

THE POWER OF SMARKETING.

Inbound Certification Class #8





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Marketing Team

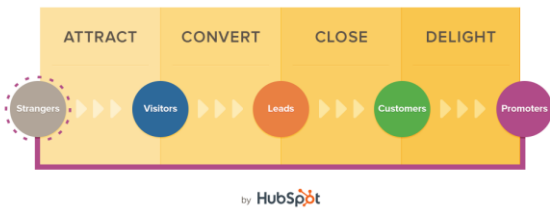
instead of a lemonade stand,
started a cartoon stand
where I sold cartoons for
\$0.25

#INBOUND

AGENDA.

1. WHAT IS SMARKETING AND WHY IT IS CRITICAL
2. SMARKETING = ALIGNMENT
3. 5 STEPS TO INTEGRATE SMARKETING INTO YOUR ORGANIZATION
4. KEY TAKEAWAYS AND RESOURCES

Inbound Methodology



1 WHAT IS SMARKETING AND WHY IT IS CRITICAL.

87%

of the terms sales & marketing use to describe each other are **negative**.

Corporate Executive Board survey: <http://bit.ly/vwQ24b>

SALES

- "simple-minded"
- "incompetent"
- "lazy"



MARKETING

- "arts and crafts"
- "academics"
- "irrelevant"



Corporate Executive Board survey: <http://bit.ly/vwQ24b>

SALES + MARKETING =
SMARKETING.



Companies with strong sales & marketing alignment get **20%** annual revenue growth.

2010 study by the Aberdeen Group. <http://bit.ly/zmlJ00>

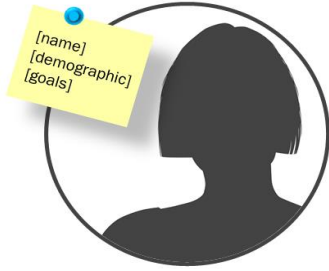
2 SMARKETING = ALIGNMENT.







ALIGNMENT
AROUND
PERSONAS





ALIGNMENT AROUND EACH PERSONA



3 FIVE STEPS
TO INTEGRATE
SMARKETING INTO
YOUR ORGANIZATION.

5 STEPS TO INTEGRATE MARKETING.

1. Speak the Same Language
2. Set Up Closed-Loop Reporting
3. Implement a Service Level Agreement
4. Maintain Open Communication
5. Rely on Data

step 1
SPEAK THE SAME LANGUAGE.

IT ALL COMES DOWN TO REVENUE.



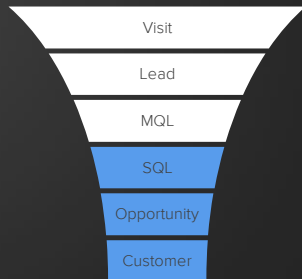
HOW MANY MARKETERS HAVE SIGNED UP FOR A NUMBER?

WORK BACKWARDS FROM SALES.



1. Start with your shared goal: REVENUE.
2. Revenue Goal: \$10,000
3. Avg. Deal Size: \$1,000
- Current Revenue / Current Customers
4. Customers Needed: 10
- Revenue Goal / Avg. Deal Size
5. Avg. Lead to Customer %: 2%
- Current Customers / Current Leads
6. Leads Needed: 500
- Customers Needed / Avg. Lead to Customer

Define the stages of the funnel.



Only **45%** of businesses have established a company-wide definition of a sales-ready lead.

2009 survey by MarketingSherpa, <http://bit.ly/zL3s10>

SALES

"Marketing leads are terrible quality."



MARKETING

"Sales doesn't work our leads."

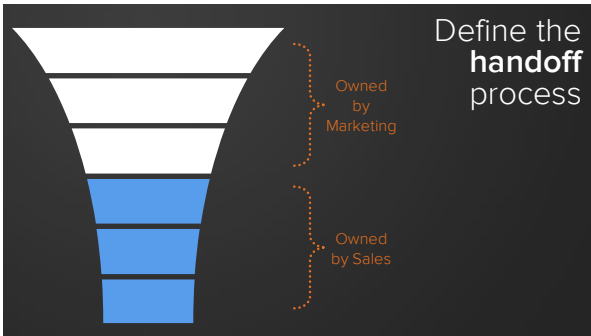


| | |
|--------------------|-------------------|
| Stimulate Interest | Follow-up Quickly |
| Avoid | Take Orders |

What is a **sales-ready** lead?

EXAMPLES OF SALES-READY LEADS.

- Contact who **downloaded an ebook** on lead gen, company is 200-1,000 employees & in North America.
- A contact at a company in the US who filled out the form to **request a sales demo** or **started a trial**.
- A contact at a company whose role makes him/her a **decision maker**, e.g. a VP or Director.



Persona Name

- BACKGROUND:**
- Basic details about person's role
 - Key information about the persona's company
 - Relevant background info, like education or hobbies

- DEMOGRAPHICS:**
- Gender
 - Age Range
 - HH Income (Consider a spouse's income, if relevant)
 - Urbanity (Is your persona urban, suburban, or rural?)

- IDENTIFIERS:**
- Buzz words
 - Mannerisms



Define your buyer persona

GOALS, CHALLENGES, HOW WE HELP, QUOTES, OBJECTIONS, MESSAGING

step 2
SET UP CLOSED-LOOP
REPORTING.

TRADITIONAL MARKETING:



PROBLEMS

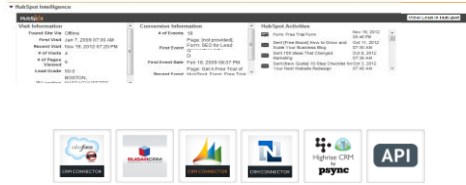
- Duplicate leads
- Limited lead info
- No feedback from sales
- No ROI measurement

CLOSED-LOOP MARKETING:

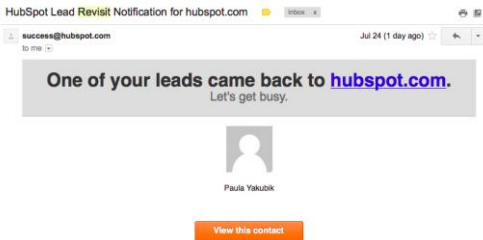


- Contact info & status updates
- Closed-loop data to analyze
- De-duplicate leads
- Import to CRM
- Lead intelligence

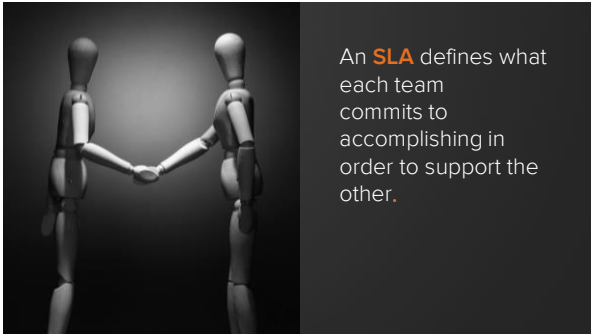
Closed-loop CRM integration



Closed-loop lead alerts



step 3
IMPLEMENT A SERVICE LEVEL AGREEMENT (SLA).



SLAs GO BOTH WAYS

MARKETING → SALES
Number and quality of leads required to hit company revenue goals.



SALES → MARKETING
Speed and depth of lead follow-up that makes economic sense.



CALCULATING THE SLA.

MARKETING → SALES

How many leads of a certain quality does a sales rep need to make quota?

- $\text{Quota (revenue) / avg. revenue per customer} = \# \text{ customers needed}$
- $\text{Customers / avg. lead to customer close \%} = \# \text{ leads needed}$
- May vary by type (quality) of lead

CALCULATING THE SLA.

SALES → MARKETING

How many **call/email attempts to engage** should a sales rep make to every lead to not **waste leads**?

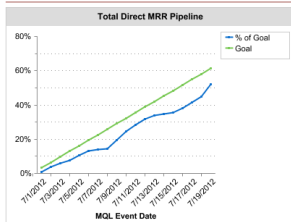
With **X** leads and **Y** hours/month, how many follow-up attempts should a sales rep be able to complete per lead?

EXAMPLE SLAs.

- Marketing will deliver 100 leads per sales representative, per month.
- Sales will make 1 attempt to engage in 4 business hours, with 5 attempts in 14 days.

Track SLA progress **daily**.

Marketing SLA



Leads Breakdown

| MQL Event | Count |
|--------------------------|---------------|
| Demo | 677 |
| IMA | 1,090 |
| Trial | 1,213 |
| Contact Sales | 205 |
| Other | 9,176 |
| Partner | 3,055 |
| Unique MQL Count: | 3,185 |
| Total Lead Count: | 15,416 |

step 4
**MAINTAIN OPEN
COMMUNICATION.**

Weekly **Sm**arketing meeting



Monthly **man**agement meeting



Campaign communication



Hi Elora,

I hope you're all recovered from the holiday party and are ready to rock it with marketing offers after rocking with 30 Rock. Get going with the goals to share offers that were recently launched as well as some upcoming ones, in order to keep you in the complete marketing loop.

RECENTLY LAUNCHED OFFERS

- 27 Pre-Designed Calls-to-Action for Your Customization

[View Landing Page](#) [Thank You Page](#) [Email](#)
[View Thank You Page](#) [Share](#) [Like](#) [Follow](#)

27 PRE-DESIGNED CALLS-TO-ACTION FOR YOUR CUSTOMIZATION
 Perfect For: CTA Tool
 Available: Change the message of your calls to action can be customized with up to 150 characters, or more. To help you use each uniquely, we've built 27 pre-designed CTA buttons in 30 different colors. You can also choose from more than 100 different CTAs to start creating your own CTA tool. [View this Offer](#) | [Share on Facebook](#) | [Share on LinkedIn](#)

EVENTS

- Call Mike Wedge to speak for Boston Product Marketing Association in Boston, MA on Jan. 17, 2013
- Meet of Enterprise Marketing, Jessica Becker to speak at EdMCM in San Francisco, CA on January 20, 2013

LOCAL HUBSPOT USER GROUPS

Are you missing local HubSpot user group (HUG) meetings to close deals? Here are some great new opportunities:

- [Indianapolis](#), January 16
- [Milwaukee](#), January 16
- [Chicago](#), January 16

Product communication



Hi Elora,

You were looking pretty fly on Friday night. The only way you could both any better would be to explain all of this week's new product features on the spot. Road on over! (at your cost!)

Progressive Profiling on the New Forms Tool

Beginning today, Professional and Enterprise customers will now have access to Progressive Profiling.

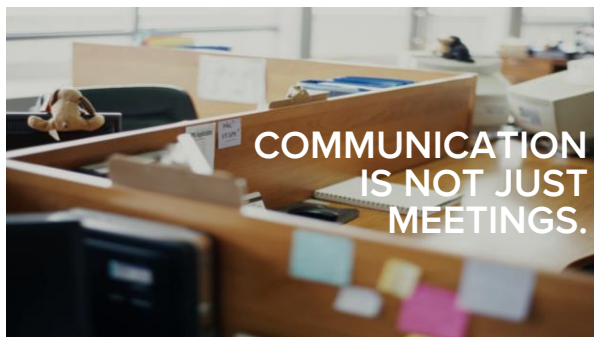
Progressive Profiling is a feature of Forms that hides previously filled out fields and replaces them with new questions that a register user is to ask of new contacts.

Why Customers Will Love This

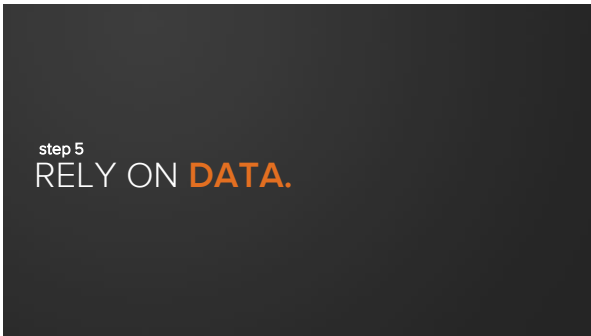
- Increase conversion rates by controlling form length.
- Learn more about contacts each time they re-visit.
- Re-use the same form across many landing pages.

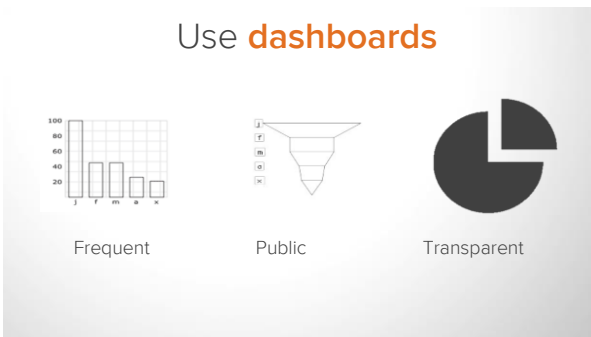
The Forms user interface has also undergone some changes. We'll be rolling out these changes to all HubSpot 3 customers, including keeping the same look and feel as other CDD tools. Head the blog post to see all the UI and Progressive Profiling changes in detail.



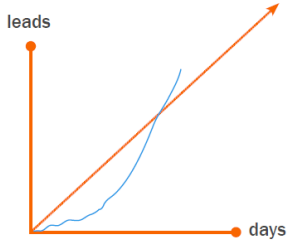




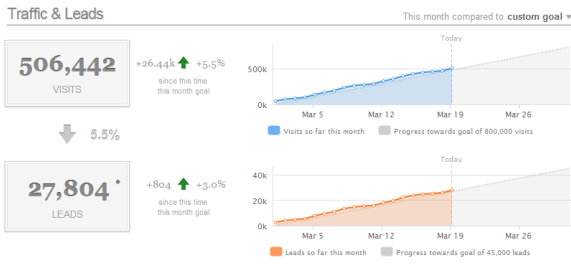




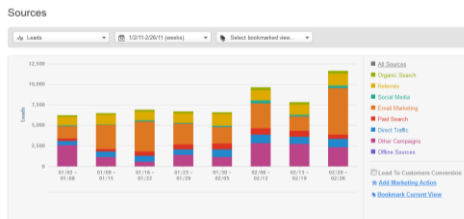
Marketing dashboards



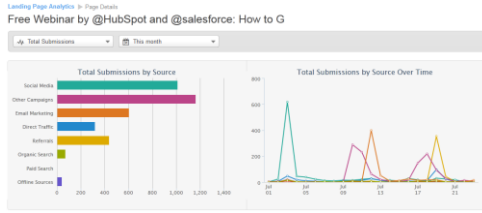
Marketing dashboards



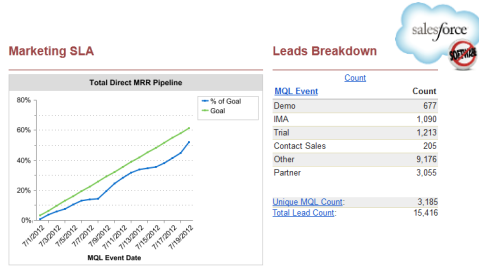
Track leads by source



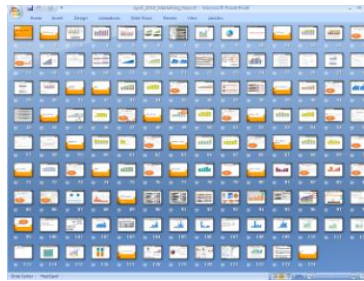
Track leads by campaign



Track the number of MQLs



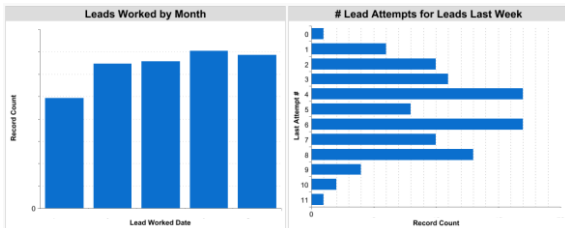
Monthly marketing report



Sales by day dashboard



Sales activity reports



WHAT TO DO
WHEN THINGS
GO **WRONG**



Rely on **data**, not **emotions**



4 KEY TAKEAWAYS AND RESOURCES.

KEY TAKEAWAYS

SMARKETNG.

alignment between **sales** and **marketing** around goals and personas.

KEY TAKEAWAYS

5 STEPS TO INTEGRATE **SMARKETING**.

- 1. Speak the Same Language
- 2. Set Up Closed-Loop Reporting
- 3. Implement a Service Level Agreement
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RESOURCES

- 1. How to calculate an SLA: <http://bit.ly/zXJQSH>
- 2. Sales & marketing metrics: <http://bit.ly/QOBbAl>
- 3. Intro to closed-loop reporting: <http://bit.ly/VXiv6R>
- 4. Goal planning template: <http://bit.ly/Xl6sSP>
