

The background is a solid orange color. There are several abstract circular shapes in a lighter shade of orange. One large circle is in the bottom left corner. Another large circle is in the top right corner, partially cut off. A smaller circle is in the middle left. There are also some concentric circular lines in the top right corner.

HUBSPOT SOCIAL MEDIA PARTNER DAY

#INBOUNDPARTNERDAY

Daria Marmer — Product Group Lead @
HubSpot for Social, Ads & Messenger for Marketers



Dawn Barson — Co-owner/founder THINK
creative group. Focus on Facebook Ads, Inbound
strategy, GDD & CRO

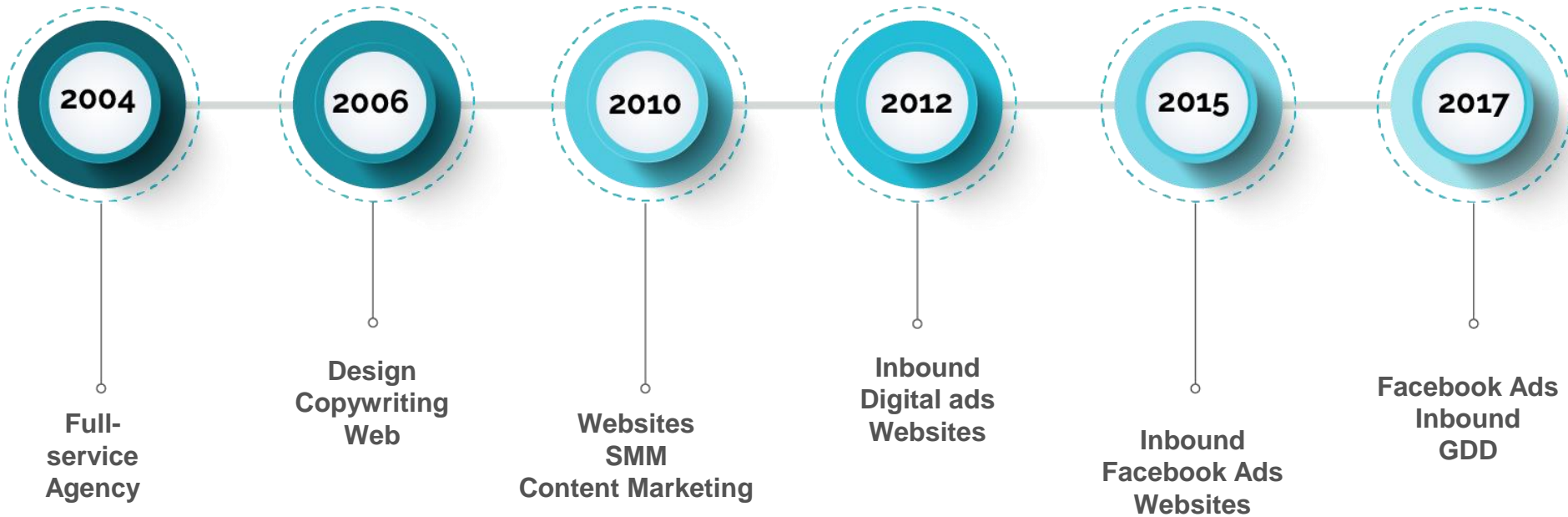


Ali Parmelee — Co-owner/founder THINK
creative group. Focus on Facebook Ads, Inbound
& Digital Strategies



#INBOUNDPARTNERDAY

THINK'S EVOLUTION



QUESTION

Do you focus primarily on LeadGen clients?

QUESTION

Do you focus on eCommerce clients?

QUESTION

Are you currently running ads on Facebook?

QUESTION

Raise your hand if you're comfortable with it

1 Social... 5 years Ago

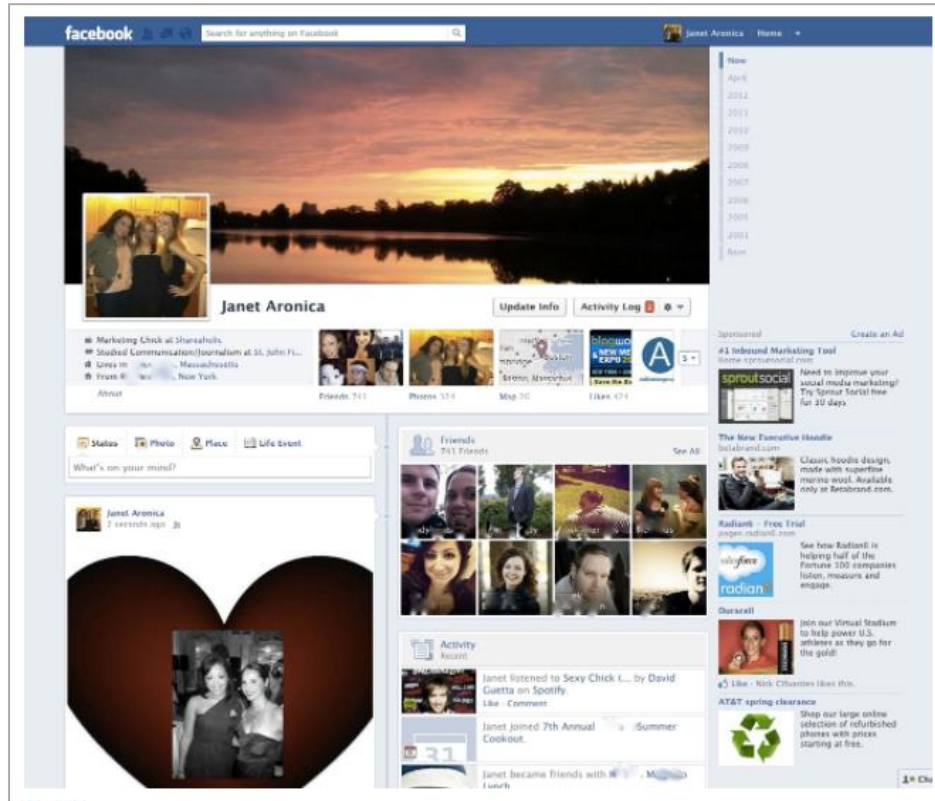
UNIQUE VISITORS IN 2012, FB HAS EARLY LEAD

- FB has early user lead but had stagnating user growth
- Twitter growing faster
- Remember Blogger?
- MySpace? Wikia?
- Pinterest has explosive growth

	UNIQUE PC VISITORS, U.S. (AUDIENCE 000)						YOY CHANGE
FACEBOOK	1	5	2	2	2	6	-4%
BLOGGER		5	8	5	1	8	-3%
TWITTER		3	7	0	3	3	+13%
WORDPRESS		3	0	9	4	5	+10%
LINKEDIN		2	8	1	1	3	0%
PINTEREST		2	7	2	2	3	+1,047%
GOOGLE+		2	6	2	0	1	+80%*
TUMBLR		2	5	6	3	4	+55%
MYSFACE		1	9	6	8	0	-13%
WIKIA		1	2	5	9	4	+20%

*Google+ is July 2012 v. Sept 2011, the first month the site became public

FACEBOOK NEWSFEED INTRODUCED (2011)

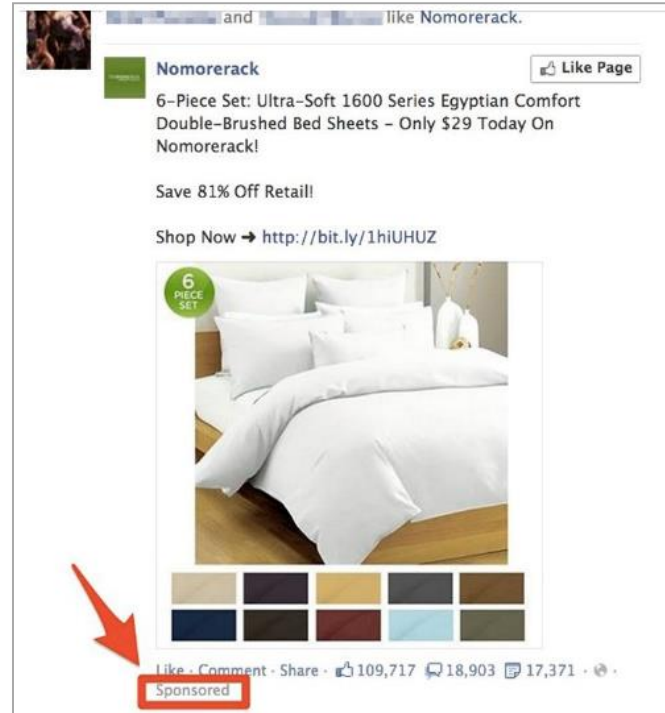


#INBOUNDPARTNERDAY

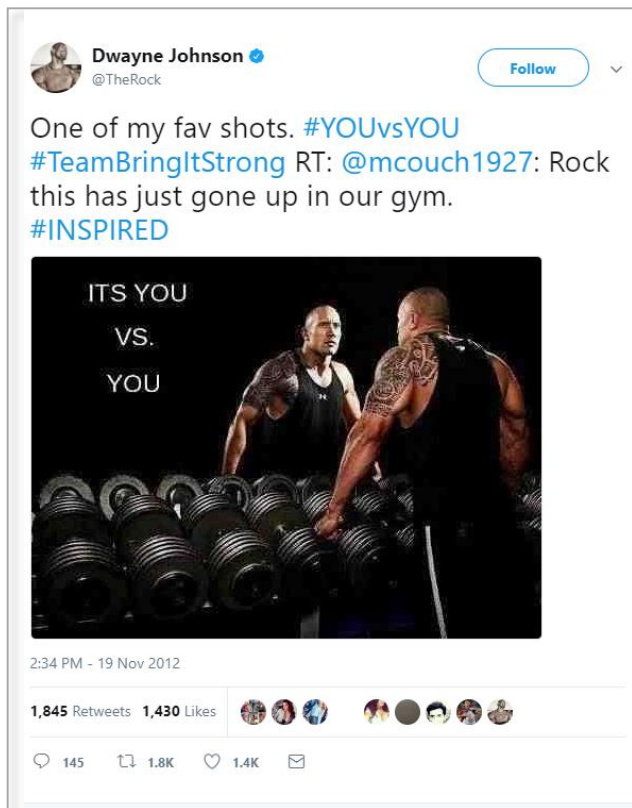
MESSENGER AS A SEPARATE APP (2011)



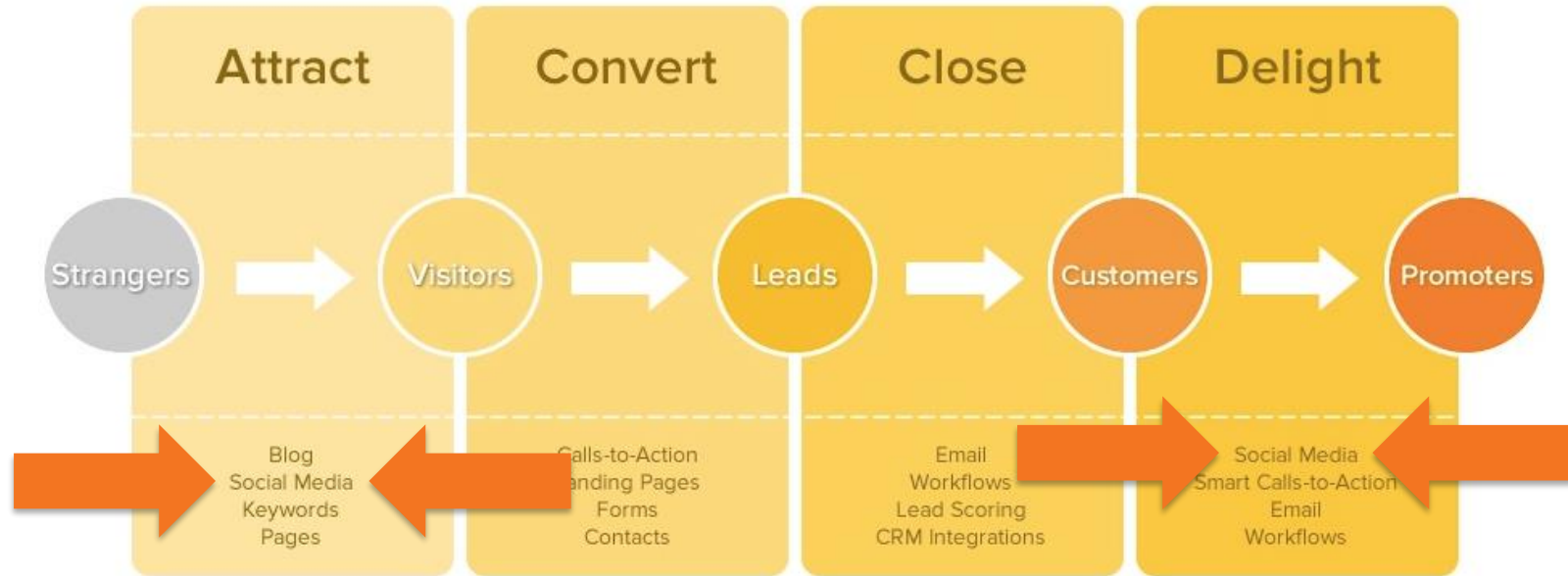
FB SPONSORED STORIES LAUNCHED (2012)



THE ROCK IS STILL SHREDDED

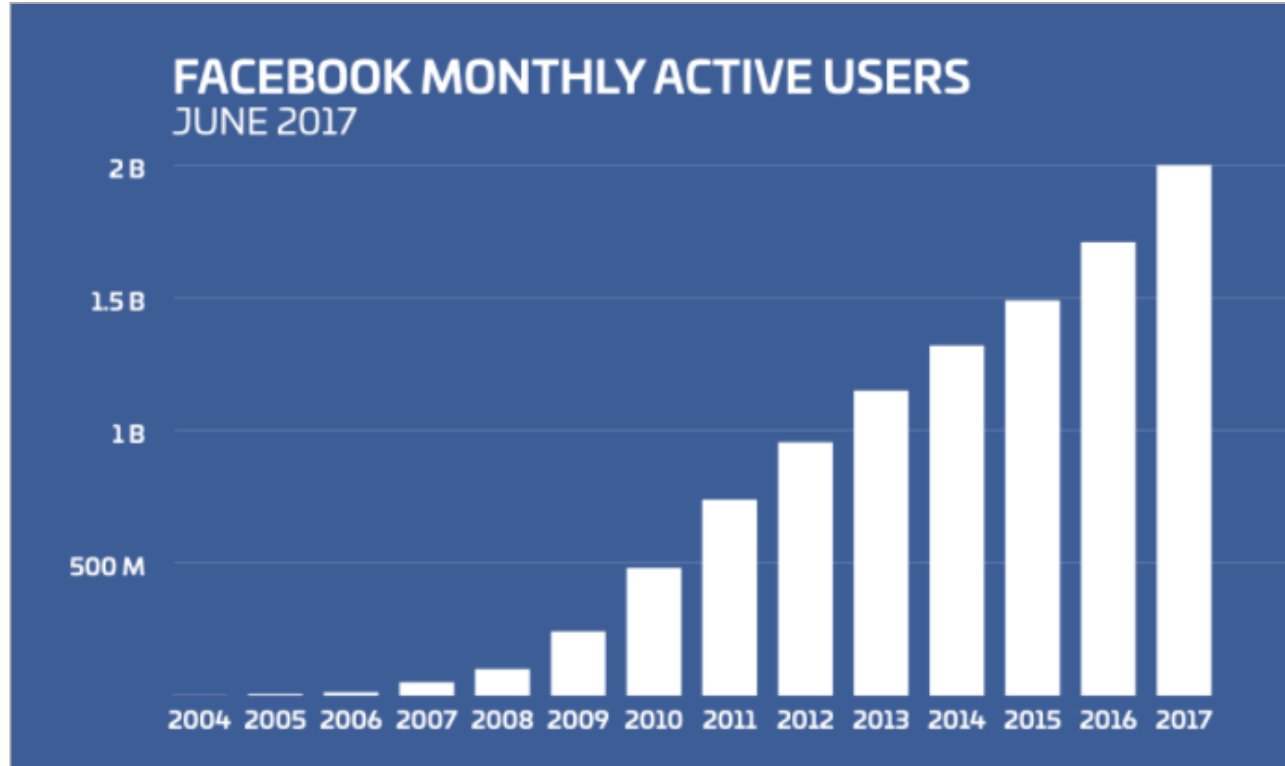


WHAT DID IT MEAN FOR MARKETERS?



2012 – Social is only at the Attract & Delight stages of the funnel

BUT THINGS HAVE....CHANGED



2012 we were growing communities
and spreading messages on social.

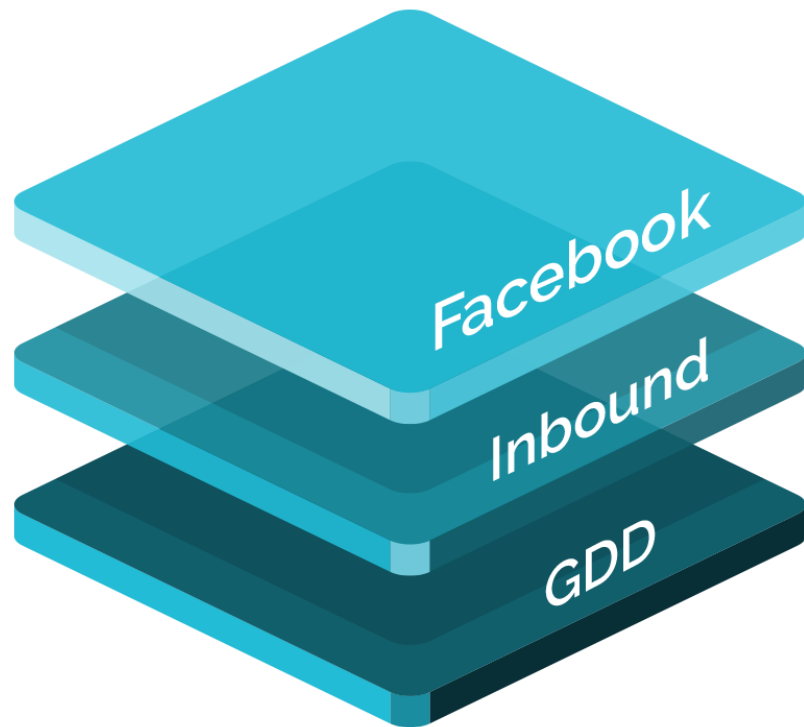
Today, we're engaging,
generating leads and selling.

Changing Social Landscape

Only 2 years ago, social had a **component** in our marketing strategies.

Today social is **leading our strategies.**

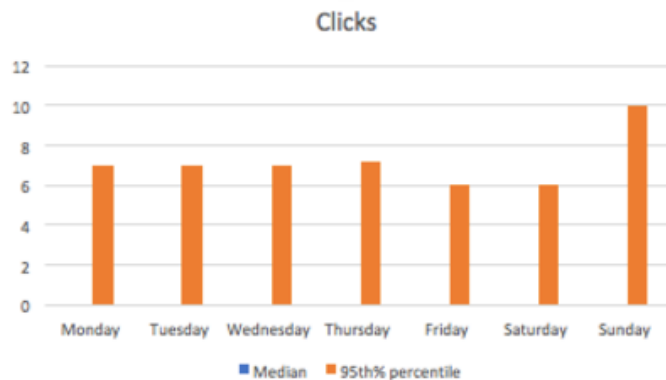
Retooled our marketing stack
supporting Facebook Ads with inbound +
GDD



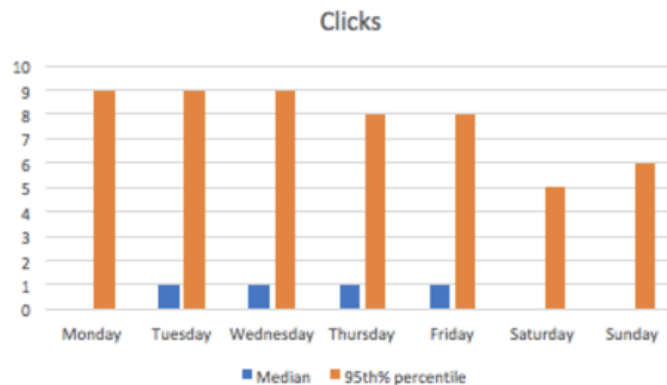
2 Top of the Funnel: Attract Strangers → Visitors

	THEN	NOW
ORGANIC REACH	High	Very low
CONTENT	Text	Video, images, text
PAID TRAFFIC	Banner ad	Banner ads, sponsored posts, boosted posts
TARGETING	Demographics	Psychographics (e.g. people who look like XYZ), lookalike audiences, list synch

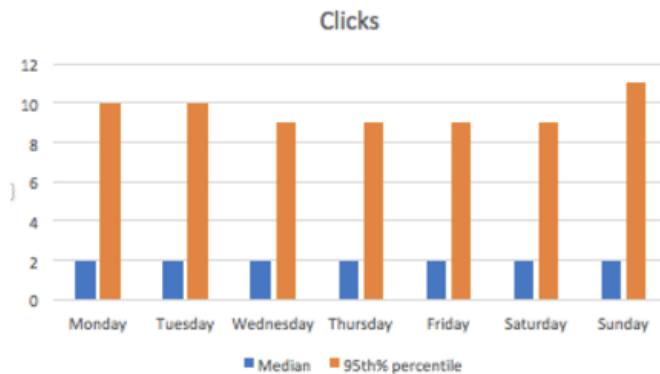
Organic Facebook Clicks



Organic LinkedIn Clicks



Organic Twitter Clicks



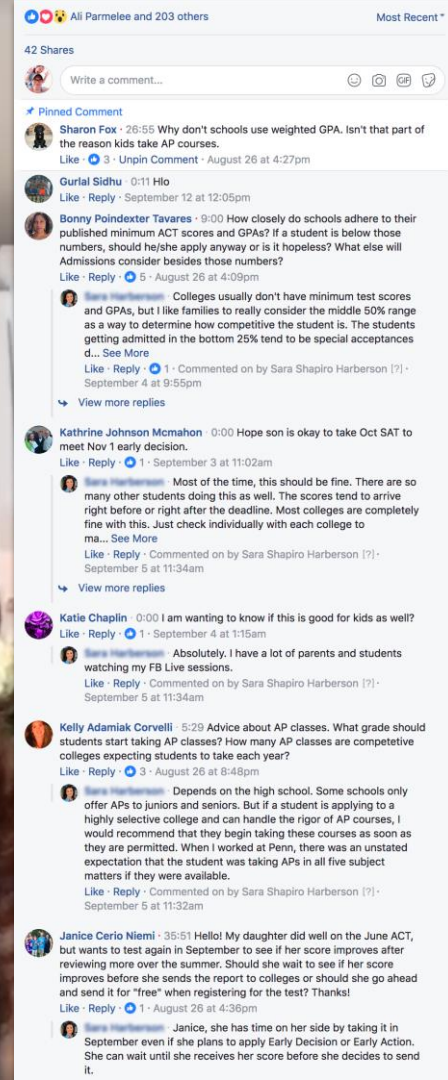
Video

Has become part of every social platform

Most engaging format on FB

Using video at TOFU for engagement and audience building.

“How can video add value to this campaign”



Varying stats on video engagement.

What we should know.

VIDEO ENGAGEMENT

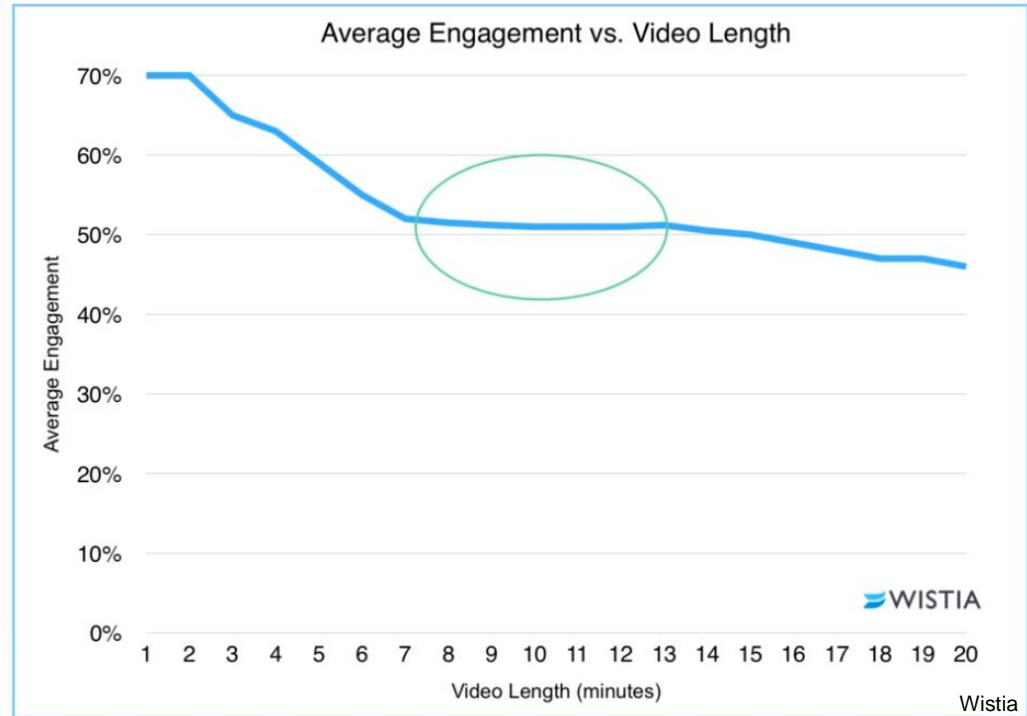
Great engagement up to 2m

Drop off between 2min - 6min

6m - 12min second sweet spot

Results vary based on audiences, industry and message.

Testing, testing, testing!



Mobile

2012 was 10% of FB's revenue

Today is 82%

80% of social usage comes from mobile

Fragmented buyer's journey

Changes in mobile ads are making them
effective for B2B



FB ADS ARE WORKING FOR B2B

Custom Audience and retargeting

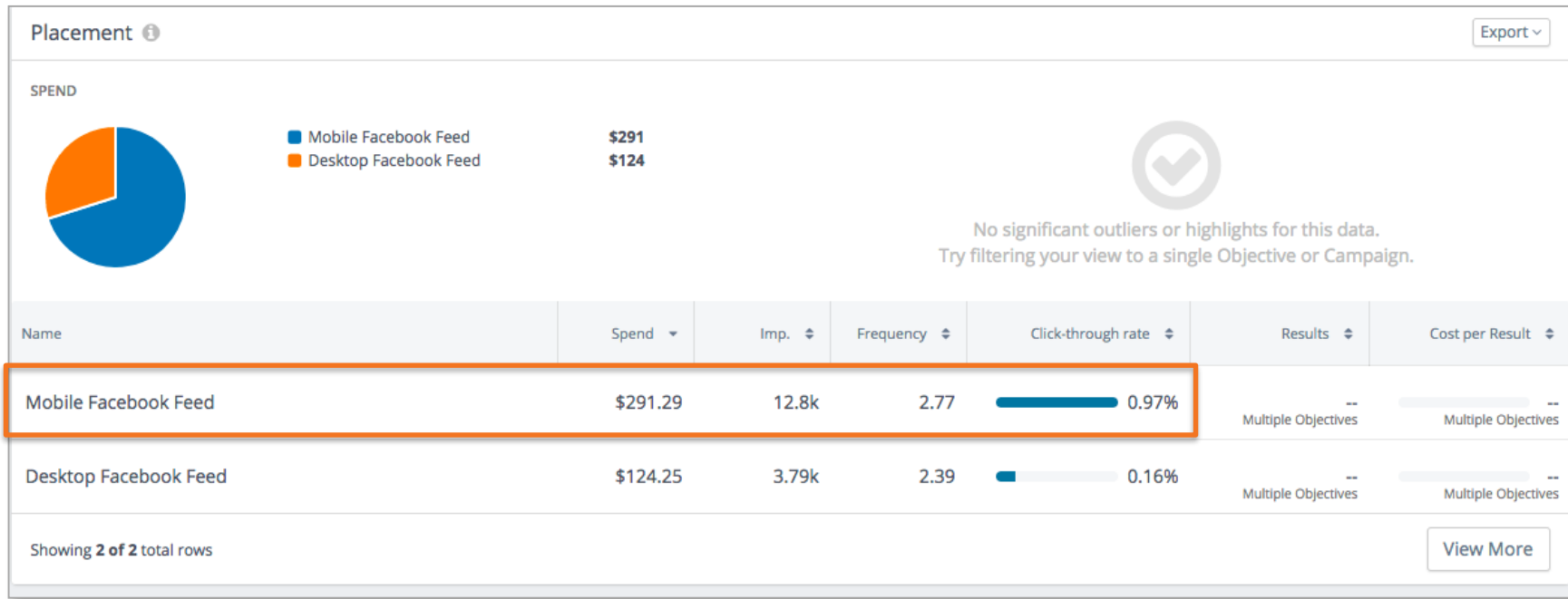
Videos, gated content, webinars,
white papers, demos

High engagement and strong

LeadGen




MOBILE ADS FOR B2B



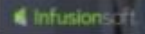
FACEBOOK ADS

FACEBOOK AD

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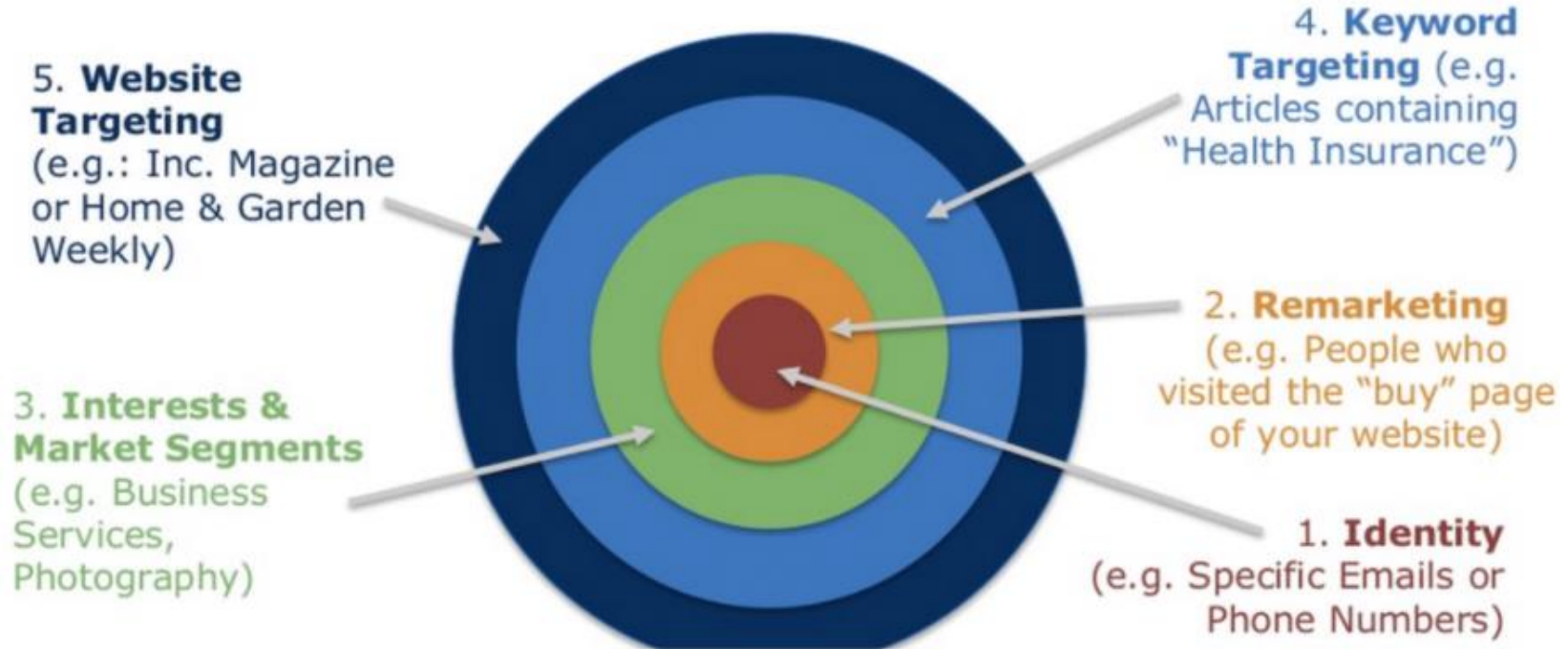


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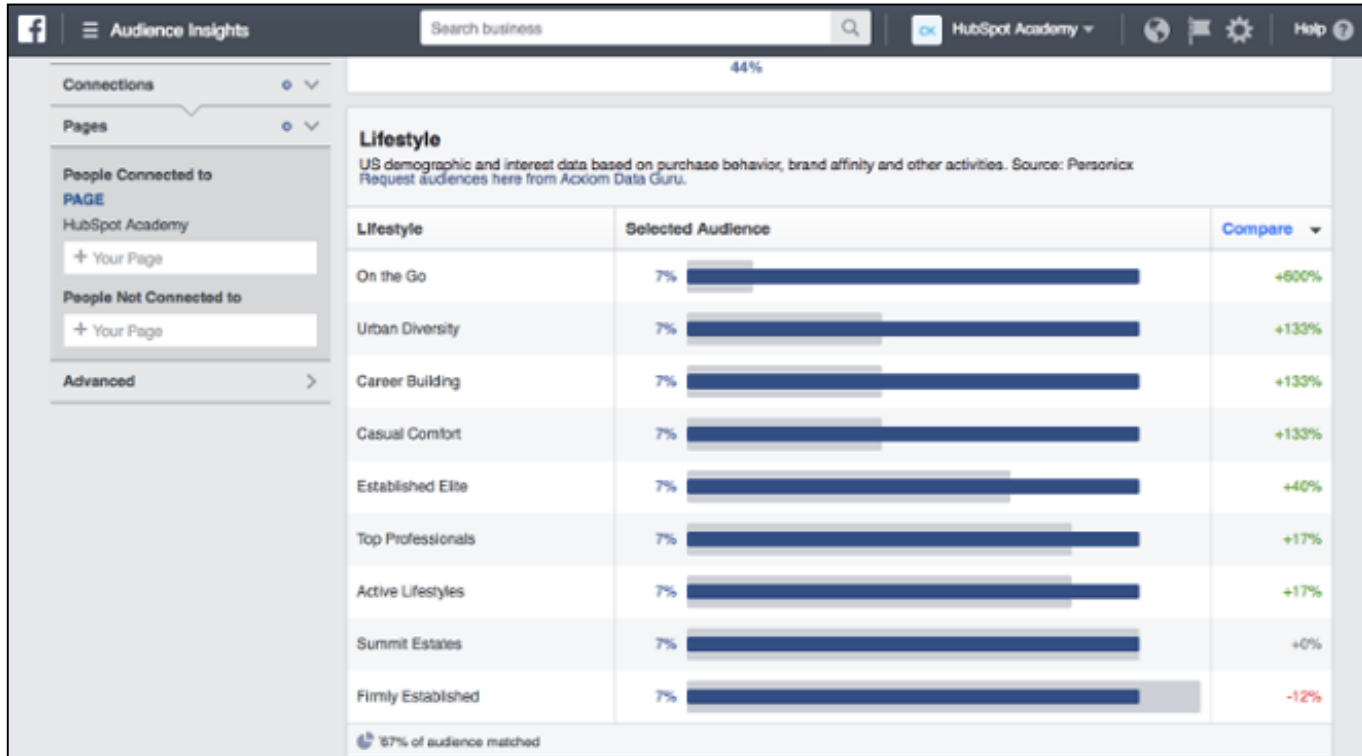
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FACEBOOK ADS

AND TARGETING IS MUCH BETTER



FACEBOOK AUDIENCE INSIGHTS



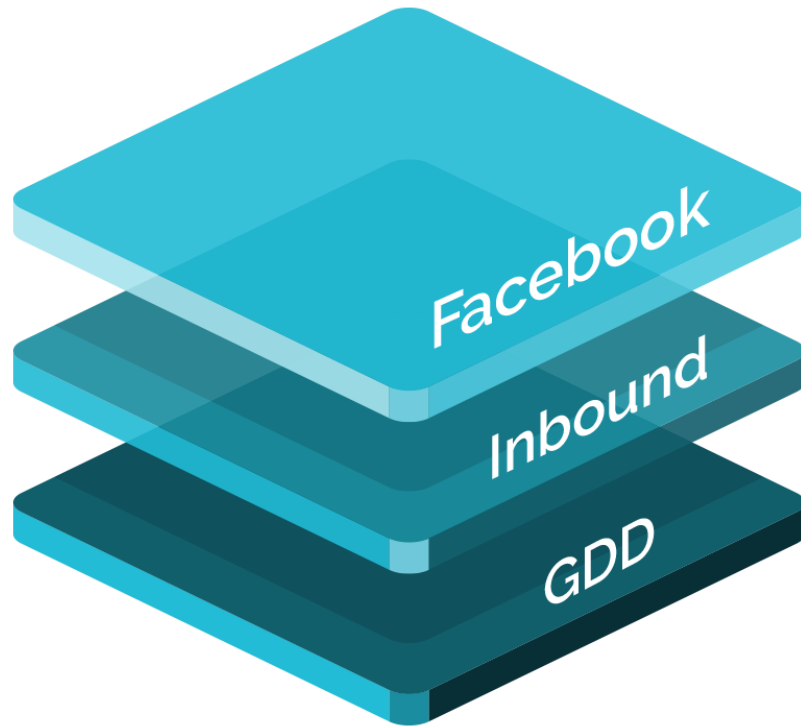
3 Middle of the Funnel: Convert Visitors → Leads

	THEN	NOW
LEAD	Interest + email address	Interest + handle
GOAL	Keep visitors engaged on your website	Keep visitors engaged across the web
PROCESS	Complete website form	Subscribe on Messenger, one-click on lead or Messenger Ads

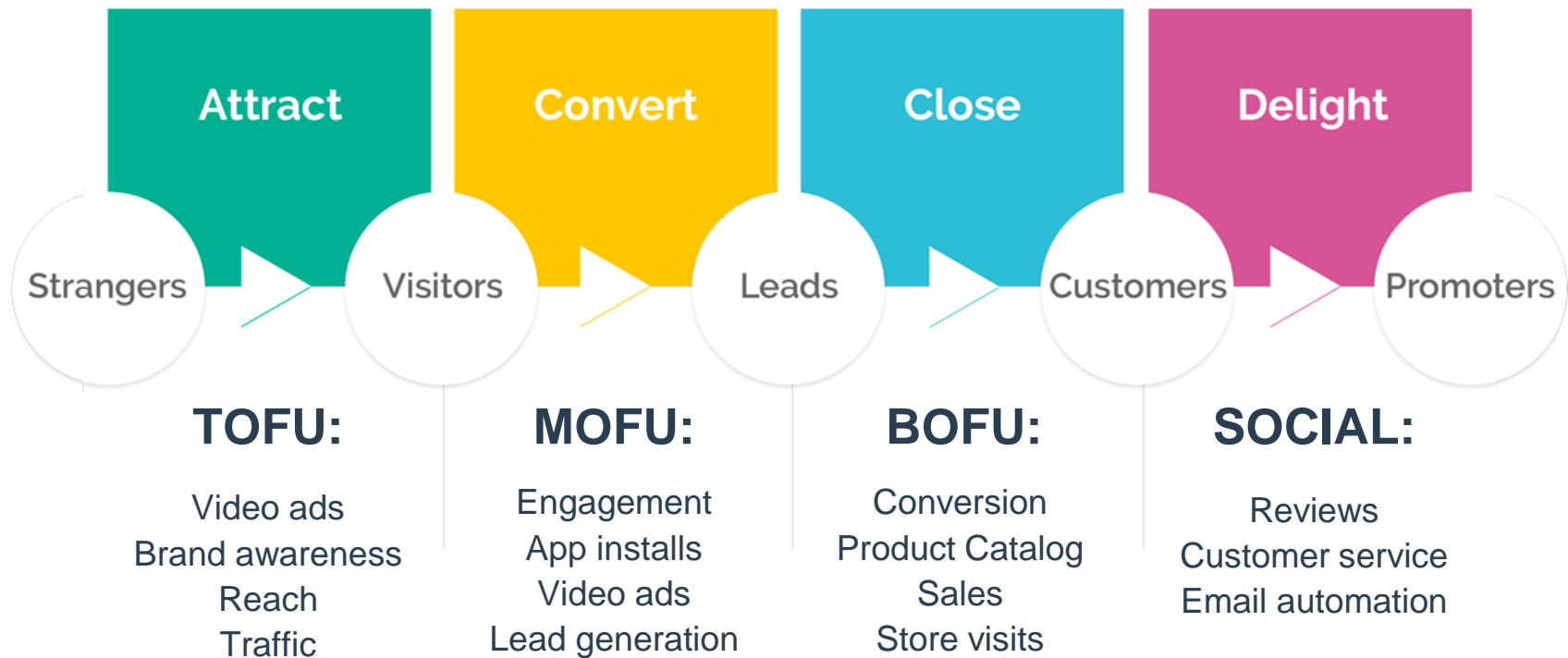
**More access, better targeting and video
are making FB Ads an important part of
our marketing stack.**













OUR APPROACH



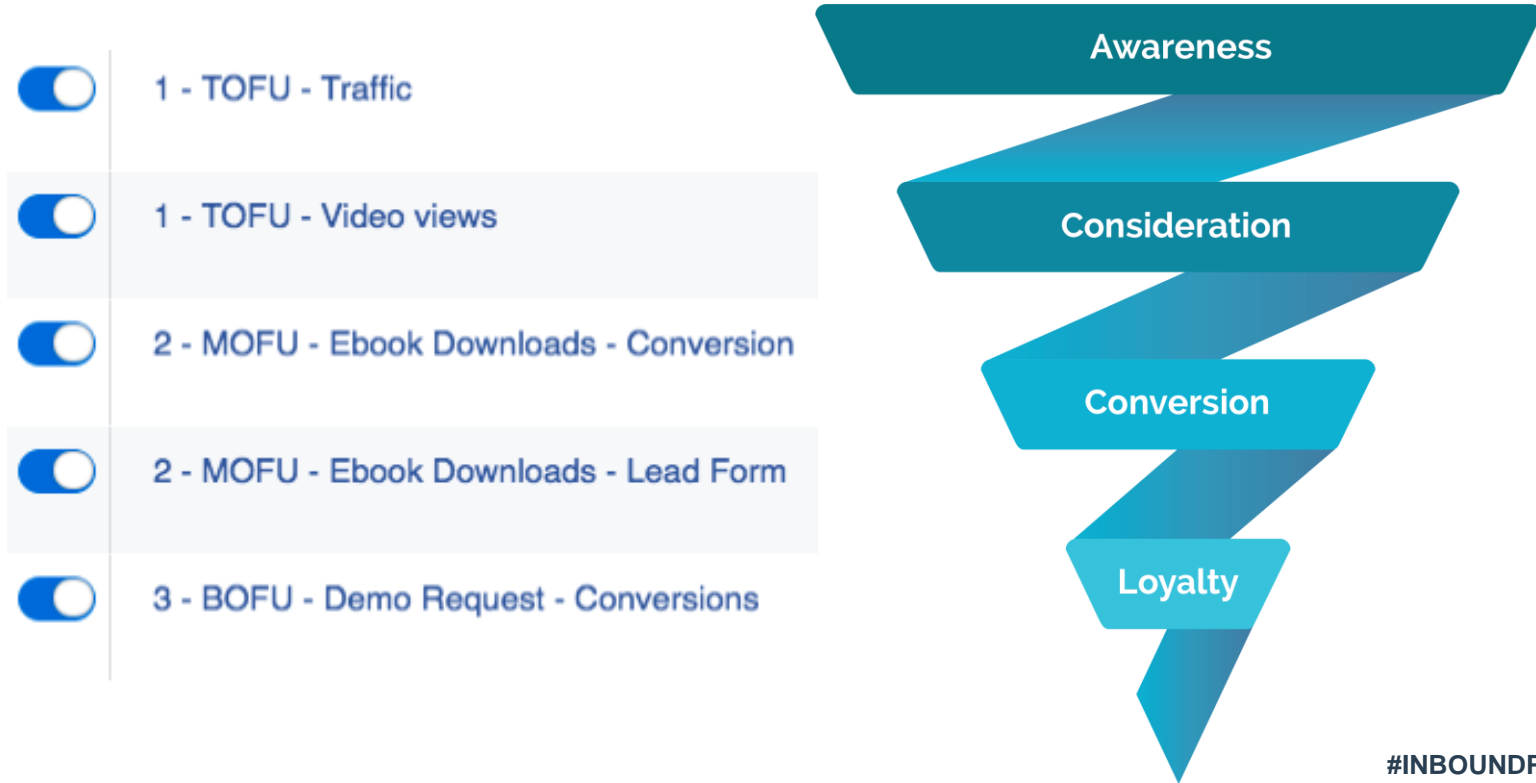
INBOUND + FB ADS



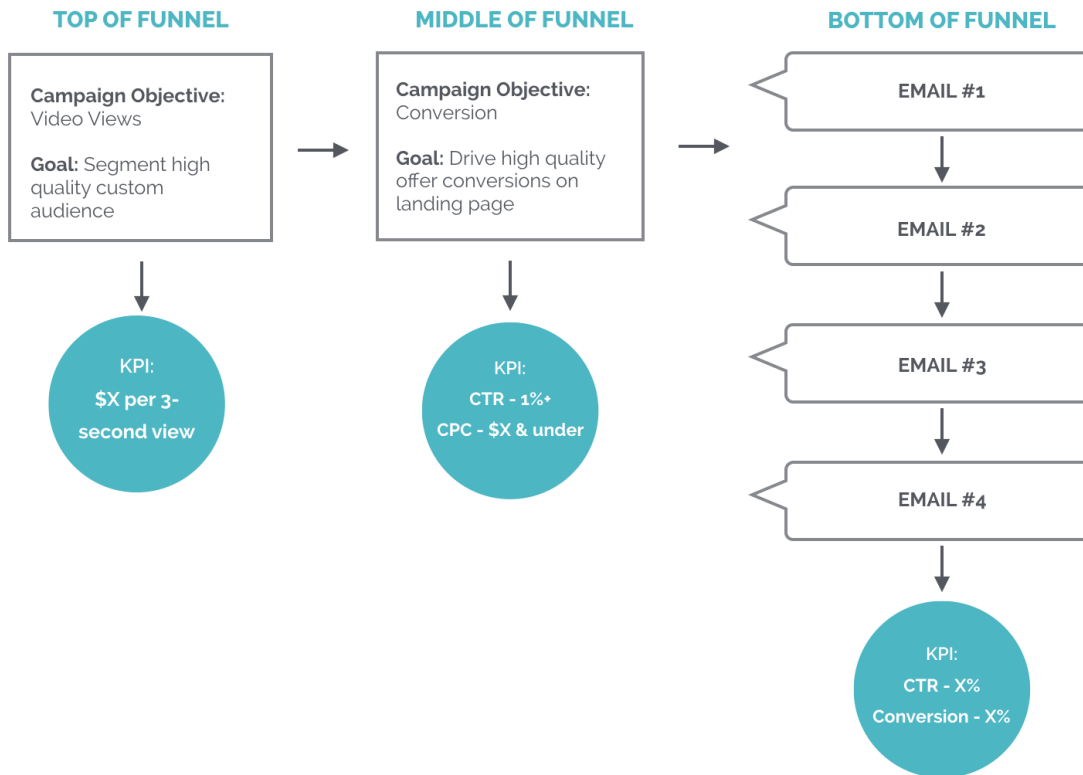
BUYER'S JOURNEY

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Product catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	

FACEBOOK ADS MATCHES THE BUYER'S JOURNEY



LEADGEN FUNNEL

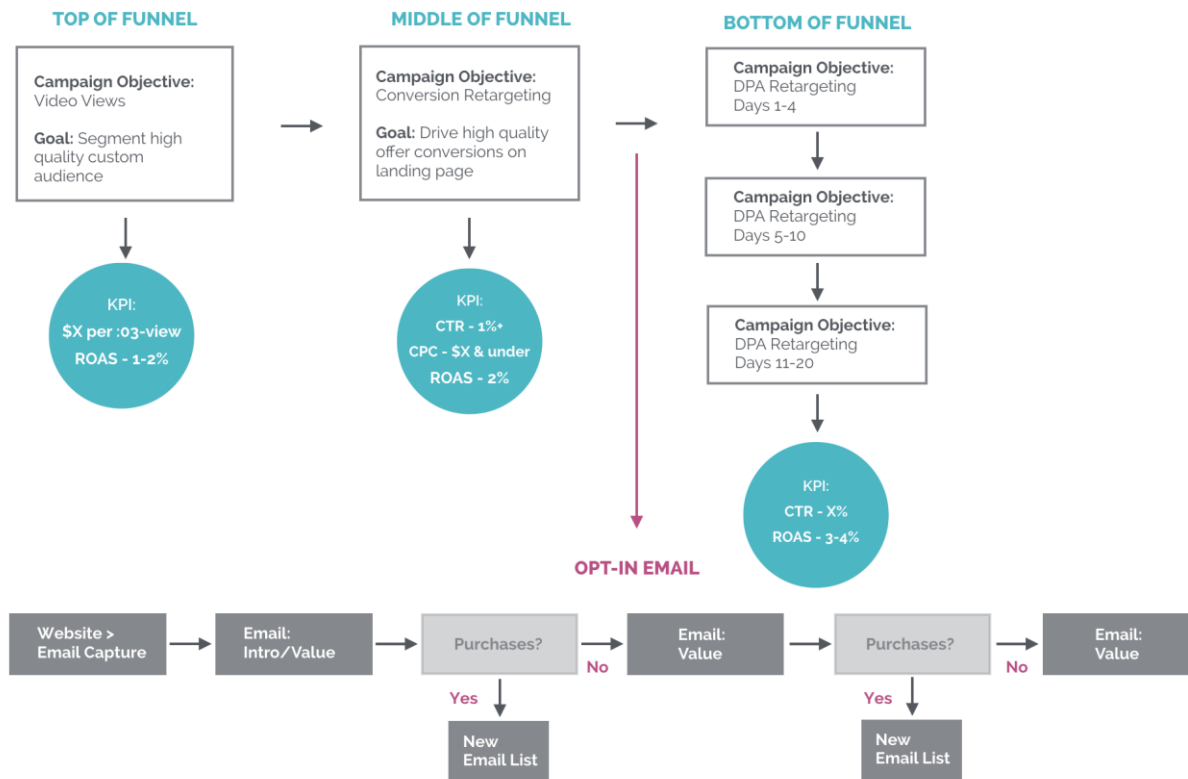


32%

Conversion rates from ads

LEADGEN

ECOMM FUNNEL



14:1

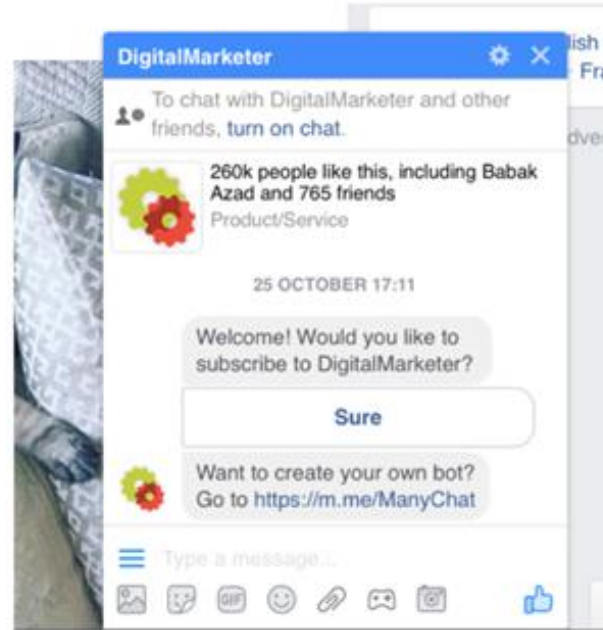
Return on Ad Spend

ECOMMERCE

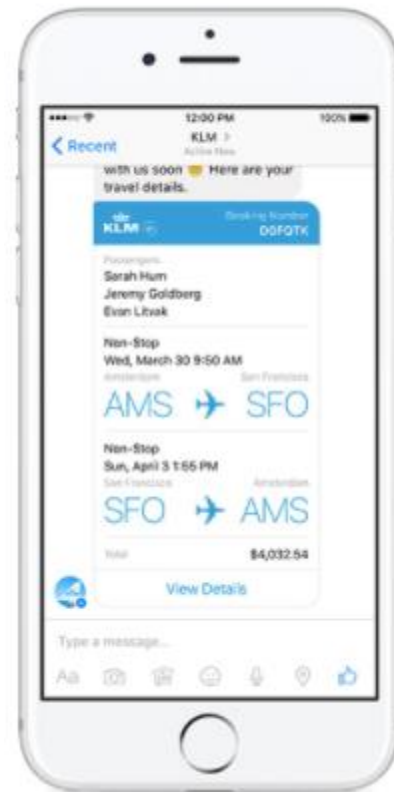
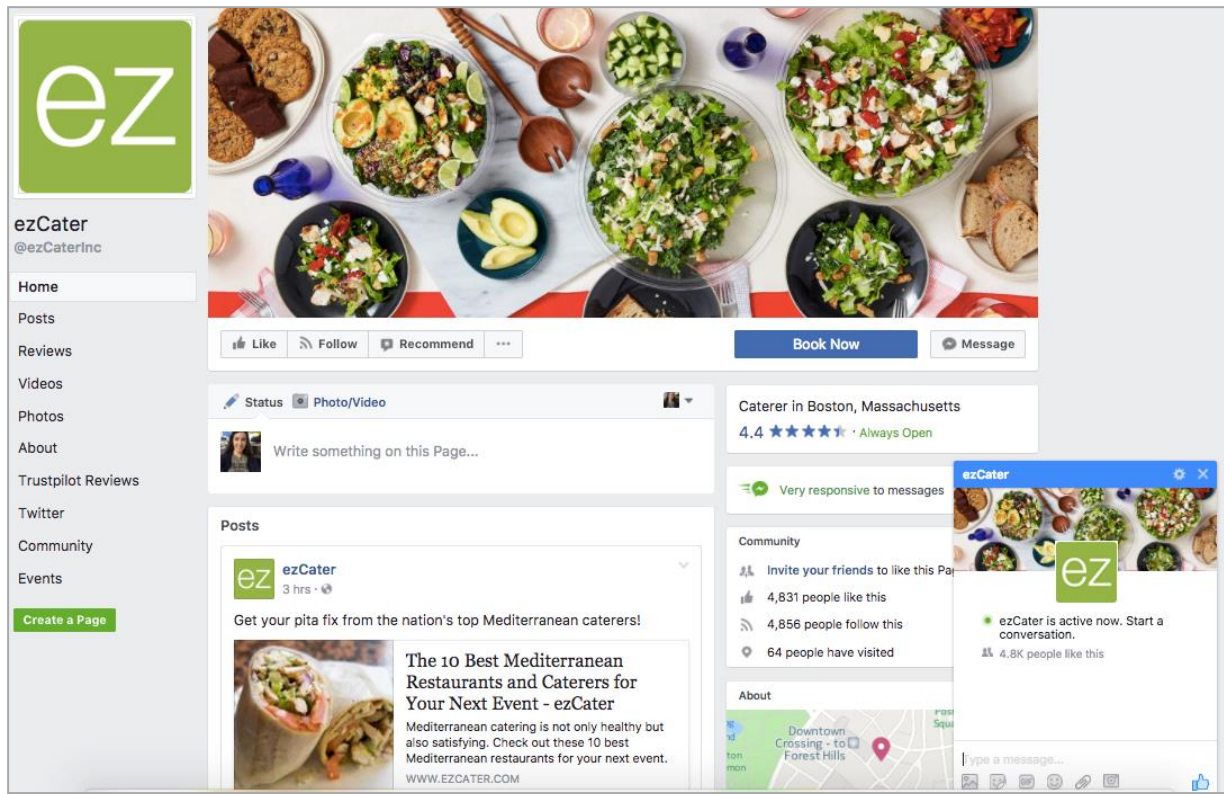
ADS MATH

www.hubspot.com/ads-calculator

MESSENGER ADS



MESSENGER ON BUSINESS PAGES



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HUBSPOT'S OWN MESSENGER RESULTS

Paid			
	E1: SEA: Webinar Ad -> Rego Bot	Control	Improvement
Click --> Submission Rate			296%
Cost Per FB Subscriber			
Cost Per Lead			477%
Cost Per MQL			396%
Email Supplement/Alternative			
	Broadcast 4 Week Performance	Email 4 Week Performance	Improvement
Open Rate			242%
Click Rate			609%
MQL/Delivered			694%

**4 Close
Leads → Customers**

**MAKE THE
SALE BY...**

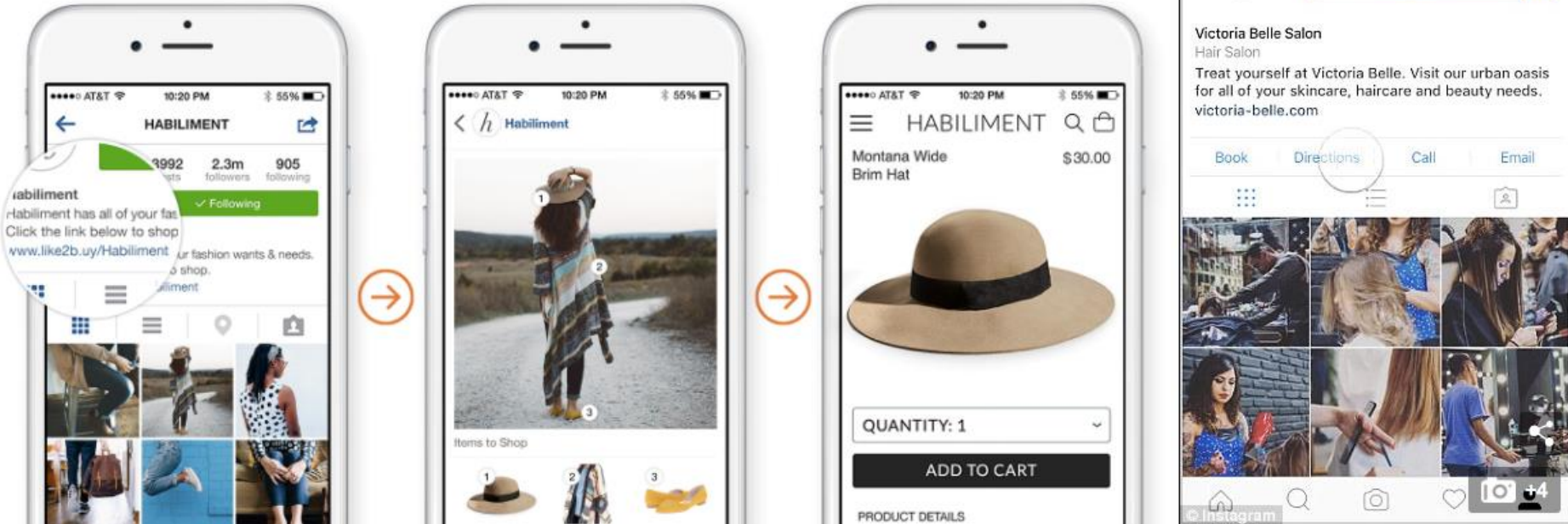
THEN

...by phone
...by email

NOW

...by phone
...by email
...by chat

BOOK & BUY ON INSTAGRAM



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B2B... BOTTOM OF THE FUNNEL



SOCIAL MEDIA NOW - RECAP



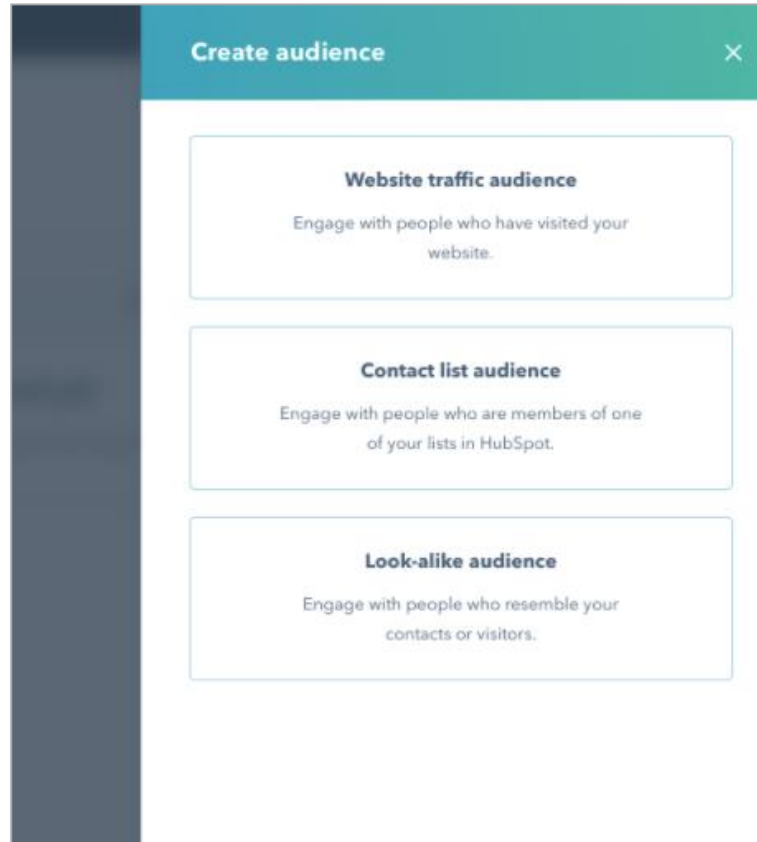
5 Delight

ATTRACT – LEAD ADS



ATTRACT – INSTAGRAM

CONVERT – SMART LIST RETARGETING



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HubSpot Acquires Motion AI

The power of bots at your fingertips, free

Technology has changed the way we communicate. Today, people expect to interact with businesses when, where, and how they want.

Bots allow us to do exactly that, helping growing businesses scale one-to-one communications.

With HubSpot's Motion.ai acquisition, soon anyone will be able to build a chatbot to communicate with customers on their terms – no technical skills required.

HubSpot Bot

Hi there! 🤖

Today at 3:22pm

We've acquired Motion.ai, the #1 cross-platform bot builder. 🤖

I'm sure you have some questions. What would you like to know?

What's a bot? Why Motion.ai?

What's new for SlackFlow?

Type something...

Send

HubSpot

Coming in 2018 - Make sure you don't miss out

HubSpot and the Motion AI team are already hard at work, building bot technology into the core HubSpot platform. Our mission? Bringing chatbots to the masses and enabling businesses to better engage, convert, close, and delight their customers across every channel at scale.

Bots will be available as part of HubSpot CRM Free. Sign-up for your free account and you'll automatically get it when it's live.

Sign Up for CRM Free

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SELLING FACEBOOK ADS

Setup

- Full Funnel Build
- \$2,500 - \$15,000

Retainer (add on/stand alone)

- 3-month minimum
- \$2500 - \$10,000

Commission

- 3-month minimum
- \$ per lead
- % per net new; % cart abandonment

Q & A

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THANK YOU

#INBOUNDPARTNERDAY