



# Creating a Sales & Marketing Love Affair w/HubSpot Software

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# Marketing Has Changed

1950 - 2000



2000 - 2050

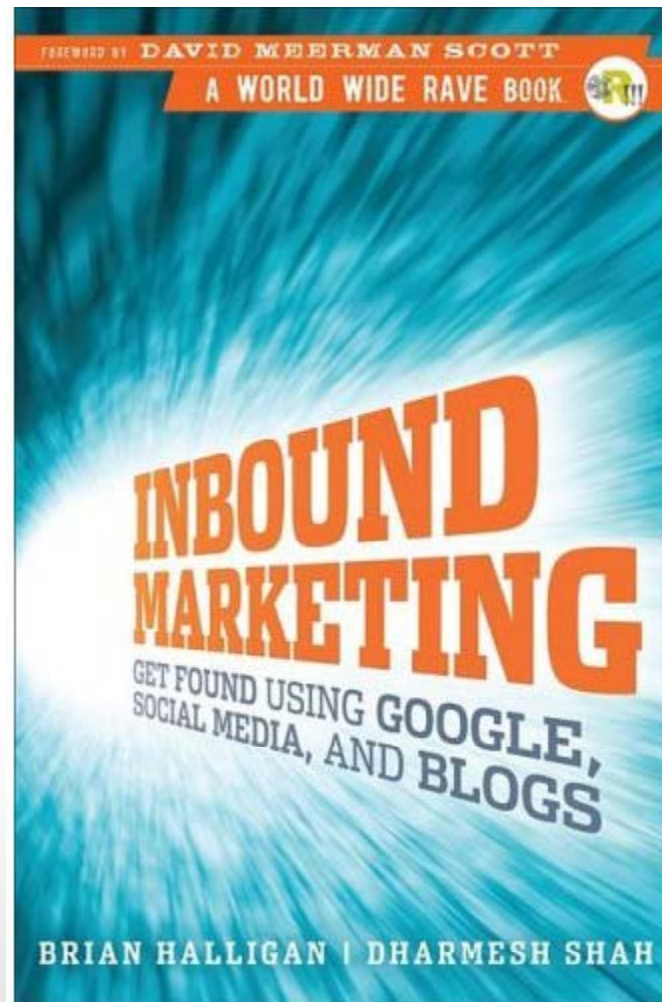


facebook

# Outbound Marketing Becoming Hard



# The Good News!



# Inbound Marketing

## Blog



## SEO

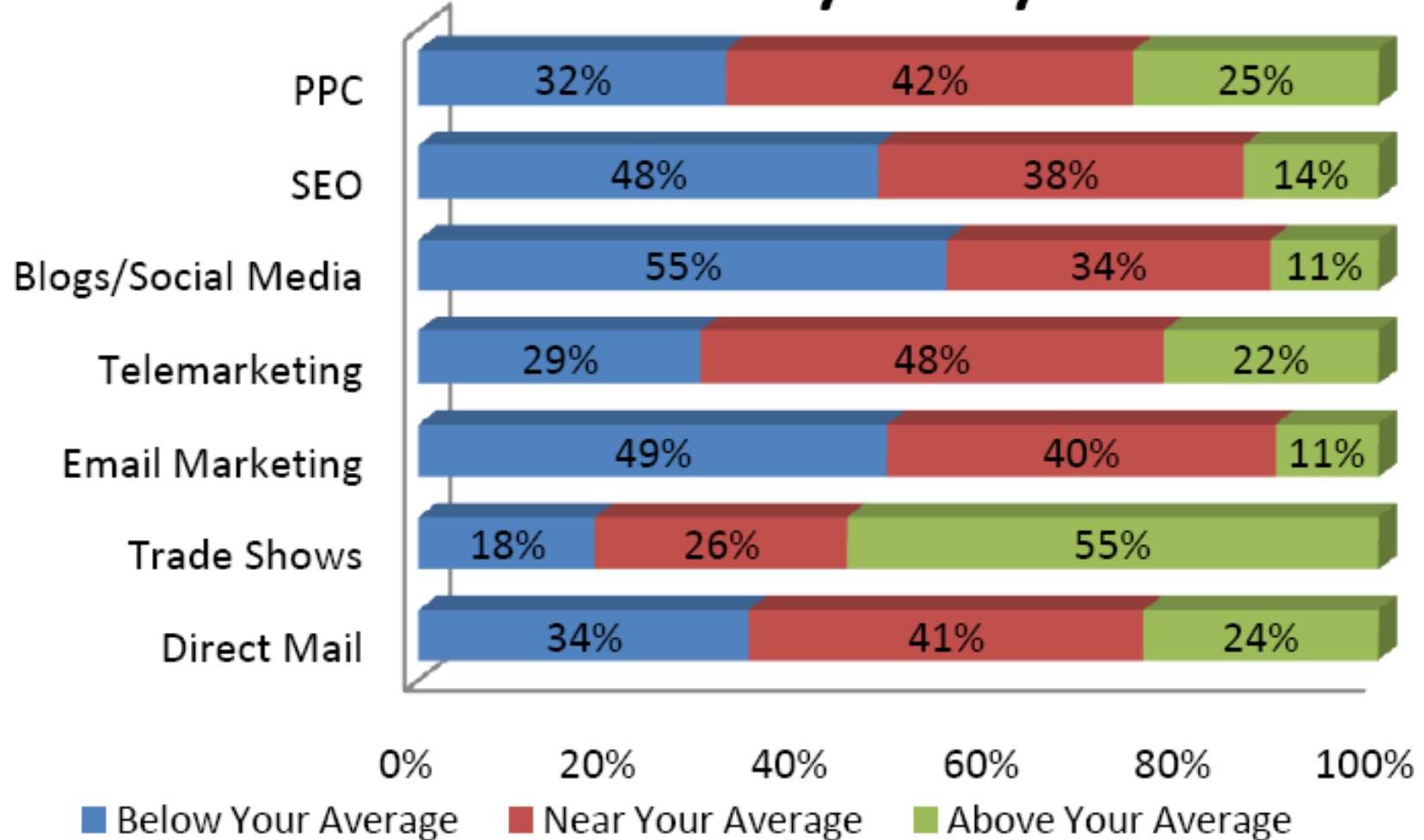


## Social Media



# Relative Cost/Lead for SMBs

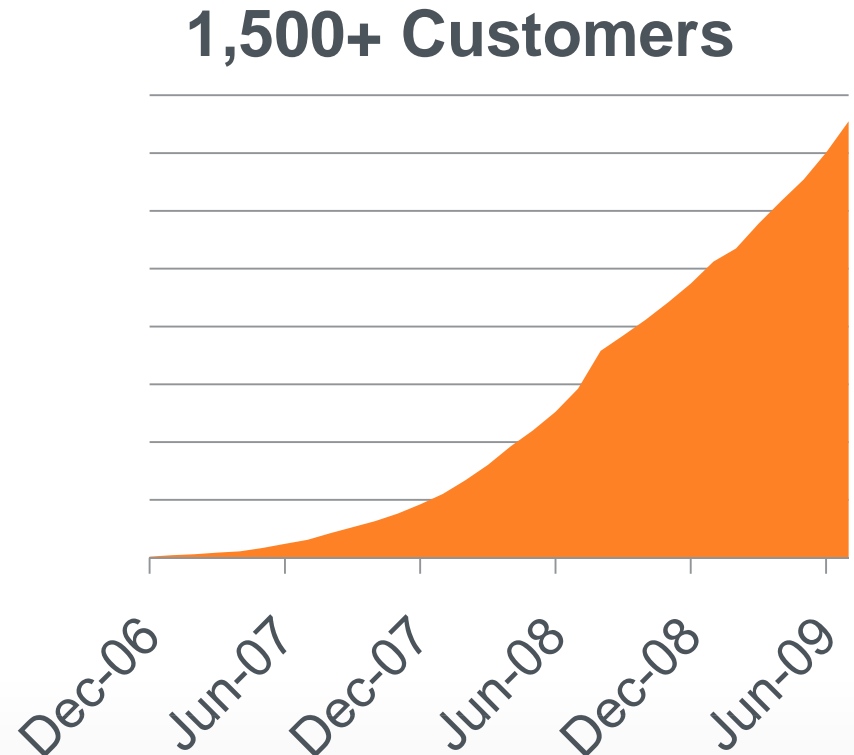
## Estimated Relative Cost/Lead/Channel



Source: Survey of 100's of SMBs - [www.HubSpot.com/ROI](http://www.HubSpot.com/ROI)

# HubSpot Background

- Founded: 2006
- Team: 95 (15 MIT)
- A: \$5m General Catalyst
- B: \$12m Matrix Partners
- Outside Director:  
Gail Goodman, CEO  
Constant Contact (CTCT)



# HubSpot Awards



OFFICIAL HONOREE



# HubSpot Buzz

TechCrunch

 Practical Case Studies & Know-How  
MarketingSherpa

The New York Times  
ON THE WEB

The Boston Globe

San Francisco Chronicle

Seattle Post-Intelligencer

 ZDNet

 PC WORLD

 PC  
MAGAZINE

 Read/WriteWeb

 MarketingProfs™  
Smart thinking ... pass it on.

THE WALL STREET JOURNAL.  
ONLINE

 abc NEWS

 Mashable  
The Social Media Guide

 FAST COMPANY

# 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**

Source: [www.HubSpot.com/ROI](http://www.HubSpot.com/ROI)

# HubSpot Inbound Marketing

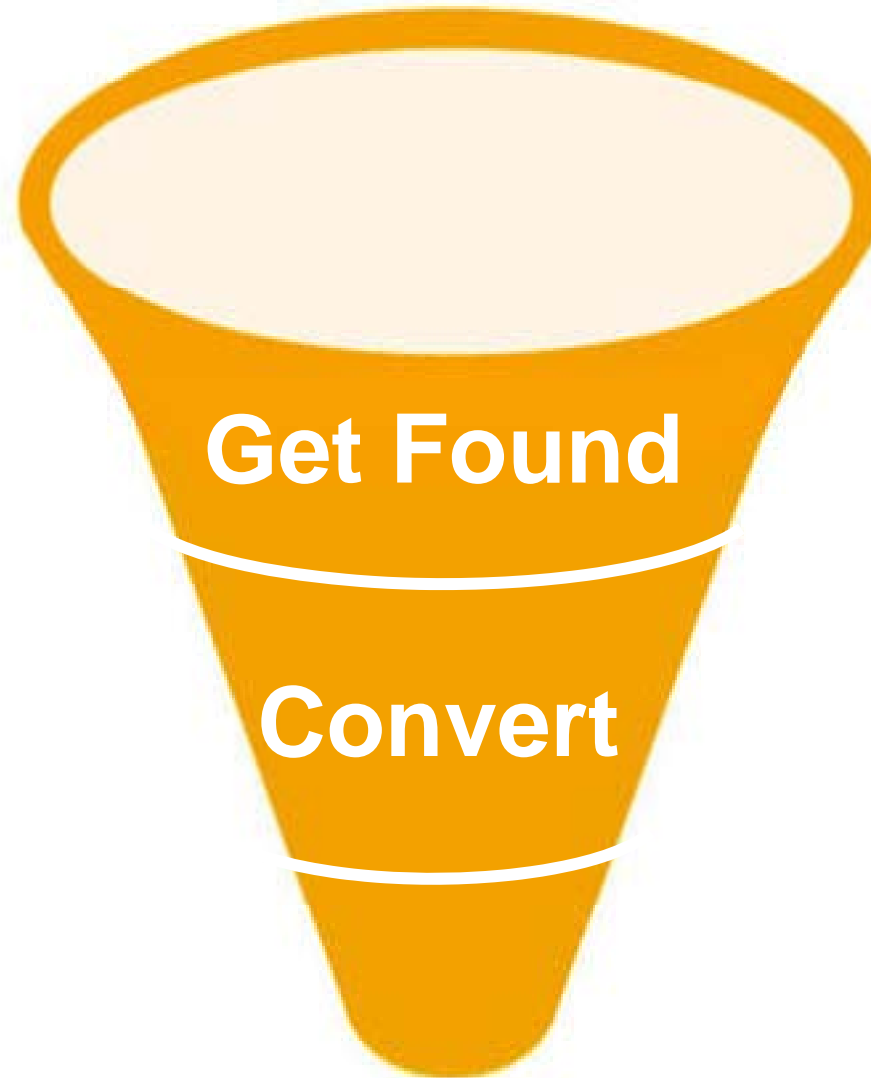
## Process

### 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

# Sales vs. Marketing?



# Overheard in sales...

- All the leads suck.
- We don't get enough leads.
- None of the leads close.
- Marketing is a waste of money.

# Challenges

- Lead Volume
- Lead Quality
- Communication
- Measurement

# Making Sales Love Marketing

- Increase Lead Volume
- Improve Lead Quality
- Provide More Lead Info
- Measure Lead Close Rates

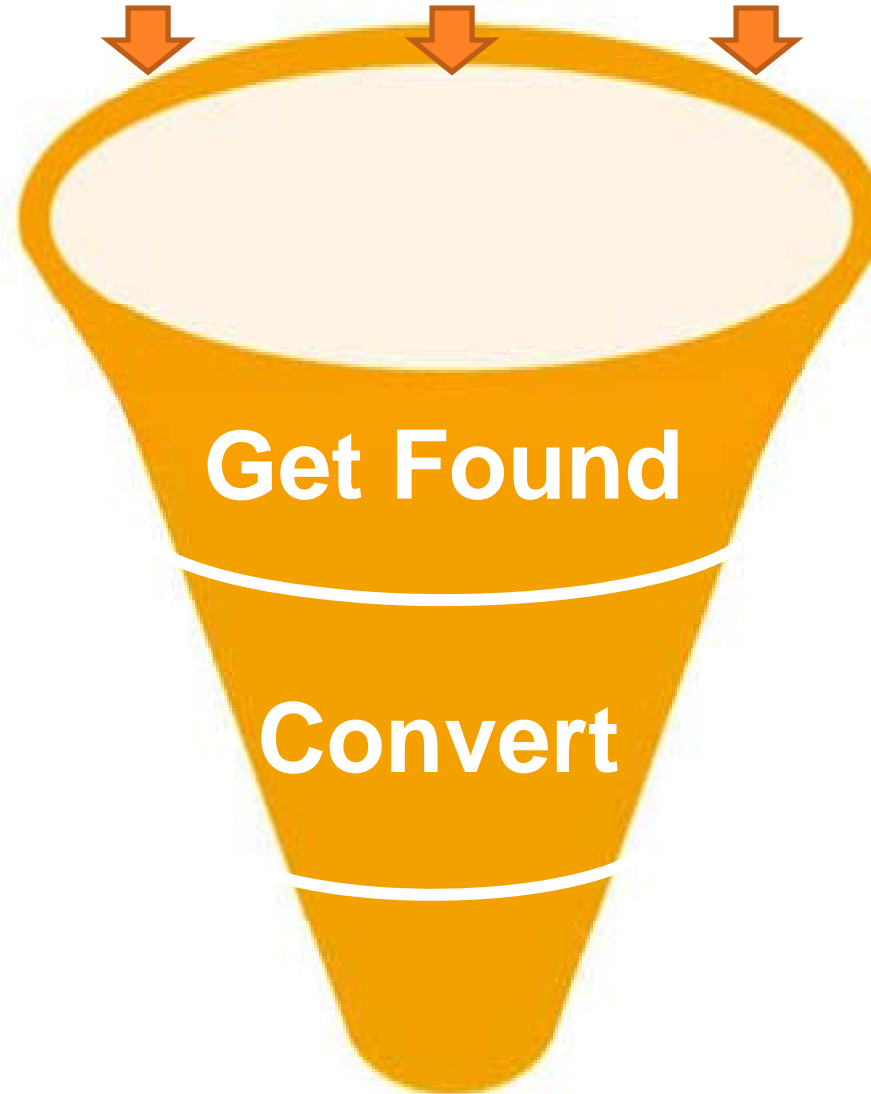
# How to Increase Lead Volume

# Inbound Marketing

Search Engines

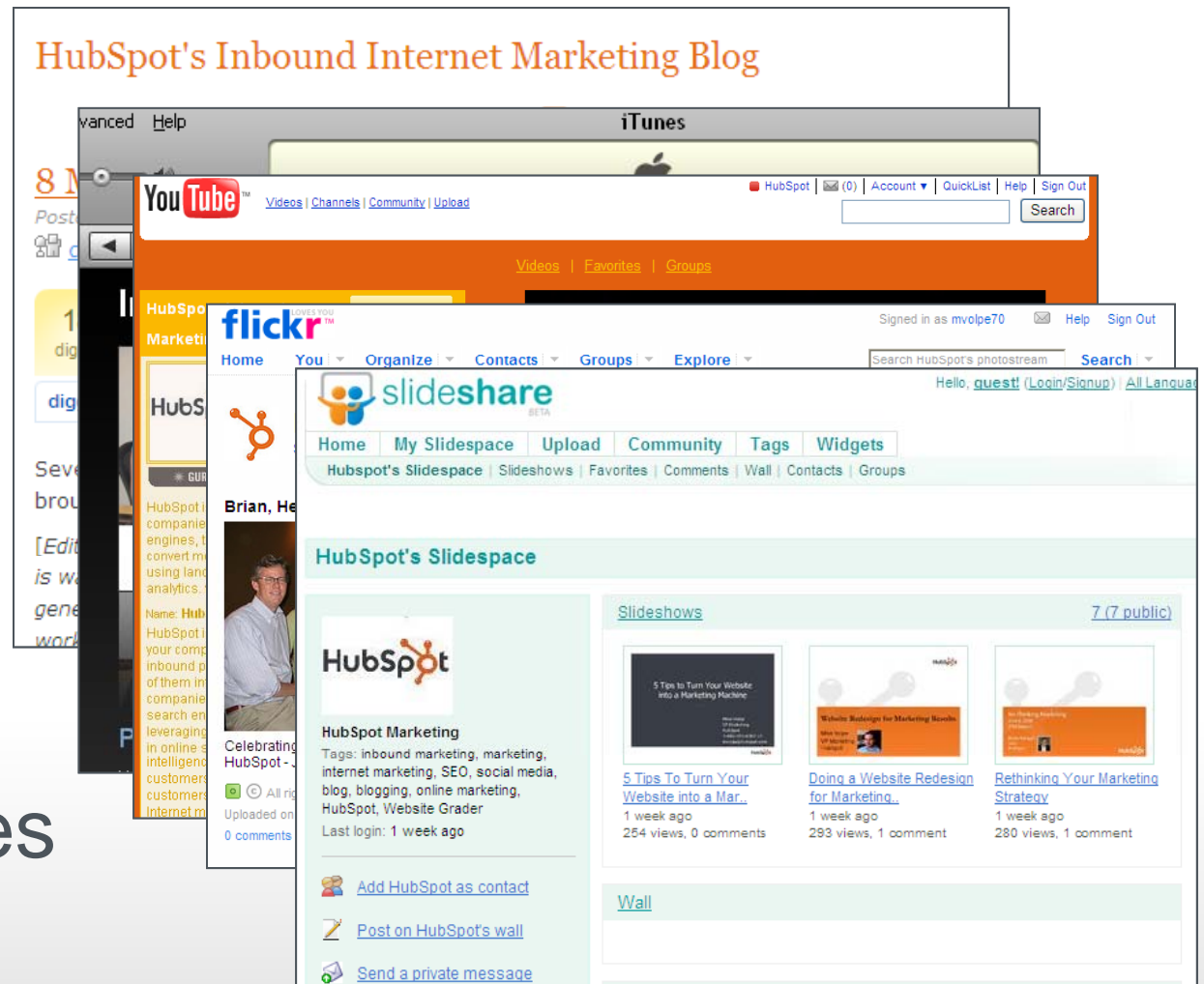
Blogs

Social Media



# What to Publish?

- Blog
- Podcast
- Videos
- Photos
- Presentations
- eBooks
- News Releases



# Optimize Your Content

## Page Grader Detail <sup>BETA</sup>

[www.hubspot.com/products/](http://www.hubspot.com/products/)

17 PAGE GRADE 4TH MOST POWERFUL PAGE	0 TOP 100 KEYWORD RANKS 0 IN THE TOP 10	538 INTERNAL LINKS 40 OUTBOUND LINKS	0 VISITS 307TH MOST TRAFFICKED PAGE
--	---	--	---

## On-Page SEO

ITEM	STATUS	
Page Title	Internet Marketing Software Products	✓
Meta Description	Internet Marketing Software from HubSpot to generate more leads from your website using SEO and other Internet marketing techniques for search engines and website promotion	⚠
<p>⚠ Your meta description is longer than 150 characters. Descriptions in excess of that length are often truncated by search engines. We recommend shortening your description to avoid this possibility.</p> <p>Your meta description is not unique across all pages that PageGrader has indexed. We recommend that you try to give each page a distinct description.</p> <p><a href="#">More Info...</a></p>		
Meta Keywords	product, hubspot, lead software, Internet marketing software, products, marketing saas	✓
Url	<a href="http://www.hubspot.com/products/">http://www.hubspot.com/products/</a>	✓
H1	There are 1 h1 tags on this page.	✓
Images	Check below for page improvements you can make regarding images on this page.	⚠

# Optimize Your Content

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

[Preview](#) [Save Draft](#) [Publish](#) [« Optimize BETA](#)

Article [Advanced](#)

## \* Title

You Are Not Born Digital Native, You Become Digital Native

## \* Article Body

**B** *I* U        [HTML](#) [more](#)

While you are still trying to figure out the [Broadcast Yourself](#) concept, your 8-year-old niece is probably making her own YouTube videos. "The changing nature of human relationships is second nature to some, and learned behavior to others," wrote John Palfrey and Urs Gasser in [Born Digital: Understanding the First Generation of Digital Natives](#). If new technologies are second nature to you, will you ever express yourself as well as a Digital Native can?

 In his 2001 article [Digital Natives](#)

### ⚠ Title Missing Keyword

The title should contain at least one of the keyword phrases that you've entered in Keyword Grader. Place your keyword as early in the title as possible.

### ⚠ Article Body Contains Nonstandard Images

The blog post contains images unrecognized by some browsers. Please convert your images to either .jpg, .gif, or .png.

### ⚠ Too Few Meta Keywords

Your meta keywords should be a comma-separated list of your targeted keyword phrase and its variants (plurals, misspellings, conjugations).

### ⚠ 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.

# Publish Content to Social Media

The screenshot shows a HubSpot blog page. At the top, the HubSpot logo is on the left, and navigation links for 'Blog', 'Best Articles', and 'Free Ma' are on the right. The main heading is 'HubSpot's Inbound Internet Marketing Blog', with sub-links for 'Current Articles' and 'RSS Feed'. The article title is 'Launching A Business Blog? Avoid This Common URL Mistake at Blogspot and Typepad', with social sharing icons for Digg, Reddit, Del.icio.us, and StumbleUpon. Below the title is a snippet of text: 'Possibly the most frequent question people ask me when it comes to setting up a business blog is wh... truth is th... is an anal... drawback...'. A video player is embedded in the article, showing a woman in a dark suit presenting in front of a whiteboard. The video player includes a progress bar (1:18 / 2:53), a 'watch in high quality' option, a 'Rate' section with 5 stars and 170 ratings, and buttons for 'Share', 'Favorite', 'Playlists', and 'Flag'.



# Publish Content to Social Media

The image shows a screenshot of a Twitter post and a social sharing bar. The Twitter post is from Mike Volpe, titled "Wire Fence Company Uses Social Media to Get 850% More Leads" with a link to a HubSpot article. Below the post is a social sharing bar with icons for Digg, Delicious, StumbleUpon, Facebook, Twitter, and LinkedIn. The sharing bar is circled in orange. The text of the post and the sharing bar are as follows:

**twitter** Home Profile Find People Settings Help Sign out

**Wire Fence Company Uses Social Media to Get 850% More Leads** <http://hub.t/?ZJNpi>

2:00 PM Jul 29th from HubSpot

**Mike Volpe** Why You Don't Date Outbound Marketers [Cartoon]

**Why You Don't Date Outbound Marketers [Cartoon]**

10 hours ago · Comment · Like · Read Why You Don't Date Outbound Marketers [Cartoon]

**How To Promote An Event With Inbound Marketing - On Video!**

Posted by Ellie Mirman on Fri, Jun 12, 2009 @ 08:00 AM

digg it | delicious | StumbleUpon | Facebook | Twitter | LinkedIn

Yesterday I did a presentation on **How to Promote an Event with Inbound Marketing** for the Lower Colorado River Authority (LCRA) Social Media Marketing conference. Since I'm here in Massachusetts, and

**HubSpot**

# How to Improve Lead Quality

# Improving Lead Quality

- 🔗 Drive more **inbound** leads
- 🔗 Attract the right website visitors
- 🔗 Nurture leads to the next step

# Attract the RIGHT visitors

## Leads from Social Media



# Attract the Right Visitors

REFERRER	VISITORS ▼	LEADS	CONV. %	CUSTOMERS
<a href="#">Google [search]</a>	6,432	311	4.84%	6
<a href="#">blog.hubspot.com</a>	5,838	832	14.25%	8
<a href="#">twitter.com</a>	1,176	78	6.63%	0
<a href="#">linkedin.com</a>	881	94	10.67%	0
<a href="#">facebook.com</a>	664	85	12.8%	1
<a href="#">indeed.com</a>	533	2	0.38%	0

# Lead Nurturing

## Get leads to take the next step

The screenshot displays the HubSpot Lead Nurturing interface. At the top, the HubSpot logo and navigation tabs (Dashboard, Create, Optimize, Promote, Convert, Reports) are visible. The main heading is "Lead Nurturing <sup>BETA</sup>" with a sub-note: "Your leads will receive this series of emails after they convert on your site for the first time".

The "Welcome Campaign" is currently **Enabled**. Below this, three email campaigns are listed:

- 1 Day Email**: Sent 1 day after a lead converts. Status: ON. Unique Clicks: 0%, Unsubscribes: 0%.
- 3 Day Email**: Sent 3 days after a lead converts. Status: OFF. Unique Clicks: 0%, Unsubscribes: 0%.
- 5 Day Email**: Sent 5 days after a lead converts. Status: ON. Unique Clicks: 0%, Unsubscribes: 0%.

On the right side, "Total Campaign Stats" are shown: Unique Clicks: 0%, Unsubscribes: 0%. Below this, a section titled "See your most important email-level and campaign-level stats:" provides definitions for "Unique Clicks" and "Unsubscribes". A link "Why don't I see my open rate?" is also present.

Footnote: \* Emails will only be sent on business days, weekends will be excluded. \*\* Leads that reconvert will not receive further emails.

# How to Provide More Lead Info

# Provide More Lead Information

- 🔗 Give sales a more complete picture
- 🔗 Show the activity on each lead
- 🔗 Customize follow-up to activity

# Lead Details

HubSpot Search Marketing Analytics **Leads** Website Settings Feedback Logout

View Conversions Graph

## Lead Detail

Lead Summary Activity Details Forms Submitted **Lead Details** Geographic Details Salesforce.com

**Bill Smith**  
Company ABC  
[bsmith@abc.com](mailto:bsmith@abc.com)  
Cambridge, Massachusetts 02142  
617-555-2446 (phone)  
[www.abc.com](http://www.abc.com)  
[\[edit lead details\]](#)

[Return](#)

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HubSpot Search Marketing Analytics **Leads** Website Settings Feedback Logout

View Conversions Graph

## Lead Detail

Lead Summary Activity Details Forms Submitted **Lead Details** Geographic Details Salesforce.com

### Pages Visited

Page	Date
<a href="#">Home</a>	02-01-2008 @ 12:51 PM
<a href="#">Home</a>	02-01-2008 @ 01:43 PM
<a href="#">Home</a>	02-01-2008 @ 01:52 PM
<a href="#">Products</a>	02-01-2008 @ 05:48 PM
<a href="#">HubSpot Software</a>	02-01-2008 @ 05:48 PM
<a href="#">Home</a>	02-01-2008 @ 05:49 PM
<a href="#">Products</a>	02-01-2008 @ 05:49 PM
<a href="#">HubSpot Software</a>	02-01-2008 @ 05:49 PM
<a href="#">News</a>	02-06-2008 @ 01:41 AM
<a href="#">News Coverage</a>	02-06-2008 @ 01:41 AM
<a href="#">Home</a>	02-06-2008 @ 01:57 AM
<a href="#">SEO 101 Webinar</a>	02-06-2008 @ 01:57 AM

[Return](#)

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# Salesforce.com or Other CRM

HubSpot Lead Intelligence	
Found Site Via  Google Search for online marketing webinars	Website Visits  3
First Visit  4/28/2008	Average Page  5 Views
Recent Visit  5/8/2008	Total Page Views  16
IP Location  Country: UNITED STATES Region: FLORIDA City: JACKSONVILLE Zip Code: 32099 ISP: FDN.COM Domain: FDN.COM	Unique Pages  15 Viewed
Timezone	Conversion Events  2
Lead Detail <a href="http://stats.hubspot.com/?app=OpenLeadDetails&amp;S...">http://stats.hubspot.com/?app=OpenLeadDetails&amp;S...</a>	First Conversion  4/28/2008 Date
	First Conversion  Form: Webinar Download Event
	Recent Conversion  8/5/2008

Dashboard Search Marketing Analytics **Leads** Website

View Conversions Graph Lead Funnel Companies Lead Nurturing <sup>BETA</sup>

### Lead Detail

Lead Summary Activity Details Forms Submitted Lead Details **Salesforce.com**

[View Salesforce.com Opportunity](#)

Status: Closed Won

Converted to an Opportunity on 11/18/2008

Opportunity closed on 11/20/2008

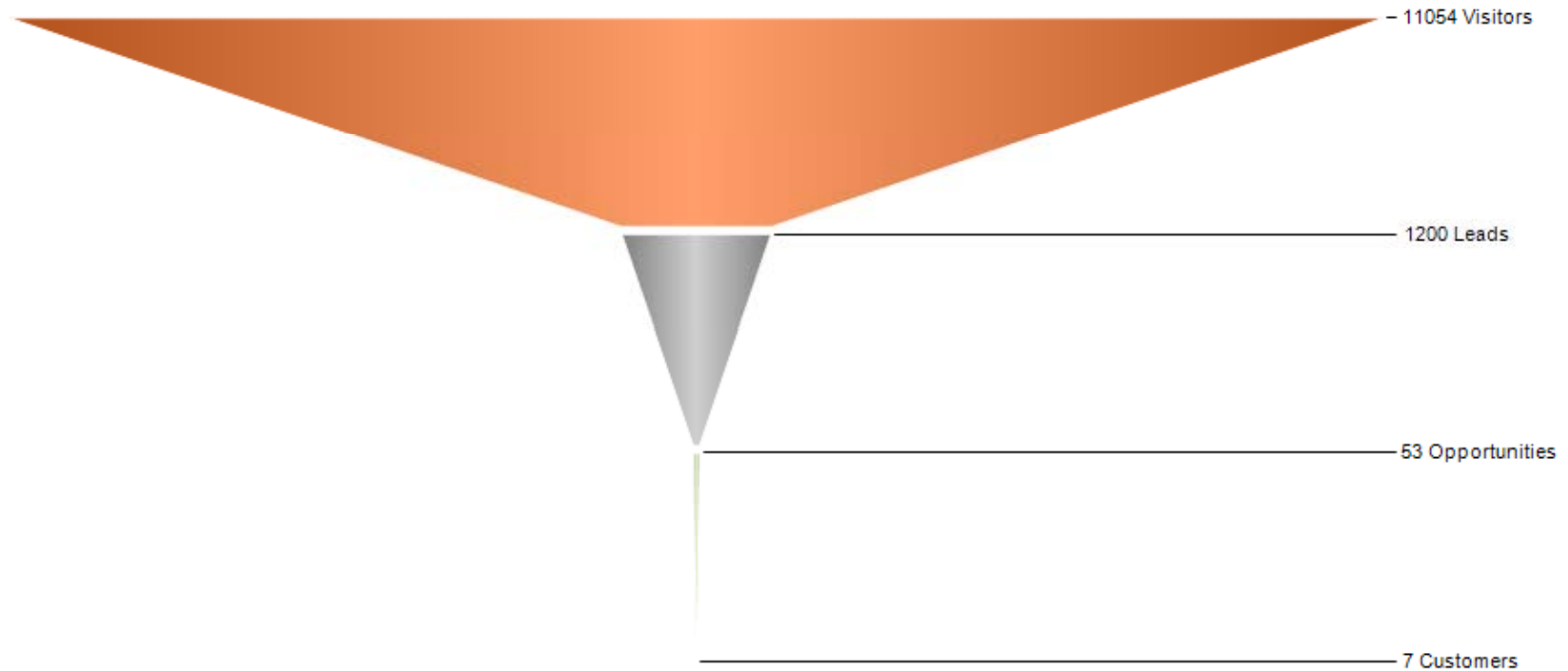
Lead Owner: Buck Flather ([bflather@hubspot.com](mailto:bflather@hubspot.com))

# How to Measure Lead Close Rates

# Closed Loop Marketing Measurement

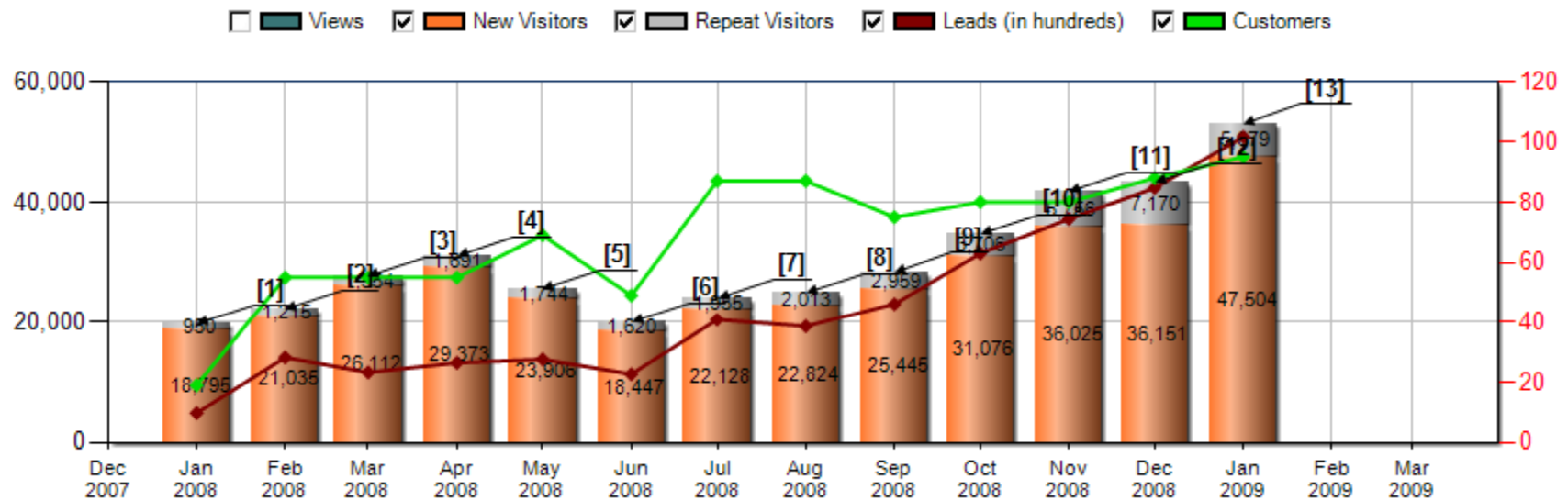
- 🔗 Track leads all the way through sales
- 🔗 Tie website visitors to closed deals
- 🔗 Tie closed deals to lead sources or campaigns

# Measure the Lead Funnel



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

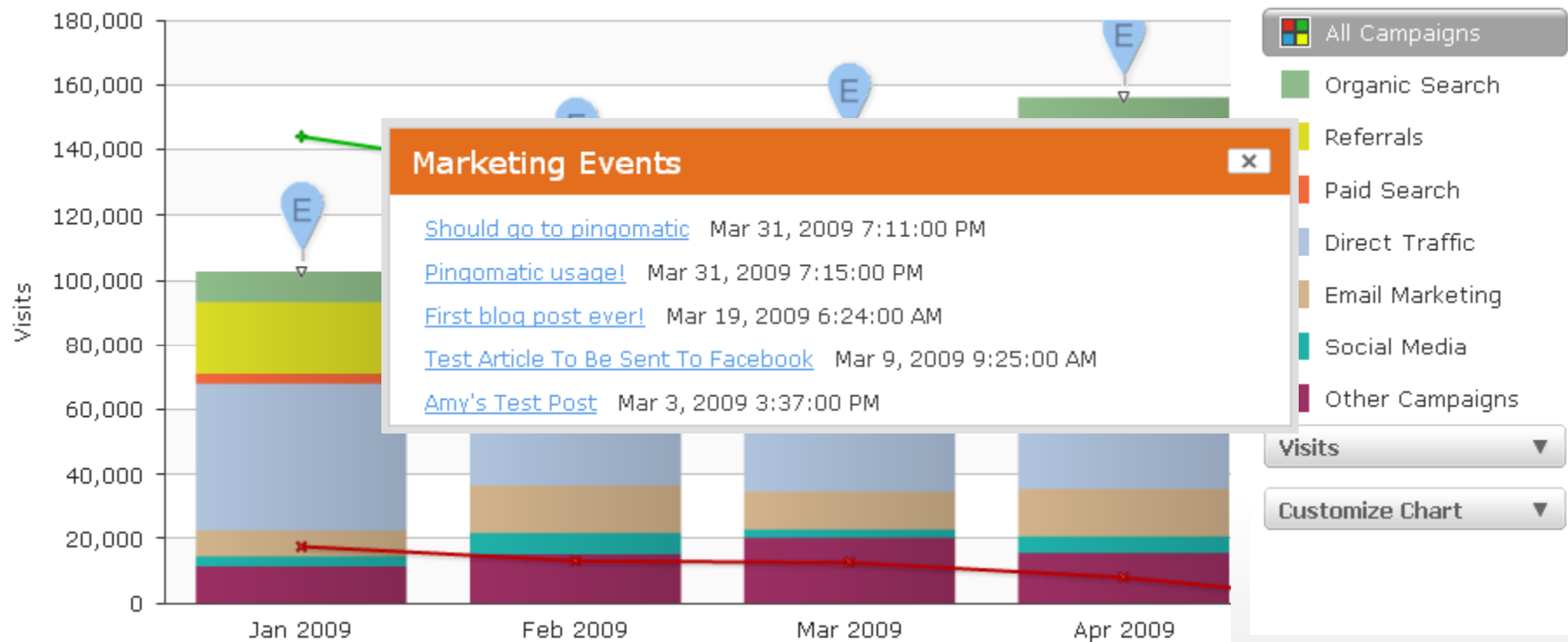
# Track Visitors, Leads, Sales



Track visitors. Track leads. Track customers.

# Measure Campaign Effectiveness

## Visits from All Campaigns



# Which Offers Convert Better?



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

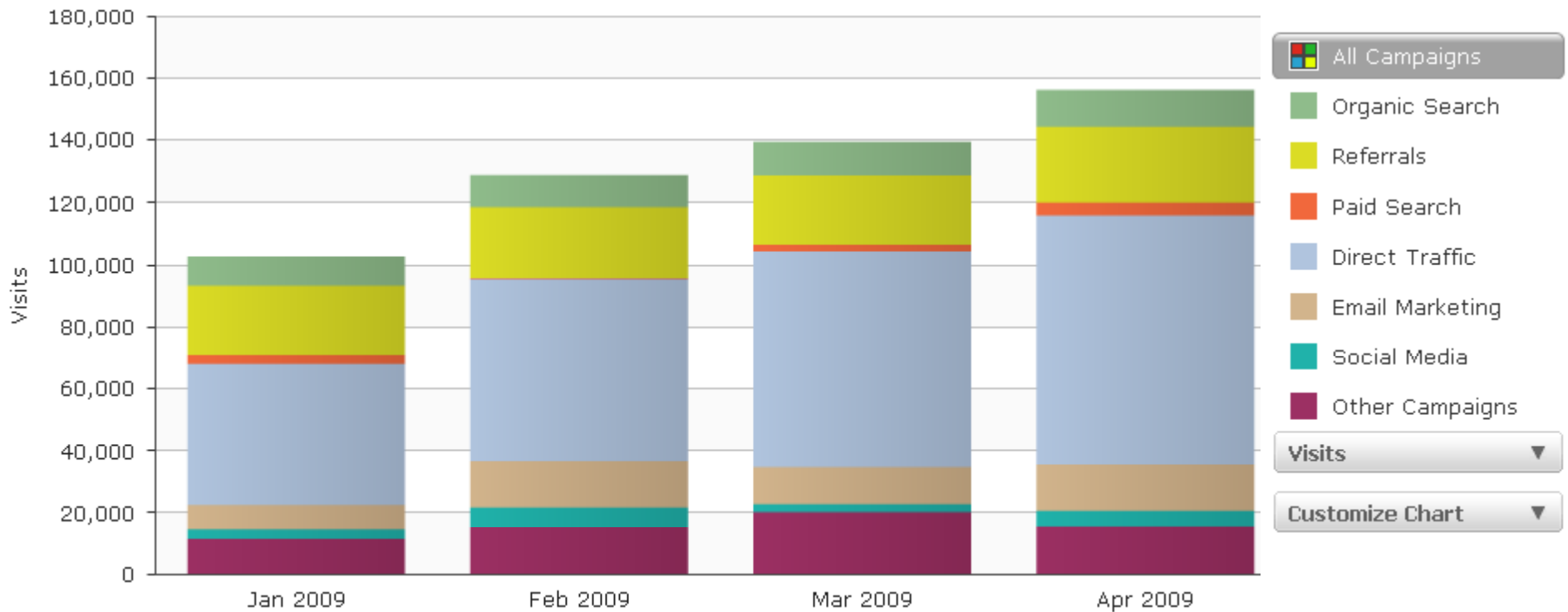
Create New Landing Page

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



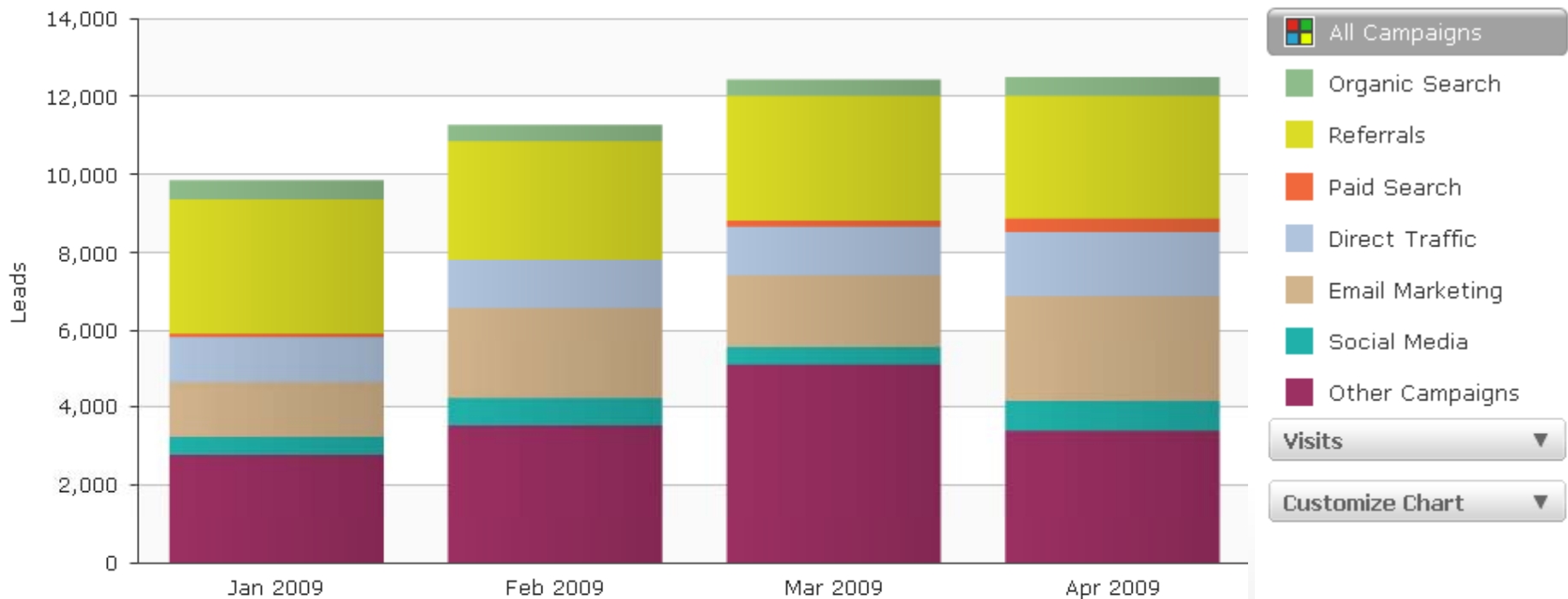
# Analyze Each Channel

Visits from All Campaigns



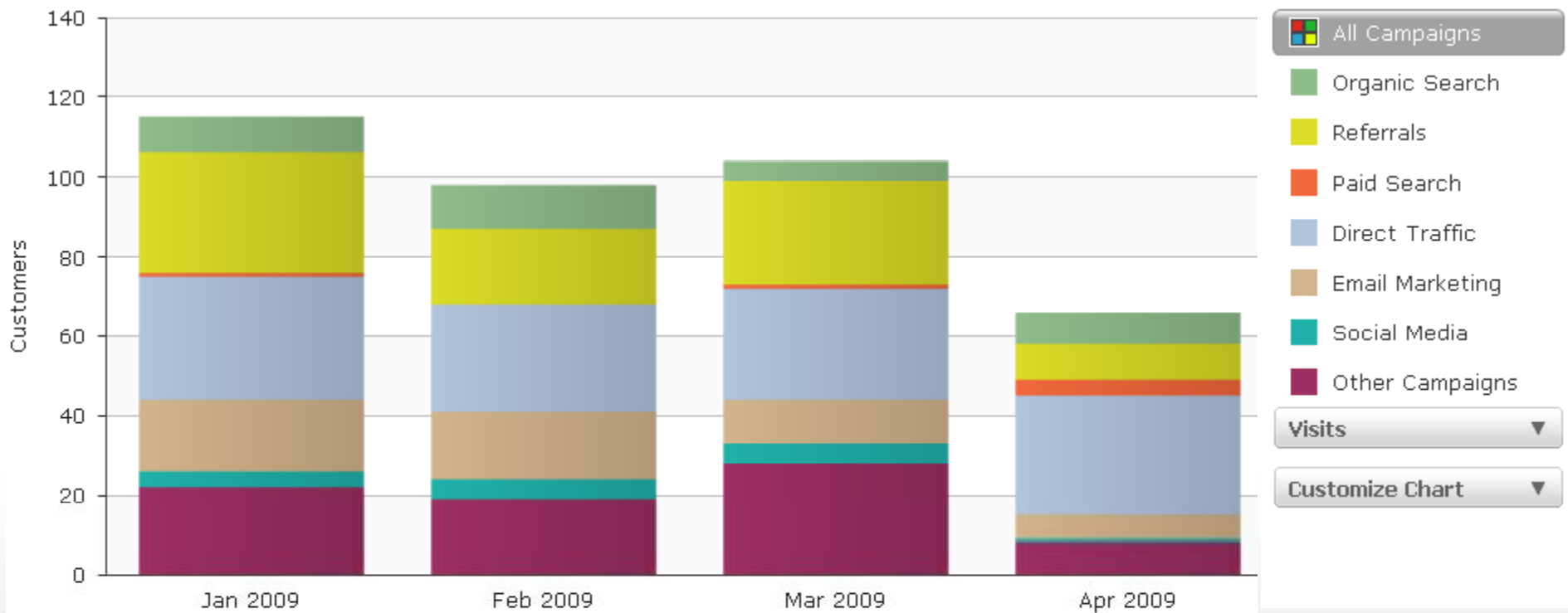
# Analyze Each Channel

## Leads from All Campaigns



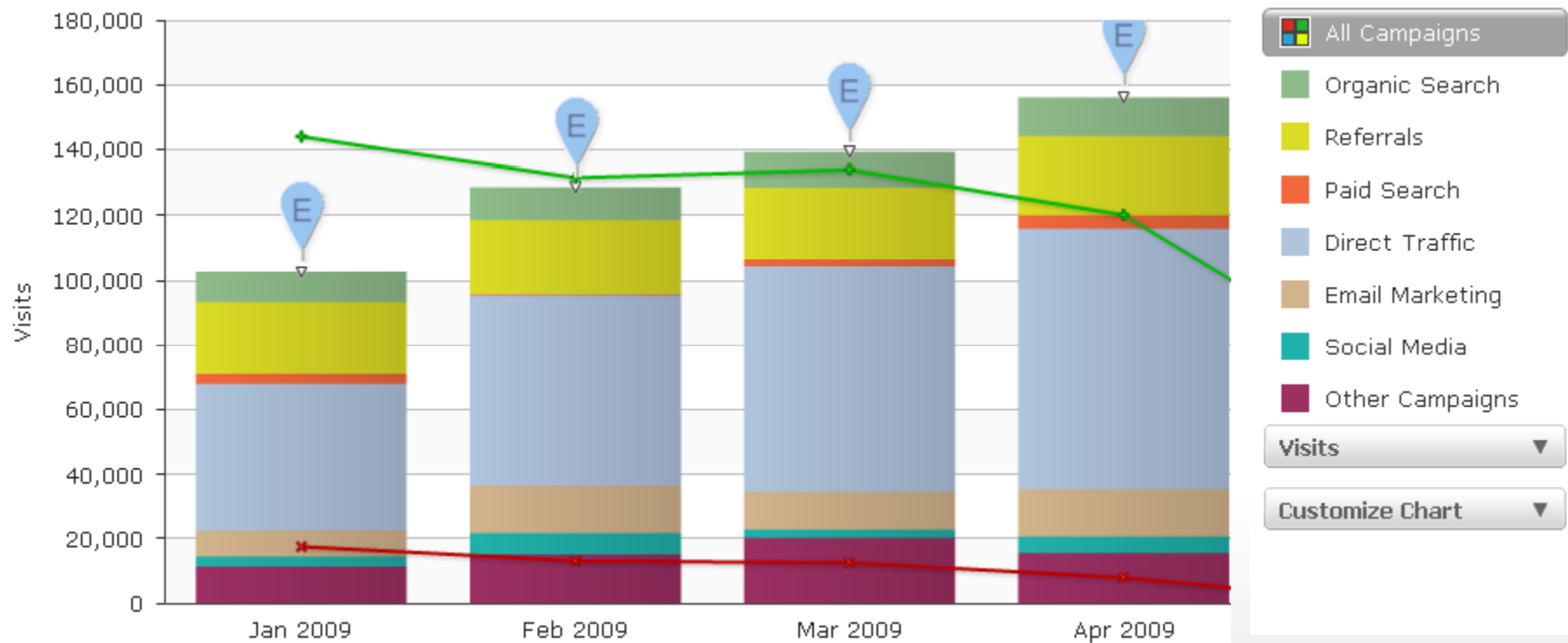
# Analyze Each Channel

## Customers from All Campaigns



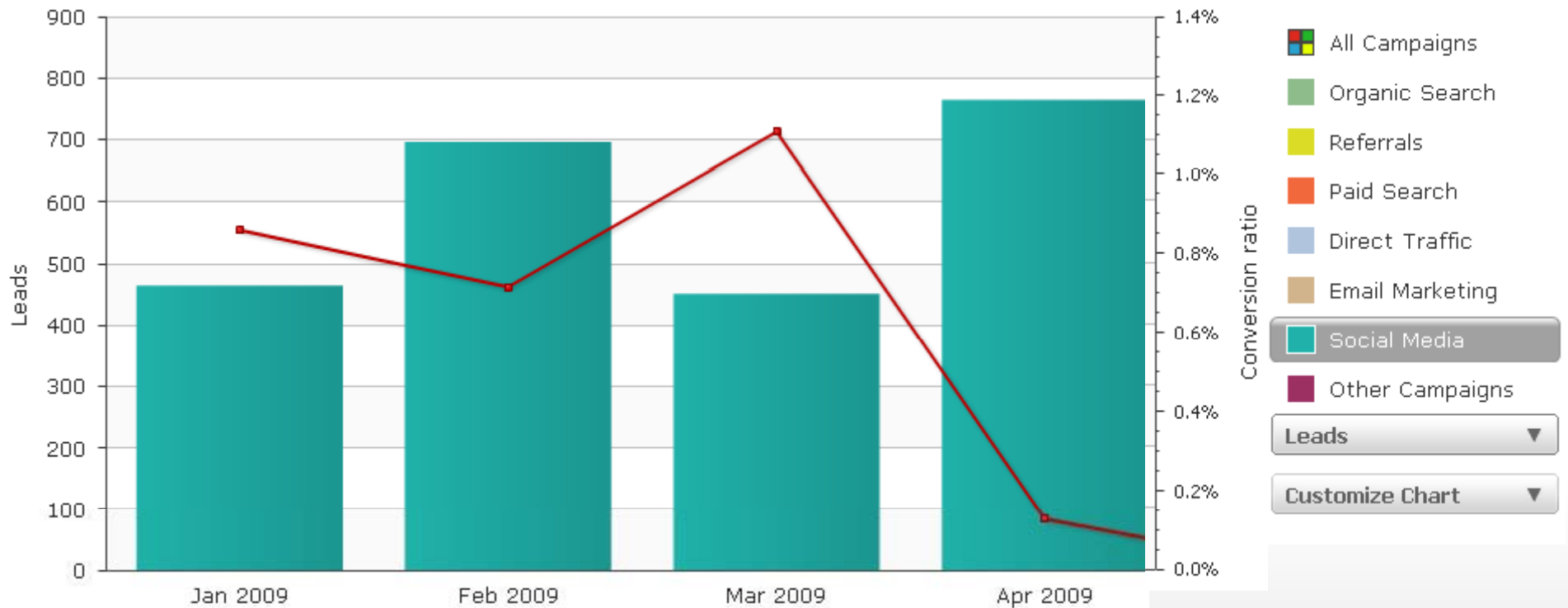
# Analyze Each Channel

## Visits from All Campaigns



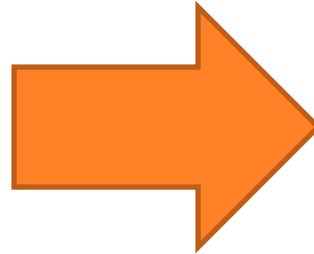
# Analyze Each Channel

## Leads from Social Media



# Traditional Marketing

**Marketing**

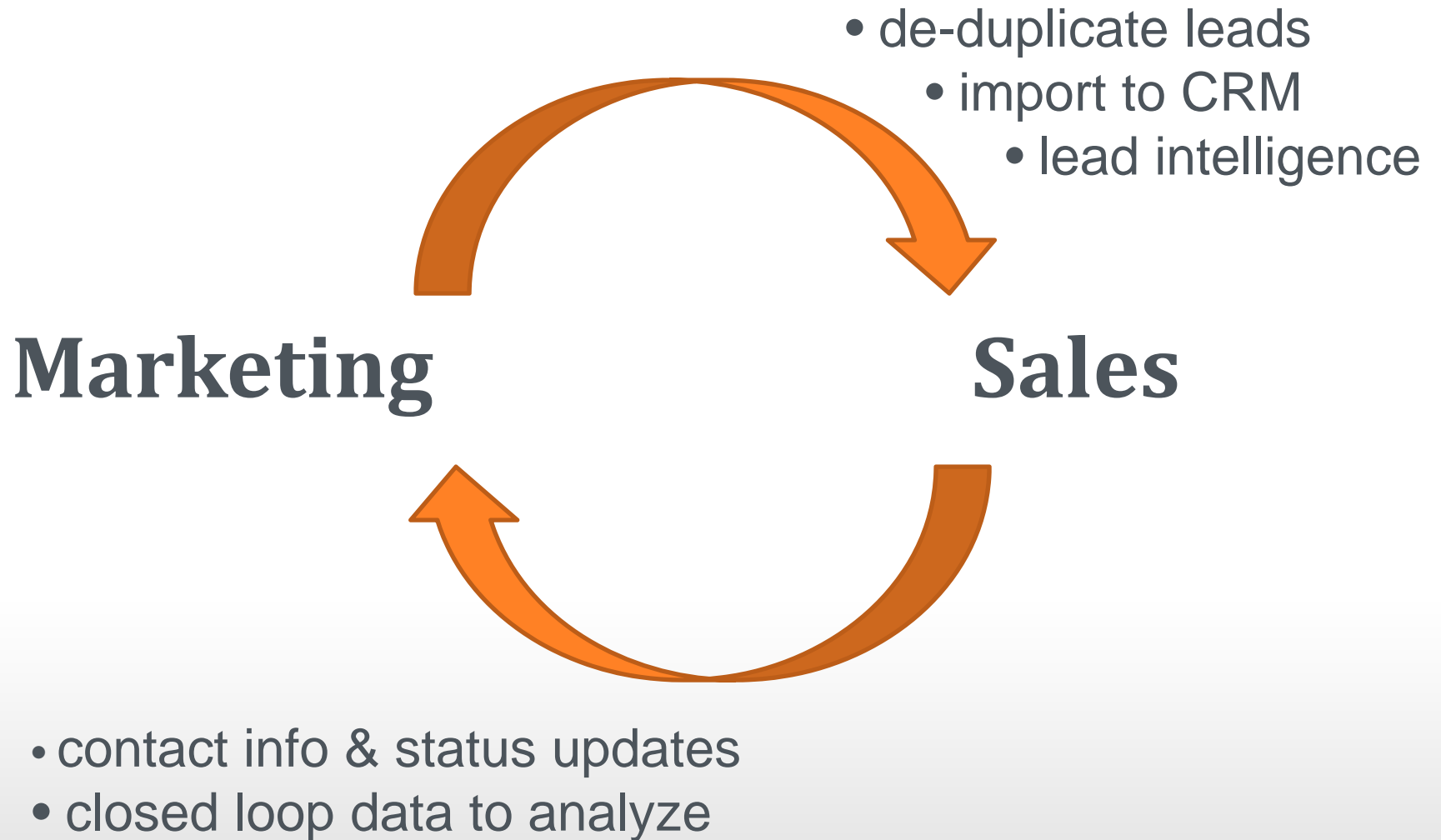


**Sales**

Problems:

- Duplicate leads
- Limited lead information
- No feedback from sales

# HubSpot Closed Loop Marketing



# HubSpot Closed Loop Marketing

- Improve Marketing
  - Increase lead quality
  - Learn which marketing programs are working and which aren't
  - Increase marketing ROI
- Improve Sales
  - Help sales prioritize leads
  - Help sales make warmer calls
  - Increase sales close rate
  - Increase sales ROI



**Thank You!**

**[www.HubSpot.com/Free-Trial](http://www.HubSpot.com/Free-Trial)**

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