

# WELCOME!

Denver HUG  
October 20, 2015  
#DenverHUG  
Founded 2011  
Never stop learning



HubSpot

**Chris LoDolce**

@chrislodolce

#HubSpotting

# AGENDA

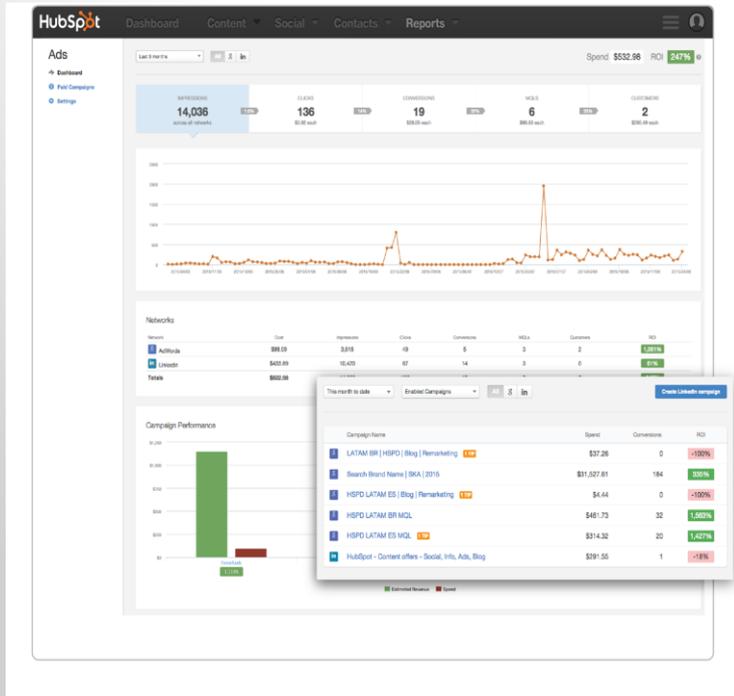
- 1 INBOUND15 Recap
- 2 Personal INBOUND15 takeaways
- 3 Planning for success in 2016

1

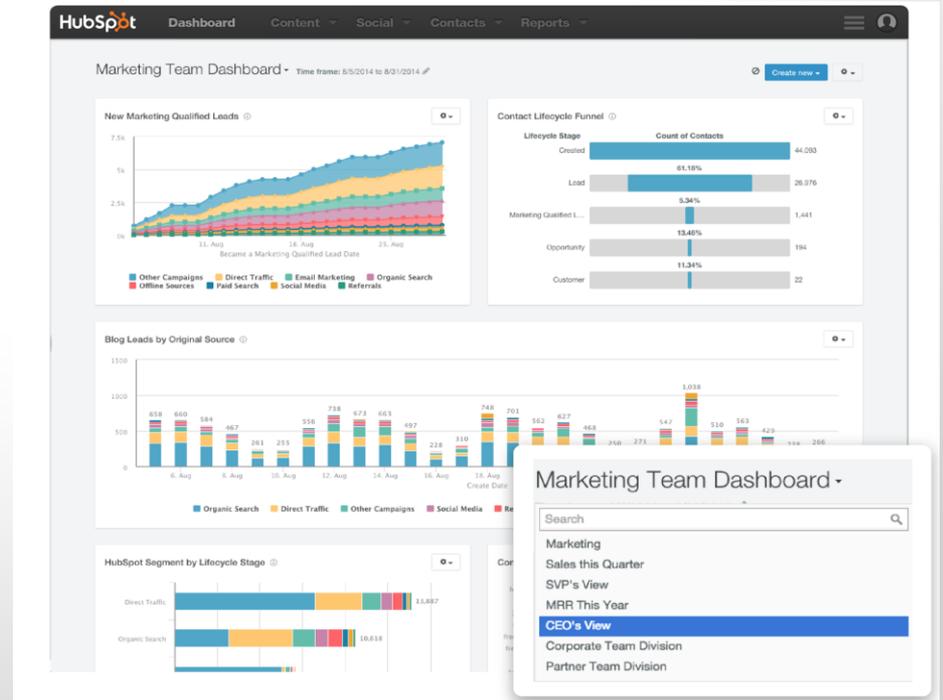
**INBOUND15 Recap.**

# HUBSPOT ADD-ONS

## Ads Add-on



## Reporting Add-on



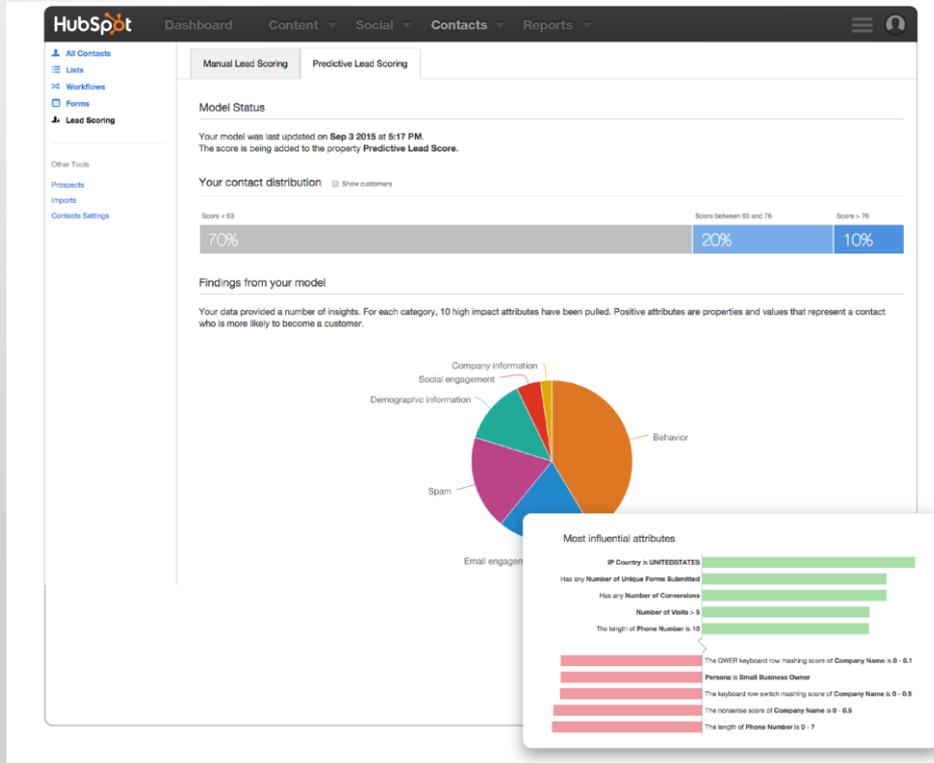
# PREDICTIVE LEAD SCORING

**What is it:** Predictive lead scoring is a lead score based on behavior, demographic, social, email, and spam detection attributes. The score is calculated based on historical data that shows how likely a contact is to close into a customer.

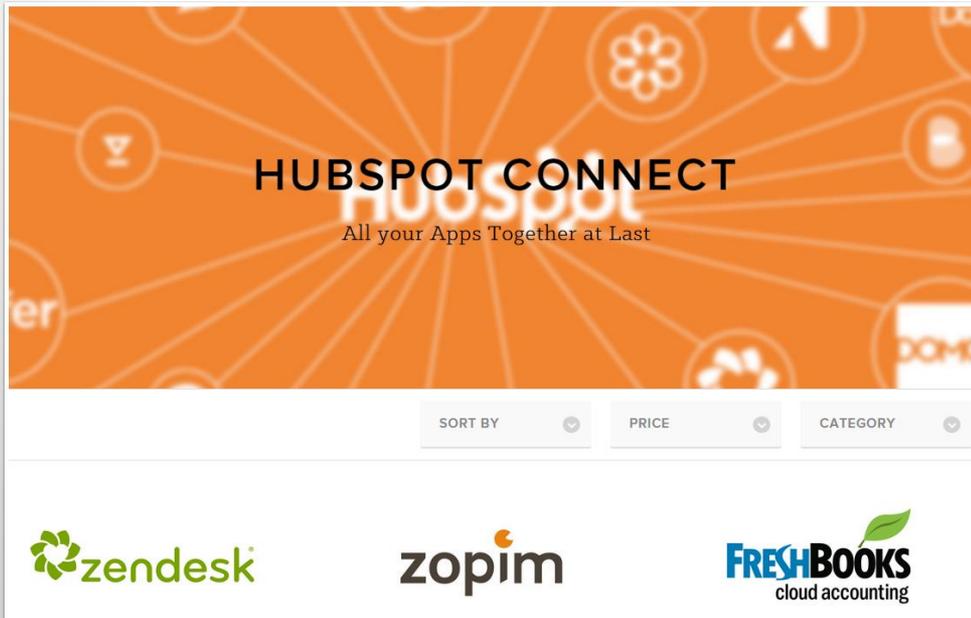
The Predictive Lead Scoring app has two functions:

- Creates a customized model based on the information mentioned above.
- Uses the model to give each contact in the database a lead score

\*Predictive lead scoring is an enterprise only feature



# HUBSPOT CONNECT



The image shows a promotional banner for HubSpot Connect. The top half has an orange background with a network diagram of white lines and circular icons. The text "HUBSPOT CONNECT" is centered in white, with "All your Apps Together at Last" below it. The bottom half is white and features three filter buttons: "SORT BY", "PRICE", and "CATEGORY", each with a dropdown arrow. Below the filters are three logos: Zendesk (green), Zopim (orange and black), and FreshBooks (blue and green) with the tagline "cloud accounting".

**HUBSPOT CONNECT**  
All your Apps Together at Last

SORT BY    PRICE    CATEGORY

**zendesk**    **zopim**    **FRESHBOOKS**  
cloud accounting

HubSpot Connect allows you to integrate your front end systems with HubSpot allowing for better segmentation and communication with your prospects and customers.

The new integration partners launching at INBOUND included BlogMutt, Teamwork, Unbounce, UberConference, Eventbrite, Freshbooks, Zendesk, Slideshare, Smartling, and HelloSign.

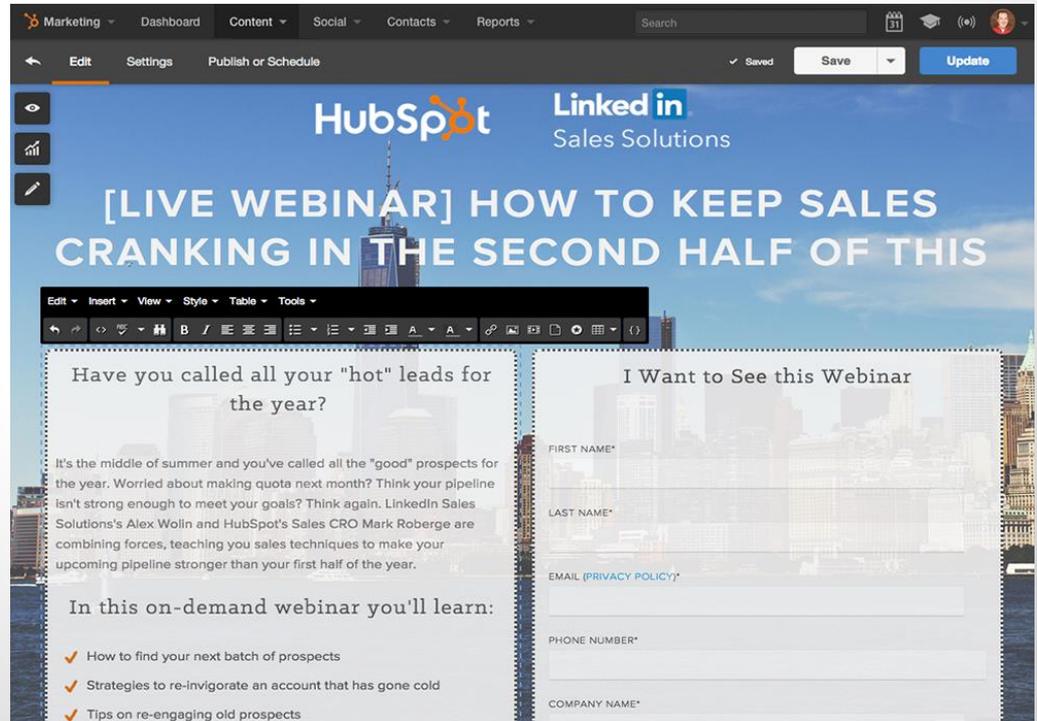
# THE EASY INITIATIVE

## Editors:

- Website
- Email
- Blog
- Landing Pages

## Additional Updates:

- Workflows
- Contact Records
- Lists
- Prospects



The screenshot displays the HubSpot Marketing Hub editor interface. At the top, there is a navigation bar with tabs for Marketing, Dashboard, Content, Social, Contacts, and Reports. Below this is a sub-navigation bar with options for Edit, Settings, and Publish or Schedule. The main content area features a blue header with the HubSpot logo and LinkedIn Sales Solutions branding. The headline reads "[LIVE WEBINAR] HOW TO KEEP SALES CRANKING IN THE SECOND HALF OF THIS". Below the headline is a text block with the heading "Have you called all your 'hot' leads for the year?" and a paragraph of text. To the right of the text is a registration form titled "I Want to See this Webinar" with fields for First Name, Last Name, Email, Phone Number, and Company Name. At the bottom, there is a section titled "In this on-demand webinar you'll learn:" followed by three bullet points with checkmarks.

Marketing Dashboard Content Social Contacts Reports Search

Edit Settings Publish or Schedule Saved Save Update

HubSpot LinkedIn Sales Solutions

[LIVE WEBINAR] HOW TO KEEP SALES CRANKING IN THE SECOND HALF OF THIS

Edit Insert View Style Table Tools

Have you called all your "hot" leads for the year?

It's the middle of summer and you've called all the "good" prospects for the year. Worried about making quota next month? Think your pipeline isn't strong enough to meet your goals? Think again. LinkedIn Sales Solutions's Alex Wolin and HubSpot's Sales CRO Mark Roberge are combining forces, teaching you sales techniques to make your upcoming pipeline stronger than your first half of the year.

In this on-demand webinar you'll learn:

- ✓ How to find your next batch of prospects
- ✓ Strategies to re-invigorate an account that has gone cold
- ✓ Tips on re-engaging old prospects

I Want to See this Webinar

FIRST NAME\*

LAST NAME\*

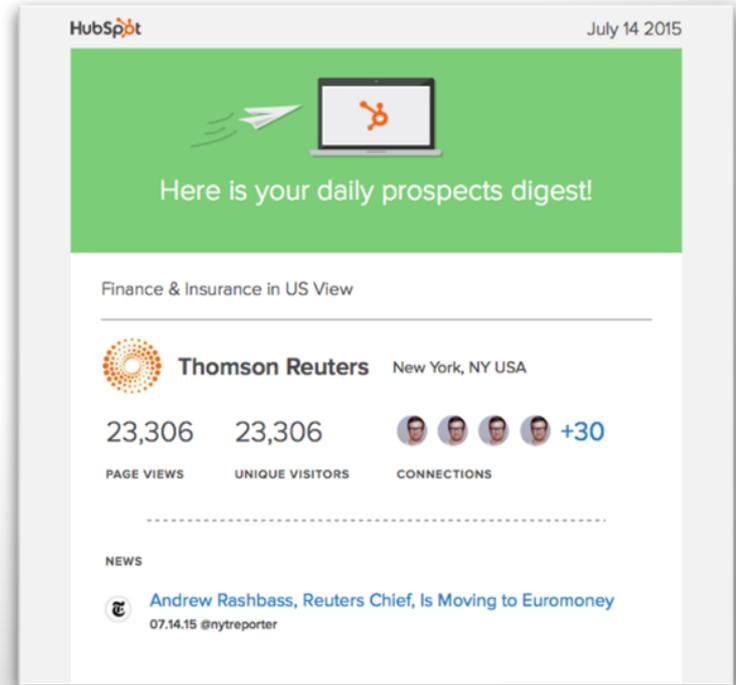
EMAIL (PRIVACY POLICY)\*

PHONE NUMBER\*

COMPANY NAME\*

# SALES PLATFORM UPDATES

- Prospects - Subscribe & Digest Emails
- Sidekick for Business + Salesforce
- Sequences
- Gmail Integration
- Multiple Deal Pipelines



The screenshot shows an email digest from HubSpot. At the top, the HubSpot logo is on the left and the date "July 14 2015" is on the right. Below this is a green banner with a white envelope icon and a laptop icon displaying the HubSpot logo. The text "Here is your daily prospects digest!" is centered in the banner. Underneath the banner, the text "Finance & Insurance in US View" is displayed. The main content features the Thomson Reuters logo and name, followed by "New York, NY USA". Below this, there are three metrics: "23,306 PAGE VIEWS", "23,306 UNIQUE VISITORS", and "CONNECTIONS" with four profile icons and a "+30" indicator. A dashed line separates this from a "NEWS" section, which includes a tweet from Andrew Rashbass, Reuters Chief, dated 07.14.15.

HubSpot July 14 2015

Here is your daily prospects digest!

Finance & Insurance in US View

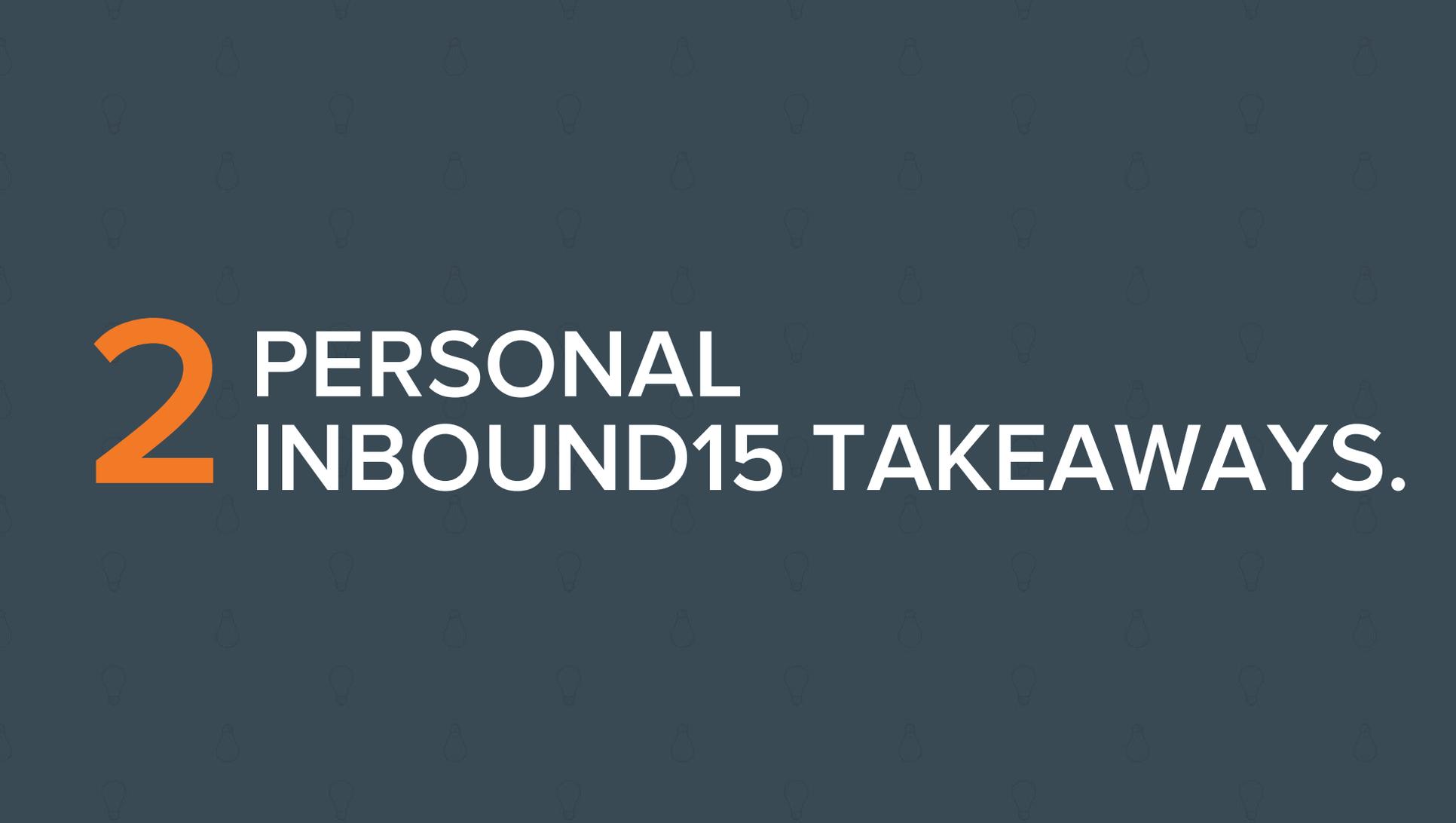
 **Thomson Reuters** New York, NY USA

23,306 23,306  +30

PAGE VIEWS UNIQUE VISITORS CONNECTIONS

NEWS

 [Andrew Rashbass, Reuters Chief, Is Moving to Euromoney](#)  
07.14.15 @nytreporter

The background is a dark blue-grey color with a repeating pattern of small, light-colored lightbulb icons scattered across the surface.

# **2 PERSONAL INBOUND15 TAKEAWAYS.**

# PERSONAL INBOUND15 TAKEAWAYS?

- Favorite new product feature – why?
- Favorite Keynote – why?
- Favorite Bold Talk – why?
- Most inspiring presentation – why?
- What have you done new or differently since returning from INBOUND15?

The background is a dark blue-grey color with a repeating pattern of small, light-colored lightbulb icons scattered across the surface.

# 3 PLANNING FOR SUCCESS IN 2016

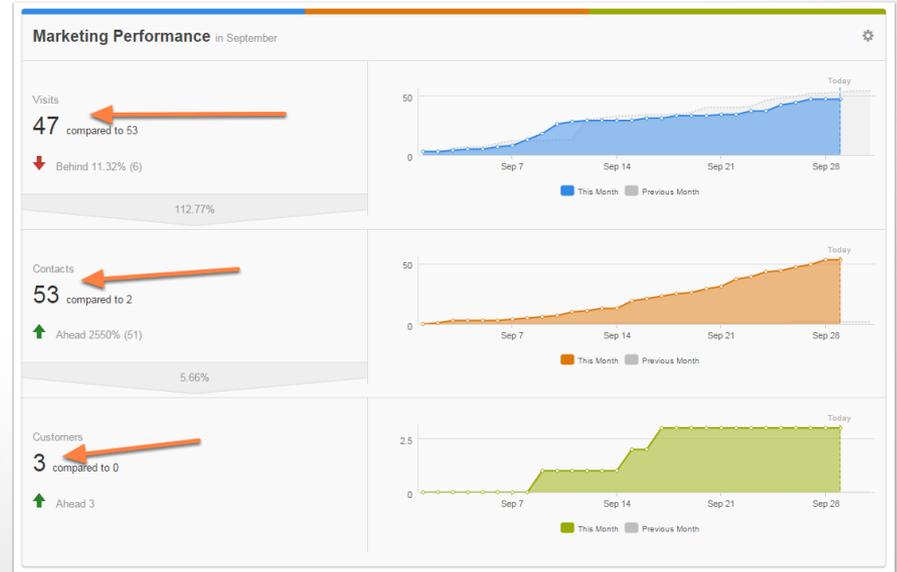
**SETTING YOUR 2016 UP FOR SUCCESS  
STARTS WITH REVIEWING 2015.**

# CURRENT STATUS OF MARKETING GOALS AND INITIATIVES

1. Create a list of all marketing goals and initiatives tracked
  - i. Visits goal
  - ii. Leads goal
  - iii. Customer goal
  - iv. Customer retention/repeat purchase/satisfaction goal
  - v. Additional marketing goals (conversion rates, CTRs, etc.)
2. Create reports for goals and status updates for initiatives

# GATHER DATA FROM HUBSPOT

- 1 HubSpot Dashboard
- 2 Reports Home
- 3 Sources
- 4 Landing Page Dashboard
- 5 Blog Dashboard
- 6 Social Dashboard
- 7 Reporting Add-on
- 8 HubSpot CRM (or other CRM)



# DISCUSSION TIME

What are some of your 2015 inbound marketing initiatives that were successful/had a positive ROI?

**HOW DO WE SET GOALS FOR 2016?**

# SMART GOAL SETTING

- S** Specific: Visits, Leads or Customers
- M** Measurable: Provide a number
- A** Attainable: Understand benchmarks
- R** Relevant: Relates back to overall end goal
- T** Timely: Include time-frame

# Determine the marketing and sales numbers

Funnel Stage	Quantity
Prospects/Visitors	3200
Leads	1600
MQLs	800
SQLs	400
Opportunities	200
Customers	100

Revenue Goal	
Revenue Goal	<b>\$100,000</b>
Average Deal Size	÷ \$1000
Customers	100

**In this example:**

Timeframe: 1 year

Conversion rate between stages: 50%

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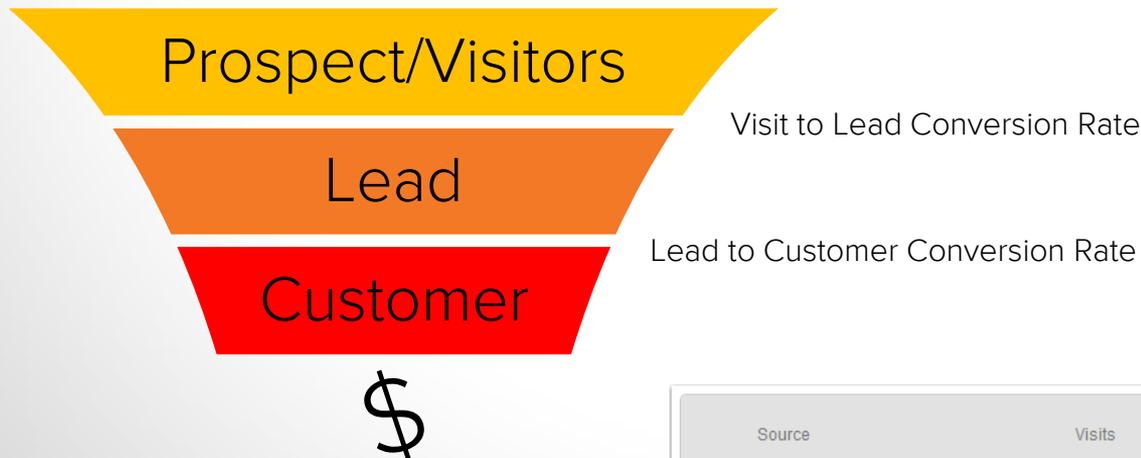
Timeframe: 1 year

Conversion rate between stages: 50%

# CONVERSION RATES NECESSARY TO WORK BACKWARDS FROM REVENUE



# CONVERSION RATES NECESSARY TO WORK BACKWARDS FROM REVENUE



Source	Visits	%	Contacts	%	Customers	%	
 <b>Organic Search</b> Google, Bing, Yahoo, etc.	421	5.5%	23	26.0%	6	1.4%	
 <b>Referrals</b> Links on other sites	206	3.4%	7	14.1%	1	0.5%	
 <b>Social Media</b> Facebook, Twitter, LinkedIn, etc.	85	7.1%	6	16.7%	1	1.2%	
 <b>Direct Traffic</b> Manually entered URLs	288	4.9%	14	28.6%	4	1.4%	
Total	1,000	5.0%	50	25.0%	12	1.2%	

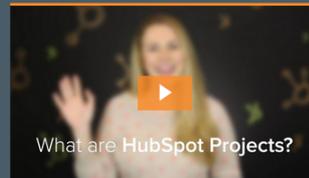
# CORE FUNDAMENTALS OF INBOUND

- Personas
- Blogging regularly
- Multiple Conversion process
- Personalized email communications/Lead nurturing
  
- Visits, leads & customers data in HubSpot
- Lifecycle stages define (for granular conversion rate tracking)

# IDENTIFY INBOUND INITIATIVES THAT ALIGN WITH YOUR COMPANY GOALS

## HubSpot Projects

Projects are step by step guides to help you quickly reach your goals using multiple HubSpot tools. Like any good teacher, they'll provide extra help when you need it, and basic instructions when you don't.



FILTER BY GOAL:

SELECT A GOAL

– SHOW ALL –

DELIGHT MORE CUSTOMERS

ATTRACT MORE VISITORS

BUILD A CAMPAIGN

ATTRACT MORE

CONVERT MORE LEADS

CREATE BETTER CONTENT

Blog P

CLOSE MORE SALES

DESIGN BETTER PAGES

ideas

CLOSE MORE SALES

Contact Re-Engagement

This project will walk you through optimizing your blog in HubSpot to increase visits, better target your personas and generate more leads.

GET STARTED

This project will walk you through planning and researching blog topics so that you never feel writer's block again.

GET STARTED

This project will help you identify the dormant contacts in your database, select a compelling offer to entice them toward activity and how to write a clear and compelling email to drive engagement.

GET STARTED

Overall, how useful do these projects

**THANK YOU.**