

How to get started with

inbound

Marketing:

Inbound
Marketing
SLC

Fit Marketing
Sandy UT
Feb 27th, 2014



Nick
Salvatoriello

nicksalinbound.com

Customer Training Team
@HubSpot

HubSpot
Academy 

> academy.hubspot.com

@NickSalinbound
#IMSLC

THE OBJECTIVES

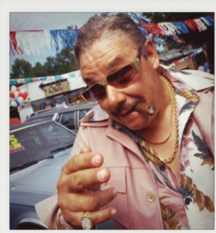
- 1 Understand what is inbound
- 2 Understand how it works
- 3 Get started (FREE STUFF!)



1 WHAT IS INBOUND?



MARKETING HAS A **lovability** PROBLEM.



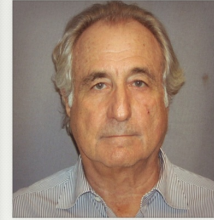
Car Salesman



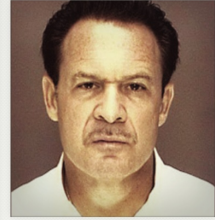
Lobbyists



Marketers



Stockbrokers



Lawyers



Less Lovable

More Lovable

The way we live has changed.

	1990	2000	2010
Hours Worked	9-5	8-6+	Whenever
Office	4 Walls	Open Cubicles	iPhone
Internet	None	Email & Web Research	Everything in the Cloud
Learn About Products	Tradeshows, Ads, Print Publications, Sales Reps	Tradeshows & Google	Social Media, Google, Freemium
Buying Process	Sales Rep in Office & Golf Course	Sales Rep on Phone / Web	No Sales Rep

The old marketing 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

A woman with dark hair in a bun, wearing a white button-down shirt, is sitting at a desk in an office. She has her hands pressed against her face, looking down with a stressed or frustrated expression. In front of her is a silver laptop. To the left of the laptop is a white telephone. In the background, there is a large window looking out onto a city skyline with a green plant on the desk to the left.

84%

of 25-34 year-olds have left
a favorite website because of
intrusive or irrelevant advertising.

The customer is in control.



NO ONE WAKES UP
AND SAYS:

“I want to see an ad.”



SO WHY DO MARKETERS
WAKE UP AND SAY:

“Let’s make an ad”?



“Audiences everywhere are tough. They don’t have time to be bored or brow beaten by orthodox, old-fashioned advertising.

We need to stop interrupting what people are interested in and instead **be** what people are interested in.”

CRAIG DAVIS

CHIEF CREATIVE OFFICER, WORLDWIDE

J. WALTER THOMPSON (WORLD’S 4TH LARGEST AD AGENCY)

In order to attract customers,
marketers have to provide them with
something they will love.





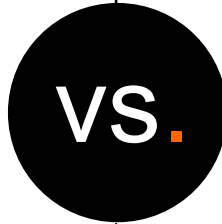
Inbound

Marketing
people love.

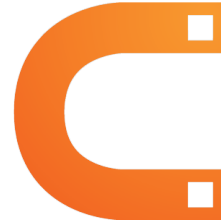
TRADITIONAL



Cold Calling
Cold Emails (SPAM)
Interruptive Ads
Marketer - Centric

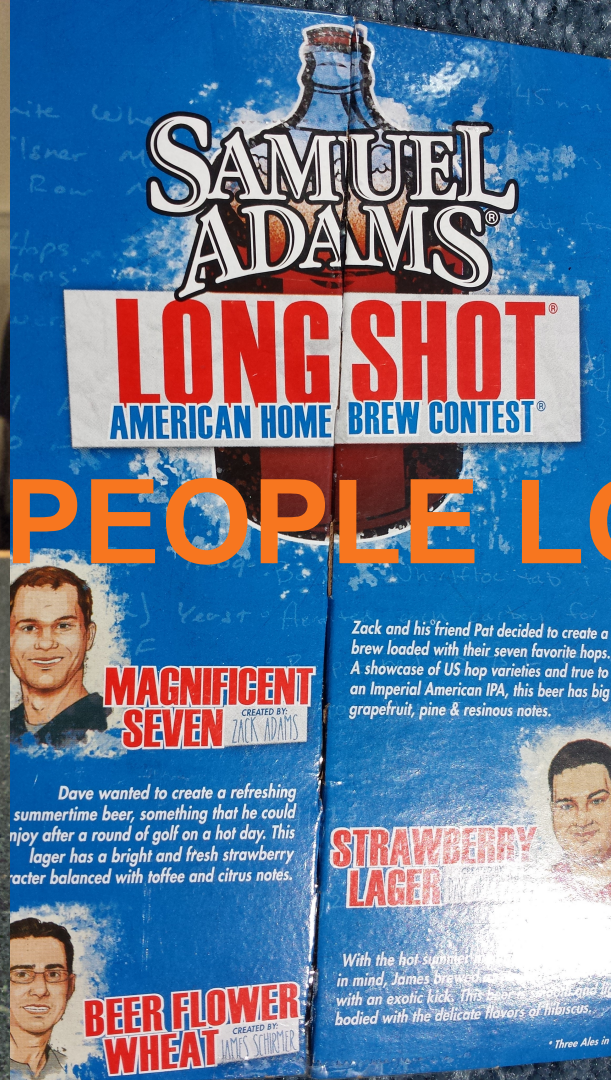


INBOUND



SEO
Blogging
Attraction
Customer - Centric

MARKETING PEOPLE LOVE



AMERICAN HOMEBREW CONTEST

In 1984, Jim Koch, founder and brewer of Samuel Adams beers, brewed his first batch of Samuel Adams Boston Lager in his kitchen. Now you can follow in Jim's footsteps and have your homebrew nationally distributed.

[HOME](#) / [LONGSHOT](#)

ENTRIES DUE MAY 10 - 24, 2013



FIND A SAM NEAR YOU



1. Welcome NM.mov



2. Equipment NM.mov



3. Ingredients NM.mov



4. Recipes NM.mov



MAKE A BEER FLIGHT

BREWER LOGIN

Have an Account? [Log in here](#)

[Forgot your password?](#)

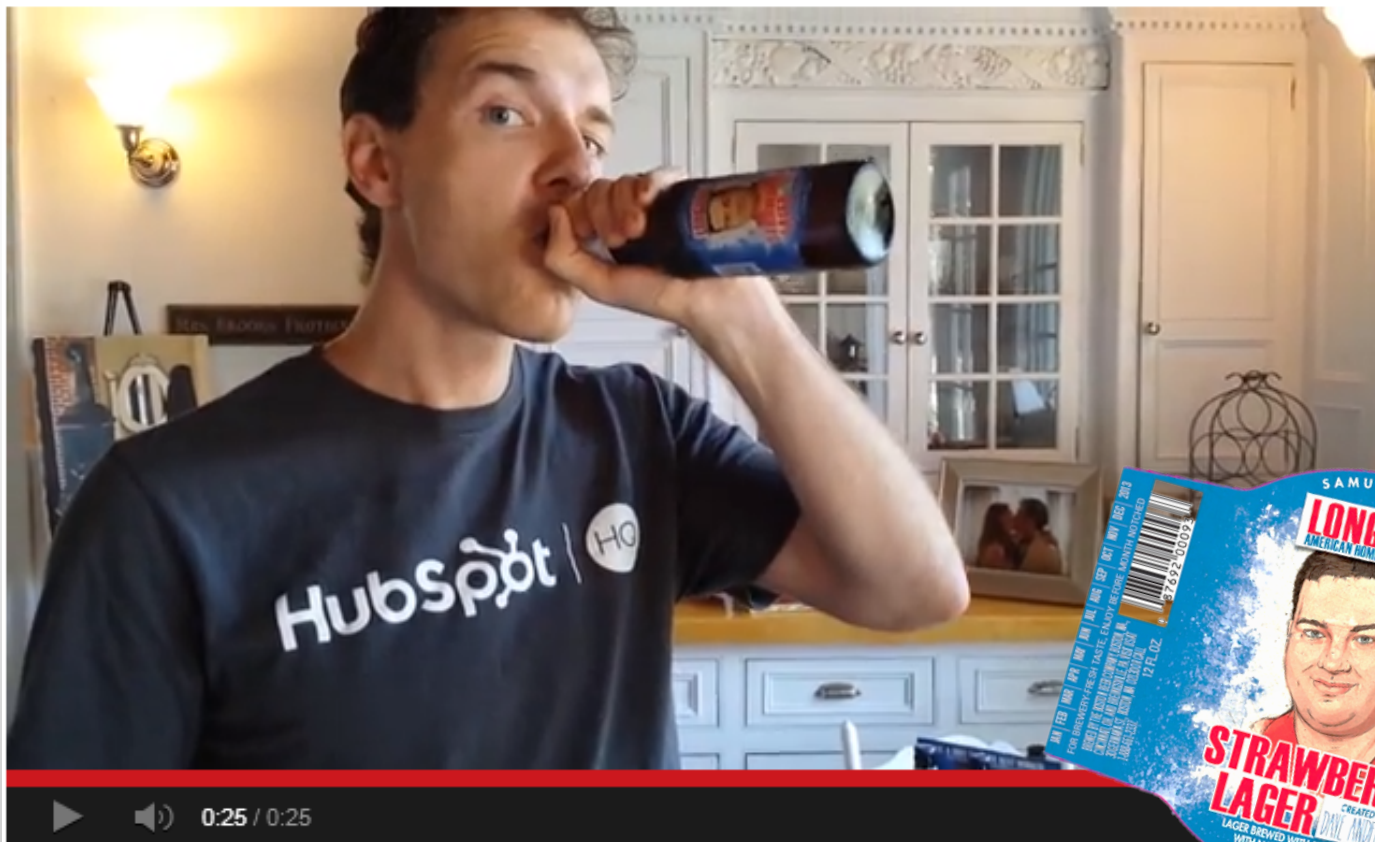
LOGIN

Not A Member?

Create an account to enter a Contest



VISIT OUR BREWERY



**MARKETING PEOPLE LOVE:
CUSTOMER = HERO
BUSINESS = MENTOR**



1.5 “Yeah but...why is NICK
here?”



A brief history on HubSpot



Hires
Nick Sal



\$35million in funding
Named #2 Fastest Growing
Software Company



Acquires
Performable
oneforty.

5,961

8,440

8,800+

\$32million in funding



3,855

HubSpot founded



Massachusetts
Institute of
Technology

3

48

317

1,150

Number of
HubSpot Customers

2006

2007

2008

2009

2010

2011

2012

2013





INB UND EXPERIENCE

INBOUND
MARKETING

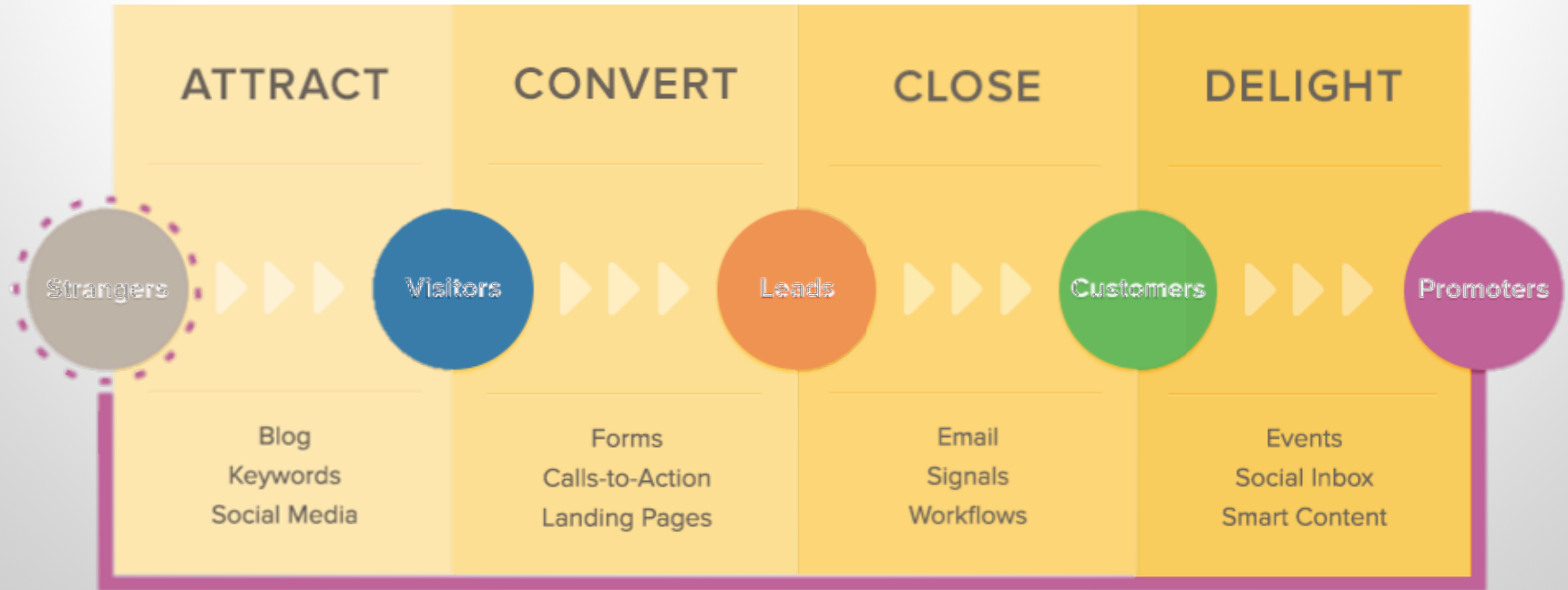
INBOUND
SALES

INBOUND
SERVICE

HubSpot
Academy



Inbound Methodology



by **HubSpot**

Become a Certified Marketing Pro

HubSpot's certification programs take your Inbound skills to the next level.

Inbound Certification

OPEN TO EVERYONE

HubSpot's Inbound Certification includes nine classes that cover the core elements of the inbound methodology. From optimizing your website to landing page anatomy to segmenting your contact database, these classes are the bread and butter of what inbound is all about.

[Is this right for me?](#)

[View Classes](#)

INBOUND
CERTIFICATION



COS DESIGNER
CERTIFICATION



HubSpot
CERTIFICATION



HubSpot
PARTNER
CERTIFICATION









HUBSPOT PARTNER BROADCAST.

September 5th, 2013

CRUSHING IT WITH
HUBSPOT'S ALL-NEW
“COS”



@alanperlman
@nicksalinbound
@albiedrzycki
#HubSpotting

blueleadz
INBOUND MARKETING



2

HOW DOES IT WORK?

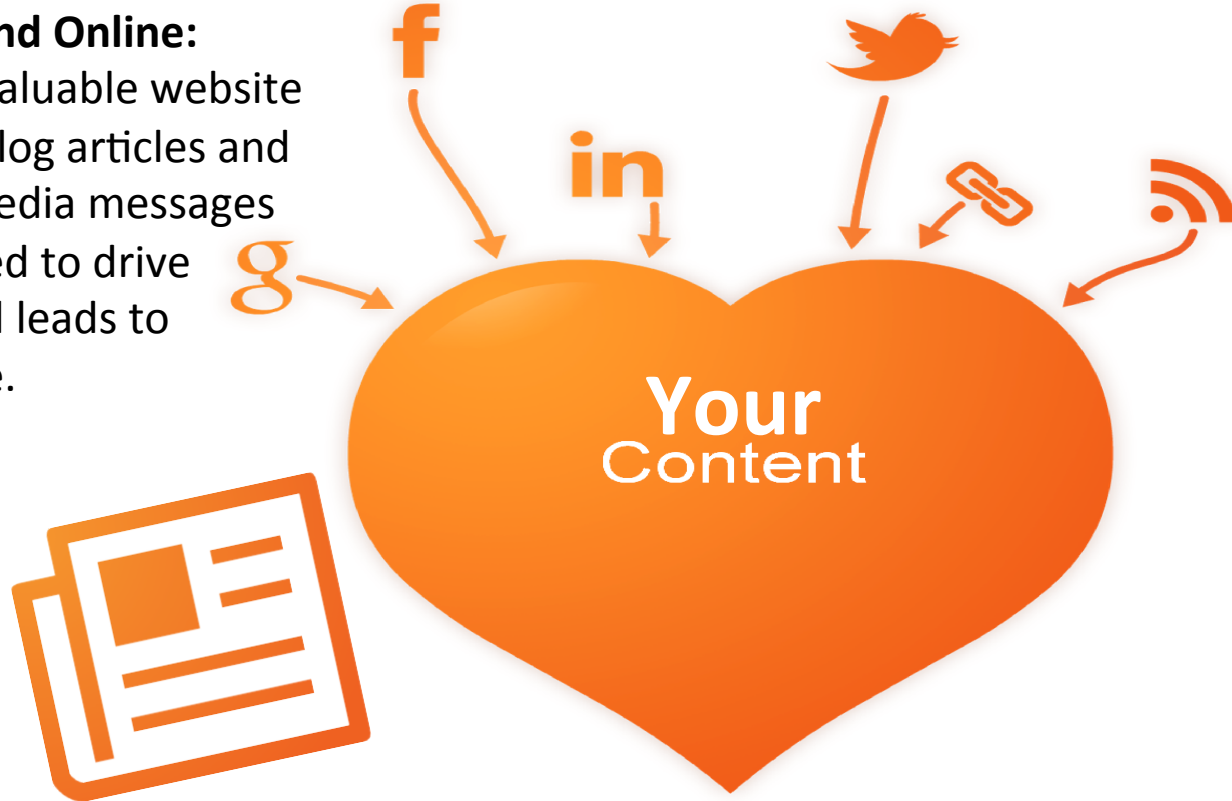
Inbound Marketing = Content + Context



Transform your marketing into something people LOVE

Get Found Online:

Create valuable website pages, blog articles and social media messages optimized to drive qualified leads to your site.



Transform your marketing into something people LOVE

Get Found Online



Content + Context

Understand Your Buyers:

Personalize your marketing through a deep understanding of their needs to pull leads through your sales funnel faster.





What we want people to do.



What people need to do.



In other words, we need a plan.



**Building the content
+ context gameplan:**

Identifying Personas with Data



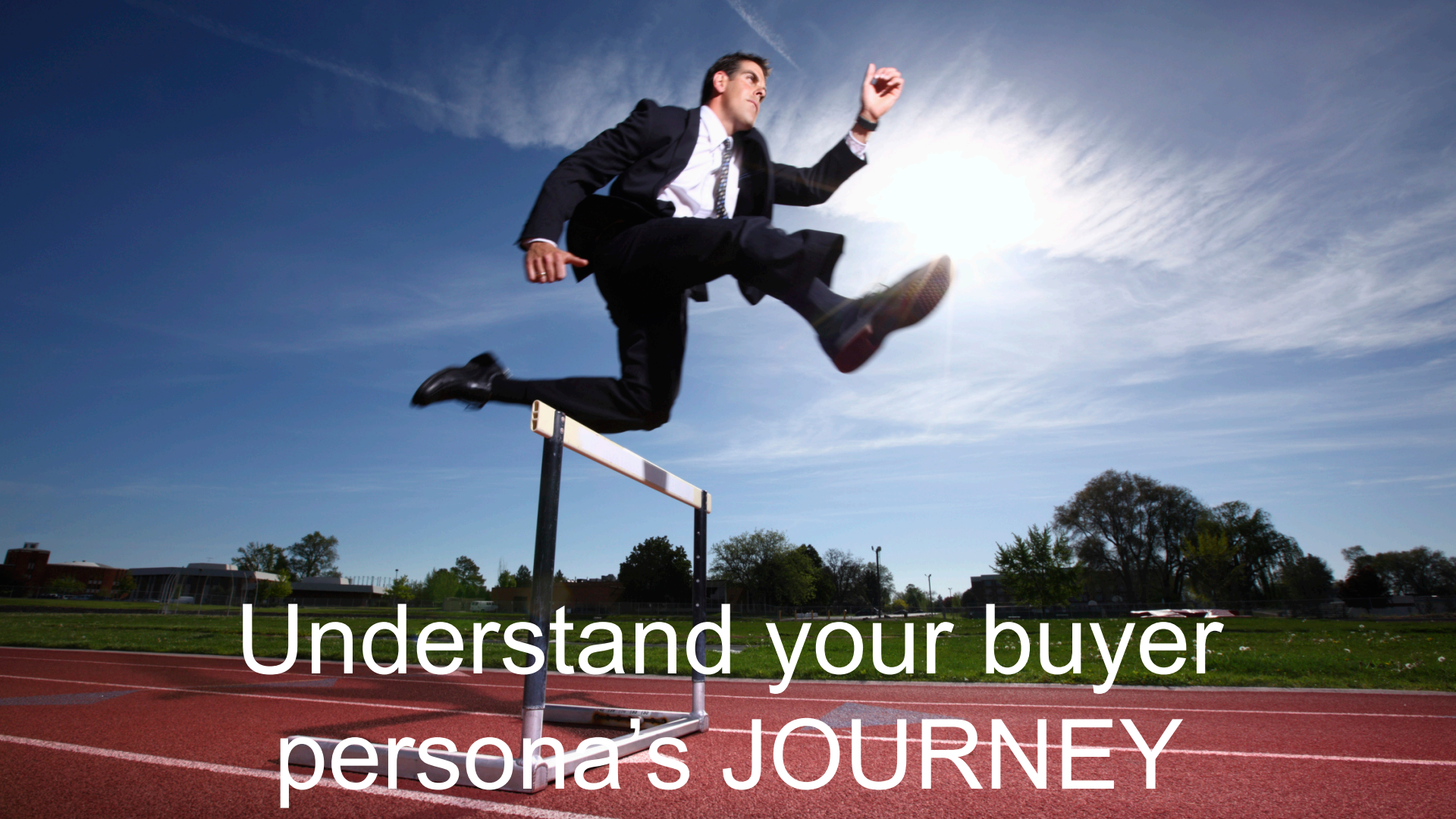
Sam the
Sales Guy

- **Role** = Sales
- **Level** = Individual Contributor
- **Primary Goal** = New Business
- **Viewed Content On** = prospecting best practices



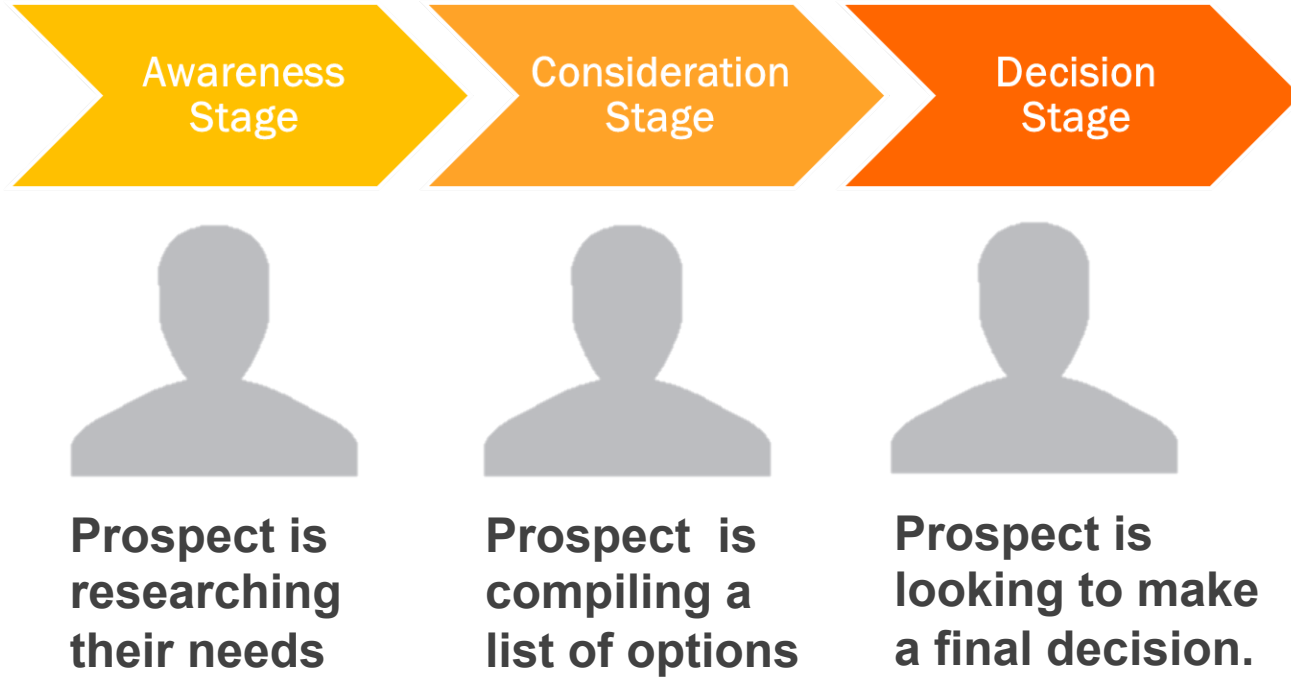
Cindy the
CEO

- **Role** = CEO
- **Level** = C-Level
- **Company Size** = 10-50 employees
- **Viewed Content On** = scaling a sales organization



Understand your buyer
persona's JOURNEY

THE BUYER'S JOURNEY






Buyer's Journey Examples:

Awareness
Stage

Consideration
Stage

Decision
Stage

	Persona Lifecycle Stage	Lead	Marketing Qualified Lead	Sales Qualified Lead
	Persona Example B2B	"How to hit more project deadlines?"	"I need Project management software, which ones are best fit?"	"Try Basecamp" "Try Trello"
	Persona Example B2C	"I have a sore throat, fever, what's wrong?"	"Aha! I have strep throat, what are my options for a cure?"	"Visit Primary Care" "Visit ER" "Contact Clinic"






**Specific content assets
are more relevant to
buyers at specific times
during the buyers
journey**




Putting Content in *Context* w/Buyers Journey:







Buyer's Journey


BUYER STAGES	AWARENESS	CONSIDERATION	DECISION
User Behavior	Have realized and expressed symptoms of a potential problem or opportunity	Have clearly defined and given a name to their problem or opportunity	Have defined their solution strategy, method, or approach
Research & Info Needs	Research focused on vendor neutral 3rd party information around identifying problems or symptoms	Committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity	Researching supporting documentation, data, benchmarks or endorsements to make or recommend a final decision
Content Types	 Analyst reports Research reports eGuides & eBooks Editorial content Expert content White papers Educational content	 Comparison white papers Expert Guides Live interactions  Webcase/podcast/video	 Vendor comparisons Product comparisons Case Studies Trial Download Product Literature  Live Demo
Key Terms	Troubleshoot Issue Resolve Risks Upgrade Improve Optimize Prevent	Solution Provider Service Supplier Tool Device Software Appliance	Compare Vs. versus comparison Pros and Cons Benchmarks Review Test

Make your ebooks and webinars the best offers for potential customers in your industry.


 **Marketing Library** All of HubSpot's marketing content, in one place.

All topics  All content types  Sorted by: Published date  


Analytics



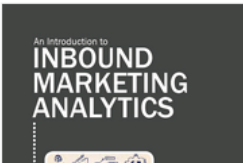
The Marketer's Guide to Competitive Intelligence
Ebook



How to Unlock the ROI of Your Marketing with Analytics
Ebook




An Introduction to Closed-Loop Marketing
Ebook




An Introduction to Inbound Marketing Analytics
Ebook


Blogging




Blog Editorial Calendar
Template



How to Grow & Scale Your Business Blog
Ebook



Blogging For Business Marketing Kit
Ebook



15 Business Blogging Mistakes And Their Easy Fixes
Webinar

174

Like

498

Tweet

50

+1

306

Share

actual experience. That's the VIP status that everyone wants to have, but almost nobody has the money to afford. Virgin making everyone feel like they're entitled to that kind of swanky flying experience – and then actually delivering it – it totally lovable. Who doesn't want to feel like the belle of the ball?

I guess it's not that hard to create lovable marketing when your product and service is lovable. You don't have to spin anything, you can just ... show people what you do!

What other companies produce marketing that people love?

Image credit: [heyFilbert](#)



Free Ebook: How to Create Lovable Marketing Campaigns

Learn how to create and execute marketing campaigns that make your prospects love you.

Download Ebook Now



Like what you've read? Click here to subscribe to this blog!

COMMENTS

☐ I really enjoyed this post. It shows that great marketing brings some human element to the company's interaction with their customers – both of which any company could use. The human

The Step-by-Step Guide to Lovable Marketing Campaigns

Using marketing to earn the love of your prospects can have a tremendous impact on your business. You give rise to a movement of brand evangelists and supporters who will help you grow.

From producing a stellar marketing offer, through promoting it on your channels, to measuring its impact, this ebook will teach you how to piece together the main components of a holistic marketing campaign.

Most importantly, you know how to make each of these components valuable, consistent and timely—all prerequisites for creating marketing that **your prospects will love**.

By reading this ebook you'll learn:

- How to develop compelling marketing offers
- How to drive visits to your offers and convert them into leads successfully
- Ways to nurture leads and make them more qualified
- What metrics to track to evaluate performance



Download The Free Ebook

First Name *

Diana

Last Name *

Urban

Email ([privacy policy](#)) *

durban@hubspot.com

Biggest Marketing Challenge

TEST LEAD

☒ Please have someone call me about HubSpot's software.

Download



ALL LEAD DATA GATHERED IN CENTRALIZED CONTACT PROFILE

HubSpot
☰

Andrew Pitre

+ Add/Remove from Lists
<> Resync with Salesforce
✉ Opt out of Email
✔ Close as Customer
🗑 Delete

[Return to All Contacts](#)

- Contact Details
- [Overview](#)
- Properties
 - Contact
 - Analytics
 - Company Information
 - Email
 - Social Media
 - Salesforce
 - Other Properties

First Touch 2 Years Ago Facebook	Last Touch 4 Days Ago Page View	Lifecycle Stage Customer Since Jun 20, 2013
---	--	--

Contact

First Name:

★

Last Name:

★

Close Date:

★

Analytics

Time of First Visit:

★

Original Source Type:

★

Company Information

Annual Revenue:

★

Number of Employees:

★

Social Media

Number of Followers:

★

Facebook Clicks:

★

LANDING PAGES + FORM DATA

May 2012

1 Property Change

2 Events

2 Form Submissions

1 Email

4 List Memberships

55 Brands Rocking Social Media with Visual Content

Hide Submission Details

- Tue May 29, 2012 at 3:37pm

Free Ebook: 55 Brands Rocking Social Media with Visual Content

website

http://hubspot.com

company

HubSpot

lastname

Wolfberg

firstname

Molly

phone

8606708758

role__c

Other

b2b_vs_b2c_prelim__c

B2C

marketing_company_auto__c

Yes

employees__c

201 to 1,000

sfcampaignid

70170000000jzkDAAQ

Free Trial (Variation 2 - MQL Test) | Start Your Free Trial Now

Show Submission Details

- Tue May 22, 2012 at 9:58am

10Updated Properties

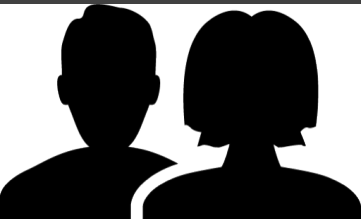
12Updated Properties

“What’s the next step?”



“Every page on your site should help visitors understand what they should do next...”


...and therefore, include at least one call-to-action.



When a contact is in one of the following lifecycle stages and isn't in one listed above:

Subscriber x

Edit Swap Delete



When a contact is in one of the following lifecycle stages and isn't in one listed above:

Lead x

Edit Swap Delete

Free HubSpot Demo

Demo HubSpot's all-in-one marketing software and simplify your marketing

[Demo HubSpot Software](#)

When a contact is in one of the following lifecycle stages and isn't in one listed above:

Marketing Qualified Lead x

Edit Swap Delete

ARE YOU READY?

Integrate all your marketing in one place: HubSpot.

[Contact Sales](#)

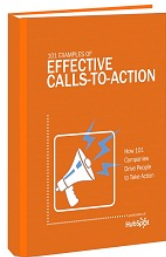
Awareness Stage CTA

Consideration Stage CTA

Decision Stage CTA

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Visitor is at Awareness Stage



Internet Marketing Webinars

Upcoming Webinars



How to Master LinkedIn for Marketing

Join our three-part series to learn how you can leverage LinkedIn to attract new leads for your business. Scott Engelman, Director of Online Marketing at LinkedIn, and Mike Volpe, HubSpot's CMO, will delve into the three key steps for marketing on LinkedIn. [Register now!](#)



5 Steps to Establishing an Effective Sales & Marketing Methodology

Join us in this free webinar to learn how you can establish an effective alignment between your sales and marketing departments. Linda Crawford, SVP & GM of Sales Cloud at salesforce.com, and Mike Volpe, HubSpot's CMO, will walk you through the five steps of building a sales and marketing powerhouse. [Register now!](#)



The State of SEO and Internet Marketing in 2012

Learn how companies are leveraging internet marketing strategies to grow their businesses, and learn it from the best industry thought leaders, Rand Fishkin, CEO of SEOMoz, and Dharmesh Shah, Founder and CTO of HubSpot. [Register Now!](#)

Visitor is at
Consideration
Stage

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[Marketing Automation](#)

[HubSpot Content Usage Guideline](#)

[Content Skill Levels](#)

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HubSpot Trial**

Start applying the lessons
you've learned. Sign up for
your HubSpot free trial.

Let's Play

Internet Marketing Webinars

Upcoming Webinars

LinkedIn

HubSpot



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Visitor is at
Decision
Stage

ARE YOU READY?

Integrate all your marketing in
one place: HubSpot.

[Contact Sales](#)

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Dynamic / “Smart” Content example - HubSpot

The Social Part of Social Media: A Love Story

An Infographic + Guide Pairing on How to Create True Social Media Relationships

The promise of social media was relationships. But somewhere along the way, we strayed away from that promise.

We've lost the basic understanding that **social media relationships should be emblematic of real, human relationships**. That's why we put together an infographic illustrating what a true relationship should look like on social media.

Along with that love story, you'll get a brief 9-page guide with tactical approaches for sustaining that social relationship at each of the four marketing stages:

- **Attract:** Attract a Social Following
- **Convert:** Promote Lead Generating Content
- **Close:** Personalize Sales Conversations
- **Delight:** Discover Moments to Delight



Download Infographic
AND Guide Here

Already a HubSpot Customer?
[Sign in to download this offer](#) from
the HubSpot Marketing Library.

First Name *

Last Name *

Email ([privacy policy](#)) *

Phone Number *

Company Name *

Website URL *

Does your company provide
marketing services? *
(PR, SEO, web design or other e-
marketing)

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- **Delight:** Discover Moments to Delight



Download Infographic
AND Guide Here

Hi, HubSpot Customer!
You can skip the form &
download this offer from the
HubSpot Marketing
Library.

[Download Now](#)

“What if they don’t
come back to the site
after and forget about
their journey with us?”

.... 😞

Use timely, personalized email flows

Which contacts should be in this list?

Include contacts who meet all of these requirements:

Form Submission

Contact has filled out

Ultimate Guide

on any page

On any date [Refine](#)

Contact Property

Job Title

contains the word

Director x VP x

Contact Property

Industry

is equal to

Financial Services x

Day 5

Day 33

GOAL

Day 1

Day 15

Day 60



Hello,

Lead nurturing is a crucial part of any effective marketing strategy. **If you're not managing your leads properly, you're wasting your time, marketing resources, and money.**

Using email workflows, you can:

- Build stronger relationships with your leads
- Send higher quality leads to your sales team
- Save more of your time as a marketer

Start a 30-Day Free Trial

Stop wasting valuable leads. Launch your own email workflows to drive your leads further along your buying cycle.

Cheers,



Diana Urban

Head of International Marketing, HubSpot

©2012 HubSpot
25 First St, Second FL
Cambridge, MA 02141
USA

[unsubscribe](#)

Hello **FIRSTNAME**,

Lead nurturing is a crucial part of any effective marketing strategy. **If you're not managing **COMPANY**'s leads properly, you're wasting your time, marketing resources, and money.**

Using email workflows, you can:

- Build stronger relationships with your leads
- Send higher quality leads to your sales team
- Save more of your time as a **JOBTITLE**

[Download the free ebook *How to Use Email Workflows for Better Nurturing.*](#)

Stop wasting valuable leads. Launch your own email workflows to drive your leads further along your buying cycle.

Cheers,



Diana Urban

Head of International Marketing, HubSpot

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25 First St, Second FL
Cambridge, MA 02141
USA

[unsubscribe](#)

EMAIL HISTORY

10 List Memberships

3 Syncs



[\[Free eBook\] Optimize Landing Pages for Maximum Impact](#)

Wed Aug 8, 2012 at 7:42am



Delivered



[How to Use Pinterest for Business \[Complimentary Ebook\]](#)

Mon Aug 6, 2012 at 7:49am



Delivered



[\[Agency Ebook\] The Services your Agency Needs to Offer](#)

Thu Aug 2, 2012 at 6:28am



Delivered

[Show all 20 interactions from August](#)

July 2012

5 Emails

1 Automation Event

3 Syncs

5 List Memberships



[How to Generate Leads with Your HubSpot Trial](#)

Thu Jul 26, 2012 at 10:10pm



Opened



[Thanks for Being Part of The Science of Inbound Marketing](#)

Fri Jul 13, 2012 at 10:59am



Opened



[\[New Agency eBook\] How to Get Your New Clients Faster Results](#)

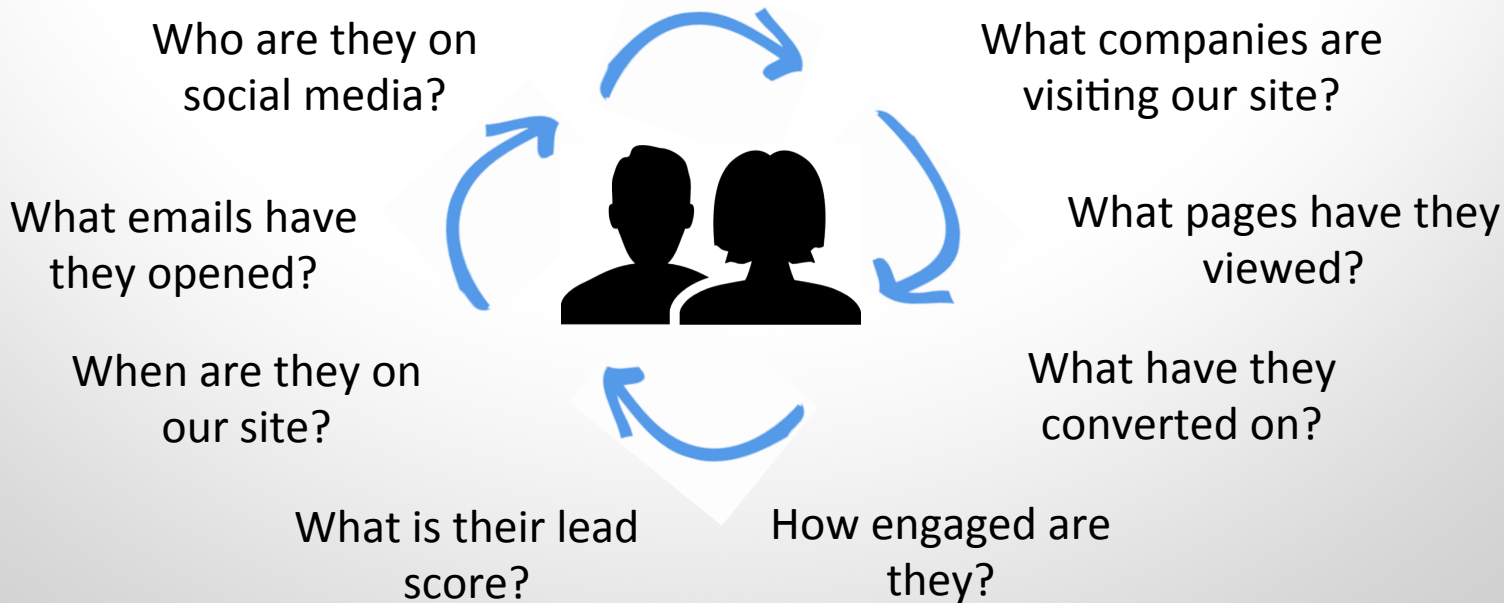
Thu Jul 12, 2012 at 8:07am



Opened

Empower Your Sales Team...

360° View of Your Leads



Molly Wolfberg

[+ Add To Static List](#) [Opt Out of Email](#) [Close as Customer](#) [Delete](#)



First Touch

4 Months Ago

[Twitter](#)

Last Touch

19 Hours Ago

[Opened Email](#)

Lifecycle Stage

Lead

Since Oct 3, 2012

Starred

Email:

[molly.wolfberg@salesforce.com](#)

= ★

First Name:

Molly

= ★

hubspotemployee:

Yes

= ★

Last Name:

Wolfberg

= ★

Lifecycle Stage:

Lead

= ★

Original Source Data 1:

Twitter

= ★

Original Source Type:

Social Media

= ★

[Return to All Contacts](#)

Contact Details

Overview

[Properties](#)

[Links](#)

[Property History](#)

[Workflow Enrollments](#)

Contact Research

[Search in Google](#)

Public Google

<https://app.hubspot.c>

[Contacts Settings](#)

January

10 Emails

7 Automation Events

2 List Memberships



What's up buddy?!

Sun Jan 27, 2013 at 6:27pm

Opened



[HubSpot Beta Testing] Update to Workflows' SMS feature

Wed Jan 16, 2013 at 8:32am

Opened



[HubSpot Beta Testing] List creation logic has been updated

Wed Jan 9, 2013 at 11:48am

Opened

[Show all 19 interactions from January](#)

To treat your precious contacts as humans.
To help mentor your future stars....



Chad Miller



Opened your email "Following up"

8/15/2013



FINAL THOUGHT

Do you guarantee it
will work for US?



4

“What’s the next step?”

...FREE STUFF!

FR

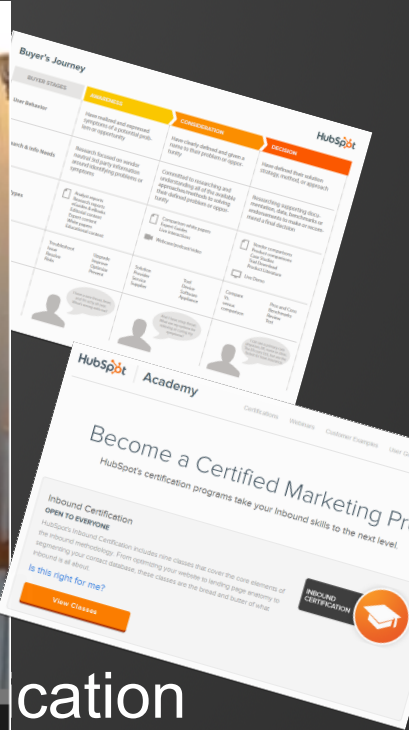
1 Co

2 Bu

3 Fre

4 Fre

5 Free Beer With ME @ HubSpot!



cation

COS DESIGNER
CERTIFICATION



Where do I download?

Visit this link:

**Nicksalinbound.com/
InboundSLC**



THANK YOU.

Inbound
Marketing
SLC

HubSpot
Academy



QUESTIONS?





Nick
Salvatoriello
.....

@nicksalinbound

Customer Training Team
@HubSpot

HubSpot
Academy 

> nicksalinbound.com

> academy.hubspot.com