

86

*Revealing Charts
from the*



————— Data For Public Use —————

Data to Grow Your Business

- HubSpot surveyed over 3,300 marketers across the globe to study the inbound marketing landscape.
- These slides contain critical charts from the 2013 State of Inbound Marketing Report.
- All contents are for **public use**. Please feel free to use or cite the data to benefit your business.

A Letter from HubSpot's CMO



MIKE VOLPE

CMO, HubSpot

[@mvolpe](#)

“

Over the past five years, we've witnessed a tectonic shift in how people work and live, and marketers have started to adapt. Engaging consumers is no longer about pushing out interruptive messages. It's about connecting with people in the places and on the devices they prefer. It's about integrating content and context for a richer, relevant, and personalized experience, from the time someone first hears about your brand to the point they're buying your product and telling their friends about it. It's about creating marketing people love: inbound marketing.

Every year since 2008, HubSpot has asked the marketing community to share what inbound marketing means to them and their companies. This year's research sought to uncover insights on everything from inbound marketing industry adoption (58% say "I'm inbound!") to the resources marketers are dedicating (inbound budgets have grown nearly 50%).

The 2013 State of Inbound Marketing Report highlights how the industry has evolved and uncovers opportunities we still have for growth. We're honored to conduct this research and to track the transformation of marketing as it occurs. And we're pleased to share this report with you.

For the love of marketing,
Mike Volpe

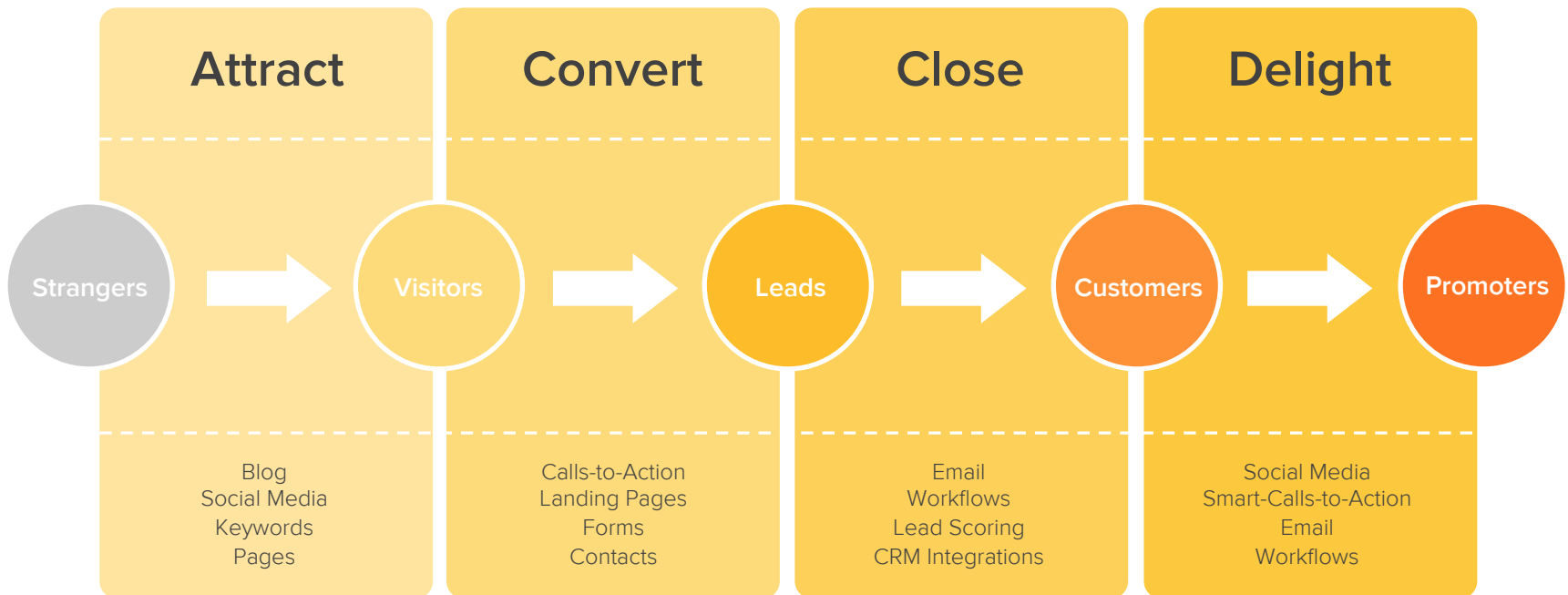
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WHAT IS **INBOUND** MARKETING?

Inbound Marketing Methodology

- Inbound marketing is not a tactic, channel, or technology. It's a way to approach to your marketing to capitalize on the way consumers make buying decisions today.
- Inbound marketers understand that people value personalized, relevant content and connections -- not interruptive messages -- at every stage of the marketing funnel.
- Inbound allows you to attract visitors, convert leads, close customers, and delight them into promoting your business to others.



Top Ten Insights: 2013 Report

- 1. Inbound Marketing's Rise:** Nearly 60% practice inbound.
- 2. Stronger ROI Than Traditional:** Twice as many marketers see below-average leads via inbound
- 3. Traditional Is Fading:** Inbound grew around 50% for the third straight year.
- 4. Definition and Data:** Some marketers still struggle with defining and analyzing inbound.
- 5. Capturing a Difficult Audience:** Inbound cuts through the cluttered internet to reach consumers at every stage of their buying decisions.

Top Ten Insights: 2013 Report

- 6. Smarter Marketing:** Automation of certain tactics allows marketers to focus on newer tasks like blogging.
- 7. Inbound Means Marketing:** Successful marketers grasp that inbound is not a channel or a technology but a strategy.
- 8. Consumers Win:** Inbound creates marketing people love because it adds value at every stage.
- 9. Marketers Win, Too:** No longer cost centers to companies or nuisances to consumers, marketers are more lovable (and important) than ever.
- 10. Content And Context:** Content is just *part* of the equation. Context systems like CRMs are still needed to personalize the buyer journey and drive real ROI.

Section Navigation

Jump Directly to the Data You Need Most

[Section One: Are You Inbound? Executive Insights Into Inbound Marketing](#)

1. [Marketing's adoption of inbound](#)
2. [How does inbound marketing integrate with your business?](#)
3. [Consumer-focused companies and ROI](#)
4. [Inbound's ability to connect marketing to sales](#)
5. [What are marketers' main goals in 2013?](#)
6. [What are marketers' biggest challenges in 2013?](#)
7. [Internal support for inbound](#)
8. [Internal resistance to inbound](#)

[Section Two: Why Do Inbound? The Business Case for Adopting Inbound Marketing](#)

1. [The ROI of inbound marketing](#)
2. [Cost per lead and cost per customer via inbound](#)
3. [Inbound vs. outbound lead sources](#)
4. [Average costs per lead](#)
5. [Conversions by channel](#)
6. [Budget allocation and inbound marketing](#)
7. [Budget comparison: inbound vs. traditional](#)
8. [What numbers do inbound marketers track?](#)

Section Navigation

Jump Directly to the Data You Need Most

[Section Three: How to Do Inbound? Critical Optimization, Testing, and Technology Considerations](#)

1. [Inbound lead scoring](#)
2. [Average site conversion rates](#)
3. [Testing and optimization](#)
4. [Technology concerns](#)

[Section Four: Who Does Inbound? Building an Inbound Marketing Team](#)

1. [Staffing considerations](#)
2. [Time allocation](#)
3. [Team growth](#)
4. [Growth by segment & region](#)



1

ARE YOU INBOUND?

Executive Insights on Inbound Marketing's
Growth and Industry Saturation

This section looks at inbound marketing's current industry saturation, the benefits of organization-wide alignment, and the need for continued focus on larger business goals.

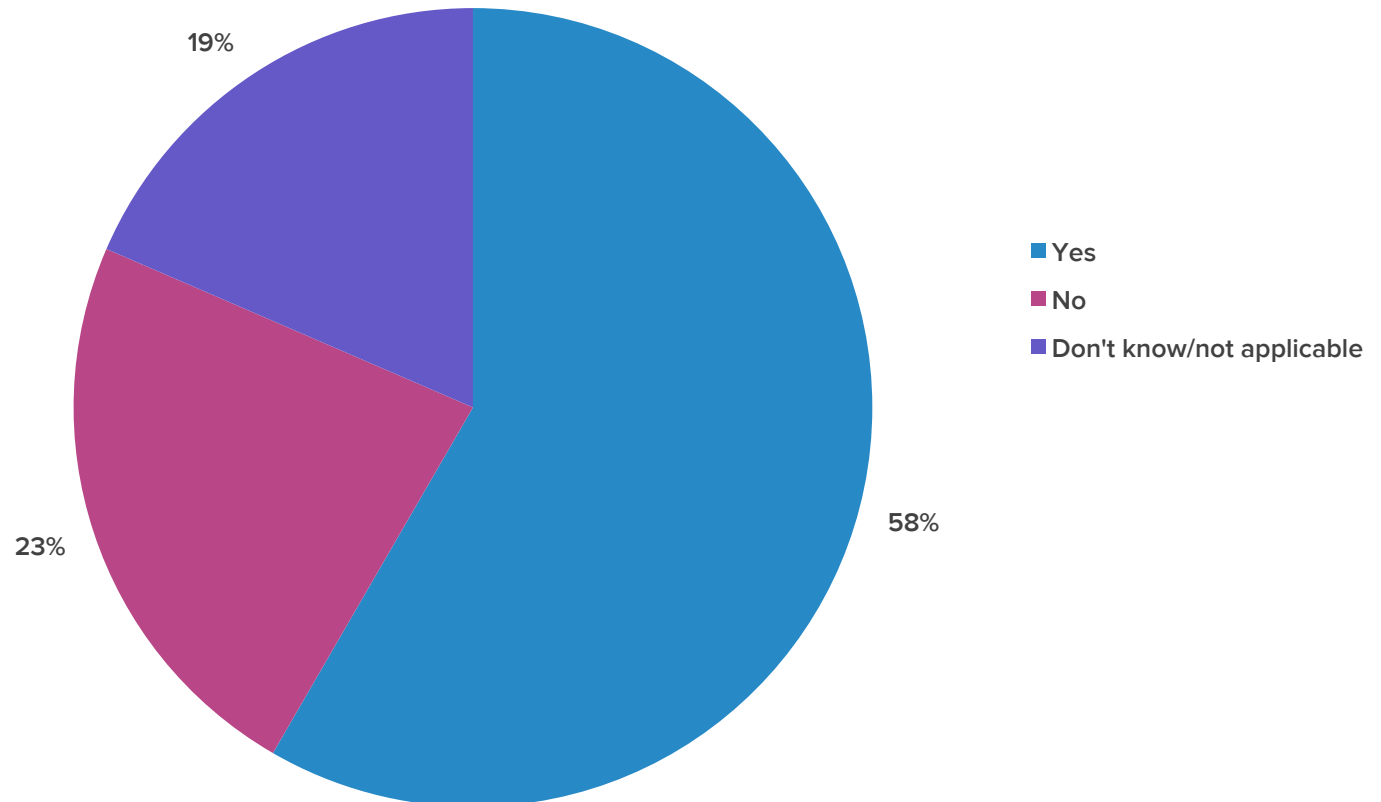
Section 1

Inbound's Industry Saturation

How prevalent is inbound marketing?

Inbound Adoption Reaches Majority, but Educational Opportunities Remain

Nearly 60% of marketers have adopted inbound strategies, while 19% unsure how to categorize efforts



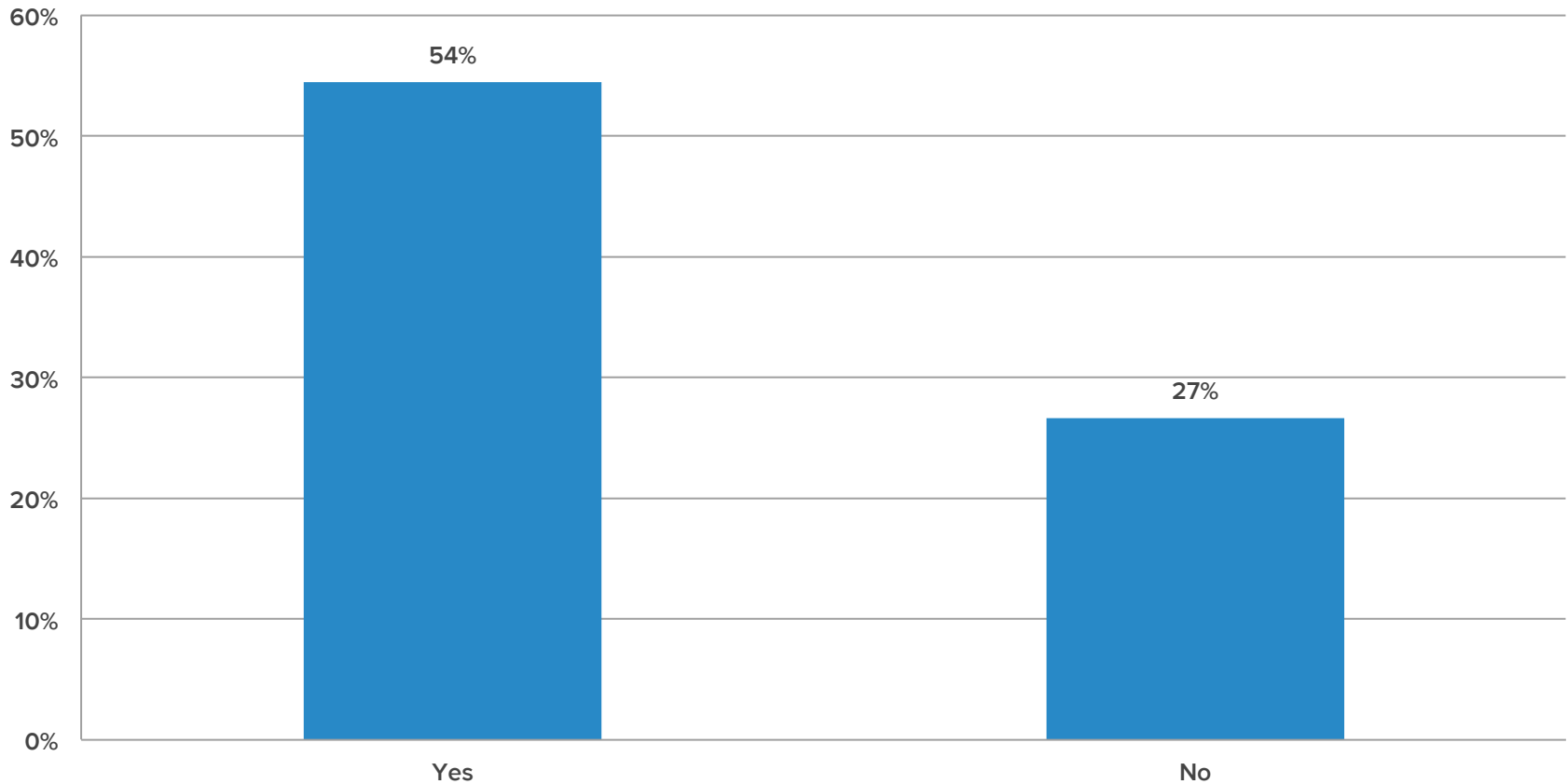
Survey
N =3,339

Q: Does your company do inbound marketing?



Majority of CEOs Report Inbound Marketing Adoption

54% of CEOs focused on Inbound for 2013; 4% lower than overall industry growth rates



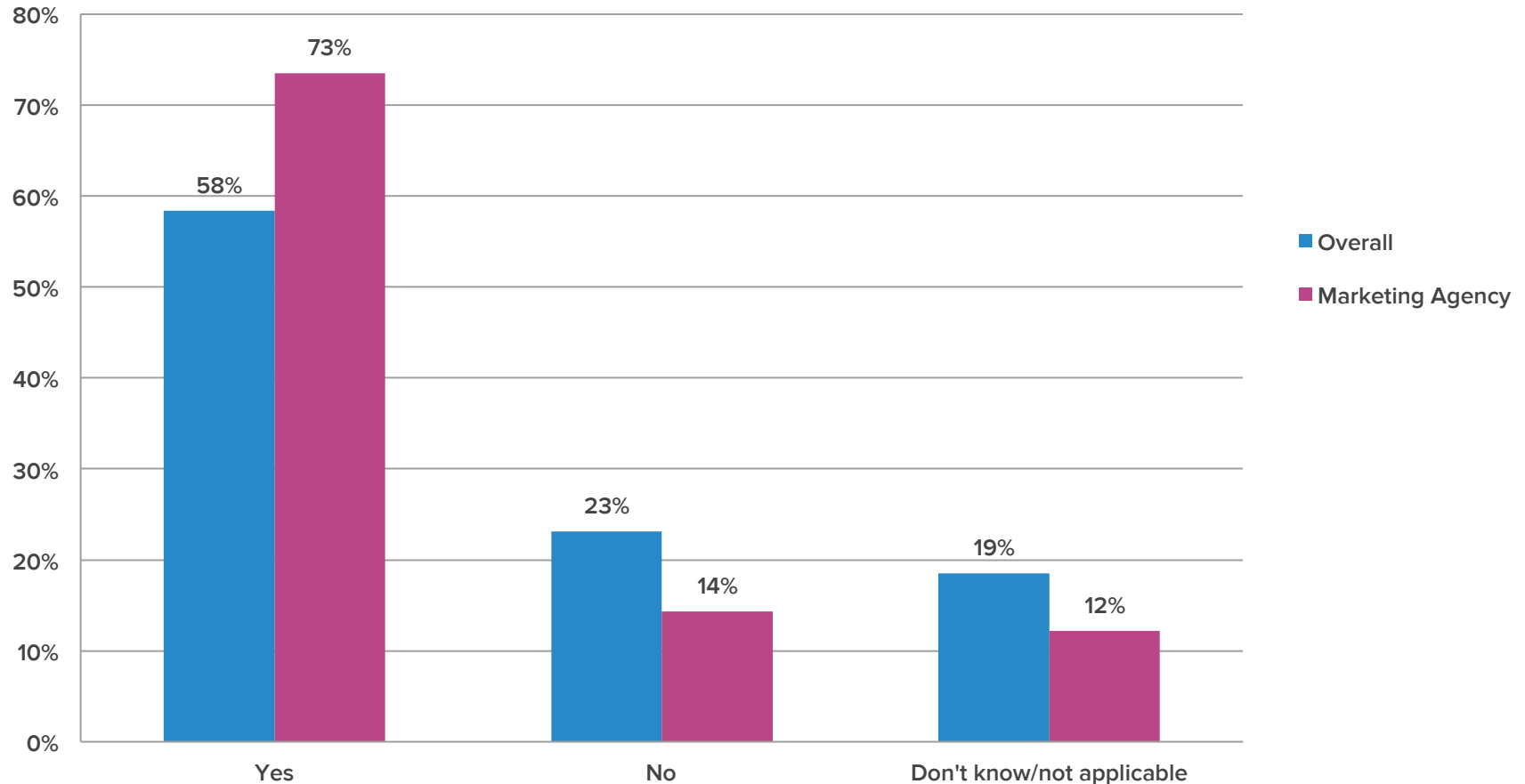
Survey
Segment
N =195

Q: Does your company do inbound marketing?
*Chart shows just CMO/CEO responses



Agencies Implement Inbound Marketing Strategies Ahead of Industry Averages

Nearly 75% of agencies use inbound marketing in 2013



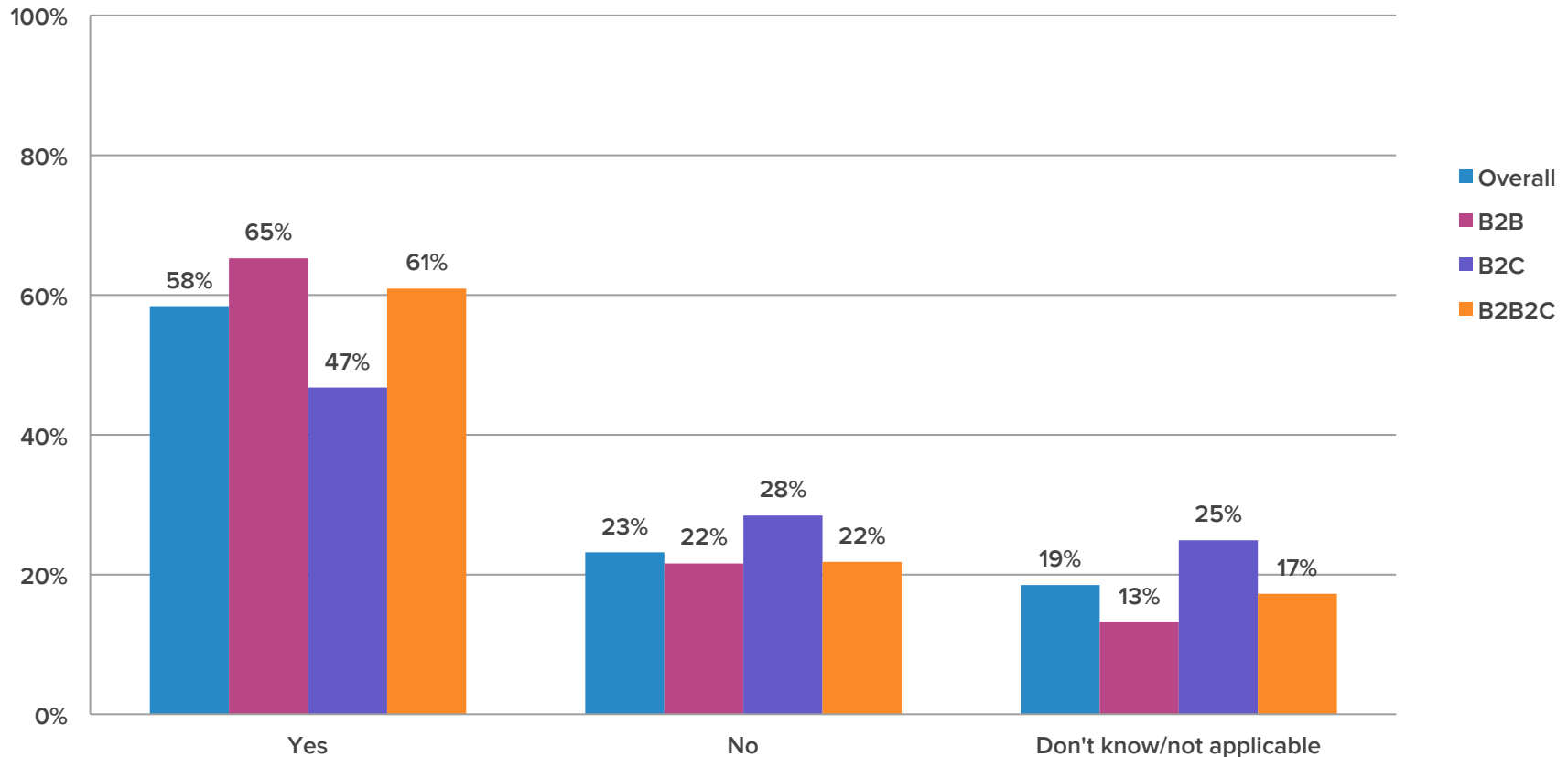
Survey
Segment
N =412

Q: Does your company do inbound marketing?
*Chart shows just agency responses



B2C Companies Lag in Inbound Marketing Implementation

38% more B2B firms embrace inbound strategies than B2C companies for 2013



Survey
Segment
N =1,917

Q: Does your company do inbound marketing?
*Chart shows responses segmented by business model



A WORD FROM THE WISE

“

Inbound marketing is global! I find it fascinating that what was once a controversial idea evangelized by a handful of us way back in 2007 has spread to smart marketers everywhere who want to grow their business now.

David Meerman Scott, @dmscott
Author, *The New Rules of Marketing & PR*,
HubSpot Marketer in Residence

”

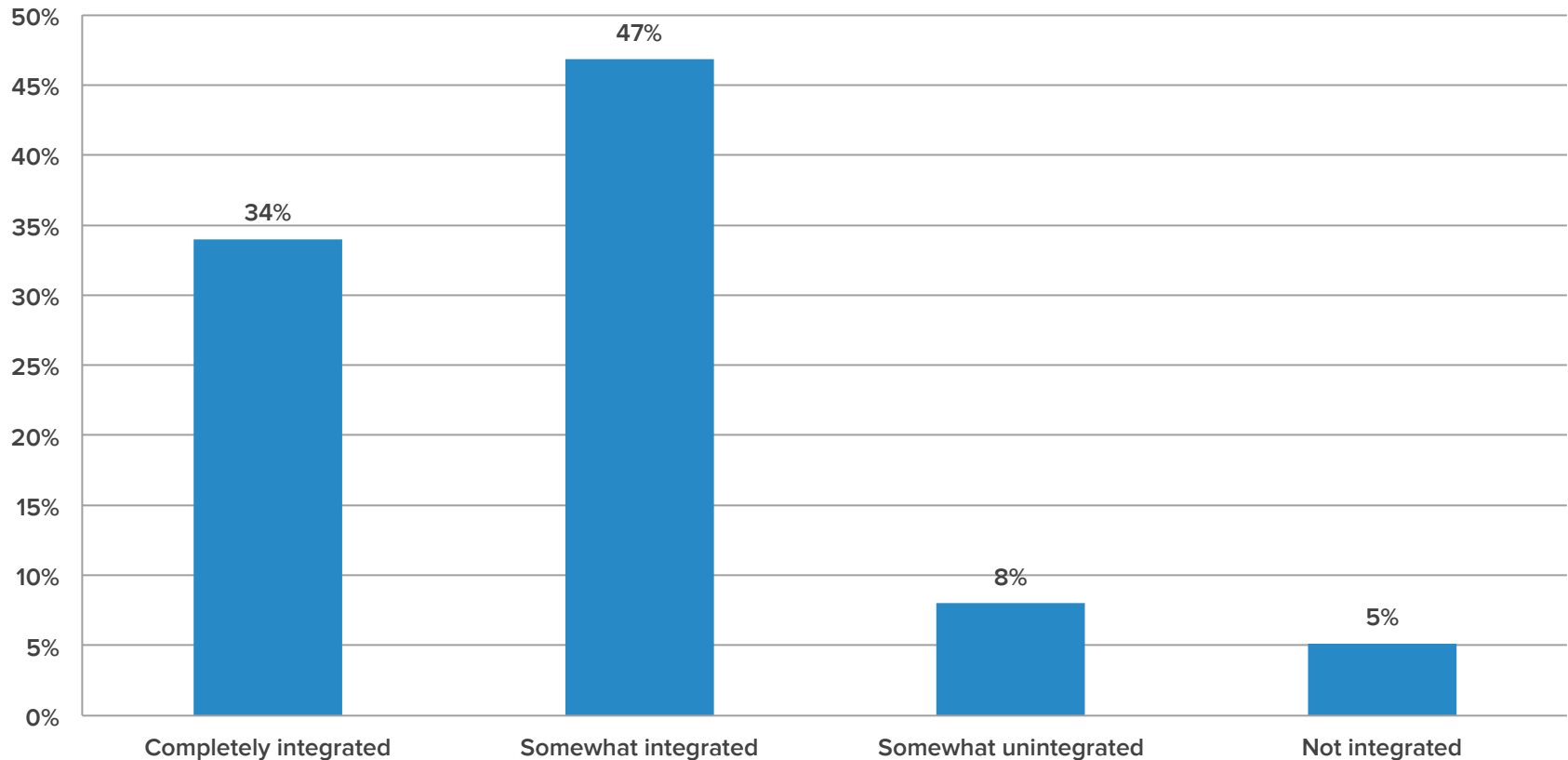
Section 2

Where Does Inbound Fit?

Strategy integration between inbound and other marketing initiatives

Majority of Marketers Integrate Inbound With Corporate Strategy

81% of inbound strategy is at least somewhat integrated with broader goals



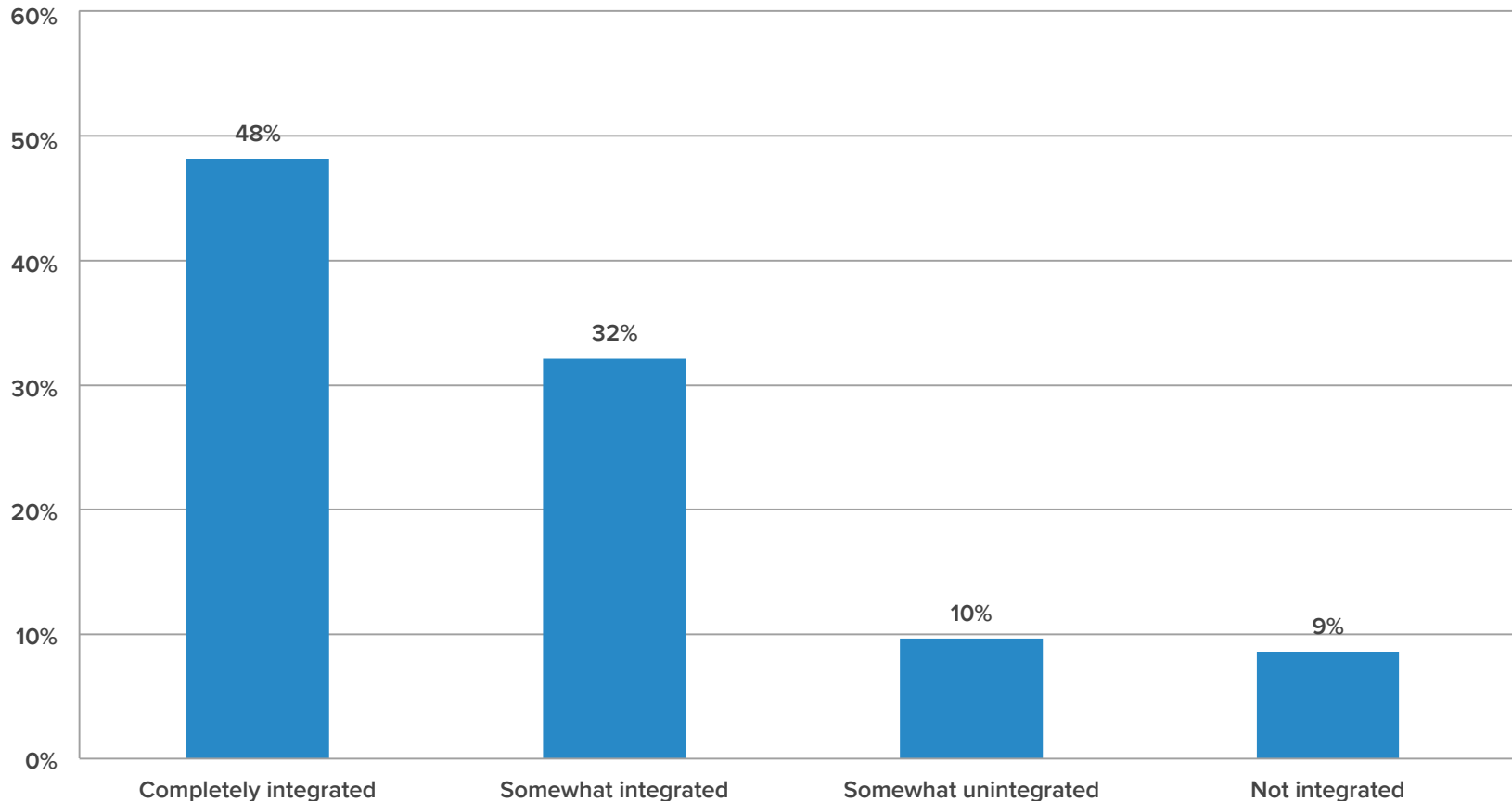
Survey
N =3,339

Q: How integrated is your company's inbound marketing strategy with your larger marketing strategy?



Most CEOs Report Complete Inbound Integration

Nearly half of CEOs link inbound with larger marketing goals



Survey N
=195

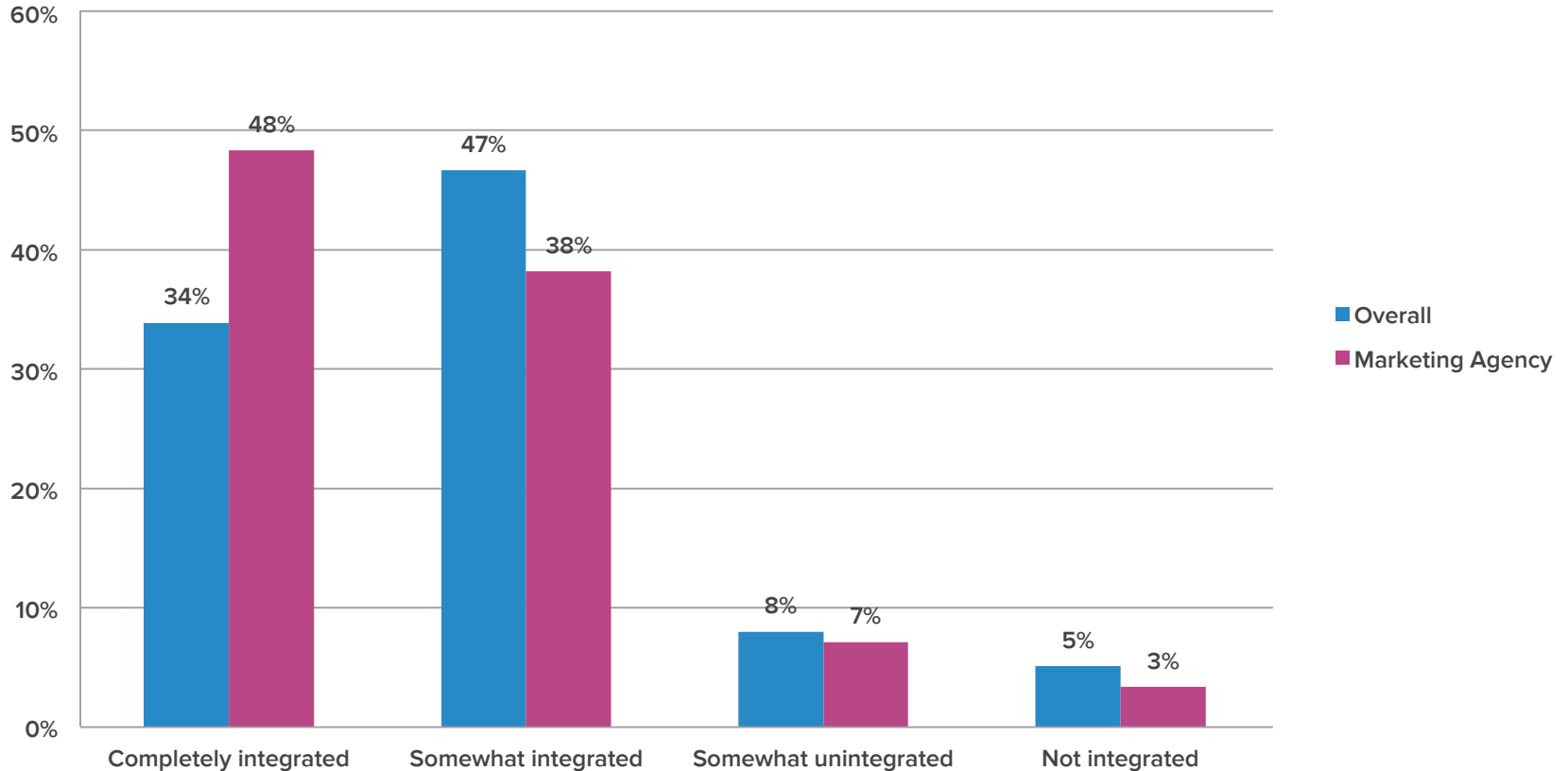
Q: How integrated is your company's inbound marketing strategy with your larger marketing strategy?

*Chart shows just CMO/CEO responses



Agencies Prioritize Integrating Inbound Marketing With Broader Goals

Almost 50% of agencies fully integrate marketing and inbound strategies



Survey
Segment
N =412

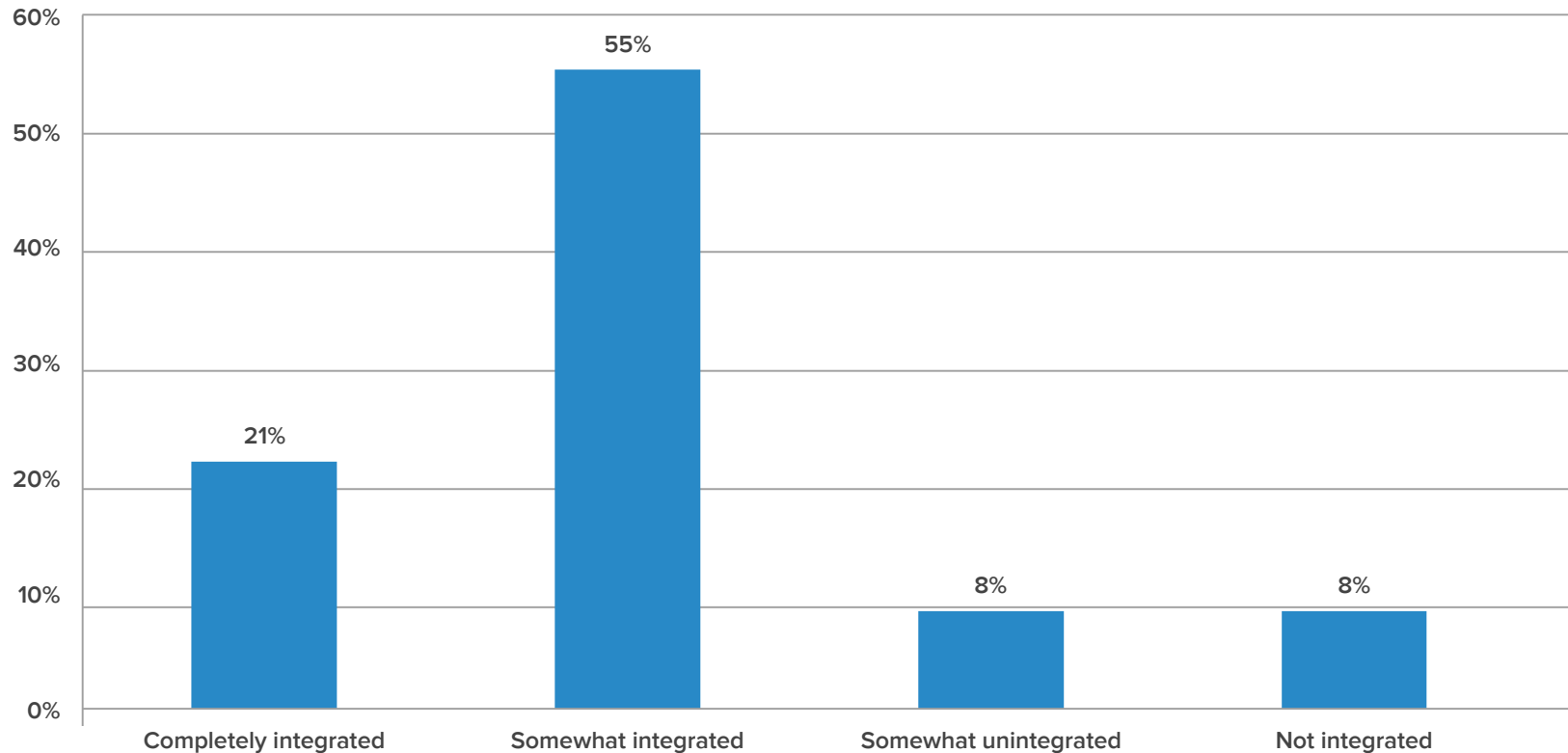
Q: How integrated is your company's inbound marketing strategies with your larger marketing strategy?

*Chart shows just agency responses



Enterprise Firms Not Yet Fully Integrating Inbound Marketing

Just 21% of enterprise companies completely assimilate inbound marketing with larger strategy



Survey
Segment
N =560

Q: How integrated is your company's inbound marketing strategy with your larger marketing strategy?

*Chart shows just enterprise responses [firms with 200+ employees]



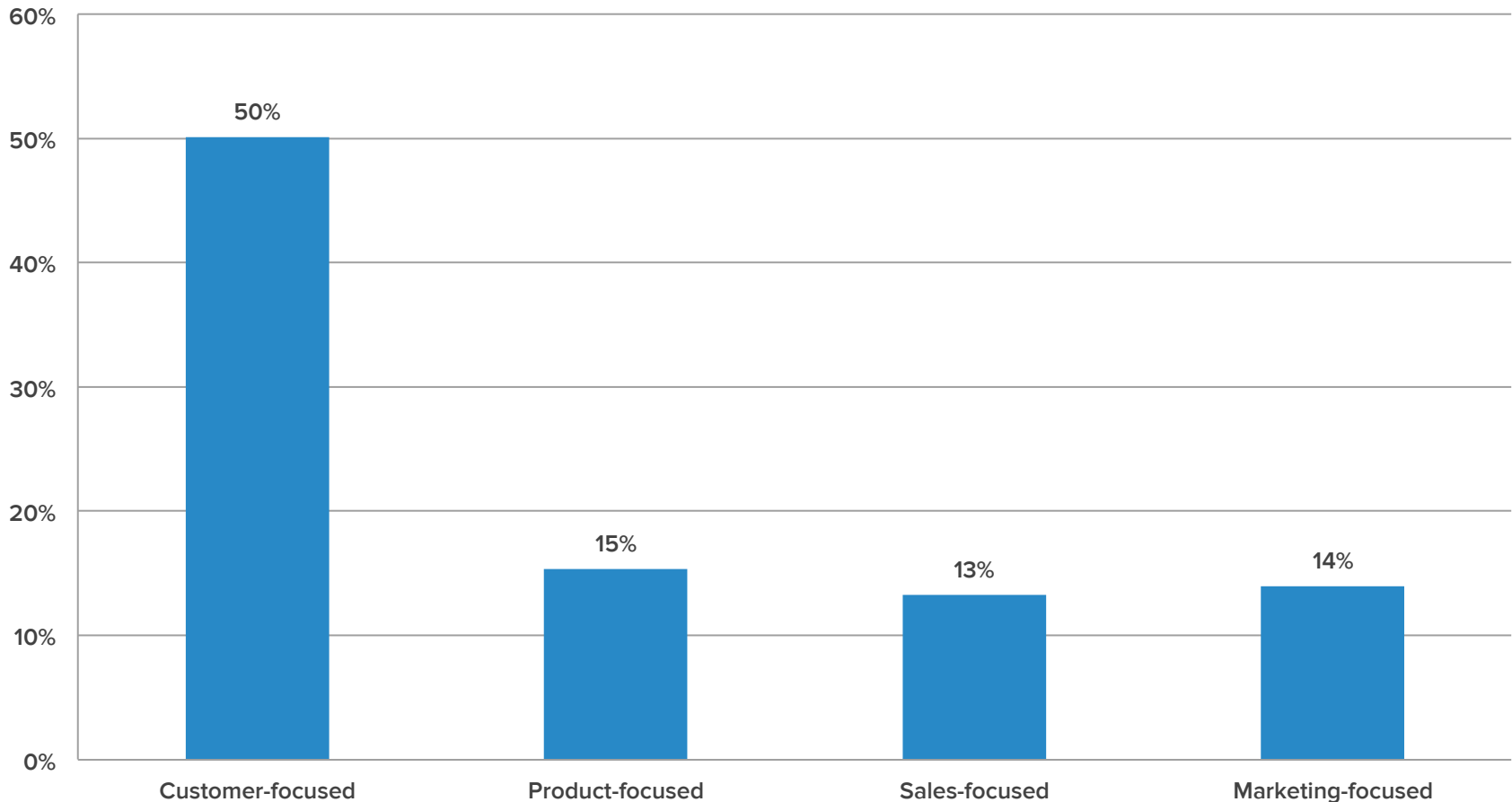
Section 3

Focus Shifts to the Consumer

Analyzing businesses' increasing focus on
the consumer in 2013

Customer-Focused Companies Dominate

Half of marketers report their companies are primarily focused on customers



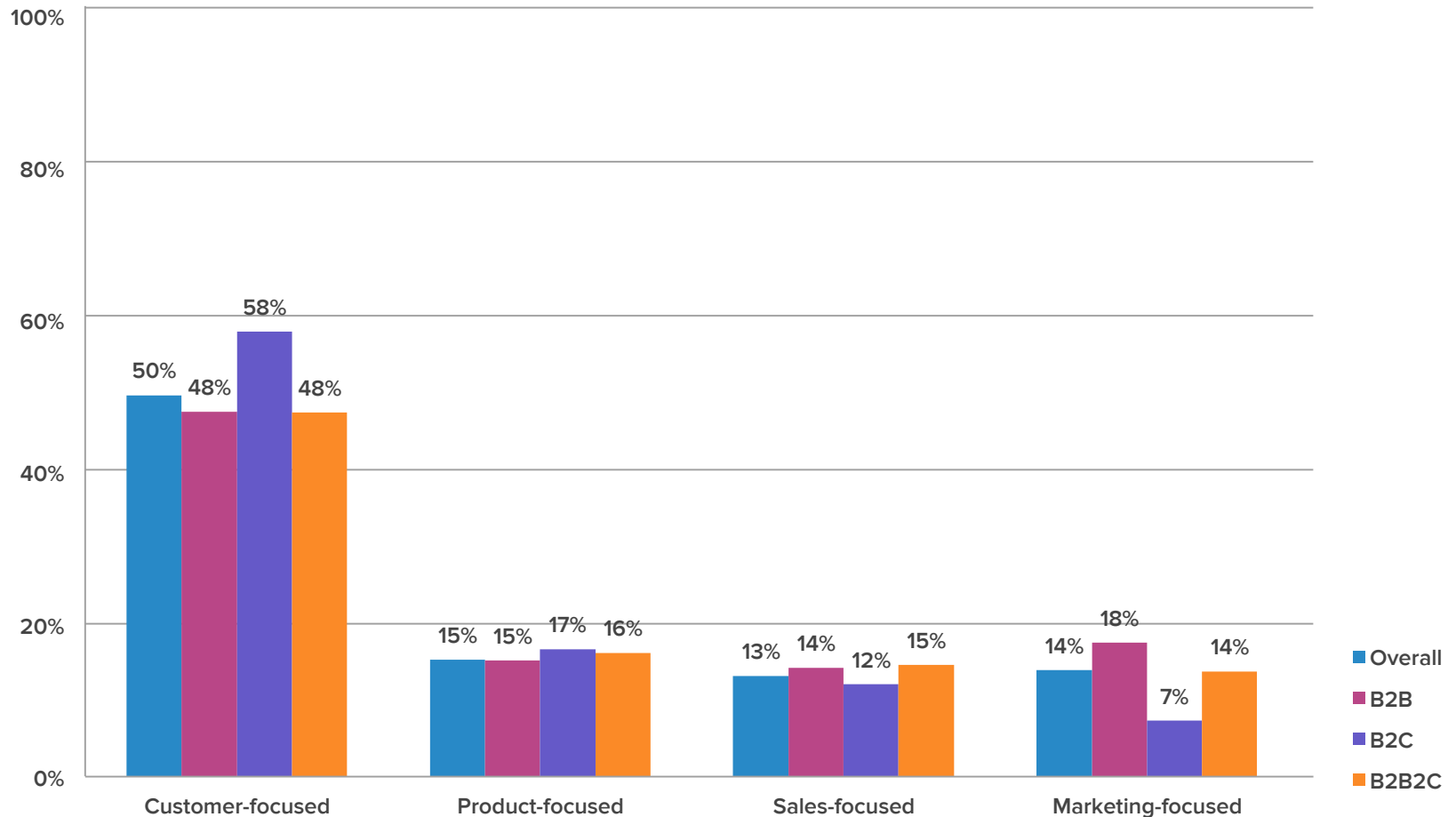
Survey N
=3,339

Q: Do you consider your company to be primarily customer-focused, marketing-focused, product-focused, or sales-focused?



Customer Focus Central to B2C Strategy

58% of B2C companies primarily customer-focused



Survey
Segment
N =1,917

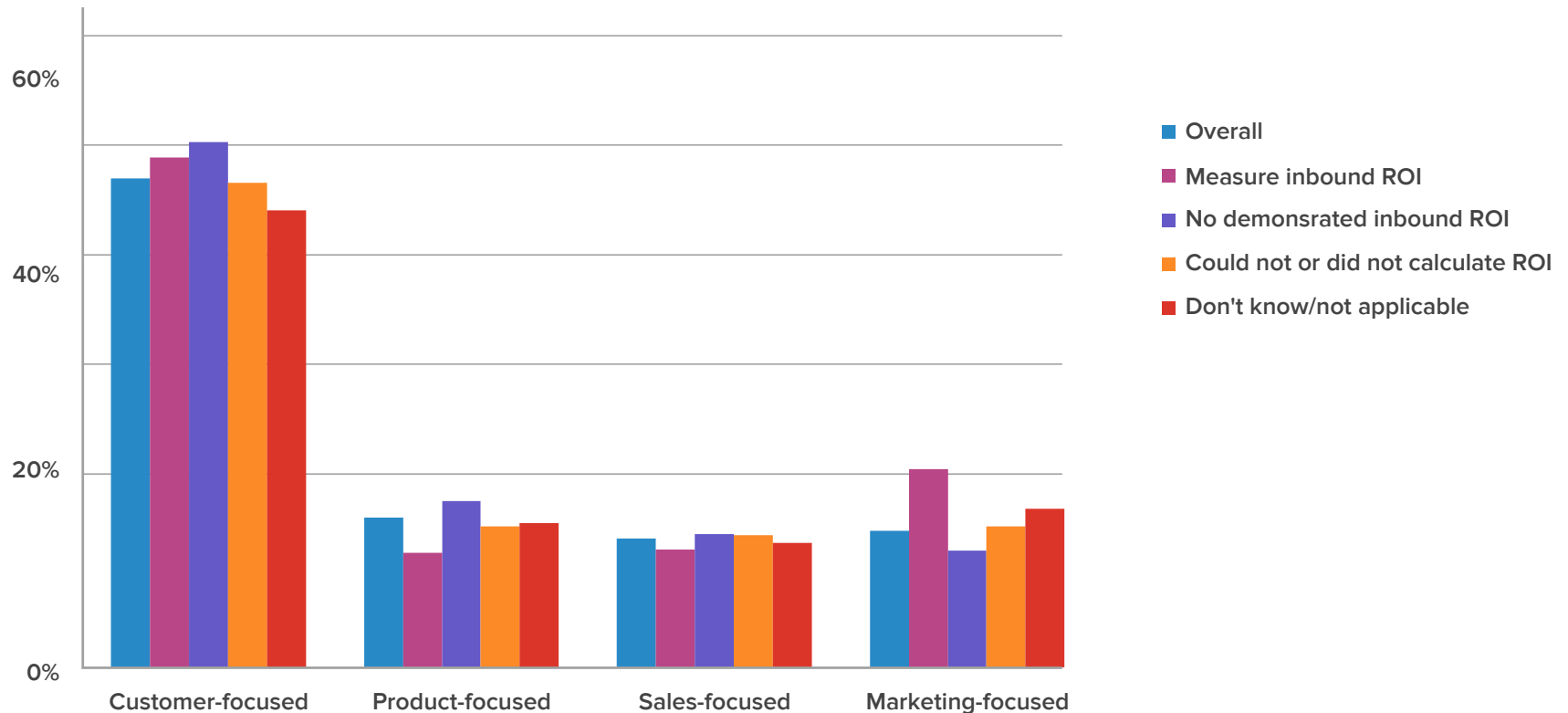
Q: Do you consider your company to be primarily customer-focused, marketing-focused, product-focused, or sales-focused?

*Chart shows responses segmented by business model



Customer-Focused Marketers Lead in Proving Inbound ROI

Marketers more likely to be customer-centric; still slightly lag in proving the ROI of their results



Survey
N =3,339

Q: Do you consider your company to be primarily/Did inbound marketing demonstrate ROI for your company?



A WORD FROM THE WISE

“

For over 15 years, we have been advocating a customer-centered approach for using data to drive business decisions ... In the past, you might have thought that data-driven customer-centricity was simply our particular marketing shtick. Today, you ignore the data at your own risk.

Bryan Eisenberg, @TheGrok

Author, *Always Be Testing*
Partner, Eisenberg Holdings

”

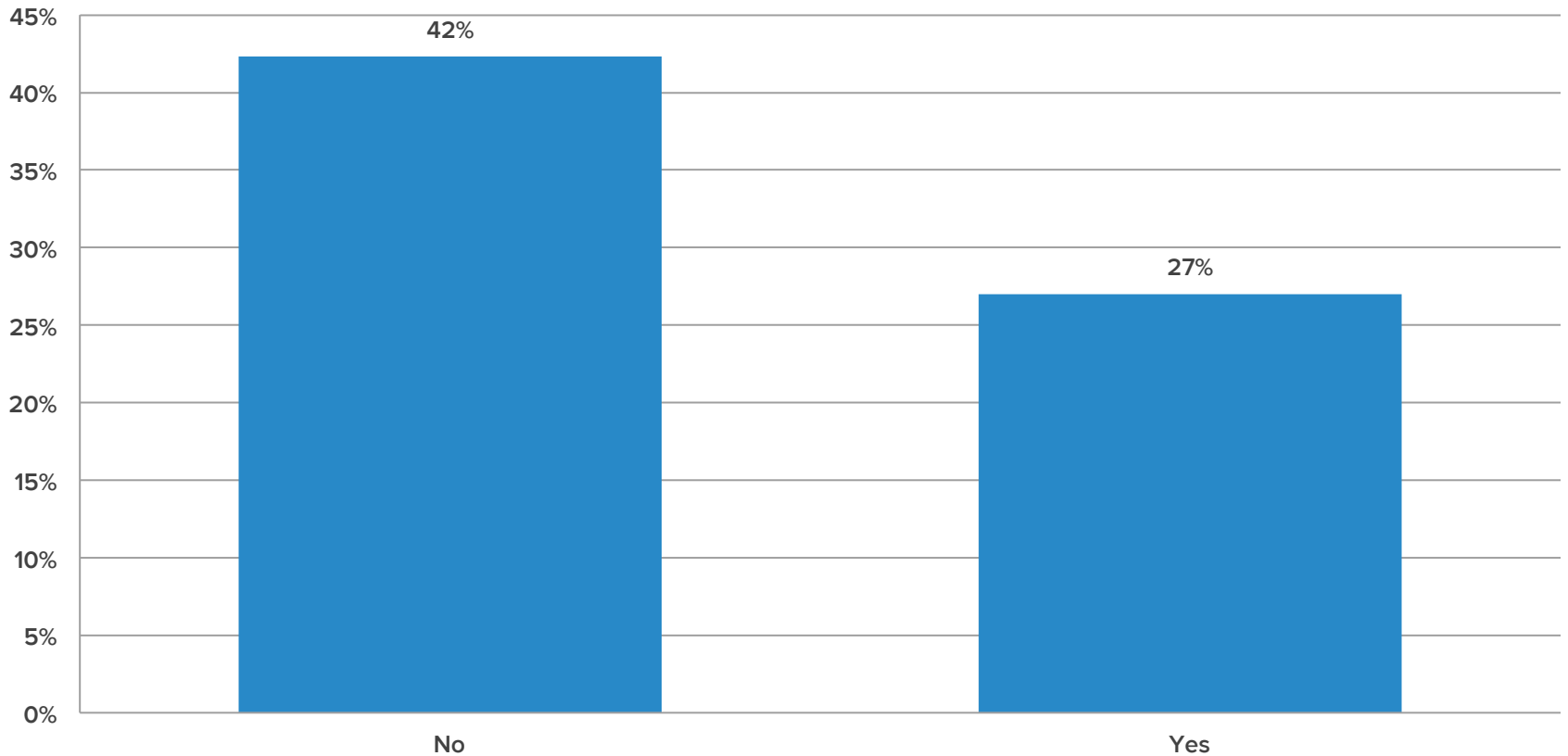
Section 4

The Marketing-Sales Divide

Inbound's ability to bridge the gap between marketing and sales to drive revenue

Opportunities Exist for Better Marketing-Sales Alignment

Less than one-third of firms have formalized marketing-sales agreements



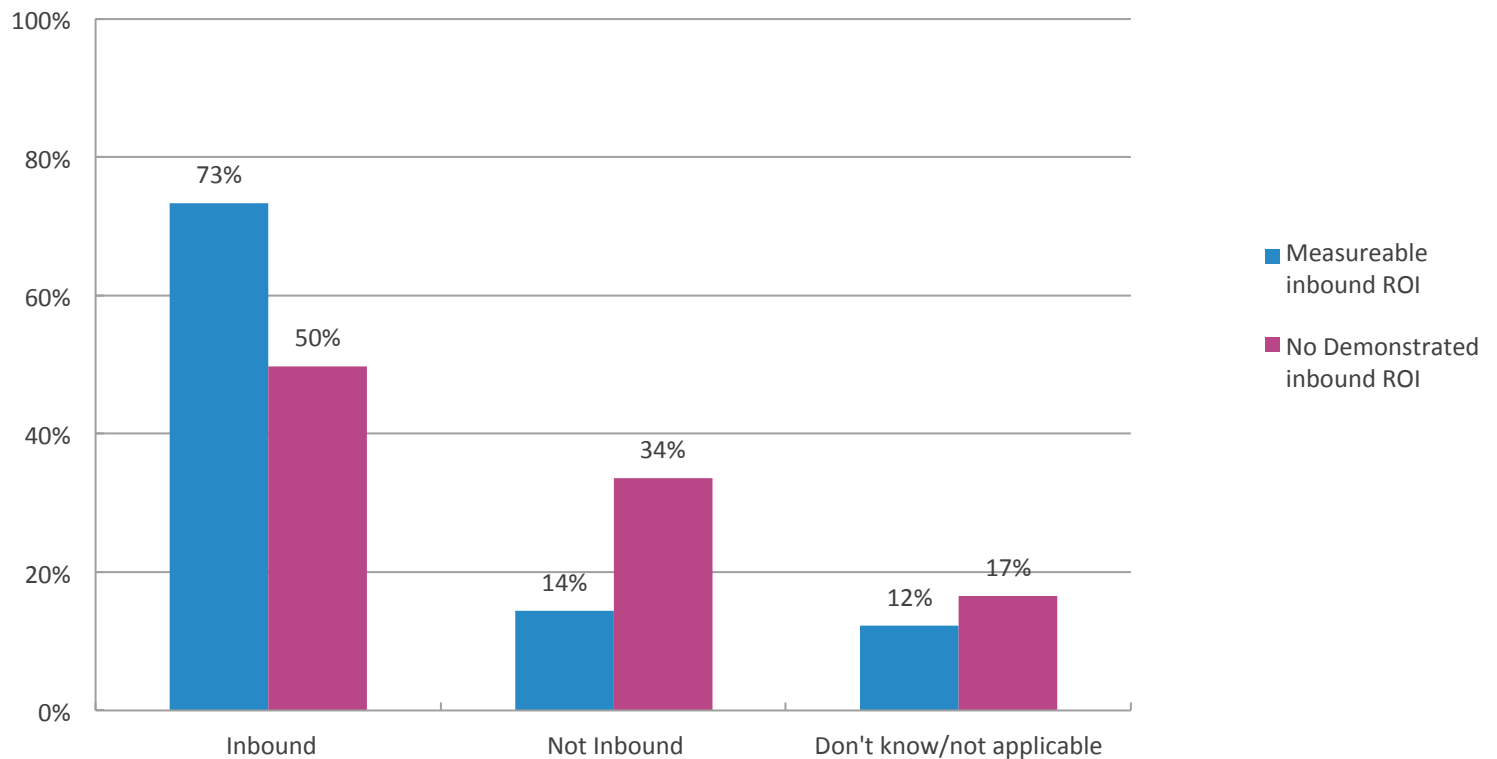
Survey N
=3,339

Q: Does your company have formal agreement between sales and marketing teams to determine both teams' responsibilities?



The Likelihood of Formalizing a Marketing-Sales Agreement Increases With Inbound Adoption

Nearly 3/4 of companies with a formal sales-marketing agreement implemented inbound in 2013



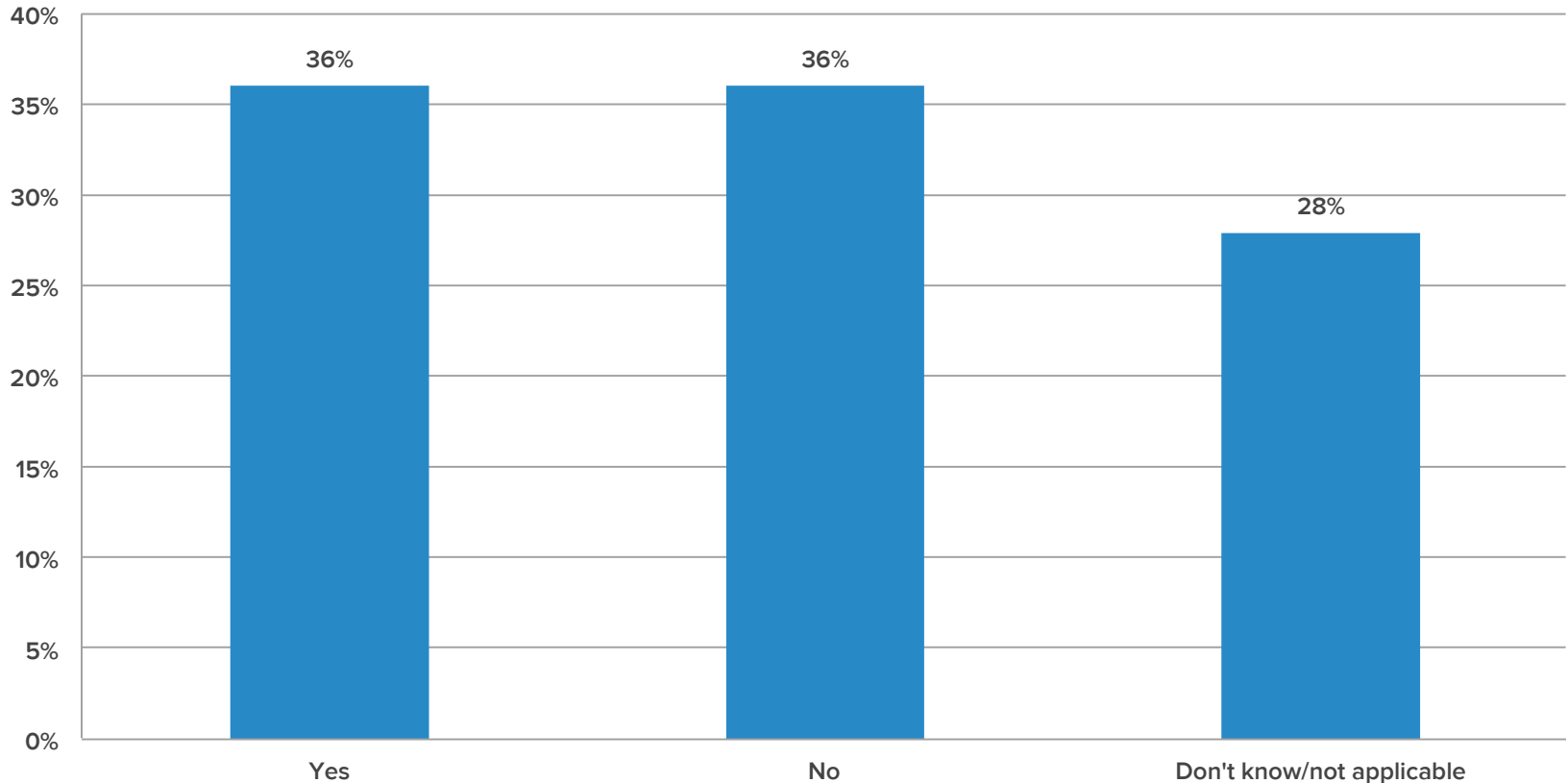
Survey N
=3,339

Q: Do you do inbound marketing/Did inbound marketing demonstrate ROI for your company?



Enterprise Firms Show Near Even Marketing-Sales Role Demarcation

Marketing-sales agreements in place at 36% of companies with 200+ employees



Survey
Segment
N =560

Q: Does your company have a formal agreement between sales and marketing teams to determine both teams' responsibilities?

*Chart shows just enterprise responses [firms with 200+employees]



Defining Marketing-Sales Roles Dramatically Reduces Customer Acquisition Costs

Average CPA reduced by \$197 for enterprise companies with formal marketing-sales agreements

\$291

With a formal sales-marketing agreement

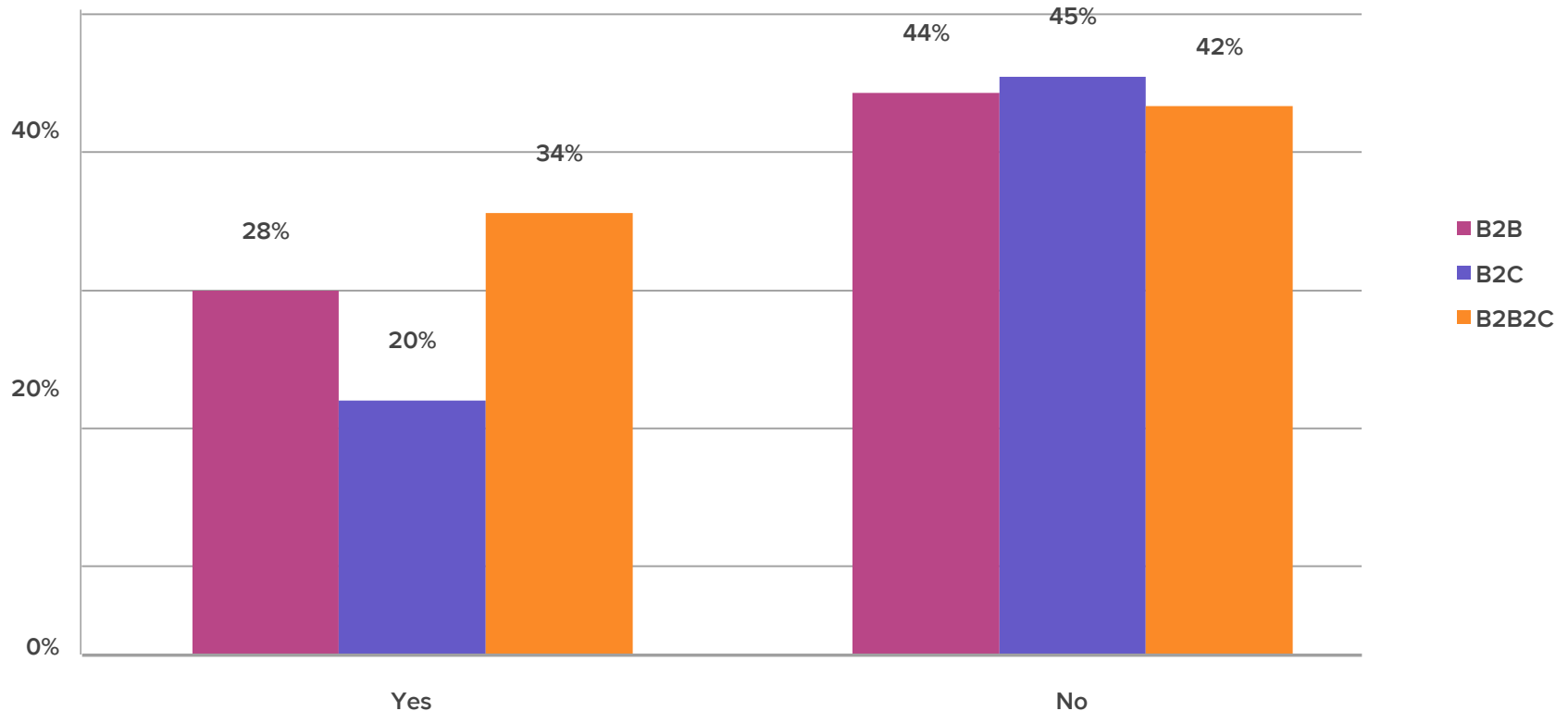
\$486

Without a formal sales-marketing agreement

*Shows average cost per customer for U.S. companies with 200+ employees

Slightly More B2B Companies Detail Marketing-Sales Obligations

8% more B2B firms formalize mutual responsibilities than their B2C peers



Survey
Segment
N =1,917

Q: Does your company have a formal agreement between sales and marketing teams to determine both teams' responsibilities?

*Chart shows responses segmented by business model



A WORD FROM THE WISE

“

Inbound marketing is no longer a convenient add-on or experimental area for companies. It is a required method of doing business in today's more consumer-focused world... Inbound is often more cost efficient than old-school, outbound marketing. Inbound is often better at building long-term customers rather than short-term sales ... Understanding how and why companies are using inbound vs. outbound marketing is critical to building these more effective approaches for your own business.

Jason Falls, @JasonFalls

Founder, Social Media Explorer,

Vice-President of Digital Strategy, CafePress, Inc.

”

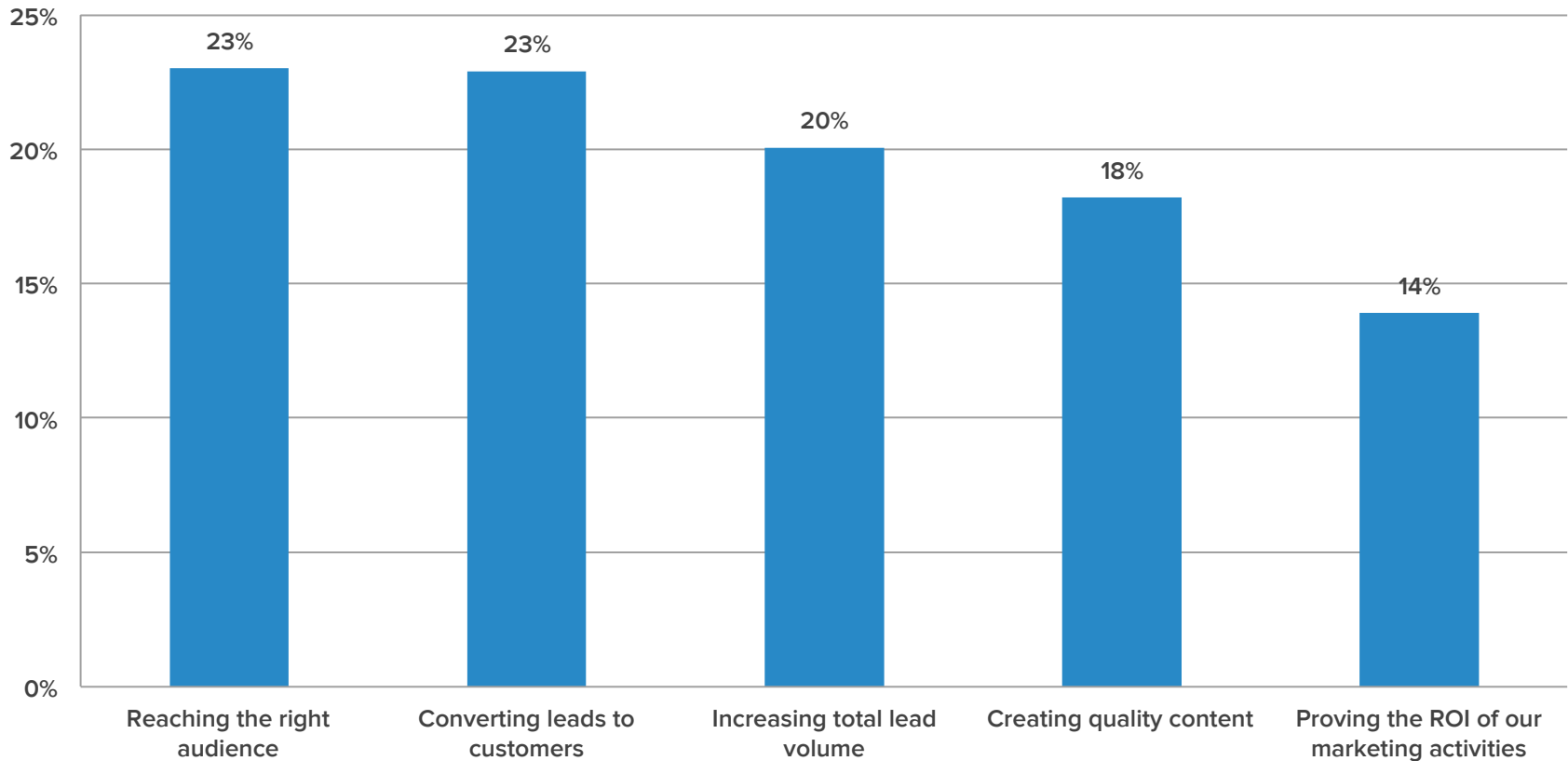
Section 5

2013 Marketing Priorities

Marketers and C-levels reveal their main marketing goals for the year

Targeting, Lead Conversion Cited as Top Inbound Goals

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



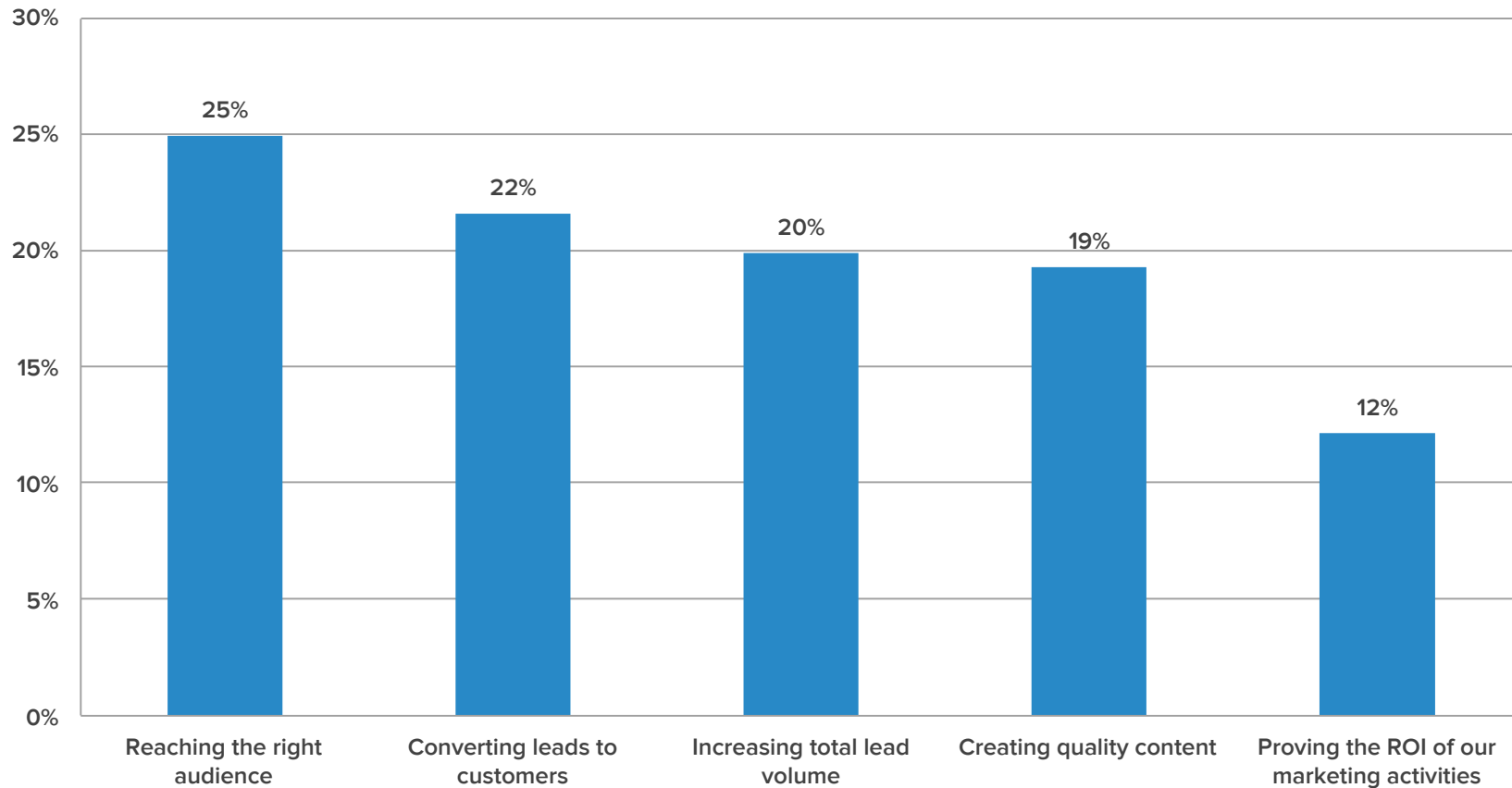
Survey N
=3,339

Q: What are your company's top marketing priorities?



Reaching Target Market Top Priority Among CEOs

CEOs specifically care about reaching their target markets



Survey
Segment
N =195

Q: What are your company's top marketing priorities?

*Chart shows just CMO/CEO responses



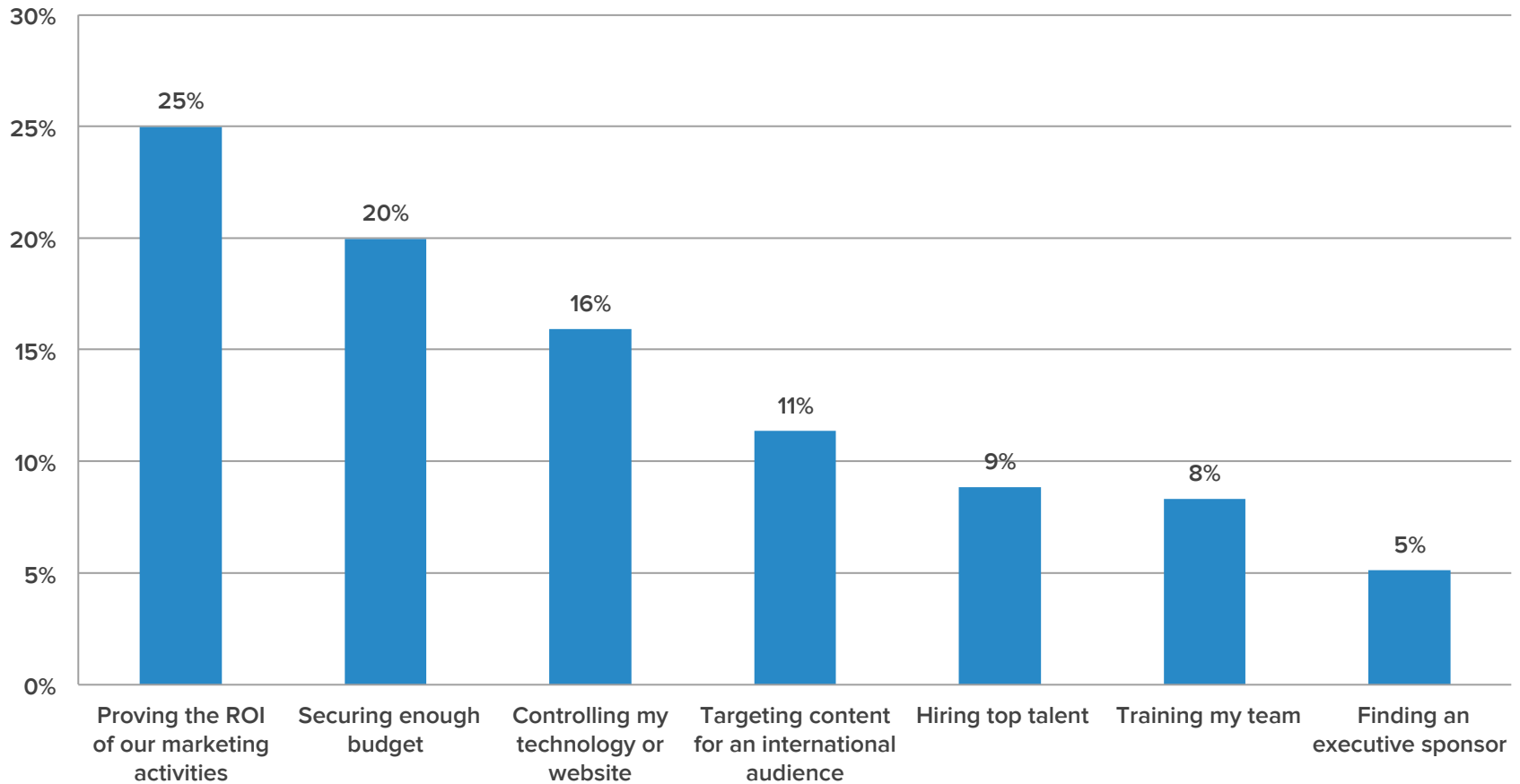
Section 6

Inbound Marketers' Challenges

Marketers rate their top concerns in 2013

Marketers Still Face the Challenge of Proving ROI for Marketing Activities

25% of marketers concerned with proving bottom-line results



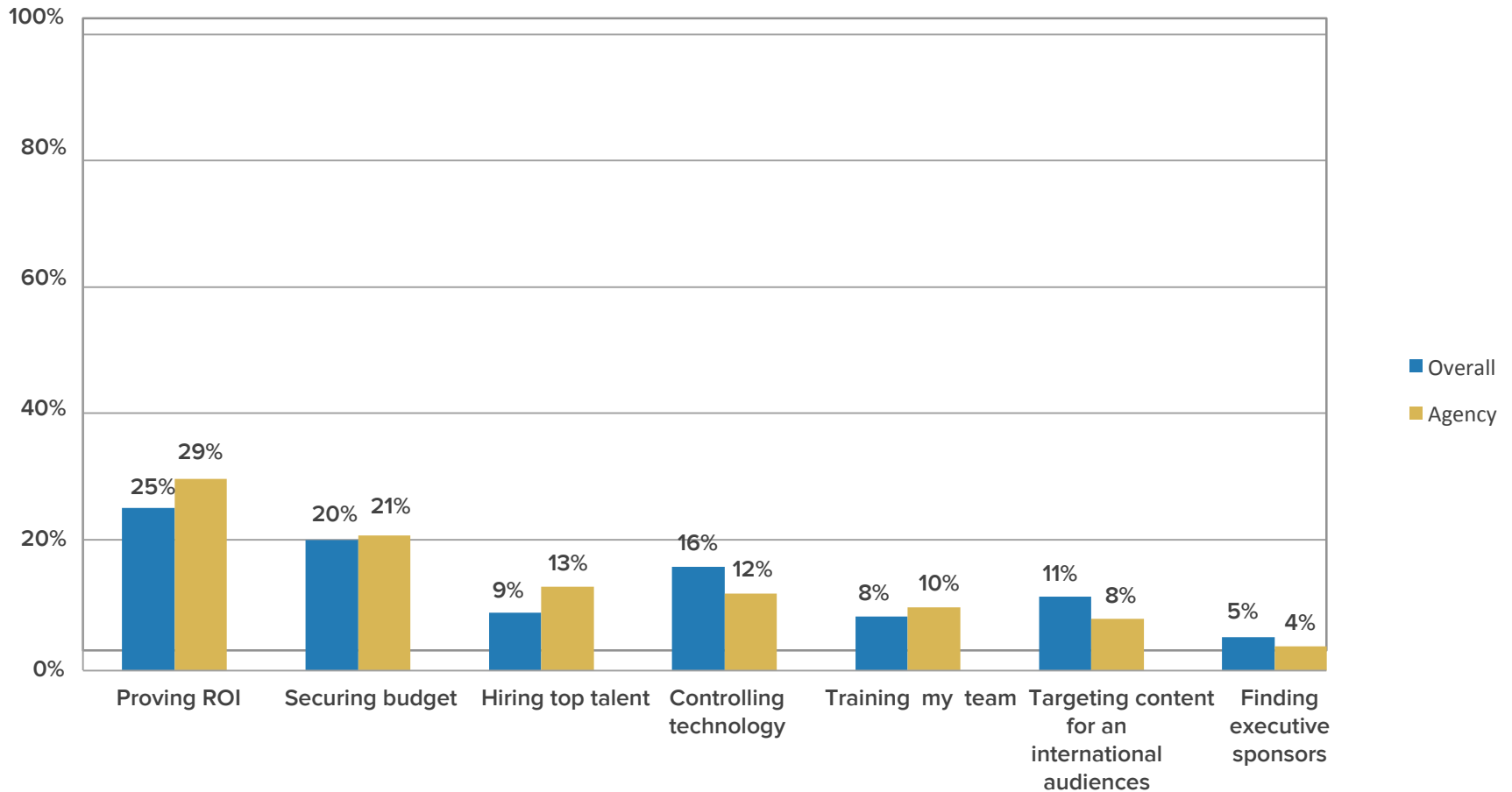
Survey N
=3,339

Q: What are your company's top marketing challenges?



Inbound Marketing Agencies Struggle to Prove ROI, Control Technology

30% of agencies say top concern is demonstrating ROI



Survey
Segment
N =412

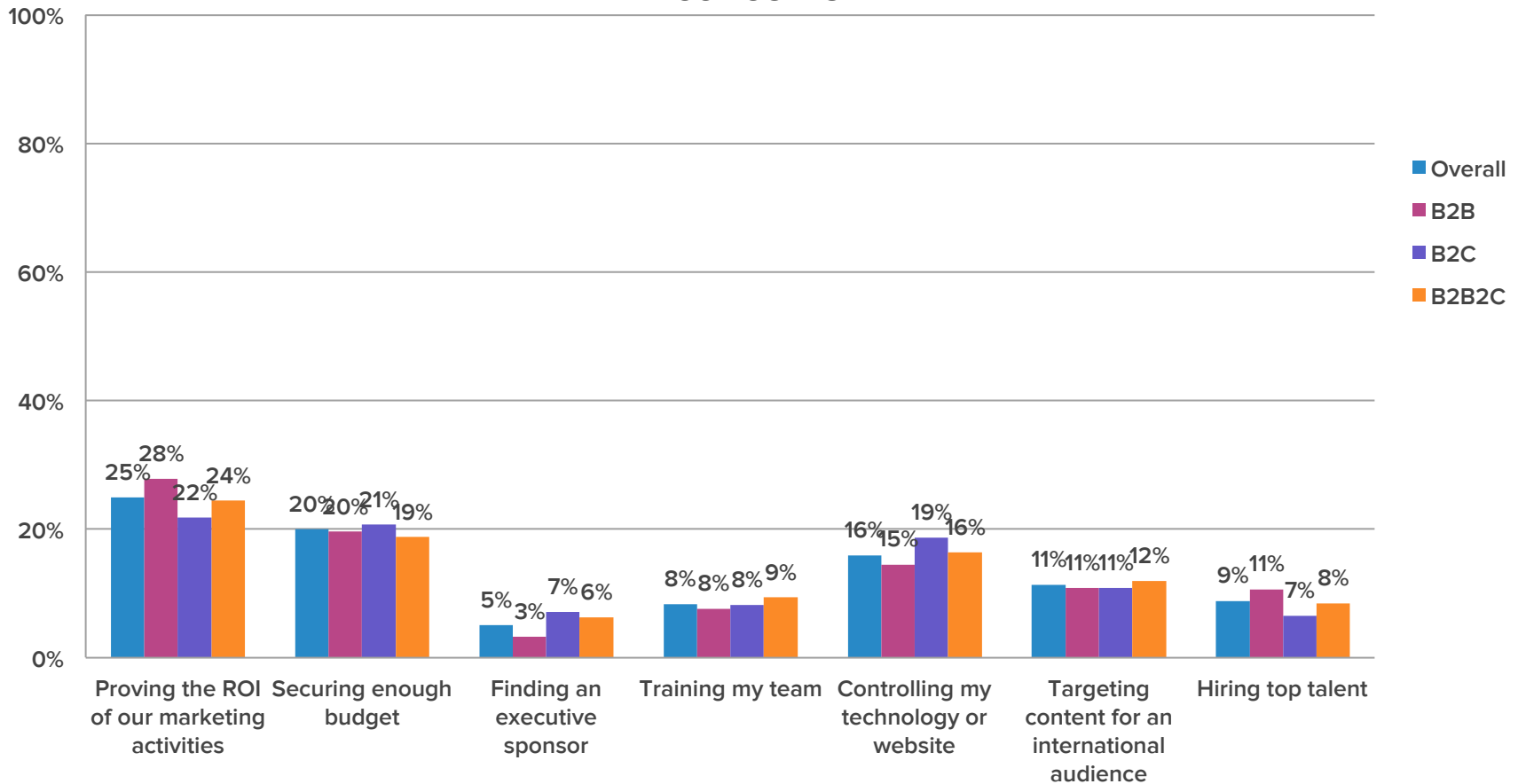
Q: What are your company's top marketing challenges?

*Chart shows just agency responses shown



B2B, B2C Firms Report Similar Inbound Marketing Challenges

Proving ROI and securing budgets top both B2B and B2C firms' concerns



Survey Segment
N =1,917

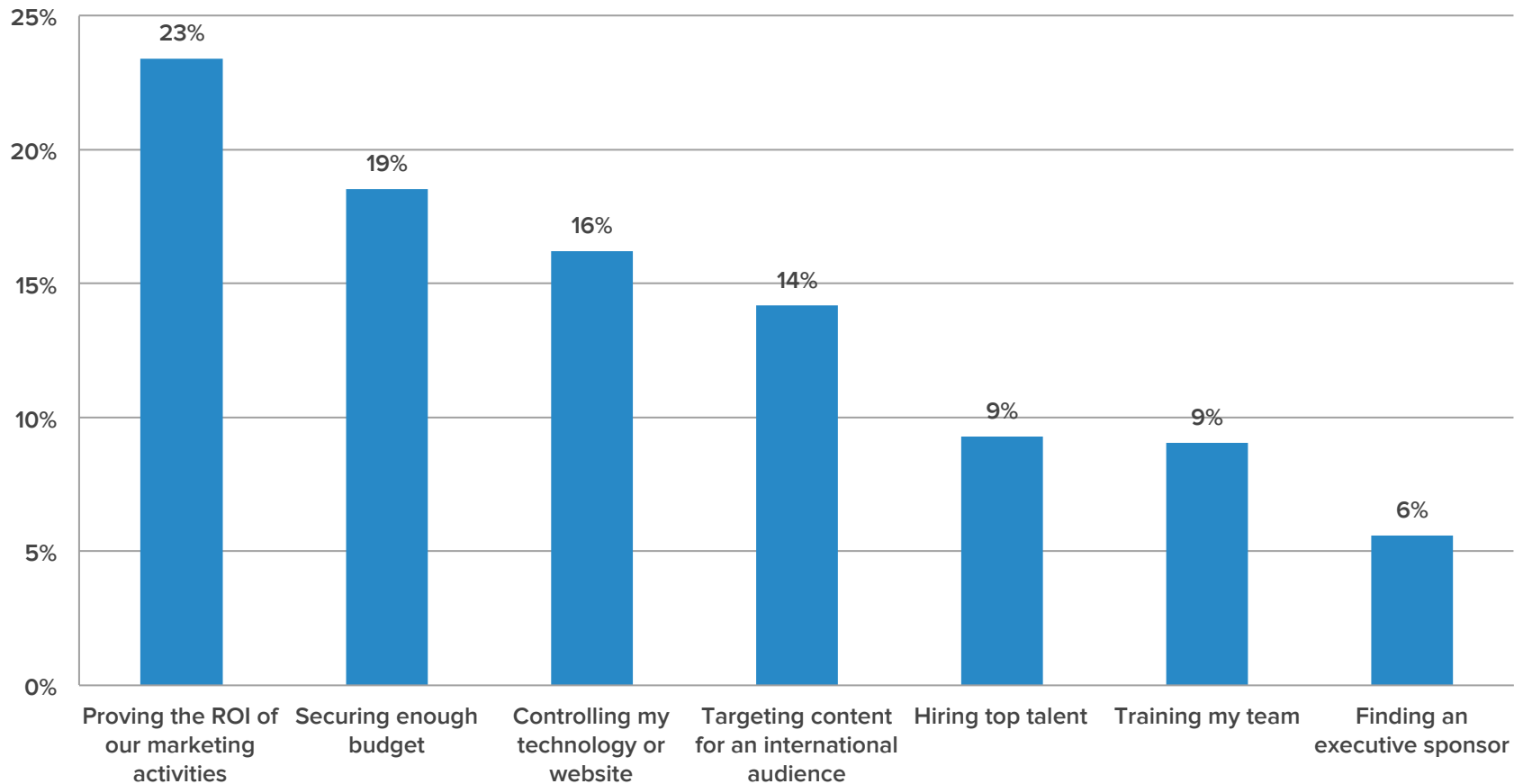
Q: What are your company's top marketing challenges?

*Chart shows responses segmented by business model



International Marketing Challenges Focus on Analytics

23% of international firms concerned with proving ROI of inbound



Survey
Segment
N =1,565

Q: What are your company's top marketing challenges?

*Chart shows just international responses



A WORD FROM THE WISE

“

The fact that only 18% are focused on creating quality content doesn't surprise me (perhaps that they admit it does) -- the fact is, creating quality content is hard work, and it takes a commitment on the part of marketing leadership to pour the time, energy, and journalistic resources into it. But, like all things, when you see the payoff you make it a priority. I find that if I can get organizations excited about content through analytics and SEO results they get pretty committed to blogging.

John Jantsch,
Duct Tape Marketing
<http://ducttapemarketing.com/>

”

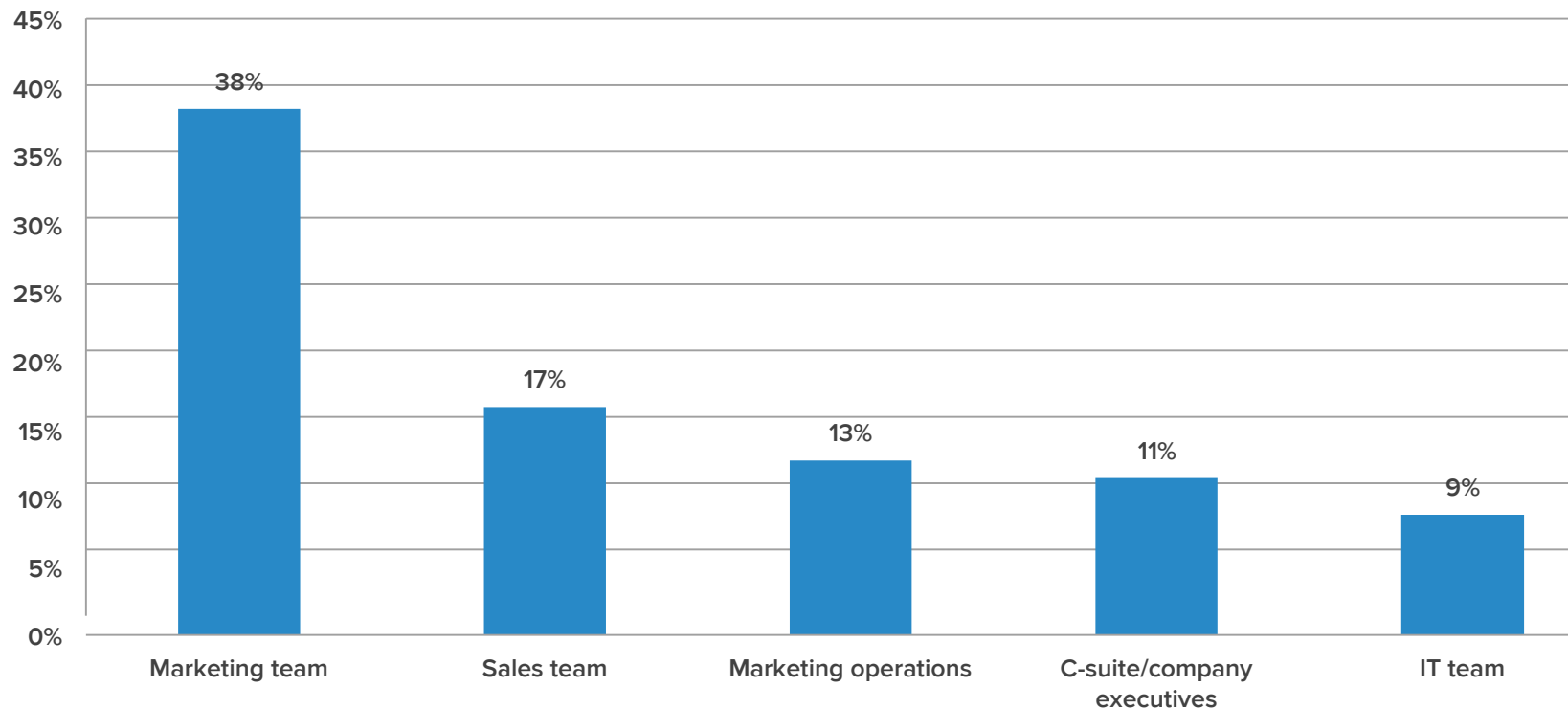
Section 7

Internal Support for Inbound

Who supports inbound marketing
around the company?

While Marketing Is Primarily Responsible for Inbound, Other Teams Provide Some Organizational Support

Marketing is 125% more likely to provide inbound resources than sales



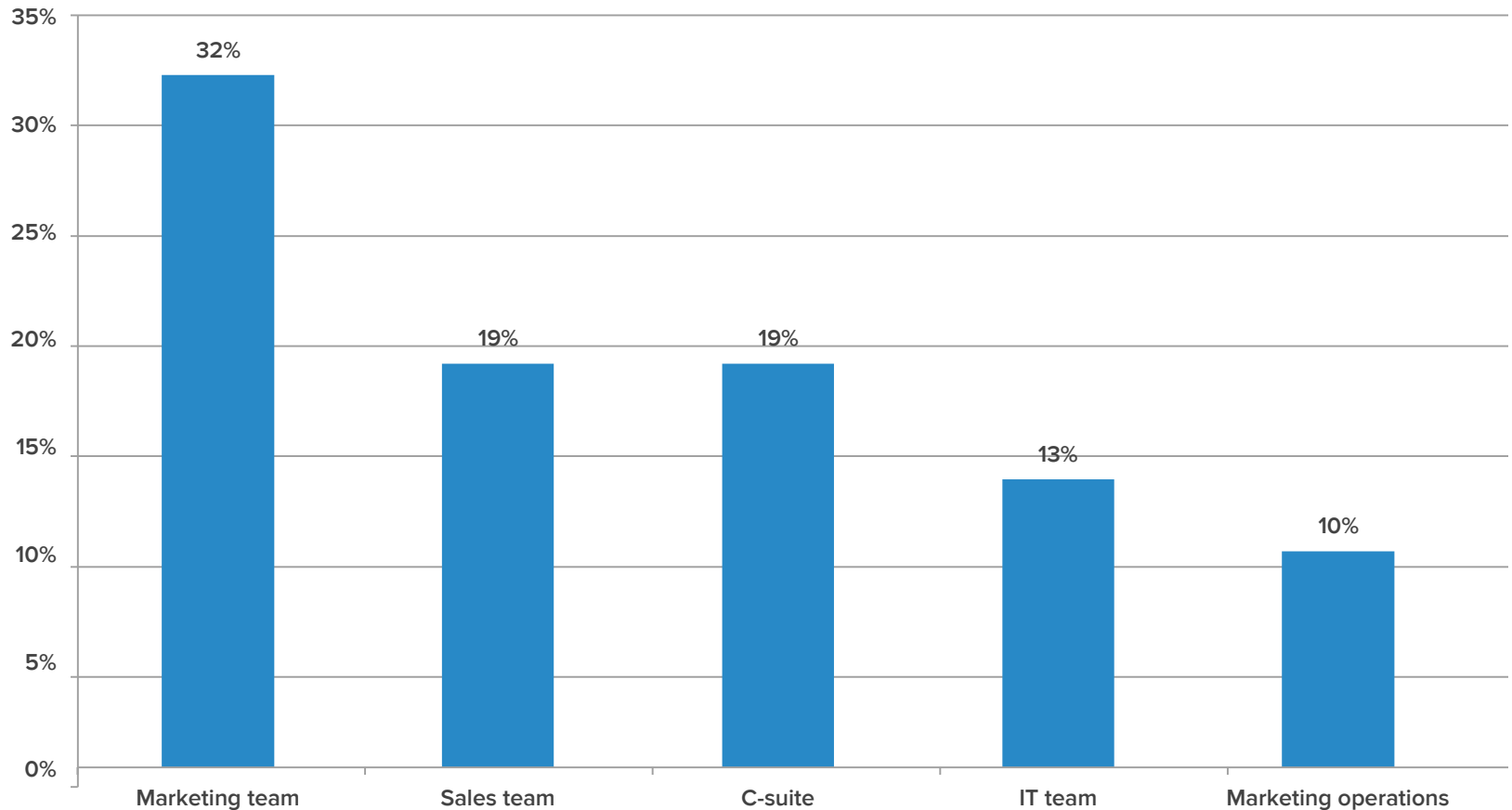
Survey N
=3,339

Q: Which teams/operational groups provide the most support to your company's inbound marketing efforts?



CEOs Report Mixed Support for Inbound Efforts

19% of CEOs offer significant support for inbound marketing initiatives



Survey
Segment
N =195

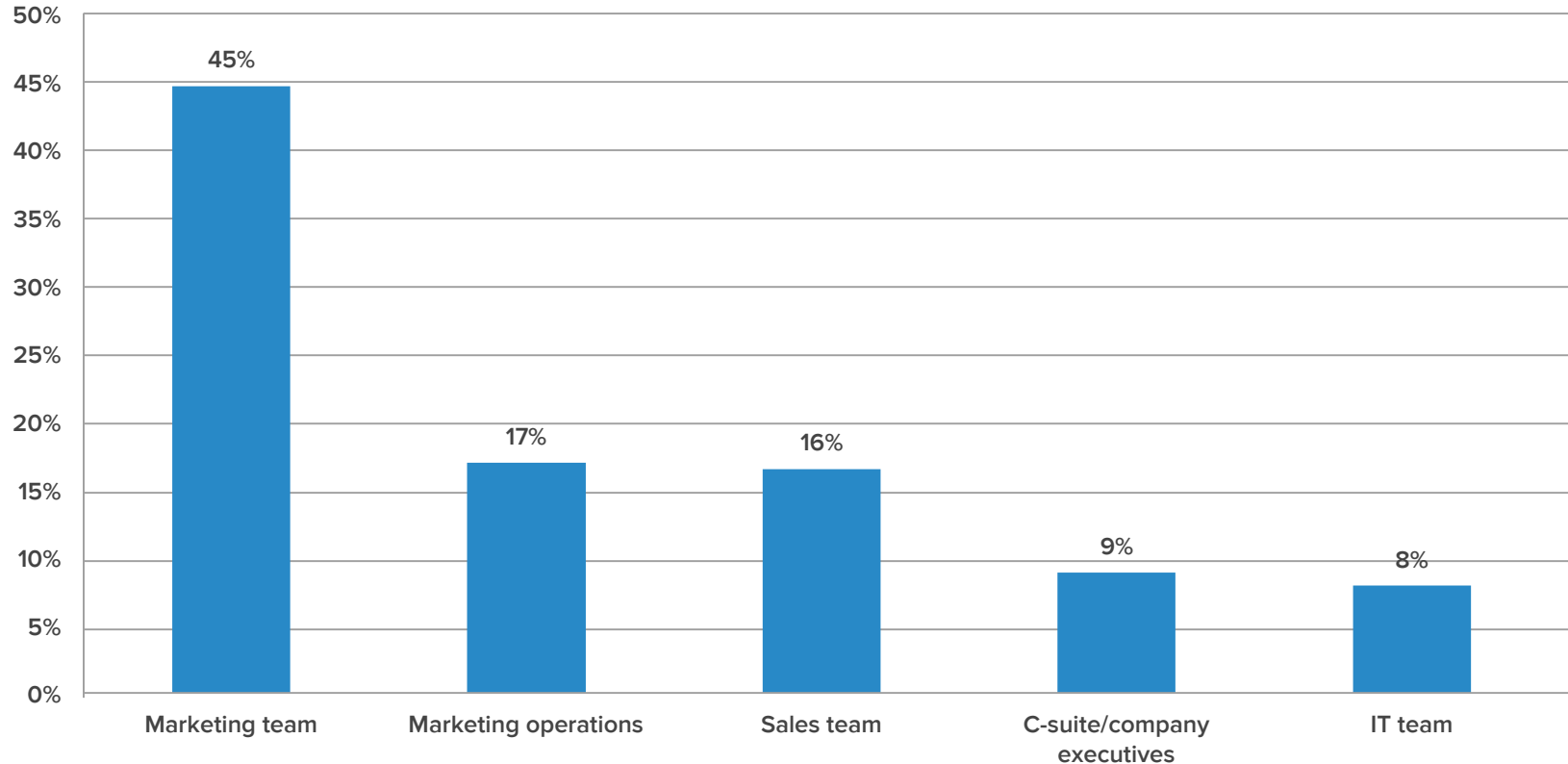
Q: Which teams/operational groups provide the most support to your company's inbound marketing efforts?

*Chart shows just CMO/CEO responses



Enterprise Teams Allocate Predominantly Tactical Resources to Inbound Marketing

Large companies report more operational support, less C-suite sign off for inbound strategies



Survey
Segment
N =560

Q: Which teams/operational groups provide the most support to your company's inbound marketing efforts?

*Chart shows just enterprise responses [firms with 200+ employees]



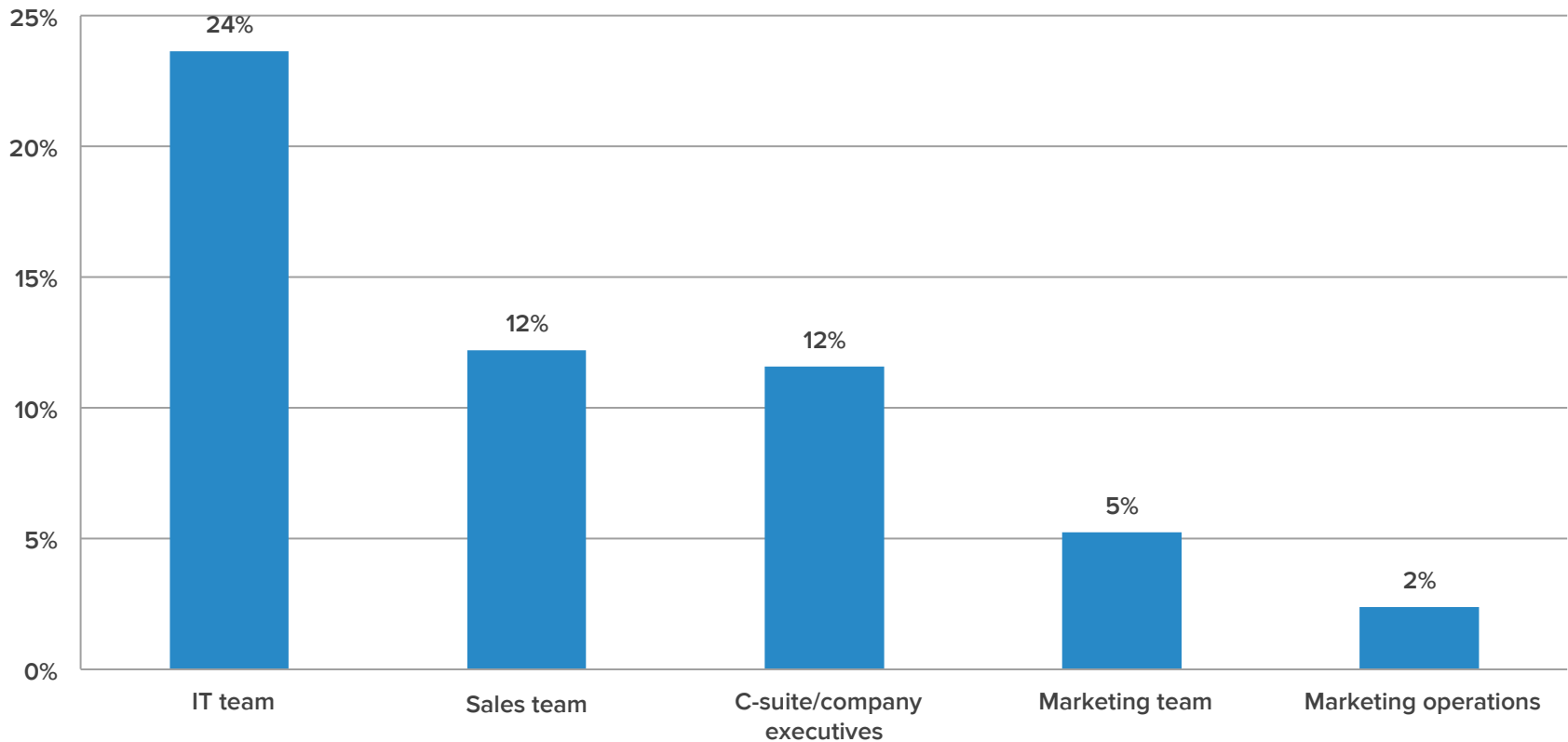
Section 8

Internal Resistance to Inbound

Who is blocking the use of inbound activities?

Although Marketers Leverage More Technology Every Day, IT Team Support Remains Challenging

IT teams offer minimal inbound support, reports 24% of marketers



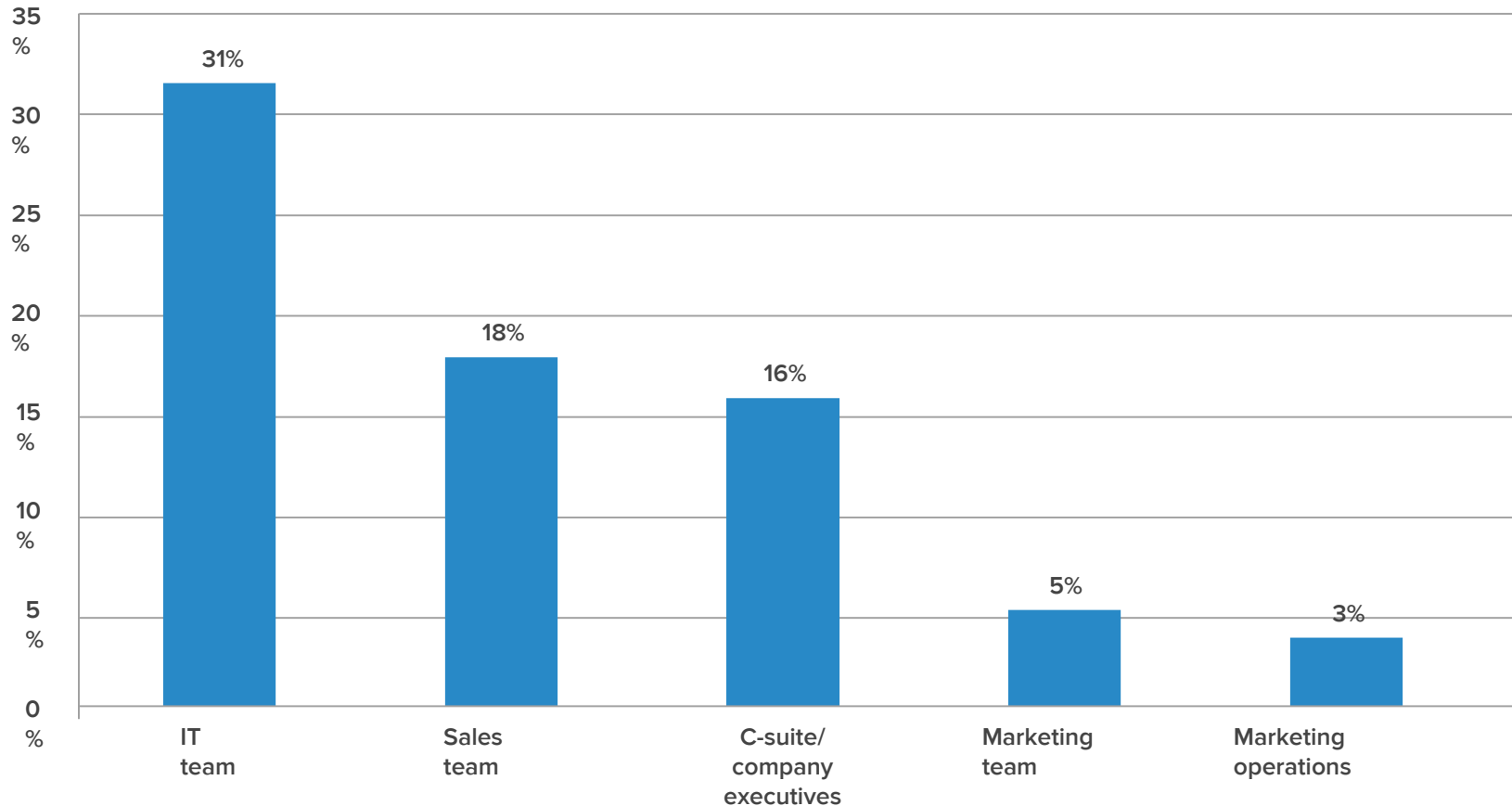
Survey N
=3,339

Q: Which teams/operational groups provide the least support (in terms of budget, personnel, or sponsorship) to your company's inbound marketing efforts?



Enterprise Companies Struggle With IT Team Bandwidth

31% of enterprise marketers report their IT teams are unsupportive



Survey
Segment
N =560

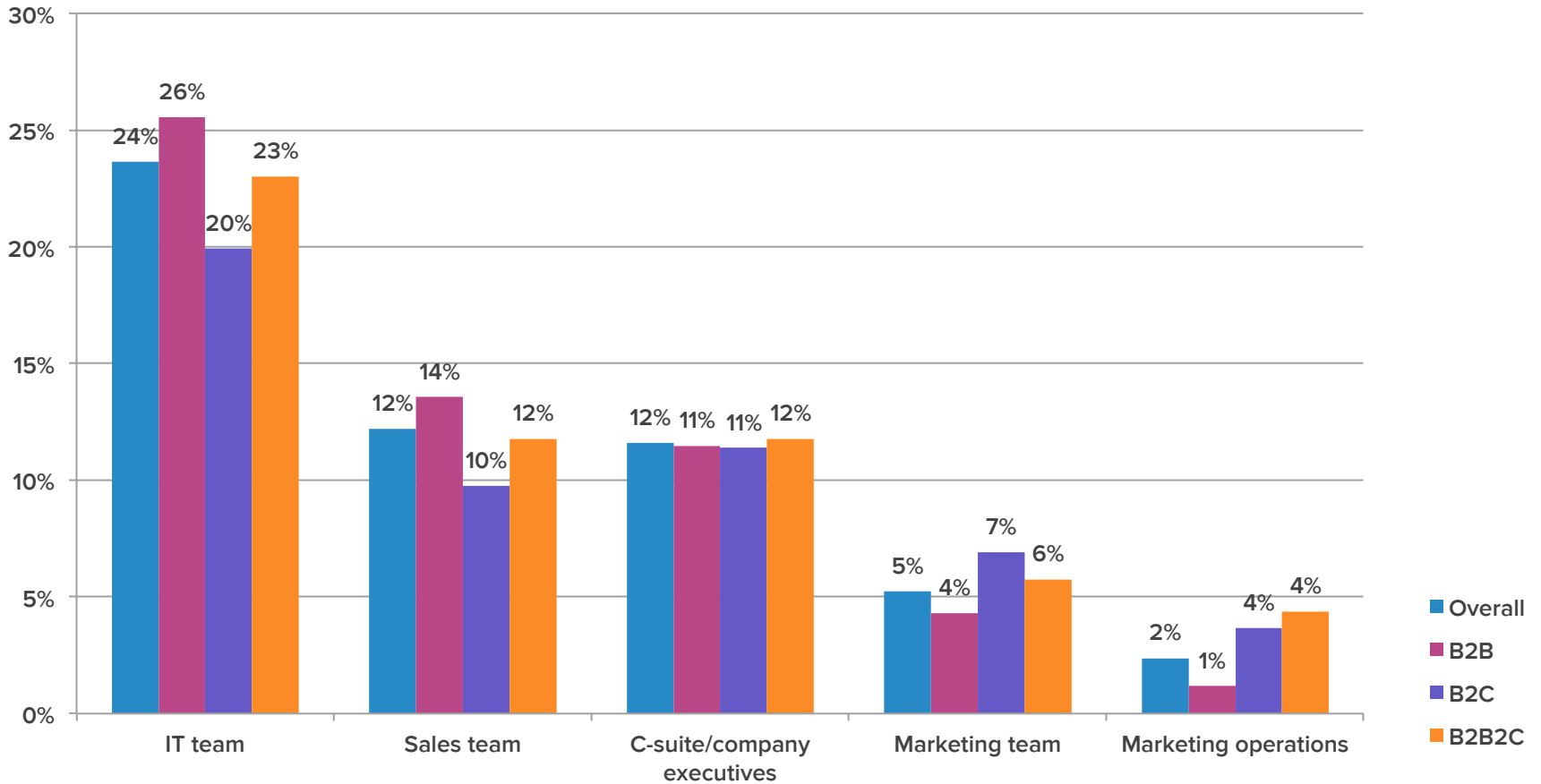
Q: Which teams/operational groups provide the least support (in terms of budget, personnel, or sponsorship) to your inbound marketing efforts?

*Chart shows just enterprise responses [firms with 200+ employees]



B2C Sales, Tech Teams Lag B2B Company Inbound Marketing Support

IT teams 30% less likely to be supportive of B2B inbound efforts



Survey Segment
N =1,917

Q: Which teams/operational groups provide the least support (in terms of budget, personnel, or sponsorship) to your company's inbound marketing efforts?

*Chart shows responses segmented by business model



2

WHY DO INBOUND?

The Business Case for Adopting Inbound Marketing

The second section covers how marketers are calculating the ROI of their inbound efforts, measures how inbound stacks up against traditional marketing in terms of value and cost, and examines key factors that impact marketing budget decisions.

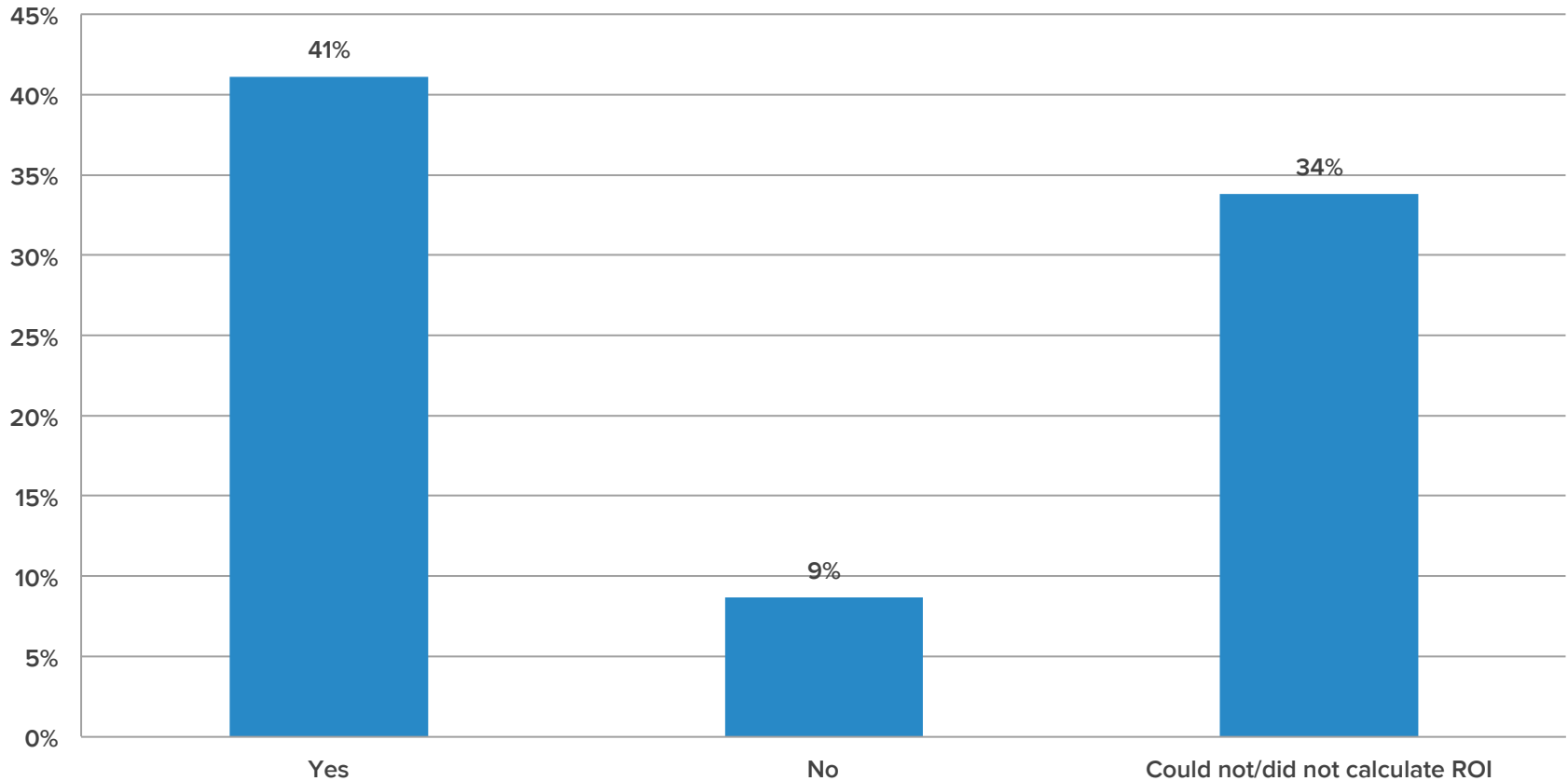
Section 1

The ROI of Inbound Marketing

Is inbound a worthwhile strategy?

Inbound Marketing Delivers on ROI, but Marketers Face Calculation Struggles

41% of marketers confirmed inbound's ROI, but 34% could not calculate ROI in 2013



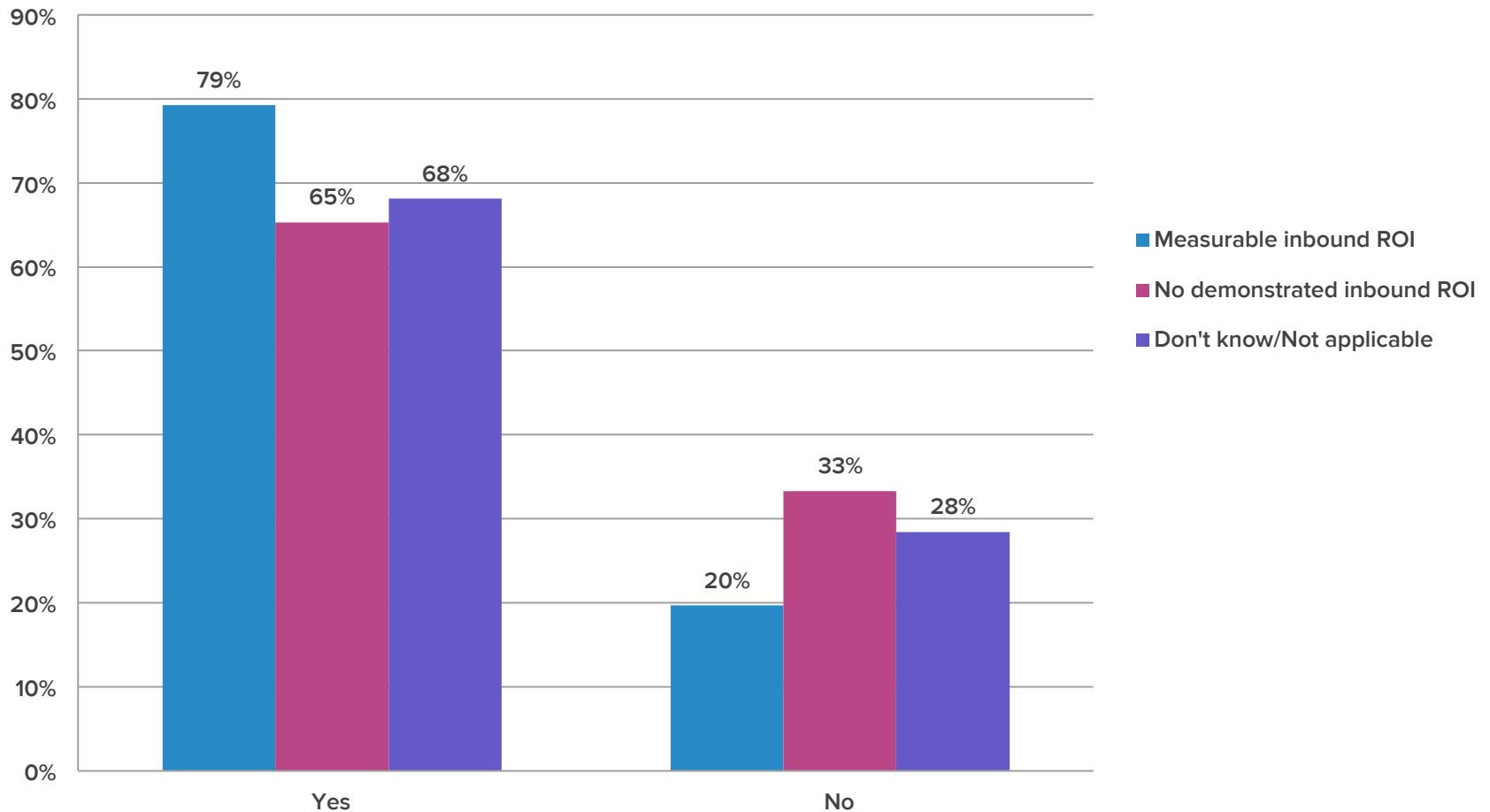
Survey N
=3,339

Q: Did inbound marketing demonstrate ROI for your company?



Blogging Improves Marketing ROI

Almost 80% of marketers with a company blog reported inbound ROI for 2013



Survey N
=3,339

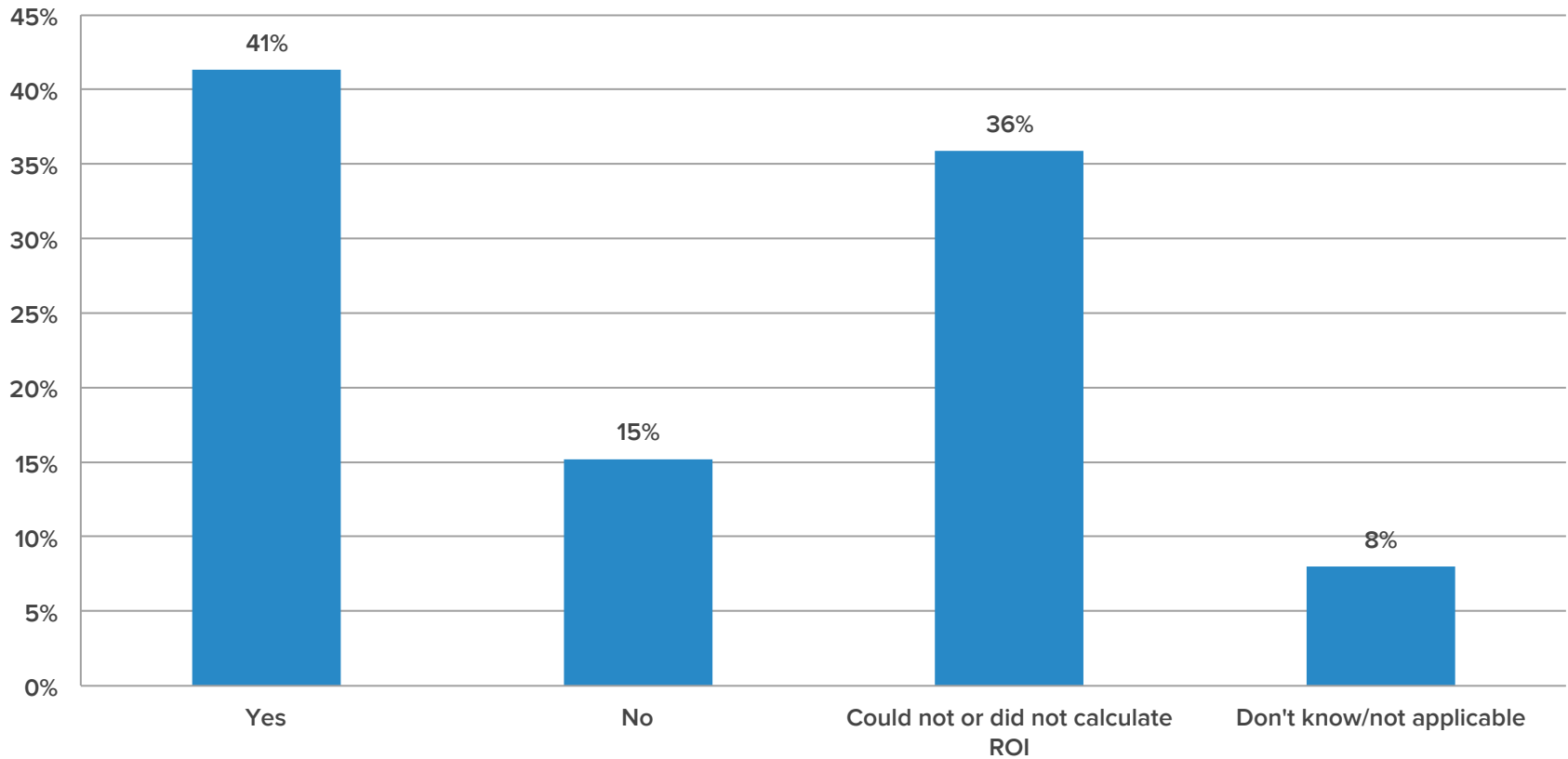
Q: Did inbound marketing demonstrate ROI for your company/
Does your company publish a blog?



CEOs' Perception of Marketing ROI Tracks

Industry Trends

41% of CEOs report inbound delivered ROI, though 15% still not convinced



Survey
Segment
N =195

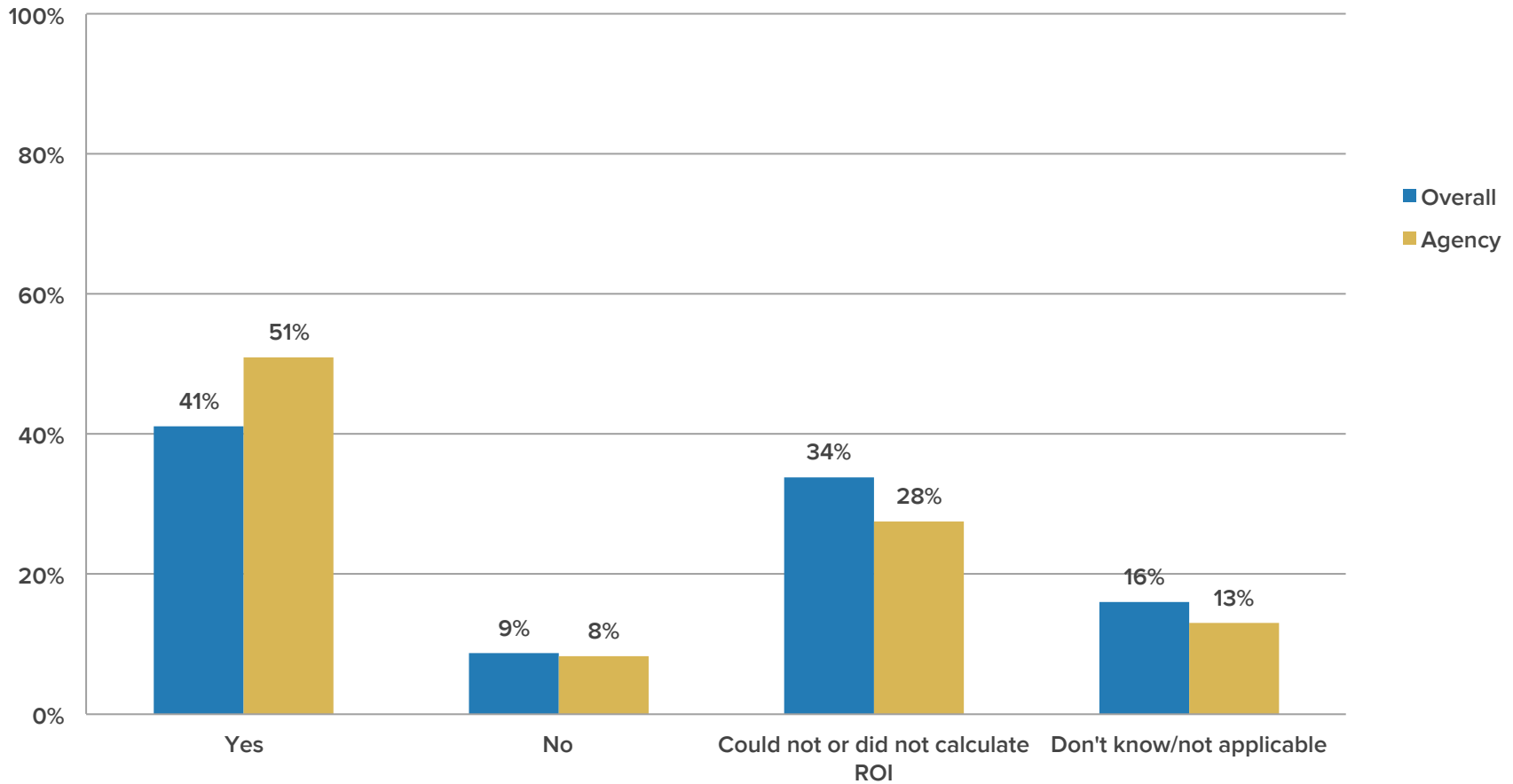
Q: Did inbound marketing demonstrate ROI for your company?

*Chart shows just CMO/CEO responses



Agencies Lead Industry in Proving Inbound Marketing ROI

Agencies report 24% more ROI than general marketers



Survey
Segment
N =412

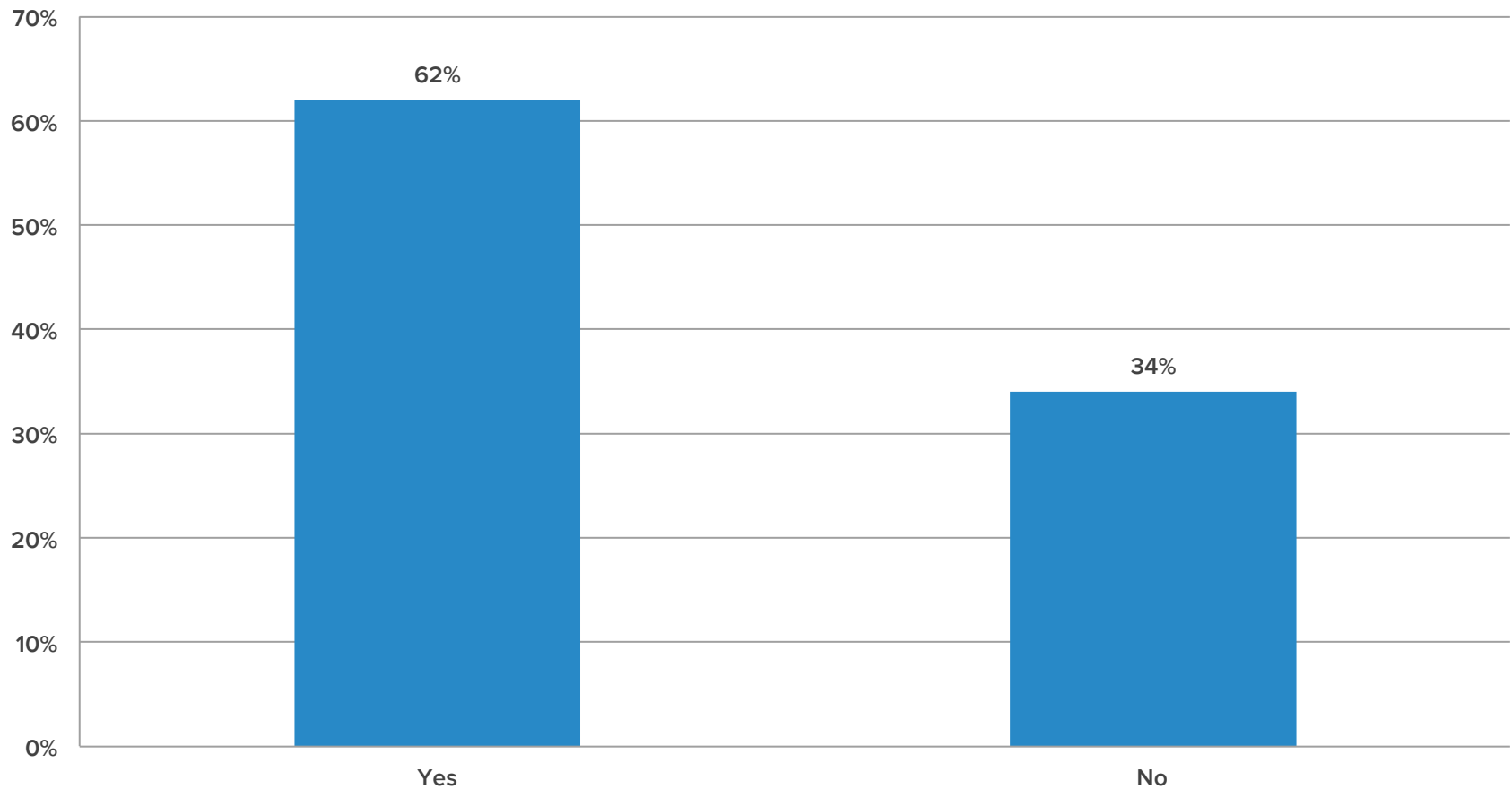
Q: Did inbound marketing demonstrate ROI for your company?

*Chart shows just agency responses



Blogging Remains a Key Inbound Marketing Element

62% of marketers published a blog in 2013



Survey N
=3,339

Q: Does your company publish a blog?



A WORD FROM THE WISE

“

Tracking ROI on inbound marketing is hard, and the ones who do are looking at inbound marketing like they do other "point of impact" campaigns, i.e., campaigns designed to generate ROI in a short amount of time. Inbound marketing will over time be the top producer in your marketing mix, but the results don't start pouring in until you are committed to ROI over the course of multiple quarters. Volume is another early issue that is solved with time and commitment. Net-net, they are the best leads -- who doesn't want someone to walk into their store?

Craig Rosenburg

Editor

www.funnelholic.com

”

Section 2

Cost per Lead and Cost per Customer

How efficient is acquisition through inbound?

Inbound Marketing Improves Lead Acquisition Margins

Inbound vs. Traditional

Do you do inbound marketing?	Average Cost per Lead	Average Cost per Customer
Yes	\$36	\$254
No	\$41	\$268

Survey N =3,339

B2B Cost per Lead 53% Higher Than B2C Companies

Sales Channel	Average Cost per Lead	Average Cost per Customer
B2B	\$43	\$264
B2C	\$15	\$149

Survey Segment N =1,917

Defining Marketing-Sales Objectives Dramatically Reduces Lead, Customer Acquisition Costs

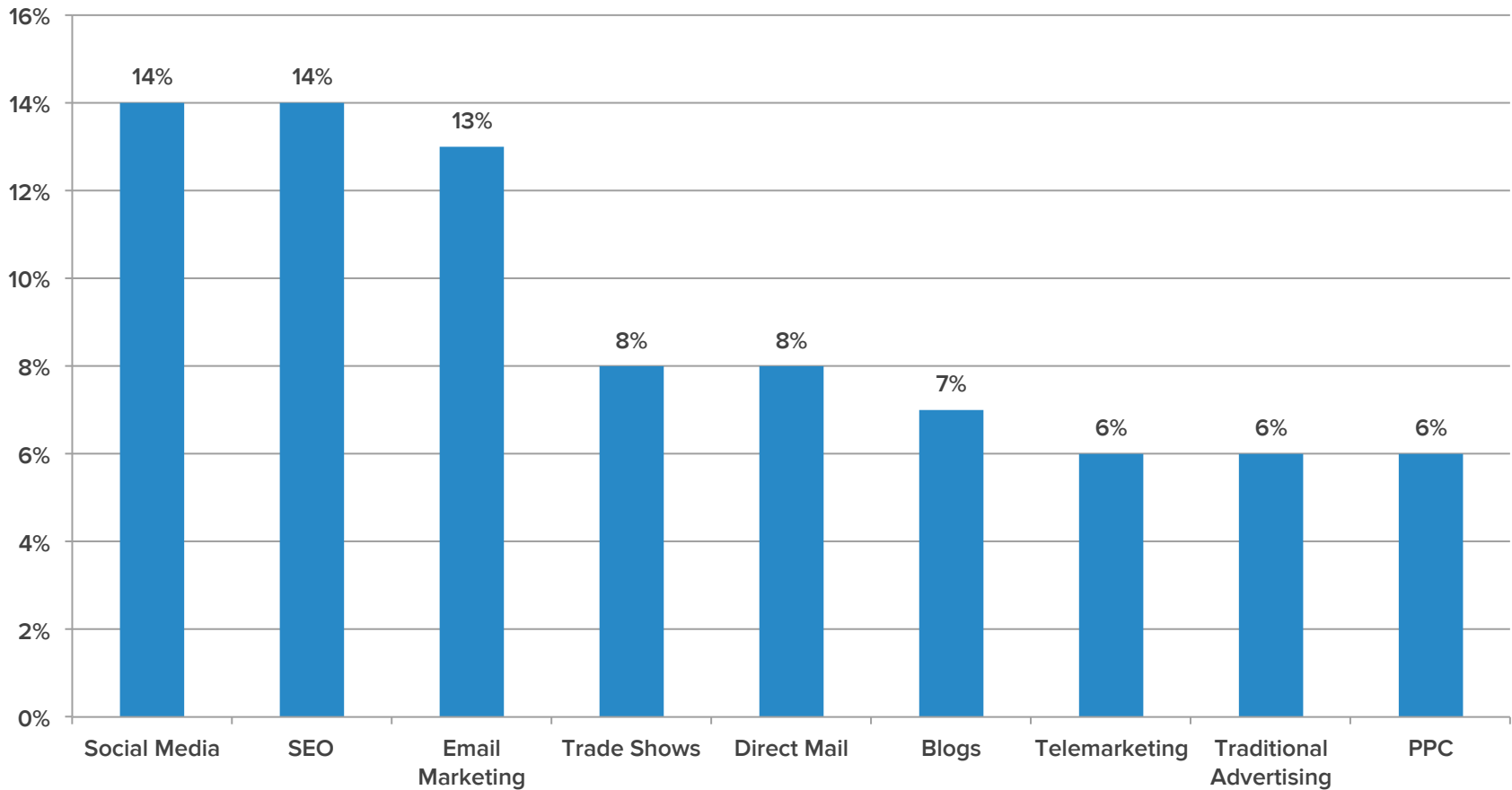
Enterprise Companies (with more than 200 employees)	Average Cost per Lead	Average Cost per Customer
U.S. companies with a marketing-sales agreement	\$16	\$291
U.S. companies without a marketing-sales agreement	\$36	\$486

Survey Segment N =560



Inbound Marketing Dominates Marketers' Top Lead Sources

Social media, SEO each produce 14% of all marketing leads



Survey N
=3,339

Q: What percentage of your company's leads come from each of the following sources?



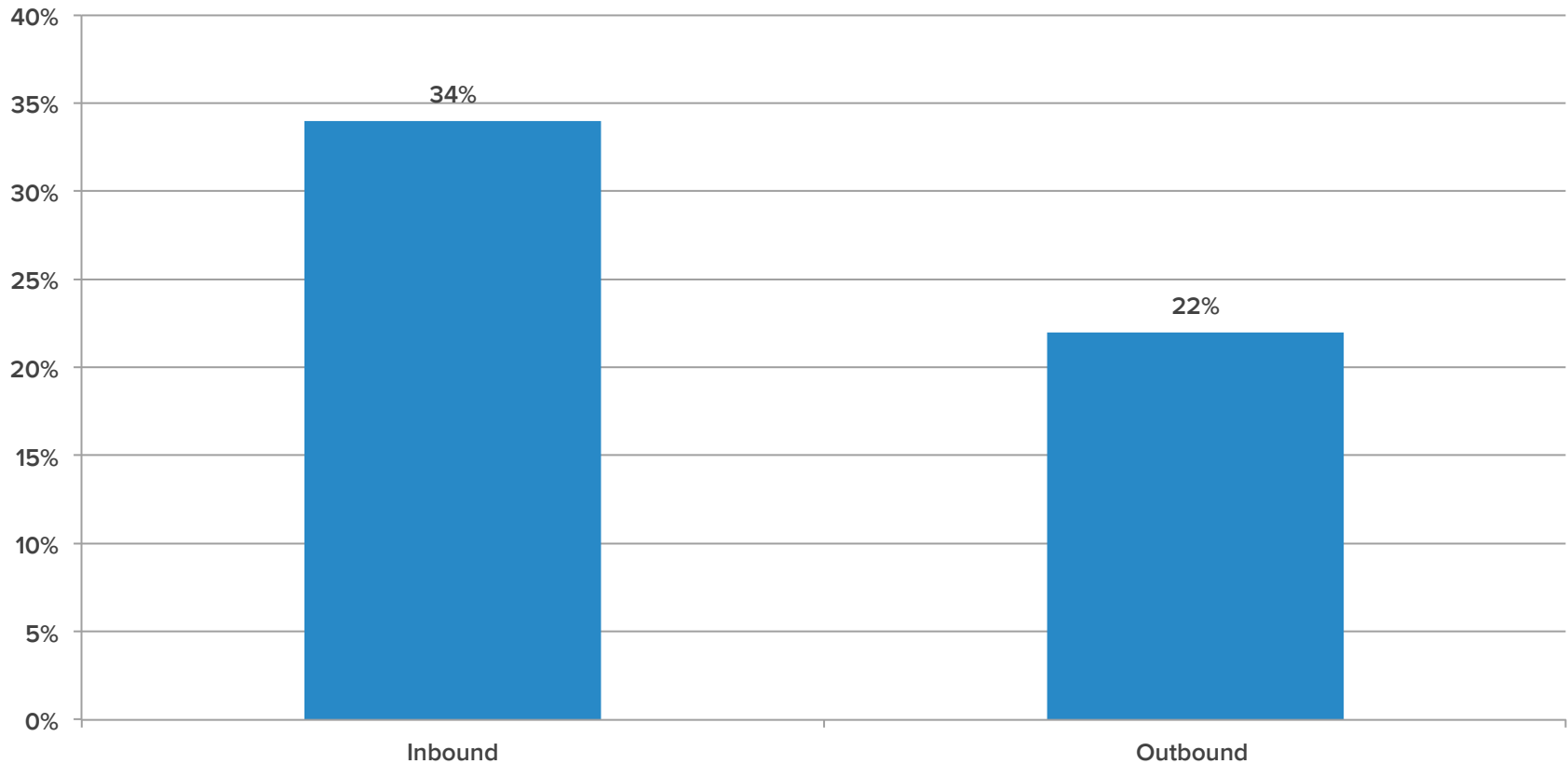
Section 3

Inbound vs. Outbound Leads

Examining lead sources and costs in 2013

Inbound Marketing Channels Are Lowest in Cost for Generating Leads

Inbound marketing delivers 54% more leads in the 2013 marketing funnel than outbound sources



Survey N
=3,339

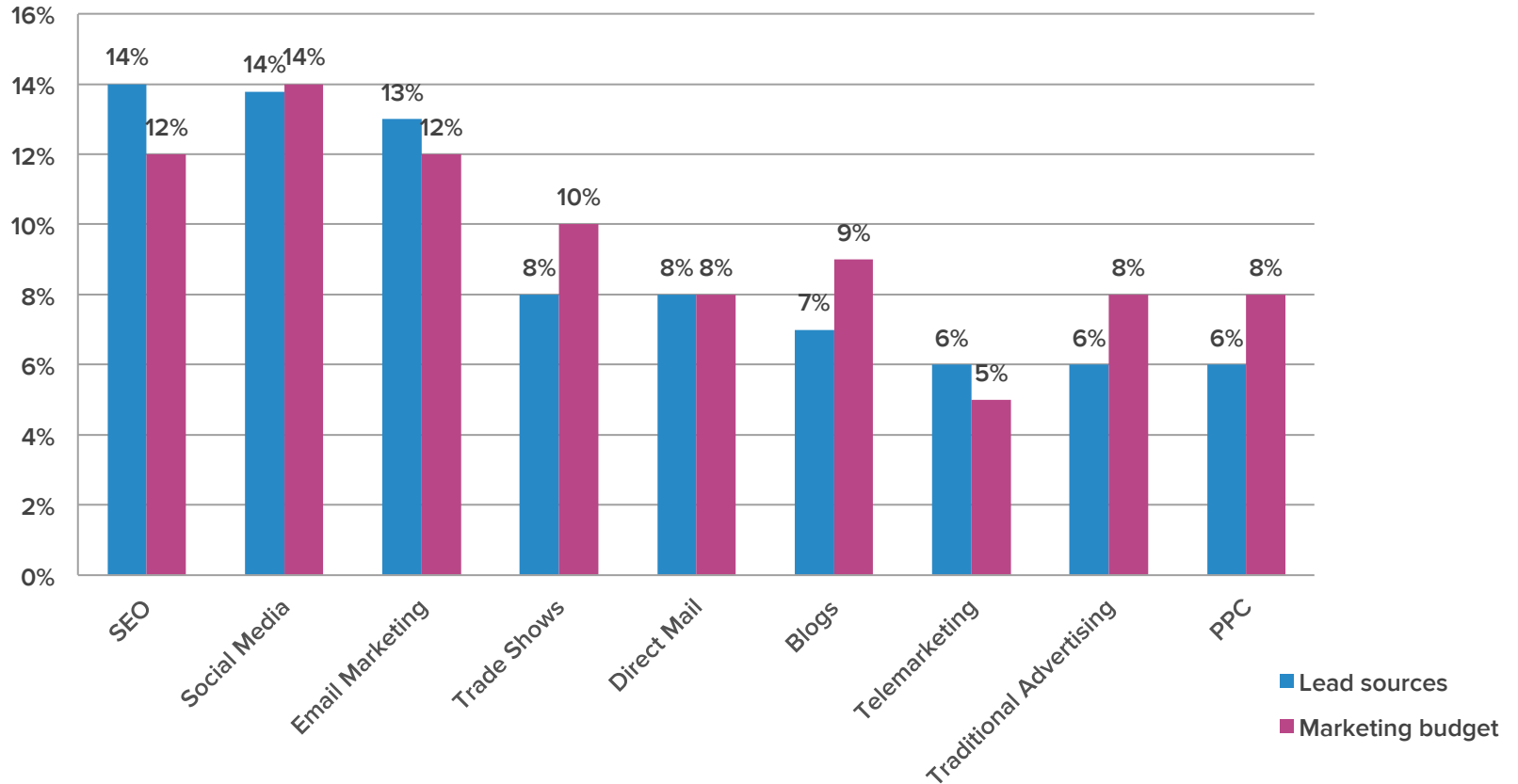
Q: What percentage of your company's leads come from each of the following sources?

*Chart excludes "email" and "don't know/not applicable answers"



Marketing Spending Closely Tracks Lead Generation Rates

Social media, SEO top both lead sources and 2013 budget allocations



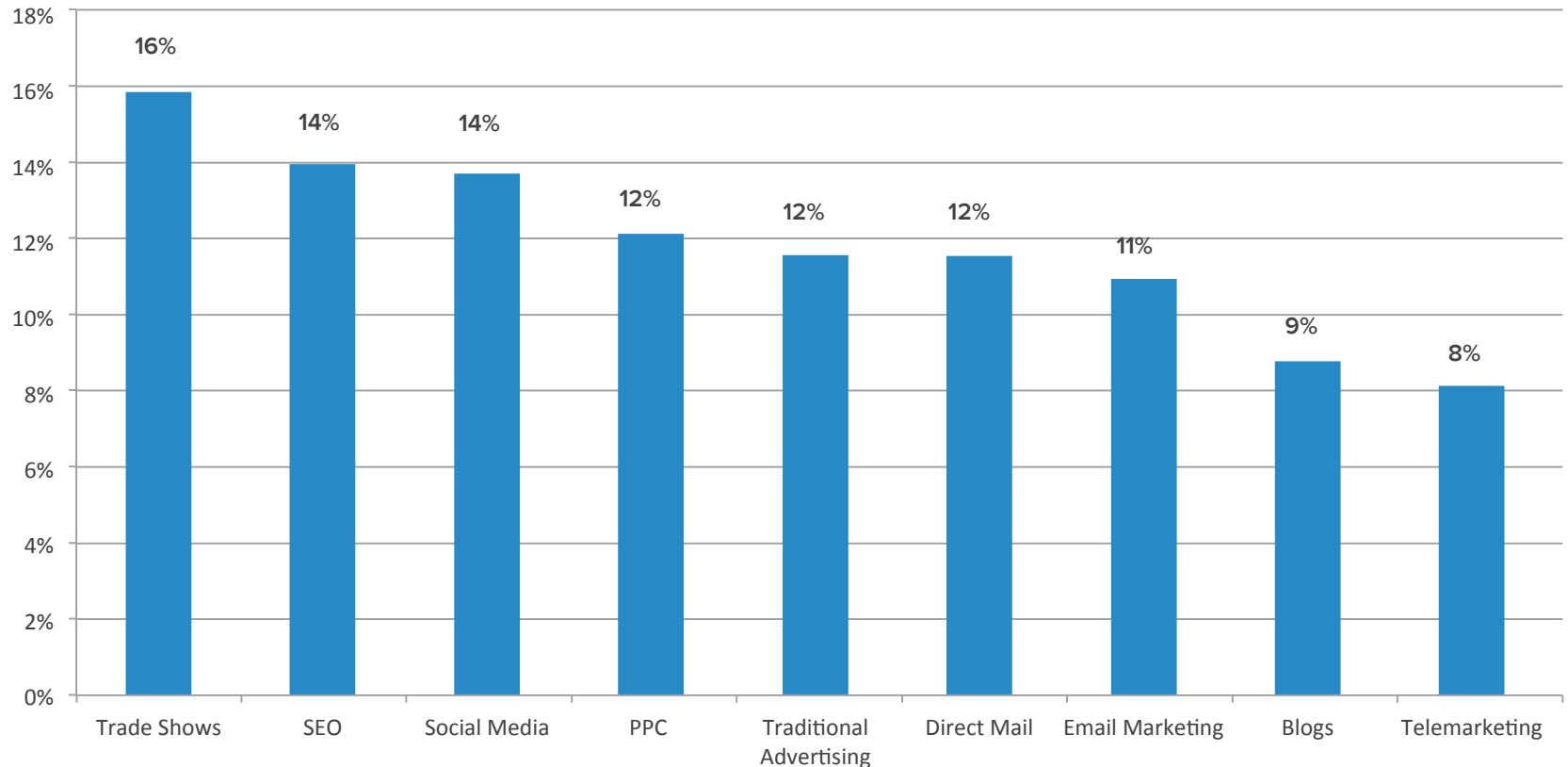
Survey N
=3,339

Q: What percentage of your company's leads come from each of the following sources/Specific to inbound marketing, how does your company's 2013 budget compare to the 2012 budget?



Trade Shows Top Average Cost per Lead Numbers

16% of marketers see high CPLs from trade shows, 14% of marketers for SEO and search strategies



Survey N
=3,339

Q: Please estimate your company's cost per lead for each of the channels listed below versus your overall average cost per lead.

*Chart shows above average cost per lead ratings shown



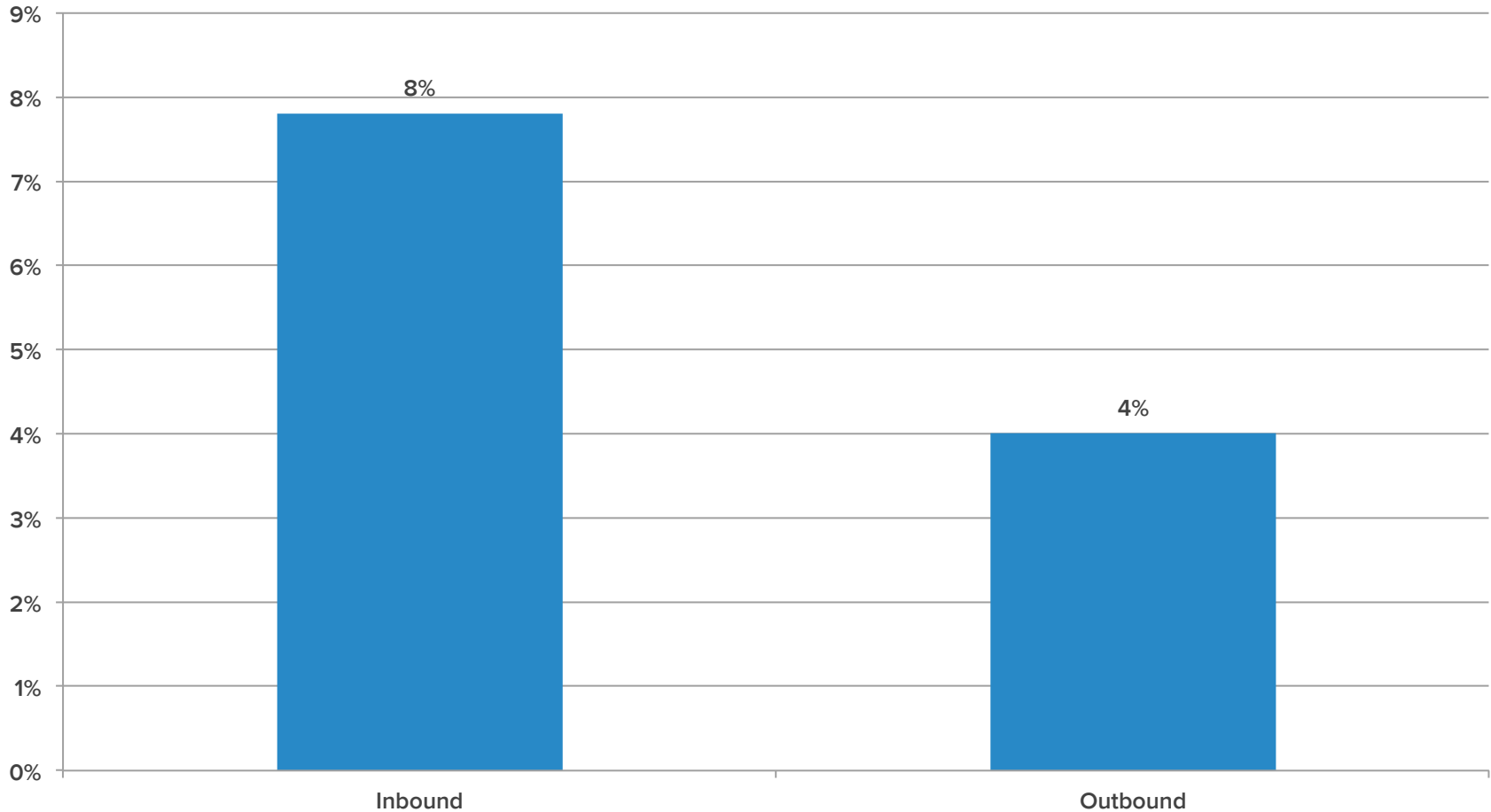
Section 4

Average Cost per Lead

Marketers compare their acquisition costs

Inbound Delivers Below Average Cost per Lead

Marketers 100% more likely to see below average inbound cost per lead vs. outbound



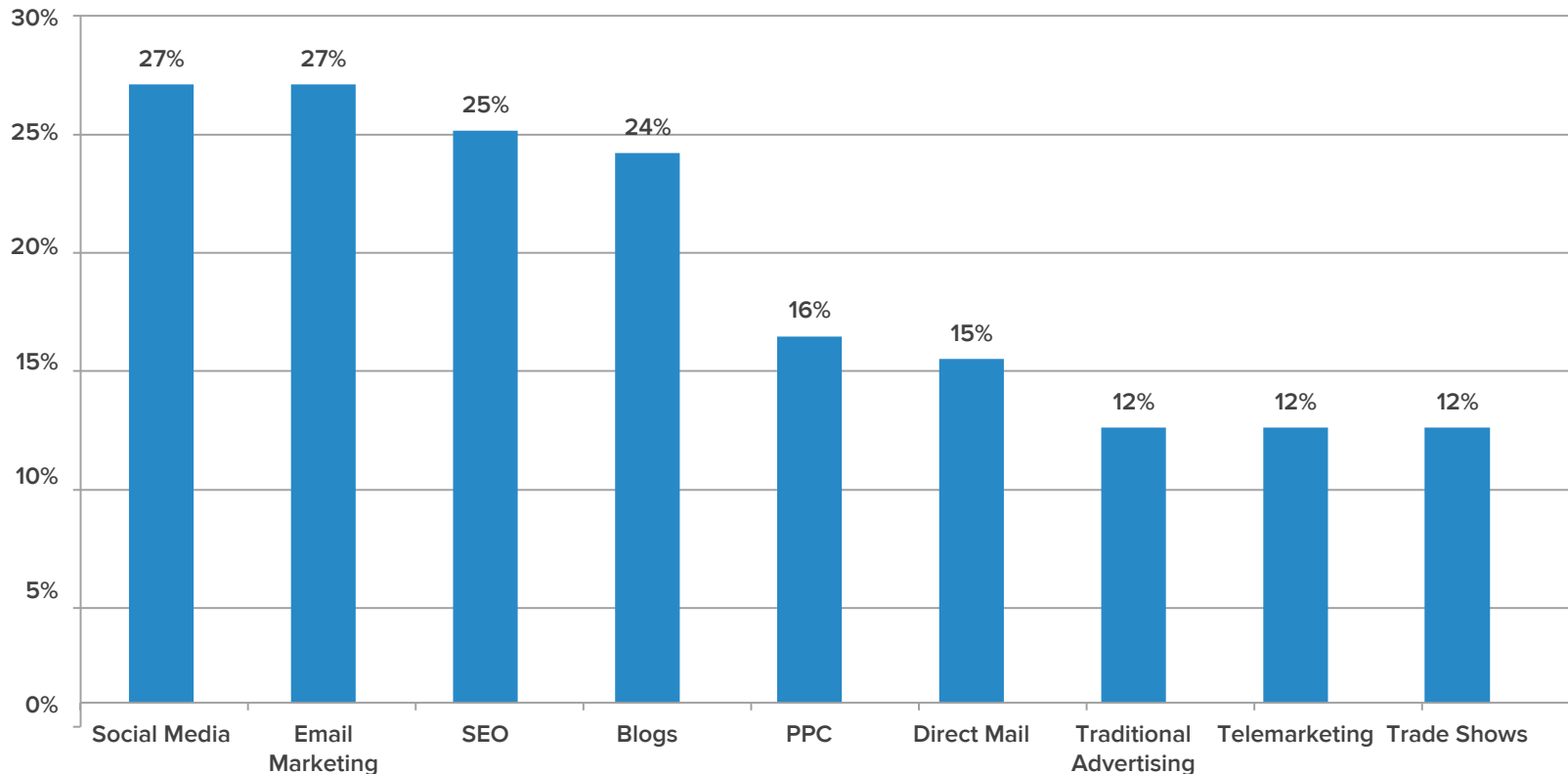
Survey N
=3,339

Q: To the best of your ability, please write in your average cost per lead:
*Chart shows just below-average cost per leads, segmented by inbound and outbound only



Social Media, Email Deliver Lower Average Cost per Leads

27% of marketers report below average cost per leads for both email and social media



Survey N
=3,339

Q: Please estimate your company's cost per lead for each of the channels listed below vs. your overall average cost per lead.

*Chart shows just below-average cost per leads



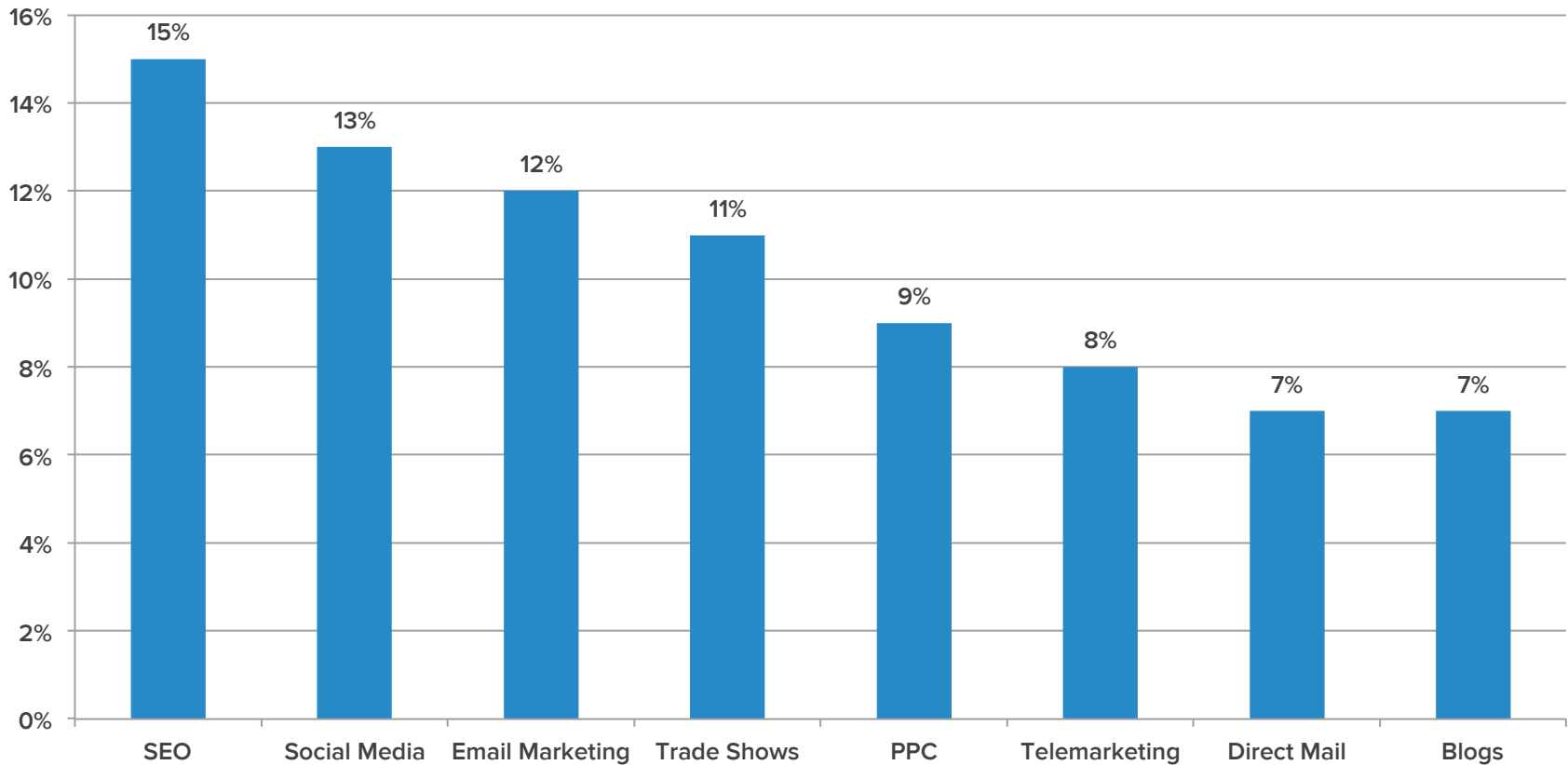
Section 5

Conversion by Channel

How do various acquisition channels perform?

Social Media Plays a Key Role in Customer Acquisition

15% of marketers say SEO delivers above-average sales conversions; 13% say the same for social media



Survey N
=3,339

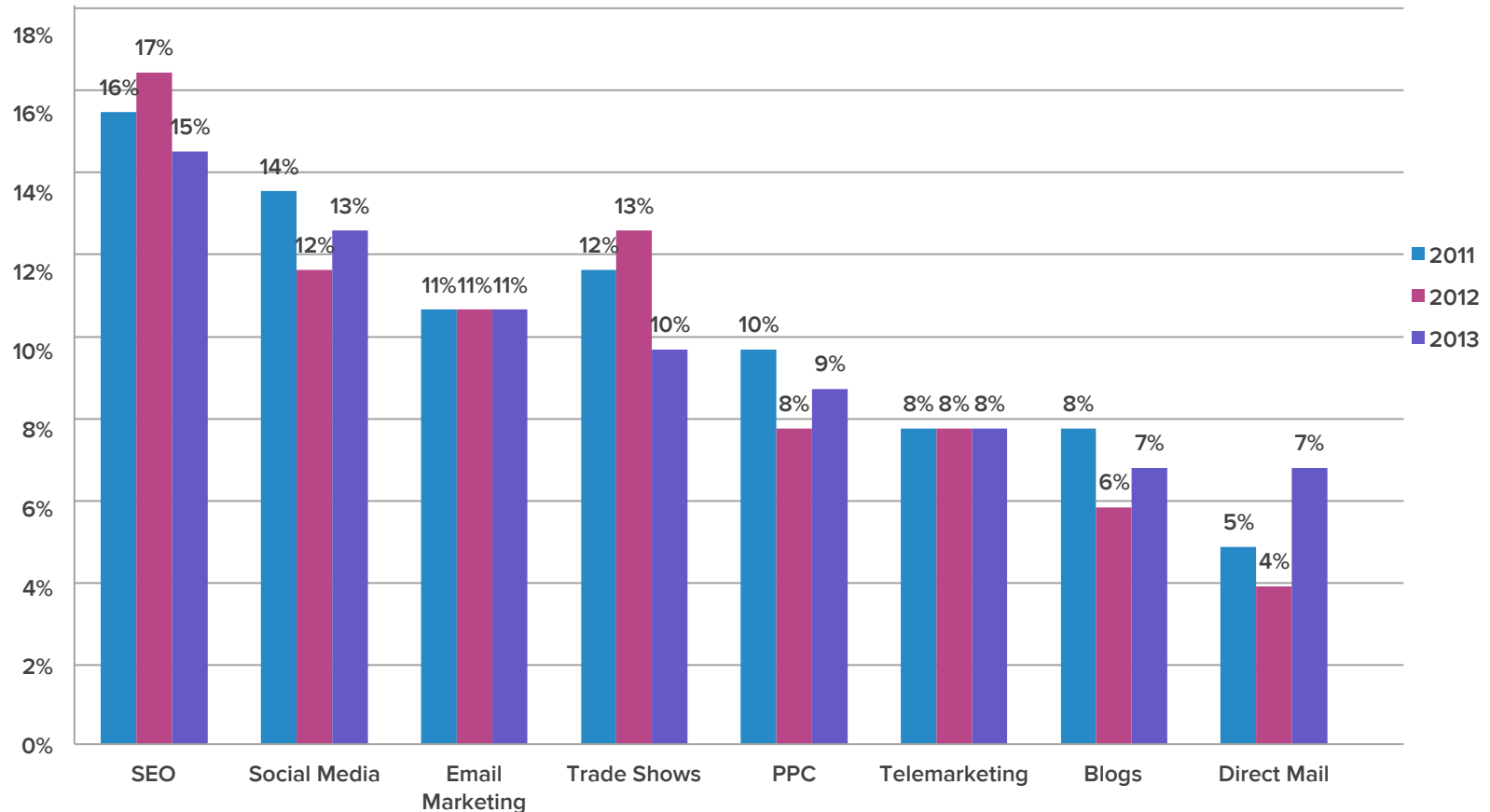
Q: What is the average percentage of leads your company converts to sales?

*Chart shows just above-average lead conversion rates



SEO Produces Solid Annual Lead Conversions

15% of SEO, 13% of social media leads converted at above-average rates in 2013



Survey N
=3,339

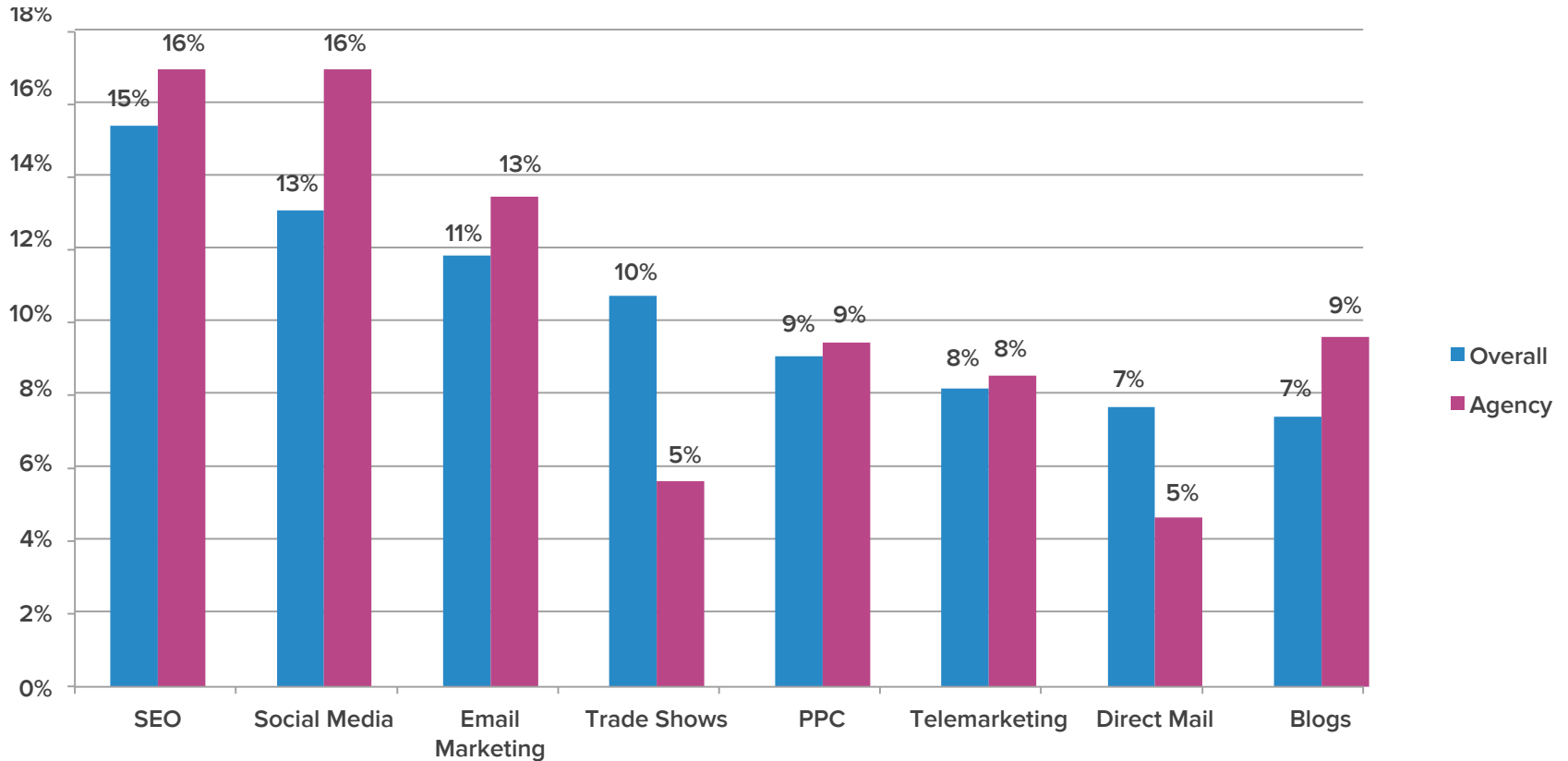
Q: Please estimate your company's cost per lead for each of the channels listed below vs. your overall average cost per lead?

*Chart shows just above-average lead conversion rates



Agencies See Increased Conversions With Inbound vs. Outbound Channels

Agencies' overall inbound conversion rates slightly outpace industry averages



Survey
Segment
N =412

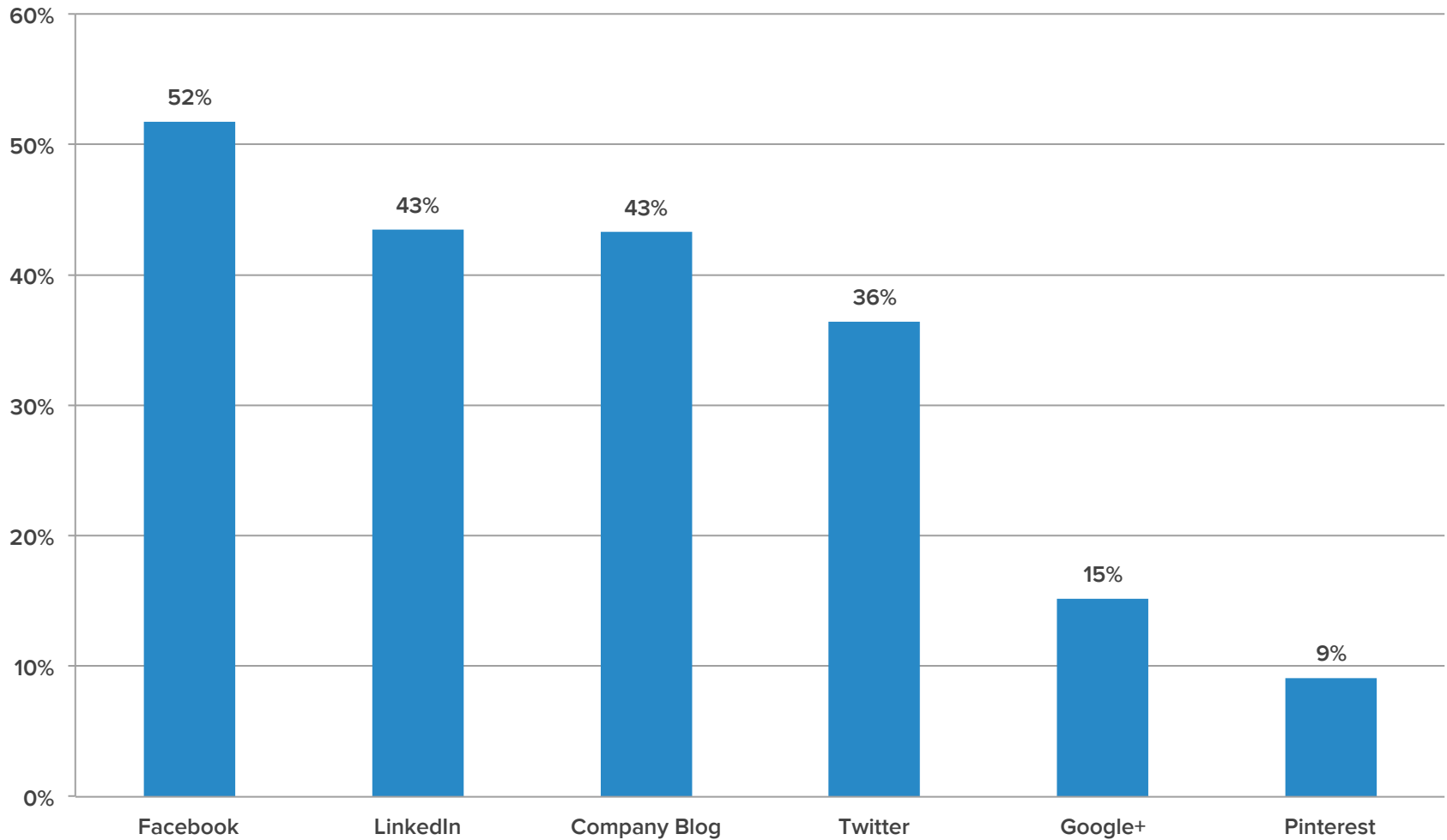
Q: What percentage of your company's leads generated in the channels listed below convert to sales versus your total lead conversion?

*Chart shows just above-average lead conversion rates, segmented by agency responses



Facebook Top Channel to Acquire a Customer

52% of all marketers sourced a lead from Facebook in 2013



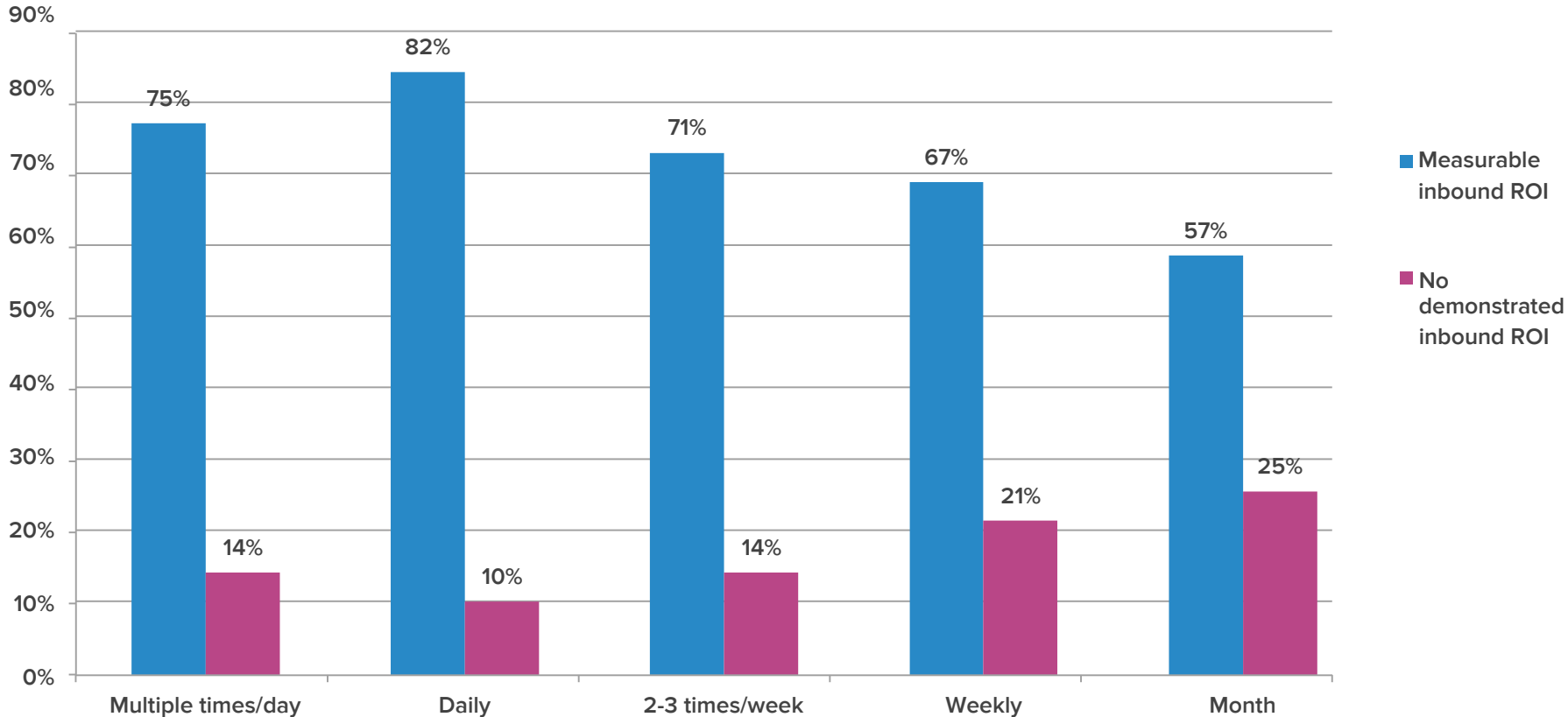
Survey N
=3,339

Q: What percentage of your company's leads come from each of the following sources?



Consistent Blogging Boosts Inbound Marketing's Overall ROI

82% of marketers who blog daily report positive ROI for overall inbound efforts



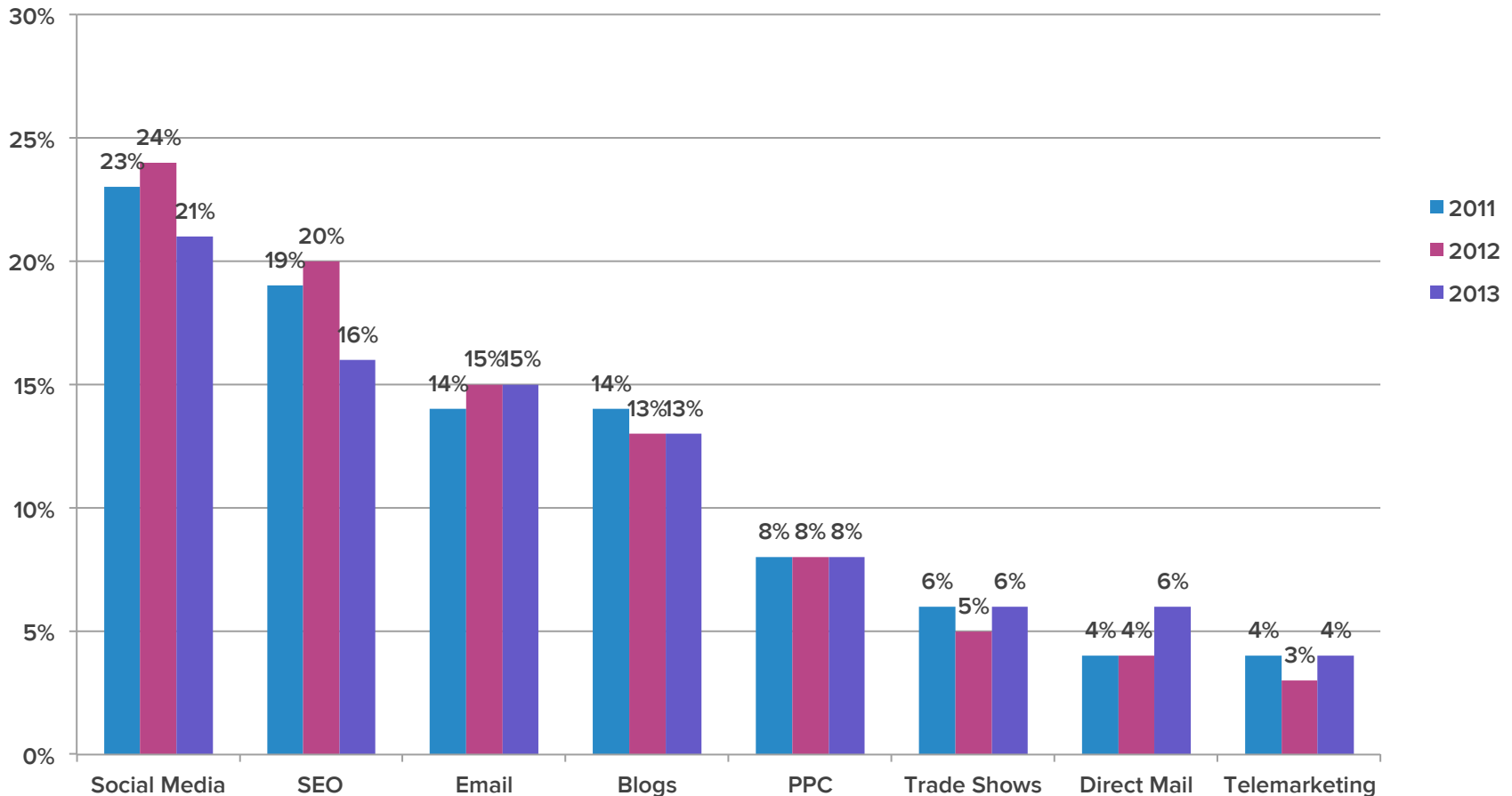
Survey N
=3,339

Q: How frequently do you post a new blog to your company site/Did inbound marketing demonstrate ROI for your company?



Social Media and SEO Continue to Be Critical Channels in 2013

21% say social media grew more important in the past six months



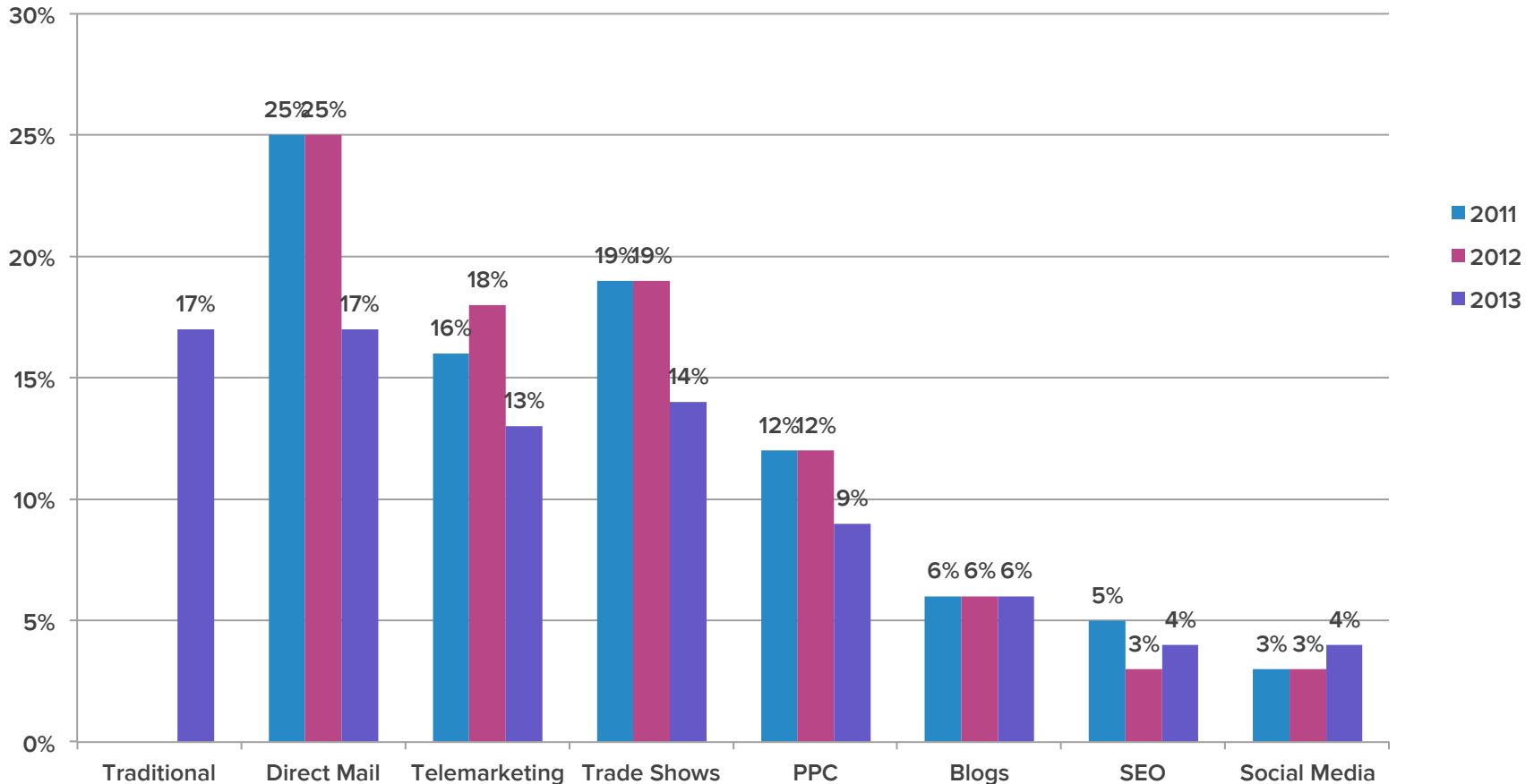
Survey N
=3,339

Q: Which sources of leads have become more important to your company over the last six months?



Interruptive and Outbound Marketing Tactics Losing Market Share

Traditional advertising, direct cede more ground in 2013



Survey Segment
N =195

Q: Which sources of leads have become less important to your company over the last six months?



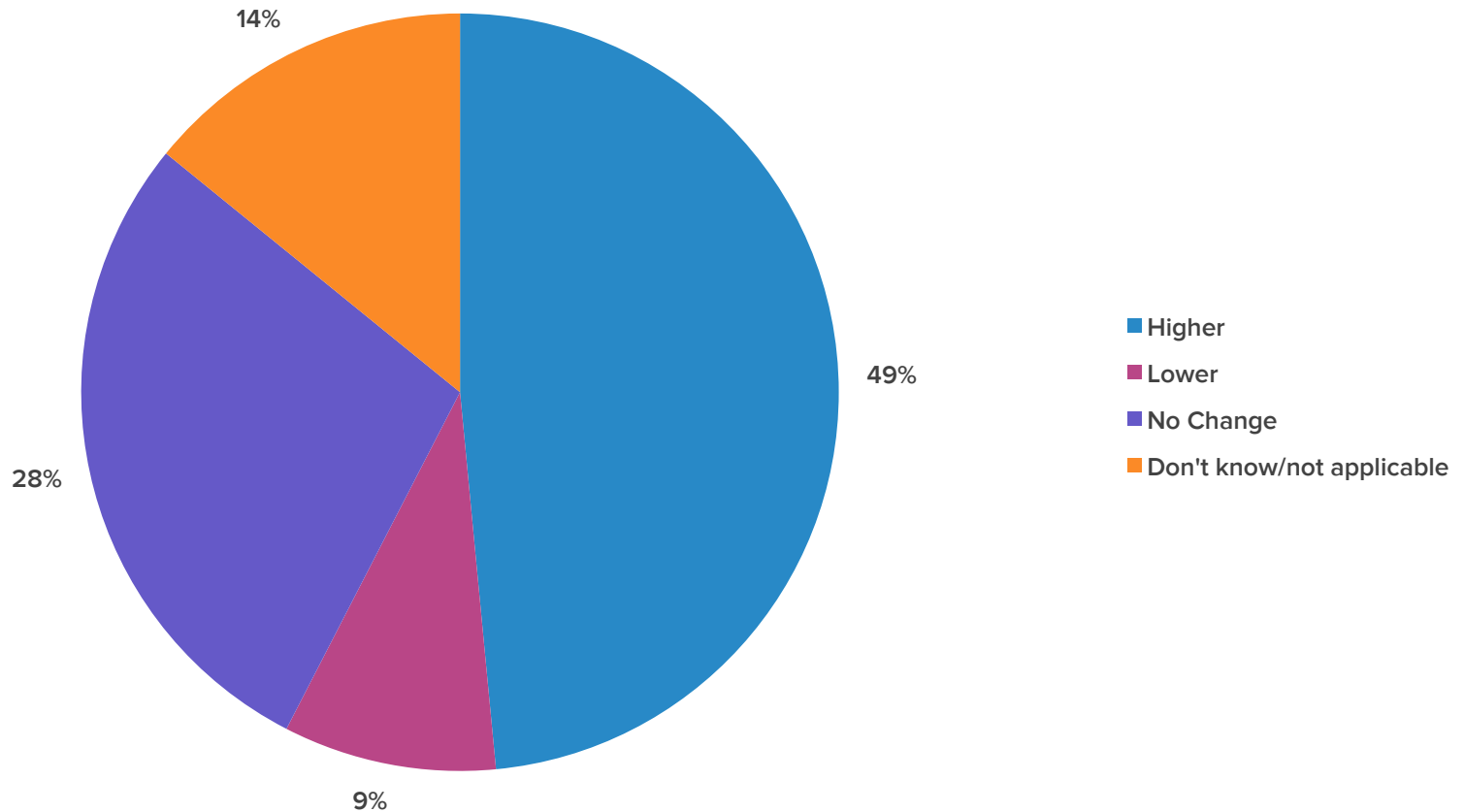
Section 6

Inbound Marketing Spend

Tracking budgets for inbound marketing

Inbound Marketing Budgets Are on the Rise

Nearly 50% of marketers plan to increase their inbound budgets for 2013



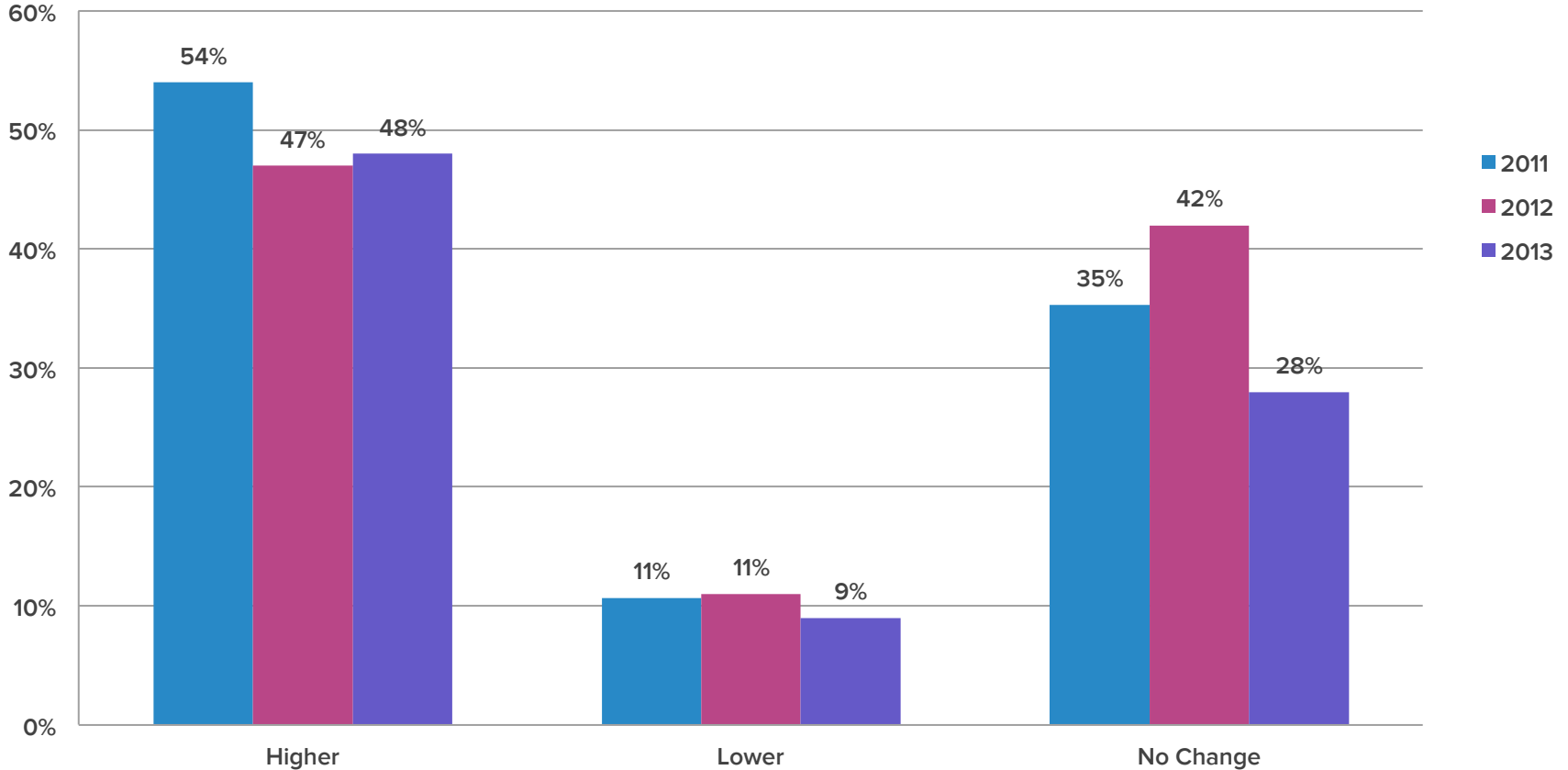
Survey N
=3,339

Q: Specific to inbound marketing, how does your company's 2013 budget compare to the 2012 budget?



Annual Inbound Marketing Budget Growth Remains Strong

48% of marketers increased their 2013 budget, slowing slightly from 2012 levels



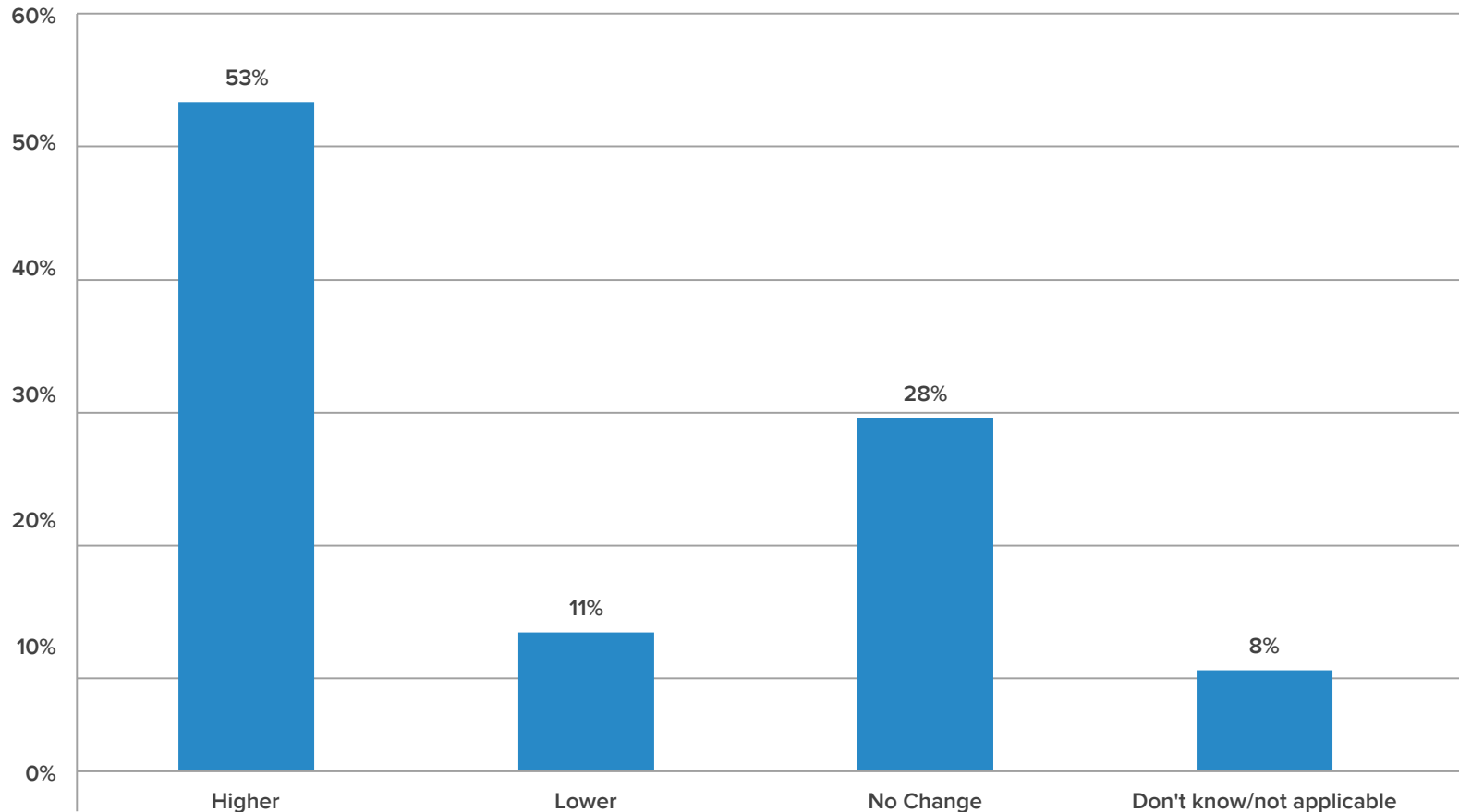
Survey N
=3,339

Q: Specific to inbound marketing, how does your company's 2013 budget compare to the 2012 budget?



CEOs Show Faith in Inbound by Investing More

53% of CEOs raised 2013 inbound budgets



Survey
Segment
N =195

Q: Specific to inbound marketing, how does your company's 2013 budget compare to the 2012 budget?

*Chart shows just CMO/CEO responses



A WORD FROM THE WISE

“

All of 2012 was inbound marketing, too -- we just have more budget in 2013.

Marketer insight
2013 State of Inbound Marketing Survey

”

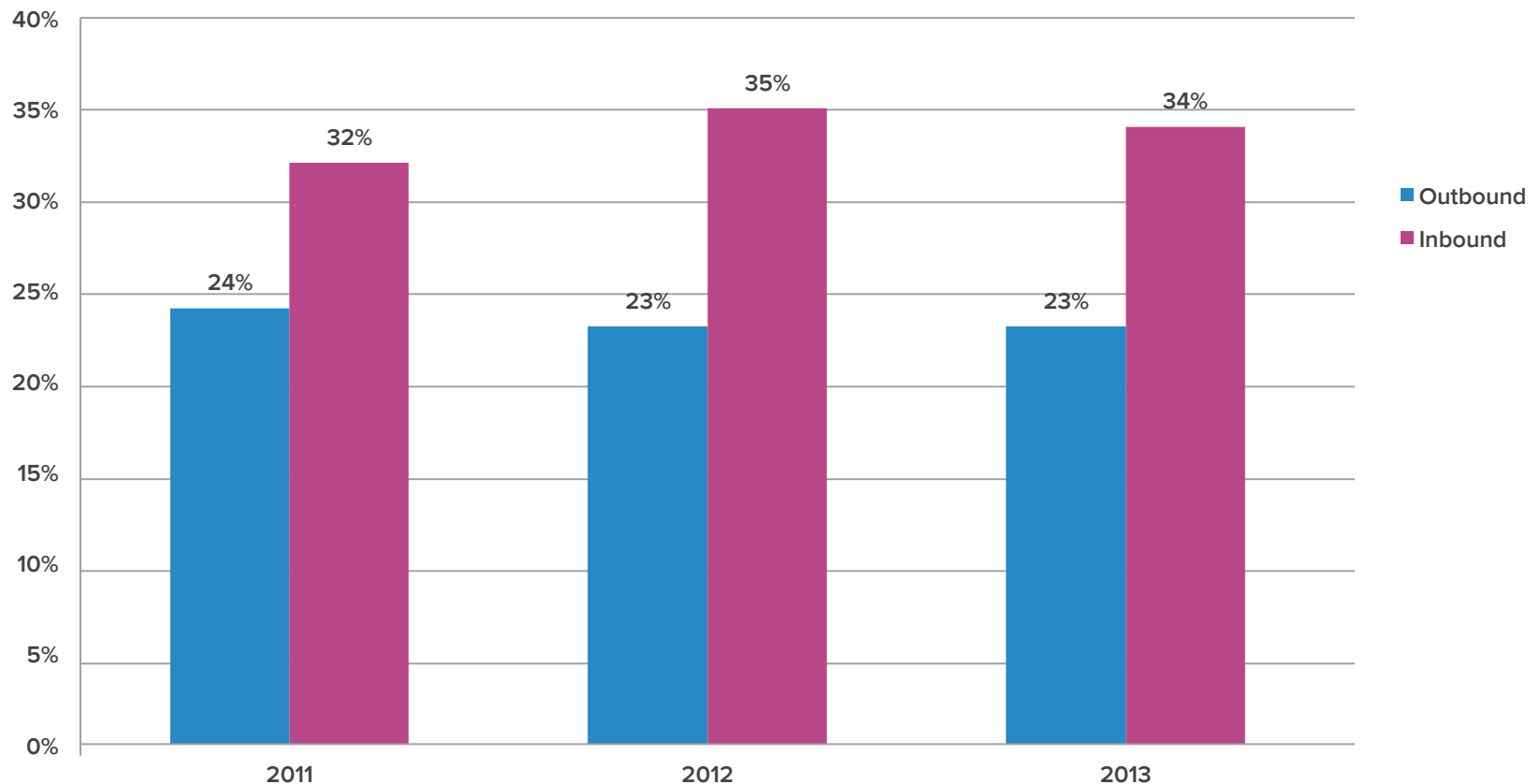
Section 7

Inbound vs. Outbound Budgets

Comparing spend on inbound to more traditional marketing tactics

Inbound Marketing Sees a Decent Share of Budget Spend

Marketers allocate 34% of overall budgets to inbound tactics



Survey N
=3,339

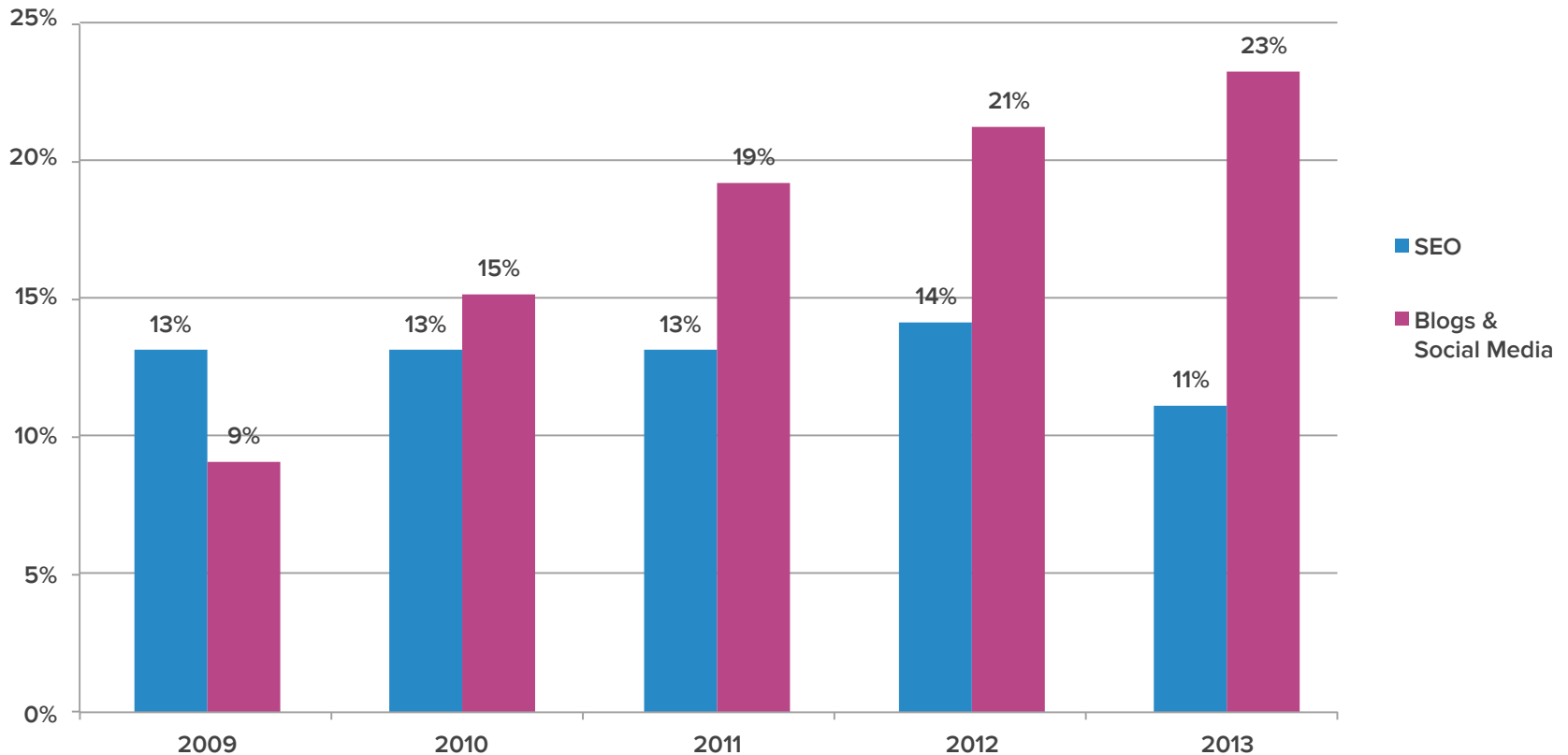
Q: What percentage of your company's lead generation 2013 budget will be spent on the following?

*Chart excludes "email" and "don't know/not applicable answers"



Blogs, Social Media Lead Inbound Marketing Outlays

Marketers spend 23% of overall budgets on blogging and social media



Survey N
=3,339

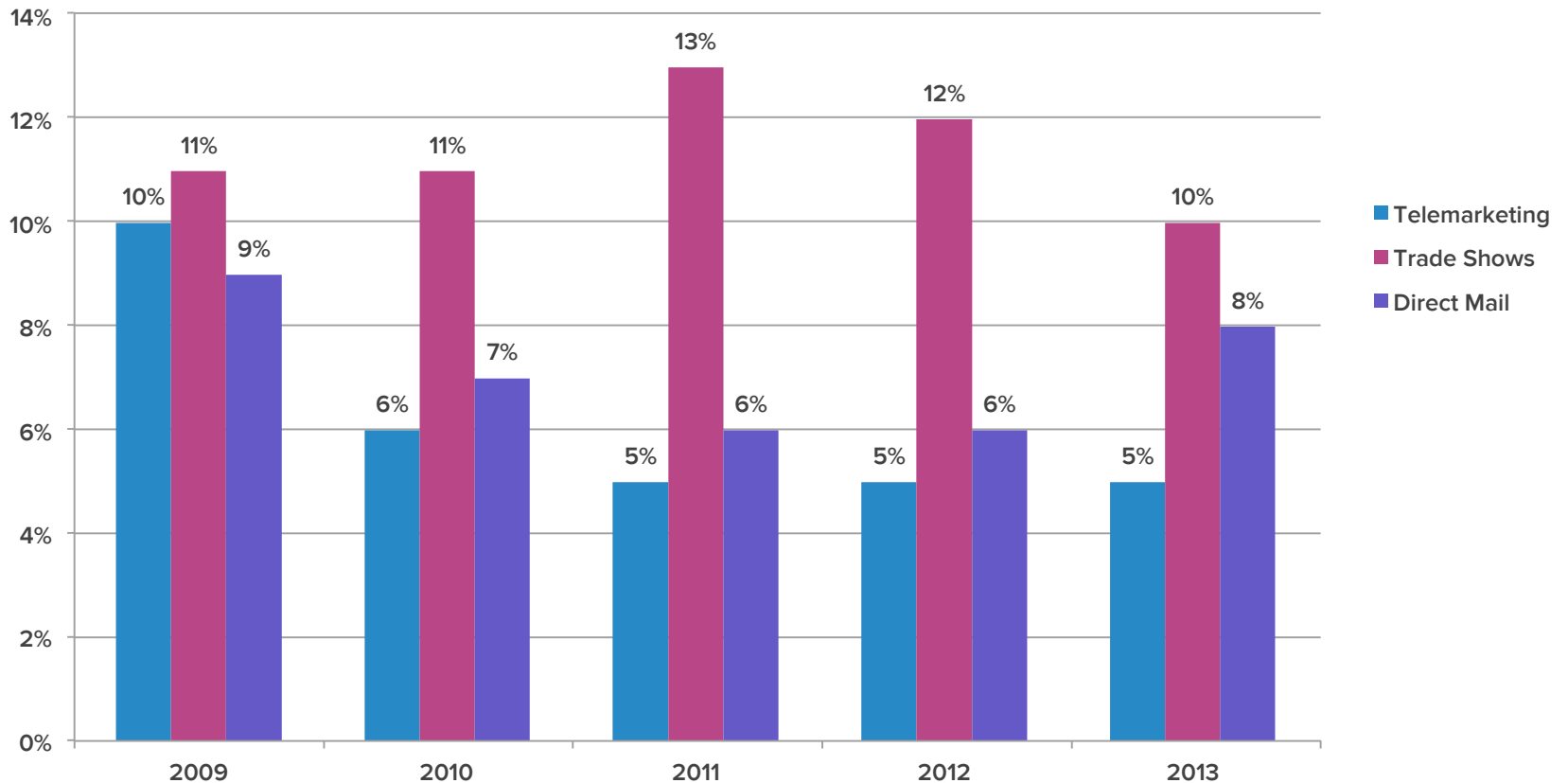
Q: What percentage of your company's lead generation 2013 budget will be spent on the following?

*Chart excludes "email" and "don't know/not applicable answers"



Outbound Budgets Shrinking

Marketers spend less than 1/3 of total budgets on outbound lead gen



Survey N
=3,339

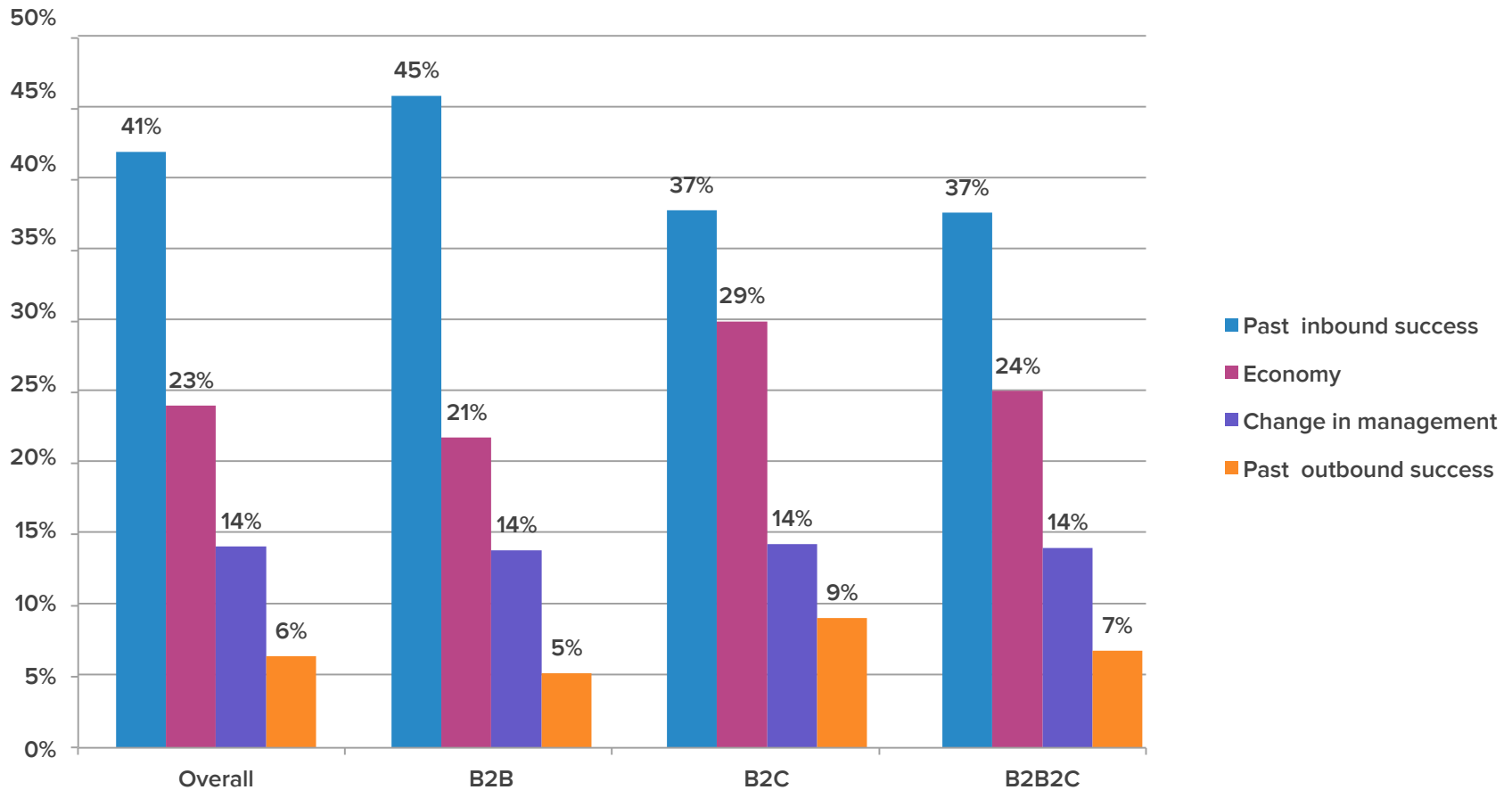
Q: What percentage of your company's lead generation 2013 budget will be spent on the following?

*Chart shows only traditional outbound tactics



B2B Budgets Most Likely to Be Influenced by Past Inbound Marketing Success

45% of B2B companies increased inbound budgets due to past success



Survey
Segment
N =1,917

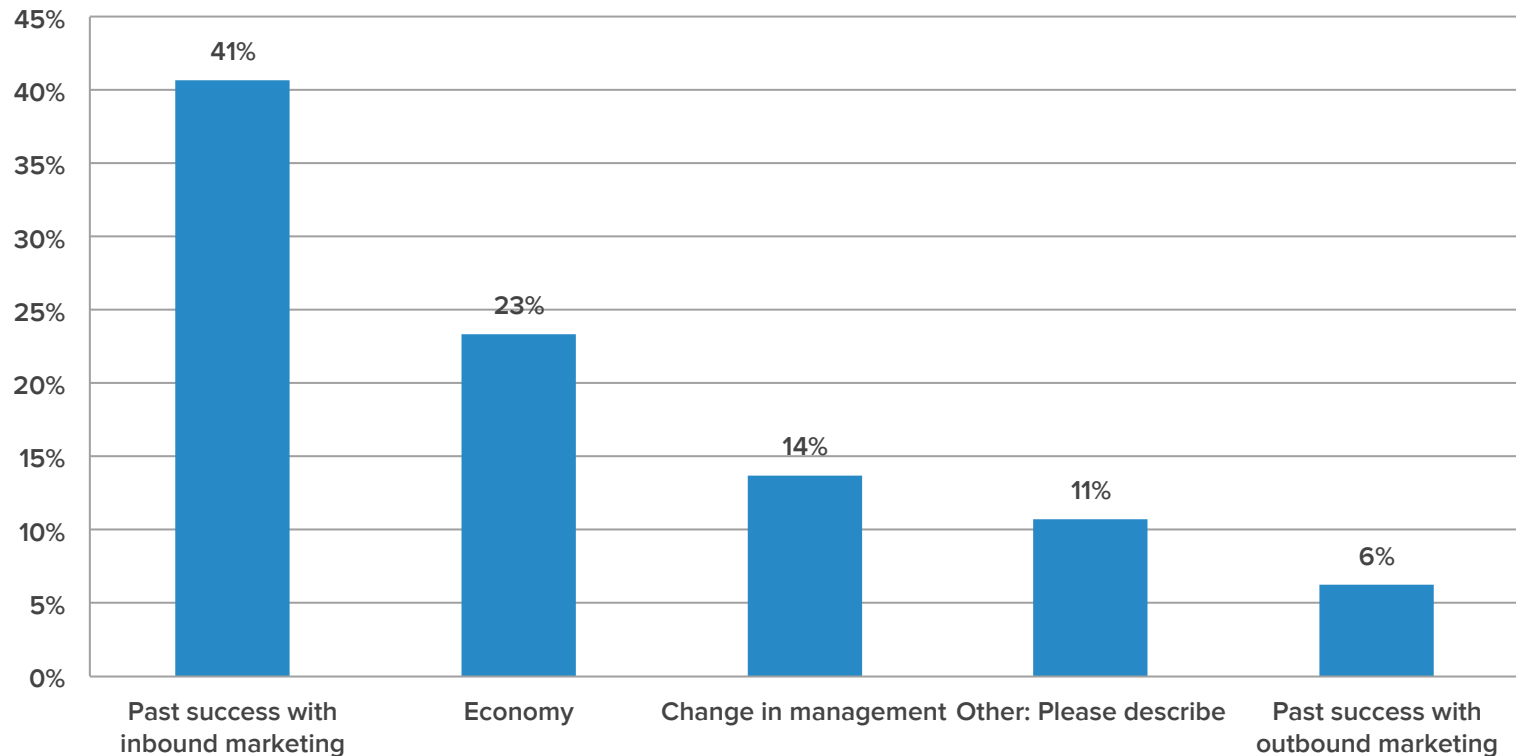
Q: What drove the decision to change your 2013 inbound marketing budget from the 2012 budget?

*Chart shows responses segmented by business model



Past Success With Inbound Marketing a Determining Factor in Planning Budget Changes

Inbound's proven success was the primary rationale for 41% of 2013 budget changes



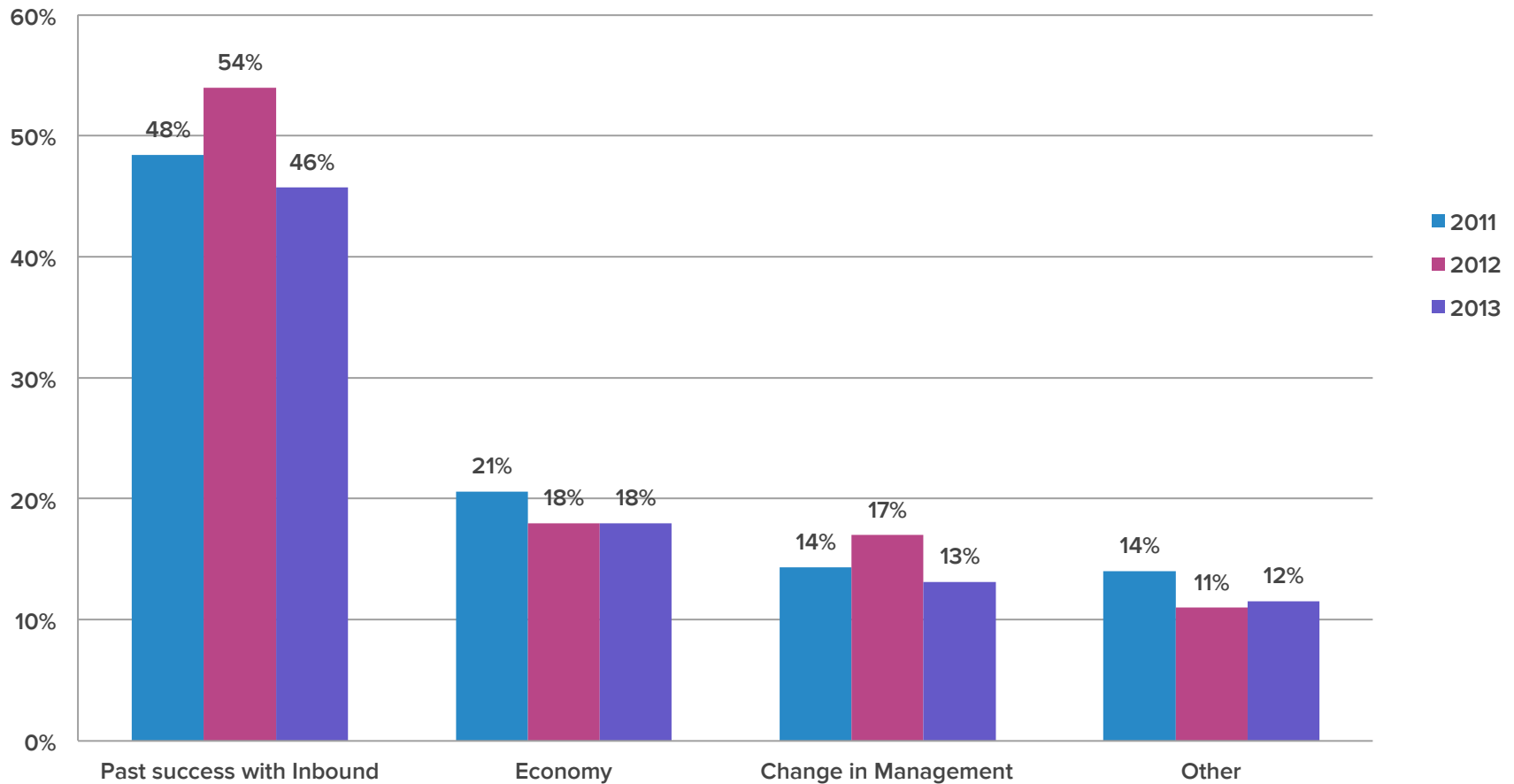
Survey N
=3,339

Q: What drove the decision to change your 2013 inbound marketing budget from the 2012 budget?



Inbound Success Continues to Drive 2013 Budget Increases

Inbound success continues to drive yearly budget increases



Survey N
=3,339

Q: What drove the decision to change your 2013 inbound marketing budget from the 2012 budget?



A WORD FROM THE WISE

“

We want to move where the market is going; not just where it has been.

Marketer insight
2013 State of Inbound Marketing Survey

”

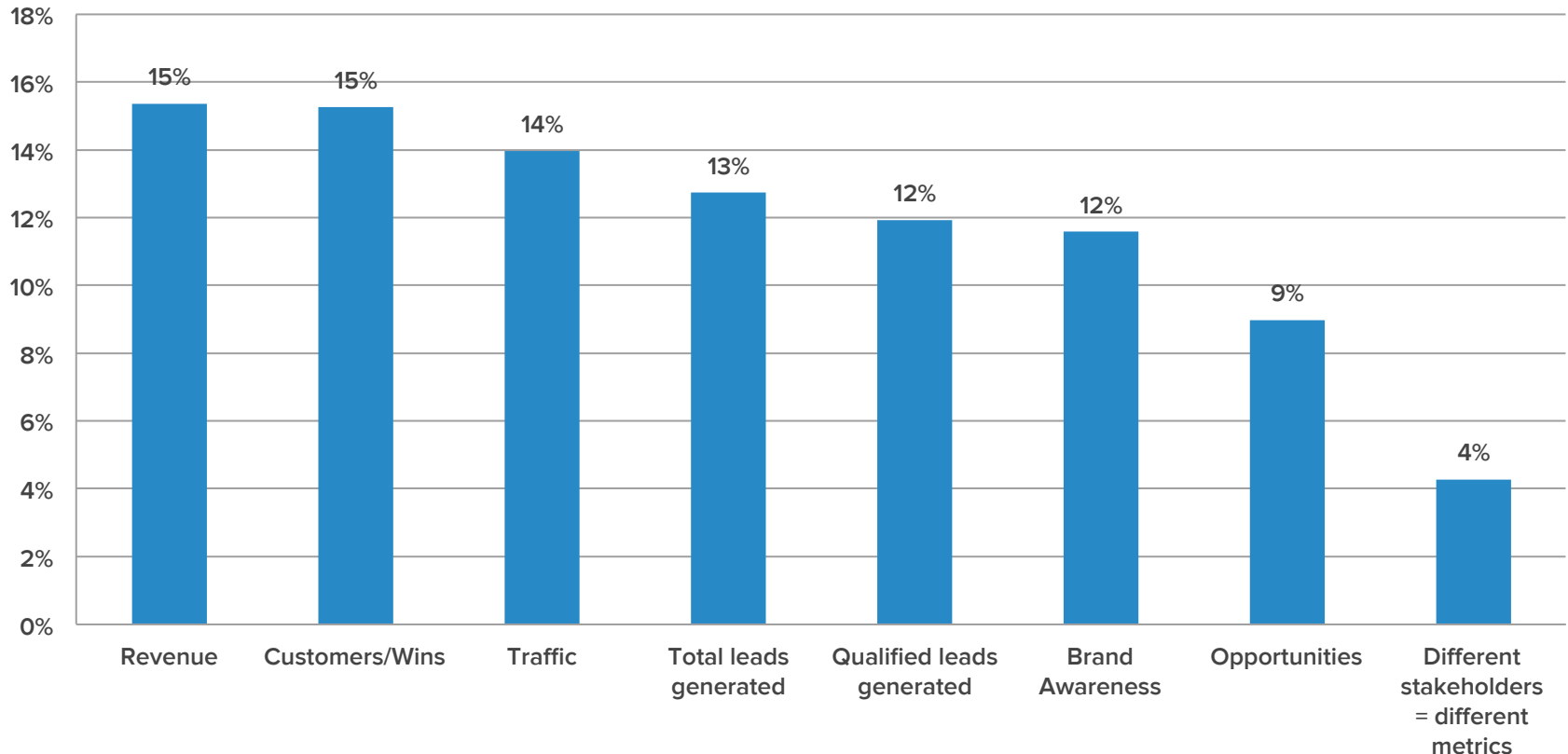
Section 8

Tracking and Measurement

What do inbound marketers typically track?

No Single Variable Dominates How Marketers Define Success

While 15% of marketers track revenue or wins, no clear pattern emerged to measure success



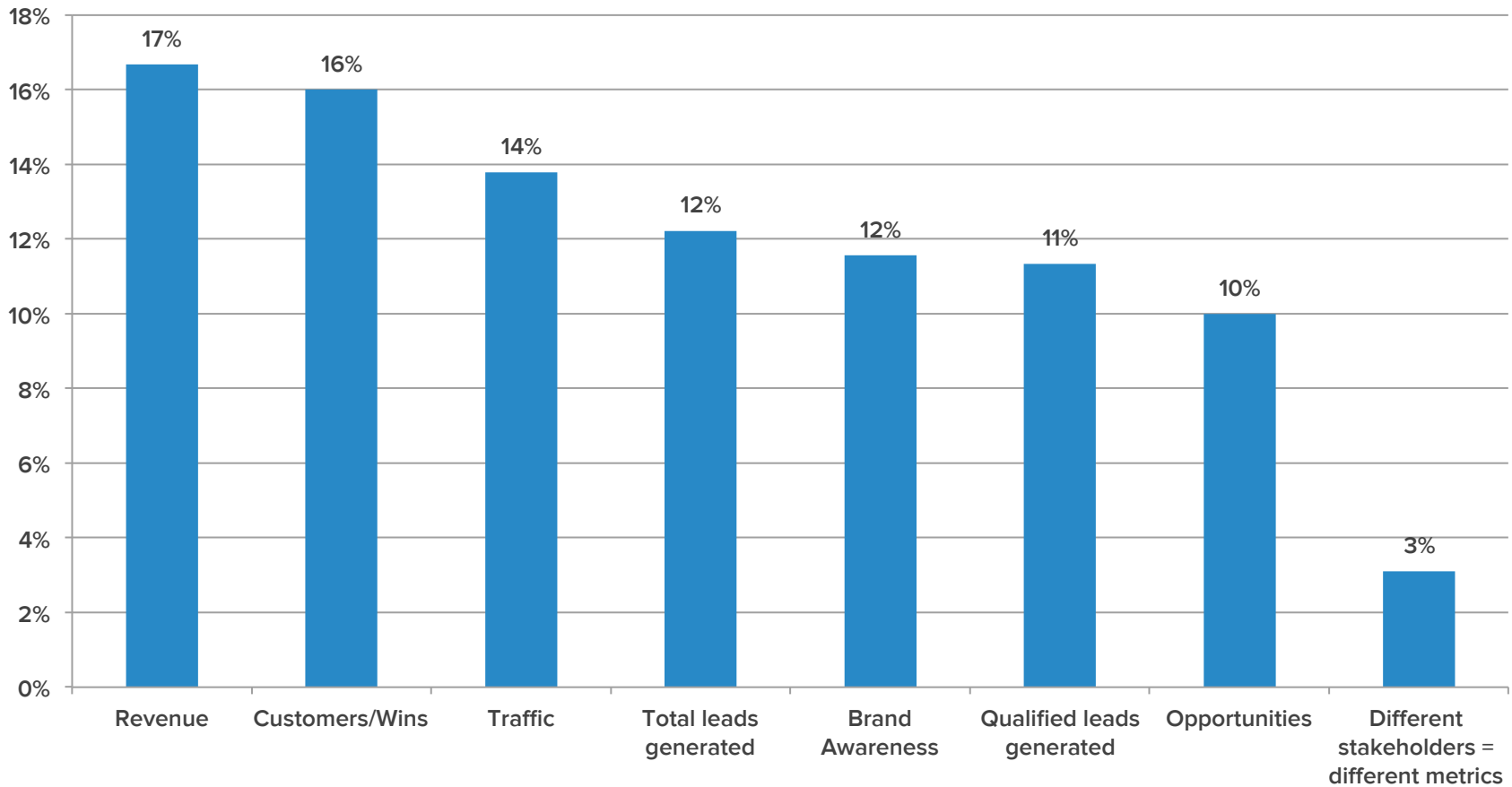
Survey N
=3,339

Q: How is your marketing team's success evaluated?



Opportunities Remain to Standardize How CEOs Measure Marketing Success

17% of all CEOs evaluate inbound marketing by ROI



Survey
Segment
N =195

Q: How is your marketing team's success evaluated?
*Chart shows just CMO/CEO responses



3

HOW TO DO INBOUND MARKETING

Critical Optimization, Testing, and Technology Considerations

The third section reviews the core optimization techniques, campaign testing, and technology you need to execute inbound marketing, as well as how to set lead scores and benchmark website conversion goals.

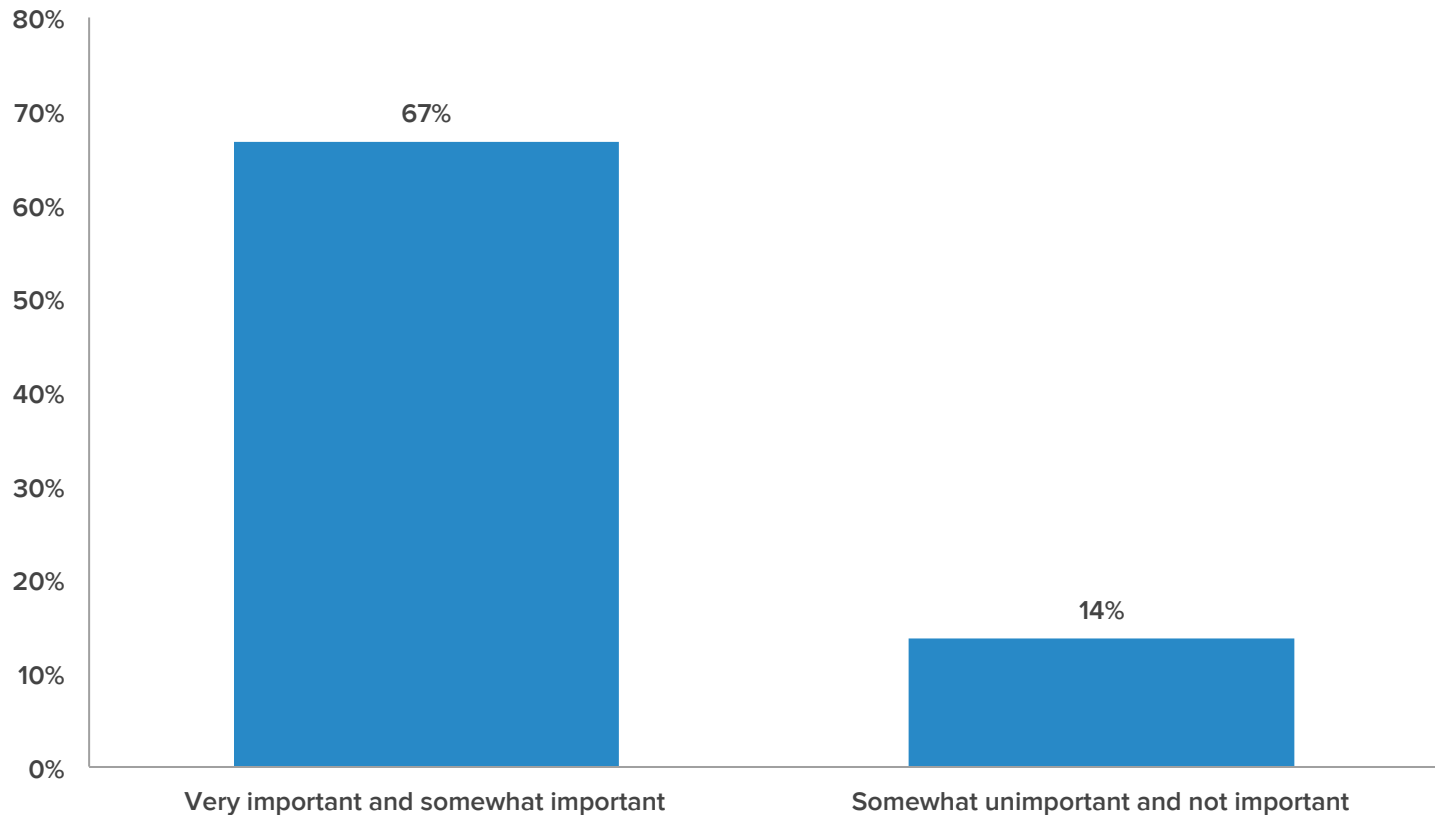
Section 1

Inbound Lead Scoring

How marketers measure and prioritize leads

A Clear Understanding of Incoming Leads Matters to Marketers

67% of marketers rate lead scoring important to their strategic success



Survey N
=3,339

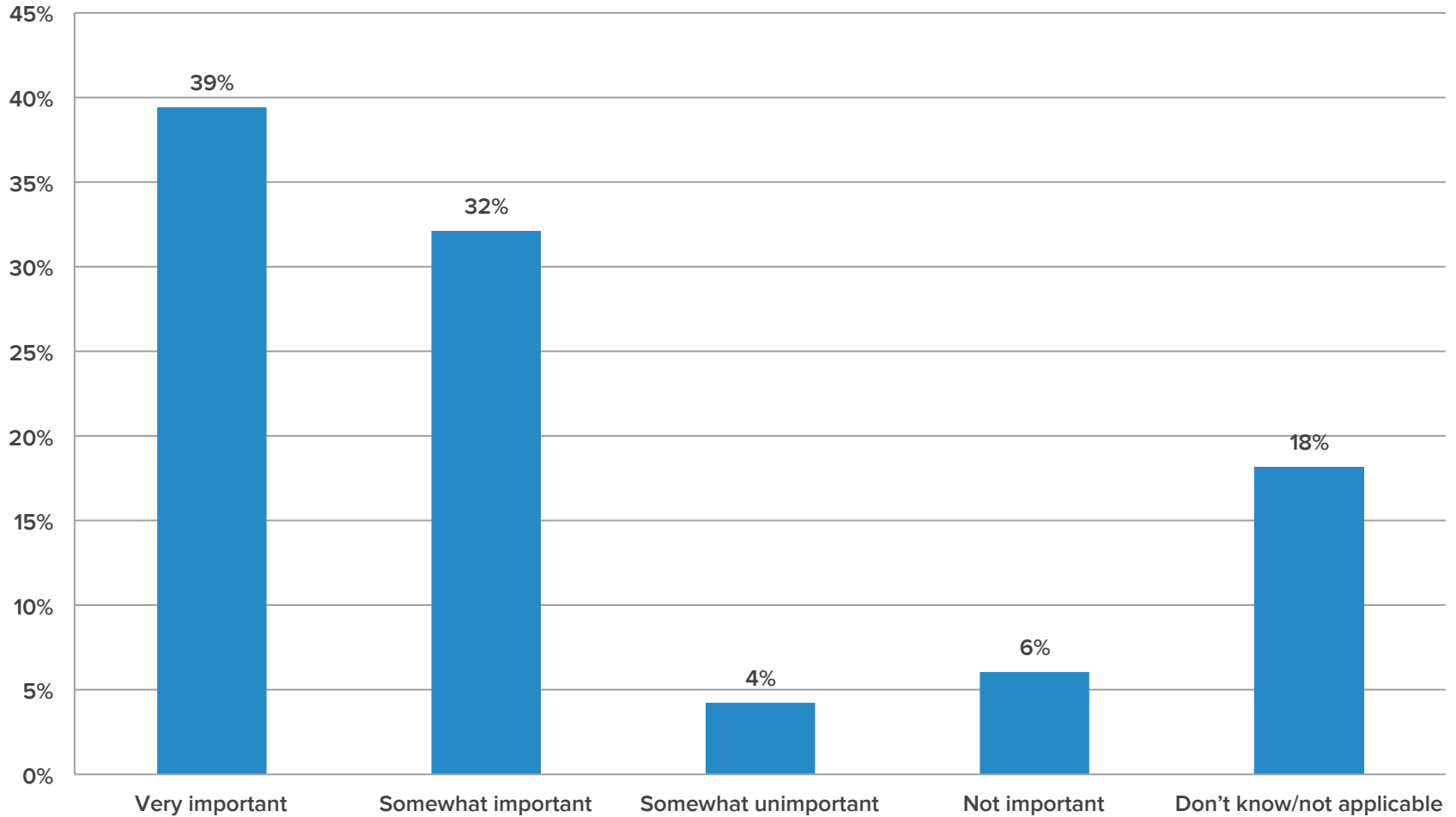
Q: How important is lead scoring to your marketing strategy?

*Chart excludes "don't know/not applicable answers"



Execs Say Lead Scoring Critical to Results

Scoring leads rated very important by 39% of CEOs



Survey
Segment
N =195

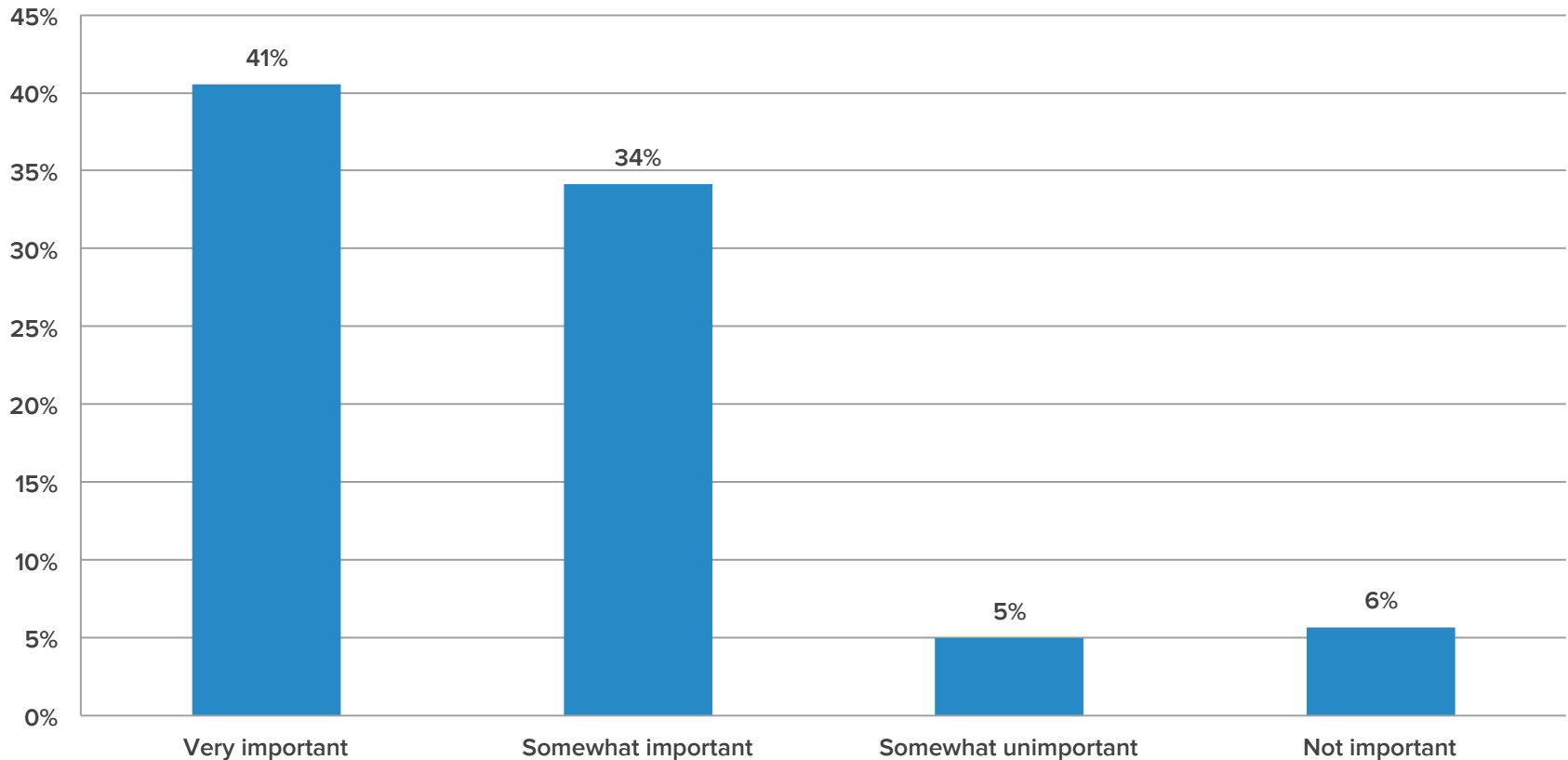
Q: How important is lead scoring to your marketing strategy?

*Chart shows just CMO/CEO responses



International Firms' Lead Scoring Practices Outpace Industry Average

75% of international marketers report lead scoring somewhat important



Survey
Segment
N =1,565

Q: How important is lead scoring to your marketing strategy?

*Chart shows just international responses



Section 2

Average Site Conversion Rates

How does your site measure up?

Inbound Marketers See Above-Average Website Conversion Rates -- Far Surpassing Those Marketers Who Aren't Inbound

Marketers Report a 10% Average Website Conversion Rate

Average of website conversion rate:	10%
-------------------------------------	-----

Companies Implementing Inbound See 100% Improvement in Site Conversion

Inbound?	Average Website Conversion
Yes	12%
No	6%

Survey N
=3,339

Q: To the best of your ability, please write your company's following average website conversion rate/Does your company do inbound marketing?



Website Conversion Rates Fall Within the 8% to 13% Range

Medium-Sized Companies Lead Small, Enterprise Site Conversion Rates

Employee Size	Average Website Conversion
Small (1-5)	8%
Medium (6-200)	13%
Enterprise (200+)	10%

Survey N =3,339

B2B Websites Net Higher Conversions Than B2C Sites

Sales Channel	Average Website Conversion
B2B	9%
B2C	8%

Survey Segment
N =1,917

Q: To the best of your ability, please write your company's following average website conversion rate.



A WORD FROM THE WISE

“

Have you been looking for that secret formula to lift your conversion rates? Sorry, but this report shows that inbound marketers who focus on developing content that meets their customers needs and invest in doing so for the long term nearly double their conversion rate. As they continue to keep rolling out quality content over time, that conversion rate will continue to rise. Just as Jeff Bezos, the CEO of Amazon has proven in ecommerce, HubSpot shows in this report that conversion rates are a long term, customer-driven exercise.

Bryan Eisenberg, Partner

Eisenberg Holdings

<http://www.bryaneisenberg.com/> @TheGrok

”

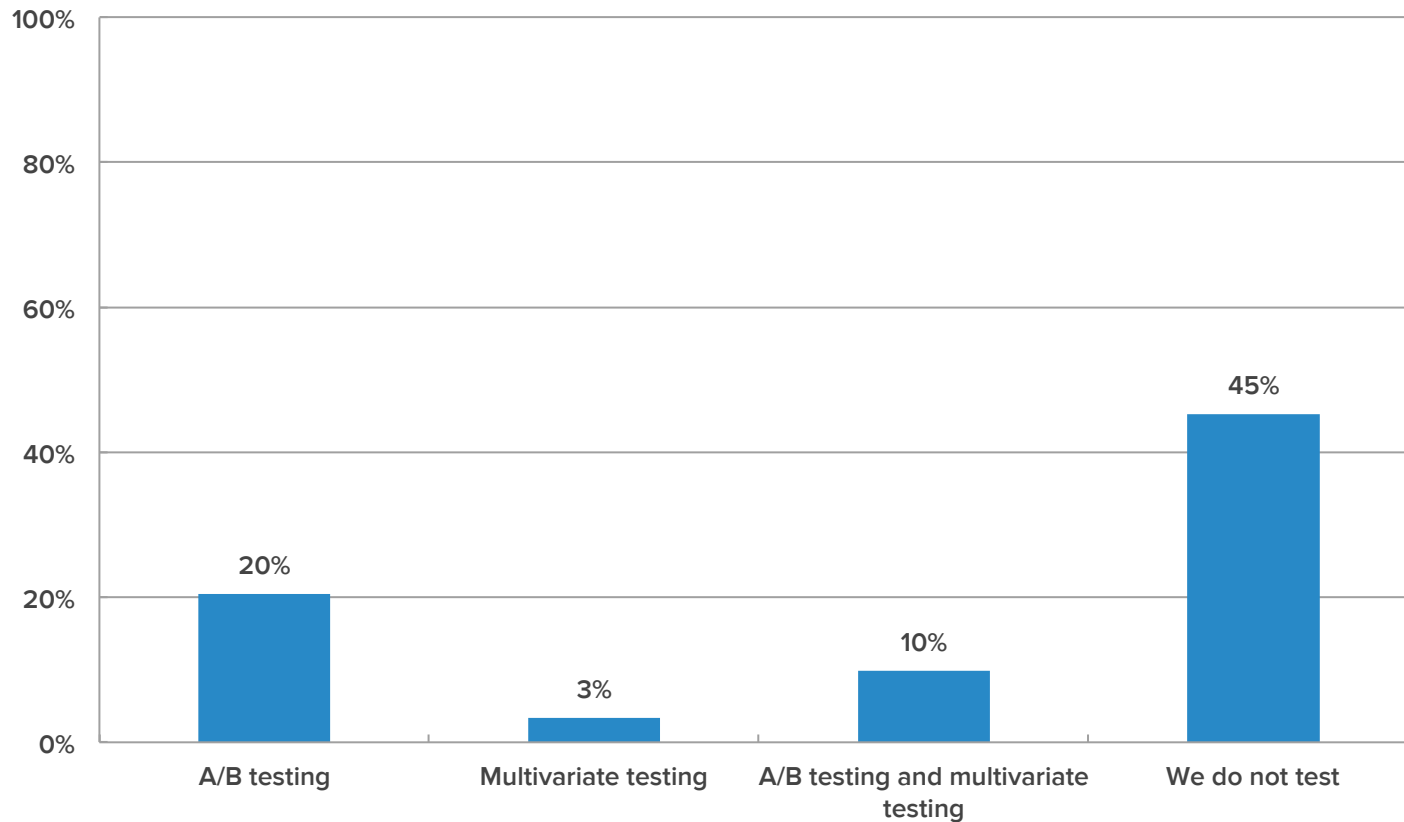
Section 3

Testing and Optimization

Who is testing their inbound marketing?

A Surprisingly Large Percentage of Marketers Aren't Using Testing to Support or Improve Their Efforts

Just 33% of marketers implement any inbound marketing testing



Survey N
=3,339

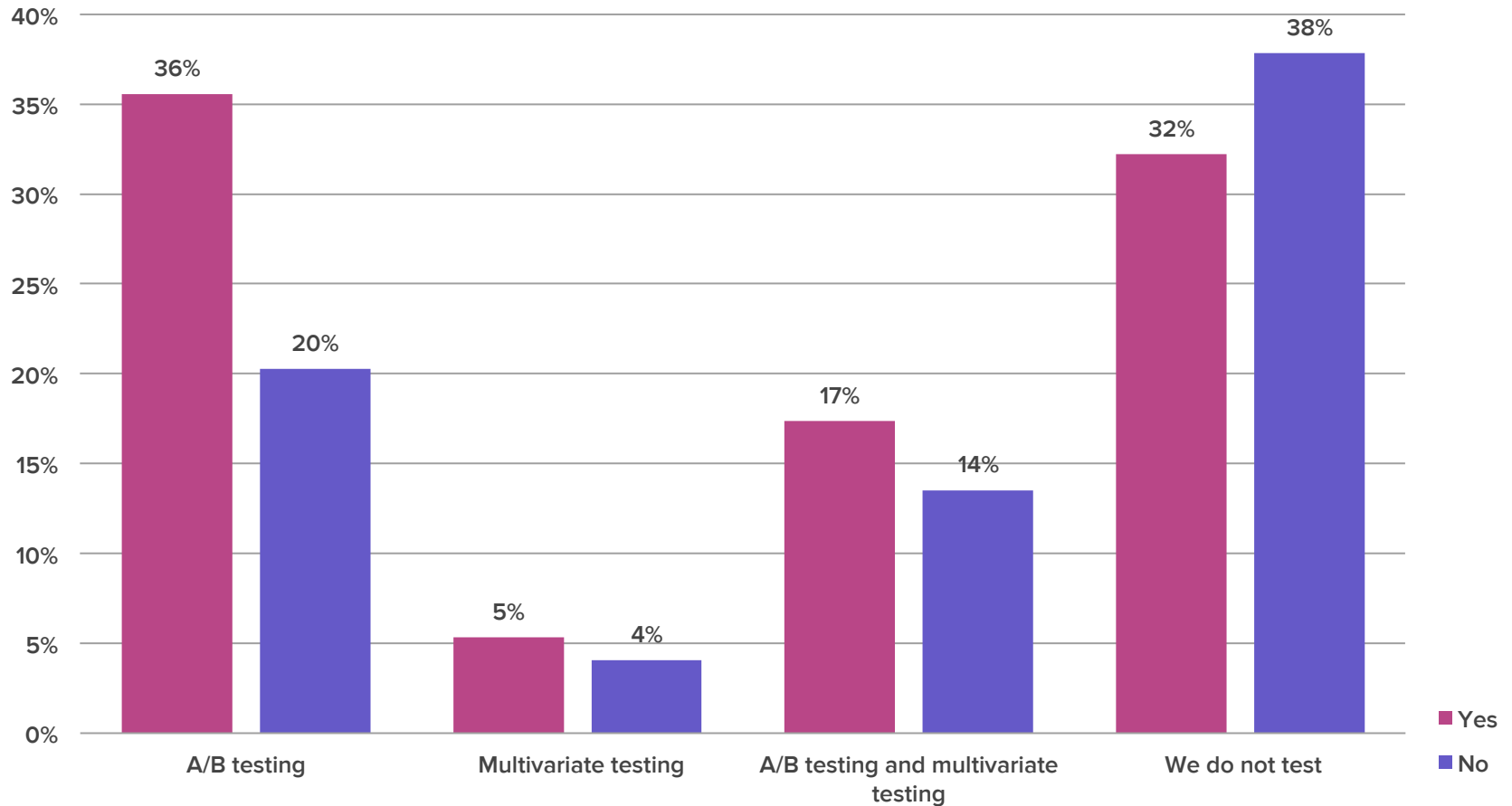
Q: What kind of testing does your company use to support your marketing efforts?

*Chart excludes "don't know/not applicable answers"



A/B Testing Improves Bottom-Line Performance

Marketers conducting A/B tests 80% more likely to show inbound ROI



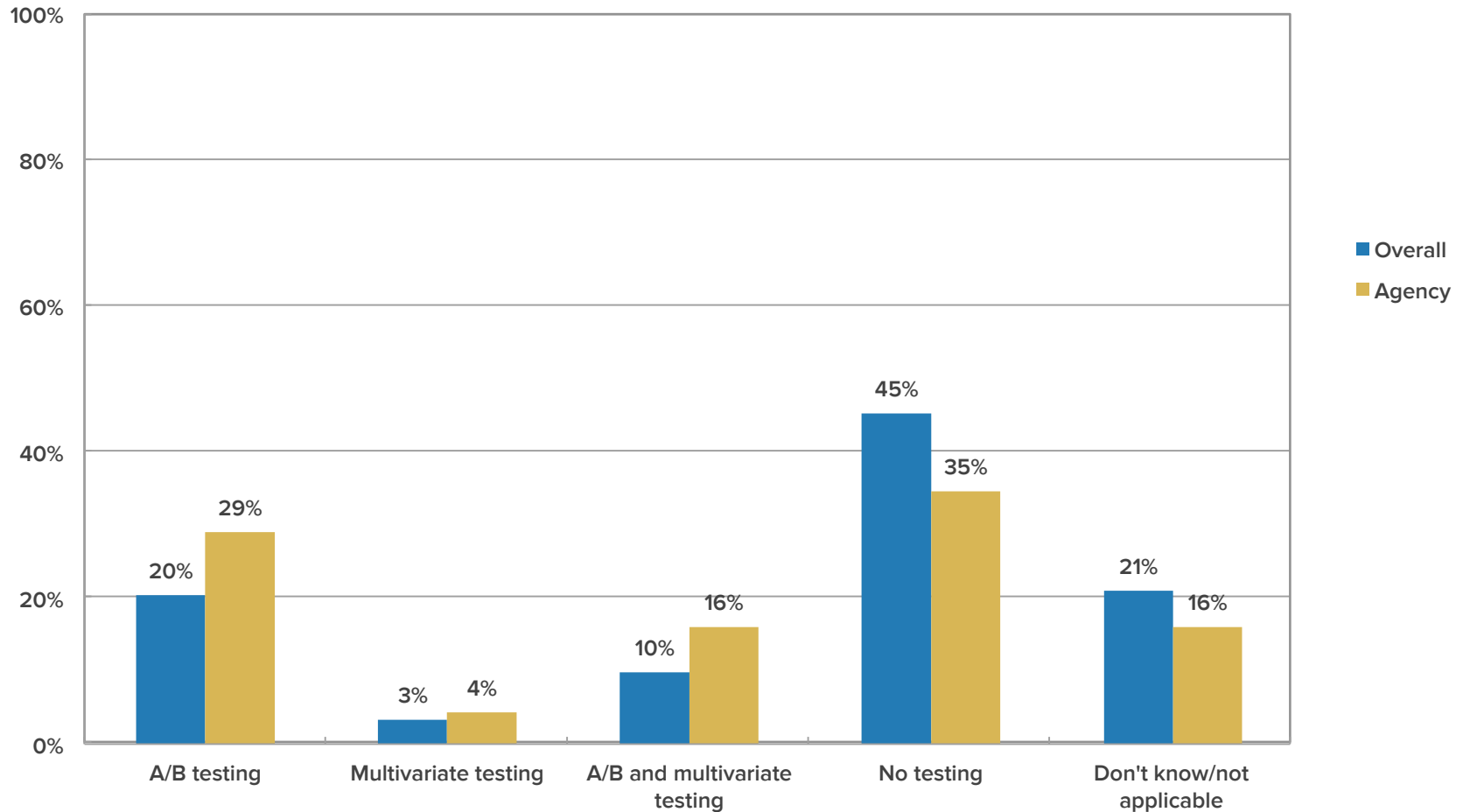
Survey N
=3,339

Q: What kind of testing does your company use to support your marketing efforts?



Agencies Adopt Testing Ahead of Peers

31% of agencies A/B test inbound strategies



Survey
Segment N
=195

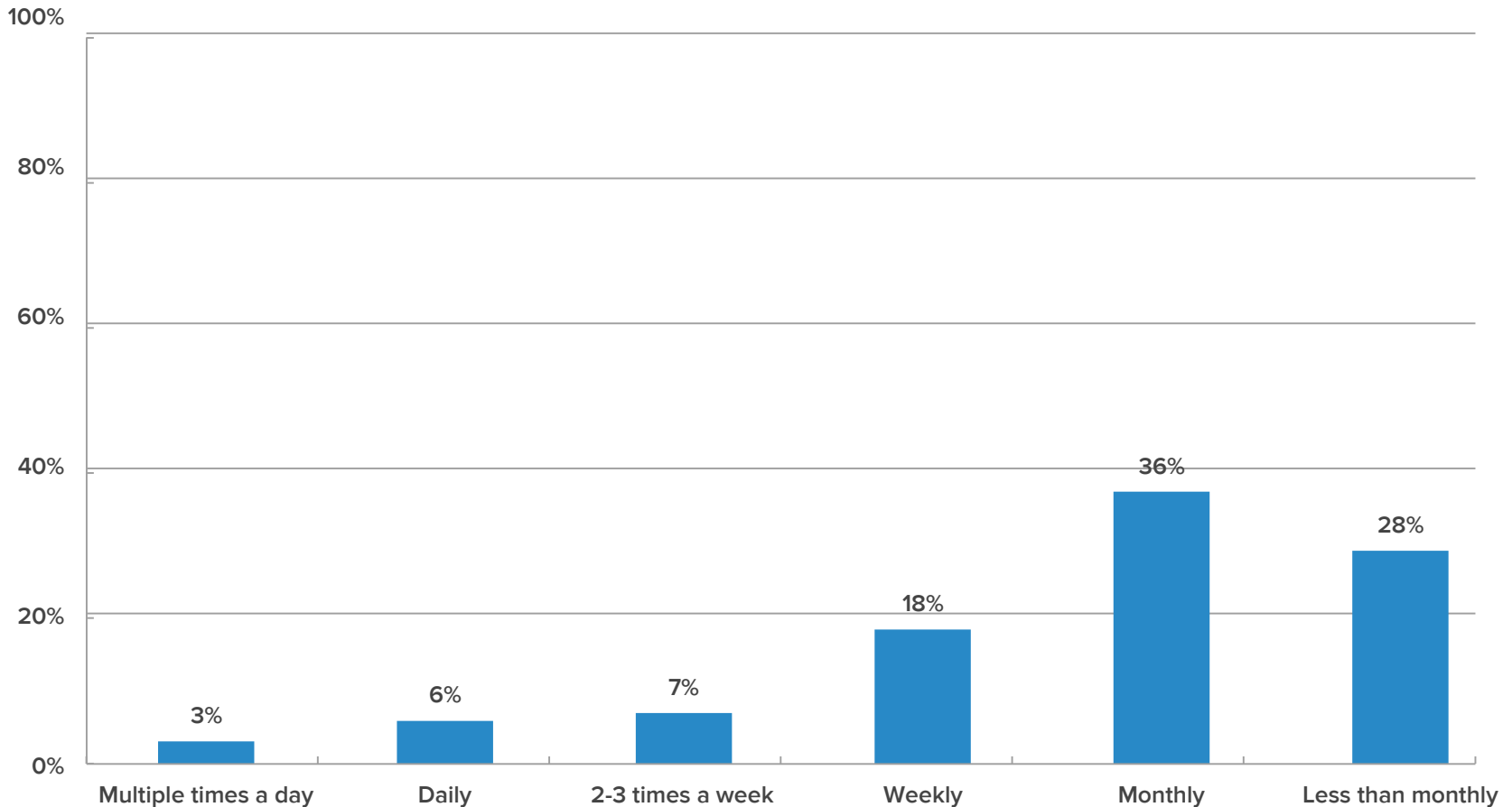
Q: What kind of testing does your company use to support your marketing efforts?

*Chart shows just agency responses



Marketers Primarily Support Monthly Testing

36% of marketers testing inbound strategies roll out variations monthly



Question N
=468

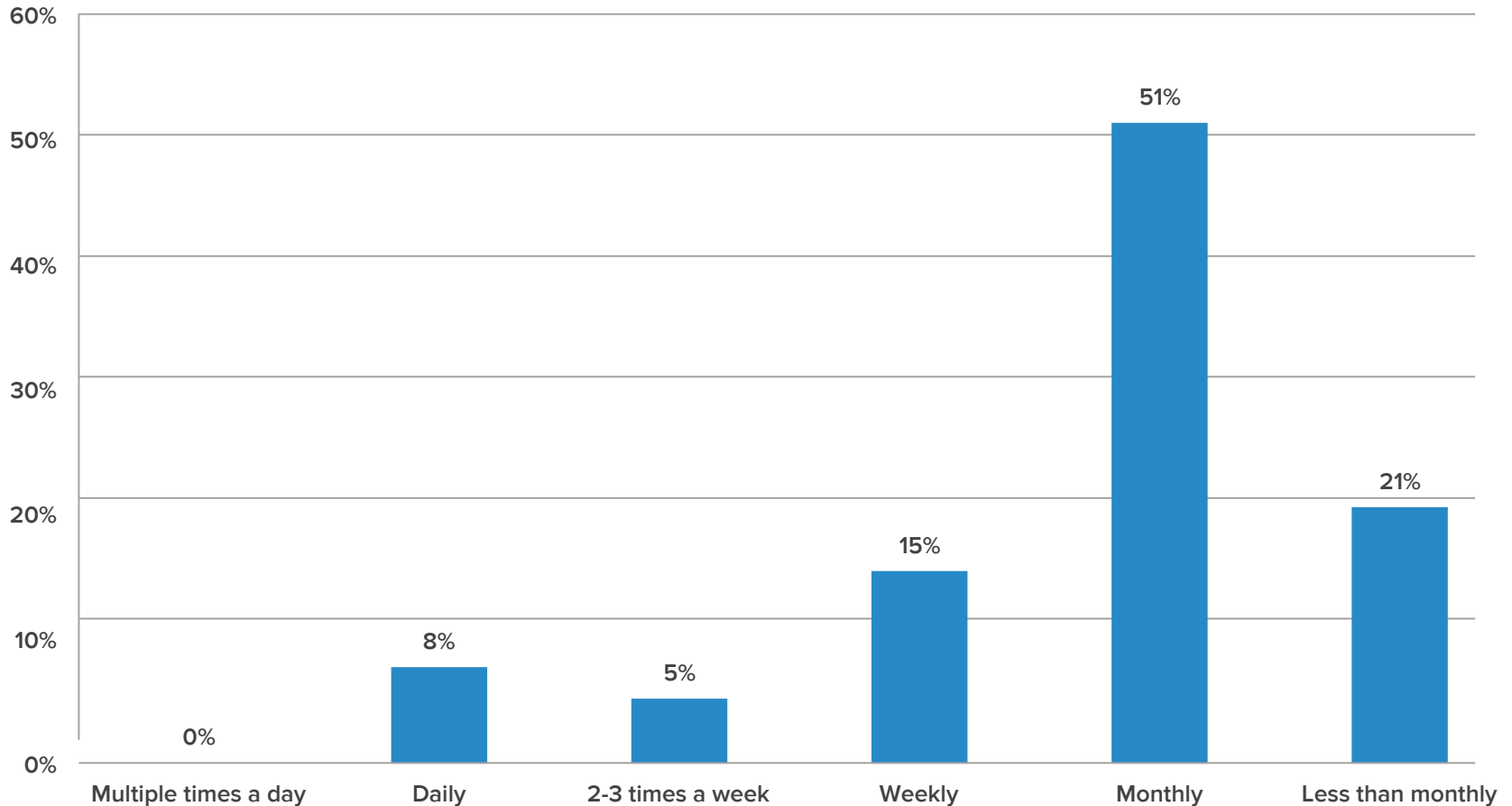
Q: How frequently do you use A/B testing and/or multivariate testing?

*Chart shows just those who replied they do implement testing



CEOs Are Proponents of Monthly Testing

Monthly tests the norm for 51% of executives who optimize their results



Survey
Segment
N =195

Q: How frequently do you use A/B testing and/or multivariate testing?

*Chart shows just CMO/CEO responses



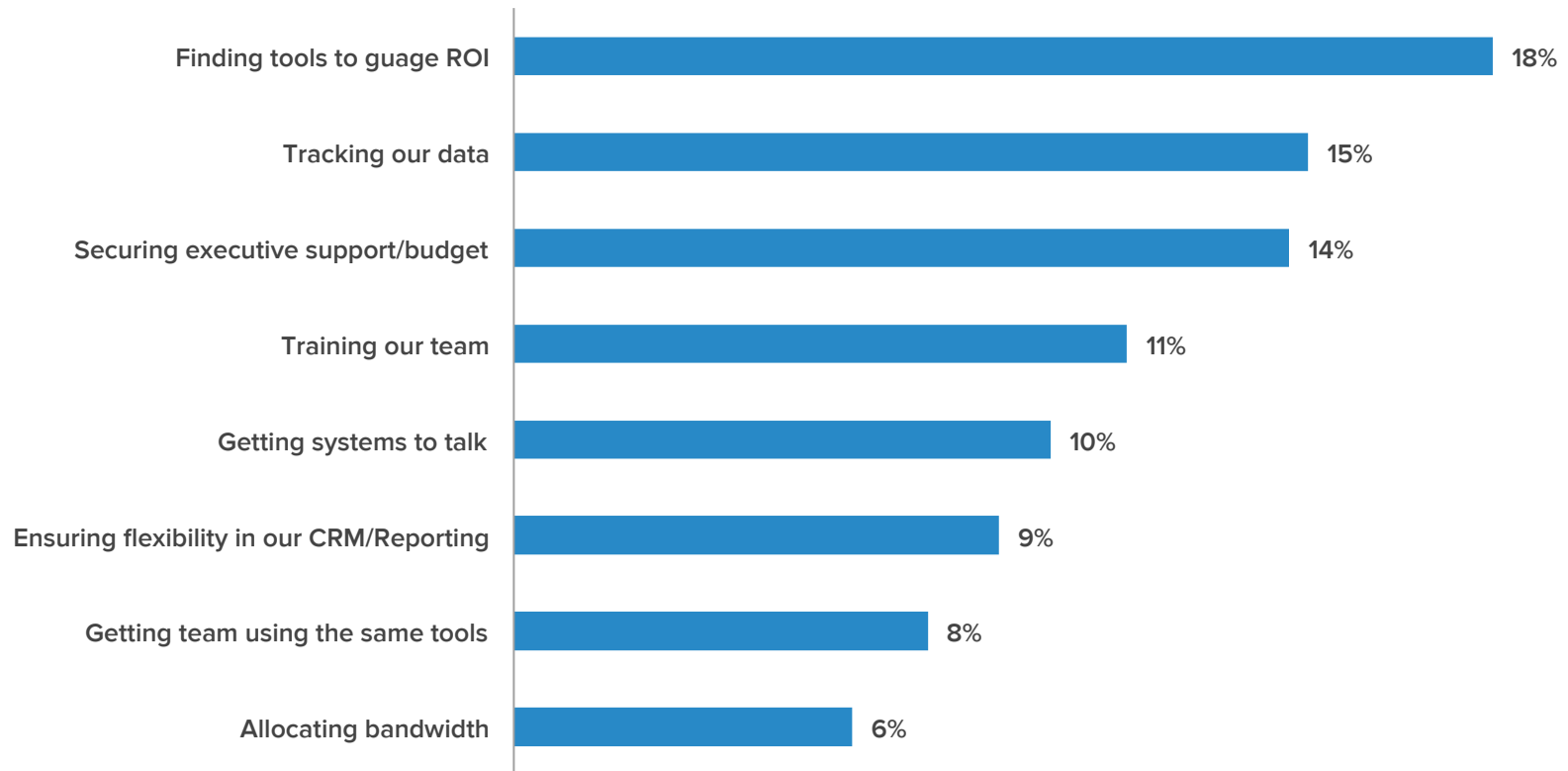
Section 4

Technology Concerns

What are marketers' key technology challenges?

Among Many Tech Challenges, Trouble Calculating ROI Could Be the Result of Lacking the Right Tools

18% of marketers report identifying ROI tracking systems a primary challenge



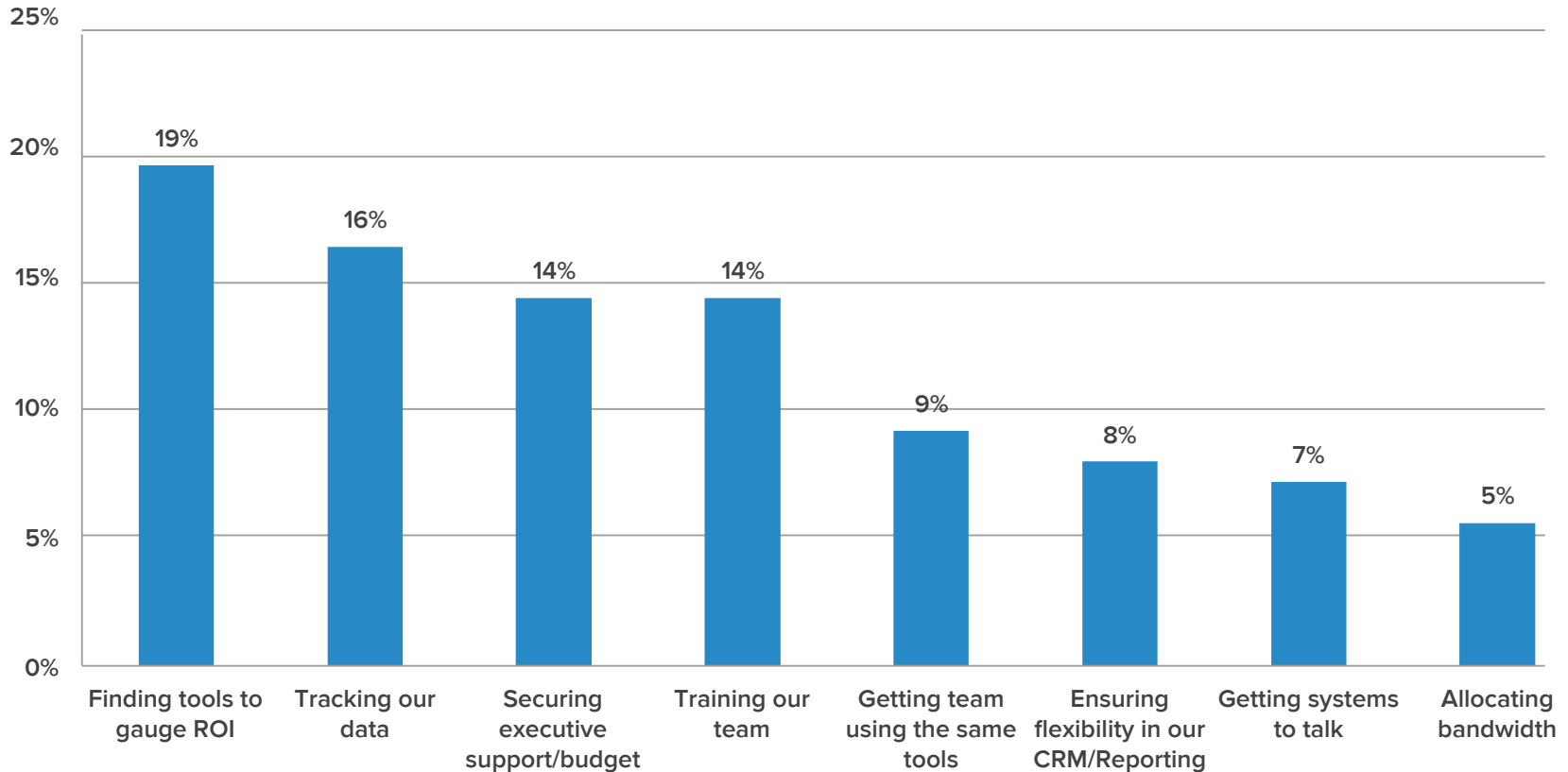
Survey N
=3,339

Q: Which of the following statements, if any, describe the major challenges your company faces in using your marketing technology solutions?



CEO Report Gauging ROI and Tracking Data Are Their Top Technology Challenges

Nearly 20% of C-suite marketers name gauging ROI the principle technology concern



Survey Segment
N =195

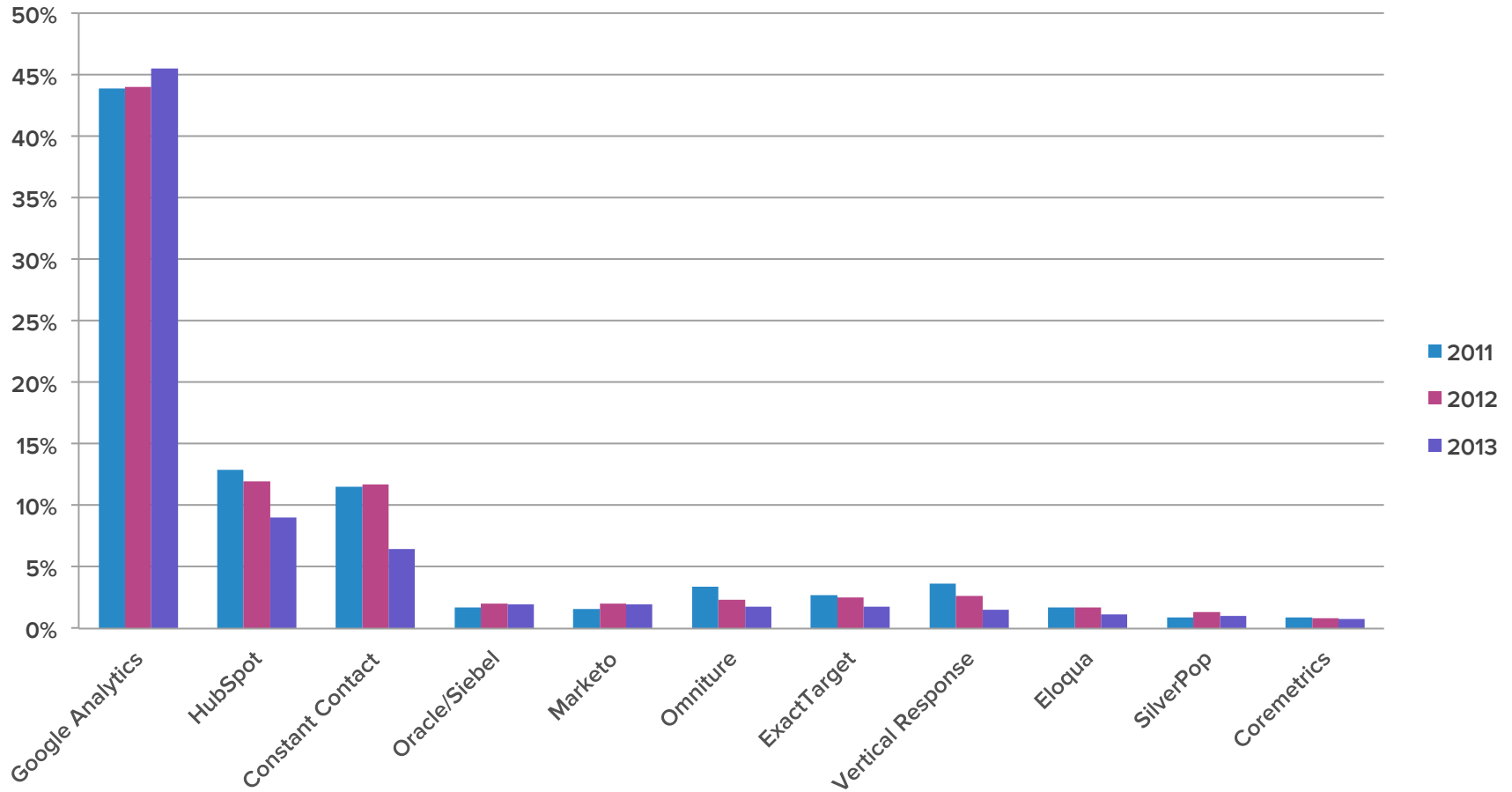
Q: Which of the following statements, if any, describe the major challenges your company faces in using your marketing technology solutions?

*Chart shows just CMO/CEO responses



Google Analytics Tops Marketers Software Resources

46% of marketers used Google Analytics in 2013



Survey N
=3,339

Q: What marketing software does your company use?



A WORD FROM THE WISE

“

New technologies (mobile devices of all shapes and sizes and location-based services) will continue to grow, but the best marketers will realize it's not about how to jam more ads into new platforms -- it's about how to use the new technologies to enhance your inbound powers of attraction.

[Dharmesh Shah](#)

CTO of HubSpot

”

4

WHO DOES INBOUND?

Building an Inbound Marketing Team

BUILDING AN INBOUND MARKETING TEAM

This section looks at key personnel decisions that allow marketers to build a world-class inbound marketing team. It identifies how resources should be deployed in order to best achieve business goals.

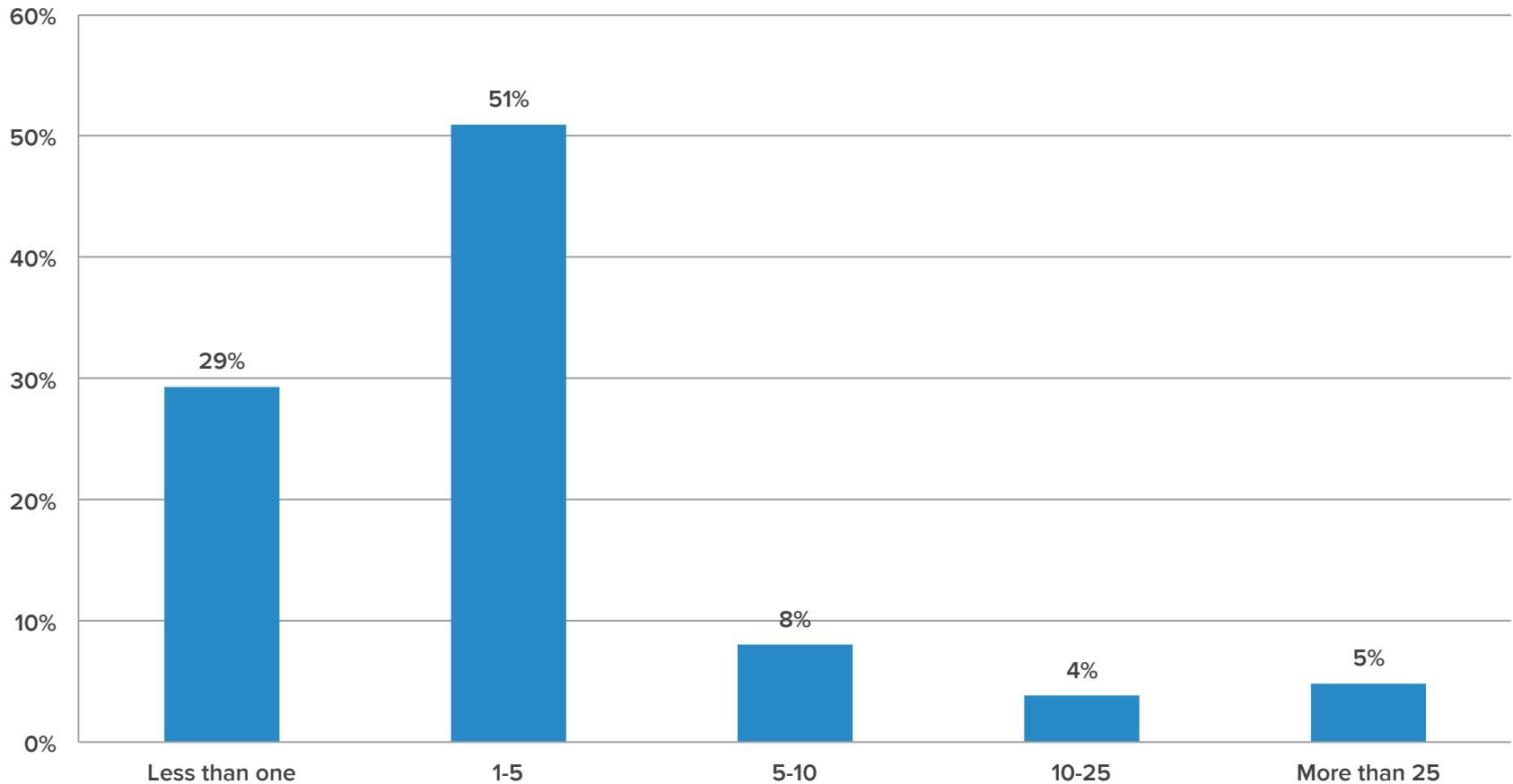
Section 1

Staffing Considerations

Who should be on your inbound marketing team?

Inbound Marketing Teams Average One to Five Members

51% of all inbound teams contain fewer than six people



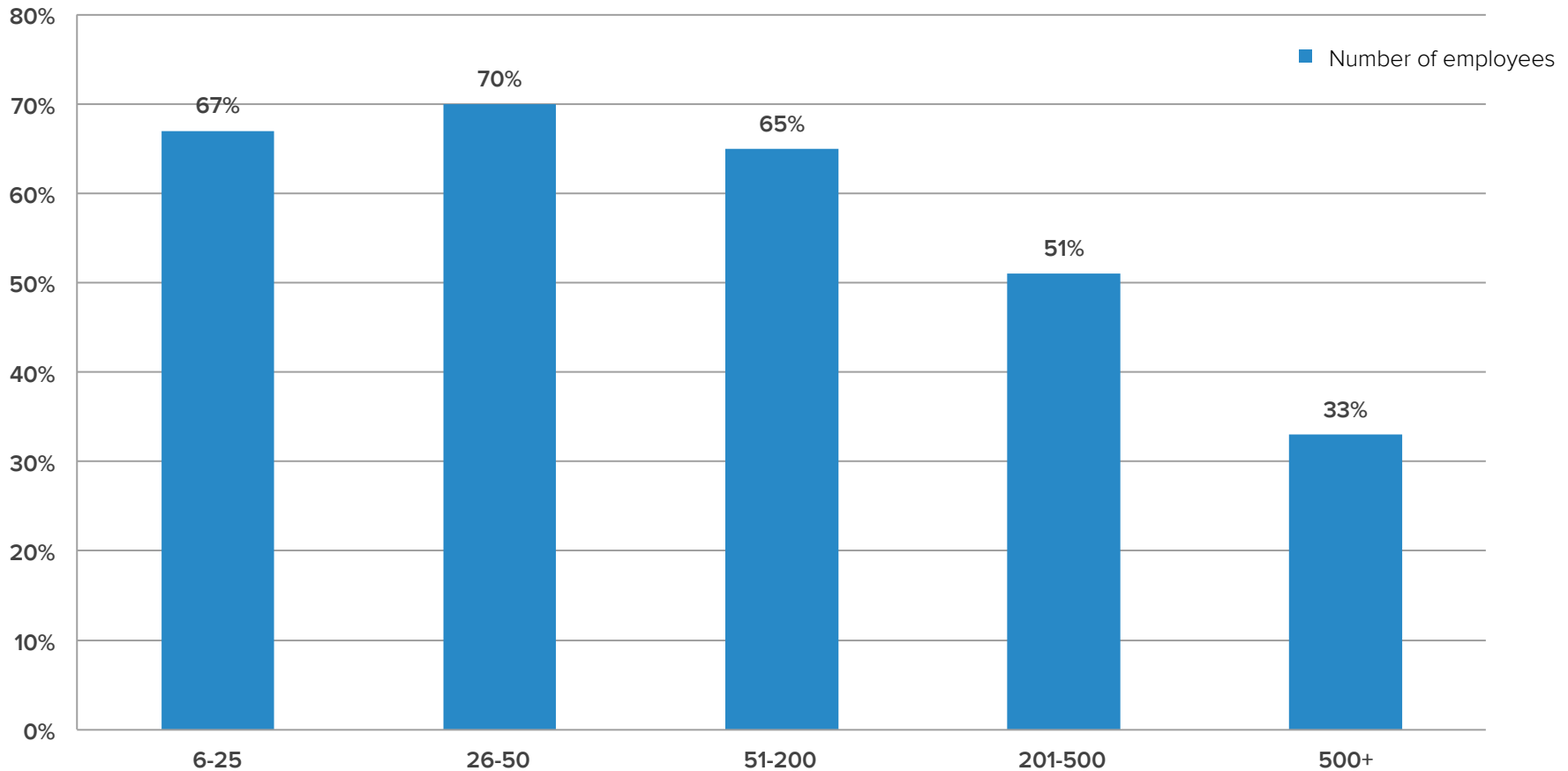
Survey N
=3,339

Q: How many full-time marketers does your company have?



Despite Their Larger Size, Enterprise Firms Also Report Relatively Small Marketing Teams

31% of firms with 200+ employees still work in five-person teams



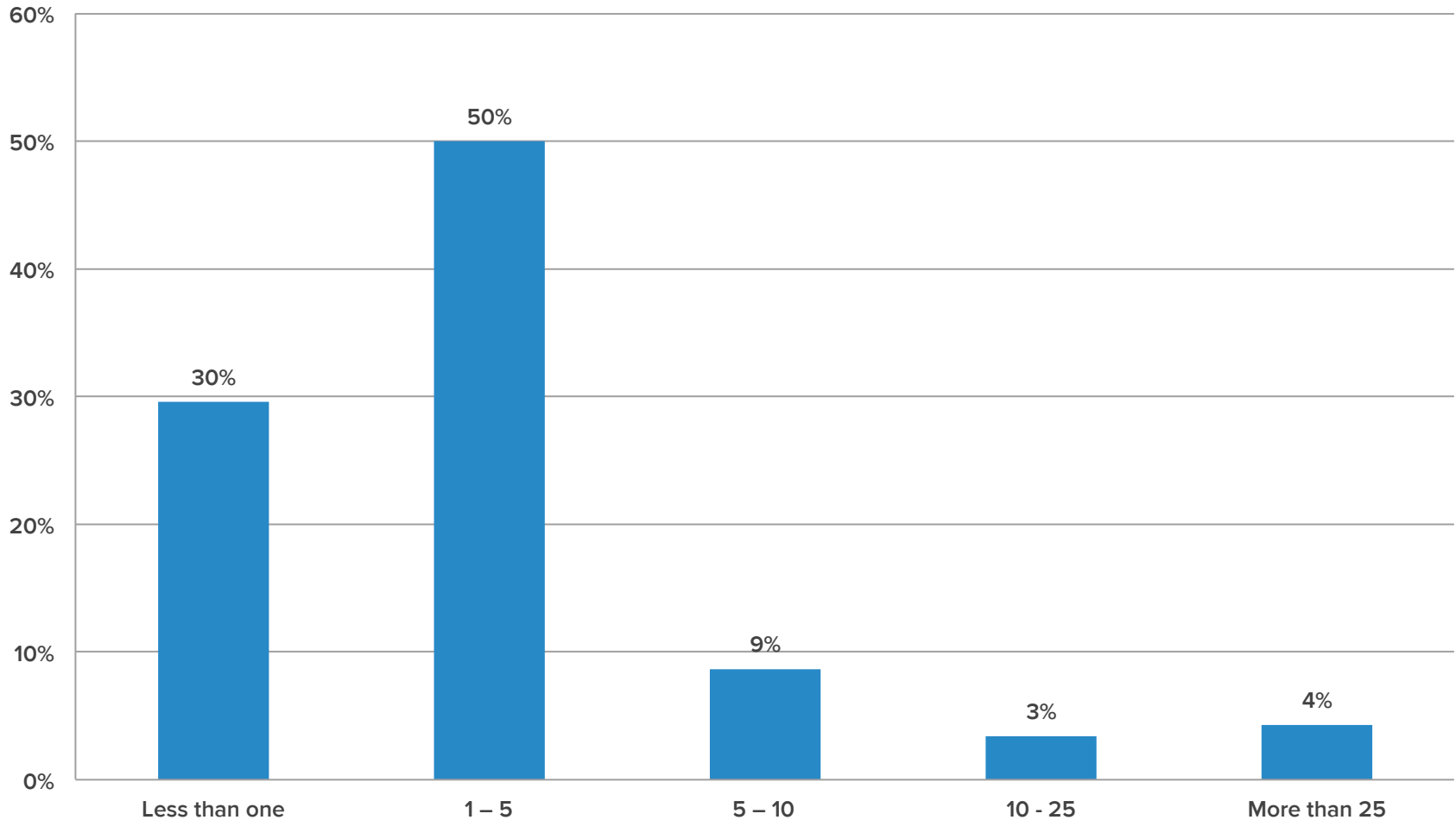
Survey
N = 3,339

Q: How many full-time marketers does your company have?
*Chart shows just those firms reporting they have 1 – 5 full time marketers



International Marketers Work in Smaller Teams

Half of international marketers work with one to five people



Survey
Segment
N =1,565

Q: How many full-time marketers does your company have?

*Chart shows just international responses



A WORD FROM THE WISE

“

The fact that only a small percentage of marketers are focused on content creation is not surprising. It requires a significant amount of 'sweat equity,' and it's often very bespoke. I expect this figure to rise over time as content strategy moves into greater focus, in part, because of the media's willingness to feature it as the economics of their business shift dramatically due to programmatic buying.

Steve Rubel
Chief Content Strategist, Edelman
<http://edelman.com>

”

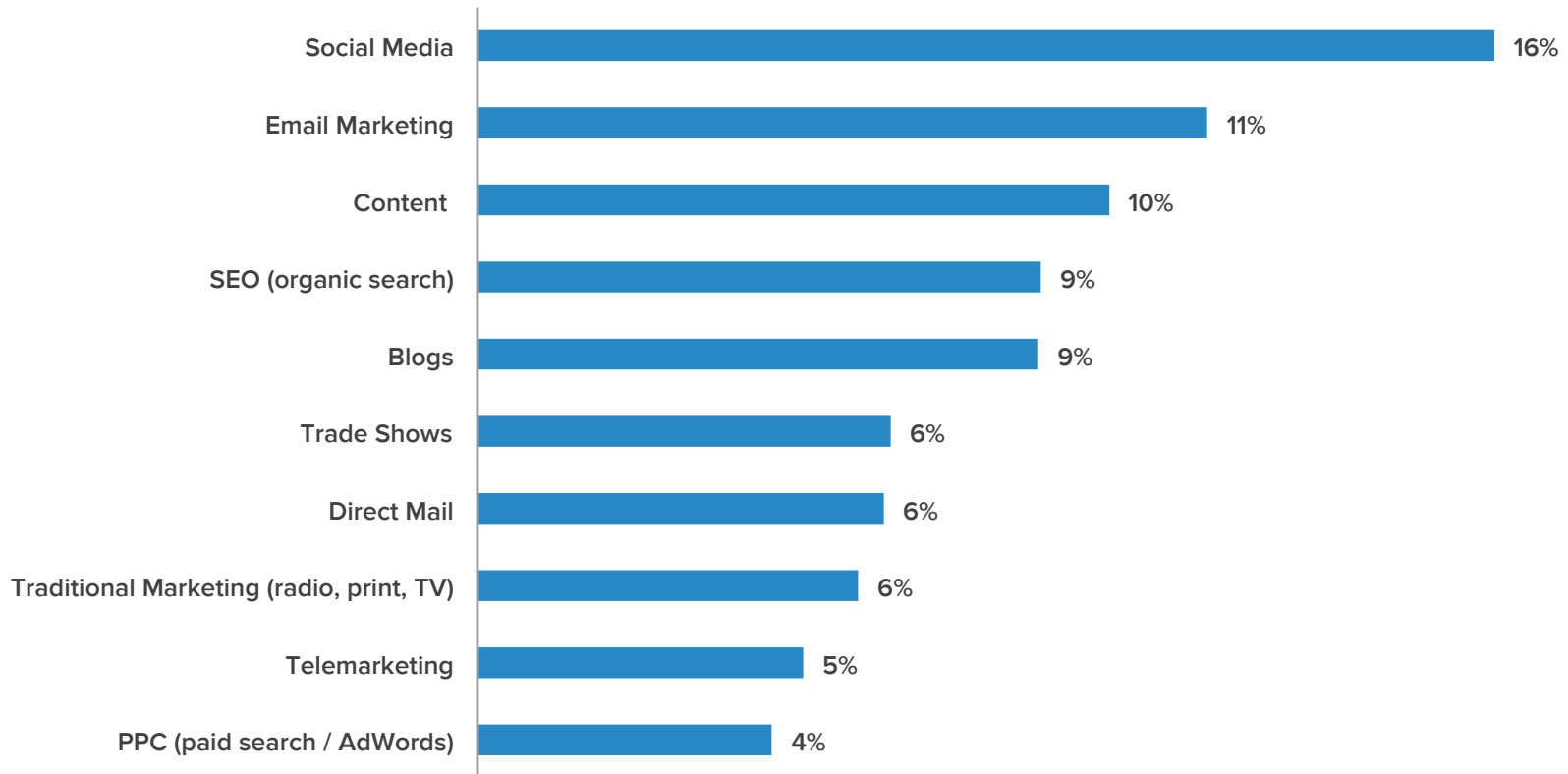
Section 2

Time Allocation

Where do inbound marketers spend their time?

Companies Focusing Energy and Personnel Time on Channel-Specific Marketing

16% of marketers allocate a full-time marketer to the social media channel



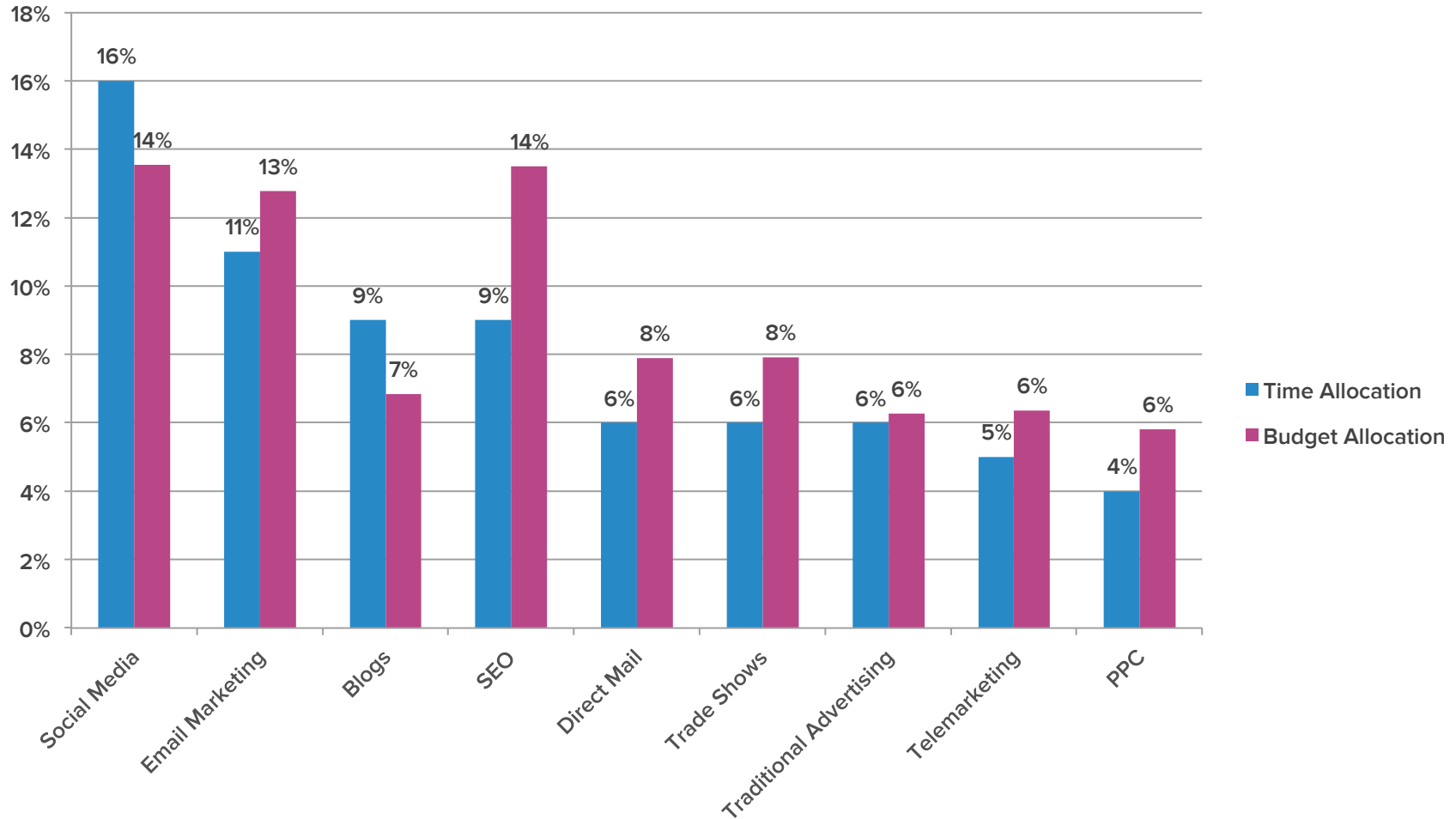
Survey N
=3,339

Q: How does your company dedicate its full-time marketers to the following channels (as a percent of total time)?



Blogs, SEO Cost Marketers Time, Not Money

Marketers spend 55% more time than budget on blogging



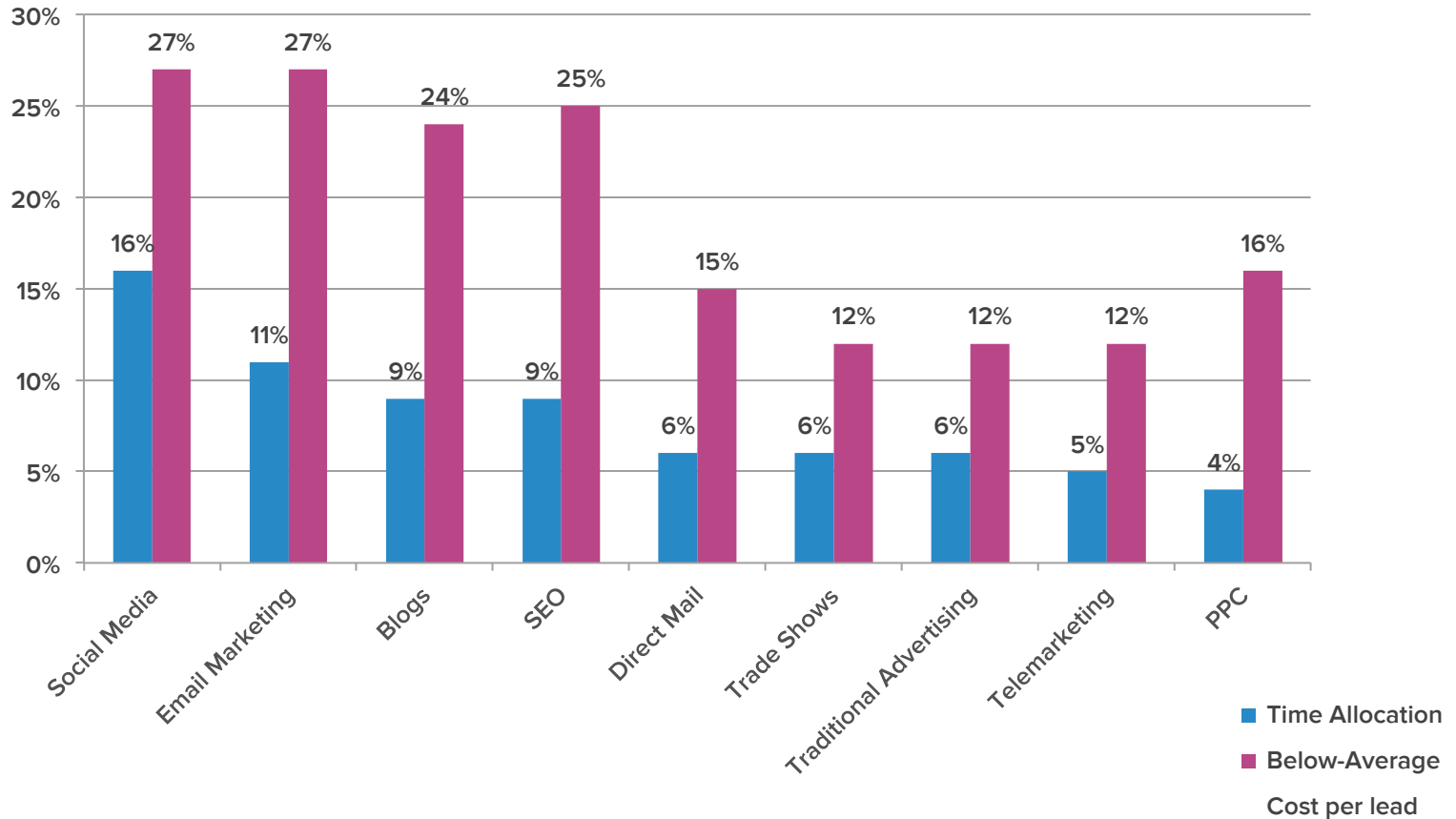
Survey N
=3,339

Q: How does your company dedicate its full-time marketers to the following channels (as a percent of total time)/Specific to inbound marketing, how does your company's 2013 budget compare to the 2012 budget?



Inbound Strategies Show Positive Cost per Lead vs. Effort

Inbound, social media, SEO require effort, but generate low cost per leads



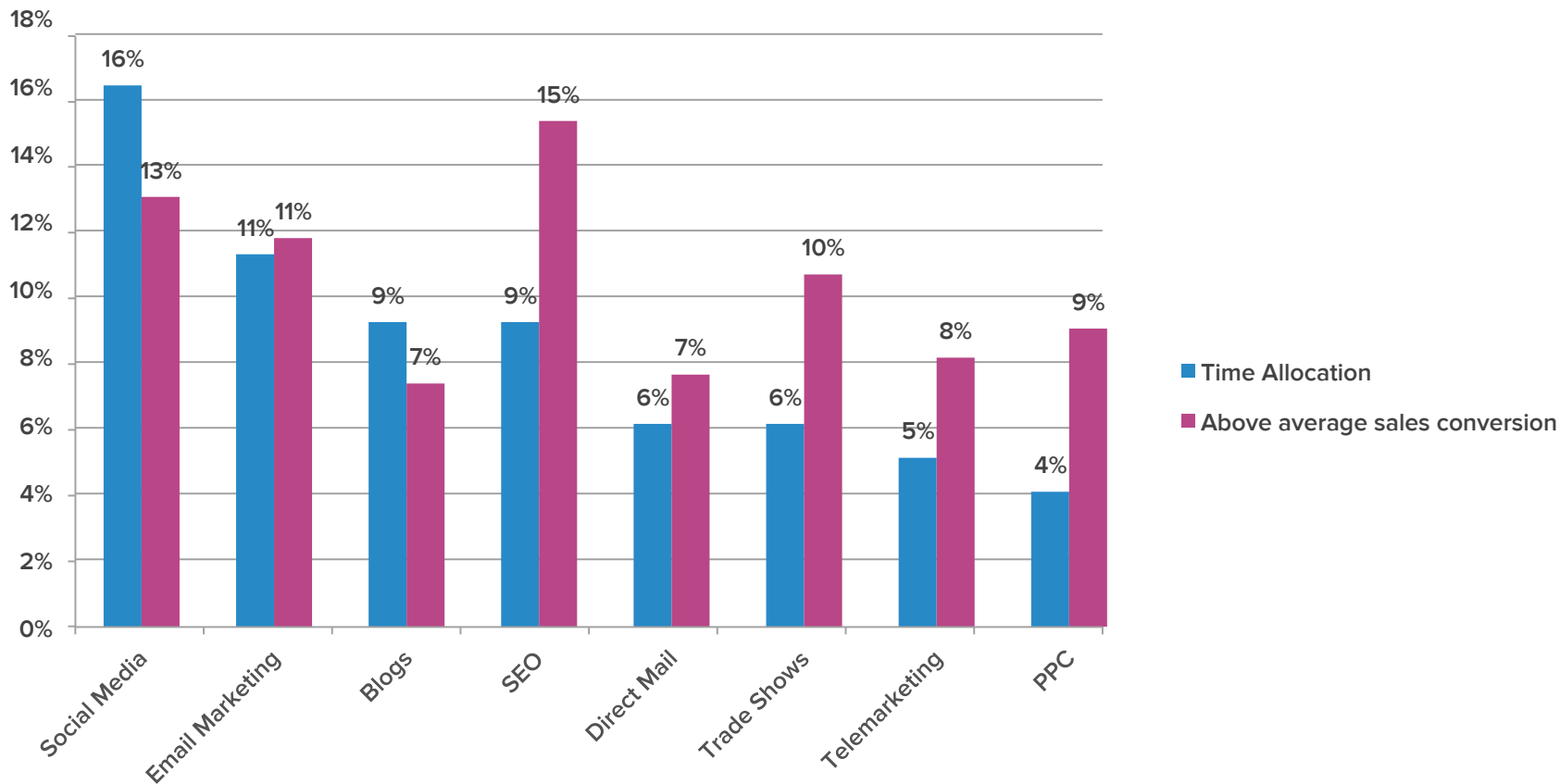
Survey N
=3,339

Q: How does your company dedicate its full-time marketers to the following channels (as a percent of total time)/To the best of your ability, please write in your average cost per lead?



SEO Leads Inbound Strategies at Averaging High Sales Conversions to Budget Outlay

15% of marketers reported above-average SEO conversions in 2013



Survey N
=3,339

Q: How does your company dedicate its full-time marketers to the following channels (as a percent of total time)/What is the average percentage of leads your company converts to sales?

*Chart shows just above-average conversion rates



Section 3

Team Growth

How many inbound marketers should you hire?

Inbound Marketing Teams Plan For Significant Growth

Average inbound teams will grow by nine employees in 2013

Inbound?	Average # of Marketers to Hire This Year
Yes	9.3
No	4

Survey N
=3,339

Q: How many full-time marketers does your company plan to hire this year?



Enterprise Teams Expanding

Large companies plan to hire an average of 18.6 marketers this year

Employee Size	Average # of Marketers to Hire This Year
Small (1-5)	1.1
Medium (6-200)	2.5
Enterprise (200+)	18.6

Survey N
=3,339

Q: How many full-time marketers does your company plan to hire this year?



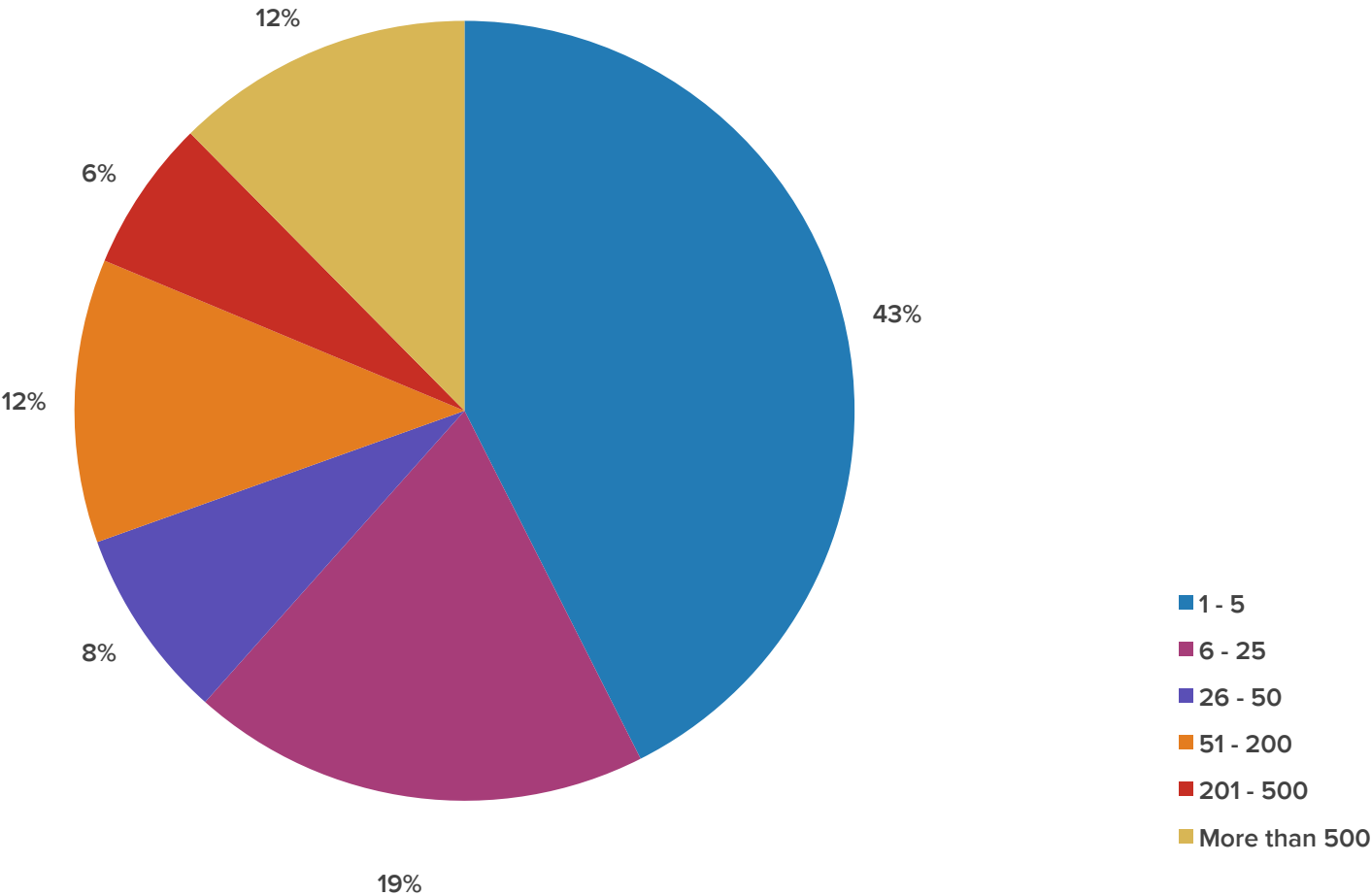
Section 4

Growth by Segment & Region

Who is embracing inbound marketing?

Small Companies Lead Inbound Marketing Adoption

43% of inbound companies have one to five employees



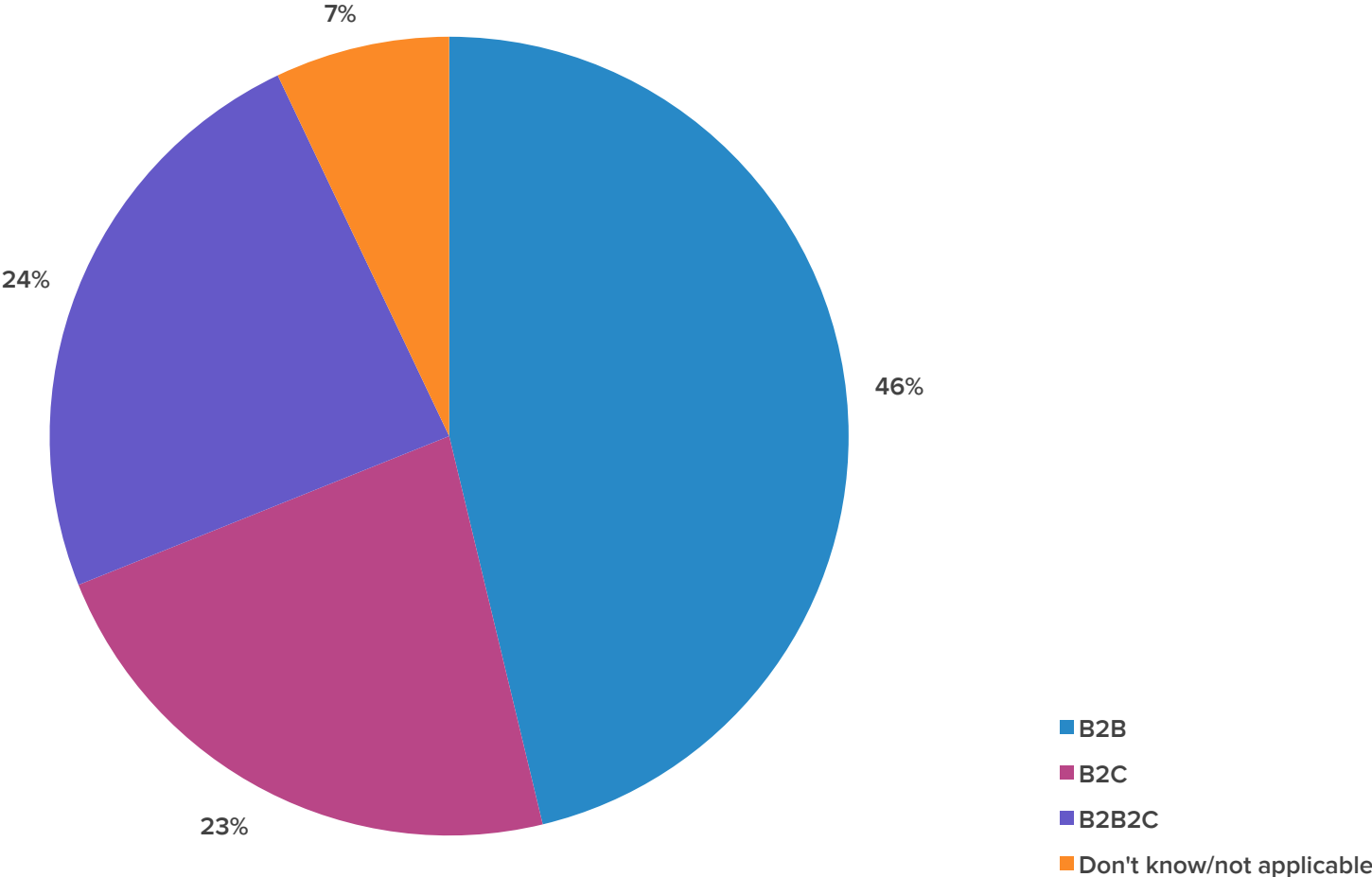
Survey N = 3,339

Q: How many full-time employees does your company have?



B2B Companies Embrace Inbound Marketing

Nearly half of companies surveyed sell primarily B2B



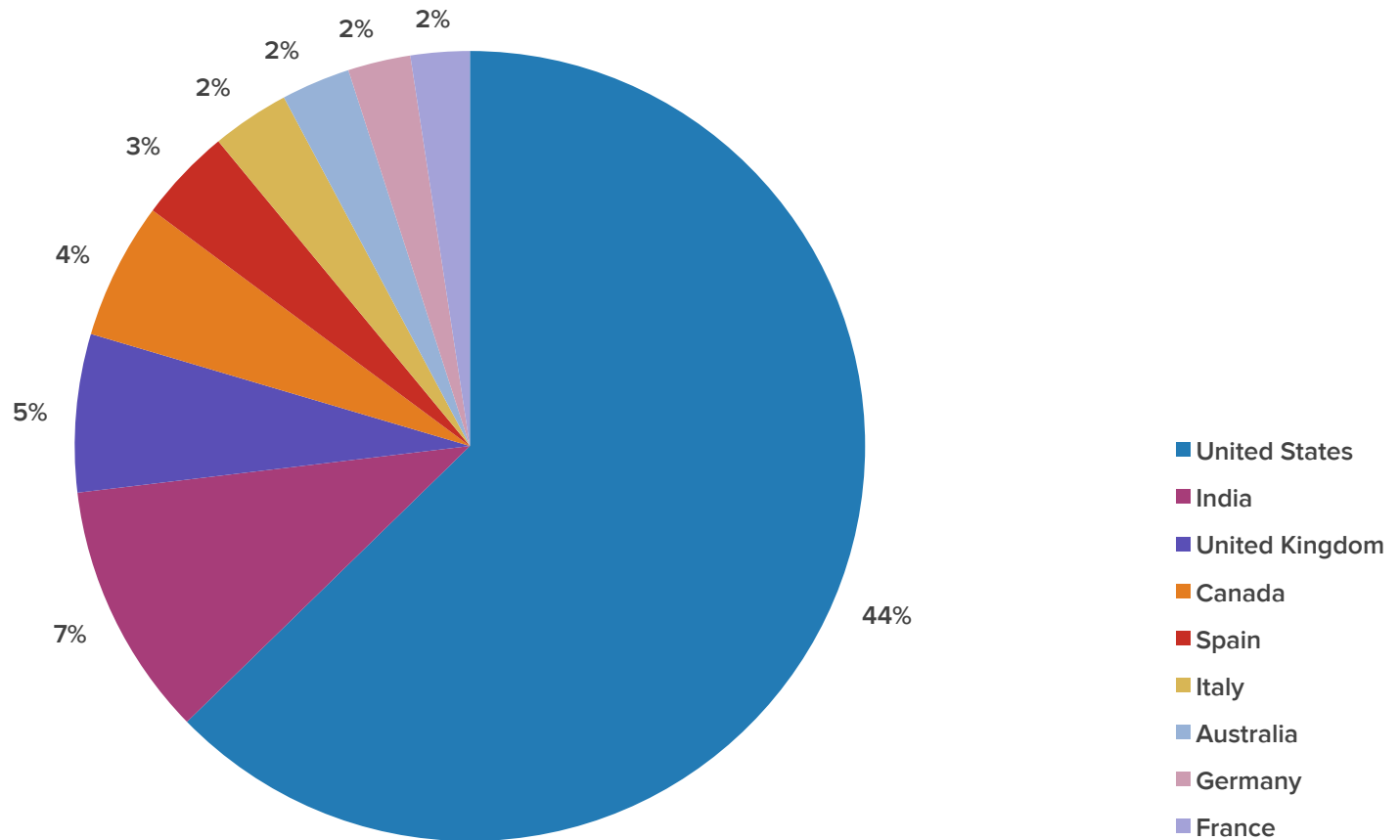
Survey N
=3,339

Q: Which best describes your company's primary sales channel?



U.S. Remains the Frontrunner of Inbound Marketing Adoption

U.S.-based companies comprise 63% of survey respondents



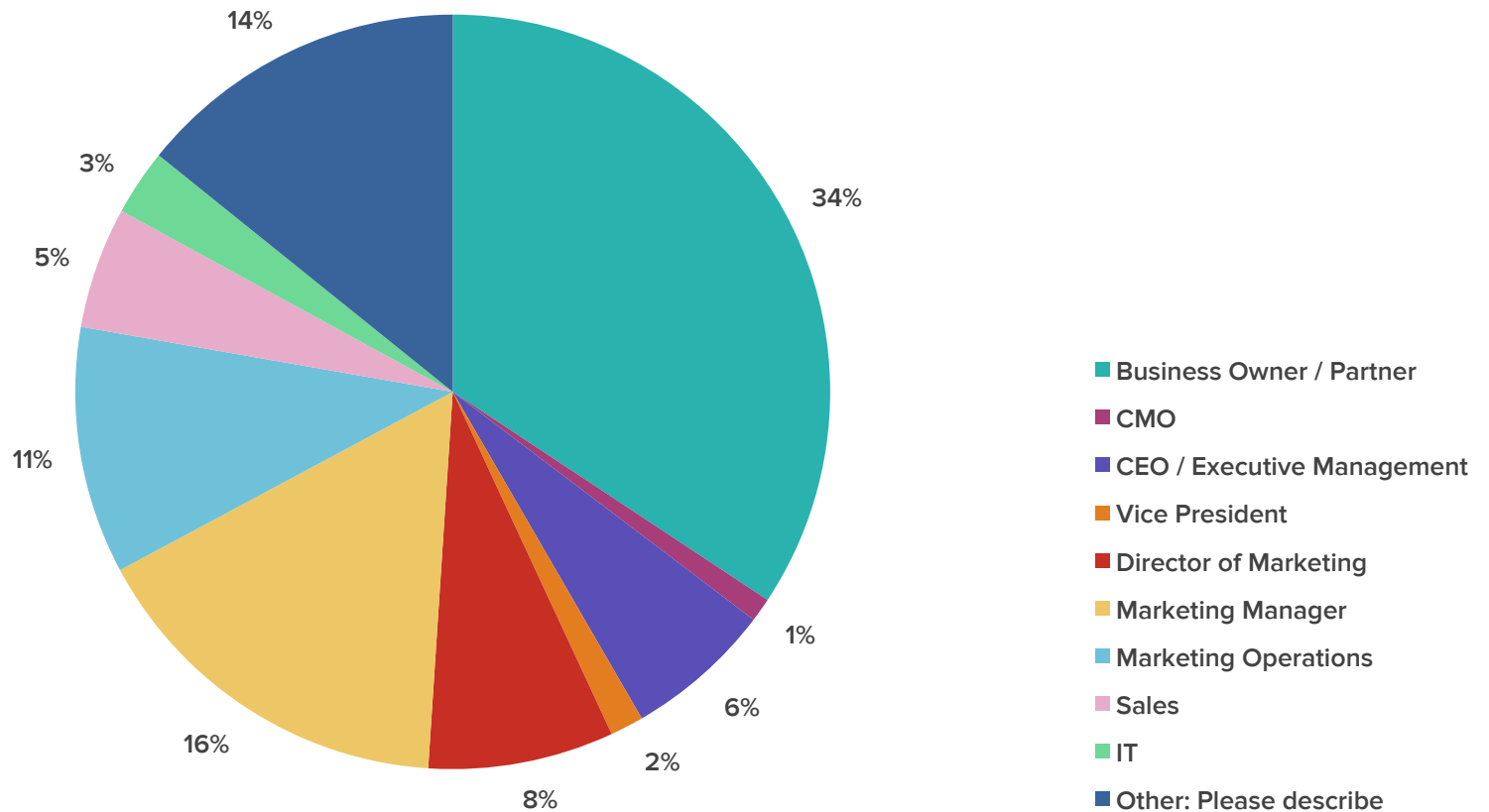
Survey N
=3,339

Q: In which country is your company primarily based?
*Chart shows countries with greater than 1.5% participation



Business Owners, Marketing Managers the Most Invested in Inbound

Survey responses led by 34% business owners and 16% marketing managers



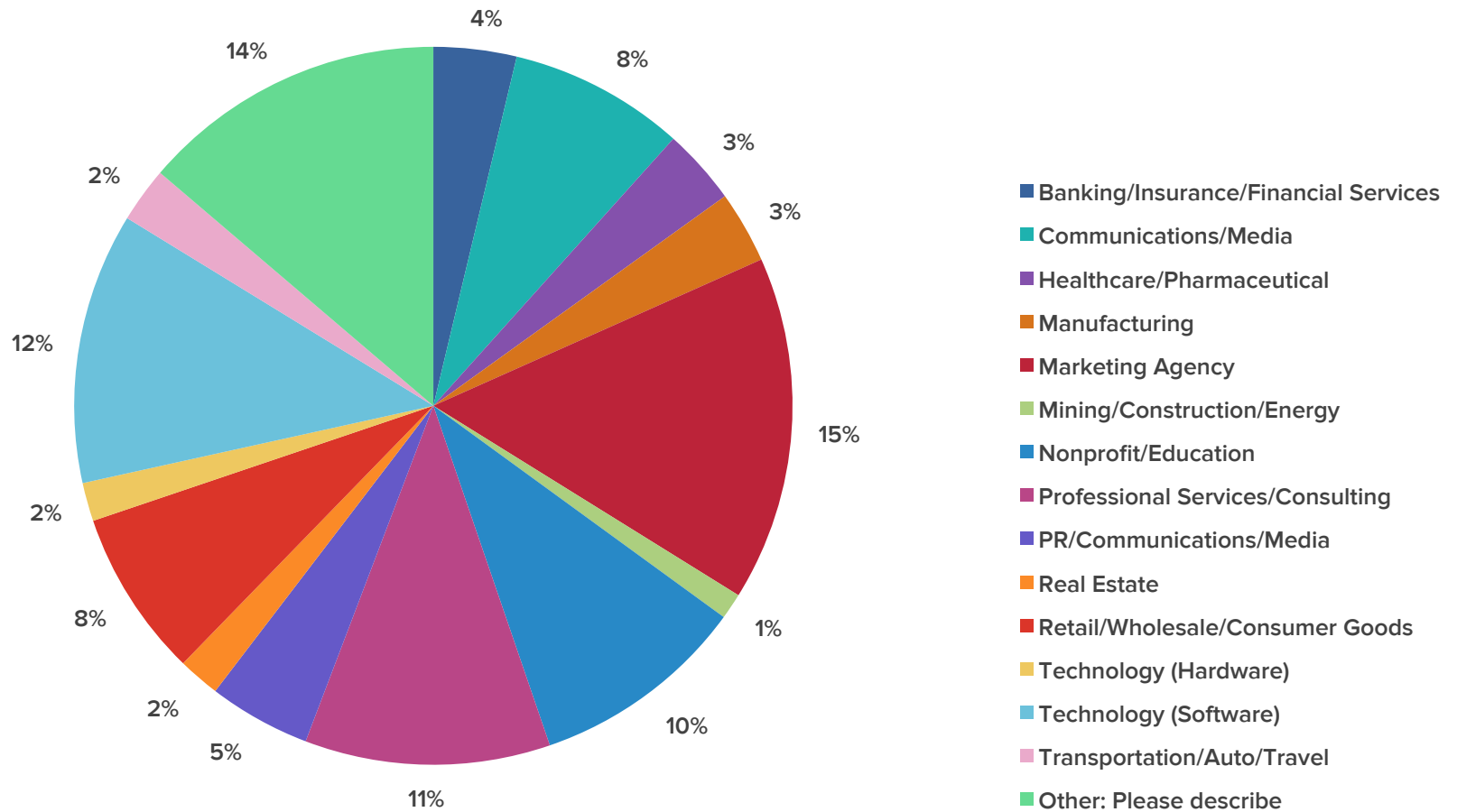
Survey N
=3,339

Q: What best describes your role?



Inbound Marketing Touches Nearly Every Major Industry

Survey shows a broad mix of business types, led by agencies



Survey N
=3,339

Q: What industry best describes your company?



Thank You!

Download the full report now!

WWW.STATEOFINBOUNDMARKETING.COM