



Service Offerings that Deliver ROI

HubSpot, Value Added Reseller Program
Marketing Agency Re-Training Program
Session #3

Twitter: #TransformAgency

Agenda

- 4 Most Important Service Offerings
- Other Important Services Offerings
- Process. Not Tactics.
- Promoting Your Offerings
- Examples of Services Marketplace
- Homework

How Can Your Services Impact Your Client's Business?

Inbound Marketing Traffic Calculator												
Enter your inputs in beige shaded		Calculator results appear in orange shaded boxes										
Note: Achievement of desired results is dependent on your company's implementation of the full HubSpot Inbound Marketing Methodology over a period of time. Use this calculator to set goals.												
Step 1	Enter your monthly revenue goal. How much <i>new</i> monthly <i>booked</i> revenue do you plan to generate from Inbound Marketing? New monthly revenue: \$25,000.00 Enter as a whole number. Example: 5000											
Step 2	Enter the % of new revenue needed from inbound marketing. What Percentage of this revenue do you need to book from Inbound Marketing as opposed to other sources of leads & new customers? Percentage: 70%											
Step 3	What's your average revenue per new customer or new account? Avg revenue per client: \$12,000.00 Enter as a whole number. Example: 750 Monthly New Customers: 1.5											
Step 4	Calculate number of monthly leads needed to support new customer goal. What's your lead-to-customer conversion rate? What's your Goal? <table border="1"> <thead> <tr> <th></th> <th>Current</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>Lead-to-customer rate:</td> <td> 1.0% </td> <td> 2.0% </td> </tr> <tr> <td>Monthly Leads Needed*:</td> <td> 146 </td> <td> 73 </td> </tr> </tbody> </table> Enter as a decimal. Example: 5% = .05 *Depends on Conversion Rate				Current	Goal	Lead-to-customer rate:	1.0%	2.0%	Monthly Leads Needed*:	146	73
	Current	Goal										
Lead-to-customer rate:	1.0%	2.0%										
Monthly Leads Needed*:	146	73										
Step 5	Calculate monthly traffic needed to generate required number of leads. What's your visitor-to-lead conversion rate. What's your goal? <table border="1"> <thead> <tr> <th></th> <th>Current</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>Visitor-to-lead Conversion:</td> <td> 1.0% </td> <td> 5.0% </td> </tr> <tr> <td>Monthly Visitors Needed*:</td> <td> 14,583 </td> <td> 1,458 </td> </tr> </tbody> </table> Enter as a decimal. Example: 4% = .04 *Depends on Conversion Rate				Current	Goal	Visitor-to-lead Conversion:	1.0%	5.0%	Monthly Visitors Needed*:	14,583	1,458
	Current	Goal										
Visitor-to-lead Conversion:	1.0%	5.0%										
Monthly Visitors Needed*:	14,583	1,458										

Credit: Greg Elwell of [B2B Inbound](#)
& Peter Caputa of HubSpot

Download:

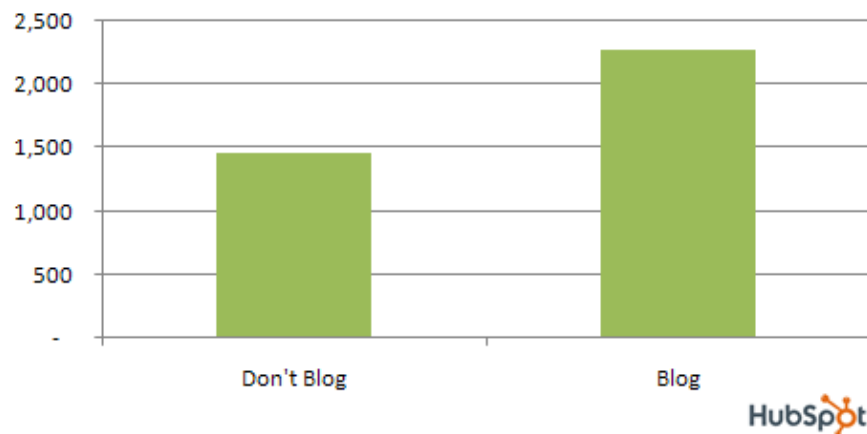
<http://www.hubspot.com/partner-program--inbound-marketing-calculator>

How Can Your Services Impact Your Client's Business?

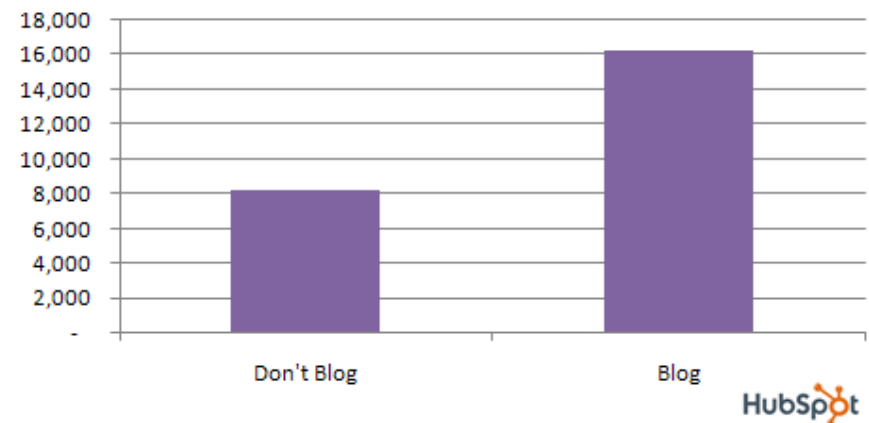
Metrics Clients Cares About	Services that Impact It
Traffic	Blogging
Leads	Offers, Landing Pages, CTAs
Sales	Automated Lead Nurturing
Improvement Over Time	Closed Loop Marketing Analytics

Why Blogging is So Critical to Growing Traffic

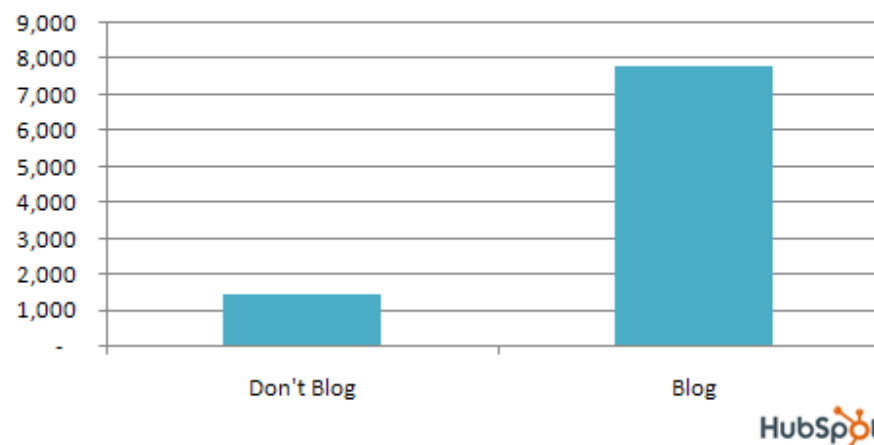
55% More Website Visitors for Companies That Blog



97% More Inbound Links for Companies That Blog



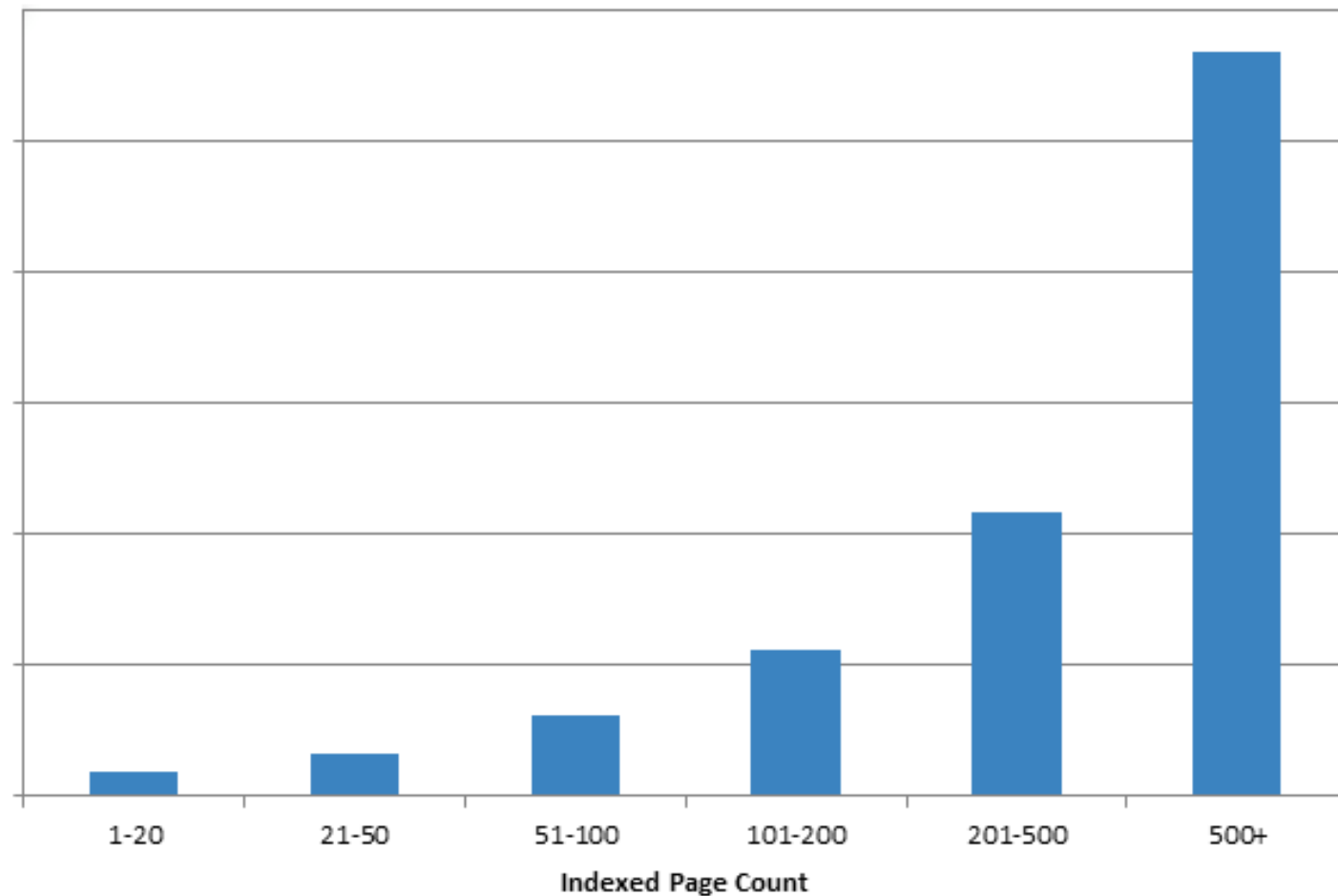
434% More Indexed Pages for Companies That Blog



<http://blog.hubspot.com/blog/tabid/6307/bid/5014/Study-Shows-Small-Businesses-That-Blog-Get-55-More-Website-Visitors.aspx>

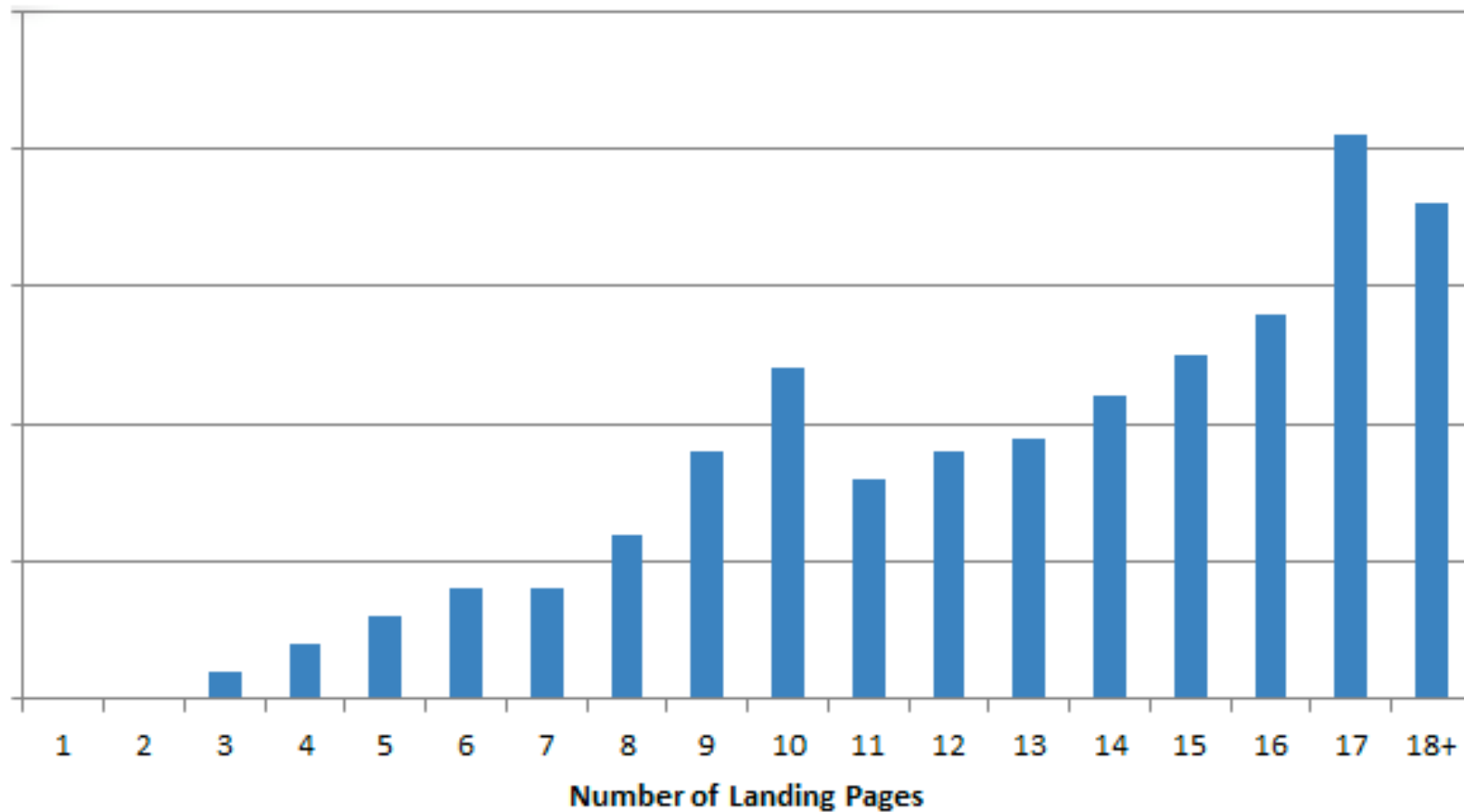
Blogging = More Indexed Pages = More Traffic

Visits vs. Indexed Pages



More Offers + More Landing Pages = More Leads

Leads vs Landing Pages



Better Email Marketing + Lead Nurturing = More Sales

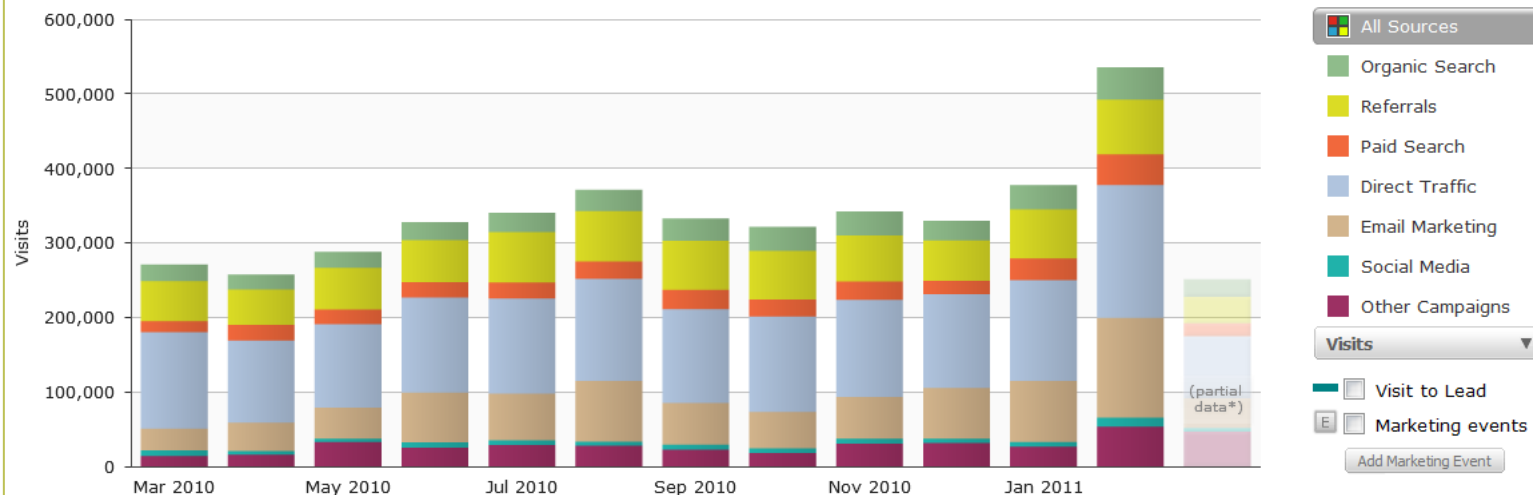
- According to an MIT Study with InsideSales.com, 78% of sales that start with a web inquiry go to the company that responds FIRST!
- According to Focus, it is only in the last third of the buying process that prospects actually want to engage with a sales representative.
- Of those surveyed by sales lead expert Mac Macintosh, 23% had bought the product or service they were inquiring about within 6 months. The other 67% still intended to purchase, but were not yet ready.
- According to DemandGen Report, nurtured leads produce – on average – a **20% increase in Sales Opportunities versus** non-nurtured leads.

Closed Loop Marketing Analytics = Improved Marketing Effectiveness

Visits for All Sources

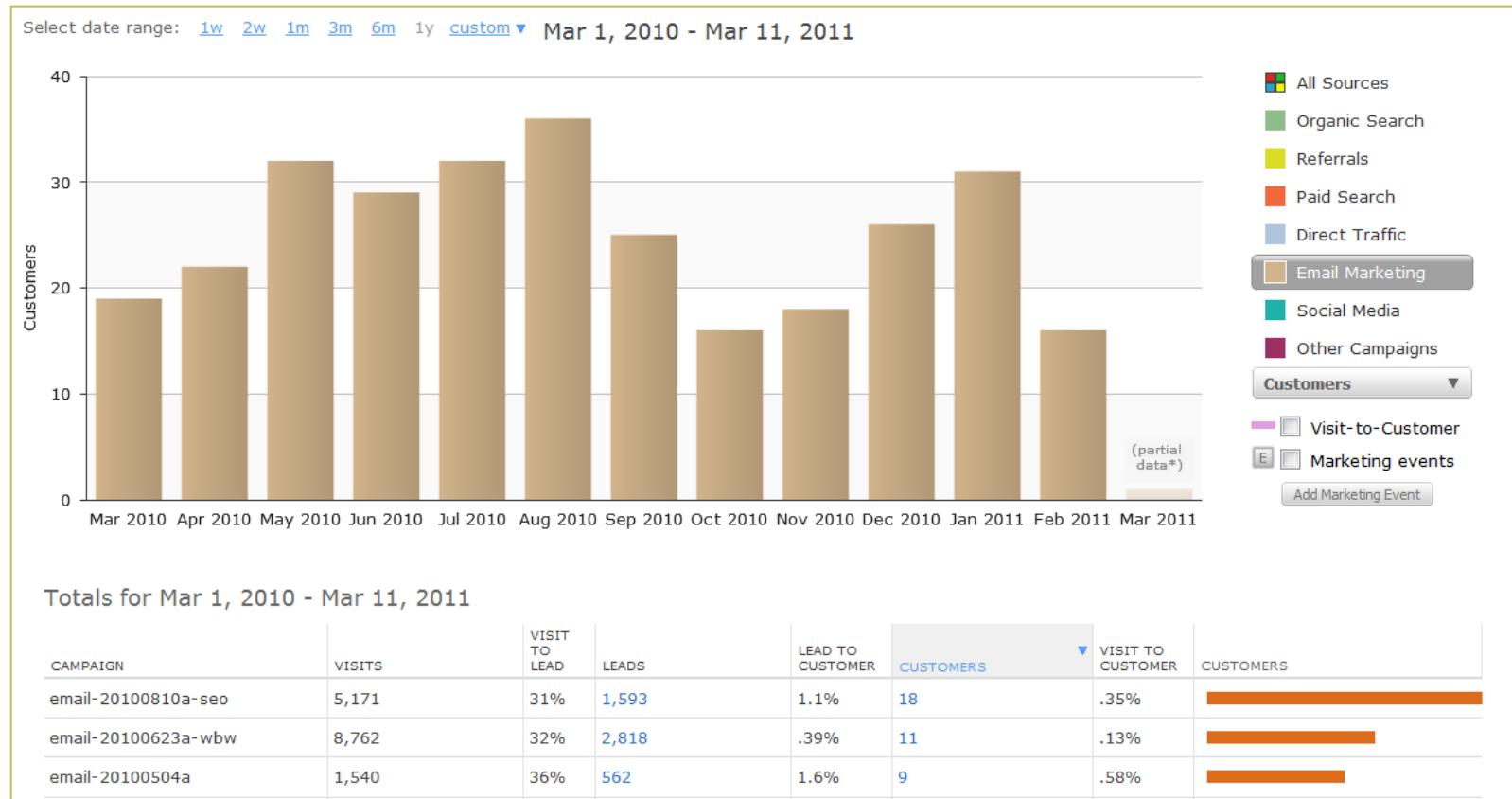
See how different sources have driven visits, leads, and customers to your site

Select date range: [1w](#) [2w](#) [1m](#) [3m](#) [6m](#) [1y](#) [custom](#) ▼ Mar 1, 2010 - Mar 11, 2011



SOURCES	VISITS	VISIT TO LEAD	LEADS	LEAD TO CUSTOMER	CUSTOMERS	VISIT TO CUSTOMER
Organic Search	364,271	3.2%	11,788	1.5%	182	0.05%
Referrals	769,537	7.4%	56,958	0.62%	355	0.05%
Paid Search	300,246	7.4%	22,179	0.48%	106	0.04%

Closed Loop Marketing Analytics = Improved Marketing Effectiveness



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“You Can’t Have One without the Other”

Primary Offerings	Supporting Actors
Blogging	SEO
	Social Media
Lead Generation	PPC
	Email Marketing
Lead Nurturing/Email Marketing	Advanced Content
Closed Loop Marketing Analytics	Website + CRM Integration

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Service Offerings: Tactics vs Process



HubSpot Inbound Marketing Methodology

A. Get Found

- I. [Create](#)
- II. [Optimize](#)
- III. [Promote](#)

B. Convert

- I. [Convert Visitors to Leads \(via Landing Pages\)](#)
- II. [Convert Visitors to Leads \(via Website & Blog\)](#)
- III. [Convert Leads to Customers](#)

C. Analyze

- I. [Use HubSpot Every Day](#)
- II. [Use HubSpot Every Week](#)
- III. [Use HubSpot Every Month](#)

<http://success.hubspot.com>

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Service Offerings: Tactics vs Process

The screenshot shows the kunocreative website. The header is dark with the logo on the left and navigation links on the right. The left sidebar contains a list of service offerings. The main content area features a blog post titled 'Lead Nurturing Campaigns' with a sub-header 'Improve Lead Conversion With Lead Nurturing'. The post text discusses the importance of lead nurturing and the role of HubSpot. A green banner at the bottom of the post area says 'Website Visitors'. A small box in the bottom left corner of the page says 'Inbound Marketing SUCCESS CASE STUDIES!'.

kunocreative
BUILD YOUR BRAND. CAPTURE LEADS.

Contact Us Careers

INBOUND MARKETING | WEB DESIGN | ABOUT US | BLOG

Inbound Marketing

Search Engine Optimization

Search Engine Marketing

Content Marketing

Social Media Marketing

Lead Conversion

Call to Action Graphics

Landing Page Design

Lead Nurturing Campaigns

HubSpot Partner

Pricing

Inbound Marketing
SUCCESS CASE STUDIES!

Lead Nurturing Campaigns

Improve Lead Conversion With Lead Nurturing

Once you have created great offers, calls-to-action and landing pages, you need to qualify your captured leads and pull them further through your sales funnel. Lead nurturing gently moves your leads down the funnel by sending them further information and useful offers periodically via e-mail. Using HubSpot's lead nurturing tools you can automate the delivery of lead nurturing emails and present additional offers to your potential customers.

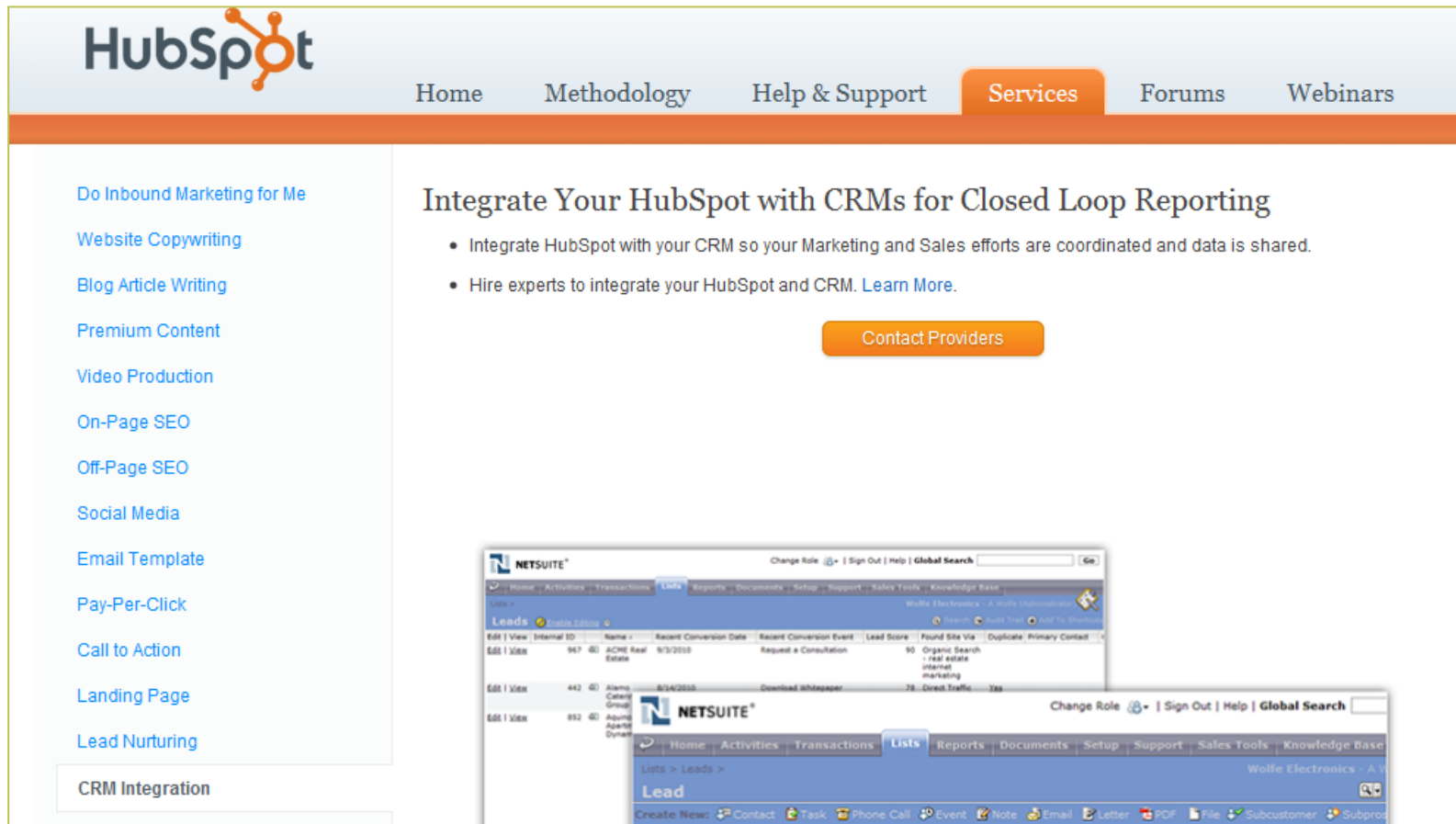
The content of each e-mail needs to be relevant and not too "spammy". As in a good landing page, you should communicate the value of your offer and tell them how to get it. Click throughs from your lead nurturing e-mails give you valuable insights into your leads' preferences and how to proceed to convert them to customers.

Website Visitors

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Service Offerings Examples from Our Agency Partners



The screenshot displays the HubSpot website's 'Services' page. The top navigation bar includes links for Home, Methodology, Help & Support, Services (highlighted), Forums, and Webinars. A left sidebar lists various services: Do Inbound Marketing for Me, Website Copywriting, Blog Article Writing, Premium Content, Video Production, On-Page SEO, Off-Page SEO, Social Media, Email Template, Pay-Per-Click, Call to Action, Landing Page, Lead Nurturing, and CRM Integration. The main content area is titled 'Integrate Your HubSpot with CRMs for Closed Loop Reporting' and features two bullet points: 'Integrate HubSpot with your CRM so your Marketing and Sales efforts are coordinated and data is shared.' and 'Hire experts to integrate your HubSpot and CRM. [Learn More.](#)'. Below the text is an orange 'Contact Providers' button. At the bottom, two screenshots of the Netsuite CRM interface are shown, illustrating integration with HubSpot. The top screenshot shows a 'Leads' table with columns for Edit, View, Internal ID, Name, Recent Conversion Date, Recent Conversion Event, Lead Score, Found Site Via, Duplicate, and Primary Contact. The bottom screenshot shows a 'Lead' detail view with a 'Create New' dropdown menu containing options like Contact, Task, Phone Call, Event, Note, Email, Letter, PDF, File, Subcustomer, and Subprod.

HubSpot

Home Methodology Help & Support **Services** Forums Webinars

Do Inbound Marketing for Me
Website Copywriting
Blog Article Writing
Premium Content
Video Production
On-Page SEO
Off-Page SEO
Social Media
Email Template
Pay-Per-Click
Call to Action
Landing Page
Lead Nurturing
CRM Integration

Integrate Your HubSpot with CRMs for Closed Loop Reporting

- Integrate HubSpot with your CRM so your Marketing and Sales efforts are coordinated and data is shared.
- Hire experts to integrate your HubSpot and CRM. [Learn More.](#)

[Contact Providers](#)

NETSUITE® Change Role | Sign Out | Help | Global Search

Home Activities Transactions **Leads** Reports Documents Setup Support Sales Tools Knowledge Base

Wolfe Electronics - A Wolfe Administration

Leads > Leads > Edit | View | Internal ID | Name | Recent Conversion Date | Recent Conversion Event | Lead Score | Found Site Via | Duplicate | Primary Contact

Edit View	Internal ID	Name	Recent Conversion Date	Recent Conversion Event	Lead Score	Found Site Via	Duplicate	Primary Contact
888 X888	947 40	ACME Real Estate	9/3/2010	Request a Consultation	90	Organic Search real estate internet marketing		
888 X888	442 40	Alamo Central Group	8/14/2010	Download Whitepaper	78	Direct Traffic	Yes	
888 X888	812 40	Aquino Apartments						

NETSUITE® Change Role | Sign Out | Help | Global Search

Home Activities Transactions **Lists** Reports Documents Setup Support Sales Tools Knowledge Base

Wolfe Electronics - A V

Lists > Leads > **Lead**

Create New: Contact Task Phone Call Event Note Email Letter PDF File Subcustomer Subprod

<http://services.hubspot.com>

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Homework: Did You Complete the Marketing Agency Grader Yet?

Marketing Agency Evaluation		
Overall Grade:	24	Your overall grade compares your current business against the ideal inbound marketing agency. It evaluates your own marketing, your financial health, growth trajectory vs goals, your skills and the services you provide to clients. The evaluation is size independent. You should work to improve your grade over a period of months.
Your Own Marketing Grade:	24	This score compares your current marketing against an ideal agency.
Your Financial Grade:	70	This score compares your cash flow per employee against an ideal agency.
Your Sales & Growth Grade:	0	This score tells you how realistic your growth goals are based on your historic sales results, and evaluates your sales process against best practices.
Service Offerings:	28	This score evaluates the services you retain against an ideal agency.

This is THE Process!

These are THE Service Offerings!

Homework: Did You Complete the Marketing Agency Grader Yet?

Does your website traffic increase in most months?

- Is your company using social media to build brand awareness, engagement and traffic?
- Do you have a company Twitter account?
- Do you have a company Facebook page?
- Do you have a company LinkedIn page?
- Do you monitor social media for mentions of your brand name, important keywords and competitors?
- Do you have a blog?
- How often do you post blog articles?
- What percentage of your employees post blog articles to your website?
- Do you have an SEO Strategy?
- How often do you perform keyword research?
- How often do you analyze your websites pages to identify whether they're optimized effectively?
- Do you track your inbound links?
- Do you put effort into improving your current inbound links?
- Do you actively build inbound links to specific pages with specific keywords as anchor text?

Do you generate a larger number of leads via your website in most months?

- What percentage of your website visitors convert into a lead? (Typically: 0 - 7%)

This is **THE** Process!

Service Offerings Evaluation

For each service below, enter the number of active retainer clients you're providing this service on an ongoing monthly basis.

On Page SEO	12
Off Page SEO	5
Blogging/Content Creation	0

These are **THE** Service Offerings!

Homework: Do You Want our Help?

- Write down your goals, plan, challenges, timeline
- Complete the Marketing Agency Grader
- Study the Methodology:
<http://success.hubspot.com>
- See you Monday.