



# How UK Companies Can Use Inbound Marketing to Generate More Business

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# Internet Marketing Trends in the UK

# Online Spending Growth

## UK Online Advertising Spending, 2008-2013 (millions and % change)

	2008	2009	2010	2011	2012	2013
<b>£</b>						
Online ad spending	£3,350	£3,380	£3,540	£3,880	£4,320	£4,730
% change	19.1%	0.9%	4.7%	9.6%	11.3%	9.5%
<b>\$</b>						
Online ad spending	\$6,198	\$6,253	\$6,549	\$7,178	\$7,992	\$8,751

*Note: converted to US\$ at the 2008 average annual exchange rate; % change based on unrounded figures*

*Source: eMarketer, June 2009*

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[www.eMarketer.com](http://www.eMarketer.com)

# 70% of UK Population Online by 2012

## UK Internet Users and Penetration, 2007-2012 (millions and % of population)

2007	36.8 (60.5%)
2008	38.1 (62.6%)
2009	39.4 (64.5%)
2010	40.6 (66.2%)
2011	41.7 (67.8%)
2012	42.8 (69.5%)

*Note: eMarketer defines an Internet user as any person who uses the Internet from any location at least once per month*

*Source: eMarketer, January 2008*

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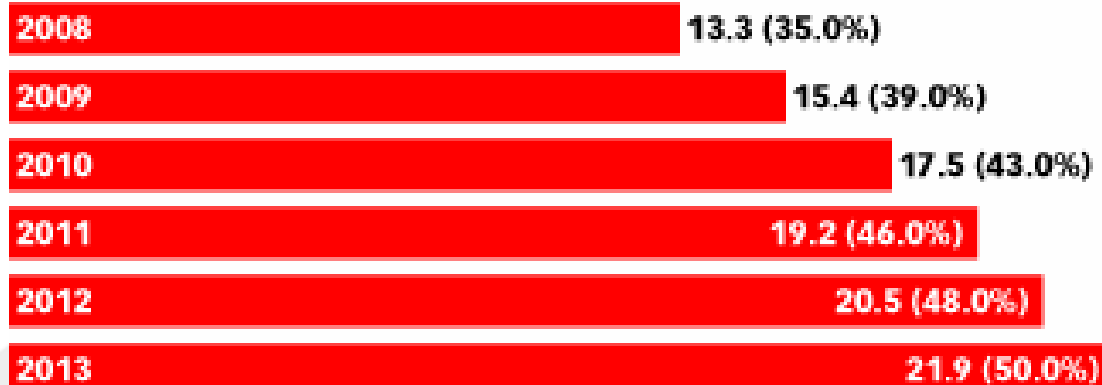
[www.eMarketer.com](http://www.eMarketer.com)

# UK Social Media Adoption

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## UK Online Social Network Users, 2008-2013 (millions and % of Internet users)

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*Note: use at least monthly*

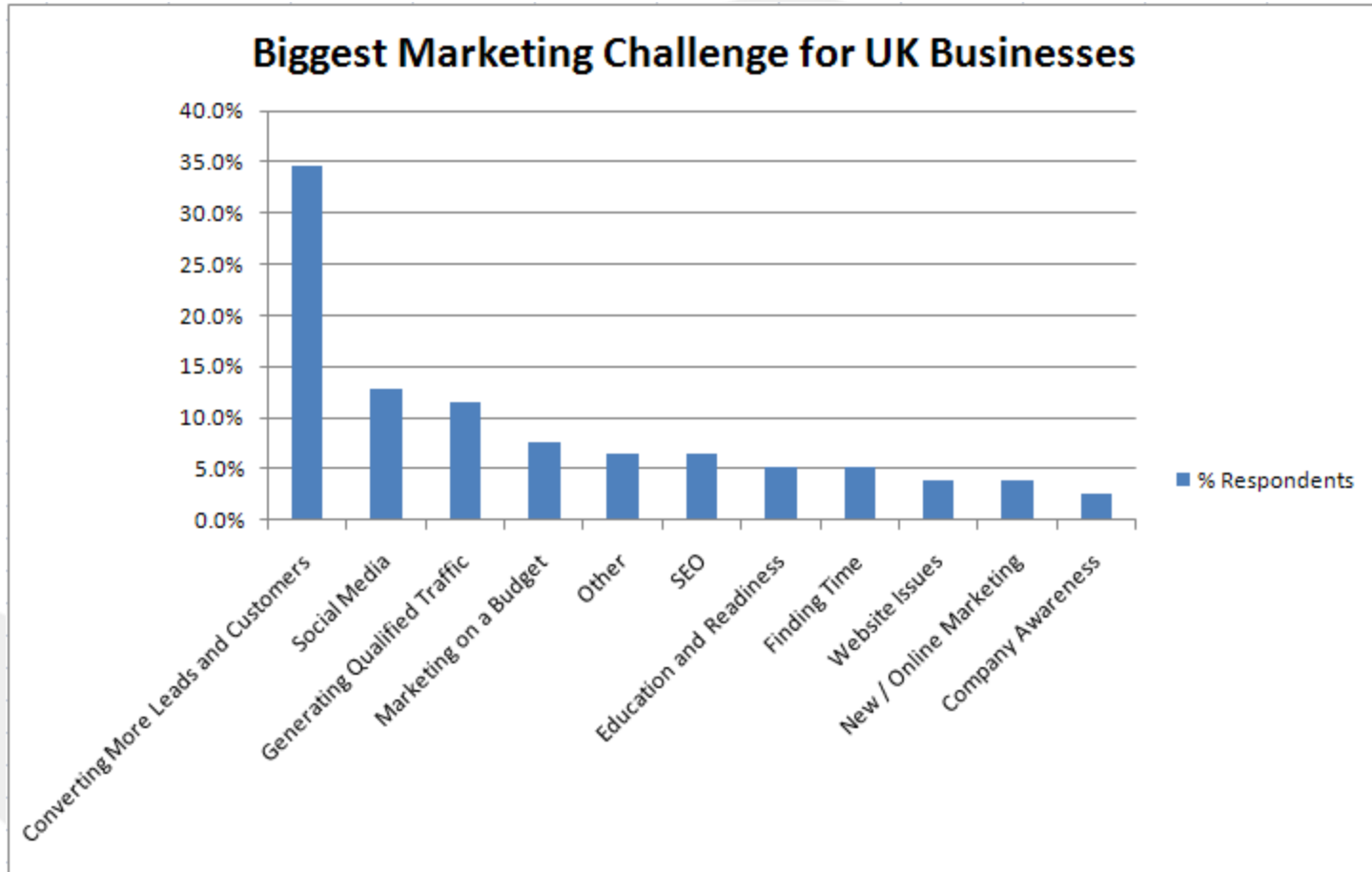
*Source: eMarketer, April 2009*

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[www.eMarketer.com](http://www.eMarketer.com)

# Challenges



# Agenda

- Welcome & Introduction
- Traditional Marketing vs. Inbound Marketing
- HubSpot Inbound Marketing System
- HubSpot Product Demonstration
- Q&A

# HubSpot



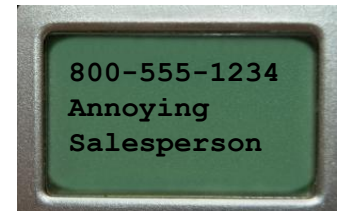
- Founded in July 2006 by Dharmesh Shah and Brian Halligan
- Grew out of research at MIT
- 2000+ customers, 80+ employees
- World HQ Cambridge, MA
- Experts in Inbound Marketing

# Outbound Marketing

## Advertising



## Direct Marketing



# Inbound Marketing

## Blog

TechCrunch



YouTube

 Technorati™

## SEO

Google™



YAHOO!®

 Ask™  
.com

## Social Media

facebook

twitter

LinkedIn

 delicious  
social bookmarking

digg

# Rethinking Marketing

## Outbound Marketing

- Telemarketing
- Trade shows
- Direct mail
- Email blasts
- Print ads
- TV/radio ads

## Interruption



## Inbound Marketing

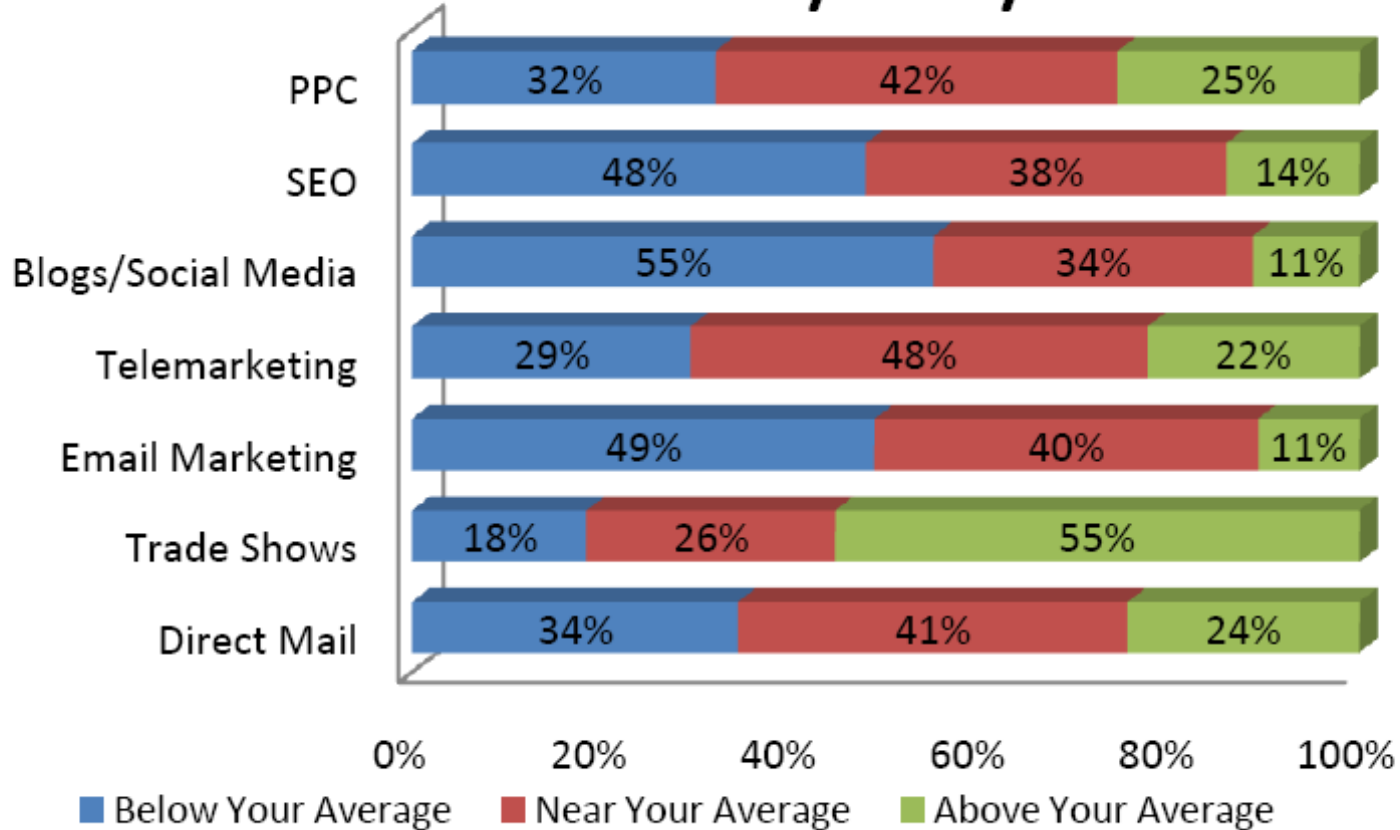
- SEO / SEM
- Blogging
- Social Media
- RSS
- Free tools/trials
- Public Relations

## Permission



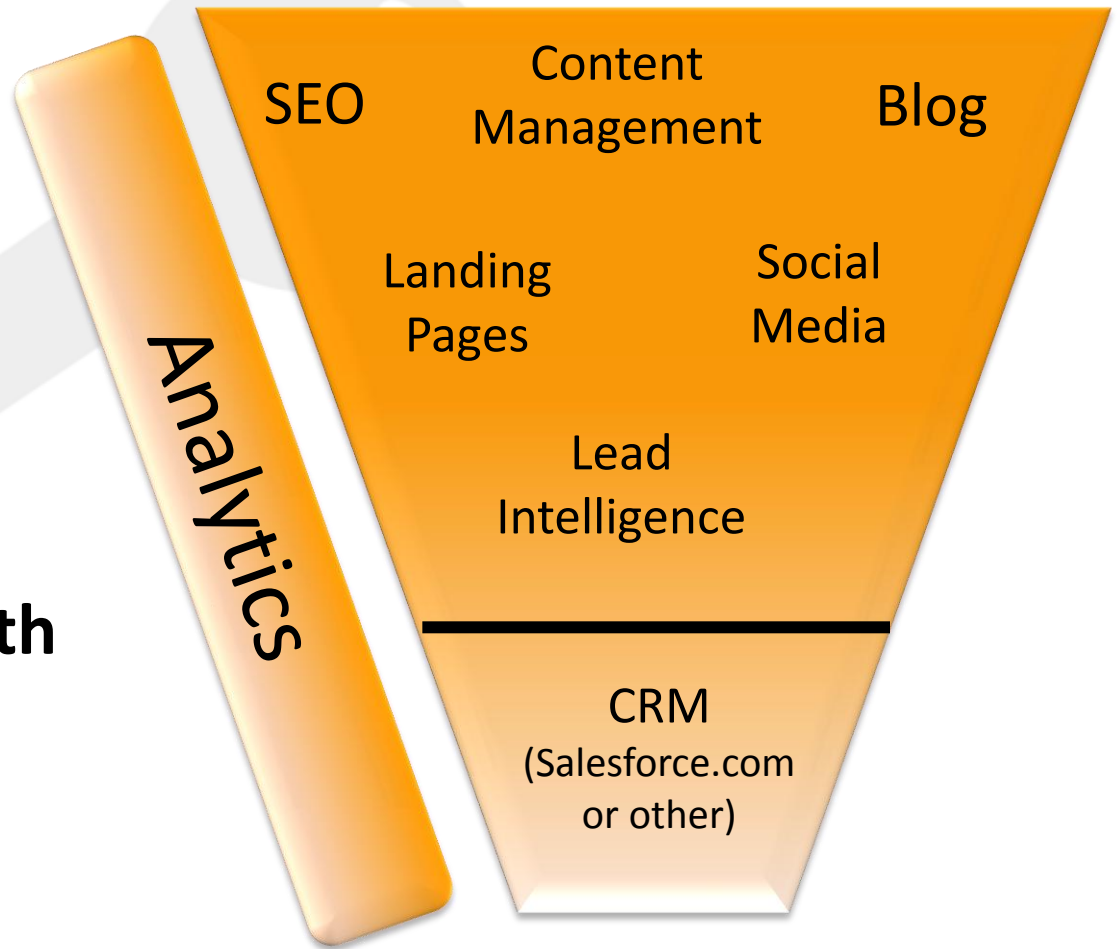
# Proven ROI of Inbound Marketing

## Estimated Relative Cost/Lead/Channel



# HubSpot Inbound Marketing System

- **Software**
- **Support + Expertise**
- **\$250 or \$500 / month**
- **No IT Required**



# Step by Step Approach

## Sections

The Internet Marketing Methodology is comprised of three sections: (1) getting found by more visitors (top of the sales funnel), (2) converting more visitors to leads and customers (middle of the sales funnel), and (3) measurement and optimization.

### A. [Get Found by Potential Customers \[Grow the Top of the Funnel\]](#)

- I. [Keyword Discovery](#)
- II. [On-Page SEO](#)
- III. [Off-Page SEO](#)
- IV. [Blogosphere](#)
- V. [Paid Search Advertising](#)
- VI. [Social Mediasphere](#)

### B. [Convert More Visitors into Customers \[Grow the Middle of the Funnel\]](#)

- I. [Convert More Visitors to Leads](#)
- II. [Convert More Leads to Customers](#)

### C. [Measure & Optimize: Marketing Intelligence](#)

- I. [Overall Marketing Effectiveness](#)
- II. [Competitors](#)
- III. [Top of the Sales Funnel](#)
- IV. [Middle of the Sales Funnel](#)

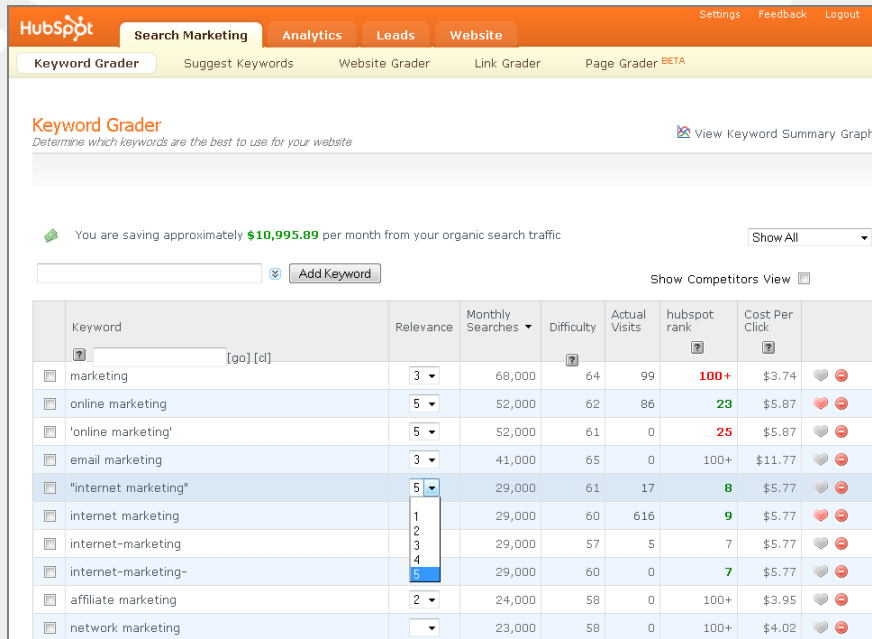
# Step 1: Grow the Top of Your Funnel

## A. Get Found by Potential Customers

- I. Keyword Discovery
  - II. On-Page SEO
  - III. Off-Page SEO
  - IV. Blogosphere
  - V. Paid Search Advertising
  - VI. Social Mediasphere
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# Getting Found: On-Page SEO

## Keyword Grader



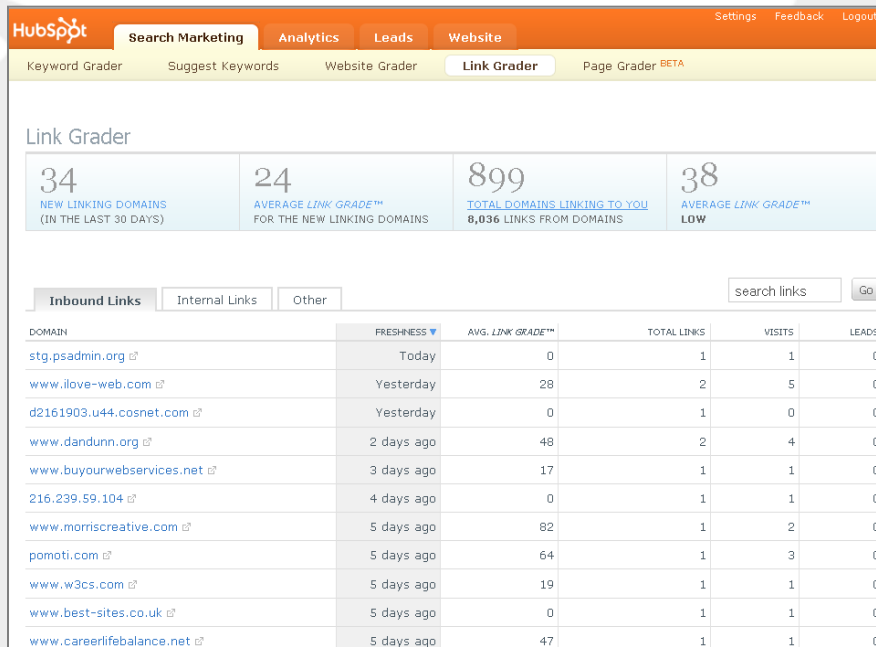
The screenshot shows the HubSpot Keyword Grader interface. At the top, there are navigation tabs for Search Marketing, Analytics, Leads, and Website. Below these are sub-tabs for Keyword Grader, Suggest Keywords, Website Grader, Link Grader, and Page Grader (marked as BETA). The main content area displays a table of keywords with the following columns: Keyword, Relevance, Monthly Searches, Difficulty, Actual Visits, HubSpot Rank, and Cost Per Click. A search bar at the top left of the table contains the text "[go] [cl]". A message above the table states, "You are saving approximately \$10,995.89 per month from your organic search traffic". A table below shows various marketing-related keywords with their respective metrics.

Keyword	Relevance	Monthly Searches	Difficulty	Actual Visits	HubSpot Rank	Cost Per Click
marketing	3	68,000	64	99	100+	\$3.74
online marketing	5	52,000	62	86	23	\$5.87
'online marketing'	5	52,000	61	0	25	\$5.87
email marketing	3	41,000	65	0	100+	\$11.77
"internet marketing"	5	29,000	61	17	8	\$5.77
internet marketing	1	29,000	60	616	9	\$5.77
internet-marketing	2	29,000	57	5	7	\$5.77
internet-marketing-	3	29,000	60	0	7	\$5.77
affiliate marketing	4	24,000	58	0	100+	\$3.95
network marketing	5	23,000	58	0	100+	\$4.02

- Determine what keywords to optimize your pages around based on relevance, search volume, and how difficult it will be to rank on the first page of Google
- Identify critical long tail words (high conversion rates, low competition)
- Monitor your rank against competitors for each keyword/phrase
- Determine the specific page on your site that is ranking for each keyword(phrase) and how to make further improvements

# Getting Found: Off-Page SEO

## Link Grader



The screenshot displays the HubSpot Link Grader interface. At the top, there are navigation tabs for Search Marketing, Analytics, Leads, and Website. Below these, there are sub-tabs for Keyword Grader, Suggest Keywords, Website Grader, Link Grader (selected), and Page Grader BETA. The main content area shows four key metrics: 34 New Linking Domains (in the last 30 days), 24 Average Link Grade for the new linking domains, 899 Total Domains Linking to You (8,036 links from domains), and 38 Average Link Grade (Low). Below the metrics, there are tabs for Inbound Links, Internal Links, and Other. A search links input field and a Go button are also present. The main table lists inbound links with columns for Domain, Freshness, Avg. Link Grade, Total Links, Visits, and Leads.

DOMAIN	FRESHNESS	AVG. LINK GRADE™	TOTAL LINKS	VISITS	LEADS
<a href="#">stg.psadmin.org</a>	Today	0	1	1	0
<a href="#">www.ilove-web.com</a>	Yesterday	28	2	5	0
<a href="#">d2161903.u44.cosnet.com</a>	Yesterday	0	1	0	0
<a href="#">www.dandunn.org</a>	2 days ago	48	2	4	0
<a href="#">www.buyourwebservices.net</a>	3 days ago	17	1	1	0
<a href="#">216.239.59.104</a>	4 days ago	0	1	1	0
<a href="#">www.morriscreative.com</a>	5 days ago	82	1	2	0
<a href="#">pomoti.com</a>	5 days ago	64	1	3	0
<a href="#">www.w3cs.com</a>	5 days ago	19	1	1	0
<a href="#">www.best-sites.co.uk</a>	5 days ago	0	1	1	0
<a href="#">www.careerlifebalance.net</a>	5 days ago	47	1	1	0

- Identify opportunities to generate more return from your existing links
- Monitor your live inbound links and which inbound links are producing the most value for you
- Aggregate your competitors' inbound links to discover new link-building opportunities that you have not taken advantage of

# Getting Found: Updating Content

## Easy-to-Use Business Website Manager

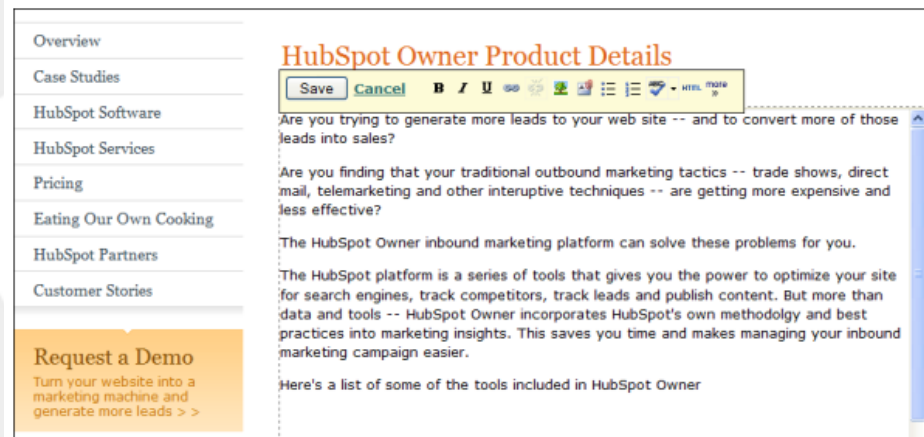
Quickly and easily edit your website, landing pages and forms.

Is your website difficult to update? Does your site end up with generic or out-of-date information because changing it is such a hassle?

HubSpot's easy-to-use website manager solves this problem. Updating your site becomes as easy as creating a Microsoft Word document. Any business owner or marketing professional can create new pages, update old pages, create landing pages and build data-collection forms.

With the flexibility HubSpot's website manager gives you, you'll be able to create specific content relevant to specific audiences or current market dynamics. This will improve your chances of converting website visitors into customers.

HubSpot's website manager uses a simple WSIWG (What You See Is What You Get) editing interface (below).

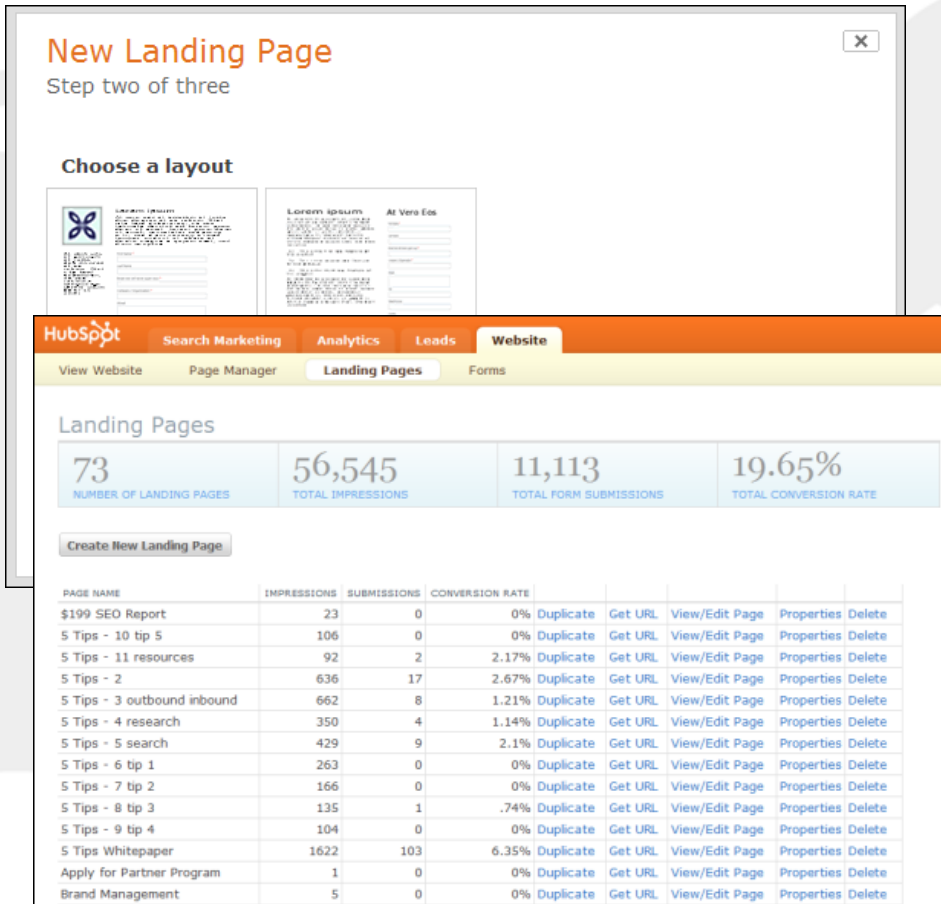


The screenshot shows a WYSIWYG editing interface for a HubSpot page titled "HubSpot Owner Product Details". On the left is a navigation menu with items: Overview, Case Studies, HubSpot Software, HubSpot Services, Pricing, Eating Our Own Cooking, HubSpot Partners, and Customer Stories. Below the menu is a "Request a Demo" button with the text "Turn your website into a marketing machine and generate more leads >>". The main content area has a title "HubSpot Owner Product Details" and a rich text editor toolbar with buttons for Save, Cancel, Bold, Italic, Underline, Bulleted List, Numbered List, Link, Unlink, and Help. The text in the editor reads: "Are you trying to generate more leads to your web site -- and to convert more of those leads into sales?", "Are you finding that your traditional outbound marketing tactics -- trade shows, direct mail, telemarketing and other interruptive techniques -- are getting more expensive and less effective?", "The HubSpot Owner inbound marketing platform can solve these problems for you.", "The HubSpot platform is a series of tools that gives you the power to optimize your site for search engines, track competitors, track leads and publish content. But more than data and tools -- HubSpot Owner incorporates HubSpot's own methodology and best practices into marketing insights. This saves you time and makes managing your inbound marketing campaign easier.", and "Here's a list of some of the tools included in HubSpot Owner".

# Create Landing Pages on the Fly

## Landing Page Wizard

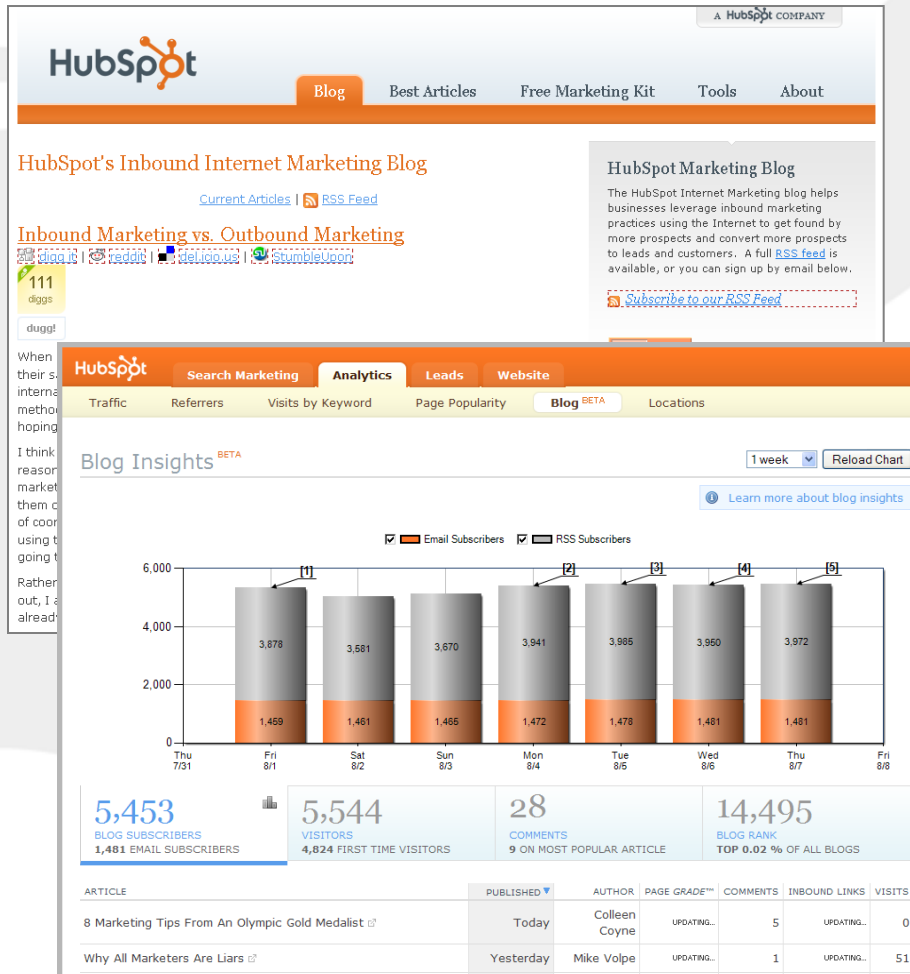
- Drag-and-drop interface makes it easy to create custom landing pages and conversion forms
- Landing page dashboard allows you to compare the effectiveness of landing pages
- Simplified process allows you to create more targeted offers



The image shows two screenshots from the HubSpot interface. The top screenshot is the 'New Landing Page' wizard, step two of three, titled 'Choose a layout'. It displays three layout options with placeholder text like 'Lorem ipsum' and 'At Vera Eos'. The bottom screenshot is the 'Landing Pages' dashboard. It features a navigation bar with 'Search Marketing', 'Analytics', 'Leads', and 'Website' tabs. The 'Website' tab is active, showing 'View Website', 'Page Manager', 'Landing Pages', and 'Forms' options. The dashboard displays summary statistics: 73 landing pages, 56,545 total impressions, 11,113 total form submissions, and a 19.65% total conversion rate. A 'Create New Landing Page' button is visible. Below the summary is a table listing individual landing pages with columns for Page Name, Impressions, Submissions, Conversion Rate, Duplicate status, Get URL, View/Edit Page, Properties, and Delete.

PAGE NAME	IMPRESSIONS	SUBMISSIONS	CONVERSION RATE					
\$199 SEO Report	23	0	0%	Duplicate	Get URL	View/Edit Page	Properties	Delete
5 Tips - 10 tip 5	106	0	0%	Duplicate	Get URL	View/Edit Page	Properties	Delete
5 Tips - 11 resources	92	2	2.17%	Duplicate	Get URL	View/Edit Page	Properties	Delete
5 Tips - 2	636	17	2.67%	Duplicate	Get URL	View/Edit Page	Properties	Delete
5 Tips - 3 outbound inbound	662	8	1.21%	Duplicate	Get URL	View/Edit Page	Properties	Delete
5 Tips - 4 research	350	4	1.14%	Duplicate	Get URL	View/Edit Page	Properties	Delete
5 Tips - 5 search	429	9	2.1%	Duplicate	Get URL	View/Edit Page	Properties	Delete
5 Tips - 6 tip 1	263	0	0%	Duplicate	Get URL	View/Edit Page	Properties	Delete
5 Tips - 7 tip 2	166	0	0%	Duplicate	Get URL	View/Edit Page	Properties	Delete
5 Tips - 8 tip 3	135	1	.74%	Duplicate	Get URL	View/Edit Page	Properties	Delete
5 Tips - 9 tip 4	104	0	0%	Duplicate	Get URL	View/Edit Page	Properties	Delete
5 Tips Whitepaper	1622	103	6.35%	Duplicate	Get URL	View/Edit Page	Properties	Delete
Apply for Partner Program	1	0	0%	Duplicate	Get URL	View/Edit Page	Properties	Delete
Brand Management	5	0	0%	Duplicate	Get URL	View/Edit Page	Properties	Delete

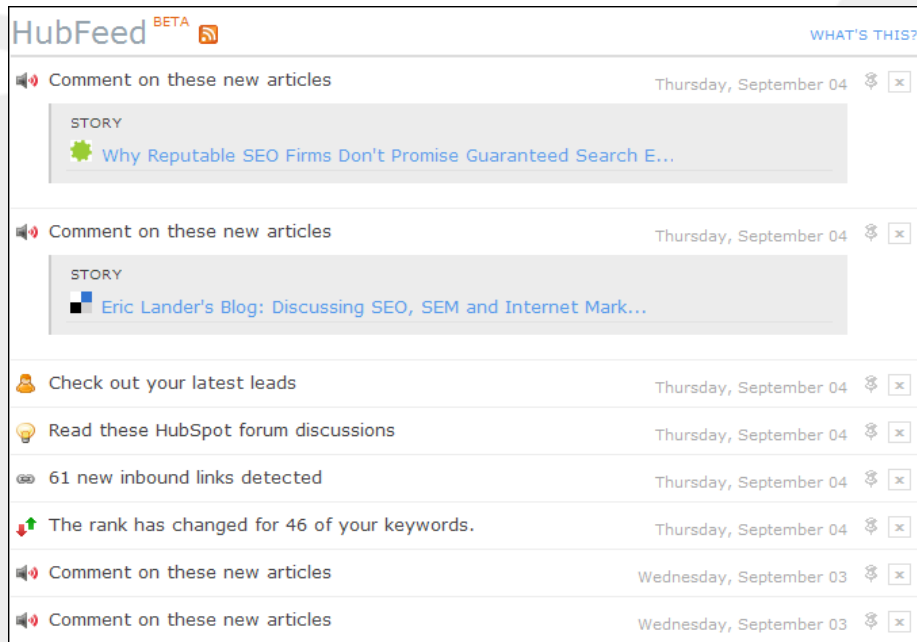
# Getting Found: Blogosphere



## Blogging & Blog Analytics

- Create or optimize a blog so you can achieve more frequent search engine crawls and improve authority
- Develop an audience of email and RSS subscribers
- Attract more inbound links (“link bait”)
- Assess and optimize your blog posts for top search engine rankings and maximum social media distribution.

# Getting Found: Social Media



## HubFeed

- Finds articles from across the blogosphere that are relevant to your business
- Helps you identify which articles you should comment on
- Makes it easier to build your online reputation, create links back to your site and get found by customers

# UK Social Media Site Usage

Top 10 Social Networking Sites Ranked by Total U.K. Unique Visitors (000)\*  
May 2009 vs. May 2008  
Total U.K., Age 15+ - Home & Work Locations  
Source: comScore World Metrix

Property	May-08	May-09	% Change
Total U.K. Internet Audience	34,489	36,855	7
Social Networking	27,118	29,444	9
Facebook.com	15,195	23,860	57
Bebo	11,895	8,546	-28
Windows Live Profile	N/A	6,891	N/A
MySpace Sites	8,335	6,531	-22
Twitter.com	80	2,670	3,226
Digg.com	1,311	1,759	34
Friends Reunited Group	3,271	1,629	-50
Tagged.com	669	1,625	143
Deviantart.com	900	1,453	61
Buzznet	939	1,370	46

Source: comScore World Metrix, May 2009

# Join The Conversation: Social Media

## Social Media <sup>BETA</sup>

Read the articles below and share those most relevant to your industry in order to become a leader online. Through the tool you can post directly to Twitter or Facebook or take credit for interacting elsewhere.

The screenshot displays the Social Media BETA interface. On the left, a list of articles is shown, each with a social media icon (bt, in, in), a title, a timestamp, and interaction options (Tweet this, Post to Facebook, Mark as Commented, Mark as Irrelevant). The articles include:

- Another great video by the HubSpot folks. Who kn... (Today 2:42 PM)
- 25+ Amazing Social Media Icon Sets | [f5] (Today 12:01 PM)
- How can social media be used within an organization and what tools should be used (ie, Twitter)? (Today 12:00 PM)
- I am looking for a strategist and SEO partner to manage all the internet marketing for my company. (Today 10:36 AM)
- Social Media & Blogs for Marketing / PR: Are there any issues bothering you? (Today 7:45 AM)
- Social Media Tips for CEOs: Develop An Ad Agency Blog for New Business ?? FUEL LINES Fueling Ad Agency New Business Through Soci... (98) (Today 7:01 AM)
- Eye Tracking Study Shows Sponsored Ads Attract Social Media Searchers - Search Marketing News Blog - Search Engine Watch (SEW) (Today 7:00 AM)

On the right, a sidebar contains a 'Filters' section with a list of sources: All, Brand, Industry, BackType, BoardReader, Delicious, Digg, Google Blog Search, LinkedIn, News, Reddit, Spinn, Technorati, Twitter, Yahoo Answers, Yahoo Buzz, and YouTube. Above the filters, a box indicates '2 / 23' interactions and states 'You've interacted 2 times this week, out of a recommended 23 interactions.'

## Social Media

Finds conversations from across the Social media sphere that are relevant to your business

Helps identify which conversations you should comment on and join

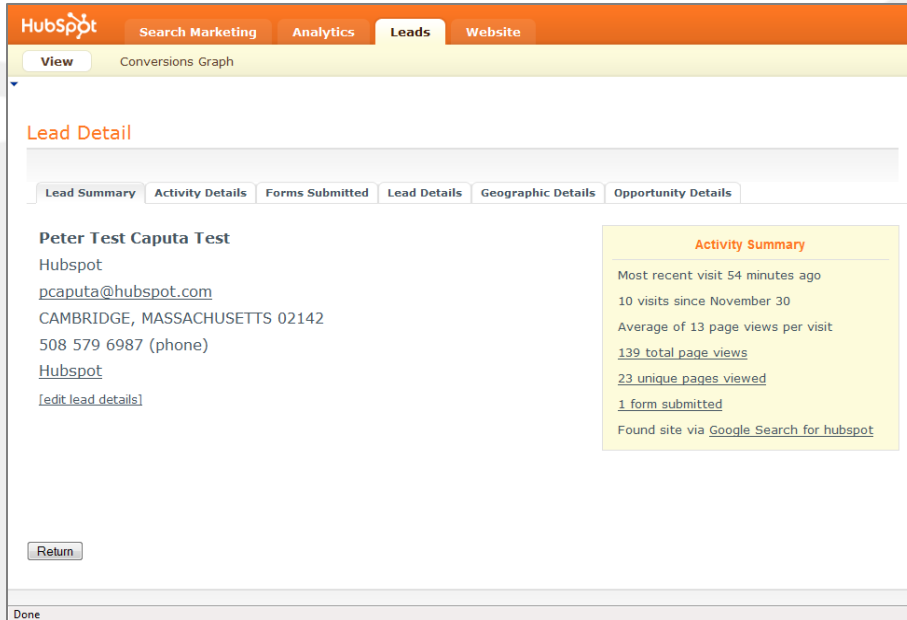
Makes it easier to build and monitor your online reputation, and join the conversation with a click of a button

# Step 2: Grow the Middle of Your Funnel

## B. Grow the Middle of the Funnel

- I. Convert More Site Visitors to Leads
  - II. Convert More Leads to Customers
-

# Drive More Leads, Close More Sales



The screenshot displays the HubSpot interface for lead management. At the top, there are navigation tabs for Search Marketing, Analytics, Leads, and Website. Below this, a 'View' button and 'Conversions Graph' are visible. The main section is titled 'Lead Detail' and contains several sub-tabs: Lead Summary, Activity Details, Forms Submitted, Lead Details, Geographic Details, and Opportunity Details. The 'Lead Summary' tab is active, showing the name 'Peter Test Caputa Test' and contact information: Hubspot, pcaputa@hubspot.com, CAMBRIDGE, MASSACHUSETTS 02142, 508 579 6987 (phone), and Hubspot. There is a link to '[edit lead details]'. To the right, an 'Activity Summary' box provides key metrics: Most recent visit 54 minutes ago, 10 visits since November 30, Average of 13 page views per visit, 139 total page views, 23 unique pages viewed, 1 form submitted, and Found site via Google Search for hubspot. A 'Return' button is located at the bottom left of the lead detail section.

## Lead Intelligence

- Track the full path of all of your leads through your web site
- Automatically develop more intelligence around each lead (number of visits, time on site, pages visited, comments written on blog, documents downloaded, information submitted via web forms)
- Increase close rate through improved lead quality

# Step 3: Measure & Optimize with Marketing Intelligence

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## C. Measure & Optimize: Marketing Intelligence

- I. Overall Marketing Effectiveness
- II. Competitors
- III. Top of the Sales Funnel
- IV. Middle of the Sales Funnel

# Making Better Marketing Decisions

## Site Analytics

- Integrated reports in HubSpot software allow you to understand the effects of all your marketing activities so you can optimize your efforts and allocate your time and money towards the programs that generate the most leads and sales for your business



# Ready to Start Today Getting Leads NOW?

- HubSpot Small Business: \$250/month
- HubSpot Medium: \$9,000/year
- HubSpot Large: \$12000/year
- +\$500 for 8 consulting sessions
- Want a closer look?
  - Please post your name, phone & email as a question in the question area

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# HubSpot Group Demo Offer

FREE TRIAL of HubSpot

Try HubSpot free for 7 days.

Optimize your website to get found by more prospects and generate more leads online.

*Get Started*

Inbound Marketing Software

# HubSpot Q&A

# Closed Loop Marketing

- Leads De-Duplicated
- Lead Intelligence Added and/or Updated

**HubSpot  
Marketing**

**Salesforce  
Sales**

- Contact Information & Lead Status Updates
- Closed Loop Marketing Data

{ for  Appexchange™ }

**HubSpot**

# Getting Found: SEO for Your Whole Site

## Page Grader

STATUS	PAGE TITLE	RANKED KEYWORDS	VISITS	INTERNAL LINKS	INBOUND LINKS	PAGE GRADE
✓	Internet Marketing & Online Marketing   HubSpot	116	16,815	799	4,051	100
⚠	Marketing Webinars	20	800	18	6	8
⚠	Internet Marketing Consultant Job Description	16	249	3	3	5
⚠	Internet Marketing Company	14	4,782	270	255	25
⚠	Keyword Tips	13	348	10	8	5
⚠	Top Search Engine Ranking	11	255	9	0	4
⚠	Strategic Internet Marketing Tips	10	638	15	6	5
⚠	Internet Marketing eBook: Tips to Turn Your Website into a M...	9	473	7	7	4
⚠	Organic vs. Paid Search	8	149	1	4	3
⚠	Social Bookmarking Sites	8	189	9	5	3
⚠	Makana Solutions Doubles Website Traffic and Leads while Mea...	7	36	14	2	3
⚠	Vocio Increases Targeted Traffic and Leads to Website Using ...	6	14	9	0	2
⚠	Internet Marketing Software   HubSpot	6	4,466	270	7	22

- Analyze each page of your site to see which pages produce the most value for you (traffic, leads, ranked keywords, links)
- Automatically recommend improvements to optimize each page of your site