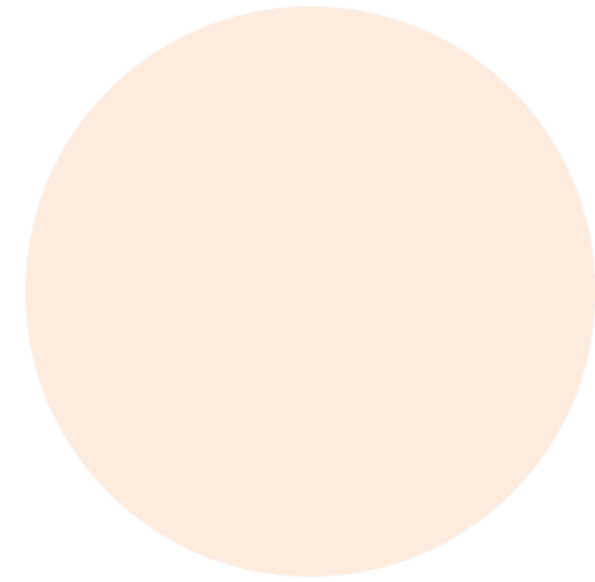




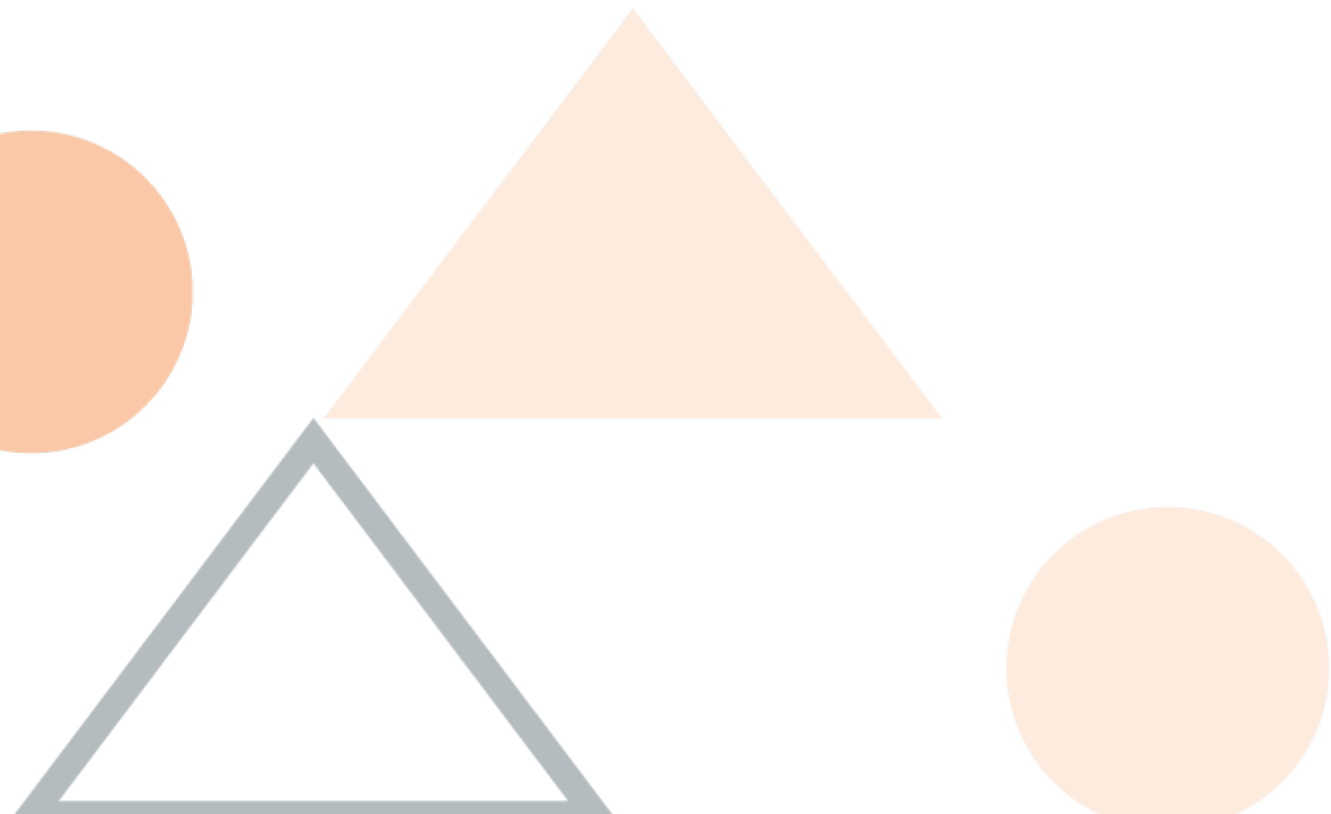
GROW WITH

HubSpot



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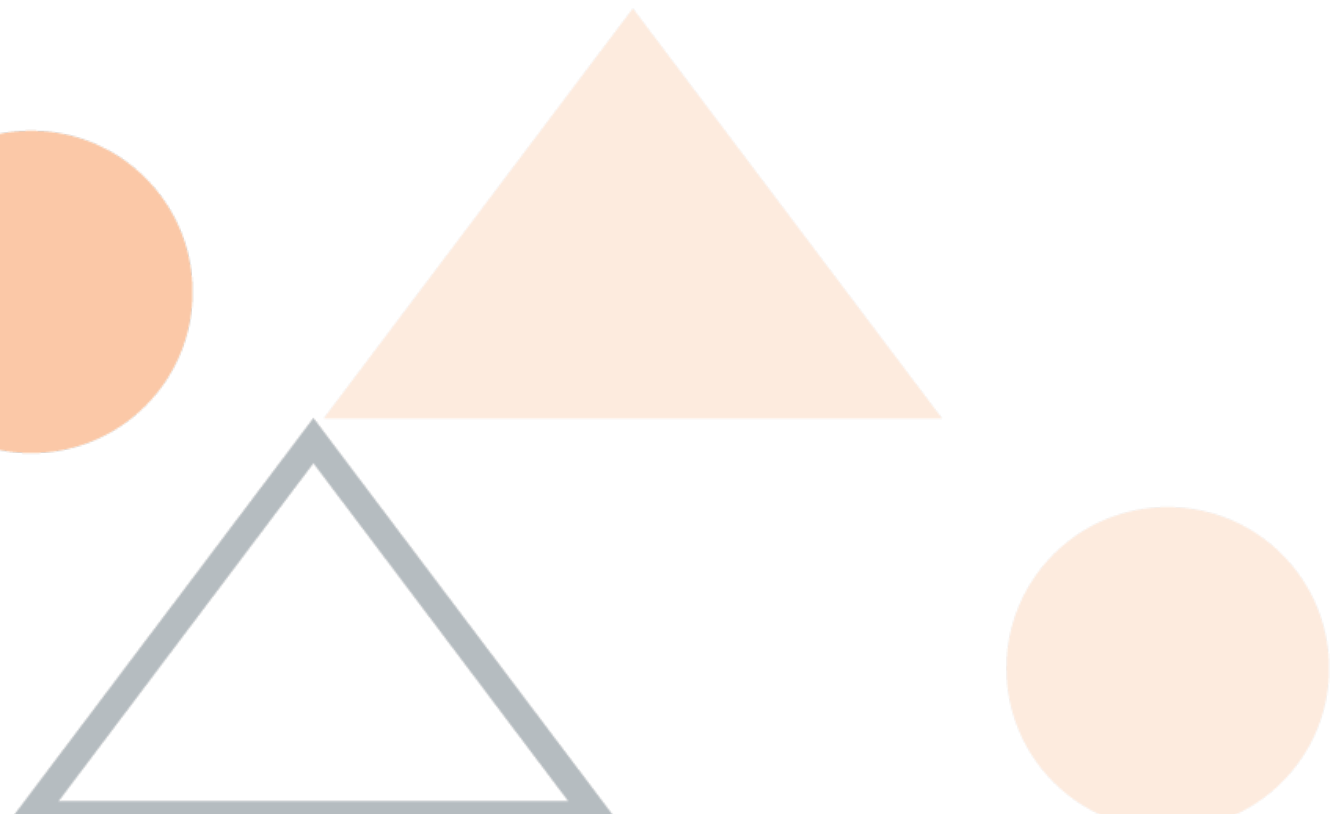
## Follow up

You will get a copy of every slide we show and links to every resource we mention.



**Tweet**

#GrowWithHubSpot



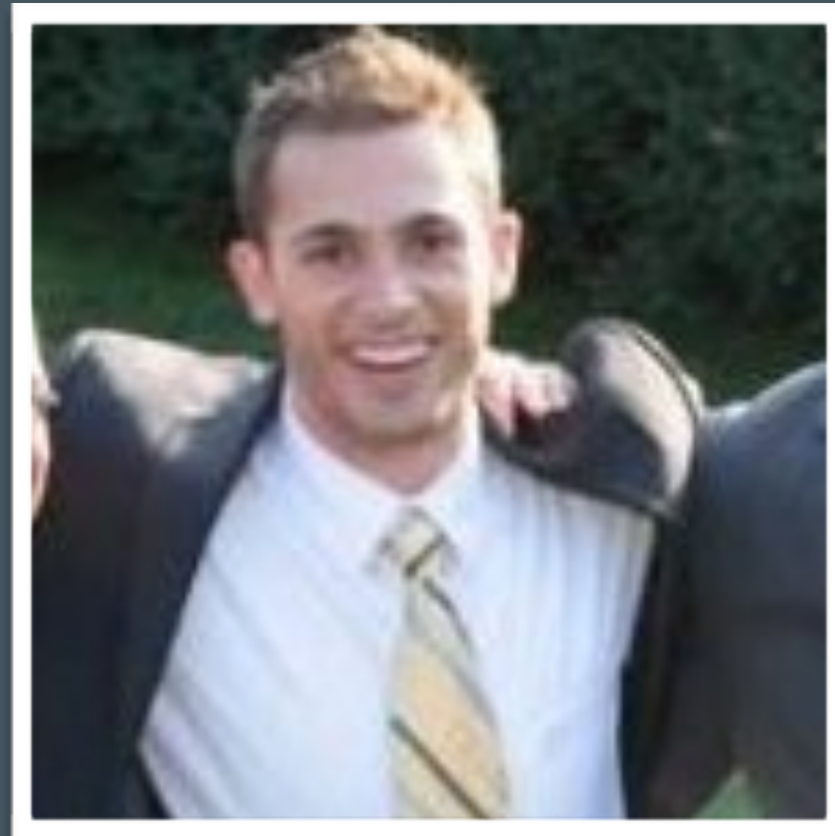
#GrowWithHubSpot

## Timing

Coffee Break at 2:45  
Presentation Until 4:00



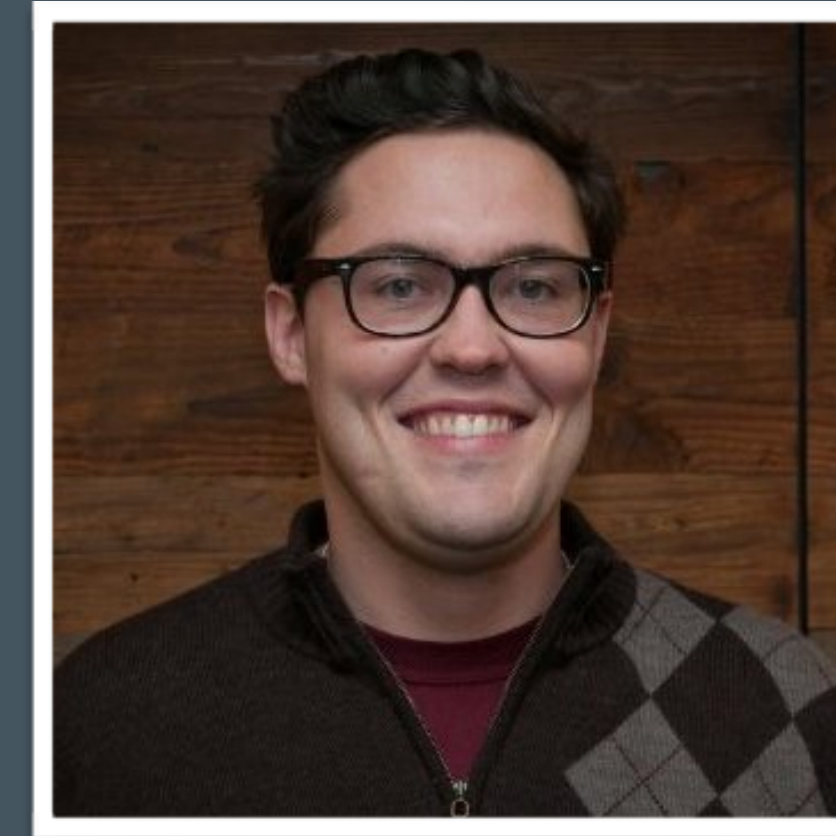
# Growth Experts



Chadd Steinhauser



Lee Farwell



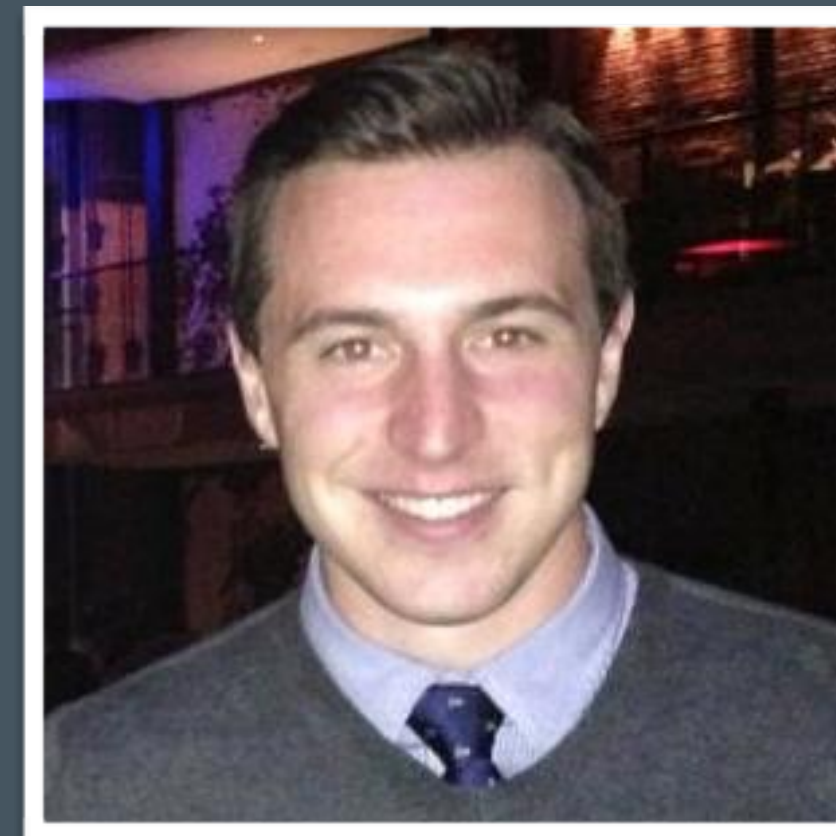
Matthew Hambor



Michael Rogewitz



Rebecca Rostowsky



Robert Barnes

What are we **doing** here?

Let's go back to **1965**.



# BLUE RIBBON SPORTS

3850 S. E. Claybourne \* Portland 2, Oregon  
Phone 771-4336

June 1965

Dear Coach:

Next fall will your cross country team be wearing the best shoe possible?

It will only if it is outfitted in TIGER--the best brand of flats in the world.

Two models are designed especially for cross country:

1. TG-22 Road Running shoe--built to take punishment. There is an extra sponge cushion under the ball of the foot.
2. TG-4 Marathon shoe--lightest quality flat made. This is the shoe that finished 2-3-4-5-6 in the Olympic marathon and 1-2-3-5-6 at the Boston marathon. Available in quantity for the first time in the United States in August 1965.

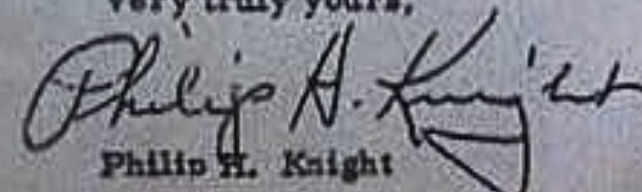
Jim Grelle has been working out in the marathon shoe this spring and he calls it "really great."

Bill Bowerman at Oregon said, "If I tried to take the (marathon) shoe away from Kenny Moore or Wade Bell, I'd have a fight on my hands."

Each model sells for \$7.95. TIGER is not only better--it's less expensive. As one runner said, "The only people who will be left wearing German shoes will be either uninformed or idiots."

You are no longer uninformed.

Very truly yours,

  
Philip H. Knight



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## Introspective opening

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Philip K. Knight









but rather slowing down the activity. In jogging, the rest interval is a comfortable walk. Usually at the start of a training period, the jogger covers equal distances during the running and resting intervals.

As training progresses, exercise is made gradually more vigorous by increasing the distance, quickening the pace, and shortening the length of the rest intervals. By the end of the 12-week program, each individual should be able to judge for himself the amount of rest needed between each interval to enable him to complete any given assignment without undue discomfort.

**Fartlek** - *Fartlek* is a term used in describing two methods of walking distance runs. There is New Zealand, or steady, *Fartlek* and Swedish or "speed play," *Fartlek*.

**Steady *Fartlek*** means jogging at a pace that can be maintained comfortably and steadily for periods longer than five minutes. This pace must necessarily be slower than that used for interval training and will require some experiment and practice by each jogger to find his no-strain *Fartlek* pace.

**Varied *Fartlek*** means that the jogger should cover the time or distance assigned with as much variation as he can, from quick short bursts of speed to slow walking or almost walking, interspersed with easy jogging. (Varied *Fartlek* is not used in the adult conditioning program until the sixth week).

**Distances** - The distances in the jogging schedule - 55 yards, 110 yards, 220 yards - have been formulated from the experiences of men jogging on a standard 440-yard oval university track with 110 yards as one-quarter and 55 yards as one-eighth of the distance around the track. Other approximate distances may be used just as well.

## FOOT STRIKE



heel to toe



toe to heel



flat foot



THE WRONG WAY

Fast forward to **2016.**

Marketers are the ones  
tasked with driving **growth**.

growth.

**growth.**  
Over achieve on  
revenue targets

Sales team  
hits 100%+

growth.

Over achieve on  
revenue targets

Drive sales  
followup

Sales team  
hits 100%+

**growth.**  
Over achieve on  
revenue targets



Hit monthly  
leads goal

Drive sales  
followup

Sales team  
hits 100%+

**growth.**  
Over achieve on  
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Hit monthly  
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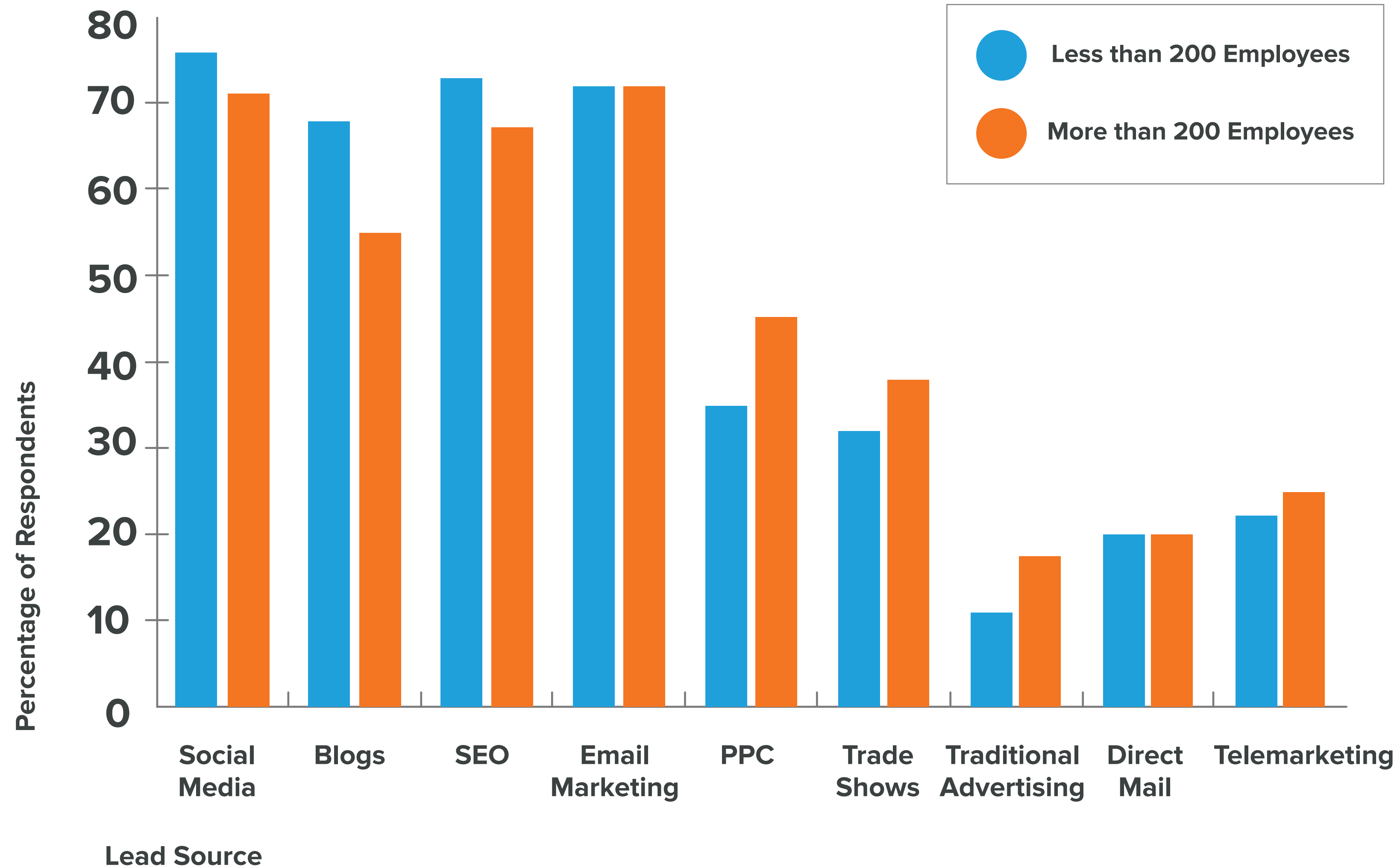
**growth.**  
Over achieve on  
revenue targets



Growth is never by mere chance; it is  
the result of forces working together.

- JCPenney

# Most Important Lead Sources Last Year



**54%**

more leads are  
generated by  
inbound tactics  
than traditional  
paid marketing.

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**3X**

Companies are 3x as likely to see higher ROI on inbound marketing campaigns.

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**3X**

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**\$20K**

is the average companies save per year by investing in inbound marketing vs outbound.

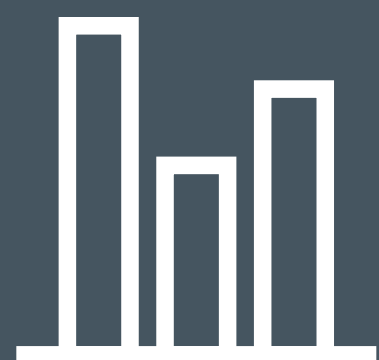




Increase in traffic



Increase in leads



Increase in revenue



Increase in traffic

**4.10X**

average increase in monthly website visitors



Increase in leads

**3.0X**

average increase in monthly leads



Increase in revenue

**72%**

report growth in revenue

①

# Marketing Has Changed

Sam Balter

Corporate Marketing Manager, HubSpot

@sbbalter

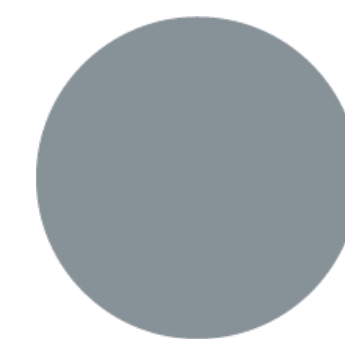


# **PART I** The Lovability Problem



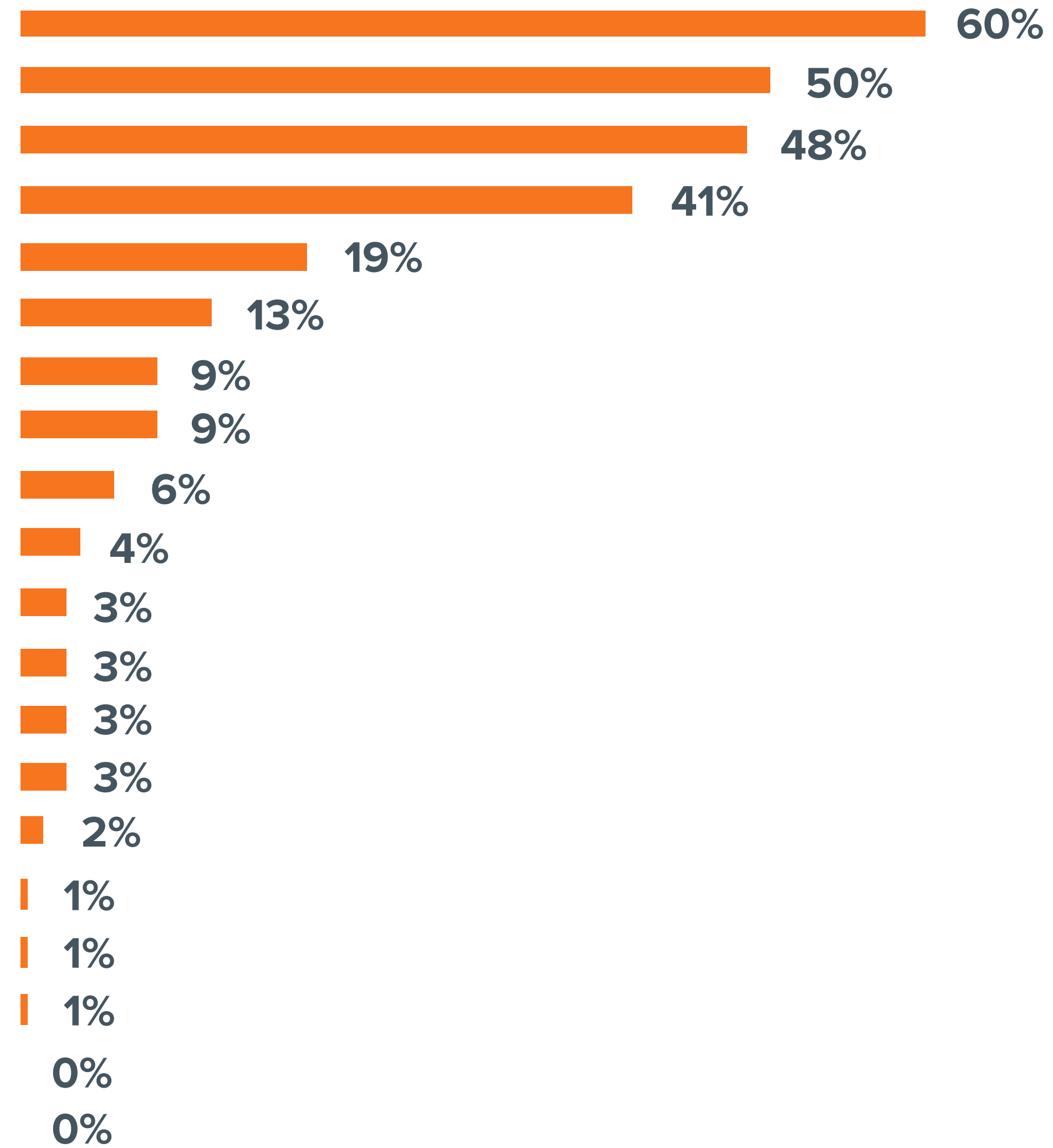
**Trust** is the glue of life ... It's the foundational principle that holds all relationships.

- Stephen R. Covey

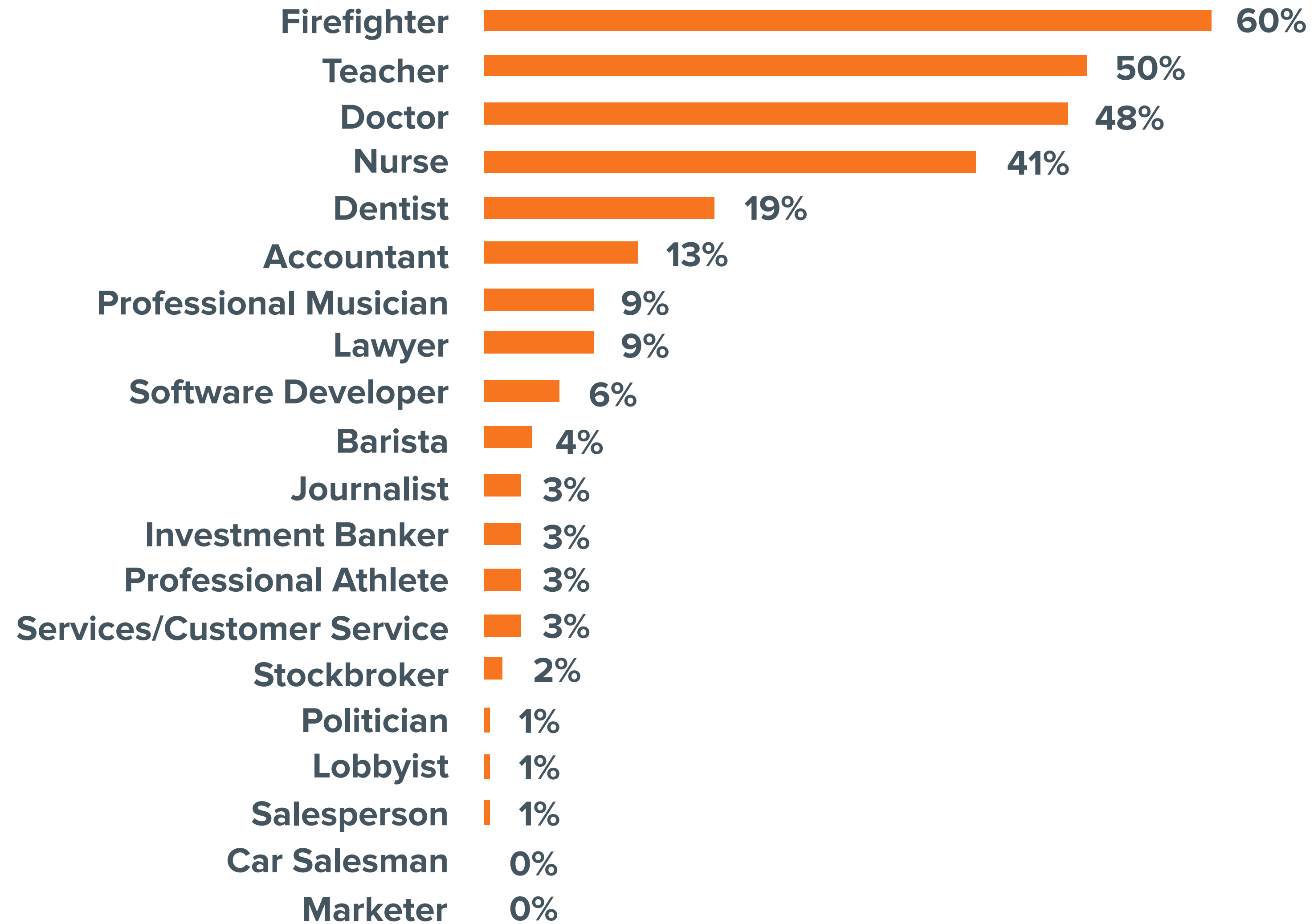


# Trusted professions in North America

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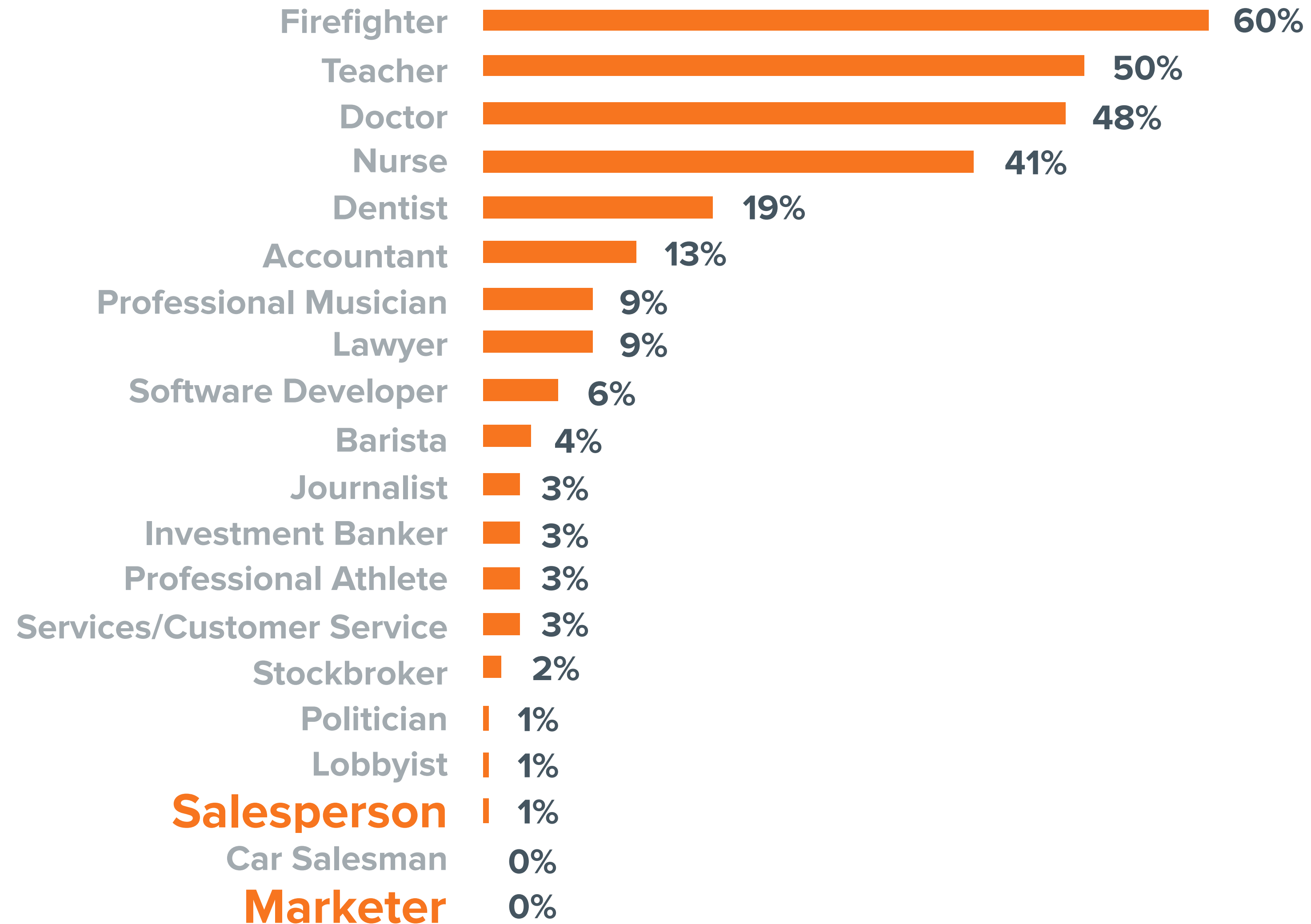


# Trusted professions in North America



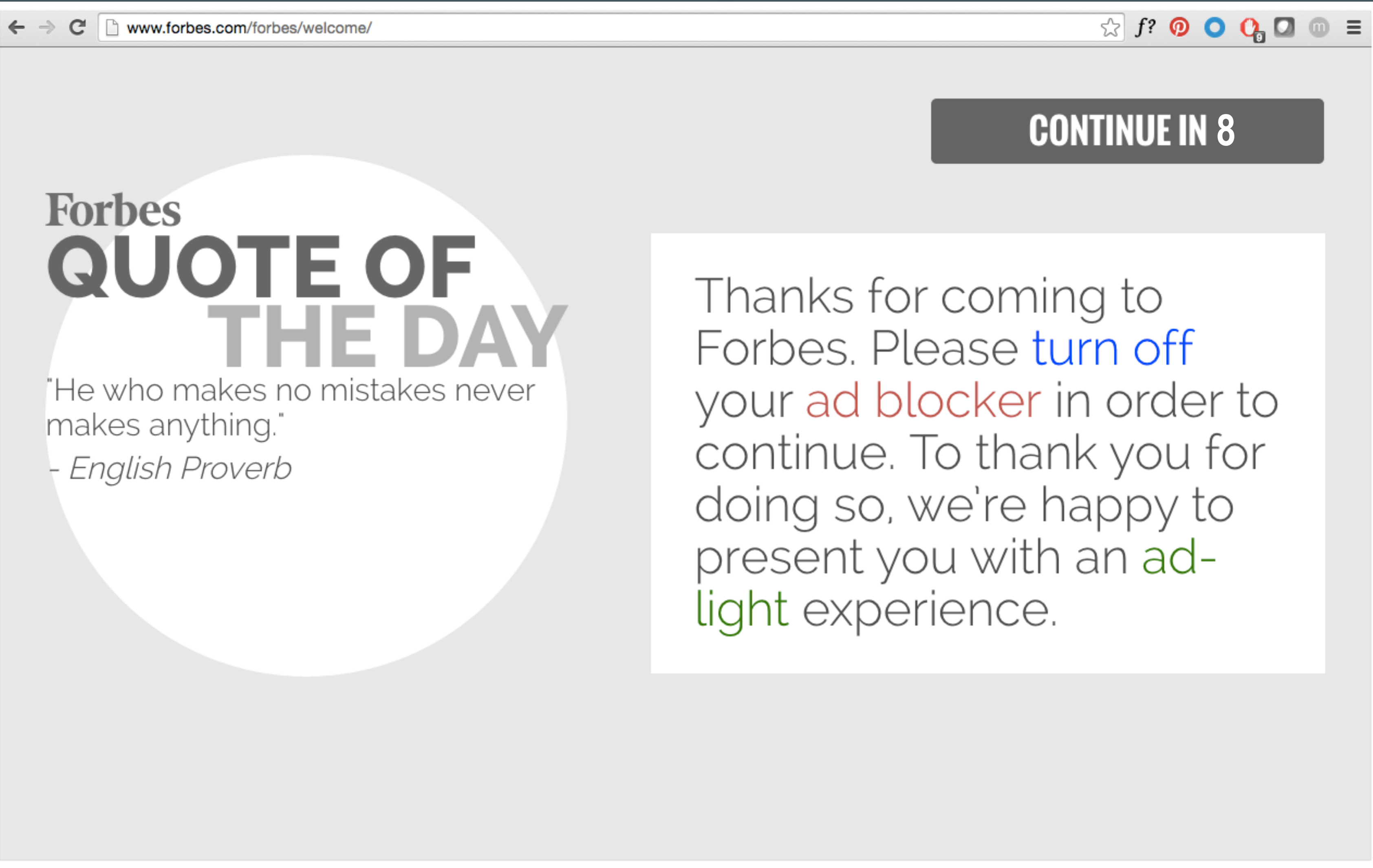


# Trusted professions in North America



Why don't they love us?





← → ↻ [www.forbes.com/forbes/welcome/](http://www.forbes.com/forbes/welcome/) ☆ f? 📌 🌐 📱 📺 📄 ☰

**FORBES**  
**QUOTE OF THE DAY**

"He who makes no mistakes never makes anything."  
- *English Proverb*

**CONTINUE TO SITE >**

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# 6 RULES OF MARATHON TRAINING GUIDE

AS OUR THANKS

Enter Your Email

GET THE  
6 RULES OF MARATHON TRAINING 

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Search bar with a magnifying glass icon on the right.

Susannah



Navigation controls: a square icon with a dropdown arrow, a refresh icon, and a "More" button with a dropdown arrow.

1-10 of 10

Navigation controls: left and right arrow buttons, a keyboard icon with a dropdown arrow, and a settings gear icon with a dropdown arrow.

<input type="checkbox"/>			John Bianchi	Events	I Noticed You Tried to Download the B2B Online Agenda - Best, John Bianchi Marketing Manager B2B Online	9:53 am
<input type="checkbox"/>			John Bianchi	Events	I Noticed You Tried to Download the B2B Online Agenda - Best, John Bianchi Marketing Manager B2B Online	Apr 12
<input type="checkbox"/>			John Bianchi	Events	I Noticed You Tried to Download the B2B Online Agenda - Best, John Bianchi Marketing Manager B2B Online	Apr 5
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From: [REDACTED]

Date: Sun, Apr 17, 2016 at 1:26 PM

Subject: www.hubspot.com

Hi,

My name is Olivia and I am an Online Strategist. I've been tracking the success of your website while doing some research on your industry—I'm impressed with your company, but there are some real opportunities for growth that you currently are missing.

Are you interested in several proven strategies to use content and social media to drive relevant traffic to your site? In 20 minutes I can show you how to fuel your brand and generate more revenue from search engines and social networks.

This is a real value which comes free of charge.

I'd like to follow up about this with a quick phone call. Can I call you this week to discuss your campaign?

Thank you

Best regards,

Phil

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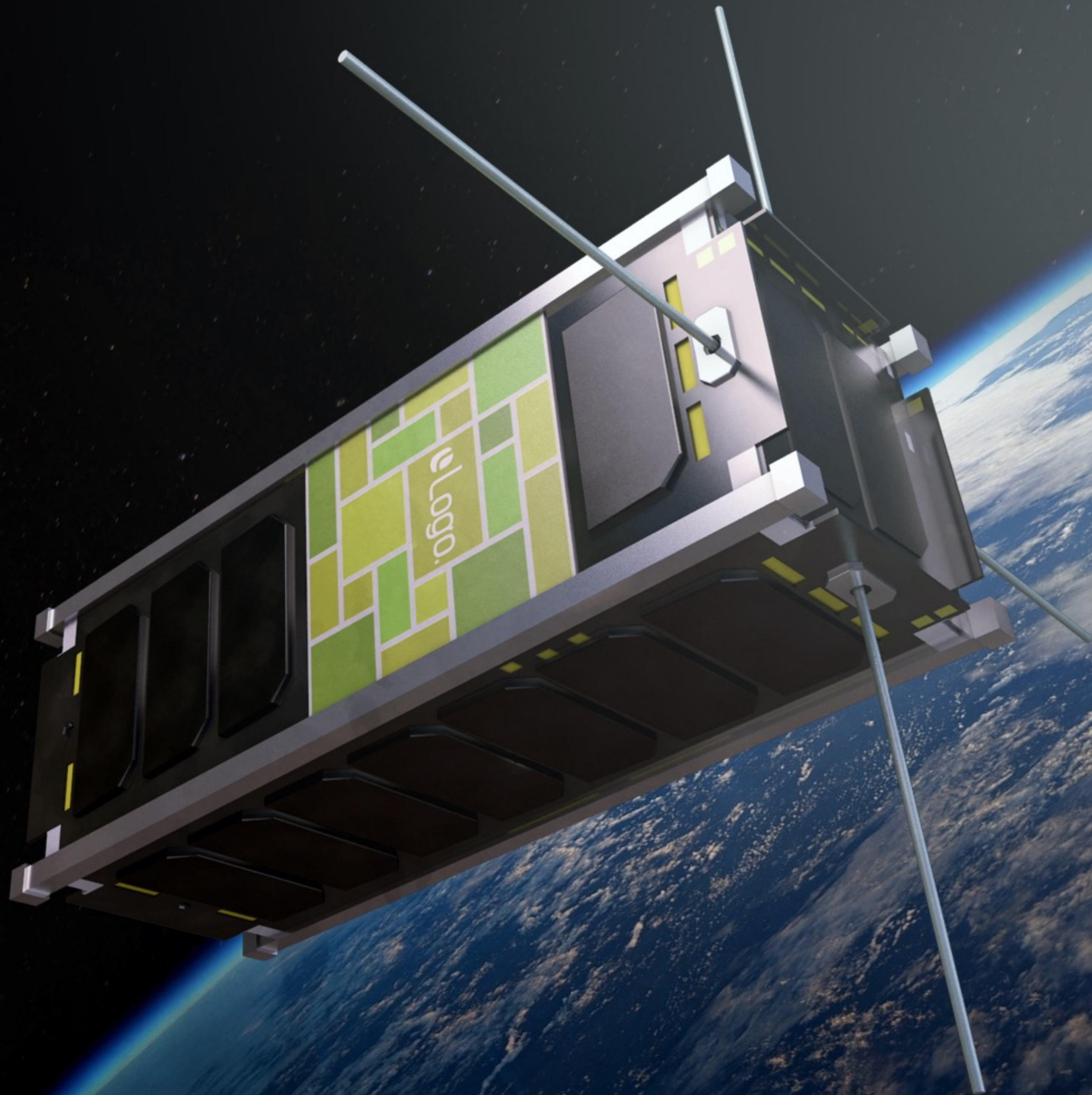
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We've been **banned** from space.

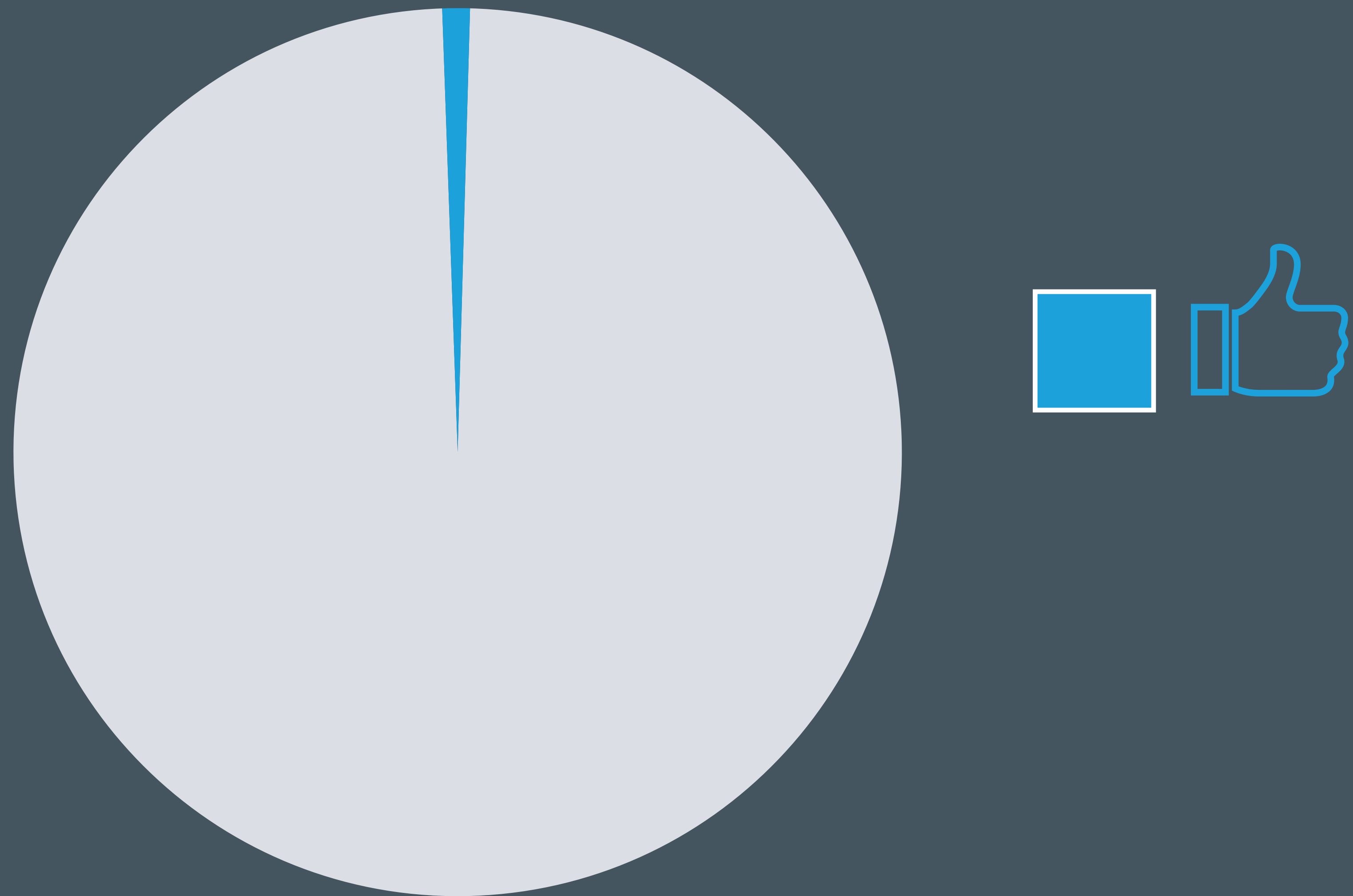
Why do we do these evil things?



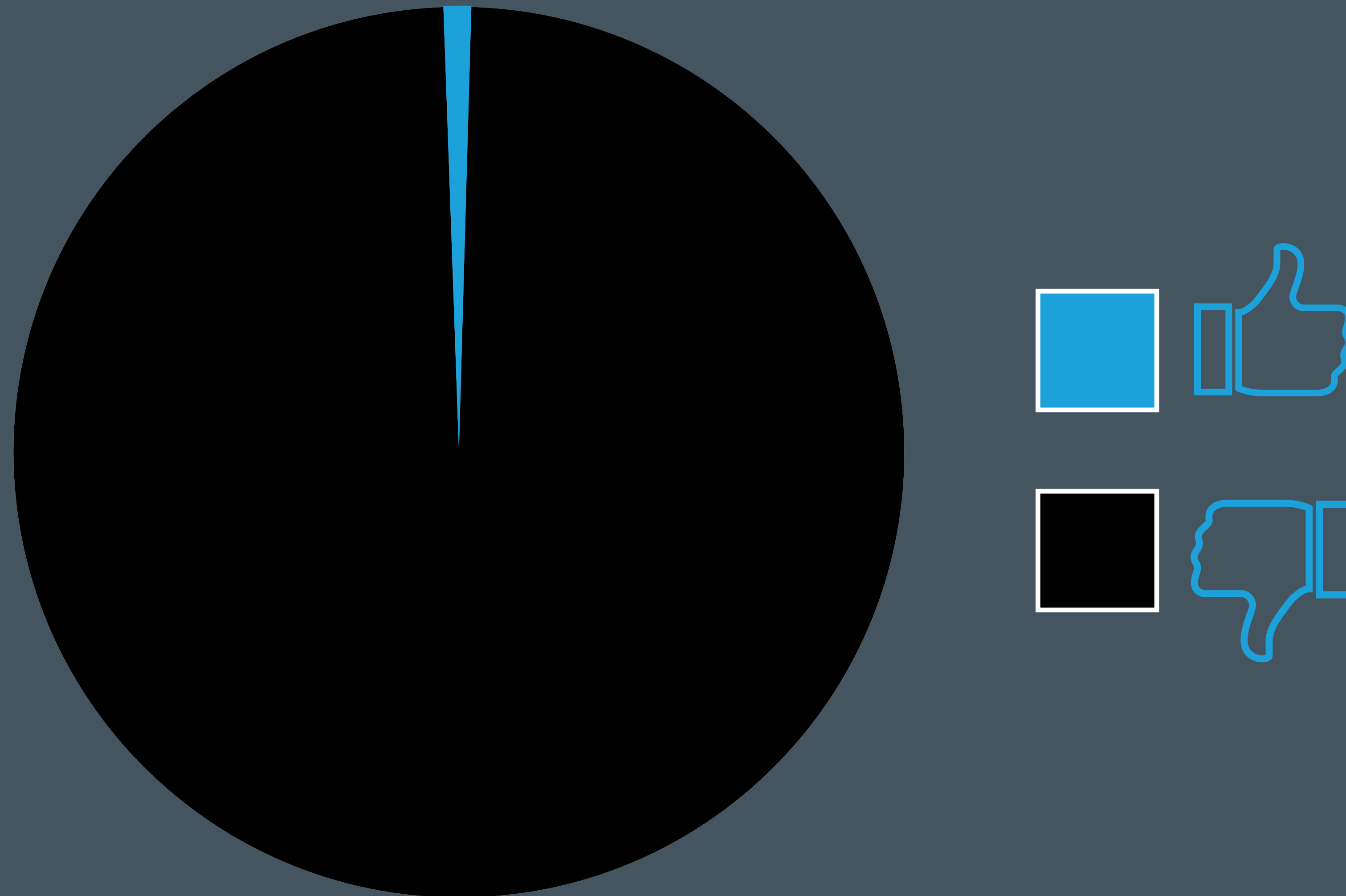




# 1% of cold calls work



The other 99% hate your guts.





**#GrowWithHubSpot**



Marketers see an average  
**increase of 20% in sales**  
when using personalized  
web experiences.

Relevant emails drive  
**18 times more revenue**  
than broadcast emails.



Because **61% of consumers** say they feel better about a company that delivers custom content, they are also more likely to buy from that company.

Turns out you can't just  
automate **shitty marketing**.

And in a few years,  
it won't even be possible.

**#GrowWithHubSpot**



home  
addresses



home  
addresses



phone  
numbers



home  
addresses



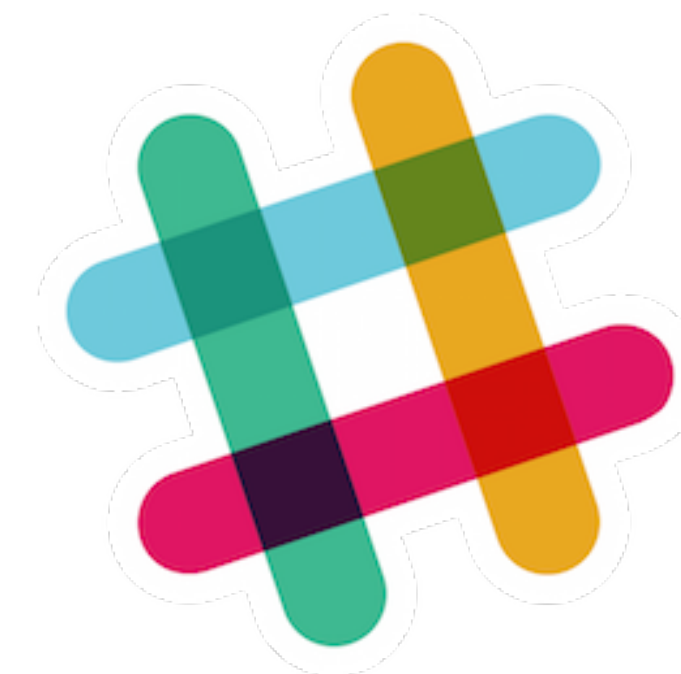
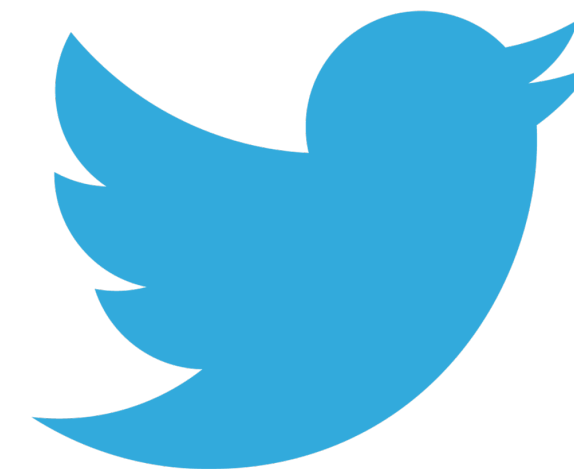
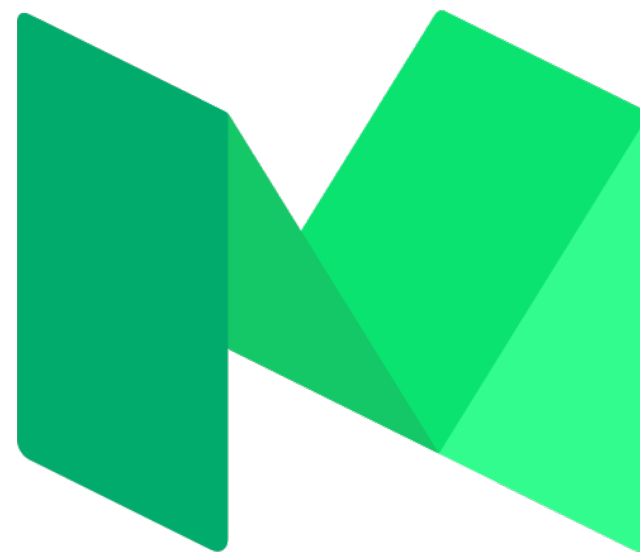
phone  
numbers



email  
addresses







**#GrowWithHubSpot**

Has Science  
IS THIS IM



REAL

93% fail this quiz, would

UndertoneNetworks.com - Microsoft Internet Explorer



Answer Now and Earn  
a FREE \$50 GIFT CARD

Which Big, Rich  
Company  
is the Most Evil?

Halliburton  Enron  Worldcom  All

Colgate - Microsoft Internet Explorer

The dentist's advice?



YOUR COMPUTER MAY BE INFECTED.

System Detected (2) Potentially Malicious Viruses: Rootkit.Sirefef.Spy and Trojan.FakeAV-Download. Your Personal & Financial Information MAY NOT BE SAFE.

To Remove Viruses, Call Tech Support Online Now:

lax1.ib.adnxs.com/pop?enc=fJkoQuo2DUB8mShC6jYNQAAAAAAPA\_fJkoQuo2DUB8mShC6j...

Thank You

Congra

You've been  
Angeles to  
anonymous  
second que  
"thank you  
few exclus  
iPhone 5, A  
Visa Gift C

4049  
(Call Line)  
n 03-11-2014 | Priority: Urgent

Message from webpage



**Critical Security Warning!**

Your PC was infected with self-replicating virus after Spyware attack. XP Micro Antivirus will perform a free scan of your PC to find all System Threats.

Message from webpage

\*\*\*\*\*

Congratulations!

You are Today's Lucky Visitor.

Click OK to continue

\*\*\*\*\*



# AD-Blocker

# 84%

of audiences age 25 to 34  
have left a **favorite** website  
due to intrusive advertising

**86%**  
of consumers skip TV ads

**hulu**

**NETFLIX**

**HBO GO**

Ad acceptors.



Ad ~~acceptors.~~

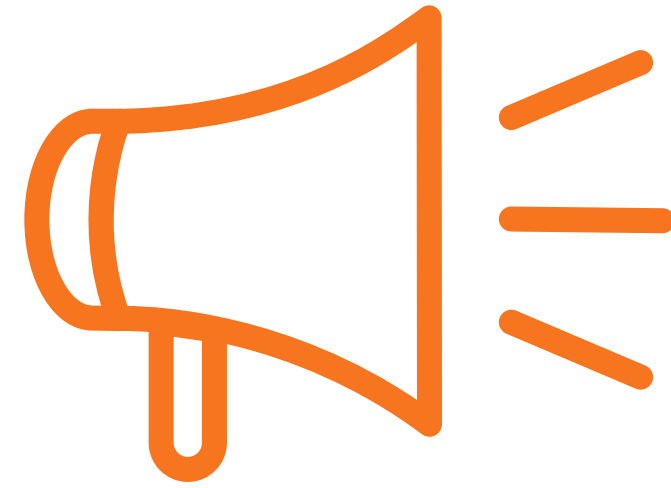
Ad **zombies**.



[#GrowWithHubSpot](#)

We have to **change.**

# **PART II** How to Change



## **OUTBOUND**

Cold Calling  
Cold Emails (SPAM)  
Advertising

*Interruption*

**Seller-centric**



## **INBOUND**

Calling with Context  
Relevant Emails  
Content & Free Tools

*Attraction*

**Buyer-centric**



[#GrowWithHubSpot](#)





1. Not Enough Awareness
2. Not Enough Conversions
3. Not Enough Revenue

- 1. Not Enough Awareness**
2. Not Enough Conversions
3. Not Enough Revenue



Increase in awareness

Increase in conversions

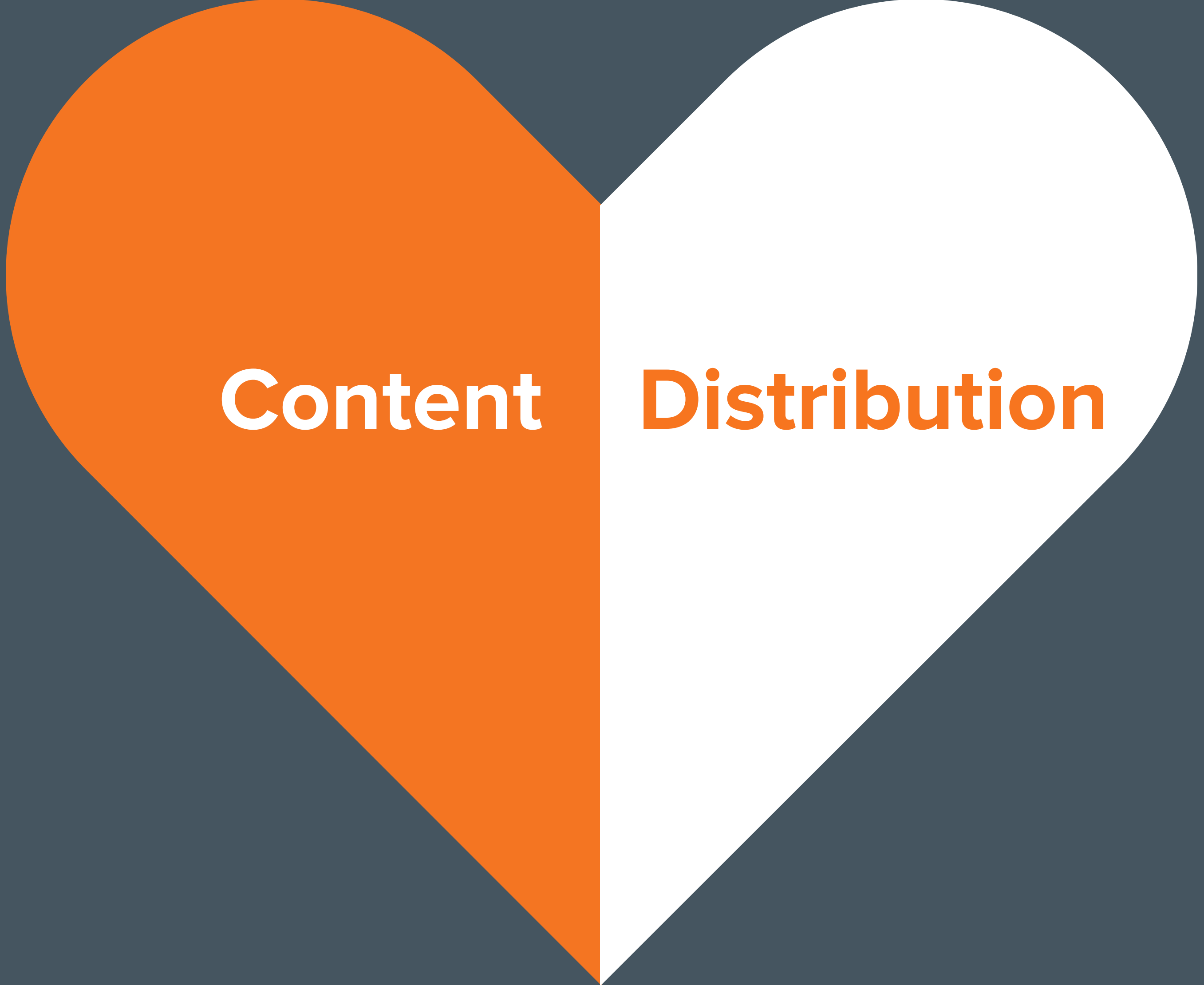
Increase in revenue

**Increase in awareness**

Increase in conversions

Increase in revenue

**#GrowWithHubSpot**



**Content**

**Distribution**

# BuzzFeed

went from

**2.8 billion to 7 billion**

monthly views of its content

75%

of those views happen  
**off** [buzzfeed.com](https://www.buzzfeed.com)



55%

of marketers are **unclear** or  
**unsure** what content  
marketing success looks like

**#GrowWithHubSpot**

~~Press releases~~

~~A few blog posts~~

~~White papers you pay to  
promote on TechTarget~~

~~Things that talk all about  
you and your products~~



How to Sell Online • 31 shares

## How to Start a Loyalty Program That Keeps Customers Coming Back

by Guest Contributor • May 5, 2016 • 2 comments



Podcasts • 66 shares

### How Civil Estimator Uses Shopify to Sell Their Services as Digital Products

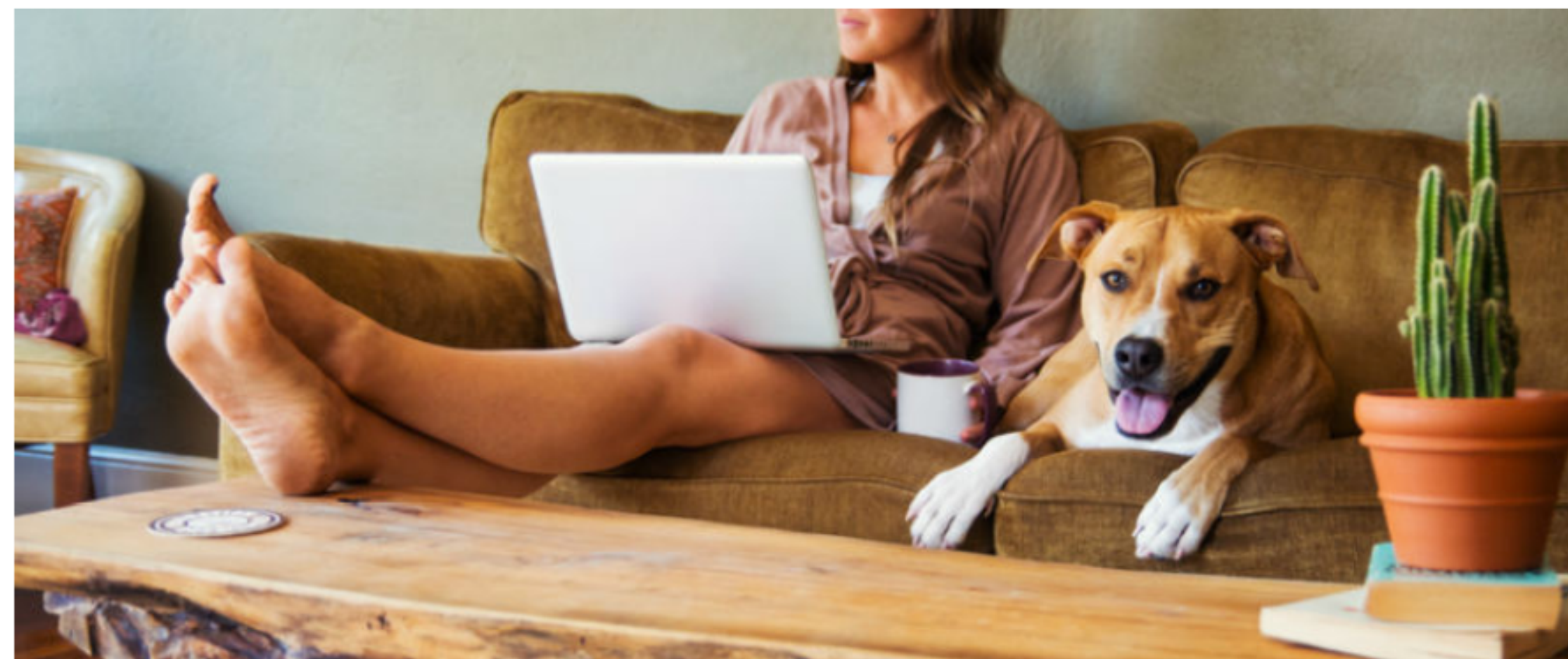
by Felix Thea • May 5, 2016 • 0 comments



Content Marketing • 74 shares

### 6 Easy to Use Infographic Makers That Will Bring Your Data to Life

by Kevin Donnelly • May 4, 2016 • 4 comments



How to Sell Online • 31 shares

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# TOWN SQUARE Business Resource Center

Tips, advice, news—your central resource to help you start, run, and grow your business.



97 SHARES

## The Decline of Magstripe Cards — and What That Means for Your Business

Anecdotally, you've probably noticed that chip cards are becoming more and more prevalent. And Square data confirms this. In December 2015, roughly 53 percent of cards processed on Square Stand were EMV chip cards, up from 12 percent last January. You may also have noticed that some businesses have tape or signs over their POS saying something like "no chip..."

### [New Payment Technologies](#)

May 02, 2016



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Tips, advice, news—your central resource to help you start, run, and grow your business.



97 SHARES

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### [New Payment Technologies](#)

May 02, 2016

Home > Tools & Resources > Solar Investment Calculator

Welcome to the Solar ROI Calculator! If you haven't used the calculator before, please [read the instructions](#) before you get started!

This calculator has been developed by Utah Clean Energy to help simplify the solar process for homeowners by providing estimated costs and benefits for a residential solar photovoltaic (PV) system. It is not intended to replace a bid provided by a [professional solar installer](#). To learn more about installing solar, please visit [Solar Simplified's resources for home owners](#).

 **SOLAR** SIMPLIFIED

SOLAR RETURN ON INVESTMENT CALCULATOR

How much is your Average Monthly Electricity Utility Bill? ⓘ

Dollars  
 Kilowatt-Hours  
 I don't know

What System Size are you considering? ⓘ

(kW)  I don't know

How much will your System Cost? ⓘ

\$   Price Per Watt  
 Total System Cost  
 I Don't Know

How much does your Electricity Cost? ⓘ

Select your Utility Company ⌵



# IS YOUR DATABASE THE WALKING DEAD?

EVERY YEAR, DATA TELLS A SCARY STORY ABOUT YOUR CONTACTS.

71% OF THE 223M B2B RECORDS WE ANALYZED ARE INACCURATE OR INCOMPLETE.

\$  
84%  
MISSING  
REVENUE  
INFO

82%  
MISSING  
EMPLOYEE  
INFO

72%  
MISSING  
WEBSITE  
DOMAIN

71%  
MISSING  
INDUSTRY  
INFO

54%  
MISSING  
PHONE  
NUMBER

34%  
MISSING  
TITLES



ZOMBIE



LIFE SUPPORT



QUESTIONABLE



FUNCTIONAL



THRIVING

AVERAGE HEALTH SCORE RATING: 3.2

dun & bradstreet VISIT [BIT.LY/DNBDATAHEALTHSCAN](http://BIT.LY/DNBDATAHEALTHSCAN) TO RECEIVE A COMPLIMENTARY DATA HEALTHSCAN

#GrowWithHubSpot

What do these things have **in common**?

They're **valuable** and **helpful**.



Every piece of  
content is an  
opportunity to  
**get found.**



Every piece of  
content is an  
opportunity to  
**get found.**

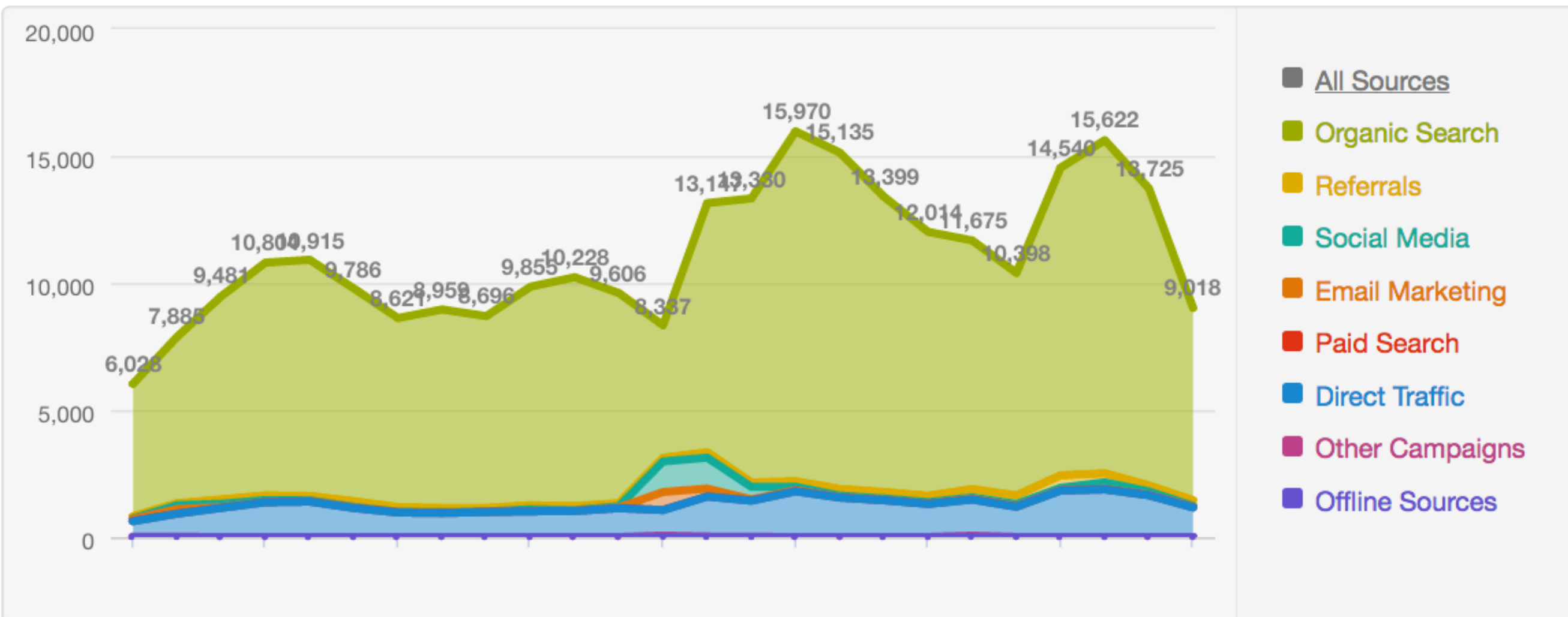
And get found again and again.

And get found again and again.



Views

12/01/2013 - 12/31/2015...

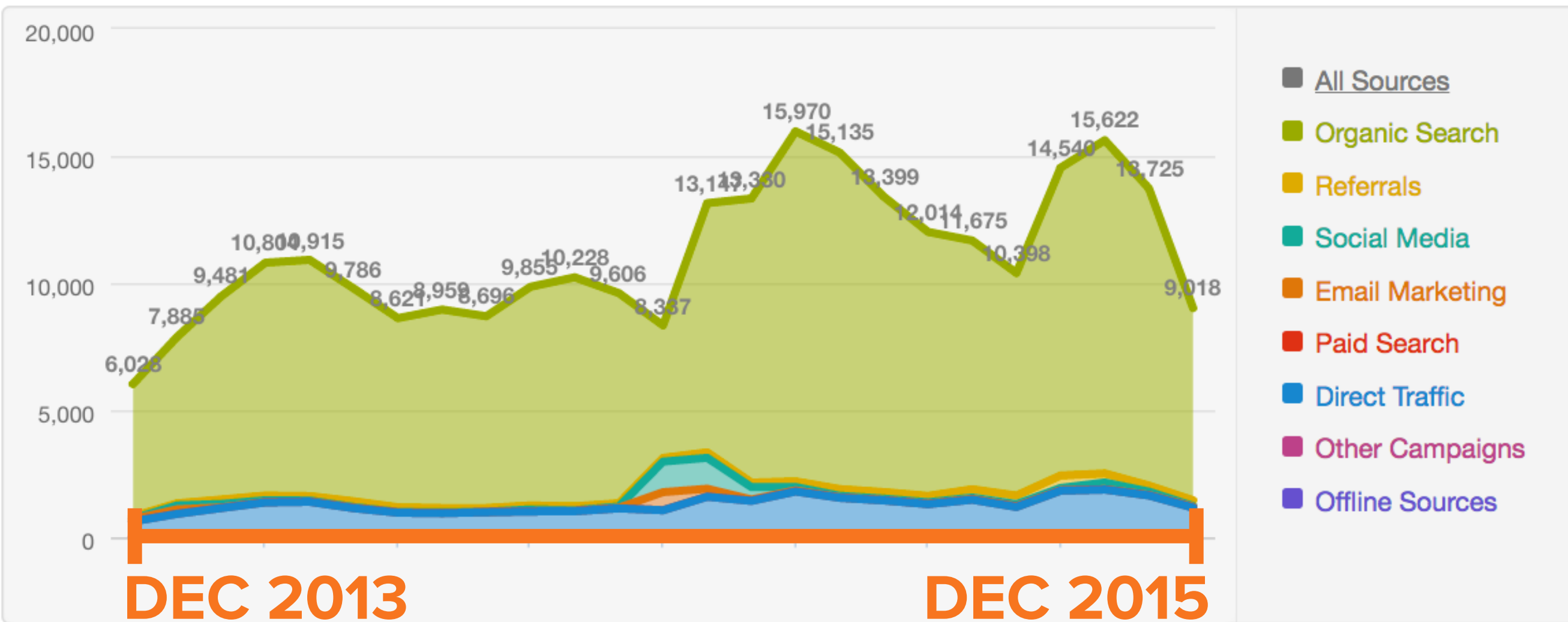


Source	Views	Submits	Contacts	View → sub.	View → cont.
Direct Traffic	31,869	66	39	0.21%	0.12%
Email Marketing	1,722	3	1	0.17%	0.06%
Offline Sources	0	1	0	0%	0%
Organic Search	233,554	484	322	0.21%	0.14%
Other Campaigns	194	2	2	1.03%	1.03%
Paid Search	2	0	0	0%	0%
Referrals	5,340	28	21	0.52%	0.39%
Social Media	4,493	27	17	0.6%	0.38%
<b>Total</b>	<b>277,174</b>	<b>611</b>	<b>402</b>	<b>0.22%</b>	<b>0.15%</b>



Views

12/01/2013 - 12/31/2015...



Source	Views	Submits	Contacts	View → sub.	View → cont.
Direct Traffic	31,869	66	39	0.21%	0.12%
Email Marketing	1,722	3	1	0.17%	0.06%
Offline Sources	0	1	0	0%	0%
Organic Search	233,554	484	322	0.21%	0.14%
Other Campaigns	194	2	2	1.03%	1.03%
Paid Search	2	0	0	0%	0%
Referrals	5,340	28	21	0.52%	0.39%
Social Media	4,493	27	17	0.6%	0.38%
<b>Total</b>	<b>277,174</b>	<b>611</b>	<b>402</b>	<b>0.22%</b>	<b>0.15%</b>



press release template



Samantha



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### Easy Press Release Guide - PRNewswire.com

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Dec 30, 2014 - Get a free press release template and learn how to write top-notch press releases.

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Professional Press Release Service. Maximum Exposure for Minimum Price!

With that in mind, here are five rules to make sure that your press release actually drives prospects to contact you:
1. RULE #1: Use the press release as a sales tool. ...
2. RULE #2: Have a newsworthy story. ...
3. RULE #3: Write it like a reporter would write it. ...
4. RULE #4: Provide some good quotes.
More items...
How To Write a Press Release, with Examples - CBS News

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Tips. Include a "call to action" in your release. Do not waste time writing the headline until the release is done.

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www.cbsnews.com/.../how-to-write-a-press-release-with-example... CBS News

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Tips. Include a "call to action" in your release. Do not waste time writing the headline until the release is done. Use your headline as the subject line of the email. Research

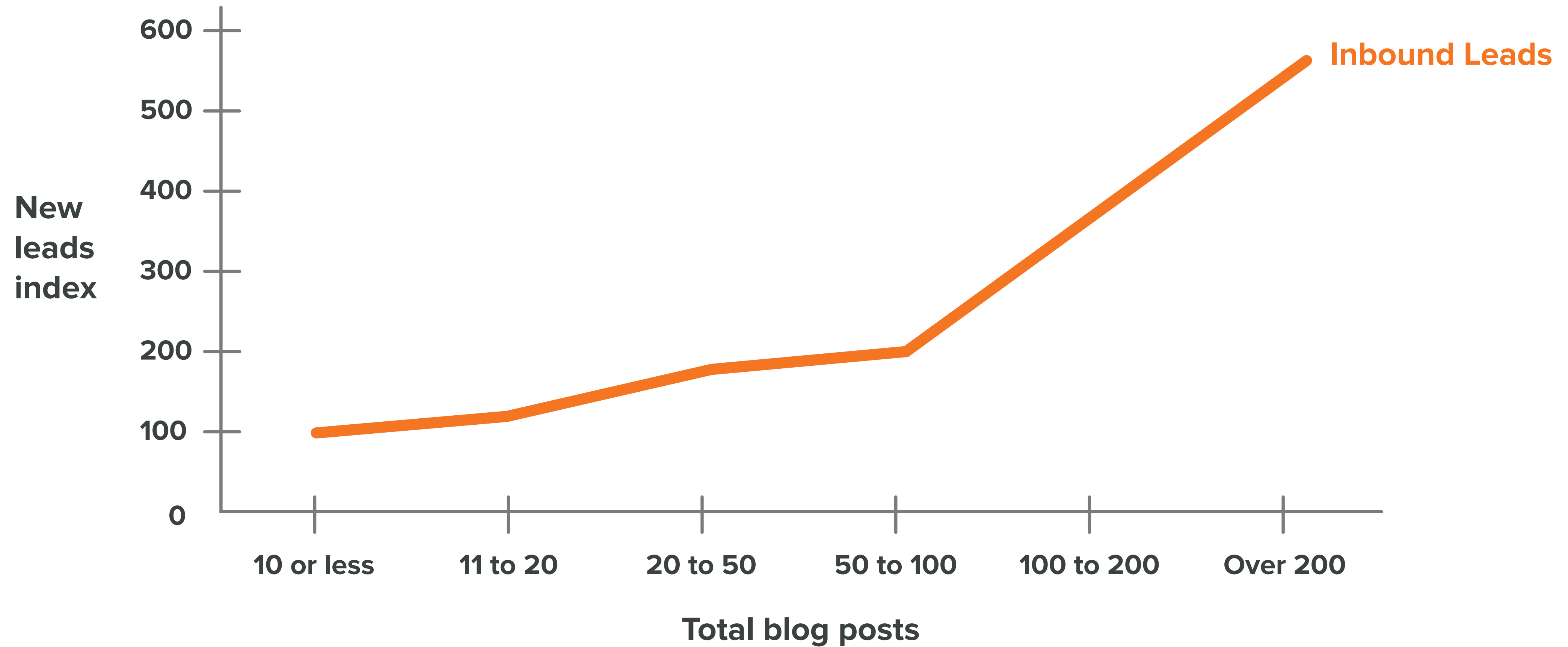
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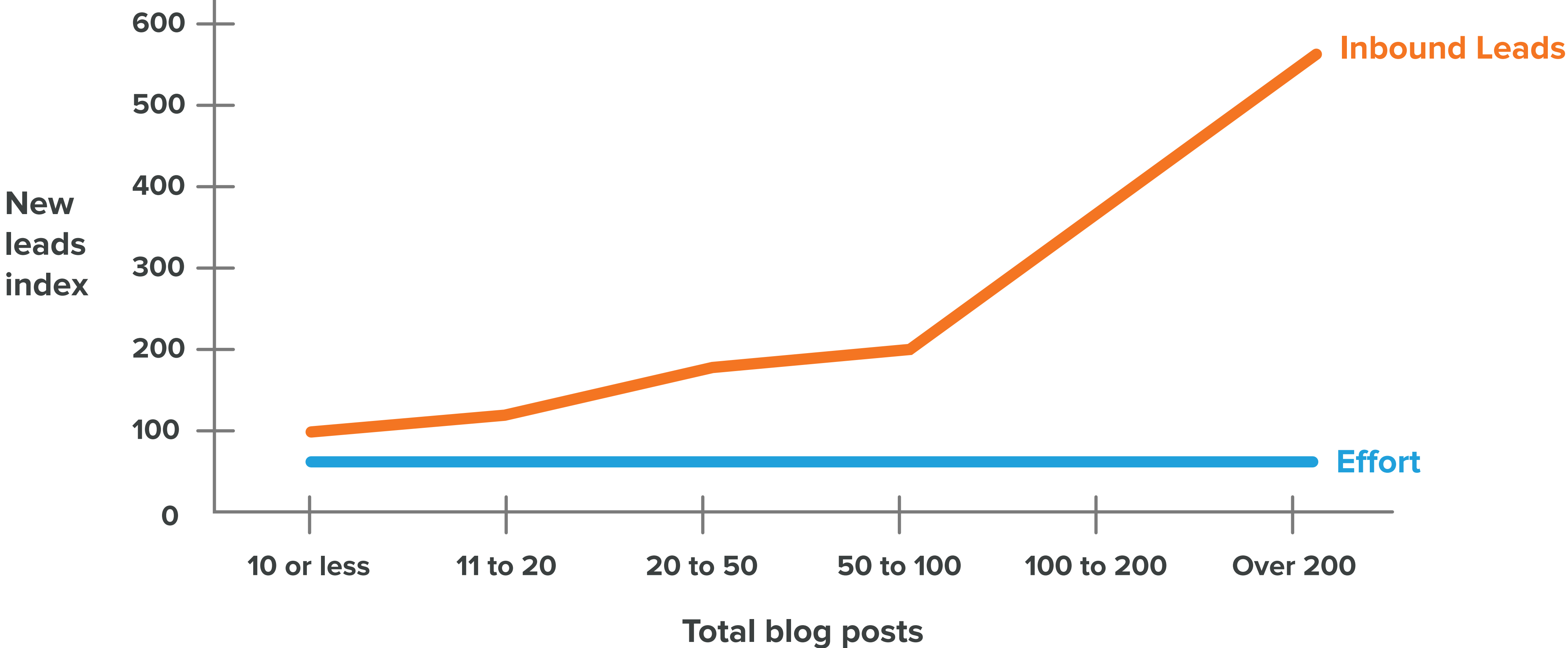
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This is the type of leverage  
that you get by doing **inbound**.

# Impact of Total Published Blog Posts on Inbound Leads



# Impact of Total Published Blog Posts on Inbound Leads





- 1. Not Enough Awareness**
2. Not Enough Conversions
3. Not Enough Revenue

1. Not Enough Awareness
- 2. Not Enough Conversions**
3. Not Enough Revenue

What's a **conversion**?

Value  
E.g. an ebook



Personal info  
and permission



**Increase in awareness**

Increase in conversions

Increase in revenue

Increase in awareness

Increase in conversions

Increase in revenue

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Choosing a new appliance can be a confusing and time consuming experience. We've taken all the pain out of the decision process with our new guide to choosing your new appliance.

Our Appliance Buying Guide includes:

- Breakdown of which brand is right for you
- How to design your kitchen layout
- See which brands offer the best value
- Links directly to our top blog posts on the subject
- Access to our YouTube channel

We want to make sure you are as informed as possible when investing in a new appliance. To access the Appliance Buying Guide, please fill out the short form to the right.

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"I didn't have to ask any silly questions or have the salesperson make comparisons as I had all the appropriate info from your buying guide. Thanks so much. I love the confidence of buying as an educated consumer"

Jeff S.



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# How to Write a Press Release [Free Template + Sample]

Written by [Hannah Fleishman](#) | @hbfleishman



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When it comes to content, sometimes old school can be a good thing (namely, when it comes to old school rap or Throwback Thursday on Instagram). But when it comes to your company's [public relations strategy](#), being old school isn't advantageous for your business or your brand.



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When it comes to content, sometimes old school can be a good thing (namely, when it comes to old school rap or Throwback Thursday on Instagram). But when it comes to your company's [public relations strategy](#), being old school isn't advantageous for your business or your brand.

Ten years ago, people still relied on morning papers for news. Today, the vast majority of your company's customers and prospects scan headlines on Twitter or see what's hot in their Facebook feed.

[Download our free press release template here to learn how to write a top-notch press release.](#)

People now have control over where, when, and how they consume information. As a result, public relations is no longer about feeding into a traditional news cycle; it's about providing relevant content when, where, and how your prospects, influencers, and customers will consume it.

Sounds pretty hopeless, right? Wrong. While it still takes relationship-building to get into popular publications, we now have the **opportunity to quit playing the waiting game and generate our own buzz**. By [turning your PR strategy into an inbound one](#), you create opportunities that weren't there before and carve out a place for your company, building meaningful mindshare in the process with your target audiences.

## Press Releases Can Be a Viable Content Type

One of the most crucial updates to make to your PR strategy is to think of press releases as an opportunity to connect to the audiences you care about -- including, but not limited to, reporters.

You see, most people think press releases have to be chock full of buzzwords and branded terms. Big data anyone? Five syllable words you have to look up on Thesaurus.com? Quotes from every executive on the planet that go on for pages? We've seen it all. Unfortunately, so have reporters -- and they are *not* fans.

So instead of stuffing your next release with jargon, take a page out of our book (okay,

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So instead of stuffing your next release with jargon, take a page out of our book (okay, fine, ebook), [The Newsworthy Guide to Inbound Public Relations](#), and brainstorm some creative approaches for your next announcement. Can you include new data? A remarkable graphic? A shareable SlideShare? If so, a creative angle will often help carry your content and increase the likelihood of social sharing.

Even so, a press release can still be a really valuable medium for communicating news to your audiences. You just have to make it readable, relevant, and relatable.

We have crafted this comprehensive, easy-to-follow [press release template](#) complete with promotional plan and considerations for your next announcement. We use these same guidelines when writing our releases here at HubSpot and created a release to illustrate what content goes where and why.

## How to Write a Press Release [With Exa

You've got your announcement in mind, and now it's time to get it down in v share with your community, industry, and followers. Take Catbrella Inc., a fic

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The key to keeping your PR strategy new school is forgetting preconceived notions of what public relations is and instead focusing on creating highly remarkable content.

Traditional press releases can still be really valuable when executed well, so instead of ditching releases as a tactic, give them a modern makeover to make them more useful for your marketing.

Think about how you've used [inbound methods to transform your marketing strategies](#) to be more personalized, approachable, and build relationships. Those same principles apply to your PR strategy: Create content to craft your own story and use tactful outreach to get reporters and analysts familiar with your brand.

What other best practices do you follow when writing press releases? Share your thoughts with us below, and don't forget to [download our free press release template here](#).

*Editor's Note: This post was originally published in 2013 and has been updated for accuracy and comprehensiveness.*

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Topics:

Public Relations

Content Marketing



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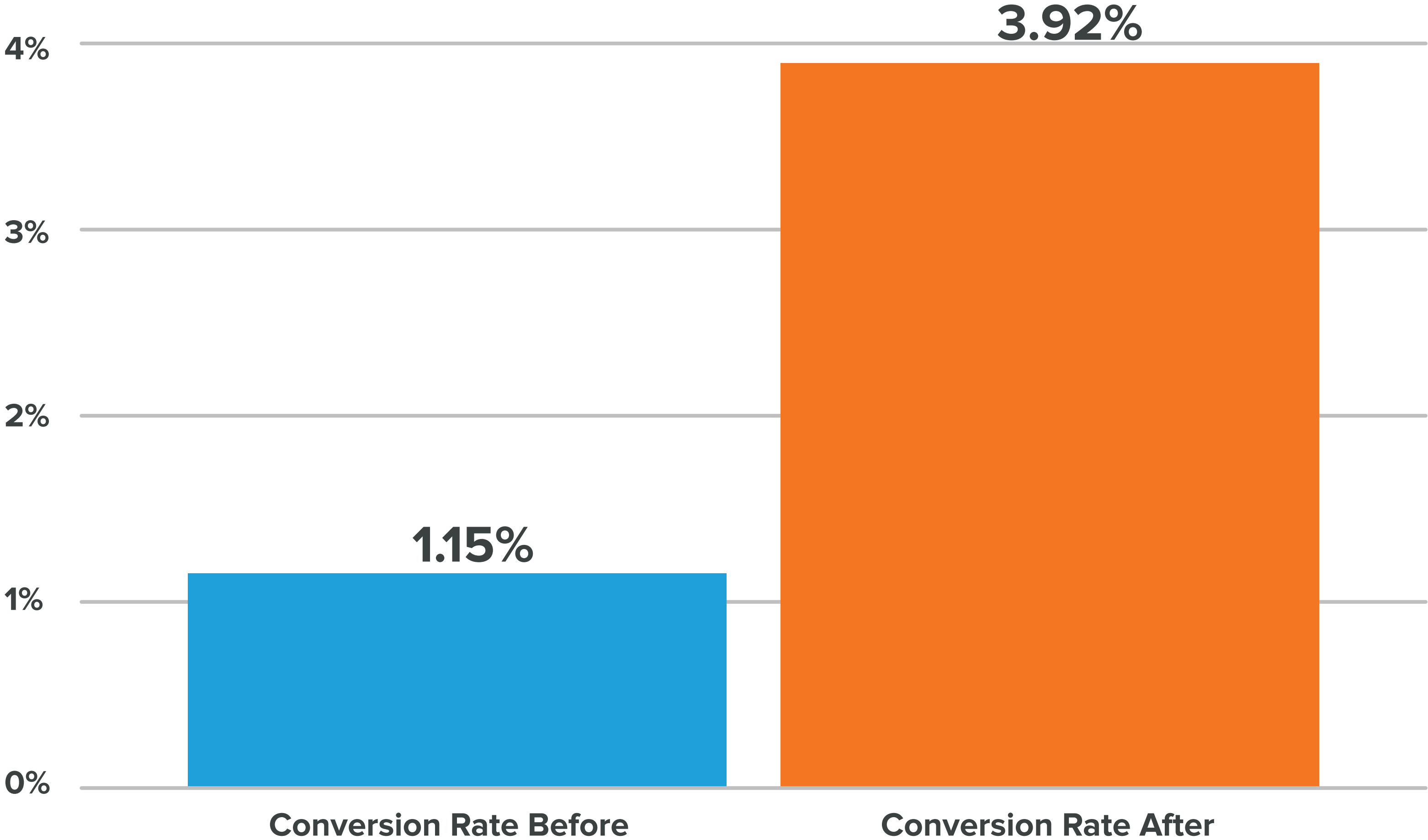
Topics:

Public Relations

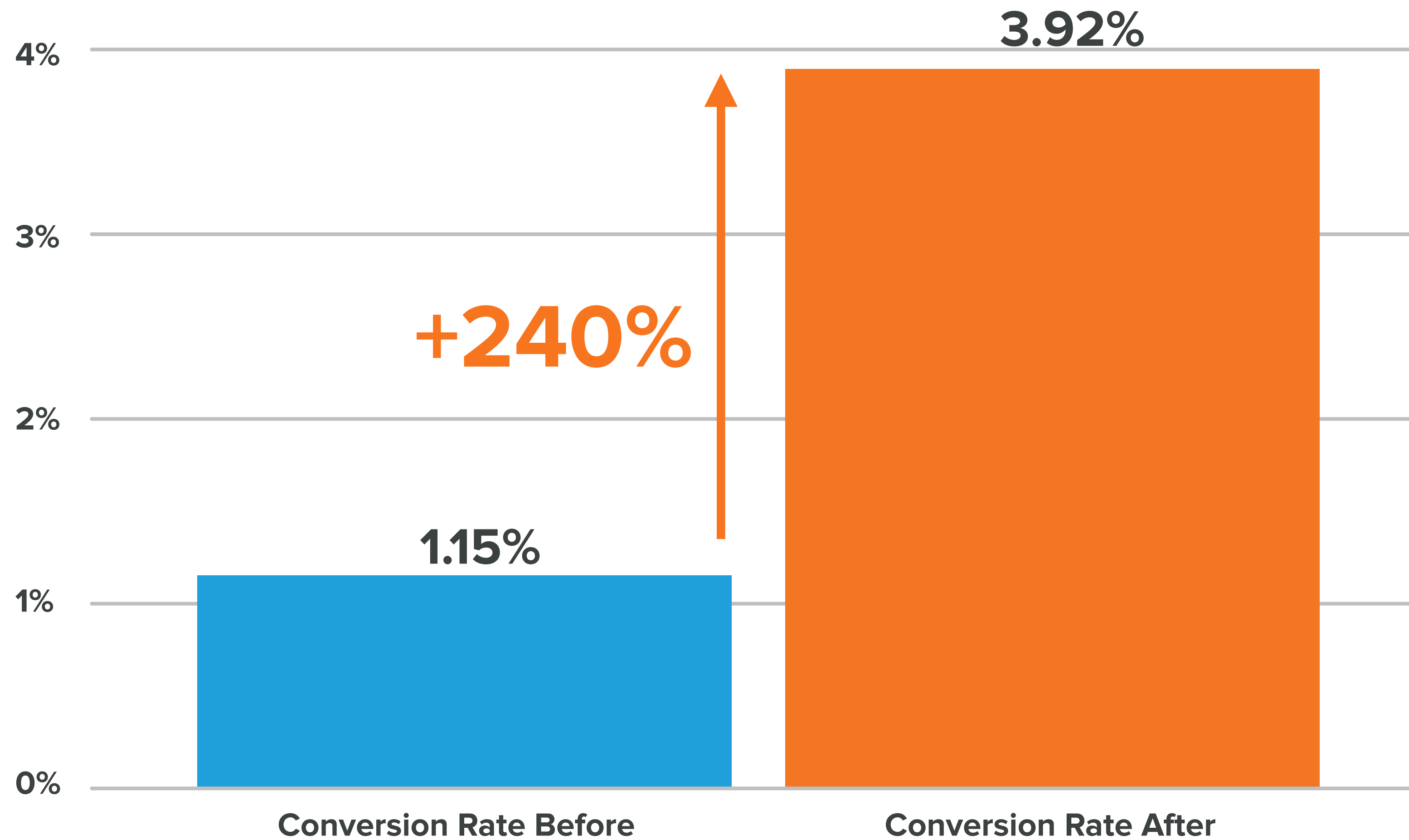
Content Marketing



# Conversion Rates Before & After Post Update



# Conversion Rates Before & After Post Update



1. Not Enough Awareness
- 2. Not Enough Conversions**
3. Not Enough Revenue

1. Not Enough Awareness
2. Not Enough Conversions
- 3. Not Enough Revenue**



Increase in awareness

**Increase in conversions**

Increase in revenue



**Increase in awareness**

**Increase in conversions**

**Increase in revenue**

# What does your sales team **need**?

Leads

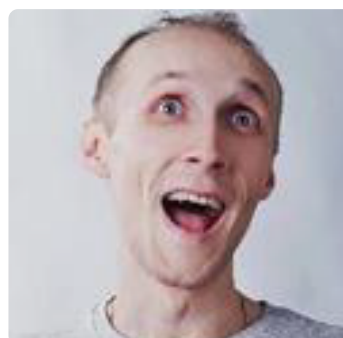
Context

Resources

# What does your sales team **need**?

- Leads
- Context
- Resources





Michael Smith

Marketing Manager

ABOUT MICHAEL

First Name Michael

Last Name Smith

Job Title Marketing Manager

Company Name Mighty Marketing

Phone Number 559-088-0434

Lifecycle Stage Lead

CD: CSM Firt Name

CD: CSM Last Name

[Manage Properties...](#)

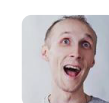
APRIL 2015



Michael Smith viewed page [HubSpot Product Overview](#)

4/28/15at 1:14 PM EDT

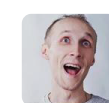
MAY 2015



Michael Smith watched Wistia video [HubSpot Customer Spotlight - TradeGecko](#)

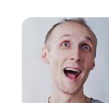
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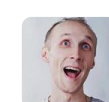
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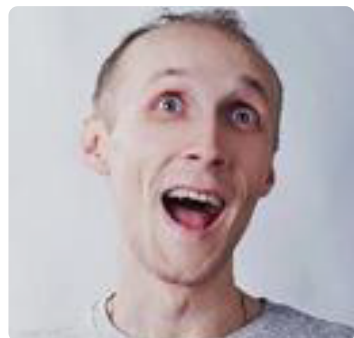
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Michael Smith viewed page [HubSpot Product Overview](#)

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MAY 2015



Michael Smith watched Wistia video [HubSpot Customer Spotlight - TradeGecko](#)

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Show thumbnail and heatmap  
Via Wistia



Michael Smith opened [How to Run an Inbound Marketing Campaign](#)

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5/8/15 at 1:09 PM EDT

Show 5 updated properties



Michael Smith mentioned [@HubSpot](#)

5/9/15 at 3:22 PM EDT

# What does your sales team **need**?

- Leads
- Context
- Resources

# What does your sales team **need**?

- Leads
- Context
- Resources



#### AT A GLANCE

NUMBER OF AGENTS

215

TICKETS PER MONTH

121,215

Y/Y DECREASE IN FIRST RESPONSE TIME

20%

Y/Y INCREASE IN CSAT

7%

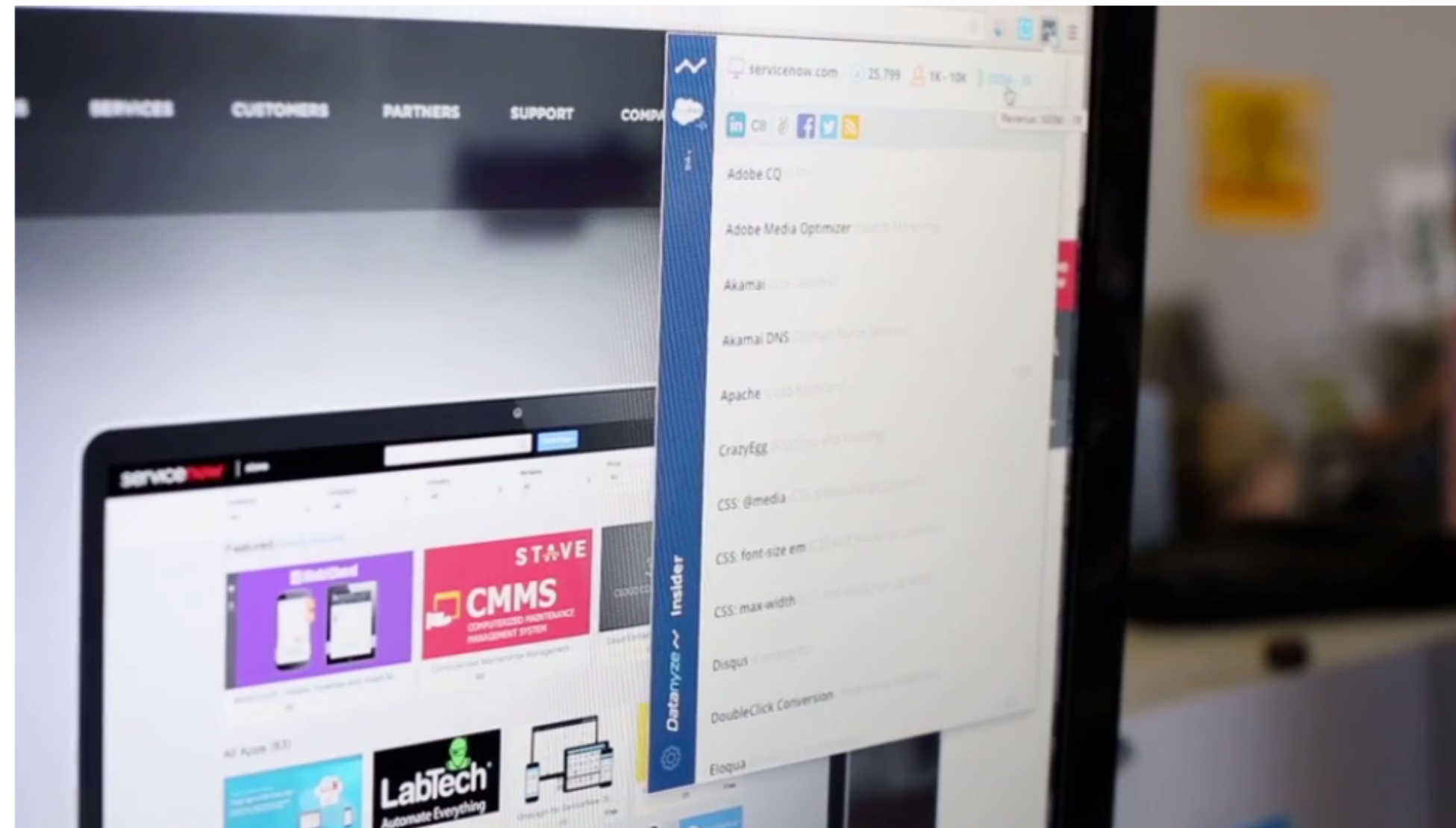
[CALCULATE YOUR ROI](#)

Box was founded on a simple, powerful idea: people should be able to access and share their content from anywhere. Since 2005, Box has helped more than 37 million individuals and 47,000 companies



# DoubleDutch SDR Team Increases Opportunity Output By 25%

SEPTEMBER 9, 2015 SAM LABER



Events and conferences can bring together thousands of like-minded people in one place, all with their own agendas and motivations. And with so many moving parts, it can be difficult to engage attendees in a relevant way, and ultimately, gain

**doubledutch**

DoubleDutch is an award-winning provider of mobile event applications, with

# Zendesk ROI Calculator

Let's do the numbers



Number of customer service agents i

30

NEXT QUESTION ▶

Step 1 of 5

# CareerBuilder



Mark Landwer VP, FIELD SALES

## Why Brainshark?

“

I'm looking for a partner who can solve multiple problems at the same time – not just be a point solution. With Brainshark, I'm able to get them all in one package [from] one vendor, and it works together seamlessly.

”

Watch Mark's Story

### SUCCESS STORIES

Galderma



CareerBuilder

Extreme Networks





# What does your sales team **need**?

- Leads
- Context
- Resources

# What does your sales team **need**?

- Leads
- Context
- Resources

**#GrowWithHubSpot**



[#GrowWithHubSpot](#)



[#GrowWithHubSpot](#)

From: John Piccirillo <[REDACTED]>

Date: Wed, Dec 30, 2015 at 5:00 PM

Subject: I'm a new HubSpot customer - had a great sales experience

To: bnadol@hubspot.com

Ben,

I asked Dan Muscatello to give me your email. We just purchased Hubspot today and **the sales process was excellent.**

Dan did a great job understanding our needs, demo-ing the product, providing resources and references and working on the deal terms. He was **patient and yet kept the transaction moving.**

I deal with a lot of sales people and tech sales people and Dan **ranks among the best in my experience.** He's a real credit to your team and to the HubSpot brand. I am sure you know all this but it's always nice to get some good customer feedback.

All the best, we're looking forward to the on boarding, have a happy New Year

John

# PART III Transformation

A simple\* shift in mindset can transform your entire marketing and sales operation.



A simple\* shift in mindset can transform your entire marketing and sales operation.

**\*simple, not easy**



The sun's rays do not burn  
until brought to a focus.

- Alexander Graham Bell



And it **pays off.**

Inbound leads cost **66% less** than outbound leads.

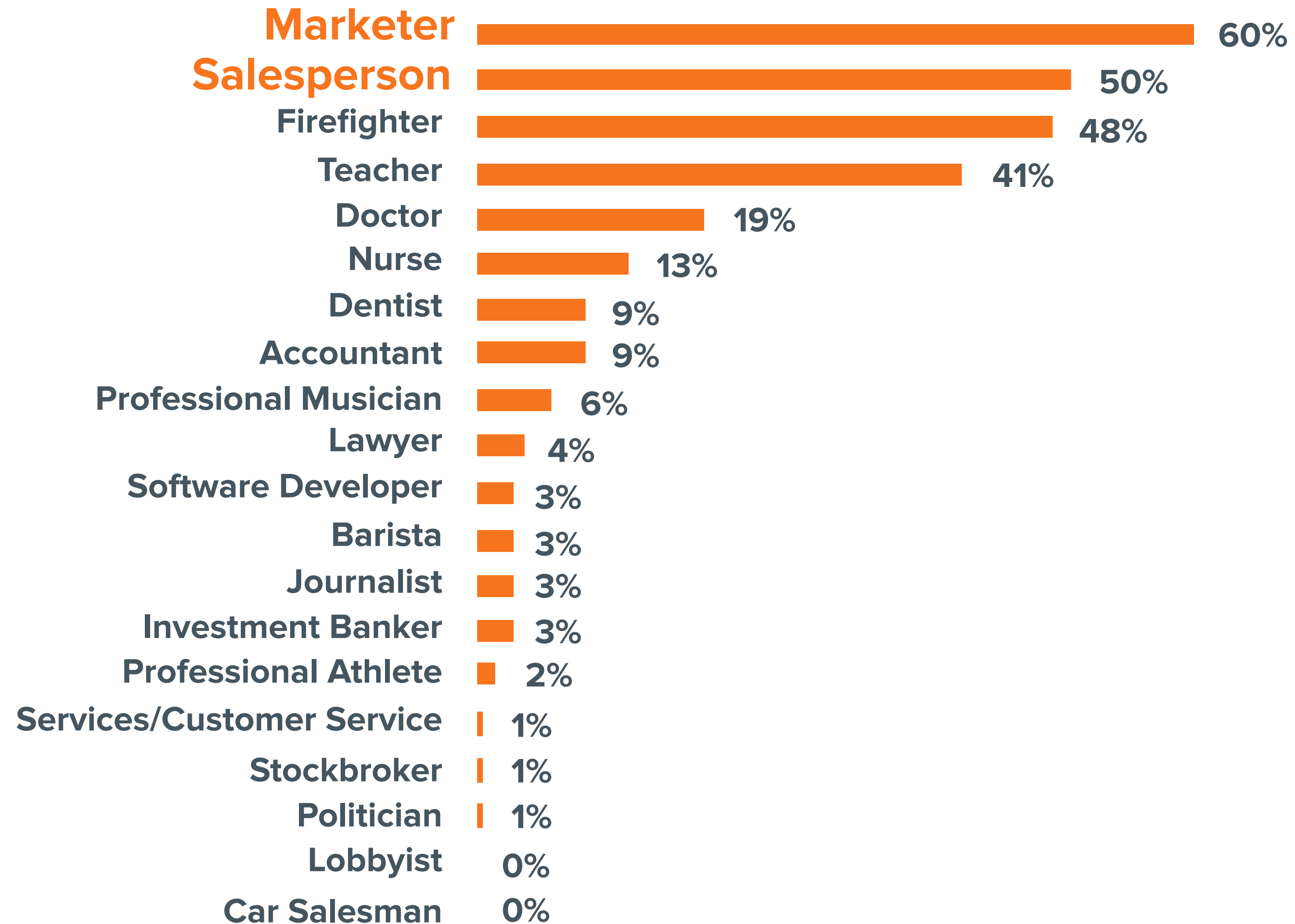
Inbound leads cost **66% less** than outbound leads.

Content marketing generates 3x as many leads as traditional outbound marketing, but costs **62% less**.

Marketers who have prioritized blogging are **13x more likely** to see positive ROI.

What are the history books  
going to write about us?

# Trusted professions in North America



②

## The Growth Playbook

Ellen Zehntner

Sales Manager, Small Business, HubSpot

@ELZclemson







Awareness

Conversions

Revenue

Blog

Social  
Media

SEO

Optimized  
Email

Landing  
Pages

Calls to  
Action

Sales  
Alerts

Closed  
Loop

# BIGLYTICS



# Inbound Marketing Campaign **Playbook**



**Targets**



Content



Distribute




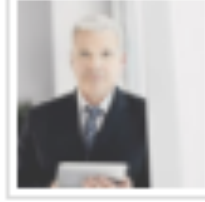
Nurture



Optimize


- [Reports dashboard](#)
- [Customize dashboard](#)

## Contacts All time + Add persona

Total	Leads	Marketing Qualified Contacts	Customers
<b>1,071</b>	<b>329</b>	<b>167</b>	<b>336</b>
 <b>Developer Dave</b> <small>12.70% 136</small>	40	17	47
 <b>Marketer Michael</b> <small>6.63% 71</small>	19	18	17
 <b>Sales Leader Sara</b> <small>70.12% 751</small>	232	118	244
 <b>Tech Exec Tony</b> <small>10.55% 113</small>	38	14	28




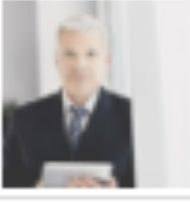
▾ compared to  ▾

## Marketing Performance in April ⚙️

Visits Today 

- Reports dashboard
- Customize dashboard

### Contacts All time Add persona

Total	Leads	Marketing Qualified Contacts	Customers
<b>1,071</b>	<b>329</b>	<b>167</b>	<b>336</b>
 <b>Developer Dave</b> 12.70% 136	40	17	47
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 <b>Tech Exec Tony</b> 10.55% 113	38	14	28

compared to

### Marketing Performance in April Settings

Visits	Leads	Marketing Qualified Contacts	Customers

Today

# Developer Dave

+ Add persona Print persona Edit persona Delete persona

← All personas

## Persona Lists

- All contacts 136
- Leads 40
- MQLs 17
- Customers 47

## Using personas

### Add to forms

Make sure your persona question is asked in your forms.


### Assign with workflows

Use lists and workflows to find and update existing contacts.

### Import contacts and tag them with the specific Persona name.

Import contacts and tag them with the specific Persona name.

## Mastering personas



I am a...

## Internal Notes

<b>Roles</b>	Data Scientist, Digital Analytics Manager, Director Business Operations, Business Analyst
<b>Goals</b>	Better data analysis to support company growth
<b>Challenges</b>	Not enough resources and not enough data from internal sources alone

## Demographics

<b>Age</b>	28 - 40
<b>Income</b>	100,000
<b>Education</b>	Bachelors and / or Master's Degree - probably in a technical field or possibly business

## Story

**Developer Dave needs some demographics.** Add demographic information about your persona. How old are they? What kind of education do they have?

[Add demographics](#)



**[Target Persona]** is a **[job title]** tasked with **[this goal]**, but has **[this challenge]** standing in the way.



# Inbound Marketing Campaign **Playbook**



Targets



**Content**



Distribute



Nurture



Optimize



# 74%

of online consumers get frustrated when content appears that has **nothing to do with their interests.**



# 74%

of online consumers get frustrated when content appears that has **nothing to do with their interests.**

# Content Creation

# Content Creation

## What Dave is Searching for:

- Better data analysis
- Big data
- Data sourcing
- Not enough data
- Data processing

# Content Creation

## What Dave is Searching for:

- Better data analysis
- Big data
- Data sourcing
- Not enough data
- Data processing

## Compelling Offer Ideas:

- Ebook: Big Data Trends
- Webinar: The Latest Big Data Algorithms
- Free Consultation: Is Big Data Right for Your Company?



# Content Creation Exercise

# Content Creation Exercise

What is [your persona] searching for?

- Keyword #1
- Keyword #2
- Keyword #3
- Keyword #4
- Keyword #5

# Content Creation Exercise

**What is [your persona] searching for?**

- Keyword #1
- Keyword #2
- Keyword #3
- Keyword #4
- Keyword #5

**What compelling offers would solve this problem?**

- Ebook?
- Webinar?
- Guide?
- Kit?
- Video?

**BIGLYTICS**

Big Data Trends

2016

Written by Kipp Bodnar

[#GrowWithHubSpot](#)

[Return to all campaigns](#)

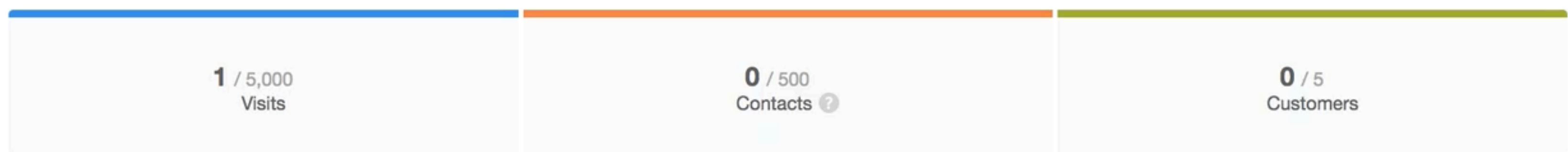
[Notify teammates](#) [Clone](#) [Delete](#)

# Ebook - Big Data Trends 2016

Created by Christine McLaughlin (cmclaughlin@hubspot.com) on May 5 2016 at 9:20 AM

Description	Start date	End date
Campaign to promote ebook "Big Data Trends 2016"	Apr 1 2016	Dec 31 2016

Show more info



## Convert Contacts

	0	0	0
	Visits	Contacts	Customers
Keywords <b>9</b> <a href="#">Create New or Associate</a>	0	0	0
Landing page <b>1</b> <a href="#">Create New</a>   <a href="#">Associate</a>	1	0	0

## Promote Campaign

	0	0	0
	Visits	Contacts	Customers
Emails <b>0</b>	0	0	0

Help

[Return to all campaigns](#)

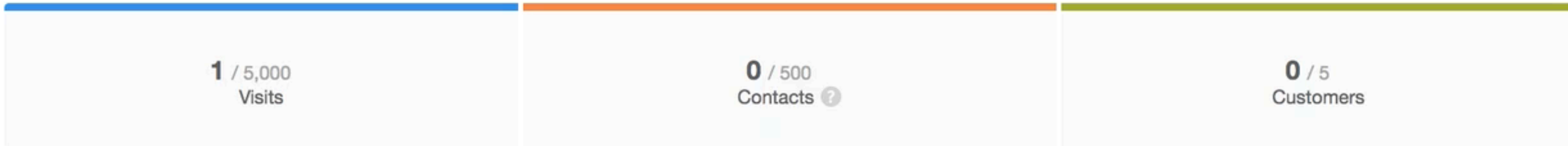
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## Promote Campaign

	0	0	0
	Visits	Contacts	Customers
Emails <b>0</b>	0	0	0

Help

Clear Headline



## BIG DATA TRENDS 2016



Image

Compelling Copy



LEARN WHAT'S IN STORE FOR BIG DATA THIS YEAR

### Big Data is Making a Big Impact

Grab this ebook to learn more about the trends that will impact big data in 2016, including:

- ✔ The convergence of IoT, the Cloud and Big Data
- ✔ The growth of NOSQL
- ✔ Algorithm markets, Apache Spark and more

### DOWNLOAD NOW

First Name

Last Name

Email\*

How would you describe yourself?

- Please Select -

Current Big Data Applications

GET EBOOK

Clear Next Steps



Form





Consumer's average attention span is **8 seconds**, 1 second less than a goldfish, dropping 4 seconds since 2000.





Consumer's average attention span is **8 seconds**, 1 second less than a goldfish, dropping 4 seconds since 2000.






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Industry

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All Forms

Tutorial



Details



Fields



Options



Embed

### Form Name

Internal name used for organization.

Ebook Form

### Submit Button Text

Get Ebook

### Used in

This form is used in 4 places.

View dependencies

### Submissions

There are currently 6 submissions

View submissions

Create list from submissions

Edit

Preview

Save form

1

### Default questions

These appear by default unless marked as smart . Smart rows are hidden once all of their fields have been filled out.

- First Name**  
 Single-line text
- Last Name**  
 Single-line text
- Email**  
 Single-line text
- How would you describe yourself**  
 Dropdown select
- Current Big Data Applications**  
 Single-line text



Drag fields to add to the default form.



Help

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Industry

Job Title

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BIG D

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# Inbound Marketing Campaign **Playbook**



Targets



Content



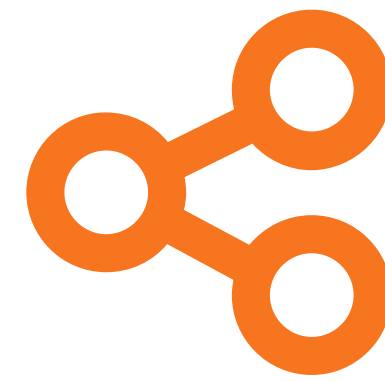
**Distribute**



Nurture



Optimize

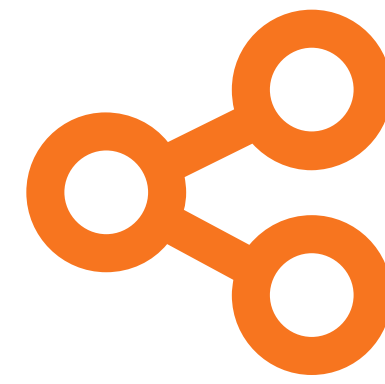




**Email**



**Blog**



**Social**



**Ads**

Campaigns integrating 4+ digital channels **outperformed** single or dual channel campaigns by

**300%**



Email

59%

of B2B marketers  
say email is the most effective  
channel for generating revenue.

From Christine McLaughlin <cmclaughlin@hubspot.com> Edit details
Subject line [New Ebook] Big Data Trends 2016
Preview text Get the latest information on big data trends and predictions for 2016.

HTML Plain text

Add a web version link for this email.

BIGLYTICS

Edit rich text module

Hi FIRSTNAME,

This is an important year for big data. As more businesses realize that data is critical in decision-making, the systems that support those decisions will need to evolve. This means more systems that support unstructured data, bigger data volumes than ever and more.

What does that mean for you? Don't worry, we've identified the top trends for 2016 and outlined everything you need to know in our latest ebook Big Data Trends in 2016

Help



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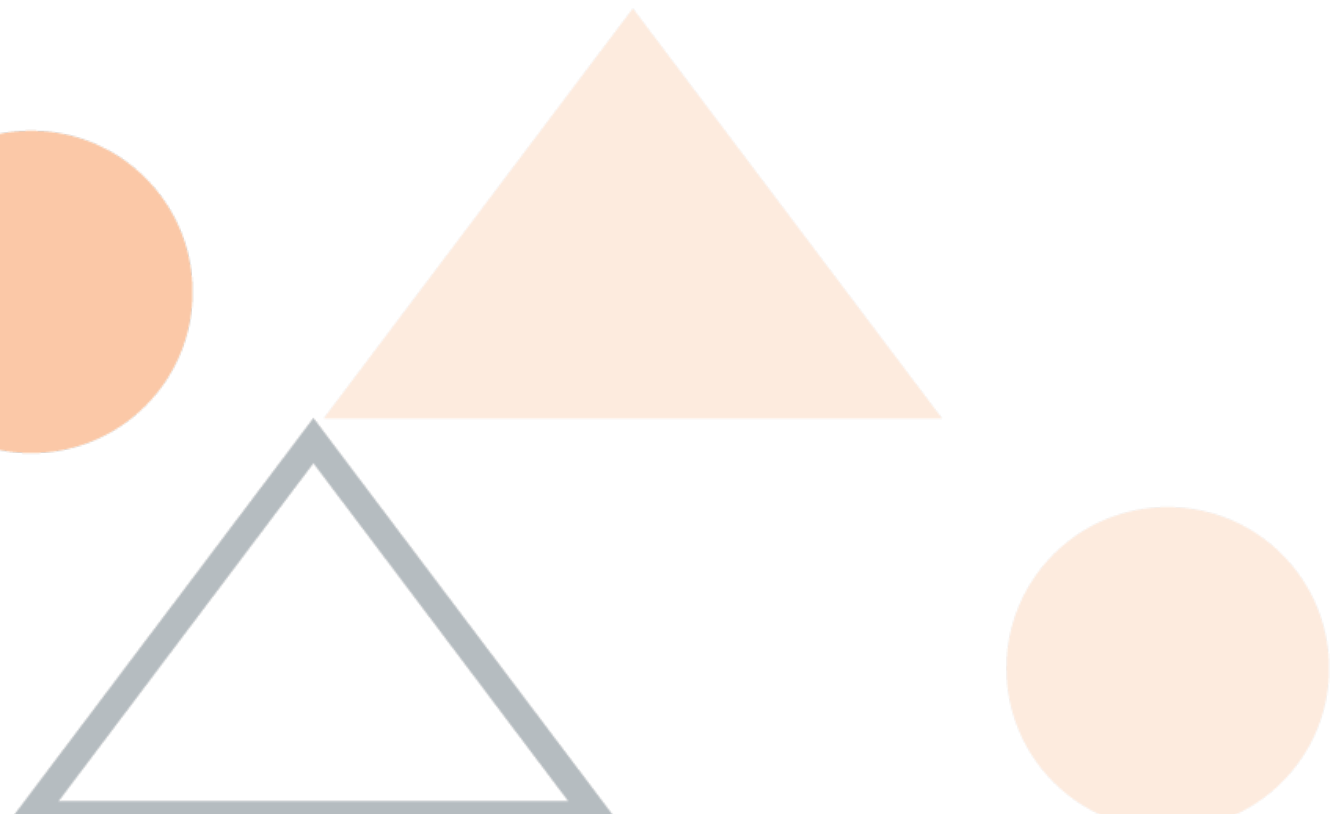
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Help



Never stop testing, and your advertising will never stop improving.

- David Ogilvy





# Blog



Apr 28, 2016 5:18:20 PM

# DOES BIG DATA WORK FOR SMBS?

## INTRODUCTION:

Your "how to" blog post should teach the reader how to do something by breaking it down into a series of steps.

Begin your blog post by explaining what problem you are going to solve through your explanation and be sure to include any relevant **keywords**. Add in a personal story to establish your credibility on this topic. And make sure to end your blog post with a summary of what your reader will gain by following your lead.

Need some inspiration? Check out these "How-To" examples from the HubSpot blog:

- ✓ [How to Write a Blog Post: A Simple Formula to Follow](#)
- ✓ [How to Do Keyword Research: A Beginner's Guide](#)
- ✓ [How to Write an Effective Meta Description \(Yes, They Still Matter\)](#)

Everyone seems to have their own big data stories -- does it really benefit SMBs?

Now deliver what you promised in the first section. This is the longest part of the post, so make it easy to read. Use short paragraphs, bullet lists, and bold headings to set different sections apart.

## SEARCH THIS SITE ON GOOGLE



## New Ebook

Big Data Trends in 2016

Learn about what's trending for Big Data this year.



Download Now



Apr 28, 2016 5:18:20 PM

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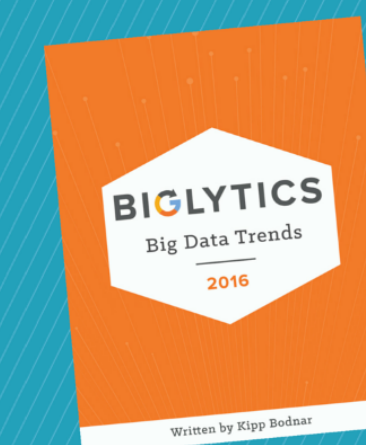
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Big Data Trends in 2016

Learn about what's trending for Big Data this year.



Download Now

Think you're too **niche** to blog?

# 16-20%

of searches on Google have  
**never** been searched before.

Phone 866.597.9298



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- Specials ♦ Shipping [International Credit] Returns ♦ Videos of Products ♦ SEARCH OUR SITE ♦ Pricing And On-Line Store ♦
- Global Plastic Sheeting Line Card ♦ CONTACT The Plastic Sheeting Gurus! ♦ Business Hours: 6:30 AM-4:30 PM ♦
- New Product Innovations!! ♦

### Browse by Tag

- plastic sheeting (8)
- ASTME-84 (2)
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- black plastic (2)
- carpet plastic (2)
- crawl space vapor barrier (2)
- fire Marshal (2)
- fire retardant black plastic for haunted houses (2)
- fluted plastic (2)
- HDPE (2)
- lettuce raft (2)
- HDPE (2)

♦ Plastic Sheeting Blog. Click on Home for all our product categories...

### Crawl Space Vapor Barrier Encapsulation Tips

Posted by The Plastic Sheeting Gurus! on Mon, May 11, 2015 @ 01:08

Find me on:

Tweet 1

Share 0

+1 0

**Do you have a crawl space vapor barrier in your crawl space? Is your crawl space encapsulated? Does it look anything like the picture below? Does it smell like old moldy sox, dead rodents or worse? Just because you have plastic sheeting/ crawl space vapor barrier on the floor doesn't mean your crawl space is correctly encapsulated.**





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100% increase in revenue



# Social

Social media has a

**100%**






higher lead-to-close rate  
than outbound marketing

# Social Media

[User Guide](#) | [Daily Checklist](#)



[Compose a message](#)

-  [Inbox \(3\)](#)
-  [Monitoring](#)
-  [Publishing](#)
-  [Reports](#)
-  [Settings](#)

- [Apps & Add-ons](#)
- [Follow Me Module](#)
- [Content Calendar](#)
- [Tracking URL Builder](#)
- [Publishing Schedule](#)
- [Email Notifications](#)

Published | **Scheduled (None)** | Unsuccessful

[Export](#) | [Filter Channels \(4/4\) ▾](#) | [This month to date ▾](#) | [All campaigns ▾](#)






<input type="checkbox"/>	Time	Message	Clicks	Interactions
You don't have any published messages. Let's <a href="#">compose a new one</a> .				

# Social Media

[User Guide](#) | [Daily Checklist](#)



[Compose a message](#)

-  [Inbox \(3\)](#)
-  [Monitoring](#)
-  [Publishing](#)
-  [Reports](#)
-  [Settings](#)

- [Apps & Add-ons](#)
- [Follow Me Module](#)
- [Content Calendar](#)
- [Tracking URL Builder](#)
- [Publishing Schedule](#)
- [Email Notifications](#)

Published Scheduled (None) Unsuccessful

[Export](#)

[Filter Channels \(4/4\)](#) ▾

[This month to date](#) ▾

[All campaigns](#) ▾

<input type="checkbox"/>	Time	Message	Clicks	Interactions
You don't have any published messages. Let's <a href="#">compose a new one</a> .				



# Ads




# 80%

of marketers use as least one paid channel to supplement their inbound efforts.



[← Back](#)

## Create a paid campaign




		
Google AdWords		LinkedIn
<a href="#">Create campaign</a>		<a href="#">Create campaign</a>

Is the Ads tool making advertising easier for you?

[Q](#) | [Help](#)

[← Back](#)

## Create a paid campaign

		
Google AdWords		LinkedIn
<a href="#">Create campaign</a>		<a href="#">Create campaign</a>

Is the Ads tool making advertising easier for you?

[Q](#) | [Help](#)

# Calendar

Create Task Schedule

May < >

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

Today < > May 2016 Day Week Month List

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4 Ebook - What is Big Data? (MQLs)	5 LP   Ebook: Big Data Trends 2016	6	7
8	9	10	11	12 Ebook - Big Data Trends - 2016 (Customer	13	14
15	16 Ebook - Big Data Trends - 2016 (Opportun	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

**Filter By**

- Content
  - Blog
  - Email
  - Recurring Email
  - Landing Page
  - Social
- Task Type

Campaign [edit](#)

- No Campaign Associated
- Biglytics Live - 2016
- Ebook - Big Data Trends 2016
- Ebook - What is Big Data?
- RS 2016-02 Biglytics Live Roadshow [Boston]

Help

[Return to all campaigns](#)

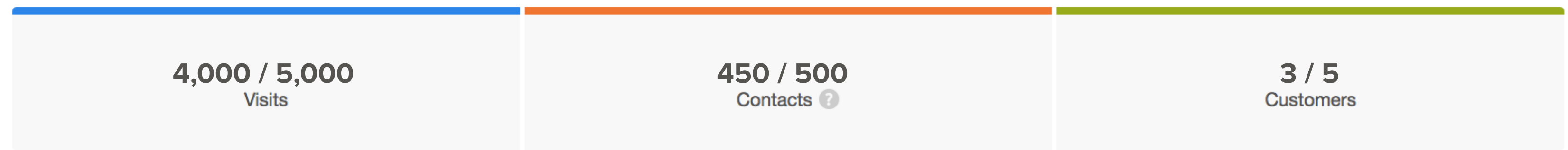
[Notify teammates](#) [Clone](#) [Delete](#)

# Ebook - Big Data Trends 2016

Created by Christine McLaughlin (cmclaughlin@hubspot.com) on May 5 2016 at 9:20 AM

Description	Start date	End date
Campaign to promote ebook "Big Data Trends 2016"	Apr 1 2016	Dec 31 2016

Show more info



## Convert Contacts

Category	Count	Visits	Contacts	Customers
Keywords	9	0	0	0
Landing page	1	1	0	0

## Promote Campaign

Category	Count	Visits	Contacts	Customers
Emails	0	0	0	0

Help

Return to all campaigns

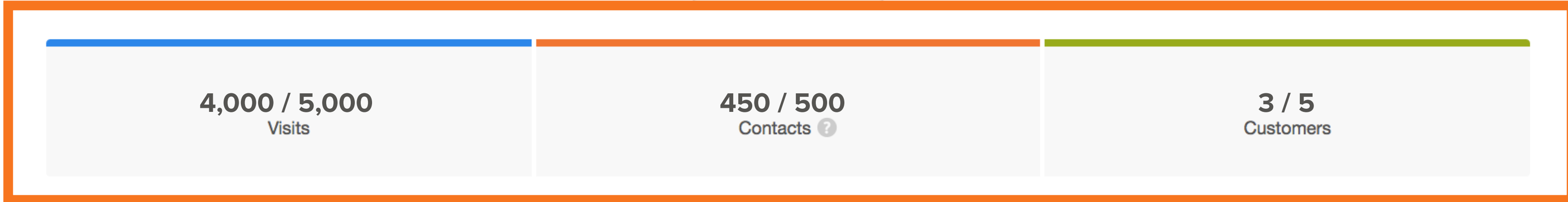
Notify teammates Clone Delete

# Ebook - Big Data Trends 2016

Created by Christine McLaughlin (cmclaughlin@hubspot.com) on May 5 2016 at 9:20 AM

Description	Start date	End date
Campaign to promote ebook "Big Data Trends 2016"	Apr 1 2016	Dec 31 2016

Show more info



## Convert Contacts

<p>Keywords <b>9</b> Create New or Associate</p>	0 Visits	0 Contacts	0 Customers
<p>Landing page <b>1</b> Create New   Associate</p>	1 Visits	0 Contacts	0 Customers

## Promote Campaign

<p>Emails <b>0</b></p>	0	0	0
----------------------------	---	---	---

Help



# Inbound Marketing Campaign **Playbook**



Targets



Content



Distribute



**Nurture**



Optimize

Nurtured leads  
produce, on average a

**20% increase**

**in sales opportunities versus  
non-nurtured leads.**



[← View all workflows](#)

# Lead Nurturing Workflow

[Enroll](#) [Test](#) [Clone](#) [Delete](#)

Workflow details

[Actions](#)

[Performance](#)

[History](#)

[Settings](#)

Created by Christine McLaughlin  
on Apr 26 2016 3:14 PM


Description


Add a description...

OFF Workflow is inactive. Click to review and activate.

<b>0</b> Total contacts enrolled	<b>0</b> Active contacts	No goal set. <a href="#">Set a goal?</a> <a href="#">Read more about goals.</a>
-------------------------------------	-----------------------------	--


**Welcome!** Enjoy exploring the new Workflows app. You can switch back to the old app any time you like.  
[Learn more about Beta Workflows](#) | [Switch back](#)

 **Automatically** ▾ enroll contacts when they meet these criteria:

 Contact has filled out **Ebook Form** on **LP | Ebook: Big Data Trends 2016**.

and...

or...

 [Help](#)

[← View all workflows](#)

# Lead Nurturing Workflow

[Enroll](#) [Test](#) [Clone](#) [Delete](#)

Workflow details

[Actions](#)

[Performance](#)

[History](#)

[Settings](#)

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-------------------------------------	-----------------------------	--

**Welcome!** Enjoy exploring the new Workflows app. You can switch back to the old app any time you like.  
[Learn more about Beta Workflows](#) | [Switch back](#)

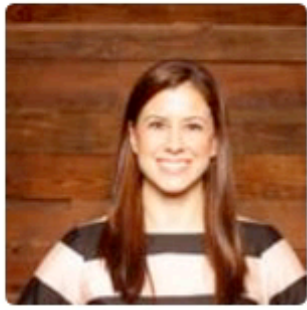
 **Automatically** ▾ enroll contacts when they meet these criteria:


 Contact has filled out **Ebook Form** on **LP | Ebook: Big Data Trends 2016**.


and...

or...

 [Help](#)



**Laurie Aquilante** 

 Job title

Some of this contact's activity has been excluded based on their IP address. [Learn more](#)

**ABOUT LAURIE**

First Name Laurie

Last Name Aquilante

Email [laquilante@hubspot.com](mailto:laquilante@hubspot.com)

Phone Number \_\_\_\_\_

Last Contacted \_\_\_\_\_

Lifecycle Stage Lead

HubSpot Owner \_\_\_\_\_

Twitter Username laquilante

[View all properties](#)

**DEALS**

[+ New deal](#)

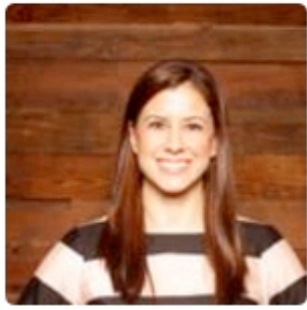
[New note](#) [Email](#) [Call](#) [+ Log activity](#) [Create task](#) [Schedule](#)


Start typing to leave a note...


**B I U** 9 sans-serif **A**

Filter timeline (14/23)

- MAY 2016**
- Laurie Aquilante submitted [Ebook Form](#) on [Home](#) 05/05/2016 at 10:54 AM EDT
  - No properties updated.
  - Laurie Aquilante submitted [Ebook Form](#) on [Big Data Trends 2016](#) 05/05/2016 at 10:42 AM EDT
  - No properties updated.
  - Laurie Aquilante was added to [Developer Dave Persona - All Contacts](#) 05/05/2016 at 10:40 AM EDT
  - Laurie Aquilante was added to [Developer Dave Persona - Leads](#) 05/05/2016 at 10:40 AM EDT
  - Laurie Aquilante lifecycle changed to "lead" 05/05/2016 at 10:33 AM EDT
  - Laurie Aquilante submitted [Ebook Form](#) on [Big Data Trends 2016](#) 05/05/2016 at 10:33 AM EDT



**Laurie Aquilante** 

 Job title

Some of this contact's activity has been excluded based on their IP address. [Learn more](#)

**ABOUT LAURIE**

First Name Laurie

Last Name Aquilante

Email [laquilante@hubspot.com](mailto:laquilante@hubspot.com)

Phone Number \_\_\_\_\_

Last Contacted \_\_\_\_\_

Lifecycle Stage Lead

HubSpot Owner \_\_\_\_\_

Twitter Username [laquilante](#)

[View all properties](#)

**DEALS**

[+ New deal](#)

- New note
- Email
- Call
- + Log activity
- Create task
- Schedule

Start typing to leave a note...

**B I U** 9 sans-serif **A**

Filter timeline (14/23)

**MAY 2016**

- Laurie Aquilante submitted [Ebook Form](#) on [Home](#) 05/05/2016 at 10:54 AM EDT
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- Laurie Aquilante lifecycle changed to "lead" 05/05/2016 at 10:33 AM EDT
- Laurie Aquilante submitted [Ebook Form](#) on [Big Data Trends 2016](#) 05/05/2016 at 10:33 AM EDT

# BIGLYTICS

*Edit rich text module*

Hi **FIRSTNAME**,

**FIRSTNAME** **LASTNAME** at **COMPANY** just viewed the pricing page. Follow up ASAP to see how you can help them out.

## Details

First Name: **FIRSTNAME**

Last Name: **LASTNAME**

Company: **COMPANY**

Email: **EMAIL**

Phone: **PHONE**

Salesforce ID: **SALESFORCECONTACTID**

Reach out with any questions!

Christine

*Add social media sharing*



# BIGLYTICS

Hi Roxanne McCool,

Laurie Aquilante at just viewed the pricing page. Follow up ASAP to see how you can help them out.

## Details

First Name: Laurie

Last Name: Aquilante

Company:

Email: laquilante@hubspot.com

Phone:

Salesforce ID:

Reach out with any questions!

Christine

# CRM



# HubSpot CRM

The screenshot displays the HubSpot CRM interface. At the top, there are navigation tabs for CRM, Contacts, Companies, Deals, Tasks, and Settings. A search bar and a user profile icon are also visible. The main area shows a list of contacts with columns for First Name, Last Name, Company, Email, Last Contacted, and Phone. A sidebar on the left offers filtering options and contact information fields. An action bar at the bottom provides options like New note, Email, Call, Log activity, and Create task. A detailed view for 'Quantify.ly' is overlaid on the right, showing company details and an 'ABOUT' section.

	First Name	Last Name	Company	Email	Last Contacted	Phone
<input type="checkbox"/>	Jose	Carroll	Vimbo	j.carroll@vimbo.com	07/25/2014	(346) 34
<input type="checkbox"/>	Dorothy	Collins	Wikivu	d.collins@wikivu.org	07/25/2014	(601) 9
<input type="checkbox"/>	Harold	Powell	SkyNoodle	h.powell@		
<input type="checkbox"/>	Jonathan	Hamilton	Zoonder	j.hamilton		
<input type="checkbox"/>	Nicole	McDonald	Diva Noodle	n.mcdona		
<input type="checkbox"/>	Michael	Clark	Trudeo HR	m.clark@		
			Roombo	raymond.		
			Skipstorm	j.welch@s		
			Roomm	c.cooper@		
			Yombu	v.gonzale		

**Quantify.ly**  
quantify.ly

**ABOUT**

Name	Quantify.ly
Company Domain	quantify.ly
Annual Revenue	10000000
Number of Employ...	200
Description	09/06/2014



Setup progress (5/7)



Expand ▾

All contacts ▾  
 1,072 contacts • Standard view

◀ Back

Filter contacts by...

Search properties

CONTACT INFORMATION

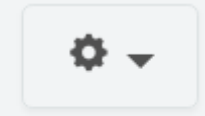
- Annual Revenue
- + Associated company
- Associated Deals
- Became a Customer Date
- Became a Lead Date
- Became a Marketing Qualified Lead Date
- Became a Sales Qualified Lead Date

View options

- Create view
- Clone this view
- Make this view default
- Export all in view
- Create report from view

Search all contacts in this view...

+ Add contact



<input type="checkbox"/>	Name	Email	Phone Number	Lead Status	Create Date
<input type="checkbox"/>	Loren Scott	lscott@hubspot.com	-	-	04/27/2016
<input type="checkbox"/>	Sarah Cobb	scobb@hubspot.com	-	-	04/26/2016
<input type="checkbox"/>	Christine McLaughlin	cmclaughlin@hubspot.com	-	-	04/26/2016
<input type="checkbox"/>	Nora Edmo	nedmonds@colgate.edu	-	-	04/26/2016
<input type="checkbox"/>	Ashley Gelineau	agelineau@hubspot.com	-	-	04/21/2016
<input type="checkbox"/>	Karl Fischmann	karl@hubspot.com	-	-	04/20/2016
<input type="checkbox"/>	kyle mckay	kmckay@hubspot.com	-	-	04/19/2016
<input type="checkbox"/>	Alex Hanbury	ahanbury@hubspot.com	-	-	04/19/2016
<input type="checkbox"/>	Nathan Hodge	nate.hodge80@gmail.com	-	-	04/19/2016

🔍 Help



Setup progress (5/7)



Expand ▾

All prospects ▾  
 25,358,714 prospects • Standard view

◀ Back

Filter prospects by...

---

PROSPECTS

- Address
- City
- Country
- Domain
- Facebook Company Page
- Industry
- Is Public
- LinkedIn Bio
- LinkedIn Company Page
- Max Employees

View options

- Create view
- Clone this view
- Make this view default

# Prospects

WEBSITE VISITS COMPANY INSIGHTS

<input type="checkbox"/>	Name		Domain	Industry	Recent News Date	Postal Code
<input type="checkbox"/>	Family	+	familylaw-wardlegal.com	-	05/03/2016	22030
<input type="checkbox"/>	A-solution	+	a-solution.be	-	05/03/2016	-
<input type="checkbox"/>	Newes	+	newes.eu	-	05/03/2016	-
<input type="checkbox"/>	The Honor Foundation	+	thehonorfoundation.org	-	05/03/2016	21010
<input type="checkbox"/>	Researchful, Inc.	+	researchful.com	-	05/03/2016	-
<input type="checkbox"/>	Using	+	using.net	-	05/03/2016	-
<input type="checkbox"/>	Reality	+	reality.com.au	-	05/03/2016	-
<input type="checkbox"/>	Production	+	production.fr	-	05/03/2016	-
<input type="checkbox"/>	Google	+	marketingideasinc.com	Computer Software	05/03/2016	T5M 1V1
<input type="checkbox"/>	Production : Association	+	lemonfort.fr	-	05/03/2016	75015
<input type="checkbox"/>	Google	+	google.mw	-	05/03/2016	94043
<input type="checkbox"/>	Product and Company	+	cvarentals.ca	-	05/03/2016	-

Fit to page ▾


Help




Setup progress (5/7)




Expand ▾

All deals  ▾

Standard view

 All deals

 Add filter

---


**View options**

- Create view
- Clone this view
- Make this view default
- Export all in view
- Create report from view

  Search all deals in this view...

[+ Add deal](#)

 ▾


Proposal/Price Quote	1	Opportunity Creation	0	Early Discovery & Qua...	0	Stakeholder Identifica...	0	Demo/POC Delivery	0	Business Owner l
<p>Subscription Upgrade</p> <p><b>\$50,000</b></p> <p>Close date: 02/01/2018</p> 										
<b>Total: \$50,000</b>		<b>Total: \$0</b>		<b>Total: \$0</b>		<b>Total: \$0</b>		<b>Total: \$0</b>		<b>Total: \$0</b>

 [Help](#)


Setup progress (5/7)




Expand ▾

All deals  ▾

Standard view


 All deals

 Add filter


---


**View options**

- Create view
- Clone this view
- Make this view default
- Export all in view
- Create report from view

  Search all deals in this view...

[+ Add deal](#)

 ▾

Proposal/Price Quote	1	Opportunity Creation	0	Early Discovery & Qua...	0	Stakeholder Identifica...	0	Demo/POC Delivery	0	Business Owner l
<p>Subscription Upgrade</p> <p><b>\$50,000</b></p> <p>Close date: 02/01/2018</p> 										
<b>Total: \$50,000</b>		<b>Total: \$0</b>		<b>Total: \$0</b>		<b>Total: \$0</b>		<b>Total: \$0</b>		<b>Total: \$0</b>

 [Help](#)

[hubspot.com/gwh-crm](https://hubspot.com/gwh-crm)



**#GrowWithHubSpot**



# Inbound Marketing Campaign **Playbook**



Targets



Content



Distribute



Nurture



**Optimize**



The biggest room in the world  
is the one for improvement





The biggest room in the world  
is the one for improvement



# Sources [User Guide](#)

[Save as report](#)

- [Reports home](#)
- [Reports dashboard](#)
- Sources**
- [Page performance](#)
- [Keywords](#)
- [Competitors](#)
- [Events](#)
- [Reports settings](#)

Report actions

[Export current view](#)

[Trends & Suggestions](#)

React to your current trends.

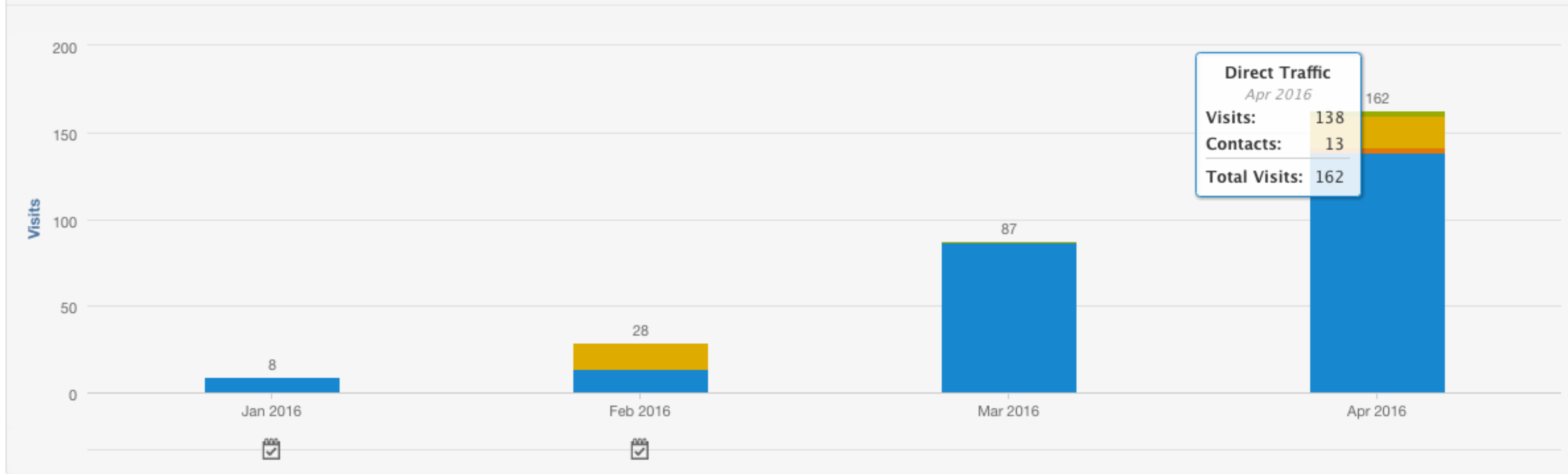
[Tracking URL builder](#)

Build links to track your marketing campaigns.

Data last updated 3 hours ago.

This year to date
All domains
Select report...

Standard
Cumulative
Visits
 Show offline sources
  Show visits-to-contacts rate
 [+ Add marketing action](#)



Source	Visits	%	Contacts	%	Customers	%
<b>Organic Search</b> Google, Bing, Yahoo, etc.	4	0.0%	0	0.0%	0	0.0%
<b>Referrals</b> Links on other sites	33	3.0%	1	0.0%	0	0.0%
<b>Email Marketing</b>	3	0.0%	0	0.0%	0	0.0%

# Sources [User Guide](#)

[Save as report](#)

- [Reports home](#)
- [Reports dashboard](#)
- Sources**
- [Page performance](#)
- [Keywords](#)
- [Competitors](#)
- [Events](#)
- [Reports settings](#)

Report actions  
[Export current view](#)

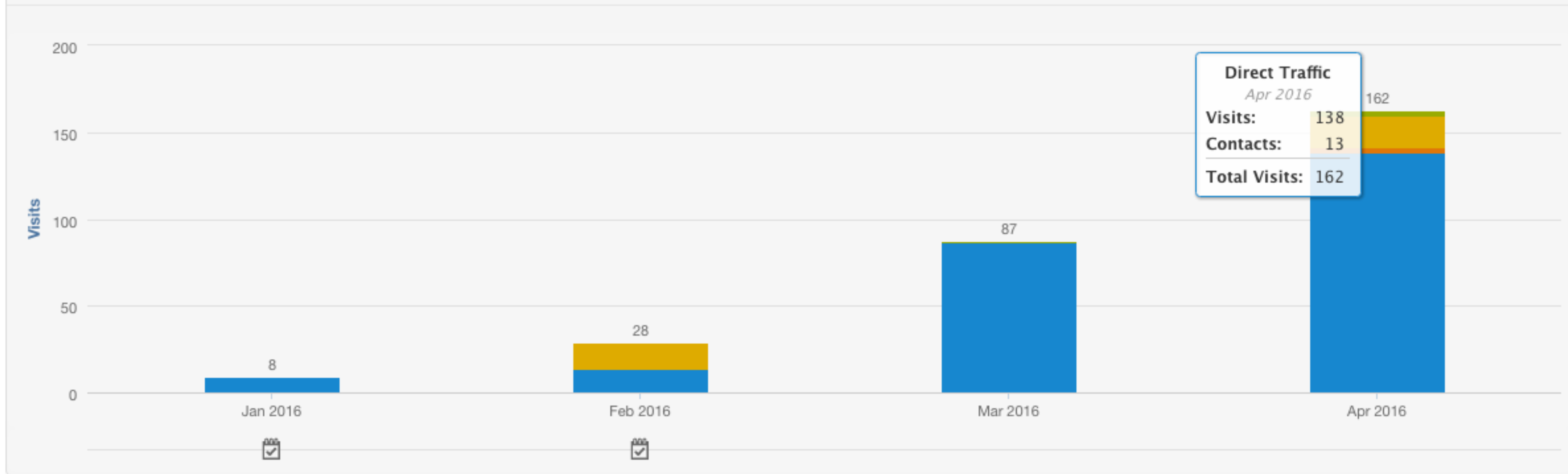
[Trends & Suggestions](#)  
 React to your current trends.

[Tracking URL builder](#)  
 Build links to track your marketing campaigns.

Data last updated 3 hours ago.

📅 This year to date
🌐 All domains
📄 Select report...

Standard
Cumulative
Visits
 Show offline sources
  Show visits-to-contacts rate
 + Add marketing action



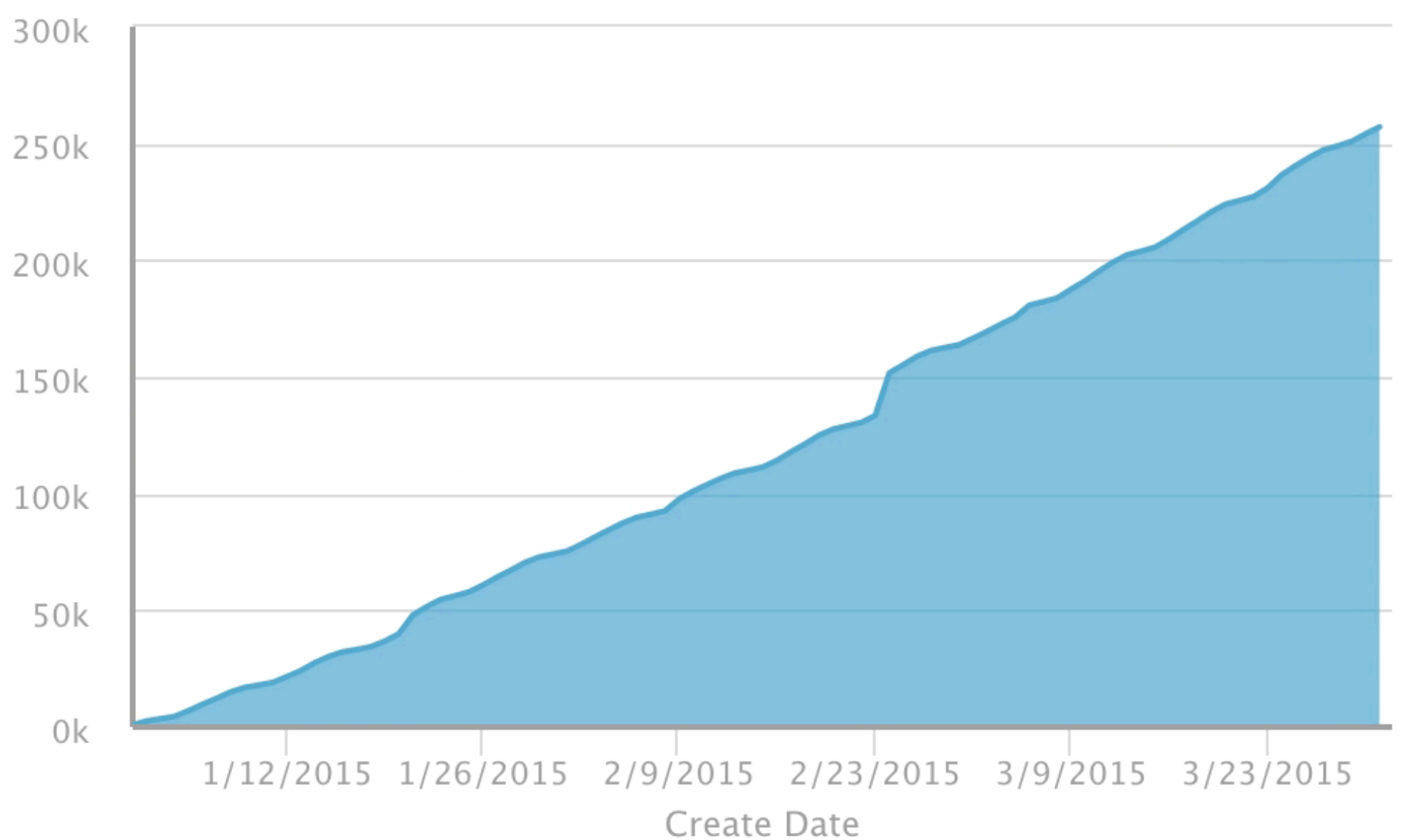
Source	Visits	%	Contacts	%	Customers	%
<b>Organic Search</b> Google, Bing, Yahoo, etc.	4	0.0%	0	0.0%	0	0.0%
<b>Referrals</b> Links on other sites	33	3.0%	1	0.0%	0	0.0%
<b>Email Marketing</b>	3	0.0%	0	0.0%	0	0.0%

# DEMO: Small Marketing Team Dashboard

From 1/1/2015 to 3/31/2015

+ Add report

## New Contacts



Count of Contacts

## Marketing Qualified Leads by Source

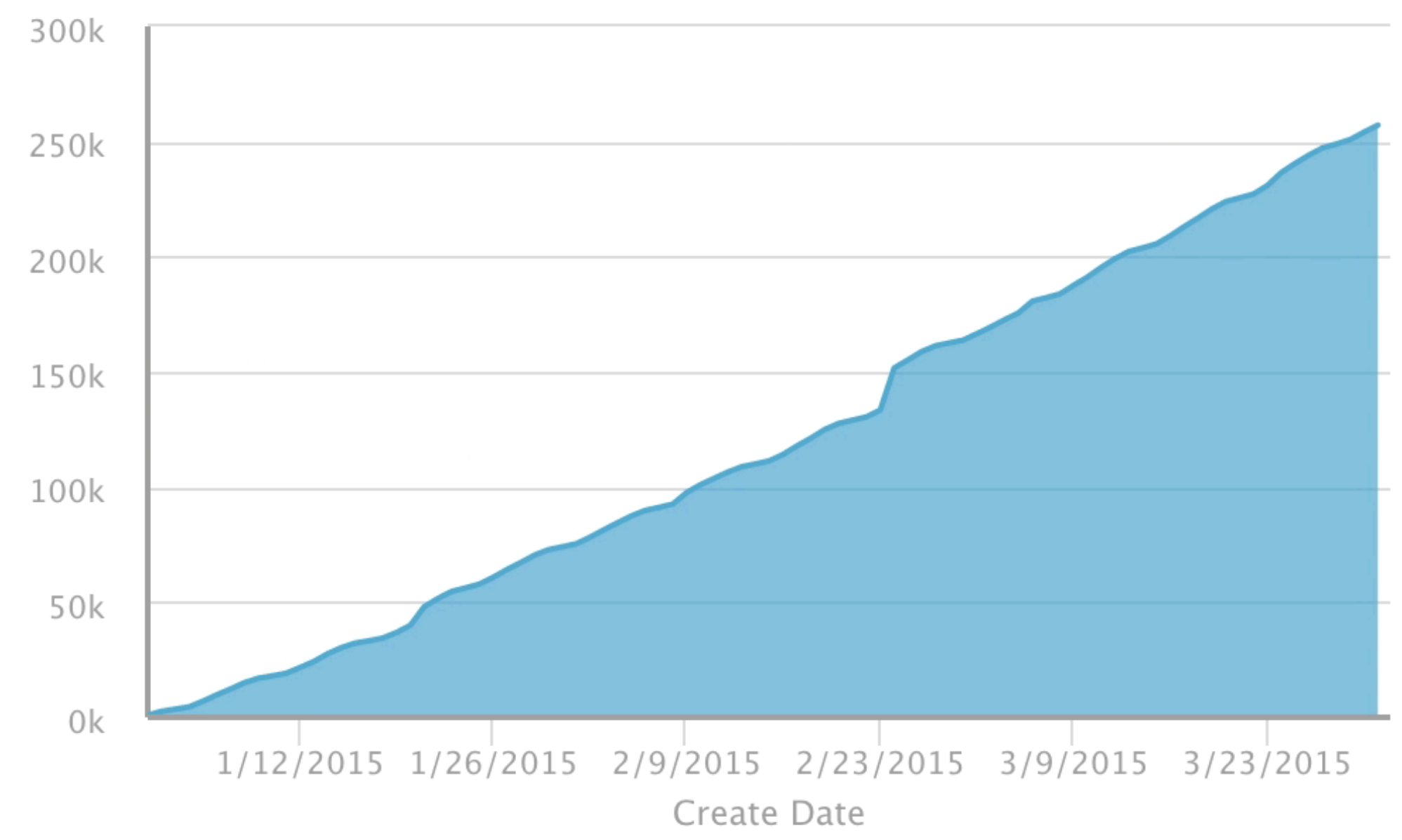
Original Source Type	Count of Contacts
Organic Search	9,795
Direct Traffic	8,146
Other Campaigns	6,073
Email Marketing	2,629
Referrals	1,685
Offline Sources	1,441
Social Media	1,398
Paid Search	614

# DEMO: Small Marketing Team Dashboard

From 1/1/2015 to 3/31/2015

+ Add report

## New Contacts



Count of Contacts

## Marketing Qualified Leads by Source

Original Source Type	Count of Contacts
Organic Search	9,795
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Other Campaigns	6,073
Email Marketing	2,629
Referrals	1,685
Offline Sources	1,441
Social Media	1,398
Paid Search	614



# Inbound Marketing Campaign **Playbook**



Targets



Content



Distribute



Nurture



Optimize



Awareness

Conversions

Revenue



*Datanyze* 

*Datanyze* 



*Datanyze* 

**135%**

Increase in traffic

*Datanyze* 

**135%**

Increase in traffic

**5X**

Increase in leads



**135%**

**5X**



**23%**

lead to customer  
conversion







60%

Increase in traffic

36%

Increase in leads

110%

Increase in  
revenue



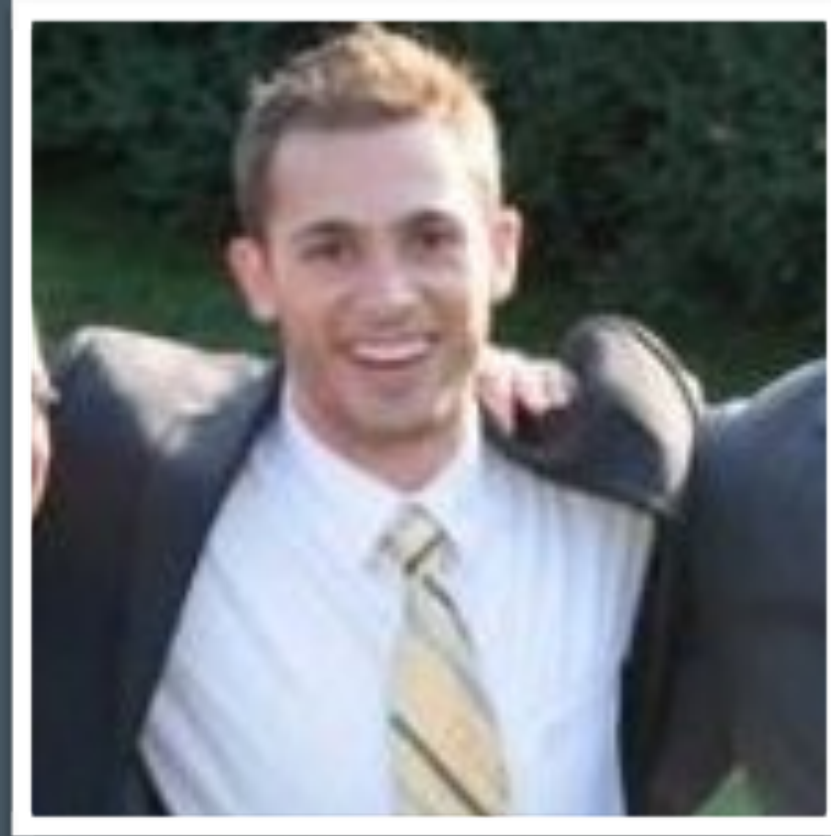
[#GrowWithHubSpot](#)





#GrowWithHubSpot

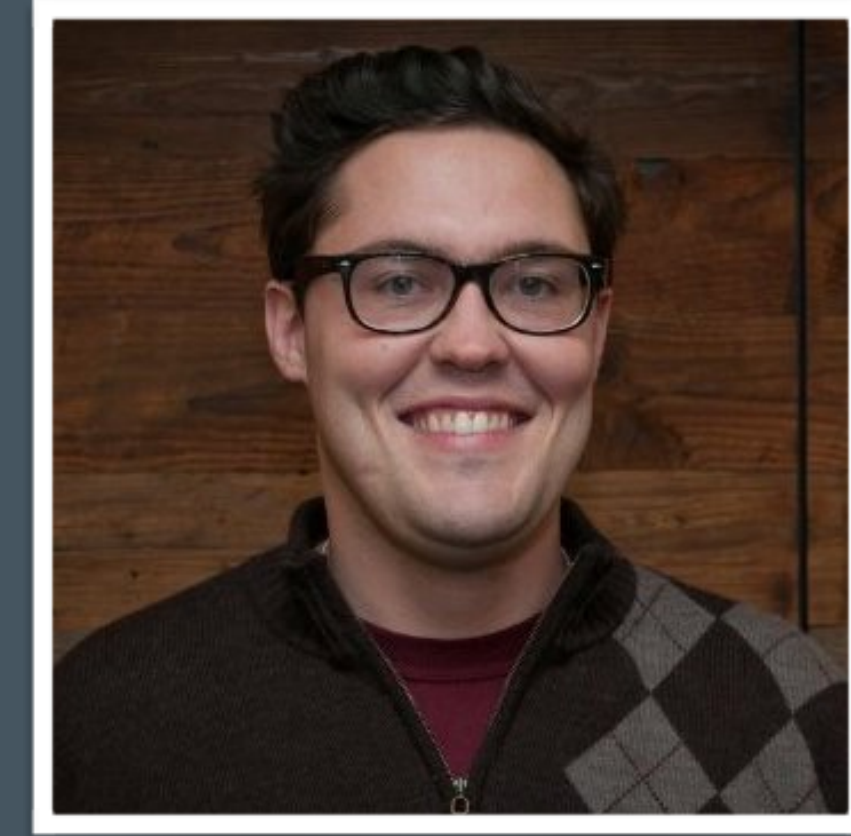
# Growth Experts



Chadd Steinhauser



Lee Farwell



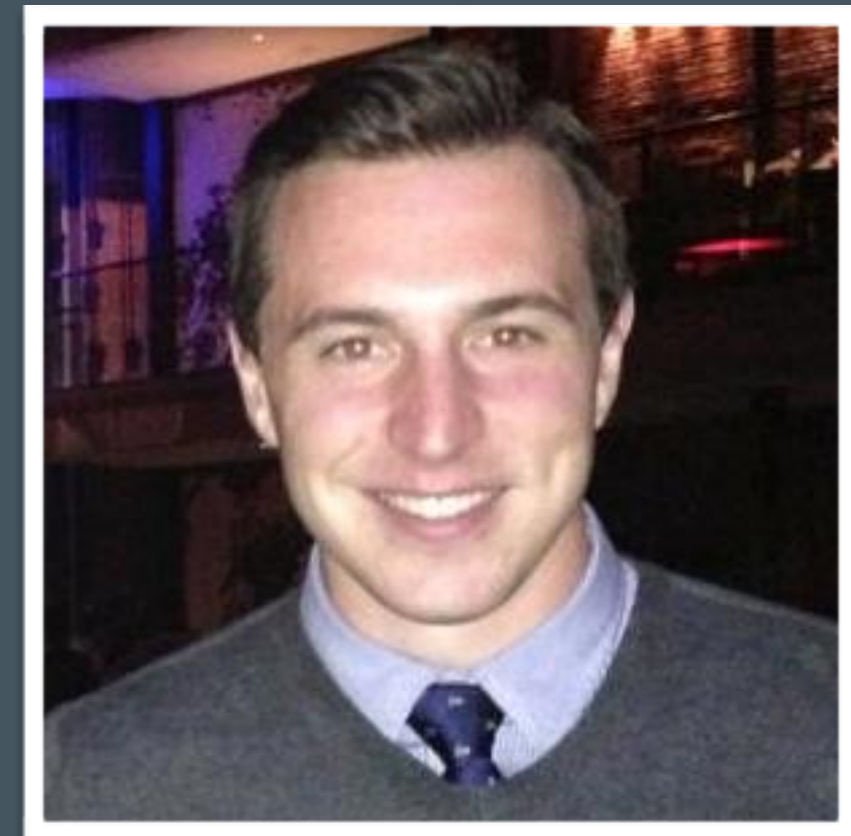
Matthew Hambor



Michael Rogewitz



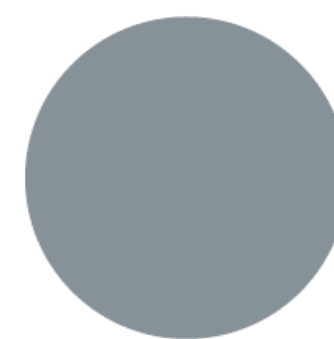
Rebecca Rostowsky



Robert Barnes



# Coffee Break until 3:15



③

## Customer Growth Panel

Janna Erickson

Field Marketing Manager, HubSpot

@BostonJanna





**Bret Peters**

CMO

Fig Leaf Software



**Shannon King**

Marketing Manager

Sonatype



**Eren Koont**

VP of Marketing

Protenus

# Marketing Technology Landscape

August 2011

# August

# 2011



External Promotion Customer Experience Marketing Management

by Scott Brinker @chiefmartec <http://www.chiefmartec.com>



# More customers than any other marketing platform.



---

Business services

Consulting

Financial Services

Manufacturing

Recruiting

Consumer Services

Environmental

Healthcare

Media

Software/Tech

Communications

Event Services

Legal Services

Mechanical

Travel & Leisure

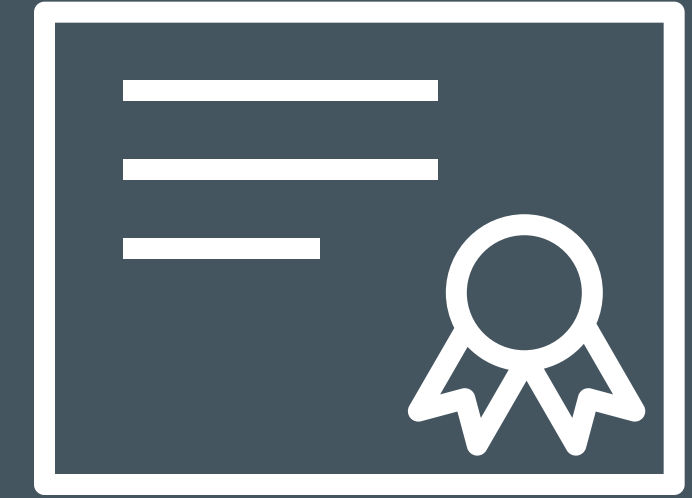


# HubSpot Academy





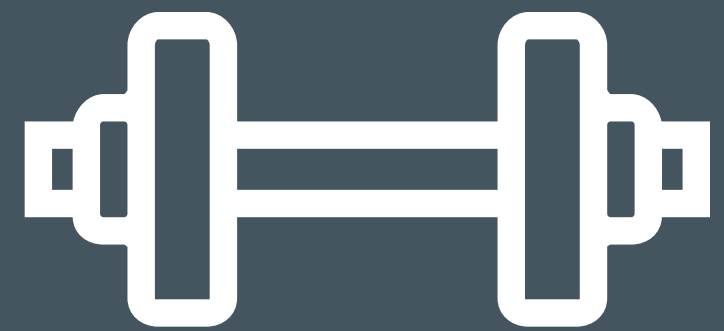
Broadcasts



Certifications



Community



Training



Projects

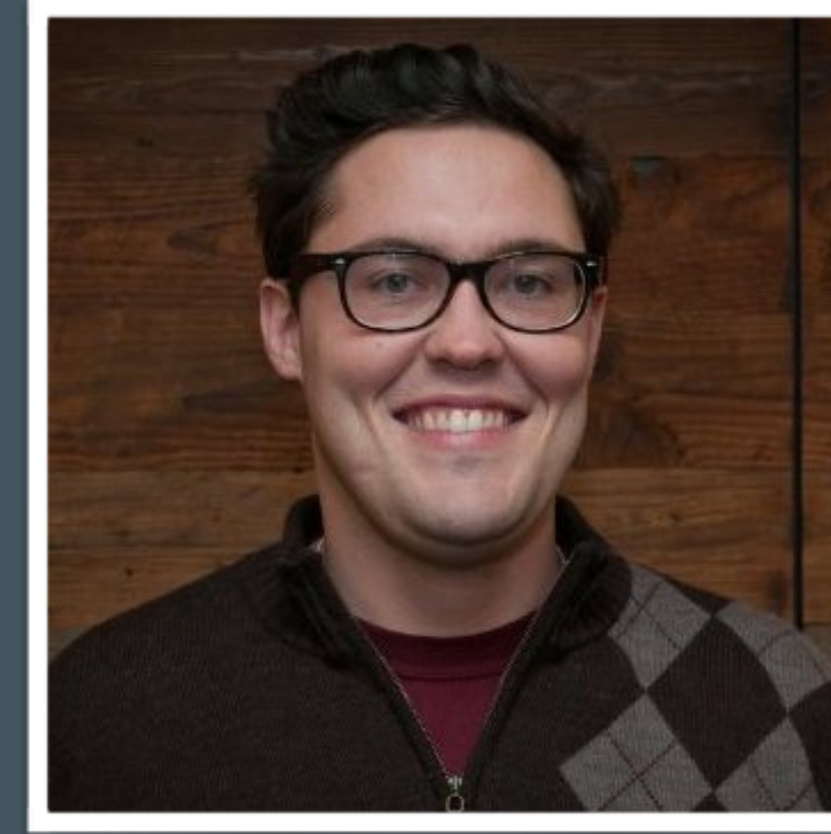
# Growth Experts



Chadd Steinhauser



Lee Farwell



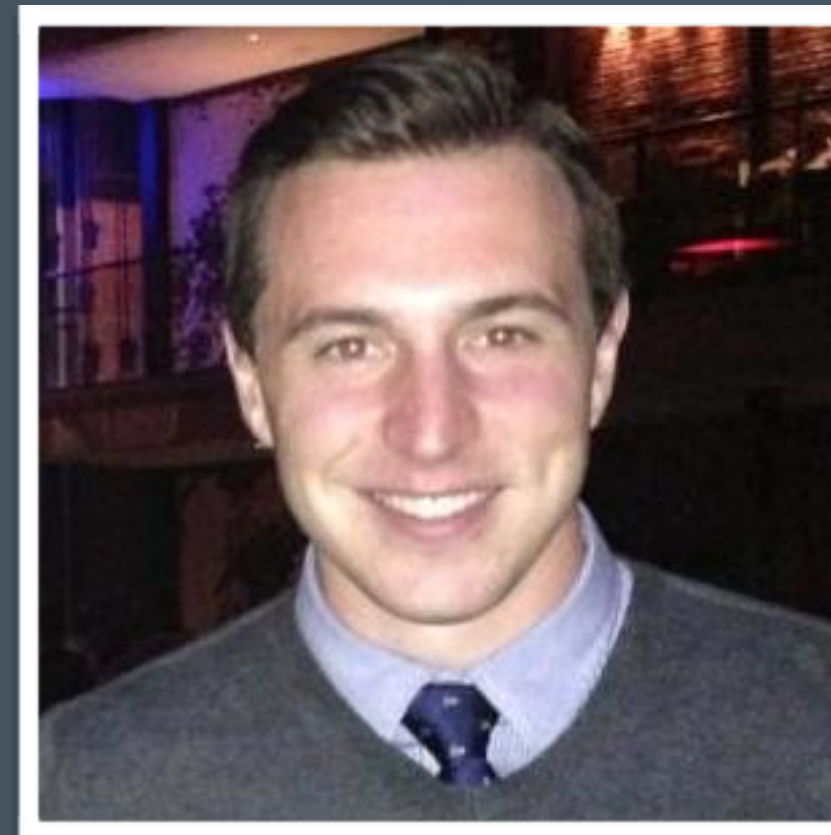
Matthew Hambor



Michael Rogewitz



Rebecca Rostowsky



Robert Barnes

What's our **grade**?



What's our **grade**?



# INBOUND 2016

Use the Grow with HubSpot discount code:

**GWH200**



**Thanks for coming!**

GWH200