

# THE BUYER'S JOURNEY: THE MARKETING FUNNEL EVOLVED

INTERMEDIATE



Mark Kilens  
@MarkKilens



Julie Spatola  
@JulieSpatola



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

Use the Question Pane in GoToWebinar  
to Ask Questions!

Enter the question of the day

Twitter hashtag #InboundLearning

HubSpot  
Academy 

**#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

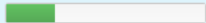
## HubSpot Training

### 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

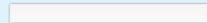
We don't want just any traffic to our site, we want the right traffic. We want the people who are most likely to become leads, and, ultimately, happy customers. Who are the "right" people? Buyer personas are holistic ideals of what your customers are really like, inside...

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#### Converting Visitors into Leads

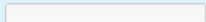
Once you've got visitors to your site, the next step is to convert those visitors into leads by gathering their contact information. At the very least, you'll need their email addresses. Contact information is the most valuable currency there is to the online marketer. You...

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#### 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...

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working on:  
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HubSpot

**Mark Kilens**

@MarkKilens



**Julie Spatola**

@JulieSpatola

# AGENDA

- 1 Your content matrix
- 2 Analyzing your content matrix
- 3 Planning your content roadmap
- 4 Use what you have

# 1 YOUR CONTENT MATRIX





# CUSTOMER EXAMPLE

## 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

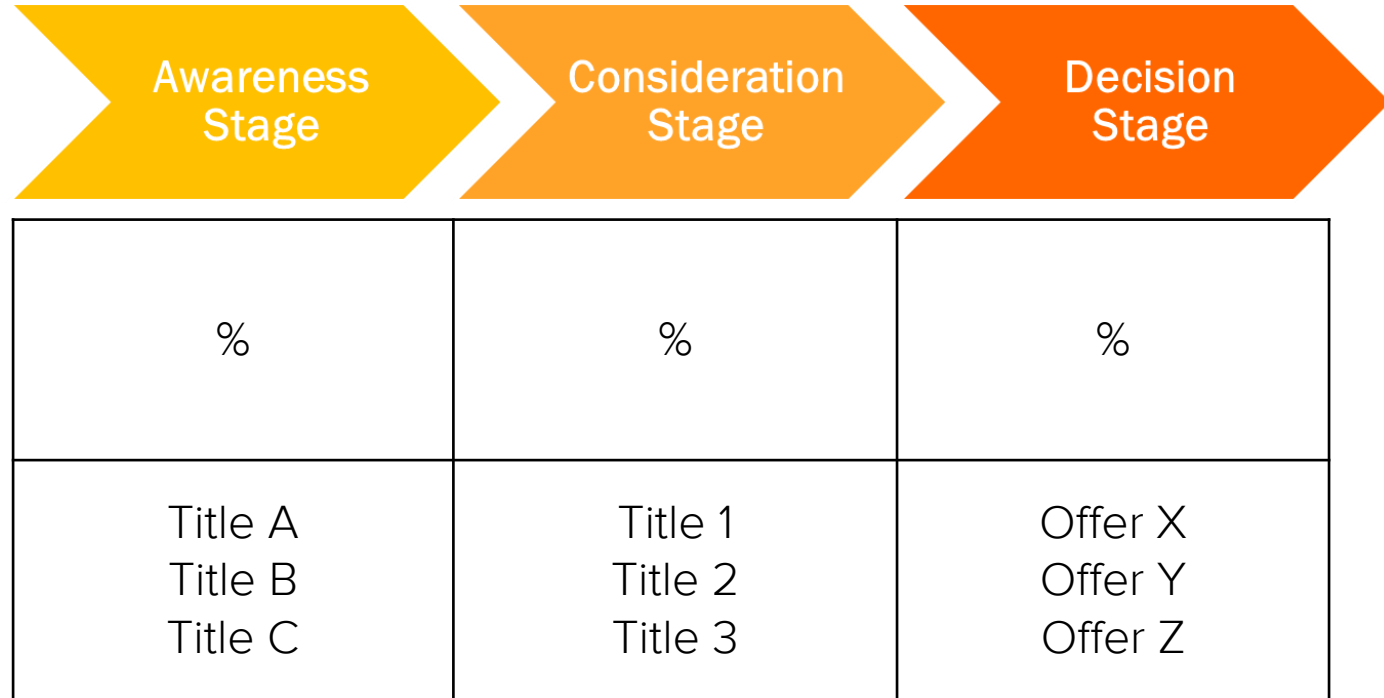
# Content Matrix

Analyze Entire Content Library

Map & analyze overall content mix,  
holes opportunities, overall content  
alignment with market maturity

# Map & Analyze Entire Content Library

*Map & analyze overall content mix, holes, opportunities, overall content alignment with market maturity*



## CONTENT MATRIX ANALYSIS OBSERVATIONS

Content offer has  
unclear Buyer's  
Journey stage  
alignment



## RECOMMENDED ACTION

Revise content  
offer title

## CONTENT MATRIX ANALYSIS OBSERVATIONS

Content offer  
contains information  
aligning with  
multiple stages



## RECOMMENDED ACTION

Split Content offer  
into 2 offers, each  
distinctly aligned  
with 1 stage only

## CONTENT MATRIX ANALYSIS OBSERVATIONS

Not enough  
content offers



## RECOMMENDED ACTION

Put a bow on it: create  
a downloadable PDF  
content offer from  
information available  
only on website page

## CONTENT MATRIX ANALYSIS OBSERVATIONS

Not enough Awareness  
Stage Content



## RECOMMENDED ACTION

Create awareness  
stage thought  
leadership whitepaper



## CONTENT MATRIX ANALYSIS OBSERVATIONS

Not enough  
Consideration  
Stage Content



## RECOMMENDED ACTION

Identify and create  
more Consideration  
Stage Content Offers

## CONTENT MATRIX ANALYSIS OBSERVATIONS

Not enough  
Decision Stage  
Content Offers

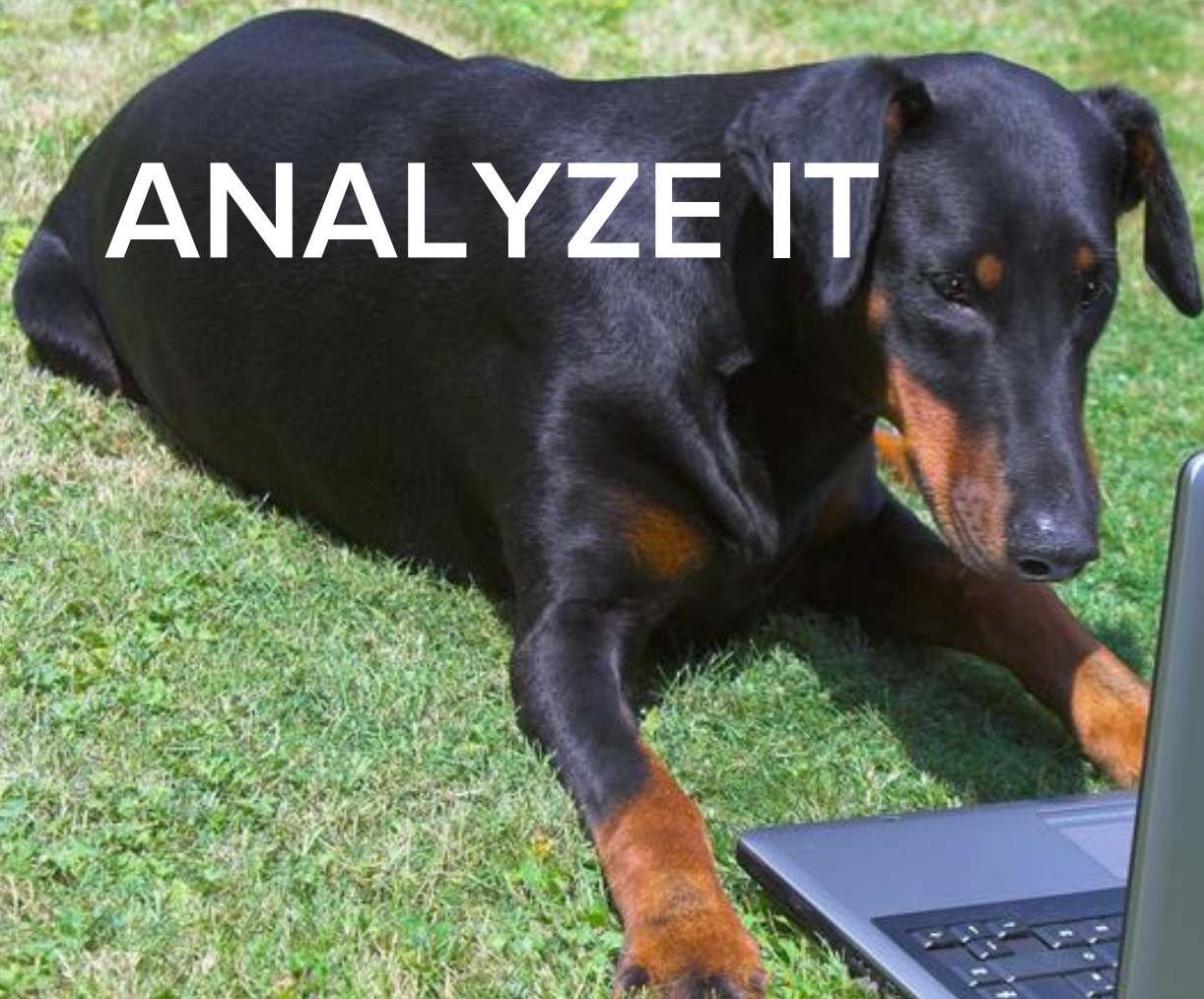


## RECOMMENDED ACTION

Put a bow on it: Create a downloadable PDF Content Offer from information available only on website page  
(Common Examples: Product Info., Case Study/Testimonial, Free Trial, Demo, Contact Us)


# 2 ANALYZING YOUR CONTENT MATRIX

**ANALYZE IT**



# BUYER PERSONAS



	%	%	%
	%	%	%

## CONTENT MATRIX ANALYSIS OBSERVATIONS

Missing content in  
awareness stage  
for persona a



## RECOMMENDED ACTION

Create awareness  
stage white paper  
for persona a

## CONTENT MATRIX ANALYSIS OBSERVATIONS

Only have content  
for one persona



## RECOMMENDED ACTION

Repurpose Content  
Offers in each Buyer's  
Journey Stage to  
message to Persona C  
where content is lacking

## CONTENT MATRIX ANALYSIS OBSERVATIONS

Content is generic and not aligned by persona  
“any of our buyer personas would find this helpful”

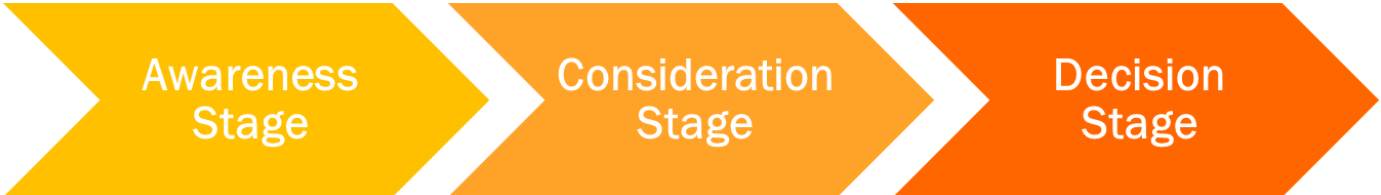








## RECOMMENDED ACTION

Strengthen content offers to align more closely with the needs of a specific persona



# TOPIC



	Awareness Stage	Consideration Stage	Decision Stage
	%	%	%
			
			
			
			
			

## CONTENT MATRIX ANALYSIS OBSERVATIONS

We have a favorite topic and have never explored any other topics



## RECOMMENDED ACTION

Do industry research to identify new topics of interest to your prospective buyer: technology developments, changes in law or regulations, social trends changing how people live their lives, economic factors affecting the status quo, generational or social factors causing shifting priorities

## CONTENT MATRIX ANALYSIS OBSERVATIONS

We have a favorite topic which all of our content offers cover exclusively








## RECOMMENDED ACTION

Build up library of content offers in all three Buyer's Journey stages for topic #2

# CONTENT TYPE / FORMAT



	%	%	%
			
			
			
			

## CONTENT MATRIX ANALYSIS OBSERVATIONS

Content format type  
lacking variety



## RECOMMENDED ACTION

Repurpose webinar  
into a 2<sup>nd</sup> and 3<sup>rd</sup> offer  
in different formats  
such as a podcast and  
a downloadable slide  
presentation

**YOUR TURN!**

WHAT IDEAS  
DO YOU WANT  
TO SHARE?



# 3 PLANNING YOUR CONTENT ROADMAP

What observations did your Content Matrix analysis produce?

Compile a list of the logical correlating recommendations for each observation

Content Matrix Analysis Observations	Recommended Action:
Content Offer has Unclear Buyers Journey Stage alignment	Revise Content Offer Title
Content Offer contains information aligning with multiple stages	Split Content offer into 2 Offers, each distinctly aligned with 1. stage only
Not enough Content Offers	Put a Bow on it: Create a downloadable PDF Content Offer from information available only on website page
Content Format Type Lacking Variety	Repurpose a Webcast into a 2 <sup>nd</sup> and 3 <sup>rd</sup> offer in different Formats such as a Podcast and a downloadable Slide Presentation
Not enough Awareness Stage Content	Create awareness stage thought leadership white paper
Not enough Consideration Stage Content	Identify and create more Consideration Stage Content Offers
Not enough Decision Stage Content Offers	Put a Bow on it: Create a downloadable PDF Content Offer from information currently available only on website page (Common Examples: Product info., Case Study/Testimonial, Free Trial, Demo, Contact Us)
We have a favorite Topic and have never explored any other topics	Do industry research to identify new topics of interest to your prospective buyer: technology developments, changes in law or regulations, social trends changing how people live their lives, economic factors affecting the status quo, generational or social factors causing shifting priorities
We have a favorite Topic which all of our Content Offers cover exclusively	Build up library of Content Offers in all 3 Buyers Journey Stages for Topic #2
Missing Content in Awareness Stage for Persona A	Create Awareness Stage White Paper for Persona A
Only have content for one Persona	Repurpose Content Offers in each Buyers Journey Stage to message to Persona C where content is lacking
Content is generic and not aligned by Persona "Any of our Buyer Personas would find this helpful"	Strengthen Content Offers to align more closely with the needs of a specific persona





**CREATE WHAT YOU NEED...  
OUTLINE YOUR CONTENT ROADMAP**

# Content Roadmap

*Itemize Next Steps – Separate Short & Long Term Action Items*

## Short Term Action Items

1. Revise Titles
2. Create Landing Pages for new content found on your website
3. Split content offer XYZ that tries to cover multiples stages into 2 content offers: i.e 1 Awareness Stage PDF and 1 Consideration Stage Webcast

## Long Term Action Items

1. Create Awareness stage White Paper for Persona A
2. Identify and create more Decision Stage content offers
3. Build up library of content offers in all 3 Buyers Journey Stages for Topic #2
4. Repurpose content offers in each Buyers Journey Stage to message to Persona C where content is lacking

**4** USE WHAT YOU HAVE!

# 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		Awareness Stage (Top)
Latency Whitepaper		Awareness Stage (Top)
TCO Whitepaper		Awareness Stage (Top)
Download   10k Desktops		Awareness 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

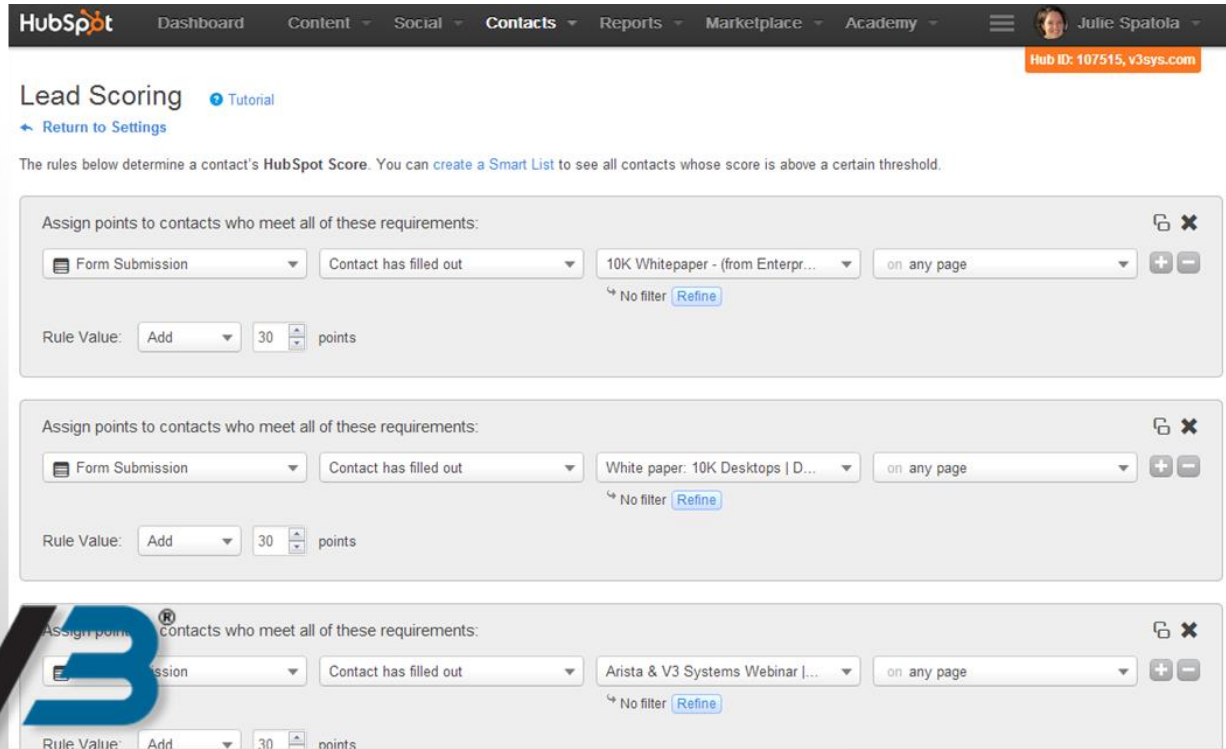


1

2

3

# Idea #2 - Lead Scoring



The screenshot shows the HubSpot interface for configuring lead scoring rules. The top navigation bar includes 'HubSpot', 'Dashboard', 'Content', 'Social', 'Contacts', 'Reports', 'Marketplace', and 'Academy'. The user 'Julie Spatola' is logged in, and the Hub ID is '107515, v3sys.com'. The page title is 'Lead Scoring' with a 'Tutorial' link and a 'Return to Settings' link. A descriptive text states: 'The rules below determine a contact's HubSpot Score. You can create a Smart List to see all contacts whose score is above a certain threshold.'

Three lead scoring rules are visible, each with the following structure:

- Assign points to contacts who meet all of these requirements:**
- Form Submission** (dropdown) **Contact has filled out** (dropdown) **10K Whitepaper - (from Enterpr...** (dropdown) **on any page** (dropdown)
- Rule Value:** Add (dropdown) **30** (input) **points**
- No filter** (dropdown) **Refine** (button)

The second rule uses the example 'White paper: 10K Desktops | D...'. The third rule uses the example 'Arista & V3 Systems Webinar [...]'. A large 'V3' logo is overlaid on the bottom left of the screenshot.

# Idea #3 – Thank You Pages

The screenshot shows a thank you page from BeQuick software. At the top left is the BeQuick software logo. A navigation menu includes Home, Features, Support, Partners, About Us, Blog, and Contact Us. The main heading reads: "Thank you for downloading our Win More Customers in the Diversifying Wireless Market Whitepaper!". Below this is a blue link: "Click Here to Download". To the right is a 3D image of the whitepaper cover, which features the "fusion" logo and the text "Win More Customers in the Diversifying Wireless Market" and the BeQuick software logo. On the right side of the page, there are two promotional boxes. The top box, titled "Check out the BeQuick Blog!", contains the text "BeQuick Blog Get Fresh insights on all the wireless industry news, trends and buzz." and a "Read Blog Now >>" button. The bottom box, titled "READ OUR WHITE PAPER", contains the text "Key Characteristics of Next Generation MVNE's" and a "Download Now" button. At the bottom of the page are social media icons for Facebook, LinkedIn, Twitter, Google+, and Email. Two orange arrows point from the right towards the blog and whitepaper boxes.

BeQuick software™

Home Features Support Partners About Us Blog Contact Us

Thank you for downloading our **Win More Customers in the Diversifying Wireless Market Whitepaper!**

[Click Here to Download](#)

**fusion**  
Win More Customers  
in the  
Diversifying  
Wireless Market  
BeQuick software™

**Check out the BeQuick Blog!**  
BeQuick Blog  
Get Fresh insights  
on all the wireless  
industry news,  
trends and buzz.  
Read Blog Now >>

**READ OUR WHITE PAPER**  
Key Characteristics of  
Next Generation MVNE's  
Download Now

f in t g+

# Idea #4 – Smart Call-To-Action (CTA) Buttons

HubSpot Dashboard Content Social Contacts Reports Marketplace Academy

Content Home  
Design Center  
Site Pages  
Landing Pages  
Blog  
Keywords  
Email  
Calls-to-Action  
Social Media  
Content Settings

## Calls-to-Action

Smart CTA

Status	Preview	Views	Clicks	Clicks → subs.	Subs.	Updated
●		311.9k	1.8%	5,741	44.1%	2,531 Jul 18
●		1,387	0.7%	10	0%	0 Jul 18
●		10.6k	1%	104	59.6%	62 Jul 8

How to Optimize Your Social Media Marketing Strategy

We'll evaluate your current strategy & offer tips to get the most out of your social media marketing efforts.

[Get a Free Assessment](#)

Free Ebook: An Introduction to LinkedIn for Business

Download this setup and strategy guide to learn how to use LinkedIn Company Pages for marketing.

[Download Ebook Now](#)

FREE EBOOK: LEARNING LINKEDIN FROM THE EXPERTS

Learn how to build a powerful business presence on LinkedIn – from LinkedIn experts themselves!

[Download Ebook Now](#)

Free Ebook: Crash Course on LinkedIn Sponsored Updates

Learn how to use LinkedIn Sponsored Updates to get more exposure and clicks on your content.

[Download Ebook Now](#)

# Idea #5 – Landing Page Copy

critical issue

Business risks

Improving the  
Breakdown of  
Communication  
between  
CEOs & CIOs

**Townsend.**  
SECURITY

eBook

## Are You Turning a Blind Eye to Data Security in your Business?

From hackers to employee mistakes, the loss of sensitive data is considered such a critical issue that data protection is mandated not only by many industry segments, but also by most state and governmental laws.

In this eBook, *"Turning a Blind Eye to Data Security: Mending the Breakdown of Communication CEOs and CIOs"*, authors Kevin Beaver, CISSP, Patrick Townsend, and Todd Ostrander will teach you about

- Business risks associated with unprotected sensitive data
- Tools and resources to begin the discussion about data security in your company
- 5 Common misconceptions
- 6 Questions to ask your CIO
- Actionable steps YOU can take

[Download the ebook today!](#)

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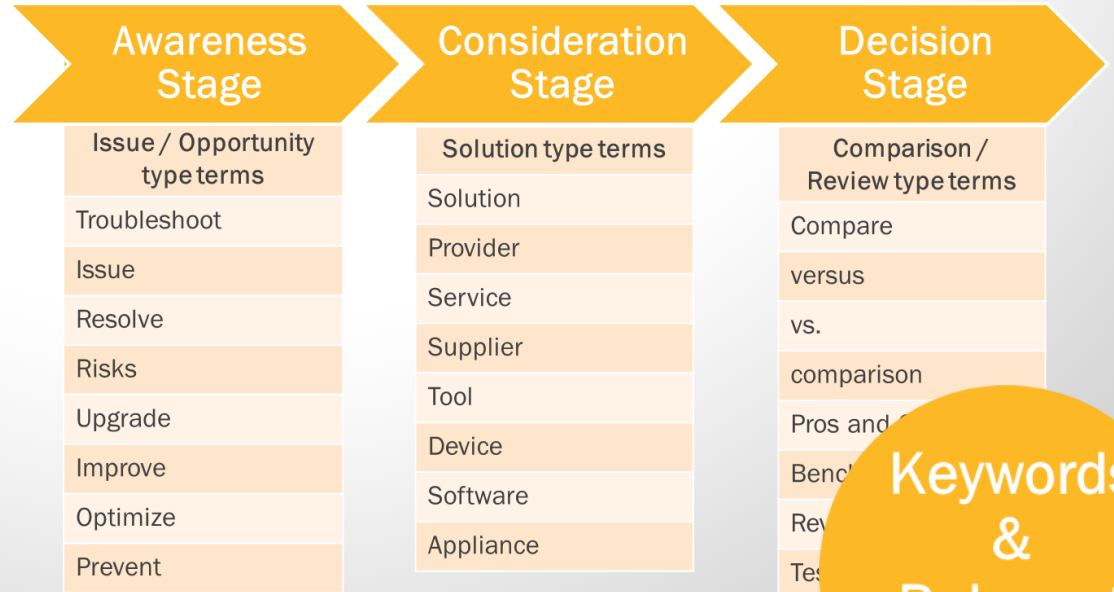
**YOUR TURN!**

WHAT IDEAS  
DO YOU WANT  
TO SHARE?



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

- Offer Title & Abstract
- Landing Page Copy
- CTA Button Copy
- Email Copy
- Email Subject Line



**Keywords  
&  
Relevant  
Terms**

# NEXT STEPS

- 1 Organize your Content Offer Inventory using the content matrices
- 2 Analyze each content matrix
- 3 Create a short term & long-term content roadmap
- 4 Use your current content offers in your inbound marketing tactics

# RESOURCES

- 1 The Content Matrix
- 2 The Content Creation Roadmap

# 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

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#### Converting Visitors into Leads

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working on:

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THANK YOU.

