

THE INBOUND INTERN

Teach the upcoming generation how to be an effective Inbound Marketer while quickly scaling your Inbound strategy.



ERIN WASSON

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disrupting industries,
one start-up at a time.
inbound marketing
addict and HubSpot
superfan.



ERIN BORGERSON

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inbound animal, sales
team wrangler, and also,
an admitted HubSpot
superfan.



40 Ebooks

600 Blog Posts

700+ Leads

100+ Customers

AGENDA

- 1 Recruit and Interview
- 2 Onboard and Train
- 3 Manage
- 4 Wrapping Up



Recruit and Interview

A large billboard stands in a dry, desert-like landscape under a clear blue sky. The billboard is white with the text "Interns Needed." written in bold black letters. The background shows a flat, arid plain with sparse vegetation and several power line towers in the distance.

Interns Needed.

Job Descriptions

- Emphasize “Hands On”
- Thoroughly explain responsibilities, be specific
- Sell the opportunity
- Denote if Paid or Unpaid upfront

The Great Debate. Paid vs Unpaid



Recruiting for Interns



- ✓ Indeed.com
- ✓ Surrounding Schools
- ✓ Social (#internship)
- ✓ Your Team
- ✓ Associations
- ✓ Startup Institute

INBOUND INTERN PERSONAS





COPYWRITER CARA

- Creative Writing, Journalism, PR, *Marketing
- Personalized Cover Letter
- Strong Online Presence
- Similar Tone to Your Company's



DESIGNER DANI

- Visual Communications, Graphic Design
- Layout Driven Portfolio
- Simple/Clean Design
- Wants to Understand Business Side of the Creative World



MARKETER MIKE

- Marketing, Entrepreneurship
- Has a Wide Variety of Skills
- More Analytical
- Interest in the Business/Sales Side
- Project Management

INTERVIEW PROCESS



RESUME AND COVER LETTER REVIEW

well designed and written, applicable classes, personalized, good gpa

INTERVIEW PROCESS



PORTFOLIO REVIEW

social media presence, review previous work, personal website

INTERVIEW PROCESS



PHONE INTERVIEW

gauge high level interest, logistics, position overview

INTERVIEW PROCESS



IN OFFICE INTERVIEW

class overview, career goals, culture fit, situational questions



**Train and
Onboard**

HubSpot Academy (academy.hubspot.com)



Academy

Which Area of Marketing Do You Want to Learn More About?

Attracting visitors

- Blogging
- Website optimization
- Social media
- Paid search

Converting visitors into leads

- Marketing offers
- Landing pages
- Calls to action (CTAs)
- Thank you pages

Closing leads into customers

- Lead nurturing
- Email marketing
- Lead intelligence
- Analyze & test

Attend Live Webinars

Check out the upcoming #InboundLearning webinars and register to attend live. You'll get to ask questions and participate in the conversation.

[See Upcoming Webinars](#)

#InboundLearning Webinars



Sign Up for the HubSpot Certification at INBOUND

Boston, MA, August 19-22 2013

[REGISTER](#)

Need software help?

[Find answers to your technical questions](#)

Post to the forums.

[Ask questions to the HubSpot community](#)



Become a Certified Marketing Pro

HubSpot's certification programs will take your marketing skills to the next level.

Inbound Marketing Certification

HubSpot's Inbound Marketing Certification includes nine classes that cover the core elements of inbound marketing strategy. From optimizing your website to landing page anatomy to segmenting your contact database, these classes are the bread and butter of what inbound marketing is all about.

[View Classes](#)

INBOUND
MARKETING
CERTIFICATION



a couple of a
concepts at a time.





COPYWRITER CARA

Blogging, Social Media, Marketing Offers, Lead Nurturing



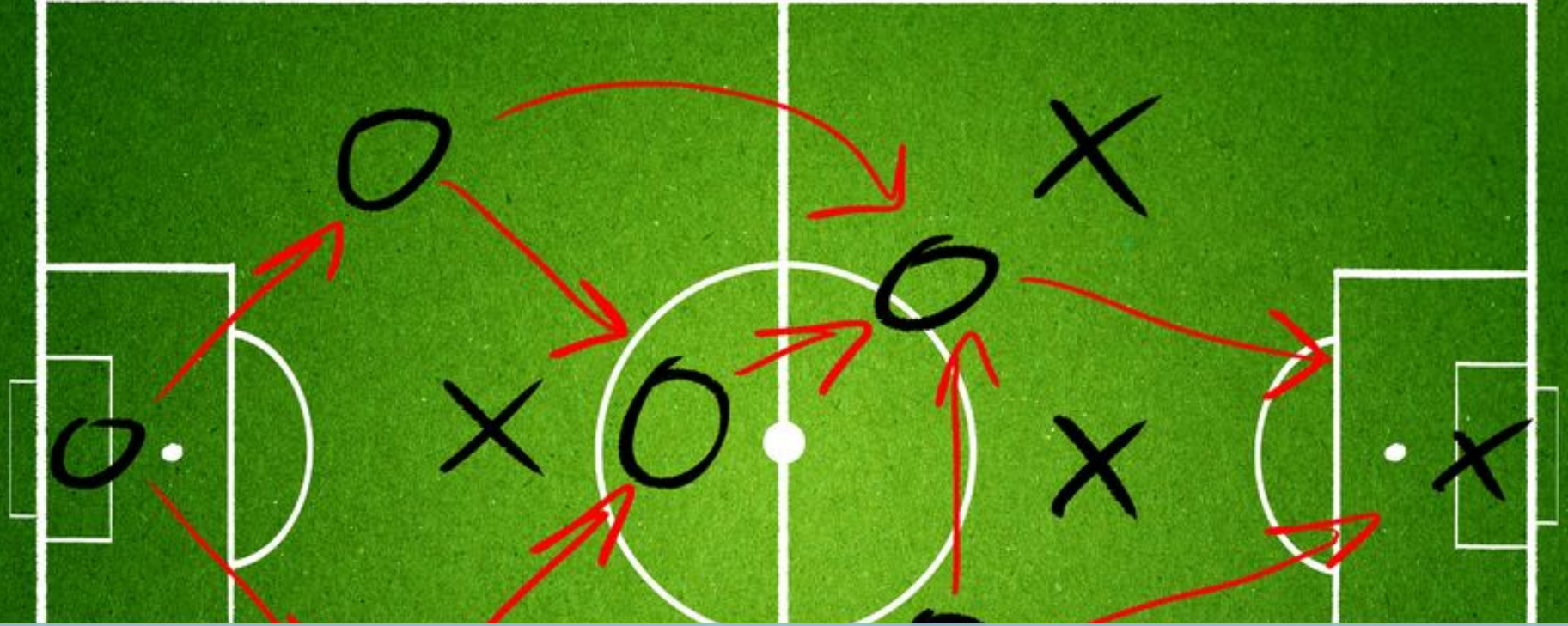
DESIGNER DANI

Brand Training, Marketing Offers, Landing Pages



MARKETER MIKE

Website Optimization (SEO), Lead Nurturing and Email Marketing, Landing Pages, Analyze and Test



Explain how everything works together and what the end goal is.



Management



COPYWRITER CARA

- Research: Set up RSS feed of industry blogs
- Write 2-3 blogs per week
- Marketing Offer Projects
- Social Media Publishing and Monitoring
- New Social Exploring



DESIGNER DANI

- Marketing Offer Design
- Landing Page Design
- CTA's
- Social Media Brand
- Ad Design
- Video



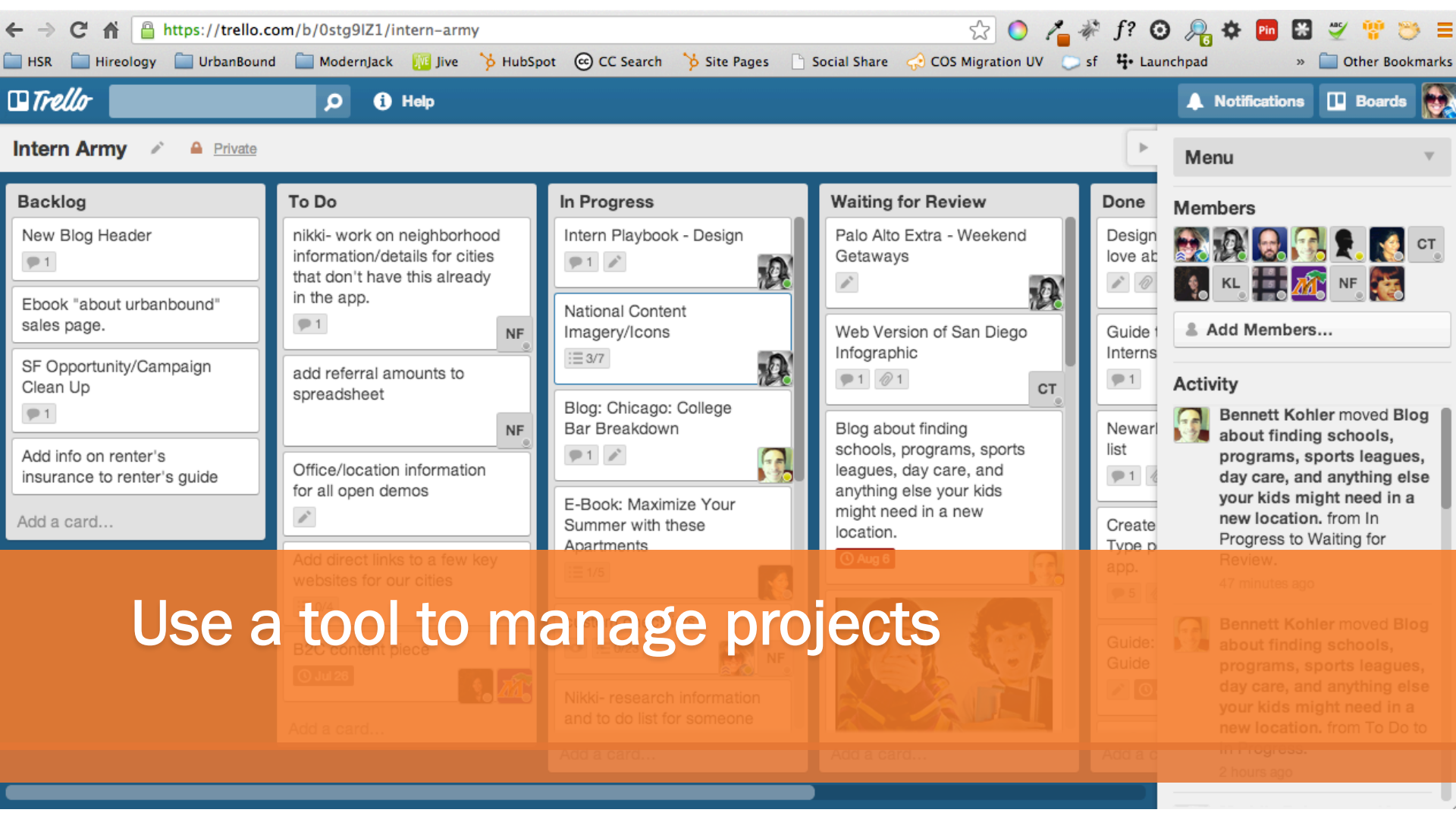
MARKETER MIKE

- Keyword Research
- On-Page SEO
- Marketing Offer Concepts
- Market Research
- Social Media and Blogging
- Data Monitoring and Reports

LET'S MAKE AN
EBOOK

ebook example

| | | |
|-----------------------|--|---------------|
| deadlines |  | whole team |
| research and concept |  | whole team |
| writing |  | cara |
| design |  | dani |
| landing page creation |  | mike and dani |
| lead nurturing |  | mike and cara |
| promotion |  | mike and cara |
| analyze and report |  | mike |



Use a tool to manage projects

DATA DRIVEN MANAGEMENT

Just like any other team member, assign KPI's to each intern.

| Source | Visits | % | Contacts | % | Customers |
|---|-----------|------|----------|------|-----------|
|  Organic Se... Google, Bing, ... | 571,037 | 1.5% | 8,488 | 0.3% | 24 |
|  Referrals Links on other... | 99,812 | 2.4% | 2,401 | 0.1% | 2 |
|  Social Media Facebook, Twi... | 137,527 | 2.3% | 3,105 | 0.1% | 4 |
|  Email Mark... Email links | 288,165 | 1.8% | 5,141 | 0.3% | 18 |
|  Paid Search Paid search a... | 4,187 | 3.1% | 128 | 2.3% | 3 |
|  Direct Traffic Manually ente... | 637,514 | 1.2% | 7,483 | 0.5% | 39 |
|  Other Cam... Other sources | 168,079 | 9.2% | 15,436 | 0.2% | 31 |
| Total | 1,906,321 | 2.2% | 42,182 | 0.3% | 121 |



Wrapping Up



After 3 months, do a checkpoint.
Usually a good time to end or continue.

Wind Down Checklist

- Collect all files, especially the art files from Graphic Designers
- Write a recommendation letter or recommend them on LinkedIn
- Offer to review resume or portfolio (approve pieces from your company)
- Ask for referrals of friends or past teachers (if candidate was good fit)
- Do an exit interview

EXIT INTERVIEW QUESTIONS

- 1 What were your favorite parts of the internship? Least favorite?
- 2 What projects do you wish you could have worked on?
- 3 NPS: On a scale of 1-10, how likely is it you would recommend this internship to a friend?

TIME TO BUILD
YOUR OWN INTERN
ARMY!



THANK YOU.

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QUESTIONS?

