

Running Successful Campaigns in 2020

How to Use HubSpot Tools for
Contextualization and Optimization





Hi, I'm Jorie.

Inbound professor with
HubSpot Academy.

I could talk forever about:
reporting strategy, flywheels and
funnels, Game of Thrones, and
cooking shows.



Hi, I'm Anni.

Inbound professor on HubSpot Academy.

I could talk forever about:
automation, education, food and
restaurants, traveling, and Shark Tank

Agenda

Campaigns in 2020

Let's review what campaigns are and questions to consider when creating a campaign in 2020.

Contextualization

Then, we'll review tools that help you get in touch with leads to deliver a delightful website experience.

Optimization

Next, let's cover how to use data to improve the website experience for visitors and drive growth for your business.

Case Studies

Finally, we'll look at how other companies used HubSpot to run marketing campaigns, ultimately improving lead generation rates and efficiency.



TODAY'S INTENTION

Learn what HubSpot tools are available to run a successful marketing campaign and leave inspired with actionable next steps to help your business grow better.



Campaign

An organized course of action to achieve a goal; a connected series of operations designed to bring about a particular result





Who would ever think a kid like me would go pro? Me.

 Just do it.

What Makes a Good Campaign in 2020?



Campaigns in 2020

- Have a single goal
- Have a specific target audience
- Considers what the audience will see and when they'll see it
- Are personalized
- Collect data that will help improve campaigns in the future

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SMART Goals

- Specific
- Measurable
- Attainable
- Relevant
- Timely

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Campaigns in 2020

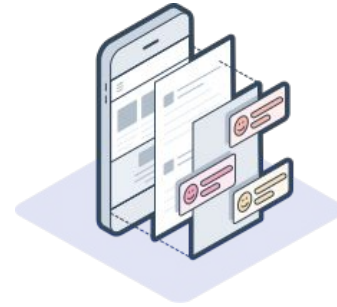
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Contextualization



How and when are you getting in touch with your leads and customers?

Optimization



How are you analyzing campaign performance and implementing changes for better results?

Contextualization

The process or methodology of personalizing a visitor's experience based on who they are and what they're looking for



Shop by
Department

Search

All Departments



Go

Hello, **Sign in**
Your AccountJoin
Prime

Cart

Wish
List

"... your [Apple's] 7.9-inch tablet has far fewer pixels than the competing 7-inch tablets! You're cramming a worse screen in there, charging more, and accusing others of compromise? Ballsy."

— Gizmodo

Much More for Much Less.



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Stunning HD display with
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Watch HD movies and TV

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Standard definition,
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No HD movies or TV

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Sport...**
Stuhrling Original
~~\$295.00~~ **\$118.00****2. Casio Men's W800H-1AV
Classic Digital Sport Watch**
Casio
~~\$119.95~~ **\$13.97**



Hi, Anni

Customer since 2016

Your recent order


[See your orders](#)

Recently viewed



Today

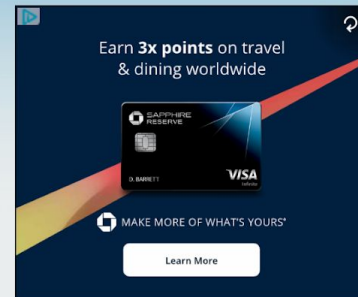
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66 ways to enjoy Prime

Discover new ways to use your membership

[Read the article](#)

[Ad feedback](#)

Video: Recommended for you

Tom Clancy's Jack Ryan - Season 1




Find off-duty staples



Find your 9-to-5 staples




Recommended for you, Anni




Buy it again in Home

7 ITEMS




Buy it again in Beauty

3 ITEMS



Buy it again in Pet Products

3 ITEMS



Buy it again in Health and Personal Care

10 ITEMS



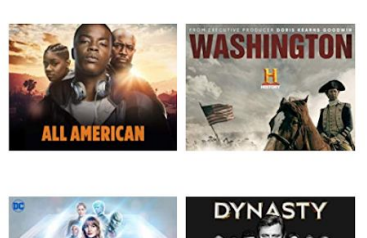
Imperial Classic Pomade

TETRA-G8

Fujifilm Instax



Lysol 10X Cleaner Power



ALL AMERICAN

WASHINGTON

DYNASTY



Mobile phone accessories

Why Does Contextualization Matter?

- People do business with companies that understand their experiences and interactions.
- Draw visitors to your website through non-disruptive methods.
- Become a trustworthy source.
- Educate visitors with relevant content to help them progress through the buyer's journey.



Contextualizing Your Campaigns in HubSpot



Contextualization

- Where is the lead in the sales process or buyer's journey?
- Where are my persona's watering holes?
- What data do I need to collect and how am I collecting it?
- What types of content does my persona resonate with most?

Use data to target
specific groups and
ultimately **save your
business money.**



Your HubSpot Contextualization Toolkit



Smart Content

Use data in your CRM to deliver targeted content.



Ads

Provide helpful, relevant content at every stage of the buyer's journey.



Social Media

Engage with customers where they are and increase brand awareness.



SEO

View SEO recommendations in HubSpot to improve your content's performance.



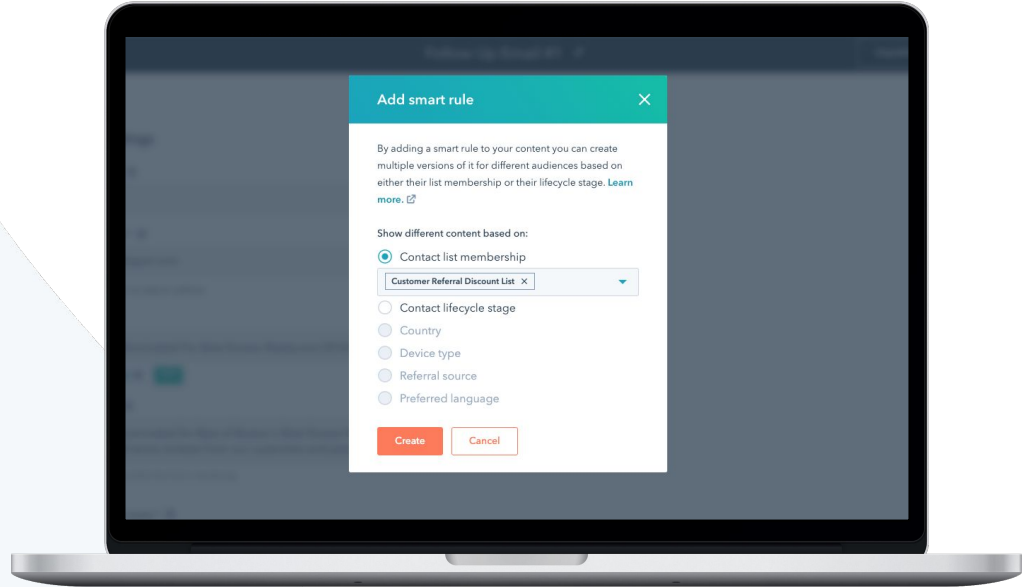
POLL: On a scale of 1-5 how frequently do you use these tools together?

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- 5: I always use these tools in all of my campaigns!

Smart Content

What is it?

Smart content is intelligently personalized to your customer's needs. It lets you target content based on anything you know about your contacts, for true relationship-driven marketing.



Unknown



- Country (IP address)
- Device type
- Referral source
- Preferred language

Known



- List membership
- Lifecycle stage



Chris Eberhardt, Marketing Manager

“Not everyone interacting with your website is a stranger.

If you're running a campaign with an offer behind a form, a lead or customer who's already in your CRM shouldn't fill out the same form they've already completed in the past. Ask for additional information to get more data points on your prospect.”

Smart Content: CTAs, Forms, Text

- Create personalized marketing based on the context of who a visitor is and what they're looking for.
- Think about when it makes sense for a visitor to see something different based on their past experiences.
- Accelerate a buyer's journey.
- Remember: Segmentation is the foundation of all your contextual marketing efforts.



Smart Content: CTAs, Forms, Text



>> Visitors



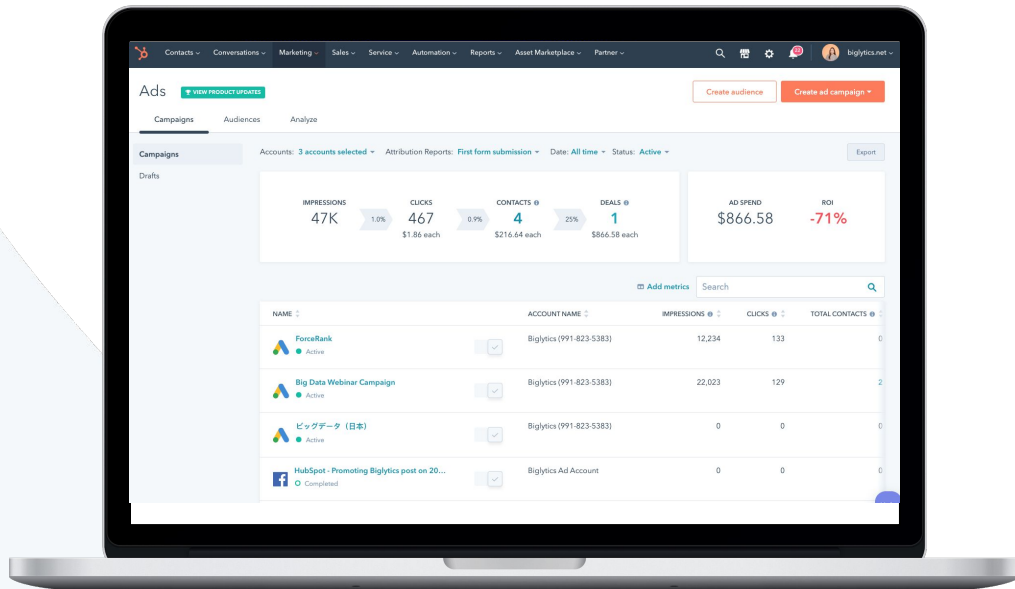
>> Leads



Ads

What is it?

With HubSpot Ads, easily get set up, compare your performance on one network to another, sync leads directly from the networks into HubSpot, and see exactly which contacts are interacting with your ads.



Contextualization and Ads

- Location
- Age
- Languages spoken
- Interests
- Behaviors
- Device type



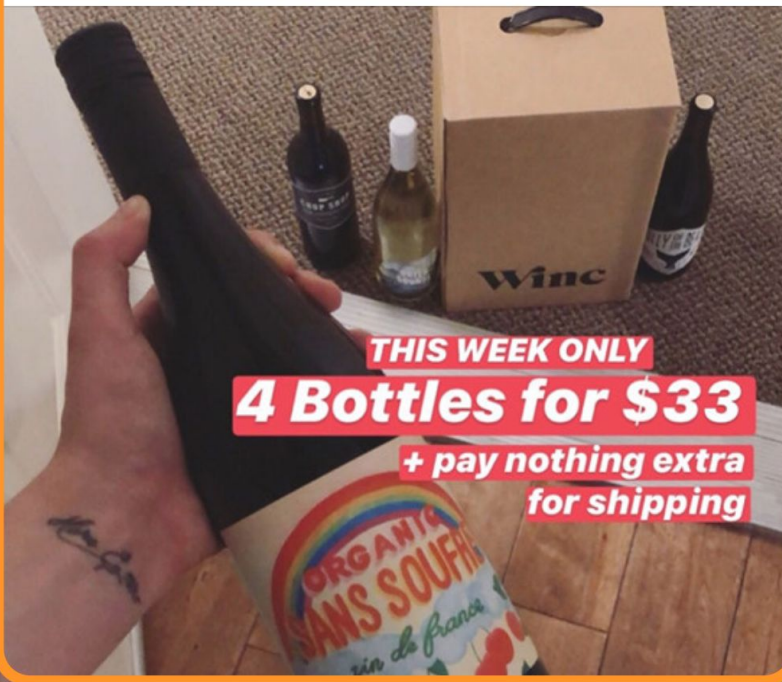
[Anni](#)[Home](#)[Create](#)[Anni Kim](#)[Report post](#)[News Feed](#)[Messenger](#)[Watch](#)[Marketplace](#)[Shortcuts](#)[Boston Housing, Ro... 20+](#)[Sed Ministrare 17](#)[Housing - For the W... 20+](#)[Worldly-Wise Welle... 20+](#)[Explore](#)[Events 2](#)[Groups](#)[Pages](#)[6](#)[Fundraisers](#)[Gaming Video](#)[See More...](#)[Winc](#)[Sponsored · 🌐](#)

"Finally, a way to try new wines without breaking the bank." 🍷

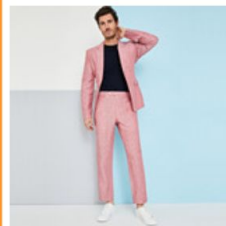
🍷 Tons of wines to choose from

🏠 Delivered to your doorstep

👉 Skip or cancel anytime

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The vibrant colors and nature-inspired prints of our collections remind us of Brazil. It i...

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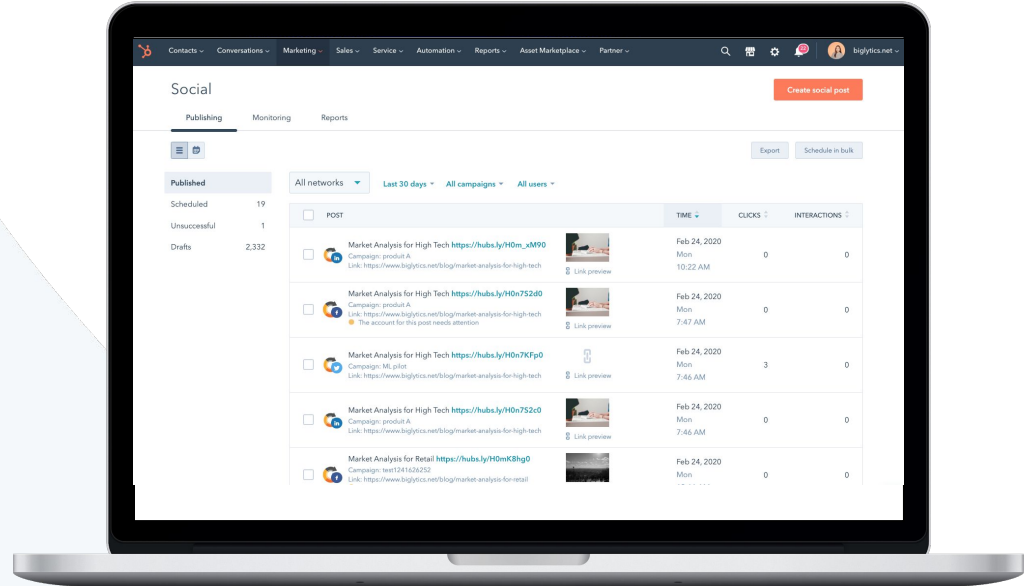
The flowers aren't the only ones blooming. Explore men's Spring suits in versatile shades...

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Social Media

What is it?

Publish to multiple social networks from one place and monitor streams to keep up. Increase brand awareness and use engagement metrics to build relationships with people who matter to your business.





Sara Perry, Channel Consultant

“Social platforms allow you to reach your audience in an effective and low cost way.

If done strategically, beyond connecting with your audience in a convenient channel, social promotion can help increase your web traffic and drive new sales - it's a win win!”

Contextualization and Social Media

- What social media platforms do your prospects and customers use most?
- Research the social accounts of successful companies similar to your's. What have they done in the past to increase engagement?
- Consider the time most people are on those platforms, so you can post during optimal hours. Is it on weekends or during the morning commute?



Think about the **restrictions** each platform presents, and consider the best ways to get your message across.

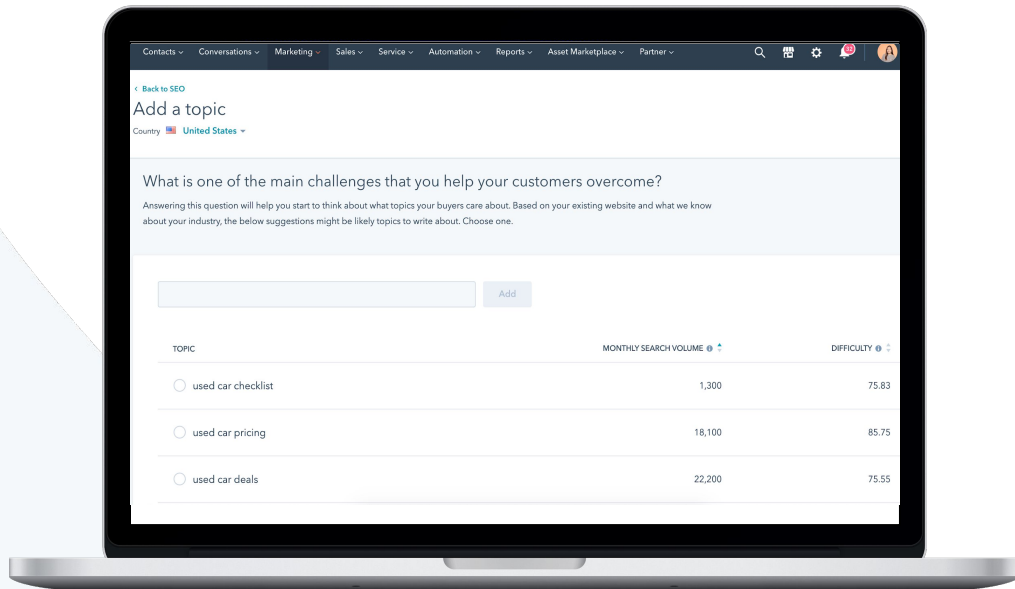


SEO

What is it?

Optimize your pages and blog content for search engines to lead more organic traffic to your website.

Think about questions your buyers want to answer and find likely topics worth writing about.



Contextualization and SEO

- Use the SEO tool to find recommendations based on topics. Use this as a brainstorm and a starting point.
- Brainstorm your topic clusters. Think about your personas and what matters to them.
- How are your assets aligning with your topics/subtopics?
- Considering the length of your sales cycle, do your assets align with the timeline?



A decorative graphic on the left side of the slide, consisting of a vertical line with several circles of different sizes and colors (blue, white, and light blue) arranged along it.

Optimizing Your Campaigns in HubSpot





Let's do a bit
of a **refresher**.

Optimization

An act, process, or methodology of making something (such as a design, system, or decision) as fully perfect, functional, or effective as possible

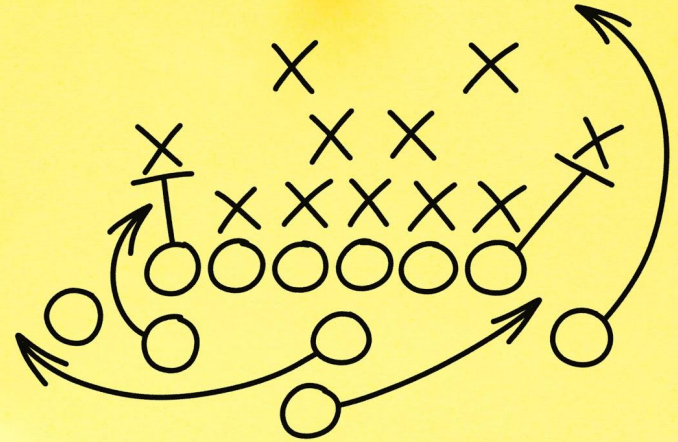


Why should you optimize
your marketing campaigns?

Marketing teams are structured to drive traffic toward websites, which then converts into leads for the sales team to close.



It might be an oversimplification, but that's the standard marketing playbook.



Businesses typically have a finite demand for products and services, so it's important that you make the most out of your existing website traffic.



Your HubSpot optimization toolkit



Adaptive testing

Iterate on your pages to solve for your website experience.



Workflows

Automate your marketing, sales, and services process to better enable your teams.



Conversion tools

Leverage your conversion tools to drive more traffic to your campaign content.



Attribution

Track attribution to see which actions are driving growth within your business.

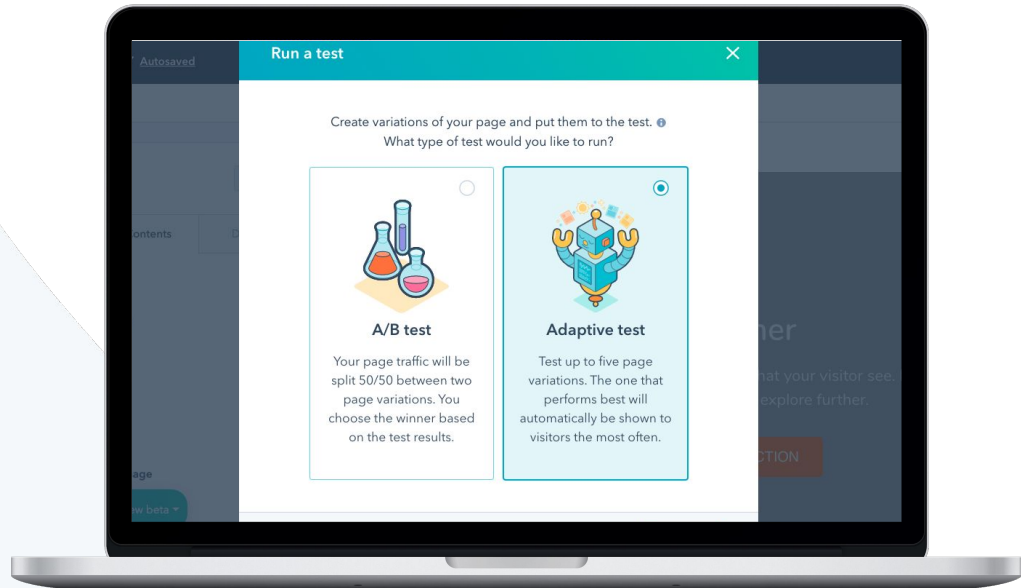
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Adaptive testing

What is it?

A variation test where traffic is split evenly between page variations at first. As HubSpot learns how these variations are performing, we adjust the traffic automatically, so that better-performing variations are shown more and poorer-performing variations are shown less.





Ali Clifford

Customer Success Manager

"Adaptive testing is essential to optimizing your website for peak performance. This helps you cater the look and feel of each of your pages to your personas and solve for your customer experience."

Optimizing with Adaptive Testing

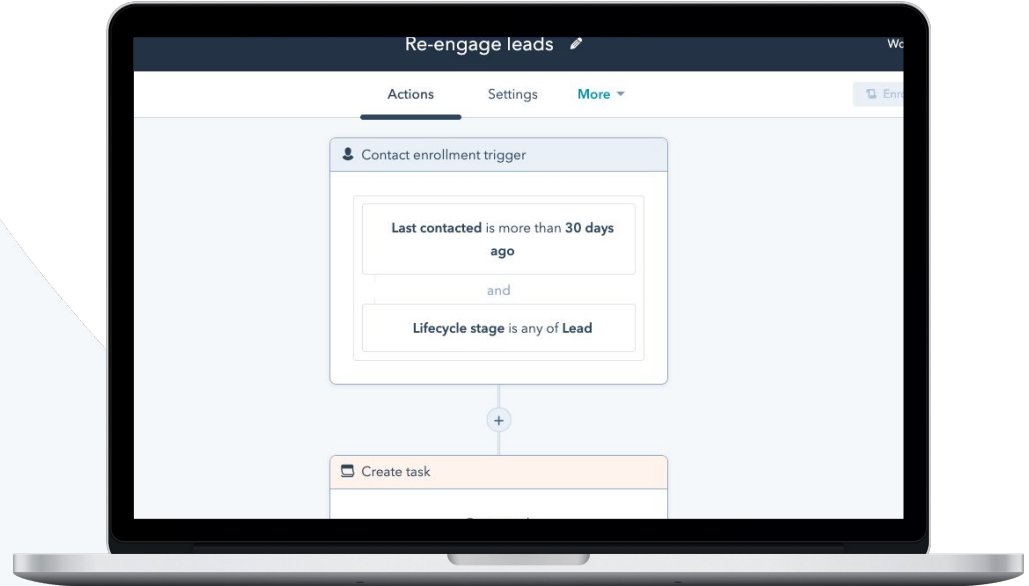
Depending on your goal, test variants on:

- Website copy
- Format of your content offer
- Image
- Form questions
- Page design

Workflows

What is it?

A tool used to automate your marketing, sales, and service processes. Internal processes that can be automated include notifying and assigning deals to your sales team. External processes that can be automated include email marketing campaigns and lead nurturing.





Katie Campisi, Senior Customer Success Manager

"Anytime you are doing a repetitive or manual task with data entry, you should be automating and saving time with workflows. Oftentimes, the customers I consult with will only think of the email side, when really this feature can help you do so much more."

Optimizing with Workflows

Consider automating these actions with your next campaign:

- Set your sales reps to receive an email notification when a lead takes a high intent action, such as viewing the pricing page on your website
- Territory assignment
- Delight existing customers and make them repeat buyers or offer a referral bonus to encourage promotion of your business

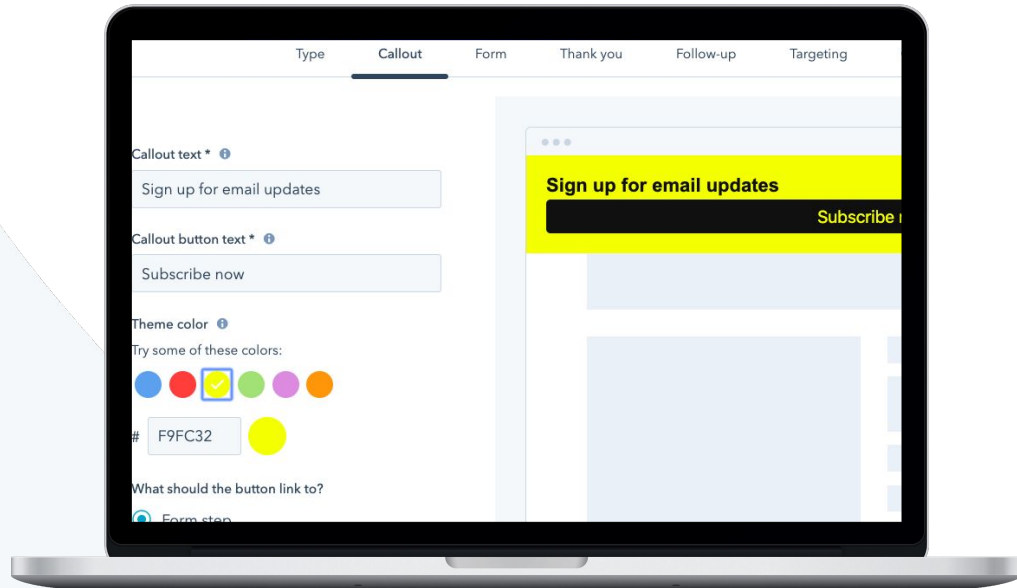
Note: Check your existing workflows for delays. If you're using if/then branches based on an action the contact takes, do you have a delay included before?
(ex. If a contact opens X email)

Conversion tools

What is it?

With the pop-up forms tool, you can easily create engaging lead capture forms to attract new leads.

A call-to-action (CTA) is a button you can use on your HubSpot content to drive prospective customers to content.





Nakul Kadaba, Consultant

"HubSpot forms and CTAs means that all of your data is syncing natively with your CRM. This enables you to automate you work-flows (no pun intended) moving forward."

Optimizing with Conversion Tools

On your blog:

- In-line text CTAs
- Pop-up forms

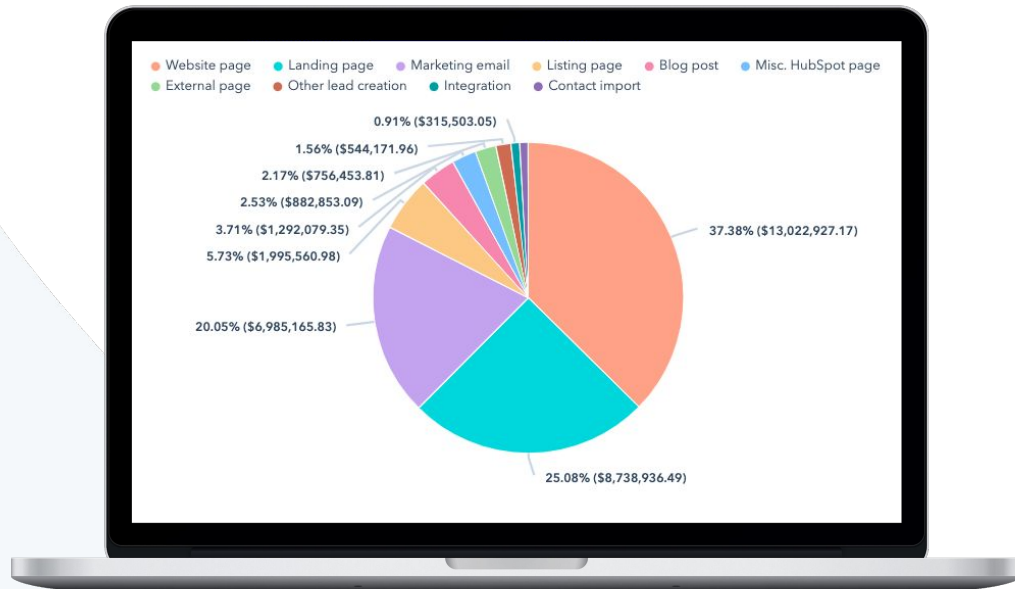
On your landing pages

- Progressive profiling
- Dependent form fields

Attribution

What is it?

A reporting tool that enables marketers and sales teams to see the impact that marketers made on a purchase or sale. Currently, there are two types of attribution reporting in HubSpot: *contact* and *revenue*.





Liz Gallagher, Customer Success Manager

"Attribution reporting is the best way to dive into your marketing efforts to see what kind of ROI each specific asset is generating. This makes it easy to see what's working and what's not, so that you can continue to make content your leads find valuable."

Optimizing with Attribution Reports

Before your campaign, answer the following questions:

- Which campaigns have influenced the most revenue previously?
- Which channels influenced the most revenue?
- Which content types historically drive the most revenue?
- Which content influenced the most revenue in past?

After your campaign, answer the following questions:

- How did this campaign perform in comparison to past campaigns?
- What content did our customers touch last before the deal closed?



Examples of Campaign Success in HubSpot



Airstream

Airstream, manufacturer of the iconic “silver bullet” travel trailer, is the longest-tenured recreational vehicle manufacturer in the world.

The problem:

- *Don't sell directly to consumers, so data was disparate*
- *Campaigns too expensive*
- *Uncertain of ROI of ad spend*





Airstream

Sponsored ·

Our Farms & Wineries Guide shares our favorite getaways from Washington to New York.



AIRSTREAM.COM/TOURING-COACH

Farms & Wineries Guide

Download now & get inspired

Download



Like



Comment



Share

What they did:

- Used reporting to identify Facebook as a great source of leads
- Created quarterly (highly targeted) Lead Ad campaigns
- Automated lead nurturing with workflows with dynamic follow up emails containing personalized content and nearest Airstream dealership

"Our teams work obsessively to create content offers and resources that are genuinely useful to future Airstream customers at every step of their individual buyer's journey."

The combination of Facebook Lead Ads integrated with HubSpot's marketing automation platform make certain that this information is delivered to the right audiences in the most seamless, frictionless way possible."

Tim Morse, Digital Marketing Manager, Element Three

The Results

- 78% increase in leads generated
- 44% decrease in cost per lead





First National Real Estate

First National Real Estate is Australia's most advanced real estate network and the trademark 'Swash' is the country's most recognised symbol for real estate.

The problem:

- *Blog is underutilized*
- *Time wasted on manual tasks*
- *Generate more leads*

BUYING

Things to consider when buying a new family home



When the time comes for you to [move into a new home](#) that's suitable for the whole family, you will need to look at some features you might not have considered in the past. From local schools to open spaces, your real estate priorities may have changed more than you first thought.

A [real estate agent](#) will be able to guide you through the process, but here are a few key features you'll need to keep an eye out for.

[Download Home Buyers Guide](#)

1. Access to quality education

Whereas schools may not have interested you as a single buyer, this will change when you go in search of a family home. Research from the Australian Institute of Family Studies (AIFS) suggests 69% of primary school children attend government schools, and that this was chosen out of convenience. Majority of the parents enrol their children to the school closest to them.

How they did it:

- Add CTAs to blog posts
- Gather information from visitors to find out more about their persona
- Launch campaign on Adwords and social to drive form fills
- Trigger workflows that catered to each buyer persona

The Results

- 71% increase in leads generated
- 54% growth in unique website visitors
- 23% increase in total page views



Next Steps

1. Check out the [Virtual HUG](#) forum on HubSpot community
2. Download the Data Cleanliness workshop PDF to review the importance of maintaining a clean CRM.
3. Worried about your data hygiene? Learn the best practices using the Data Cleanliness Checklist.
4. Take the survey: <http://bit.ly/2HIk0Ds>



Resources

1. Learn how to [Create a Campaign in HubSpot](#)
2. [Explore additional courses from HubSpot Academy](#)
3. Sign up for [HubSpot User Blog](#)
4. Engage on the [HubSpot Community](#)
5. Keep up to date with [HubSpot News](#)
6. Take the survey! <http://bit.ly/2Hlk0Ds>





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Q&A





Thank you