

CRUSH

YOUR COMPETITORS

with Inbound
Marketing



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@bhalligan
#KillingIt

I'm Brian Halligan.
Nice to meet you.



⋮
@bhalligan
CEO @HubSpot

#KillingIt



How to CRUSH Your Competitors

..... 1

Go Inbound

..... 2

Become a TOFU Titan

..... 3

Master Your MOFU

..... 4

Build a Killer Inbound Team

..... 5

Crush the Competition!



1



Go
Inbound

The Marketing Playbook



The Marketing Playbook IS BROKEN.



CALLER ID



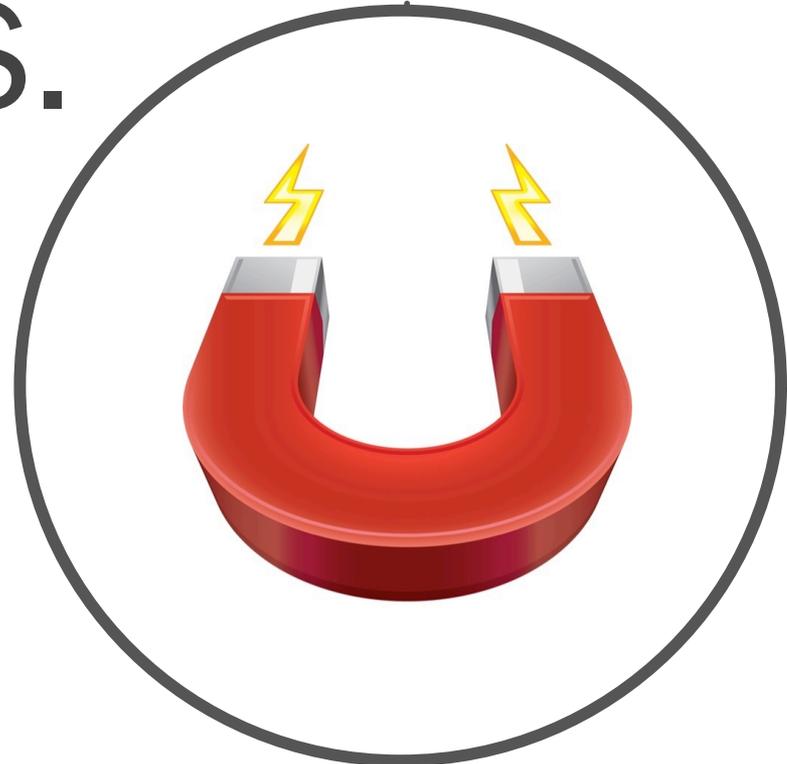
Humans Are Changing





VS.

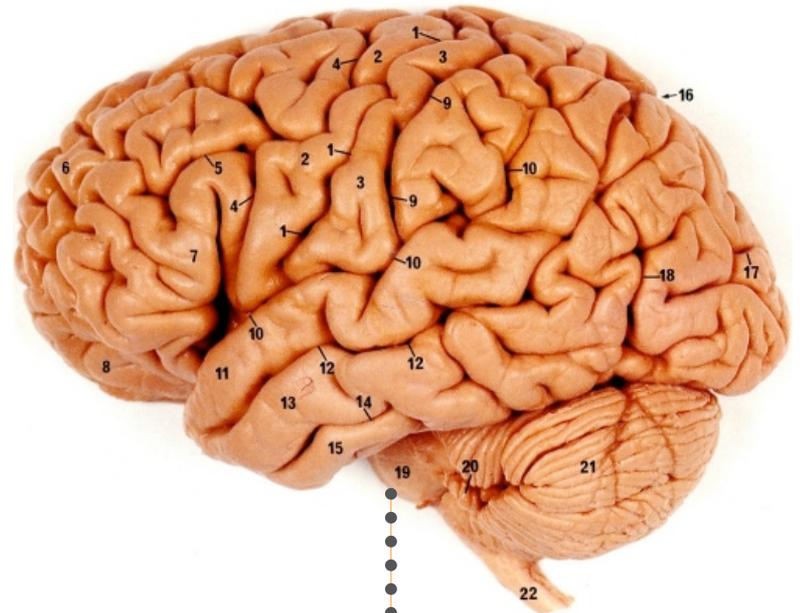
SEO
Blogging
Social Media
Viral Videos
Freemium
Trials



Telemarketing
Direct Mail
Email Blasts
Print/Radio Ads
PR
Paid Search



VS.





VS.



“

THE GREATEST DANGER
FOR MOST OF US IS NOT
THAT OUR AIM IS TOO
HIGH & WE MISS IT,
BUT THAT IT IS TOO LOW,
& WE REACH IT.

”

—Michelangelo

2

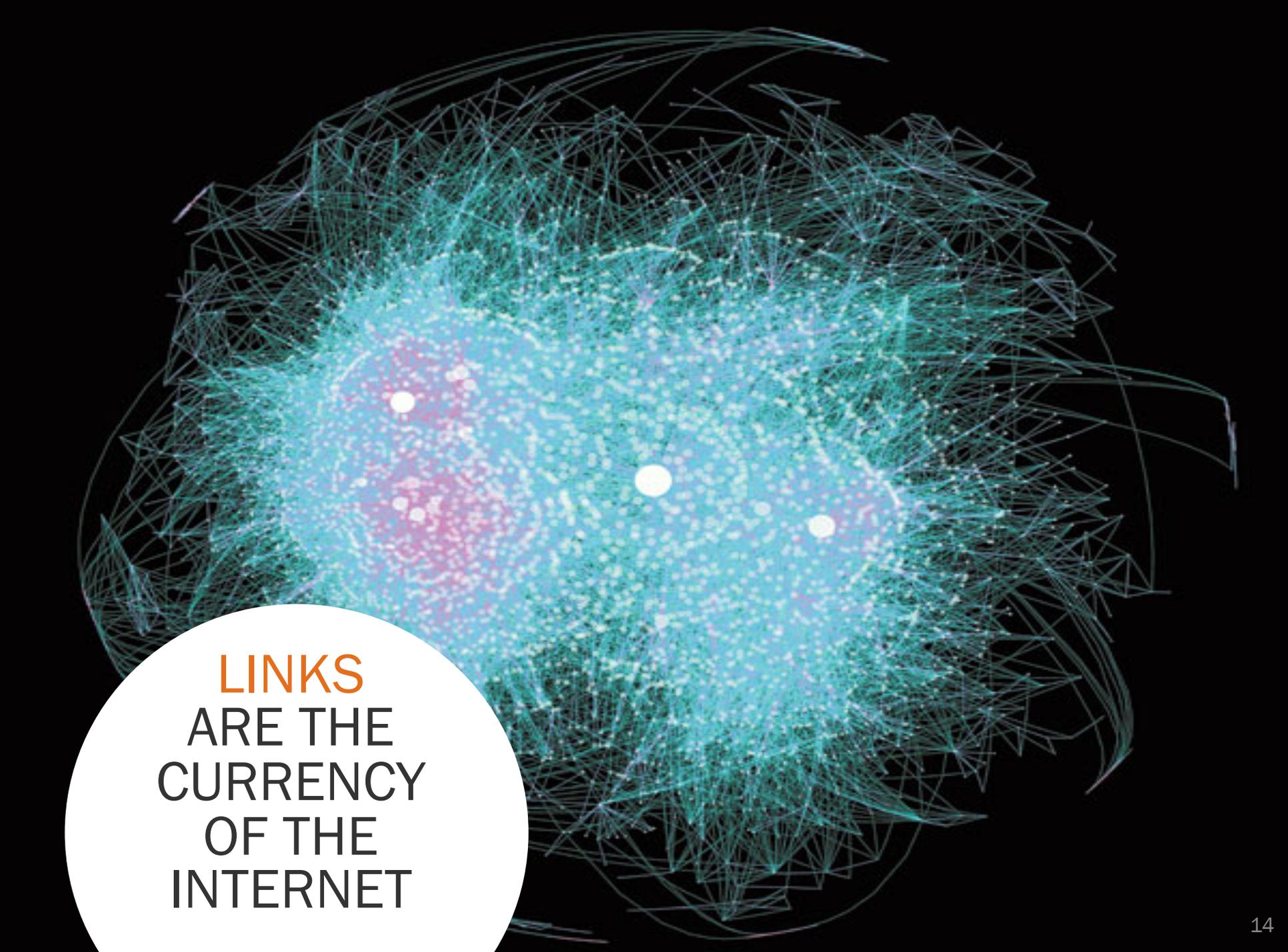


Become
a
TOFU
Titan

..... (A) Create Content



- Blog.HubSpot.com
- YouTube.com/HubSpot
- Slideshare.com/HubSpot
- Flickr.com/HubSpot
- HubSpot.TV



LINKS
ARE THE
CURRENCY
OF THE
INTERNET

..... (B) Optimize

“100 AWESOME
Marketing Stats,
Charts & Graphs”

vs. “100 Charts”

analysis

review

product

answers

advice

why

questions

top

INSIGHTS.

recent

soon

tips

facts

best

great

build

great

twitter

retweet

please retweet

follow

please

social

social media

YOU

blog

post



blog post

media

how to

10

top

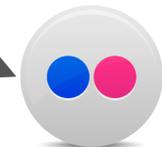
free

new blog post

check out

help

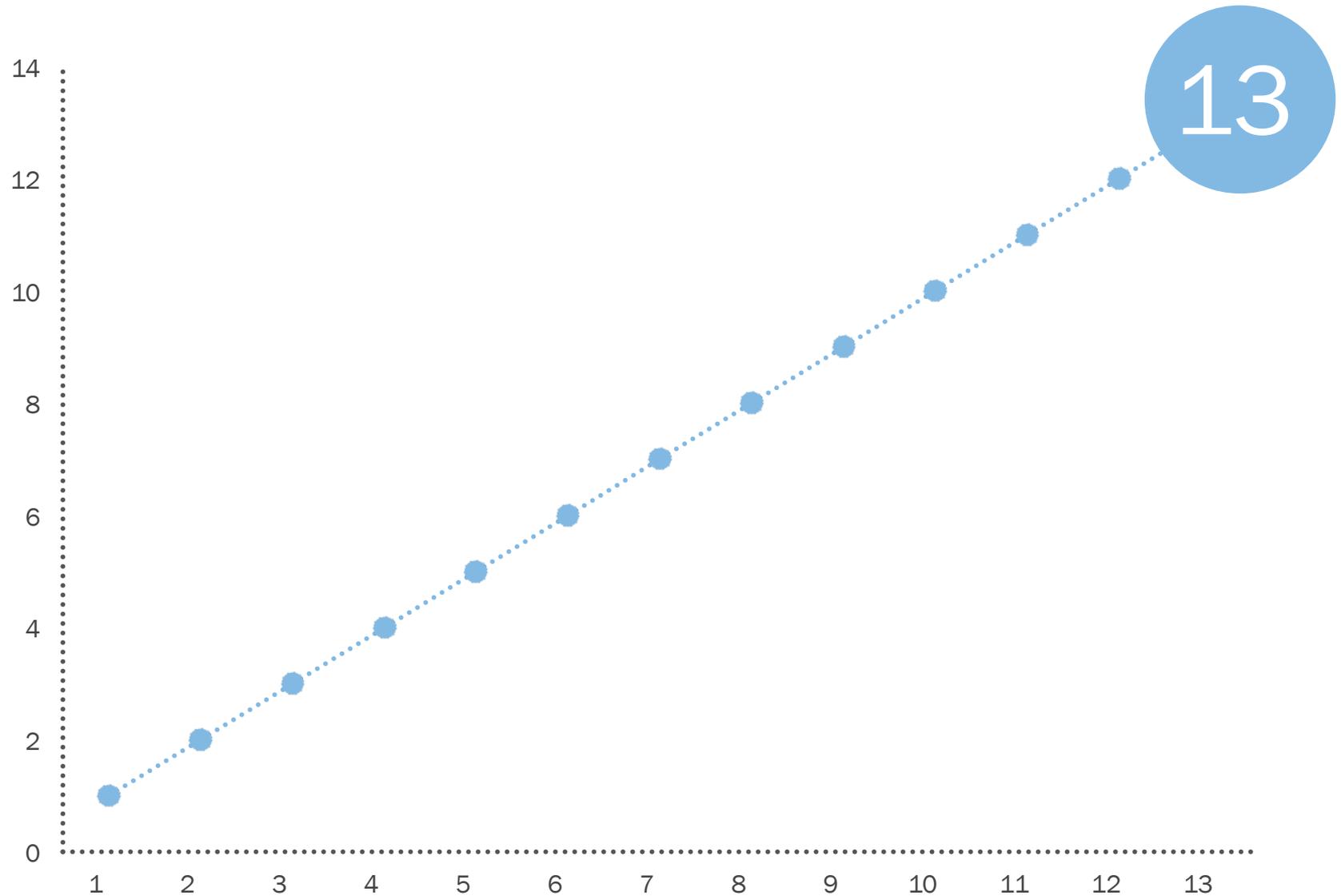
..... © Promote



AVERAGE CONTENT.

CYCLE	0	1	2	12
# Infected	1	2	3	13
Times Transmitted	2	2	2	2
Conversion Rate	0.5	0.5	0.5	0.5
Net New Infections	1	1	1	1

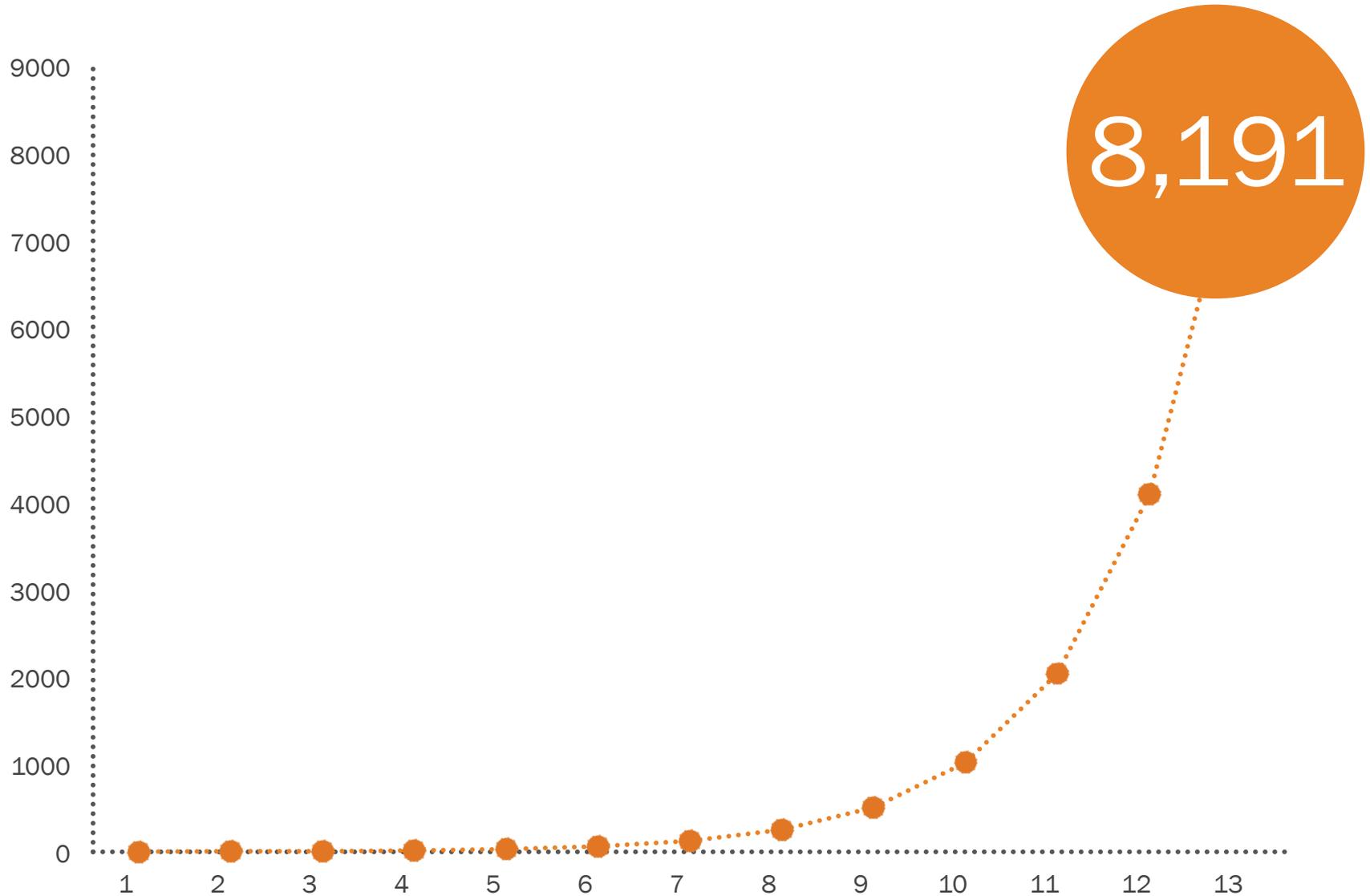
Average Content Gets Shared



AWESOME CONTENT.

CYCLE	0	1	2	12
# Infected	1	3	7	8,191
Times Transmitted	4	8	16	16,384
Conversion Rate	0.5	0.5	0.5	0.5
Net New Infections	2	4	8	8,192

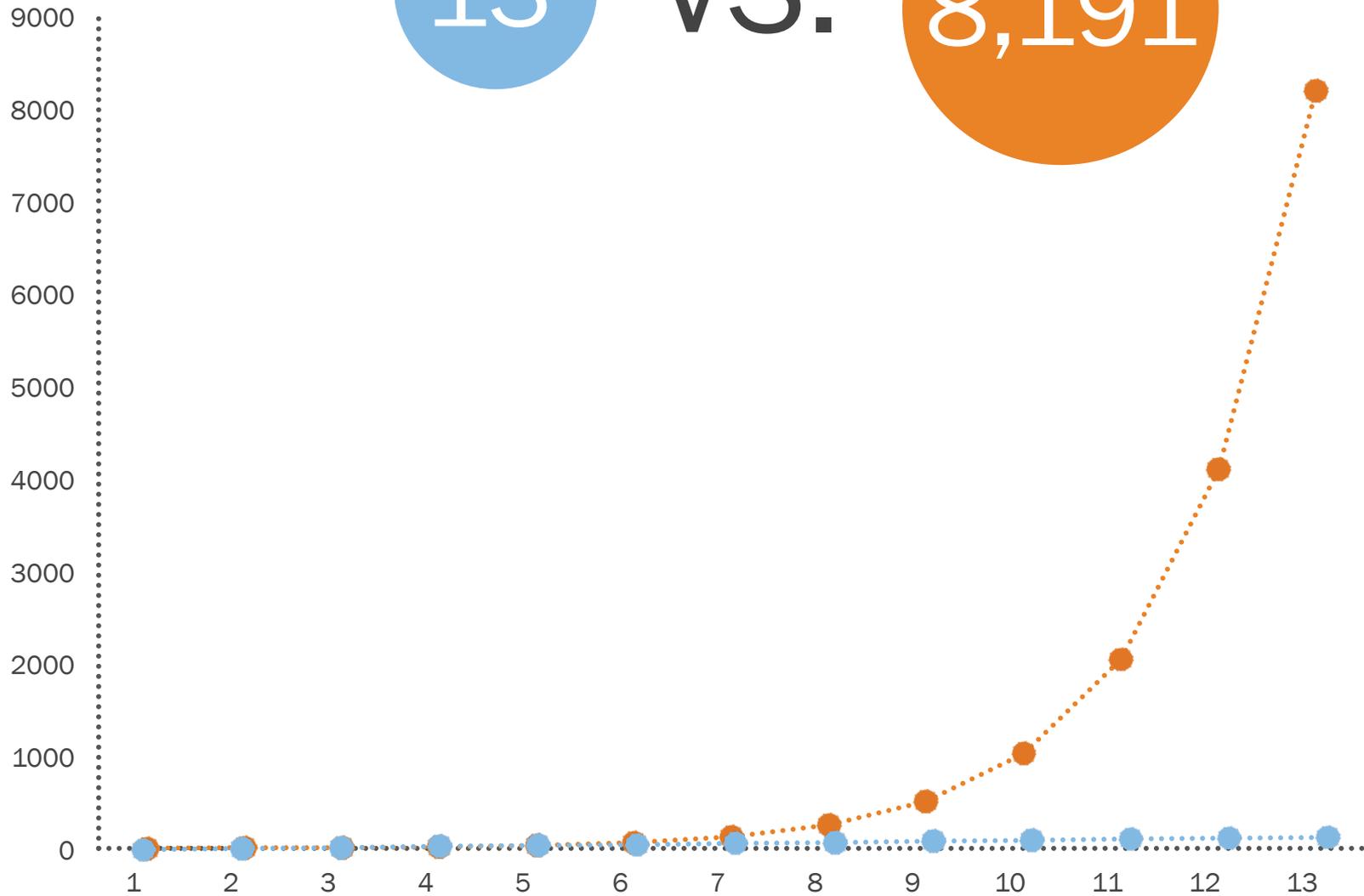
AWESOME Content Gets Shared **MORE**



13

VS.

8,191



“ EITHER WRITE
SOMETHING WORTH
READING OR DO
SOMETHING WORTH
WRITING. ”

—Benjamin Franklin

3



Master
Your
MOFU

Google.....

amazon.com.....

facebook.....

NETFLIX.....

GROUPON.....

LinkedIn.....

WHAT DO
THESE
COMPANIES
HAVE IN
COMMON?

\$150B Google

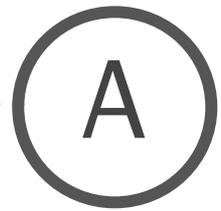
\$92B amazon.com

\$50B facebook

\$12B NETFLIX

\$10B GROUPON

\$8B LinkedIn



Usage & Conversion

More Usage



Better Personalization



Better Conversion



Better Value



..... (B)

Users & Conversion

More Users



Better Personalization



Better Conversion



Better Value



NETFLIX

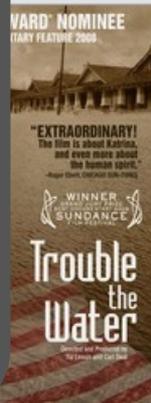
NETFLIX

Your taste preferences created this row.

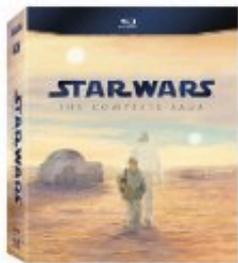
Critically-acclaimed
Documentaries
Inspiring.

Brian Halligan ▼

fou



New For You®



Star Wars: The Complete Saga

Mark Hamill, Hayden Christensen, ...

Blu-ray

~~\$139.99~~ **\$89.99**

[Fix this recommendation](#)



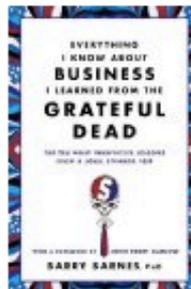
Pick Four (4 Pack - Designed to Share)

[› Zig Ziglar](#)

Spiral-bound

~~\$39.99~~ **\$29.99**

[Fix this recommendation](#)



Everything I Know About Business I...

Barry Barnes, John Perry Barlow

Hardcover

~~\$24.99~~ **\$16.49**

[Fix this recommendation](#)



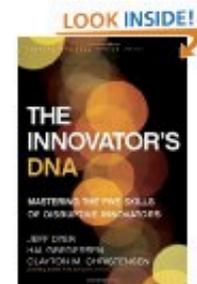
The Lean Startup: How Today's...

[› Eric Ries](#)

Hardcover

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[Fix this recommendation](#)



The Innovator's DNA: Mastering the...

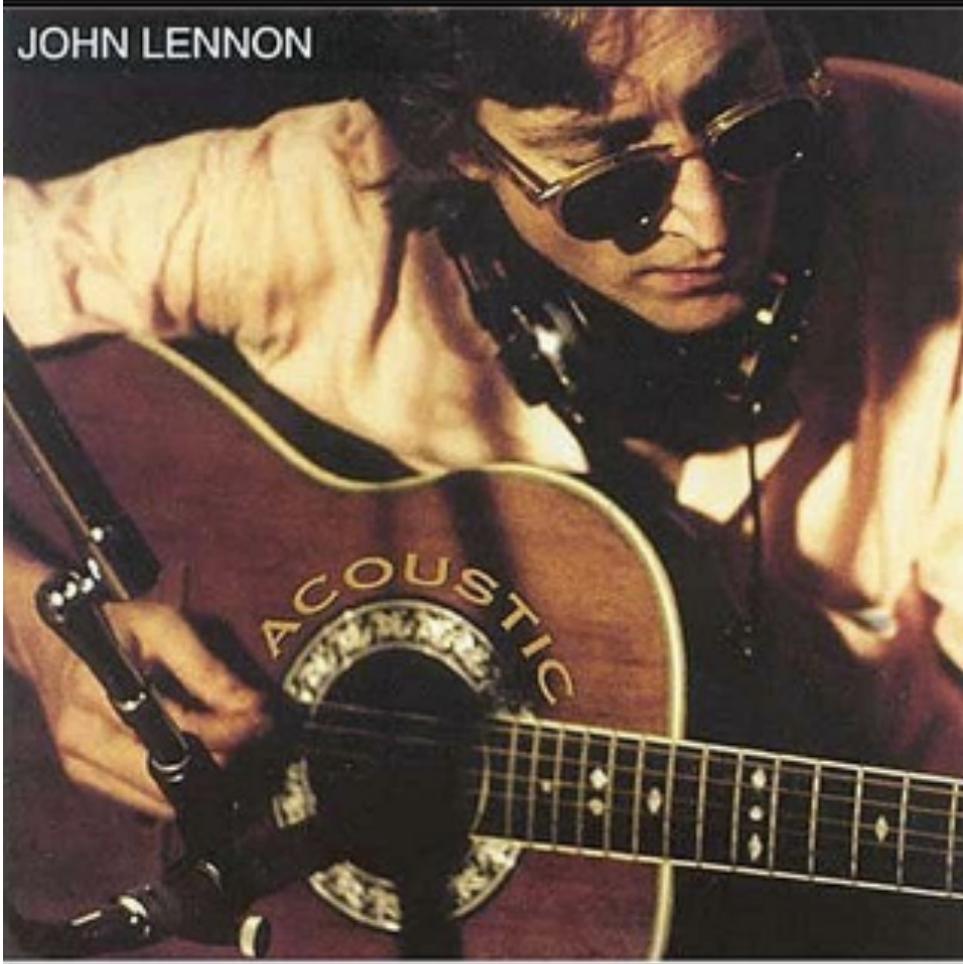
[› Clayton M. Christensen, Jeffrey H. Dyer, Hal B. Gregersen](#)

Hardcover

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[Fix this recommendation](#)

John Lennon
Watching The Wheels (Acoustic)
Acoustic



Navigation controls: thumbs down, play/pause, thumbs up, pause, next.

Progress bar with a slider knob.

inbound marketing

About 2,870,000 results (0.25 seconds)

▶ [Inbound Marketing Works - Attract More Visitors to Your Site.](#)  

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[Inbound Marketing vs. Outbound Marketing](#)  

blog.hubspot.com/.../Inbound-Marketing-vs-Outbound-Marketing.a... - [Cached](#)

Jul 7, 2010 – An overview of new internet marketing strategy, **inbound marketing**, and its differences from old strategy, outbound marketing.

 You,  Peter Caputa IV,  Dharmesh Shah and one other person +1'd this

[Inbound Marketing Hub](#)  

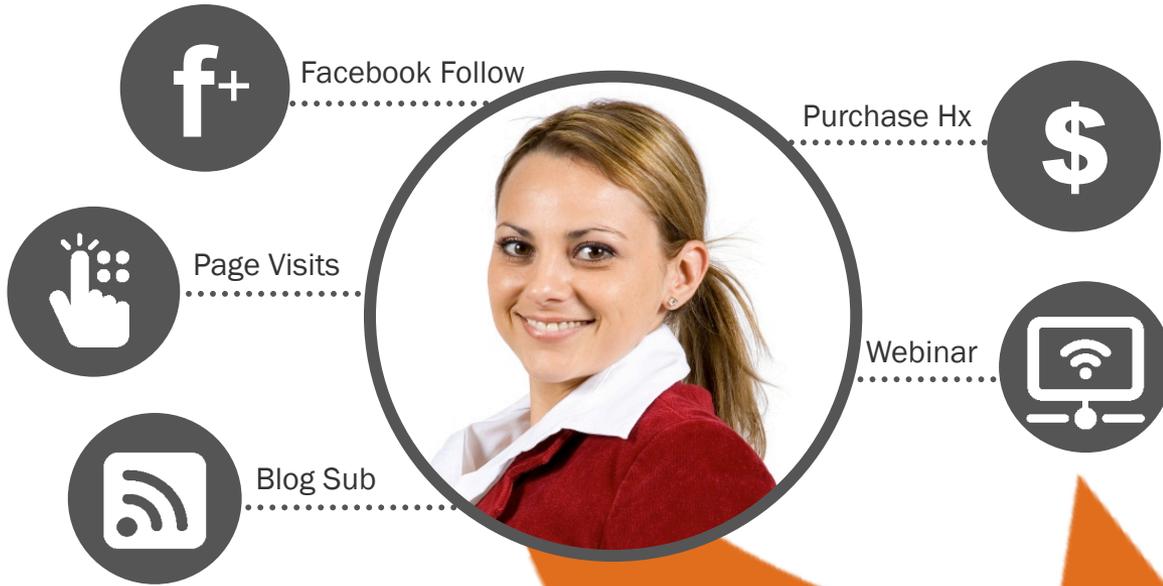
www.hubspot.com/inbound-marketing-hub/ - [Cached](#)

Various HubSpot resources (e.g. webinars, eBooks, blog articles, videos, etc ...

 Dharmesh Shah shared this

 [Show more results from hubspot.com](#)

USER ACTIVITY



SEGMENTATION

PERSONALIZATION



Visitor

Join our Community!

YOUR NAME

YOUR COMPANY

YOUR WEBSITE



User

Welcome back, Brian!

Activity from Your Network:

- Item A
- Item B
- Item C

Webinars You Missed:

- Webinar 1
- Webinar 2
- Webinar 3



Customer

Welcome back, Brian!

Activity from Your Network:

- Item A
- Item B
- Item C

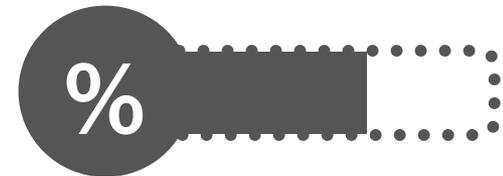
Webinars You Missed:

- Webinar 1
- Webinar 2
- Webinar 3

You'll love these
blog articles:

- Item A
- Item B
- Item C

Elite



“ IF I HAVE SEEN
A LITTLE FURTHER
IT IS BY STANDING
ON THE SHOULDERS
OF GIANTS. ”

—Isaac Newton

4



Build a Killer
Inbound
Marketing
Team

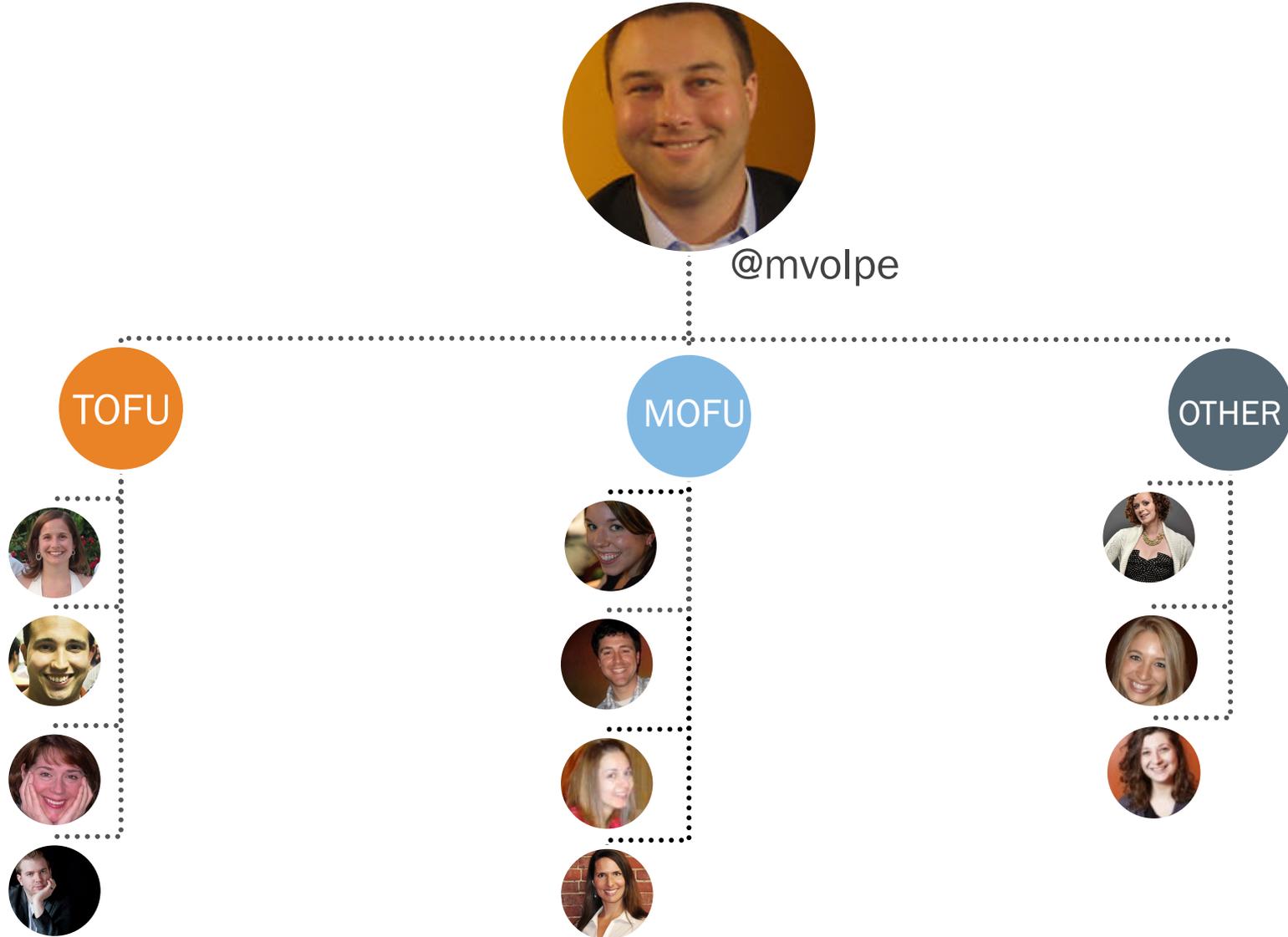
The Press Release Hire



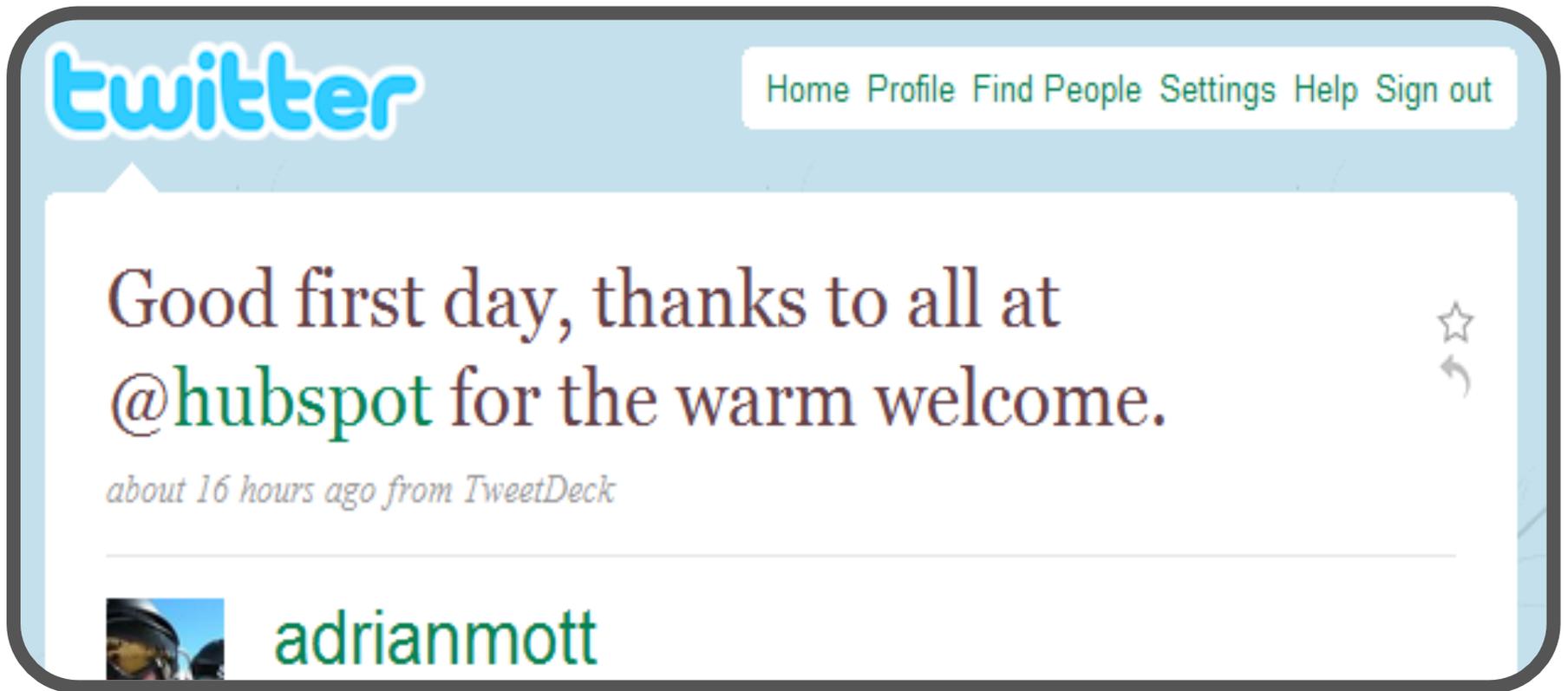
- Rent
- Interrupt
- Push
- Outbound

-• Digital
-• Analytical
-• Reach
-• Content Creator

The New Org Chart



Empower EVERYONE.



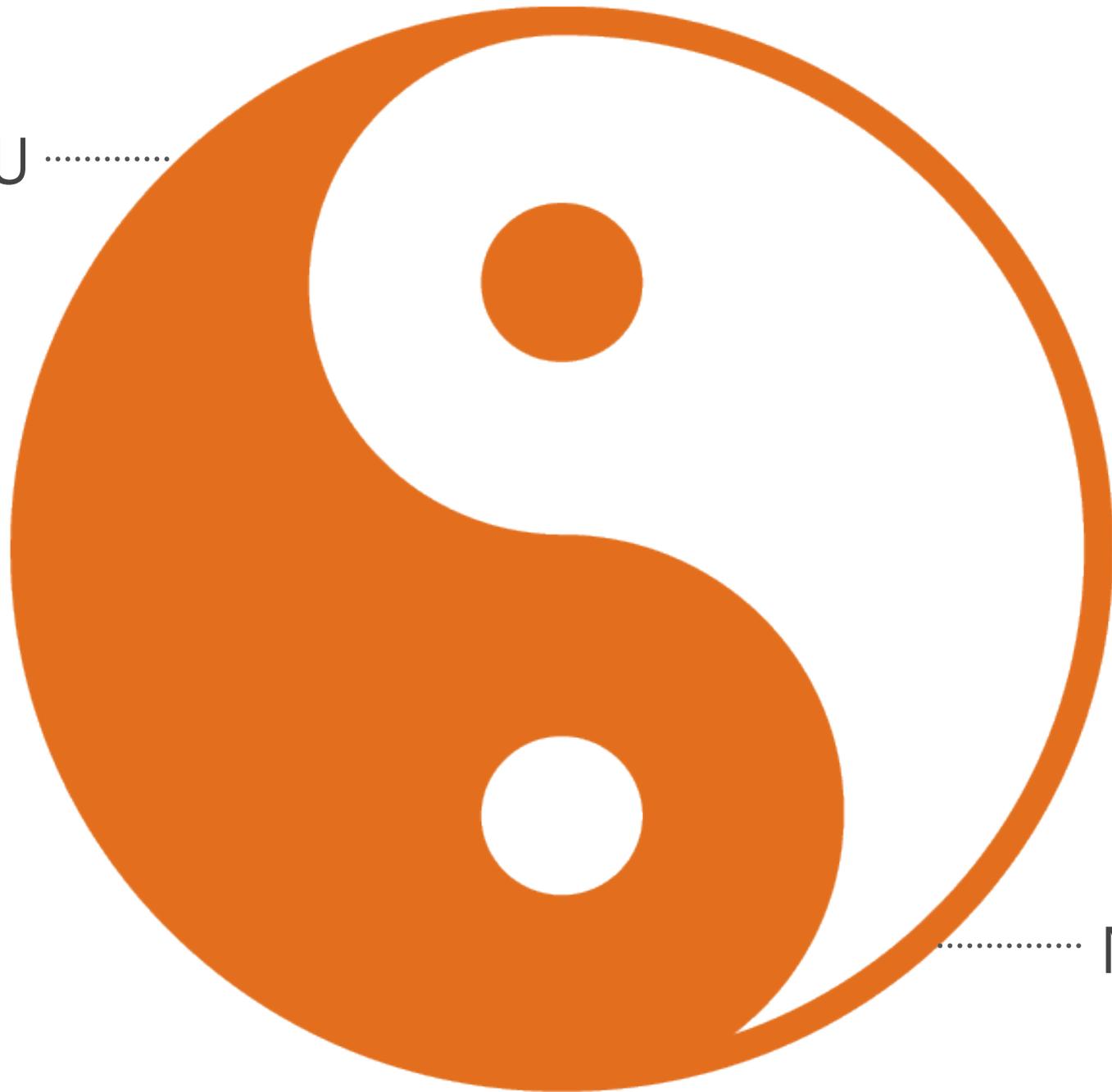


**MEASURE
OFTEN.
EVOLVE
FAST.**

Write like a
human,
not a marketer.



TOFU



..... MOFU



**DON'T
DIP YOUR
TOE IN**



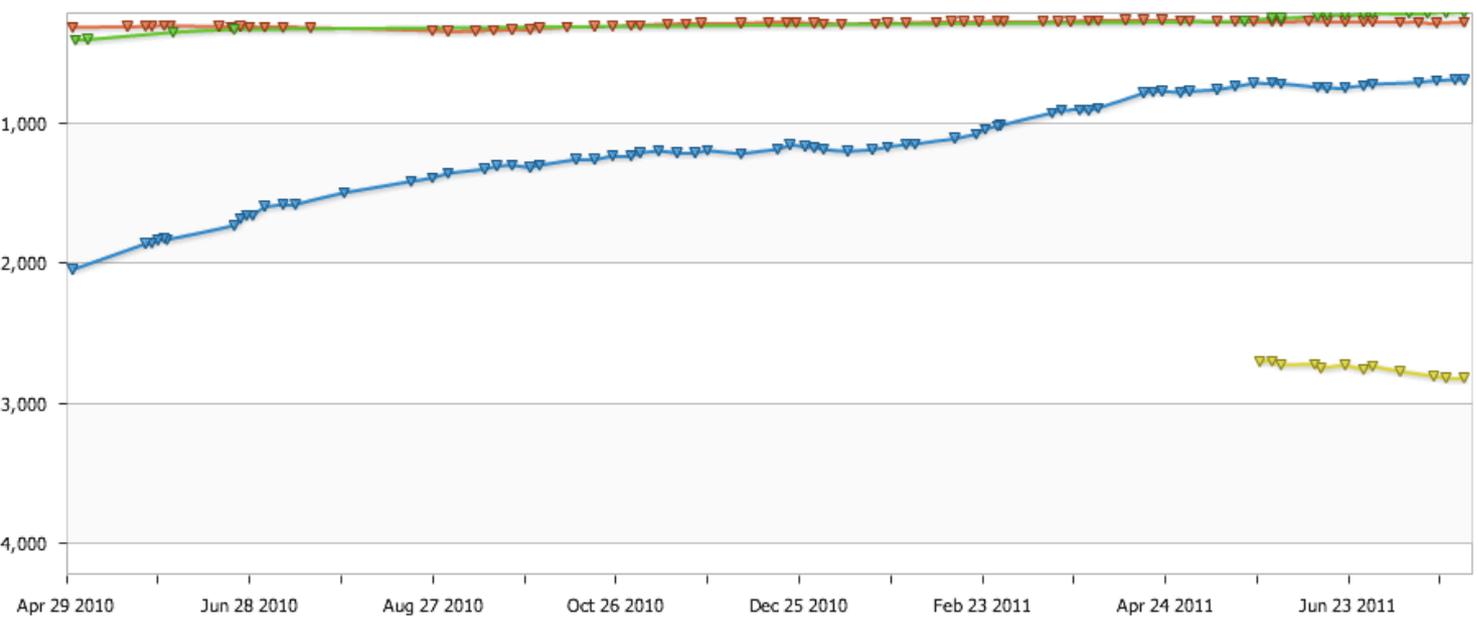
JUMP IN
ALL THE WAY

5



CRUSH
the
Competition

Website	Website Grade	mozRank	Traffic Rank	Indexed Pages	Linking Domains	Blog Grade	Facebook Fans	Twitter Followers
www.hubspot.com	99	6.8	670	2,550	14,904	81	30,774	125,335
www.constantcontact.com	99	8.0	284	1,430	171,665	20	25,779	33,977
salesforce.com	99	6.3	207	194,000	14,385	98	38,961	43,064
netsuite.com	98	5.3	2,839	137,000	5,367	39	1,367	18,558



- ▣ www.hubspot.com
- ▣ www.constantcontact.com
- ▣ salesforce.com
- ▣ netsuite.com

Benchmark	Monthly Visits	Visit To Lead	Monthly Inbound Leads	Lead To Customer
www.hubspot.com	602,923	7.63 %	45,977	0.05 %
Your Goals	<input type="text" value="800,000"/>	<input type="text" value="7.75 %"/>	62,000	<input type="text" value="0.06 %"/>
201 or More Employees	70,865	1.23 %	869	23.34 %
Software	10,950	1.65 %	181	15.21 %

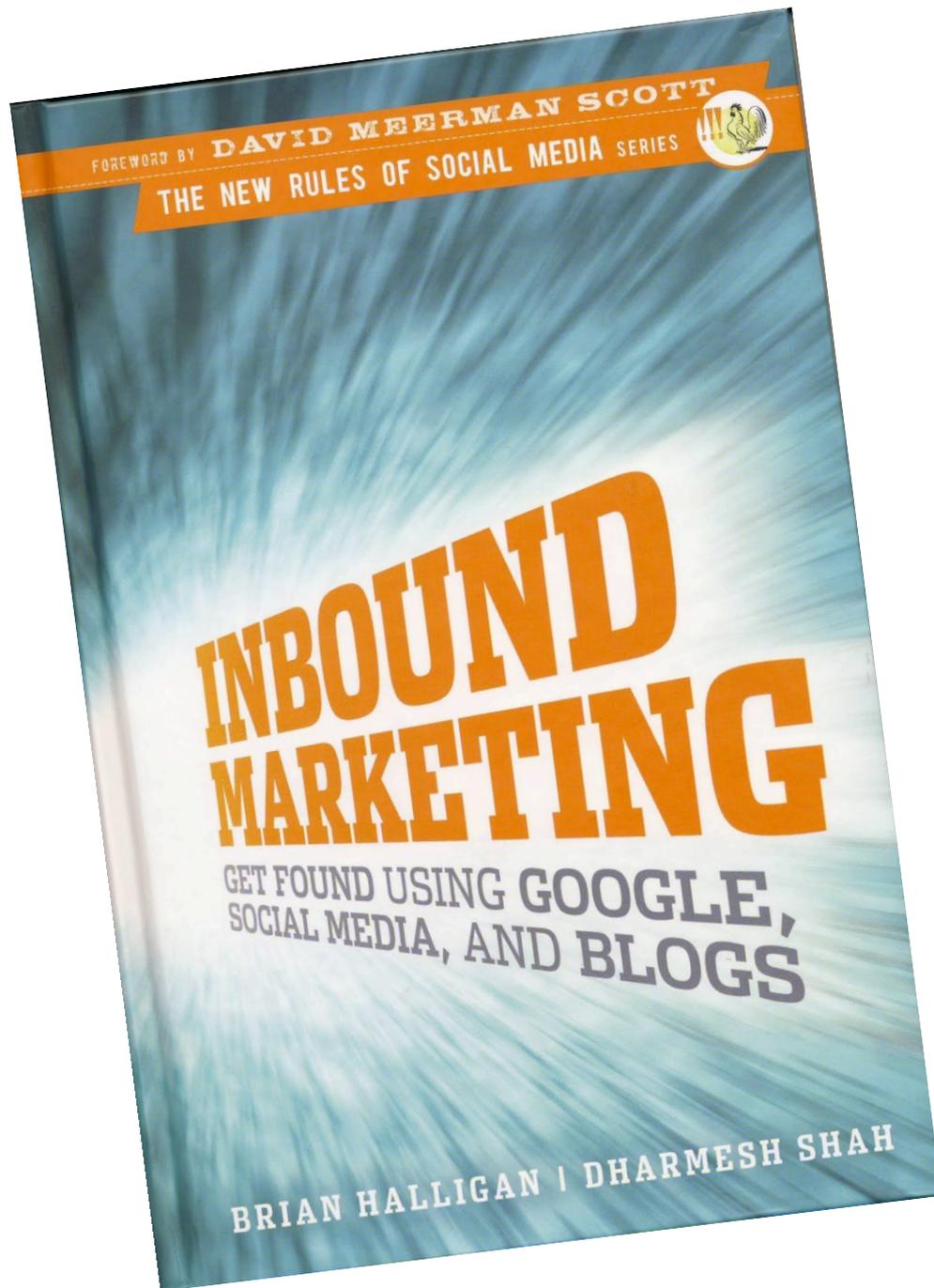






Sell more like
Salesforce.

Market more like
amazon.com.®



Get a Free Inbound Marketing Assessment

Moscone North

1416

131

305

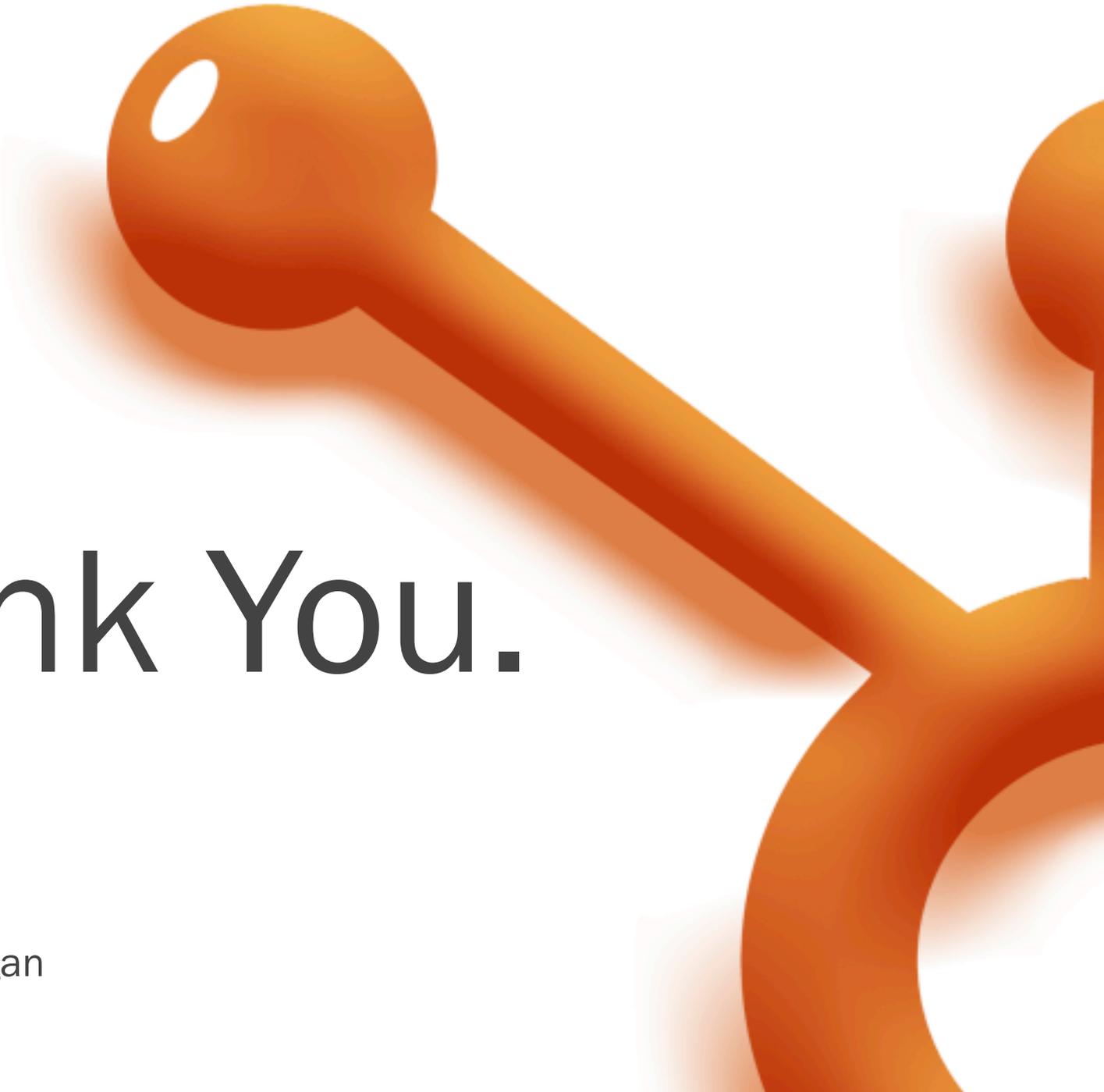
Moscone West

Level 2, Alcove 2

P.S. Free Unicorns!



Hubspot.com/freeunicorns



Thank You.



Brian Halligan
@bhalligan
#KillingIt