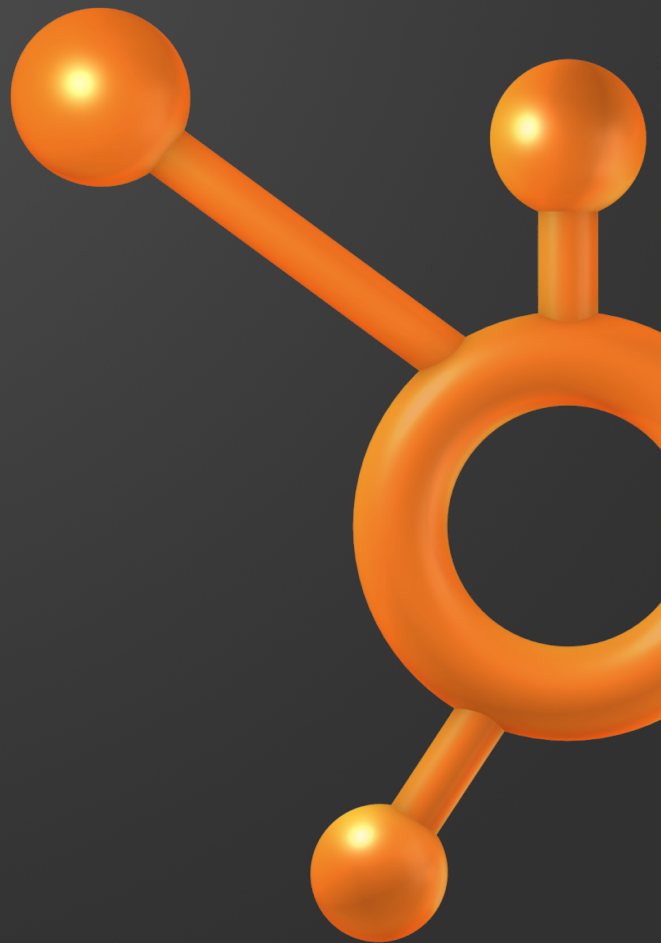



HubSpot Media Partner Program

Peter Caputa – VP of Partner Sales

Melanie Collins – Sales Manager Media Program



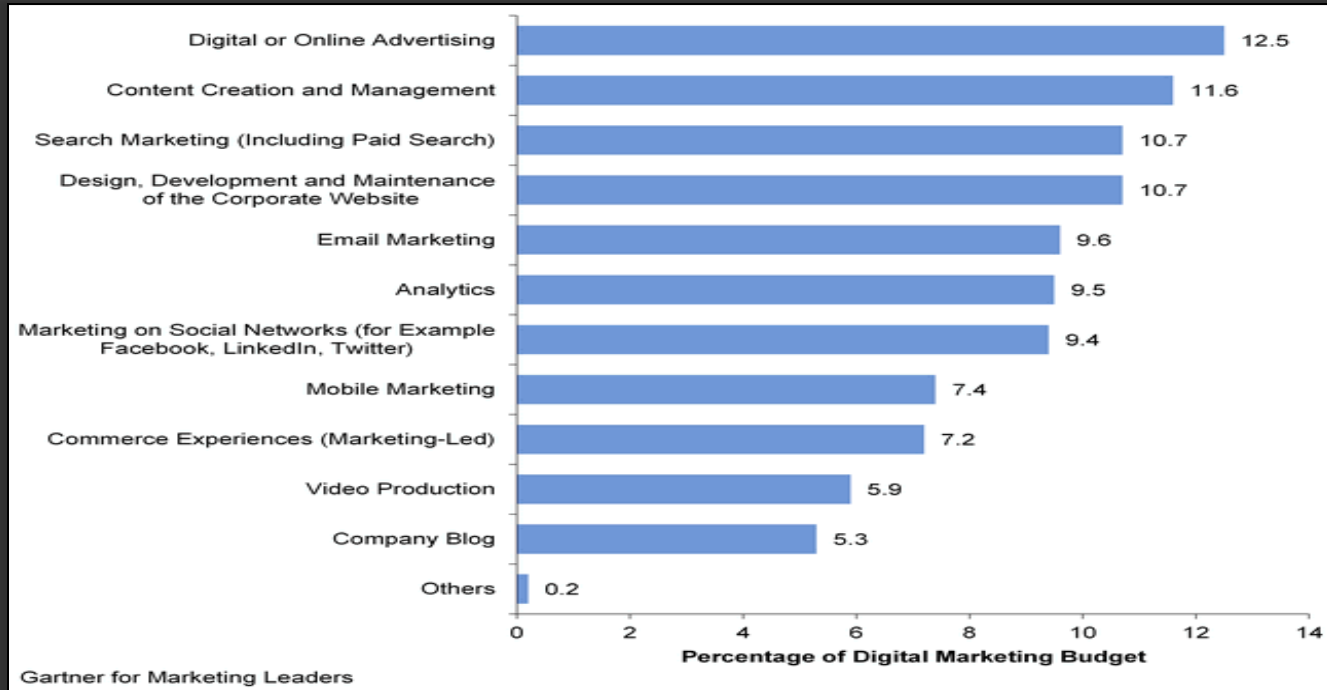
AGENDA

- 1 Media Buying for Inbound Agencies
- 2 Changing Face of Media Companies
- 3 Our Personas
- 4 Why Media Companies  HubSpot
- 5 The Inbound Media Methodology
- 6 HubSpot's Match Making Program
- 7 Q&A

1 Media Buying for Inbound Agencies

First Reason

Inbound's Barrier to Entry...

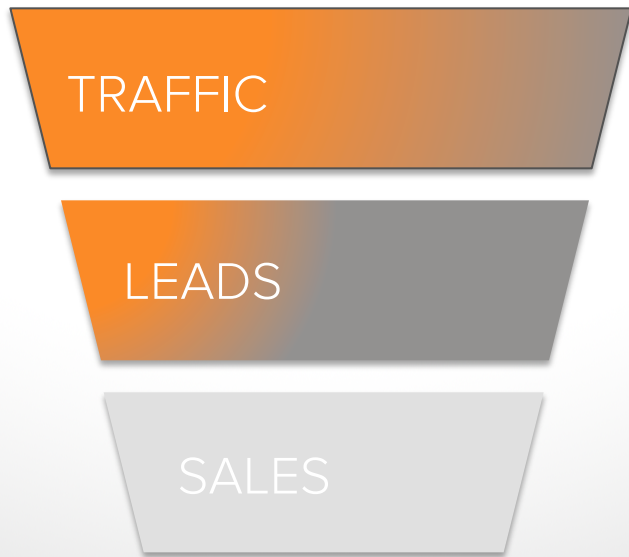


Second Reason

Massive Missed Opportunity...



MEDIA PARTNERS!



CAMPAIGNS & PROJECTS

CLIENT RETAINERS

2

Changing Face of Media Companies

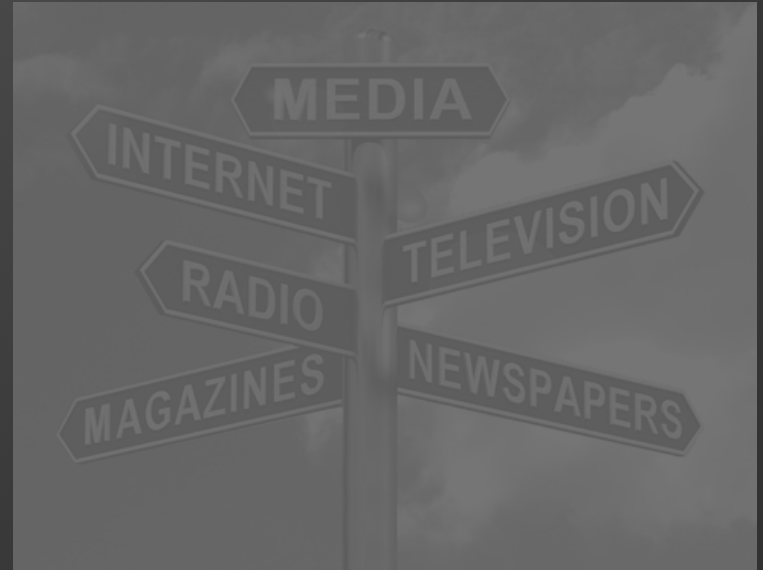


YOU STAY CLASSY SAN DIEGO



What's happening in the media industry?

- 1 Declining time spent
- 2 Fragmentation of consumption
- 3 Big competition
- 4 Advertisers = Smart



3

Our Personas

Publishing Paul



- Magazine, Newspaper - CEO, Publisher
- Revenue from audience and advertisers
- To succeed: Must be a better marketer than his competitors
- In the lead generation game

Media Mike



- Radio, TV - Market Manager, DOS
- Head of a cluster of sales people
- Generates revenue from advertisers only
- Desperate for solutions to get reps more leads and more revenue from advertisers

4 Why they  HubSpot





INCREASE AUDIENCE

ENGAGEMENT and turn casual readers into loyalists, increase time spent with your site and increase subscription revenue.



BETTER ADVERTISER ROI by

generating more than clicks and impressions for your advertisers, generate leads instead.



ATTRACT NEW ADVERTISERS by

generating qualified leads who are ready, willing and able to buy from your sales people.



CREATE NEW REVENUE

STREAMS by offering inbound marketing services at high margins, by becoming a HubSpot partner.

5 The Inbound Media Methodology

Making Real Connections: Audience & Advertisers

INBOUND TOOLS

Step 1

Keywords
Social Media
Email

Step 2

Contacts Database
Contact Timelines
CTAs
Landing Pages
Forms

Step 3

Smart content
Social Media
Email
Media Company Assets

Publisher sees more
per audience member
Audience stays active and engaged



[Return to All Contacts](#)

Contact Details

Overview
Properties
Company
List Memberships
Workflows
Property History

Contact Research

Search in Google

View in Salesforce

Public Contact URL

<https://app.hubspot.co>

Contacts Settings

This contact's IP address is filtered out. Their views and submissions won't be recorded in analytics. [Learn more](#)

First Touch	Last Touch	Lifecycle Stage
4 Years Ago Facebook	A Day Ago Opened Email	Lead Since June 20 2013

Starred

Annual Revenue:	<input type="text"/>	=	★	🌐
Company Name:	Acme Co.	=	★	🌐
Number of Employees:	100-500	=	★	🌐
business type:	Marketing Software	=	★	🌐

Showing All 575 Interact...

September

18 Emails
6 List Memberships

- [The Skills That Should Be In Every Sales Manager's Job Description](#)
Sep 9 2014 at 1:31 PM
Opened
- [How to Turn Your Old School Sales Team Into an Inbound Sales Team](#)
Sep 8 2014 at 11:28 AM
Opened
- [Sales Shouldn't Just Be a Numbers Game \[Video\]](#)
Sep 4 2014 at 12:31 PM
Opened

[Show all 24 interactions from September](#)

August

48 Emails
8 Salesforce Syncs
11 List Memberships
3 Twitter Events

- [Inspirational Quotes From the Modern Business World's Top CEOs \[SlideSha...\]](#)
Aug 29 2014 at 2:49 PM
Opened
- [The Majority of Salespeople Are Looking for a New Job \[Infographic\]](#)
Aug 7 2014 at 9:10 AM
Clicked
- [The Best Response to 'I Need a Better Price'](#)
Aug 5 2014 at 2:17 PM
Clicked

[Show all 70 interactions from August](#)

July

37 Emails
9 List Memberships
5 Twitter Events
4 Salesforce Syncs

- [28 Tweetable Quotes From Agile Selling](#)
Jul 31 2014 at 1:27 PM
Opened
- [The 4 Sales Metrics I Look at Every Month](#)
Jul 30 2014 at 8:38 AM
Opened
- [11 Questions to Ask in a Win-Loss Review](#)
Jul 28 2014 at 12:57 PM
Clicked

ed
of interest

INBOUND TOOLS

Free Trials
Case Studies
Whitepapers

Step 4

Emails
Social Media
Media Company Assets

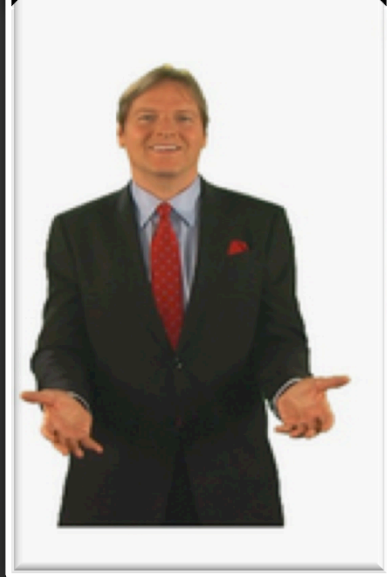
Step 5

CTAs
Landing Pages
Forms

Step 6

Publisher sees increase in
venue from advertisers.
Quality leads with purchase intent.

Kelly
JEEP CHRYSLER



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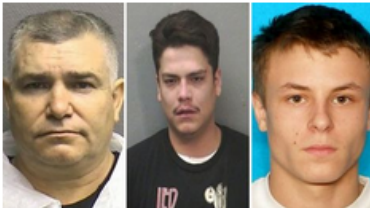
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Thursday August 14, 2014 **89°F** Scattered Clouds | [Houston Weather](#) Search [Chron.com](#) [Local Directory](#)

Home Local US & World Sports Business Entertainment Lifestyle Jobs Cars **FIND & SAVE**

TRAFFIC ALERT
Crash stalls rush-hour traffic on Southwest Freeway

- Breaking News**
- Source: Major League Baseball picks new commissioner **5:33 PM**
 - Tony Stewart sitting out another race after dirt-car death **5:27 PM**
 - Missouri troopers to take over Ferguson security **5:17 PM**
- Top Stories**
- Peppas opening up a new concept
 - North America's largest skatepark opens in Greenspoint **5:23 PM**
 - Woodlands diver comes face to face with sharks for 'Shark Week' **4:35 PM**
 - 39 ways to have fun in the Bayou City
 - Coming to Houston: \$4,000-a-month views
 - Widow: Robin Williams had Parkinson's
 - 2 awful, 2 excellent movies hit theaters this weekend
 - Massive tiger shark meets its fate
 - Open Carry meets with Fifth Ward civic leaders
 - Caught on tape: IHOP robbers wanted more than pancakes
 - Shuttle replica makes final landing atop 747
 - Note: Houston's best coffee house of 2014
 - Reality TV star stripping in Austin



Agents hunting child predators
As Houston-area students prepare to head back to school, local law enforcement are doubling their efforts to make sure known child predators are off the streets and far away from bus stops and playgrounds. **3:25 PM**

- Texas 'Most Wanted Sex Offenders List' has new member
- Slideshow: Houston crimes that were caught on tape
- Robbery, aggravated assault top charges for Harris County's 56 most wanted



- TV shows we'll say goodbye to tonight**
A handful of programs are wrapping up for the season this evening.
- Shows that ended, were canceled in 2014
 - Best television series for binge-watching
- Billy Joel's beach house listed**
You'll fall in love with the bright interior of this oceanfront property.
- Houston homes with amazing pools
 - Houston dream homes on our wish list
- NASA's coolest auction items**
This memorabilia is out of this world and going on sale. **4:01 PM**
- Shuttle replica makes final landing atop 747
 - To collector: Orayola isn't just kid stuff

ETHAN ALLEN

SPEND MORE SAVE MORE!

16525 North Fwy.
Houston, TX 77090
(1 Mile South of FM 1960)

Hot Topics

- Young zoo supporters flock to Zaza party
- Famous people who have never married
- Hollywood stars from Houston
- Seattle's Hemphrest through the years

Subscribe Today

Before:

- 100,000 daily website visitors
- 15,000 impressions per ad buy
- Buy banner ads on CPM
- CTR 0.1%

After:

- 100,000 daily visitors, 1/2 return 4x / day
- 5,000 need to buy a car in the next 6 months
- Plan to spend between \$25k-\$45k
- And they live in 20 minute driving distance

Radio Assets

On-air promos
Display ads
Text messages

HubSpot
Assets

Landing page
Forms
Contacts Database
Social Media
Email and Lead Nurturing

Results

10,000 landing page visits
5,000 leads

Car Dealer

1,100 leads ready to buy 1-6 mo.
9 Cars sold, \$29,700 ASP

Pool Company

1,000 leads ready to buy 1-6 mo.
5 Pools sold, \$35,000 ASP

Presented By:

SANDERSON Ford

PRESIDENTIAL POOLS & SPAS

CAR POOL
giveaway

The CarPool giveaway contest has ended but please be sure to visit [Sanderson Ford](#) and [Presidential Pool](#) for more great offers.

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KTAR
THE VOICE OF ARIZONA

ARIZONA SPORTS
620 AM & .COM

For official rules [click here.](#)

\$440,000 in attributable sales tied back to this campaign

Publisher Assets

Sponsored article
eNewsletter
Digital Display

HubSpot
Assets

CTA
Landing page
Forms
Contacts Database
Social Inbox
Email and Workflows

Campaign
Details

Offer 1: ebook
Offer 2: Webinar
Offer 3: Demo Request

Results

1050 Downloaded the ebook
(46.9% CR)
400 Opened email: 45% open
110 Claimed purchase promo
code



6

Media Match Making Program

DENTAL PRODUCTS REPORT
DISCOVERY. ADOPTION. SUCCESS.

OverGo
STUDIO



Steve Diogo, Digital Media Director
Dental Group, Advanstar Communications



Rick Kranz, Founder & President
OverGo Studio



Publisher Assets

HubSpot Assets

Campaign Details

Results

Sponsored article
eNewsletter

CTA, Landing page, Forms
Contacts Database
Social Inbox
Email and Workflows

Offer 1: Download ebook
Offer 2: Coupon offer

466 Landing page visits
159 Downloaded the ebook
27 coupon requests for design work
Before HubSpot: CPL \$678
After HubSpot CPL \$17.29

realine
Simply straighter teeth.

Grow your practice by treating minor crowding and spacing issues.

Get your starter kit **NOW**

DENTALPRODUCTSREPORT
DISCOVERY. ADOPTION. SUCCESS.

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SEARCH

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E-Book: Simple and surprising ways to boost dental marketing ROI

Digital marketing may get all the attention, but the humble postcard may still be the king of dental patient acquisition. Here's the how-and-why of the surprisingly successful postcard.

dentalsproductsreport.com
2014-09
Thu, 2014-09-04 14:15

PRODUCT SPOTLIGHT

WTF?
(Where's the Fog?)

Click here for a \$15 Trial Kit

mirror magic™ Anti-fog System

This is not your ordinary anti-fog solution. It's a revolutionary system that keeps your mouth mirror fog-free with no debris allowing you to perform at your best. Click to watch the magic in action and see the special offer

And while you shouldn't abandon key digital marketing tactics such as maintaining an up-to-date website, participating in social media and keeping a close eye on your online reputation, neither should you ignore tested direct-mail products that have proven to deliver returns on investment as high as 400 percent.

In fact, when it comes to marketing for dentists, the postcard may just be the most effective product since... well, since the postcard. Postcards are physical, visual, affordable and measurable. In an age when most people are experts at avoiding advertising, postcards are nearly impossible to ignore.

Most important, there's a lot of research showing that they are effective. Postcards may not be the sexiest form of marketing, but according to a recent survey by Target Marketing magazine, direct mail scored the best ROI for customer acquisition, customer contact and customer retention. And a 2010 report by Marketing Sherpa found the response rate for direct mail averages 3.4 percent compared to 0.2-0.3 percent for email.

Download the free Dental Marketing e-book to learn simple ways to boost your return on your marketing investment.

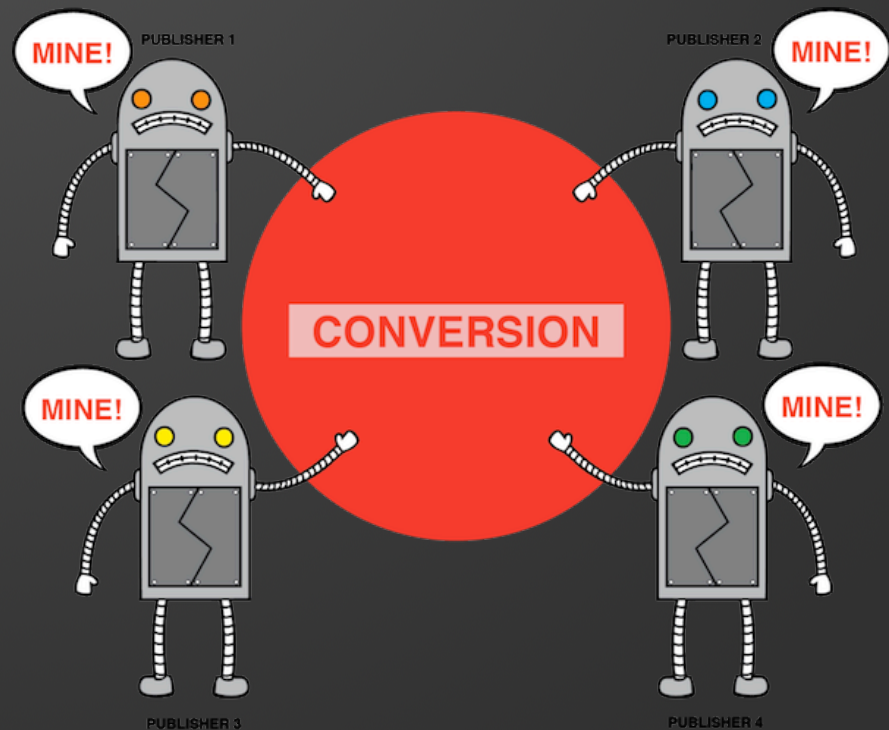
Download Free E-Book

Read product reviews here.

DentalProducts&Reviews

Campaign Take-Aways

- 1 All about conversions
- 2 Use same technology
- 3 Speak same language
- 4 Niche media company, bonus!
- 5 Will never buy old way again



DENTAL PRODUCTS REPORT
DISCOVERY. ADOPTION. SUCCESS.

PERSONAL REAL ESTATE INVESTOR MAGAZINE
BUILDING WEALTH THROUGH PROPERTY INVESTMENT

pregnancy
Magazine

cadalyst
Get productive with CAD
and get the job done.

SMART
CustomerService

GreenBuilder
BUILDING A BETTER WORLD

Media Partner Directory

<http://bit.ly/1pdoD5k>

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7 Questions?

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