



10-MINUTE TUTORIAL

# 4 WAYS TO INTEGRATE LANDING PAGES WITH SOCIAL MEDIA



“Being able to schedule postings and tie them directly to our Landing Pages within HubSpot has been awesome. We can identify and measure the response each post generates.”

Jeremy Gesicki, Global Digital at Mueller Sports Medicine  
[@MuellerSportMed](#) / [@Quench\\_Gum](#)



Let's take a look at some of the ways that you can use your HubSpot Social Media tools to optimize your Landing Pages, and vice versa.

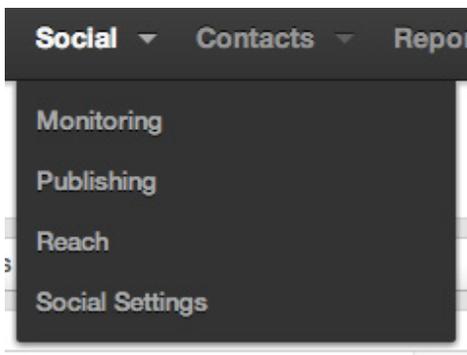


## 1. Promote your Landing Pages with the Social Publishing tool

One of the best ways that you can integrate your Landing Pages with Social Media is by promoting them with the Social Publishing tool. In doing so, you help to promote your site's content while also fueling your inbound lead generation.

### Here's How to Do It:

1. Go to the Social Publishing tool (You can find this under **Social > Publishing**)



2. Click “Compose Message” in the upper-right hand side of the screen

[Compose a message](#)

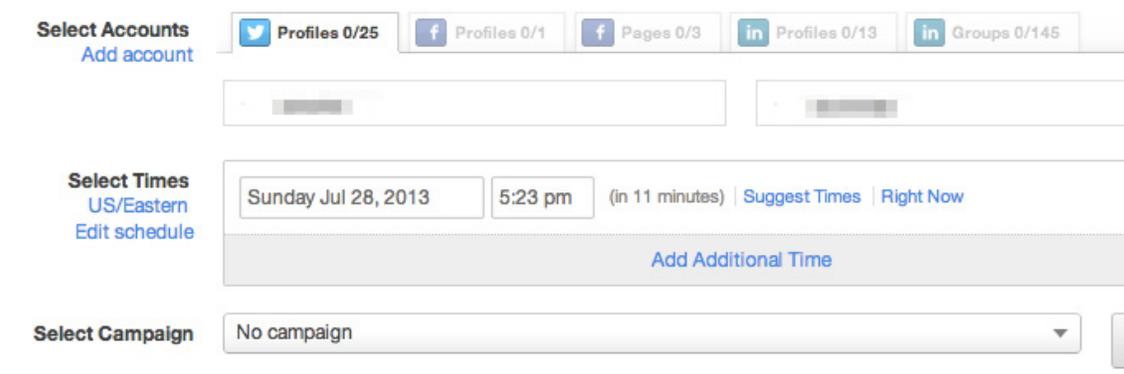
3. Click to attach your Landing Page (Above the message window, click “Attach a Landing Page”)



4. When the “Select a Landing Page” window appears, find the Landing Page that you would like to promote, then click “Select” on the right-hand side.



5. Add additional text to the message as you see fit. **Remember:** if you are posting the message to Twitter, there is a 140-character limit. If you are posting the message to LinkedIn or Facebook, you can include an image as well to make the post more visually appealing (Select ‘Attach an Image’ to do this)
6. Select the Social Media accounts that you would like to promote your Landing Page on behalf of, as well as the time that you would like the message to go out and the campaign that you would like to attach it to, then click “Schedule All.”



## 2. Collect Contacts' Twitter Handles in Your Forms

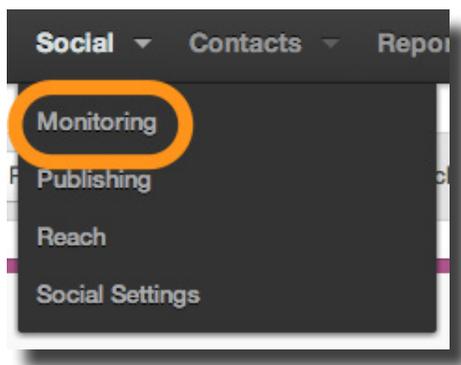
In order to monitor your HubSpot lists with Social Monitoring, you will first need to know the Twitter Handles of your contacts. By adding 'Twitter Handle' as a field to your forms and landing pages, you will guarantee when new leads are generated that they can be added to a list and monitored via Social Monitoring. [Click to edit your forms in HubSpot.](#)

## 3. Promote your Landing Pages to people in your Social Monitoring streams

With Social Monitoring, you have the ability to create custom, segmented Twitter streams based on keywords, HubSpot contact lists and Twitter lists. These streams serve as effective channels for promoting your Landing Pages. Find opportunities to link to your Landing Pages when responding to Twitter activities that have shown up in your Social Streams. For instance, if someone asks a question on Twitter that an ebook answers, respond to their Tweet by sending them the Landing Page link.

### Here's How to Do It:

1. Go to the Social Monitoring tool (You can find this under **Social > Monitoring**)



2. Select one of your streams from the right-hand side of the page

Timelines, Mentions & Retweets

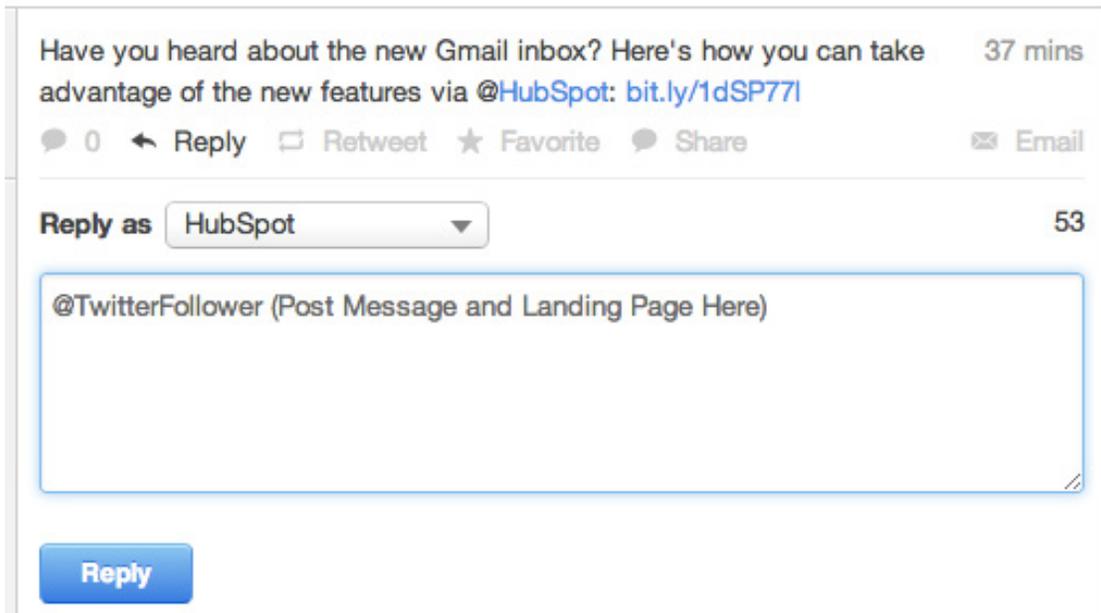
@HubSpot Mentions



3. When you see a Tweet in your stream that you would like to respond to, scroll over it then select the “Reply” link when it appears



4. Copy and paste your Landing Page URL into the message, as well as the reply message that you would like to include, then hit “Reply”



## 4. Monitor people who fill out a specific Landing Page

You might want to follow up with people who are interested in a specific offer differently than you would follow up with others. Set up Social Streams to monitor the people who have filled out a specific form on one of your Landing Pages. Start by [creating a list](#) of leads who have filled out a specific form, then [add that list to a Social Stream](#). You can further segment this stream by only monitoring the Twitter activity of people who filled out your forms, and also mentioned your company's name.



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