

# Hi, I'm Prasana

Marketing Managing, SEA  
HubSpot





# Inbound Ads

## *Journey-Based Advertising*

Bangkok HUG  
2019

# Agenda


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- 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

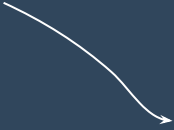


Inbound uh...ads?

# 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



 **HubSpot**  
Sponsored · 

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](https://hubspot.com/new-age-of-seo)

  15

1 Comment 

 Like

 Comment

 Share

# TARGETING

NO MORE SPRAY AND PRAY



# TARGETING

NO MORE SPRAY AND PRAY



# AD FORMATS

ADS HAVE BECOME CONSISTENT & CONTROLLED



**\$510,000 Mortgage**  
**for Under \$1,698/Month**  
Think You Pay Too Much for Your Mortgage?  
Find Out!

Click Your State  
Alabama

Click Your Rate  
3.00% - 3.99%

Click Your Credit  
Good

© 2006 LowerMyBills, Inc.

LowerMyBills.com

aw Payment!



Optimization Tools

SPEED UP SLOW PC and optimize computer

FIX PC ERRORS

SPEED UP YOUR SYSTEM

OS Windows 8 / 7 / XP / Vista

Price FREE

Details Click here for complete details

Run a FREE Error Scan

Finally Fast

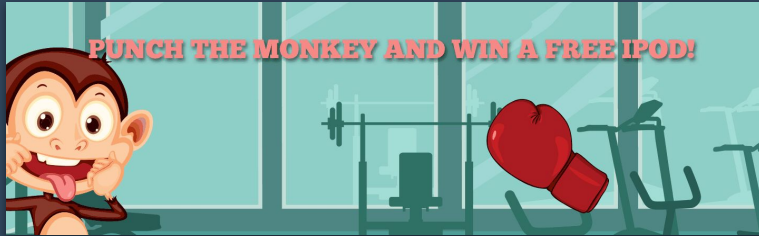
Have you ever clicked  
your mouse right HERE?

YOU WILL



# AD FORMATS

ADS HAVE BECOME CONSISTENT & CONTROLLED



**\$510,000 Mortgage for Under \$1,698/Month**  
Think You Pay Too Much for Your Mortgage?  
Find Out!

Click Your State  
Alabama

Click Your Rate  
3.00% - 3.99%

Click Your Credit  
Good

LowerMyBills.com

Optimization Tools  
SPEED UP SLOW PC and optimize computer

**FIX PC ERRORS**

**SPEED UP YOUR SYSTEM**

OS Windows 8 / 7 / XP / Vista  
Price FREE  
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HubSpot Sponsored

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

Like Comment

HubSpot  
230,416 followers  
Promoted

Finally, a CRM that does the data entry for you. Now you can focus on what matters: selling ->  
<http://bit.ly/2gMiaEW>

YOU + HUBSPOT CRM =

Like Comment Share

Inbound Marketing Assessment -  
HubSpot® Official Site

Ad offers.hubspot.com/Inbound/Assessment

Get a free assessment to learn how Inbound can help your website and business.

Have you ever clicked your mouse right HERE?

YOU WILL

# 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?



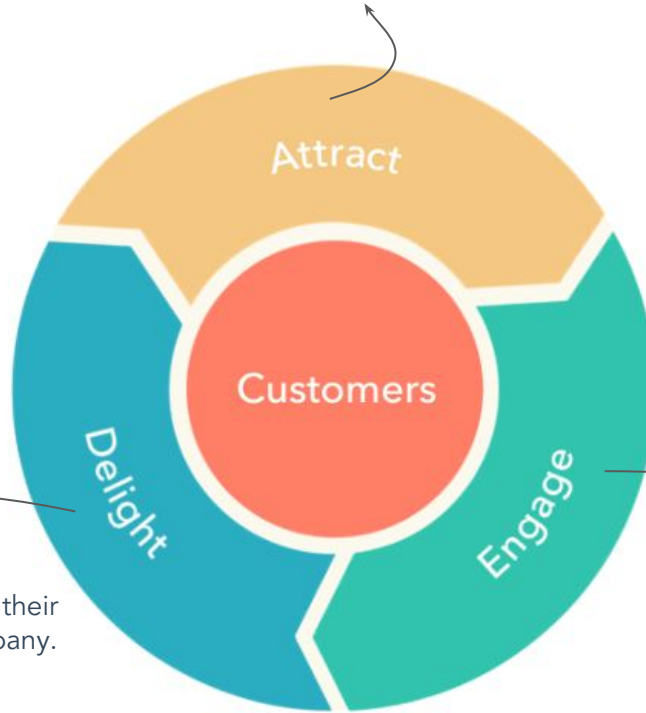
Ads can...

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



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

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



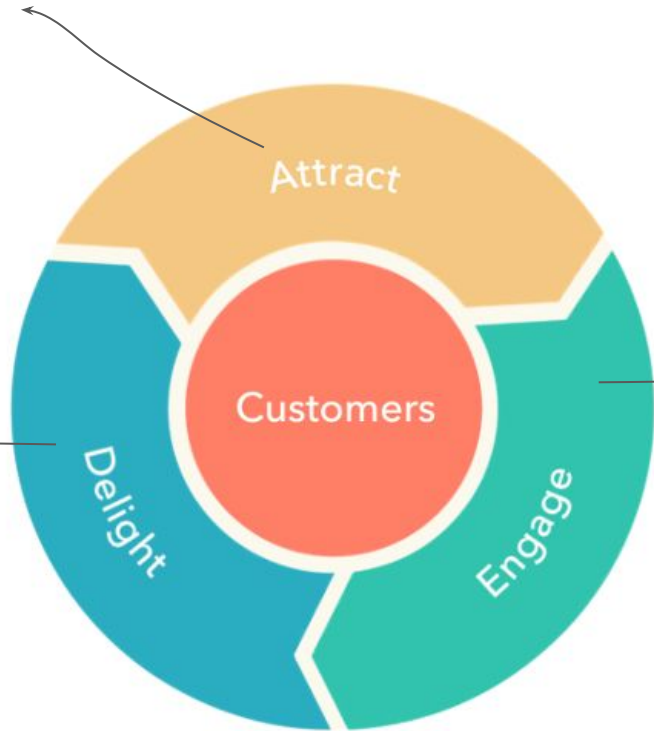
SEO is changing, don't get left behind.



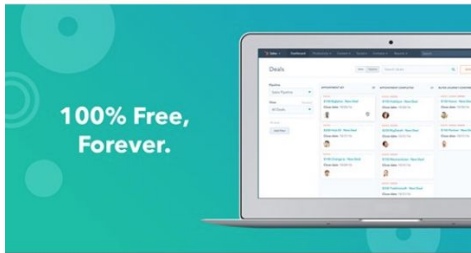
HUBSPOT.COM/SEO-MYTHS

**[Free Ebook] 20 SEO Myths to Leave Behind**

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



A CRM made for the way people sell today.



HUBSPOT.COM

**Have you tried HubSpot CRM yet?**

All-in-one, completely free.

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.

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**Free Inbound Certification Course | HubSpot Academy Business Training**

Comprehensive, fundamentals training covering the full inbound methodology.

2

1 Share

Like

Comment

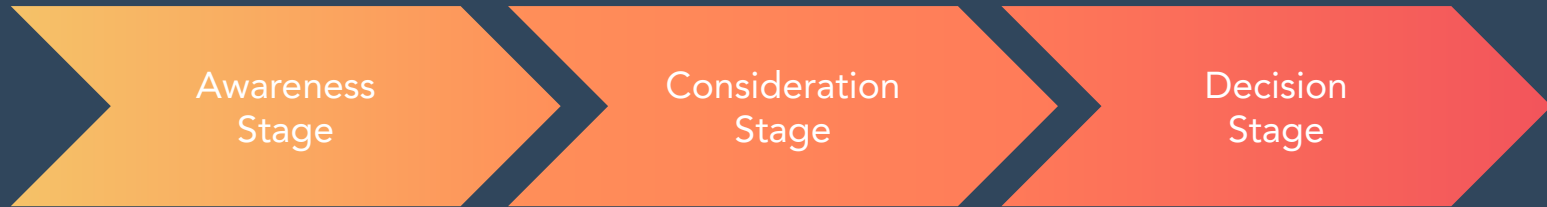
Share



# JOURNEY BASED ADVERTISING

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

# THE BUYER'S JOURNEY



# 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

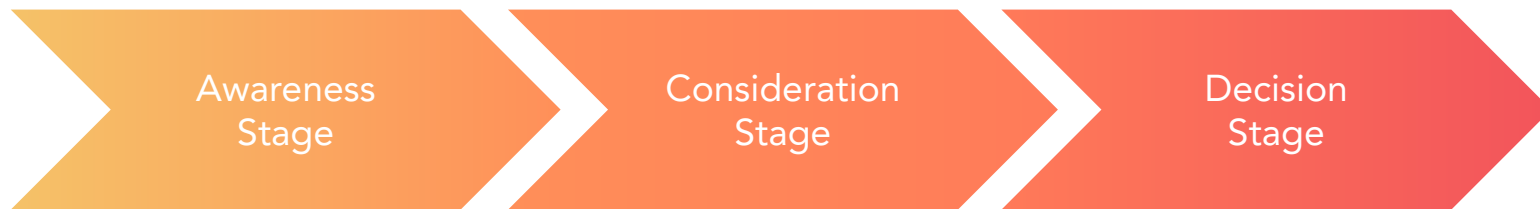
Focusing on metrics that illuminate ROI.



# Targeting

CONTEXTUALIZE FOR RELEVANCE | PERSONALIZE FOR IMPACT

# KEYWORDS SHOULD MAP TO YOUR BUYER'S JOURNEY



"How to get started with advertising?"

Non-branded

"What are different approaches to advertising?"

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

Branded



# AUDIENCES TO CONSIDER

ACROSS YOUR BUYER'S JOURNEY

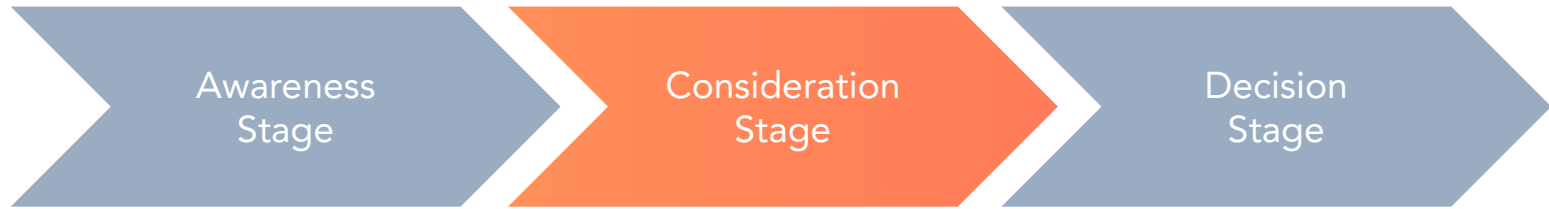


Demographic Audiences

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



Demographic Audiences

Lookalike Audiences

Website Audiences

List-Based Audiences

List-Based Audiences

Exclusion Audiences

# CREATE ALL YOUR AUDIENCES IN HUBSPOT

**Website visitors** ×

[< Back](#)

Re-engage with people who have visited your website and are aware of your company, wherever they are online.

**Source pixel** ⓘ

Outbound Inc. ×

**People who visited**

Website page ▼ Contact ×

+ Add "OR" rule

**Visited in the last**

60 days

**Name**

HubSpot - Visitors to

**Terms of service**

☐ I agree to [Facebook terms of service](#) for Ad account 1

Search for a website page 🔍

☐ About us  
<https://timetraveler.com/about-us>

☒ Contact  
<https://timetraveler.com/contact>

☐ Home  
<https://timetraveler.com/home>

## WEBSITE AUDIENCES

Create audiences based on specific behavior from your site visitors

**Lookalike** ×

[< Back](#)

**Source audience**

Audience targeting visitors to your website ▼

**Target location**

Search countries or regions to target

Uganda

United States

Uruguay

Uzbekistan

Saint Vincent and the Grenadines

Venezuela

## LOOKALIKES

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

**Create contact list audience** ×

[< Back](#)

Your contacts will be synced to Facebook using their name, phone number, and email address. You can then target this audience with any ad you create in Facebook.

**Which list would you like to use to create your Facebook audience?**

Top Leads (292) ▼

**Audience name**

Decision Stage Leads

## CUSTOM LIST AUDIENCES

Personalize your advertising based on contact properties or lifecycle stages



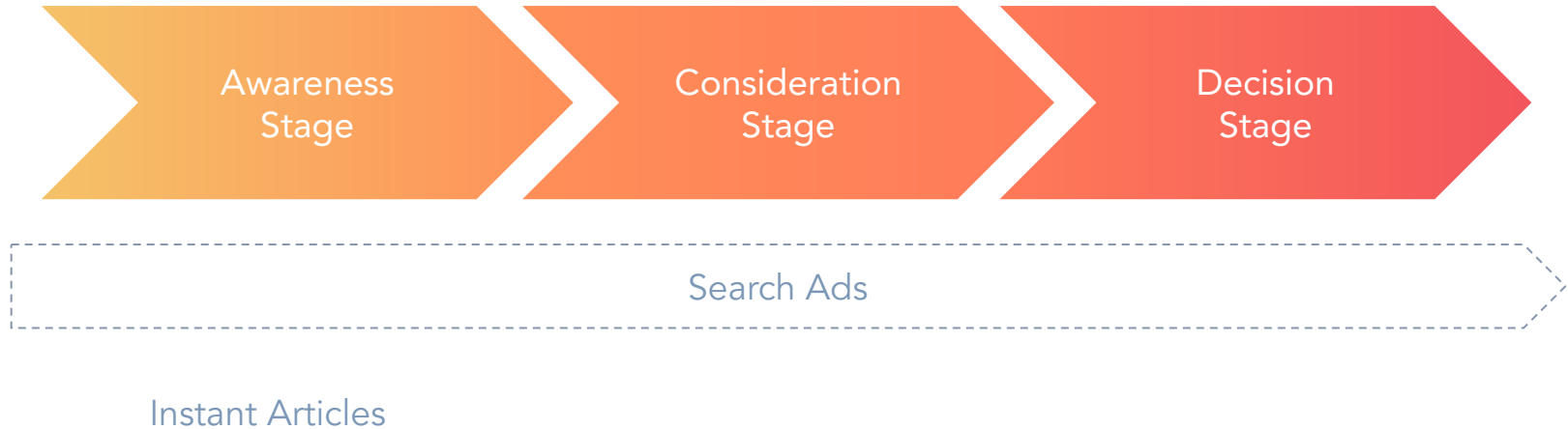
# Narrative

STANDARDIZE FOR CONSISTENCY | EMPATHIZE FOR PERSPECTIVE

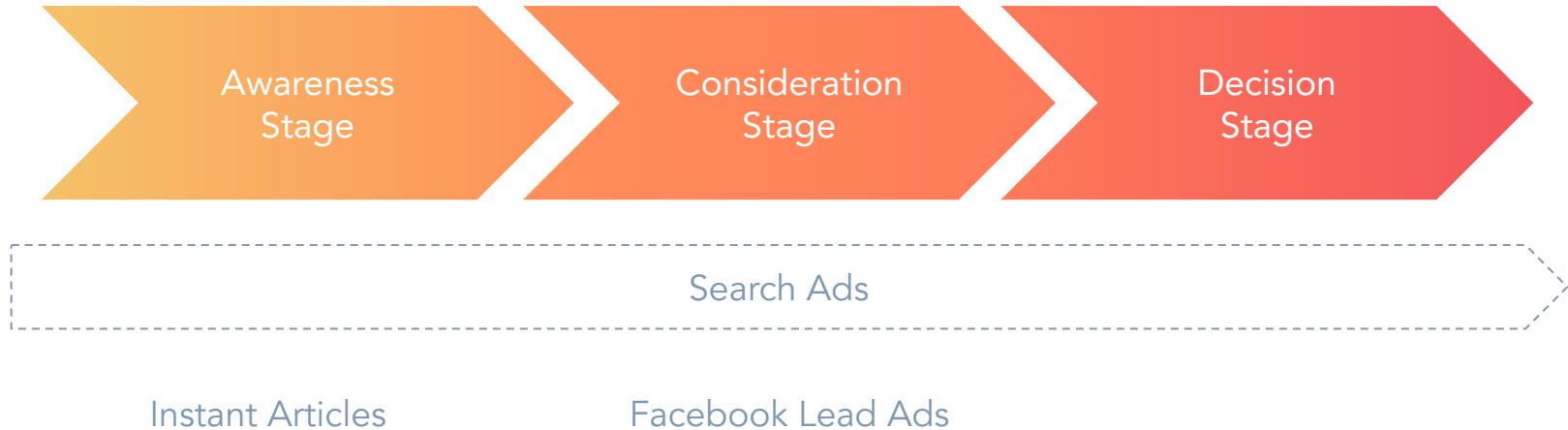
# CONSIDER ALIGNMENT ACROSS THE ENTIRE EXPERIENCE



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

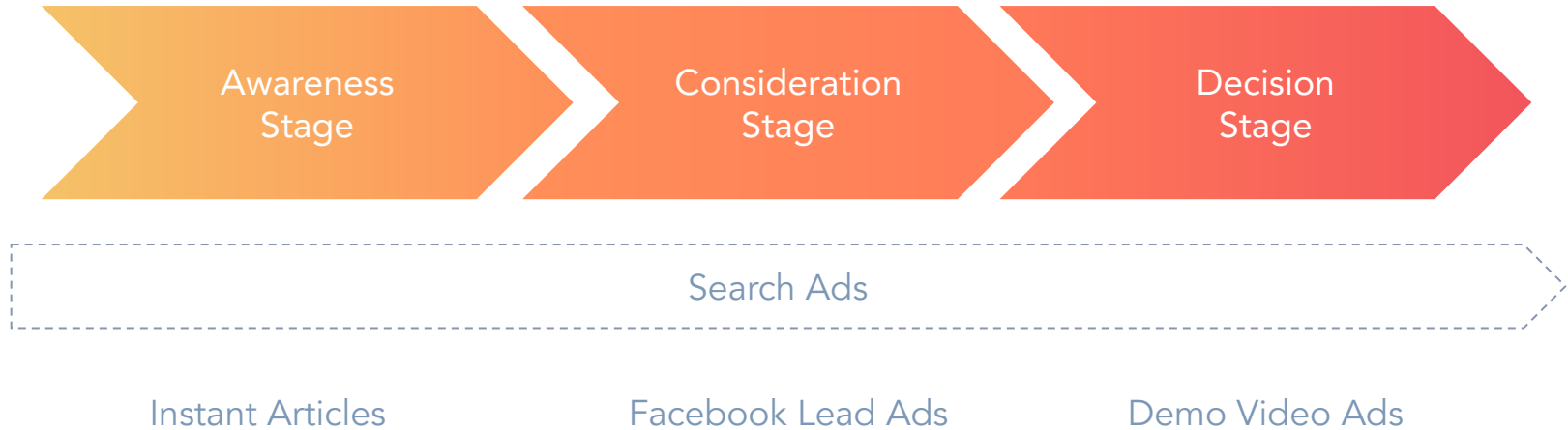


# AD TYPES TO CONSIDER AT EACH STAGE OF THE BUYER'S JOURNEY





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



AUTOMATED LEAD GEN FOLLOW UP

## AUTOMATE YOUR NARRATIVE

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

CAMPAIGN

LEAD AD

### Automate

Receive a notification whenever you get a new contact.

wdekrey@hubspot.com X

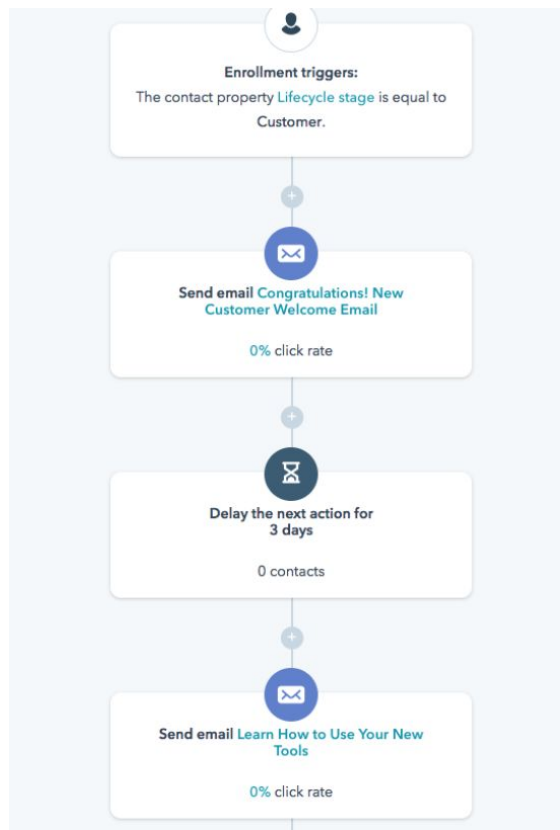
Create list of lead ad contacts ⓘ

All my leads

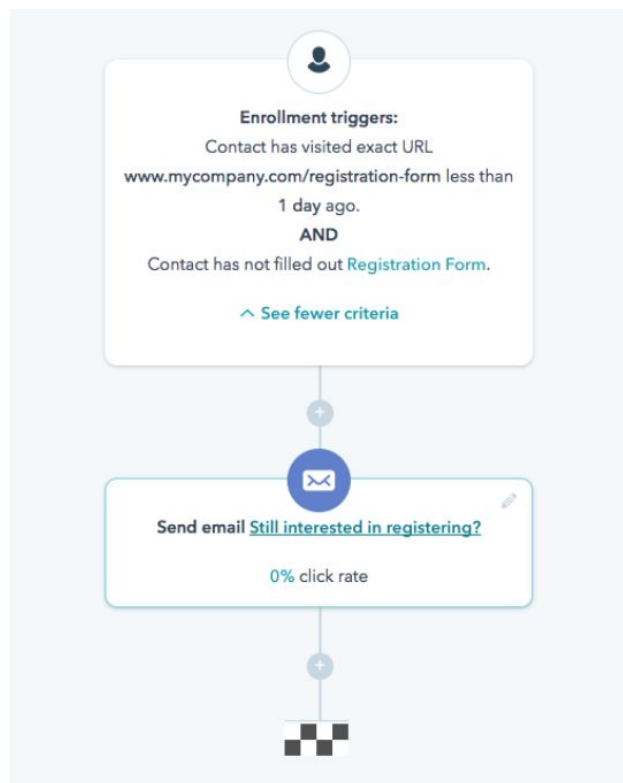
Create ListCancel

For more automation options [create a workflow](#) ↗

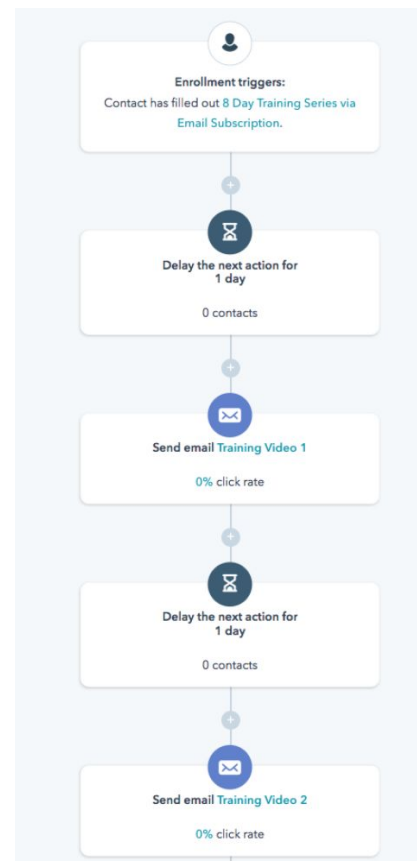
## New customer nurture



## 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?

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	
	 Messages	



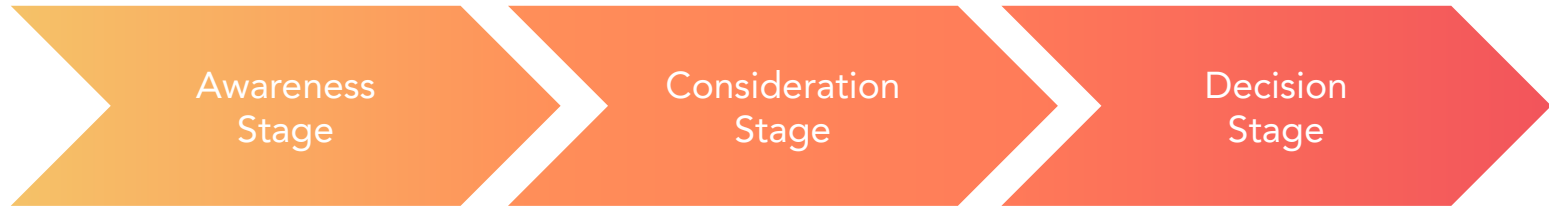
## Video views

Promote videos that show behind-the-scenes footage, product launches or customer stories to raise awareness about your brand.

## CAMPAIGN OBJECTIVES

Tell the networks what to optimize your ads for.

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



Clicks on your ads

Visits > 30 seconds

Form submissions

Content downloads

Demos viewed

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?



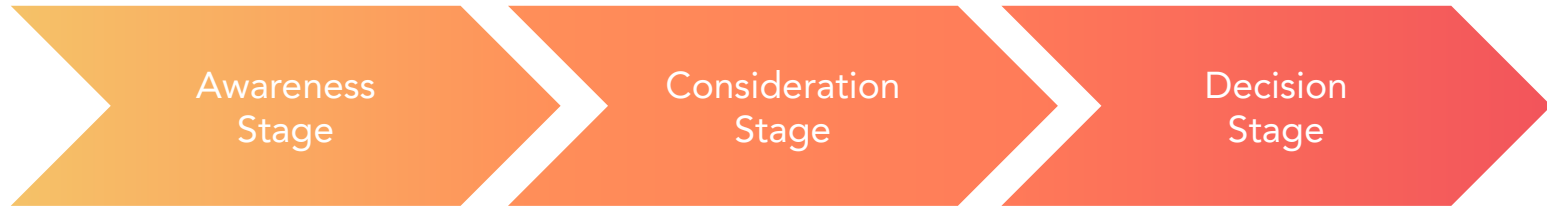




# Measurement

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

# MEASURING SUCCESS AT EACH STAGE OF THE BUYER'S JOURNEY



Clicks on your ads

Visits > 30 seconds

Form submissions

Content downloads

Demos viewed

Customers generated

## Are Ads Worth It?

Paying for clicks to your website is a risk. Who knows if it'll pay off? It can feel like buying a lottery ticket. But it doesn't have to. Plan for ad spend success by estimating a few key metrics. Don't gamble with your business. Know what kind of ROI you can expect.

### Projected Monthly Budget

\$ 2000

How much do you spend a month on digital ads?

If you don't spend on ads now, just test out a number, 10% of your total marketing budget is a good place to start. Once you've entered all other metrics, come back to budget to see how it affects profit.



### Expected CPC

\$ 2.5

How much are you willing to pay for a click?

Depending on the ad network and audience, B2B marketers can expect cost-per-click to range from \$1-\$7 or more. You can use the [Google Keyword Planner](#) for help estimating your CPC for search ads.



### Results

Number of Clicks

800

Number of Leads

24

Cost-Per-Lead

\$ 83

Value of a Lead

\$ 250

Expected Revenue

\$ 6,000

Expected Profit

\$ 4,000

Return on Ad Spend

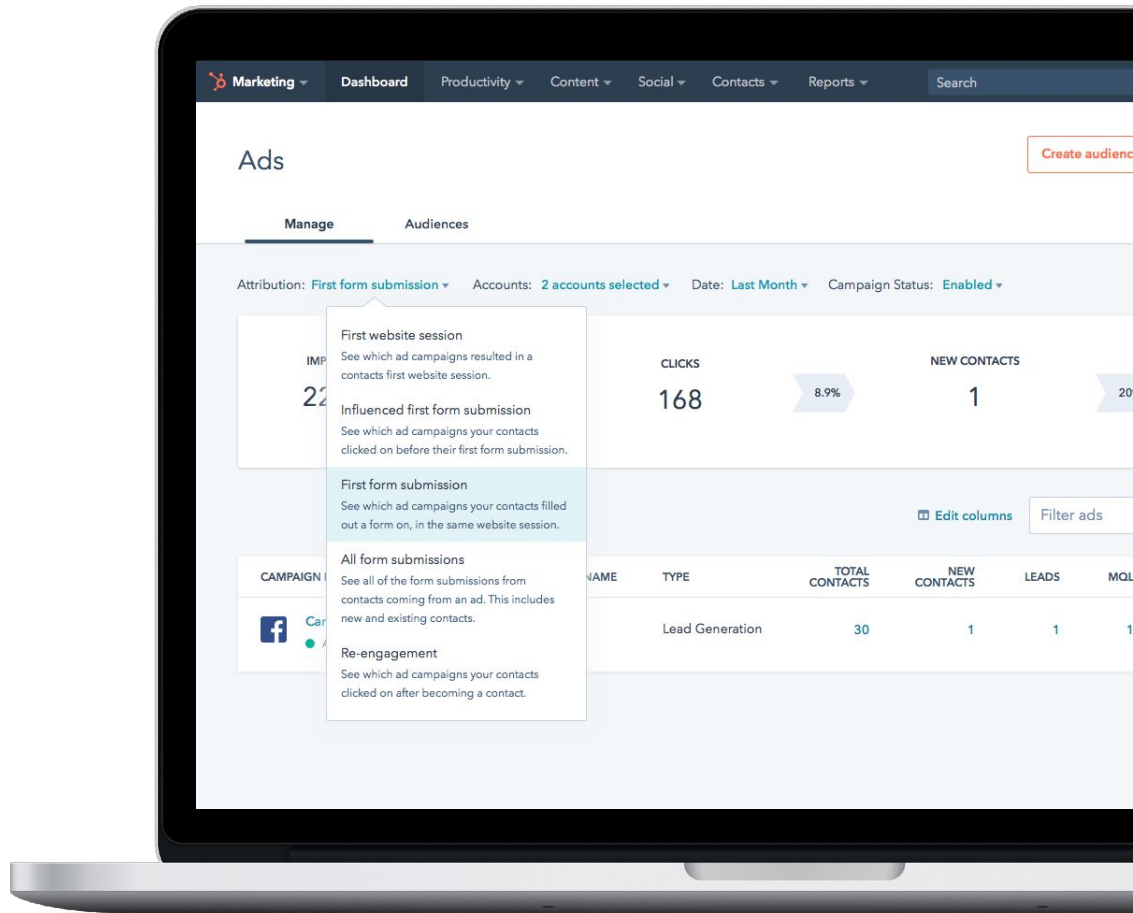
200%

# HOW MUCH SHOULD I SPEND ON MY AD?

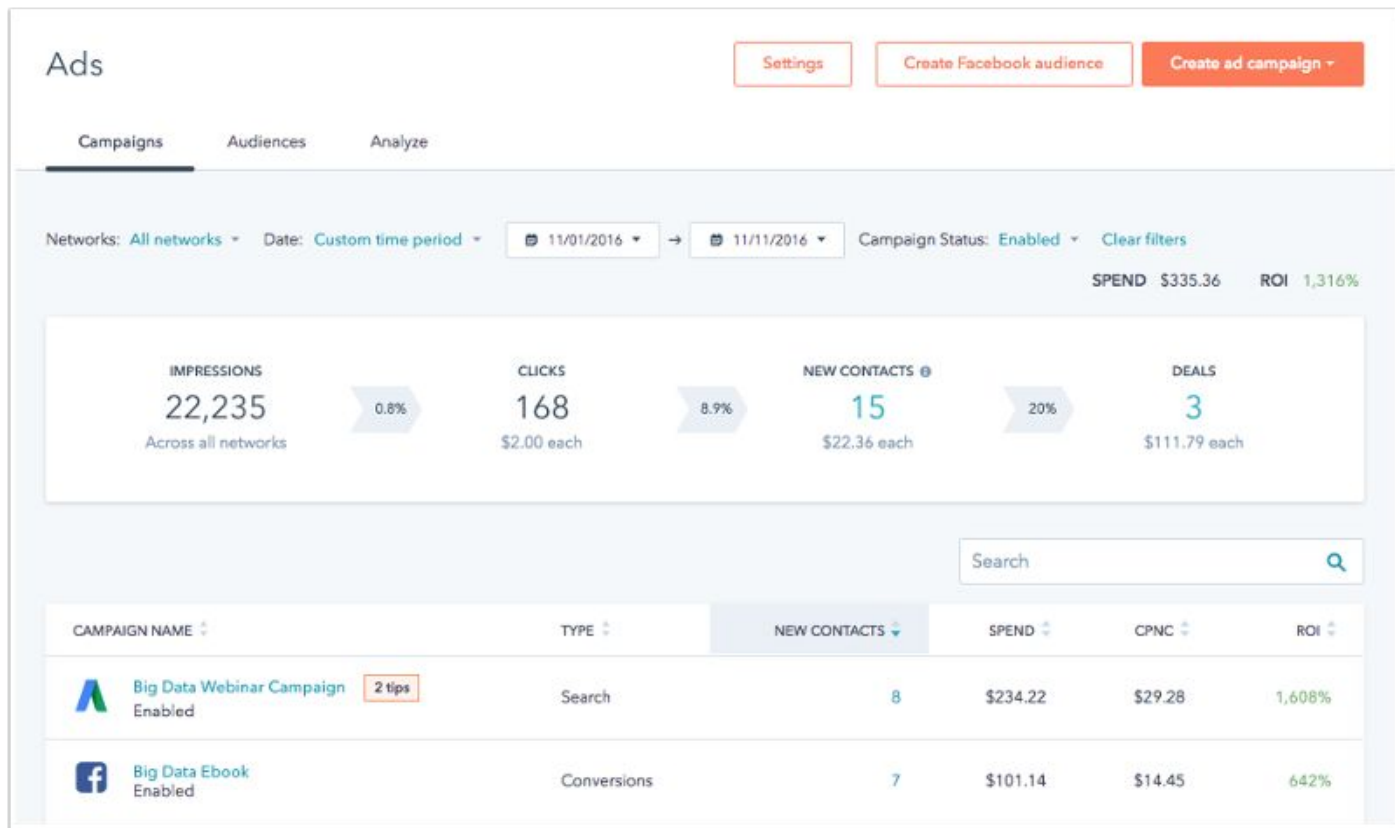
[www.hubspot.com/ads-calculator](http://www.hubspot.com/ads-calculator)

# ATTRIBUTION INSIGHTS

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



## 2. Closed-loop reporting



# What you see in Ads Manager

<input type="checkbox"/>		Campaign Name ▾	⚠	Delivery	Budget	Results ▾
<input type="checkbox"/>	<input type="checkbox"/>	1) 1 for 1 Facial Therapy		● Inactive	Using ad se...	19 Leads (Form)
<input type="checkbox"/>	<input type="checkbox"/>	V Day 2017		● Inactive	Using ad se...	15 Leads (Form)
<input type="checkbox"/>	<input type="checkbox"/>	\$68 for 2 hour Spa Experience		● Inactive	Using ad se...	11 Leads (Form)



# What you see in HubSpot

received and opened  
marketing email

The image shows a HubSpot timeline for a contact. The timeline is a vertical line on the left with circular icons representing different activities. The activities are listed in white boxes on the right. The first activity is 'viewed page Homepage and 4 other pages' on Jun 22 at 12:30 GMT+8. The second activity is 'Movement' on Jun 22 at 12:26 GMT+8, which includes a status bar showing 'SENT', 'DELIVERED', 'OPENED', and 'CLICKED'. The third activity is 'The lifecycle stage for was changed to "Lead"' on Jun 22 at 12:26 GMT+8. The fourth activity is 'submitted Lead flow: Corporate Activity on Homepage' on Jun 22 at 12:25 GMT+8. The fifth activity is 'was created from Paid Social from Facebook' on Jun 22 at 12:26 GMT+8.

viewed page [Homepage](#) and 4 other pages  
Jun 22 at 12:30 GMT+8

22/06/2018 at 12:30 GMT+8	○	Viewed <a href="#">Homepage</a>
22/06/2018 at 12:30 GMT+8	○	Viewed <a href="#">About Us</a>
22/06/2018 at 12:27 GMT+8	○	Viewed <a href="#">Contact Us</a>
22/06/2018 at 12:26 GMT+8	○	Viewed <a href="#">Corporate Packages</a>
22/06/2018 at 12:25 GMT+8	○	Viewed <a href="#">Homepage</a>

[Hide page views](#)

**Movement**  
Jun 22 at 12:26 GMT+8

was sent the marketing email [Thanks for your interest in Boulder](#)

☒ SENT ☒ DELIVERED ☒ OPENED ☐ CLICKED

Opens: 99 [Details](#)

**The lifecycle stage for was changed to "Lead"**  
Jun 22 at 12:26 GMT+8

**submitted Lead flow: [Corporate Activity on Homepage](#)**  
Jun 22 at 12:25 GMT+8

[Show 2 updated properties](#)

**Jun 22 at 12:26 GMT+8**  
was created from Paid Social from Facebook

viewed various  
pages on website  
and at what time

came in from FB ads





# 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.



# Activity

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



# 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](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>

<https://blog.hubspot.com/customers/facebook-ads-integration>