



State of Inbound Marketing: 2010 Report



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Report Methodology

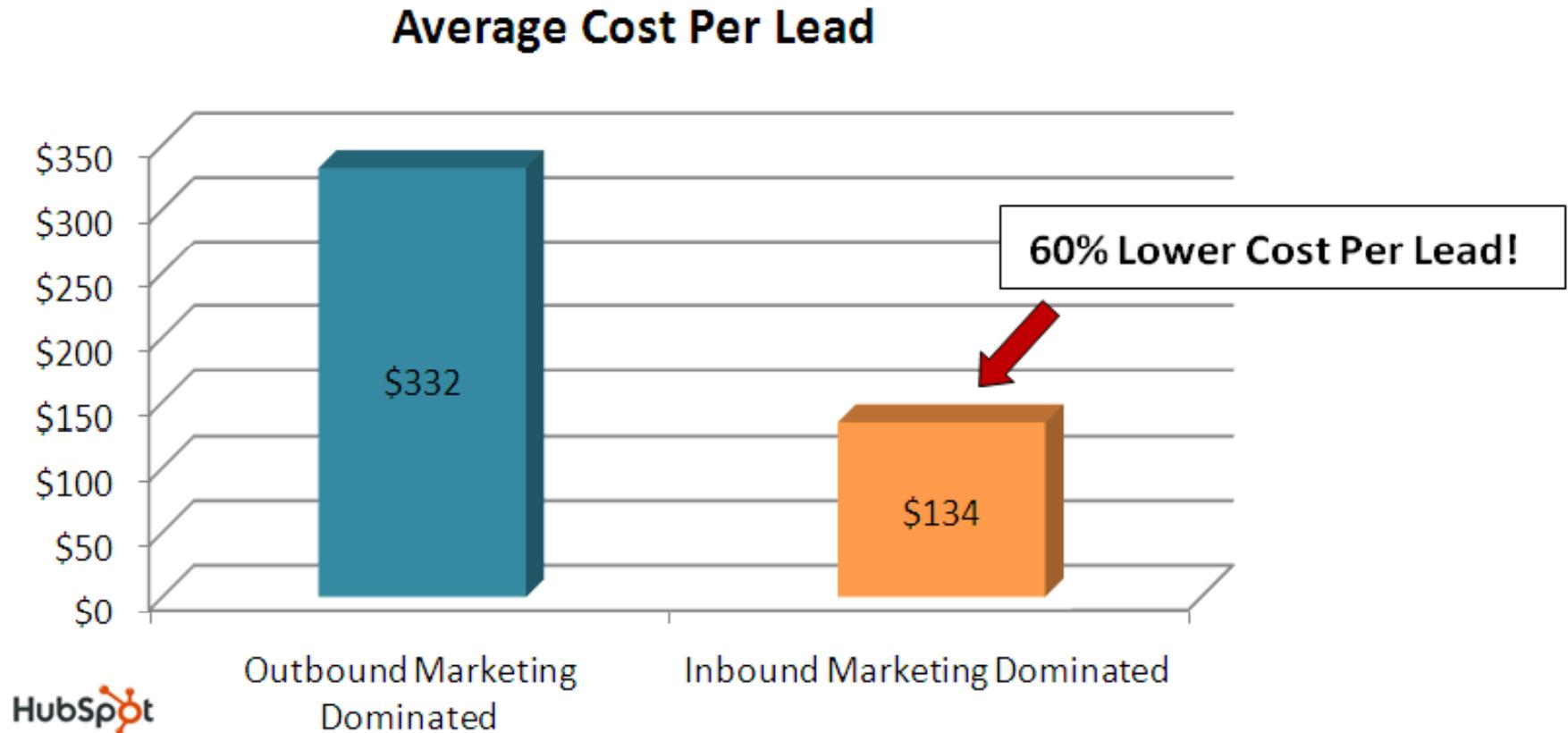
- Follow-up to our 2009 report
- 231 new responses
- Diverse range of industries
- Many different size companies
- Full report: <http://hub.tm/Inbound2010>

Major Findings in 2010 Report

1. Inbound marketing delivers lower cost per lead than outbound marketing
2. Social media and blogs are expanding in the marketing budget
3. Businesses close real customers with social media and blogs

Inbound Marketing vs Outbound Marketing

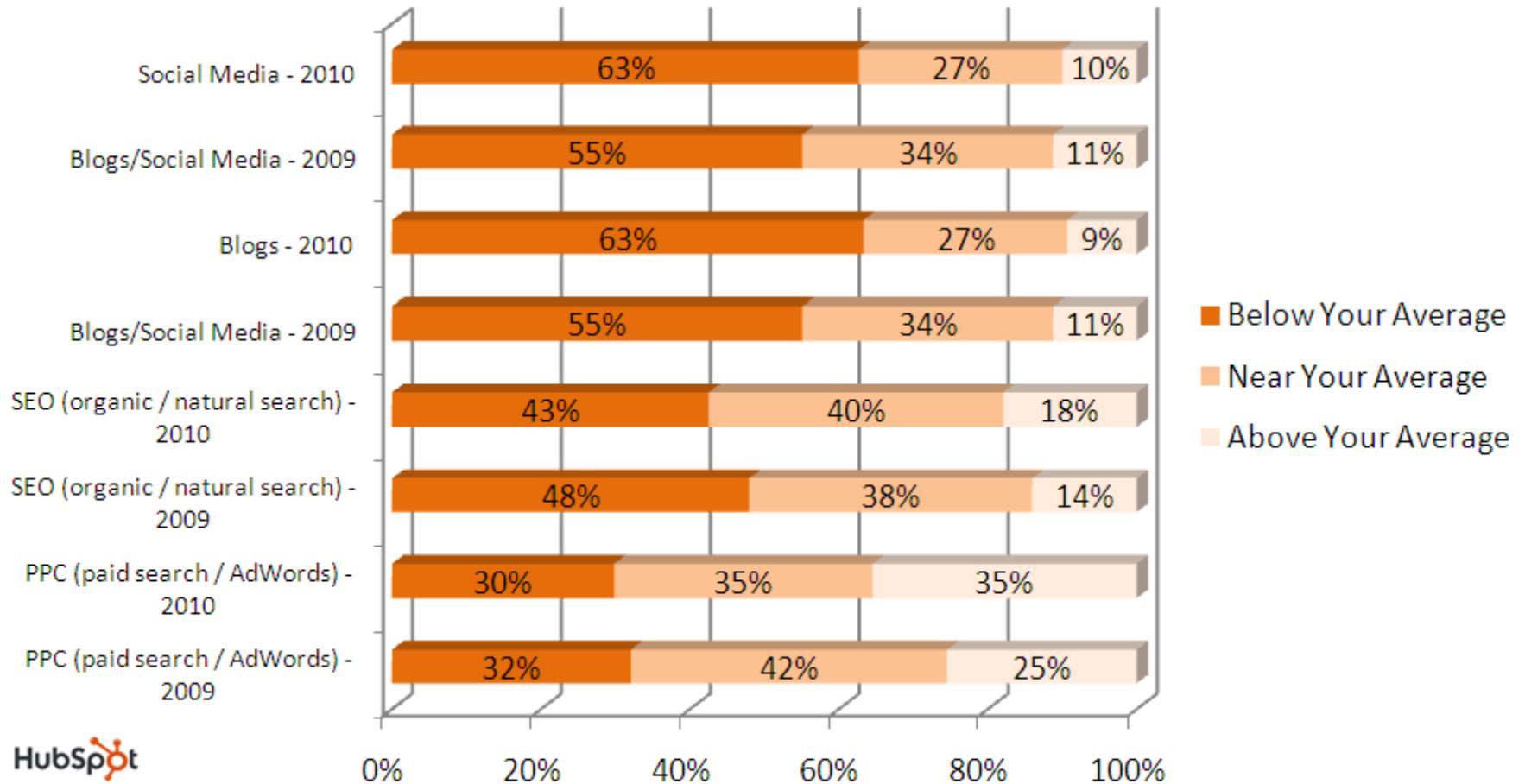
Inbound is 60% Lower Cost Per Lead



Source: survey of hundreds of businesses: [HubSpot.com/ROI](https://www.hubspot.com/ROI)

Inbound Marketing is More Effective

Cost Per Lead Rating



Source: survey of hundreds of businesses: HubSpot.com/ROI

Outbound Marketing is Less Effective

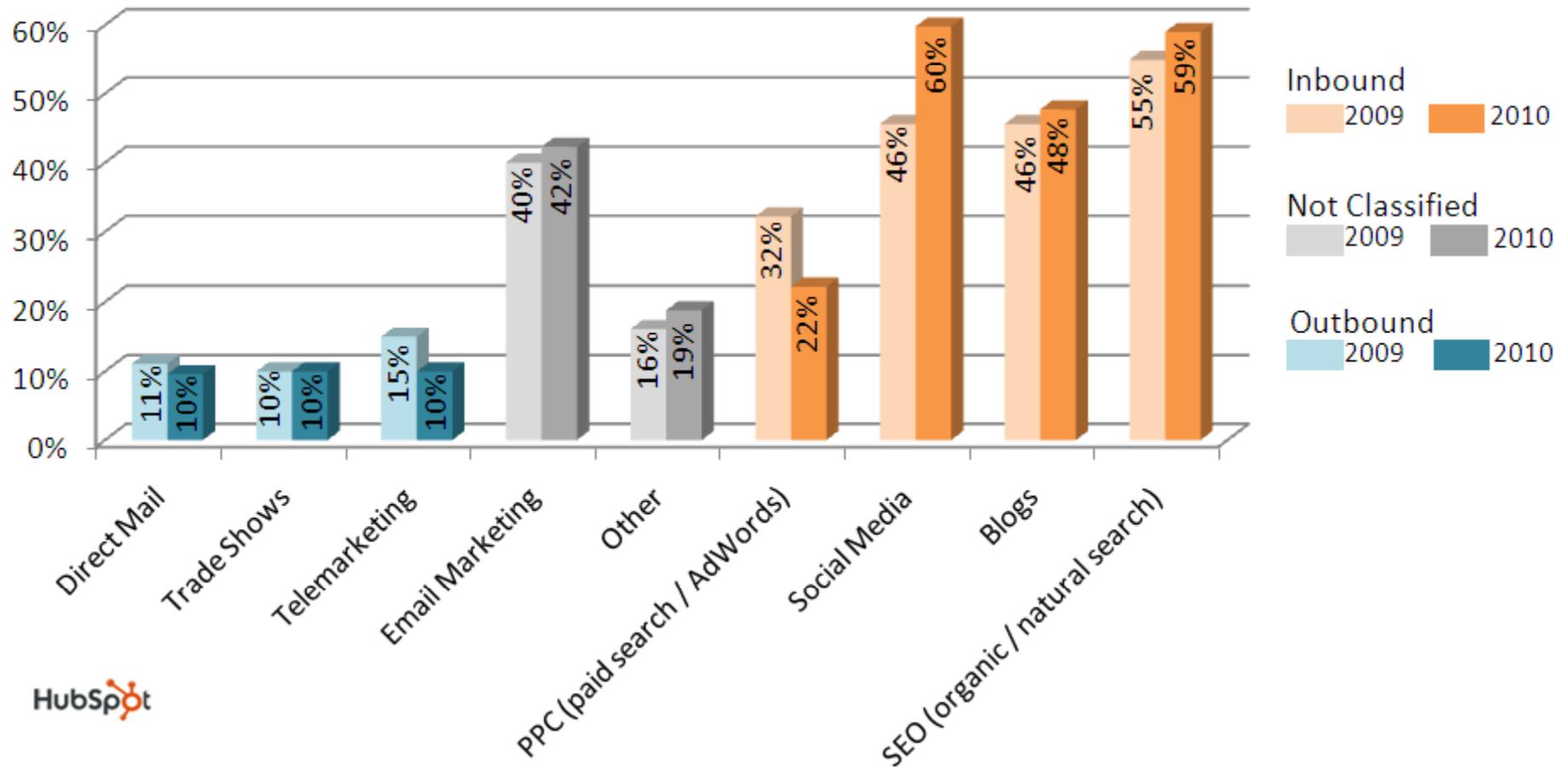
Cost Per Lead Rating



Source: survey of hundreds of businesses: HubSpot.com/ROI

Inbound Marketing Is More Important

Sources of Leads That Have Become More Important in the Last 6 Months

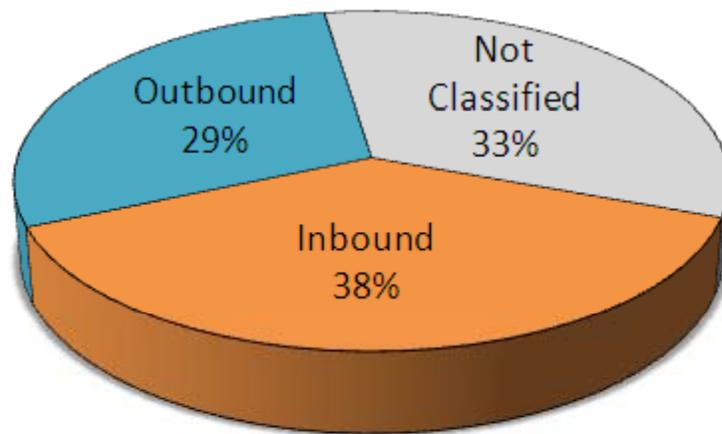


Source: survey of hundreds of businesses: HubSpot.com/ROI

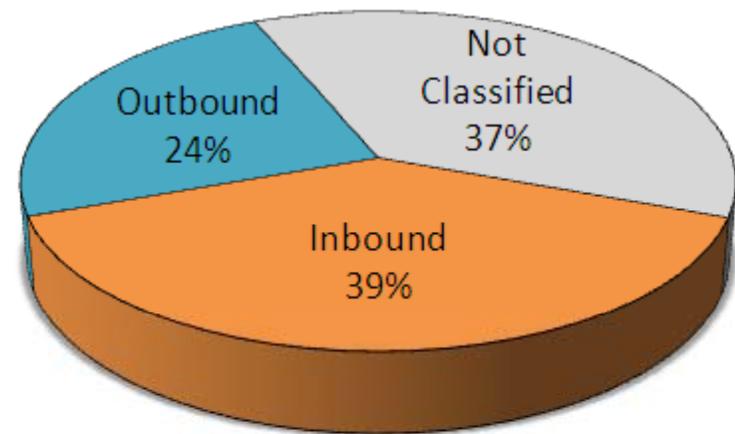
Trends in Budgets and Spending

Outbound Spending Decreasing

2009 Lead Generation Budget



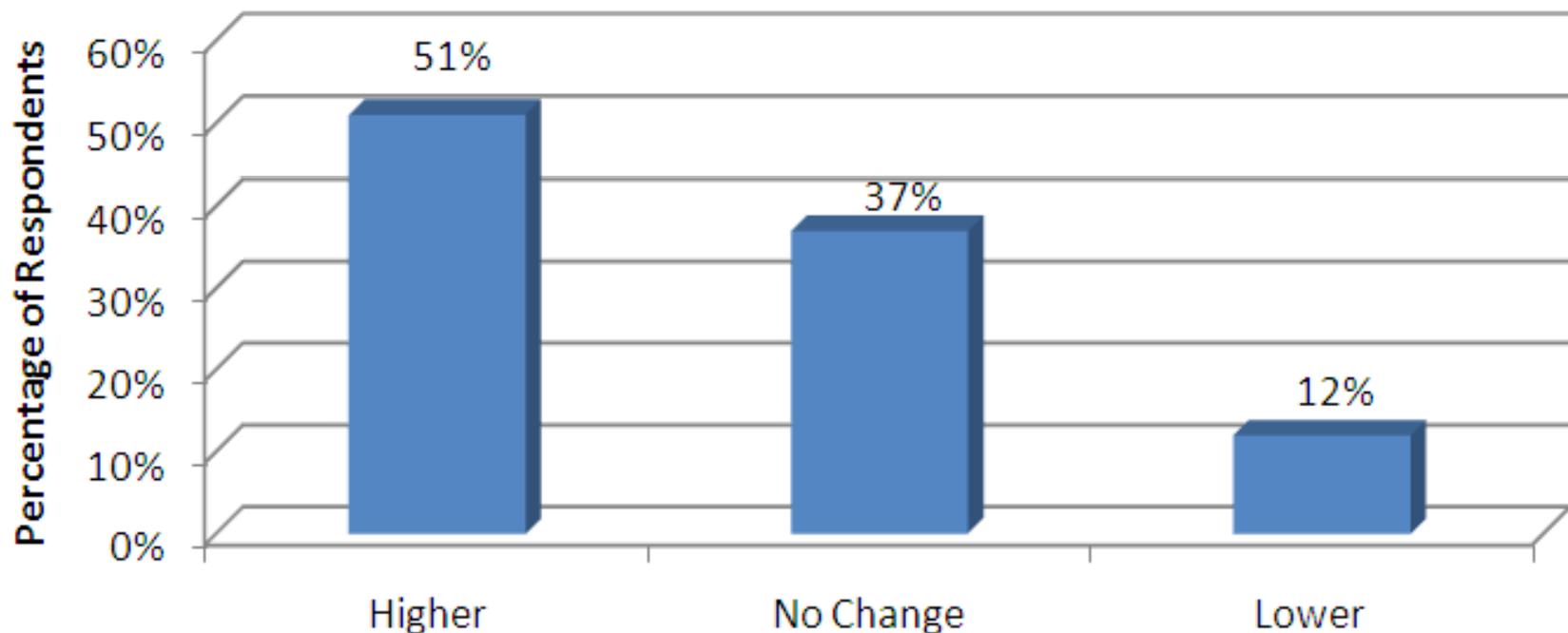
2010 Lead Generation Budget



Source: survey of hundreds of businesses: HubSpot.com/ROI

Inbound Marketing Budgets Increasing

2010 Inbound Marketing Budgets Compared to 2009

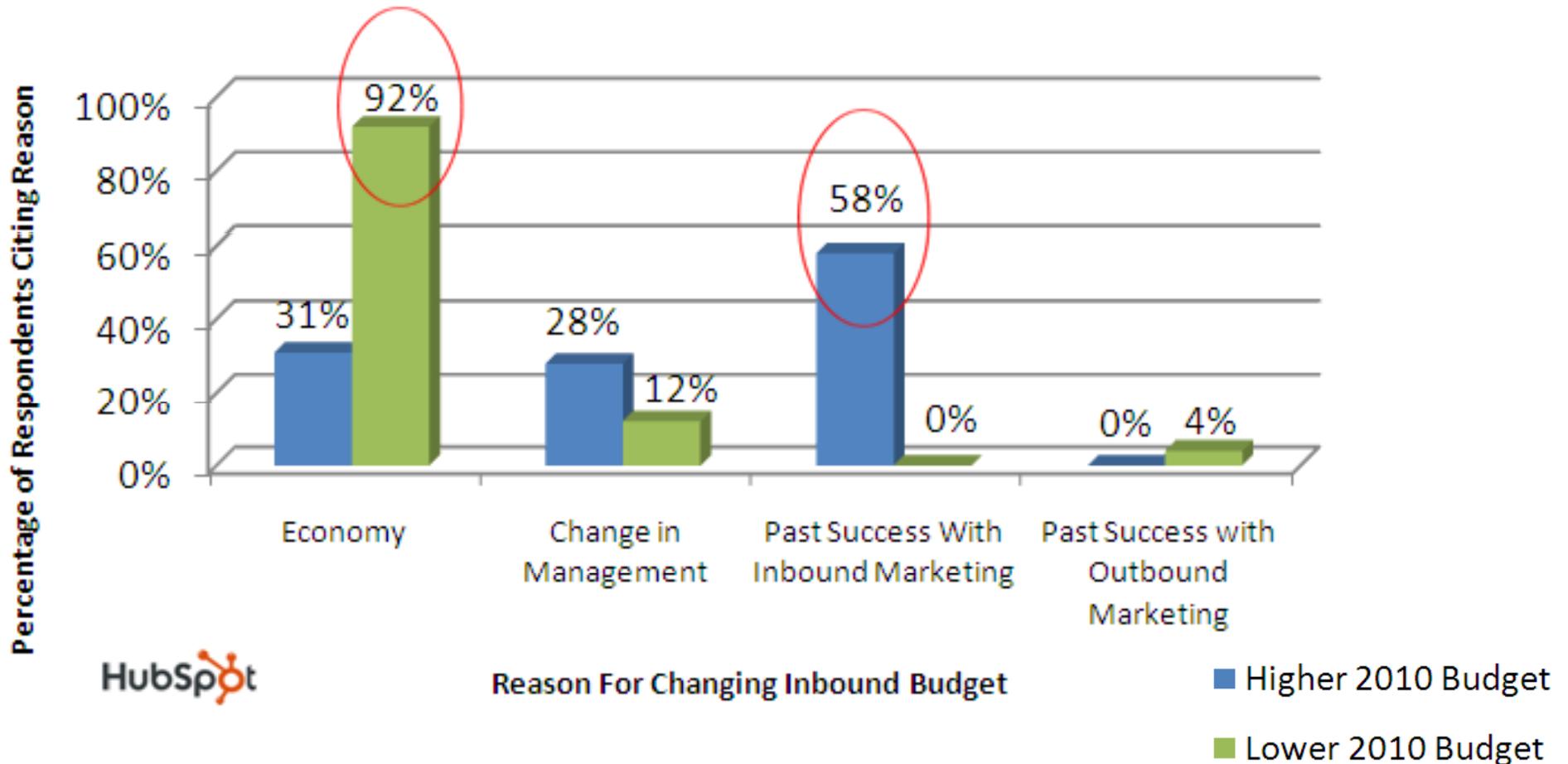


Change in 2010 Inbound Marketing Budget

Source: survey of hundreds of businesses: HubSpot.com/ROI

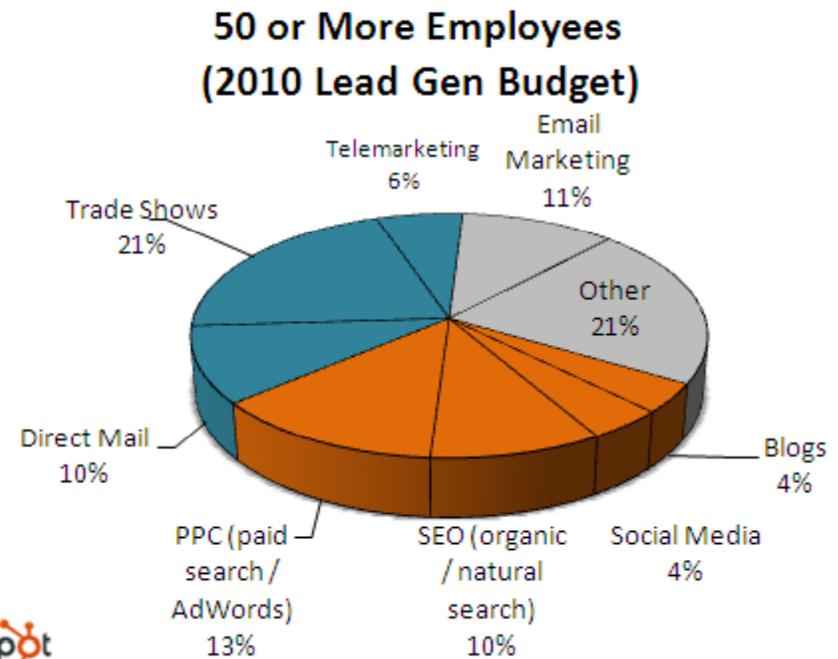
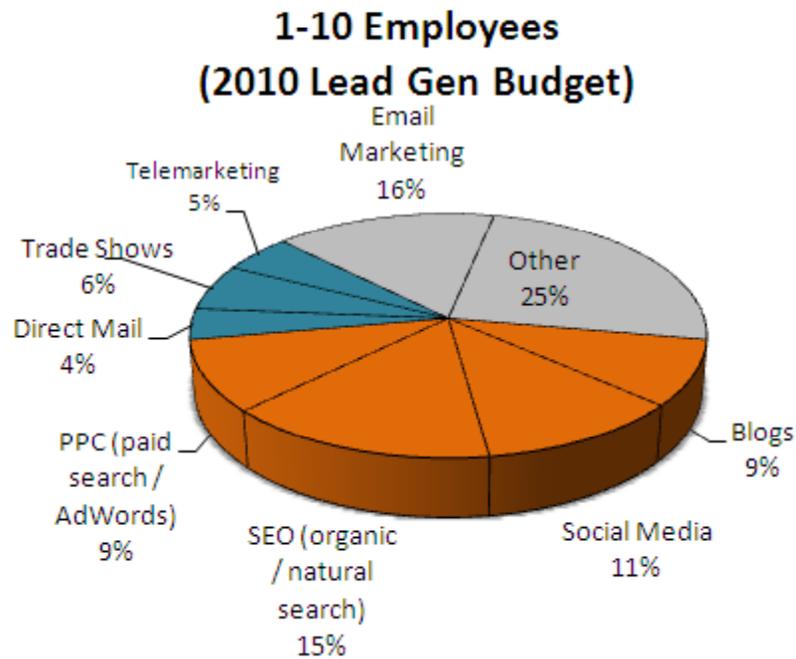
Success Drives Investment in Inbound

Why Businesses Are Changing Inbound Marketing Budgets



Source: survey of hundreds of businesses: HubSpot.com/ROI

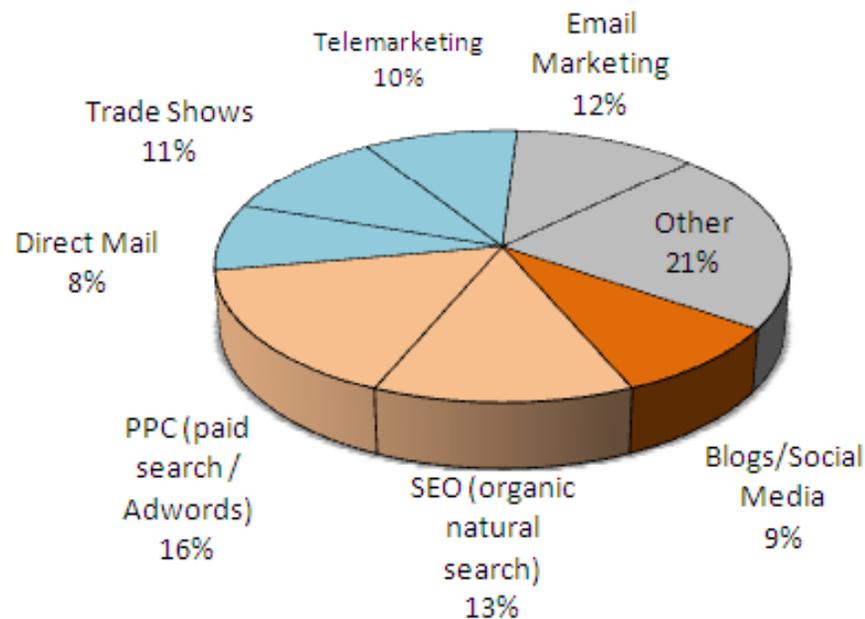
Small Companies Do More Inbound %



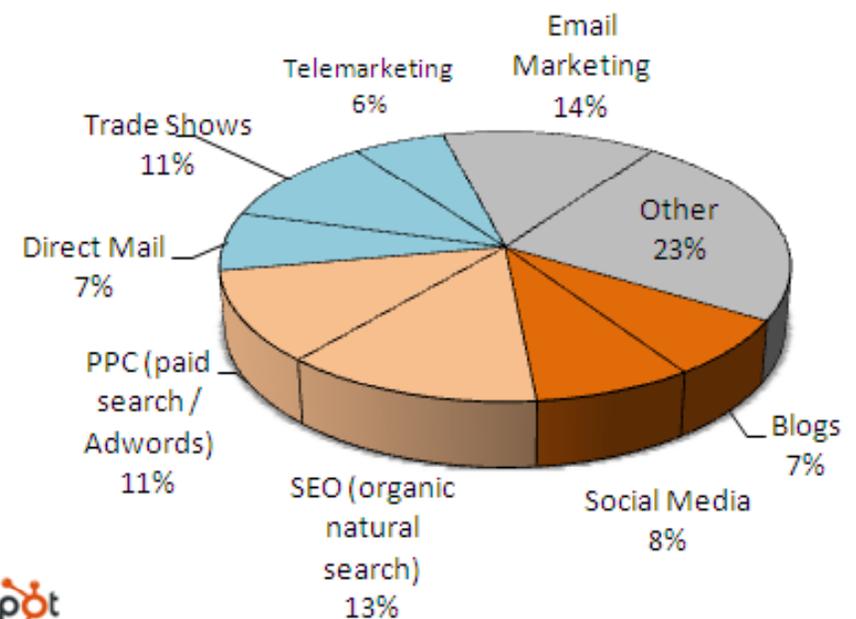
Source: survey of hundreds of businesses: HubSpot.com/ROI

Telemarketing, Paid Search Decrease

2009 Lead Generation Budget



2010 Lead Generation Budget

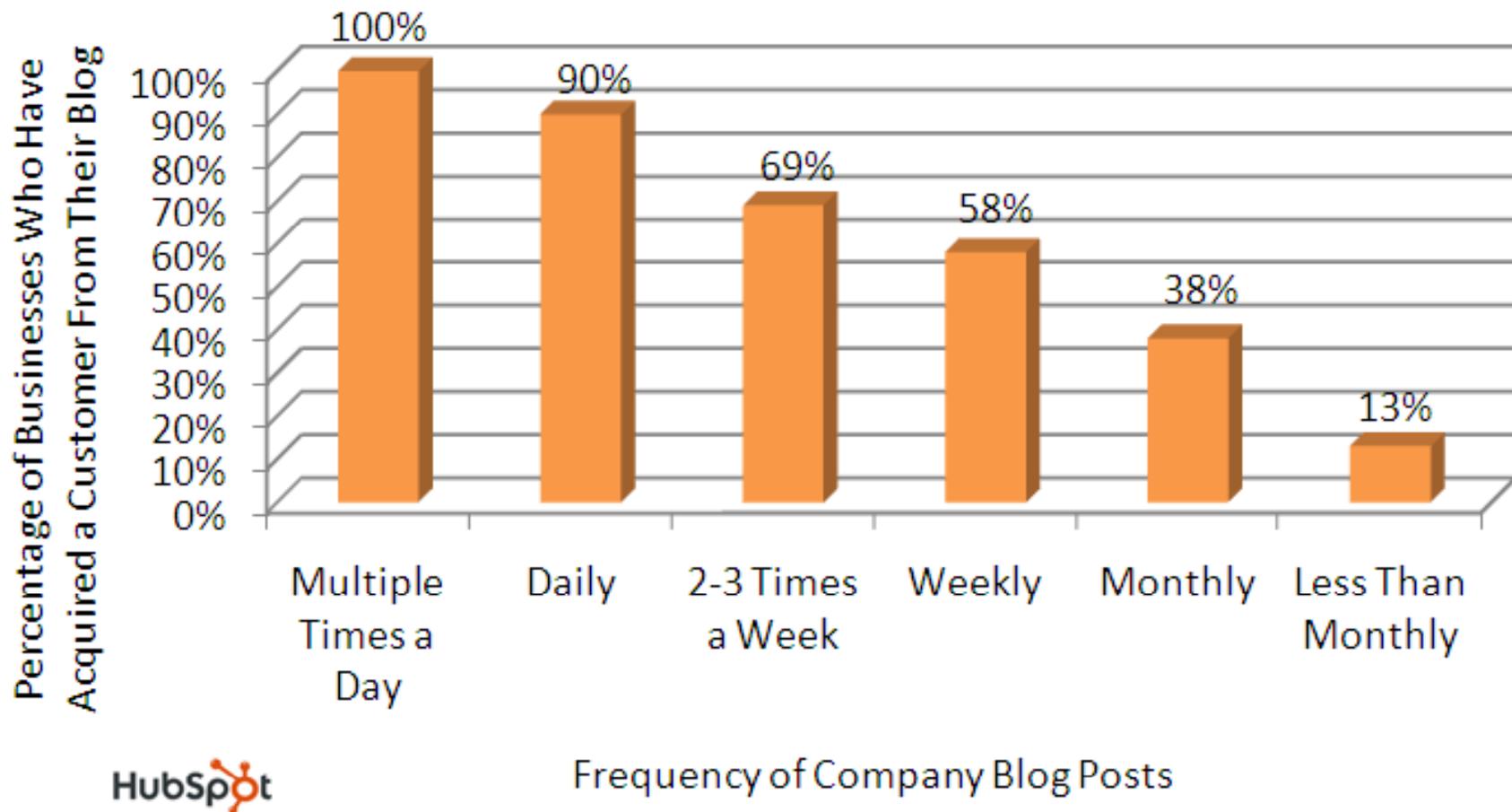


Source: survey of hundreds of businesses: HubSpot.com/ROI

Changes in Business Blogging

Bloggging More Often Drives Results

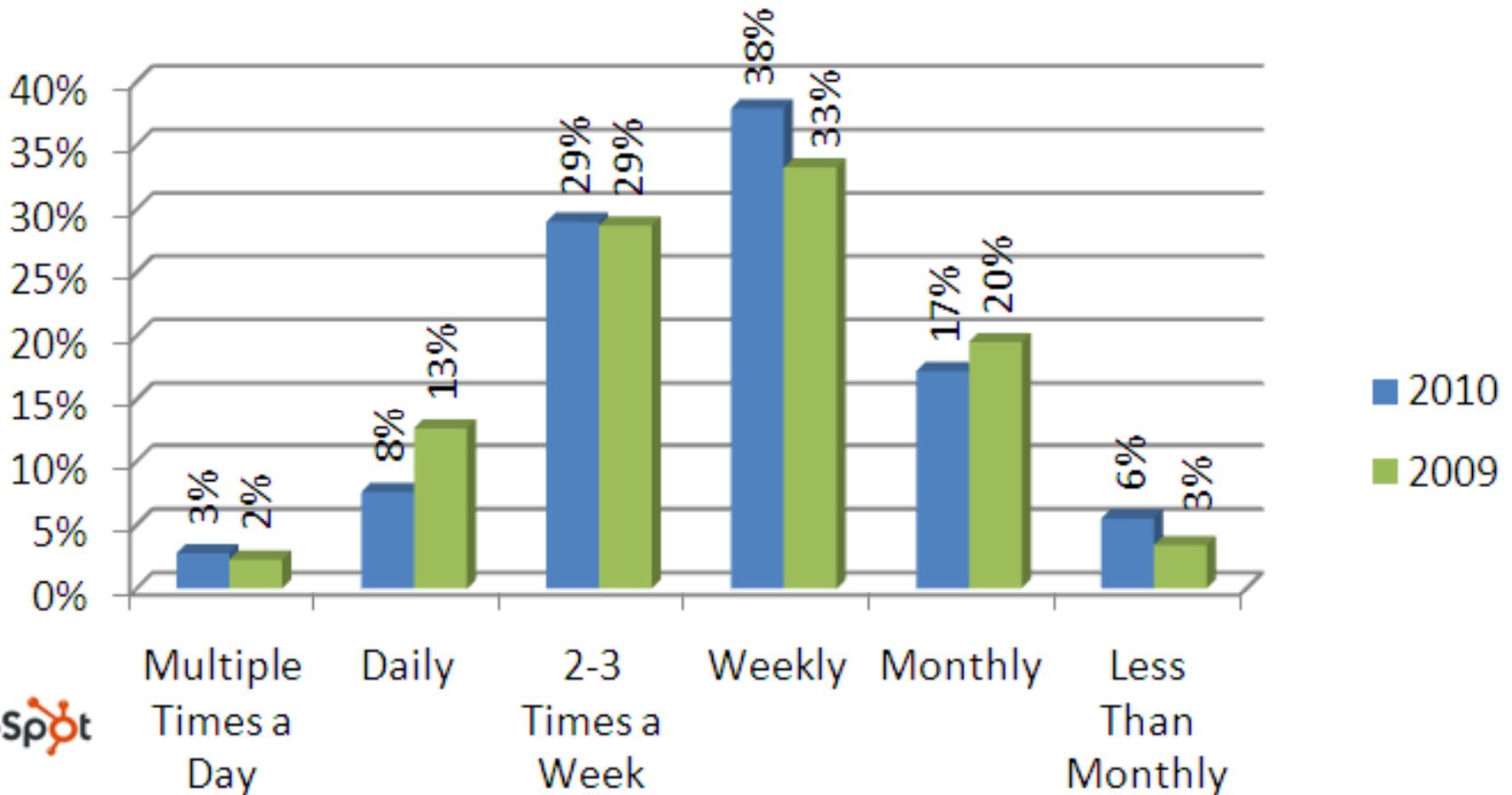
Blog Post Frequency vs. Customer Acquisition



Source: survey of hundreds of businesses: [HubSpot.com/ROI](https://www.hubspot.com/ROI)

Most Business Blogs Post Weekly

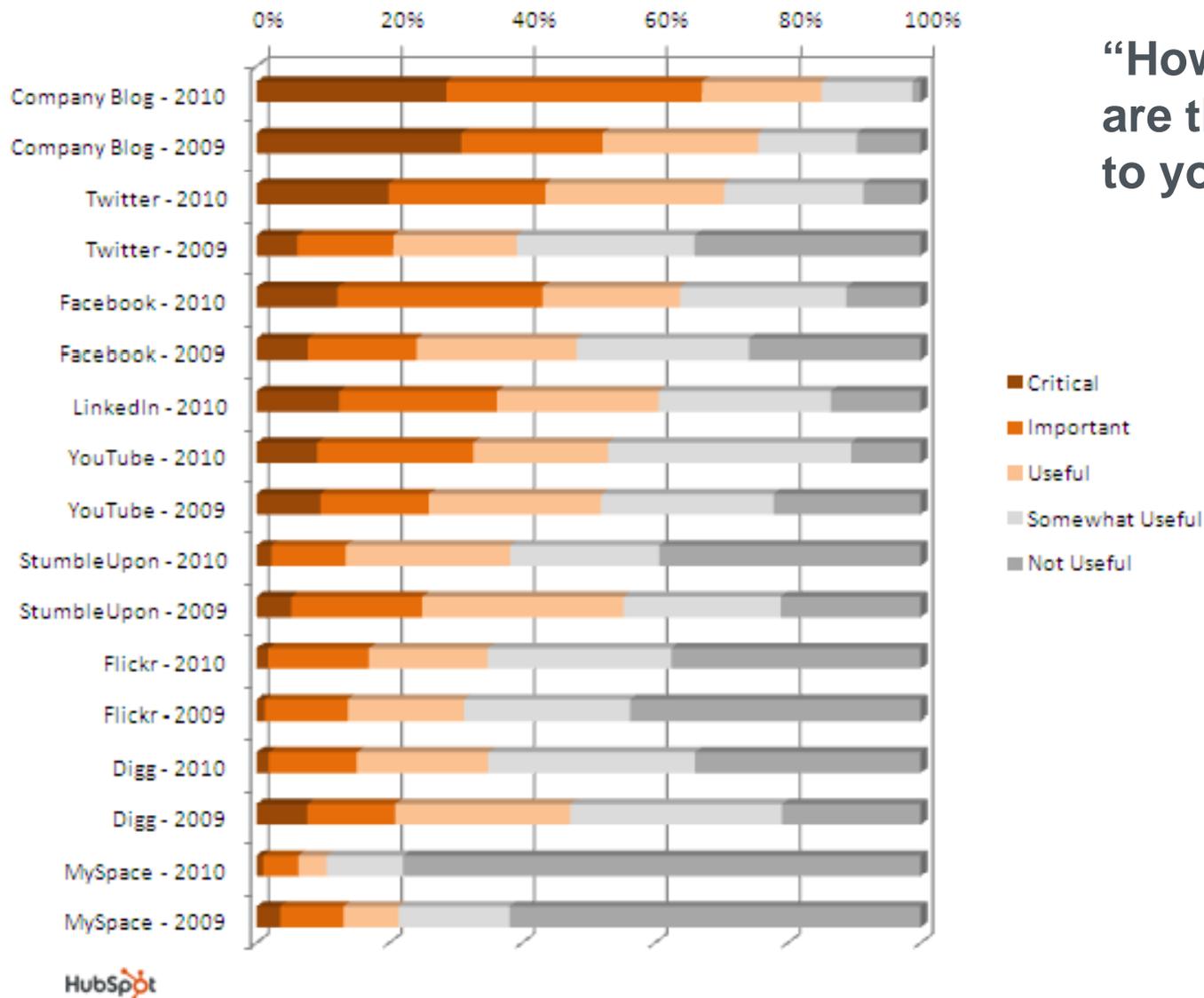
Frequency of Blog Posts



Source: survey of hundreds of businesses: HubSpot.com/ROI

Changes in Social Media Marketing

Changes in Social Media Landscape

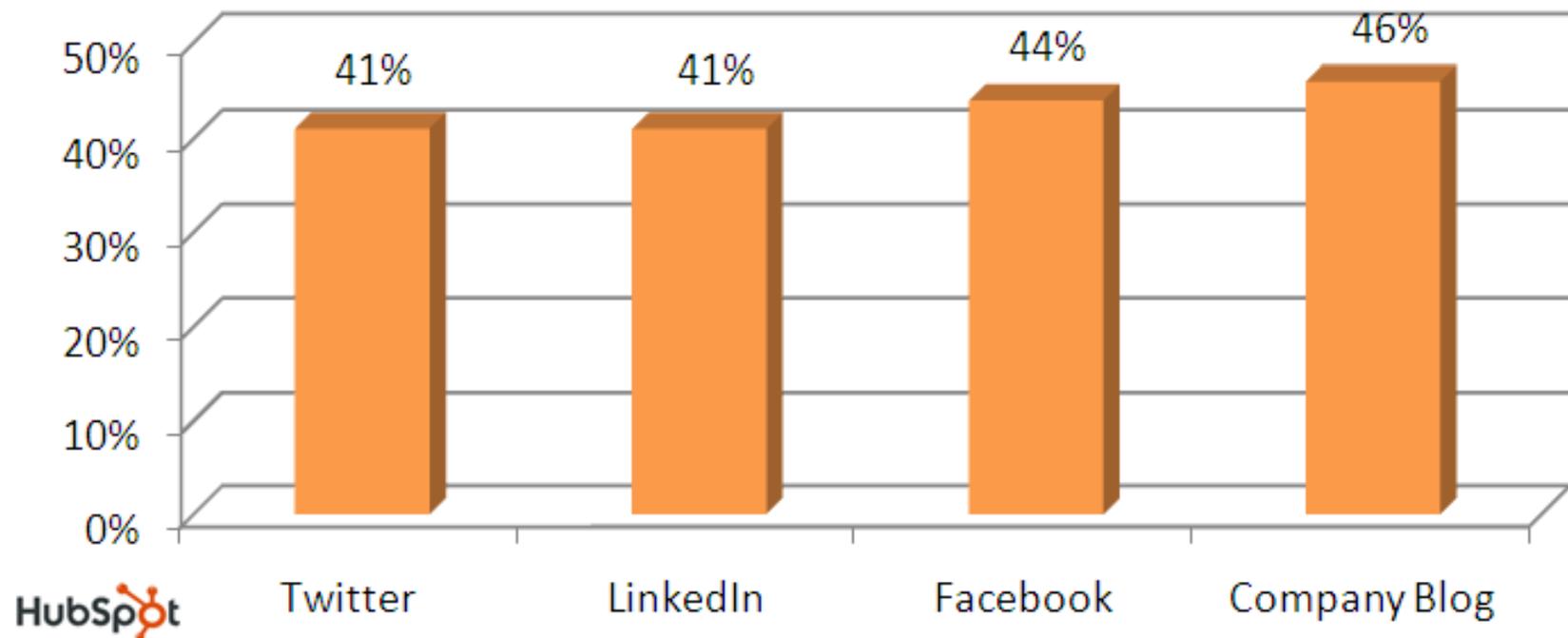


“How important are these services to your business?”

Source: survey of hundreds of businesses: HubSpot.com/ROI

Social Media is for Leads and Sales

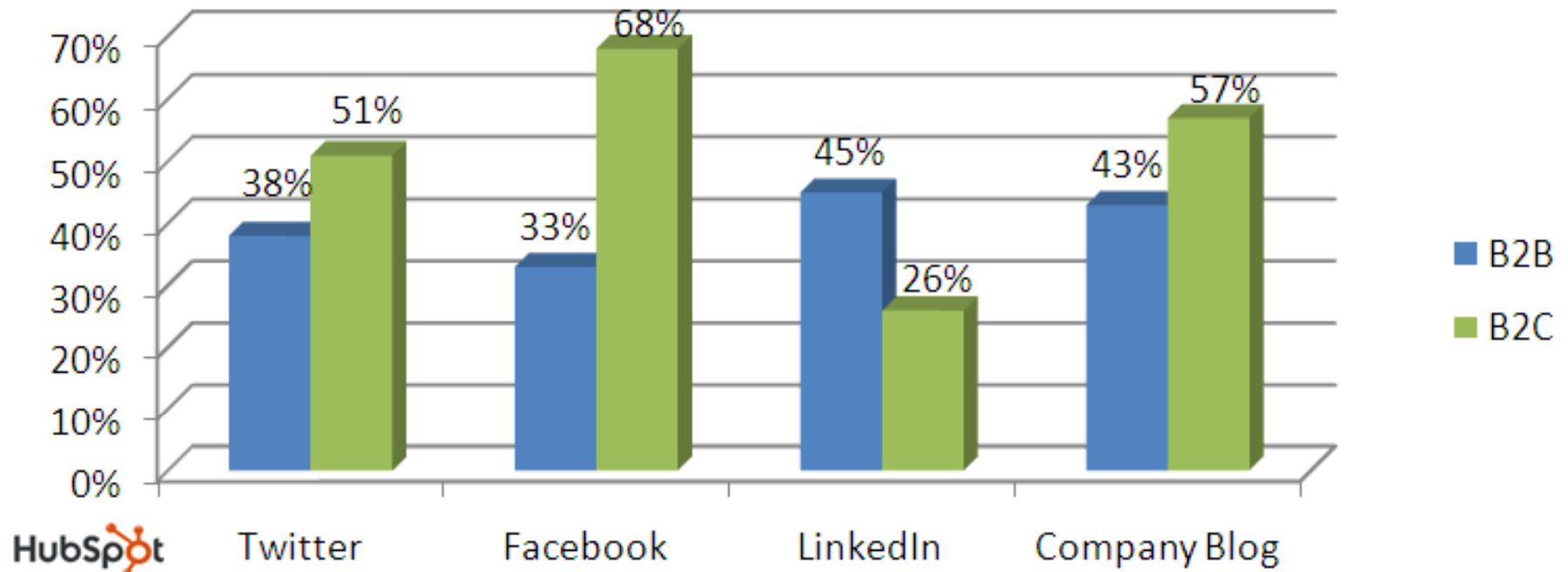
Percentage of Companies Using Specific Social Media Channels and/or Blogs Who Have Acquired a Customer From That Channel



Source: survey of hundreds of businesses: [HubSpot.com/ROI](https://www.hubspot.com/ROI)

Social Media is for B2B and B2C

Percentage of Companies Using Specific Social Media Channels and/or Blogs Who Have Acquired a Customer From That Channel



Source: survey of hundreds of businesses: HubSpot.com/ROI

The Best and Worst from 2009

“Best Things” from 2009



Source: survey of hundreds of businesses: HubSpot.com/ROI

How to Put All the Pieces Together?



HubSpot Puts the Pieces Together



What's HubSpot?

- All-in-one Marketing Software
- Over 2,100 customers in 3 years
- 110+ employees, lots of MIT grads



Blog & Social Media

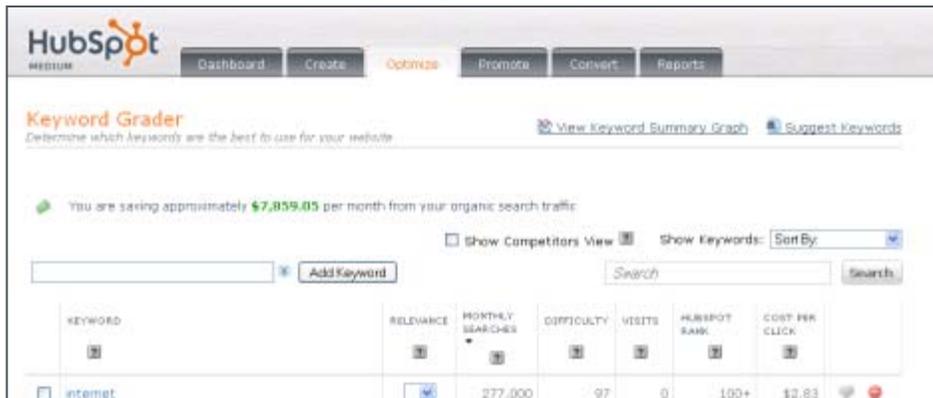
The image displays two screenshots from HubSpot. The top screenshot shows the 'HubSpot's Inbound Internet Marketing Blog' with a navigation bar containing 'Blog', 'Best Articles', 'Free Marketing Kit', 'Tools', and 'About'. The main content area features an article titled 'Inbound Marketing vs. Outbound Marketing' with a '111' view count and a 'Share' button. A sidebar on the right promotes the 'HubSpot Marketing Blog' and includes a 'Subscribe via Email' form.

The bottom screenshot shows the 'Social Media Monitor' tool interface. It features a navigation bar with 'Dashboard', 'Create', 'Optimize', 'Promote', 'Convert', and 'Reports'. The main content area is titled 'Social Media Monitor' and includes a list of social media posts with their respective platforms (LinkedIn, Facebook, etc.), titles, and dates. A sidebar on the right shows a 'Filters' section with options for 'All', 'Brand', 'Industry', 'Delicious', 'Digg', 'LinkedIn', 'Reddit', 'Sphinn', 'Twitter', 'Yahoo Answers', 'Yahoo Buzz', and 'YouTube'. A central box displays '14 / 16' and a message: 'You've interacted 88 times this week, out of a recommended 10 interactions.'

- Business Blog Software
- Blog Analytics
- Social Media Monitoring
- Social Media Publishing

Search Optimization

- Keyword Grader
- Link Grader
- Page Grader



HubSpot MEDIUM Dashboard Create Optimize Promote Convert Reports

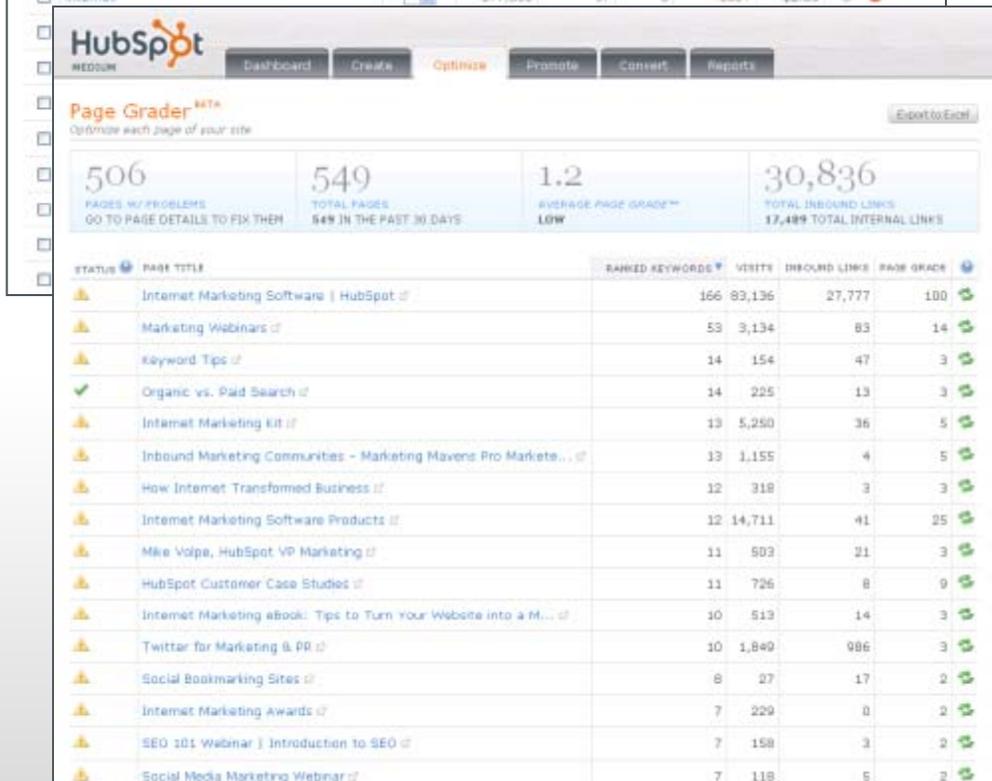
Keyword Grader

Determine which keywords are the best to use for your website

You are saving approximately **\$7,859.05** per month from your organic search traffic

Show Competitors View Show Keywords:

KEYWORD	RELEVANCE	MONTHLY SEARCHES	DIFFICULTY	VISITS	HUBSPOT RANK	COST PER CLICK
internet		277,000	97	0	100+	\$2.83



HubSpot MEDIUM Dashboard Create Optimize Promote Convert Reports

Page Grader BETA

Optimize each page of your site

506 PAGES W/ PROBLEMS GO TO PAGE DETAILS TO FIX THEM	549 TOTAL PAGES 549 IN THE PAST 30 DAYS	1.2 AVERAGE PAGE GRADE™ LOW	30,836 TOTAL INBOUND LINKS 17,489 TOTAL INTERNAL LINKS
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STATUS	PAGE TITLE	RANKED KEYWORDS	VISITS	INBOUND LINKS	PAGE GRADE
🚩	Internet Marketing Software HubSpot	166	83,136	27,777	100
🚩	Marketing Webinars	53	3,134	83	14
🚩	Keyword Tips	14	154	47	3
✅	Organic vs. Paid Search	14	225	13	3
🚩	Internet Marketing Kit	13	5,250	36	5
🚩	Inbound Marketing Communities - Marketing Mavens Pro Markets...	13	1,155	4	5
🚩	How Internet Transformed Business	12	318	3	3
🚩	Internet Marketing Software Products	12	14,711	41	25
🚩	Mike Volpe, HubSpot VP Marketing	11	503	21	3
🚩	HubSpot Customer Case Studies	11	726	8	0
🚩	Internet Marketing ebook: Tips to Turn Your Website into a M...	10	513	14	3
🚩	Twitter for Marketing & PR	10	1,840	986	3
🚩	Social Bookmarking Sites	8	27	17	2
🚩	Internet Marketing Awards	7	229	8	2
🚩	SEO 101 Webinar Introduction to SEO	7	158	3	2
🚩	Social Media Marketing Webinar	7	118	5	2

Lead Generation

Lead Detail

[Lead Summary](#) [Activity Details](#) [Forms Submitted](#) [Lead Details](#)

John Z. Gonnabi

EZ Rider
johnz@ezriderz.com
Springfield, Vermont
(802) 363-6772
www.ezriderz.com

[\[edit lead details\]](#)

Notify me about this lead's future visits.

From: notifications@hubspot.com [mailto:notifications@hubspot.com]
Sent: Wednesday, March 04, 2009 5:50 PM
To: Chris Johnson
Subject: Lead visiting the website!

John Z Gonnabi

John Z Gonnabi from EZ Rider, one of your leads, has just visited your web site again.

View complete [details for this lead](#).

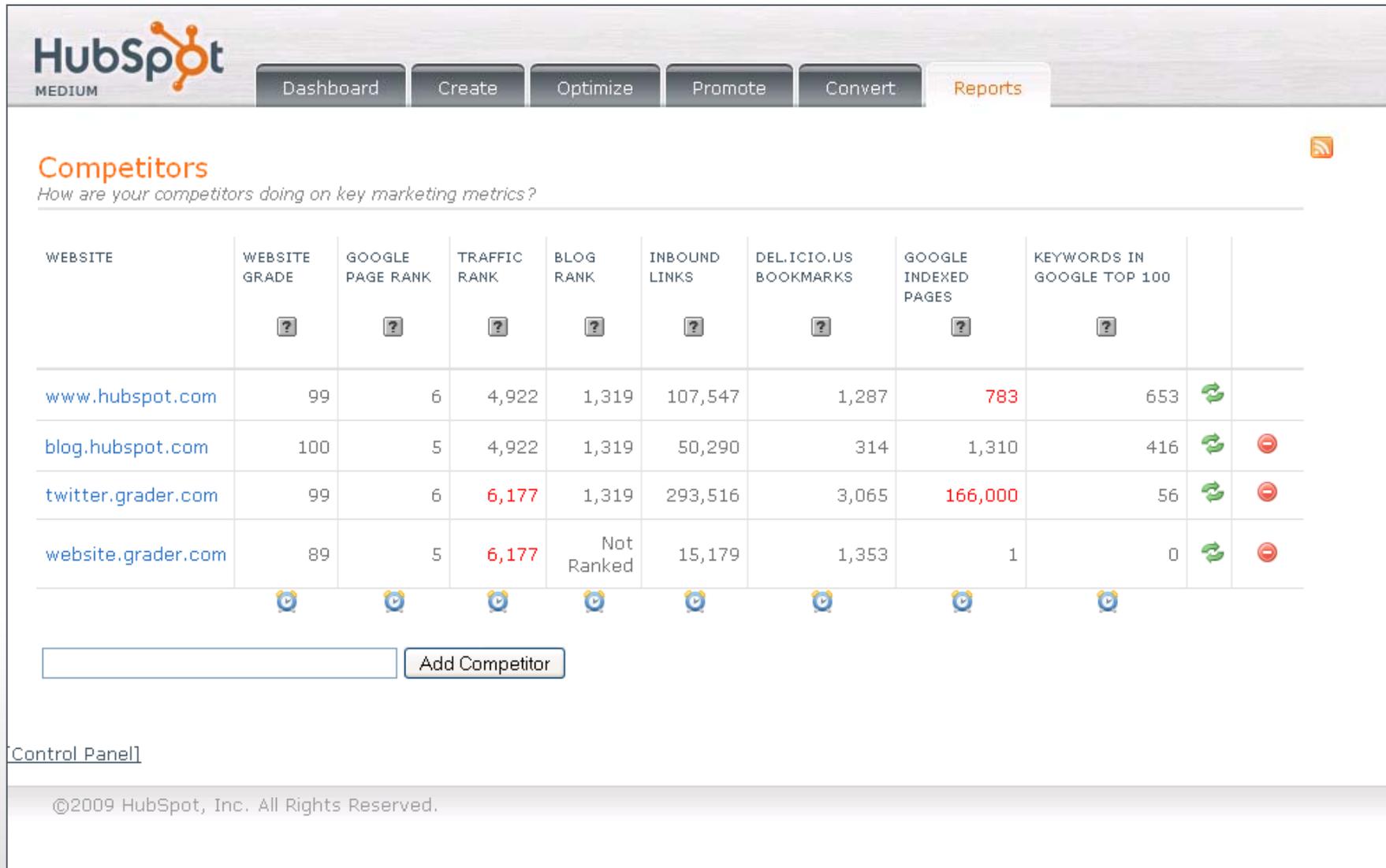
[Stop email alerts](#) for this lead.

[Stop all email alerts](#) for all of my leads.

Powered by [HubSpot Internet Marketing](#). HubSpot values your privacy. At no time will HubSpot sell your information without your permission. ©2009, HubSpot, One Broadway, 5th Floor, Cambridge MA 02144

- Landing Pages
- Lead Intelligence
- Lead Alerts
- Visitor Profiling

Competitor Tracking



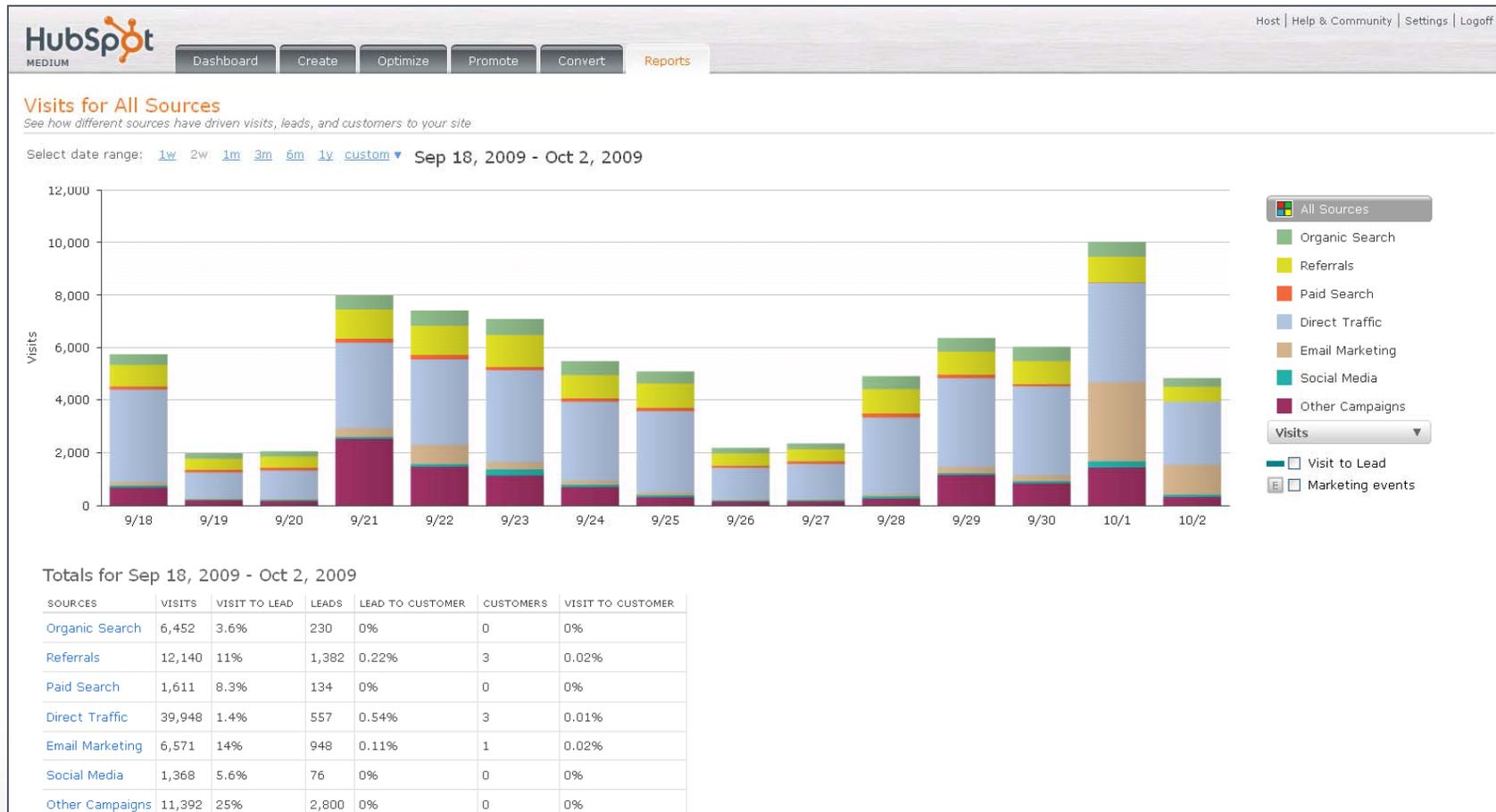
The screenshot displays the HubSpot Medium interface. At the top, there is a navigation bar with tabs for Dashboard, Create, Optimize, Promote, Convert, and Reports. The Reports tab is active. Below the navigation bar, the section is titled "Competitors" with a sub-header "How are your competitors doing on key marketing metrics?". A table lists four competitors with various metrics. Below the table, there is an "Add Competitor" button and a "Control Panel" link. The footer contains the copyright notice "©2009 HubSpot, Inc. All Rights Reserved." and the HubSpot logo.

WEBSITE	WEBSITE GRADE	GOOGLE PAGE RANK	TRAFFIC RANK	BLOG RANK	INBOUND LINKS	DELICIOUS BOOKMARKS	GOOGLE INDEXED PAGES	KEYWORDS IN GOOGLE TOP 100		
www.hubspot.com	99	6	4,922	1,319	107,547	1,287	783	653		
blog.hubspot.com	100	5	4,922	1,319	50,290	314	1,310	416		
twitter.grader.com	99	6	6,177	1,319	293,516	3,065	166,000	56		
website.grader.com	89	5	6,177	Not Ranked	15,179	1,353	1	0		

[Control Panel](#)

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Marketing Analytics



- Assess the effectiveness of your marketing on a campaign-by-campaign level
- Optimize resource allocation to maximize sales

Proven ROI by 2,100+ Customers



Cilk Arts Increases Leads 500%



Makana Solutions 3x Leads, 2x Conversions



Vocio Pays for HubSpot 30x Over with New Leads



Objective Management Group Grows Leads 360%



Bridge Group Doubles Online Leads

www.HubSpot.com/ROI



Q & A

Free trial of HubSpot:
www.HubSpot.com/free-trial



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