Marketing Hub™

Marketing Hub 101

How small businesses can compete with efficiency and scale

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HubSpot

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HubSpot

Kyle Jepson

HubSpot Evangelist

Maranda Thompson

Sr. Product Marketing Manager

Agenda

1   2023 | Transformational for Marketers

2   Keys to Success | How small businesses can compete with efficiency and scale

3   Demo

4   Q&A

Tell us in the chat:

What are some of the biggest challenges you experience as marketers?

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Timeless tension of marketers

Drive Revenue

Drive efficient growth

Save Time & Resources

Do more with less

Keep Up With Change

Evolving consumer preferences

Key to Success 🔑

A balanced marketing strategy that prioritizes both **lead generation** and **automation**.

Key to Success 🔑

A balanced marketing strategy that prioritizes both **lead generation** and **automation**.

Generate Leads

- Social Media Management
- Ads Management
- CTAs (Call to Action)

Automate Marketing

- Campaigns
- Workflows

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Social
Attract New Customers

Pro **Ent**

Challenges

- There are too many social channels to juggle!
- Social media efforts are siloed
- Breaking through the noise and reaching leads

HubSpot Value

Manage, optimize, & analyze your social media presence - _in one place!_

Market Research

- Social media is the highest ROI marketing channel and will see the most growth in 2024!

- Marketers with connected tools, data, and teams performed significantly better in 2023. (& AI is helping!)

Buzzy Features

- AI Assistant for Social & image generation

- Social Monitoring

- AI: Create Social posts from Blogs

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Ads
Attract New Customers

Challenges

- It's time-consuming to manage ads accounts
- Evolving ad landscape is hard to keep track of
- Ads are hard to use in advertising platforms

HubSpot Value

Easily create ads, integrate marketing efforts, and improve ROI - in one place!

Market Research

- With the rise of first-party data, marketers actively seek alternative targeting solutions while prioritizing community privacy.

- Relationship-driven marketing is crucial in a saturated market, with social media being the most effective ads platform.

Buzzy Features

- AI Assistant for Ads

- Audiences

- Facebook CAPI

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CTAs (Call to Action)
Attract New Customers

Challenges

- I'm not sure my CTAs are working
- My CTAs data and my CRM are disconnected
- My web forms don't match the brand's look

HubSpot Value

A seamless experience for every web visitor, focused on customer satisfaction and engagement.

Market Research

- Customers are willing to give their contact information via form for great content, such as video

- Surveyed marketers in 2023, said that lead generation was among the top 6 important metrics.

Buzzy Features

- AI Assistant for CTAs

- New Gallery Mode

- Template library, customization, & targeting

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Workflows
Nurture, Convert, & Pass Leads to Sales

Pro Ent

Challenges

- I'm manually managing interactions and it's time-consuming
- I don't have the bandwidth to juggle manual work

HubSpot Value

Save time & Resources! - Automate the manual work with the help of workflows.

Market Research

- Marketers with effective strategies are 46% more inclined to employ automation than those with ineffective ones.

- Marketers with connected tools, data, and teams performed significantly better in 2023. (& AI is helping!)

Buzzy Features

- Template Library

- Automated SMS through Workflows

- Workflow notifications

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Campaigns
Orchestrate marketing efforts

Challenges

- I'm managing my marketing efforts in several different tools
- I'm struggling to see the impact of my efforts

HubSpot Value

Everything needed to build, manage, and collaborate on campaigns from one central place. - in one place!

Market Research

- Marketers with connected tools, data, and teams performed significantly better in 2023. (& AI is helping!)

Buzzy Features

- Template library

- Add external websites

- Custom campaign properties

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10 MINS

Audience Q&A

Helpful Resources

Let's Chat!

Fill out the poll to get in touch with our team and chat through your specific use case!

Resources

- Get up to Speed | Academy Courses & Lessons
- Keep up with Marketing Changes | State of Marketing Report
- Connect with your Network | HUG: HubSpot User Groups

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Thank You

To Kyle & Maranda — and to all of our attendees