



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 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 want.**



ABOUT THIS STUDY

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

In order to provide 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, and Facebook.

HubSpot
PARTNER
CERTIFIED



Lovable
Marketing, LLC

*Valid through 07/15

ABOUT THE DATA

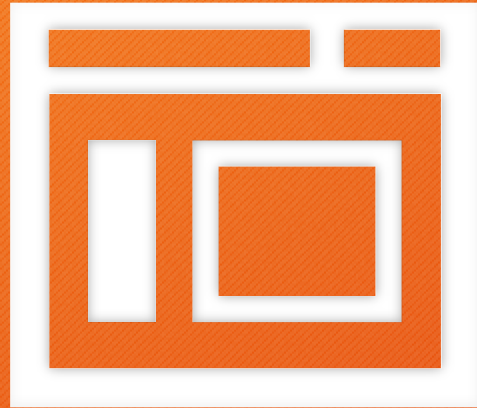
The graphs in this presentation provide index numbers for either traffic or lead volume. We used index numbers to standardize results across the 7,000 businesses and make them more comparable for you.

(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.

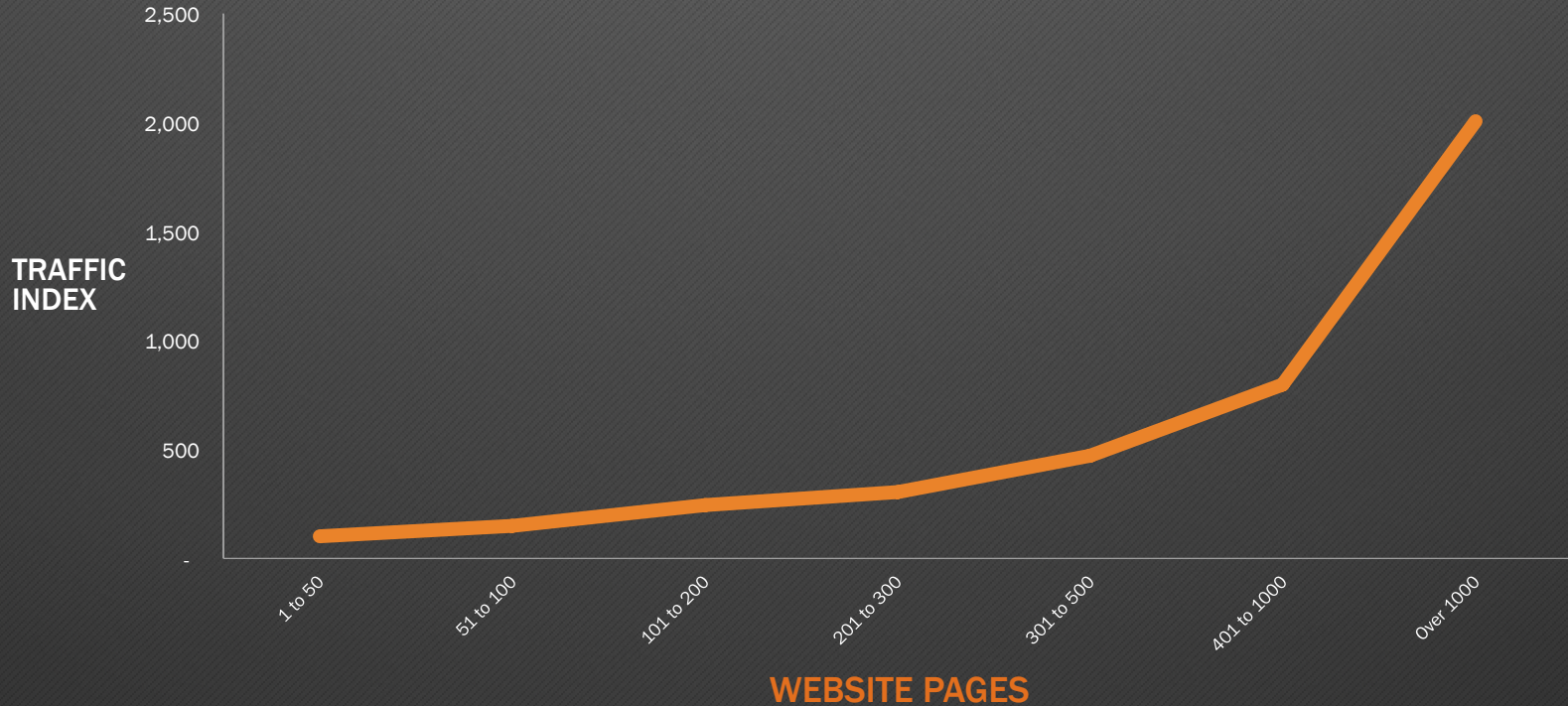
CONTENT IMPACT

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



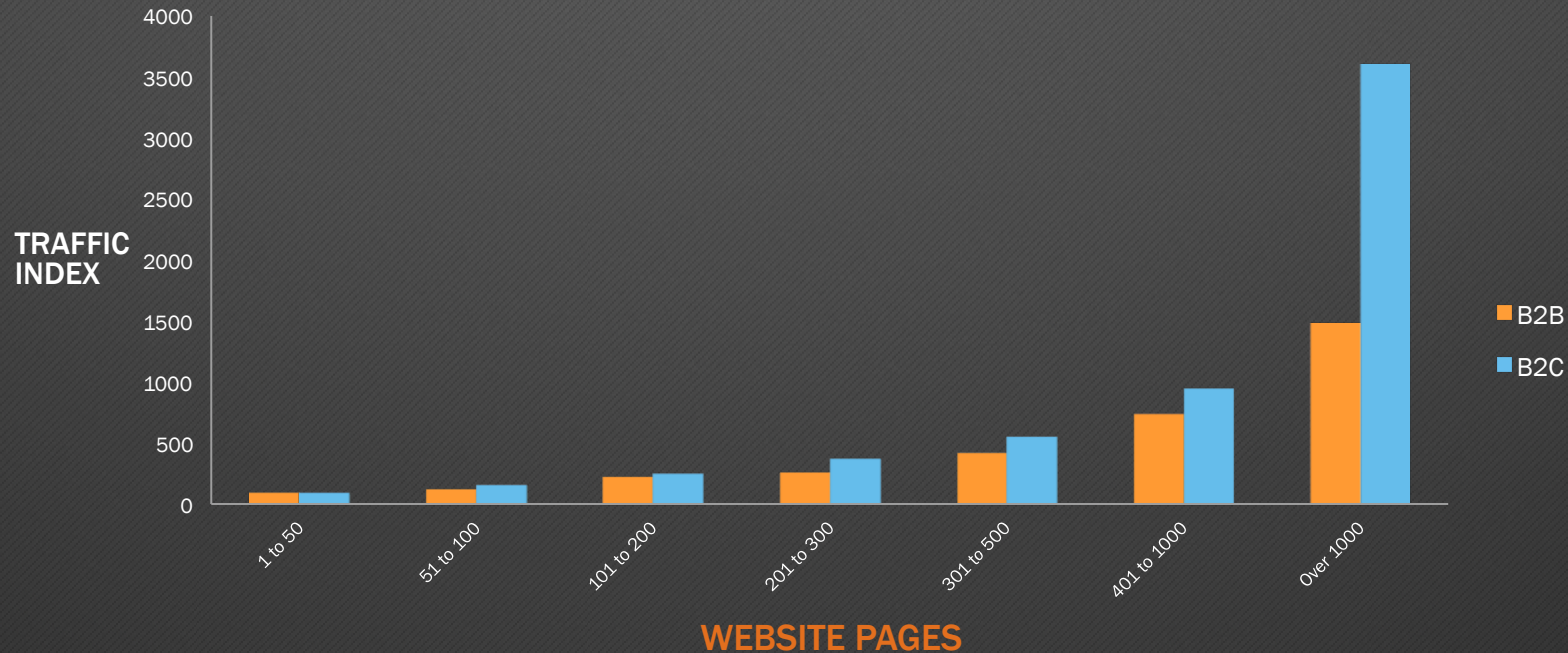


IMPACT OF WEBSITE CONTENT ON INBOUND TRAFFIC



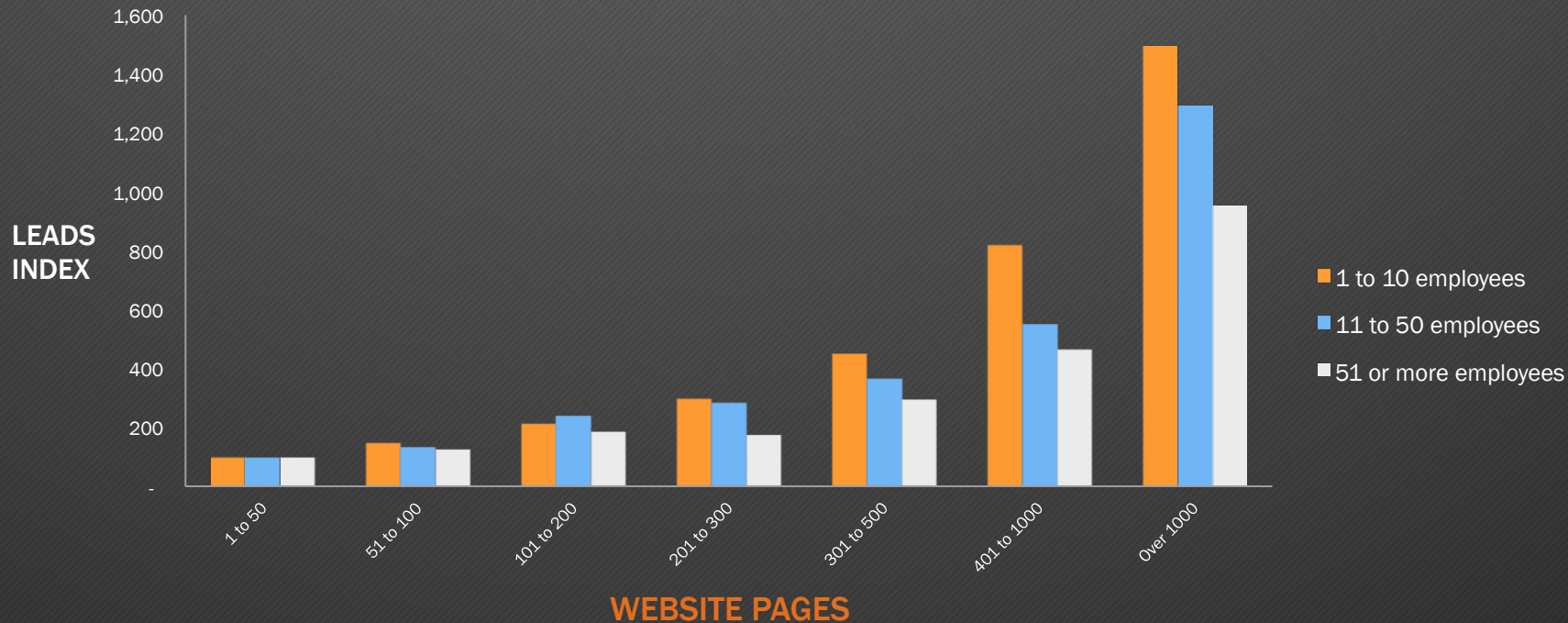


IMPACT OF WEBSITE CONTENT ON INBOUND TRAFFIC FOR B2B & B2C COMPANIES





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.

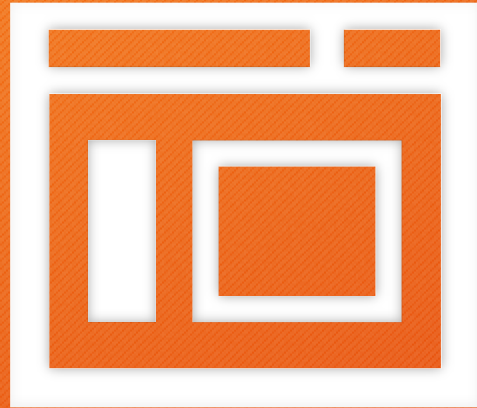
COMPANIES WITH OVER 50
EMPLOYEES AND 1,000+
WEB PAGES SEE

9.5x

MORE TRAFFIC
THAN COMPANIES
WITH UNDER 51 PAGES.

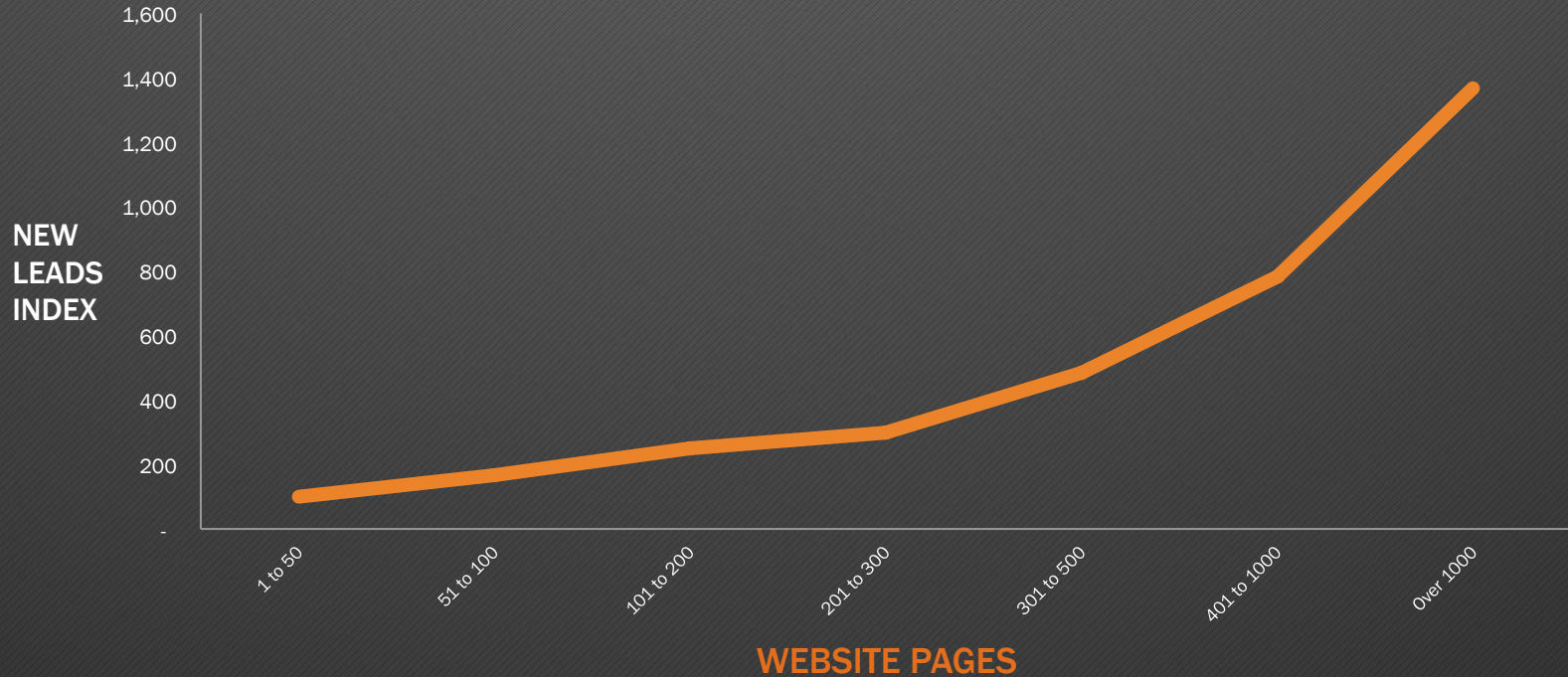
CONTENT IMPACT

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



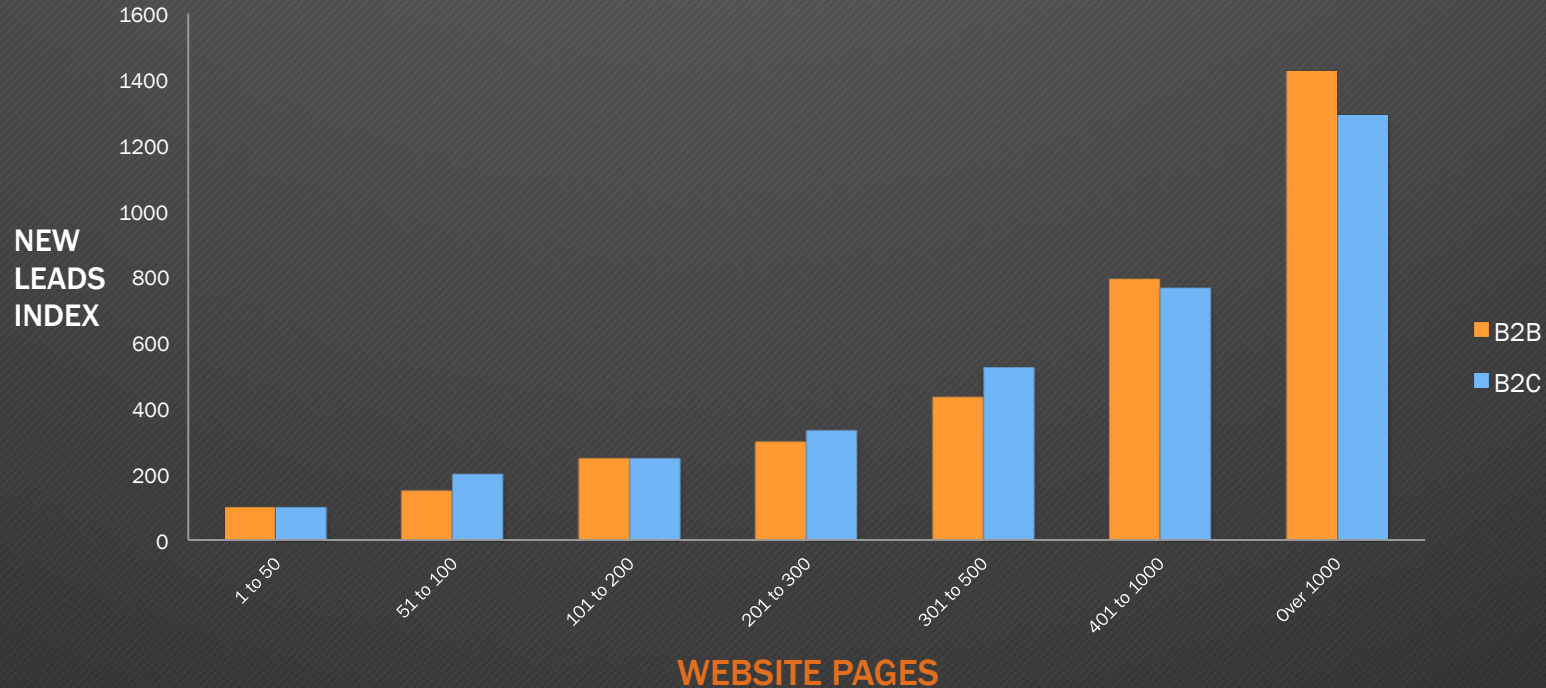


IMPACT OF WEBSITE CONTENT ON **INBOUND LEADS**



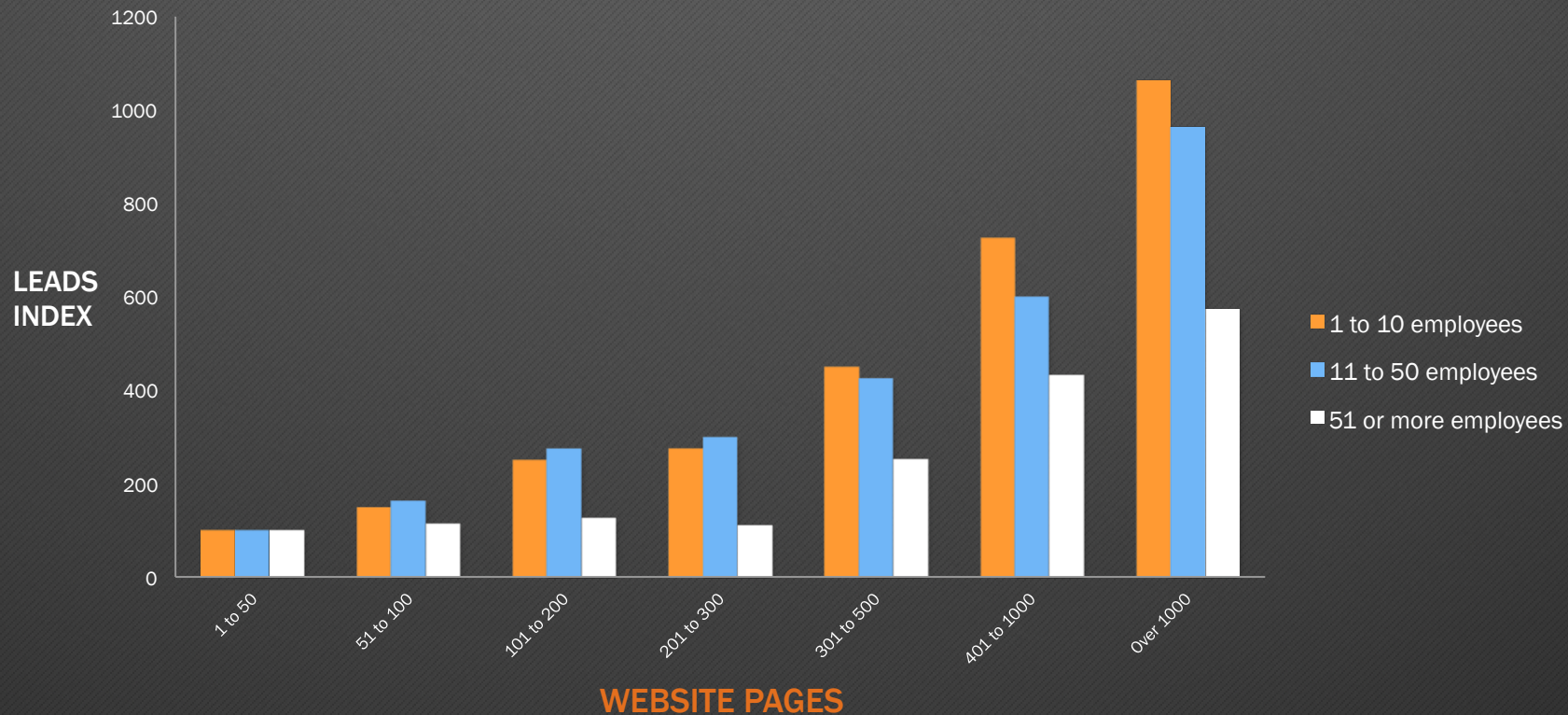


IMPACT OF WEBSITE CONTENT ON INBOUND LEADS FOR B2B & B2C COMPANIES





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.

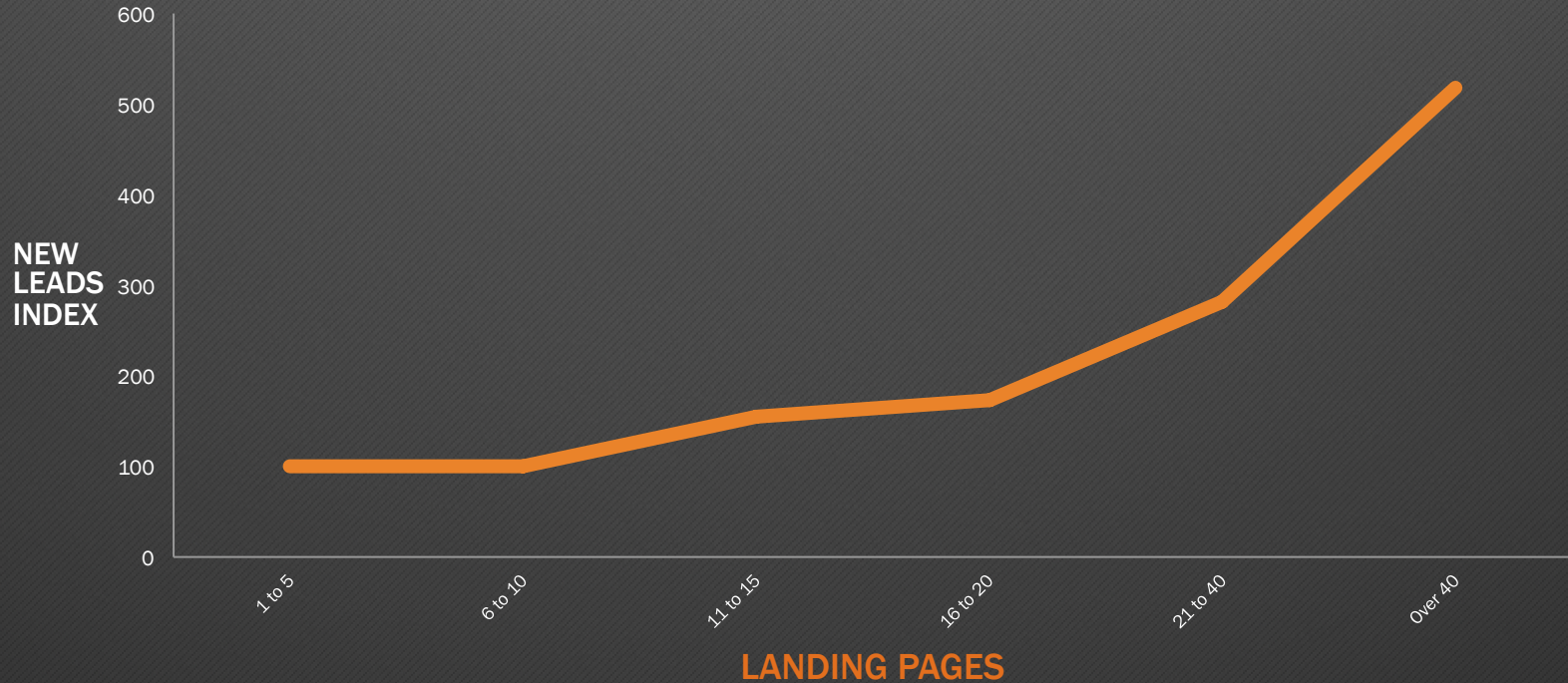
LANDING PAGE IMPACT

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



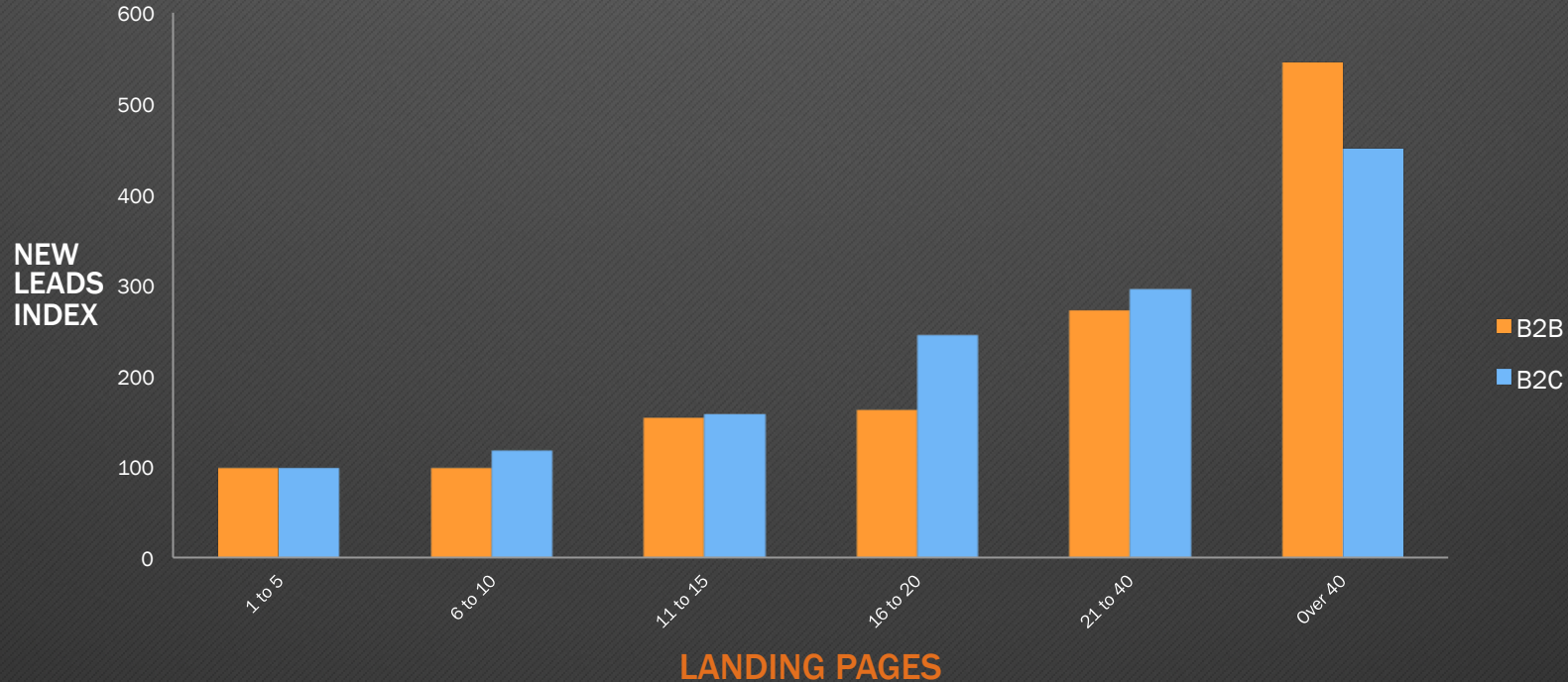


IMPACT OF NUMBER OF LANDING PAGES ON **LEAD GENERATION**



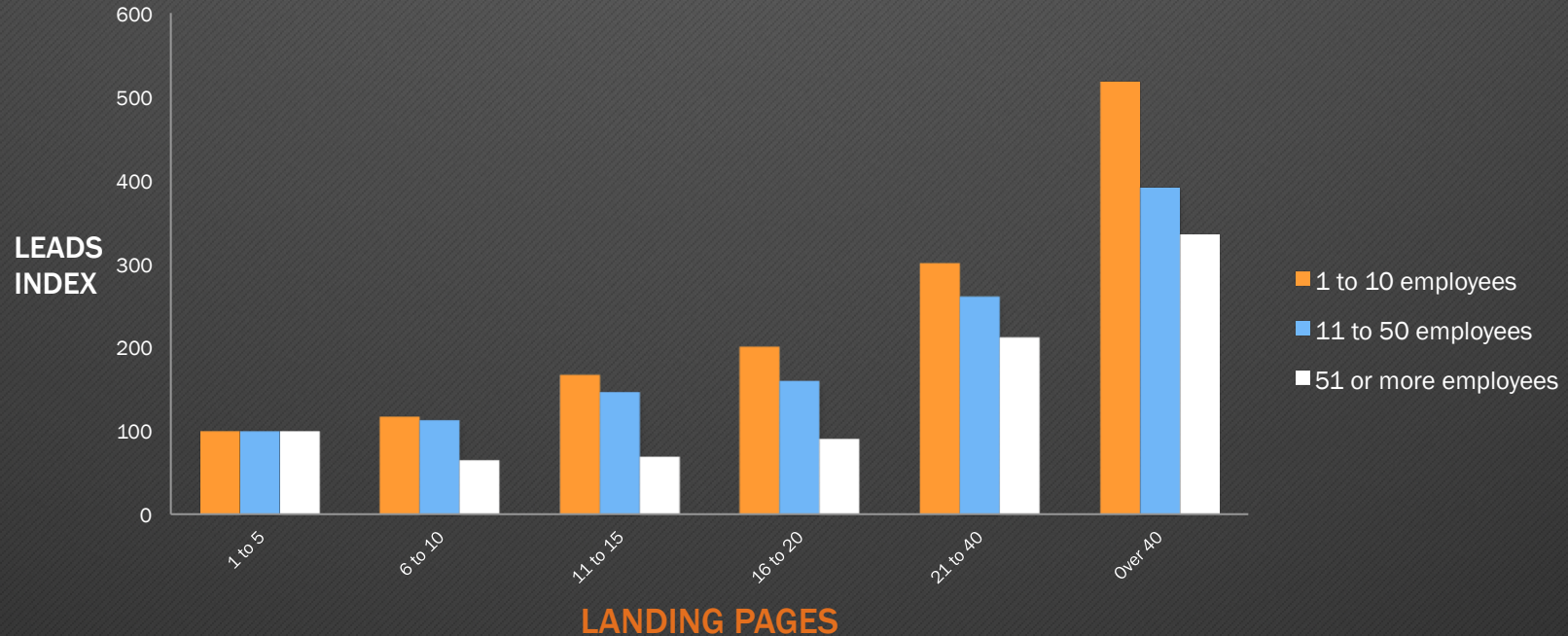


IMPACT OF NUMBER OF LANDING PAGES ON **LEAD GENERATION** FOR B2B & B2C COMPANIES





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.

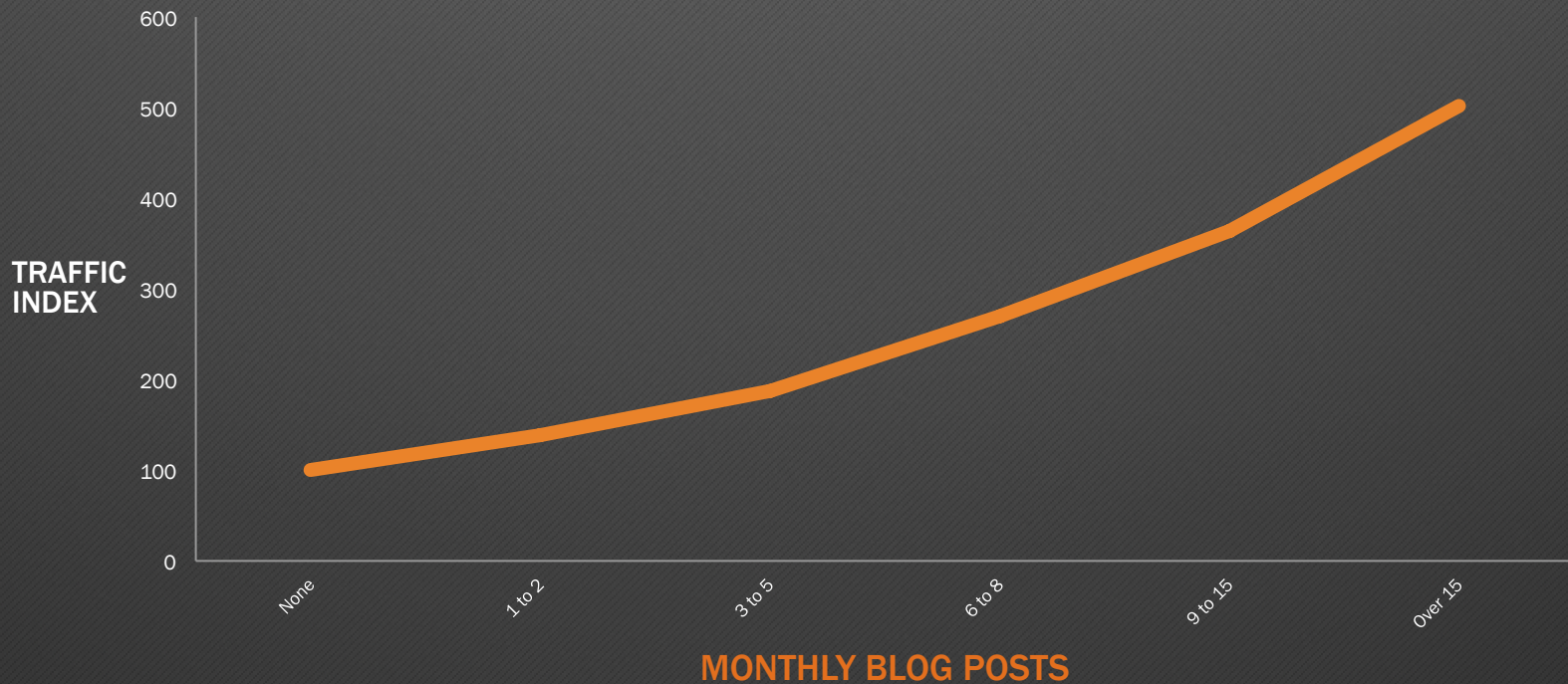
BLOGGING IMPACT

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



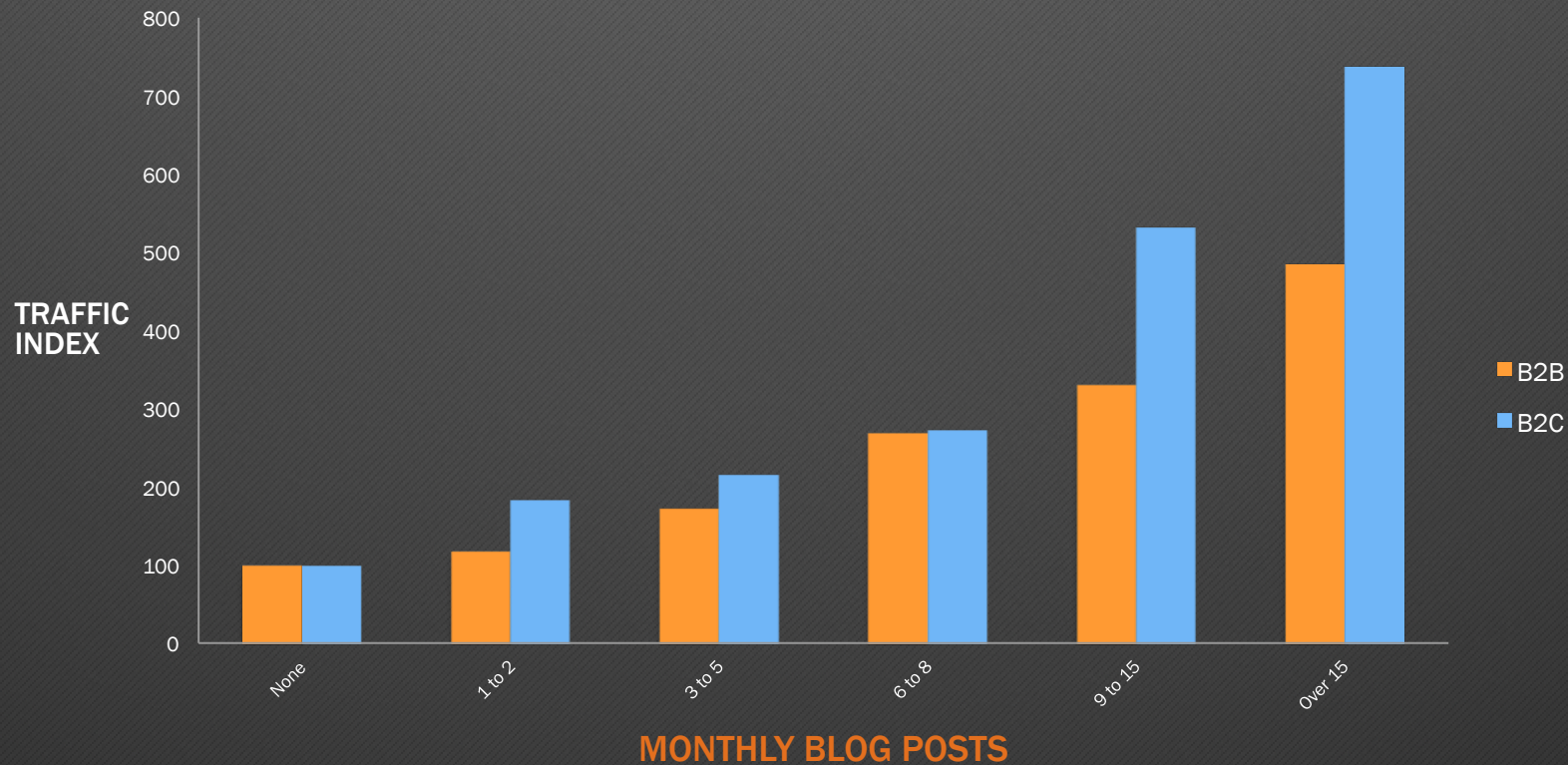


IMPACT OF MONTHLY BLOG ARTICLES ON INBOUND TRAFFIC



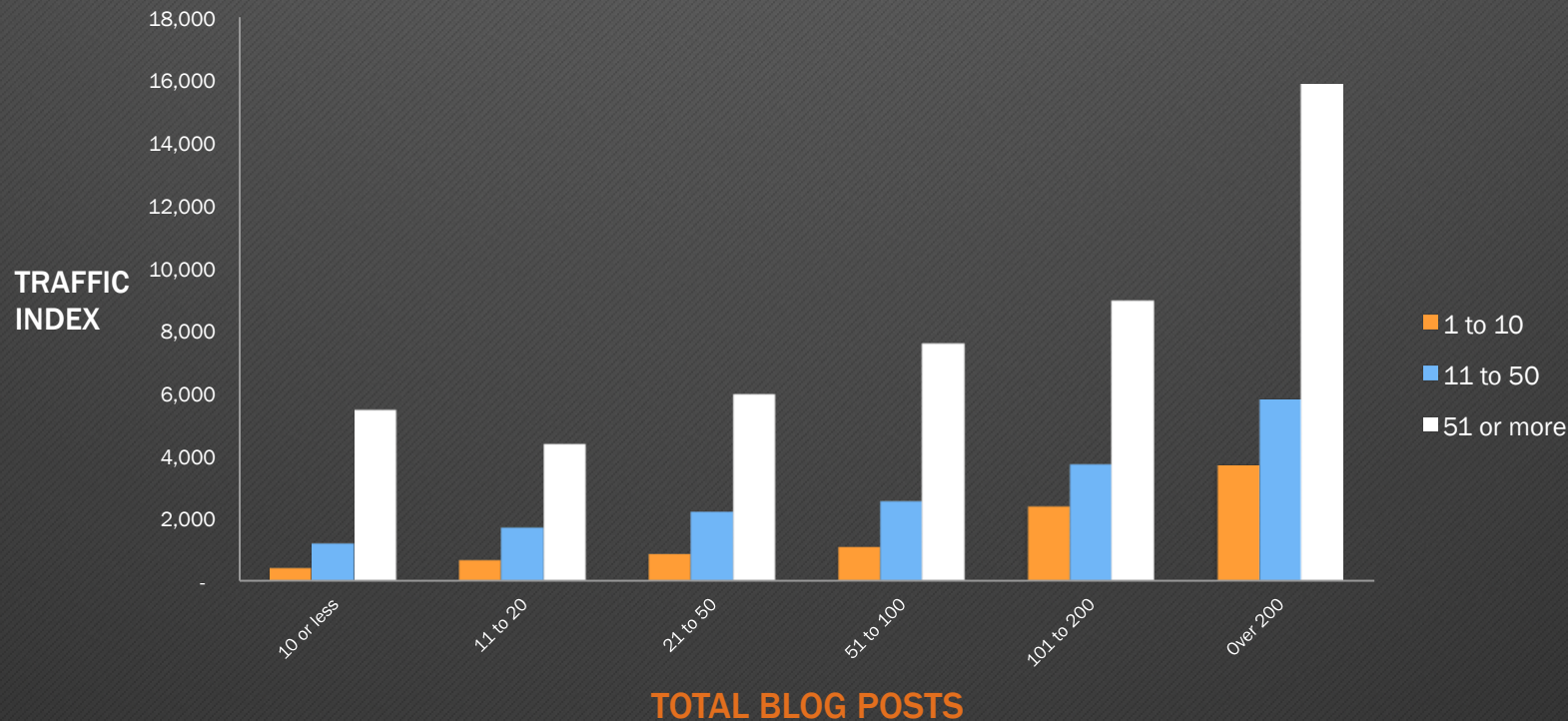


IMPACT OF MONTHLY BLOG ARTICLES ON INBOUND TRAFFIC FOR B2B & B2C COMPANIES





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.

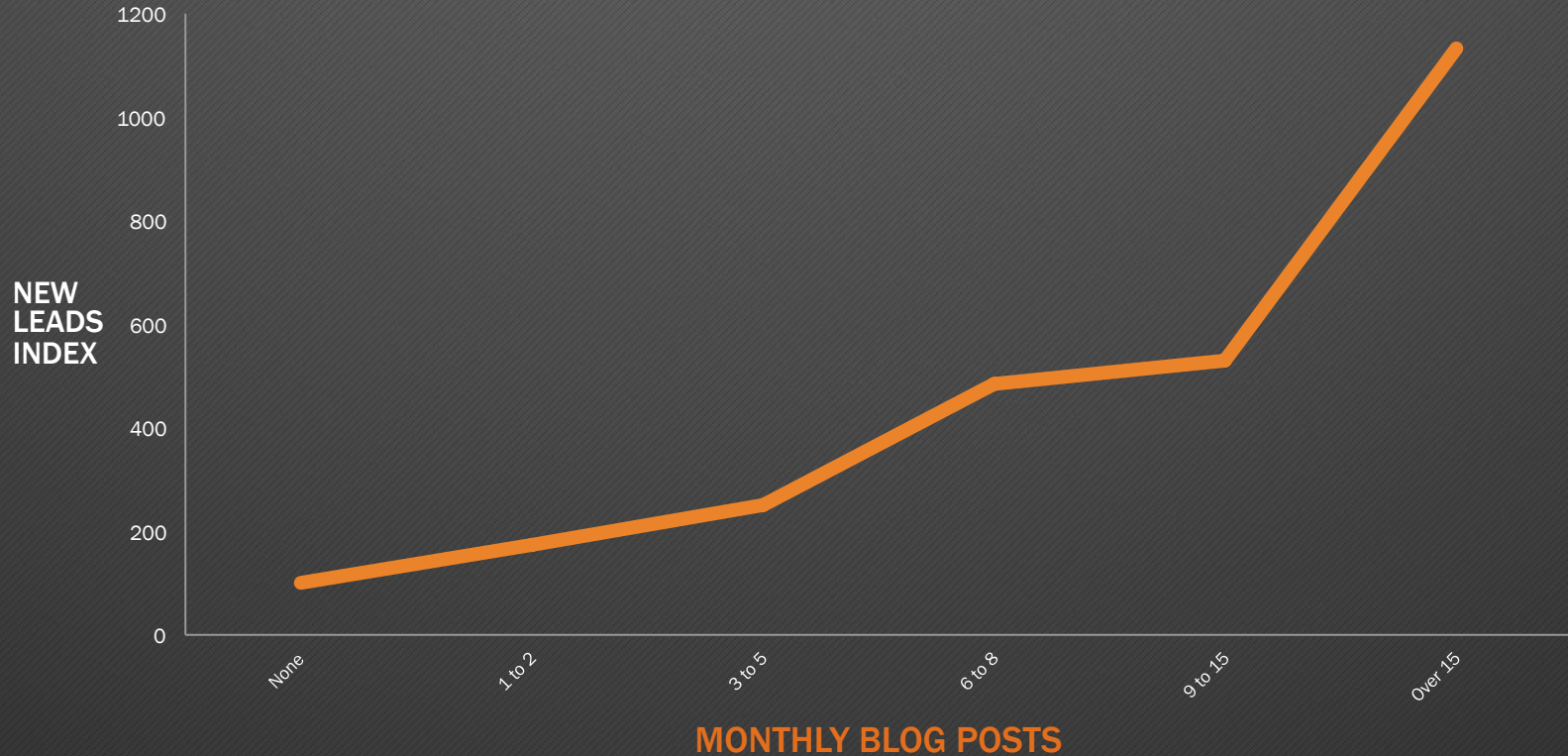
BLOGGING IMPACT

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



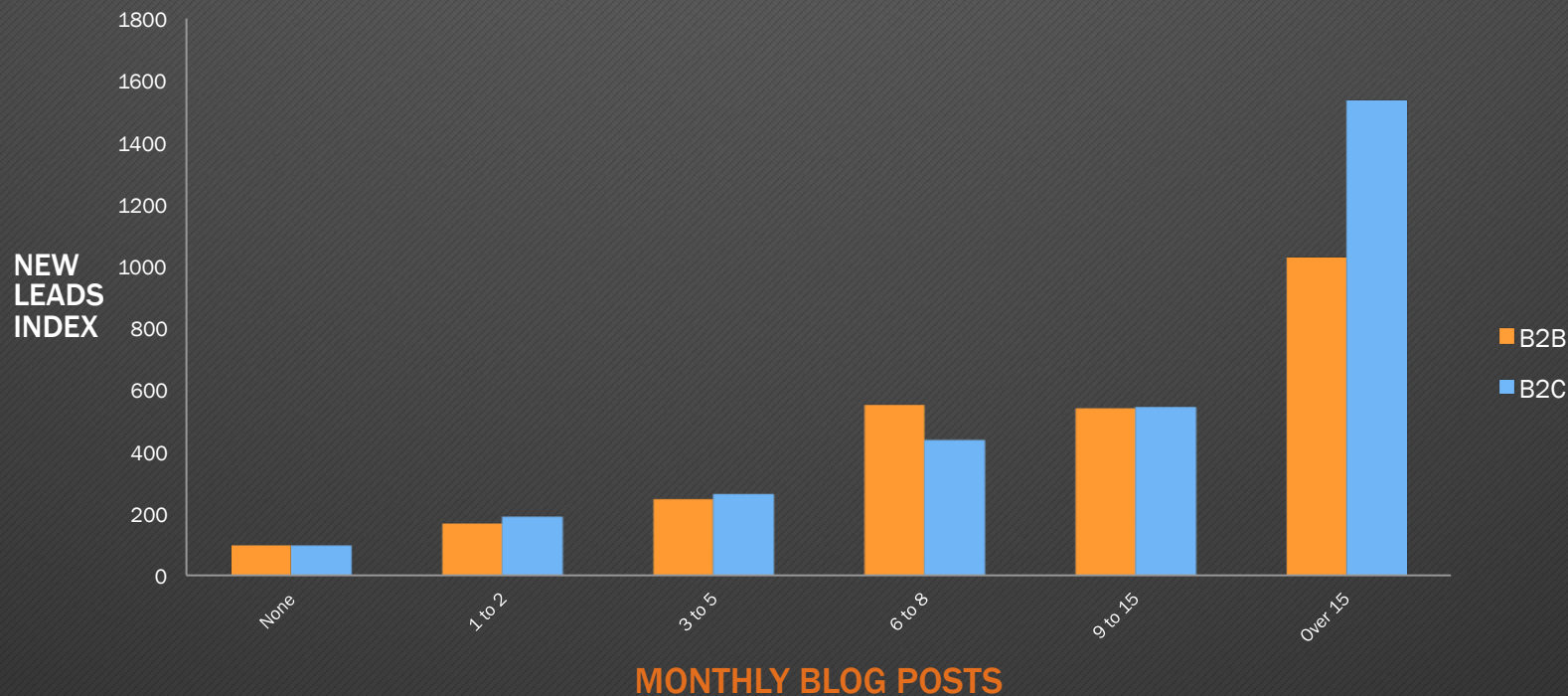


IMPACT OF MONTHLY BLOG ARTICLES ON **INBOUND LEADS**



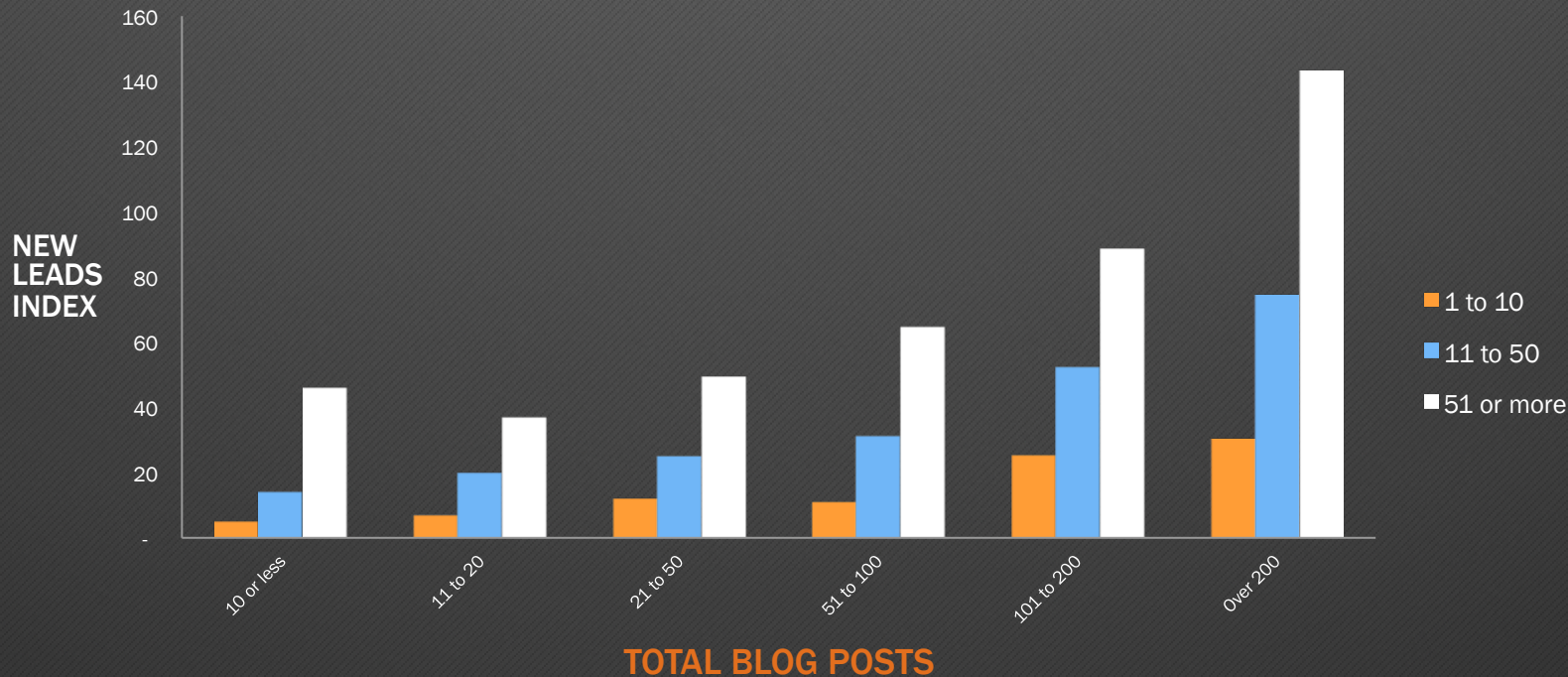


IMPACT OF MONTHLY BLOG ARTICLES ON INBOUND TRAFFIC FOR B2B & B2C COMPANIES





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.

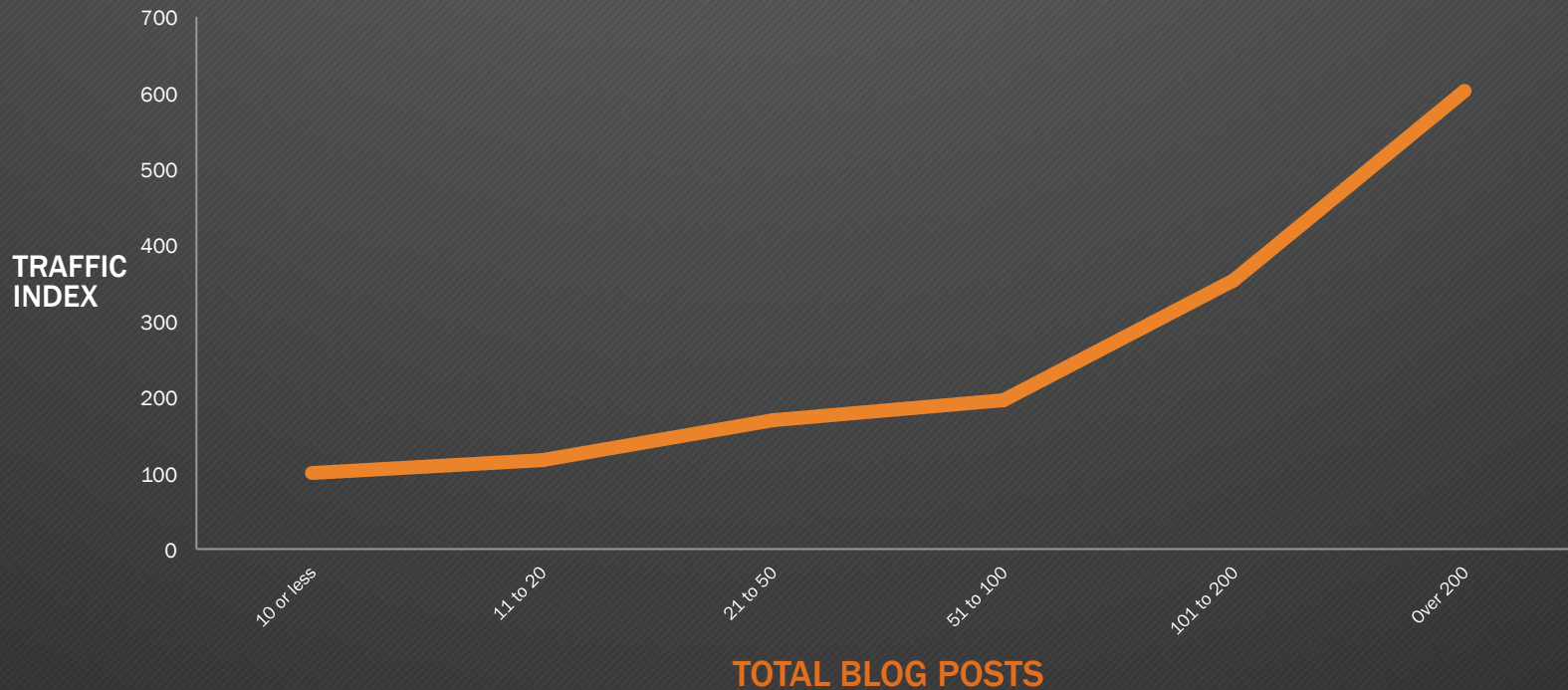
BLOGGING IMPACT

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



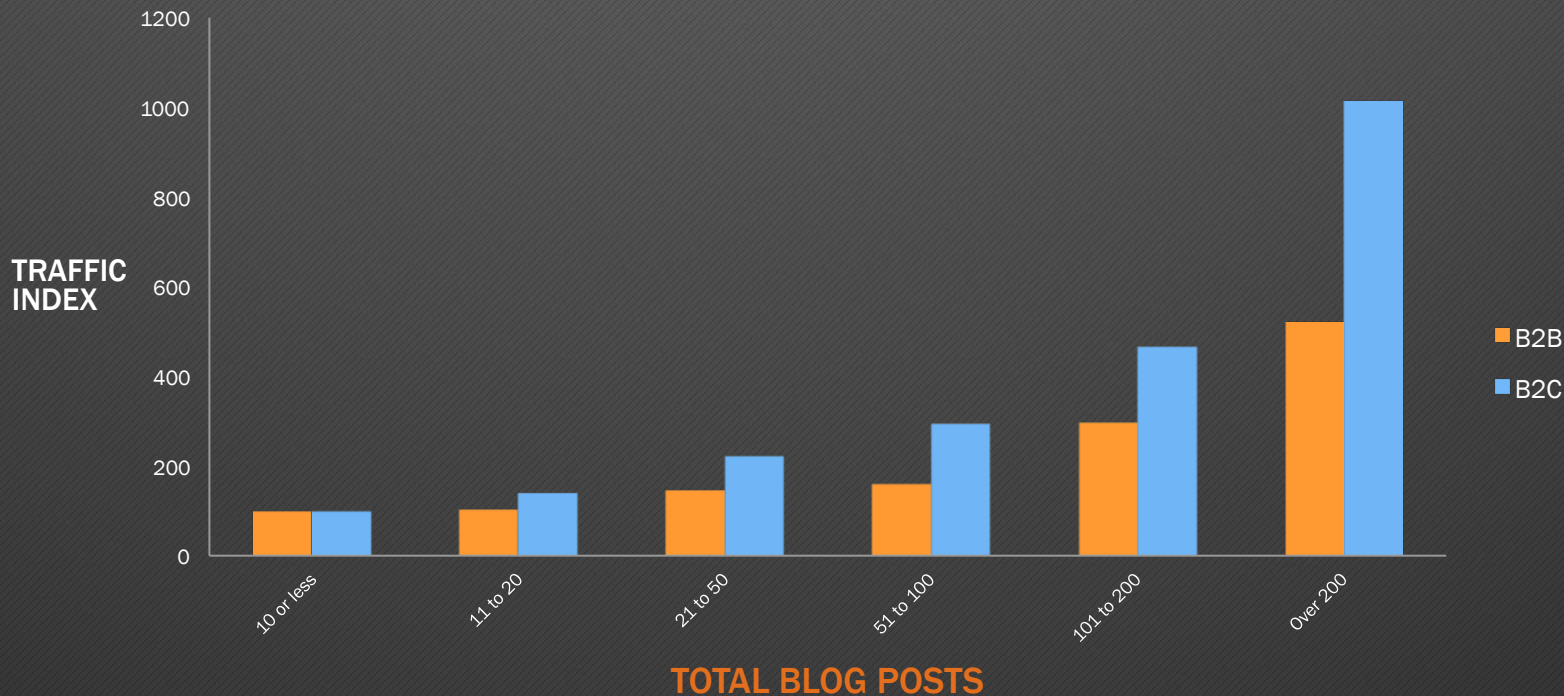


IMPACT OF TOTAL PUBLISHED BLOG POSTS ON **INBOUND TRAFFIC**



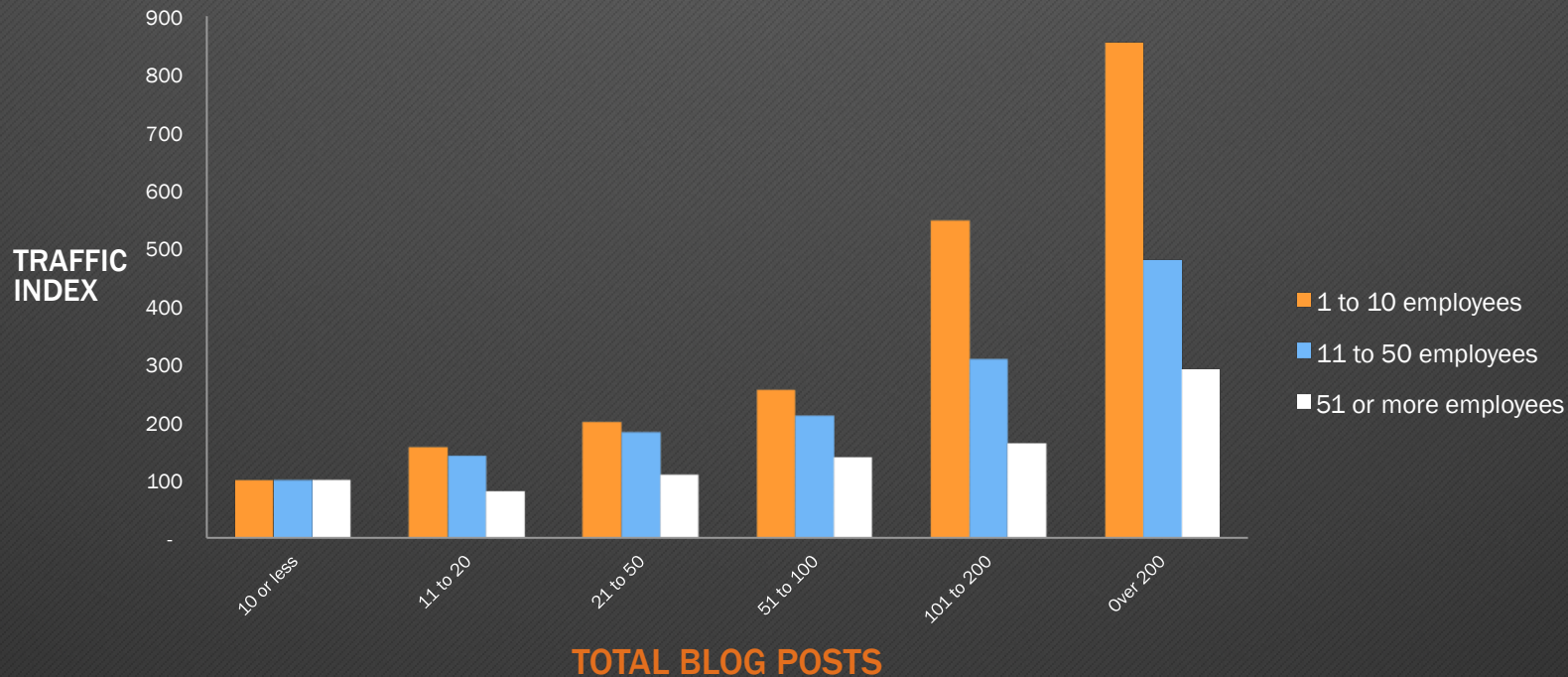


IMPACT OF TOTAL PUBLISHED BLOG POSTS ON INBOUND TRAFFIC FOR B2B & B2C COMPANIES





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.

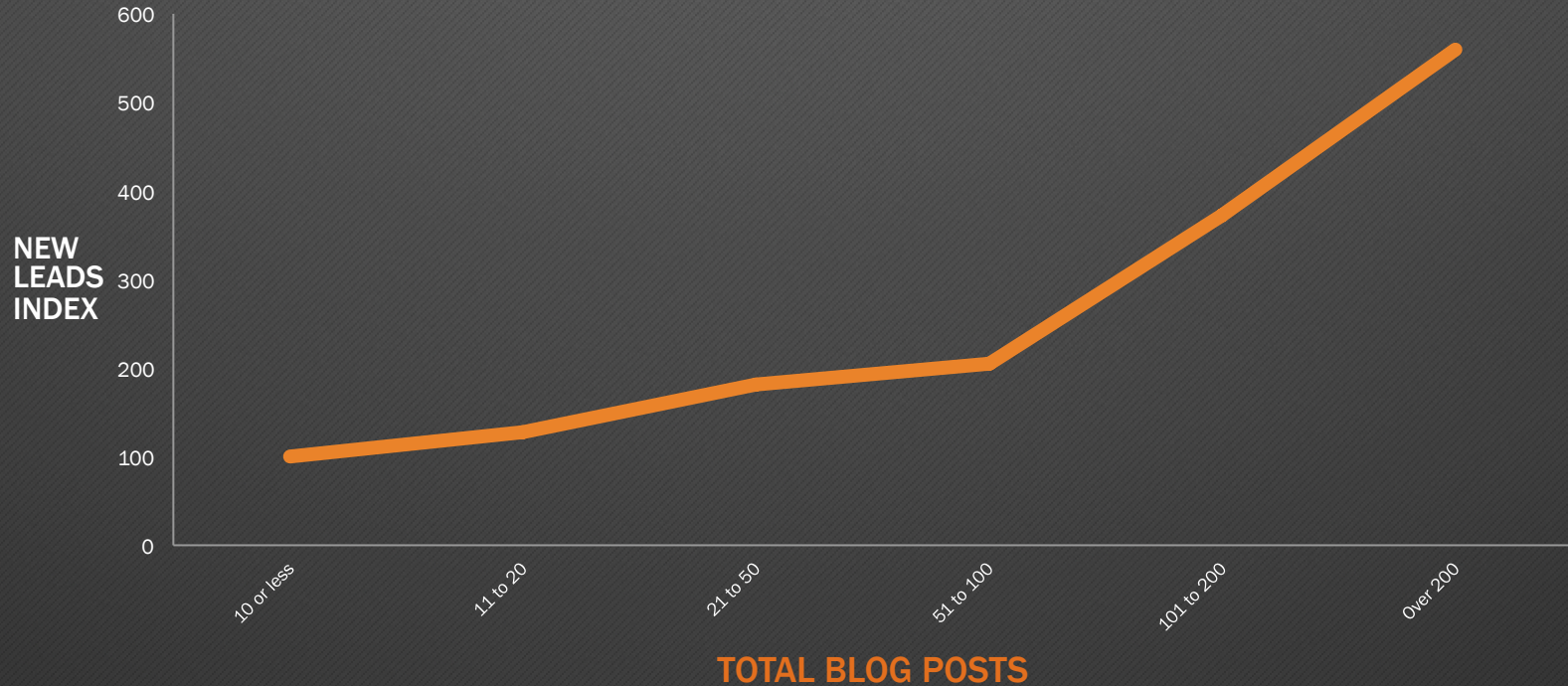
BLOGGING IMPACT

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



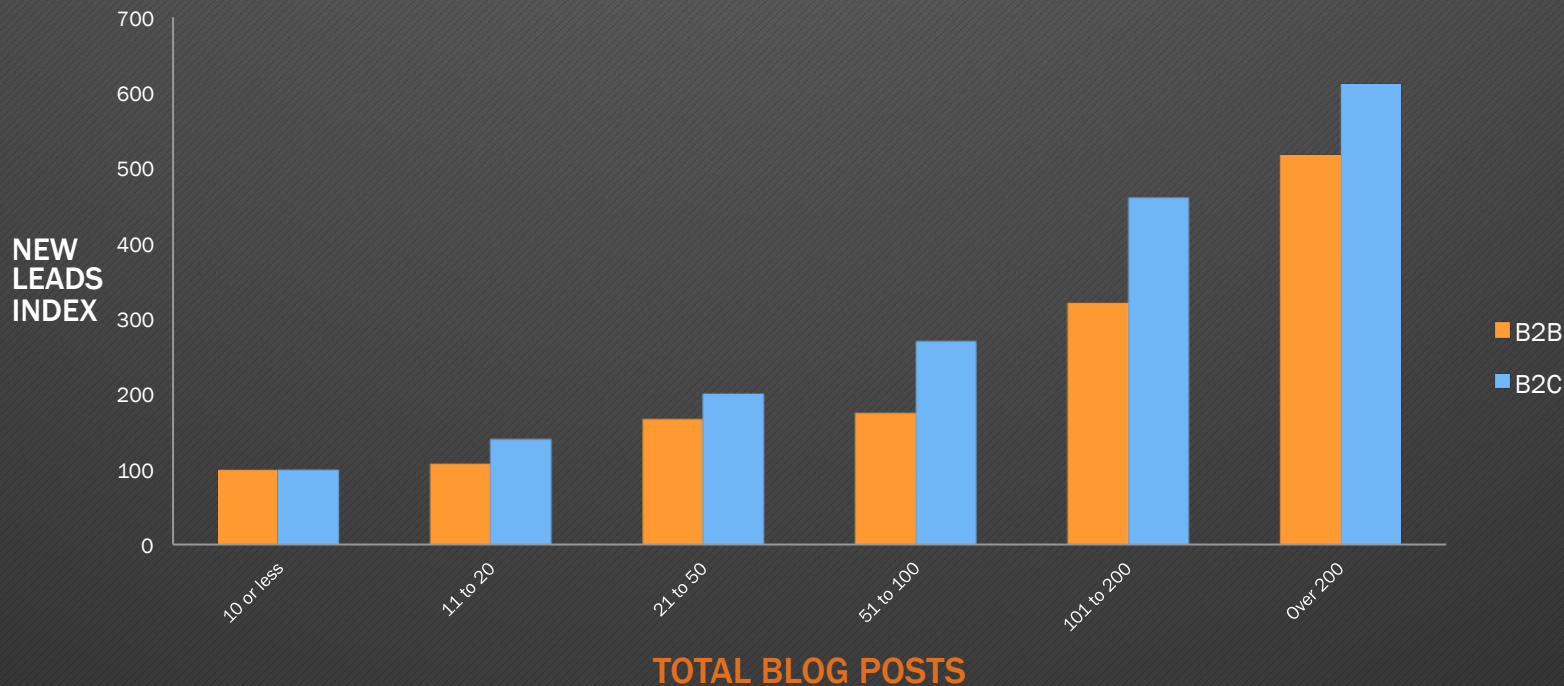


IMPACT OF TOTAL PUBLISHED BLOG POSTS ON **INBOUND LEADS**



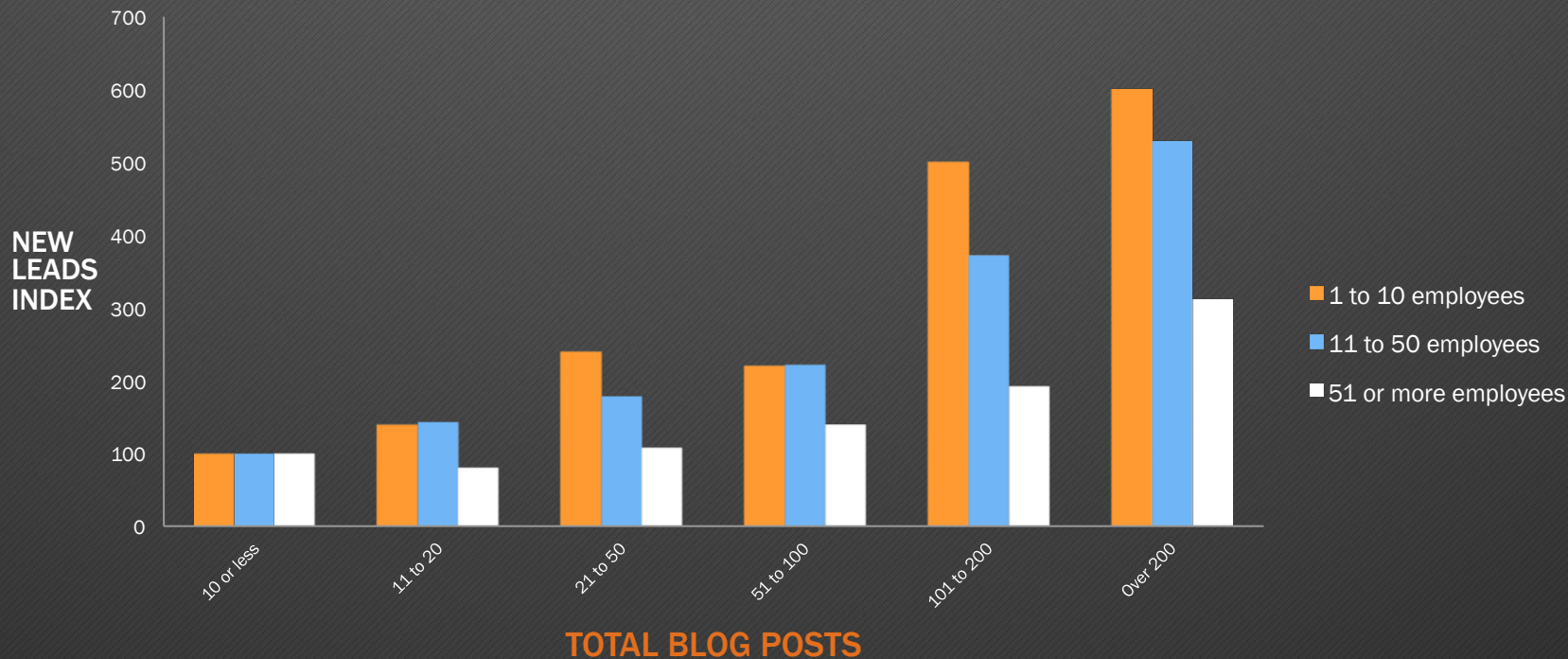


IMPACT OF TOTAL PUBLISHED BLOG POSTS ON INBOUND LEADS FOR B2B & B2C COMPANIES





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.

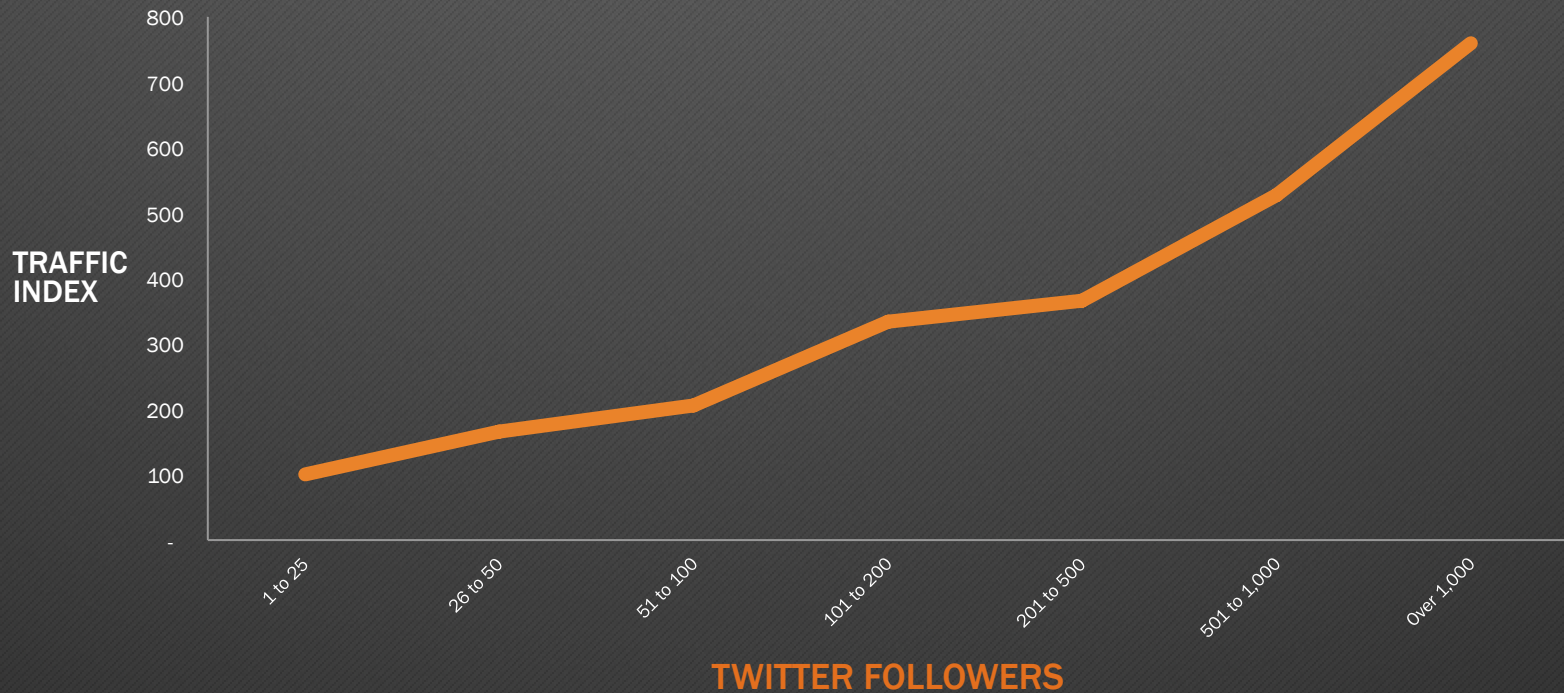
TWITTER IMPACT

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



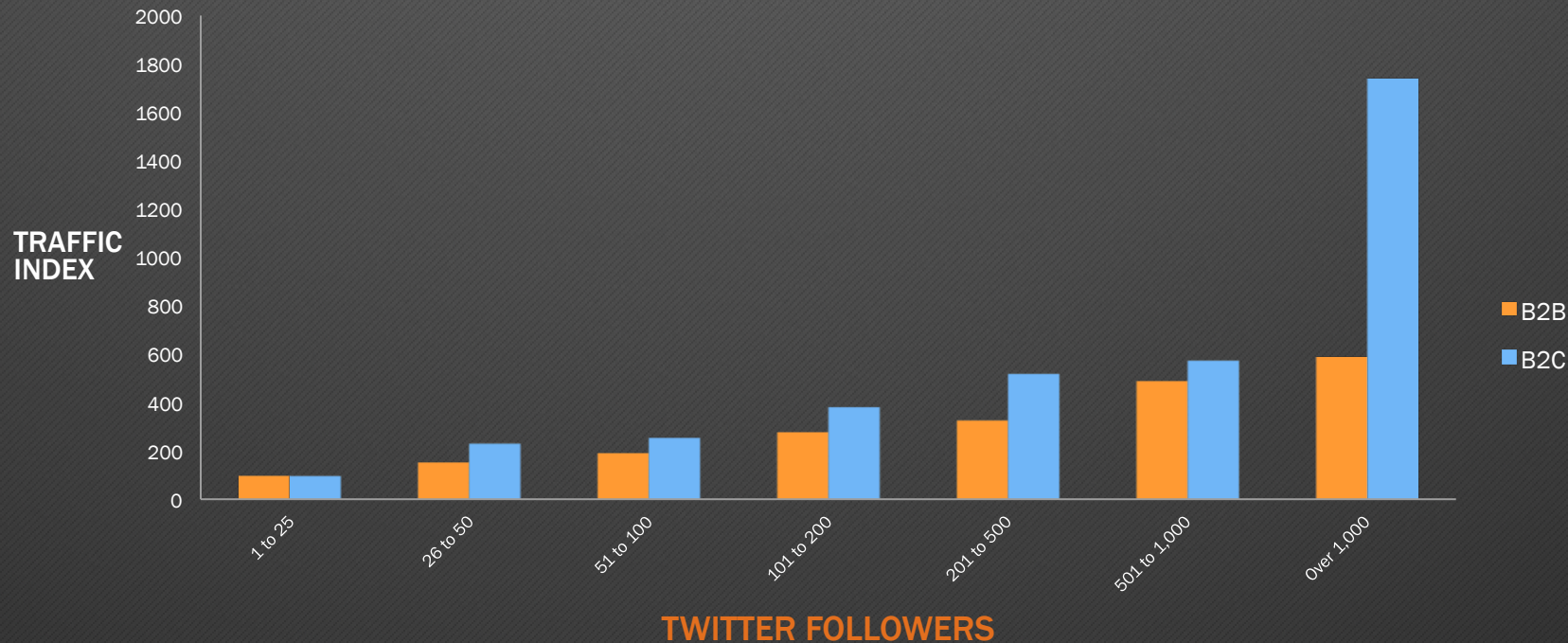


IMPACT OF COMPANY TWITTER REACH ON **INBOUND TRAFFIC**



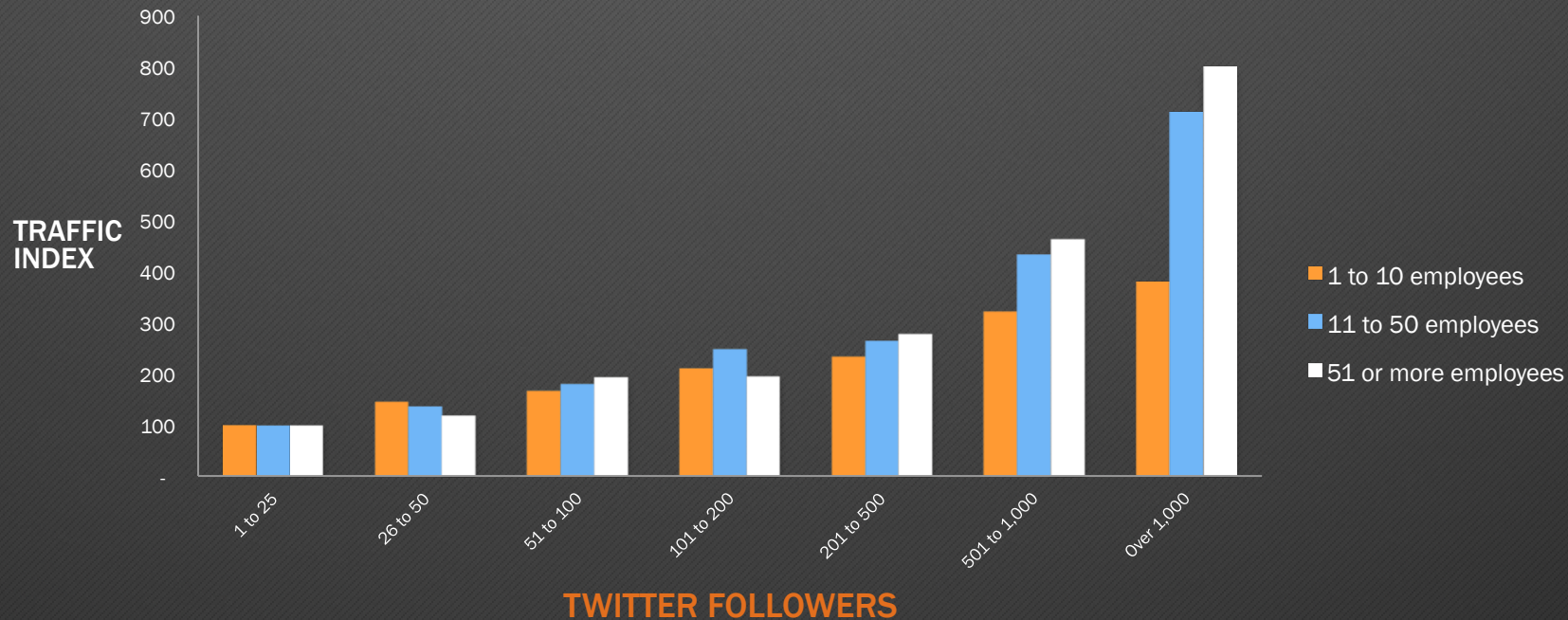


IMPACT OF COMPANY TWITTER REACH ON INBOUND TRAFFIC FOR B2B & B2C COMPANIES





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.

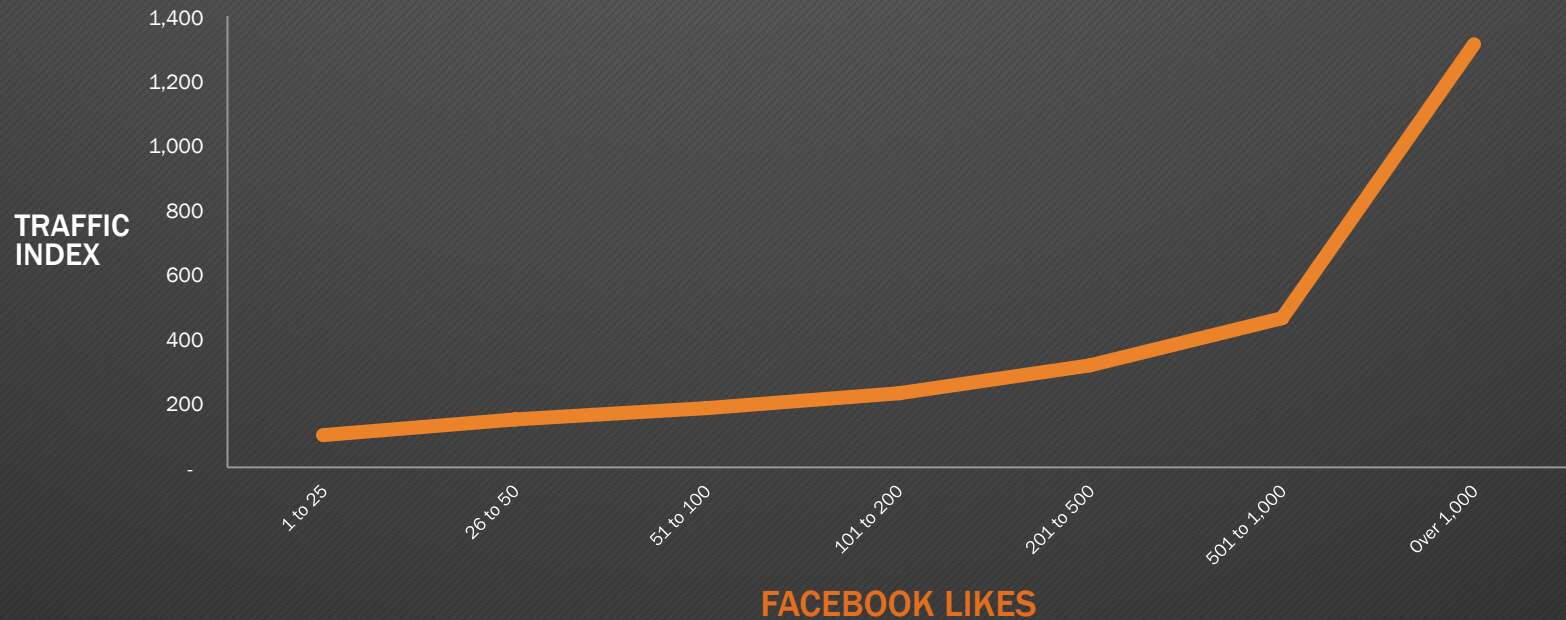
B2C COMPANIES EXPERIENCE
A LARGER INCREASE IN TRAFFIC THAN
B2B COMPANIES AFTER CROSSING
1,000 TWITTER FOLLOWERS.

FACEBOOK IMPACT

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

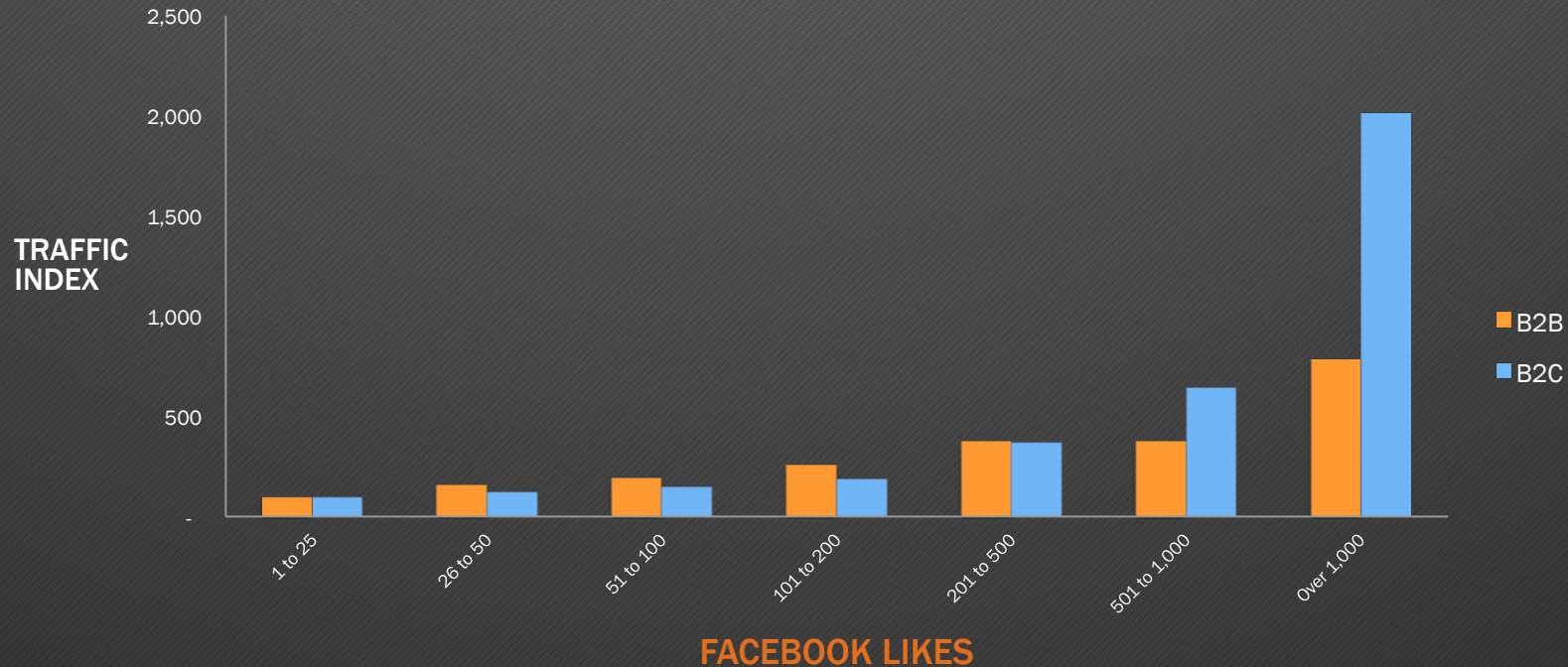


IMPACT OF COMPANY FACEBOOK REACH ON INBOUND TRAFFIC



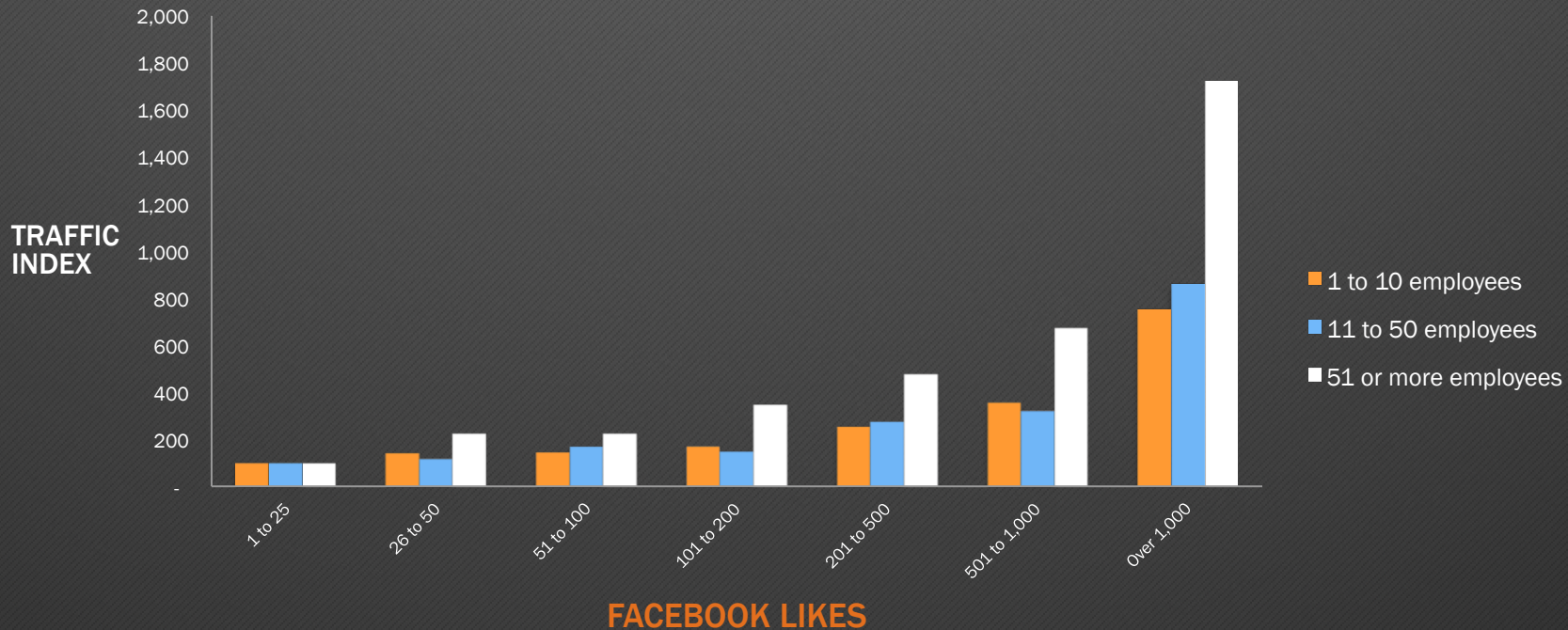


IMPACT OF COMPANY FACEBOOK REACH ON INBOUND TRAFFIC FOR B2B & B2C COMPANIES





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.

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