

INTRODUCTORY

HOW TO EXECUTE INBOUND: THREE LEAD GENERATION SUCCESS STORIES



A publication of

HubSpot

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INTRODUCTORY THIS BOOK

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. After reading it, you will be able to execute basic marketing tactics related to the topic.

INTERMEDIATE

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.

ADVANCED

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

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MARKETING ANALYTICS

Analyze your web traffic and see which sources are generating the most leads.



SEARCH OPTIMIZATION

Improve your rank in search engines by finding and tracking your most effective keywords.



BLOGGING

Create blog content quickly while getting SEO tips and best practice pointers as you type.



LEAD MANAGEMENT

Track leads with a complete timeline-view of their interactions with your company



EMAIL

Send personalized, segmented emails based on any information in your contact database.



SOCIAL MEDIA

Publish content to your social accounts, then nurture leads based on their social engagement.

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3 ENTERPRISE INBOUND MARKETING SUCCESS STORIES.

Written By Rosalia Cefalu

Rosalia is an Associate Product Marketing Manager at HubSpot. She manages customer success stories, creates content for internal training and is a contributor to the HubSpot blog.



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INTRODUCTION: WHAT WORKED BEFORE DOESN'T WORK ANYMORE.

A clever tagline on a billboard, a catchy song in a TV commercial, and a sparkling tradeshow booth are no longer the only ingredients required for an effective marketing strategy. Enterprise marketers know consumer [trust in traditional advertising](#) is lower than it's ever been, yet some enterprise companies are deploying the same staid marketing tactics as if nothing's changed: interrupting their prospects using email or other outbound strategies in the hopes that it will magically reach for their wallets. Unfortunately for marketers, it just doesn't work that way anymore.

Even enterprise marketers who "get it" -- who understand they need to shift their focus from traditional, tired outbound marketing methods to a customer-centric, holistic [inbound marketing approach](#) -- are confronted with hurdles that impede the path to success. They have too many disconnected marketing operations and business intelligence systems that inhibit the flow of the information needed to make smart decisions. They have too much data and not enough insight. They struggle to deliver the right content to leads and prospects at the right time. They don't know how to score their leads or ID what tactics will make the biggest impact on their purchase decisions. And they can't seem to align sales and marketing teams to work toward a shared goal.

If any of the above sounds remotely familiar, allow us to introduce you to three enterprise companies that not only overcame similar problems, but achieved truly remarkable results. Read on to find out how using HubSpot's [all-in-one marketing software](#) helped [Mimio](#) increase website traffic 70%, [Ektron](#) decrease their cost-per-lead 60%, and [Thermo Fisher Scientific](#) grow their Twitter community 154%.



CONTENTS.

08 MIMIO.

22 EKTRON.

44 THERMO FISHER SCIENTIFIC.





MIMIO.

DIGITAL MARKETING TEAM

Helping students learn is the cornerstone of everything that Mimio® designs, develops, and delivers. One of Newell Rubbermaid's global portfolio of leading brands, Mimio's innovative, affordable educational hardware technologies, software, and content solutions meet the needs of today's top educators.

MIMIO'S INBOUND RESULTS.

- 70% year-over-year increase in website traffic
- Moved largest category keyword ranking from page four to page one in Google
- Currently exceeding monthly leads goals by 40%

CHALLENGES

FRAGMENTED MARKETING TOOLS.

The Digital Marketing Team at Mimio was using four different software platforms to manage their email, landing pages, social media and website analytics. Not only was this inconvenient, but it was also extremely inefficient. Mimio needed these platforms to communicate with each other, and to seamlessly relay that data to their CRM, Salesforce. This required more developer resources than they had. The firm had also unsuccessfully tried to set up lead scoring between their email client and Salesforce, for over a year.

DEPENDENT ON DEVELOPERS.

Every time Mimio wanted to create a new landing page or email, they would have to call their developers. Because developers were in control of creating these pages, the Marketing Team at Mimio could also never truly customize or test their landing pages in accordance with their marketing strategy.

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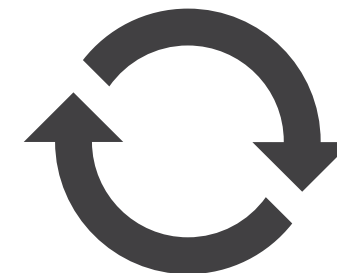
THE INBOUND SOLUTION.

BLOG ABOUT TOPICS RELEVANT TO MIMEO'S TARGET AUDIENCE

Publishing blog posts that are optimized for the terms your target audience is searching for ensures that they'll actually find you once they open their search engine. By educating your audience with content relevant to your industry, you'll establish your company as a valuable source of information and thought leadership. This will lead your blog viewers to return to digest your content, and ultimately delve deeper into your website and product pages when they're ready to take the next steps in the buying decision.

DEVELOP LIFECYCLE STAGES

By identifying the different lifecycle stages of a lead, you can make sure your communication with them matches their buying process stage. Creating content that's targeted towards each of these stages, for example product pricing guides for those at the bottom of your funnel, ensures that you're matching your content messaging with your audience's buying cycle. Mapping your content creation by lifecycle stage means you'll be able to execute a cohesive lead nurturing strategy to drive leads through your funnel, from prospects or subscribers, to leads, and ultimately, to customers.



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MAP CONTENT TO LIFECYCLE

Here's an example of how you can develop specific content for different stages in the customer buying cycle.



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**HOW MIMIO SAW RESULTS
WITH HUBSPOT'S ALL-IN-ONE
MARKETING SOFTWARE.**

CONTENT TO BOOST SEO RANKINGS

- BUILT-IN TOOLS TO HELP MIMIO GET FOUND
- KEYWORD TARGETING BOLSTERS CUSTOMER

COMMUNICATION

Mimio attracts their target audience, - educators - with a HubSpot Blog focused on trends in educational technology and curriculum. Featuring a combination of their own writing, guest articles from industry experts and customer case studies, the blog has helped them generate a surplus in new leads each month. Prior to HubSpot, the team relied on email alone to send messages. Mimio now uses the blog and HubSpot’s Social Media tool to expand their reach, improve their search rankings and bring in new audiences.



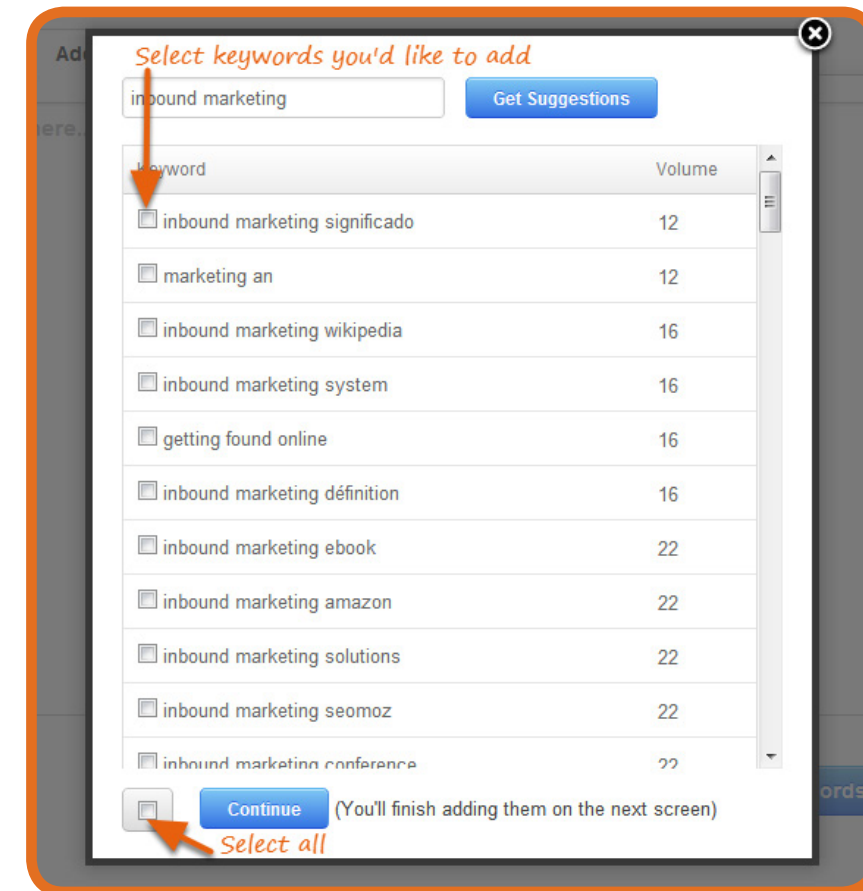
The SEO tool within HubSpot has transformed our SEO management, and our HubSpot-hosted blog has changed the way we communicate with our customers.



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HubSpot suggests other relevant keywords you should be targeting.



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SMARKETING

Smmarketing (n.): The harmonious relationship between sales and marketing that uses a number of different techniques to better align the two.



Mimio was able to use HubSpot's Salesforce Connector to fluidly integrate email, lead scoring and lead nurturing information from HubSpot into Salesforce, a strategy they had been trying to implement for over a year without success.

“

Our sales team now has visibility into what actions their leads have taken on our website.

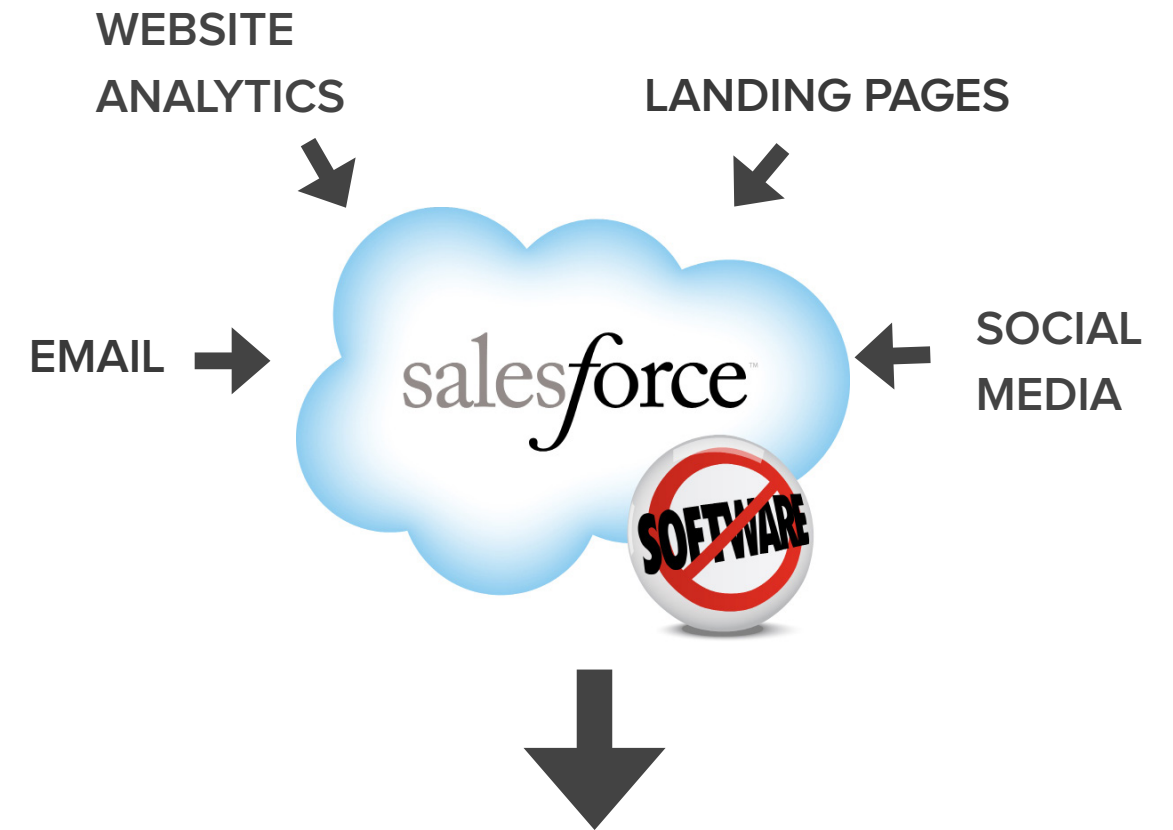
”

DAWN AGUIAR
SR. MANAGER,
DIGITAL MARKETING AND E-COMMERCE

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“

The straightforward integration between HubSpot and Salesforce.com, combined with HubSpot's reporting helped to solve many of our reporting and

”

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MARKETING AUTOMATION

 STRANGER



Person searches for relevant topic, lands on blog and

 SUBSCRIBER



Subscriber receives email with new blog posts.

Clicks on Call-to-Action for introductory whitepaper.

Enters more information about themselves on Landing Page to download whitepaper.


 LEAD



Added to Smartlist "Downloaded Intro Offer"

Workflow "Downloaded Intro Whitepaper" is triggered.



 **DOWNLOADED INTRO WORKFLOW**

- Send "Thank You" Email
- Send Intermediate Whitepaper in 5 Days
- Change Lifecycle Stage to "Lead"
- Lead Information Synced with Salesforce

Here's an example of how HubSpot Marketing Automation works with all of your marketing tools to nurture your leads.

 MARKETING QUALIFIED LEAD



Lead submits a pricing

Workflow changes status to Marketing Qualified Lead

 OPPORTUNITY



Sales rep talks to lead, changes lifecycle stage to Opportunity in Salesforce.

Lifecycle stage instantly changes to Opportunity in HubSpot.

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EKTRON.



“ We wanted to stop pissing people off and shift marketing in a way that people loved. ”

TOM WENTWORTH, CMO

With more than 3,800 customers, Ektron provides innovative web content management software that powers corporate websites, intranet portals, and social communities.

EKTRON'S INBOUND RESULTS.

- 40% qualified leads and 73% of qualified opportunities come from inbound sources
- Lowered cost per opportunity by 60%
- Recovered negative SEO rankings after the Google Penguin release
- Decreased email marketing spending by a factor of three without affecting lead volume

CHALLENGES

High Cost per Customer Opportunity

Ektron had a massive database of 260,000 people, and used email list rentals as their primary source of “leads”. Ektron was spending tens of thousands of dollars a month in list rentals, which they coupled with traditional marketing automation tactics. Their cost per lead was going way up. Further, the company’s cost per demo, one of the primary offers used by Ektron, had reached its all-time high.

No Lead Nurturing

Without a good lead nurturing strategy, their marketing database had become a ‘graveyard’ of unqualified and unused names.

Drop in search rankings

Because of their “spammy” approach to marketing, Ektron received a warning letter from Google based on their black-hat SEO tactics, and quickly dropped in search ranking, especially after the search engine’s Penguin Release.

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THE INBOUND SOLUTION.

EARN NEW EKTRON LEADS WITH HIGH QUALITY CONTENT

The easiest way to generate leads is by producing content that they actually find want to read. Creating crave-able content will position your company as an authority in your industry, and generate repeat visitors who come to your blog and website to learn more about your insight, and hopefully, your products or services.

Once visitors label your company as a top content producer, they will exchange their personal information to access the content you've produced. This process nets higher quality leads, because you're earning not buying them. To further improve lead quality, consider creating targeted content for specific buyer personas. The more effectively you can qualify your leads with your content, the better you can determine which ones to hand off to sales.

PUBLISH CONTENT AROUND AN SEO STRATEGY

Rather than keyword stuffing, a content-based SEO strategy incorporates industry best practices for content development, including optimizing blogs, landing pages and website copy. Valuable content not only attracts quality leads, it boosts search rankings. Search engines are looking for the best, most authoritative material to place on their page one rankings. If you're it, you will rank well.

SEGMENT AND TARGET YOUR LEADS

Dividing your leads into different groups, or segments, based on demographic or past purchase history. Using this insight, you can develop specific content for a single segment. This type of targeted content could revolve around their interests and behaviors on your site or their lifecycle stage in the buying process. Targeted offers give your leads a higher chance of converting on your site and moving further down the funnel, since you'll be sending them content relevant to their needs.



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**HOW EKTRON SAW RESULTS
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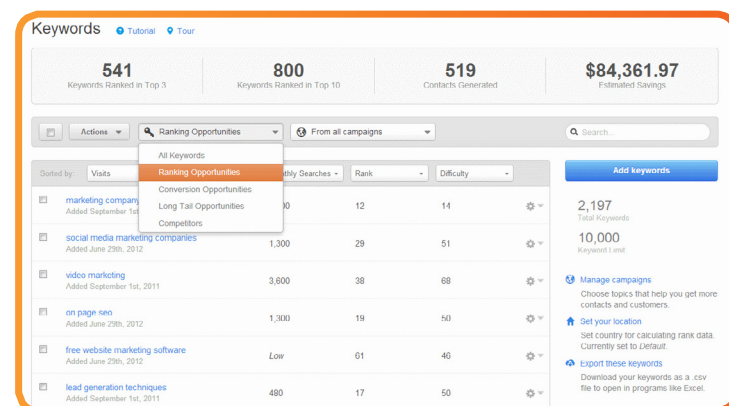
INBOUND MARKETING EDUCATION

Between HubSpot's onboarding consultation, and ongoing support with our account management team and online training webinars, Ektron received the educational support they needed to successfully develop their content development, SEO, and segmentation strategies.

SEARCH ENGINE OPTIMIZATION

After Google released its Penguin update, Ektron dropped in search rankings from the 10s down to the 100s. HubSpot helped Ektron identify their major issues through one-on-one consulting and educational resources. Using HubSpot's SEO tools, Ektron was able to remedy the problem and recover their rankings, in some cases netting higher results than before the Google Penguin update.

HubSpot's Keywords tool allowed Ektron to see which search terms ranked low, but were within reach. By targeting content, such as blog posts and website copy, towards these terms, they've been able to get found by search engines for the keywords they identified as critical to their business.



Keywords	541	800	519	\$84,361.97
	Keywords Ranked in Top 3	Keywords Ranked in Top 10	Contacts Generated	Estimated Revenue
marketing companies	1,300	12	14	2,197
social media marketing companies	1,300	29	51	10,000
video marketing	3,600	38	68	
on page seo	1,300	19	40	
free website marketing software	Low	01	40	
lead generation techniques	480	17	50	

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“

You're going to get a great product if you buy HubSpot, but more importantly you're going to get access to some of the smartest marketers in the world, who are going to make you a better marketer.

”

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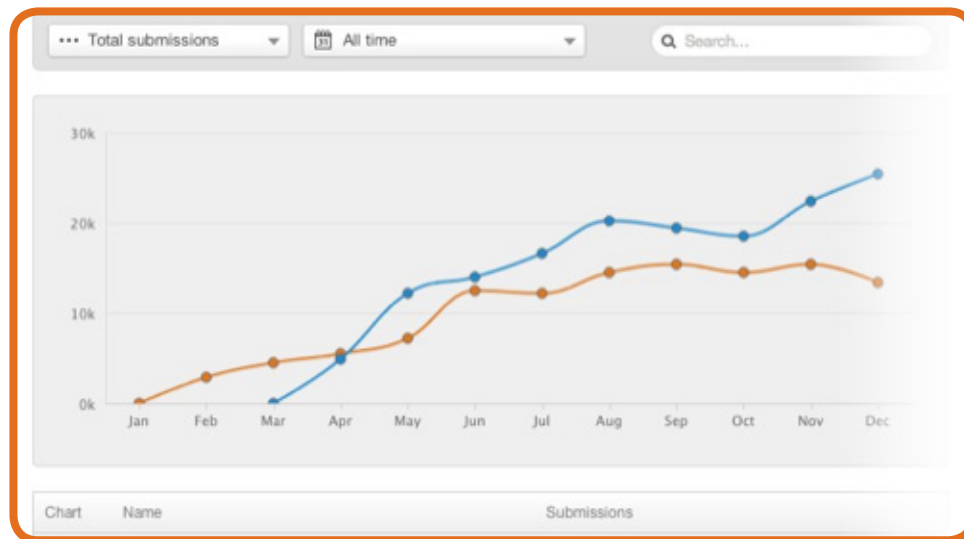
LANDING PAGES

- AUTOMATICALLY KICK OFF CAMPAIGNS
- A/B TESTING FOR CONVERSIONS

Ektron's offers live on HubSpot Landing Pages - a key feature in sealing the partnership deal between Ektron and HubSpot. Ektron marketers can now design and publish these landing pages literally in minutes.

Landing page analytics also offer key insights on the company's marketing strategy. HubSpot Landing Pages link to Ektron's entire Contacts Database, which allows them to track behaviors and interactions with these pages. Further, specific high value actions can automatically trigger a Workflow, the marketing automation feature in Hubspot's software.

Finally, Ektron is able using A/B Testing to improve their pages. They can test and alter any element of their landing pages, and then track which variations convert more visitors into leads.



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LIST SEGMENTATION

Ektron uses HubSpot's Lists tool to segment their contacts to develop a more personalized, targeted approach to their marketing. Because HubSpot's Contacts Database is integrated with the rest of their marketing tools, Ektron is able to segment their lists based on the information they have about leads from every part of their marketing strategy.

Ektron has been segmenting by industry vertical (higher ed, financial services, healthcare, etc.), by role (marketer vs. developer), by company size (mid market vs. enterprise), and by lifecycle stage (lead, MQL, SAL, opportunity, customer, ex-customer).

HubSpot Lists enable Ektron to easily create static lists. They also employ Smart Lists that populate as soon as their leads fulfill specific high value triggers, such as downloading a specific offer or visiting a certain page to take advantage of these highly motivated prospects with specially-designed material just for them.

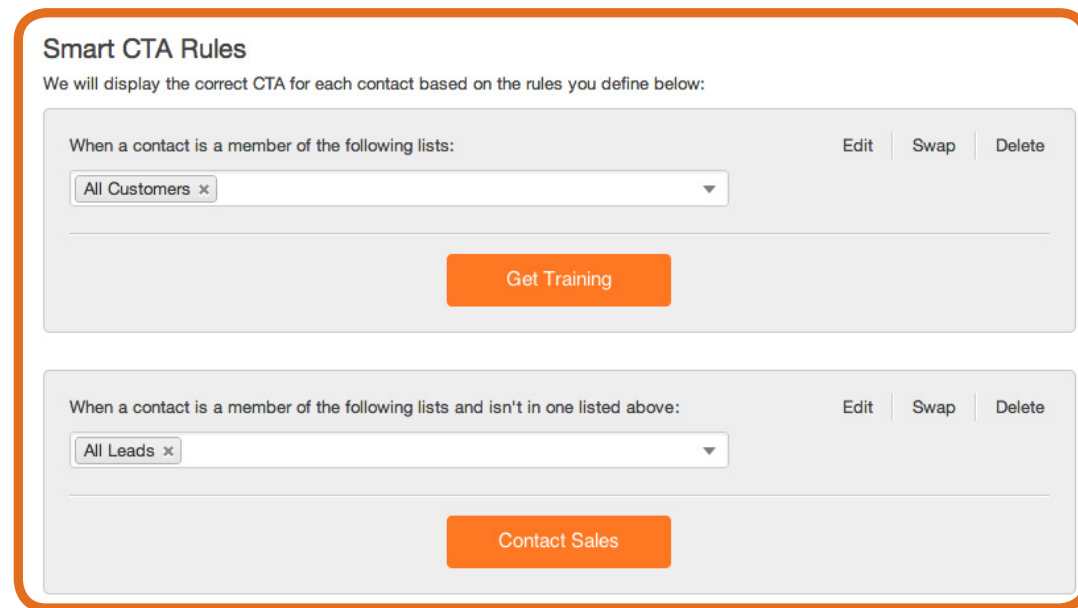
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SMART CALLS-TO-ACTION

Smart Calls-To-Action allow Ektron to customize their offers based on their visitors past behavior. The company uses Smart CTAs to alter the buttons that visitors see depending on their industry, the job role of the visitor, or their specific lifecycle stage.



In the example above, you can see that Ektron's website automatically displays different language on the CTA button directing visitors to their "The Ultimate Guide to Choosing a Web CMS" landing page depending on whether their visitor is a marketer or a developer. Since marketers and developers look for different features when choosing a CMS, they respond to different language in a CTA, which is shown in the orange button text. Using this type of targeting, Ektron has seen 2x the conversion rate on this offer.

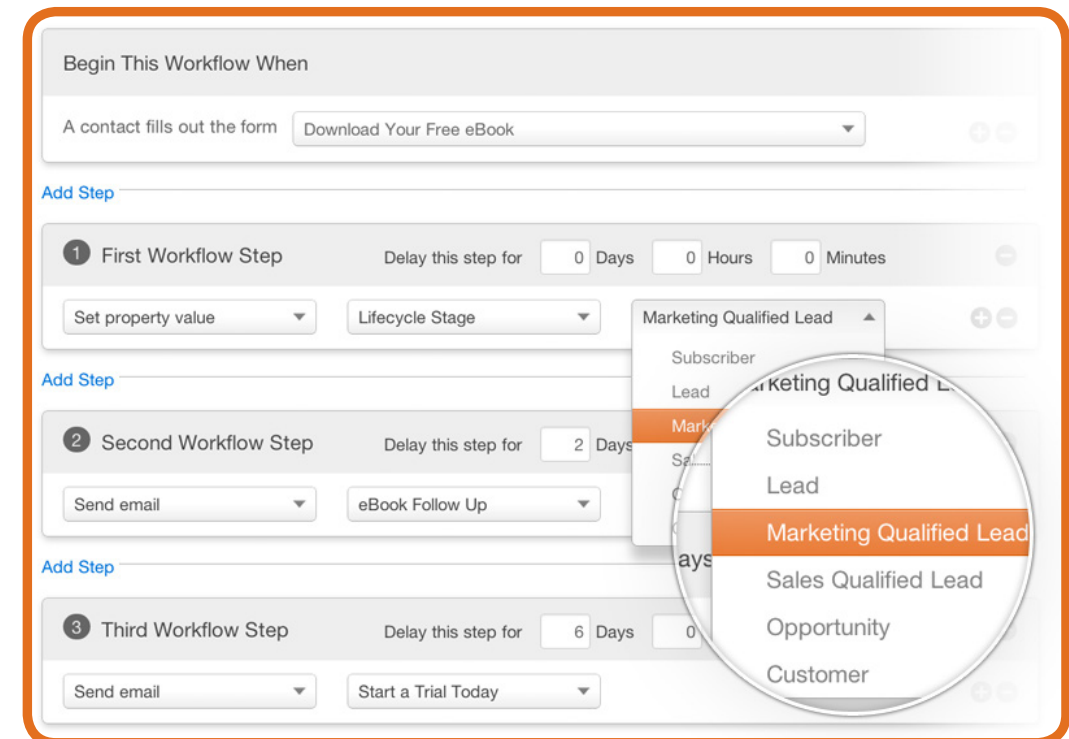
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TARGETED EMAIL MARKETING

Instead of batch emailing lists of people who never even signed up for any communication from Ektron, the company began using HubSpot to target their communication towards inbound leads (those who had willingly given their information in exchange for quality, educational content.)



Ektron uses customizable Workflows to trigger continued communication with these leads. Instead of mass-emailing the same offer to thousands of people, Ektron is now sending information to leads that have opted in to their email lists, with content based on their interests and behaviors.

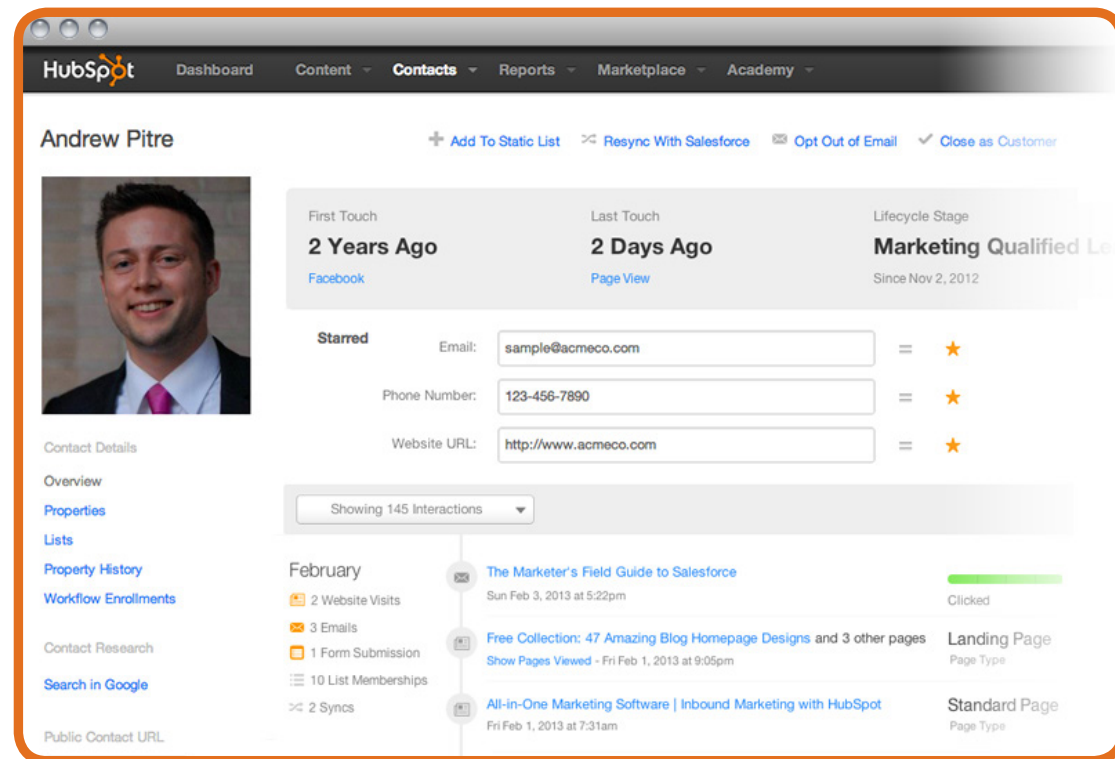
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ACCESSIBLE CONTACT HISTORY

Using HubSpot's integrated Contacts Database, Ektron is able to see every interaction a lead has ever had with their online efforts, whether it be on their website, blog, an email, through a landing page, or over social media. Because the Contacts Database is integrated with all of their marketing efforts, they can view the contact's entire history, all in one place.



“

With our previous platform, you had to go to various tabs. In HubSpot, I get it all in one place.

”

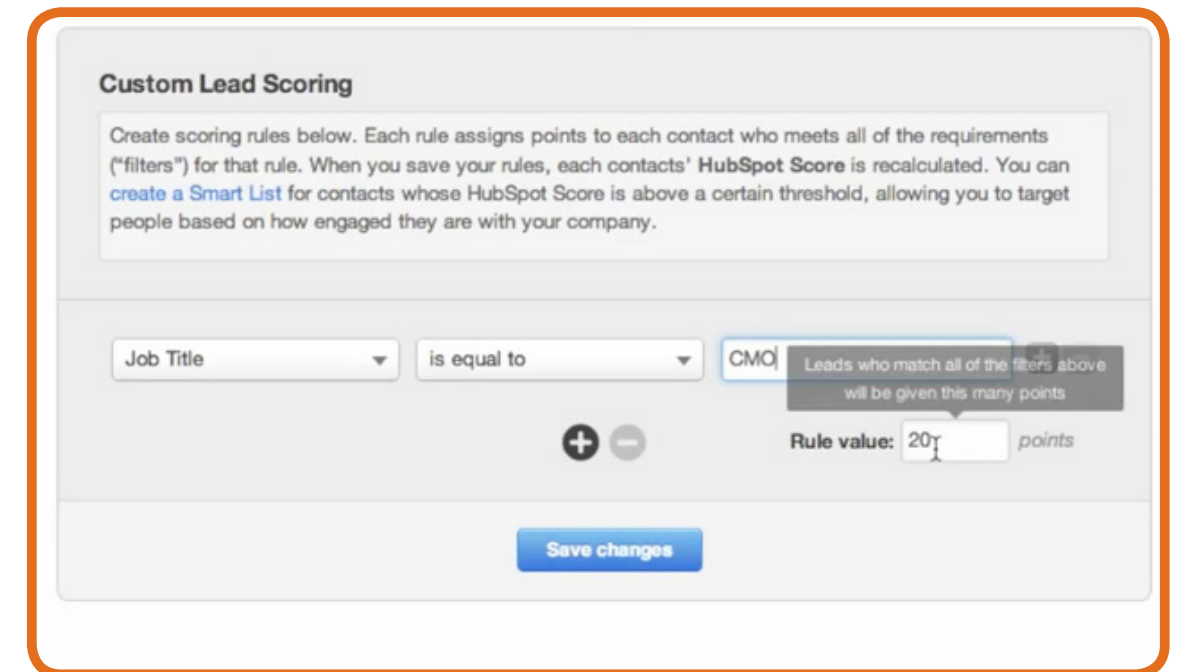
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LEAD SCORING

Ektron scores all of their inbound leads using HubSpot's Custom Lead Scoring tool. They set the criteria for scoring based on behavioral and demographic characteristics, and the leads are automatically passed to Salesforce with that score included.



“

It gives us a great idea of who's qualified and who's ready to buy.

”

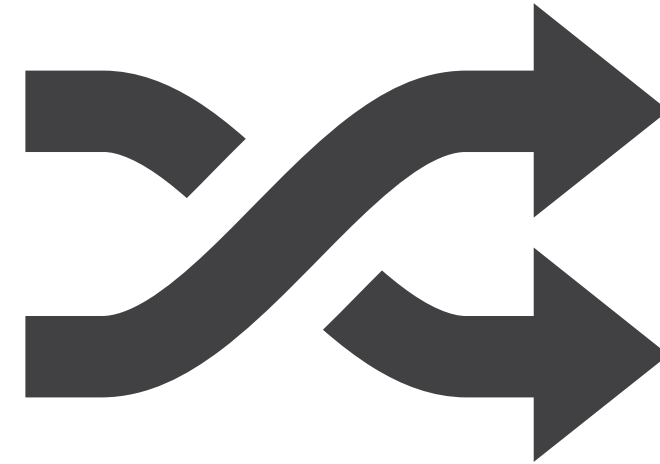
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SALESFORCE INTEGRATION

The seamless integration between HubSpot and Salesforce allows Ektron’s sales team to see their lead’s entire marketing history inside of Salesforce. All of the information Ektron has on a lead from their website, blog, landing pages, offer downloads, email and social media is instantaneously synced with Salesforce in a section called “HubSpot Intelligence”. Reps can quickly see a summary of a leads’ behavior, or follow the clear call-to-action back to the corresponding contact profile in HubSpot.



▼ HubSpot Intelligence

<ul style="list-style-type: none">  The Marketer's Field Guide to Salesforce Jan 18th 2013 - 9:07 am  LinkedIn's New Company Pages Ebook Nov 8th 2012 - 11:02 am  Marketing Charts and Data I Download Jun 2nd 2012 - 11:53 am  Sequoia, Google Ventures, and Salesforce.com Invest \$32 Million in HubSpot 	<p>Visits: 421</p> <p>Page Views: 931</p> <p>Submissions: 3</p> <p>Last Seen <i>9 days ago</i> through: [New Offer] On-Page SEO Template</p> <p>Became a lead <i>9 months ago</i> through: Marketing Charts and Data I Download</p> <p>First seen <i>2 years ago</i> via <i>social media</i> through: Facebook</p>	<div style="border: 1px solid #ccc; background-color: #f0f0f0; padding: 10px; border-radius: 10px;"> <p>HUBSPOT SCORE:</p> <p style="font-size: 2em; font-weight: bold;">88</p> <p style="background-color: #0070c0; color: white; padding: 5px; border-radius: 5px; display: inline-block;">View In HubSpot</p> </div>
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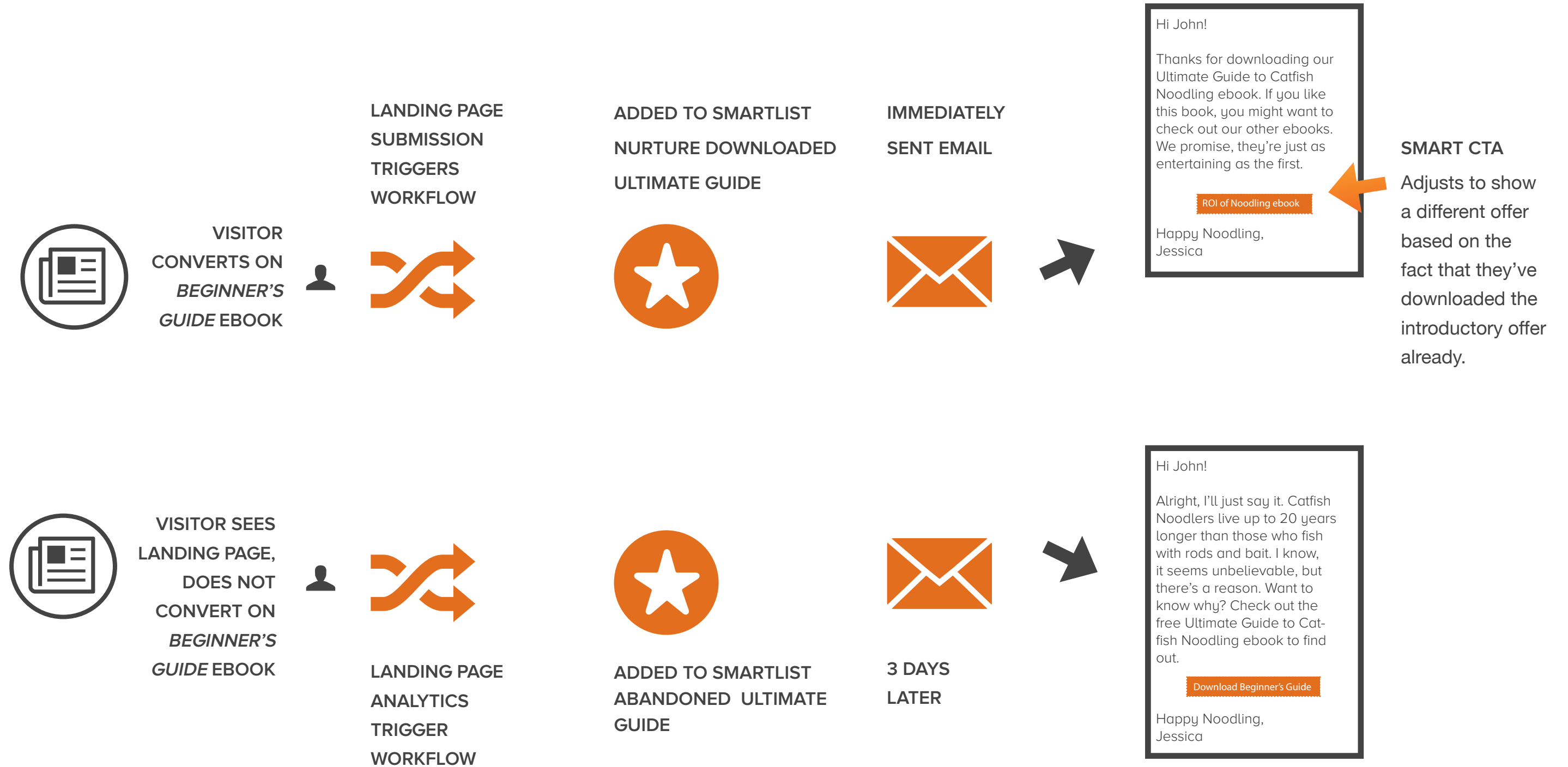
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HUBSPOT MARKETING AUTOMATION

Here's another example of how HubSpot Marketing Automation works with all of your marketing tools to nurture your leads.



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THERMO FISHER SCIENTIFIC.



“

I live in HubSpot all day long. It has all the tools and analysis all on one platform.

”

SONYA PELIA

SOCIAL MEDIA & SEARCH ENGINE MARKETING

Thermo Fisher Scientific is a leader in the worldwide separations industry. Their products are the industry standard bearers chemical mixtures and compound sample preparation, separation, analysis, and reporting.

THERMO FISHER SCIENTIFIC'S INBOUND RESULTS.

- Increased organic search 182%
- Grew Twitter following by 154%

CHALLENGES

LENGTHY SALES CYCLE

Thermo Fisher's sales cycle is extremely long. To convert website visitors to actual customers, it was essential that their prospects could educate themselves on the industry and Thermo Fisher's offerings. To do this, the company had to make it easy for prospects to find the right information to influence their decision process.

NO CENTRALIZED MARKETING SOLUTION.

Thermo Fisher wanted to increase their organic search ranking and awareness. They knew they wanted to make blogging the main hub of their online strategy. They also wanted to establish a social media presence to increase brand awareness, which would then direct visitors back to their blog content. However, they didn't have a centralized solution to connect these new ventures together, nor a way to analyze their efforts effectively and monitor their online presence.

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THE INBOUND SOLUTION.

OPTIMIZE KEYWORD STRATEGY

Not all content is created equal. Using content to boost SEO meant that Thermo Fisher Scientific had to think strategically about its keyword wish list. In order to target separations and chemical prospects, they needed to understand what terms those prospects were searching for, and create content around those topics.

In developing your keyword strategy, be sure to include some long-tail keyword phrases. These are longer, more specific groups of words and phrases, with lower overall traffic. Long tail keywords are generally less competitive to rank for, and produce higher conversion rates. This not only drives extremely targeted traffic towards your page, but allows you to map content towards specific buyer personas or prospects in certain stages of the sales cycle.



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SMARTER SOCIAL MEDIA

Simply posting on social media isn't enough to see any concrete results. In order for social media to be a worthwhile investment for your marketing team, you need to measure its effectiveness using analytics. If posting to certain networks don't yield any actual visits or conversions, they are likely a waste of time --your audience isn't there.



Inbound marketing is all about delivering the right message, to the right people at the right time, so you shouldn't be posting to your Facebook account three times a day if no one ever clicks on your links. Monitor which networks are driving you the most traffic and qualified leads, and target to them accordingly.

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ANALYTICS

Central to adopting an Inbound marketing strategy is providing the best possible experience to the user. Even if you have a marketing strategy, you may wonder--what exactly does my user want?



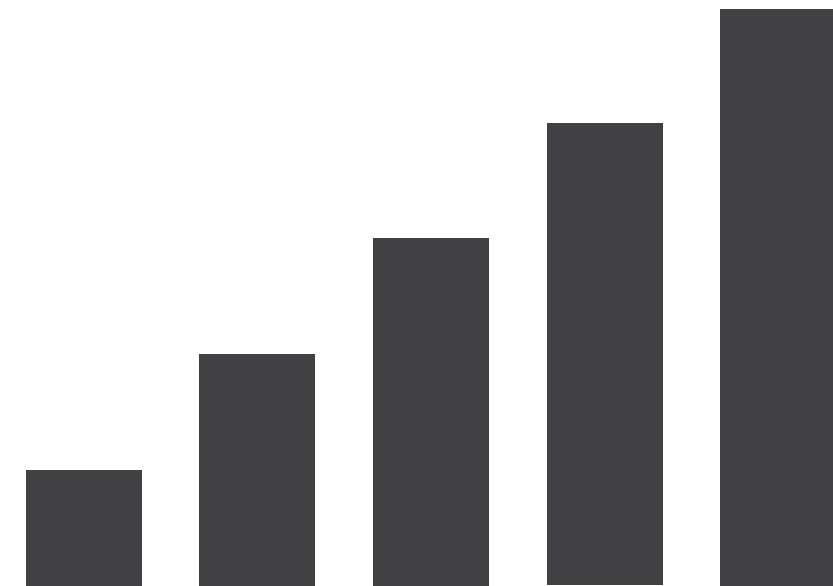
Unfortunately, it can be difficult to tease out this answer using intuition - or even direct questions. There's no easy way to ask your prospects, "What do I have to do to make you give me your money?" Instead, marketers can use analytics to explore the behaviors of their prospects and customers, and use that information to provide a better experience to them.

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Looking at user's browsing history and content engagement, Thermo Fisher Scientific learned the kinds of information their prospects were seeking, what pages they clicked to find this data, and how they interacted with every aspect of the company's online footprint. From there, they identified the most efficient channels to reach their target personas, and spent time creating content that actually helps achieve their marketing goals.



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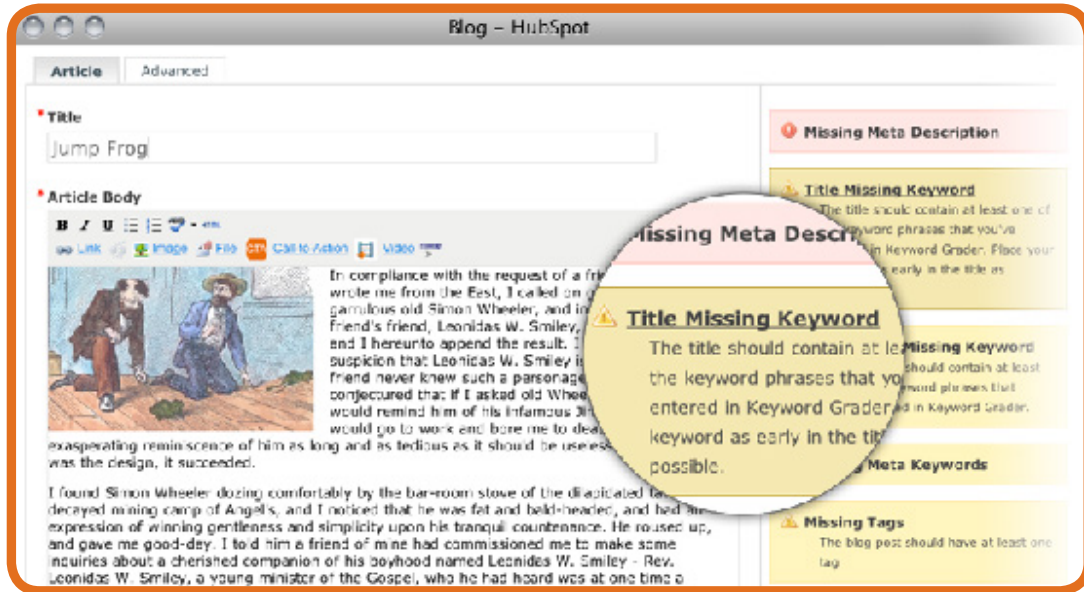


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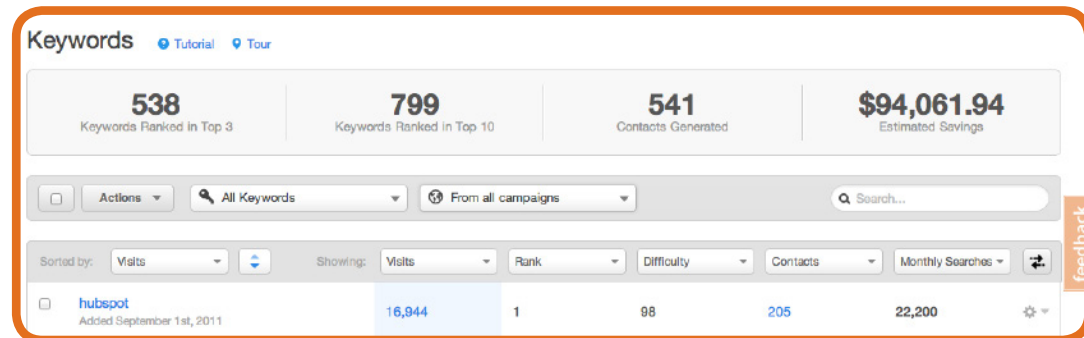
**HOW THERMO FISHER SAW
RESULTS WITH HUBSPOT'S ALL-
IN-ONE MARKETING SOFTWARE.**

BLOGGING WITH PURPOSE

Thermo Fisher was able to use HubSpot's SEO tools, including the Keywords tool, to identify which terms and phrases their target customers were searching, how they currently ranking for those terms, and which terms they needed to bolster to increase their organic search rankings.



Along with these Keywords, HubSpot's Blogging tool contains instructive optimization call-outs that helped Thermo Fisher ensure they drove meaningful traffic to their site. Using HubSpot's Analytics, they also measured the effectiveness of their blog in driving traffic and generating leads.

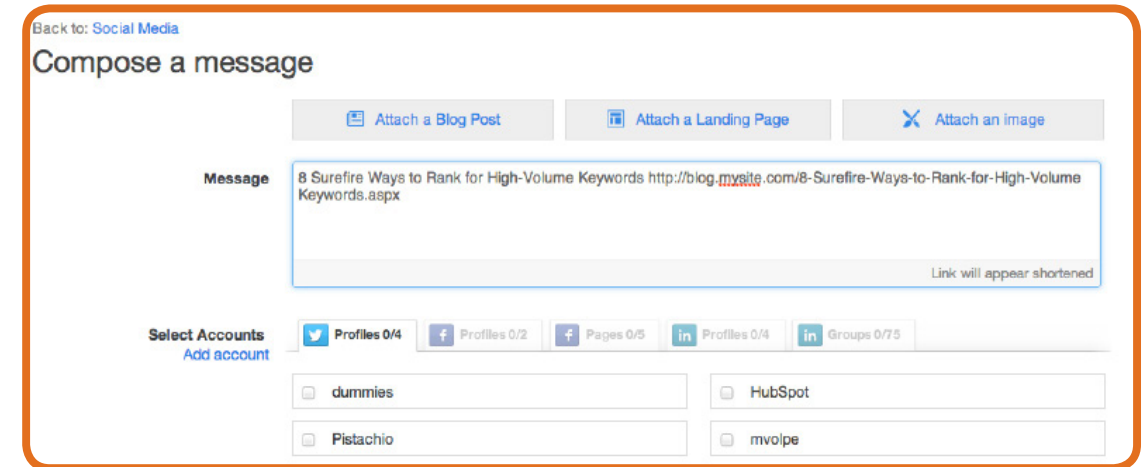


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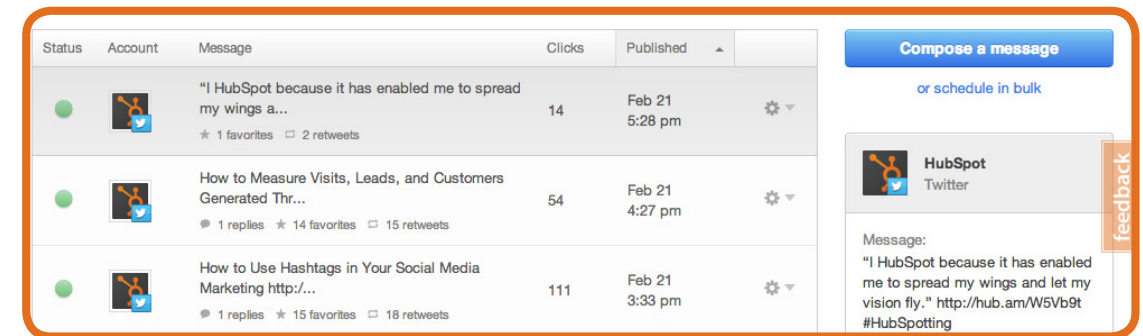


SOCIAL MEDIA STRATEGY

Using HubSpot, the company tracks brand mentions, as well as traffic volume for competitors and important keywords in their industry.



To save time, they are able to schedule all of their tweets and posts in advance and then send them out all from one centralized location.



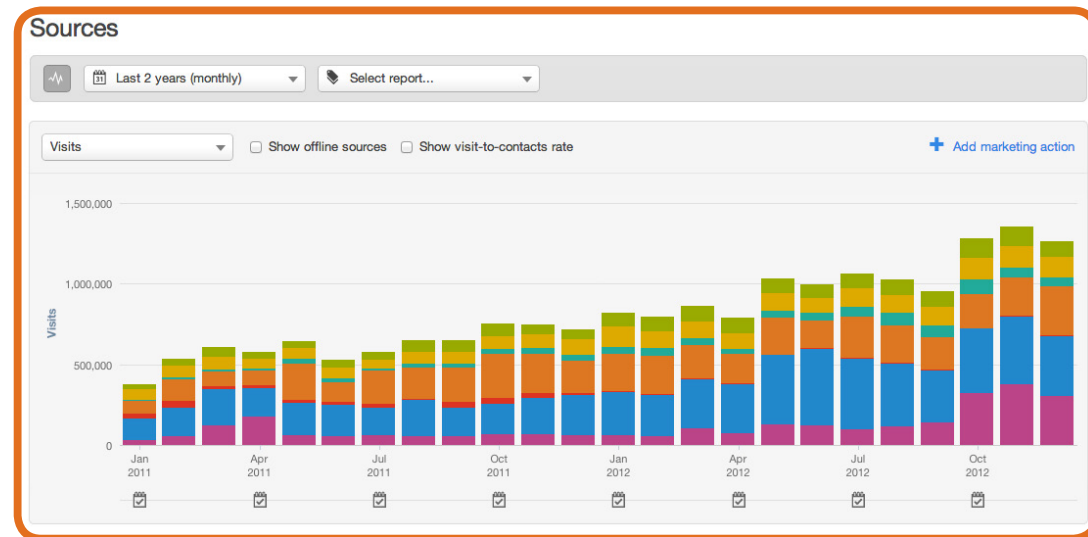
The integration between HubSpot's Blogging tool and Social Media Publisher has allowed Thermo Fisher to conveniently promote their blog posts over social media using the same tool they use to write and publish the posts themselves.

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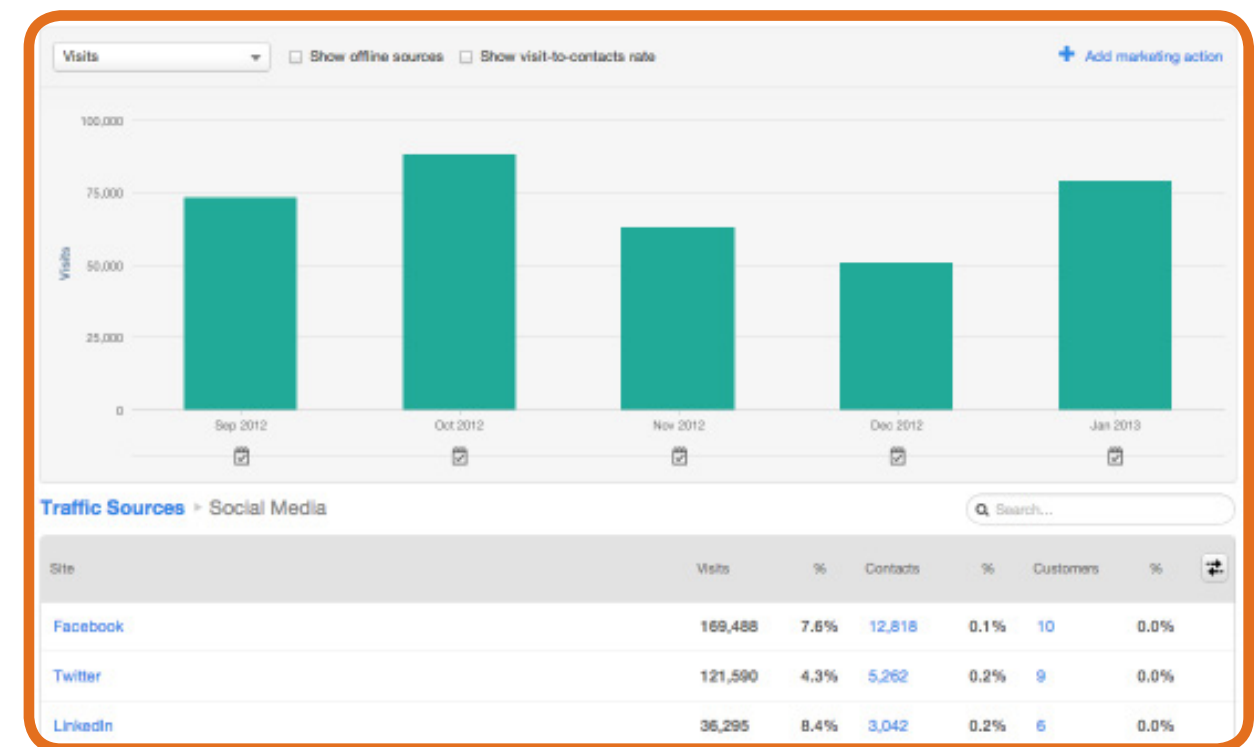
ANALYTICS

Because each HubSpot tool is integrated into HubSpot Analytics, Thermo Fisher was able to drill down on their social media performance to see which networks were the most effective at driving visitors to their site. They discovered that Twitter and LinkedIn were driving the most customers, and so they began focusing their efforts on these platforms.



A particular fan of HubSpot’s Marketing Analytics tool was Thermo Fisher Scientific’s Chromatography division. Before adding the HubSpot Software to their marketing program they lacked visibility into what marketing channels and content were most effective at driving leads and traffic. They are now able to quickly tell which tactics and content work, and which ones don’t and easily change. In HubSpot, they are able to measure all their online and social media programs, all in one place.

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CONCLUSION: ENTERPRISE MARKETING DOESN'T HAVE TO BE COMPLICATED.

Lengthy sales cycles, trouble generating website traffic, too few qualified leads, or a high cost-per-lead are all indicators that something is wrong with your marketing. Fortunately, all of these problems are fixable using inbound marketing strategies.

Mimio, Ektron and Thermo Fisher Scientific all improved their marketing programs by taking a closer look at their prospects' wants and needs, creating informative content to meet those needs, personalizing their marketing messages, and continually optimizing their efforts to build on earlier successes. Just like these success stories, by adopting [enterprise inbound marketing](#), you can create and deliver marketing messages that will attract and convert your next customers instead of driving them away.

Today is the day to begin simplifying your marketing program. So, take a quick second to [sign up for a demo of HubSpot](#) and find out how you can consolidate your disparate platforms, and begin delivering results that your CEO has been waiting for.



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