

# Marketing in a Recession

**Mike Volpe**

VP Inbound Marketing  
HubSpot

Twitter: [@mvolpe](#)



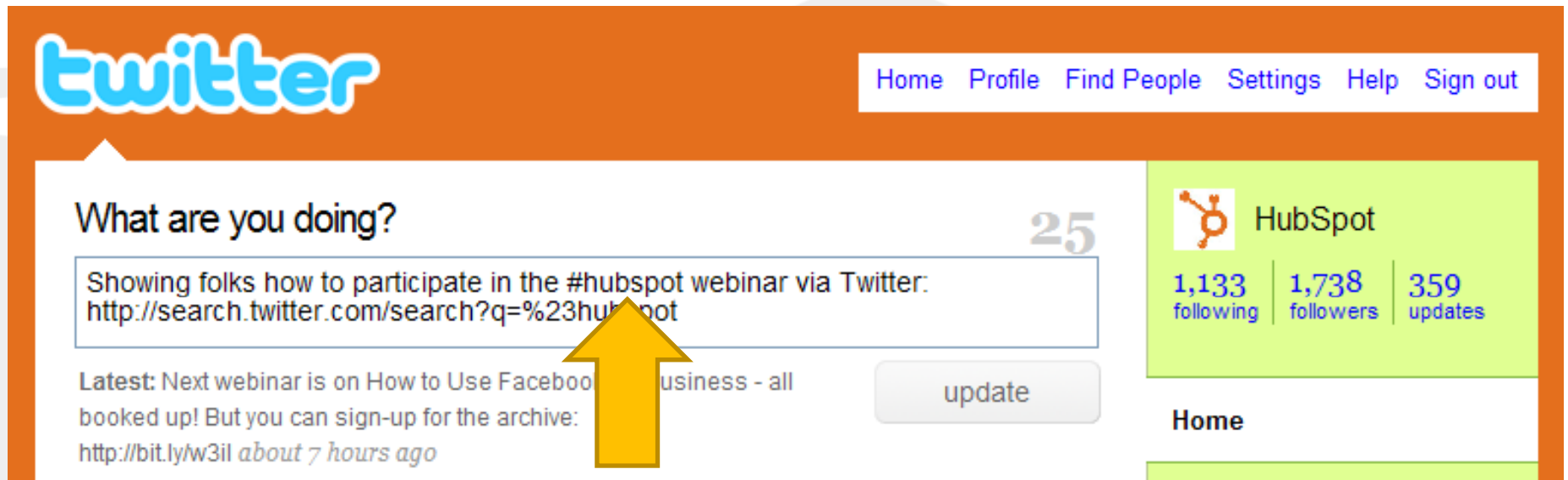
**Ellie Mirman**

Inbound Marketing Manager  
HubSpot

Twitter: [@ellieeille](#)



# How to Participate on Twitter



twitter

Home Profile Find People Settings Help Sign out

What are you doing? 25

Showing folks how to participate in the #hubspot webinar via Twitter:  
<http://search.twitter.com/search?q=%23hubspot>

Latest: Next webinar is on How to Use Facebook for Business - all  
booked up! But you can sign-up for the archive:  
<http://bit.ly/w3il> about 7 hours ago

update

HubSpot

1,133 following | 1,738 followers | 359 updates

Home

## Step One

1. Login to your Twitter account
2. Comment and ask questions including the hashtag “#hubspot”

# How to Participate on Twitter

twitter

#hubspot

Search

[Advanced Search](#)

Realtime results for #hubspot

0.05 seconds

[Feed for this query](#)

[Twitter these results](#)

Show tweets written in:

Any Language

Trending topics:

[#magpie](#)

[#Christmas](#)

[Obama](#)



[prmaria](#): [@ellieeille](#) great. thanks! I think it adds a "more real" connection maybe? Looking forward to the webinar! [#hubspot](#)  
about 3 hours ago · [Reply](#) · [View Tweet](#) · [Show Conversation](#)



[ellieeille](#): [@prmaria](#) Great question - sneak preview: No! Just have the one profile, be you, be personal, be appropriate... [#hubspot](#)  
about 3 hours ago · [Reply](#) · [View Tweet](#) · [Show Conversation](#)



[prmaria](#): [@ellieeille](#) Do you recommend that you keep... I have so many biz contacts now on my "personal" Facebook...  
about 3 hours ago · [Reply](#) · [View Tweet](#) · [Show Conversation](#)



[lookadoo](#): [@ellieeille](#) Looking forward to archived video... about FaceBook for Business!  
about 4 hours ago · [Reply](#) · [View Tweet](#)

## Step Two

1. Go to <http://search.twitter.com>
2. Search for "#hubspot"



# Stock Market



# Recession



## [Sequoia Capital on startups and the economic downturn](#)

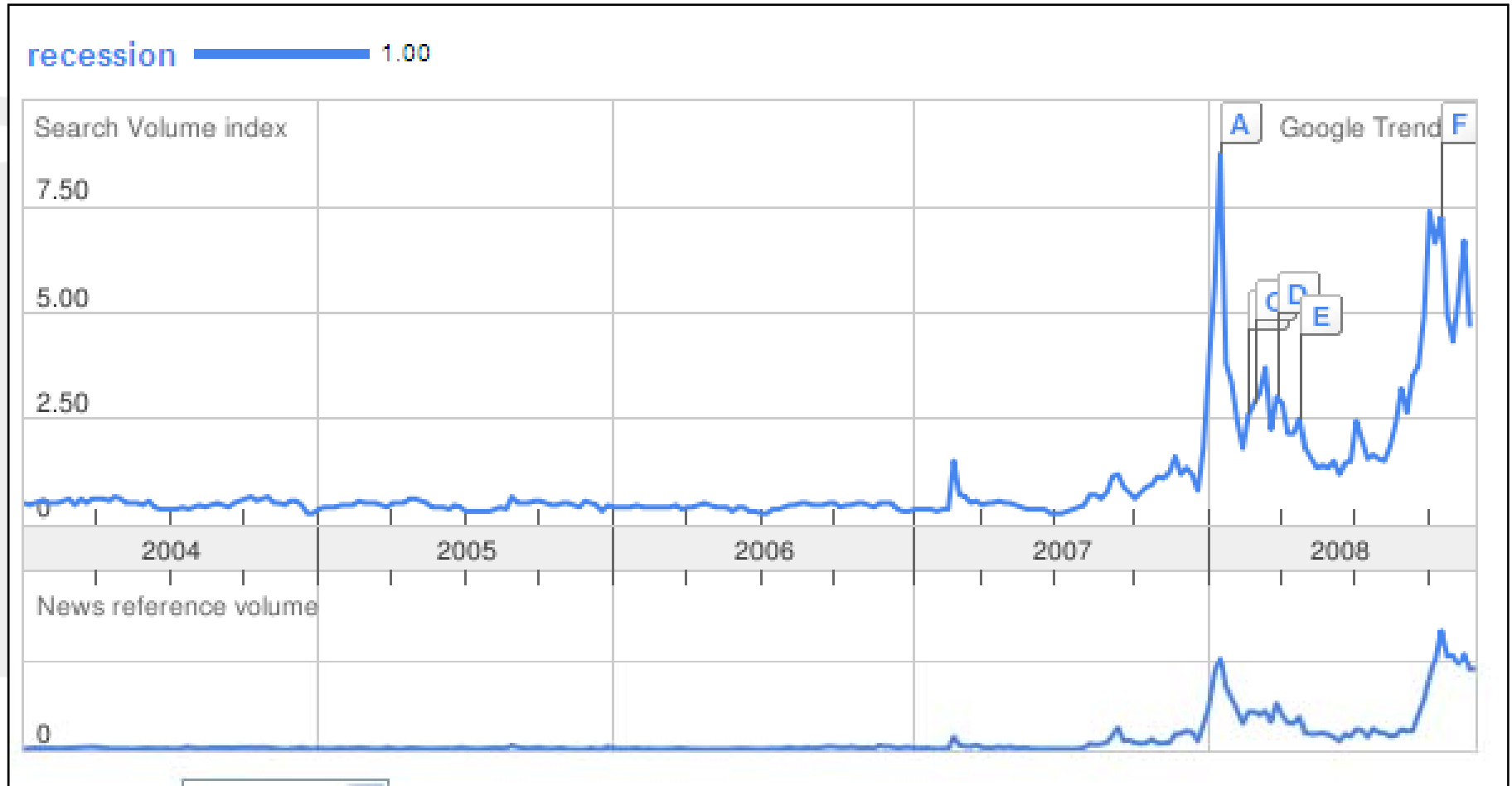
from [eldon](#), 1 month ago

[Add as contact](#)

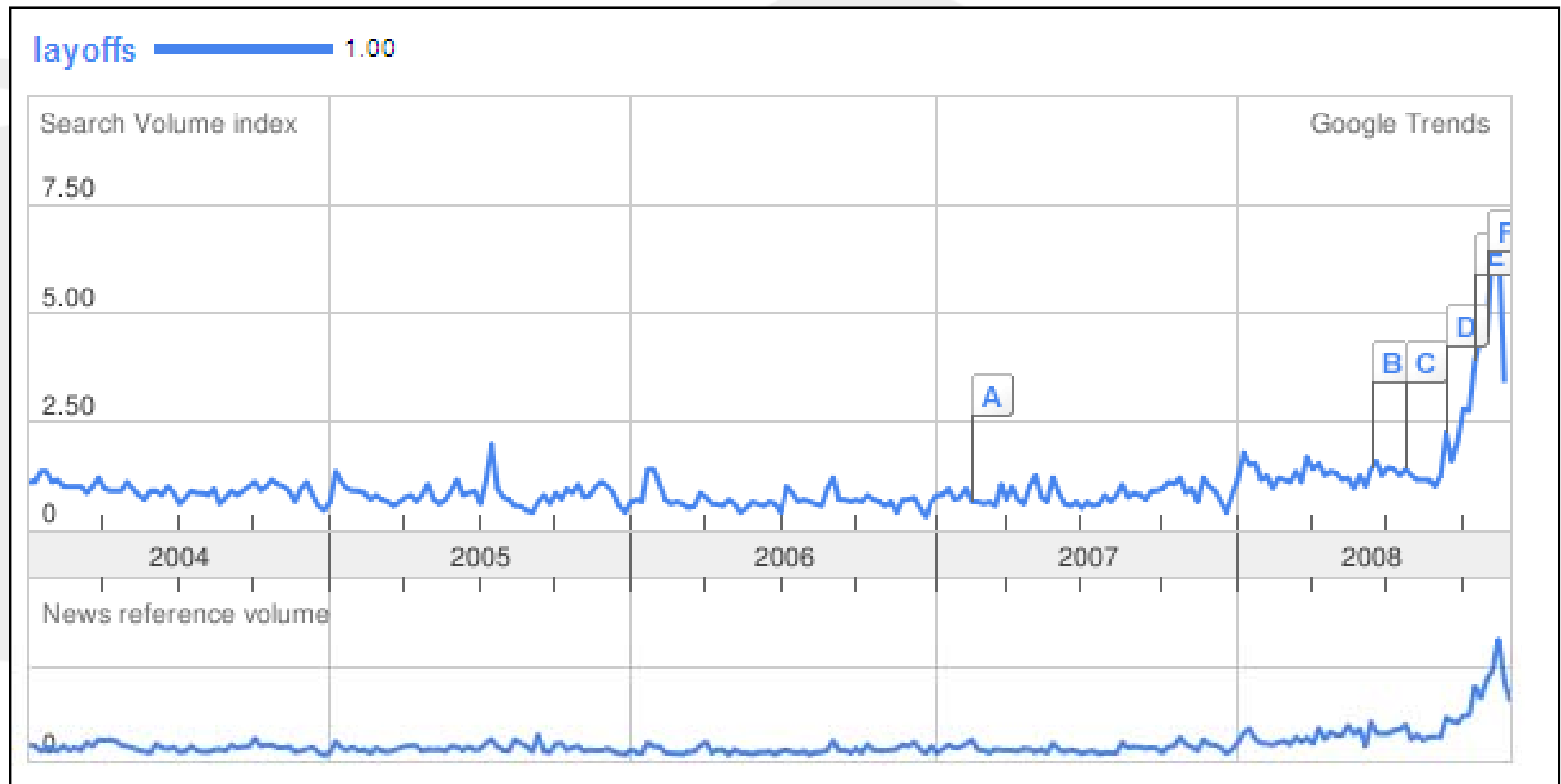
409913 views | 45 comments | 340 favorites | 633 embeds ([Stats](#))

Desc: Sequoia Capital recently made a presentation to its port ([...more](#))

# Recession

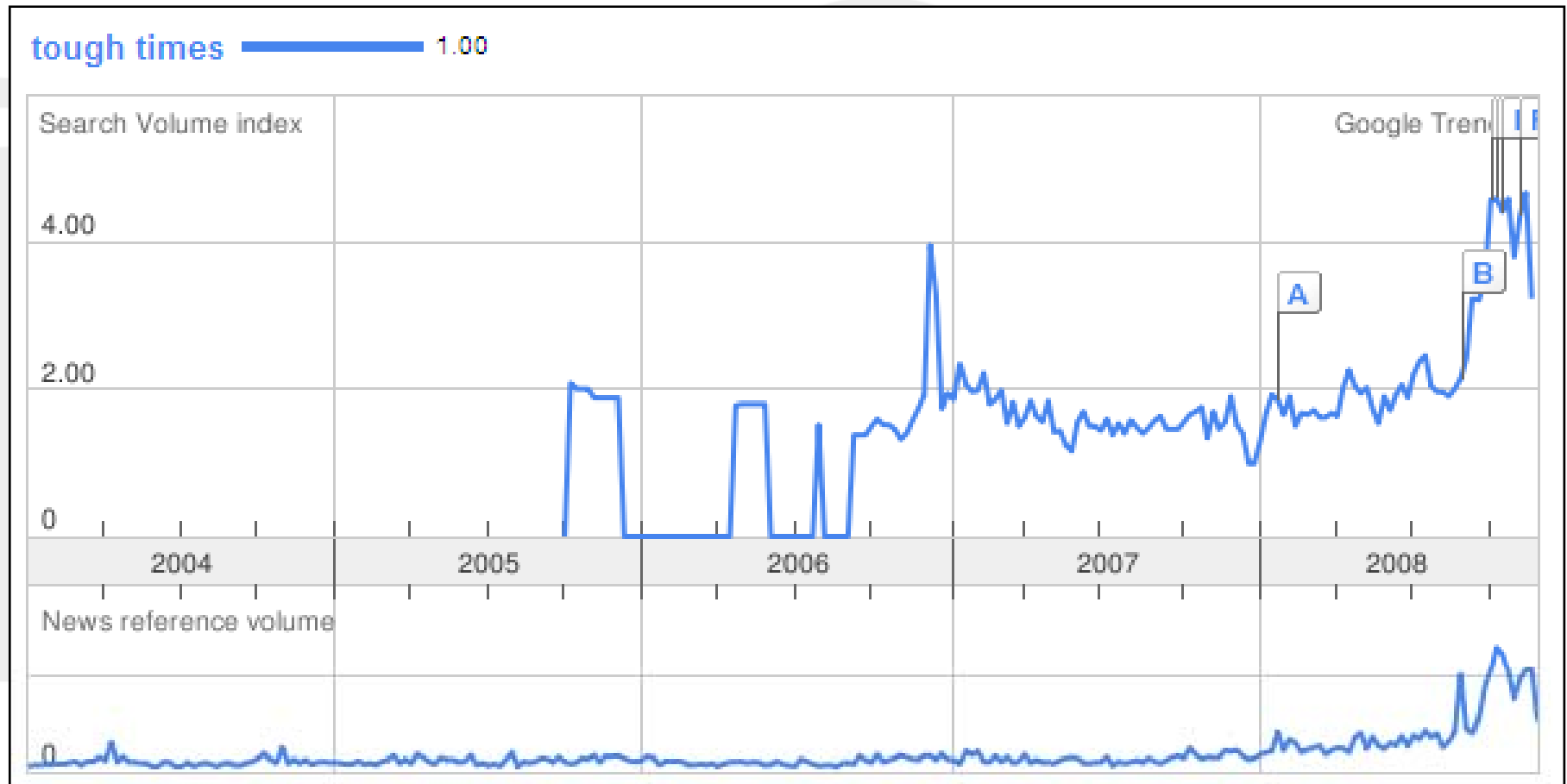


# Layoffs





# Tough Times



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# Challenges & Opportunities

**Budget  
Cuts**

**Use Brain,  
Not Budget**

**Longer  
Sales Cycles**

**Cheap Lead  
Nurturing**

**Lower Lead  
Close Rates**

**Generate  
More Leads**

# Outbound Marketing



# Inbound Marketing

## Blog

TechCrunch



YouTube

Technorati™

## SEO

Google™

Live Search

YAHOO!®

Ask.com

## Social Media

facebook

twitter

LinkedIn

delicious  
social bookmarking

digg

HubSpot

# Rethinking Marketing

## Outbound Marketing

- Telemarketing
- Trade shows
- Direct mail
- Email blasts
- Print ads
- TV/radio ads

## Interruption



## Inbound Marketing

- SEO / SEM
- Blogging
- Social Media
- RSS
- Free tools/trials
- Public Relations

## Permission



# Budget vs. Brains



Flickr: Refracted Moments



Flickr: Gaetoon Lee

# Outbound vs. Inbound Marketing

1. Find a “targeted” list
2. Call, email, mail the list
3. Most of them (97%) have no interest
4. Those that have interest need to be qualified, and sold on your company

**Lots of time, effort and money wasted on uninterested prospects**

1. Do inbound marketing
2. Attract people to your business
3. Qualify out those that are interested, but not a fit for you (50%)
4. Engage with those that are interested and a fit

**Don't waste time, effort, money on uninterested prospects**

---

# Outbound Marketing

1. Find a “targeted” list
  - 10,000 people on list
2. Call, email, mail the list
  - Mail, email, call at cost of ~\$5+ each
3. Most of them (97%) have no interest
  - \$50,000 investment
4. Those that have interest need to be qualified, and sold on your company
  - 300 respond to this outbound marketing
  - 200 are qualified leads
  - **Cost per lead = \$250**



# Inbound Marketing

1. Do inbound marketing
  - Software + tools ~\$4K
2. Attract people to your business
  - Invest 25% of your time for 3 months
3. Qualify out those that are interested, but not a fit for you (50%)
  - 400 people download your ebook
  - 200 are qualified leads
4. Engage with those that are interested and a fit
  - **Cost per lead = \$20**
  - Cost including time @ \$75K per year = **\$45 per lead**

# Outbound vs. Inbound Marketing

	<b>Outbound Marketing</b>	<b>Inbound Marketing</b>
Cash Cost	\$50,000	\$4,000
Cash Cost per Lead	\$250	\$20
Time Investment	25 Hours	10-15 Hours / Week
Total Cost per Lead	<b>\$255</b>	<b>\$45</b>

# Budget (Outbound) vs. Brains (Inbound)



Flickr: Refracted Moments

## Outbound Marketing

Rich, Lazy, Boring,  
Inefficient



Flickr: Gaetoon Lee

## Inbound Marketing

Cheap, Creative, Exciting  
Efficient & Effective

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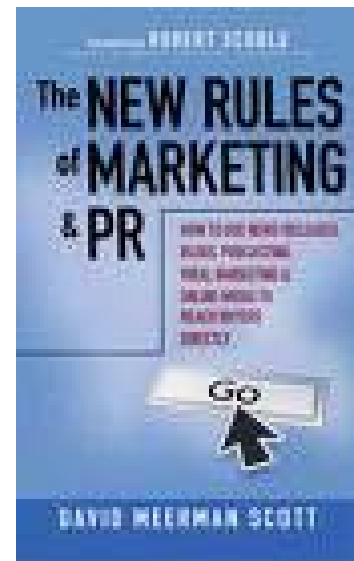
# Examples of Cost-Effective Inbound Marketing

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# Be Your Own Media

*“Think like a publisher”*

-- David Meerman Scott



# What to Publish?

- Blog
- Podcast
- Videos
- Photos
- Presentations
- eBooks
- News Releases



# Where to Publish?

flickr™

photobucket

upcoming.org

yelp®

podcast.net  
THE PODCAST DIRECTORY

viddler

blip.tv  
Your video, your way

REVVIERA

Google™  
Groups

slideshare BETA

twitter

RSS  
XML

You Tube  
Broadcast Yourself

SQUIDOO  
What's Your Topic?

HubSpot

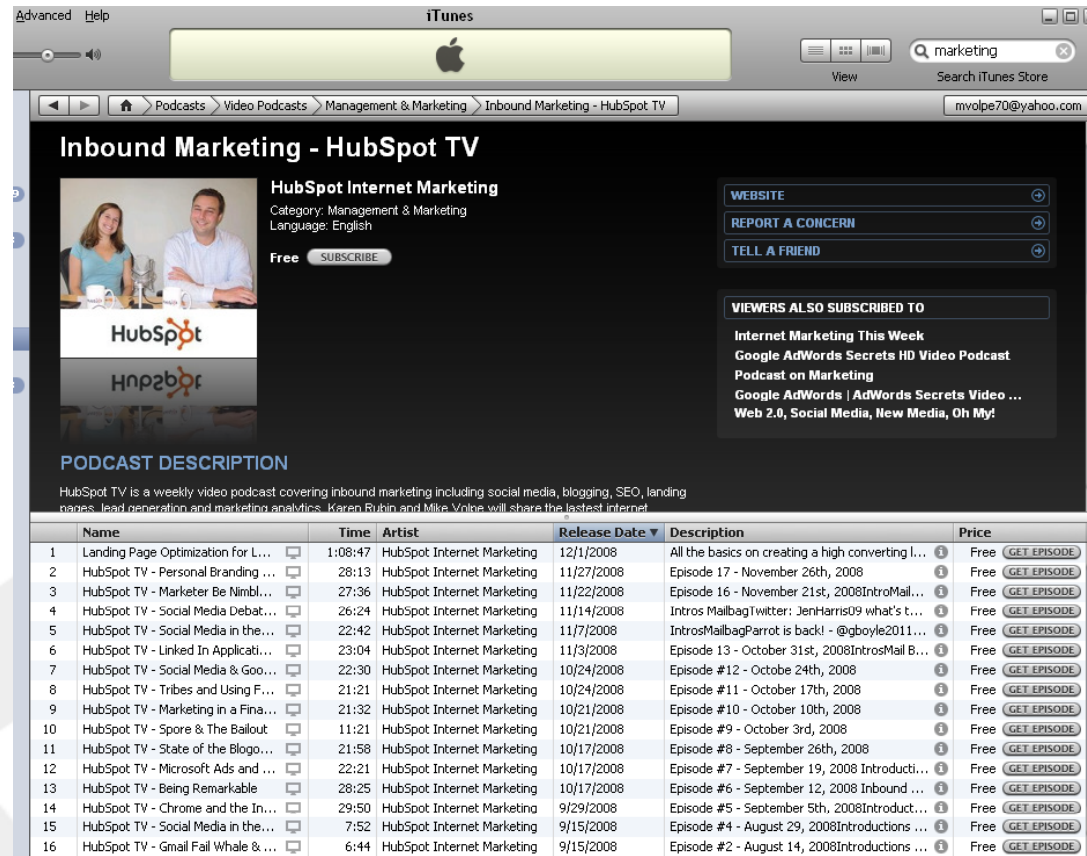
# Start a TV Show



Flickr: Matti Mattila



# We don't need no stinkin' TV network.



**Inbound Marketing - HubSpot TV**

HubSpot Internet Marketing  
Category: Management & Marketing  
Language: English

Free [SUBSCRIBE](#)

[WEBSITE](#)  
[REPORT A CONCERN](#)  
[TELL A FRIEND](#)

**VIEWERS ALSO SUBSCRIBED TO**

**Internet Marketing This Week**  
Google AdWords Secrets HD Video Podcast  
Podcast on Marketing  
Google AdWords | AdWords Secrets Video ...  
Web 2.0, Social Media, New Media, Oh My!

**PODCAST DESCRIPTION**

HubSpot TV is a weekly video podcast covering inbound marketing including social media, blogging, SEO, landing pages, lead generation and marketing analytics. Karen Rubin and Mike Volpe will share the latest Internet

Name	Time	Artist	Release Date	Description	Price
1 Landing Page Optimization for L...	1:08:47	HubSpot Internet Marketing	12/1/2008	All the basics on creating a high converting l...	Free <a href="#">GET EPISODE</a>
2 HubSpot TV - Personal Branding ...	28:13	HubSpot Internet Marketing	11/27/2008	Episode 17 - November 26th, 2008	Free <a href="#">GET EPISODE</a>
3 HubSpot TV - Marketer Be Nimbl...	27:36	HubSpot Internet Marketing	11/22/2008	Episode 16 - November 21st, 2008IntroMail...	Free <a href="#">GET EPISODE</a>
4 HubSpot TV - Social Media Debat...	26:24	HubSpot Internet Marketing	11/14/2008	Intros MailbagTwitter: JenHarris09 what's t...	Free <a href="#">GET EPISODE</a>
5 HubSpot TV - Social Media in the...	22:42	HubSpot Internet Marketing	11/7/2008	IntrosMailbagParrot is back! - @boyle2011...	Free <a href="#">GET EPISODE</a>
6 HubSpot TV - Linked In Applicati...	23:04	HubSpot Internet Marketing	11/3/2008	Episode 13 - October 31st, 2008IntrosMail B...	Free <a href="#">GET EPISODE</a>
7 HubSpot TV - Social Media & Goo...	22:30	HubSpot Internet Marketing	10/24/2008	Episode #12 - Octobre 24th, 2008	Free <a href="#">GET EPISODE</a>
8 HubSpot TV - Tribes and Using F...	21:21	HubSpot Internet Marketing	10/24/2008	Episode #11 - October 17th, 2008	Free <a href="#">GET EPISODE</a>
9 HubSpot TV - Marketing in a Fina...	21:32	HubSpot Internet Marketing	10/21/2008	Episode #10 - October 10th, 2008	Free <a href="#">GET EPISODE</a>
10 HubSpot TV - Spore & The Bailout	11:21	HubSpot Internet Marketing	10/21/2008	Episode #9 - October 3rd, 2008	Free <a href="#">GET EPISODE</a>
11 HubSpot TV - State of the Blog...	21:58	HubSpot Internet Marketing	10/17/2008	Episode #8 - September 26th, 2008	Free <a href="#">GET EPISODE</a>
12 HubSpot TV - Microsoft Ads and ...	22:21	HubSpot Internet Marketing	10/17/2008	Episode #7 - September 19, 2008 Introducti...	Free <a href="#">GET EPISODE</a>
13 HubSpot TV - Being Remarkable	28:25	HubSpot Internet Marketing	10/17/2008	Episode #6 - September 12, 2008 Inbound ...	Free <a href="#">GET EPISODE</a>
14 HubSpot TV - Chrome and the In...	29:50	HubSpot Internet Marketing	9/29/2008	Episode #5 - September 5th, 2008Introduct...	Free <a href="#">GET EPISODE</a>
15 HubSpot TV - Social Media in the...	7:52	HubSpot Internet Marketing	9/15/2008	Episode #4 - August 29, 2008Introductions ...	Free <a href="#">GET EPISODE</a>
16 HubSpot TV - Gmail Fail Whale & ...	6:44	HubSpot Internet Marketing	9/15/2008	Episode #2 - August 14, 2008Introductions ...	Free <a href="#">GET EPISODE</a>

## 2,000 downloads to date

## www.HubSpot.tv



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# Promote Your Content



Flickr: ClintJCL

# Promote Your Content



HubSpot

Blog Best Articles Free Ma

HubSpot's Inbound Internet Marketing Blog

[Current Articles](#) | [RSS Feed](#)

[Launching A Business Blog? Avoid This Common URL Mistake at Blogspot and Typepad](#)

[digg.it](#) | [reddit](#) | [del.icio.us](#) | [StumbleUpon](#)

Possibly the most frequent question people ask me when it comes to setting up a business blog is what URL they should use. There are basically four options to choose from. The truth is there is no single right answer. But, **there is one wrong answer** however. Below is an analysis of the 4 ways you can set up a URL for your blog and the benefits and drawbacks of each.

1. **Use a free URL like HubSpot.blogspot.com or HubSpot.typepad.com.** This is a bad idea and this is the wrong answer, for two reasons. First, this URL does not belong to you. In any business you want to be building assets that you own and control. The problem with these URLs is that you are building an asset (a website that has a lot of links and good content) and you don't own and control that asset. **There is no way to move or change these URLs. You are stuck with them forever.** If you change your company name or want to use the content from your blog in a different way online, there is no good way to move the blog. Second, all of the links that you will be getting into your blog from other websites do not pass any SEO value into your main website. One of the major reasons to start a blog is to drive more links into your



StumbleUpon  
Discover new sites



del.icio.us  
your bookmarks



BETA  
mixx  
your blend of the web



# Promote Flattering Content



twitter

StumbleUpon  
Discover new sites

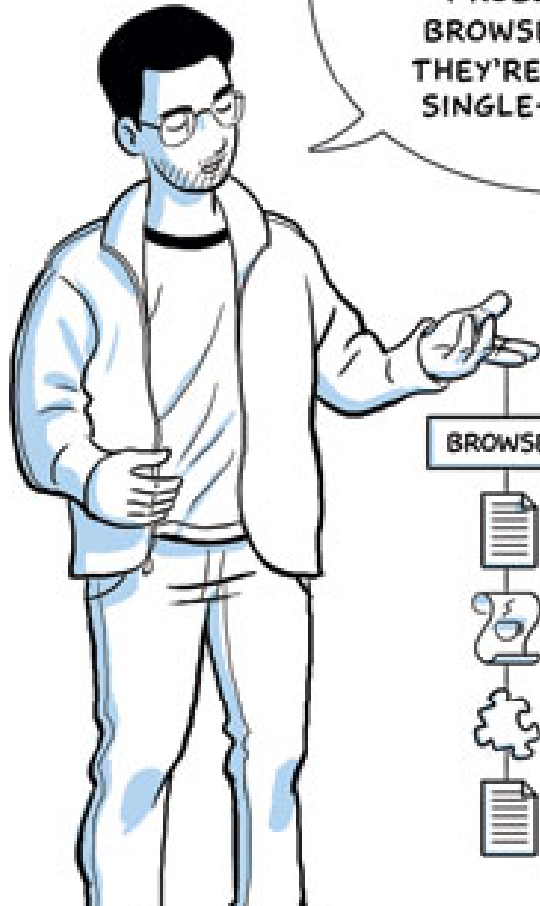
del.icio.us  
your bookmarks

digg

facebook

# Rethink Content

WHEN WE STARTED THIS PROJECT, THE GEARS GUYS WERE SAYING THAT ONE OF THE PROBLEMS WITH BROWSERS IS THAT THEY'RE INHERENTLY SINGLE-THREADED.



FOR EXAMPLE, ONCE YOU HAVE JAVASCRIPT EXECUTING, IT'S GOING TO KEEP GOING, AND THE BROWSER CAN'T DO ANYTHING ELSE UNTIL JAVASCRIPT RETURNS CONTROL TO THE BROWSER.



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# What Content Do You Have?

- Content to match buyer phase and concerns
- Do you have content targeted to buyers in today's economy?

# Blog

## 20,000 a day start a blog

BY STEPHEN HULL

BRITAIN is going blog crazy, creating a staggering 85,000 new online diaries every day, according to a study.

Blogs are websites or part of a website that someone can use to air their views on a chosen topic. This can take the form of a rant about politics or just an expression of everyday frustrations with life.

The word blog is a shortened form of 'weblog'. And even allowing for the fact that many 'bloggers' are serial bloggers - creating three or four new sites a week - it still means around 20,000 people a day are joining the trend. The figures were produced by website lastminute.com.

Many celebrities already use blogs to keep in touch with fans or to just say what they think. Barbra Streisand regularly airs

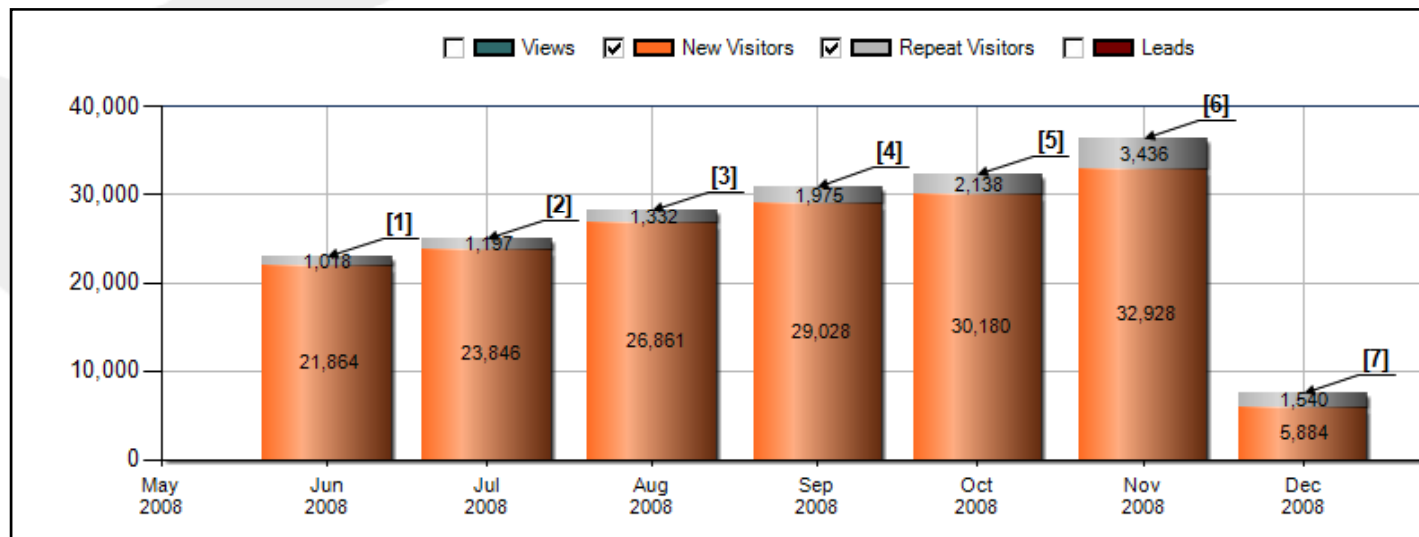
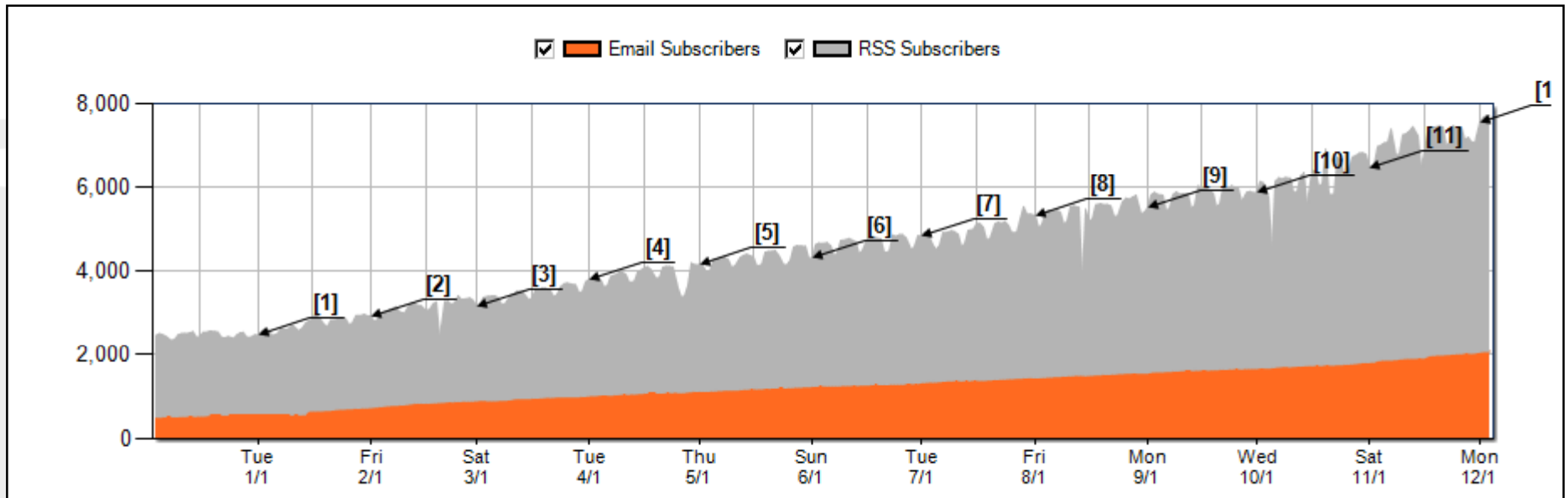
her political views. Moby communicates via his online diary, BBC political editor Nick Robinson has a blog on the Beeb's website and actor Sir Ian McKellen kept a two-year Internet record during the filming of *The Lord Of The Rings*.

Industry experts say the trend is growing fast, although a realistic figure for the number of active blogs in Britain is 300,000, with about 20million worldwide.

Matt Loney, of ZDNet magazine, said many people set up blogs but stop after a few weeks.

'The blogs are still counted as a statistic even though they are dormant or used only occasionally,' he explained.

# Blog





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# Tips You Might Not Know

- Start **before** you have a product
- Start **before** you have a website
- Start **before** you have anything
- All you need: a rough market and some ideas
- A blog can launch a company

---

# Biggest Blogging Mistake

Don't use a "free" URL from a blog service

- HubSpot.blogspot.com – NO!
- HubSpot.typepad.com – NO!
- HubSpot.wordpress.com – NO!
  
- Blog.HubSpot.com – Yes
- HubSpot.com/Blog – Yes
- SmallBusinessHub.com – Yes

---

# Blog as Lead Nurturing

- No spam filters on RSS
- RSS follows to new jobs, email doesn't
- People can comment
- Build a relationship with your company
- Easily shared content
- Side benefits
  - Social media performance
  - SEO performance

# Q&A / Discussion Forums



# Participate in Q&A

- Facebook Discussions
- Yahoo! Answers
- LinkedIn Q&A and Discussions

The screenshot displays three different Q&A platforms. At the top is a Facebook interface for 'HubSpot Discussions', showing a navigation bar with 'Mike Volpe', 'Friends', 'Applications', and 'Inbox 2'. Below this is a 'Back to HubSpot' link. The middle section shows the 'YAHOO! ANSWERS' homepage with a 'Sign In' button and a 'New User? Sign Up' link. It features three main buttons: 'Answer Open Questions', 'Discover Resolved Questions', and 'Vote Undecided Questions'. The bottom section shows the LinkedIn 'Answers' page, which includes a navigation bar with 'People', 'Jobs', 'Answers', and 'Companies'. The main content area has tabs for 'Answers Home', 'Advanced Answers Search', 'My Q&A', 'Ask a Question', and 'Answer Questions'. A prominent 'Ask a Question' box contains a text input field and a 'Next' button. To the right, there is a 'Featured Category' for 'Hiring and Human Resources' and a 'My Q&A' section showing one open question: 'Will the Patriots win the Super Bowl? What data supports your...'. At the bottom, a 'New Questions From Your Network' section shows a question: 'Do you carry an iPhone 3G and also another phone? I'd love to talk to you about why you carry two or more phones. Thanks for'.

---

# Q&A / Discussion Forums

- Short, thoughtful answers
- Links to (your) blog and tools
- First answers are better
- Long term, long tail strategy

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# Use SEO

**YAHOO!**<sup>®</sup>

**Google**<sup>™</sup>



**Live Search**

# 25% of SEO = On Page (Visible)

- Page Title



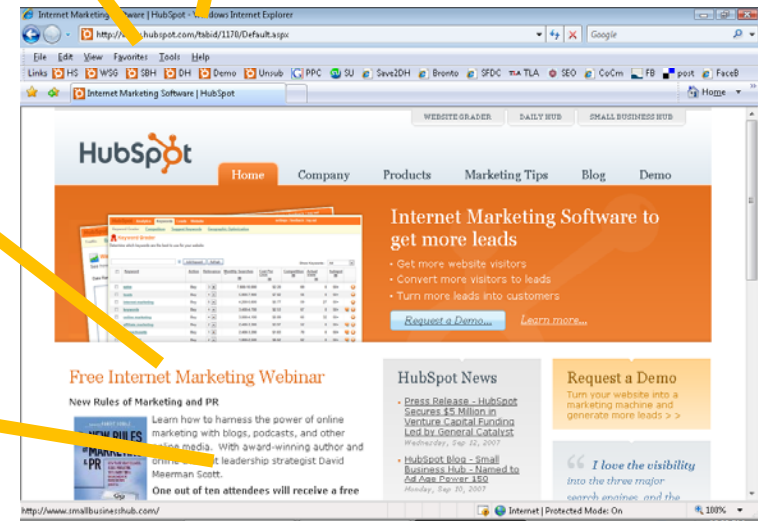
- URL



- H1, H2, H3 tags

HubSpot Internet Marketing Software

- Page Text
  - Bold





# 25% of SEO = On Page (Invisible)

- Description

Internet Marketing Software | HubSpot

HubSpot **Internet Marketing Software** - Get more website visitors, capture more visitors as leads and convert more leads into sales using SEO, PPC, ...

[www.hubspot.com/](http://www.hubspot.com/) - 31k - [Cached](#) - [Similar pages](#)

- Keywords

Meta

internet marketing software, internet marketing, marketing, hubspot

Keywords :

- Alt text on images



internet marketing software



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# 75% of SEO = Off Page

- Recommendations from friends
  1. "I know Mike Volpe"
  2. "Mike Volpe is a marketing expert"
  3. You trust the person saying this
- Links are online recommendations
  1. A link: [www.HubSpot.com](http://www.HubSpot.com)
  2. Anchor text: [Internet Marketing](#)
  3. Link is from a trusted website

# Groups



Flickr: Vidiot

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# Start Groups



**14,000 Members**

#6 in search for "marketing"



**2,100 Members**

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# Build a Group

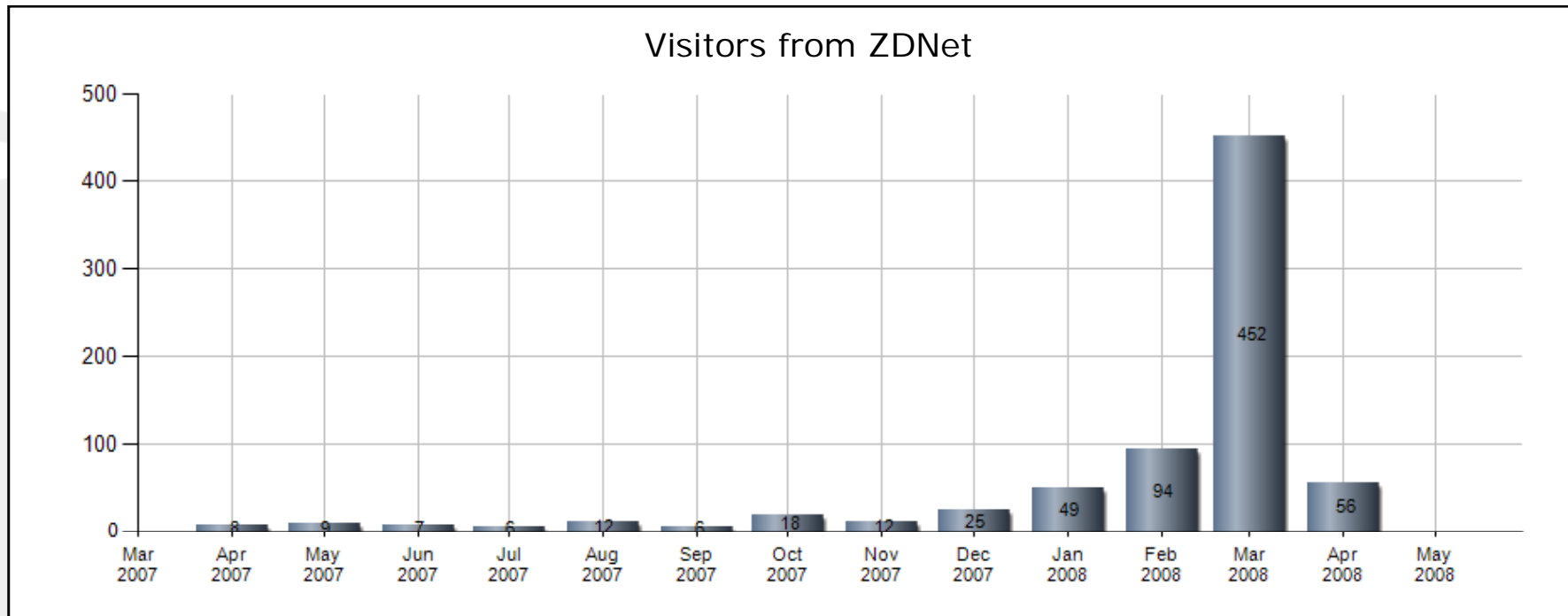
- Generic Title (“Pro Marketers”)
- Invite employees, customers and friends
- Post on your blog, website, etc.
- Then it spreads virally (or, repeat the steps)

---

# Manage a Group

- LinkedIn
  - Start discussions
  - Download email list, send newsletter
- Facebook
  - Start discussions
  - Upload photos, videos
  - Send updates
- Quality Content

# Traffic, Leads and Customers













	Visitors	Leads	Customers
TechCrunch	5,289	754	12
ZDNet	834	72	3
Twitter	511	28	1

# Internet Marketing Scorecard

## Website Grader

A comprehensive measure of your website's effectiveness

Website		Website Grade ?	Google Page Rank ?	Traffic Rank ?	Blog Rank ?	Inbound Links ?	del.icio.us Bookmarks ?
<a href="http://www.hubspot.com">www.hubspot.com</a>		99	6	23,984	104,933	16,960	201
<a href="http://www.websitegrader.com">www.websitegrader.com</a>		99	6	23,594	104,933	47,533	2,256
<a href="http://blog.hubspot.com">blog.hubspot.com</a>		98	5	23,984	104,933	2,570	32
<a href="http://links.hubspot.com">links.hubspot.com</a>		96	5	23,984	Not Ranked	107	15
							

Compare Site:

Add



# Budget (Outbound) vs. Brains (Inbound)



Flickr: Refracted Moments

## Outbound Marketing

Rich, Lazy, Boring,  
Inefficient



Flickr: Gaetoon Lee

## Inbound Marketing

Cheap, Creative, Exciting  
Efficient & Effective

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# Priorities

- Cut cost per lead
  - Cut low ROI programs
  - Cut non-lead gen activities
  - Improve lead quality
  - Increase lead generation
  - Focus on ROI measurement
- 
- Use inbound marketing...

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# Recession Marketing Plan

- Buy HubSpot
- Buy “New Rules of Marketing & PR”
- Buy video camera
- Dedicate time to inbound marketing
- Cost: \$20/day for 2009

# Thank You!

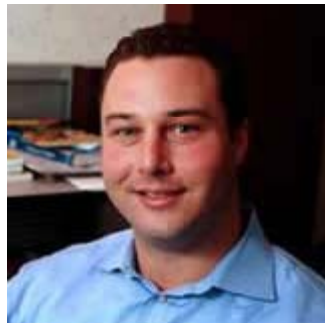
Learn more about HubSpot:  
<http://www.hubspot.com/demo>

Become a Fan:  
<http://facebook.hubspot.com>

**Mike Volpe**

VP Inbound Marketing

Twitter: **@mvolpe**



**Ellie Mirman**

Inbound Marketing Manager

Twitter: **@ellieeille**

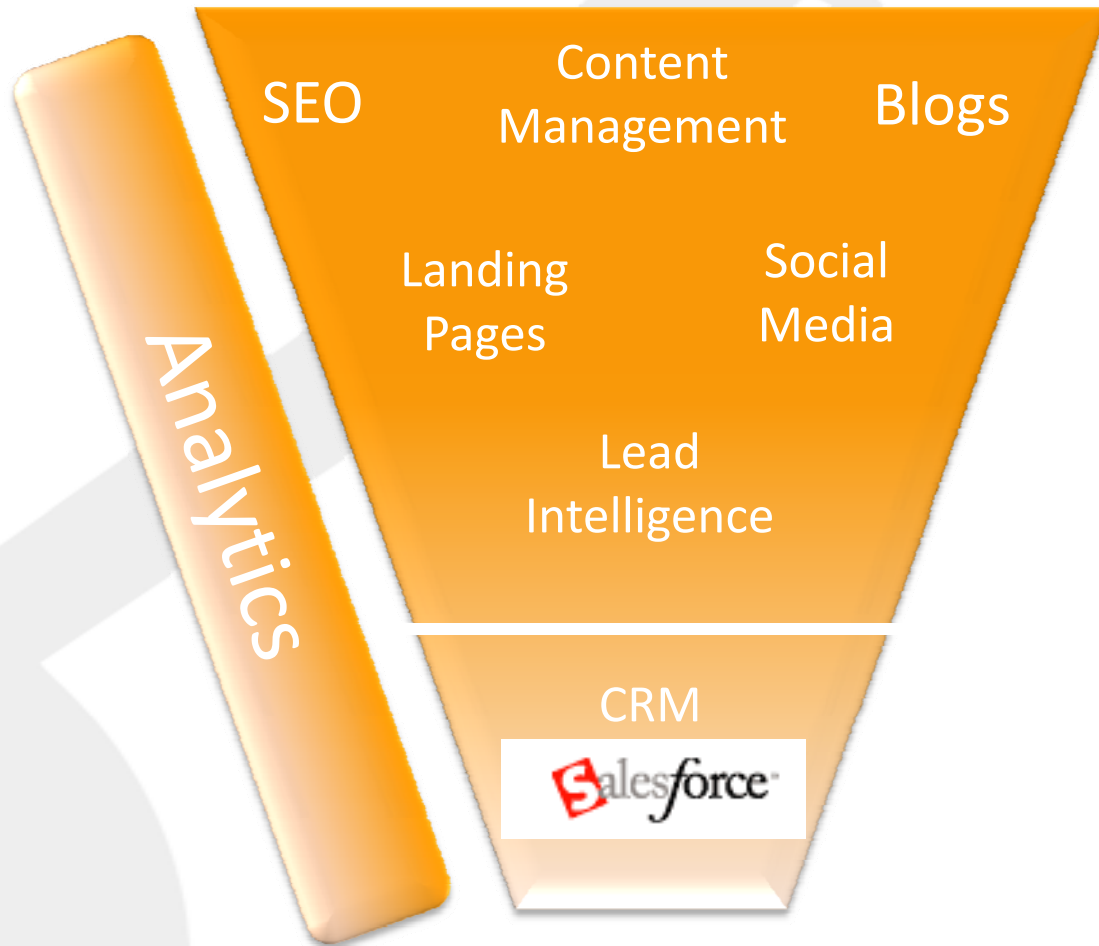




# HubSpot

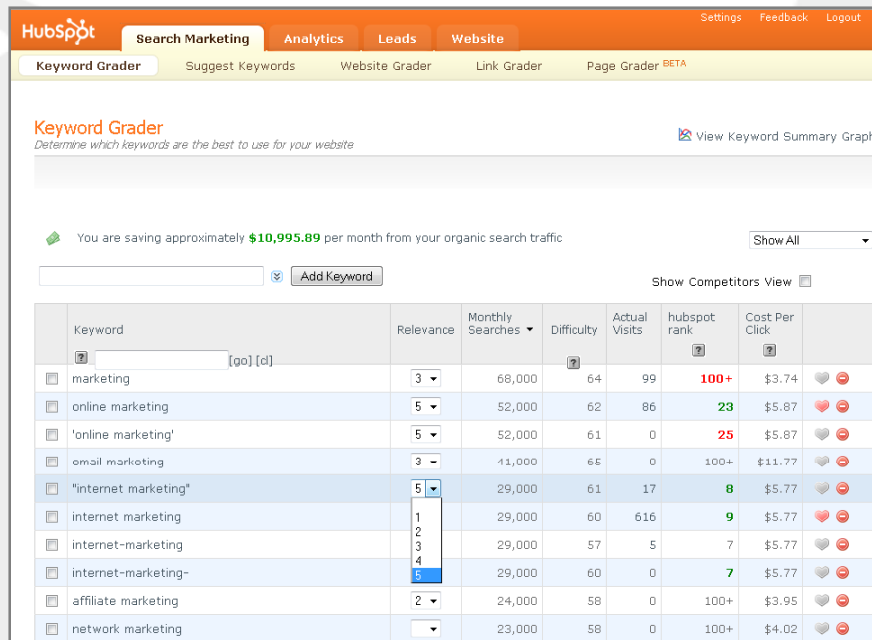
Inbound Marketing System

# Inbound Marketing System



# Getting Found: On-Page SEO

## Keyword Grader

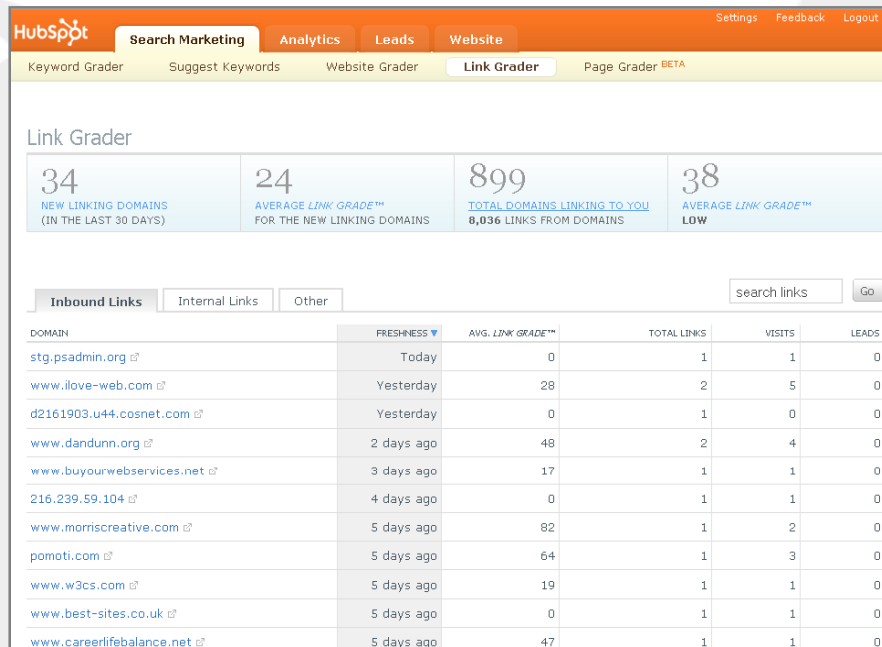


The screenshot shows the HubSpot Keyword Grader interface. At the top, there are navigation tabs for Search Marketing, Analytics, Leads, and Website. Below that, there are sub-tabs for Keyword Grader, Suggest Keywords, Website Grader, Link Grader, and Page Grader (BETA). The main content area displays a table of keywords with various metrics. A message indicates that the user is saving approximately \$10,995.89 per month from organic search traffic. There is an 'Add Keyword' button and a 'Show Competitors View' checkbox.

Keyword	Relevance	Monthly Searches	Difficulty	Actual Visits	hubspot rank	Cost Per Click	
marketing	3	68,000	64	99	100+	\$3.74	♥️
online marketing	5	52,000	62	86	23	\$5.87	♥️
'online marketing'	5	52,000	61	0	25	\$5.87	♥️
email marketing	3	41,000	66	0	100+	\$11.77	♥️
*internet marketing*	5	29,000	61	17	8	\$5.77	♥️
internet marketing	1	29,000	60	616	9	\$5.77	♥️
internet-marketing	2	29,000	57	5	7	\$5.77	♥️
internet-marketing-	3	29,000	60	0	7	\$5.77	♥️
affiliate marketing	4	24,000	58	0	100+	\$3.95	♥️
network marketing	5	23,000	58	0	100+	\$4.02	♥️

- Determine what keywords to optimize your pages around based on relevance, search volume, and how difficult it will be to rank on the first page of Google
- Identify critical long tail words (high conversion rates, low competition)
- Monitor your rank against competitors for each keyword/phrase
- Determine the specific page on your site that is ranking for each keyword(phrase) and how to make further improvements

# Getting Found: Off-Page SEO



The screenshot displays the HubSpot Link Grader interface. At the top, there are navigation tabs for Search Marketing, Analytics, Leads, and Website. Below these, there are sub-tabs for Keyword Grader, Suggest Keywords, Website Grader, Link Grader, and Page Grader BETA. The main content area shows four key metrics: 34 New Linking Domains (in the last 30 days), 24 Average Link Grade for the new linking domains, 899 Total Domains Linking to You (8,036 links from domains), and 38 Average Link Grade (Low). Below these metrics, there are tabs for Inbound Links, Internal Links, and Other. A search bar is present above a table of inbound links. The table has columns for Domain, Freshness, Avg. Link Grade, Total Links, Visits, and Leads.

DOMAIN	FRESHNESS	AVG. LINK GRADE™	TOTAL LINKS	VISITS	LEADS
stg.psadmin.org	Today	0	1	1	0
www.ilove-web.com	Yesterday	28	2	5	0
d2161903.u44.cosnet.com	Yesterday	0	1	0	0
www.dandunn.org	2 days ago	48	2	4	0
www.buyourwebservices.net	3 days ago	17	1	1	0
216.239.59.104	4 days ago	0	1	1	0
www.morriscreative.com	5 days ago	82	1	2	0
pomoti.com	5 days ago	64	1	3	0
www.w3cs.com	5 days ago	19	1	1	0
www.best-sites.co.uk	5 days ago	0	1	1	0
www.careerlifebalance.net	5 days ago	47	1	1	0

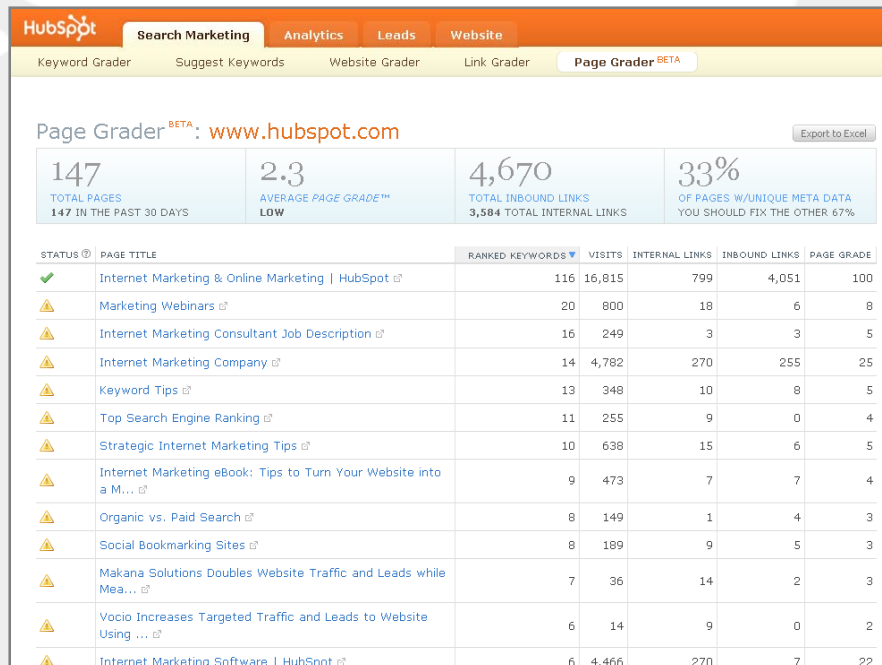
## Link Grader

- Identify opportunities to generate more return from your existing links
- Monitor your live inbound links and which inbound links are producing the most value for you
- Aggregate your competitors inbound links to discover new link building opportunities that you have not taken advantage of



# Getting Found: SEO for Your Whole Site

## Page Grader



The screenshot displays the HubSpot Page Grader interface for the website [www.hubspot.com](http://www.hubspot.com). The summary section shows the following metrics:

- 147** TOTAL PAGES (147 IN THE PAST 30 DAYS)
- 2.3** AVERAGE PAGE GRADE™ (LOW)
- 4,670** TOTAL INBOUND LINKS (3,584 TOTAL INTERNAL LINKS)
- 33%** OF PAGES W/UNIQUE META DATA (YOU SHOULD FIX THE OTHER 67%)

Below the summary is a table listing individual pages with their status, titles, ranked keywords, visits, internal links, inbound links, and page grades.

STATUS	PAGE TITLE	RANKED KEYWORDS	VISITS	INTERNAL LINKS	INBOUND LINKS	PAGE GRADE
✓	Internet Marketing & Online Marketing   HubSpot	116	16,815	799	4,051	100
⚠	Marketing Webinars	20	800	18	6	8
⚠	Internet Marketing Consultant Job Description	16	249	3	3	5
⚠	Internet Marketing Company	14	4,782	270	255	25
⚠	Keyword Tips	13	348	10	8	5
⚠	Top Search Engine Ranking	11	255	9	0	4
⚠	Strategic Internet Marketing Tips	10	638	15	6	5
⚠	Internet Marketing eBook: Tips to Turn Your Website into a M...	9	473	7	7	4
⚠	Organic vs. Paid Search	8	149	1	4	3
⚠	Social Bookmarking Sites	8	189	9	5	3
⚠	Makana Solutions Doubles Website Traffic and Leads while Mea...	7	36	14	2	3
⚠	Vocio Increases Targeted Traffic and Leads to Website Using ...	6	14	9	0	2
⚠	Internet Marketing Software   HubSpot	6	4,466	270	7	22

- Analyze each page of your site to see which produce the most value for you (traffic, leads, ranked keywords, links)
- Automatically recommend improvements to optimize each page of your site

# Getting Found: Blogosphere

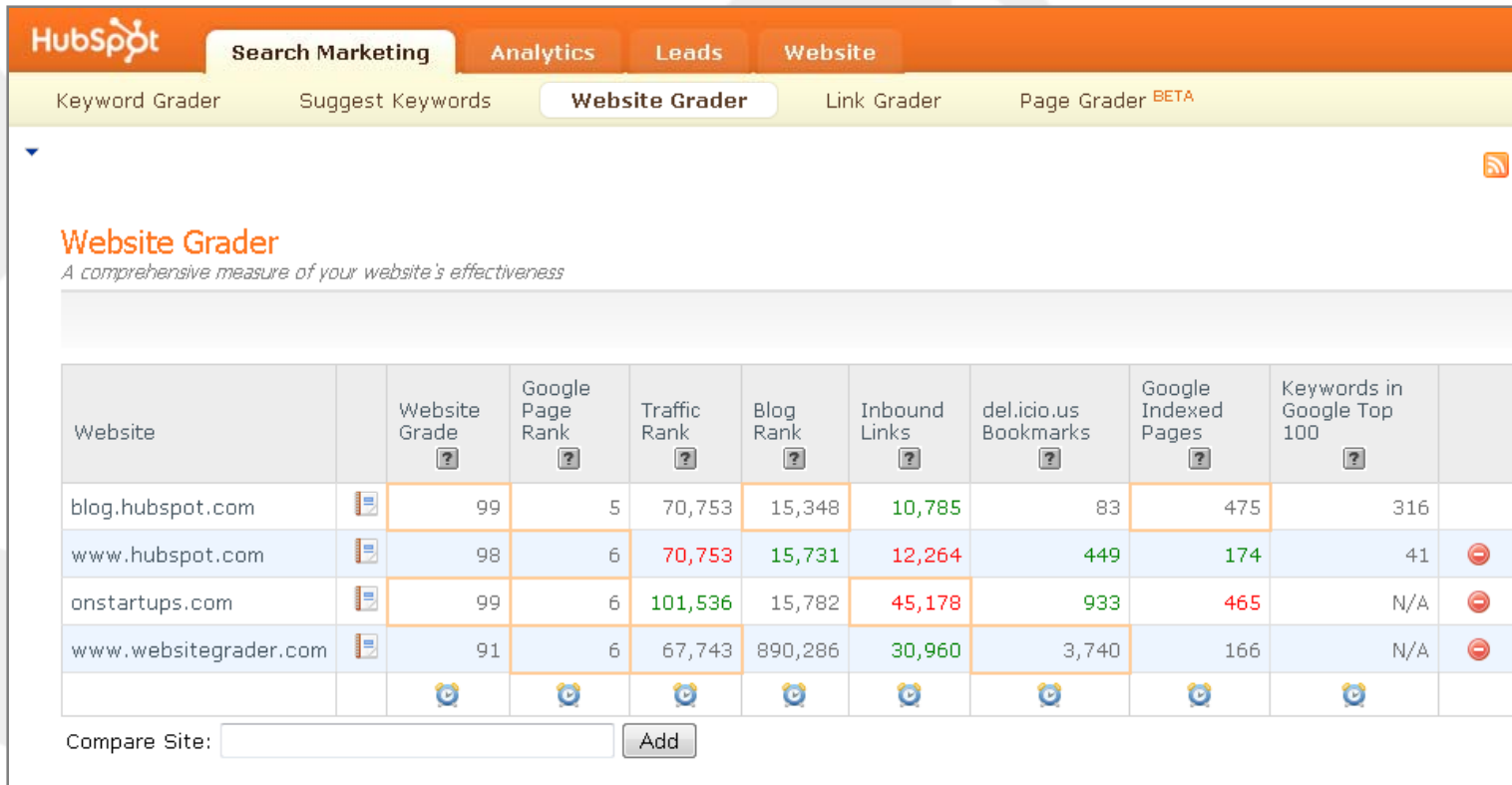
## Blogging

- Enable easy, natural process to consistently update content on your site, achieve more frequent search engine crawls, and improve authority
- Develop an audience of email and RSS subscribers
- Attract more inbound links (“link bait”)
- Write keyword rich content to attract more high conversion rate traffic



The screenshot shows the HubSpot Marketing Blog interface. At the top, the HubSpot logo is on the left, and navigation links for 'Blog', 'Best Articles', 'Free Marketing Kit', 'Tools', and 'About' are on the right. The main content area features the article 'Inbound Marketing vs. Outbound Marketing' with a '111 diggs' badge and social media sharing icons. The article text discusses the effectiveness of inbound vs. outbound marketing. On the right sidebar, there is a 'HubSpot Marketing Blog' description, an RSS feed subscription link, a '3558 readers' badge, an email subscription form, and an 'Inbound Marketing Summit' banner.

# Track Your Competitors

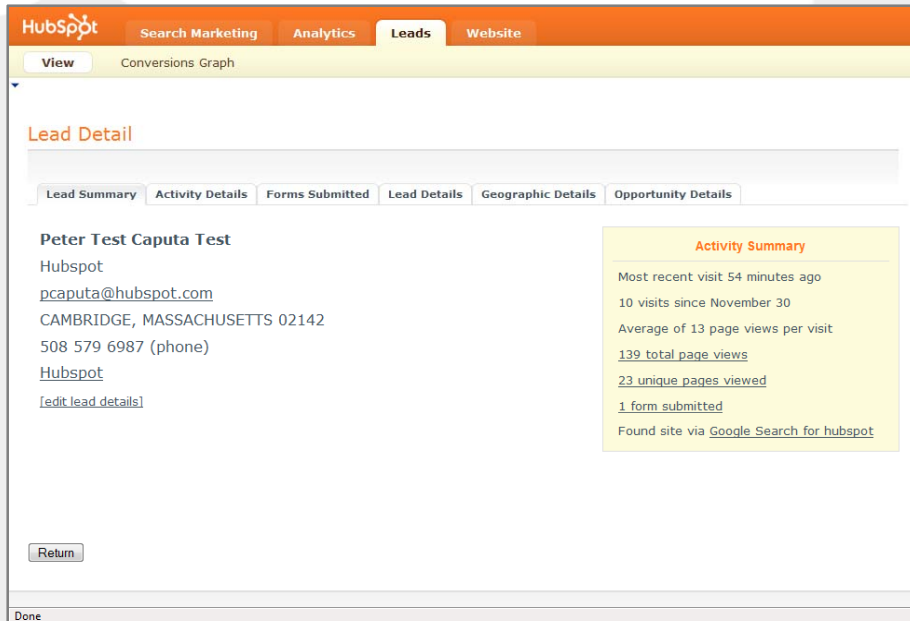


The screenshot displays the HubSpot Website Grader interface. At the top, there are navigation tabs for Search Marketing, Analytics, Leads, and Website. Under the Website tab, there are sub-tabs for Keyword Grader, Suggest Keywords, Website Grader (selected), Link Grader, and Page Grader BETA. The main heading is "Website Grader" with a subtitle "A comprehensive measure of your website's effectiveness". Below this is a table comparing several websites across various metrics. The table has columns for Website, Website Grade, Google Page Rank, Traffic Rank, Blog Rank, Inbound Links, del.icio.us Bookmarks, Google Indexed Pages, and Keywords in Google Top 100. The data rows are for blog.hubspot.com, www.hubspot.com, onstartups.com, and www.websitegrader.com. Each row has a small icon to its left and a bell icon below it. At the bottom, there is a "Compare Site:" input field and an "Add" button.

Website	Website Grade	Google Page Rank	Traffic Rank	Blog Rank	Inbound Links	del.icio.us Bookmarks	Google Indexed Pages	Keywords in Google Top 100
blog.hubspot.com	99	5	70,753	15,348	10,785	83	475	316
www.hubspot.com	98	6	70,753	15,731	12,264	449	174	41
onstartups.com	99	6	101,536	15,782	45,178	933	465	N/A
www.websitegrader.com	91	6	67,743	890,286	30,960	3,740	166	N/A

Compare Site:

# Lead Intelligence



The screenshot shows the HubSpot interface with the 'Leads' tab selected. The page displays the 'Lead Detail' for 'Peter Test Caputa Test'. The lead's contact information includes the name, company (Hubspot), email (pcaputa@hubspot.com), address (CAMBRIDGE, MASSACHUSETTS 02142), and phone number (508 579 6987). A 'Return' button is visible at the bottom left. On the right, an 'Activity Summary' box provides key metrics: most recent visit 54 minutes ago, 10 visits since November 30, average of 13 page views per visit, 139 total page views, 23 unique pages viewed, and 1 form submitted. The lead was found via Google Search for hubspot.

- Track the full path of all of your leads through your web site
- Automatically develop more intelligence around each lead (number of visits, time on site, pages visited, comments written on blog, documents downloaded, information submitted via web forms created)
- Increase close rate through improved lead quality

# Making Better Marketing Decisions

## Analytics

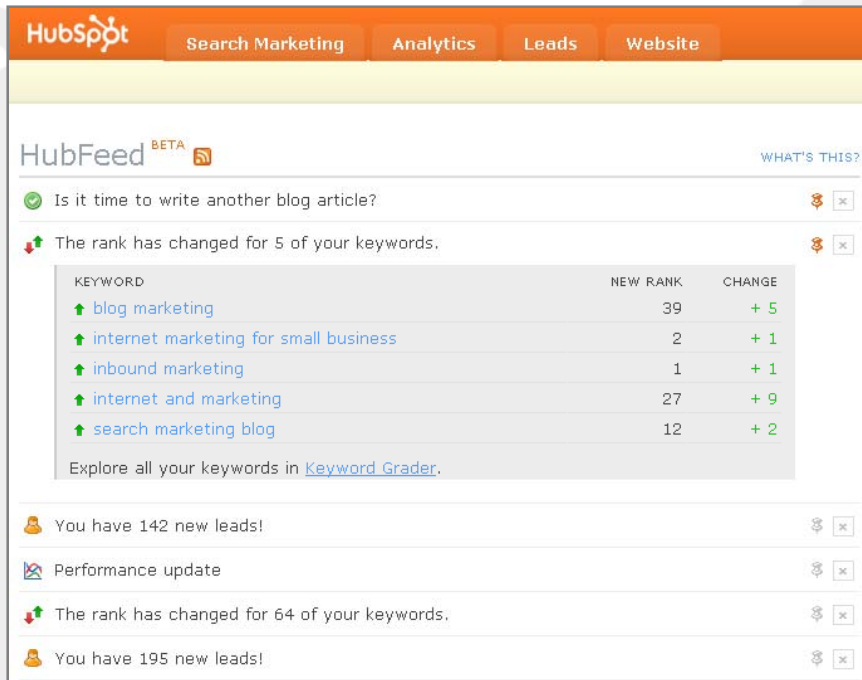
- Integrated reports in HubSpot software allow you to understand the effects of all your marketing activities so you can optimize your efforts and allocate your time and money towards the programs that generate the most leads and sales for your business



# Actionable Marketing Insights

## HubFeed

- HubFeed “watches” your Internet marketing efforts and delivers highlights and actionable insights based on your data



The screenshot displays the HubSpot HubFeed interface. At the top, there are navigation tabs for Search Marketing, Analytics, Leads, and Website. The main content area is titled 'HubFeed BETA' and includes a 'WHAT'S THIS?' link. Below the title, there are several notification cards:

- A green checkmark icon followed by the text: "Is it time to write another blog article?"
- A red and green arrow icon followed by the text: "The rank has changed for 5 of your keywords." Below this is a table showing keyword performance.
- A person icon followed by the text: "You have 142 new leads!"
- A performance update icon followed by the text: "Performance update"
- A red and green arrow icon followed by the text: "The rank has changed for 64 of your keywords."
- A person icon followed by the text: "You have 195 new leads!"

KEYWORD	NEW RANK	CHANGE
↑ <a href="#">blog marketing</a>	39	+ 5
↑ <a href="#">internet marketing for small business</a>	2	+ 1
↑ <a href="#">inbound marketing</a>	1	+ 1
↑ <a href="#">internet and marketing</a>	27	+ 9
↑ <a href="#">search marketing blog</a>	12	+ 2

Explore all your keywords in [Keyword Grader](#).

# HubSpot Methodology and Consulting

## Sections

The Internet Marketing Methodology is comprised of three sections: (1) getting found by more visitors (top of the sales funnel), (2) converting more visitors to leads and customers (middle of the sales funnel), and (3) measurement and optimization.

### [A. Get Found by Potential Customers \[Grow the Top of the Funnel\]](#)

- [I. Keyword Discovery](#)
- [II. On-Page SEO](#)
- [III. Off-Page SEO](#)
- [IV. Blogosphere](#)
- [V. Paid Search Advertising](#)
- [VI. Social Mediasphere](#)

### [B. Convert More Visitors into Customers \[Grow the Middle of the Funnel\]](#)

- [I. Convert More Visitors to Leads](#)
- [II. Convert More Leads to Customers](#)

### [C. Measure & Optimize: Marketing Intelligence](#)


- [I. Overall Marketing Effectiveness](#)
- [II. Competitors](#)
- [III. Top of the Sales Funnel](#)
- [IV. Middle of the Sales Funnel](#)

## Like Video?

Watch webinars led by HubSpot leadership covering [Keyword Discovery & On-Page SEO](#), [Off-Page SEO](#), [the Blogosphere](#), [Optimizing the middle of the sales funnel](#), and [Marketing Intelligence](#). Or, explore the [Functionality 101 series](#) to learn to use the HubSpot tools.

- Our Internet Marketing Consultants are experienced in all aspects of online marketing and specifically trained on HubSpot's products and methodologies
- Consulting sessions focus on these topics based on the specific needs of the client

# HubSpot Training Materials and Resources



The screenshot shows the HubSpot website's training section. At the top is the HubSpot logo and a navigation bar with links for Home, Methodology, Help and Support, Forums, and Training (which is highlighted). Below the navigation bar, there are two main columns. The left column is titled 'HubSpot Training Videos' and contains a sub-section for 'Webinars' with a list of five webinar titles and dates. Below this is a 'Register for Training' link. The right column is titled 'HubSpot Webinars' and contains a paragraph of introductory text followed by a list of seven webinar topics with brief descriptions.

**HubSpot**

Home Methodology Help and Support Forums **Training**

HubSpot Training Videos

**Webinars**

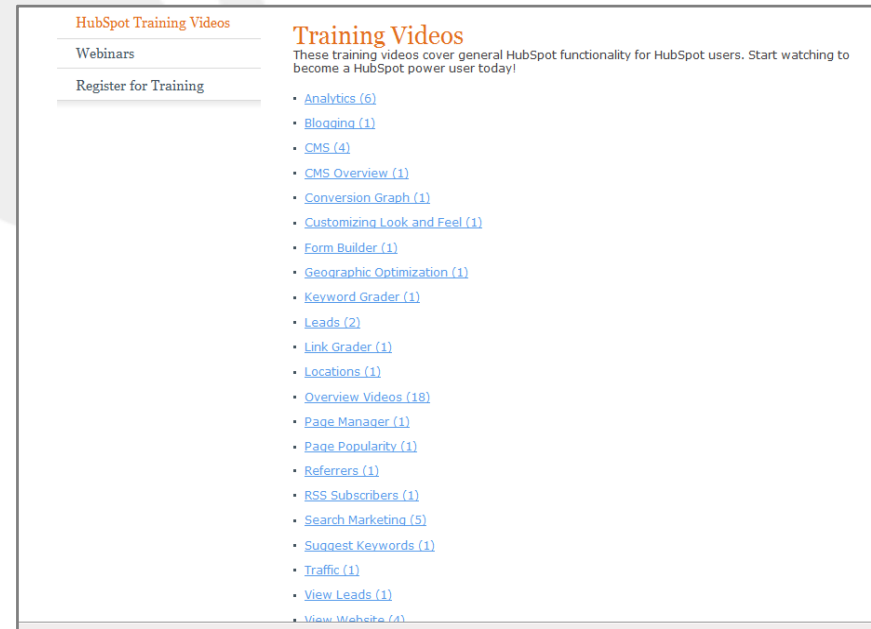
- Getting Found I - 9/14/07
- Getting Found II - 9/20/07
- Blogging & Blogosphere - 9/28/07
- Marketing Intelligence - 10/04/07
- Converting More Prospects to Customers - 10/12/07
- Modern Press Releases - 12/14/07

[Register for Training](#)

## HubSpot Webinars

HubSpot has presented a series of webinars about Internet marketing. Each webinar is approximately one hour long and provides in-depth commentary and guidance about particular topics of interest and importance to search engine optimization and current marketing techniques. The following webinars are available for viewing on Success.HubSpot:

- [Getting Found I](#) -- Covers on-page search engine optimization (SEO) techniques, such as keyword discovery and keyword placement, and demonstrates how to use HubSpot to optimize your web site and stretch the top of your sales funnel by "getting found" by more and qualified prospects
- [Getting Found II](#) -- Covers off-page SEO techniques, including link analysis and improvement, and how to use these techniques to improve search engine rankings
- [Blogging and Blogosphere](#) -- Describes how to leverage your blog and the blogosphere, as well as social media sites, to use inbound marketing to get more links and traffic to your site and more leads in your sales funnel.
- [Marketing Intelligence](#) -- How to use HubSpot's tools to analyze your site's traffic and performance, and to assess the success of your marketing campaigns and SEO programs
- [Converting More Prospects To Customers](#) -- Leveraging your increased site traffic and leads into more customers
- [Modern Press Releases - PR 2.0](#) -- Write and distribute SEO-optimized press releases and understand how modern marketers use PR for maximum benefit



The screenshot shows the 'HubSpot Training Videos' page. It features a navigation bar with 'Webinars' and 'Register for Training' links. The main content area is titled 'Training Videos' and includes a sub-header 'These training videos cover general HubSpot functionality for HubSpot users. Start watching to become a HubSpot power user today!'. Below this is a list of 18 video categories, each with a count in parentheses.

HubSpot Training Videos

[Webinars](#)

[Register for Training](#)

## Training Videos

These training videos cover general HubSpot functionality for HubSpot users. Start watching to become a HubSpot power user today!

- [Analytics \(6\)](#)
- [Blogging \(1\)](#)
- [CMS \(4\)](#)
- [CMS Overview \(1\)](#)
- [Conversion Graph \(1\)](#)
- [Customizing Look and Feel \(1\)](#)
- [Form Builder \(1\)](#)
- [Geographic Optimization \(1\)](#)
- [Keyword Grader \(1\)](#)
- [Leads \(2\)](#)
- [Link Grader \(1\)](#)
- [Locations \(1\)](#)
- [Overview Videos \(18\)](#)
- [Page Manager \(1\)](#)
- [Page Popularity \(1\)](#)
- [Referrers \(1\)](#)
- [RSS Subscribers \(1\)](#)
- [Search Marketing \(5\)](#)
- [Suggest Keywords \(1\)](#)
- [Traffic \(1\)](#)
- [View Leads \(1\)](#)
- [View Website \(1\)](#)





# Thank You!

Learn more about HubSpot:  
<http://www.hubspot.com/demo>

Become a Fan:  
<http://facebook.hubspot.com>

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