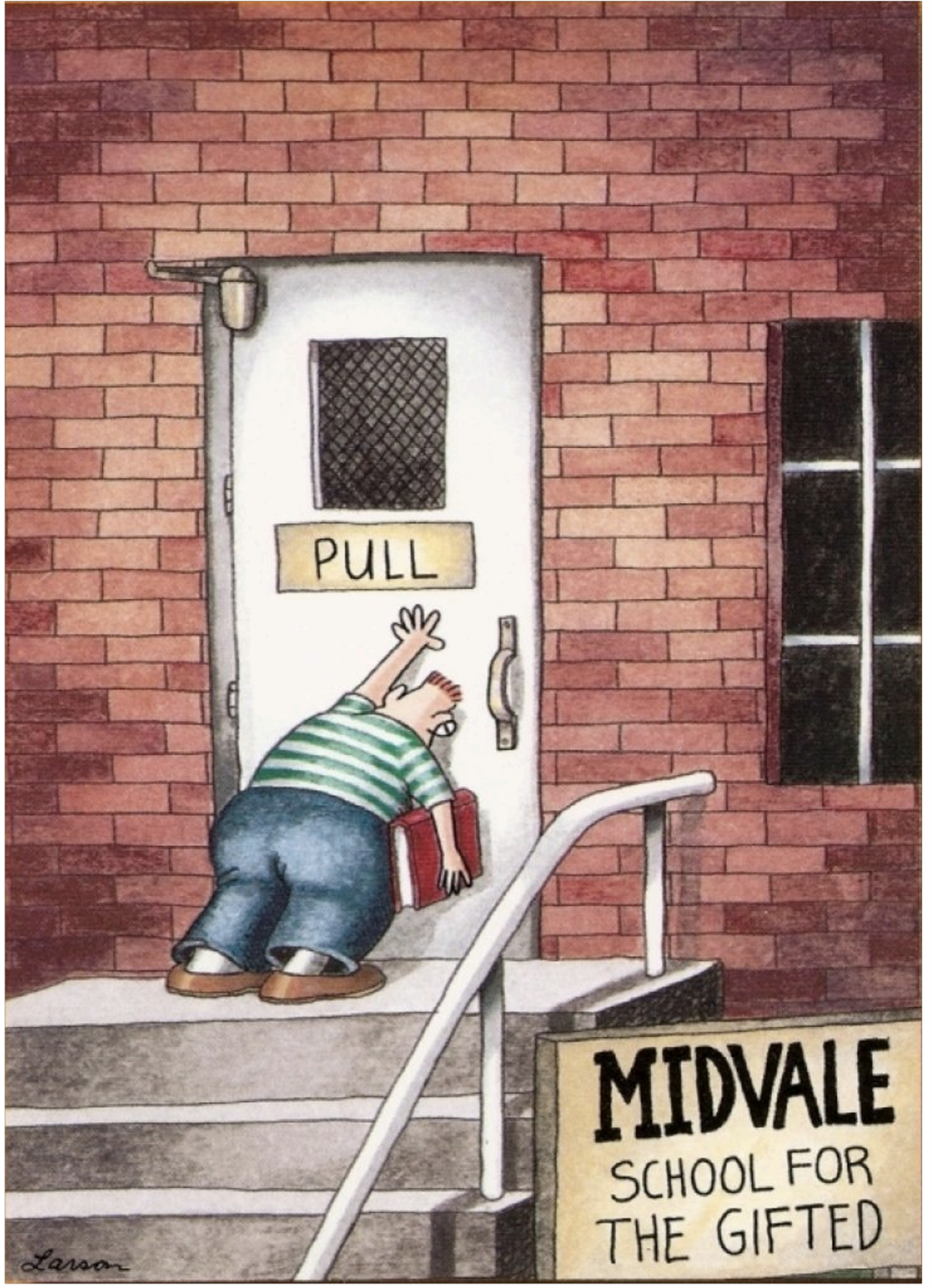
The 4 Simple (But Unusual) Marketing Strategies That Transformed HubSpot's Growth

HubSpot

Hi, I'm Kipp

CMO at HubSpot

HubSpot


PULL
MIDVALE
SCHOOL FOR
THE GIFTED
Larson

If you don't have a few "Wait! we're doing it all wrong!" moments in your career, you're, well... you're doing it all wrong.

HubSpot

Marketing moves fast.
But the half-life of outdated practices is looooooooooong.

Shift 1

Old is the New New.

HubSpot

Traffic Low?

Short On Leads?

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Put a blog on it.

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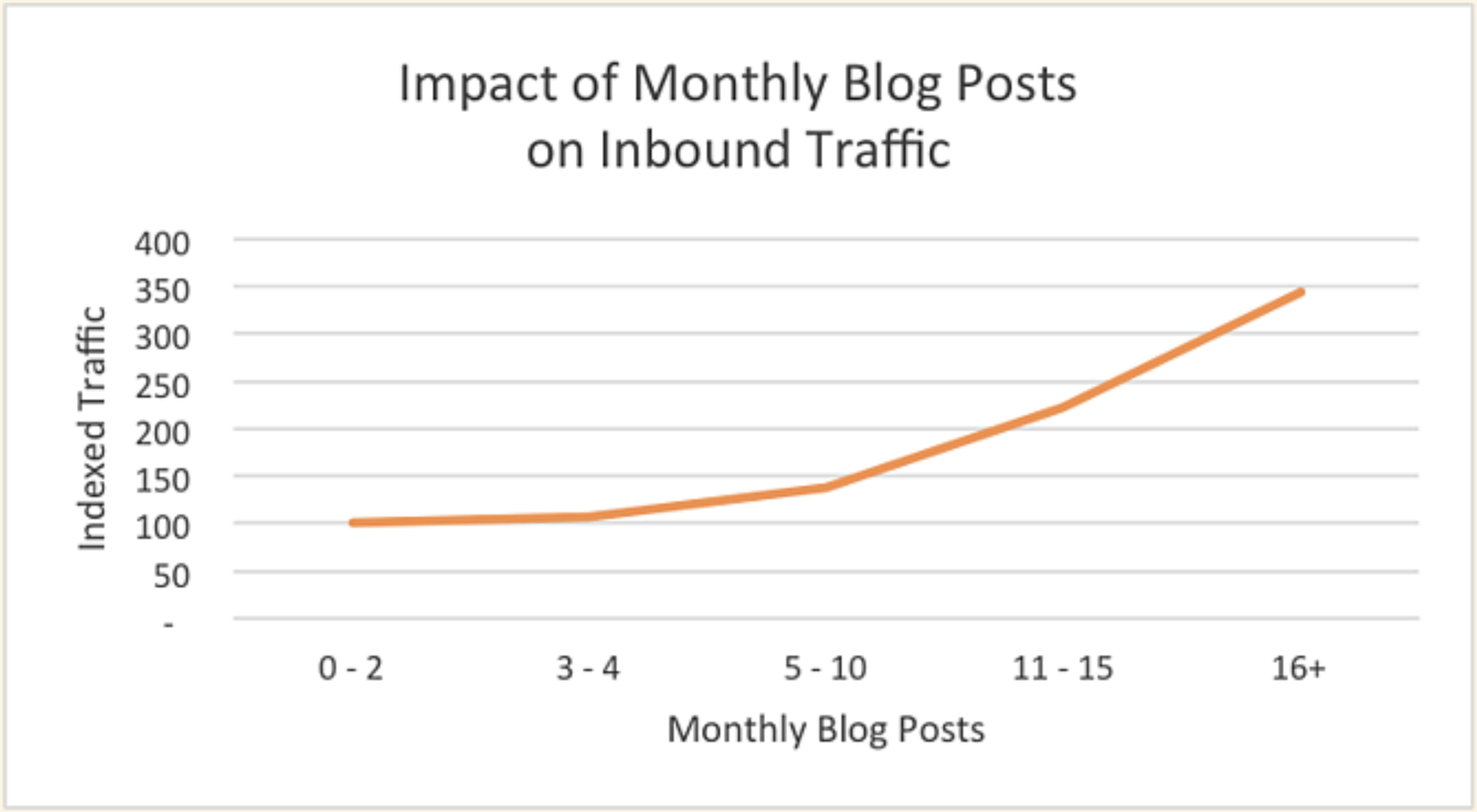
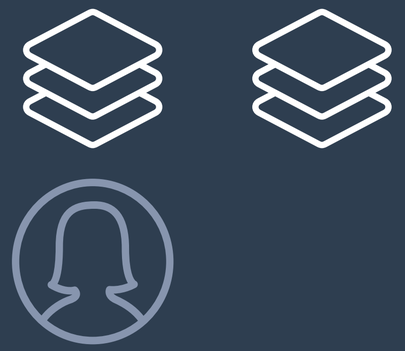
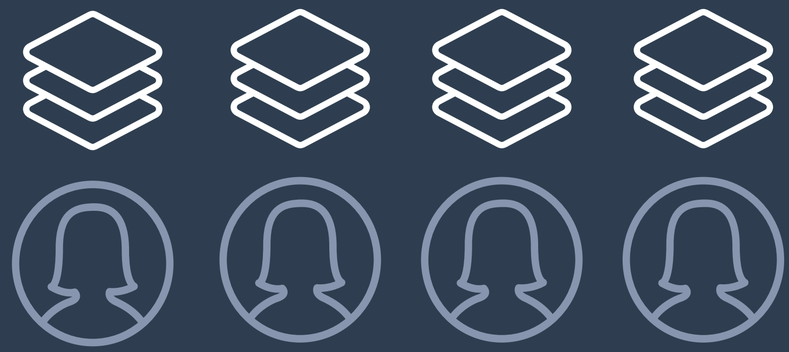
Put a blog on it.

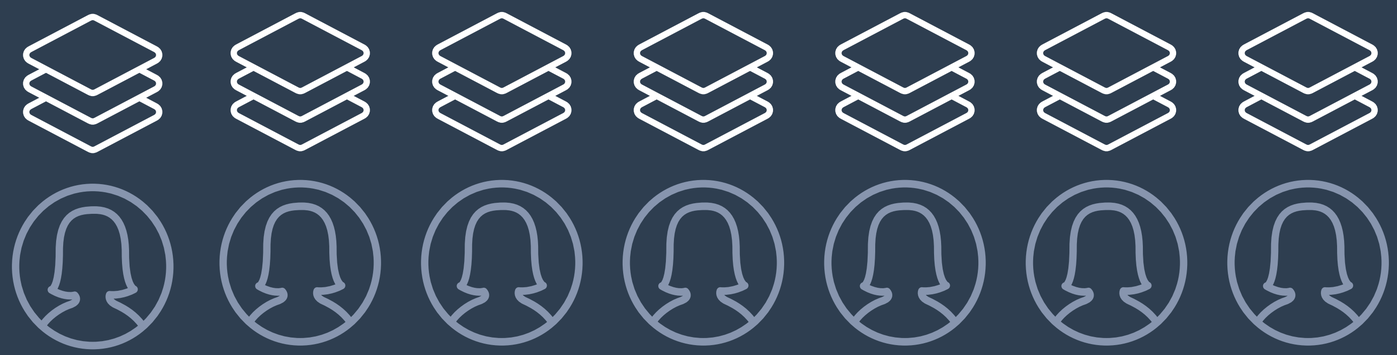
Companies that published 16+ blog posts per month got almost 3.5X more traffic than companies that published between 0 - 4 monthly posts.

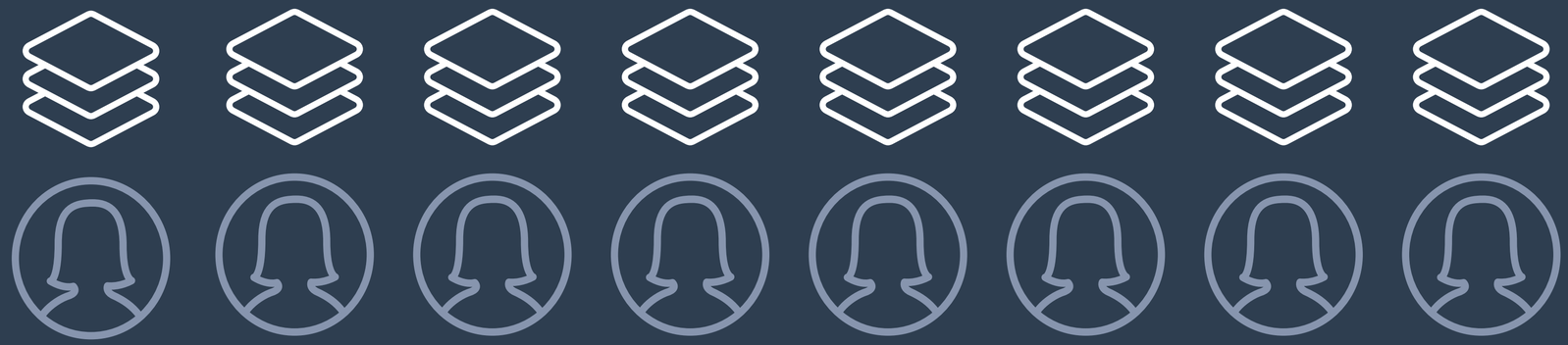


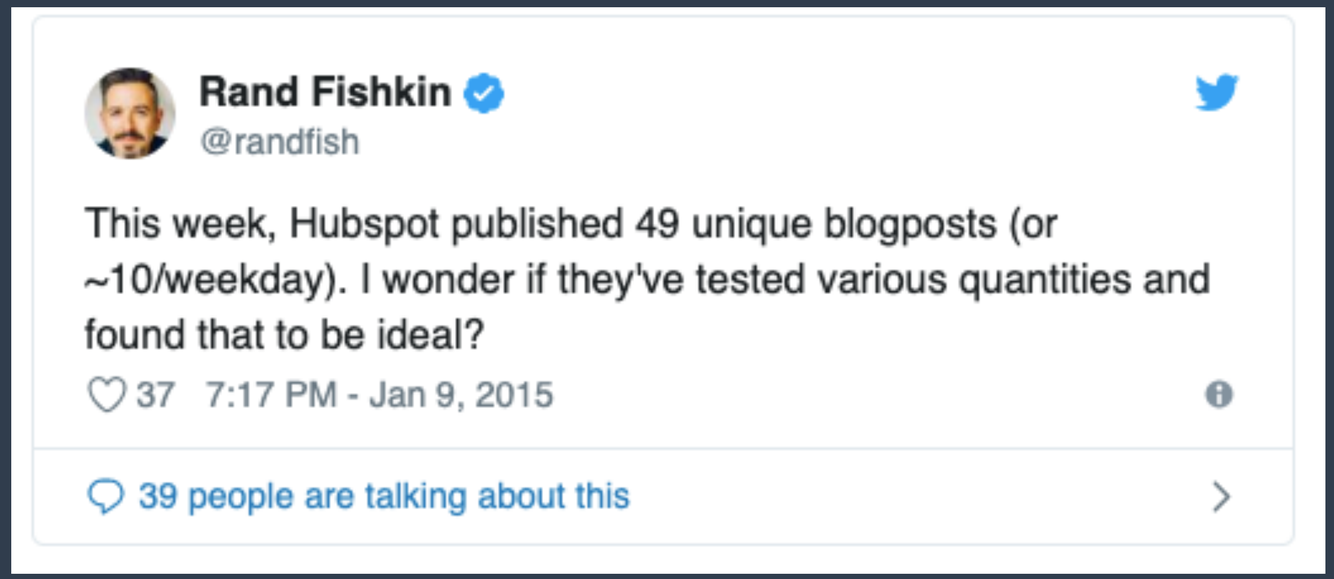
2015 Data - 3500 companies










Rand Fishkin
@randfish
This week, Hubspot published 49 unique blogposts (or ~10/weekday). I wonder if they've tested various quantities and found that to be ideal?
37 7:17 PM - Jan 9, 2015
39 people are talking about this

“Hey, has anyone ever noticed that 92% of our leads and 75% of our traffic in a given month are from posts published *prior to that month*?”

- Pam Vaughan

Pam Vaughan

If 92% of our leads come from old content…

Why the %$@# are100%
of our content creators
focused on new stuff?!

2X

We more than doubled the number of monthly leads generated by the old posts we've optimized.

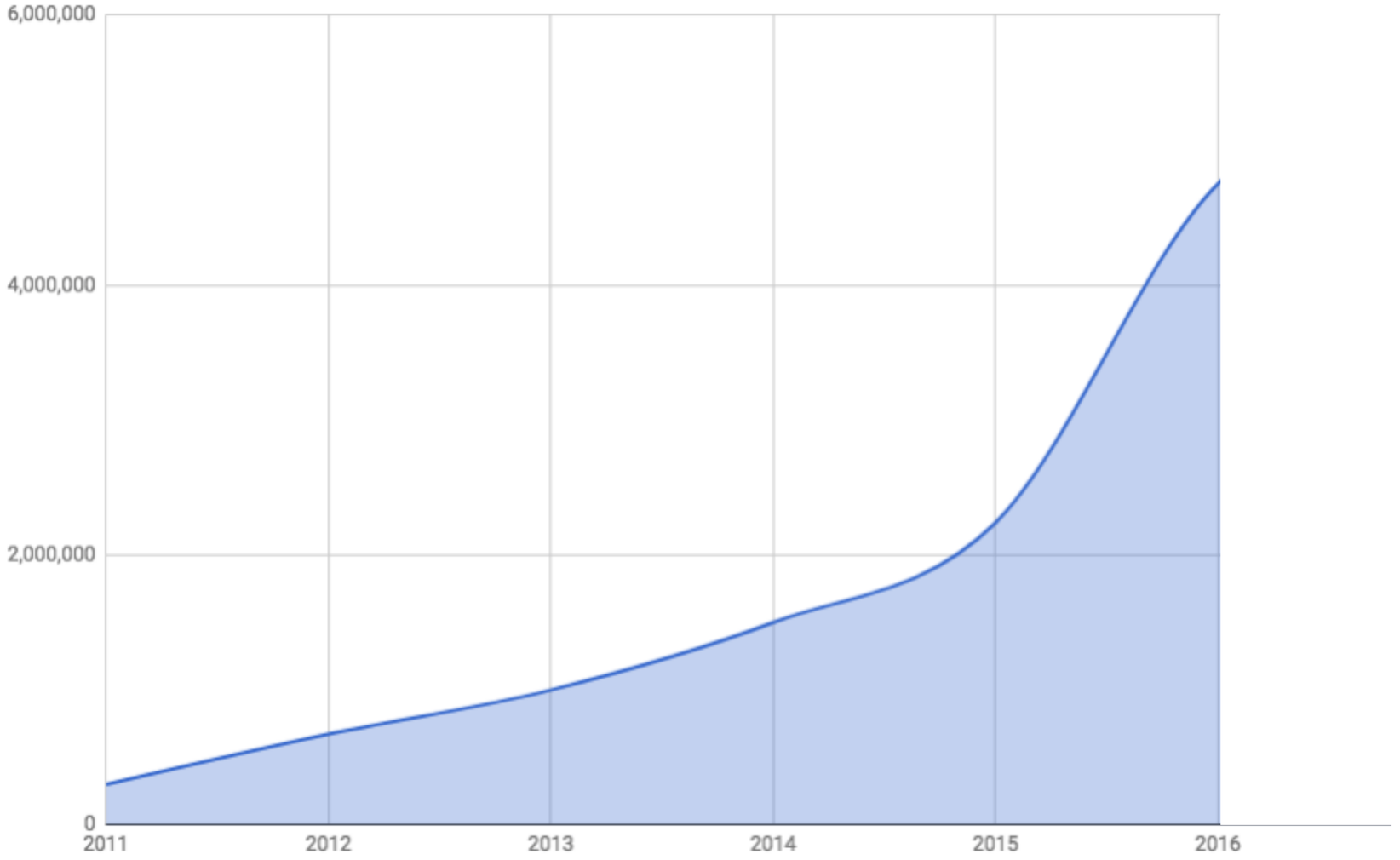
106%

We increased the number of monthly organic search views of old posts we've optimized by an average of 106%.

More views with less content

Shift 2

It’s the structure, silly.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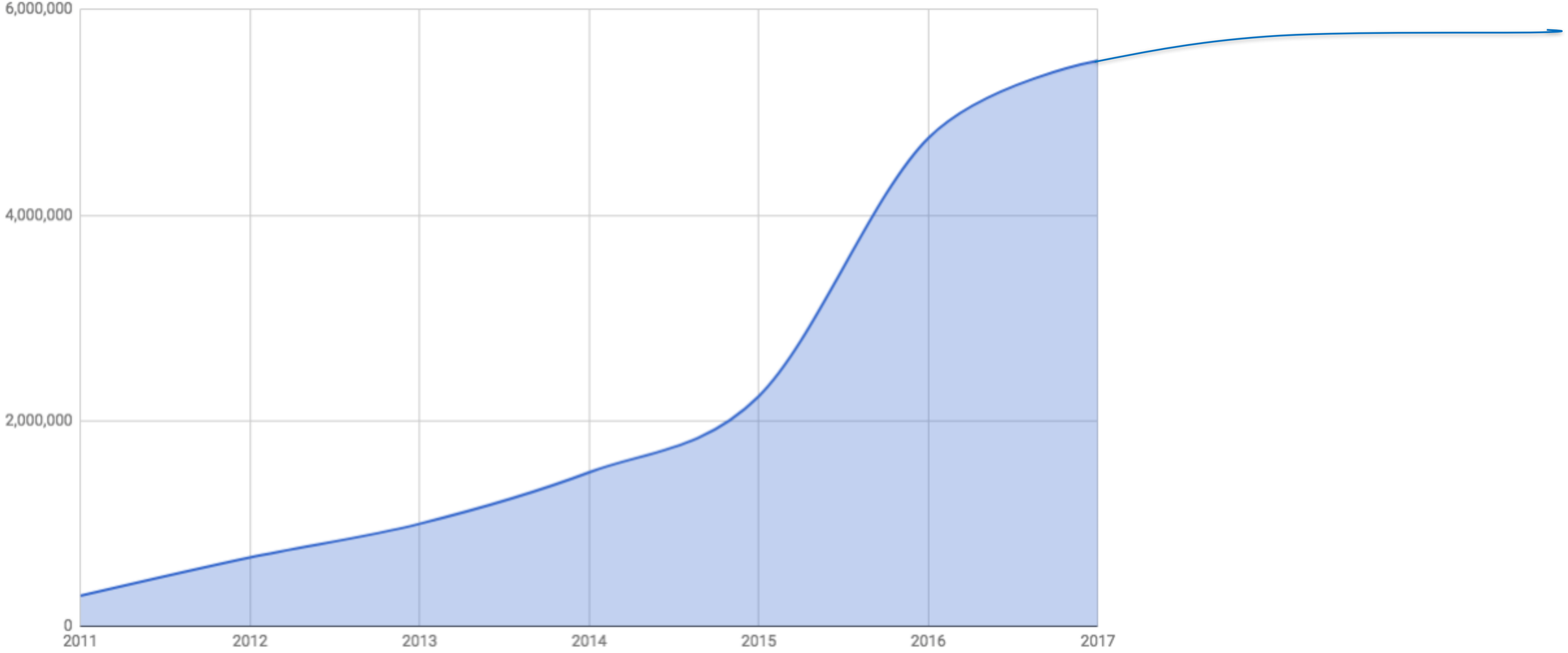
2014
2015
2016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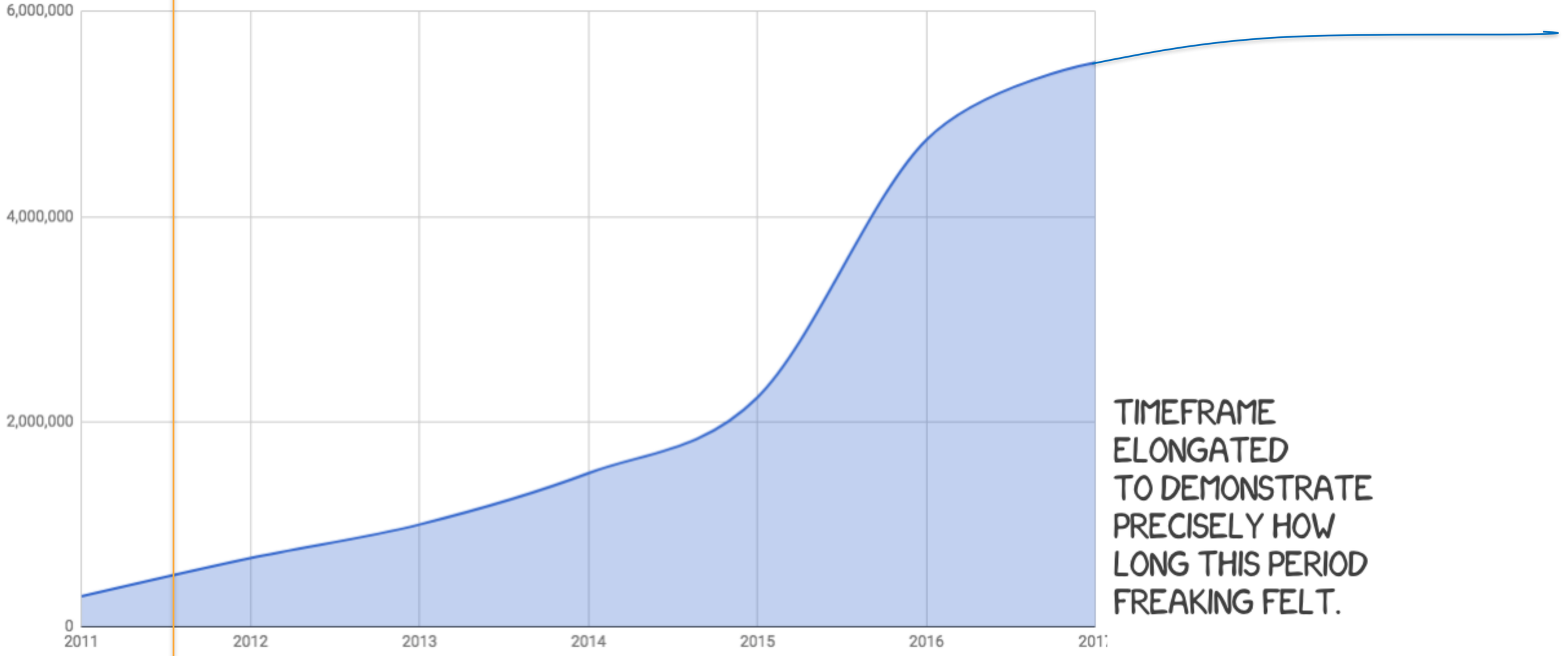
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2011
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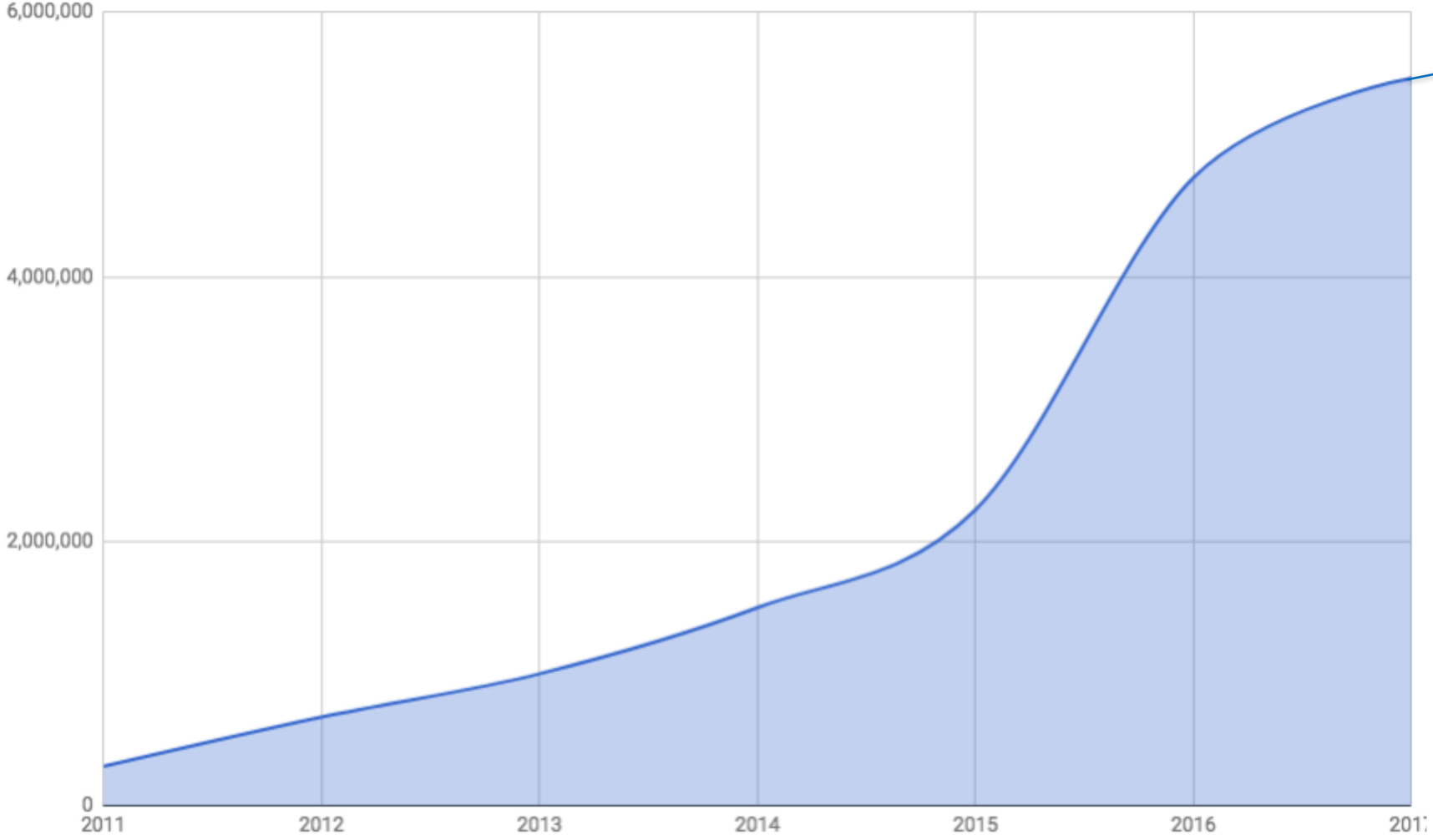
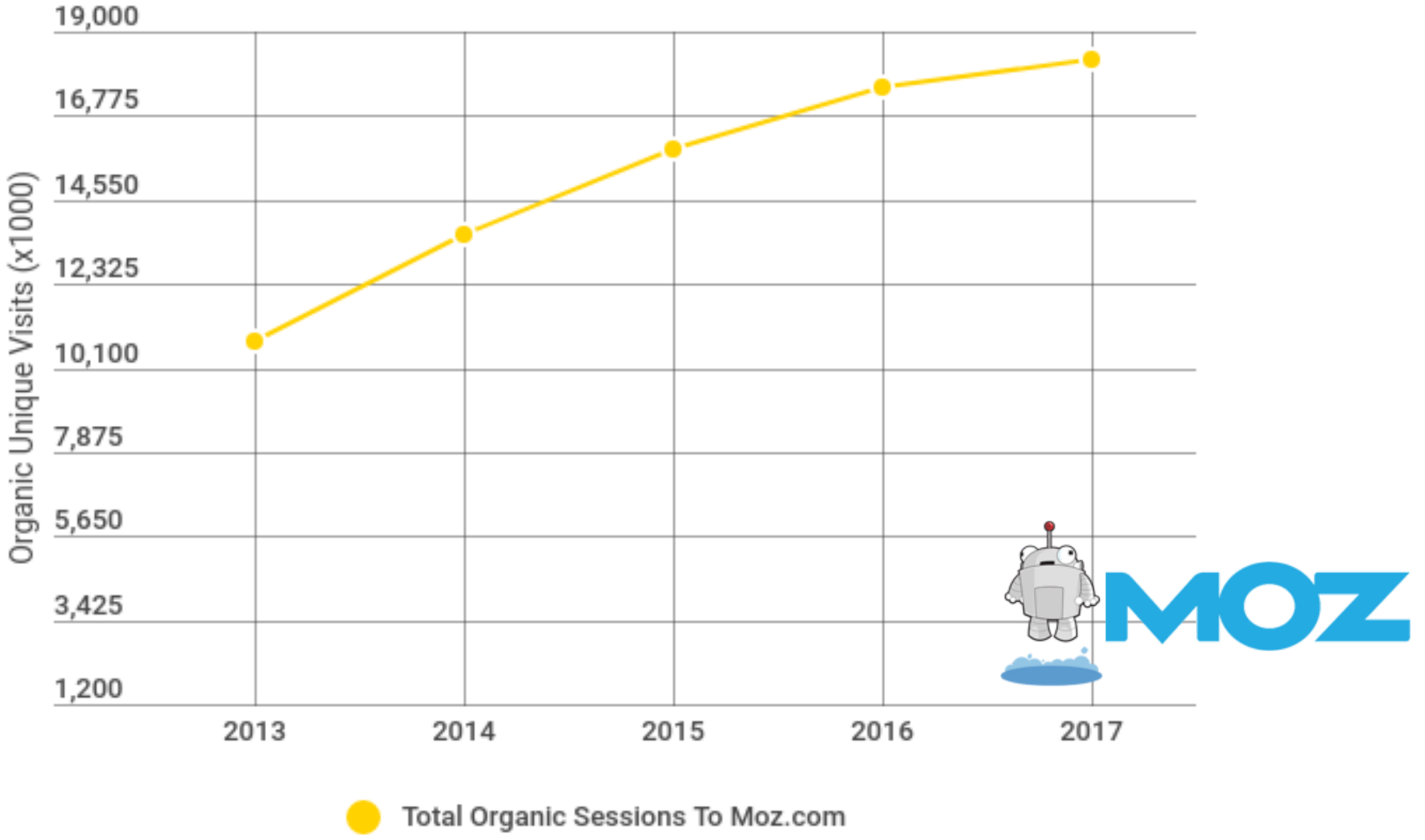
TIMEFRAME
ELONGATED
TO DEMONSTRATE
PRECISELY HOW
LONG THIS PERIOD
FREAKING FELT.

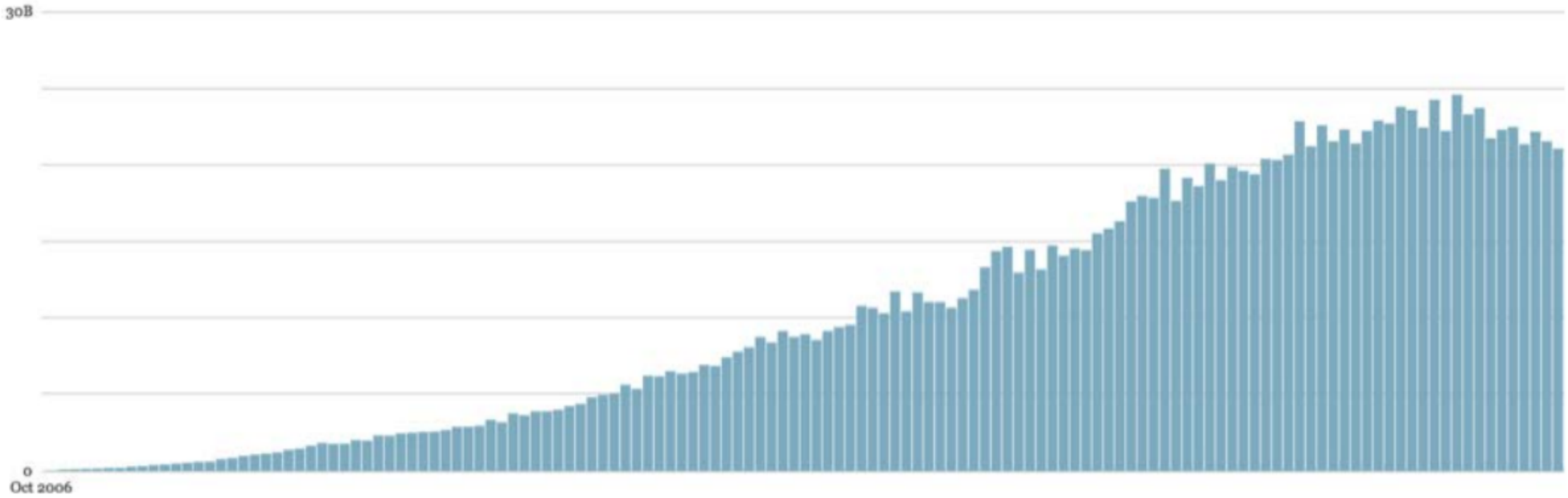


TIMEFRAME
ELONGATED
TO DEMONSTRATE
PRECISELY HOW
LONG THIS PERIOD
FREAKING FELT.

CRAP.


19,000
16,775
14,550
12,325
10,100
7,875
5,650
3,425
1,200
Organic Unique Visits (x1000)
2013
2014
2015
2016
2017
Total Organic Sessions To Moz.com
MOZ

Number of Pageviews of Posts on Wordpress.com



XKCD – modified under Creative Commons Attribution-NonCommercial 2.5 License.

Bigger Fixes

- Merged the SEO and blog team
- Restructured the blog around a pillar/cluster model
- Captured snippets all day long

Q1.18 Search Insights Report

File Edit View Insert Format Data Tools Add-ons Help

100% Comment only

Snippet suggestions

	A	B	C	D	F	G	H	I
1	**Cluster**	**Cluster Content**	**Status**	**Monthly Sea**	**Action**	**Existing URl**	**Suggested URL**	**Suggested title**
8	Interviews	Behavioral interview questions	Done	33,100	Create		behavorial-interiew-questions	"TK Top Behavorial Interview Questions in 2018"
9	Design Tools	Video editing apps	Done	33,100	Update	https://blog.hubs	Update	"The TK Best Video Editing Apps for 2018"
10	Website Design (or Website I	How to make a website	Done	33,100	Create		how-to-make-a-website	"The Easy Step-by-Step Guide to Creating a Website"
11	Content Marketing	Digital marketing	Done	40,500	Update	https://blog.hubs	Keep current URL	Keep current title
12	Website Development	Free website builder	Done	40,500	Create		free-website-builder	"TK Best Free Website Builders of 2018"
13	Design Tools	Editing apps	Done	49,500	Update	https://blog.hubs	Update	"The Best Editing Apps for Photos"
14	Productivity	Delete Instagram	Done	51,000	Create		delete-instagram-account	"How to Delete Your Instagram Account [Easy Guide]"
15	Productivity	Free Email	Done	60,500	Create		free-email-accounts	"The TK Best Free Email Accounts for 2018"
16	Productivity	How to edit a PDF	Done	70,000	Create		how-to-edit-PDF	"How to Edit a PDF [Easy Guide]"
17	Productivity	Delete Facebook	Done	82,000	Create		delete-facebook	"How to Delete Your Facebook Account, Group, or Pa
18	Psychology	Personality test	Done	301,100	Create		personality-tests	"TK Free Personality Tests You Can Take Online Toda
19	Productivity	How to download YouTube videos	Done	686,000	Create		download-youtube-videos	"How to Download YouTube Videos [Easy Guide]"

SEO Editors

Update vs. New

Suggested Title & H2

Suggested URL

Suggested Snippet Style

Writers

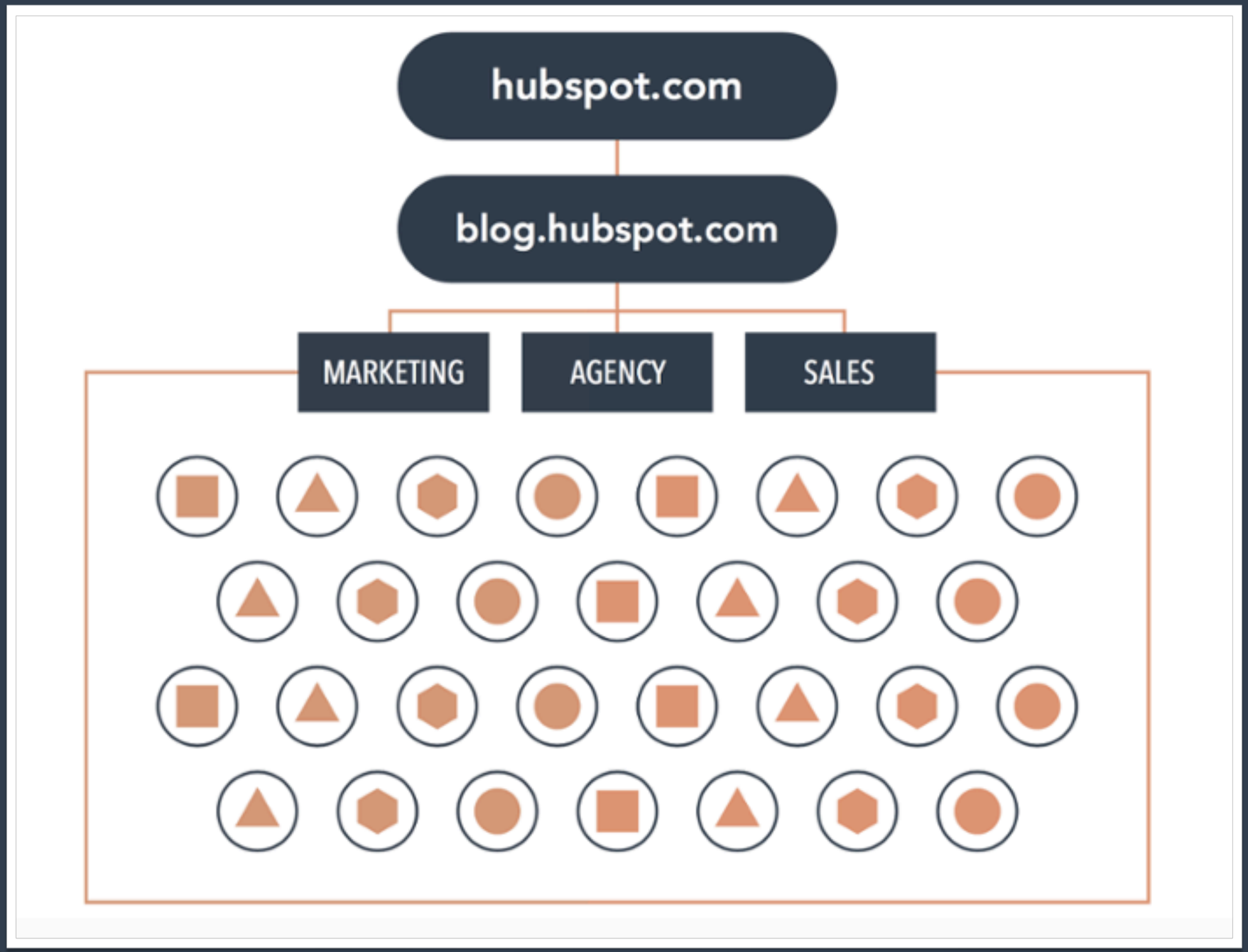
Editorial Guardrails

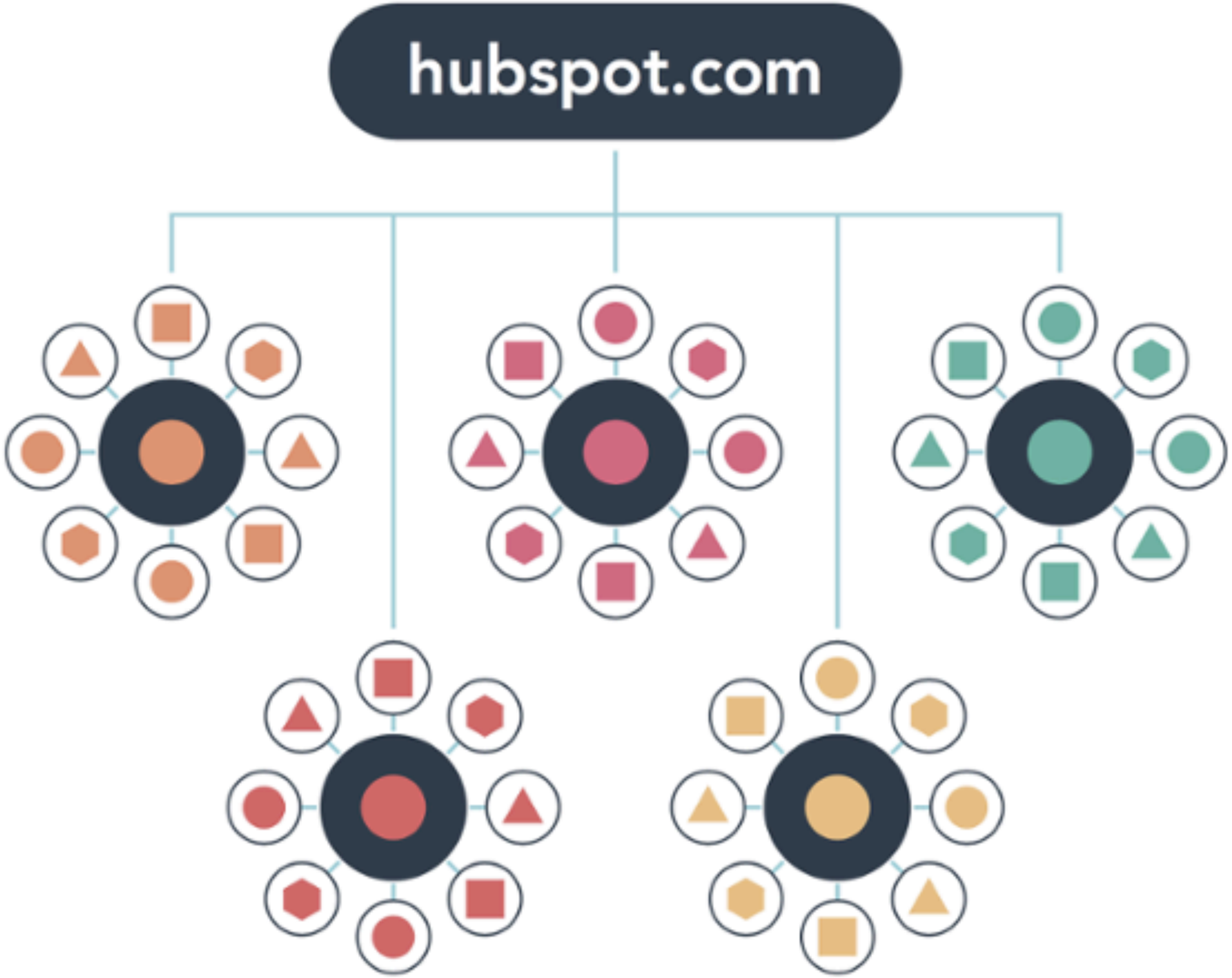
Research

Writing

Editing

HubSpot


hubspot.com
blog.hubspot.com
MARKETING
AGENCY
SALES


hubspot.com

Identify Broad Topics

MSV – 15000 or above on topics that matter to our organization.

Consolidate Content

We had 15 posts about how managers can encourage social selling.

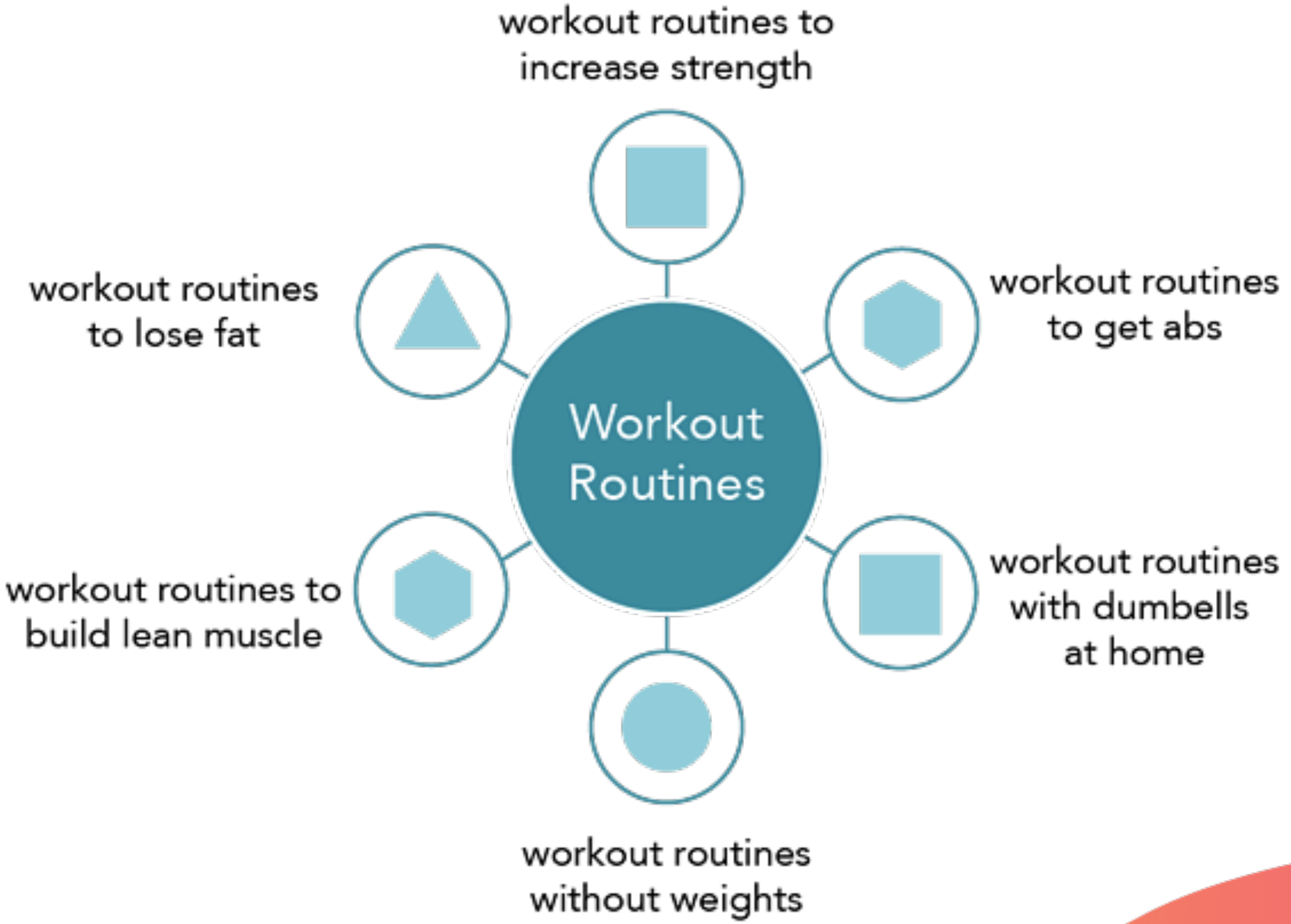
Cluster Related Posts

Link keyword back to the pillar posts.

Clean Out Internal Links

Remove all internal links except those that link to the pillar.

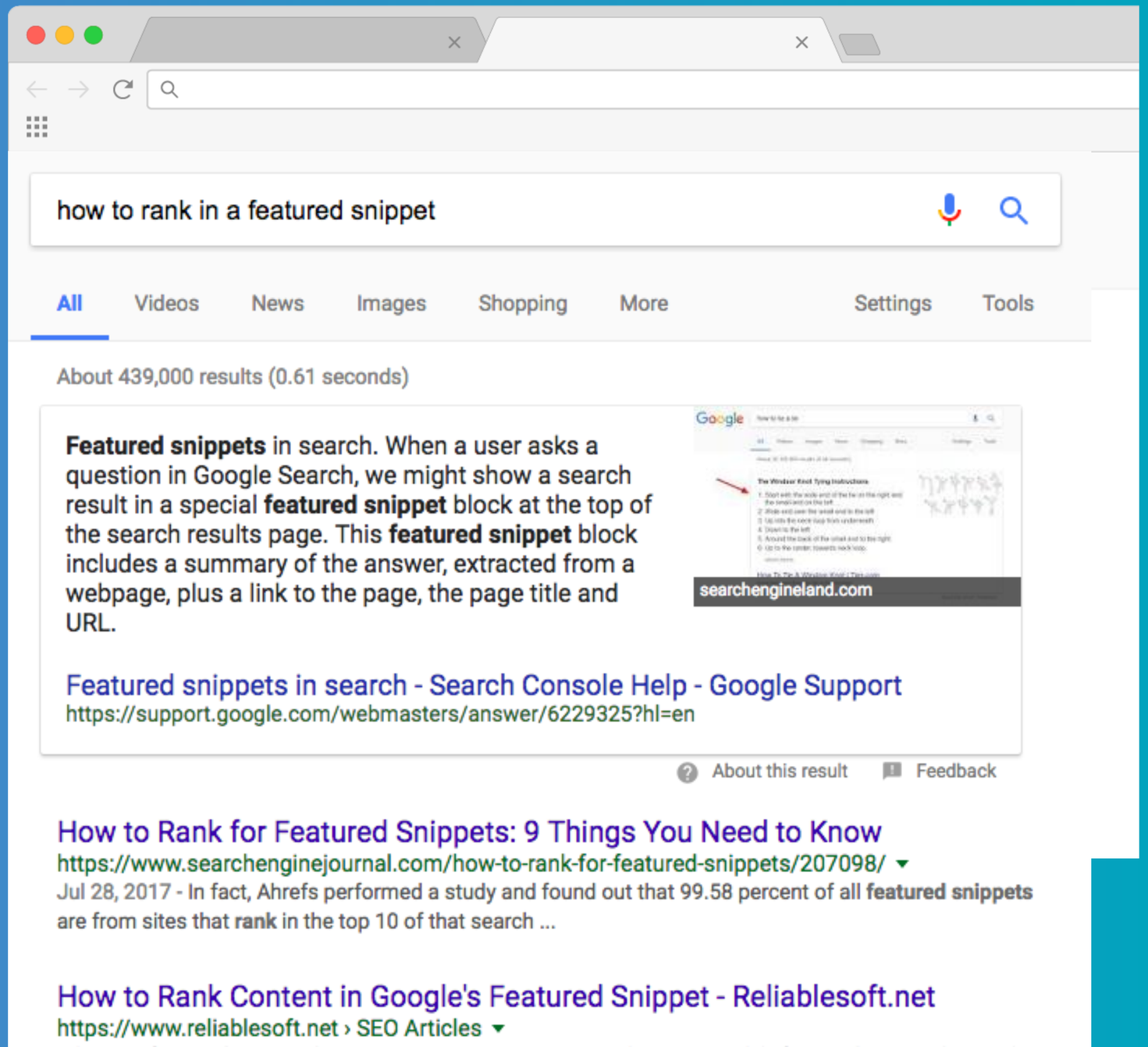
HubSpot


workout routines to increase strength
workout routines to lose fat
workout routines to get abs
Workout Routines
workout routines to build lean muscle
workout routines with dumbells at home
workout routines without weights

HubSpot

Capture the Snippet

A Snippet Ate My Traffic



How to Make a Chart or Graph in Excel

- 2016: 78,790 visits
- 2017 (same time period): 48,684

how to make an excel graph

All Videos Images News Shopping More

About 4,160,000 results (0.54 seconds)

How To Make A Graph In Excel - See Your Data in a Ne
Ad www.tableau.com/excel-graphs
Get More Results from Your Graphs for Less Effort. Try it Free.
Services: Actionable Insights, Visual Analysis, Interactive Dashboards, F
Leader in the 2017 Magic Quadrant for Business Intelligence – Gartner
Easy Excel Analysis Tableau + Spreadsheets
Excel Data Analysis On-Demand Webinars

Online Excel Graph Tutorials - Learn, Master & Succee
Ad www.linkedin.com/Excel
Master Pivot Tables, Formulas, Macros, Data Analysis & More - Start To
LinkedIn Learning will help you do your job better – www.techradar.com
Ratings: Listing quality 10/10 - Listing variety 9.5/10 - Alerts & notices 9
Excel 2016 Training · Learn Pivot Tables · Excel Tips and Tricks · Excel D

To insert a chart:

1. Select the cells you want to chart, including the column titles and row labels. These cells will be the source data for the chart. ...
2. From the Insert tab, click the desired Chart command. ...
3. Choose the desired chart type from the drop-down menu.
4. The selected chart will be inserted in the worksheet.

Excel 2013: Charts - Full Page - GCFLearnFree
https://www.gcflearnfree.org/excel2013/charts/1/

Abou

16 of the Best Job Interview Questions to A

- 2016: 49,315
- 2017: 32,003

best interview questions

All Books News Videos Images

About 226,000,000 results (0.53 seconds)

Top 10 Interview Questions and Best Answe

- What is your greatest strength? - ...
- What is your greatest weakness? - ...
- Tell me about yourself. - ...
- Why should we hire you? - ...
- What are your salary expectations? - ...
- Why are you leaving or have left your job?
- Why do you want this job? - ...
- How do you handle stress and pressure? -

More items...

Top 10 Interview Questions and Best Ar
https://www.thebalance.com/top-interview-questic

People also ask

How many questions should be asked i
What questions to ask in an interview?
How do you respond in an interview?

15 Hidden Instagram Hacks and Features

- 2016: 76,106
- 2017: 57,750

instagram hacks

All Videos News Images Shopping More Settings Tools

About 34,500,000 results (0.45 seconds)

It's time to take it up a notch by learning these 12 Instagram hacks to become a well-rounded social media marketer:

- Reorder & Prioritize Instagram Filters. ...
- Hide Your Hashtags. ...
- Receive Notifications from Competitor Content. ...
- 4. Make Your Bio Link Dynamic. ...
- Regram & Tag Influencers. ...
- Geotag Content for Higher Engagement.

More items...

12 Little Known Instagram Hacks Brands Must Try | Sprout Social
https://sproutsocial.com/insights/instagram-hacks/

About this result Feedback

15 Hidden Instagram Hacks & Features Everyone Should Know About
https://blog.hubspot.com/marketing/instagram-features-tricks
May 18, 2017 - 9) Insert line breaks into your bio and captions. When you write a caption in **Instagram**, you'll see the keyboard doesn't give you an option to press "Enter" or "Return." The same is true for your bio.

How to Capture Snippets

STEP 1

Use SEMRush to identify keywords with a featured snippet

HubSpot

How to Capture Snippets

STEP 2

Add the question and answer required for the snippet to your content

HubSpot

- Keep your paragraph to less than 50 words, or list less than 7 bullets.
- Include the search term within the answer where possible.
- If you are optimizing for multiple snippets, add additional Featured Snippet Modules throughout your content.
- Ensure the content's code is clean.

```
<h3>New Old Stock</h3>
...
<h3>Pixabay</h3>
...
```

```
<div class="hsg-featured-snippet">
<h2>Best Websites for Stock Photography</h2>
<ul>
<li>Life of Pix</li>
<li>HubSpot</li>
<li>Pexels</li>
<li>Gratisography</li>
<li>Jay Mantri</li>
<li>ISO Republic</li>
<li>New Old Stock</li>
<li>Pixabay</li>
</ul>
</div>
```

CTR to our website for high volume keywords increased by more than 114%, even when we ranked #1

Shift 3

We found out our customers are better at marketing than us.

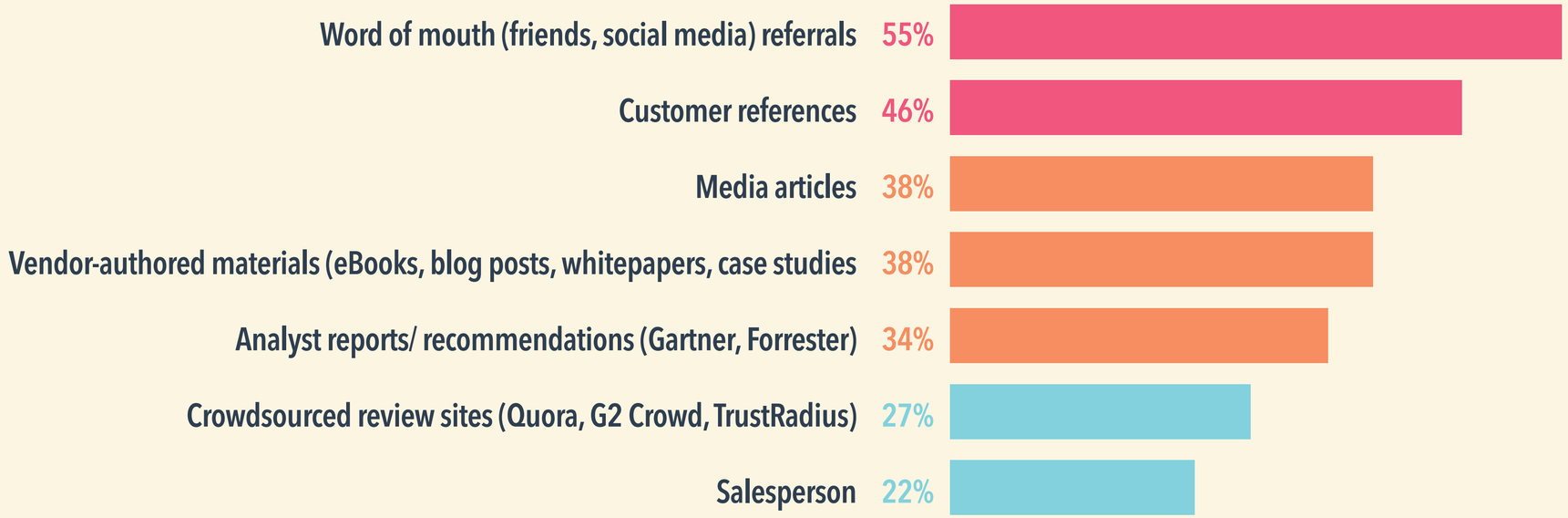
HubSpot

This is the classic marketing and sales funnel.

“Yes, hello. We’re still on hold”

Businesses report that word-of-mouth is their *single best source* of referrals.

What sources of information do you rely on when making purchase decisions for business software?

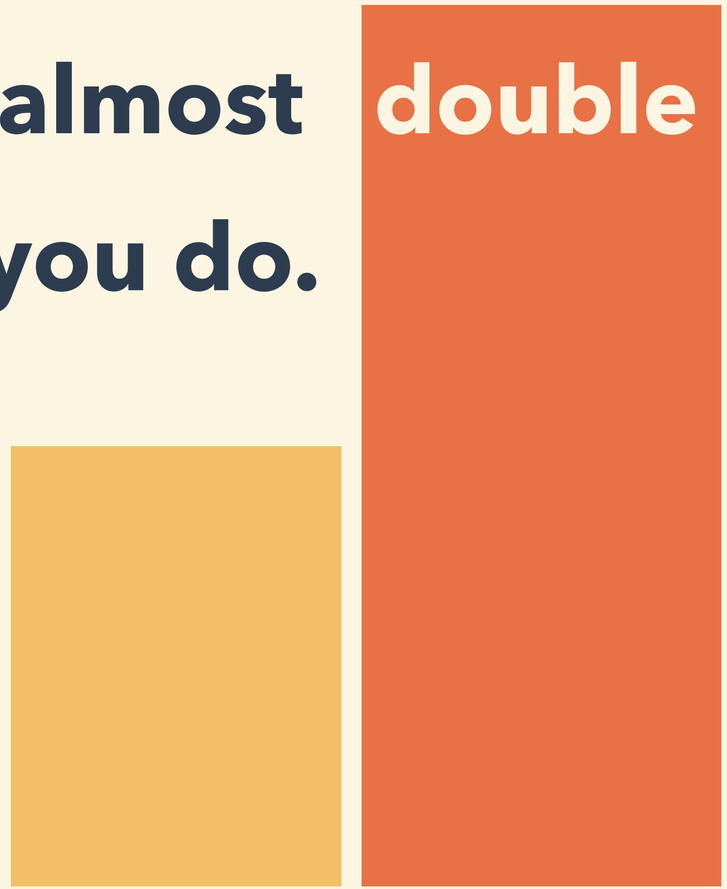


Source: HubSpot Research

In fact, 60% of people trust what customers say when making a purchase while only 35% trust companies.

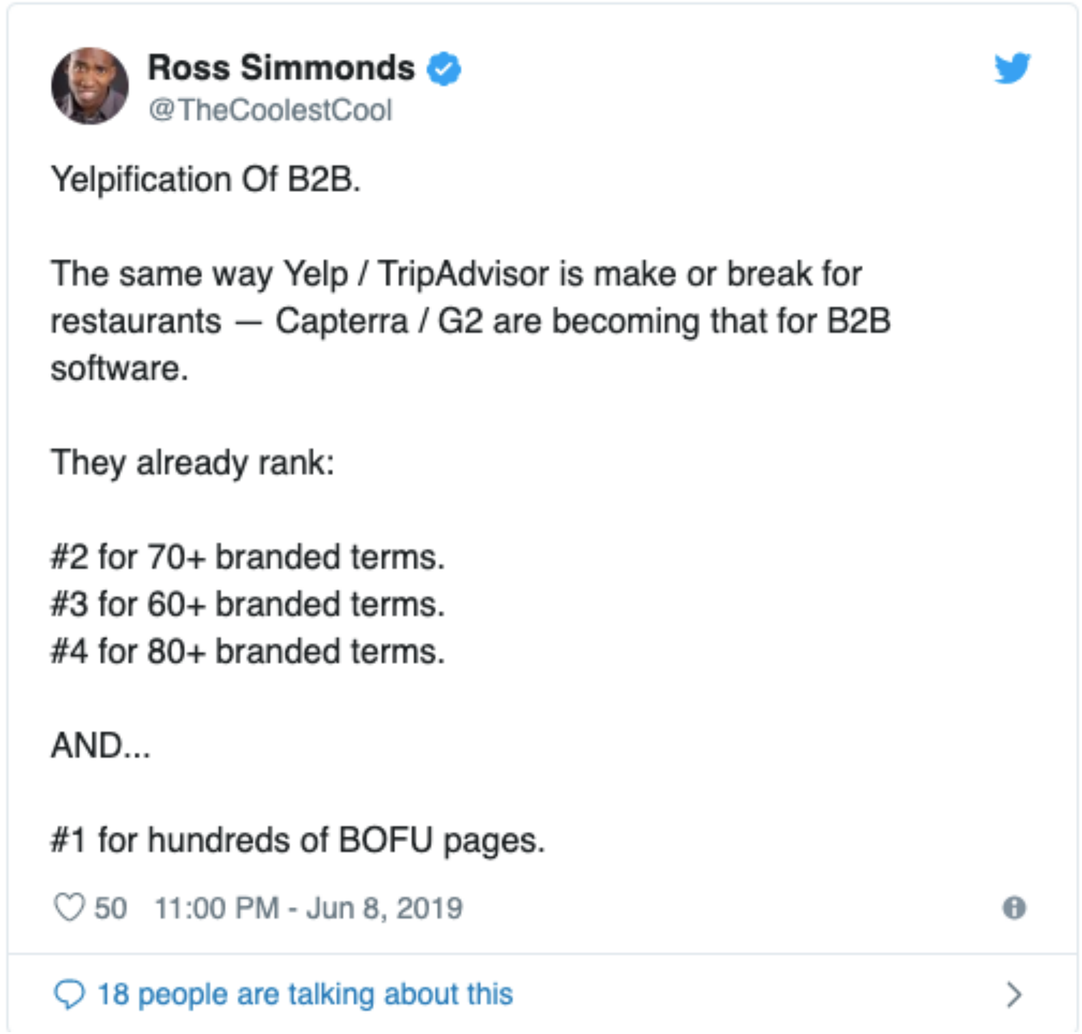
Did you catch that?

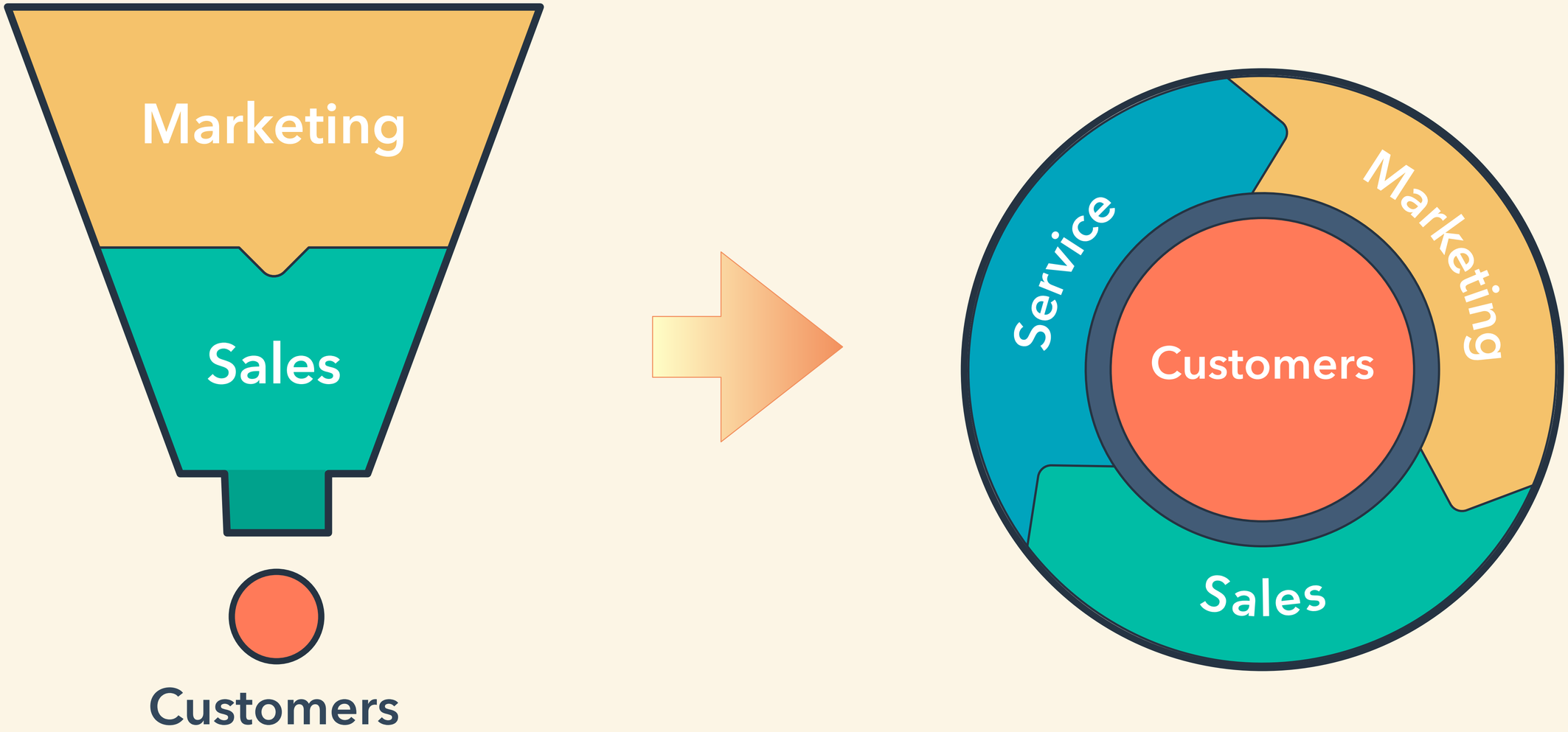
Your customers have almost double the amount of power you do.



It's not just about **WOM**.

It's also about **SEO**.




Marketing
Sales
Customers
Service
Marketing
Customers
Sales

The HubSpot Customer Code

#1 EARN MY ATTENTION, DON'T STEAL IT.

#2 TREAT ME LIKE A PERSON, NOT A PERSONA.

#3 SOLVE FOR MY SUCCESS, NOT YOUR SYSTEMS.

#4 USE MY DATA, BUT DON'T ABUSE IT.

#5 ASK FOR FEEDBACK, AND ACT ON IT,

#6 OWN YOUR SCREW-UPS.

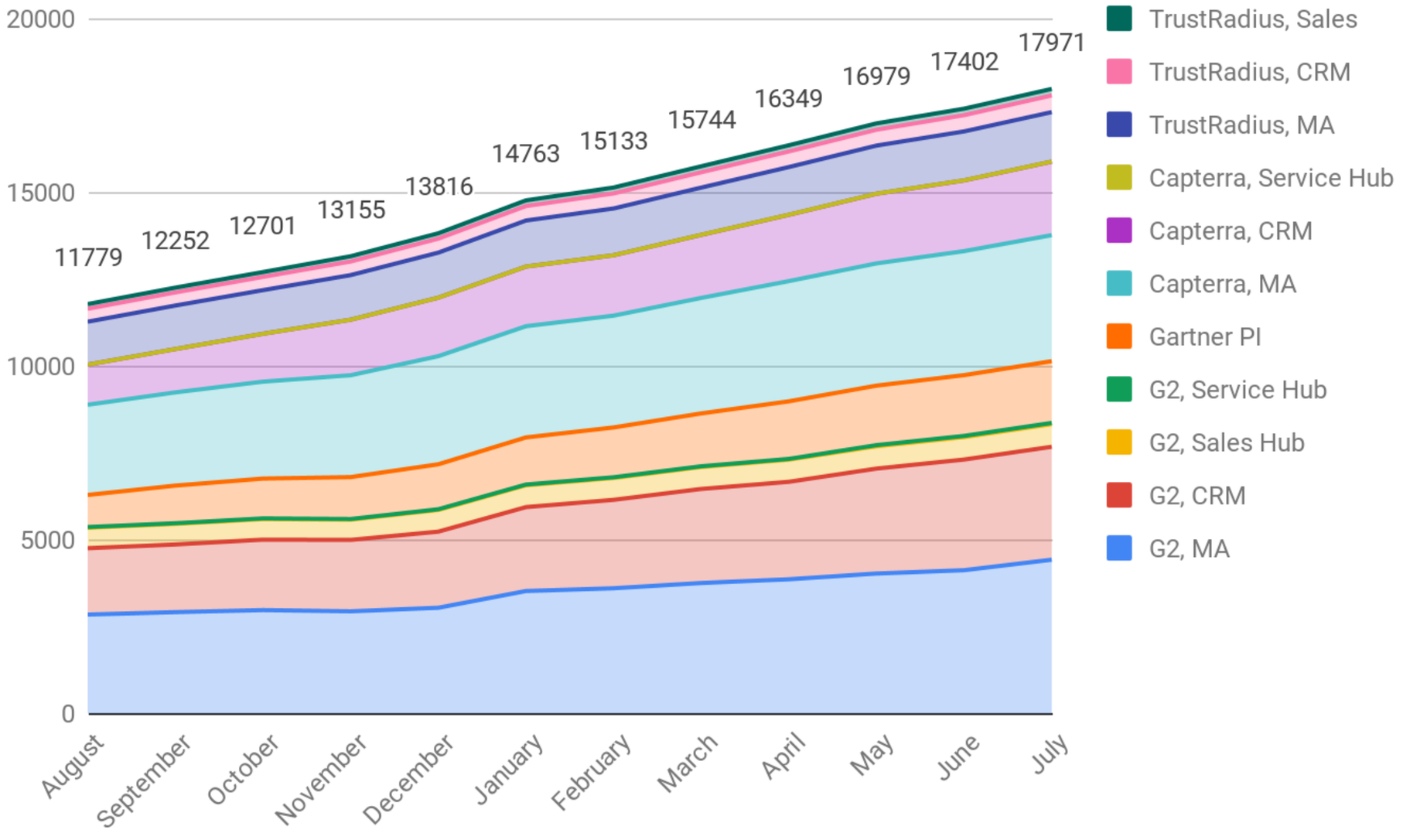
#7 HELP ME HELP YOU, BY HELPING MYSELF.

#8 I DON'T MIND PAYING, BUT I DO MIND BEING PLAYED.

#9 DON'T BLOCK THE EXIT.

#10 DO THE RIGHT THING, EVEN WHEN IT'S HARD.

Number of Reviews of HubSpot



Reviews by product and review site

CRM	# of reviews	Net new	Ranking	Rank
G2	3,250	65	4.2	#2
Gartner Peer Insights	1,777	28	4.4	#1
Capterra	2,115	80	4.5	depends on a bid
TrustRadius	481	13	8.2	#4
Marketing Hub				
G2	4,422	302	4.3	see by category
Capterra	3,627	58	4.5	depends on a bid
TrustRadius	1,423	15	8.3	#1
Sales Hub				
G2	652	5	4.3	see by category
TrustRadius	187	1	8.3	#3
Service Hub				
G2	35	2	4.3	see by category
Capterra	2	0	5	depends on a bid
Total	**17,971**	**569**		

Presence on G2 by software category

Product	Category	Rank	Rank last month	Leader
CRM	CRM	#2	#2	Salesforce
Marketing Hub	Marketing Automation	#1	#1	HubSpot
	Marketing Analytics	#1	#1	HubSpot
	Web Content Management	#1	#1	HubSpot
	Conversational Marketing	#1	#1	HubSpot
	Landing Page Builders	#2	#2	MailChimp
	Website Builder	#3	#4	WordPress
	Social Media Advertising	#2	#3	MailChimp
	Social Media Management	#1	#3	Hootsuite
	Shared Inbox Software	#1	#3	HubSpot
Sales Hub	Sales Performance Management	#5	#5	Velocity
	Email Tracking	#4	#4	SalesLoft
Service Hub	Help Desk Software	>10	>10	Salesforce Service Cloud
	Customer Success	#8	#6	Gainsight
	Customer Self-Service Software	>10	#8	Salesforce Service Cloud
	Conversational Customer Engagement	#5	#1	Drift

Shift 4

Sometimes you just gotta rebuild the spaceship mid-galaxy.

“The Way People Shop and Buy Has Changed.”

– HubSpot in 2006

"The Way People Shop and Buy *Keeps Changing*."

– HubSpot in 2014

2006

Interruptive Marketing Tactics

2014

Drawn-out Sales Process

HubSpot

Changing our Go-to-Market

Marketing and Sales Driven Leads (MQL) → Product-Driven Leads (PQLs)

New
Product-Driven
GTM

+

Existing
Inside Sales
GTM

The Same Resources

(yikes)

Test the heck out of the new go-to-market until it's predictable

HubSpot

Ingredients for *anything* new:

- Small Team
- Heavy Experimentation
- Predictable Results

HubSpot

Different PQLs = Different Results

Hand-raise PQL

CTAs within the free product for paid features.

Usage PQL

Triggered a call to action based on product usage

Upgrade PQL

Grayed out features only available to paid users

HubSpot

But this is not a lesson about conversion rates.

It’s a lesson about learning to pivot as a scale-up.

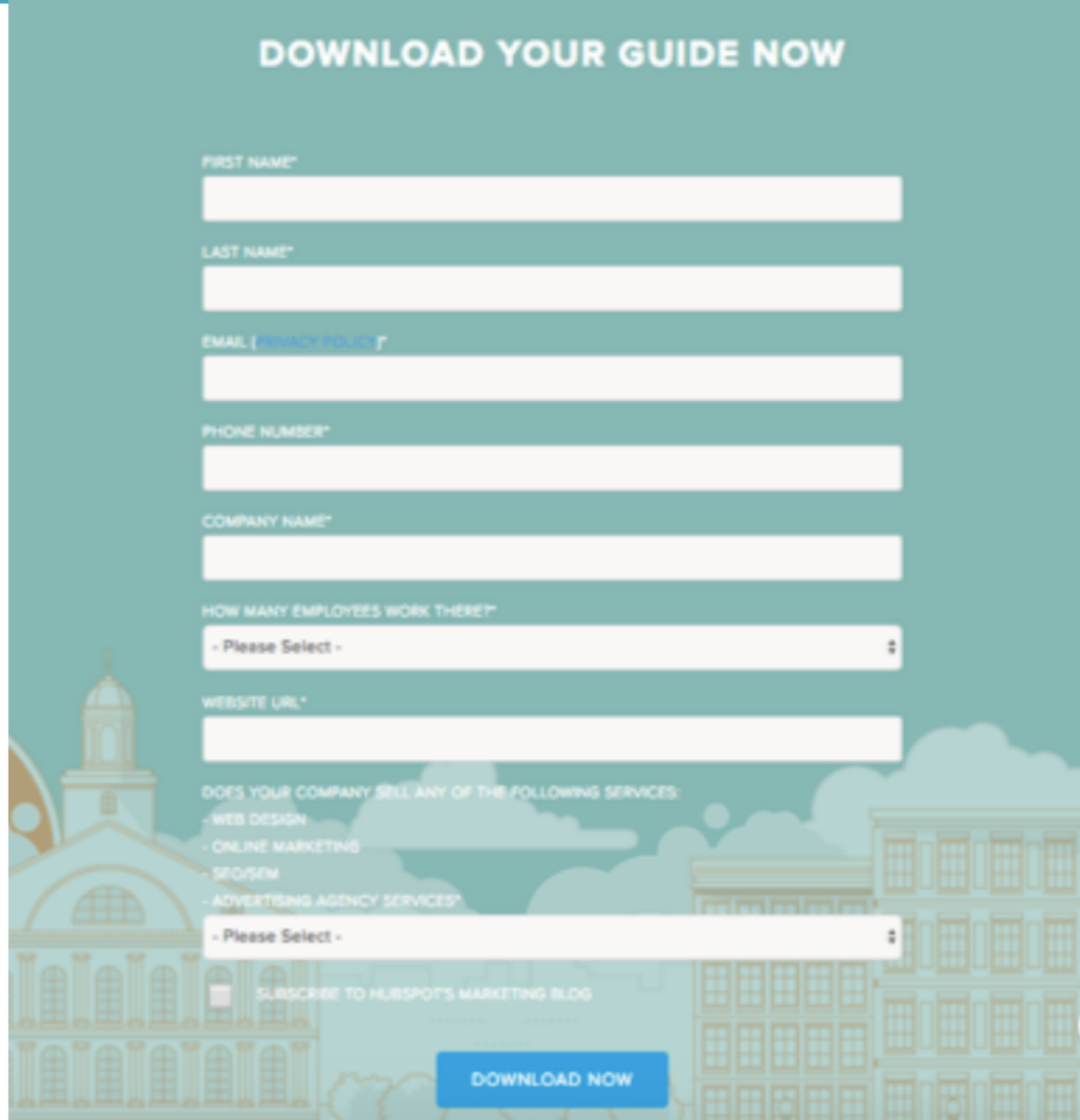
HubSpot

Make the existing
go-to-market better.

HubSpot

How most B2B companies qualify their leads:

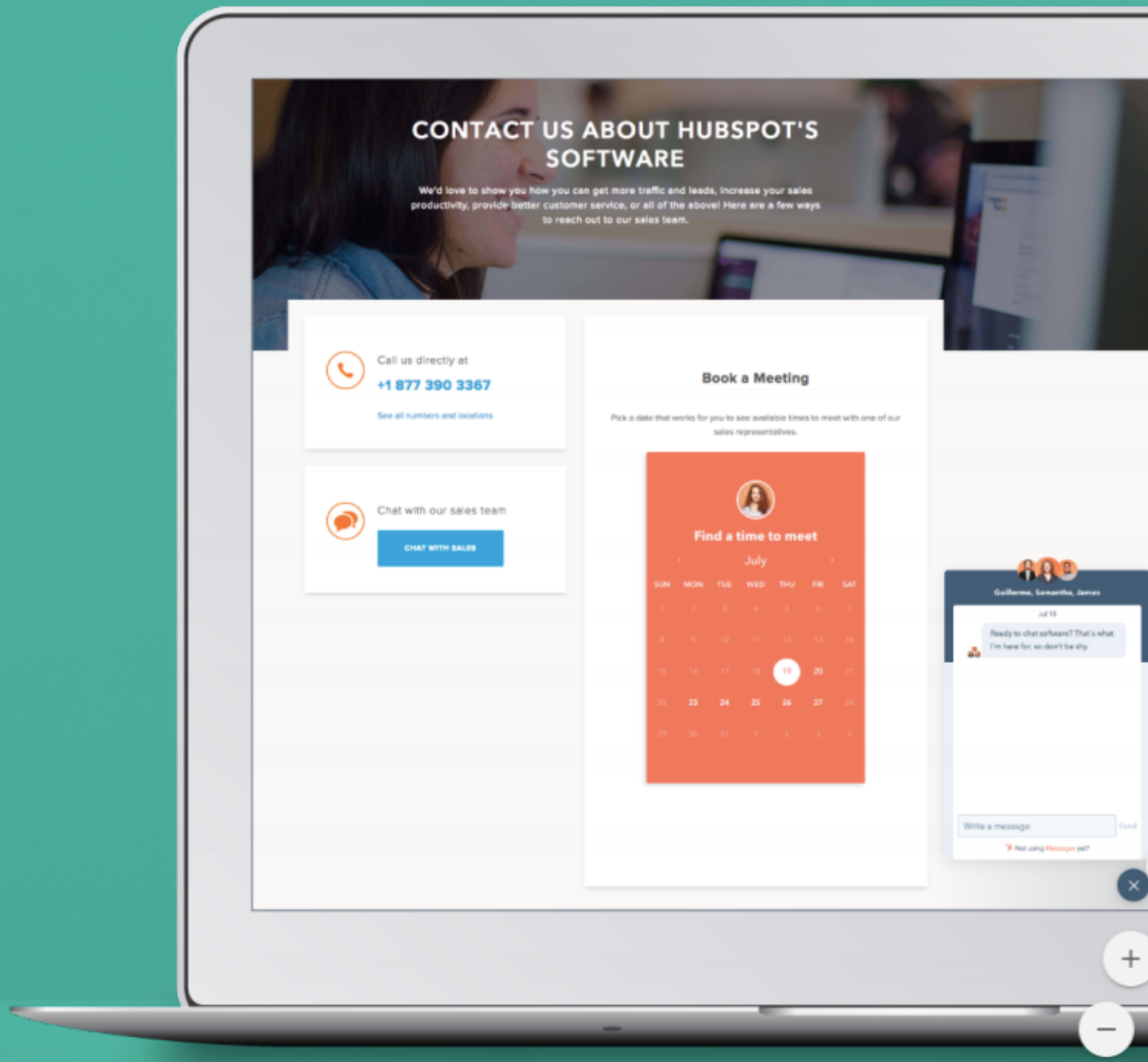
(Yep, us too. This is one of our forms.)

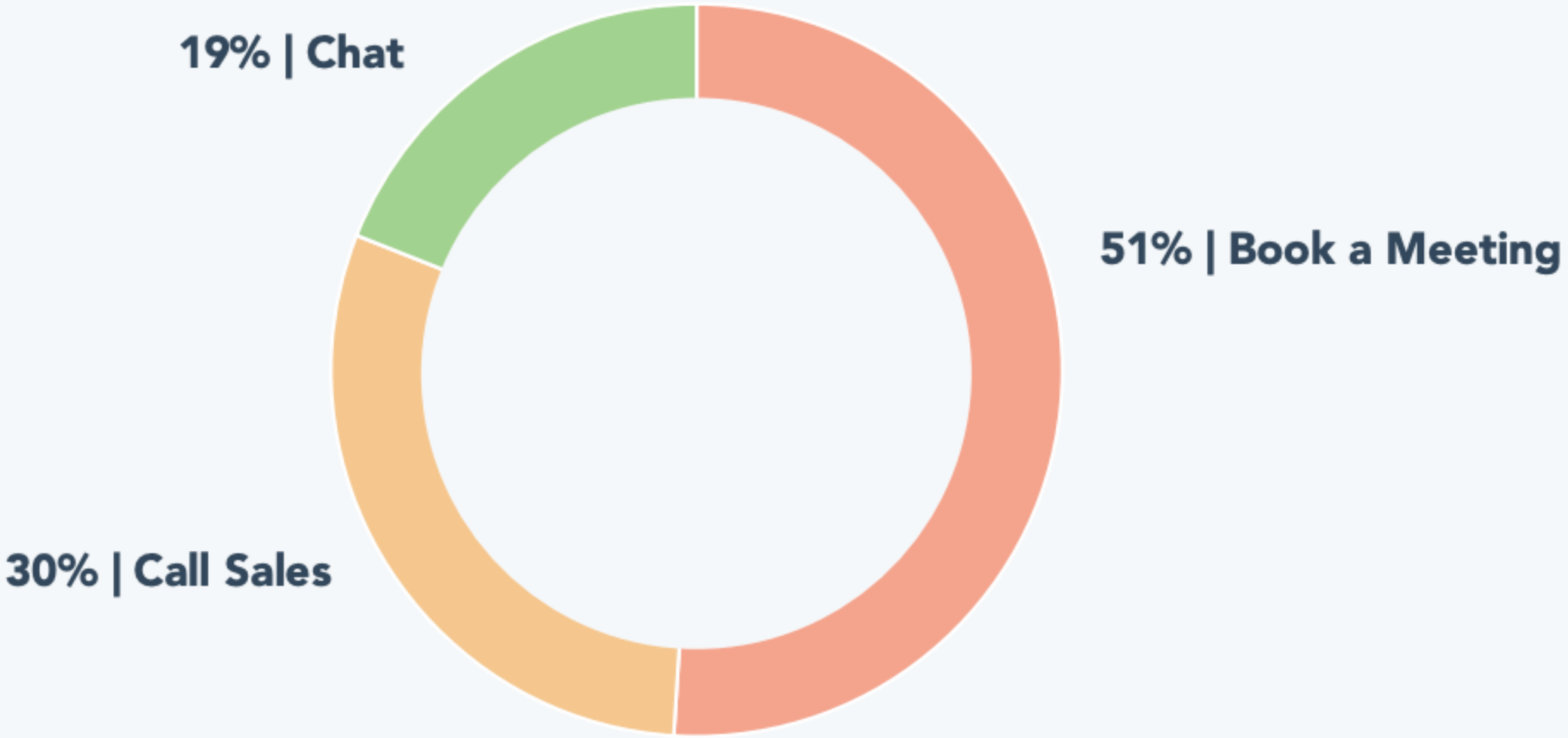


↑5%

higher conversion rate after reducing our form fields

This is HubSpot's Contact Sales page

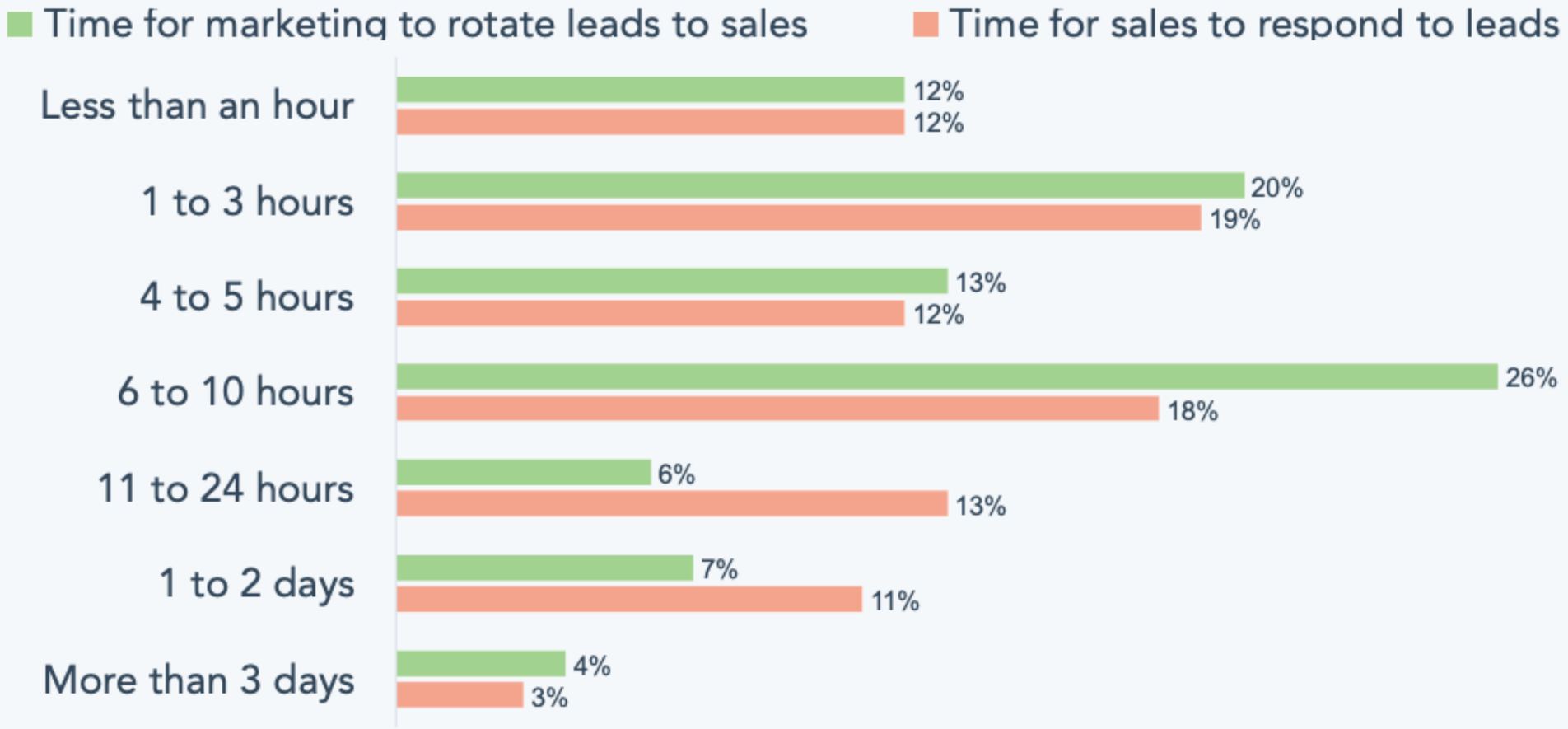



19% | Chat
51% | Book a Meeting
30% | Call Sales

↑ 170%

more connections by offering chat, email, and booking a meeting

Lead rotation takes a lifetime in most companies



Base: 180 marketers who are manager level and above in the US and UK
Source: HubSpot Go to Market Survey, Q2 2018

HubSpot Research

↑10X

Increase in self-service purchases of HubSpot in the past two years **while** growing the inside sales model

If you find yourself in need of a new spaceship....

HubSpot

So, there you have it.

You get blocked.

You break through.

You become better.

Q&A

HubSpot