



Marketing PowerPack: Beyond The Campaign



A few things...

- 1 This will be “lightning round” style
- 2 We’ll open up for questions at the end



First up...

Who I am, What I do



Ellie Mirman

Inbound Marketing Funnel Manager

What I do:

Lead the marketing team that manages our core inbound assets (social media, email marketing, SEO, paid media, comarketing, landing pages) to generate leads and nurture them through the funnel.

A Marketing Problem I Had

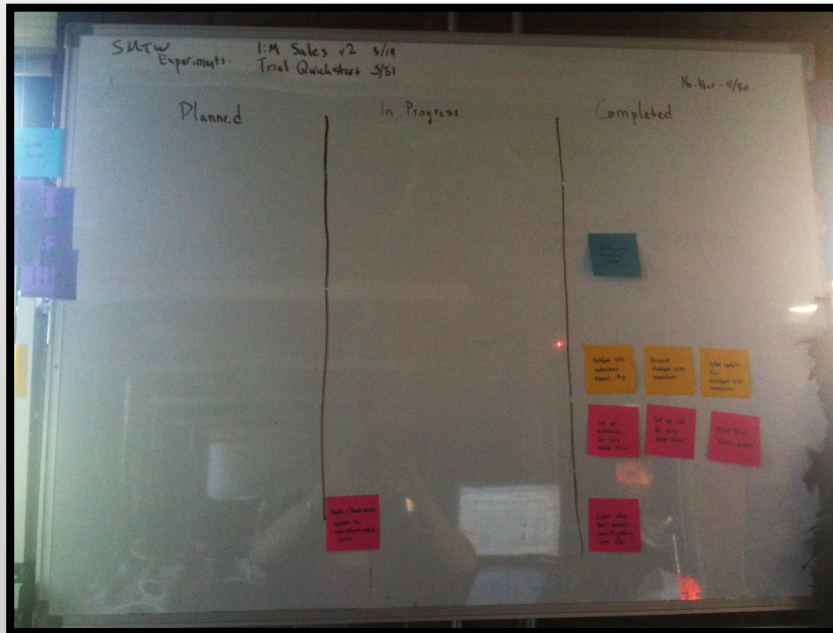
- 1 Pulled in many directions
- 2 Hard to focus and finish projects
- 3 Unclear if we were working on the right things



Research I Did

Agile Software Development

- Scrum
- Lean Startup



Solution I Found

“Agile Marketing”

- 1 Fast
- 2 Focused
- 3 Prioritized
- 4 Predictable

How it works:

- 1 Sprint Cycle
- 2 Daily/Monthly Checkin
- 3 Backlog
- 4 User Story

PRIO	USER STORY	SUCCESS CRITERIA	OWNER	POINTS & STATUS
1	<p>As a HubSpot Sales Person, I need a way to prioritize my active trials so that I can connect with prospects most likely to buy.</p> <ul style="list-style-type: none">• Define ‘active trial’• Create HubSpot + SFDC Report• Publish to Sales-Viewable Dashboard• Create Automated Weekly Email	Prototype trial alert launched, Sales feedback for S32	Kirsten	5

Results

1 **Fast:** Pinterest for Business eBook – 108k downloads



2 **Focused:** Saving hours/week by cutting Group Demo



3 **Prioritized:** Team targets biggest impact projects



4 **Predictable:** Target 100% completion of committed sprint projects



Achieving or Exceeding Goals Each Month!

Next up...

Who I am, What I do



Amanda Sibley

Co-Marketing Manager

What I do: I run the Co-marketing team at HubSpot, which means I handle content projects with partners like Facebook, Twitter, Google, Unbounce and LinkedIn to launch content projects that benefit HubSpot as well as our partner. This includes, project management, content creation, campaign management, emailing, and hosting webinars.

Marketing Problems I Had:



- 1 We didn't have the EXPERTISE in-house to write certain content.



- 2 We were not getting the REACH we wanted for our content.

Research I Did:



- 1 Searched experts in a certain field or topic that we were missing in our content library.



- 2 Look for people and companies with massive reach, in our target audience or a new audience. Companies must have synergies with HubSpot.

Solution I Found:



- 1 Create a piece of thought leadership content with an expert, giving them the credit they deserve.

BENEFIT: Great content for our audience + awesome branding for the expert author.



- 2 Create content that is co-branded and co-promoted.

BENEFIT: Increased reach for HubSpot as well as for our co-marketing partners.

Results:

1. Improved reach & lead generation for HubSpot and co-marketing partner.
2. Developed strong relationships with co-marketing partners.

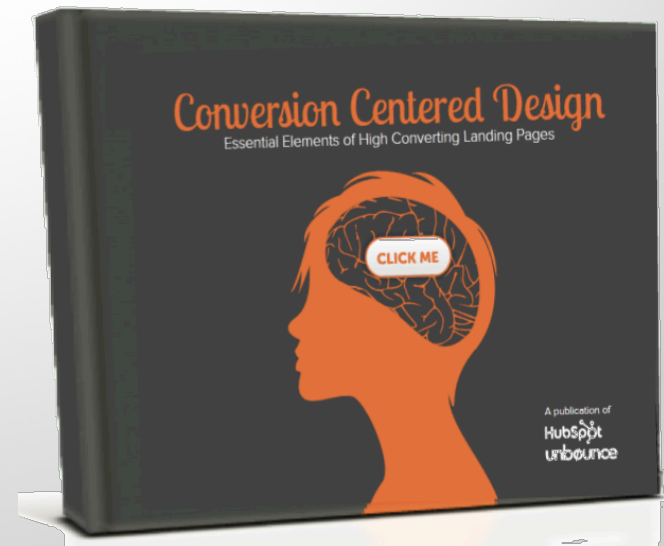
CO-CREATED + BRANDED

Contacts from HubSpot: 5,000
Contacts from LinkedIn(Partner): 2,000
40% increase from partner promotion.



EXPERT CONTENT

Expert ebook on conversion centered design, written with Unbounce, to help generate leads. Generated 23k submissions.



Next up...

Who I am, What I do



Jeff Russo

Product Marketing Manager

What I do:

I tell the story of the HubSpot product through launch efforts and sales enablement. Goal: driving top line awareness and improving lead to customer conversion rates.

A Marketing Problem I Had

People know who we are, and we can get them on the phone. But how do we shift to a conversation that translates into a **sale**?



Research I Did

- Spend the time getting to know your audience.
Customers, potentials, lost opportunities
- Talk to the folks doing the selling. Every day.
What are the common objections your team is running up against?
- Get to know your competitors.
Know enough detail to help yourself differentiate (But don't get obsessed.)

Solution I Found

- 1. Get really good at articulating your story & unique value proposition.**
You have a brand, you have a message. Test, hone, iterate.

What are we made out of? Why are we uniquely suited to help prospects?

- 2. Get really good at identifying prospect pain. Segment based on it.**

What is your biggest marketing challenge?

What is your biggest marketing challenge?

Getting more traffic

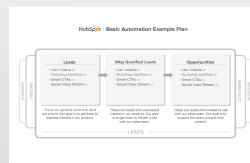
Turning traffic into leads

Turning leads into customers

- 3. Create content. Propagate your message.**
Content helps you articulate your points, and shows that you've done this before.



THOUGHT
LEADERSHIP



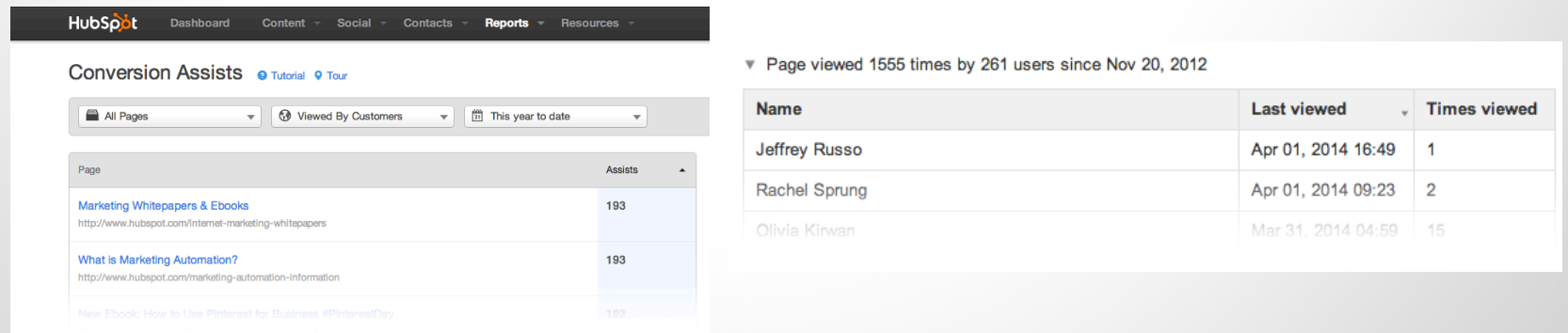
SALES
COLLATERAL



CASE STUDIES

Results

- Slow & steady increase in lead > customer conversion rate
- Our content is being used in the sales process (and it's helping!)



The image shows a screenshot of the HubSpot Reports interface. The top navigation bar includes 'HubSpot', 'Dashboard', 'Content', 'Social', 'Contacts', 'Reports', and 'Resources'. The main section is titled 'Conversion Assists' with links for 'Tutorial' and 'Tour'. Below this, there are filters for 'All Pages', 'Viewed By Customers', and 'This year to date'. A table lists pages and their assist counts: 'Marketing Whitepapers & Ebooks' (193), 'What is Marketing Automation?' (193), and 'New Ebook: How to Use Pinterest for Business #PinterestDay' (192). To the right, a detailed view for a specific page is shown, indicating it was viewed 1555 times by 261 users since Nov 20, 2012. This view includes a table with columns for 'Name', 'Last viewed', and 'Times viewed'.

Name	Last viewed	Times viewed
Jeffrey Russo	Apr 01, 2014 16:49	1
Rachel Sprung	Apr 01, 2014 09:23	2
Olivia Kirwan	Mar 31, 2014 04:59	15

- Qualitative feedback & NPS from sales team

Next up...

Who I am, What I do



Melissa Miller

Marketing Operations Manager

What I do:

Marketing Operations supports the data and software needs of marketing. This includes Data analysis & campaign tracking, Sales enablement with data, Database maintenance, Software integrations and lead Concierge services for inbound calls and live chat.

A Marketing Problem I Had

Problem: Tension that naturally occurs between sales and marketing.

Marketing wanted to:

- Establish trust and strengthen our relationship with Sales
- Be clear about our goals
- Be totally transparent about our performance

Solution we needed: Practice *Smarketing* = Sales and Marketing working together



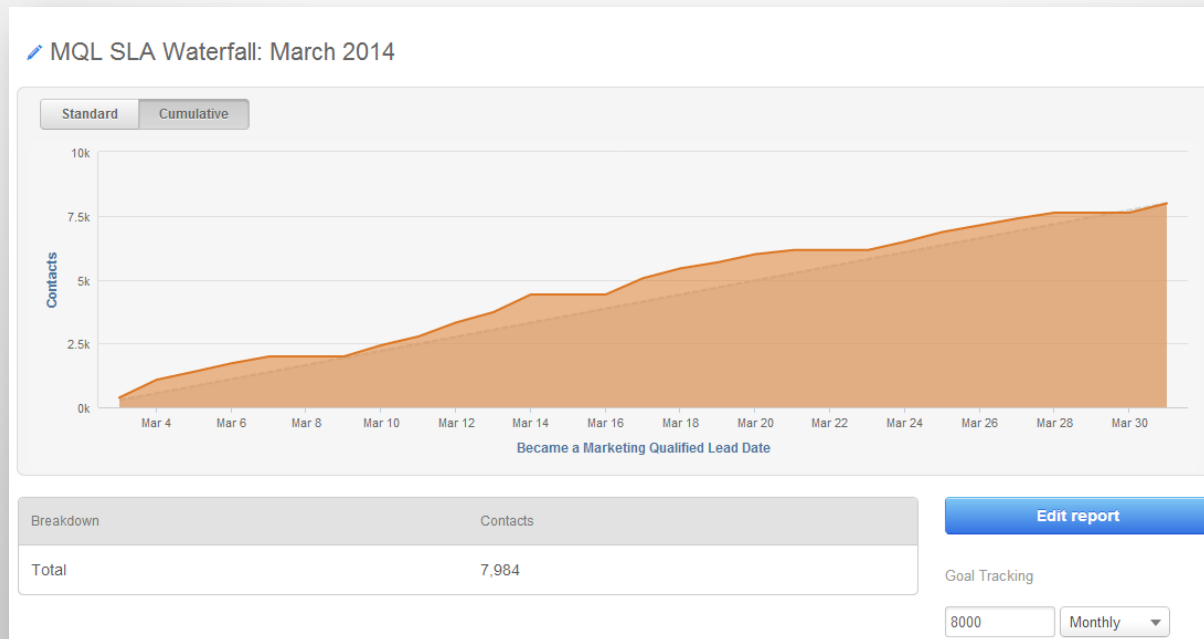
Research I Did

1. Talked with management in both Marketing and Sales
2. Determined what sales wants
3. Figured out what marketing can deliver
4. Analyzed mutual goals
5. Identified the reporting tools to implement



Solution I Found

- Marketing created an SLA where we:
 1. Commit to specific lead goals
 2. Publicly share progress on hitting those goals with Sales
- Report that shows daily status of performance against goals.



Results

- Smarketing!
- Marketing is ultra transparent about our performance.
- Sales and Marketing work *together* to achieve results for the company.



Questions!

SESSIONS UP NEXT!

WHY WE'LL WIN: OUR COMPETITIVE ADVANTAGE (BENIOFF)

PETER CAPUTA, HUBSPOT

THE CUSTOM MATCH PROGRAM: CONNECTING YOUR AGENCY
WITH THE PERFECT CLIENT (FISHTANK)

AUSTIN SHEPHARD, HUBSPOT MARKETPLACE MANAGER

PRICING & PACKAGING - HOW TO DISCUSS COST, PROVE VALUE
AND WIN BUSINESS (SANDBERG)

ARJUN MOORTHY, PARTNER PROGRAM DIRECTOR & TODD HOCKENBERRY, PRINCIPAL, TOP LINE RESULTS

MARKETING COLAB: BRAINSTORMING KILLER CONTENT
("MINDFIELD")

HUBSPOT + PARTNER MARKETERS