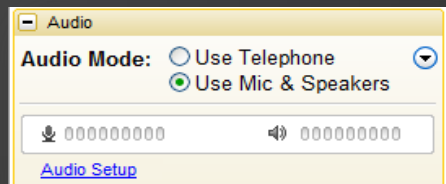


# THE BUYER'S JOURNEY: THE MARKETING FUNNEL EVOLVED

INTERMEDIATE



**We will be starting at 2:00 pm ET.**

Use the Question Pane in GoToWebinar  
to Ask Questions!

**1**

Use the hashtag #InboundLearning on Twitter

**2**

Question of the day

**#INBOUNDLEARNING**




# WEBINAR SCHEDULE

**10/15** - Understanding Your Content

**10/22** - Creating a Holistic Content Experience

# NEW HUBSPOT ACADEMY TRAINING APP

HubSpot Dashboard Content Social Contacts Reports Marketplace Academy  Sarah Bedrick

This Month compared to Previous Month

- Academy Home
- HubSpot Training**
- Certification

ny.hubspot.com  
working on:  
ormat? Miss the  
v wha  
ormer training  
ormer training  
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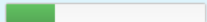
## HubSpot Training

### Inbound Methodology

Since 2006 inbound marketing has been the most effective marketing method for doing business online. Instead of the old outbound marketing methods of buying ads, buying email lists, and praying for leads, inbound marketing focuses on creating quality content that pulls people toward your company and product, where they naturally want to be.

#### Attracting Visitors

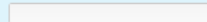
We don't want just any traffic to our site, we want the right traffic. We want the people who are most likely to become leads, and, ultimately, happy customers. Who are the "right" people? Buyer personas are holistic ideals of what your customers are really like, inside...

 2/8

[Continue Course](#)

#### Converting Visitors into Leads

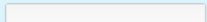
Once you've got visitors to your site, the next step is to convert those visitors into leads by gathering their contact information. At the very least, you'll need their email addresses. Contact information is the most valuable currency there is to the online marketer. You...

 0/9

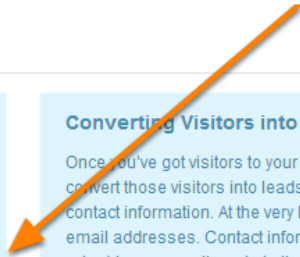
[Begin Course](#)

#### Closing Leads into Customers

You're on the right track. You've attracted the right visitors and converted the right leads, but now you need to transform those leads into customers. How can you most effectively accomplish this feat? Certain marketing tools can be used at this stage to make sure you're...

 0/10

[Begin Course](#)





HubSpot

**Mark Kilens**

@MarkKilens



**Julie Spatola**

@JulieSpatola

# AGENDA

- 1 What is The Buyer's Journey?
- 2 Why The Buyer's Journey?
- 3 Content mapping methodology
- 4 Map entire content library – content offer inventory  
worksheet

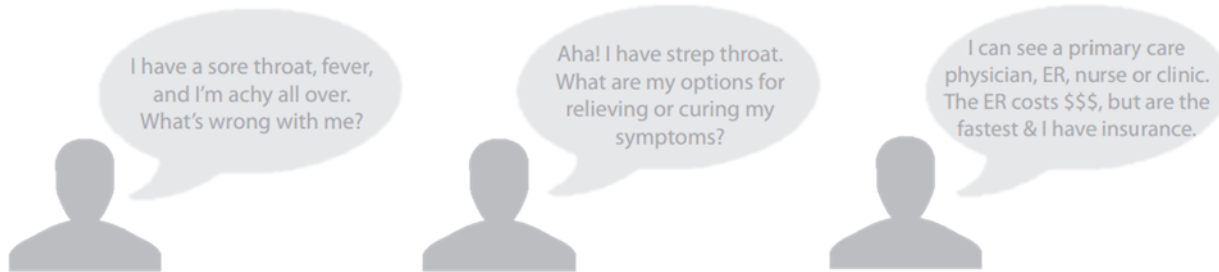
# 1 WHAT IS THE BUYER'S JOURNEY?



**THE ACTIVE  
RESEARCH PROCESS  
A BUYER GOES THROUGH  
LEADING UP TO A PURCHASE.**

A model to help keep the buyer's behavior, information needs and problems central to anything sales and marketing does.

# THE BUYER'S JOURNEY



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

# 2 WHY THE BUYER'S JOURNEY?

# 84%

of marketing executives say they plan on developing a process to map rich media content assets to buyer journey stage.

*(Source: Aberdeen)*

# 43%

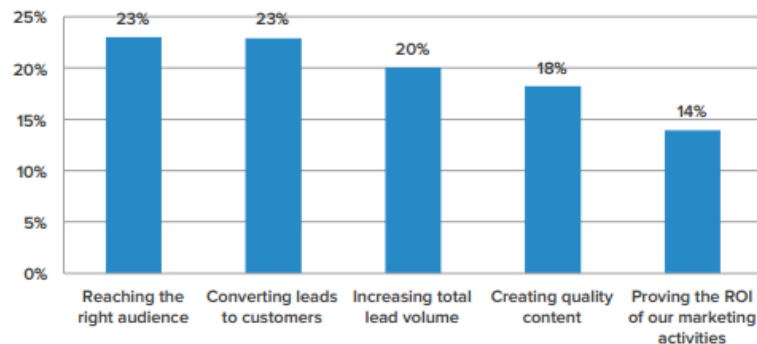
of marketers say their top 2013 priorities are centered on lead generation – sourcing and converting leads.

*HubSpot, 2013 State of Inbound Marketing Research Report*

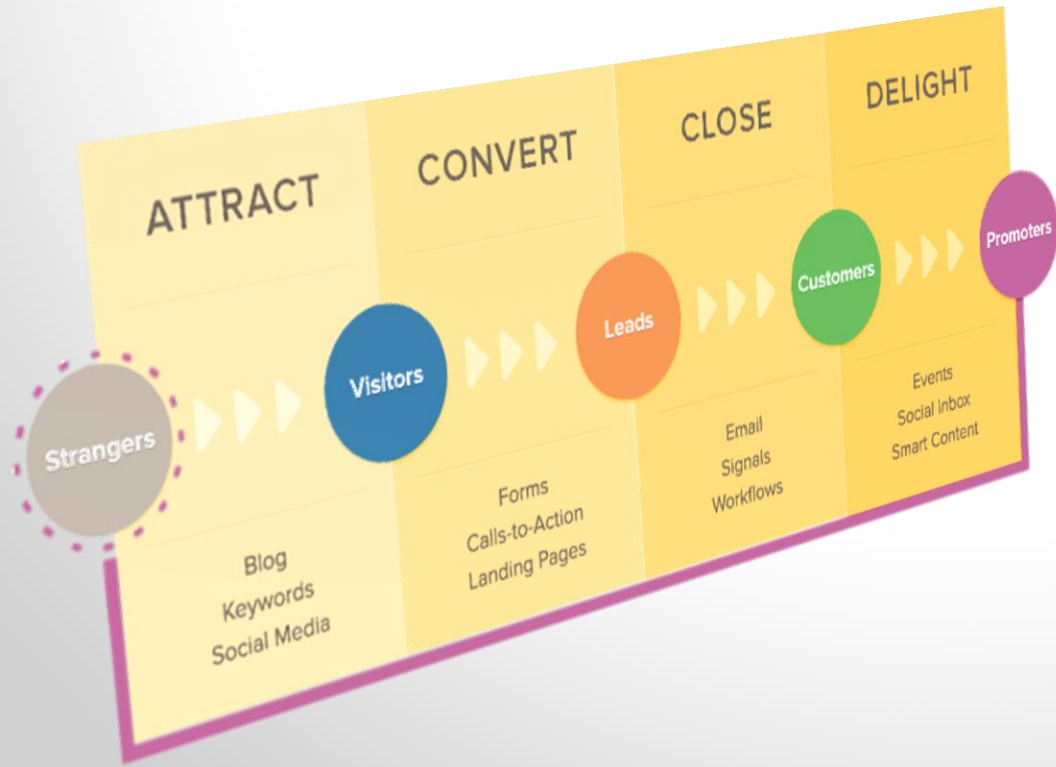
Q: What are your company's top marketing PRIORITIES?

### Prospect Targeting, Lead Conversion Cited as Top Inbound Goals

23% of marketers focused on both reaching the right audience and converting leads



With two of the top three priorities – combining for 43% of respondents – centered on lead generation, it's clear that sourcing and converting leads is a dominant focus for 2013. Reaching the right audience is similarly important to most marketers, with just under one-quarter of marketers citing this as their top priority. If, as we expect, the inbound universe continues to adopt a more customer-centric philosophy, this number should also rise.



# INBOUND METHODOLOGY



# Marketing Funnel

A predictive analytics model used by businesses as a marketing or sales pipeline predictor and tracking mechanism.



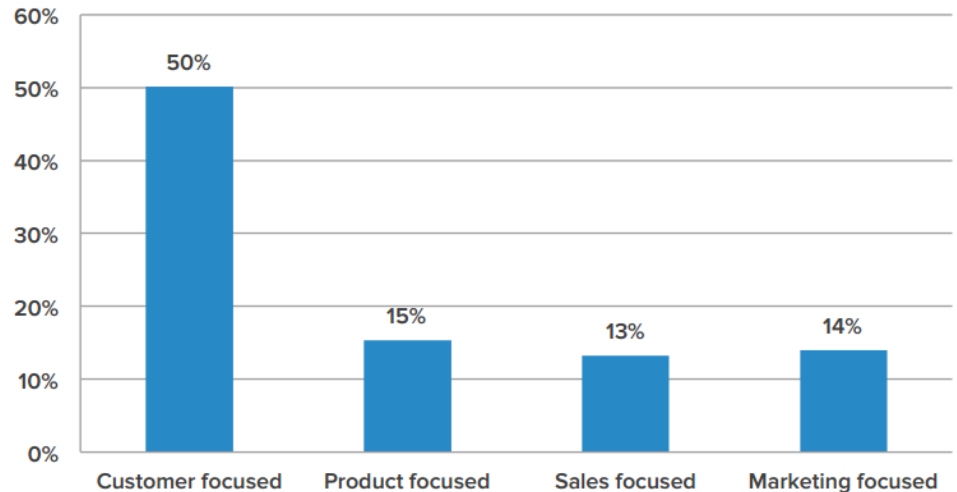
# 50%

of marketers say their companies are customer-centric.

*HubSpot, 2013 State of Inbound Marketing Research Report*

## Customer-Focused Companies Dominate

Half of marketers report their companies are primarily focused on customers



# 25%

of marketers cite reaching the right audience as their top priority for 2013.

*HubSpot, 2013 State of Inbound Marketing Research Report*



# PERSONAS

Depict a static picture of your ideal buyer, their habits and needs in general.

# 56%

of U.S. email users  
unsubscribe from a business  
or nonprofit email subscription  
because of content that is no  
longer relevant.

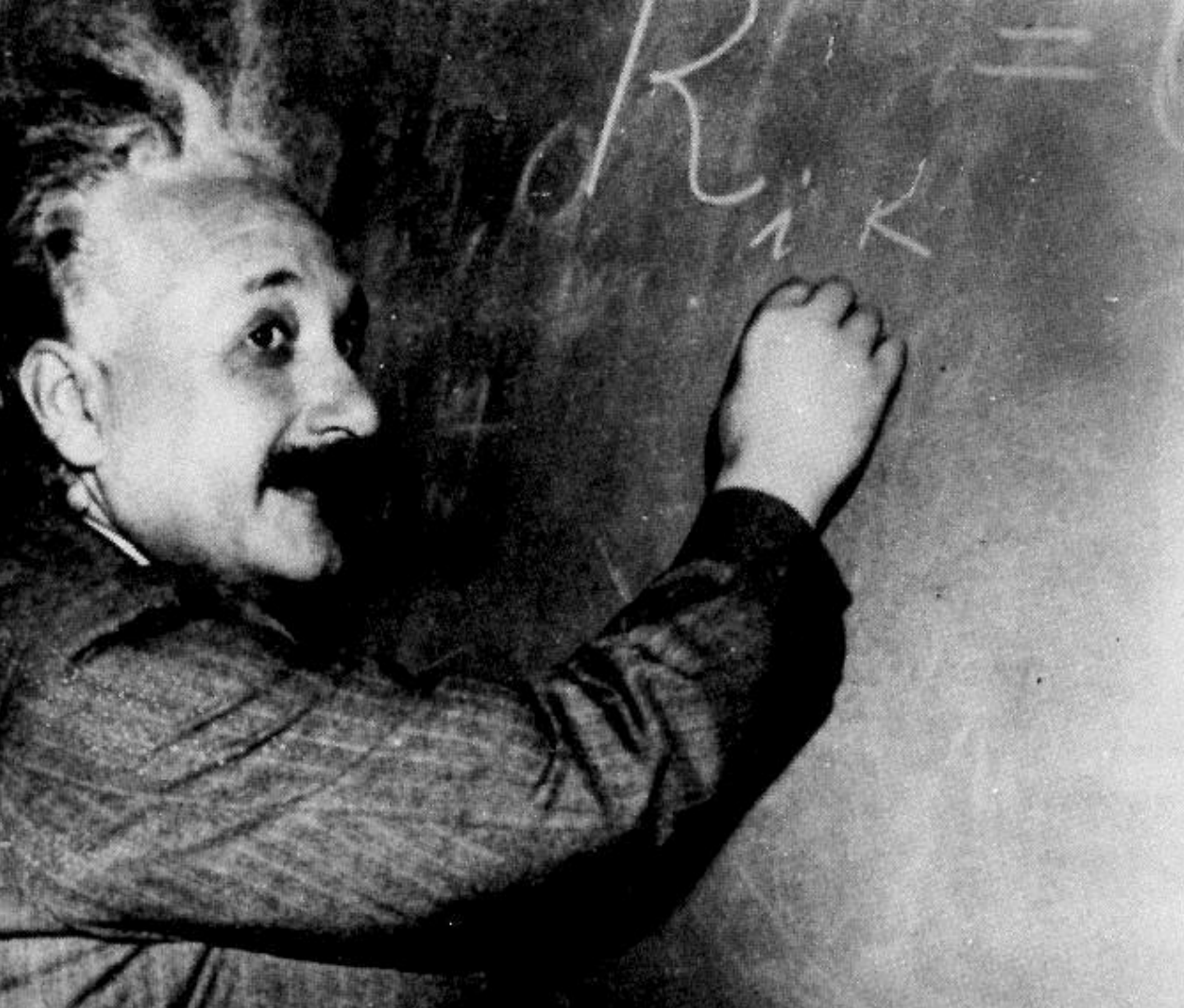
*(Source: ChadwickMartinBailey)*

# THE BUYER'S JOURNEY



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

**Specific content** offers are more relevant to buyer's at **specific times** during The Buyer's Journey.



**That's  
nice in  
theory...**

# Content Offers

Case Study



Video



White Paper



Calculator / Worksheet



Ebook



Template



Research Report



Checklist



Webinar



Free Demo



Trial Download



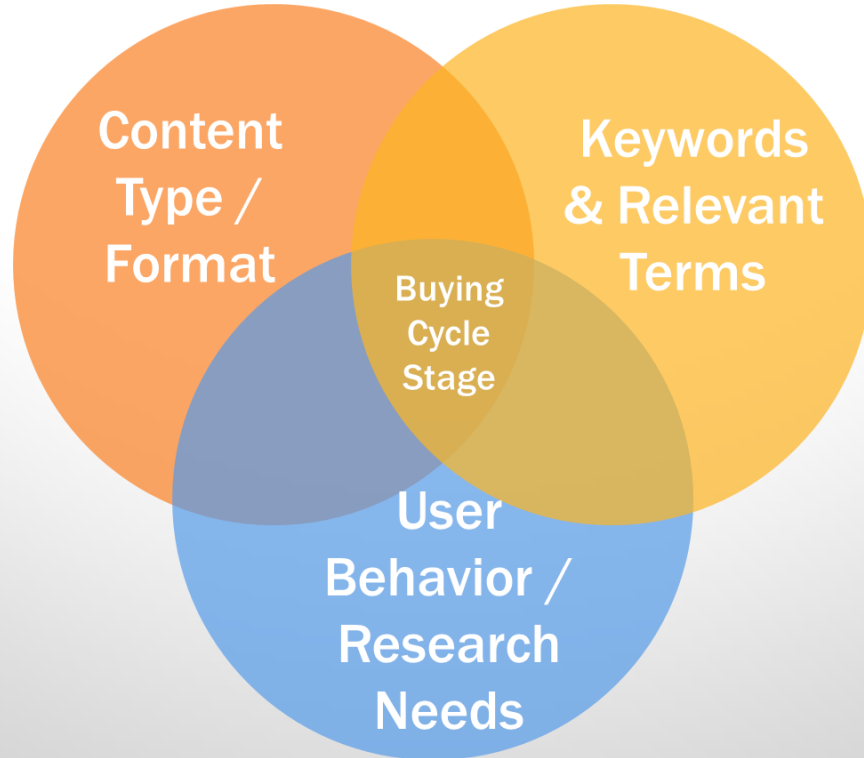
But how do you as the marketer know which one of your content offers to choose?



# 3 MAPPING AN INDIVIDUAL CONTENT OFFER.

# Content Mapping Methodology

3 key content mapping fundamentals



# Behavior and research needs differ in each stage of The Buyer's Journey



**Prospect is experiencing and expressing symptoms of a problem or opportunity.** Is doing educational research to more clearly understand, frame and give a name to their problem.



**Prospect has now clearly defined and given a name to their problem or opportunity.** Is committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity.



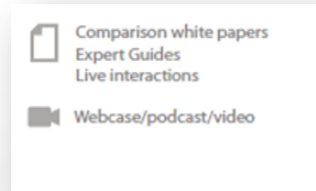
**Prospect has now decided on their solution strategy, method, or approach.** Is compiling a long list of all available vendors and products in their given solution strategy. Is researching to whittle the long list down to a short list and ultimately make a final purchase decision.

User  
Behavior /  
Research  
Needs

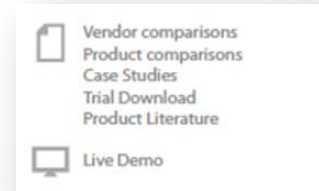
# Specific Content Types are most relevant at specific stages of The Buyer's Journey



Prospect is experiencing and expressing symptoms of a **problem or opportunity**. Is doing educational research to more clearly understand, frame and give a name to their problem.



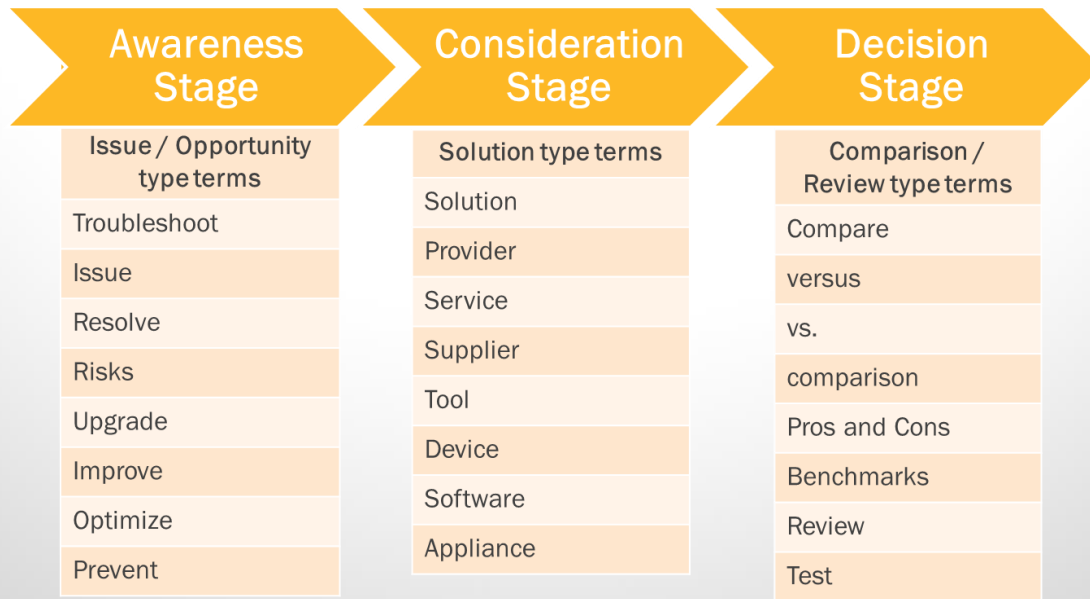
Prospect has now clearly defined and given a name to **their problem or opportunity**. Is committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity.



Prospect has now decided on **their solution strategy, method, or approach**. Is compiling a long list of all available vendors and products in their given solution strategy. Is researching to whittle the long list down to a short list and ultimately make a final purchase decision.

Content  
Type /  
Format

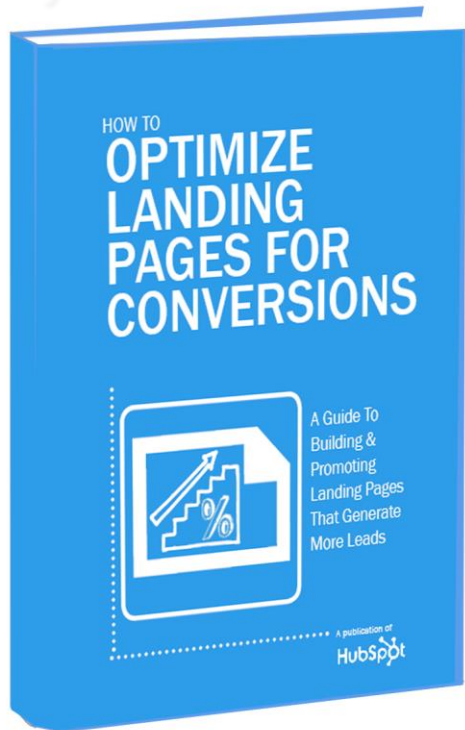
# Leverage relevant terms in each stage of The Buyer's Journey



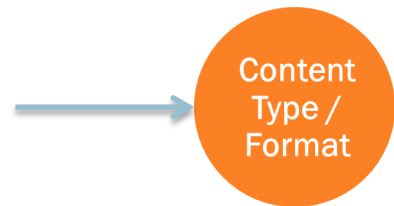
Keywords  
&  
Relevant  
Terms

# Map each Content Offer:

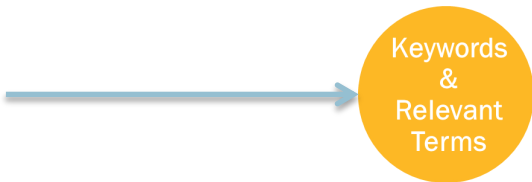
1. Identify 3 Key Content Mapping Fundamentals: Content Type, Keywords and Terms, User Behavior



- Have a problem with Landing Page Performance
- Have low conversion rate on LPs
- Likely have a problem with leads



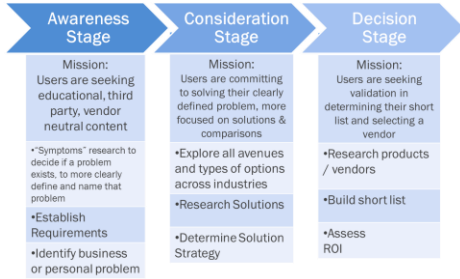
- eBook
- Expert Advice



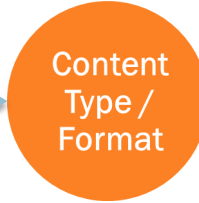
- Optimize
- Improve (“for conversions” implies “to improve conversions”)

# Map each Content Offer:

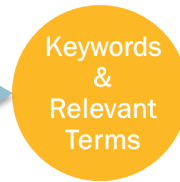
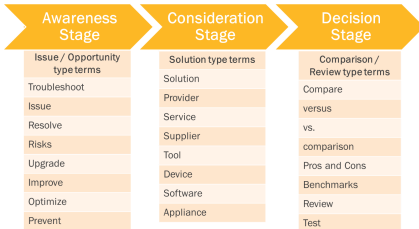
## 2. Evaluate alignment of each to Buyers Journey Stages



- Have a problem with Landing Page Performance
- Have low conversion rate on LPs
- Likely have a problem with leads



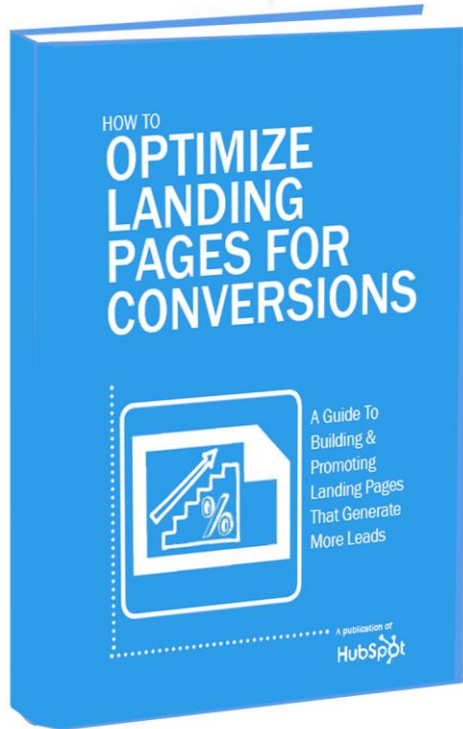
- eBook
- Expert Advice



- Optimize
- Improve (“for conversions” implies “to improve conversions”)

# Map each Content Offer:

3. Decide on one Buyers Journey Stage to which this Content Offers Maps





**DID YOU MAP THE  
CONTENT OFFER  
CORRECTLY?**

# Buyer's Journey

BUYER STAGES	AWARENESS	CONSIDERATION	DECISION
<b>User Behavior</b>	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
<b>Research &amp; Info Needs</b>	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
<b>Content Types</b>	<ul style="list-style-type: none"> <li>Analyst reports</li> <li>Research reports</li> <li>eGuides &amp; eBooks</li> <li>Editorial content</li> <li>Expert content</li> <li>White papers</li> <li>Educational content</li> </ul>	<ul style="list-style-type: none"> <li>Comparison white papers</li> <li>Expert Guides</li> <li>Live interactions</li> <li>Webcase/podcast/video</li> </ul>	<ul style="list-style-type: none"> <li>Vendor comparisons</li> <li>Product comparisons</li> <li>Case Studies</li> <li>Trial Download</li> <li>Product Literature</li> <li>Live Demo</li> </ul>
	<ul style="list-style-type: none"> <li>Troubleshoot</li> <li>Issue</li> <li>Resolve</li> <li>Risks</li> </ul>	<ul style="list-style-type: none"> <li>Upgrade</li> <li>Improve</li> <li>Optimize</li> <li>Prevent</li> </ul>	<ul style="list-style-type: none"> <li>Solution Provider</li> <li>Service Supplier</li> <li>Tool Device</li> <li>Software Appliance</li> <li>Compare Vs. versus comparison</li> <li>Pros and Cons</li> <li>Benchmarks</li> <li>Review</li> <li>Test</li> </ul>
	<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>

**The Buyers Journey Quick Reference Guide**  
 Hang it up at your desk!

**4** MAP ENTIRE CONTENT  
LIBRARY - CONTENT  
OFFER INVENTORY  
WORKSHEET.

# 57%

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

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

Leads nurtured with targeted  
content produce an increase in  
sales opportunities of more than  
**20%**

*(Source: DemandGen)*



**MAP YOUR ENTIRE  
CONTENT LIBRARY**



# Customer Example #1

## Content Audit Worksheet

Asset Name/Title	Type of Content	User Journey Buying Cycle Stage	Landing Page Name:	Landing Page URL:	File Path/Location	Buyer Persona	Date Last Update
Best Practices Guide to Planning Desktop Densities	Solution Brief	Awareness Stage (Top)			TBD		11/19/2012
Healthcare Whitepaper	White Paper	Awareness Stage (Top)			N:/ Drive		11/19/2012
Legal Whitepaper	White Paper	Awareness Stage (Top)			N:/ Drive		11/19/2012
Call Centers Whitepaper	White Paper	Awareness Stage (Top)	Cloud Desktop Infr	http://blogs.v3sys.	N:/ Drive		7/22/2013
Latency Whitepaper	White Paper	Awareness Stage (Top)	Download   Latenc	http://blogs.v3sys.	N:/ Drive		7/22/2013
TCO Whitepaper	White Paper	Awareness Stage (Top)	Desktop Cloud Con	http://blogs.v3sys.	N:/ Drive		7/22/2013
Download   10k Desktops Whitepaper   VDI	White Paper	Awareness Stage (Top)	Download   10k De	http://blogs.v3sys.	TBD		7/22/2013
Call Centers Webinar	Webcast	Consideration Stage (Middle)	Cloud Desktop Infr	http://blogs.v3sys.	TBD		7/22/2013
Peter Bookman & Simon Bramfitt Interview	Other	Consideration Stage (Middle)			TBD		11/19/2012
What is Desktop Cloud Computing?	Solution Brief	Consideration Stage (Middle)			TBD		11/19/2012
Where does V3 fit into a VMWare deployment?	Solution Brief	Consideration Stage (Middle)			TBD		11/19/2012
DCO whitepaper	White Paper	Consideration Stage (Middle)			N:/ Drive		11/19/2012
DCC Whitepaper	White Paper	Consideration Stage (Middle)			N:/ Drive		11/19/2012
10K Whitepaper	White Paper	Consideration Stage (Middle)			N:/ Drive		11/19/2012
VDI Architecture Webinar	Webcast	Consideration Stage (Middle)	VDI Architecture W	http://blogs.v3sys.	TBD		7/22/2013
VDI TCO White Paper	White Paper	Consideration Stage (Middle)	Download   VDI TC	http://blogs.v3sys.	TBD		7/22/2013
Download   Solution Overview   Desktop Cloud Compu	White Paper	Consideration Stage (Middle)	Download   Soluti	http://blogs.v3sys.	TBD		7/22/2013
Download Desktop Cloud Orchestrator Solution Overv	White Paper	Consideration Stage (Middle)	Download Desktop	http://blogs.v3sys.	TBD		7/22/2013
Medical Case Study	Case Study	Decision Stage (Bottom)			N:/ Drive		11/19/2012
Miles&Stockbridge Case Study	Case Study	Decision Stage (Bottom)			N:/ Drive		11/19/2012
EnergySolutions Case Study	Case Study	Decision Stage (Bottom)			N:/ Drive		11/19/2012
Contact Us	Contact Us	Decision Stage (Bottom)			Website		11/19/2012
Sandbox Request	Free Trial	Decision Stage (Bottom)	Trial Account   San	http://blogs.v3sys.	Website		7/22/2013
V-E517 Stand-alone spec sheet	Product Literature/B	Decision Stage (Bottom)			N:/ Drive		11/19/2012
V8 Stand-alone spec sheet	Product Literature/B	Decision Stage (Bottom)			N:/ Drive		11/19/2012



# Customer Example #2

## Content Audit Worksheet

Asset Name/Title	Type of Content	Buyer's Journey Stage
<a href="#">[Redacted] application health in the cloud</a>	Demo	Decision Stage (Bottom)
<a href="#">Blue Cross and Blue Shield of Florida manages technology to meet business needs</a>	Case Study	Decision Stage (Bottom)
<a href="#">Blue Cross and Blue Shield of Florida meets high standards with help from [Redacted]</a>	Case Study	Decision Stage (Bottom)
<a href="#">Boeing improves business processes with [Redacted] Application Performance Management</a>	Case Study	Decision Stage (Bottom)
<a href="#">BSM Customer Testimonial: [Redacted]</a>	Video	Decision Stage (Bottom)
<a href="#">BSM Customer Testimonial: [Redacted]</a>	Video	Decision Stage (Bottom)
<a href="#">BSM Customer Testimonial: [Redacted]</a>	Video	Decision Stage (Bottom)
<a href="#">BSM Customer Testimonial: [Redacted]</a>	Video	Decision Stage (Bottom)
<a href="#">Business service management: reduce the business risk of IT problems for the mid-size enterprise</a>	White Paper	Awareness Stage (Top)
<a href="#">BV Spotlight - Global Consumer Products Company [Redacted] Network Management</a>	Analyst Report	Consideration Stage (Middle)
<a href="#">Deloitte optimizes the health of its IT systems and drives service excellence with [Redacted] Business Availab</a>	Case Study	Decision Stage (Bottom)
<a href="#">Dimensional Research: Customers Validate Value of [Redacted] Solutions</a>	Analyst Report	Decision Stage (Bottom)
<a href="#">Dimensional Research: Customers Validate Value of [Redacted] t Solutions</a>	Analyst Report	Decision Stage (Bottom)
<a href="#">EMA Whitepaper: [Redacted] Brings Predictive Control to Real-time Service Delivery</a>	White Paper	Consideration Stage (Middle)
<a href="#">End-to-end service management in the virtualized environment</a>	White Paper	Awareness Stage (Top)
<a href="#">Get a 360 view of your apps: Hear best practices from Blue Cross Blue Shield of Florida</a>	Webcast	Consideration Stage (Middle)
<a href="#">Get the power of predictive analytics featuring Forrester Research</a>	Webcast	Consideration Stage (Middle)

# Customer Example #3

## Content Audit Worksheet

Asset Name/Title	Type of Content	Buyer's Journey Stage	Revised Title
<a href="#">Fixing Brown Spots in Your Lawn</a>	Tip Sheet	Awareness Stage	The Top 3 Lawn Problems that cause Brown Spots
Landscape Maintenance Guide	eBook/eGuide	Awareness Stage	eGuide: The Ultimate Guide to Landscape Maintenance
<a href="#">Mowing Productivity Rate Sheet</a>	Tip Sheet	Awareness Stage	How-To Guide: Improve Mowing Efficiency and Reduce Costs with Mowing Productivity Benchmarks
<a href="#">Soil Amendments Fact Sheet</a>	FAQ Guide	Awareness Stage	FAQ Guide: Top 4 Soil Wetting Problems and How to Solve it with Soil Wetting Agents OR Soil Amendments Fact Sheet
"Going Green While Making Green - Simple ideas for providing a Green Program for your Clients"	Webcast	Consideration Stage	
Horizon Corporate Brochure	Product Spec Sheet	Consideration Stage	Horizon Products & Services Guide - Full-Service Landscape Management Distributor
<a href="#">Cost Savings PRS Sprinkler Calculator</a>	Calculator	Decision Stage	Irrigation and Landscape Calculators
<a href="#">Fertilizer Application Calculator</a>	Calculator	Decision Stage	Irrigation and Landscape Calculators
<a href="#">Toro Total Flow Calculator</a>	Calculator	Decision Stage	Irrigation and Landscape Calculators

# APPLY IT TO YOUR INBOUND MARKETING

## Idea #1 - Lead Nurturing Workflows

Content Audit Worksheet		
Asset Name/Title	Type of Content	User Journey Buying Cycle Stage
Best Practices Guide to Planning Desktop Densities	Solution Brief	Awareness Stage (Top)
Healthcare Whitepaper	White Paper	Awareness Stage (Top)
Legal Whitepaper	White Paper	Awareness Stage (Top)
Call Centers Whitepaper		Business Stage (Top)
Latency Whitepaper		Business Stage (Top)
TCO Whitepaper		Business Stage (Top)
Download   10k Desktops		Business Stage (Top)

Email Tutorial

All emails All campaigns

Sorted by: Updated date Showing:

- Top of Funnel Intro to Desktop Virtualization  
Automated — Updated Jul 26
- Top-of-Funnel-4 - A technical Introduction to VMware  
Automated — Updated Jul 31
- Top-of-Funnel-3 - What is VDI  
Automated — Updated Aug 1
- Top-of-Funnel-2 - Intro to VMware View  
Automated — Updated Aug 1

1 First workflow step Delay for 0 Days 0 Hours 0 Minutes

Send an email Top of Funnel Intro to D... Create Email

Add step

2 Second workflow step Delay for 7 Days 0 Hours 0 Minutes

Send an email Top-of-Funnel-2 - Intro t... Create Email

Add step

3 Third workflow step Delay for 7 Days 0 Hours 0 Minutes

Send an email Top-of-Funnel-3 - What i... Create Email

Add step

4 Fourth workflow step Delay for 7 Days 0 Hours 0 Minutes

Send an email Top-of-Funnel-4 - A tech... Create Email

Set a contact property v... Company Name Dead



1

2

3

# NEXT STEPS

- 1 Catalog your content into the content offer inventory worksheet
- 2 Identify The Buyer's Journey stage of each Content Offer – Awareness, Consideration, Decision
- 3 Attend Part 2 of Webinar Series next Tuesday, October 22 @ 2pm ET.


# RESOURCES

- 1 Quick Reference Guide
- 2 Content Offering Inventory (Excel Worksheet)

# QUESTIONS?



# HUBSPOT ACADEMY TRAINING

HubSpot Dashboard Content Social Contacts Reports Marketplace Academy  Sarah Bedrick

This Month compared to Previous Month

- Academy Home
- HubSpot Training**
- Certification

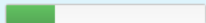
## HubSpot Training

### Inbound Methodology

Since 2006 inbound marketing has been the most effective marketing method for doing business online. Instead of the old outbound marketing methods of buying ads, buying email lists, and praying for leads, inbound marketing focuses on creating quality content that pulls people toward your company and product, where they naturally want to be.

#### Attracting Visitors

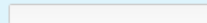
We don't want just any traffic to our site, we want the right traffic. We want the people who are most likely to become leads, and, ultimately, happy customers. Who are the "right" people? Buyer personas are holistic ideals of what your customers are really like, inside...

 2/8

[Continue Course](#)

#### Converting Visitors into Leads

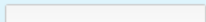
Once you've got visitors to your site, the next step is to convert those visitors into leads by gathering their contact information. At the very least, you'll need their email addresses. Contact information is the most valuable currency there is to the online marketer. You...

 0/9

[Begin Course](#)

#### Closing Leads into Customers

You're on the right track. You've attracted the right visitors and converted the right leads, but now you need to transform those leads into customers. How can you most effectively accomplish this feat? Certain marketing tools can be used at this stage to make sure you're...

 0/10

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ny.hubspot.com  
working on:  
format? Miss the  
v wha  
former training  
former training  
format? Miss  
know wha  
format? Miss  
ing to know wha

THANK YOU.

