



The  
First **100**  
**DAYS**



**HOW TO SUCCEED**  
*in Your New Marketing Job*

HubSpot



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# Introduction

**“When I surveyed more than 1,300 senior HR leaders, almost 90% agreed that transitions into new roles are the most challenging times in the professional lives of leaders. And nearly 3/4 agreed that success or failure during the first few months is a strong predictor of overall success or failure in the job.”**

*- Michael D. Watkins ([@watkinsmichael](#)), Author of *The First 90 Days**



So, you've decided to become an inbound marketer. Woohoo! Okay, so where do you start? We're here to make that transition easier for you. You see, inbound marketing is a marketing strategy, but it's also a philosophy. At the heart of it, you'll be turning your focus away from company-focused marketing and toward customer-centric marketing.

The first 100 days of a new job are critical for future success at a company. Big wins should happen early and often, whether that means carving out a new niche for yourself, leading a team to success, or simply showing your team that you are a curious lifelong learner.


And for inbound marketing to truly work, you'll need to become an inbound marketing student. The most successful inbound marketers learn skills and create habits in their first 100 days. To make sure your trajectory is set correctly, we've catalogued much of what you'll need to succeed in inbound marketing. Don't be scared by the length -- this is supposed to be a document you use over three months.

Still, this isn't intended to be a complete list of every little thing you need to know -- but it's a fairly exhaustive collection of the fundamentals. Your company's plan could be tailored based on the goals you need to achieve.

Ready to start this whole inbound thing? Let's do it.



**DAYS**  
**1-25**



The first 25 days in your new role will be a mix between getting settled and organized, and diving in headfirst. You'll likely be in some type of new hire training for your first few days, so make sure you have a pen and notebook ready.

## Pro Tip:



**One of the mistakes I think most people make in the first 100 days is trying to show off how smart/cool/dynamic they are. From my perspective, your role for your first 100 days is to show people you're an incredible learner -- you have a front seat and fresh eyes for the business so listen, learn, and take a lot of notes. Spend a whole lot less time talking than you do listening, and really take the time to meet and get to know the people you'll be working with closely -- doing so pays off in spades not only for the remainder of your tenure at the company, but for the remainder of your career."**

*- Katie Burke (@katieburkie), Director of Talent and Culture at HubSpot*

By the end of your first week, you will likely experience information overload. Make sure you take the weekend after your first week to get some sleep, then go back over your notes on Sunday night or early Monday morning so you can kick week 2 off strong.

## **MEET YOUR TEAM.**

First and foremost, you'll want to get to know the people you'll be working with. Don't sit at your desk for lunch during your first few weeks -- these are crucial times for meeting and getting to know your colleagues. Instead, grab coffee or lunch with one or a few people on your team, then expand your circle as you begin to understand how the team is structured and who you'll have contact with.

## Pro Tip:



**Be respectful of people's time -- if you ask for coffee to get to know someone, put it on their calendar, send them an invite, show up on time, and arrive prepared with specific questions for them based on their role and experience. You're showing up in the middle of a marathon for other employees, so being respectful of their time goes a long way."**

*- Katie Burke (@katieburkie), Director of Talent and Culture at HubSpot*

## **READ THESE RESOURCES.**

Here is a short list of resources you should read through during your first week. We handpicked some of our best HubSpot articles to get you familiar with inbound marketing and a few key concepts, themes, and methodologies that will help you strategically tackle your marketing goals.

[The Essential, Step-by-Step Guide to Internet Marketing](#)

[The State of Inbound Marketing Report](#)


[10 Habits of Highly Successful Inbound Marketers](#)

[The 6 Marketing Metrics a CEO Cares About](#)

[Shortest Tutorial Ever on SEO \(Search Engine Optimization\)](#)

[Answers to 18 SEO Questions You Were Too Afraid to Ask](#)

Take classes from HubSpot Academy's [Inbound Marketing Certification](#). [HubSpot Academy](#) is a free resource for inbound marketers, and their Inbound Marketing Certification course is open and free to the public.



During your first month, take the 11 classes from the certification course, which you can watch on-demand at your own pace. These classes cover all the topics you'll want to master in your first 100 days, as well as other topics you'll want to learn about for the future. If you want to dig deeper in any one subject, the course pages are chock-full of links to supplemental reading material.

## **MAKE FRIENDS WITH THE IT DEPARTMENT.**

In your first 25 days, you'll need to get ridiculously organized. To help you do this, you'll first need to gain access to important tools and technologies your company is using.

Ask to be put on important email distribution lists such as team groups, product notifications, or internal newsletters.

Make sure you've been invited to important recurring meetings, vacation and company holiday calendars, etc.

If your company uses an internal instant messaging tool, make sure you know which chatrooms your team is using.

Do you need a desk phone? A monitor? Certainly you need a computer. Make sure you've been supplied with all the tools you need to do your best work.

Sign up for Trello, Evernote, or any other task/project management tools your company suggests you use.

Get connected to the printer that's closest to your desk.

Connect to your company's file share server.

Find out if your company has a conference room map or reference you can save. Getting lost in your first 25 days could eat up precious work time.

Take your inbound marketing certification immediately after you've gone through new hire training.

Does your company have a wiki? If so, make sure you have access and start reading the top posts.

Determine who the go-to people are for access to various privileges.

If your company has a written and/or visual style guide, make sure you read it and save any fonts, logos, colors, or stock photos you'll need for creating content.

Practice using your company's conference call technology so you can set up meetings with ease.

Do you need any paid software such as Adobe's Creative Suite? If this is something that will make your job easier, make sure you have access to it.

Find out where and how you can order business cards.

## FIND A MENTOR.

In addition to having your manager as a resource, you should aim to have a mentor to help you navigate your new company and role. Whomever you choose as your mentor should be able to answer questions such as, "What's the best way to convince my manager to approve something?" Or, "How do I get an extra power cord?"

### Pro Tip:



**Identify people who know the rules of the road: most people spend their time trying to figure out how to network or set up time with people at the top of an organization, but chances are, those aren't the people who will be most helpful to you."**

*- Katie Burke (@katieburkie), Director of Talent and Culture at HubSpot*



## DISCOVER YOUR COMPANY'S M-SPOT.

Many companies use a strategy management tool known as an “M-SPOT” (which stands for “Mission, Strategy, Playbook, Obstacles, & Targets”). Even if your company doesn’t formally use this tool, make sure you fully understand the company’s vision and goals for the coming year. This tool applies for smaller teams within your company as well. Does the marketing team’s M-SPOT look different from sales? If so, take note of that, but be sure to focus specifically on your own team’s goals.

### **MISSION:**

*(Example: Become the best marketing team in the world.)*

### **STRATEGY:**

*(Example: Accelerate growth by doing X.)*

### **PLAYBOOK:**

*(Your plan for achieving the mission.)*

### **OBSTACLES:**

*(Challenges you’ll face as you try to achieve your mission.)*

### **TARGETS:**

*(Numerical goals you’ll hit to make sure you’re on track.)*

## Pro Tip:

“ Your first 100 days will vary massively depending on what company your work for, and whether you’ve been hired into a new role or to fill an existing position. If it’s a new role, then I would advise the following:

Set up some base metrics for success and agree to them with your line manager; spend some time getting to know your colleagues, customers and how the business operates; aim to have a working plan for how you’ll hit your numbers in the first 30 days then use your newness as a way to test new things for the rest of the first 100 days, trying to find a repeatable tactic that consistently works for you.

Don’t get sucked into just ‘doing stuff’ in the first week or two if possible, because once you’re on the hamster wheel it’s hard to get off, lift your head above the parapet, and think strategically. So take advantage while you can! When it comes to agreeing on your numbers, I wouldn’t advocate sandbagging exactly ... but equally you want to create a positive momentum in the eyes of your boss and your team, so ensure the metrics you establish are very achievable. Small win after small win is what you’re looking for so you can gain credibility in the company.

One last tip -- question everything. You’re new, so you get a free card to do this. You could be amazed at what seems an obvious quick win to you, but hasn’t been noticed by those who’ve been working in the company for a lot longer; and challenging or at least understanding pre-existing assumptions will give a greater feel for where you can have the biggest impact in the short-term.”

- Mark Walker ([@jfdimark](#)), Content Marketing & Social Media Manager at Eventbrite UK

## WORK WITH YOUR MANAGER TO DETERMINE KEY PROJECTS TO TACKLE.

### Pro Tip:



**You won't be able to tell if you're succeeding on your own -- you have to ask. Ask your manager, reports, and colleagues exactly what they expect of you, and how you're delivering on those expectations."**

*- Brian Lavery (@lav), Head of EMEA SMB Marketing at Twitter*

During your first 100 days, you should have at least five big projects you're working on that will make an impact on the business. These projects should be strongly tied to your job description, and your manager should help you determine what these projects will be. You can tailor your projects slightly if there's a specific skill you want to work on, but for the most part, these should be career-defining projects that allow you to gain some quick wins and set you up for success in the coming months and years.

On the following page of this ebook, you'll see a project template to help you get set up here. Your project could be something like, "Write and Design an Ebook For Lead Generation" with a definitive end product and goal. You'll see various examples of projects you could tackle as an inbound marketer such as creating a landing page, writing blog posts, or segmenting your email list.

The "Why" portion of this template is important because your manager should help you understand the big picture of the project you're working on. Why is this something you should put time into? What will the return on investment (ROI) be for this project? Answering these questions will help you understand the thought process behind certain marketing activities at your new company, and why they matter.

Finally, under "Steps," you'll want to list out exactly what you'll do to complete this project and accomplish your goals. Your manager should help you fill out this section as well with items such as, "Meet with X to learn best practices for creating an ebook." List out all the big steps required for your project from initial planning through communicating about your project once it's finished.

# PROJECT TEMPLATE

*To use this template, simply click into a box and start typing.*

**PROJECT:**

**WHY:**

**STEPS:**

## SET SMART GOALS.

When creating your new marketing program, setting realistic goals should be a top priority. We call these realistic goals SMART goals. SMART stands for:

### **Specific.**

Set real numbers with real deadlines. “Having a good marketing year” is not a specific goal.

### **Measurable.**

You need to be able to use hard numbers to measure your success.

### **Attainable.**

You want to set challenging goals, but they should still be attainable. Be honest with yourself -- you know what you and your team are capable of. Anticipate and account for obstacles when possible.

### **Relevant.**

Your goals should actually matter to your business. Let’s say you’re a teddy bear company that has 100 stores that will only accept 10 teddy bears per month in their toy store. In this situation, your goal likely shouldn’t be to “increase production of teddy bears from 1,000 per month to 5,000 per month.” While it’s great you have more product, if no one is going to take them for sale, why bother?

### **Timely.**

Give yourself a deadline and stick to it. Don’t keep pushing toward a goal you might hit “someday.”



[Use this free template as a guide to help you set your SMART goals.](#) And as you go through your 100 days, remember to check your analytics regularly and make appropriate adjustments to help you reach your goals.

## GET TO KNOW YOUR COMPANY'S BUYER PERSONAS.

Buyer personas are one of, if not the most important part of a successful inbound strategy. A buyer persona is a semi-fictional representation of your ideal customer based on real data and some educated speculations about customer demographics, behavior patterns, motivations, and goals. Companies often can have several different personas.

They're the ones you're creating content for, the ones you're trying to reach, and the ones who (hopefully!) will eventually turn into real customers.

Creating them and tweaking them over time allows you to better understand your customers' needs and interests and can help clue you in to where they spend time online. At HubSpot, everyone knows exactly who our buyer personas are, which means everyone, from marketers to product designers to salespeople to accountants, knows exactly who buys our software.

So, how do you create your own? There are a lot of nuances to buyer personas -- for example, they aren't just job titles! -- so learn more about them by reading [this post for beginners on buyer personas and segmentation](#). Then, [use this template to create your own buyer personas](#) for your business.



## Pro Tip:



**Make sure you get a clear understanding of your new boss' expectations. What does she hope to see from you? How will she know that you're successful? What will she use to measure your progress?**

**Use that mission as your new elevator pitch. Now when you meet people, you can say 'I'm here to improve X. Or build Y.' This helps you build your reputation as the guy/gal to contribute this important thing.**

**Ask your boss about her style. How does she like to work with her teammates? In what format does she prefer that you ask for help/information if necessary?**

**Get context. How do people communicate? Is it email-centric, or do folks use chat? In person? Each company has a style and a culture we need to adjust to.**

**Get some friends who can help you. Be open, introduce yourself, and learn about these new friends. They might be helpful to you as you get acclimated. Use your elevator pitch!**

**Get a mentor who's not your boss. You might value from advice on how to better work with your boss from another leader who you don't report to.**

**Want to go above and beyond? Get acclimated to the tools/docs/XLX sheets/software your team uses on your 'own time' if you can. That way you can use more office time to get results, and people will be impressed with how quickly you're making a difference.**

**Tried and true rule -- have an early win. Perhaps your win is to meet the expectation your boss previously set for you earlier, or better."**

*- Rebecca Corliss (@repcor), Inbound Marketing Manager at HubSpot*



**DAYS**  
**26-50**





## Pro Tip:



Early on, there are a lot of opportunities to observe and help with projects outside your daily scope. Instead of checking out, ask your manager if there's anything else you can assist with before you leave. Even if it costs you a few extra hours, say 'yes' or 'let me try' to every opportunity that lands on your plate, unless you absolutely know it's something you can't do. Showing initiative in the beginning pays off. Once you're settled and looking for a little more 'you' time, you can prioritize and delegate without looking lazy."

- Brian Wong (@brian\_wong), Founder and CEO at Kiip  
[Read more tips from Brian Wong here.](#)

Now that you've done your homework and become more organized, it's time to really dig into your inbound marketing projects and acquire quick wins. The following sections of this ebook provide 13 different ideas for projects you can tackle in your first 100 days.

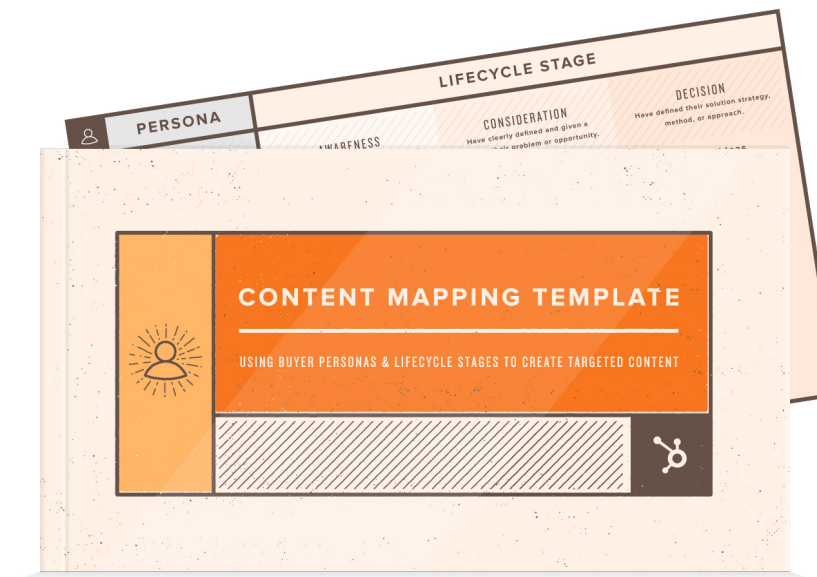
## FIGURE OUT WHAT CONTENT YOU NEED TO CREATE.

Content mapping is a process that helps you identify the holes in your content. It helps you make sure you can deliver the right content to the right people at the right time.

Knowing who your buyers are by creating those buyer personas is half of the content mapping equation, so check that off the list first. The second half of content mapping is knowing where your buyers are in the buying cycle -- which is known as the lifecycle stage. There are three lifecycle stages related to content:

- **Awareness:** In the awareness stage, a person has realized and expressed symptoms of a potential problem or opportunity.
- **Consideration:** In the consideration stage, a person has clearly defined and given a name to their problem or opportunity.
- **Decision:** In the decision stage, a person has defined their solution strategy, method, or approach.

By combining buyer personas with lifecycle stages, you can really hone in on specific segments of your audience and tailor content to resonate with each of those segments. Everything you need to know about how to do content mapping [is in this blog post](#). To help you brainstorm and map out content ideas for targeting specific segments of your audience, we also created [this free template](#).



## MAKE A LIST OF RELEVANT KEYWORDS.

Next, do some keyword research before you change anything on your website or start publishing content. (Otherwise, you risk “keyword-stuffing” your content after you’ve already written it, which looks forced and can get you penalized by search engines.) To jumpstart your keyword research, [click here for a beginner’s guide](#).

There are some helpful tools out there that will help you choose the right keywords -- in general, good keywords are popular industry terms that your buyer personas are searching for that don’t have too much competition. [Here’s a list of the top four tools](#) along with instructions and tips for how to use each of them. Start with a list of 40-50 keywords to build on over time. You’ll use your keyword list to optimize the rest of your marketing content.

Then, over time, you'll analyze your keyword performance and ranking, known as your "listing position." Using HubSpot, you can easily find this in the [Keywords tool](#) -- just select a keyword to see your listing position. [Click here for more information on tracking and analyzing your keyword and search engine optimization strategy.](#)

The screenshot displays the HubSpot Keywords tool interface. At the top, there are navigation tabs for Dashboard, Content, Social, Contacts, Reports, Marketplace, and Academy. The main heading is "Keywords" with an "Add keywords" button. Below this, four summary cards show: 623 Keywords Ranked in Top 3, 1,039 Keywords Ranked in Top 10, 12,927 Contacts from Organic Last 30 Days, and 944,580 Organic Traffic Last 30 Days. A filter bar includes "Actions", "All Keywords", "From all campaigns", and a search field. The table below is sorted by "Visits" and shows the following data:

Keyword	Visits	Rank	Difficulty
biglytics Added September 1st, 2011	4,000	1	99
big data Added September 1st, 2011	382	3 ▲	96
data analytics Added September 1st, 2011	361	15	99
pizza pie chart Added September 1st, 2011	345	10	29
biglytalks Added September 1st, 2011	285	1	99
data cloud Added September 1st, 2011	244	25 ▼	73

## CREATE A LANDING PAGE AND A THANK-YOU PAGE FOR ONE OF YOUR EXISTING OFFERS.

Do you already have a demo, trial, or free quote? Pick your favorite offer and create a landing page and thank-you page for it. If you already have landing pages and thank-you pages, redesign or revamp them to be more inbound-friendly.

Your landing page should include a description about the offer and a form for the visitor to fill out with their personal information. [Here's a cheat sheet for creating awesome landing pages](#) to get you started. Another great resource is [this essential landing page checklist](#).

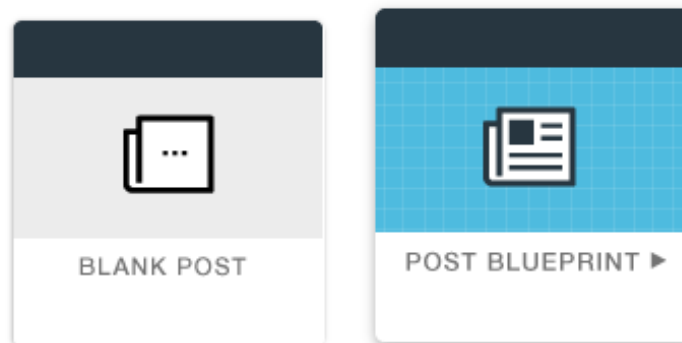
Visitors see your thank-you page after they've filled out the form on your landing page. [Learn how to create a thank-you page here](#).

## SET UP A BLOG IF YOU DON'T ALREADY HAVE ONE.

Consistent blogging is a foundational part of inbound marketing. [Learn why your business needs a blog here](#).

So you'll need to set up a blog. If you're a HubSpot customer, congrats -- the [Blog tool](#) is integrated with the rest of your site already. If you're not using HubSpot, you'll need to use a third-party platform to create your blog. The most common is WordPress. You can [read more about the differences between HubSpot and WordPress here](#).

Whichever blogging platform you choose, familiarize yourself with it by playing around with the tools on a daily basis. Search for [tips online](#), watch instructional videos on YouTube and [Lynda.com](#), and meet with anyone you know who's used that platform before to learn some tricks, tips, and shortcuts in person. (And HubSpot customers, [you'll get additional training](#) when you start using the software.) Once you get up-to-speed on your inbound marketing, you'll be using your blogging tool every week.



## DESIGN AND CREATE TWO CALLS-TO-ACTION.

Calls-to-action (CTAs) are the keys to lead generation, and every inbound marketer should be able to design and create their own without relying on our busy designer friends.

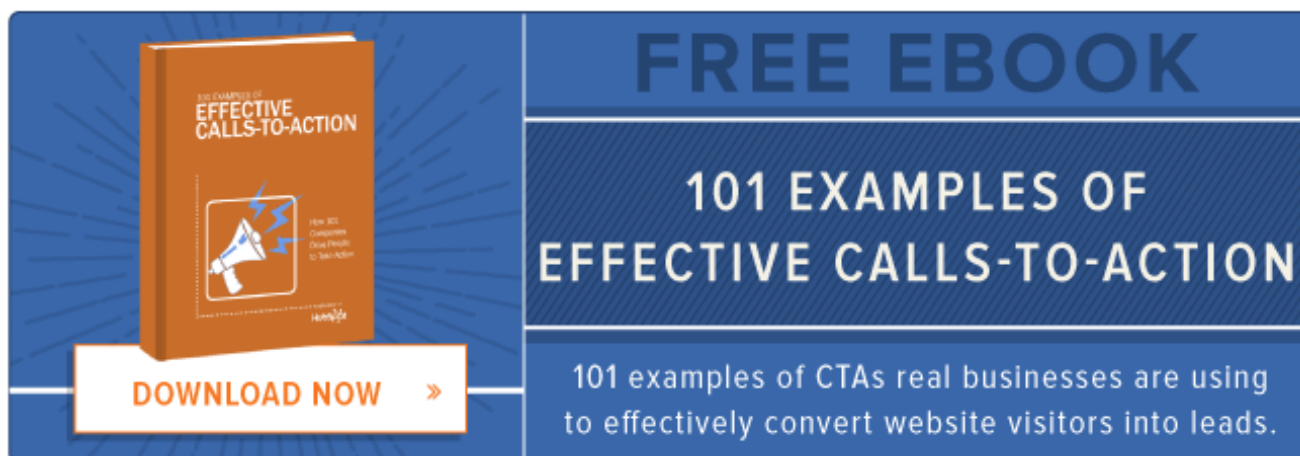
If this is your first time creating a CTA, never fear! It's not nearly as complicated as it sounds. In fact, you can create CTAs using Microsoft Word, PowerPoint, pre-made images, [or one of HubSpot's 50 CTA Templates](#). For a step-by-step tutorial on how to create CTAs using all four of these resources (as well as how to outsource CTAs from designers), [check out the detailed tutorials in this free ebook](#).

The two CTAs you make should be:

1. A CTA for the existing offer you already created a new landing page and thank-you page for. You can should put this CTA on one of your top-trafficked pages of your website.
2. A CTA encouraging people to subscribe to your blog. (You'll also include this CTA in a re-engagement email campaign during your second or third month, but don't worry about that campaign yet.)

For those of you with a little more experience with CTA creation, improve your skills with [our step-by-step guide to mastering CTA design and copy](#).

To analyze the success of your CTAs, you should look at the number of clicks and views each CTA received. Then, look at the percentage of views that lead to clicks and the percentage of clicks that lead to landing page form submissions. If you find that you have a low clickthrough or submission rate, you may need to tweak your CTA design or copy.



The image is a promotional banner for a free ebook. On the left, there is a 3D rendering of an orange book titled "101 EXAMPLES OF EFFECTIVE CALLS-TO-ACTION" with a megaphone icon on the cover. Below the book is a white button with the text "DOWNLOAD NOW" and a right-pointing arrow. The right side of the banner has a dark blue background with white text. At the top, it says "FREE EBOOK". Below that, in a larger font, is "101 EXAMPLES OF EFFECTIVE CALLS-TO-ACTION". At the bottom, it says "101 examples of CTAs real businesses are using to effectively convert website visitors into leads."



## BRAINSTORM A BACKLOG OF 10-20 BLOG POST TOPICS.

These shouldn't be just any blog post topics -- they need to be ones your prospects would find interesting. Use your keyword list to help you come up with working titles for posts, and backlog them somewhere. At HubSpot, we use [Trello](#) to keep track of our post ideas. Google Docs also works just fine.

Make sure your topics are specific. "How to Fish" is far too broad a working title. You can start your brainstorming session with umbrella topics like that, but make sure your working titles are much more narrowed down: "How to Pick the Perfect Fishing Spot"; "Must-Have Fishing Gear for Beginners"; "The Ultimate Guide to Choosing the Right Bait [Infographic]."

Need help brainstorming? [Check out this post on how to think up a year's worth of blog post topics in an hour.](#)

## PUBLISH 4-5 NEW BLOG POSTS BY THE END OF YOUR SECOND MONTH.

You've already learned how important blogging is [for getting organic traffic](#) and leads. We challenge you to write, edit, and publish your first blog post as an inbound marketer on the first day of your second month. Then, write 3-4 more new blog posts during the rest of the month. Here are some resources to get you started:

[A Blog Post to Help You Write Blog Posts \[+ 5 Free Blogging Templates\]](#)

[How to Write a Blog Post Outline: A Simple Formula to Follow](#)

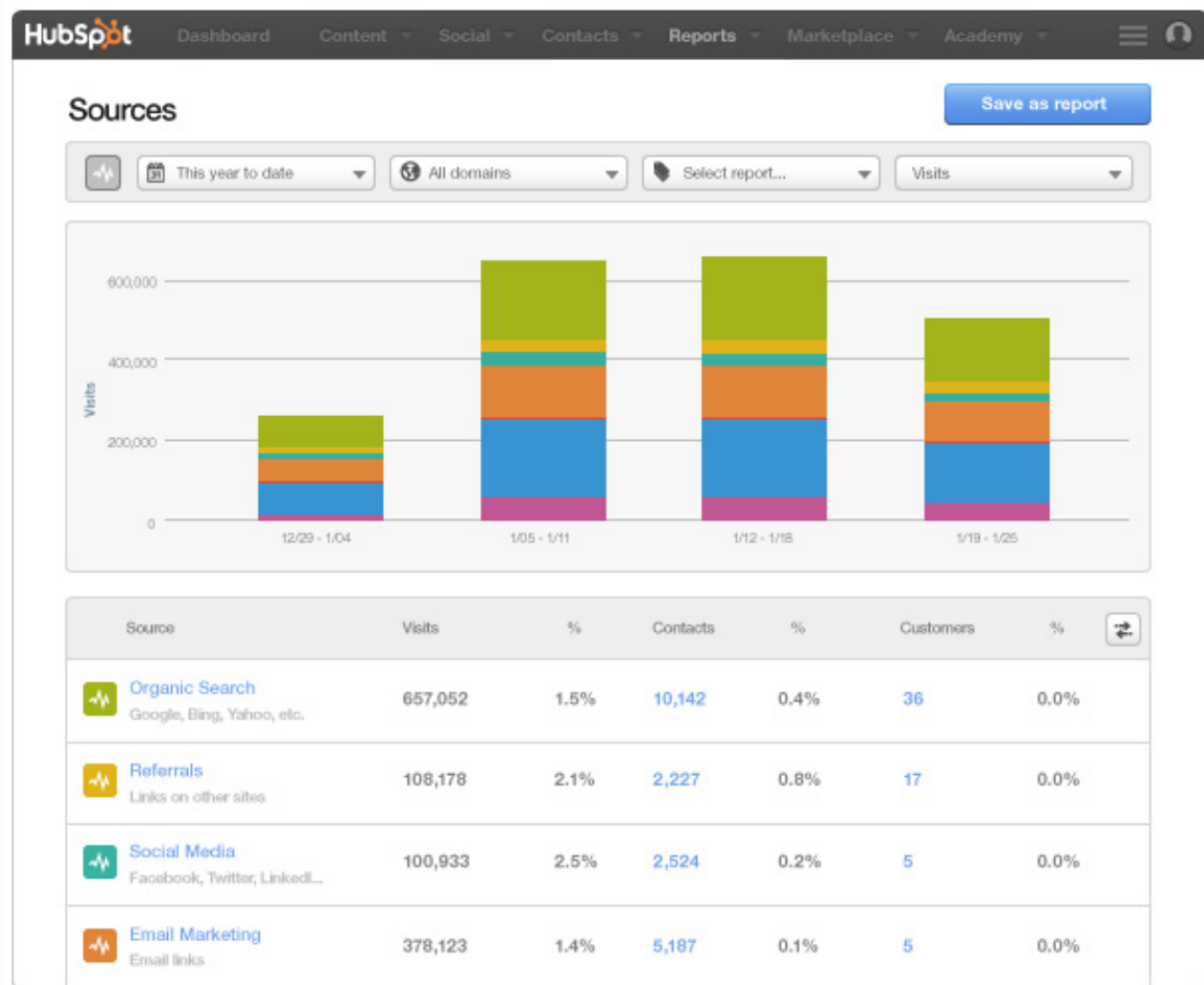
[How to Write a Blog Post: A Simple Formula to Follow](#)



[The Secrets to Writing an Attention-Grabbing Blog Post \[Infographic\]](#)

After you publish each post, check to see whether your blog traffic has increased -- but don't expect to have tons of new visitors overnight. Building your readership will take a long time, and you need to build a lot of content to increase credibility and up the chances of your posts being found on search engines. This is why it's important to stick with it and blog consistently, and you'll see we suggest increasing the number of posts per month throughout these 100 days.

You'll also want to look at where your traffic is coming from. If you're getting organic search traffic, it means more visitors are arriving at your site from search engine results pages. If you're not getting organic search traffic, you may be focusing on the wrong keywords, or your blog may not be optimized for search. For some great blog SEO tips, [check out this post on blog SEO and optimizing your posts for search](#).


To keep an eye on your traffic without getting discouraged by the initial progress, monitor the percentage your blog traffic grows every week and month. This is simple to view in HubSpot -- just visit your "Sources," define the time period you're monitoring, and select "Organic Search" on the right.





# DAYS 51-75





In days 51-75, we're going to dig a little deeper into email, campaigns, and social media. During this time, make sure you're also finishing up any projects you started in days 1-50. You don't want to bite off more than you can chew, so remember that these projects are simply suggestions for a new role as an inbound marketer -- you may only want to choose five or six of the 13 we listed here.

## SCRUB AND SEGMENT YOUR EMAIL LISTS.

Inbound marketers don't push their companies or products at people -- they pull people toward their companies and products with great content. This means no more sending emails to people who haven't opted in to receiving your emails. No more spamming people. [No more buying email lists](#). No more sending emails to old, decaying lists. It's time to significantly decrease your [email bounce rate](#) by sending emails only to people who expect to receive them.

It all starts with the health of your email contact lists. In your first month, check how healthy your lists are [with this five-question sniff test](#). Then, review your lists and remove every single email address on there that doesn't pass the test.

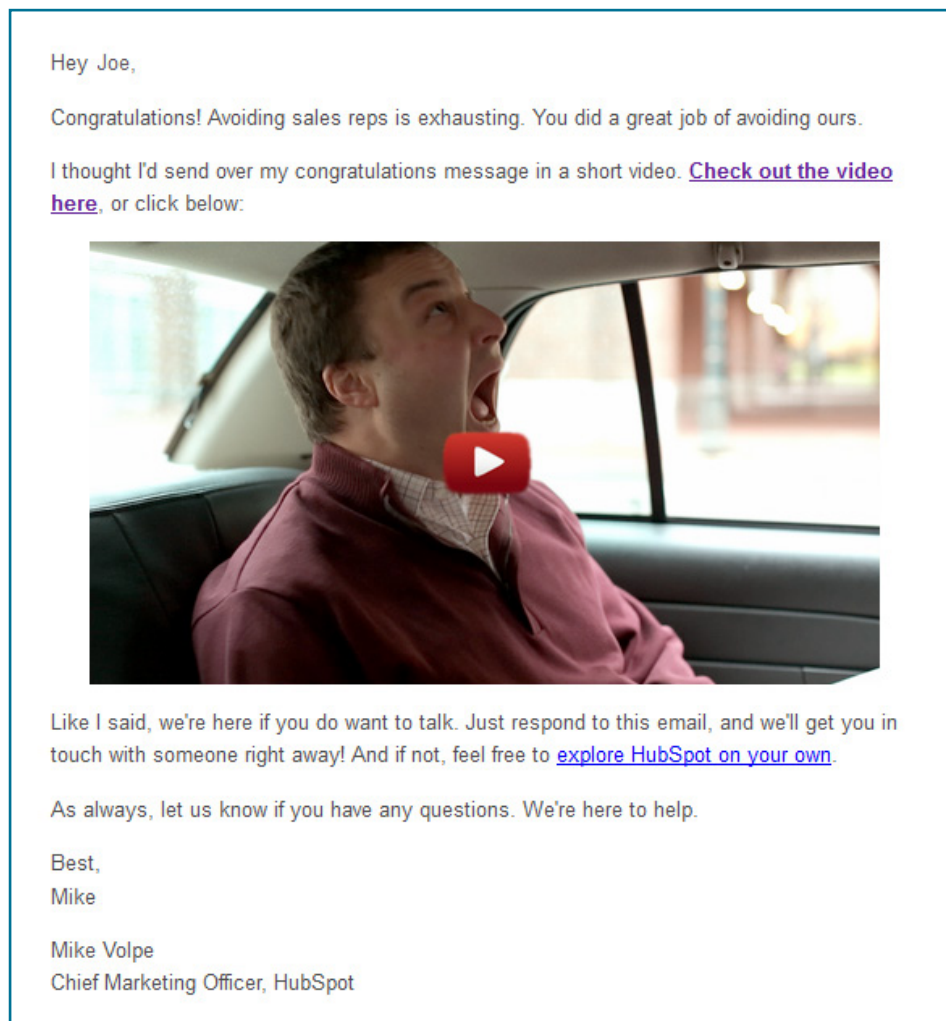
Next, segment your email lists. Remember the buyer personas you created in your first 50 days? There's a reason you probably have more than one of them: Your buyers don't all fit into just one category. If you own a fitness club, you might cater to athletes as well as first-time gym goers -- and you shouldn't send both those groups the same exact email.

Sending more targeted, relevant emails to each subgroup will improve your [clickthrough rate](#). There are a few ways to segment your email lists. The first thing you should do is look at the data you already have about your contacts and figure out the most logical subgroups based on the information these recipients want from you, the questions they may have, or their stage in the [buying cycle](#). Once you get the data into an Excel spreadsheet, you can import it to your [contacts database](#) and create the different segments.

## SEND A RE-ENGAGEMENT CAMPAIGN.

You cleaned your list last month while simultaneously creating some great content for your blog. Now it's time to reinvigorate the rest of your list [with a re-engagement campaign](#). This is a chance for you to remind the people on your email list that you exist, to tell them about the cool content you've been creating and will be sending from here on out, and to urge them to subscribe to your blog. (You'll need to include that subscribe CTA you made earlier on.) After emailing this out, you'll remove anyone who didn't choose to opt in to your emails from your contact list.

To create a re-engagement campaign, create a compelling opt-in email message that gives readers the chance to opt in to your emails. Get creative! For example, check out the [re-engagement campaign HubSpot sent](#) that increased our email clickthrough rate by 583%. Use this opportunity to ask for feedback, too, so you can learn how to better customize your email marketing to their interests and needs. Here are [9 must-have components of compelling email copy](#) to get you started.



The goals of this email are: 1) to grow your subscriber list, and 2) to further clean your email list. Track how many new blog subscribers you get from this campaign. As you send out more email campaigns and add subscribe CTAs to your blog, watch your subscriber list grow. Track this campaign's [bounce rate](#), too, which measures the percentage of the total emails sent that could not be delivered to the recipient's inbox. The benchmark for bounce rate is less than 2% -- don't worry if the bounce rate for this re-engagement email is higher than that, as you're still cleaning your list. Remove any email addresses that have deliverability issues, and from here on out, try to keep your total bounce rate under 2%.

## SET UP AND OPTIMIZE YOUR SOCIAL MEDIA ACCOUNTS.

Now that you have your bearings with keywords, blogging, and CTAs, it's time to focus some more on your social media marketing efforts. The reason you didn't do this until the third month is because you need to have content to share on social media to be successful -- so you needed to spend time getting that all optimized first. Now, you should:

Figure out which social media sites your buyer personas are using (usually the social networks that are already sending you traffic), and then create accounts on those sites.

Make your social media profiles look good. Are you using the [proper image dimensions](#) for social media profiles and posts? Do your descriptions include a link to your company website? Are you using the right tone and voice for each social media channel?

Stop buying followers. Instead, grow your following organically by posting awesome, relevant content and putting social media sharing and follow buttons for your website, blog, and emails. ([Click here for a cheat sheet on how to create these buttons.](#))

Grow your reach by becoming really active on social media. [Here's a template to create your own social media publishing schedule.](#)

To learn about these social media tips in more detail, [check out this handy guide to optimizing your social media channels.](#)


At this stage, track your follower count and measure engagement (retweets and @ replies on Twitter; Likes and comments on Facebook and LinkedIn). Message clicks (the number of people who have clicked the link attached to your social message) is another way to gauge how your content is doing. In HubSpot, you can sort your messages by click count using Social Inbox -- just select the "Clicks" tab on the menu bar and HubSpot will automatically sort them in ascending order for you. You can [learn more about measuring social media effectiveness here.](#)

Don't be afraid to experiment with your social media messaging -- tone, voice, offers, photos, and time of day. Test different tactics, measure everything, and then adjust. Do more of what works and less of what doesn't.



**DAYS**  
**76-100**





You've reached the final stages of your first 100 days! How does it feel? You've done some amazing work so far, but you still have a long way to go. Make sure you're keeping up the shining reputation you've developed in your first 75 days, and carry that reputation through the rest of your time in this new role. During days 76-100, you'll want to really step it up and complete some of the more challenging tasks you couldn't quite tackle in during days 1-75.

## **PUBLISH SIX NEW BLOG POSTS BY THE END OF DAY 100.**

Again, the key to a successful blogging strategy is consistency. As your blog content volume increases, more people will find your site through search and you'll build credibility.


Remember, these posts don't have to be novels. [Know when good enough is good enough](#). You'll find it's much easier to write and keep track of blog posts and ideas when you have a plan. Create an editorial calendar so you know what you're writing and for when. [Here's a free template for creating your own blog editorial calendar](#). ([Read this post](#) for tips on how to use the template.)

Continue tracking blog traffic numbers and sources. As you publish more and more content, start tracking how many inbound links your blog posts are getting. Inbound links are links back to your site from other sites on the web. You can see how many inbound links you have to your domain using [Marketing Grader](#).

## **CREATE ONE NEW OFFER CONVERSION PATH.**

*(Offer, CTA, landing page, and thank-you page included.)*

Offers are the primary gateways to lead generation -- and without them, website visitors have no way of getting converted into leads. Along with publishing more blog posts, create one longer-form offer gated behind a landing page. Website visitors will have to enter in personal information (like a name and email address) to download your offer.



There are four overarching steps to creating an offer conversion path: The offer itself, the CTA, the landing page, and the thank-you page.

**The Offer:** Your offer can be an ebook, guide, checklist, template, webinar, trial, product demo ... the list goes on. [This post](#) explains how to create a compelling marketing offer and promote it effectively. Then, [read this step-by-step guide to creating lovable marketing campaigns](#) to learn how to actually write the offer.

**The Landing Page:** Use your skills from the first month to create a landing page for your new offer.

**The Thank-You Page:** Same with the thank-you page.

**The CTA:** The CTA should include copy about your offer, a picture of the offer, and it should link to your landing page. You learned how to create CTAs in your second month as an inbound marketer -- refer back to that section for guidance.

## PROMOTE YOUR OFFER VIA EMAIL, SOCIAL MEDIA, AND YOUR BLOG.

To measure the success of your offer, look at the number of website visitors your content generates. Then, look at the conversion rate of visitor to lead, and the number of leads the offer generated (meaning the number of people who filled out your landing page form). The initial data from the top of your funnel is really easy to find if you have marketing software like HubSpot. For example, with HubSpot's [Landing Page tool](#), you can search for a specific landing page where you featured your offer and find the number of views it received, contacts it generated, and its overall conversion rate.

As you collect more data and publish more offers, you'll be able to compare offer topics and types to figure out which marketing strategies work best for your target buyers.

# Final Thought

**“Joining a new company is akin to an organ transplant -- and you’re the new organ. If you’re not thoughtful in adapting to the new situation, you could end up being attacked by the organizational immune system and rejected.”**

*- Michael D. Watkins ([@watkinsmichael](#)), Author of *The First 90 Days**

Whew, you made it! Pat yourself on the back -- you learned a ton about the inbound marketing methodology, you set up a blog and wrote some killer posts, you cleansed and segmented your email list, you designed and created your own CTAs to drive prospects toward certain actions, and you created a gated offer to generate leads.

Most importantly, you developed the key, foundational skills and habits that will lead to success in inbound marketing -- and ultimately more happy customers. That’s huge progress.

Now, sit down and review the past 100 days. Did you cross all the items off the list? Which goals were easiest to complete, and which were the hardest? What personal and company-wide strengths and weaknesses did you uncover in the past 100 days? Which skills do you need to work on the most? What will you master next?



*Next Step:*

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