

Winning Through Differentiation & Targeting

*How to define and target your
Agency's unique expertise to drive
higher margins and faster growth*

Peter Caputa IV – VP Sales, HubSpot

David Weinhaus – Channel Account Manager, HubSpot



While most agencies preach differentiation, most act like commodities.

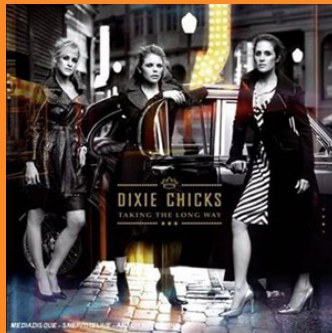
-Tim Williams

Author: Building a Great Agency Brand



1 THE PRESENT & FUTURE OF DIFFERENTIATION

HubSpot: Circa 2007



SEO

RSS

Widget marketing



Inbound
Agency

2007

HubSpot
Partner

2010

Certified/Tiered
HubSpot
Partner

2012

What Differentiates You from the Rest?

Strategy

Packaging services

Switch to retainers

Delivering ROI

Improve cash flow

Benefits

More revenue / client

Retention & scale

2000+...

Present

Future

Strategy

Packaging services

Switch to retainers

Delivering ROI

Unique Expertise

Improve cash flow

Improve close rates

Benefits

More revenue / client

Higher margins

Retention & scale

Faster growth

1 out of 2000+

1 of a kind

5 Killer Targeting Mistakes an Agency Can Make

Targeting Mistake #1

**FOLLOW
YOUR
PASSION**



Targeting Mistake #1



“(Only) Following Your
Passion”

Keri LaRue has wanted to target and differentiate more



Keri has always dreamed of working in the wine industry



However, she realized it was not right for her targeting



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- Not enough experience in the industry
- Not willing to 'start over'
- Favors other industries for inbound retainers

Key Takeaway #1

To target effectively, don't
rely on passion alone.



Targeting Mistake #2

What's your targeting strategy?

Well, we could target...

- Manufacturers
- Professional Service Companies
- Technology Companies
- Consumer Services

With...

- Inbound
- Website design
- eCommerce services
- Sales & Marketing alignment

Using

- HubSpot
- Wordpress
- Magento
- Salesforce

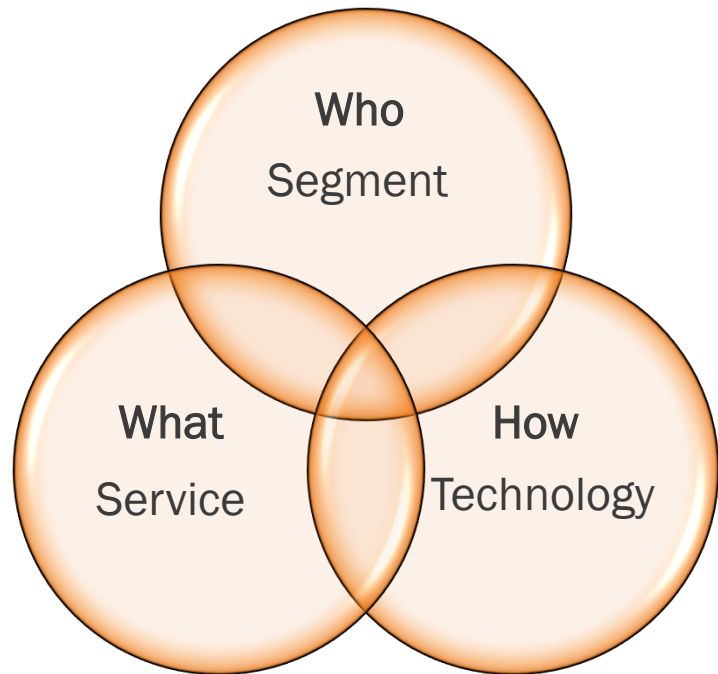
This is not a targeting strategy!

Targeting Mistake #2



“Not Focusing Your Targeting”

First, identify your possible target niches



Here are some of Keri's possible target niches...

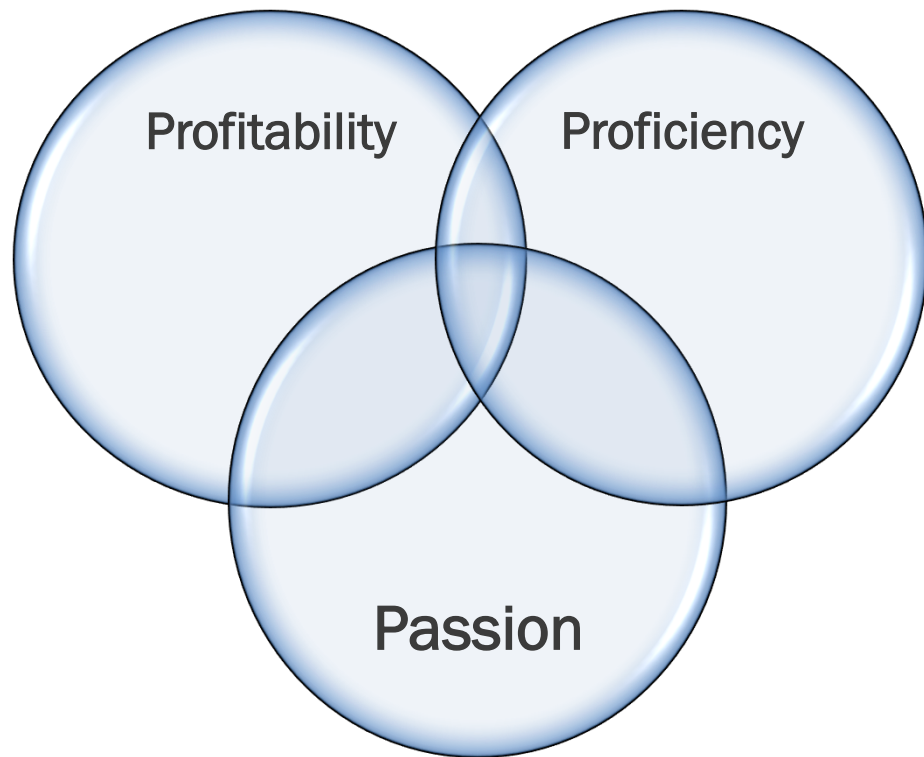


Segment	Service	Technology
Enterprise Hardware Storage	Inbound	HubSpot
Health & Wellness Benefit Services	Inbound	HubSpot
Wine Market	Social Media	Hootsuite/ Facebook

Now what to do?

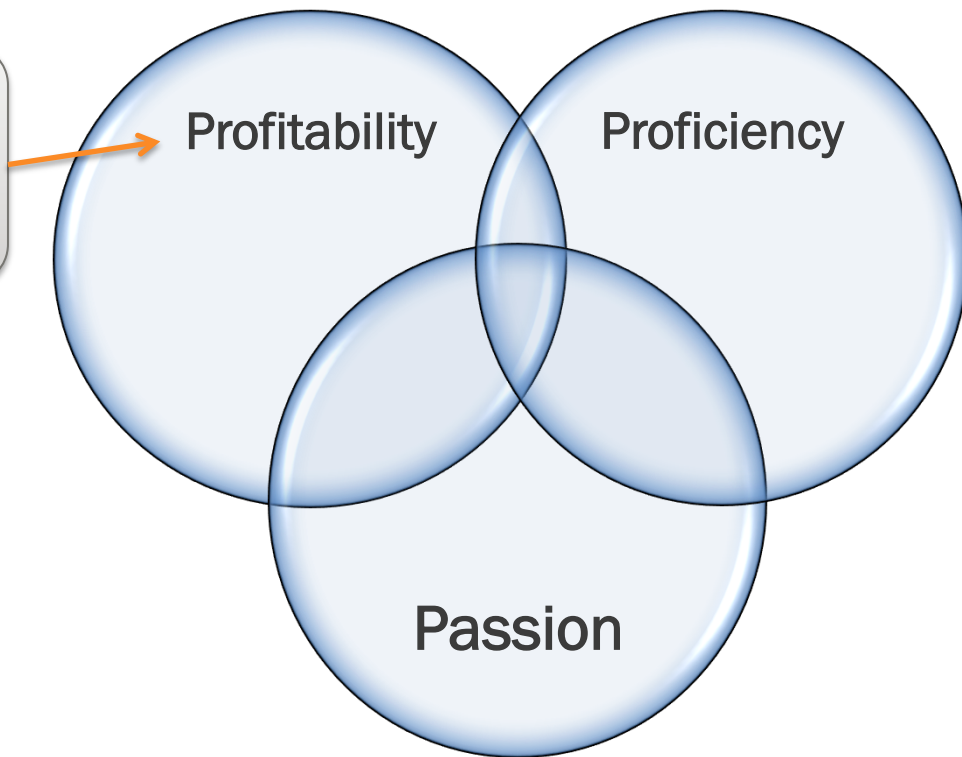


Prioritize using the 3 P's



Profitability

What is the likely
profitability of the
niche?



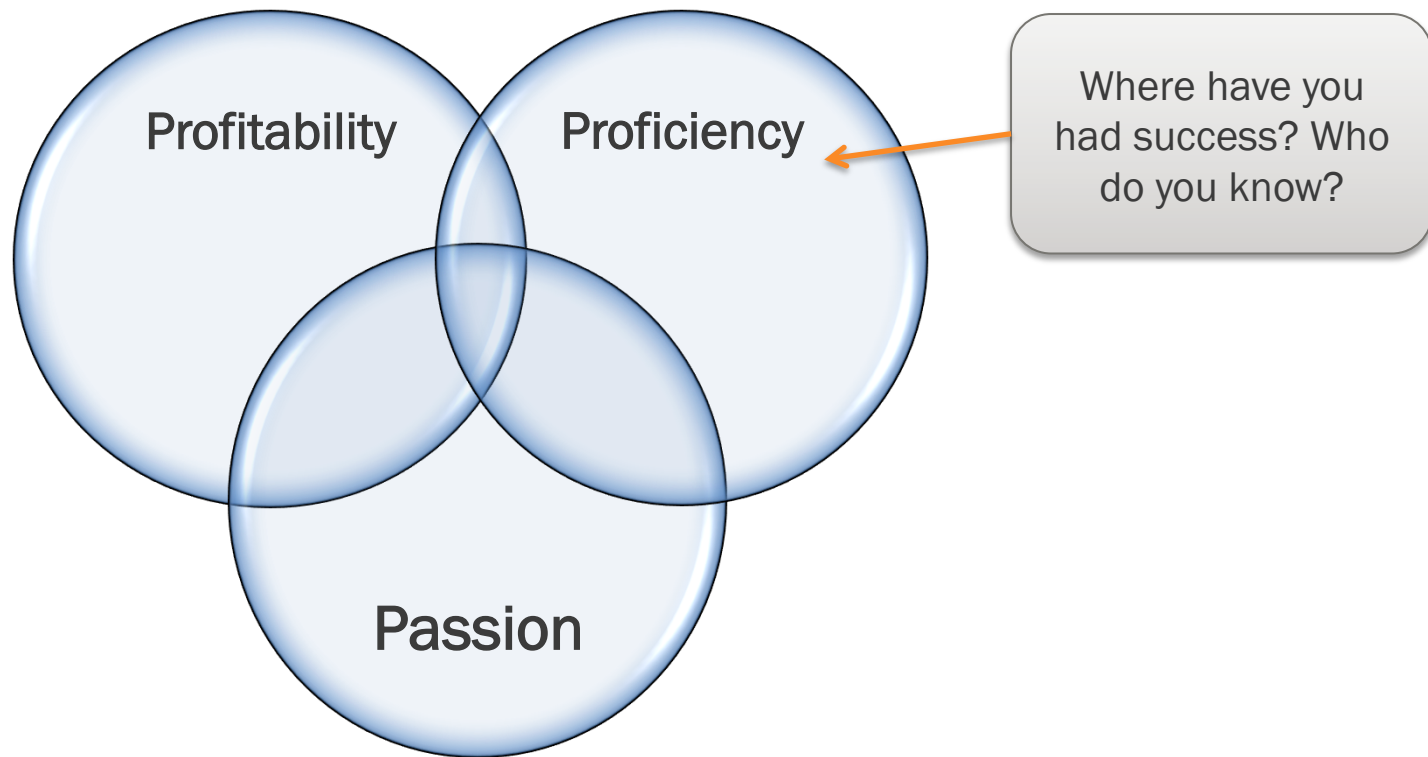
Calculating profitability



How Good of a Fit are They?			
Business Characteristics			
See next worksheet tab ("Detail") for notes on each category			
	High	Medium	Low
Business Model	Original "Manufacturer" of Goods/Services	Derivative Provider	Reseller
Sales Model	Direct	Channel	
Sales Cycle	1 week to 12 months.	Less than a week	
		More than a year	
Average Sales Price	\$500 - \$50,000.	Greater than \$50,000	Less than \$500
Number of Sales Reps	2+		0-1
Dedicated Marketing Team	0-1 Marketers	1-2 Marketers+	1-2 Marketers +
High - Medium			

We'll share the link at the end

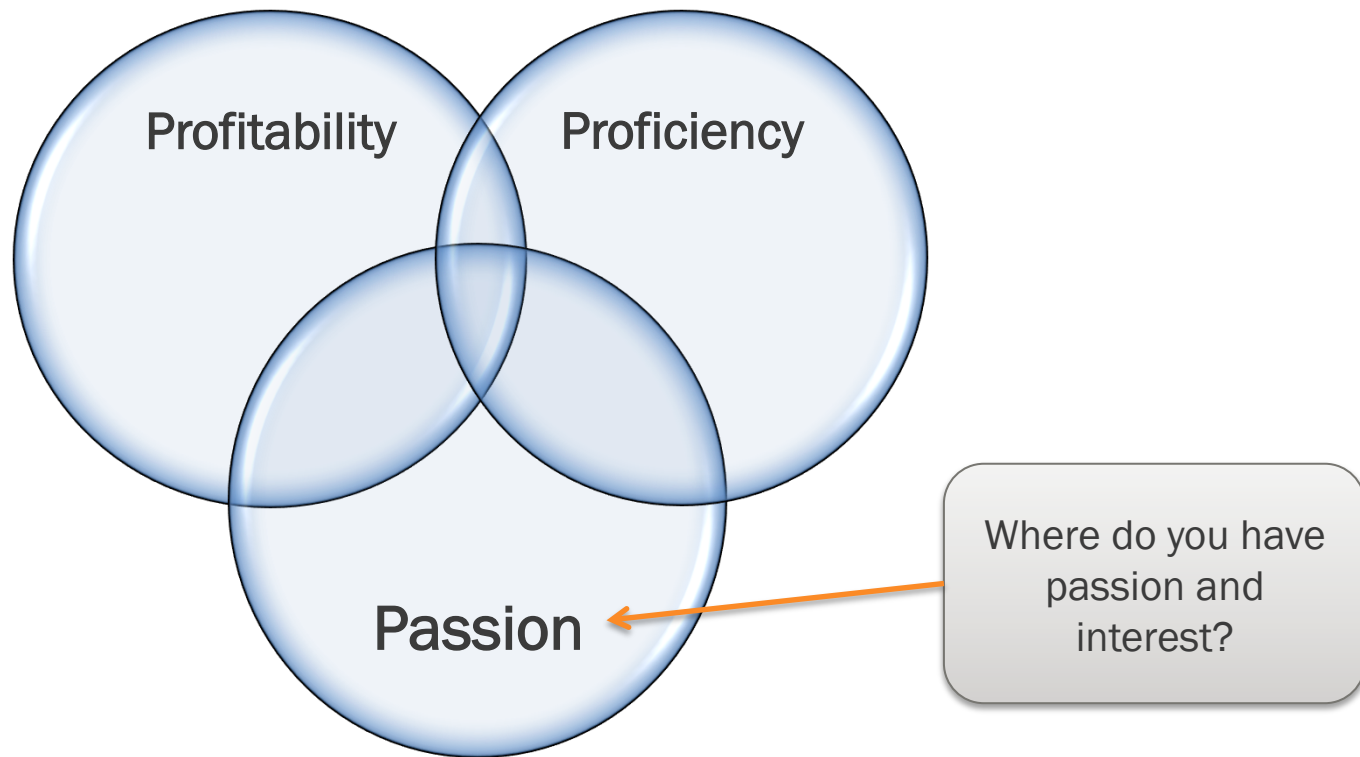
Proficiency



Consider listing out your accounts and looking for patterns

A	B	C	D	E	F	G	H	I	J
Industries	Professional Services	Technology	Manufacturing	Education	Healthcare	Construction	Property Mgmt/Real Estate	Retail	Natural Resources
Good fit for Inbound	Booz&Co	Equals6	Fibres	StudentsNS	Ashtanga	Black Diamond	Southwest	A1	ACE
Occasional fit for inbound	Tigertel	FedSolutions	Inventive Marine	CEED	PCIRN	Graybar	Comm Prop	Bishop's Cellar	Nova Agri
Difficult fit for Inbound	HGS	Green Power	Marwood	E6	Docbraces	Hurricane	Condo Corp	Cyclesmith	
	JDA Architects	Sheepdog	Shaw	NSCAD	Capital Health	Marwood		Fibres	
Positive Exceptions	Journeyman	Nova	Nova Agri	King's	ECDC	Shaw		Graybar	
	OI+	Aeris	Ven-Rez	NSCC	H&SF			Tirecraft	
	RJ Bartlett	Eastlink	Ascenta	CBU	RJF			OI	
	Speakers	Torusoft	MGT		Shannex			SGR	
	Walkers		Cherubuni		Skills Ctr			Ven-Rez	
	Nova				DGI			Aquatech	
	Roy								
	Johnson								

Passion



Here is how Keri scored her possible niches

Segment	Service	Technology	Profitability	Proficiency	Passion	Sum
Enterprise Hardware Storage	Inbound	HubSpot	5	4	3	12
Health & Wellness Benefit Services	Inbound	HubSpot	3	2	5	10
Wine Market	Social Media	Hootsuite/ Facebook	2	2	5	9

We'll share the link to a blank template version at the end

Keri is now prioritizing Enterprise Storage companies



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Key Takeaway #2

Focus and prioritize for
targeting success



Targeting Mistake #3

At what level should I target?



Targeting Mistake #3



“Going too Broad”

At what level should I target?



Answer:

- Where can I best compete?
- What positioning is compelling?
- ...while the market is still big enough

Greg Linnemanstons went more specific

*“First, we were going to focus on B2B and Professional Services, but we quickly realized they were too broad to be meaningful. We ultimately decided to focus on types of industrial distribution companies and capital equipment manufacturers. Now when we go into meetings we feel like **we own the room because we have the exact knowledge they are looking for**”*



Greg Linnemanstons
Weidert Group, Inc.

Key Takeaway #3

Don't go too broad when selecting a niche—be thoughtful about the right level of targeting



Targeting Mistake #4

Have you ever felt these concerns about targeting?

- I don't want to turn off prospects who aren't in my target niche
- I'm not ready to commit - I want to keep my options open

Targeting Mistake #4



“Not focusing at all for fear of being ‘boxed in’”

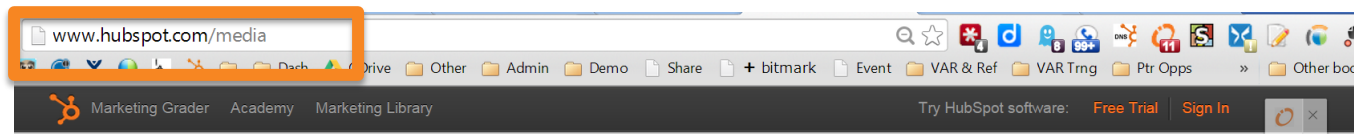
There are some agencies that have embraced a full-on targeting approach



Spot On Agency takes an 'additive' approach



Does HubSpot Target?



Effective Revenue Generation Solutions for Media Companies

Traditional media companies are expected to lose up to \$1.7b in advertising revenue this year. How does your newspaper, magazine, TV or radio station plan to replace it?

GET A FREE ASSESSMENT

REQUEST A LIVE DEMO

Key Takeaway #4

Your targeting can be additive to your existing programs—it does not need to “box you in”



Targeting Mistake #5

Targeting Mistake #5

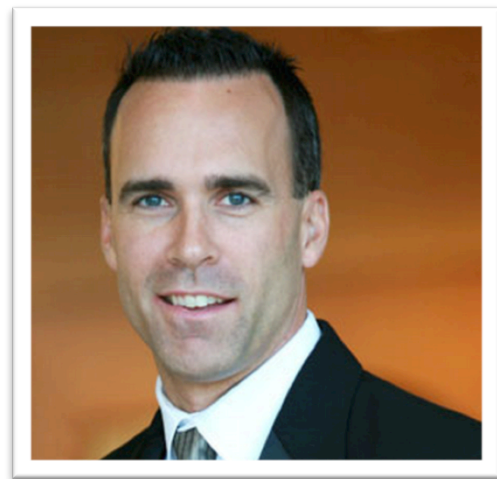


“Not getting started”

3 Steps to Get Started

1. Select a target niche (using the 3 P's)
2. Gather a list of target accounts
3. Run an Inbound Sales and Marketing Campaign

Trent Dyrsmid is targeting and has selected target accounts



- Targeting VARs of a large technology company
- Has gathered a list of 100 target accounts

Trent uses a combination of content, social, email, and phone

1. Invites to connect on **LinkedIn**
2. Emails **invite** for a pre-interview on Trent's **podcast** (if their site rocks)

OR

Email shares **one tip** to improve conversion (if their site doesn't rock)
3. If no reply, **send email** with tips and follow up with **voice mail**
4. **Call** twice more without leaving a message
5. **Email additional helpful information** such as ebook and/or marketing grader
6. Email **polite break up email**

We'll share a link to Trent's prospecting approach at the end

Key Takeaway #5

Don't wait to get started.
Select a niche, pick some
targets and get a campaign
going.

Summary – 5 killer targeting recommendations

1. Don't follow your passion alone
2. Focus and prioritize your targeting
3. Go specific when selecting a target niche
4. Target additively to avoid being 'boxed in'
5. Get started now!

Coming in 2015...



Sign up to be notified - <http://bit.ly/sgc-notify-me>

Signing up gets you the links to resources referenced in today's session

QUESTIONS ?

