



How to Use Social Media To Build Your Brand

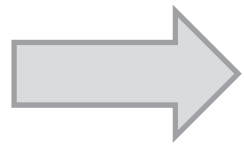


Rick Burnes

Marketing Manager @HubSpot

Twitter: @RickBurnes

Agenda



- I. About HubSpot & Inbound Marketing
- II. How Branding Is Changing
- III. How to Cultivate Your Brand
- IV. Measuring Your Brand

Who's HubSpot?



- Founded in July 2006 from research at MIT
- Cambridge, MA
- 1800+ customers, 100+ employees

Traditional Marketing (Outbound)



Marketing Today (Inbound)

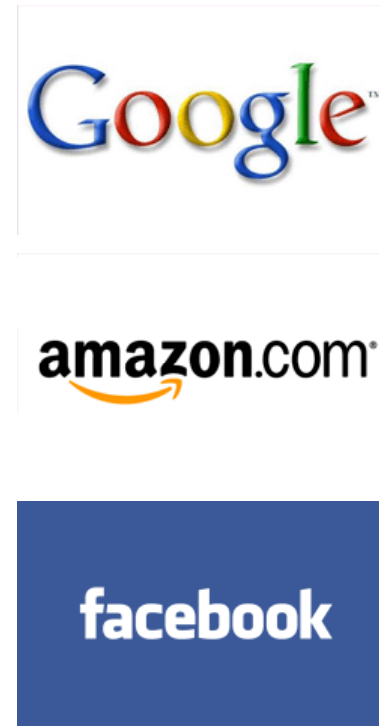


How Do Growing Companies Market?

1950 - 2000

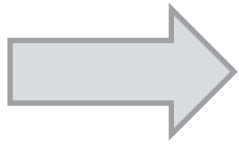


2000 - 2050



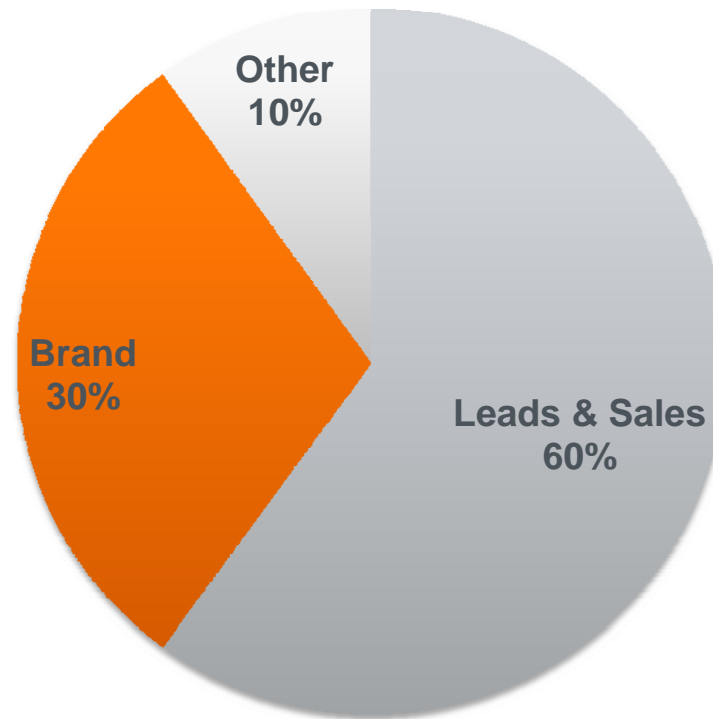
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How Much Focus on Brand?

Allocation of HubSpot Marketing Time & Resources



What Is a Brand?



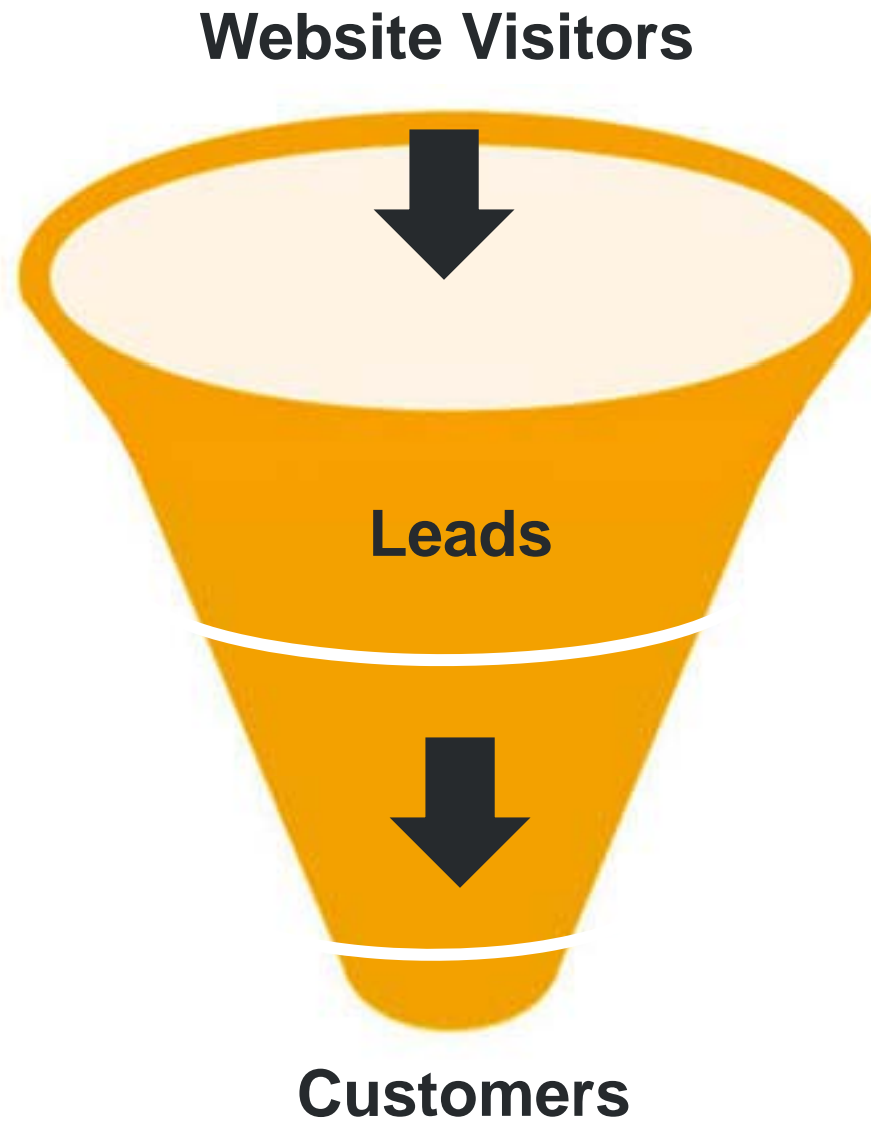
Flickr: Ed Yourdon



Flickr: Earl – What I Saw 2.0

A set of promises.

Brand Trust Helps With Conversion



How Is a Brand Defined?



Flickr: Susan NYC

By people who talk.

Trust Built From the Top Down ...



... Is Easily Broken

The New York Times Search All NYTimes.com

Media & Advertising

WORLD | U.S. | N.Y. / REGION | BUSINESS | TECHNOLOGY | SCIENCE | HEALTH | SPORTS | OPINION | ARTS | STYLE | TRAVEL | JOBS | REAL ESTATE | AUTOS

Search Business **Financial Tools** **More in Business »**

News, Stocks, Funds, Companies Select a Financial Tool

Video Prank at Domino's Taints Brand



Photographs from the Conover, N.C., Police Department

Online comments helped the police identify Kristy Hammonds and Michael Setzer as the makers of a troubling kitchen video.

By STEPHANIE CLIFFORD
Published: April 15, 2009

When two [Domino's Pizza](#) employees filmed a prank in the restaurant's kitchen, they decided to post it online. In a few days, thanks to the power of social media, they ended up with felony charges, more than a million disgusted viewers, and a major company facing a public relations crisis.

- SIGN IN TO RECOMMEND
- TWITTER
- SIGN IN TO E-MAIL
- PRINT
- REPRINTS

More Articles in Business »



Domino's employees face criminal charges WUVE

☆☆☆☆☆

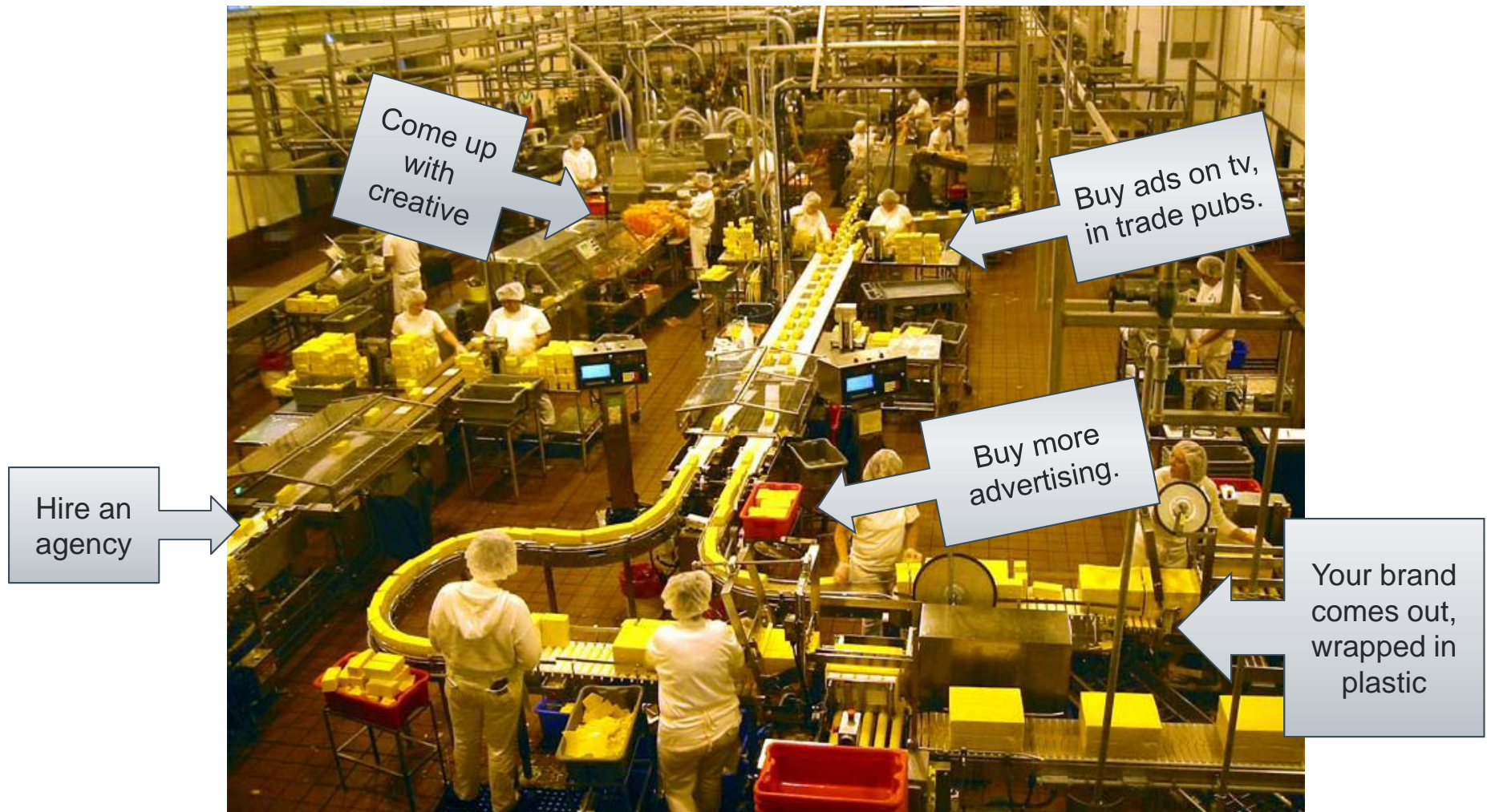


Who in yo
Roll C

YouTube

0:47 / 2:19

How Brands Used to Get Made



Flickr: jamesjyu

The Brand Assembly Line



Flickr: Rickydavid

How Brands Are Built Today



Flickr: swisscan

Cultivated Branding

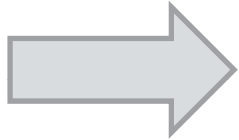


Flickr: swisscan

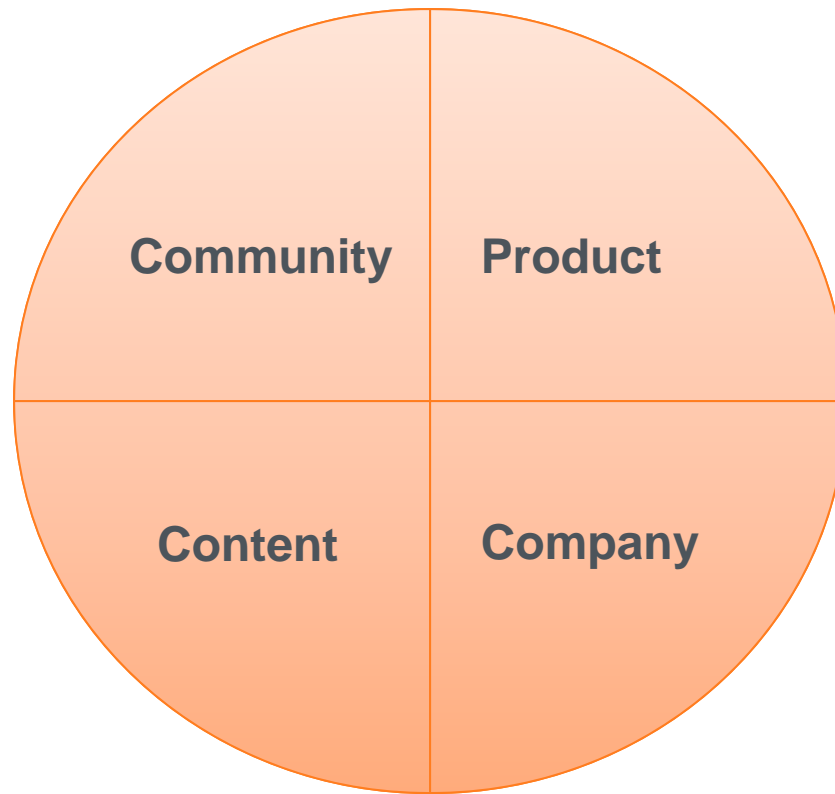
© Martin Heigan

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How Do You Cultivate Your Brand?




People Talk About Great Products

twitter Home Profile Find People Settings Help Sign out

for record, @hubspot integration with Salesforce.com is SLICK.

about 21 hours ago from TweetDeck

 **msha**
Mike Shaughnessy

twitter Home Profile Find People Settings Help Sign out

I wish I kept track of how many times a day I say, "godDAMN I love @Hubspot!"

8:31 PM Oct 5th from web

 **CheckOutEarly**
The Marketing Intern

twitter Home Profile Find People Settings Help Sign out

Have I mentioned how great @hubspot is? Yes, but I'll say it again - #hubspot is the ONLY socialmedia/hosting/seo/training company u need.

9:54 AM Sep 9th from TweetDeck

 **Mark_Campanale**

twitter Home Profile Find People Settings Help Sign out

the @hubspot social media tool rocks!

1:35 PM Sep 1st from web

 **NewHomeSeekers**
Houston Home Seekers

Tip: Save Highlights as Favorites

The screenshot shows the Twitter profile for HubSpot. The profile header includes the HubSpot logo and name. The main content area is titled "HubSpot's Favorites" and displays a list of tweets. The tweets are as follows:

- msha** for record, @hubspot integration with Salesforce.com is SLICK.
about 21 hours ago from TweetDeck
- CheckOutEarly** I wish I kept track of how many times a day I say, "godDAMN I love @Hubspot!"
8:31 PM Oct 5th from web
- copycraft** @hubspot is a great company. their service is valuable to our marketing plan. Go by and see them at #sherpab2b09
2:30 PM Oct 5th from TweetDeck
- Mark_Campanale** Hey @Hubspot ! LOOOOOOOOOOOOOOOOOOOVE the new source feature! #hubspot
11:41 AM Oct 1st from TweetDeck
- Knowlagent** Using @Hubspot to improve our e-marketing and search placement. Great tool. Team loves it.
9:51 AM Sep 24th from web
- jacksonj** More colleges should be using @hubSpot RT @HubSpot Delighted that @Emerson_College is now live on the HubSpot CMS! <http://www.emerson.org.uk>
11:17 AM Sep 16th from Seesmic
- anetah** very interesting @hubspot client comes to the mic and gives personal recommendation for their SM measuring methodology. Very powerful #bdi
10:52 AM Sep 16th from TweetDeck

The right sidebar of the profile shows the following information:

- Name:** HubSpot
- Location:** Cambridge, MA
- Web:** <http://www.HubSpot.com>
- Bio:** Inbound Marketing Software - Connect with more HubSpotters on Twitter: <http://www.HubSpot.com/Twitter>
- Stats:** 20,417 following, 20,226 followers
- Tweets:** 1,468
- Actions:** message HubSpot, block HubSpot
- Following:** A grid of 24 user avatars.

And Answer Question About Them

Answers

[Answers Home](#) [Advanced Answers Search](#) [My Q&A](#) [Ask a Question](#) [Answer Questions](#)

[Go back to Answers Category Home](#)

Howard Sewell
President, Connect Direct - 15+ years in direct marketing and demand generation
[see all my questions](#)

Hubspot vs. Marketing Automation?

I've heard Hubspot described as having "lead nurturing" capabilities. If that's the case, how does Hubspot compare with marketing automation tools such as Eloqua, Marketo et al?

Is it a case of Hubspot having basic lead nurturing capabilities as part of a broader solution, whilst the others are more sophisticated in this specific area?

Any insight, experience welcome. Thanks.

Clarification added 20 days ago:
Thanks for all the responses. Fascinating discussion.

posted 21 days ago in [Lead Generation, Internet Marketing](#) | Closed | [Report question as...](#)

[Share This](#)

Answers (15)

Sahar Andrade
Out/Inbound Marketing Consultant/ Cultural Diversity Coach/ Speaker- Motivational Speaker
[see all my answers](#)

Best Answers in:
[Using LinkedIn \(18\)](#)... [see more](#)

Howard:
The 3 companies are in very fierce competition
Hubspot is in the lead they have great software that has been proven as a leader and their rates are very reasonable, their consultants help you determine which package works for you better
But it is really hard to determine what will work better for you, Hubspot offers a free trial as well as the others so I would say try them and you are the only one that can determine what works better for you

posted 21 days ago | [Report answer as...](#)

Stephen Polinsky
President at Co-Media LLC
[see all my answers](#)

Best Answers in:
[Property Law \(1\)](#)

Hubspot just added lead nurturing - this feature lets you automate 3 rounds of emails to the prospect over time. Hubspot is a SMB solution, there is not scale beyond 1 "box" and there are no deep rules-based features beyond email timing.

Eloqua and Marketo offer a more enterprise solution to work in conjunction with 1 or multiple CMS systems. Overall Hubspot is good for "one-off" websites, but if you need scale and deep rules functionality look at Eloqua and Marketo.

posted 21 days ago | [Report answer as...](#)

How Your Company Can Help

twitter.zappos.com powered by [twitter](#), [Zappos.com](#), [clothing](#) and you. [Follow the Zappos.com CEO on Twitter!](#)

[Zappos Public Mentions](#) | [Employee Tweets](#) | [Employee TwitPics](#) | [Employees Who Twitter](#)
[Beginner's Quick Start Guide and Tutorial to Using Twitter](#)

489 Zappos employees are on Twitter!

Are you a Zappos employee that uses Twitter?
Send Tony an email with your Twitter user name to be seen here!

 zappos Twitter Rank #1 (1195687 followers)	 zappos_fly Twitter Rank #2 (16640 followers)	 zappos_alfred Twitter Rank #3 (9945 followers)	 electra Twitter Rank #4 (5599 followers)	 inside_zappos Twitter Rank #5 (3268 followers)	 Zappos_Fred Twitter Rank #6 (2587 followers)
 zappos_sole_ma Twitter Rank #7 (2304 followers)	 Zappos_Service Twitter Rank #8 (2107 followers)	 krianbalma Twitter Rank #9 (2037 followers)	 Zappos_tid Twitter Rank #10 (2031 followers)	 macknuttie Twitter Rank #11 (1926 followers)	 Zappos_JimGreen Twitter Rank #12 (1800 followers)
 skimshady Twitter Rank #13 (1677 followers)	 BRETT_HOUCHIN Twitter Rank #14 (1438 followers)	 24lbsofBoost Twitter Rank #15 (1424 followers)	 ZapposKelMo Twitter Rank #16 (1400 followers)	 Zappos_DRob Twitter Rank #17 (1359 followers)	 crunchybugs Twitter Rank #18 (1301 followers)
 plaz_ Twitter Rank #19 (1194 followers)	 makenai Twitter Rank #20 (1165 followers)	 BigLB Twitter Rank #21 (1130 followers)	 chelle1014 Twitter Rank #22 (1121 followers)	 kewlgirl Twitter Rank #23 (1112 followers)	 Zappos_BH Twitter Rank #24 (1064 followers)

Be Transparent

Dashboard

Browse Rick Burnes Search


HubSpot Dashboard Wiki


Welcome to the HubSpot Wiki!

Remember that this is an internal tool. Do not discuss or share what you read here with non-HubSpot peeps.

Spaces: **My** All

Business Operations	  
Confluence Wiki Help	  
Customer Operations	  
Engineering	  
HubSpot FAQ	  
Information Technology	  
Marketing	  
Product Management	  
Sales	  
Support	  
Team Space	  
Training	  

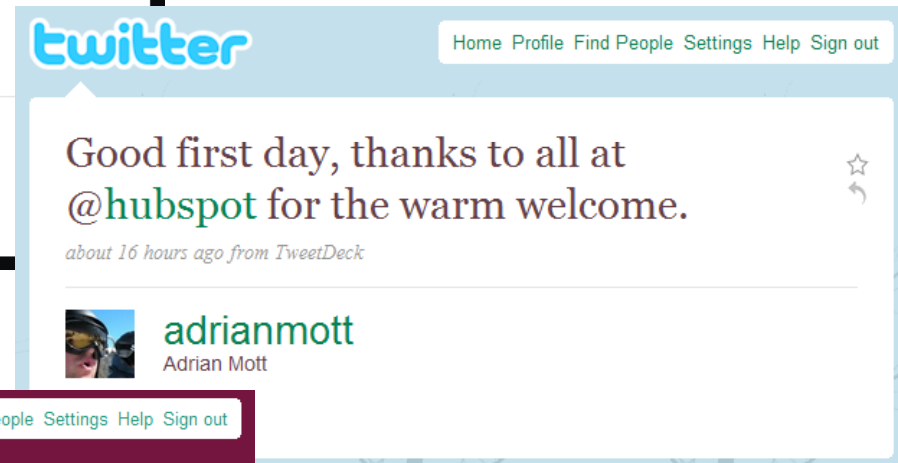
 **Feed Builder** - create your custom RSS feed.

 **People Directory** - browse users and personal spaces.

Recently Updated

Sprint 16 Backlog (Product Management)	by Karen Rubin (20 minutes ago)
Social Media Reach & Do App (Product Management)	by Karen Rubin (21 minutes ago)
Developer Reading List (Engineering)	by Steve Laniel (33 minutes ago)
Sprint 15 Backlog (Product Management)	by Yoav Shapira (39 minutes ago)
Sprint 14 (Product Management)	by Yoav Shapira (40 minutes ago)
Re: Developer Reading List (Engineering)	by Eddie Hebert (41 minutes ago)
Sprint 15 (Product Management)	by Yoav Shapira (41 minutes ago)
Sprint 16 (Product Management)	by Yoav Shapira (43 minutes ago)
Speaking Database (Marketing)	by Pamela Seiple (47 minutes ago)
Reselling Through WSI - Big Opp (Peter Caputa IV)	by Peter Caputa IV (an hour ago)
HubSpot Lore & Mythology (HubSpot FAQ)	by Karen Rubin (2 hours ago)
Beta-Tolerant Customers (Customer Operations)	by Dan Abdinoor (2 hours ago)
CMS Releases (Engineering)	by Jim O'Neill (3 hours ago)
Patriots Sprint 16 Backlog (Marketing)	by Dan Zarrella (3 hours ago)
Customers' View Sizes (Engineering)	by Michael Prior (3 hours ago)
Ping Pong Tournaments (Team Space)	by Yoav Shapira (4 hours ago)
Brian's To-Do Backlog (Customer Operations)	by Brian Whalley (4 hours ago)
Revolution Sprint 16 Backlog (Product Management)	by Kyle Paice (4 hours ago)
Black Ops Sprint 16 Backlog (Business Operations)	by Brad Coffey (5 hours ago)
2009 October Training Class Daily Takeaways (Training)	by Adam Smith (5 hours ago)

All Your Employees Are Marketers



A Nice-Looking Restaurant Site



Another Nice-Looking Restaurant Site

Tony Maws
Chef/Proprietor

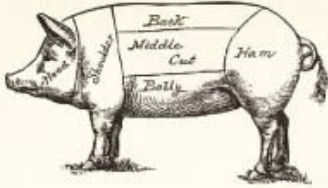
853 Main Street
Cambridge, MA 02139
617 497-5511

HOURS OF OPERATION
Open Tuesday-Sunday
Dining Room: 5:30-10:00pm
Bar: 5:30pm-1:00am
Bar Food Menu: 5:30 to Midnight


CRAIGIE ON MAIN

Make a Reservation Online

Party Size:



[ABOUT US](#) [FOOD • WINE • COCKTAILS](#) [REVIEWS & AWARDS](#) [PRIVATE DINING](#) [CHEF'S BLOG & RECIPES](#) [FAQs • PARKING](#)



What's the difference?

Content Builds Deeper Trust

[Recipes](#)

Champagne Mango & Rhubarb Crisp

Topping

2 3/4 cups all purpose flour

[Chefs Blog, Recipes](#)

A Great Seasonal Punch (and way to enjoy your own party)

Make this punch in advance and get out from behind the bar when your guests arrive.



Easy and delicious.

[Recipes](#)

Cured Duck Breast

of Servings: 10-20

6 minutes prep time, cure 7-10 days

Ingredients

- 1 duck breast (preferably Moudlard)
- Coarse sea salt
- 2T peppercorns (preferably Sichuan)
- 2T peppercorns (preferably Telicherry)
- 1 cup Banyuls, port or Madeira wine
- 1T Banyuls Vinegar

[Recipes](#)

Potage of Spring-Dug Parsnips

Here, we share the recipe for our very popular appetizer, Spring-Dug Parsnip Soup.

Note: they must be spring dug as they are super sweet and buttery.

Ingredients:

- 2 lbs spring dug parsnips
- 1 leek
- 2 shallots
- sprig of thyme
- 8 Tbsp butter
- 4 cups chicken stock
- 4 cups water
- 1/2 cup cream

Method:

ing rum over the fruit
to r
im,

[Recipes](#)

Red Chile-Marinated Skirt Steak

To enhance your barbeques, here is the secret of how to prepare one of our signature dishes, Red Chile-Marinated Skirt Steak

Ingredients:

- 5 pounds of skirt or hangar steak

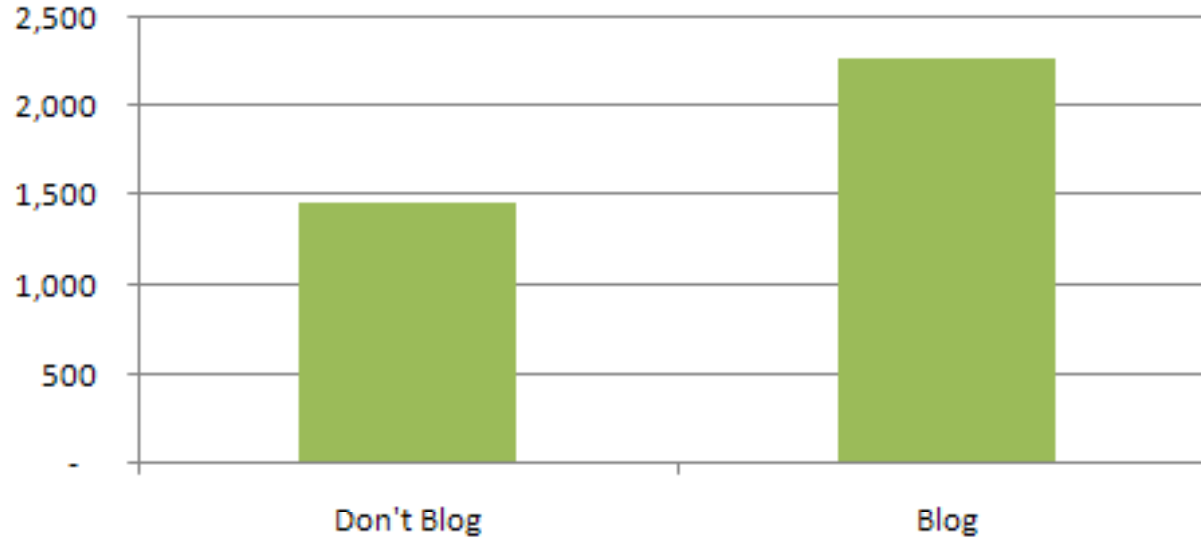
1 pepper.
3

How Many Tickets Do You Have?



More Visitors

55% More Website Visitors for Companies That Blog



What Kind of Content?

First PongSpot, Now SpongSpot

Posted by Pamela Seiple on Wed, Sep 30, 2009 @ 02:36 PM

[digg.it](#) | [reddit](#) | [delicious](#) | [StumbleUpon](#) | [Facebook](#) | [Twitter](#)

Try saying *that* five times fast.

We crazy HubSpotters are at it again, this time with a singles version of our [PongSpot](#) tournament - appropriately dubbed SpongSpot!



First annual PongSpot championship game with victors, Mike Prior and Jonah Lopin and their competition, Prashant Kaw and Kyle James.

The Secret to Social Media Brand Building? Cultivation.

[Email Article](#) | [digg.it](#) | [reddit](#) | [delicious](#) | [StumbleUpon](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)

If you're trying to wrap your head around [social media branding](#), try thinking of flowers.



If you do traditional branding, you buy plastic flowers. You pay some money, you put them in a vase, and you forget about them.

It's easy, but they never smell or make people happy the way real flowers do.

If you do [social media](#) branding, you grow your own flowers, organically. You have to plant the seeds, make the soil rich, pull weeds out from under adolescent shoots -- then hope the rain falls and the locusts stay away.

It's a lot of work, and you don't have complete control of the outcome, but the result is rich.

Content about your
company.

+

Content about your
industry.

What Content Channels Are Best?

- Blog
- Podcast
- Videos
- Photos
- Presentations
- eBooks
- News Releases

The image displays a collage of overlapping screenshots from various content channels, illustrating the integration of different media types. The top-most screenshot is a Facebook post from HubSpot TV, titled "HubSpot TV - Go Public on Facebook", posted by Rebecca Corliss on Sun, Mar 22, 2009 @ 10:17 AM. Below it, a YouTube video player is visible, showing the HubSpot logo and navigation options. To the left, a Flickr photo is partially visible, featuring a portrait of Brian Healy. The bottom-most screenshot is a Slideshare presentation titled "HubSpot's Slidespace", which includes a HubSpot logo and a list of slideshows such as "5 Tips To Turn Your Website into a Marketing Machine", "Doing a Website Redesign for Marketing", and "Rethinking Your Marketing Strategy". The Slideshare interface also shows a "Wall" section and navigation links like "Home", "My Slidespace", "Upload", "Community", "Tags", and "Widgets".

Get Into the Content Mindset



- Make emails into blog posts
- Turn forum posts into blog posts
- Shoot videos at events
- Interview customers for your blog
- Repurpose company data for public reports
- Share lessons you learn

Flickr Photo: Cindiann

How to Cultivate With Social Media



Share Your Content



Listen



Listen More



Build Relationships

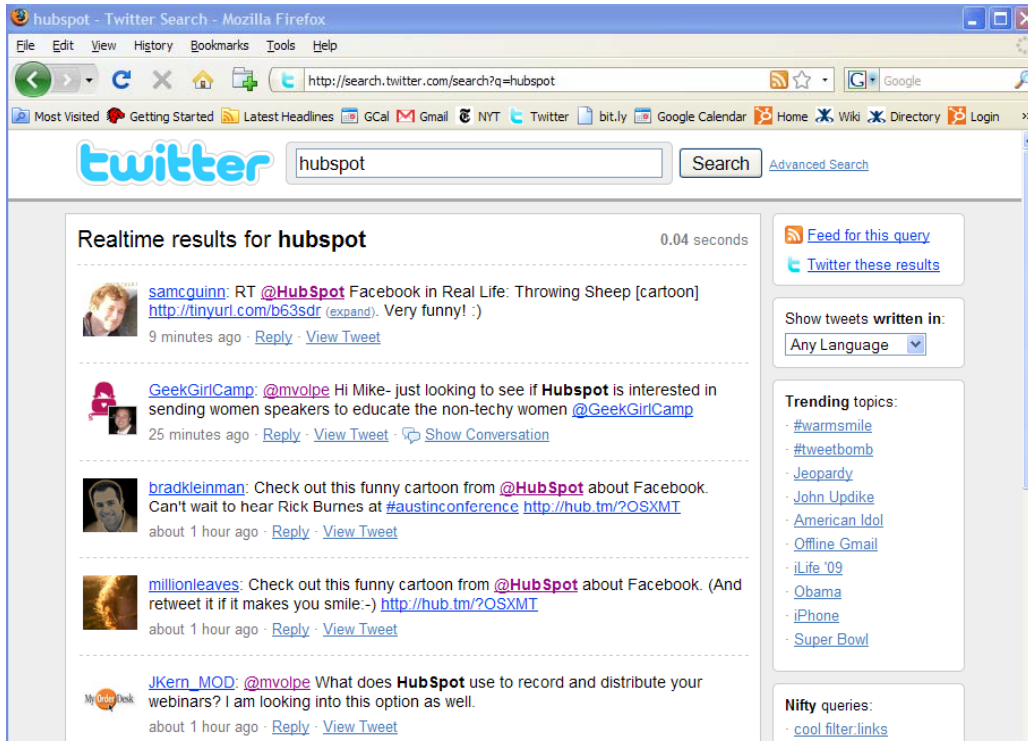
You Already Have the Skills



You Just Do It Offline

- Meeting people
- Building relationships
- Asking questions
- Answering questions
- Building trust
- Building a reputation

What Are They Saying About You?



Places to listen

- Search.Twitter.com
- google.com/blogsearch
- Technorati.com
- Existing blogs
- Industry Twitterers

Follow the Conversation Via RSS



The screenshot shows the Google Reader interface. On the left is a sidebar with navigation options like 'Home', 'All items (8)', 'Starred items', 'Your stuff', 'Subscriptions', and various categories like 'Boston News', 'Marketing', and 'Politics'. The main area displays a list of items under the heading 'All items'. Each item includes a star icon, the source name, the article title, and the time. The items listed are:

Source	Title	Time
Feld Thoughts	Glue Keynoter: Mitch Kapor - One of the really fun things about working	8:20 PM
WebMetricsGuru	Interesting Cafe @Clickable - I am here listening to Frank Rose at	8:17 PM
Universal Hub	Cape residents wanted for threatening little kid with a knife in Roxbury	8:15 PM
Google Alerts - marketo -liv	Tidal Software: Model-Driven Application Management a 'Must' for ...	8:12 PM
Magnetbox	links for 2009-01-27 - Announcing the Best Sellers API The Times Best	8:03 PM
Technorati Search for: blog	Международная блогпанорама - Конфетки-бараночки в блогинге	8:01 PM
Technorati Search for: blog	Интернет маркетинг от очаровательной блондинки (6 сообщений)	8:01 PM
SEO Book.com -	Where Do New SEOs Go Wrong When They Set Learning Priorities?	7:52 PM
Mashable!	Gmail Adds Offline Support - One of Gmail's most requested features - offline	7:49 PM
Feld Thoughts	I'm Done With Handshakes - I'm been fighting through one of the worst colds	7:46 PM
Technology Review Feed -	Taking Gmail Offline - An experimental new feature makes the Web	7:40 PM
[chrisbrogan.com]	Interesting Bestseller Information - When I write about books on my site, I use	7:37 PM
TechCrunch	Digg Poaches New Head Of Sales From Yahoo - After not being acquired by	7:33 PM
Christopher Herot's Weblog	Working in a Distributed Organization - It's been almost four months now that	7:24 PM
TechCrunch	Google I/O 2009 Registration Now Open - This morning Google opened up	7:23 PM
TechCrunch	Gmail Goes Offline With Google Gears - Until today, one of the biggest	7:23 PM

How to sign up: Google.com/reader

Participate in Q&A

- Facebook Discussions
- Yahoo! Answers
- LinkedIn Q&A and Discussions

The image displays three screenshots of Q&A platforms. The top screenshot shows the Facebook interface with a 'HubSpot Discussions' group. The middle screenshot shows the Yahoo! Answers homepage with navigation buttons for 'Answer Open Questions', 'Discover Resolved Questions', and 'Vote Undecided Questions'. The bottom screenshot shows the LinkedIn Q&A section, featuring an 'Ask a Question' form, 'Answer Questions' with recommended categories like 'Internet Marketing' and 'E-Commerce', and a 'Featured Category' for 'Hiring and Human Resources'.

How I Track Conversations

The screenshot displays the HubSpot Social Media dashboard. At the top, the HubSpot logo is followed by navigation tabs: Dashboard, Create, Optimize, Promote, Convert, and Reports. The main section is titled "Social Media BETA" and includes a sub-header: "Read the articles below and share those most relevant to your industry in order to become a leader online. Through the tool you can post directly to Twitter or Facebook or take credit for interacting elsewhere."

The dashboard lists six articles, each with a green circular icon, a title, a timestamp, and action links:

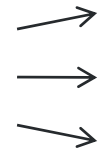
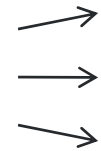
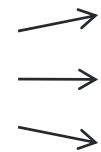
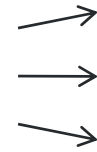
- Social Media Backlash ??? Poor Customer Service from Years ago, Now They are on Twitter?** (Today 5:03 PM) - Links: Tweet this, Post to Facebook, Mark as Commented, Mark as Irrelevant.
- I'm Your Fucking Social Media Expert** (Today 4:30 PM) - Links: Tweet this, Post to Facebook, Mark as Commented, Mark as Irrelevant.
- Social Media Making ???Paranormal Activity??? a Success | The Social Robot** (Today 2:42 PM) - Links: Tweet this, Post to Facebook, Mark as Commented, Mark as Irrelevant.
- The History and Evolution of Social Media | Webdesigner Depot (99)** (Today 2:01 PM) - Links: Tweet this, Post to Facebook, Mark as Commented, Mark as Irrelevant.
- Goal-driven social media strategies & tactics (96)** (Today 2:01 PM) - Links: Tweet this, Post to Facebook, Mark as Commented, Mark as Irrelevant.
- GroupM Search, comScore Announce Study Exploring the Interplay of Social Media and Search (90)** (Today 2:01 PM) - Links: Tweet this, Post to Facebook, Mark as Commented, Mark as Irrelevant.

On the right side, a summary box shows "12 / 23" and states: "You've interacted 12 times this week, out of a recommended 23 interactions." Below this is a "Filters" sidebar with a list of sources: All (selected), Brand, Industry, Delicious, Digg, LinkedIn, Reddit, Sphinn, Twitter, Yahoo Answers, Yahoo Buzz, and YouTube.

Distribute Your Content



Good Content Spreads



What Gets Shared?

Rarely
Shared

Frequently
Shared



FREE TRIAL of HubSpot
Try HubSpot free for 7 days.
Optimize your website to get found by more prospects and generate more leads online.

Get Started

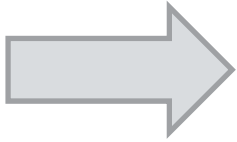


- Product info
- Free trials
- Software documentation

- New data
- Funny videos
- Top-notch blog posts

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Track Twitter Grade

The screenshot shows the Twitter Grader interface for the account 'hubspot'. At the top, there is a navigation bar with links for Home, Twitter Elite, Search, Tools, API, Blog, and Login/Register. The main header includes the Twitter Grader logo and a prompt to 'Login/Register to access more features.' The profile card for 'hubspot' displays a rank of 10,443 out of 5,082,672, 20,309 followers, 20,504 following, and 1,476 updates. A 'Grade' badge shows a score of 99.8 out of 100. Below the profile card is a 'How It Works' link. The 'Account Summary' section provides details: Full Name (HubSpot), Bio (Inbound Marketing Software - Connect with more HubSpotters on Twitter: http://www.HubSpot.com/Twitter), Location (Cambridge, MA), Followers (20,309), Following (20,504), Website (http://www.HubSpot.com/Twitter), and Joined On (2008-04-21 00:17:34). A 'tweet it!' button and a 'Share it on twitter' link are also present. The 'Follower History' section includes a link to 'view user history'.

Twitter Grader Home Twitter Elite Search Tools API Blog Login/Register

Login/Register to access more features.

hubspot Grade 99.8 Out of 100

Rank	Followers	Following	Updates
10,443 out of 5,082,672	20,309	20,504	1,476

[How It Works](#)

Account Summary

Full Name: [HubSpot](#)
Bio: Inbound Marketing Software - Connect with more HubSpotters on Twitter: <http://www.HubSpot.com/Twitter>.
Location: Cambridge, MA [\[CAMBRIDGE\]](#) [\[Massachusetts\]](#) [\[United States\]](#)
Followers: 20,309 ([analyze followers](#))
Following: 20,504 ([analyze following](#))
Website: <http://www.HubSpot.com/Twitter>
Joined On: 2008-04-21 00:17:34

[tweet it!](#) Tweet this report. [Share it on twitter](#)

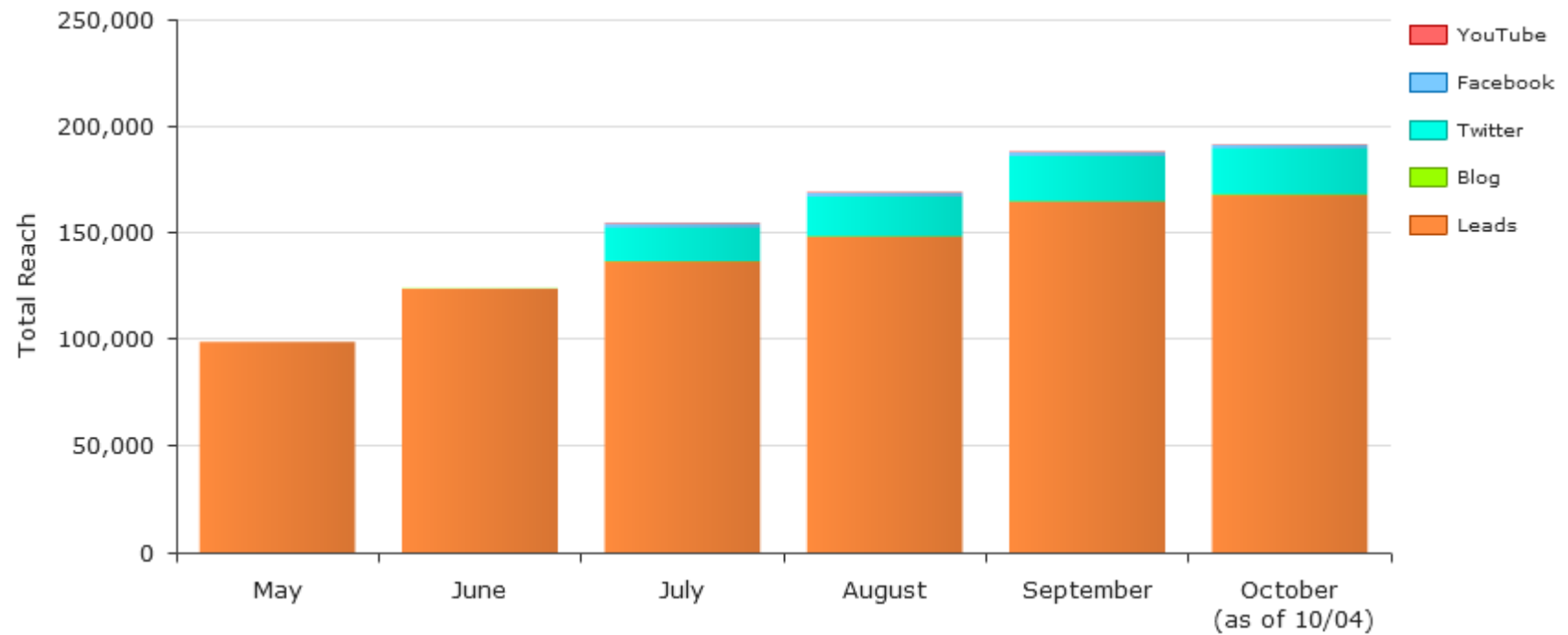
Follower History

To see how a graph of trends for **hubspot**, [view user history](#)

Track Reach

Reach ^{BETA}

Analyze your marketing reach

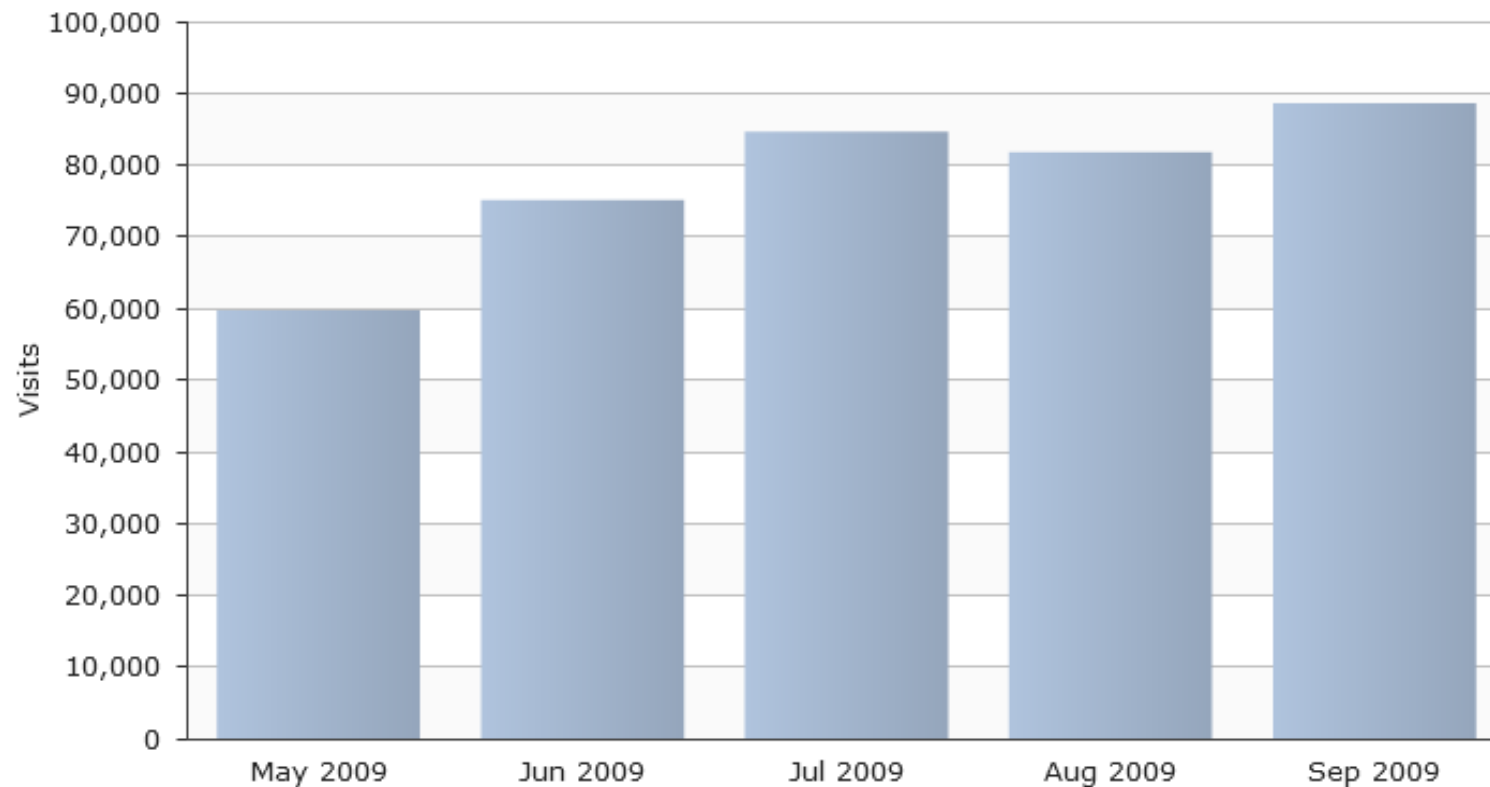


Track Direct Traffic

Visits for Direct Traffic

See how different sources have driven visits, leads, and customers to your site

Select date range: [1w](#) [2w](#) [1m](#) [3m](#) [6m](#) [1y](#) [custom](#) ▼ May 1, 2009 - Sep 30, 2009

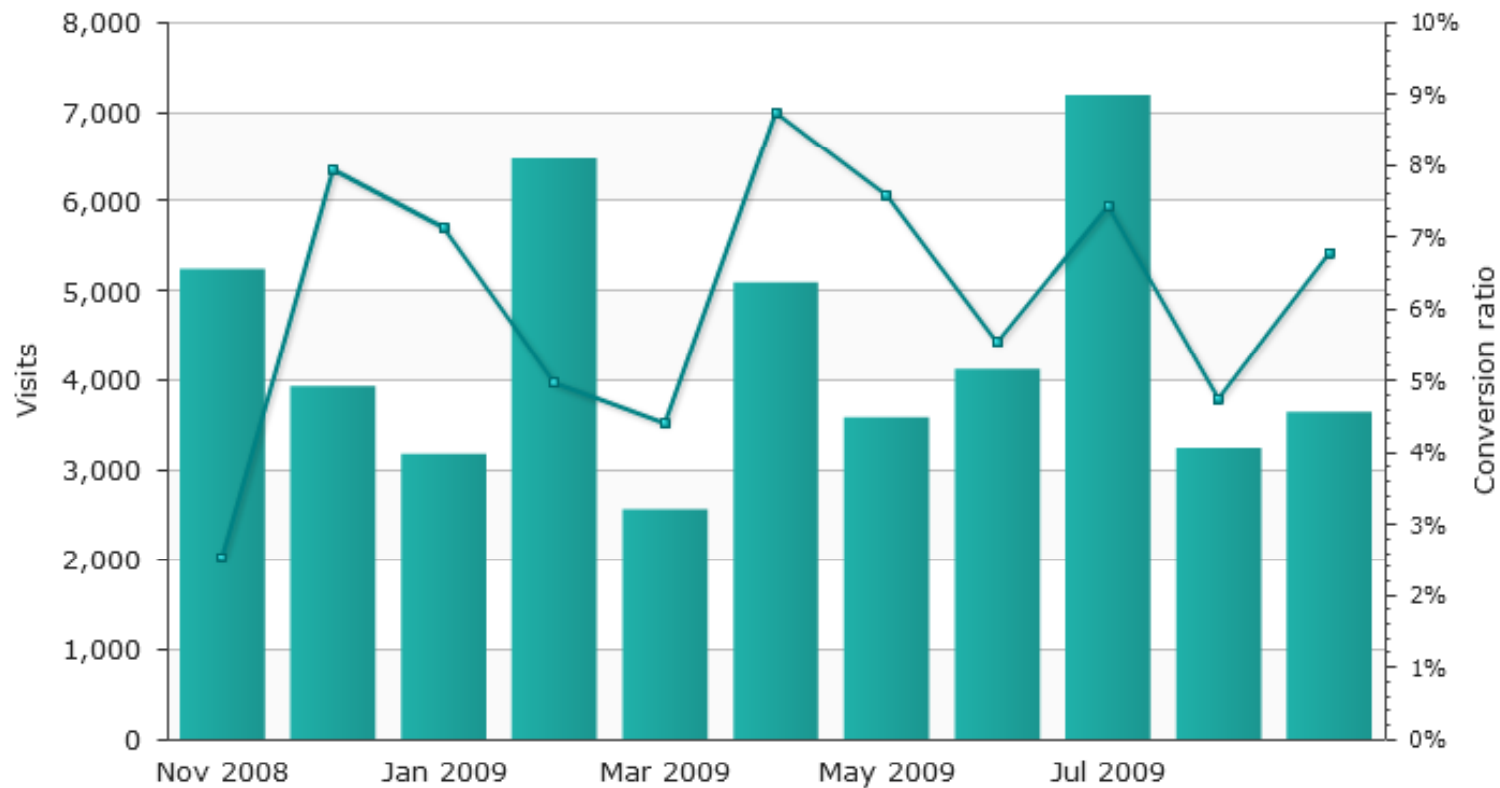


Track Conversions

Visits for Social Media

See how different sources have driven visits, leads, and customers to your site

Select date range: [1w](#) [2w](#) [1m](#) [3m](#) [6m](#) [1y](#) [custom](#) ▼ Nov 1, 2008 - Sep 30, 2009

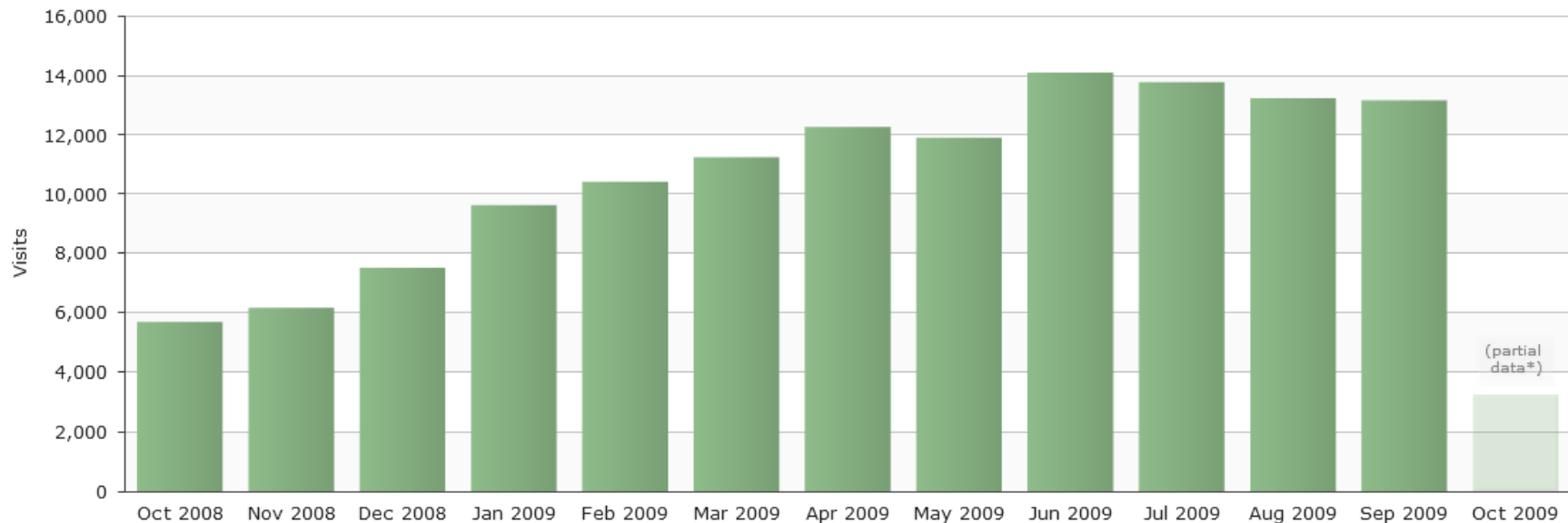


Track Brand Keywords

Visits for Organic Search

See how different sources have driven visits, leads, and customers to your site

Select date range: [1w](#) [2w](#) [1m](#) [3m](#) [6m](#) [1y](#) [custom](#) ▼ Oct 1, 2008 - Oct 7, 2009



Totals for Oct 1, 2008 - Oct 7, 2009

TRACK KEYWORDS?	SEARCH ENGINE	KEYWORD	VISITS	VISIT TO LEAD	LEADS	LEAD TO CUSTOMER	CUSTOMERS	VISIT TO CUSTOMER	VISITS BY MONTH FROM OCT 08 TO OCT 09
<input checked="" type="checkbox"/>	Google	hubspot	48,838	3.6%	1,747	2.5%	44	.09%	6,037
<input checked="" type="checkbox"/>	Google	hub spot	5,551	4.9%	272	5.5%	15	.27%	621

Final Thoughts ...

Build Leverage



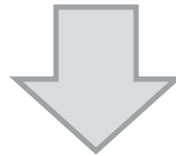
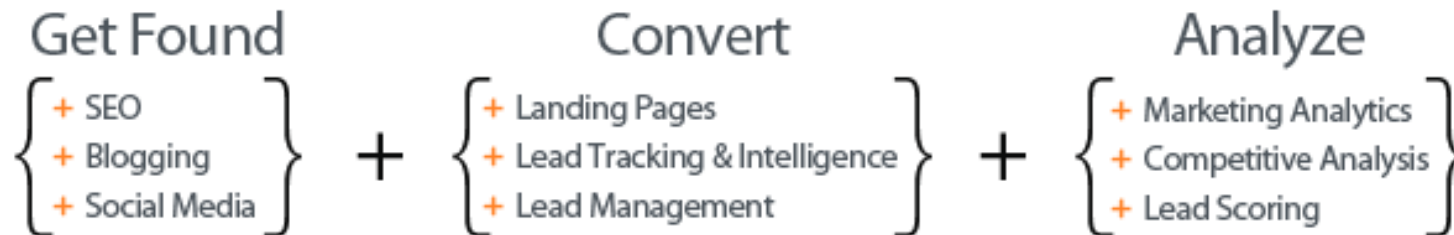
Too Many Pieces to Put Together!



d.j.k. on flickr



HubSpot Puts the Pieces Together





Thank You!

Software: www.HubSpot.com/Trial

Community: www.inboundmarketing.com

Free Tools: www.Grader.com

Rick Burnes

Marketing Manager @HubSpot

Twitter: @rickburnes

