



20  16

HUBSPOT
**PARTNER
DAY**

HubSpot

EMEA PARTNER DAY

2016

DUBLIN / 12.06.16



Partner Panel: Servicing for Success

Clodagh Higgins,
Agency Growth Team

Agenda

- Our Panel
- Why?
- Onboarding to Managing
- Building Processes
- Overcoming Challenges
- Tips for Success
- Questions
- Next Steps



Our Panel



Alex Embling
Strategic Internet Consulting Ltd



Mike Broomfield
Intellegentia Ltd



Daryn Smith
MPull



Happy Healthy Agency

- Good results for clients
- Positive experience for clients
- Positive experience for agencies
- Client referrals



Inbound Agency Revenue

- Core - Retainer & Projects
 - Workshops
 - Strategic Consulting
 - Speaking
 - HubSpot Commission



What are your gaps?



Onboarding to Managing





1. Data backed Buyer Personas
2. Sales & Marketing Alignment
3. Content with Direction
4. Build Content Hubs
5. Strong Channel Promotion
6. Lead Nurturing / Sales Process

<http://content.strategic-ic.co.uk/inbound-marketing-plan>



IC Inbound Campaign Planner x

Strategic Internet Consulting Ltd [GB] <https://icp.strategic-ic.co.uk/campaigns/approval.php?client=1&campaign=10>

Client Dashboard Buyer Mapping Campaign Calendar Approval

Alex

① Sidebar 🔍 Research 📄 Reports

Consideration Stage

Content Hub

- ✓ [Live Demo] How To Plan An Inbound Marketing Campaign For Success In Just 1 hr!
- ✓ [Live Interaction] [Calculator] Financial Goals To Leads Planner

Other content

- ✓ Other formats <
- ✗ Promotional content <

Channels

- Publish locations <

Workflow emails

- ✉ Thankyou For Using Our Financial Goal & Lead Volume Calculator >
- ✉ Thankyou for Requesting A Live Demo On How To Plan The Perfect Inbound Marketing Campaign >

<https://icp.strategic-ic.co.uk/campaigns/approval.php?client=1&campaign=10#>

Inbound Campaign Planner

Strategic Internet Consulting Ltd [GB] <https://icp.strategic-ic.co.uk/campaigns/approval.php?client=1&campaign=10>

Client Dashboard Buyer Mapping Campaign Calendar Approval

Sidebar Research Reports

[Infographic] How To Plan The Perfect Inbound Campaign

To:

Subject: [Infographic] How To Plan The Perfect Inbound Campaign

From: James Self « james@strategic-ic.co.uk »

Preview text:
[Infographic] How To Plan The Perfect Inbound Campaign

Body text:
Email Body Text

Instructions and guidelines for completion of this section. Nam porttitor blandit accumsan. Ut vel dictum sem, a pretium dui. In malesuada enim in dolor euismod, id commodo mi consectetur. Curabitur at vestibulum nls.

Subject Line:
Recommended Length is 50 characters or less
-4 characters remaining

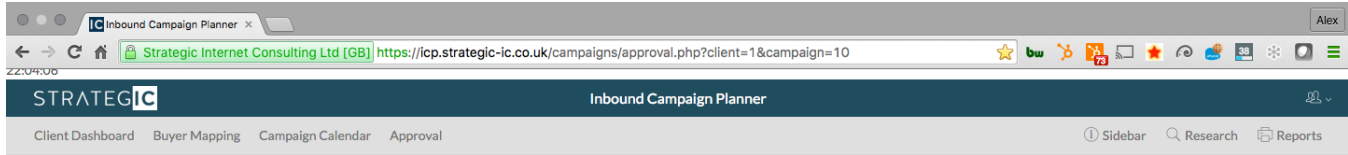
Done

[Workshop] How To Plan The Perfect Inbound Campaign?

Add a workflow email

Consideration Stage

<https://icp.strategic-ic.co.uk/campaigns/approval.php?client=1&campaign=10#>



How To Plan An Inbound Marketing Campaign For Success

Campaign Goal

Background: What are the most important considerations to get right when building inbound marketing campaigns, or why do some inbound campaigns fail.

Sales Cycle

4
months

Campaign objectives

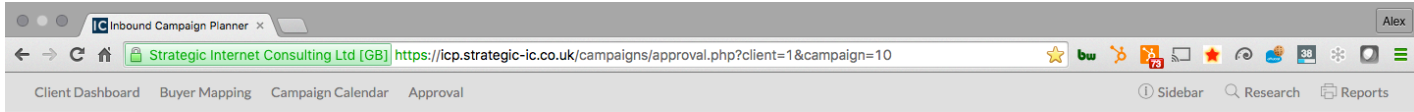
1000
visits

100
contacts



The diagram illustrates the 'Awareness Stage' of an inbound marketing campaign. It features a large orange header labeled 'Awareness Stage'. Below this is a 'Content Hub' section. The Content Hub contains a list of content items, each marked with a green checkmark icon. The items are:

- [eGuide / eBook] A [Marketing Directors] Guide To Planning The Perfect Inbound Marketing Campaign
- [Blog Post] Paid Advertising & Inbound Marketing - Remember to Consider Personas
- [Blog Post] Lead Generation & Revenue Targets: 5 Ways To Achieve Your Financial Goals
- [Blog Post] 3 Steps to Defining an Inbound Marketing Channel Promotion Strategy



Channels

Publish locations

Workflow emails



✉ New Workflow Email >



✉ Thankyou For Downloading A [Marketing Directors] Guide To Planning The Perfect Inbound Marketing Campaign >



✉ New Workflow Email >



✉ [Calculator] Map Your Companies Financial Goals To Lead Generation Targets >



✉ [Infographic] How To Plan The Perfect Inbound Campaign >



✉ [Live Demo] How To Plan An Inbound Marketing Campaign For Success in Just 1 hr! >



✉ How Marketers Will Be Able to Use Google to Target Ads Using Email Addresses >



✉ [Blog Post] 7 steps to successful persona development >



✉ [Workshop] How To Plan The Perfect Inbound Campaign? >



Add a workflow email

Awareness

Consideration

Decision



IC Inbound Campaign Planner

Strategic Internet Consulting Ltd [GB] https://icp.strategic-ic.co.uk/campaigns/approval.php?client=1&campaign=10

Client Dashboard Buyer Mapping Campaign Calendar Approval

LinkedIn Sponsored Update planner

Click-through URL
http://hubs.ly/H02P4kK0

Desktop Mobile

Client Name shared
Sponsored

A [CMO's] Guide To Planning The Perfect Inbound Marketing Campaign

Planning the Perfect Inbound Marketing Campaign

[eBook] A CMO's Guide: Planning the Perfect Inbound Campaign
hubs.ly - Remove the guess work. Build inbound campaigns backed by data.

Like • Comment • Share • 3 • 2

Follow

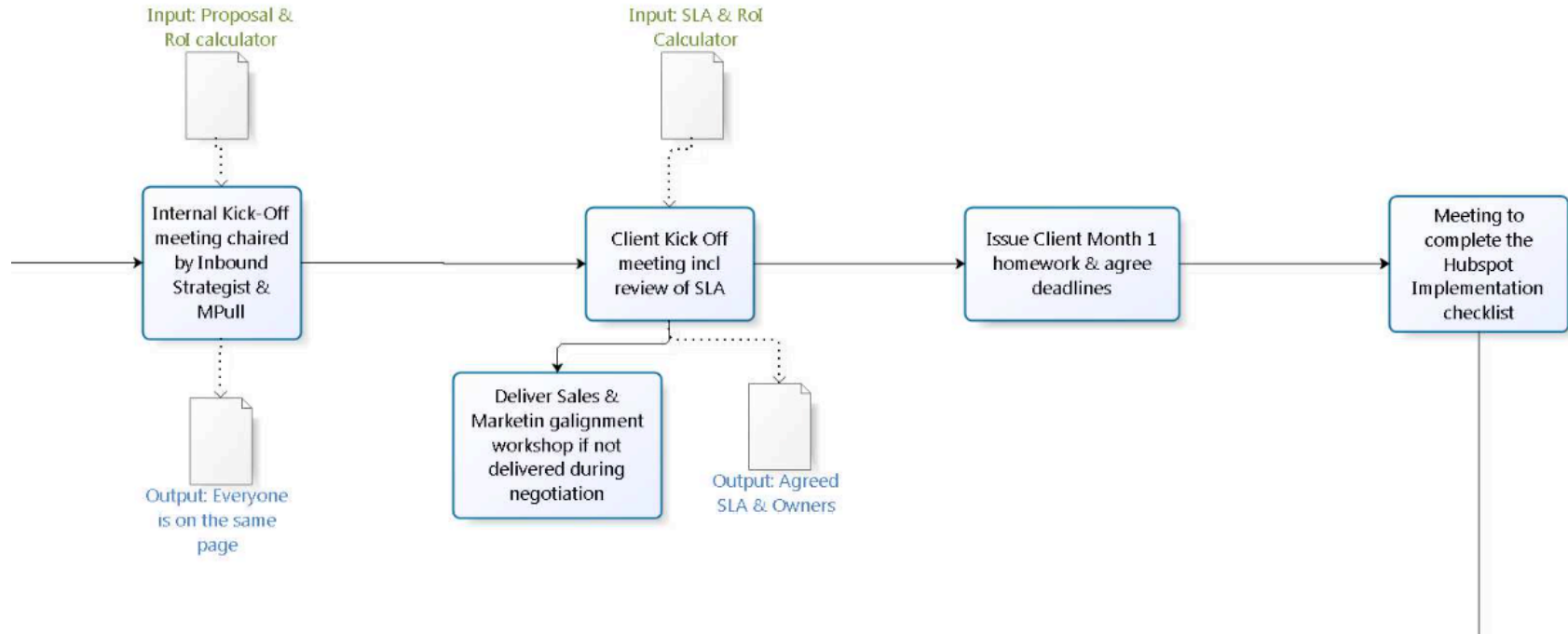
Instructions and guidelines for completion of this section. Nam portitor blandit accumsan. Ut vel dictum sem, a pretium dui. In malesuada enim in dolor euismod, id commodo mi consectetur. Curabitur at vestibulum nis.

Character limits
Title 10 characters remaining
Introduction Text 51 characters remaining

Done

Publish locations

Workflow emails





Basecamp[®]

Inbound Marketing		
<input checked="" type="checkbox"/>	Mike B.	April Blog 1 - Update on Riverlrite (Start: 13 days ago, Fri Apr 22nd) → (Due: In 8 days, Fri May 13th) 🗓️ ⌚
<input type="checkbox"/>	Mike B.	Social around blog 1 - Riverlrite update more... (Due: Tomorrow) 🗓️
<input checked="" type="checkbox"/>	Mike B.	April Blog 2 - 1-2-3 Hosting 🗓️
13 completed sub-tasks Close		
<input type="checkbox"/>	Anyone	Social around blog more... (Due: In 6 days, Wed May 11th) 🗓️ ⌚ 40%
<input checked="" type="checkbox"/>	Mike B.	May Blog 3 - The impact of Cloud Technology on today's Housing Associations (Start: 13 days ago, Fri Apr 22nd) → (Due: In 13 days, Wed May 18th) 🗓️ ⌚
<input type="checkbox"/>	Jane B.	Internal QA (Start: 10 days ago, Mon Apr 25th) → (Due: In 4 days, Mon May 9th) 🗓️ ⌚
<input type="checkbox"/>	Jane B.	Brief to Client for Sign (Start: 9 days ago, Tue Apr 26th) → (Due: Tomorrow) 🗓️ ⌚
<input type="checkbox"/>	Jane B.	Client Sign Off Brief (Start: 8 days ago, Wed Apr 27th) → (Due: In 4 days, Mon May 9th) 🗓️ ⌚
<input type="checkbox"/>	Mike B.	Send brief to MPull (Start: 2 days ago, Tue May 3rd) → (Due: In 5 days, Tue May 10th) 🗓️ ⌚
<input type="checkbox"/>	Daryn S.	Write Content (Start: 2 days ago, Tue May 3rd) → (Due: In 4 days, Mon May 9th) 🗓️ ⌚
<input type="checkbox"/>	Mike B.	1st Draft Internal QA (Start: In 5 days, Tue May 10th) → (Due: In 5 days, Tue May 10th) 🗓️ ⌚
<input type="checkbox"/>	Mike B.	Content To Client (Start: In 5 days, Tue May 10th) → (Due: In 5 days, Tue May 10th) 🗓️ ⌚
<input type="checkbox"/>	Mike B.	1st Draft Sign Off Or Receipt of Amends (Start: In 6 days, Wed May 11th) → (Due: In 6 days, Wed May 11th) 🗓️ ⌚
<input type="checkbox"/>	Daryn S.	Make amends (Start: In 7 days, Thu May 12th) → (Due: In 8 days, Fri May 13th) 🗓️ ⌚
<input type="checkbox"/>	Mike B.	Internal QA of 2nd draft if needed (Start: In 8 days, Fri May 13th) → (Due: In 8 days, Fri May 13th) 🗓️ ⌚
<input type="checkbox"/>	Mike B.	Send amends for sign off (Start: In 8 days, Fri May 13th) → (Due: In 8 days, Fri May 13th) 🗓️ ⌚
<input type="checkbox"/>	Mike B.	Client Final Draft Sign Off (Start: In 11 days, Mon May 16th) → (Due: In 11 days, Mon May 16th) 🗓️ ⌚
<input type="checkbox"/>	Mike B.	Load onto HubSpot (Start: In 4 days, Mon May 9th) → (Due: In 11 days, Mon May 16th) 🗓️ ⌚
<input type="checkbox"/>	Jane B.	Additional Work outside of original scope (Due: In 11 days, Mon May 16th) 🗓️ ⌚
Add sub-task 1 completed sub-task Close		
<input type="checkbox"/>	Mike B.	Social around blog more... (Due: In 11 days, Mon May 16th) 🗓️
<input checked="" type="checkbox"/>	Mike B.	May Blog 4 - Aged infrastructure - "How old is your kit?" (Start: 13 days ago, Fri Apr 22nd) → (Due: In 15 days, Fri May 20th) 🗓️ ⌚
<input type="checkbox"/>	Mike B.	Internal QA (Start: 10 days ago, Mon Apr 25th) → (Due: 2 days ago, Tue May 3rd) 🗓️ ⌚
<input type="checkbox"/>	Mike B.	Brief to Client for Sign (Start: 9 days ago, Tue Apr 26th) → (Due: 2 days ago, Tue May 3rd) 🗓️ ⌚
<input type="checkbox"/>	Mike B.	Client Sign Off Brief (Start: 8 days ago, Wed Apr 27th) → (Due: Yesterday) 🗓️ ⌚
<input type="checkbox"/>	Mike B.	Brief to MPull (Start: Yesterday) → (Due: Yesterday) 🗓️ ⌚
<input type="checkbox"/>	Daryn S.	Write Content (Start: Yesterday) → (Due: In 6 days, Wed May 11th) 🗓️ ⌚
<input type="checkbox"/>	Jane B.	1st Draft Internal QA (Start: 6 days ago, Fri Apr 29th) → (Due: Tomorrow) 🗓️ ⌚
<input type="checkbox"/>	Jane B.	Content To Client (Start: 6 days ago, Fri Apr 29th) → (Due: Tomorrow) 🗓️ ⌚





Step 1

Onboarding project plan in Excel

	A	B	C	D	E
1	Description	Output	Due	Person	Complete
2	Client Presentation: Brand Guidelines, Product/Service Overview, Customer Research,	Client docs	Day 1		
3	Request CI guideline	NA	Day 1		
4	Develop project plan	This doc	Day 2		
5	Access to Google Analytics & Access to Google Webmaster Tools	In support@mpull.com dashboard	Day 2		
6	Put exclusion code into Google Analytics	In Analytics, you need to go to Admin > View	Day 2		
7	Situational Analysis: Current Traffic and Conversation Ratios	Funnel with current ratios	Day 3		
8	Client to Sign up for HubSpot	HubSpot Portal Setup	Day 3		
9	Put HubSpot Tracking Code on Website	Stats into HubSpot	Day 4		
10	Setup competitors in HubSpot	Competitors Section Populated	Day 4		
11	Setup HubSpot Reporting - Timezone, Exclusion IPs	Correct Timezones	Day 4		
12	Setup Page Settings in HubSpot	Logo, URL, Colours	Day 4		
13	Setup Email Settings in HubSpot	Company Name, Address, Email Types	Day 4		
14	Setup CNAMEs for HubSpot landing pages	offers, email, blog, campaigns domains setup	Day 4		
15	Add social channels to HubSpot (brand and 5 employees)	Social accounts in HS	Day 5		
16	Situational Analysis: Bottom of Funnel Keywords	Excel from Google AdWords tool	Day 8		





Step 2

InboundLibrary.com - manage personas, themes & blog production

Persona: Builder Bob

Created on Apr 28, 2016 by Daryn Smith

- Create Theme
- Export Persona
- Edit
-

- Overview
- Top of Funnel
- Middle of Funnel
- Bottom of Funnel



Persona summary
I like to build things

Age range
From 25 To 55

Roles

What I do during these timeslots on weekdays **Weekday A day in my life.**

Early morning go for a run

Education

What I do during these timeslots on weekends **Weekend A day in my life.**

Early morning





Step 3

Digital Marketing Status - growth driven inbound analysis

The screenshot shows a Trello board titled "MPULL Digital Marketing Status" with a background image of a canyon. The board is organized into several columns representing different stages of a project:

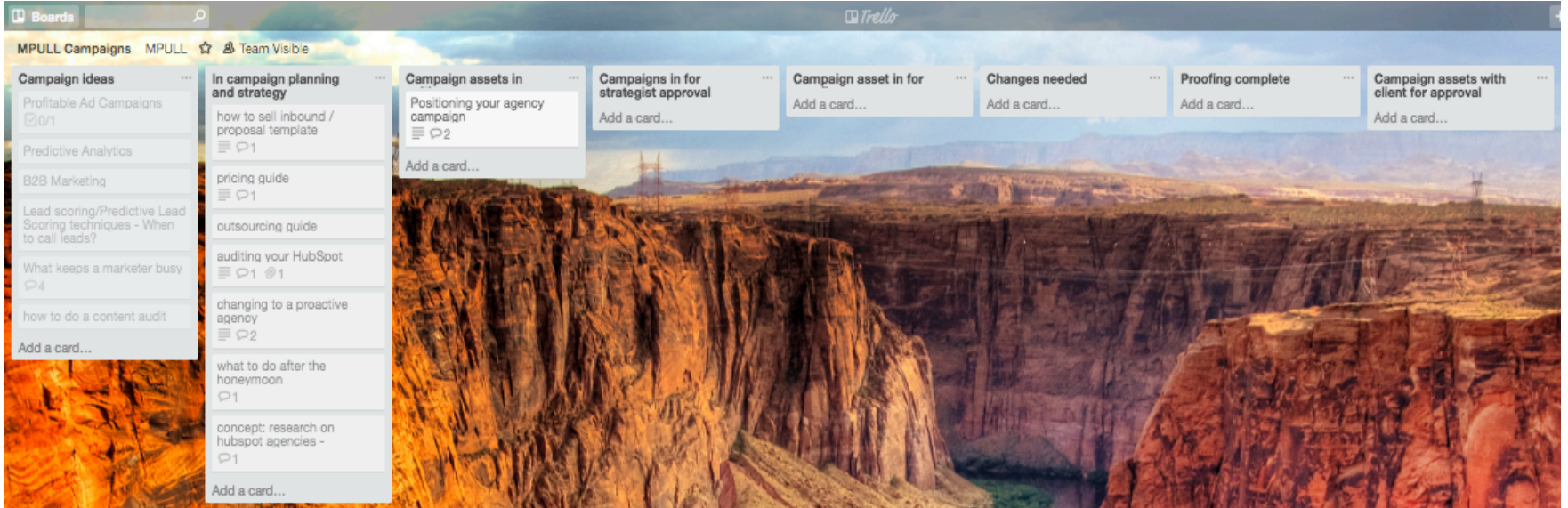
- MPULL recommendations**: Contains cards for "Google, Twitter & Facebook Retargeting" and "twitter cards/ads".
- Approved by client**: Contains cards for "SEO - Inbound link strategy", "Social sharing of anchor pages", "MPULL Adwords Strategy", "Persona Refresh & Mapping", and "Personas Keyword Research".
- Declined by client**: Contains a card for "Add a card...".
- Doing**: Contains a card for "Marketing automation for MPULL Outsourcing Guide".
- Awaiting client sign off**: Contains a card for "Add a card...".
- Implementing**: Contains cards for "Retargeting banner - targeting anyone outside of SA that visited MPULL website in last 12 months", "Direct Marketing to HubSpot Agency Account Managers", "PROOF MPULL WEBSITE", "Cold HTML mailer for international agencies", and "PWC Press Release".
- MONTHLY TASKS**: Contains cards for "SEO Report - MPULL", "Social Report - MPULL", and "MPULL Monthly Report".
- Complete**: Contains cards for "MPULL WEBSITE LAUNCH", "2 x Emailers to customers (1) and leads (1)", "Launch press release", "301 redirects for MPULL website", "Update Social accounts with new logos", and "Update MPULL employee social profiles on hubspot".





Step 4

Campaigns - eBooks production



Building Processes



Overcoming Challenges



Tips for Success



Questions



Next Steps





Proving Inbound: How One of HubSpot's Largest Partners Uses LeadIn to Sell More Inbound

Nicholas Holland, Product Lead, LeadIn
Eric Murphy, BabelQuest

8 Real-world Scenarios from HubSpot Partners



1 - The Inbound Skeptic

Partner: Alessandro Frison, Mayking

Client scenario: They don't 'get it'.

Solution: Install Leadin and help them see results quickly and for free.



2 - The WordPress-holdout

Partner: Dan Kraus, LeadingResults.com

Client scenario: They are WordPress fans.

Solution: Install Leadin to introduce inbound into the WordPress ecosystem, and gradually move them over to HubSpot over time.



3 – Nudge against competitors

Partner: Angela Arnold – Goldstein Group Communications

Scenario: The client is ‘evaluating’ multiple platforms.

Solution: Use Leadin to give them experience of the ease of use and quick time to value.



4 – Stop gap during full HubSpot implementation

Partner: Cherene Etemadi– Eyemagine

Scenario: You've got a long run-in before HubSpot goes live.

Solution: Give them something to see and track results with now.



5 – Startups

Partner: Remington Begg - Impulse

Scenario: You want to get in on the ground floor, with exciting prospects who can't afford you - yet.

Solution: Use Leadin with a simple CMS like WordPress. Low effort and high impact to help them get to their first shoots of growth.



6 – Non-profits

Partner: Angela Arnold – Goldstein Group Communications

Scenario: You donate your time and services to non-profits.

Solution: Install this free software and encourage them to use the platform – simple and easy.



7 – No-risk prospecting

Partner: Jessie-Lee Nichols, Quintain Marketing

Scenario: Your prospect wants hard results that inbound marketing and your agency get results

Solution: Ask the client to install Leadin at your first sales meeting – go beyond selling and prove your value.



8 – Investors / Mentors

Partner: Eric Murphy, BabelQuest

Scenario: Your ideal buyer is CEO of a startup or high growth business, they work 100+ hours a week and you can't get at them.

Solution: Get their investors, mentors or advisors on-board with a free inbound set up – Leadin + CRM + HubSpot Sales

