

The Benefits of Leveraging HubSpot Free to Acquire New Customers

Presented by

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Guillaume Delloue, Principal Channel Consultant



Allie Hughes

Founder/CEO, Hughes & Co. Inc.

Runs agency team of 15

HubSpot partner for 4 years

Professional speaker

Sometimes University instructor

Owner of Canada's 2nd bank... EVER!



Guillaume Delloue

Principal Channel Consultant,
HubSpot

5+ years as a web marketer (agency & in-house)

Led teams at two Boston-based startups

Name translates to “William” in English

AGENDA

1. Freemium Positioning
2. The New Buying Cycle
3. Freemium to Premium
4. Consulting Tips
5. Q&A

1 Freemium Positioning

HubSpot CRM FREE

A free HubSpot account includes core platform features plus limited functionality from each of the Hubs

Marketing

Lead forms
Collected Forms
Kickback Emails
Etc.

Sales

Email Notifications
Documents
Templates
Calling
Etc.

Customer

Helpdesk
Etc

Contacts | Conversations | Reporting

So what's in HubSpot CRM Free?

FREE MARKETING FEATURES

1. Contacts
2. Lead Flows
3. Collected Forms
4. Kickback Emails
5. Facebook Lead Ads

FREE SALES FEATURES

1. Deals
2. Tasks
3. Templates*
4. Meetings*
5. Documents*
6. Calling *

FREE CUSTOMER FEATURES

1. Helpdesk

2 The New Buying Cycle

The background is a solid teal color. In the top-left corner, there is a large, light-teal circle with a smaller, darker-teal circle inside it. In the bottom-right corner, there is a large, light-teal circle and a smaller, darker-teal circle. The text "We have changed as buyers." is centered in the middle of the image in a white, sans-serif font.

We have changed as buyers.

The background is a solid teal color. In the top-left corner, there is a large, light-teal circle with a smaller, darker-teal circle inside it. In the bottom-right corner, there are several overlapping circles and arcs of varying shades of teal, creating a modern, abstract design.

We used to trust expertise.

The background is a solid teal color. In the top-left corner, there is a large, light-teal circle with a smaller, darker-teal circle inside it. In the bottom-right corner, there is a large, light-teal circle and a partial view of another circle below it. The text "Then we sought data and information." is centered horizontally in a white, sans-serif font.

Then we sought data and information.

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Now we want proof.

Use all three tendencies?
Hello higher close ratio.

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Since Hubspot Free we've
closed 30% more
retainers.

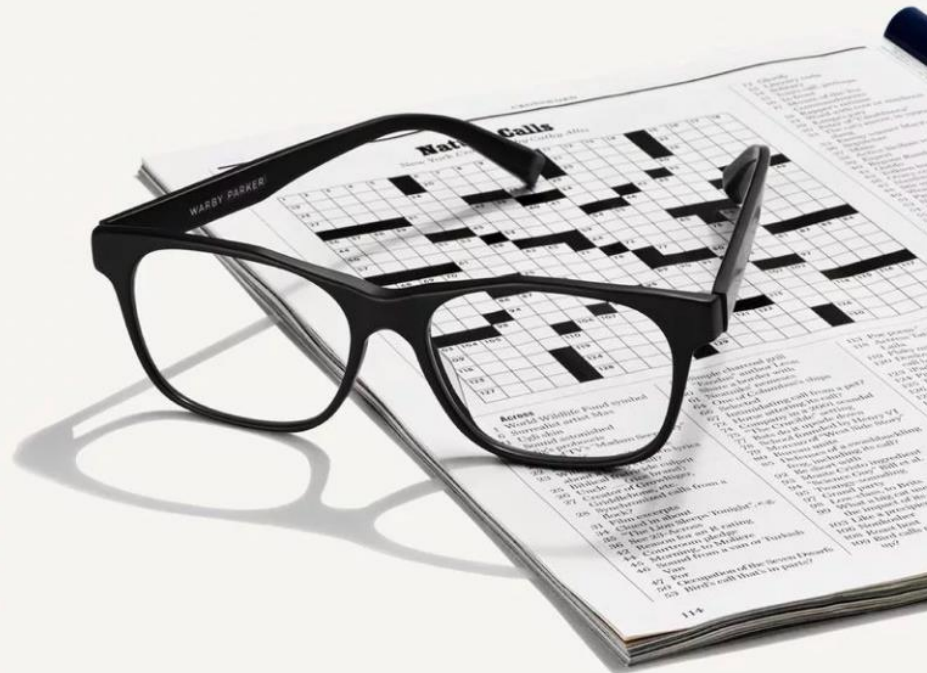
TRY BEFORE YOU BUY MENTALITY

- Brands are changing the way that customers learn about, interact with and fall in love with their products.

Find your perfect frames

Answer a few quick questions and we'll suggest some great-looking frames to try on at home-for free!

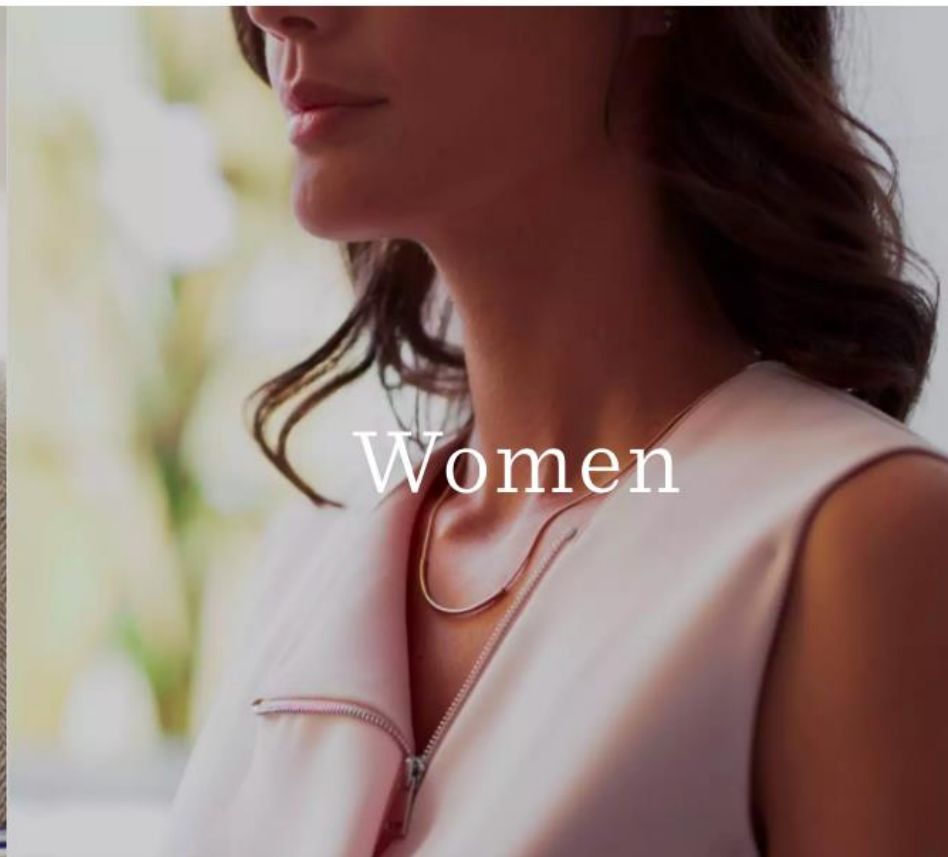
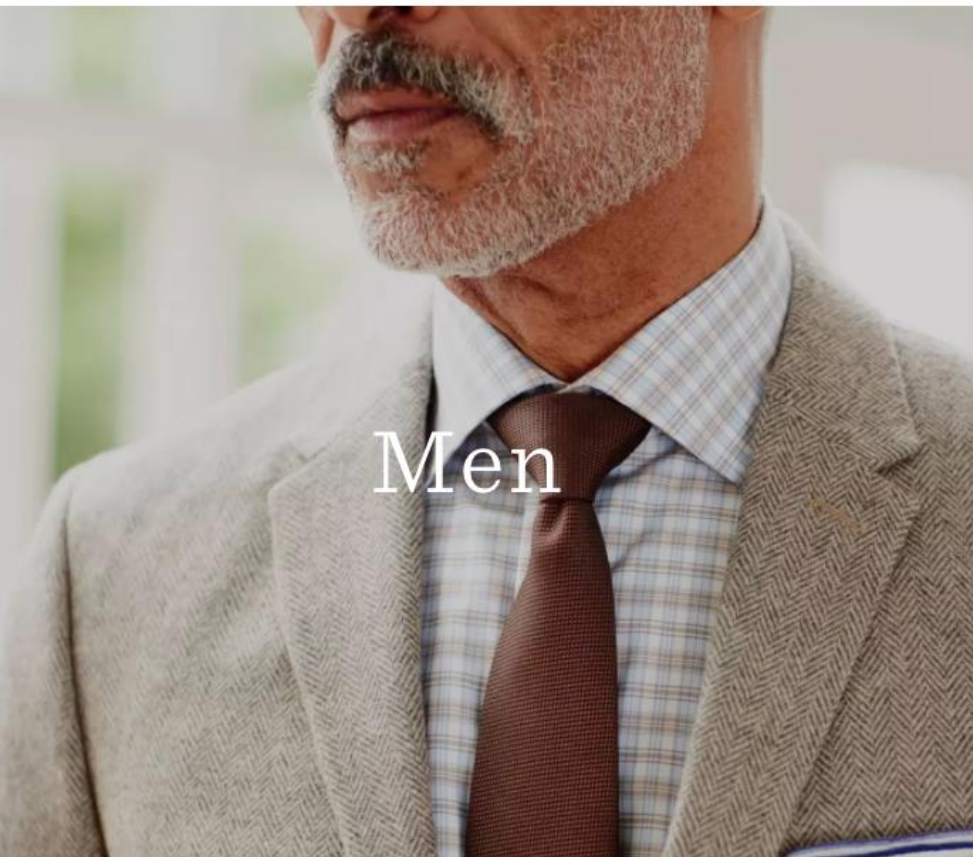
Take the quiz



[SIGN IN](#)

TRUNK CLUB

[MENU](#)





THE CASPER QUEEN MATTRESS

The Casper Queen mattress has an award-winning sleep surface that contours to your body and keeps you cool through the night. The Casper Queen Mattress is 60" wide and 80" long, making it ideal for ...

[Read More ›](#)

60" X 80" X 10"

[Size Guide](#)

Ready to Ship

\$950**ADD TO CART**Starting at \$159/month with **affirm**

OR

TWIN

TWIN XL

FULL

KING

CAL KING

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What are your examples of
freemium campaigns?


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We create these funnels
for our clients.

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Are we delivering the
same for our agencies?

Some statistics to remind you that in addition to changing the way the world does business, you're here for a very compelling reason.

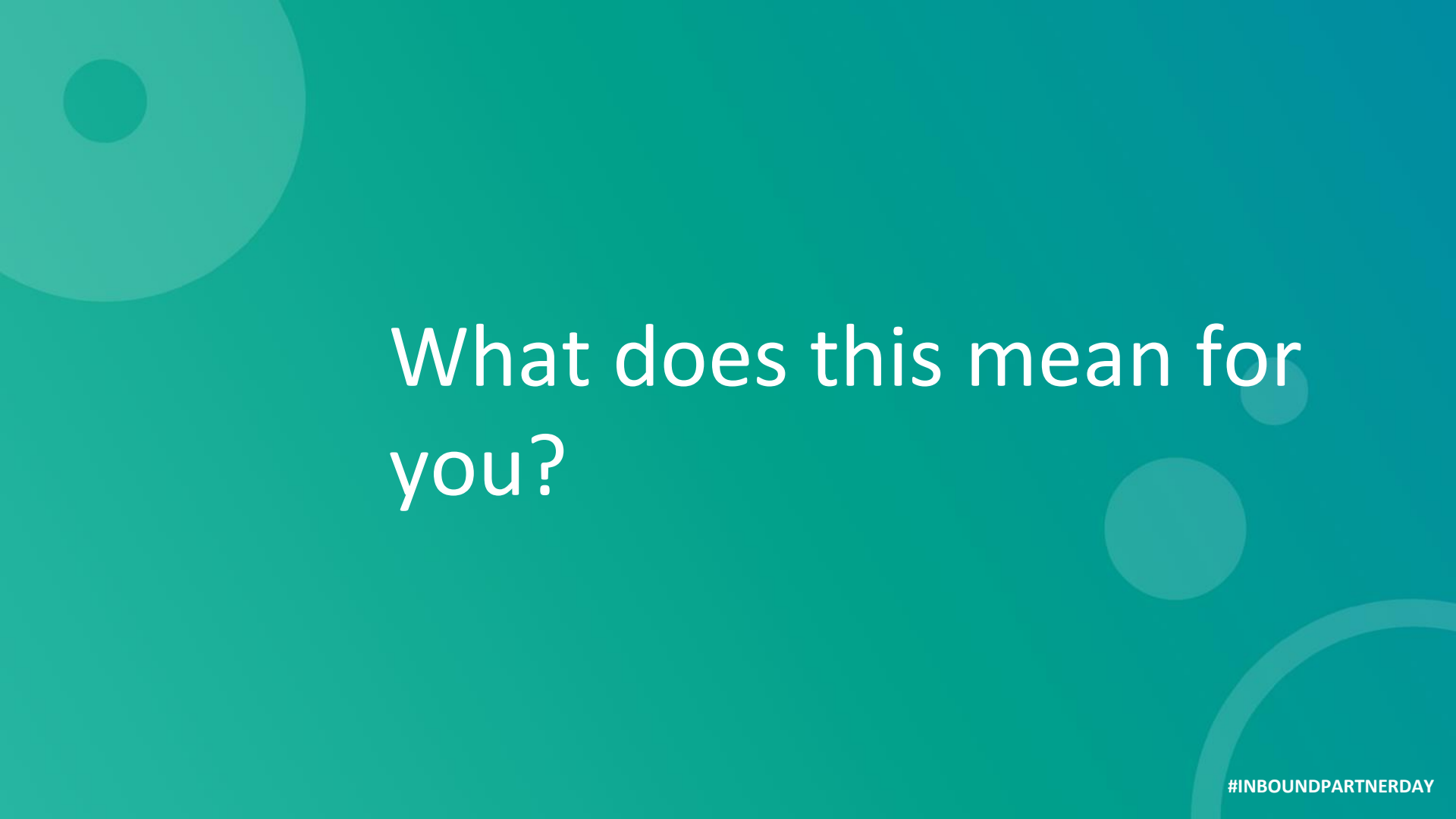
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There are more than
120,000 agencies in the
US alone.

As of 2015, \$43.6 billion
dollars had been invested
in digital.

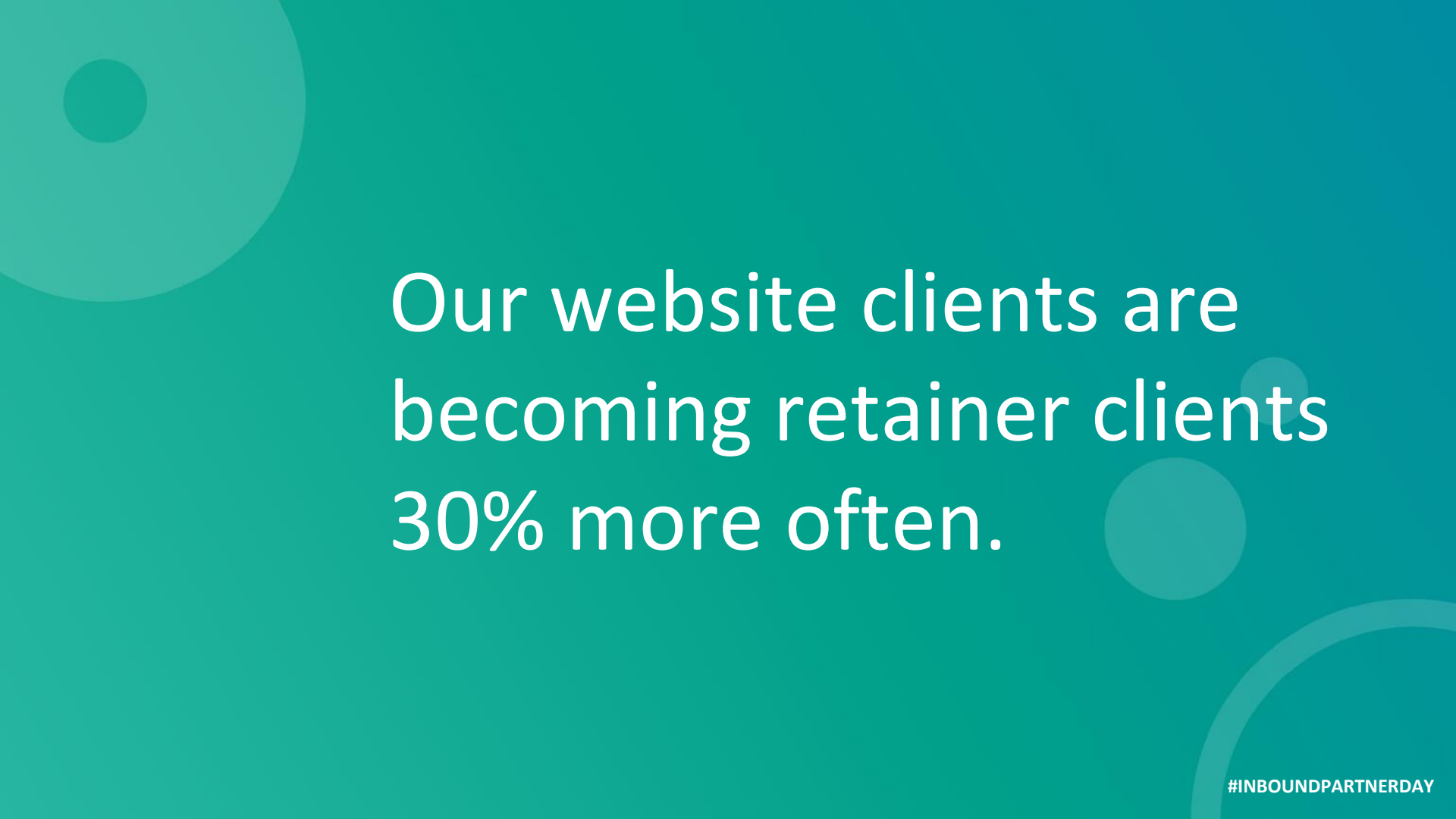
The average tenure of a CMO is 44 months.

WALL STREET JOURNAL

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What does this mean for
you?

3 Freemium to Premium

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Our website clients are
becoming retainer clients
30% more often.

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We land project work on
sites we built 85% of the
time.

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How are we doing it?

**You need to promise, deliver and prove
value at every step of the process.**

HUBSPOT FREE STARTS THAT PROCESS.

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Why your agency?

You are an inbound agency.

READ: You see the marketing / business
relationship differently.

**You draw the line between sales
and marketing.**

**READ: You provide value to more than one
department.**

**You ask
different questions.**

**READ: you are results oriented in your approach
to doing business with them.**

You have this tool.

**READ: you are not afraid of being accountable
for ROI, always**

Strategy Style: The Hook

THE STRATEGY HOOK

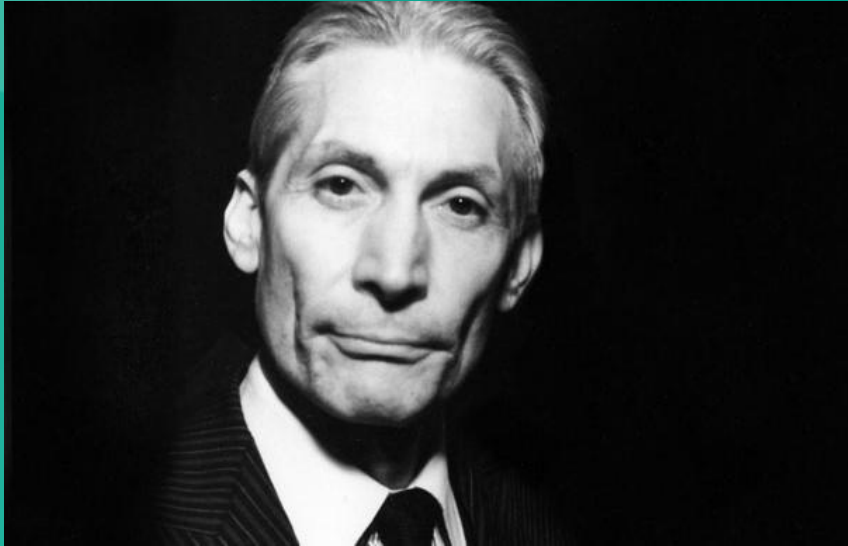
Over deliver on value:

- Inbound Marketing Plan
- Strategy Session
- Personas

“We need what they’ve got” ... “No other agency is speaking this language, only they can deploy this for us”

Strategy Style: By the Persona

(Cautious) Charlie Watts



- Wants to see a proven track record of results for a company in the same industry, revenue size,
- Wants references and case studies
- Uses up a tremendous amount of your free time during the sales process
- States that his timeline is a far ways away, still wants to collect a lot of information

(I don't get it) Ronnie Wood



- Interested, but doesn't see how inbound would work for his business
- Can't quite understand how a website can generate leads
- Requires a lot of time in the sales process, sees this inbound concept as something that is theoretical

(Mismatch) Mick Taylor



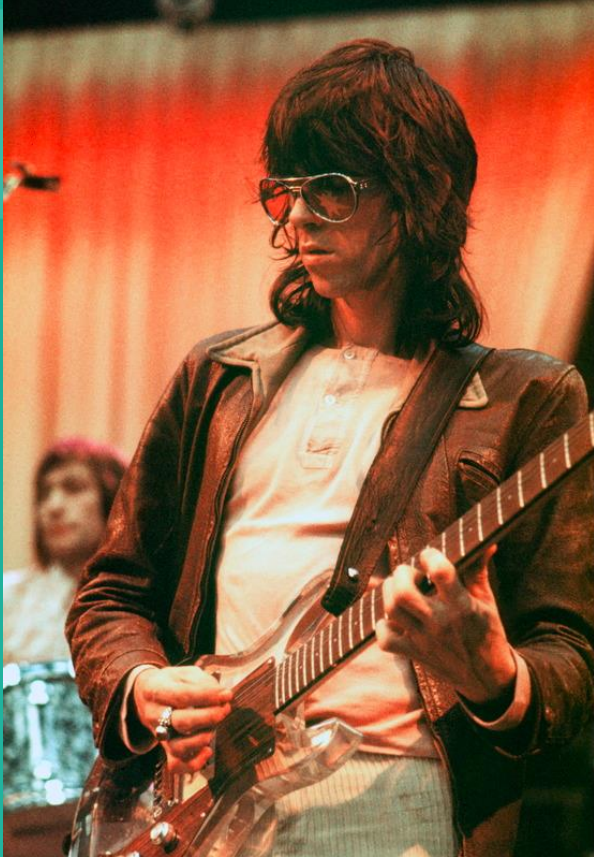
- Prospect is not a great fit for your solution
- Ex. Dentist, Small Law Practice
- They have the right pain points that you are looking to help business solve
- On paper, they have potential and would be a great fit for your services
- They just don't quite fit model of clients that you work with

(Unpredictable) Mick Jagger



- Exciting and fired up prospect
- Has a concrete painpoint that you can assist with
- Very easily distracted
- Priorities constantly change, goals remain the same
- Hard to nail down, and to get to commit to a plan

Keith Richards



- No concrete goals or benchmarks
- Open to all of your suggestions
- Perfect fit business
- Has budget
- “Yes man”

CASE STUDY

Launched on September 18

Industrial supply company

Specifically, tools to help you stay standing

Niche market

Co-brandable

Lead supply... unlimited



Pre-Growth Oriented Site

- 1-2 inquiries per week
- Challenges in sourcing the *right* prospect
- Text heavy digital presence that over-sold and under-delivered

New Website

- 5 inquiries on day one (3 organic, 2 referral, 1 social)
- Minimal change to the volume of traffic
- Their new messaging, offers and image are selling them as the innovative tool that they are

CREATE DATE ▾
Today at 10:08 AM
Yesterday at 4:25 PM
Yesterday at 12:09 PM
Yesterday at 9:33 AM
Yesterday at 6:27 AM

Sales Strategy

- Hubspot Free deployed on DAY ONE of launch
- Training on website and basic Hubspot features (same training session)
- Enter our Sales Director to get the conversation moving

Our process for Adding a Portal

The Favours

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**New type of lead
coming in.**



justin

September 19th at 10:08 am

Company Name

Create Date

Sep 19, 2017 10:08 AM

Email

justin

First Name

justin

Message

looking to put cleats on all my power units this winter. can you send a sample for us to look at and try on?

Number of Employees

100

ProductofInquiry

k1 Series Midsole

SelectSize


M

Subject

cleat

[Hide 9 updated properties](#)

#INBOUNDPARTNERDAY

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**The more you know,
the better you do.**



justin [redacted] viewed page [Geroline » K1 Series Mid-Sole Ice Cleat](#) and 2 other pages

September 19th at 10:13 am

Today at 10:13 AM EDT



Viewed [Geroline » Contact us](#)

Today at 10:09 AM EDT



Viewed [Geroline » Gripping Stories](#)

Today at 10:07 AM EDT



Viewed [Geroline » K1 Series Mid-Sole Ice Cleat](#)

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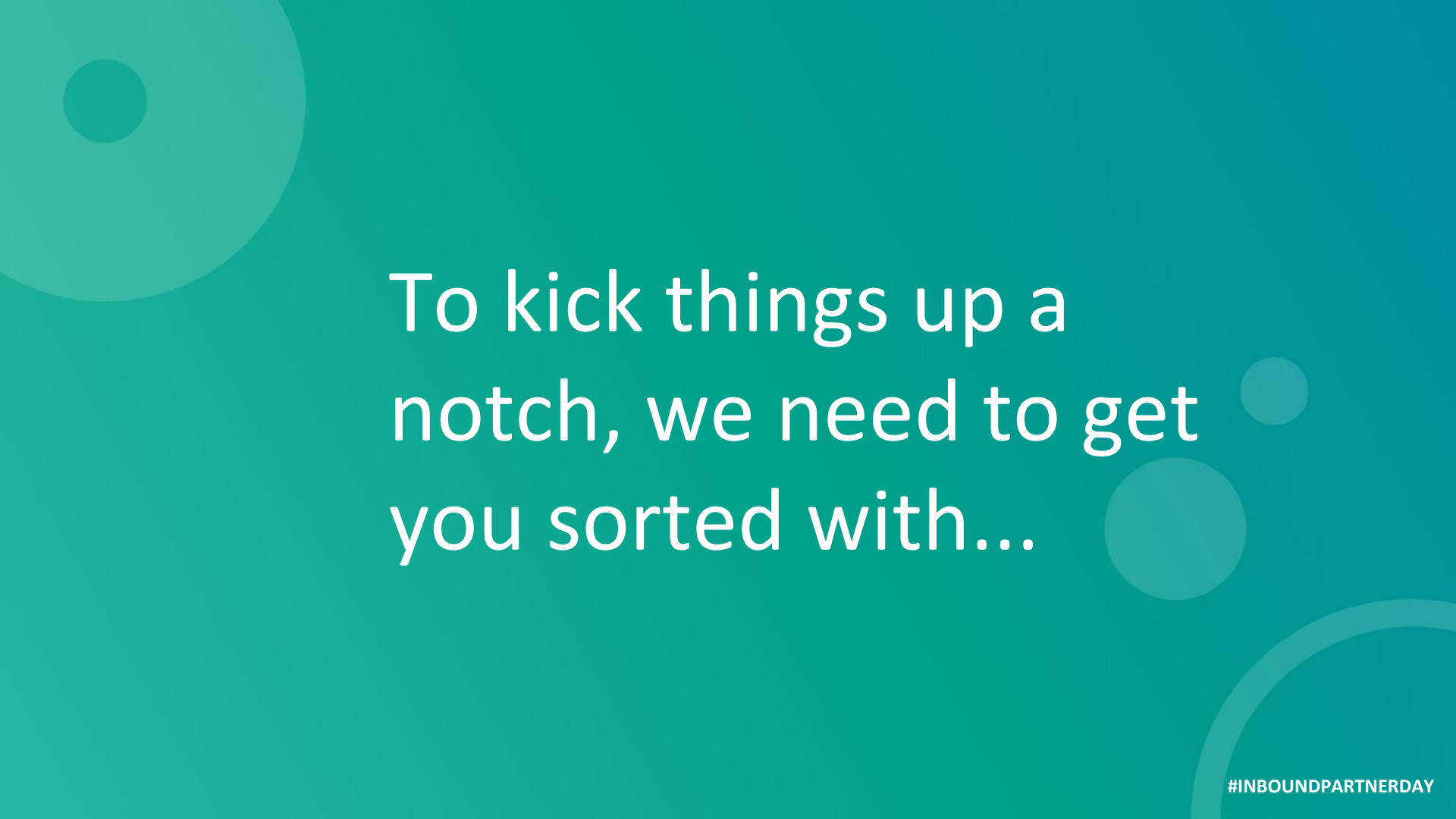
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**We want to show
you what we've
accomplished for you.**

You only have 7 days remaining in your 7-day access to website activity details for this contact. To maintain access to pageview data, upgrade to HubSpot Marketing Starter now.

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Our client is excited!

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To kick things up a
notch, we need to get
you sorted with...

Custom Fields

Persona Development
Gated Content Strategy

Hubspot Brand Free

Lead Capture

Conversion Path

Lead Flow

Database Management

Progressive Data

Reporting
Data Based Decision Making

**The cost of our
agency deploying
that would be
insurmountable
without Hubspot.**

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Here is our proposal.

Note: This client is getting started!

**Another example? How are you
deploying freemium to premium?**

From Basic to Pro

Marketing Automation

The holy grail of upsell in the
Hubspot portal game.

Getting the Business

WHAT WE KNOW FOR SURE:

- Your language is business oriented.
- You are not afraid to report KPI's.
- You love the ROI discussion.
- You are DIFFERENT!

WHAT ARE THE OBJECTIONS?

- Money.
- Time Required.
- Organizational Transparency.
- Competitor is “better”.
- And also, Money.

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Your ace in the hole?

Objection: Money

Solution: We give you a data-founded strategy, we report on it to you and we do that with a free tool.

Objection: Time

Solution: We can be as hands-on or hands-off as you need? Don't have time. No problem, we do. Give us resources, watch us win for you.

Objection: Transparency

Solution: We can tier your access so that you don't give information to people who shouldn't see it. Also, fire over your NDA, we know that success is often quiet.

Objection: Competitor

Solution: I hope that you see that we like the open communication of hurdles we have to overcome. So what are the boxes that we aren't checking for you?

Objection: Also, Money

Solution: What we find is that when we plug in this tool, we add visibility to where revenue comes from. We are going to be net positive. Let's start by plugging it in, get your marketing paying for itself and then scale up.

The background is a solid pink color. It features several decorative elements: a large, semi-transparent pink circle in the top-left corner; a smaller, semi-transparent pink circle below it; a medium-sized, semi-transparent pink circle to the left of the main text; and a large, semi-transparent pink arc in the bottom-right corner.

4 Consulting Tips

1. FREE SOFTWARE ≠ FREE SERVICES

- Too many Partners work for free or don't charge enough
- Set a time limit on any freemium engagement
- Never forget: expertise > product

2. POSITION FREEMIUM IN RELATION TO PAID

- Freemium is foundational but not sufficient for inbound marketing
- Communicate the difference between Free, Starter, Basic, Pro and Enterprise

3. STRESS THE VALUE OF A HEALTHY DATABASE

- A quality database is worth its weight in gold
- Not just a list of contacts, it's future revenue
(prospective customers, referrals, repeats etc.)

4. LEAD WITH LEAD FLOWS

- Lead flows are the easiest way to show value with the least amount of effort
- Use them to establish baseline conversions (esp. for websites with little to no marketing optimization)

5. FACEBOOK IS THE NEW GOOGLE

- Facebook & Google own 8 out of the top 10 apps in the App Store
- Set up Lead Ads and think about your client's Facebook strategy (paid & organic)

5 Q&A