

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

A photograph of a wooden boardwalk winding through a wetland. The boardwalk is made of weathered wooden planks and curves gently to the right. It is flanked by tall, green grasses and reeds. In the background, there is a dense forest of green trees under a blue sky with scattered white clouds. The water in the wetland is covered with a layer of green algae or duckweed.

So, what's a Lead Flow?

We're all used to static CTAs...

The image is a screenshot of a HubSpot blog post. At the top, there is a navigation bar with a logo on the left and links for 'MARKETING', 'SALES', 'ALL TOPICS', and 'NEW POSTS'. On the right side of the navigation bar is a 'SUBSCRIBE' button and a search icon. The main content area of the blog post contains three paragraphs of text. The first paragraph is partially cut off at the top. The second paragraph is italicized and asks for reader input. The third paragraph is an 'Editor's Note' about the post's history. At the bottom of the page is a large orange banner. The banner is divided into two sections: the left section shows a collage of documents and a laptop with the text 'GUIDE TO EFFECTIVE Case Studies' and 'HubSpot', and the right section has the text 'FREE TEMPLATE FREE CASE STUDY TEMPLATE & GUIDE' and 'Learn how to create compelling case studies for your business with this template and guide.' A 'DOWNLOAD NOW »' button is located at the bottom left of the banner. Two teal arrows are overlaid on the image: one points from the 'SUBSCRIBE' button to the first paragraph, and the other points from the bottom right to the banner.

MARKETING SALES ALL TOPICS NEW POSTS

SUBSCRIBE

But before you show off the projects that make you the proudest, make sure you follow the

important steps that will help ensure that work is effectively communicated, and leaves all parties feeling good about it.

How does your company approach the case study creation process? Let us know in the comments.

Editor's Note: This post was originally published in June 2012 and has been updated for freshness, accuracy, and comprehensiveness.

FREE TEMPLATE

**FREE CASE STUDY
TEMPLATE & GUIDE**

Learn how to create compelling case studies for your business with this template and guide.

DOWNLOAD NOW »

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.

The image displays three sequential screenshots of a conversion form, illustrating the user journey from initial inquiry to confirmation.

Initial State (Left): The form is titled "Want to boost your marketing strategy?" with a close button (X). Below the title is the text "Be first to know when we publish a new article and get help with your current challenges". A single button labeled "Great, yes please!" is positioned at the bottom.

Data Entry State (Middle): The form is titled "Want to boost your marketing strategy?" with a close button (X). Below the title is the text "Be first to know when we publish a new article and get help with your current challenges". The form contains two input fields: "First Name" and "Email". A button labeled "Great, yes please!" is positioned at the bottom.

Confirmation State (Right): The form is titled "Great! We've received that. Please check your inbox for your welcome email to make sure it's not getting stuck in one of those pesky filters." with a close button (X). A button labeled "Close" is positioned at the bottom.

But pop-ups can be so annoying!

Even **Google** agrees



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
- ✗ 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

A construction worker wearing a yellow hard hat and a grey t-shirt is working on a concrete slab. The worker is using a long wooden plank as a guide or support. The concrete surface is smooth and grey. In the background, there is a grid of rebar (steel reinforcement) embedded in the concrete. The text "Getting them to really work" is overlaid on the image in a white, sans-serif font.

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

Drop down

Decide which format is right for your offer

Drop down

Decide which format is right for your offer

Slide in from this side...

Drop down

Decide which format is right for your offer

Slide in from this side...

Or this side!

Drop down

Decide which format is right for your offer

Pop-up

Slide in from this side...

Or this side!

Get the wording right

Clear, actionable language

Don't write too much!

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

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Yes please!

Ok

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I'm in

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5. Make it pop





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?

✓ 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?



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

Great, yes please!

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.



READ MORE

 Tweet  Share 38  Like  Share 8  G+ 1



Want to cut fuel costs?

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

Save Me Money



TRIASTER BLOG



HELP
?

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



Would you like to receive free 
articles straight to your
inbox?

Sign up to receive notifications when we
publish new articles.

Subscribe now

The form

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

First Name

Last Name

Email address

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...