



# SMARTETING: HOW INBOUND SALES AND INBOUND MARKETING WORK AT HUBSPOT

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Mike Volpe, CMO @ HubSpot

#inbound13



# MARK ROBERGE

@markroberge

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



# MIKE VOLPE

@mvolpe

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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

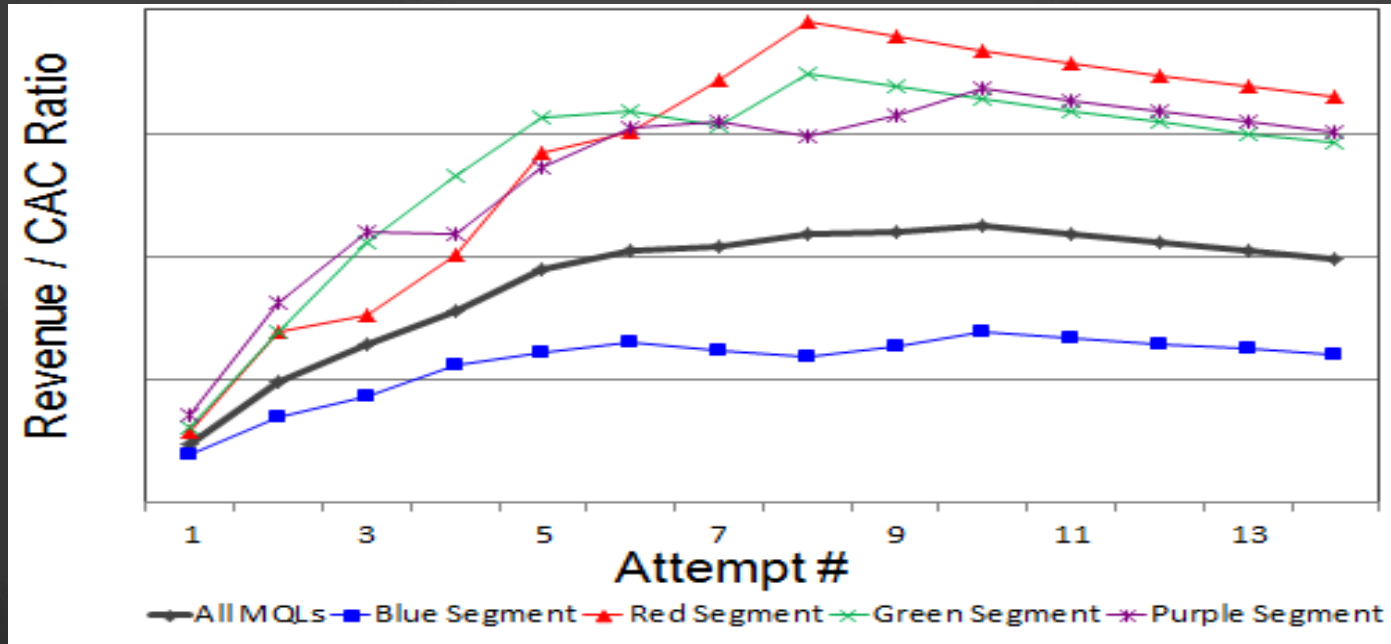
## Sales to Marketing

- 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

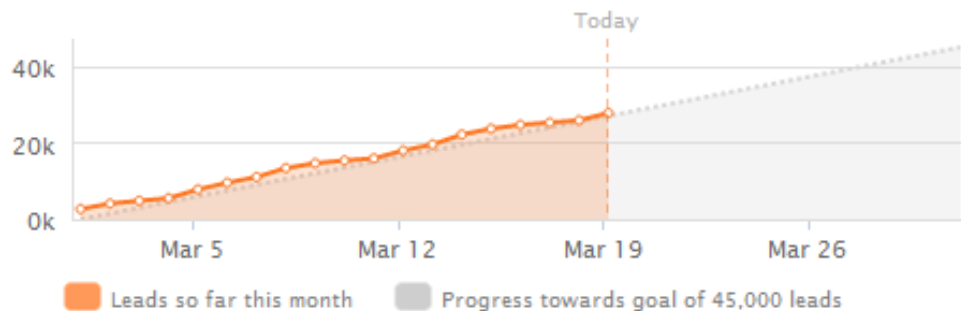
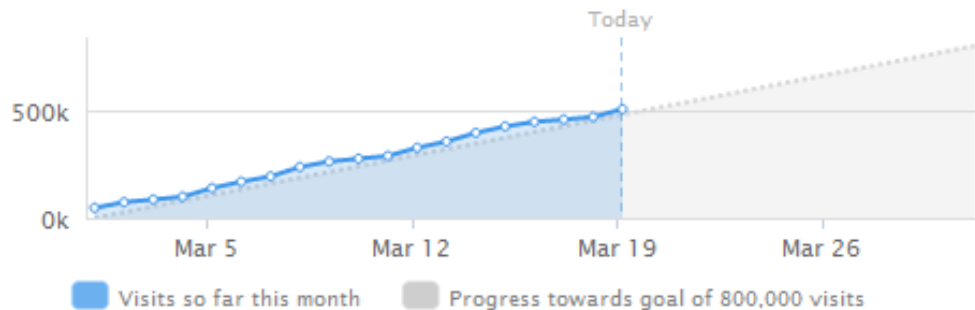
↓ 5.5%

**27,804\***

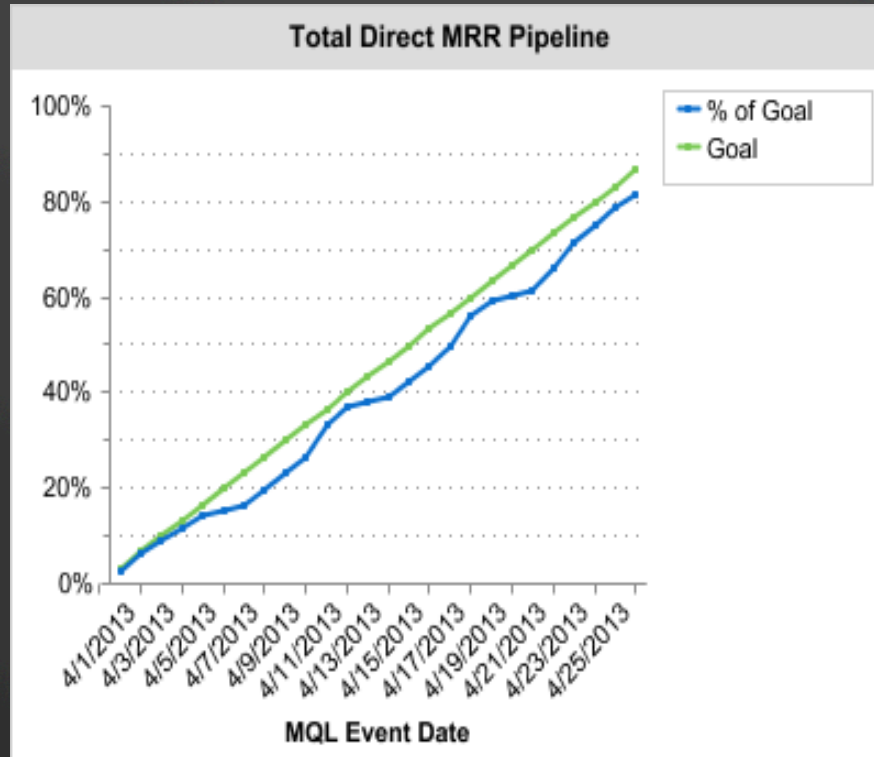
LEADS

+804 ↑ +3.0%

since this time  
this month goal

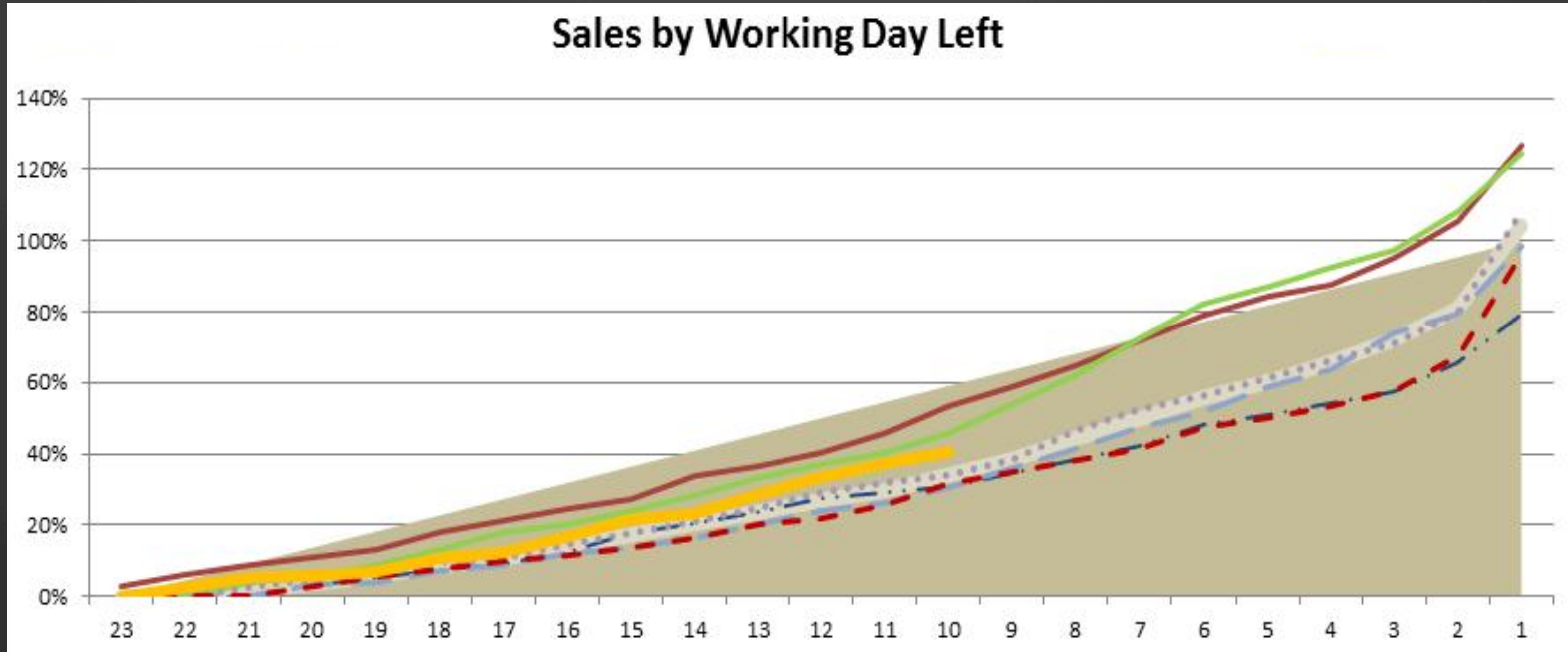


# MARKETING DASHBOARDS.





# SALES DASHBOARDS.





**2**

**INBOUND SALES: THE KEY  
TO INBOUND MARKETING**

# TRADITIONAL vs INBOUND SALES

## Traditional Marketing



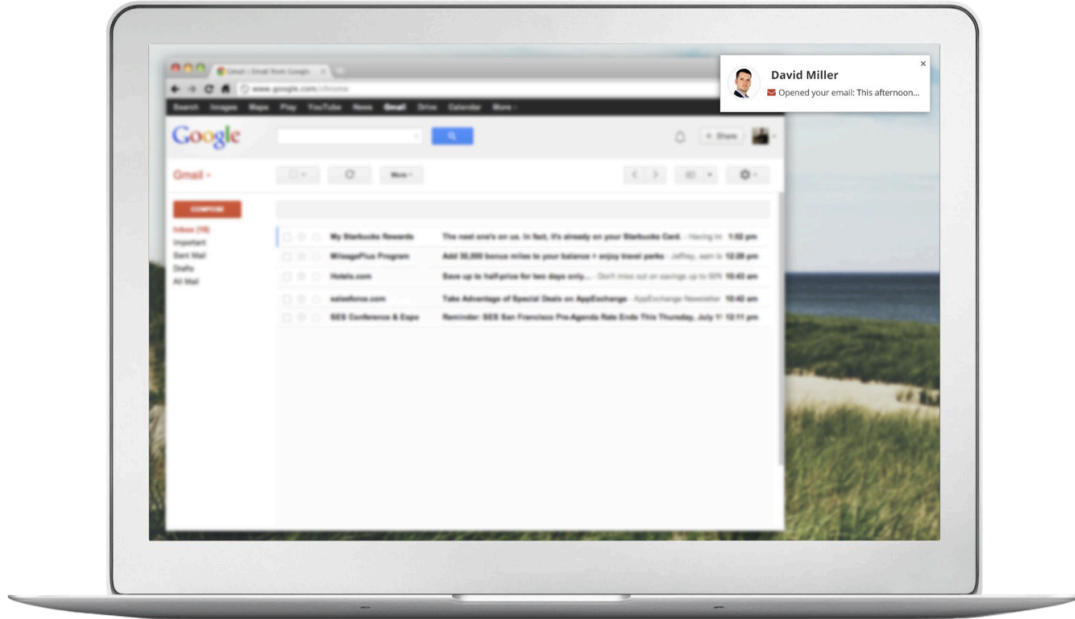
- Build & buy list of target market
- Spam them using automation
- Cold call high
- Beg for appointment
- Always Be **Closing**

## Inbound Marketing



- 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



**David Miller**

✉ Opened your email: This afternoon...



**New Lead in Salesforce**

➡ Marina Keller from Keller Consulting



**Jane Smith**

🔗 Is viewing Plans & Pricing right now



**Ryan Sampson**

🌐 Shared: 10 Facts About Our Industry...

# Social Inbox Alerts Salespeople

< >

### Create a new stream

**Select a stream type**

Activity From My Contacts

**Select a Smart List**

Lead Score 80+ (153 contacts)

**Including these keywords**


"inbound marketing", inbound, marketing

**Send email notifications**

Andrew Pitre (apitre@hubspot.com) x

Immediately 8 am 8 am & 4 pm

**Create** Cancel



**Mike Champion**  
@graysky

+ Twitter

2,940 FOLLOWERS 731 FOLLOWING

**Lifecycle Stage:**  
Customer

**Salesforce Owner:**  
Molly Smith

**Company:**  
Tech Lead at HubSpot

**Description:**  
Hacker with more interests than time.  
Working on social media at @HubSpot  
(via @oneforty).

**Website:**  
<http://graysky.org>

**Location:**  
Cambridge, MA

[View HubSpot Contact](#)

[View in Salesforce](#)


Excited that HubSpot is offering support LinkedIn Company Page publishing <http://t.co/vc0jIRFwBh> 8 hrs

0 Reply Retweet Favorite Share Email

There are no interactions yet.

[Link to this message](#)

# Email Alerts Salespeople

 notifications@hubspot.com  
to me



One of your leads came back to your website [www.acmeeco.com](http://www.acmeeco.com):



**David Miller**

Email:  
[david.miller@mycompany.com](mailto:david.miller@mycompany.com)

Company:  
MyCompany Inc.

[View in HubSpot](#)

[View in Salesforce](#)

# Closed Loop CRM Integration

The screenshot shows the HubSpot integration settings for Salesforce. On the left, the 'Salesforce Setup' progress bar is green, and a list of 8 steps is shown, with step 6, 'Integration Settings', currently selected. The 'Integration Settings' panel on the right includes a status message: 'Well mapped! You're almost done configuring the integration between the two systems.' Below this, there are sections for 'Required Settings' (with 'Sync the email opt-out of those contacts who that is integrated with:' checked), 'Store activity data in' (with options for 'Form submitted', 'Email sent', 'Email opened', and 'Email clicked'), and 'Sync new records with'.

The main content area displays 'HubSpot Intelligence' with a list of activities:

- Mar 1st 2013 - 4:29 pm
- Nov 8th 2012 - 11:02 am: **LinkedIn's New Company Pages Ebook**
- Jun 2nd 2012 - 11:53 am: **Marketing Charts and Data I Download**
- Mar 9th 2011 - 11:48 pm: **Sequoia, Google Ventures, and Salesforce.com Invest \$32 Million in HubSpot**

Summary statistics on the right:

- Visits: 421
- Page Views: 931
- Last Seen: 17 days ago through: **Marketing Charts and Data I Download**
- Became a lead: 10 months ago through: **Marketing Charts and Data I Download**
- First seen: 2 years ago via social media: **Facebook**






# Closed Loop Lead Intelligence

HubSpot Dashboard Content **Contacts** Reports Marketplace A

**Andrew Pitre** + Add To Static List ↔ Resync With Salesforce ✉ Opt Out of Email



[Return to All Contacts](#)


Contact Details  
Overview  
[Properties](#)  
[Lists](#)

First Touch	Last Touch	Life Cycle
<b>A Year Ago</b>	<b>15 Hours Ago</b>	<b>March</b>
IMPORT	Opened Email	17 Emails
		9 List Memberships

First Name:

Follower Count:

Last Name:

Showing 313 Interactions 

April

- 1 Property Change
- 27 Events
- 1 Form Submission
- 4 List Memberships

**The WIN - The "Moment of Silence" Edition**  
Fri Apr 19, 2013 at 12:03am **Clicked**

**Give up. Submit to the WIN.**  
Wed Apr 10, 2013 at 2:03pm **Opened**

**The WIN - The "Giving Up Food For Funk"**  
Fri Apr 5, 2013 at 12:02am **Clicked**

[Show all 18 interactions from April](#)

**The WIN - The "Tin Roof, Rusted" Edition**  
Fri Mar 22, 2013 at 12:01am **Opened**

**The WIN - The "Paper Moon" Edition**  
Fri Mar 1, 2013 at 1:02am **Clicked**

[Show all 26 interactions from March](#)

**Imported on or before**  
Tue Feb 19, 2013 at 3:20pm

**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



Marketing Mary Team  
*(50-500 employees)*

1-to-1 Sales & On-Boarding



Enterprise Erin Team  
*(500+ employees)*

Advanced Sales & On-Boarding



# 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



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 published 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



Hi Mike,

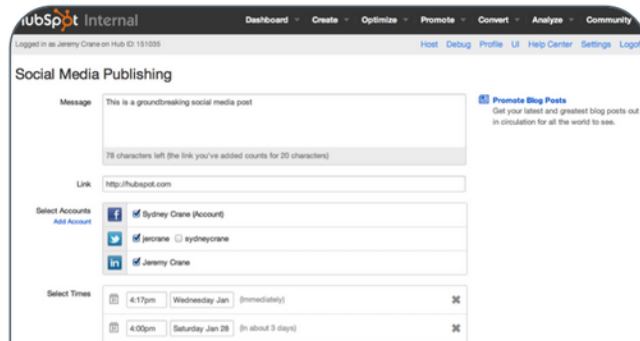
Welcome to this week's Product Digest. This edition brings you a brand new social media publisher, several new apps and some expert adoration. Enjoy...

## New Social Media Publishing Now Available

The new social media publishing tool, which can now be found under the promote tab in the HubSpot navigation, lets you create, send or schedule posts for multiple social media accounts all at once. Posts can even be scheduled to publish at different times on different accounts. In addition, the tool allows users to see a single view of their published items and the items that are scheduled to be published.

[Read more and get marketing materials \(wiki\).](#)

[Documentation on Social Media Publishing](#)



CONTACT US:

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QUESTIONS?

