inbound

SMARKETING:

HOW INBOUND SALES AND INBOUND MARKETING WORK AT HUBSPOT
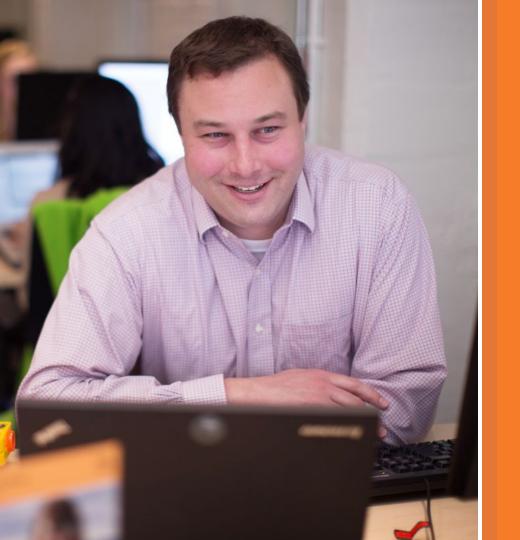
Mark Roberge, SVP Sales & Services @ HubSpot
Mike Volpe, CMO @ HubSpot

#inbound13

MARK
ROBERGE

@markroberge

I beta test new outfits on Wednesdays and Fridays because there are fewer people in the office.

MIKE
VOLPE

@mvolpe

I am incredibly cheap ("ROI focused") such that I love Costco and have been known to use coupons.

SALES

"simple-minded"
"cowboys"
"incompetent"

MARKETING

"paper pushers"
"academics"
"irrelevant"

#SMARKETING

AGENDA

1   Align sales and marketing with common metrics

2   Inbound sales (the key to inbound marketing)

3   Communicate and manage for alignment

1 ALIGN SALES AND MARKETING USING COMMON METRICS

DEFINE YOUR FUNNEL STAGES.

Visitors

Leads / Inquiries

Marketing Qualified Leads

Sales Qualified Leads

Opportunities

Customers

THE MARKETING SLA.

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

- How many leads of what quality will keep a sales rep busy for 40+ hours a week?

COMPUTING THE MARKETING SLA.

MQL Type	MQL to Customer Close %	Value per MQL
Whitepaper	0.9%	$900
Webinar	1.5%	$1,500
Online Demo	2.0%	$2,000
Tradeshow	1.1%	$1,150
Contact Sales	12.0%	$12,000

* Assumes $100,000 average revenue per customer

SLAs GO BOTH WAYS.

Marketing to Sales

- Quantity and quality of leads that maximize sales productivity and gets sales to goal
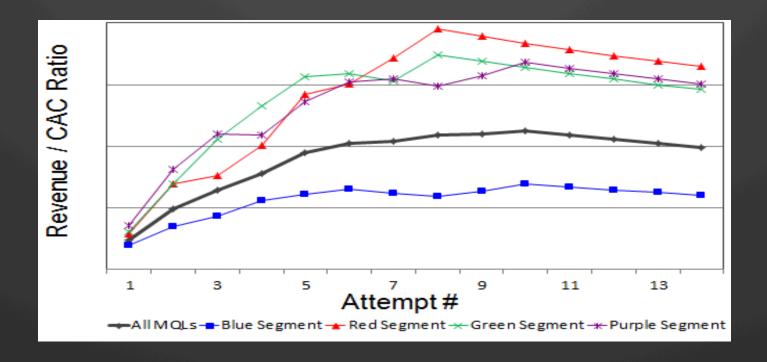
Sales to Marketing

- Speed and depth of lead follow-up that maximizes sales and marketing economics

THE SALES SLA.

- How many call/email attempts should sales make for every lead of a certain quality to not waste leads?

- With X leads and Y hours / month, how many follow-up attempts should sales be able to complete per lead?
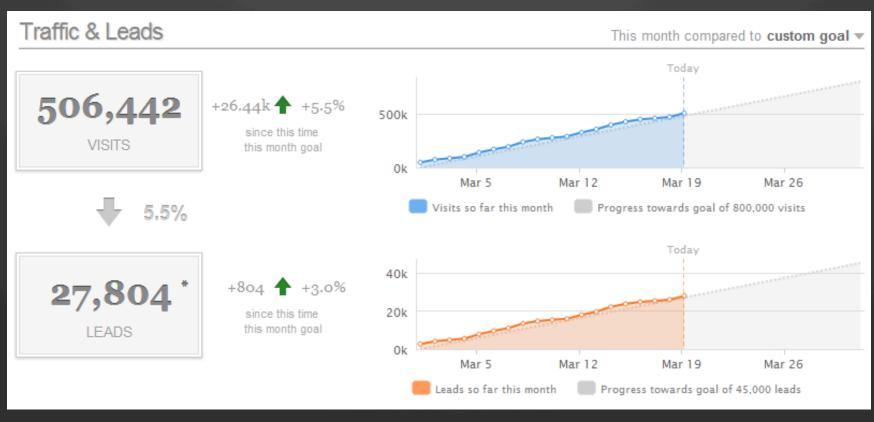
COMPUTING THE SALES SLA.

* All data has been altered from actual HubSpot data for the purposes of this presentation
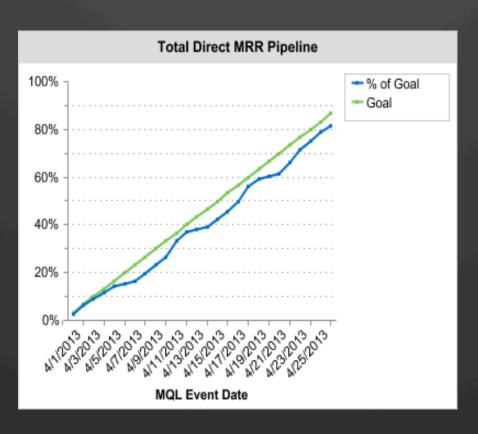
DASHBOARDS.

Get individuals and teams to fix problems without management intervention.
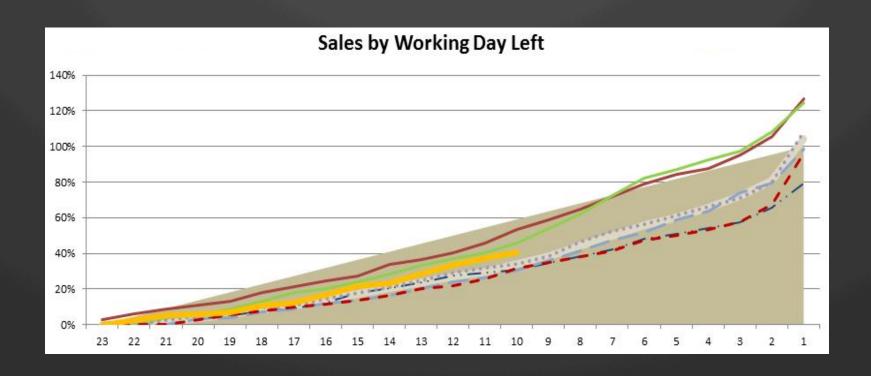
- Frequent
- Public
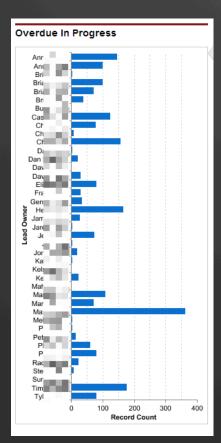- Transparent

MARKETING DASHBOARDS.

Traffic & Leads

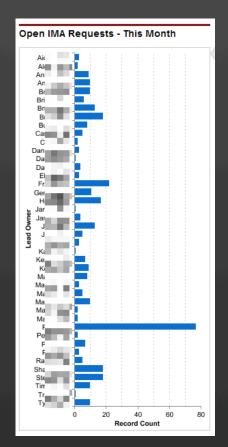This month compared to **custom goal** ▾

506,442
VISITS

+26.44k ⬆ +5.5%
since this time
this month goal

⬇ 5.5%

27,804 *
LEADS

+804 ⬆ +3.0%
since this time
this month goal

Today

500k

0k
Mar 5   Mar 12   Mar 19   Mar 26

🔵 Visits so far this month   ⬜ Progress towards goal of 800,000 visits

Today

40k

20k

0k
Mar 5   Mar 12   Mar 19   Mar 26

🟧 Leads so far this month   ⬜ Progress towards goal of 45,000 leads

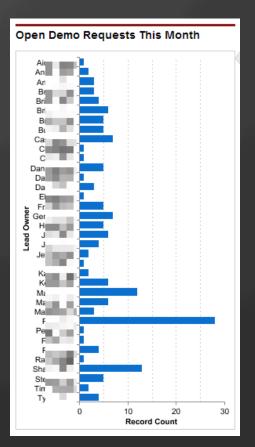# MARKETING DASHBOARDS.

SALES DASHBOARDS.

Sales by Working Day Left

SALES DASHBOARDS.

2 INBOUND SALES: THE KEY TO INBOUND MARKETING

TRADITIONAL vs INBOUND SALES

Traditional Marketing

Good Fit

Has Pain
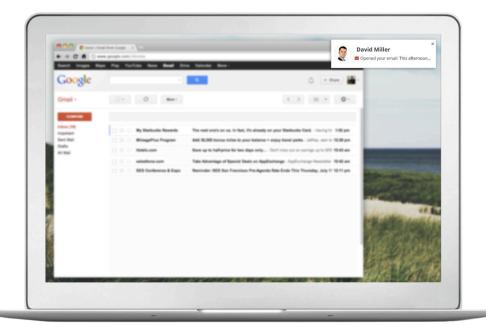
- Build & buy list of target market
- Spam them using automation
- Cold call high
- Beg for appointment
- Always Be **Closing**

Inbound Marketing

Has Pain

Good Fit

- Attract large numbers of opt-in contacts
- Segment out bad fit contacts
- Return calls low, gather info. Then get intro to call high.
- Reference lead intelligence
- Always Be **Helping**

Signals Alerts Salespeople
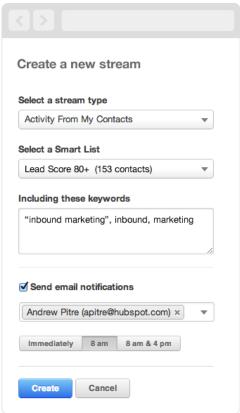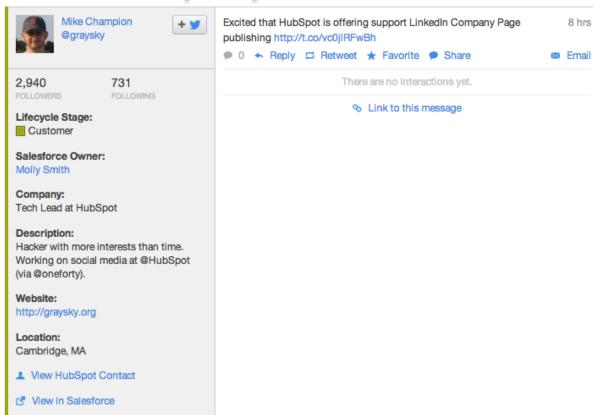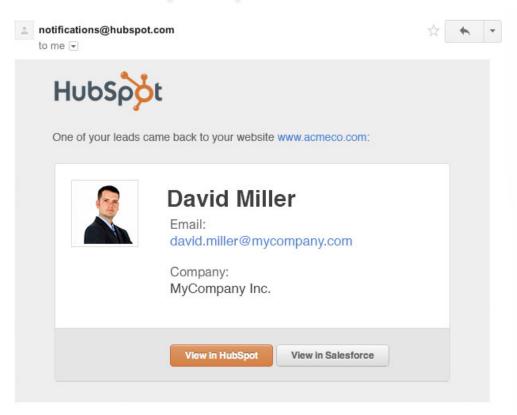
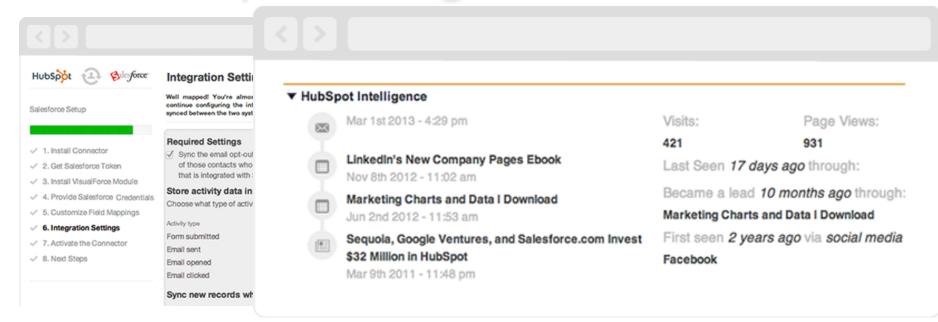# Social Inbox Alerts Salespeople

Email Alerts Salespeople

Closed Loop CRM Integration

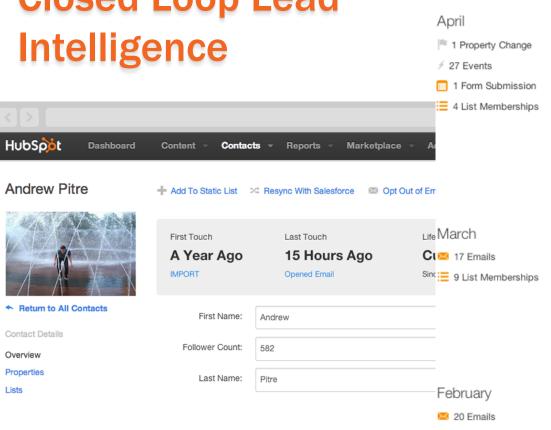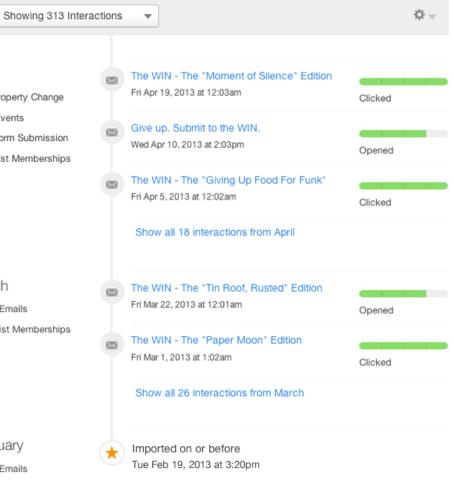Closed Loop Lead Intelligence

3 COMMUNICATE AND MANAGE FOR ALIGNMENT

Most Companies Align by Function

Deliver Leads

Deliver Customers

Marketing

Generate inbound leads

- Campaigns focused on spiking awareness at key intervals
- Weekly Marketing status meetings
- Targeting company-wide lead goals

Sales

Convert leads to customers

- Territory-driven sales processes
- Weekly sales status meetings
- Targeting individual-specific revenue goals

Services

Make customers successful

- Product-specific services process
- Weekly services status meetings
- Targeting product-specific customer success goals

HubSpot Aligns by Buyer Persona

Owner Ollie Team
(1-50 employees)

Group Sales & On-Boarding

Ollie Marketing

Ollie Services

Ollie Sales

Marketing Mary Team
(50-500 employees)

1-to-1 Sales & On-Boarding

Mary Marketing

Mary Services

Mary Sales

Enterprise Erin Team
(500+ employees)

Advanced Sales & On-Boarding

Erin Marketing

Erin Services

Erin Sales

Alignment Meetings

We center our meetings on customer needs and challenges versus institutional convenience. For example:

Meeting	Purpose
Smervices	Highlights best practices for solving customer challenges across personas
Prustomer	Previews forthcoming product changes & facilitates real-time product feedback from customer team
Executive Persona Meetings	Maximize customer success and unit economics for each persona Ensure alignment on investment and growth projections

Market Your Marketing to Sales

HubSpot

Hey Mike!

Find below what marketing is producing and promoting this week:

Group Demos:

- **Mary Group Demo** | Wednesday, February 1st at 2pm EST
  Soundbite: Get a taste of HubSpot in our invite-only demo this week. Senior inbound marketing specialists will walk you through HubSpot's tools and show you how others are using our software to generate more high-quality leads and grow their revenue month over month.

- **Small Business Group Demo** | Thursday, February 2nd at 1pm EST
  Soundbite: Learn inbound marketing best practices and HubSpot tools specifically for small businesses in this fun and fast-paced demonstration.

- **Enterprise Group Demo** | Thursday, January 16th at 2pm
  Soundbite: Does your complex marketing funnel need some optimization? Join us for a live webinar hosted by HubSpot's inbound marketing experts to learn how HubSpot's software, training and methodology can help the most sophisticated marketing teams improve their businesses.

Ebooks

- **Master Facebook in 10 Days** | **TY page** | **Share on LI** | **Share on FB** | **Share on Twitter**
  Soundbite: Facebook is changing all the time, but as a marketer, you need to be able to leverage the network in a time-efficient way. Learn how to master Facebook marketing in 10 days by reading our

Events

- **January 31**: Inbound Marketing Manager Rebecca Corliss to speak on a LinkedIn webinar called How to Build your LinkedIn Company Page for Business Success
- **January 31-February 1**: Inbound Marketing Evangelist Laura Fitton to speak at the iStrategy Conference in San Francisco, MA
- **February 2**: VP of Sales Mark Roberge to speak at New England Grows 2012 in Boston, MA
- **February 2**: Events Coordinator Rachel Sprung to speak at Emerson College PRSSA in Boston
- **February 3**: VP of Marketing Jeanne Hopkins to speak at SocialBizAtlanta in Atlanta, GA

Books

Two members of the marketing team have pubslihed awesome books recently. Brag about it and send the sample chapters below to your prospects:

- "Go Mobile" by Jeanne Hopkins, VP of Marketing at HubSpot, and Jamie Turner, founder of 60 Second Marketer
- "The B2B Social Media Book" by Kipp Bodnar, Inbound Marketing Manager at HubSpot, and Jeffrey Cohen, Social Strategist at Radian6

Local HUG MeetUps

Get your prospect or customer PUMPED about HubSpot by sending them to a local HubSpot User Group (HUG) Meetup. Upcoming meetups:

- **DENVER, CO** - January 31 | http://1-31-2012-hug-meeting.eventbrite.com
- **WASHINGTON D.C.** - February 2 | http://hugdcfebruary.eventbrite.com/
- **SAN FRANCISCO, CA** - February 2 | http://linkd.in/zuoJX5
- **TAMPA, FL** - February 6 | http://www.eventbrite.com/event/2704365831/eorg
- **CHICAGO, IL** - February 7 | http://februarychicagohugmeetup.eventbrite.com/

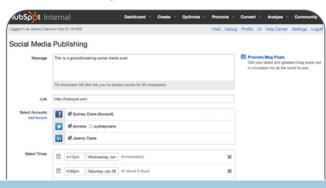Let me know if you have any questions, Mike!

Keep Sales Up to Date

CONTACT US:
SmarketingAlignment@hubspot.com

QUESTIONS?