

THE POWER OF  
MARKETING  
AUTOMATION IN AN

inbound  
WORLD

NEDMA  
Marketing Technology Summit  
Oct 1<sup>st</sup> Boston, MA



Nick  
Salvatoriello  
.....

@nicksalinbound

Customer Training Team  
@HubSpot

HubSpot  
Academy 

> [nicksalinbound.com](https://nicksalinbound.com)

> [academy.hubspot.com](https://academy.hubspot.com)

**#HUBSPOTTING**

# THE ROADMAP

- 1 Why are we here?
- 2 How does this work?
- 3 Case studies of inbound in action
- 4 FREE STUFF to help you get started



# 1 WHY ARE WE HERE?

# The way buyers discover & research products has fundamentally changed



44% of direct mail is never opened



86% skip TV commercials



91% unsubscribe from emails



200million say “Do Not Call”

“

Search engines, blogging & other Internet trends have **fundamentally transformed** the way people & businesses purchase products, but most small businesses still use outdated & inefficient marketing methods—like print advertising, telemarketing & trade shows—that people increasingly find intrusive & screen out.”

*Brian Halligan*

*Co-Founder and CEO*

*HubSpot Inc.*

84% of 25-34 year-olds have left  
a favorite website because of  
**intrusive or irrelevant** advertising.

# 57%

Of a prospect's buying decision is complete before that prospect's first contact with the supplier.

Source: *Conference Executive Board: Marketing Leadership Council Research, Sales Leadership Council Research*

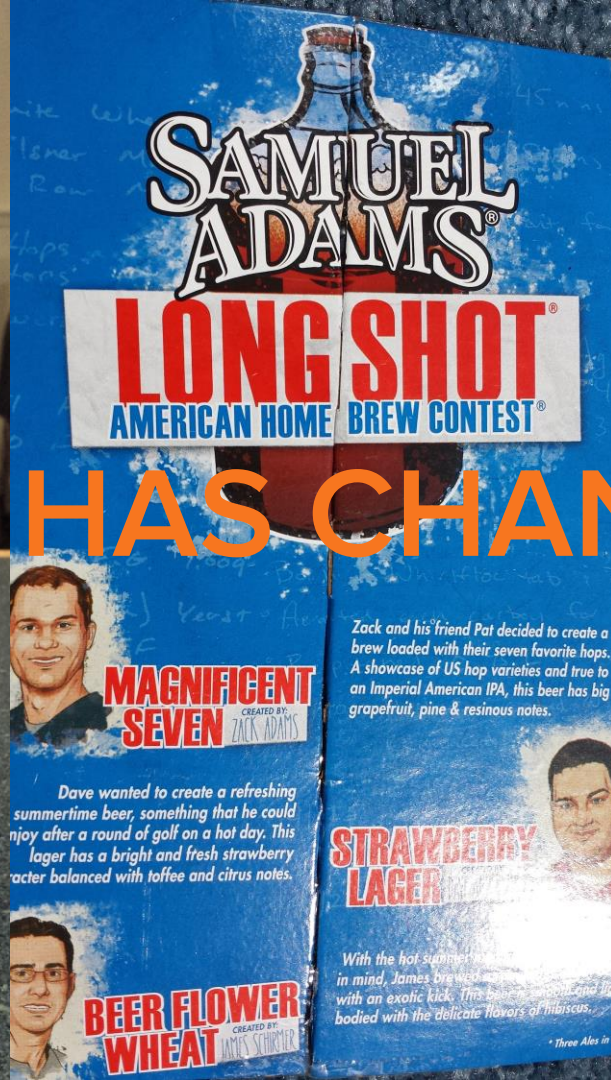


**Audiences everywhere are tough. They don't have time to be bored or brow beaten by orthodox, old-fashioned advertising.**

**We need to stop interrupting what people are interested in & **be** what people are interested in.”**

CRAIG DAVIS  
CHIEF CREATIVE OFFICER, WORLDWIDE  
J. WALTER THOMPSON (WORLD'S 4TH LARGEST AD AGENCY)

# THE WORLD HAS CHANGED



# HOMEBREW CONTEST

In 1984, Jim Koch, founder and brewer of Samuel Adams beers, brewed his first batch of Samuel Adams Boston Lager in his kitchen. Now you can follow in Jim's footsteps and have your homebrew nationally distributed.

[HOME](#) / [LONGSHOT](#)

## ENTRIES DUE MAY 10 - 24, 2013



**FIND A SAM NEAR YOU**



1. Welcome NM.mov



2. Equipment NM.mov



3. Ingredients NM.mov



4. Recipes NM.mov



**MAKE A BEER FLIGHT**

## BREWER LOGIN

Have an Account? Log in here

[Forgot your password?](#)

**LOGIN**

**Not A Member?**

Create an account to enter a Contest



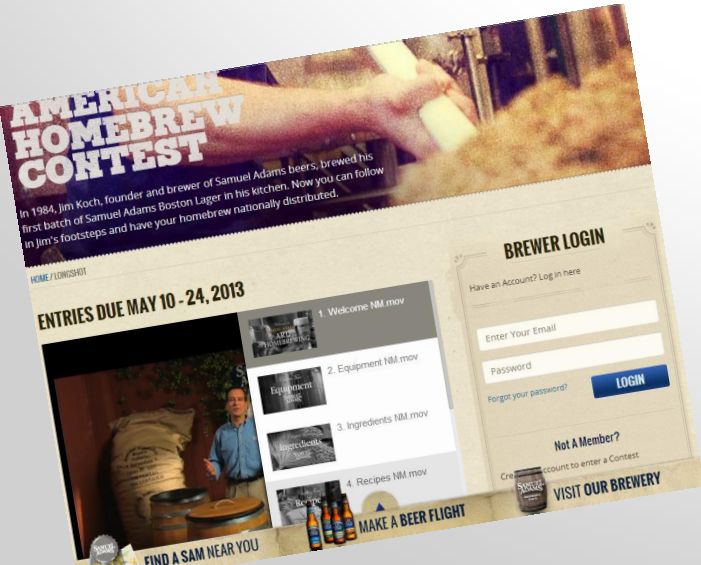
**VISIT OUR BREWERY**



0:25 / 0:25



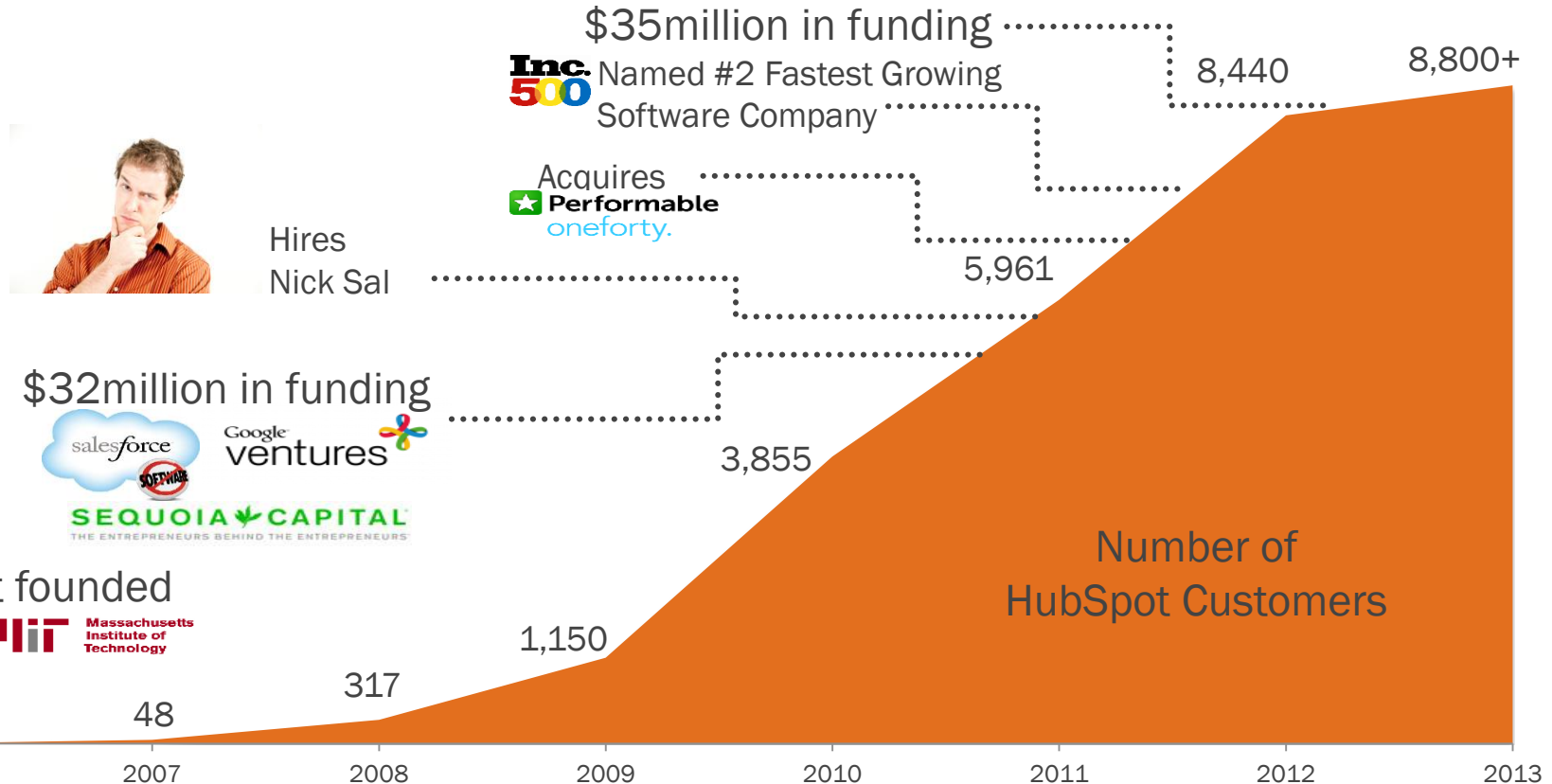
# CO-CREATE MARKETING STARRING THE CUSTOMER, AND EVERYBODY WINS



1.5 “Yeah but...why is NICK  
here?”



# A brief history on HubSpot







# INB UND EXPERIENCE

INBOUND  
MARKETING

INBOUND  
SALES

INBOUND  
SERVICE

HubSpot  
Academy









# HUBSPOT PARTNER HUBSPOT PARTNER BROADCAST.

September 19<sup>th</sup>, 2013



Partner Success Story:  
HOW TO MARKET  
SMARTER WITH SOCIAL

@alanperlman

@nicksalinbound

@albiedrzycki

#HubSpotting

## 2 HOW DOES IT WORK?

# INBOUND MARKETING:



CONTENT + CONTEXT

# (THE GOOD KIND OF MARKETING AUTOMATION)

Personalized emails  improve click-through rates by **14%** and conversion rates by 10%.

SOURCE: [ABERDEEN GROUP](#)

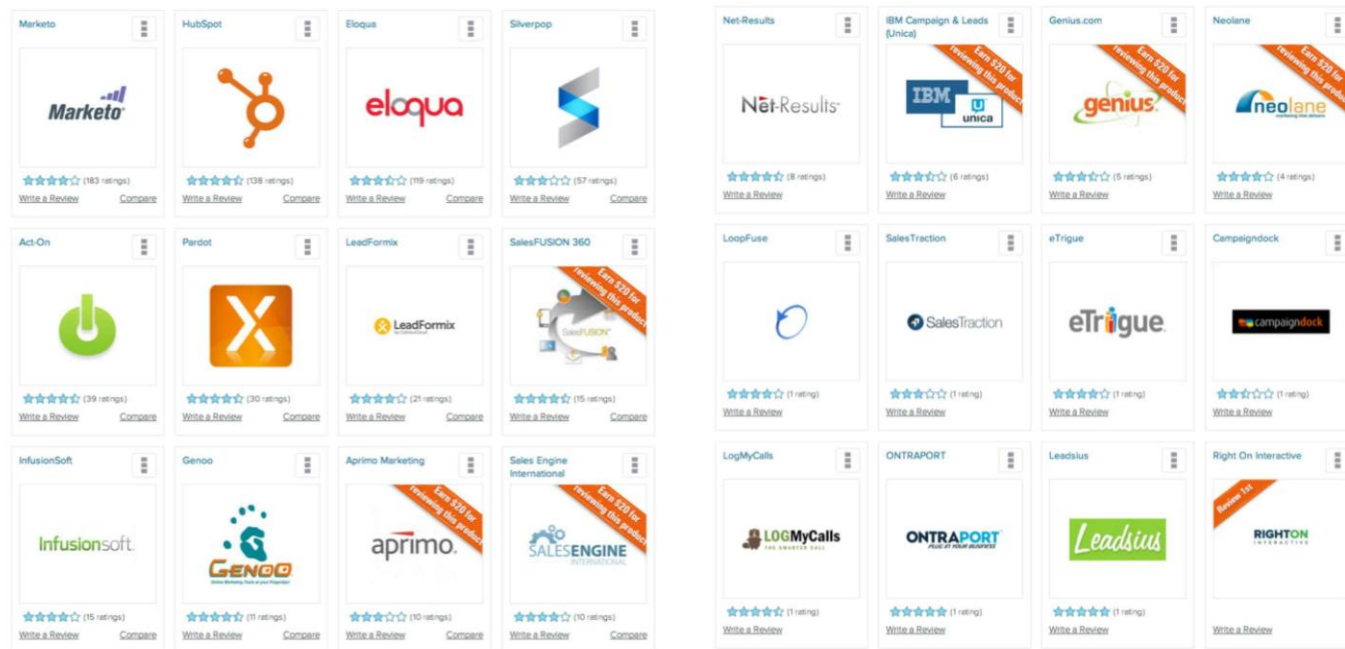
Relevant emails drive **18X** more revenue 

SOURCE: [JUPITER RESEARCH](#)

Nurtured leads make **47%** larger purchases 

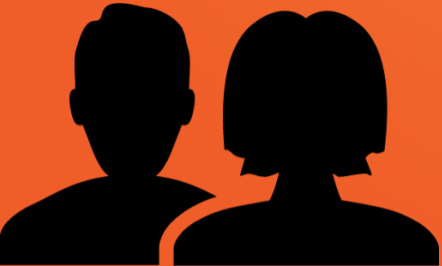
SOURCE: [THE ANNUITAS GROUP](#)

# Most Popular Marketing Automation Suite Vendors\*

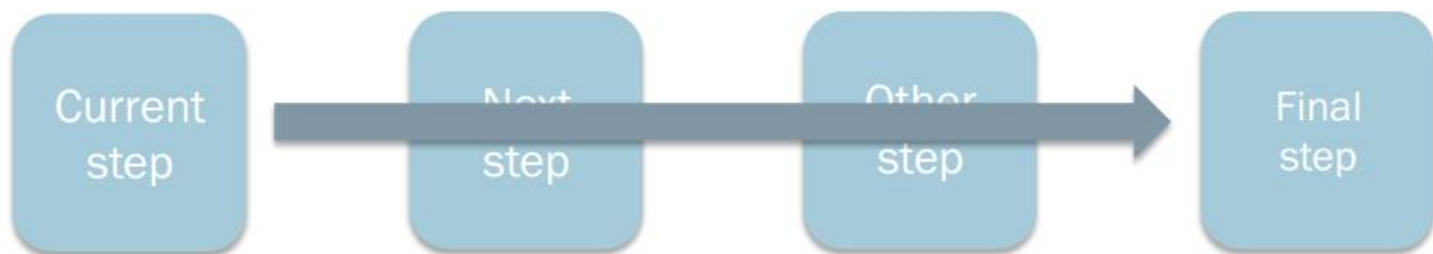


\* 12 Most popular Marketing Automation products in each category shown on this slide based on G2 Crowd user feedback. For more go to [www.g2crowd.com](http://www.g2crowd.com)

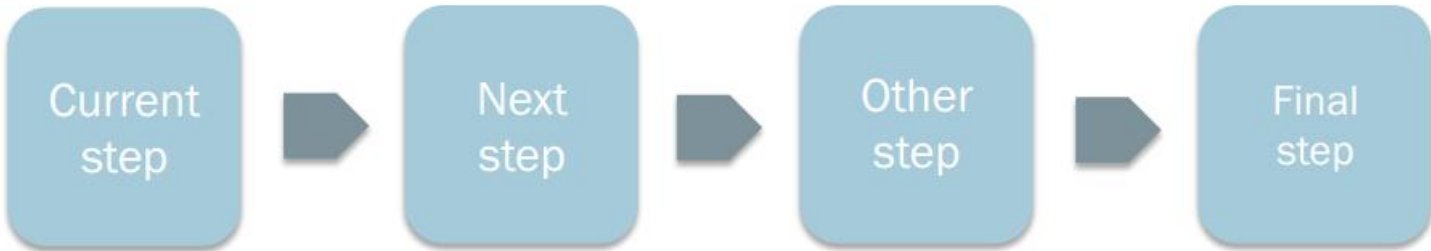
**WHAT'S THE  
GOLDEN RULE?**



# What we want people to do.



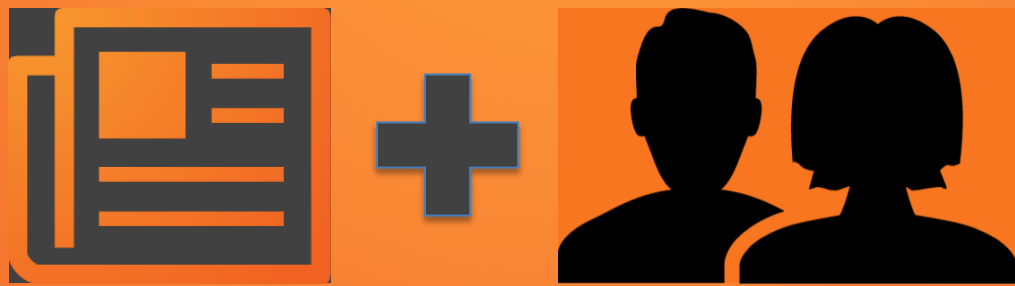
# What people need to do.



**In other words, we need a plan.**

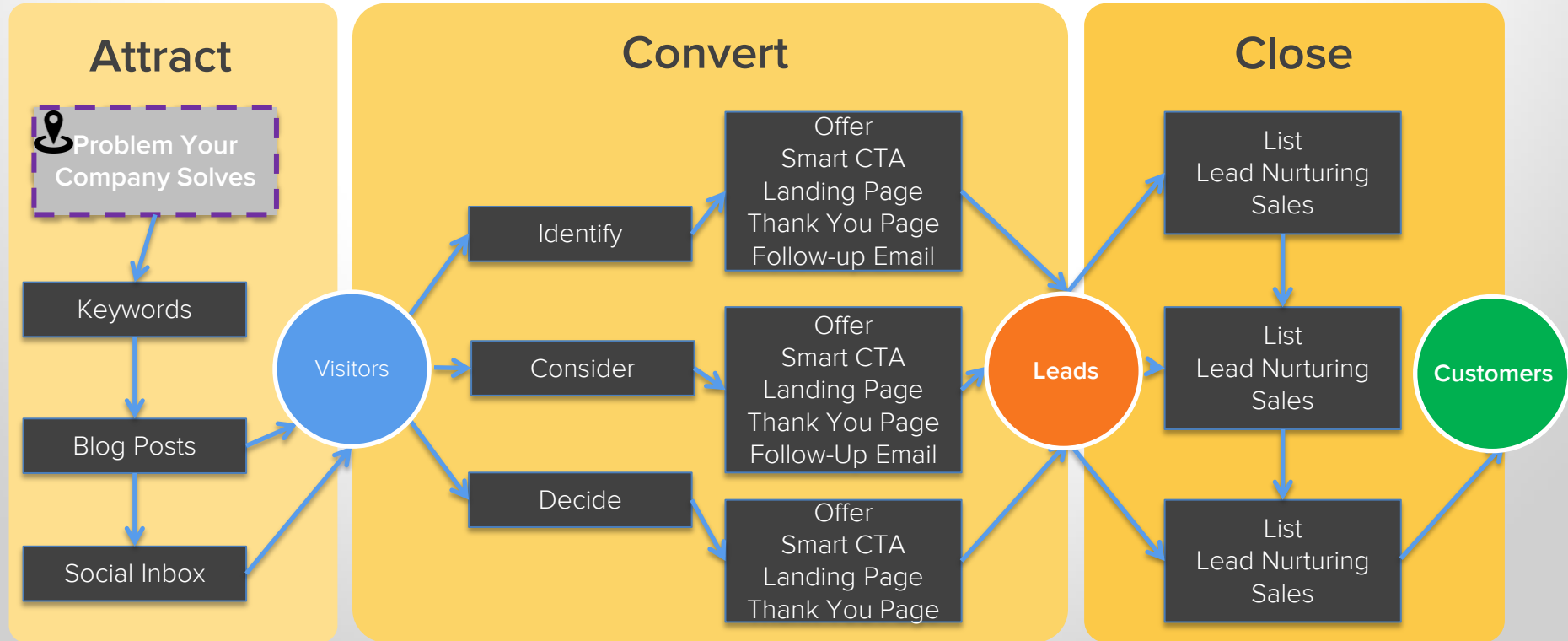
# Inbound Methodology





**BUILDING THE CONTENT +  
CONTEXT MACHINE**

# MODEL OF BUYER'S JOURNEY THROUGH INBOUND



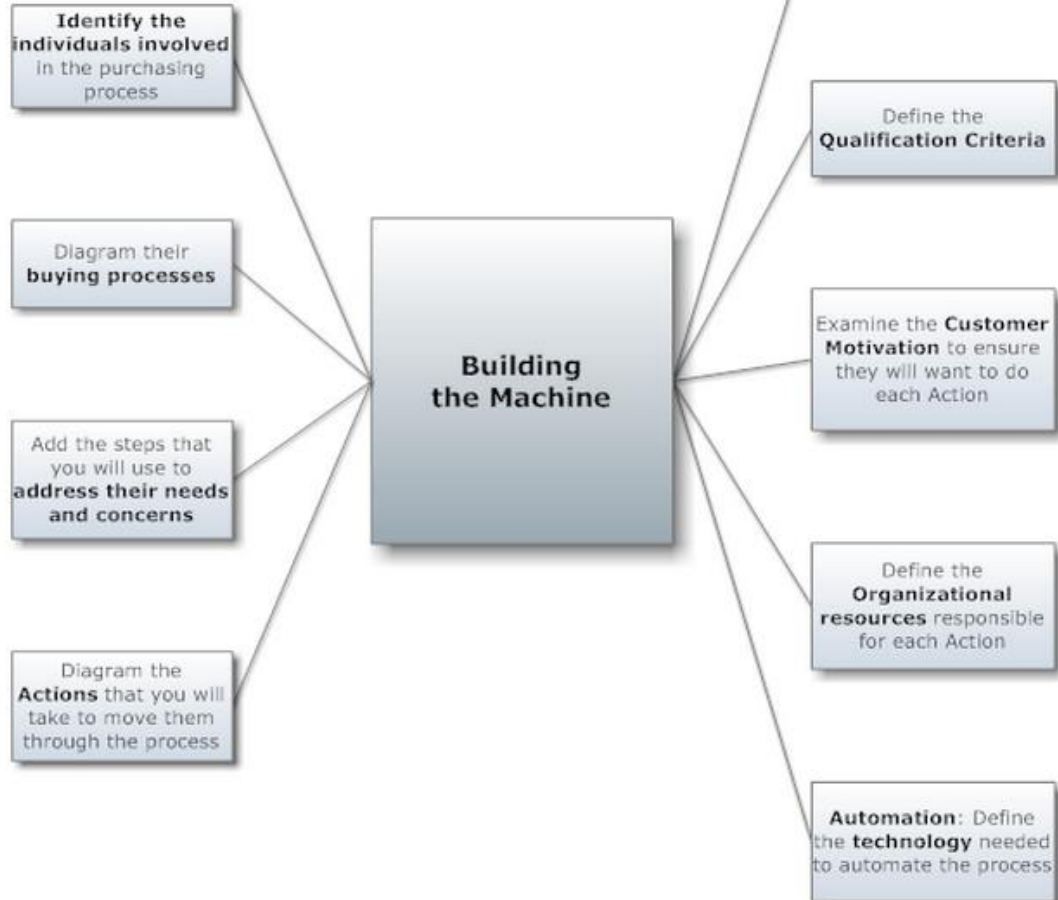
# for Entrepreneurs

Expertise, Wisdom and Resources for Startups and Entrepreneurs



## About the author, David Skok

David is a five time serial entrepreneur turned VC, at Matrix Partners



# Identifying Personas with Data



Sam the  
Sales Guy

- **Role** = Sales
- **Level** = Individual Contributor
- **Primary Goal** = New Business
- **Viewed Content On** = prospecting best practices



Cindy the  
CEO

- **Role** = CEO
- **Level** = C-Level
- **Company Size** = 10-50 employees
- **Viewed Content On** = scaling a sales organization

# Aligning Content with Personas



Sam the  
Sales Guy

- **Offer:** Pre-made email templates
- **Nurturing Series:** Tips on connecting with prospects
- **Call to action:** Try free tools for sales reps
- **Sales focus:** Quick wins to help you do your job easier



Cindy the  
CEO

- **Offer:** How to Align Sales & Marketing ebook
- **Nurturing Series:** New data on sales efficiency
- **Call to action:** Free benchmark analysis
- **Sales focus:** Making your team more efficient



# THE BUYER'S JOURNEY

# THE BUYER'S JOURNEY



The Buyer's Journey is the active research process a potential buyer goes through leading up to a purchase.

# Look at the buyer's journey

SUBSCRIBER








CUSTOMER



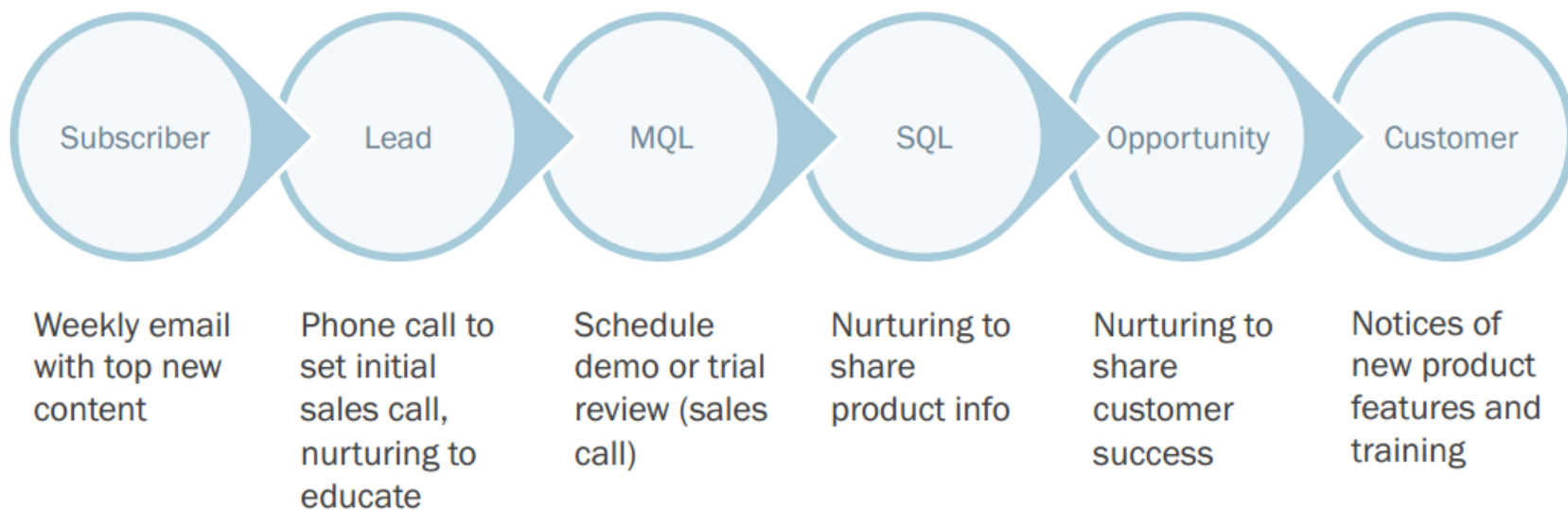
# Break it up in stages



# Define what each stage means

-  SUBSCRIBER — contacts who follow your content (everybody)
-  LEADS — contacts that have converted on your website
-  QUALIFIED LEADS — contacts that have expressed product interest
-  OPPORTUNITIES — contacts that sales has marked as sales-ready
-  CUSTOMERS — contacts that end up buying

# Aligning Content with Lifecycle



**Specific content assets  
are more relevant to  
buyers at specific times  
during the buyers  
journey**



# Matching Our Content to Stages of the Buyer's Journey:



## Awareness Stage

Introduce topics that your company has expertise in



## Consideration Stage

Introduce someone to options, including your brand's solution



## Decision Stage

Overcome your persona's objections to buying

Educational Blogs  
Free Whitepaper  
Free Guides & Tip-Sheets  
Free eBooks  
Free Checklists  
Free Videos

Branded Material:  
Free Webinars  
Case Studies  
Free Sample  
Product Spec Sheets  
Catalogs

Free Trials  
Demos  
Free Consultations  
Estimates or Quotes  
Coupons

BUYER STAGES	AWARENESS	CONSIDERATION	DECISION
User Behavior	Have realized and expressed symptoms of a potential problem or opportunity	Have clearly defined and given a name to their problem or opportunity	Have defined their solution strategy, method, or approach
Research & Info Needs	Research focused on vendor neutral 3rd party information around identifying problems or symptoms	Committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity	Researching supporting documentation, data, benchmarks or endorsements to make or recommend a final decision
Content Types	Analyst reports Research reports eGuides & eBooks Editorial content Expert content White papers Educational content	Comparison white papers Expert Guides Live interactions  Webcase/podcast/video	Vendor comparisons Product comparisons Case Studies Trial Download Product Literature  Live Demo
Key Terms	Troubleshoot Issue Resolve Risks  Upgrade Improve Optimize Prevent	Solution Provider Service Supplier  Tool Device Software Appliance	Compare Vs. versus comparison  Pros and Cons Benchmarks Review Test
Example	<p>I have a sore throat, fever, and I'm achy all over. What's wrong with me?</p>	<p>Aha! I have strep throat. What are my options for relieving or curing my symptoms?</p>	<p>I can see a primary care physician, ER, nurse or clinic. The ER costs \$\$\$, but are the fastest &amp; I have insurance.</p>

	A	B	C	D	E	F	G
1	<b>Content Audit Worksheet</b>						
2							
3	<b>Asset Name/Title</b>	<b>Type of Content</b>	<b>User Journey Buying Cycle Stage</b>	<b>File Path/Location</b>	<b>Buyer Persona / Product/ Biz Unit</b>	<b>New Title Recommendation</b>	<b>Date Last Update</b>
4	Best Practices Guide to Content Mapping	eGuide	Awareness Stage (Top)				
5							
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	A	B	C	D	E	F	G
1	<b>Content Audit Worksheet</b>						
2							
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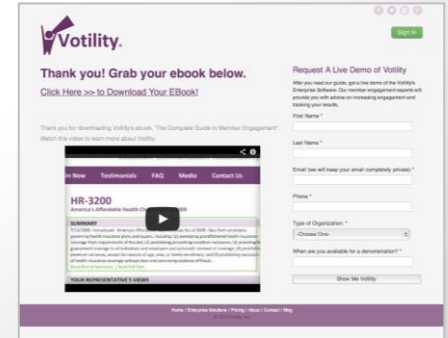
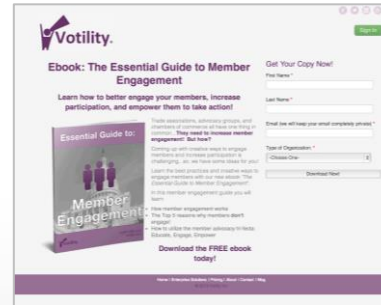
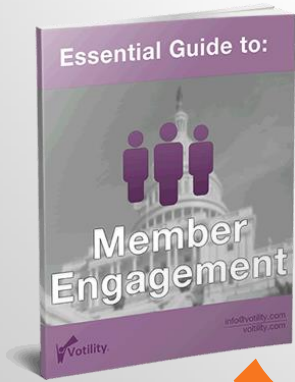
# SET UP CONTENT CONVERSION PROCESS

1 Offer

2 Call-to-Action

3 Landing Page

4 Thank You Page



# Example: Get a book of case studies

## FREE Whitepaper: IMPACT Case Studies: Real Stats. Real Results.

While it's all well and good to speak theoretically about how inbound marketing methods will generate more **traffic, leads and sales** for your company, the bottom line is, business owners want **proof**.

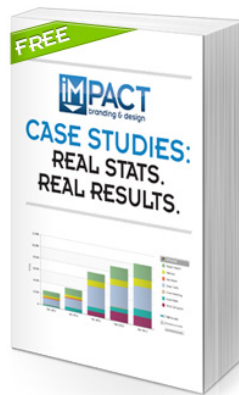
See for yourself the type of results we have **produced**, and ask yourself, wouldn't you like to see that **same kind of success?**

In this Whitepaper, you'll learn:

- The most **effective** methods of **lead generation** our clients experience
- Actual **client results** and data focused on traffic, leads, and sales
- The best techniques for **expanding** your following according to clients

These **proven client results** are a testament to the **power** and **effectiveness** of our inbound marketing program.

### Share!



### Get the Whitepaper!

First Name \*

Nick

Last Name \*

Salvatoriello

Email ([Privacy Policy](#)) \*

nsalvatoriello@hubspot.com

Website \*

Company \*

HubSpot Inc.

Number of Employees \*

- Please Select -

My Company is a Marketing Agency \*

- Please Select -

My Company Needs Leads \*

- Please Select -

Best Describes Me \*

- Please Select -

CLICK HERE!



# Example: Download a Sample Proposal

## Example Web Design Proposal



Fill out the form on the right to download a customized Web Design Proposal based on our Small Business Website Packages.

## Download a Sample Website Proposal

This example customized web design proposal shows you what you will receive from a reputable design firm like ITDi. The key to a successful web project is good, up-front communication between the business and the web development team. At ITDi, we get to know our clients' needs and thoroughly outline the scope of work for a successful outcome.

This example proposal includes:

- **A thorough project description and outline. The client name and sensitive information has been blacked out.**
- **Full Pricing and Payment Terms.**

By previewing this customized client proposal, you'll get a good grasp of the kind of up-front planning you will receive from a professional design firm and be equipped for the next step in your firm selection process.

## Download the Sample Proposal

First Name \*

Last Name \*

Email (we will keep your email completely private) \*

Are you a web design or web marketing firm? \*

-Choose One- ▼

WebSite

Download the Proposal

# Example:



## Get a Free Inbound Marketing Assessment

Want to know how to optimize your website to get more traffic and leads?

At HubSpot, our mission is to help companies move away from interruptive marketing tactics. That's why we're offering free marketing assessments -- to show you how to do marketing the inbound way.

As part of your assessment, one of HubSpot's Marketing Specialists will evaluate your current website and show you how you can get more traffic and leads from your website. He or she will review your:

- ✓ Search engine optimization opportunities
- ✓ Landing pages & lead-gen forms
- ✓ Calls-to-action
- ✓ Marketing offers
- ✓ Competitor analysis

If you'd like this free assessment, please fill out the form to the right so that your Inbound Marketing Specialist has all the information he or she needs to review your website prior to your call.

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



### Request Your Inbound Marketing Assessment:

First Name \*

Last Name \*

Email \*

Company Name \*

Phone \*

Website URL \*

Role \*

- Please select -



# Example:

## Let's Chat About A Successful Inbound Marketing Strategy for Your Company!

Want to know how Savvy Panda's inbound marketing can help you drive traffic to your website and convert them into customers?

We'd love to sit down and learn more about your business so we can build a custom inbound marketing strategy to grow your business. In your **no-obligation inbound marketing consultation** we will look at your current website and marketing strategy, your business goals and start formulating a plan to help you achieve those goals. Some of the topics we will cover include:

- Lead conversion optimization
- Lead nurturing
- Email marketing
- Social Media strategy
- SEO: on- and off-site
- Business blogging
- Adwords & PPC campaigns
- Mobile marketing
- Analytics & improvement
- *Plus, lots of other cool tools all in one easy package.*



Again, there is **no obligation** after this consultation. We love to help educate businesses to help them grow. Fill out the form to the right & let's schedule a time to chat!

## I'm Excited to Chat with You!

Hi! Nice to meet you, my name's Gabe.

I'm a passionate Joomla! and Inbound marketing enthusiast. I have two mini-dachshunds, love Jiu Jitsu and MMA and was a x2 time All-American wrestler in college.

I'd love to chat with you and learn more about your business.

If you want to talk now, feel free to give me a ring:

- 414.431.8615 x1000
- gabe@savvypanda.com



### Schedule a Time to Chat

First Name \*

Last Name \*

Email \*

Phone \*

Company \*

Website \*

Role At Company \*

- Please Select -

Number of Employees \*

- Please Select -

My business located in the US or Canada \*

- Please Select -

My company provides marketing, web design or development services \*

- Please Select -

What's your biggest marketing or website challenge? \*

Let's Chat!

“What’s the next step?”

Connect each offer to the next with CTA’s throughout the content itself.

# Example:

## Offer-based CTAs linking to next step



HOW TO CREATE LOVABLE MARKETING CAMPAIGNS

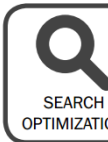
### HUBSPOT'S ALL-IN-ONE MARKETING SOFTWARE

... brings your whole marketing world together in one, powerful, integrated system.

- ✓ **Get Found:** Help prospects find you online
- ✓ **Convert:** Nurture your leads and drive conversions
- ✓ **Analyze:** Measure and improve your marketing
- ✓ **Plus** more apps and integrations

Request A Demo

Video Overview



### CREATE VALUABLE CONTENT THAT YOUR PROSPECTS WILL LOVE

We'll give you all the tools you'll need to create marketing that your prospects will love. Your content will be optimized for search engines, social media and ready to convert visitors into leads in minutes.



- ✓ Find out what keywords bring you the most traffic and have the least difficulty.
- ✓ Easily create optimized blog articles, website pages, and social media messages.
- ✓ Use one of HubSpot's content apps to get your blog posts delivered right inside your HubSpot account.

Request A Demo

Read More



HOW TO CREATE LOVABLE MARKETING CAMPAIGNS

## CREATE A LOVABLE MARKETING CAMPAIGN

Now that you know how to create a holistic marketing campaign that will bring you lots of new leads and customers, go and make one!

See how HubSpot can help you with this.



<http://bit.ly/Get-A-Demo-of-HS>

*“Every page on your site should help visitors understand what they should do next...”*

...and therefore, include at least one call-to-action.

# Smart CTA's Update Based on Lifecycle

HubSpot

Smart CTA Rules


We will display the correct CTA for each contact based on the rules you define below:

When a contact is in one of the following lifecycle stages:

Edit | Swap | Delete

Customer x

THE COMPLETE GUIDE TO  
OPTIMIZING  
EMAIL MARKETING  
FOR CONVERSIONS



How to Grow Your  
Email List, Increase  
Engagement  
& Ensure  
Deliverability

HubSpot

Free Ebook: Optimizing Email  
Marketing for Conversions

Learn how to grow your email list, ensure deliverability, and  
increase engagement with this free guide.

Download Ebook Now

# Dynamic / “Smart” Content example - HubSpot

## The Social Part of Social Media: A Love Story

### An Infographic + Guide Pairing on How to Create True Social Media Relationships

The promise of social media was relationships. But somewhere along the way, we strayed away from that promise.

We've lost the basic understanding that **social media relationships should be emblematic of real, human relationships**. That's why we put together an infographic illustrating what a true relationship should look like on social media.

Along with that love story, you'll get a brief 9-page guide with tactical approaches for sustaining that social relationship at each of the four marketing stages:

- **Attract:** Attract a Social Following
- **Convert:** Promote Lead Generating Content
- **Close:** Personalize Sales Conversations
- **Delight:** Discover Moments to Delight



Download Infographic  
AND Guide Here

Already a HubSpot Customer?  
[Sign in to download this offer](#) from the HubSpot Marketing Library.

First Name \*

Last Name \*

Email ([privacy policy](#)) \*

Phone Number \*

Company Name \*

Website URL \*

Does your company provide marketing services? \*

(PR, SEO, web design or other e-marketing)

## The Social Part of Social Media: A Love Story

### An Infographic + Guide Pairing on How to Create True Social Media Relationships

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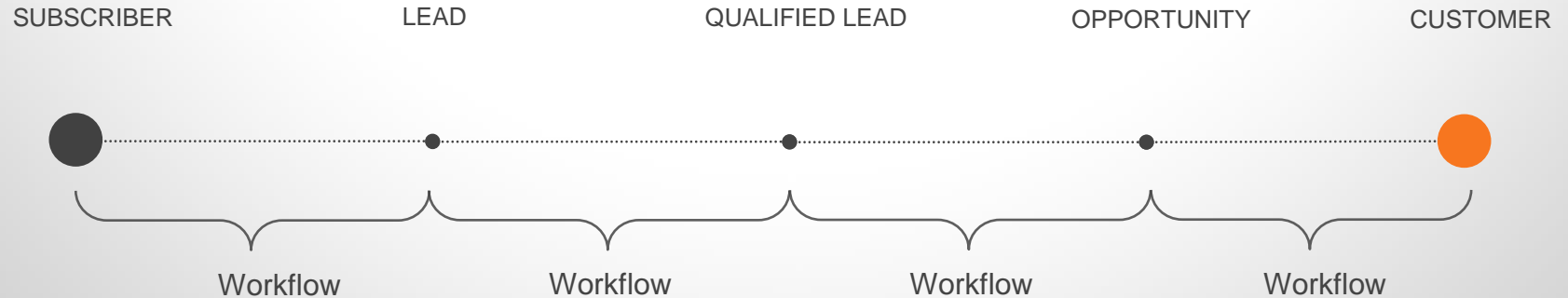
Download Infographic  
AND Guide Here

Hi, HubSpot Customer!  
You can skip the form & download this offer from the HubSpot Marketing Library.

[Download Now](#)

“What if they’re not  
ready yet?”

# Use workflows to streamline this journey



# LEAD NURTURING WORKFLOW

Which contacts should be in this list?

Include contacts who meet all of these requirements:

Form Submission

Contact has filled out

Ultimate Guide

on any page

+ -

On any date

Refine

Contact Property

Job Title

contains the word

Director x VP x

+ -

Contact Property

Industry

is equal to

Financial Services x

+ -

Day 5

Day 33

GOAL

Day 1

Day 15

Day 60





**Rick Whittington Consulting**

# **Lead Nurturing Case Study**

# Lead Nurturing Background

- Financial planning software company
- Offers a 14-day free trial of the software
- Email communication to trial users limited to 2 emails at the start of the trial period
- Emails lacked focus, didn't provide much value, didn't notify the user when the trial was nearing expiration
- Minimal support and education
- Client's goal is to increase trial usage and sales

# Lead Nurturing

## Client Reservations

- Sending too many emails will scare off users
- Unsubscribe rates will be high
- Users will abandon trials because they're being "spammed"
- No one will read the emails

# Lead Nurturing

## Overall Strategy

- Support users through the trial sequence with useful information at the right times
- Always speak to the target persona's needs
- Voice needs to be personal. Emails should come from a real person at the company
- Get users excited about the software
- Promote login and use of software
- Users who invest time and effort into using the software will be more likely to purchase

# Lead Nurturing

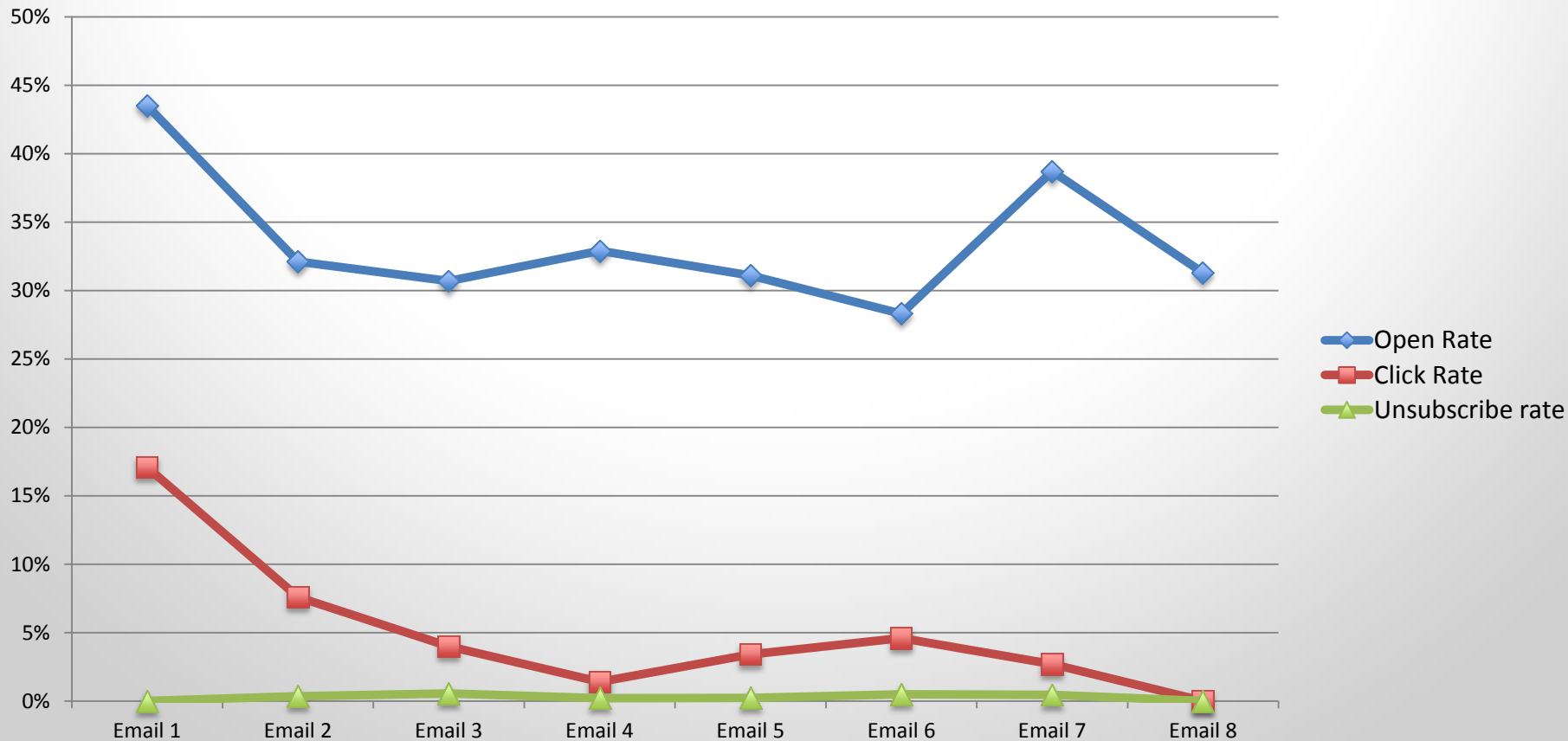
## Strategy for Emails

- Welcome users, quickly train and offer support
- Frame consideration criteria with “things to look for when considering” messaging
- Educate users about software features
- Instill confidence in a purchasing decision with reviews and support
- Create awareness of expiration and a sense of urgency towards the end of the trial phase
- Maintain an approachable, supportive approach post trial phase

# Email Specifics

Email	Send Day	Customer mindset	Goal	Voice	Description
1	1	New to program, need help getting started	Get user to log in, get up and running quickly with navigation guide video	Welcoming and supportive. Fun.	Ease of startup. Quick start video
2	2	New to program, need help getting started	Get user to log in, sign up for the webinar	Welcoming and supportive. Fun.	Training, Support. Live webinar registration
3	4	Evaluating software	Shape purchasing decision - Outline decision making criteria	Educational	What to look for in financial planning software
4	8	Getting used to features	Highlight features	Educational	Top features
5	12	Using software regularly	Close sale, offer support	Helpful - Closing	Support to close sale, only 3 days left
6	14	Ready to buy	Close sale	Closing	Last day of your trial, reviews to support purchasing decision
7	30	Past trial	Trial Reactivation	Approachable and available	Reconnect with non-purchasers
8	45	Way past trial	Remind customers. Invite reconsideration.	Appreciative and available	"Break up" email. Thanks for consideration, come back and try

# Performance



# Lead Nurturing

## Performance Takeaways

- 34% average open rate
- 6.5% average click-through-rate
- Doubled traffic to site from trial emails
- Over 50% increase in trial user conversion rate
- Unsubscribe rate under 1%

# Lead Nurturing

## Next Steps

- Rework underperforming emails with new content
- Test subject lines, especially in low open rate emails
- Create new premium content (whitepapers, guides, checklists) to engage and educate trial users
- Inject new content offers into email sequence
- Continue to monitor and improve



Rick Whittington Consulting

<http://bit.ly/RWCinbound>



Rick Whittington

Principal



Winston Chenery

Marketing Manager

Grow your agency's revenue: partner with  
us and offer inbound marketing services.

# Aligning Content with Action or Interest



Potential MQL

- Visited the landing page to request a demo
- Did not request a demo



On-demand  
demo video,  
offer to call



Social Media

- Downloaded any ebook related to social media
- Has a Twitter or Facebook account



Offers for  
social media  
managers



Blogging

- Has a blog
- Downloaded any ebook related to content creation



Offers for  
content  
creators

# 3 Partner Success Story: IMR Corp Segment by Interest Workflows Case Study

# Non-segmented Email Example

- Broad email: This was in a standard email campaign (non segmented). CTR: 13.4%



Hi CONTACT.FIRSTNAME,

Trying to generate more business leads online? We're a HubSpot certified inbound marketing agency and we share our experiences helping companies generate more leads with their websites, email campaigns and social media marketing. We would like to invite you to test the beta version of our "[inbound marketing experience](#)" an interactive tour that will teach you the basics of inbound marketing.

In just 5 minutes you will be exposed to:

- Business Blogging
- Social Media Marketing (SMM)
- Call to Action Buttons
- Landing Page Best Practices
- Lead Nurturing

[Click here for your first lesson!](#)

We look forward to sharing our experiences with you.

Sincerely,

Max Traylor | Inbound Marketing Consultant

Innovative Marketing Resources

# Broad Messaging Performance

## ✎ TOFU Workflow

🔍 View all workflows

Workflow details

Edit workflow

Performance

History

⚙️ Workflow settings

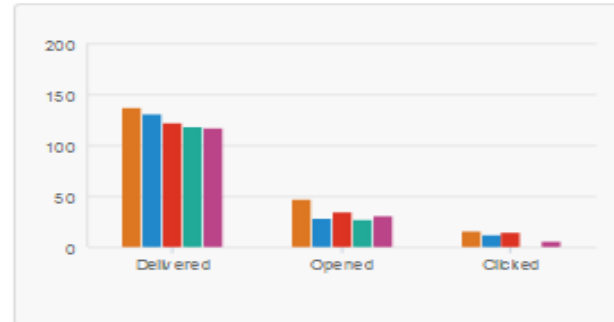
Emails click to view / hide

🟠 TOFU Workflow 1 - Increase C...

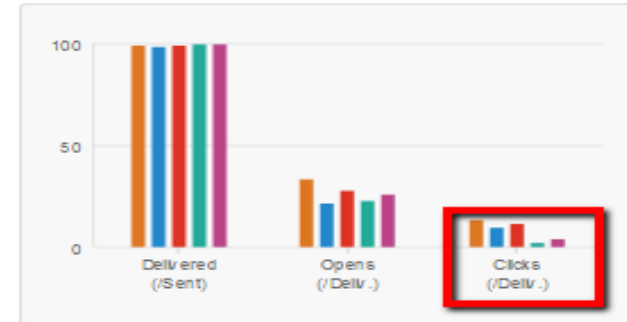
🟡 TOFU Workflow 2 - Channel ...

🟢 TOFU Workflow 3 - Training a...

Engagement



Rate of Engagement



Email 1: 12.5%

Email 2: 9.3%

Email 3: 10.7%

Average engagement: 10.3%

# Sample “choose your interest” form:



## Experience Inbound Marketing for Yourself

Walk through the steps of an online sales funnel built to convert website visitors to paying customers.

### Up Next: Increasing Qualified Traffic

First Name \*

Last Name

Company Name \*

### This is a Landing Page

Landing pages are built for one thing, **the exchange of a visitor's information for something you have promised them**, like:

# ALL DATA GATHERED IN CENTRALIZED CONTACT DATABASE

HubSpot

Andrew Pitre

2 Years Ago

Facebook

Last Touch

4 Days Ago

Page View

Lifecycle Stage

Customer

Since Jun 20, 2013

+

Add/Remove from Lists

↔

Resync with Salesforce

✉

Opt out of Email

✓

Close as Customer

🗑

Delete

Return to All Contacts

Contact Details

Overview

Properties

Contact

Analytics

Company Information

Email

Social Media

Salesforce

Other Properties

Contact

First Name:

Andrew

★

Last Name:

Pitre

★

Close Date:

Jun 20, 2013

★

Analytics

Time of First Visit:

August 12, 2012

★

Original Source Type:

Facebook

★

Company Information

Annual Revenue:

\$500,000

★

Number of Employees:

100-200

★

Social Media

Number of Followers:

2,459

★

Facebook Clicks:

1903

★

# LANDING PAGES + FORM DATA

May 2012

1 Property Change

2 Events

2 Form Submissions

1 Email

4 List Memberships



[55 Brands Rocking Social Media with Visual Content](#)

[Hide Submission Details](#) - Tue May 29, 2012 at 3:37pm

10

Updated Properties



[Free Ebook: 55 Brands Rocking Social Media with Visual Content](#)

website	http://hubspot.com
company	HubSpot
lastname	Wolfberg
firstname	Molly
phone	8606708758
role__c	Other
b2b_vs_b2c_prelim__c	B2C
marketing_company_auto__c	Yes
employees__c	201 to 1,000
sfcampaignid	70170000000jzkDAAQ



[Free Trial \(Variation 2 - MQL Test\) | Start Your Free Trial Now](#)

[Show Submission Details](#) - Tue May 22, 2012 at 9:58am

12

Updated Properties

# Interest Related Email Example

- This was in a segmented workflow for those who identified they would be most interested in "email marketing".  
CTR: 25.86%.



Hi CONTACT.FIRSTNAME,

If you are interested in learning more about email marketing we have a couple of resources you should check out.

IMR's inbound marketers blog about email marketing best practices regularly. You can [click here to subscribe](#) and get the latest blogs delivered right to your inbox.

Some of the most popular articles include:

[Avoid 8 of The Worst Email Marketing Mistakes](#)

[50 Inbound Marketing Statistics and Recommendations](#)

Thanks for taking the time to consider inbound marketing for your business!

Sincerely,

Max Traylor | Inbound Marketing Consultant

Innovative Marketing Resources

# Email Marketing Premium:

- The second in the series of emails for the email marketing segmented workflow. CTR:26.19%



Hi CONTACT.FIRSTNAME,

If you are still interested in learning more about using email marketing to generate leads: save this email.

We have a free [Email Marketing Success Guide](#) that will teach you:

- Subject lines to avoid
- Best times of the day to send
- How to avoid being labeled as SPAM

[Click Here](#) to access this free resource.

Thanks for taking the time to consider inbound marketing for your business!

Sincerely,

Max Traylor | Inbound Marketing Consultant

Innovative Marketing Resources

Sharing



# Email Blogging

- Email Blogging:  
Another short and to the point email from our blogging segmented workflow. CTR: 21.62%



Hi CONTACT.FIRSTNAME,

If you are still interested in learning more about business blogging and how content marketing impacts SEO: save this email.

We recently released a new eBook on blogging titled: [Blogging: The New SEO and Backbone of Inbound Marketing](#)

This educational resource will look at:

- The impact of blogging on SEO
- A 6 month blogging case study
- A "getting started" step by step guide
- Different kinds of blog content
- How to promote your blog and your content

[Click here](#) to claim your free copy

Sincerely,

Max Traylor | Inbound Marketing Consultant

Innovative Marketing Resources

*If you are spending marketing dollars and not seeing a clear return, a free inbound marketing assessment with an IMR consultant can reveal why. [Click here sign up today.](#)*

# Interest #1 Performance

[Interest = PRM Strategy](#)

[View all workflows](#)

Workflow details

[Edit workflow](#)

Performance

[History](#)

[Workflow settings](#)

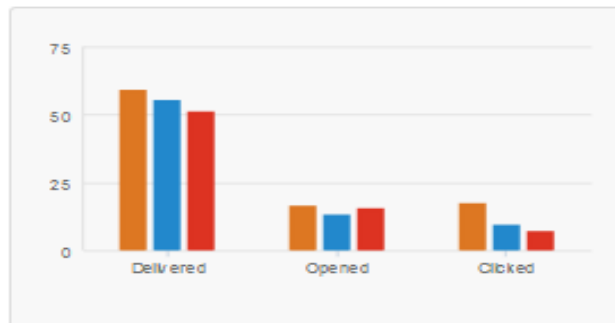
Emails [click to view / hide](#)

Interest Workflow - PRM Strat...

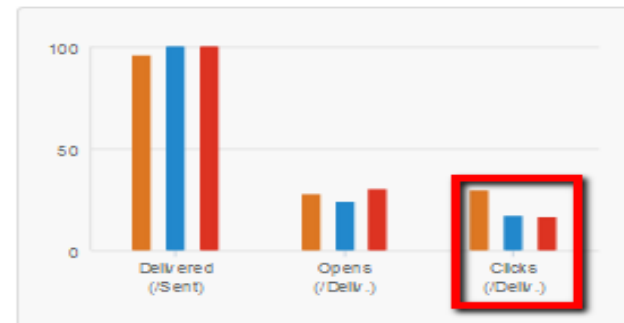
Interest Workflow - PRM Strat...

Interest Workflow - PRM Strat...

Engagement



Rate of Engagement



Email 1: 28.8%

Email 2: 16.4%

Email 3: 15.7%

Average engagement: 20.3%

# Performance Summary (average click through rate for first 3 emails)

Broad Messaging	Interest 1	Interest 2	Interest 3	Interest 4	Interest 5
10.3%	20.3%	15.45%	15.4%	5.13%	15.3%

# Aligning Content with Level of Engagement



Unengaged

- Visited the website once
- Has not clicked on the last 10 emails



Download  
most popular  
offers



Normal

- Visited the website at least twice
- Downloaded one or more offers
- Clicked on at least one email



Take next step




Evangelist

- Visited the website 5+ times
- Downloaded 5+ offers
- Overall click through rate >50%



Share favorite  
content

# CONTACT INTELLIGENCE



[Return to All Contacts](#)

Contact Details

Overview

Properties

Lists

Property History

Workflow Enrollments

Contact Research

Search in Google

Public Contact URL

<https://app.hubspot.com>

Contacts Settings

First Touch

4 Months Ago

Twitter

Last Touch

19 Hours Ago

Opened Email

Lifecycle Stage

Lead

Since Oct 3, 2012

Starred

Email:

First Name:

hubspotemployee:

Last Name:

Lifecycle Stage:

Original Source Data 1:

Original Source Type:

Showing All 31 Interactions

January

10 Emails

7 Automation Events

2 List Memberships

December 2012

1 List Membership

What's up buddy?!  
Sun Jan 27, 2013 at 6:27pm  
Opened

HubSpot Beta Testing! Update to Workflows' SMS feature  
Wed Jan 16, 2013 at 8:32am  
Opened

HubSpot Beta Testing! List creation logic has been updated  
Wed Jan 9, 2013 at 11:48am  
Opened

Show all 19 interactions from January

Added to All Leads (HS Recipes)  
Sat Dec 29, 2012 at 4:13pm

# PAGES + BLOG POST VIEWS

October

 4 Website Visits

 4 Syncs

 4 List Memberships



[All-in-One Marketing Software | Inbound Marketing with HubSpot](#)

[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

# EMAIL HISTORY

10 List Memberships

3 Syncs



[\[Free eBook\] Optimize Landing Pages for Maximum Impact](#)

Wed Aug 8, 2012 at 7:42am



Delivered



[How to Use Pinterest for Business \[Complimentary Ebook\]](#)

Mon Aug 6, 2012 at 7:49am



Delivered



[\[Agency Ebook\] The Services your Agency Needs to Offer](#)

Thu Aug 2, 2012 at 6:28am



Delivered

[Show all 20 interactions from August](#)

## July 2012

5 Emails

1 Automation Event

3 Syncs

5 List Memberships



[How to Generate Leads with Your HubSpot Trial](#)

Thu Jul 26, 2012 at 10:10pm



Opened



[Thanks for Being Part of The Science of Inbound Marketing](#)

Fri Jul 13, 2012 at 10:59am



Opened



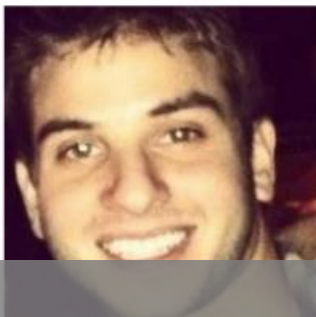
[\[New Agency eBook\] How to Get Your New Clients Faster Results](#)

Thu Jul 12, 2012 at 8:07am



Opened

## Matt Schnitt

[+ Add/Remove from Lists](#)[↔ Resync With Salesforce](#)[✉ Opt Out of Email](#)[✓ Close as Customer](#)[🗑 Delete](#)

First Touch

**2 Years Ago**

Last Touch

**A Day Ago**[Opened Email](#)

Lifecycle Stage

**Customer**

Since May 13, 2013

## Starred

HubSpot Score: 70

Wistia video tracking!

[← Return to All Contacts](#)

Contact Details

Showing All 49 Interactions

Overview

Properties

Account

Lists

Property History

Workflows

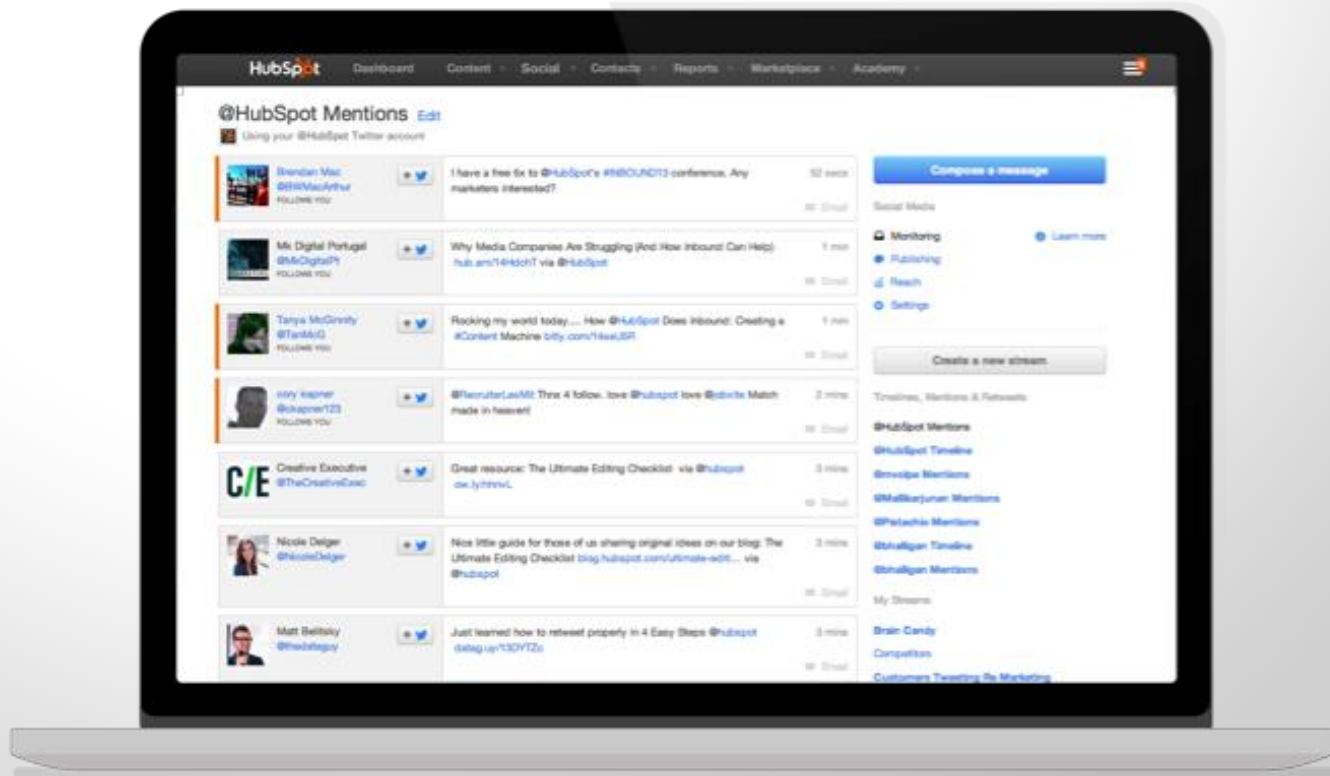
Contact Research

[Search in Google](#)[View in Salesforce](#)

## August

[▶ 5 Wistia Views](#)[📄 1 Form Submission](#)[✉ 3 Emails](#)[⚡ 2 Events](#)[🕒 1 Automation Event](#)[☰ 5 List Memberships](#)[↔ 2 Syncs](#)Watched [We Love Music](#) on your page.[Hide Thumbnail and Heatmap](#) - Thu Aug 15, 2013 at 11:20amWatched [We Love Music](#) on your page.[Show Thumbnail and Heatmap](#) - Thu Aug 15, 2013 at 9:15amWatched [We Love Music](#) on your page.[Show Thumbnail and Heatmap](#) - Thu Aug 15, 2013 at 8:55am

# SOCIAL INBOX



# SOCIAL MEDIA MONITORING

## USE CASE #1

### Mentions of @MyYale

Using your @MyYale Twitter account



Roxanna Sarmiento  
@miguelina



3,590

FOLLOWERS

1,054

FOLLOWING

Lifecycle Stage:

Lead

Website:

[about.me/roxanna](http://about.me/roxanna)

Location:

Boston

[View HubSpot Contact](#)

@MyYale Ha! Thank you :) I just downloaded your guide.

Jul 25



2



Reply



Retweet



Favorited



Share



Email



Yale Appliance @MyYale

Jul 25

@miguelina Hi there, believe it or not we actually wrote an article about just that <http://t.co/SIXUdGNLDI> Happy to answer any questions!



Roxanna Sarmiento @miguelina

Jul 25

My oven died (FINALLY) and I'm debating between a GE and Electrolux induction range. Anyone have any experience with either brand?



Pat Palingo favorited this on Jul 26.



[Link to this message](#)

# SOCIAL MEDIA MONITORING

## USE CASE #2

Back to: [Social Monitoring](#)

### Edit your existing stream

Select whose tweets you'll monitor:

Your Contacts Database

Select a Smart List:

Newsletter (350 contacts)

Including these keywords: [suggestions](#)

travel x inbound, marketing,

Notify these recipients:

Select Some Options

Recipients will get emails as results are found.

Immediately 8 am 8 am & 4 pm

Name this stream:

Newsletter list mentioning Travel









[Update your stream](#) [Delete](#)

Updating your stream will archive all previously found tweets.



### Newsletter list mentioning Travel [Edit](#)

Monitoring contacts using your @travel\_luxe Twitter account

 123 FOLLOWERS 175 FOLLOWING 27 KLOUT <b>Lifecycle Stage:</b> Opportunity <b>Website:</b> <a href="http://travelcounsellors.co.uk/hilary.lopez">travelcounsellors.co.uk/hilary.lopez</a> <a href="#">View HubSpot Contact</a>	 20-minute rickshaw journey costing £470   News   Travel Trade Gazette <a href="http://tgdigital.com/news/the-20-mi...">tgdigital.com/news/the-20-mi...</a> Agree price first, pay in cash:) 0 Reply Retweet Favorite Share Email	29 mins
There are no interactions yet. <a href="#">Link to this message</a>		
 Is this the funniest complaint letter ever sent? <a href="http://travelmole.com/news_feature.p...">travelmole.com/news_feature.p...</a> via @TravelMole		2 hrs Email
 #HongKong's #art museum aims to rival #Tate and #MoMA <a href="http://travel.cnn.com/can-hong-kongs...">travel.cnn.com/can-hong-kongs...</a> via @cntravel #travel		10 hrs Email
 RT @AFARmedia: Your ultimate guide to #traveling for the experience in 2013: <a href="http://ow.ly/nkgDS">ow.ly/nkgDS</a>		10 hrs Email

[Timeline](#)  
[@travel\\_luxe](#)  
[@travel\\_luxe](#)  
[Other Streams](#)  
[Blog Subscribers](#)  
[Engagement](#)  
[Engagement](#)  
[Luxe Travel](#)  
[Luxe Travel](#)

# Twitter interactions data

## Message Details



@HubSpot

Twitter

### Message:

Grab these 20 free email marketing templates (valued at \$450) for free: <http://hub.am/UgvoZ5> Now through Jan. 30th!

### Sent:

Jan. 22, 9:45 a.m.

### Links:

<http://offers.hubspot.com/20-email-marketing-templates>

[← Return to Social Media](#)

Message details

Overview

Engaged Contacts

Actions

[View message on Twitter](#)

[Clone this message](#)

116

total clicks






7

engaged contacts

18

Twitter interactions

## Most Recent Engaged Contacts [see all](#)

Contact	Email	First seen	Type
 <a href="#">John Doe</a>	<a href="#">john.doe@company.com</a>	Today 3:44 pm	Lead
 <a href="#">Jane Smith</a>	<a href="#">jane.smith@company.com</a>	Today 3:30 pm	Lead
 <a href="#">Bob Brown</a>	<a href="#">bob.brown@company.com</a>	Today 2:51 pm	Lead
 <a href="#">Alice White</a>	<a href="#">alice.white@company.com</a>	Jan 17 8:55 pm	Lead
 <a href="#">Tom Green</a>	<a href="#">tom.green@company.com</a>	Jan 14 3:00 pm	Lead

## Twitter Interactions [sorted by follower count](#)

### Twitter Retweets



**Andrew Nickolaou** @AndrewN85 follows you  
retweeted to 2,172 followers

4h ago



Reply



Follow



**Jennifer Lin** @jaholin follows you  
retweeted to 1,736 followers

4h ago



Reply



Follow



**Red Mountain** @redmountain4478 follows you  
retweeted to 1,359 followers

3h ago



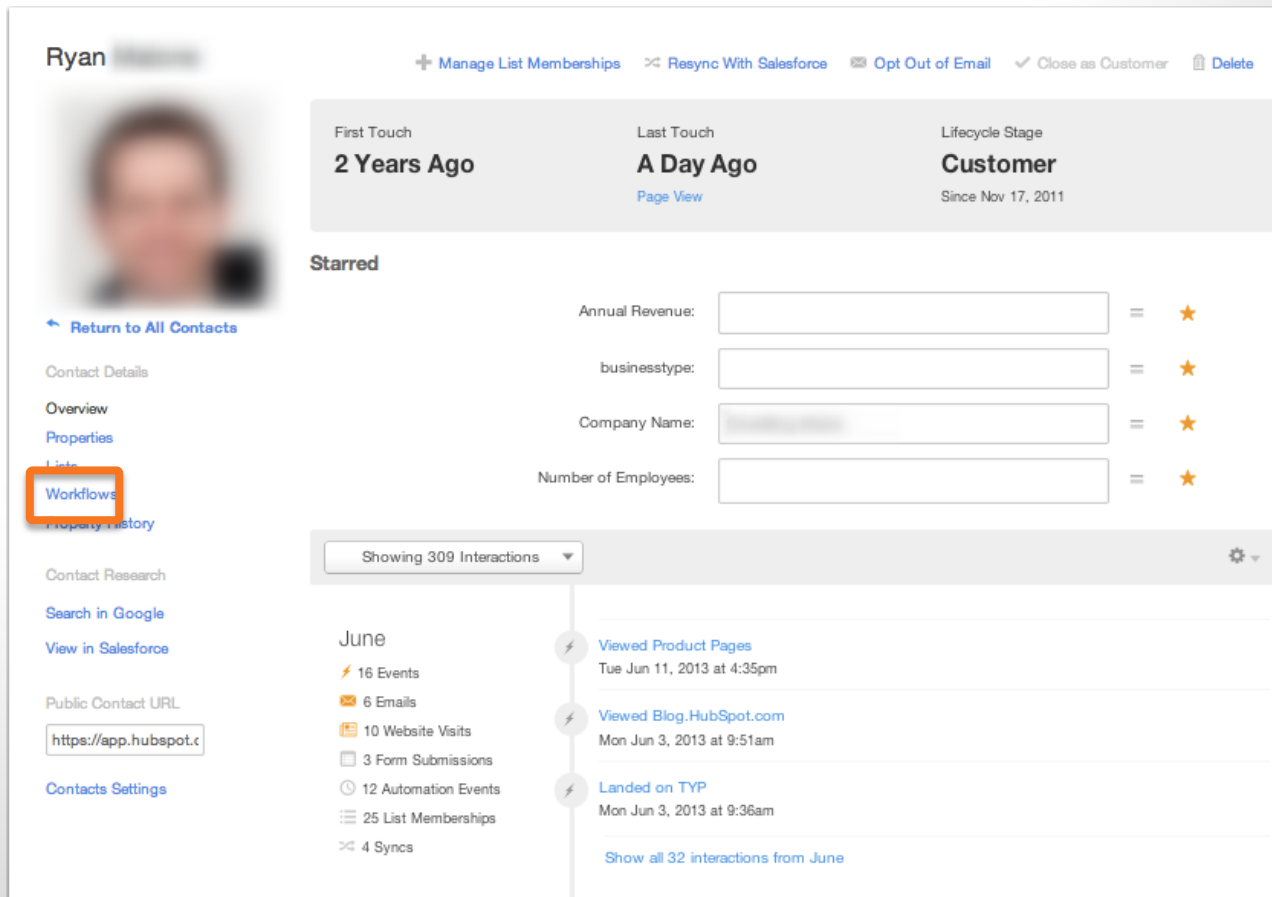
Reply



Unfollow

# Personalized interactions.

Link to contact record to personalize response and/or enroll someone in a workflow (or add them to a list) based on their social interaction.



The screenshot displays a HubSpot contact record for a contact named Ryan. At the top, there are action links: '+ Manage List Memberships', '< Resync With Salesforce', '✉ Opt Out of Email', '✓ Close as Customer', and '🗑 Delete'. Below these, a summary bar shows 'First Touch: 2 Years Ago', 'Last Touch: A Day Ago' (with a 'Page View' link), and 'Lifecycle Stage: Customer' (with 'Since Nov 17, 2011'). A 'Starred' section contains four fields: 'Annual Revenue', 'businesstype', 'Company Name', and 'Number of Employees', each with an input box and a star icon. The left sidebar lists navigation options: 'Return to All Contacts', 'Contact Details', 'Overview', 'Properties', 'Lists', 'Workflows' (highlighted with an orange box), 'Property History', 'Contact Research', 'Search in Google', 'View in Salesforce', 'Public Contact URL' (with a text box containing 'https://app.hubspot.c'), and 'Contacts Settings'. The main content area shows a summary of interactions for June: 16 Events, 6 Emails, 10 Website Visits, 3 Form Submissions, 12 Automation Events, 25 List Memberships, and 4 Syncs. Below this, a timeline of interactions is shown for June, including 'Viewed Product Pages' (Tue Jun 11, 2013 at 4:35pm), 'Viewed Blog.HubSpot.com' (Mon Jun 3, 2013 at 9:51am), and 'Landed on TYP' (Mon Jun 3, 2013 at 9:36am). A link 'Show all 32 interactions from June' is at the bottom.

Ryan

+ Manage List Memberships < Resync With Salesforce ✉ Opt Out of Email ✓ Close as Customer 🗑 Delete

First Touch  
**2 Years Ago**

Last Touch  
**A Day Ago**  
[Page View](#)

Lifecycle Stage  
**Customer**  
Since Nov 17, 2011

Starred

Annual Revenue:  = ★

businesstype:  = ★

Company Name:  = ★

Number of Employees:  = ★

Showing 309 Interactions ▼ ⚙

June

- ⚡ 16 Events
- ✉ 6 Emails
- 📄 10 Website Visits
- 📄 3 Form Submissions
- 🕒 12 Automation Events
- 📋 25 List Memberships
- 🔄 4 Syncs

Viewed Product Pages  
Tue Jun 11, 2013 at 4:35pm

Viewed Blog.HubSpot.com  
Mon Jun 3, 2013 at 9:51am

Landed on TYP  
Mon Jun 3, 2013 at 9:36am

[Show all 32 interactions from June](#)

Return to All Contacts

Contact Details

Overview

Properties

Lists

**Workflows**

Property History

Contact Research

Search in Google

View in Salesforce

Public Contact URL

Contacts Settings

“If we’re to be more human... shouldn’t we be more social?”



# 3 Partner Success Story:

JOHN BONINI, IMPACT BRANDING & DESIGN.

Twitter: @Bonini84

## Marketing Performance in July



Visits

**35,481** compared to 28,436

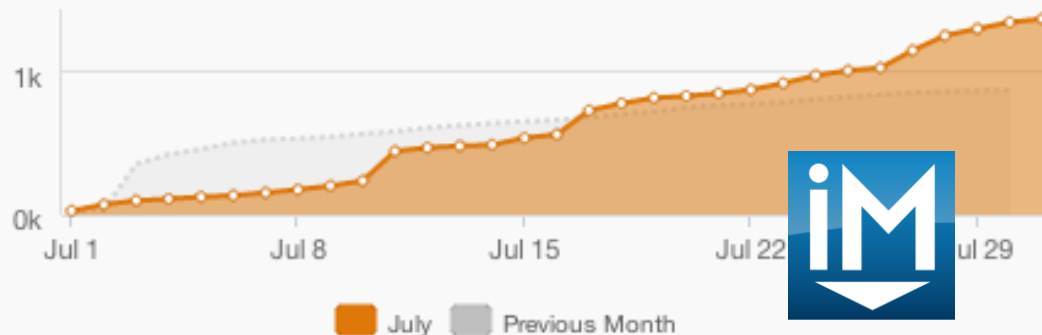
↑ Ahead 24.77% (7,045)

3.85%

Leads

**1,367** compared to 869

↑ Ahead 57.31% (498)



Home Connect Discover M

**iM** **IMPACT Branding**  
View my profile page

**20,765** TWEETS   **21,599** FOLLOWING   **28,395** FOLLOWERS

Compose new Tweet...



## Interactions

1 new interaction

**Nicole Gates** @npgates\_24 14m  
Proving the ROI of Inbound Marketing [buff.ly/168Pnuf](http://buff.ly/168Pnuf) "No fairytales, just the facts." via @Impactbnd  
[View media](#)

**Dan MacAdam** @DTMacAdam 16m  
Creating an Inbound Marketing Campaign People Will Love by @carolyn\_mariee (via @ImpactBND): [gag.gl/Ur94Q](http://gag.gl/Ur94Q)  
[Expand](#)

**Megan Murphy** @MurphyMeg23 17m  
Creating an Inbound Marketing Campaign People Will Love by @carolyn\_mariee (via @ImpactBND): [gag.gl/Ur94Q](http://gag.gl/Ur94Q)  
[Expand](#)

**Ryan Beale** @RBeale 18m  
Creating an Inbound Marketing Campaign People Will Love by @carolyn\_mariee (via @ImpactBND): [gag.gl/Ur94Q](http://gag.gl/Ur94Q)  
[Expand](#)

**Newsmaker Group PR** @NMGP 18m  
RT @Impactbnd: 5 Tips to Ensure #Video Marketing Success [goo.gl/fb/6us1U](http://goo.gl/fb/6us1U) #inboundmarketing #inboundmarketing  
[Expand](#)

★ **Scott Wasserman** favored your Tweet 10m  
12m: Your #valueproposition is the first thing a visitor sees. [bit.ly/14gJ8We](http://bit.ly/14gJ8We) Eliminate vanity and fluff. Get right to the point.

🐦 **Matei Corina** and 18 others followed you 19m

**Kelsey** @kelseynerberg 28m  
Creating an Inbound Marketing Campaign People Will Love by

# Solution

## Lists Organize and segment your contacts [? Tutorial](#)

What's the name of this list?

Lifecycle - All Qualified Leads

Which contacts should be in this list?

Include contacts who meet all of these requirements:

Contact Property

leadstatus

is equal to

Qualified x

Contact Property

Lifecycle Stage

is none of

Customer x

Opportunity x

+ Add another rule

to add contacts to this list who meet a different set of requirements

Save list



# The Solution.

Easily filter through the noise.

Identify most important conversations.

Prospecting tool.

One-on-One lead nurturing.

[Back to: Social Monitoring](#)

## Create a new stream

Select an account:

@Impactbnd

Select whose tweets you'll monitor:

All of Twitter

A Twitter List

A Contact List

Select a Smart List:

Lifecycle - All Qualified Leads (615 contacts)

Including these keywords:

[suggestions](#)

@impactbnd x

[More options](#) ▼

Email these recipients:

Select Some Options

Recipients will get emails as results are found.

Immediately

8 am

8 am & 4 pm

Name this stream:

HubSpot Social Inbox Stream






Create



## Qualified Leads [Edit](#)



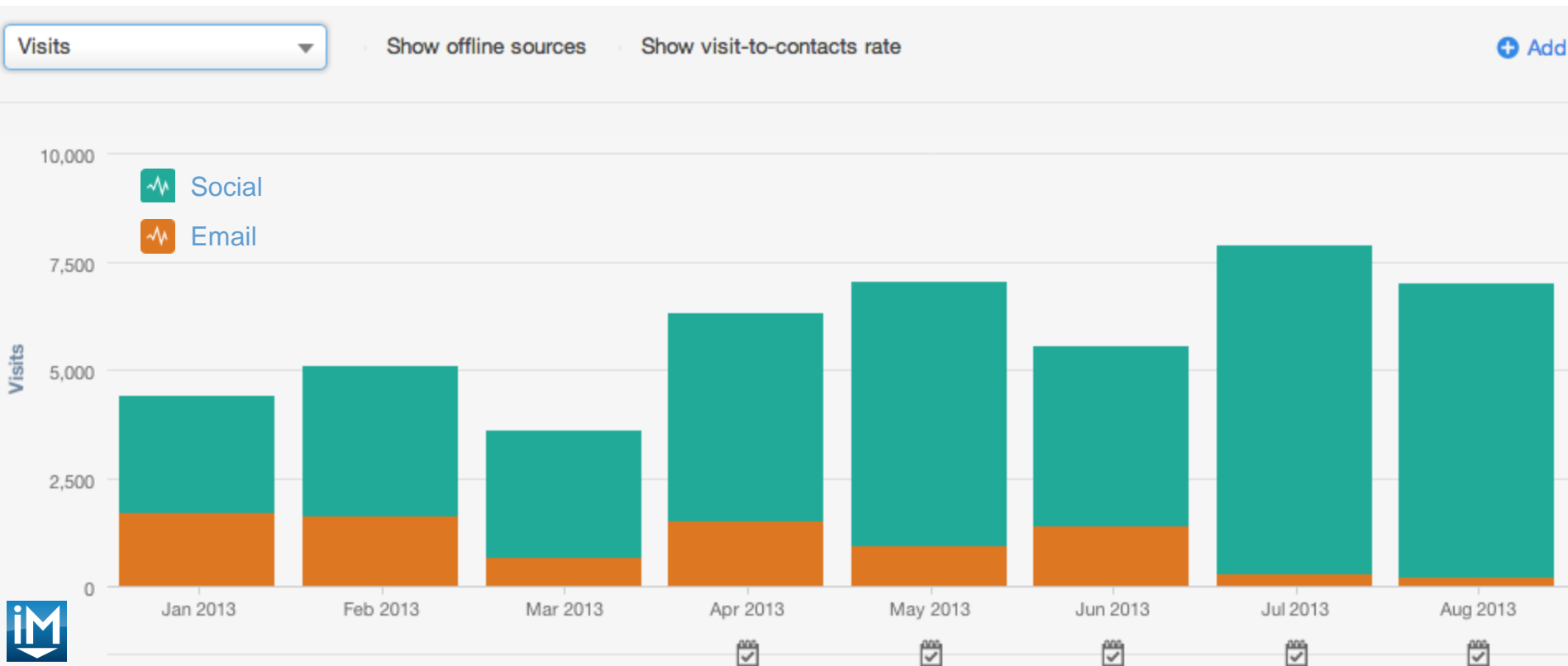
Monitoring 1,273 contacts using your @Impactbnd Twitter account

 <p><b>Peter Caputa</b> <a href="#">@pc4media</a> FOLLOWS YOU</p> <p>6,187 FOLLOWERS 4,840 FOLLOWING 62 KLOUT</p> <p><b>Lifecycle Stage:</b> Other</p> <p><b>Salesforce Owner:</b> <a href="#">Bob Ruffolo</a></p> <p><b>Company:</b> HubSpot</p> <p><b>Website:</b> <a href="#">collaborativegrowthnetwork.com</a></p> <p><b>Location:</b> Worcester, MA</p> <p><a href="#">View HubSpot Contact</a></p> <p><a href="#">View in Salesforce</a></p>	<p>8 Effective Tips to Reduce Your Bounce Rate (via <a href="#">@ImpactBND</a>): <a href="#">gag.gl/yd1IR</a> 6 hrs</p> <p>0 Reply Retweet Favorite Share Email</p> <p>There are no interactions yet.</p> <p><a href="#">Link to this message</a></p>	<p><a href="#">Compose a message</a></p> <p>Social Media</p> <p>Monitoring <a href="#">Learn more</a></p> <p>Publishing</p> <p>Reach</p> <p>Settings</p> <p><a href="#">Create a new stream</a></p> <p>Timelines, Mentions &amp; Retweets</p> <p><a href="#">@Impactbnd</a></p> <p><a href="#">Timeline</a></p> <p><a href="#">Mentions</a></p> <p><a href="#">Retweets</a></p> <p><a href="#">Sent</a></p> <p>My Streams</p> <p><a href="#">#INBOUND13</a></p> <p><a href="#">#inboundevents</a></p> <p><a href="#">#inboundmarketing</a></p> <p><a href="#">#marketingrockstar</a></p> <p>Qualified Leads</p> <p>Other Streams</p> <p><a href="#">#closeinboundleads</a></p> <p><a href="#">INBOUND 2013 Attendees</a></p> <p><a href="#">INBOUND 2013 Speakers</a></p>
 <p><b>Steve Smith</b> <a href="#">@EquipmentFXguy</a> FOLLOWS YOU</p>	<p>The Power of Customer Service Through Social Media - <a href="#">impactbnd.com/the-power-of-c...</a> 6 hrs</p> <p>Email</p>	
 <p><b>Julie Ann Ehrke</b> <a href="#">@julieehrke</a></p>	<p>"As with any relationship, the market favors those who give more value than they ask for in return." <a href="#">@lesliebradshaw</a> via <a href="#">@impactbnd</a> 7 hrs</p> <p>Email</p>	
 <p><b>George B Thomas</b> <a href="#">@bigeasy_wbd</a> FOLLOWS YOU</p>	<p>RT <a href="#">@Impactbnd</a>: A website has ten seconds to capture a visitor's attention before losing them forever. Keep them engaged with an introductory video. 22 hrs</p> <p>Email</p>	
 <p><b>Litchfield Builders</b> <a href="#">@LitchfieldBldrs</a></p>	<p>Our redesign is getting noticed! Thanks for the mention <a href="#">@impactbnd</a>! <a href="#">hub.am/1fQv1hb</a> Sep 9</p>	

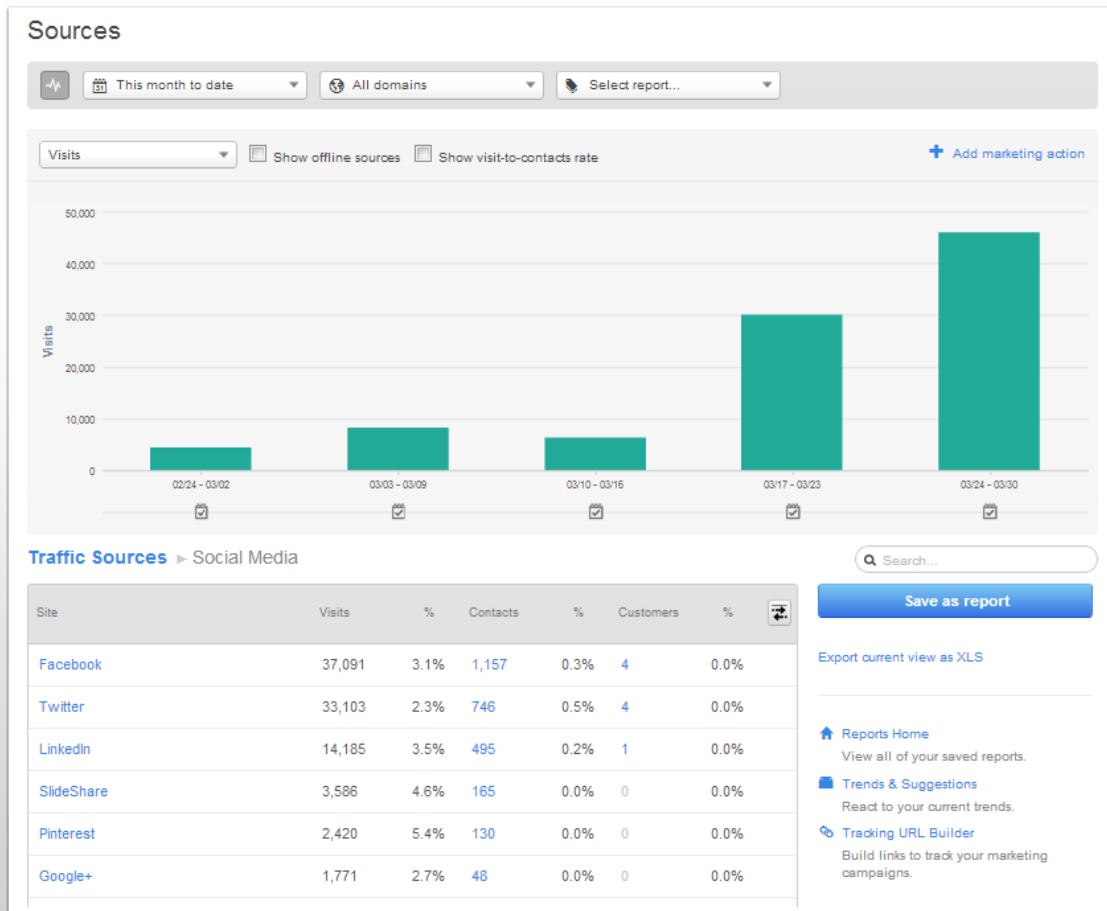


“I can’t wait to get a lead nurturing email today....”

*-said by no one, ever*



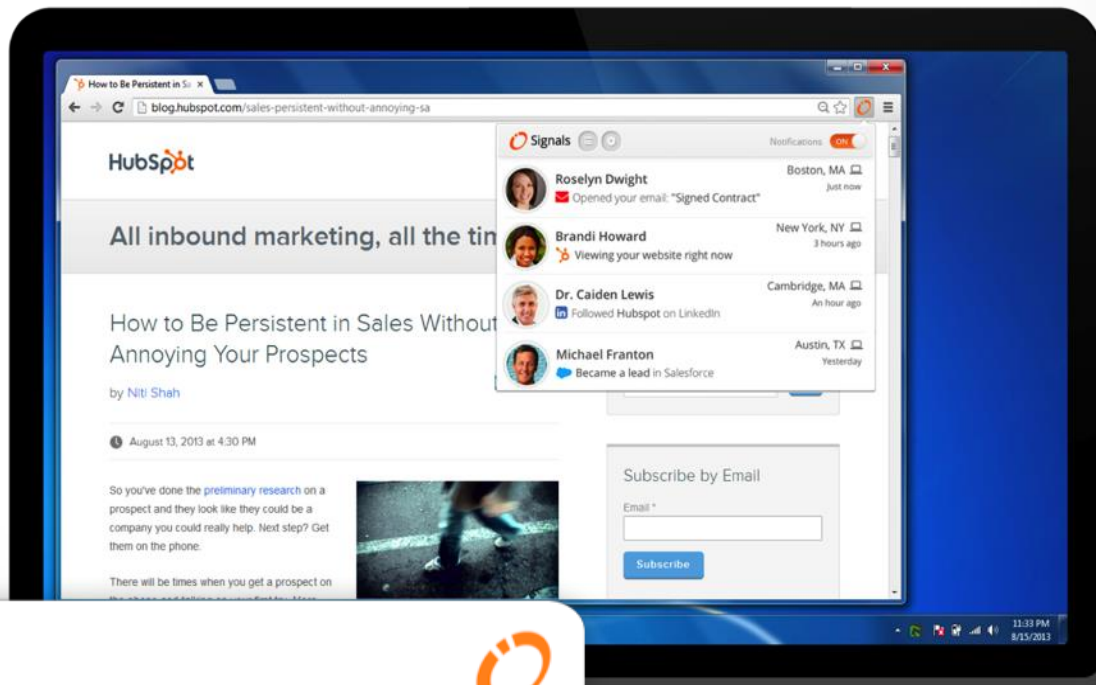
# Track your social **visits, leads & customers**



Growth only  
occurs when lead  
management is  
taken as seriously  
as lead  
generation itself.

@Bonini84





Chad Miller



Opened your email "Following up"



# How an Outbound Trained Sales Person Prospects an Inbound Lead

**Voicemail #1: 5/27 at 3 PM**

*"Hi Mark. This is John from XYZ Company. We help sales executives streamline their closing process with our state of the art electronic signature technology. Are you free at 1 PM tomorrow to discuss?"*

**Voicemail #2: 5/29 at 2 PM**

*"Hi Mark. This is John from XYZ Company. We help sales executives streamline their closing process with our state of the art electronic signature technology. Are you free at 1 PM tomorrow to discuss?"*

**Voicemail #3: 6/1 at 4 PM**

*"Hi Mark. This is John from XYZ Company. We help sales executives streamline their closing process with our state of the art electronic signature technology. Are you free at 1 PM tomorrow to discuss?"*



#4

*"Hi Mark. This is John from XYZ Company. We help sales executives streamline their closing process with our state of the art electronic signature technology. Are you free at 1 PM tomorrow to discuss?"*

**6/4 at 3 PM**

# How an Inbound Trained Sales Person Prospects an Inbound Lead

5/27 at 7 AM

*"Hi John. This is Mark from HubSpot. I noticed you downloaded our eBook on B2B Lead Generation through Facebook. I took a look at your company Facebook presence and had two quick ideas to run by you. I will email them to you now. Let me if you would like to go over them."*

5/29 at 6 PM

*"Hi John. This is Mark from HubSpot. I found a case study of one of you customers that is in your industry that increased their lead flow by 50% using Facebook. I will email you the case study and am happy to walk you through their process when you have a moment."*

6/1 at 12 PM

*"Hi John. This is Mark from HubSpot. I actually ran your marketing grader report side by side with the HubSpot customer in your vertical. The report yields a few additional opportunities for lead generation in social media. I'll email you the report now and am happy to walk you through it."*



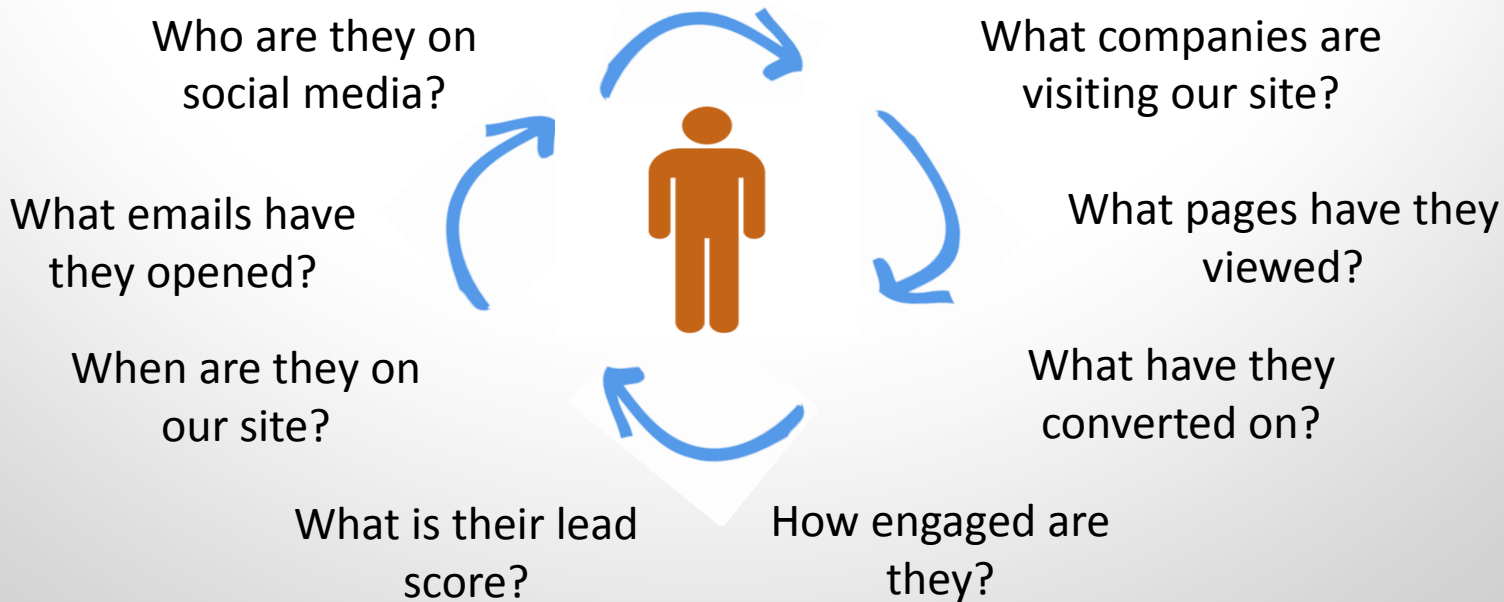
#4

*"Hi John. This is Mark from HubSpot. I have not heard back from you so I am going to assume that generating more leads through social media in 2013 is no longer a priority. Call me anytime if things change."*

6/4 at 10 AM

# Empower Your Sales Team


## 360° View of Your Leads







A free tool for salespeople from HubSpot

[getsignals.com](https://getsignals.com)


 Signals




**Elias Torres**

 Opened your email: Promotional Offer


just now




**Brian Halligan**

 New Salesforce lead: [brian.halligan@hubspot.com](mailto:brian.halligan@hubspot.com)

5 mins ago



**Dharmesh Shah**

 Viewing Pricing Plans

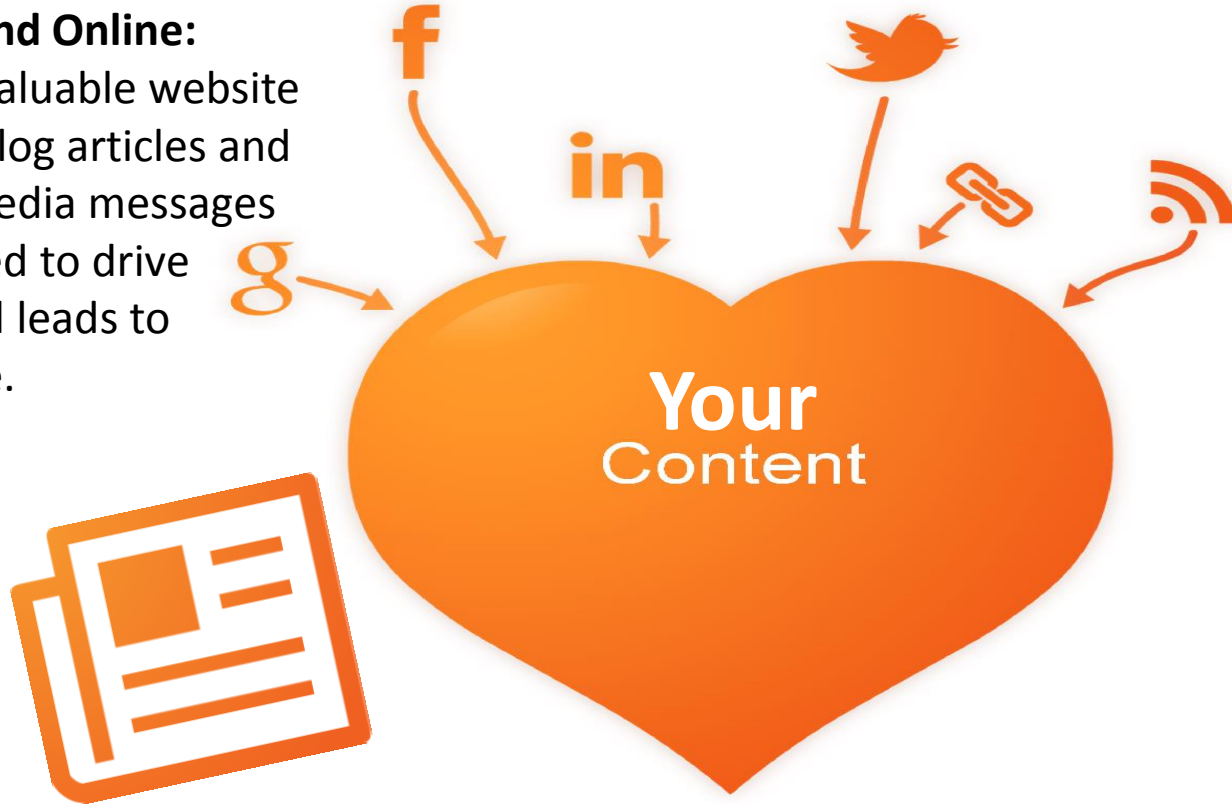
11 mins ago

**FINAL THOUGHT**

# Transform your marketing into something people LOVE

## Get Found Online:

Create valuable website pages, blog articles and social media messages optimized to drive qualified leads to your site.



# Transform your marketing into something people LOVE

Get Found Online



Content + Context



Understand Your Buyers:  
Personalize your marketing through a deep understanding of their needs to pull leads through your sales funnel faster.

**PARTNER SPOT.**  
2013  
PUSHING IT WITH  
SPOT'S ALL-NEW  
"COS"  
**leadz**  
INBOUND MARKETING

**LONGSHOT**  
AMERICAN HUNTBREW COVE  
CREATED BY  
**STRAWBERRY LAGER**  
LAGER BREWED WITH STRAWBERRY &  
WITH NATURAL FLAVOR ADDED  
3.5% ALC./VOL.

**CRAFT BEER**



Do you guarantee it  
will work for US?



4

“What’s the next step?”

...FREE STUFF!

# FREE RESOURCES



- 1 Complete Copy of Today's Presentation
- 2 Buyer's Journey Matrix & Content Audit Spreadsheet
- 3 Inbound Marketing Certification Program
- 4 All HubSpot Partner Broadcast Episodes On Demand
- 5 Free Developer Account of HubSpot
- 6 Free Beer With ME @ HubSpot!

# Where do I download?

Visit this link:

[Nicksalinbound.com/NEDMA](https://Nicksalinbound.com/NEDMA)



THANK YOU.

# QUESTIONS?





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