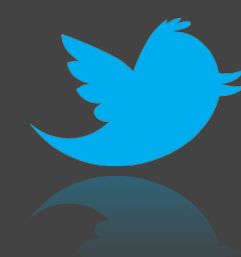


# Welcome to the Sydney HubSpot User Group (Sydney HUG)





MOBY  
SIDDIQUE.....



@MobySiddique

Digital Marketing Strategist  
RedPandas Digital

SYDNEY HUG CO-LEADER

#SydneyHUG



# Sydney HUG Leaders



**Tony Eades**  
Salted Stone



**Craig Bailey**  
XEN Systems



**Justin Theng**  
ALSOOF Publishing



**Moby Siddique**  
RedPandas Digital



**Ian Jacob**  
Search & Be Found



# ADMINISTRATIVE

- 30 mins keynote
- 15 mins presentation
- Short break
- 20 mins Panel discussion
- Slides will be shared
- #SydneyHUG

# AGENDA

- New HubSpot Announcements
- 5 Actionable Inbound Marketing Trends
- Inbound Expert Panel

#SydneyHUG





LOREN  
SCOTT.....

 /in/lorenmscott/

Principal Sales Engineer  
HubSpot APAC

#SydneyHUG





HubSpot

**INBOUND 2018**

**PRODUCT ANNOUNCEMENTS**



## Loren Scott, Principal Sales Engineer

---



Boston > Sydney

Typically working on :

- Enterprise
- Customization
- BETA & New Products
- Integrations



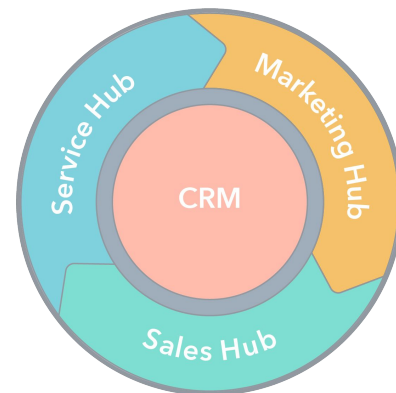




# Introducing the HubSpot Growth Suites

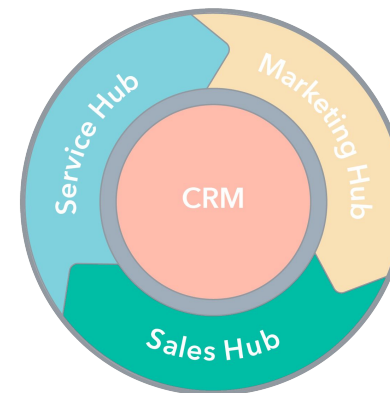
HubSpot CMS

## Marketing Hub



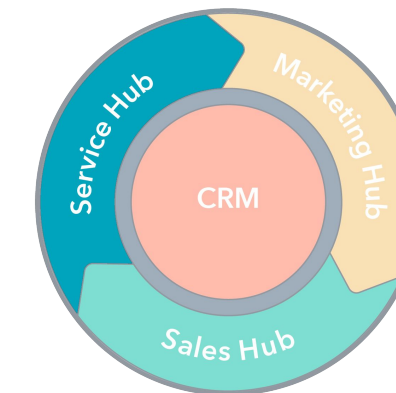
Enterprise  
Professional  
Starter

## Sales Hub

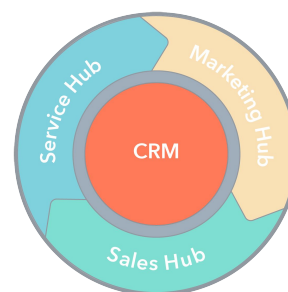


Enterprise  
Professional  
Starter

## Service Hub



Enterprise  
Professional  
Starter



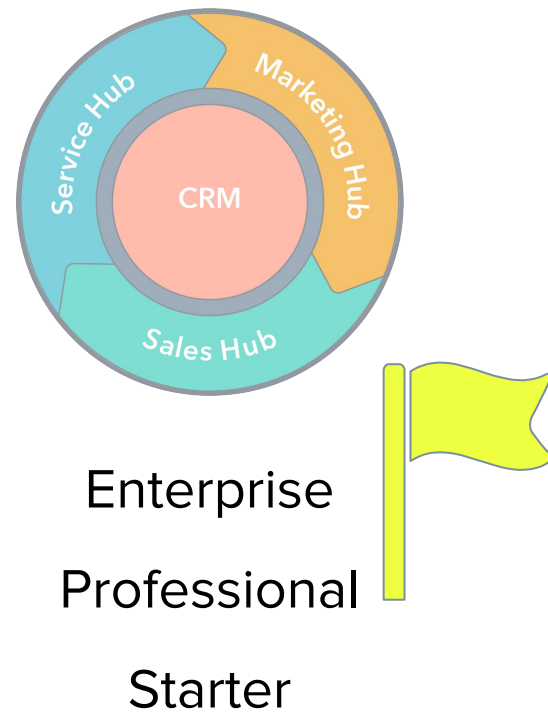
HubSpot CRM



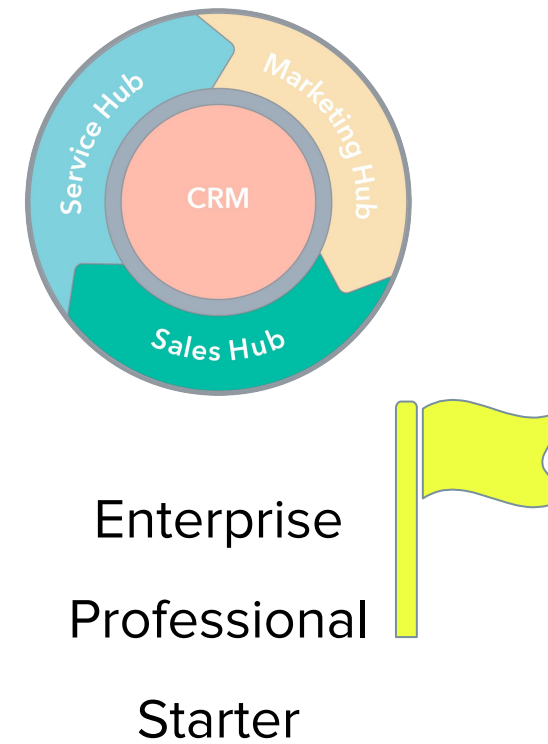
# Introducing the HubSpot Growth Suites

## HubSpot CMS

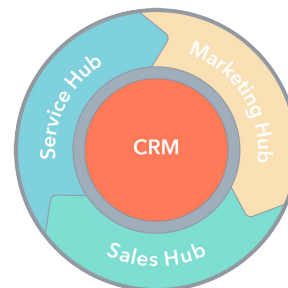
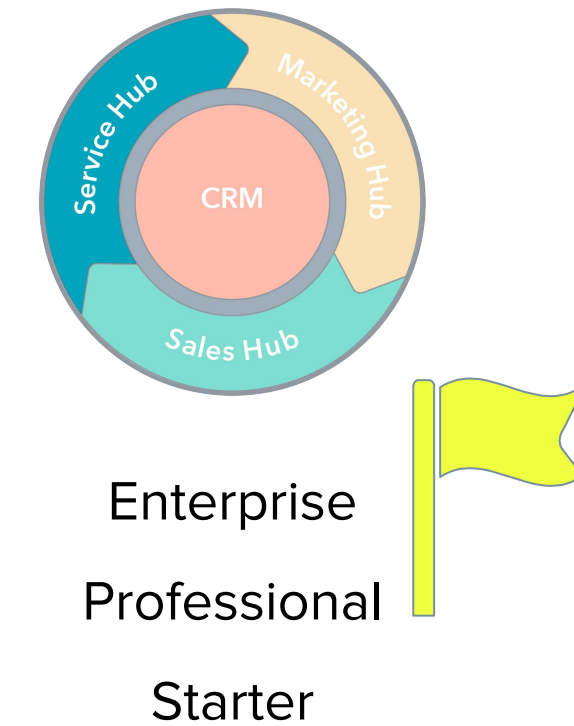
### Marketing Hub



### Sales Hub



### Service Hub



## HubSpot CRM





# HUBSPOT VIDEO





HubSpot now elevates video

# Across your entire business.

---

HubSpot Video helps you execute a video strategy that matches how people consume video today. Your sales team will build stronger relationships with more authentic 1-1 video emails, your services team will help people faster with personalized 1-1 video Tickets, and your marketing team will finally have all the tools they need to create, actionable, automated, ROI positive video campaigns.



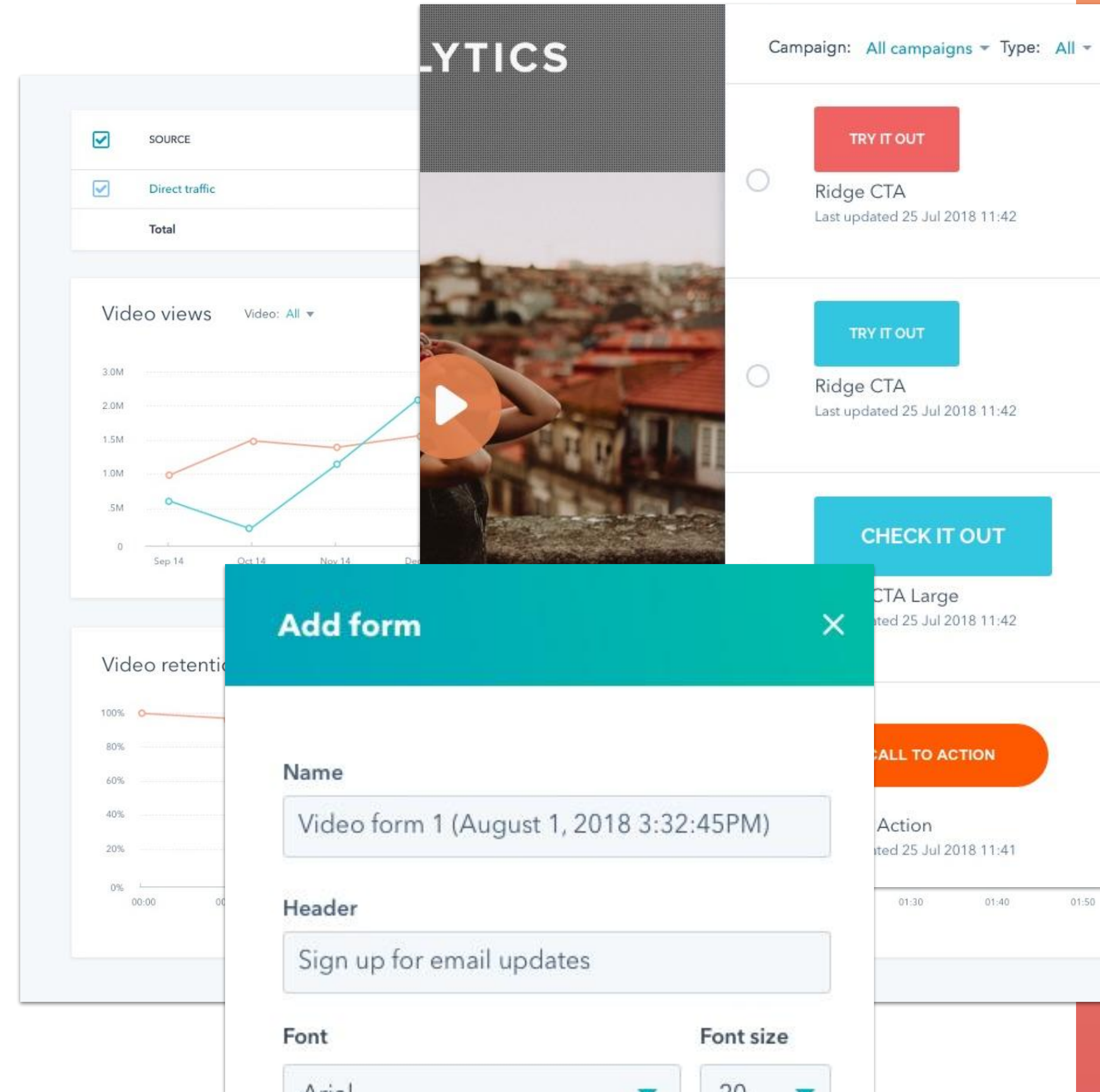


# HubSpot Video Marketing

Marketers can now host and manage video files inside of HubSpot for free. Users can embed those videos into website pages, and blog posts with just one click, and add in-video CTAs and forms to make videos interactive.

New video landing page and blog post performance analytics help maximize the impact of video marketing campaigns.

Available Now | Marketing Hub Pro & Enterprise





# HubSpot Video Selling

Salespeople can build stronger relationships with prospects by creating, sharing, and tracking personalized videos right from the HubSpot CRM.

Available Now | Sales Hub Pro & Enterprise

The image displays a composite of three HubSpot CRM interface elements. At the top is the 'Insert video' modal, which features the Vidyard logo, a 'GoVideo' dropdown, and a 'NEW VIDEO' button. It lists options for 'Camera Recording', 'Screen Recording', and 'Upload'. Below this is a contact card for Brian Halligan, CEO, showing his profile picture and a video thumbnail. To the right is an email composition window addressed to Brian Halligan, with fields for 'To', 'From', and 'Subject'. At the bottom is a contact record for Brian Halligan, displaying fields for 'First name', 'Last name', 'Email', 'Phone number', 'HubSpot owner', 'Last contacted', and 'Lifecycle stage'. A video thumbnail is visible at the bottom of the contact record, and a 'Customize Properties' button is located next to it.



# HubSpot Video Service

Service teams can help customers faster and more completely with personalized help videos created and shared directly from Service Hub.

Service agents can record their screen right from a ticket and send to customers, improving service and solving issues faster. Service teams can also host and embed videos in their knowledge base.

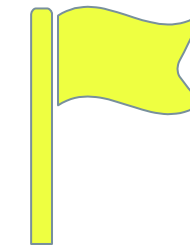
Available Now | Service Hub Pro & Enterprise

The screenshot displays the HubSpot Service Hub interface. On the left, a sidebar shows conversation filters: All conversations (63), Assigned to me (7), Unassigned (2), Sales @ emails (3), Support @ emails (47), and Escalated cases (125). The main area shows a conversation thread with messages from Johnny Appleseed and Jackie Simpson. A video player is embedded in the thread, showing a man in a blue shirt speaking. The video player has a play button, a progress bar, and a volume icon. Below the video player, there is a list of questions: 1. "Tell me a little about yourself." and 1. "What are your biggest weaknesses?". The interface also includes a top navigation bar with links like Home, Conversations, Contacts, Marketing, Sales, Reports, Automation, and Settings. A search bar and a "New conversation" button are also visible.

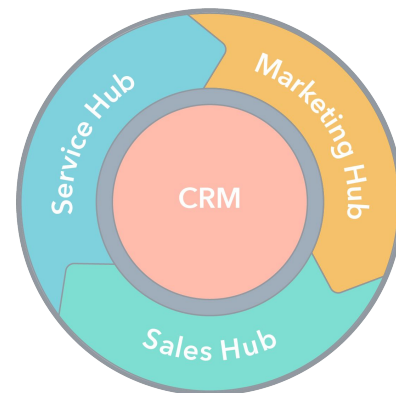


# Introducing the HubSpot Growth Suites

HubSpot CMS

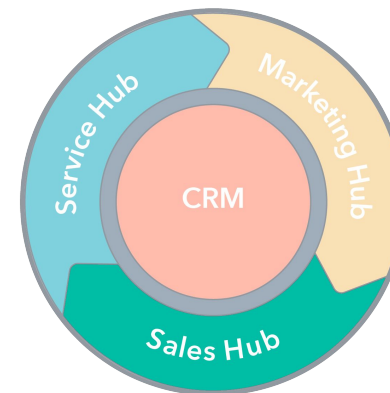


## Marketing Hub



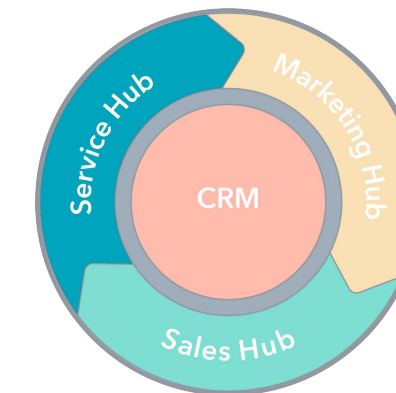
Enterprise  
Professional  
Starter

## Sales Hub

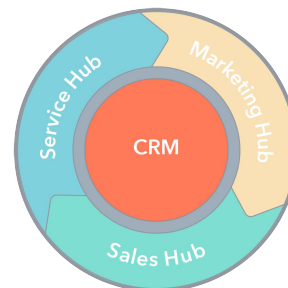


Enterprise  
Professional  
Starter

## Service Hub



Enterprise  
Professional  
Starter



HubSpot CRM



The background features a dark, semi-transparent image of a modern office with people working at computers. Overlaid on this are several geometric shapes: a large teal triangle in the top right corner, a blue triangle in the bottom left corner, and four solid-colored circles (two yellow, one pink, and one orange) scattered in the upper right area.

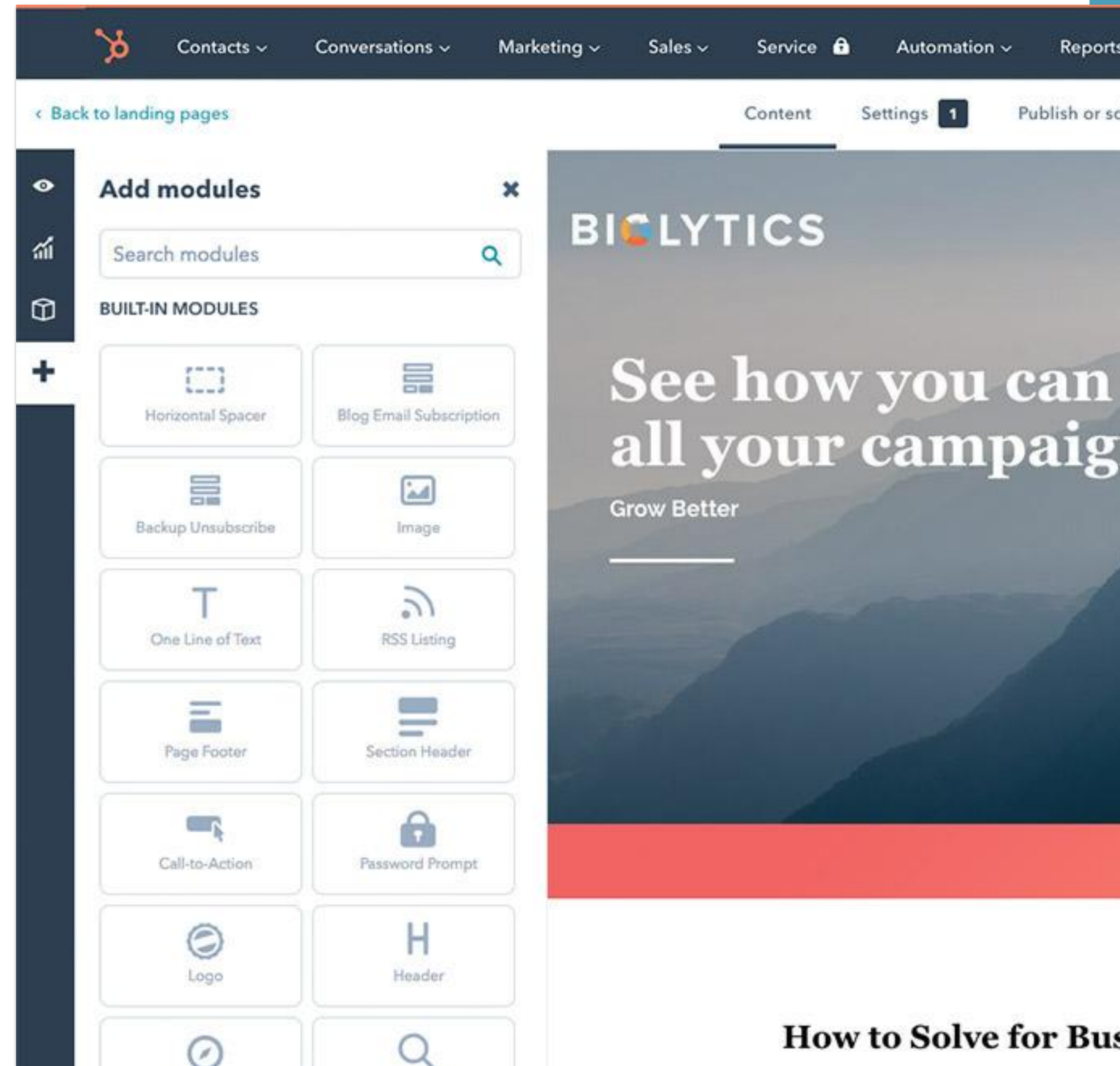
# HUBSPOT CMS



# HubSpot CMS

HubSpot CMS combines the power of website creation with CRM to customize the entire buying journey, streamline marketing and sales alignment, and deliver true closed-loop reporting.

Available Now

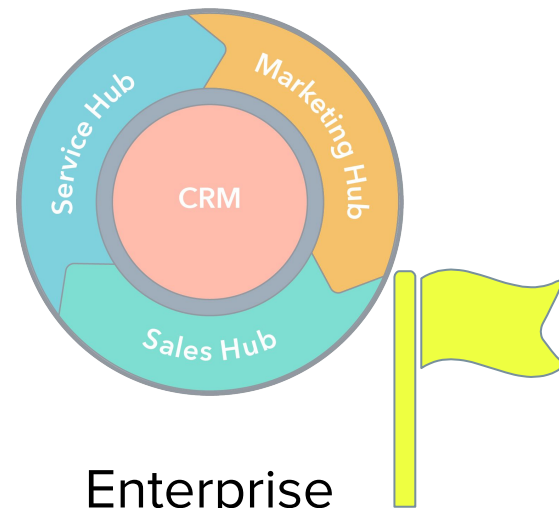




# Introducing the HubSpot Growth Suites

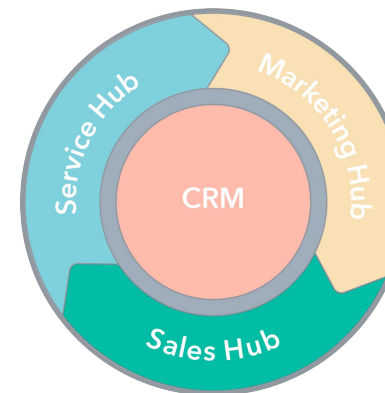
## HubSpot CMS

### Marketing Hub



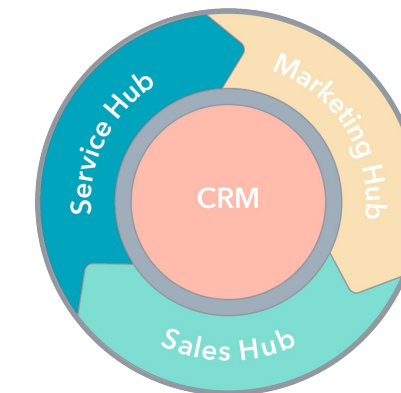
Enterprise  
Professional  
Starter

### Sales Hub

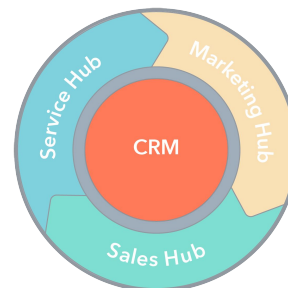


Enterprise  
Professional  
Starter

### Service Hub



Enterprise  
Professional  
Starter



## HubSpot CRM





Marketing Hub Enterprise has

# accelerates your growth

---

Sophisticated marketing teams crave new ways to drive growth that are based on what's helping the very best companies achieve their goals, right now.

Marketing Hub Enterprise gives you the powerful tools you'll need to take advantage the latest channels, get more out of your content, and grow better as a result.





# Membership Driven Content

Restrict content access to internal audiences, paying customers, or other groups of people using HubSpot lists.

Coming Soon | Marketing Hub Enterprise

## Change visibility



Who should be able to see this page?

☐

Anyone

Your page will be available to anyone who goes to the URL

☐

Anyone with the password

Set a single password that anyone can use to view the page

☒

Specific contacts

Only allow specific people to view the page. They'll be able to register with their own password to view the content you give them access to

Select lists



Save

Cancel

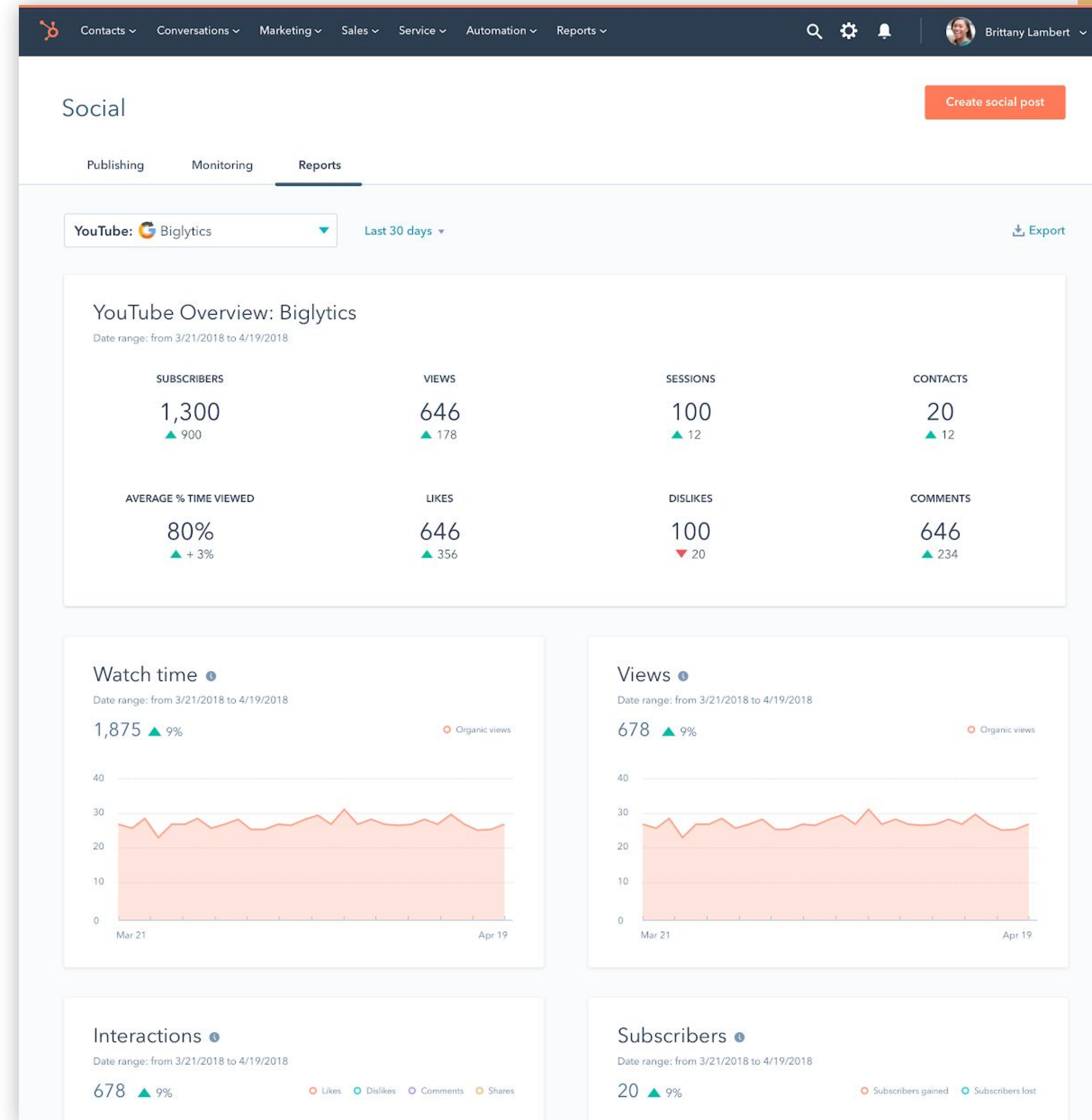
The contacts you chose will receive an email with a link to register to view this content.



# YouTube Integration

View detailed statistics on the performance of video content you've uploaded to YouTube.

In Beta | Marketing Hub Enterprise

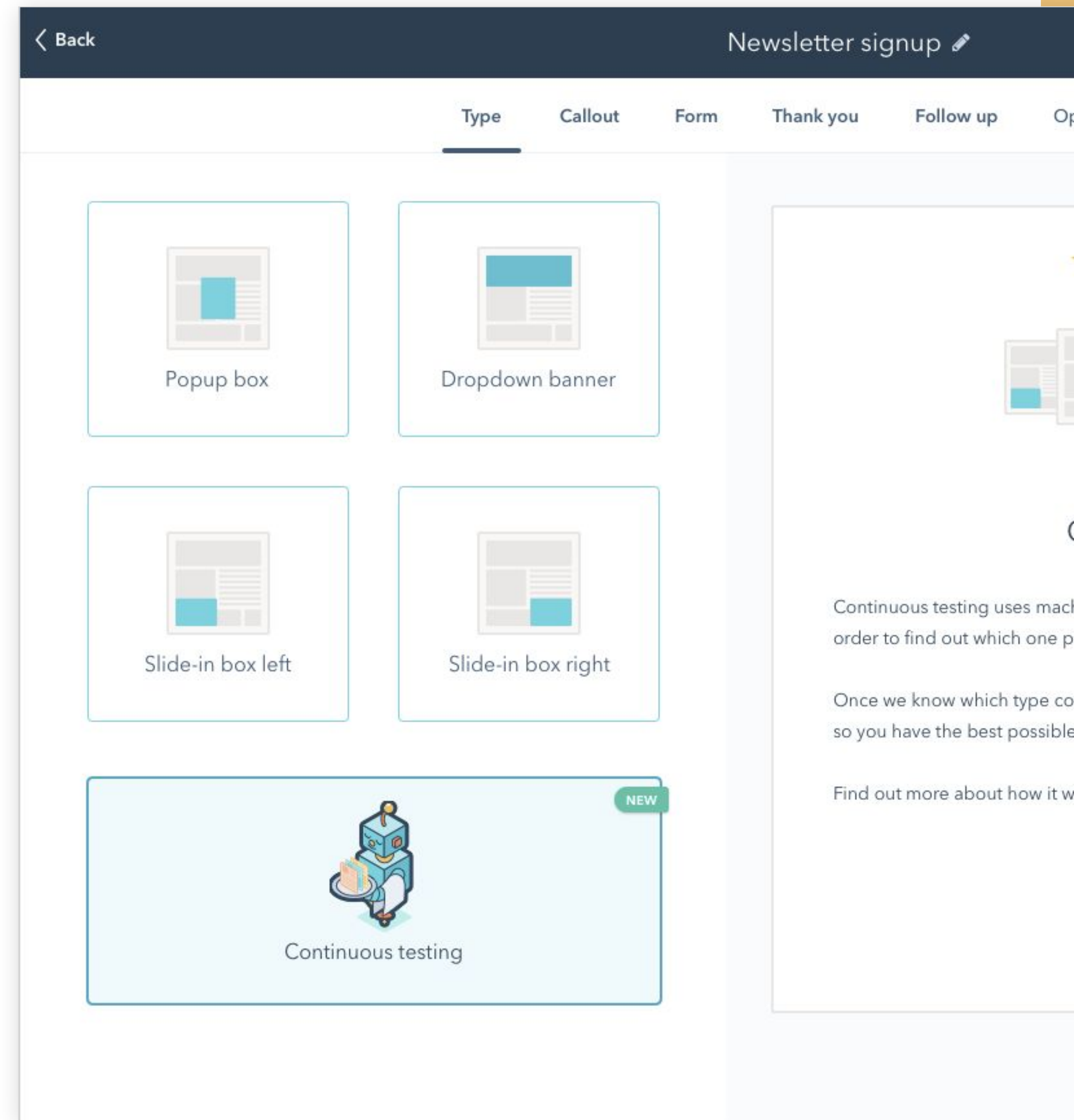




# Continuous Optimization

Automatically, and continuously test assets like lead flows with a single click, no need to manually create multiple A/B versions and worry about statistical significance.

Coming Soon | Marketing Hub Enterprise







Marketing Hub Enterprise

# matches your business

---

As companies grow to operate in different regions, sell different products, and exist across different brands, their marketing programs become more complex.

Marketing Hub Enterprise makes it easy to scale your marketing efforts across borders, brands, and virtually any other dimension.



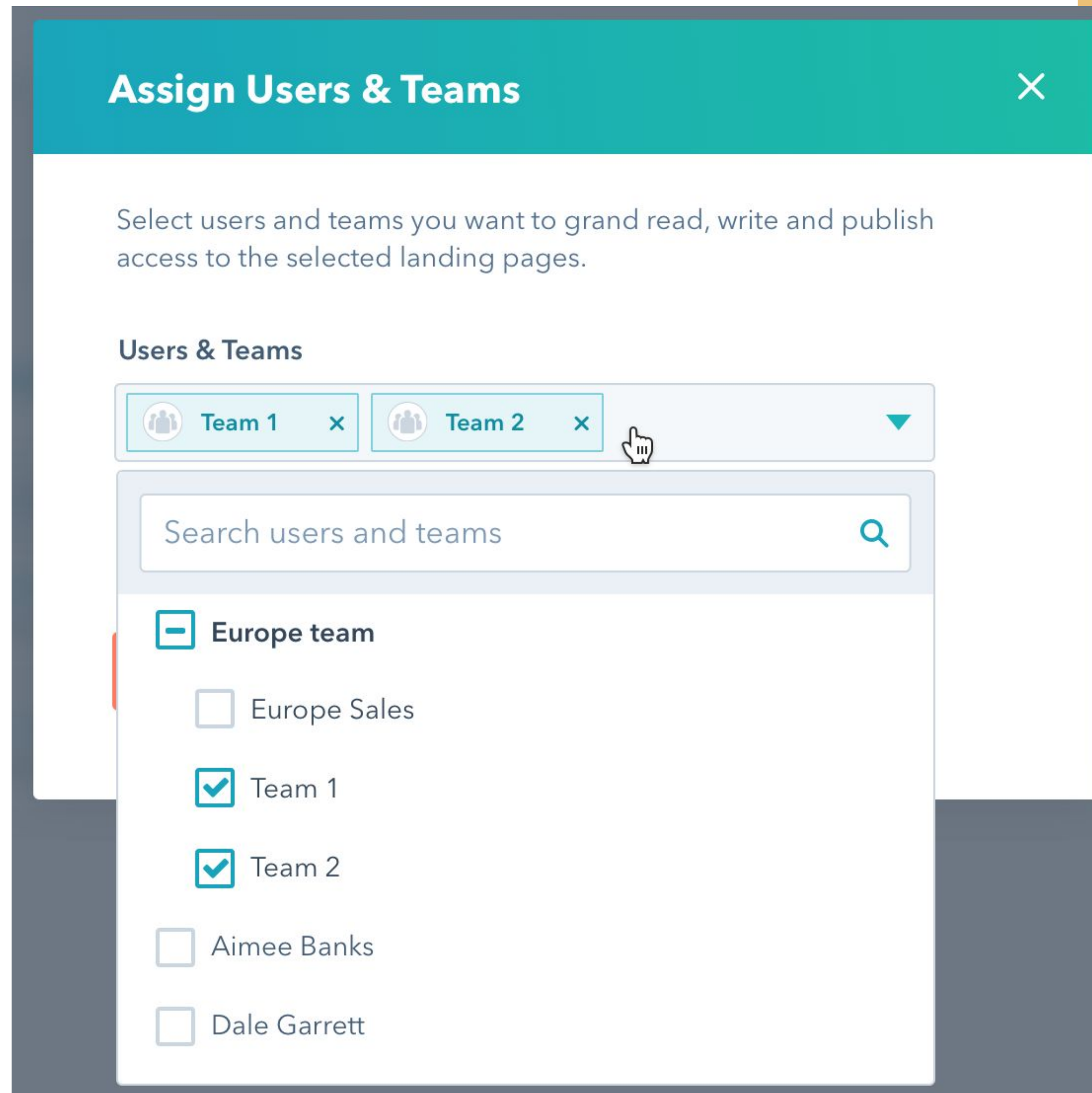


# Content Partitioning

Use Teams to segment assets in HubSpot, giving the right users easy and uncluttered access to the right content.

Useful for international marketing teams, teams segmented across divisions, product lines, brands, or other dimensions.

Coming Soon | Marketing Hub Enterprise

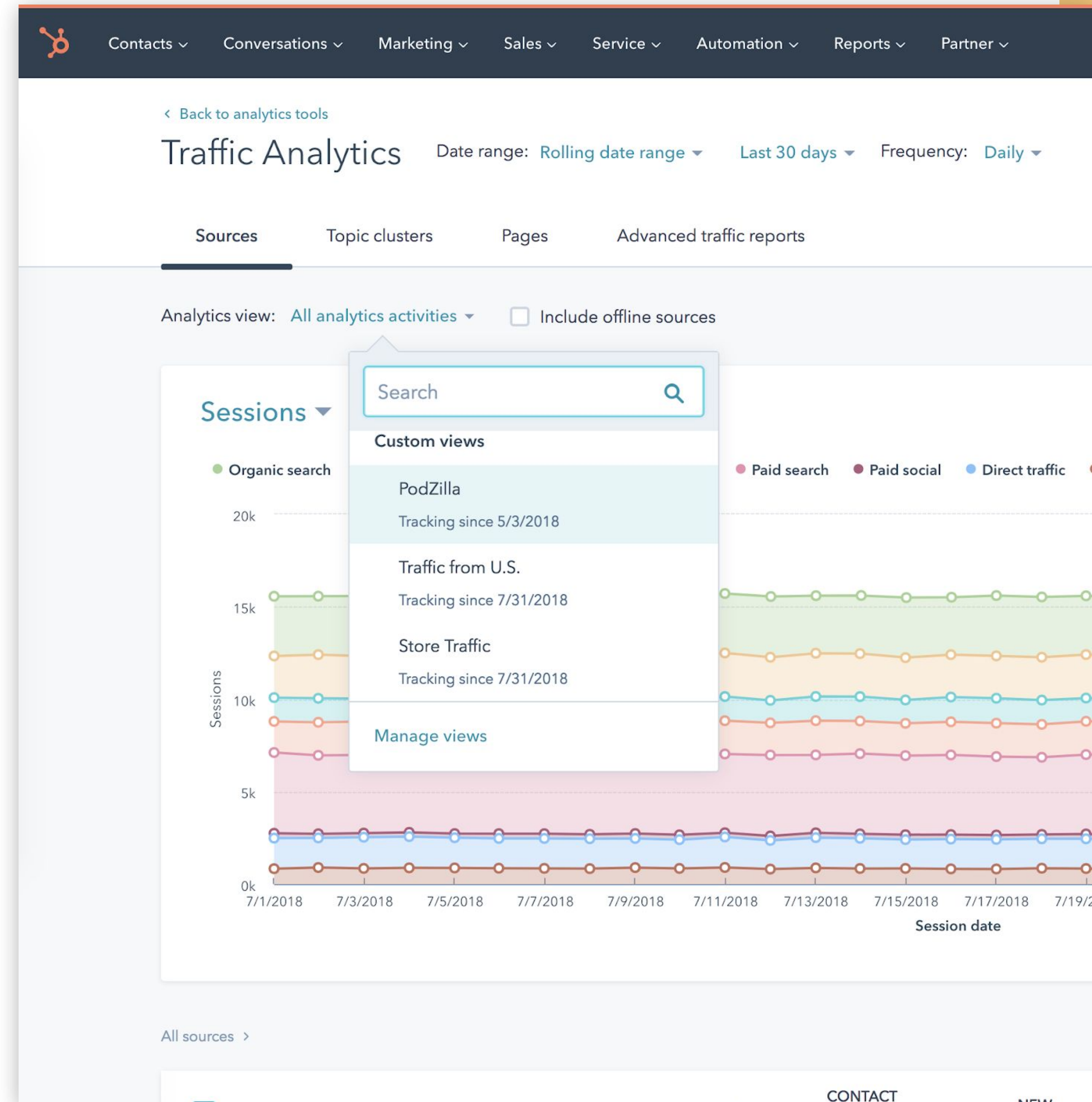




# Analytics Filtering

Create analytics segments by the country of the session, domain or a specific URL structure.

Available Now | Marketing Hub Enterprise



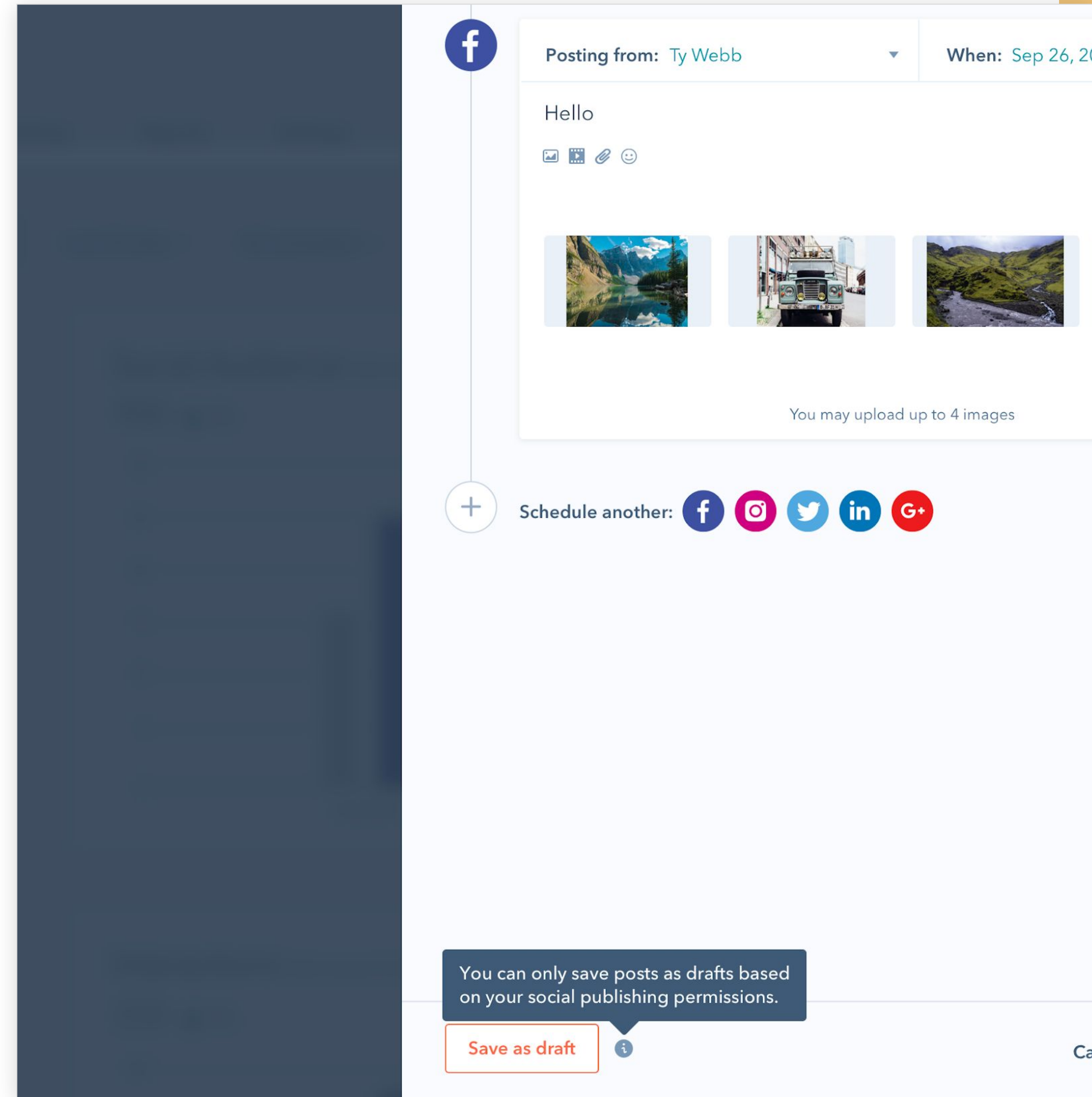


# Enhanced

## Social Permissions

Give certain members of your team the ability to draft posts and move them to a scheduled state for review before they can be published.

In Beta | Marketing Hub Enterprise

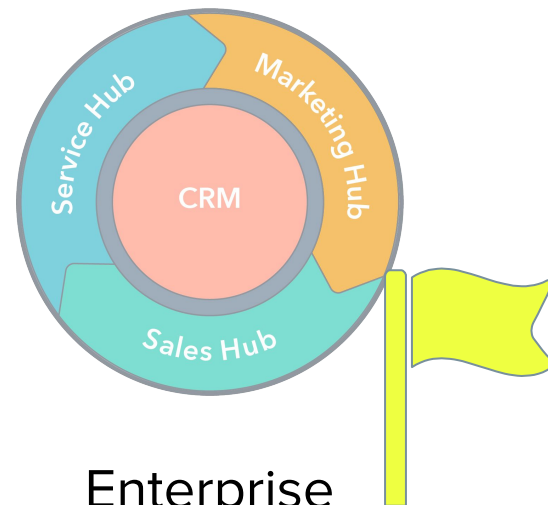




# Introducing the HubSpot Growth Suites

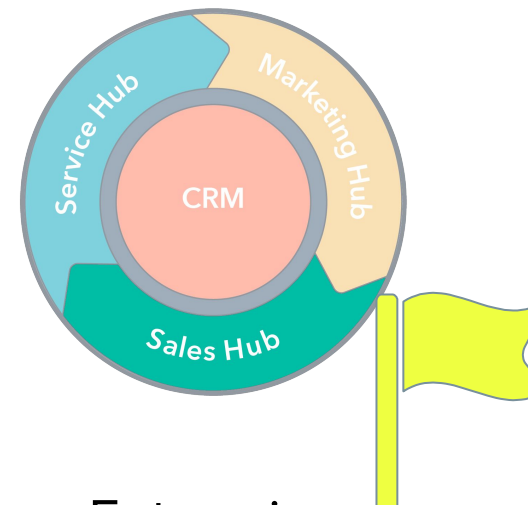
## HubSpot CMS

### Marketing Hub



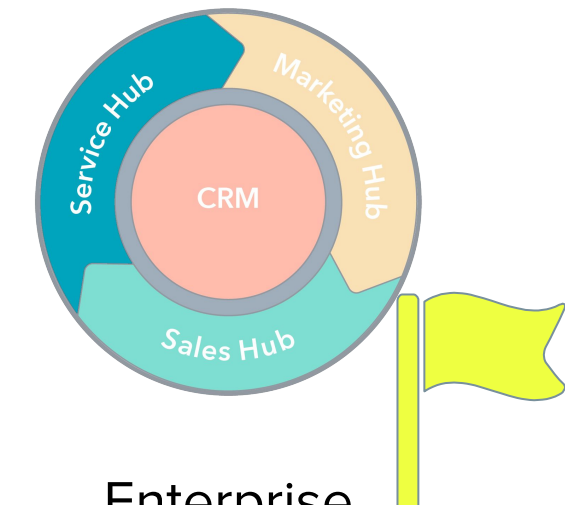
Enterprise  
Professional  
Starter

### Sales Hub

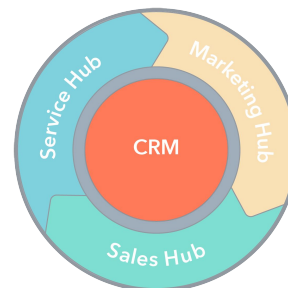


Enterprise  
Professional  
Starter

### Service Hub



Enterprise  
Professional  
Starter



## HubSpot CRM



The background features a blurred image of several people working at desks with laptops in an office environment. The image is overlaid with a dark blue semi-transparent layer. In the top right corner, there is a teal-colored triangular area containing three circles: a large yellow one, a medium pink one, and a small orange one. In the bottom left corner, there is a blue triangular area containing a single yellow circle.

# **NEW + IMPROVED ENTERPRISE PRODUCTS**





Enterprise is for

# **everyone on your team**

---

As companies scale, it gets harder for different teams to work together as one. Gaps form in the customer experience, and growth eventually slows.

HubSpot gives your entire company a shared view of the customer. Enterprise has everything advanced teams need to make HubSpot their system of record.

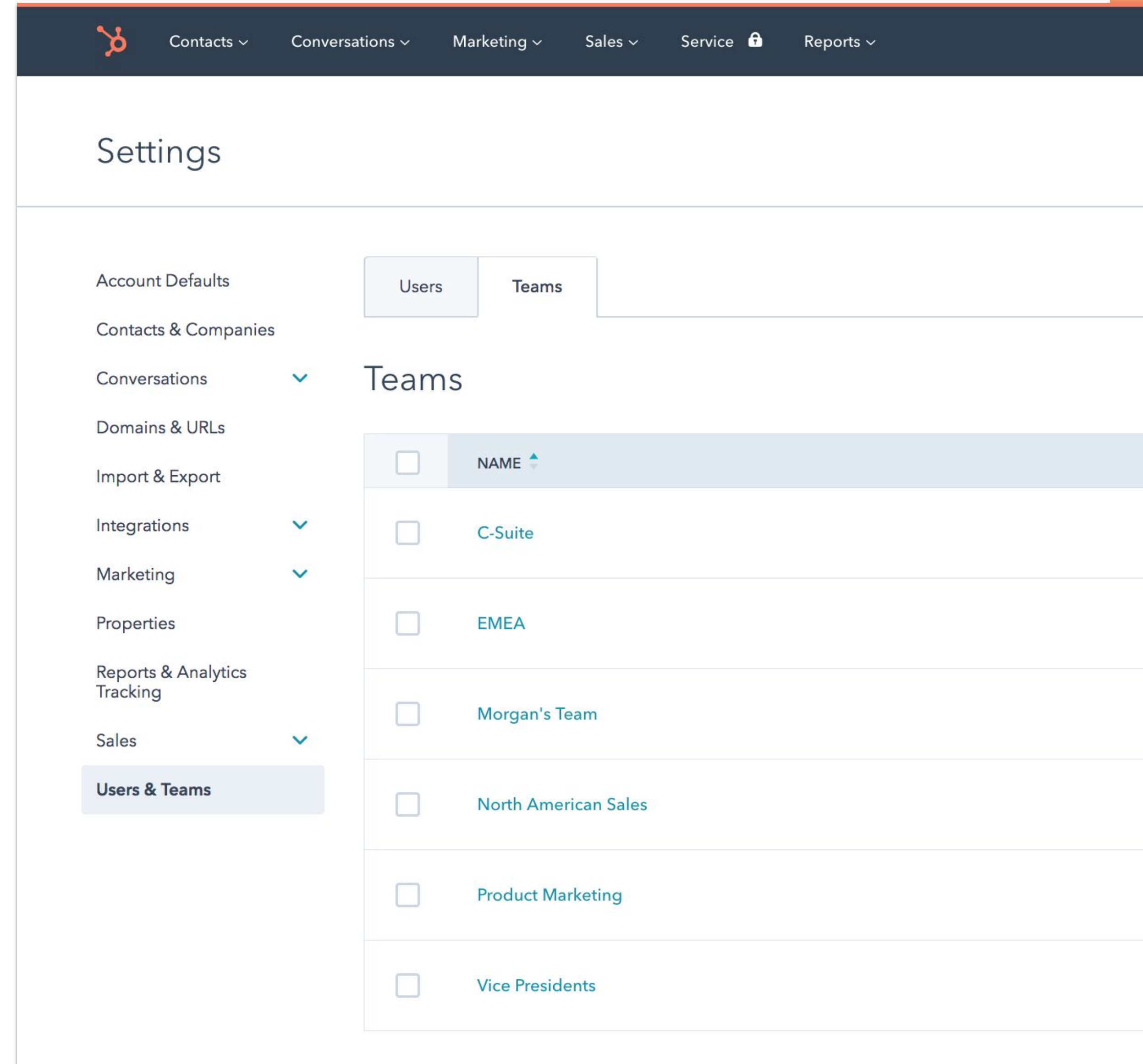




# Enhanced Teams

Organize the users in your HubSpot account on multiple levels based on teams, region, business unit, product line, or any other dimension. Use Teams to control access to tools, limit visibility into your database, and easily segment or roll-up custom reports.

Available Now | All Enterprise Products

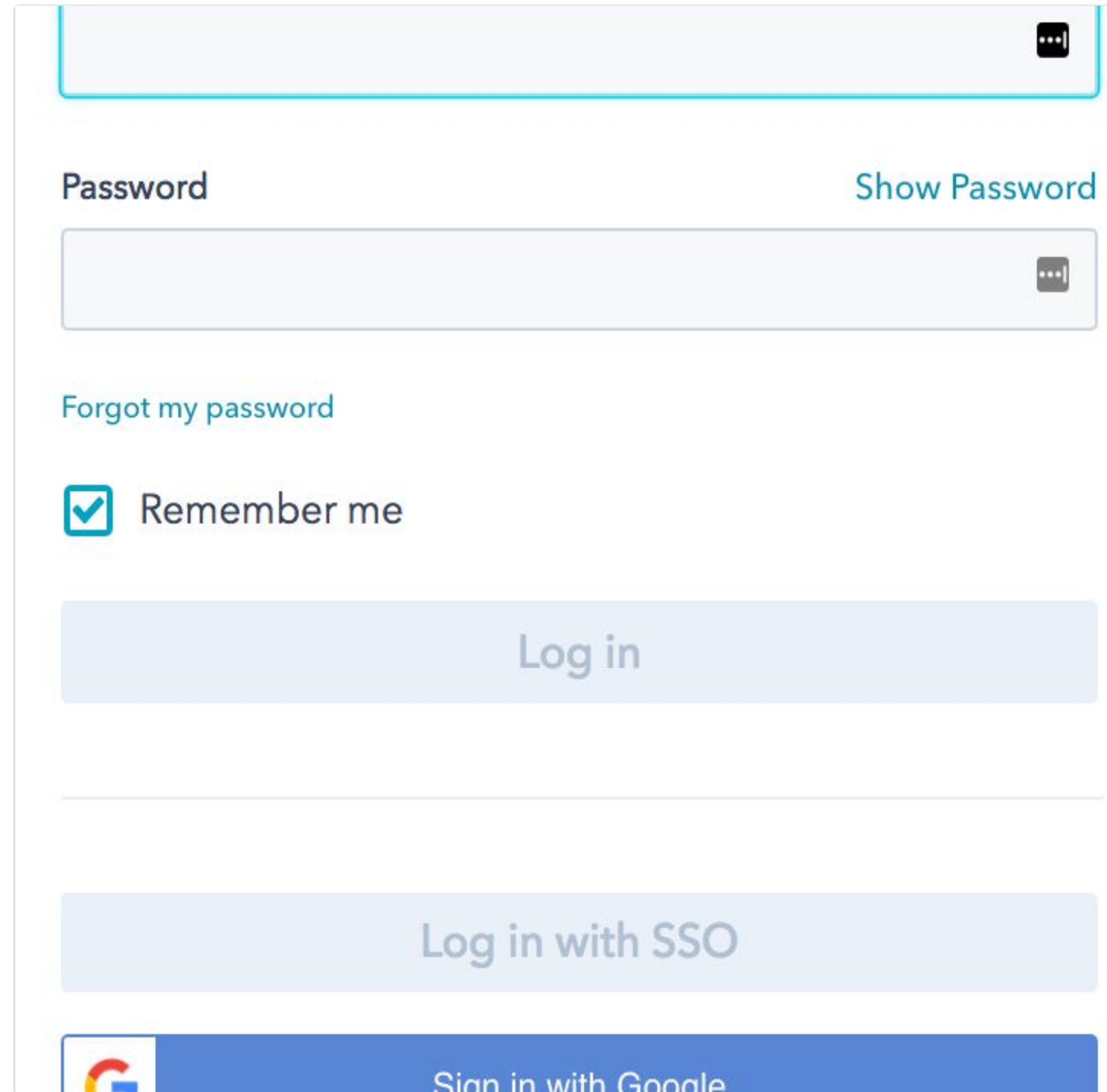




# Single Sign-On

Enhance the security of your HubSpot account and gain more control over your team's access by configuring a custom authentication provider.

In Beta | All Enterprise Products



The image shows a HubSpot login interface. At the top is a light blue header bar with a three-dot menu icon on the right. Below the header is a password input field with the label 'Password' on the left and a 'Show Password' link on the right. The input field has a small icon on its right side. Below the password field is a link that says 'Forgot my password'. Underneath that is a checked checkbox followed by the text 'Remember me'. There are two large, light blue buttons: 'Log in' and 'Log in with SSO'. At the bottom is a blue button with the Google logo and the text 'Sign in with Google'.





Enterprise extends to

# **everywhere you work**

---

As companies scale, they find themselves operating in more and more places - both geographically and digitally - which present a whole new set of challenges.

Enterprise makes scaling your business to new regions, verticals, and brands easier, and brings the power of HubSpot everywhere your team works.

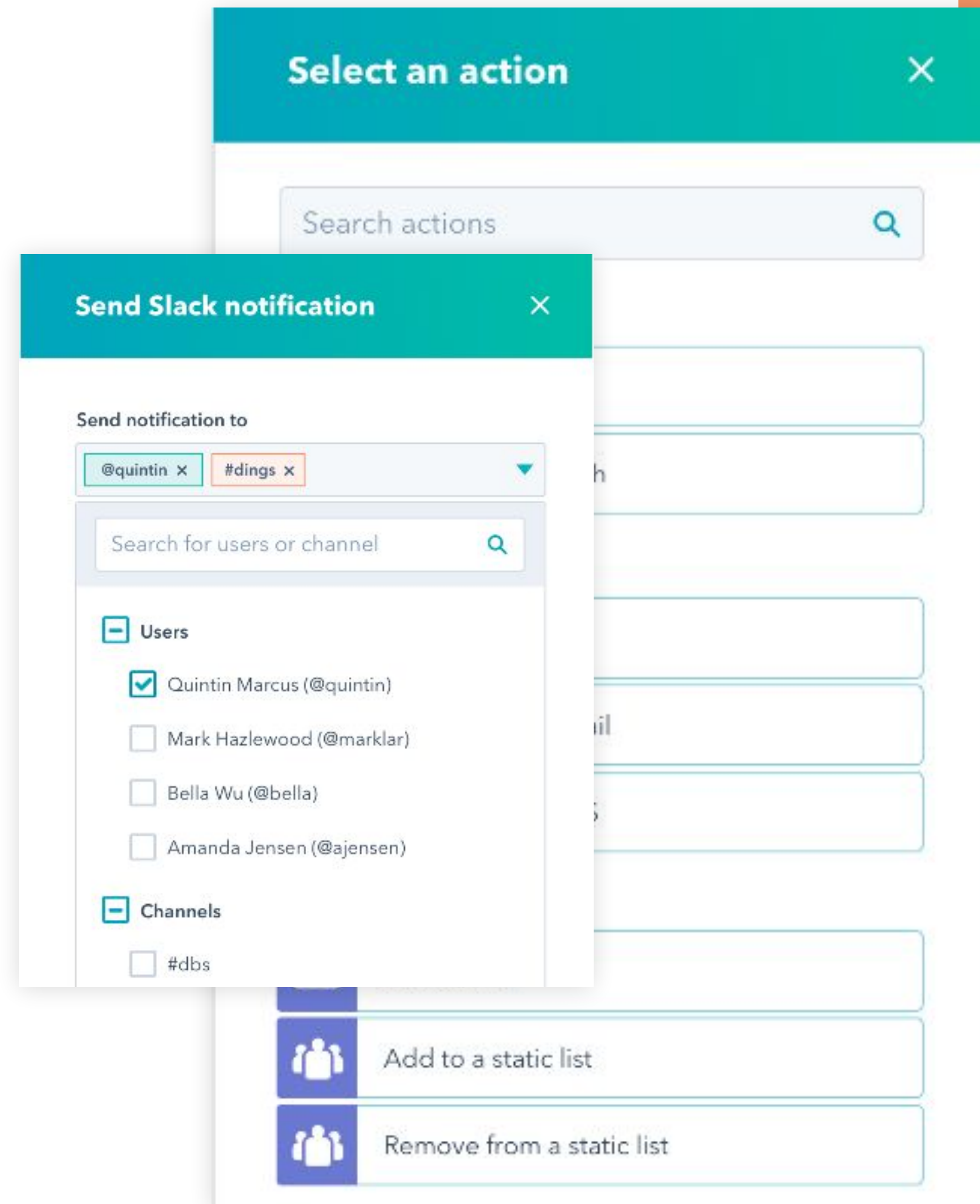




# Custom Slack Notifications

Keep your team connected to your customers everywhere they go with HubSpot's native Slack integration. Send notifications in Slack based off conditions and triggers using Workflows in HubSpot.

Available Now | All Enterprise Products







Enterprise supports

# everything you do

---

Growing businesses “do more” in dozens of different ways. They generate more leads. Have more conversations. Sell more products. Collect more data.

Enterprise helps growing businesses do more without drowning in volume, or adding unnecessary complexity to the way your team works.





# Calculated + Rollup Properties

Create fields in HubSpot that perform useful calculations and roll up data from other fields, like sales commissions and splits.

Available Now | All Enterprise Products

### Build formula

[Back to create a property](#)

**Formula type**

Custom equation

$\left( \left( \text{Deal revenue} + \text{Deal cost} \right) + \text{i.e. "Deal cost" or ".35"} \right)$

[Add more](#)

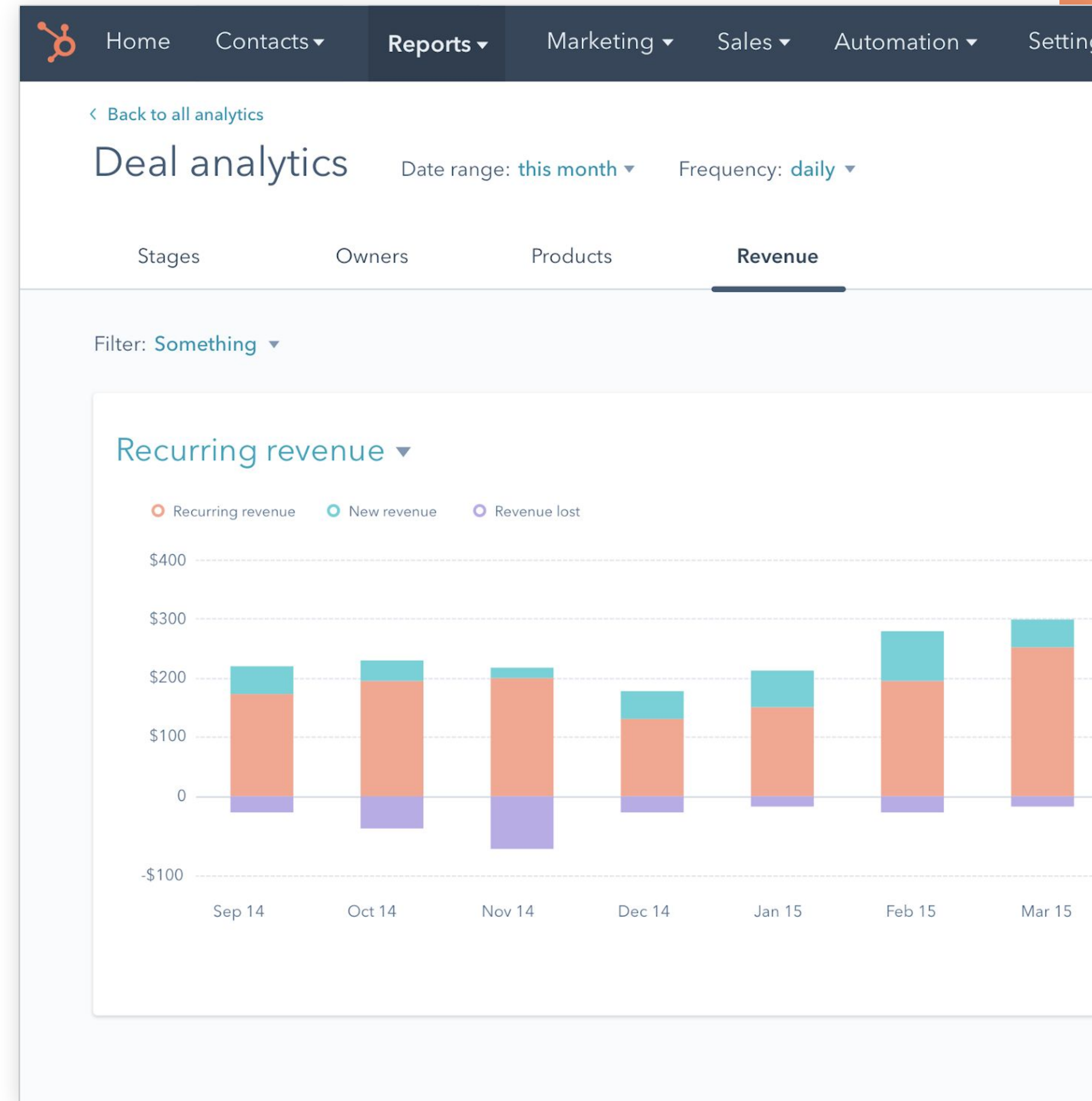
[Save](#) [Cancel](#)



# Recurring Revenue Tracking

Manage recurring revenue and renewals right inside of HubSpot with improvements to revenue tracking & reporting.

Available Now | All Enterprise Products





# Custom

## Property Search

Unlock data stored in custom properties across your database by making them searchable via HubSpot's global search bar.

Available Now | All Enterprise Products

Create a new property

Label

Custom Property 1

Internal name

custom\_property\_1

Description

Optional

Group

Contact Information

Field type

Single-line text

☐ Add to search

Allow users to search for any info added to this field.

☒ Show in forms

Use in forms, lead flows, and bots.

Create

Cancel



# Relational Imports

Easily import contacts, companies, deals, tickets, and products with relationships across objects.

In Beta | All Enterprise Products

Import from CSV files

TYPE


UPLOAD

MAP PROPERTIES

DETAILS


Step 1 of 4

Select the type of import




Contacts

The people you work with, commonly called leads or customers. ⓘ




Companies

The businesses you work with, which are commonly called accounts or organizations. ⓘ



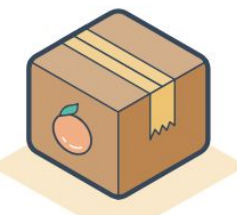
Deals

The revenue connected to a company, which is commonly called an opportunity. ⓘ



Tickets

The issues created from a customer's request for help. ⓘ



Products

The products your business sells which will be part of your product library. ⓘ

Cancel

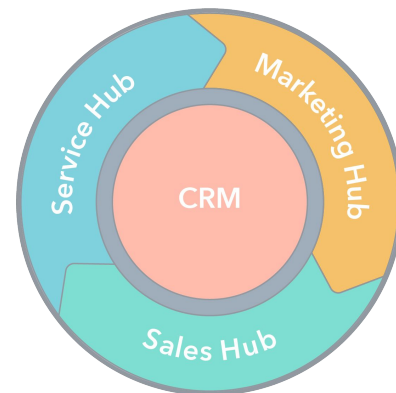
Next >



# Introducing the HubSpot Growth Suites

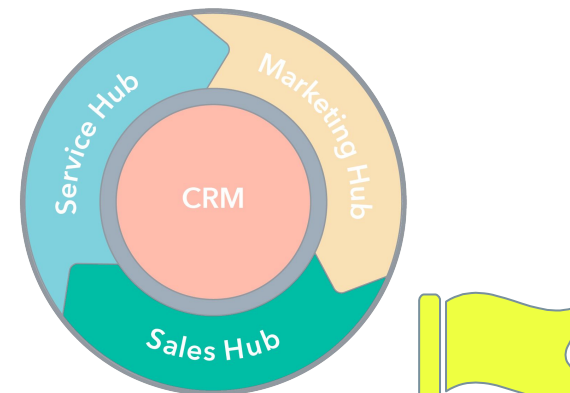
HubSpot CMS

## Marketing Hub



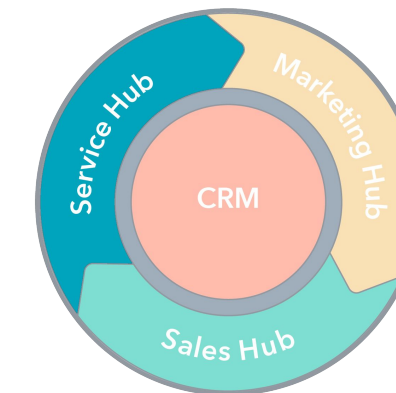
Enterprise  
Professional  
Starter

## Sales Hub

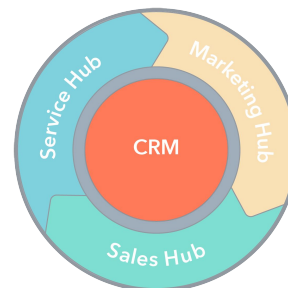


Enterprise  
Professional  
Starter

## Service Hub



Enterprise  
Professional  
Starter



HubSpot CRM





Sales Hub Enterprise gives you tools for

# advanced pipeline management

As sales teams grow, so do their pipeline needs. They are selling to more people in more ways. They need to worry about quota periods, ramps, renewals, and a dozen other things that once weren't so pressing.


Sales Hub Enterprise gives you everything you need to manage advanced pipelines and complex sales strategies with ease, with the backing of a robust, easy to use CRM.



# Goals

Measure your sales and services team's performance on a granular level with period-based quotas and SLAs.

In Beta | Sales & Service Hub Enterprise



Contacts ▾

Conversations ▾

Marketing ▾

Sales ▾

Service ▾

Automation ▾

Reports ▾

Settings

Account Defaults

Contacts & Companies

Conversations ▾

Domains & URLs

Import & Export

Integrations ▾

Marketing ▾

Properties

Reports ▾

Goals

Tracking code



Goals

Monthly

Weekly

Tickets closed ▾

All teams ▾

<input type="checkbox"/>	USER	TEAM
<input type="checkbox"/>	 Charlotte Arrowood	Midwest
<input type="checkbox"/>	 Nate Lacy	Eastern
<a href="#">+ Add user</a>		





Sales Hub Enterprise gives you

# powerful deal management

---

The road from quote, to deal, to payment can be a winding path with many steps and opportunities for drop-off.

Sales Hub Enterprise includes all the details you need to keep deals moving forward quickly and efficiently, from signing contracts to collecting payments.





# eSignature

Collect signatures on quotes and other documents right inside of HubSpot.

Available Now | Sales Hub Enterprise

Create a quote

✓

DETAILS

✓

BUYER

✓

YOUR INFORMATION

SIGNING & PAYMENT

PRODUCTS

## Signing and Payment

### Signature options

☐ No Signature

☐ Include space for a print signature

☒ Use eSignature

100 more quotes can be eSigned this month

[What's this?](#)

### Required signatures

☒ Sam Ganges (sam.ganges@bigly.tics)

☒ Charlie Holbarth (charlie.holbarth@bigly.tics)

0 countersigners ▾

### Payment options

☒

Use a connected Stripe account

Stripe receipts are always sent to your prospects

[What's this?](#)

☐ Collect shipping information on checkout

Posiolo Inc

Quote

Prepared on Feb 10, 2020

For Biglytics - Sam Ganges

I know there was some ambiguity around some conversation on your end. Let me know if you have any questions.

Cloud Service - Enterprise

Boldly go where no one has gone before. Enterprise-level support, storage, and open API support.

Installation

Labor and services involved with installation of our software.

Cloud Service - Premium

This is our 500 TB cloud integration with highest performance.

Cloud Service - Support

Paid support for any users above 1000.

Recurring discount

Recurring subtotal

One-time subtotal

Total

This quote isn't taking tax into consideration. Up to 10% discount may be applied to the quote otherwise by the customer. A 1 1/2% Service Charge will be applied to the quote. Customer agrees to pay all court costs and attorney fees within 30 days after closing of sale, and then within 5 days after closing of sale. Customer supplied print ready files.



# Quote Approvals

Require approval for quotes that meet certain criteria, like percentage discounts.

In Beta | Sales Hub Enterprise

Review Draft: Quote to approve

Once this quote is published, a web page link will be generated that your team can send to prospects.

HubSpot

PrintDownload

Quote to approve

Prepared on August 3, 2018 - #20180803-125550637

Comments

This is a great example of Quote that needs to be approved

Iuliia Palma - HubSpot

Products & Services

Test product	\$1,000.00
	\$999.00 discount \$1.00
	For 6 months
One-time discount	\$999.00
One-time subtotal	\$1.00
Total	\$1.00

This quote expires on September 30, 2018.

This total doesn't include any applicable taxes.

Questions?

Contact me

Iuliia Palma  
ipalma@hubspot.com

HubSpot  
25 First Street, 2nd floor  
Cambridge, MA, United States  
02141





Sales Hub Enterprise gives you

# integrated sales playbooks

---

As sales teams grow, it gets harder for managers to ensure their reps have the most up to date content and information at their disposal, and that they are using it at the right time, in the right ways.

Sales Hub Enterprise helps managers to guide their team towards success by providing them useful advice and content at the right moment in their process.



# Playbooks

Build a library of sales best practices and resources. Use rules-based automation to surface recommended content to your sales team, right inside of HubSpot.




Available Now | Sales & Service Hub Enterprise

Sales Service Automation Reports

Playbook


New note Er



Leave a note...


A   

Activity Notes

June 2017

 Charlotte A June 4 at 2:18

 SENT  DEL

 Charlotte A June 3 at 11:1

Discovery Call Script

Use this script when conducting a discovery call with new leads. Record answers for easy access later.

How far out are you on making a purchase decision?

1-3 months

3-6 months

6+ months

Lifecycle stage

Lead

Add notes here

Goals:

Understand their business model, business goals, and why they chose goals.

- What are the top initiatives at the company right now?
- How does your business model work?
- Who is your target customer?
- How many customers do you have now?

Save

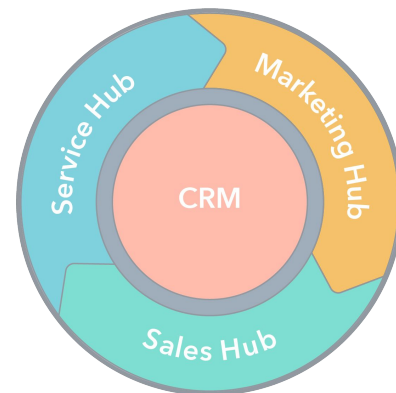
Cancel



# Introducing the HubSpot Growth Suites

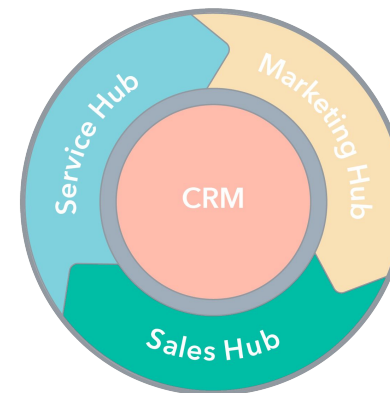
## HubSpot CMS

### Marketing Hub



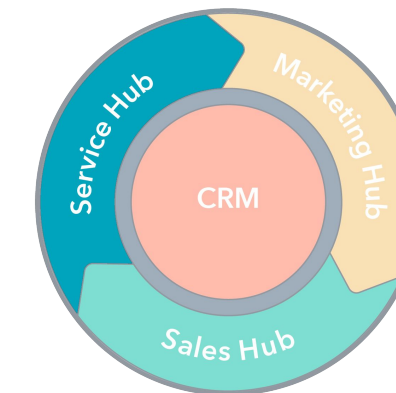
Enterprise  
Professional  
Starter

### Sales Hub

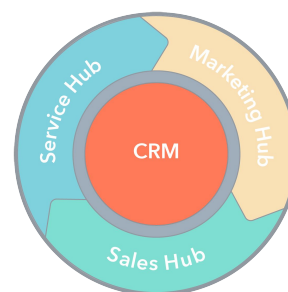


Enterprise  
Professional  
Starter

### Service Hub



Enterprise  
Professional  
Starter



## HubSpot CRM



Trend I:  
Conversational  
Marketing (chatbots)  
are finally mainstream



# Not A Shiny New Form



# Not

## A Way to Get More Traffic



### NEW DRIFT CONVERSATIONS

Last 30 Days (Jul 14 - Aug 13) ▾

129 ▲ 16%  
Previous: 111



### WEBSITE FORM LEADS

Last 30 Days (Jul 14 - Aug 13) ▾

106 ▲ 43%  
Previous: 74



# It's About Increasing Conversions &

# Enhancing the Company Experience



IMPULSE  
CREATIVE



# Look for High Intent Pages

1. Pricing Pages
2. Service Pages
3. Landing Pages





# A Personalized Experience

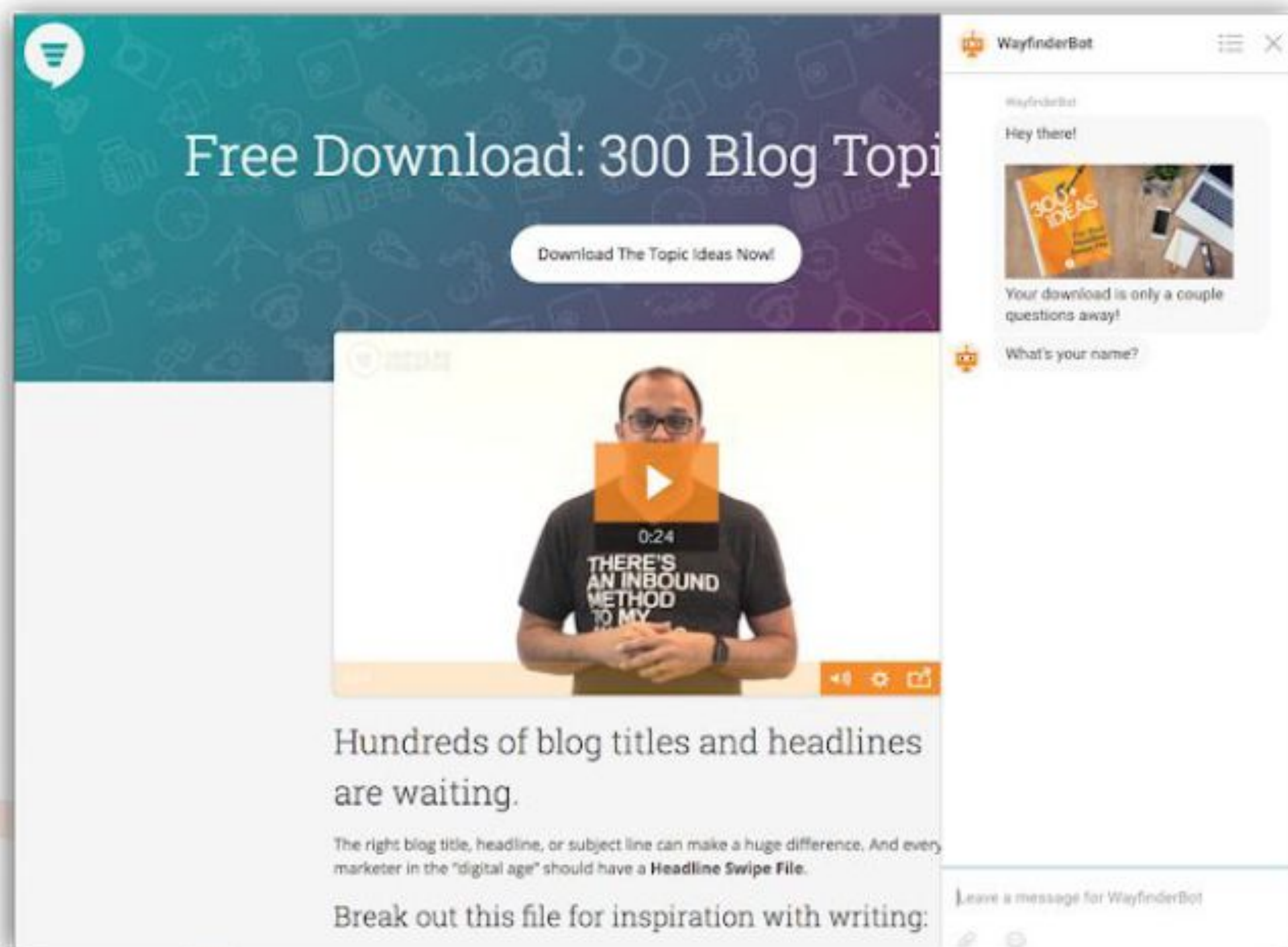
More than just a buyer persona.  
It's a User Story.

You're Creating an opportunity for a 1-1  
Conversation

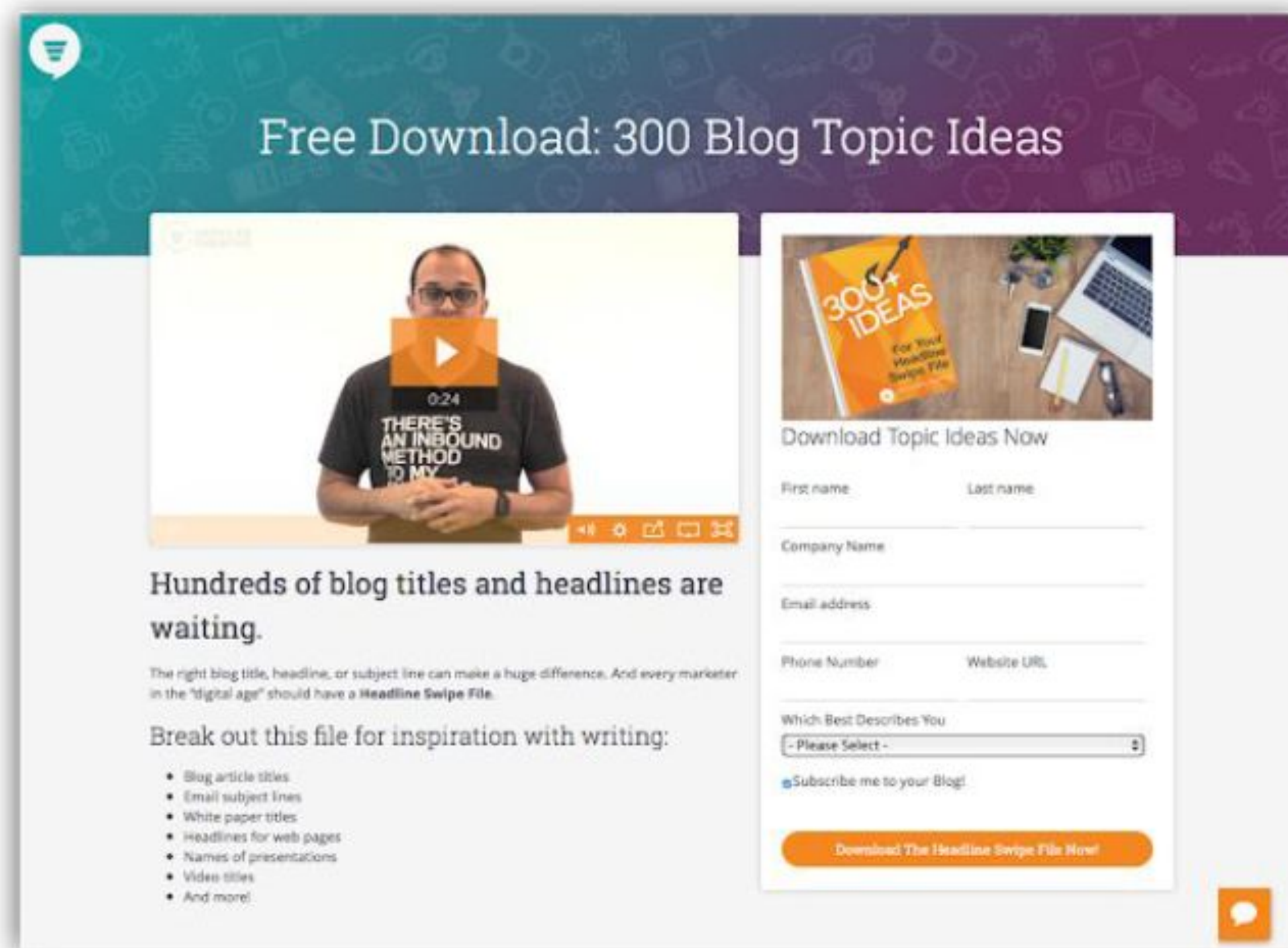


# Look for High-Intent Pages

ChatBot Enabled Landing Page (Drift): (65% Conversion Rate)



Traditional Landing Page: (47% Conversion Rate)





# Platforms

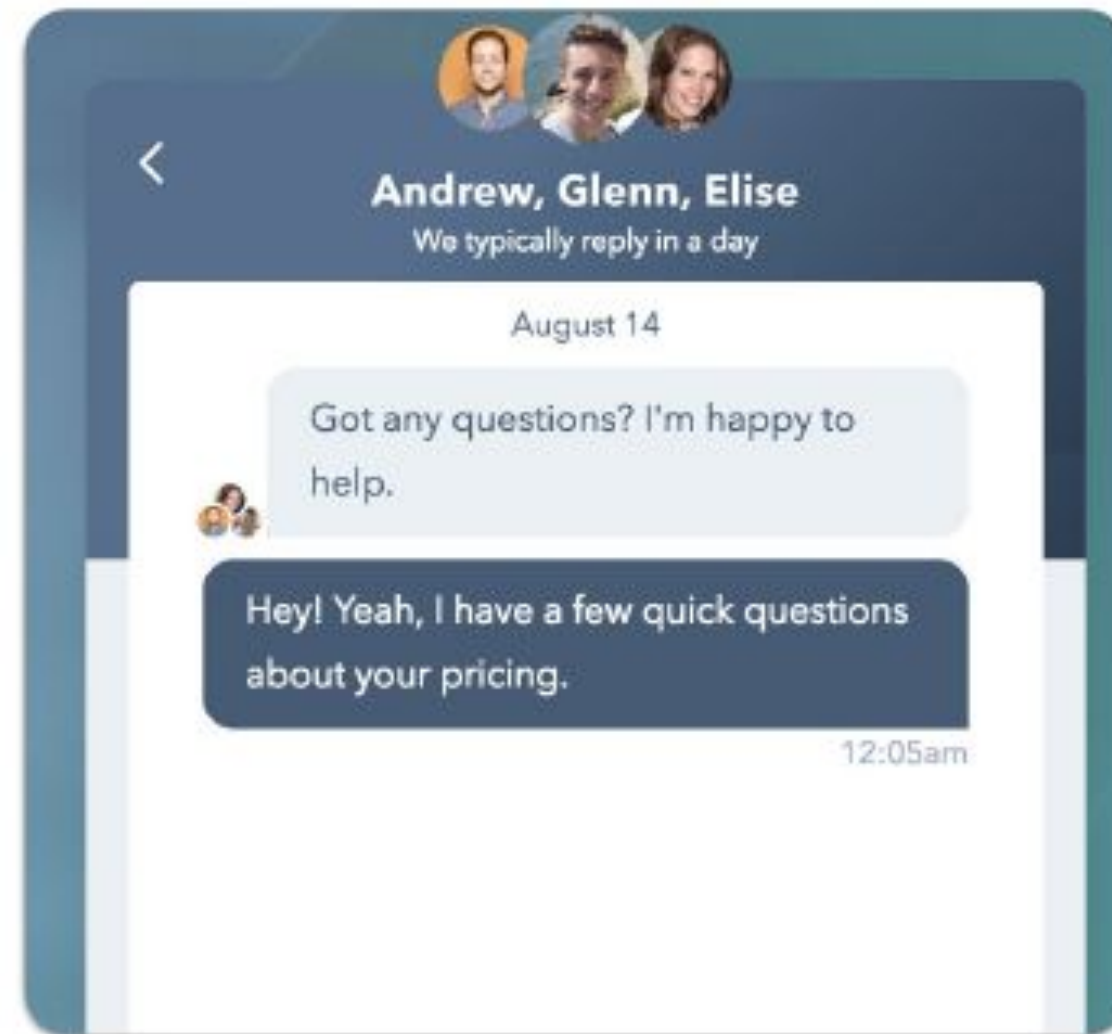


(Facebook messenger based)



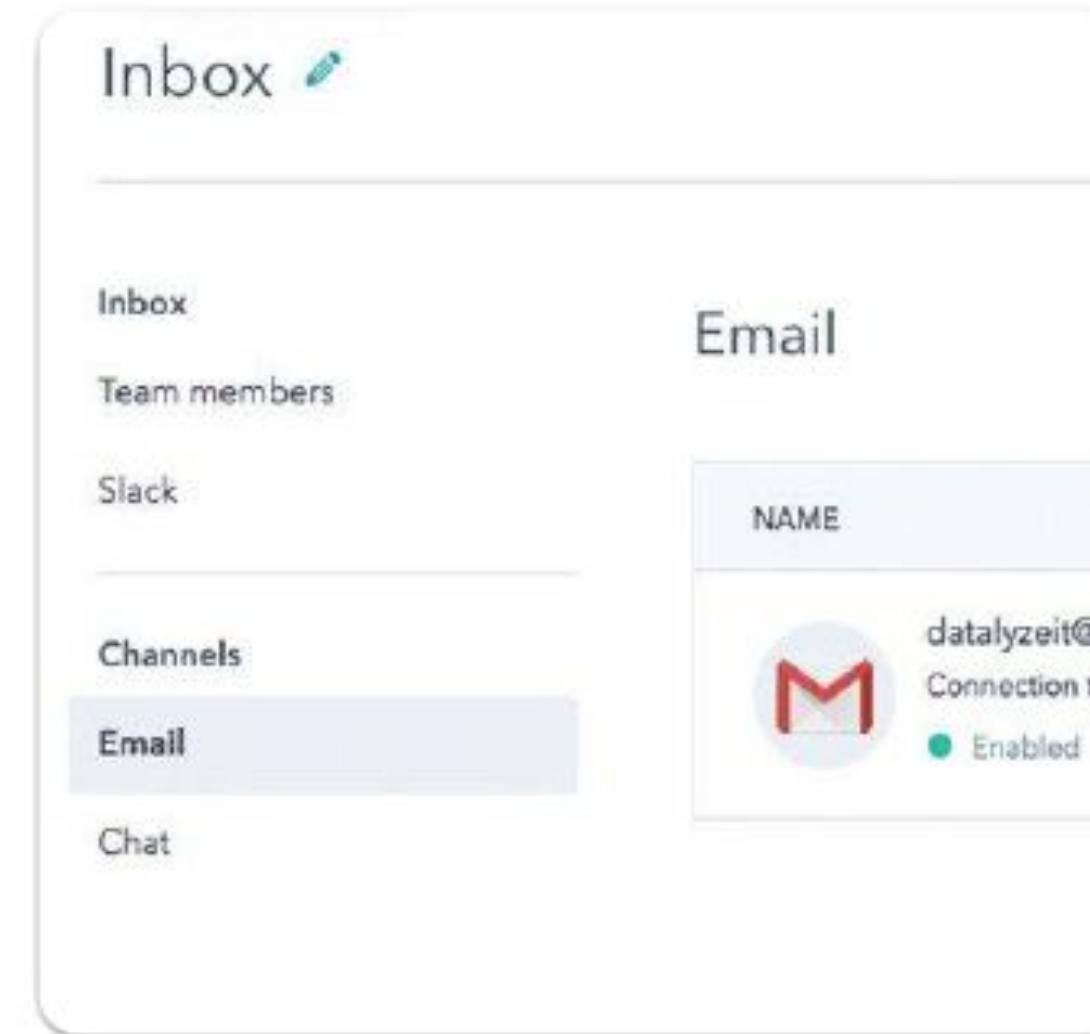
# HubSpot Conversations

All your conversations. All in one place.



## Live Chat

Connect with prospects and visitors in real-time as they're on your website. Respond directly via the Conversations Inbox, Slack or mobile app.



## Team Email

Collaborate on team emails with a unified inbox for marketing, sales, and services. Easily route emails to the right individuals.



## Chat Bots

Automate and scale your conversations with bots to help qualify leads, book meetings, and provide answer support questions.



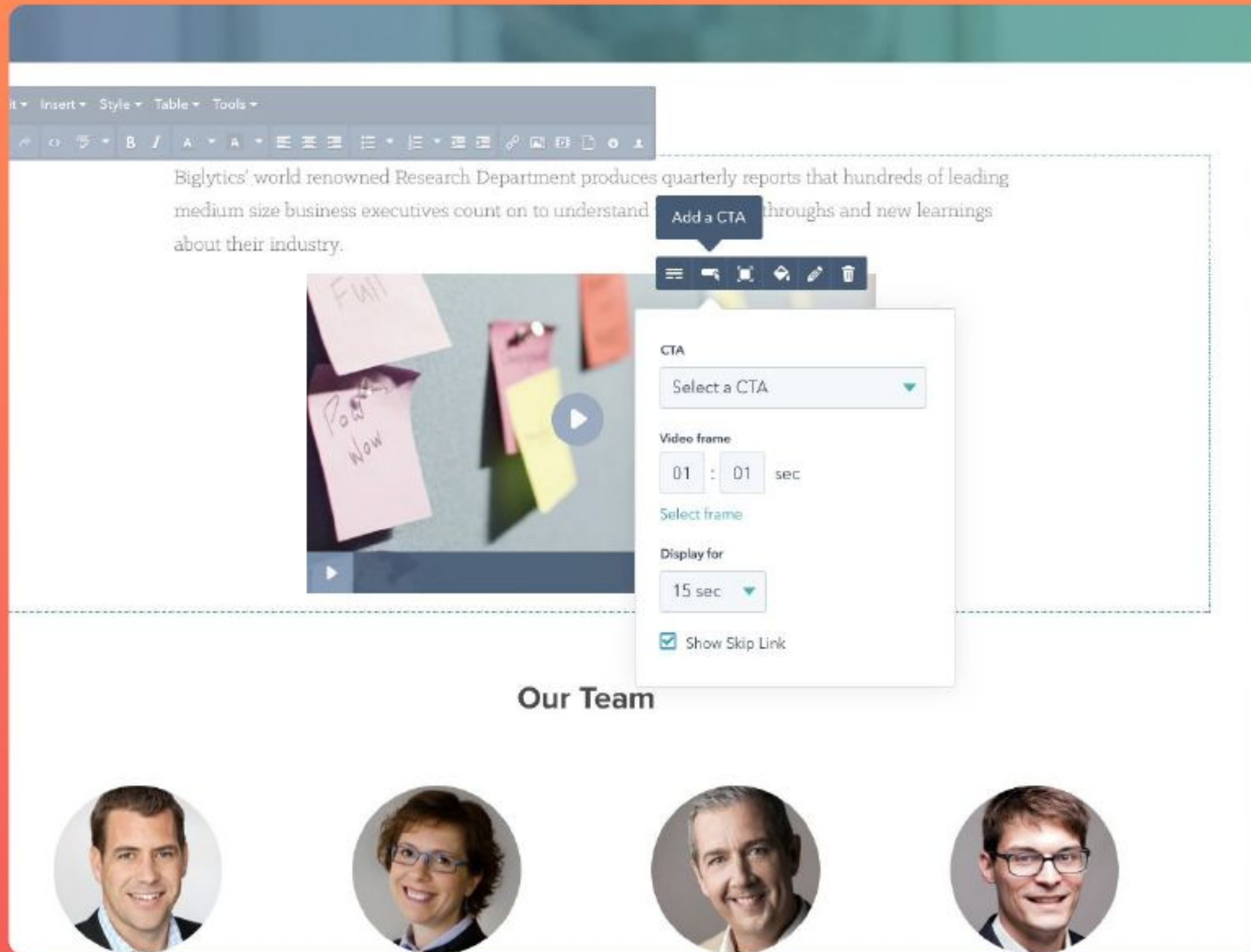
# Look for High Intent Pages

1. Pricing Pages
2. Service Pages
3. Landing Pages



Trend 2:  
Personal Video  
Marketing Has Arrived  
in the Sales Process





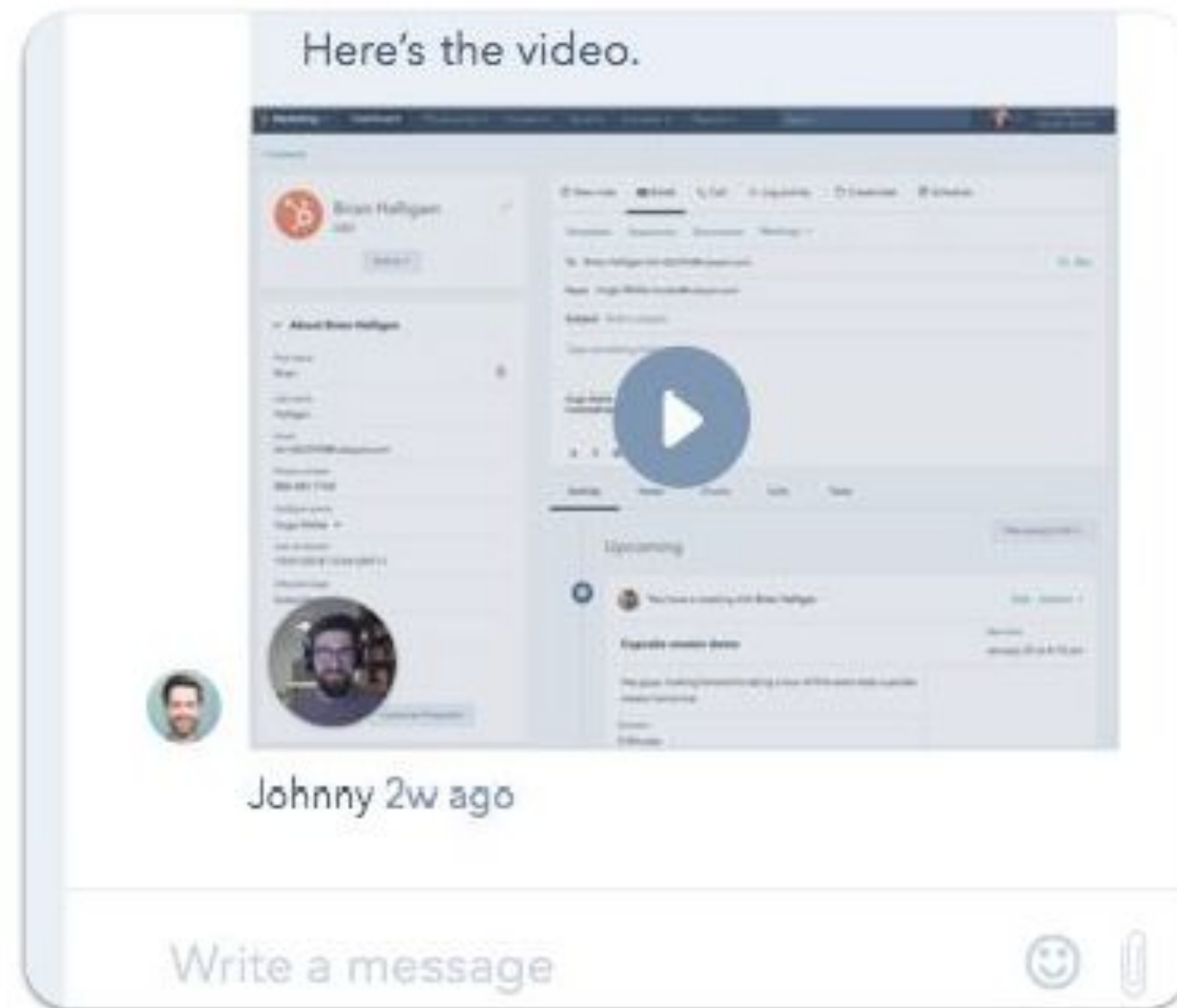
# Personal Video

Today, people gravitate towards personal, authentic, and conversational videos. The businesses that match this change are the ones we pay attention to.



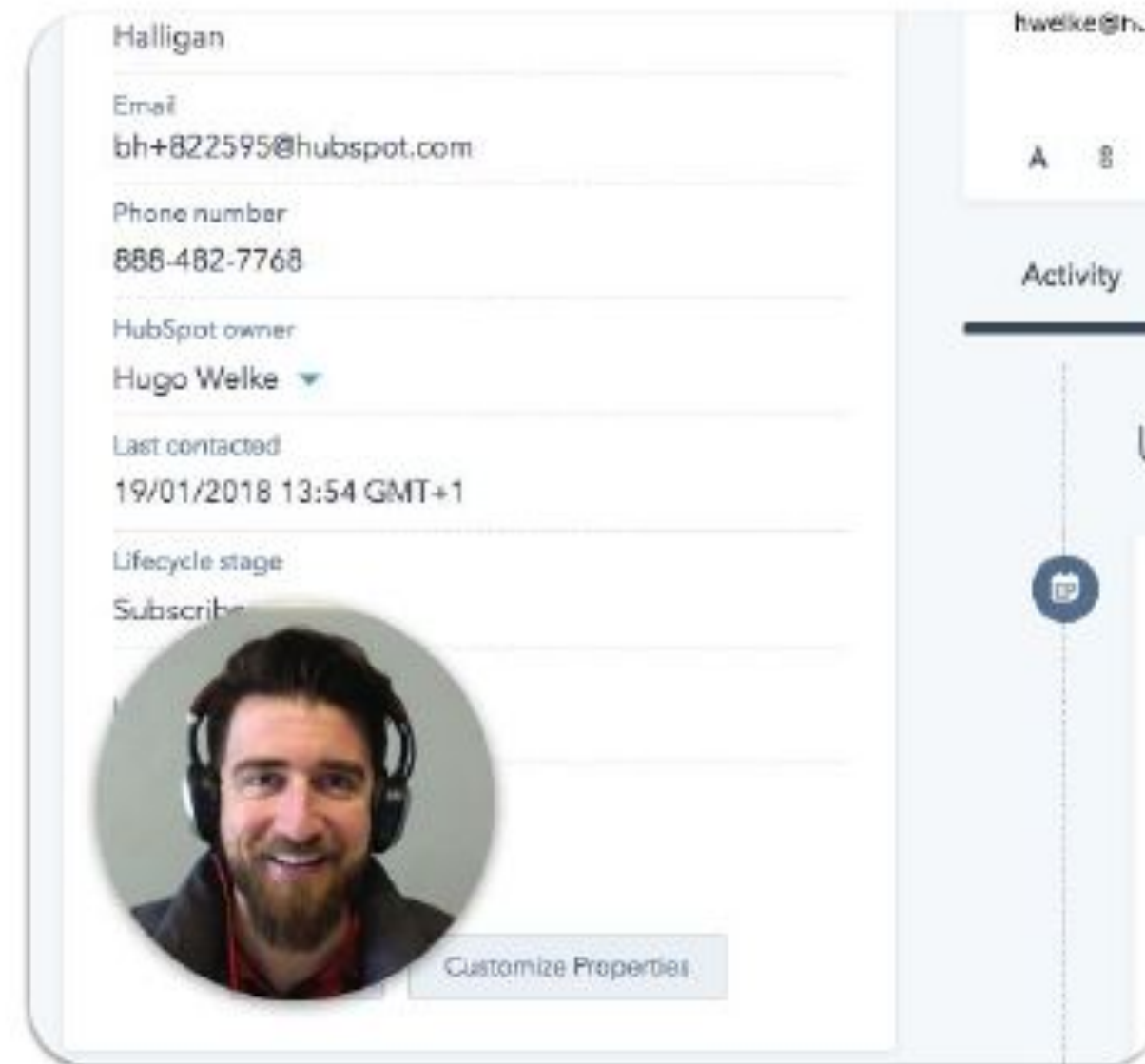
# HubSpot Video

Your video. Elevated.



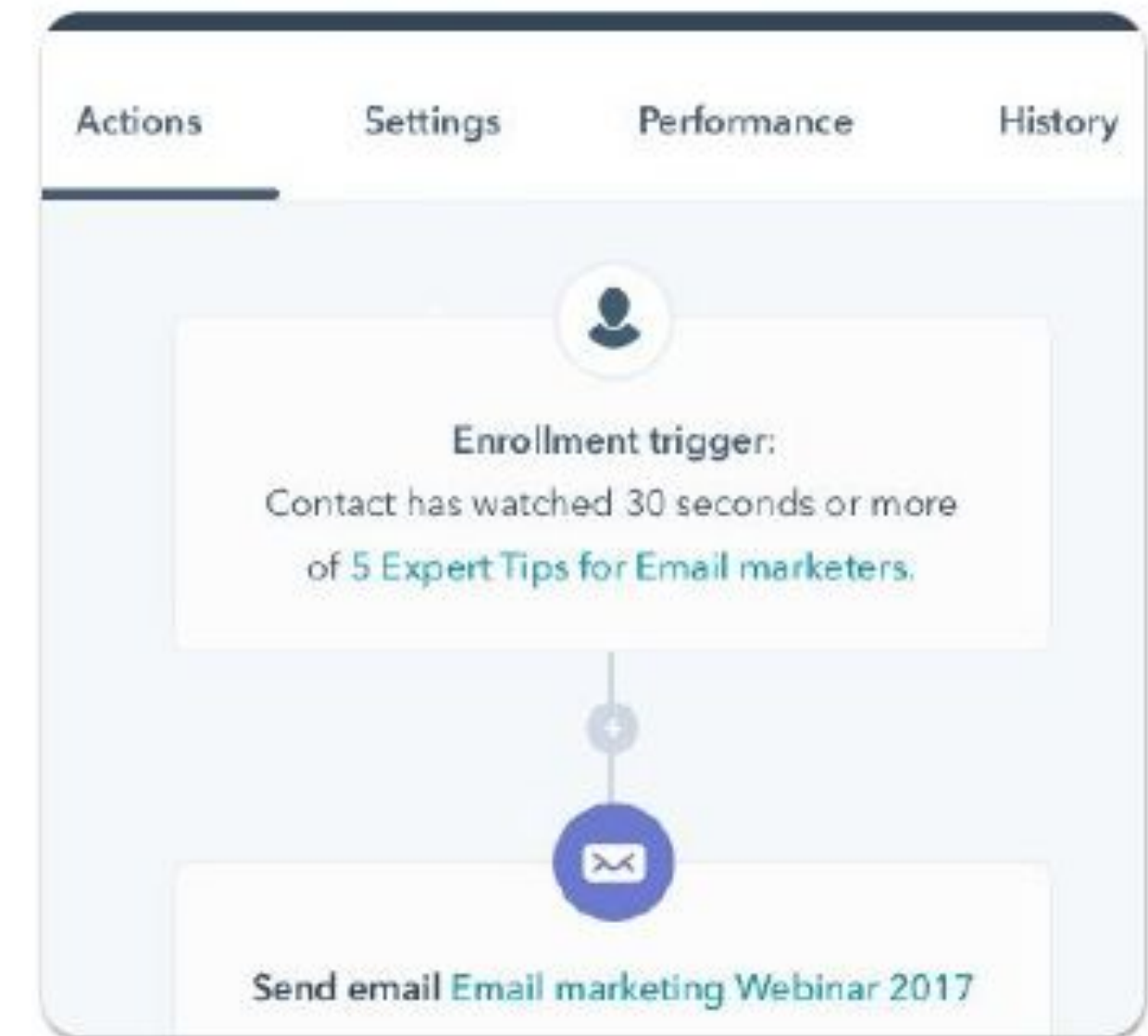
## Insert Videos in Live Chat

Easily add videos into conversations with Sales or Service Hub Enterprise.



## Record Video

Record 1:1 videos with, or without, your screen and easily send to contacts.



## Trigger Follow-Ups

Use Workflows to trigger follow-up actions based on video analytics.



# Platforms



loom

S ● ▲ P B ■ X



Trend 3:  
SEO is officially an  
artform not a science



# SEO as an artform

- Not to ignore the technical side! It's just changed in importance
- Understand the buyer's journey and table this for every major product & service you have
- Create content & pillar pages for these
- Keyword research



Trend 4:  
The Flywheel & Service  
as a Growth Centre



Starting with attracting more leads into the funnel.



We've turned to tactics good for our company, but bad for the customer.



**Customers**



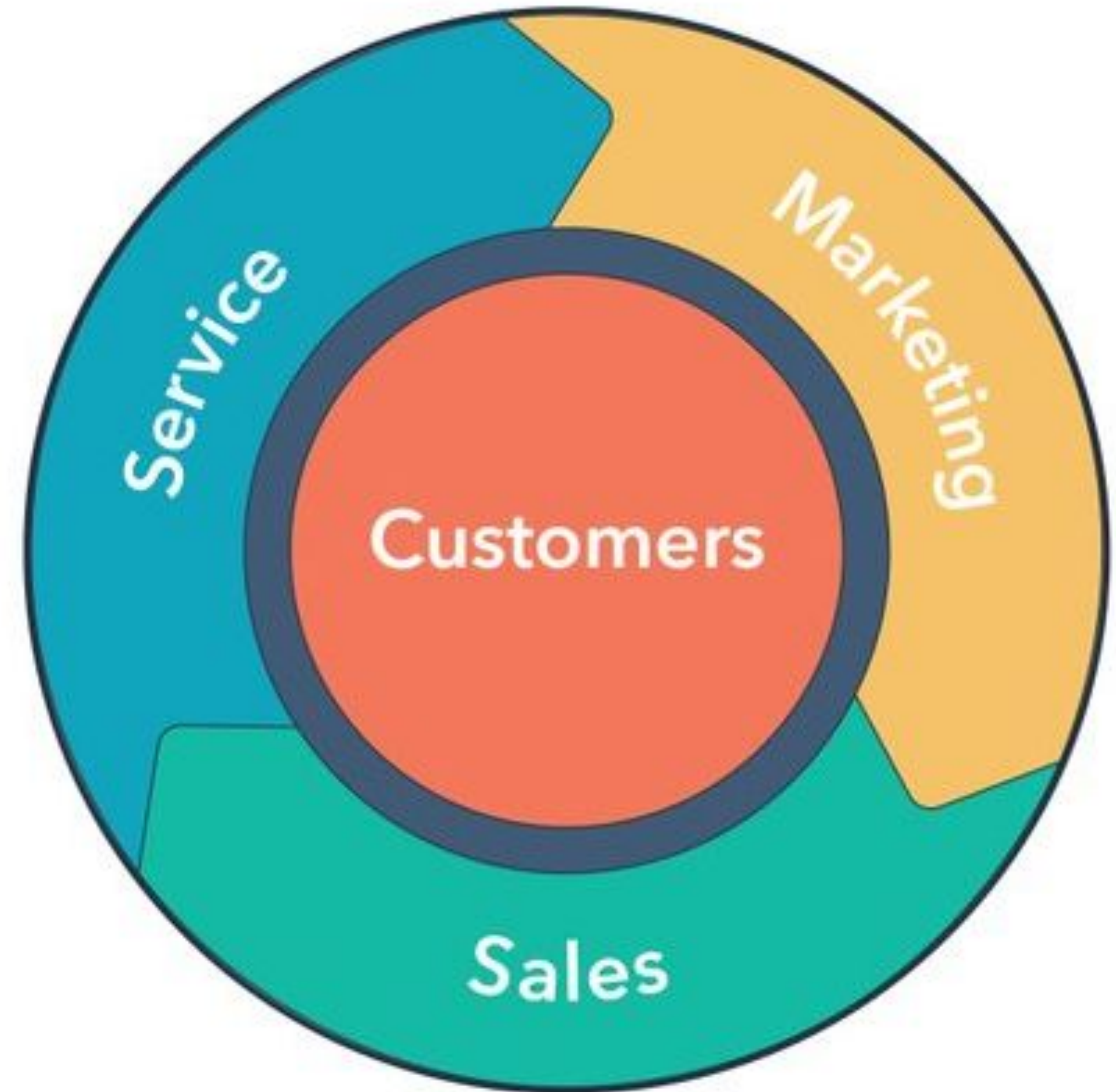
## Then = Funnel

Customers as an afterthought



## Now = Flywheel

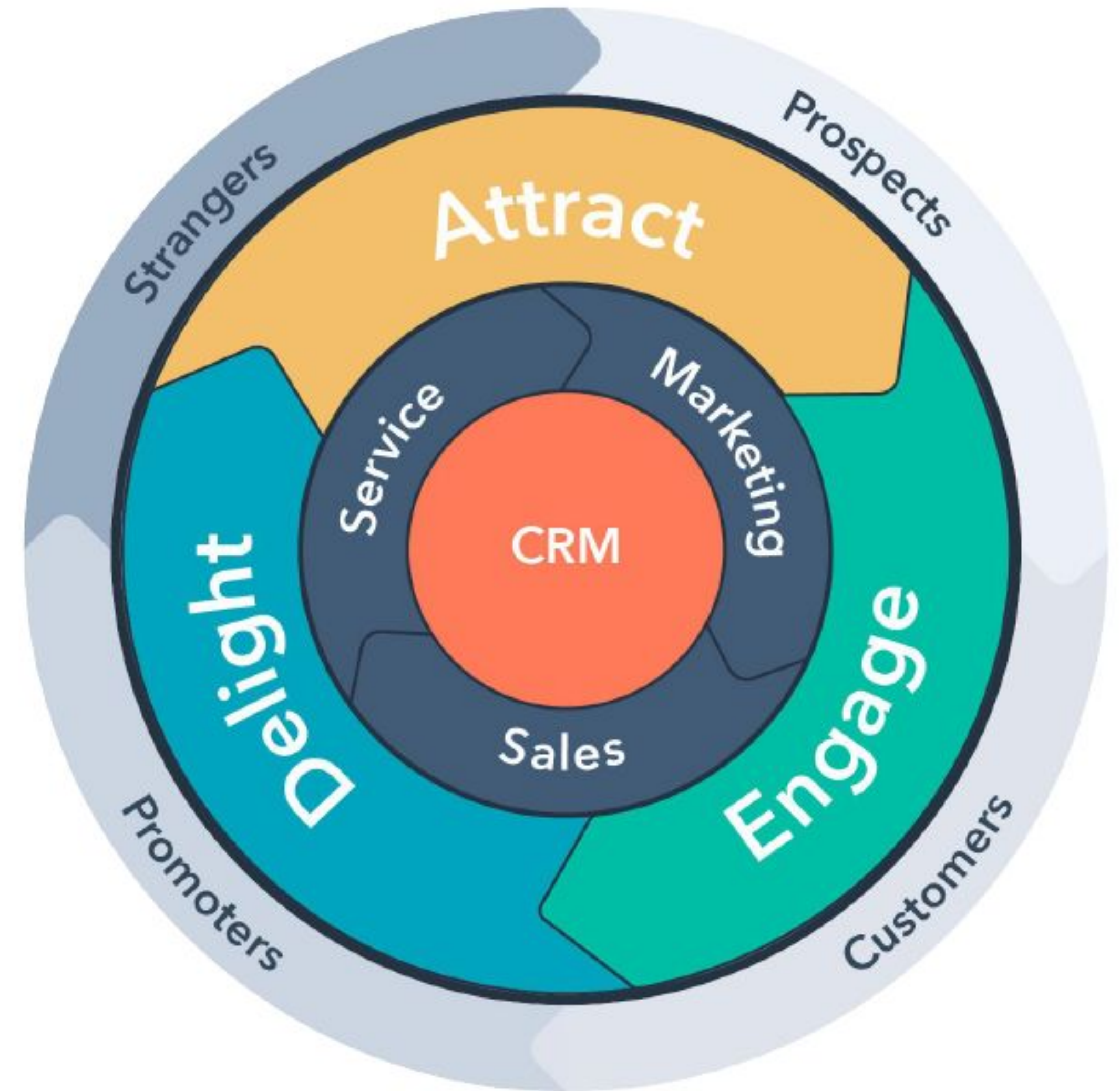
Customers at the center





# The Flywheel Solves for the Customer and Company

But, it means we need to expand our role. We're responsible for the velocity of this flywheel, and need to focus on experience.





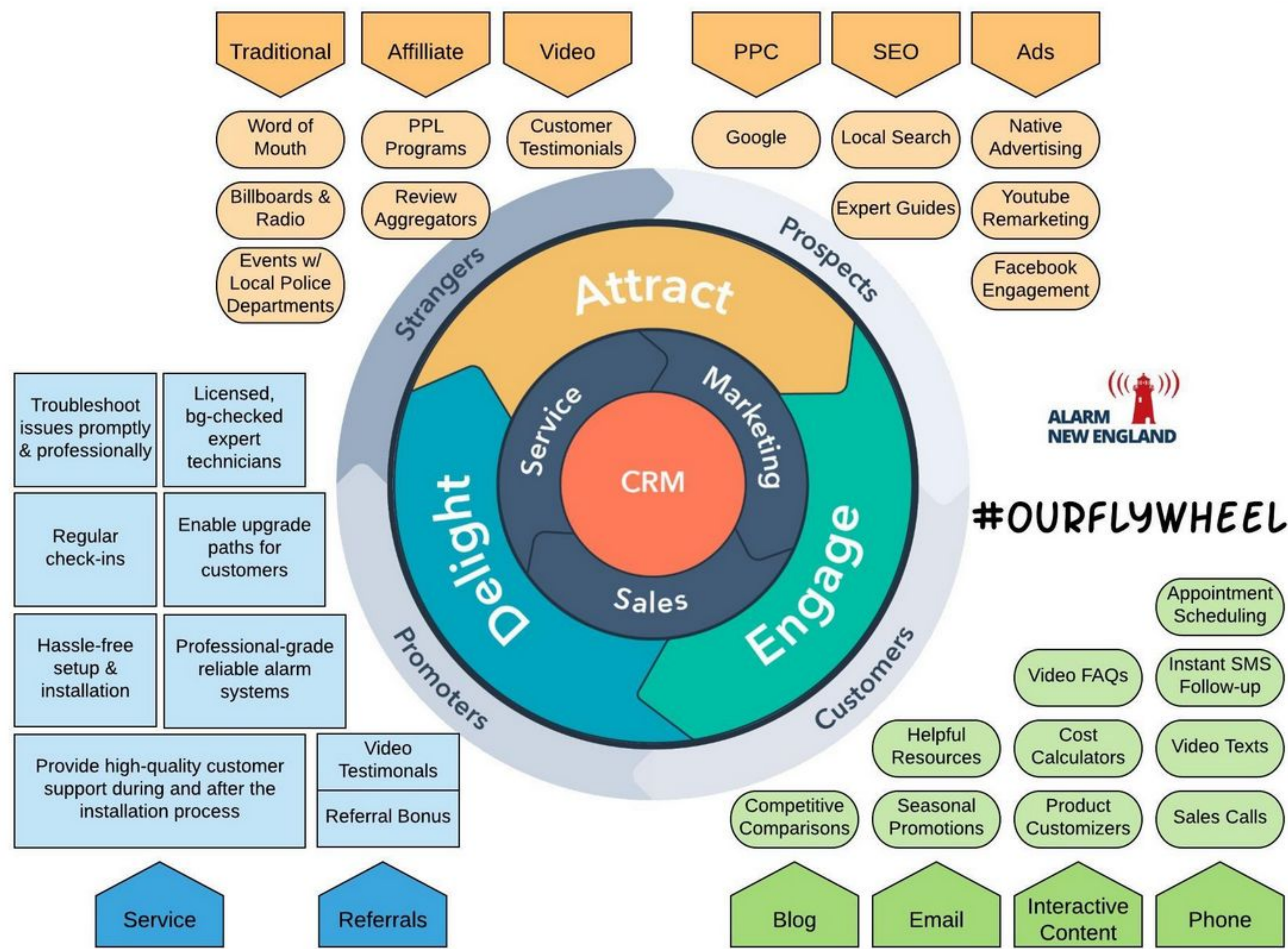
**Ok, but is the funnel really  
broken?**



**No but the funnel perhaps  
ignores the fact service should  
be a growth, not profit centre**

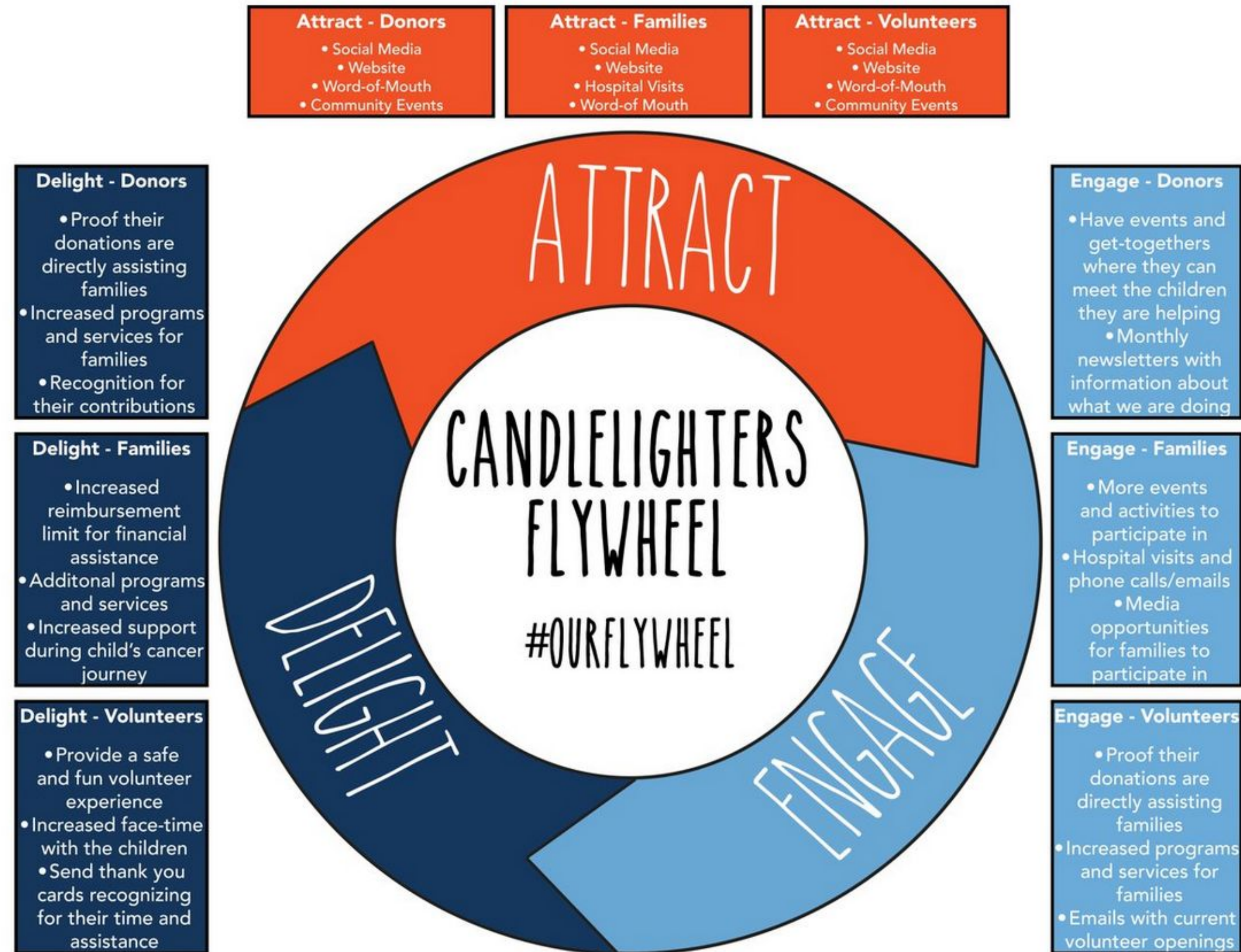


# Flywheel Example





# Flywheel Example





# Flywheel Homework

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1. Draw your company's flywheel with numbers on it.
2. Draw your company's forces on your flywheel.
3. Re-draw your company's forces on your flywheel to maximize delight and word of mouth.



Trend 5:  
Paid Media Costs are too  
expensive for BOFU ads, the  
remedy is TO-MO-FO

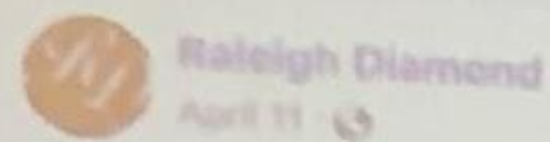
(WTF?)



**The fact that CPCs are rising like  
crazy means you can't  
not think like a storyteller  
copywriter as opposed to a 'buy  
my stuff' now!**



# Storytelling examples

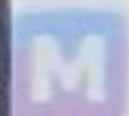
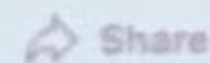
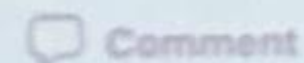


April 11

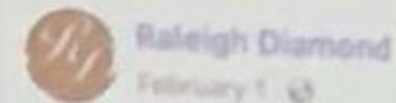
Guess who just got married at 75? These two newlyweds! Sharon and Stewart Cagle are two of our favorite customers here at Raleigh Diamond, and they let us share their story right here! Thanks very much to our video producer, @mattlandbrand for shooting them at our store and at their wedding; and to Brian Johnston who shot their engagement photos.



1.2K Views



@MariSmith / IG @mari\_smith / marismith.com



February 1

Marquis Mitchell and Amy Pittman have an amazing love story. These two met on a mission trip nine years ago - she was from Raleigh and he was from Chicago. After two years on Google Hangouts and FaceTime together, Mitchell moved to North Carolina to be with Amy, and after three-and-a-half years, he decided to pop-the-question. You don't want to miss hearing their journey of how this newly engaged couple searched and searched until they found the perfect engagement ring, with a custom design for a family gemstone, passed down from six generations.

A HUGE THANKS TO OUR MEDIA PARTNERS:

Land, Ltd. for the professional in-store photography and video production, and Brittney Hyatt Photography for the professional outdoor photography of our lovely couple. Be sure to check them both out!



8.8K Views

m.me/marismith → type 'inbound18'



**Take a core product/service and  
create a plan that focuses on:**

- Top of Funnel
- Middle of Funnel
- Bottom of Funnel

**Budgeting Rule of thumb:**

**70% BOFU, 20% MOFU & 10% TOFU**



A decorative graphic on the left side of the slide. It consists of a vertical white line. To the left of this line are several overlapping circles of different sizes and shades of teal. One large circle is at the bottom left, and several smaller circles are positioned above it, some overlapping each other.

**Thank you!**



# Panel Session



**Justin Theng**  
ALSOOF Publishing



**Dominique Antarakis**  
Head of Content Strategy at heart for  
causes and CEO, TCC International



**Ian Jacob**  
Search & Be Found

#SydneyHUG





**Thank You for coming  
Next HUG: End of Year**



<https://sydney.hubspotusergroups.com/feedback>