



Leveraging Inbound Marketing to
Grow Your Business

Today's Agenda

- Welcome & Introduction
- What is Inbound Marketing?
- How to Generate Leads from your Website
- Inbound in Action
- Next Steps



Still Time to Complete Your Grader!

Get the Grader:

<http://bit.ly/bizgrader>

Submit it back to HubSpot:

businessgrader@hubspot.com

Let's Review: HubSpot Business Grader



How to use this sheet: Structure your own Goals, Plan, Challenges, and Timeline using the methodology discussed in the HubSpot Goal- Setting Webinar.

Next, proceed to the "Business Evaluation" tab to assess your current efforts and consider future improvements.

Your GPCT		Suggested Structures	Example Statements
<u>Goal:</u>	<i>Install 70 pools per year, or 6 per month. I need to get 15 appointments a month, and close 40%, to meet my goal.</i>	The goal of our company is to generate \$____ monthly revenue by ____ (month/year) The goal of the company is to grow ____% in the next ____ months by acquiring ____ more customers who generate ____ revenue for the year. Non monetary goals also include ____ , ____ & ____ (funding, lead generation, lay people off)	The goal of AlternativeMedicineConnection.com is to generate \$10,000 monthly revenue by Dec 2012 This goal requires us to grow 33% in the next 8 months by acquiring 10 more customers/sponsors who generate \$2,500 revenue per year (1 per month) Additional Goals also include moving out of our living room, raising \$5,000 in angel funding & establishing a relationship with ASU.
<u>Plan:</u>	<i>Do anything I can do to get the phone ringing and emails flowing.</i>	In order to achieve our goal, we need to do _____, _____ & _____.	In order to achieve these goals we need to improve the results we get from our sales & marketing program, sell higher priced products and retain 90% of our current clients Our plan includes improving best practices for new customer acquisition, pay more attention to our blog and following up more quickly on customer inquiries
<u>Challenges:</u>	<i>Meeting payroll. This economy is making it harder to keep cash in the bank. I don't have a clear process of getting new appointments and won't hit my goal of 15 unless I do something different.</i>	Given the plans we have in place to achieve our goals, these are the things that are standing in our way _____, _____ & _____ This is different than previous efforts because _____ and _____ What is your one biggest challenge.	Our current challenges center around generating high quality leads that reduces our sales cycle. This is different than 2011 because the change in the market and a new competitor This is different than 2011 because the change in the market and a new competitor and limited funding Our biggest challenge has been understanding how to start these new initiatives

What is Inbound Marketing?

Inbound
marketing is a
fundamental shift
in how we relate
to potential
customers





START ATTRACTING consumers
through relevant, useful, easy-to-
find content when they need it.

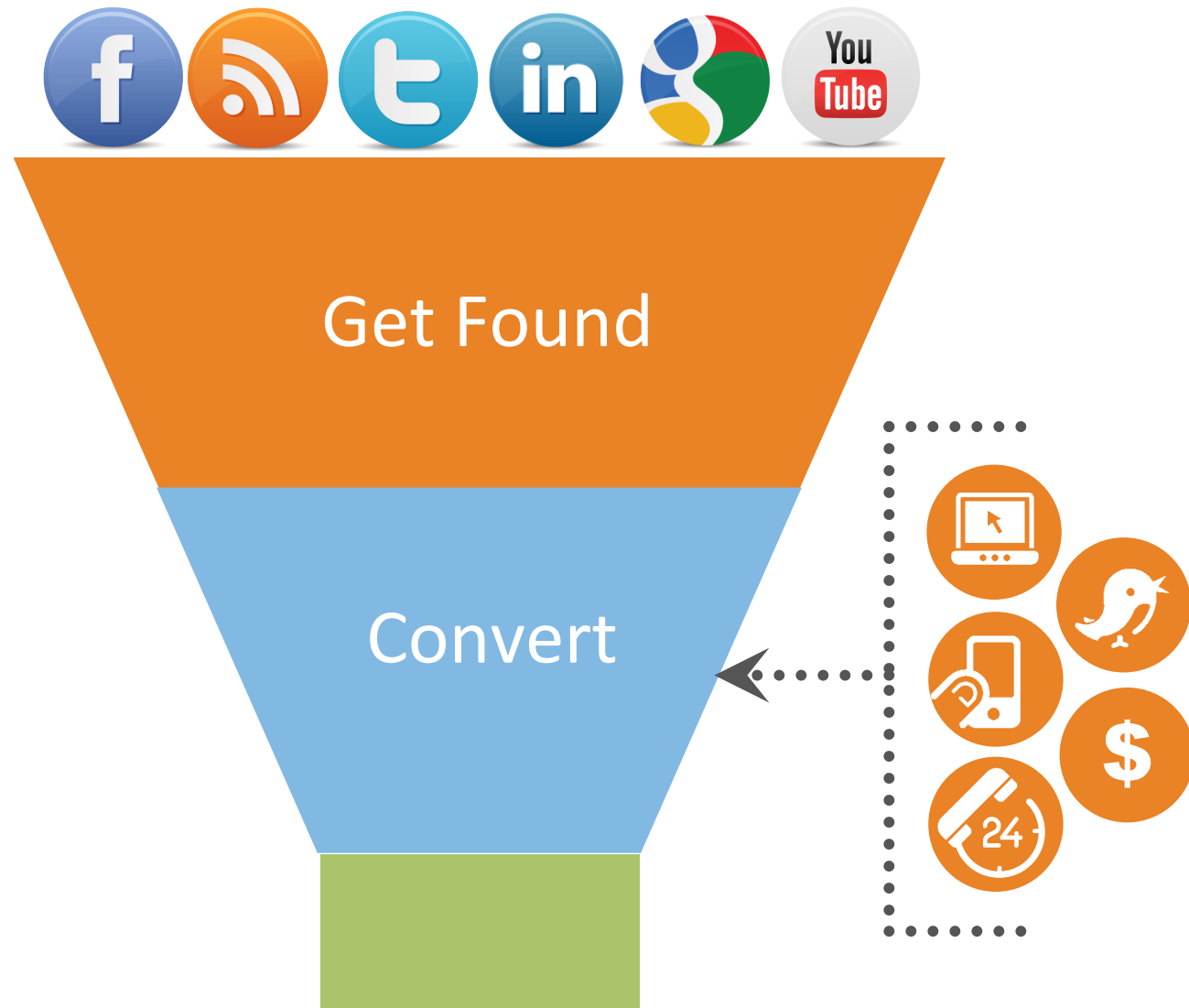
STOP FORCING leads through
your decision process.



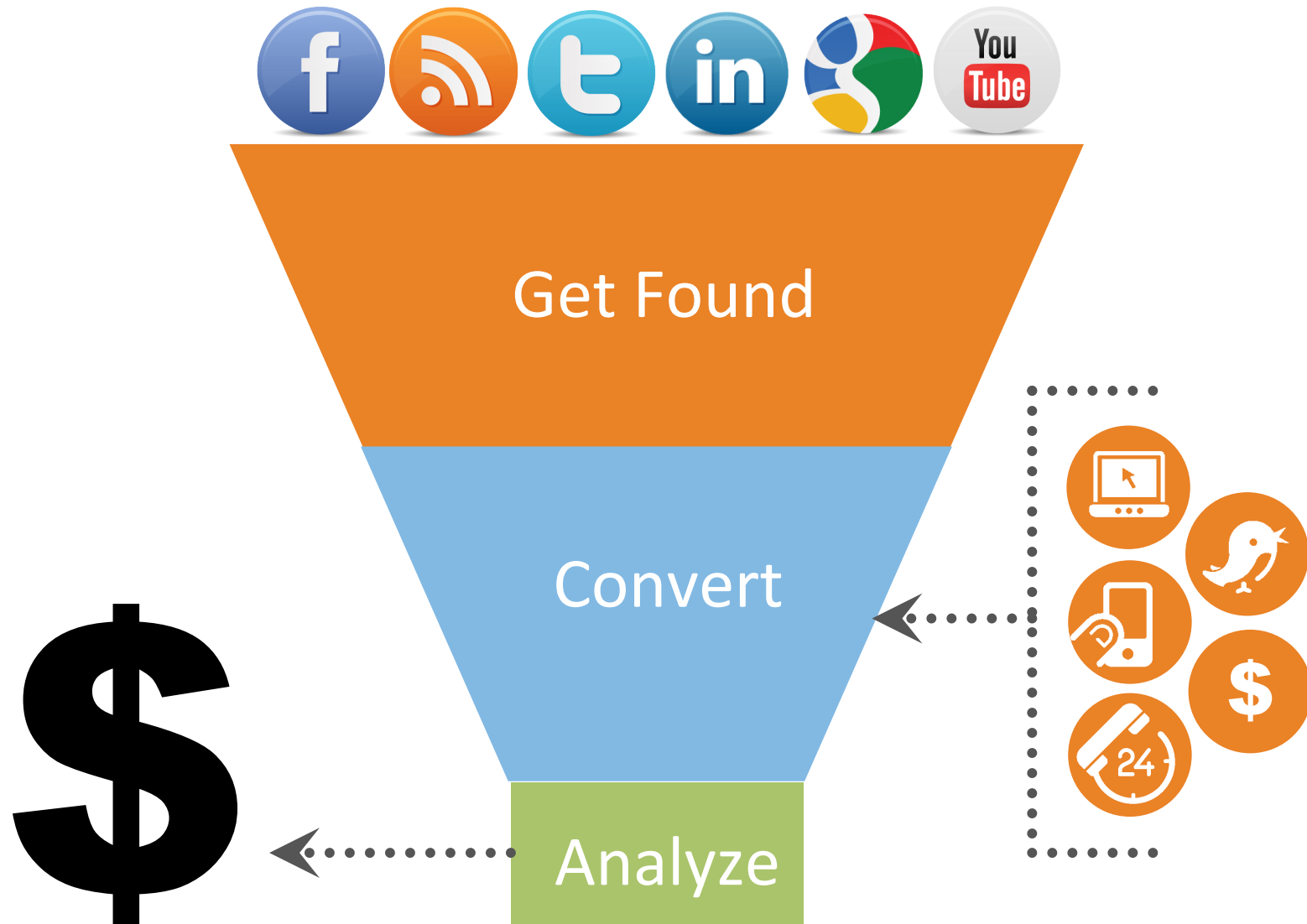
The Inbound Marketing Funnel



The Inbound Marketing Funnel

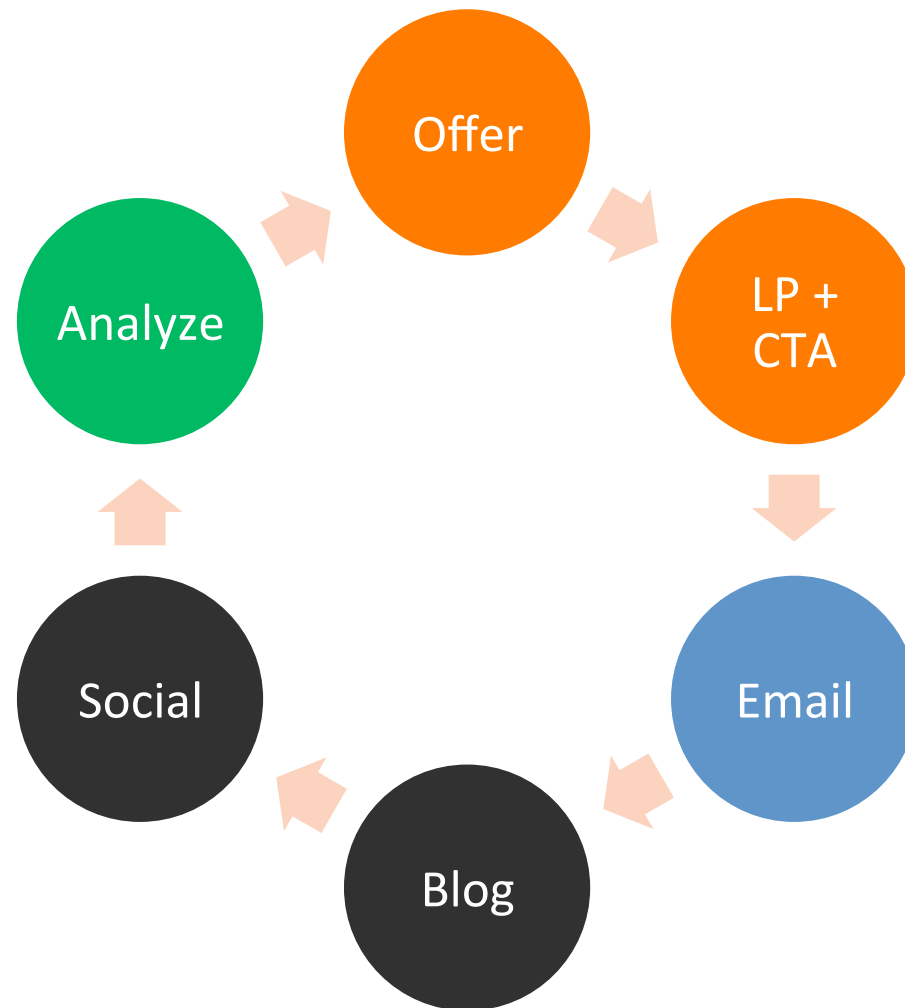


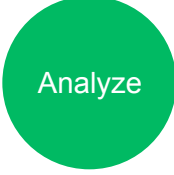
The Inbound Marketing Funnel

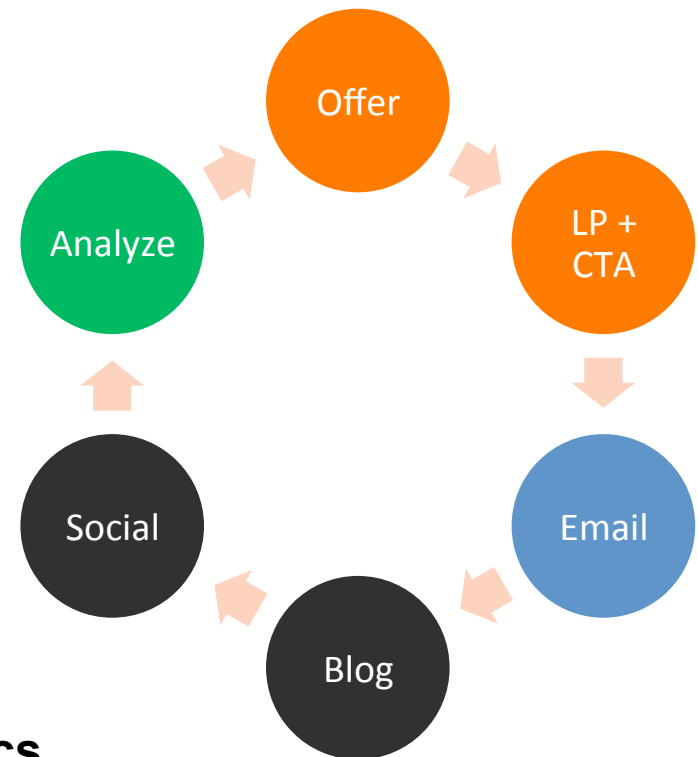


How to Generate **Leads** Using Inbound Marketing

Traffic, Leads & Customers with Inbound Marketing Campaigns

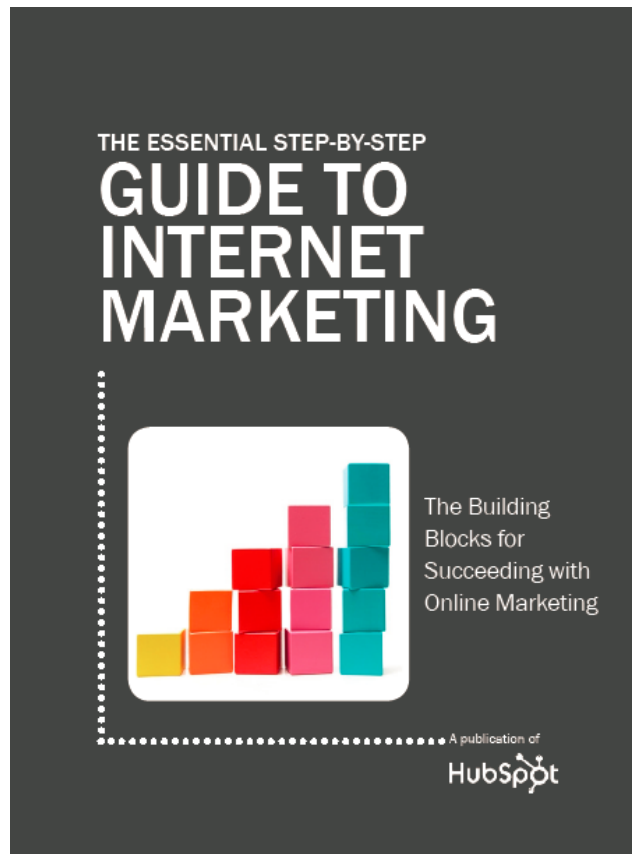


-  **Develop Targeted Offer to Generate Leads**
-  **Advertise Offer On Your Website**
-  **Market Offer to Existing Contacts**
-  **Attract Leads Through Blogging**
-  **Use Social Media To Promote**
-  **Measure Every Element with Analytics**



Create an Offer

Offer



[Link to Offer](#)

Offer > LP > CTA > Email > Blog > SM > Analyze

Create a Conversion Path

CTA

LP

Add to Page Export Embed Code Create A/B Test Group						
Call-to-Action	Views	Views to Clicks	Clicks	Clicks to Submissions	Submissions	Views to Submissions
This button viewed on 203 pages.						
 Links to: hubspot.com/essential-step-by-step-guide-to-internet-marketing/ Change Call-to-Action	2705	1.26%	34	0.00%	0	0.00%
FREE EBOOK The Essential Step-by-Step Guide to Internet Marketing Learn the 8 essential steps to internet marketing success by downloading this free ebook. Download Now						
 Links to: hubspot.com/intro-to-inbound-marketing-analytics/	42	0.00%	0	0	0	0.00%



HubSpot

The Essential Step-by-Step Guide to Internet Marketing

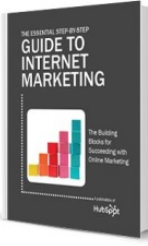
Learn the latest tips and tricks to online marketing by downloading the brand new edition of our most popular ebook!

It's back and better than ever. With over 74,000 downloads, we've completely revamped our most downloaded ebook to include the newest techniques to internet marketing.

Whether you're just getting started with internet marketing or you want to brush up on the basics, this ebook can serve as your essential guide to setting up and implementing a successful internet marketing strategy, step by step.

This comprehensive guide will cover the following 8 essential steps to internet marketing success:

1. How to define a keyword strategy
2. How to optimize your website to get found
3. How to create blog & other marketing content
4. How to promote content & participate in social media
5. How to convert site traffic into leads
6. How to nurture leads with targeted messages
7. How to optimize your marketing for mobile
8. How to analyze & refine strategies



Download Your Free Guide:

First Name *

Last Name *

Email (privacy policy) *

Phone *

Company *

Company Website *

Role at Company *

- Please Select -

Number of Employees *

- Please Select -

Does Your Business Primarily Sell to Other Businesses (B2B) or Consumers (B2C)? *

- Please Select -

Does Your Business Provide PR, Web Design, SEO, or other Marketing Products or Services? *

- Please Select -

Biggest Marketing Challenge

Offer > LP > CTA > Email > Blog > SM > Analyze

[Link to CTA](#)
[Link to LP](#)

Promote Your Offer Through Email

Email

HubSpot

Hi there,

It's bigger and better than ever before.

No, I'm not talking about American Idol. Or even the new iPad.

Rather, our most popular ebook, with over 73,000 downloads, has been completely revamped for 2012! Download the new edition of [The Essential Step-by-Step Guide to Internet Marketing](#) today to learn the fundamental steps for succeeding with online marketing.

[Download the New Guide](#)

Grab this guide and learn:

- * How to optimize your website for SEO
- * How to promote content in social media
- * How to convert site traffic into leads
- * How to nurture leads until ready to buy
- * Plus 4 more essential steps

Enjoy,
Pamela

P.S. 6,000 businesses use HubSpot's [inbound marketing software](#) to increase traffic, leads and sales. [Request a custom demo](#) to see how it can transform your marketing.

 **Pamela Vaughan**
Inbound Marketing Manager

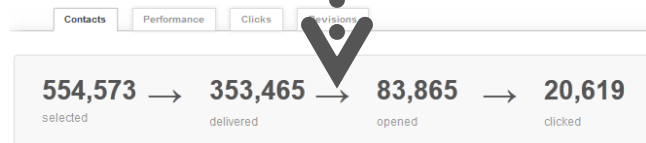
[f](#) [t](#) [in](#) [s+](#) [v](#)



Share



Back to: [Email](#)
20120308 - Essential Internet Mktg Guide - Leads <https://app.hubspot.com/content/53/render/72059>



Filter by status...

Use list

Recipient	Sent	Delivered	Opened	Action
llmrowland@electronicink.com		DELIVERED		
001@homemate.ca				CLICKED
001gtc@gmail.com		DELIVERED		
001mattjohnson@gmail.com		DELIVERED		
0039selelavo@univision.com		DELIVERED		
006lakshmiray@gmail.com		DELIVERED		
007@ko2021.de			OPENED	
007dhairy@gmail.com		DELIVERED		
007ladi@gmail.com		DELIVERED		
007patterson@gmail.com		DELIVERED		



Subject [New Edition] The Essential Ste...
Campaign No campaign
Sent March 8, 2012, 6 a.m.
Sent to
Subscription Free Marketing Resources

Preview in the browser

Clone

Actions

Offer > LP > CTA > **Email** > Blog > SM > Analyze

[Link to Email](#)

Promote Your Offer Through Blogging

The screenshot shows the HubSpot Inbound Internet Marketing Blog interface. At the top, the HubSpot logo and 'Inbound Internet Marketing Blog' are visible, along with a navigation menu including Inbound Marketing, Social Media, Search Engine Optimization, Twitter, Lead Generation, Public Relations, Web Analytics, and Web Design. A prominent banner for a 'FREE The Essential Step-by-Step Guide to Internet Marketing' is highlighted with a red box, featuring a 'Download Free Guide' button. Below this, the article title '25 Eye-Popping Internet Marketing Statistics for 2012' is also highlighted with a red box. The article is by Pamela Vaughan, dated Jan 05, 2012. The main content area shows the start of the article, mentioning the US Digital Media Usage report and eMarketer's estimates. A black and white photo of a baby is featured. Social sharing buttons for Facebook, Twitter, and LinkedIn are on the left, showing 308 likes, 14.7K tweets, and 607 shares. A 'Comments' link is on the right. At the bottom, another red box highlights a 'FREE EBOOK' download section for the same guide, with a 'Download Now' button.

HubSpot Blog

Inbound Internet Marketing Blog

Inbound Marketing Social Media Search Engine Optimization Twitter Lead Generation Public Relations Web Analytics Web Design

FREE The Essential Step-by-Step Guide to Internet Marketing

#1 Most Downloaded Guide to Online Marketing!

Download Free Guide

25 Eye-Popping Internet Marketing Statistics for 2012

Posted by Pamela Vaughan

Thu, Jan 05, 2012 @ 08:00 AM

Comments

2012 is officially here, and what better way to kick off the New Year than with some data porn? In its recent US Digital Media Usage report, eMarketer estimates how digital media usage will grow in 2012 in terms of the internet, mobile, social, video, and ecommerce.

So whether you need to justify your inbound marketing-centric strategies to your boss or convince yourself that inbound is the right way to approach your marketing program in 2012, check out these 25 eye-popping marketing stats that highlight the probable growth of digital media in 2012 and emphasize why you definitely need inbound marketing this year.

FREE EBOOK

Learn the 8 essential steps to internet marketing success by downloading this free ebook.

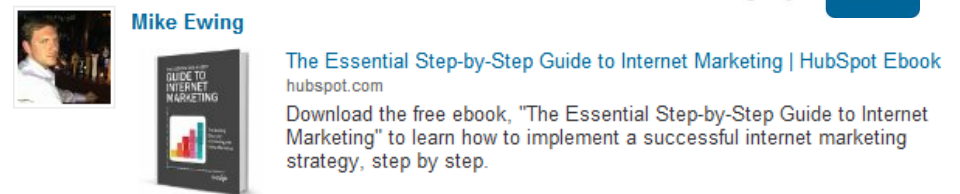
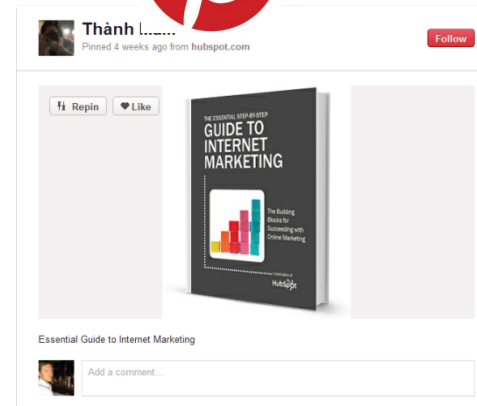
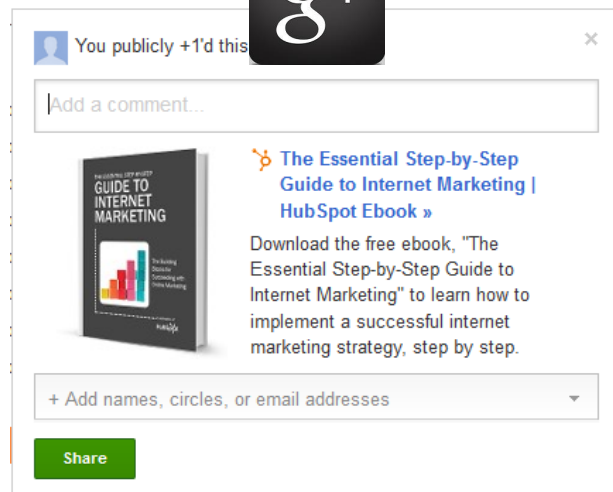
Download Now

Offer > LP > CTA > Email > **Blog** > SM > Analyze

[Link to Blog Article](#)

Promote Your Offer Through Social Media

Social



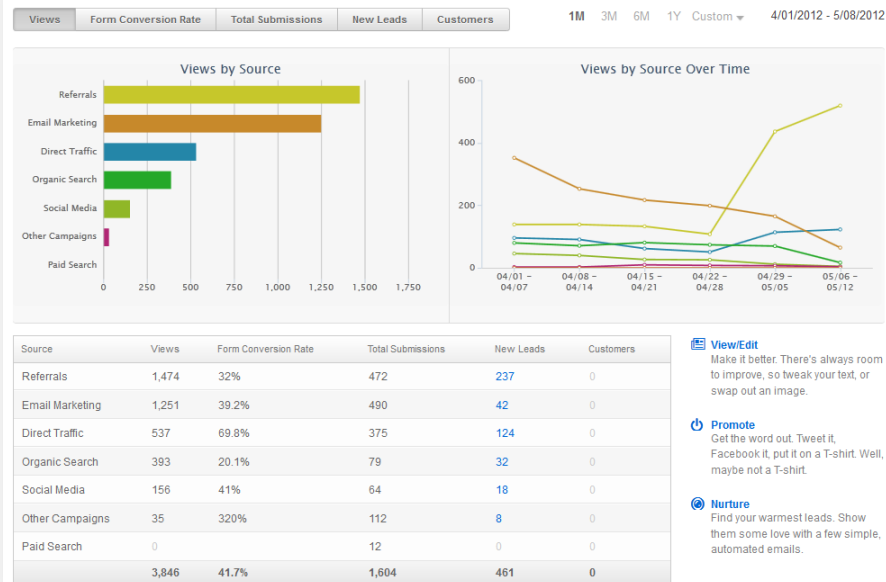
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Analyze Results

Analyze

Landing Page Analytics » Page Details

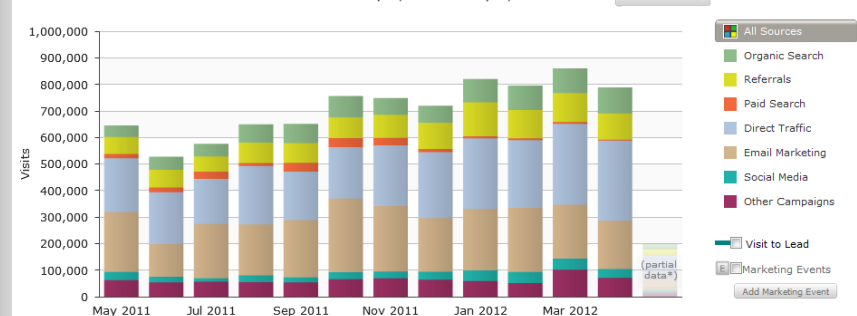
The Essential Step-by-Step Guide to Internet Marke



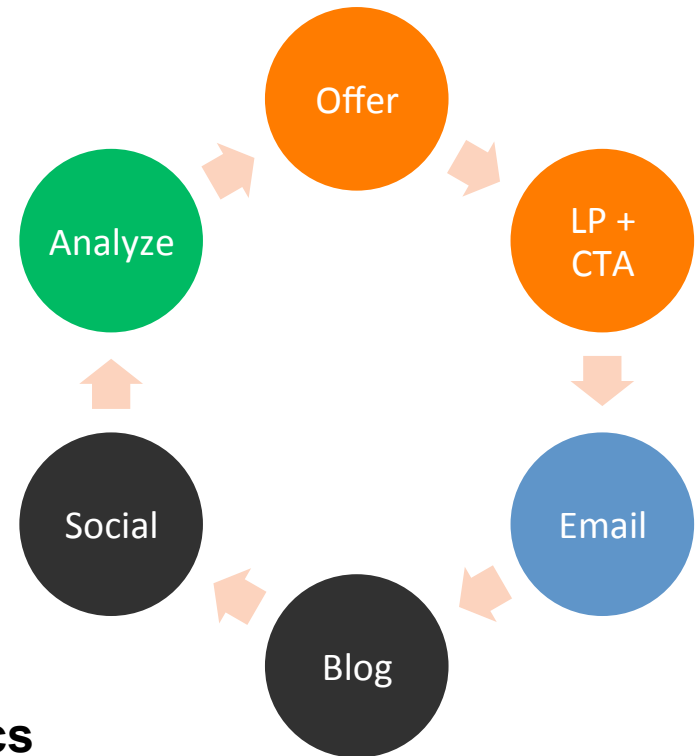
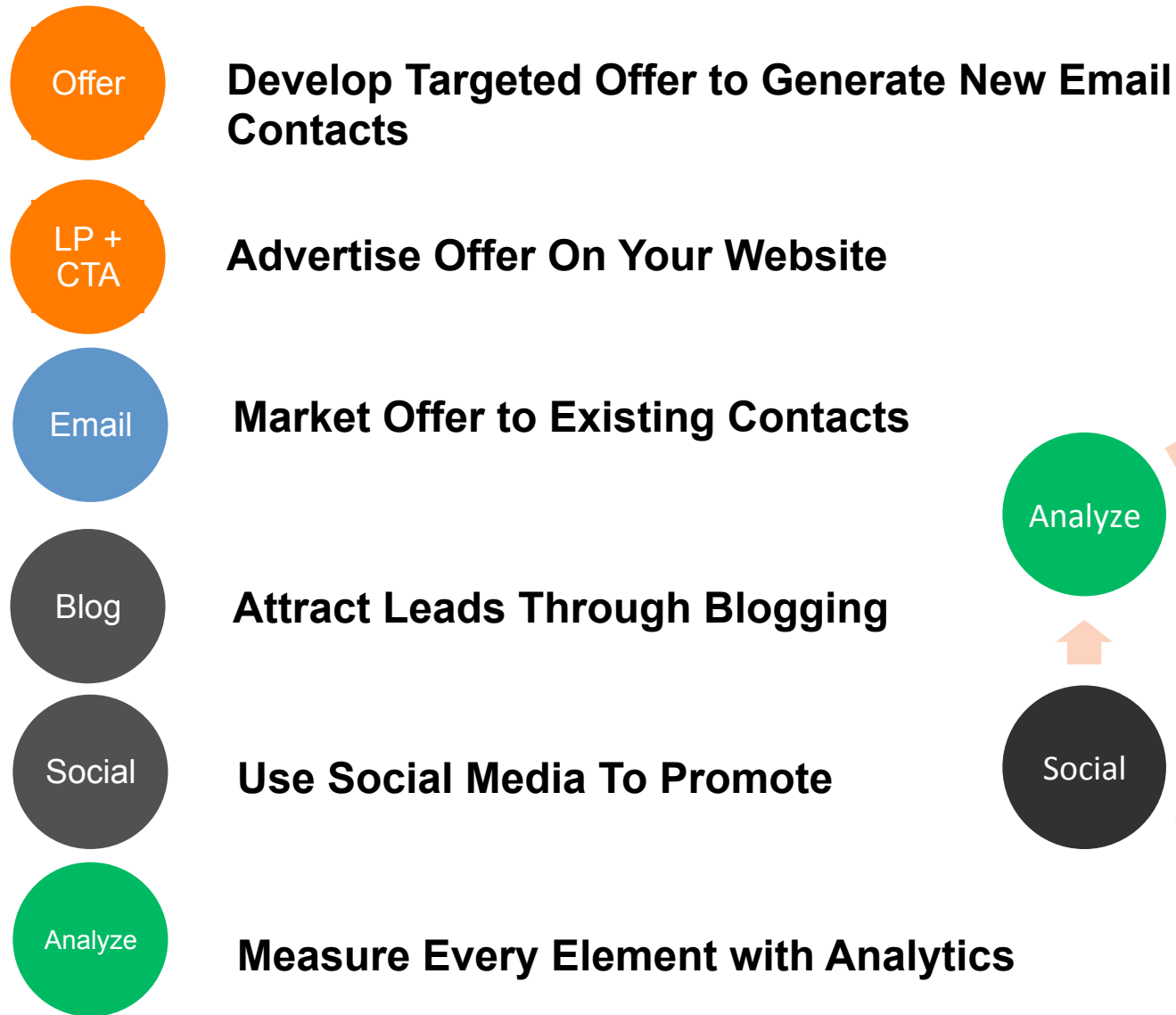
Visits for All Sources

See how different sources have driven visits, leads, and customers to your site

Select date range: 1w 2w 1m 3m 6m 1y custom May 1, 2011 - May 8, 2012



Offer > LP > CTA > Email > Blog > SM > **Analyze**



Inbound in Action



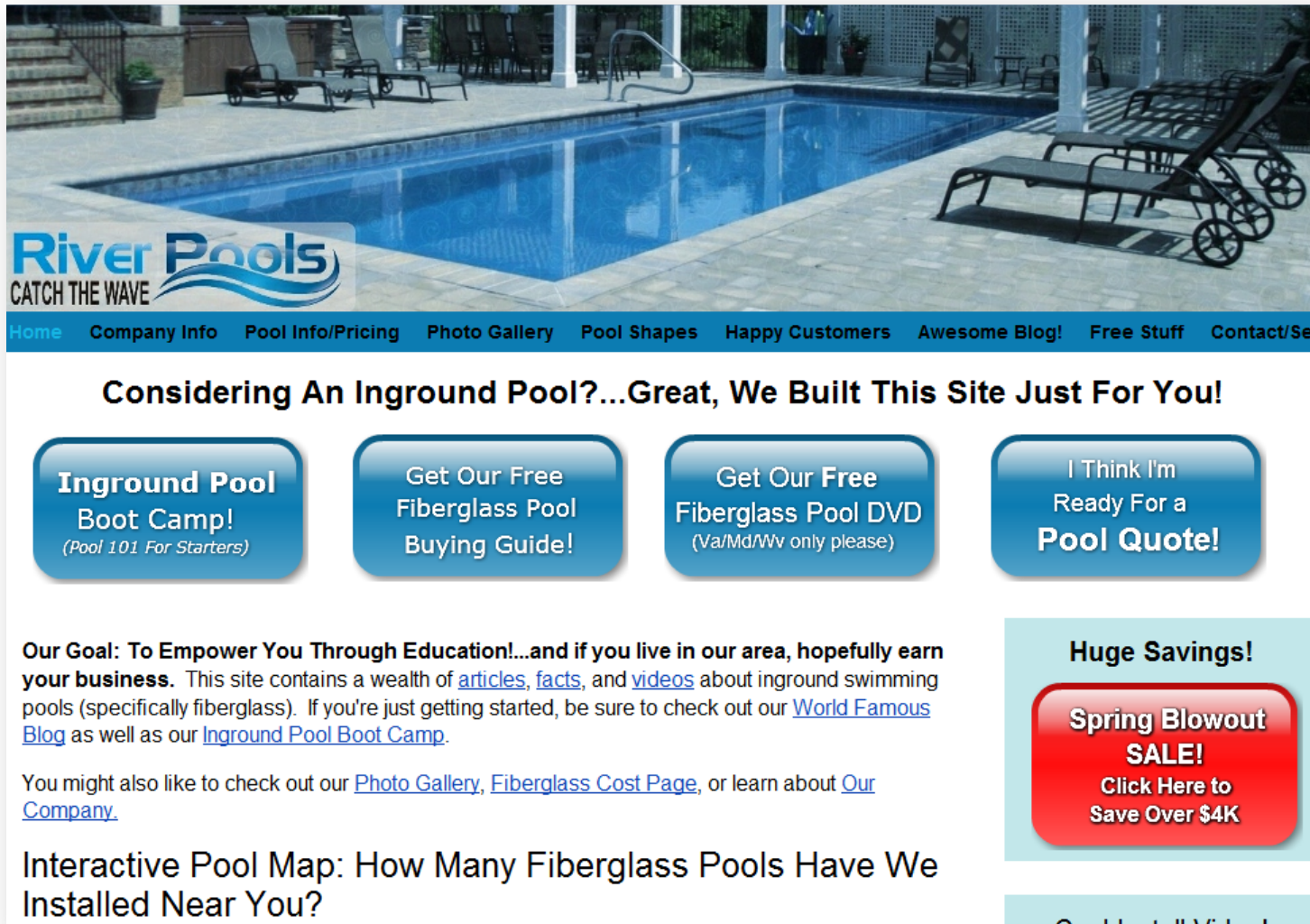
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How Marcus Sheridan Transformed River Pools with Inbound Marketing

Offer

Build & Set Up Your Site

Create SEO'd website pages in. Create Landing Pages, CTAs, and get control.



Offer > LP > CTA > Email > Blog > SM > Analyze

Define Your SEO Strategy

Keyword research gives you data you need to optimize your site. Get more visitors from qualified search engine traffic.

Keywords [Tutorial](#) [Video](#)

Your Keywords Add Keywords Recommendations

Keywords 251 ranked in top 3	Keywords 345 ranked in top 10	Impressions 36,630 from first-page search results
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☐ Actions Filter by Campaign

Keyword	Visits	Leads	Rank	Searches	Difficulty	CPC
☐ fiberglass pools	1,642	12	9	18,100	60	\$1.82
☐ fiberglass pool prices	946	9	3	1,000	4	\$1.93
☐ cost of fiberglass pools	604	3	1	480	17	\$2.30
☐ river pools and spas	551	7	1	320	80	\$1.00
☐ how much does an above ground pool cost	475	0	1	260	39	\$0.41

Offer > LP > CTA > Email > **Blog** > SM > Analyze

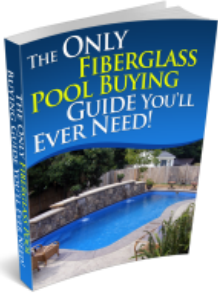
Create Landing Pages

Create landing pages and forms. Measure their effectiveness over time.
Get your prospects to turn into leads on your website.

Offer

LP +
CTA





Learn how to find:

- The Perfect Pool
- From the Right Builder
- At a Fair Price!

Download Our Free Fiberglass Pool Buying Guide!

We want to help you answer the following four questions:

- How Do I Find the Right Pool Shape?
- Which Options and Accessories Should I Consider?
- How Do I Find a Reputable Pool Contractor?
- How Can I Insure I'm Getting A Fair Price?

We have taken our experience of working with over 600 of our own clients, plus consulting with literally dozens of fiberglass pool customers from around the globe and boiled it down into 16 pages and over 5,500 words of shear consumer empowerment.

In this buyers guide you learn about:

- Pool Decking Options and Cost
- Salt Water Chlorinators
- The 3 Types of Pool Covers
- Heaters
- Fencing
- Pool Coping
- Tile
- Cascades and Water Features

Get Your Buying Guide Now!

First and Last Name *

State *

Email (we will keep your email completely private) *

[Download!](#)

Offer > LP > CTA > Email > Blog > SM > Analyze

Get Found & Convert by Blogging

Get leads through helpful, relevant blog posts. Promote your blog via email and social networks.

Blog

Social

The collage illustrates a digital marketing strategy for a swimming pool business. It features three overlapping elements:

- Blog Post (River Pools):** Titled "Inground Pool Cost of Ownership: Fiberglass vs Concrete vs Vinyl". It includes a "Spring Blowout SALE!" banner and a call to action: "click box in lower right corner to view in full screen."
- Twitter Profile:** For Marcus Sheridan (@RiverPoolsBlog), who has 724 tweets, 737 following, and 1,120 followers. His bio mentions building fiberglass pools in Va/Md and educating the world about pools.
- Promotional Banner:** A yellow banner for "THE ONLY FIBERGLASS POOL BUYING GUIDE YOU'LL EVER NEED!". It offers a "FREE Fiberglass Pool Buying Guide" and a "Download FREE eBook Now!" button. The guide is described as "The Ultimate Education Tool for Swimming Pool Consumers."

Tags: [Why Choose a Fiberglass Pool](#), [Why Choose Fiberglass over Concrete](#), [Concrete Pools](#), [vinyl liner pools](#), [How to Choose Your Swimming Pool](#), [Jason Hughes](#)

Offer > LP > CTA > Email > **Blog** > **SM** > Analyze

Engage Contacts with Email

Leverage the power of email. Promote each new campaign via an email.

From: Jim, Jason and Marc @ River Pools and Spas (jimspiess@gmail.com)
Date: Sent 1 business day after a lead joins the campaign
Subject: Some Valuable Pool Info Just for You

Free Fiberglass Pool Report.....check

So, What's next?

Hi First Name,

Thanks again for reviewing our Free Report.

If you're like most of our customers, during the research/buying process you're hungry for **good information about inground pools**. We think that's great! In fact, here are three great pieces of content we've produced that you might find useful:

- This [page from our site](#) discusses myths, facts, advantages, and disadvantages of the three types of inground pools: concrete, vinyl liner, and fiberglass.
- This [really cool video](#) shows one of the reasons why our Fiberglass Pools rock!
- and finally, [this page](#) from our site discusses inground fiberglass pool cost and pricing

Hope you find this information usefull!

Oh yeah, whenever you're ready please don't hesitate to contact us to [request a quote](#) for your new inground fiberglass pool.

Best,

Jim, Jason and Marc

Co-owners, River Pools and Spas

804-781.1071 and 804.781.2184



Measure & Continually Improve

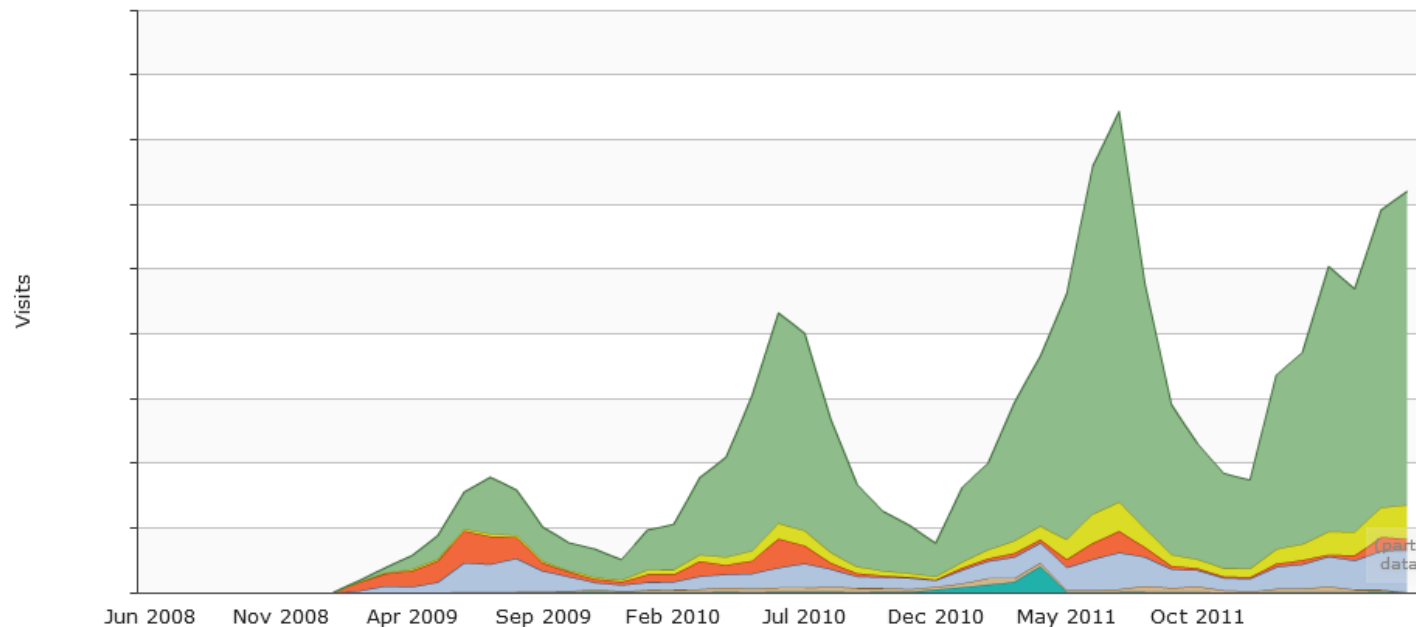
Analyze

It's the Internet – we can and should measure everything. Track your progress over time and make increasingly smart decisions.

Visits for All Sources

See how different sources have driven visits, leads, and customers to your site

Jun 1, 2008 - Jun 28, 2012



Offer > LP > CTA > Email > Blog > SM > **Analyze**

See Marcus's Site For Yourself

All the screen shots we showed were live on the site recently. Why not take a look at a super successful inbound marketing site in the wild?

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

Thank you for joining us.

www.hubspot.com/talk