HOW TO

PRICE & POSITION WEBSITE REDESIGNS

Using HubSpot's COS

- *Patrick Biddiscombe*

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About

We partner with B2B companies in high-growth industries & we transform their marketing + sales process with Inbound Marketing + Sales.

02

Founded

17

Employees

53

Customers

PerkinElmer
For the Better

Pega

AAVID
THERMALLOY

Northern
POWER SYSTEMS

The University of Vermont

UB
URBANBOUND

Bigcommerce
sell more

ARA
Force Protection

TriMark
Foodservice Design, Equipment and Supplies.

Microway

SAP

ORACLE

casella

AVOKE Analytics

SÜSS MicroTec

SiNE-WAVE

vertek
accelerate to value

Hireology
predicting success™

xero

linium

memberclicks

SolidWorks

National
Fatherhood
Initiative®

Sadlier

MWG
MYWEBGROCER

Launched 15 Websites
On the COS.

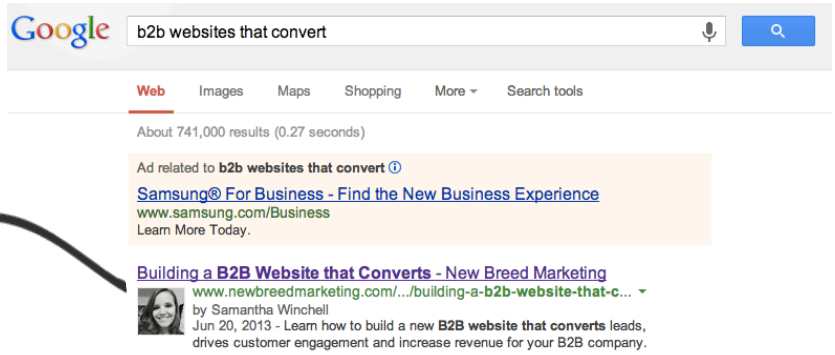
6 Key's to Our Success with the HubSpot COS

6 Keys to Success

1. Dogfooding
2. Easy to Consume Packages
3. Connecting it Back to Inbound During the Sales Process
4. Separating Strategy from the Build
5. Have a Engagement Roadmap
6. After Launch Tie it Back to Inbound Goals

1 ***Dogfooding**: Using Your Own Product & Services as a Way to Demonstrate Their Usefulness*

Stranger


Google
b2b websites that convert
Web
Images
Maps
Shopping
More
Search tools
About 741,000 results (0.27 seconds)
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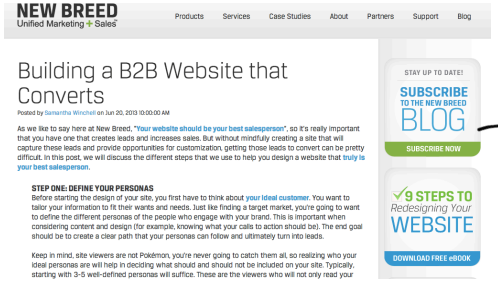
by Samantha Winchell
Jun 20, 2013 - Learn how to build a new B2B website that converts leads, drives customer engagement and increase revenue for your B2B company.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Blog
Building a B2B Website that Converts
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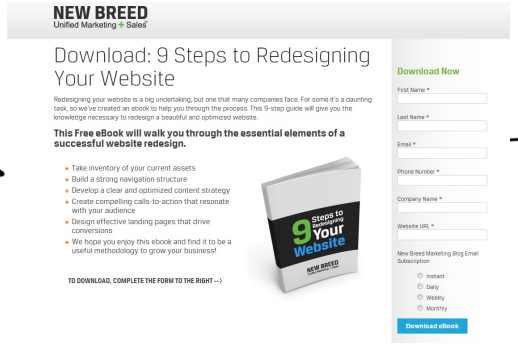
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Download: 9 Steps to Redesigning Your Website
This Free eBook will walk you through the essential elements of a successful website redesign.
Take inventory of your current assets
Build a strong navigation structure
Develop a clear and optimized content strategy
Create compelling calls-to-action that resonate with your audience
Design effective landing pages that drive conversions
We hope you enjoy this ebook and find it to be a useful methodology to grow your business!
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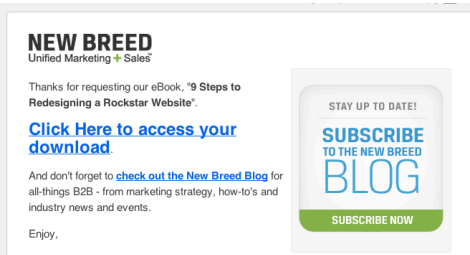
Lead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Unified Marketing + Sales
Thanks for requesting our eBook, "9 Steps to Redesigning a Rockstar Website".
Click Here to access your download.
And don't forget to check out the New Breed Blog for all-things B2B - from marketing strategy, how-to's and industry news and events.
Enjoy,
The NBM Team
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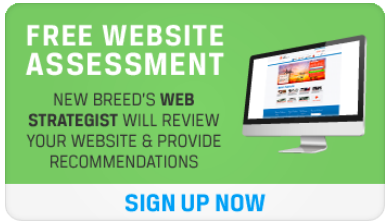
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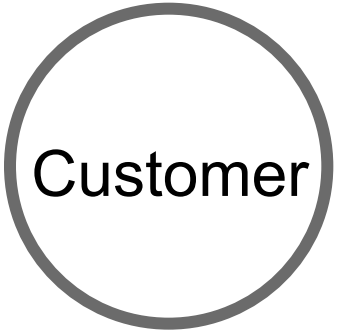
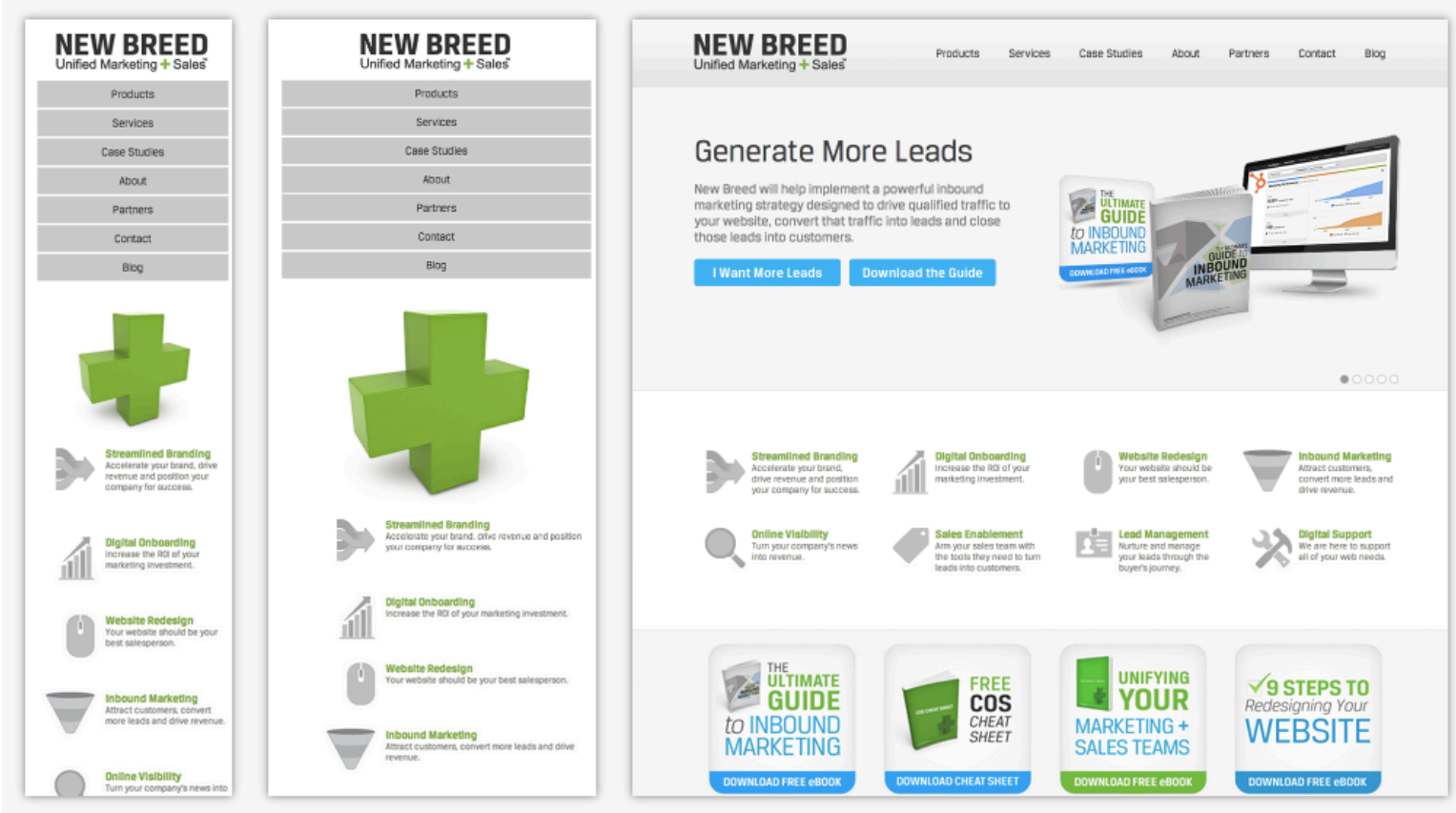
NEW BREED'S WEB STRATEGIST WILL REVIEW YOUR WEBSITE & PROVIDE RECOMMENDATIONS
SIGN UP NOW


Customer



53 Examples of Brilliant Homepage Design

Download this free flipbook for some design inspiration.

You never get a second chance to make a first impression. **That's why your homepage is undoubtedly one of the most important pages on your website.**

For any given company, the homepage is its virtual front door -- and face to the world.

If a new visitor doesn't like what they see, their knee-jerk reaction is to hit the "back" button. Despite mom's best advice, unfortunately, a lot of people still judge a book by its cover.

Don't let that happen. **Flip through these 53 brilliant homepage designs to inspire your own homepage design strategy.**

Download With This Form:

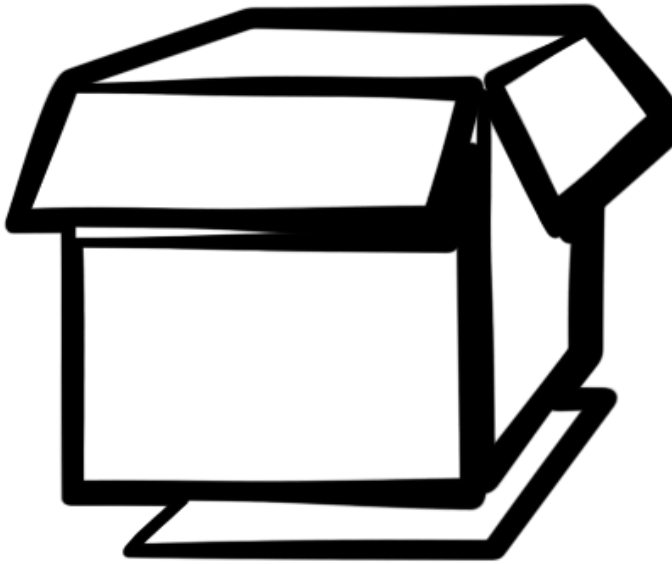
First Name *

Last Name *

Email (privacy policy) *

Phone Number *

2 *Create easy to consume packages.*



Start at $4,500

Start at $8,500

Start at $12,500

Start at $1,000

Features	Basic	Pro	Enterprise
Planning & Strategy	✓	✓	✓
Custom Website Design	Up to 5 pages	Up to 20 pages	20+ pages
Custom Blog Design	✓	✓	✓
Wireframes	✓	✓	✓
Landing / Conversion Page Templates with Forms	1	2	2+
Thank You Page Templates with Forms	1	1	2+
Knowledge Center Page Templates	✗	✓	✓
Case Study Page Templates	✗	✓	✓
Stock Photography & Custom Fonts	✓	✓	✓
Advanced Functionality	✗	✗	✓
Custom Smart CTAs	3	6	6+
Copywriting	Top 5 pages	Top 10 pages	Top 20 pages
Copy Editing	✓	✓	✓
Responsive Design	✓	✓	✓
On-Page SEO	Top 5 pages	Top 10 pages	Top 20 pages
Enterprise Level Hosting	✓	✓	✓
Training	✓	✓	✓
One Month Digital Support	✓	✓	✓
Blog Migration	Add on	Add on	Add on
Landing Page Migration	Add on	Add on	Add on
Email Migration	Add on	Add on	Add on

3 *Connect it Back to Inbound*

- ☑ Benchmark Business Goals During the Sales Process
- ☑ Connect Website to Inbound & Business Goals
- ☑ Persona Driven Architecture
- ☑ Include Personalization, Resource Library, Blog, Landing Pages in your Packages
- ☑ Handoff the ***Next Sale*** to Service Team

Digital Onboarding

SETTING THE STAGE

- Introductions
- Review of current marketing plans
- Review of HubSpot Analytics

DEFINING YOUR BUYER PERSONAS

- An introduction to buyer personas
- Understanding the buyer personas for your business
- Complete buyer persona worksheet

REVIEWING STRATEGY & GOALS

- Identify challenges and pain points
- Competitor Review
- Benchmarks for your industry
- Review of Inbound Marketing methodology
- Anatomy of an Inbound Campaign
- Build Visitor-to-Customer Model
- Map goals to a monthly timeline

Digital Onboarding

AUDITS

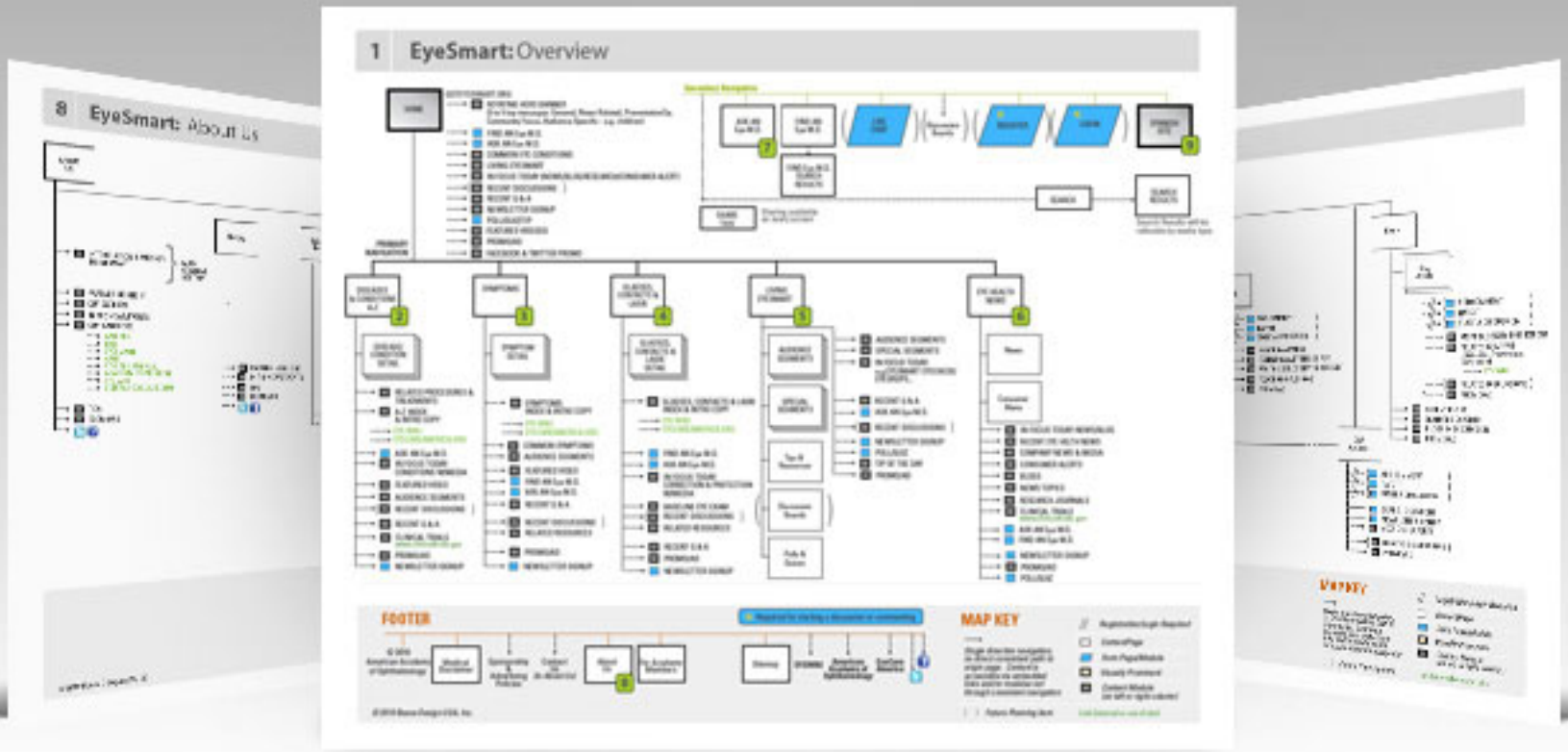
- Content / SEO Audit
- Website & Blog Audit

ACTION PLAN

- Annual / Monthly Goals
- Finalized Buyer Personas
- Inbound Marketing Roadmap
- Website Evaluations & Recommendations
- Website Navigtation Map
- Website Conversion Map

SEO AUDIT

- ☑ What are the Most Shared or Viewed Content
- ☑ What are the Most Trafficked Pages
- ☑ What are the Most Ranked Pages
- ☑ Which Pages Need a 301 Redirect



Plan the Site Architecture Around your Persona's & Inbound Strategy

4 *Separate Strategy from the Build*

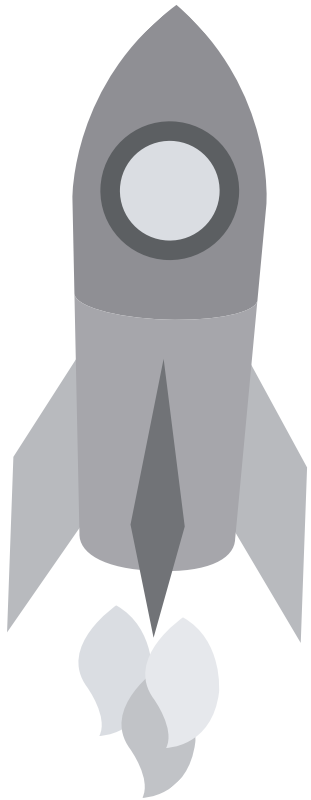
Build Stages

- [x] Design & Copy
- [x] Build
- [x] Test & Deliver
- [x] Launch
- [x] Analyze
- [x] Review Inbound Goals After Launch

5 *Have an Engagement Roadmap*

1 Streamlined Branding
2 Digital Onboarding
3 Sales Website
4 Inbound Marketing
5 Champion Enablement
6 Sales Enablement
7 CRM Integration & SQL Management
8 Inside Sales
9 Opportunity Management
10 Customer Engagement
MARKETING
SALES

6 *After Launch Tie it Back to Inbound Goals*



Digital Onboarding Action Plan

- ☑ Review of Inbound & Business Goals
- ☑ Inbound Audit
- ☑ HubSpot Audit
- ☑ Review of Unused Features
- ☑ Review of Conversion Rates
- ☑ Optimization Aciton Plan

ANY
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