



How to Spy on Your Website Visitors with HubSpot Software

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Who is HubSpot?

- Founded: 2006
- Team: 100 (20 MIT)
- A: \$5m General Catalyst
- B: \$12m Matrix Partners
- Outside Director:
Gail Goodman, CEO
Constant Contact (CTCT)



Outbound Marketing



Outbound Marketing is Broken



Marketing Has Changed

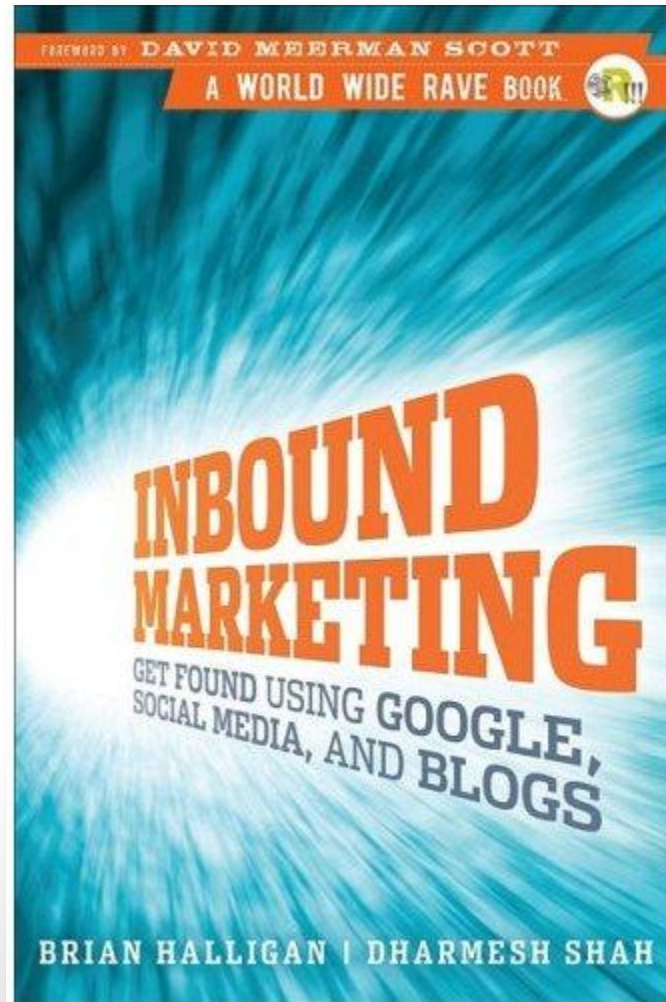
1950 - 2000



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%

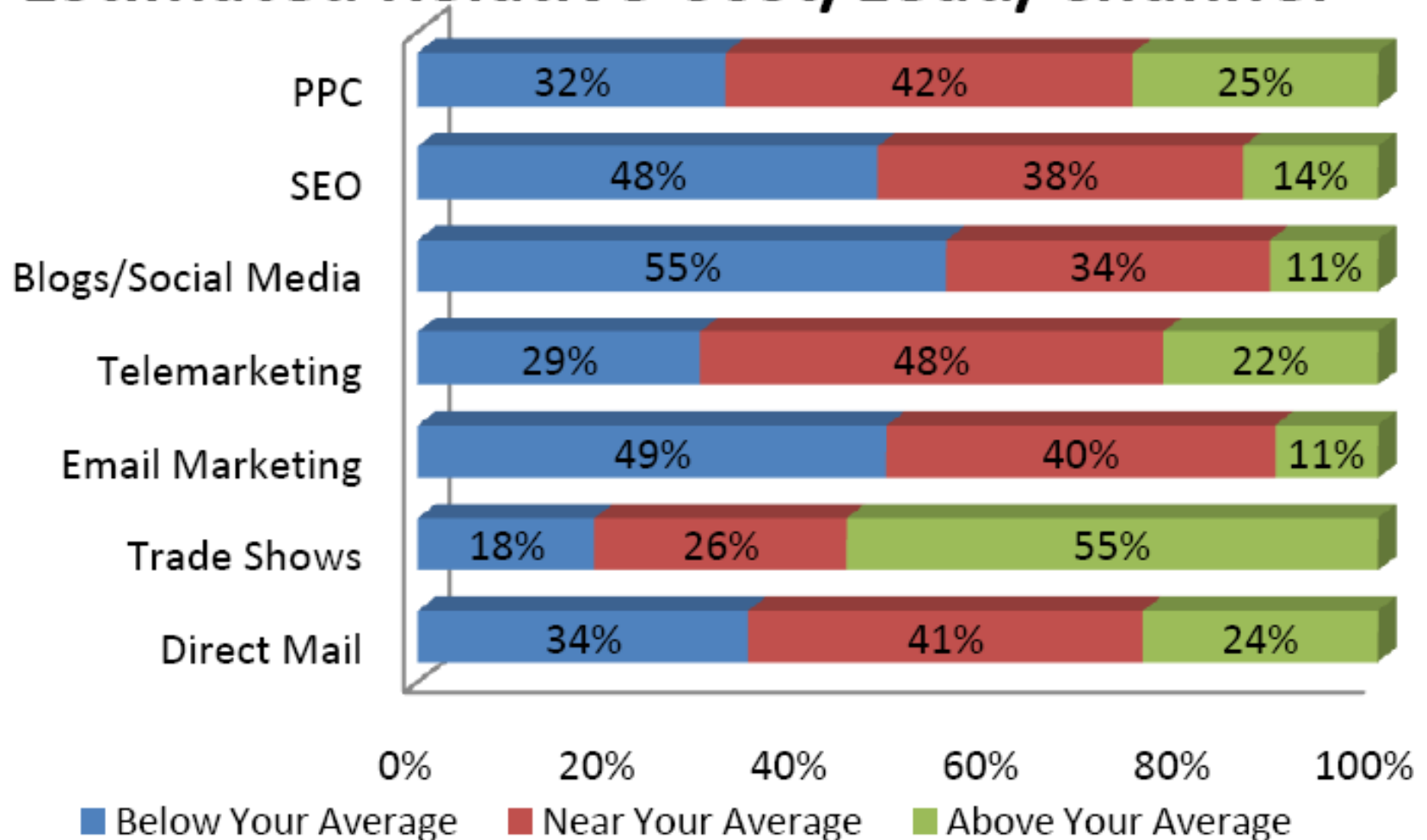


Bridge Group Doubles Online Leads







www.HubSpot.com/ROI

Proven ROI of Inbound Marketing

Estimated Relative Cost/Lead/Channel



Monitoring Your Website Visitors

-  Build a traffic magnet
-  Create Landing Pages
-  Monitor visitor behavior
-  Engage your website visitors
-  Optimize Conversion
-  Measure Results

HubSpot Inbound Marketing System

- **Software**
- **Support + Expertise**
- **No IT Required**



Build a Traffic Magnet

Content is Thought Leadership

- Interact with influencers – analysts & other thought leaders
- Push your thought leadership to Google
- Allow comments and discussion
- Encourage subscriptions and sharing of your thought leadership



HubSpot

Blog Best Articles Free Mar

HubSpot's Inbound Internet Marketing Blog

[Current Articles](#) | [RSS Feed](#)

[Inbound Marketing vs. Outbound Marketing](#)

[Digg](#) | [Reddit](#) | [Del.icio.us](#) | [StumbleUpon](#)

111 diggs

dugg!

When I talk with most marketers today about how they generate leads and fill the top of their sales funnel, most say trade shows, seminar series, email blasts to purchased lists, internal cold calling, outsourced telemarketing, and advertising. I call these methods "outbound marketing" where a marketer pushes his message out far and wide hoping that it resonates with that needle in the haystack.

I think outbound marketing techniques are getting less and less effective over time for two reasons. First, your average human today is inundated with over 2000 outbound marketing interruptions per day and is figuring out more and more creative ways to block them out, including caller id, spam filtering, Tivo, and Sirius satellite radio. Second, the cost of coordination around learning about something new or shopping for something new using the internet (search engines, blogs, and social media sites) is now much lower than going to a seminar at the Marriott or flying to a trade show in Las Vegas.

Rather than do outbound marketing to the masses of people who are trying to block you out, I advocate doing "inbound marketing" where you help yourself "get found" by people already learning about and shopping in your industry. In order to do this, you need to set

CMS & Business Blog Software

- ✧ Easy to use, built for business
- ✧ Built in, interactive optimization
- ✧ Automatic publishing to email and social media
- ✧ Encourages fans to share content
- ✧ Business analytics

Create Conversion Pages

Landing Page Wizard

- 🔗 Compelling offers
- 🔗 Clear and simple
- 🔗 Limited Navigation
- 🔗 Forms above fold

Landing Page Dashboard



HELP & COMMUNITY

Dashboard

Search Marketing

Analytics

Leads

Website

View Website

Page Manager

Landing Pages

Landing Pages

Build and analyze landing pages

193

NUMBER OF LANDING PAGES

777,161

TOTAL PAGE VIEWS

215,699

TOTAL FORM SUBMISSIONS

27.75%

TOTAL CONVERSION RATE

Create New Landing Page

PAGE NAME	▼ PAGE VIEWS	SUBMISSIONS	CONVERSION RATE						
Internet Marketing Kit - Website Grader (SEO)	68815	23555	34.23%	Duplicate	Get URL	View/Edit Page	Properties	Delete	
Demo	60343	2517	4.17%	Duplicate	Get URL	View/Edit Page	Properties	Delete	
Social Media Marketing Kit	55208	17333	31.4%	Duplicate	Get URL	View/Edit Page	Properties	Delete	
Internet Marketing Kit - Facebook Ad	52800	2113	4%	Duplicate	Get URL	View/Edit Page	Properties	Delete	
Website Redesign Kit	39623	13469	33.99%	Duplicate	Get URL	View/Edit Page	Properties	Delete	
SEO for Lead Generation Kit	29704	11649	39.22%	Duplicate	Get URL	View/Edit Page	Properties	Delete	
Inbound Marketing Kit	28163	9300	33.02%	Duplicate	Get URL	View/Edit Page	Properties	Delete	

Monitor Visitor Behavior

Marketing Analytics

- 🔗 How are visitors hearing about you?
- 🔗 What keywords generate traffic?
- 🔗 What content is popular?
- 🔗 How to measure blog success?
- 🔗 What's converting?

Keywords Driving Traffic

HubSpot MARKETER HELP & COMMUNITY

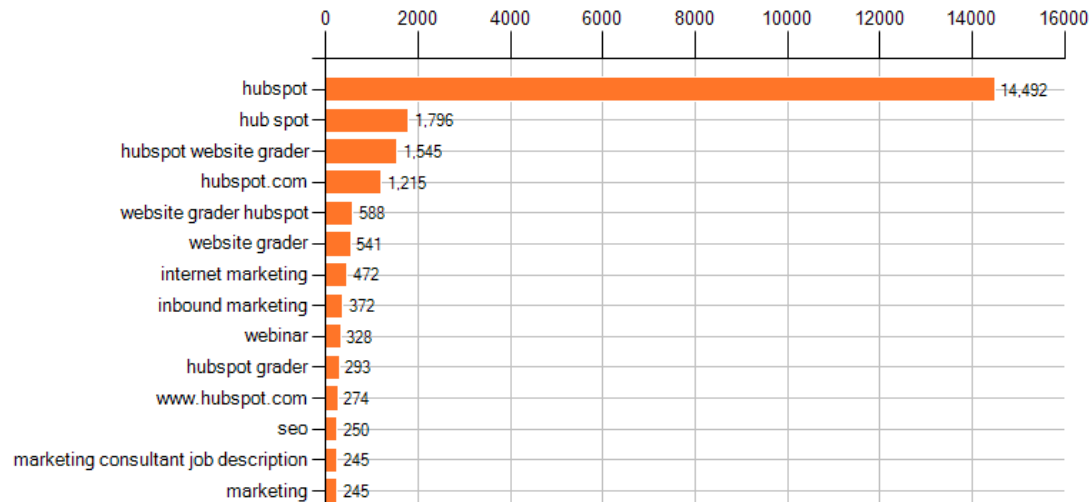
Dashboard Search Marketing **Analytics** Leads Website

Traffic Referrers **Visits by Keyword** Page Popularity Blog Reach ^{BETA} Locations

Visits From Search

See how visitors reached your site through search engines

3 Months



Top Performing Content

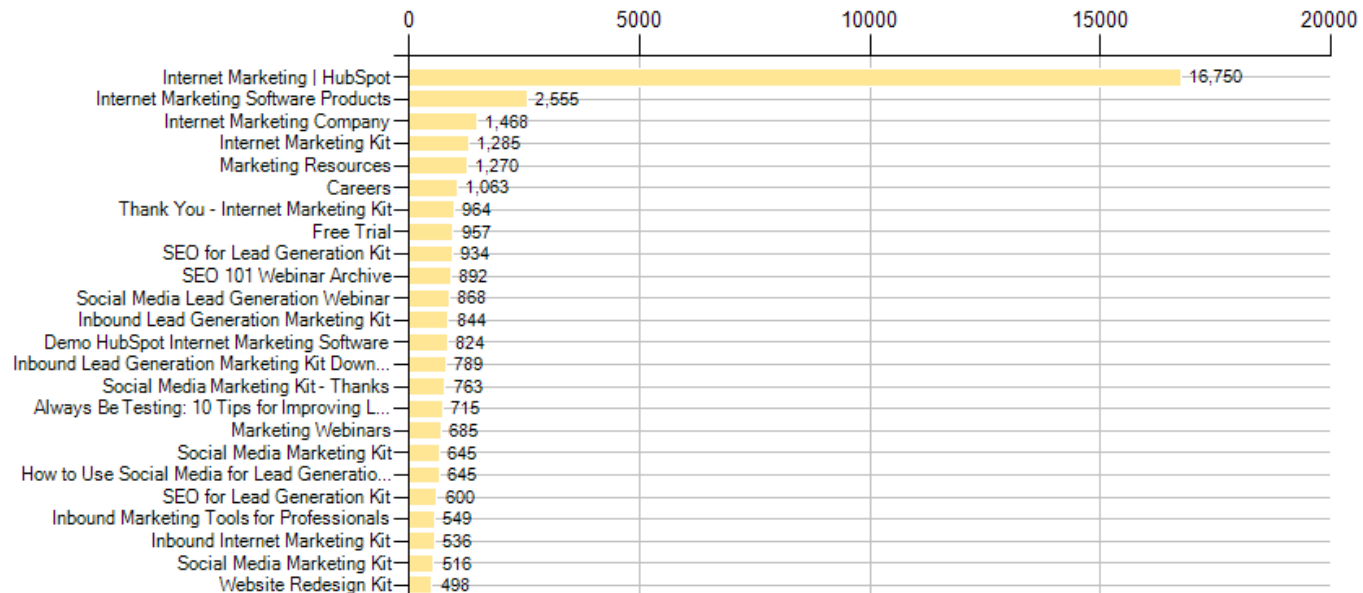
HubSpot MARKETER

Dashboard Search Marketing **Analytics** Leads Website

Traffic Referrers Visits by Keyword **Page Popularity** Blog Reach ^{BETA} Locations

Page Popularity
What pages are people looking at

1 Week Refresh



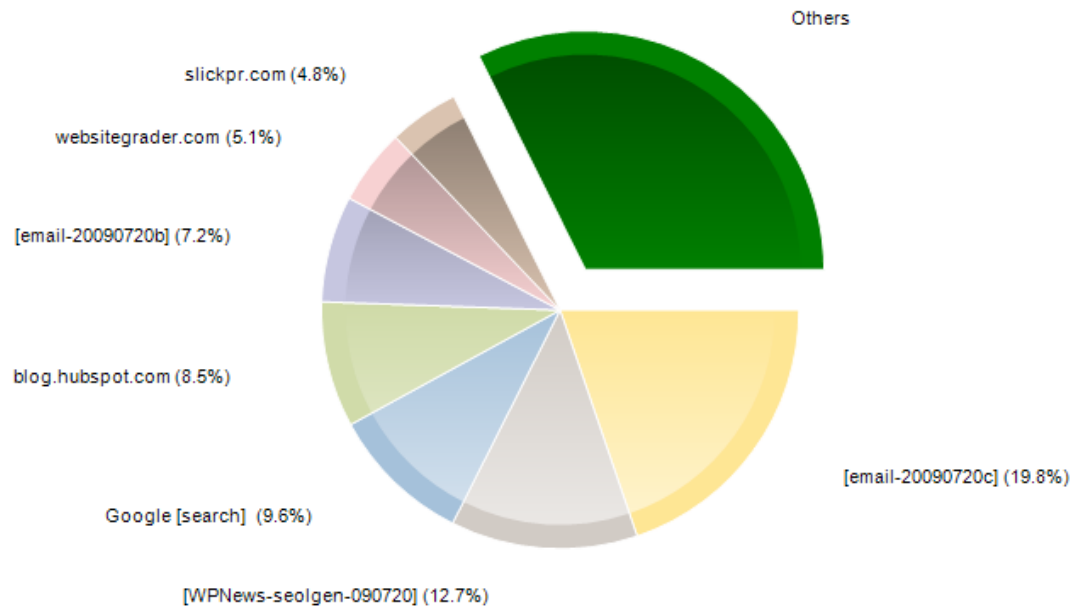
Top Campaign & Traffic Sources



Referral Sources






What other websites are driving visitors to your site

Today







Engage Website Visitors

Monitor Engagement with Software

-  Repeat lead notifications
-  Companies and locations
-  Blog comments and feedback
-  “Do” Social media
-  Track social media interactions

Optimize Conversion

Increase Site Conversion

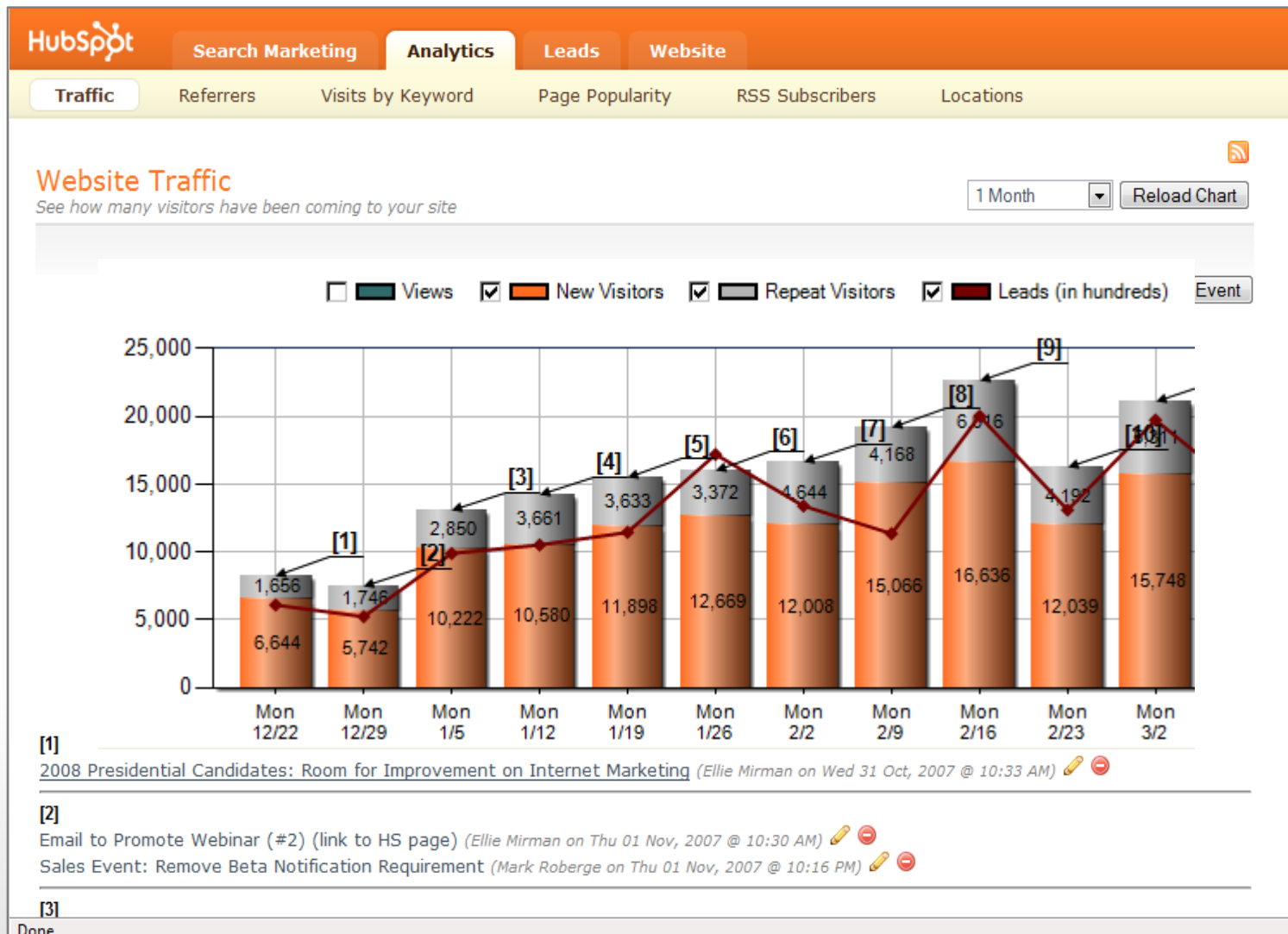
-  Optimize site for “getting found”
-  On and Off-page SEO
-  More calls-to-action
-  Content that performs well

Measure Results

Measure Business Results

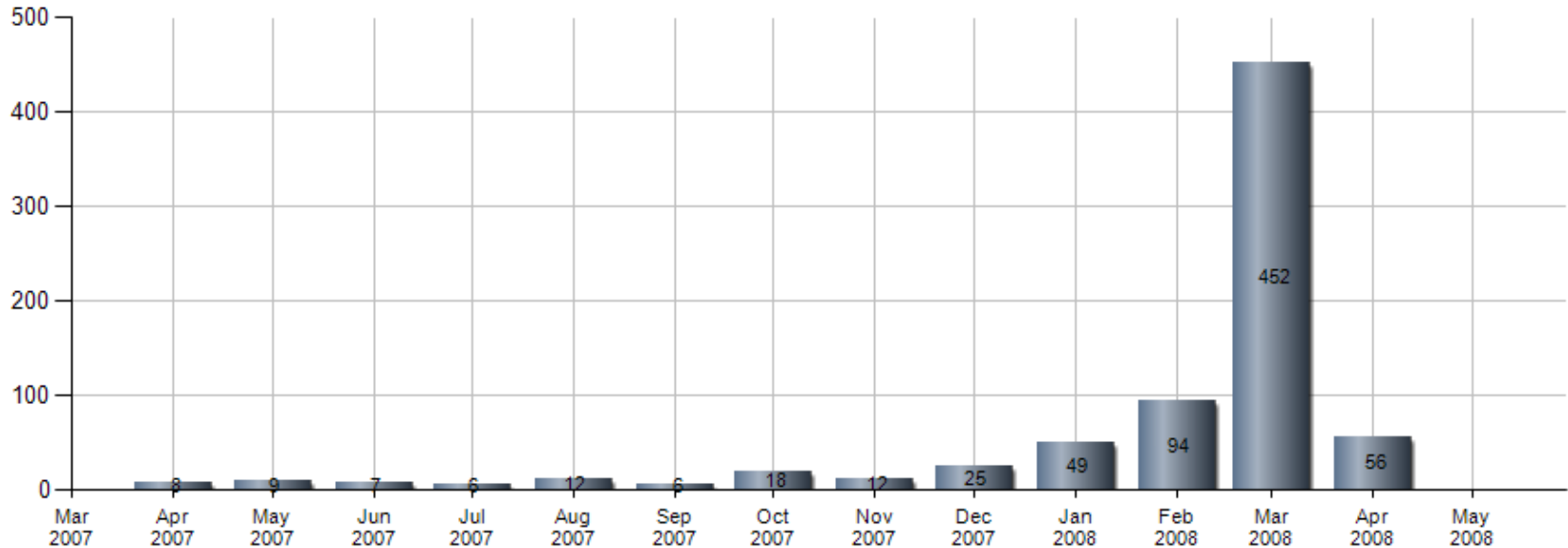
- 🔗 Measure visitors, leads and conversion rates from website
- 🔗 Conversion from various channels and sources
- 🔗 Closed-loop-marketing for everyone

Metrics: Traffic, Leads, Customers



Metrics: Traffic, Leads and Customers

Visitors from Blog



	Visitors	Leads	Customers
SEO	5,289	754	12
Blog	834	72	3
Social Media	511	28	1



Thank You!

www.HubSpot.com/Free-Trial

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