



REMARKABLE & MEASURABLE MARKETING CAMPAIGNS

Presented by:

Lovable  Marketing

INTRODUCTION



In the words of Joseph Jaffe, **“Marketing is not a campaign, it’s a commitment.”**

When you launch a campaign, you’re committing to a certain message. Whether that message is the promise of an educational piece of content, an idea-provoking conference, or an irresistible new deal, the message is there. And if the people who decide to follow your campaign are not given what they are promised, you have broken your commitment.

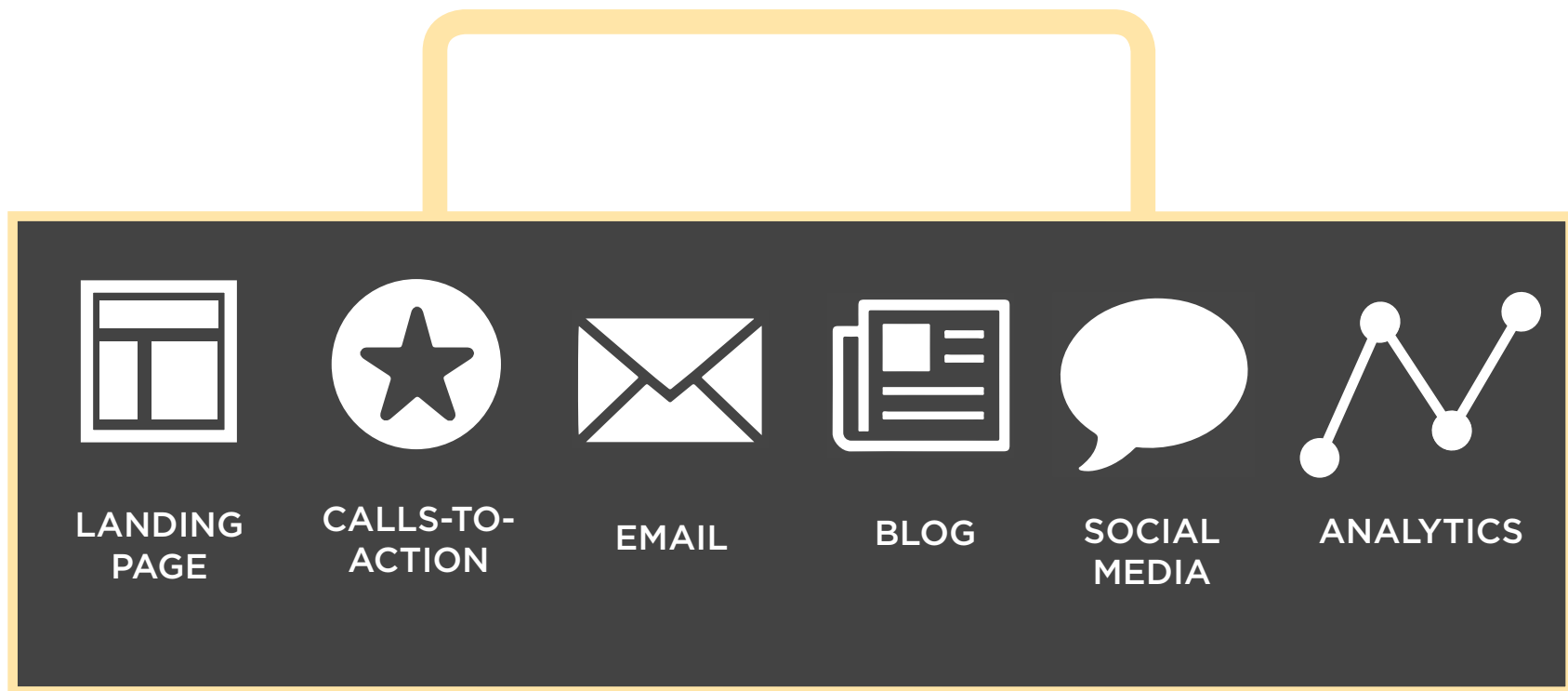
But how do you stay true to that commitment?

Having the right tools in your marketing tool kit is the first step. Without the right tools, you can’t even begin to launch a campaign. This guide will dive into which marketing tools should always be in your marketing arsenal. From there, it’ll be up to you to ensure every campaign includes these tools. Whether you do so by printing the tool kit image on the next page and pinning it to your desk, or by carrying this tool kit around in your mind, we hope you find this guide helpful on your journey to remarkable marketing.

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INSIDE YOUR ESSENTIAL CAMPAIGN TOOL KIT



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TOOL 1: LANDING PAGES

Wait, what's a “Landing Page?!”

A landing page is simply a page on your website that is customized to convert visitors to leads. When you have anything special to offer your visitors — an ebook, white paper, webinar, demo, etc. — the landing page is where they “land” on your site to read about the offer and fill out a form to receive it.

This is prime real estate on your website, where visitors trade their precious contact details for your awesome offer. When done right, landing pages are the first step in qualifying a sales lead.



Free eBook: 10 Useless Things to Cut From Your Marketing

The fast-paced world of digital marketing — with all its technological advancements and iterative improvements — has theoretically made marketers' lives easier.

But the flip side of the coin is that **marketers are overwhelmed**. It seems like every week there's something new we absolutely must be doing, lest we get left behind.

But a lot of this new “stuff” is now outdated. Or worse, was never a good use of time and budget to begin with.

To help transform you into a more efficient marketer, we're sharing **10 things you can cut from your marketing today**, as well as where you should be spending that previously wasted time.



First name *

Last name *

Email address *

Company Name *

Company Website

What's Your Biggest Marketing Challenge?

[Click Here to Download Now](#)

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Why Should Landing Pages Be In Your Tool Kit?

Because companies that increase their landing pages from 10 to 15 see a 55% increase in leads.

People who click on any marketing message you send (discussed later) should be directed to a customized landing page for that message. In other words, your landing page should be customized for the needs of every campaign you launch.

If you're announcing an upcoming event, your landing page should highlight details of the event. If you're launching a new ebook, your landing page should summarize the content readers will find. If you're sharing a special deal, your landing page should only detail what the value of the deal is.

Simply sending users to your homepage significantly increases drop-off rates because they have no idea where to go once they arrive. A landing page solves that problem.

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Integrating Landing Pages Into Your Campaign

Every campaign you plan, whether it's an event launch, ebook release, or product update, should be paired with a customized landing page. This page should highlight exactly what viewers need to know about the offer, and provide links such as calls-to-actions, social share buttons, and the like, to move people further along the campaign — each of these components will be discussed in greater detail.

According to MarketingSherpa, 48% of landing pages contain multiple offers. While there isn't a rule against having a single offer attached to a single landing page, you should only have one campaign attached to a single landing page.

For example, if you're launching a conference, perhaps you want to send an offer to last year's attendees with a limited time special price. The offer on the landing page you send them to should only focus on that early bird pricing, and nothing else. However, if you're launching a larger themed campaign, you could include multiple offers. HubSpot, for example, launched a [Make Love Not Spam campaign](#), and while that was the central theme, they included various related offers on that campaign's landing page.

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Build Custom Landing Pages for Every Campaign

When done right, landing pages integrate with each of your marketing channels, making them your campaign's central command station. By making your landing page the hub of your campaign launch, you have a dedicated page for all the information someone needs to know about the campaign.

The beauty is you need to don't wait on a third-party web developer or IT department to build your landing pages — an all-in-one marketing tool like HubSpot allows you to create perfectly-optimized landing pages in minutes via pre-built templates.

The screenshot displays the HubSpot Landing Pages editor. On the left is a sidebar with tabs for Content, Options, Style, and Publishing. The 'Content' tab is active, showing fields for Name (Campaign Tool Kit), Page title (Toolkit for Launching a Marketing Campaign), Page URL (http://offers.com/egallagher.com/toolkit-for-launching-a-marketing-campaign), Offer Headline (Welcome to your first landing page), and a Rich Text editor. The main area shows a preview of the landing page. The header features the 'Lovable Marketing' logo. The main content includes a welcome message, a description of the landing page's purpose, a list of guidelines (Short, Concise, Clean), and a form with fields for First Name, Last Name, and Email, followed by a 'Send Now' button. A 'Help' button is located in the bottom right corner of the preview area.

Contact us for a demo of HubSpot's landing page tool!



TOOL 2: CALLS TO ACTION

Why Should Calls-to-Action Be In Your Tool Kit?

Once you have landing pages built, you'll want to promote your offers so you can capture visitor information. The calls-to-action (CTAs) are the triggers (buttons, images or text links) website visitors click on that directs them to the landing pages where they'll convert to leads.

CTAs can help conversions in every stage of the sales funnel. For example, a CTA on a product page can bring people to a shopping cart, while a CTA in an email can bring subscribers to an offer page where you can collect detailed information on their purchasing needs.

CTAs are an essential part of your tool kit, and the driving force behind moving people along in your campaign.



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Integrating CTAs Into Your Campaign Strategy

Your marketing campaign is essentially a puzzle without CTA inclusion.

Imagine a connect the dots game: in order to get the full picture, you had to ensure you were connecting the right dots by going from dot 1, to dot 2, to dot 3, and following the numbers until your image was complete. Your campaign works the same way — without a proper call-to-action moving people along and directing them from point A to point B, they are left with an incomplete campaign, an incomplete experience with your company.

You want CTAs to stand out on the page, communicate a clear value, and compel the visitor to click on them. As a rule of thumb, CTAs should run between 90 and 150 Characters and include explanatory subjects and verbs.

Whole Foods exemplifies clear use of strong calls-to-actions. On their website homepage, they continuously try to ensure that every person who visits their website is associated with its closest location. They include strong CTAs that show stores near you and read “Make This My Store.”

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A SNAPSHOT FROM WHOLE FOODS HOME PAGE


GO LOCAL
SELECT YOUR STORE
TO THE RIGHT.

Don't see your store?

CHANGE STORE


SET YOUR PREFERENCES

[Sign in](#) or [Create an Account](#)



tribeca
270 Greenwich Street
New York, NY 10007
Phone: 212.349.6555
Hours: 7am to 11pm seven days a week

MAKE THIS MY STORE



bowery
95 East Houston St
New York, NY 10002
Phone: 212.420.1320
Hours: 8am to 11pm seven days a week

MAKE THIS MY STORE

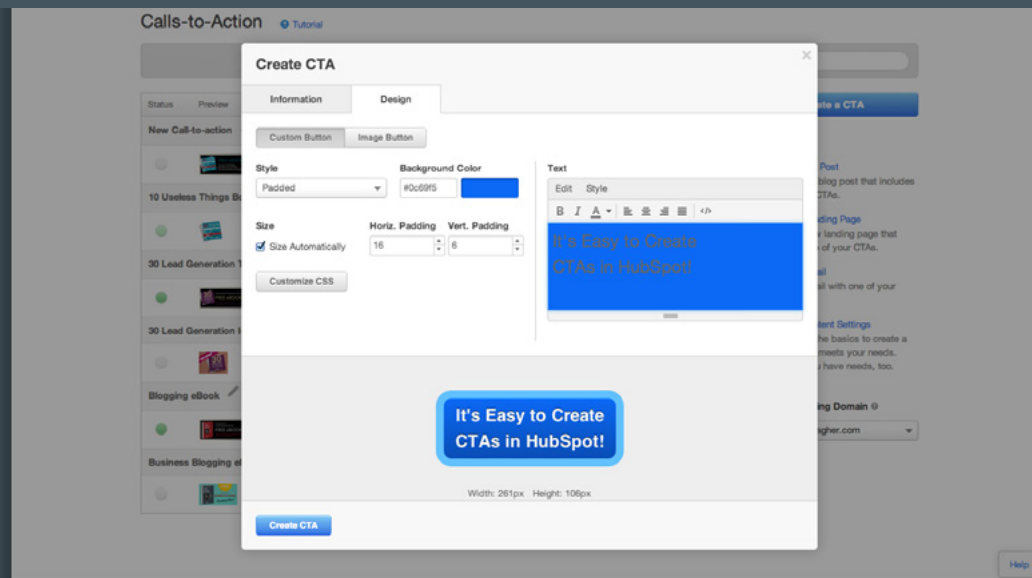
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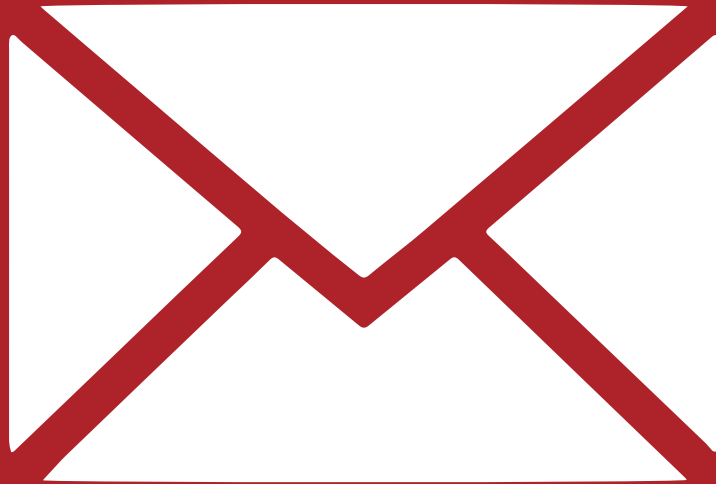
Use CTAs to Move Visitors Through Your Campaign

With all the importance placed on a simple link or button, CTA creation and tracking can get overwhelming. HubSpot provides options to upload customized designs into its CTA tool, or start a button from scratch. These CTA buttons allow you to connect-the-dots on your campaign, and get people to act on your campaign message.

HubSpot's CTA tools lets you build and upload endless CTAs, and then embed them on your website and email messages — all while collecting data on views, clicks, and conversions, so you can track results in real time.



Contact us for a demo of HubSpot's CTA builder!

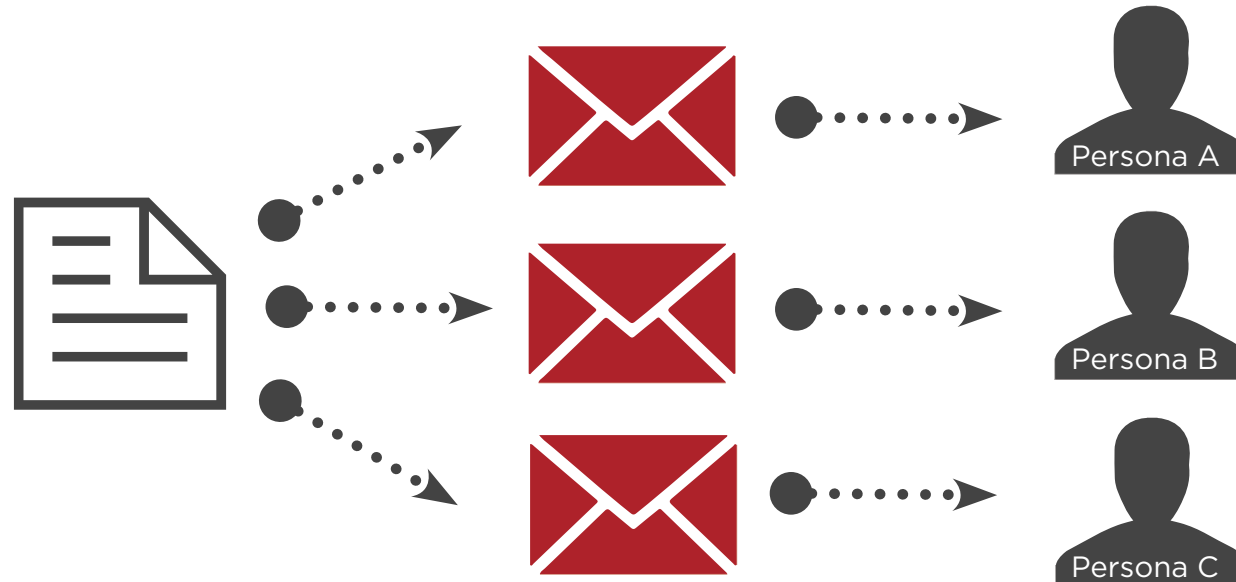


TOOL 3: EMAIL

Why Should Email Be In Your Tool Kit?

Despite progress in new marketing channels, such as social media and blogs, email has remained at the core. The focus now is **how** you use email marketing, not if you should.

All the people who follow through on your calls-to-actions and fill out the forms on your landing pages, will be added to your contacts database. If you segment these lists of contacts correctly, you'll be primed to nurture them through the sales funnel with appropriate, targeted email communication.



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Integrating Email Into Your Campaign Strategy

Let's refer back to our conference example. If you want to launch registration for a conference, rather than emailing everyone in your database, you should be reaching out to last year's attendees and invite them to attend once more. By including social share buttons in the email, these initial fans will begin sharing the announcement of your event and help you bring in new attendees.

After a few weeks, you can then send another email, this time targeted to another list of people. For example, if you secured an industry expert on managing a startup, try emailing a segment of your list who work at startups. They'll see a clear connection between their job, and the speaker attending.

In this manner, email marketing serves a great role in helping you target your messages. No other marketing tool currently exists that allows you to slice and dice your marketing contacts into as many lists as your hearts desire. The more you target your messaging to specific audiences based on that audience's needs, the better results you'll see.

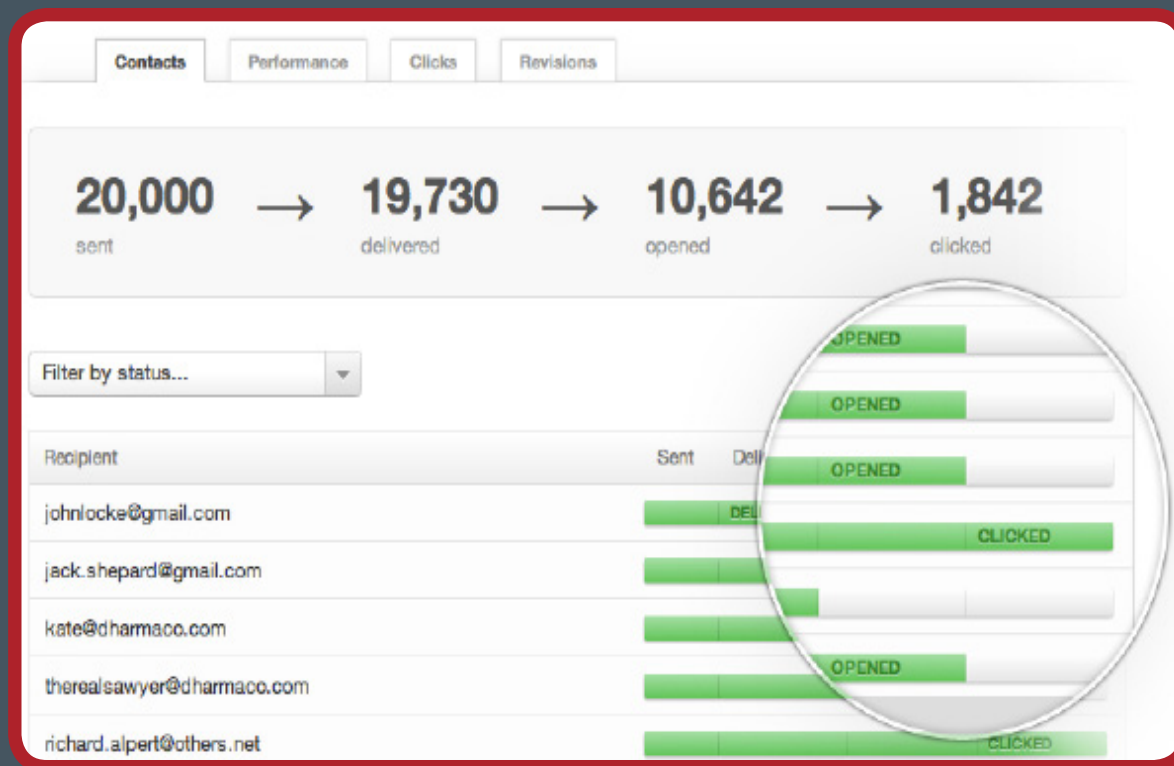
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Send the Right Emails to the Right People

To properly communicate your campaign with your contacts database, you need to ensure you're personalizing the emails. You want to send the right message, to the right people, at the right time.

Email marketing automation tools can help accomplish this. You can easily build emails, and specify who receives them. The software will collect data on who opened the email, and who clicked on your calls-to-action within them. This allows you to further target people by contacting those who click on a link in a specific email!





TOOL 4: BLOGGING

Why Should Blogging Be In Your Tool Kit?

Let's face it — customers are making much more educated buying decisions courtesy of information and reviews available online. When your potential customers go searching for the products or services you sell, you want to be the first listing in the search results.

When it comes to getting found online and generating traffic to your website, nothing works better than publishing a steady stream of blog posts that are jam-packed with information that educates and helps your customers make smarter buying decisions. You could sprinkle pay-per-click or banner ads all over the internet in exchange for an influx of visits or eyeballs on your latest and greatest campaign, but as soon as you stop forking over money to the ad network, your traffic stops.

Not only does the use of a blogging platform provide long-term value, it helps you reach your immediate campaign goal by giving you an outlet to create and share a self-hosted anthology of campaign-related stories. If deemed valuable by your audience, your posts may even get shared on social media channels and referenced or discovered in days, months, and maybe even years to come.

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Integrating Blogging Into Your Campaign

A company blog is a platform you entirely own and control, unlike social media channels that may or not be here tomorrow. Use your blog to answer the questions you answer every day for prospects posts, and you'll have SEO gold drawing the right people to your site. Once your readers get there, include CTAs related to the blog post and your marketing campaign, so they have an opportunity to convert into viable leads.

Think of your blog as a learning center for your visitors and the most reliable sales person you'll ever hire. It works for you 24/7, never sleeps, never goes on vacation, and requires no work-life balance.





TOOL 5: SOCIAL MEDIA

Why Should Social Media Be In Your Tool Kit?

Nowadays marketers aren't struggling with why social media is important; instead, all they're challenged by how to manage a social media program in a scalable way. If you're reading this, then you probably know that using social media to engage customers is one of the best ways to strengthen rapport. But how do you make the biggest impact with the limited time you can invest? Some questions you might be asking yourself:

How do I save time posting all of these messages across all my social channels?

How do I know which of potential or existing customers are interacting with my Facebook posts?

Is my social community (subscribers, followers, fans, connections) growing steadily over time?

Which of my contacts are most engaged with my brand?

How do I use the information I know about my contacts based on their social media activity to market to them in a more targeted, personalized way?

These are all questions that the right social media management tool can help you answer so you can save time with all the minutia associated with getting a campaign message out there, and instead focus on getting your message right.

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Integrating Social Media Into Your Campaign Strategy

Using social media channels in your campaign effort is all about creating a connection with your customers through likeable content, reciprocity, responsiveness and transparency. Here's an example:

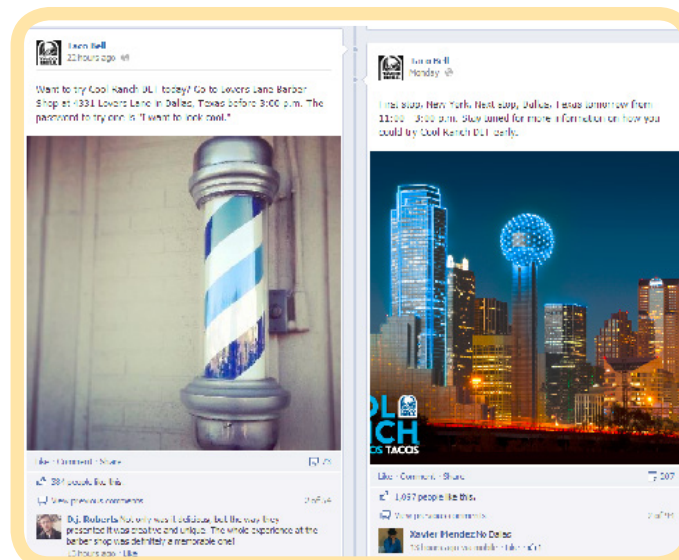
In early 2013, Taco Bell was trying to get the word out about their new, fan-requested Cool Ranch Doritos Locos Tacos. They did a great job supplementing their initial announcement with bite-sized, sharable pieces of content to get fans excited about hopping in the drive-thru at their local store as soon as the arrival date rolled around.

Taco Bell's Facebook page cover photo informed page visitors that the Cool Ranch "DLTs" were coming. You could find a series of status updates with photos informing fans of exclusive events where they could try the new DLTs before anyone else -- provided they knew the password that Taco Bell only shared on Facebook. On Twitter, fans knew they could tune into the conversation using the hashtag #CoolRanchDLT because it was mentioned in other pieces of shared content, like the videos of pre-planned speakeasy taco tastings posted to YouTube. Every piece of multimedia shared through these different channels worked both separately and collectively to give the customer a reason to connect with Taco Bell, extending the total reach of the DLT launch campaign even further.

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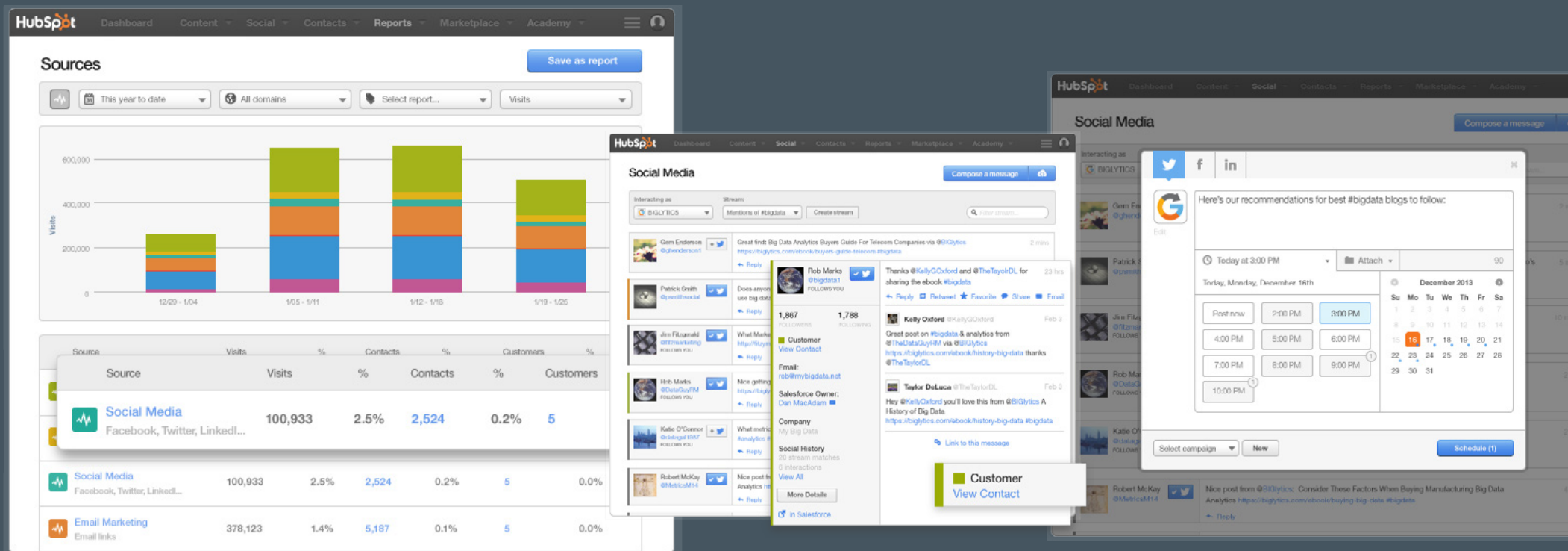


A SNAPSHOT FROM THE TACO BELL CAMPAIGN

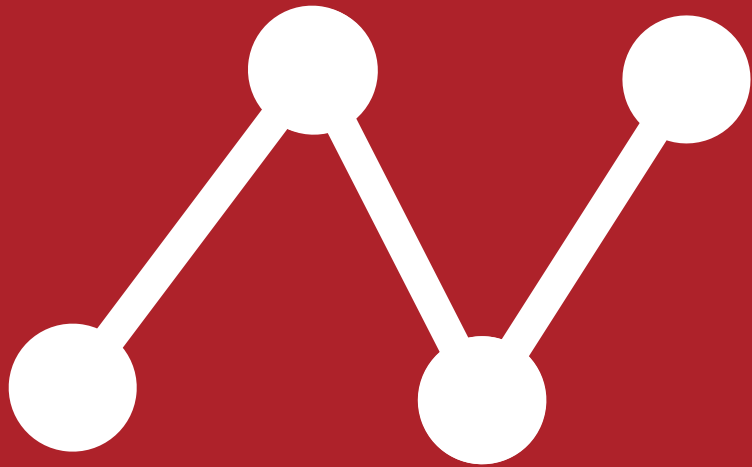


Use Social Intelligence to Improve Campaign Messaging

You want to know what your customers and leads are saying about you on social media. But how do you know who's who? **HubSpot's Social Inbox** plugs into your contacts database, color-codes your customers and leads, helps you prioritize your responses, and delivers real social ROI. It's the context you need to stop wasting time with impersonal connections and disconnected conversations.



Want to see HubSpot's social media tool in action? Contact us for a demo!



TOOL 6: MARKETING ANALYTICS

Why Should Marketing Analytics Be In Your Tool Kit?

The final component in your marketing campaign strategy involves reviewing your campaigns with analytic tools. Which campaigns were the most successful? How do you prove the value of each campaign?

The beauty of online marketing is that every action your visitors take is tracked and stored somewhere – this represents a tectonic shift for marketing strategy. Rather than relying on your gut to decide how well your ideas are working, you can now use data to dissect campaigns, and glean true insight into your ROI. With marketing analytics ability to improve campaign effectiveness, it's easy to see why **chief marketing officers plan to increase their spending on marketing analytics 60% by 2015.**

The key to successful marketing is accountability, and being able to learn from every campaign to improve the next.

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Integrating Analytics Into Your Campaign Strategy

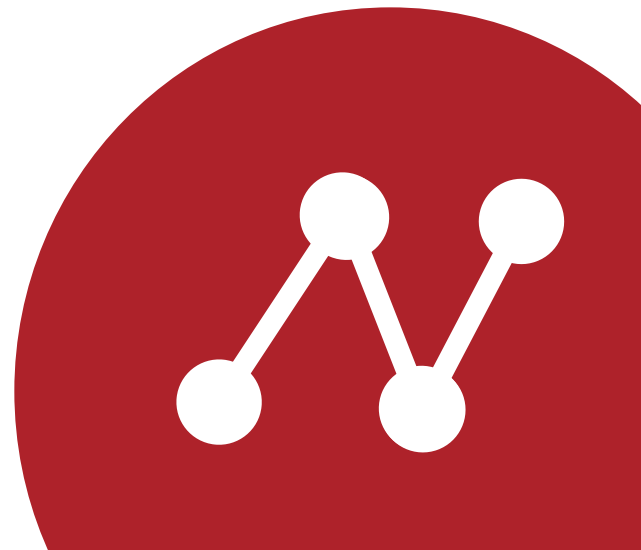
To measure the results of your marketing campaigns, look at your performance data. Site analytics will help you improve your marketing strategy and collect insight on campaign performance, such as:

- **How well your campaigns convert visitors and leads**
- **How specific marketing campaigns are faring compared with one another**
- **How effectively your campaigns are delivering ROI and revenue**

The metrics that will best predict your campaigns effectiveness will vary by your business and target market. For a complete picture of how your campaigns are faring, be sure to look at a variety of measures, including: traffic, submission and conversion rates; raw data such as total new leads and engagement by channel (*e.g., how many total tweets or likes did a campaign achieve*); and comparative metrics such as new leads/contacts.

Make sure you delve deeply enough to be thorough, and use common sense when looking at your numbers. Your newest email campaign could have a 5% clickthrough-rate. Wow! But if 90% of those people are clicking on the unsubscribe link, your email is actually a giant failure. Be sure to look at what your data means, in addition to the hard numbers.

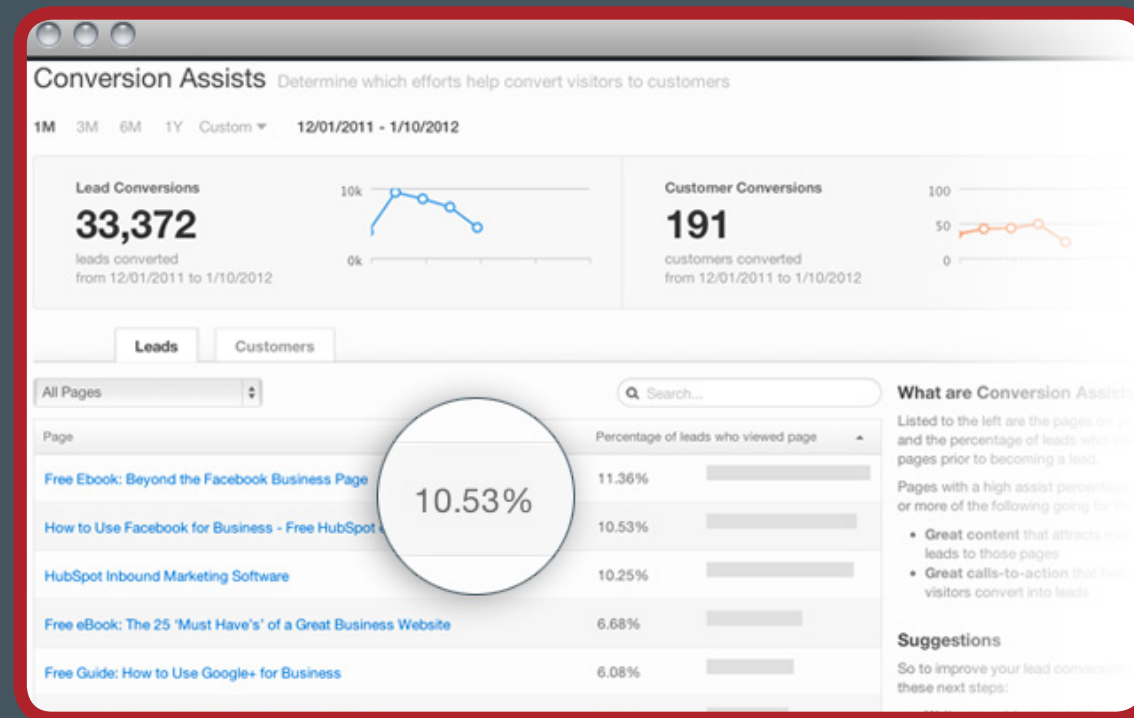
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Measure the Actual Business Success of Your Campaigns

While many analytic tools give you insight into metrics, HubSpot gives you actionable marketing analytics that track the effectiveness of your marketing efforts.

In addition to the normal traffic numbers other tools provide, HubSpot provides insight into how people first found you, which critical touch points led to ultimate conversion, and which marketing campaigns generated the most sales. After all, isn't the point of your campaign to reel in revenue?



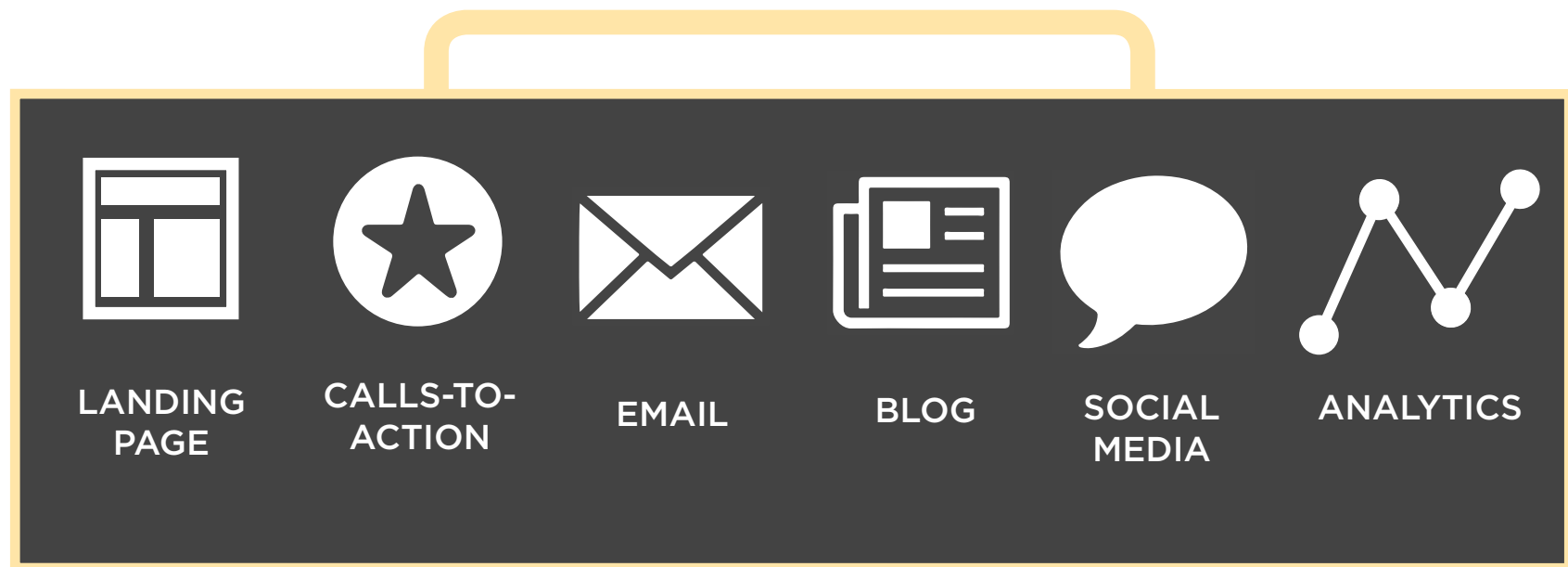
Contact us for a demo of HubSpot's powerful analytic tools

CONCLUSION



After going through each tool, you can see how **Joseph Jaffe's** words, "Marketing is not a campaign, it's a commitment," stand true.

A campaign is not an idea that is simply thrown out into the world, it's a complete strategy. In order to see the ROI of that strategy, **you need the proper tools guiding you along the way.** Keep the image below of a campaign tool kit etched in your mind. It'll prove useful time and time again.



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THE ULTIMATE TOOL KIT FOR MEASURABLE & REMARKABLE MARKETING CAMPAIGNS

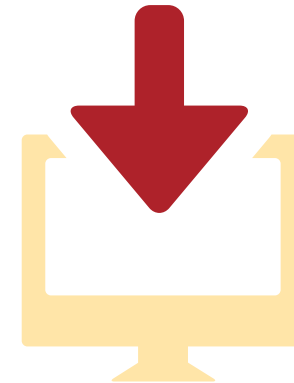
Presented by Carrie Gallagher

HubSpot Partner & Owner of Lovable Marketing, LLC

Carrie helps small businesses implement strategic inbound marketing principles and optimize their websites according to the wants and needs of their ideal customers. Services include:

- * Mobile-Ready Web Development
- * Lead Generation Campaigns
- * Email Lead Nurturing
- * List Segmentation
- * Content Creation (*like this ebook!*)
- * Blogging
- * Social Media Management
- * HubSpot Admin & Training

For information on how inbound marketing can help your business see great results for little investment, visit www.carriegallagher.com.



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