

100 AWESOME

MARKETING
STATS
CHARTS
& GRAPHS

WARNING: SAFETY GOGGLES HIGHLY RECOMMENDED!

The AWESOME

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1

INBOUND
VS.
OUTBOUND
MARKETING

“Audiences everywhere are tough. They don't have time to be bored or brow beaten by orthodox, old-fashioned advertising.

We need to **stop interrupting** what people are interested in & **be what people are interested in.”**

CRAIG DAVIS
CHIEF CREATIVE OFFICER, WORLDWIDE
J. WALTER THOMPSON (WORLD'S 4TH LARGEST AD AGENCY)

FACT:

The Internet has fundamentally changed the way people find, discover, share, shop, & connect.



More than half of all US residents
and more than $\frac{3}{4}$ of all US adults
are online.

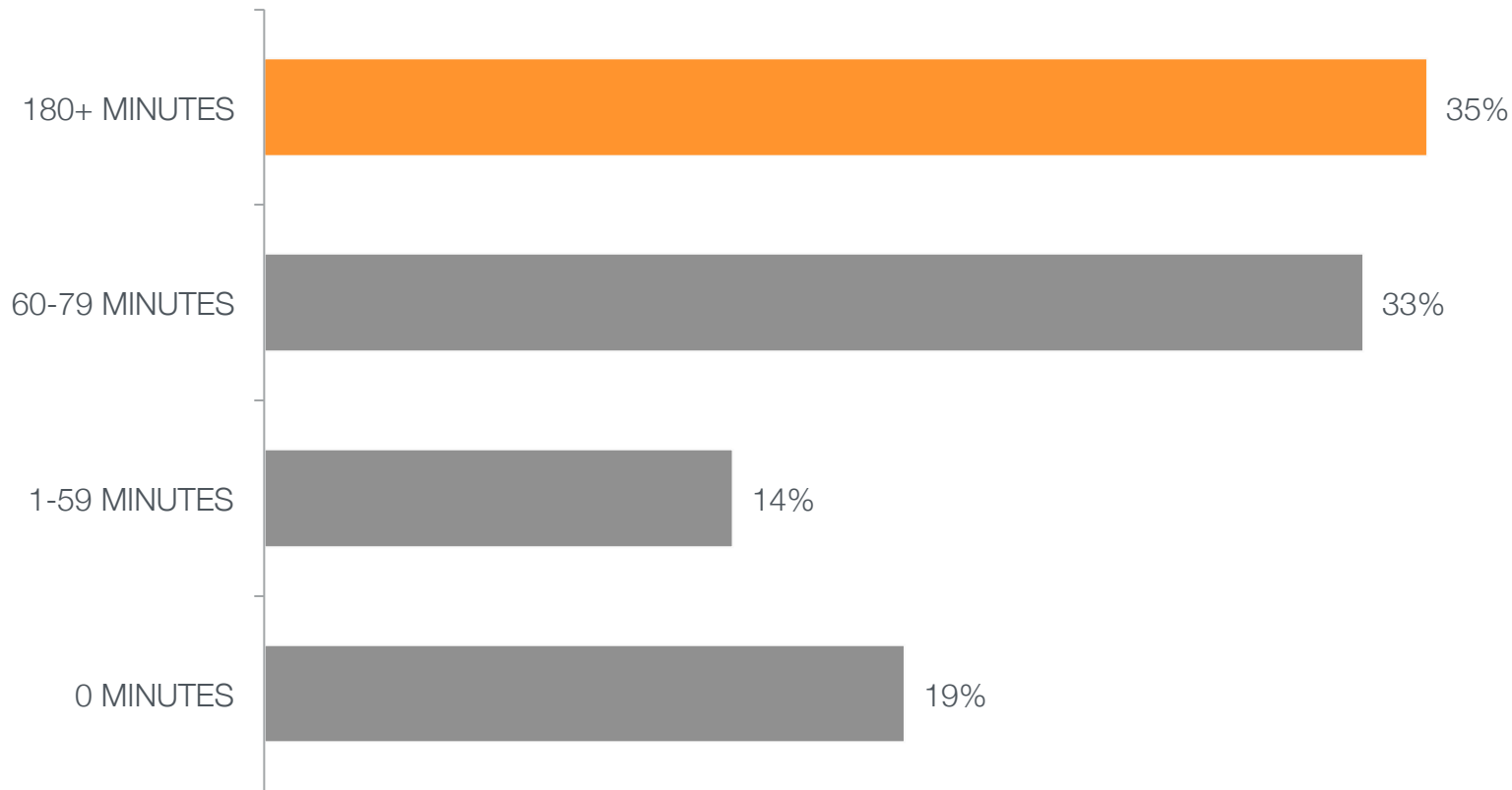


311 Million
ESTIMATED US POPULATION

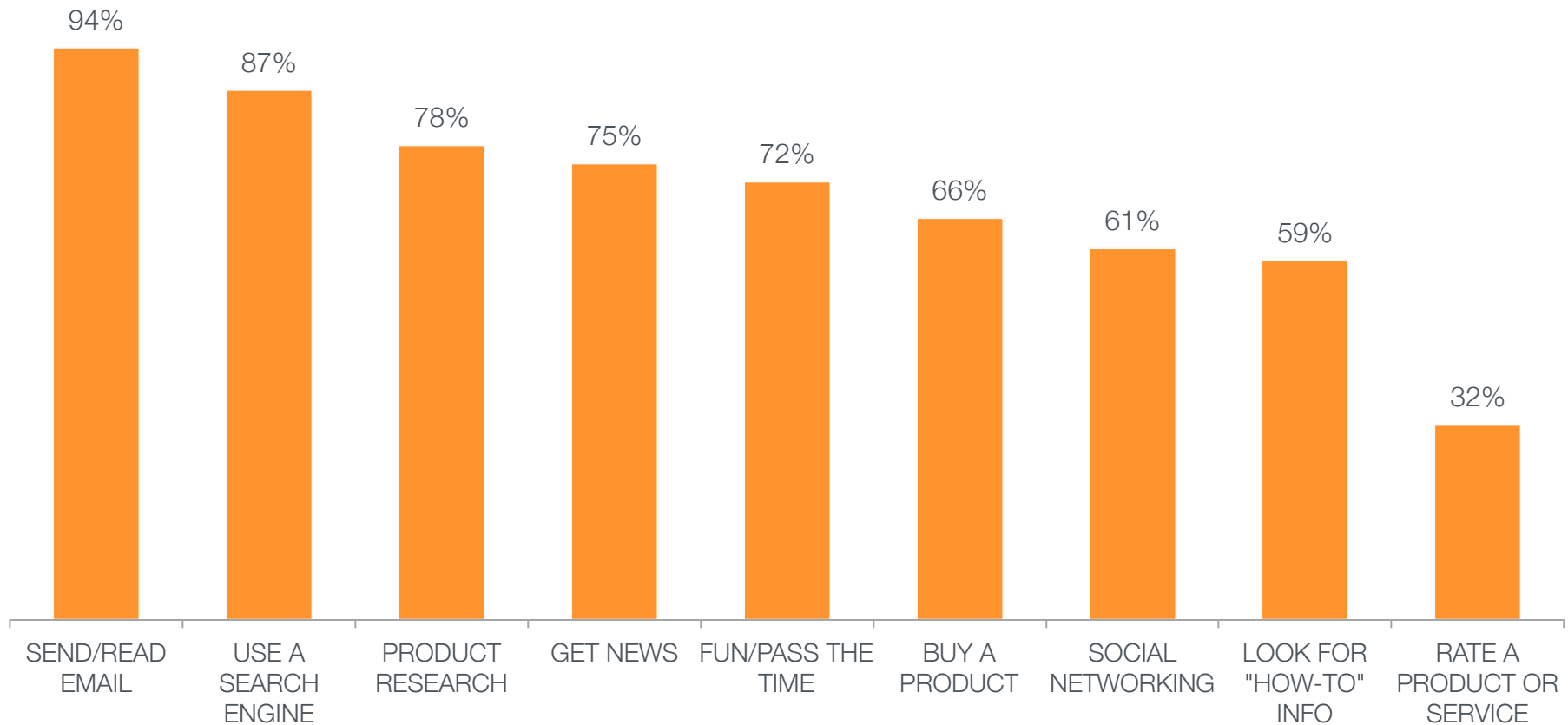
The infographic consists of two orange circles. The larger circle on the left represents the estimated US population, and the smaller circle on the right represents estimated US adult internet users. Both circles have a soft shadow beneath them.

164 Million
ESTIMATED US ADULT
INTERNET USERS

One third of US consumers
spend **≥ 3 hours** online **every day.**

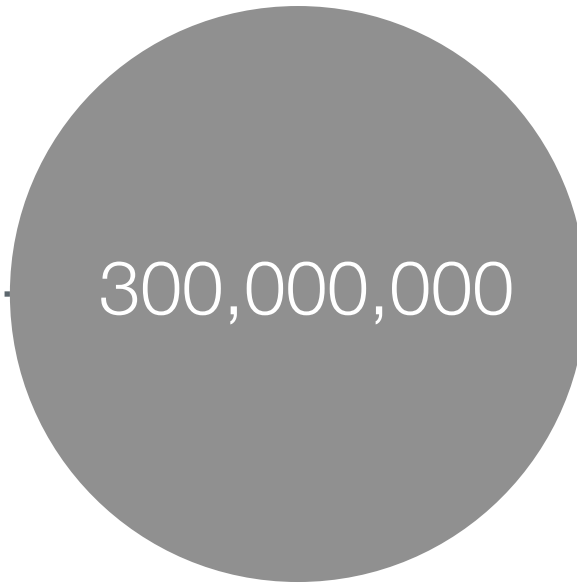


More & more of the things we used to do offline, **we now do online.**

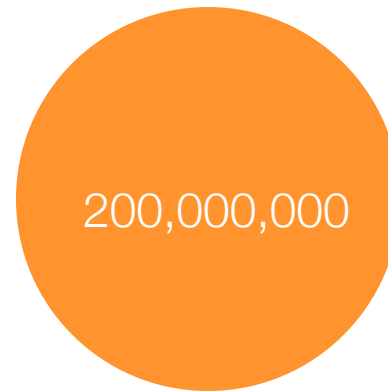


SOURCE: PEW RESEARCH CENTER, MAY 2010

OF US CITIZENS



300,000,000



200,000,000

OF US CITIZENS
ON THE FTC'S
"DO NOT CALL" LIST

% OF PEOPLE
WHO SKIP TV ADS

86

% DECLINE IN TECH
TRADE SHOW SPENDING

46

% OF DIRECT MAIL
NEVER OPENED

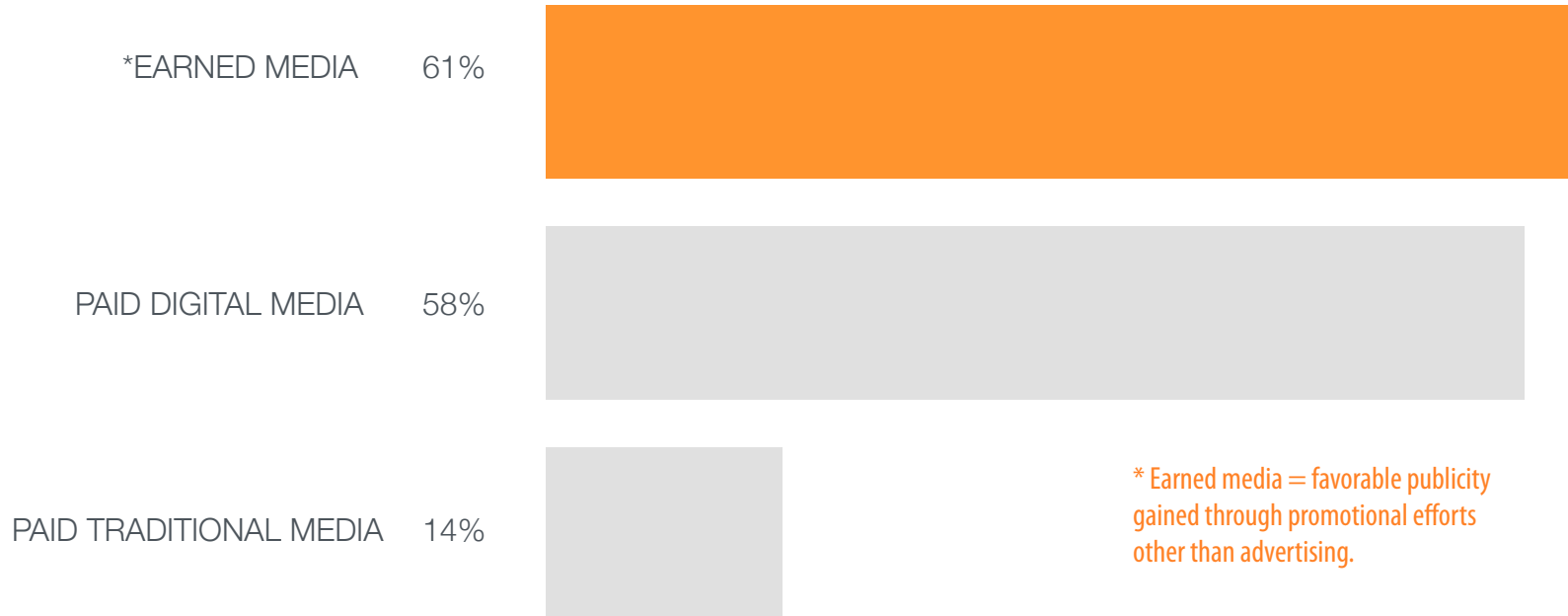
44

FACT:

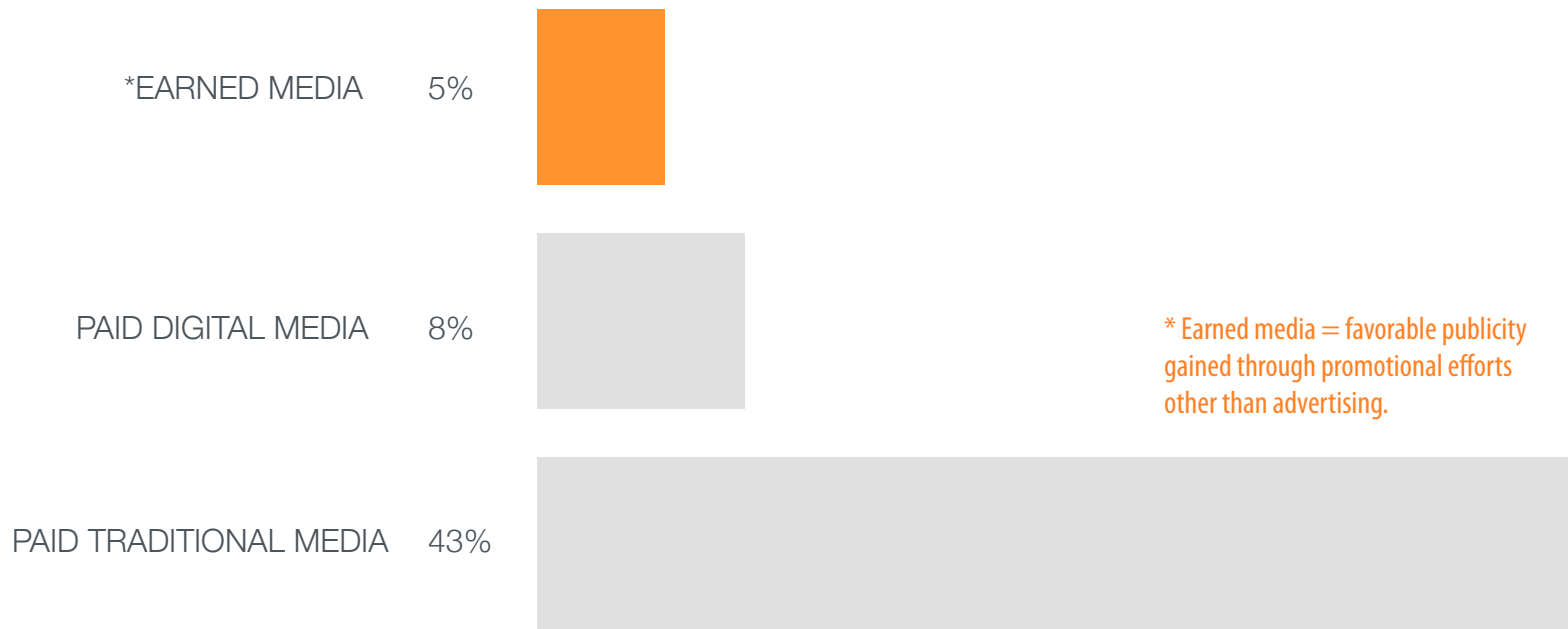
Marketers are shifting their budgets away from “interruption” advertising.



61% of marketers will **invest more** in earned media in 2011.

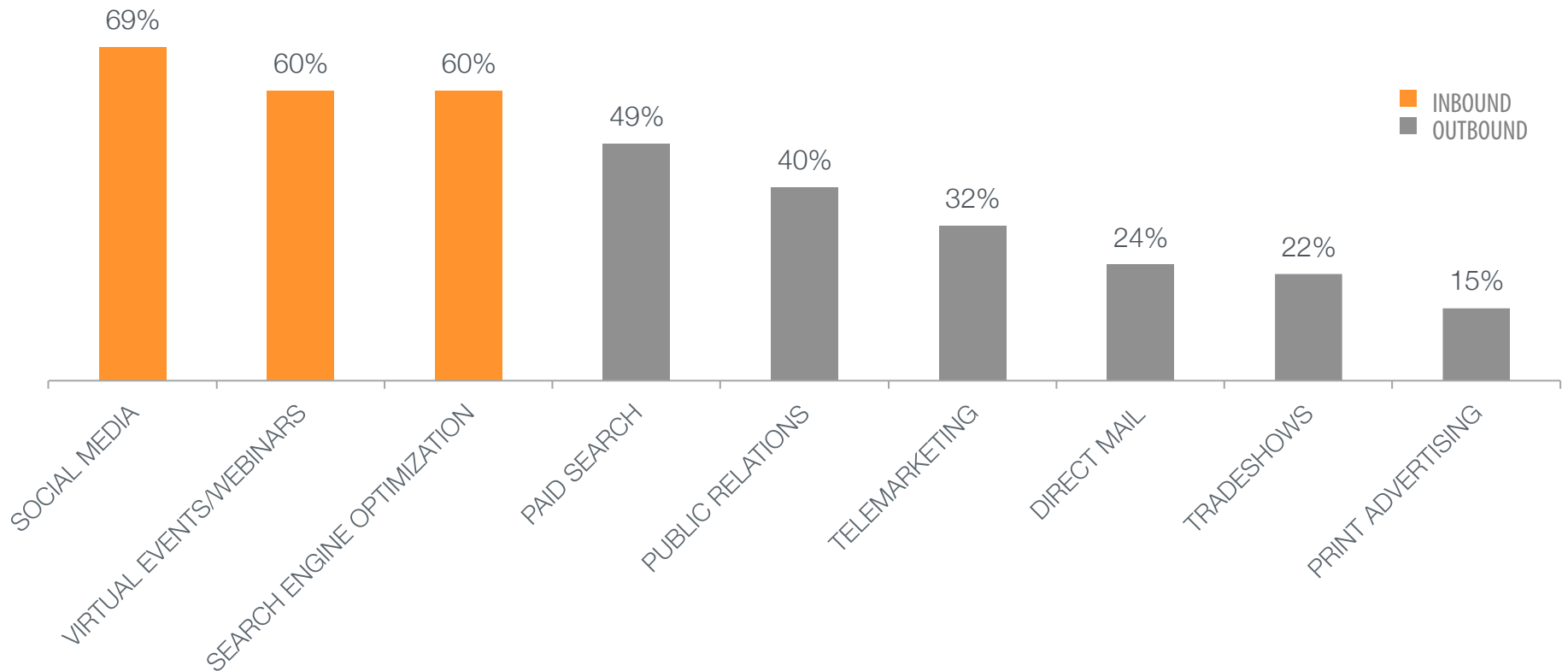


Only 5% of marketers will invest **less** in earned media in 2011.



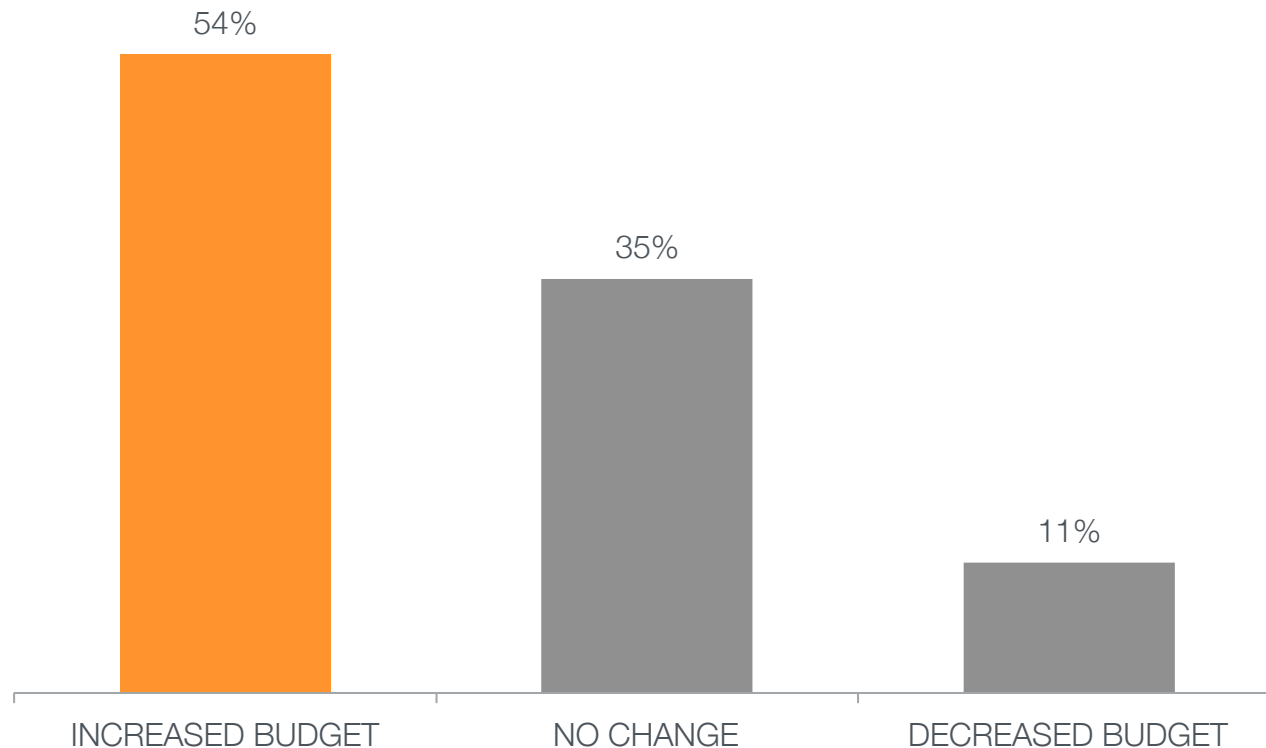
B2B marketers are shifting their budgets toward inbound marketing.

"I WILL INCREASE MY INVESTMENT
IN THIS MARKETING TACTIC THIS YEAR."



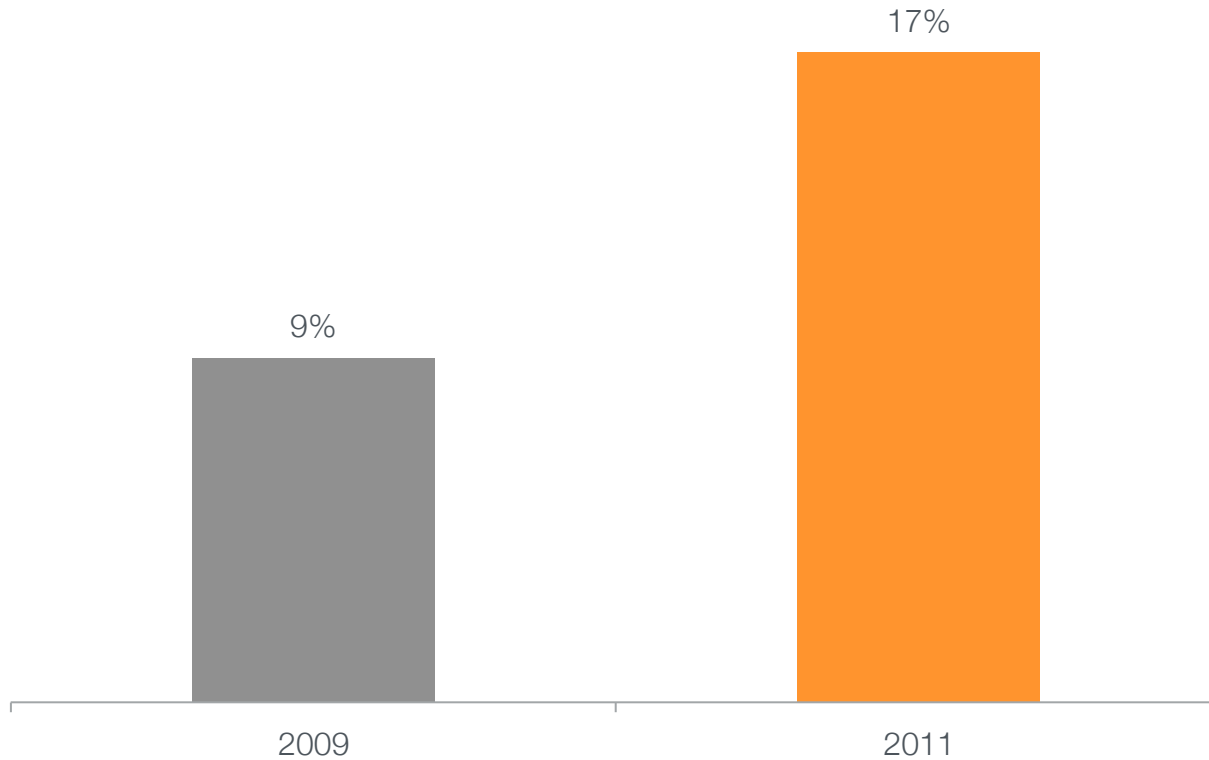
SOURCE: MARKETINGSHERPA, OCTOBER 2010

More than half of marketers **increased** their inbound marketing budget in 2011.



The average budget spent on company blogs & social media has nearly **doubled in two years.**

"THE PORTION OF MY MARKETING BUDGET ALLOCATED TO SOCIAL MEDIA & OUR COMPANY BLOG IS..."



FACT:

Inbound marketing is a lot more cost-effective than traditional, outbound marketing.



Inbound marketing costs **62% less**
per lead than traditional, outbound marketing.

OUTBOUND:
AVG COST/LEAD: \$373

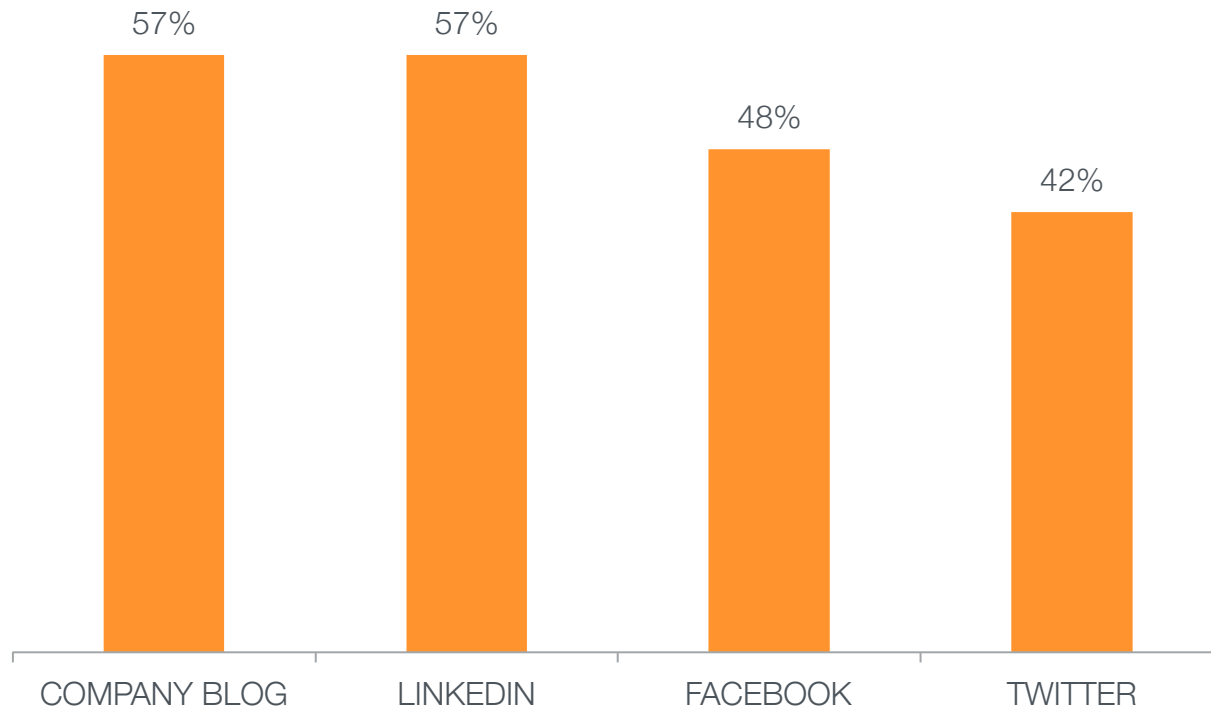


INBOUND:
AVG COST/LEAD: \$143

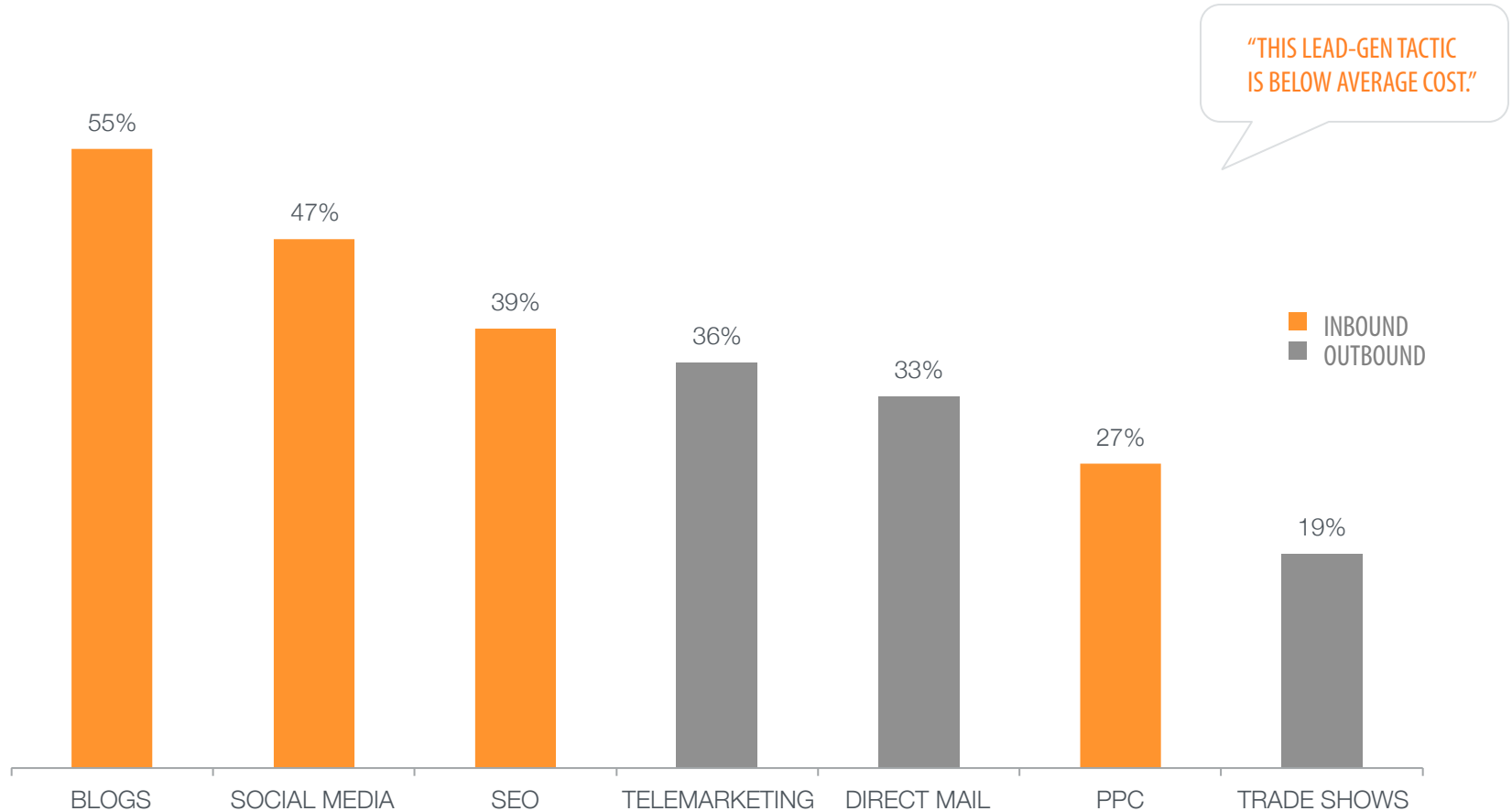


Inbound marketing tactics don't just generate leads. They generate **revenue**.

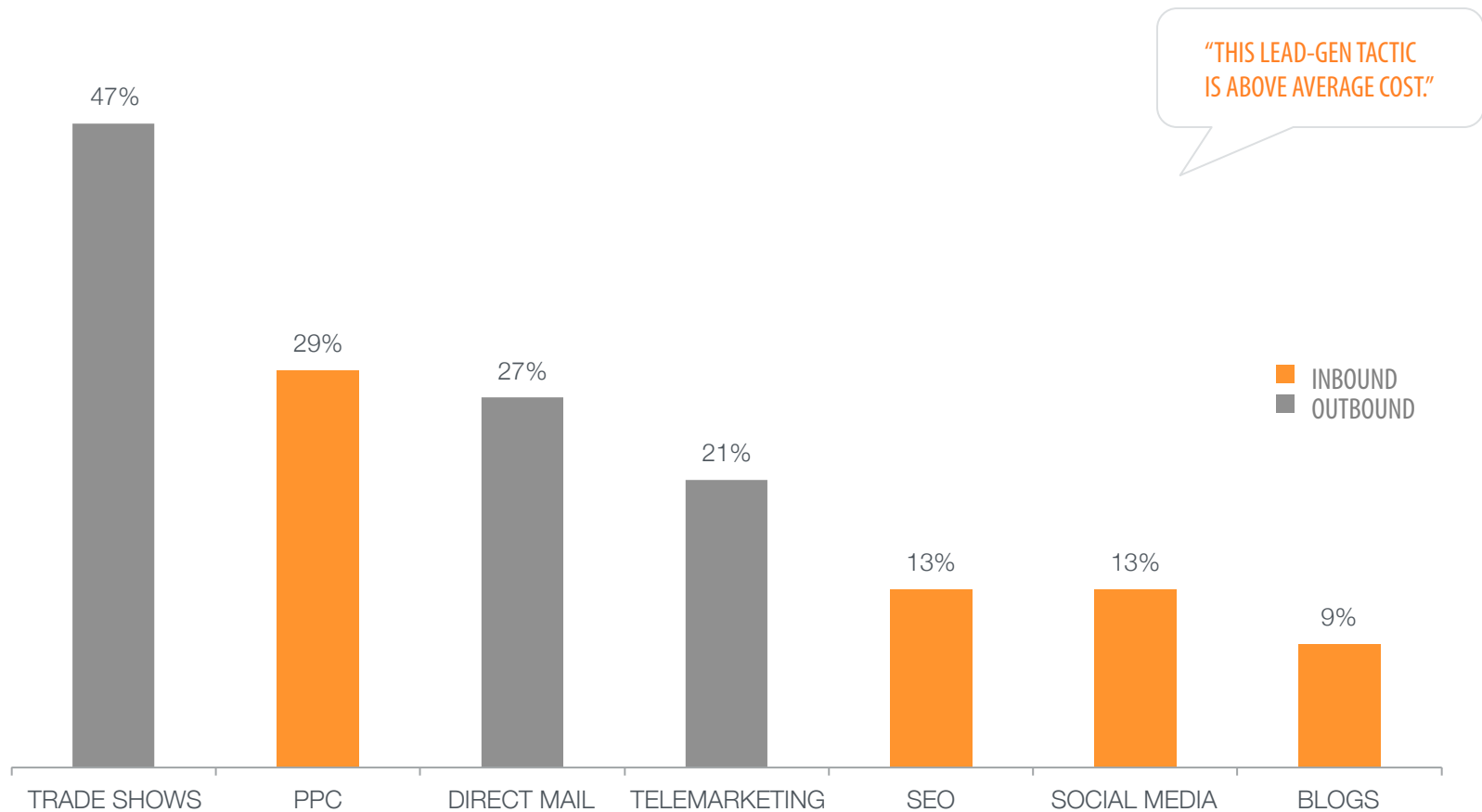
"OUR COMPANY HAS ACQUIRED A CUSTOMER THROUGH THIS CHANNEL."



3 out of 4 inbound marketing channels **cost less** than any outbound channel.



Outbound marketing costs more.



THE BOTTOM LINE:

Go inbound or go home.



2

SEARCH
ENGINE
OPTIMIZATION



Many Americans begin their purchasing experience by doing online research to compare prices, quality, and the reviews of other shoppers.

Even if they end up making their purchase in a store, they start their fact-finding and decision-making on the internet.”

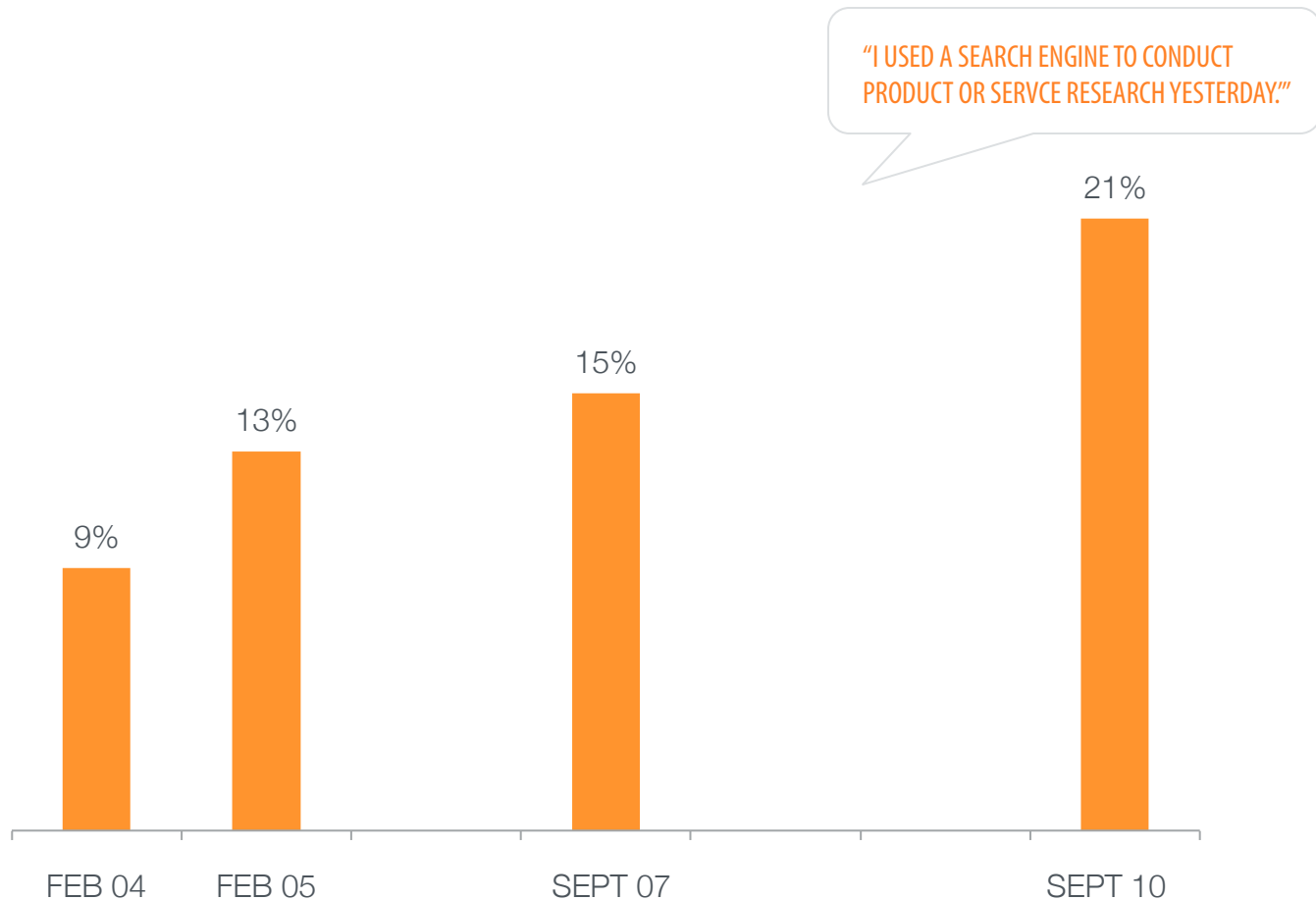
JIM JANSEN
SENIOR FELLOW
PEW RESEARCH CENTER'S INTERNET & AMERICAN LIFE PROJECT
SEPTEMBER 2010

FACT:

Google is the new
Yellow Pages.



More & more of our pre-shopping research starts on search engines.



Worldwide, we conduct 88,000,000,000 searches per month on Google.

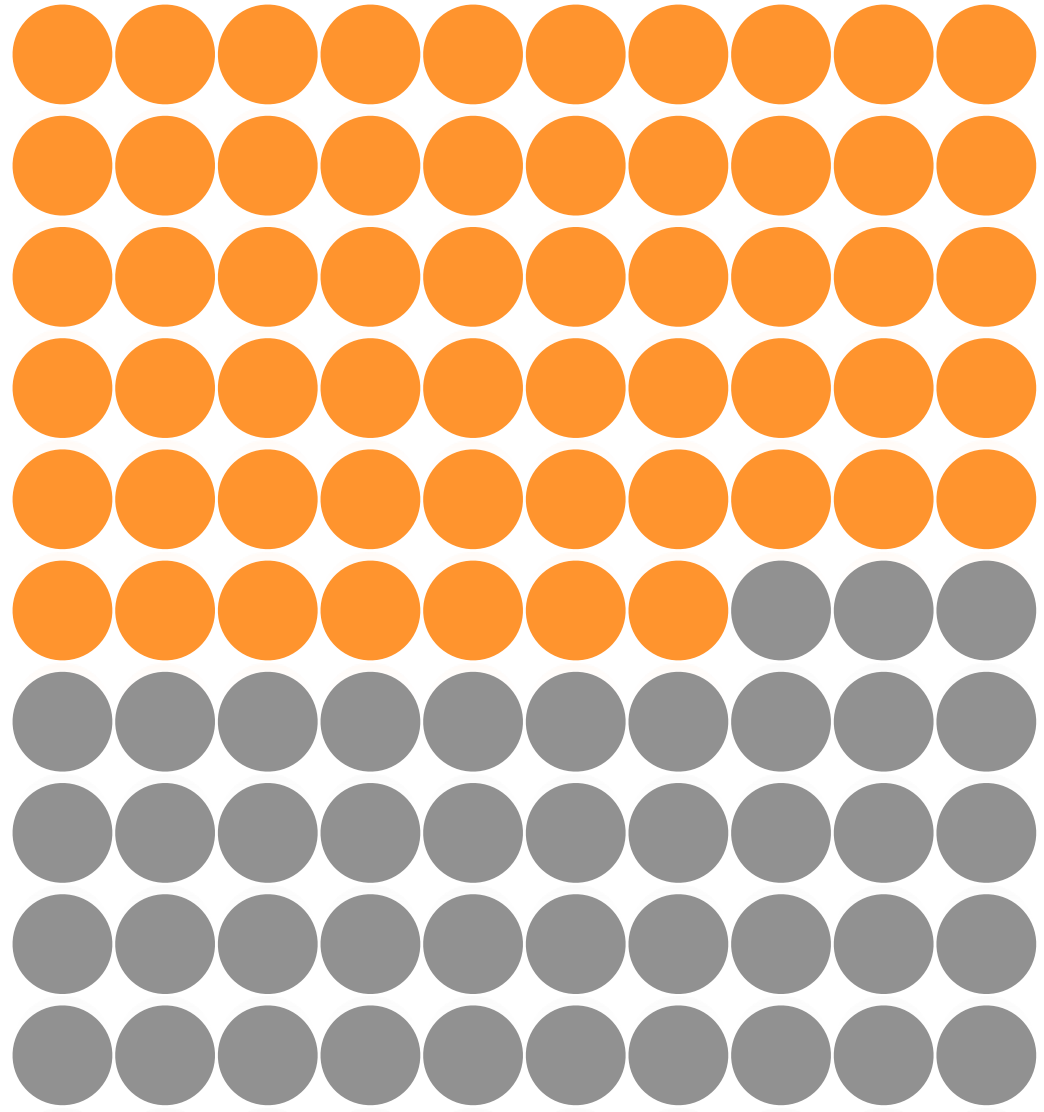
PER SECOND 34,000

PER MINUTE 2,000,000

PER HOUR 121,000,000

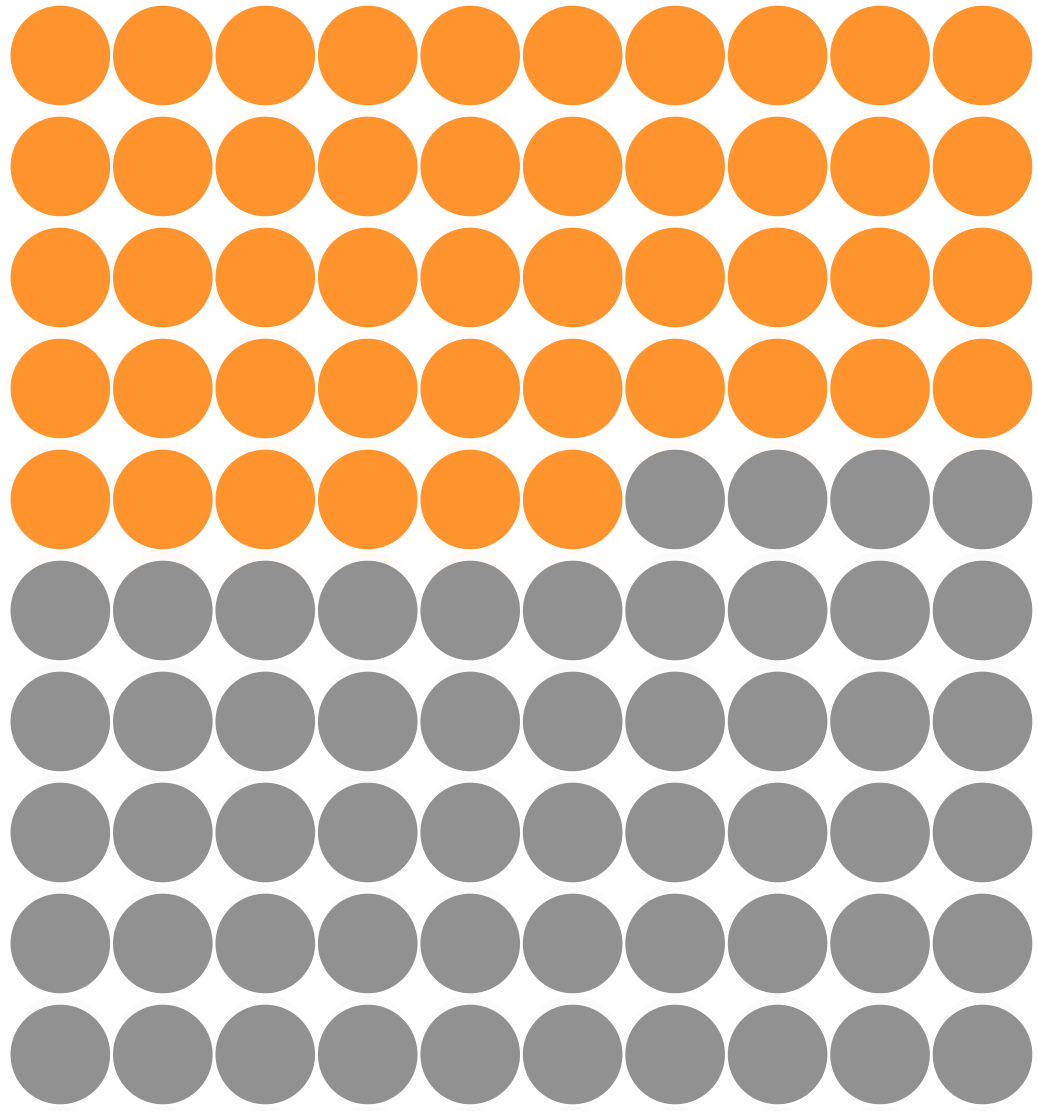
PER DAY 3,000,000,000

57%
of
Internet
users
search
the web
**every
day.**



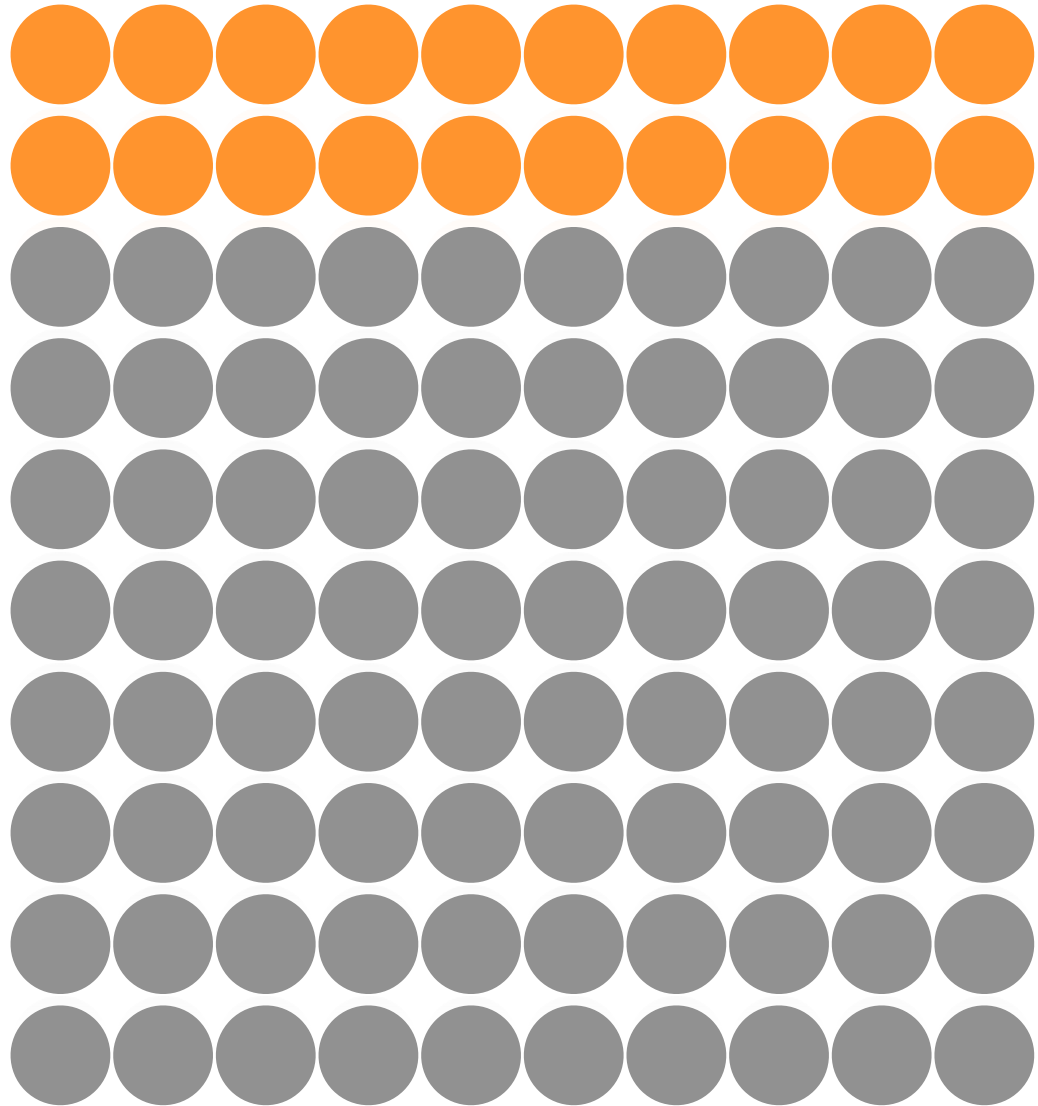
SOURCE: MARKETSHARE.HITSLINK.COM, OCTOBER 2010

46%
of daily
searches
are for
info on
**products
or
services.**



SOURCE: SRI, OCTOBER 2010

20%
of monthly
Google
searches
are
for
**local
businesses.**



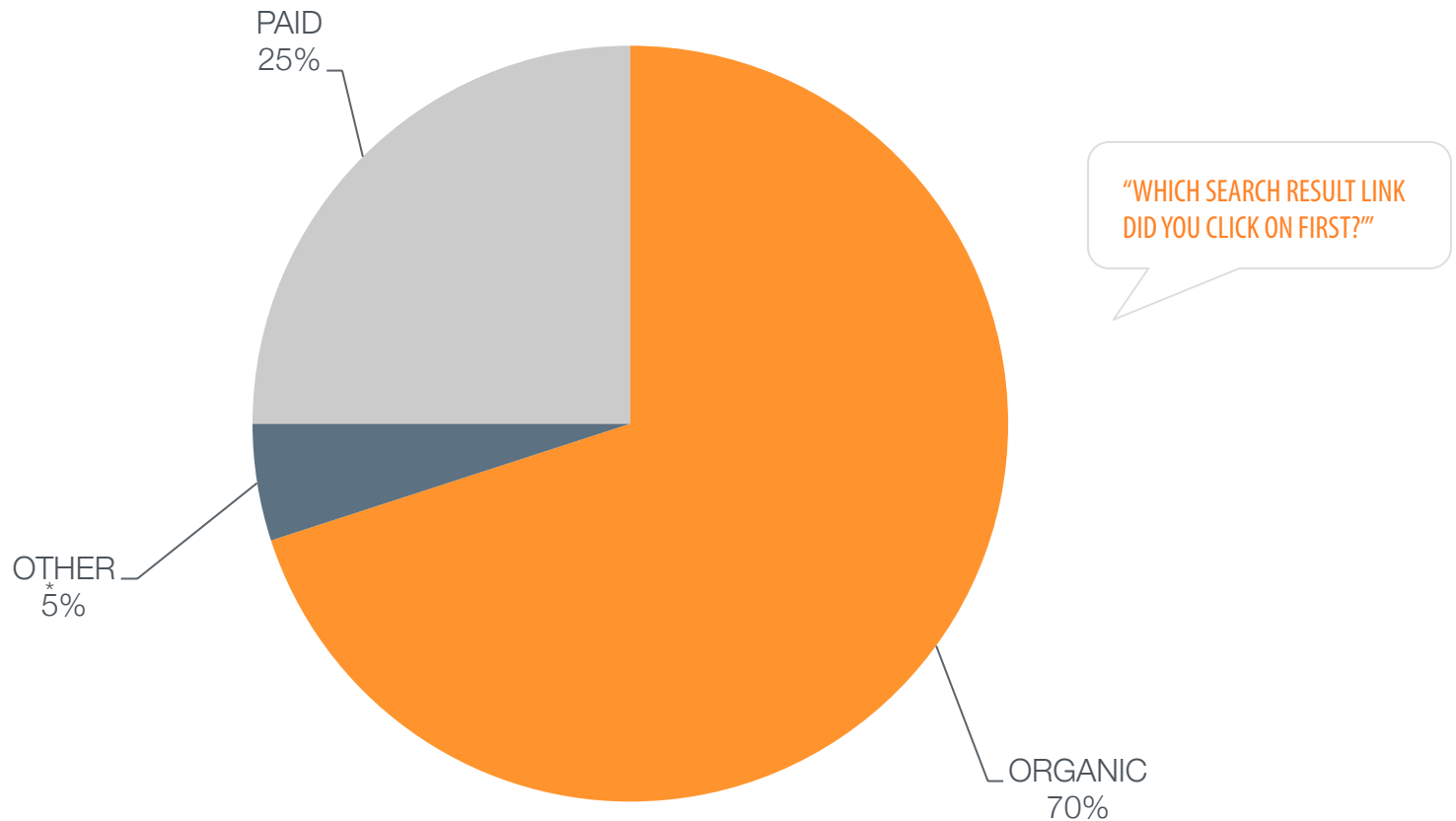
SOURCE: GOOGLE, APRIL 2010

FACT:

Ranking high on search engines is no longer optional, it's critical.

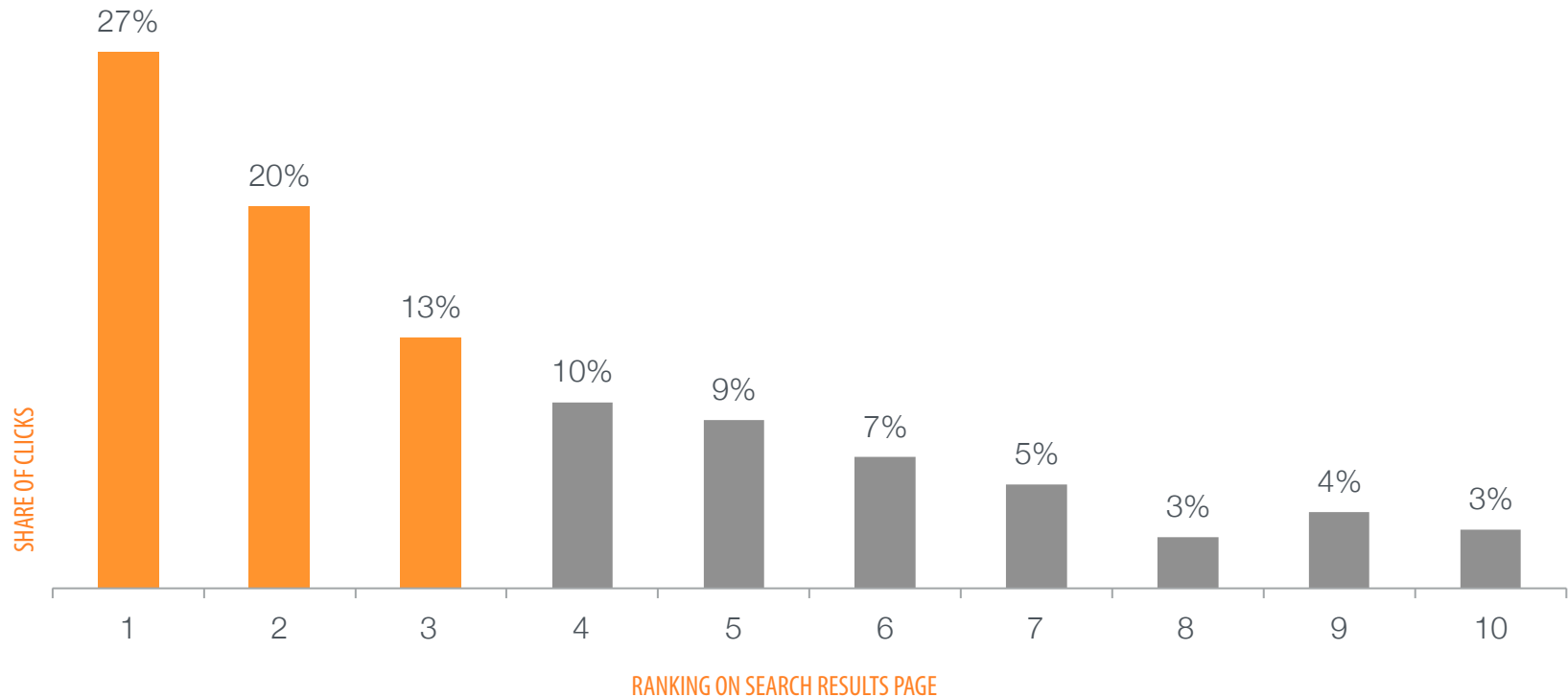


70% of the links search users click on are **organic**—not paid.



*INCLUDES NON-TRADITIONAL ORGANIC RESULTS, SUCH AS SHOPPING LINKS, LOCAL RESULTS, NEWS, ETC.

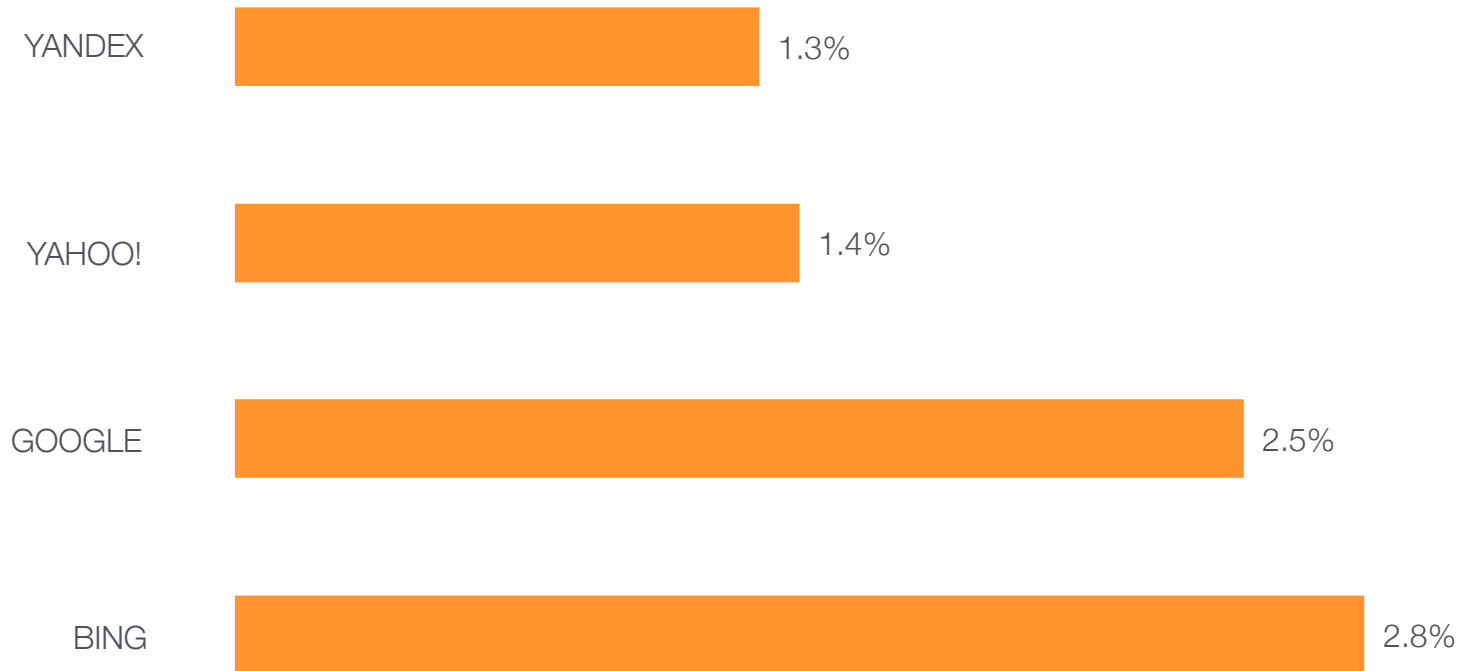
60% of all organic clicks go to the **top three** organic search results.



75%
of users never
scroll past the
first page of
search results.

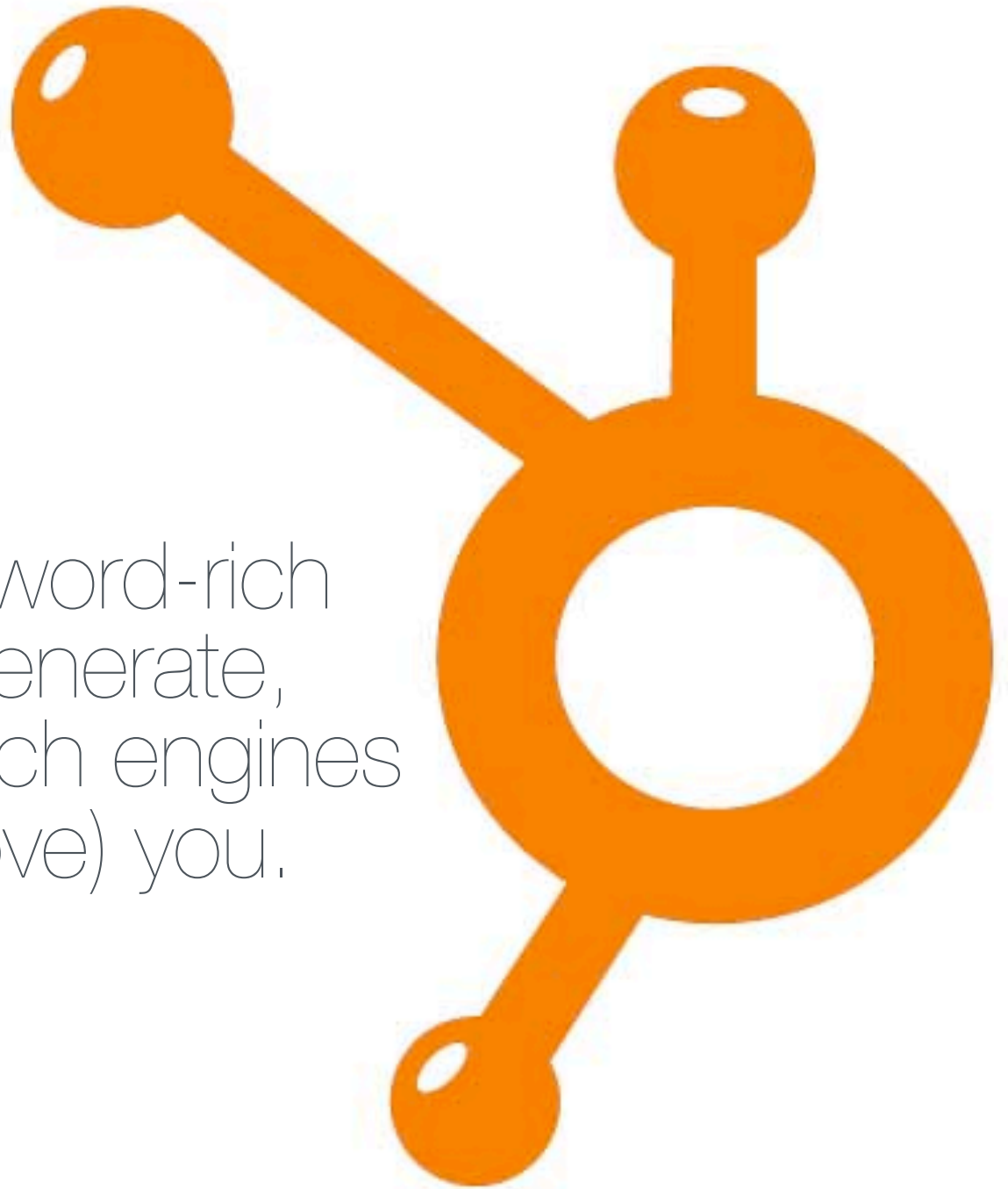


The average click-through rate for paid search in 2010 (worldwide) was 2%.

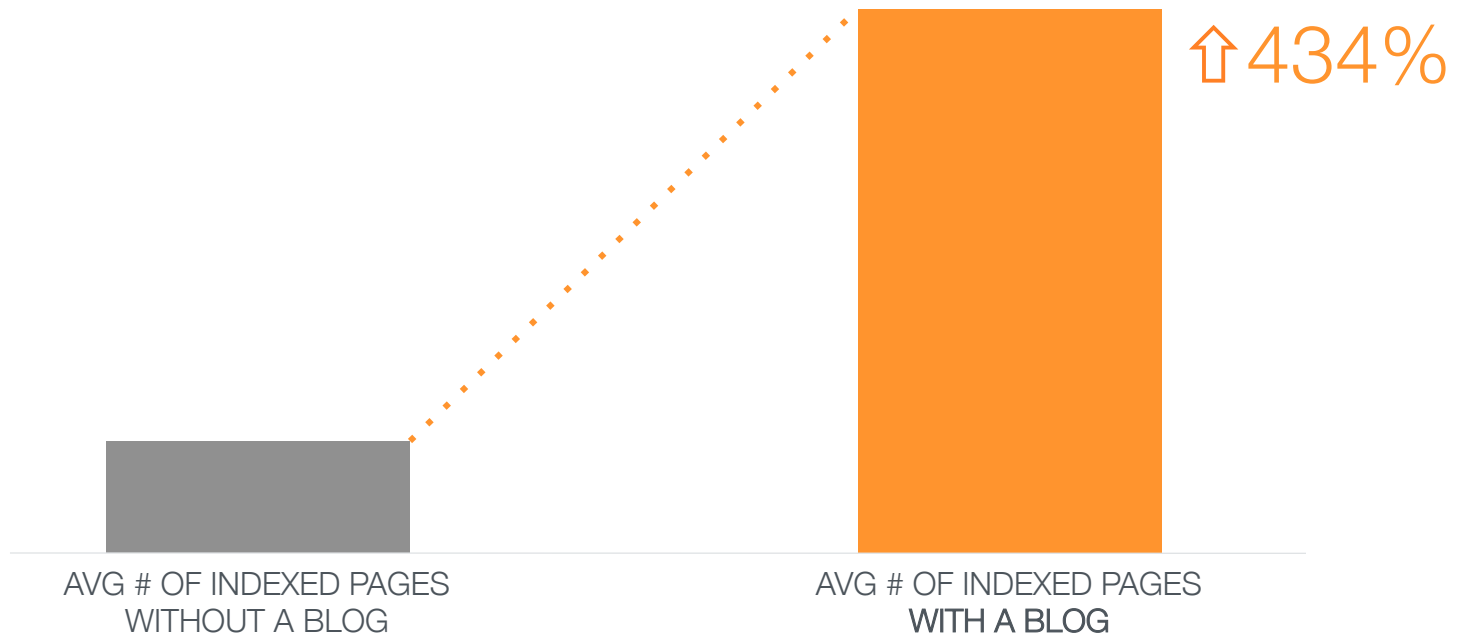


FACT:

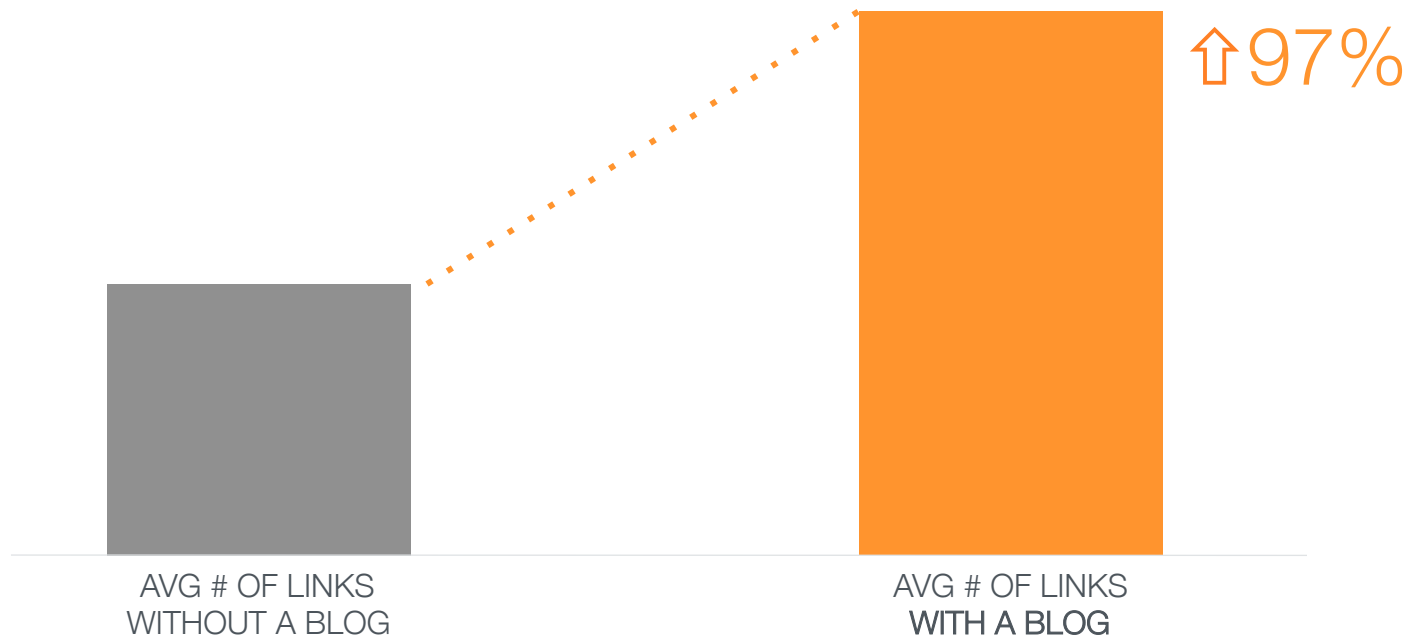
The more keyword-rich content you generate, the more search engines will find (and love) you.



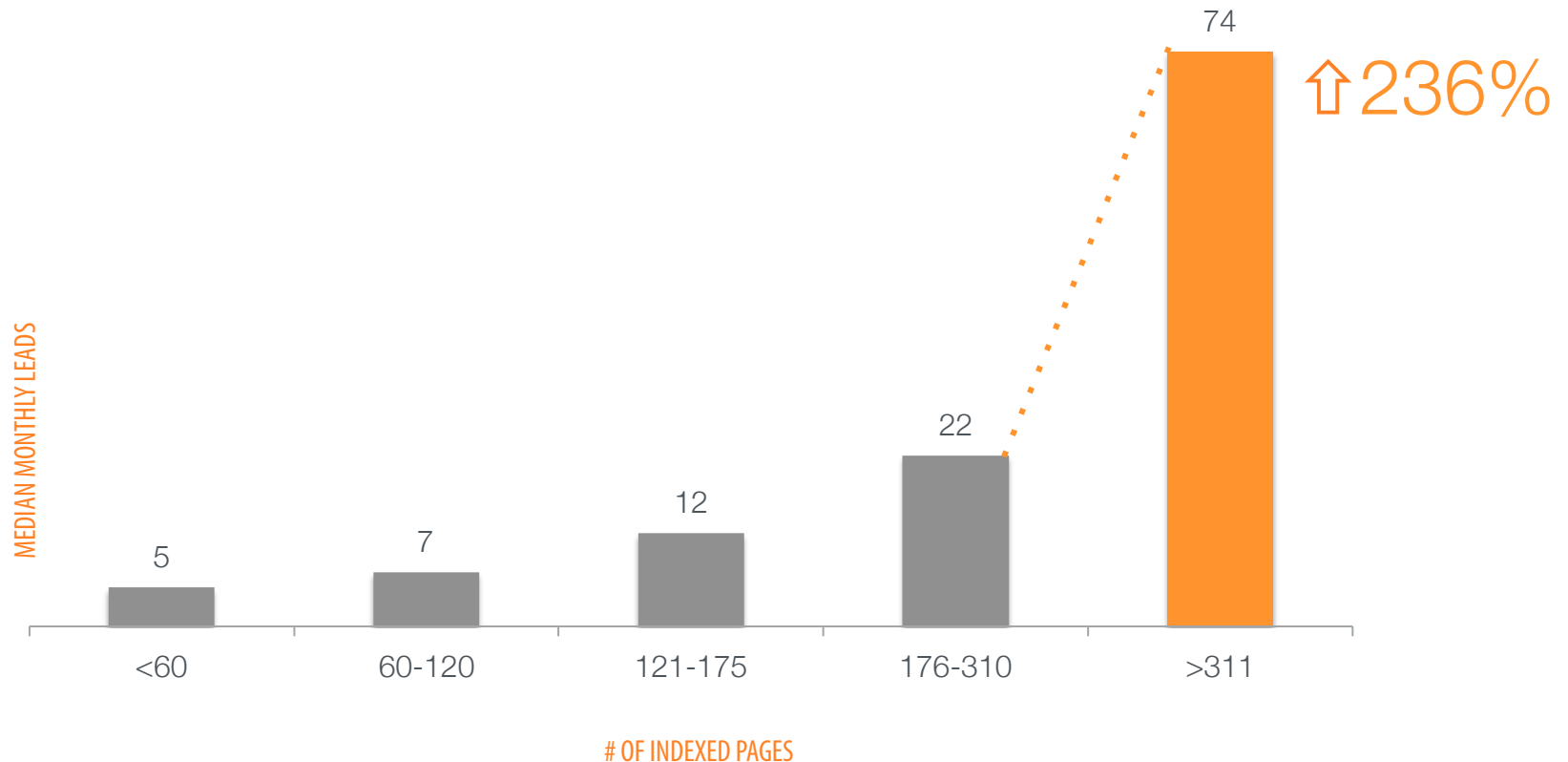
Companies that blog
have **434% more**
indexed pages.



Companies that blog have
97% more inbound links.



Companies with more indexed web pages get **way more leads.**



THE BOTTOM LINE:

If Google can't find you,
neither will anyone else.



3 SOCIAL
MEDIA



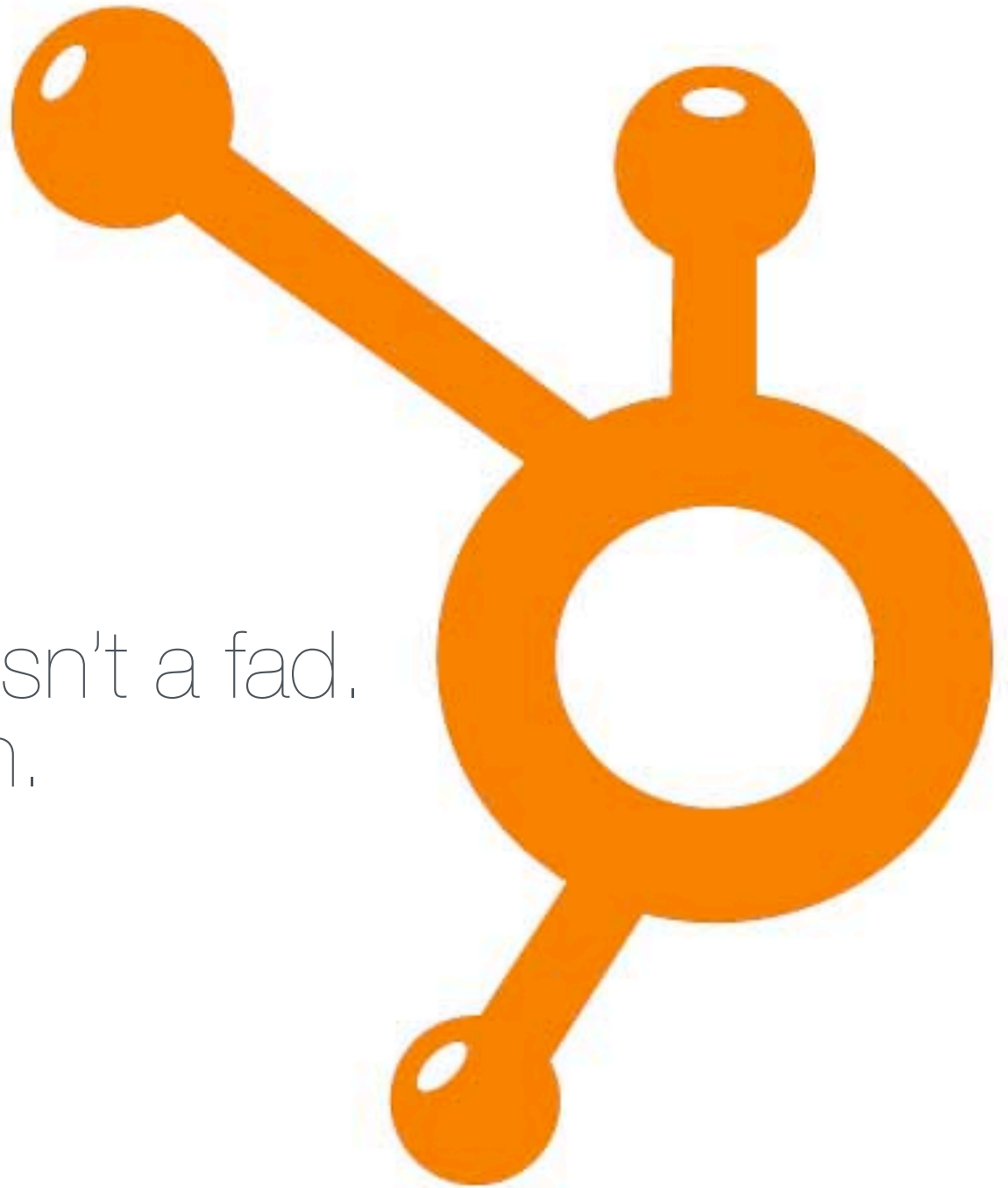
While social media is not the silver bullet that some pundits claim it to be, it is an extremely important & relatively low cost touch point that has a direct impact on sales & positive word of mouth.

Companies not actively engaging are missing a huge opportunity & are saying something to consumers —intentionally or unintentionally —about how willing they are to engage on consumers' terms.”

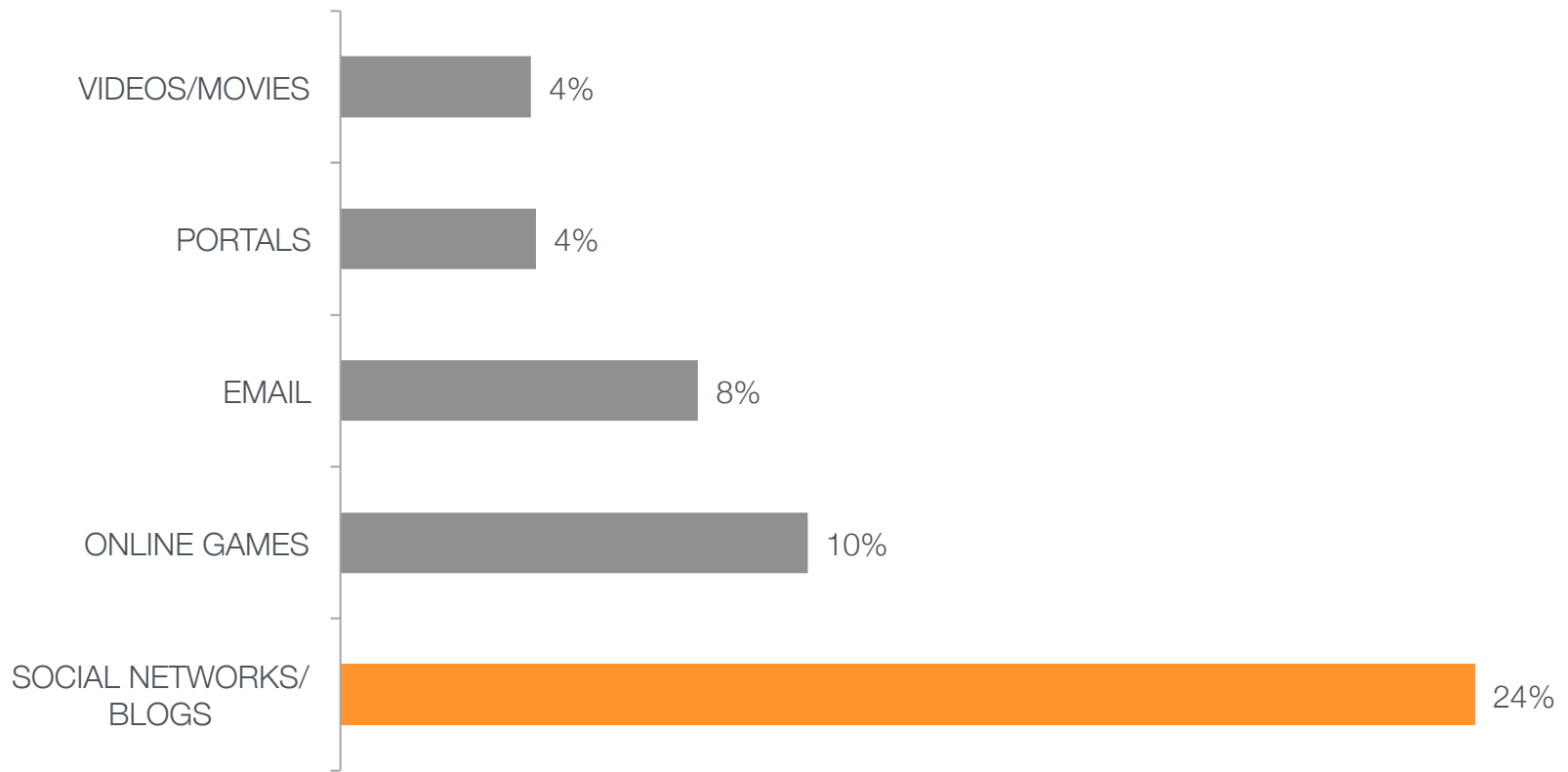
JOSH MENDELSON
VICE PRESIDENT
CHADWICK MARTIN BAILEY

FACT:

Social media isn't a fad.
It's a revolution.

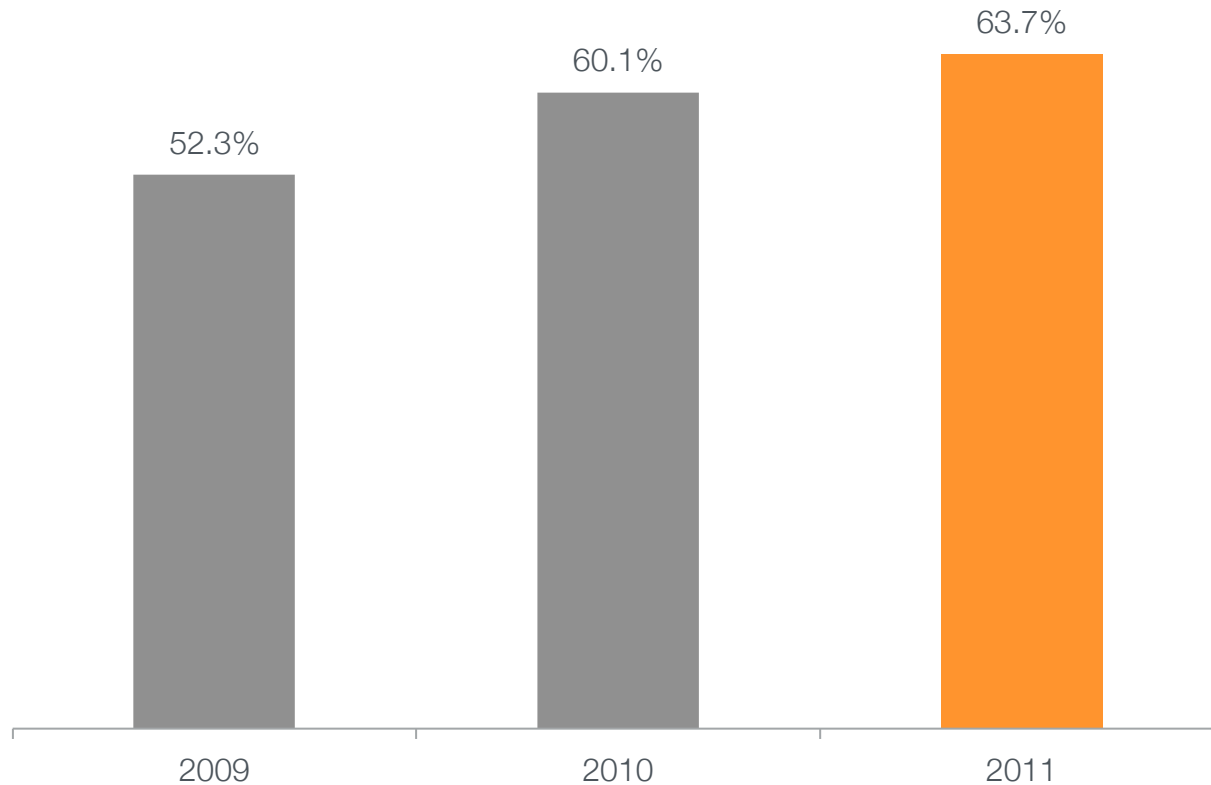


US Internet users spend **3x more** minutes on blogs & social networks than on email.



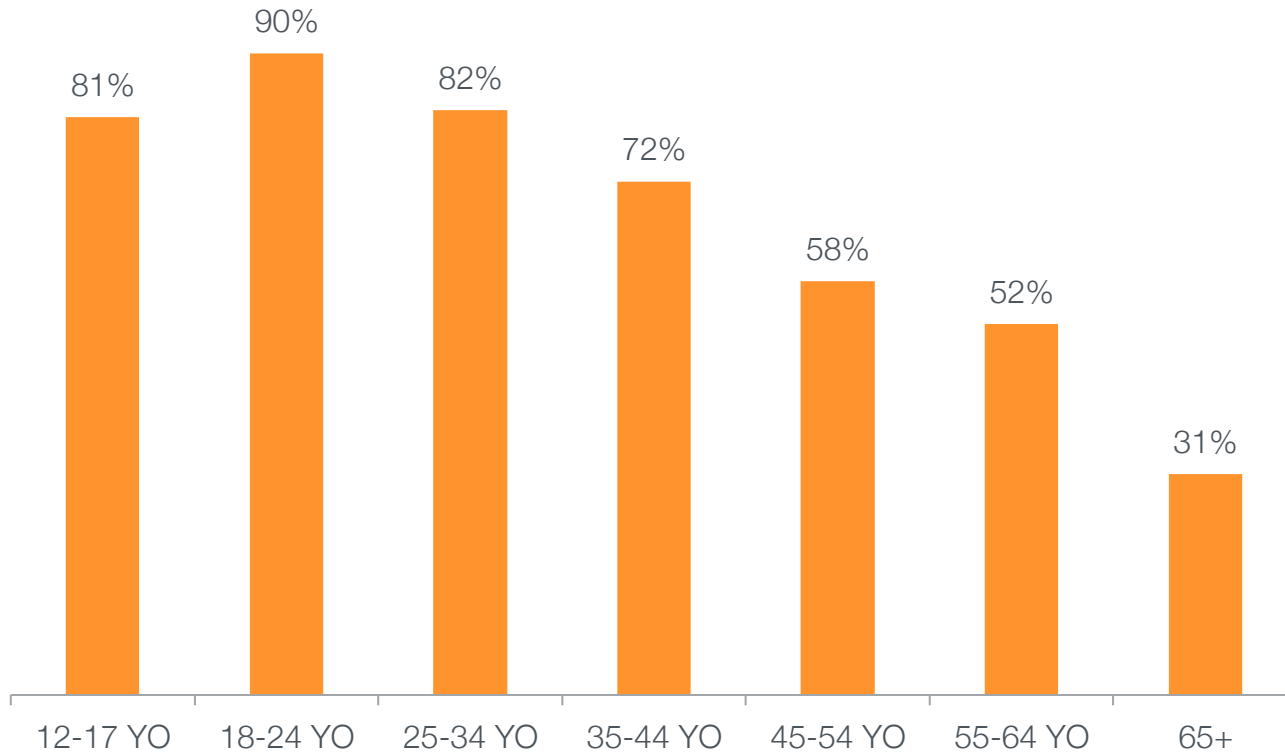
SOURCE: THE NIELSEN COMPANY, NOVEMBER 2010

Nearly 2/3 of US Internet users regularly use a social network.



SOURCE: EMARKETER, FEBRUARY 2011

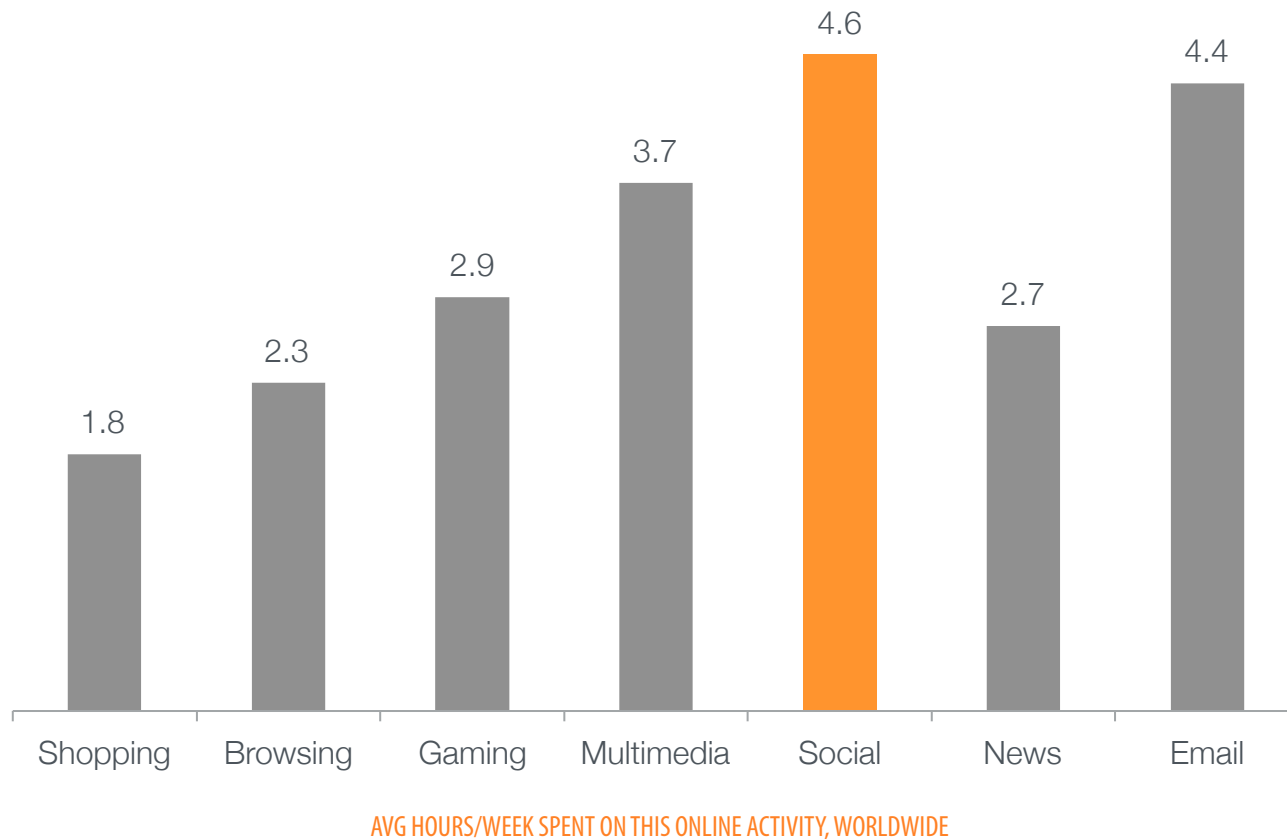
Regardless of age, we're social networking.



US SOCIAL NETWORK USER PENETRATION BY AGE

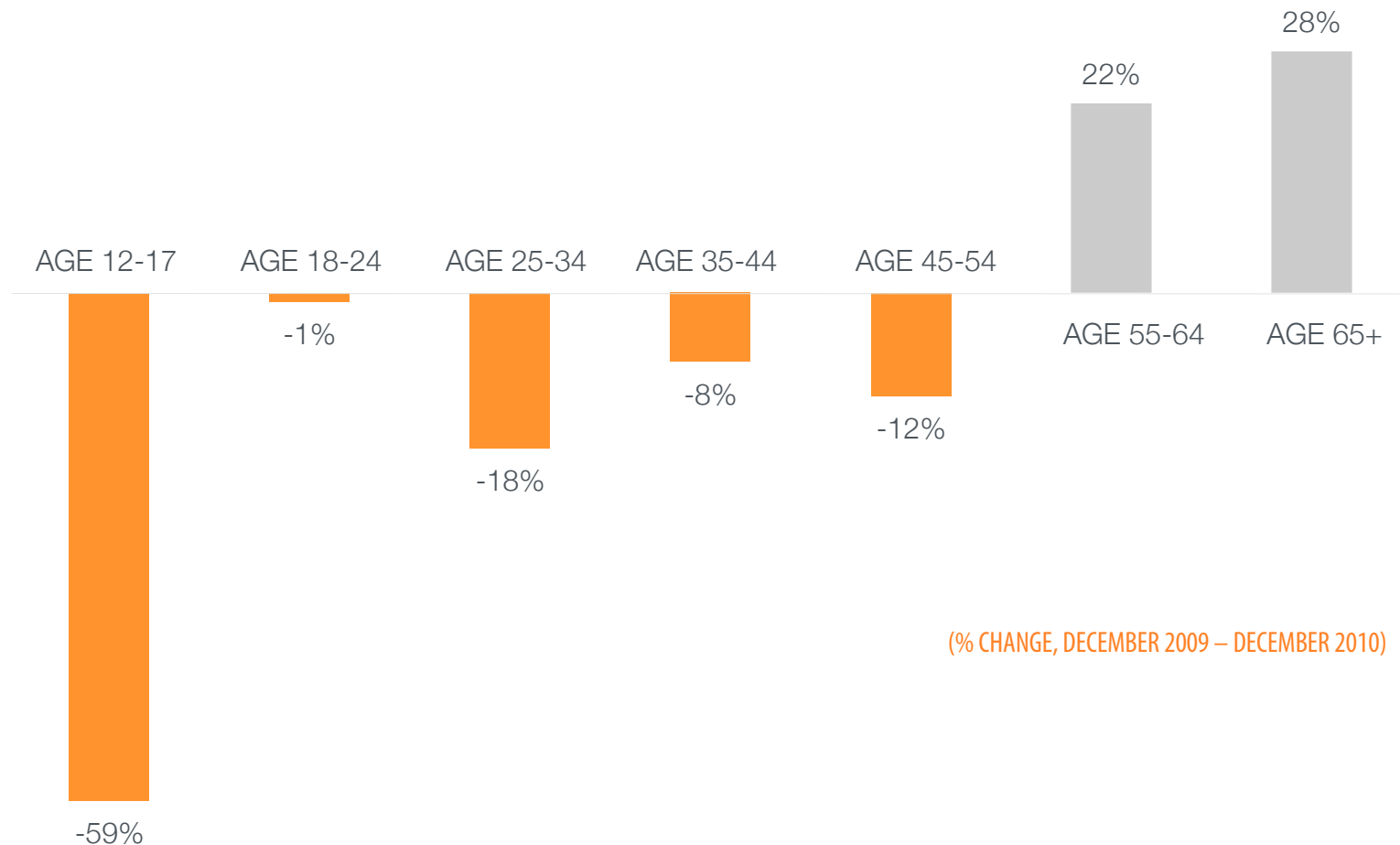
SOURCE: EMARKETER, FEBRUARY 2011

The world is becoming more & more social.



SOURCE: TNS, OCTOBER 2010

Thanks to the rise in social media,
web-based email usage is on the decline,
especially among younger generations.



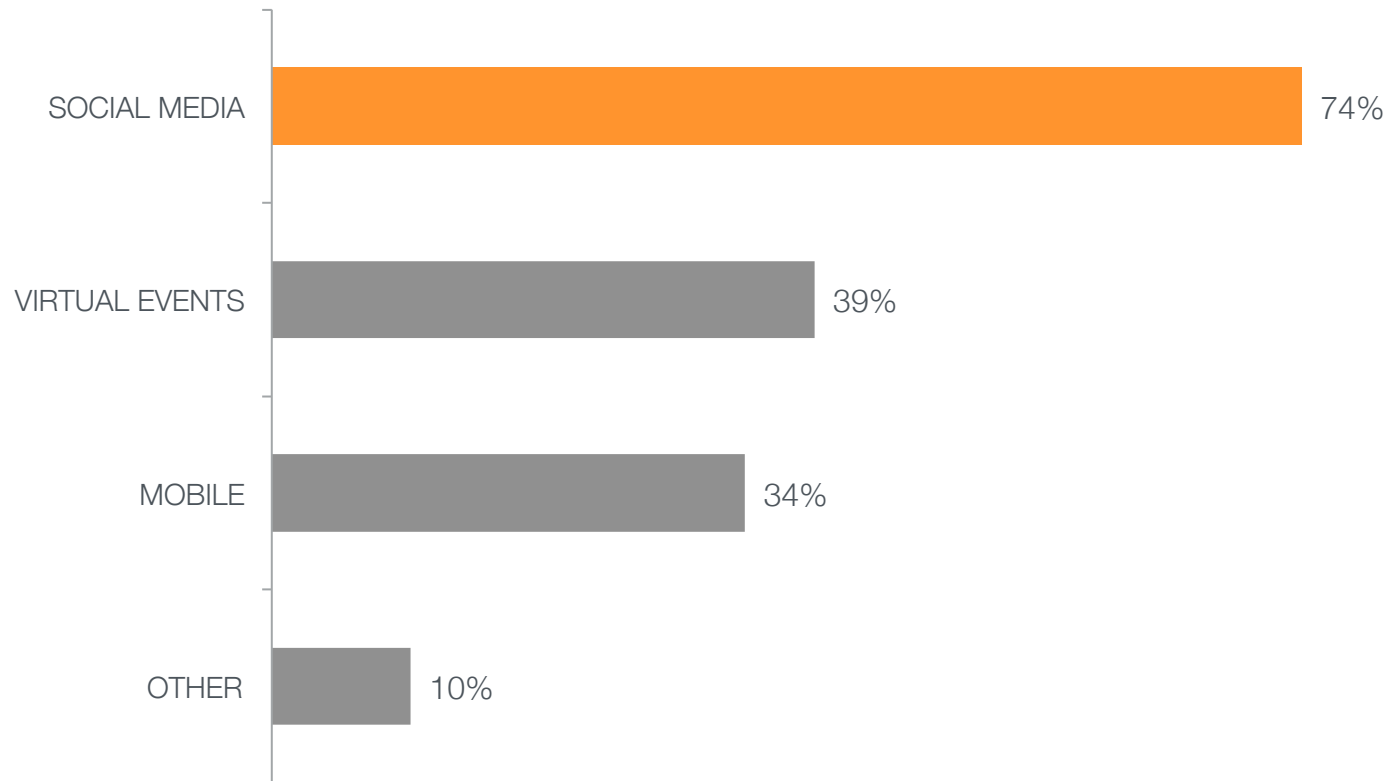
SOURCE: COMSCORE, DECEMBER 2010

FACT:

Social media has
real business value.

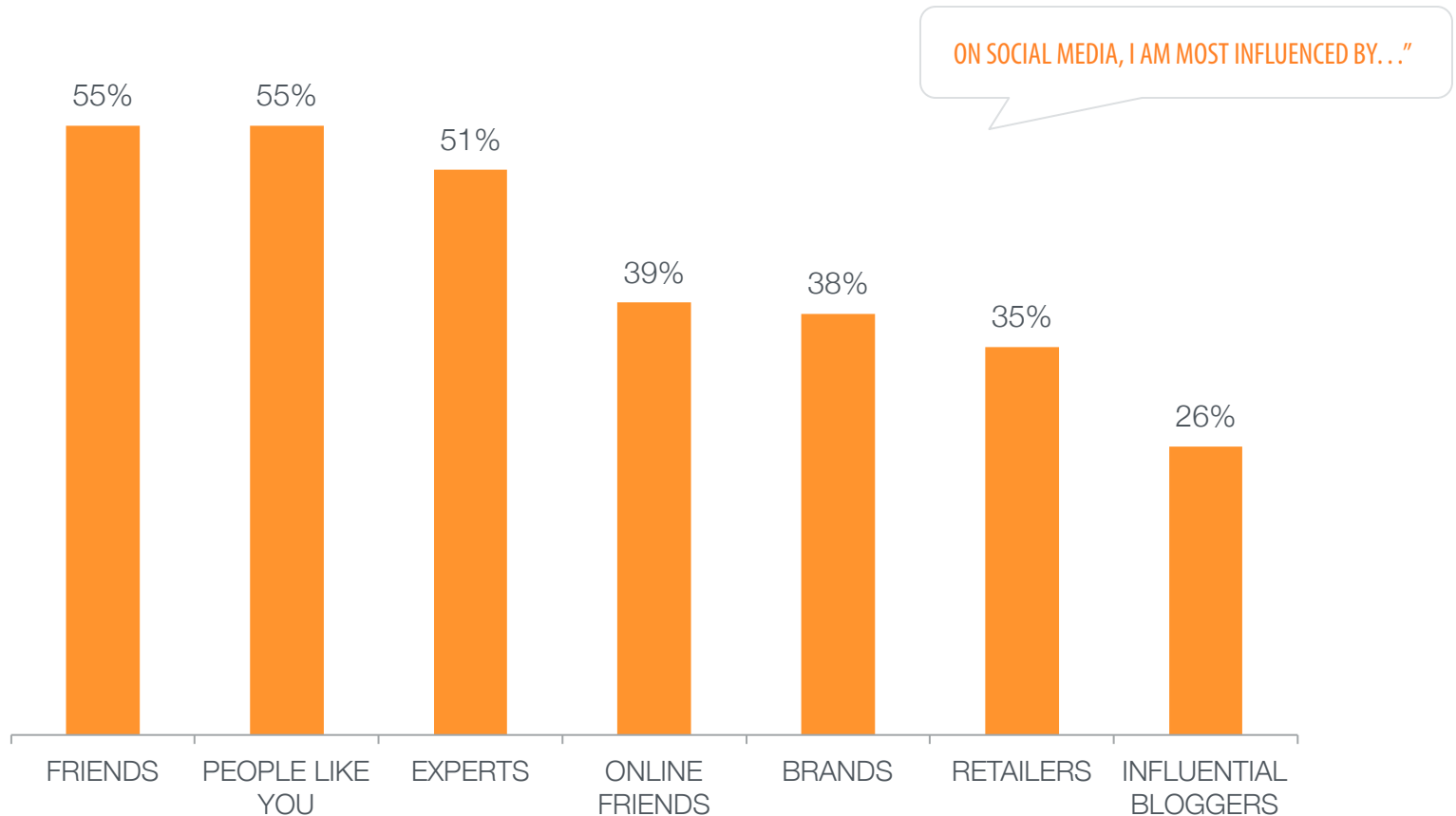


Social media was the leading “emerging channel” for lead gen in 2010.



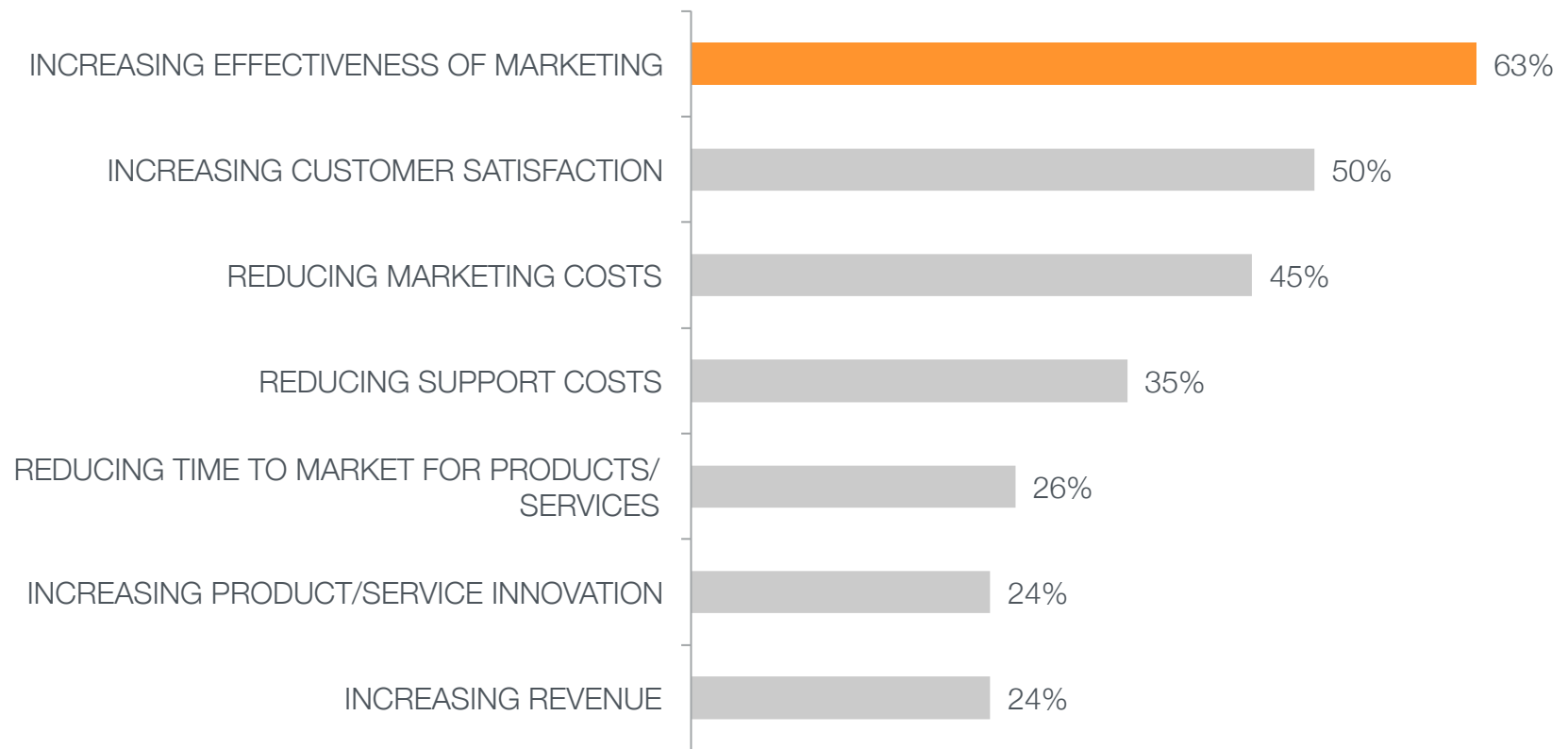
SOURCE: UNISFAIR, MAY 25, 2010

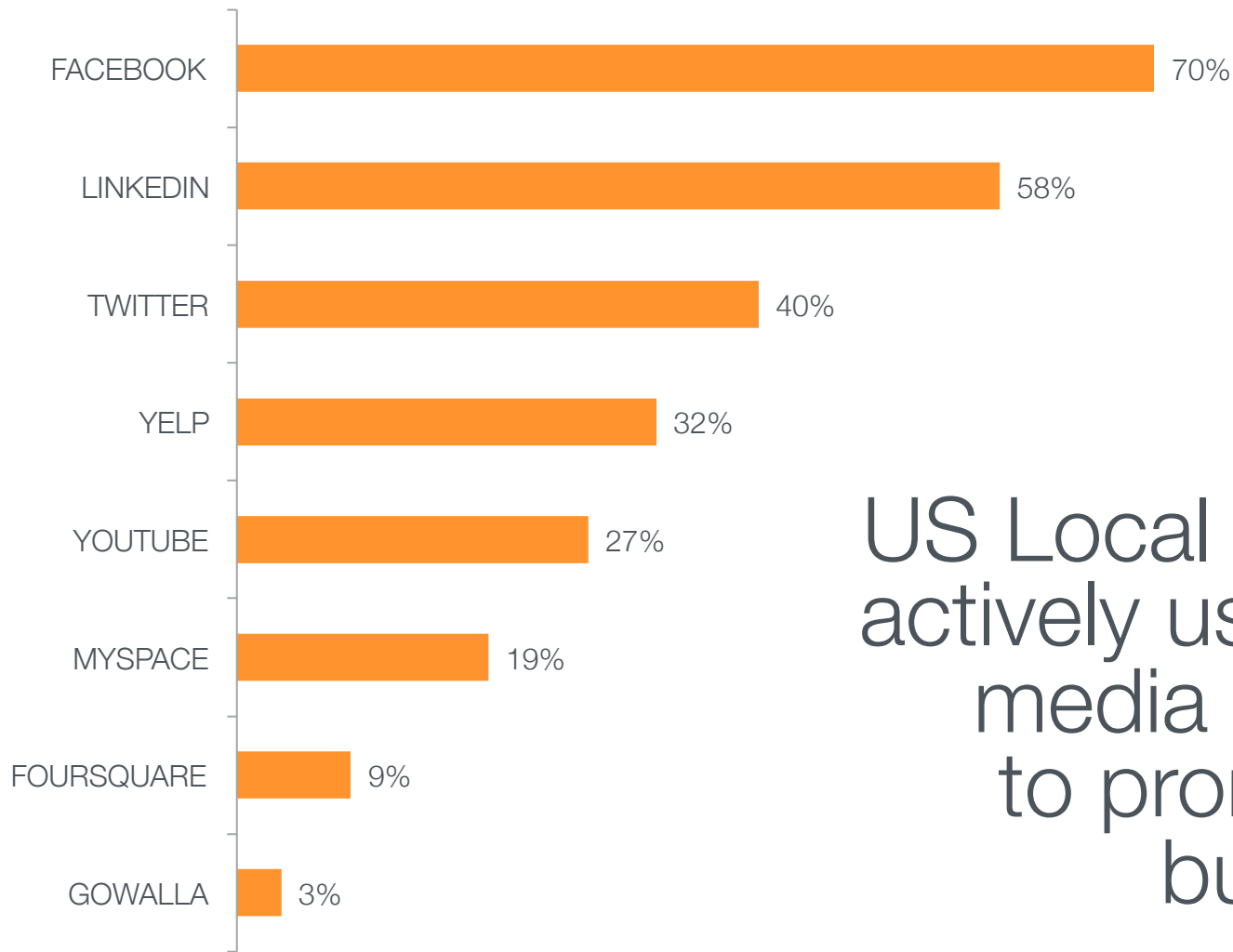
Social media conversations actively influence purchases.



SOURCE: EMARKETER, MAY 2010

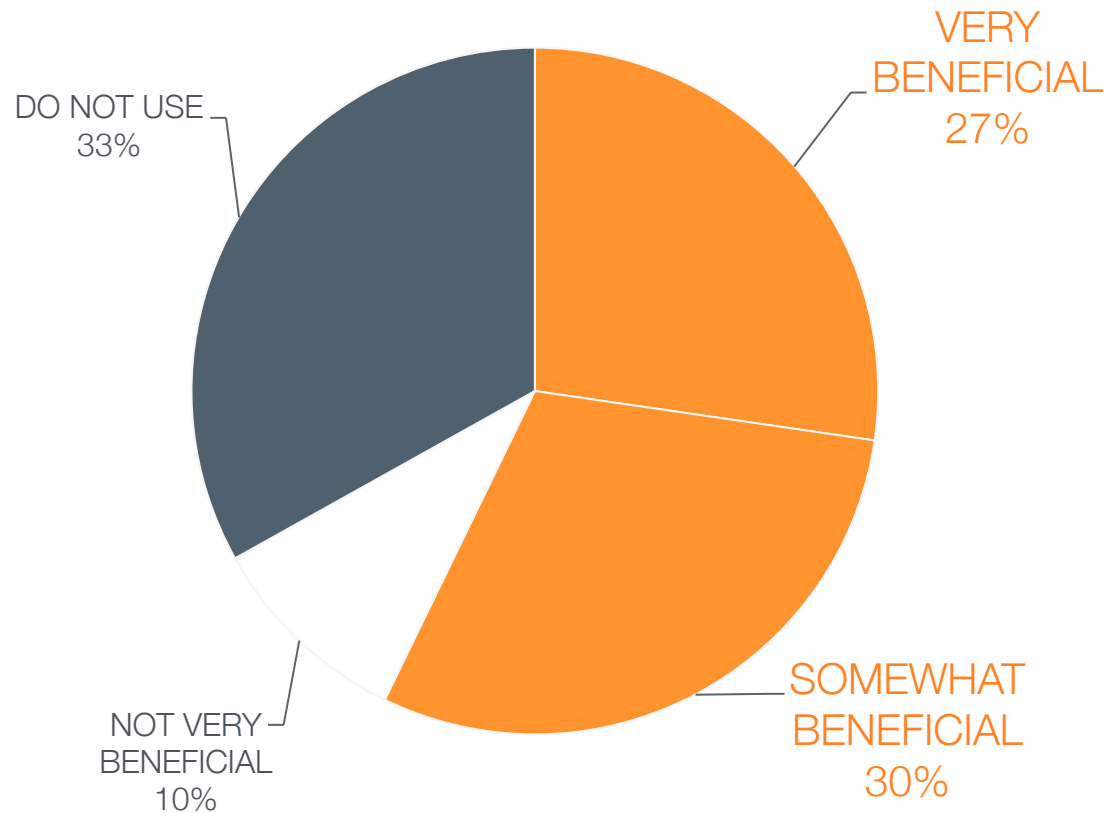
63% of companies using social media say it has **increased marketing effectiveness**—among other benefits.



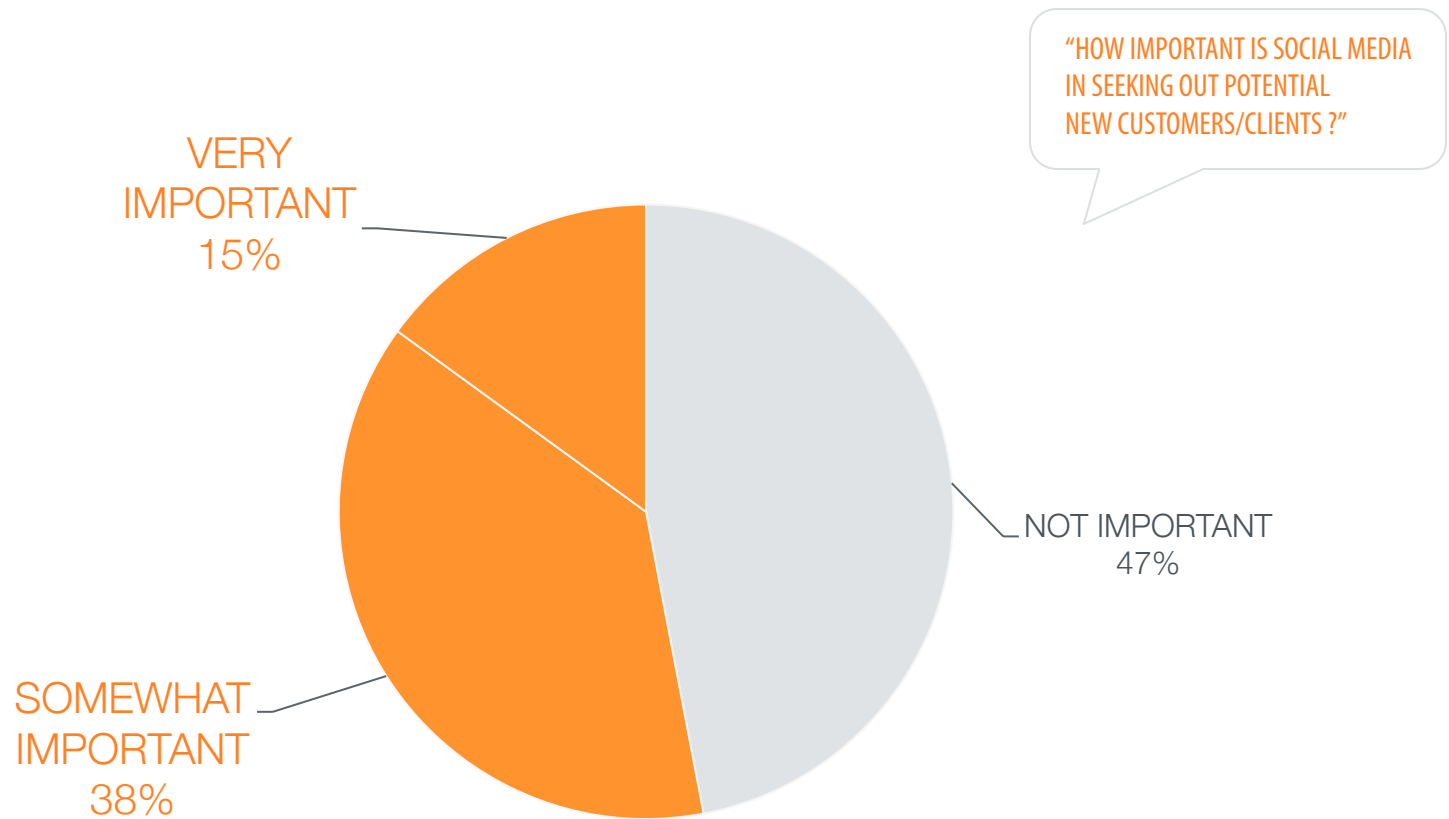


US Local SMBs are actively using social media marketing to promote their businesses.

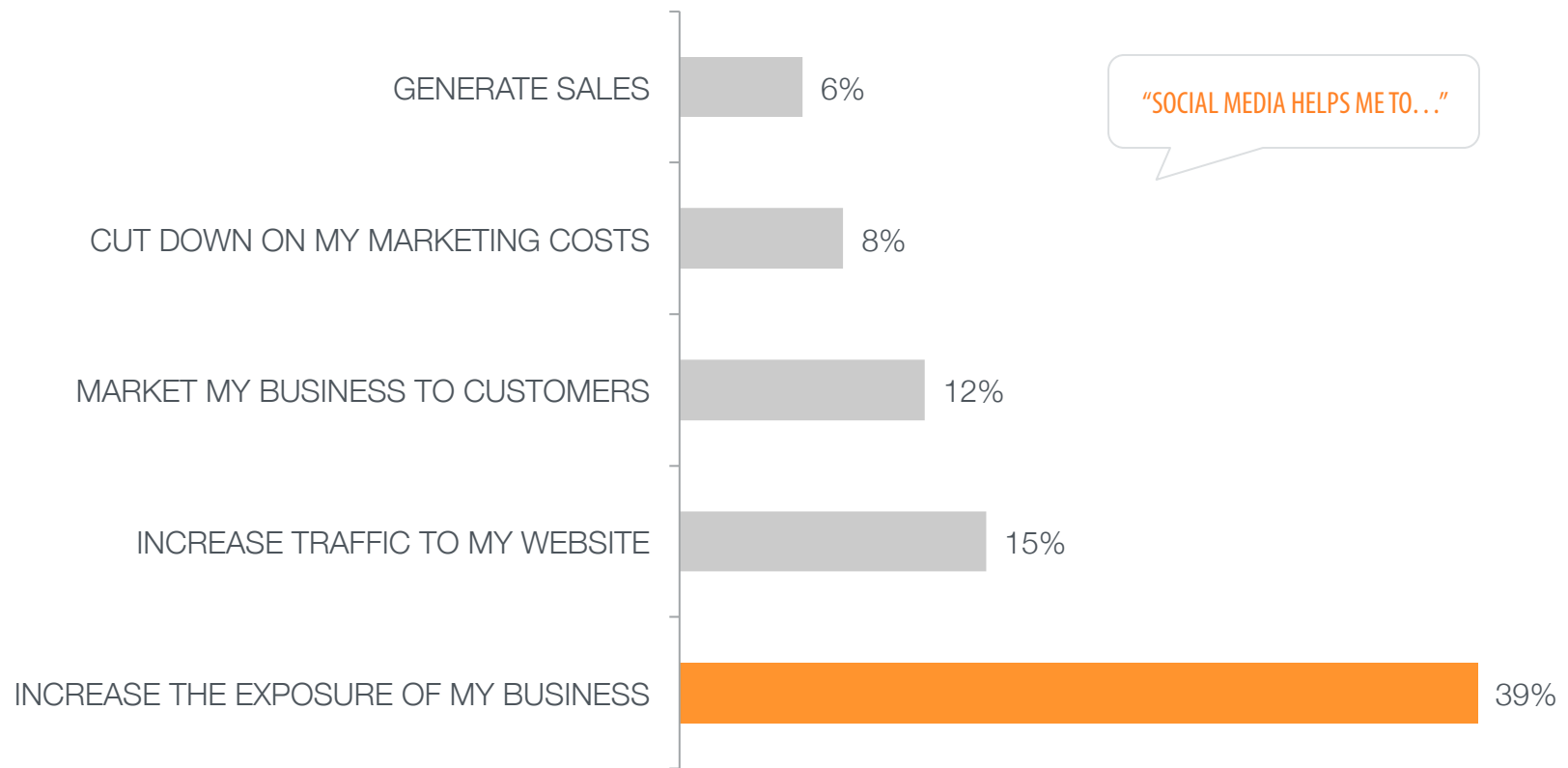
57% of SMBs say social media is beneficial to their business.



More than 1/2 of US SMBs say social media sites play an **important role in active sales.**

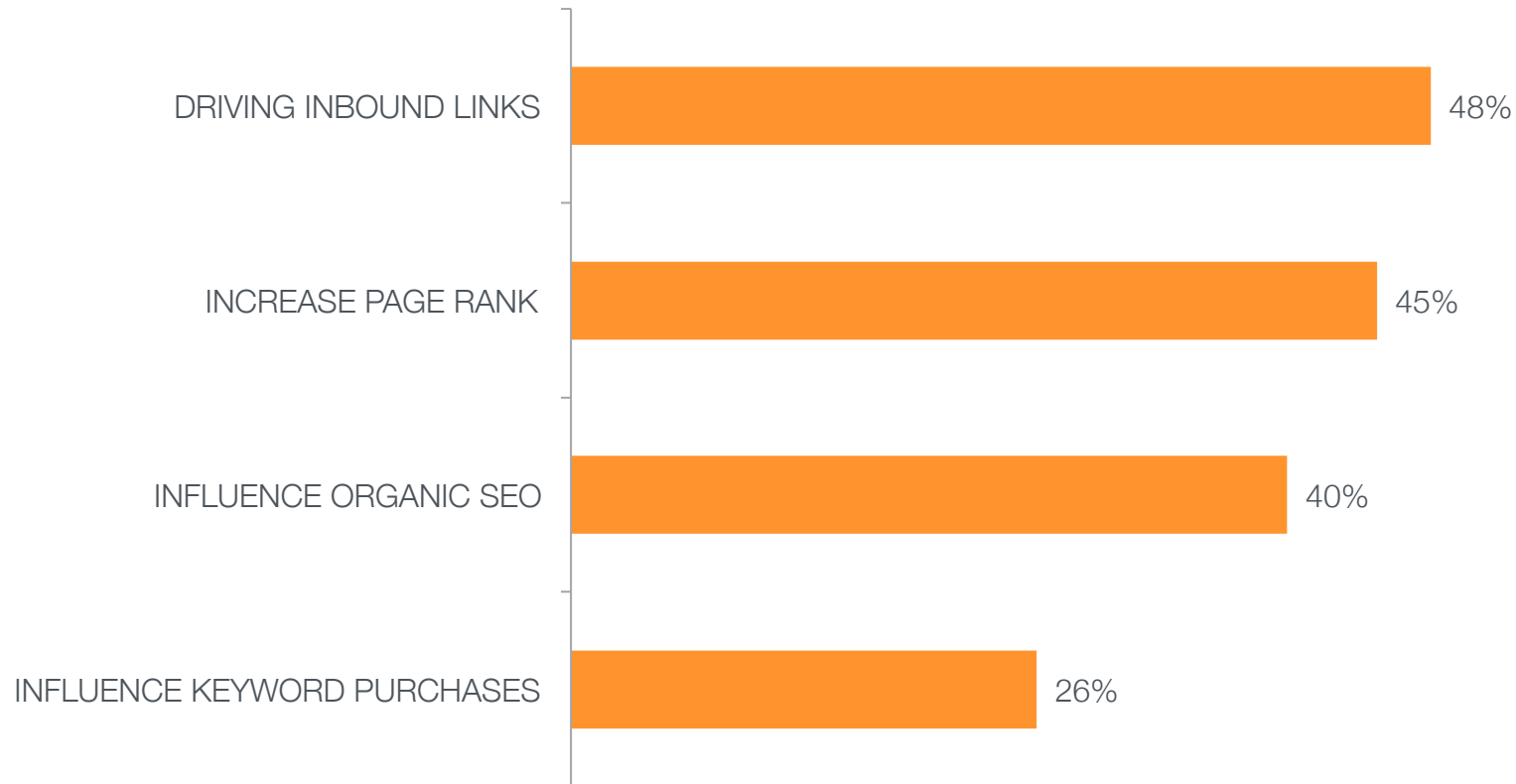


More than 1/3 of US SMBs say social media helps them **get found** online.



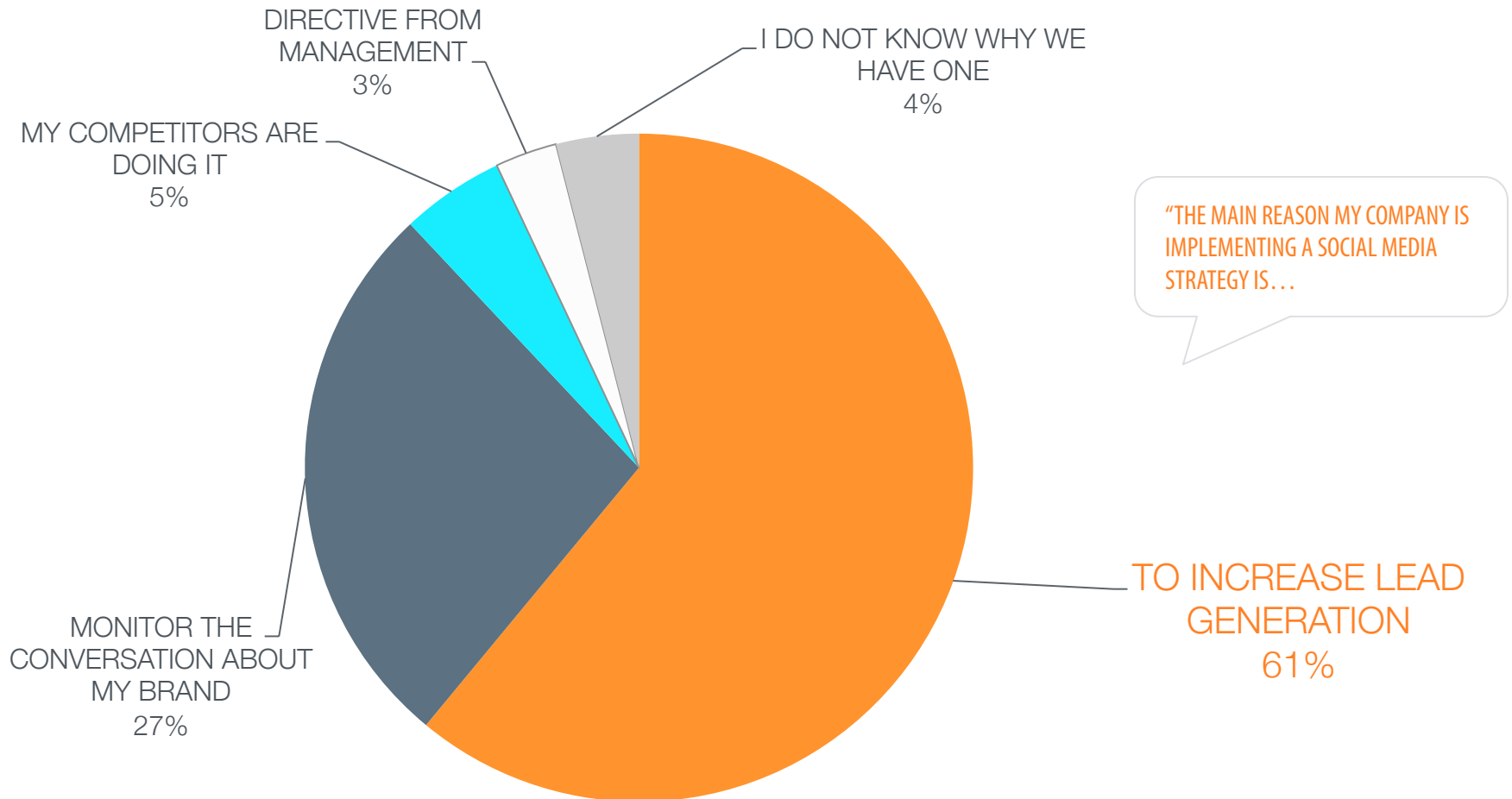
Social media helps B2B marketers **improve search results.**

"SOCIAL MEDIA IMPROVES MY SEARCH RESULTS VIA..."

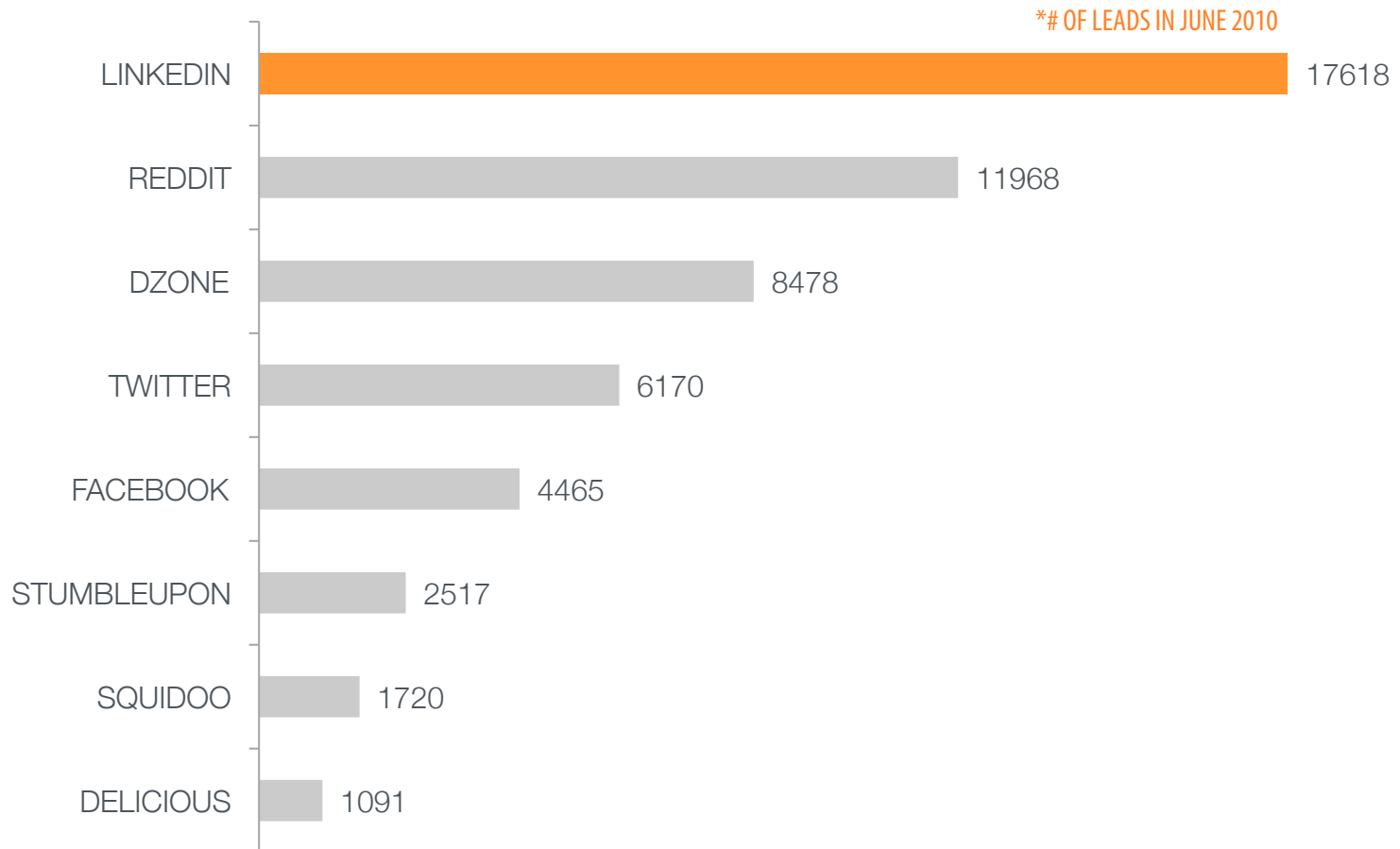


SOURCE: BTOB MAGAZINE, JULY 2010

61% of US marketers use social media to **increase lead-gen.**

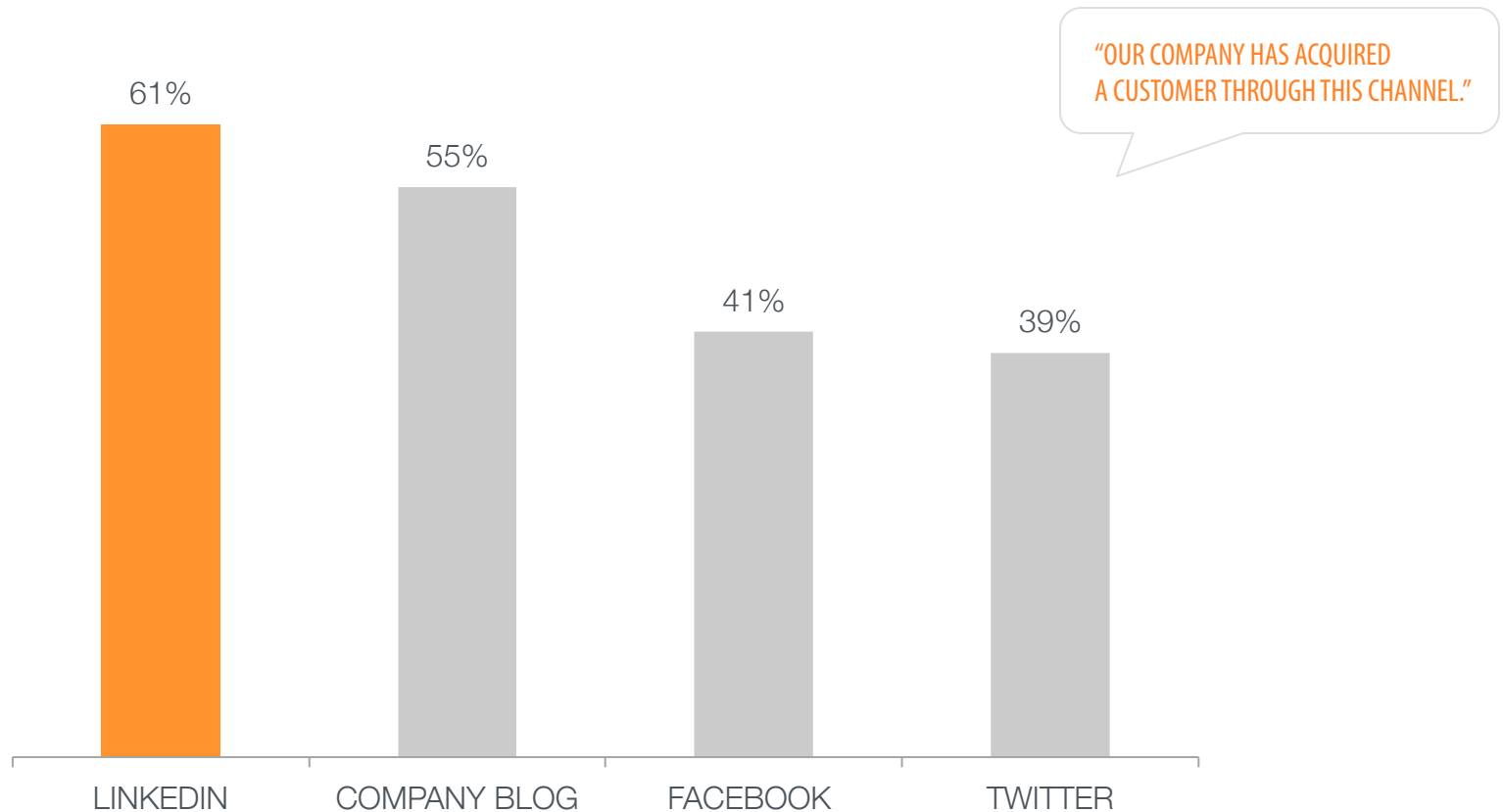


LinkedIn drives the most referrals to B2B sites.

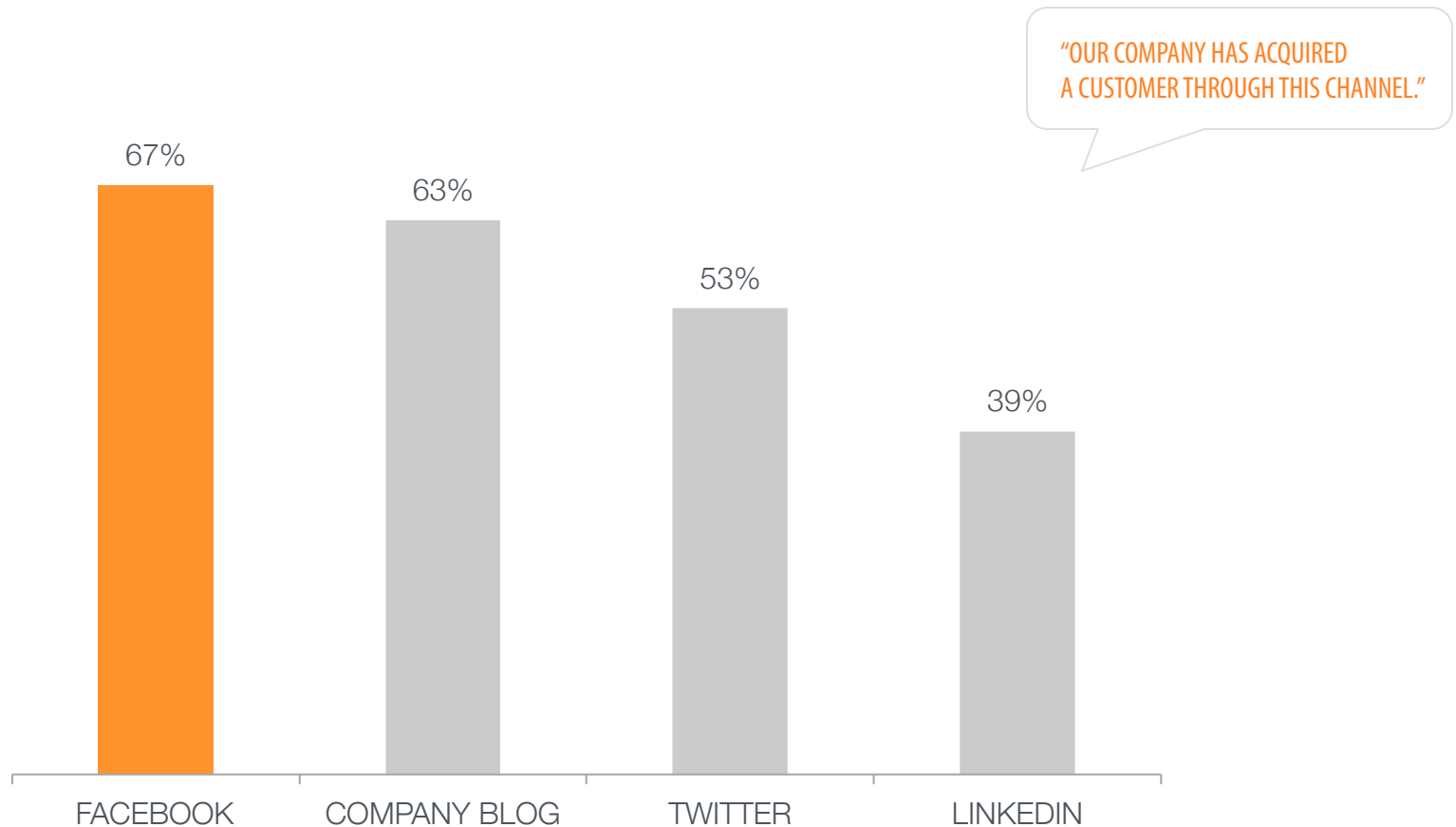


SOURCE: LEADFORCE1, JUNE 2010

LinkedIn generates the most conversions for B2Bs.



Facebook generates the most conversions for B2Cs.



THE BOTTOM LINE:

It's time to get social.



4 BLOGGING



The bottom line is that
blogging is like sex.

You can't fake it. You can't fake
passion. You can't fake wanting
to engage with the public.

If you do, it will ultimately be an
unsatisfying experience for both
the blogger and their readers."

KEVIN ANDERSON

FREELANCE JOURNALIST & FORMER BLOGS EDITOR FOR THE GUARDIAN

FACT:

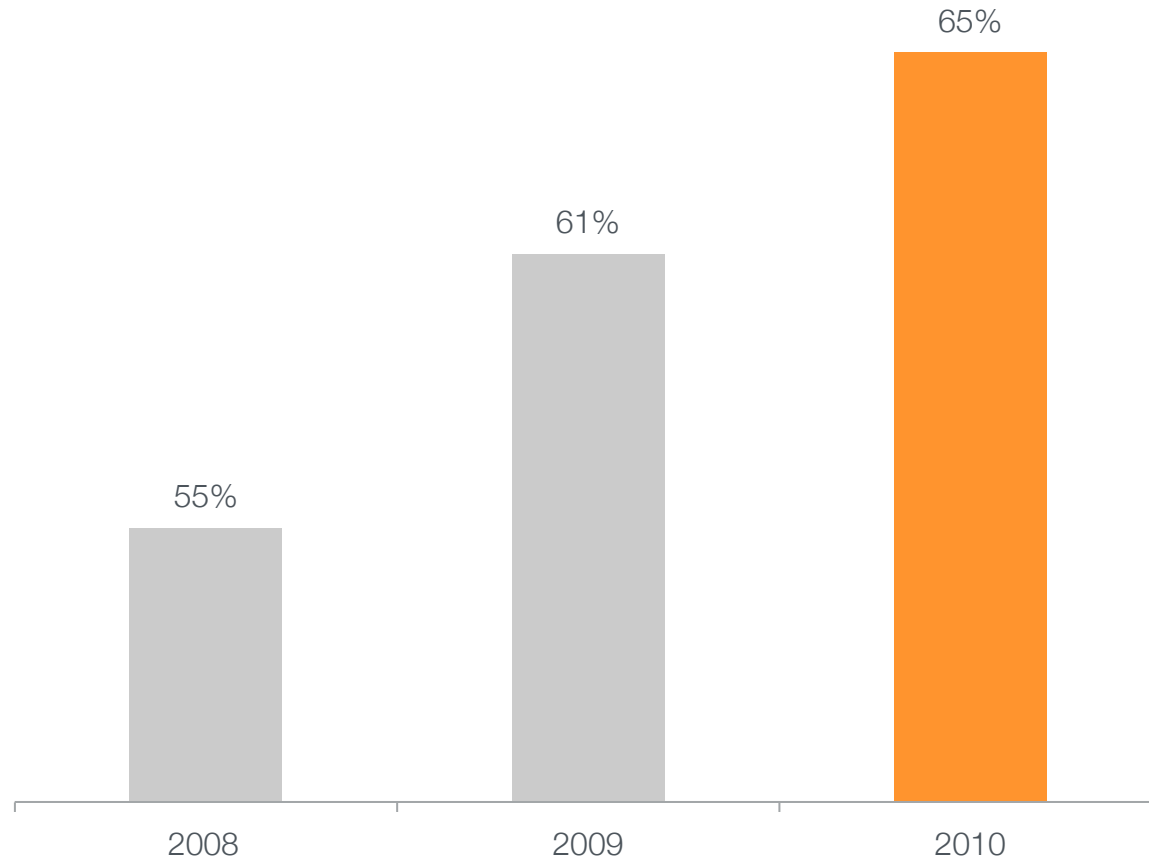
Blogs keep growing
—in volume & value.





There are **152,000,000**
blogs on the Internet.

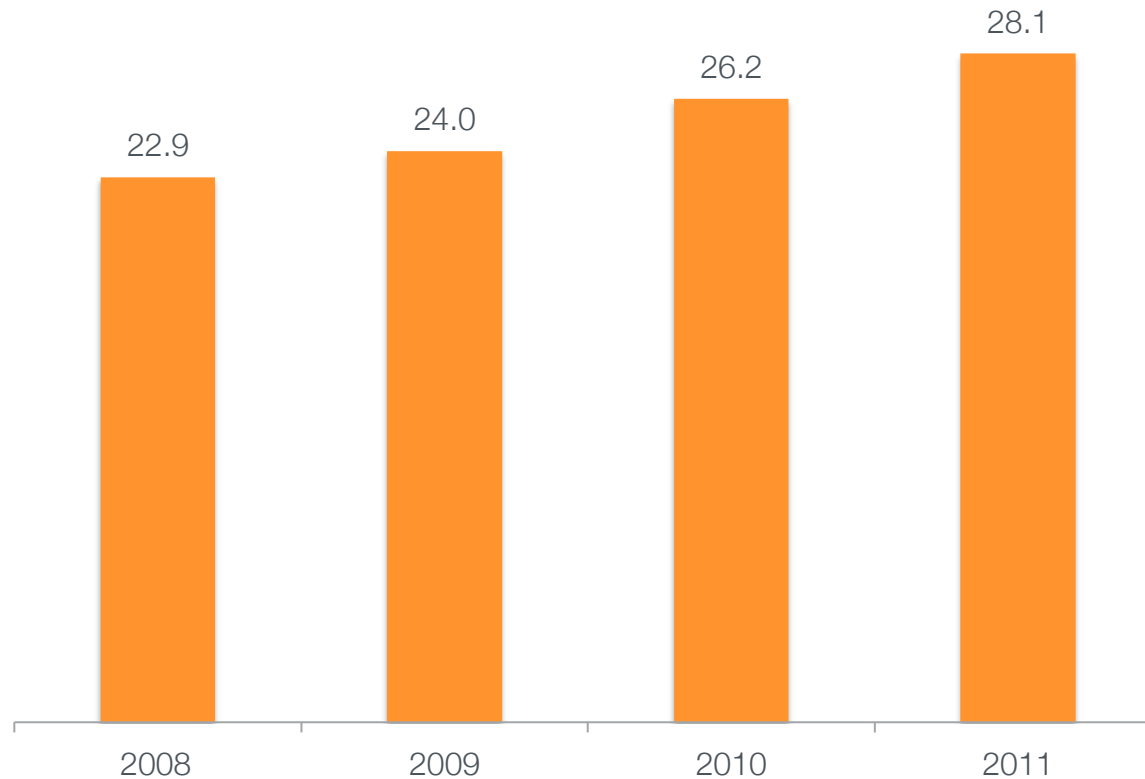
The global population of blog readers keeps **growing**.



% OF DAILY INTERNET USERS WHO READ BLOGS

SOURCE: UM, OCTOBER 2010

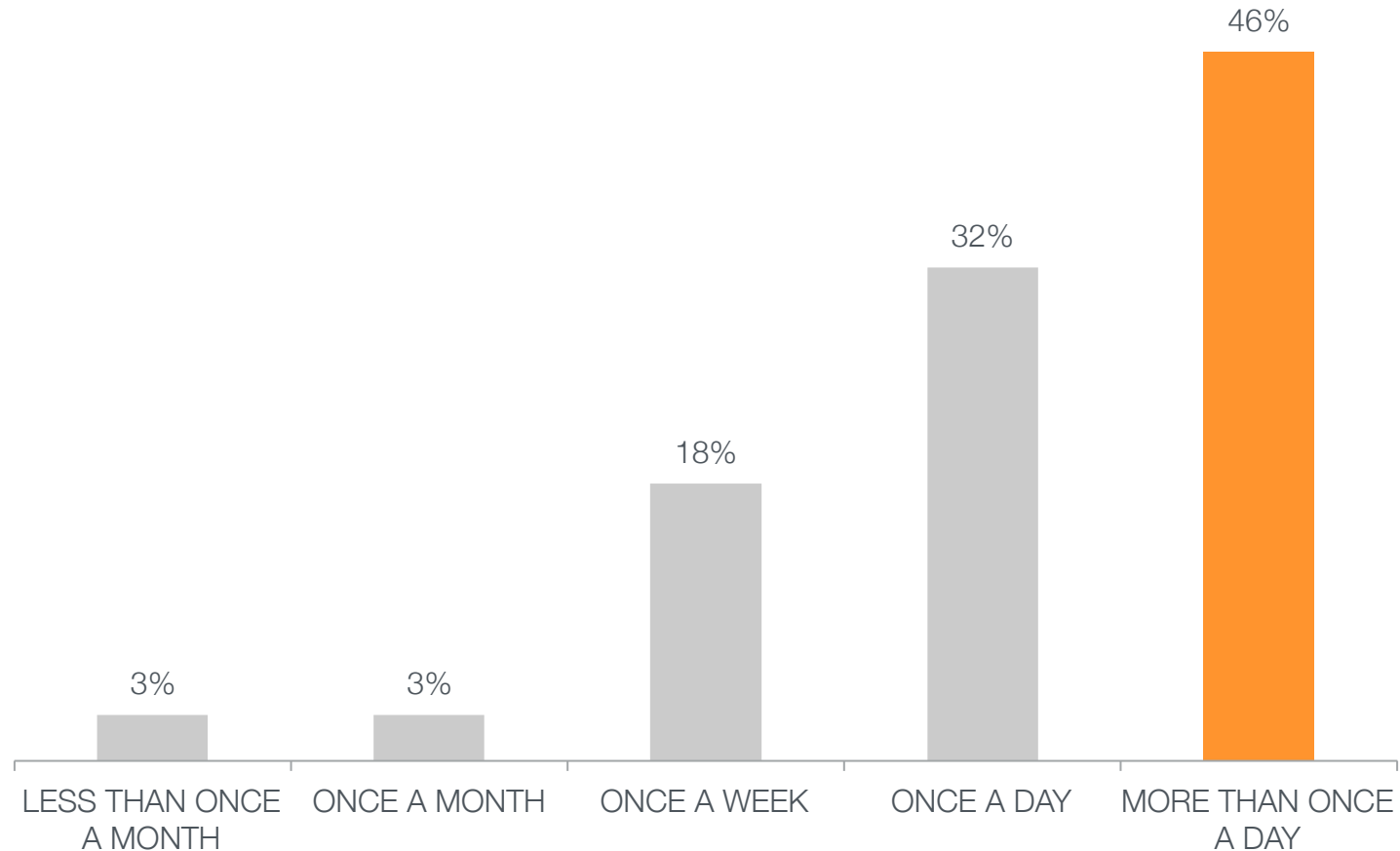
There are **31% more** bloggers today than there were three years ago.



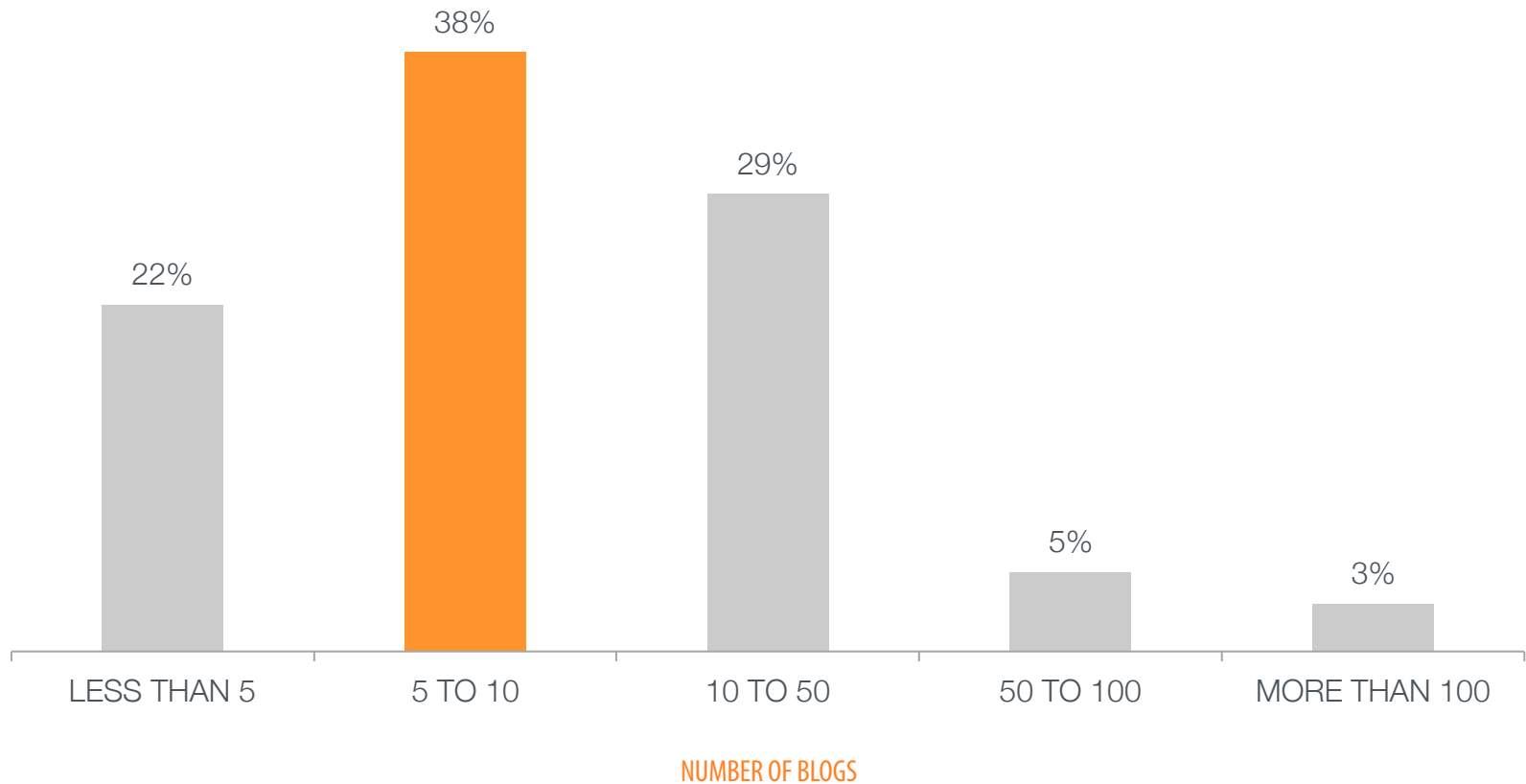
INTERNET USERS WHO UPDATE A BLOG AT LEAST MONTHLY (MILLIONS)

SOURCE: EMARKETER, AUGUST 2010

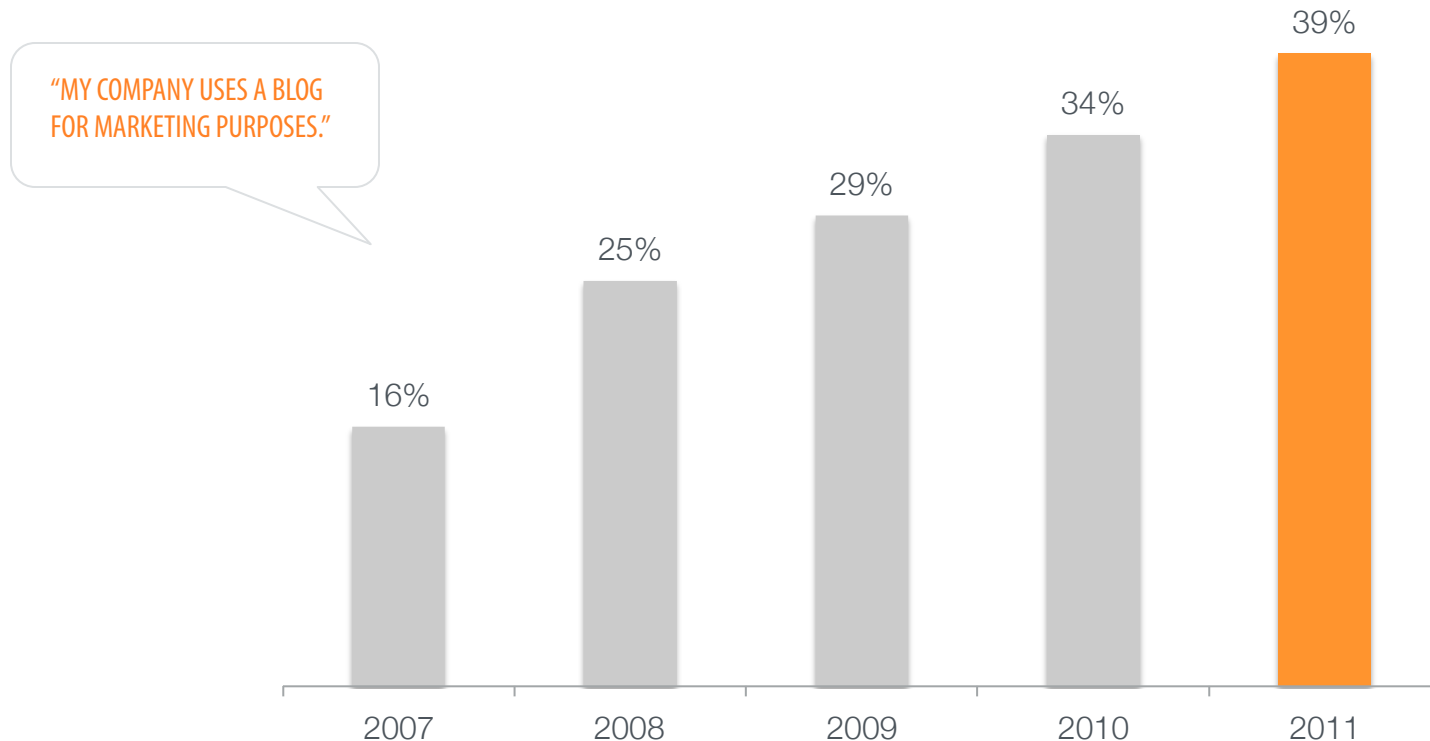
Most people read blogs **more than once/day.**



Most people read 5-10 blogs.

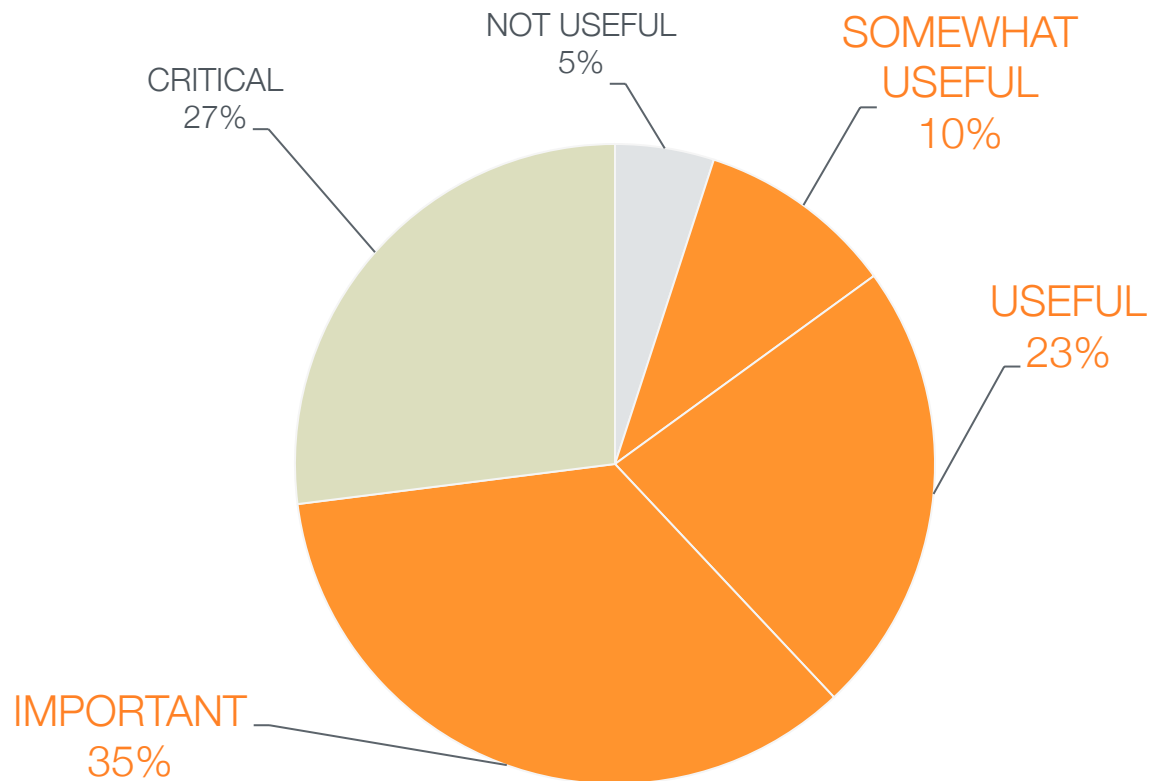


Nearly 40% of US companies use blogs for marketing purposes.



SOURCE: EMARKETER, AUGUST 2010

2/3 of marketers say their company blog is **“critical” or “important”** to their business.

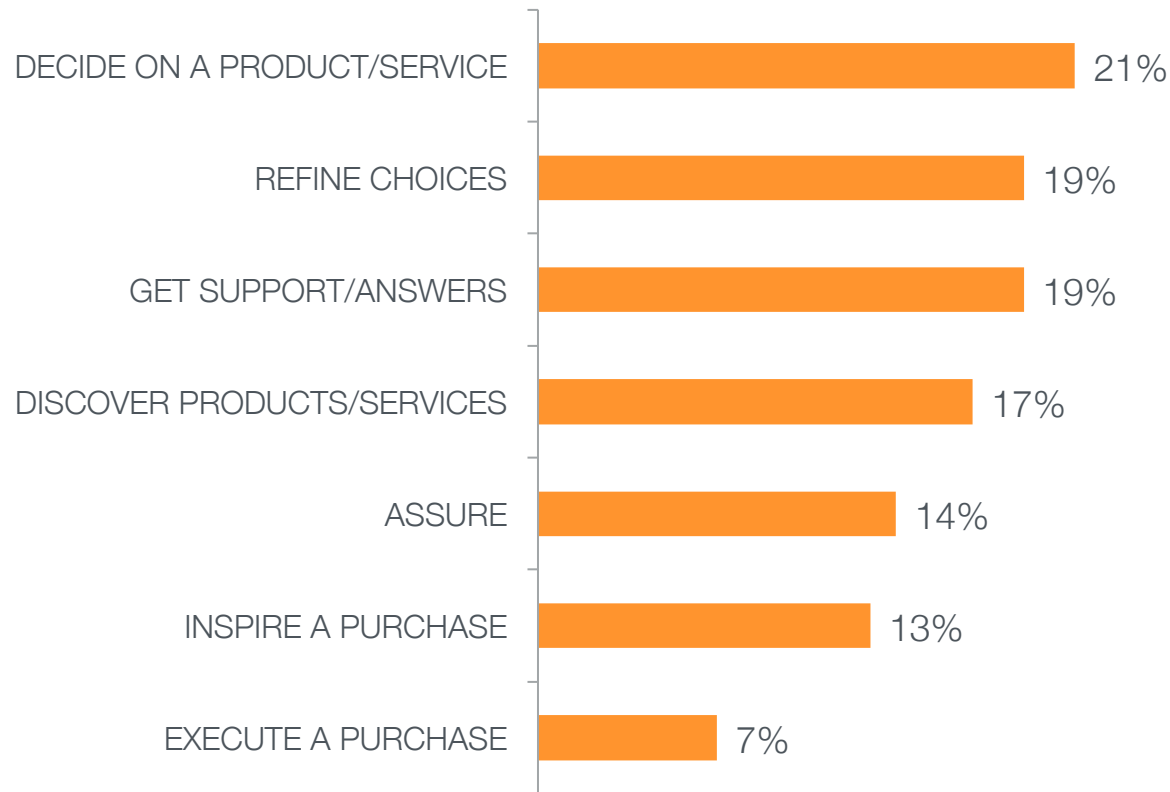


FACT:

Blogging can really
move the needle.

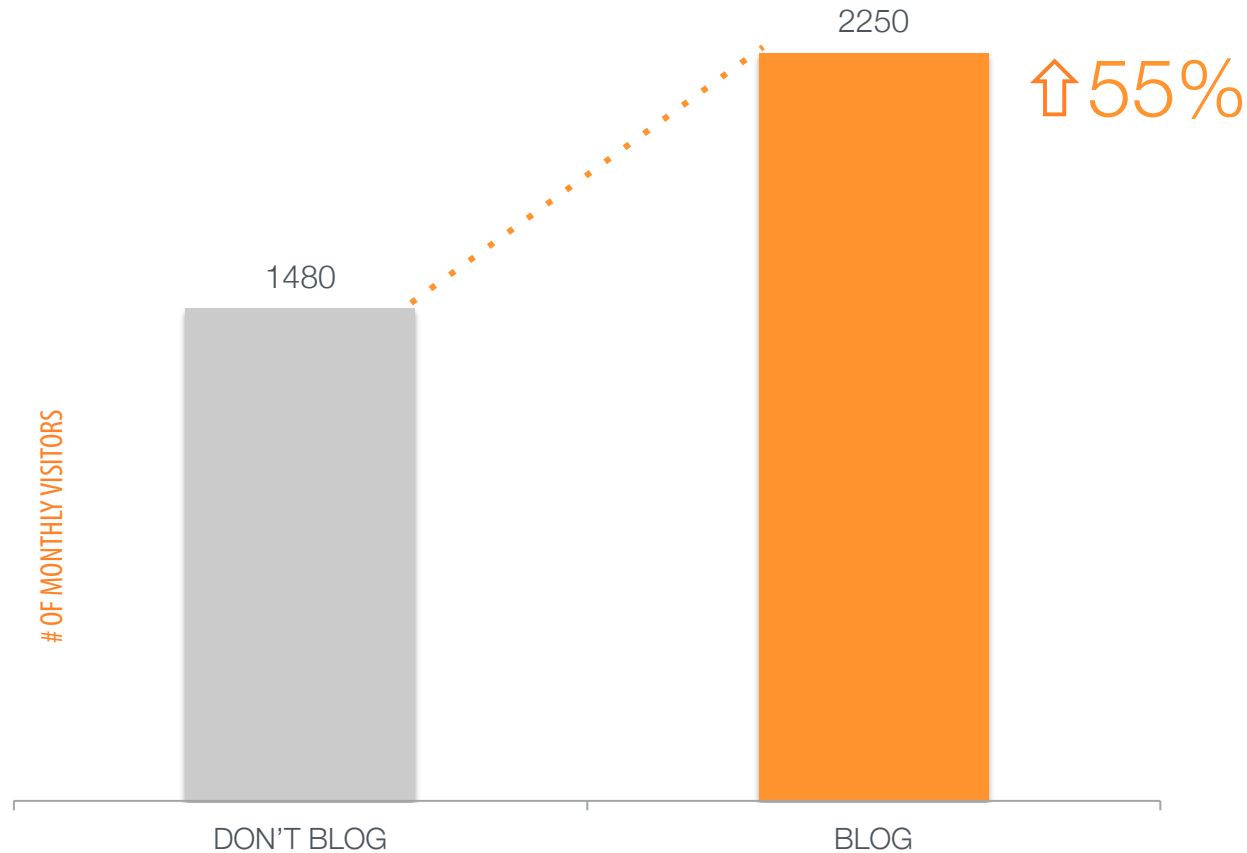


Blog articles **influence** purchases.



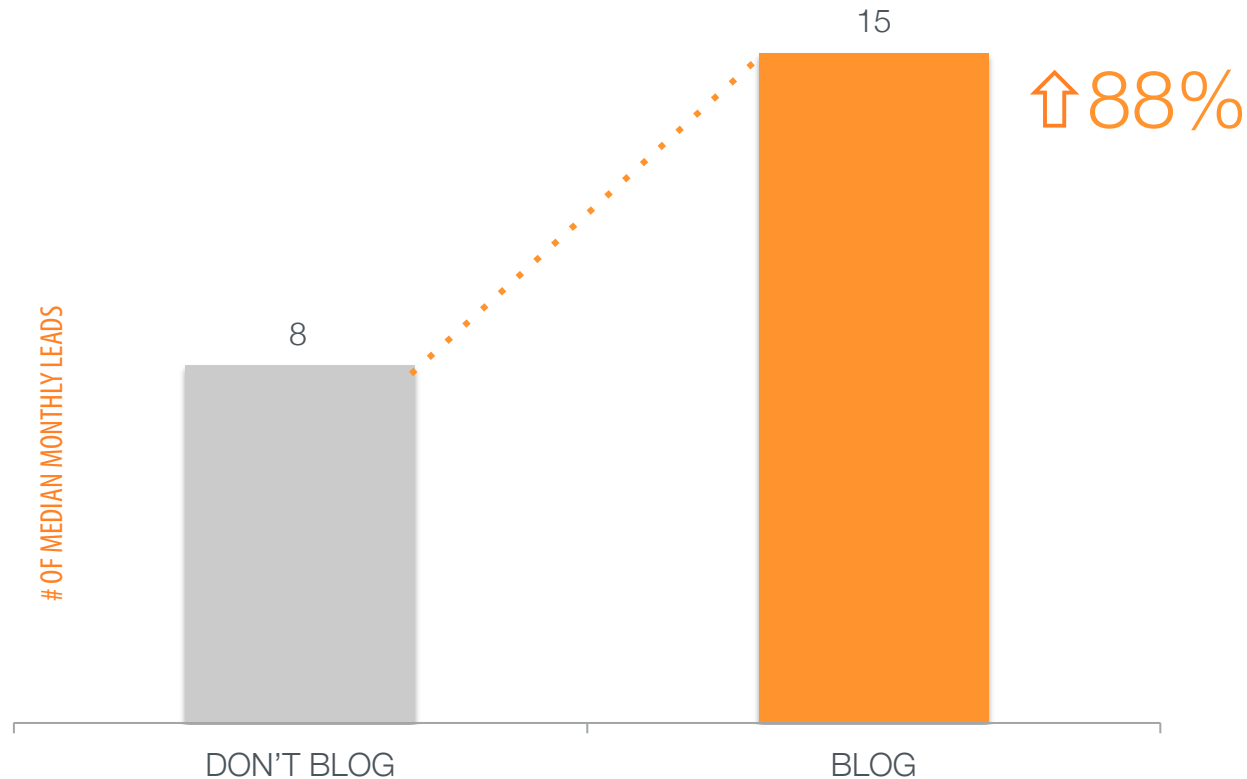
"BLOG ARTICLES PLAY A ROLE IN THIS ASPECT OF THE PURCHASE PROCESS."

Companies that blog have
55% more
website visitors.

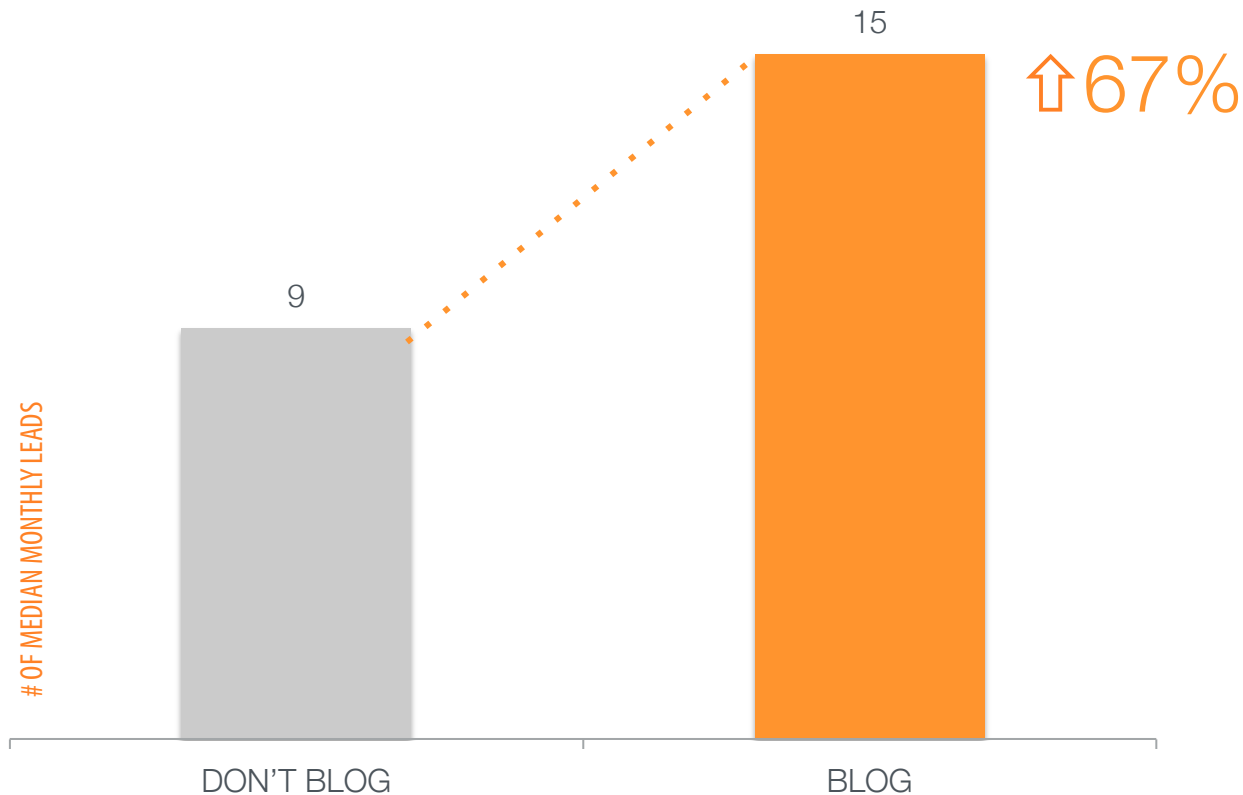


SOURCE: HUBSPOT, 2010

B2C companies that blog generate
88% more leads
per month than those
who do not.

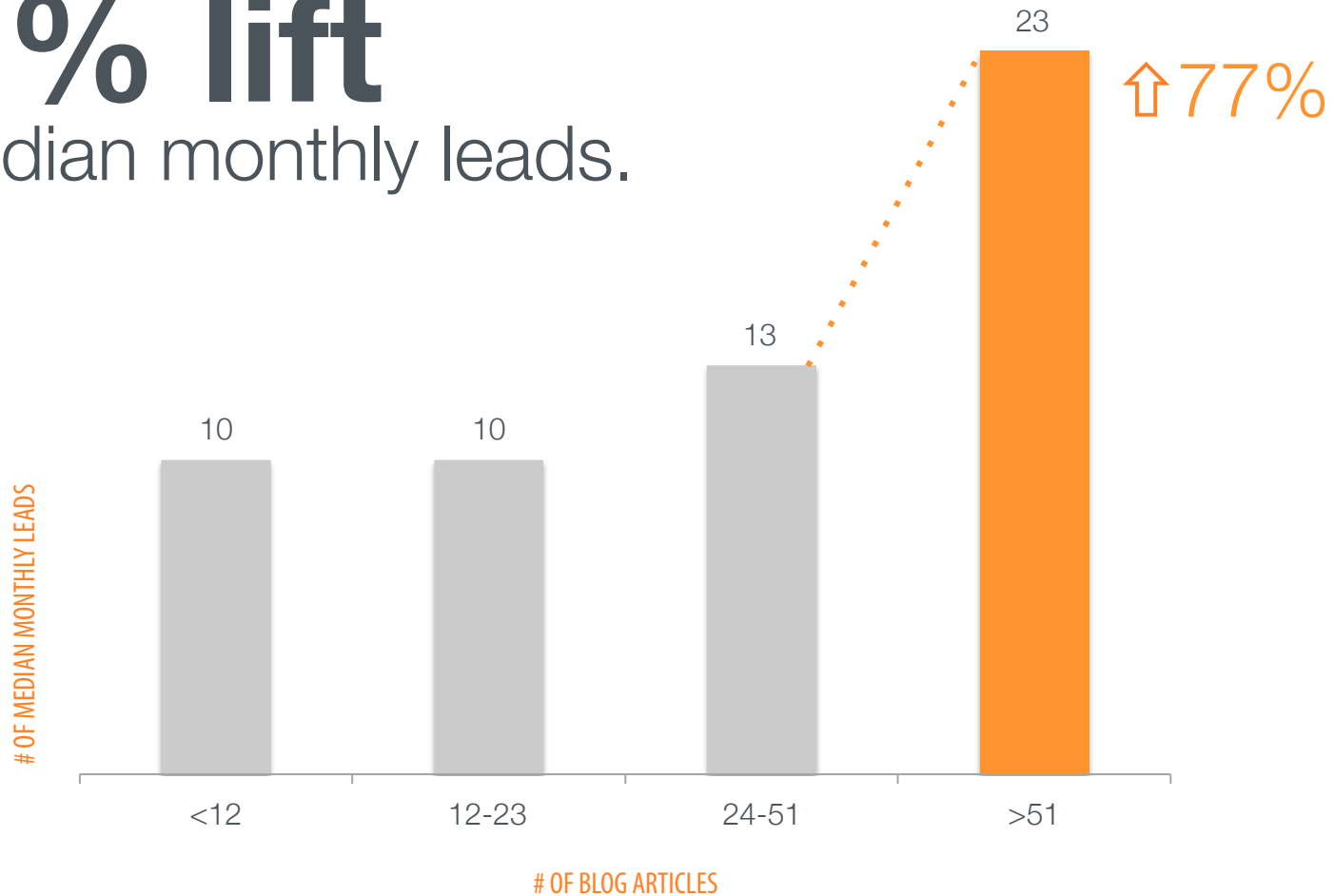


B2B companies that blog generate
67% more leads
per month than those
who do not.

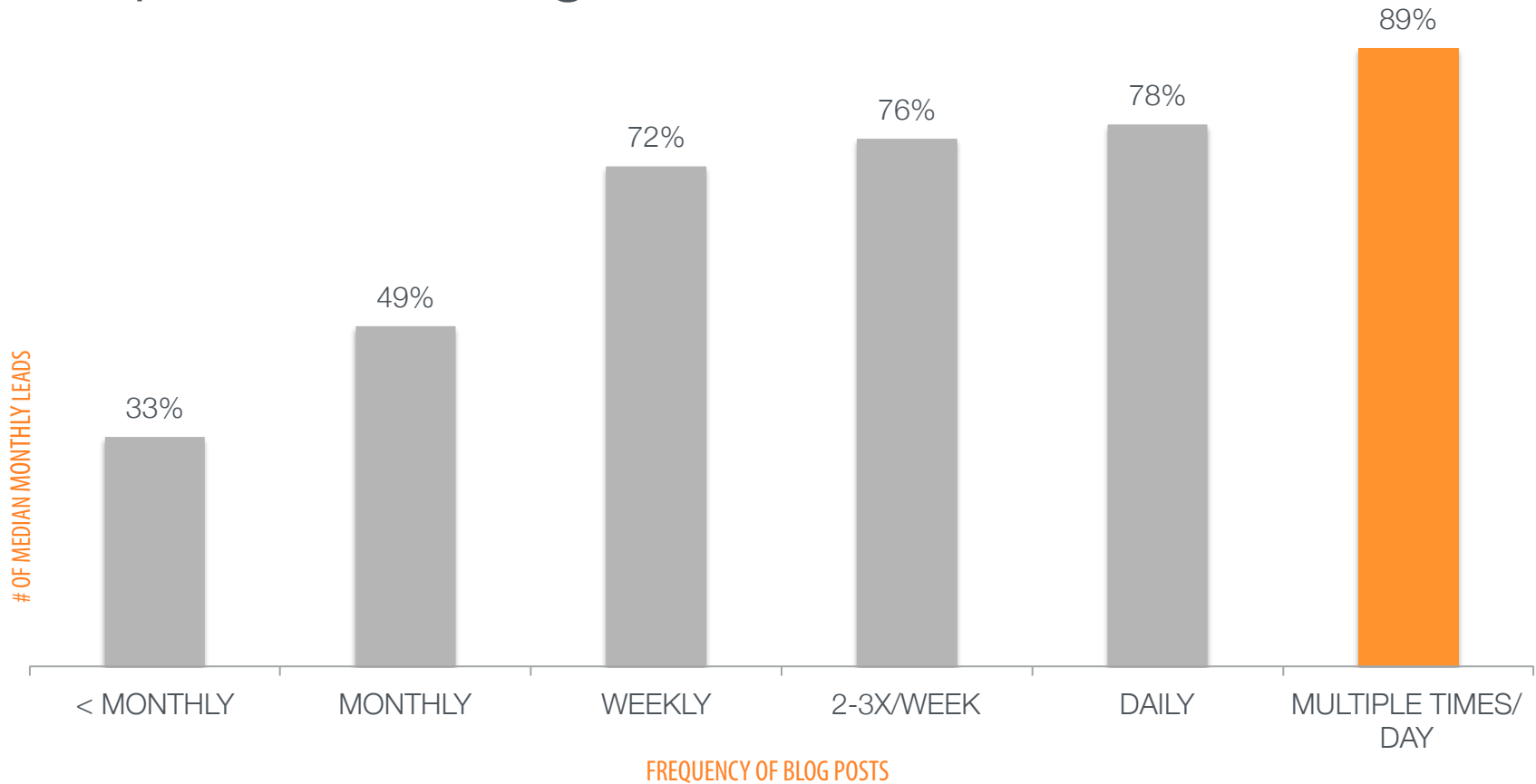


Companies with >51 blog articles experience a

77% lift
in median monthly leads.

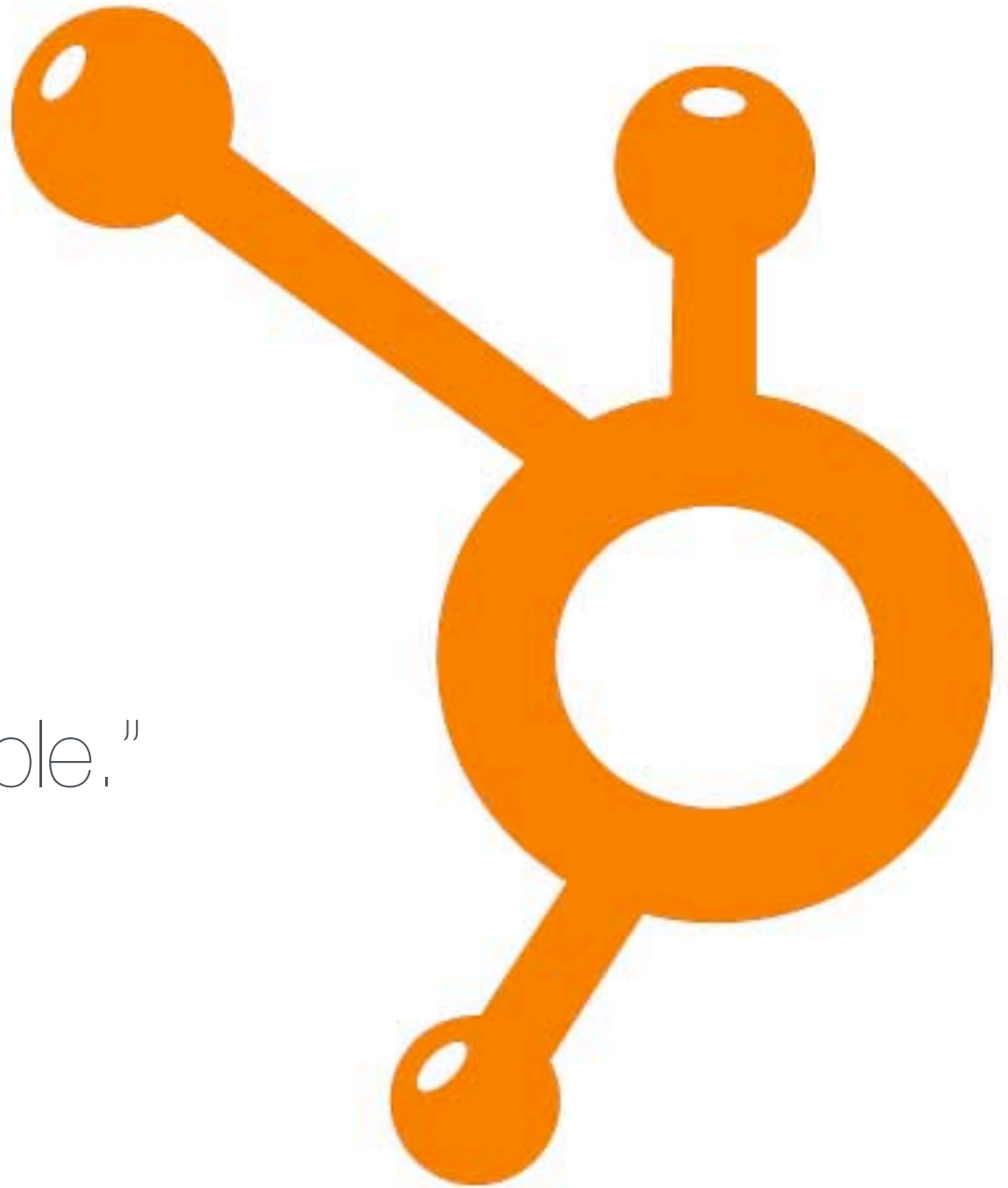


Blogging frequency has a
direct & significant
impact on lead-gen.

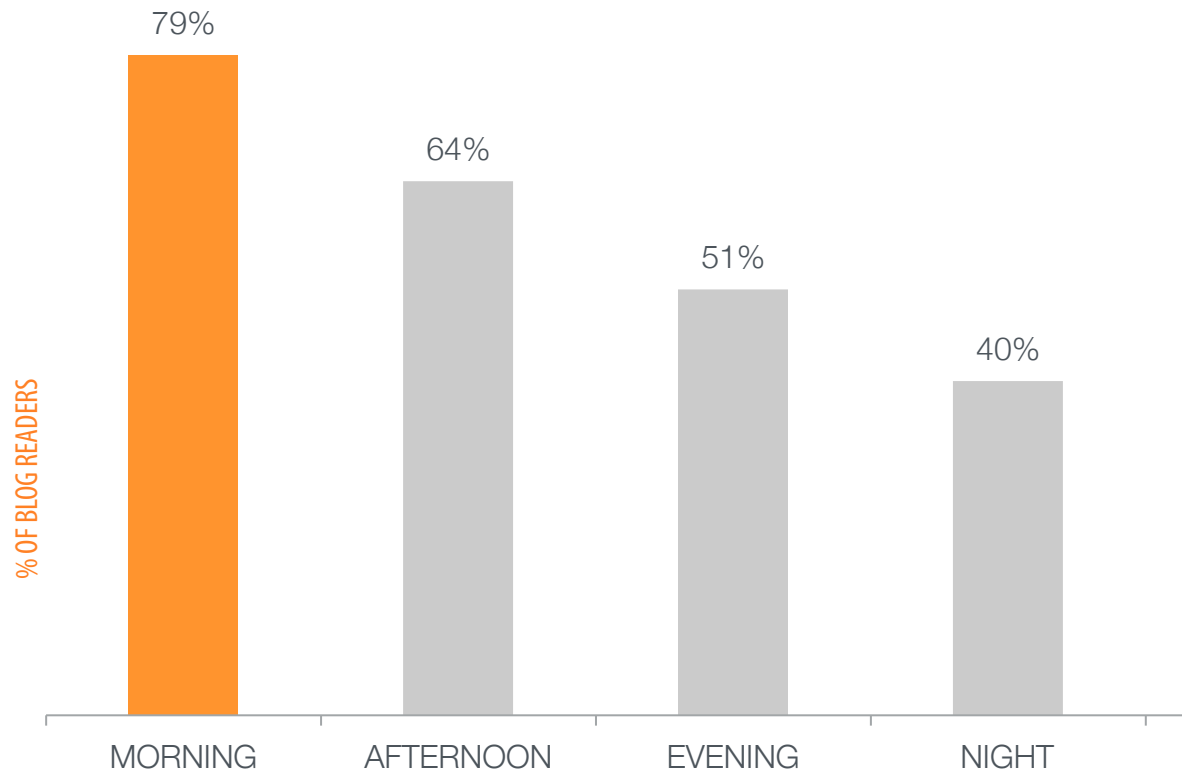


FACT:

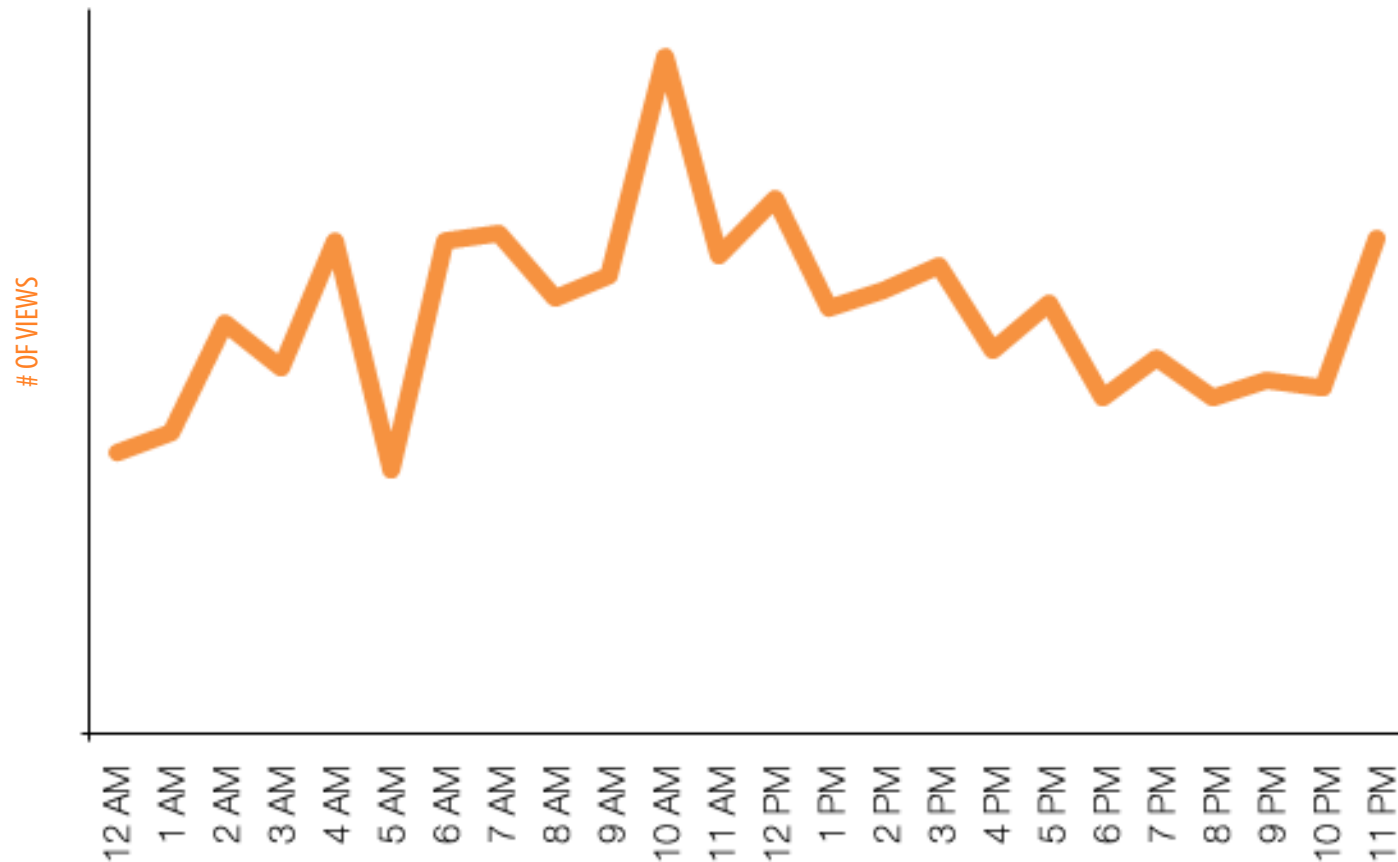
Bloggers are
“morning people.”



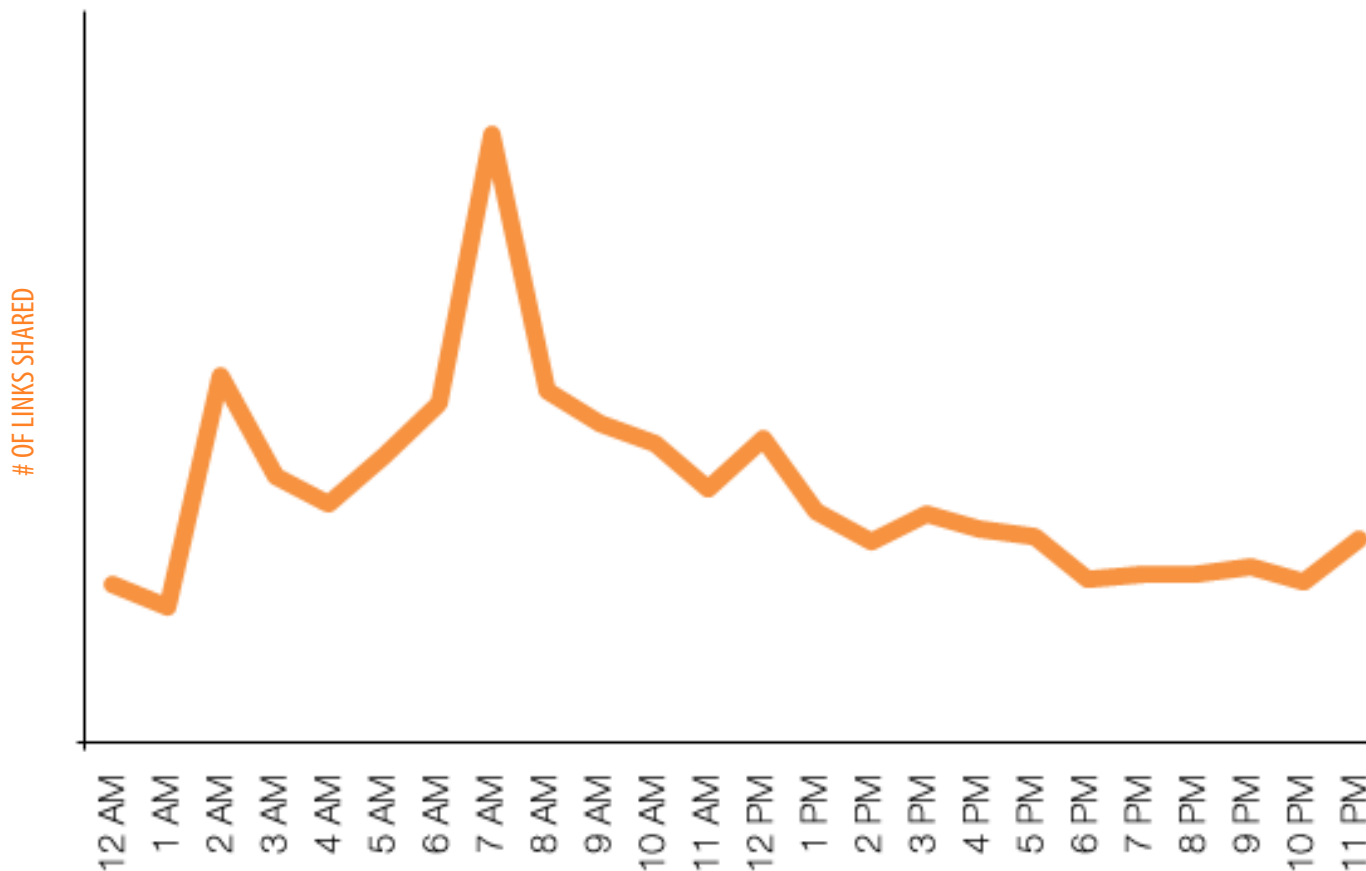
Morning is the most popular time to read blogs.



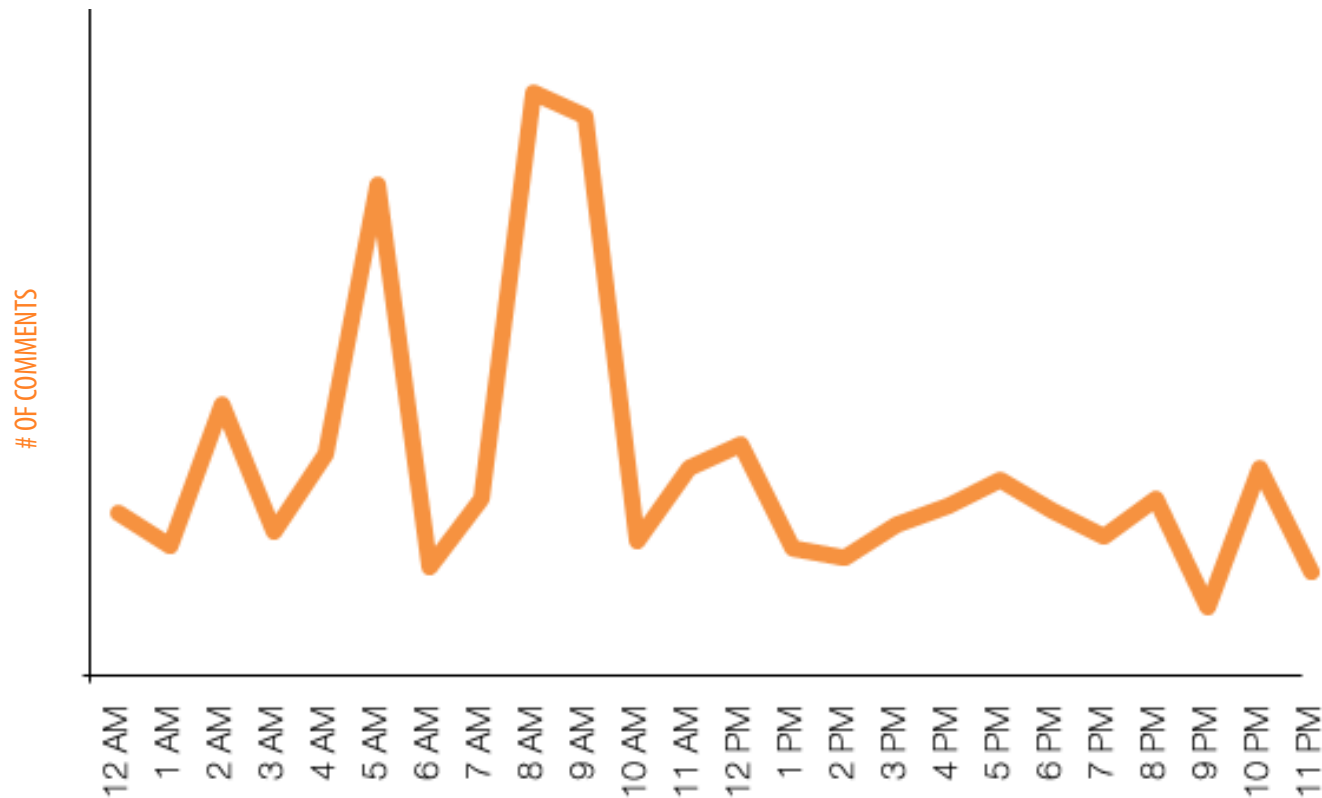
Blog reading peaks around 10AM.



Link-sharing among blog readers peaks around 7am.



Commenting on blogs peaks around 8am.




THE BOTTOM LINE:

Blog early & often.



5

FACEBOOK



People share, read
and generally engage more
with any type of content
when it's surfaced
through friends and people
they know and trust."

MALORIE LUCICH, FACEBOOK SPOKESPERSON
FEBRUARY 2011

WHAT IF FACEBOOK USED
OUTBOUND MARKETING
AND DIRECT MAIL?



ACME
WIDGETS
INC.

HubSpot

Mark Hill

HillCartoons.com

FACT:

Facebook has
a massive
& highly engaged
audience.



93% of US adult Internet users are on Facebook.

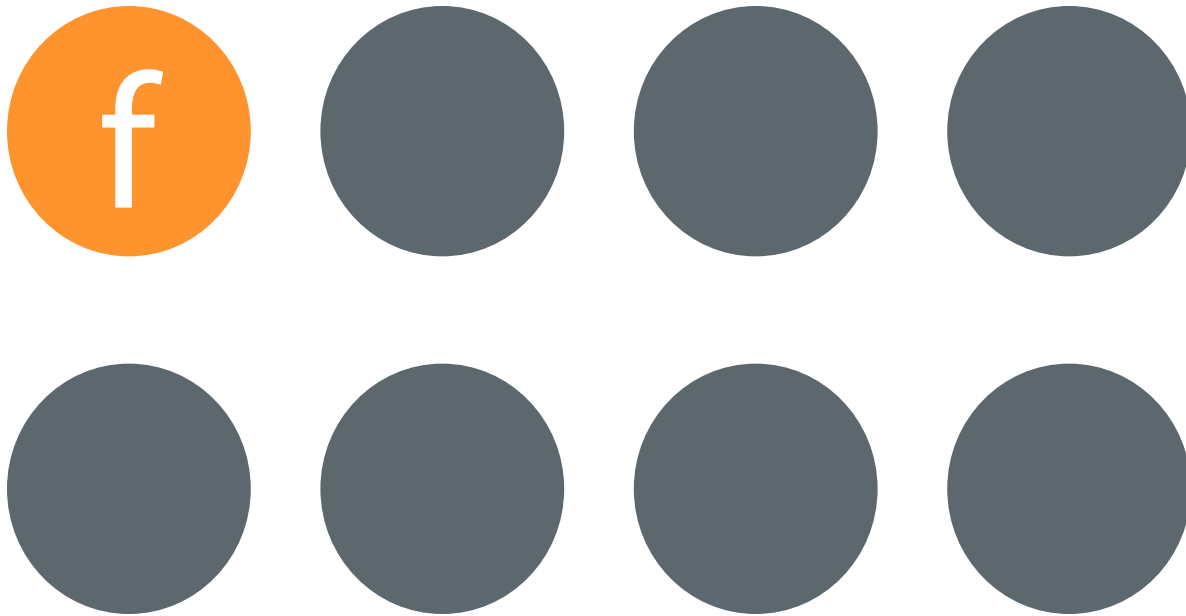


164 Million
US INTERNET USERS

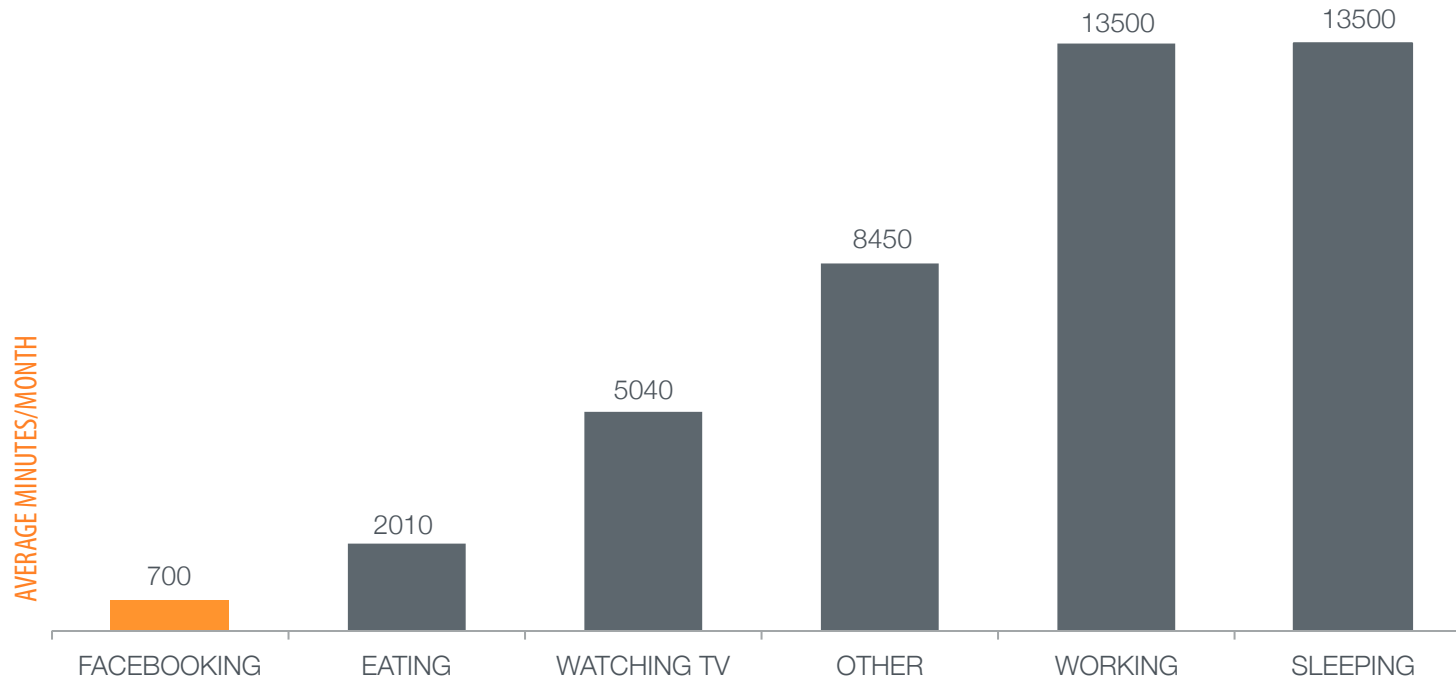
152 Million
US FACEBOOK USERS

1 out of every 8 minutes

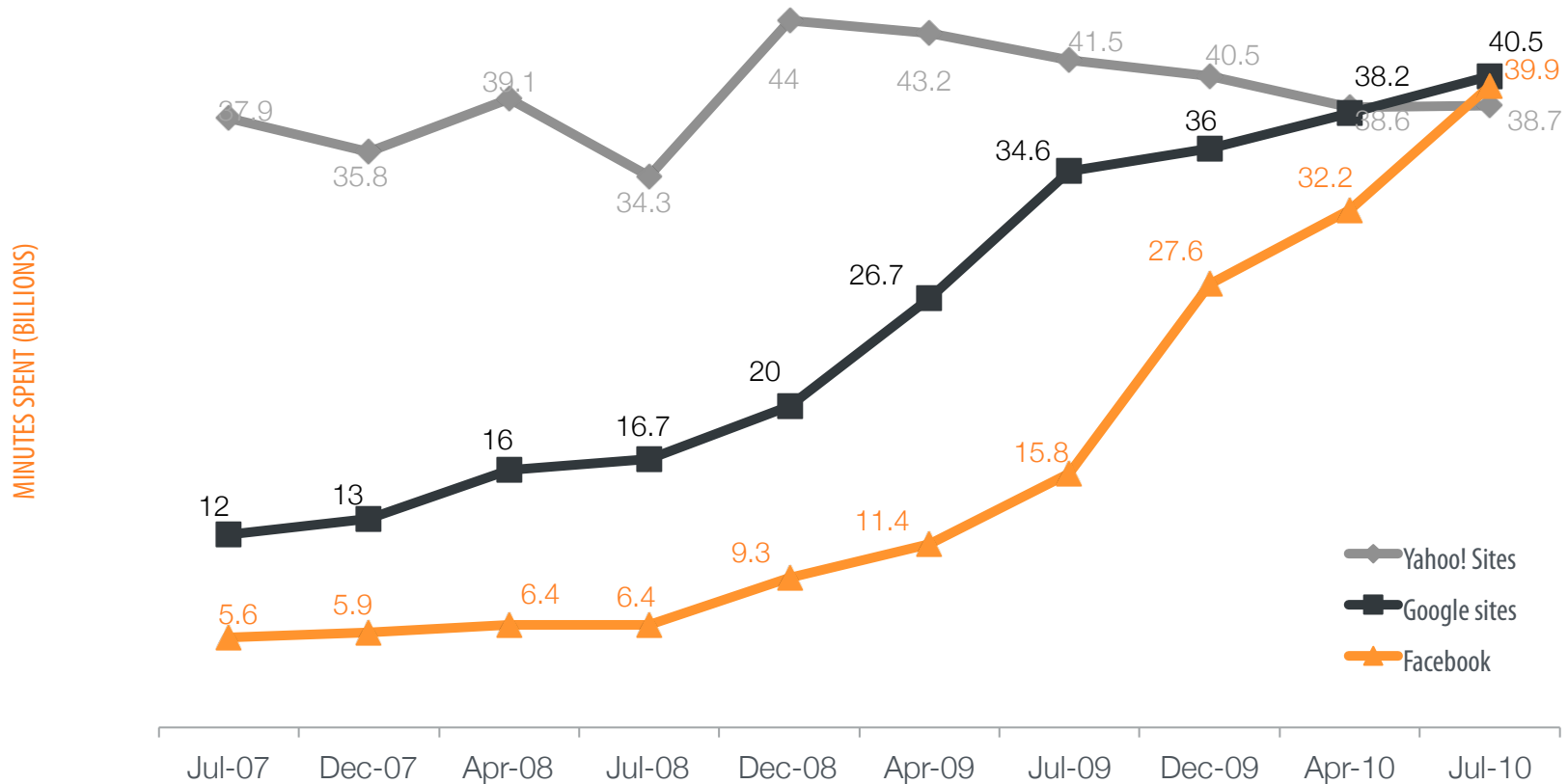
online is spent on Facebook.



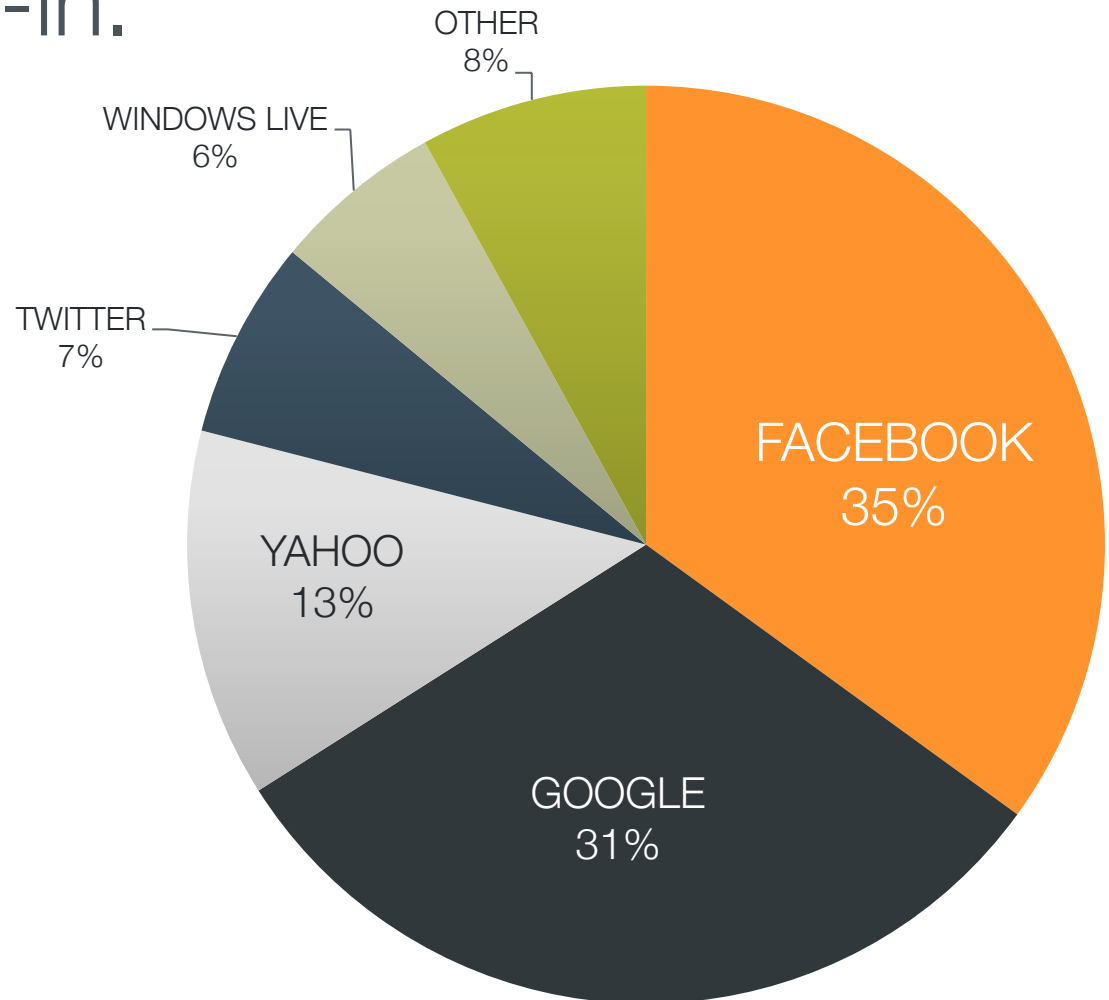
The average Facebook user spends
>11 hours/month
on Facebook.



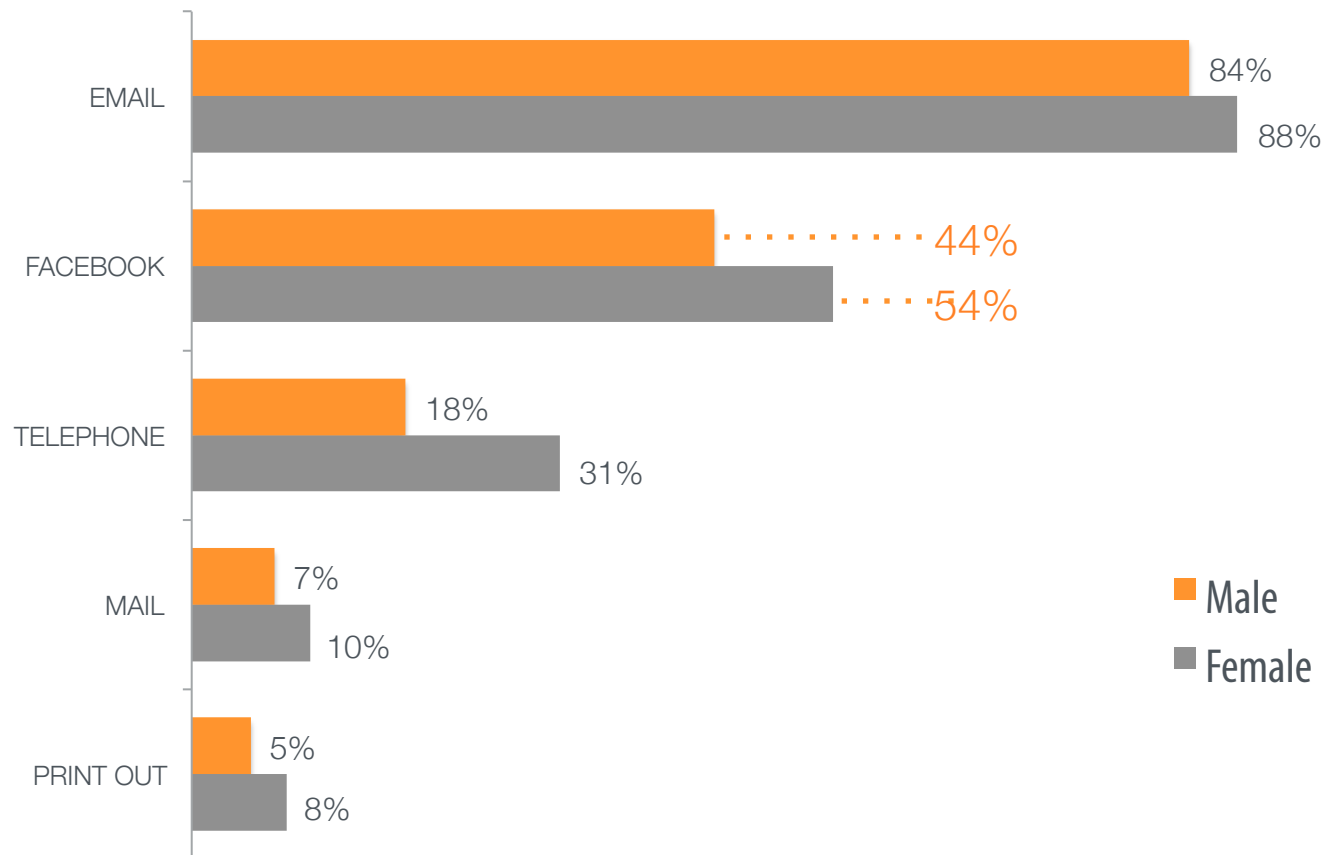
Facebook is overtaking Google *and* Yahoo in total time spent online.



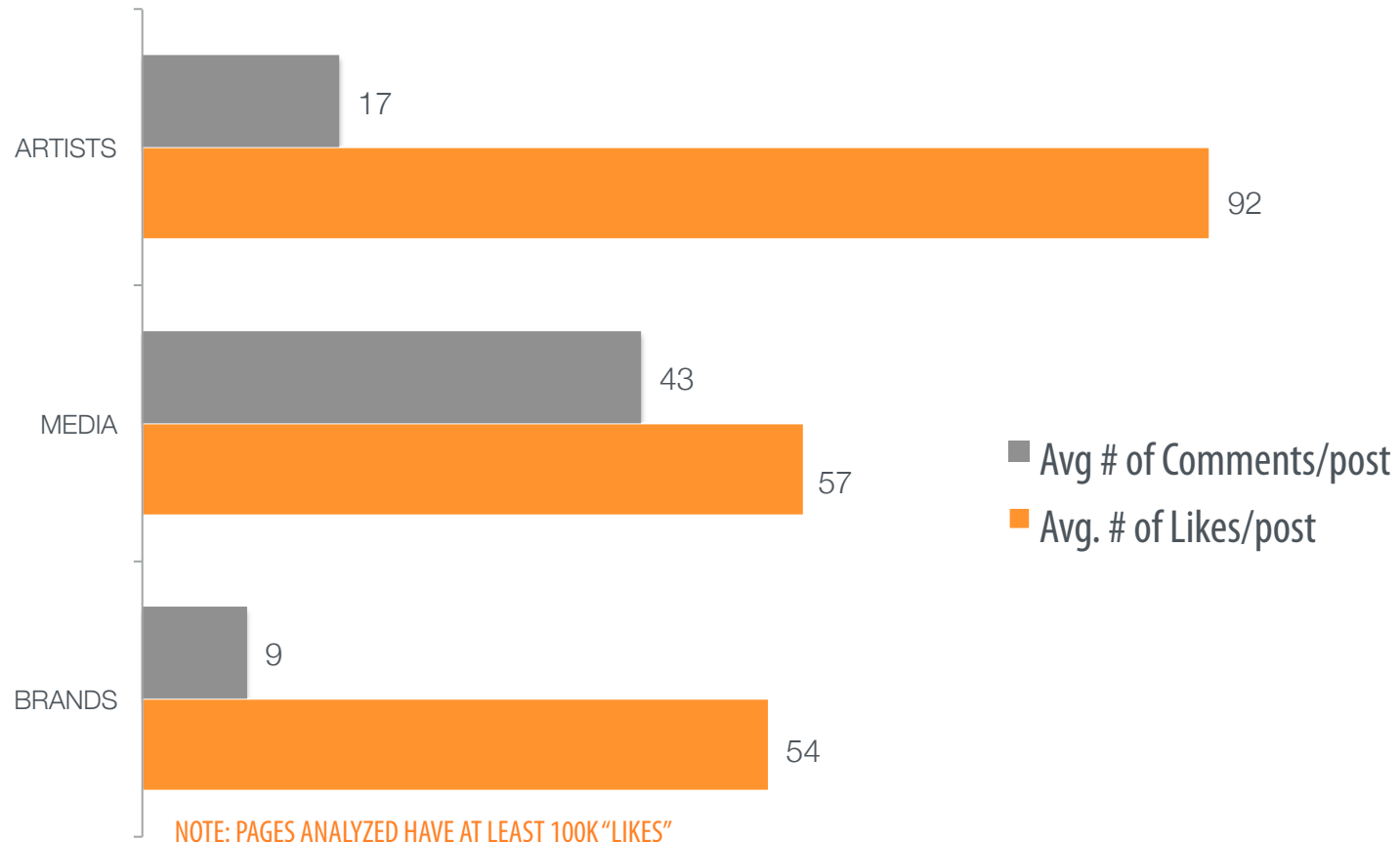
Facebook has become
the top choice
for social sign-in.



Facebook has become **the preferred way of sharing content**, second only to email (for now).



We're not just engaging with our friends on Facebook. We're engaging with businesses of all kinds.





Many internet activities that once took place on separate, isolated venues are now funneled through Facebook. These include email, instant messaging, blogging, gaming, video-sharing and online shopping.

As long as users feel they can use Facebook as a gateway for these and other functions, the social network will remain vital to the internet experience and relevant to marketers.

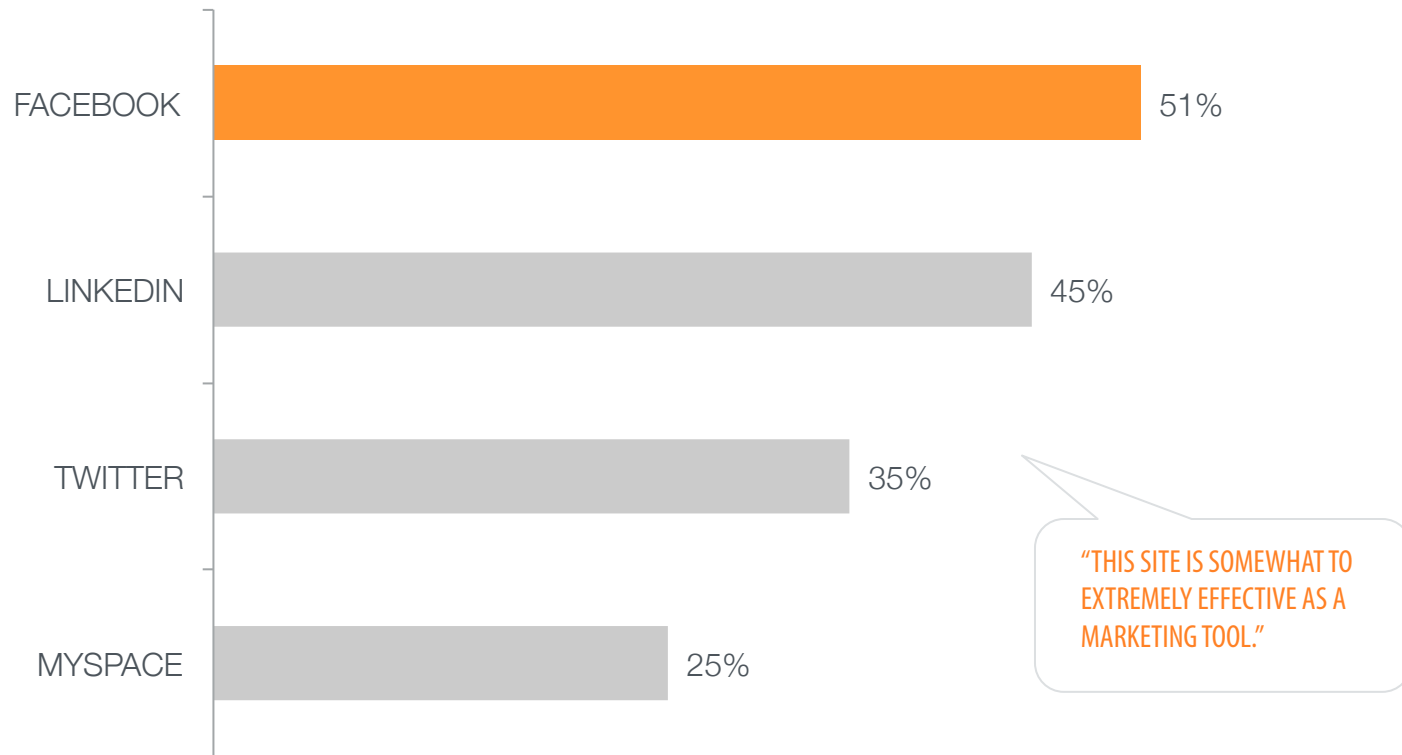
FACEBOOK USERS: THE JUGGERNAUT ROLLS ON
PAUL VERNA | MARCH 21, 2011 | EMARKETER

FACT:

Facebook has real
business value.

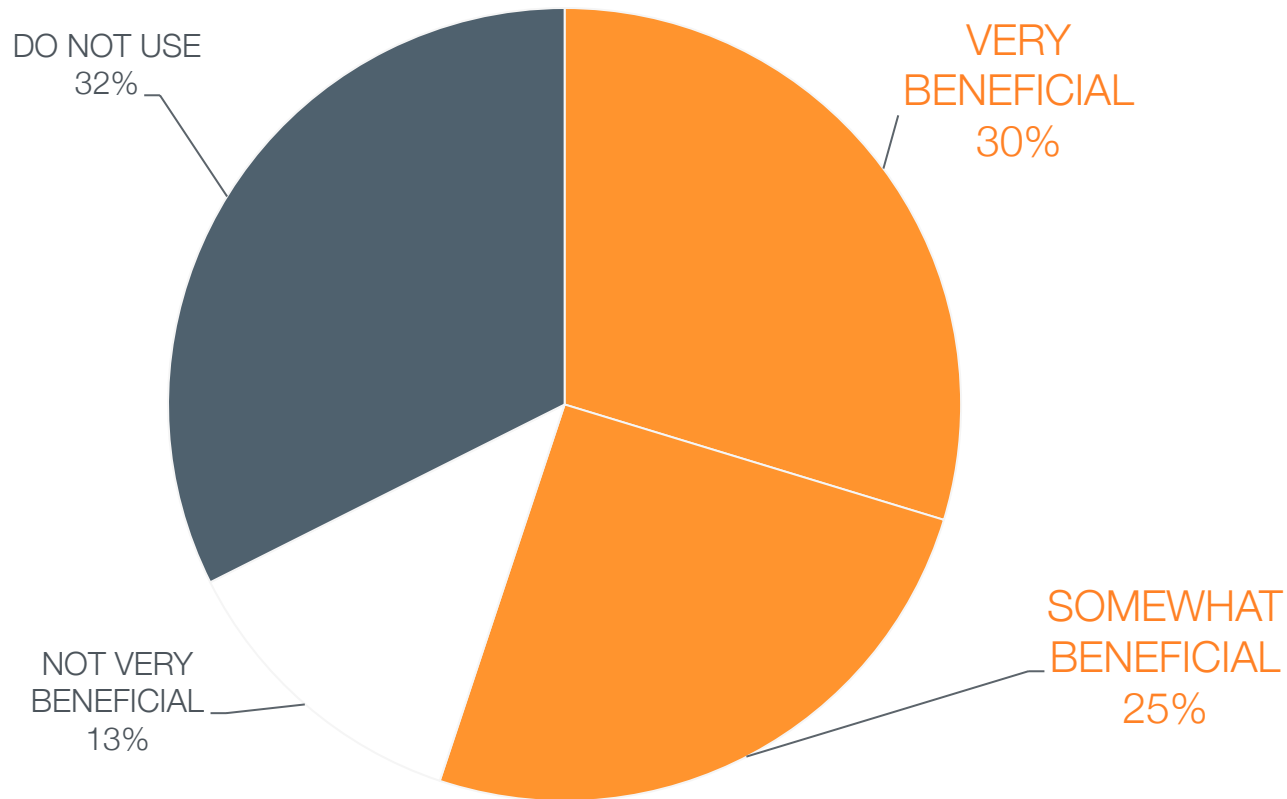


Most US B2B marketers agree that Facebook is an **effective marketing tool**.



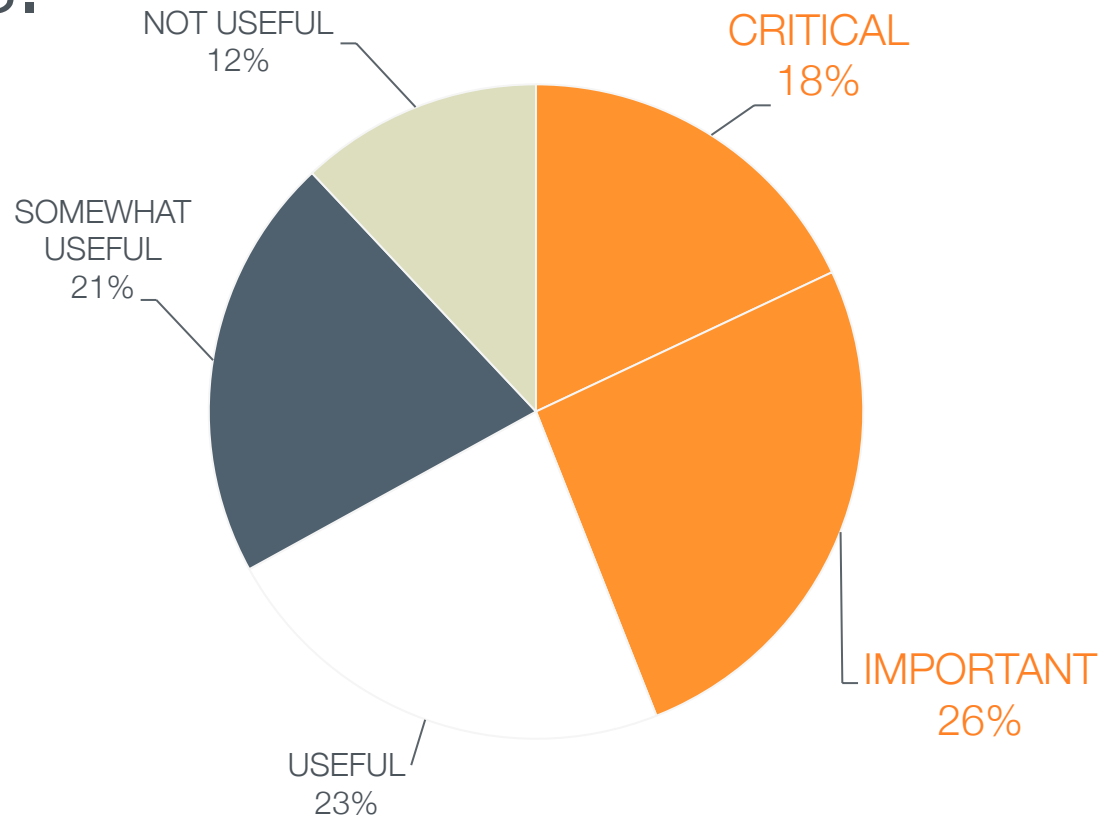
SOURCE: OUTSELL, DECEMBER 2009

More than half of SMBs say
Facebook is beneficial
to their business.

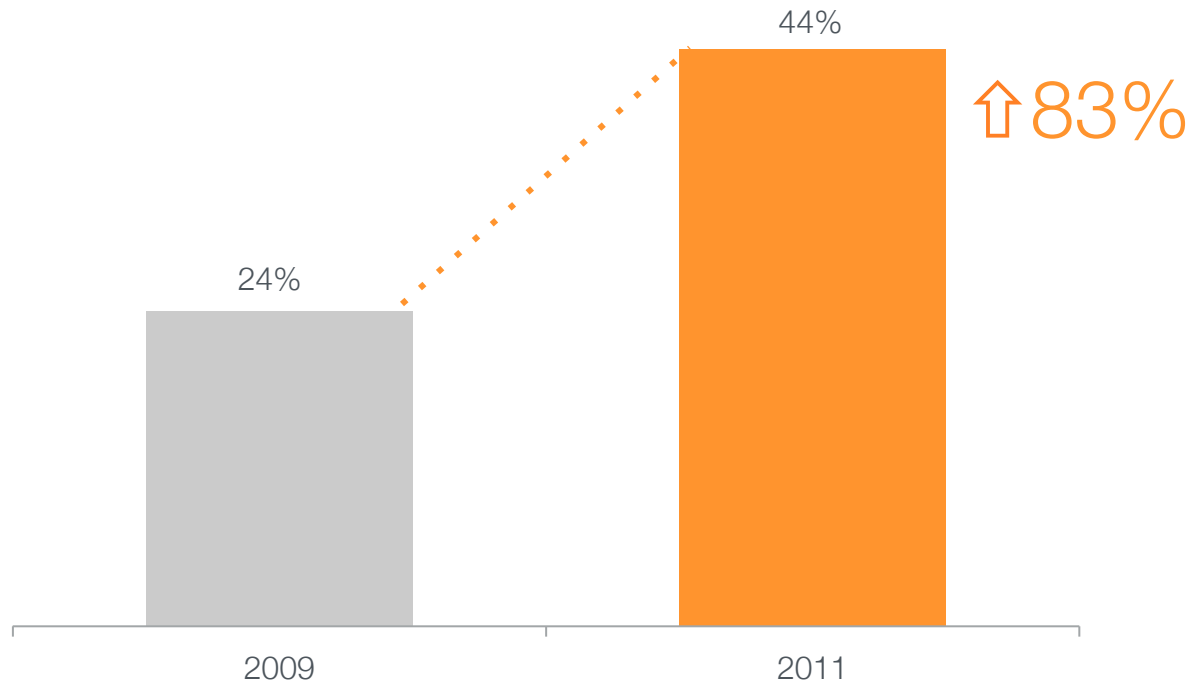


SOURCE: AD-OLOGY, NOVEMBER 2010

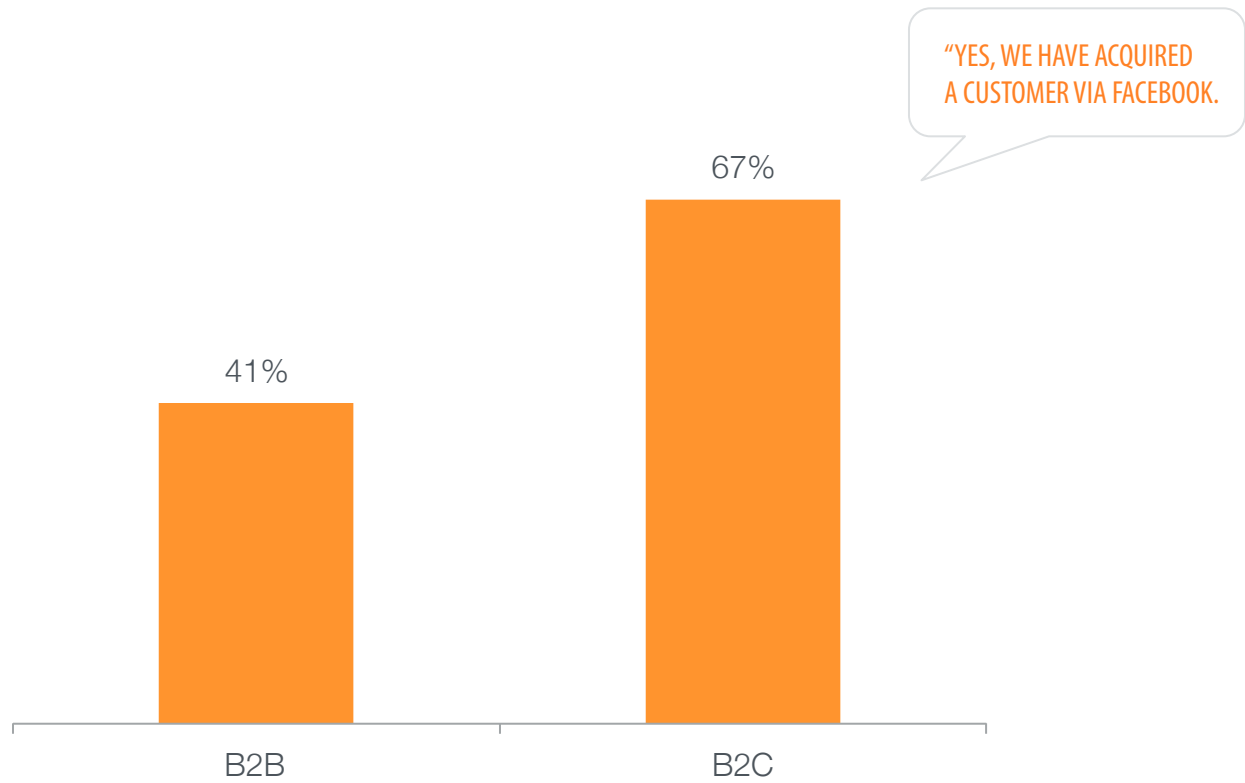
More than 1/3
of marketers say
**Facebook is “critical”
or “important”**
to their business.



The number of marketers who say Facebook is “critical” or “important” to their business has **increased 83%** in just two years.



Both B2C & B2B companies are **acquiring customers** through Facebook.



THE BOTTOM LINE:

If you don't like
Facebook yet, you will.



6

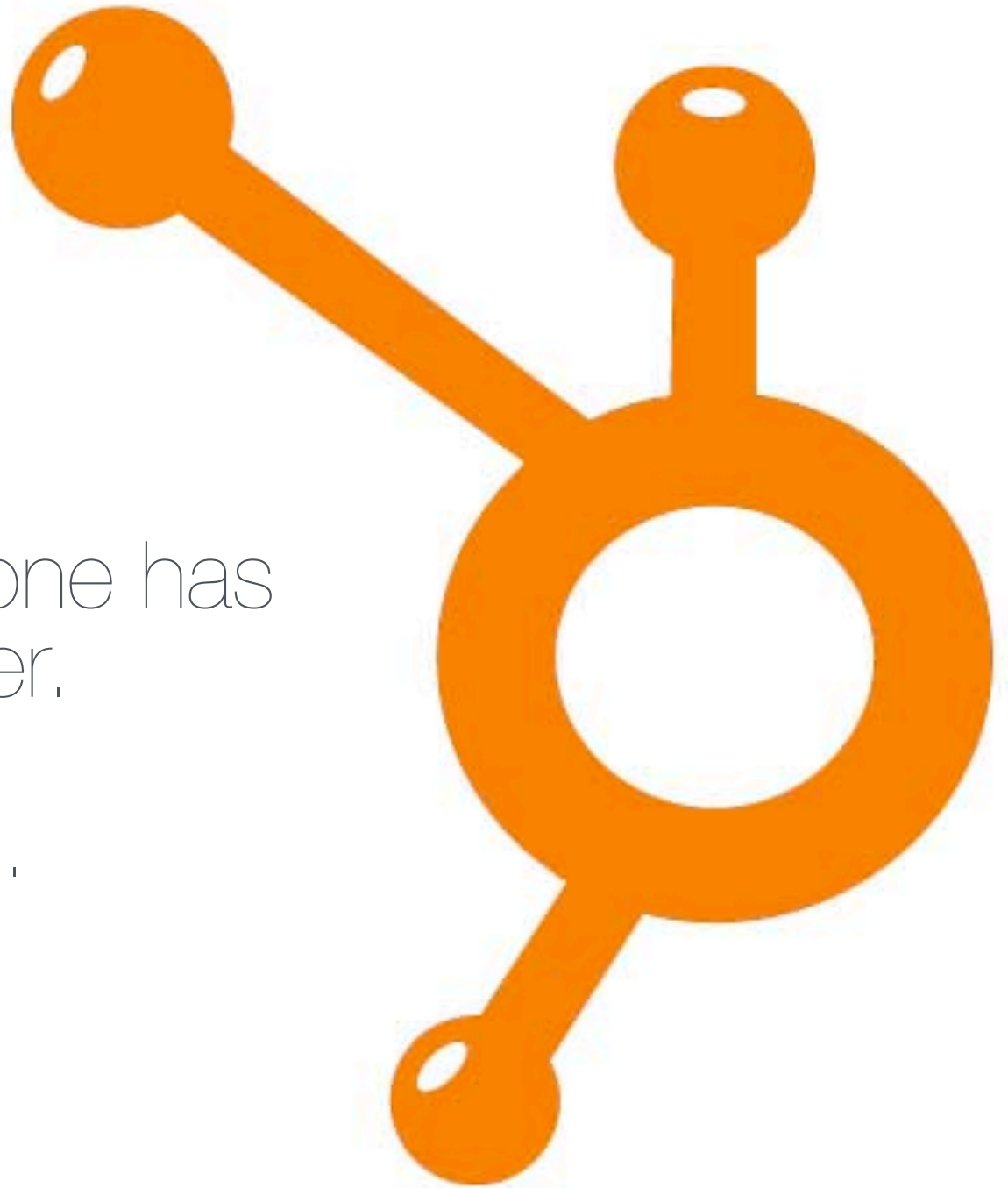
TWITTER

**TWITTER IN REAL LIFE:
THE FOLLOW-BACK**

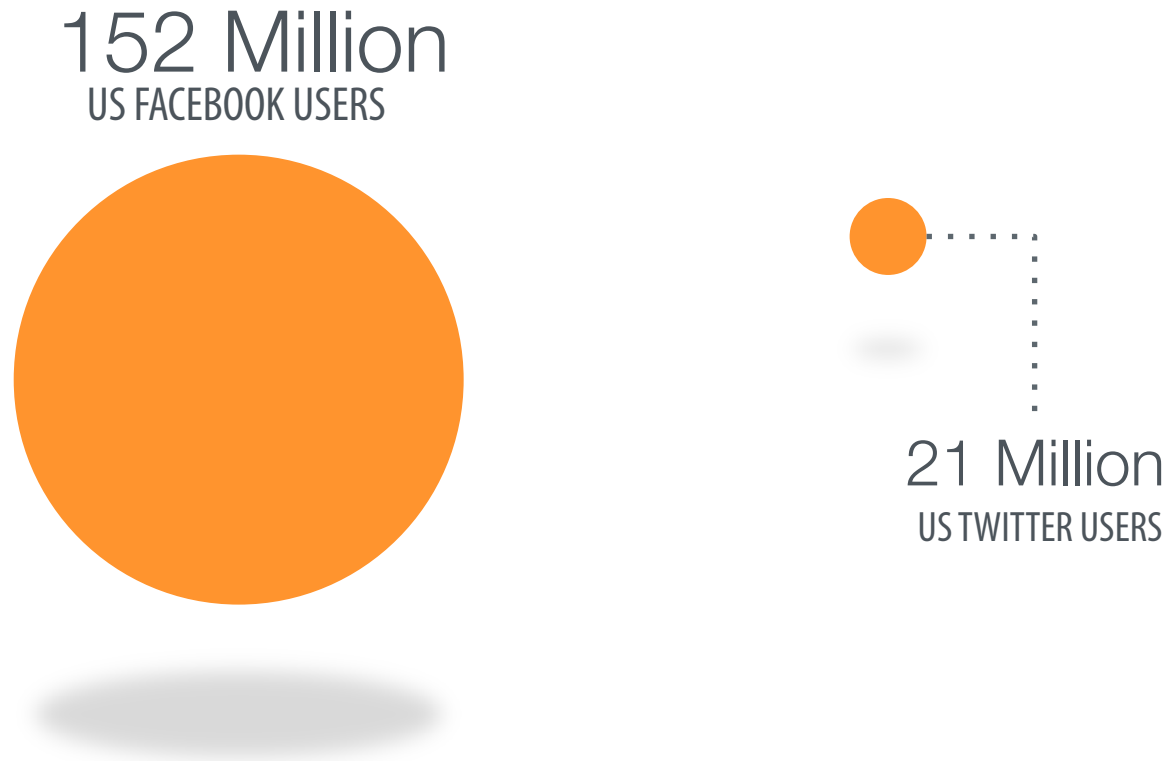


FACT:

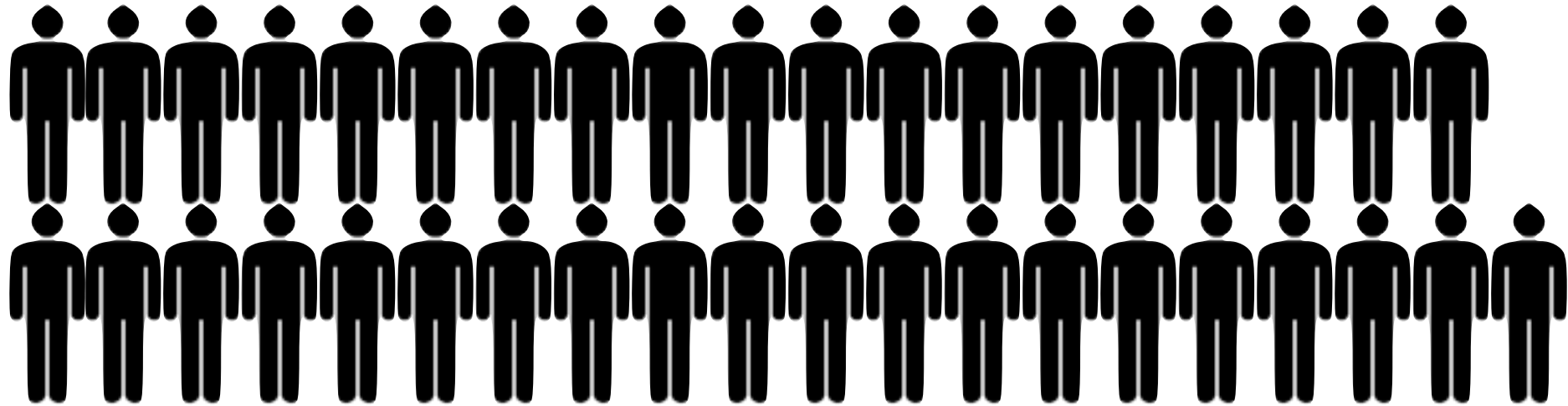
Virtually everyone has heard of Twitter.
Not everyone is using it (yet).



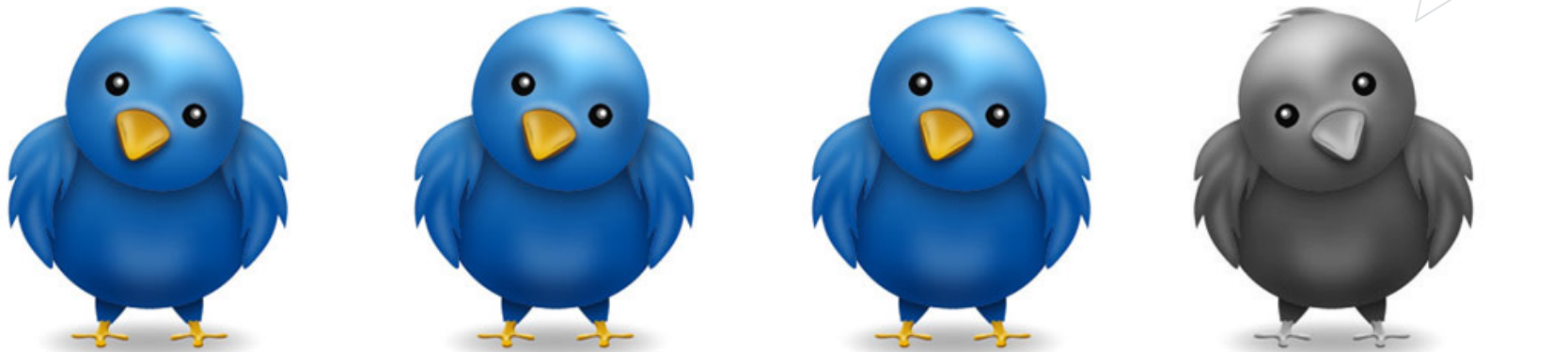
Roughly 9% of adult Americans use Twitter.



The average Twitter user has 27 followers.



25% of Twitter accounts
have no followers.

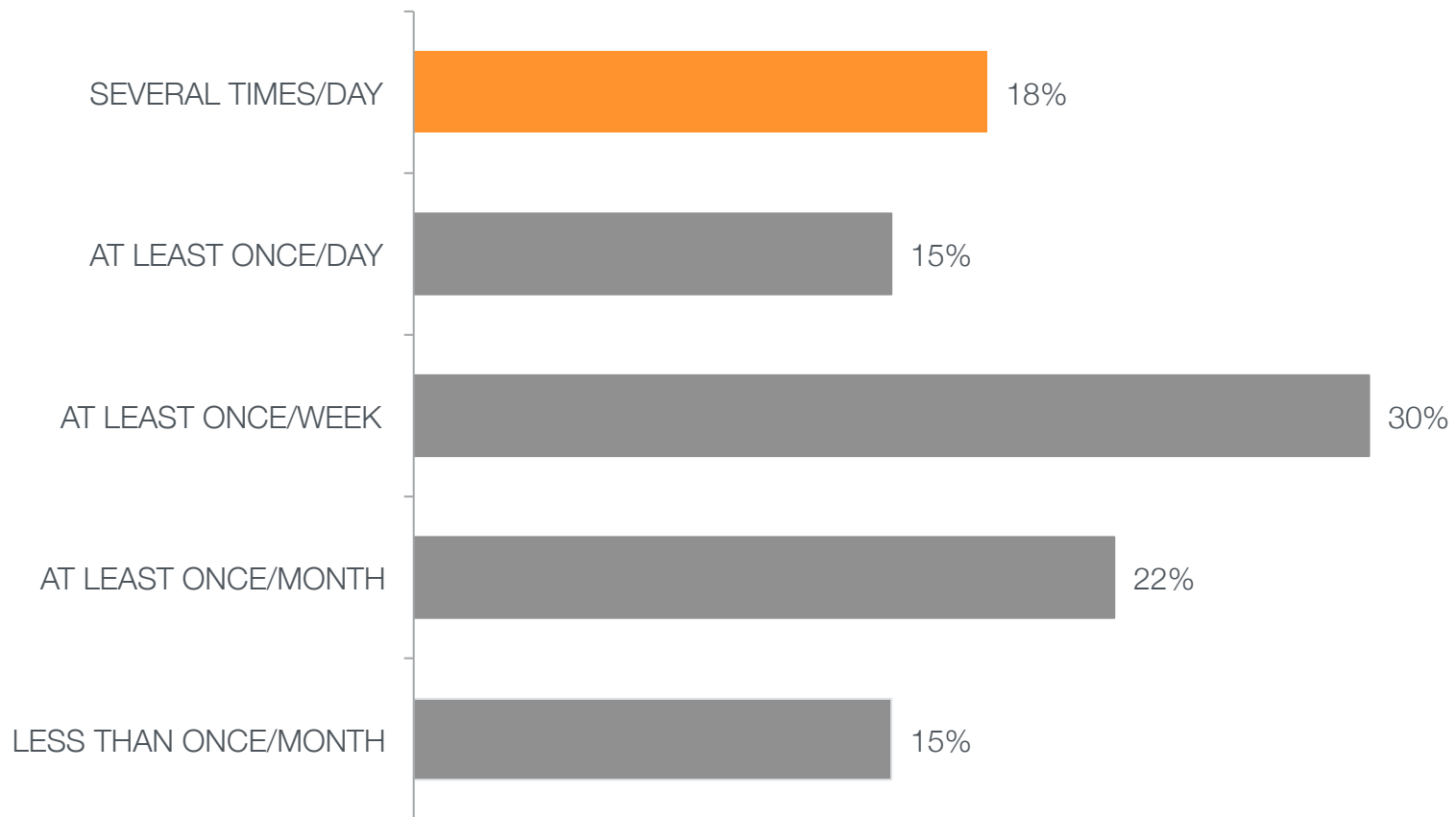


40%

of Twitter accounts
have never
sent a single
tweet.



Only 18% of Twitter users tweet >once/day.



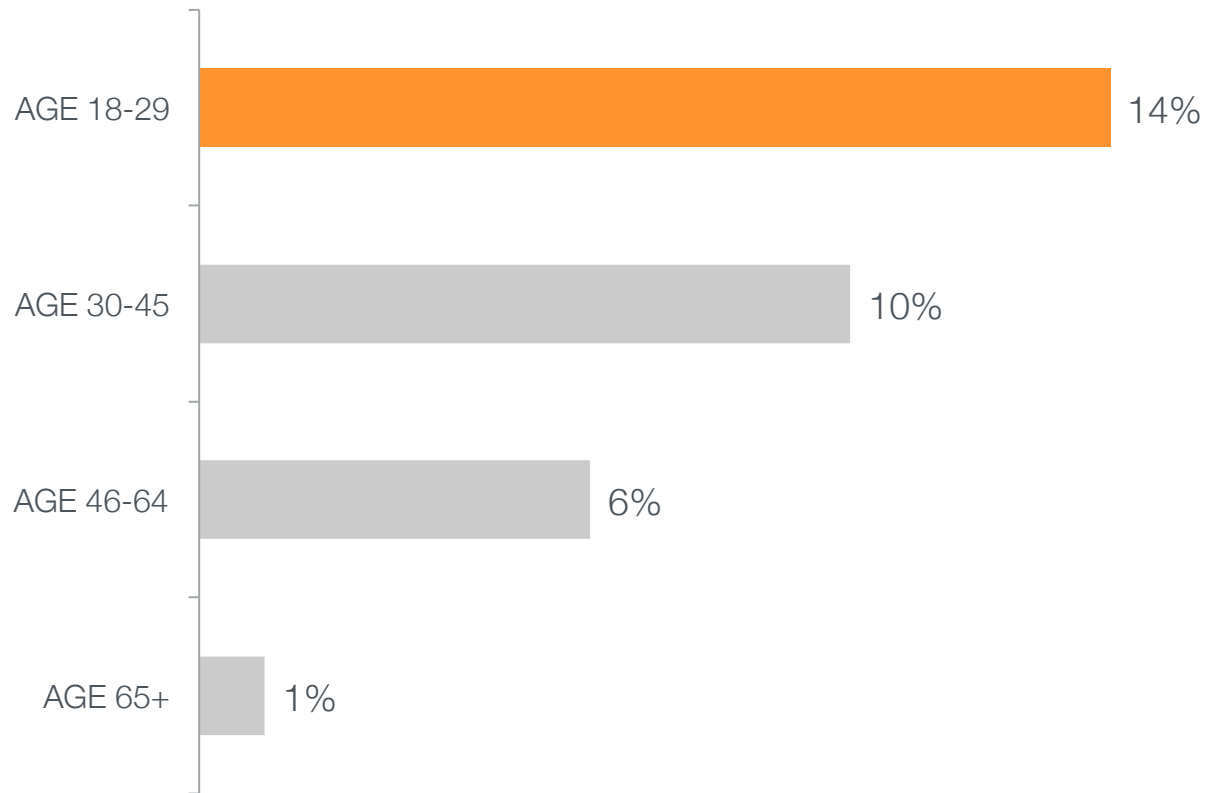
SOURCE: RJMETRICS, JANUARY 2010

FACT:

Twitter users are
young, smart, affluent,
& tech-savvy.

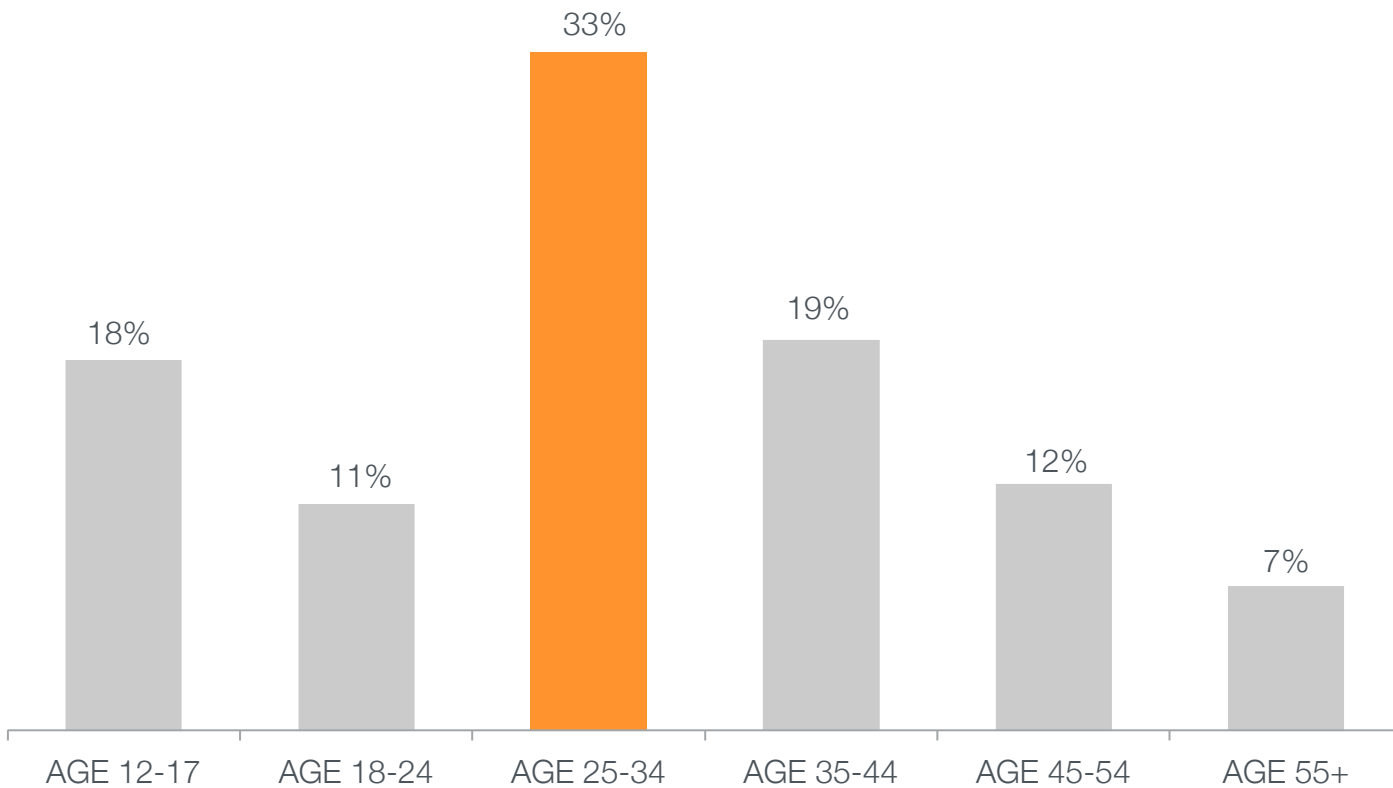


The majority of US Twitter users are 18-29 years old.



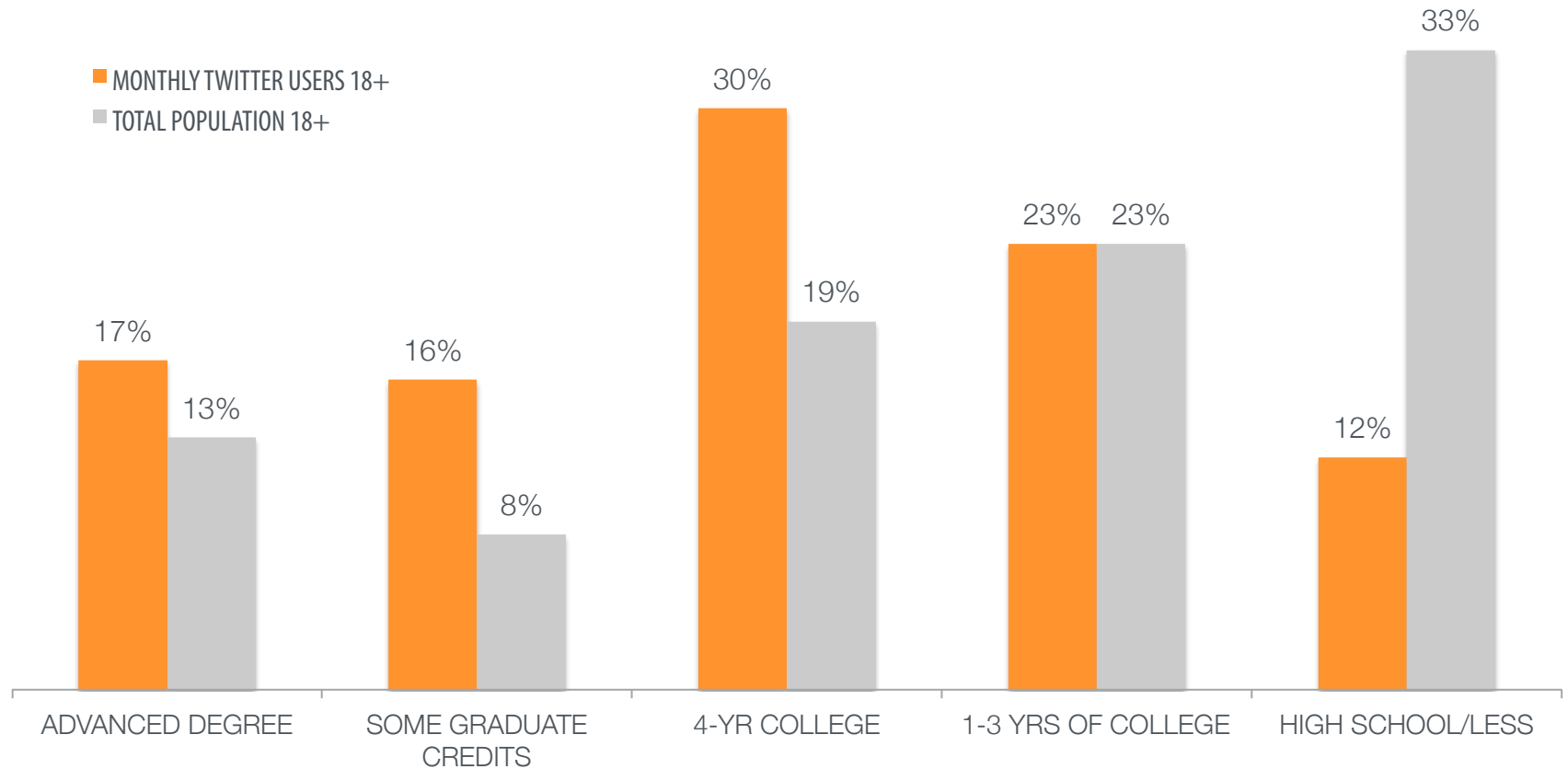
SOURCE: PEW RESEARCH CENTER, JANUARY 2010

1/3 of monthly Twitter users
are 25-34 years old.



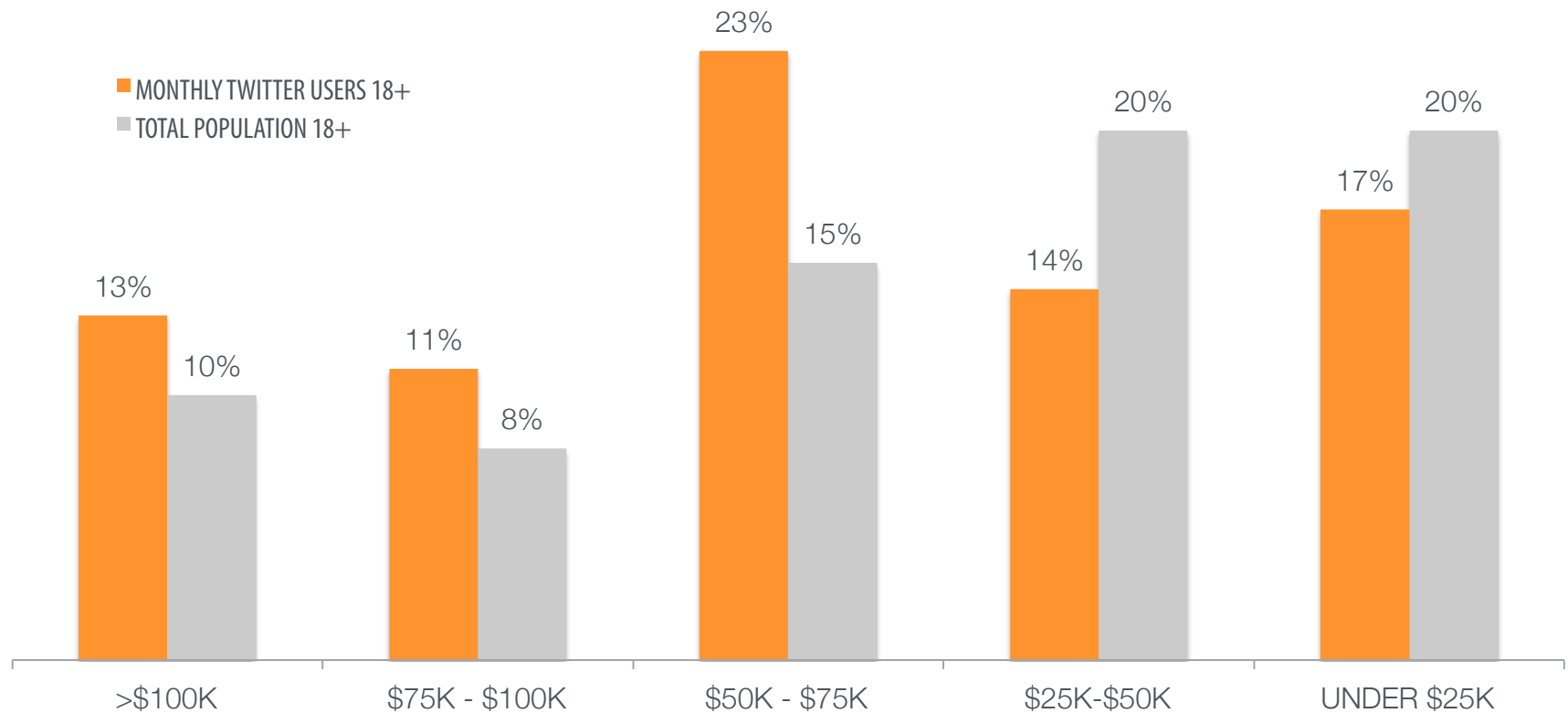
SOURCE: EDISON RESEARCH, 2010

US Twitter users are **more educated** than the general population.



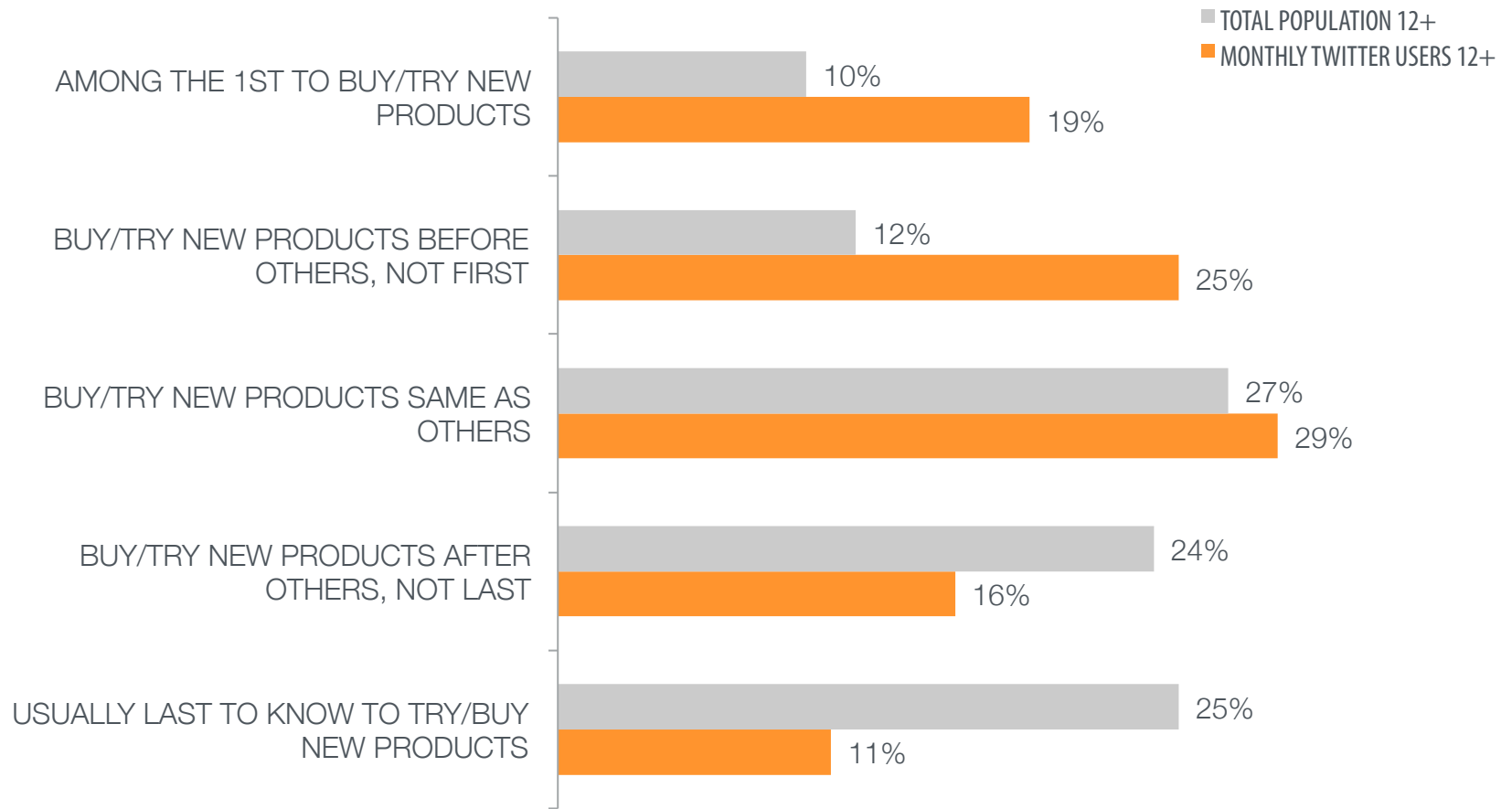
SOURCE: EDISON RESEARCH, 2010

US Twitter users have **higher incomes** than the general population.



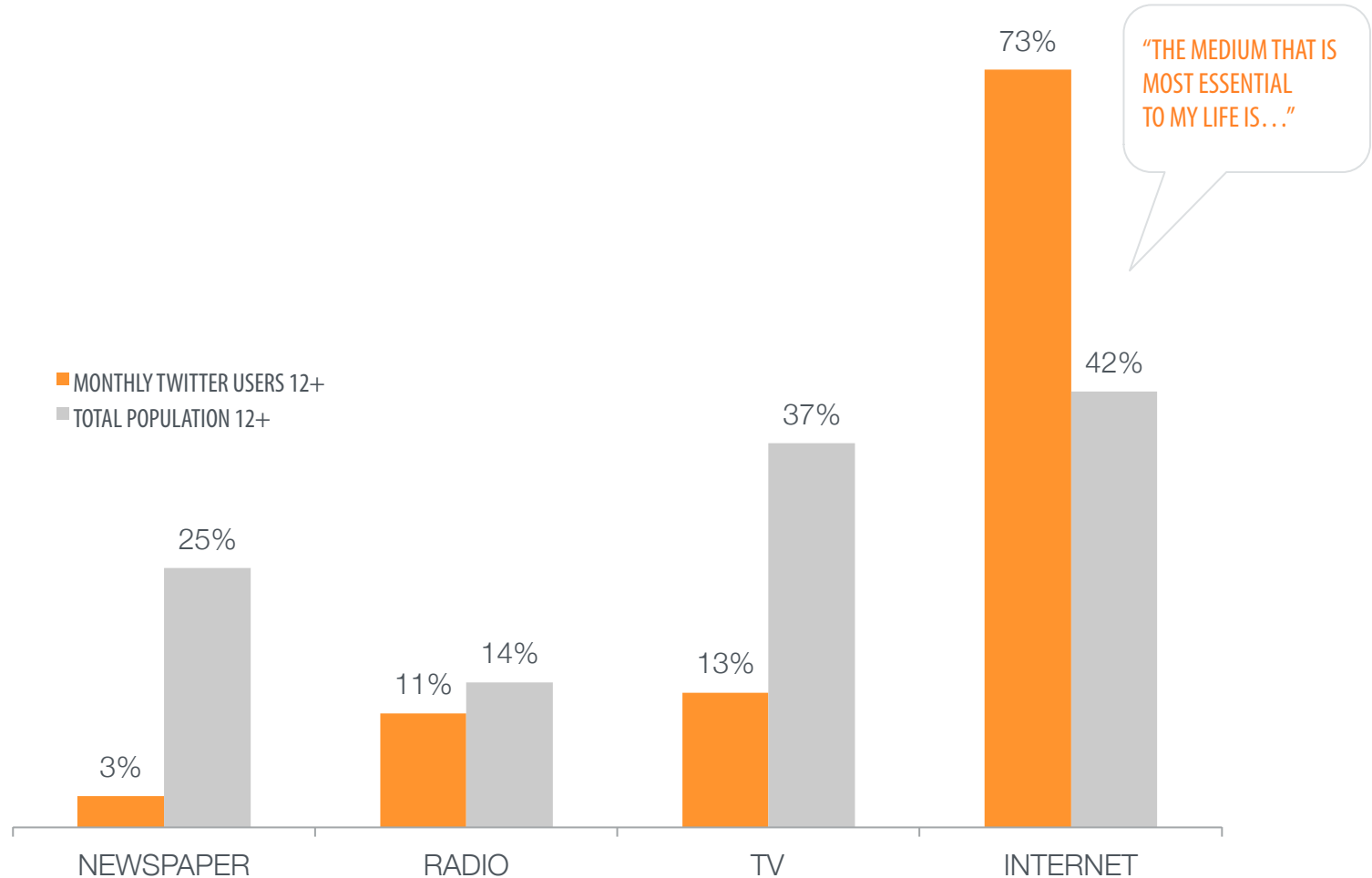
SOURCE: EDISON RESEARCH, 2010

US Twitter users tend to be “early adopters.”



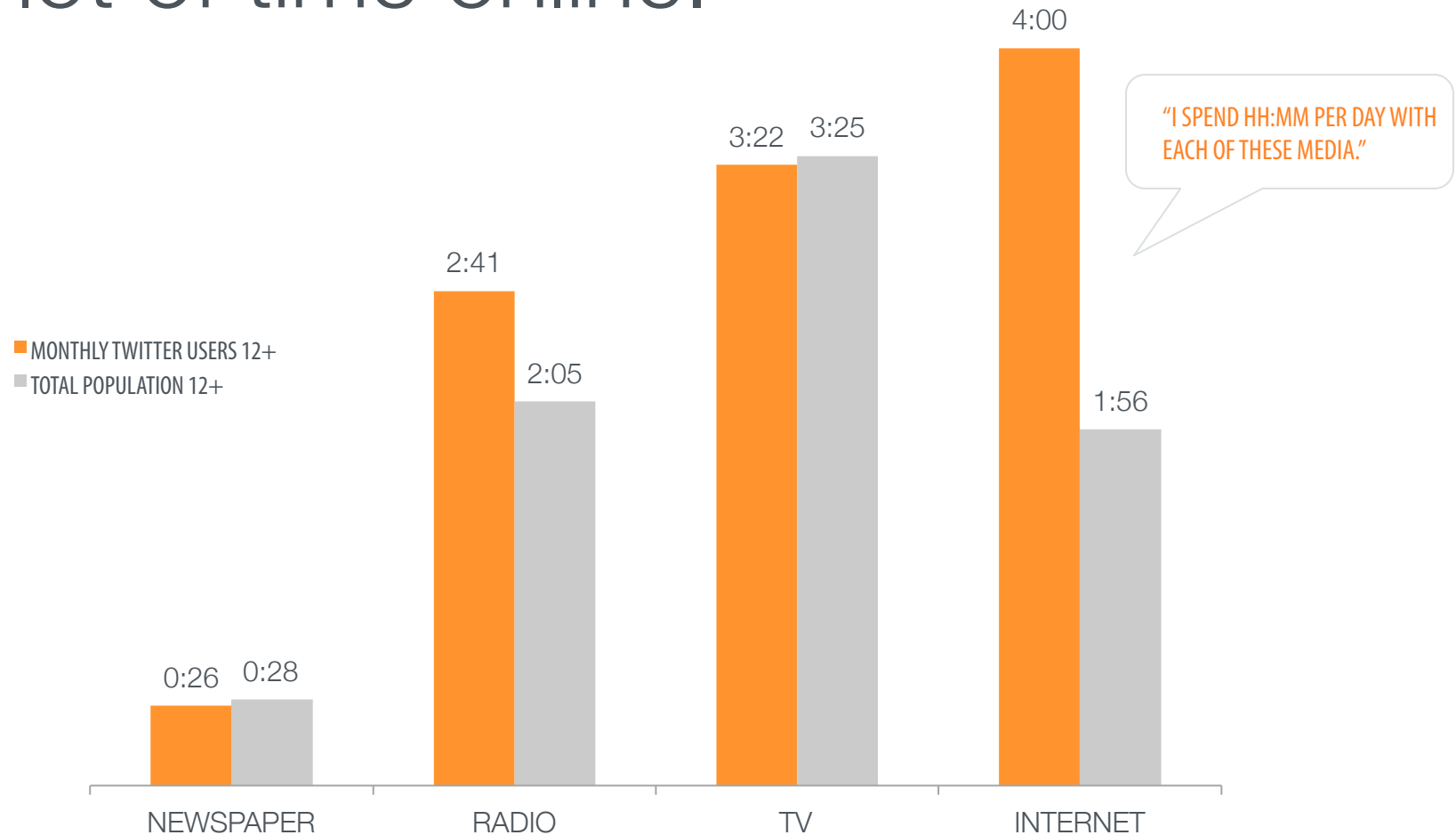
SOURCE: EDISON RESEARCH, 2010

For Twitter users, Internet > TV.



SOURCE: EDISON RESEARCH, 2010

Twitter users spend a lot of time online.



FACT:

Twitter + Business = \$\$\$

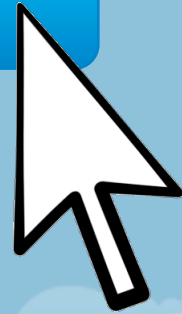


More than 1/2

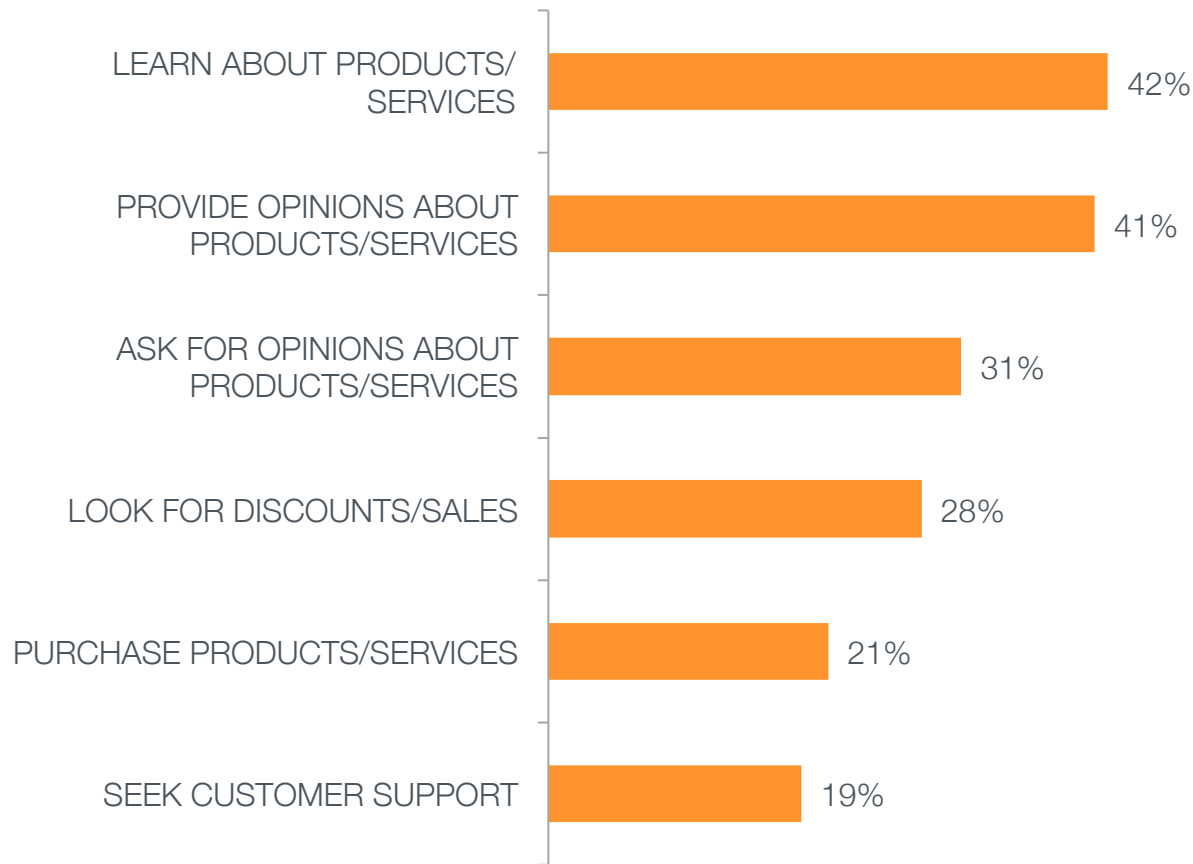
of active Twitter users
follow companies,
brands or products
on social networks.



FOLLOW

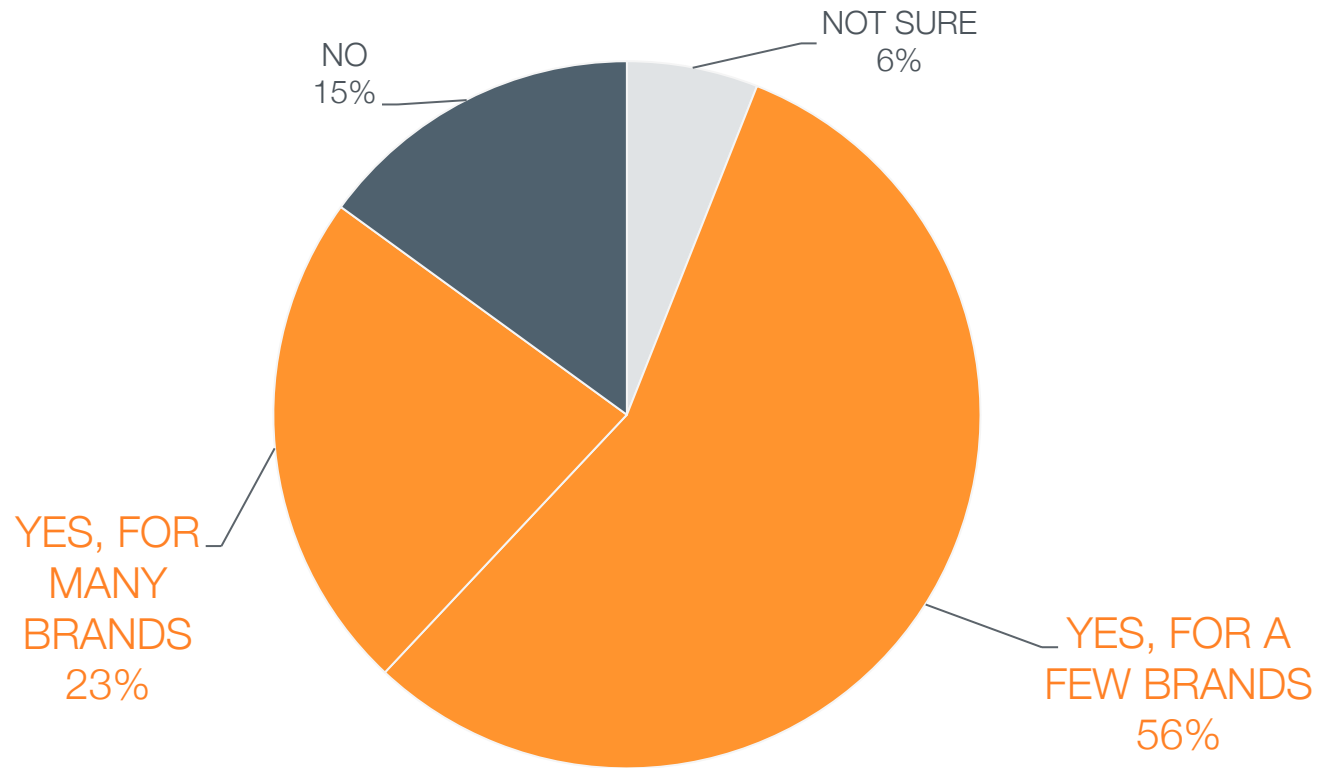


Twitter plays an active role in purchasing decisions.



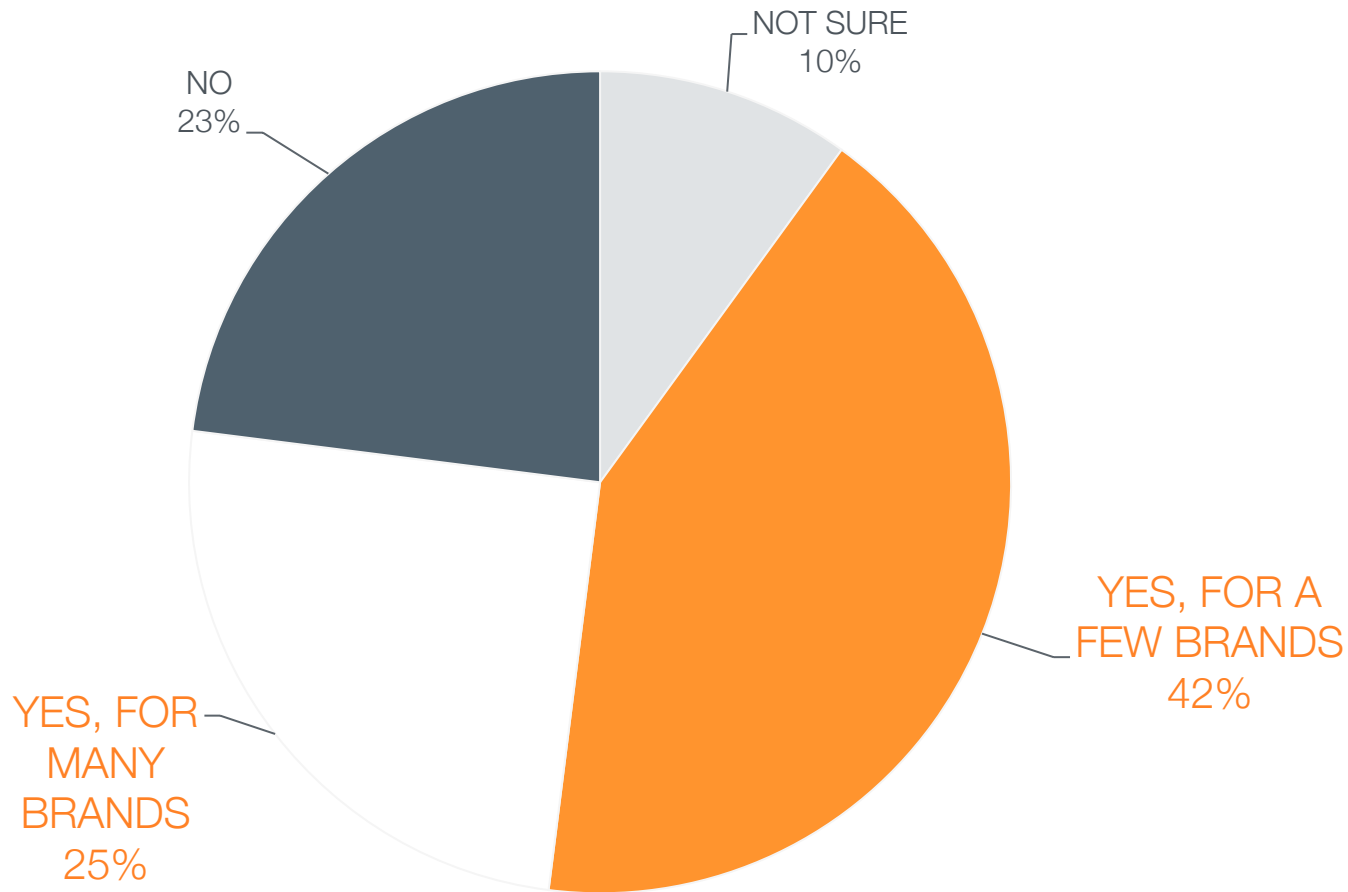
"I USE TWITTER TO..."

79% of US Twitter users
are more likely to recommend
brands they follow.



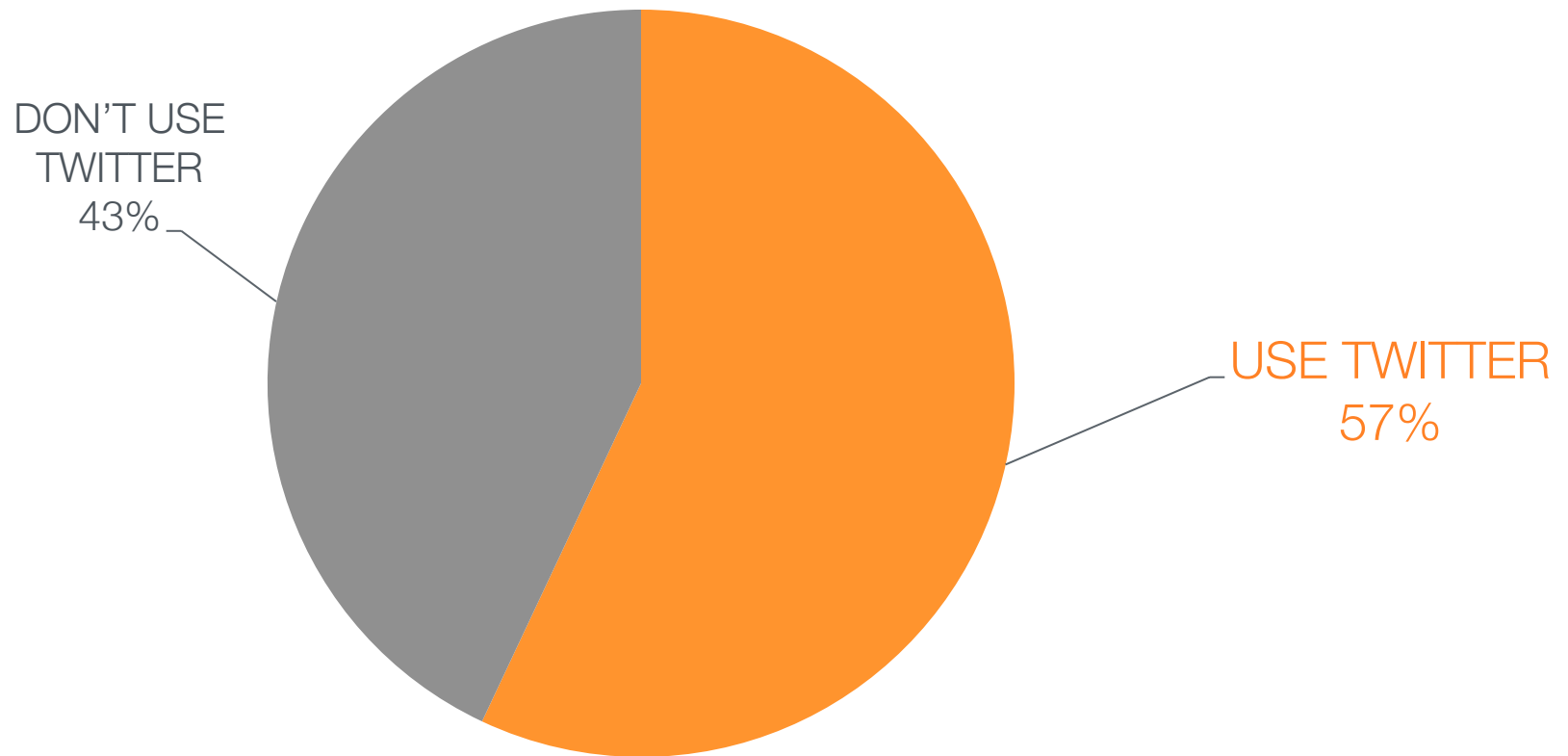
SOURCE: EDISON RESEARCH, 2010

67% of US Twitter users are more likely to buy brands they follow.

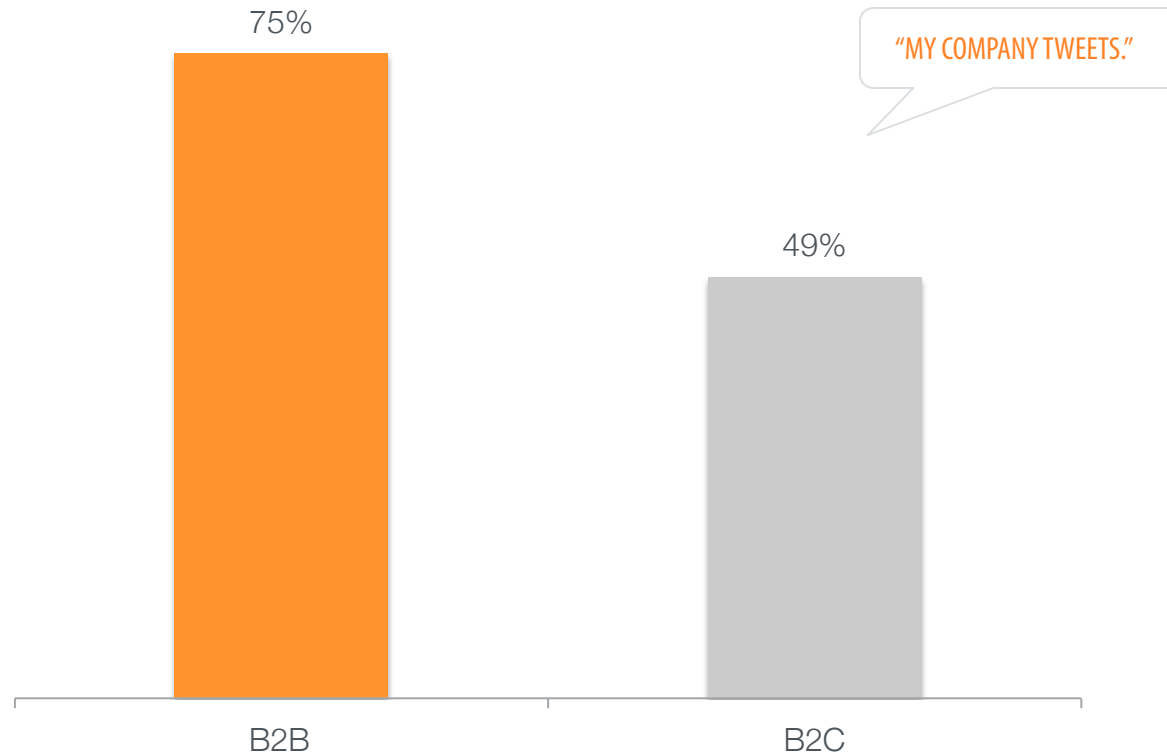


SOURCE: EDISON RESEARCH, 2010

57% of all companies that use social media for business, use Twitter.

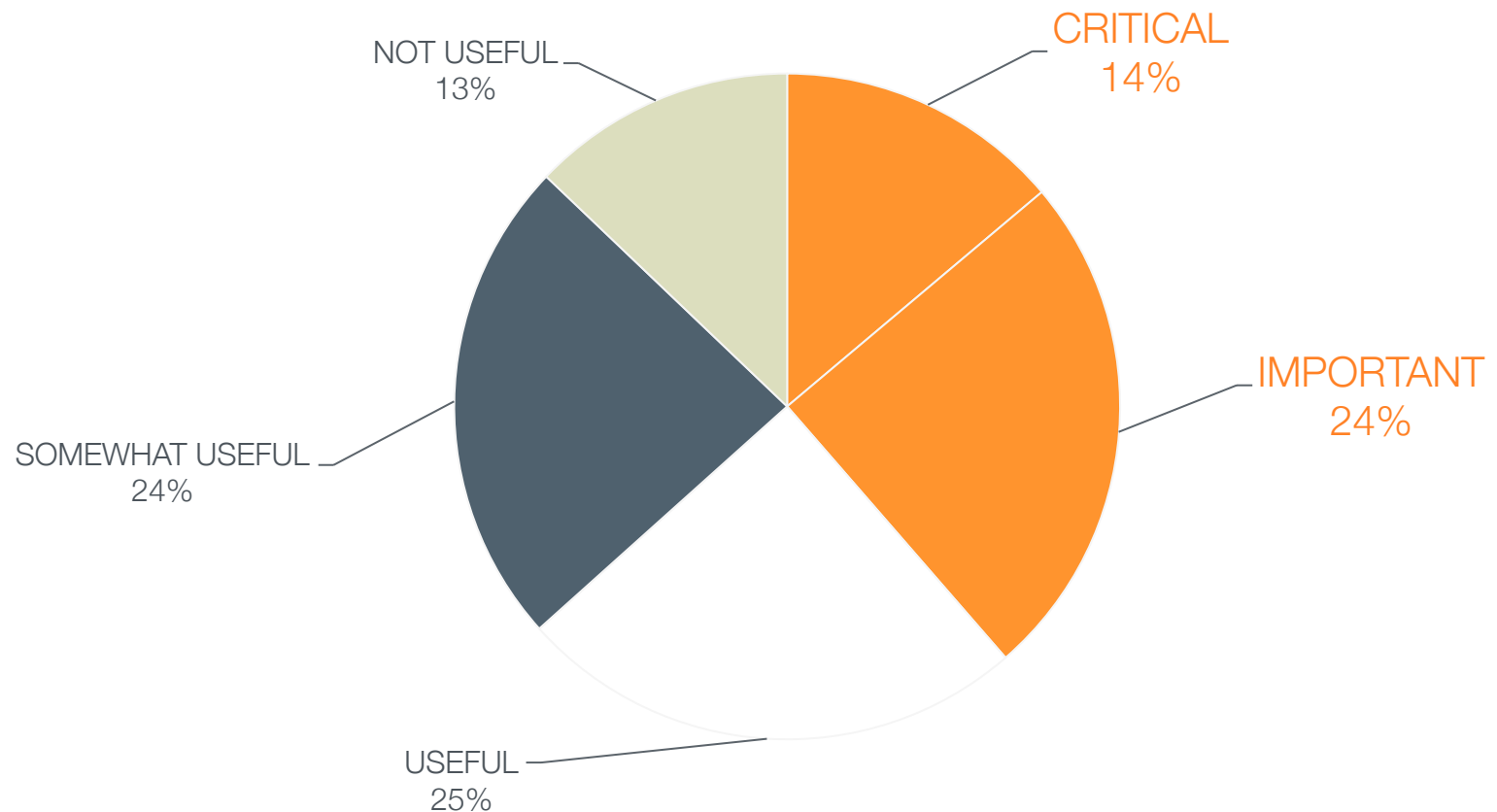


B2B companies are far more likely to use Twitter than B2C companies.

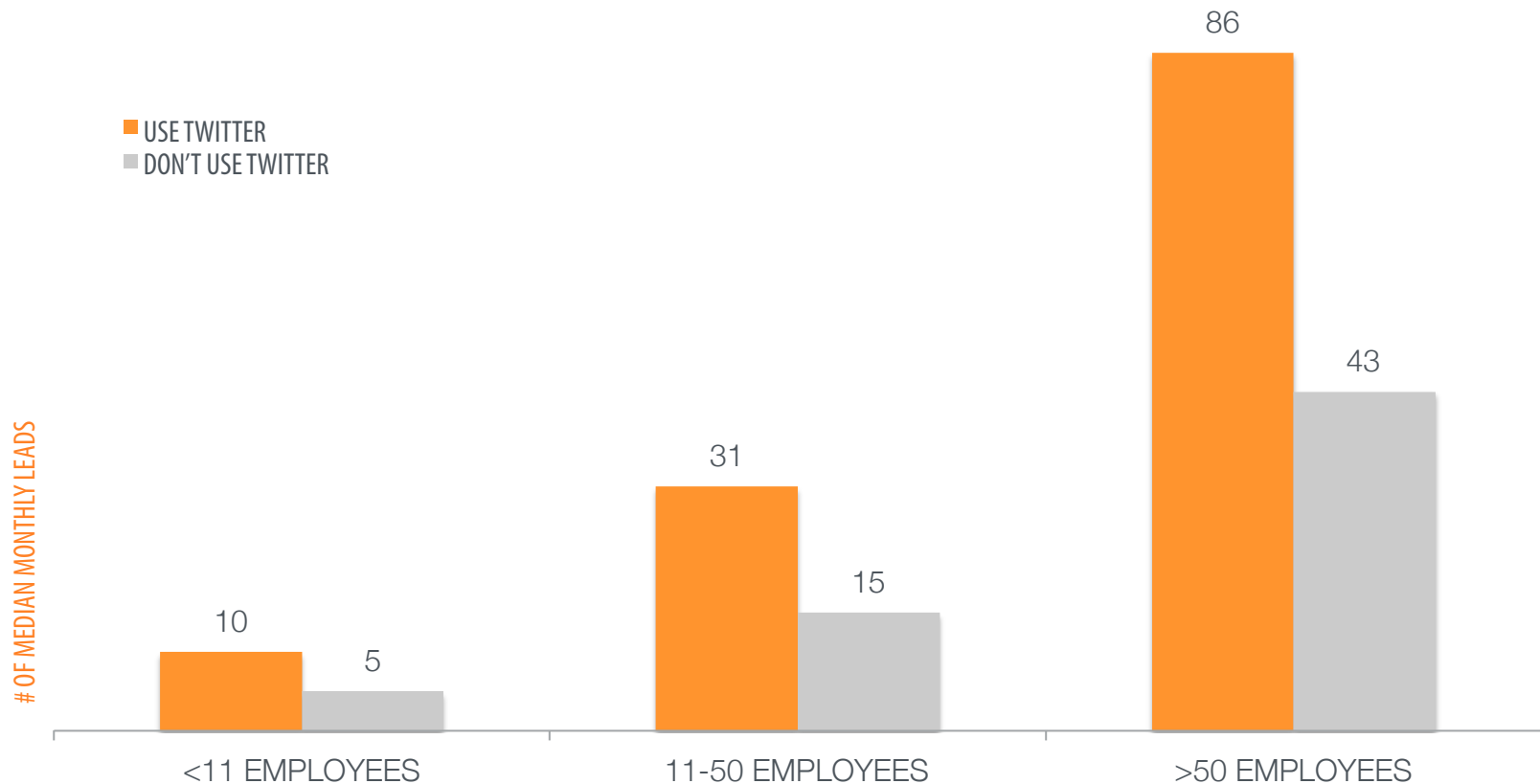


SOURCE: BUSINESS.COM, SEPTEMBER 2009

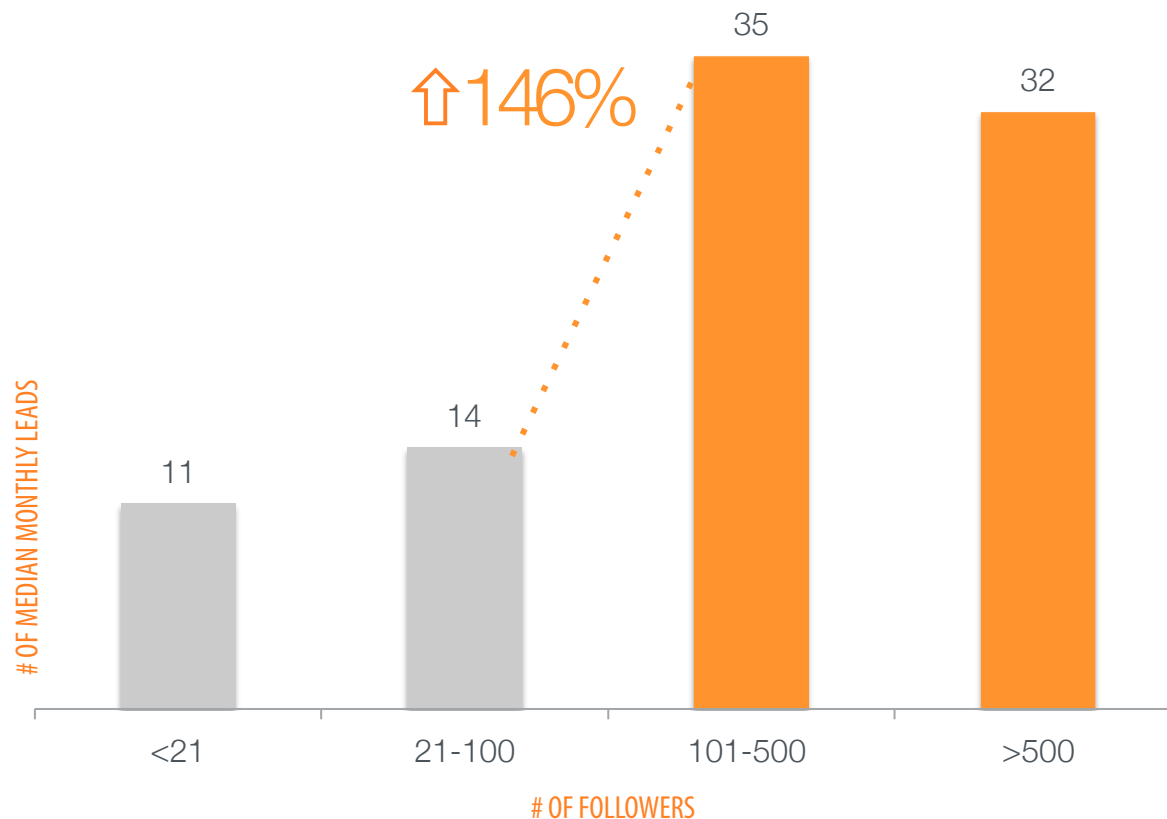
More than 1/3 of marketers say
Twitter is “critical” or “important”
to their business.



Companies that use Twitter average **2x more leads/month** than those that do not.

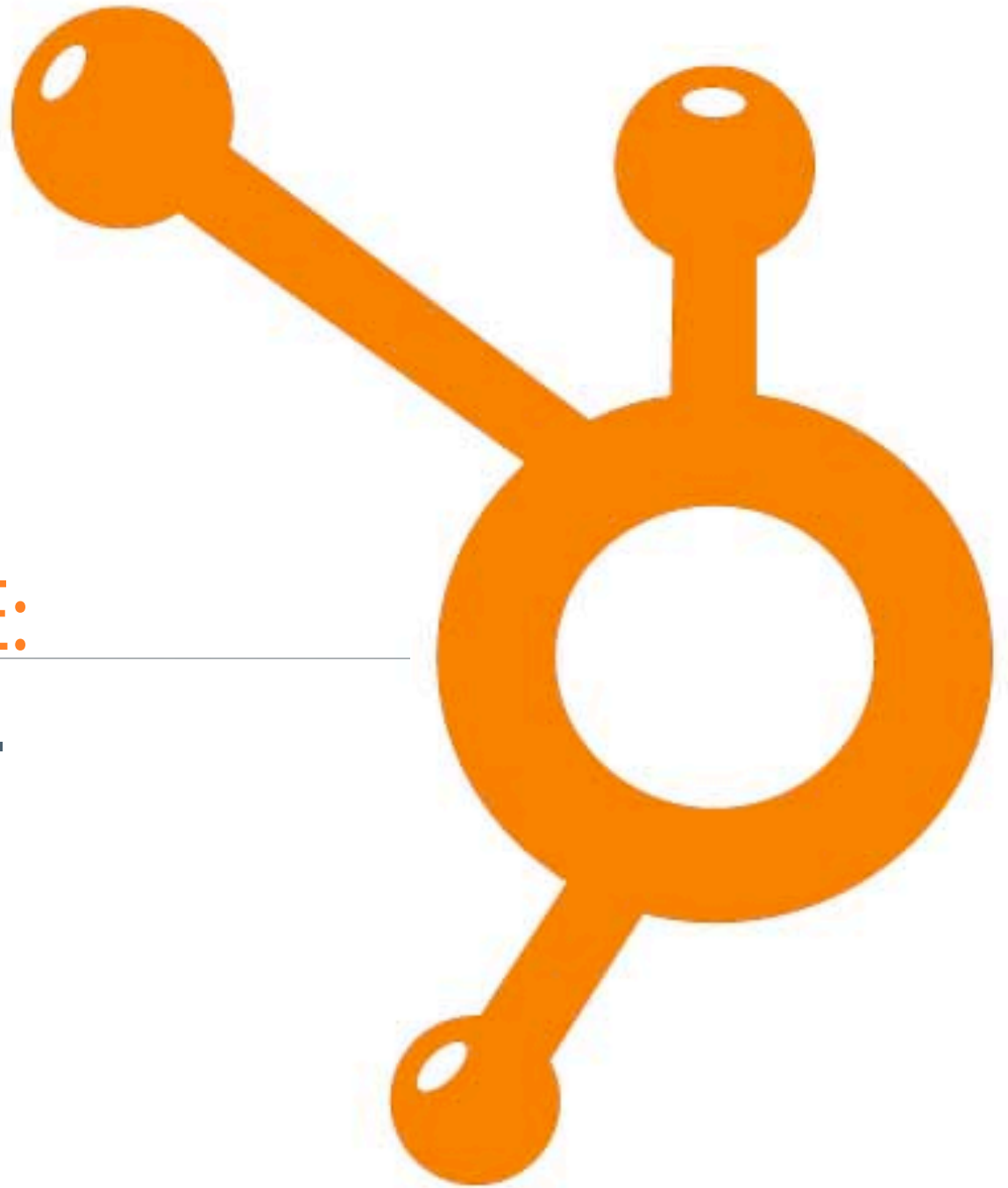


B2C companies with >100 followers have **146% more leads/month** than those with <100.



THE BOTTOM LINE:

Don't be a twit.
Start tweeting.



A large, faint, light orange HubSpot logo watermark is positioned in the background on the right side of the slide. It consists of a central circle with three lines radiating from it, each ending in a smaller circle.

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