



State of Inbound Marketing: 2010 Report



Mike Volpe
VP Marketing @HubSpot
Twitter: @mvolpe



Adam Blake
MIT Sloan - MBA Student
Twitter: @myapb

Report Methodology

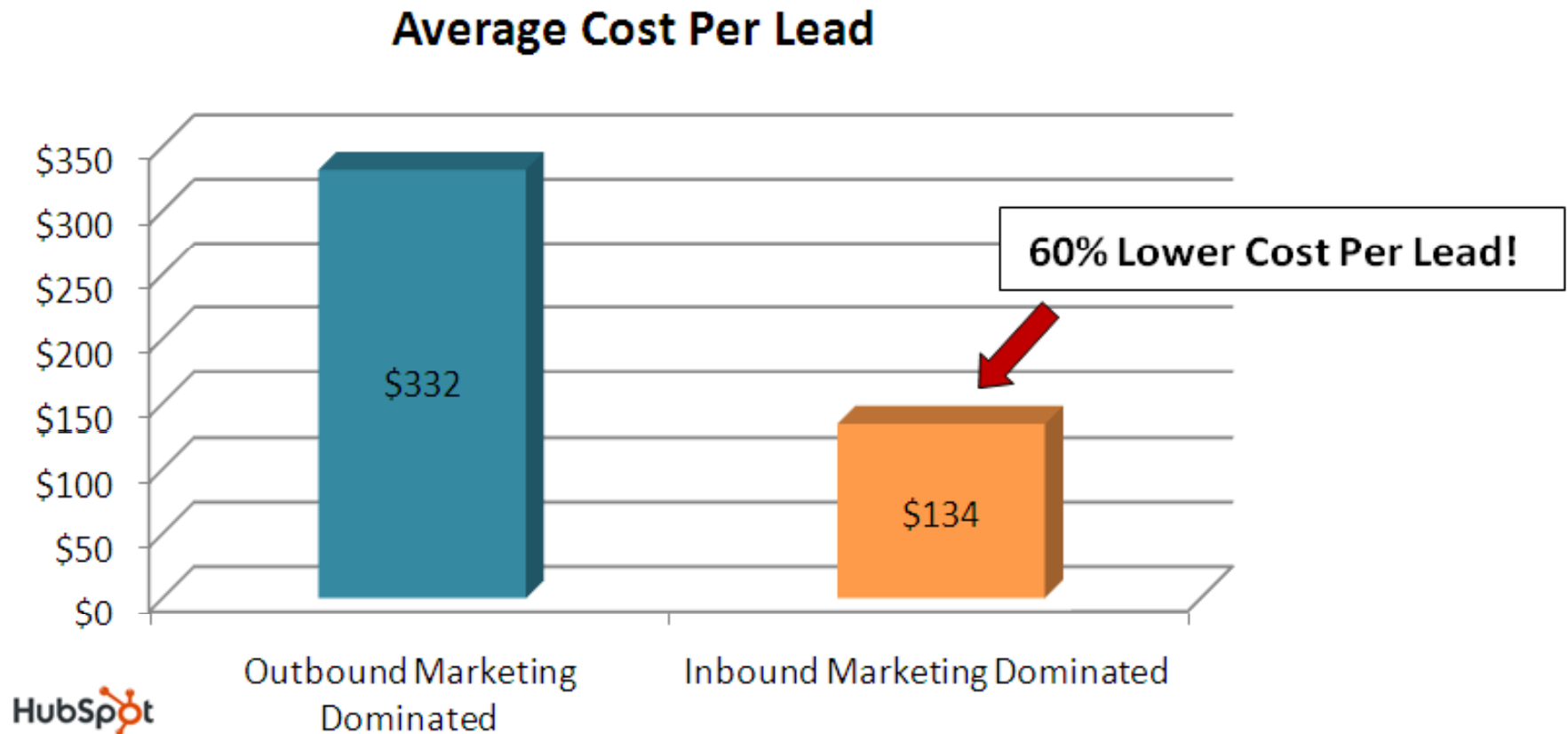
- Follow-up to our 2009 report
- 231 new responses
- Diverse range of industries
- Many different size companies
- Full report: <http://hub.tm/Inbound2010>

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

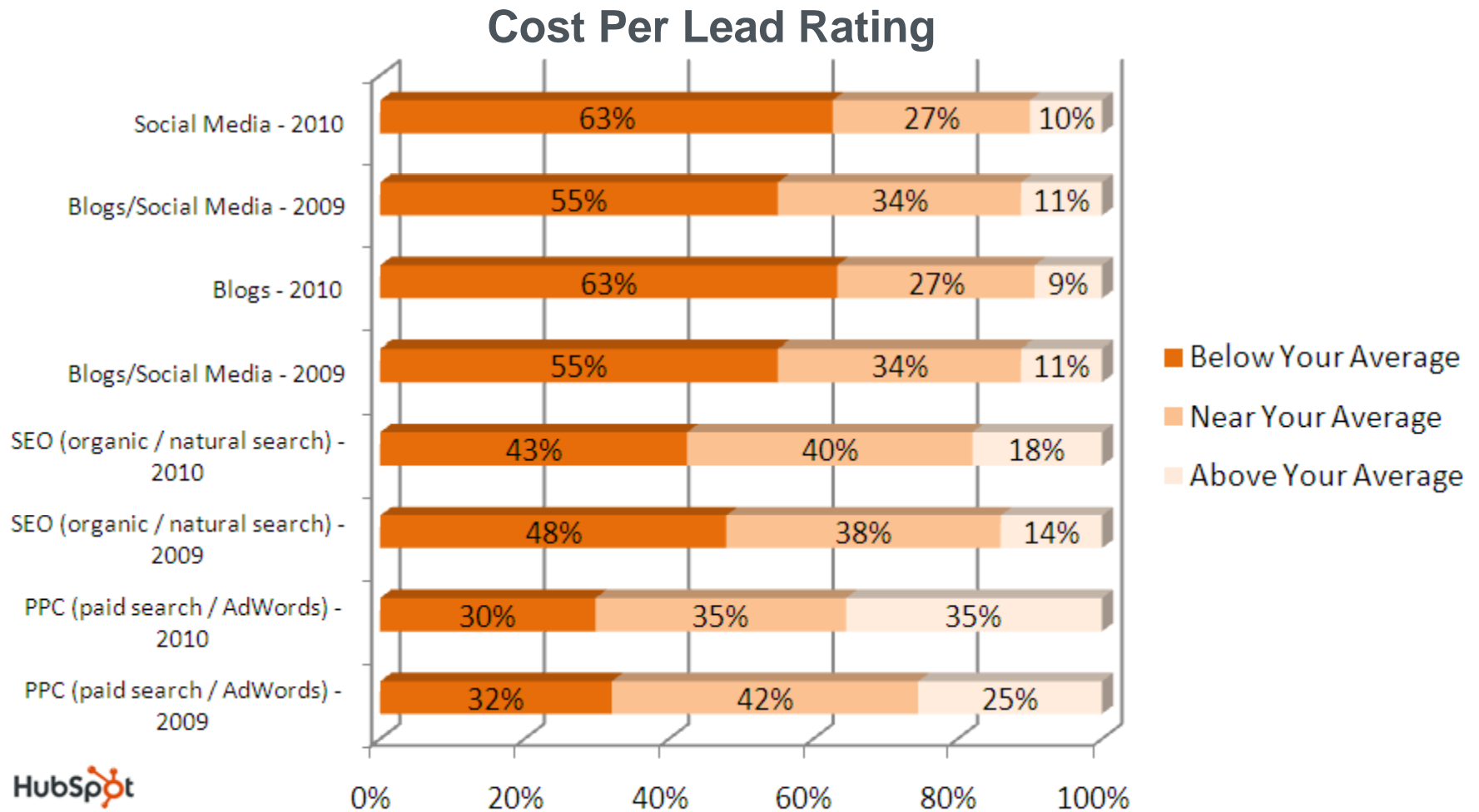
Inbound Marketing vs Outbound Marketing

Inbound is 60% Lower Cost Per Lead



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

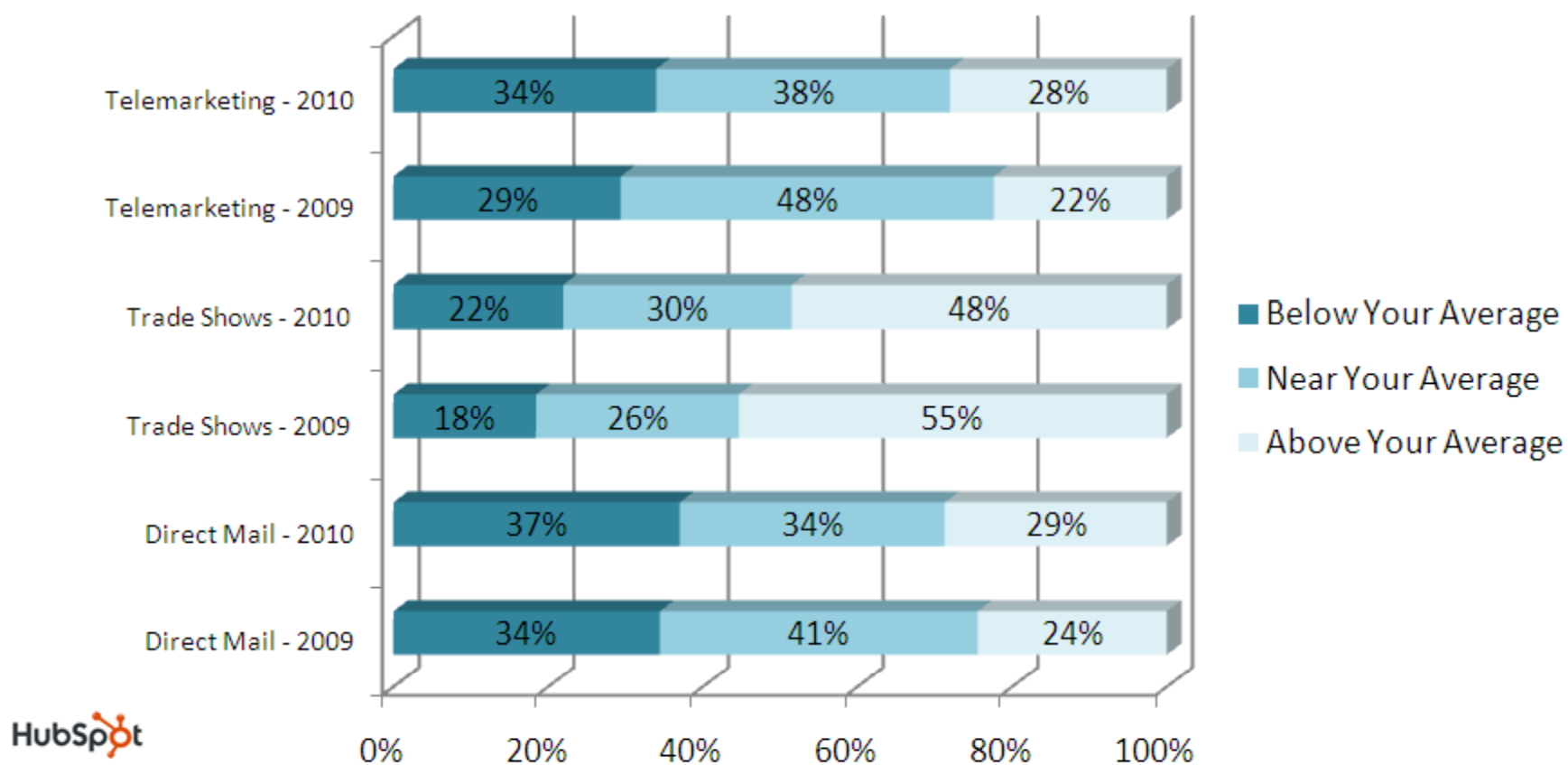
Inbound Marketing is More Effective



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

Outbound Marketing is Less Effective

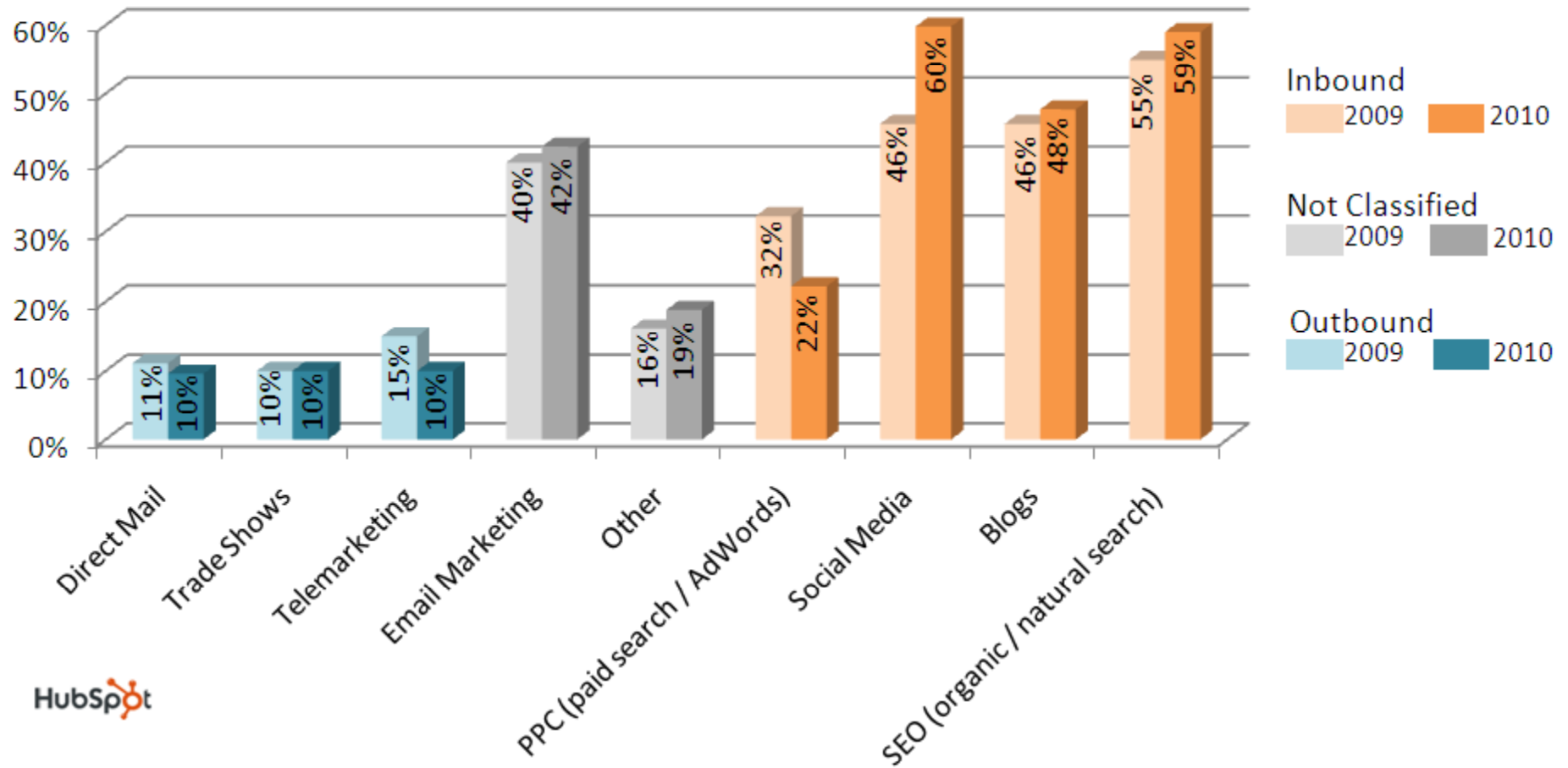
Cost Per Lead Rating



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

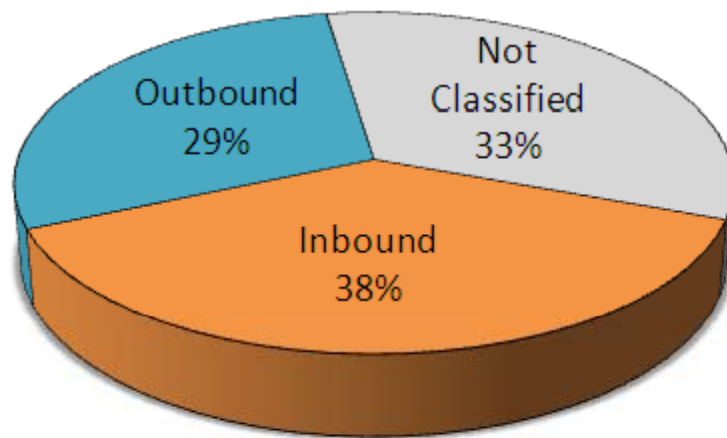


Source: survey of hundreds of businesses: HubSpot.com/ROI

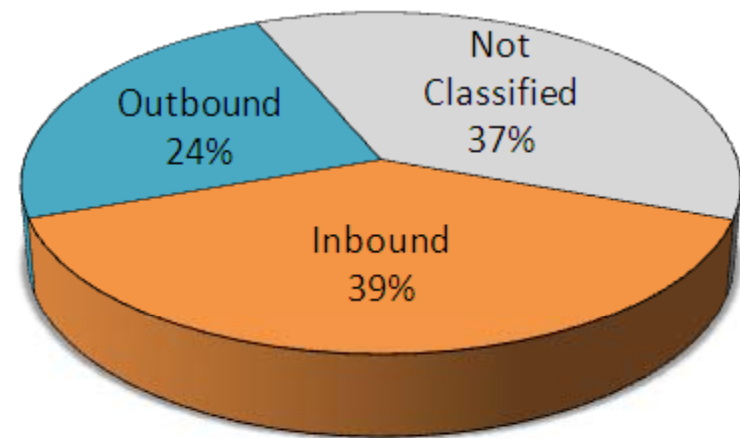
Trends in Budgets and Spending

Outbound Spending Decreasing

2009 Lead Generation Budget



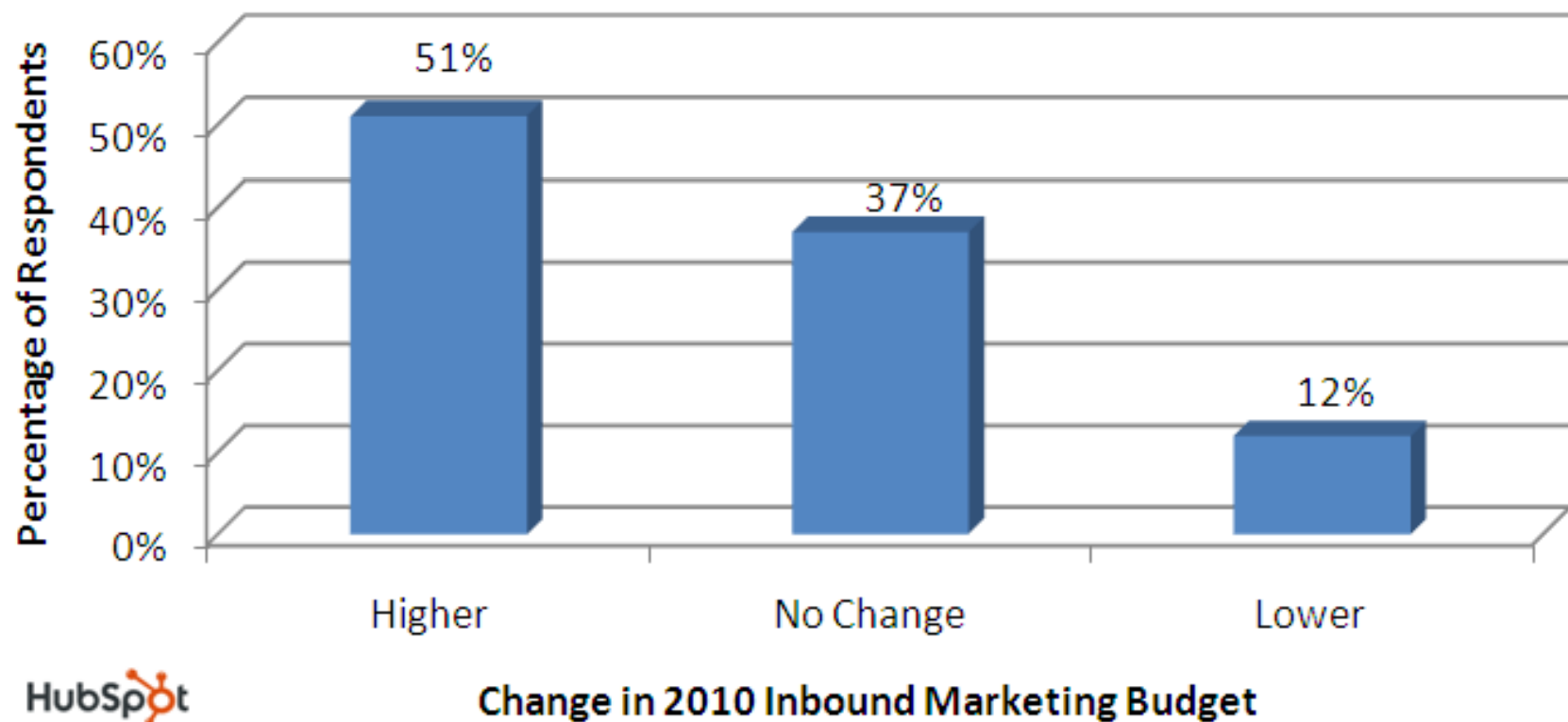
2010 Lead Generation Budget



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

Inbound Marketing Budgets Increasing

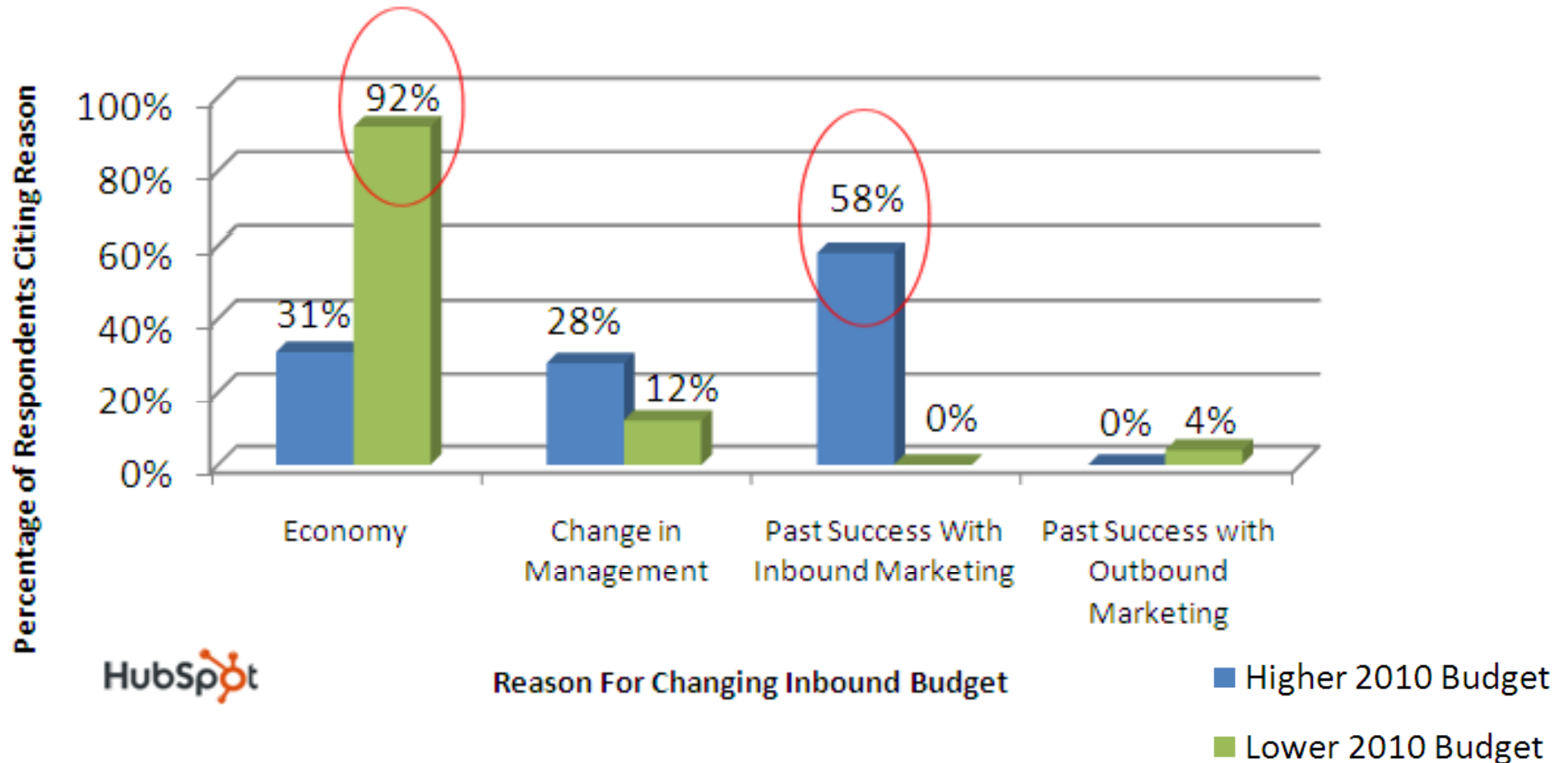
2010 Inbound Marketing Budgets Compared to 2009



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

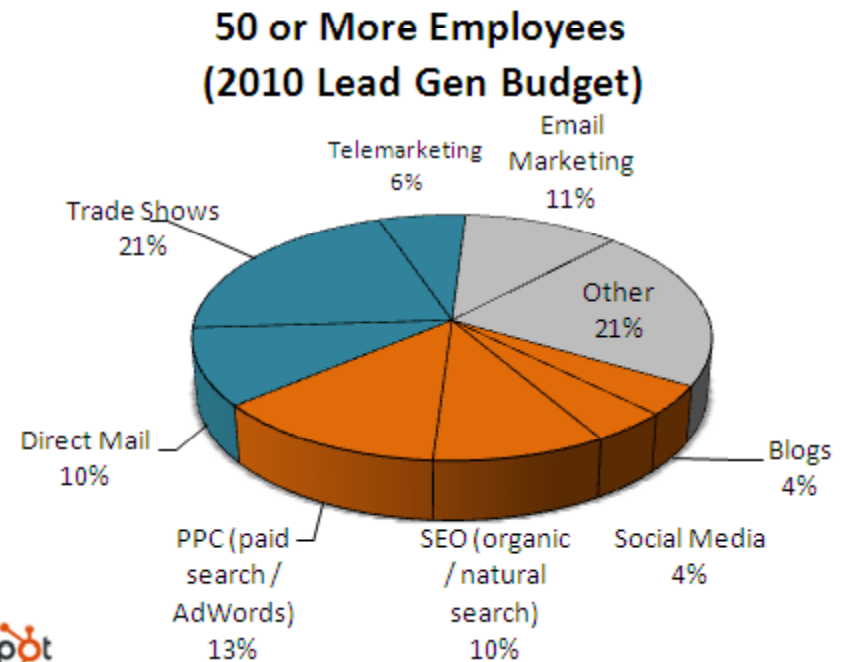
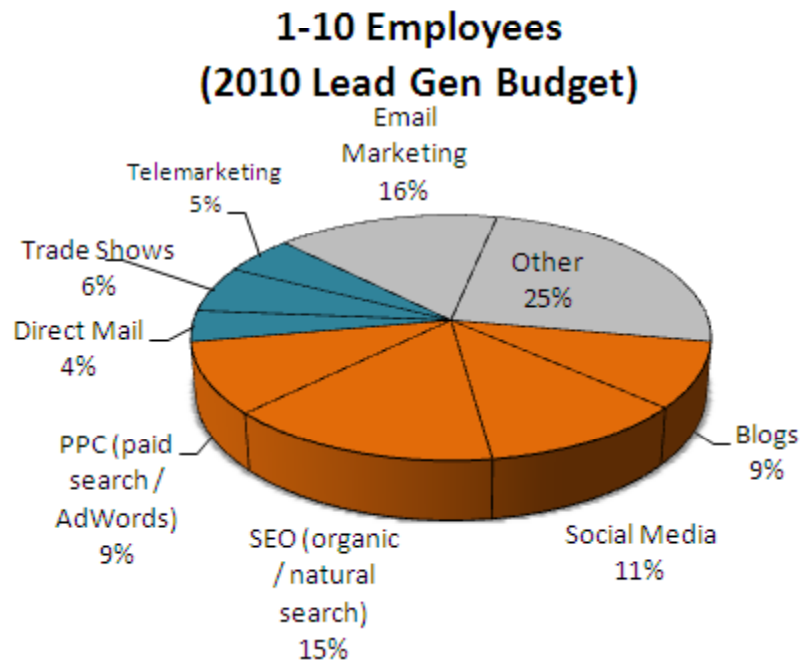
Success Drives Investment in Inbound

Why Businesses Are Changing Inbound Marketing Budgets



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

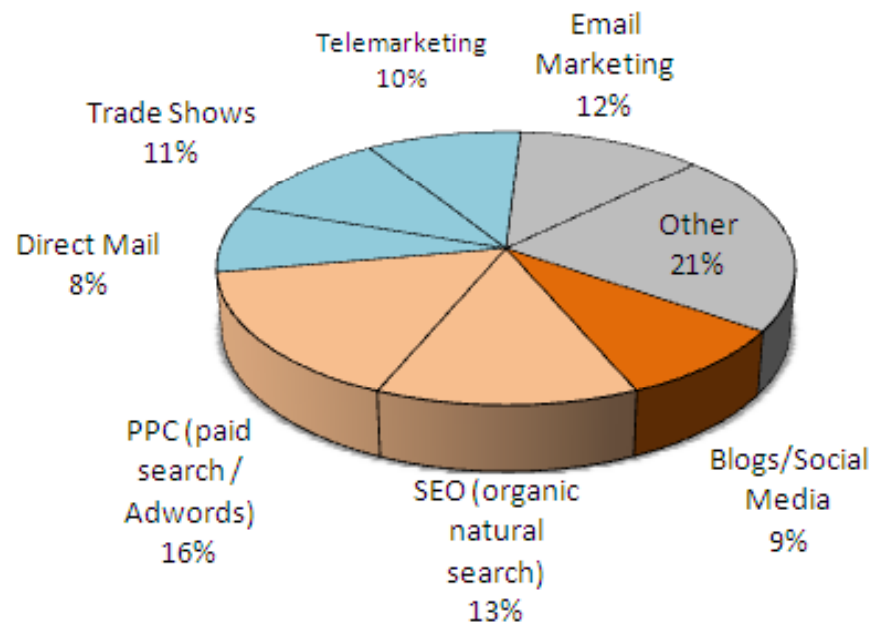
Small Companies Do More Inbound %



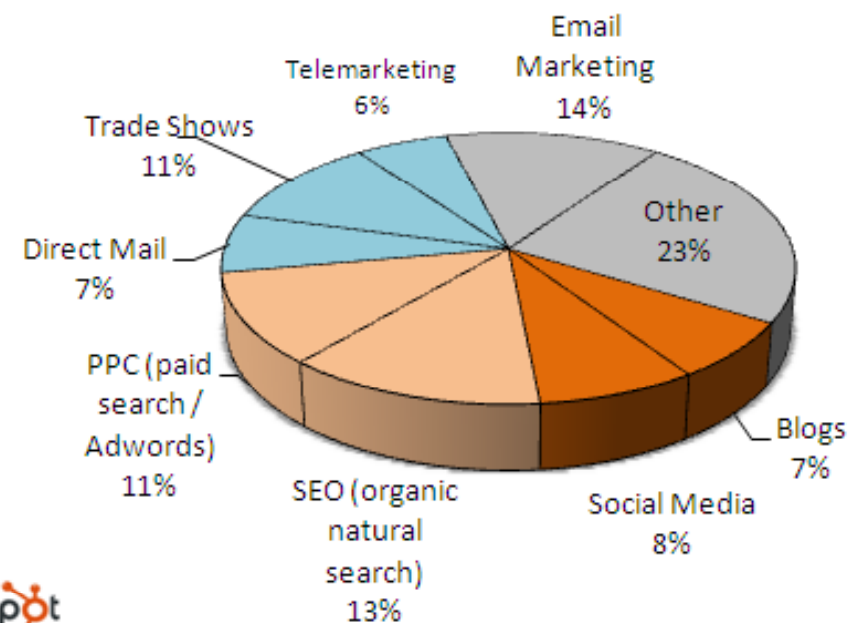
Source: survey of hundreds of businesses: HubSpot.com/ROI

Telemarketing, Paid Search Decrease

2009 Lead Generation Budget



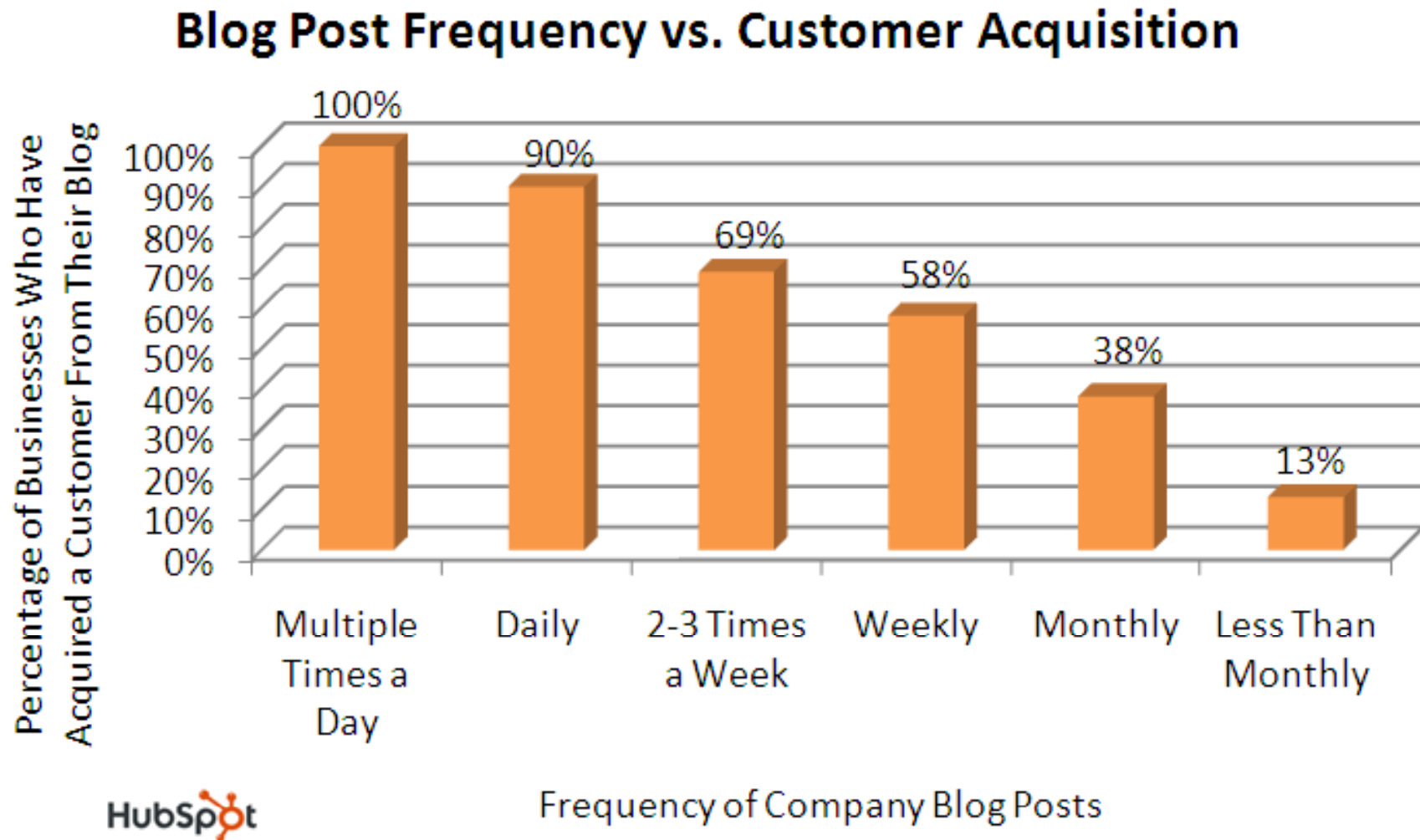
2010 Lead Generation Budget



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

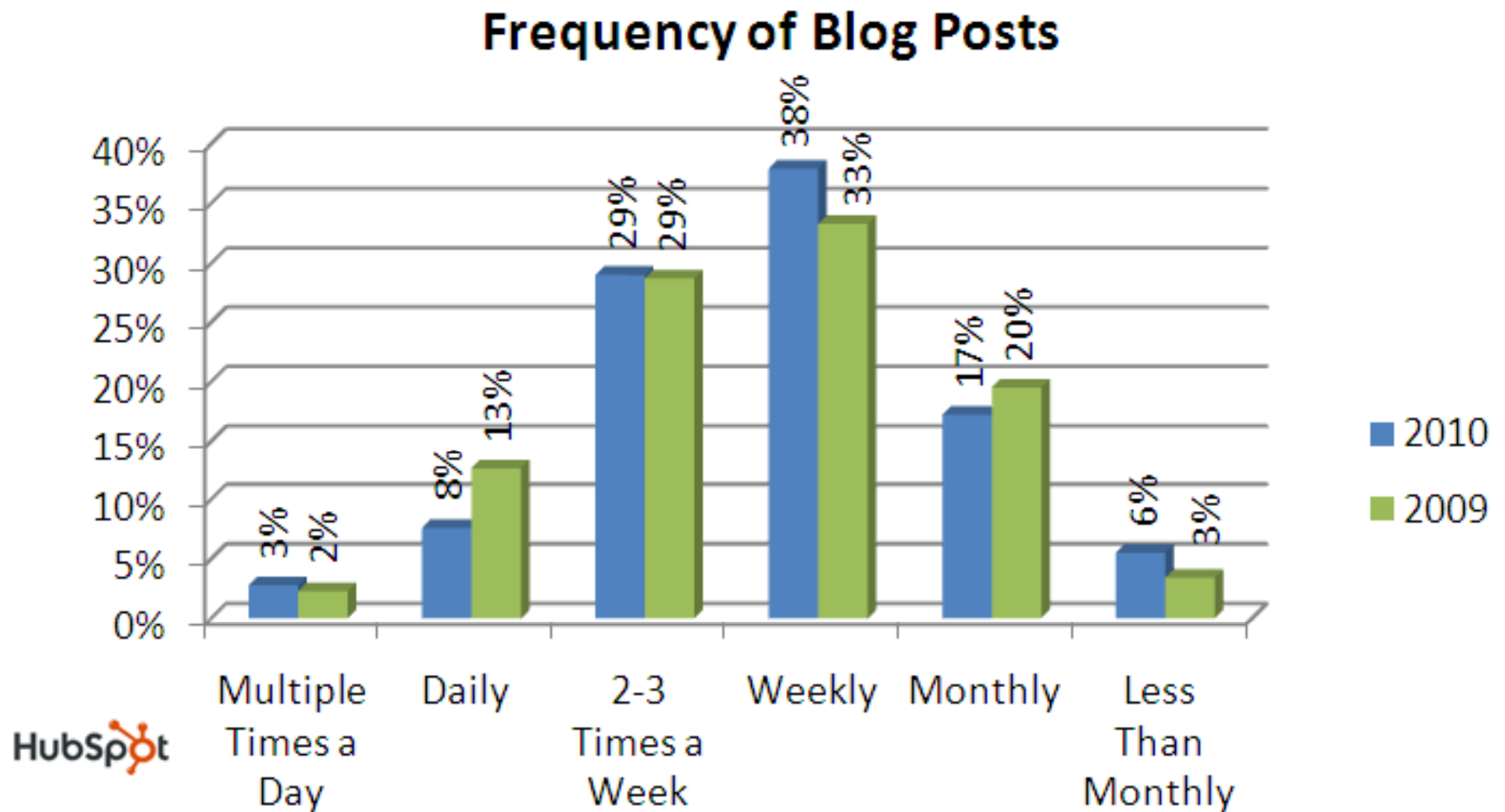
Changes in Business Blogging

Blog Posting More Often Drives Results



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

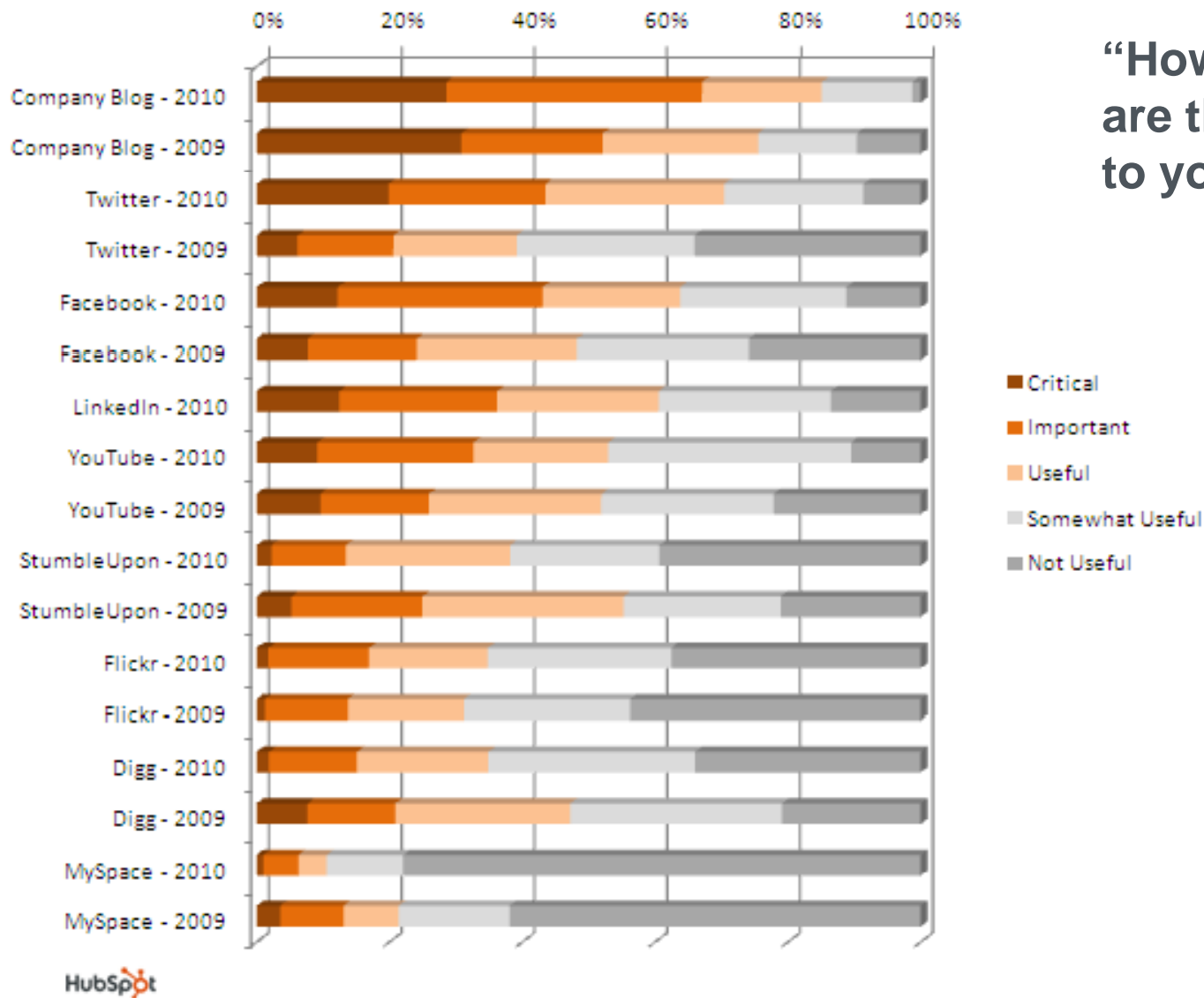
Most Business Blogs Post Weekly



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

Changes in Social Media Marketing

Changes in Social Media Landscape

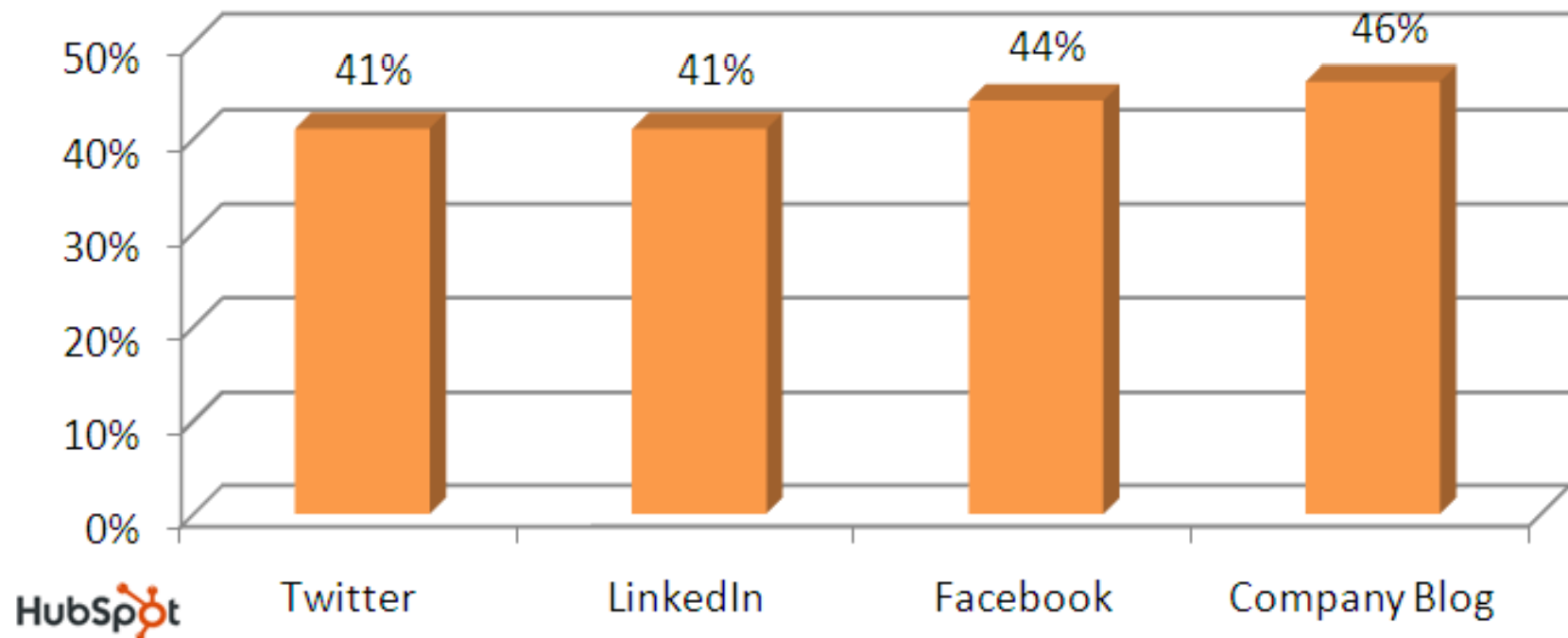


**“How important
are these services
to your business?”**

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

Social Media is for Leads and Sales

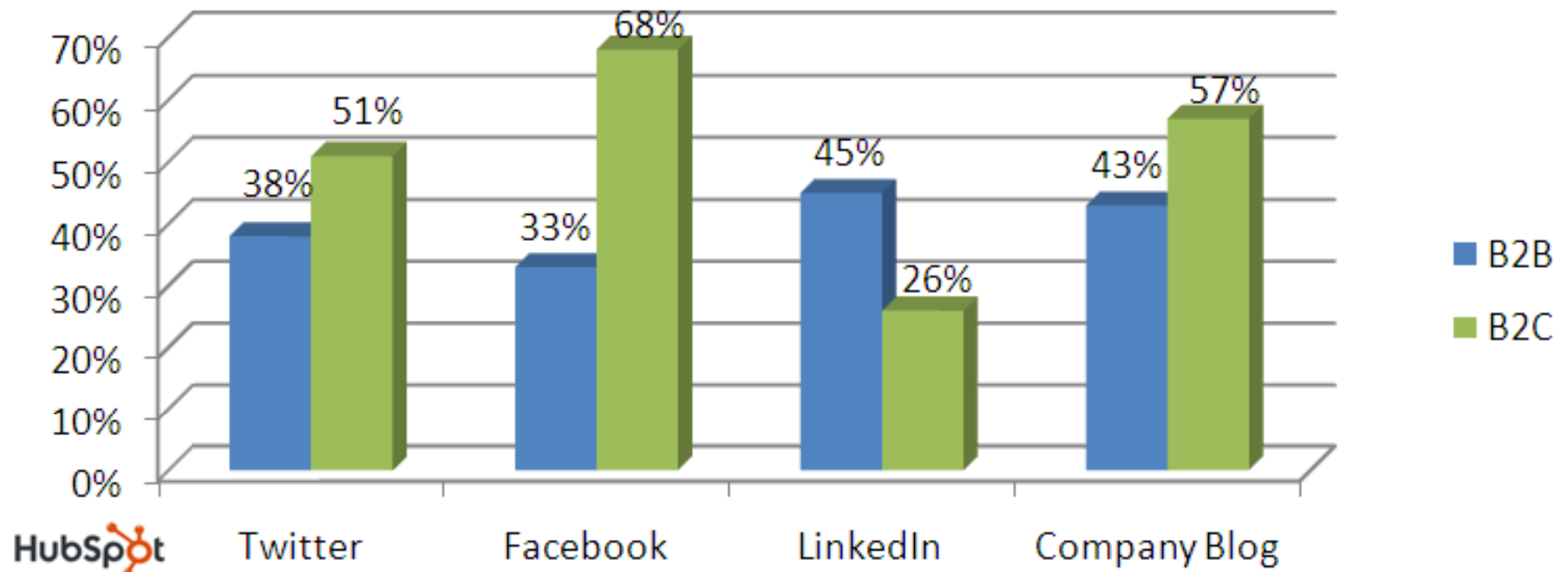
Percentage of Companies Using Specific Social Media Channels and/or Blogs Who Have Acquired a Customer From That Channel



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](https://www.hubspot.com/ROI)

“Worst Things” from 2009

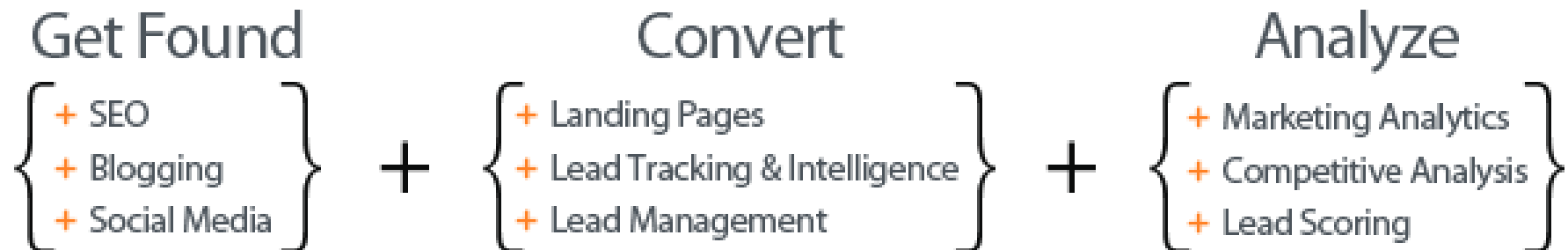


Source: survey of hundreds of businesses: [HubSpot.com/ROI](https://www.hubspot.com/ROI)

How to Put All the Pieces Together?



HubSpot Puts the Pieces Together

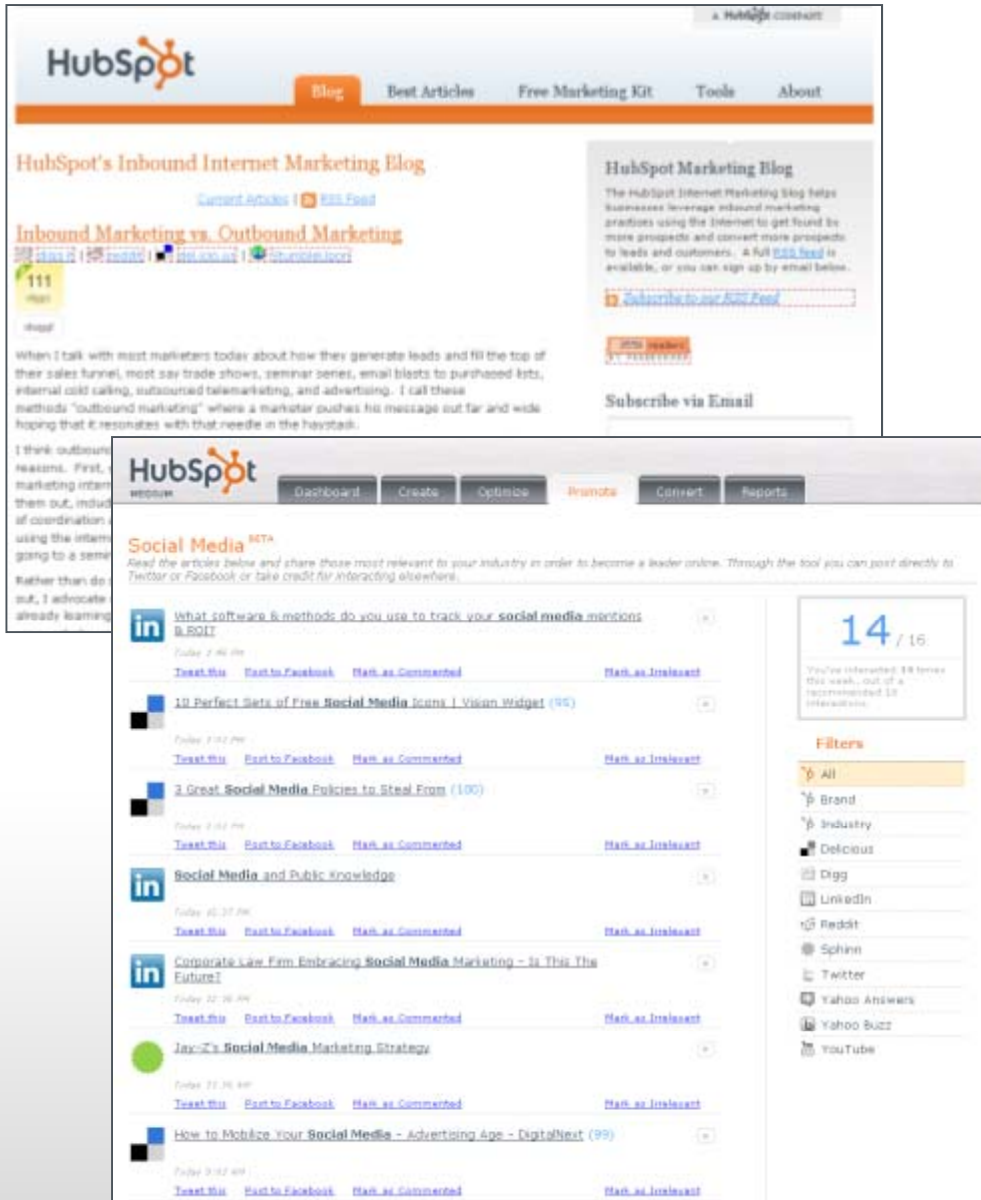


What's HubSpot?

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



Blog & Social Media



- 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

[View Keyword Summary Graph](#) [Suggest Keywords](#)

You are saving approximately **\$7,059.05** per month from your organic search traffic

☐ Show Competitors View ☐ Show Keywords: Sort By:

KEYWORD	RELEVANCE	MONTHLY SEARCHES	DIFFICULTY	VISITS	HUBSPOT RANK	COST PER CLICK
internet	<input type="checkbox"/>	277,000	97	0	100+	\$2.83

HubSpot
MEDIUM

Dashboard Create Optimize Promote Convert Reports

Page Grader

Optimize each page of your site

[Export to Excel](#)

506	549	1.2	30,836
PAGES W/ PROBLEMS GO TO PAGE DETAILS TO FIX THEM	TOTAL PAGES \$49 IN THE PAST 30 DAYS	AVERAGE PAGE GRADE™ LOW	TOTAL INBOUND LINKS 17,489 TOTAL INTERNAL LINKS

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 02142

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








Competitor Tracking



[Dashboard](#)[Create](#)[Optimize](#)[Promote](#)[Convert](#)[Reports](#)

Competitors

How are your competitors doing on key marketing metrics?

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		

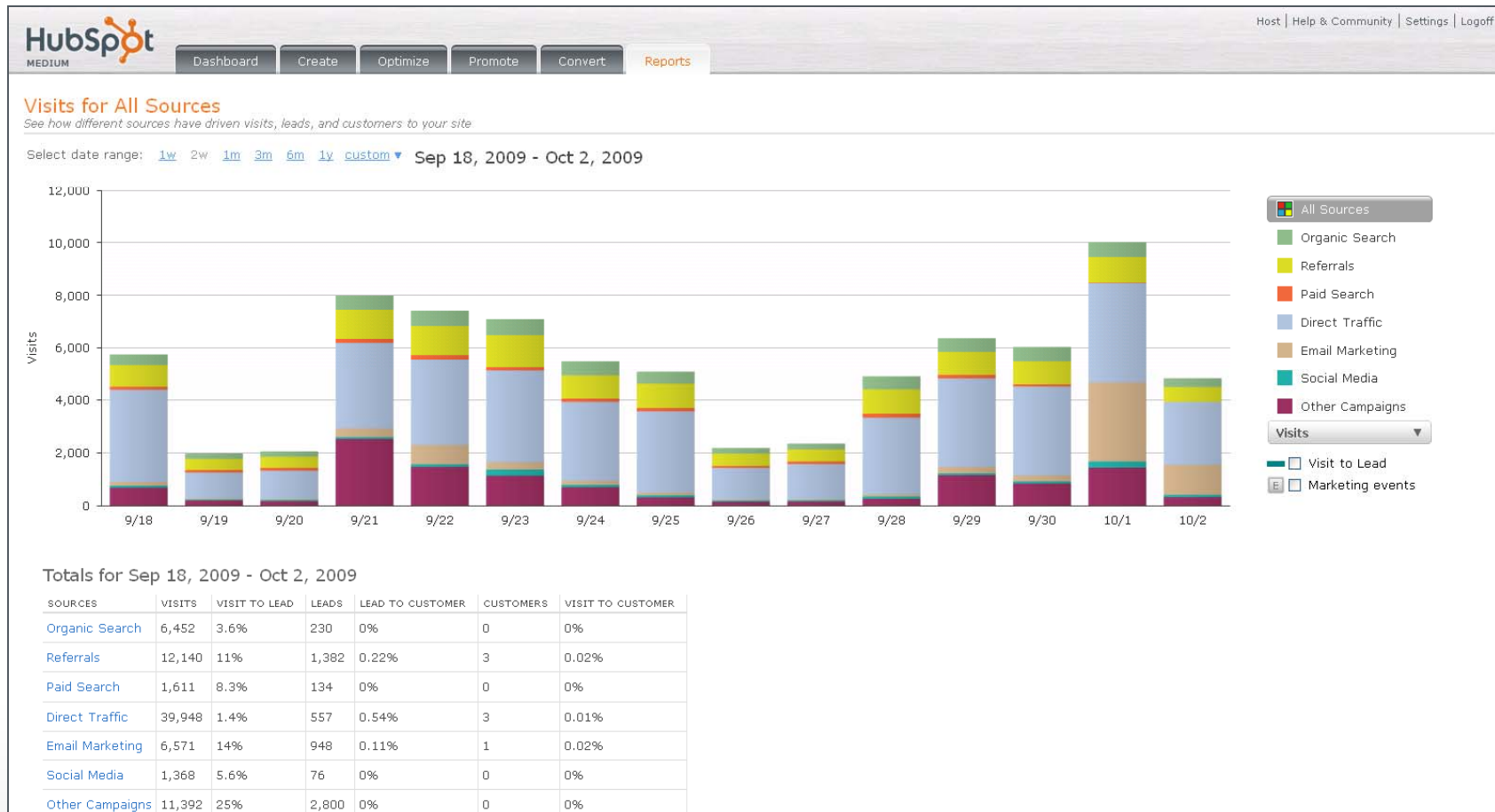
[Add Competitor](#)

[Control Panel](#)

©2009 HubSpot, Inc. All Rights Reserved.



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



Mike Volpe
VP Marketing @HubSpot
Twitter: @mvolpe



Adam Blake
MIT Sloan - MBA Student
Twitter: @myapb