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

TAKEAWAY #2
FOLLOWING IS **BETTER** FOR ENGAGEMENT THEN POSTING

INTERACTIONS vs. FOLLOWING
BY INDUSTRY

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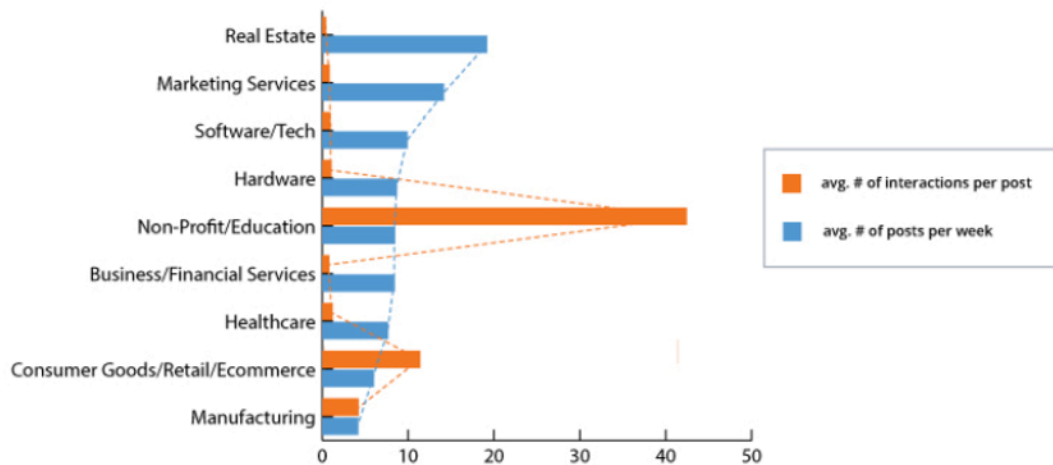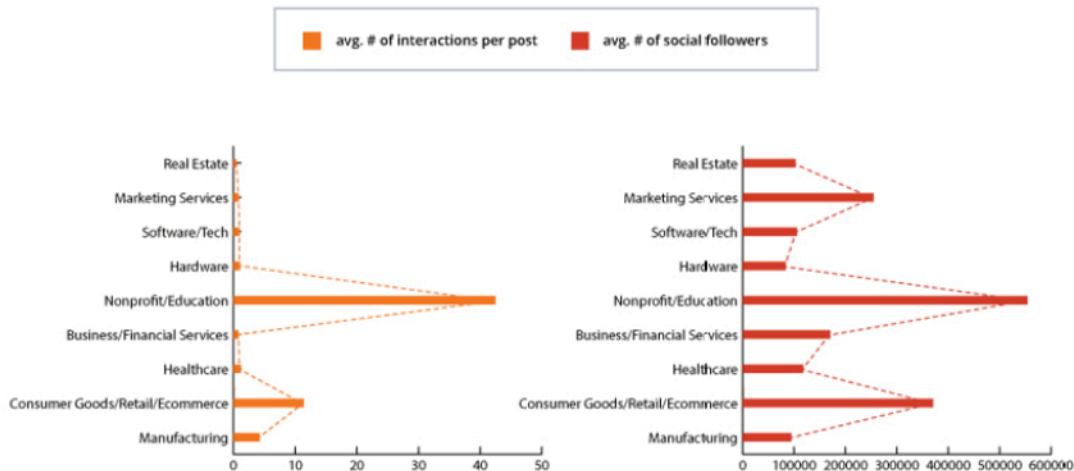
Average number of social interactions per post: orange
Average number of social followers (across all social networks): red

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

Social Media
Marketing

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

Social Media
Management

Social Media Inbox

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

Social Media Management

Better Social Monitoring

Social Media Analytics
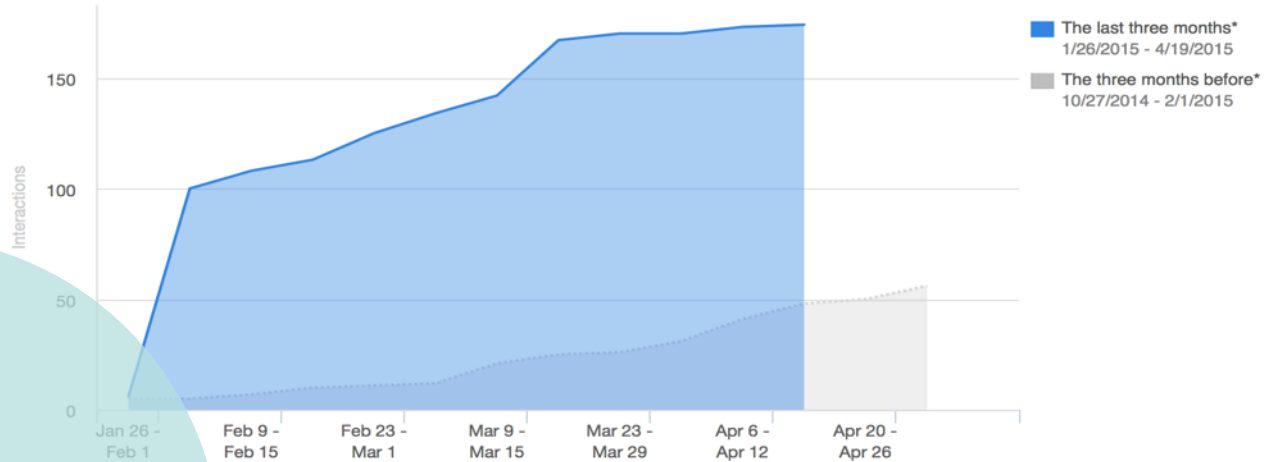
Measure
Engagement

Social Media Engagement

Lead Scoring

> # Introductions

Ryan Bonnici
Director of Marketing,
Asia Pacific, HubSpot

Director of Marketing – HubSpot

Head of Marketing, Marketing Cloud – Salesforce

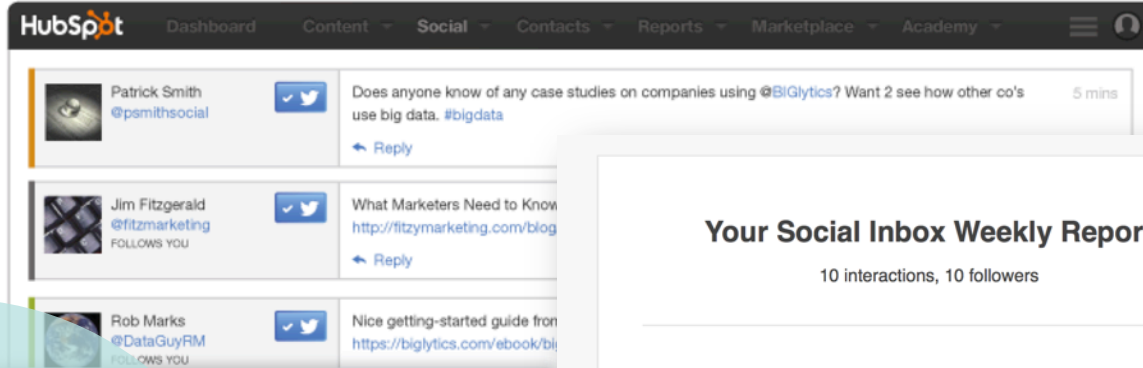Director of Marketing - ExactTarget

Audience Marketing Manager – Microsoft

>> Marketing magazine

>> Fairfax Media

>> Business Review Weekly

>> ADMA

>> CIO Magazine

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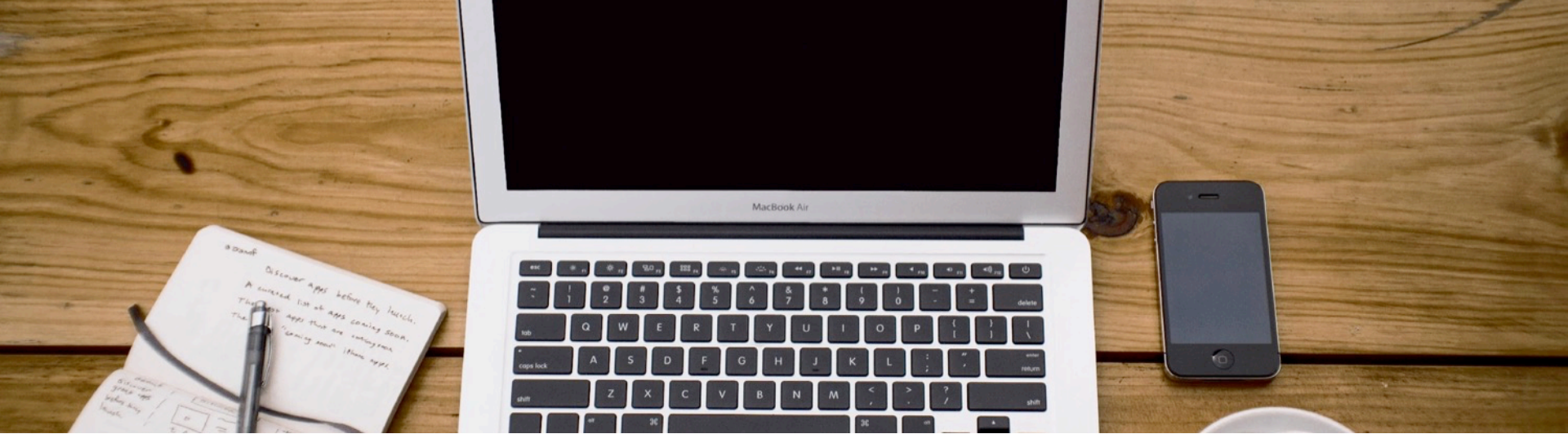
NOW The customer is in control. Buyers are tuning out loud, interruptive advertising and consuming information online.

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.
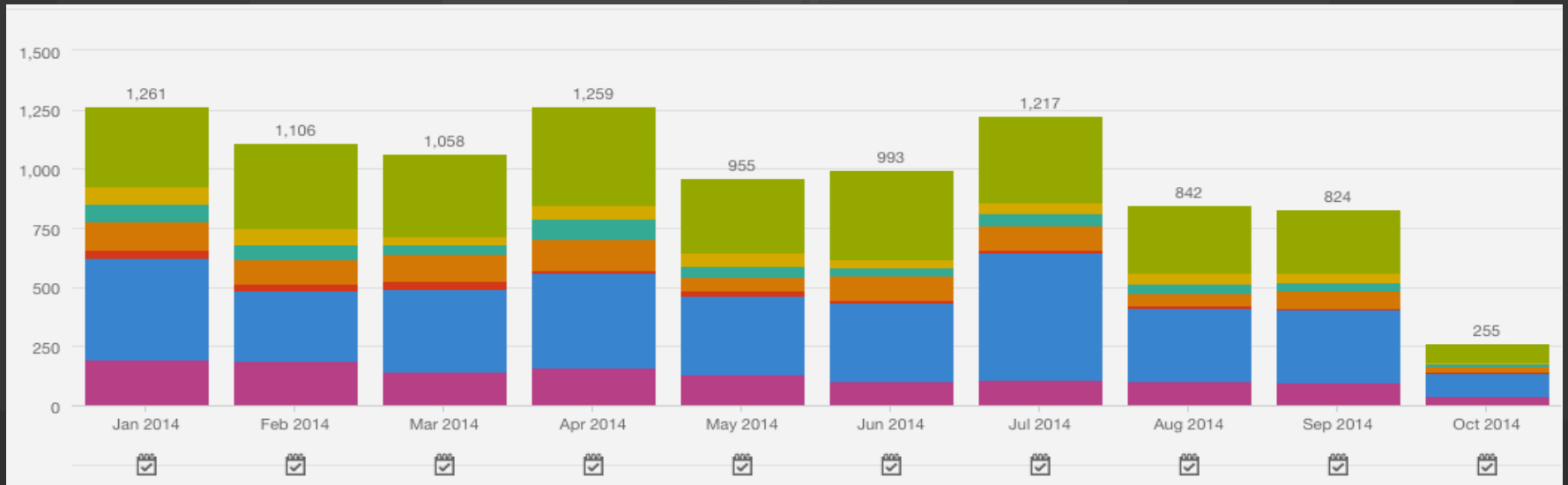
That's where inbound comes in.

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

Q: How?

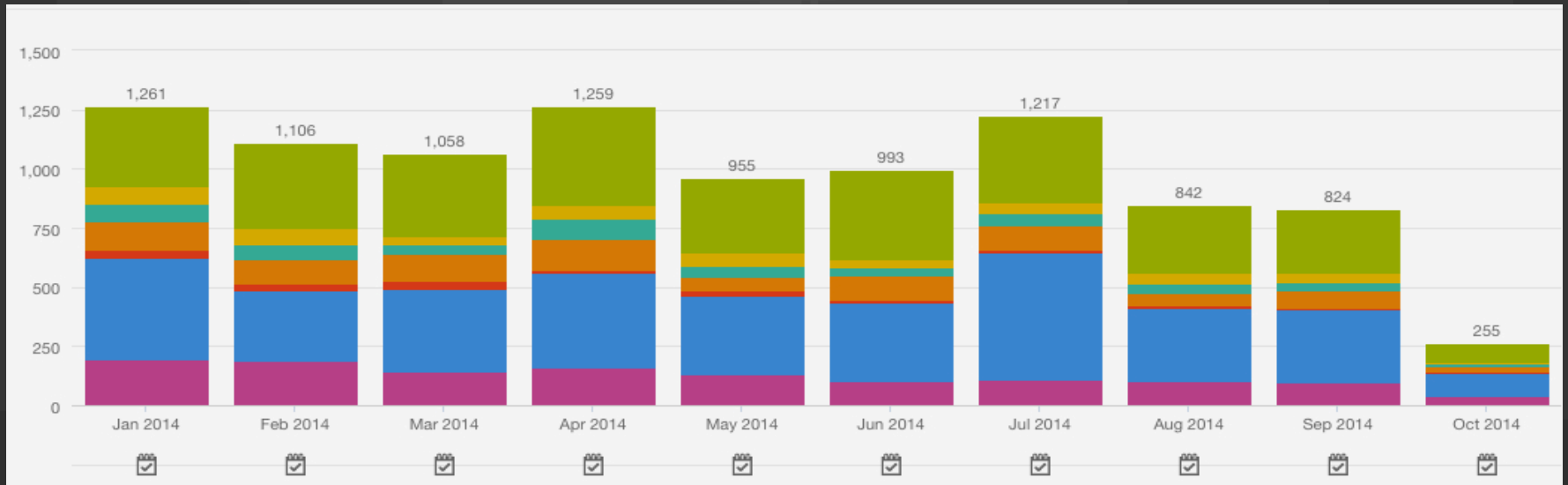**A:** By creating **authentic content** and **personalised interactions** throughout the buying process to **attract** leads, **engage** with prospects, and **delight** customers.

As marketers **we want more**
traffic, leads, customers.

@ryanbonnici

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

@ryanbonnici

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

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@ryanbonnici

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

@ryanbonnici

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

@ryanbonnici

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

@ryanbonnici

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

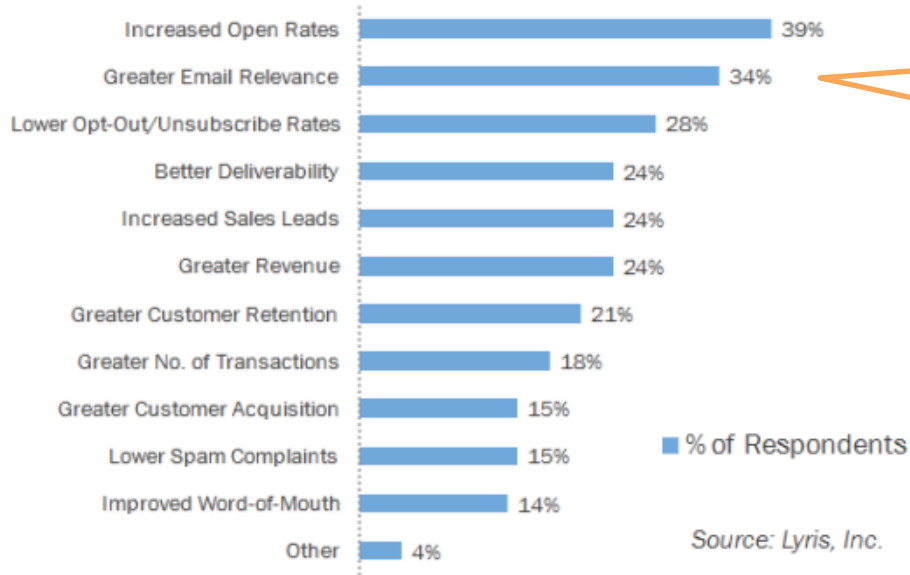**Email marketing** tools allow us to do *some* **context marketing**.

Email Marketing

| Relevant List Segment |
| Dynamic Subject Line |
| Dynamic Body Copy |
| Dynamic CTA |

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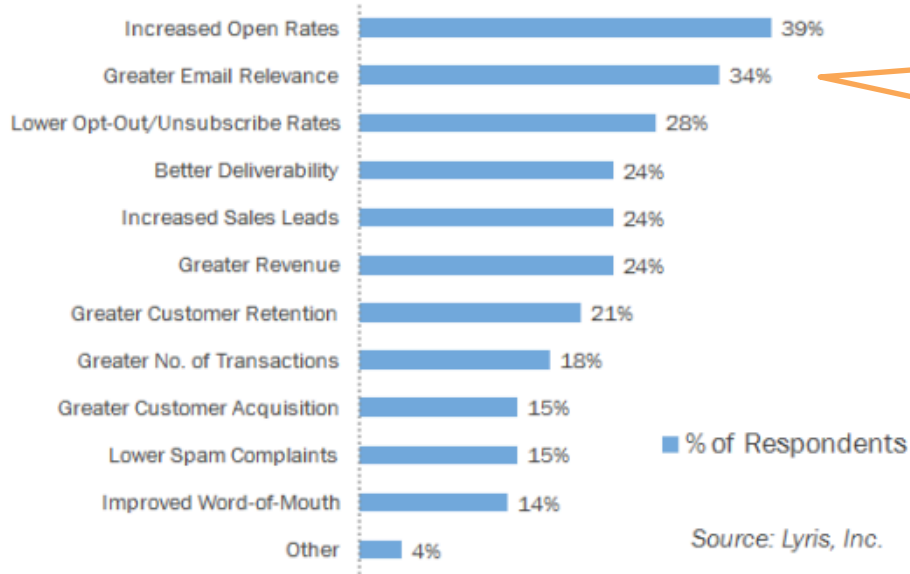
But it's **2015**, is context in **email** really the **best we can do?**

@ryanbonnici

The Broad Context Marketing Strategy

Buyer Persona

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

Mobile Optimised

@ryanbonnici

1 | Gather information across all touch points.

@ryanbonnici

Gather **explicit** data via **forms**

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

But we need to build on what we know.

@ryanbonnici

Such as **demographic** data

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.

@ryanbonnici

Such as **demographic** data

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

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@ryanbonnici

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

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

Leverage this to personalise all aspects of our marketing.

@ryanbonnici

Such as **behavioural** data on-site

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

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

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@ryanbonnici

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

Demographic Data
Name
Email & Phone
Role & Department
Company & Industry
Employees / Team
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Geographic location

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Who they are

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Who they are

What they are interested in

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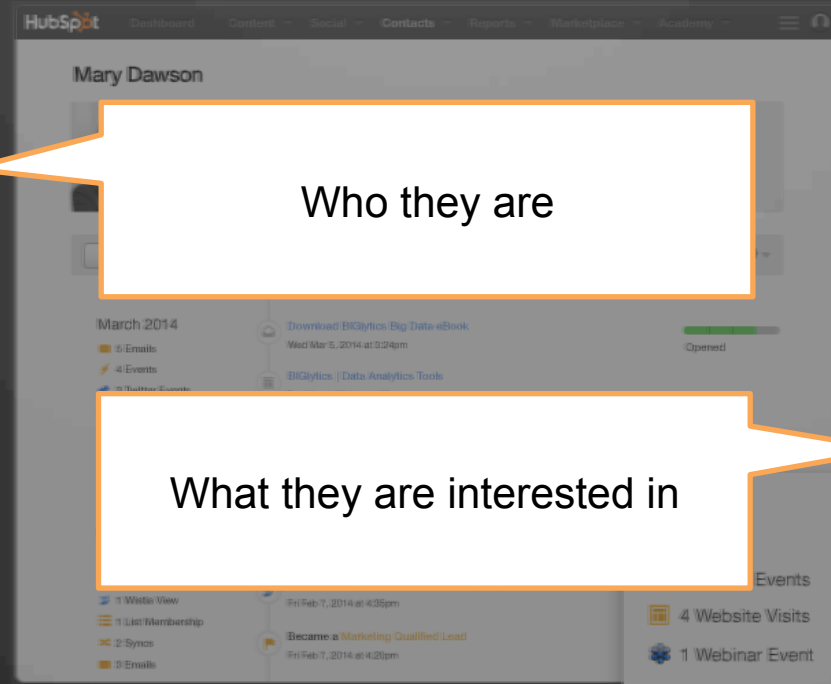
2 | **Personalised** experience across every interaction.

@ryanbonnici

The 3 Keys to Context Marketing - Personalise

Persona Driven

Everything is persona driven

@ryanbonnici

The 3 Keys to Context Marketing - Personalise

Personalised Social Media Monitoring

Streams give context to responses

@ryanbonnici

The 3 Keys to Context Marketing - Personalise
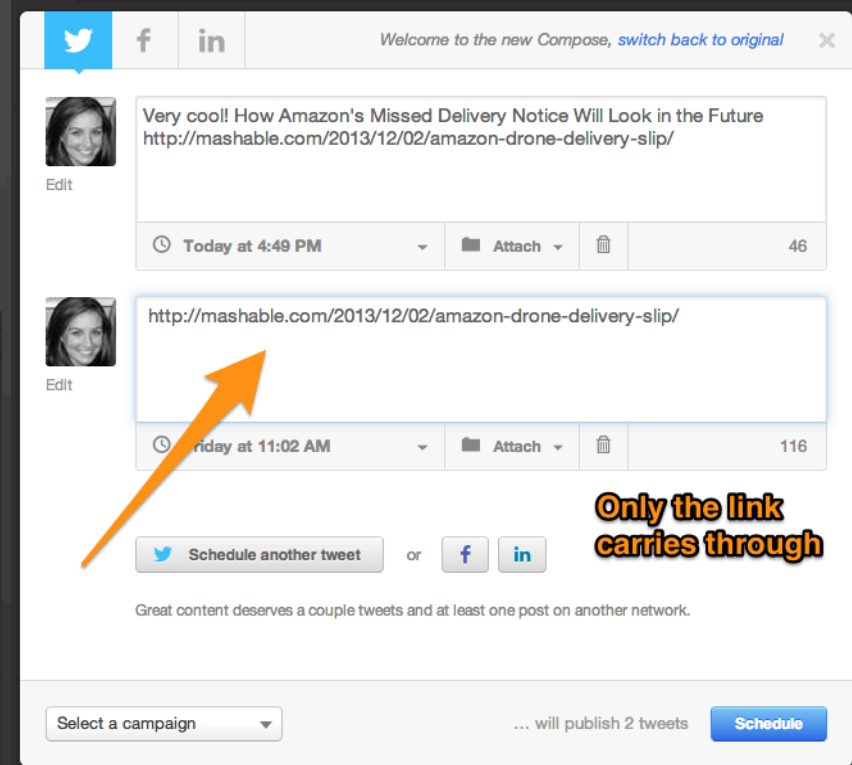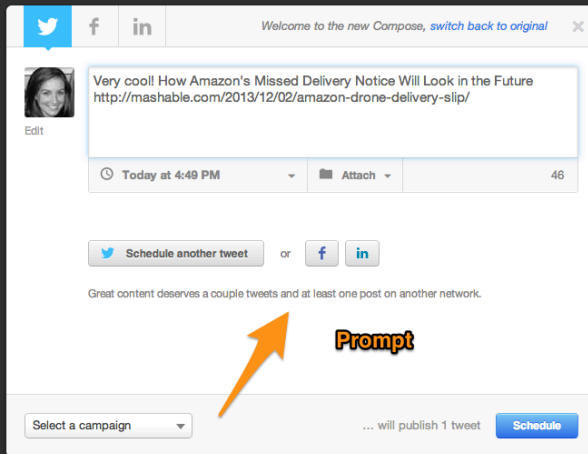

Personalised Social Media Engagement

Keep it personal to avoid follower fatigue

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Personalised Social Media Engagement

Measure the ROI of different content types

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The 3 Keys to Context Marketing - Personalise

Personalised Email Content

More than just first name

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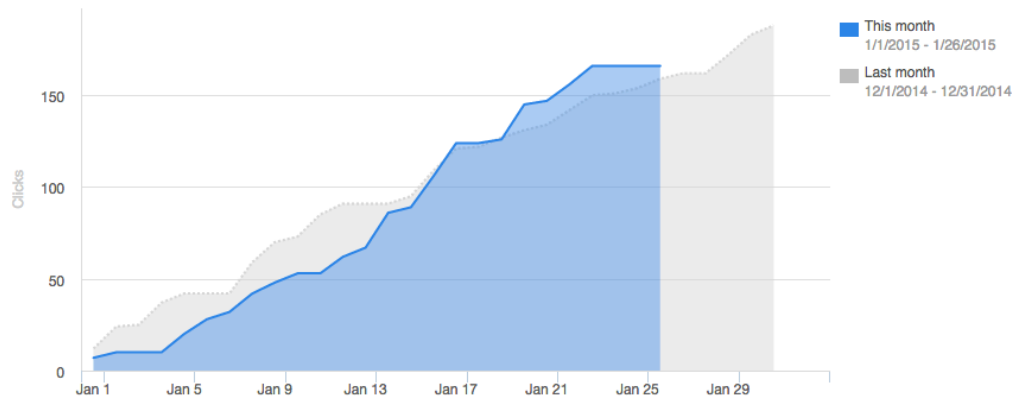
The 3 Keys to Context Marketing - Personalise

The Broad Context Marketing Strategy

Personalised Lead Nurturing

Detailed workflow and interactions

HubSpot

CIO Charlie > Leads Workflow

Total enrolled	Joined goal list	Conversion rate
156 contacts	**41 contacts**	**26.2%**
Starting condition: Leads (list)	Goal list: Customers	

Started workflow
156 contacts

Send an email
Lead > Customer Nurturing Email #1

Waiting
5 days, 0 hours, 0 minutes

Send an email
Lead > Customer Nurturing Email #2

Waiting
7 days, 0 hours, 0 minutes

Send an email
Lead > Customer Nurturing Email #3

Waiting
3 days, 0 hours, 0 minutes

Showing 23 Emails

March 2014
- 2 Form Submissions
- 3 Emails
- 1 List Membership

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

Check out our top 5 Big Data Blogs
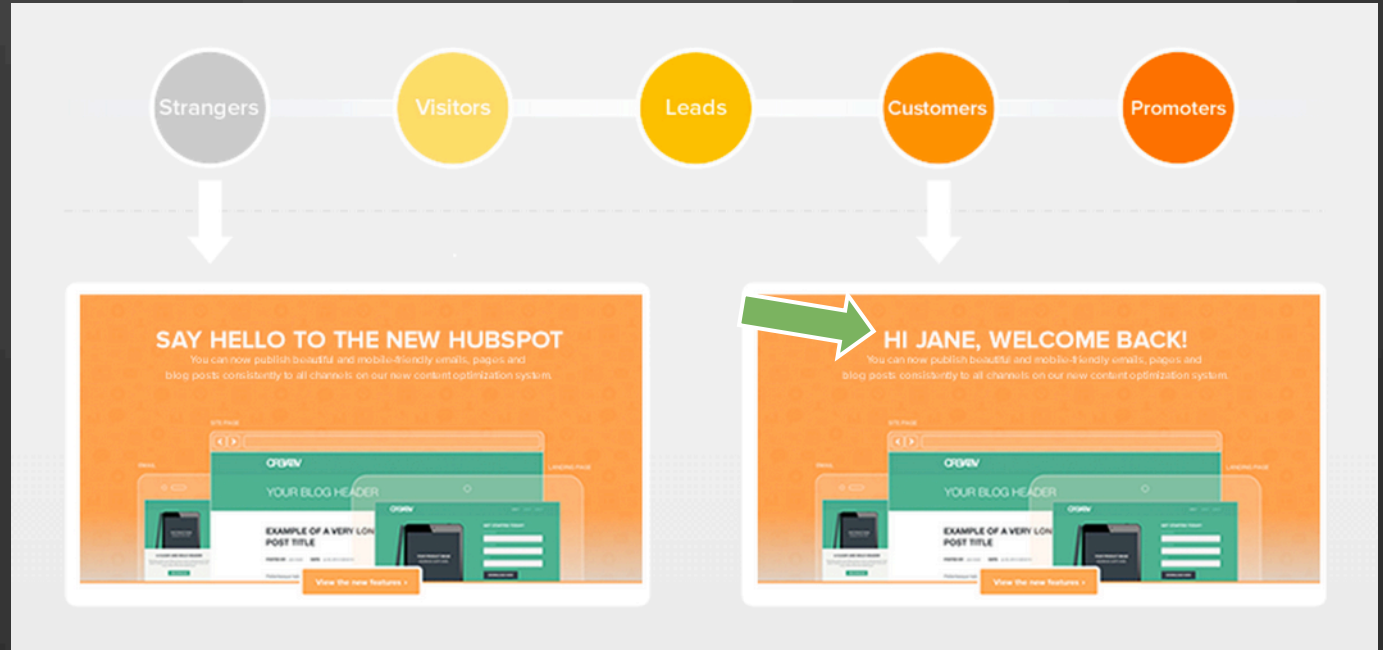Wed Mar 1, 2014 at 1:14pm
Opened

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@ryanbonnici

Personalised Web Content

Increase CVR with contextual information

@ryanbonnici

The 3 Keys to Context Marketing - Personalise

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 ▶

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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

The 3 Keys to Context Marketing - Personalise

Personalised Landing Pages

Smart content: name, company, and much more!
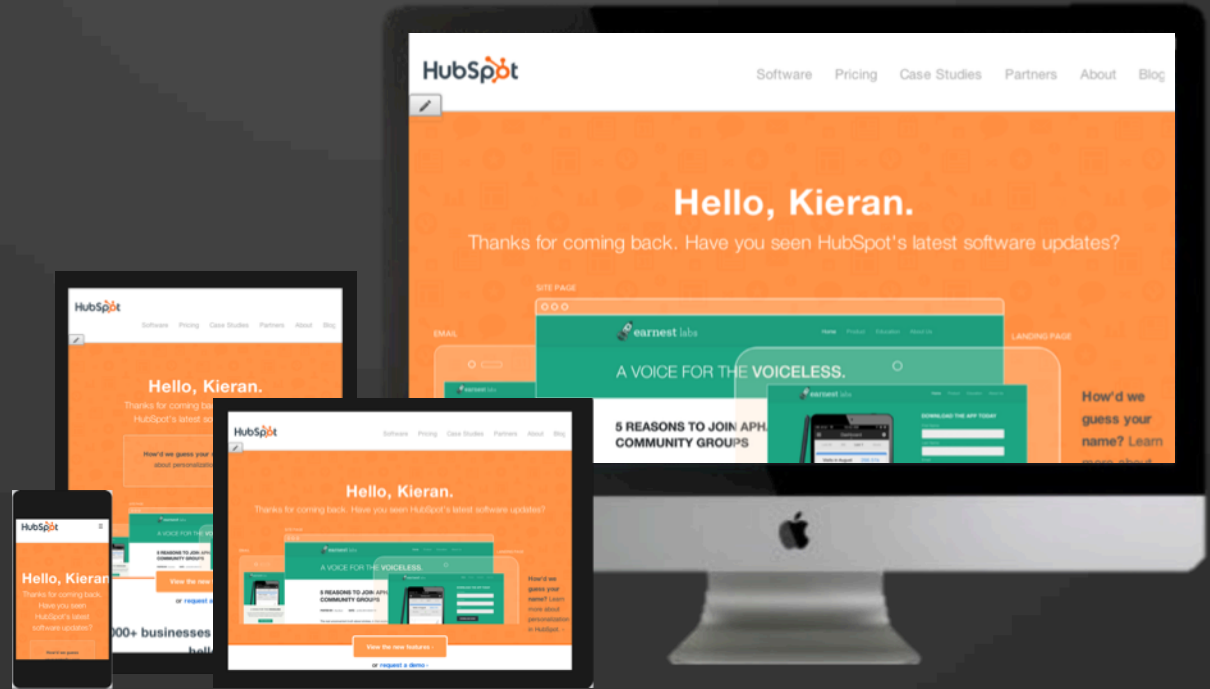
The Broad Context Marketing Strategy

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Mobile Optimised

Mobile Optimised

20% of all our conversions are on mobile

Hello, Kieran.
Thanks for coming back. Have you seen HubSpot's latest software updates?

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@ryanbonnici

What about the people
we don't know?

@ryanbonnici

The 3 Keys to Context Marketing - Personalise

@ryanbonnici

Integrated Systems are required to make context possible.

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@ryanbonnici

3 | Use context to sell.

Complete visibility into interaction with our marketing & sales material.

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!

#PerthHUG

@ryanbonnici

Monitor and engage with my prospects on social media.

@ryanbonnici

The 3 Keys to Context Marketing

1 Gather

2 Personalise

3 Sell

} Pulling It Together

@ryanbonnici

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

@ryanbonnici

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

@ryanbonnici

Start speaking to them,
as an audience of one.

@ryanbonnici

THANK YOU.

@ryanbonnici

> 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.

We love to help

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

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