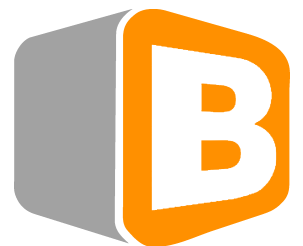


Conversion Science Made Easy

Achieve 10x Growth with
one simple equation.



The Brand Builder Solutions Alignment Factor will change your online marketing results in an extremely positive way.

Your ultimate goal of inbound marketing is to exceed your revenue projections and have the most hassle-free access to the customers who demand your services.

You understand inbound marketing and know its full potential,

but you may not be reaching it.

You have an idea of what has made you successful and you have a wishlist of what you want to do as you move forward with your inbound marketing ecosystem.

However, if you have not performed an expert review of your efforts with all of the tools available, you may not have your plan and the most effective path to success in alignment.

This alignment of your plan with your goals is the most important factor of your inbound efforts.

Here's the proof. Let's take a look at very simple example. Todd has a business that is very lead driven. He has been using HubSpot for over one year and has seen returns. Todd is an inbound pioneer with an open mind and his business has succeeded with marketing innovation.



About Todd:

Todd sells a product called "Hope." He is very knowledgeable from all of his training with HubSpot. He knows he can always do a better job with his Inbound Marketing because as Todd, you, and I know: Inbound Marketing is never a finished project.

Todd's Problem:

Since he started focusing on Inbound Marketing, Todd's leads have gone from 5 per month to 10. However, they have been at 10 for six months and have not increased. He has some theories on how to improve, but isn't positive any will work and is cautious about changing his mix.

Todd's Solution:

Todd received a call from an SEO group not affiliated with HubSpot that promised him a 50% increase in organic visits and estimated he could get to a 50% increase in leads per month by the end of the year. Todd has agreed to pay them a fee of \$10,000 to do their SEO magic.

The Question:

Although this is a common scenario, Todd never went through an advanced evaluation before he made his decision. Despite his technical knowledge of his HubSpot solution and his 90% Marketing Grade, he did not completely grasp the key factor in a HubSpot Inbound Marketing Solution. He had a general knowledge of the sales funnel, but did not evaluate his efforts based on best practices or proper sales funnel oriented design and implementation.

What Todd didn't realize was that he was already doing well with his traffic.

He had **100 visitors a month** coming in from referrals.

He had **1000 visits per month** that were organic.

And in the end he had **2,000 total visits**.

His visitation numbers are a Top of Funnel metric. He was performing above average for his product and had improved greatly since he started with HubSpot.

Todd's issue was not more traffic. **But that was his answer.**



The Brand Builder Solutions Equation:

Take this simple equation just for a homepage:

Visitors x Attention x Interest x Decision x Action (AIDA)

Visitors x CTA Clickthrough % x Landing Page Submission %
x Email Nurturing Success % x Close %

Todd's baseline metric:

2000 Visitors x 2.5% CTA Clickthrough (50) x 20% Landing
Page Submission (10) x 20% Nurturing Success (2) x 50%
Close (1).

**For every 2000 visitors, Todd gets 10
submissions and 1 deal.**

If he increases his visitors by 50% and
that is all he does, he will close 1 extra
deal every two months, and 6 more
deals per year.

A Better Outcome:

If Todd had performed an **Advanced Evaluation with Brand Builder Solutions** he would have seen that he could close more deals at a much lower cost per lead.

Brand Builder Solutions examines the most important facets of your website and best practice implementation.

By doing this, a business like yours (or Todd's) could greatly benefit.

Here's why.

With an advanced analysis, we identify what part of the funnel is the weakest. We outline what is needed to improve blind spots and weakness and build on strengths.



First, it turns out that Todd hasn't changed his CTA set in over 6 months. That means that his CTA yield could have been much higher- **5% vs. 2.5%**.

Second, his landing pages were demanding a decision (Middle of Funnel), but came through a Top Of Funnel CTA. By making an adjustment, the submissions have gone from **10% conversion to 30%**.



Todd had been doing a good job with email marketing. However, there were some segments where the message didn't bring the customer through the funnel. One segment was stuck in a loop of Top of Funnel correspondences. By changing this, Todd has improved his Email Nurturing Success from 20% to 30%.

As always, Todd is a good closer and he continues to baseline at a 50% close ratio when he speaks with a well qualified lead.

Let's return to the Brand Builder Solutions Equation.

This is where Todd was at originally:

$$2000 \text{ Visitors} \times 2.5\% \text{ CTA Clickthrough (50)} \times 20\% \text{ Landing Page Submission (10)} \times 20\% \text{ Nurturing Success (2)} \times 50\% \\ = 1 \text{ Closed Deal}$$

After a Brand Builder Solutions Advanced Evaluation and some implementation, this is where he is:

$$2000 \text{ Visitors} \times 5\% \text{ CTA Clickthrough (100)} \times 30\% \text{ Landing Page Submission (30)} \times 30\% \text{ Nurturing Success (9)} \times 50\% \\ = 4.5 \text{ Closed Deals}$$

Todd now Closes 4.5 Leads per month from that channel vs. 1 originally and 1.5 with his SEO group. That is that is 3 more deals per month than the SEO solution and 200% increase from the SEO solution.



Todd used to have **12** leads per year from this channel and now has **54.**

The biggest problem most HubSpot customers face is that they focus too much on a small set of tools and tactics instead of the whole package.

See what is included in the [Brand Builder Solutions Advanced Evaluation](#).

Evaluate Current Efforts

Step 1. Self Evaluation

We will send you a Self Evaluation for purposes of determining where you believe you are strong, where you believe you have opportunities, and evaluate your Inbound knowledge.

Our intent is to have your Plan in alignment with your Goals.

Step 2. Interview

We will interview you and your team for one hour to elaborate on the Self Evaluation and have a dialogue specifically tailored to your business. We will also listen to your experiences of what has been successful and where you see some opportunities. Additionally, we will also find out what limitations, if any, you are currently facing so they will be considered during our analysis and recommendations.

Step 3. Metrics

There are 3 areas of metrics we will evaluate.

1. HubSpot Tools

- Keyword Analysis - Identify growth areas
- Email Review
- Landing Pages Performance
- CTA's Performance
- Conversion Analysis
- Lead Segmentation Analysis
- Blog Analytics
- Social Analytics
- Form Performance
- Competitor Suggestions

2. Google Analytics

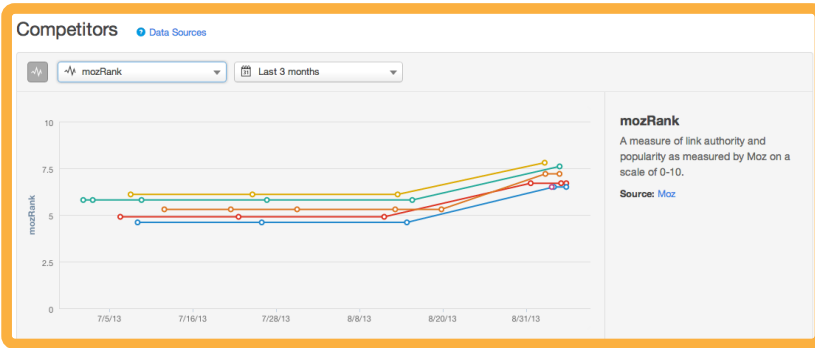
- Behavior Flow
- Keyword Analysis
- New Business Source Growth
- Organic Visit Trends
- Incremental Organic Group Analytics (Terms not associated with pre-existing company knowledge)
- Exit Pages
- Page Speed

3. External Tools

- Behavior Analytics
 - Heatmap of Visitor Interest
 - Scroll Mapping (Shows if content below the fold is being viewed)
- Performance Analytics
 - Site Crawling Effectiveness
 - Search Friendliness
 - Site Authority

The analytics will provide baseline measurements and benchmarks and performance over time. This will point out successes and opportunities that are not as obvious or anecdotal.

HubSpot Tools



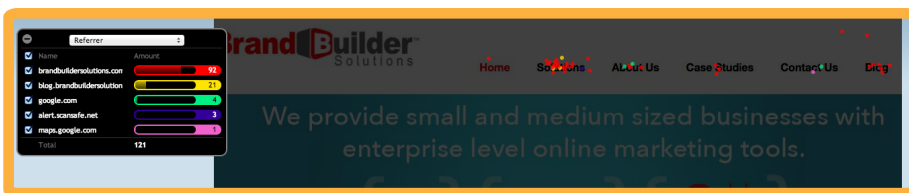
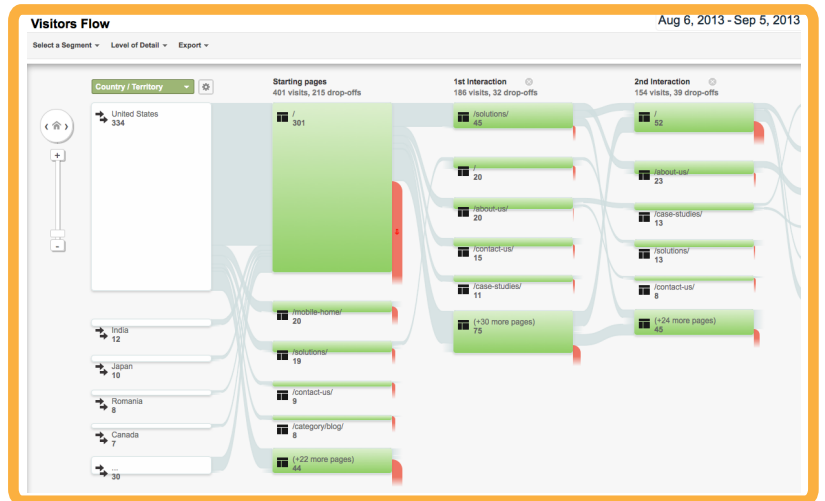
Status	Preview	Views	Views → clicks	Clicks
Solutions Let Us Help You				
●	LET US HELP	12	83.3%	10
Solutions Page Use it Now				
●	USE IT NOW	12	83.3%	10
Social Starter (see full pricing list)				
●	SEE OUR FULL PRICING LIST	5	80%	4
SEO (see our work)				
●	SEE OUR WORK	3	66.7%	2
Social Starter (see our work)				
●	SEE OUR WORK	5	60%	3

Google Analytics

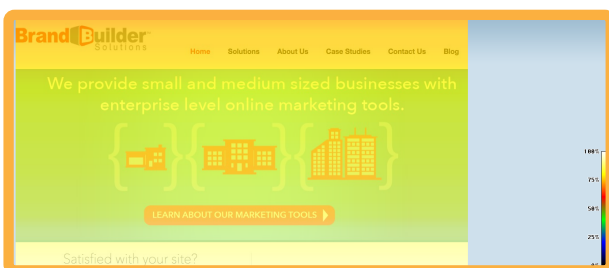
Mobile: 57 / 100 | Desktop: 61 / 100

Suggestions Summary

- **Eliminate render-blocking JavaScript and CSS in above-the-fold content**
Your page has 3 blocking script resources and 12 blocking CSS resources. This causes a delay in rendering your page.
- **Enable compression**
Compressing resources with gzip or deflate can reduce the number of bytes sent over the network.
- **Leverage browser caching**
Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.
- **Reduce server response time**



External Tools



Site Errors Showing data from the last 90 days

DNS ✓ | Server Connectivity ✓ | Robots.txt Fetch ✓

URL Errors

Web | Feature Phone

Not found

7 errors

Top 1,000 pages with errors

Priority	URL	Response Code	Detected
1	directory/308/map-multiple-alternatives-program/	404	8/8/13
2	directory/310/operation-unlock/	404	8/30/13
3	directory/251/ichristina-even-start-family-literacy/	404	8/13/13
4	video/Literacytest3.swf	404	6/5/13
5	ClearOverAll.swf	404	7/17/13
	father-links-site?l=en&stktl=btm://www.abcoultschooltherapy.com/icy%20-%20Corporate%20Spelling%20Bee%20Registration.doc	404	6/30/13

Step 4.

Inbound Marketing Best Practice Review:

As a certified HubSpot Agency and Certified HubSpot COS Development company, our team will review your online efforts for best practices for the top of the funnel (TOFU), the middle of the funnel (MOFU), and the close.

Please make sure you read our guide on the Advanced Evaluation and the story of Todd and his company before continuing.

This is the most critical piece of the Evaluation. Only a HubSpot Partner can provide you with the critical inbound eye to identify the bottlenecks in your funnel.

Our team will thoroughly review best practices of your:

Branding

Layout

Communication Style

Persona Approach

Messaging

Pitch

We will also review the following usage of HubSpot tools and apply HubSpot Best Practice Analysis and our own findings and Best Practice review.

Our Goal is to find as many weak points as possible and combine this with analytics to project the best opportunities to increase your funnel production.

Attract Visitors: Top of Funnel



1. Site Best Practices

Home Page (Example)

10 Most Viewed Pages

Usage of Top of Funnel Messaging and
Middle of Funnel Linking

2. Blogging Best Practices

Keyword Usage

Interest Level

Frequency

Content Quality

CTA Usage

Form Linking

Social Media Utilization

3. Social Inbox Best Practices

What Social Channels Work Best

Interest Evaluation

Thought Leadership

Influence

Convert Leads: Middle of Funnel

1. Calls To Action (CTA's) Best Practices

- Placement
- Messaging (Correct Usage of TOFU vs. MOFU)
- Blog Placement
- Frequency
- Visibility
- Best Testing Practices
- Landing Page Consistency

2. Landing Page Best Practices

- Usage of Navigation
- Page Layout
- Messaging Above the Fold
- White space Usage
- Form Consistency
- Secondary Offers

3. Form Best Practices

- Field Analysis
- Abandonment
- Workflows following submission
- Notifications and Response Practices

4. Lead Management Best Practices

- Segmentation
- Database Management
- Funnel Optimization



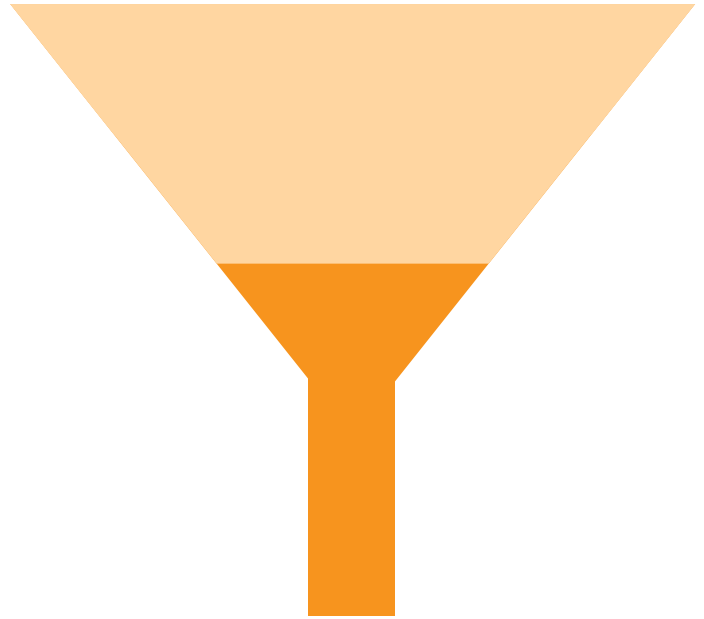
Close Customers: End of Funnel

1. Email

- Testing
- Layout
- Calls-to-Action
- Optimization
- Establishing a Desired Behavior
- Personalization

2. Integrations

- CRM Evaluation
- HubSpot Apps Opportunities



Step 5

Top 10 Recommendations

Upon Conclusion of the first 4 steps we will set forth 10 recommendations that you can implement with a level of difficulty associated. There may be some simple fixes that will have huge returns. If there are important areas that need to be addressed, we can recommend partner help if you need it. Additionally, we will recommend what type of partner you should recruit for these items. For example, some partners specialize in SEO and some are pure content writing partners.

We will set aside a one hour follow-up call with you upon review of the detailed findings and the Top 10 Recommendations.

If this service interests you please contact us for pricing. Please consider what this is worth to you and how much new business you think this will bring you before discussing pricing.

Even one bottleneck corrected could provide a tremendous return in your Inbound Marketing.