



How To Improve Your Marketing Conversion With HubSpot

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HubSpot Background

- Founded: 2006
- Team: 100+ (15 MIT)
- A: \$5m General Catalyst
- B: \$12m Matrix Partners
- Outside Director:
Gail Goodman, CEO
Constant Contact (CTCT)



HubSpot Awards



OFFICIAL HONOREE



OFFICIAL HONOREE



2008 AWARDS FINALIST



HubSpot Buzz

TechCrunch

Read/WriteWeb

MarketingSherpa
Practical Case Studies & Know-How

MarketingProfs™
Smart thinking ... pass it on.

The New York Times
ON THE WEB

THE WALL STREET JOURNAL.
ONLINE

The Boston Globe

abc NEWS

San Francisco Chronicle

Mashable
The Social Media Guide

Seattle Post-Intelligencer

FAST COMPANY

ZDNet

PC WORLD

PC
MAGAZINE

Outbound Marketing



Outbound Marketing is Broken



Marketing Has Changed

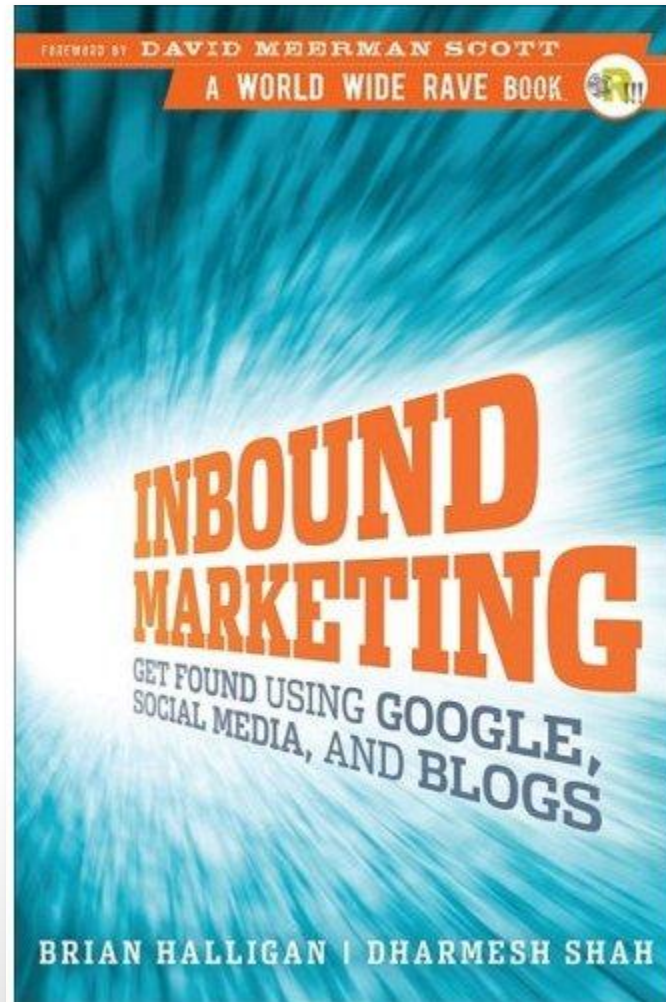
1950 - 2000



2000 - 2050



The Good News!



Inbound Marketing

Blog



SEO



Social Media



Proven ROI of Inbound Marketing



Cilk Arts **Increases Leads 500%**



Makana Solutions **3x Leads, 2x Conversions**



Vocio **Pays for HubSpot 30x Over with New Leads**



Objective Management Group **Grows Leads 360%**



Bridge Group **Doubles Online Leads**

www.HubSpot.com/ROI

HubSpot Inbound Marketing

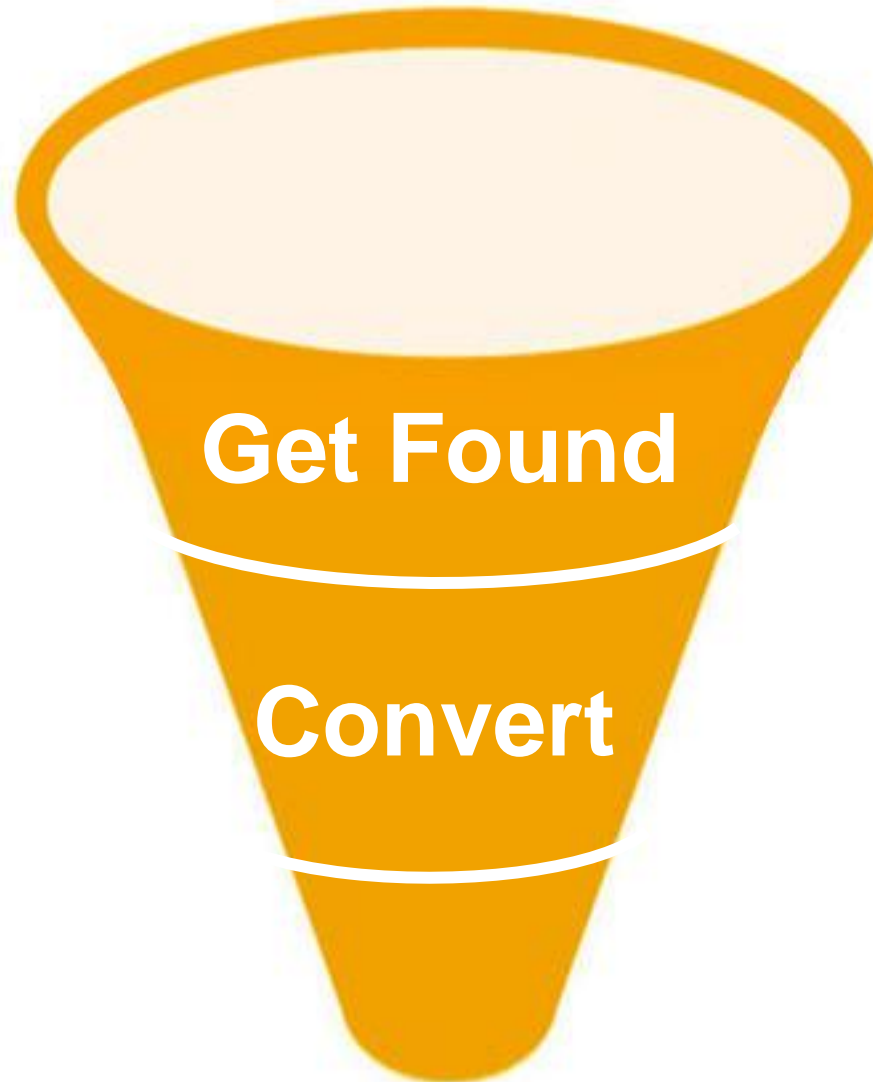
Process

Get Found

- Publish
- Promote
- Optimize

Convert

- Test
- Target
- Nurture



Tools

Get Found

- Content Mgmt
- Blogging
- Social Media
- SEO
- Analytics

Convert

- Offers / CTAs
- Landing Pages
- Email
- Lead Intelligence
- Lead Mgmt
- Analytics

What Gets Measured Gets Managed.

- Peter F. Drucker, *Management Guru*

Improving Conversion

- Understanding conversion
- Measuring conversion
- Managing conversion

Understanding Conversion

Understanding Conversion

Conversion is where we take what we have spent time and money to get (visitors) and change it into something valuable to marketing (leads).

A cost becomes a benefit.

Target Market

Website Visitors

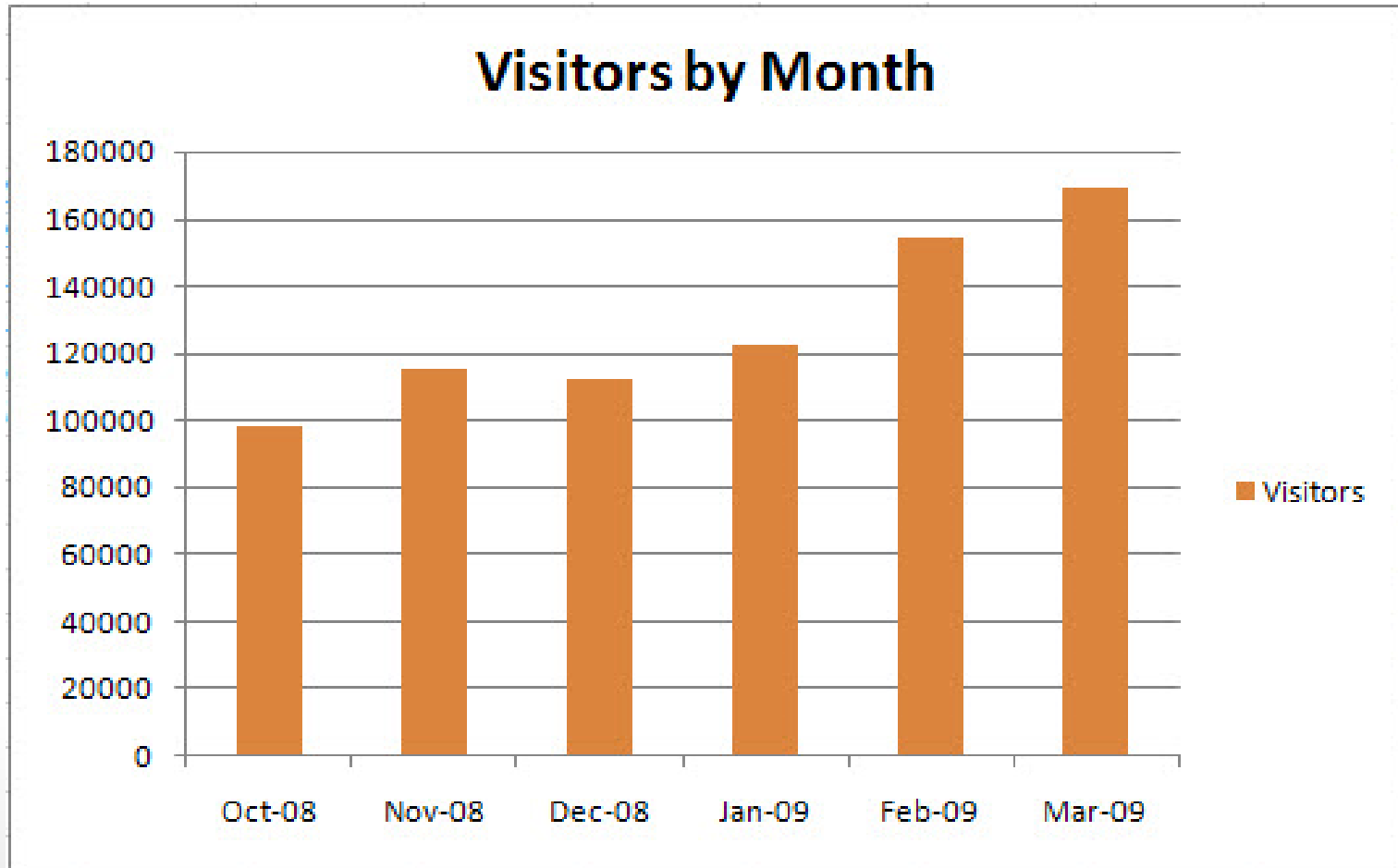
Leads

Opportunities

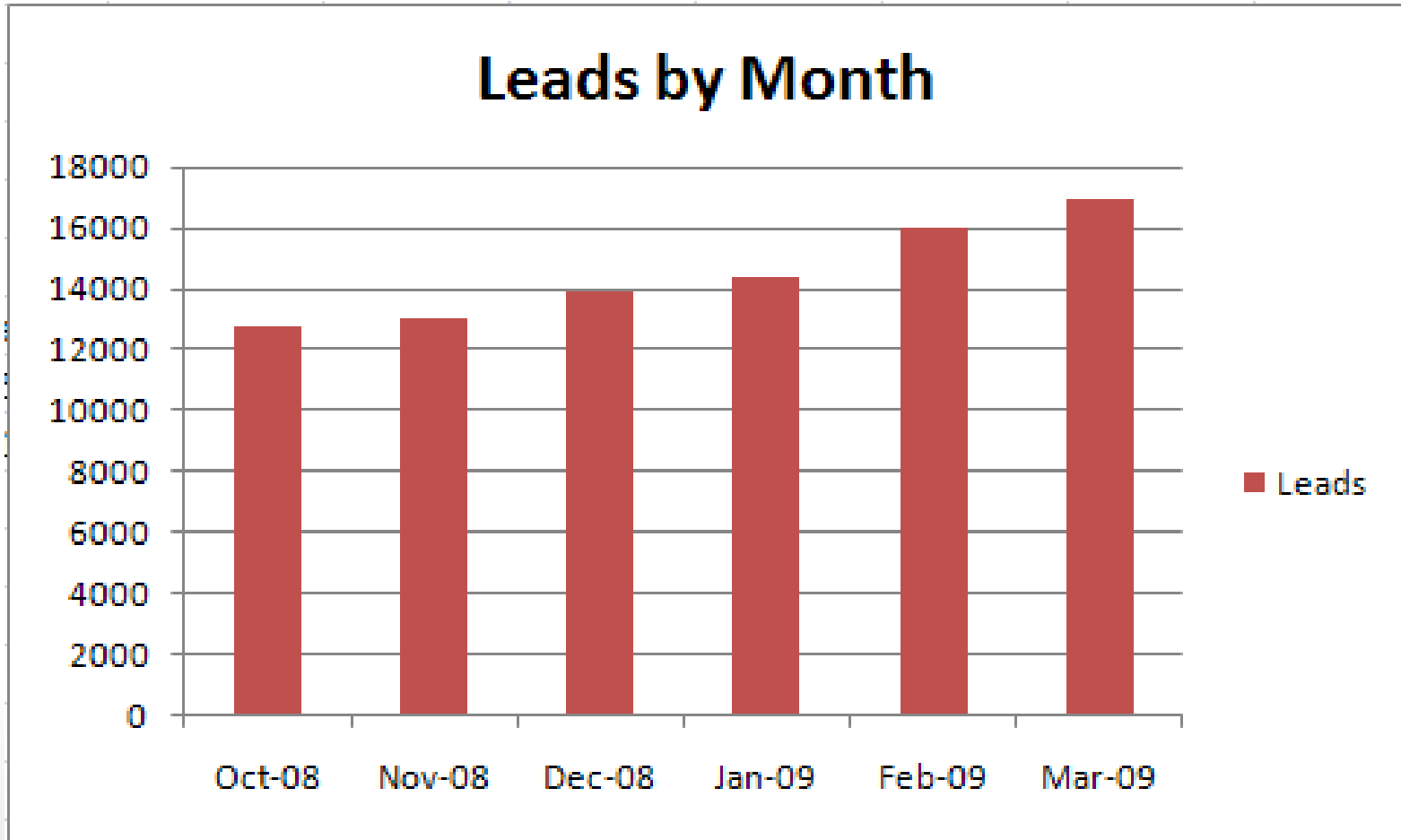
Customers



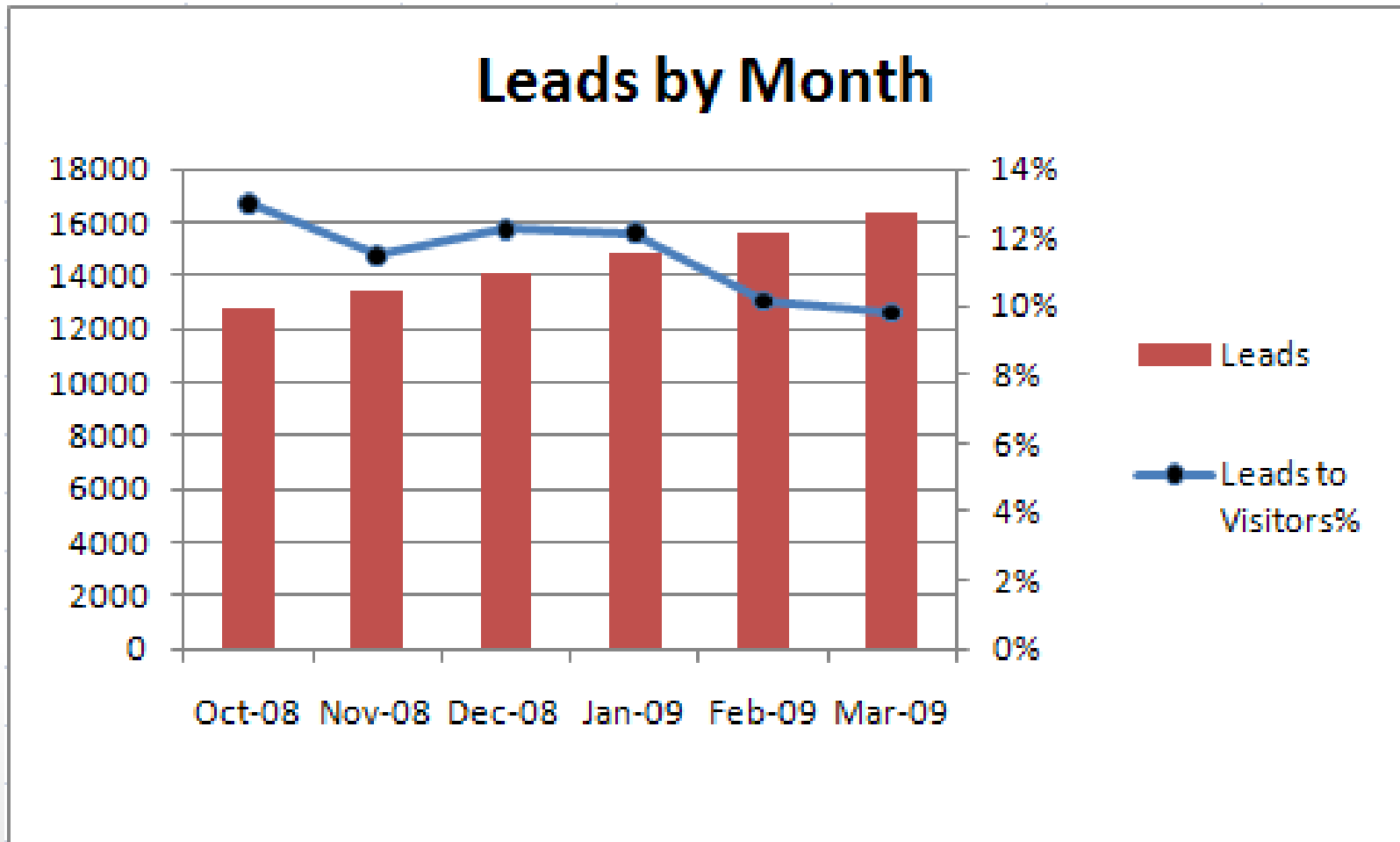
Stats Are Compelling



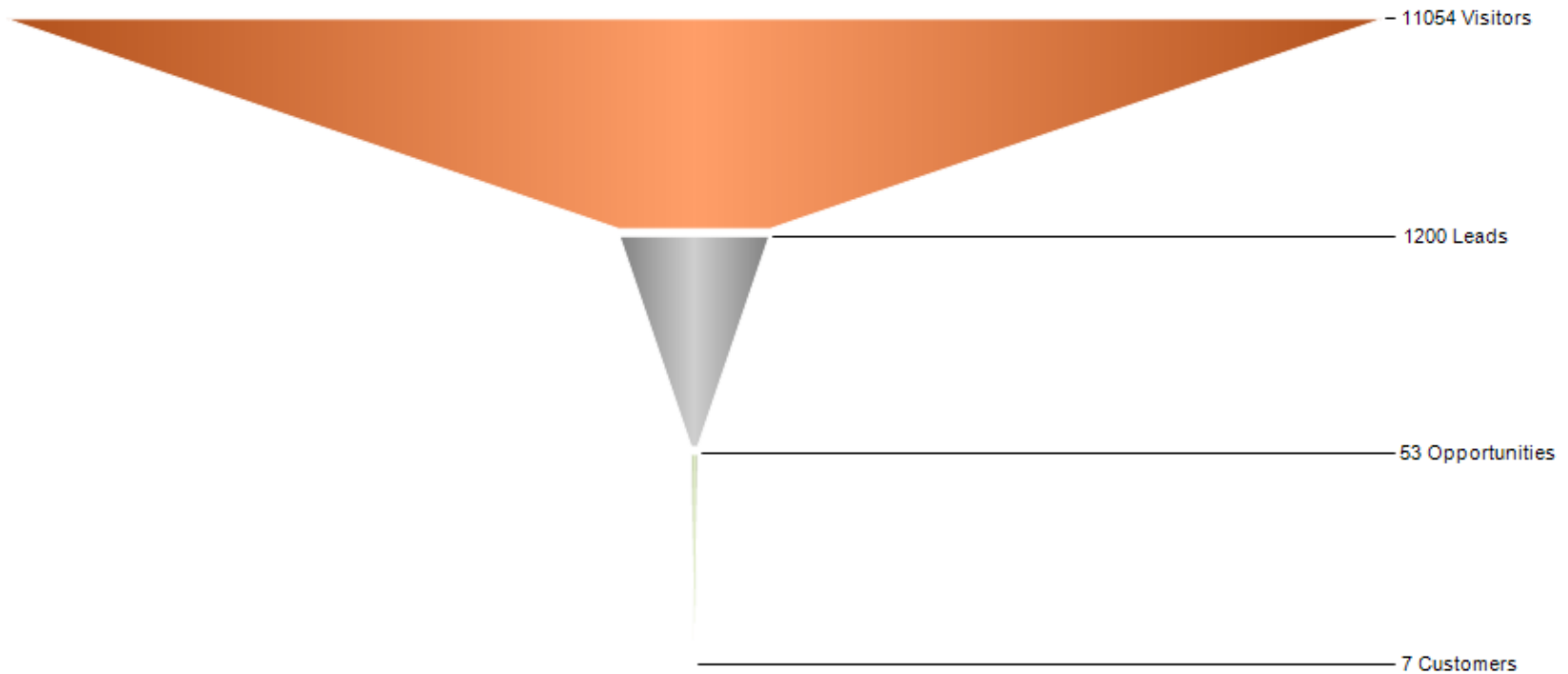
Growth Is Great



The Reality Is Different

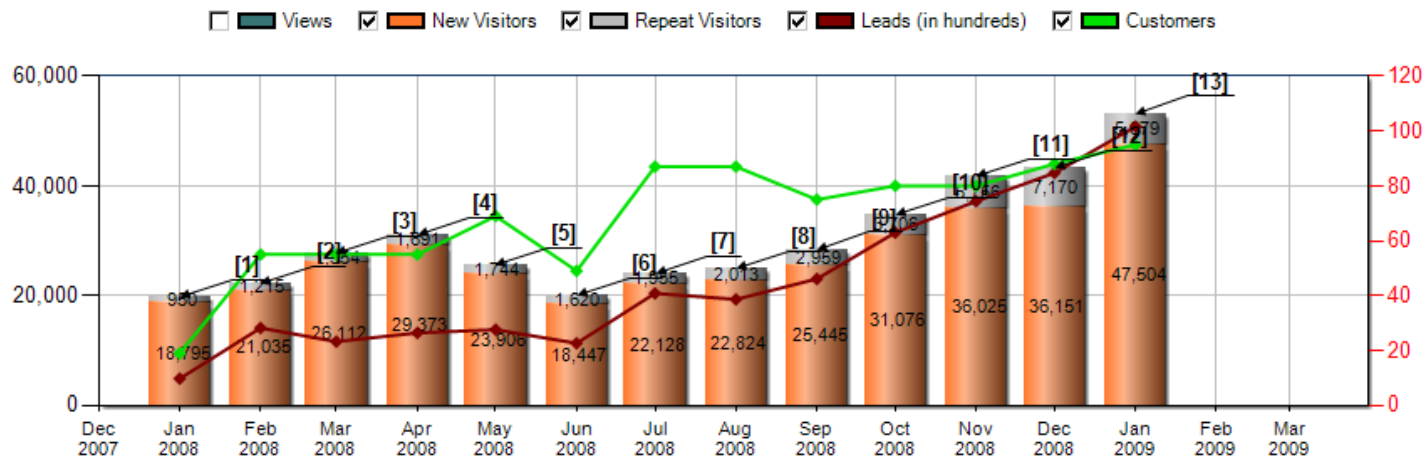


How to Track Your Funnel



Type	Count	Conv. %
Visitors	11,054	
Leads	1,200	10.86 %
Opportunities	53	4.42 %
Customers	7	13.21 %

Traffic, Leads & Customers



Measuring Conversion

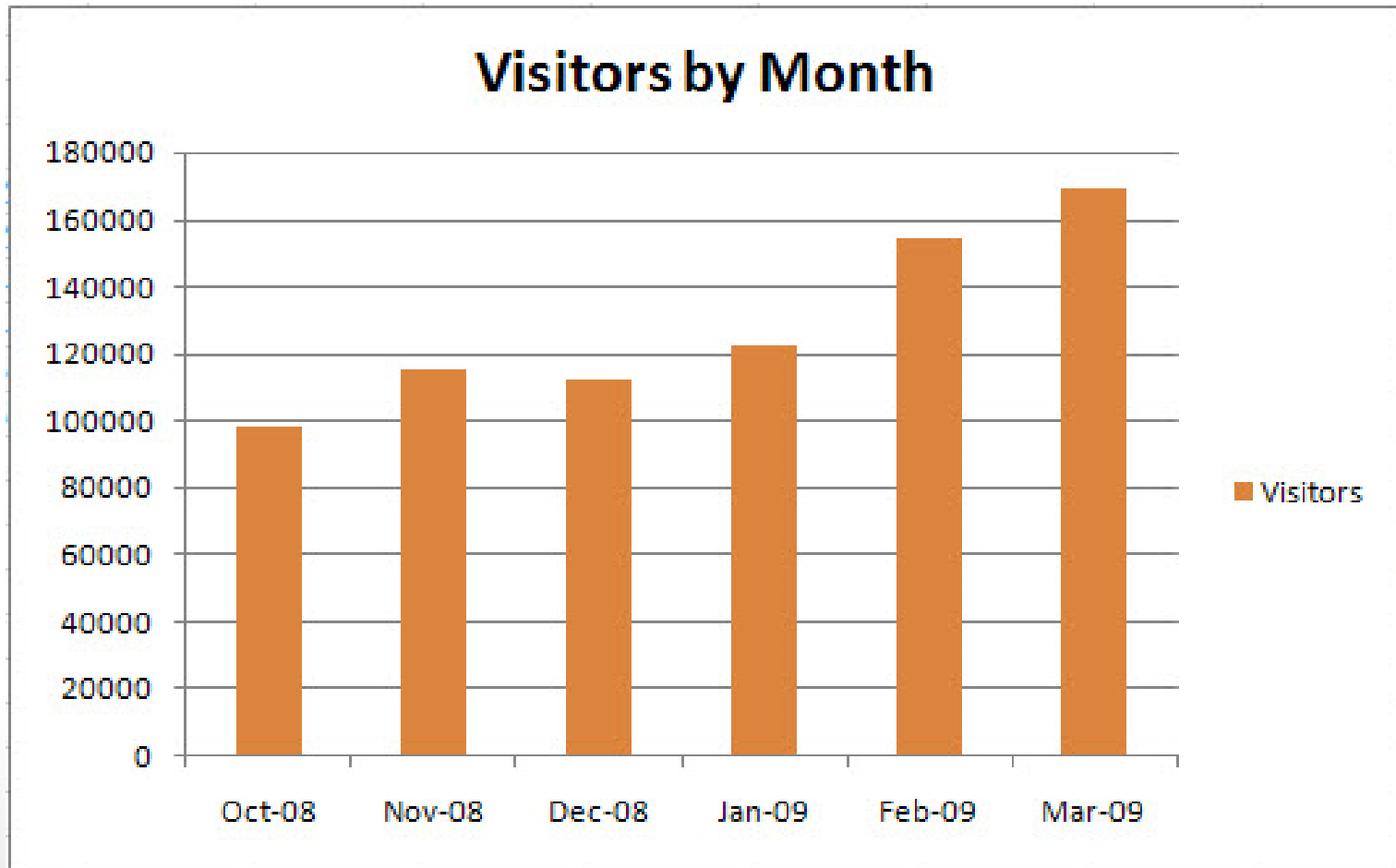
Marketing Analytics vs. Website Analytics

- Website Analytics
 - Hits, Page Views, Time on Site
 - Page Load Time, Visit Geography
- Marketing Analytics
 - Leads & Customers
 - Marketing Campaigns
 - Closed Loop Marketing

Why do you want to measure?

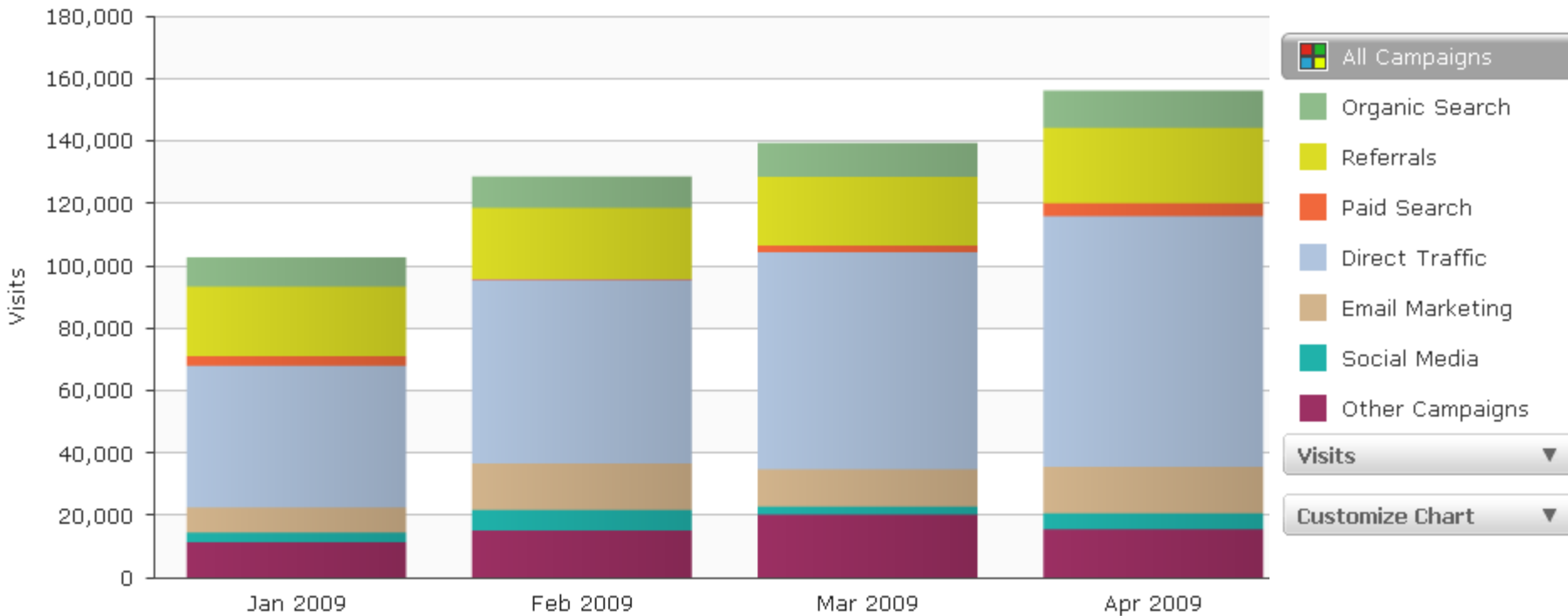
- 🔗 Understand what's happening with your marketing efforts and overall business
- 🔗 Decide which marketing programs to invest in
- 🔗 Control how fast or slow your business is growing

What does this tell us?



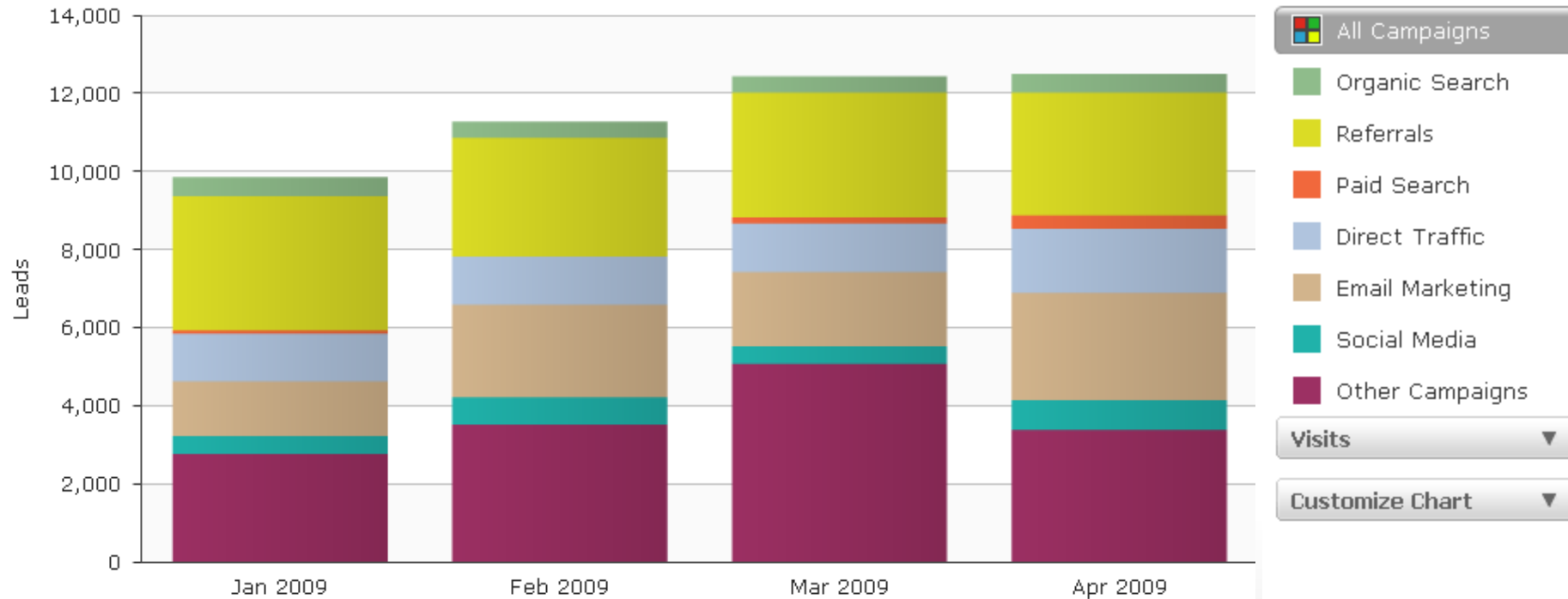
Analyze Each Channel

Visits from All Campaigns



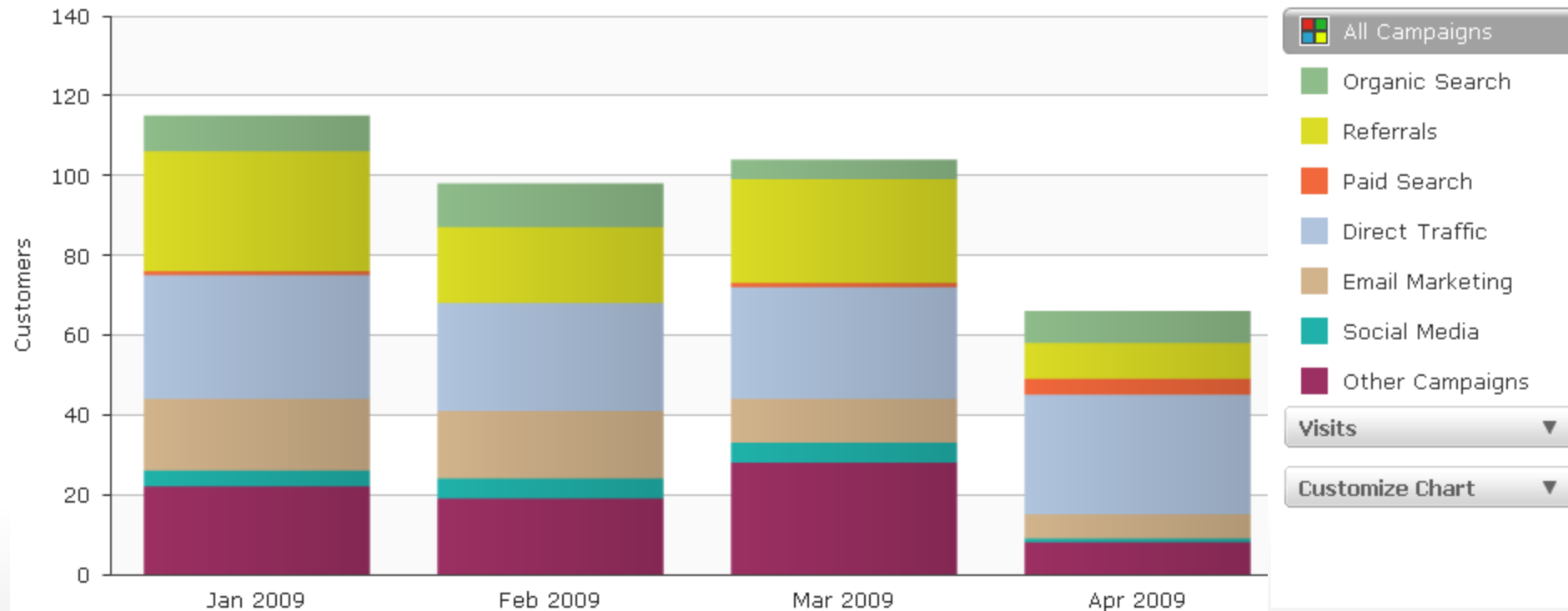
Analyze Each Channel

Leads from All Campaigns



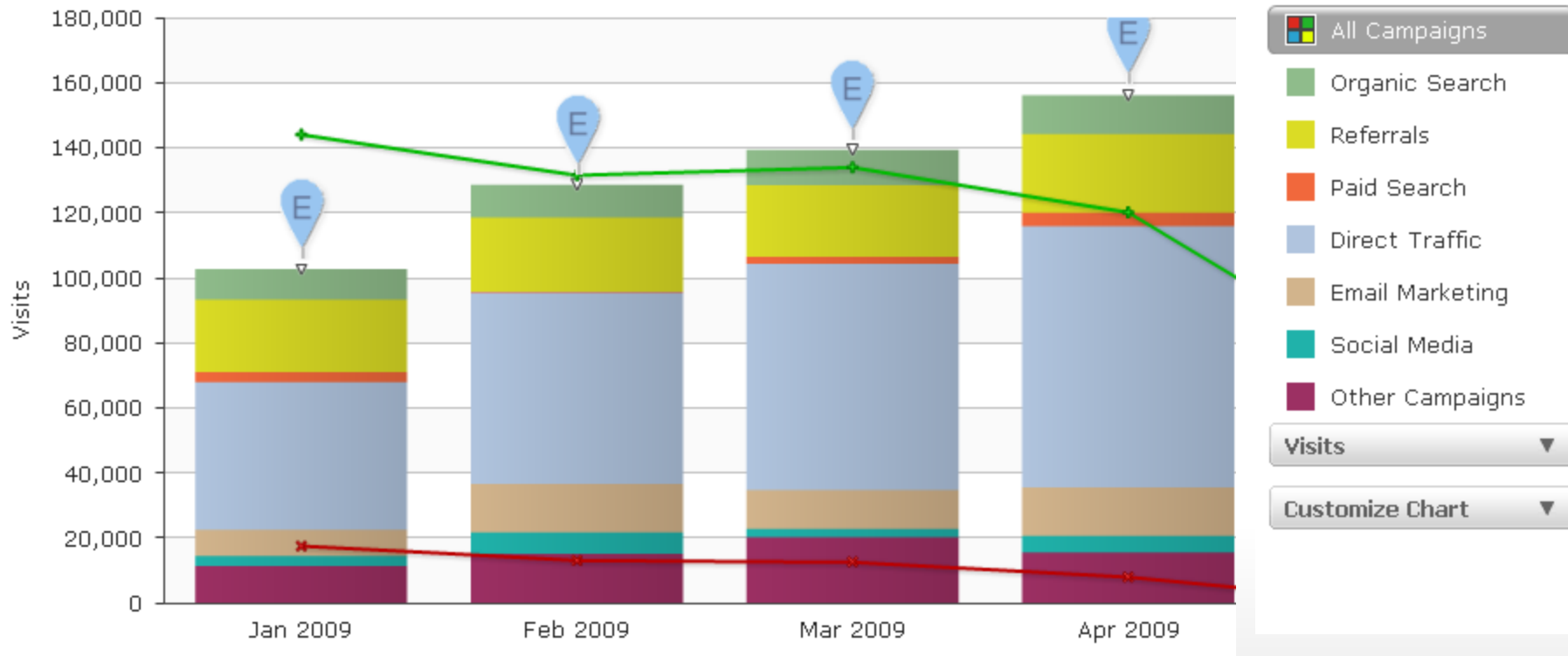
Analyze Each Channel

Customers from All Campaigns



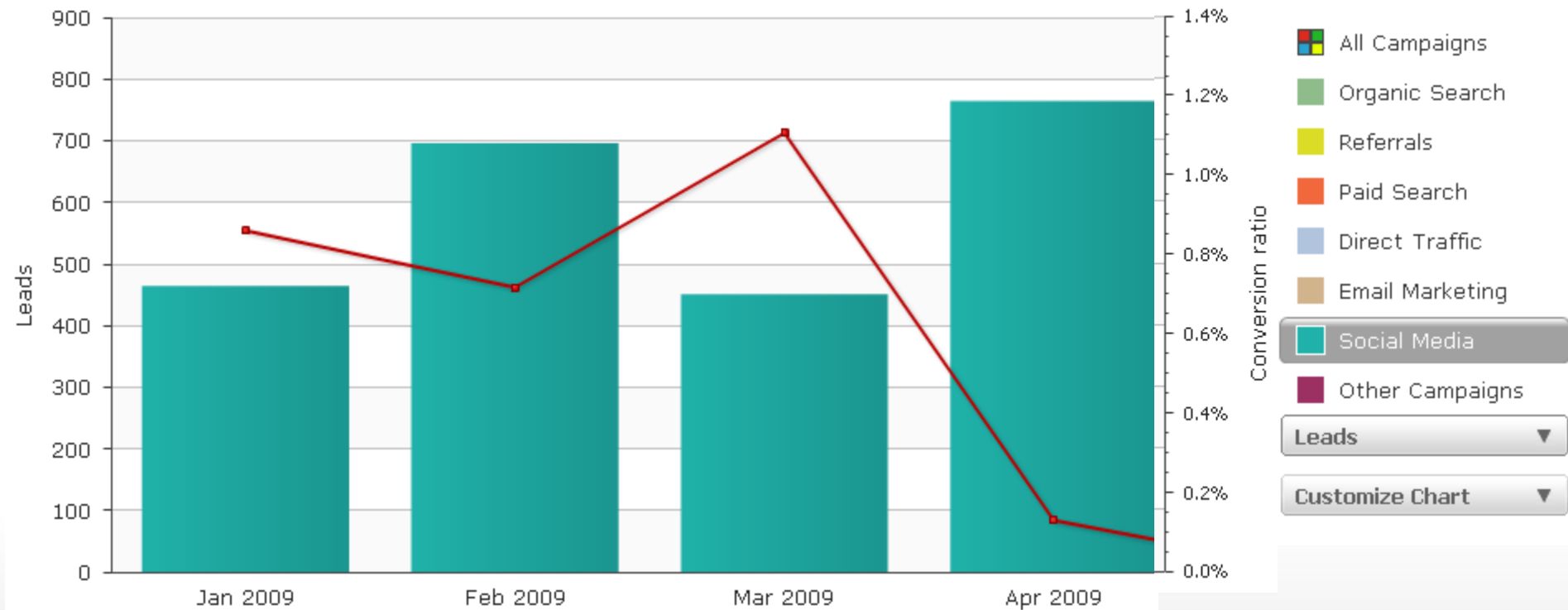
Analyze Each Channel

Visits from All Campaigns



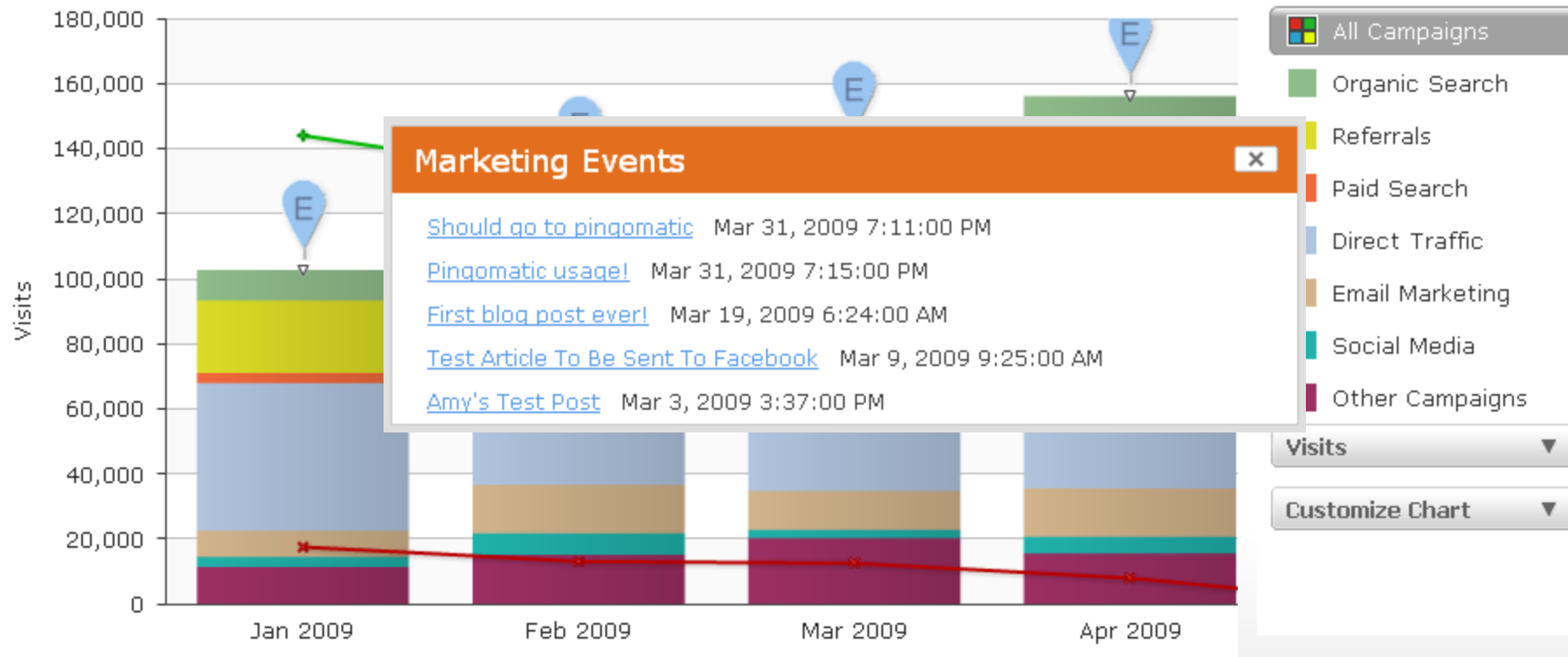
Analyze Each Channel

Leads from Social Media



Analyze Each Channel

Visits from All Campaigns



Managing Conversion

Managing Conversion

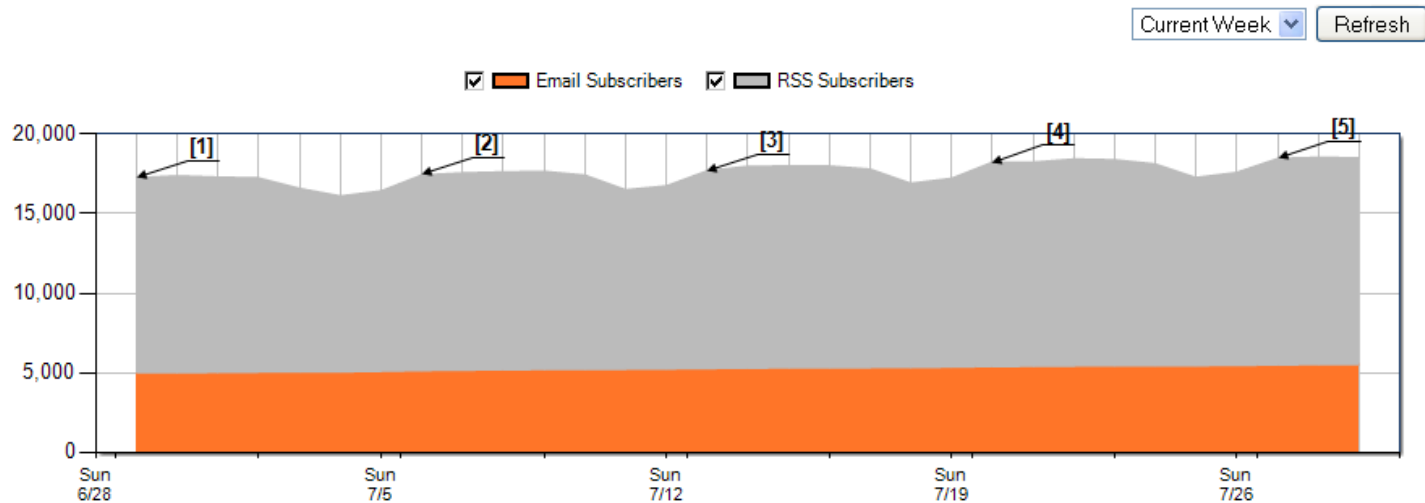


What to Track: Blog Metrics

- ## Subscribers

Blog Analytics: blog.hubspot.com

Measure the impact of your blog



18,527

BLOG SUBSCRIBERS
5,507 EMAIL SUBSCRIBERS



69,784

VISITORS (LAST 30 DAYS)
62,538 FIRST TIME VISITORS

789

COMMENTS (LAST 30 DAYS)
59 ON MOST POPULAR ARTICLE

1,564

BLOG RANK
TOP 0.01 % OF ALL BLOGS

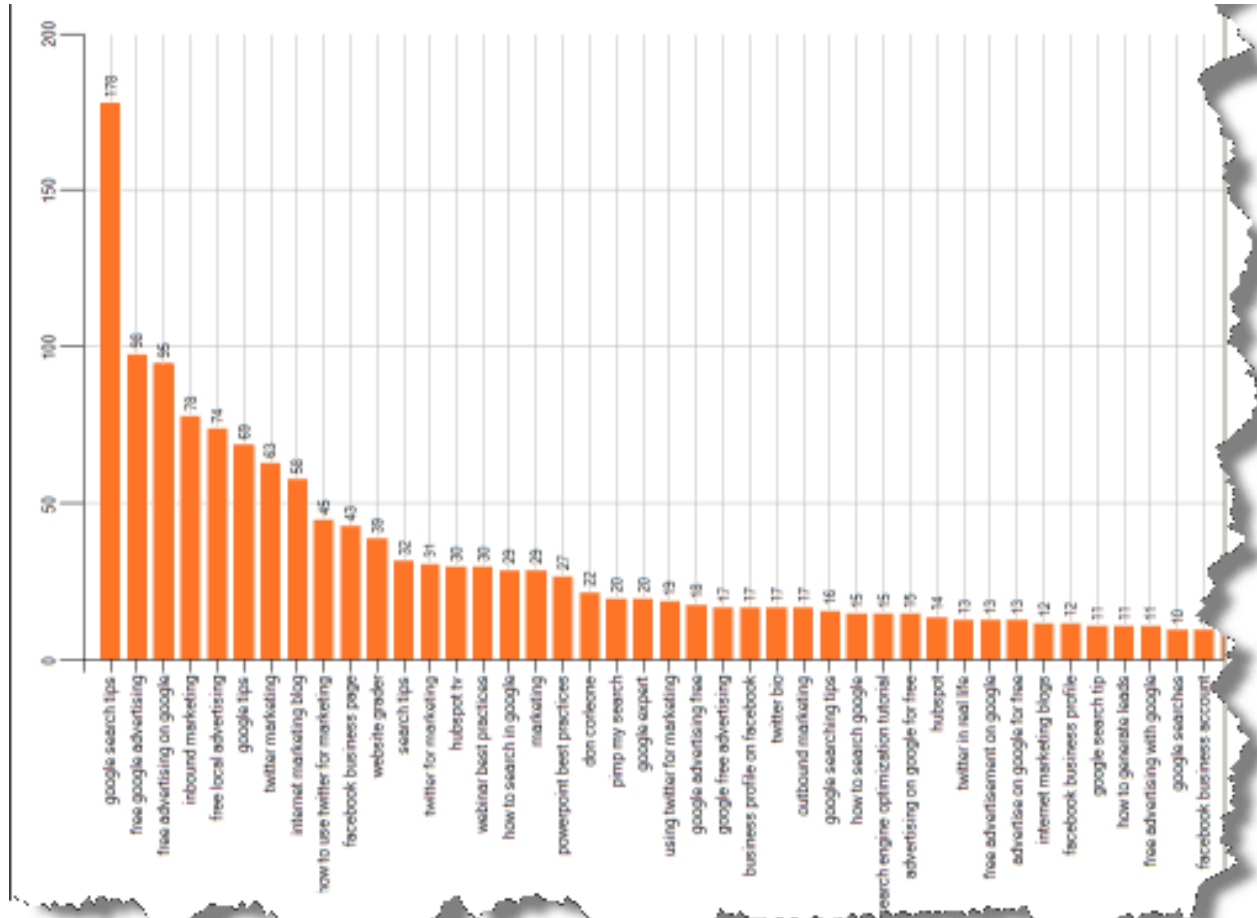
What to Track: Blog Metrics

- Inbound Links

ARTICLE	PUBLISHED	AUTHOR	PAGE GRADE™	COMMENTS	INBOUND LINKS ▼	VISITORS
SEO For Small Business Executives: Understanding The Magic Of Meta-Data ↗	1 year ago	Dharmesh Shah	41	88	2,821	3,191
Now, Any Business Can Tap 53 Million Facebook Users (For Free) ↗	6 months ago	Dharmesh Shah	47	95	1,216	2,366
12 Quick Tips To Search Google Like An Expert ↗	1 year ago	Dharmesh Shah	84	198	218	9,018
5 Shocking Statistics - How Junk Mail Marketing Damages the Environment ↗	3 months ago	Mike Volpe	3	21	97	354
28 Tips To Make You a StumbleUpon Superstar ↗	3 months ago	Dharmesh Shah	1	29	89	359

What to Track: SEO Metrics

- Traffic Drawing Keywords



Blog Tools

- Publish & Optimize Your Blog Content

[Current Articles](#) | [RSS Feed](#)
[Create Article](#) | [Drafts and Pending](#) | [Options](#)








[Preview](#) [Save](#) [Unpublish](#) [« Optimize BETA](#)

Article | **Advanced**

*** Title**


Top 5 Inbound Marketing Stories of the Week: Media Relations Isn't De

*** Article Body**

B I U        HTML more »

Don't start cutting off ties with journalists just yet. Media relations is alive and kicking!

As a public relations professional, this week's top story on [InboundMarketing.com](#) really hit home for me. In a time when we're constantly reminded of the pending death of newspapers due to the increasingly powerful Web, PR guru [Todd Defren](#) pulls us back



⚠ Title Too Long

The title presented on a search engine result page is typically cut off at 70 characters, so try to keep your title shorter than that.

⚠ Meta Description Missing Keyword

The meta description should contain at least one of the keyword phrases that you've entered in Keyword Grader. Including keywords will also encourage Google to use your description in search results.

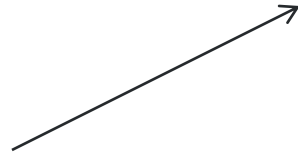
ⓘ Article Body Somewhat Long

The blog post is greater than 800 words. You may consider splitting this into two blog posts. Is this succinct enough that the reader will stick around and comment?

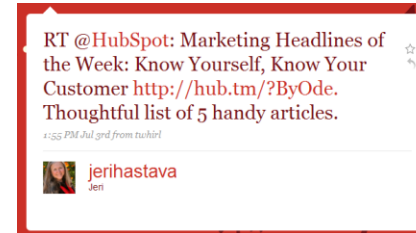
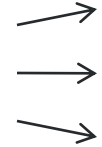
Good Content Travels Far



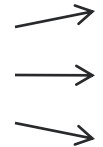
The original tweet is displayed within a Twitter interface. It features the HubSpot logo and the text: "Marketing Headlines of the Week: Know Yourself, Know Your Customer <http://hub.tm/?ByOde>". The tweet is timestamped "11:30 AM Jul 3rd from HubSpot".



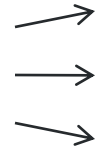
A retweet by user **junesMktg** (junes mktg). The text reads: "rt @HubSpot Marketing Headlines of the Week: Know Yourself, Know Your Customer <http://hub.tm/?ByOde>". It is timestamped "about 23 hours ago from web".



A retweet by user **jerihastava** (Jeri). The text reads: "RT @HubSpot: Marketing Headlines of the Week: Know Yourself, Know Your Customer <http://hub.tm/?ByOde>. Thoughtful list of 5 handy articles." It is timestamped "1:55 PM Jul 3rd from tuhirt".



A retweet by user **kathyswanson** (Kathy Swanson). The text reads: "RT @HubSpot: Marketing Headlines of the Week: Know Yourself, Know Your Customer <http://hub.tm/?ByOde>". It is timestamped "12:32 PM Jul 3rd from TweetDeck".

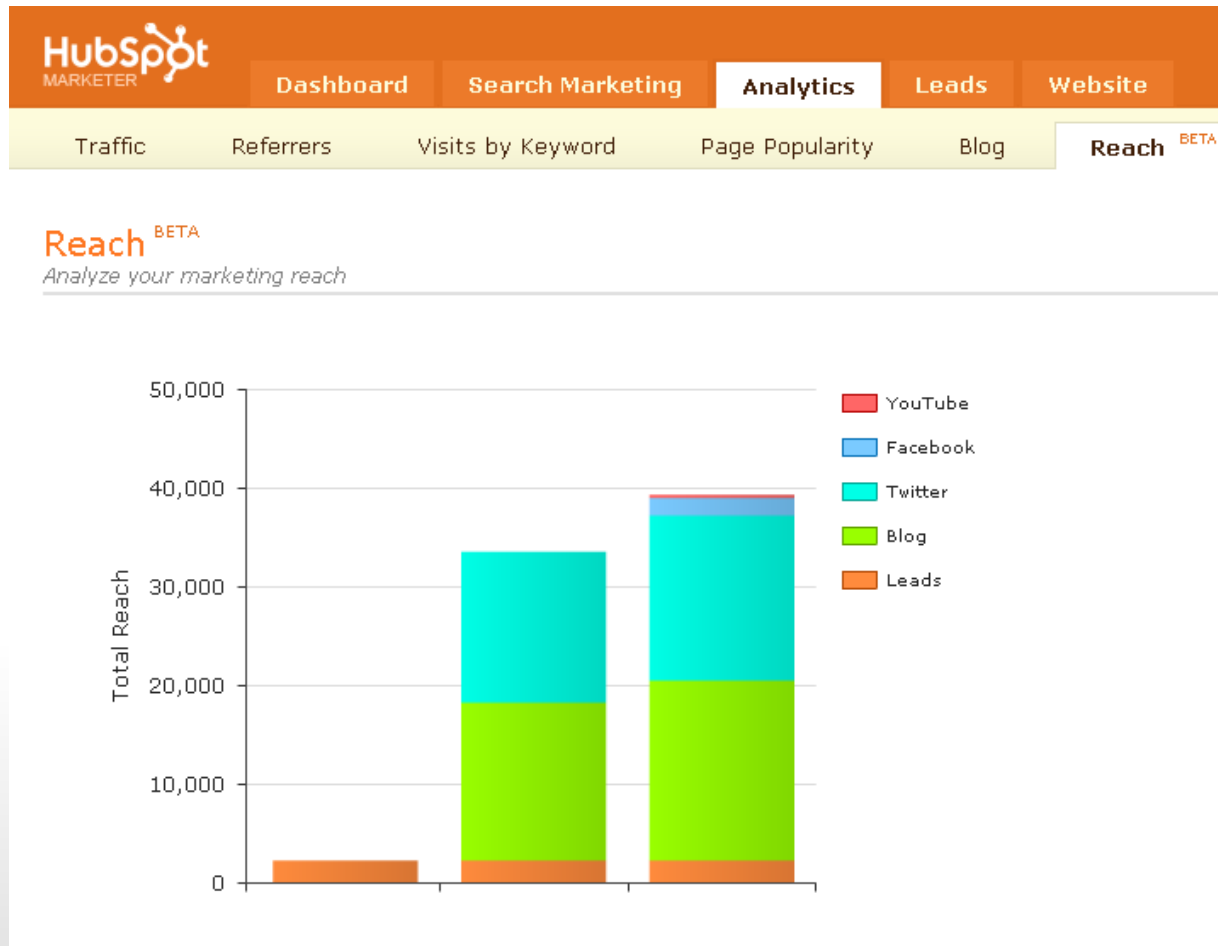


A retweet by user **onmessage** (OnMessage). The text reads: "RT @HubSpot Marketing Headlines of the Week: Know Yourself, Know Your Customer <http://hub.tm/?ByOde>". It is timestamped "11:38 AM Jul 3rd from web".



What to Track: Social Media Metrics

- Reach



Campaign Performance



Dashboard Create Optimize Promote Convert Reports

Landing Pages

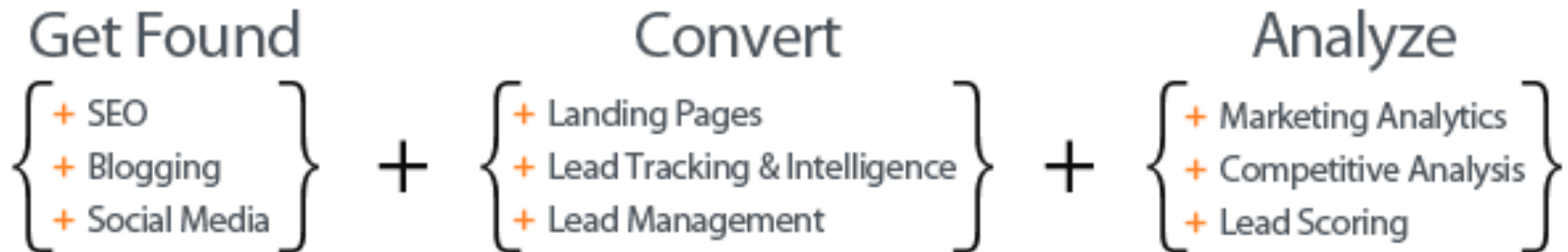
Build and analyze landing pages

200 NUMBER OF LANDING PAGES	820,024 TOTAL PAGE VIEWS	226,928 TOTAL FORM SUBMISSIONS	27.67% TOTAL CONVERSION RATE
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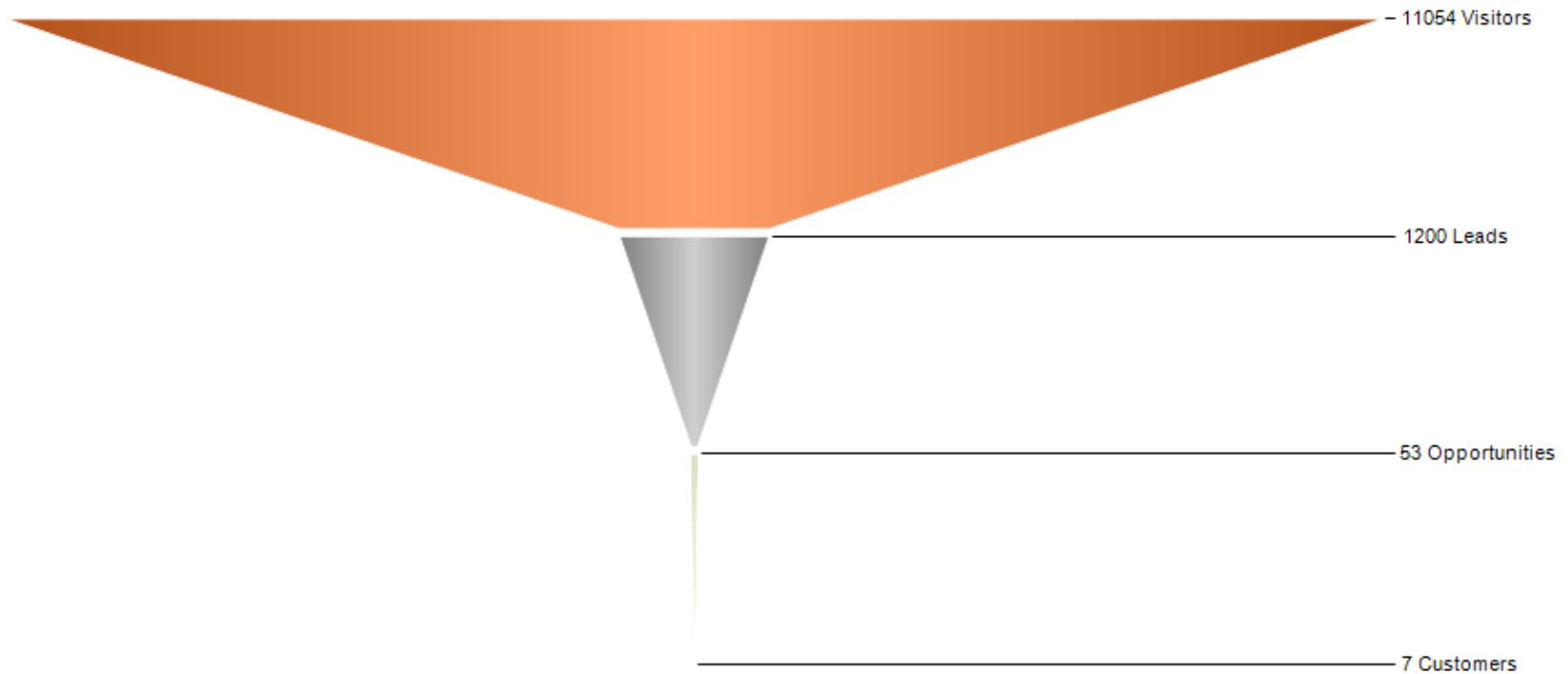
Create New Landing Page

PAGE NAME	PAGE VIEWS	SUBMISSIONS	CONVERSION RATE			
Marketing Analytics 101 Webinar	2551	1297	50.84%	Duplicate	Get URL	View/Edit Page
Marketing Detox: Getting Off Google AdWords PPC Cr	6399	2614	40.85%	Duplicate	Get URL	View/Edit Page
Marketing eBook	523	34	6.5%	Duplicate	Get URL	View/Edit Page
Marketing in a Recession Webinar	6092	3200	52.53%	Duplicate	Get URL	View/Edit Page

What HubSpot Software Does



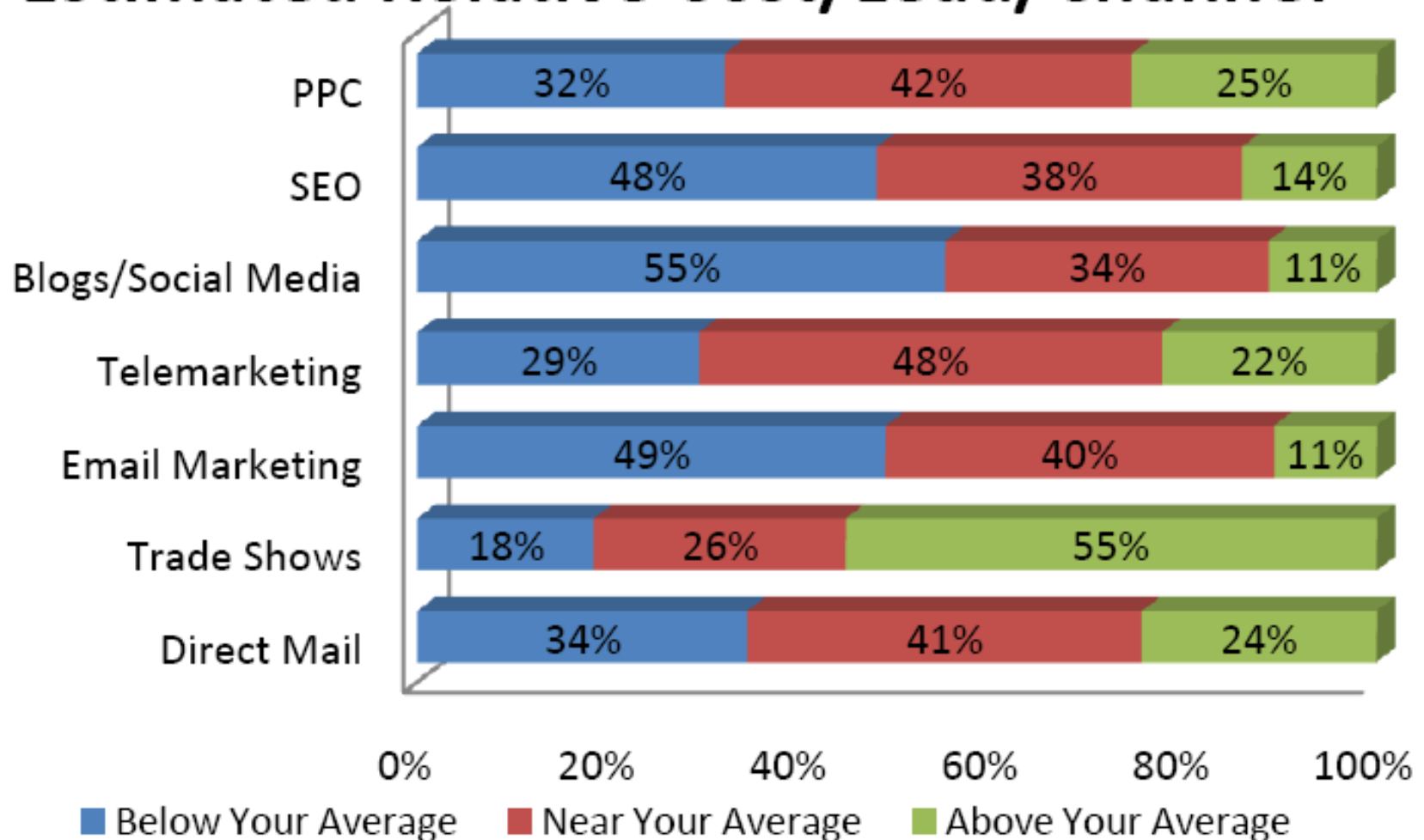
How to Track Your Funnel



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Leads	1,200	10.86 %
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Customers	7	13.21 %

Relative Cost/Lead for SMBs

Estimated Relative Cost/Lead/Channel



Source: Survey of 100's of SMBs - www.HubSpot.com/ROI

Inbound Marketing ROI

- Inbound marketing focused companies have a **61% lower cost per lead**
- Active HubSpot customers get an **average of 6 times more leads in 6 months**
- www.HubSpot.com/ROI

Summary

Questions you should be able to answer:

- How many visitors, leads and customers am I getting?
- What is driving those visitors, leads and customers?
- What are my best and worst sources of leads and sales?
- **How can I grow sales?**
- **How can I lower marketing costs?**



Thank You!

www.HubSpot.com/Free-Trial

Prashant Kaw
Inbound Marketing Manager
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Jeanne Hopkins
Convert Team Leader
Twitter: @jeannehopkins