

HOW TO MASTER **PERSONALISED MARKETING**

GUIDE TO ENGAGING INFINITE AUDIENCES OF ONE



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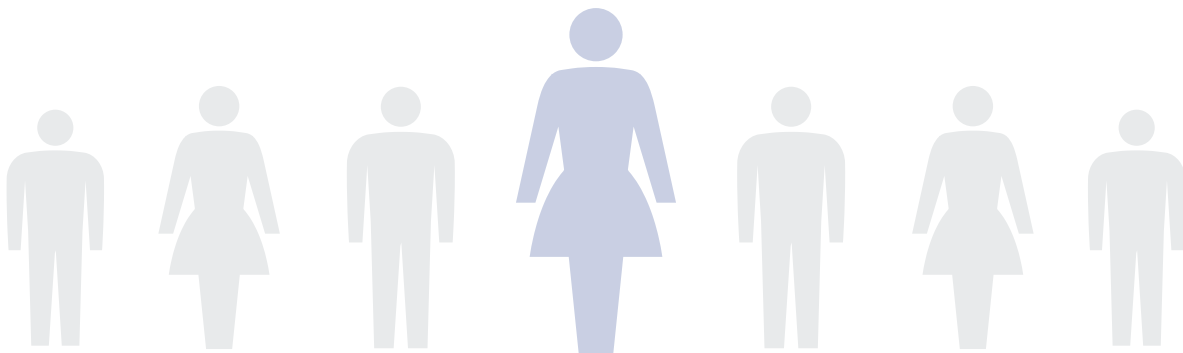
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INTRODUCTION

Before the rise of inbound marketing, traditional marketers often focused on broadcasting their messages to as wide an audience as possible. Their tactics were expensive, interruptive, and, untargeted.

This one-size-fits-all approach to marketing didn't take into account who the target audience actually was. People weren't seen as individuals-- individuals with varying backgrounds, interests, and concerns. Instead, they were seen (and marketed to) as a single, homogeneous mass of potential customers.

Personalisation to the Rescue

Personalisation technology allows us to treat the people we're marketing to more like individuals. **The goal of personalisation isn't to engage with one audience of many, but to engage with infinite audiences of one.**

One Audience of Many



Infinite Audiences of One



Whether they're visiting your website, or receiving one of your emails, people want to see information that is relevant to them. According to a study from Janrain, nearly three-fourths (74%) of online consumers get frustrated with websites when the content has nothing to do with their interests.

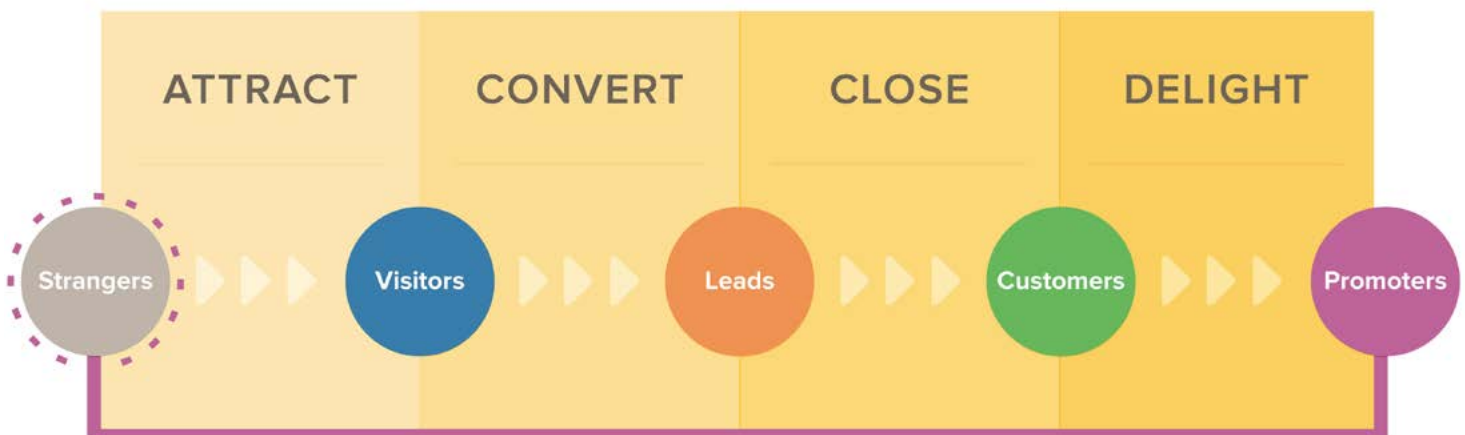
INTRODUCTION

With personalisation, marketers can provide relevant, highly targeted content based on a variety of criteria, including a person's location, the device a person is using, and whether a person is an anonymous visitor, a lead who is already in your contacts database, or an existing customer.

In This Guide ...

We'll show you how you can leverage personalisation technology at every stage of the inbound methodology, from attracting visitors, to converting visitors into leads, to closing leads into customers, to delighting your customers so they become promoters of your business.

Inbound Methodology



Keep in mind that many of the personalisation tactics outlined in this guide can be applied to multiple stages of the inbound methodology. For example, while we focus on website personalisation in the “Attract” section of the guide, you can use website personalisation to help with the Convert, Close, Delight stages of the inbound methodology as well.

Section 1

Attracting Anonymous Visitors



ATTRACTING ANONYMOUS VISITORS

At first glance, personalising your marketing for anonymous visitors may seem impossible. After all, if a visitor isn't in your contacts database, what can you actually know about them? Where's the relevant information that you can personalise your marketing around?

Here's the trick: When you're armed with the right technology, you can glean insights from visitors before they ever give you an email address (or other information) via a subscription or lead capture form.

Specifically, you can personalise what these anonymous visitors see on your website based on ...

Location



Device



Referral Source



In the rest of this section, we'll cover some examples of how you can use location, device, and referral source to personalise your website for anonymous visitors.

Personalising by Location

If your business caters to an international audience, make sure your website does the same by personalising web pages for visitors from different countries.

With HubSpote, you can accomplish this using "Smart Content" functionality. When you create a new site page or landing page, simply select the "Make Smart" link at the top right of any rich text module and choose "Country." After selecting the country you want to target, you can write in personalised text that you want visitors from that country to see.

ATTRACTING ANONYMOUS VISITORS

Using Smart Content, you can show visitors from different countries the appropriate currency on your pricing page (e.g. “\$” for visitors in the U.S., “£” for visitors in the U.K., and so on.)

You can also personalise your website's product pages for different countries. For example, if the products or services you provide vary based on country, you can use Smart Content to make sure visitors see the correct information -- in the correct language -- for their country.

To better demonstrate how this works let's take P&G's Mr. Clean. Since Mr. Clean all-purpose cleaner brand goes by different names in different countries, P&G could personalise its product page so all visitors see the version of Mr. Clean that is native to their country (e.g. “Maestro Limpio” for visitors in Mexico, “Meister Proper” for visitors in Germany, and “Mr. Clean” for visitors in the U.S.).

Visitors in Mexico



Visitors in Germany



Visitors in the U.S.



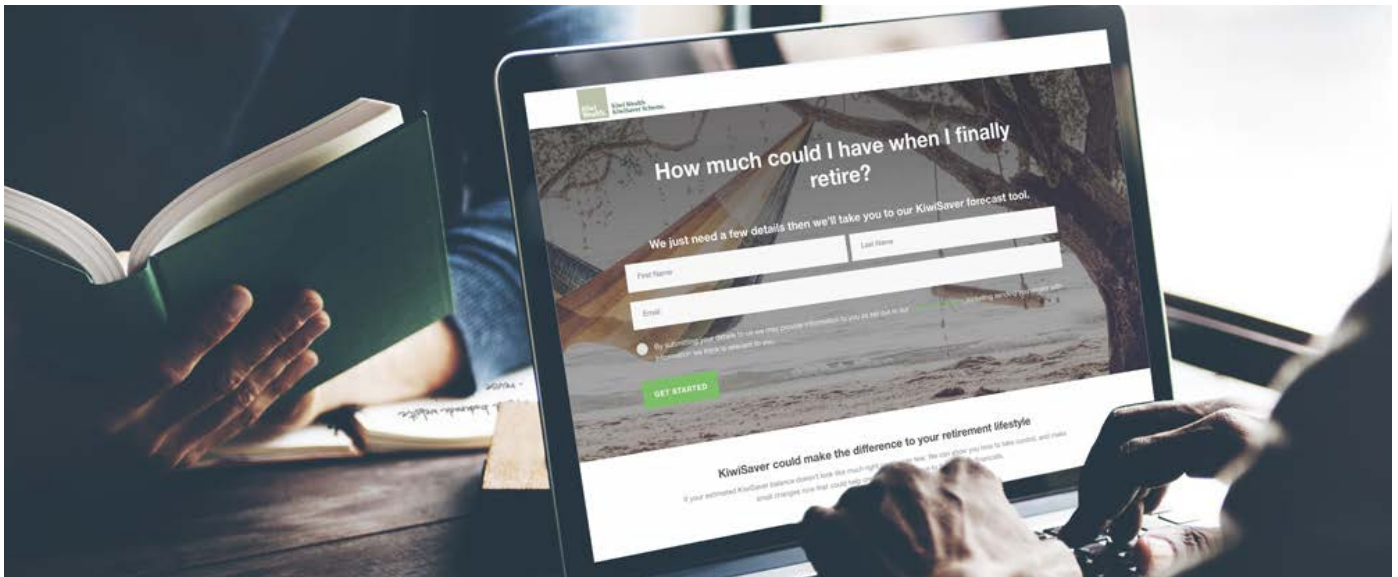
Personalising by location also allows you to give your marketing campaigns a specific geographic focus. For example, if you have a special offer that is only valid for Australian customers, you can use Smart Content to restrict visitors in countries outside of Australia from viewing that offer.

ATTRACTING ANONYMOUS VISITORS

Personalising by Device

According to [Google](#), 57% of users won't recommend a business if it has a poorly designed mobile site. To ensure you're always delivering a stellar viewing and browsing experience to your mobile audience, definitely invest in responsive design (if you haven't already).

A website built with [responsive design](#) automatically adapts to different screen sizes, so the content a viewer sees is always tailored to the device that particular viewer is using, be it a tablet, smartphone, laptop, or desktop.



While responsive design on its own helps deliver a more personalised experience to anonymous visitors, you can take device personalisation a step further using HubSpot's Smart Content. You simply need to choose the "Device Type" option after clicking on the "Make Smart" link, and from there you can personalise your content for mobile (i.e. smartphones), tablets, or desktops.

Here's an example: Let's say you're giving away a piece of content that might be tough to view on a mobile device, like an Excel file. Using Smart Content, you could create a specialised page for mobile visitors with a button that says "Email me this content later." Meanwhile, desktop visitors would see the default button that says "Download this content now."

ATTRACTING ANONYMOUS VISITORS

Personalising by Referral Source

In addition to personalising your marketing around where a visitor is located geographically, and what device that visitor is using, you can personalise based on where that visitor came from before landing on your website.

More specifically, with HubSpot's Smart Content you can personalise content based on the following referral sources:

Organic search



Links from other sites



Social media



Email



Paid search



Direct traffic



How can personalising by referral source help deliver a better experience to anonymous visitors? Here's an example:

Let's say you have a site page that you want visitors to share with their networks. Using Smart Content, you can prompt visitors to share based on the exact channel they took to reach your page. This means you could show visitors who arrive to your page via email a prompt to share via email, and show visitors who arrive via social a prompt to share via social.

ATTRACTING ANONYMOUS VISITORS

If you wanted to, you could get even more granular when personalising by social media source. Using Smart Content, you could prompt visitors who arrive via Facebook to share your content on Facebook, prompt visitors who arrive via Twitter to share on Twitter, and prompt visitors who arrive via LinkedIn to share on LinkedIn.

Create smart rules based on referral source

[← Return to content types](#)

Which referral source?

- Organic Search** Google, Bing, Yahoo, etc.
- Referrals** Links on other Sites
- Social Media** Facebook, Twitter, LinkedIn
 - Twitter
- Email Marketing** Email Links
- Paid Search** Paid search advertisements
- Direct Traffic** Manually entered urls and internal links
- Other Campaigns** Other sources

Ultimately, anonymous visitors coming from one channel are going to have different interests and different reasons for visiting your site than anonymous visitors coming from another channel. By reflecting these differences in the content you display on your site, you can deliver more personalised experiences.

If you need more website personalisation inspiration, check out this blog post by HubSpot product marketer Meghan Keaney Anderson: [“3 Cutting-Edge Examples of Website Personalisation.”](#)

Section 2

Converting Visitors into Leads



CONVERTING VISITORS INTO LEADS

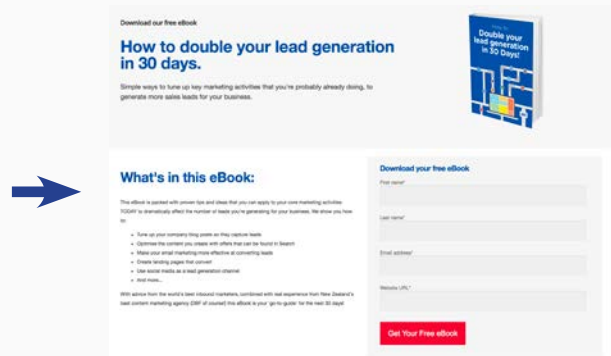
Once you start delivering amazing, personalised experiences to your website's anonymous visitors, you'll want to learn more about those visitors so you can start getting more personalised and more precise with your messaging and content.

In order to do that, you'll need two key ingredients: calls-to-action (CTAs) and landing pages (both of which you can personalise).

CTAs should entice your visitors to learn more about a particular topic, and lead those visitors to landing pages where they can download content. In exchange for that content, visitors fill out a form with their name, email address, and other information.



Call-to-Action (CTA)



Landing page form

One of the best places to use CTAs is on your blog. The objective here is to align the messaging of your CTA with the content of the blog post that your CTA is appearing on. If, for example, a visitor is checking one of DBF's blog on lead generation, we don't show them a CTA promoting an ebook about marketing automation. Instead, show them a CTA promoting an ebook (or other type of content) about lead generation!

It sounds simple, but overlooking this alignment between your site content and CTAs can mean the difference between a visitor who feels like you're catering to their interests and a visitor who feels like you don't understand them at all.

Once anonymous visitors convert on a landing page (or on a form embedded elsewhere on your site), you'll be able to use the information they submit to refine your CTAs, your landing pages, and your forms so they are even more personalised.

CONVERTING VISITORS INTO LEADS

Personalising CTAs

A [HubSpot study](#) -- which looked at more than 93,000 CTAs -- showed that dynamic, personalised CTAs perform 42% better than standard, static CTAs in terms of view-to-submission rate.

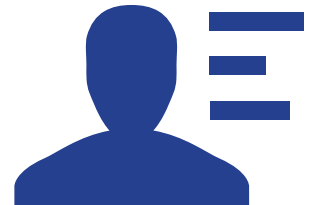
What does this mean? It means that if you aren't taking the time to personalise your CTAs, you're missing out on some serious conversion opportunities.

HubSpot refer to these dynamic, personalised CTAs as "[Smart CTAs](#)". And just like with Smart Content from the previous section, with Smart CTAs you can deliver tailored experiences to different visitors based on a variety of criteria.

To highlight a few examples of how you can personalise CTAs, I'm turning to DBF's Head of Content, Sonia Slattery. Sonia's an expert at CTA personalisation.

1. Promote Different Content Offers to Different Personas

If you're a savvy marketer, you've likely bucketed your target audience into different [buyer personas](#). And as you know, different personas have different interests and needs. So why not use what you know about your audience to cater different offers to those different personas?



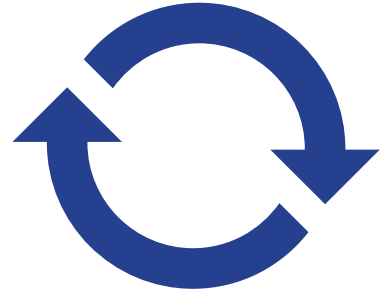
For example in the programme we've developed for one of our clients, we might show our Landlord audience a CTA for an ebook about how to better manage multiple investment properties, we may show a CTA to sign up for our monthly video blog about the state of the NZ property Market. This is much more effective than showing both groups a more general offer that only slightly appeals to both audiences, eh?

[Download this free template](#) to help you map content to your various buyer personas.

CONVERTING VISITORS INTO LEADS

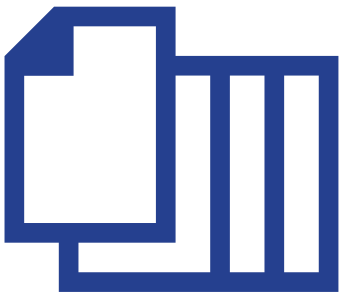
2. Promote Different Content Offers to People in Different Lifecycle Stages

When it comes to CTAs, the persona level isn't the only way to segment your audience. Try thinking about the different stages in your sales cycle. Someone who is visiting your website for the very first time is probably much less qualified to buy from you than a visitor who has already downloaded some of your content and attended a product webinar. As a result, different content offers will likely appeal to each of these groups.



With dynamic CTAs, you don't have to risk neglecting any one of these audiences -- you can show a different CTA to appeal to people in each of these lifecycle stages. So maybe you show a free trial offer to those more qualified visitors, and an educational ebook to those brand new visitors.

3. Promote Different Content Offers Based on Pages Visitors Have Seen



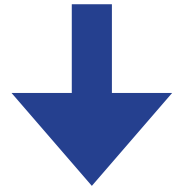
Visits to certain pages on your website can tell you a lot about individual contacts. If someone has visited your pricing page, for instance, there's a good chance they're actively evaluating your products or services and are much closer to buying than someone who hasn't explored your website past your blog. That sounds like a great opportunity to promote some of your more product-focused offers, like a product demo or a trial.

This kind of page-based segmentation can also be great for re-marketing. Say a visitor landed on the registration page for your upcoming event, but didn't sign up. Maybe you could show them a CTA that offers a discount code for that event to entice them to register.

CONVERTING VISITORS INTO LEADS

4. Promote Different Content Offers to People Who Have Already Downloaded/Signed Up for an Offer

Once that person has registered for your live event, there's no sense promoting a call-to-action for that same event to them, right? Don't waste the opportunity -- show them something else instead! Ideally, you'd offer something that helps to propel them further down the marketing funnel, from one lifecycle stage to the next.



5. Promote Content Offers Based on What People Have Already Shown Interest In



Think of it like the Netflix recommendations of CTAs. Depending on what types of content people have viewed or downloaded from you in the past, you can get a sense of what those visitors are interested in. Use that information to show them CTAs for offers that appeal to those same interests.

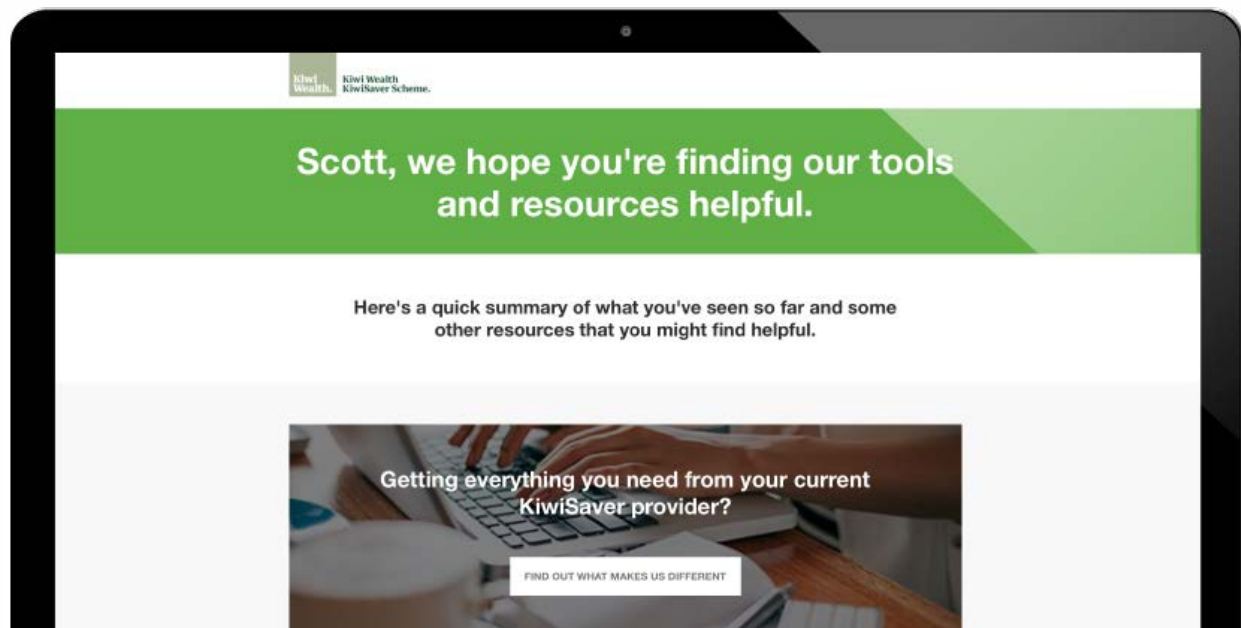
For example, if a visitor downloaded our introductory ebook about using Twitter for business, knowing they have an interest in Twitter, we could choose to show them a CTA for our intermediate-level ebook about how to use Twitter to generate leads. This kind of page-based segmentation can also be great for retargeting. Say a visitor landed on the registration page for your upcoming live event, but didn't sign up. Maybe you could show them a CTA that offers a discount code for that event to entice them to register.

6. Customise the Messaging of the Same Content Offer to Appeal to Different Audiences

Sometimes you truly do want everyone to see a CTA for the same content offer. Maybe it's for your brand new, yearly research report that appeals to a wide variety of audiences, and you're trying to get it seen by as many people as possible.

CONVERTING VISITORS INTO LEADS

No need to use dynamic CTAs for that, right? Wrong. The offer may be the same for everyone, but the way you position it doesn't have to be. Personalising the copy and messaging of your CTA can help you appeal to different audiences and generate more clicks.



Personalising Landing Pages

Getting visitors to click on your CTAs is only one half of the battle: You also need to make sure those visitors convert once they get to the landing pages your CTAs point to. By personalising those landing pages with relevant information, you can help achieve higher conversion rates.

One way to personalise your landing pages is through Smart Content. As we mentioned in the “Attracting Anonymous Visitors” section, with Smart Content you can personalise landing pages based on a person's location, device, and referral source. But once you've gathered some more information on your visitors, you can start personalising around other criteria.

CONVERTING VISITORS INTO LEADS

For example, you could use Smart Content to greet people by name on your landing pages. So, instead of seeing the headline “We hope your finding our tools and resources helpful”, I could see the headline, “(NAME), We hope your finding our tools and resources helpful”.

Alternatively, you could personalise a landing page based on the business a person works for. Using ourselves as the example again, instead of seeing the headline “Does Your Business Need Help With Personalisation?”, I could see the headline “Does DBF Need Help With Personalisation?”.

And while these personal touches can certainly help boost conversions, there’s another, even more powerful type of personalisation you can use for your landing pages and forms: progressive profiling.

What Is Progressive Profiling?

Imagine if you could create intelligent landing page forms, which knew what information a person had already entered so it wouldn’t ask for it again, and could instead ask for new information.

That, in a nutshell, is progressive profiling: It’s a technology that allows you to control which questions appear on a form based on what you already about the person filling it out. That way, each time someone fills out a form, you can progressively learn more and more about them. Here’s an example:



First name*

Last name*

Email*

1st Visit



What is your company's primary mode of business?*

2nd Visit



What is your average annual marketing budget?*

3rd Visit

CONVERTING VISITORS INTO LEADS

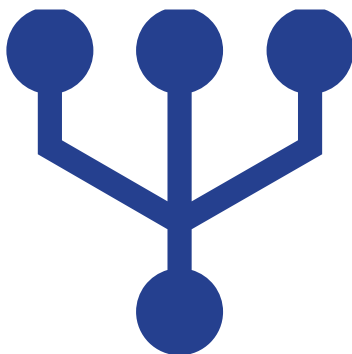
Looking for some best practices on how you can leverage progressive profiling to help achieve your marketing goals? This time we'll turn it over to HubSpot's Personalisation expert Pamela Vaughan. The following is an excerpt from her blog post, ["How to Capture More \(and Better\) Lead Intel With Progressive Profiling."](#)

1. Ask the Most Critical Questions First

While it may be tempting to make the first version of your form extremely short and sweet, make sure you're still asking for the critical information you need to properly contact, segment, and nurture that lead in the future. After all, you'll still want to be able to send them relevant content even if they never come back and convert on your website again organically.



2. Start Broad and Then Get More Detailed



As you're planning the order of your progressive profiling fields, start with the most broad questions first and then get to the more detailed, product-focused questions later when you have a stronger, more familiar relationship with the lead. Think about how you would logically conduct a conversation with a lead. You wouldn't ask what their budget is before even determining if they're a good fit for your product, right?

3. Align Questions With Leads' Likely Stage in the Sales Cycle

As you're ordering your questions, also think about what stage in the sales cycle a lead would typically be in at this particular conversion. It might be helpful to conduct some analysis into your customer base about their average number of conversion events before closing as a customer, as well as the average length of your sales cycle. This can help you figure out the right questions for particular points along leads' conversion path.

CONVERTING VISITORS INTO LEADS

4. Tailor Form Fields to Various Buyer Personas

Finally, consider crafting different progressive profiling form questions based on different segments of your leads. Then add these forms to any segment-specific landing pages you may be using on your website or in your lead nurturing workflows to enable you to capture the lead intelligence that's specifically beneficial to that audience - making future segmentation and sales follow-up even more effective.



Personalising Thank-You Pages

A thank-you page is the page a person gets redirected to after filling out a form on your site. While you can personalise thank-you pages just like your landing pages using Smart Content, you also have the option of displaying personalised, secondary CTAs on these pages.

Secondary CTAs are just what they sound like: prompts for people to take some additional action beyond the primary action you're requesting. When somebody lands on one of your thank-you pages, they've already completed the primary action you were looking for, which was to fill out a landing page form. Hence, whatever you ask them to do next can be considered a secondary CTA.

Using segmentation, you can ensure that the secondary CTAs people see on your thank-you pages are relevant to where those people are in the sales cycle. For example, you could show a "Learn more about this topic" CTA to people who've only ever downloaded one of your content offers, and show a "Talk to a sales representative" CTA to people who have downloaded tons of your content and have recently visited your pricing page.

Alternatively, you could segment around blog subscribers, and show a secondary CTA on your thank-you page that prompts people who haven't subscribed to your blog yet to subscribe.

CONVERTING VISITORS INTO LEADS



Profiles in Personalisation

Gray MacKenzie @sgraymackenzie
Co-Founder, [GuavaBox](#)

A simple, yet effective, example is the personalisation using **HubSpot's COS** on a landing page and thank-you page that we built for Dolnbound which was developed by HubSpot. The initial content offer is an on-demand walkthrough of the Dolnbound campaign management platform. The thank-you page shares that video right away, but also invites viewers by name to take the next step and set up their Dolnbound account.

Simple, right? The results, however, are impressive. The conversion rate from walkthrough video to account sign-up is more than 3X higher once adding personalisation to the thank-you page four months ago.



The image displays two side-by-side screenshots of a landing page for Dolnbound, illustrating personalization. Both pages feature the Dolnbound logo (Manage. Track. Scale.) and a blue banner that says 'YOU MADE IT!'.
The left screenshot is the initial landing page titled 'On-Demand Dolnbound Walkthrough'. It includes a button for 'INSTANT ACCESS' and a paragraph of introductory text. Below the text is a form with fields for First name, Last name, Phone Number, Email address, Company Name, and Job Title. A 'PERSONA' dropdown menu is set to 'Please Select'. A green button at the bottom says 'Instant Access to the Dolnbound Walkthrough'.
The right screenshot is the thank-you page titled 'Here's your video, Gray!'. It features a video player with a play button and a 'WATCH NOW' button. Below the video player is a section titled '5 Keys to Building a Scalable Marketing Agency' with a list of tips and a green button that says 'LET'S GET YOUR ACCOUNT SET UP, GRAY!'. The footer includes copyright information for 2014 Dolnbound, LLC and social media links.

Section 3

Nurturing Leads into Customers



NURTURING LEADS INTO CUSTOMERS

Now that you're providing personalised experiences for anonymous visitors and creating personalised conversion (and re-conversion) opportunities so you can qualify those visitors as leads, it's time to get nurturing!


Lead nurturing is the process of building relationships with your business's leads through sharing valuable resources and advice. The goal here is to move those leads further and further down your sales funnel until they're ready to buy.

And, of course, personalisation can help you do just that. According to [a study from Monetate and eConsultancy](#), marketers who use personalisation -- and are able to quantify its impact -- typically see a 19% increase in sales.

The bottom line: personalisation isn't just a top-of-the-funnel activity. And if you're looking to close deals, adding some personalisation to your lead nurturing program can help (provided you follow some best practices, which we'll dive into next).

Personalising Lead Nurturing Emails

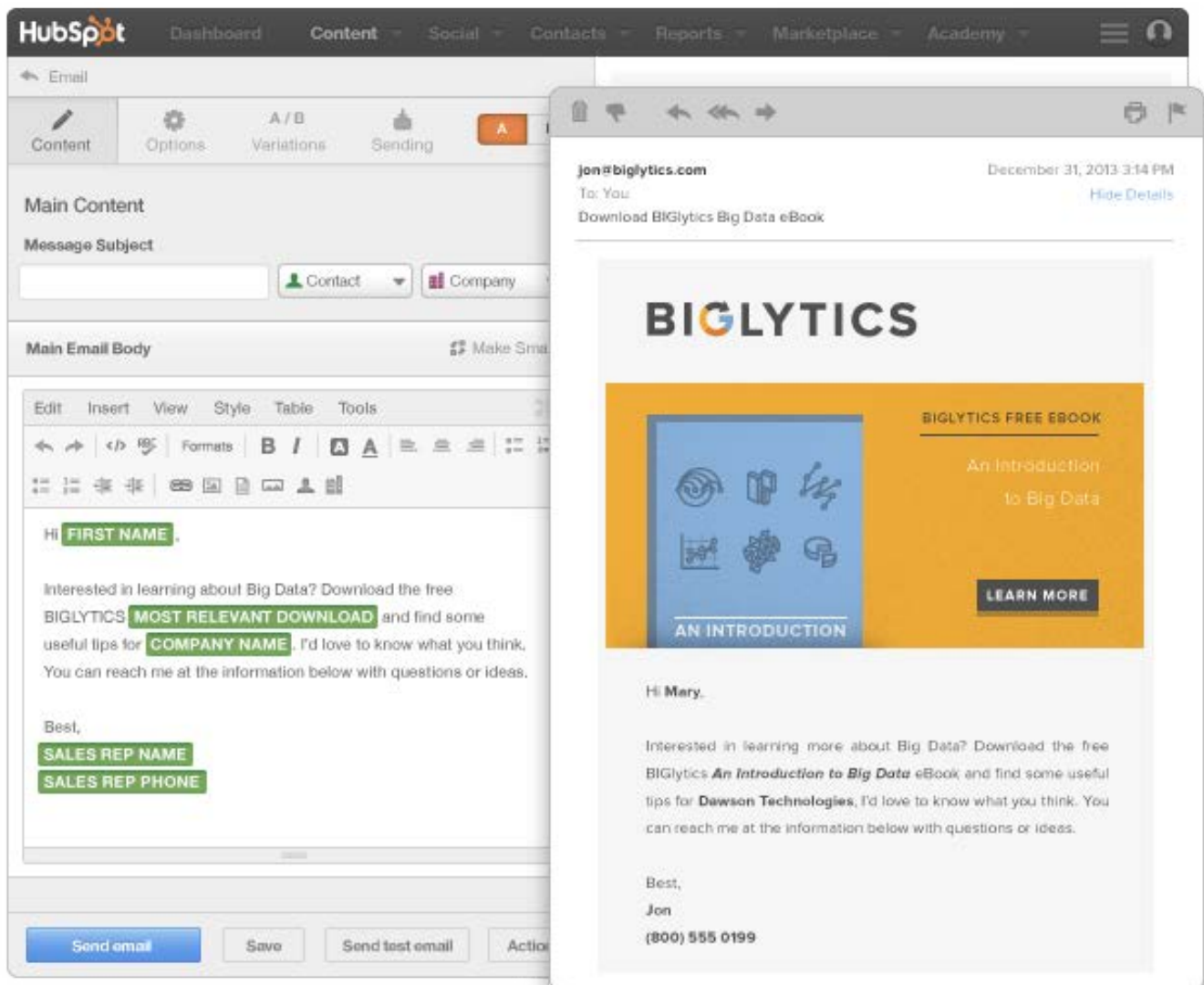
To be clear, [email is by no means the only marketing channel you can use for nurturing leads](#). That being said, it is definitely one of the most effective and one of the easiest to personalise. In fact, there's a good chance you've received personalised emails before. Ever open an email that starts with "Hi [your name]"? That's personalisation in action.

Using [HubSpot's email software](#), you can personalise any email you create by clicking on the personalisation icon () and selecting the contact property you want to personalise your content around.

For example, you could include the recipient's first name, the name of the recipient's company, and even the title of a piece of content that the recipient downloaded recently. You could also personalise who the email is coming from, so that a lead or customer always receives emails from the same person in your organisation.

On the next page, you can see what that type of email personalisation would look like, both on the backend and in a person's inbox.

NURTURING LEADS INTO CUSTOMERS



NURTURING LEADS INTO CUSTOMERS

The key to figuring out if personalisation is “too much” lies in knowing and understanding your audience. If you are marketing to a technologically savvy group, you may be able to get away with more personalisation without them being creeped out.

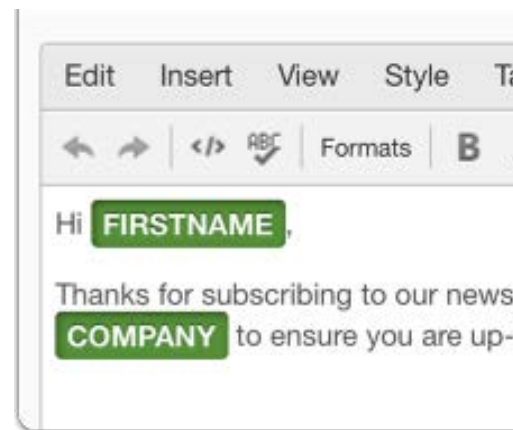
But if you are marketing to a group of people who you know may not be completely comfortable with personalisation, it is important to ease them into things. Even though they’ve given you permission to market to them (because they filled out a form on your website), people can feel creeped out when you use overly personal personalisation.

Maybe start your personalisation strategy by including their first name, then add in company name, and after you have established more of a relationship, you can start including actions they took on your website. But it is important to be more cautious with this group.

A good rule of thumb is to personalise around actions someone took on their website. Personalise around things like pages that were visited, topic of recent conversion, and of course name and company. If a person receives an email that refers to an action they took on your website, they will not be as nervous as they would if you were personalising around specific personal information you happen to have on them.

Also, before you complete your email send, make sure that you test out your personalisation. If you don’t have certain information about someone but are trying to use that personalisation tag, what will the email look like in their inbox? It is important to make sure all of your personalisation tags are formatted properly and make sense in the context of the email before you send it out.

There’s a fine line between creepy email marketing and personalised email marketing. By asking yourself what your audience would want in the buying stage they’re in, you can avoid freaking out your contacts.



NURTURING LEADS INTO CUSTOMERS

Marketing Automation: It's More Personal Than It Sounds

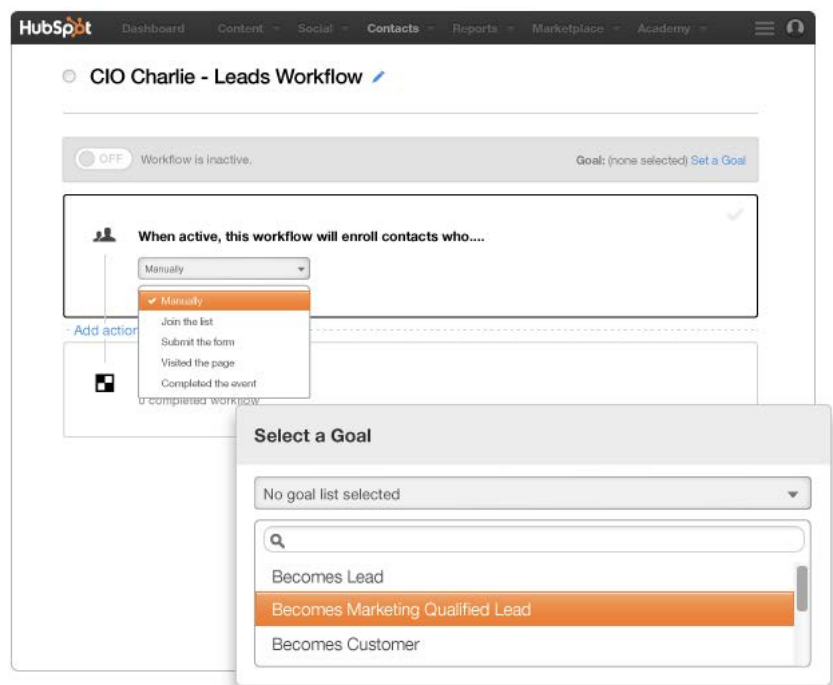
While the term “automation” may imply something cold, or robotic, the reality is that marketing automation software can actually make it easier for marketers to add that human touch. (Provided, of course, that you use marketing automation software correctly.)

The marketers who are most successful with marketing automation are those who understand their audience and who tailor content to meet the needs and expectations of specific audience segments.

If you use automation software to send out unsolicited, untargeted emails en masse, it's called spamming. And, as you probably already know, that's a practice that can get you into boat-loads of trouble.

If, on the other hand, you use marketing automation software to send personalised emails to people who've opted in to receive those emails, and you provide different content in those emails based on what you know about each contact ... then you're off to a good start.

With HubSpot's marketing automation software (called Workflows), you can also set goals for specific lead nurturing campaigns. So when a contact meets a certain goal, you can have them automatically transferred into another campaign (or take other actions) to keep moving them down your sales funnel.



NURTURING LEADS INTO CUSTOMERS



Profiles in Personalisation

Jesse Mawhinney [@JJMawhinney](#) Marketing Manager, [Kula Partners](#)

“Over the course of the last 12 months we have tested several iterations of an email workflows designed to engage marketing qualified leads. The goal of the workflow is to sparking two-way email communication and ultimately book a discovery call. The most effective iteration of the workflow thus far uses personalisation in several ways.

We are using personalisation in the subject line, to guide their progression through the workflow based on the actions they have taken in previous emails and to alter the actual content of the emails based on the prospects skill level.

List Segmentation: The Key to Successful Nurturing

List segmentation is the process of dividing the contacts in your database into different groups based on similar characteristics.

Defining these different groups will allow you establish which email topics, tones (Humorous? Serious?), and content types resonate best with each. You can then refine your future lead nurturing emails accordingly, and deliver an even higher degree of personalisation.

But now we reach the big question: How should you segment your contacts? What should those different groups be?

The reality is that you can do list segmentation based on any piece of information you've happened to gather during the conversion stage: geography, age, gender, industry, organisation type, purchase cycle ... the sky's the limit.

NURTURING LEADS INTO CUSTOMERS

Unfortunately, there's no magic bullet or one-size-fits-all solution when it comes to segmentation. The way you group your contacts will depend on the nature of your business and your business's goals.

If you want more ideas on how you can segment your database, check out this post by HubSpot's Corey Eridon: ["27 Ways to Slice & Dice Your Email List for Better Segmentation"](#)



Profiles in Personalisation

Spencer Powell [@spowell24](#)
Inbound Marketing Director,
[Inbound Educators](#)

In an email nurturing campaign, we'll modify an email or several emails in a series based on a persona based list.

As an example, if someone downloads a new home community brochure, we'll want to recommend resources based on that community's location. The 2nd email to go out will have smart rules set up so that those resources are personalised to match the community. It's a great way to offer specific resources as opposed to general ones. Much more relevant to the lead.

Once you understand how you want to segment your database and set the initial conditions, marketing automation can do a lot of the work for you. Contacts can automatically be added to different segments based on their behaviors, and (as I mentioned earlier) they can also be automatically graduated into different campaigns once certain pre-set goals are met.

NURTURING LEADS INTO CUSTOMERS

By combining list segmentation and marketing automation with dynamic, personalised email content, you can provide highly relevant experiences to the people in your lead nurturing program.

With HubSpot's Smart Content, you can even personalise content based on a person's membership in a specific group, which ties the whole system together: A visitor can land on your site; click on a Smart CTA; fill out a form on a personalised landing page; download a piece of content; get automatically added to a segment based on the topic of that content; and then receive a highly relevant, personalised email a few days later with more information on that topic.



Profiles in Personalisation

Billie Ginther [@FindandConvert](#)
Digital Transformer, [Find and Convert](#)

Imagine being a widget buyer that is only interested in blue widgets, but your emails all talk about red widgets. Improve your opt-out rates by using email Smart Content rules to Customise the language to your audience.

But first, you need identify those interests. In forms, create a custom field and use Hubspot's (progressive profiling) queued question feature to identify areas of interest, such as industry, prospect, stage, customer, etc. Then create a smart list of each of these field values so that you can Customise the language of your email to their industry, interest or lifecycle stage.

Hint: HubSpot uses descending order rules. If a contact may be in more than one list, be sure your Rule 1 identifies the most important version you would want them to receive.

Section 4

Delighting your Customers!



DELIGHTING YOUR CUSTOMERS!

, it costs businesses 6 to 7 times more to attract a new customer than it does to retain an existing customer.

What does this mean? Keeping your customers happy is good for business!

As HubSpot's Rachel Goodman Moore notes in her post, ["Go Beyond Good Enough: How to Delight Your Customers"](#), the traditional view is that marketers are primarily responsible for attracting and converting, salespeople are responsible for closing, and customer service representatives are responsible for delighting.

"Well, not quite," she writes. "In a truly successful inbound organisation, customer 'delight' is everyone's responsibility -- not just those people your customers may come into contact with after buying something from you."

Personalised Delight

The beauty of personalisation is that you can use the exact same playbook you used for generating leads and nurturing them into customers for delighting those customers into promoters of your business.

It can start with personalised website pages. When a customer lands on your site, you could greet them by name in the header. Or, you could include a personalised message thanking them for their business.



And guess what? Customers like content, too. But since they're already giving you business, why keep your content locked up behind landing pages where they can't easily access it? Try personalising your landing page forms so customers can bypass entering information (which you already have) and download content directly.



Finally, think about implementing customer delight campaigns. Just like with lead nurturing campaigns, you can share relevant content based on a customer's interests and actions taken on your site. The only difference is you're not trying to sell them anything -- your only goal is to make them happy.



DELIGHTING YOUR CUSTOMERS!

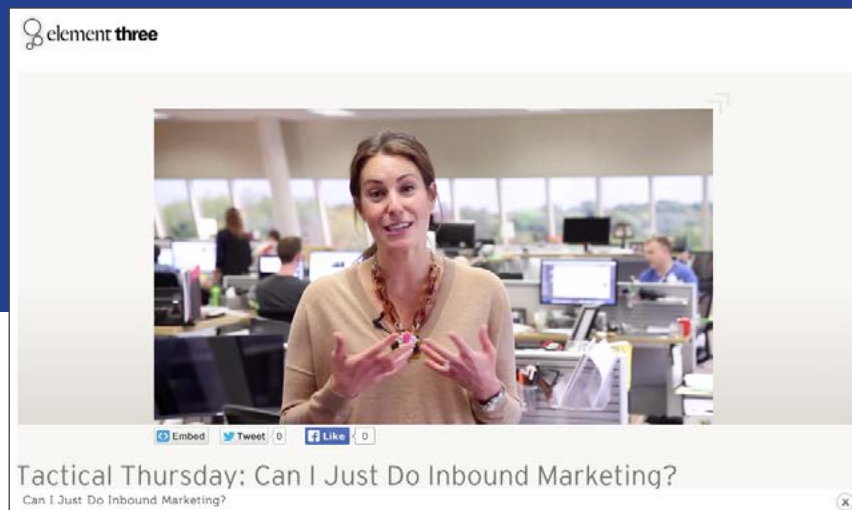


Profiles in Personalisation

Bethany Shepard [@BethanyShepard](#)
Brand Research Assistant,
[Element Three](#)

One major aspect brands forget to do in their communications, especially in the ‘Delighting Customers’ stage is humanity. A simple ‘Hi Bob/Betty’ isn’t enough to connect to today’s consumer. Speak to their pain points and sound like a friend not a robot with ‘you get’ vs. ‘we have’ language.

Our ‘[Tactical Thursday](#)’ videos at Element Three feel sincere and like you’re having a conversation with a friend and not a sales robot. A friendly smile and a warm tone go a long way in digital marketing. It gives a small nugget of insightful information that helps us start the conversation with new clients and keep delighting our current ones.



DELIGHTING YOUR CUSTOMERS!

HubSpot's Academy team recommends that businesses follow these seven guidelines for building trust with -- and delighting -- customers.

1. Delight Employees

Delight your employees, and they will delight your customers. Build trust with your employees, and they will build trust with your customers. The bottom line: Happy employees = happy customers.

2. Educate Employees

Develop team principles that all employees follow. These principles should reinforce the notion that the most important thing is solving for the customer.

3. Empower Employees

Make sure every employee can identify a customer at the buyer persona level. This will help you understand who you're trying to delight.

4. Listen

Listen pre-sale and post-sale. It's all about collecting data -- both qualitative and quantitative -- about the inbound experience. It's going to help you improve, innovate, and better educate your employees.

5. Ask Questions

Go exploring with customers. Ask questions to learn more about their problems. (Open-ended questions are the best.) Be sure to collect all of the responses.

6. Help & Educate

The businesses that are the best educators will be the most successful. It's a pre-sale and post-sale activity. Employees should create content just for customers.

7. Follow-up

Always make sure you follow up with customers to ensure you've solved their problems. Every interaction warrants some type of follow-up.

RESOURCES

Thanks for reading! Looking for more marketing personalisation tips, insights, and best practices? Check out the following posts from the HubSpot blog:

[-6 Ways to Pull Off Anonymous Personalisation People Love](#)

[-3 Cutting-Edge Examples of Website Personalisation](#)

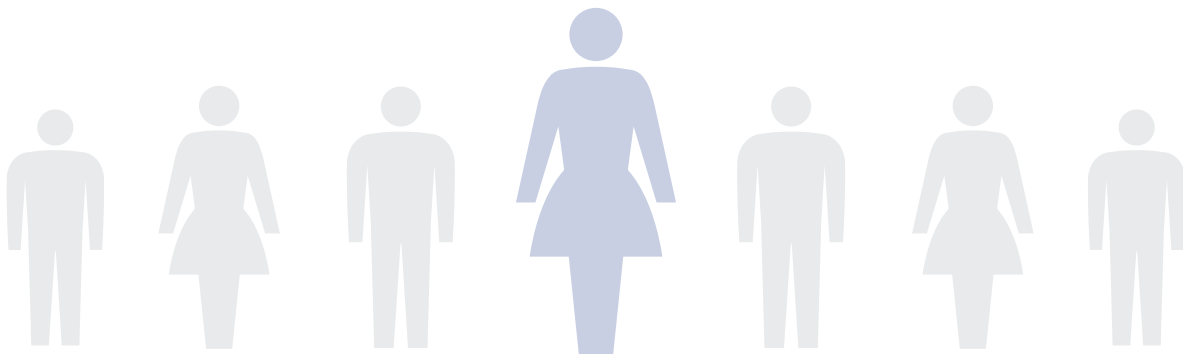
[-The Marketer's Ultimate Guide to Using Dynamic, Personalised CTAs](#)

[-How to Capture More \(and Better\) Lead Intel With Progressive Profiling](#)

[-TMI? How to Personalise Your Emails Without Being Creepy](#)

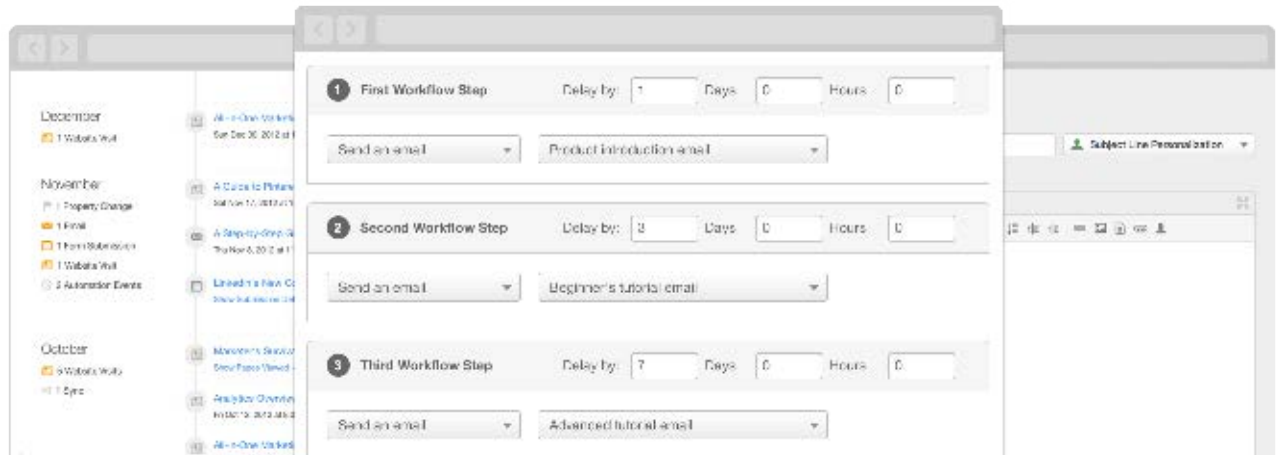
Want to see HubSpot's personalisation features in action?

[Click here to start a free trial!](#)



Learn More About HubSpot's All-in-One Marketing Platform

HubSpot brings together all of the tools you need to attract, convert, close and delight customers, including marketing automation. See all of our tools, learn more about inbound marketing, or talk to a specialist today.



Landing Pages



Forms



Lead
Manage-



Email



Automation



Salesforce
Sync



Social Inbox



Blogging

Learn more about
inbound marketing

See the software

Talk to a specialist

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