HubSpot

Marketing PowerPack: The Campaign Explained

A few things…

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

The Campaign

First up...

Who I am, What I do

Erik Devaney

Content Strategist

What I do: I create content offers (e.g. ebooks, guides, checklists, videos, infographics, templates, etc.) that our email, blogging, and social teams use to generate and nurture leads.

My Part of the Campaign

1. Brainstorm and outline what the “Budget Templates” offer would entail
2. Conduct research and interview internal experts to determine what the line items should be for each template
3. Create all of the templates in Excel
4. Design promotional images, write copy for the landing page, and craft a blog post to promote the offer

How I Planned for it

1. Scheduled a “kick-off” meeting to determine which budget templates would be most beneficial to include in the offer
2. Set up meetings with internal experts from different disciplines
3. Blocked off time to put the offer together / get feedback / make edits
4. Coordinated with various stakeholders to make sure all assets were delivered on time for promotion

How I Executed

1. Came up with a working title for the offer and created an outline
2. Brainstormed line items for each budget template
3. Built out all of the templates in Excel and optimized for usability by adding instructions and call-outs
4. Finalized working title, created promotional assets/landing page copy/blog post, sent deliverables to everyone involved in promotion

How I Engaged with the Team

1. Worked out the email promotion date with Niti, which helped me establish a production timeline. Once the offer was complete, I sent her all of assets she needed to create the email(s).
2. Once the email promotion date was set, I pitched a few ideas for a promotional blog post to Corey. She gave me feedback and we set a date for the post.
3. I made sure Brittany had all of the assets/context necessary to promote the offer via social.

Next up...

Who I am, What I do

Niti Shah

Head of Email Marketing

What I do: Generate leads through email marketing and turn new leads into customers through lead nurturing.

My Part of the Campaign

1. Reach out to influencers in our contacts database and encourage them to promote the budget templates
2. Incentivize evangelists to share the templates with their colleagues
3. Create and send a segmented email campaign to align the templates with different personas to encourage downloads and lead gen

How I Planned for it

1. Identify “influencers” in our contacts database to reach out to
2. Identify segments by role and interest that were a good fit for offer
3. Strategize positioning of offer for evangelists of HubSpot

How I Executed

1. Created a list of influencers based on their Twitter follower count
2. Created segmented lists for promotion based on role and interest
3. Created + sent email to influencers a week before launch asking for feedback + survey response
4. Created + sent “preview” email to Evangelists morning of launch to encourage sharing and lead gen
5. Created + sent offer to segmented contacts database, tailoring content to each persona

How I Engaged with the Team

1. I set a promotion date and relayed it back to Erik. The offers team then worked around that as the deadline. I also consulted him to go over positioning and intended audience for offer.
2. The set promotion date then affected the date the initial blog post would be launched.
3. The set promotion date affected the main social media push. Brittany also worked on copy for LinkedIn influencers that I used as a guide for the email to influencers.

Next up...

Who I am, What I do

Corey Eridon

Senior Blog Editor

What I do: I figure out what kind of content we need to publish to grow the blog as a lead-gen channel – and then go find that content, get it up, and try to do it in a scalable way.

My Part of the Campaign

1. Figure out how to use the blog to generate awareness around the Budget Templates
2. Figure out how to generate lots of blog leads from the Budget Templates Offer
3. Identify any other solutions the Budget Templates Offer helps solve (Lead Generation, LTCC, Product Awareness, Sales Enablement)

How I Planned for it

1. Keyword Research: Phrases like “marketing budget template”, “budget template”, and “how to manage marketing budget” had high search volume (around 8,000/mo) with low competition
2. Audited for Existing Related Content Assets: Only results were indirectly related to budgeting through the lens of Marketing ROI
3. Identify the offer as primarily helpful for lead generation – over LTCC, Product Awareness – and secondary for Sales Enablement.

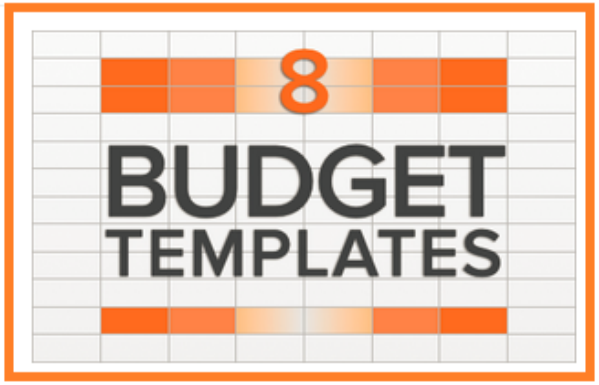
How I Executed

1. Coordinate with offer author to understand contents of templates.
2. Identify best working title for SEO, Sales, and Launch Impact: “How to Manage Your Marketing Budget [Free Templates]”
3. Identify additional working titles for follow-up posts to support lead gen and offer success
4. Agree on author, outline, and submission due date, post publish date.
5. Edit post for maximum lead gen impact.

How I Executed

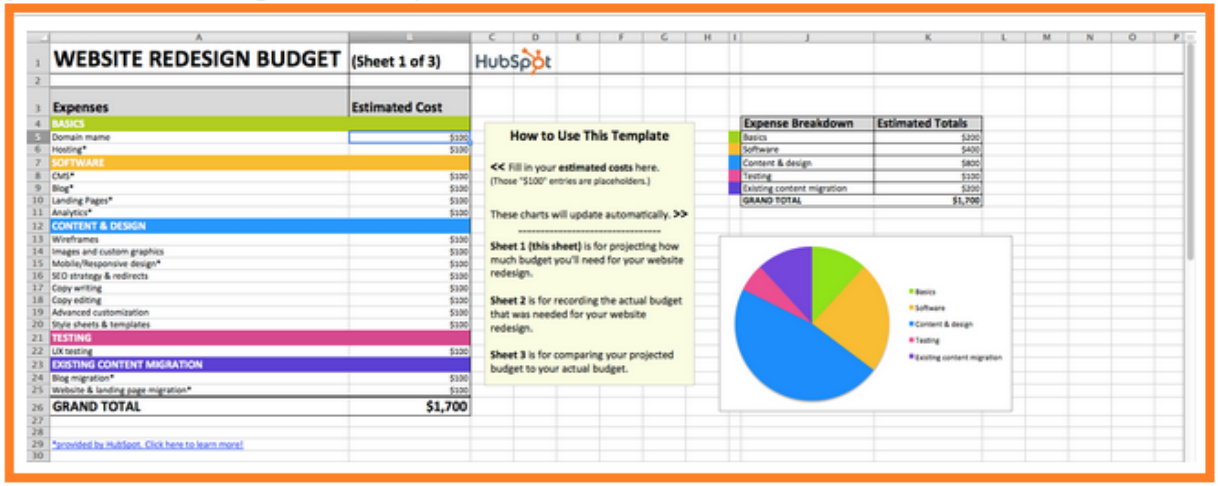
March 11, 2014 at 8:00 AM

Here's a hypothetical for you: Your company has decided to invest in a website redesign so you can improve lead generation, and you're responsible for managing the project. Naturally, one of the first questions you have is, "How much is this website redesign going to cost?"



The answer, of course, is "it depends."

Good news! Our latest free resource, ***8 Budget Templates to Manage Your Marketing Spend***, has got you covered. And if you're actually thinking about a website redesign, we didn't leave you hanging. Included in our *8 Budget Templates* bundle is a template to help you manage your website redesign. Here's a peek:



WEBSITE REDESIGN BUDGET (Sheet 1 of 3) HubSpot

Expenses	Estimated Cost
BASICS	
Domain name	$100
Hosting*	$100
SOFTWARE	
CMS*	$100
Blog*	$100
Landing Pages*	$100
Analytics*	$100
CONTENT & DESIGN	
Wireframes	$100
Images and custom graphics	$100
Mobile/Responsive design*	$100
SEO strategy & redirects	$100
Copy writing	$100
Copy editing	$100
Advanced customization	$100
Style sheets & templates	$100
TESTING	
UX testing	$100
EXISTING CONTENT MIGRATION	
Blog migration*	$100
Website & landing page migration*	$100
GRAND TOTAL	$1,700

*provided by HubSpot. Click here to learn more!

How to Use This Template

<< Fill in your **estimated costs** here. (Those "$100" entries are placeholders.)

These charts will update automatically. >>

Sheet 1 (this sheet) is for projecting how much budget you'll need for your website redesign.

Sheet 2 is for recording the actual budget that was needed for your website redesign.

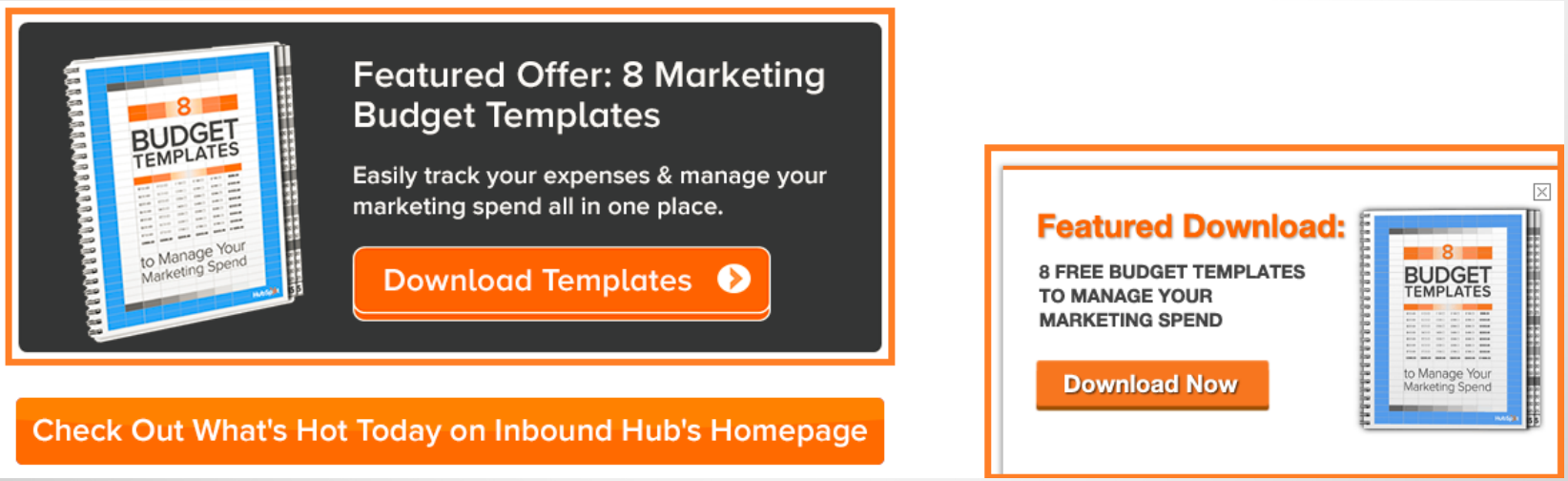
Sheet 3 is for comparing your projected budget to your actual budget.

Expense Breakdown	Estimated Totals
Basics	$200
Software	$400
Content & design	$800
Testing	$100
Existing content migration	$200
GRAND TOTAL	$1,700

How I Executed

6 Design blog CTA creative

7 Include slide-in CTA for maximum lead-gen impact



8 Alert Sales Enablement once live

How I Engaged With the Team

1. How my work involves Offers: Collaborating on topic choice, blog content, and assets needed for launch day.
2. How my work involves Social: Insight into blog editorial calendar for social content scheduling

Next up...

Who I am, What I do

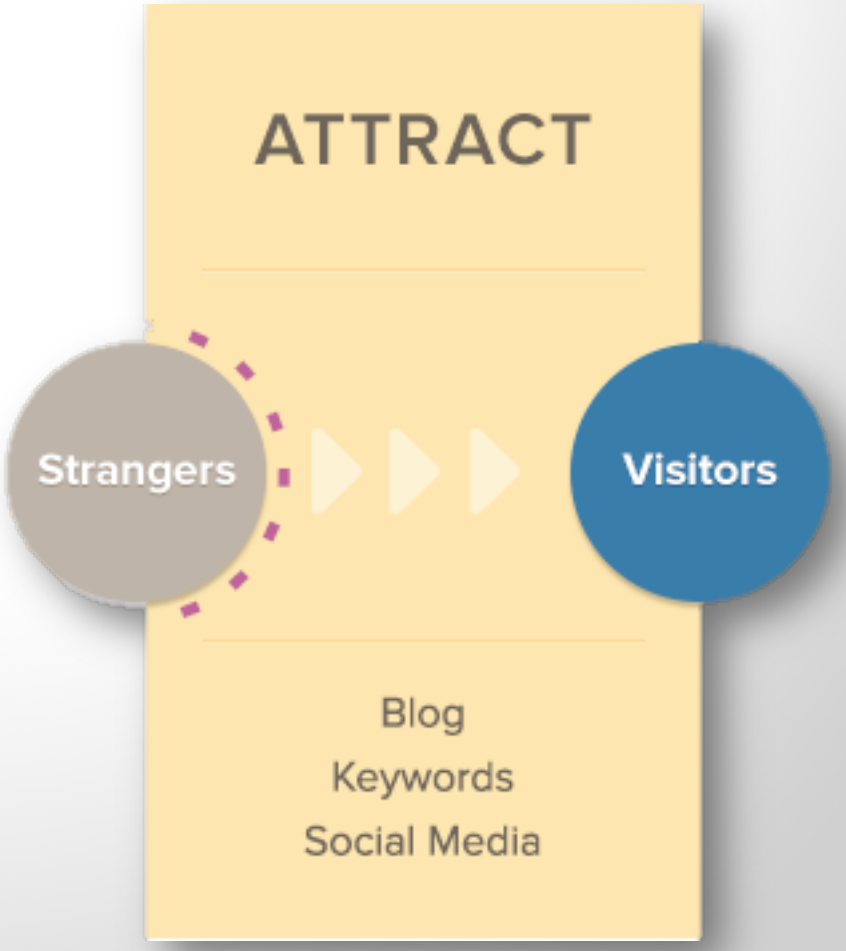
Brittany Leaning

Social Media Manager

What I do: I manage all of HubSpot's social media channels to grow our reach, generate leads, and delight our customers.

My Part of the Campaign

1. My goal = attracting strangers through social media and turning them into visitors
2. I do this by sharing the Budget Templates blog post and landing page and optimize for both shares (RTs) and clicks



How I Planned for it

1. Communicate with the team – What's the ultimate goal for this offer? When should this be promoted? What time does promotion start? For how long should we promote this offer?
2. Forecasting where the Budget Templates will be most successful and least successful
3. Come up with a schedule – promoting more heavily on the more successful networks for this topic, and less heavily (if at all) for the least successful networks for this topic

How I Executed

1. Creating or repurposing images for social
2. Scheduling for various networks/times/days for the entire month
3. LinkedIn group announcement with engaging budget-planning discussion
4. Measuring click numbers and optimizing for future posts

How I Engaged with the Team

1. Erik created the offer. If the Budget Templates didn't exist, I would have nothing to promote!
2. Corey wrote the blog post about the offer. Once the post goes up, I use images, text, and other information from this post in my social promotion. I drive traffic to the blog post from social media so more people have a chance to see the step-by-step instructions with CTAs for the offer throughout the post.
3. Niti announced the offer to our email list. I coordinate with Niti to make sure we don't overlap on copy/messaging … since I have a list of my own when I send our LinkedIn group announcements!

Questions!

SESSIONS UP NEXT!

HUBSPOT PRODUCT SCIENCE FAIR (BENIOFF)
HUBSPOT PRODUCT MANAGEMENT TEAM

SMALL GROUP SALES COACHING (FISHTANK)
DAN TYRE, DAVID WEINHAUS & PETER CAPUTA

MARKETING COLAB: BRAINSTORMING KILLER CONTENT (“MINDFIELD”)
HUBSPOT + PARTNER MARKETERS