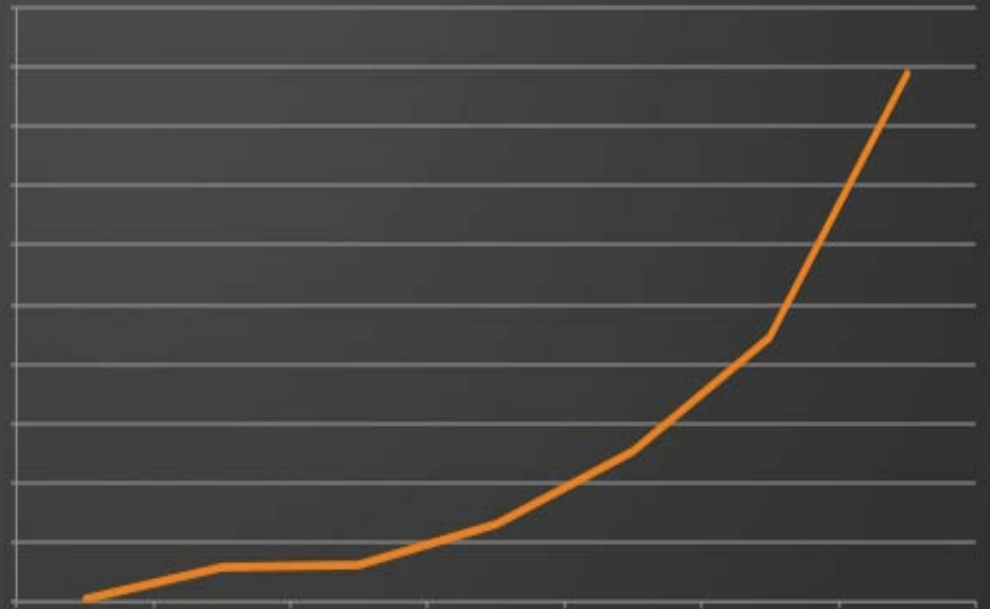


INBOUND MARKETING: Your Secret Weapon.



Kieran Flanagan, Marketing Director (EMEA) @ HubSpot
@searchbrat kflanagan@hubspot.com



Kieran Flanagan

@searchbrat

“Highly motivated marketing geek high on data crack.”

Our Inbound Marketing Methodology



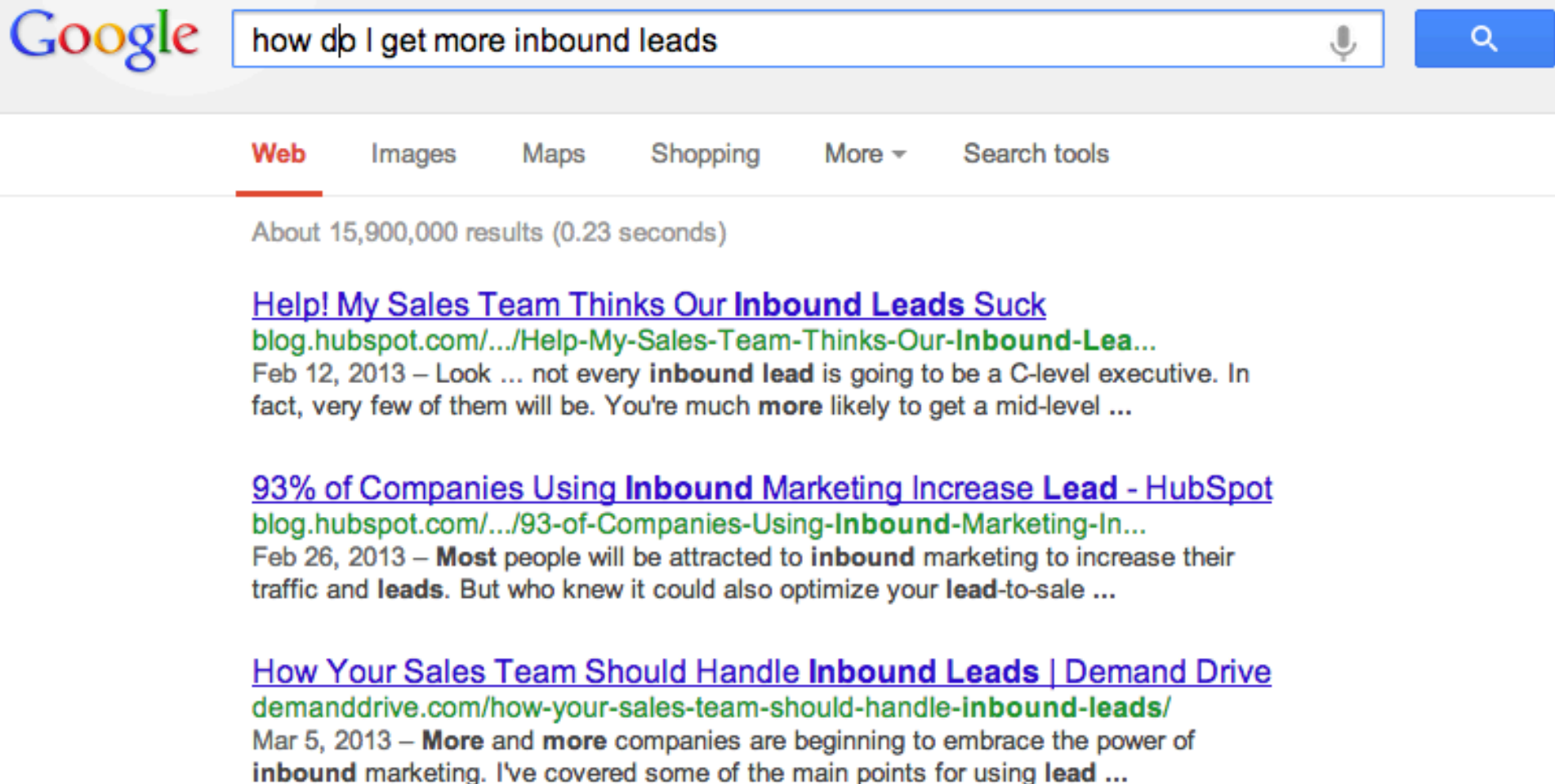
Source - <http://www.hubspot.com/products/inbound-marketing/>

for how your customers
buy today



meet
your buyer
Dave

Dave has a need



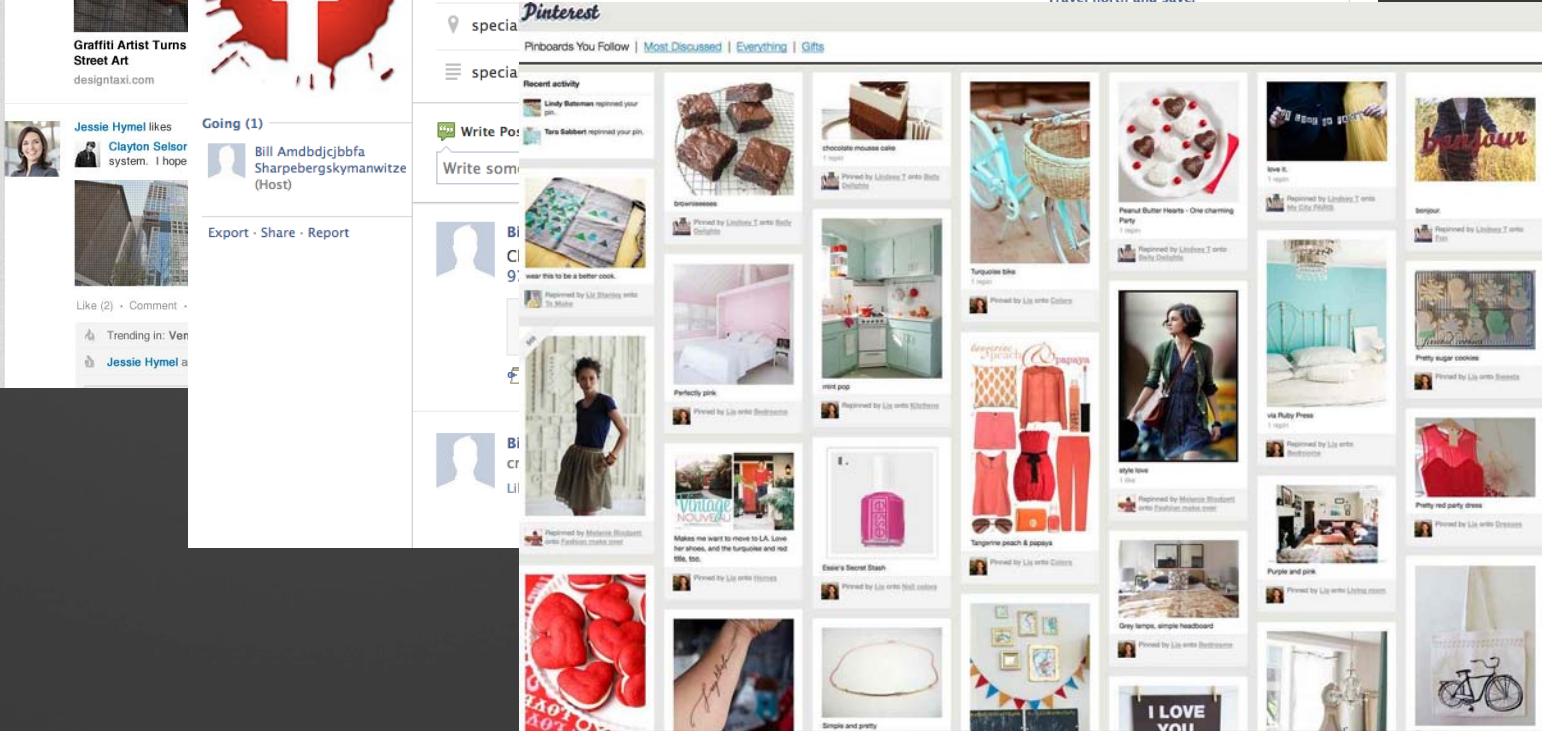
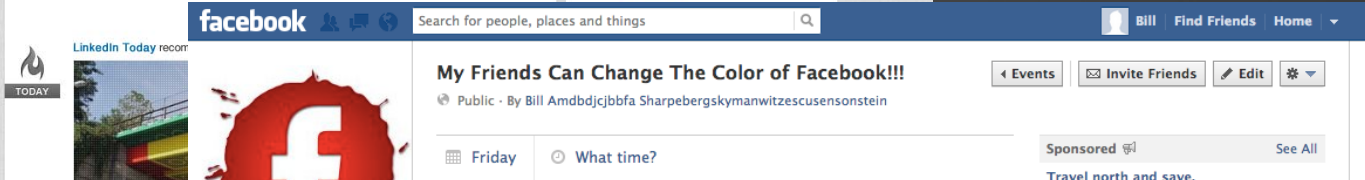
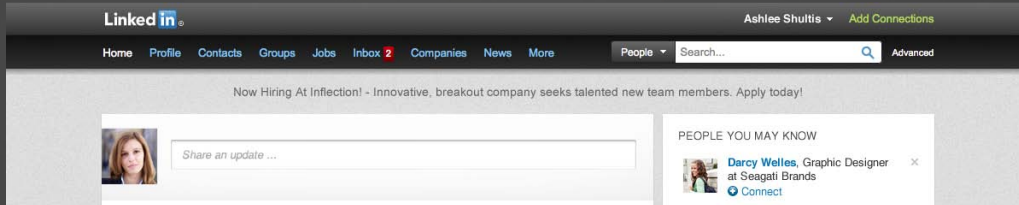
The image shows a Google search interface. The search bar contains the text "how do I get more inbound leads". Below the search bar, there are navigation tabs for "Web", "Images", "Maps", "Shopping", "More", and "Search tools". The "Web" tab is selected. Below the tabs, it says "About 15,900,000 results (0.23 seconds)". There are three search results listed:

- [Help! My Sales Team Thinks Our Inbound Leads Suck](#)
blog.hubspot.com/.../Help-My-Sales-Team-Thinks-Our-Inbound-Lea...
Feb 12, 2013 – Look ... not every **inbound lead** is going to be a C-level executive. In fact, very few of them will be. You're much **more** likely to get a mid-level ...
- [93% of Companies Using Inbound Marketing Increase Lead - HubSpot](#)
blog.hubspot.com/.../93-of-Companies-Using-Inbound-Marketing-In...
Feb 26, 2013 – **Most** people will be attracted to **inbound** marketing to increase their traffic and **leads**. But who knew it could also optimize your **lead-to-sale** ...
- [How Your Sales Team Should Handle Inbound Leads | Demand Drive](#)
demanddrive.com/how-your-sales-team-should-handle-inbound-leads/
Mar 5, 2013 – **More** and **more** companies are beginning to embrace the power of **inbound** marketing. I've covered some of the main points for using **lead** ...

so he starts his search with Google

65% of European consumers do research online before purchasing.

Dave wants to ask his network



He likes to educate himself

60% of the sales cycle is over – before a buyer talks to your salesperson

Corporate Executive Board: bit.ly/zub217



rather than speak with a sales person

and converts when his ready

Try HubSpot's Marketing Software: Free 30-Day Trial

Optimize your website to **get found** by more prospects and **convert** more of them into **leads and paying customers** with HubSpot's all-in-one marketing software.

With your free trial, you can **start using HubSpot's tools right now to:**

- Build beautiful, analytical landing pages
- Create calls-to-action in only a few clicks
- Discover your best keywords for SEO
- Try our social publishing tools
- Design emails with an easy-to-use editor
- Draft blog posts with tips for optimizing as you type
- Track which sources are driving the most traffic and leads
- See how your marketing stacks up to your competitors'
- *and try lots of other cool tools all in one easy package.*



With your free trial, you'll get full access to all of HubSpot's tools and customer-only resources.

There's **no risk, no obligation, and no credit card** required.

To learn more about HubSpot's software, check out the video below:

HubSpot 3



Start Your Free Trial Now

First Name *

Kieran

Last Name *

Flanagan

Email ([privacy policy](#)) *

kieran.flanagan@gmail.com

Website URL *

http://www.thisisnotalead.com

Employees *

1

Are you a marketing agency? *

Yes

[Start Your Free Trial](#)

Your consumer has changed,
**Dave is in
control.**

HOW CAN YOU
DO MARKETING
THAT **DAVE** WILL
LOVE?



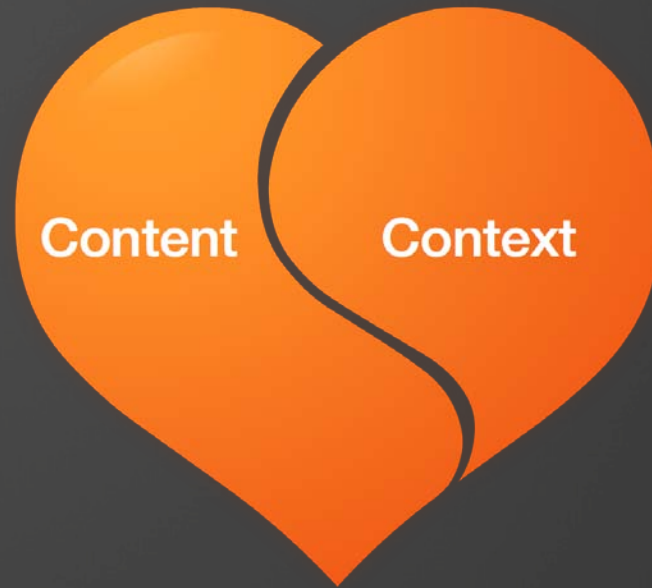
“

**Inbound Marketing
is the art of
creating persona
driven marketing.**

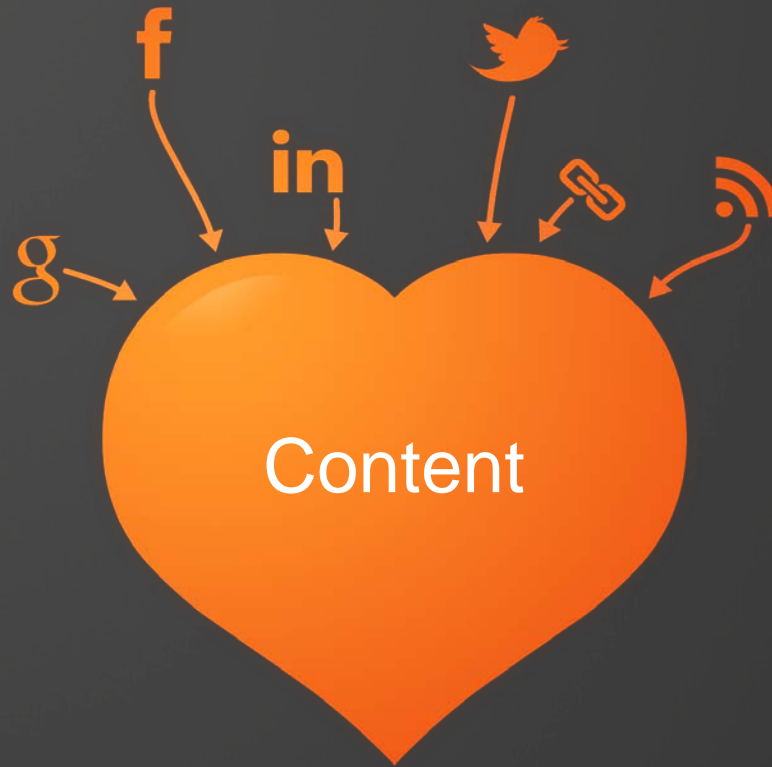
”



@Searchbrat



**INBOUND MARKETING =
CONTENT + CONTEXT.**



**INBOUND MARKETING =
CONTENT + CONTEXT.**

BUILD MARKETING ASSETS.



Blog & eBooks



Tools



Photos



Videos & Podcasts



Presentations



THINK LIKE A MEDIA COMPANY.

IMPACT OF WEBSITE CONTENT ON INBOUND LEADS.

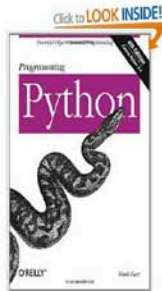


IMPACT OF TOTAL PUBLISHED BLOG POSTS ON INBOUND LEADS.

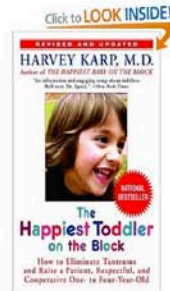




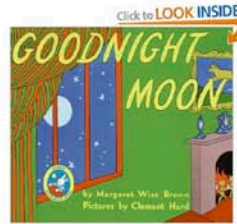
**INBOUND MARKETING
= CONTENT +
CONTEXT.**



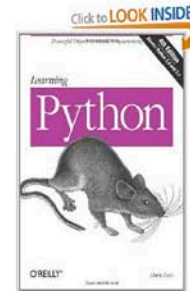
Programming Python
 [Paperback]
 Mark Lutz
 ★★★★★ (499)
 Paperback
 \$27.50 **\$16.11**



The Happiest Toddler on the Block
 Paula Spencer
 ★★★★★ (194)
 Paperback
 \$26.00 **\$16.59**



Goodnight Moon
 Margaret Wise Brown
 ★★★★★ (90)
 Hardcover
 \$49.95 **\$28.00**
 Why recommended?



Learning Python: Powerful
 Object-Oriented
 Programming
 Mark Lutz
 ★★★★★ (344)
 Paperback

> See all recommendations in Books

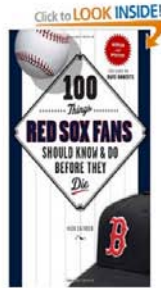
CONTEXT IS PERSONAL.





Click to LOOK INSIDE!

A Long Strange Trip: The Inside History of the Grateful Dead
Dennis McNally
★★★★☆ (499)
Paperback



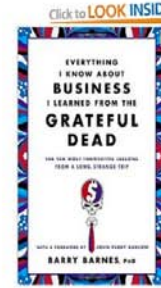
Click to LOOK INSIDE!

100 Things Red Sox Fans Should Know & Do Before They Die
Nick Cafardo
★★★★☆ (194)
Hardcover
~~\$26.00~~ \$16.59
Why recommended?



Click to LOOK INSIDE!

Venture Deals
Brad Feld
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Why recommended?



Click to LOOK INSIDE!


Everything I Know About Business I Learned from the Grateful Dead
Barry Barnes
★★★★☆ (39)
Hardcover

> See all recommendations in Books



NOT ONE SIZE FITS ALL.


Books Page 1 of 10



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Learning Python: Powerful Object-Oriented Programming
Mark Lutz
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Paperback

[See all recommendations in Books](#)



**CONTEXT IS PERSONAL,
NOT ONE SIZE FITS ALL.**



CONTEXT MARKETING W/HUBSPOT.

Complete 360°
View of Contacts

Segmented &
Personalized Email

Dynamic Personalized
Website Calls to Action

Download the Free Template!

Sign Up for the Webinar!

Get Your Free Assessment

Get a Customized Demo!



Let's Discuss your



Inbound Marketing Super Powers



1

KNOW YOUR
BUYER
PERSONAS



.....

Buyer Personas

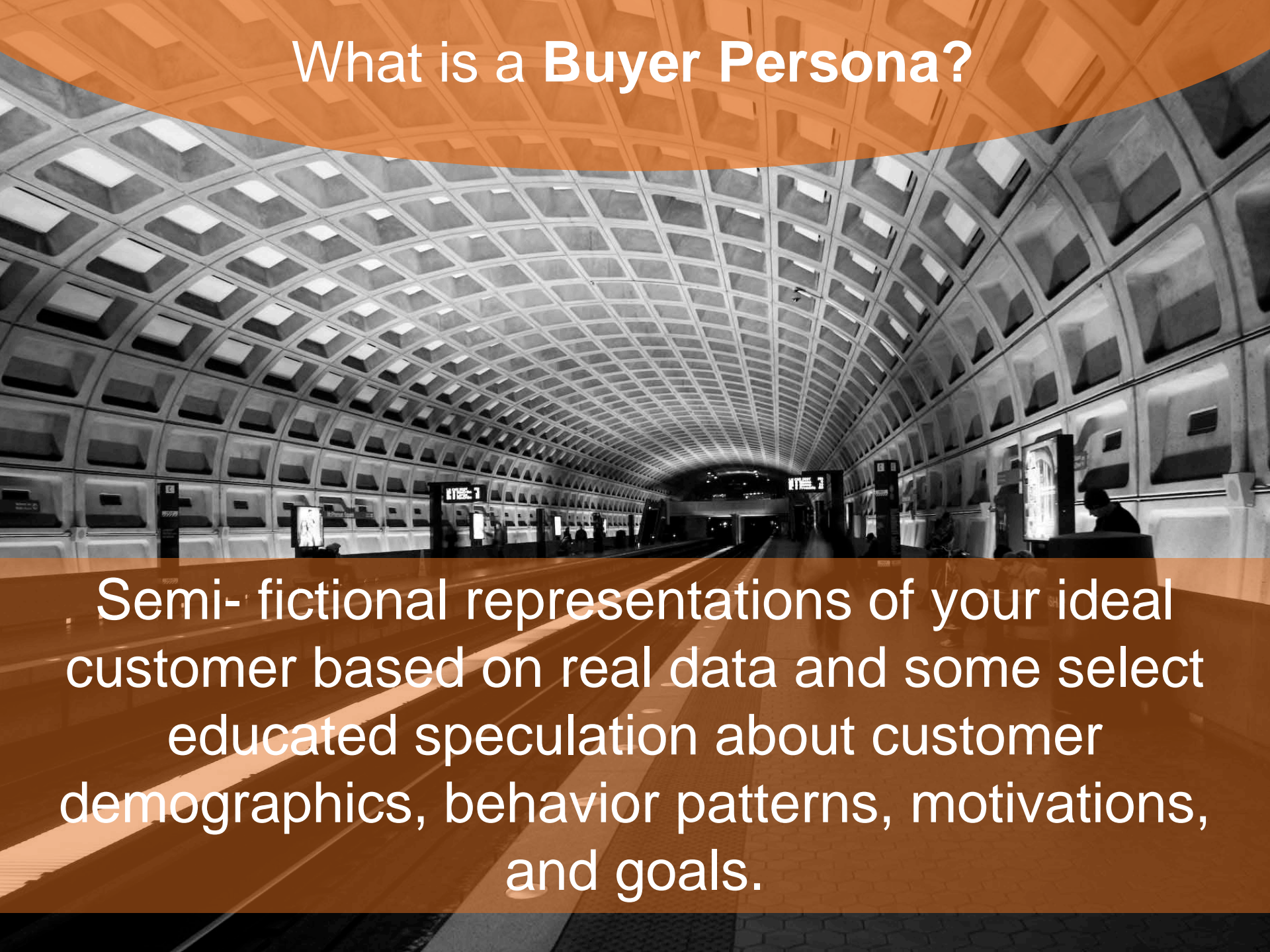
.....

Building Buyer
Personas tell us who
we are creating
content for and **why**
they will buy from us.

What is a Buyer Persona?



What is a Buyer Persona?



Semi-fictional representations of your ideal customer based on real data and some select educated speculation about customer demographics, behavior patterns, motivations, and goals.

MARKETING MARY

- Professional marketer (VP, Director, Manager)
- Mid-sized company (25-200 employees)
- Small marketing team (1-5 people)
- BComm (BU), MBA (Babson)
- 42, Married, 2 Kids (10 and 6)

Goals:

- Support sales with collateral and leads
- Manage company communications
- Build awareness

Challenges:

- Too much to do
- Not sure how to get there
- Marketing tool and channel mess



Loves HubSpot because:

- Easy to use tools that make her life easier
- Learn inbound marketing best practices
- Easier reporting to sales and CEO

1 Researching Your Personas: Know What To Ask.

Persona Profile Checklist

Persona Detail	Questions to Ask
Role	<p>What is your job role? Your title?</p> <p>How is your job measured?</p> <p>What is a typical day?</p> <p>What skills are required?</p> <p>What knowledge and tools do you use?</p> <p>Who do you report to? Who reports to you?</p>
Company	<p>What industry or industries does your company work?</p> <p>What is the size of your company (revenue, employees)?</p>
Goals	<p>What are you responsible for?</p> <p>What does it mean to be successful in your role?</p>
Challenges	<p>What are your biggest challenges?</p>
Watering Holes	<p>How do you learn about new information for your job?</p> <p>What publications or blogs do you read?</p> <p>What associations and social networks do you belong?</p>
Personal Background	<p>Age, Family (married, children), Education</p>
Shopping Preferences	<p>How do you prefer to interact with vendors? (email, phone, in person)</p> <p>Do you use the internet to research vendors or products? If yes, how do you search for information?</p>

2

Researching Your
Personas:

Know Who To Ask.



Interview current
customers

A close-up photograph of a young girl with long brown hair, wearing a wide-brimmed hat and large, ornate, silver-rimmed glasses. She is looking through the left lens, which has a magnifying effect on her eye. Her mouth is slightly open, and she has a curious expression. The background is bright and out of focus, suggesting an outdoor setting. An orange circular graphic is overlaid on the top right of the image, containing the text "Research your customers".

Research your
customers

October

5 Website Visits

4 Syncs

2 List Memberships

All-in-One Marketing Software | Inbound Marketing with HubSpot and 2 other pages

Show Pages Viewed - Sun Oct 7, 2012 at 6:32pm

Standard Page

Page Type

Alpha Software Uses HubSpot Segmentation To Increase Conversions by 143%

Fri Oct 5, 2012 at 2:24pm

Blog Post

Page Type

The Science of Email Marketing - MOFU Campaign

Mon Oct 1, 2012 at 11:58pm

Landing Page

Page Type

Show all 11 interactions from October

September

4 Emails

2 Website Visits

3 List Memberships

[New Ebook] The Internet Marketing Style Guide

Thu Sep 13, 2012 at 9:01am

Opened

[New Ebook] How to Use LinkedIn's NEW Company Pages for Marketing

Tue Sep 11, 2012 at 5:23am

Clicked

[New Webinar] The Science of Facebook Marketing

Tue Sep 4, 2012 at 11:33am

Clicked

Show all 9 interactions from September

August

5 Emails

4 Website Visits

3 Syncs

7 List Memberships

The State of SEO and Internet Marketing in 2012

Mon Aug 27, 2012 at 11:39am

Clicked

[New Template] How to Easily Create Infographics in PowerPoint

Wed Aug 22, 2012 at 6:58am

Clicked

How to Use Pinterest for Business [Complimentary Ebook]

Mon Aug 6, 2012 at 8:38am

Opened

Show all 19 interactions from August

Lead
Intelligence

Form fields

Start Your Free Trial Now

Step 1. Enter your information

First Name *

Last Name *

Email ([privacy policy](#)) (This should be a company email.) *

Phone *

Company *

Great!



Step 2. Provide your URL

HubSpot will analyze your website and provide valuable, custom information for your business.

Company Website *

Step 3. Tell us a bit about your business

Does Your Business Primarily Sell to Other Businesses (B2B) or Consumers (B2C)? *

- Please Select -

Number of Employees *

- Please Select -

Your Role at Company *

- Please Select -

Are you a marketing consultant or agency (primarily providing services such as PR, SEO, Web Design or other e-Marketing)? *

- Please Select -

What is Your Biggest Marketing Challenge?

Start Your Free Trial Now

Woah!

Good to know!

Awesome!



Wow!

Cool!

Yes!



Talk to sales

The biggest problem our prospects have is...





2

.....

Create
Marketing
Assets



“

**Your Marketing
team should be
creating assets that
add real value to
your business**

”



@Searchbrat



HOW DO YOU DEFINE A MARKETING ASSET?

increase
in web
traffic

Social
PR

generates
Inbound
links

generates
leads

creates
sales



ASSETS CAN BE BIG

HubSpot's Marketing Grader BETA

Grade Another Company

74

Overall

www.searchbrat.com

Last updated 3/22/13 – [Update now](#)

Sign Up for Updates

Get updates to your marketing grade in your inbox every Monday morning.

Blog

<http://www.searchbrat.com>

×

RSS Feed

<http://www.searchbrat.com/feed/>

×

Facebook Page

None

×

Twitter

[searchbrat](#)

×

Update & Run Report

[edit](#)

www.searchbrat.com

Top of the Funnel

✓ [Top 3 Action Items](#)

65%

Middle of the Funnel

✓ [Top 3 Action Items](#)

33%

Analytics

✓ [1 Action Item](#)

100%



THEY CAN REALLY IMPACT GROWTH

HubSpot's Marketing Grader BETA

Grade A

74

Overall

www.searchbrat.com

Last updated 3/22/13 – [Update now](#)

Blog

<http://www.searchbrat.com>

×

RSS Feed

<http://www.searchbrat.com/feed/>

×

Facebook Page

None

×

Twitter

searchbrat

×

[Update & Run Report](#)

[edit](#)

Top of the Funnel

✓ [Top 3 Action Items](#)

65%

Middle of the Funnel

✓ [Top 3 Action Items](#)

33%

Analytics

✓ [1 Action Item](#)

100%

Free Interactive Tool
4 million users
Great PR coverage
500,000+ opt-in
emails



Title

How to Survive Google's Pending Panda Update

http://blog.hubspot.com/blog/tabid/6307/bid/34270/How-to-Survive-G

Body

Paragraph B / U [List icons] [Image icon] [Folder icon]



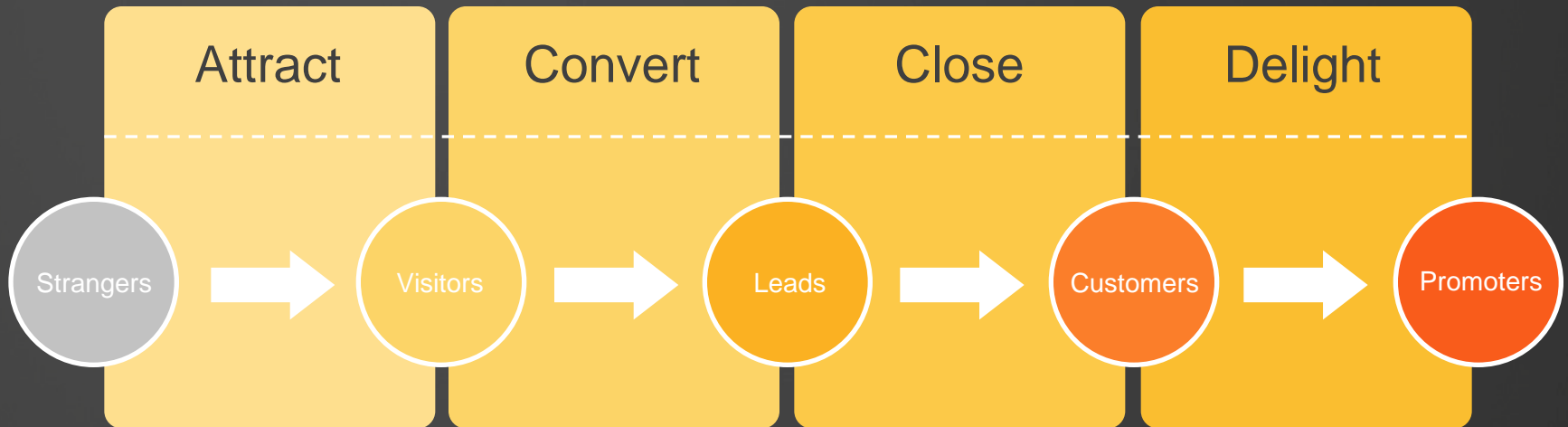
It appears the Google search spam team has a busy year planned. Matt and gave details on what updates they have planned for 2013. And guess both [Google Panda and Penguin this year](#).

Surprised? Probably not. Google's updating their algorithm all the time – of course. What's the result? An unnerving feeling that your [SEO standards](#) up to date, because you're not sure if you are totally up to date on all the

They educate and talk to your customers pain points



TAILORED FOR BUYER PERSONAS



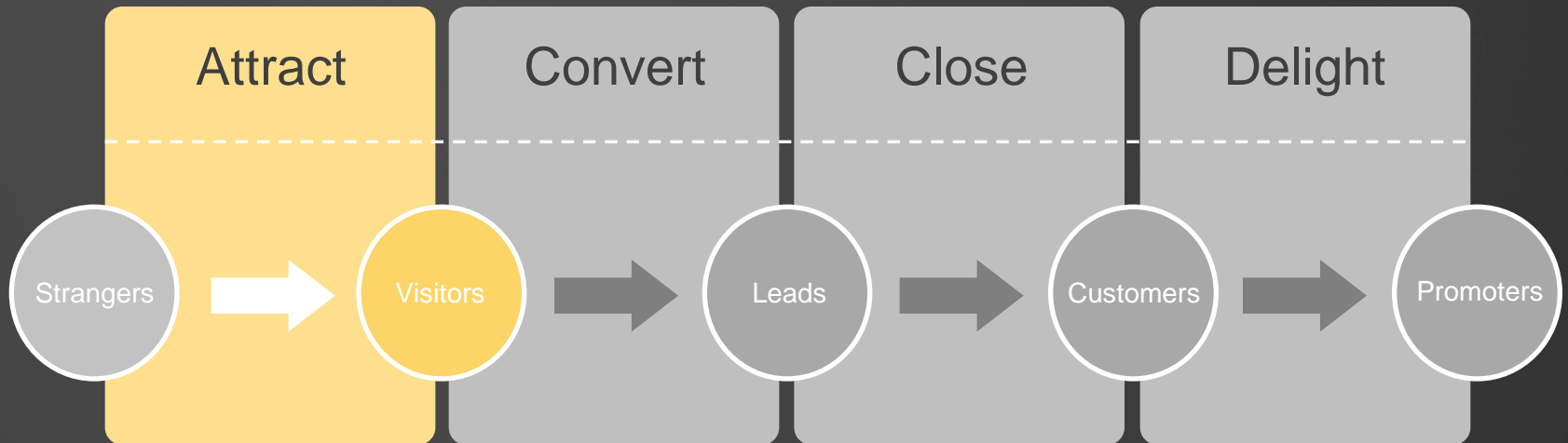
Enterprise Erin



Owner Ollie



ATTRACT QUALIFIED VISITS



Why the Enterprise Should Take a Lean, Process-Based Approach to Marketing

Posted by John McTigue

Tue, Nov 20, 2012 @ 01:00 PM

Comments

INTRODUCTORY

Inbound marketing has reached a tipping point. Today, large organizations are increasing their investments in content-driven lead generation and nurturing activities. While that doesn't mean the basic concepts are changing, it is pushing these strategies and tactics into a new phase, something we're calling "enterprise inbound marketing."

Enterprise inbound marketing addresses the needs of larger companies.

While smaller businesses are primarily focused on brand awareness and search visibility, most enterprises have been building their brand for years and are looking instead to improve the ROI of their marketing efforts. They see content as a key driver of both their lead generation campaigns and their lead nurturing campaigns so they can deliver more -- and better qualified -- leads to their sales teams.

A second differentiator of enterprise inbound marketing is an increased level of review required for an equally increased content production schedule. Legal, sales, product management, and support, all have an



Does Google Hate Small Businesses?

Posted by Corey Erndon

Wed, Nov 28, 2012 @ 08:00 AM

Comments

INTERMEDIATE

Oooh ... provocative, right?

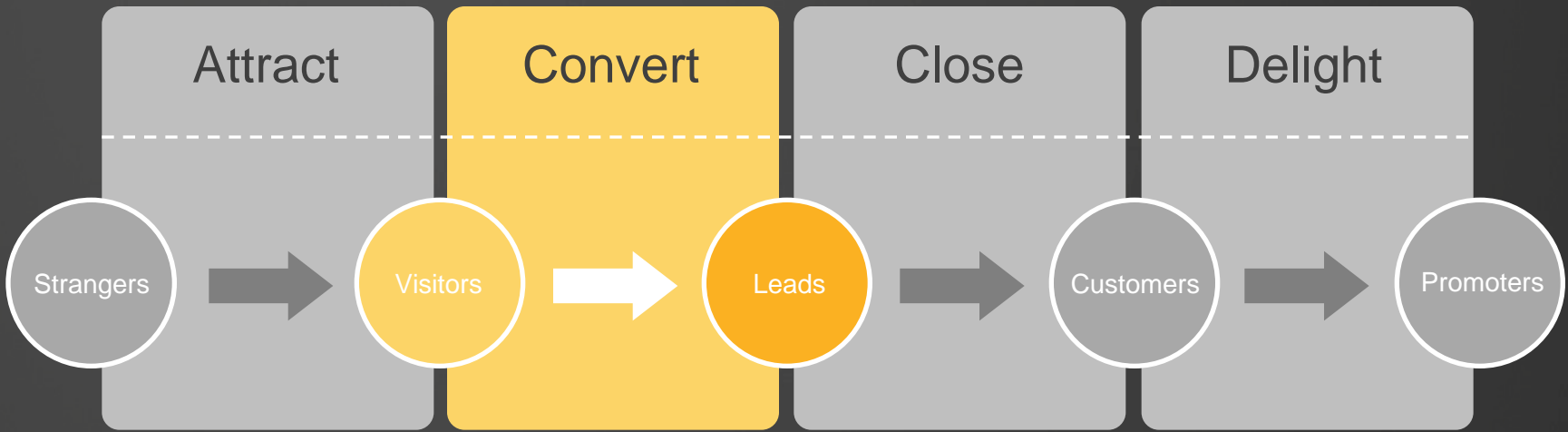
So I don't think Google really "hates" anyone, but I think over the years they've unintentionally made things a little bit more difficult for small business owners. Not because small business owners aren't good marketers, or don't have good marketers on staff -- but because they have fewer resources and less time than companies with large marketing departments. So while Google has continued to improve upon its user experience, in my opinion, those improvements have also put a lot of small business owners at a disadvantage if they don't know how to use Google for marketing.

This isn't to say small businesses should stop focusing on Google as a marketing engine -- it just means they'll have to work a little harder. Here's what I mean when I say Google's makin' it tough for SMBs to succeed there for marketing.

80% of success is showing up ... on Google.



CONVERTS INTO QUALIFIED LEADS



The Executive Guide to Enterprise Inbound Marketing

Strategies, Trends & Best Practices for Today's Enterprise Executive

Chief marketers are more accountable for revenue generation than ever before. Increasing sales-ready leads and ROI - all while aligning sales and marketing functions - is crucial for today's enterprise CMO.

One of the most promising new approaches is **Enterprise Inbound Marketing** - digital marketing techniques and strategies to attract more qualified prospects and convert them into sales-ready opportunities.

Download this 11-page guide to learn:

- Biggest challenges for today's CMO
- An overview to Enterprise Inbound Marketing
- Strategies, processes and tools
- Best practices for Persona Development, Lead Generation & Nurturing, Sales & Marketing Alignment and more



Download This Free Guide:

First Name *

Last Name *

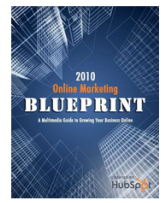
Biggest Marketing Challenge

Please have someone call me about HubSpot's software.

[Download Guide Now](#)



Multimedia Guide to Growing Your Business Online



Four Small Businesses Share Their Social Media Secrets



Special Kit: Online Marketing for Small Businesses

Dig in to some of HubSpot's best tutorials to help you successfully use online and inbound marketing tools to generate leads and sales for your small business. This Small Business Kit includes:

- **Video:** How to Grow Your Business Online
- **Video:** Small Business Guide to Social Media Marketing
- **How-To Report:** 2010 Online Marketing Blueprint: A Multimedia Guide to Growing Your Business Online
- **Report:** Small Business Social Media Marketing Case Studies
- **Bonus Video!** Website Redesign for 2011



Download the Small Business Marketing Kit

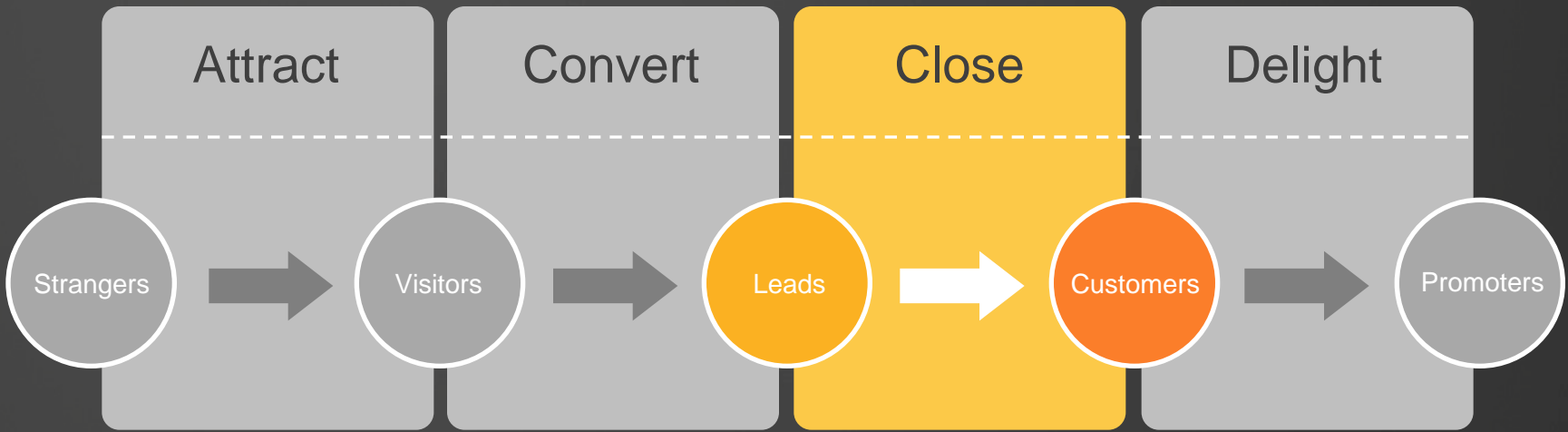
First Name *

Last Name *

Email ([privacy policy](#)) *



CLOSES ACTUAL SALES



Nurture Your Leads More Intelligently with HubSpot

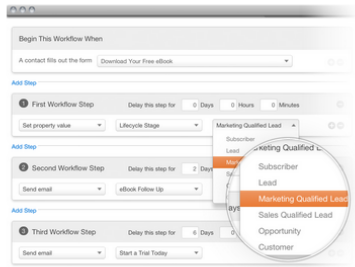
Marketing automation is better when it's smarter.

As a marketer, your most valuable asset is your marketing database. **But your database is only as powerful as you make it.**

HubSpot's software makes it easy to build targeted segments and workflows based on your prospects' contact information, lifecycle stage, and behavior -- which lets you focus on *their* needs, and nurture them more effectively.

Get a free demonstration of HubSpot's tools to learn how you can:

- **Nurture Your Leads:** Automatically trigger timed follow-up emails based on your leads' behavior.



Request a Free Demo:

First Name *

Last Name *

Email *

Website *

When are you available for a demonstration? *

[Show Me HubSpot!](#)



[Exclusive Webinar] How to Grow Your Business in 2013

An exclusive webinar series from HubSpot, focused on Goal Setting, Marketing Planning and Small Business Growth.

Generating a steady flow of new leads and prospects from the web is mission critical for any small business trying to grow. Having potential buyers find *you* instead of the competition will help your business drive sales. Optimize your site and position your business for success in 2013 by setting goals and mapping out an actionable marketing plan to achieve them.

During this exclusive webinar series you will learn how to:

- Define a sales and marketing goal and plan to achieve that goal
- Gain quantitative insight into how your business is currently performing
- Learn actionable to-dos to grow your sales and marketing efforts in the next 6-12 months

Block Off these Dates and Register!

1. **First Webinar: Growing Your Small Business This Year**
 > Tuesday, March 19, 2013 @ 1pm ET / 10am PST
2. **Attend the second webinar: Leveraging Marketing to Grow Your Business**
 > Wednesday, March 20, 2013 @ 1pm ET / 10am PST



(Can't attend live? No problem! Sign up now and we'll email you the webinar recording and session materials)

Register for the Series!

First Name *

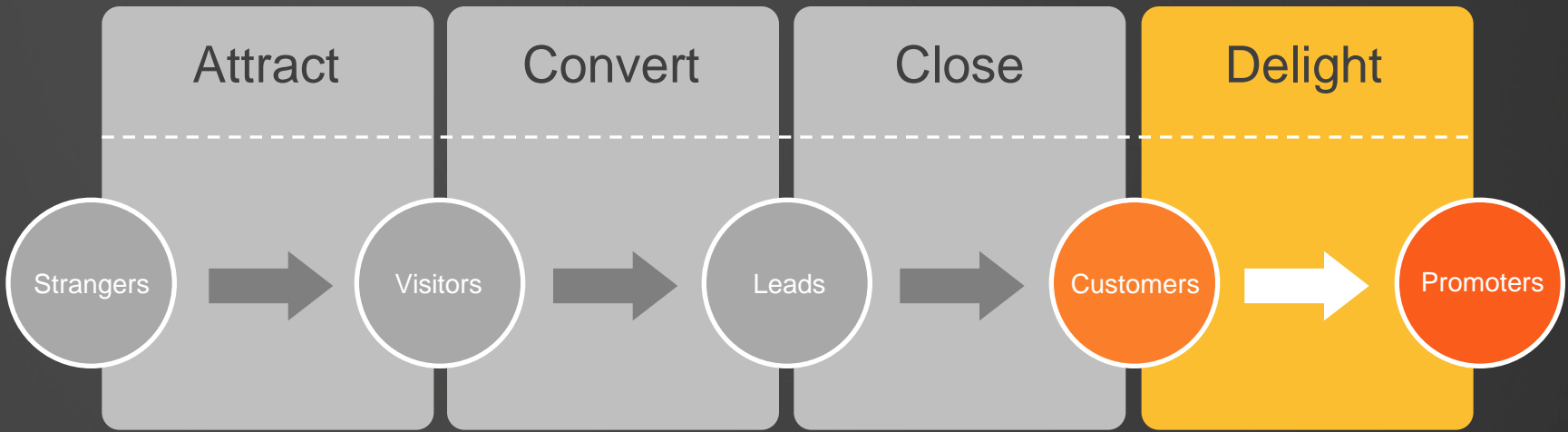
Last Name *

Email (privacy policy) *

[Register Now!](#)










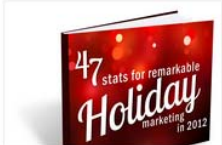
DELIGHTS YOUR CUSTOMERS



Marketing Library All of HubSpot's marketing content, in one place.

Inbound Marketing

Sorted by:

 <p>7 Things a Marketing Agency from the Future Would Never Do... Ebook</p>	 <p>Clipboard Checklist Worksheet</p>	 <p>The Ultimate Guide of Online Agency Tools Ebook</p>	 <p>20 Marketing Trends & Predictions for 2013 & Beyond Ebook</p>
 <p>Inbound Marketers Unite: Let's Work Together to Help...</p>	 <p>10 Useless Things to Cut From Your Marketing</p>	 <p>Determine Your 2013 Marketing Goals</p>	 <p>47 Stats for Remarkable Holiday Marketing in 2012</p>



ASSETS MEAN YOU OWN YOUR MARKETING

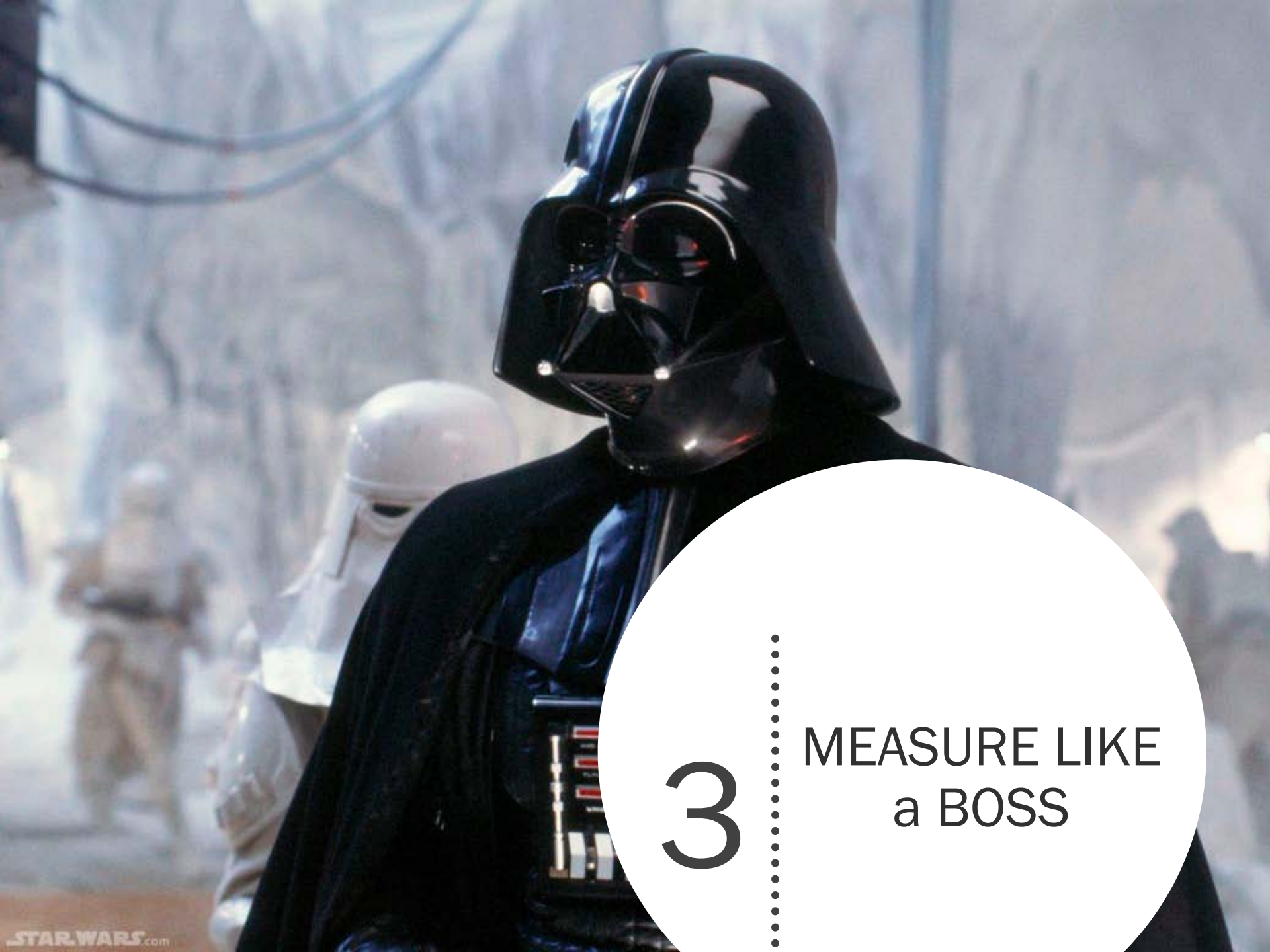


Vs

70%

of our blog
leads are from
OLD articles

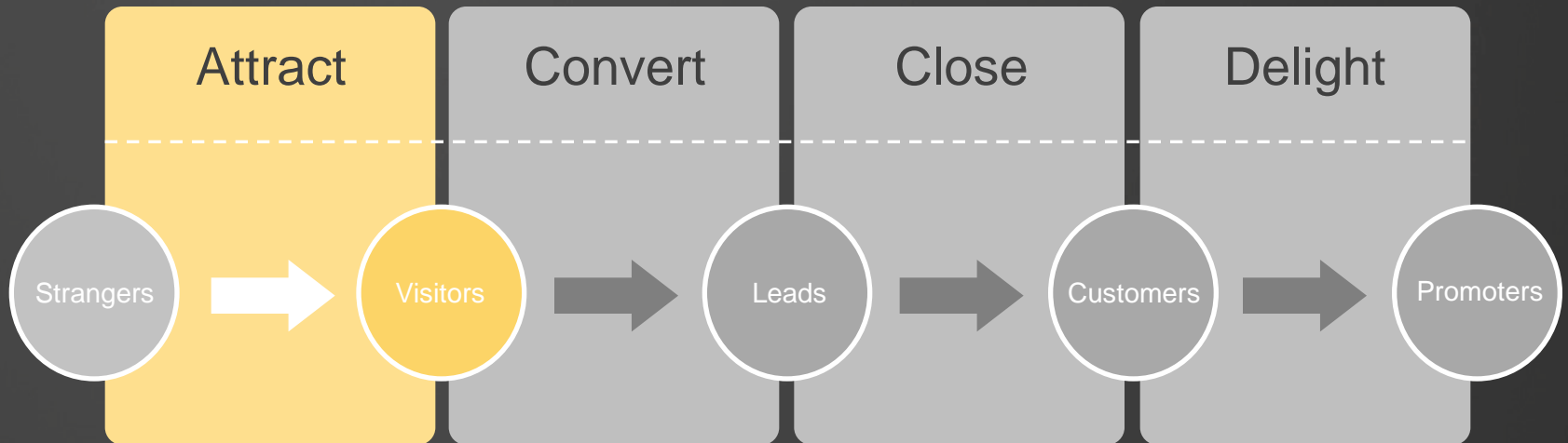




3

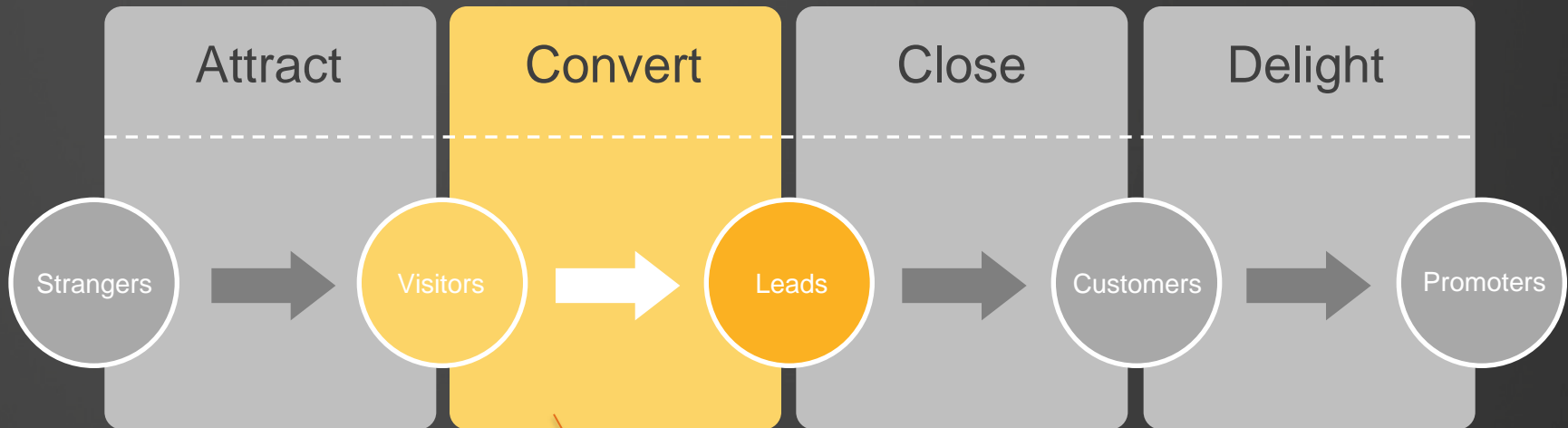
MEASURE LIKE
a BOSS

ATTRACT MEASUREMENT



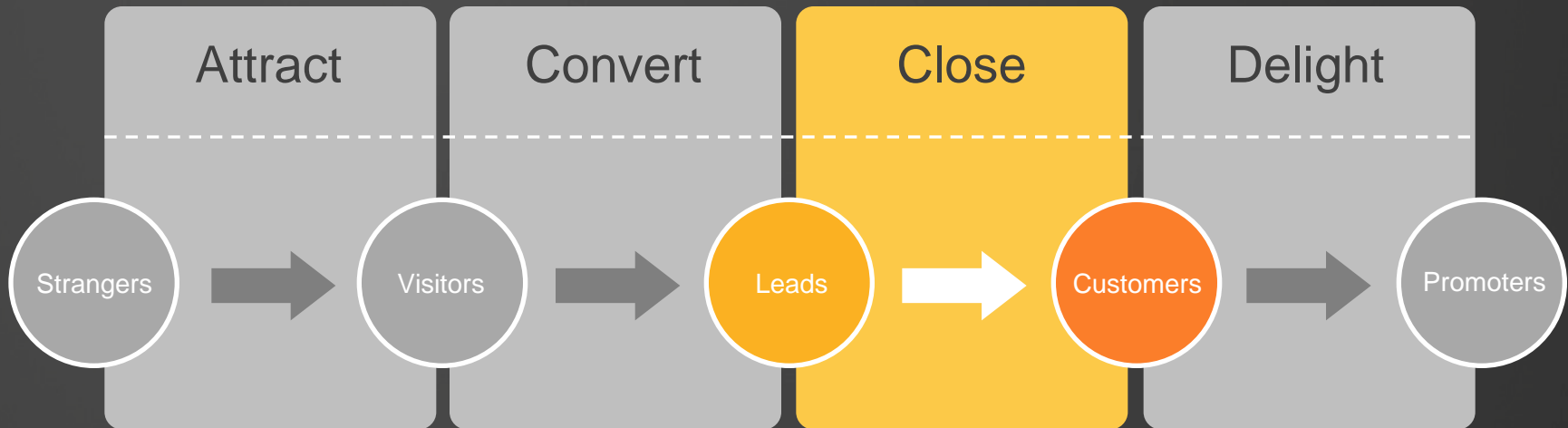
- Number of Visits it's attracting
- Next Step CTA %

CONVERT MEASUREMENT



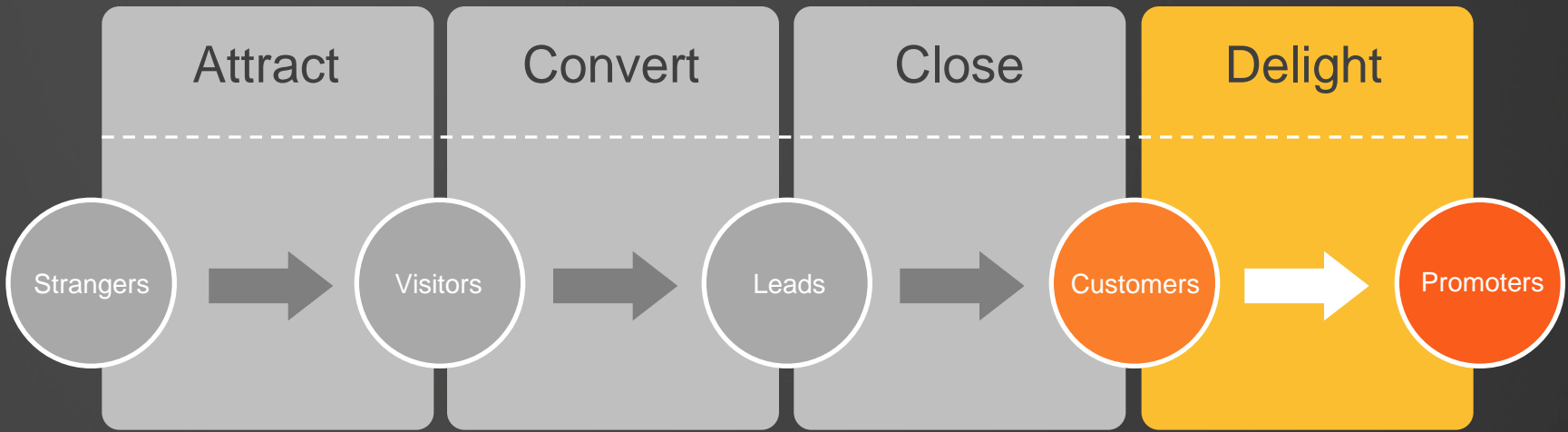
- Number of Submissions
- Submission %
- % New Contacts
- New Opportunities

CLOSE MEASUREMENT



- Number of Customers Created

DELIGHT MEASUREMENT



- NPS Score

Visits 25,199

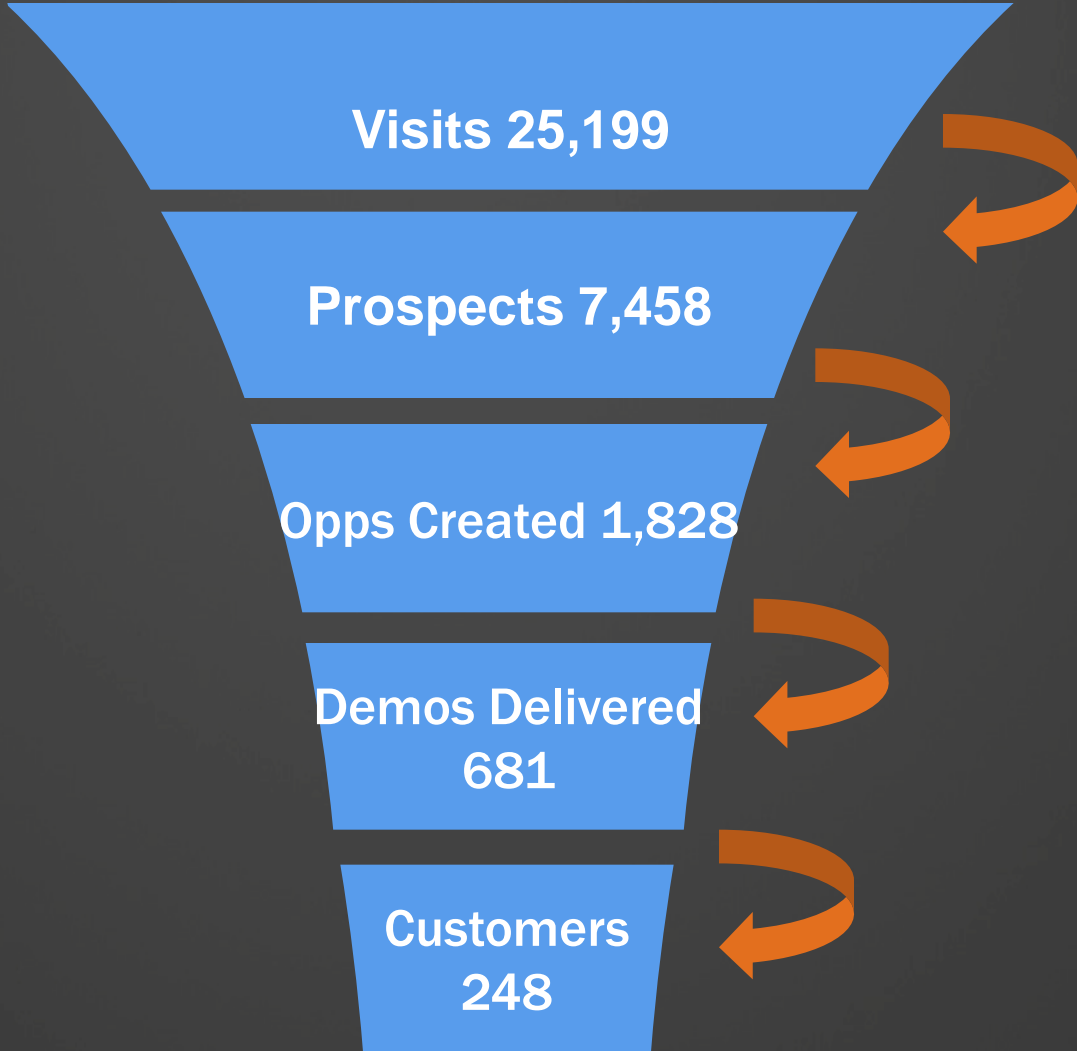
Prospects 7,458

Opps Created 1,828

Demos Delivered
681

Customers
248

**KNOW HOW
YOU ARE
PERFORMING
ACROSS THE
ENTIRE FUNNEL**



Align Your Marketing & Sales



Demo



Trial

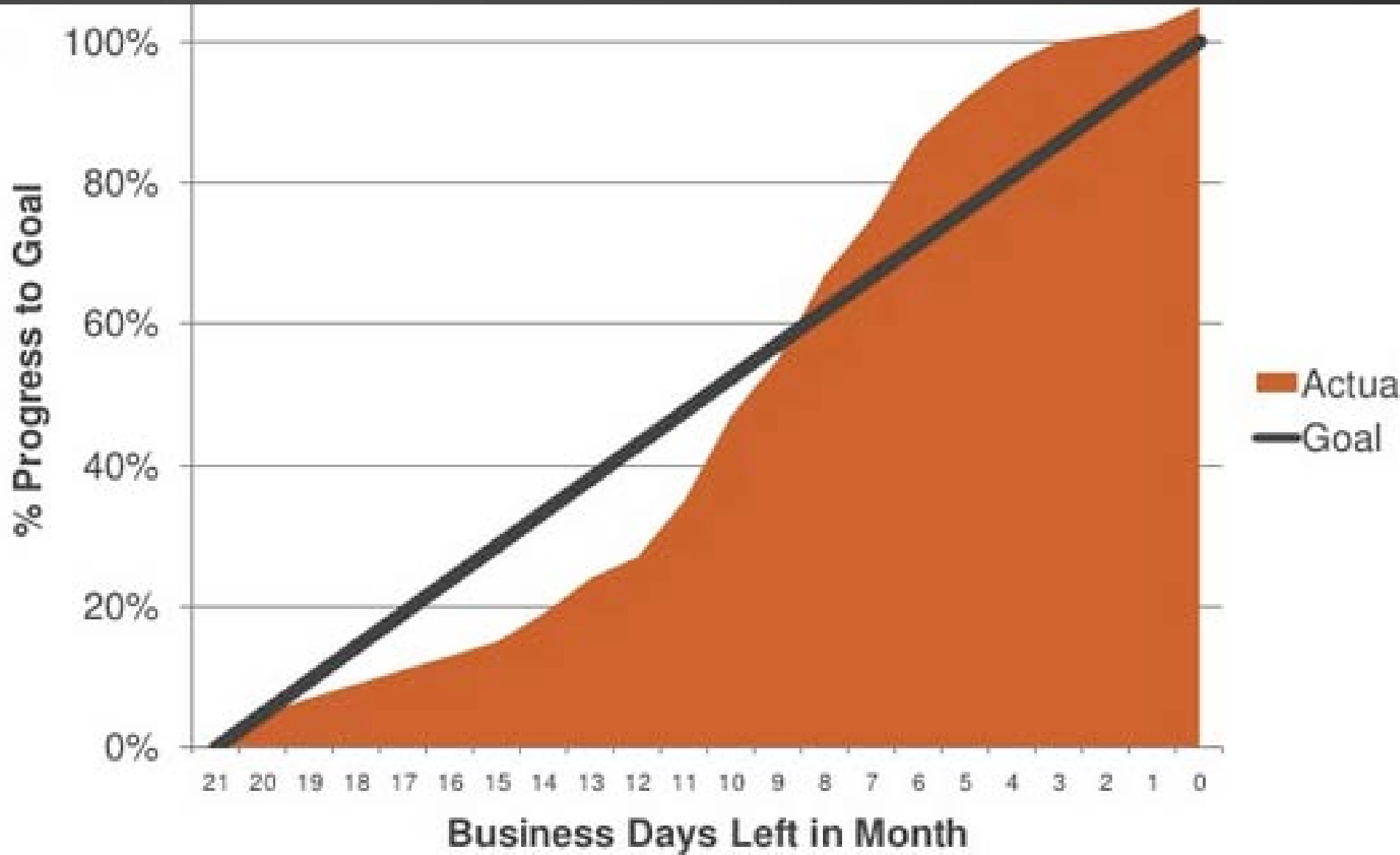


Contact
Sales



IMA

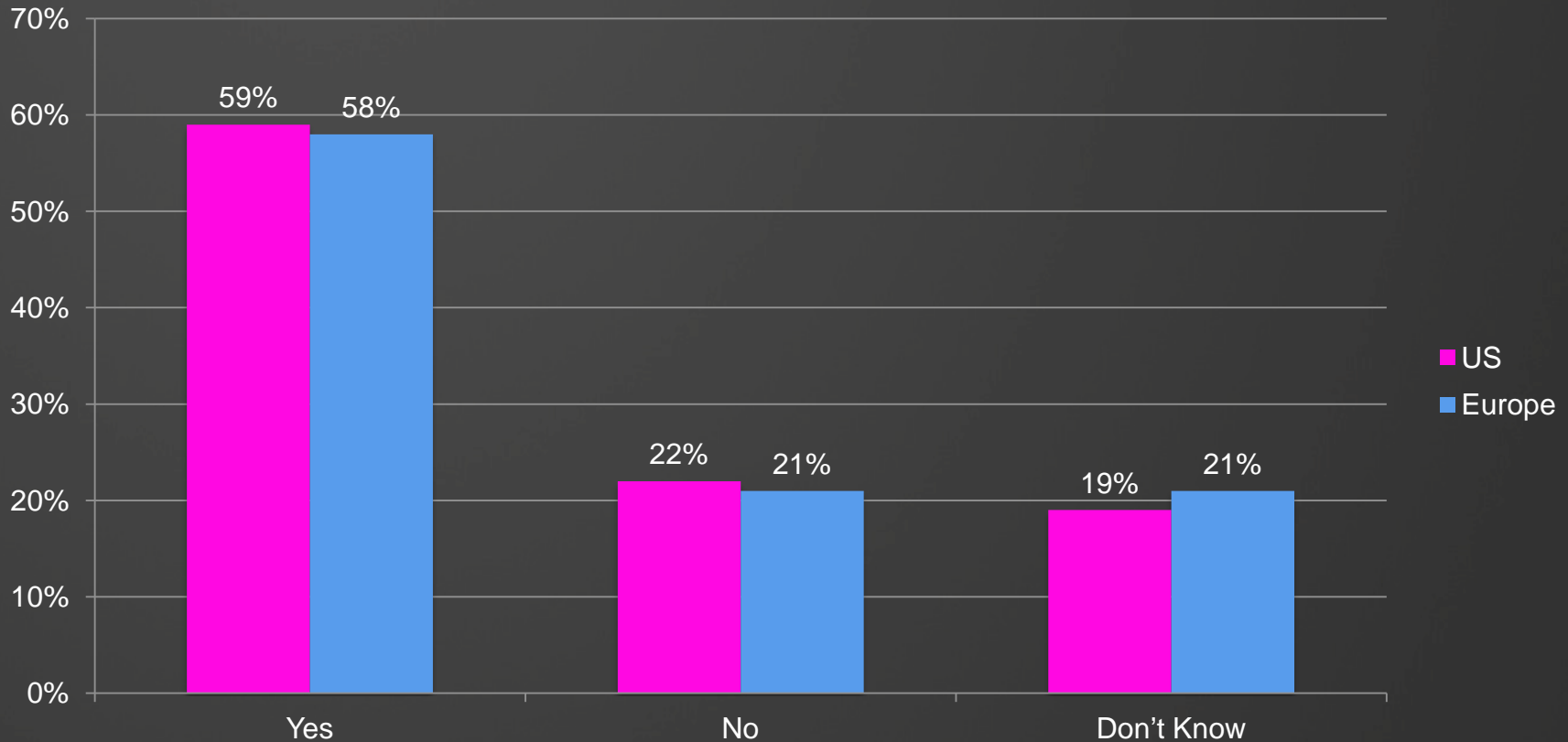
Measure daily, Evolve Fast



**WHAT ABOUT
EUROPE?.**

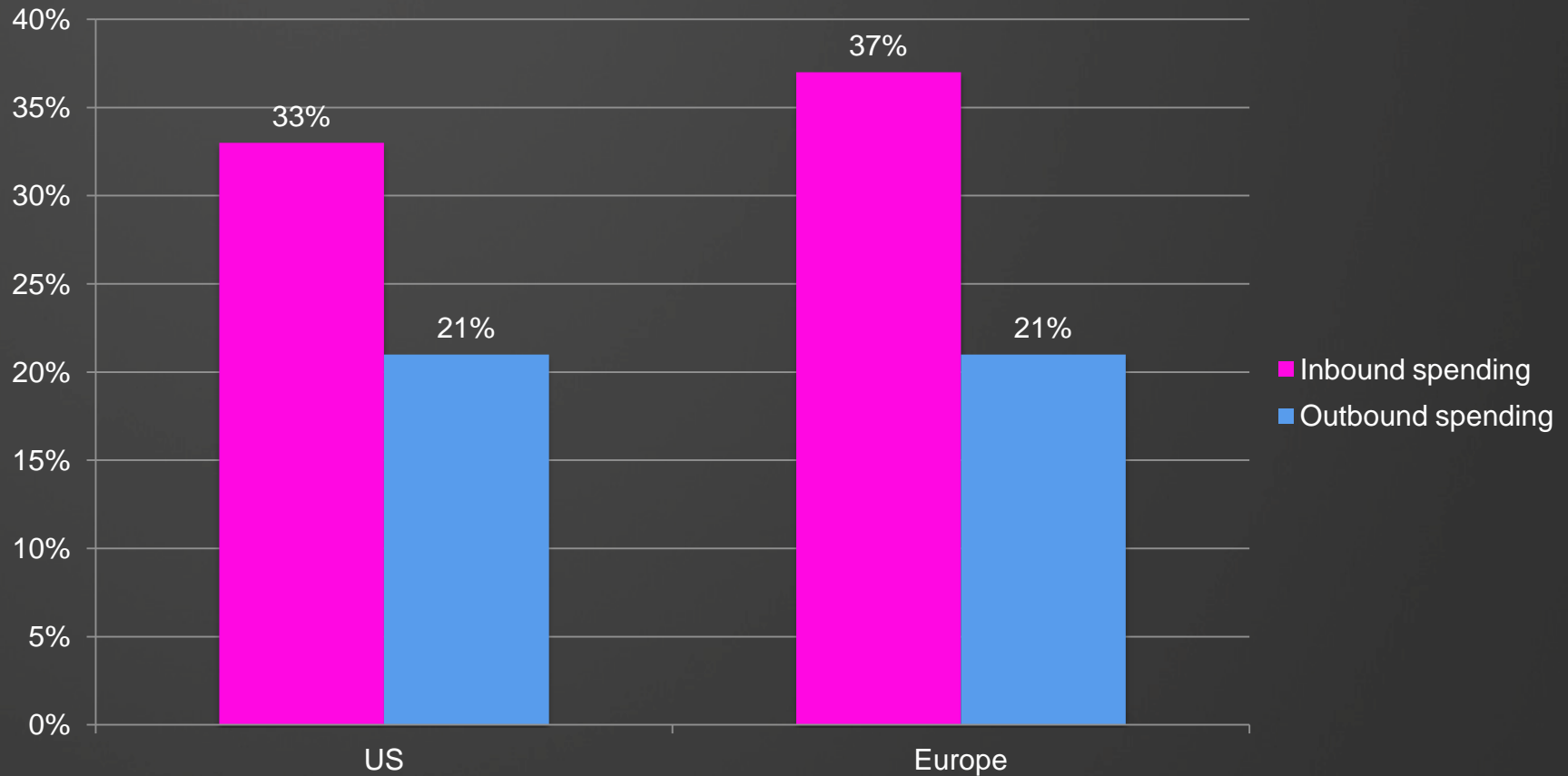
Inbound Marketing Reaches Majority Adoption in Europe

58% of European marketers implemented inbound marketing strategies for 2013.



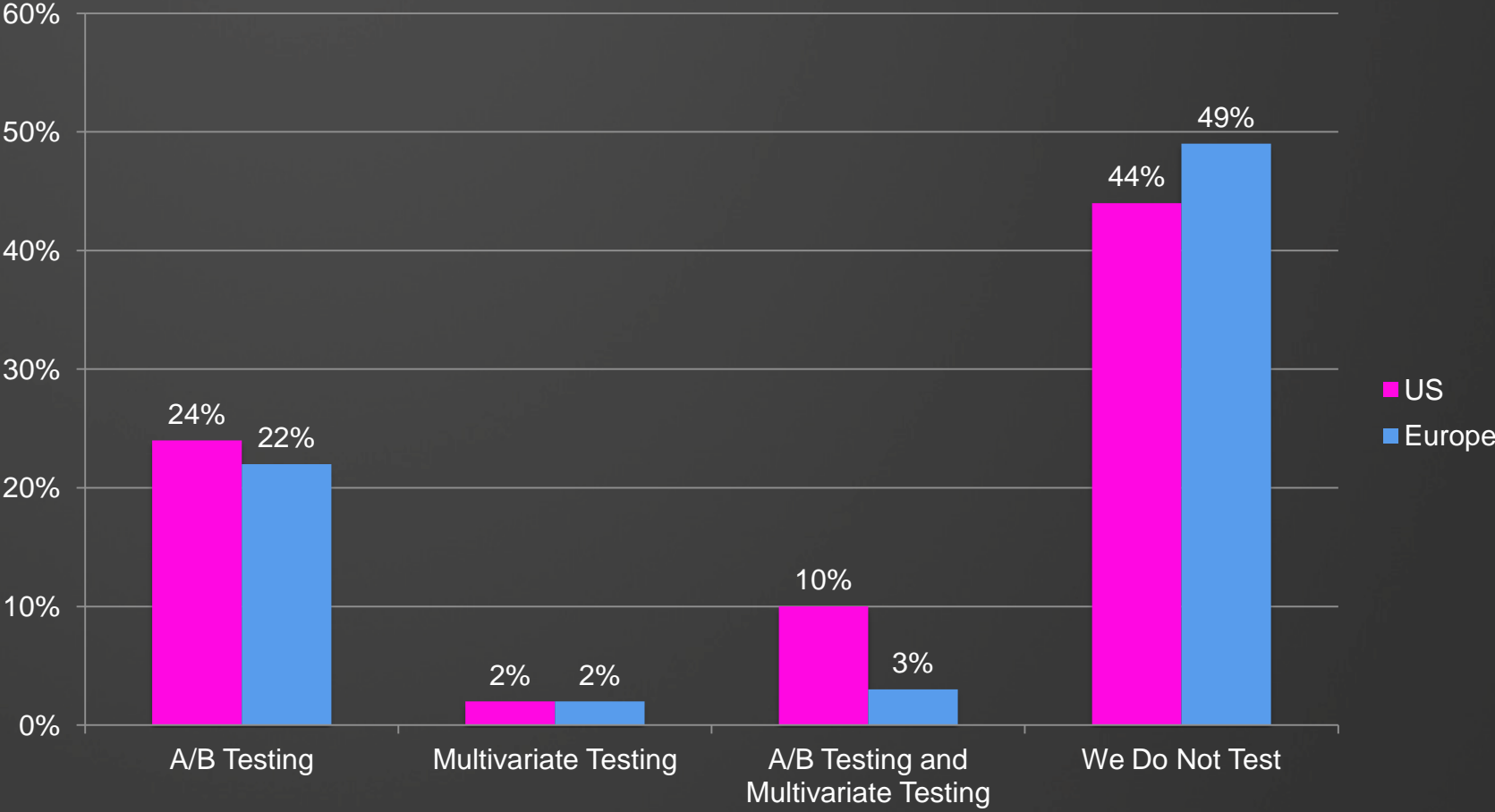
European Inbound Marketing Spending Outpaces Outbound

European marketers spend 76% more on inbound efforts than outbound.



Few European Marketers Make Testing Central to their Inbound Strategy

Nearly half of European marketers do not test their inbound efforts.



Questions ?

