



CAPSTONE MARKETING

# MARKETING BENCHMARKS

from **7,000+**  
Businesses

Good inbound marketing  
takes work, but how much  
more work will it take to  
**tip the scale?**



If I increase my blogging  
frequency from once a  
month to twice a week,  
**what impact will I see?**

This report will dive into how you can **increase both traffic and leads** by improving a variety of different marketing assets---think web pages, blogging, landing pages, Twitter & more.



By dissecting each benchmark by target market (B2B vs. B2C) and company size, you'll walk away with an idea of what it takes to get **the results you seek.**



## ABOUT THIS STUDY

This study is based on real results from HubSpot's 7,000+ customers.

In order to get you comparable data to support your marketing investment decisions, we analyzed the relationships between key inbound marketing activities and the volume of traffic and leads that correlate with those activities.

We specifically looked at website pages, landing pages , blogging, Twitter reach, and Facebook reach.

## ABOUT THE DATA

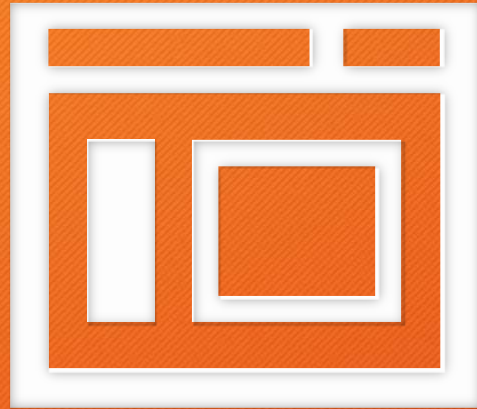
The graphs in this presentation provide index numbers for either traffic and lead volume. We used index numbers to standardize results across the 7,000 businesses and make them more comparable for you.

*(If you're curious, the index numbers are based on a base level of 100 times the ratio to the base value.)*

Finally, the underlying growth was calculated using median values of HubSpot's customer base.

# CONTENT IMPACT

How will increasing the  
amount of content  
**impact my**  
**incoming traffic?**



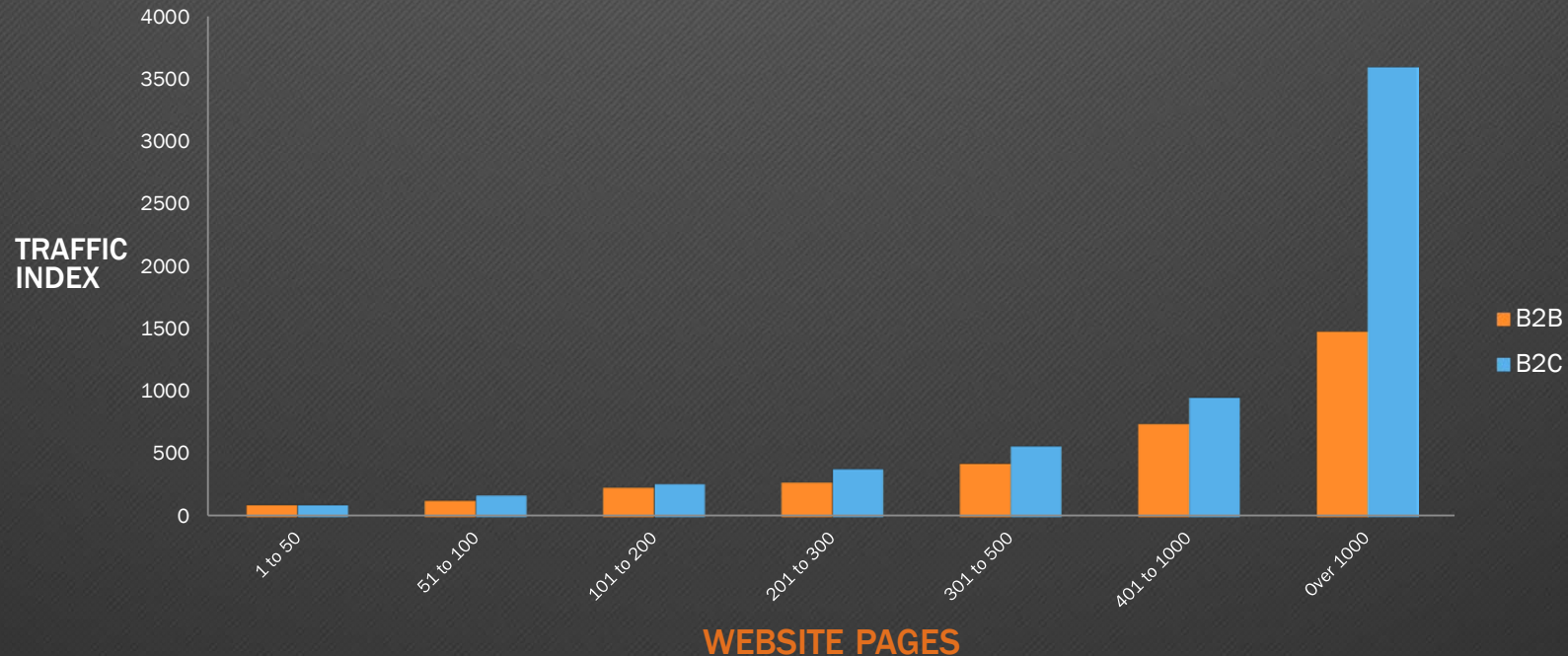


# IMPACT OF WEBSITE CONTENT ON **INBOUND TRAFFIC**



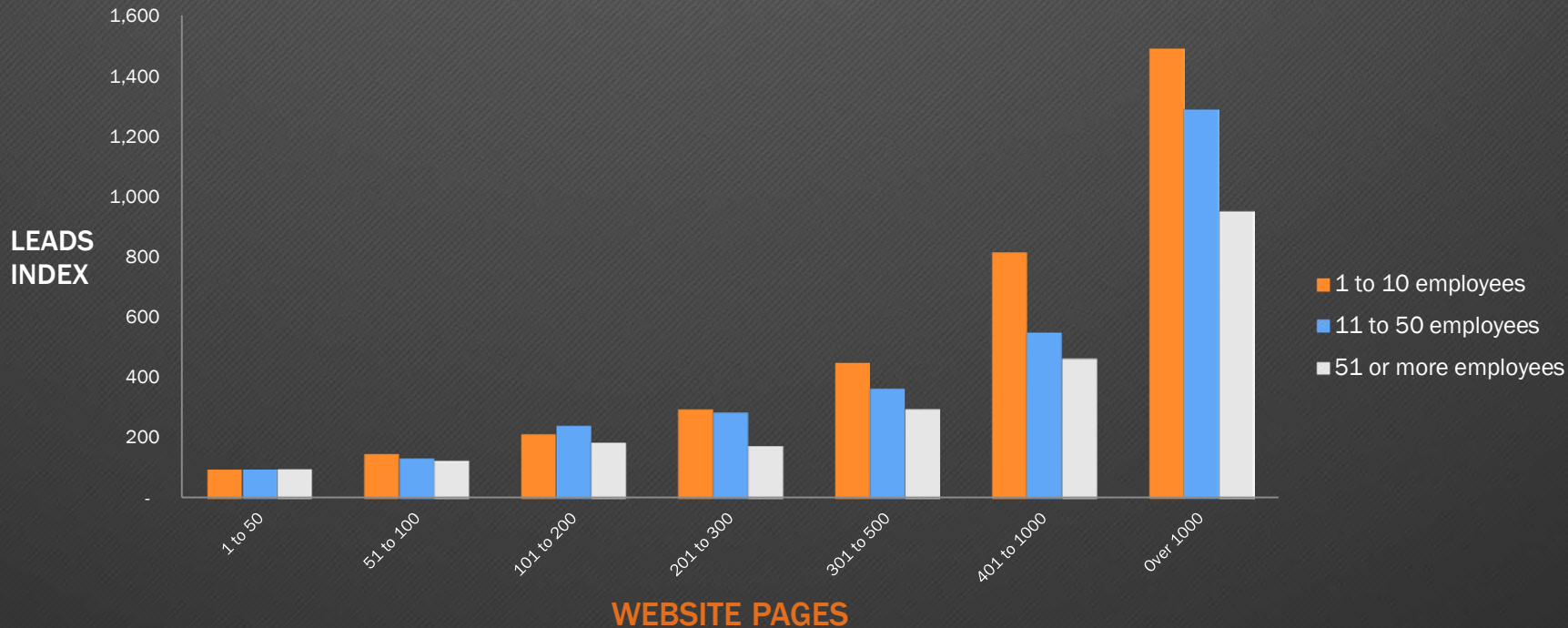


# IMPACT OF WEBSITE CONTENT ON **INBOUND TRAFFIC** FOR B2B & B2C COMPANIES





# IMPACT OF WEBSITE CONTENT ON **INBOUND TRAFFIC** BY COMPANY SIZE





COMPANIES WITH 51 TO 100 PAGES  
GENERATE

**48%**  
**MORE TRAFFIC**  
THAN COMPANIES  
WITH 1 TO 50 PAGES.

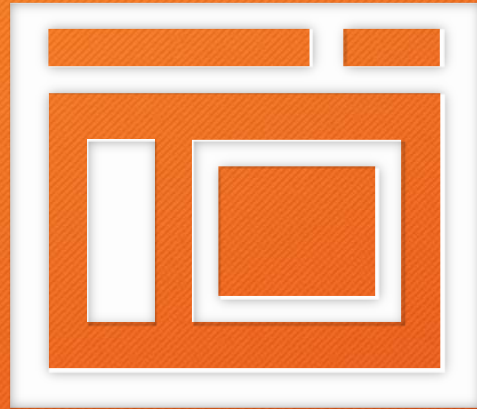
COMPANIES WITH OVER 50  
EMPLOYEES AND 1,000+  
WEB PAGES SEE

**9.5x**

**MORE TRAFFIC**  
THAN COMPANIES  
WITH UNDER 51 PAGES.

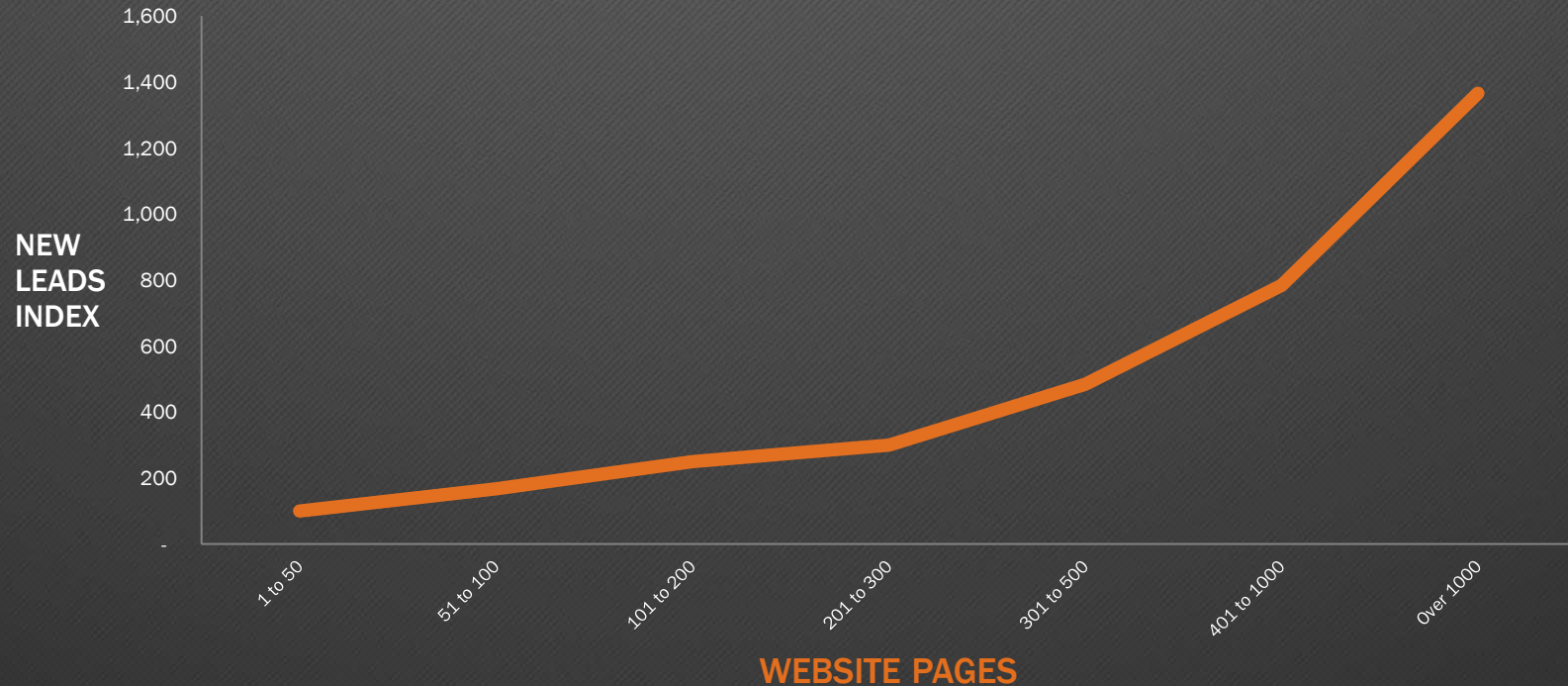
# CONTENT IMPACT

How will increasing  
the amount of content  
**impact my lead  
generation?**





# IMPACT OF WEBSITE CONTENT ON **INBOUND LEADS**



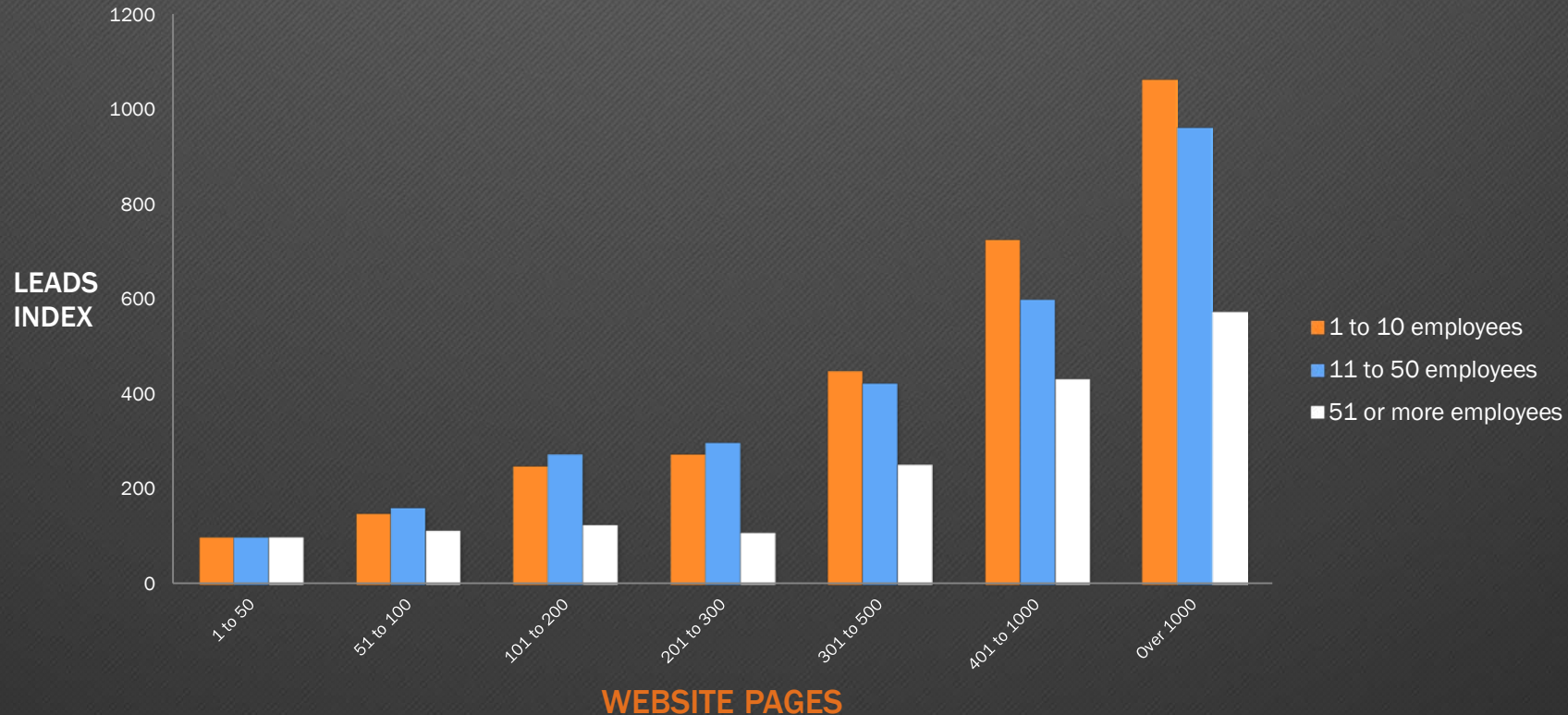


# IMPACT OF WEBSITE CONTENT ON INBOUND LEADS FOR B2B & B2C COMPANIES





# IMPACT OF WEBSITE CONTENT ON **INBOUND LEADS** BY COMPANY SIZE





BOTH B2B & B2C  
COMPANIES WITH  
101 TO 200 PAGES  
GENERATE

**2.5x**

**MORE LEADS**  
THAN THOSE WITH  
50 OR FEWER PAGES.

# LANDING PAGE IMPACT

How many more  
landing pages do I need  
**to increase my  
leads?**



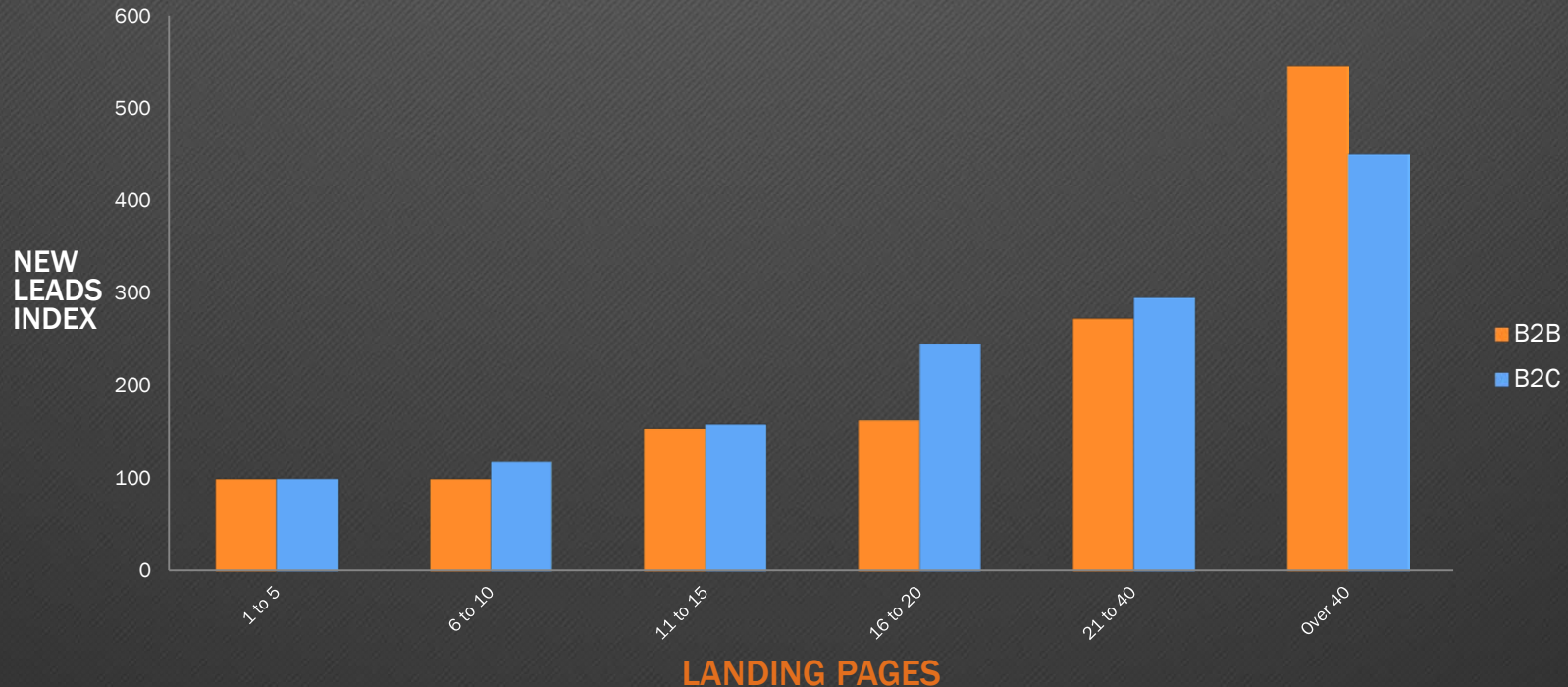


# IMPACT OF NUMBER OF LANDING PAGES ON LEAD GENERATION





# IMPACT OF NUMBER OF LANDING PAGES ON LEAD GENERATION FOR B2B & B2C COMPANIES





# IMPACT OF NUMBER OF LANDING PAGES ON **LEAD GENERATION** BY COMPANY SIZE





COMPANIES SEE A

**55%**

**INCREASE  
IN LEADS**

FROM INCREASING  
LANDING PAGES

**FROM 10 TO 15.**

MOST COMPANIES DO NOT SEE  
AN INCREASE IN LEADS WHEN  
INCREASING THEIR TOTAL NUMBER  
OF LANDING PAGES FROM 1-5 TO 6-10.

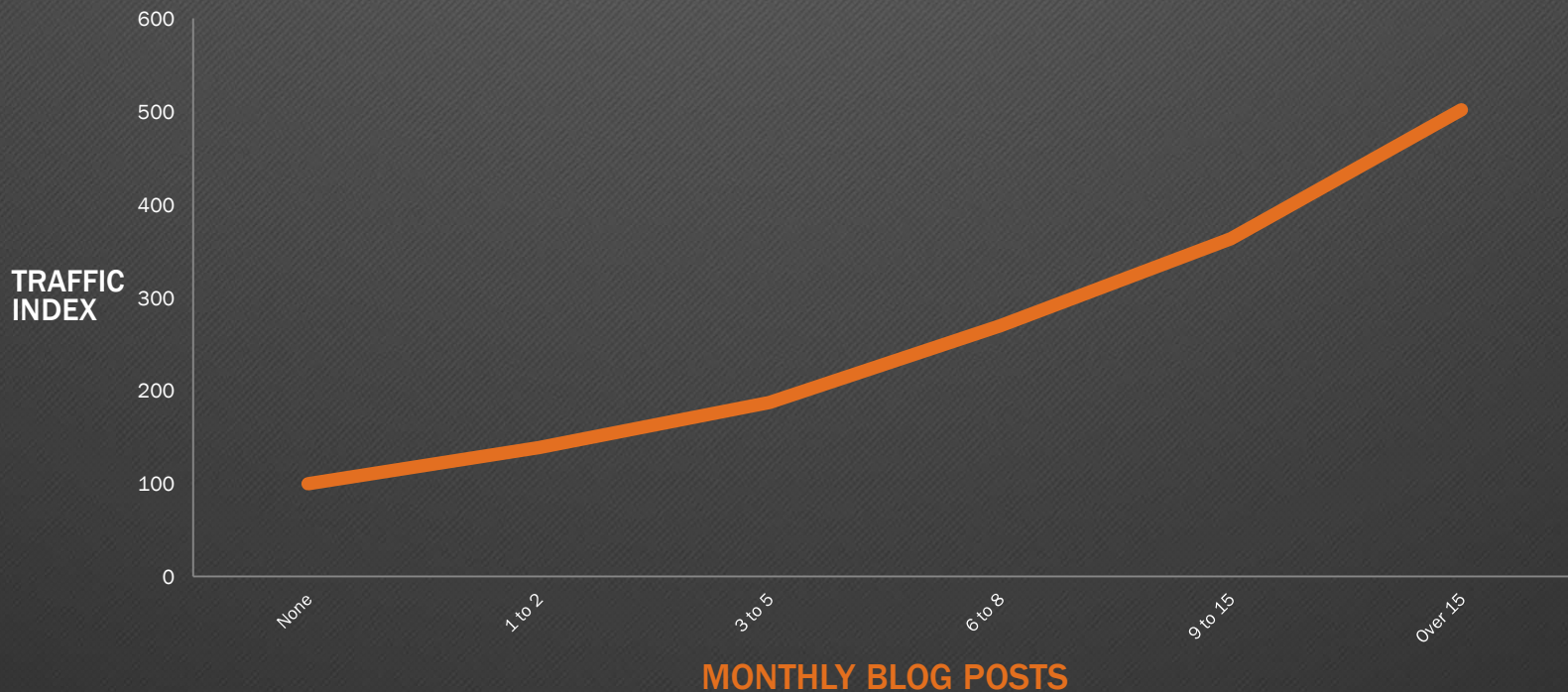
# BLOGGING IMPACT

How much more do  
I need to blog per month  
**to increase my  
website traffic?**



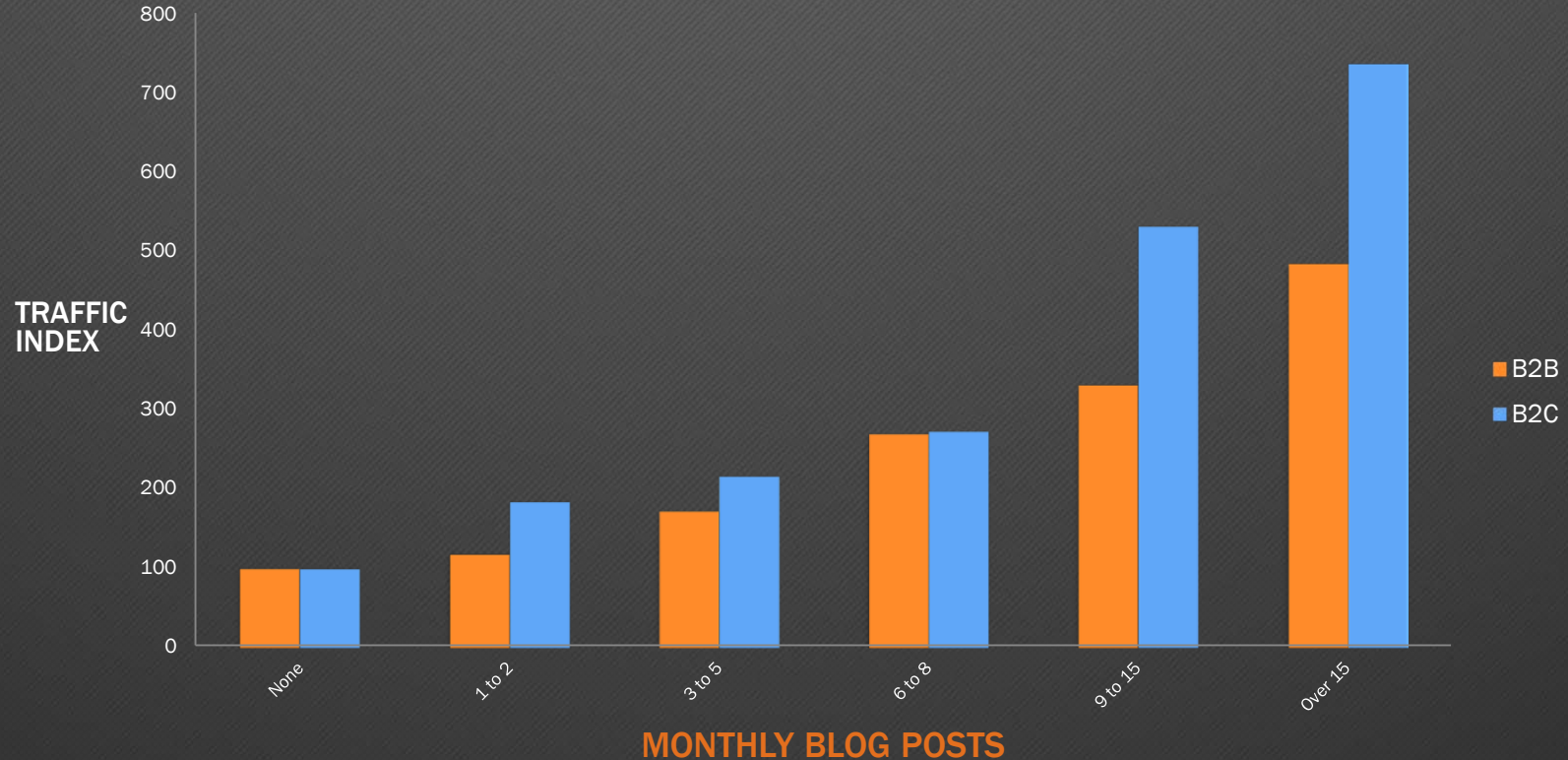


# IMPACT OF MONTHLY BLOG ARTICLES ON INBOUND TRAFFIC



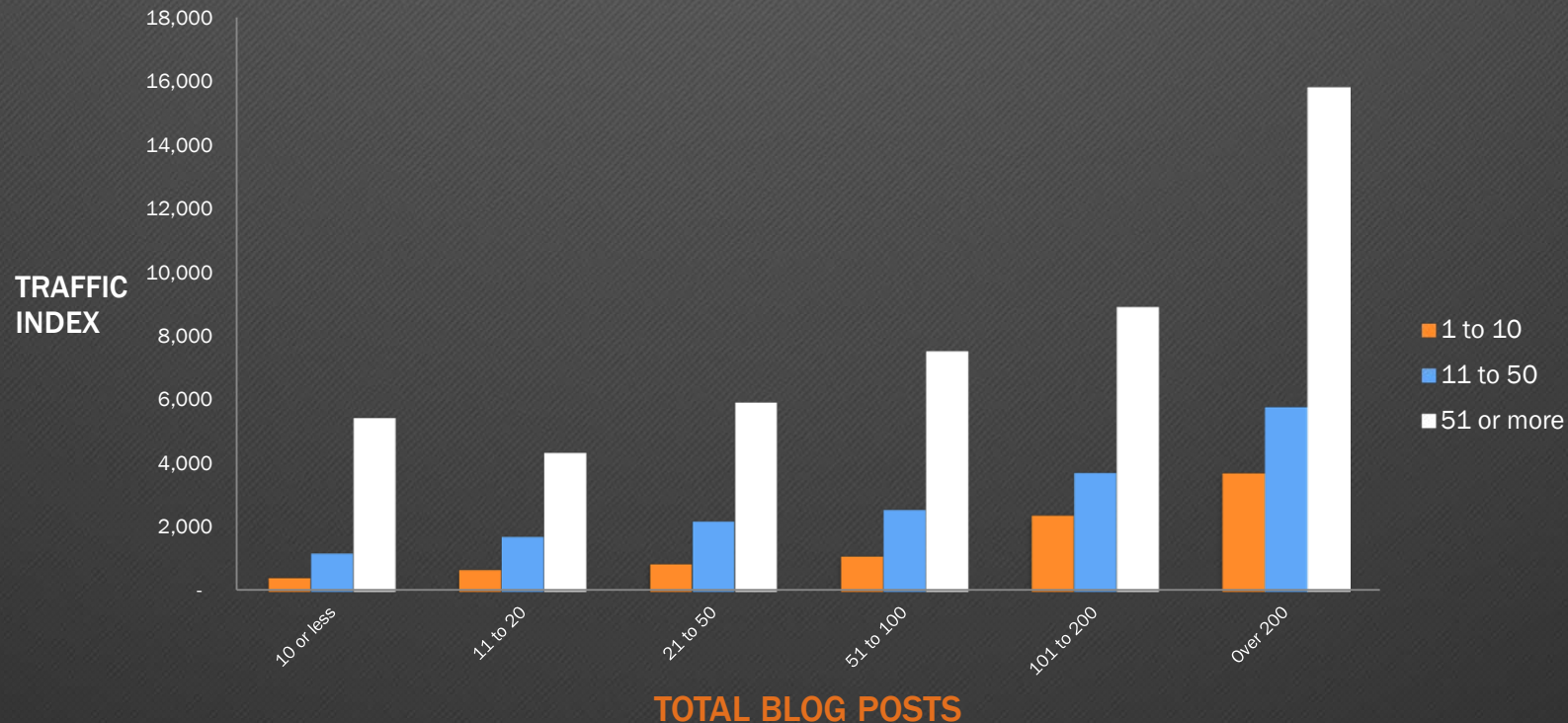


# IMPACT OF MONTHLY BLOG ARTICLES ON INBOUND TRAFFIC FOR B2B & B2C COMPANIES





# IMPACT OF MONTHLY BLOG ARTICLES ON INBOUND TRAFFIC BY COMPANY SIZE





COMPANIES THAT BLOG  
15 OR MORE TIMES  
PER MONTH GET

**5x**

**MORE TRAFFIC  
THAN COMPANIES  
THAT DON'T BLOG.**

SMALL BUSINESSES  
(1 TO 10 EMPLOYEES)  
TEND TO SEE THE BIGGEST GAINS  
IN TRAFFIC WHEN THEY POST  
MORE ARTICLES.

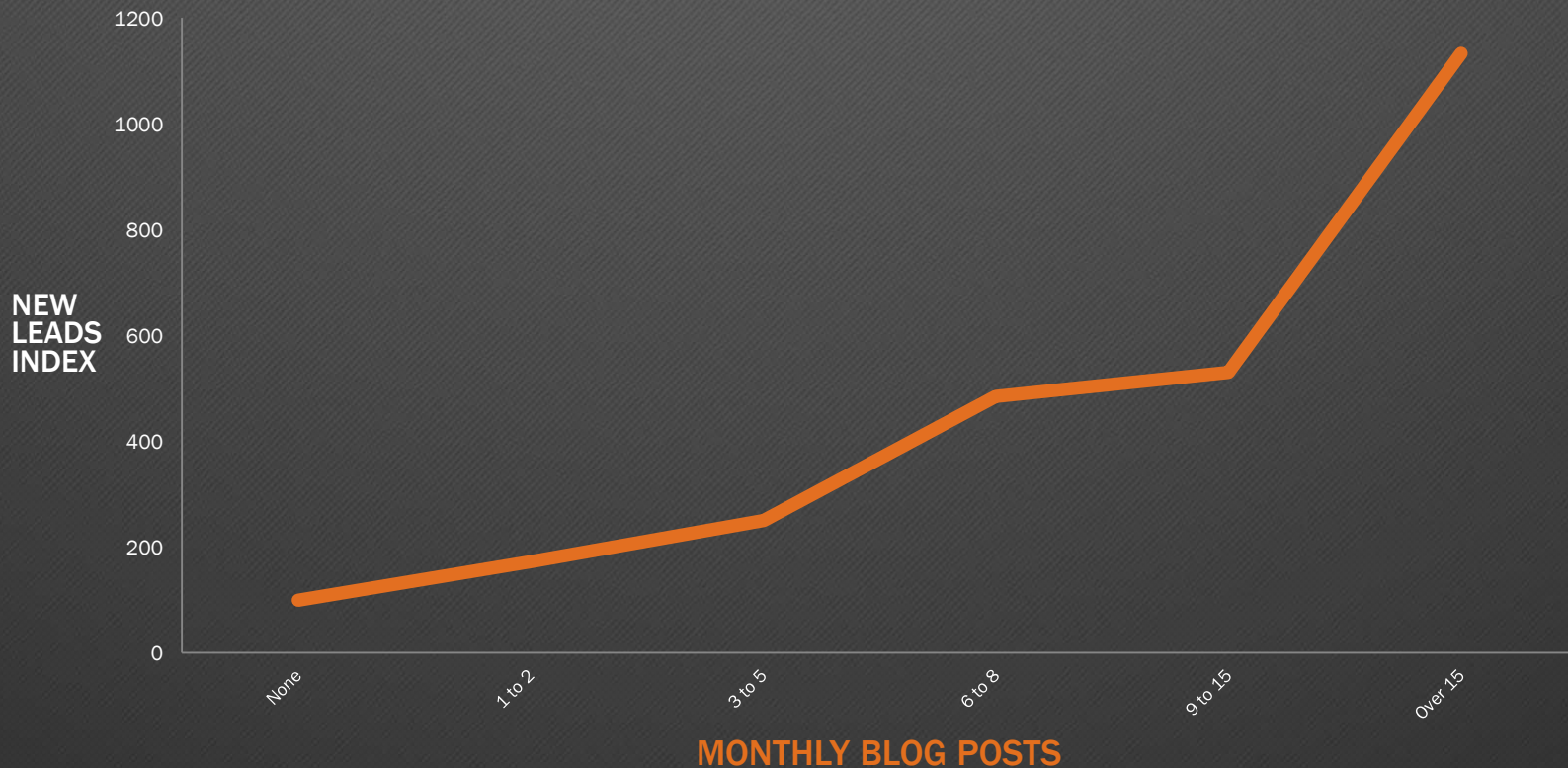
# BLOGGING IMPACT

How much more do I  
need to blog per month  
**to increase my  
leads?**





# IMPACT OF MONTHLY BLOG ARTICLES ON **INBOUND LEADS**



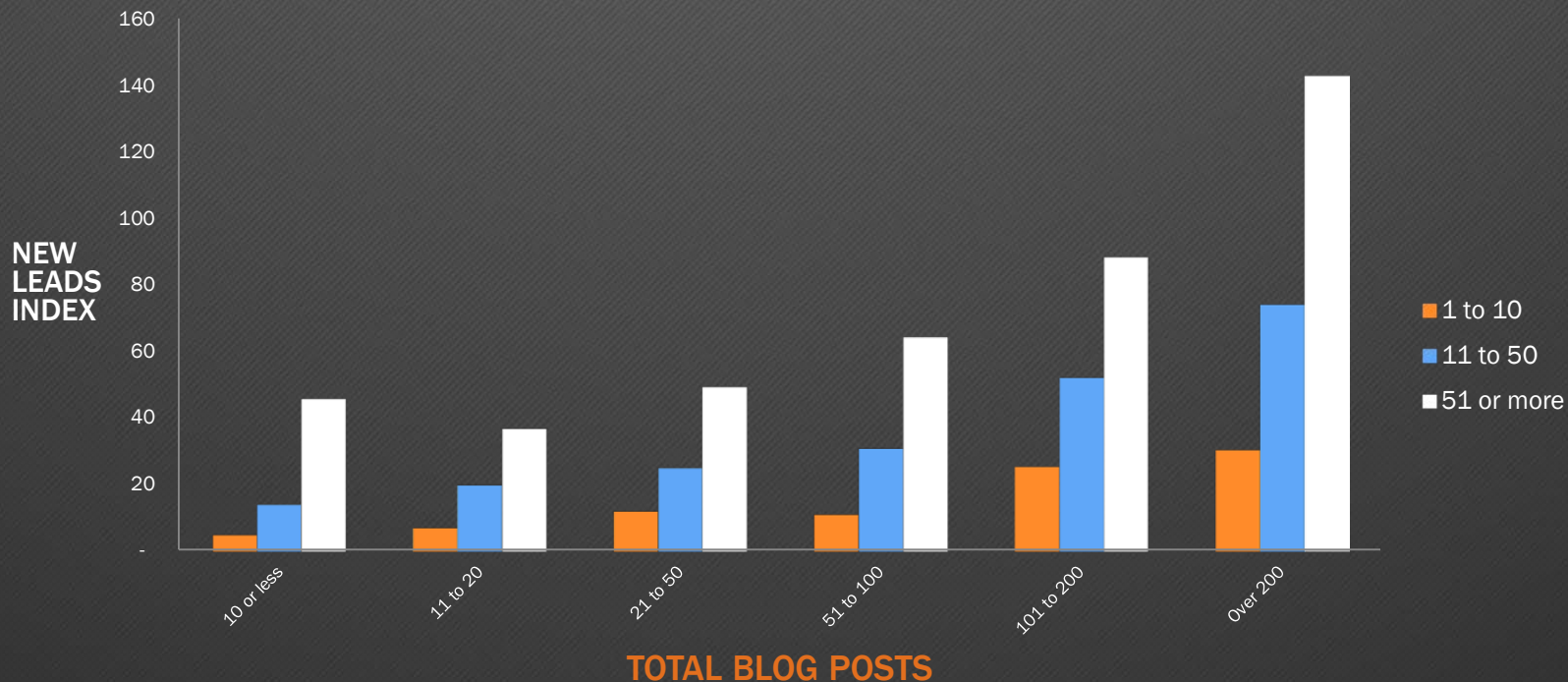


# IMPACT OF MONTHLY BLOG ARTICLES ON INBOUND TRAFFIC FOR B2B & B2C COMPANIES





# IMPACT OF MONTHLY BLOG ARTICLES ON INBOUND TRAFFIC BY COMPANY SIZE





COMPANIES THAT  
**INCREASE BLOGGING**  
FROM 3-5X/MONTH  
to 6-8X/MONTH  
**ALMOST DOUBLE**  
**THEIR LEADS.**

B2B COMPANIES THAT BLOG ONLY  
1-2X/MONTH GENERATE  
**70% MORE LEADS**  
THAN THOSE WHO DON'T BLOG.

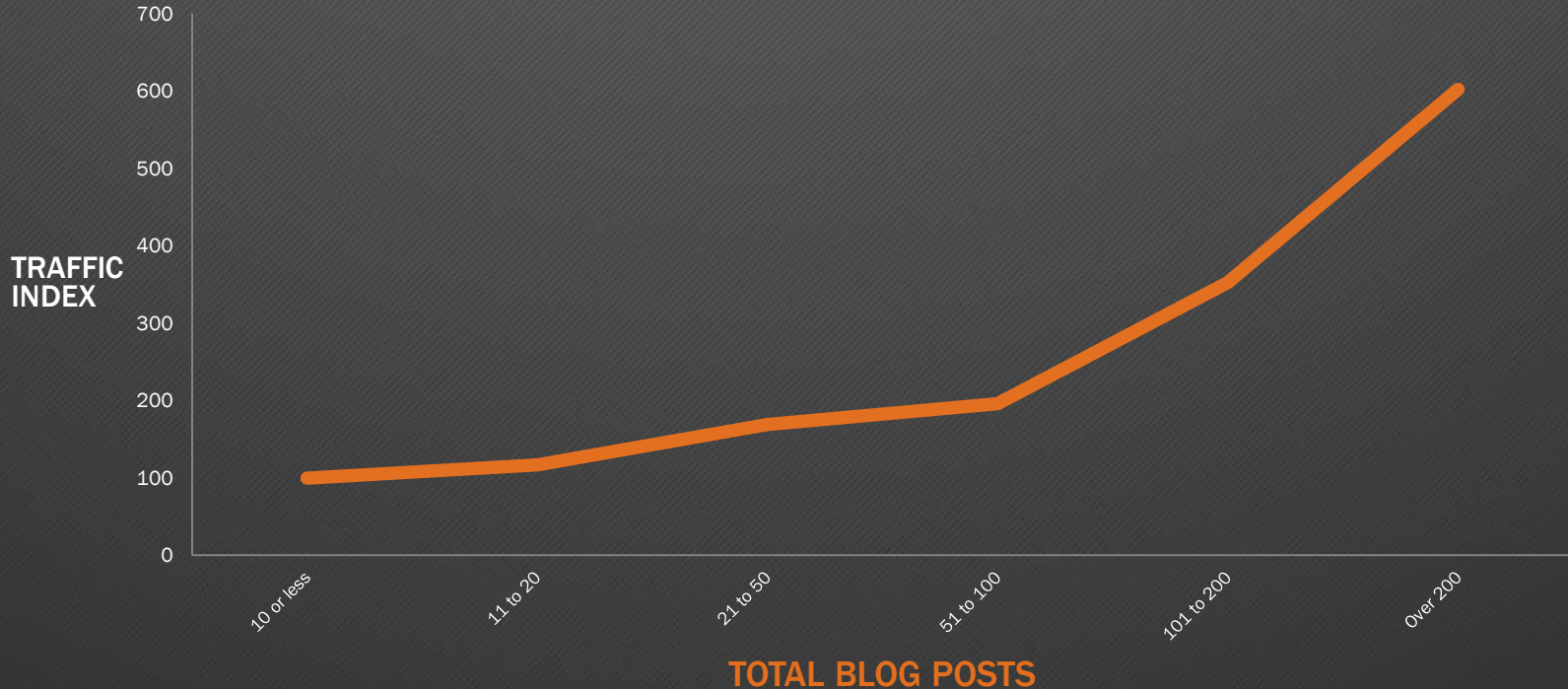
# BLOGGING IMPACT

How many more total  
blog posts do I need  
**to impact my  
traffic?**



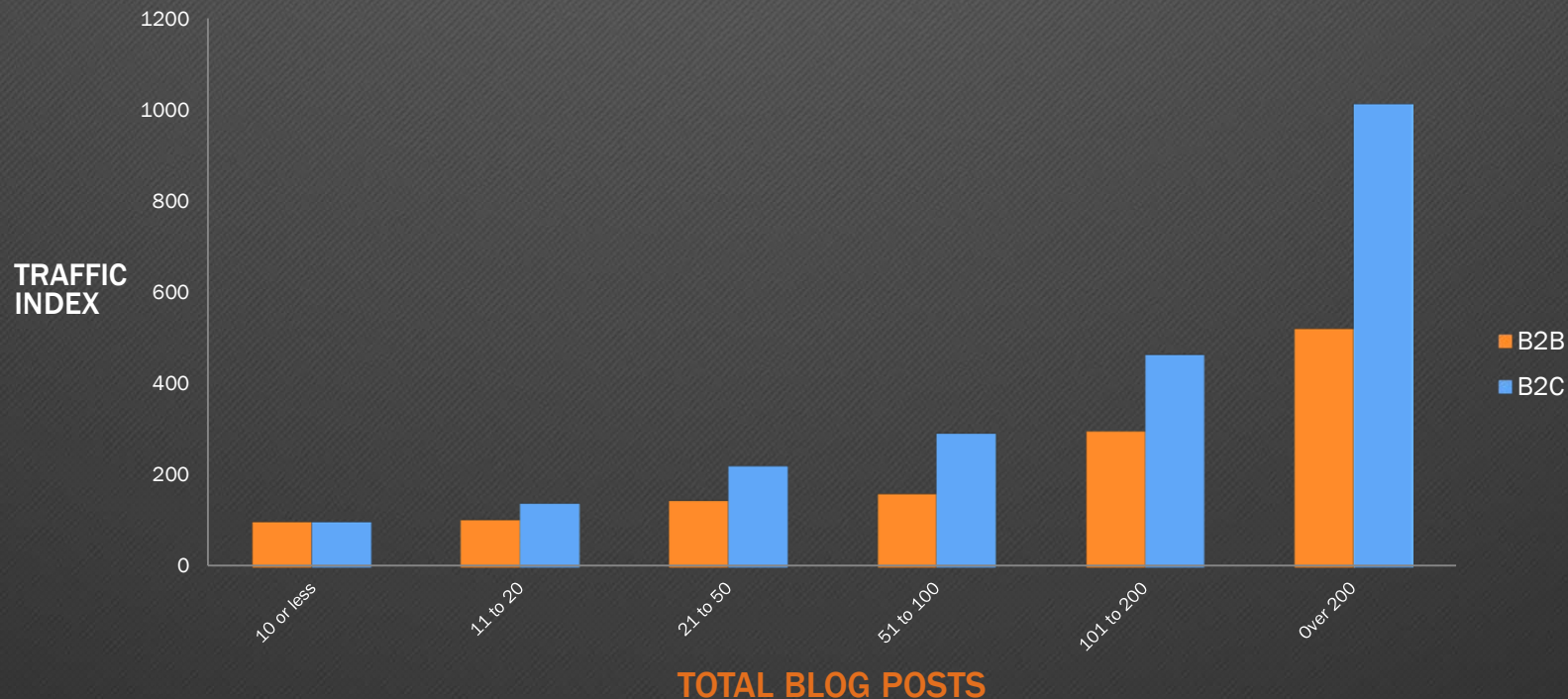


# IMPACT OF TOTAL PUBLISHED BLOG POSTS ON INBOUND TRAFFIC



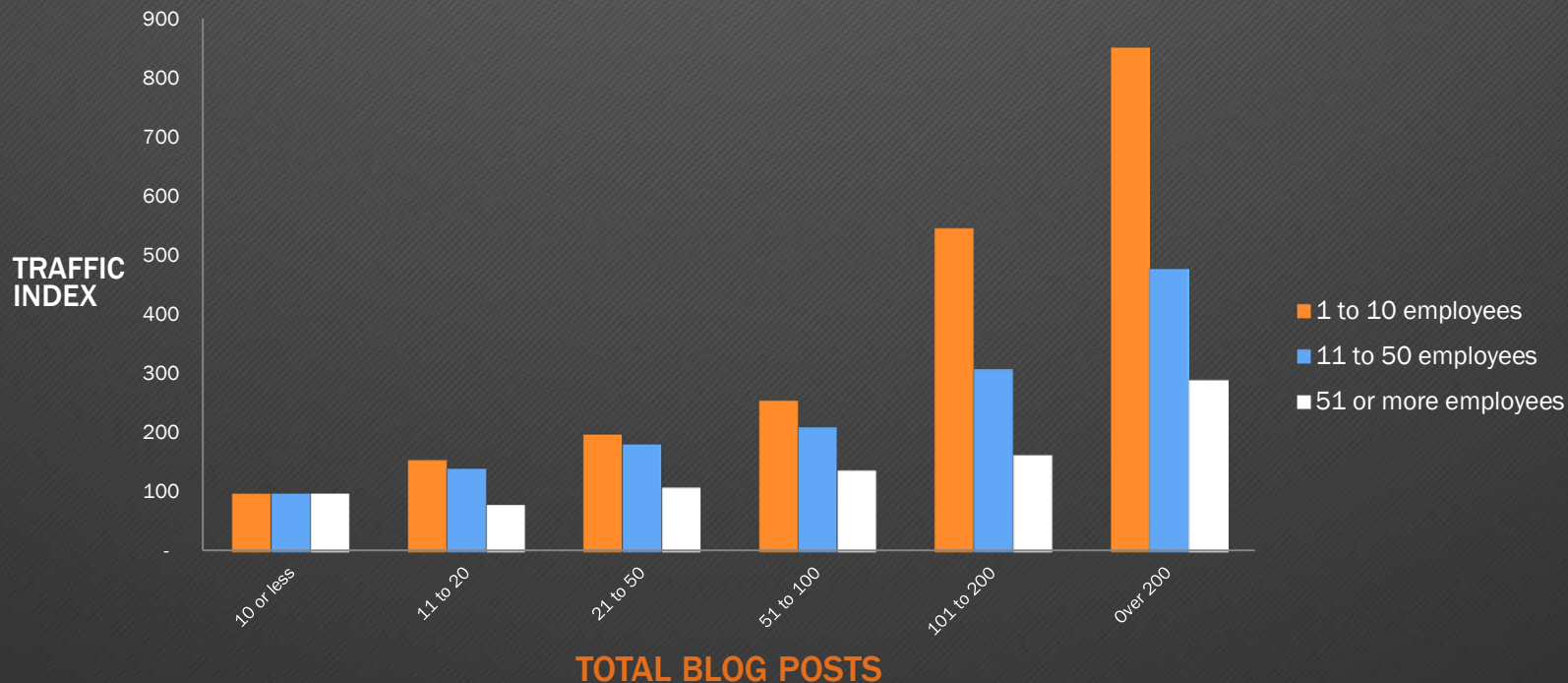


# IMPACT OF TOTAL PUBLISHED BLOG POSTS ON INBOUND TRAFFIC FOR B2B & B2C COMPANIES





# IMPACT OF TOTAL PUBLISHED BLOG POSTS ON **INBOUND TRAFFIC** BY COMPANY SIZE





AN AVERAGE COMPANY  
WILL SEE A

**45%**

**GROWTH  
IN TRAFFIC**

WHEN INCREASING TOTAL  
BLOG ARTICLES FROM 11-  
20 TO 21-50 ARTICLES.

B2C COMPANIES SEE A  
**59% INCREASE**

IN TRAFFIC  
AFTER GROWING TOTAL  
BLOG ARTICLES  
FROM 100 TO 200  
TOTAL.

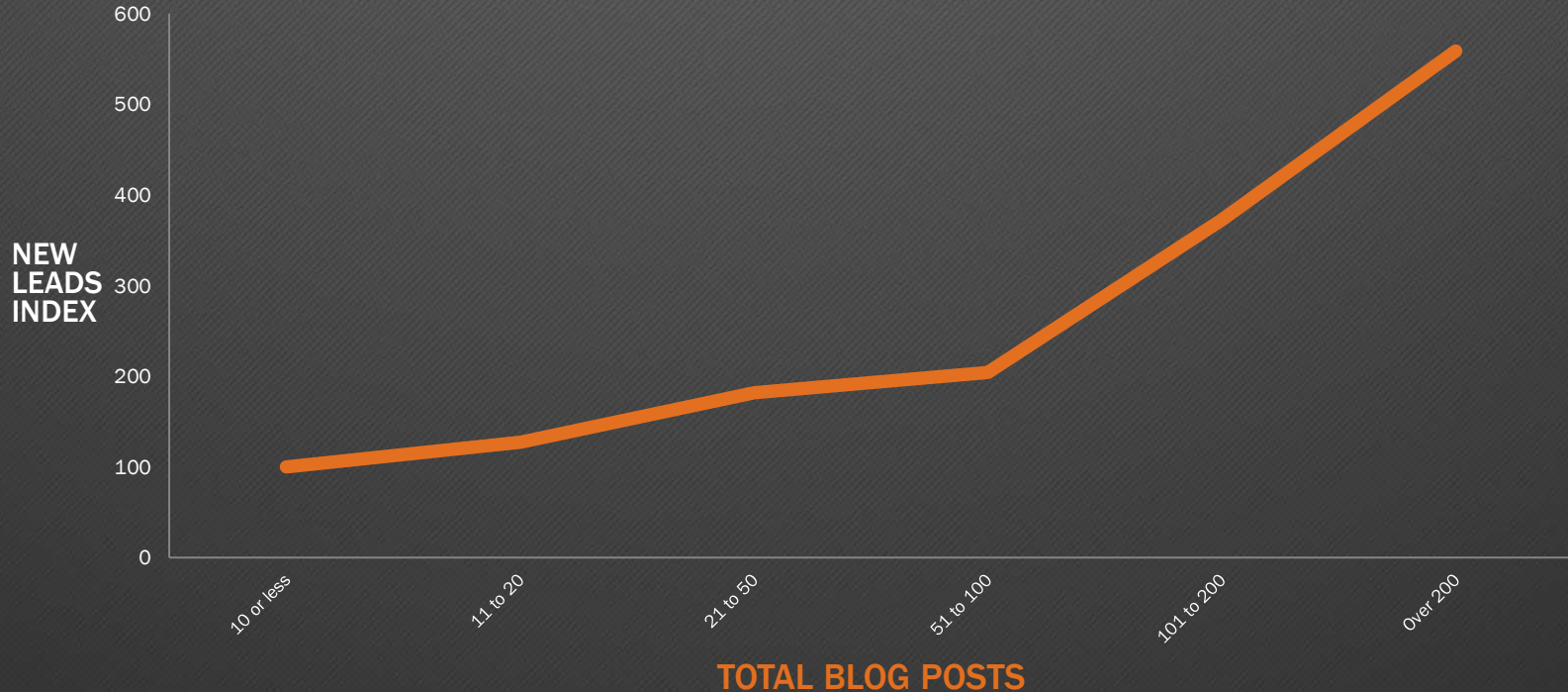
# BLOGGING IMPACT

How many more total  
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leads?**



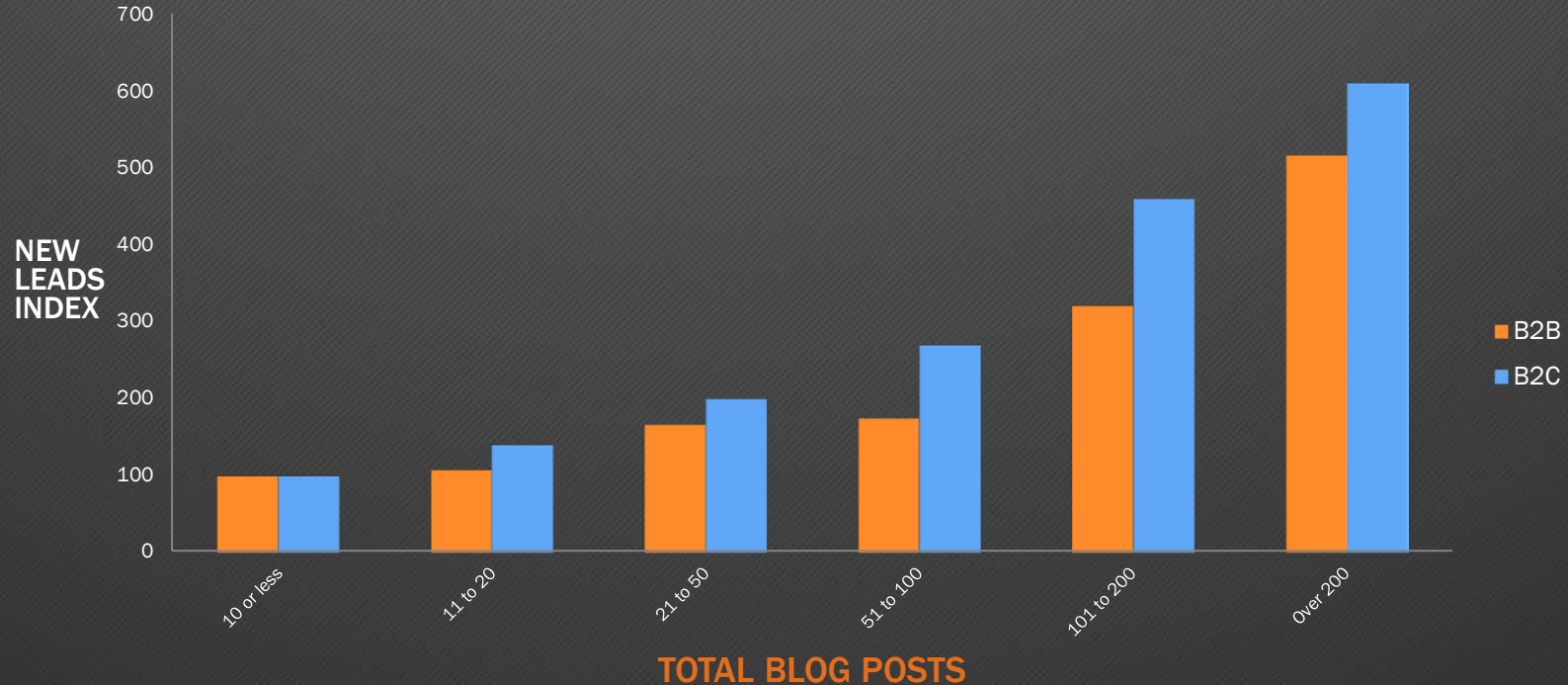


# IMPACT OF TOTAL PUBLISHED BLOG POSTS ON **INBOUND LEADS**



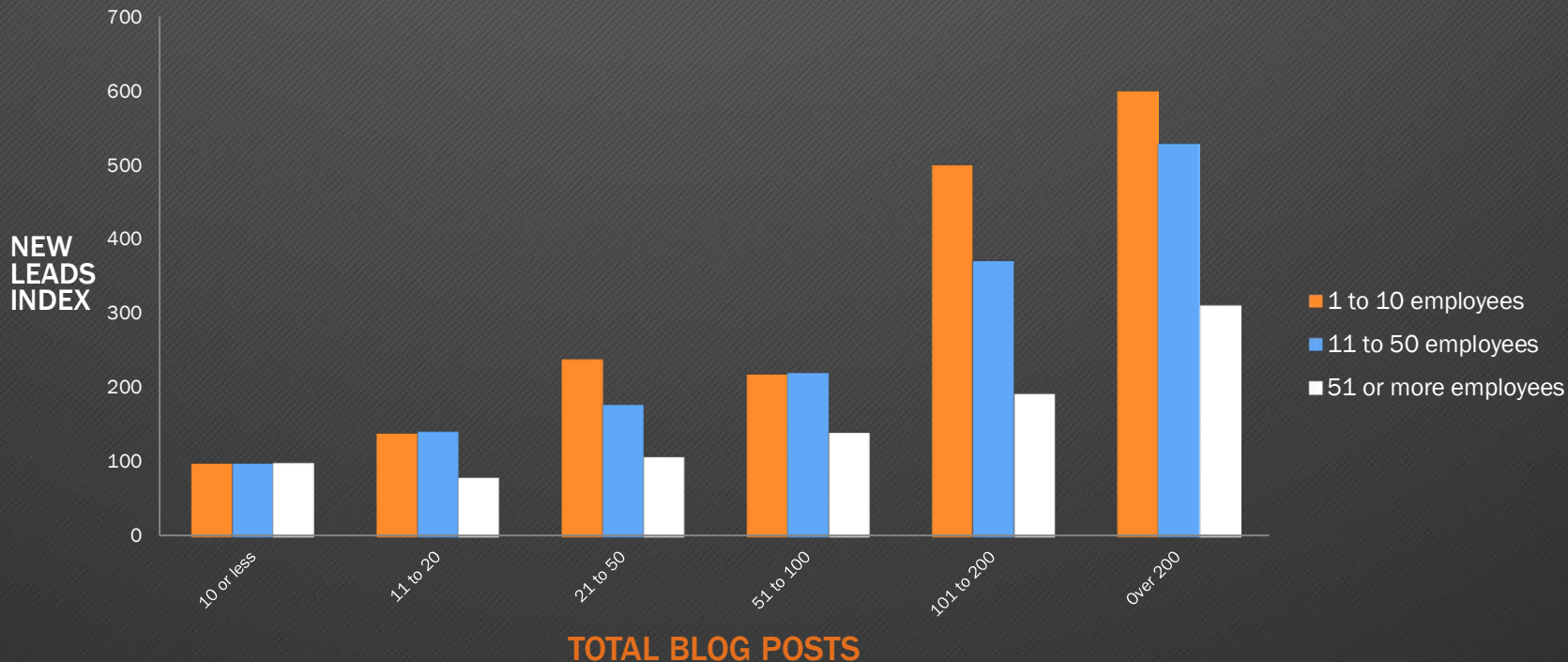


# IMPACT OF TOTAL PUBLISHED BLOG POSTS ON INBOUND LEADS FOR B2B & B2C COMPANIES





# IMPACT OF TOTAL PUBLISHED BLOG POSTS ON **INBOUND LEADS** BY COMPANY SIZE





THE AVERAGE COMPANY WITH  
**100 OR MORE**  
**TOTAL BLOG ARTICLES**  
IS MORE LIKELY TO EXPERIENCE  
**CONTINUED**  
**LEAD GROWTH.**

COMPANIES WITH OVER  
200 BLOG ARTICLES HAVE  
**>5X THE LEADS**  
THAN THOSE  
WITH 10 OR FEWER.

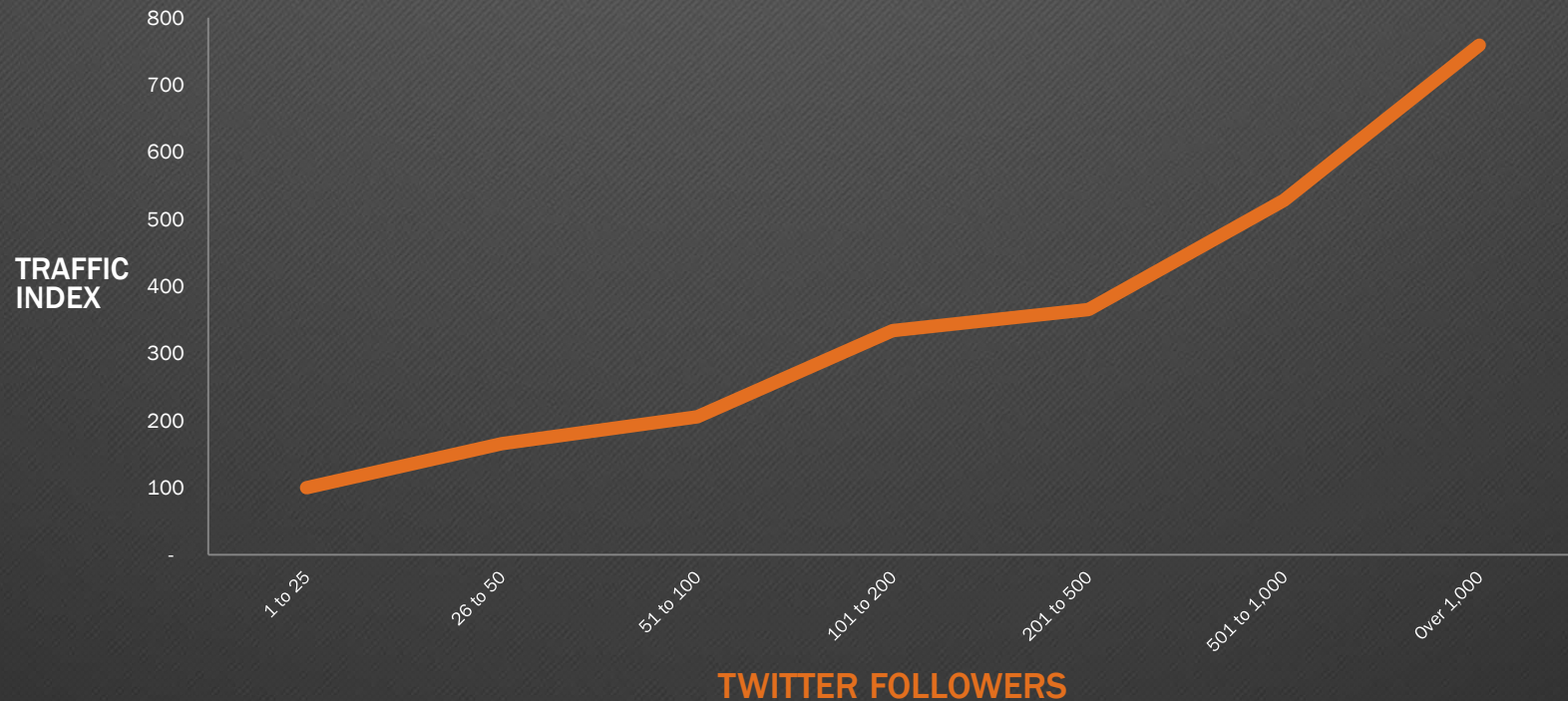
# TWITTER IMPACT

How much will growing  
my Twitter following  
**improve my**  
**website traffic?**



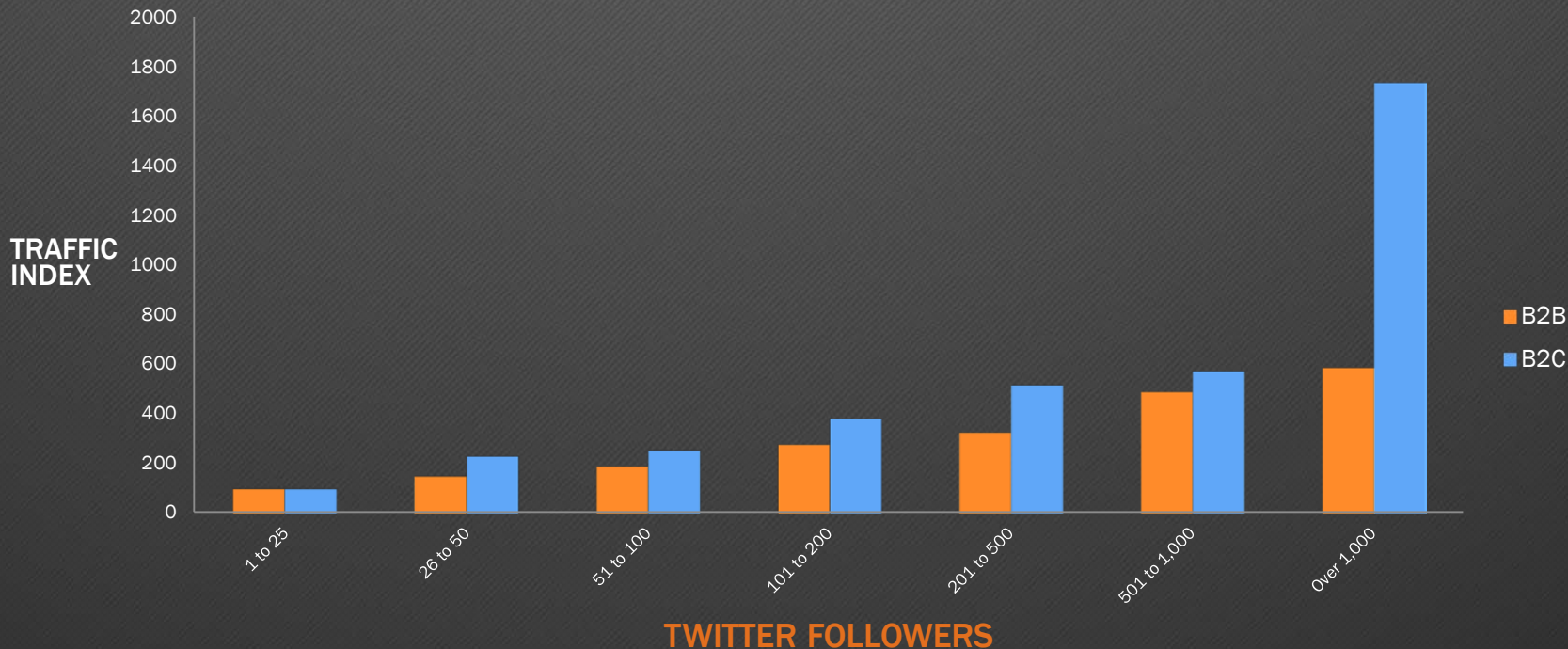


# IMPACT OF COMPANY TWITTER REACH ON INBOUND TRAFFIC



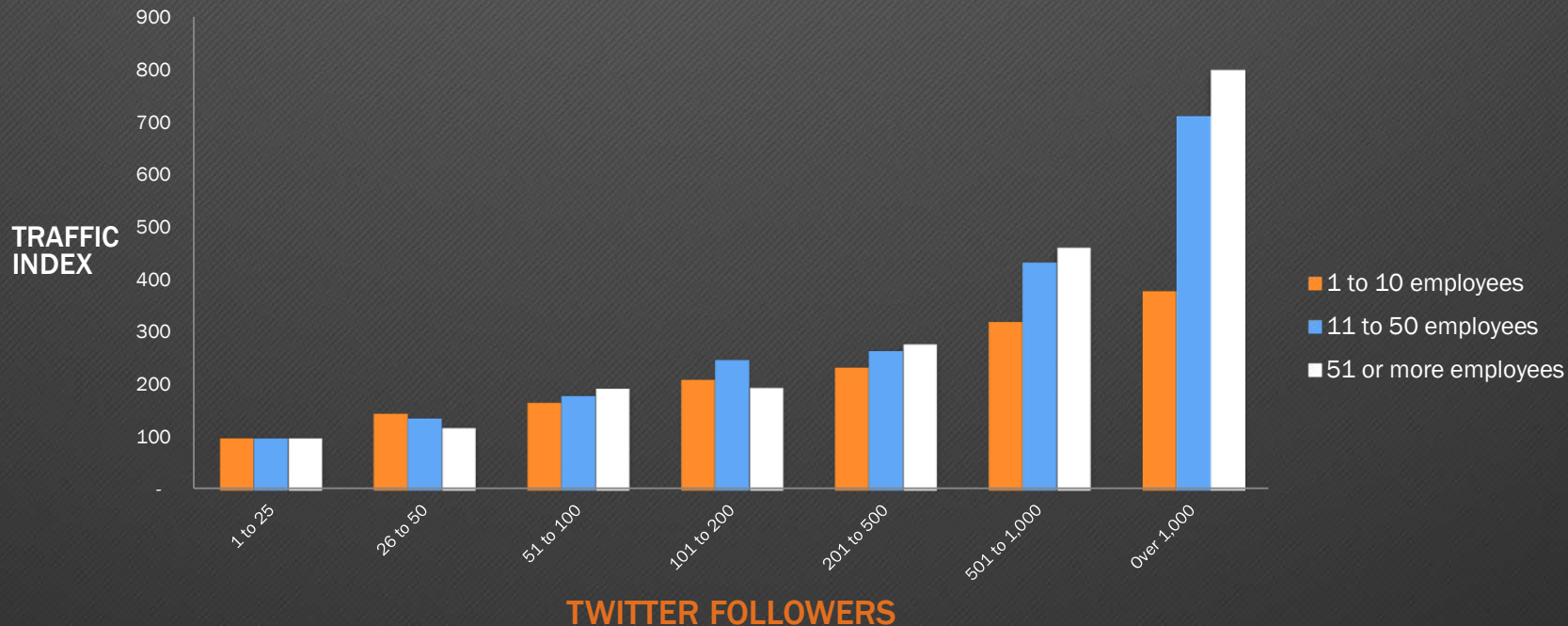


# IMPACT OF COMPANY TWITTER REACH ON INBOUND TRAFFIC FOR B2B & B2C COMPANIES





# IMPACT OF COMPANY TWITTER REACH ON **INBOUND TRAFFIC** BY COMPANY SIZE





COMPANIES WITH  
51 TO 100  
FOLLOWERS GENERATE

**106%**

**MORE TRAFFIC**  
THAN THOSE WITH 25 OR  
FEWER.

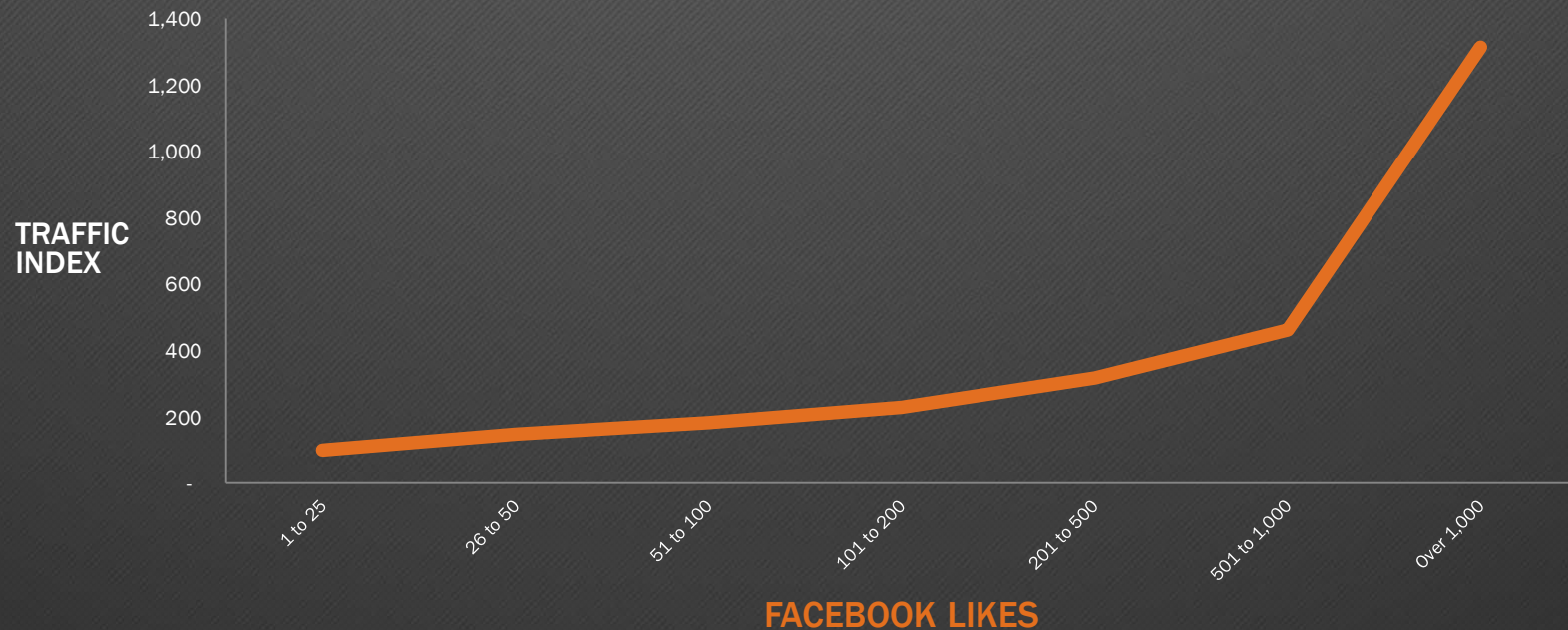
B2C COMPANIES EXPERIENCE  
A LARGER INCREASE IN TRAFFIC THAN  
B2B COMPANIES AFTER CROSSING  
1,000 TWITTER FOLLOWERS.

# FACEBOOK IMPACT

How much will growing  
my Facebook reach  
**improve my  
website traffic?**

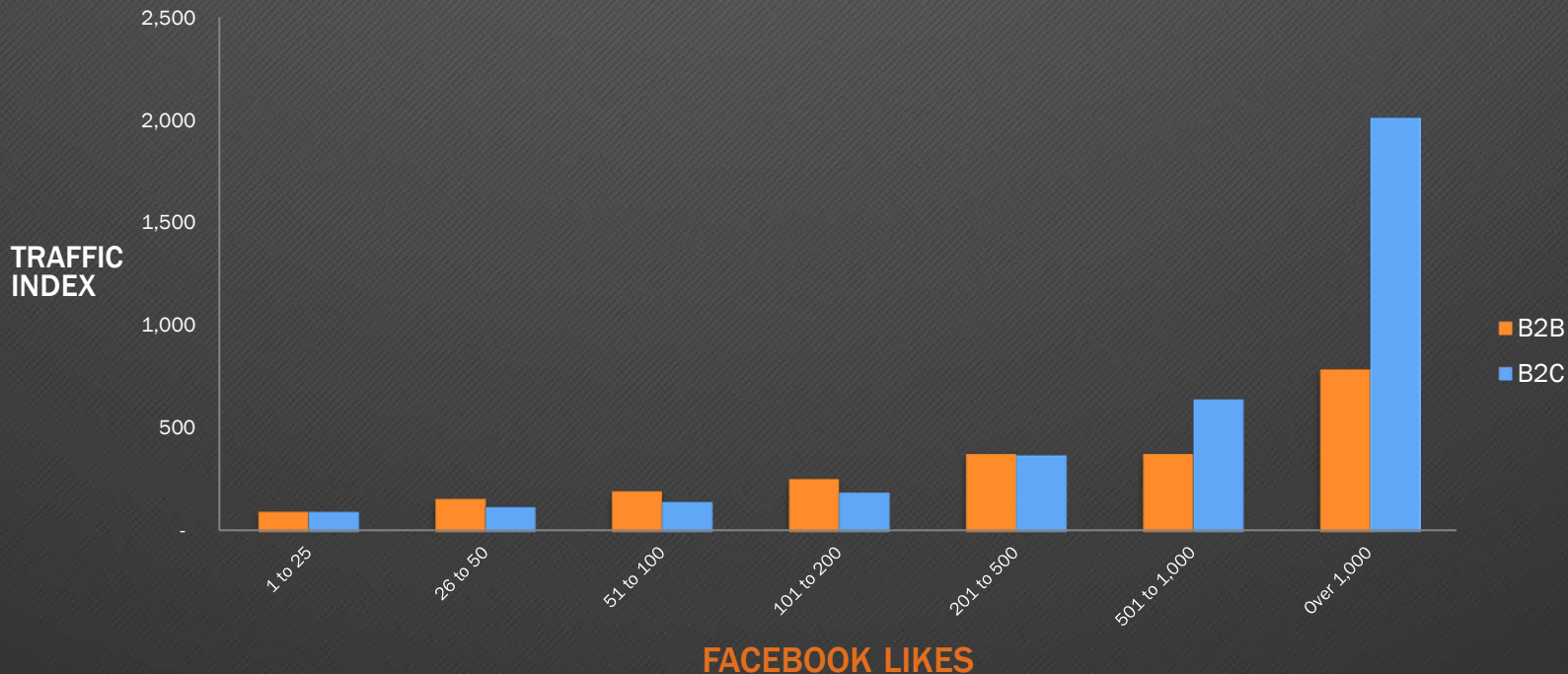


# IMPACT OF COMPANY FACEBOOK REACH ON INBOUND TRAFFIC



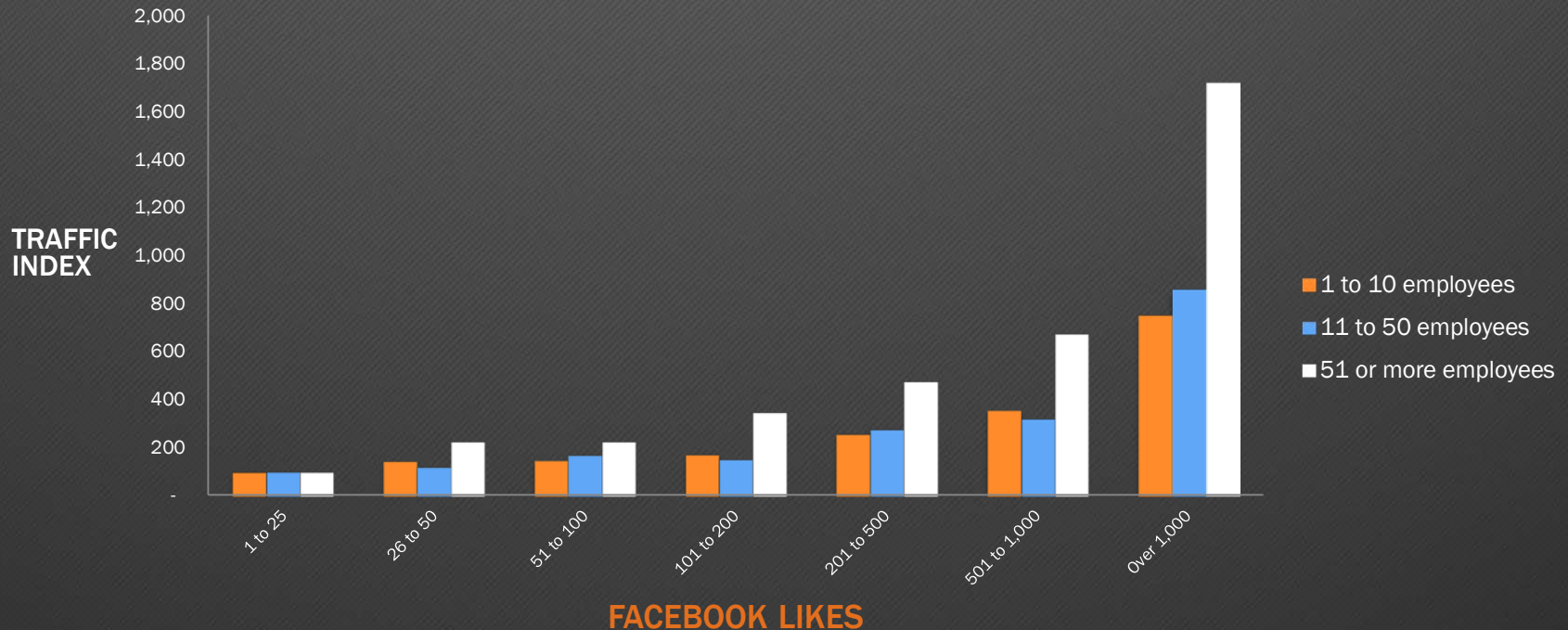


# IMPACT OF COMPANY FACEBOOK REACH ON INBOUND TRAFFIC FOR B2B & B2C COMPANIES





# IMPACT OF COMPANY FACEBOOK REACH ON INBOUND TRAFFIC BY COMPANY SIZE





THE AVERAGE COMPANY SAW A

**185%**

**INCREASE  
IN TRAFFIC**

**AFTER CROSSING  
1,000 FACEBOOK LIKES.**

COMPANIES WITH  
**>50 EMPLOYEES**  
SAW THE BIGGEST TRAFFIC GAINS  
FROM GROWING  
THEIR FACEBOOK REACH.

Ready to increase your  
CPA firm's website  
traffic and leads?

Contact:  
Jean Caragher  
Capstone Marketing  
[jcaragher@capstonemarketing.com](mailto:jcaragher@capstonemarketing.com)

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Talk!



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