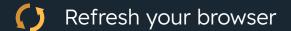


Marketing Hub 101

How small businesses can compete with efficiency and scale

If you're having any trouble with hearing or viewing this webinar, please:





Ask for assistance in the Q&A tab



A recording will be sent out following today's webinar.



Introductions



Kyle JepsonHubSpot Evangelist

HubSpot



Maranda ThompsonSr. Product Marketing Manager



Agenda

1 2023 | Transformational for Marketers

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?



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



Social

Attract New Customers





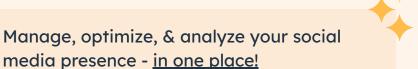
Challenges

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

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!)

HubSpot Value





- AI Assistant for Social & image generation
- Social Monitoring
- AI: Create Social posts from Blogs

Ads

Attract New Customers







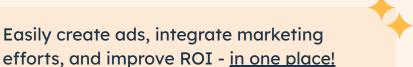
Challenges

- 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

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.

HubSpot Value





- AI Assistant for Ads
- **Audiences**
- Facebook CAPI

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

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.

HubSpot Value

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

- AI Assistant for CTAs
- New Gallery Mode
- Template library, customization, & targeting

Workflows



Nurture, Convert, & Pass Leads to Sales

Challenges

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

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!)

HubSpot Value





- Template Library
- Automated SMS through Workflows
- Workflow notifications

Campaigns

Pro



Orchestrate marketing efforts

Challenges

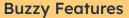
- I'm managing my marketing efforts in several different tools
- I'm struggling to see the impact of my efforts

Market Research

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

HubSpot Value

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



- Template library
- Add external websites
- Custom campaign properties



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 | <u>Academy Courses & Lessons</u>
- Keep up with Marketing Changes | State of Marketing Report
- Connect with your Network | <u>HUG: HubSpot User Groups</u>



Thank You

To Kyle & Maranda — and to all of our attendees

