



Welcome to HUG Perth

Thanks for finding us! The HubSpot User Group (HUG) Perth is for everyone involved in the world of marketing, sales, lead generation and business development - who are currently (or could be in the near future) a HubSpot user. Even if you're new to Inbound Marketing we'd love for you to join us.

[Learn More](#)

Join the HUG Perth community

perth.hubspotusergroups.com.au



> Introductions



Andrew Levy

CMO | Inbound Marketing
Strategist, BrandManager

>> Chief Marketing Officer

>> Inbound Marketing Strategist

- Content Marketing, Blogging, Social Media,

- PPC, SEO & Marketing automation

Leveraging HubSpot experiences:

305% - increase in lead generation

72% - improved online traffic

26% - increase growth revenue

> Administrative

- >> 40 mins of presentation
- >> 20 mins panel questions
- >> Slides will be shared
- >> Free guide & assessment



> Agenda

- >> Introductions
- >> Social Media lead management
- >> Creating a world-class funnel
- >> Q&A

> Introductions



Tony Eades

Director of Brand Strategy,
BrandManager

CEO & Director Brand Strategy - BrandManager
Digital Brand Expert - Kochie's Business Builders
Chairman – Sydney Hills Business Chamber

- >> Anthill magazine
- >> Dynamic Business
- >> CEO magazine
- >> Business Director
- >> Telstra Small Business



Social Media Landscape

SEND MONEY, TO YOUR FRIENDS WITH **FACEBOOK** **MESSENGER**





Meerkat

Tweet Live Video.



Recommended Posts



@filmtog



@danromanoski

Romancing the bridge -
cropped version
Pentax 67
Tri-X 400

Normally I don't like
to crop my pictures,
but I wanted to put
the focus on the k...



Say Ello... ?



APPLE WATCH,
A MORE
CONNECTED
WORLD AND
5G SPEEDS



Social Media Benchmarks

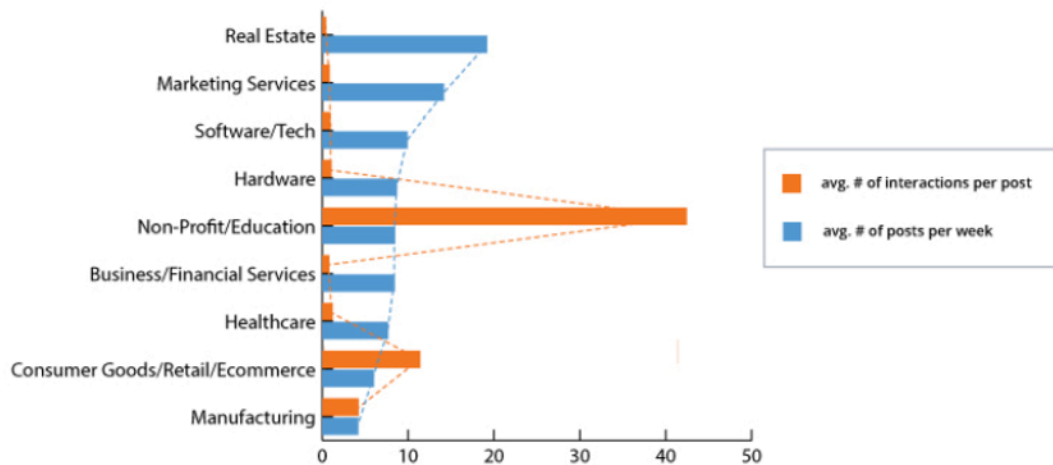
DATA FROM
9 INDUSTRIES,
4 COMPANY SIZES
AND **7000**
BUSINESSES



TAKEAWAY #1

POSTING MORE
DOESN'T
MEAN MORE
ENGAGEMENT

INTERACTIONS vs. POSTS BY INDUSTRY

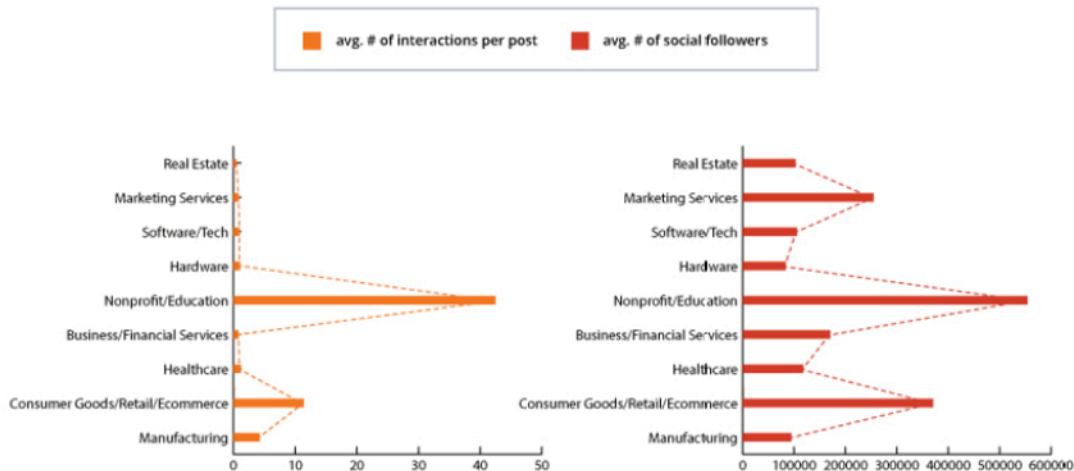


Average number of social interactions per post (all posts): orange
Average number of social posts per week (across all social networks): blue

TAKEAWAY #2

FOLLOWING IS BETTER FOR ENGAGEMENT THEN POSTING

INTERACTIONS vs. FOLLOWING BY INDUSTRY

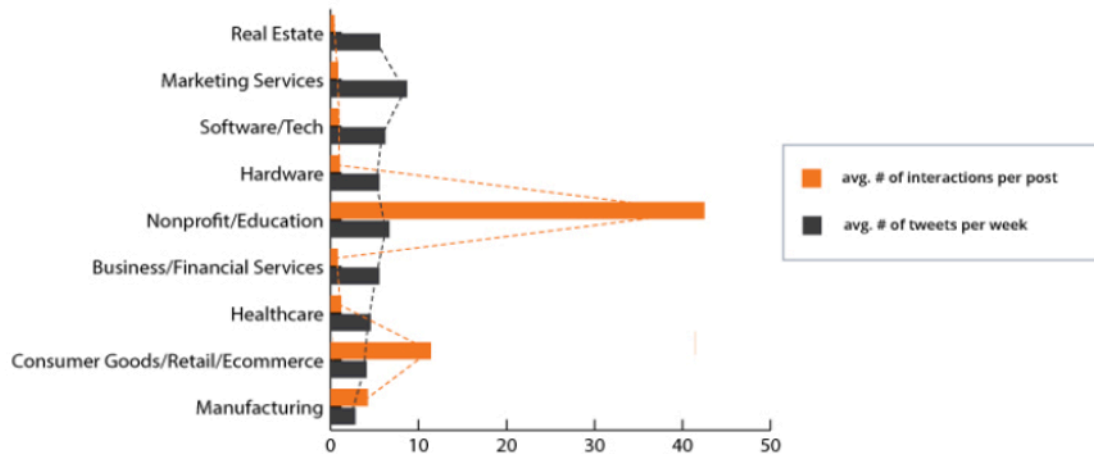


Average number of social interactions per post: orange
Average number of social followers (across all social networks): red

TAKEAWAY #3

SOCIAL ENGAGEMENT DRIVEN BY MANY FACTORS

INTERACTIONS vs. TWEETS BY INDUSTRY



Average number of social interactions per post (all posts): orange
Average number of tweets published per week: dark gray

70% of marketers 'understand the importance of personalisation, but don't know how to do it'.



Source: Econsultancy/Monetate

Social Media Marketing

THE RIGHT
CONTENT,
TO THE RIGHT
PEOPLE, AT THE
RIGHT TIME





Liberal Party of Australia



160 million+

impressions during the 5 weeks of the election campaign

4.3 million

interactions during the 5 weeks of the election campaign

200,000

people used The Choice app





Hills Centenary of ANZAC

Edit Promoted Website

URL [?]: <http://www.hillsanzacentenary.com.au/>

Headline [?]: Hills Centenary of ANZAC

Text [?]: Celebrating the 100th anniversary of the Centenary of ANZAC. This will be...

Call to Action (Optional) [?]: [Book Now](#)

Image: or upload one

Advert Status: **Active**

Your advert is currently running and can be paused at any time without losing your advert stats or settings.

Audience

Location [?]: [Baulkham Hills](#) [Blacktown](#) [Castle Hill](#) [Dural](#) [Epping](#) [Glenbury](#) [Glenview](#)

Interests [?]: [The Hills](#) [anzacs](#) [Australian Army Reserve](#) [Anzac Day](#) [Australian and New Zealand Army Corps](#) [Department of Defence \(Australia\)](#) [Australian Army](#) [Australian Defence Force](#) [Royal Australian Air Force](#) [Royal Australian Navy](#)

Age: 21 - 65+

Gender: [All](#) [Men](#) [Women](#)

[Cancel](#) [Save Changes](#)

Advert Preview

Hills Centenary of ANZAC [Like Page](#)

Sponsored

... anniversary of the Centenary of ANZAC. This will be... Hills - From 18th-26th April 2015. Like the... with all that's happening, ticket specials & more.

Website Advert Results

Website Clicks [?]	People Reached [?]
850	29,603

Status	Active
Total Spent [?]	\$732.89
Daily Budget [?]	\$27.00
Schedule [?]	30 days

[Edit Advert](#)



Terrorism & hostage - In a new age of



BrandManager

Home Analytics Notifications

BrandManager The average content length for a web page that ranks in the keyword on Google has at least 2,000 words. The higher up you go on the content each web page has. (QuickSprout). Content is king - one... more



25 must haves for your website

hubs.ly - Your website is not an online brochure! Buyer behavior has changed and so must your online messaging. We all know how important a website is to a business's online strategy. A website today has to be social and provide opportunities to be...

Organic

Targeted to: All Followers

398 impressions	3 clicks	0 interactions	0.75% engagement
---------------------------	--------------------	--------------------------	----------------------------

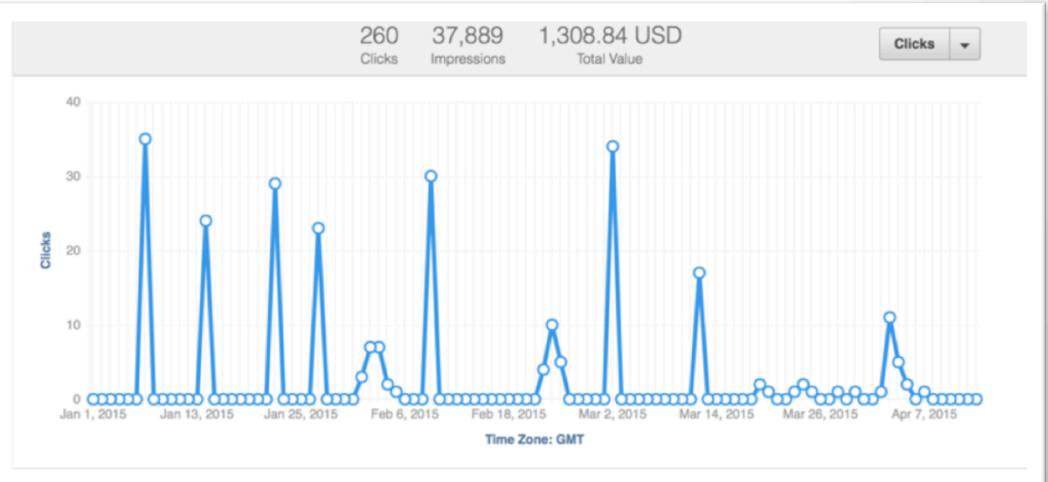
Gained from Sponsoring

Sponsored in: [25 Must Haves](#) (stopped)

+2,186 impressions	+29 clicks	+2 interactions	+4 followers acquired	+1.60% engagement
------------------------------	----------------------	---------------------------	---------------------------------	-----------------------------




[Manage](#)

Like (2) · Comment · 3 months ago



1st 1st 1st 1st
6 first-degree connections
6 Employees on LinkedIn
[See all](#)

Ads You May Be Interested In

- 
Are You A CEO?
 You're invited to join the exclusive Worldwide Who's Who executive network
- 
Are you an SEO Junkie?
 We're looking for SEO Junkies who want to join our fast-paced team.
- 
Are You A CEO?
 Apply Now To Bristol Who's Who & Expand Your Opportunities!





CREATING MARKET LEADERS.

BRAND MANAGER.

TWEETS 483 FOLLOWING 3,083 FOLLOWERS 10.1K FAVORITES 1

Edit profile

BrandManager

@BrandManagerSyd

A team of passionate and driven, creative collaborators and digital natives who come together to develop and share smart ideas that create market leaders

Sydney, Australia

thebrandmanager.com.au

Joined June 2011

242 Photos and videos

Tweets Tweets & replies Photos & videos

BrandManager @BrandManagerSyd · 8h
Approximately 46% of online users count on social media when making a purchase decision (Source: Nielsen), and 72% o...lnkd.in/b9FjfsC

BrandManager @BrandManagerSyd · Apr 7
Google Algorithm change 21 April - Free Website Health check; hubs.ly/y0GBPN0

Who to follow · Refresh · View all

Medium @Medium
Follow

Periscope @periscopeco
Follow

Ben Rubin @benrbrn
Follow

Popular accounts · Find friends



BRAND MANAGER.

All campaigns ▼

Across all funding sources

Export

Create new campaign ▼

All objectives ▼

Launched campaigns ▼

Apr 2 - Apr 16, 2015 ▼

Campaigns

Tweets

Platforms

Locations

Demographics

2.54K

IMPRESSIONS

60

ENGAGEMENTS

A\$101.10

SPEND

0

CONVERSIONS

TWEET Engagement One



Summary

Engagements

Spend

Conversions

Filter campaigns by name

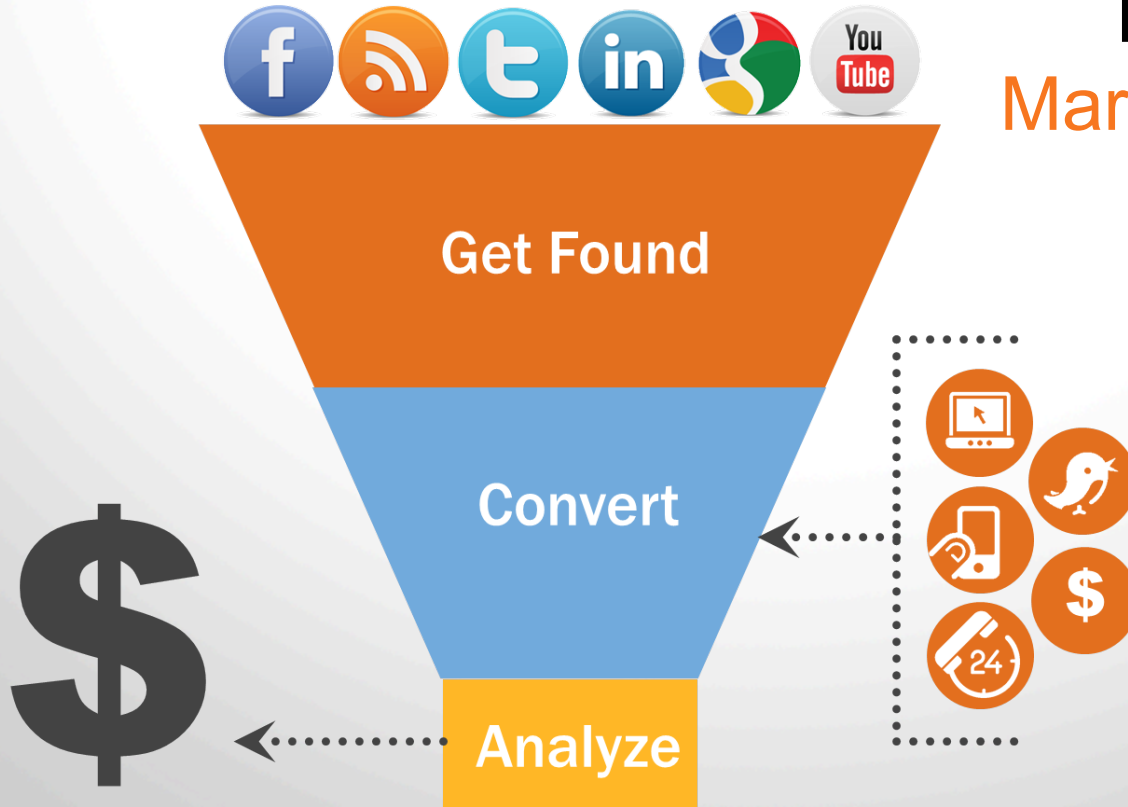


Name	Start	End	Spend	Impressions	Tweet Engagements ?	Eng. Rate	Cost per engagement ?
<input type="checkbox"/> TWEET Engagement One Tweet engagements · Interests Edit	14 Apr	15 Apr	A\$100.00	2,545	60	2.36%	A\$1.67

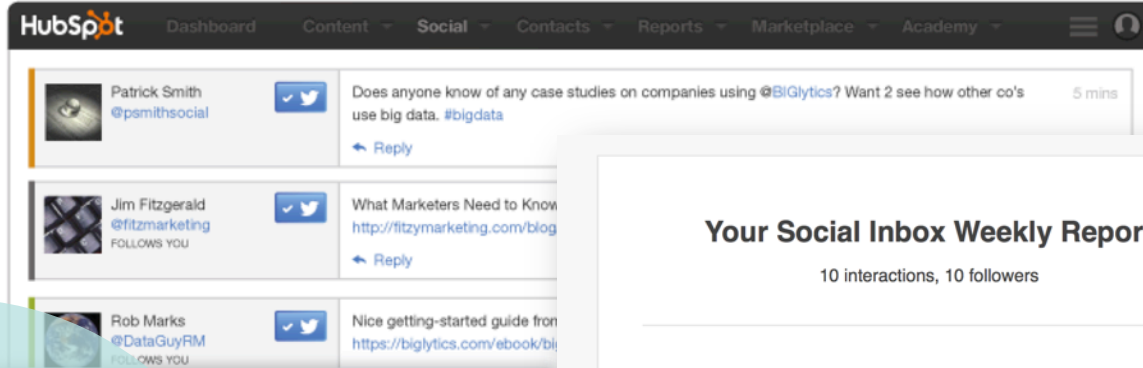


Social Media Management

Enter the new Marketing Funnel



Social Media Inbox



Build and leverage Social media influencers based on the most engaged leads online

Your Social Inbox Weekly Report

10 interactions, 10 followers

Happy Monday! Here's a summary of last week's activity.

6 ▼45%	14 ▲27%	16 ▲129%
published messages	new followers	total clicks
0	52 ▲5100%	43 ▲4200%
replies and comments	favorites, likes, +1s	retweets

[Check out your most-clicked messages from last week...](#)

Jane Booth is in a conversation with @tonyeades.
@mikewinwood, @tonyeades, @snugglefestd8, @jrsooldit6998, @mymaureenobrien <http://t.co/ruOFJuidqQ> Today at 12:24 AM View



Social Media Management

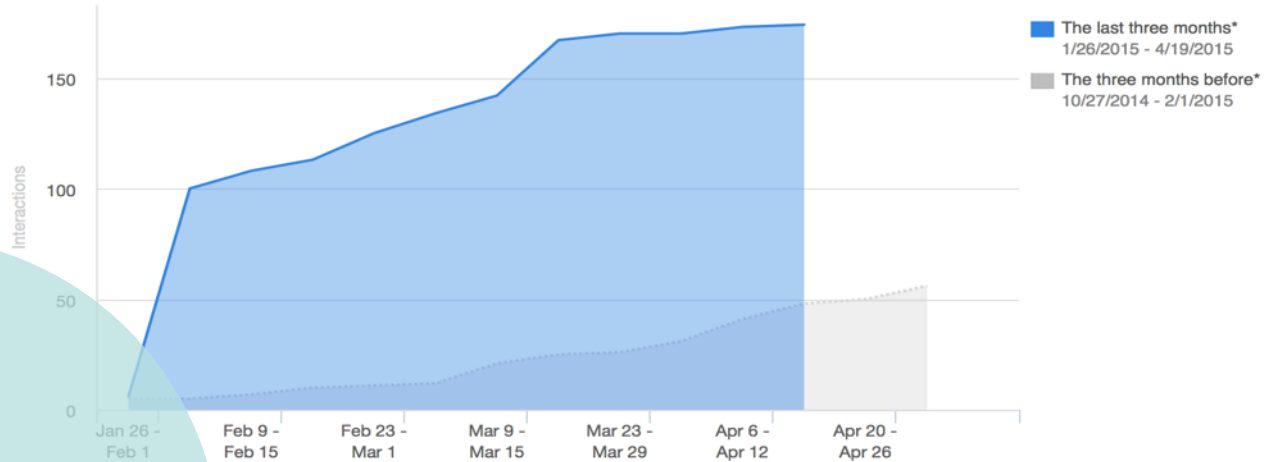
The image displays two screenshots of the HubSpot Social Media dashboard. The left screenshot shows a stream of social media posts from users like Gem Enderson, Patrick Smith, and Rob Marks. The right screenshot shows a scheduling interface for a post, including a calendar for December 2015 and a grid of time slots for scheduling.

Better Social
Monitoring

Social Media Analytics

174 interactions **+262.5%** (48 this time the three months before*)

Includes mentions, replies, comments, likes, favorites, +1s, and retweets.



With 51 interactions, [this message](#) received the most interactions the last three months.



"How growth hacking can build a \$4 billion company" <http://hubs.ly/y0tZx10>
by @tonyeades

[View messages with most interactions](#)

Or [share again](#).



Measure
Engagement

Social Media Engagement

The screenshot displays a configuration interface for lead scoring rules. It features three rows of rules, each with a field type, a condition, a value, and a point value. The rules are:

- Rule 1:** Job Title (dropdown) contains the word (dropdown) Marketing (text input). Rule value: 5 points.
- Rule 2:** Email (dropdown) contains the word (dropdown) @targetcompany.com (text input). Rule value: 25 points.
- Rule 3:** LinkedIn Clicks (dropdown) is greater than or eq... (dropdown) 3 (text input). Rule value: 15 points.

Each rule row includes a plus (+) and minus (-) icon for toggling the rule's status. A blue "Save changes" button is located at the bottom of the interface.

Lead
Scoring



Questions?



Create a World-Class Funnel with Inbound Marketing

Ryan Bonnici | Marketing Director | HubSpot Asia Pacific

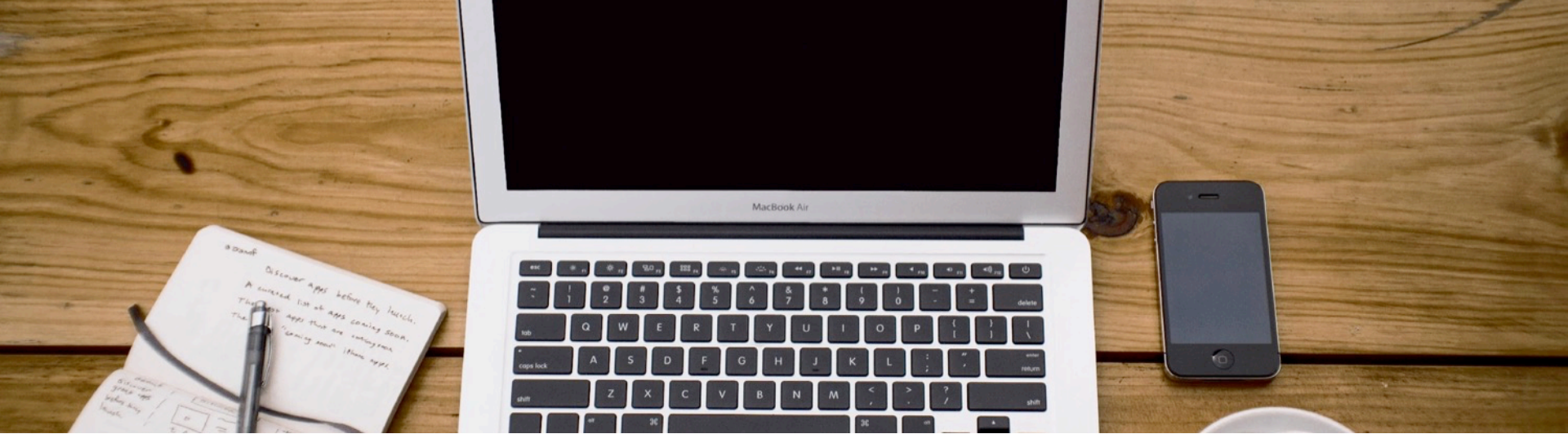
#PerthHUG



Over the past decade, there's been a fundamental shift in the way companies reach their audience.



THEN Brands were in control. Buyers were constantly bombarded with billboards, commercials, and cold calls trying to sell them a product.



NOW The customer is in control. Buyers are tuning out loud, interruptive advertising and consuming information online.

The old playbook is **BROKEN.**



86%
skip TV ads



91%
unsubscribe
from email



44%
of direct mail is
never opened



200M
on the
Do Not Call list

The way people shop and buy has changed dramatically.

If companies want to connect with their audience today,
they have to update the way they market and sell.

The way people shop and buy has changed dramatically.

If companies want to connect with their audience today,
they have to update the way they market and sell.

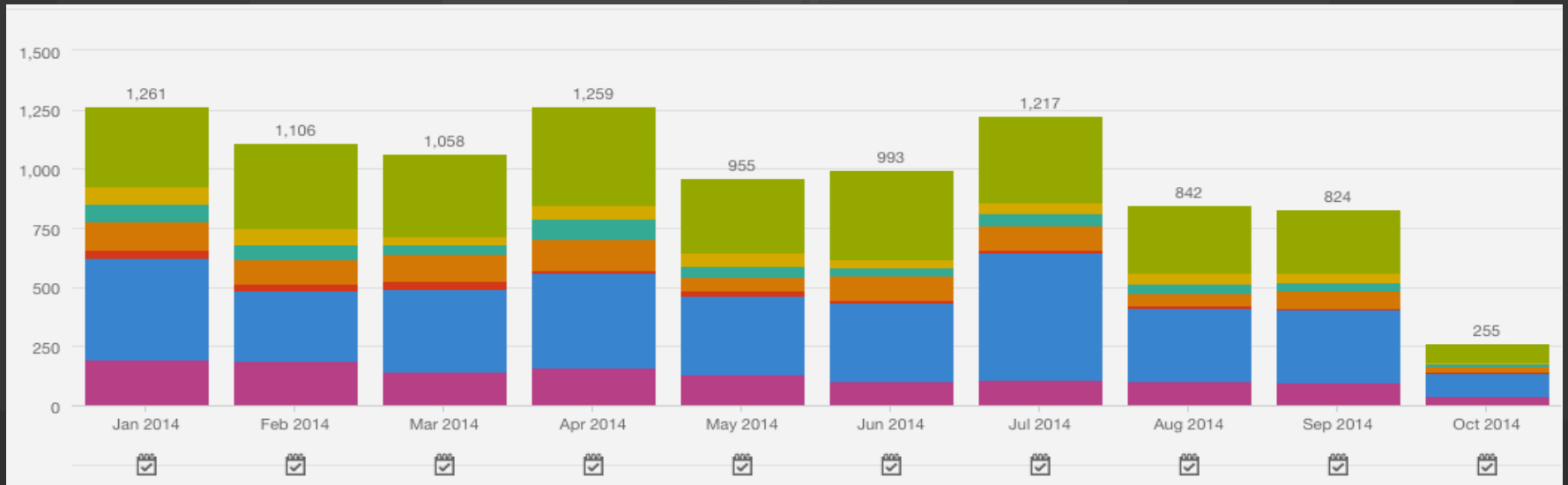
That's where **inbound** comes in.



At its core, inbound is about building relationships with your audience by providing them with value.

Q: How?

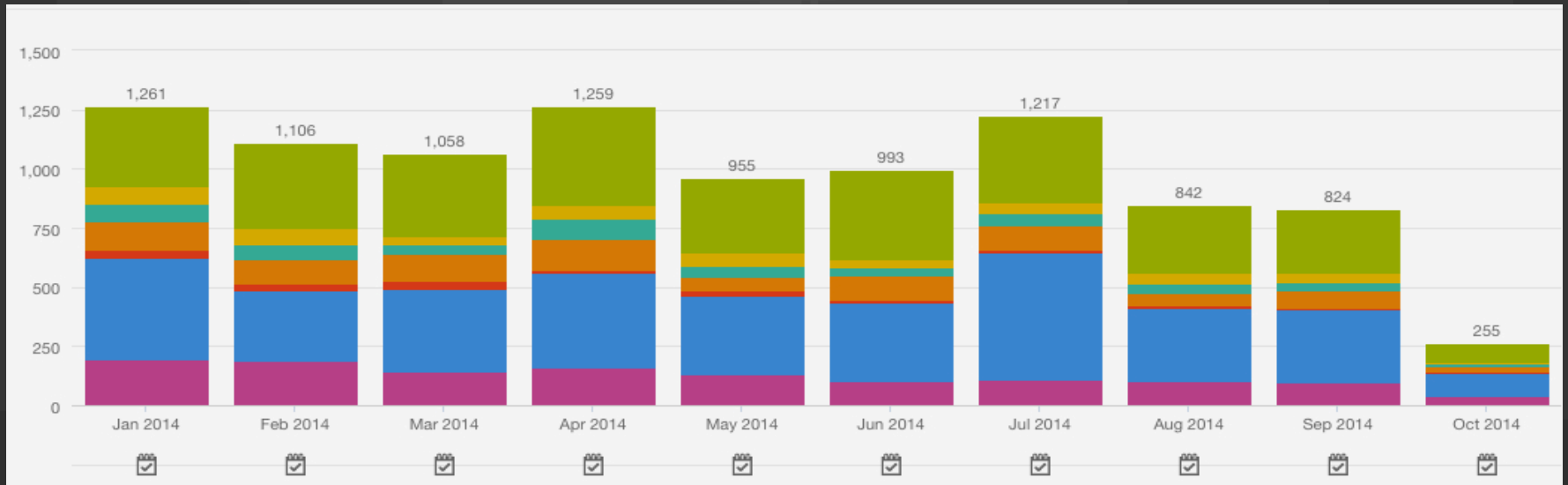
A: By creating **authentic content** and **personalised interactions** throughout the buying process to **attract** leads, **engage** with prospects, and **delight** customers.



As marketers we want more
traffic, leads, customers.

#PerthHUG





As marketers we want more **traffic, leads, customers**.
But, in marketing we talk a lot about the crowd.

#PerthHUG





Your customers don't want to feel like they are part of the crowd.

#PerthHUG





They have different challenges and are at various stages of the buying cycle.

#PerthHUG

 @ryanbonnici

That's where **buyer personas** help us create **personalised content** to attract the right visitors.

MARKETING MARY

- Professional marketer (VP, Director, Manager)
- Mid-sized company (25-200 employees)
- Small marketing team (1-5 people)
- BComm (BU), MBA (Babson)
- 42, Married, 2 Kids (10 and 6)



Goals:

- Support sales with collateral and leads
- Manage company communications
- Build awareness

Challenges:

- Too much to do
- Not sure how to get there
- Marketing tool and channel mess

Loves HubSpot because:

- Easy to use tools that make her life easier
- Learn inbound marketing best practices
- Easier reporting to sales and CEO



How to Optimize Landing Pages to Generate More Leads

Ebook



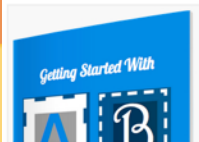
The Ultimate Guide to Creating an Ebook for Lead Generation

Marketing Kit



140 Web Buttons & Calls-to-Action

Template



Getting Started With A/B Testing

Ebook



How To Turn Facebook Fans Into Paying Customers

Ebook



How to Generate Leads with Mobile Marketing

Ebook

We can't forget **context** - & how we leverage it to **personalise** experiences across the funnel.



We're all **familiar** with **context marketing** in the world of email.

Email marketing tools allow us to do *some* **context marketing**.

Email Marketing

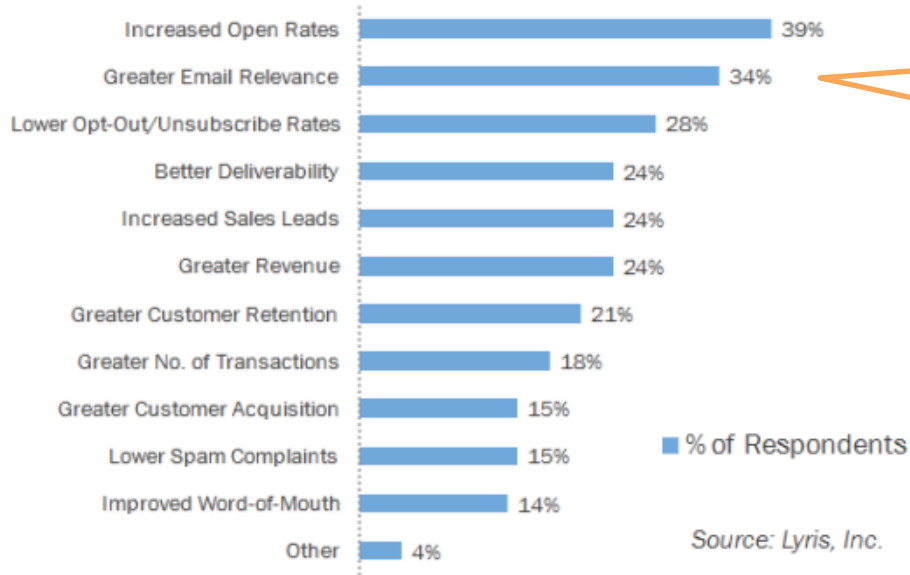
Relevant List Segment

Dynamic Subject Line

Dynamic Body Copy

Dynamic CTA

Email List Segmentation Results



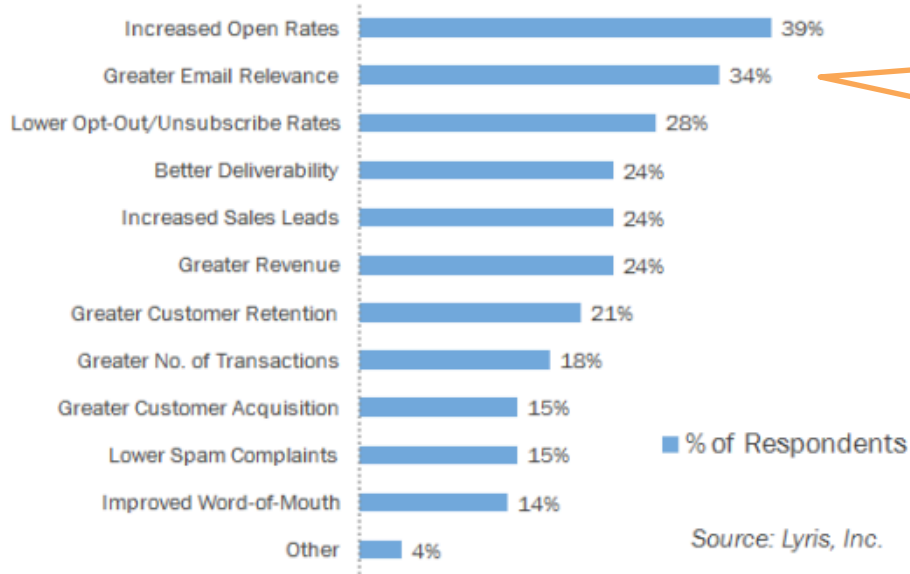
Source: Lyris, Inc.

Why? It works!

#PerthHUG



Email List Segmentation Results



Source: Lyris, Inc.

The results are in!

Click through rates: 14%+
Conversion rates: 10%+

But it's **2015**, is context in **email**
really the **best we can do?**

#PerthHUG



The Broad Context Marketing Strategy

Buyer Persona

**Personalised
Social Media**

**Personalised
Lead Nurturing**

**Personalised
Web Content**

**Personalised
Landing Pages**

**Personalised
Email Content**

Mobile Optimised

#PerthHUG



The 3 Keys to Context Marketing

#PerthHUG



The 3 Keys to Context Marketing

1

Gather

2

Personalise

3

Sell

1 | **Gather** information
across all touch points.

The 3 Keys to Context Marketing - Gather

Gather **explicit** data via forms



The screenshot shows a HubSpot form titled "Annual Report: Inbound Insights UK - 2014". The form is designed to collect contact information for users who want to download the report. It includes a HubSpot logo, a phone icon, and a dropdown menu for the country (set to "UNITED KINGDOM +44 20 9547648"). The main heading is "Annual Report: Inbound Insights UK - 2014" with a subtitle "HubSpot's Annual Report of Inbound Marketing Trends in the UK". The form contains several text input fields for "First Name", "Last Name", "Email", and "Website URL", a dropdown for "What is your role?", and a checkbox for "Subscribe to HubSpot's marketing blog". A prominent orange "Download Now" button is at the bottom of the form. To the left of the form, there is a stack of report covers and a list of statistics: "The adoption of inbound marketing in the UK (79%) has grown 24% from last year", "64% of salespeople finally see social as a valuable lead source", "Marketers with an SLA in place have higher inbound marketing budgets than those who don't", "Marketers who are already successful with inbound are prioritising SEO", and "And much more ...".

HubSpot

UNITED KINGDOM +44 20 9547648

Annual Report: Inbound Insights UK - 2014

HubSpot's Annual Report of Inbound Marketing Trends in the UK

Every year the marketing landscape transforms with new technologies and techniques, which vary from region to region.

For the first time ever, HubSpot has created a UK-specific report documenting the marketing trends in the UK. We analysed data from hundreds of marketers and compiled the most interesting statistics into this report for HubSpot.

Not only will you be able to see what your peers are doing, you will also gain access to the minds of industry leaders in the UK who provide their synopsis of what the data means for marketers, as well as providing their predictions for what's coming next.

Download the report and learn interesting statistics like:

- ✓ The adoption of inbound marketing in the UK (79%) has grown 24% from last year
- ✓ 64% of salespeople finally see social as a valuable lead source
- ✓ Marketers with an SLA in place have higher inbound marketing budgets than those who don't
- ✓ Marketers who are already successful with inbound are prioritising SEO
- ✓ And much more ...

Download the full report now by completing the form on this page

See the full report:

First Name *
ian

Last Name *
Stanley

Email (privacy policy) *
istaney@hubspot.com

Website URL *
http://www.hubspot.com

What is your role? *
Manager

Subscribe to HubSpot's marketing blog

Download Now

Form data helps us build personas. It's the key to contextual marketing.

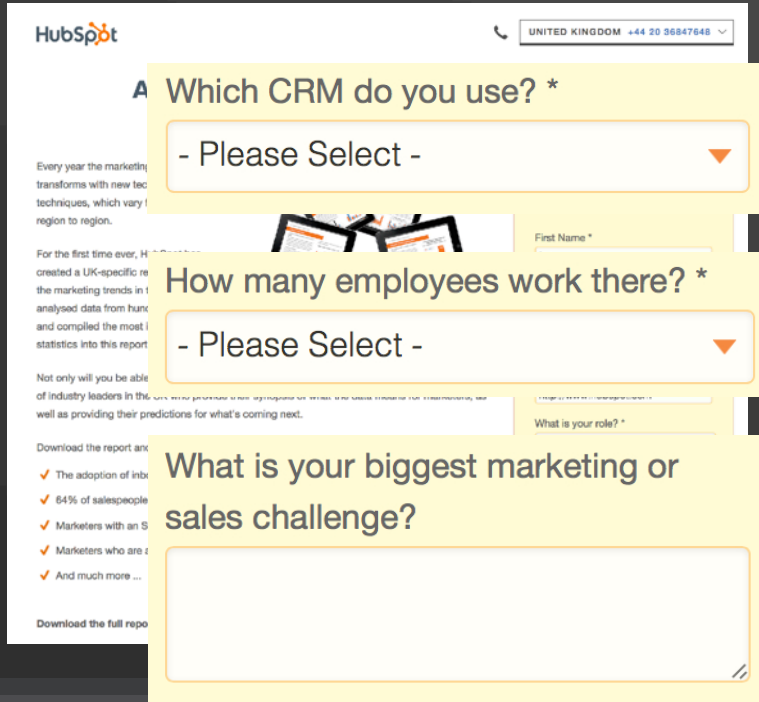
But we need to build on what we know.

#PerthHUG



The 3 Keys to Context Marketing - Gather

Such as **demographic** data



HubSpot UNITED KINGDOM +44 20 36647648

A Which CRM do you use? *

- Please Select -

Every year the marketing transforms with new techniques, which vary from region to region.

For the first time ever, HubSpot created a UK-specific report on the marketing trends in the UK. We analysed data from hundreds of marketers and compiled the most interesting statistics into this report.

Not only will you be able to download the report and see what your peers are doing, but you'll also be able to see what the industry leaders in the UK are doing, as well as providing their predictions for what's coming next.

Download the report and see what your peers are doing, but you'll also be able to see what the industry leaders in the UK are doing, as well as providing their predictions for what's coming next.

First Name *

How many employees work there? *

- Please Select -

What is your biggest marketing or sales challenge? *

Download the full report

- ✓ The adoption of inbound marketing
- ✓ 64% of salespeople are using social media
- ✓ Marketers with an inbound marketing strategy
- ✓ Marketers who are using content marketing
- ✓ And much more ...

But we need to build on what we know as it changes over time.

Use progressive profiling to gather more data once we've already gathered standard information.

The 3 Keys to Context Marketing - Gather Such as **demographic** data

Demographic Data

Name

Email & Phone

Role & Department

Company & Industry

Employees / Team

Challenges / Goals

Geographic location

The screenshot displays a HubSpot contact profile for Mary Dawson. The profile includes a profile picture, a 'First Touch' of '1 Year Ago' (Opened Email), a 'Last Touch' of '5 Hours Ago' (Form Submission), and a 'Lifecycle Stage' of 'Lead' (Since Feb 7, 2014). Below this, there is a section for 'Showing All 124 Interactions' with a list of activities for March 2014 (5 Emails, 4 Events, 3 Twitter Events, 4 Website Visits, 1 Webinar Event) and February 2014 (1 Property Change, 2 Form Submissions, 1 Website View, 1 List Membership, 2 Syncs, 3 Emails). To the right, a form contains the following information: First Name: Mary, Last Name: Dawson, Email: mdawson@maryswidgets.com, Phone Number: 01274 123123, role__c: Manager, Department: Marketing, Company Name: Marys Widgets, Industry: Software & Internet, Number of Employees: 50-100, and Country: United Kingdom.

#PerthHUG



Gather **implicit** data via **behaviour**

The screenshot displays the HubSpot contact profile for Mary Dawson. At the top, navigation tabs include Dashboard, Content, Social, Contacts, Reports, Marketplace, and Academy. The contact's name, Mary Dawson, is prominently displayed. Below the name is a profile picture and a summary box with three key metrics: 'First Touch' (1 Year Ago, Opened Email), 'Last Touch' (5 Hours Ago, Form Submission), and 'Lifecycle Stage' (Lead, Since Feb 7, 2014). A dropdown menu indicates 'Showing All 124 Interactions'. The main content area is divided into two monthly sections: March 2014 and February 2014. Each section lists various interactions such as emails, events, and website visits. A central timeline shows specific interaction events with timestamps and progress bars. A summary box on the right side of the timeline lists: 5 Emails, 4 Events, 3 Twitter Events, 4 Website Visits, and 1 Webinar Event.

What people do when they're on your site, landing pages, email.

Leverage this to personalise all aspects of our marketing.

The 3 Keys to Context Marketing - Gather

Such as **behavioural** data on-site

Demographic Data

Name

Email & Phone

Role & Department

Company & Industry

Employees / Team

Challenges / Goals

Geographic location

HubSpot Dashboard Content Social Contacts Reports Marketplace Academy

Mary Dawson

First Touch: 1 Year Ago (Opened Email)
Last Touch: 5 Hours Ago (Form Submission)
Lifecycle Stage: Lead (Since Feb 7, 2014)

Showing All 124 Interactions

March 2014

- 5 Emails
- 4 Events
- 3 Twitter Events
- 4 Website Visits
- 1 Webinar Event

February 2014

- 1 Property Change
- 2 Form Submissions
- 1 Wistia View
- 1 List Membership
- 2 Syncs
- 3 Emails

Interactions:

- Download BIGlytics Big Data eBook (Wed Mar 5, 2014 at 3:24pm) - Opened
- BIGlytics | Data Analytics Tools (Tue Mar 4, 2014 at 1:35pm)
- Attended March 2014 Product Announcement Webinar for 58 minutes (Tue Mar 4, 2014 at 9:00am)
- Submitted a Comment (Fri Feb 7, 2014 at 4:50pm)
- Watched BIGlytics Full Demo on BIGlytics | Software (Fri Feb 7, 2014 at 4:35pm)
- Became a Marketing Qualified Lead (Fri Feb 7, 2014 at 4:20pm)

Summary:

- 5 Emails
- 4 Events
- 3 Twitter Events
- 4 Website Visits
- 1 Webinar Event

Behavioural Data

Blog articles read

Forms completed

Content downloaded

Website visits

Emails opened

Social media actions

Videos watched

#PerthHUG



The 3 Keys to Context Marketing - Gather

Build a 360° view of every contact

Demographic Data

Name
Email & Phone
Role & Department
Company & Industry
Employees / Team
Challenges / Goals
Geographic location

The screenshot shows the HubSpot contact profile for Mary Dawson. At the top, there's a navigation bar with 'Contacts' selected. Below the name, there's a profile picture and a summary box with three columns: 'First Touch' (1 Year Ago, Opened Email), 'Last Touch' (5 Hours Ago, Form Submission), and 'Lifecycle Stage' (Lead, Since Feb 7, 2014). A dropdown menu shows 'Showing All 124 Interactions'. The main content area is divided into two months: March 2014 and February 2014. March 2014 shows 5 Emails, 4 Events, 3 Twitter Events, 4 Website Visits, and 1 Webinar Event. February 2014 shows 1 Property Change, 2 Form Submissions, 1 Wistia View, 1 List Membership, 2 Syncs, and 3 Emails. A central timeline lists interactions: 'Download BIGlytics Big Data eBook' (Wed Mar 5, 2014 at 3:24pm, Opened), 'BIGlytics | Data Analytics Tools' (Tue Mar 4, 2014 at 1:35pm), 'Attended March 2014 Product Announcement Webinar for 58 minutes' (Tue Mar 4, 2014 at 9:00am), 'Submitted a Comment' (Hide Submission Details - Fri Feb 7, 2014 at 4:50pm), 'Watched BIGlytics Full Demo on BIGlytics | Software' (Fri Feb 7, 2014 at 4:35pm), and 'Became a Marketing Qualified Lead' (Fri Feb 7, 2014 at 4:20pm). A summary box on the right lists: 5 Emails, 4 Events, 3 Twitter Events, 4 Website Visits, and 1 Webinar Event.

Behavioural Data

Blog articles read
Forms completed
Content downloaded
Website visits
Emails opened
Social media actions
Videos watched

#PerthHUG



The 3 Keys to Context Marketing - Gather

Build a 360° view of every contact

Demographic Data

Name

Email & Phone

Role & Department

Company & Industry

Employees / Team

Challenges / Goals

Geographic location

Who they are

Behavioural Data

Blog articles read

Forms completed

Content downloaded

Website visits

Emails opened

Social media actions

Videos watched

HubSpot Dashboard - Contacts - Mary Dawson

Mary Dawson

Who they are

March 2014

- 5 Emails
- 4 Events
- 3 Twitter Events
- 4 Website Visits
- 1 Webinar Event

February 2014

- 1 Property Change
- 2 Form Submissions
- 1 Website View
- 1 List Membership
- 2 Syncs
- 3 Emails

Downloaded **Big Data eBook**
Wed Mar 5, 2014 at 3:24pm

BIGytics | Data Analytics Tools
Tue Mar 4, 2014 at 1:35pm

Attended **March 2014 Product Announcement Webinar** for 58 minutes
Tue Mar 4, 2014 at 9:00am

Show all 17 interactions

Submitted a Comment
Hide Submission Details - Fri Feb 7, 2014 at 4:50pm

Watched **BIGytics Full Demo on BIGytics | Software**
Fri Feb 7, 2014 at 4:35pm

Became a **Marketing Qualified Lead**
Fri Feb 7, 2014 at 4:20pm

5 Emails
4 Events
3 Twitter Events
4 Website Visits
1 Webinar Event

#PerthHUG



Build a **360°** view of every contact

Demographic Data

Name

Email & Phone

Role & Department

Company & Industry

Employees / Team

Challenges / Goals

Geographic location

Who they are

What they are interested in

Behavioural Data

Blog articles read

Forms completed

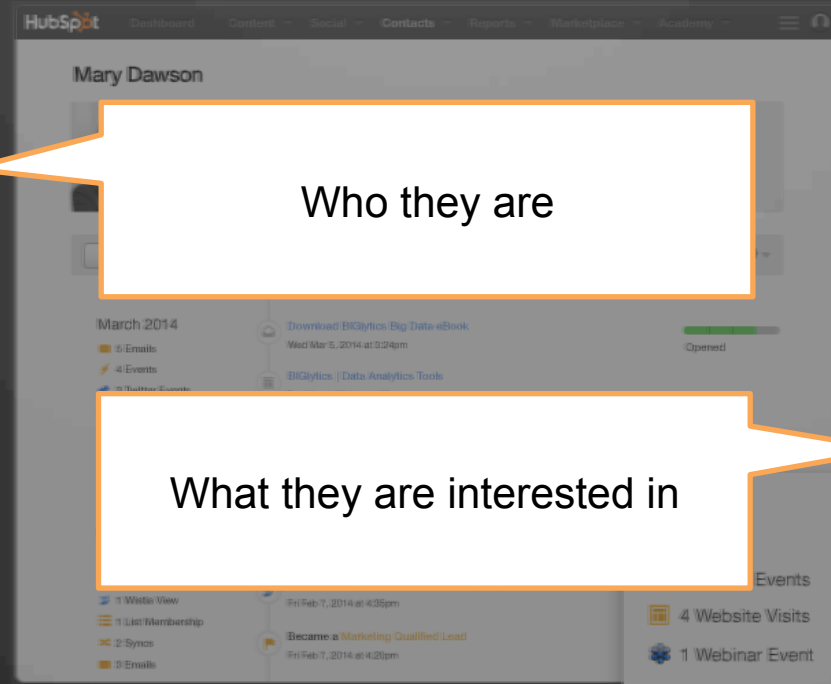
Content downloaded

Website visits

Emails opened

Social media actions

Videos watched



2 | **Personalised** experience
across every interaction.

#PerthHUG



The 3 Keys to Context Marketing - Personalise

The Broad Context Marketing Strategy

Buyer Persona

Personalised Social Media

Personalised Lead Nurturing

Personalised Web Content

Personalised Landing Pages

Personalised Email Content

Mobile Optimised

Persona Driven

Everything is persona driven

HubSpot Dashboard Content Social Contacts Reports Marketplace Academy

Mary Dawson

First Touch: 1 Year Ago (Opened Email)
Last Touch: 5 Hours Ago (Form Submission)
Lifecycle Stage: Lead (Since Feb 7, 2014)

Showing All 124 Interactions

March 2014

- 5 Emails
- 4 Events
- 3 Twitter Events
- 4 Website Visits
- 1 Webinar Event

Download BIGlytics Big Data eBook (Wed Mar 5, 2014 at 3:24pm) - Opened

BIGlytics | Data Analytics Tools (Tue Mar 4, 2014 at 1:35pm)

Attended March 2014 Product Announcement Webinar for 58 minutes (Tue Mar 4, 2014 at 9:00am)

Show all 17 interactions

February 2014

- 1 Property Change
- 2 Form Submissions
- 1 Wistia View
- 1 List Membership
- 2 Syncs
- 3 Emails

Submitted a Comment (Hide Submission Details - Fri Feb 7, 2014 at 4:50pm)

Watched BIGlytics Full Demo on BIGlytics | Software (Fri Feb 7, 2014 at 4:35pm)

Became a Marketing Qualified Lead (Fri Feb 7, 2014 at 4:20pm)

5 Emails
4 Events
3 Twitter Events
4 Website Visits
1 Webinar Event

#PerthHUG



The 3 Keys to Context Marketing - Personalise

The Broad Context Marketing Strategy

Buyer Persona

Personalised Social Media

Personalised Lead Nurturing

Personalised Web Content

Personalised Landing Pages

Personalised Email Content

Mobile Optimised

Personalised Social Media Monitoring

Streams give context to responses

HubSpot Dashboard Content Social Contacts Reports Marketplace Academy

@HubSpot Mentions Edit

Using your @HubSpot Twitter account

Profile	Content	Time	Action
Pat Lemieux (@PatrickLemieux)	Just spent a long time figuring out which sessions I will see at @HubSpot #INBOUND13. Decisions were hard, it's a great program.	29 mins	Email
Dick Foster (@Dick_Foster)	How to Be Persistent in Sales Without Annoying Your Prospects bit.ly/1d4qJ4Q via @HubSpot #marketing	35 mins	Email
Red Willow (@RedWillow)	The Tell-Tale Signs It's Time to Hire a Marketing Agency blog.hubspot.com/signs-time-to-... via @hubspot	48 mins	Email
Go Time M (@GoTimeM)	RT @hubspot: How to Be Persistent in Sales Without Annoying Your Prospects hub.am/16gIQnb	46 mins	Email
Woman (@Woman)	RT @jeffhuas: @HubSpot How to Build Authority on #LinkedIn in 15 Minutes a Day #sm #smm ow.ly/215IZJ	50 mins	Email
Volunteer Sudbury (@VolunteerSuds)	definitely something to think about! RT @hubspot: What is Business Blogging? [FAQs] hub.am/15zHAFg ft.me/Xfvsj3FX	56 mins	Email
Across Arizona Tours (@AcrossArizona)	How to Build Authority on LinkedIn in 15 Minutes a Day blog.hubspot.com/linkedin-build... via @hubspot	1 hr	Email

Compose a message

Social Media

- Monitoring Learn more
- Publishing
- Reach
- Settings

Create a new stream

Timelines, Mentions & Retweets

- @HubSpot Mentions
- @HubSpot Timeline
- @bhalligan Timeline
- @bhalligan Mentions

Other Streams

- Mktg - Leads talking about HubSpot
- Mktg - Leads talking about marketing
- Mktg - Qualified leads talking about compo...
- Sales - Opportunities talking about HubSpot
- Sales - AJ Powell's leads
- Sales - Kim Walsh's opportunities

#PerthHUG

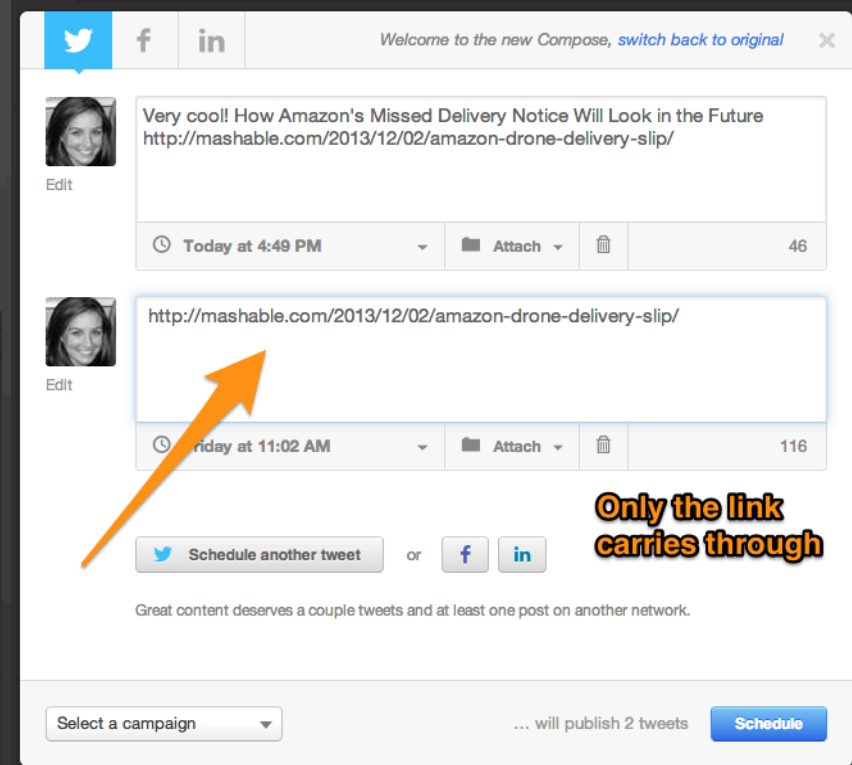
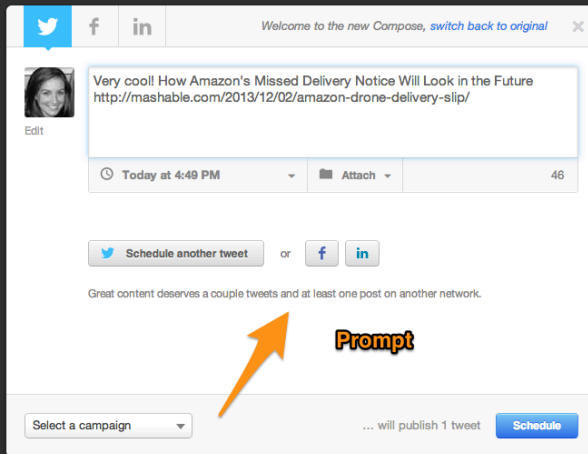


The 3 Keys to Context Marketing - Personalise



Personalised Social Media Engagement

Keep it personal to avoid follower fatigue



The 3 Keys to Context Marketing - Personalise



Personalised
Social Media
Engagement

Measure the
ROI of different
content types

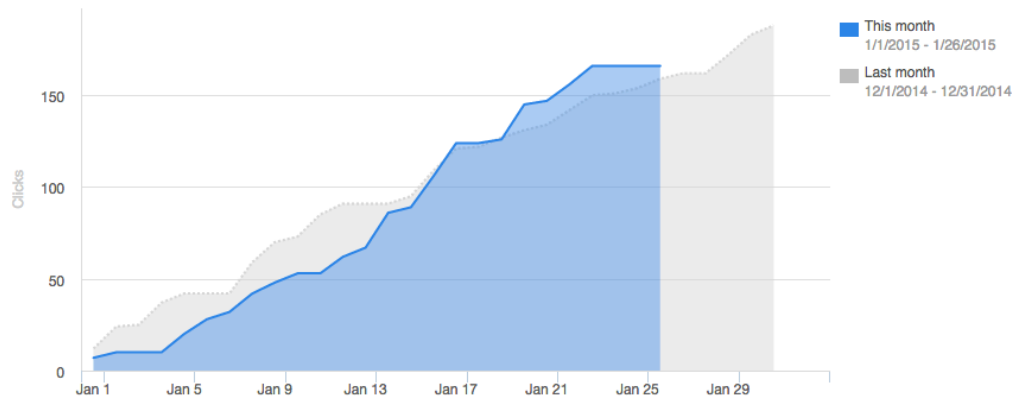
Here's what your followers thought.

You have published fewer messages this month than you did at this point last month but those messages are performing better.

🔗 40 messages contained links and have received **166 clicks**. That's **4.2 clicks per message**, up from 2.6 at this point last month.

💬 Your messages have had **38 interactions**. That's **0.9 interactions per message**, up from 0.4 at this point last month.

166 clicks **+4.4%** (159 this time last month)



#PerthHUG



The 3 Keys to Context Marketing - Personalise

The Broad Context Marketing Strategy

Buyer Persona

Personalised Social Media Personalised Lead Nurturing Personalised Web Content Personalised Landing Pages Personalised Email Content

Mobile Optimised

Personalised
Email Content

More than just
first name

The image shows a HubSpot Email editor interface on the left and a preview of the resulting email on the right. The editor interface includes a top navigation bar with 'HubSpot', 'Dashboard', 'Content', 'Social', 'Contacts', 'Reports', 'Marketplace', and 'Academy'. Below this is an 'Email' section with 'Content', 'Options', 'A/B', 'Variations', 'Sending', and 'A' buttons. The 'Main Content' section has a 'Message Subject' field with 'Contact' and 'Company' dropdowns. The 'Main Email Body' section has a rich text editor with 'Edit', 'Insert', 'View', 'Style', 'Table', and 'Tools' tabs. The preview shows an email from 'jon@biglytics.com' dated 'December 31, 2013 3:14 PM'. The email content includes the 'BIGLYTICS' logo, a 'BIGLYTICS FREE EBOOK' section with 'An Introduction to Big Data' and a 'LEARN MORE' button, and a personalized message: 'Hi Mary. Interested in learning more about Big Data? Download the free BIGlytics **An Introduction to Big Data** eBook and find some useful tips for Dawson Technologies, I'd love to know what you think. You can reach me at the information below with questions or ideas. Best, Jon (800) 555 0199'.

#PerthHUG



The 3 Keys to Context Marketing - Personalise

The Broad Context Marketing Strategy

Buyer Persona

Personalised Social Media
Personalised Lead Nurturing
Personalised Web Content
Personalised Landing Pages
Personalised Email Content

Mobile Optimised

Personalised Lead Nurturing

Detailed workflow and interactions

The screenshot displays the HubSpot CRM interface for a lead workflow. At the top, the navigation bar includes 'Dashboard', 'Content', 'Social', 'Contacts', 'Reports', 'Marketplace', and 'Academy'. The main header shows 'CIO Charlie > Leads Workflow'. Below this, three key metrics are presented: 'Total enrolled 156 contacts', 'Joined goal list 41 contacts', and 'Conversion rate 26.2%'. The starting condition is 'Leads (96)' and the goal list is 'Customers'. The workflow steps are: 'Started workflow (156 contacts)', 'Send an email (Lead > Customer Nurturing Email #1, 5 days, 0 hours, 0 minutes)', 'Waiting (7 days, 0 hours, 0 minutes)', 'Send an email (Lead > Customer Nurturing Email #2, 7 days, 0 hours, 0 minutes)', 'Waiting (3 days, 0 hours, 0 minutes)', and 'Send an email (Lead > Customer Nurturing Email #3, 3 days, 0 hours, 0 minutes)'. A pop-up window titled 'Showing 23 Emails' for March 2014 shows a summary of 2 Form Submissions, 3 Emails, and 1 List Membership. The email history includes: 'Download BIGlytics Big Data eBook' (Wed Mar 5, 2014 at 3:24pm, Opened), 'Resources for Big Data Analytics' (Wed Mar 3, 2014 at 11:46am, Opened), and 'Check out our top 5 Big Data Blogs' (Wed Mar 1, 2014 at 1:14pm, Opened).

#PerthHUG

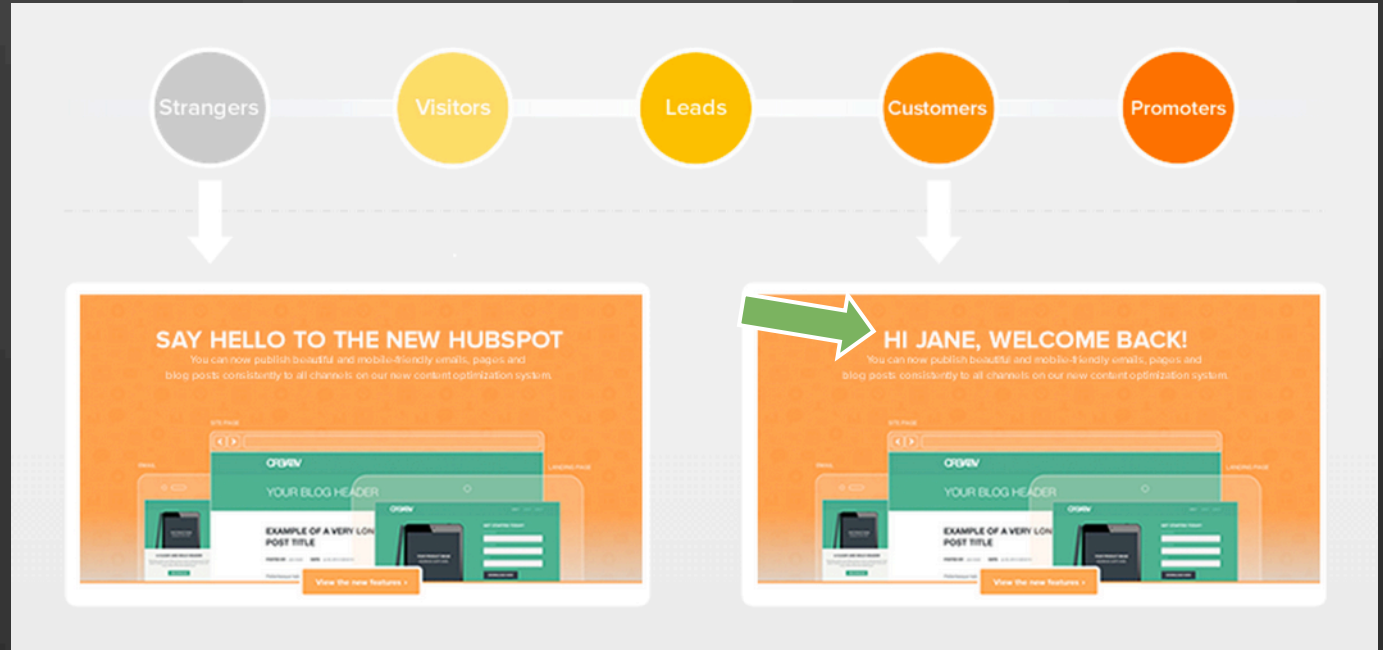


The 3 Keys to Context Marketing - Personalise



**Personalised
Web Content**

Increase CVR
with contextual
information



#PerthHUG

 @ryanbonnici

The 3 Keys to Context Marketing - Personalise

The Broad Context Marketing Strategy

Buyer Persona

Personalised Social Media

Personalised Lead Nurturing

Personalised Web Content

Personalised Landing Pages

Personalised Email Content

Mobile Optimised

Personalised Web Content

CTAs based on 'next best offer'

The Ultimate Cheat Sheet for Mastering LinkedIn

by Pamela Vaughan

🕒 March 31, 2014 at 11:00 AM

Furthermore, LinkedIn offers a "Content Marketing Score," which measures member engagement with your Sponsored Updates, Company Pages, LinkedIn Groups, employee updates, and Influencer posts (if applicable)* and ranks you against your competitors in those same categories. You can request your Content Marketing Score from LinkedIn [here](#).

What other [LinkedIn tricks](#) do you use to take the most advantage of your LinkedIn presence? Share them in the comments below!

Editor's Note: This post has been updated to reflect the latest LinkedIn feature updates as of March 2014.



FREE GUIDE
HOW TO USE LINKEDIN

Learn how to set up and use LinkedIn Company Pages for your business.

[GET YOUR GUIDE >](#)

The Ultimate Cheat Sheet for Mastering LinkedIn

by Pamela Vaughan

🕒 March 31, 2014 at 11:00 AM

Furthermore, LinkedIn offers a "Content Marketing Score," which measures member engagement with your Sponsored Updates, Company Pages, LinkedIn Groups, employee updates, and Influencer posts (if applicable)* and ranks you against your competitors in those same categories. You can request your Content Marketing Score from LinkedIn [here](#).

What other [LinkedIn tricks](#) do you use to take the most advantage of your LinkedIn presence? Share them in the comments below!

Editor's Note: This post has been updated to reflect the latest LinkedIn feature updates as of March 2014.

LEARN HOW TO OPTIMIZE YOUR SOCIAL MEDIA MARKETING STRATEGY

We'll take a look at your current strategy & offer tips to get the most out of your social media efforts.

[GET A FREE ASSESSMENT](#)



#PerthHUG

 @ryanbonnici

The 3 Keys to Context Marketing - Personalise



Personalised Landing Pages

Smart content: name, company, and much more!

HubSpot UNITED KINGDOM +44 20 36847648

Hi Ian! You can access Inbound Insights UK 2014 at any time here:

Download File

f in t

Downloading this report is a great start, but how can Ian's Widgets use these lessons?

At HubSpot, our mission is to help companies move away from interruptive marketing tactics. That's why we're offering **free marketing evaluations** -- to show you how to do marketing the inbound way. As part of your assessment, one of HubSpot's Inbound Marketing Experts will evaluate your current website and show you how you can **optimise for more traffic and leads**.

What is HubSpot?

Free consultation: learn how to strengthen your inbound marketing.

First Name *
Ian

Last Name *
Stanley

Email ([privacy policy](#)) *
istanley@hubspot.com

Website URL *

#PerthHUG



The 3 Keys to Context Marketing - Personalise

The Broad Context Marketing Strategy

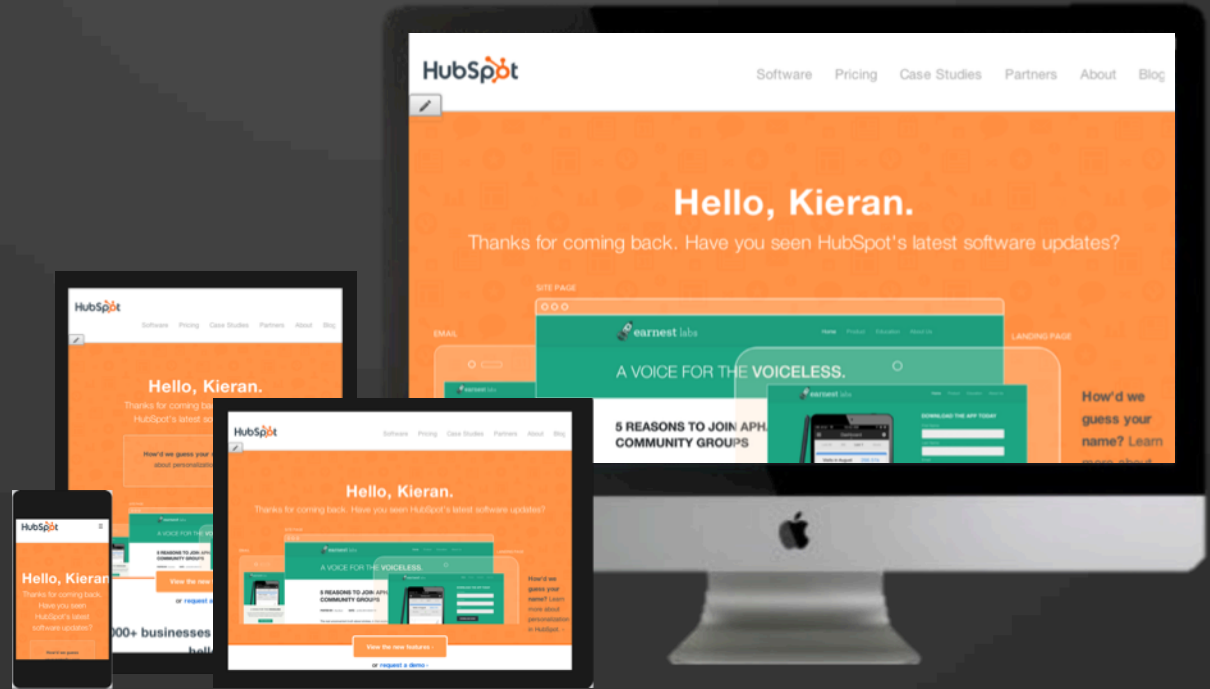
Buyer Persona

Personalised Social Media Personalised Lead Nurturing Personalised Web Content Personalised Landing Pages Personalised Email Content

Mobile Optimised

Mobile Optimised

20% of all our conversions are on mobile



#PerthHUG

 @ryanbonnici

What about the people
we don't know?

The 3 Keys to Context Marketing - Personalise

The screenshot shows the HubSpot Marketing dashboard with a modal dialog box open. The dialog is titled "What type of smart content do you want to create?". It has two main sections: "Show content to visitors, contacts, or customers based on their" and "Show content to contacts or customers based on".

The first section offers three options:

- COUNTRY (represented by a globe icon)
- DEVICE TYPE (represented by a smartphone icon)
- REFERRAL SOURCE (represented by a download icon)

Below these is the word "OR".

The second section offers two options:

- CONTACT LIST MEMBERSHIP (represented by a list icon)
- LIFECYCLE STAGE (represented by a flowchart icon)

A "Cancel" button is located at the bottom left of the dialog.

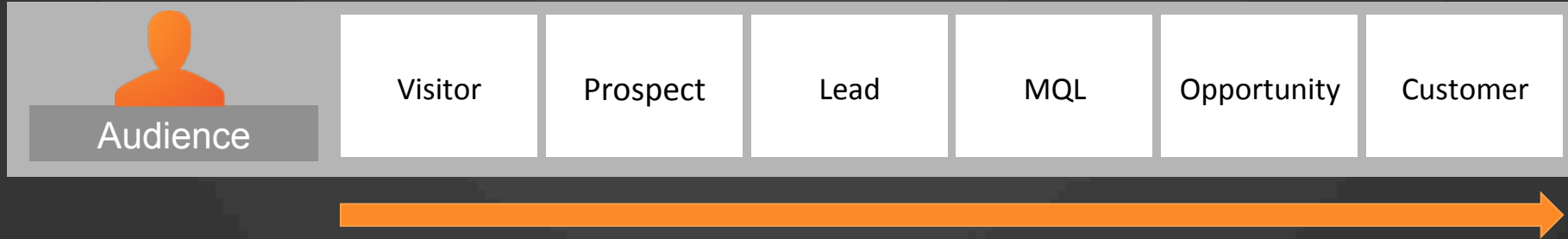
The background shows a landing page editor for "HubSpot's Sixth Annual Report of Inbound Marketing and Sales Trends". The page content includes a section subheader, a left column with text and a video player, and a social sharing section. A contact form is visible on the right side of the page.

#PerthHUG



Integrated Systems are required
to make context possible.

The 3 Keys to Context Marketing - Personalise



Broad context marketing means you have **strong conversion rates across the funnel.**

#PerthHUG

 @ryanbonnici

The 3 Keys to Context Marketing - Personalise

Buyer Persona

 Corporate Cathy	Visitor	Prospect	Lead	MQL	Opportunity	Customer
 Marketing Mary	Visitor	Prospect	Lead	MQL	Opportunity	Customer
 Owner Ollie	Visitor	Prospect	Lead	MQL	Opportunity	Customer

Lifecycle Stage

#PerthHUG



3 | Use context to **sell**.

#PerthHUG



The 3 Keys to Context Marketing – Use Context to Sell

Ian Stanley

+ Add/Remove from lists >< Resync with Salesforce Opt out of email More actions

This contact's IP address is filtered out, so their views and submissions won't be recorded in analytics. [Learn more.](#)


First touch 2 Years Ago Unknown keywords (SSL)	Last touch A Day Ago Form Submission	Lifecycle stage Other Since November 8 2013
---	---	--

[Return to all contacts](#)

July

- 3 Wistia Video Views
- 3 Form Submissions
- 1 Email
- 1 Salesforce Sync

Watched [Deep Dive-Email on your page](#)
Hide Thumbnail and heatmap - Oct 23 2014 at 5:16 AM



HubSpot | Inbound Marketing & Sales Software and 9 other pages
Hide Pages viewed - Oct 23 2014 at 4:15 AM

4:15 AM	HubSpot Inbound Marketing & Sales Software
5:11 AM	HubSpot Inbound Marketing & Sales Software
5:11 AM	Product Pricing HubSpot Software & Services
5:11 AM	ROI

Standard page
Page type

[Easily create ebooks with this free template, guide, and worksheet.](#)
Apr 3 2014 at 5:40 AM
Clicked

[Master the 3 C's of Social Selling: hosted by LinkedIn, Evernote, and HubSp...](#)
Apr 1 2014 at 7:07 AM
Delivered

Complete visibility into interaction with our marketing & sales material.

#PerthHUG



The 3 Keys to Context Marketing – Use Context to Sell

[Notification] Pricing Page Viewed by Ian Stanley

noreply@hubspot.com 19 Oct (3 days ago) ☆ Reply

Hey Seona,

One of your leads has just viewed our pricing page. Now might be a good time to try and connect -

Hi Karl,

Recently you stopped by our website and downloaded some resources about [inbound marketing](#). I noticed you were also researching information about [HubSpot software](#). I wanted to make sure you had the information you needed or if you had any questions I can help answer?

If you're currently evaluating marketing software, here are some additional resources about HubSpot (but let me know if you need anything in particular):

- Video: [What is HubSpot](#) (2:30 min.)
- Calculator: [The ROI of HubSpot](#)
- Free Trial: [Try HubSpot for 30 days](#)

All the best,

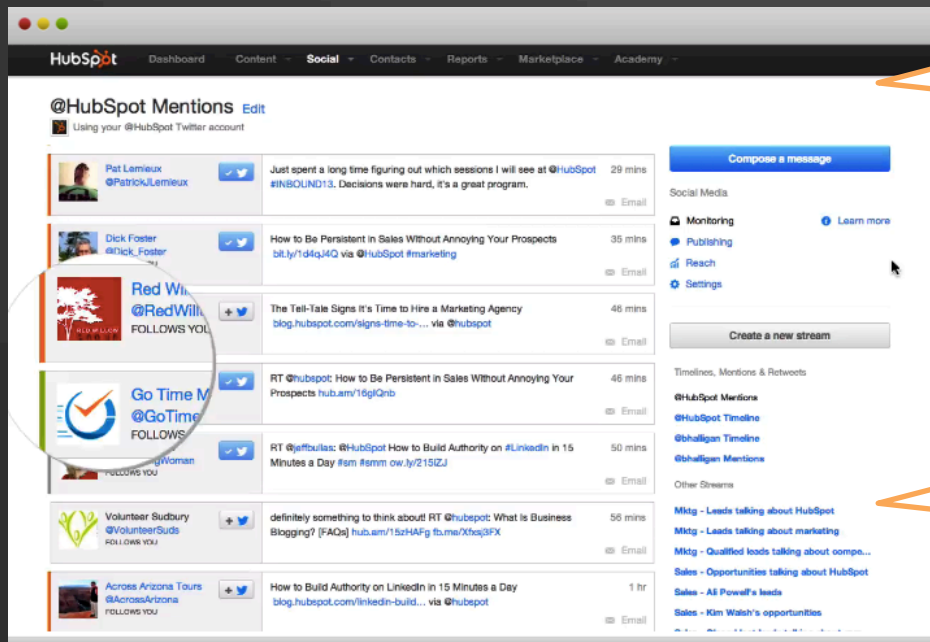
Angus McDonald
Inbound Marketing Specialist
armcdonald@hubspot.com
HubSpot Asia Pacific

Notifications on key activities.
Direct to my inbox.

#PerthHUG



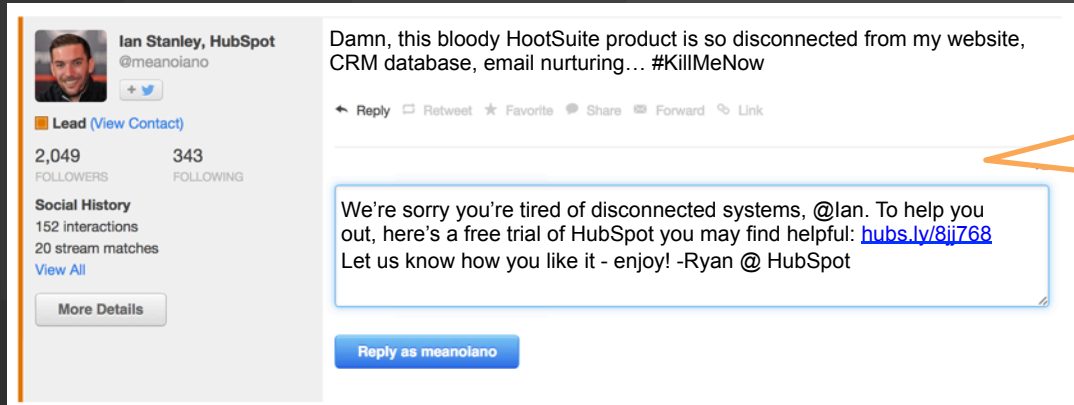
The 3 Keys to Context Marketing – Use Context to Sell



Build social monitoring smart lists that sales can use to filter each of their own prospects on social

If a prospect is tweeting about your related product/service, use this opportunity to engage them!

The 3 Keys to Context Marketing – Use Context to Sell



The screenshot shows a Twitter profile for Ian Stanley, HubSpot (@meanoiano). The profile includes a profile picture, a bio, and statistics: 2,049 followers and 343 following. A 'Lead (View Contact)' badge is visible. The main content is a tweet that reads: "Damn, this bloody HootSuite product is so disconnected from my website, CRM database, email nurturing... #KillMeNow". Below the tweet are interaction icons for Reply, Retweet, Favorite, Share, Forward, and Link. A reply from Ryan @ HubSpot is shown in a light blue box, stating: "We're sorry you're tired of disconnected systems, @Ian. To help you out, here's a free trial of HubSpot you may find helpful: hubs.ly/8jj768 Let us know how you like it - enjoy! -Ryan @ HubSpot". A blue button labeled "Reply as meanoiano" is positioned below the reply.

Monitor and engage with my prospects on social media.

#PerthHUG



The 3 Keys to Context Marketing

1

Gather

2

Personalise

3

Sell

Pulling It Together

#PerthHUG



@ryanbonnici

The right **content**,
to the right **person**,
at the right **time**.

#PerthHUG





Stop speaking to your audience like they are part of the crowd.

#PerthHUG





Start speaking to them,
as an **audience of one.**

#PerthHUG



THANK YOU.

#PerthHUG



> Introductions



Thomas Hodgkins

Partner

Deloitte Australia

Thomas specialises in tax consulting and business advisory services to growing private family groups, and family offices.

Thomas has 17 years' experience guiding clients through:

- >> Succession planning,
- >> Generational change
- >> Wealth management
- >> Tax structures and exit strategies.

> Panelists



Ryan Bonnici

Director of Marketing,
HubSpot



Tony Eades

Director of Brand Strategy
BrandManager



Thomas Hodgkins

Partner
Deloitte Australia



We love to help

We believe success comes through **educating** people, not exploiting them