



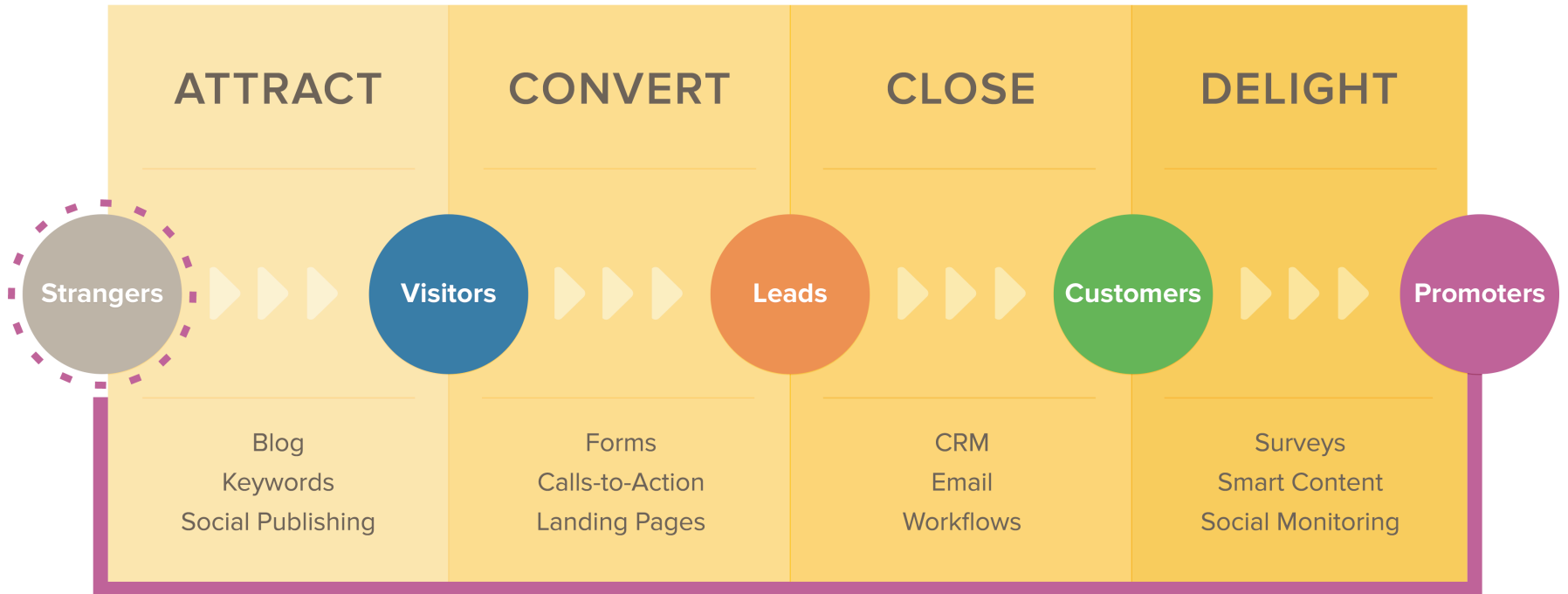
Introduction to Inbound Ads – Social Media

Professor: Markiesha Ollison

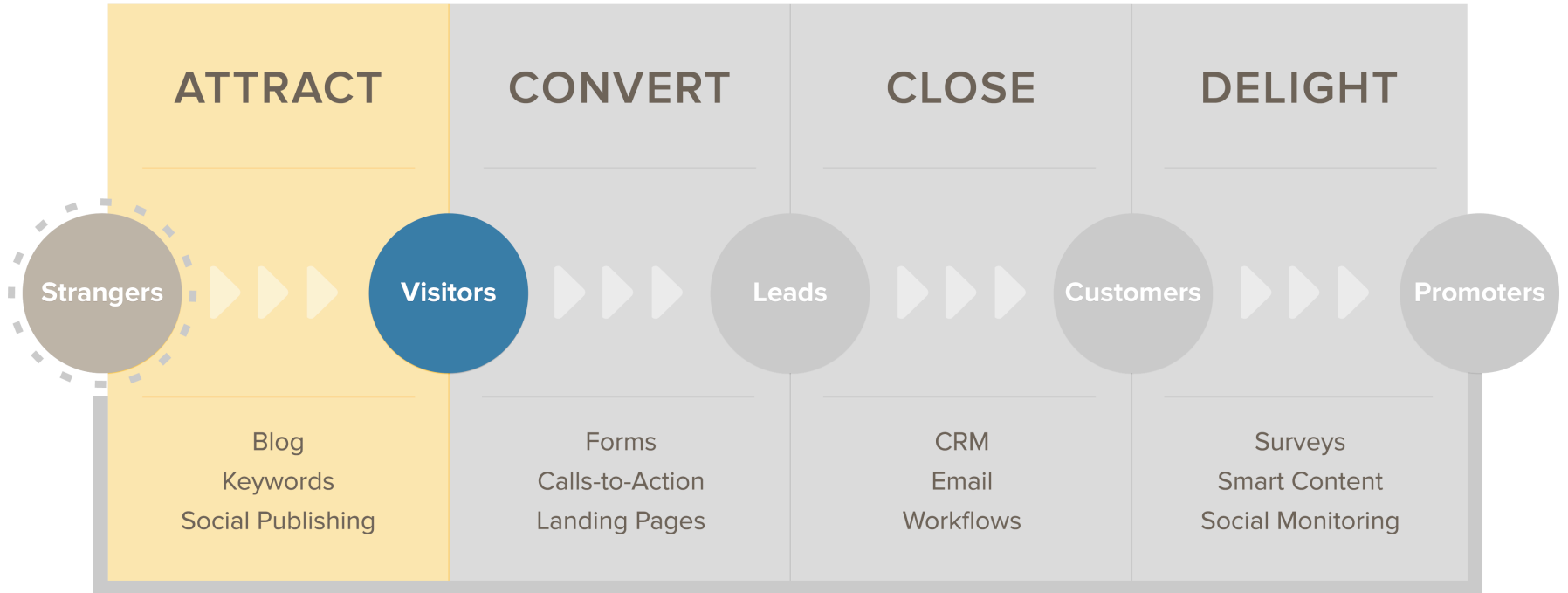
1

WHY INBOUND ADS?

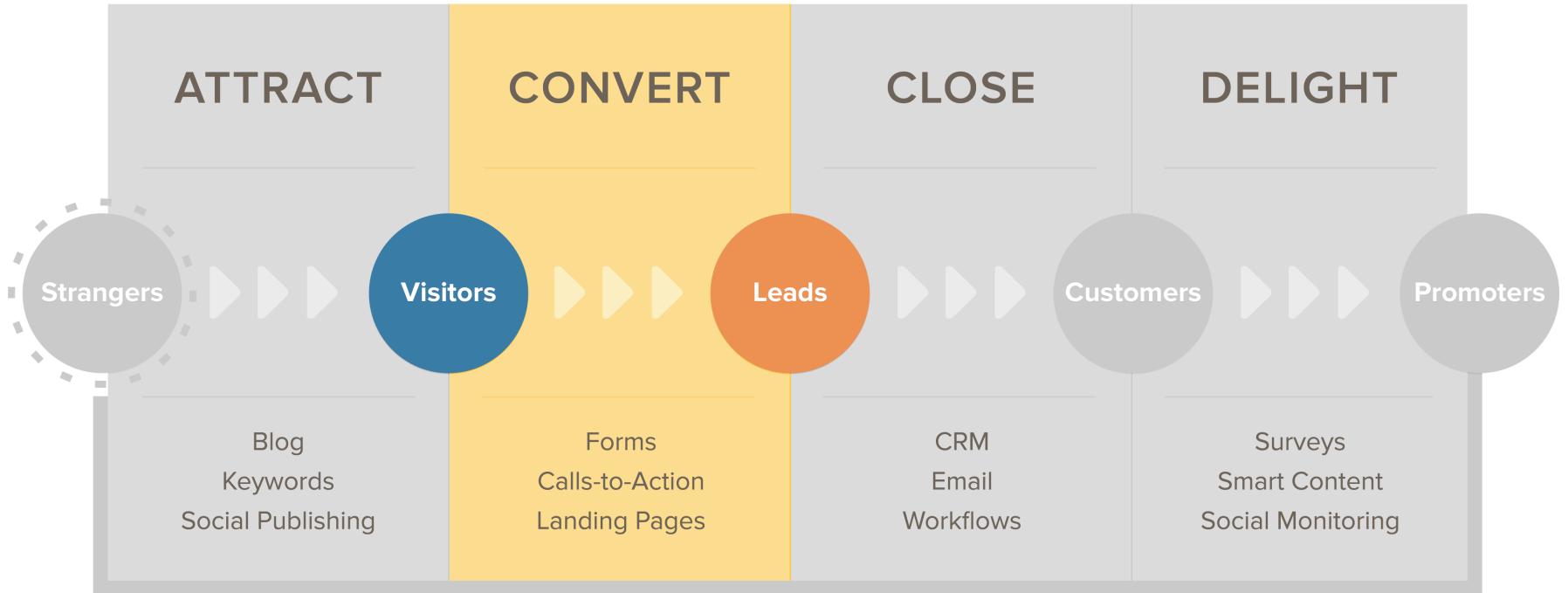
Inbound Methodology



Inbound Methodology



Inbound Methodology

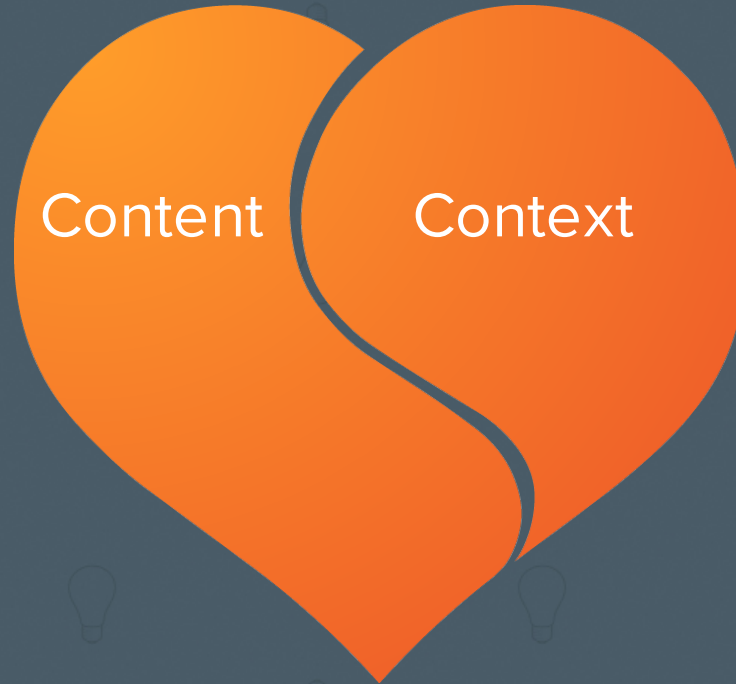


The background of the slide is a dark blue-grey color with a repeating pattern of lightbulb icons. The icons are arranged in a grid and are rendered in a lighter shade of the background color.

11%

of fans actually see advertisers' organic posts.

FUNDAMENTALS OF INBOUND





Use Inbound Ads
to deliver customers
remarkable content.

A man in a blue suit and black tie, standing with hands on hips. The image is a close-up of the torso, showing the suit jacket, white shirt, and black tie. The man's hands are on his hips, and he is looking directly at the camera. The background is a plain, light-colored wall.

Promote **quality content** that delivers valuable information and is tailored to the interests of the audience members.

IN 2015, SOCIAL MEDIA
MARKETERS **INCREASED**
SPENDING FROM
17.7 TO 23.6 BILLION USD.

The background is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons. The icons are arranged in a grid-like fashion, with some appearing slightly more prominent than others.

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HOW TO AMPLIFY YOUR CONTENT WITH INBOUND ADS

INBOUND ADS BEST PRACTICES

- Determine SMART campaign goals.
- Set a budget that is right for your business.
- Use segmentation.
- Promote well-performing content.
- Optimize your campaign.
- Calculate ROI.

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**DO YOU WANT FOLLOWERS,
CLICKS, CONVERSIONS,
ENGAGEMENTS,
OR LEADS?**

SMART GOAL SETTING

Specific

Measurable

Attainable

Relevant

Time

SMART GOAL EXAMPLE:

Increase **leads** from social media by 20 percent from 1000 to 1200 leads by November 30th, 2016.

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A **clear and defined** budget is essential to every paid social media campaign.

PRO TIP:

Start with a small daily or monthly budget in order to test your ad's performance.



**ALLOW YOUR INBOUND ADS TO RUN FOR
AT LEAST 1-2 WEEKS BEFORE
ANALYZING PERFORMANCE.**

HOW IS YOUR MONEY
BEING **SPENT?**

WHAT IS CPM?

Impression is calculated using cost per impression (CPM), which is cost per 1,000 impressions. Impression campaigns charge you for every 1,000 impressions your ad receives.

WHAT IS **CPC**?

Cost-per-click (CPC) means that each time someone clicks on your ad and is redirected to your site you will be charged.



A bid is a price that you **offer to pay** for an action taken caused by your ad.



Maximum bid = 5 USD

Actual spend = 3.5 USD


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WHAT IS SEGMENTATION?

Segmentation is used to divide large audiences or target markets into smaller segments based on specific criteria.

in Search for people, jobs, companies, and more... Advanced



Brian Halligan 2nd PREMIUM
 CEO at HubSpot
 United States | Computer Software
 Current HubSpot, MIT
 Previous Longworth Ventures, MIT, Groove Networks
 Education MIT - Sloan

Connect Send Brian InMail 500+ connections

https://www.linkedin.com/in/brianhalligan Contact Info


Background

Summary

Enemy of conventional wisdom.
 Friend of Inbound Marketing & Inbound Sales.



Experience

CEO
 HubSpot
 June 2006 - Present (10 years)



HubSpot is a modern inbound software system that enables companies to transform the way they market and sell to match the way humans actually shop and buy.

1 honor or award
 - 12 recommendations, including:


 **Jennifer Cedorchuk**
 Principal Account Executive - eCom...
 **All Powell**
 Principal 3 Account Executive - Silic...

I have had the wonderful opportunity to work with Brian over the last four years at HubSpot. Brian is an amazing mentor who... View
 I have known Brian since my interview at HubSpot 5 1/2 years ago. I will never forget my final interview meeting Brian and... View

10 more recommendations

Senior Lecturer

MIT
 2009 - Present (7 years)



I am a senior lecturer at MIT where I teach a class 15.S16 "Entrepreneurial Product Development & Marketing" w/ Paul English, the co-founder of Kayak.

Venture Partner

Longworth Ventures
 September 2005 - June 2006 (10 months)

Sloan Fellow

MIT
 June 2004 - June 2005 (1 year 1 month)




- 2 recommendations

 **Dharmesh Shah**
 Founder and CTO at HubSpot
 **Brian Courtney**
 VP and GM at GE for AC Power Sy...











Brian and I were classmates in the MIT Sloan Fellows Program. Even amongst this illustrious group of smart, successful... View
 Brian's passion toward learning is infectious. I had the great fortune of working with him on a number of projects at MIT... View

GUARANTEED VIEWABILITY PACKAGES
 Now available programmatically and cross device



START NOW

People Also Viewed

-  **Dharmesh Shah**
 Founder and CTO at HubSpot
-  **Mike Volpe**
 Startup growth executive and angel investor
-  **Mark Roberge**
 Senior Lecturer @ HarvardHBS; CRO @ HubSpot; Author of Best Seller "The Sales Acceleration Formula"
-  **Kipp Bodnar** | B2B Marketing Author & Speaker
 CMO at HubSpot
-  **Katie Burke**
 Vice President, Culture and Experience at HubSpot
-  **Peter Caputa**
 VP, Sales @ HubSpot
-  **Joe Chernov**
 Vice President of Marketing at InsightSquared
-  **JD Sherman**
 Chief Operating Officer, HubSpot
-  **Dan Lyons**
 "Disrupted: My Misadventure in the Start-Up Bubble," a New York Times best seller.
-  **Ailison Elworthy**
 VP of Operations at HubSpot

Use segmentation to add **context** to your inbound ads.

- Demographics
- Interests
- Behaviors
- Job
- Role
- Company
- and more



Targeting is the **initial method** of segmentation.

Retargeting takes place **after** you've launched your initial campaign.



View Pixel Code

Add Pixel Code (Required)

Copy the code below and paste it between the <head> and </head> in your website code. The pixel will track visits to every page of your website. [Get help installing your pixel.](#)

```
<!-- Facebook Pixel -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','//connect.facebook.net/en_US/fbevents.js');
```

Add Conversion Tracking

You can also add events to track specific actions. Copy the code for the event you want to track, and paste it after the pixel code on the web pages where you want to track the action. [Learn about conversion tracking.](#)

Name	Description	Event Code
	Track key page views (ex: product page,	

Pixel-based retargeting requires you to embed a **snippet of JavaScript** on your website.

The screenshot shows a CRM interface with two tabs: 'Contacts' and 'Performance'. Below the tabs is a search bar with the text 'Search contacts in lists...' and an 'Export' button. The main content is a table of contacts with the following columns: Name, Email, Lifecycle Stage, Company Name, Recent Conversion, and Create Date. The table contains six rows of contact data.

<input type="checkbox"/>	Name	Email	Lifecycle Stage	Company Name	Recent Conversion	Create Date
<input type="checkbox"/>	Mick Edwards	mick@xlevents.com.au	Lead		Empowering Employ...	03/29/2016 5:59 AM
<input type="checkbox"/>	indre nagyte	nagyteinfo@gmail.com	Lead		Empowering Employ...	03/23/2016 12:06 PM
<input type="checkbox"/>	Kallie McConkie	kmccconkie@hubspot...	Lead		Empowering Employ...	01/12/2016 4:37 PM
<input type="checkbox"/>	mark choe	flex8marketing@gma...	Lead		Empowering Employ...	12/18/2015 8:37 PM
<input type="checkbox"/>	Madhu Shetty	madhu@dancebanga...	Lead		Empowering Employ...	11/13/2015 9:07 AM
<input type="checkbox"/>	Fernando Nunes	fernando@contaazul...	Lead		Empowering Employ...	11/05/2015 8:21 AM

List-based retargeted allows you to **upload a list** of contacts to serve ads to directly.

INBOUND ADS BEST PRACTICES

- Determine SMART campaign goals.
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CONTENT HELPS YOU:

- Optimize for success.

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- Optimize for success.
- Build on previous results.

CONTENT HELPS YOU:

- Optimize for success.
- Build on previous results.
- Amplify to new audience members.



**ALWAYS TEST YOUR ADS ORGANICALLY
FIRST IN ORDER TO OPTIMIZE FOR THE
BEST PAID RESULTS.**

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STEPS OF CAMPAIGN OPTIMIZATION

1. Follow performance on a regular basis.

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2. Identify areas that can boost campaign performance.

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1. Follow performance on a regular basis.
2. Identify areas that can boost campaign performance.
3. Pay close attention to conversion metrics.

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PRO TIP:

Use the results from your organic campaigns as a benchmark for your paid campaigns.

HOW TO CALCULATE ROI

1. Measure organic ad performance.

HOW TO CALCULATE ROI

1. Measure organic ad performance.
2. Quantify the results of your paid campaign.

HOW TO CALCULATE ROI

1. Measure organic ad performance.
2. Quantify the results of your paid campaign.
3. Review cost of paid campaign.

HOW TO CALCULATE ROI

1. Measure organic ad performance.
2. Quantify the results of your paid campaign.
3. Review cost of paid campaign.
4. Calculate the lifetime value of leads.



Fifth Season

@yourfifthseason

Team building and outdoor retreats in the heart of Yellowstone National Park and the New Hampshire White Mountains. Encounter your Fifth Season today.

fifthseasonadventure.com

[Tweet to Fifth Season](#)

5 Followers you know

Photos and videos

TWEETS 14 FOLLOWING 10 FOLLOWERS 8 FAVORITES 1

Tweets Tweets & replies Photos & videos

Fifth Season @yourfifthseason · Sep 19
See the benefits of off-site travel for businesses!

Fifth Season @yourfifthseason · Sep 4
Need some help with #teambuilding? 5 Reasons Why Off-Site is your best option. hubs.ly/y06_P10



View more photos and videos

Fifth Season

A (fictional) adventure travel company uses ads to promote a team-building content offer.

CALCULATING ROI WITH INBOUND ADS

ORGANIC SOCIAL



- 30 net new leads

INBOUND ADS



- 50 net new leads

CALCULATING ROI WITH INBOUND ADS

ORGANIC SOCIAL



- 30 net new leads
- Cost = 2 USD/lead (60 USD total)



INBOUND ADS



- 50 net new leads
- Cost = 2.50 USD/lead (125 USD total)

CALCULATING ROI WITH INBOUND ADS

ORGANIC SOCIAL



- 30 net new leads
- Cost = 2 USD/lead (60 USD total)
- Lifetime Value = 2 USD



INBOUND ADS



- 50 net new leads
- Cost = 2.50 USD/lead (125 USD total)
- Lifetime Value = 5 USD

CALCULATING ROI WITH INBOUND ADS

ORGANIC SOCIAL



- 30 net new leads
- Cost = 2 USD/lead (60 USD total)
- Lifetime Value = 2 USD
- LTV: CAC = 2 USD/2 USD = **1:1**

INBOUND ADS



- 50 net new leads
- Cost = 2.50 USD/lead (125 USD total)
- Lifetime Value = 5 USD
- LTV: CAC = 2.50 USD/5 USD = **2:1**

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THANK YOU.

HubSpot
Academy 