YOU JUST GOT HUBSPOT...

now WHAT?!

this e-book was
WRITTEN BY

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learning

INBOUND MARKETING

outbound is out
INBOUND
IS IN

Cold calling, paid email lists and billboards are out - while blogging, earned social media, and relatable content is in.

Whether you've just landed a killer new marketing job, you're a one man/woman marketing shop just starting out, or you're a marketing team for a well established company and just looking to improve your content and increase leads - diving into the world of inbound marketing can be a tad bit overwhelming.

so…
WHAT'S THE BEST WAY TO START?

Whether or not you're new to inbound marketing, It's important to stay current, social, and active. But how do you find the time?

Here are some quick tips on where to start out in the world of inbound marketing, and hopefully you can apply these tips to wherever you find yourself in your journey to inbound marketing success.

go ahead.
GET NERDY.

1   Take HubSpot's Inbound Marketing Certification. This certification class introduces you to the actual methodology of inbound marketing, and is an excellent place to start. The certification process gives you a solid understanding of inbound marketing and a foundation for moving forward and applying inbound marketing to your business.

2   Check out top industry blogs. HubSpot, Moz, CopyBlogger, LyntonWeb, and Marketo all have great blogs that discuss a variety of inbound marketing knowledge. Have those blogs sent directly to your email, or setup an RSS reader through Feedly, and you can clear up your inbox and review relatable blogs all in one place.

3   Find networking events in your area. This is a great way to mix and mingle with inbound marketing professionals in your area. Networking is so important to really get your name out there, talk to other professionals, and even get leads. Joining a marketing association, such as your local chapter of AMA is a great place to start, as well as HubSpot's local user groups.
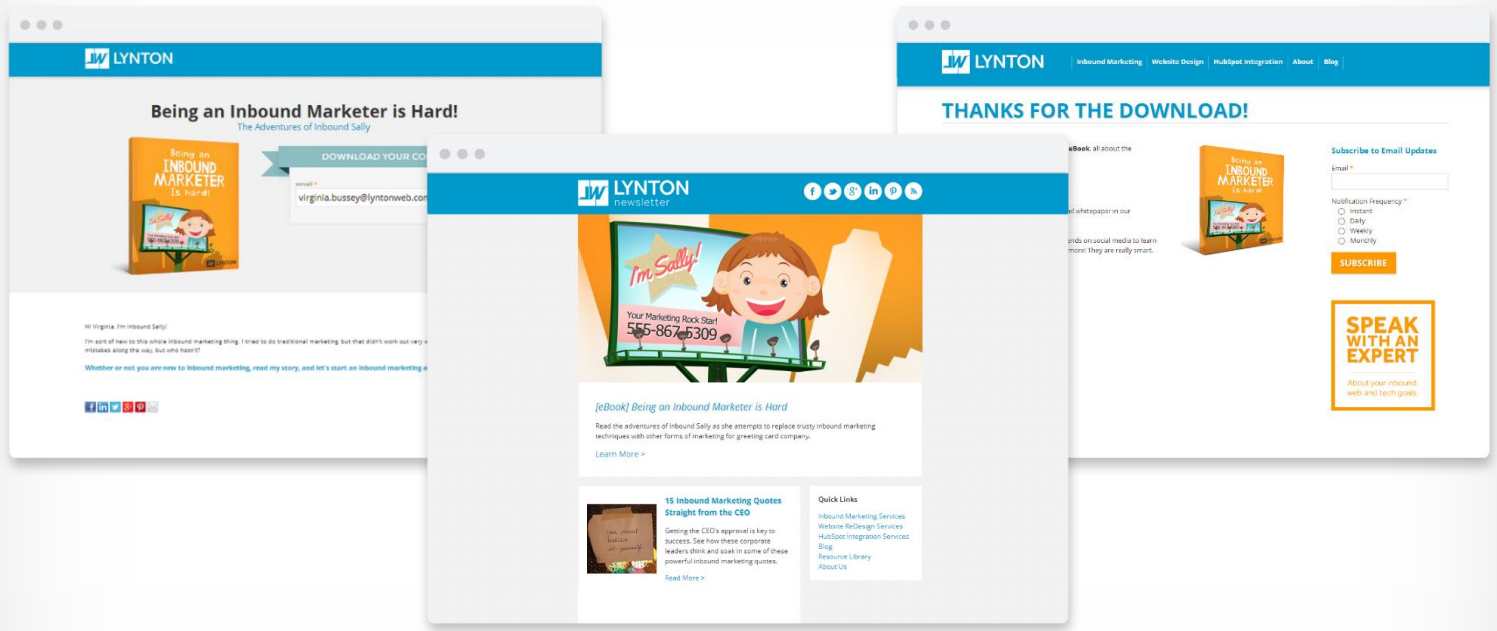
4   Stay active on social media. Join the conversation! Follow industry leaders on Twitter, even 'like' your competitors pages on Facebook. Stay on top of industry keywords, hashtags, and engage with those that are following you on social media.

setting up

HUBSPOT TEMPLATES

bow down to the
TEMPLE OF TEMPLATES

Once you have a good understanding of inbound marketing, you're ready to set up your HubSpot portal. And a big part of that is your various templates.

Having templates that don't require HTML coding every time they're used can really cut down on time. It can allow other members of your team to help with your marketing. And who doesn't like a little help from a friend? Having set templates can also **make your marketing look consistent, professional, and cohesive.**

You should have templates for:

- Landing pages
- Thank you pages
- Emails (often multiple for an e-newsletter, simple email, and product updates)

design tips
FOR TEMPLATES

1 Make sure your landing pages and thank you pages are **responsive and look good on mobile**. Mobile website visitors are just going to grow as technology advances. Don't waste your money by creating a landing page template that you'll have to re-do in a few months.

2 **Match the look and feel of your website** and other marketing materials. Having consistency makes your marketing look consistent and well-planned. You'll see our website, landing pages, thank you pages, and emails all look consistent.

3 Its important to **use colors that are easy on the eyes.** Avoid using harsh color combinations like red and yellow, black and yellow, or blue and red. The best approach is to select one main color and select one or two complimentary colors to use on Calls-to-Action and Headers.

4 **Use whitespace** to make your content or calls-to-action stand out. Whitespace is blank space. A page that is crowded and doesn't have much whitespace can be confusing and not clearly point out to the reader where to look. Just how we use the phrase "Keep it Simple Silly" for content, use the same mindset for design.

5 Have a delineated **hierarchy for header's font sizes.** What I mean by this is make sure there is a clear difference between your various header types with your font size. For example, if your H1 is font size 22, the H2 should be much smaller like a font size 16. This differentiation helps the readers know where to look and what is most important.

6 **Add directional cues** for even better conversions. Directional cues take out the guess work for your visitor as to where they should look. These cues are typically arrows pointing to where you want the visitor or reader to look. You could also use color or outlines to add directional cues to your templates.

assure a soft landing
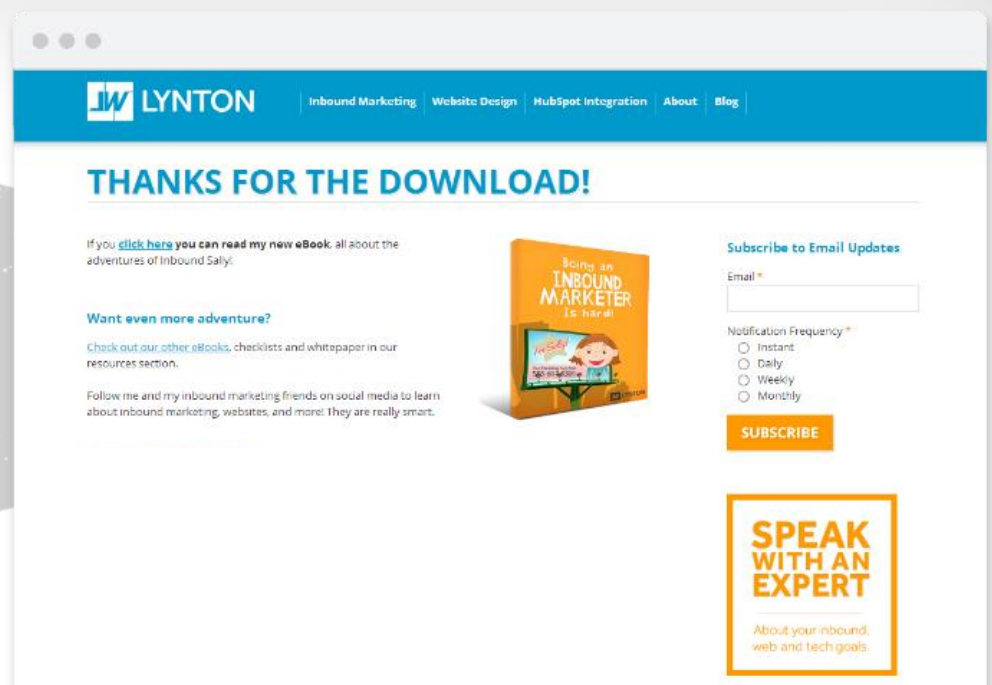# WITH THESE LANDING PAGE ELEMENTS

Landing pages are an essential part of your inbound marketing program. These pages allow you to collect lead information and exchange it for great content, like an eBook!

The following are elements we've found to be necessary for every landing page:

- H1 title
- Paragraph text
- Image
- Form
- Call-to-Action (could be the button on the form)
- Social sharing links

Your landing page should NOT include:

- Navigation
- A direct link to your advanced content unless you are purposely not gating it (don't care about getting leads)
- Links or Calls-to-Action to other pages

be thankful for these key

THANK YOU PAGE ELEMENTS

Thank you pages and landing pages are like peanut butter and jelly… or Blue Moon and an orange.

You should always have a thank you page that accompanies your landing pages. Just say no to in-line thank you messages. Why is this important? It provides a better user experience and gives you the opportunity to keep your visitor on your site.

The following are elements we've found to be necessary for every thank you page:

•   Site navigation
•   H1 title
•   Paragraph text
•   Link to offer, such as eBook to download
•   Call-to-Action (or two) for them to do something else like subscribe to your blog, follow you on social or speak with someone.

Your thank you page should NOT include:

•   Social sharing links

email
DESIGN (ON A DIME) ELEMENTS

Email marketing is a very important part of any successful online marketing program. It allows you to share great content, nurture leads, and delight customers.

In order to do this, you'll most likely need a few different email templates. I would suggest having the following 3 templates:

- Newsletter/Digest
- Simple layout (for follow-up emails & lead nurturing emails)
- eBook/Whitepaper announcement

No matter what type of email you are designing, you should always have the following elements:

- Text
- Call-to-Action (with a link)
- Social sharing links

Depending on what type of template you are creating, you may also want elements like an email signature, headers, or images.
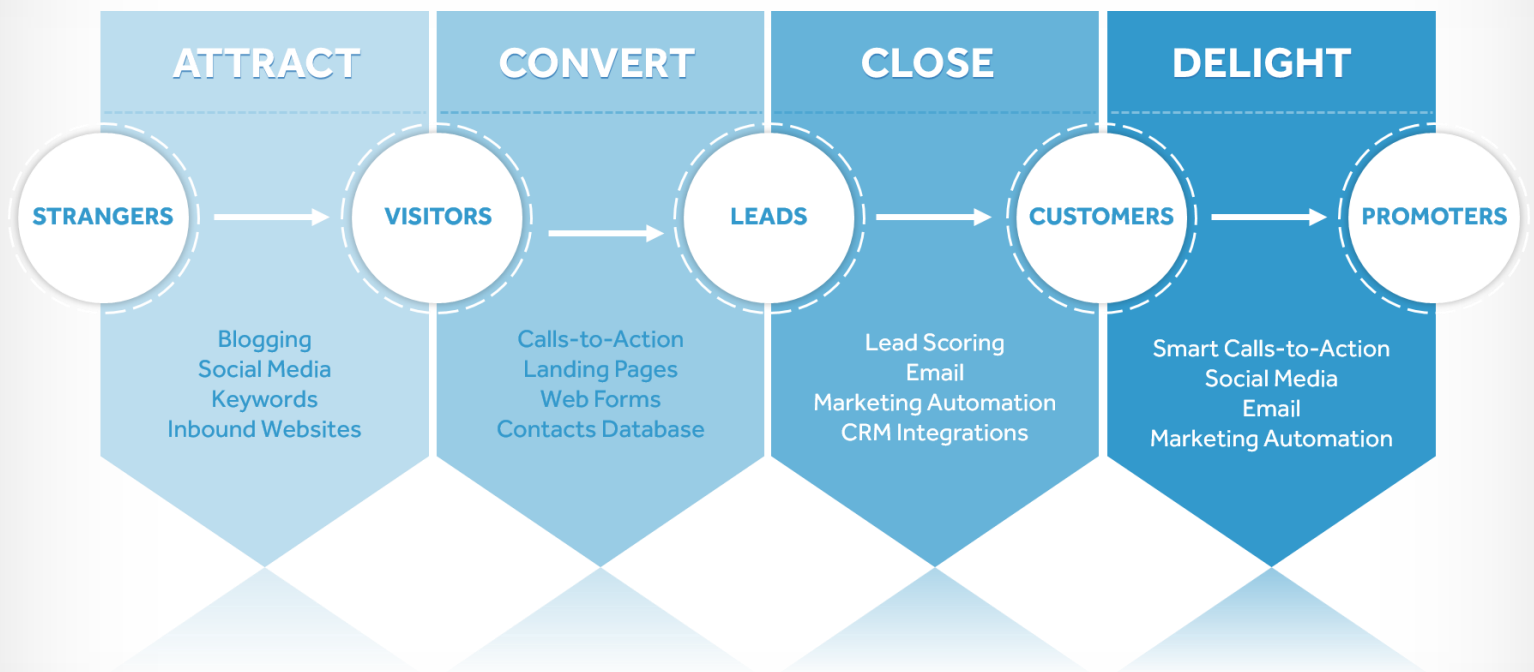
making an
INBOUND MARKETING PLAN

get ready...
SET...

You've learned inbound marketing. You've gotten your templates setup. Now you're at the starting line.

When you're first implementing inbound marketing, I know it can seem impossible. I've been there. There are all these things that you have to do but it seems impossible to even start. You need to start blogging, make whitepapers, update social media, and the list goes on.

I assure you that it is possible and that you can do it.

From your inbound marketing training you should know and understand what elements you need to include in your plan. Just for quick reference, here are the elements involved in inbound marketing and what sales stage they contribute to:

ATTRACT	CONVERT	CLOSE	DELIGHT
STRANGERS → VISITORS	LEADS	CUSTOMERS	PROMOTERS
Blogging Social Media Keywords Inbound Websites	Calls-to-Action Landing Pages Web Forms Contacts Database	Lead Scoring Email Marketing Automation CRM Integrations	Smart Calls-to-Action Social Media Email Marketing Automation

first:
RESEARCH

Before you start putting together your plan for incorporating all of these various elements, you'll need to do some research.

You should research:

- Who your buyer personas are

- What keywords your buyer personas are using

- What your competitors are doing well and poorly

This research will help you when you are planning content because it won't be just guesses, it will be based on actual research. You can plan content that your buyers actually care about and get an edge on the competition.

Once that is completed you can now start making your inbound marketing plan.

your
IMPLEMENTATION CHECKLIST

1   **Create a Calendar.** Evaluate your resources and determine how often you would like to blog. Even if it is once a month or week, set a goal. Then start adding ideas to your calendar for topics based on your research.

2   **Start blogging.** Put your calendar into play. Create blog articles that are informative, helpful and geared toward your buyer personas. Pick a day(s) you'll post it on and stay consistent. Also, use keywords in your blog title and throughout the article.

3   **Share your blog posts on social media.** Share your new posts, your old posts, interesting articles in your industry, and anything else that is relevant to your buyer personas, business, and brand. Again, start a little at a time. Use the HubSpot Social Inbox tool to schedule posts and make life a little easier.

4   **Create remarkable content.** Once you've got a consistent schedule going for blogs, start creating advanced content like whitepapers, eBooks, and guides. This is going to be your currency to get leads. It can also be a resource for your sales team when they are talking to prospects. If you don't have much experience with InDesign, you can use powerpoint to make these documents.

5   **Make some landing pages.** This step and the step before, creating remarkable content, really should be done together. You'll want to make a landing page (with a form) for every piece of advanced content you create. Leads give you their contact information in exchange for your whitepaper or eBook.

turn

TOFU INTO MOFU
WITH THESE RECIPES

Lead Nurturing

6   **Start adding Calls-to-Action to your blogs.** Now that you have advanced content, make sure you are inserting CTA's in your blogs (typically at the bottom of the article). This will lead people reading your blogs to your landing pages, which will hopefully result in leads! Once again, you can use powerpoint to create these CTAs. Once you've created an image, use the HubSpot CTA tool to make inserting them into blog posts and web pages easier.

7   **Create a lead nurturing campaign.** Write 3-5 follow-up emails for each of your advanced pieces of content. Each of the emails should give them additional resources and information. The key is to be helpful and informative so that they naturally move down the sales funnel. Use the HubSpot Workflow tool to automate these emails.

8   **Send out a quarterly or monthly newsletter.** The monthly newsletter should share blog articles, advanced content like whitepapers, and other information about your company. Your goal with this email is to bring people back to your site.

Once you've finished all the steps, try to start increasing the frequency of each, even if it's only by 1 more blog a week. Inbound marketing is a marathon, not a sprint.

And if you want to review best practices for each of these elements, you can check out my inbound marketing checklist<link to landing page>.

integrating hubspot with
YOUR OTHER TOOLS

and to
MAKE YOUR LIFE EASIER...

Once you start implementing your inbound marketing, you may notice some items outside of the 8-steps in my list. Your team might be manually entering leads into your CRM. You also might notice you're having to import and export lists between your CRM and HubSpot. And the list could go on.

The good news is that you can make everyone's life easier by integrating your HubSpot portal with your various tools, such as your CRM, website or even something like GoToWebinar.

There are two major benefits of HubSpot integrations.

1   Reporting.

When it comes to reporting, there are some obvious benefits to having a lot of data available for reports.

It can make you look good to your boss. You can show him or her exactly how many leads your marketing helped convert into customers.

It can also show you what is working so you can repeat it. And it can point out what isn't working so you can change it.

What sometimes isn't thought about with reporting is that **it can also be an aid for your sales team**. Data and reporting can supply your sales team with more information about your leads so they can have a more personal, directed conversation. These more personal conversations can help close more leads and close them faster.

everybody can use a little
FREE TIME...

2 Saved time.

I think my favorite benefit of HubSpot integrations is the saved time, though.

You can remove the manual entry of leads in your CRM off the to-do list. And the further you are on your 8 step list, the more thankful you'll become for this time saver- because that could be A TON of leads.

Integrations can also save you time on training. For example, without an integration, both the marketing and sales team will likely have to learn both your HubSpot tools and CRM. With a CRM and HubSpot integration your marketing department can live inside of HubSpot while your sales team can just live in your CRM.

Integrations can eliminate the need to export and import lists. For example, you would have to export a list from your CRM and upload it into HubSpot. Another example would be exporting a list from GoToWebinar and importing it into HubSpot. Not only will this save time, but it can also lead to better accuracy because your systems will talk back and forth to each other in real time.

So... what are the most important integrations to consider for your HubSpot and Inbound Marketing Success?

by
POPULAR DEMAND

HubSpot and CRM integrations are probably the most popular of the HubSpot API integrations and for a good reason. There are many things you can do when you've integrated your HubSpot portal with your CRM. Here are a few of the most important things:

- Automation: It automates lead data entry (this alone makes an integration worth it in my opinion).

- Closed-loop reporting: A bi-directional integration allows for closed-loop reporting, which means you can see how good you are at converting leads into customers. And beyond just seeing how good you are at converting leads into customers, you can see what kinds of content are working best.

- List Segmentation: It allows you to exclude customers from emails or workflows so that leads and customers aren't getting the same content.

- Identifying ROI: It can show if your HubSpot investment is paying dividends by looking at the value of new customers and how many have been closed because of inbound marketing. Make sure to give inbound marketing 6 months or more to starting working completely.

If you don't have your portal integrated with your CRM, check with your HubSpot account manager to see if there is an existing integration for your CRM.

"Customer relationship management (CRM) is a model for managing a company's interactions with current and future customers. It involves using technology to organize, automate, and synchronize sales, marketing, customer service, and technical support." -Robert Shaw

examples of other
HUBSPOT INTEGRATIONS

There are a lot of opportunities for integrating HubSpot with other tools and technology. Here are just a few examples of nifty HubSpot API integrations we've done for clients.

Website Registration

When users register on the website, they can also be registered within HubSpot. This interaction will show up in the individual users' timeline within the HubSpot Contacts. This particular integration allows the user to sign in using their social media accounts or via a typical register process. Because of this social account option, the integration also grabs social information if they use a social account to sign in and pushes that back to HubSpot. All in all, the biggest benefit is having your registered users' data in HubSpot so that you are able to include them in your inbound marketing plan.

Behavior Tracking

If your website is not on the HubSpot COS (website platform), you can still integrate it with the HubSpot API in order to track visitors' behavior. This will allow you to record their page views and capture lead source information.

You can also track behavior events like when someone abandons their shopping cart. This allows you to adjust a lead score, add them to a list, and more. With this integration, your inbound marketing just got more sophisticated.

Go To Webinar Registration

Users can register for an upcoming webinar via one HubSpot form with a HubSpot and GoToWebinar integration. This integration completely simplifies the process for both users and marketers. Without it, you had two options. Users had to fill out a HubSpot form and a GoToWebinar registration form. Or the marketing team had to export the GoToWebinar registration list and import it into HubSpot.
Now, the data from the HubSpot form is pushed to GoToWebinar and once the webinar is over, the data is pushed back into HubSpot to report if they attended or not. This reporting allows your sales team to see if they registered and/or attended a webinar. It also allows you to insert them into a smart list and/or workflow based on this data.

These are just 3 examples of integrations. The truth is, the options you have for integrating your HubSpot with other tools is pretty vast.

a tool is...

ONLY AS GOOD AS HOW YOU USE IT OR IF YOU USE IT.

Take advantage of your HubSpot tool and your resources at HubSpot.

happy inbounding!

LYNTON

LyntonWeb is a full-service inbound marketing agency providing the right solutions for your inbound, web, and tech needs. We are a high-performing team of experts based out of Houston, Texas.

Inbound
Whether your organization is looking to identify appropriate buyer personas or establish an effective content marketing program, our team of marketing managers and strategists can assist you.

Web
Your website is the virtual home of corporate branding and messaging, let our website development team work with you to design and build a website that is on message and fully aligned with your existing brand.

Tech
Our technologists are among the best in the business and work with your in-house technology team to assure your CRM integration or website integrations run smoothly.

SPEAK WITH AN EXPERT
about your inbound, web and tech goals.

GET STARTED TODAY

come build

SOMETHING GREAT WITH US!

LYNTON