Hi,
I'm Prasana

Marketing Managing, SEA

HubSpot

Inbound Ads

Journey-Based Advertising

Bangkok HUG
2019

HubSpot

Agenda

- Exciting upcoming changes to Ads in HubSpot
- When are ads Inbound
- How HubSpot thinks of ads
- How ads have evolved
- Inbound ad strategy framework
- Why integrate ads with HubSpot?
- Activity

Inbound uh...ads?

Ads are inbound when it matches the form and function of organic content

attracting customers via non-interruptive formats, on channels where they already spend time such as blogs, search engines, and social media

content designed to address the problems and needs of your ideal customers

Sanity Check:

Q: Is this ad helpful and relevant to the people it's being shown to?

DIGITAL ADVERTISING HAS CHANGED

LOOK AT HOW FAR WE'VE COME

2004
FIRST FACEBOOK AD

Ads are…
- Intrusive
- Not targeted
- Not helpful

2018
TODAY

Ads are…
- Non-Interruptive
- Extremely targeted
- Engaging

Facebook Flyer

Be a Butler Blogger!!

Want a paid job on campus that'll allow you to share your year at Butler with the world? Admission is looking for several students to be Bloggers this year. Msg me or click to email for more info!

Posted by Brad J Ward

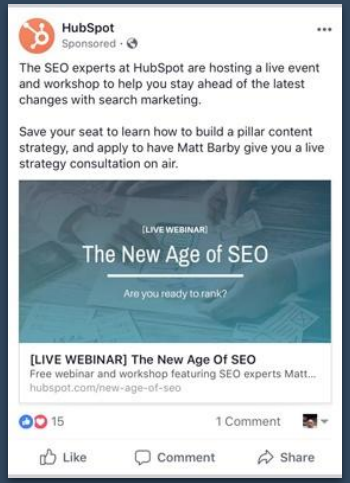
Share +

“HubSpot would be disappointed in me…”

-HubSpot Customer

“HubSpot’s anti-ads culture”

-Agency Partner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The SEO experts at HubSpot are hosting a live event and workshop to help you stay ahead of the latest changes with search marketing.
Save your seat to learn how to build a pillar content strategy, and apply to have Matt Barby give you a live strategy consultation on air.
[LIVE WEBINAR]
The New Age of SEO
Are you ready to rank?
[LIVE WEBINAR] The New Age Of SEO
Free webinar and workshop featuring SEO experts Matt...
hubspot.com/new-age-of-seo
15
1 Comment
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TARGETING

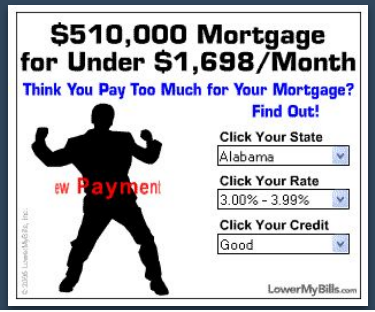
NO MORE SPRAY AND PRAY

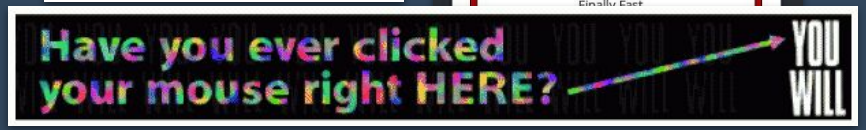
TARGETING

NO MORE SPRAY AND PRAY

AD FORMATS

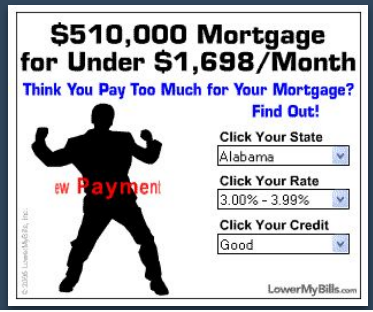
ADS HAVE BECOME CONSISTENT & CONTROLLED

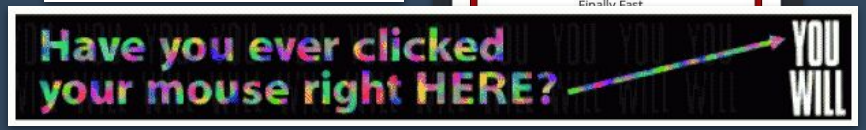


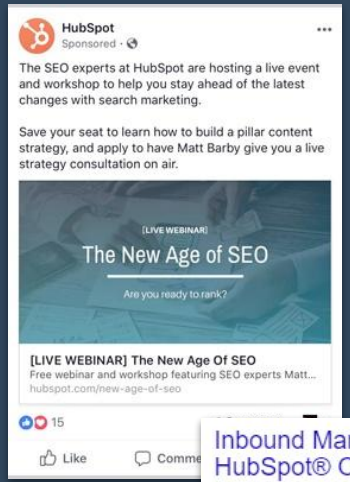


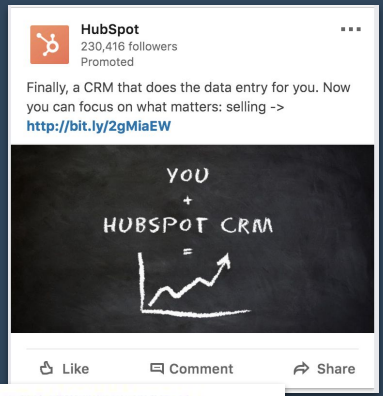
AD FORMATS

ADS HAVE BECOME CONSISTENT & CONTROLLED









PAY TO PLAY

ORGANIC REACH HAS DROPPED OFF OVER THE YEARS. YOU DON'T *NEED* TO PAY FOR EXPOSURE, BUT IT HELPS.

2004

Most of your followers saw every post that you made.

2018

Only ~3-4% of your followers see your organic posts.

2004

Organic results were differentiated from paid results, and organic results reached the top of search.

2018

Paid and organic results resemble each other, and organic results are often only below the fold.

How do ads help?

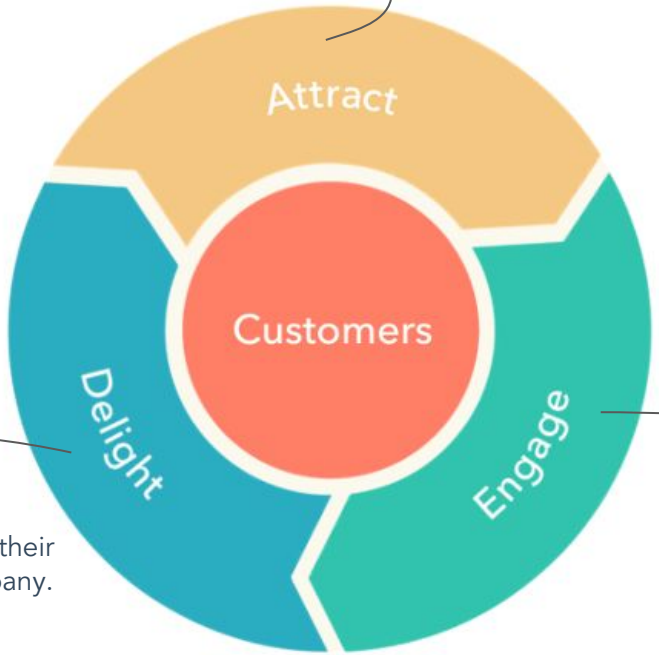
Ads can…

Make social, search or content strategy *more* targeted and relevant

Ads are *full-flywheel*

Ads are *cost-effective* for SMBs

using your expertise to create content and conversations that start meaningful relationships with the right people



adds real value, empowers people to reach their goals, and become promoters of your company.

building lasting relationships with people by providing insights and solutions that align with their roadblocks and goals

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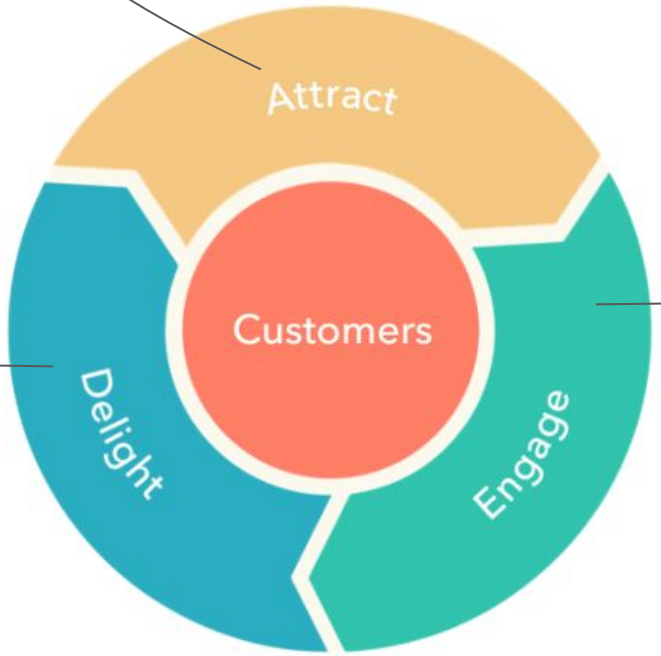
SEO is changing, don't get left behind.

HUBSPOT.COM/SEO-MYTHS

[Free Ebook] 20 SEO Myths to Leave Behind

Stop wasting time on search engine optimization strategies that don't...



Emmy Villegas-Halili is with Emmy Villegas.
October 5 at 10:13 AM ·

The HubSpot Academy Inbound Certification is open to everyone - from college students to entrepreneurs to marketing professionals.

The content spans the entire Inbound Methodology - how to attract visitors with content and website optimization (ATTRACT) how to convert visitors into leads (ENGAGE), close leads into customers (ENGAGE) and then delight those customers into promoters (DELIGHT) - Inbound Principles (SCOPE), Funnels vs Flywheel, Buyer Personas, Buyer Journey, and more!

HubSpot #HubSpot #HubSpotAcademy #InboundMarketing #InboundCertification

> I just got my Inbound Certification from @HubSpotAcademy.

Free Inbound Certification Course | HubSpot Academy Business Training

Comprehensive, fundamentals training covering the full inbound methodology.

ACADEMY.HUBSPOT.COM

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Like Comment Share

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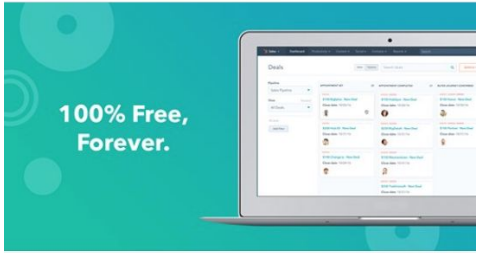
A CRM made for the way people sell today.



HUBSPOT.COM

Have you tried HubSpot CRM yet?

All-in-one, completely free.

JOURNEY BASED ADVERTISING

Adapting your advertising to be helpful, relevant and targeted at each stage in your buyer's journey.

THE BUYER'S JOURNEY

Awareness Stage

Consideration Stage

Decision Stage

THE FOUR COMPONENTS OF JOURNEY BASED ADVERTISING

TARGETING

Getting the “who” and “when” right.

NARRATIVE

Delivering a consistent, contextualized message.

EVENTS

Setting up tracking and optimization.

MEASUREMENT

Focusing on metrics that illuminate ROI.

Targeting

CONTEXTUALIZE FOR RELEVANCE | PERSONALIZE FOR IMPACT

KEYWORDS SHOULD MAP TO YOUR BUYER'S JOURNEY

"How to get started with advertising?"

"What are different approaches to advertising?"

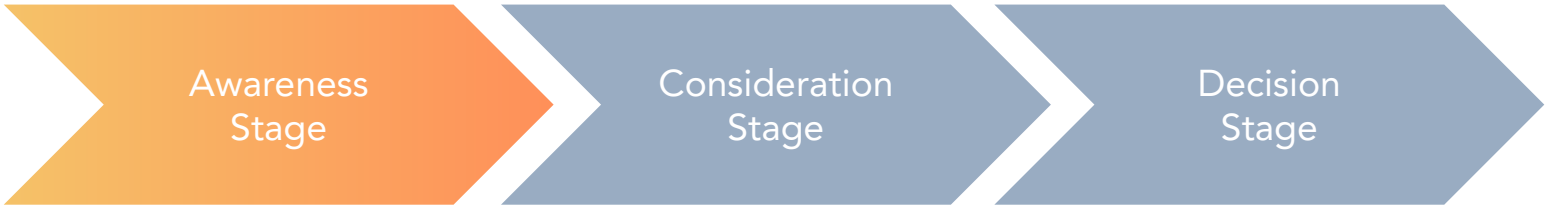
"What is the best tool to use for *journey-based advertising*?"

Non-branded

Branded

AUDIENCES TO CONSIDER

ACROSS YOUR BUYER'S JOURNEY



Demographic Audiences

Lookalike Audiences

AUDIENCES TO CONSIDER

ACROSS YOUR BUYER'S JOURNEY

Demographic Audiences

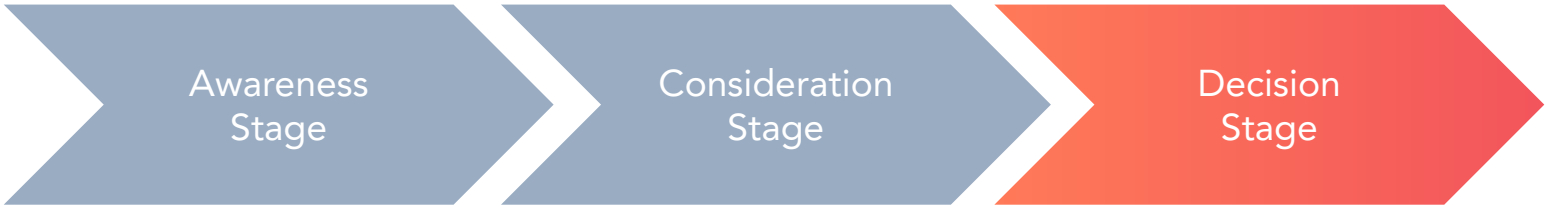
Lookalike Audiences

Website Audiences

List-Based Audiences

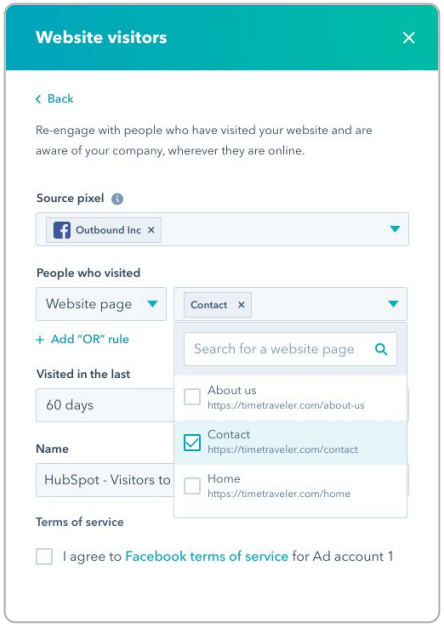
AUDIENCES TO CONSIDER

ACROSS YOUR BUYER'S JOURNEY



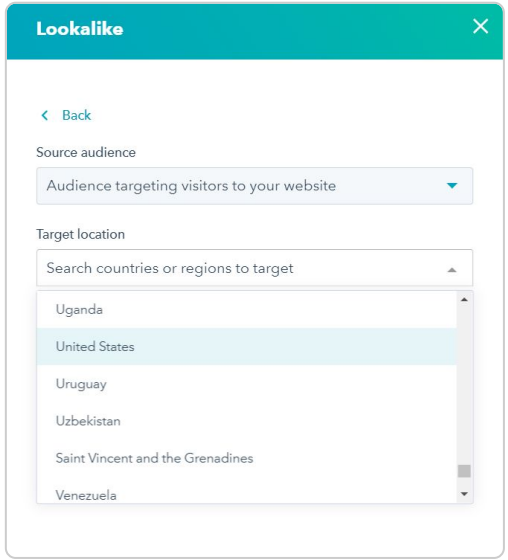
Awareness Stage	Consideration Stage	Decision Stage
Demographic Audiences	Website Audiences	List-Based Audiences
Lookalike Audiences	List-Based Audiences	Exclusion Audiences

CREATE ALL YOUR AUDIENCES IN HUBSPOT



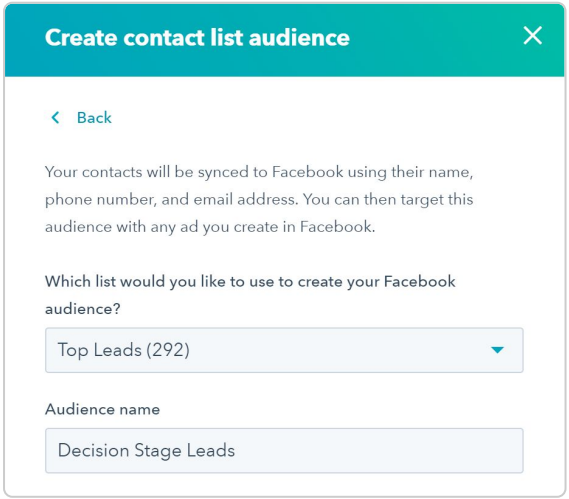
WEBSITE AUDIENCES

Create audiences based on specific behavior from your site visitors



LOOKALIKES

Find leads that resemble your visitors, leads and/or customers



CUSTOM LIST AUDIENCES

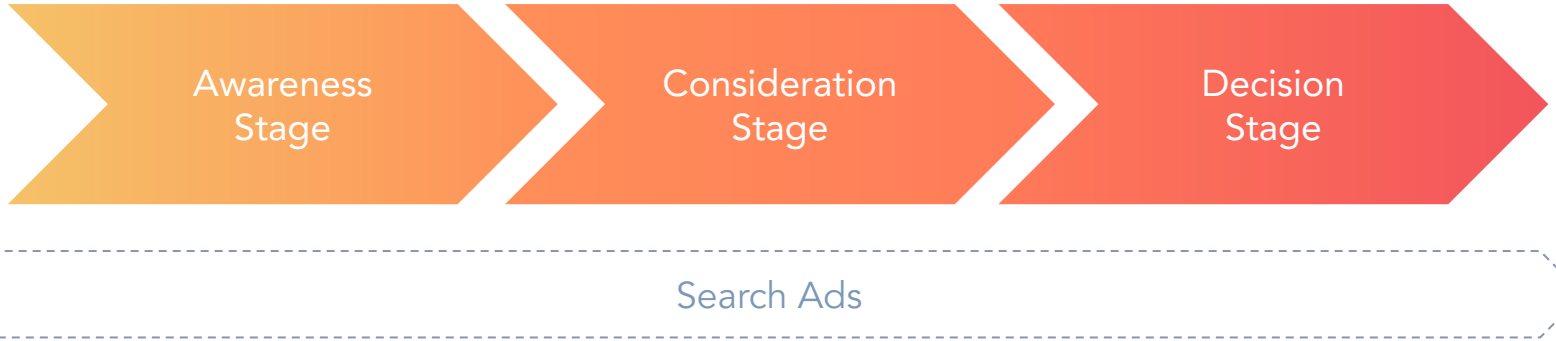
Personalize your advertising based on contact properties or lifecycle stages

Narrative

STANDARDIZE FOR CONSISTENCY | EMPATHIZE FOR PERSPECTIVE

CONSIDER ALIGNMENT ACROSS THE ENTIRE EXPERIENCE

AD TYPES TO CONSIDER AT EACH STAGE OF THE BUYER'S JOURNEY



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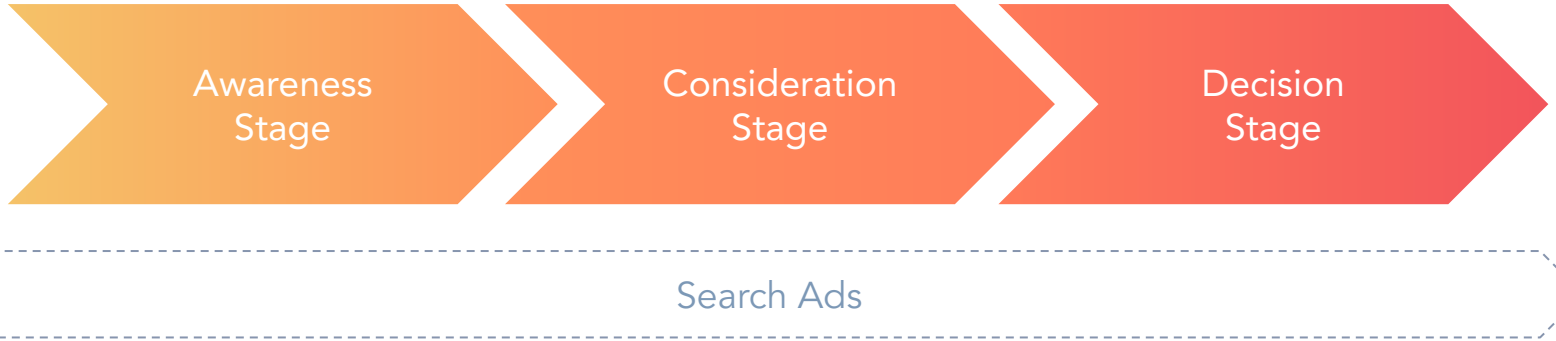

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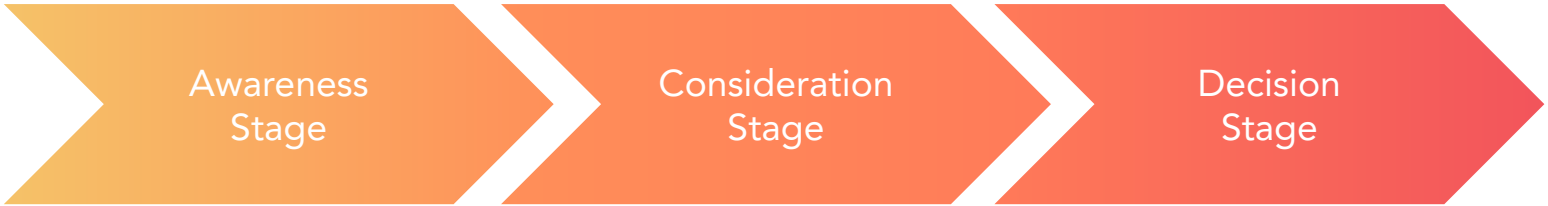
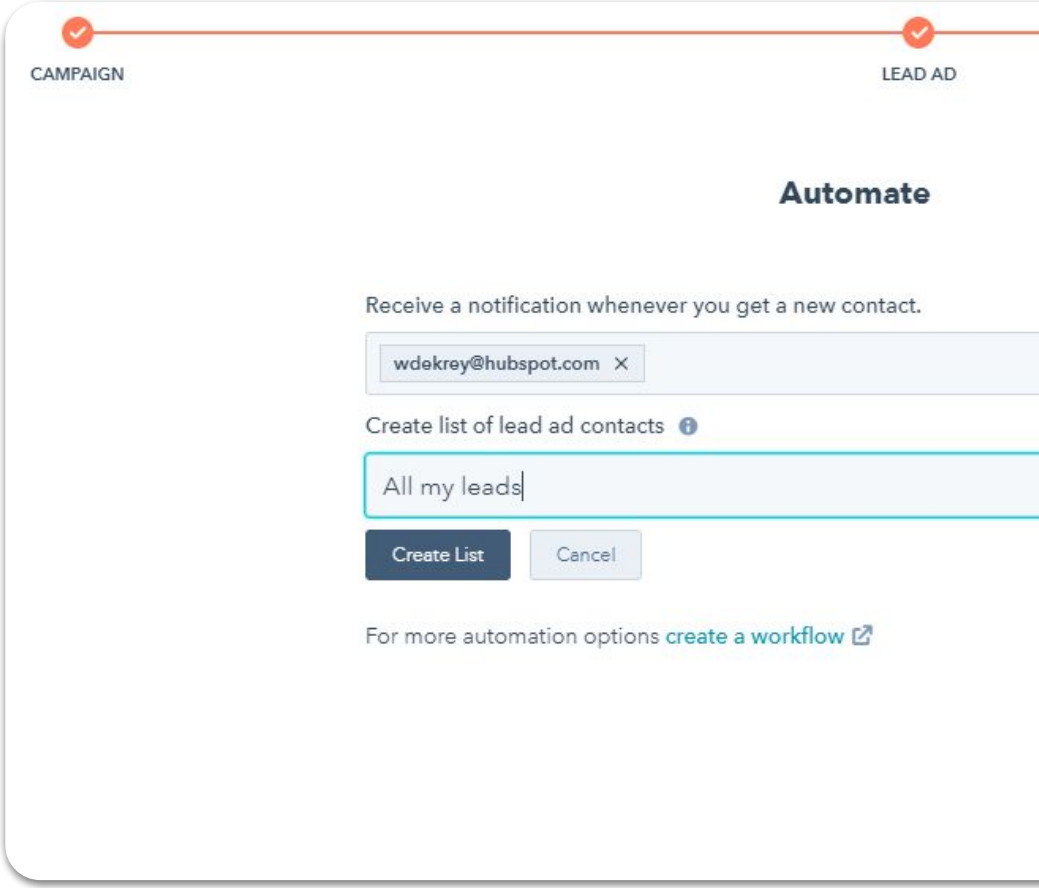


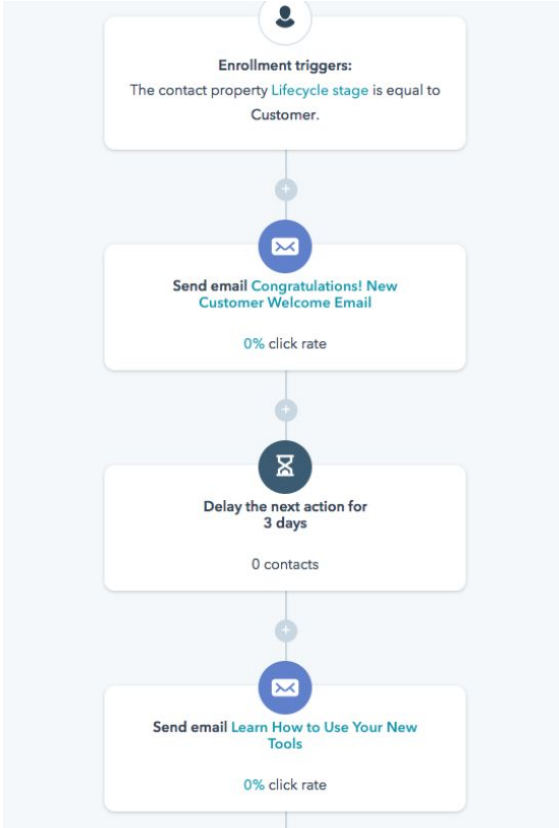
AUTOMATED LEAD GEN FOLLOW UP

AUTOMATE YOUR NARRATIVE

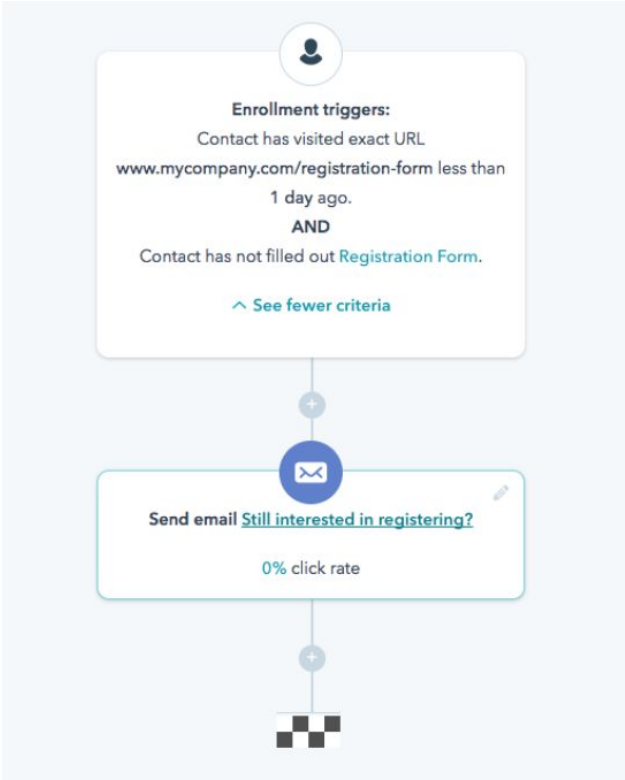
Create dynamic lists or enroll contacts in workflows off your Facebook lead ads.



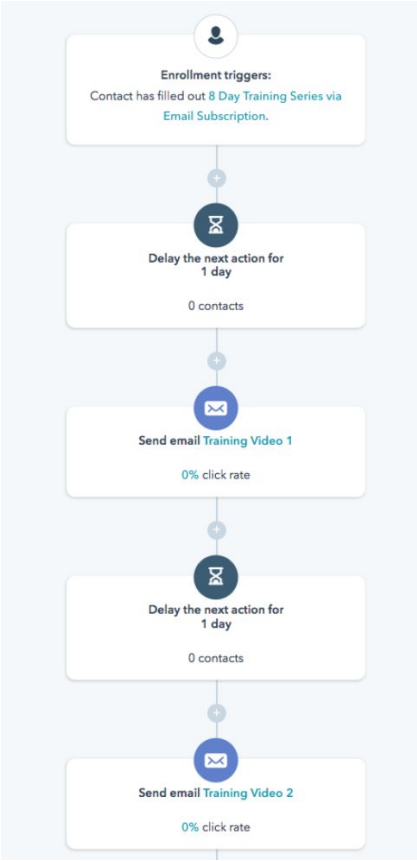
New customer nurture



Abandon cart/conversion nurture



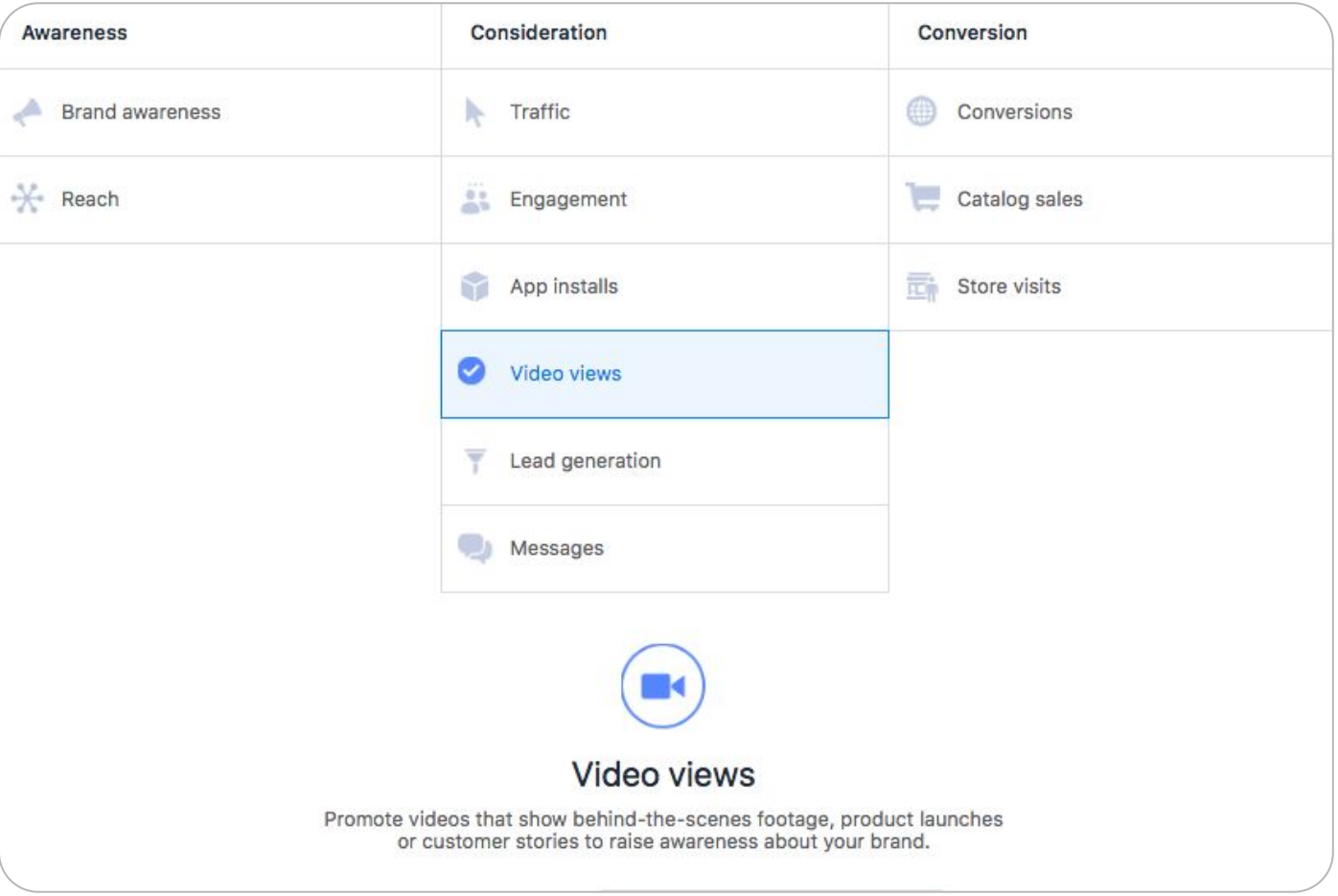
Lesson-based nurture



Events

OPTIMIZE FOR CLARITY | PERSONALIZE FOR IMPACT

WHAT IS THE ACTION I WANT MY PROSPECT TO TAKE NEXT?



CAMPAIGN OBJECTIVES

Tell the networks what to optimize your ads for.

MATCH OPTIMIZATION EVENTS TO EACH STAGE OF THE BUYER'S JOURNEY

Awareness Stage	Consideration Stage	Decision Stage
Clicks on your ads	Form submissions	Demos viewed
Visits > 30 seconds	Content downloads	Customers generated

OPTIMIZATION TIPS

WAIT FOR STATISTICALLY SIGNIFICANT DATA

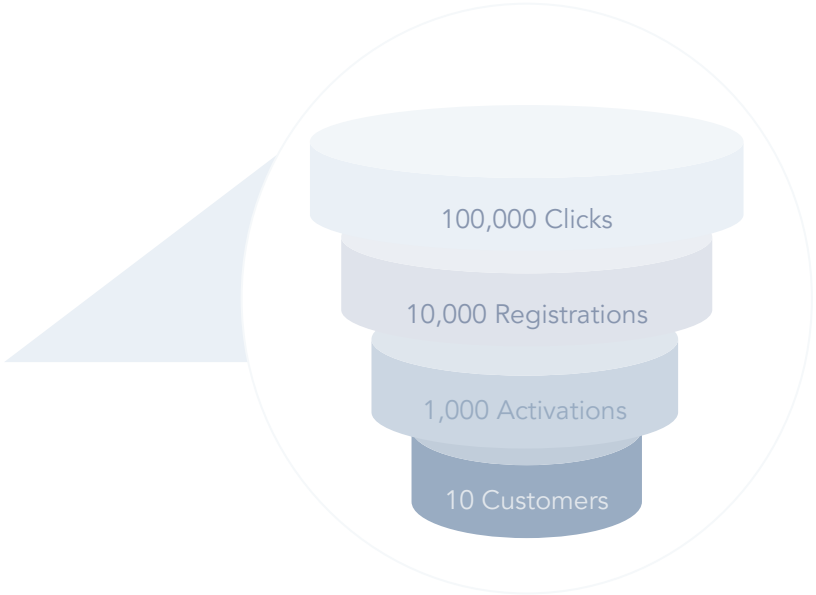
If you make decisions without a significant enough sample size, you'll never find success.

START AT THE BEGINNING OF THE BUYER'S JOURNEY

The more data you have, the more conclusively you can make decisions.

SLICE & DICE TO FIND DIAMONDS IN THE ROUGH

If your ad isn't working, is it your landing page? Your ad audience? Or a combination of things?



Measurement

THE GOAL OF ANY ADVERTISING CAMPAIGN IS TO HAVE A POSITIVE RETURN ON INVESTMENT

MEASURING SUCCESS AT EACH STAGE OF THE BUYER'S JOURNEY

Awareness Stage	Consideration Stage	Decision Stage
Clicks on your ads	Form submissions	Demos viewed
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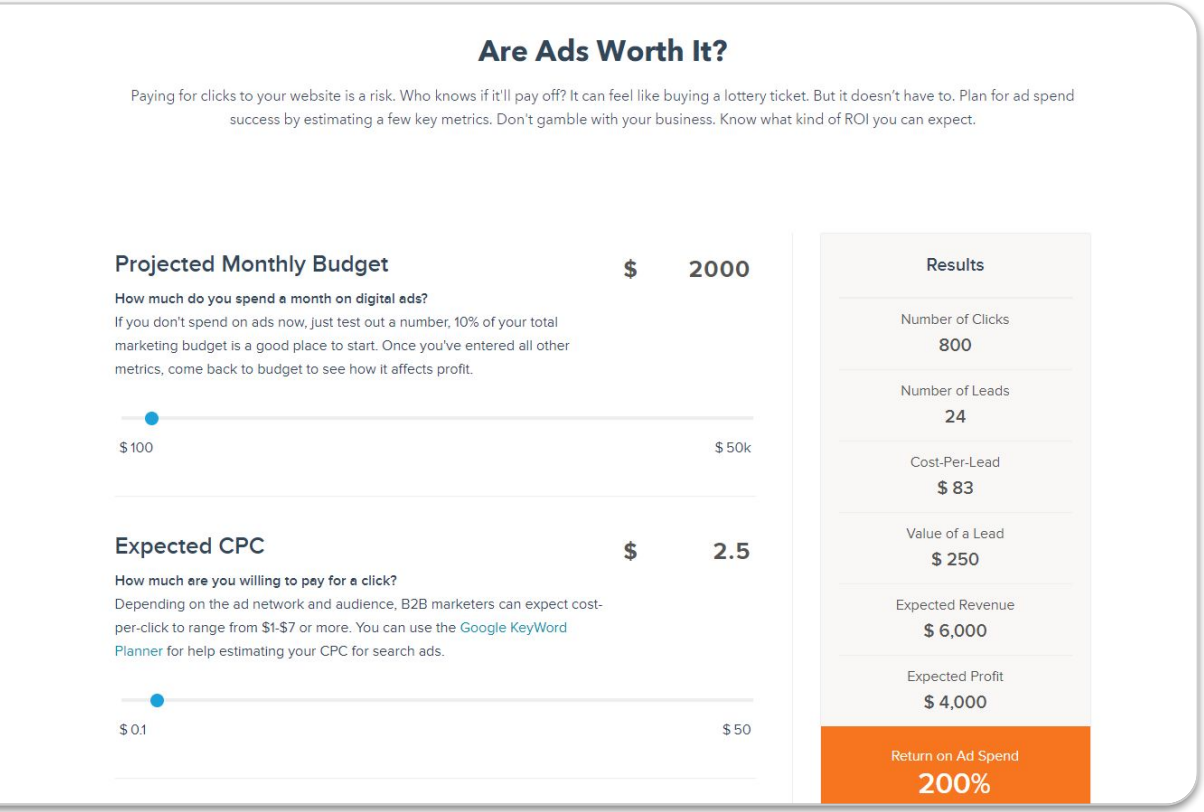
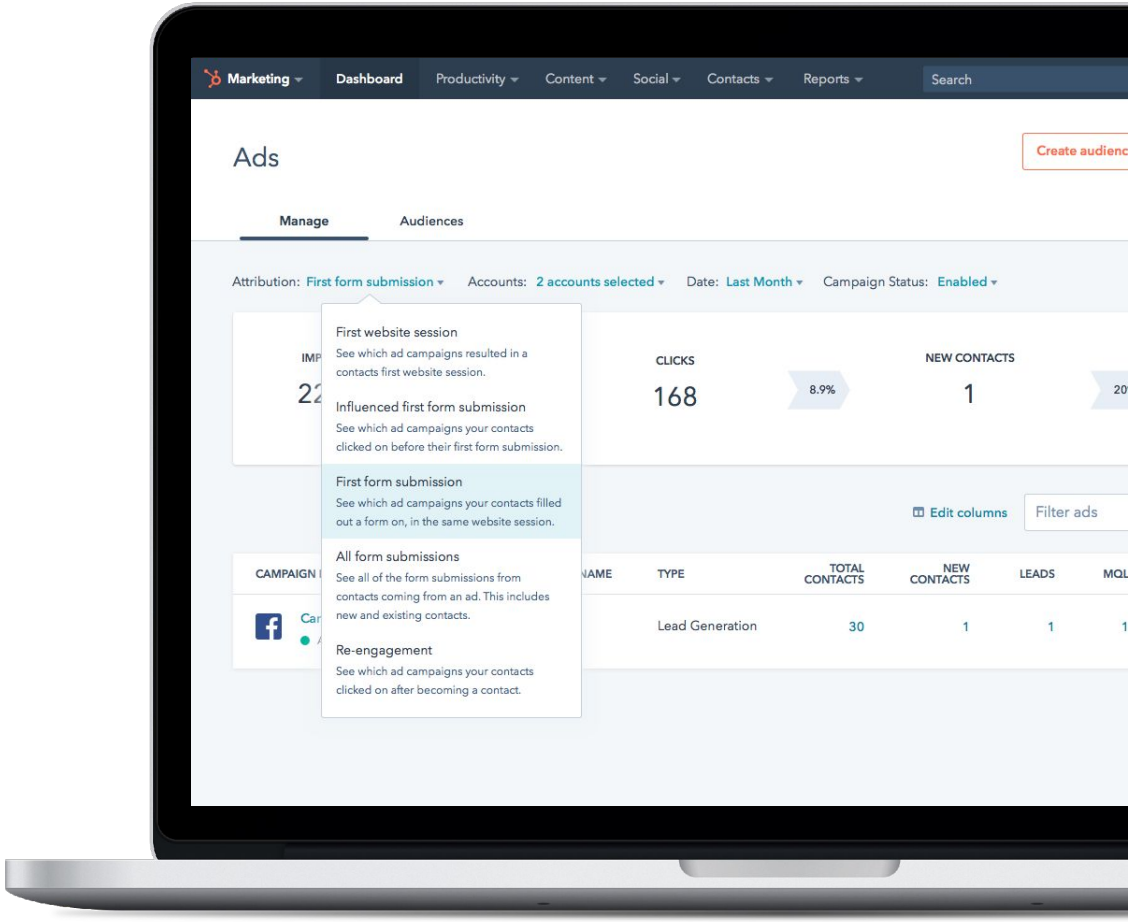


HOW MUCH SHOULD I SPEND ON MY AD?

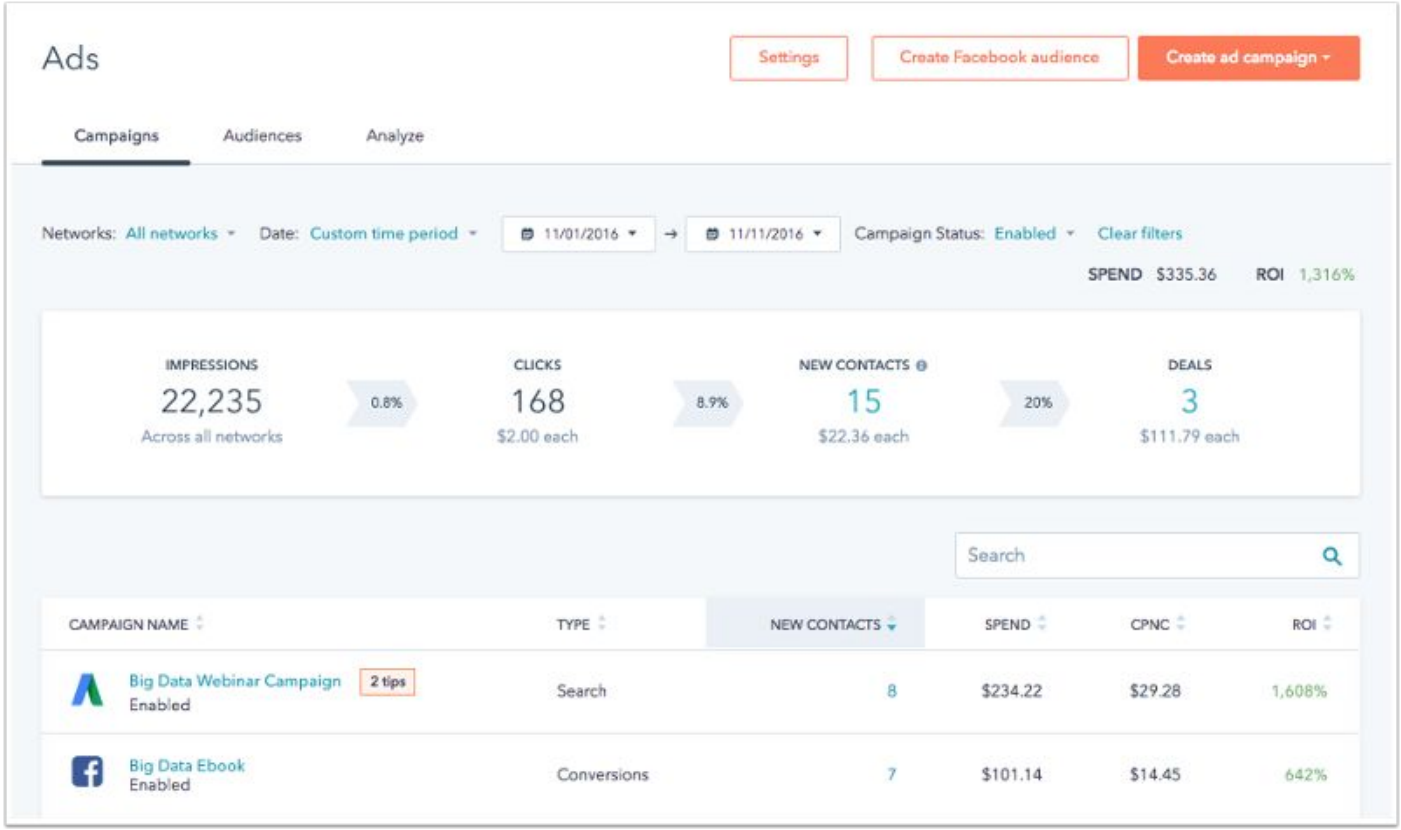
www.hubspot.com/ads-calculator

ATTRIBUTION INSIGHTS

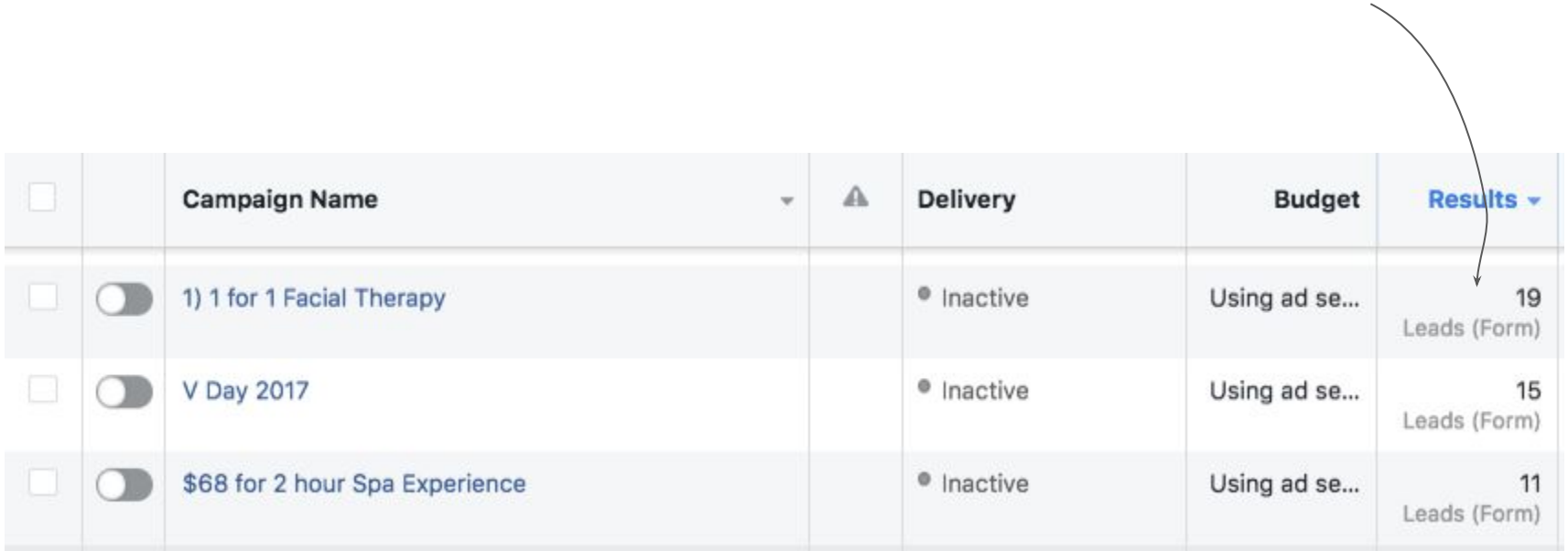
Understand your ads' impact at every stage of the buyer's journey.



2. Closed-loop reporting

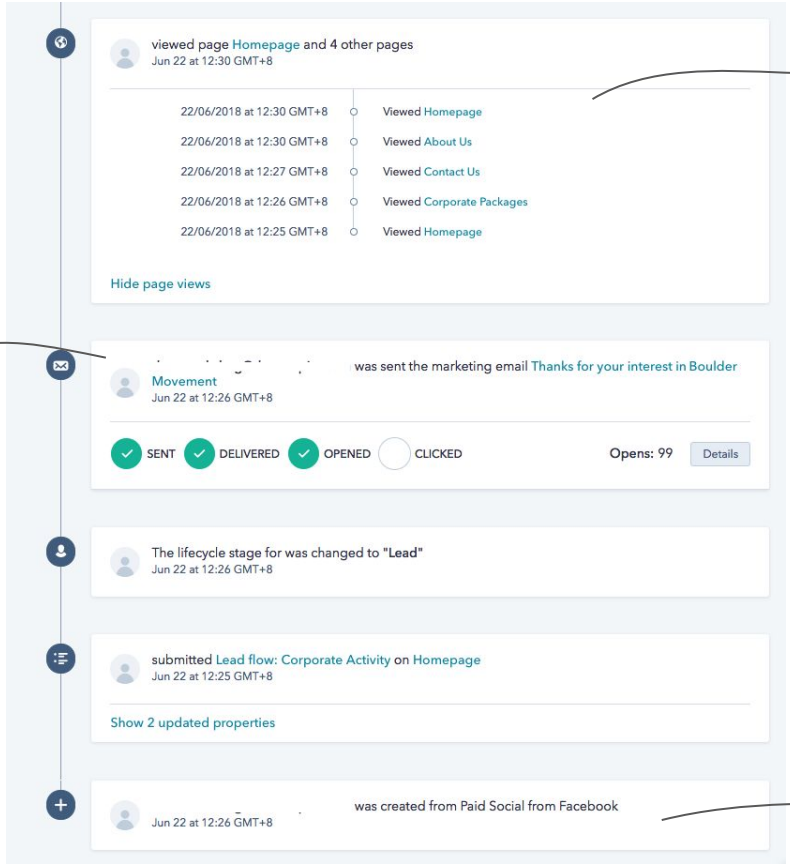


What you see in Ads Manager



Campaign Name	Delivery	Budget	Results
1) 1 for 1 Facial Therapy	Inactive	Using ad se...	19 Leads (Form)
V Day 2017	Inactive	Using ad se...	15 Leads (Form)
$68 for 2 hour Spa Experience	Inactive	Using ad se...	11 Leads (Form)

What you see in HubSpot



viewed various pages on website and at what time

received and opened marketing email

came in from FB ads

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TARGETING

Getting the “who” and “when” right.

NARRATIVE

Delivering a consistent, contextualized message.

EVENTS

Setting up tracking and optimization.

MEASUREMENT

Focusing on metrics that illuminate ROI.

Activity

	Awareness Stage	Consideration Stage	Decision Stage
Content Ideas **[Generate 1 idea per stage]**	*Eg. "How to get started with advertising?"*	*Eg. "What are the different approaches to advertising?"*	*Eg. "What is the best tool to use for journey-based advertising?"*
Event **[Specify the event to be optimised on]**	*Eg. Video Views*	*Eg. Leads*	*Eg. Customers*
Type of Ads **[Pick the type of ad you intend to run this with]**	*Eg. Facebook Video Ads, YouTube Ads*	*Eg. Facebook Lead Ads*	*Eg. Facebook Conversion Ads, Adwords*

Resources

Resources

HubSpot Academy: https://academy.hubspot.com/lessons/journey-based-advertising

HubSpot Ad Spend Calculator: https://www.hubspot.com/ads-calculator

Connecting ad accounts to HubSpot:
https://knowledge.hubspot.com/articles/kcs_article/reports/how-do-i-connect-my-ads-accounts-in-the-hubspot-ads-add-on

Blog posts from HubSpot:
https://blog.hubspot.com/customers/how-to-jumpstart-your-facebook-ads-strategy
https://blog.hubspot.com/customers/facebook-advertising-training
https://blog.hubspot.com/customers/hubspot-facebook-ads-account-based-marketing
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