

# How to Get the Most From Pay Per Click Marketing

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# Outbound Marketing



# Inbound Marketing

## Blog

TechCrunch



YouTube

Technorati™

## SEO

Google™

Live Search

YAHOO!®

Ask.com

## Social Media

facebook

twitter

LinkedIn

delicious  
social bookmarking

digg

HubSpot

# 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





# Budget vs. Brains



Flickr: Refracted Moments



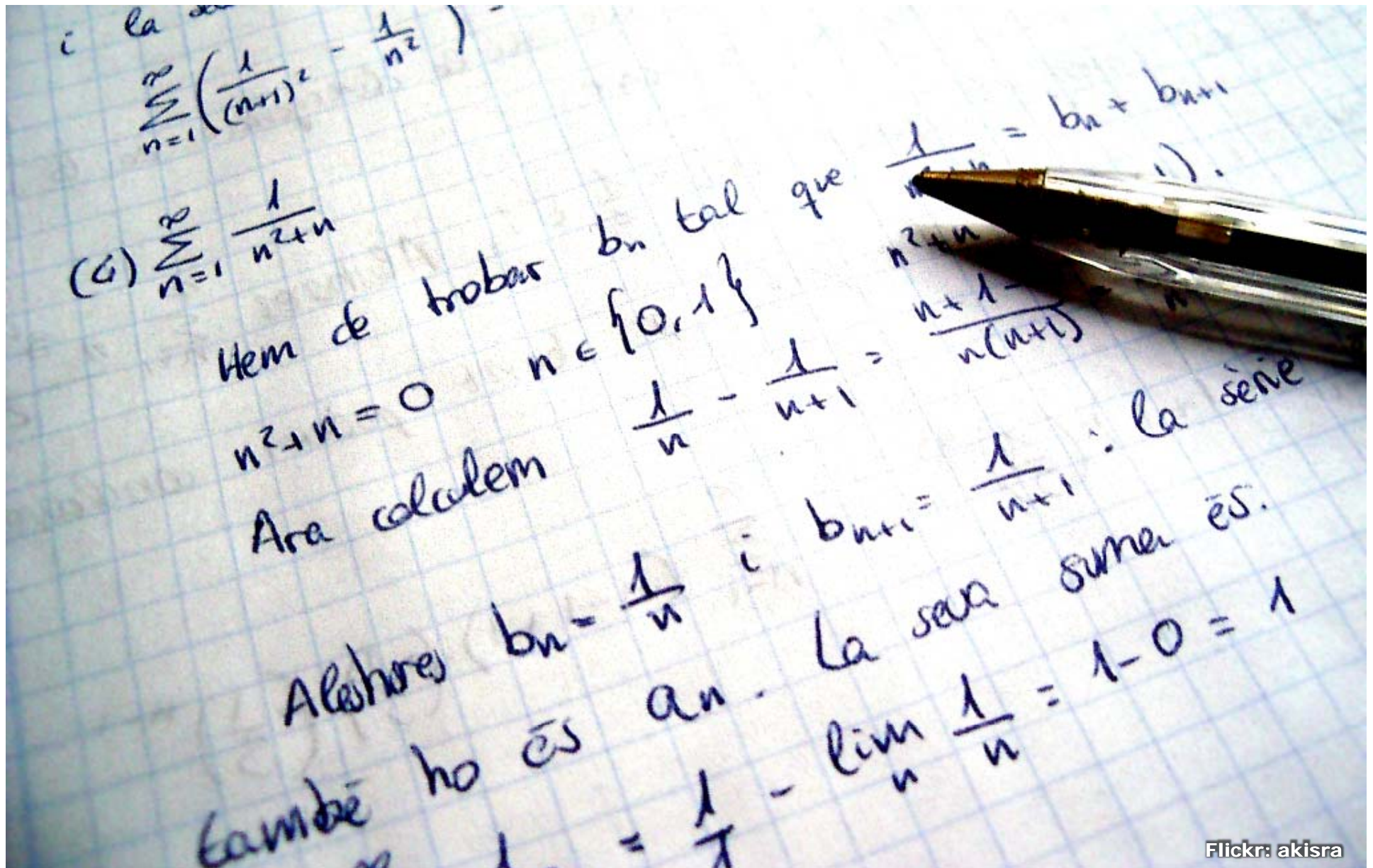
Flickr: Gaetoon Lee



# PPC & Inbound Marketing



# Caution: MATH



Handwritten mathematical notes on a grid background, illustrating a telescoping series. A pen is visible on the right side of the page.

Top left:  $\sum_{n=1}^{\infty} \left( \frac{1}{(n+1)^2} - \frac{1}{n^2} \right)$

Below it: (4)  $\sum_{n=1}^{\infty} \frac{1}{n^2+n}$

Text: Hem de trobar  $b_n$  tal que  $\frac{1}{n^2+n} = b_n + b_{n+1}$

Equation:  $n^2+n=0 \quad n \in \{0, -1\}$

Equation:  $\frac{1}{n} - \frac{1}{n+1} = \frac{n+1 - n}{n(n+1)}$

Text: Ara calculem  $b_n = \frac{1}{n}$  i  $b_{n+1} = \frac{1}{n+1}$ : la sèrie

Text: també ho és  $a_n$ . La seva suma és.

Equation:  $1 - \lim_n \frac{1}{n} = 1 - 0 = 1$

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# Is PPC Inbound Marketing?

## YES

- Not interruptive
- Permission based
- Leverages search

## NO

- Not building long term asset
- Expensive
- Not a sustainable business advantage



# PPC vs. SEO



## PPC = Liposuction

- Fast & Easy
- Expensive & Temporary



## SEO = Working Out

- More Time and Effort
- Less \$ & Long Lasting

# PPC Math

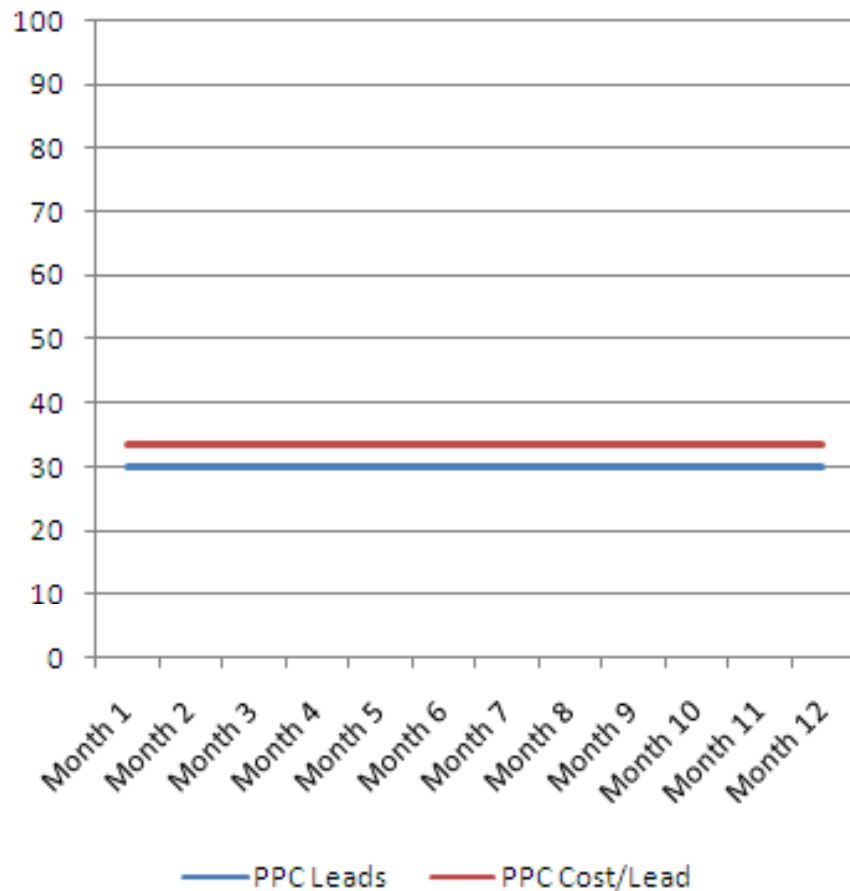
	<u>Month 1</u>	<u>Month 2</u>	<u>Month 3</u>	<u>Month 4</u>	<u>Month 5</u>	<u>Month 6</u>	<u>Month 7</u>	<u>Month 8</u>	<u>Month 9</u>	<u>Month 10</u>	<u>Month 11</u>	<u>Month 12</u>	<u>Total</u>
Cost	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000
Leads	30	30	30	30	30	30	30	30	30	30	30	30	360
<b>Total Leads</b>	30	30	30	30	30	30	30	30	30	30	30	30	<b>360</b>
<b>Cost/Lead</b>	\$33.33	\$33.33	\$33.33	\$33.33	\$33.33	\$33.33	\$33.33	\$33.33	\$33.33	\$33.33	\$33.33	\$33.33	<b>\$33.33</b>

# SEO Math

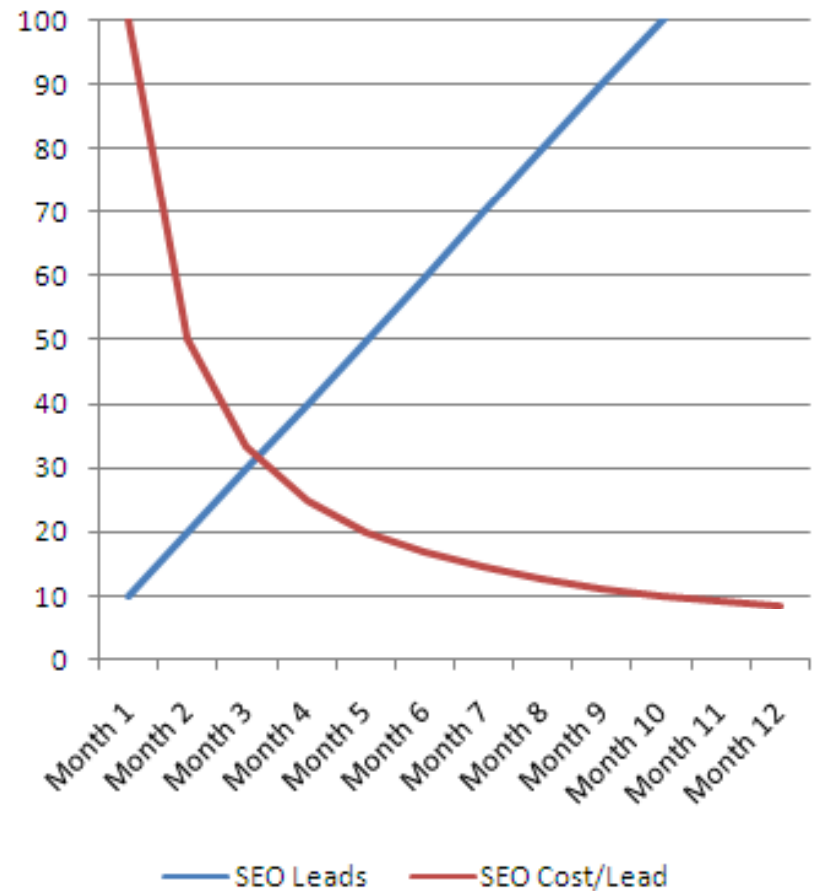
	<u>Month 1</u>	<u>Month 2</u>	<u>Month 3</u>	<u>Month 4</u>	<u>Month 5</u>	<u>Month 6</u>	<u>Month 7</u>	<u>Month 8</u>	<u>Month 9</u>	<u>Month 10</u>	<u>Month 11</u>	<u>Month 12</u>	<u>Total</u>
Cost	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000
Article 1 Leads	10	10	10	10	10	10	10	10	10	10	10	10	120
Article 2 Leads		10	10	10	10	10	10	10	10	10	10	10	110
Article 3 Leads			10	10	10	10	10	10	10	10	10	10	100
Article 4 Leads				10	10	10	10	10	10	10	10	10	90
Article 5 Leads					10	10	10	10	10	10	10	10	80
Article 6 Leads						10	10	10	10	10	10	10	70
Article 7 Leads							10	10	10	10	10	10	60
Article 8 Leads								10	10	10	10	10	50
Article 9 Leads									10	10	10	10	40
Article 10 Leads										10	10	10	30
Article 11 Leads											10	10	20
Article 12 Leads												10	10
<b>Total Leads</b>	10	20	30	40	50	60	70	80	90	100	110	120	<b>780</b>
<b>Cost/Lead</b>	\$100	\$50	\$33	\$25	\$20	\$17	\$14	\$13	\$11	\$10	\$9	\$8	<b>\$15.38</b>

# PPC vs. SEO

## Pay Per Click Search Marketing (PPC)



## Search Engine Optimization (SEO)



# PPC's Place in Inbound Marketing

- Fast feedback
  - Don't get addicted!
- Test conversions by keywords
- Promote short term events
- Test new products / markets







# PPC Overview & Tips

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# The PPC Lead Generation Process

1. Ad Impressions

x [Click Through Rate (CTR)] =

2. Clicks (website visitors)

x [Conversion Rate] =

3. Leads

# PPC Math Tutorial

	<u>Scenario 1:</u>	<u>Scenario 2:</u>	<u>Scenario 3:</u>	<u>Scenario 4:</u>
	Good CTR, Bad Conversion	Bad CTR, Good Conversion	Good Performance	Great Performance
Impressions	10,000	10,000	10,000	10,000
Clicks	150	62	150	200
Click Through Rate (CTR)	1.50%	0.62%	1.50%	2.00%
Cost Per Click	\$10	\$10	\$10	\$10
Website Visitors	132	53	132	181
Lost Clicks	18	9	18	19
Leads	4	6	15	30
Conversion Rate	3.03%	11.32%	11.36%	16.57%
Cost Per Lead	\$375	\$103	\$100	\$67

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# How Much to Bid

- Bid as much as you can afford, based on your **value per lead**.
- There are a bunch of more advanced bidding strategies that we will ***not*** discuss today.



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# Getting More Out of PPC

1. Click Through Rate (CTR)
  - Your Ads
2. Conversion Rate
  - Your Landing Page
3. Interactions among keywords, ads and landing pages

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# Testing Different Ads

- Use keywords in the ads
  - Dynamic keyword insertion
- Put together ads from component pieces
- Test certain words like “free” or “download”
- Look at other ads from competitors

# Improving CTR

<input type="checkbox"/>	<a href="#">Variations</a>	<a href="#">Actions</a>	<a href="#">Status</a> ▼	<a href="#">% Served</a>	<a href="#">Clicks</a>	<a href="#">Impr.</a>	<a href="#">CTR</a>	<a href="#">Cost</a>
<input type="checkbox"/>	<a href="#">{Keyword:Free Marketing Whitepaper}</a> Online Marketing Best Practices 5 Simple Tips to Improve Quickly <a href="#">www.HubSpot.com</a>	<a href="#">Edit</a>	Active	35.3%	39	1,063	3.66%	\$232.54
<input type="checkbox"/>	<a href="#">Free Marketing Whitepaper</a> Internet Marketing Best Practices 12 Pages w/Color Charts and Graphs <a href="#">www.HubSpot.com</a>	<a href="#">Edit</a>	Paused	31.0%	32	934	3.42%	\$185.88
<input type="checkbox"/>	<a href="#">New Marketing Whitepaper</a> Online Marketing Best Practices 5 Simple Tips to Improve Quickly <a href="#">www.HubSpot.com</a>	<a href="#">Edit</a>	Paused	6.6%	6	199	3.01%	\$21.14
<input type="checkbox"/>	<a href="#">Free Marketing Whitepaper</a> Online Marketing Best Practices 5 Simple Tips to Improve Quickly <a href="#">www.HubSpot.com</a>	<a href="#">Edit</a>	Paused	14.4%	8	433	1.84%	\$44.37
	3 edited or deleted ads			12.7%	11	384	2.86%	\$56.12
	Total: Text ads on content network			0.0%	0	0	-	\$0.00
	Total: Text ads on search			100.0%	96	3,013	3.18%	\$540.05



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# Dynamic Keyword Insertion

Search is for “inbound marketing software”

- {keyword} = “inbound marketing software”
- {**K**eyword} = “**I**nbound marketing software”
- {**K**ey**W**ord} = “**I**nbound **M**arketing **S**oftware”

Use default words

- {Key**W**ord:The Default Words Go Here}
- Required in case search phrase is really long or there is an error

# Match Type

## Choose keywords

### Who will see your ad?

When people search Google for the keywords you choose here, your ad can show. Keywords must be for best results. [Example list](#)

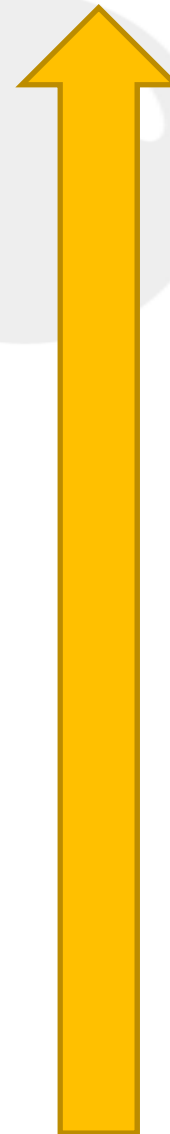
Enter as many specific words or phrases as you like, one per line:

```
marketing conference  
"marketing conference"  
[marketing]
```

- Broad match
  - *“Your ads could also show for singular/plural forms, synonyms, and other relevant variations”*
- Phrase match (enter keyword with quotes)
  - *“...Ad [is] eligible to appear when a user searches [your phrase] with other terms before or after the phrase”*
- Exact match (enter keyword with brackets)
  - *“...Ad [is] eligible to appear when a user searches [your phrase] without any other terms in the query.”*

# Improving CTR

Variations	CTR
<a href="#">Free Search Engine Kit</a> Powerful SEO Information 5 Simple Tips to Improve Quickly <a href="http://www.HubSpot.com">www.HubSpot.com</a>	0.94%
<a href="#">{Keyword:Free SEO Guide}</a> Search Engine Optimization Info 5 Simple Tips to Improve Quickly <a href="http://www.HubSpot.com">www.HubSpot.com</a>	0.90%
<a href="#">Free SEO Kit</a> Powerful Search Engine Information 5 Simple Tips to Improve Quickly <a href="http://www.HubSpot.com">www.HubSpot.com</a>	0.83%
<a href="#">{Keyword:Free SEO Guide}</a> Powerful SEO Information 5 Simple Tips to Improve Quickly <a href="http://www.HubSpot.com">www.HubSpot.com</a>	0.80%
<a href="#">{Keyword:Free SEO Guide}</a> Free Search Engine Optimization Kit 5 Simple Tips w/ eBook and Videos <a href="http://www.HubSpot.com">www.HubSpot.com</a>	0.75%
<a href="#">Free SEO Kit + Videos</a> Easy SEO Tips and Tricks + 2 Bonus Video Seminars! <a href="http://www.HubSpot.com">www.HubSpot.com</a>	0.55%
<a href="#">Free SEO Information</a> Search Engine Best Practices 5 Simple Tips to Improve Quickly <a href="http://www.HubSpot.com">www.HubSpot.com</a>	0.09%



- Iterative process
- Test, refine, repeat

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# Getting More Out of PPC

## 1. Click Through Rate (CTR)

- Your Ads

## 2. Conversion Rate

- Your Landing Page

## 3. Interactions among keywords, ads and landing pages

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# Landing Page Tips

- Keep it simple & short
- Limit navigation
- Must have a form!
- Align it with the keywords and ads
- Make sure conversion tracking is set up
  
- Free Webinar on Landing Pages
- <http://www.hubspot.com/marketing-webinars/optimizing-landing-pages-for-lead-generation-webinar-archive/>

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# Getting More Out of PPC

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## State of mind of the searcher

- Keyword Bid: **“Marketing”**
- Keyword Searched: **“Marketing Soft Drinks”**
- Ad Displayed: **“Internet Marketing Kit”**
- Click through is unlikely



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## State of mind of the searcher

- Keyword Bid: **“Internet Marketing”**
- Keyword Searched: **“Internet Marketing”**
- Ad Displayed: **“Internet Marketing Kit”**
- Landing Page: **“Branding Webinar”**
- Conversion is unlikely

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## State of mind of the searcher

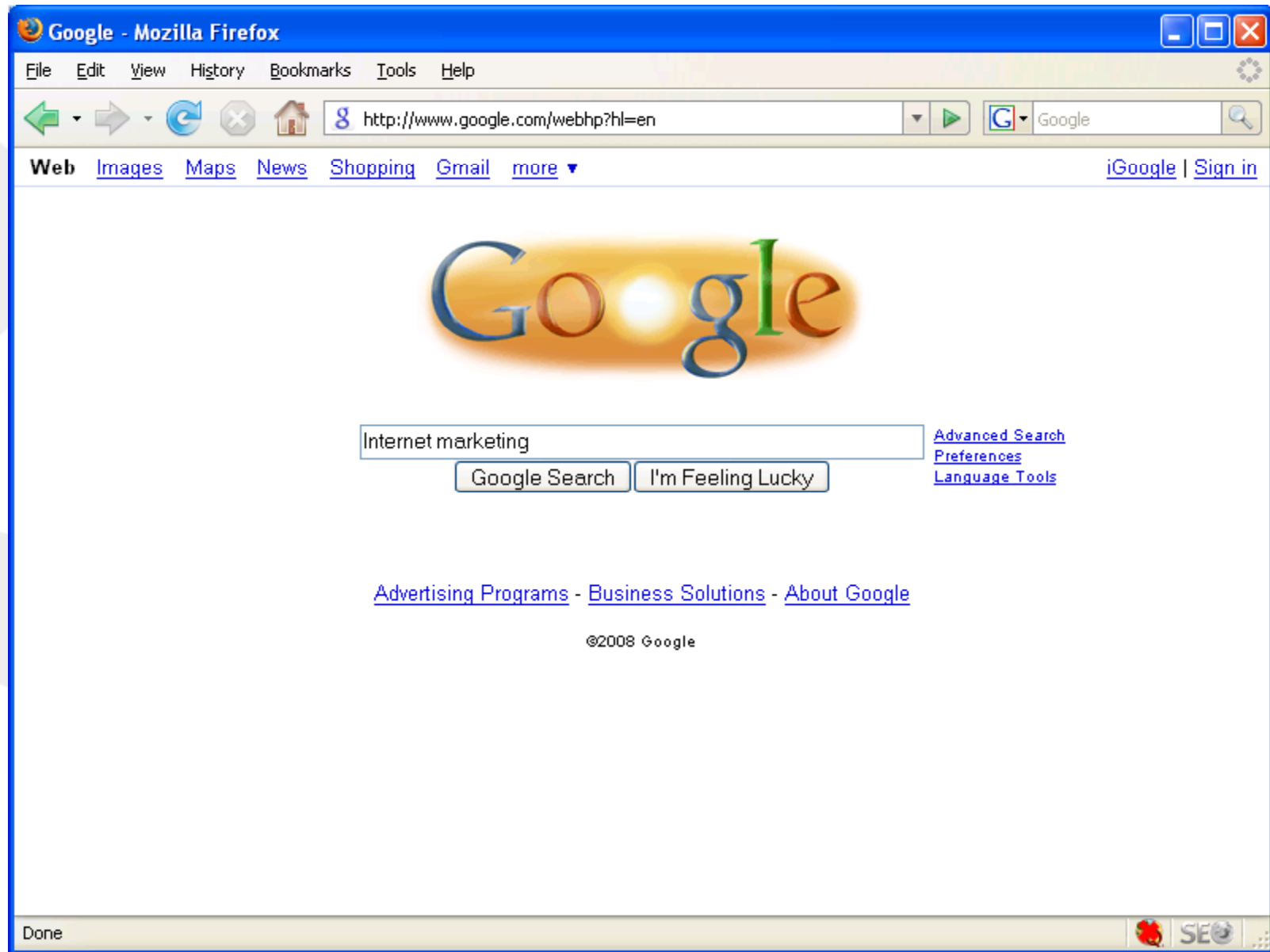
- Keyword Bid: **“Internet Marketing”**
- Keyword Searched: **“Internet Marketing Video”**
- Ad Displayed: **“Internet Marketing Kit”**  
(includes videos and whitepaper)
- Landing Page: **“Internet Marketing Kit”**
- Results: >1% CTR and >15% Conversion

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# Everything Works Together

- Small, focused groups of words
  - More phrases than single words
  - Use negative words (e.g., “- free”)
  - Consider using Phrase Match or Exact Match
- Focused, specific ads that fit with keywords
  - Test dynamic keyword insertion
- Focused, specific landing pages that fit with ads

# State of mind of the searcher



# State of mind of the searcher

The screenshot shows a Google search for "internet marketing" in Mozilla Firefox. The search results are displayed on a yellow background. The search bar contains "internet marketing" and the search button is labeled "Search". The results show "Results 1 - 10 of about 90,200,000 for internet marketing. (0.24 seconds)".

The search results are categorized into "Sponsored Links" and "Organic Results".

**Sponsored Links:**

- Free Internet Marketing** (circled in red): [www.HubSpot.com](http://www.HubSpot.com) eBook with **Marketing** Best Practices Tips for SEO, Blogging, Websites
- Internet Marketing Agency**: [www.leapfroginteractive.com](http://www.leapfroginteractive.com) LeapFrog website design, e-mail and search **marketing** company.
- Internet Marketing**: [www.EngineReady.com](http://www.EngineReady.com) Fed up with lousy PPC results? Proven svcs-min 5k/month spend.
- Facebook Advertising** (circled in red): Reach your customers before they start searching [www.facebook.com/ads/](http://www.facebook.com/ads/)
- Google Internet Marketing**: Get better ROI from your website. Try Google AdWords today. [adwords.google.com](http://adwords.google.com)
- Internet Marketing \$250/M**: SEO / PPC Done Professionally. Free Initial Report. Improve Site Ranks! [eBrandz.com](http://eBrandz.com)
- Flat Rate Unlimited \$225** (circled in red): Maximum 50 people unlimited access our system 24/7 [www.affordableconferences.com](http://www.affordableconferences.com)

**Organic Results:**


- Internet marketing - Wikipedia, the free encyclopedia**: **Internet marketing**, also referred to as online **marketing**, **Internet** advertising, eMarketing (or e-**Marketing**), is the **marketing** of products or services over ... [en.wikipedia.org/wiki/Online\\_marketing](http://en.wikipedia.org/wiki/Online_marketing) - 49k - [Cached](#) - [Similar pages](#)
- Internet marketing, search engine marketing, email marketing ...**: Offers targeted web **marketing** promotions and advertising including mall linkings, opt-in email campaigns, web site exposure promotions, pop-up and pop-under ...

Related searches: [internet marketing articles](#) [internet marketing course](#) [internet marketing forum](#) [internet marketing jobs](#)


Done



# Everything Works Together



[Free Internet Marketing](#) Sponsored Links  
[www.HubSpot.com](http://www.HubSpot.com) eBook with **Marketing** Best Practices Tips for SEO, Blogging, Websites



Free Internet Marketing Kit with Video and a 12 Page Whitepaper



5 Tips to Turn Your Website into a Marketing Machine

Mike Volpe  
VP Marketing  
HubSpot  
1-800-482-0382 x2  
mvolpe@hubspot.com

Video with tips about search engine optimization (SEO) and lead conversion.

**Improve Your Website - Fast and Easy Tips**

Did you complete a HubSpot Website Grader report and were unhappy with your score? Our free Internet Marketing Kit gives you the tips and tricks you need to improve your score so you can optimize your website to get found by more visitors and convert higher percentages of them to leads and paying customers.

The Internet Marketing Kit contains the following valuable information:

- Video Webinar - "5 Tips to Turn your Website into a Marketing Machine"
- Whitepaper - "5 Tips to Turn your Website into a Marketing Machine"

**Download Free Internet Marketing Kit**

First Name \*

Last Name \*

Tip #1 - On Page SEO



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# Break It Down & Get Specific

- Low ROI
  - Bid on a few very high volume words using generic ads and send traffic to your homepage
- High ROI
  - More Ad Groups
  - More keywords, but broken into lots of small groups of keywords
  - More targeted ads, with offer and language
  - More landing pages, targeted toward the keywords, ads and offer



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# Thank You!

Learn more about HubSpot:  
<http://www.hubspot.com/demo>

Become a Fan:  
<http://facebook.hubspot.com>

**Mike Volpe**  
VP Inbound Marketing  
Twitter: **@mvolpe**

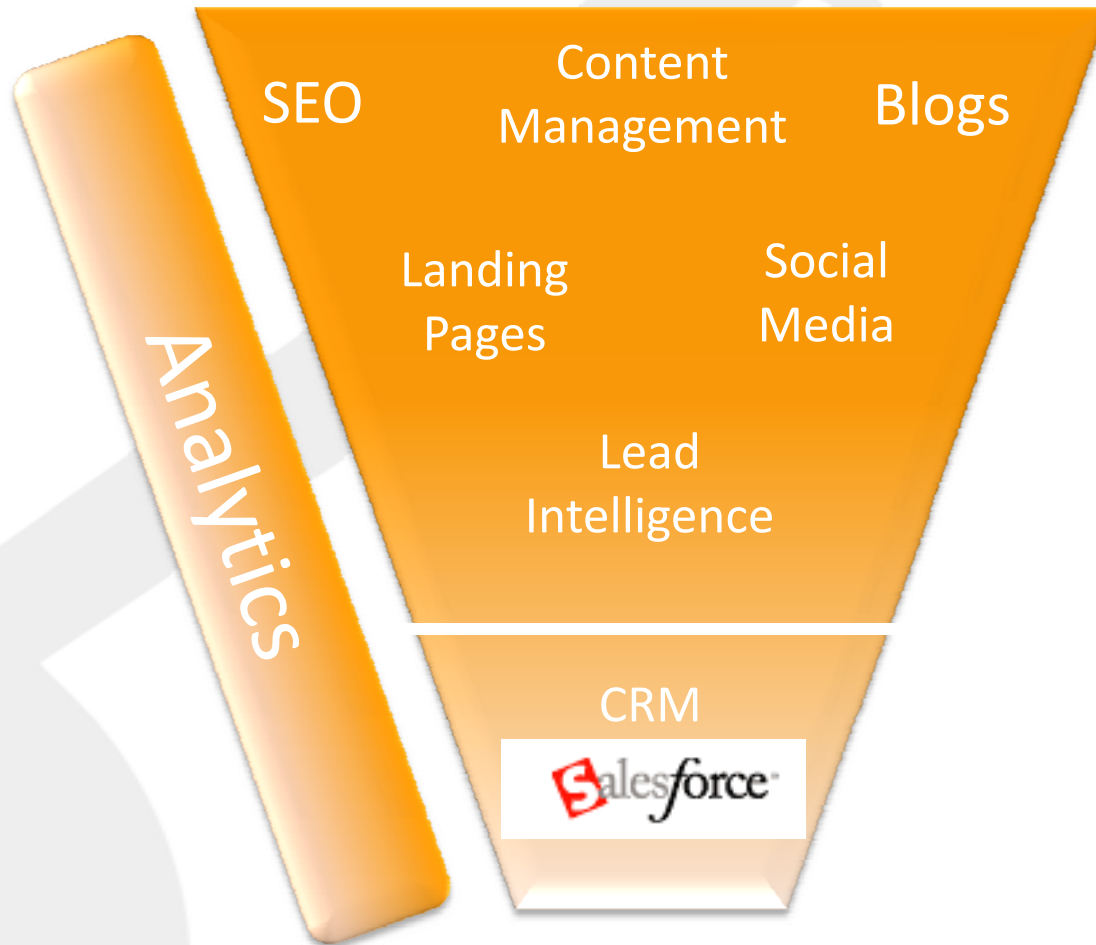




# HubSpot

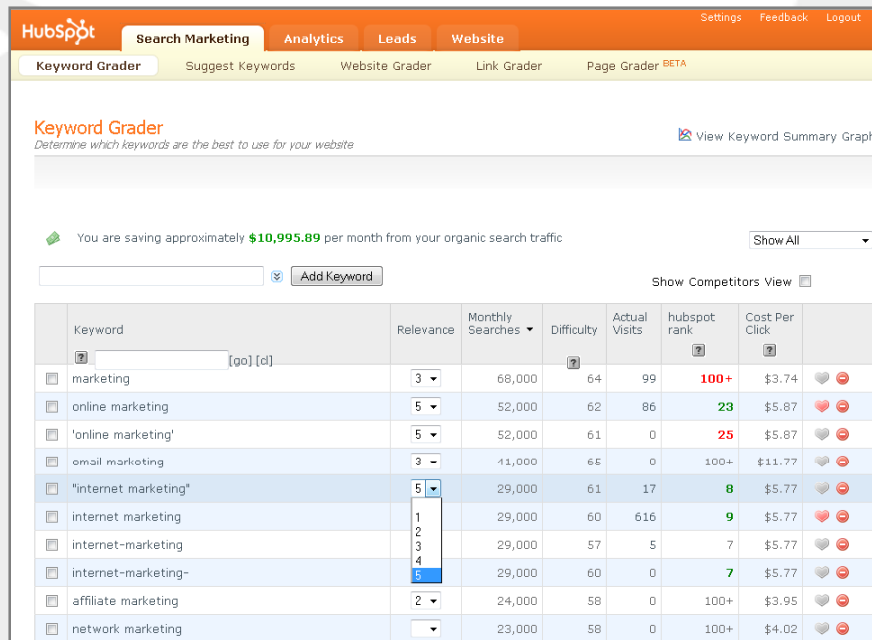
Inbound Marketing System

# Inbound Marketing System



# Getting Found: On-Page SEO

## Keyword Grader

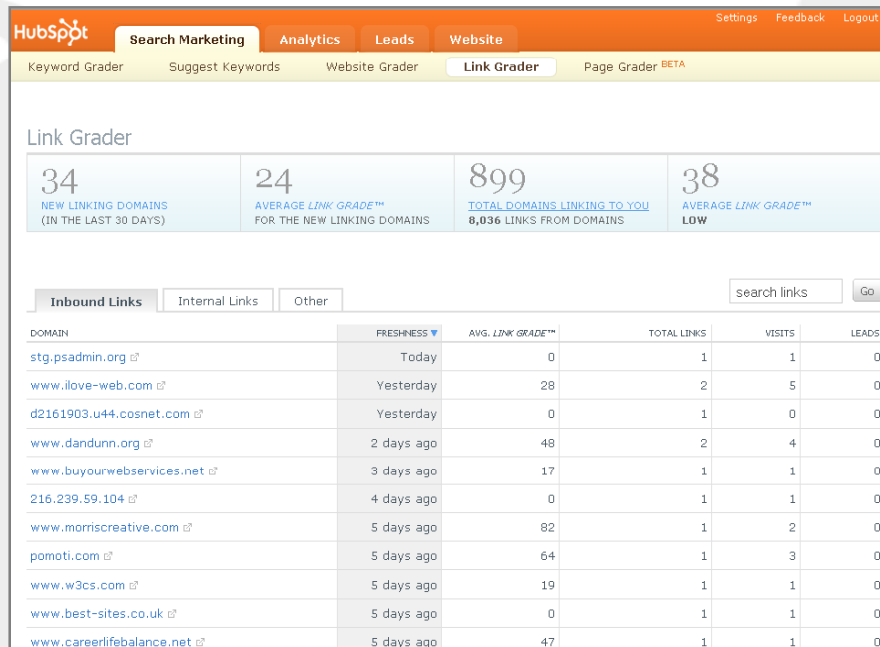


The screenshot shows the HubSpot Keyword Grader interface. At the top, there are navigation tabs for Search Marketing, Analytics, Leads, and Website. Below these are sub-tabs for Keyword Grader, Suggest Keywords, Website Grader, Link Grader, and Page Grader (BETA). The main content area displays a table of keywords with various metrics. A message indicates that the user is saving approximately \$10,995.89 per month from organic search traffic. There is an 'Add Keyword' button and a 'Show Competitors View' checkbox.

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	66	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



The screenshot shows the HubSpot Link 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 BETA. The main content area displays 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 these metrics is a table of inbound links with columns for Domain, Freshness, Avg. Link Grade, Total Links, Visits, and Leads.

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

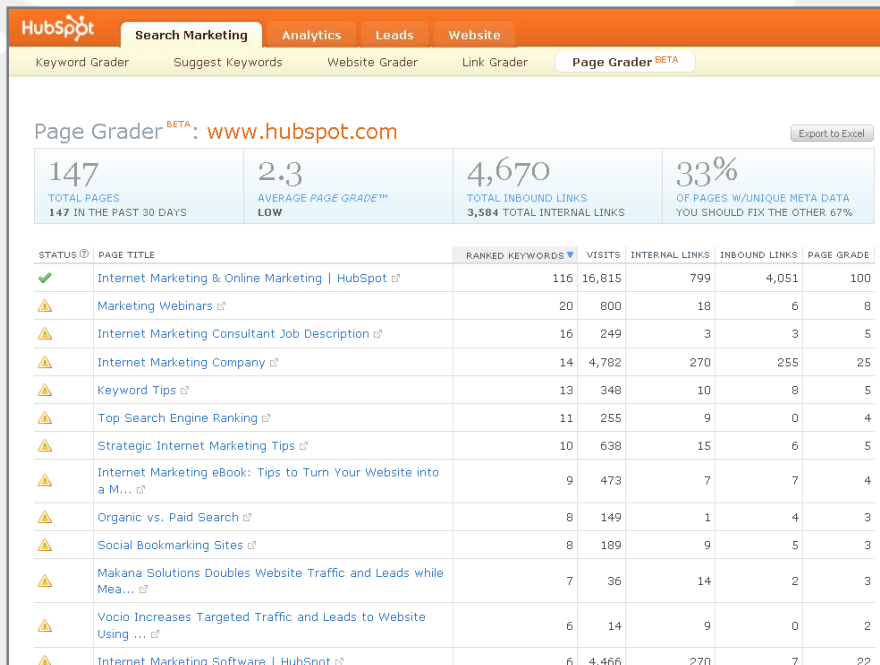
## Link Grader

- 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: SEO for Your Whole Site

## Page Grader

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



The screenshot displays the HubSpot Page Grader interface for the website www.hubspot.com. The summary section shows 147 total pages (147 in the past 30 days), an average page grade of 2.3 (LOW), 4,670 total inbound links (3,584 total internal links), and 33% of pages with unique meta data (67% need fixing).

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

# Getting Found: Blogosphere

## Blogging

- Enable easy, natural process to consistently update content on your site, achieve more frequent search engine crawls, and improve authority
- Develop an audience of email and RSS subscribers
- Attract more inbound links (“link bait”)
- Write keyword rich content to attract more high conversion rate traffic



The screenshot displays the HubSpot Marketing Blog interface. At the top, the HubSpot logo is visible, along with navigation links for 'Blog', 'Best Articles', 'Free Marketing Kit', 'Tools', and 'About'. The main content area features the article title 'Inbound Marketing vs. Outbound Marketing' with social media sharing icons for Digg, Reddit, Facebook, and StumbleUpon. A Digg widget shows 111 diggs. The article text begins with '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.' Below the text, there is a 'Subscribe via Email' form with a 'Subscribe' button. A sidebar on the right contains a 'HubSpot Marketing Blog' description, an RSS feed subscription link, a '3558 readers' badge, and an 'Inbound Marketing Summit' logo.



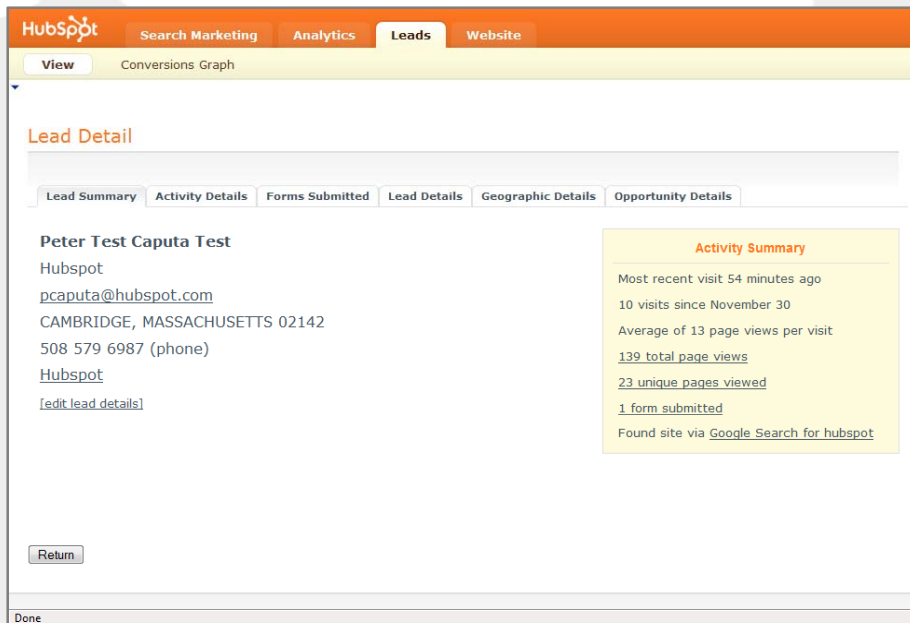
# Track Your Competitors

The screenshot displays the HubSpot Website 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 (selected), Link Grader, and Page Grader BETA. The main heading is "Website Grader" with a subtitle "A comprehensive measure of your website's effectiveness".

Website	Website Grade	Google Page Rank	Traffic Rank	Blog Rank	Inbound Links	del.icio.us Bookmarks	Google Indexed Pages	Keywords in Google Top 100	
blog.hubspot.com	99	5	70,753	15,348	10,785	83	475	316	
www.hubspot.com	98	6	70,753	15,731	12,264	449	174	41	⊖
onstartups.com	99	6	101,536	15,782	45,178	933	465	N/A	⊖
www.websitegrader.com	91	6	67,743	890,286	30,960	3,740	166	N/A	⊖

Below the table, there is a "Compare Site:" input field and an "Add" button. Each row in the table has a small blue alarm clock icon at the bottom, indicating tracking or alerts.

# Lead Intelligence



The screenshot shows the HubSpot interface with the 'Leads' tab selected. The 'Lead Detail' page for 'Peter Test Caputa Test' is displayed. The page includes a navigation bar with 'View' and 'Conversions Graph' options. Below the navigation bar, there are tabs for 'Lead Summary', 'Activity Details', 'Forms Submitted', 'Lead Details', 'Geographic Details', and 'Opportunity Details'. The 'Lead Summary' tab is active, showing the following information:

**Peter Test Caputa Test**  
Hubspot  
[pcaputa@hubspot.com](mailto:pcaputa@hubspot.com)  
CAMBRIDGE, MASSACHUSETTS 02142  
508 579 6987 (phone)  
[Hubspot](#)  
[\[edit lead details\]](#)

**Activity Summary**

- 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](#)
- Found site via [Google Search for hubspot](#)

At the bottom of the page, there is a 'Return' button and a 'Done' status indicator.

- 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 created)
- Increase close rate through improved lead quality

# Making Better Marketing Decisions

## Analytics

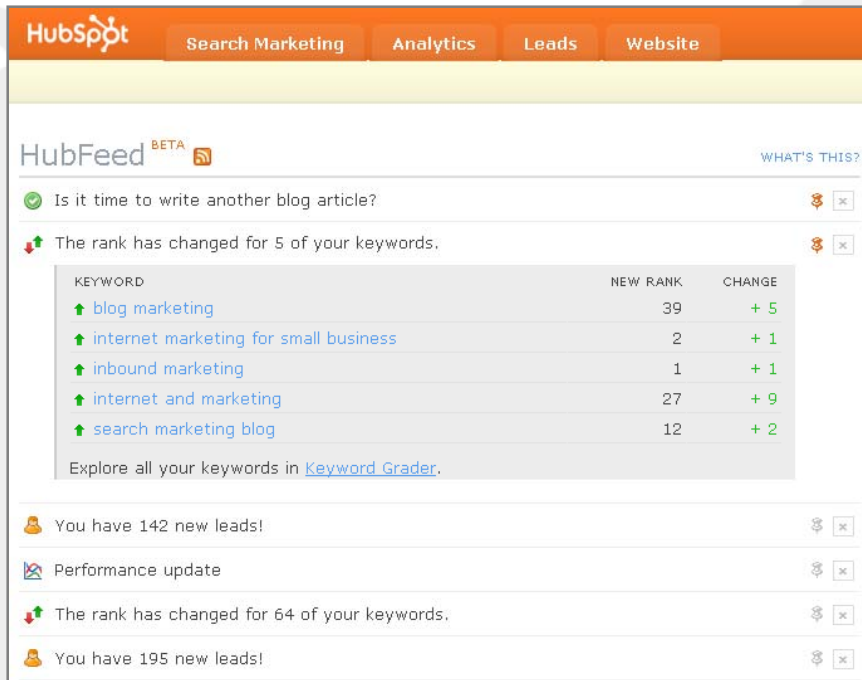
- Integrated reports in HubSpot software allow you to understand the effects of all your marketing activities so you can optimize your efforts and allocate your time and money towards the programs that generate the most leads and sales for your business



# Actionable Marketing Insights

## HubFeed

- HubFeed “watches” your Internet marketing efforts and delivers highlights and actionable insights based on your data



The screenshot displays the HubSpot HubFeed interface. At the top, there are navigation tabs for Search Marketing, Analytics, Leads, and Website. The main content area is titled 'HubFeed BETA' and includes a 'WHAT'S THIS?' link. Below the title, there are several notifications:

- Is it time to write another blog article?
- The rank has changed for 5 of your keywords.
- You have 142 new leads!
- Performance update
- The rank has changed for 64 of your keywords.
- You have 195 new leads!

The central notification about keyword ranking includes a table with the following data:

KEYWORD	NEW RANK	CHANGE
↑ <a href="#">blog marketing</a>	39	+ 5
↑ <a href="#">internet marketing for small business</a>	2	+ 1
↑ <a href="#">inbound marketing</a>	1	+ 1
↑ <a href="#">internet and marketing</a>	27	+ 9
↑ <a href="#">search marketing blog</a>	12	+ 2

Below the table, there is a link to 'Explore all your keywords in [Keyword Grader](#)'.

# HubSpot Methodology and Consulting

## 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](#)

## Like Video?

Watch webinars led by HubSpot leadership covering [Keyword Discovery & On-Page SEO](#), [Off-Page SEO](#), [the Blogosphere](#), [Optimizing the middle of the sales funnel](#), and [Marketing Intelligence](#). Or, explore the [Functionality 101 series](#) to learn to use the HubSpot tools.

- Our Internet Marketing Consultants are experienced in all aspects of online marketing and specifically trained on HubSpot's products and methodologies
- Consulting sessions focus on these topics based on the specific needs of the client

# HubSpot Training Materials and Resources



The screenshot shows the HubSpot website's navigation bar with links for Home, Methodology, Help and Support, Forums, and Training. Below the navigation bar, there is a section for HubSpot Training Videos and a sidebar with a 'Register for Training' link. The main content area is titled 'HubSpot Webinars' and contains a list of webinar topics with brief descriptions.

**HubSpot** Home Methodology Help and Support Forums **Training**

HubSpot Training Videos

**Webinars**

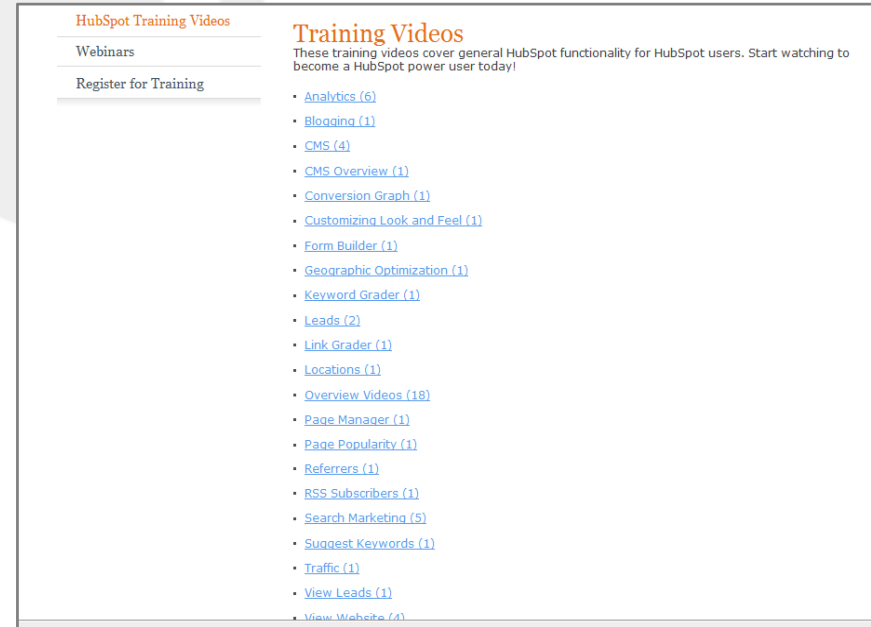
- [Getting Found I](#) - 9/14/07
- [Getting Found II](#) - 9/20/07
- [Blogging & Blogosphere](#) - 9/28/07
- [Marketing Intelligence](#) - 10/04/07
- [Converting More Prospects to Customers](#) - 10/12/07
- [Modern Press Releases](#) - 12/14/07

[Register for Training](#)

## HubSpot Webinars

HubSpot has presented a series of webinars about Internet marketing. Each webinar is approximately one hour long and provides in-depth commentary and guidance about particular topics of interest and importance to search engine optimization and current marketing techniques. The following webinars are available for viewing on Success.HubSpot:

- [Getting Found I](#) -- Covers on-page search engine optimization (SEO) techniques, such as keyword discovery and keyword placement, and demonstrates how to use HubSpot to optimize your web site and stretch the top of your sales funnel by "getting found" by more and qualified prospects
- [Getting Found II](#) -- Covers off-page SEO techniques, including link analysis and improvement, and how to use these techniques to improve search engine rankings
- [Blogging and Blogosphere](#) -- Describes how to leverage your blog and the blogosphere, as well as social media sites, to use inbound marketing to get more links and traffic to your site and more leads in your sales funnel.
- [Marketing Intelligence](#) -- How to use HubSpot's tools to analyze your site's traffic and performance, and to assess the success of your marketing campaigns and SEO programs
- [Converting More Prospects To Customers](#) -- Leveraging your increased site traffic and leads into more customers
- [Modern Press Releases - PR 2.0](#) -- Write and distribute SEO-optimized press releases and understand how modern marketers use PR for maximum benefit



The screenshot shows the 'HubSpot Training Videos' page. It features a navigation bar with 'Webinars' and 'Register for Training' links. The main content area is titled 'Training Videos' and contains a list of video topics with counts in parentheses.

HubSpot Training Videos

**Training Videos**

These training videos cover general HubSpot functionality for HubSpot users. Start watching to become a HubSpot power user today!

[Webinars](#)

[Register for Training](#)

- [Analytics](#) (6)
- [Blogging](#) (1)
- [CMS](#) (4)
- [CMS Overview](#) (1)
- [Conversion Graph](#) (1)
- [Customizing Look and Feel](#) (1)
- [Form Builder](#) (1)
- [Geographic Optimization](#) (1)
- [Keyword Grader](#) (1)
- [Leads](#) (2)
- [Link Grader](#) (1)
- [Locations](#) (1)
- [Overview Videos](#) (18)
- [Page Manager](#) (1)
- [Page Popularity](#) (1)
- [Referrers](#) (1)
- [RSS Subscribers](#) (1)
- [Search Marketing](#) (5)
- [Suggest Keywords](#) (1)
- [Traffic](#) (1)
- [View Leads](#) (1)
- [View Website](#) (4)



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# Thank You!

Learn more about HubSpot:  
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VP Inbound Marketing  
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