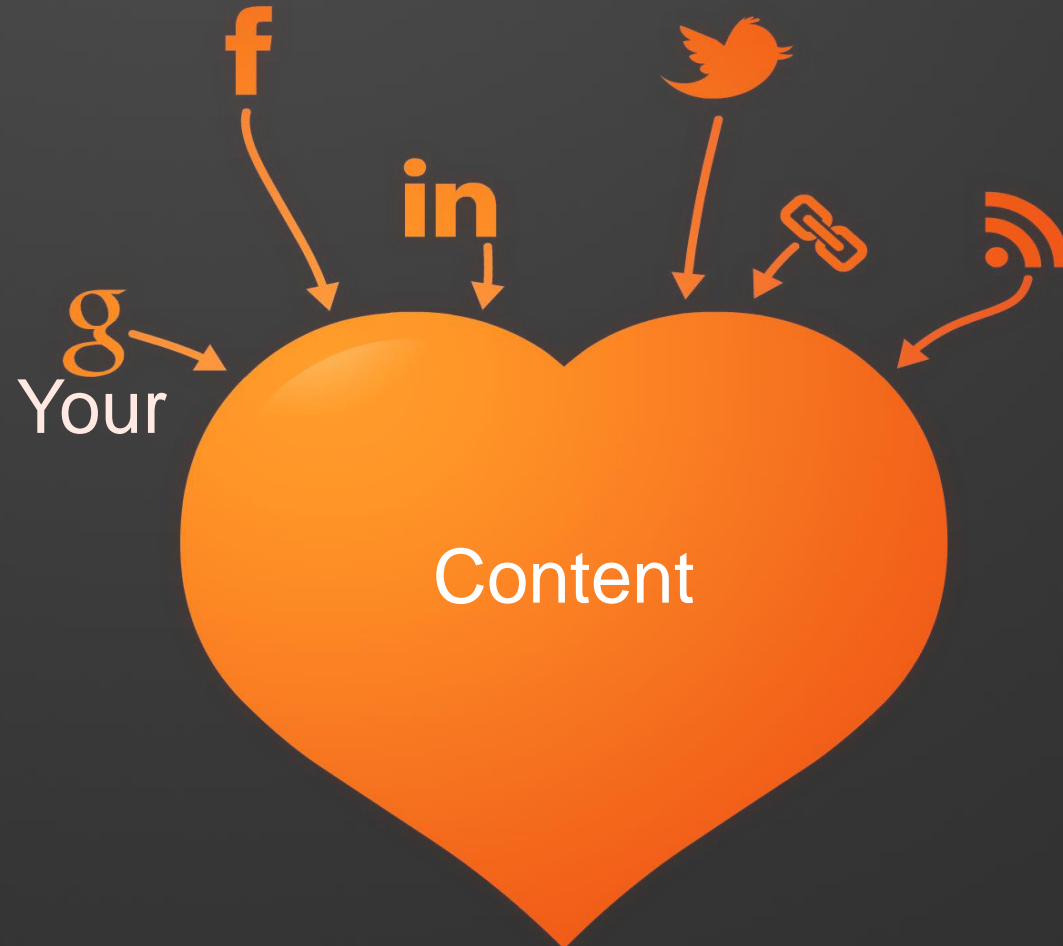
rather than speak with a sales person

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

Inbound updates the playbook based on the way people buy today.

Get Found Online:

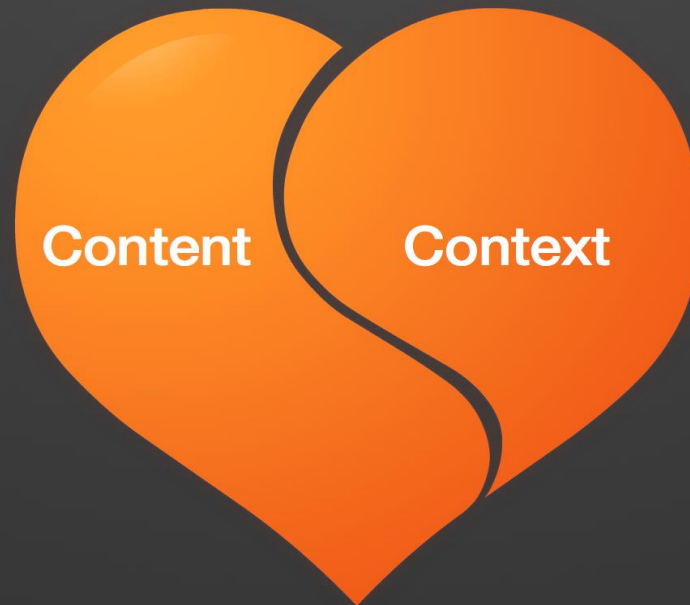
- Website pages
- Blog articles
- Social media messages
- All optimized to drive qualified constituents to your site.



Inbound updates the playbook based on the way people buy today.

Get Found Online:

- Website pages
- Blog articles
- Social media messages
- All optimized to drive qualified constituents to your site.



Understand Your Buyers:

- Personalize your marketing
- Identify buyer needs
- Understand what content pulls constituents through sales funnel

Content + Context =



THEN

THERMOSTAT

RADIO

CABLE TV

MAP

STORE

ADVERTISEMENT

RESUME

TRAVEL GUIDE

TAXI

NEWSPAPER

NOW

NEST

PANDORA

NETFLIX

WAZE

AMAZON

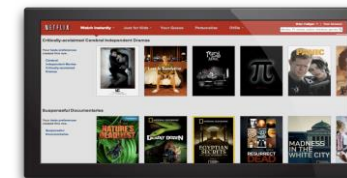
ADWORDS

LINKEDIN

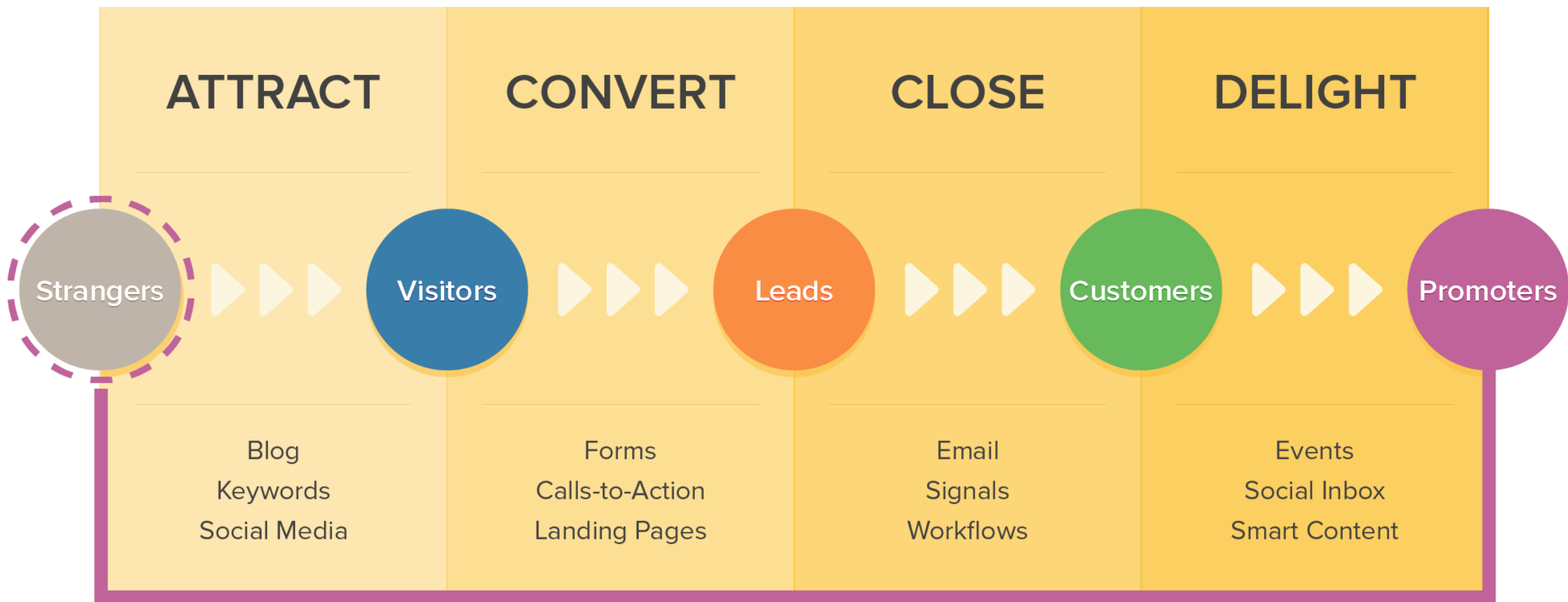
TRIPADVISOR

UBER

TWITTER



So what is inbound Marketing?



So...how do I do it?



1

⋮

Define your Persona

What is a Buyer Persona?



What is a **Buyer Persona**?

Semi- fictional representations of **your ideal customer** based on **real data** and some select educated speculation about **customer demographics, behavior patterns, motivations, and goals.**

Buyer Personas ARE

Fictional characters

that represent your **DREAM** customers



CORPORATE CATHY

- Director of Marketing Operations (VP Marketing , Product Marketing)
- Large company (500-2,000 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
- Stay at the forefront of marketing



Buyer Personas are NOT...

specific real people

Buyer Personas are **NOT**...



influenced by changes in
technology

A man in a dark suit, light blue striped shirt, and purple striped tie is pulling open his shirt with both hands. Underneath, a large red and white target is visible on his chest. The background is dark. There are orange semi-transparent banners at the top and bottom of the image containing white text.

Buyer Personas are **NOT**....

Target markets

Buyer Personas are **NOT**...



Professional roles



Buyer Personas ARE...

Common behavior patterns

Buyer Personas ARE ...



Shared pain points



Buyer Personas ARE ...

Universal goals, wishes, dreams

A top-down view of a woven basket filled with a variety of eggs. The eggs are in shades of white, light green, light brown, and tan. The basket has a dark brown frame and two white handles on the sides. The background is a light-colored, textured surface.

Buyer Personas ARE ...

General demographic and biographic
information

Buyer Personas ARE ...

Not just fluff!



Not optional,
very
necessary!



23%

of European marketers are focused on reaching the right audience, and converting them into leads.

makemypersona.com

MakeMyPersona by HubSpot

Share: [Twitter](#) [Facebook](#) [LinkedIn](#) [Feedback?](#) [Privacy Policy](#) [Terms of Service](#)

REVISED AND UPDATED SECOND EDITION
ALLIGAN | DHARMESH SHAH
COFOUNDERS OF HUBSPOT
FOUNDING MARKETING
ENGAGEMENT, AND CUSTOMERS ONLINE

Finance Frank

CEO Tom

Human Resources Hannah

Start Making My Persona! press ENTER

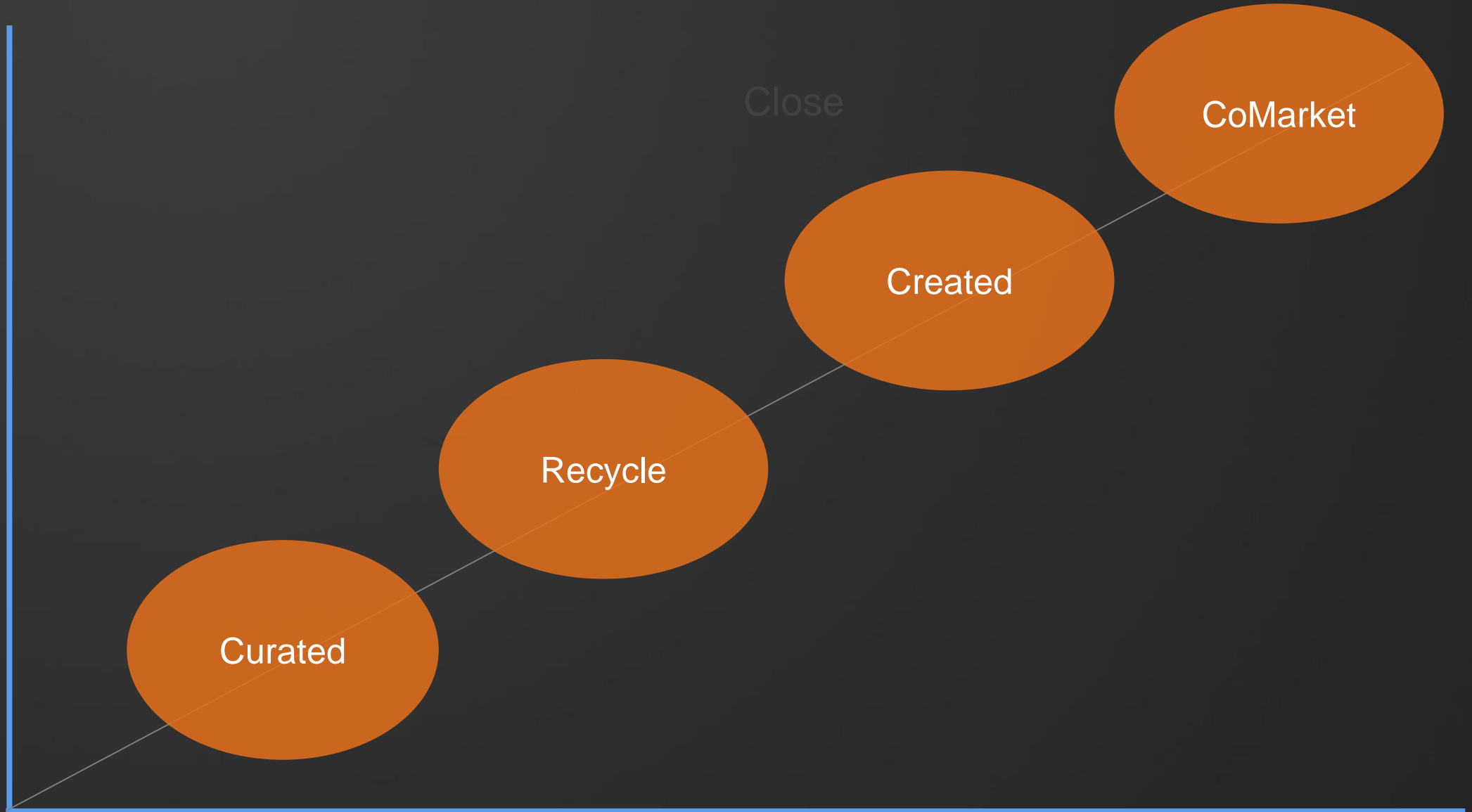


2

· Create some content

YOUR CONTENT TYPES

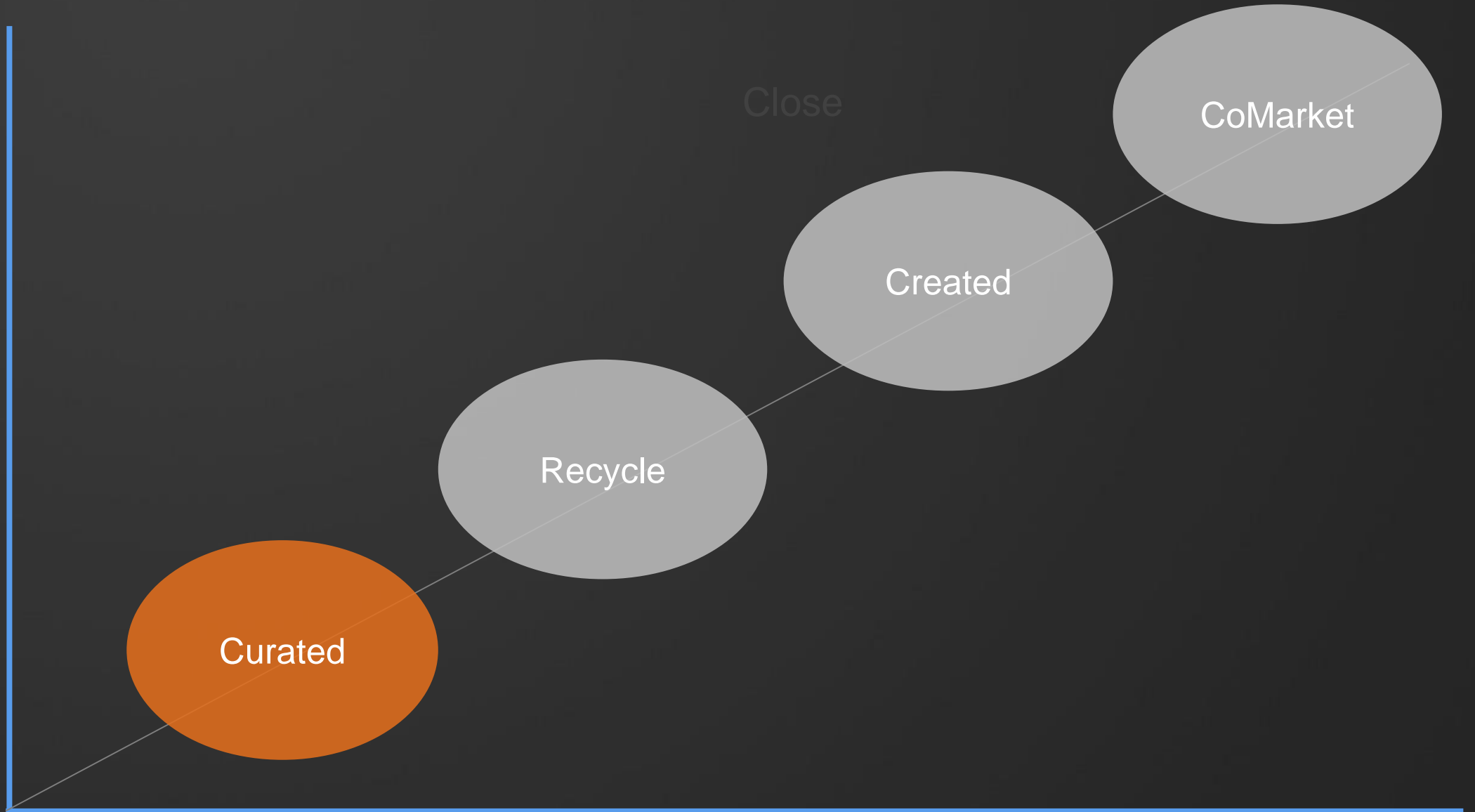
Resources
Required



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.



86

Share

49

Like

300

Tweet

24

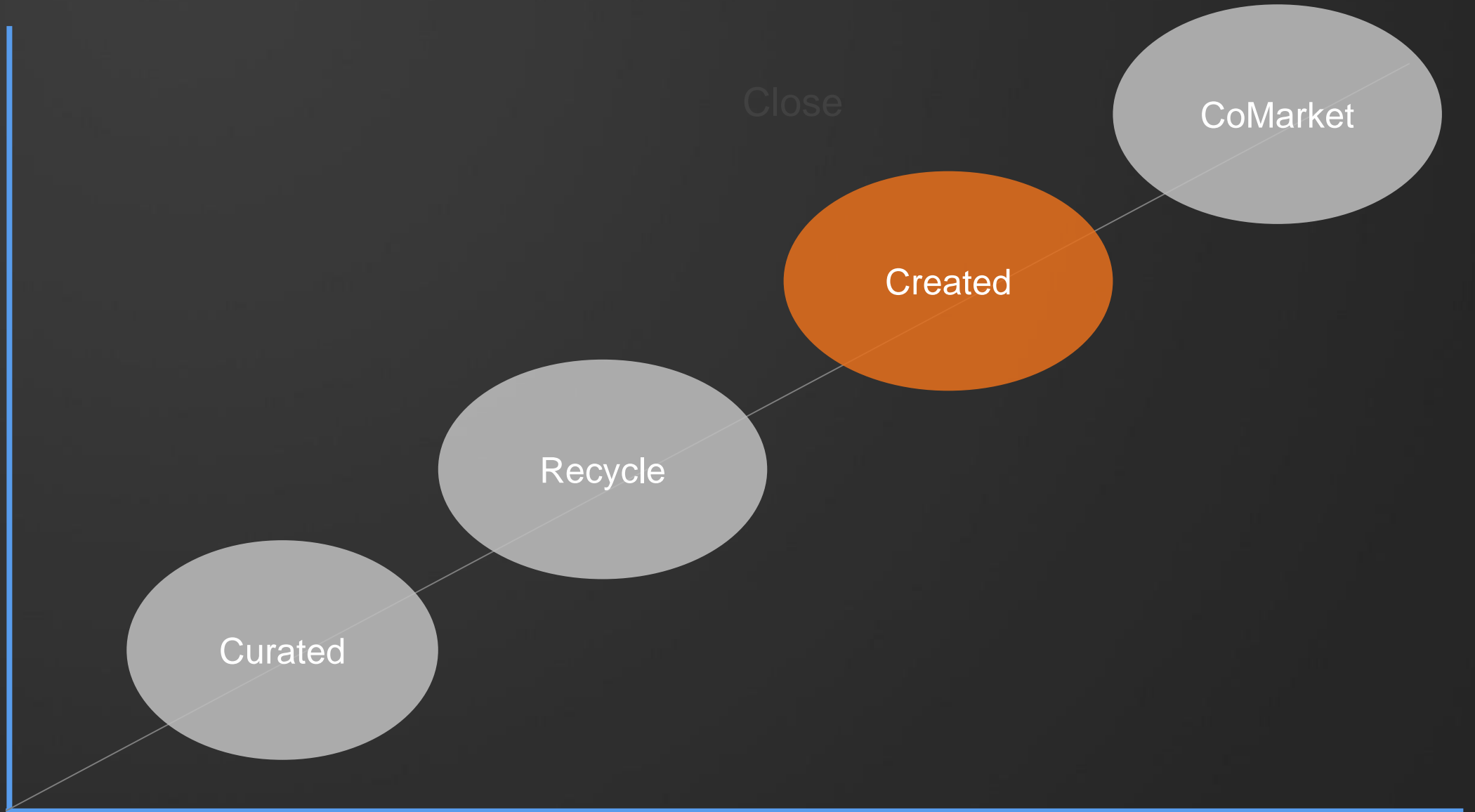
+1

Curating Industry News

1) Amazon Ad Sales Surging

YOUR CONTENT TYPES

Resources
Required



Expected Results



STATE *of* INBOUND 20 15

HUBSPOT'S 7TH ANNUAL REPORT ON INBOUND MARKETING AND SELLING

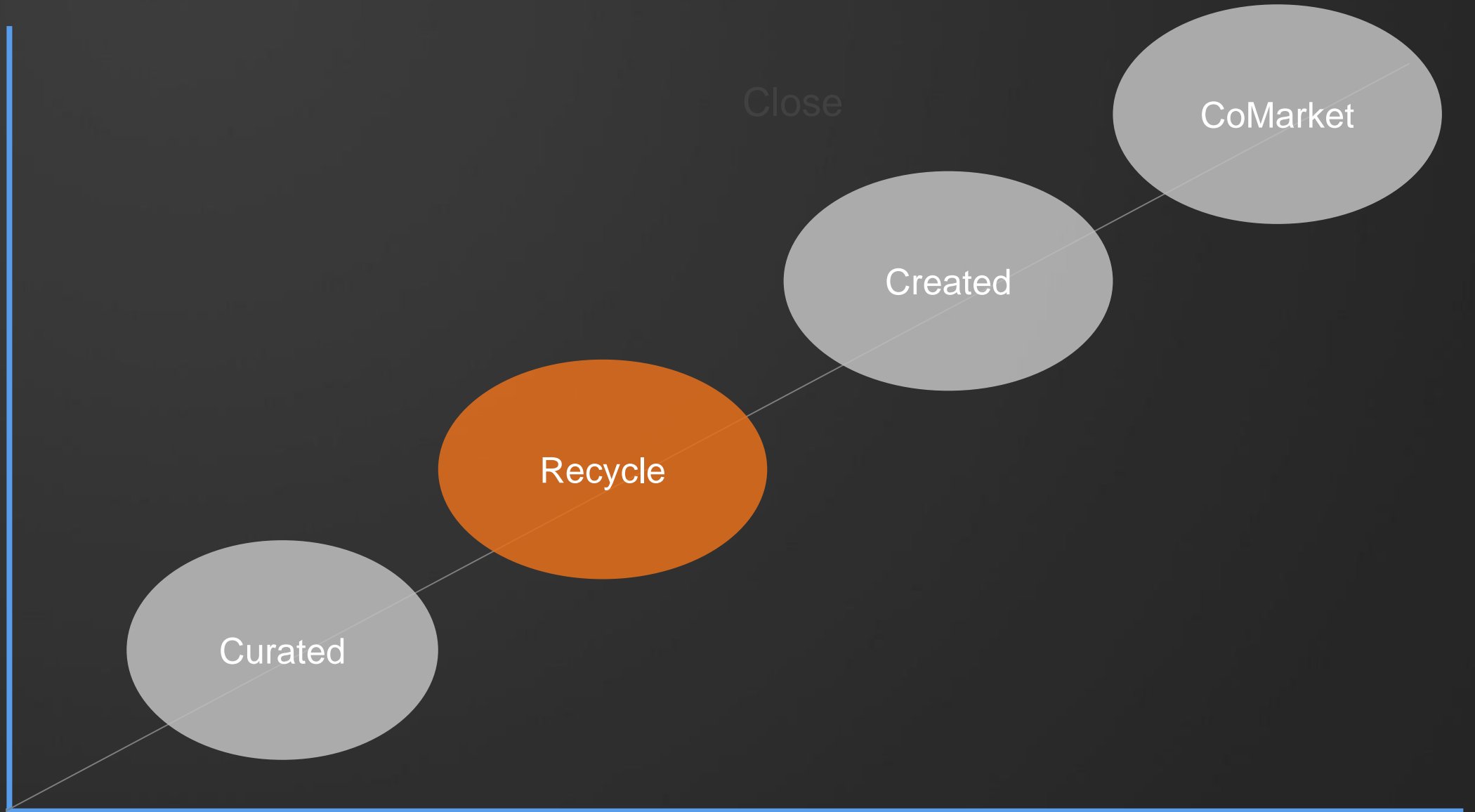


DOWNLOAD REPORT

Thought Leadership

YOUR CONTENT TYPES

Resources
Required



Expected Results

RECYLCE IN LOTS OF FORMATS



Blog & eBooks



Tools



Photos



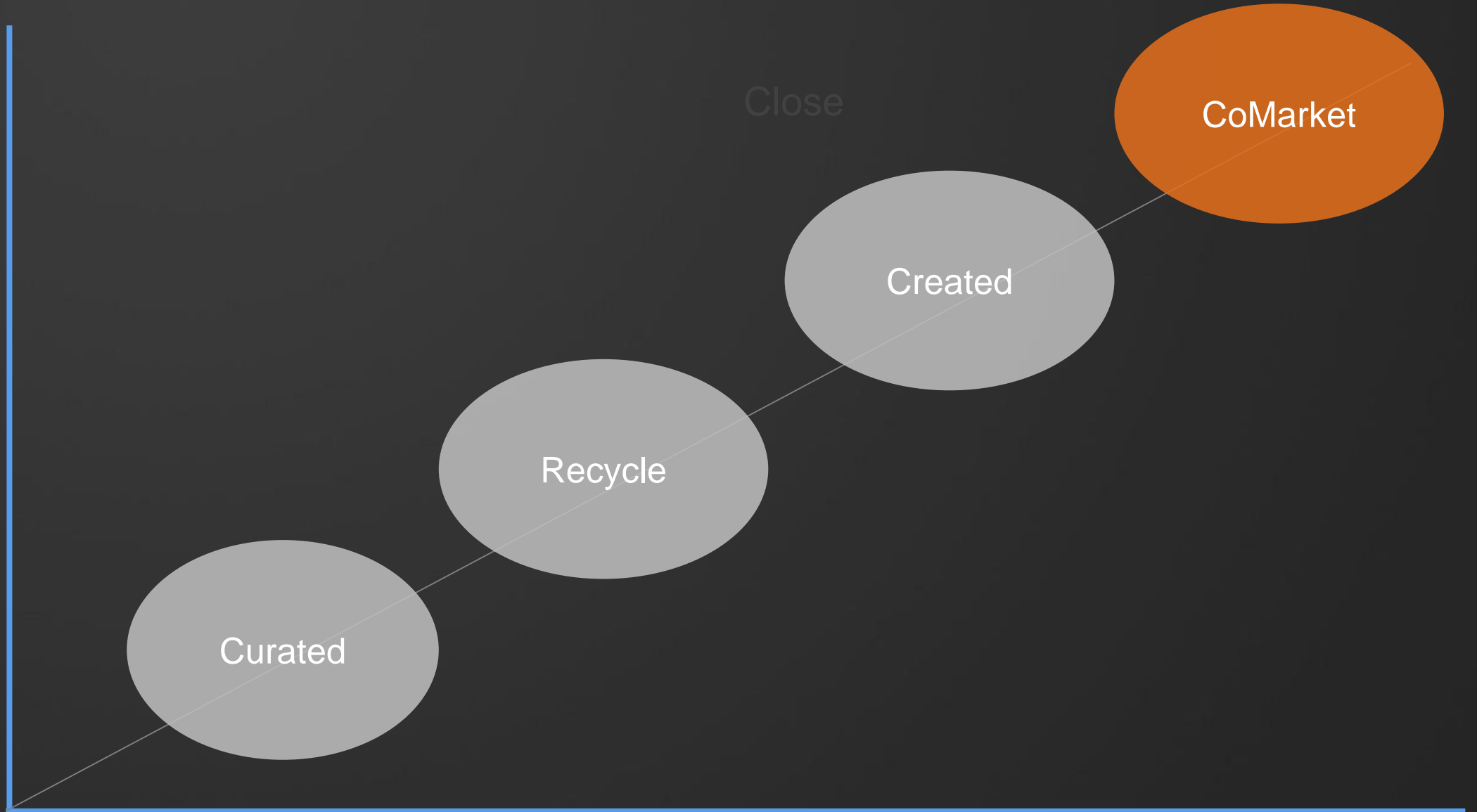
Videos & Podcasts



Presentations

YOUR CONTENT TYPES

Resources
Required



Expected Results

Free Workshop: How to Master LinkedIn for Marketing

Think Partnerships

LinkedIn is 277% better for lead generation than other social networks. Wow! If your marketing runs on lead generation, you've got to be using LinkedIn to its fullest potential.

[View the Workshop](#)



View our three-part series to learn how you can leverage LinkedIn to attract new leads for your business. Learn from experts at LinkedIn and HubSpot in this three part on-demand webinar series:

1

TOPIC: How to Use LinkedIn Company Pages and Groups

First Name *

Last Name *

Email ([privacy policy](#)) *

Phone Number *

Company Name *

Website URL *

ASSETS MEAN YOU OWN YOUR MARKETING

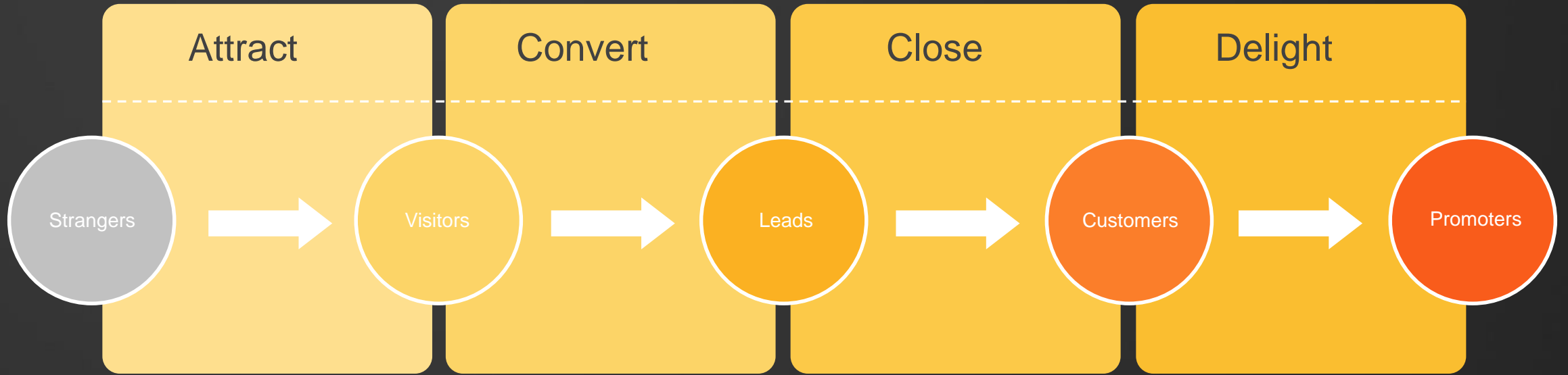


Vs

70%

of our blog leads are
from OLD articles

PERSONALISE YOUR MARKETING



Corporate Cathy

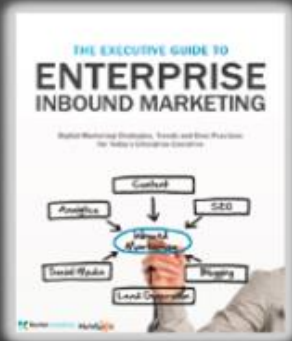
CONTEXT TO PERSONALISE



I'm a new visitor



I'm a lead



Free Ebook: The Executive Guide to Enterprise Inbound Marketing

Learn how to implement an effective enterprise inbound marketing strategy that increases sales-ready leads and ROI.

Download Ebook Now



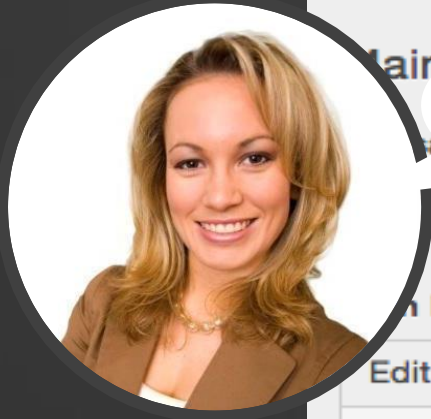
FREE INBOUND MARKETING ASSESSMENT

How's your marketing? Get customized feedback on how to improve your website & marketing strategy.

Get a Free Assessment



CONTEXT TO SELL MORE



I am ready to be called

...ain

...ING ALERT | {{contact.firstname}} {{contact.lastname}} has view

Subject Line Personalization

Body Text

Edit Insert View Style Table Tools

Hi **SALESFORCEOWNERNAME**,

**One of your leads has viewed the pricing page.
Looks like they may be interested in purchasing HubSpot!**

First name: **FIRSTNAME**
Last name: **LASTNAME**
Email: **EMAIL**
Phone: **PHONE**
Salesforce record: <https://hubspot.my.salesforce.com/> **SALESFORCELEADID**
HubSpot record: **HUBSPOT_LEAD_DETAIL_C**

Thanks,
Ian

CONTEXT TO DELIGHT CUSTOMERS



I'm already a customer

Why the Enterprise Should Take a Lean, Process-Based Approach to Marketing

Posted by John McTigue

Tue, Nov 20, 2012 @ 01:00 PM

Comments

INTRODUCTORY

Inbound marketing has reached a tipping point. Today, large organizations are increasing their investments in content-driven lead generation and nurturing activities. While that doesn't mean the basic concepts are changing, it is pushing these strategies and tactics into a new phase, something we're calling "enterprise inbound marketing."

Enterprise inbound marketing addresses the needs of larger companies. While smaller businesses most enterprises have been building their marketing efforts. They see content as a nurturing campaigns so they can deliver

A second differentiator of enterprise is increased content production schedules, interest in marketing activities and a quality content quickly and improving activities: Lean digital marketing.

What is Lean?

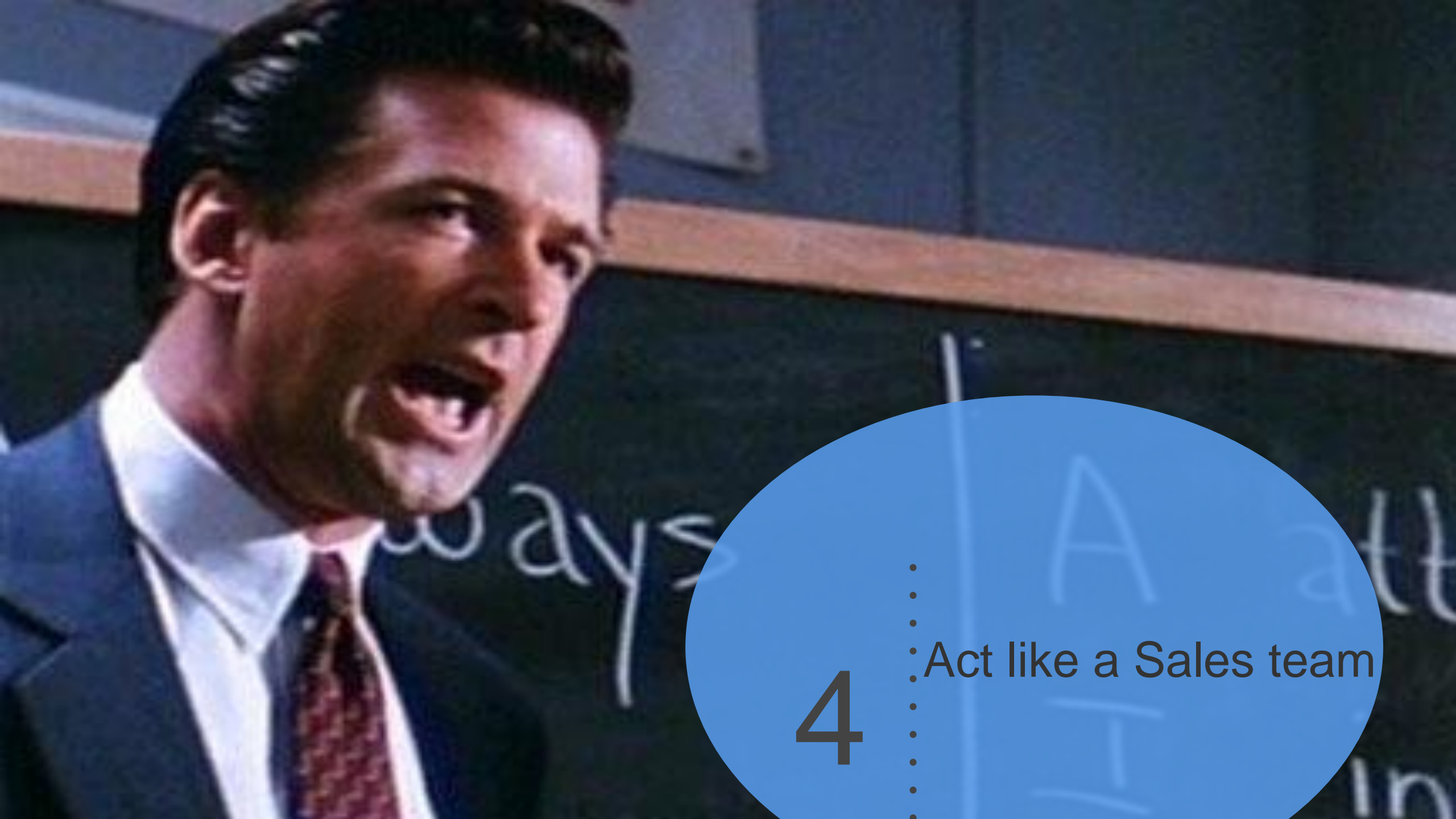
Lean processes involve continuous improvement more efficiently and instills a sense of process in everything from manufactu



inbound
Boston, MA, August 19-22, 2013

Learn from industry thought leaders, chat 1-on-1 with the experts, and experience HubSpot's newest features.

WHAT WILL YOU LEARN AT INBOUND? [REGISTER >](#)



4

Act like a Sales team

Align Your Marketing & Sales



£

Demo



£

Trial



£

Contact Sales



£

IMA

Expected Results & ROI

A Few Statistics...(not from HubSpot)

- ✓ Inbound leads **cost 60% less than outbound leads**
- ✓ Websites that blog **generate 67% more leads per month** than those that don't
- ✓ **80% of decision-makers prefer** to get company information in a series of articles versus in an advertisement
- ✓ Blogs give websites **434% more indexed pages** and **97% more indexed links**

Sources:

<http://socialmediab2b.com/2012/03/b2b-social-media-leads-infographic/>

<http://www.contentplus.co.uk/>

<http://www.searchenginejournal.com/>

<http://contentmarketinginstitute.com/what-is-content-marketing/>

Average Customer ROI after using Software for 1 Year

Attracting Visitors



3.5x

Average Increase in
Monthly Website Visitors

Converting Leads



6.1x

Average Increase in Monthly Leads

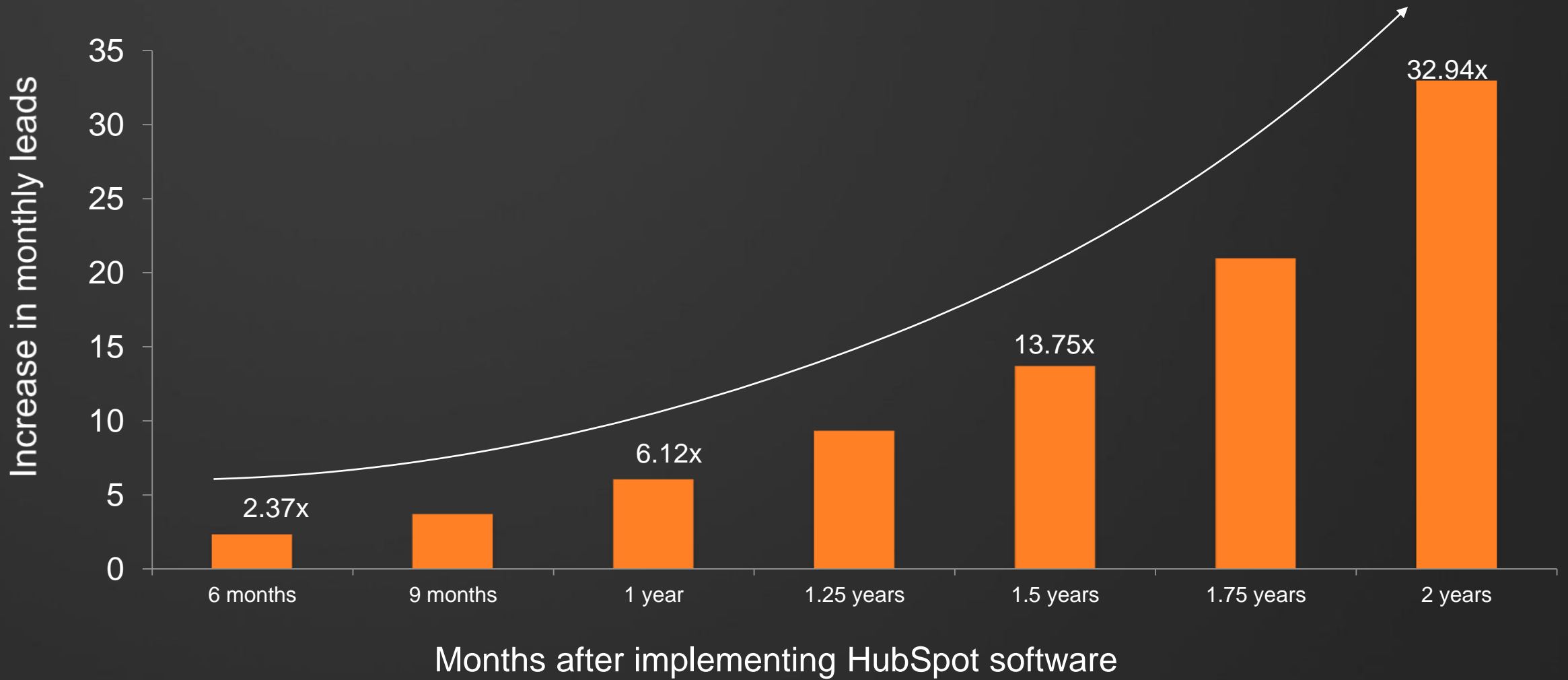
Closing Customers



69%

Report Growth
in Revenue

HubSpot customers see early results grow over time

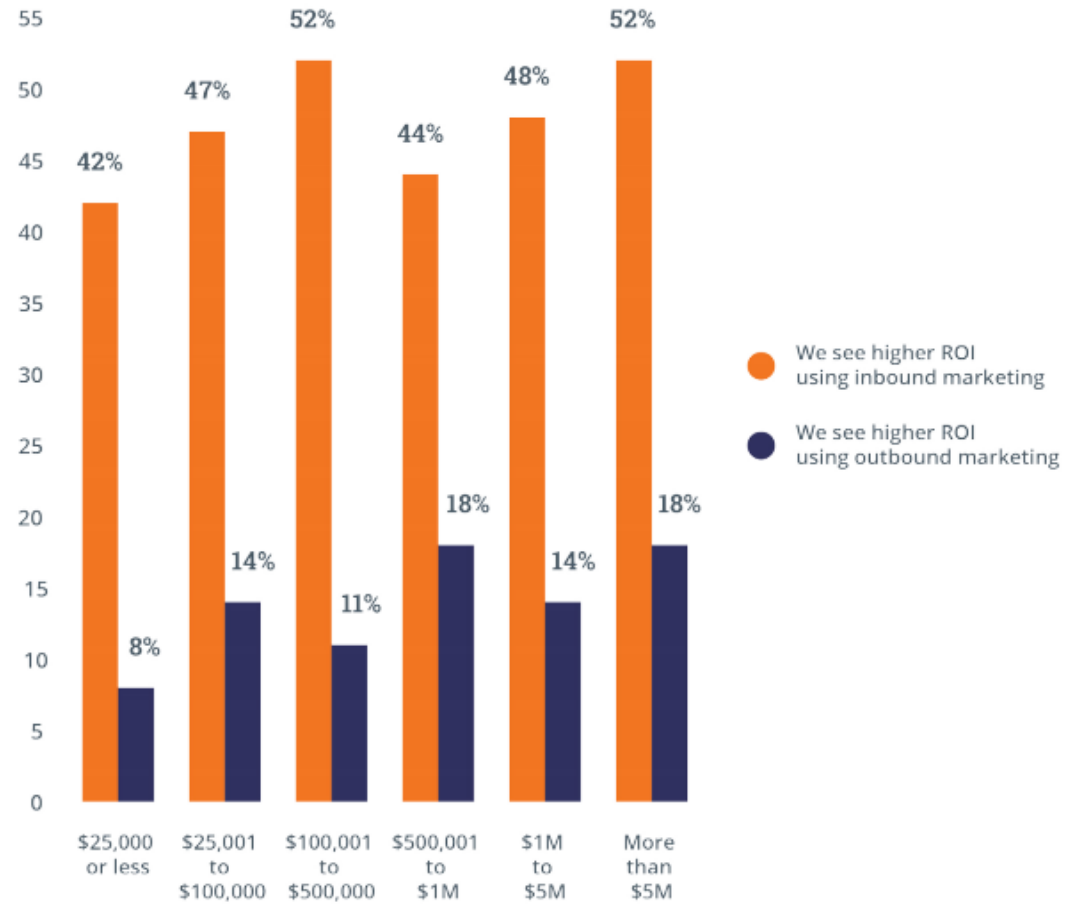




COMPANIES ARE 3X AS LIKELY TO SEE
HIGHER ROI ON INBOUND MARKETING
CAMPAIGNS THAN ON OUTBOUND.

Inbound vs. Outbound ROI by Marketing Spend

Big budget or small -- everyone gets big returns from inbound



Getting going...or going faster

Build a **culture** of experimentation



Inbound marketing moves at a very fast rate.

10 years ago – Just buy links

5 years ago – Just have a blog

3 years ago – Just guest post

Today – Put a big subscriber pop up on your blog!

Get stuff **out** the door

A DONE
SOMETHING
IS BETTER THAN
A PERFECT
NOTHING

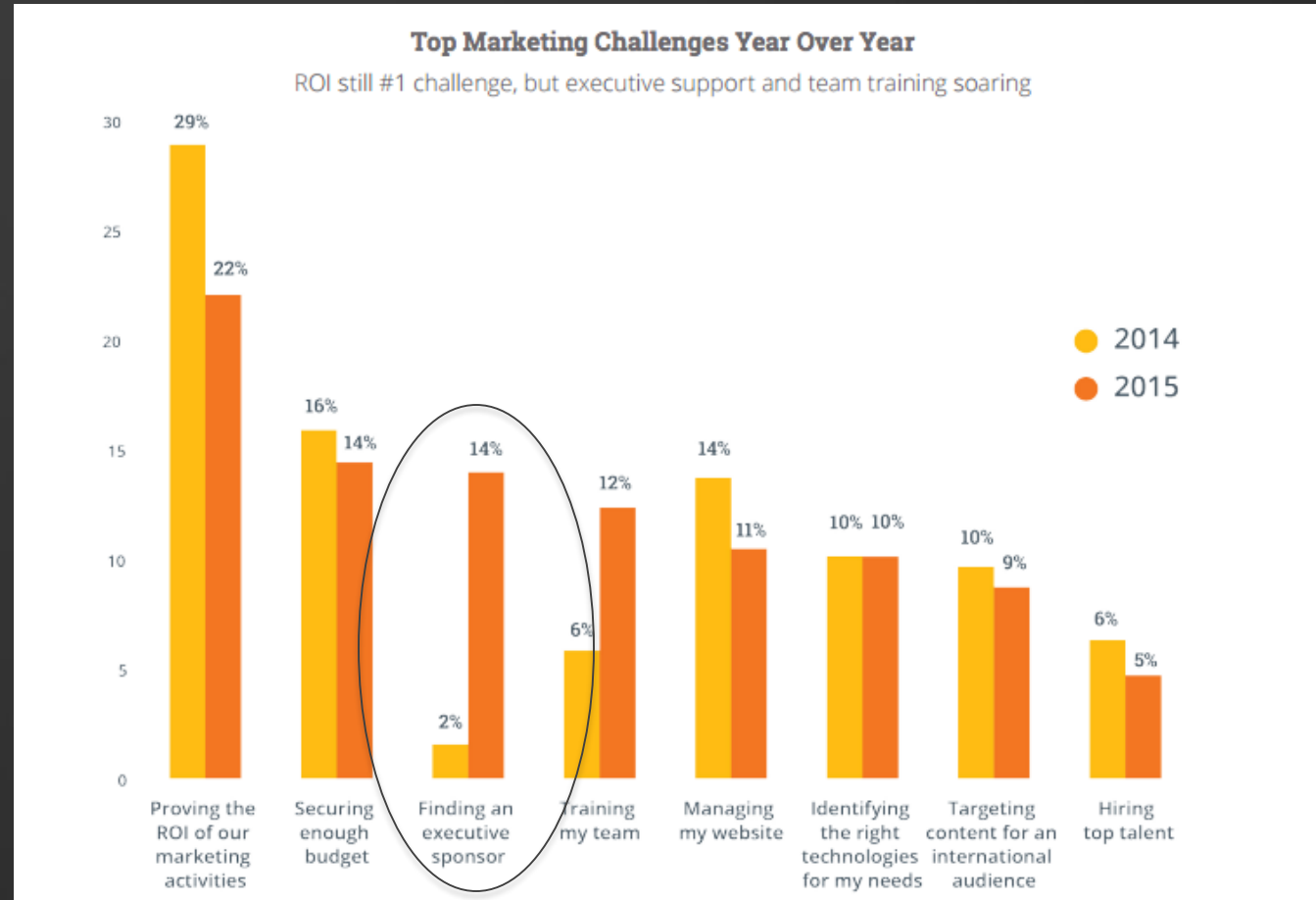
Get buy in from **your team**

CFO TO CEO: "WHAT HAPPENS IF WE INVEST IN DEVELOPING OUR PEOPLE AND THEY LEAVE US?"

CEO TO CFO: "WHAT HAPPENS IF WE DON'T AND THEY STAY?"

- CORE-DYNAMIX.COM

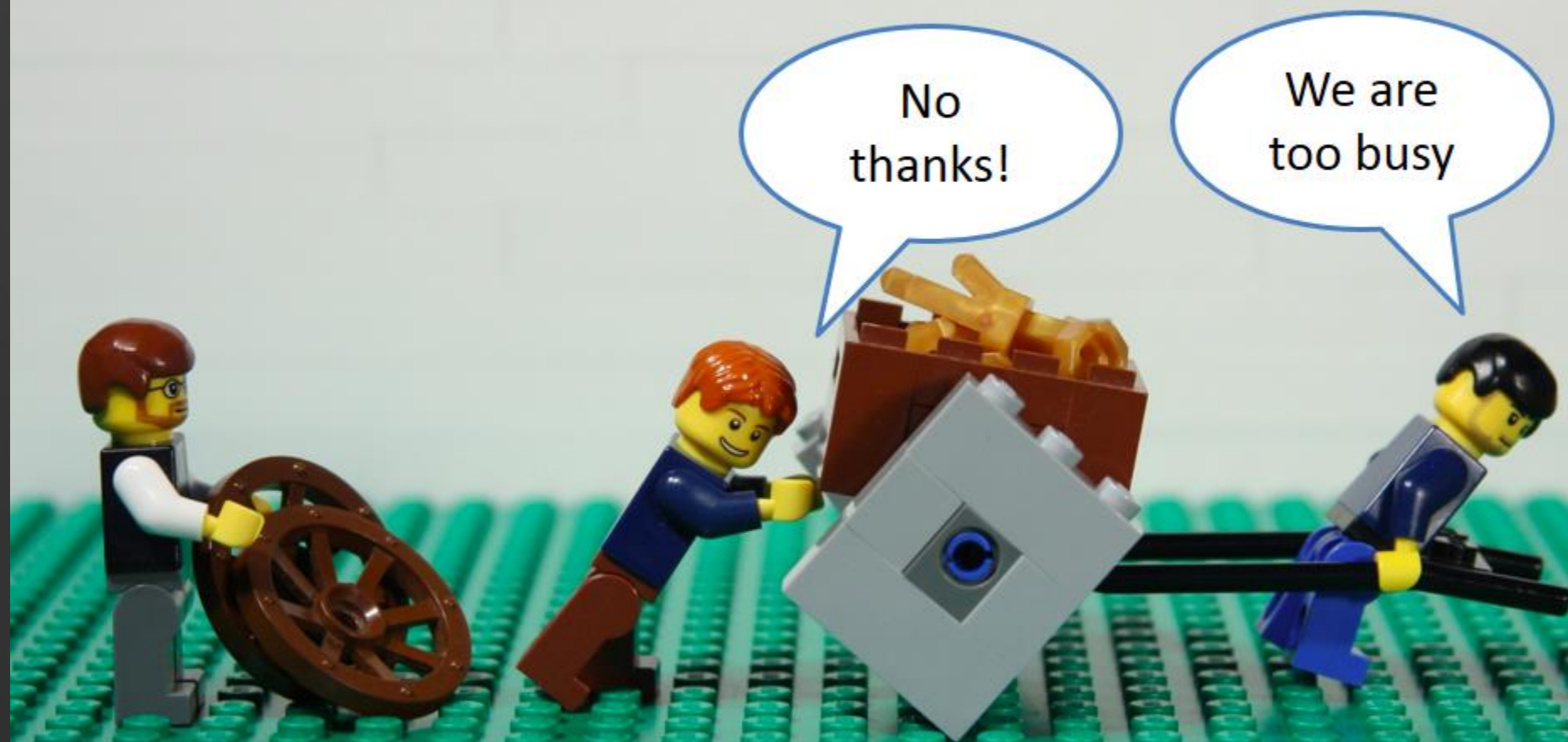
Are you the executive sponsor?



AT THE END OF
THE DAY...

Don't be
this kind of
company

Are you too busy to improve?



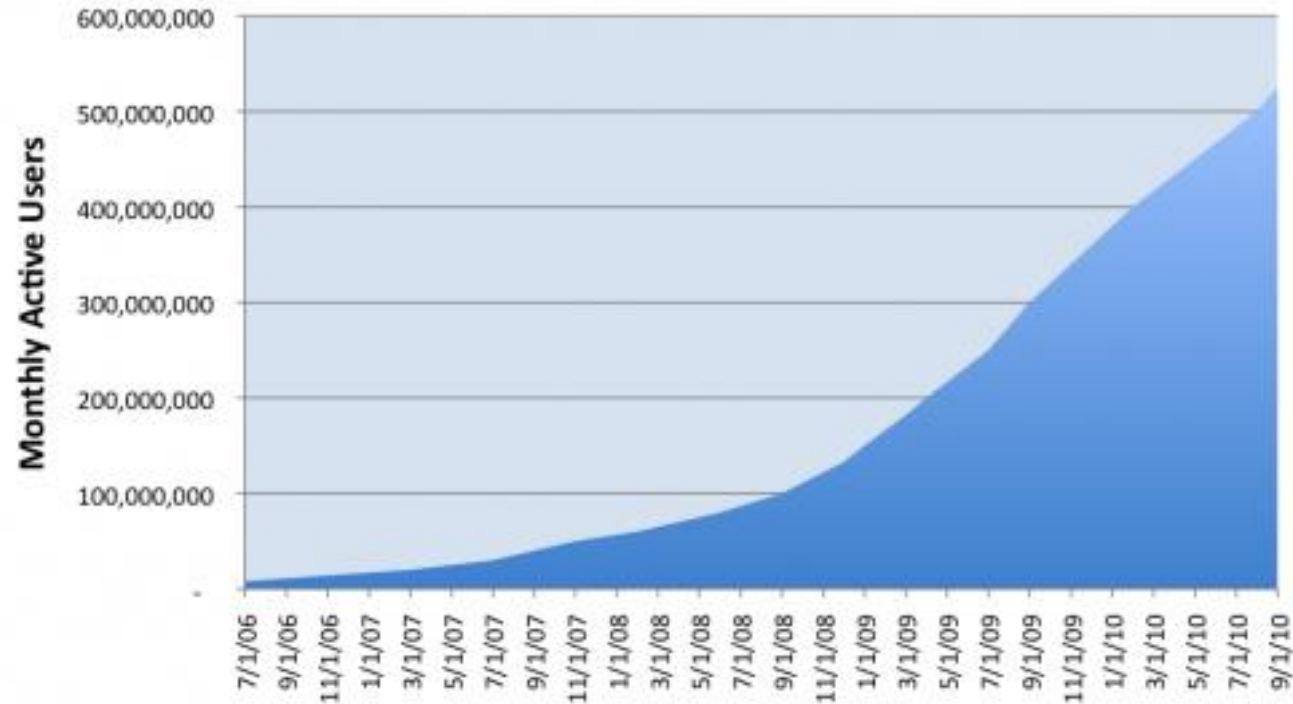
Håkan Forss @hakanforss <http://hakanforss.wordpress.com>

This illustration is inspired by and in part derived from the work by Scott Simmerman, "The Square Wheels Guy" <http://www.performancemanagementcompany.com/>

Be this
kind of
company

Facebook Worldwide User Growth, 2006-2010

InsideFacebook.com



Source: Facebook announcements