



# From prospect to evangelist: Optimizing customer relationships with social media



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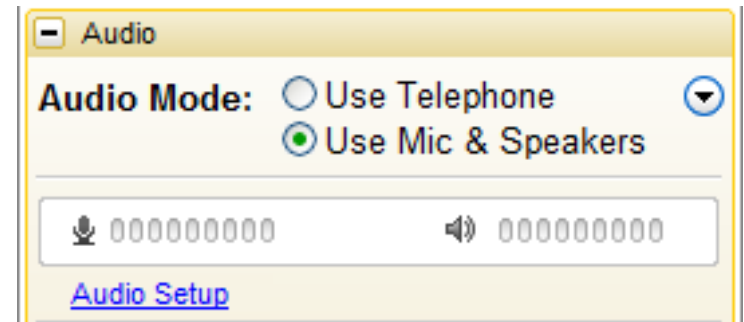
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Backupify  
@kristinedziadul

# Housekeeping notes

- Slides & Recording will be presented after webinar
- Interact with us using the Questions pane here or on Twitter
- Hashtag for today: #SMOptimize



# Agenda

- How to generate leads in the first place
- How to monitor social media, identify influencers & reward advocates
- How to back up social media conversations
- Q&A + iPad Drawing!

# Traditional Outbound Marketing is dying ...

## Advertising



## Direct Marketing



# Inbound Marketing is thriving ...

## Blog

TechCrunch



YouTube

Technorati™

## SEO

Google™



YAHOO!

Ask.com

## Social Media

facebook

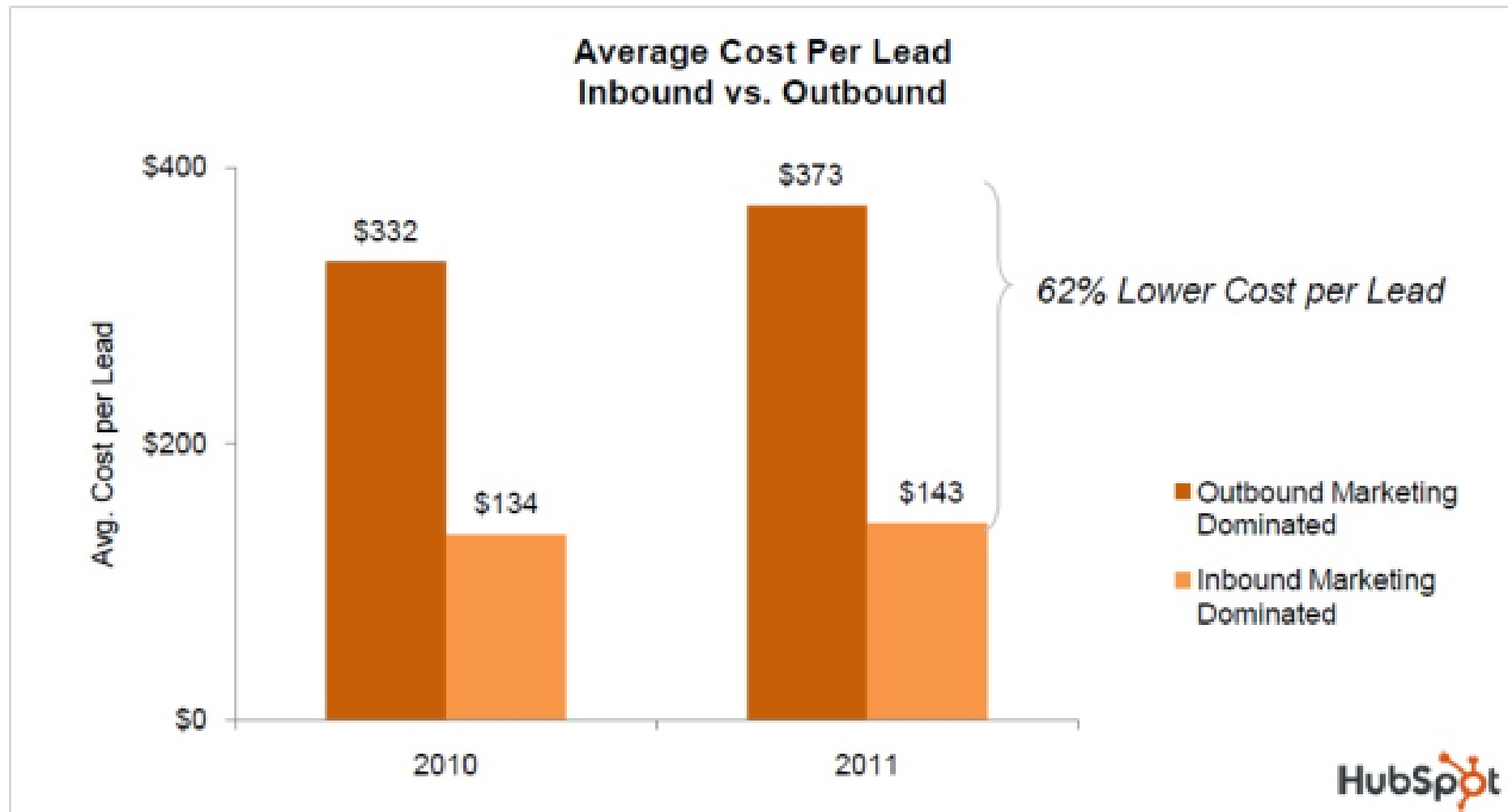
twitter

LinkedIn

delicious  
social bookmarking

digg

# Invest in what works = Inbound Marketing



<http://www.hubspot.com/state-of-inbound-marketing>

# How Do You Generate Leads with Inbound Marketing?

- Create Content
- Optimize
- Promote
- Analyze



# Create Content and Publish on Many Channels

- Blogging
- Podcasts
- eBooks
- Photos
- Videos





**55% more  
website visitors  
for companies that blog.**



Source: Data from over 1,500 small businesses - <http://bit.ly/XDkQV>

# Optimize Your Content

- On-Page SEO
- Off-Page SEO



# On-Page SEO Essentials

- Page Title



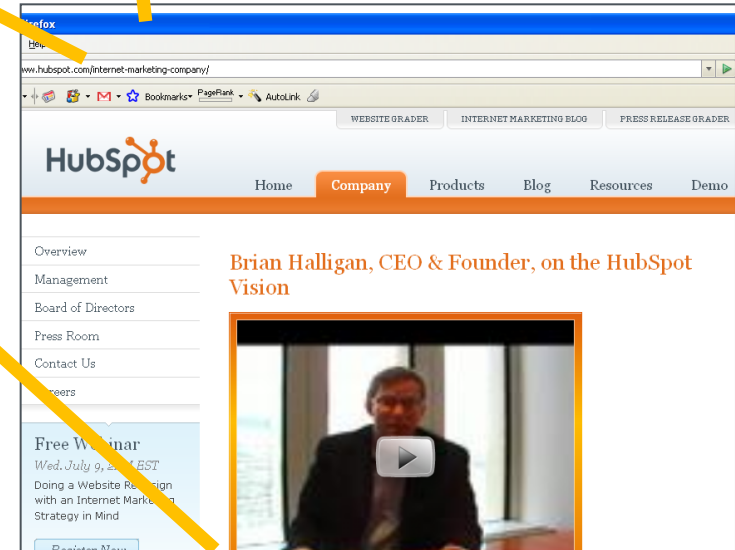
- Clean URL



- Headers & Content

More About HubSpot... Internet Marketing Company

- Description




# Website Tips Based on Real Data



Lessons from 3,674,029 websites



[www.WebsiteGrader.com](http://www.WebsiteGrader.com)

**79% more**   
**followers for companies  
that also have a blog**

# Where to Share?

- Social Media
- In the Blogosphere
- Through Email Marketing
- Through Press Releases



# Analyze Results

- Improve Processes
- Replicate Successes

The screenshot shows a HubSpot webinar landing page. At the top is the HubSpot logo and navigation links: INTERNET MARKETING BLOG, GRADER.COM, and CUSTOMER LOGIN. Below the logo is a search bar. The main content area is divided into two columns. The left column, titled 'Webinar Details', lists the date/time (Wednesday, March 2 at 2pm ET), duration (60min), and an exclusive iPad giveaway sponsored by Nimble. It includes the Nimble logo and a description of their iPad giveaway. The right column, titled 'From Prospect to Evangelist: Optimizing Relationships with Social Media', contains introductory text about social media's role in evangelism, a list of tools (HubSpot, oneforty, Backupify), and a list of topics to be covered. A small image of a child shouting into a megaphone with the text 'Brand Evangelists' is also present. At the bottom right of the screenshot is a 'Search Success' button.

## Landing Pages

Build and analyze pages with forms

Create New Landing Page from prospect Search Clear Search Go To Form Manager »

PAGE	VIEWS	SUBMISSIONS	CONVERSION RATE	LEAD NURTURING CAMPAIGN
New Webinar: From prospect to evangelist with one	3,234	1,864	57.64%	Social Media-Related

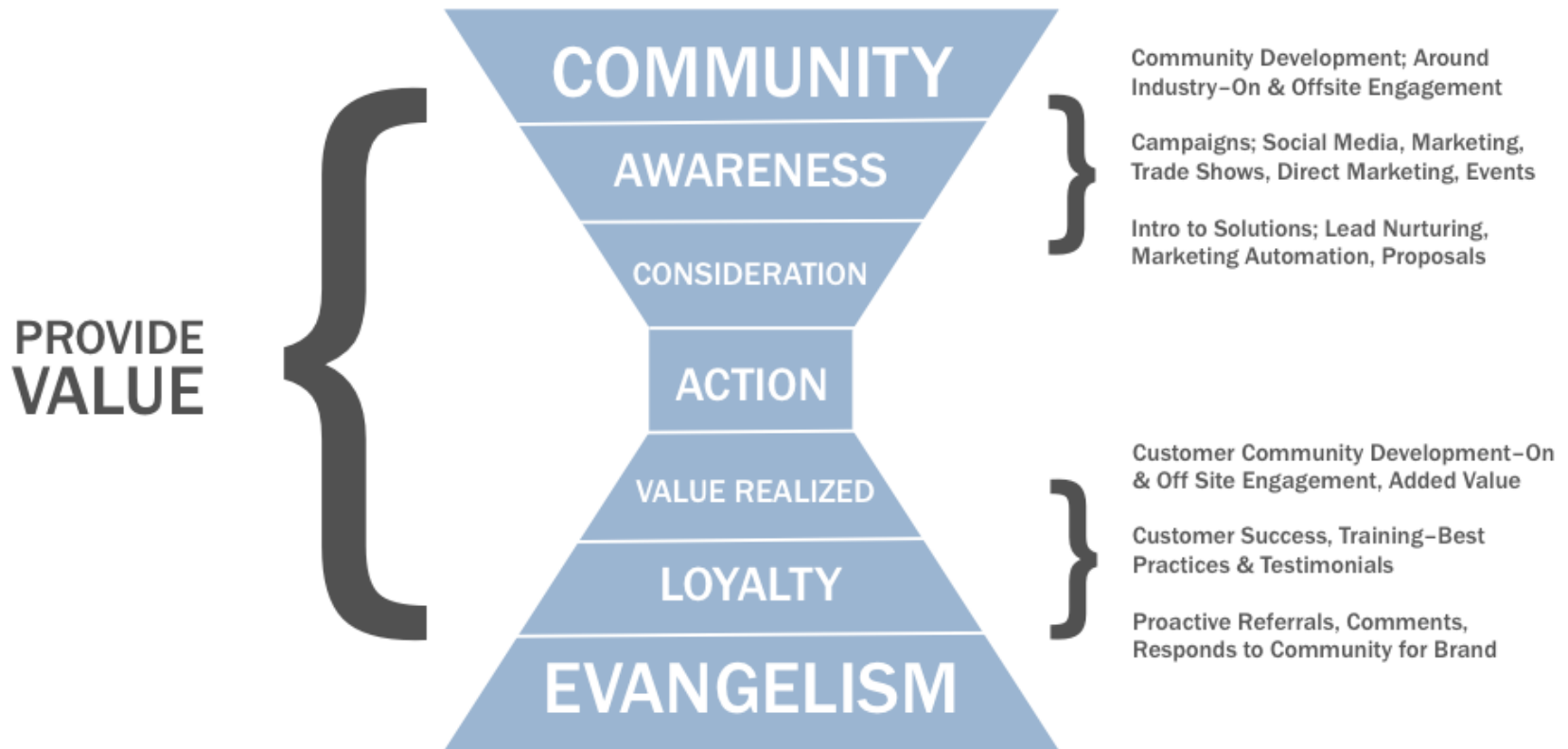
How to monitor social media,  
identify influencers & reward  
advocates



# Nurturing your leads with social media

- 1. Monitor conversations
- 2. Engage your prospects
- 3. Identify influencers
- 4. Leverage your advocates

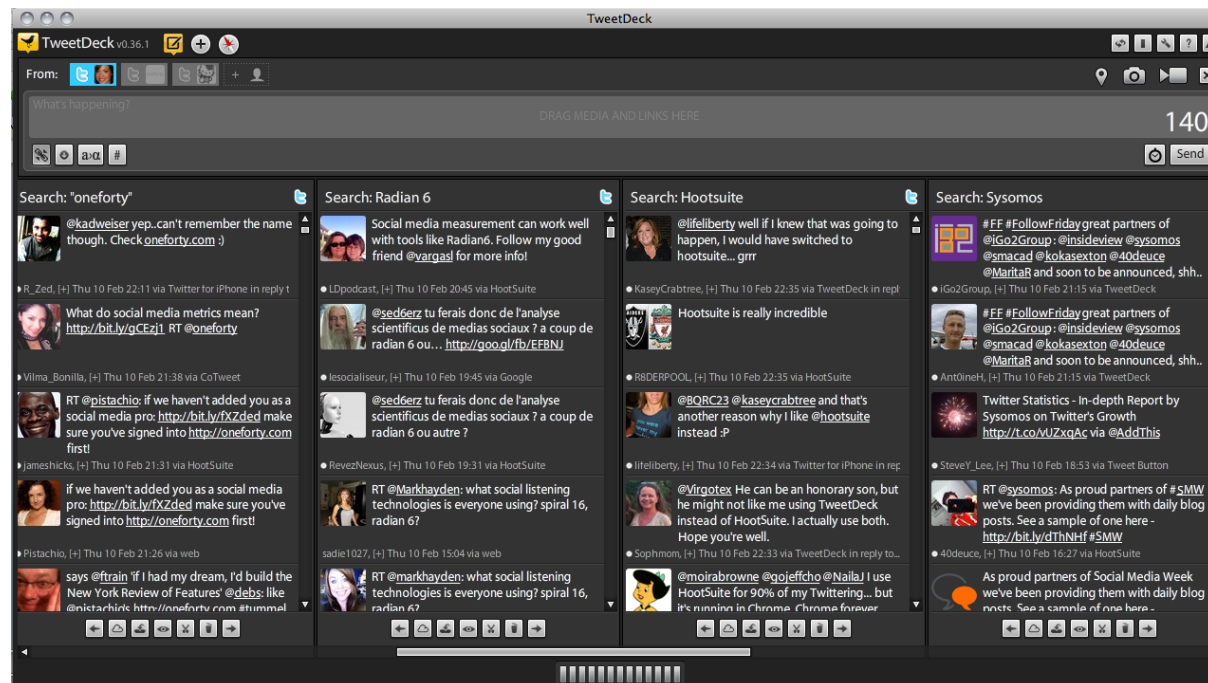
# The Social Sales Funnel



Designed by Barbra Gago ©Cloud9 Analytics 2010

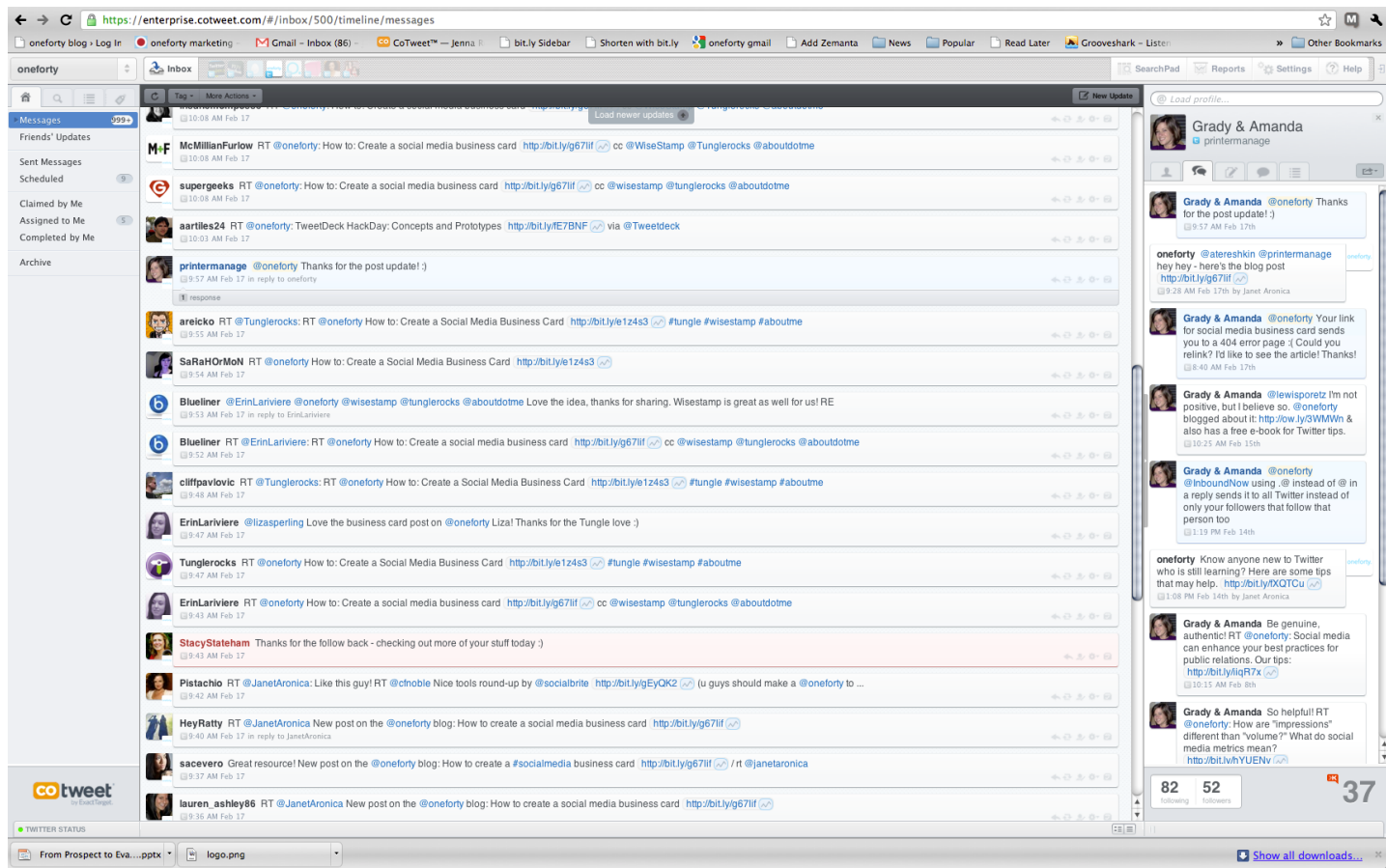
# Monitor conversations

- Search terms in Google Alerts & Twitter for competitors and industry
- Identical search terms on social media



# More monitoring

- Social Mention, Backtype, Twilerts
- Enterprise level options: Alterian SM2, Radian6, CoTweet

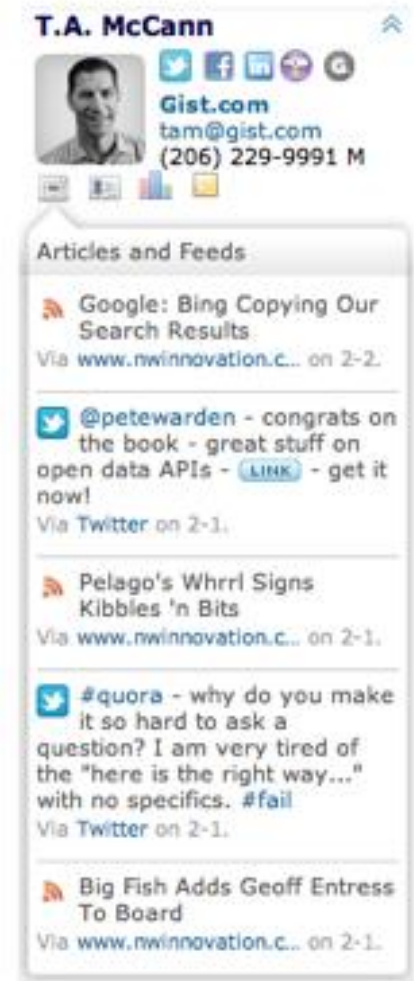
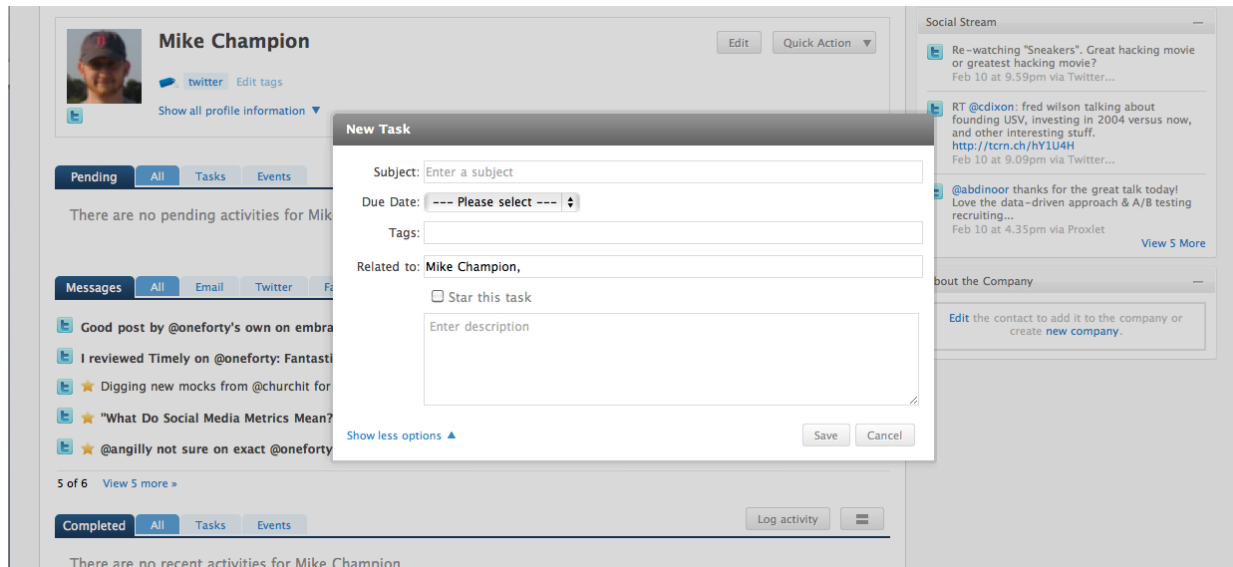


# Engage Your Prospects

- Respond to blog comments, @replies, and Facebook wall posts
- Answer questions
- Thank those that share your content
- Be helpful. Teach.

# Engage Your Prospects

- Gist & Rapportive: Connect with your customers on other social networks
- Nimble – robust social CRM solution



# Identify Influencers

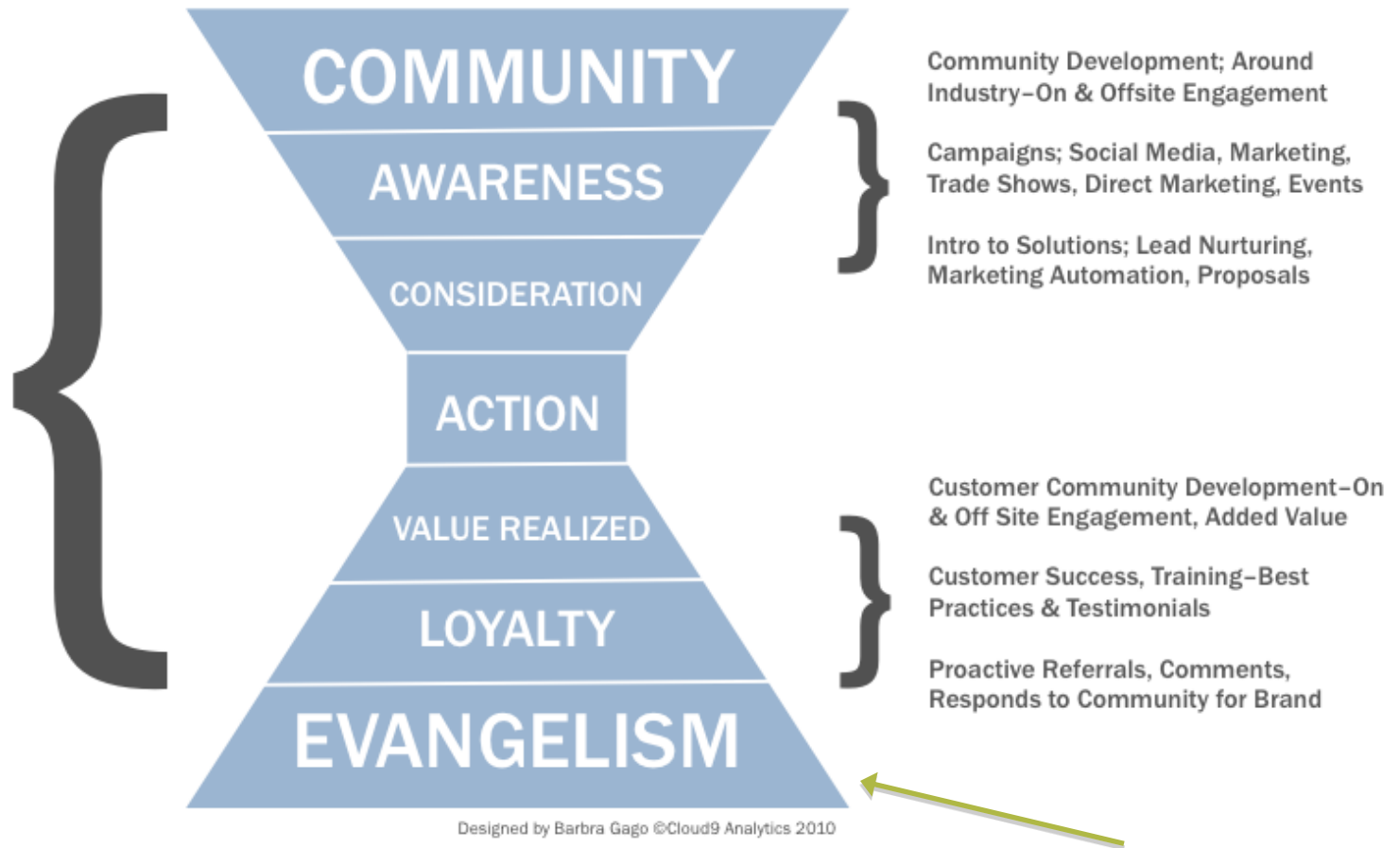
- What are influencers
- Klout
- Tweetreach & Rowfeeder
- Terametric – enterprise level tool

# Leverage Your Advocates

- Share options on content and email
  - Pay with a Tweet
  - MailChimp & Constant Contact
- Twitter Contests – Offerpop
- Twitter Polls – Twtpoll



**PROVIDE  
VALUE**



# The Silver Lining of Social Media

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backupify


# Four Points of Consideration

Identify most critical social channels

Consider the associated risk

Determine customer data lifetime value

Archive your online marketing channels



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# Identify Critical Social Channels

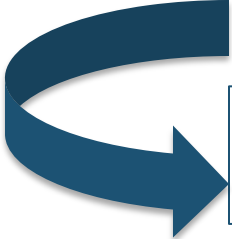
Conversations with  
potential business partners,  
customers and hiring  
managers



# Identify Critical Social Channels

- Facebook – 3rd highest source of inbound traffic
- Twitter – 4th highest source of inbound traffic
- 87% Facebook Fan Page growth
- 22% Twitter follower growth





Identify most critical social channels

Consider the associated risk

Determine lifetime value of customer data

Archive your online marketing channels

## Backup For Cloud Apps

David F. Carr

**Forbes**<sup>®</sup>



“ Yes, I clicked the delete button.  
Yes, I regret it now. Yes, I belatedly  
realized why the Backupify service  
makes sense. ”



# Consider the Risk

- 33% of data loss from user error
- Increase in social sharing brings more vulnerability to data loss
- If accounts are hacked, your entire business is at risk



# Consider the Risk

- Losing data is like losing a customer
- Ensure conversations are documented and managed



```
graph TD; A[Identify most critical social channels] --> B[Consider the associated risk]; B --> C[Determine customer data lifetime value]; C --> D[Archive your online marketing channels];
```

Identify most critical social channels

Consider the associated risk

Determine customer data lifetime value

Archive your online marketing channels

# Determine Lifetime Value of Customer Data

- Net value attributed to customer data
- This data is just as valuable as the customer them self
- If data is lost, so is the customer lifetime value

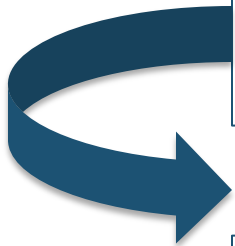


Identify most critical social channels

Consider the associated risk

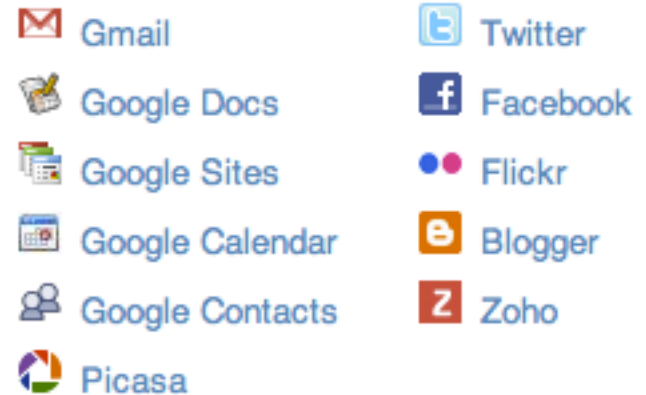
Determine customer data lifetime value

Archive your online marketing channels



# Have a Backup Plan

- Record of customer interactions
- If ever lost, data is usually unrecoverable unless you have a backup in place
- Without a backup, you are vulnerable



[Get a live demo](#) customized to your business with an inbound marketing expert providing you actionable advice in addition to an overview of how HubSpot can help you grow traffic, leads and sales.

HubSpot's tools allow you to:

- Easily create and optimize content to get found via search engines by qualified prospects
- Convert website visitors into leads and manage those leads efficiently
- Understand how your marketing efforts are driving sales so you know what to keep investing in

