The In-Depth Guide To Creating Effective Inbound Marketing Campaigns

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Introduction

According to a HubSpot Research survey, 55% of people no longer trust the companies theybuy from as much as they used to. On top of that, organic search is getting harder and more competitive, social media promotion is becoming less effective, and marketing costs – in general – are increasing. For marketers, this means the repeatable campaign formula that once existed (and worked) now requires more creativity and more resources to drive results than it did before. To remain competitive and keep campaign costs at bay, businesses need to start by rethinking the way they approach business growth – and how that approach shapes their campaign efforts.

For years, businesses were built around the concept of the funnel – and HubSpot was no exception. Funnel businesses produce customers by attracting a wide audience that is then qualified and nurtured until they buy. Unfortunately, funnel businesses fail to consider how the customers they are producing can help them create new customers. At HubSpot, we discovered that if we wanted to keep growing, the funnel wasn't the way forward – the flywheel model was. And when you think about your business as a flywheel instead of a funnel, you make different decisions and adjust your strategy.

In this guide, you'll learn more about the flywheel model as we explore a step-by-step process for running an inbound marketing campaign in today's competitive business landscape. You'll hear from our partners at Canva, Google, Hootsuite, Hopin, Litmus, and monday.com, as they share their best practices to campaign must-haves. You'll walk away with a new growth framework, an actionable campaign plan, and a handful of additional free resources designed to help you launch your next campaign with confidence–and see results.

Start the course

Chapter 1

What Is Inbound Marketing?

Before we dive into the actionable steps that will help you get your campaign off the ground, let's start with the foundation. Inbound is a method of attracting, engaging, and delighting people to grow a business that provides value and builds trust. And the flywheel model, which serves as the new framework for your inbound efforts, is built around these three stages:

Attract

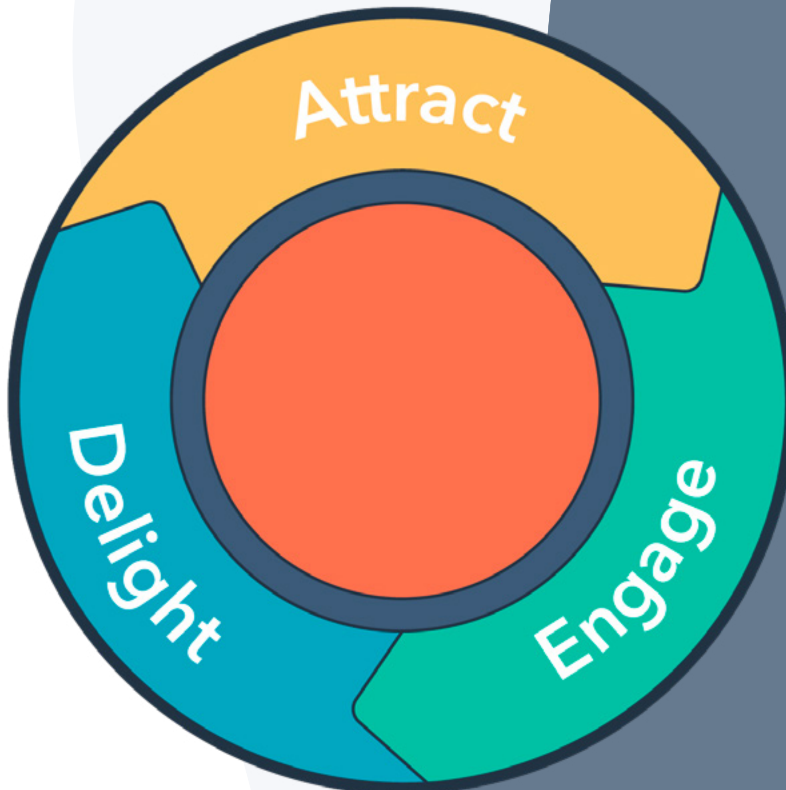
Earn your people's attention, don't force it. Attract visitors with useful content and eliminate barriers as they try to learn about your company.

Engage

Open relationships, don't just close deals. Enable buyers to engage with you on their preferred timeline and channels. Tie sales incentives to customer success not just close rate

Delight

Tie your success to your customers'. Shift resources to be more effectively distributed throughout the entire customer experience.



What is an inbound marketing campaign?

Inbound marketing campaigns are organized, strategic efforts to promote a specific company goal, such as raising awareness of a new product or service, capturing customer feedback, or driving event attendance. Inbound campaigns often aim to reach consumers in a variety of ways and involve a combination of media, including but not limited to email, social media, online advertising, and video.

At its core, an inbound marketing campaign:

Starts with the customer in mind.

An inbound campaign is built to attract, not annoy. It takes every stage of your buyer's journey into account to generate new, interested leads, and turns them into quality leads and happy customers through relevant, compelling content.

Uses integrated tools to connect everything

An inbound campaign uses interconnected tools to weave context about a lead into every channel and every tool. The result is a smooth, personalized experience for buyers, better results for marketers and salespeople.

Works in any situation

Any campaign can be an inbound campaign. Whether you are starting with a webinar, a product launch, or a new list of leads, you can apply the inbound marketing campaign framework to organize and improve your effort.

Want to see it in action?

Here's an example of an inbound marketing campaign:

Make My Persona is a free, lead generation tool that our marketing department created to help prospects and customers create and document buyer personas for their companies. The free tool guides you through strategic questions designed to help you organize and better understand your buyer persona research. Upon completion, you're presented with a fully customizable, shareable persona document highlighting important details about your target audience.

Given that buyer persona creation is a fundamental aspect of marketing, this campaign was designed to attract a warm, qualified audience that is likely to see the value in our all in-one marketing software. This helps to ensure that any follow up communication–nurturing or sales outreach–is helpful vs. interruptive.

As for promotion, our efforts fit into a paid, earned, and owned model, using consistent creative across different channels to reach people where they want to be reached:

Paid
Google/Facebook/LinkedIn Ads
Paid Product Hunt Newsletter
Awwwards.com Submission

Earned
Link Building
Upvotes + Shares via Product Hunt
Updates + Shares via Awwwards
Social Shares

Owned
Blog.HubSpot.Com Launch Post
Social Media Push via HubSpot Channels
Email Send

Your campaign personas provide tremendous structure and insight for your content. A detailed buyer persona will help you determine where to focus your time, guide product development, and allow for alignment across the organization. As a result, you will be able to attract the most valuable visitors, leads, and customers to your business.

Chapter 2

How to Brainstorm a Great Campaign Idea

When it comes time to brainstorm a campaign idea, unleashing your creativity can be easier said than done–especially if you're brainstorming in a group setting. In order to keep the ideas flowing and have more productive brainstorms, you need to account for different personality types, points of view, and preferred ways of learning. On top of that, you also need to be thinking about your potential customer's pain points, preferred content formats, stage in the buyer's journey, etc.

To help you conduct a better brainstorm session for your next campaign, consider the following tips:

1. **Invite a diverse group of people.** Invite new people from other teams to your brainstorms–people with different skill sets and experiences to help get you out of your rut and see things in a new way. It'll give you that great mix of new perspectives and contextual knowledge that'll help you land on ideas that are both original and doable.

2. **Provide context and goals well before the meeting.** Offer any pertinent information at least two business days in advance so people have a fighting chance at actually being prepared for the brainstorm. By asking group members to bring a few ideas to the table, you create a launching point for more ideas to surface. To enforce this, you might want to pass around a spreadsheet for collecting ideas prior to the meeting.

3. **Don't be afraid to say "no" to the bad ideas.** Squashing bad ideas could lead people to fear speaking up, missing out on good ideas as a result. But if you're giving every idea equal due regardless of merit, then you get off-track real fast and end up down a bad idea rabbit hole.

4. **Provide a place for anonymous submissions.** For some people, the "right" format might be an anonymous submission. Provide a place for anonymous idea submission both before and after the meeting. People might have some ideas that they're reluctant to bring up in front of the group. Want more brainstorming advice? Check out the tips outlined in this quick video.

Chapter 3

How to Set S.M.A.R.T. Campaign Goals

Goals are an essential part of the potential success of your campaign. They provide structure and purpose – and something to work towards. However, nailing down effective goals requires a bit of thought and planning. Luckily there's a "smart" way to approach goal setting that makes aims to simplify it a bit:

Specific
Your goal should be unambiguous and communicate what is expected, why it is important, who's involved, where it is going to happen and which constraints are in place.

Measurable
Your goal should have concrete criteria for measuring progress and reaching the goal.

Attainable
Your goal should be realistic and possible for your team to reach.

Relevant
Your goal should matter to your business and address a core initiative.

Timely
You should have an expected date that you will reach the goal.

Once you set your goals, don't forget to share them with your larger team to ensure everyone is on the same page about the campaign expectations.

Sharing your goals with your team does a few things for you:

- It helps hold you accountable for the goals you've set.
- It helps with the "attainable" and "realistic" aspects of SMART goals – an extra set of eyes is a great gut-check on this stuff.
- It opens up the door for people to lend a hand. Who knows? Maybe one of your colleagues is working on a project that could greatly improve your chances of achieving a specific goal. Use the SMART goal setting template to establish concrete and achievable goals.

Chapter 4

How To Manage Your Inbound Marketing Campaigns To Avoid Chaos And Maximize Results

Whatever your goal, be it raising awareness of a new product or service, capturing customer feedback, or driving event attendance, the success of your inbound marketing campaign depends on how well your campaign is managed.

Without processes, organization, and methodology in place, chaos can take over, resulting in haphazard campaigns that lack strategy and fail to deliver against your objectives.

To help you master the core tenets of effective campaign management, we'll cover the best practices you'll need to manage your inbound marketing campaigns, as well as the internal processes we use at monday.com to grow our business.

Why you should approach inbound marketing like any standard project

To be successful, any project must follow a strategic progression, also known as "a project lifecycle": initiation, planning, execution, control, and closeout.

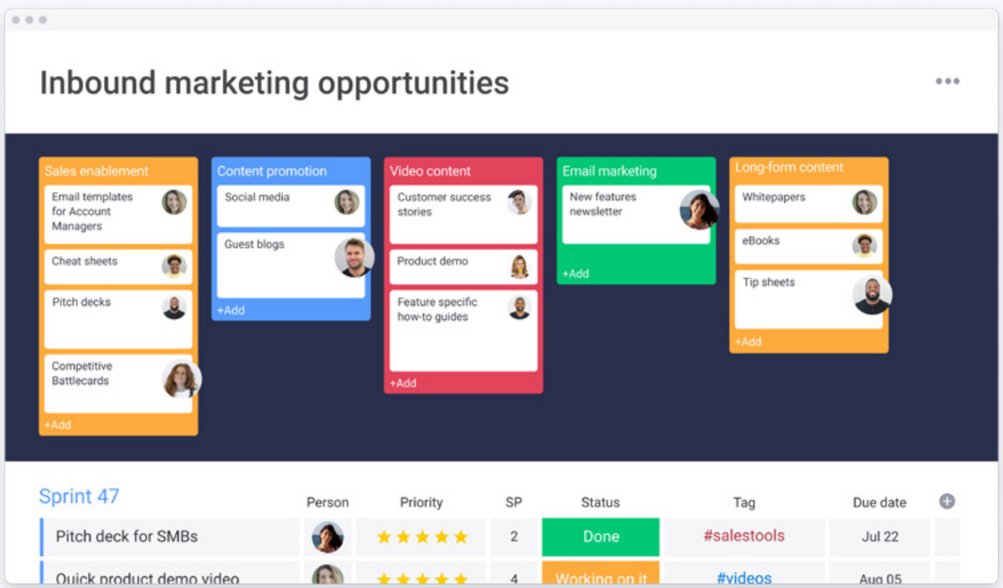
This sequence of stages helps you manage your project, maximize your resources, and align organization-wide. Inbound marketing is no exception. To get the most out of each campaign, you should approach it with these measured project management steps.

Let's take a look at each stage of the project lifecycle:

1. Initiation

Everything starts with analysis and research. In this phase, your goal is to confirm whether the campaign is viable. This may involve:

- **Performing market research** to identify critical information about your industry and define your buyer personas.
- **Conducting competitor analysis** to spot gaps in your competitors' strategies and potential content opportunities in the market.
- **Defining the scope of the campaign** to determine its duration and the impact it will have on your business.
- **Detailing the deliverables** involved in the campaign, such as content, lead magnets, and specific products or services.



monday.com Kanban views can be used for brainstorming, planning, and prioritizing tasks.

2. Planning

The goal of the planning stage is to break down your campaign into smaller, actionable steps.

Define what each stakeholder should be doing, specify a schedule for the project, and outline all the responsibilities involved.

In the planning stage, you'll need to:

- **Set a quantifiable goal** for the campaign, like a specific sales figure, number of new leads, or increase in product demos. You can also look at influenced revenue, conversion rate, return-on-investment, customer engagement, and site traffic.
- **Put together the team** that will handle the campaign and assign the tasks to individual team members.
- **Plan the resources you'll use**, like content marketing budget, specific software, freelancers, etc.

You should also define the methodologies and frameworks you'll use to manage your inbound campaign.

At monday.com, for example, we use an [Agile project management methodology](). Rather than planning the project as a whole, we break it down into 2-week time periods, also known as “sprints.” We set specific goals and deliverables for each sprint and review the results after each period.

The Agile methodology is especially beneficial for ongoing projects like inbound marketing, helping you set clear goals, measure progress over short bursts of time, and adapt your processes accordingly.

Whenever we’re planning a new campaign, we build out a communication plan that connects the dots between all the different departments, from PR to sales and customer success. This helps us ensure cohesive messaging, align on delivery timelines across all teams, and identify bottlenecks before they become problematic.

We also centralize all work and bring our teams together under one roof, using monday.com’s robust [Work OS software](). That way, every stakeholder has clarity and visibility into projects right from the planning stage.

Whether it’s priority, due dates, files, or anything else—customizable boards on monday.com allow you to integrate the columns that matter most to you in the planning phase.

3. Execution

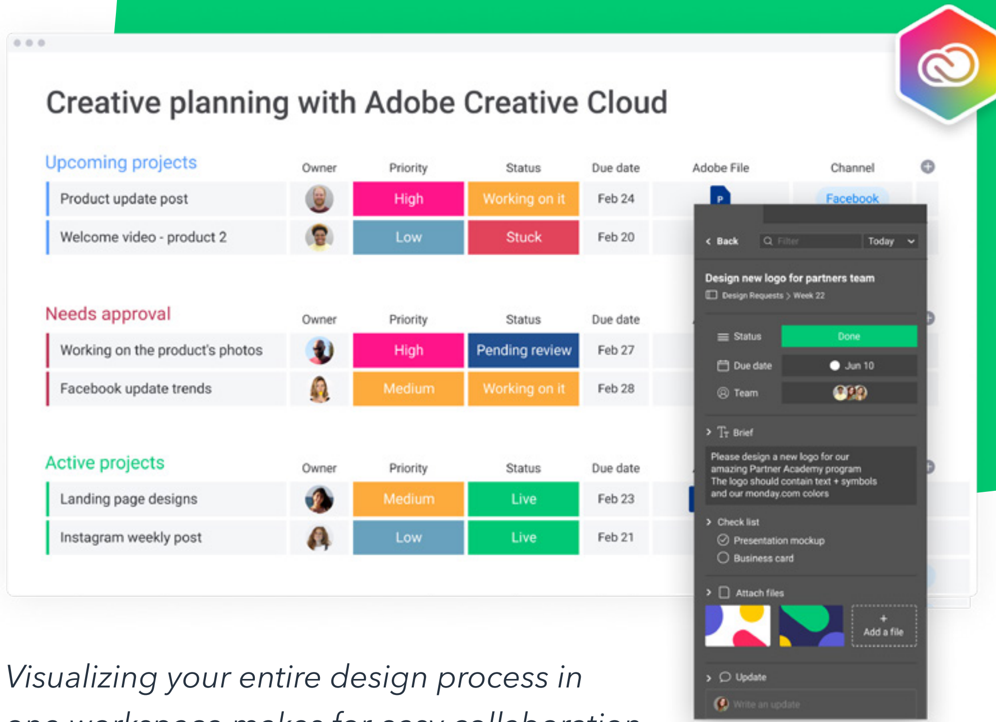
As you may imagine, the execution stage is where you put theory into practice. Here's where you'll execute, monitor, and adjust your processes based on campaign results and feedback from your team.

Some of the activities involved in this stage are:

- **Building a communications plan** to centralize work and improve team efficiency,
- **Monitoring campaign performance in real time** and optimizing accordingly.
- **Adjusting resources** based on workloads and available capacity.

Tracking progress is a critical factor in any inbound campaign. And when it comes to creative and marketing teams, collaborating and having visibility into task statuses is vital.

At monday.com, we use our seamless Adobe Creative Cloud integration, which allows our designers, content creators, and marketers to align and collaborate at every step of the project.

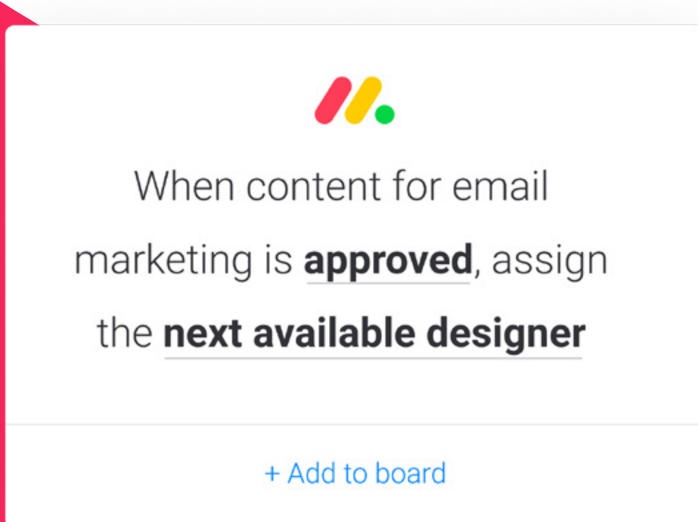


Visualizing your entire design process in one workspace makes for easy collaboration and tracking of asset creation.

Next, to ensure our team is working as efficiently as possible, we create a standardized set of processes everyone can consistently follow. For inbound marketing, we load our powerful campaign planning template, which comes with boards, dashboards, request forms, and automations built-in.

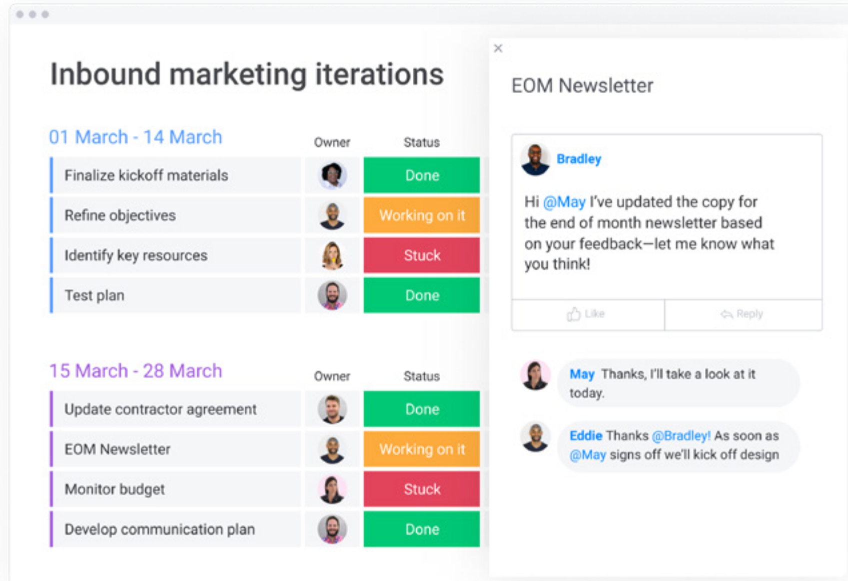
Using our automation center, we automatically assign tasks to team members, trigger notifications, and update statuses. For example, one of our most essential automation recipes is

"When **content for email marketing** is **approved**, assign the **next available designer**."



A common automation used by the monday.com team, allowing us to automatically assign tasks and notify team members without the hassle of manual updates.

And if something changes along the way, we use the "Update" section on monday.com to keep a centralized communication log. All stakeholders can refer to this updates log at any time so that nothing gets lost and all information is easily accessible.



Collaborating with and communicating updates to various stakeholders is critical in any inbound marketing campaign.

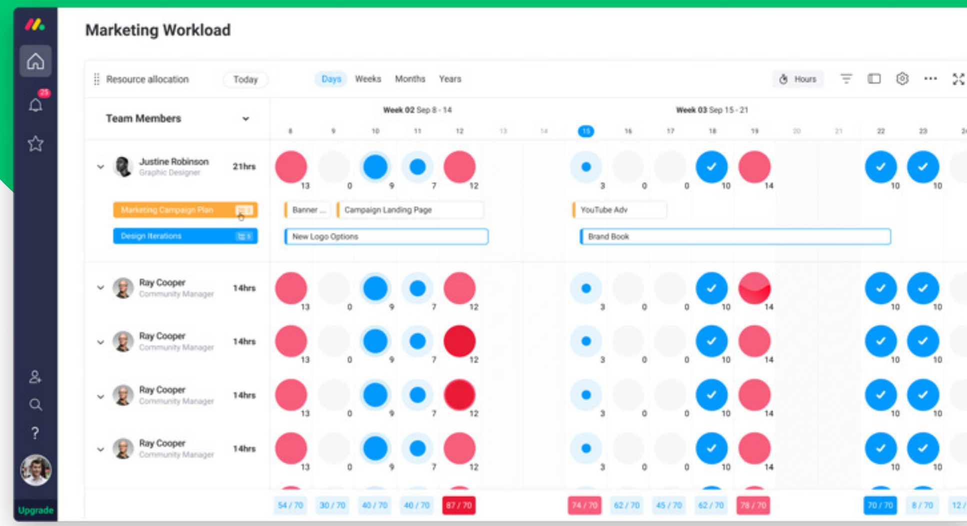
4. Control

The control phase is about comparing your actual results with your original plan as you go, ensuring that budget, resources, and timelines are all performing accordingly.

To manage this phase, we focus on 2 main factors:

1. **Balancing resources and capacity** using our Workload view, which gives instant visibility into team members' bandwidth .
2. **Assessing and tracking budgets** through dashboards that visualize budget spend, spend per channel, and more.

Both dashboards and the Workload view help us track progress and get valuable insights into where (and how) we're spending time and resources. This helps us spot potential bottlenecks or obstacles before they start snowballing and improve our inbound processes much faster.



The Workload view gives a clear overview of how your team's work is divided and instantly identifies team members over capacity.

5. Closeout

Finally, the closeout phase helps you review your results and determine whether your campaign was successful. It also serves as a guideline for future campaigns.

In this phase, you would:

- **Document** all the activities involved in the process and the results achieved for future reference. Benchmark performance for future campaigns.
- **Schedule** a meeting with stakeholders to review results and plan next steps. Share learning and results across the teams involved.

At the end of each sprint at monday.com, for example, we schedule a meeting to collect everyone's insights. We also pull actionable data from our dashboards, like spend per channel, team resources, or budget spend. Using these insights, we can make data-driven decisions for future campaigns, continually improving our understanding and execution of inbound marketing.

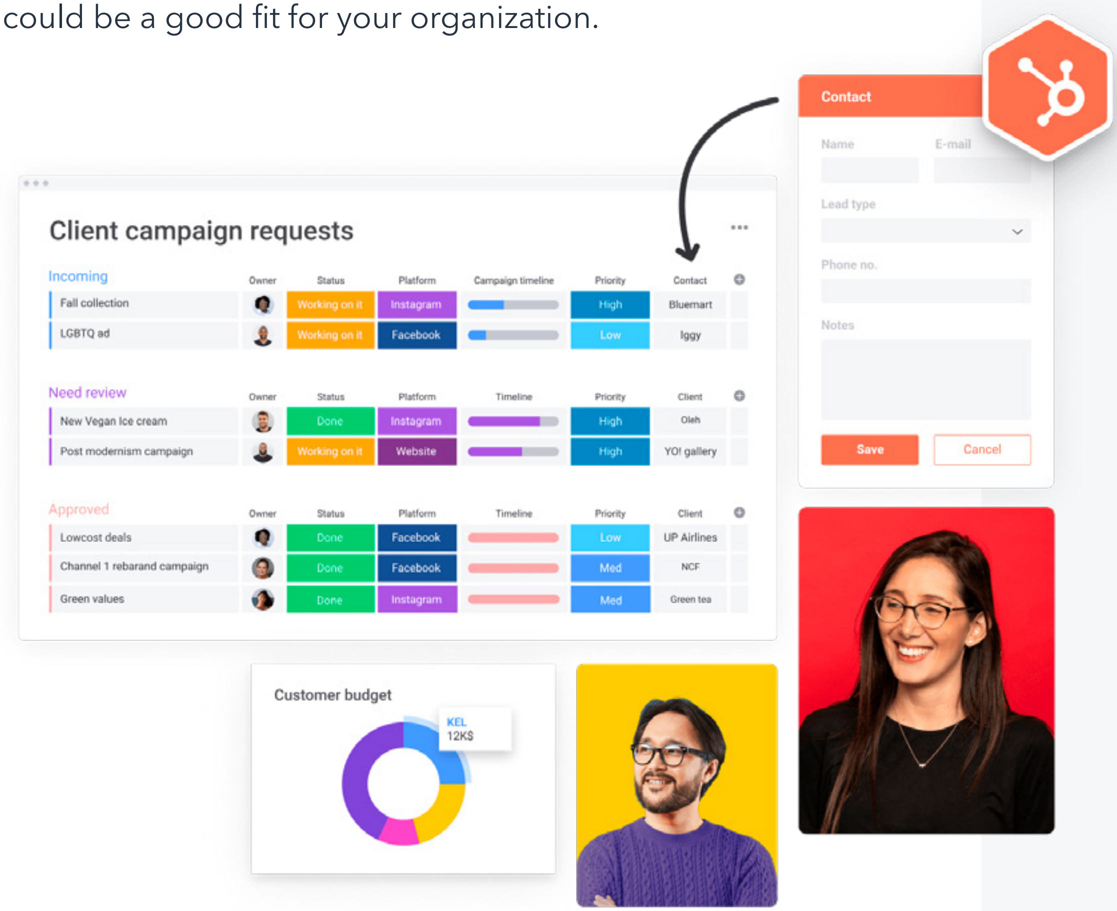
Dashboards on monday.com can be customized to display campaign progress, track costs, analyze trends, track time spent, and more.

Because our boards are comprehensive, they also become information repositories for past projects, holding our organizational know-how. This way, our teams and stakeholders can always go back and learn from previous projects.

Your turn!

To get the most out of your own inbound marketing campaigns, approach them like projects with a solid framework. That way, you can keep your campaigns focused, organized, and efficient.

And if you're looking for a Work OS with the power and flexibility for any work methodology, then monday.com could be a good fit for your organization.



monday.com

Using monday.com with HubSpot

Learn more about monday.com's solution for marketing teams and how you can seamlessly integrate it with all the tools you already use for inbound marketing.

Learn more

Chapter 5

Marketing Campaign Content Creation + Strategy

Creating quality offers is the key to generating quality leads. So when it comes time to actually create the substance of your campaign, you want to make sure you've really thought through the context, format, and positioning and monopolize on content trends and what your audience is consuming.

At its core, an offer is something that your company deems more valuable than its ungated content. Think about the Patreon model. Podcast hosts will create and share free content on platforms like Stitcher, Spotify, or Soundcloud that often don't require paid membership. Then, they'll create behind the scenes content, extra episodes with featured guests, or downloadable content that their fans are willing to pay more to access on Patreon, a paid subscription, thus showing their interest in the artist, comedian, or celebrity they support.

Content is something that your audience will provide their contact information to access, which in the world of marketing is as good as cold, hard cash (hopefully on a recurring basis and in the form of being your customer after they connect with your sales team after download...but we're getting ahead of ourselves here.)

Content marketing (aka gated content or offers) has evolved from traditional ebooks and guides gated with a form to interactive webpages, webinars and panels, exclusive live sessions, and even more creative formats and mediums. Anything your audience wants that can be viewed, experienced, or used can be considered campaign content.

Campaign Content Types

- Ebooks
- Guides
- Webinars
- Videos
- Slideshows
- Kits
- Industry Case Studies
- New Industry Research
- Benchmark Reports
- Templates
- Free Tools
- Free Trials
- Product Demos
- Consultations
- Coupons
- Podcasts
- Articles
- Whitepapers

Determining Content Goals

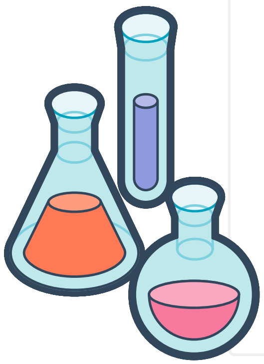
When you go to create a content offer, the first thing you need to decide is your goal. It will completely change the way you go about determining the content topic, format, and content strategy.

For example, what is the end goal of creating this campaign? Are you hoping to:

- Increase traffic to your website?
- Drive webinar registrations?
- Generate demo sign ups?

Next, think about how the campaign you're crafting fits into the bigger picture.

For example, if increased traffic is your marketing campaign goal, ask yourself: How will an increase in website traffic help us grow as a business? Once you have a goal or metric for your campaign, you can think about what will work best for your target audience.



Speaking to and Providing Value for Your Audience

First and foremost, you should know that you're not going to hit the nail on the head every single time. Getting to know the content topics and formats that actually resonate with your audience requires a little bit of trial and error – and a lot of research.

But there are a few things you can do to set yourself up for success here:

1. **Know your audience.**
   Who is your target market for your business? Create detailed buyer personas so you deeply understand who you're creating the content for.
2. **Know your audience's pain points.**
   What are they trying to achieve? What are their day-to-day challenges?
3. **Know how your audience likes to consume information.**
   Are they highly visual? Do they like live or interactive content or prefer downloadable or recorded content to watch at their own pace? Do they live on their phone, laptop, or desktop? Are they tech-savvy?
4. **Know the type of language that resonates with your audience.**
   Think about tone, industry terms, key phrases, and language your audience uses.

Content Mapping

Knowing your audience is important. To take it to the next level, consider not only who your audience is but where they are in their relationship with your company. Is this their second interaction with your brand? Are they in the initial stages of research on one of their pain points?

Are they ready to buy?

Using content mapping, you can target your audience based on their place in their buyer's journey to provide them with the best information at the best time.

Content mapping is basically anticipating your potential customer's needs and providing what they need before they even realize they need it. Just like Mr. Deeds' foot-obsessed butler, showing up with the right thing at the right time means building a good relationship from the start (and – spoiler alert! – will pay off in the end.)

To understand content mapping for inbound marketing campaigns, you first need to understand the buying cycle, which can be broken down into three stages:

Awareness
Leads have either become aware of your product or service, or they have become aware that they have a need that must be fulfilled.

- Awareness Content: Ebooks, Kits, Tip Sheets, Checklists, How-To Video, Educational Webinar, etc.

Evaluation
Leads are aware that your product or service could fulfill their need, and they are trying to determine whether you are the best fit.

- Evaluation Content: Product Webinars, Case Studies, Samples, FAQs, Data Sheets, Demos,Videos, etc.

Purchase
Leads are ready to make a purchase.

- Purchase Content: Free Trials, Live Demos, Consultations, Estimates, Coupons, etc.

Ultimately, the goals of your campaign should align with the stage of the buying cycle that you target, which will then inform your content format. To help you create more targeted content, use the content mapping template as a guide.

Best Practices for Campaign Content Types

Now, it's time to create your campaign content. We'll break down some best practices for the top types of content you'll be creating.

Ebooks + Guides

Ebooks can be PDFs, or other formats that can be accessed on the Kindle or other reading devices. Poll your audience to find out where they prefer to read content and their favorite format types. Ebooks should include visual elements throughout like charts, tables, and images, include CTAs, and use your brand identity.

Here's a guide on creating ebooks and guides (very meta, we know!)

Webinars/Live Sessions

Webinars can be live, then recorded and promoted as an offer so you get two chances for promotion right off the bat. Live sessions can be panels, interactive demos, or weekly office hours as a way to generate trust and brand your experts for their knowledge. Find out what platform your audience uses and is comfortable using to promote attendance.

Templates/Kits

When you create a kit, it's a great way to repurpose existing content. Take a template your teamuses and share a public version, then include a guide on how best to use it. Templates are a great way to solve your potential customer's pain points and show value before they even begin working with you.

Podcasts

Podcasts are a popular new content format that enable your audience to consume information on the go. Think about repurposing your existing written content into audio and require an email or lead form to access exclusive episodes.

Videos

Video content can be repurposed into lessons, kits, or an entire workshop and offered as shorter or longer videos. Make sure to include captions and use a video sharing platform that's accessible on mobile devices.

Benchmark Reports

Benchmark reports are extremely valuable content offers that can be created using Google Surveys along with rich content analysis and key takeaways. Use these for your audience in their decision stage.

Creating valuable content will help your brand create a relationship with your audience. It's a creative way to share your knowledge, interact with your potential customers, and gain valuable data and insights along the way.

Chapter 6

How to Create Effective Video Marketing Campaigns

We are living in the age of video marketing. Video marketing is using videos to promote and market your product or service, increase engagement on your digital and social channels, educate your consumers and customers, and reach your audience with a new medium. They can consist of product videos, webinars, virtual conferences and live events, YouTube videos, and social media shorties. Statistics show that video will account for 82% of all web traffic by 2022 (Cisco).

Video is core to any business marketing strategy in 2021 and moving forward. When compared to text, audio, or image-based content, it's often the most effective format of content, because it's the most human type of content—easy to consume, greater density of information, and has an efficient and entertaining format.

Video is important at every stage of the flywheel—raising awareness, engaging and educating prospects, driving signups and sales, growing usage, generating loyalty and evangelism, etc. It spans channels and can be core to channel strategy, being relevant for paid social, organic social, YouTube SEO, website/blog, events, and more.

Compared to other formats, though, video can seem the most imposing, thanks to the perception of heavy-duty hardware, large crews, complicated software, and the need for a big budget—all of which aren't necessary to create great video content today. Given smartphones and intuitive video content creation tools like StreamYard, Wistia, and Vimeo, those preconceptions no longer apply. In this chapter, you'll explore how to easily leverage video marketing for as part of an integrated marketing strategy.

Crafting your video strategy

Video is not an island–it's part of your content and overall marketing strategies. That's why you should start with your goals. At Hopin, we use OKRs (objective and key results) to orient our work. Our marketing team has quarterly goals, expressed qualitatively and quantitatively. When setting goals, refer to the SMART goal framework you learned in Chapter 3.

Your content strategy should ladder up to broader marketing objectives, and your video strategy should play into the broader content objectives. This ensures that your video strategy matches up with and emerges from broader team goals.

> **Note**
> As with all content, your goals shouldn't simply be "ship 5 videos". Focus on the outcomes you're trying to drive, rather than the output. For example, if your marketing goal is to help your sales team improve close rates by 5%, you're better off crafting 1-2 demo videos or case study videos, rather than 5-7 high level awareness videos.

Identify how you can use video as a strategy to drive your goals forward. Maybe your focus is on SEO and awareness, then video content that's more high level (YouTube educational videos that answer questions viewers have, or exciting video content to use for paid social ads.) The key to your strategy is having defined positioning for your content and a clear and specific idea of your audience.

Once you've determined your strategy, build out your plan–a plan is how you make a strategy actionable. Focus on answering these questions:

What are the targets or KPIs you're hoping to achieve?
You can measure video success through tracking on-channel views, on-channel engagement (likes, comments, shares), click-throughs (such as from paid ads or video social posts to landing pages), sign-ups, views and time on page (web pages with video), usage by sales team (you can use a content management system, or rough get a rough estimate via team surveys). Marketing platforms like HubSpot can help you track the success of video content across different channels.

What is your quarterly, monthly, or weekly roadmap for executing your video strategy?
Consider how much lead time you may need for various projects. A lot of video content can be produced within 1 or 2 weeks, but some more ambitious videos may take longer.

Do you have the resources for video creation in place or do you need to enlist the help of additional outside vendors?
Given smartphones, software like StreamYard, and platforms that simplify hosting/streaming, you can produce a lot of content with the team you already have (even if no one has a lot of video experience). Check out Wistia's guide to video production for more information on creating marketing videos.

What's your plan for measuring performance?
Making your video is half the battle–tracking, analyzing, and reporting on the performance of your video content (per the above KPIs) is how you know whether a piece of video content is successful. Video marketing has a tactical role to play, and it should drive a real result–remember, outcomes over output!

Can you optimize your content?
Making optimizations can help your videos perform that much better. Use your performance to identify ways to improve your content. For example, have you noticed that your 30-second videos do better than your 1m30s videos? Perhap your videos with 2 or 3 lines of large block text do better than video with more descriptive on-screen text?

To be sure, different contexts may deliver different results. For example, a bumper (5-second) ad on YouTube may benefit from a quick, in-your-face blockface line of text, whereas an overview video may be better longer with more descriptive on-screen text. It's all about making and acting on your data-based observations.

How to use video across the buyer's journey

Now that you know how craft a strategy, the next step is to understand the ways in which video can be used at various stages of the buyer's journey. There are two main types of video content: recorded and live. You can use both in a range of different campaigns for the buyer's journey.

AWARENESS STAGE

Goal: create awareness of the problem your brand solves, of the value/urgency of a solution, and of your brand/product.

Key types of video (non-exhaustive):

YouTube SEO video

SEO is not limited to Google searches—YouTube is actually an SEO channel as well. SEO is about intent. People are searching for something—information, products, etc. For many brands, creating blog-style video content for YouTube can be a great way to do what blog content does—show up on YouTube results pages for certain queries (e.g., "How to host a virtual event"), so people encounter your brand, begin to value you as a credible source for a certain body of topics, and maybe even visit your site/signup. Best of all, you can repurpose existing blog content you have into video (e.g., take that "7 best practices for live streams" blog post and convert it into a video).

Events

In 2021, virtual events are the new webinar or conference call. They find a way to bring together small and large groups of people around a particular topic. That means online conferences, summits, festivals, trade shows/expos, webinars, and beyond. The main format of online events are video-based: both live streams and pre-recorded video content that people consume within an online event venue. The advantage here is that events unlock a two-way conversation between your brand and your audience. Unlike other channels where audience is passively consuming, online events allow for an audience feedback/interaction via Q&A, polls, games, chat, etc., all of which your presenters can respond to in real time.

Video ads

Paid media is another great application for video content. As a growth lever, paid social is about growing brand awareness. Because video is powerful and uniquely engaging, video ads can be more effective. People spend **3x more time watching video ads** than ads with static content (LinkedIn). You can run video ads on channels including YouTube, Facebook, Instagram, LinkedIn, and TikTok, depending where your audience is and what your goals are. Tailor your video content to the specific behaviors and parameters of a particular channel and experiment with different formats on specific channels.

Social video

Live video remains an unsung champ of video marketing. Live video gets **10x as many interactions** as regular video (Facebook). People spend **3x more time watching** live than non-live video (Facebook). It's effective because it benefits from a sense of urgency, exclusivity, and community (FOMO), authentically. When humanizing brands is a major imperative in our current zeitgeist, live video comes to the rescue. With platforms like StreamYard, you can craft higher-value live streams with elements like on-screen graphics, multiple cameras, screen-shares, to get the benefit of authentic, in-the-moment live content without the drawback of video that looks too raw or unpolished.

CONSIDERATION AND DECISION STAGES

Video content overlaps at the consideration and decision stages of the buyer's journey.

Goal: inspire prospects to sign up or request a demo, move further down the buyer journey, and ultimately make a purchase.

Gated on-demand video content

If YouTube SEO videos are akin to organic blog content, then on-demand video content is analogous to ebooks. Longform video content, including presentations, interviews, panel discussions, courses, and more, provide an opportunity for lead capture. Like ebooks, this content is more in-depth and value-packed. An easy way to generate this longer-form content is by repurposing previously live content from events or webinars. Generally, events and webinars are lead-gen opportunities—simply by recording and minimally editing live keynotes, discussions, and other events, you can produce fresh on-demand content.

Product overview videos

Product overview videos are videos that provide a short intro to your brand or product. Generally, you include these videos on your website, in the hero module. Think of them as an opportunity to present the content of a web page in video form. These can be product overview videos, but also videos that spell out a use case or application of your product. These videos also can work as a leave-behind after sales calls. The goal with these videos, as with your website and landing pages more broadly, is to facilitate desirable conversions, such as email signups or demo requests. It's especially important to monitor performance of web pages with videos—if you're noticing lower conversions or less time on page, that may signal that you need to optimize your video or remove it altogether.

On-demand demo videos

Video is a powerful tool to help scale the work of sales teams. In cases where your company has different tiers of customers—starter/signup plans vs. more advanced enterprise plans, it makes sense to focus sales resources on more lucrative opportunities. In cases like these, it may be worthwhile to create demo videos that you can surface on-demand to starter-level prospects. Also, like product overview videos, demo videos can work as a leave-behind after discovery or subsequent calls.

Case study videos

Customer stories remain a persuasive tool for brands. Video can allow you to bring those stories to life with compelling, human videos featuring the brands/people who actually use your product. These can exist by themselves, or as part of a case study suite packaged in video format, web page format, and slide format.

POST-SALE STAGES

Goal: after the sale, to drive usage of your product to make it sticky within an organization, renewal and expansion, and transform customers into advocates and evangelists for your brand.

Onboarding and Tutorial videos: The first weeks and months after a customer purchases your product will determine whether that customer renews, upgrades, or churns. Making it easy for the customer to start using your product is the best way to get them on the right track early. Onboarding and training videos, perhaps with a certification, can help systematize and scale quality onboarding across your customer base. These can vary from a single video to a course of videos, but the idea is to shape new customers' usage of and experience with your product, so that they become regular users.

Essential video channels and what to post

Channel strategy is about the destination. It's how your content finds the audience. Your audience exists across many channels. As with all content marketing, the distribution of your content is as important as the substance.

Critically, each channel has a different set of customs and user behavior and expectations, so it's not always as easy as taking one video and posting it everywhere. Rather, it's important to consider the kinds of content and the tone of the video that succeeds on various channels and use those to tailor your content. It does take extra work, but posting tone-deaf content on a channel can be ineffective or (in extreme cases) even detrimental for your brand. Always remember. Experimentation is key. It takes time to find what works for your brand or product on which channel.

YouTube: YouTube is a video hosting service, but it's a discovery and learning platform as well. This could be a video form of Google search, where people go to ask questions and find out information. If you're looking to benefit from SEO and organic traffic, YouTube is an important channel to host video content. Consider SEO-type educational or information content about your space. Again, the sort of SEO-driven content you produce for your blog provides a roadmap for the kind of content appropriate for YouTube.

Facebook: Facebook is a video giant with 8 billion video views on Facebook per day (as of 2015) ([The Verge](#)). Facebook is as much of a video platform as any other. As a channel, Facebook is best for cultivating an online community of followers and evangelists.

Some other great places for video content include Instagram, LinkedIn, TikTok, Twitter, your website homepage and product pages, your event platform, and if you have one, your learning management system (LMS).

How to successfully execute video content creation and distribution

We're all more familiar with video and image content creation because we do it everyday with our smartphones. If you have a smartphone, you probably have what you need to start creating video content today.

Before you go hiring, it's important to know roughly what kinds of videos you intend on creating. If you only anticipate making animated videos, hiring a camera person isn't the correct use of your resources.

Your existing team (whether you are a founder/one-person show, have a one-person marketing team, or a small team without a dedicated video resource) can start creating excellent video content today. The easiest set-up includes a smartphone, a mic, and simple video software like StreamYard. That's all you need to capture footage, edit together, add some titles and publish. As you grow more comfortable, you may want to invest in a higher-quality camera (like a DSLR), a mic, tripod, lights, etc. Check out Wistia's guide to lighting here.

If you have a team of 1: If you're making your first and possible only video hire, make it an end-to-end video producer. Someone who can film, edit, and do a good bit of motion graphics. This kind of resource will be able to produce video content independently—a jack of all trades kind of producer who should know how to use a slightly more advanced camera, how to set up professional-looking shots (framing and lighting them), how to create better/more crisp edits, and apply graphics, logos, etc. In a situation like this, the video producer is likely partnering with a content marketing manager or other lead on the actual content of the videos.

If you have a team of 3: If you have the budget and appetite to hire multiple video resources, the basic team is a video content lead, a production lead, and an editor or post-production lead. The video content lead is responsible for preparing concepts, scripts, and storyboards (in partnerships with a creative director or content marketer) for the video. The production lead runs camera, lights, and audio whenever you're filming content. The editor/post-production lead will edit, add animations, motion graphics, etc.

Best Practices for An Effective Workflow

This is generally the approach for recorded videos—for live streams, you will plan a run of show, and depending on your scope, you might skip some of the below steps:

Determine the goal of your video project. That includes outcome the video is designed to drive, audience you're hoping to reach, your distribution strategy, etc.

- Consider budget and timeline—these are your main parameters.
- Brainstorm ideas and decide on your concept—look to references, and remember to stick to brand guidelines/tone/voice.
- Build out a script and storyboard. These will be the blueprints for your video.
- Get your cast/on-screen talent and crew. Consider if you need outside vendors. Should you hire actors, or can you have your team jump in for on-screen talent?
- Plan your shoot. Determine your location, get any permissions, do run-throughs and practice, etc. Video locations can be in your office, or in a different location.
- Film your video. Get as many takes as you need to have a good picture of your video.
- The more takes you do, the more options you have in the editing process!
- Edit your video. Organize your footage into a cut, get feedback, and add your music and graphics.

Tips For Putting Together A Great Video

- **Backgrounds:** Make sure your background is appealing.
- **Framing/eye level:** keep the camera at eye level or just below.
- **Steady cam:** tripod or prop your camera up so that it's stable.
- **Lighting/natural light**: subject should sit/stand facing the window.
- Good sound/mic**:** audio quality is what distinguishes amateurish/rough video content with pro.

- **Experiment and optimize**: it takes time to find what works.
- **Don't ignore performance**: video is part of an integrated marketing strategy - it should be tied to KPIs and you should measure against them to know what's working and what's not, as well as how to improve.
- **Repurposing:** look for opportunities to repackage existing content in video form, or to repurpose live content as on-demand content.
- **Multi-streaming**: it's possible to reach a larger audience using a tool like StreamYard—you can actually distribute video content to multiple channels at once through live streaming).
- **Length**: experiment, but generally keep it short and sweet, under 3minutes.
- **Authenticity:** and imperfection can be a positive. Don't worry about messing up—in live broadcasts or recordings, the focus should be on humanizing your brand rather than creating flawless TV commercial-style content.

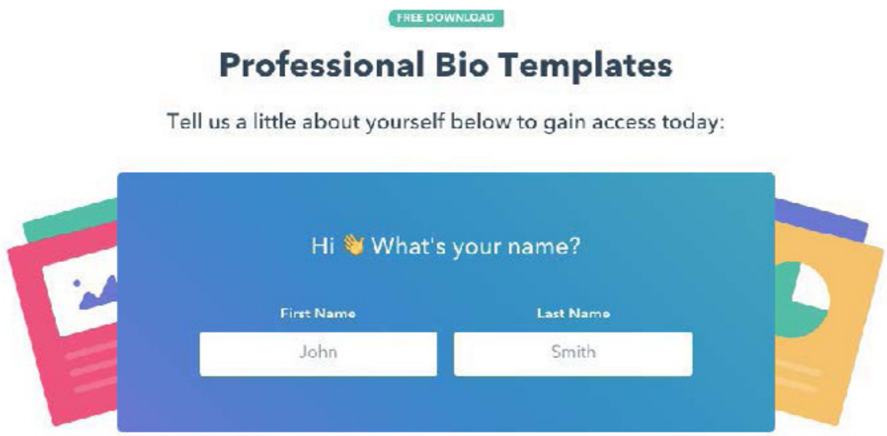
You're all set to start making excellent video content for your inbound marketing campaigns.

Chapter 7

How To Design A Conversion Path

In the world of inbound marketing campaigns, a conversion path often refers to the process bywhich an anonymous website visitor becomes a known lead, or takes another desired action oyour website. A typical conversion path is comprised of a content offer, call-to-action, landing page, thank-you page, and sometimes a kickback email. In order to convert into a lead, a visitor sees a content offer of interest to them (that's your remarkable content), clicks on the call-to-action button to access that content, and is then taken to a landing page.

On that landing page, the visitor can provide their information on a form or via a bot in exchange for access to the offer itself. Upon submitting that form, the now-lead is taken to a thank-you page where they receive the offer. While this is a straightforward approach to conversion, it's important to note that it's not the only way. At HubSpot, we're constantly looking for new ways to reduce friction in the conversion path via experimental efforts like our interactive blog lead form. (See on the right.)



This form removes the landing page step in the traditional conversion path by allowing blog readers to convert on and download a piece of content without ever leaving the post they are reading. This is a great example of a small step that greatly reduces friction in the flywheel, making it easier (and faster) for visitors to access and recognize the value of our resources.

While it's important to be constantly innovating and rethinking your approach to conversion, we'll walk you through the basics below to give you a clear path forward for now.

Call-to-Action Creation

A call-to-action (CTA) is an image or line of text that prompts your visitors, leads, and customers to take action. It is, quite literally, a "call" to take an "action." When creating a call-to-action to support your campaign conversion path, consider the following:

Use actionable language.
When you're designing CTAs, effective copy all boils down to using action-oriented, second-person verbs. Use verbs like "discover, unearth, find" instead of ones like "be smarter."

Align CTA copy with landing page copy.
When you're creating CTA copy, you also want to make sure your CTA copy and your landing page copy align. The name of the thing you are promoting—whether it's a free ebook, whitepaper, template, guide, crash course, or presentation—should align with the name of it on the landing page.

Create a highly contrasting design.
Calls-to-action shouldn't blend in with the rest of your website design. While fonts and colors should align with your style guide, the way you combine these elements should make the design pop from the rest of the page.

Personalize CTAs for different segments of your audience.
Create more context by tailoring CTAs to appear differently for specific audiences. For example, your visitors can see one thing, your leads can see another, and your customers can see something else altogether. (Note: This type of personalization will require marketing automation software.)

Landing Page Creation

While having a landing page in place is a necessary step in the creation of an inbound marketing campaign, your landing page needs to do more than just exist. To drive results, you need to design a page that is intentional and action-oriented. To help you get started, here are seven landing page best practices to guide your efforts:

Limit navigation.
Limit the number of exits from your landing page so that your visitors are focused on filling out your form. A key part of this is to hide your website navigation elements on landing pages.

Deliver value.
When designing your landing pages, get straight to the point. People came to the page for a reason, so make sure you address that reason clearly and succinctly by highlighting the value of what you're offering and how it addresses their needs, interests, or problems.

Optimize the form.
You want to make it as easy as possible for a website visitor to become a lead, but if your form is too short, then those many more leads might be much lower quality. The solution? Find the perfect length for your needs by conducting a few A/B tests.

Leverage contrast.
Using complementary and contrasting colors is a great way to call a visitor's attention to exactly where you want it. Incorporate social proof. Consider embedding tweets from users who have downloaded your content and said complimentary things about it, or ask if you can quote someone who sent a nice follow up email.

Thank-You Page Creation

The second stop on the conversion path is the thank-you page, or the page where your visitors will actually access the offer. Much like the landing page, the thank-you page should be intentionally designed to deliver the offer and encourage more engagement with your business. Here are a few takeaways to consider when putting together your campaign thank-you page:

Start with a confirmation.
Let your visitors know that their submission went through and that you're thankful for their interest.

Explain how to access the offer.
Be really clear about how the offer can be accessed, whether that means download instructions, a link to bookmark, etc.

Provide a secondary offer or piece of content.
While you have their attention, introduce an offer designed to further qualify the lead -- like a demo, coupon code, or consultation.

Reintroduce your navigation.
While you want to hide the main nav on your landing page to keep visitors focused on the conversion point, reintroducing the nav on the thank you page provides visitors with more to explore.

Kickback Email Creation

Let's recap. At this point, your visitor has visited a landing page promoting your campaign offering and submitted their contact information via a form. Then, they were directed to a thank-you page where they got their hands on the actual offer and were presented with a secondary piece of content. Now there's only one thing left to do to complete the conversion: send the kickback email.

A kickback email is typically triggered via marketing automation after a visitor submits a form on your website. The purpose of this email is to deliver a link to the content they requested so they can access it at any time via their inbox. As you can tell, the goal is to keep these emails simple. To help you get a handle on what this should look like, reference these best practices:

Serve up the goods.

Again, the purpose of this email is to deliver the content offer so the recipient doesn't have to go searching for the PDF file every time they want to access the resource. Keep it simple by providing them with the offer straightaway.

Add social sharing.

Encourage those that have already downloaded your offer to share it with their network by providing social sharing buttons at the end of your email.

Introduce a secondary call-to-action.

Don't be afraid of optimizing your kickback emails to encourage secondary conversions, when appropriate. This can be done by including calls-to-action for high-value marketing offers that will move your leads further along in the sales cycle, such as a consultation with your sales team or a free trial of your product.

To help you master each of these conversion path milestones, we recommend leveraging the landing page optimization guide.

Chapter 8

Email Marketing Best Practices: How To Win Your Subscribers' Hearts, Minds, & Wallets

Email marketing continues to be the most dependable channel, delivering a return on investment (ROI) of $36 for every $1 you spend according to Litmus' State of Email report. And with numbers like that, it's not surprising that 78% of marketing executives say email marketing is vital to the success of their company.

So, how do you get returns like that? It's when you get to the heart of the matter: Woo your subscribers and turn them into loyal fans—and buyers if that fits your business model—for life.

We'll dive into the following to set you up for success and get you the all-important more bang for your email buck:

Understanding your objective

Knowing your subscribers

Developing a smart segmentation & content strategy

Building and testing emails—easily

Understanding your objective

This may sound pretty straight forward, but starting with your objective is key to launching a successful email campaign, integrated or otherwise.

Have a clear goal associated with the campaign. Think of the business goal you're driving when you develop your marketing activities. For example, you may be trying to drive cross-channel engagement to gauge interest for an event. If so, you'll want to craft an experience that matches those goals. You might create a strategy so someone will open your email, click it, then possibly do something on social, and then do something else like register. However, if your business goal is to drive registrations for the event, your strategy will be quite different.

A great way to keep focused on your business goals and your objectives is to create a brief.

Here's an email brief & planning worksheet to help you get started and for the steps to come.

Knowing your subscribers

Your subscribers are at the heart of almost every integrated campaign you'll do, so understanding who they are is important. Some marketing teams have identified personas to fit their campaigns, which is great. But here, the subscriber is the focus. So, if you have personas, take those into account and layer on the following to get the best segmentation strategy possible. Let's take a look at acquisition and engagement.

How did your subscribers come to you?

Knowing *how* your subscribers got on your list is an important step in getting to know who they are. First and foremost, no matter the pressures you might be facing to hit a number, resist the urge to buy a list.

Buying a list is a no-no for several reasons, including:

- High likelihood of poor list quality
- Less-than-your-average email performance that could affect your **entire** email program
- Higher spam complaints, which can drastically impact your deliverability rate and sender reputation
- Compliance with GDPR, CAN-SPAM, and CCPA

Auditing your opt-in points and documenting them is a good way to understand the quality of each subscriber that joins your email list. Get full suggestions—and a template—for list auditing and strategy in the Marketer's Guide to Revenue: Email Lists.

How are your subscribers interacting with you?

Once you've audited your opt-in points, take a look at how each of those subscribers engage with your email program. Check out typical email metrics, like open rate, click-through rate, unsubscribe rate, spam rate, and delivery rate. But also go beyond these standard numbers. Knowing things like email client, device type, read rate, and whether your audience is using Dark Mode can be powerful insights to guide your strategy. Litmus Email Analytics is a tool that can empower you with this information.

Note: What's included here is the info you can get on your own with tools you may have. Talking to your customers via 1:1 in-depth interviews, surveys, and other forms of research are also powerful ways to get to know your subscribers, especially when you add to other information covered here.

Developing a smart segmentation & content strategy

Based on what you find in getting to know your subscribers, you can craft the smartest segments and most effective content to drive your desired experience.

For example, let's say the following scenario fits your audience:

- You have a large, active audience who uses iOS Mail, Apple Mail, and/or Samsung Mail.
- You have engaging videos or the means to produce videos easily.

The three email clients mentioned above support playable video in email. Couple this knowledge with the fact that interactive content like video can garner a [200% improvement in click-through rates]... and this might just become a segment. And a high-performing one at that!

When you look at subscriber-level data, other trends tend to pop up that may apply to a small, engaged group or even apply to your whole audience. If you find those, create more content to support that and use [dynamic content to personalize].

For example, if a blog on being earth conscious does well, atomize that content into an email nurture campaign with infographics, ebooks, and more. Or you could include a dynamic piece of content on tips for green living in your monthly newsletter for those interested in this topic.

Building and testing emails—easily

With 60% of marketing executives saying they're sending more emails, one of the best-kept scaling secrets is [email templates]. Once you've tested email design from a performance perspective, turn them into email modules and templates. Better yet, use them in a tool that gives everyone—[even those with no coding skills]—the power to create on-brand emails. So, you and your team can do even more without adding headcount.

One thing you do need to always test? Your templates. Testing for performance is one thing, but with more than [300,000 email renderings] and email clients updating as often as every 2 days, QA testing your emails is a must. You can send to all of your seed accounts across email clients or you can [automate it with Litmus Previews].

Let's take the scenario from before further and apply it to the actual design and code of your email. Remember, here's the scenario:

- You have a large, active audience who uses iOS Mail, Apple Mail, and/or Samsung Mail.
- You have engaging videos or the means to produce videos easily.

When you think through the design and coding of this, iOS Mail and Samsung Mail are both mobile email clients. And while you should think through the mobile experience of every email, you might want to prioritize the mobile experience even more for this group.

- Is the most important info viewable at first glance on a phone screen?
- Is it accessible for everyone to understand, including voice assistants?
- Are the buttons large and easy for fingers to tap?
- Does your design have inclusive imagery?
- What does the landing page look like for this audience? Is it optimized for them?

Once you've run your pre-send checks and hit send, you'll want to revisit your analytics to see performance.

Final thoughts

Understanding your subscribers is an ongoing process, and with each send, you can gain new insights. Not only is it a winning move in guiding your overall email strategy, but more importantly in winning over their hearts, minds, & wallets.

Get Started With Litmus Email Previews

Chapter 9

Best Practices for Designing Campaign Creative

Visual communication is more important than ever when it comes to creating and maintaining a consistent brand presence across multiple channels.

In the same way that most people can instantly recognise Coke from its brand colours, logo and the shape of the bottle, your audience should be able to instantly recognise your brand, no matter where they encounter it online.

Regardless of which channels you choose to employ for your campaign, you need to first ensure your brand kit is established: a suite of colours, logos, fonts and imagery that reflects your brand. Your brand kit will be your constant go-to resource when designing campaign creative.

Why visual communication matters

Researchers from Iowa State University have found that visual communications doesn't just send a message. It directly impacts decision making.

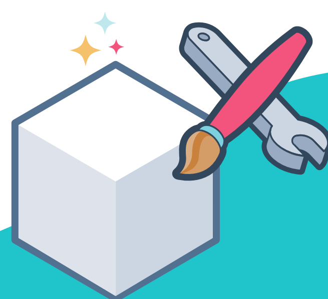
Their research found that the more vivid the image, in terms of movement, color and accuracy of representation, the more realistic, the more it's going to stimulate your response to it.

If you want to influence the behaviour of consumers through your campaign, you need to make sure what they're seeing is directly connected to what you want them to think, feel and do.

We know that good design builds businesses:

- Companies that excel at design outperform industry growth by as much as 2 to 1 (Source: McKinsey)
- Visual content is 40 times more likely to get shared and remembered (Source: PWC)
- 65% of people are visual learners (Source: Brain Rules)
- 90% of the information that is transmitted to the brain is visual (Source: Brain Rules)
- Visual information is processed 6,000 times faster than text (Source: Brain Rules)

So what are some best practices around making campaign creative?



13 tips to create content that captures attention

1 **Consider placement**

Before you begin jumping into the nitty-gritty details of how your campaign creative will look, you first need to decide which channels you will be activating in your campaign which should ladder up to your campaign objective.

For example, if you're aiming to attract customers and build awareness at the top of the funnel, video and static placements across social channels are commonly used. Mid funnel, or where you are trying to consumers to consider your brand, is where we start and see email marketing, SEO, paid search and video come into play. At the bottom of the funnel when you are trying to convert, you can build SEO via blog content and more targeted email campaigns.

For example, Facebook has eight main ad formats plus several other variations, each designed for different marketing goals.

Here's some common placements and tips on how you can design creative for them effectively:

- Static ads - ensure a strong visual with clear copy to accompany it. Take note of the rule of thirds (see point 7 below).
- Facebook Carousel ads are suitable when showing a product range - or you can also use it to tell a brand story. Make sure to storyboard this out to make sure the visuals and narrative flow.
- Stories (Facebook, Instagram, LinkedIn) - these enable you to immerse your audience into your content. Storyboard your frames out to make sure each has 1 clear message with a call to action on the end frame.
- Video ads - similar to Stories but you have more scope to build the narrative. Remember to include your brand within the first few seconds.
- Email - the header image needs to be linked to your campaign creative and be instantly recognisable as coming from your brand as the consumer opens it. Make sure your logo is positioned at the top of the email or within the header graphic. Use gifs instead of static images to bring more life to your emails.
- Blog post - visually compliment the copy with infographics and images to help elevate the narrative.
- Messenger - copy is king here, as is a strong visual. Make sure the interactions arealigned to your overall brand tone of voice.

2 Video vs static

Video ads have a significant advantage over static ads in that they can convey more information that your consumers can easily understand. In fact, 95% of a message customers see in a video remains with them. Wherever possible when building your campaign creative, opt for video over static placements - or even the slightest animated movement will help to capture greater attention. Canva offers a suite of video templates and animations to help make this easy.

3 Start with a storyboard

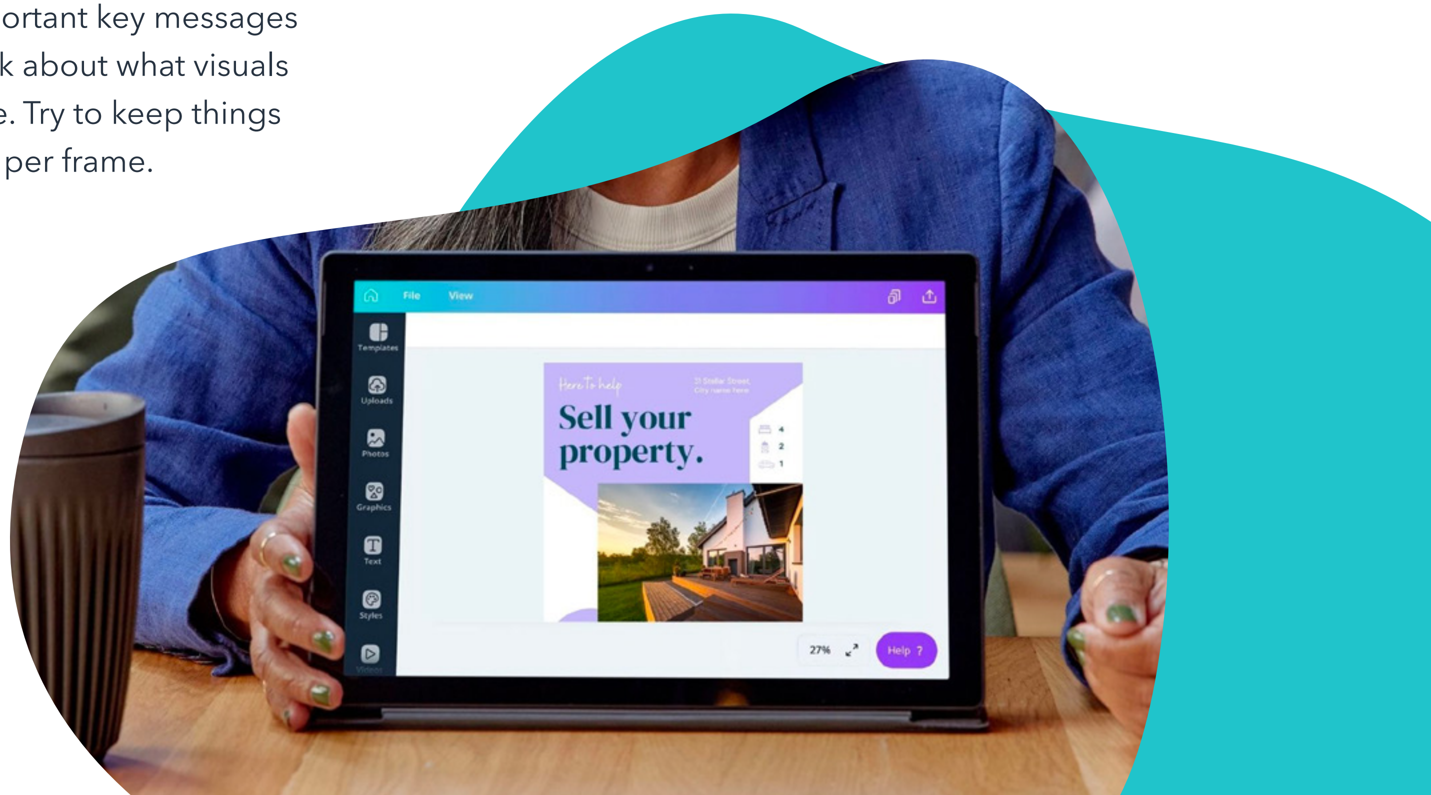
When creating video content, think about what you want to say and communicate with your audience. Try mapping out the most important key messages on post-it notes, and then think about what visuals you will use to bring that to life. Try to keep things simple, with one key message per frame.

4 Design with sound off, delight with sound on

80 per-cent of people scroll through their social media feed with the sound off, so it's imperative to have your key messages visually available in your content. Don't forget to space out your written content on videos so it's easier for people to digest.

5 Animate with purpose

Animations are a great way to add movement to your content and catch the eye. They are useful to help convey a key message, but should also be used sparingly, as the more you use them the less effective they'll be.



6

Think about the text

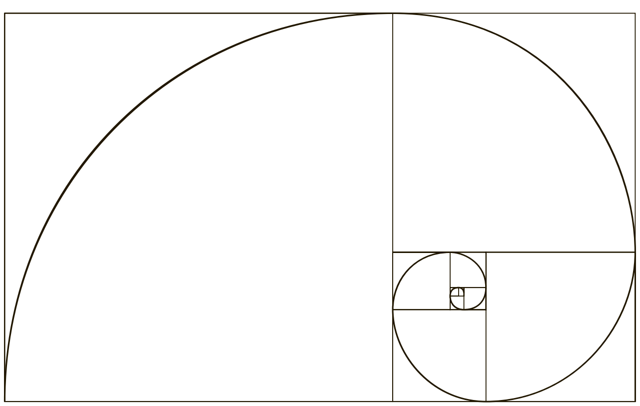
Building on the last point, consider how your text and visuals are placed together. You can drawthe attention of the audience to your key text by using visuals and movement to direct an audience's gaze towards a certain direction on the screen.

7

The golden rule of good design

What do the Pyramids of Giza and Da Vinci's Mona Lisa have in common with Twitter and Pepsi? Quick answer: They are all designed using the Golden Ratio.

The Golden Ratio is a mathematical ratio. It is commonly found in nature, and when used in a design, it fosters organic and natural-looking compositions that are aesthetically pleasing to the eye. Learn more here. A more simple way to look at this is the Rule of Thirds, set up all vertical and horizontal lines in your design to 1:1:1 so that all spaces are equal and even. Align important elements of the design around the central rectangle ideally at its four corners.



8

Save time by creating a Brand Kit

Your Brand Kit is the key to understanding and communicating your brand identity including your logos, colour palette, fonts, and messaging that represent your brand. In Canva Pro, you can upload your colour palette, fonts and logos in your Brand Kit so you can create your designs or customise one of the thousands of templates on Canva faster with your brand feel.

9

Content planning

Once you know where, when, what, how much and how often you will be posting or sending campaign creative, you can map out a campaign in a content planning tool. You will need to figure out how many of each type of design asset you will need, and how you will move the customer through the campaign messaging.

10 Designing assets made simple

It can be cost and time prohibitive for marketers to keep up with the volume of creative required which is where Canva's 370,000+ template library comes into play. If you need templates to help you design across multiple platforms, you can easily select a template, tweak it to align to your brand colours, font and message and you're good to go.

You can also use Canva's magic resize tool to resize one design for multiple platforms. This keeps your creative looking consistent for the campaign across each channel by allowing you to design once, and resize to the exact specs of the placement.

Here are some types of creative you can make using Canva's template library:

- Blog banners
- Email headers
- YouTube video ad, intro and channel art
- Instagram posts, ads and stories
- LinkedIn banner
- Infographic
- Facebook banners and ads
- TikTok posts
- Amazon product description and image

And if you get stuck for creative ideas? Here is an overview of [the biggest design trends of 2021.]

11 Keep the landing page consistent with your ad

If the design of your marketing creative and website landing page aren't visually in sync, high bounce rates can put your ROI at risk.

12 Test and learn

Once you have your design assets ready to go, send them out into the world and start testing their performance against a set of metrics. It could be likes, shares or comments, customer surveys or site journey mapping tools.

You can test slightly different versions of creative for the first few days of a campaign in order to see which is performing better and then run that version for the remainder of the campaign. This is called split testing or A/B testing.

Once you know what works, seek to replicate the high impact creative across all of your channels.

13 Designing with Canva in HubSpot

The [Canva Button integration within HubSpot] is designed to help this process of publishing your high impact creative across channels really seamless. While we've all become accustomed to the 'Upload a file' prompt, and having to trawl through folders to find the asset we're looking for, the Canva Button integration in the HubSpot platform solves that problem.

With a simple click, you can access the Canva platform, featuring 250,000 free design templates, over 2 million copyright-free stock images, 800,000 icons and illustrations, stock videos, and over 700,000 fonts.

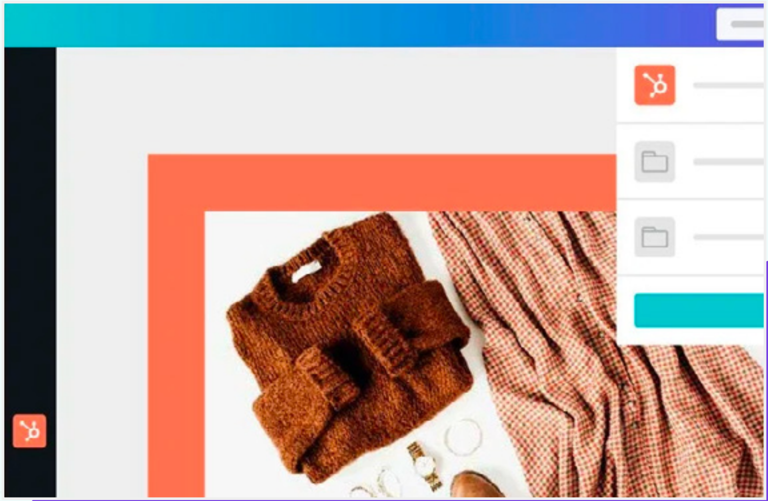
This saves the hassle of switching between platforms to create, upload, and publish designs - you can do it all there within the Hubspot platform - and Canva organises all of your designs in one place.

Using Canva in HubSpot

Want to learn how to design in Canva on HubSpot?

Learn more

Connect the integration



Chapter 10

8 ways Hootsuite's social media marketing team builds successful campaigns

As a marketer, there are few better ways to engage your audience, create excitement around your brand, and generate high-quality leads than by integrating social media into your marketing campaigns. Yet despite its potential to drive tangible business results, social media is often used solely as a one-way communication channel by brands. In our increasingly digital world, that simply won't cut it.

Today, over 53% of the world's population is on social media. When we look at millennials and generation X, that number jumps to 90.4% and 77.5% respectively. So regardless of target demographic or the industry you operate in, your audience is on social media—and expects you to be too.

If you are looking to social media to help boost the performance of your marketing campaigns, Hootsuite's social media experts have shared some tips that may help you:

8 tips for creating stellar social media campaigns

1 Start with a clear goal

The first step to creating a winning social media campaign is to establish clear objectives. Understanding and prioritizing what you want to achieve on social media will help you define your KPIs and your content strategy.

It's also good practice to align social media goals with other organizational goals. Social media campaigns work best when integrated with broader marketing and corporate strategies.

Ask yourself:

- Is your main goal to simply engage with your audiences online?
- Will you be using social media for lead generation?
- Do you want to use social media to build brand awareness?
- Will you actively encourage user-generated content on social media?

[Meliá Hotels International](#)shares images of its products and services taken by its clients in email marketing, digital advertising, or as widgets on its website.

2 Use social listening for audience insights and to inform content strategy

Social listening allows you to track, analyze, and respond to conversations about your brand on social media. It's also a crucial component of audience research. Through social listening, you can get the full picture of your audience's sentiment, discover what they are searching for or reading about, and understand how they feel about your brand or competitors. When you really understand your audience, it's easy to create content that resonates with them.

Using the Brandwatch social listening integration within Hootsuite Enterprise, Abu Dhabi Culture and Tourism can find and follow conversations about Abu Dhabi on social media to understand the types of content audiences on each channel want to see.

3 Build awesome content, even on a tiny budget

As social marketers, we can access effective content even if our content budget is small or non-existent. By encouraging audiences to create their own user-generated content, we can reshare authentic, human content that really connects with people.

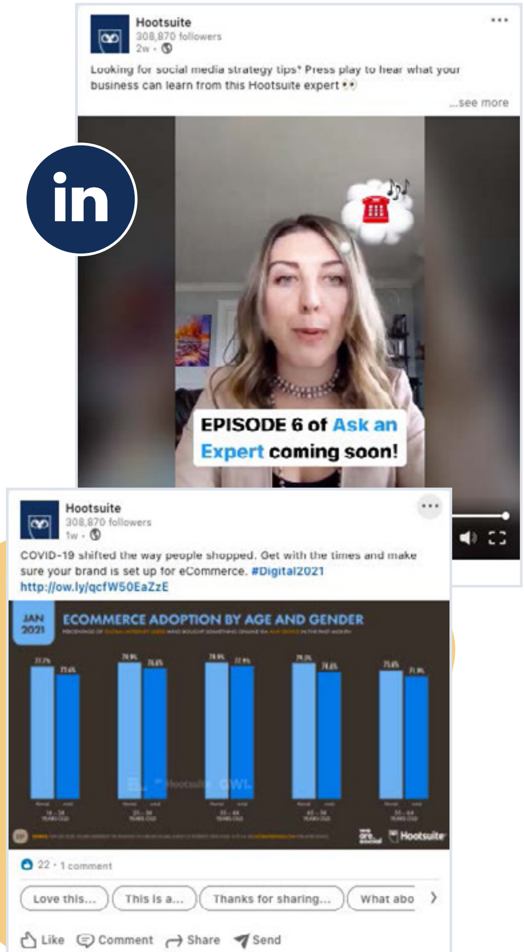
UGC can also help you amplify your message online and help you build brand trust—people are 2.4 times more likely to view user-generated content as authentic compared to content created by brands.

4 Select the best channels and content format for your audiences

You don't have to use every social network, just the ones most relevant to your audiences. Hootsuite's top lessons from LinkedIn, Facebook, Instagram, and Twitter are below but be sure to try out various content formats on your own channels to see what resonates.

LINKEDIN

- Carousels perform better than social cards and get 1-2x more reach and 3-4x more engagement than regular posts.
- Reels outperform in-feed video and IGTV.
- Stories are useful to drive traffic to a landing page for a wider campaign.



FACEBOOK

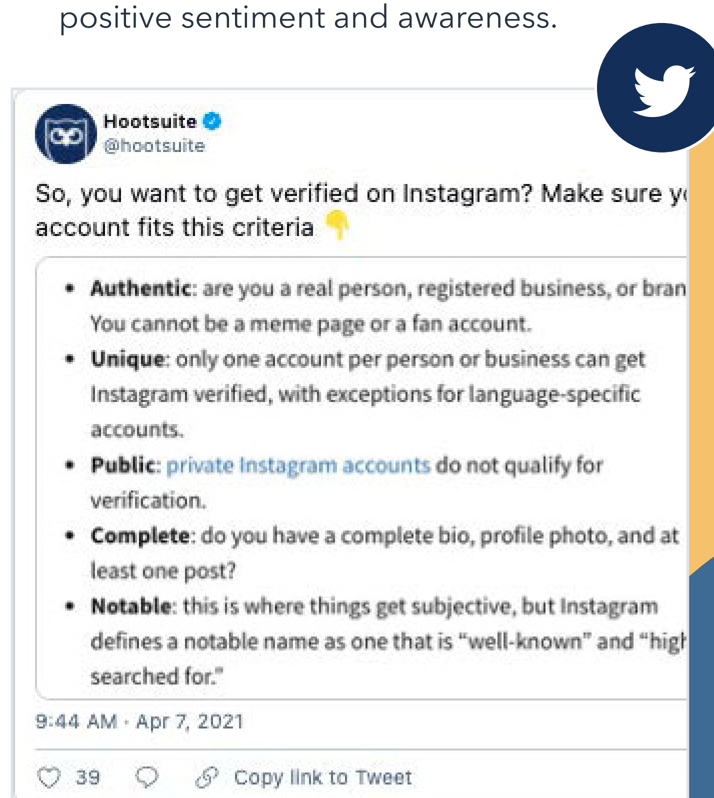
- Short, smart teaser copy evokes FOMO and spurs action.
- Value-based graphics and title cards drive engagement and conversions.

INSTAGRAM

- Carousels perform better than social cards and get 1-2x more reach and 3-4x more engagement than regular posts.
- Reels outperform in-feed video and IGTV.
- Stories are useful to drive traffic to a landing page for a wider campaign.

TWITTER

- Linkless posts help build trust and engagement with your audience.
- Attending Twitter chats drives positive sentiment and awareness.



5

Test and optimize

Constantly test the three Cs of conversion—copy, creative, and call to action (CTA)—and optimize to boost performance. Audience behavior changes all the time so it's never wise to assume you know what your audience wants. Trust the data and keep testing.

"Testing on social media is so important. We recently discovered through testing that linkless posts perform really well with our Twitter audiences. We also regularly test different CTAs, images, and copy to see which ones encourage people to click through to content. It's always fun to prove or disprove our different hypotheses."

Nick Martin

Social Engagement Specialist | Hootsuite

KFC wisely paused its "It's finger lickin' good" campaign during the pandemic.

6

Know when to communicate... and when not to

Have you ever launched the most beautiful social marketing campaign only for a crisis to strike? We've all been there. Continuing with business-as-usual during times of crisis can be perceived as thoughtless and out-of-touch. During a crisis, pause scheduled social posts to reduce the noise and leave room for support communications. Don't worry—your efforts are not wasted, just paused.

7 Stay on top of new trends

Keep up with the latest social media trends by tuning into news from industry thought leaders. Our go-to sources of information include eMarketer, Global Web Index, Altimeter Group, We Are Social, and Hootsuite's talented market research team that produces the annual Social Trends Report.

"Social media is always changing. It's what we love about it but it's also what makes it so difficult to master as a marketer. You really have to stay on top of the latest trends. That's not to say you have to roll out a social strategy on every new network or jump on every new feature right away but it's wise to keep an eye on emerging trends so you don't get left behind."

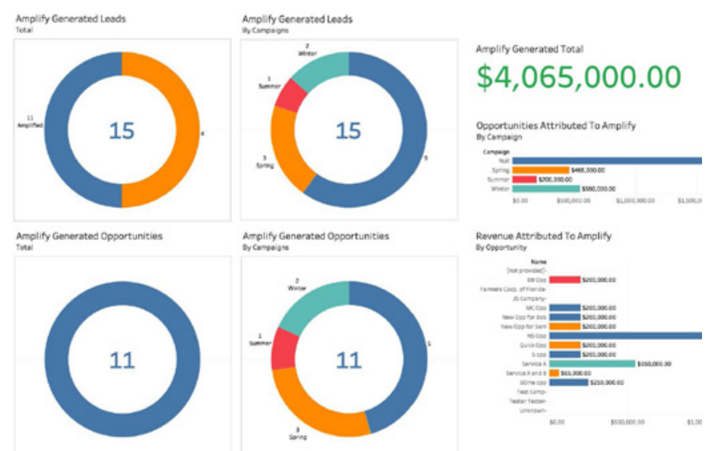
Amanda Wood
Social Engagement Specialist | Hootsuite

8 Connect data to prove the value of social

By uniting social media data with other sources of data related to customer touchpoints, social marketers can prove the value of social media in achieving key business goals.

For example, connecting social media data to CRM data from Salesforce can show the tangible impact social media has on sales. More advanced organizations also connect social media data to marketing automation data from Hubspot, and with web data from platforms like Google Analytics.

By bringing all this data together in a business intelligence tool such as Tableau, organizations can see the true value of social media and make the business case for further investment.



Social media is an integral part of any marketing campaign and opens up a world of opportunities for audience research, engagement, lead generation, brand awareness, and trust-building. With the new HubSpot and Hootsuite integration, marketers can seamlessly unite social media with other marketing channels for greater cohesion and easier tracking of return on investment.

Further Reading

Report
Hootsuite Social Trends 2021

Webinar
Create Engaging Social Campaigns That Convert

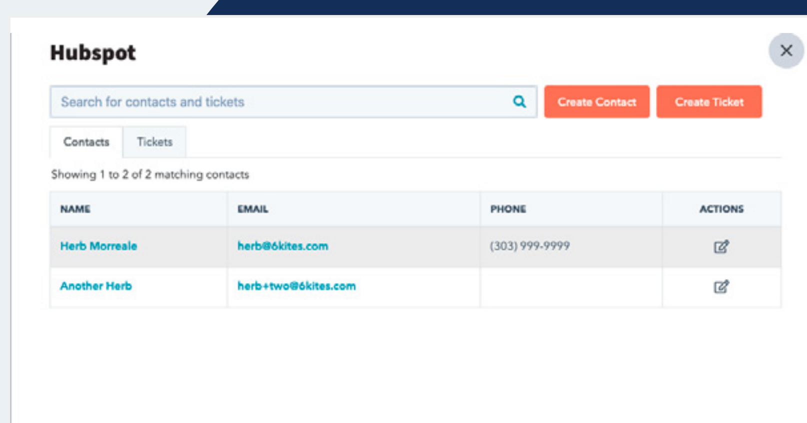
Blog
How to Create a Social Media Strategy in 8 Easy Steps

Hootsuite™

Using Hootsuite in HubSpot

Connect your HubSpot and Hootsuite integration to add social interaction data from Facebook and Twitter to HubSpot right from your Hootsuite dashboard, enrichiching customer profiles and delivering more engaging experiences.

Learn more



Chapter 11

How To Prepare For Campaign Launch and Promotion

Now that the mechanics of your campaign are in place, it's time to share it with the world. But before you go ahead and set it live, there are a few more boxes to check. Before You Launch... Before you start pushing traffic to your campaign, it's always a good idea to go through the process yourself to make sure that everything is working the way it should be. A campaign has a lot of moving pieces, and it's easy to forget or overlook the small details. You may even want to have a few other folks in your company convert on your landing page and kick the tires of your campaign too as an added assurance that everything is working properly. Once you've completed your testing, you're ready to set the campaign live and start spreading the word.

After You Launch

Social Media

Posting on social media is probably something you're already doing, but below are a few strategic ways you can leverage your social media accounts to promote your campaign:

- If possible, incorporate an element of engagement to get your audience participating and sharing.
- Change your cover photo to be branded for the piece of content you just launched. This increases brand awareness of the campaign.
- Pin a tweet to the top of your page that has a link to the landing page and an image with the same branding as the cover photo.
- Create a hashtag for the campaign. This allows you to monitor conversations around the content and answer any questions specific to the content.
- Join a group and start a discussion. Pose a discussion question related to your content campaign in a relevant group on LinkedIn—but don't post your content. Check back in a few days, and if the campaign adds value to the discussion that follows, then introduce it.

Your Website

Lots of people overlook how they can optimize their website to promote new offers and campaigns, but it's most likely one of your biggest marketing assets. Here are a few things you can do to take advantage of that:

- Create a CTA on your homepage or log-in screen. Your homepage is likely the highest trafficked page on your site, so take advantage of this high volume of viewers.
- Create a content library to house all of your resources. Note: a content library is a page on your site dedicated to the content and campaigns you create. Leverage related pages within your site.
- Include a link to the offer to download on product pages or thank-you pages that align with the topic.

Blogging

Blogging drives traffic to your landing pages and website better than any other tool. Why? Each time you blog, you give Google and other search engines one more opportunity to find you. Each blog posts gives you the opportunity to rank for more and more keywords and grow your reach. If you want to use your blog as a promotion channel for your campaign, here are a few ideas:

- Write 3-5+ piece of blog content related to your campaign. Within the blog post, link to the landing page for people to download. It's best to write posts that target a high-traffic keyword, so you can attract organic visitors that are new to your business.
- Create a CTA at the bottom of each blog post that links to the offer—but don't stop there. Experiment with slide-in CTAs, anchor text CTAs, and more to provide visitors with multiple conversion points.
- Guest blog on related sites to increase awareness. Not only are you reaching a new audience, you are also increasing the number of inbound links to your content. Encourage social sharing of blog posts as well with built-in social share buttons and tweetable quotes.

Organic Search

Optimizing your content to be found on search engines can be very beneficial to your business. Here are few things to try:

- Increase traffic from search engines by optimizing your page for the keywords you want to rank for. This doesn't mean you should be keyword stuffing your landing pages–just make sure your page title, landing page copy, and URL follow these rules for searchen36 gine optimization.
- Create a topic cluster with your campaign landing page serving as the pillar page. The topic cluster model is a way of organizing a site's content pages using a cleaner and more deliberate site architecture.
- Optimize your landing page or promotional blog articles for Google's featured snippet to increase traction on SERPs. A Featured Snippet is shown in some search engine results pages (SERPs), usually when a question-based query is being searched for. The snippet displays content from within one of the pages ranking on page one that directly answers the question searched for on the SERP.

Email

Emailing segments of your current database will not only increase their engagement with your company, it will also generate new leads through the sharing power of your database. Here are a few tips for using email to promote your campaign:

- Email segments of your own database about the content. In your email, encourage people to share the offer with their friends and colleagues. To make it easy, use social sharing buttons, and simply ask them to forward it along to friends who might be interested. To make the sharing button visually appealing, make it large and an eye-catching color.
- Include a lazy tweet in emails, so that all people need to do is click once to share the tweet with their networks.
- Leverage your network. Reach out directly to some friends and influencers in your industry, and ask them to share the content with their audience if they found it valuable. To make it easier for them, have lazy tweets or email copy ready for them to use.

Paid

Paid ads are a great way to find folks who are already interested in your content. Here are a few things to try as you set up your ads:

- Facebook Ads: Make your ads very targeted to ensure your money is spent in the most efficient way. You can also use Facebook's Lookalike Audiences to promote content people similar to your fans.
- Instagram Ads: In addition to an Instagram marketing strategy, campaign ads on Instagram can be used to complement your ongoing content posting schedule.
- LinkedIn Sponsored Content: Sponsored Content can be used to help surface relevant content for quality prospects in your target business-to-business market.
- Google Ads: Use Google Ads to create well-targeted ads that reach your target audience in search.

Internal Promotion

The reach of the employees within your company may be larger than you think. Capitalize on this, and make it easy for your employees to share your new lead gen content, too. Send an internal email after the content is live. Include a brief explanation, link to the landing page and thank-you page, supply them with lazy tweets to use, and ask them to share the content with their audience on any social media platform. Ask executives to send a special, personalized message to their audience (if it is relevant). For more help with campaign promotion, we recommend checking out our content promotion kit.

Chapter 12

Measuring The Impact of Your Marketing and Ads Campaigns

As a marketer, you have the challenging task of not only building and executing smart marketing strategies, but also figuring out how to measure their success. These guidelines are designed to help you build an effective measurement strategy, so you can make insights-driven business decisions and confidently present the value and impact of your marketing efforts to relevant stakeholders.

46%

of brands say measuring ROI is a challenge.

"Ready Together: How Agencies Can Accelerate Growth Today and Futureproof for Tomorrow," a commissioned study conducted by Forrester Consulting on behalf of Google and 4A's, January 2021.

Align your business and marketing objectives

60% of global ad spend will be digital by 2024, helping make advertising more measurable and accountable.

"How CMOs earn a seat at the board table," Statista, 2021.

First, it's important to create a measurement strategy that aligns with both your overall business objectives and your specific marketing objectives. **Your business objectives** are the broad, top-level goals for your company. They usually fall into one of three categories: market share, growing revenue, or profit.

Your marketing objectives are specific goals that support your overall business objective. Some common ones include lead generation and growing online sales.

Having clear marketing objectives—and understanding how they fit into your company's overall business objectives—is crucial. In an increasingly specialized and complex marketing landscape, it can be easy to lose sight of bigger-picture goals, but the right tools can help you stay on track to achieve them.

Prioritize these measurement principles

A solid measurement strategy builds trust with customers, gives you insight into their entire user journey, and provides actionable learnings that help you work toward your business objectives.

Trustworthy

Ensure you're collecting and evaluating data in a privacy-first way that anticipates customer needs, provides a personalized experience, and builds trust. This can also help you discover new ways to engage customers and build longer-lasting relationships with them.

Comprehensive

Focus on data-driven attribution, which calculates the actual contribution of each ad interaction across the conversion path, rather than just the last ad a customer clicked. Multi-touch attribution can help you make smarter media allocation decisions and provide other actionable insights that help you achieve your business objectives.

Actionable

It's not enough to identify interesting data – you'll want to make sure the data you've identified helps lead you to actionable optimizations. Start by gaining a baseline understanding of your performance and defining clear, consistent success metrics. Then, focus on only the insights that can help you make changes that positively affect these metrics.

Adopt new approaches to marketing measurement

Today's customers are active across multiple platforms and devices, which means user journeys are increasingly complex. When you're crafting your measurement strategy, it's important to consider the current landscape and how consumer behavior and expectations are shifting.

These five pillars of holistic measurement are designed to help you ensure your measurement strategy is up to date, effective, and set up for success.

- **Learn from first-party data:** Understanding direct customer interactions with your business, also known as first-party data, can help you learn about your customers and make insights-driven business decisions to better serve them. For example, looking at customers' purchasing patterns can help you decide when to promote certain products. Similarly, understanding when customers are at risk of churning can help guide your re-engagement plan.

- **Use cross-platform tools:** Managing the wide range of customer data you have access to can be challenging, but cross-platform analytics solutions can help you bring this information together so that you get a more comprehensive look at your customers' behavior. Tools like Google Analytics can also give you a more complete understanding of customers across devices and platforms.
- **Explain how customer data will be used:** Prioritizing customer privacy benefits both marketers and customers. By explaining to customers what they are agreeing to and how their data will be used, you get insight into what they're comfortable sharing and can better predict what data you might not have access to. A great starting point is to ensure that you're up to date on the latest regulatory changes that may impact your marketing measurement.
- **Benefit from machine learning:** As new privacy regulations and cookie restrictions make traditional measurement more challenging, automated conversion modeling can help fill in the blanks to give you a better understanding of a customer's path to conversion, while respecting customer privacy. Sitewide tags can also help you measure the entire customer journey.
- **Bring data together with cloud-based solutions:** Third-party solutions like HubSpot bring all of your first-party marketing data together in one secure cloud-based location. This helps you access advanced insights, make more informed marketing decisions, and create more personalized, helpful customer experiences.

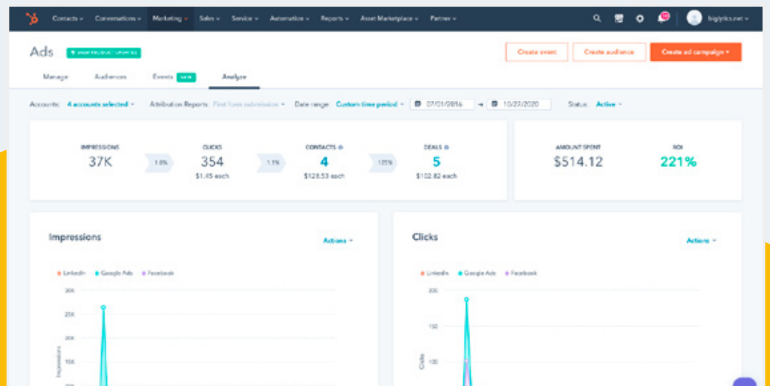
Inform your strategy with HubSpot's Google Ads tool

With HubSpot and Google Ads, you can gain insight into how your ads are influencing customers at every stage of the buyer's journey. This helps you bring more quality leads to your business and learn exactly which ads are turning prospects into customers.

It's easy to get set up with HubSpot's Google Ads tool. Just create a Google Ads account or sync your existing one, connect it to HubSpot, and you can manage everything right from your HubSpot account.

Learn more

Connect the integration



Conclusion

Inbound campaigns are an impressive feat once you have all channels firing toward the same end goal. While this playbook walked through an effort to generate leads interested in a particular focus area, you could replicate this campaign for a product launch, major event registration, or other time-bound goal. The trick is, keep your campaigns focused and powerful.

At the conclusion of your campaign, don't forget to report and reflect on the totality of your work to inform how you might adapt the inbound framework to produce even better results for your next campaign. Whether you want to increase leads, accelerate sales, organize your contacts, or better serve your customers, HubSpot has a solution to help you grow.

Get started free