



2013 STATE OF

INBOUND MARKETING



HubSpot's Inaugural Executive Review
of European Inbound Marketing
Trends and Tactics

The 2013 State of Inbound Marketing – Europe

Top 10 Industry Insights for European Marketers

About the Authors



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@searchbrat



Meghan Lockwood is a marketing manager and content strategist at HubSpot. She is responsible for developing longer-term research reports, including the just-released 2013 State of Inbound Marketing Report, she is also a frequent contributor to the HubSpot blog and a speaker at industry conferences. Prior to HubSpot, Meghan managed the website optimization research cycle at MarketingSherpa.

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Executive Summary

Welcome to HubSpot's first-ever European State of Inbound Marketing Report.

In January 2013, we opened our international office in Dublin with plans to grow the office to 150 people in three years. Our core mission is to transform the way people do marketing, and we are excited to be sharing that passion with people from around the globe.

We practice our mission through inbound marketing: the strategy of combining content and context to attract site visitors, convert leads and customers, and continue to delight them.

At its core, the goal of inbound marketing is to serve and delight customers, using buyer personas to develop thought leadership content, and then promoting this content through your various channels working together – from social media outreach to SEO to automated email nurturing campaigns used to share specific content that adds value to consumers.

The research in this report is based on insights from 443 marketers across Europe on how inbound marketing is helping to transform their companies. We wanted to capture key insights across a range of important topics for European marketers, including what degree of success they are enjoying with inbound marketing, their priorities and challenges in 2013, and more.

In our research, we uncovered 10 critical insights to help guide your marketing in the European markets this year, and address the question of European maturity. For example, we learned that Europe is, in fact, adopting inbound marketing at the same rate as the U.S., and 42% of European marketers are set to increase their spend on inbound marketing in 2013. We also discovered that the priorities and challenges of a European marketer align closely with their U.S. counterparts, but marketers in Europe are lagging behind the U.S. in a number of important areas, like tracking ROI.

In addition to our list of 10 major discoveries, we have also provided some actionable tips so you can turn those insights into competitive advantages for your company.

We are incredibly excited to share our first European State of Inbound Marketing Report with you. We welcome any and all questions and feedback as well: research@hubspot.com.

For the love of marketing,

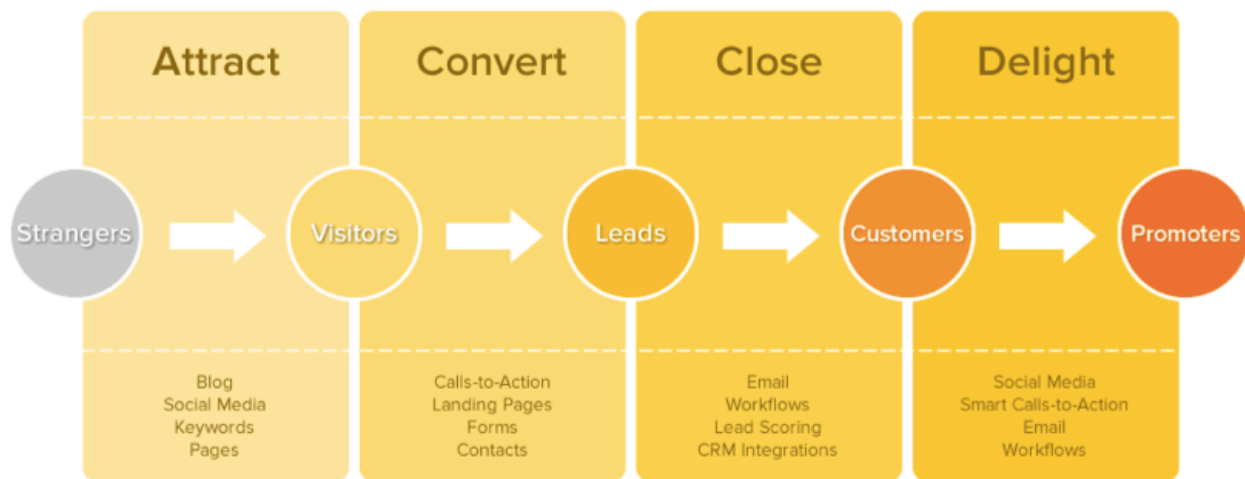
Kieran Flanagan

Marketing Director (EMEA) at Hubspot

What Is Inbound Marketing?

Inbound marketing is a holistic, data-driven strategy that involves attracting and converting visitors into customers through personalised, relevant information and content – not interruptive messages – and following them through the sales experience with on-going engagement.

Over the past several years, marketers have witnessed a tectonic shift in strategy, from campaign-based interruption marketing, to a consistently measured, closed-loop inbound marketing strategy – one that pulls interested customers to your company and creates lasting relationships. This new shift follows the increasing power held by consumers to research and interact with brands, companies, and service providers on their own terms and to extend their experiences (both good and bad) to the world via networks.



A Note on Channel Distinctions

There are digital marketing tactics that are specifically designed as “inbound marketing” and those that are not. While it’s easy to explain why direct mail and PPC banner ads are “outbound” or interruptive, it is more complicated to define more flexible online strategies as purely inbound versus outbound. At HubSpot, we see the main distinguishing factor to be how people use specific channels more so than the technology or assumed definition of the channel itself. In the simplest sense, it’s about customer choice.

For example, depending on how it is deployed, the email channel can be considered either inbound or outbound. One-off, campaign-based, tactical email sends – and certainly those based on purchased lists with intention to spam – are nearly always categorized as outbound, because they aim to interrupt people’s inboxes. However, as a part of a nurturing strategy, in which the consumer has opted into receiving valuable content from your company, email is a terrific complement to other inbound techniques because it helps businesses engage leads repeatedly and convert them into customers by demonstrating their expertise and company values.

Similarly, if you were to simply send out 200 tweets a day announcing a “new special,” you wouldn’t really be doing inbound marketing. Using Twitter in an “inbound” way means using the channel to communicate, solve problems, hold discussions and, yes, share relevant content like blog posts or other media.

The 2013 State of Inbound Marketing - Europe: Top 10 Insights

1) Inbound Marketing Adoption Rates in Europe

Has inbound marketing penetrated European markets?

Inbound marketing is being widely adopted in Europe, with spend on inbound set to increase in 2013.

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With Europe experiencing tough economic times, and marketing under pressure, it's encouraging to see inbound recognised as the dominant strategy to customer and revenue growth.

Tim Barker

CMO, DataSift

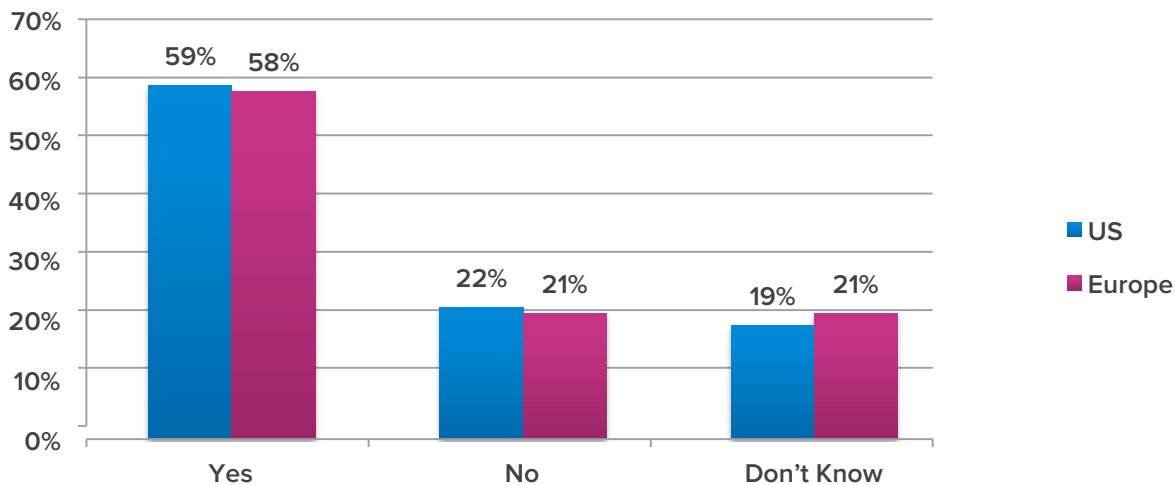
twitter.com/timbarker

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Inbound marketing is growing in popularity across the globe, with the industry saturation of inbound adoption nearly identical in both Europe and the U.S. According to our research, inbound marketing has been adopted by nearly 60% of marketers in both regions. That's an impressive figure considering only 6% of those surveyed had HubSpot software installed.

Inbound Marketing Reaches Majority Adoption in Europe

58% of European marketers implemented inbound marketing strategies for 2013

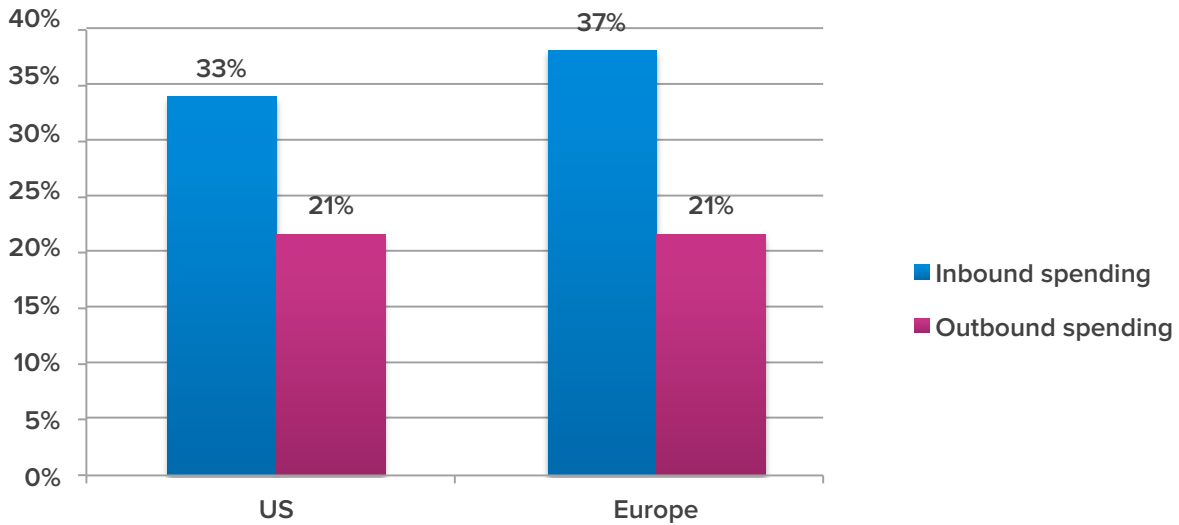


As you can see in the data, there are also a surprising number of European marketers (21%) who don't know how to classify their activities. The industry still needs education to better categorize "inbound marketing." (For more information on how to define inbound marketing, see the Introduction section of this report.)

Despite the fact that one in five marketers are uncertain how to classify their marketing campaigns, European marketers confirmed that they currently dedicate 37% of their budgets to inbound marketing in 2013 - outpacing their outbound budgets by 16%. Just as surprising: European budget allocation for inbound activities outpaces the U.S. by 4%.

European Inbound Marketing Spending Outpaces Outbound

EMEA marketers spend 76% more on inbound efforts than outbound



Not only does European marketers' inbound spending outpace their U.S. peers, inbound marketing budgets are also increasing in Europe. "Forty-two percent" of European companies intend to increase their spending in 2013. While the rate of increase is 5% less than the U.S. budget growth rate of 47%, this is still a significant trend. Further, the difference in allocation growth potentially reflects the continued soft economic climate in Europe, which is beginning to turn in the Continental U.S. Further evidence of this economic recovery lag is the fact that a larger percentage of European marketers, 30%, plan to leave their budget unchanged vs. the U.S. rate of 28%. Additionally, 11% of European firms plan to decrease their inbound budgets, as opposed to just 7% of U.S. marketers planning to reduce inbound spending.

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We see Europe, and the UK especially, as a market where more businesses are making the decision to create an inbound marketing budget for the first time. While some budgets are staying static (understandably, given the economic situation in mainland Europe), growth in Inbound Marketing service demand might be attributable to this.

Richard Baxter

CEO, SEOGadget.com

twitter.com/richardbaxter

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Key Takeaway #1

Inbound marketing is growing at an impressive rate in Europe, with nearly 60% of companies already practicing this strategy and 42% set to increase their inbound marketing spending in 2013. As with any new strategy, early adopters tend to see the best results, so it's important not to lose a competitive advantage by sitting on the fences. To get started with inbound marketing you can:

- a. Read HubSpot's new [inbound marketing methodology](#)
- b. Start developing [buyer personas](#) for your company to better target your audience with the right content and strategies
- c. Learn how [HubSpot does inbound](#) and more efficiently create content for your target consumers to find and engage you

2) European Inbound Marketing Strategy

How do European marketers focus their inbound strategy?

European marketers focus their inbound strategy on reaching the right audience and generating both leads and customers for their companies.

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It's a natural next step to see marketers focusing on converting leads to customers, but there is still an overwhelming amount of effort and focus aimed towards increasing overall numbers of leads.

An important thing to remember is that securing a lead is not the end of the journey, continuing the brand experience through to converting prospects into customers and beyond is equally as important as finding opportunities. With this in mind, finding quality opportunities must take priority over volume.

Bryan Adams

CEO, PH Internet Marketing Agency

twitter.com/Bryan_phc

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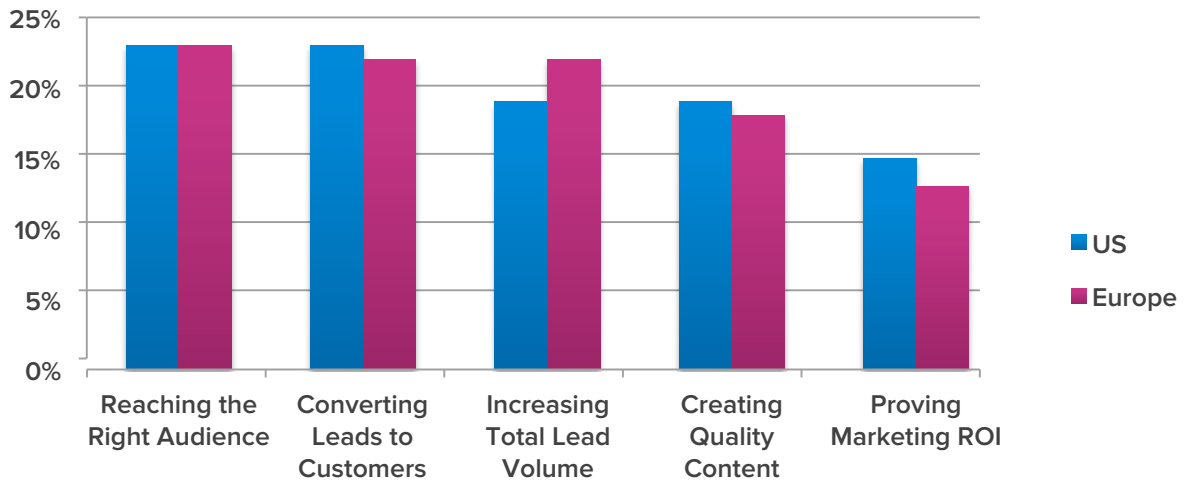
One of the biggest misconceptions we hear about inbound marketing is in relation to its goals. A lot of people see inbound marketing as a top-of-funnel activity, with the sole purpose of generating more traffic from search engines. This is an important goal in the “attract” stage of inbound marketing. (For more information on the four stages of inbound marketing see our methodology graphic in the Introduction section of this report.)

However, “doing” inbound marketing means tying all stages of the buying cycle together to drive customer acquisition, not just site traffic. Inbound marketing focuses on increasing visits to then generate more quality leads which, in turn, convert into happy, successful customers.

In our report, we asked marketers about their 2013 priorities:

Reaching The Right Audience Cited as Top Inbound Goal

23% of European marketers focused on both reaching the right audience and converting leads



According to survey respondents, the top priorities for European marketers look very similar to those of the U.S., with “reaching the right audience” as the top response at 23%, followed closely by generating more leads and customers a close second at 22%. These priorities show European marketers are factoring in how inbound marketing can improve metrics right across the funnel.



I was surprised by a few stats in marketer's top priorities, for example, that 'creating quality content' was not a high priority compared to 'reaching the right audience'. I'd hope that people who tended to want to reach the right audience did indeed find a priority in creating the highest quality content – otherwise they'll struggle to reach any of their objectives at all!

Richard Baxter

CEO, SEOGadget.com

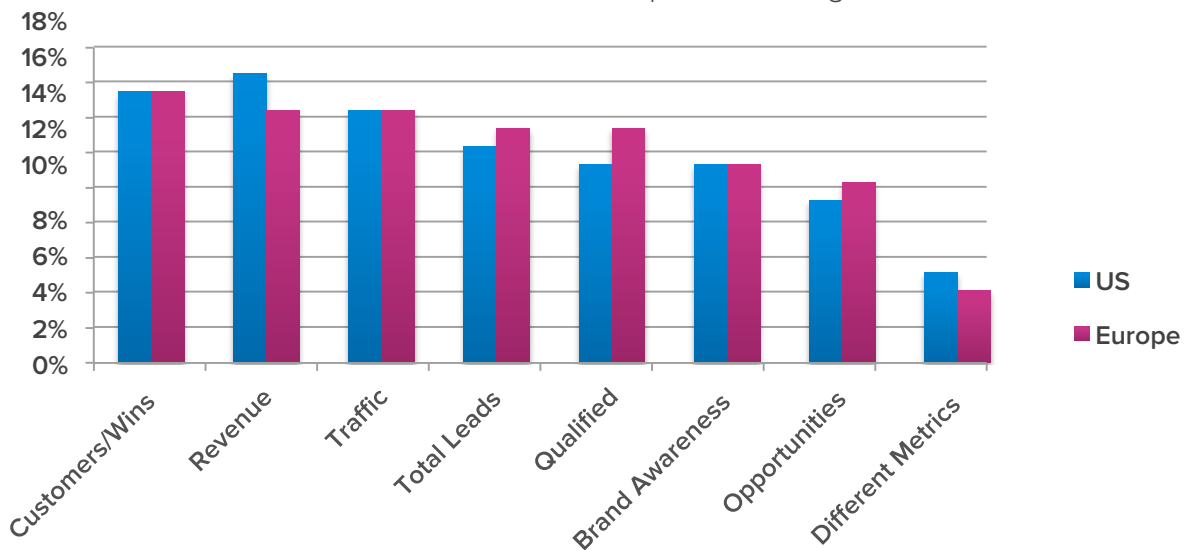
twitter.com/richardbaxter



We also see evidence of these priorities in the metrics used to evaluate the success of European marketing teams. The most important metric to marketers in 2013 is customer wins at 15%, with both revenue and traffic second at 14% each.

No Single Variable Dominates How Marketers Define Success

While 15% of European marketers cite customer acquisition as top success metric, no clear pattern emerged





Key Takeaway #2

Inbound marketing is more than just a traffic-generating activity. Instead, inbound is a complete strategy that helps move people through your funnel, from visitor to customer, using personalised, relevant content. The data shows European marketers are setting the right kind of priorities and metrics for this holistic strategy. Ultimately, being able to show an increase in both customers and revenue will help you gain support from internal stakeholders. If you're struggling to figure out what metrics you should be reporting, we put together this handy cheat sheet which covers six metrics that help prove the ROI of your marketing:

- [6 Marketing Metrics Your Boss Actually Cares About](#)

3) Internal Support for Inbound Across European Organizations

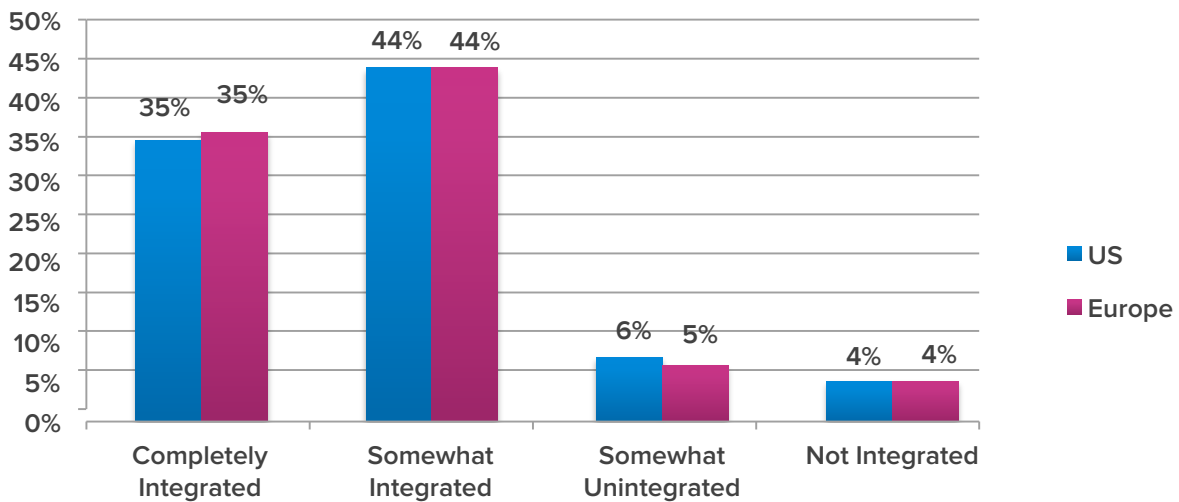
Does inbound marketing enjoy internal support?

Inbound marketing is becoming a core component of the overall marketing strategy and is attracting some cross-functional support within the company.

Still, for inbound to continue its success in Europe, marketers need to fully integrate it with their overall marketing strategy.

The Majority of European Marketers Integrate Inbound Strategy

36% of marketers completely integrate their inbound marketing goals with larger strategy



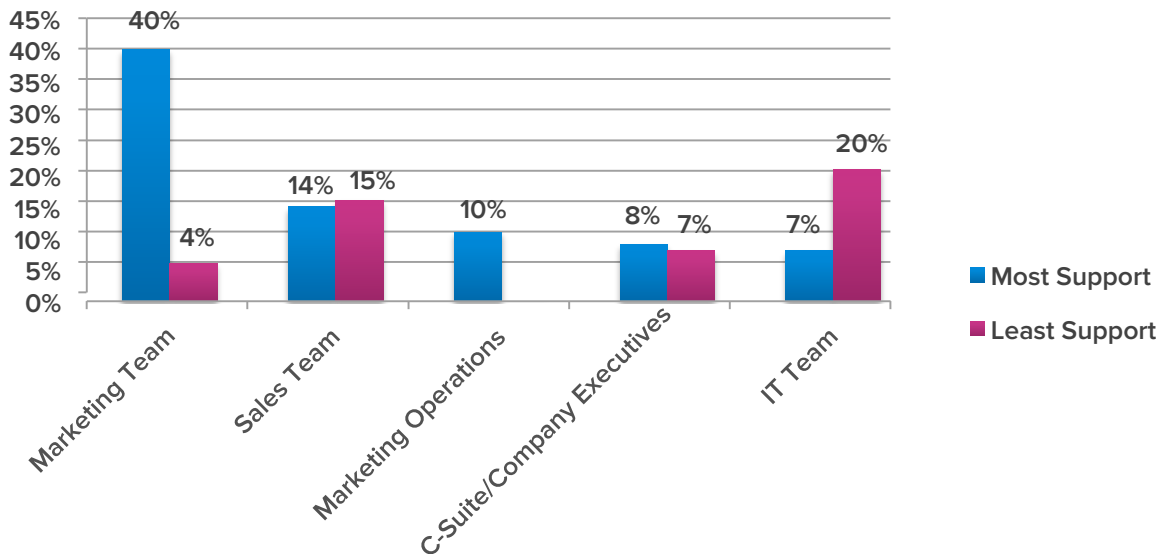
The rate of internal support for inbound marketing in Europe is actually extremely high; with 36% of respondents confirming that inbound is completely integrated with their marketing strategy - 1% higher than the U.S. number. Further, 44% answered that inbound is somewhat integrated. This means that 4 of 5 European marketers have at least somewhat integrated their inbound campaigns with larger marketing goals.

Our research uncovered, however, that inbound marketing is predominately supported by marketing teams at present, though sales teams and C-suite executives do provide some level of support.

Given that inbound marketing able to generate many more quality leads for sales teams than traditional marketing (which we will explore later in this report), it is important that European marketers closely align their goals with those of their sales teams. Developing complimentary goals is a good strategy to ensure cross-departmental support, and ultimately improve the success of your inbound efforts. By tying team goals to hard numbers and overall company success, marketers can change how some executives see their teams, perceiving them as a cost centre, rather than a critical team in driving revenue.

While Marketing is Primarily Responsible for Inbound in Europe, Other Teams Provide Some Organizational Support

40% of support of European inbound efforts lies with marketing teams



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As inbound marketing beds down, the other departments -- chiefly sales -- will start to sit up and take notice. Marketing is becoming more popular and more powerful than ever. And it's about time.

Doug Kessler,

Creative Director & Co Founder Velocity

twitter.com/dougkessler

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4) Marketing-Sales Alignment across Europe

Do European marketers align with their sales teams?

European marketers need to improve their alignment with sales and develop a formal agreement on team responsibilities.

For inbound to be truly successful, marketing and sales need to be aligned around a set of common metrics. As we previously discussed, sales does provide some level of support for inbound, second only to marketing with 15% of European sales teams devoting budget or resources towards inbound activities.

However, our research also shows marketers feel sales does not fully support inbound strategies. European sales teams were also rated the second-least supportive team, with at 16% of marketers indicating they received minimal support from sales - just ahead of IT teams.

In this data, we clearly see some mixed reception for marketing-sales alignment in Europe. While some marketers report decent levels of support from their sales peers, others believe sales could be doing a lot more.

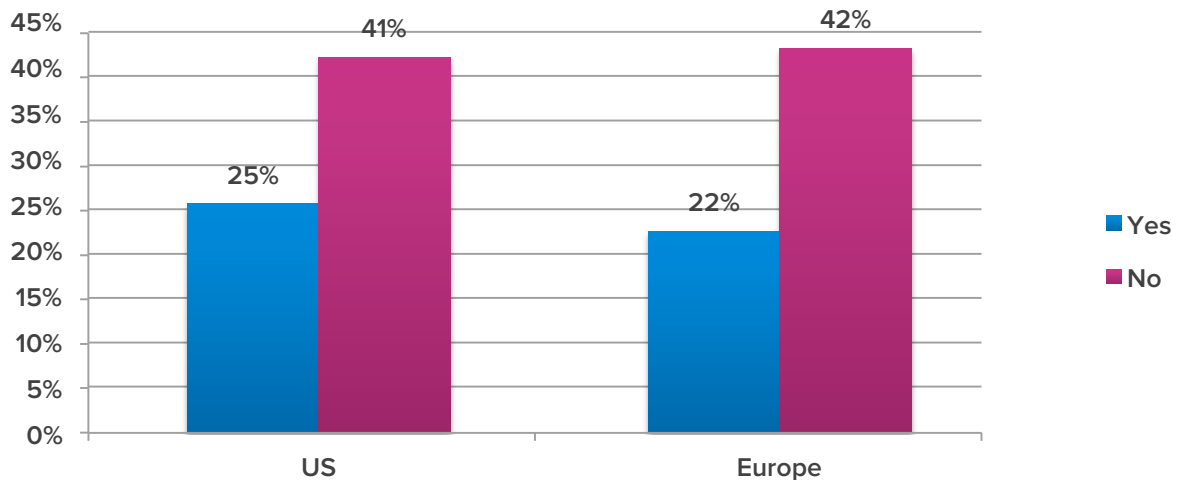
For marketing to get real buy-in from sales, it is important both teams commit to a formal agreement that outlines the responsibilities of each team. This agreement is called a service-level agreement (SLA). SLAs or other formal commitments between marketing and sales teams eliminate confusion over which department bears primary responsibility for sourcing and following up on leads. Rather than occasionally working at cross-purposes, formal agreements on sales hand-offs and mutual obligations get every facet of your marketing-sales funnel working in the same direction, towards the same goals.

For example, at HubSpot, we align both our marketing and sales teams around our individual buyer personas. Buyer personas are semi-fictional representations of your ideal customer based on real data and some select educated speculation about customer demographics, behaviour patterns, motivations and goals. In HubSpot, we have three core buyer personas that we sell to, and each of the marketing teams who specialize in the personas (i.e. enterprise, business owner, etc.) commit to generating a certain number of leads for sales so they can hit their quotas. By committing to concrete numbers for each persona, our sales team knows the exact value of each marketing lead we deliver at HubSpot each month.

We wanted to find out if European marketers were developing these types of agreements with their sales teams, so we asked them how they formalized their marketing-sales handoffs.

European Firms Can Improve Marketing-Sales Alignment

Just 22% of European firms have formalized marketing-sales agreements



Despite European marketers setting the right kind of priorities and metrics by which they measure their team's success, there is still evidence of a marketing-sales divide in most companies. Only 22% of European firms had a formal agreement between sales and marketing - 3% lower than the U.S. figure of 25%. Until they formalize this relationship, marketing will face conflict with their sales teams over mutual obligations, and potentially struggle to prove the value they bring to the table.

Also worrisome is the 34% of our respondents who indicated they "don't know" whether their marketing and sales teams have a formal agreement, indicating on-going confusion on what these formal relationships are, and how to define them.

Correctly aligning both your marketing and sales team around a common set of concrete goals and metrics, and revisiting these goals on a regular basis, plays a big part in the success of your inbound marketing strategy by getting your entire company working towards the same objectives. Clear marketing-sales alignment will also provide your company with a competitive advantage, since so few marketers are currently implementing this correctly.

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Only a minority of companies have clarity on marketing and sales responsibilities, even though alignment of these teams is essential for maximising revenue growth and decreasing inefficiencies. A lack of communication between the two departments, including an absence of clear responsibilities for each, can lead to time wasted with unqualified leads or the loss of well-qualified prospects when information is not disseminated effectively.

Linus Gregoriadis

Research Director, eConsultancy

twitter.com/LinusGreg

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Key Takeaway #4

Align your marketing and sales teams. One of the best ways to do so within your company is to develop an SLA. The SLA document lists the responsibilities of each team, as well as expected leads delivered by marketing to help sales meet their quota. On the sales side, it is critical that they close the loop by reporting back to marketing about what leads and channels are driving actual sales in order to improve marketing efforts. At HubSpot, our marketing SLA is focused on the number of leads we need to generate for sales based on each buyer persona (or target customer) on a monthly basis. You can get started on a SLA for your company by reading the following:

- [How to Create a Service Level Agreement \(SLA\) for Better Sales & Marketing Alignment](#) [Blog Post]
- [Free template that will help you calculate your leads goals for your SLA](#) [Template]

5) Inbound Marketing Lead Sources in Europe

Where do European marketers source leads in 2013?

European marketers are generating a lot of leads from inbound channels like SEO, social media, and blogging at a lower cost than other marketing channels.

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Inbound not only generates lower cost leads, they're also better leads. This data shows that marketers are seeing this in the real world. That's a great sign that inbound is here to stay.

Doug Kessler,

Creative Director & Co Founder Velocity

twitter.com/dougkessler

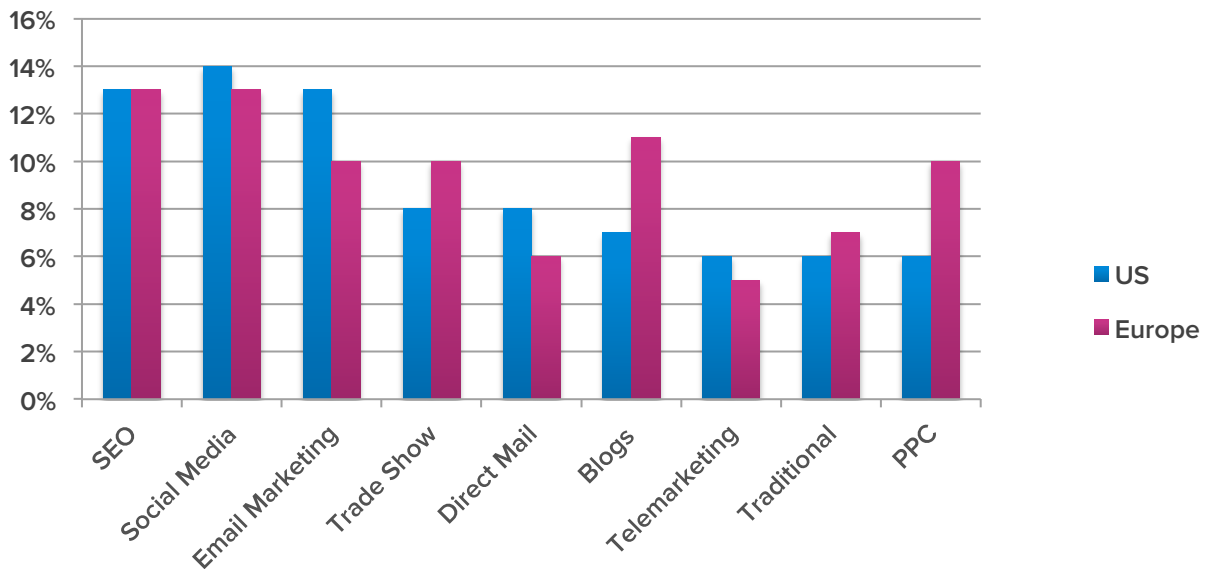
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While it's encouraging that nearly 60% of European companies are executing inbound strategies, it's also important to analyse whether they are actually generating leads from those inbound sources.

It appears they are - the top three reported sources for lead generation in 2013 being SEO (13%), social media (13%), and blogging (11%). This differs from the U.S., where the top three sources were SEO, social media and email marketing.

Inbound Marketing Tops European Marketers' Lead Sources

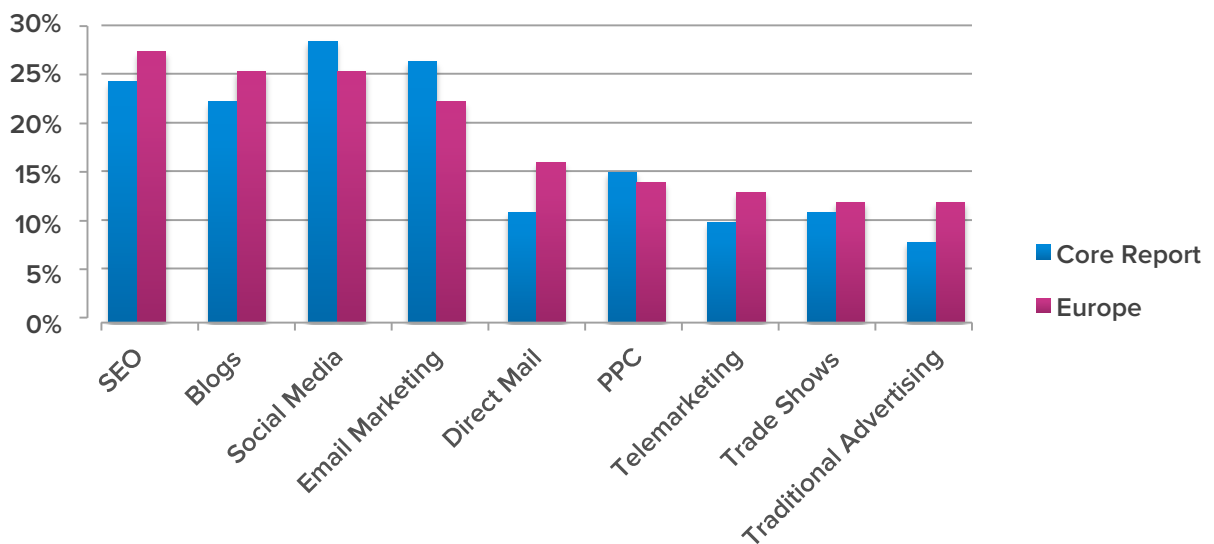
Social media, SEO each produce 13% of all marketing leads



Not only are SEO and social media generating the most lead volume for European companies, they are also producing lower costs and better ROI.

SEO, Blogs Deliver Lower Average Cost per Leads

27% of European marketers report below average cost per leads for SEO

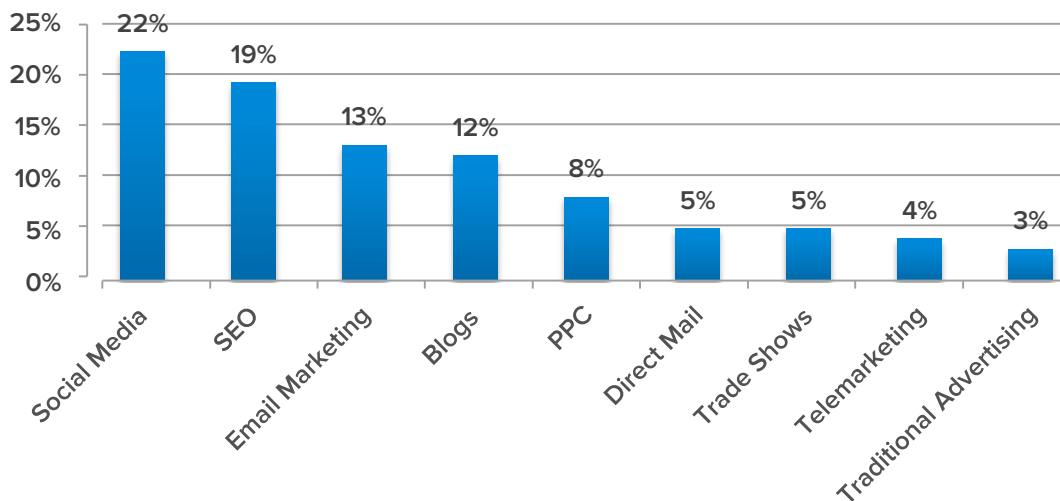


As you can see in the data, SEO, social media and blogs are the best sources for generating low cost leads in Europe. Compared to the U.S., we see there is a difference in success with email marketing. In the U.S. social media (28%) and email marketing (26%) are the best sources for generating low cost leads with SEO dropping to third most likely source of marketing leads. This is likely because email is a well-funded mature market in the U.S., and also potentially a result of U.S. marketers adopting an inbound approach to email marketing.

Looking at the sources that have become more important to a European marketer over the past six months, social media (22%) and SEO (19%) are again on top.

Social Media Becomes More Critical to European Marketers

22% of marketers report social media has become more important to their marketing mix

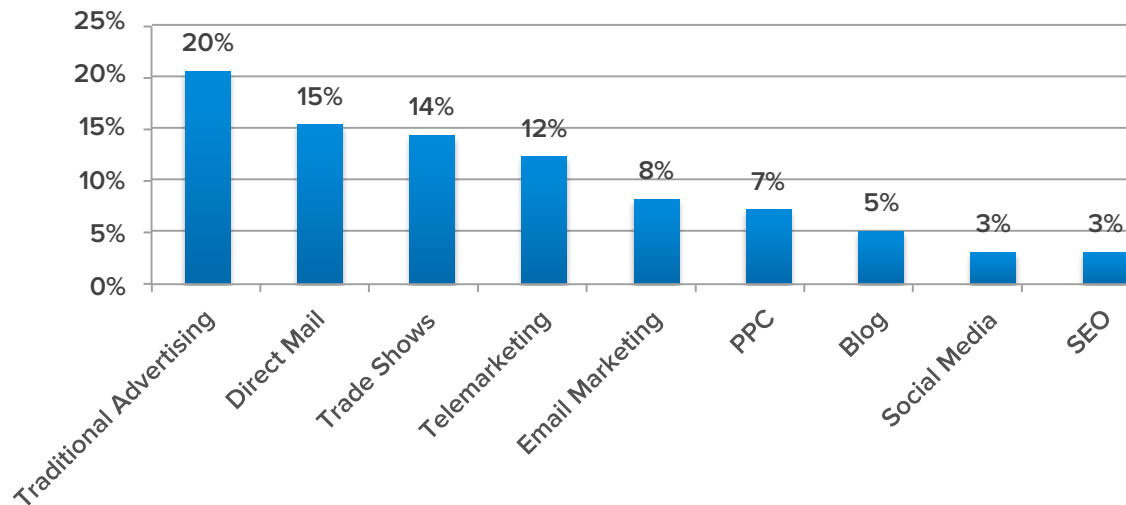


Although social media was second to SEO in the percentage of leads generated for companies, social remains a critical, growing source of customer acquisition for European marketers. The data reflects this trend, as budgets are allocated equally across both SEO and Social media channels at 13% of total budget each.

When looking at the sources fading from importance, we see that companies are starting to shift their focus away from outbound channels towards inbound: direct mail was the most common channel being deprioritized at 15% of respondents, followed by trade shows (14%) and telemarketing (12%).

Interruptive and Outbound Marketing Tactics Losing European Market Share

1 in 5 of European marketers say traditional advertising is less important in 2013





Key Takeaway #5

Inbound sources such as SEO and social media are not only generating the most leads for European companies, but they are also doing it at a cheaper cost. Blogging has also proved successful, as have the results driven from both SEO and social channels. To attain positive ROI, integrate search, social and blogging together for proper strategy and measurement. To get started, we have put together the following resources:

For SEO:

- [How to Generate Leads from Search Traffic using Hubspot Software](#)

For Social Media:

- [How to Generate Leads from Social Media using HubSpot software](#)

For Blogging:

- [Free Blog Editorial Calendar](#)

6) Social Media Customer Sources in Europe

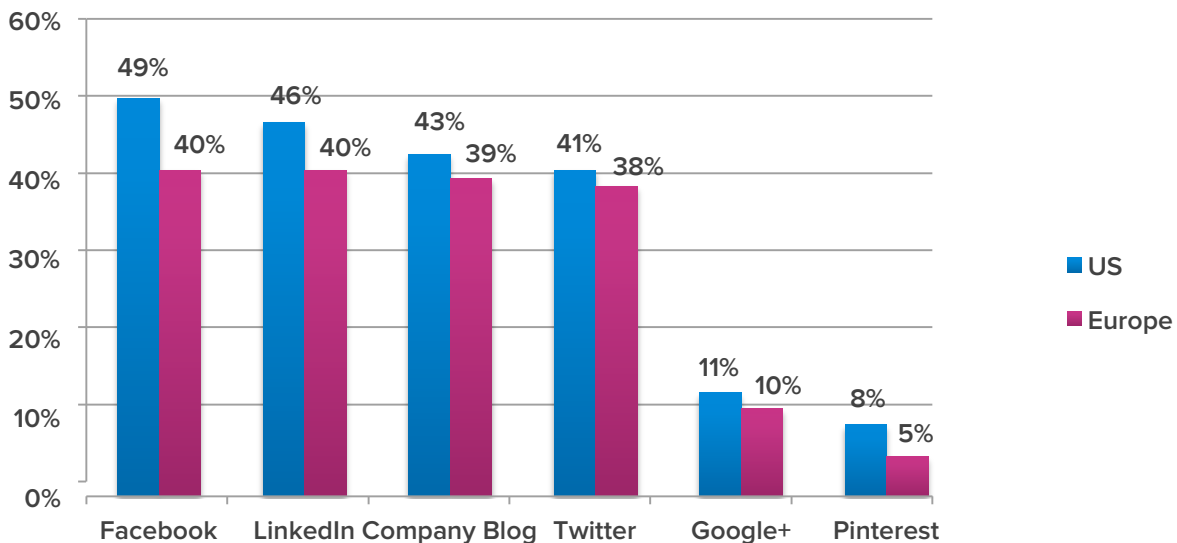
Where do European marketers source customers in 2013?

Facebook and LinkedIn are the top social platforms for acquiring customers in Europe, although performance on both is behind the U.S.

With social media becoming such an important source of leads for European marketers, we took a deeper look at what social platforms were generating actual customers.

Facebook, LinkedIn Top Channels for Acquiring Customers in Europe

Facebook, LinkedIn produced a customer for 41% of European marketers in 2013



There is a big difference in the success marketers are having with Facebook and LinkedIn when you compare the U.S. figures to those of Europe. While 50% of our U.S. respondents acquired a customer through Facebook, this number drops to 41% for Europe. When looking at LinkedIn, 47% of our U.S. respondents acquired a customer, but the number drops to 41% for Europe. In Europe, marketers are having as much success with Facebook as they are with LinkedIn, but need to do a better job at nurturing their social media leads into paying customers.



Key Takeaway #6

Leads from social media need to be nurtured in a different way than leads from other sources. With European marketers behind their U.S. counterparts when it comes to customer acquisition rates on both Facebook and LinkedIn, we put together the following resources to help you generate more business from each platform:

- [How to Turn Facebook Fans into Paying Customers \[eBook\]](#)
- [How to Master LinkedIn for Marketing \[Webinar\]](#)

7) Inbound Marketing Sales Conversions in Europe

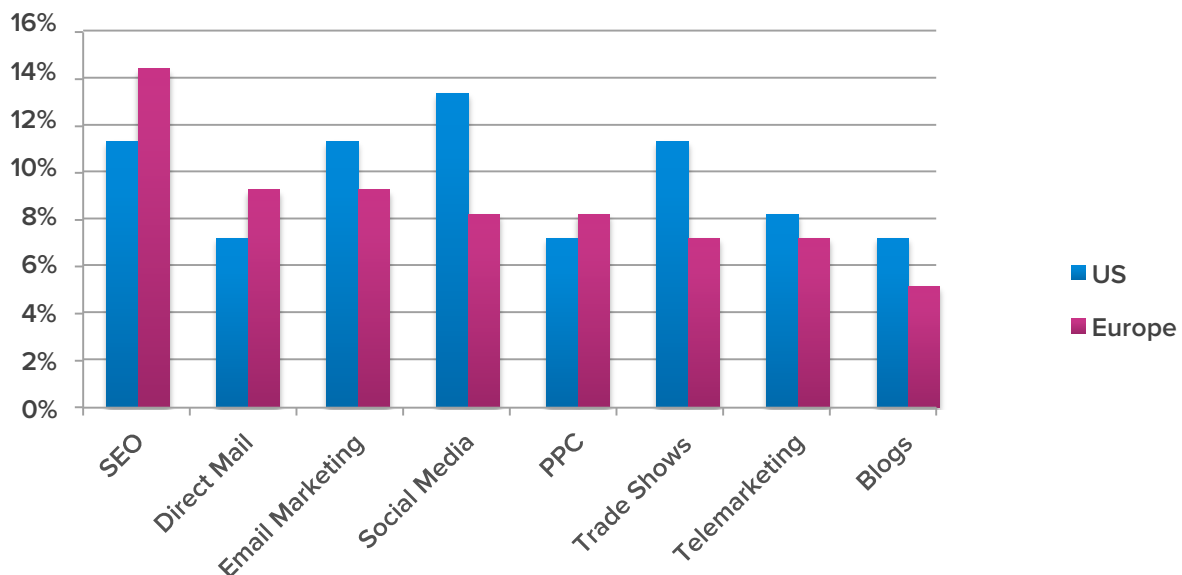
How effectively do inbound leads convert to sales?

SEO is the top inbound channel for generating customers, while many European marketers are struggling to convert social media leads into customers.

European marketing teams are frequently measured based on their ability to produce customers or wins, as we discussed earlier in this report. As a result of these performance metrics, European marketers should pay careful attention to their primary sales conversions – and dedicate support and resources to those channels that generate significant lead volume.

SEO Produces Solid Annual Lead Conversions in Europe

14% of SEO leads in EMEA converted at above-average rates in 2013



In Europe, SEO is reportedly the best source for generating leads that turn into customers. Following search, it is surprising to see both direct mail and email marketing receiving 9% of all responses, given that direct mail has been fading rapidly for others in our audience. Social media ranked behind both at 8%, as European companies may be struggling to convert leads from social media into actual sales. With social also sitting in the top two sources for leads generated and budget invested, it is important that marketers figure out how to better nurture these leads into customers in order to show ROI and gain additional support and resources.

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In France, when a company has to choose between investing in SEO or social media, the priority is too often given to SEO. SEO is now a trusted marketing channel in France, whilst social media still raises a lot of questions such as, where is the ROI, how do I get results from social media without having to allocate huge amounts of time to it, how do we engage with the different communities in our market, etc.

Isabelle Mathieu

Social Media Strategist (www.isabelle-mathieu.com)

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In the U.S., social media is actually the best channel for generating leads that turn into customers, at 13%. This makes sense, as Facebook and LinkedIn are much more successful in generating business for marketers in the U.S. compared to Europe.



Key Takeaway #7

For inbound to keep growing at its impressive rate, marketers will need to do a better job of understanding what sources are generating actual sales for their company. Closed-loop marketing, using analytics to track marketing and sales success from prospect to customer to sales close, and then analysing those steps to see which are the most successful, will become an important part of an inbound marketers role. To get started with closed-loop marketing and learn how you can tie sales back to your marketing initiatives, we'd recommend the following:

- [How Closed-Loop Marketing Works \[Blog Posts\]](#)
- [Introduction to Closed-Loop Marketing \[eBook\]](#)

8) Testing Adoption

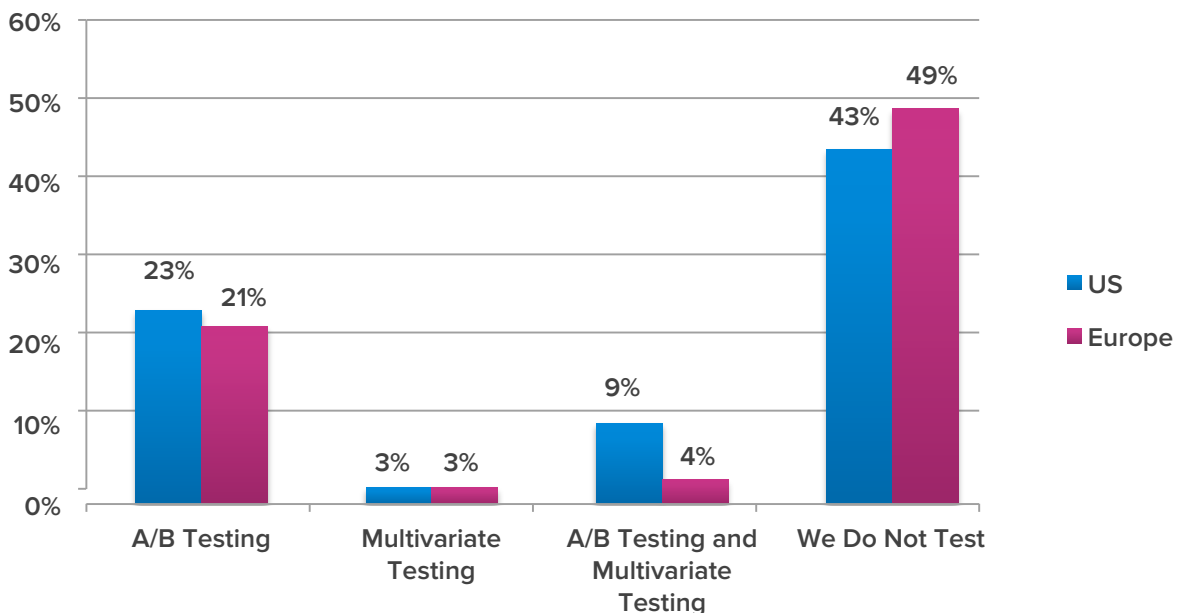
Do European marketers test their inbound strategies?

European marketers show room for growth in testing their inbound strategies to find out what works for their audiences.

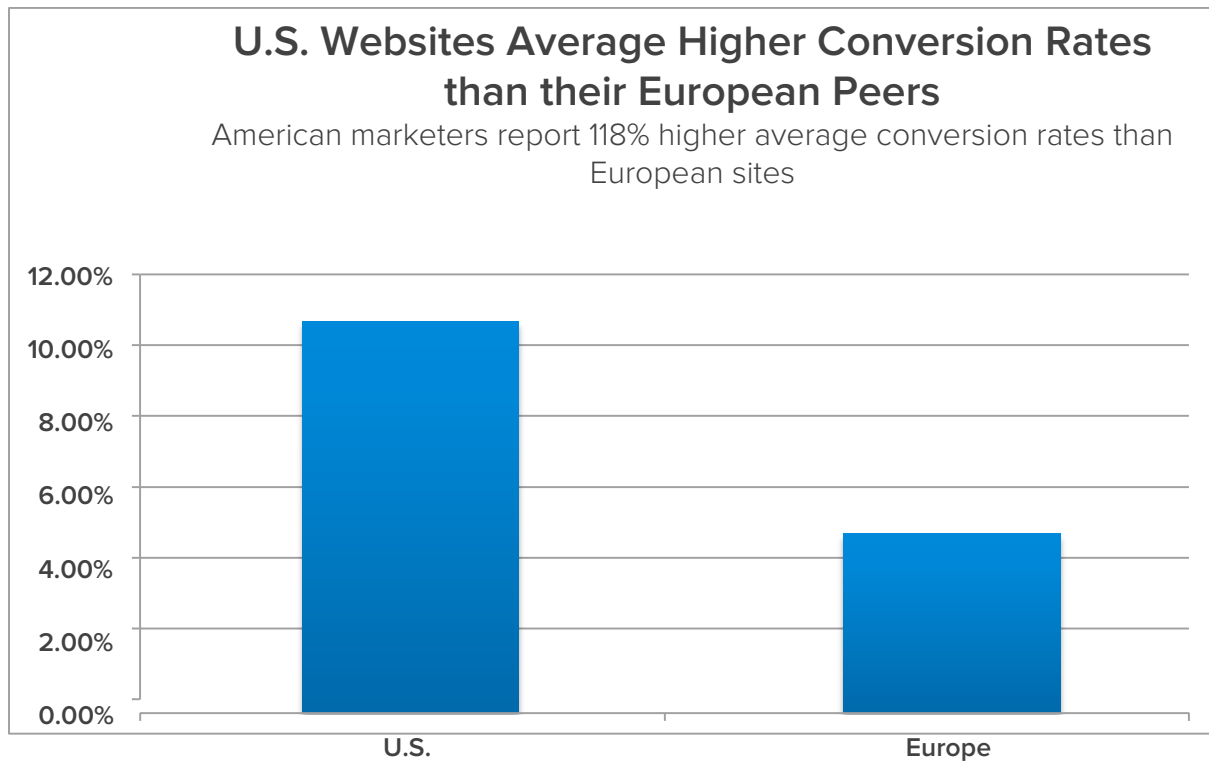
The great thing about inbound marketing is that marketers have so many tools to identify what marketing strategies are most effective, and how best to dedicate scarce resources. Because it gives so much concrete insights into the success of specific marketing campaigns by actually measuring these success rates, testing should play a core role in all inbound marketing strategies. Unfortunately, according to our research, an alarming number of marketers don't seem to be doing any form of testing in 2013.

Few European Marketers Make Testing Central to their Inbound Strategy

Nearly half of European marketers do not test their inbound efforts



In fact, as you can see in our data, only 25% of marketers in Europe are doing some form of testing - either A/B tests or multivariate - as part of their inbound strategy. Further, 49% of European marketers reported not testing at all, a rate 5% worse than the U.S. This testing delta may prove to be a key factor in the U.S.'s better reported website conversion rates, which are nearly double European rates - a 10.7% average vs. Europe's 5.7%.



The total number of European marketers testing their inbound marketing becomes more alarming when one considers the principles behind A/B tests – namely, that they are quick to create but have potentially huge gains. According to the data, European marketers face a massive opportunity for marketers to make testing a big part of their inbound marketing and gain a competitive advantage over those who are doing no form of testing.

“

It's great to see this research work extended into Europe. By far the most interesting statistic for me was seeing that 30-35% of companies are still not running tests around their online marketing. Those companies are leaving significant improvements on the table - getting a return from early split tests is very likely in my experience. I hope that the next few years will see strong growth in companies focussing on conversion rate improvements.

Will Critchlow

CMO, Distilled

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Key Takeaway #8

To succeed at inbound marketing, make testing part of the overall strategy. Running simple A/B tests for both landing pages and email can have a huge impact on a marketer's success and ROI. To help you get started with a test program for your company, we have put together the following resources:

- [A/B Testing in Action: 3 Real-Life Marketing Experiments \[Blog Posts\]](#)
- [An Introduction to Using A/B Testing for Marketing Optimisation \[eBook\]](#)
- [Optimise Landing Pages for Conversion \[eBook\]](#)

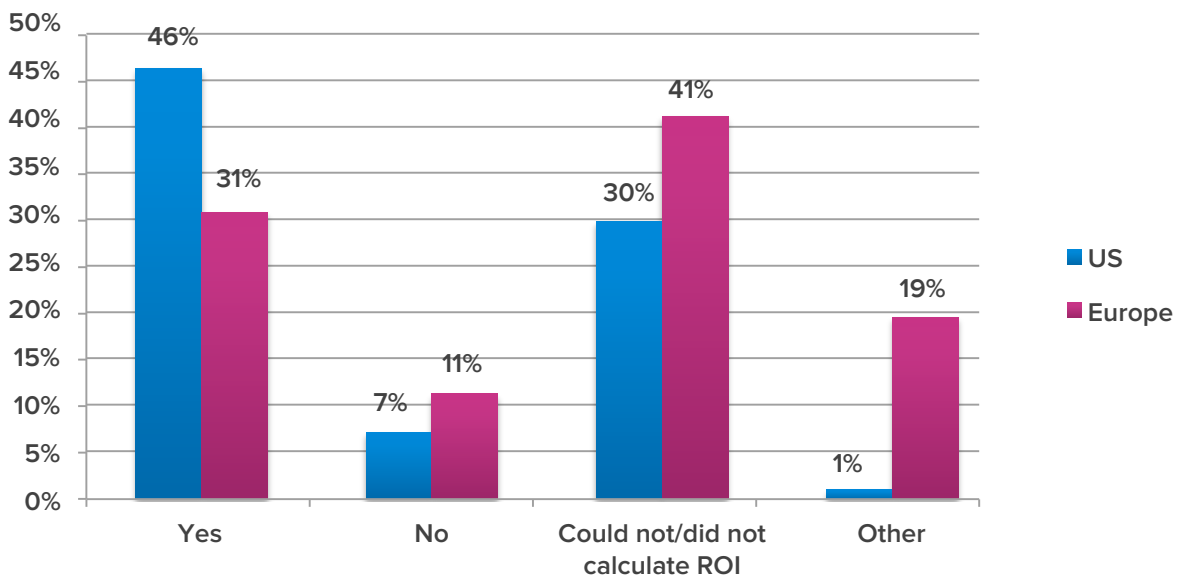
9) Inbound Marketing's ROI

Does inbound marketing produce ROI in Europe?

European marketers are having measured success with inbound marketing, with 30% confirming that inbound generated positive ROI for their company. This is still smaller than the U.S., where 45% see positive returns. This can be explained by the 40% of marketers in the European markets who do not track ROI, 11% more than the 29% of U.S. marketers who have yet to sort out their ROI analytics.

European Marketers Can Improve Inbound Marketing ROI Calculation

30% of EMEA marketers confirmed inbound's ROI, but 40% could not calculate ROI in 2013

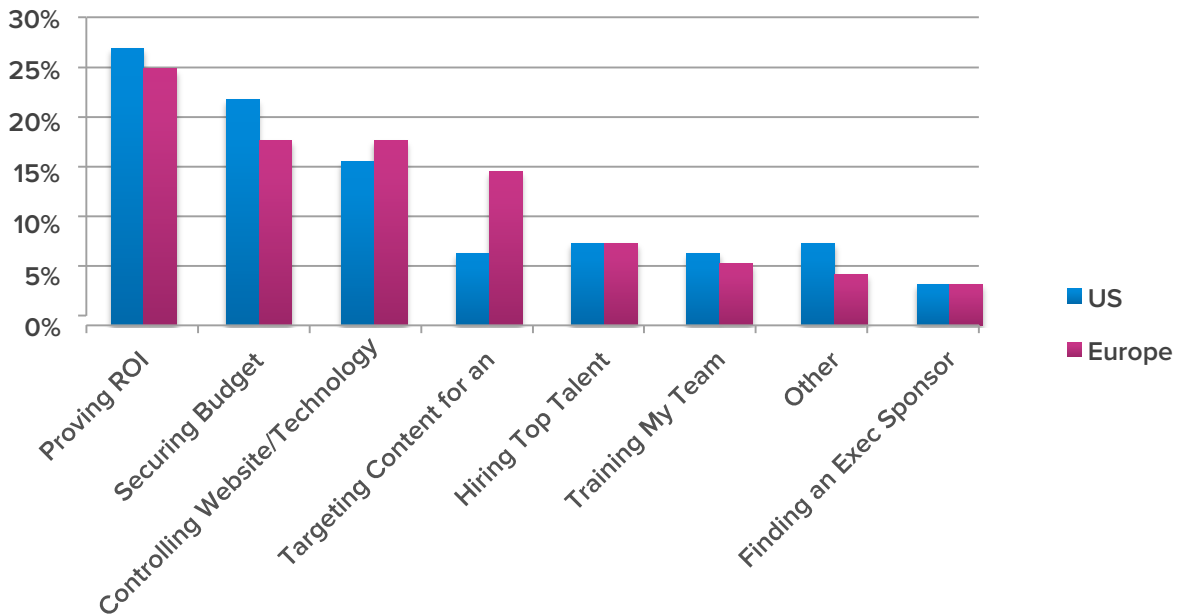


The fact that so few marketers track their success at inbound marketing is, indeed, troubling. For inbound budgets to continue to rise in the coming years, more marketers will need to concretely track their successes. No executives are going to continue to pay for a strategy with unproven results. No matter how much they are bought into the promise of inbound marketing, marketers need to prove their case with data detailing their strong performance.

Unsurprisingly, European marketers listed this as their top marketing challenge for 2013, as you can see in the chart below.

International Marketing Challenges Focused Around ROI Analytics

1 in 4 of European firms concerned with proving ROI of inbound

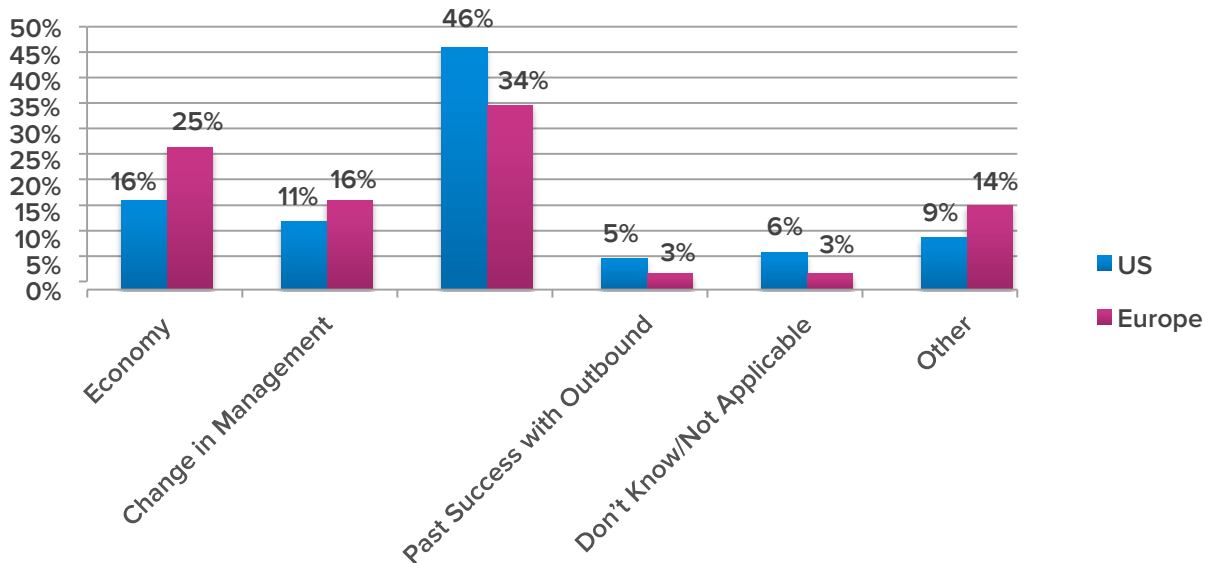


With so few able to track the ROI of their activity, future success for marketers depends on focusing their priorities on seeing returns in the first place. A shocking and unexpected statistic uncovered in our research reveals that tracking ROI is one of the least important areas of focus for European marketers currently. (As highlighted in the second key takeaway earlier, just 13% of European marketers prioritize ROI as their most important priority this year.)

The good news? Inbound marketing is built on the premise of using analytics and tracking to produce hard success metrics. Once marketers hammer out which numbers to pay attention to, and which analytic tools will provide their necessary data, we should see these ROI tracking numbers improve. Also encouraging to the long term prospects of inbound marketing in Europe is the fact that European marketers who do track and prove the ROI of their inbound marketing are able to secure additional budget.

Economic Influences Remain a Critical Factor in European Budget Allocations

Nearly 1 in 3 marketers reported the economy impacted budgets in 2013



40% of international marketers did not calculate the ROI of inbound marketing - quite an astonishing find, really. One of the wonderful things of inbound marketing is that, for the most part, it is accountable and ROI can and should be tracked. Not only that, but it needs to be continually optimised as well, so you are sure that you are making the most of your budget and providing the content which converts your target audience at the highest rate. As we know, all leads are not equal - and neither is all content

Kath Pay

Owner, PlantoEngage

twitter.com/kathpay





Key Takeaway #9

Tracking and proving the ROI of inbound must become a major focus for European marketers. It's difficult to make a case for inbound without being able to tie it back to leads and sales. It's also clear that, when the results of inbound are visible, the support and budget from within the company drastically increases. It may sound intuitive, but the challenge of tracking remains. To start doing so more easily, we suggest this HubSpot eBook:

- [How to Unlock the ROI of Your Marketing with Analytics \[eBook\]](#)

10) European Hiring Trends

What are critical European hiring and personnel allocation trends for 2013?

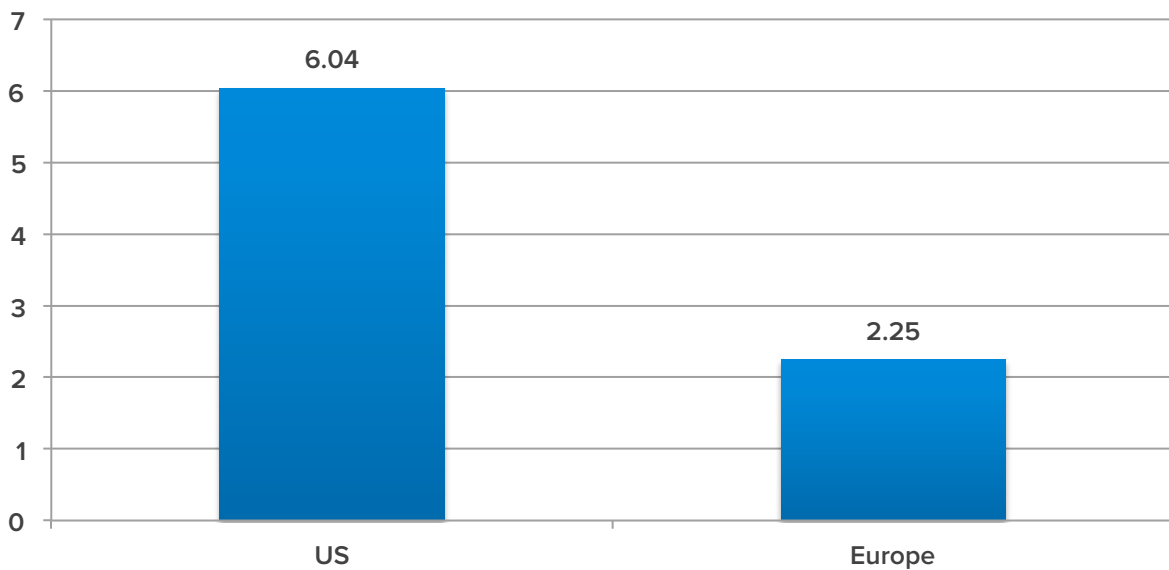
European marketing teams are set to hire more inbound marketers in 2013, but at a slower pace than the U.S., with social media receiving the most dedicated resources.

With nearly 60% of marketers stating they practice inbound marketing strategies, 42% of which plan to increase their budgets accordingly, marketers are starting to grow their teams quickly.

On average, European teams plan to hire two marketers to their teams this year, well behind the U.S. at six hires, but encouraging nonetheless. The discrepancy between the two is probably reflective of how successful inbound marketing has been in each region, with Europe behind the U.S. in website conversion rates and measuring ROI, among other areas. The European figure will also be impacted by the current economic climate.

Europe's Hiring Lags U.S. Plans for 2013

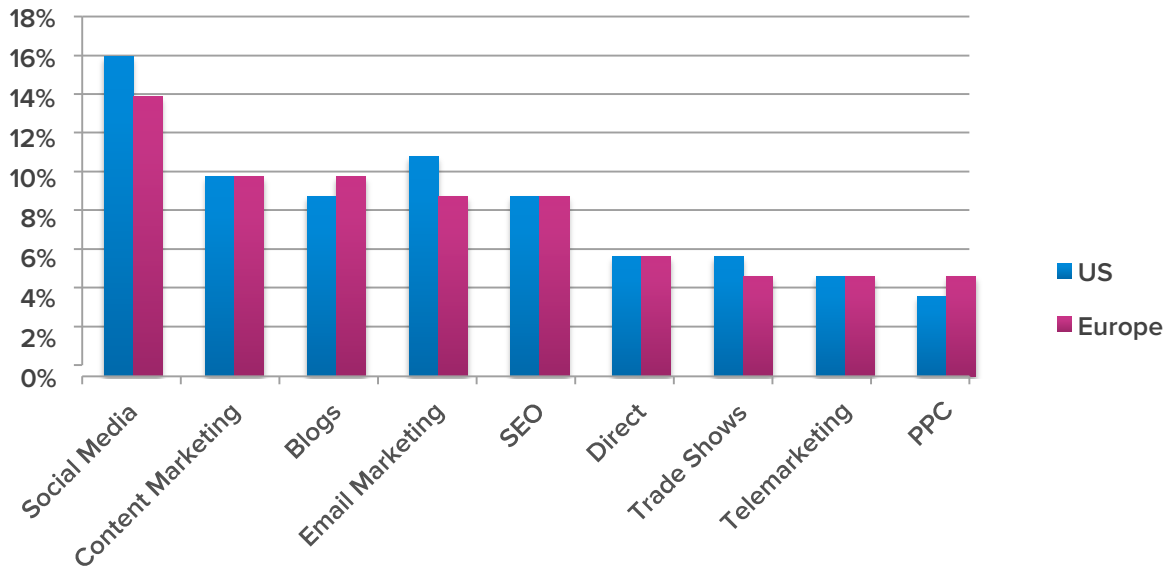
European teams will grow by an average of 2 members this year



Looking at where European companies are allocating internal resources, we see social media (14%), content marketing (10%), and blogs (10%) are the main areas of focus.

Social Media the Leading Personnel Allocation Among EMEA Marketers

14% of companies allocate a full-time marketer to the social media channel

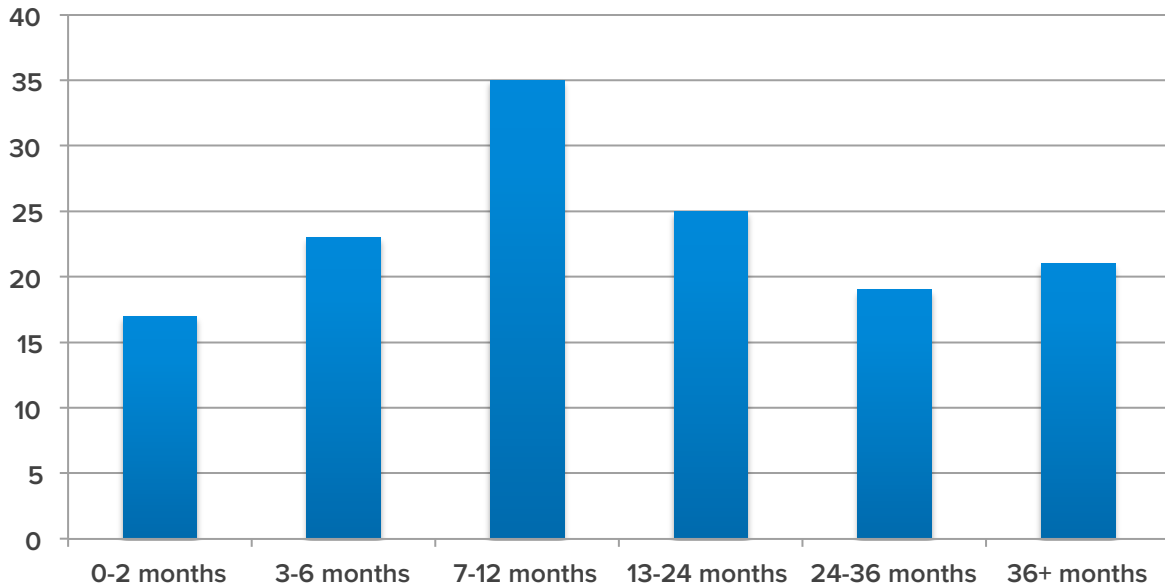


As European blogs mature, we suspect that marketers will allocate more full-time resources exclusively to developing content.

At present, the average age of a European blog is under one year, whereas the average age of a blog in the U.S. is three years or older.

European Blogs Are, On Average, Less than a Year Old

25% of EMEA blogs were developed in the past 7 to 10 months



One thing is clear from the data: we are going to need a lot more inbound talent in Europe and companies will need to put plans in place to help create future inbound marketing stars.

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We're getting more requests to run workshops and assist with hiring. I think many European businesses recognise (as do we) that a good graduate hiring and training scheme is the key to solving the dire lack of available candidates in the inbound recruitment market.

Richard Baxter

CEO UK, SEOGadget.com

twitter.com/richardbaxter

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Key Takeaway #10

Europe is scaling its inbound marketing teams. Hiring marketers with the right talents mean seeking bloggers, social media managers, and content creators and strategists. However, these hires must have a holistic understanding of marketing as, again, inbound marketing ties together multiple channels to drive visitors all the way down to sale.

With European companies set to increase their marketing teams by an average of two in 2013, we put together this kit to help you build a modern marketing team around the same skills that have helped HubSpot generate 80,000 leads per month:

[- Building a Modern Marketing Team Kit \[Free Kit\]](#)