Unleashing the Power of HubSpot Lead Flows

(without annoying anyone in the process)

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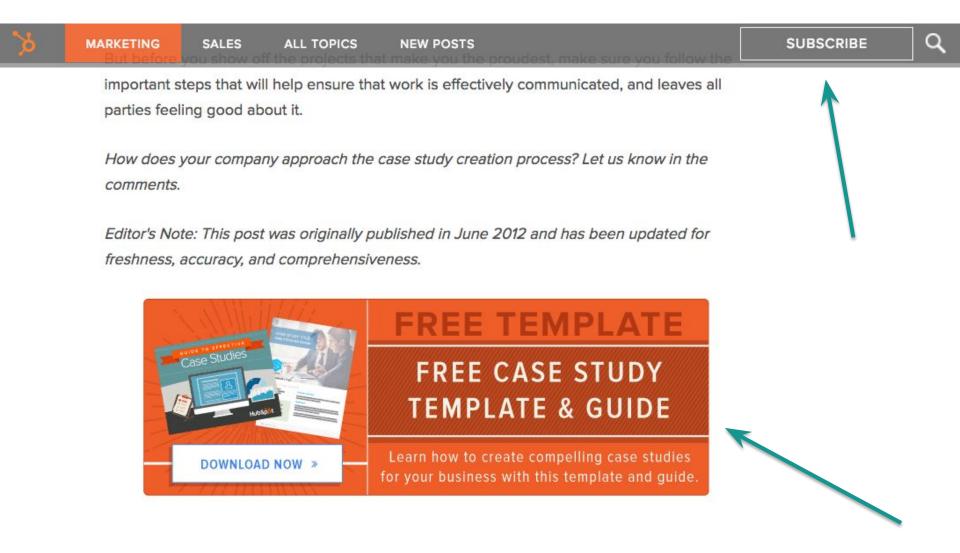


How this presentation will go...

- Introducing: Lead Flows
- Best practice for creating killer lead flows
- Turning the attention to your own website
- Sharing your ideas

So, what's a Lead Flow?

We're all used to static CTAs...



Lead Flows are **dynamic**

Example

On average, conversion rate is 7x higher when using a lead flow instead of a static CTA

The whole conversion process.

In one box. Without leaving the page.

Want to boost

	Want to boost your marketing strategy? $^{ imes}$	
your marketing strategy? \times	Be first to know when we publish a new article and get help with your current challenges	× Great! We've received that. Please check your
en we publish a new article and get help allenges	First Name	inbox for your welcome email to make sure it's not getting stuck in one of those pesky filters.
Great, yes please!	Email	Close
	Great, yes please!	

But pop-ups can be so annoying!

Even Google agrees



It's time to change that.

Enter your email address

Never Miss Another Post

No thanks, I like my marketing poopy

Image: <u>HubSpot</u>

Not if you use them carefully



Right content

Right place

Right time

Note: A Lead Flow will disappear for 2 weeks if closed

Clear and valuable

Awareness and consideration content

X Complex offers



How can you get Lead Flows?

HubSpot users

Activate Lead Flows – Setting > Products and Add-Ons

Non-HubSpot users

Sign up for HubSpot Marketing Free

Getting them to really WOrk

Before anything, decide on your offer

Give the buyer something relevant and useful in return for their details

e.g.

- Blog subscription

- 5 ways to start protecting your business from cyber crime today

- A glossary to help de-mystify inbound marketing jargon

Decide which format is right for your offer

Decide which format is right for your offer

Decide which format is right for your offer

Slide in from this side...

Decide which format is right for your offer

Slide in from this side...

Or this side!

Decide which format is right for your offer

Pop-up

Slide in from this side...

Or this side!

Clear, actionable language

Don't write too much!

Remember: It doesn't have to be forever – test!

Clear, actionable language

Don't write too much!

Remember: It doesn't have to be forever – test!

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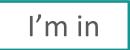
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5. Make it pop

Wey Prisman



Workshops Help v

Help with HubSpot - Blog

Get our pricing

The thing is, a definitive list could never truly be definitive when every business is different.

But what you can do is focus on some of the basics and work from there.

Here are three example questions you should be able to answer...

✓ Do you know what your top source of leads is?

✓ What effectively converts people on your site? What doesn't?

V What happened to all of the leads you passed to sales this year?

Don't forget to keep an eye on some of the smaller things, too. There are often areas that get put to the bottom of our to-do list, but that could make a real difference.

Again, here are a few examples...

Want to boost your marketing strategy?

Contact

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Be first to know when we publish a new article and get help with your current challenges

Great, yes please!





CONTACT TCM

Choosing a counterbalance forklift supplier? Find out why you should pick us.

WRITTEN BY ASHLEY-KATE, 13 DEC, 2016

If you're in the middle of choosing a counterbalance forklift supplier, look no further than TCM.







ant to cut fuel costs?

Find out how we can make your operation more fuel efficient.

Save Me Money



Business Process Improvement: Stop Stalling, Start Doing (Video)

Posted by Emma Harris on 17/02/17 12:54

Before you buy anything, it's a good rule of thumb to do three





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The form

You (probably) don't need their inside leg measurement... keep it short.



Define some next steps

Deliver the offer

If it's not a download, set expectations of what to expect next

Give them a next step

Cover the technicalities

Where is it going to appear?

When will it trigger?

Who will get notified?

Continue the user journey

Make sure you send a follow-up email - open up the opportunity for conversation



Now it's your turn...