



THE
EXECUTIVE
PLAYBOOK

TO INBOUND MARKETING & SALES

Inbound Sales: Building a Highly Productive, Modern “Smarketing” Organization

PHIL HARRELL

VP Enterprise Sales, HubSpot

**"There aren't enough leads
and the leads that we do
get aren't any good."**

Sales Scott

“Sales doesn’t follow-up with the leads or put in enough effort to qualify them.”

Marketing Mary

Can't we all just get along?

Companies with strong sales & marketing alignment achieve **20% annual growth rate.**

Compared to a **4% decline**
in annual revenues for
companies with poor
alignment.

SALES

“simple-minded”

“cowboys”

“incompetent”

MARKETING

“paper pushers”

“academics”

“irrelevant”

Sales + Marketing =
SMARKETING



1

BUILDING A
SMARTETING
ORGANIZATION

How to Start Smarketing

- 1 Set up closed-loop reporting
- 2 Agree on terminology
- 3 Implement an Service Level Agreement (SLA)
- 4 Establish in and outbound teams

One-way (Traditional) Marketing



- Duplicate leads
- Limited lead info
- No feedback from sales
- No ROI measurement







Two-way (Closed-loop) Marketing



Contact info & status updates
Closed loop data to analyze
De-duplicate leads
Import to CRM
Lead intelligence

Customers by Marketing Source



Source	Visits	%	Contacts	%	Customers	%	
 Organic Search Google, Bing, Yahoo, etc.	2,284,519	3.1%	71,467	3.4%	2,434	0.1%	
 Referrals Links on other sites	1,737,409	5.0%	87,020	1.4%	1,176	0.1%	
 Social Media Facebook, Twitter, LinkedIn, etc.	1,054,244	6.8%	71,497	1.4%	974	0.1%	
 Email Marketing Email links	5,528,828	5.2%	284,750	1.3%	3,817	0.1%	
 Paid Search Paid search advertisements	633,174	6.3%	40,107	1.3%	517	0.1%	

Conversion Assists

All Pages		Viewed By Cont...	This month to date	
All Pages	Website Pages	HubSpot Landing Pages	Blog Posts	Assists
				3,746
				3,045
				2,826
				2,820
				2,317

Closed-loop Lead Intelligence

Mike Volpe

[+ Manage List Memberships](#) [⌘ Resync With Salesforce](#) [✉ Opt Out of Email](#) [✓ Close as Customer](#) [🗑 Delete](#)



[← Return to All Contacts](#)

Contact Details

Overview

Properties

Lists

Workflows

Property History

Contact Research

[Search in Google](#)

First Touch

2 Years Ago

Last Touch

8 Hours Ago

[Page View](#)

Lifecycle Stage

Other

Since May 3, 2013

Showing All 244 Interacti... 



May

 2 Property Changes


 11 Events

 3 Website Visits

 64 Emails

 2 Automation Events

 14 List Memberships

 3 Syncs

 [Viewed Blog.HubSpot.com](#)


Fri May 31, 2013 at 6:47am

 [Landed on TYP](#)

Tue May 28, 2013 at 12:52pm

 [Viewed Blog.HubSpot.com](#)

Fri May 10, 2013 at 11:13am

 Became an **Other**

Mon May 6, 2013 at 4:57pm

 Became an **Evangelist**

Fri May 3, 2013 at 5:27pm



Closed-loop Social Intelligence

HubSpot [Edit](#)



Using your @HubSpot Twitter account



Amy Lou
[@HeyAmyLou](#)



[@DianaUrban](#) Any ideas on where we can go to get help with our hubspot account? We haven't heard anything from support

Email



Michelle Magoffin
[@PeevedMichelle](#)
FOLLOWS YOU



[@thatrobguy](#) "[@sarahpressler](#): [@HubSpot](#) [@Microsoft](#) FTW on this one - their twitter handles are AMAZING avenues for support, info, and fun!"

2

5 hrs

Email



Sarah Pressler
[@sarahpressler](#)



[@HubSpot](#) [@Microsoft](#) FTW on this one - their twitter handles are AMAZING avenues for support, information, and fun! I <3 it! Yay for them!

1

5 hrs

Email



Luis Borba
[@luisborba](#)



RT [@vapartners](#): 5 ways to use social media to support your company [ow.ly/lwM5m](#) via [@HubSpot](#) [#SocialMedia](#) [#Marketing](#) [#Sales](#)

6 hrs

Email



Closed-loop CRM Integration

Biggest Marketing Challenge (dropdown) B2B vs. B2C? (PRELIM) B2B




Marketing Company?

Persona

What is the Primary Goal of your Website

Primary Mode of Business

▼ HubSpot Intelligence

	Uncover Sales Secrets to Maximize Business Growth May 22nd 2013 - 3:31 pm	Visits: 2	Page Views: 2	Submissions: 1
	Uncover Sales Secrets to Maximize Business Growth View May 22nd 2013 - 2:54 pm	Last Seen <i>9 days ago</i> through: Uncover Sales Secrets to Maximize Business Growth Became a lead <i>9 days ago</i> through:		
	Free Webinar: Tony Robbins May 22nd 2013 - 2:53 pm	Free Webinar: Tony Robbins First seen <i>9 days ago</i> via <i>social media</i> through: LinkedIn		

HUBSPOT SCORE:
54
[View in HubSpot](#)

▼ HubSpot Lead Intelligence

Found Site Via Social Media - LinkedIn Website Visits 2

First Visit 5/22/2013 Average Page Views 1

Closed-loop Lead Alerts

notifications@hubspot.com to me

[show details](#) Aug 18

[Reply](#)



Mary Wells

Mary Wells from [REDACTED], one of your leads, has just visited your web site again.

View complete [details for this lead](#).

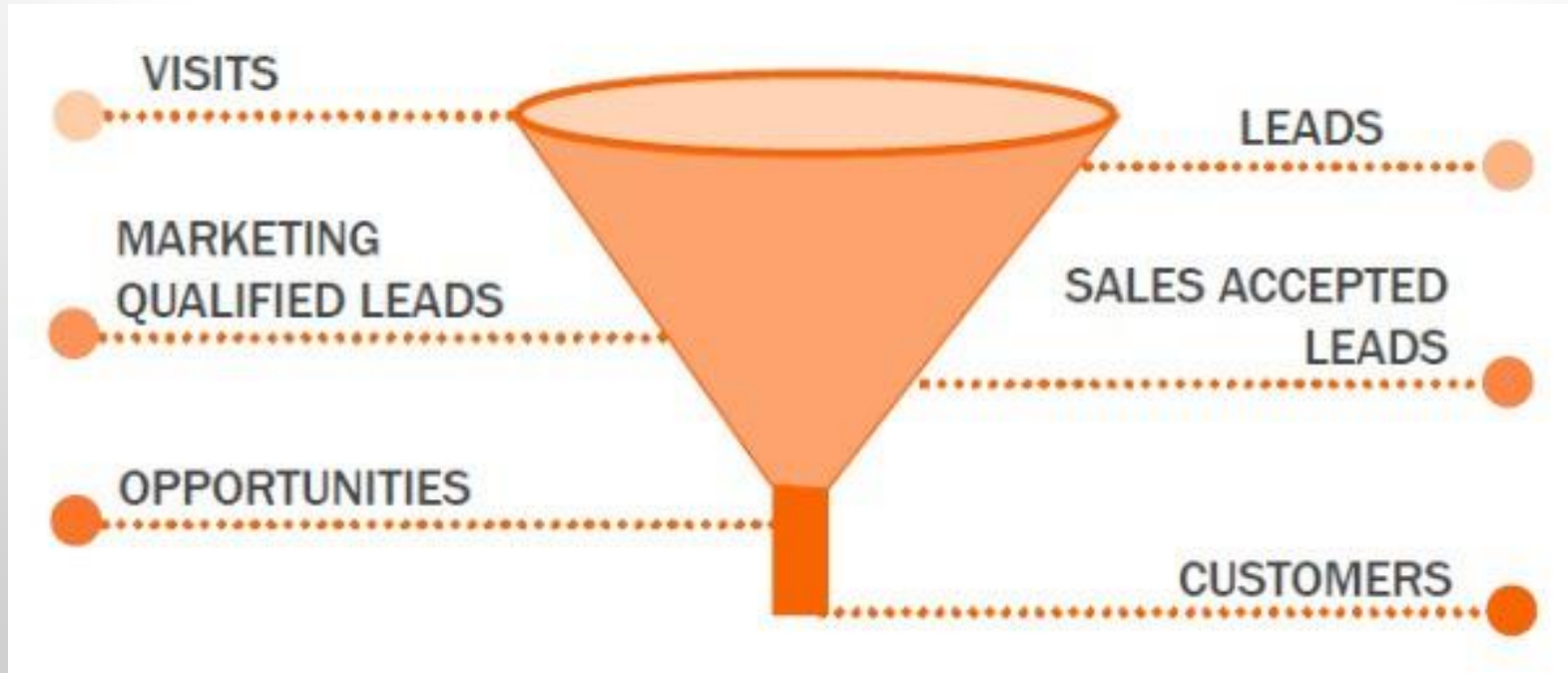
[Stop sending me email alerts for this lead](#).

[Stop all of my email alerts](#) for all of my leads.

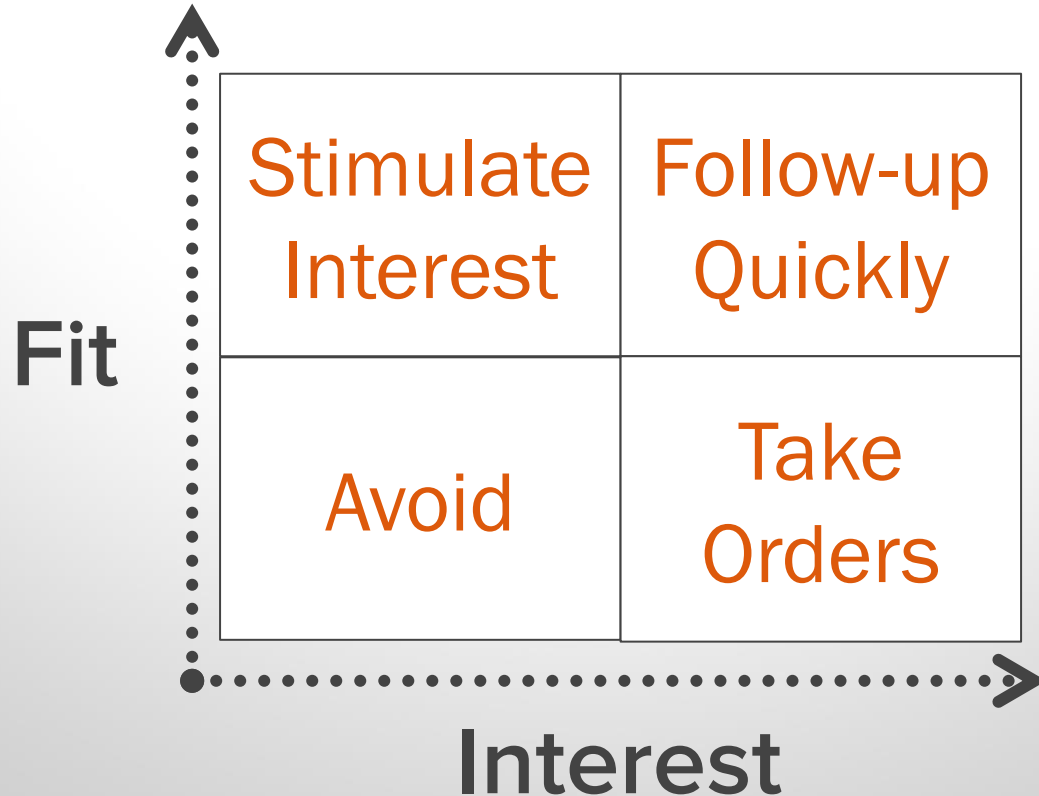
Powered by [HubSpot Internet Marketing](#). HubSpot values your privacy. At no time will HubSpot make your email address available to anyone outside your company without your permission. ©2009, HubSpot, One Broadway, 5th Floor, Cambridge MA 02142, 1-800-482-0382.

2 AGREEMENT ON TERMINOLOGY

Define Your Lifecycle Stages



What is an MQL?



MQL Example



A contact at a company that has filled out a landing page, and works at a company of 200-1,000 employees in North America.



A contact at a company in the US who filled out the form to request a sales demo or started a trial.

Grade/Score Your Leads

Marketplace | Lead Grader

Add New

Grading Criteria	Point Value	
JobTitle contains VP	25	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
Country equals USA	10	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
Number of Conversions: 2	5	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
Landing Page or Form contains Contact Sales	30	<input type="button" value="Edit"/> <input type="button" value="Delete"/>

3

IMPLEMENT A SLA

MARKETING TO SALES

Number and quality of
leads required to hit
company revenue goals



SALES TO MARKETING

Speed and depth of lead
follow-up that makes
economic sense

The Marketing SLA



How many leads of a certain quality does a sales rep need to make quota?



How many leads does a sales rep need to be busy 100% of the time?

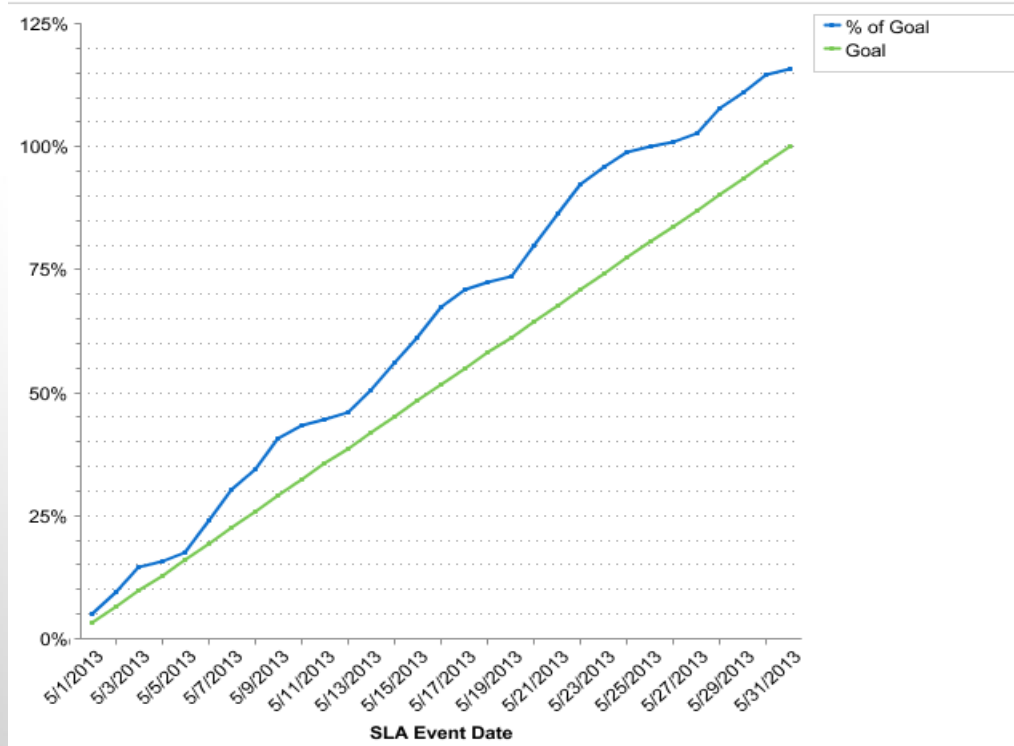
The Marketing SLA

- Will sales do any prospecting?
- What % of sales opps will marketing originate?
- What % of sales opps will marketing influence?

Computing the Marketing SLA

MQL Type	Average Revenue / Customer	MQL to Customer Close %	Value per MQL
Whitepaper	\$160,000	1.0%	\$1,600
Webinar	\$100,000	1.5%	\$3,000
Online Demo	\$150,000	2.0%	\$3,000
Tradeshaw	\$125,000	1.0%	\$1,250
Contact Sales	\$110,000	10.0%	\$11,000

Build a SLA Waterfall



The Sales SLA

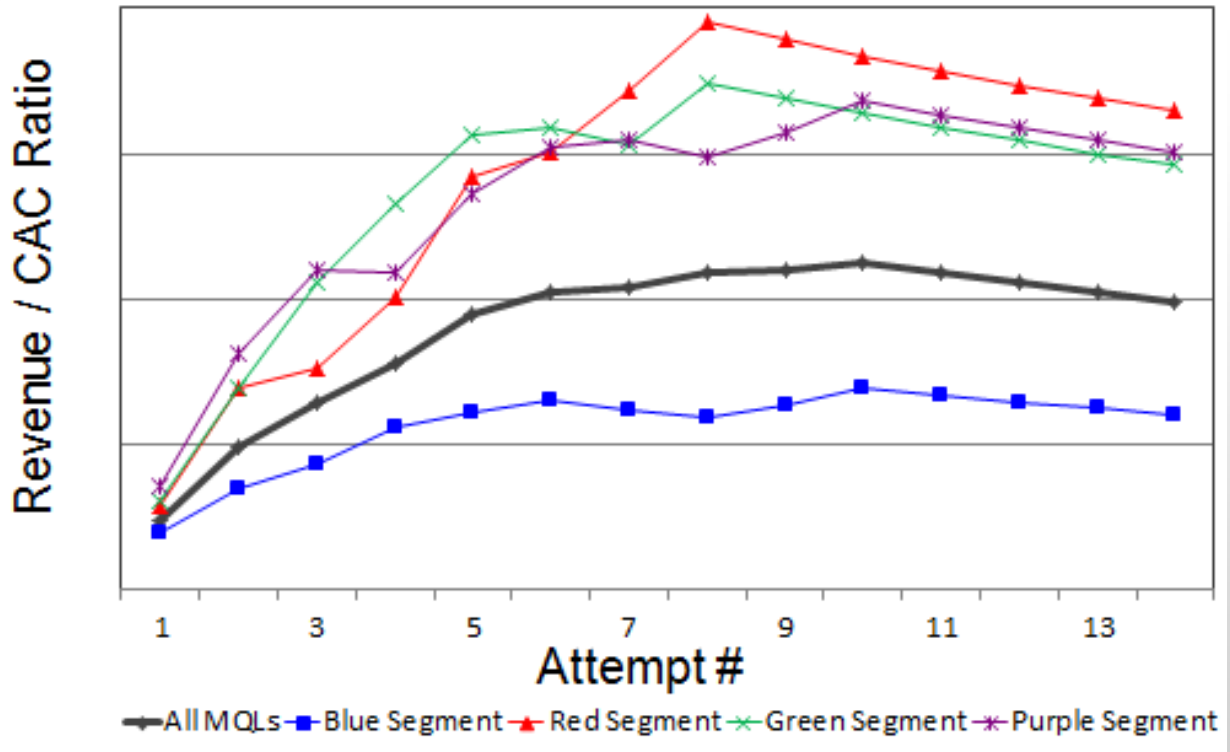


How many call/email attempts should sales make for every lead of a certain quality to not waste leads?



With X leads and Y hours / month, how many follow-up attempts should sales be able to complete per lead?

Computing the Sales SLA



Example SLAs

- Marketing will deliver 100 MQLs per sales rep per month
- Sales will make 1 follow-up attempt in 4 business hours, with 5 attempts in 14 days

4 MANAGE SMART MARKETING

Dashboards

Get individuals and teams to fix problems without management intervention.

Frequent

Transparent

Public

Marketing Dashboard

Traffic & Leads

This month compared to **custom goal** ▼

506,442

VISITS

+26.44k ↑ +5.5%

since this time
this month goal



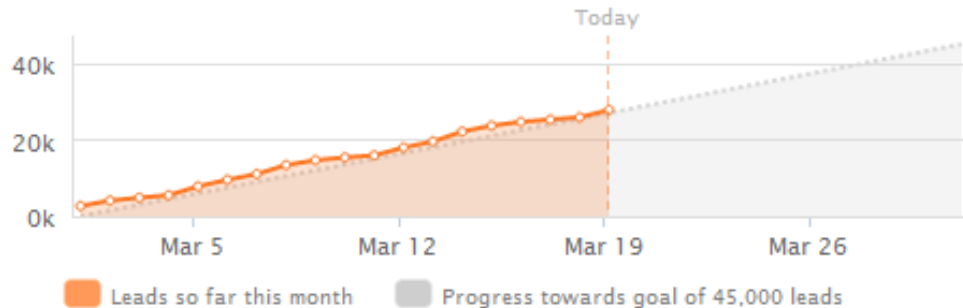
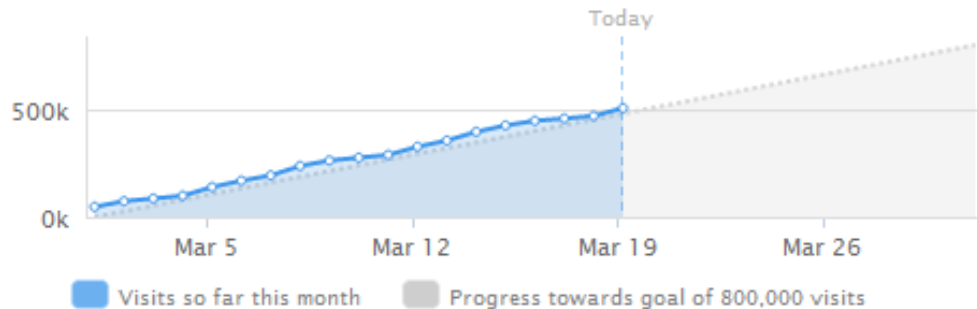
5.5%

27,804 *

LEADS

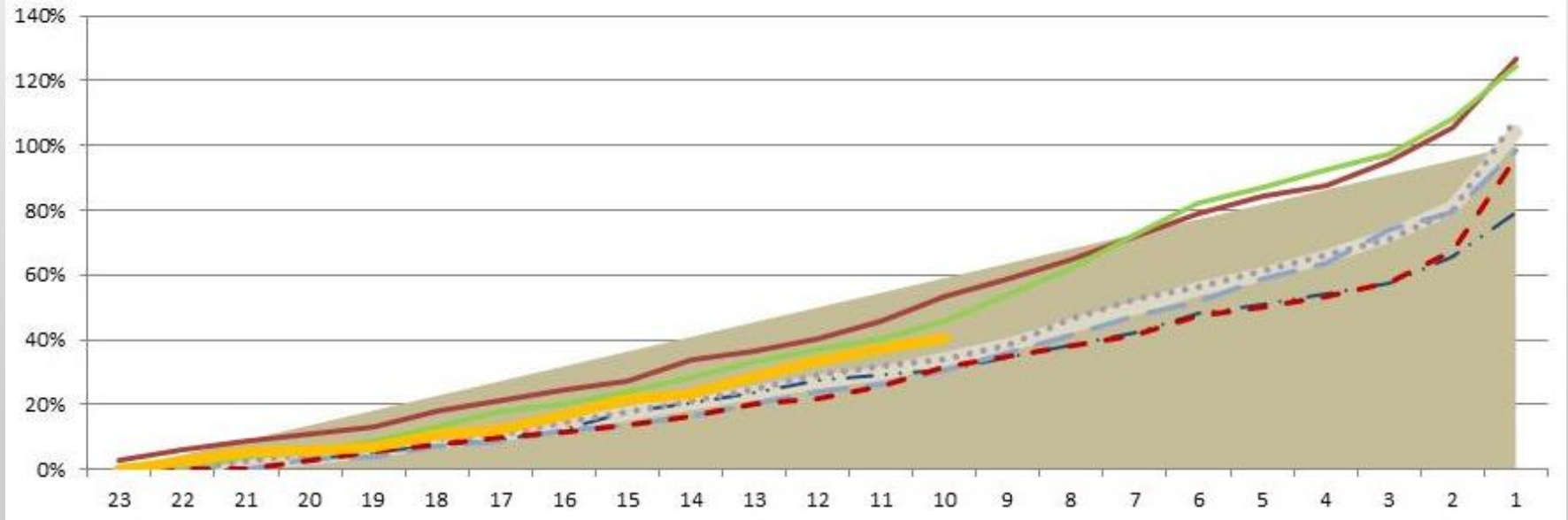
+804 ↑ +3.0%

since this time
this month goal

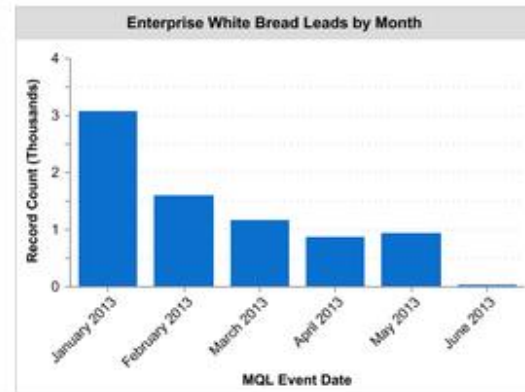
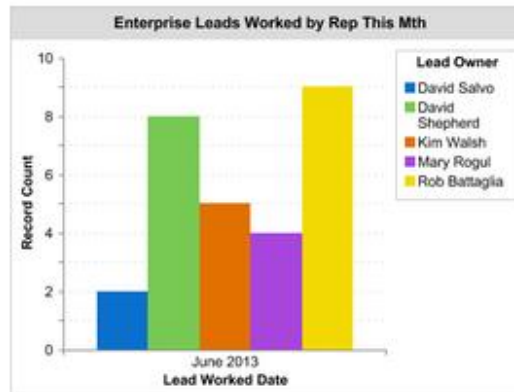
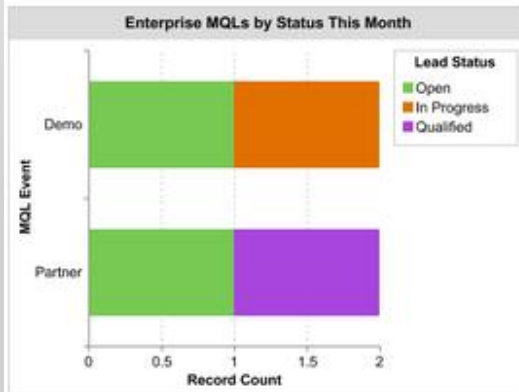
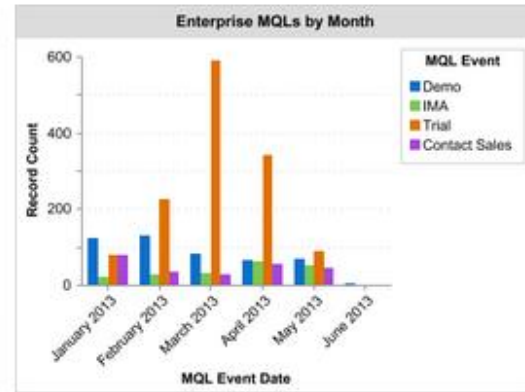
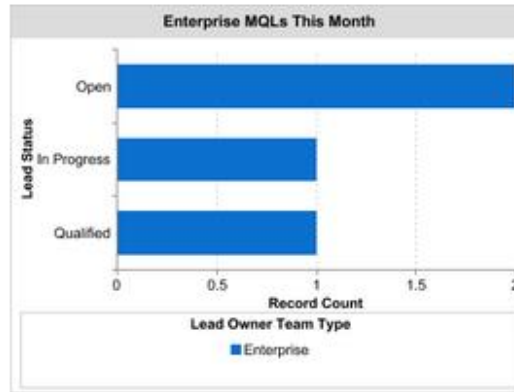
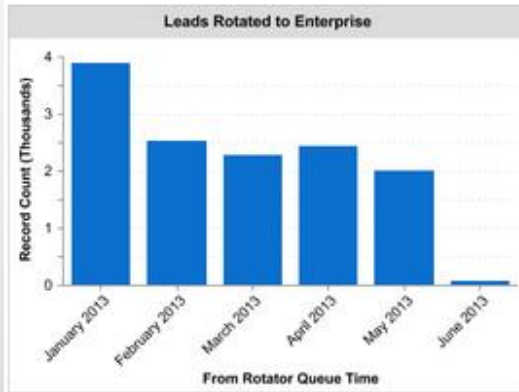


Sales Dashboard

Sales by Working Day Left



Smarketing Dashboard

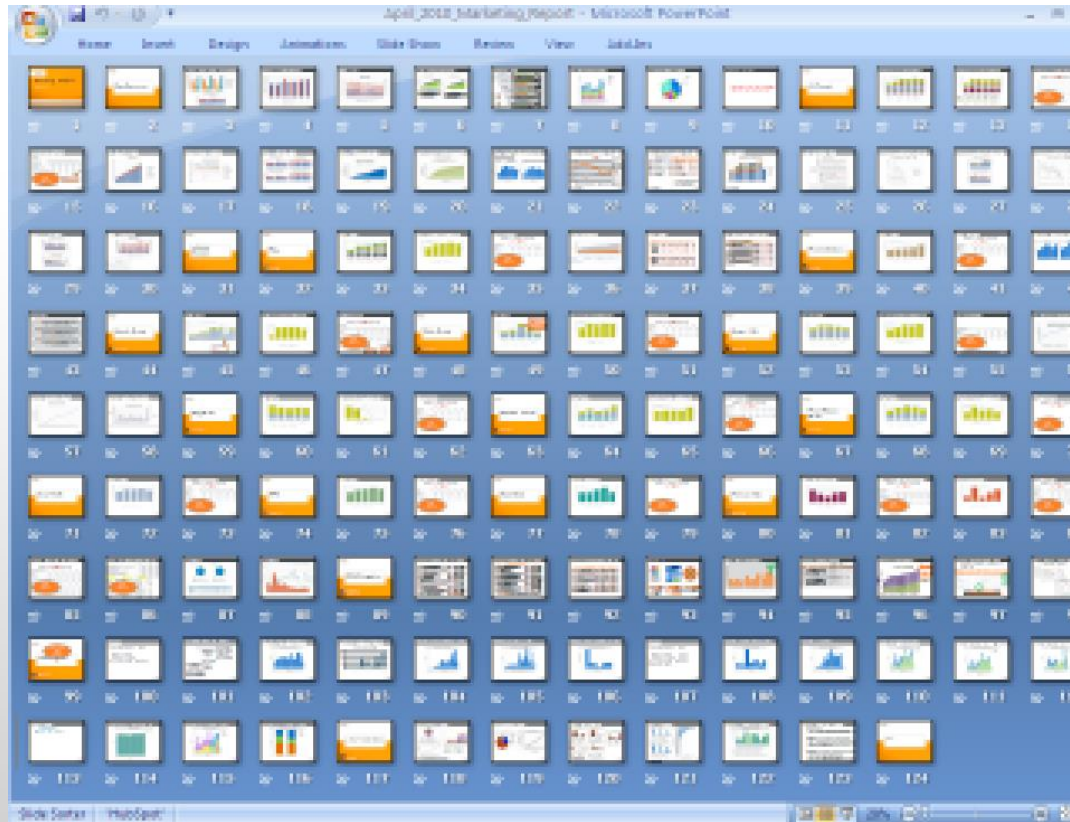


Enterprise Open w/ MQLs Last 30 Days

Enterprise MQLs by Status This Month

Enterprise White Bread Leads by Month

Monthly Team Reports




Monthly Management Meetings

- Key managers attend
- Lots of discussion
- Dive deeper into more contentious issues
- Resolve disputes

Internal Communication

This Week In Marketing: Recent Offers, Upcoming Offer Topics, Social Inbox Launch, Top Viewed Blog Posts, Upcoming Events & More Inbox x

 **Shannon Johnson**
to me



Hi Jessica,

Happy Monday!

In this edition of the **TWIM**, you'll find updates from even more department newsletter is to keep you up to speed on what's happening throughout m use what content we're creating in conversations with customers and pro news and content to your own social channels.

Here's what's going on.

RECENT OFFERS

Last week, we launched the following offers. Take a look at what we've cr channels

but have in the past. How many different lead nurturing campaigns do you have setup? 0. Sales Process Have you defined the profile/demographics/ characteristics of an ideal lead? Fortune 1000s.

Technical Services: Enterprise Setup

Technical Services Num of Pages: 0

Recent Conversion Event: Form: The Complete Guide to Optimizing Email Marketing for Conversions | MOFU Campaign, Form: Generic Form with Progressive Profiling - Download

Recent Conversion Date: 05/21/2013

First Conversion Event: Form: The Complete Guide to Optimizing Email Marketing for Conversions | MOFU Campaign, Form: Generic Form with Progressive Profiling - Download

First Conversion Date: 05/21/2013

Demo Delivered Date: 05/31/2013

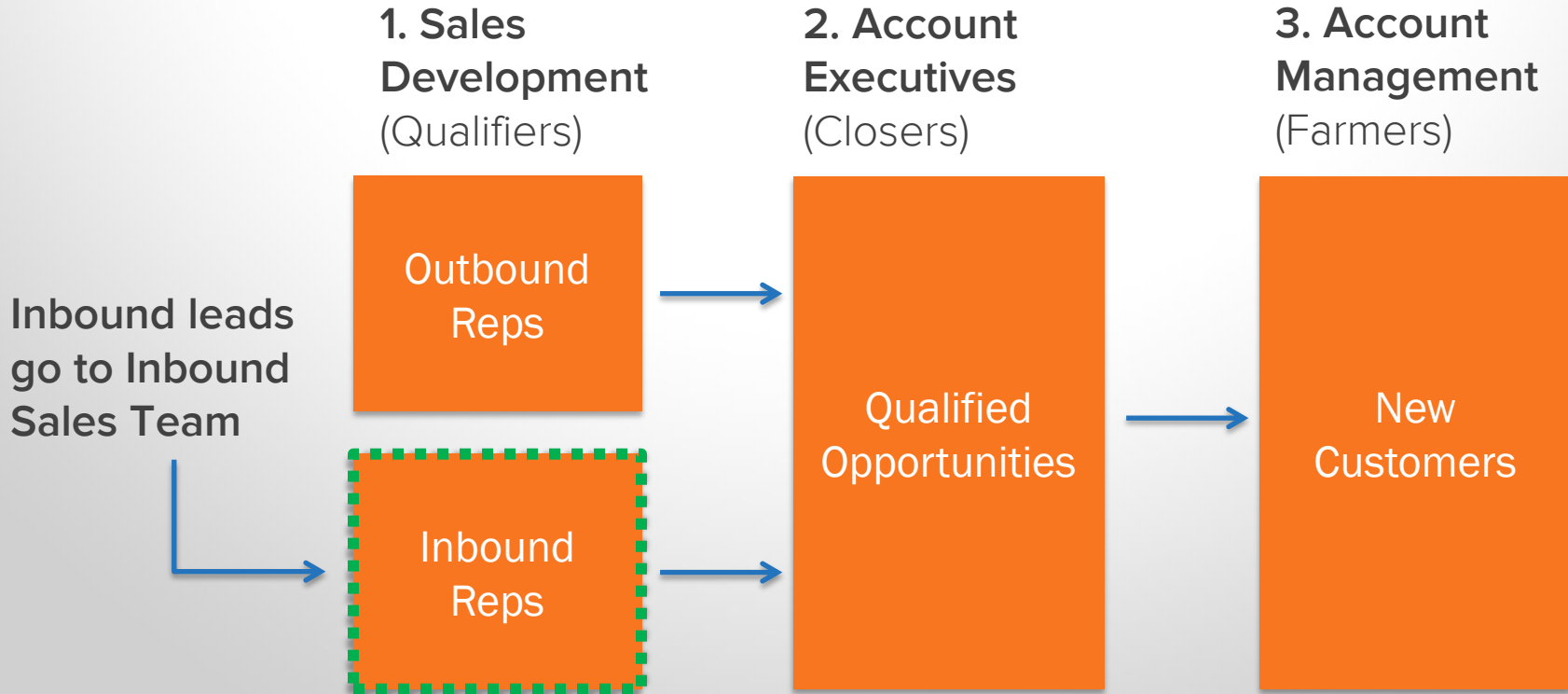
SFDC Opportunity Record: [Click Here](#)

HubSpot Lead Link: [Click Here](#)

5

**ESTABLISH INBOUND &
OUTBOUND TEAMS**

Establish Inbound & Outbound Teams



So whatta say?
Let's Start
Smarketing



QUESTIONS?



THANK YOU.