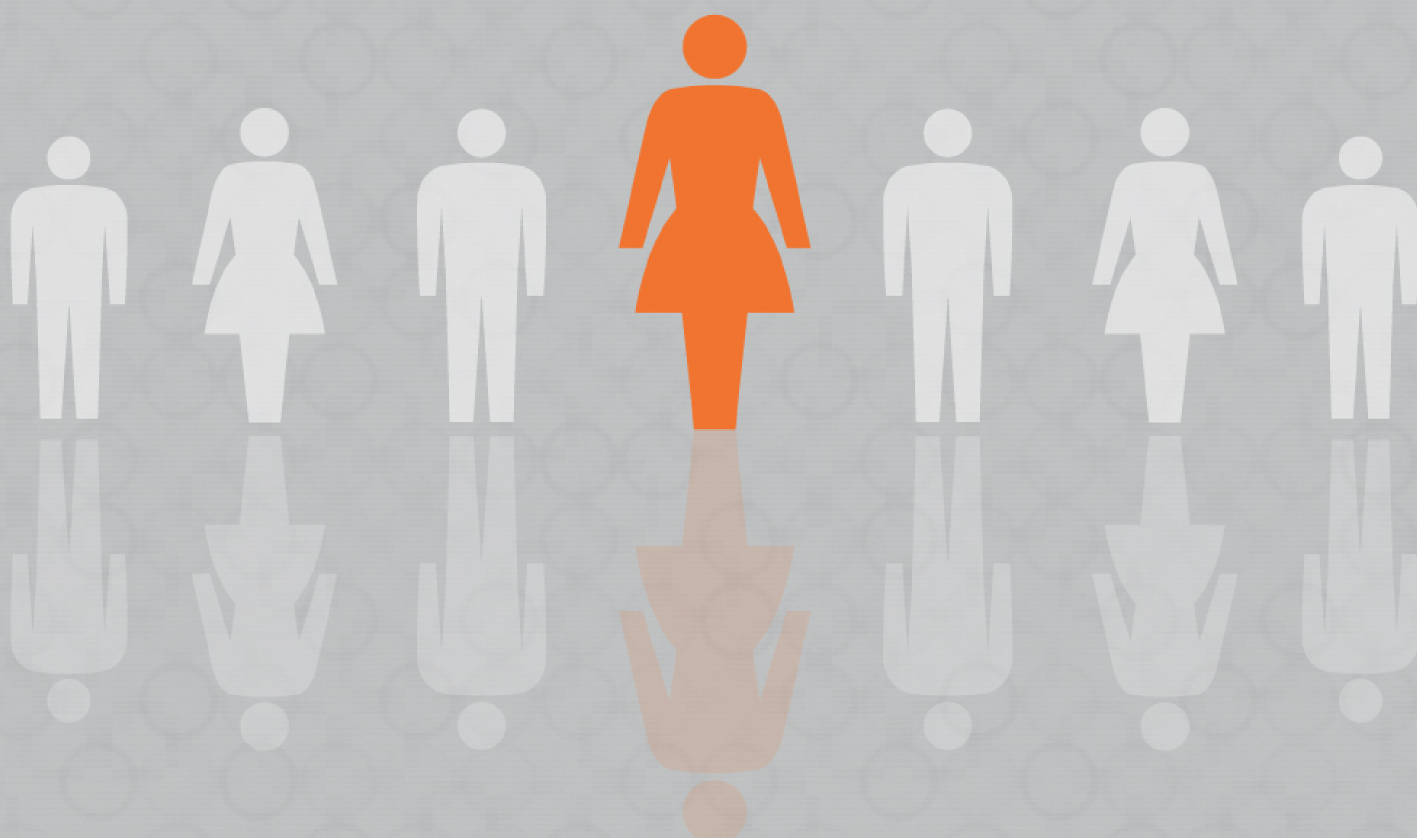
HOW TO MASTER

Personalized MARKETING



A Guide to Engaging Infinite Audiences of One

HubSpot

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Created by: **Erik Devaney** | @BardOfBoston | Content Strategist, HubSpot

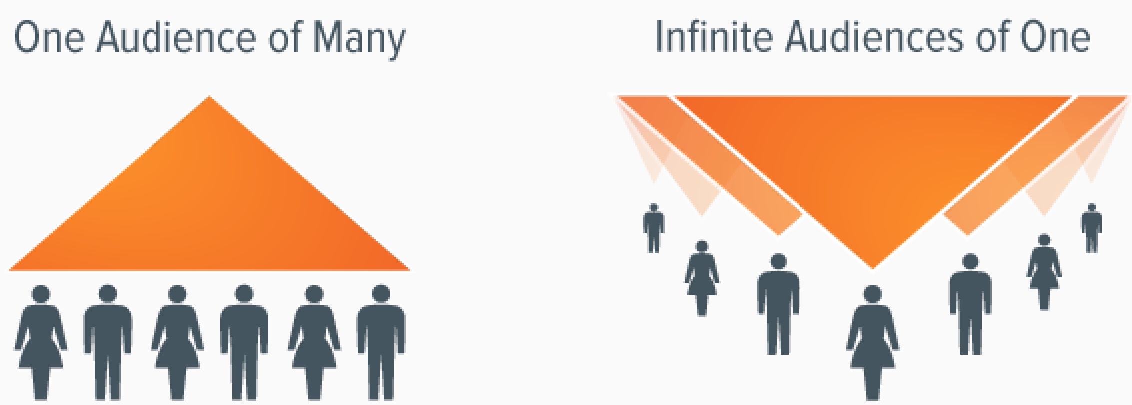
INTRODUCTION

Before the rise of inbound marketing, traditional marketers often focused on broadcasting their messages to as wide an audience as possible. Their tactics were expensive, interruptive, and, perhaps most egregiously, untargeted.

This antiquated, one-size-fits-all approach to marketing didn't take into account *who* the target audience actually was. People weren't seen as individuals -- individuals with varying backgrounds, interests, and concerns. Instead, they were seen (and marketed to) as a single, homogeneous mass of potential customers.

Personalization to the Rescue

Personalization technology allows us to treat the people we're marketing to more like individuals. **The goal of personalization isn't to engage with one audience of many, but to engage with infinite audiences of one.**



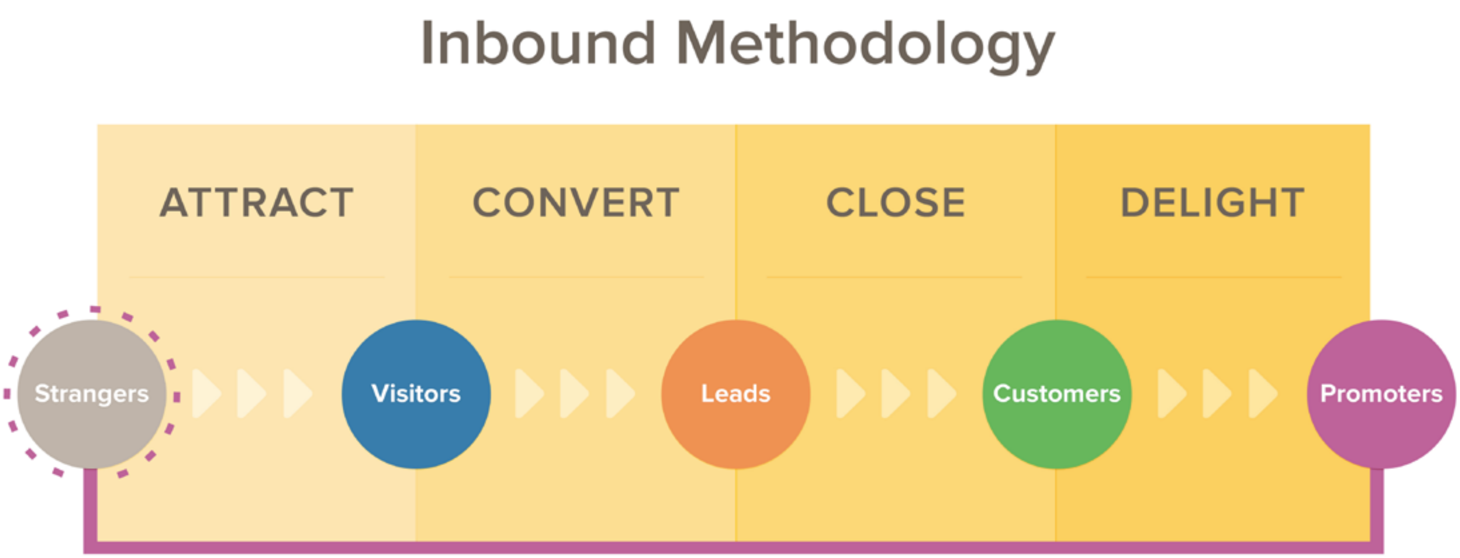
Whether they're visiting your website, or receiving one of your emails, people want to see information that is relevant to them. According to a study from Janrain, nearly three-fourths (74%) of online consumers get frustrated with websites when the content has nothing to do with their interests.

INTRODUCTION

With personalization, marketers can provide relevant, highly targeted content based on a variety of criteria, including a person's location, the device a person is using, and whether a person is an anonymous visitor, a lead who is already in your contacts database, or an existing customer.

In This Guide ...

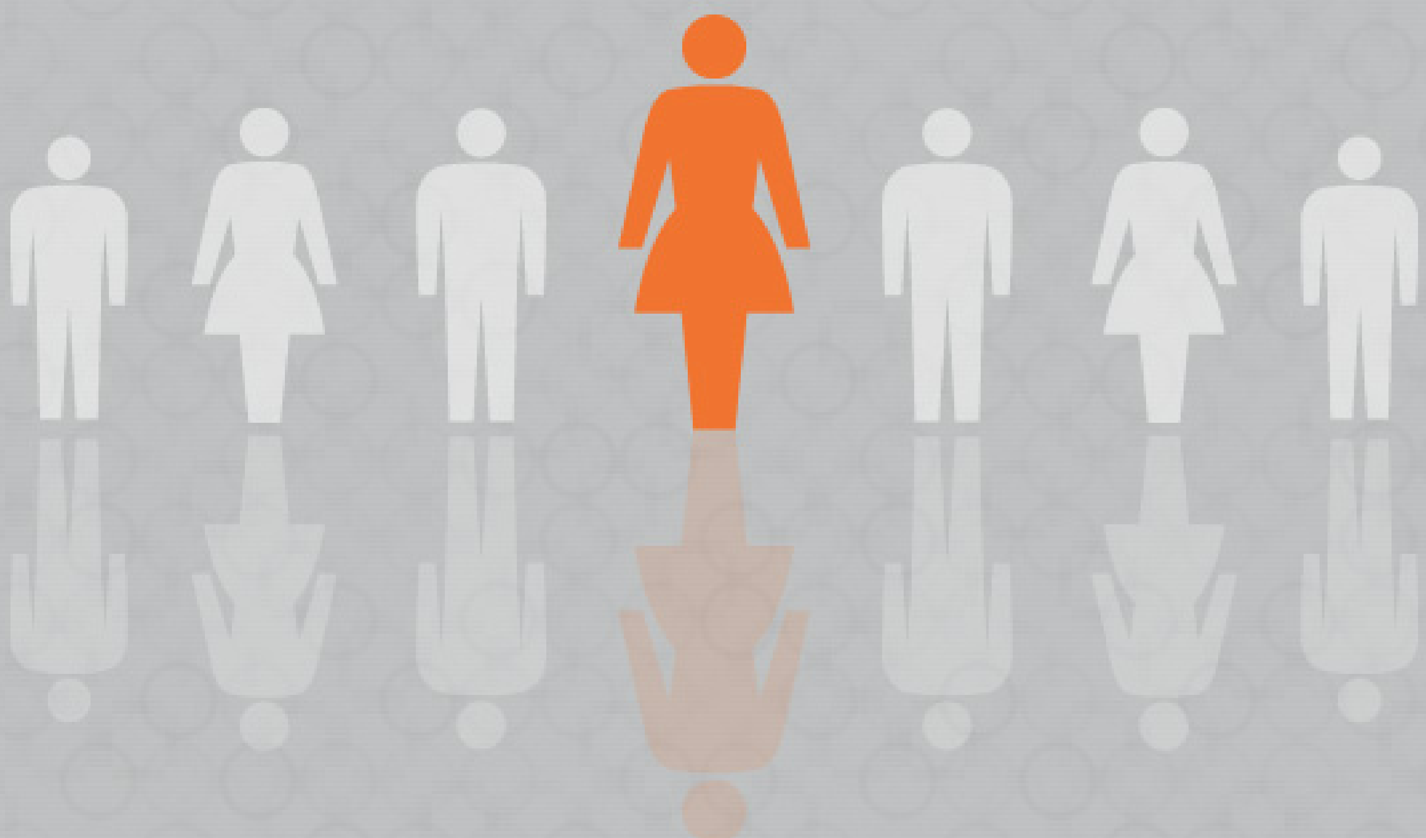
We'll show you how you can leverage personalization technology at every stage of the inbound methodology, from attracting visitors, to converting visitors into leads, to closing leads into customers, to delighting your customers so they become promoters of your business.



Keep in mind that many of the personalization tactics outlined in this guide can be applied to multiple stages of the inbound methodology. For example, while we focus on website personalization in the "Attract" section of the guide, you can use website personalization to help with the Convert, Close, Delight stages of the inbound methodology as well.

SECTION ONE

Attracting Anonymous Visitors



HubSpot

ATTRACTING ANONYMOUS VISITORS

At first glance, personalizing your marketing for anonymous visitors may seem impossible. After all, if a visitor isn't in your contacts database, what can you actually know about them? Where's the relevant information that you can personalize your marketing around?

Here's a secret: When you're armed with the right technology, you can glean insights from visitors before they ever give you an email address (or other information) via a subscription or lead generation form.

Specifically, you can personalize what these anonymous visitors see on your website based on ...

Location | Device | Referral Source

In the rest of this section, we'll cover some examples of how you can use location, device, and referral source to personalize your website for anonymous visitors.

Personalizing by Location

If your business caters to an international audience, make sure your website does the same by personalizing web pages for visitors from different countries.

With HubSpot's software, you can accomplish this using our "Smart Content" functionality. When you create a new site page or landing page, simply select the "Make Smart" link at the top right of any rich text module and choose "Country." After selecting the country you want to target, you can write in personalized text that you want visitors from that country to see.

ATTRACTING ANONYMOUS VISITORS

Using Smart Content, you can show visitors from different countries the appropriate currency on your pricing page (e.g. “$” for visitors in the U.S., “£” for visitors in the U.K., and so on.)

You can also personalize your website’s product pages for different countries. For example, if the products or services you provide vary based on country, you can use Smart Content to make sure visitors see the correct information -- in the correct language -- for their country.

Let’s imagine that P&G wants to highlight the benefits of its Mr. Clean all-purpose cleaner on a product page. Since Mr. Clean goes by different names in different countries, P&G could personalize its product page so all visitors see the version of Mr. Clean that is native to their country (e.g. “Maestro Limpio” for visitors in Mexico, “Meister Proper” for visitors in Germany, and good old-fashioned “Mr. Clean” for visitors in the U.S.).

Personalizing by location also allows you to give your marketing campaigns a specific geographic focus. For example, if you have a special offer that is only valid for U.S. customers, you can use Smart Content to restrict visitors in countries outside of the U.S. from viewing that offer.

Personalizing by Device

According to Google, 57% of users won't recommend a business if it has a poorly designed mobile site. To ensure you're always delivering a stellar viewing and browsing experience to your mobile audience, definitely invest in responsive design (if you haven't already).

A website built with responsive design automatically adapts to different screen sizes, so the content a viewer sees is always tailored to the device that particular viewer is using, be it a tablet, smartphone, laptop, or desktop.

Profiles in Personalization

Laura Hogan @lalalaurahogan
Marketing Manager, OverGo Studio

We have a client who gets over 50% of their traffic from mobile users and his site wasn't responsive ... HUGE problem. So we created a brand new responsive site for him where everything was optimized as perfectly as possible for the mobile user.

Little details that you would think wouldn't make much of a difference can change the user experience completely.

While responsive design on its own helps deliver a more personalized experience to anonymous visitors, you can take device personalization a step further using HubSpot's Smart Content. You simply need to choose the "Device Type" option after clicking on the "Make Smart" link, and from there you can personalize your content for mobile (i.e. smartphones), tablets, or desktops.

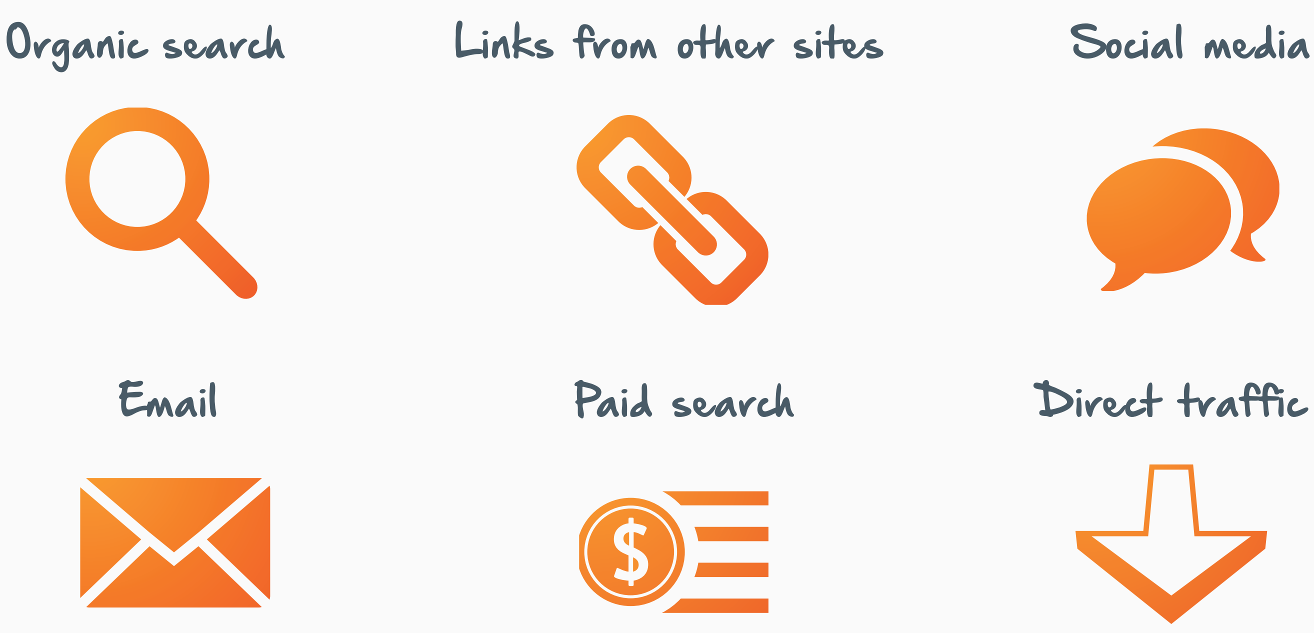
Here's an example: Let's say you're giving away a piece of content that might be tough to view on a mobile device, like an Excel file. Using Smart Content, you could create a specialized page for mobile visitors with a button that says "Email me this content later." Meanwhile, desktop visitors would see the default button that says "Download this content now."

ATTRACTING ANONYMOUS VISITORS

Personalizing by Referral Source

In addition to personalizing your marketing around where a visitor is located geographically, and what device that visitor is using, you can personalize based on where that visitor came from before landing on your website.

More specifically, with HubSpot's Smart Content you can personalize content based on the following referral sources:

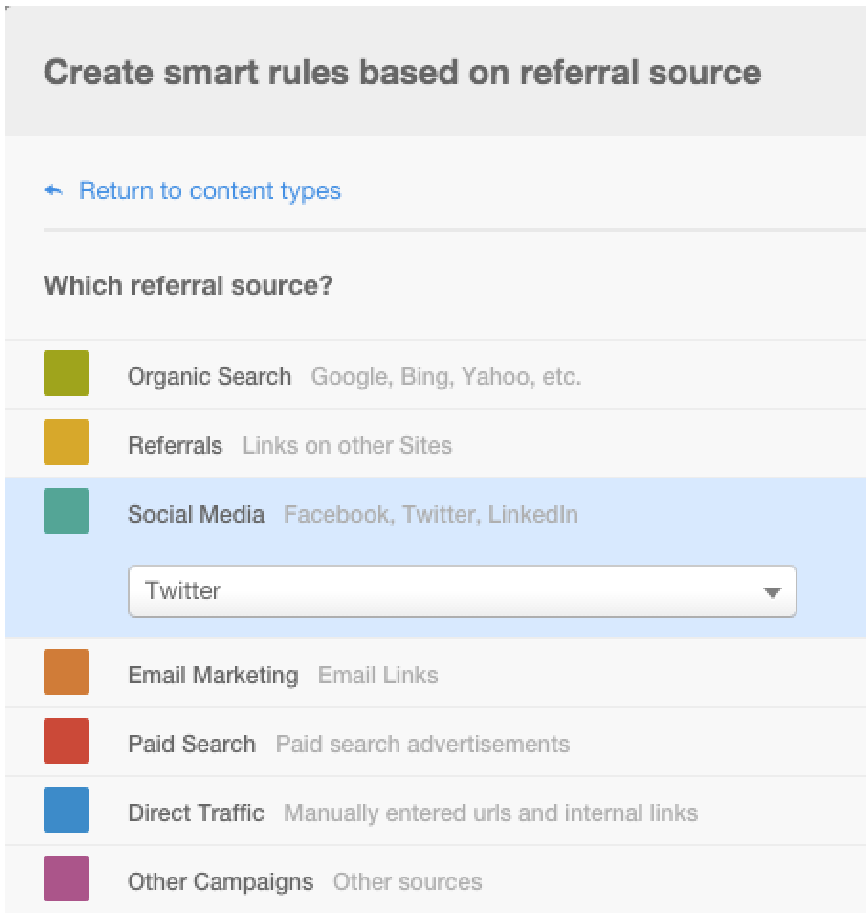


How can personalizing by referral source help deliver a better experience to anonymous visitors? Here's an example:

Let's say you have a site page that you want visitors to share with their networks. Using Smart Content, you can prompt visitors to share based on the exact channel they took to reach your page. This means you could show visitors who arrive to your page via email a prompt to share via email, and show visitors who arrive via social a prompt to share via social.

ATTRACTING ANONYMOUS VISITORS

If you wanted to, you could get even more granular when personalizing by social media source. Using Smart Content, you could prompt visitors who arrive via Facebook to share your content on Facebook, prompt visitors who arrive via Twitter to share on Twitter, and prompt visitors who arrive via LinkedIn to share on LinkedIn.

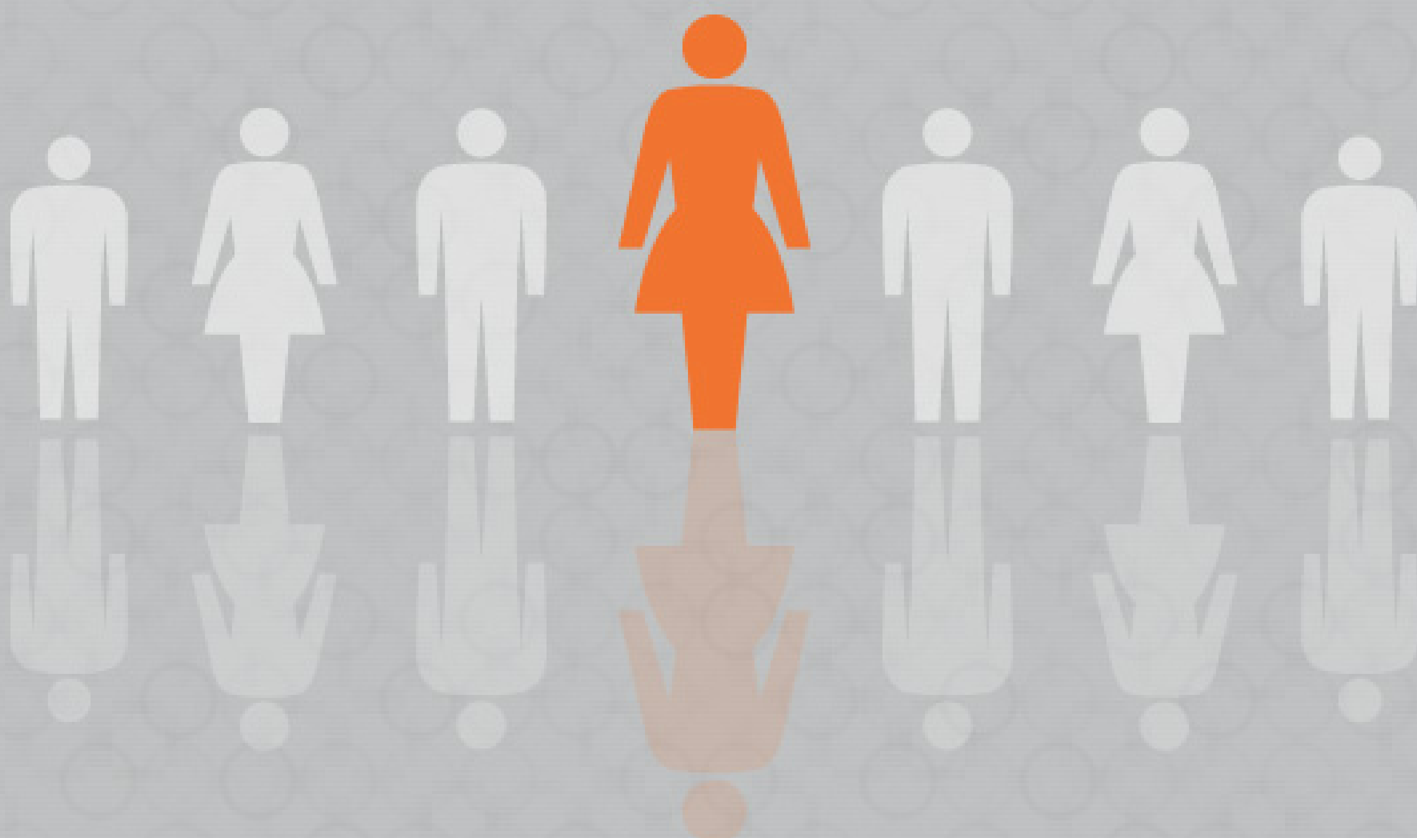


Ultimately, anonymous visitors coming from one channel are going to have different interests and different reasons for visiting your site than anonymous visitors coming from another channel. By reflecting these differences in the content you display on your site, you can deliver more personalized experiences.

If you need more website personalization inspiration, check out this blog post by HubSpot product marketer Meghan Keaney Anderson: "3 Cutting-Edge Examples of Website Personalization."

SECTION TWO

Converting Visitors into Leads

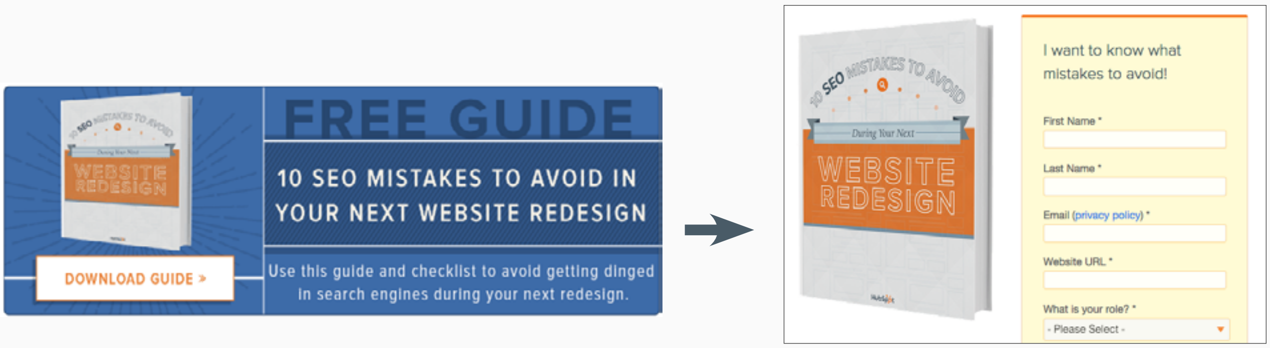


CONVERTING VISITORS INTO LEADS

Once you start delivering amazing, personalized experiences to your website's anonymous visitors, you'll want to learn more about those visitors so you can start getting more personalized and more precise with your messaging and content.

In order to do that, you'll need two key ingredients: calls-to-action (CTAs) and landing pages (both of which you can personalize).

CTAs should entice your visitors to learn more about a particular topic, and lead those visitors to landing pages where they can download content. In exchange for that content, visitors fill out a form with their name, email address, and other information.



Call-to-Action (CTA) Landing page form

One of the best places to use CTAs is on your blog. The objective here is to align the messaging of your CTA with the content of the blog post that your CTA is appearing on. If, for example, a visitor is checking out a blog post on SEO, don't show them a CTA promoting an ebook about marketing automation. Instead, show them a CTA promoting an ebook (or other type of content) about SEO!

It sounds simple, but overlooking this alignment between your site content and CTAs can mean the difference between a visitor who feels like you're catering to their interests and a visitor who feels like you don't understand them at all.

Once anonymous visitors convert on a landing page (or on a form embedded elsewhere on your site), you'll be able to use the information they submit to refine your CTAs, your landing pages, and your forms so they are even more personalized.

Personalizing CTAs

A HubSpot study -- which looked at more than 93,000 CTAs -- showed that dynamic, personalized CTAs perform 42% better than standard, static CTAs in terms of view-to-submission rate.

What does this mean? It means that if you aren't taking the time to personalize your CTAs, you're missing out on some serious conversion opportunities.

At HubSpot, we refer to these dynamic, personalized CTAs as "Smart CTAs". And just like with Smart Content from the previous section, with Smart CTAs you can deliver tailored experiences to different visitors based on a variety of criteria.

To highlight a few examples of how you can personalize CTAs, I'm turning to HubSpot's resident CTA personalization expert, Pamela Vaughan.

The following is an excerpt from Pamela's blog post, "6 Smart Strategies for Segmenting Your Dynamic CTAs."

1. Promote Different Content Offers to Different Personas

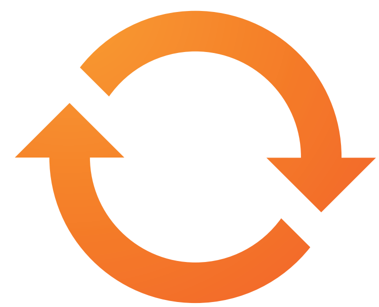
If you're a savvy marketer, you've likely bucketed your target audience into different buyer personas. And as you know, different personas have different interests and needs. So why not use what you know about your audience to cater different offers to those different personas?

In our marketing at HubSpot, for example, we might show our ecommerce audience a CTA for an ebook about how to get started with ecommerce marketing, but to our nonprofit audience, we may show a CTA to sign up for our upcoming webinar about content ideas to help boost fundraising dollars. Much more effective than showing both groups a more general offer that only slightly appeals to both audiences, eh?

Download this free template to help you map content to your various buyer personas.

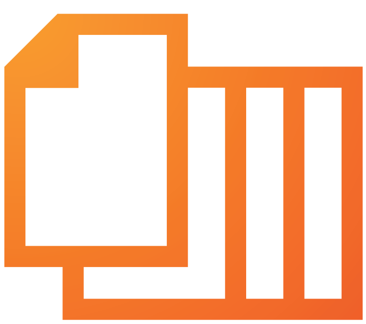
2. Promote Different Content Offers to People in Different Lifecycle Stages

When it comes to CTAs, the persona level isn't the only way to segment your audience. Try thinking about the different stages in your sales cycle. Someone who is visiting your website for the very first time is probably much less qualified to buy from you than a visitor who has already downloaded some of your content and attended a product webinar. As a result, different content offers will likely appeal to each of these groups.



With dynamic CTAs, you don't have to risk neglecting any one of these audiences -- you can show a different CTA to appeal to people in each of these lifecycle stages. So maybe you show a free trial offer to those more qualified visitors, and an educational ebook to those brand new visitors.

3. Promote Different Content Offers Based on Pages Visitors Have Seen



Visits to certain pages on your website can tell you a lot about individual contacts. If someone has visited your pricing page, for instance, there's a good chance they're actively evaluating your products or services and are much closer to buying than someone who hasn't explored your website past your blog. That sounds like a great opportunity to promote some of your more product-focused offers, like a product demo or a trial.

This kind of page-based segmentation can also be great for retargeting. Say a visitor landed on the registration page for your upcoming live event, but didn't sign up. Maybe you could show them a CTA that offers a discount code for that event to entice them to register.

CONVERTING VISITORS INTO LEADS

4. Promote Different Content Offers to People Who Have Already Downloaded/Signed Up for an Offer

Once that person has registered for your live event, there's no sense promoting a call-to-action for that same event to them, right? Don't waste the opportunity -- show them something else instead! Ideally, you'd offer something that helps to propel them further down the marketing funnel, from one lifecycle stage to the next.

5. Promote Content Offers Based on What People Have Already Shown Interest In

Think of it like the Netflix recommendations of CTAs. Depending on what types of content people have viewed or downloaded from you in the past, you can get a sense of what those visitors are interested in. Use that information to show them CTAs for offers that appeal to those same interests.

For example, if a visitor downloaded our introductory ebook about using Twitter for business, knowing they have an interest in Twitter, we could choose to show them a CTA for our intermediate-level ebook about how to use Twitter to generate leads. This kind of page-based segmentation can also be great for retargeting. Say a visitor landed on the registration page for your upcoming live event, but didn't sign up. Maybe you could show them a CTA that offers a discount code for that event to entice them to register.

6. Customize the Messaging of the Same Content Offer to Appeal to Different Audiences

Sometimes you truly do want everyone to see a CTA for the same content offer. Maybe it's for your brand new, yearly research report that appeals to a wide variety of audiences, and you're trying to get it seen by as many people as possible.

No need to use dynamic CTAs for that, right? Wrong. The offer may be the same for everyone, but the way you position it doesn't have to be. Personalizing the copy and messaging of your CTA can help you appeal to different audiences and generate more clicks.

Profiles in Personalization

Rebecca Graves @rhgraves65
VP of Client Services, Spot On LLC

We added personalization to our homepage www.thespotonagency.com based on list segmentation by persona - healthcare/medical vs. B2B. Depending upon the lead's persona (determined by content downloaded, pages viewed and form fields), they are presented with one of two home page views upon subsequent visits to the site. The healthcare persona is presented with an offer specific to them as well as a case study for one of our healthcare clients. B2B persona is presented with a different offer and a case study for one of our B2B clients.

Personalizing Landing Pages

Getting visitors to click on your CTAs is only one half of the battle: You also need to make sure those visitors convert once they get to the landing pages your CTAs point to. By personalizing those landing pages with relevant information, you can help achieve higher conversion rates.

One way to personalize your landing pages is through Smart Content. As we mentioned in the "Attracting Anonymous Visitors" section, with Smart Content you can personalize landing pages based on a person's location, device, and referral source. But once you've gathered some more information on your visitors, you can start personalizing around other criteria.

For example, you could use Smart Content to greet people by name on your landing pages. So, for me, instead of seeing the headline “Want to Learn More About Personalization?”, I could see the headline, “Hey Erik, Want to Learn More About Personalization?”.

Alternatively, you could personalize a landing page based on the business a person works for. Using myself as the example again, instead of seeing the headline “Does Your Business Need Help With Personalization?”, I could see the headline “Does HubSpot Need Help With Personalization?”.

And while these personal touches can certainly help boost conversions, there’s another, even more powerful type of personalization you can use for your landing pages and forms: progressive profiling.

What Is Progressive Profiling?

Imagine if you could create intelligent landing page forms, which knew what information a person had already entered so it wouldn’t ask for it again, and could instead ask for new information.

That, in a nutshell, is progressive profiling: It’s a technology that allows you to control which questions appear on a form based on what you already about the person filling it out. That way, each time someone fills out a form, you can progressively learn more and more about them. Here’s an example:

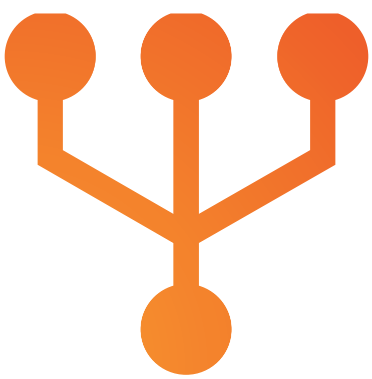
CONVERTING VISITORS INTO LEADS

Looking for some best practices on how you can leverage progressive profiling to help achieve your marketing goals? For that, I'll again turn it over to HubSpot's Pamela Vaughan. The following is an excerpt from her blog post, "How to Capture More (and Better) Lead Intel With Progressive Profiling."

1. Ask the Most Critical Questions First

While it may be tempting to make the first version of your form extremely short and sweet, make sure you're still asking for the critical information you need to properly contact, segment, and nurture that lead in the future. After all, you'll still want to be able to send them relevant content even if they never come back and convert on your website again organically.

2. Start Broad and Then Get More Detailed



As you're planning the order of your progressive profiling fields, start with the most broad questions first and then get to the more detailed, product-focused questions later when you have a stronger, more familiar relationship with the lead. Think about how you would logically conduct a conversation with a lead. You wouldn't ask what their budget is before even determining if they're a good fit for your product, right?

3. Align Questions With Leads' Likely Stage in the Sales Cycle

As your ordering your questions, also think about what stage in the sales cycle a lead would typically be in at this particular conversion. It might be helpful to conduct some analysis into your customer base about their average number of conversion events before closing as a customer, as well as the average length of your sales cycle. This can help you figure out the right questions for particular points along leads' conversion path.

4. Tailor Form Fields to Various Buyer Personas

Finally, consider crafting different progressive profiling form questions based on different segments of your leads. Then add these forms to any segment-specific landing pages you may be using on your website or in your lead nurturing workflows to enable you to capture the lead intelligence that's specifically beneficial to that audience -- making future segmentation and sales follow-up even more effective.

Personalizing Thank-You Pages

A thank-you page is the page a person gets redirected to after filling out a form on your site. While you can personalize thank-you pages just like your landing pages using Smart Content, you also have the option of displaying personalized, secondary CTAs on these pages.

Secondary CTAs are just what they sound like: prompts for people to take some additional action beyond the primary action you're requesting. When somebody lands on one of your thank-you pages, they've already completed the primary action you were looking for, which was to fill out a landing page form. Hence, whatever you ask them to do *next* can be considered a secondary CTA.

Using segmentation, you can ensure that the secondary CTAs people see on your thank-you pages are relevant to where those people are in the sales cycle. For example, you could show a "Learn more about this topic" CTA to people who've only ever downloaded one of your content offers, and show a "Talk to a sales representative" CTA to people who have downloaded tons of your content and have recently visited your pricing page.

Alternatively, you could segment around blog subscribers, and show a secondary CTA on your thank-you page that prompts people who haven't subscribed to your blog yet to subscribe.

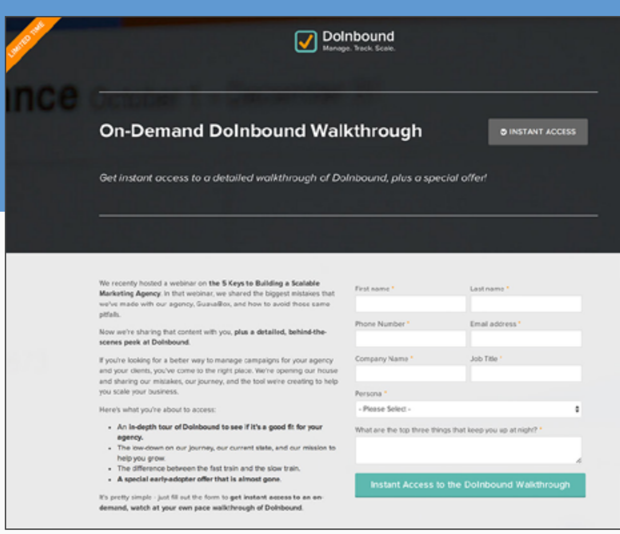
CONVERTING VISITORS INTO LEADS

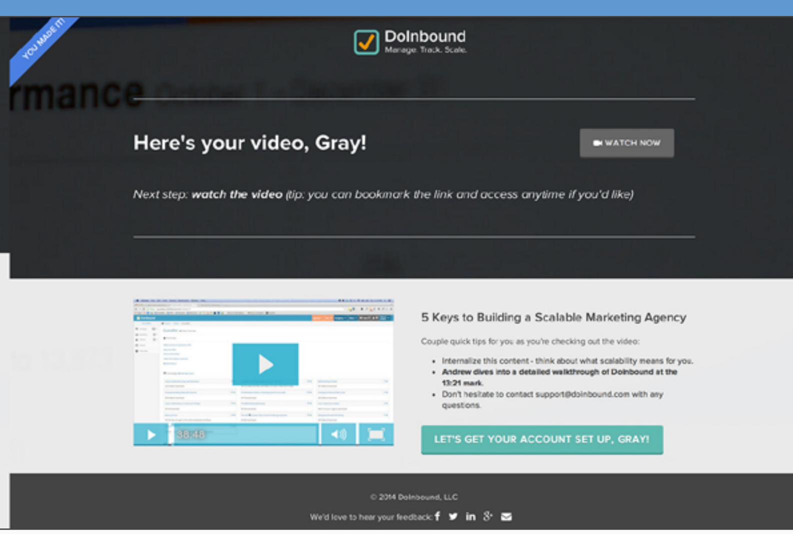
Profiles in Personalization

Gray MacKenzie @sgraymackenzie
Co-Founder, GuavaBox

A simple, yet effective, example is the personalization using **HubSpot's COS** on a landing page and thank-you page that we built for DoInbound. The initial content offer is an on-demand walkthrough of the DoInbound campaign management platform. The thank-you page shares that video right away, but also invites viewers by name to take the next step and set up their DoInbound account.

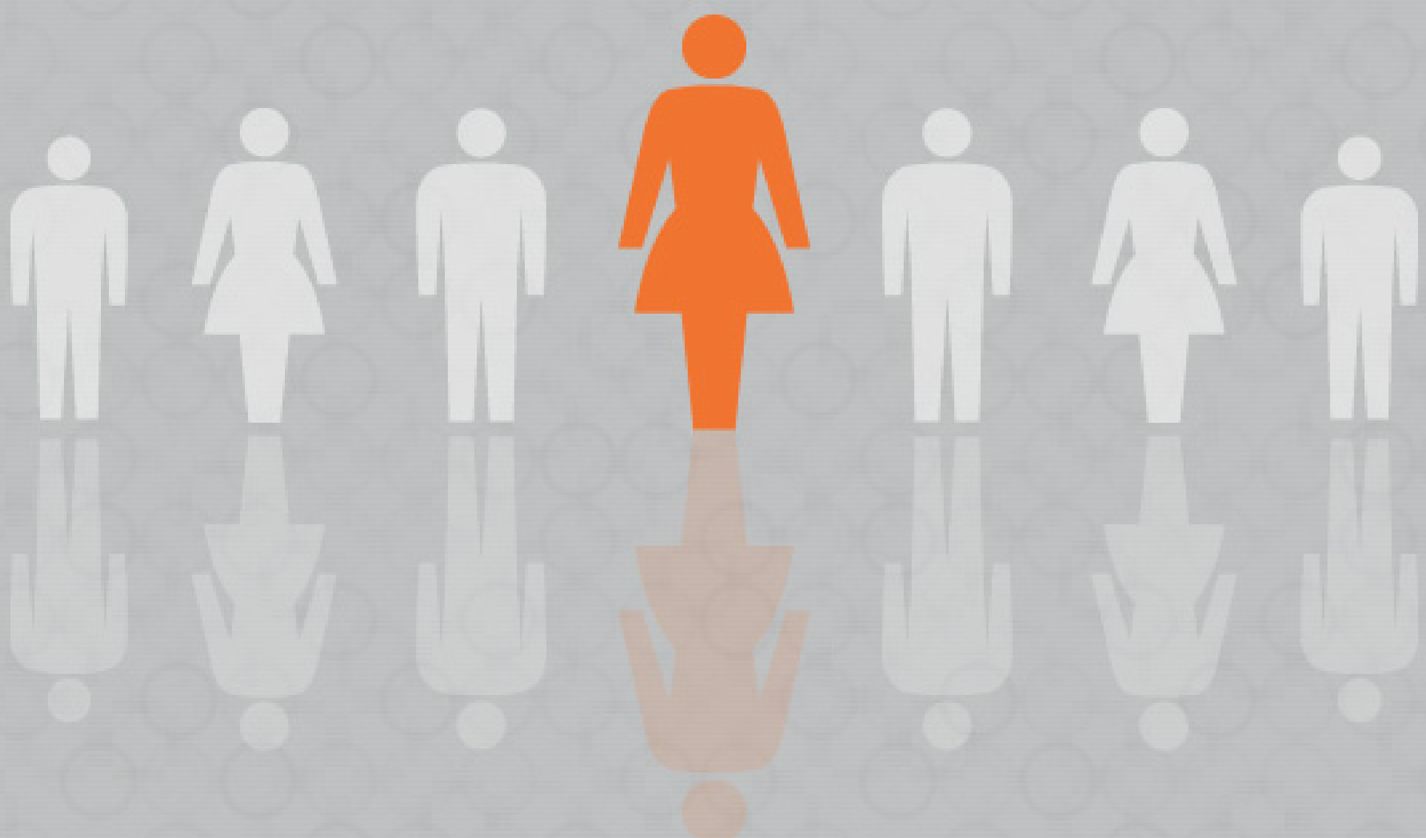
Simple, right? The results, however, are impressive. The conversion rate from walkthrough video to account sign-up is more than 3X higher since adding personalization to the thank-you page four months ago.





SECTION THREE

Nurturing Leads into Customers



NURTURING LEADS INTO CUSTOMERS

Now that you're providing personalized experiences for anonymous visitors *and* creating personalized conversion (and re-conversion) opportunities so you can qualify those visitors as leads, it's time to get nurturing!

Lead nurturing is the process of building relationships with your business's leads through sharing valuable resources and advice. The goal here is to move those leads further and further down your sales funnel until they're ready to buy.

And, of course, personalization can help you do just that. According to a study from Monetate and eConsultancy, marketers who use personalization -- and are able to quantify its impact -- typically see a 19% increase in sales.

The bottom line: personalization isn't just a top-of-the-funnel activity. And if you're looking to close deals, adding some personalization to your lead nurturing program can help (provided you follow some best practices, which we'll dive into next).

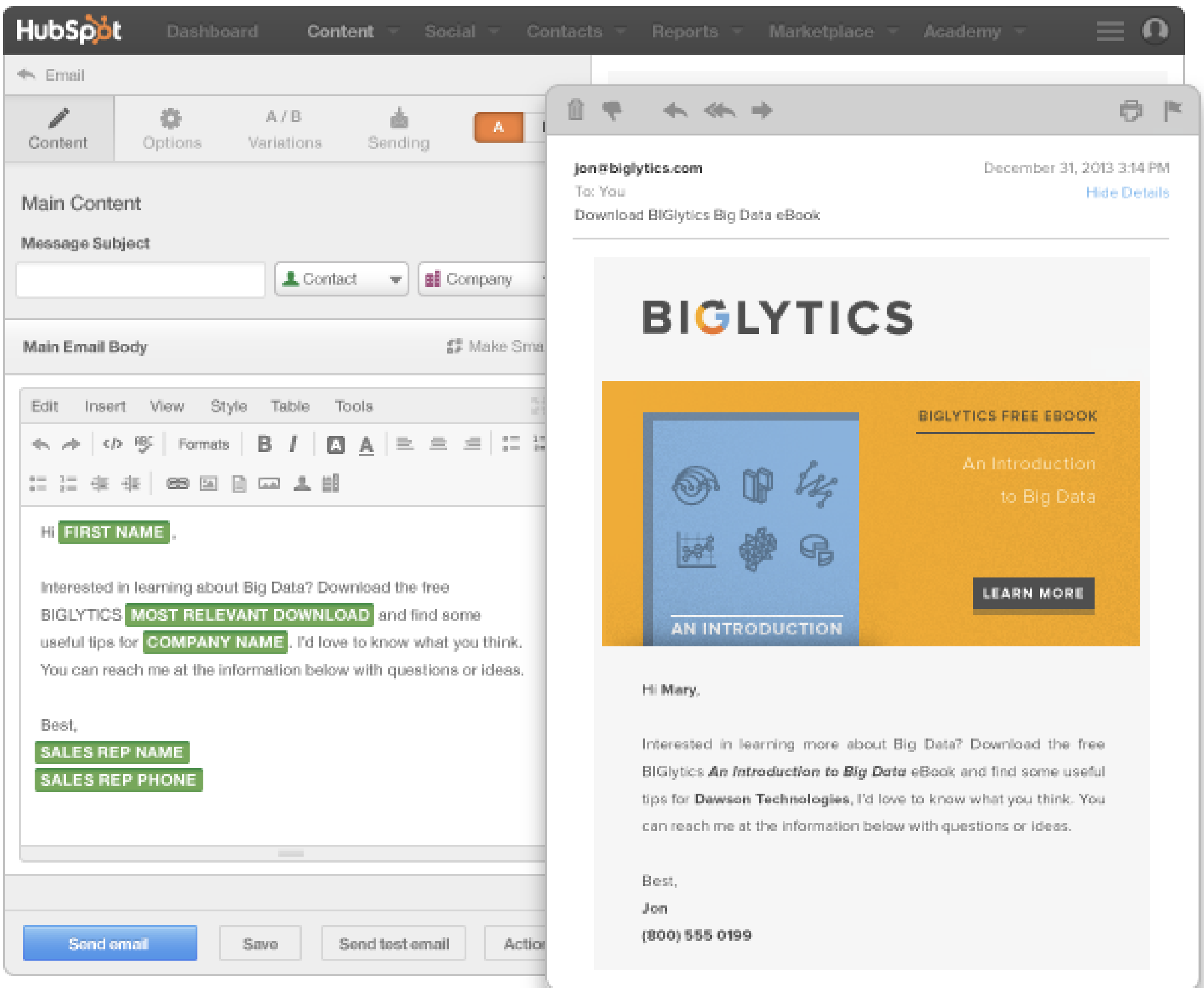
Personalizing Lead Nurturing Emails

To be clear, email is by no means the only marketing channel you can use for nurturing leads. That being said, it is definitely one of the most effective and one of the easiest to personalize. In fact, there's a good chance you've received personalized emails before. Ever open an email that starts with "Hi [your name]"? That's personalization in action.

Using HubSpot's email software, you can personalize any email you create by clicking on the personalization icon ( ) and selecting the contact property you want to personalize your content around.

For example, you could include the recipient's first name, the name of the recipient's company, and even the title of a piece of content that the recipient downloaded recently. You could also personalize who the email is coming from, so that a lead or customer always receives emails from the same person in your organization.

On the next page, you can see what that type of email personalization would look like, both on the backend and in a person's inbox.



How Much Personalization Should You Use?

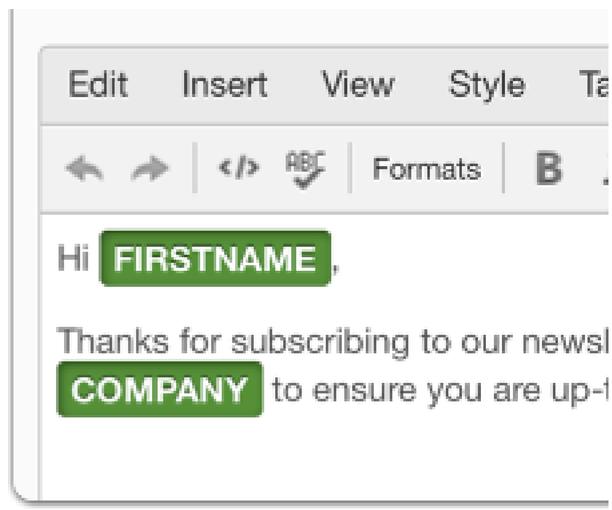
That, my friends, is a tricky question. After all, while seeing your name in an email may make you feel more like an individual -- like you're being treated like an actual person -- seeing too much personal information about yourself can make you feel kind of, well, creeped out.

To help you navigate this difficult space, I'm turning to HubSpot product marketer (and email personalization expert) Rachel Sprung. The following is an excerpt from her post, "TMI? How to Personalize Your Emails Without Being Creepy."

NURTURING LEADS INTO CUSTOMERS

The key to figuring out if personalization is "too much" lies in knowing and understanding your audience. If you are marketing to a technologically savvy group, you may be able to get away with more personalization without them being creeped out.

But if you are marketing to a group of people who you know may not be completely comfortable with personalization, it is important to ease them into things. Even though they've given you permission to market to them (because they filled out a form on your website), people can feel creeped out when you use overly personal personalization.



Maybe start your personalization strategy by including their first name, then add in company name, and after you have established more of a relationship, you can start including actions they took on your website. But it is important to be more cautious with this group.

A good rule of thumb is to personalize around actions someone took on their website. Personalize around things like pages that were visited, topic of recent conversion, and of course name and company. If a person receives an email that refers to an action they took on your website, they will not be as nervous as they would if you were personalizing around specific personal information you happen to have on them.

Also, before you complete your email send, make sure that you test out your personalization. If you don't have certain information about someone but are trying to use that personalization tag, what will the email look like in their inbox? It is important to make sure all of your personalization tags are formatted properly and make sense in the context of the email before you send it out.

There's a fine line between creepy email marketing and personalized email marketing. By asking yourself what your audience would want in the buying stage they're in, you can avoid freaking out your contacts.

NURTURING LEADS INTO CUSTOMERS

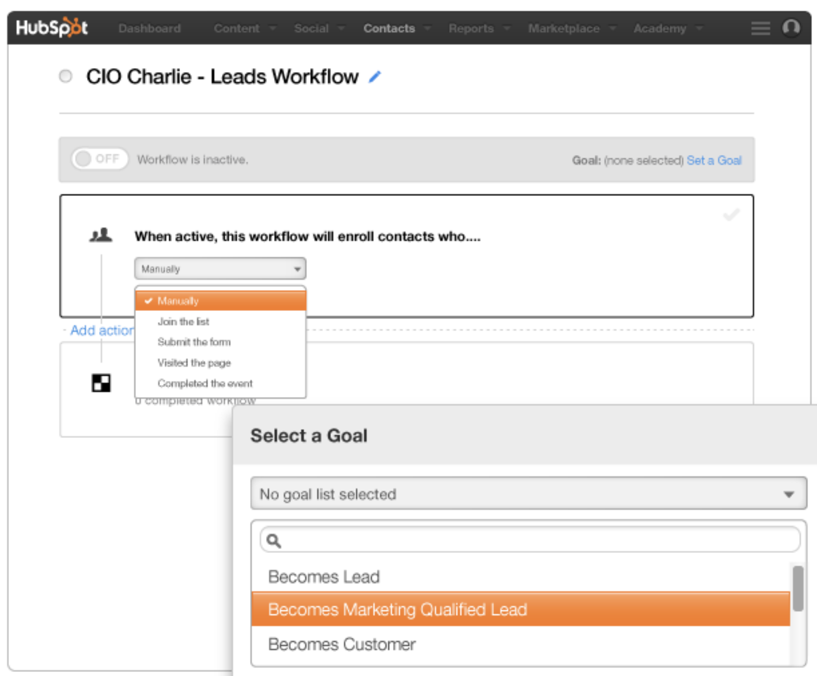
Marketing Automation: It's More Personal Than It Sounds

While the term "automation" may imply something cold, or robotic, the reality is that marketing automation software can actually make it easier for marketers to add that human touch. (Provided, of course, that you use marketing automation software correctly.)

The marketers who are most successful with marketing automation are those who understand their audience and who tailor content to meet the needs and expectations of specific audience segments.

If you use automation software to send out unsolicited, untargeted emails en masse, it's called spamming. And, as you probably already know, that's a practice that can get you into boat-loads of trouble.

If, on the other hand, you use marketing automation software to send personalized emails to people who've opted in to receive those emails, *and* you provide different content in those emails based on what you know about each contact ... then you're off to a good start.



With HubSpot's marketing automation software (called Workflows), you can also set goals for specific lead nurturing campaigns. So when a contact meets a certain goal, you can have them automatically transferred into another campaign (or take other actions) to keep moving them down your sales funnel.

NURTURING LEADS INTO CUSTOMERS

Profiles in Personalization

Jesse Mawhinney @JJMawhinney
Marketing Manager, Kula Partners

"Over the course of the last 12 months we have tested several iterations of an email workflows designed to engage marketing qualified leads. The goal of the workflow is to sparking two-way email communication and ultimately book a discovery call. The most effective iteration of the workflow thus far uses personalization in several ways.

We are using personalization in the subject line, to guide their progression through the workflow based on the actions they have taken in previous emails and to alter the actual content of the emails based on the prospects skill level.

List Segmentation: The Key to Successful Nurturing

List segmentation is the process of dividing the contacts in your database into different groups based on similar characteristics.

Defining these different groups will allow you establish which email topics, tones (Humorous? Serious?), and content types resonate best with each. You can then refine your future lead nurturing emails accordingly, and deliver an even higher degree of personalization.

But now we reach the big question: How should you segment your contacts? What should those different groups be?

The reality is that you can do list segmentation based on any piece of information you've happened to gather during the conversion stage: geography, age, gender, industry, organization type, purchase cycle ... the sky's the limit.

NURTURING LEADS INTO CUSTOMERS

Unfortunately, there's no magic bullet or one-size-fits-all solution when it comes to segmentation. The way you group your contacts will depend on the nature of your business and your business's goals.

If you want more ideas on how you can segment your database, check out this post by HubSpot's Corey Eridon: "27 Ways to Slice & Dice Your Email List for Better Segmentation"

Profiles in Personalization

Spencer Powell @spowell24
Inbound Marketing Director,
Inbound Educators

In an email nurturing campaign, we'll modify an email or several emails in a series based on a persona based list.

As an example, if someone downloads a new home community brochure, we'll want to recommend resources based on that community's location. The 2nd email to go out will have smart rules set up so that those resources are personalized to match the community. It's a great way to offer specific resources as opposed to general ones. Much more relevant to the lead.

Once you understand how you want to segment your database and set the initial conditions, marketing automation can do a lot of the work for you. Contacts can automatically be added to different segments based on their behaviors, and (as I mentioned earlier) they can also be automatically graduated into different campaigns once certain pre-set goals are met.

NURTURING LEADS INTO CUSTOMERS

By combining list segmentation and marketing automation with dynamic, personalized email content, you can provide highly relevant experiences to the people in your lead nurturing program.

With HubSpot's Smart Content, you can even personalize content based on a person's membership in a specific group, which ties the whole system together: A visitor can land on your site; click on a Smart CTA; fill out a form on a personalized landing page; download a piece of content; get automatically added to a segment based on the topic of that content; and then receive a highly relevant, personalized email a few days later with more information on that topic.

Profiles in Personalization

Billie Ginther @FindandConvert
Digital Transformer, Find and Convert

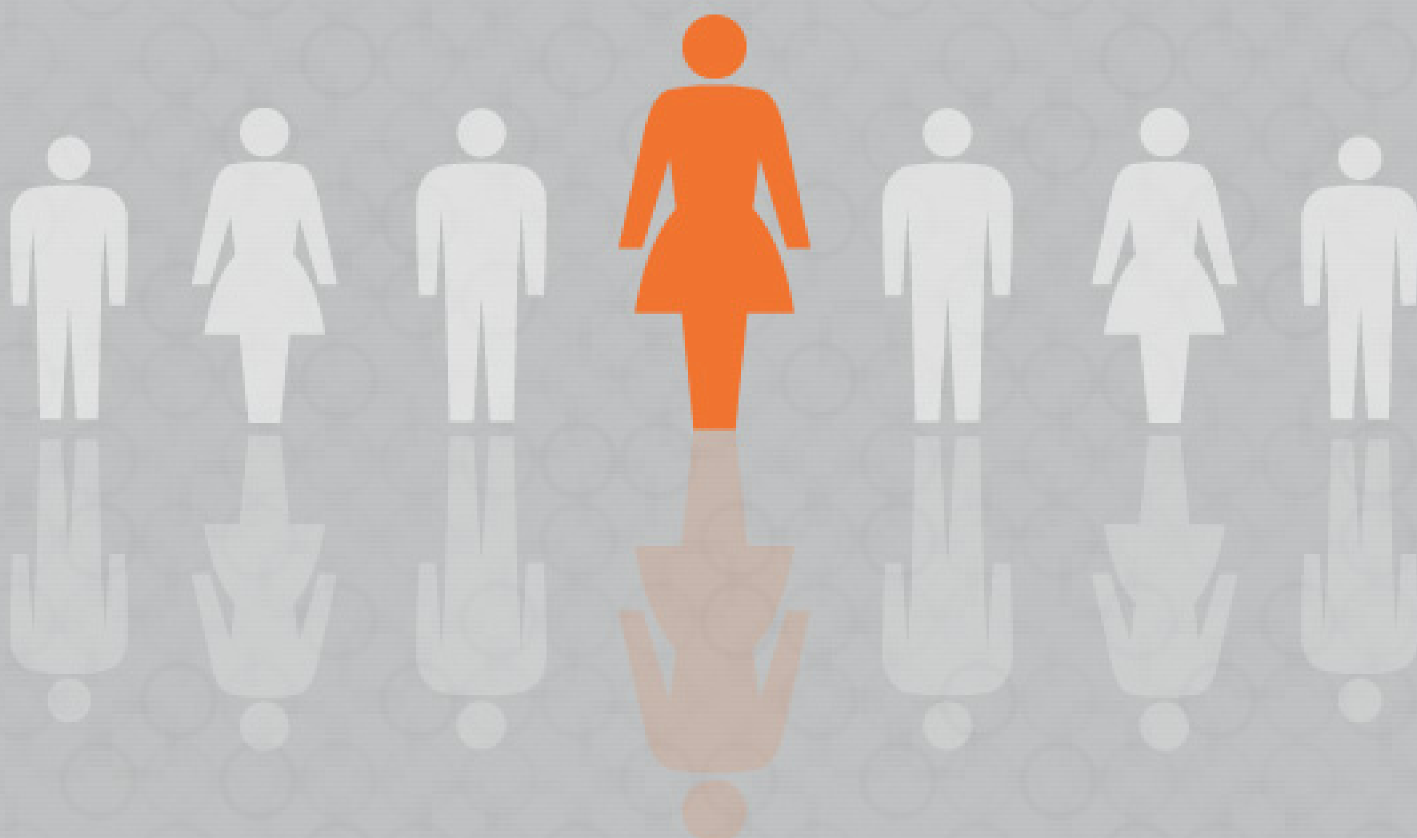
Imagine being a widget buyer that is only interested in blue widgets, but your emails all talk about red widgets. Improve your opt-out rates by using email Smart Content rules to customize the language to your audience.

But first, you need identify those interests. In forms, create a custom field and use Hubspot's (progressive profiling) queued question feature to identify areas of interest, such as industry, prospect, stage, customer, etc. Then create a smart list of each of these field values so that you can customize the language of your email to their industry, interest or lifecycle stage.

Hint: HubSpot uses descending order rules. If a contact may be in more than one list, be sure your Rule 1 identifies the most important version you would want them to receive.

SECTION FOUR

Delighting Your Customers!



DELIGHTING YOUR CUSTOMERS!

According to the White House Office of Consumer Affairs, it costs businesses 6 to 7 times more to attract a new customer than it does to retain an existing customer.

What does this mean? Keeping your customers happy is good for business!

As HubSpot's Rachel Goodman Moore notes in her post, "Go Beyond Good Enough: How to Delight Your Customers," the traditional view is that marketers are primarily responsible for attracting and converting, salespeople are responsible for closing, and customer service representatives are responsible for delighting.

"Well, not quite," she writes. "In a truly successful inbound organization, customer 'delight' is everyone's responsibility -- not just those people your customers may come into contact with after buying something from you."

Personalized Delight

The beauty of personalization is that you can use the exact same playbook you used for generating leads and nurturing them into customers for delighting those customers into promoters of your business.

It can start with personalized website pages. When a customer lands on your site, you could greet them by name in the header. Or, you could include a personalized message thanking them for their business.

And guess what? Customers like content, too. But since they're already giving you business, why keep your content locked up behind landing pages where they can't easily access it? Try personalizing your landing page forms so customers can bypass entering information (which you already have) and download content directly.

Finally, think about implementing customer delight campaigns. Just like with lead nurturing campaigns, you can share relevant content based on a customer's interests and actions taken on your site. The only difference is you're not trying to sell them anything -- your only goal is to make them happy.

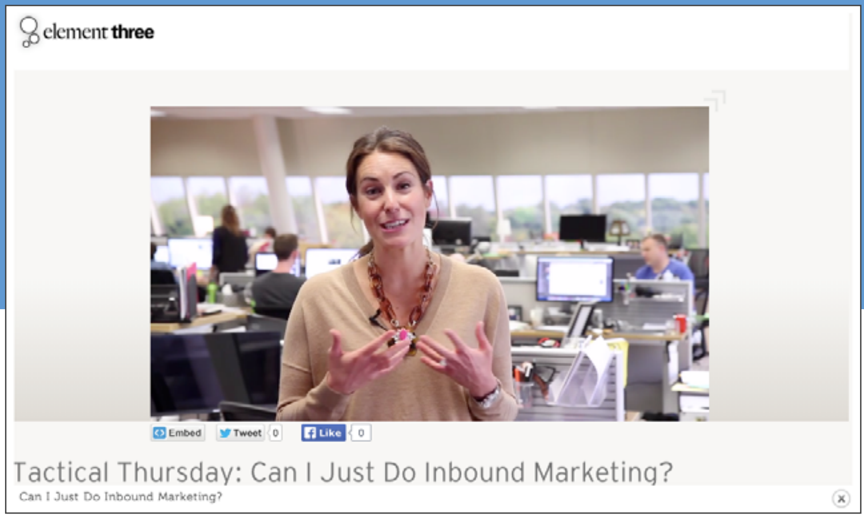
DELIGHTING YOUR CUSTOMERS!

Profiles in Personalization

Bethany Shepard @BethanyShepard
Brand Research Assistant,
Element Three

One major aspect brands forget to do in their communications, especially in the 'Delighting Customers' stage is humanity. A simple 'Hi Bob/Betty' isn't enough to connect to today's consumer. Speak to their pain points and sound like a friend not a robot with 'you get' vs. 'we have' language.

Our 'Tactical Thursday' videos at Element Three feel sincere and like you're having a conversation with a friend and not a sales robot. A friendly smile and a warm tone go a long way in digital marketing. It gives a small nugget of insightful information that helps us start the conversation with new clients and keep delighting our current ones.



DELIGHTING YOUR CUSTOMERS!

HubSpot's Academy team recommends that businesses follow these seven guidelines for building trust with -- and delighting -- customers.

1. Delight Employees

Delight your employees, and they will delight your customers. Build trust with your employees, and they will build trust with your customers. The bottom line: Happy employees = happy customers.

2. Educate Employees

Develop team principles that all employees follow. These principles should reinforce the notion that the most important thing is solving for the customer.

3. Empower Employees

Make sure every employee can identify a customer at the buyer persona level. This will help you understand who you're trying to delight.

4. Listen

Listen pre-sale and post-sale. It's all about collecting data -- both qualitative and quantitative -- about the inbound experience. It's going to help you improve, innovate, and better educate your employees.

5. Ask Questions

Go exploring with customers. Ask questions to learn more about their problems. (Open-ended questions are the best.) Be sure to collect all of the responses.

6. Help & Educate

The businesses that are the best educators will be the most successful. It's a pre-sale and post-sale activity. Employees should create content just for customers.

7. Follow-up

Always make sure you follow up with customers to ensure you've solved their problems. Every interaction warrants some type of follow-up.

RESOURCES

Thanks for reading! Looking for more marketing personalization tips, insights, and best practices? Check out the following posts from the HubSpot blog:

-6 Ways to Pull Off Anonymous Personalization People Love

-3 Cutting-Edge Examples of Website Personalization

-The Marketer's Ultimate Guide to Using Dynamic, Personalized CTAs

-How to Capture More (and Better) Lead Intel With Progressive Profiling

-TMI? How to Personalize Your Emails Without Being Creepy

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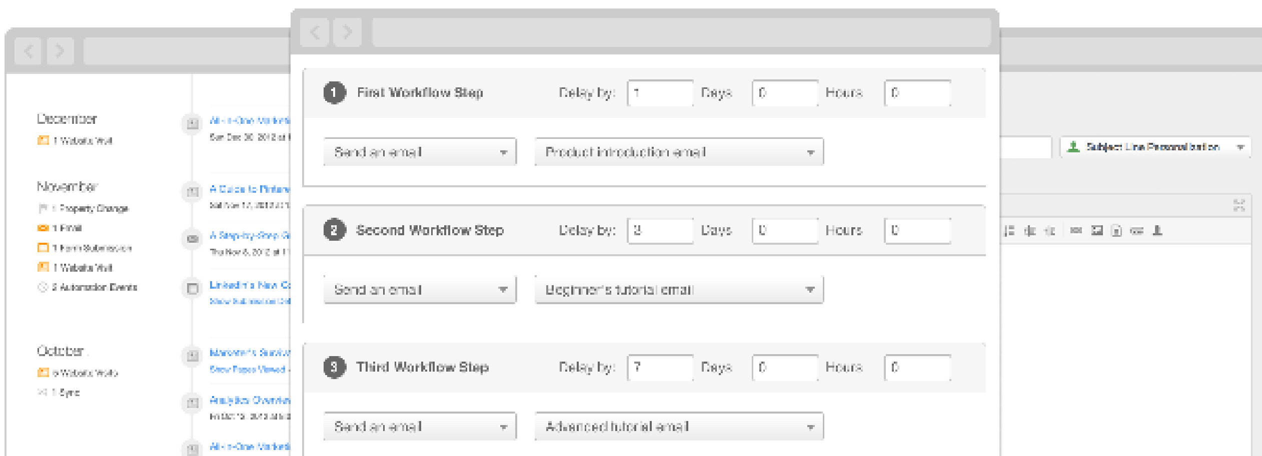
Learn More About HubSpot's All-in-One Marketing Platform

HubSpot brings together all of the tools you need to attract, convert, close and delight customers, including marketing automation. See all of our tools, learn more about inbound marketing, or talk to a specialist today.



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