OPTIMIZING
THE PAST
How to Get More Traffic & Leads
From "Old" Blog Content
HubSpot

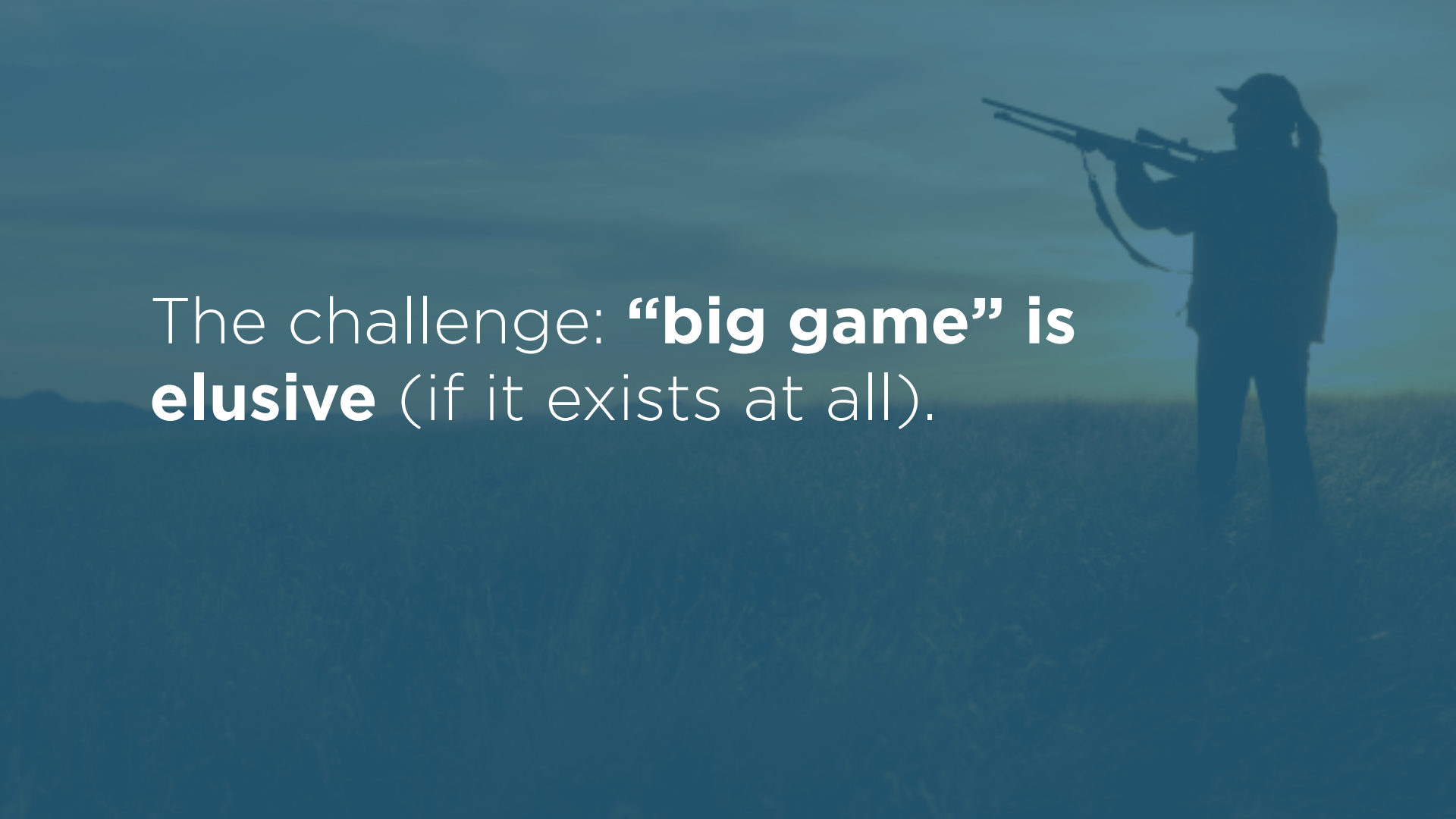
There are two kinds of marketers...

The first hunts for the **one big idea.**

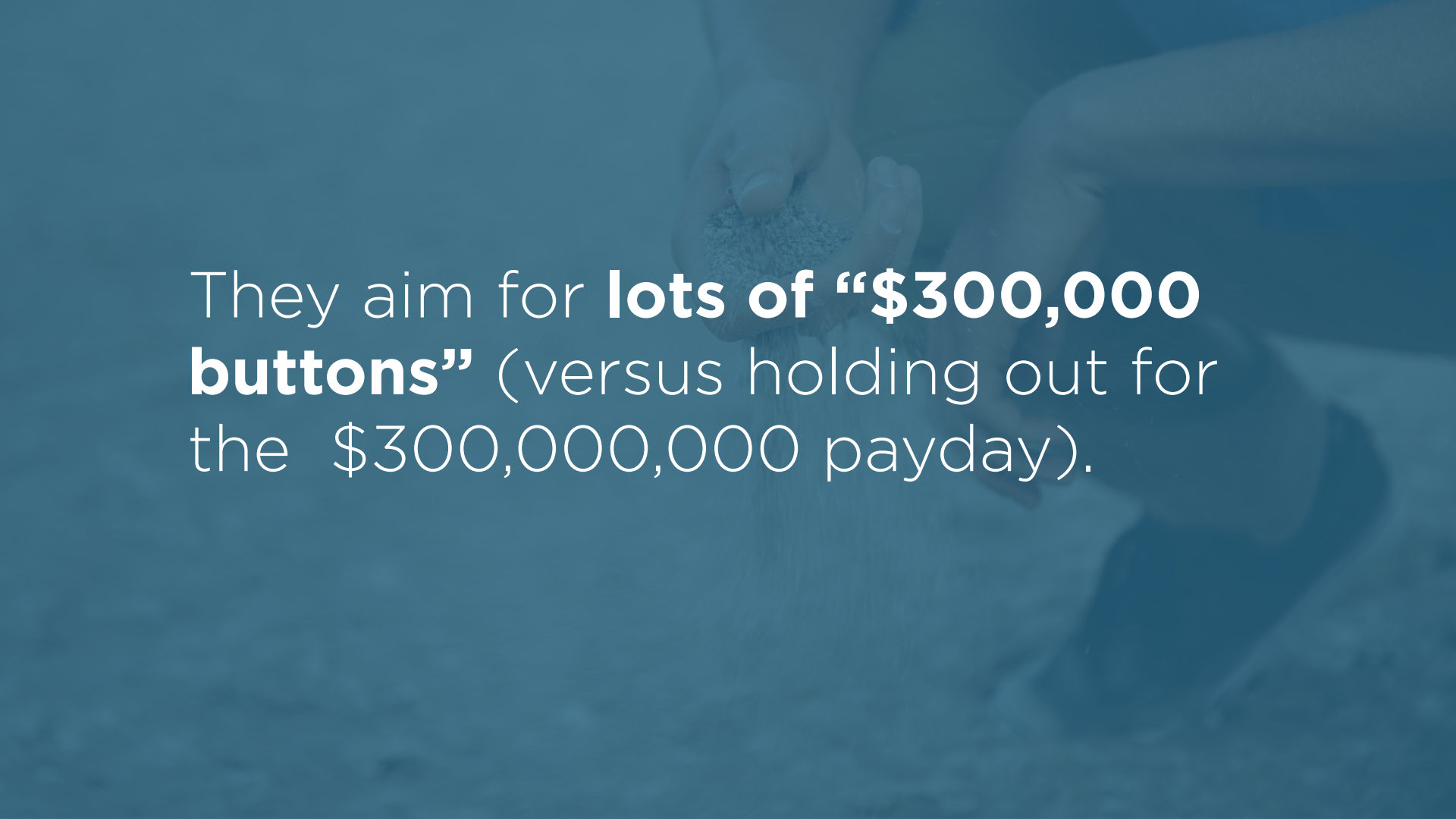
$300,000,000

Sales went up 45%!

$15 million in the first month, and $300 million in the first year.


The challenge: **“big game” is elusive** (if it exists at all).

Then there's the kind of marketer who grows through **pervasive optimization**.



They aim for **lots of “$300,000 buttons”** (versus holding out for the $300,000,000 payday).

On the HubSpot blogging team,
we're that kind of marketer.

$300,000,000

(Psst … it's also the best way to find one of these.)

HUBSPOT BLOG: WHO WE ARE & WHAT WE DO

2,200,000 MONTHLY VISITS

2,200,000 MONTHLY VISITS

1/3 OF HUBSPOT'S NEW LEADS

2,200,000
MONTHLY
VISITS
8 FULL-TIME
EMPLOYEES
1/3 OF
HUBSPOT'S
NEW LEADS

2,200,000 MONTHLY VISITS

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1/3 OF HUBSPOT'S NEW LEADS

3 BLOGS
MARKETING,
AGENCY & SALES

2,200,000 MONTHLY VISITS

8 FULL-TIME EMPLOYEES

3 KPIs:
TRAFFIC, LEADS & SUBSCRIBERS

1/3 OF HUBSPOT'S NEW LEADS

3 BLOGS
MARKETING, AGENCY & SALES

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3 KPIs:
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1/3 OF HUBSPOT'S NEW LEADS

3 BLOGS
MARKETING, AGENCY & SALES

200+ NEW POSTS PER MONTH

2,200,000 MONTHLY VISITS
8 FULL-TIME EMPLOYEES
3 KPIs: TRAFFIC, LEADS & SUBSCRIBERS
8,000 TOTAL BLOG POSTS
1/3 OF HUBSPOT'S NEW LEADS
3 BLOGS MARKETING, AGENCY & SALES
200+ NEW POSTS PER MONTH

That’s **a lot** of content.

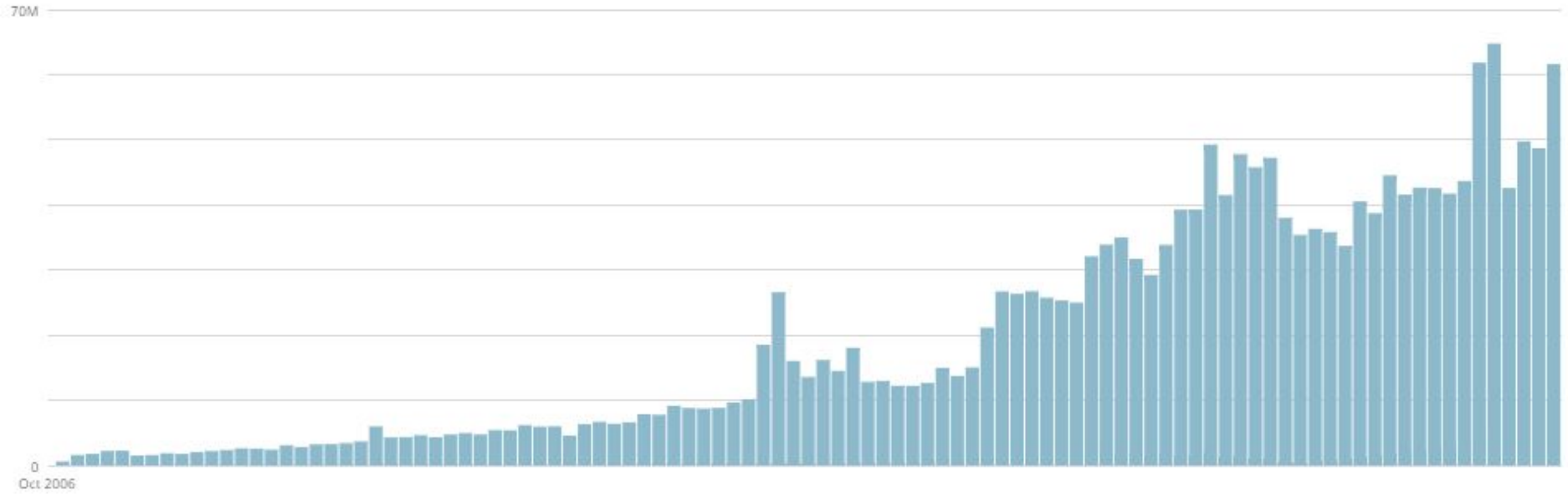
At HubSpot, we have
ambitious marketing goals.

At HubSpot, we have
ambitious marketing goals.

(Like “orders of magnitude” ambitious in many cases.)

Yet we can't scale content **output** proportionally to the **results** we target.

62M new blog posts/mo. on “a leading CMS” ;)



“The supply of content is growing, **but demand is static**.”

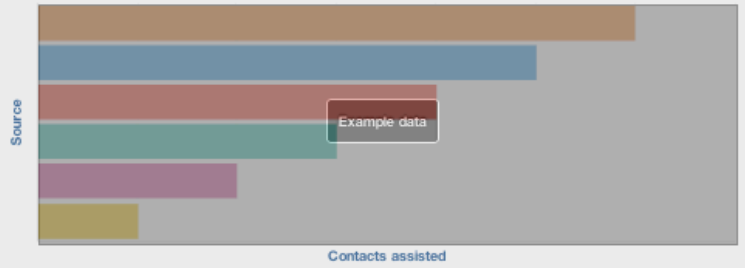
- Paul Hewerdine, Earnest

… and it's largely going to waste: Enterprises estimate that **50% of content is completely unused**.

(Source: Forrester Research)

Our dilemma

In 2014,
HubSpot launched
Attribution Reports.



Build your report

Choose a list.

All contacts | Create a new list

Choose a conversion type and time period.

Became a Lead Date | in | All time

314,124 contacts match the selected criteria.

Choose an interaction scoring type

Report on contact interactions with your website prior to conversion.

- **By URL** - URLs of pages on your website that contributed to conversion.
- **By referrer** - URLs of referring pages that contributed to conversion.
- **By source** - Channels that brought a contact to your website.
  - All sessions - All sources.
  - First touch - The source of a contact's first visit.
  - Last touch - The source of a contact's most recent visit.
  - First and last touch - The source of a contact's first and last visit.
  - Simple decay - The last six sources, with more weight given more recent sources.

Create report

“Attribution Reports were like Christmas morning.”

So we conducted a massive blog leads analysis.

So we conducted a massive blog leads analysis.

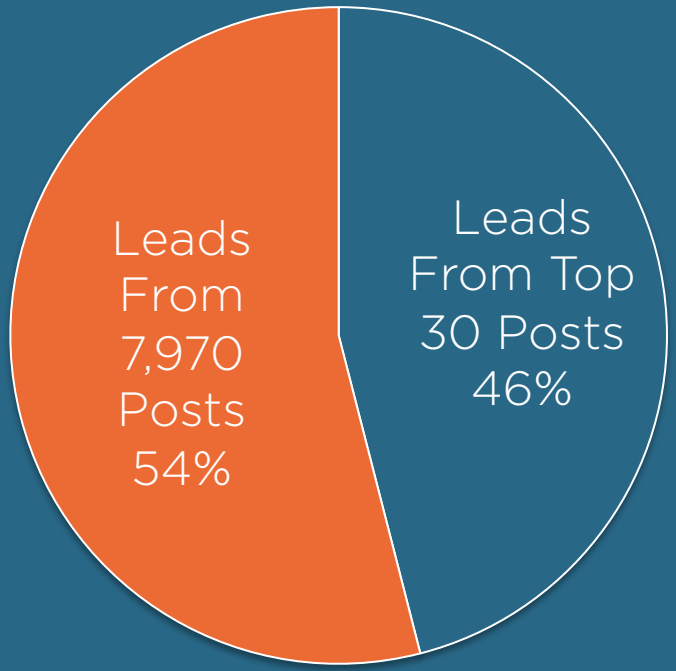
Here's what we found ...

76% of our monthly blog views came from old posts.

92% of our monthly blog leads came from old posts.

46% of those new blog leads came from just 30 posts.

Said another way …



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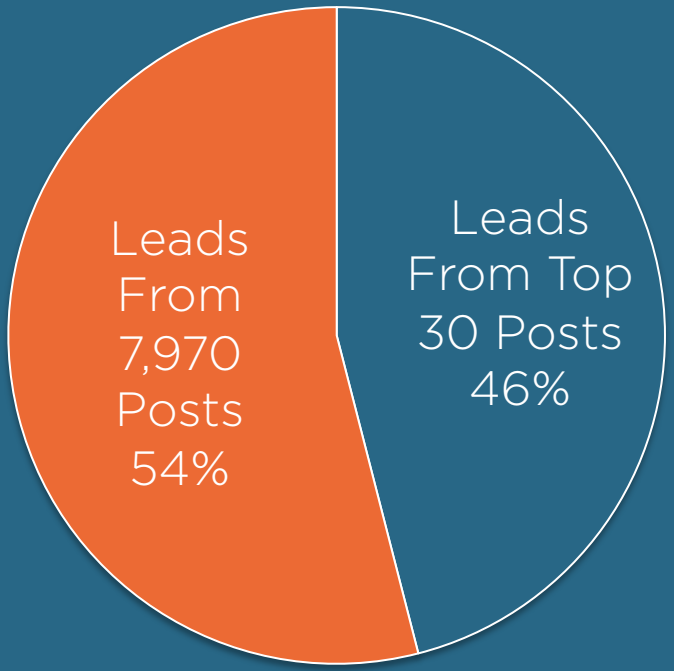
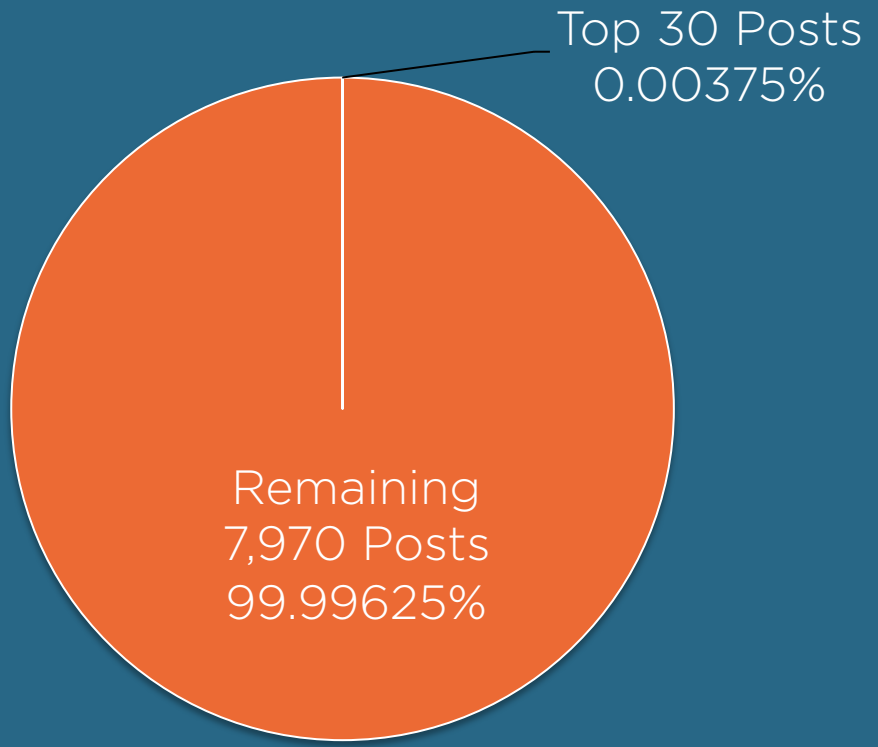
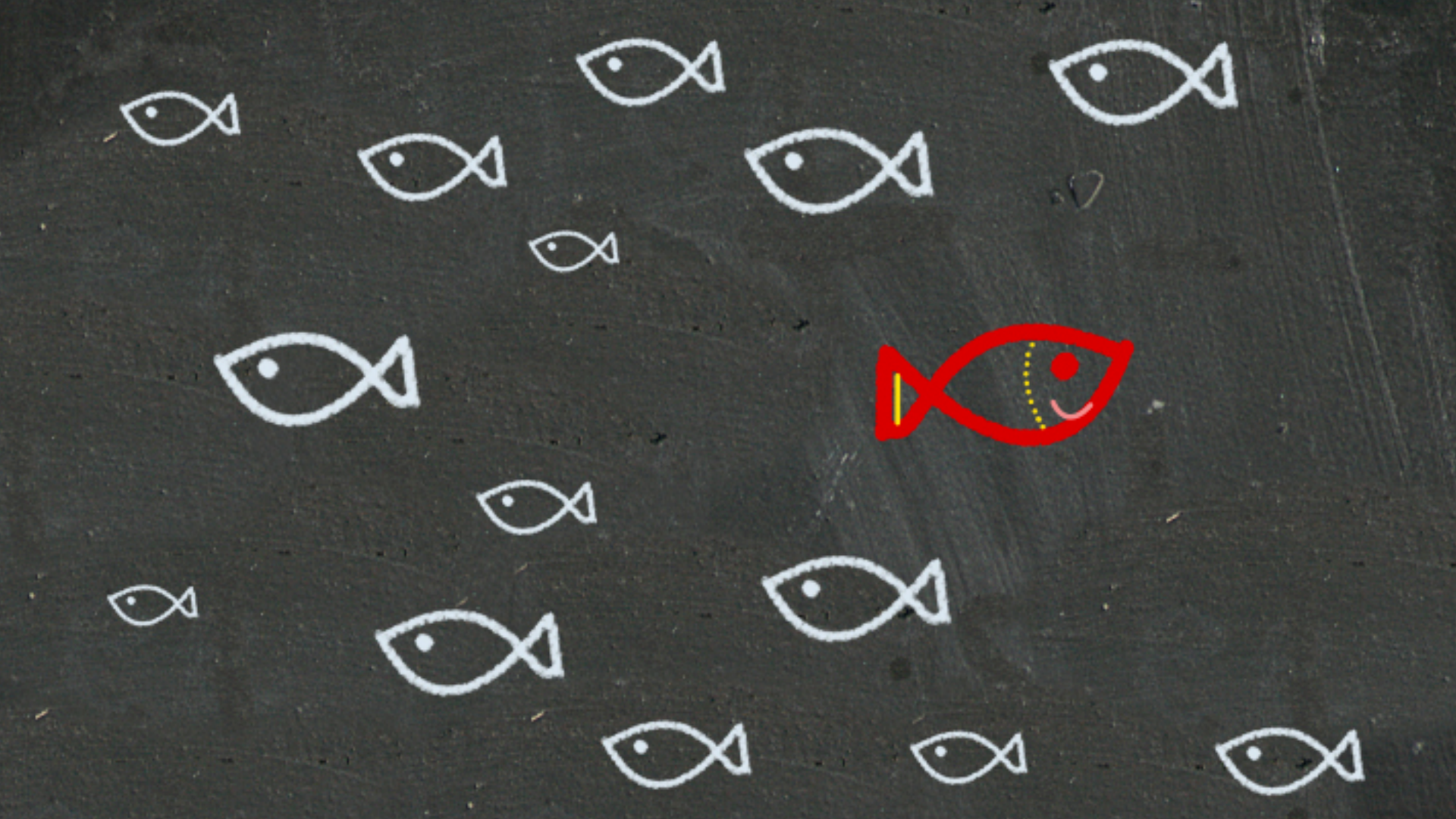




AKA our first “**holy crap**” moment.

Every blogger was dedicated to publishing **new posts** ...



THE BIRTH OF THE HISTORICAL OPTIMIZATION PROJECT.

Two major realizations came out of that blog leads analysis:

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We should **conversion optimize** high traffic posts.

Two major realizations came out of that blog leads analysis:

We should **conversion optimize** high traffic posts.

We should **search optimize** high conversion posts.

In other words, get more out of the content we already have.

In other words, get more out of the content we already have.

Optimize the past.

I mean, who wouldn’t want to fix the past?

HISTORICAL CONVERSION OPTIMIZATION

Goal:

Generate **more leads** from existing, high traffic posts.

Blog Lead Generation: A Primer

March 9, 2015 // 12:00 PM

How Reporting on Revenue Can Improve Your Relationship With Sales

Written by Rachel Sprung | @rsprung

Most marketers are concerned about building a strong relationship with their sales team. After all, the marketing team is supposed to generate leads and assist the sales team in closing deals for the company. To make all of that happen, these teams need to have a good relationship.

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- What you should be measuring within SEO, blogging, landing pages, social media, email marketing, lead nurturing, and referral sources
- How to use marketing analytics to improve each channel's marketing performance
- How to close the loop on your marketing with revenue reporting

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Inbound Marketer

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The first thing we tried was conversion optimization based on picking the **most relevant offer.**

6

Then we thought …

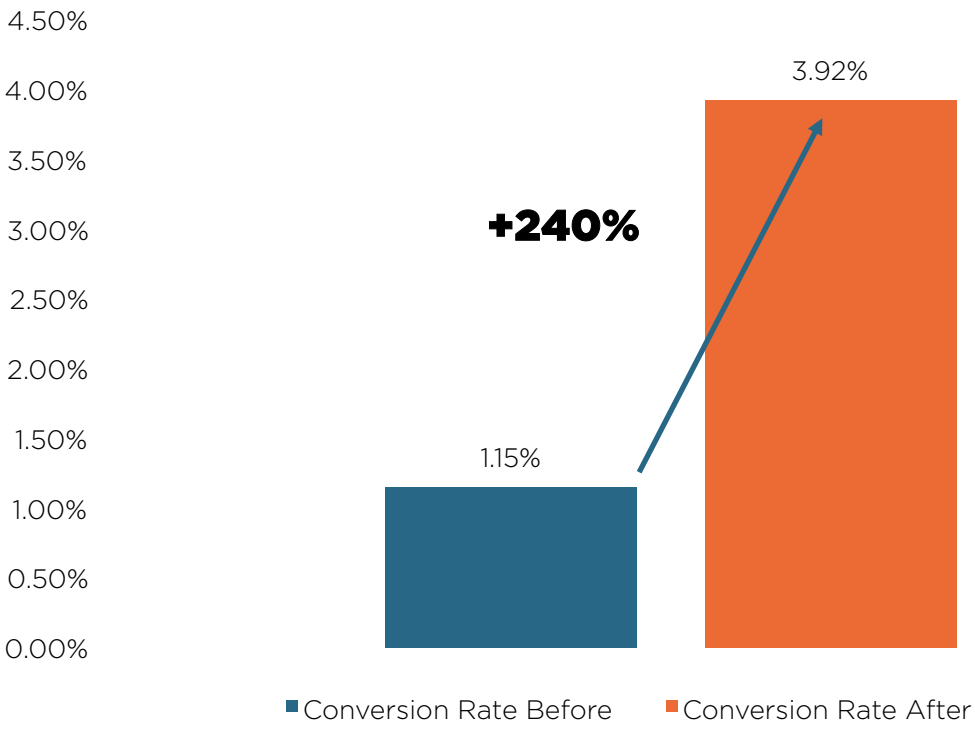
Then we thought …

“What if we conversion optimized based on the **keywords people were using** to find that post in search?”

We tried it on one post …

Jackpot.

Blog Post: “How to Write a Press Release”



We used this method on 12 of our top-traffic posts and **doubled the number of leads** we generated from them.

How we did it:

How we did it:

- Identified top-viewed old posts

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- Identified top-viewed old posts
- Identified which keywords people were using to find those posts / which keywords they ranked for

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- Identified top-viewed old posts
- Identified which keywords people were using to find those posts / which keywords they ranked for
- Used those same exact keywords in the calls-to-action used in the post
- Created new offers where existing offers weren't relevant

Here’s an example …

MARKETING
16 Little-Known Google Calendar Features That'll Make You More Productive

SALES
How Not to Prospect on LinkedIn

AGENCY
15 Brilliant Examples of Interactive Print Ads

MARKETING / 2 hrs ago
10 Companies That Totally Nail Copywriting

MARKETING / 4 hrs ago
Industry Benchmarks for Social Media Engagement: How Much Should Your Posts Receive?

MARKETING / 6 hrs ago
11 Expert Tips for Growing Your Company's Blog

MARKETING / 18 hrs ago
How to Grow Your Email List by Running a Contest

December 29, 2014 // 8:00 AM

How to Write a Press Release [Free Template + Sample]

Written by Hannah Fleishman | @hbfleishman

SHARE
1,017
Tweet
1.1k
Like
587
Share

When it comes to content, sometimes old school can be a good thing (namely, when it comes to old school rap or Throwback Thursday on Instagram). But when it comes to your company's public relations strategy, being old school isn't advantageous for your business or your brand.

Ten years ago, people still relied on morning papers for news. Today, the vast majority of your company's customers and prospects scan headlines on Twitter or see what's hot in their Facebook feed. People now have control over where, when, and how they consume information. As a result, public relations is no longer about feeding into a traditional news cycle; it's about providing relevant content when, where, and how your prospects, influencers, and customers will consume it.

Here’s how we conversion optimized it …

Step 1

AGENCY

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(Short on time? Click here to download our free press release template and learn how to write a top-notch press release.)

Sounds pretty hopeless, right? Wrong. While it still takes relationship-building to get into popular publications, we now have the **opportunity to quit playing the waiting game and generate our own buzz**. By turning your PR strategy into an inbound one, you create opportunities that weren't there before and carve out a place for your company, building meaningful mindshare in the process with your target audiences.

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questions is no, get back to the drawing board.

The key to keeping your PR strategy new school is forgetting preconceived notions of what public relations is and instead focusing on creating highly remarkable content. Traditional press releases can still be really valuable when executed well, so instead of ditching releases as a tactic, give them a modern makeover to make them more useful for your marketing.

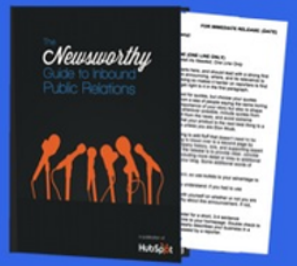
Think about how you've used inbound methods to transform your marketing strategies to be more personalized, approachable, and build relationships. Those same principles apply to your PR strategy: Create content to craft your own story and use tactful outreach to get reporters and analysts familiar with your brand.

What other best practices do you follow when writing press releases? Share your thoughts with us below, and don't forget to **download our free press release template here**.

Editor's Note: This post was originally published in 2013 and has been updated for accuracy and comprehensiveness.

Old CTA

Free Ebook & Template: **The Newsworthy Guide to Inbound Public Relations**



Learn how to switch to an Inbound PR strategy and use a customizable press release template to launch your next PR campaign.

Download Ebook + Template Now

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Step 3

s, clear, understandable language, and keep your headline simple and short -- arch engines) reward the brief, so keep your title to one line to clearly focus on on your topline message.

Most importantly, make it interesting: Keep in mind that reporters get dozens, if not hundreds, of releases each day, so invest the time to write a compelling headline. It's worth the time and effort on your part.

2) Don't Play Hard to Get

For reporters, analysts, influencers, or followers to be inclined to share your announcement, you have to tell them upfront why they should care.

The first paragraph of your release should cover the who, what, why, where, and how of your new launch, update, or development. Reporters don't have a ton of time to sift through details and fluffy background information -- they just need the facts that'll help them tell your story to someone else from a position of authority.

There shouldn't be any new, crucial information covered after this section that potentially miss.

3) Offer a Tempting Quotable

Once you've set the scene, it's time to bring your details to life with a quote th use for context around your announcement and help paint a picture of how yo the given industry, customer base, and landscape.

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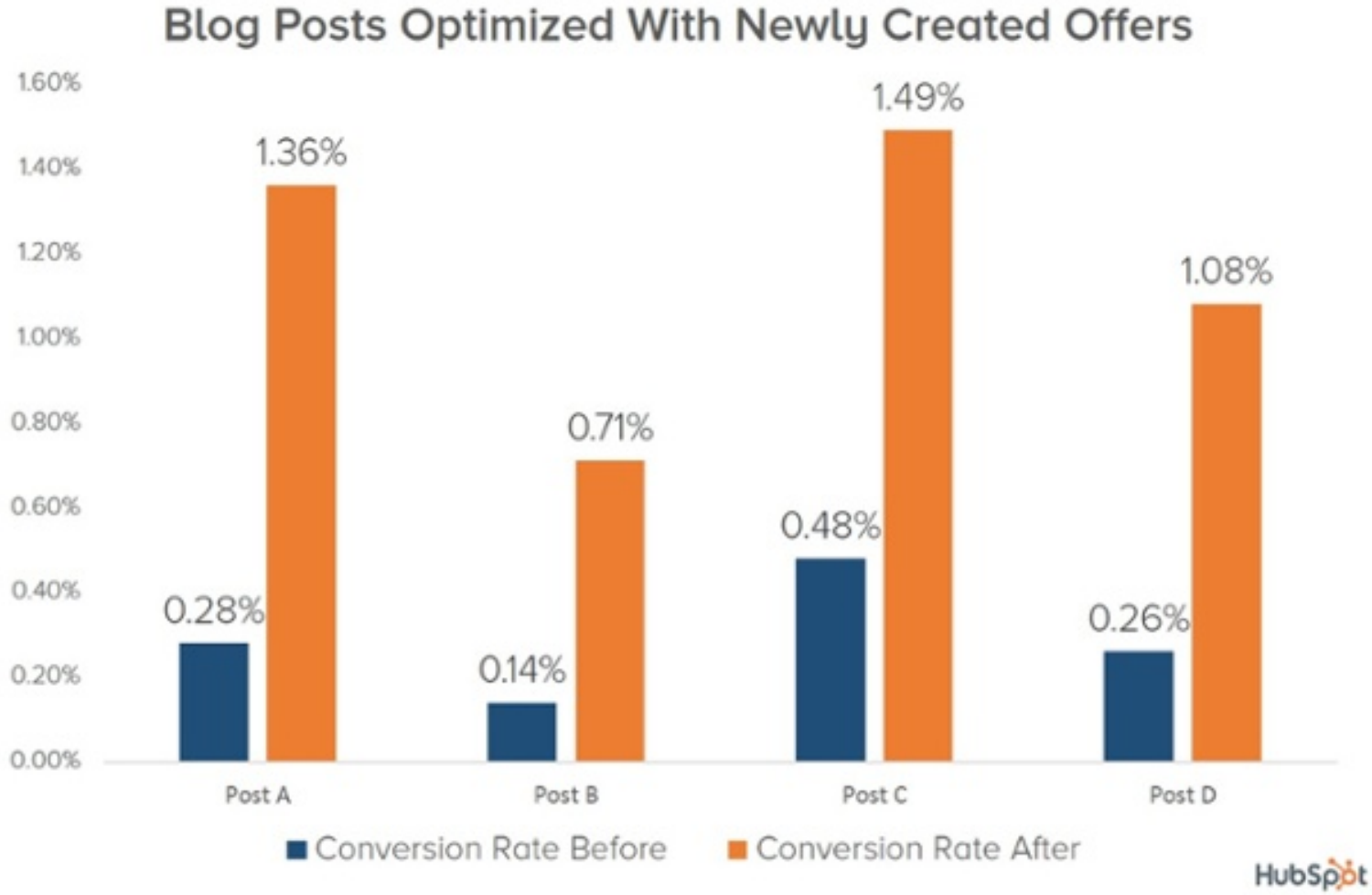
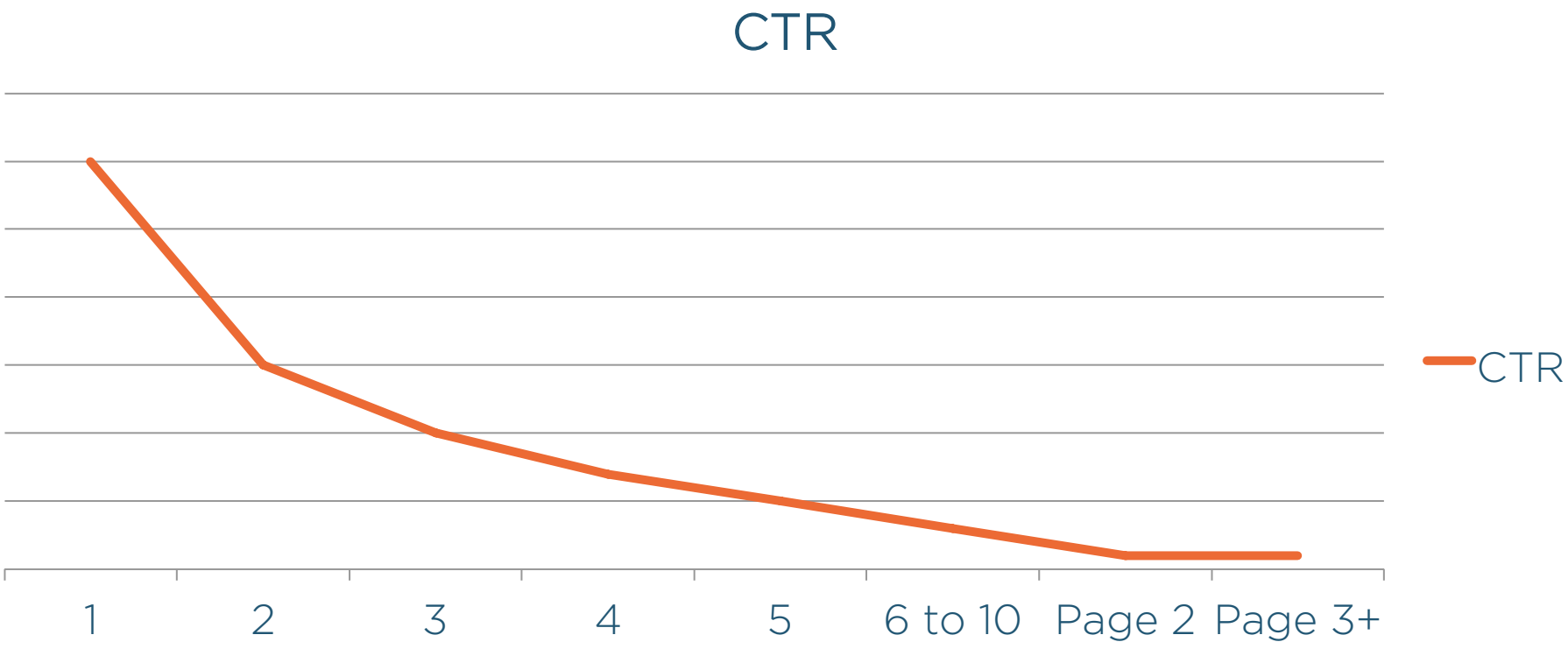

Blog Posts Optimized With Newly Created Offers
1.60%
1.40%
1.20%
1.00%
0.80%
0.60%
0.40%
0.20%
0.00%
1.36%
1.49%
1.08%
0.71%
0.48%
0.28%
0.14%
0.26%
Post A
Post B
Post C
Post D
Conversion Rate Before
Conversion Rate After
HubSpot

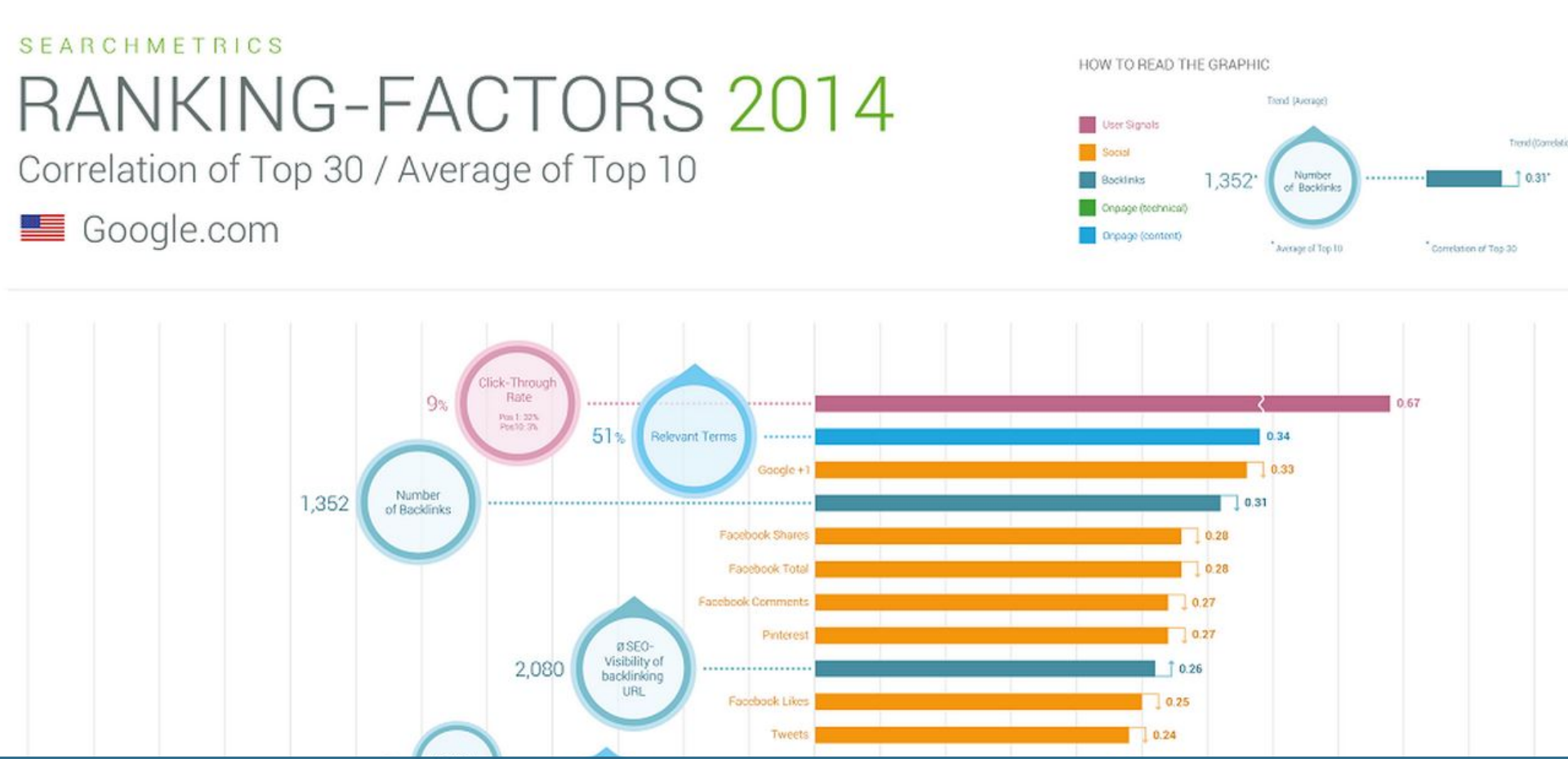
HISTORICAL SEARCH OPTIMIZATION

Goal:

Generate **more traffic to high converting** posts by optimizing search

CTR drops 8X from page 1 to page 2 of Google.



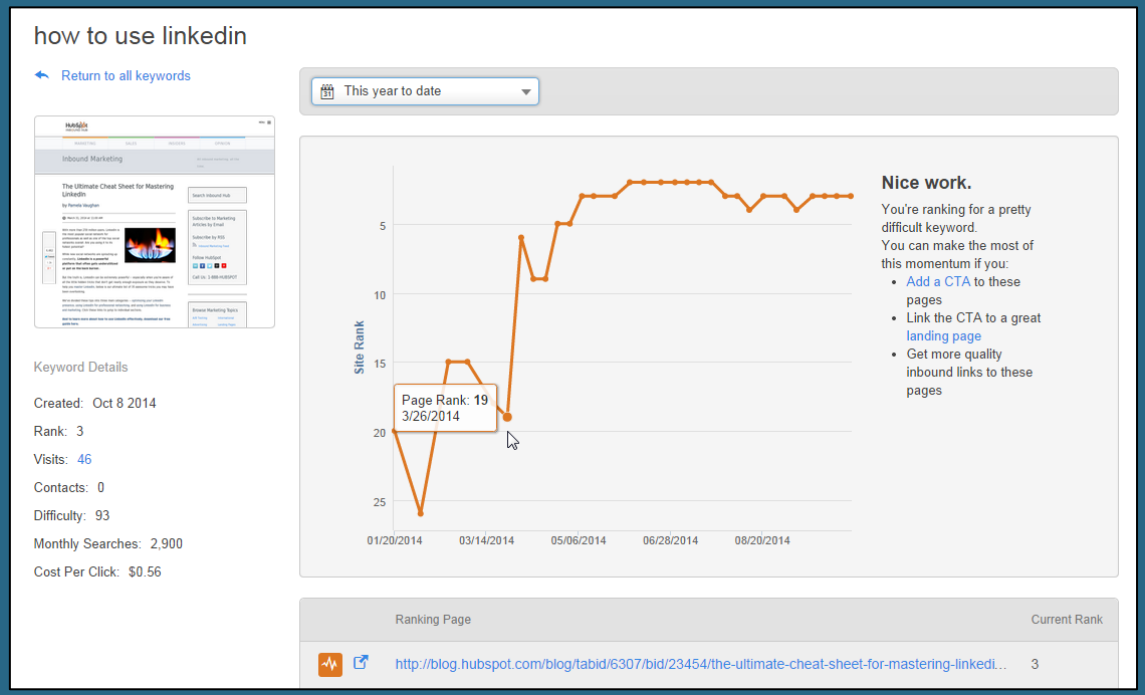


Inbound links is still a top ranking factor

!!!
“LET’S GUEST BLOG FOR INBOUND LINKS!”

“That’s not really scalable …”

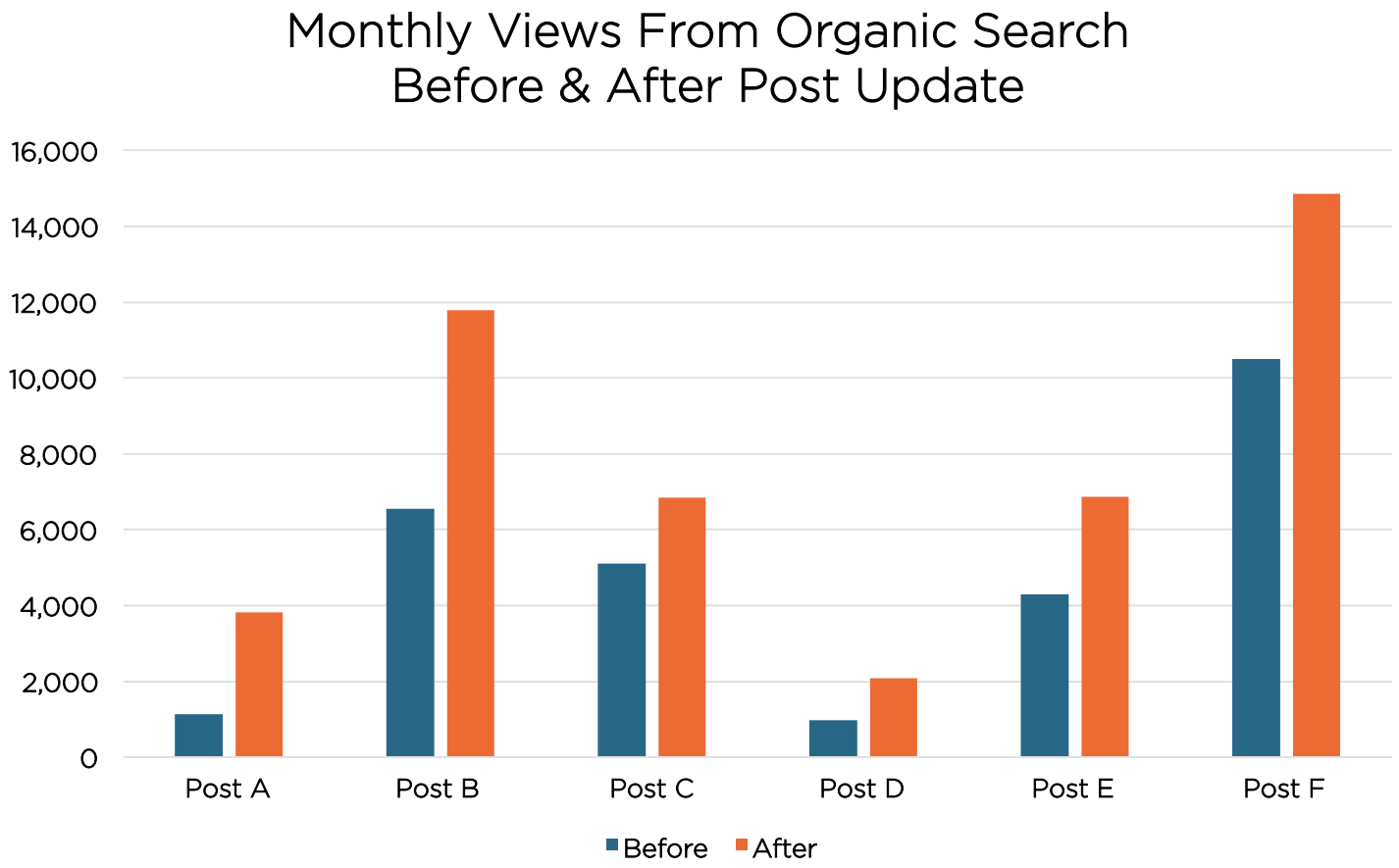
“Didn’t we once dabble in updating old posts?”



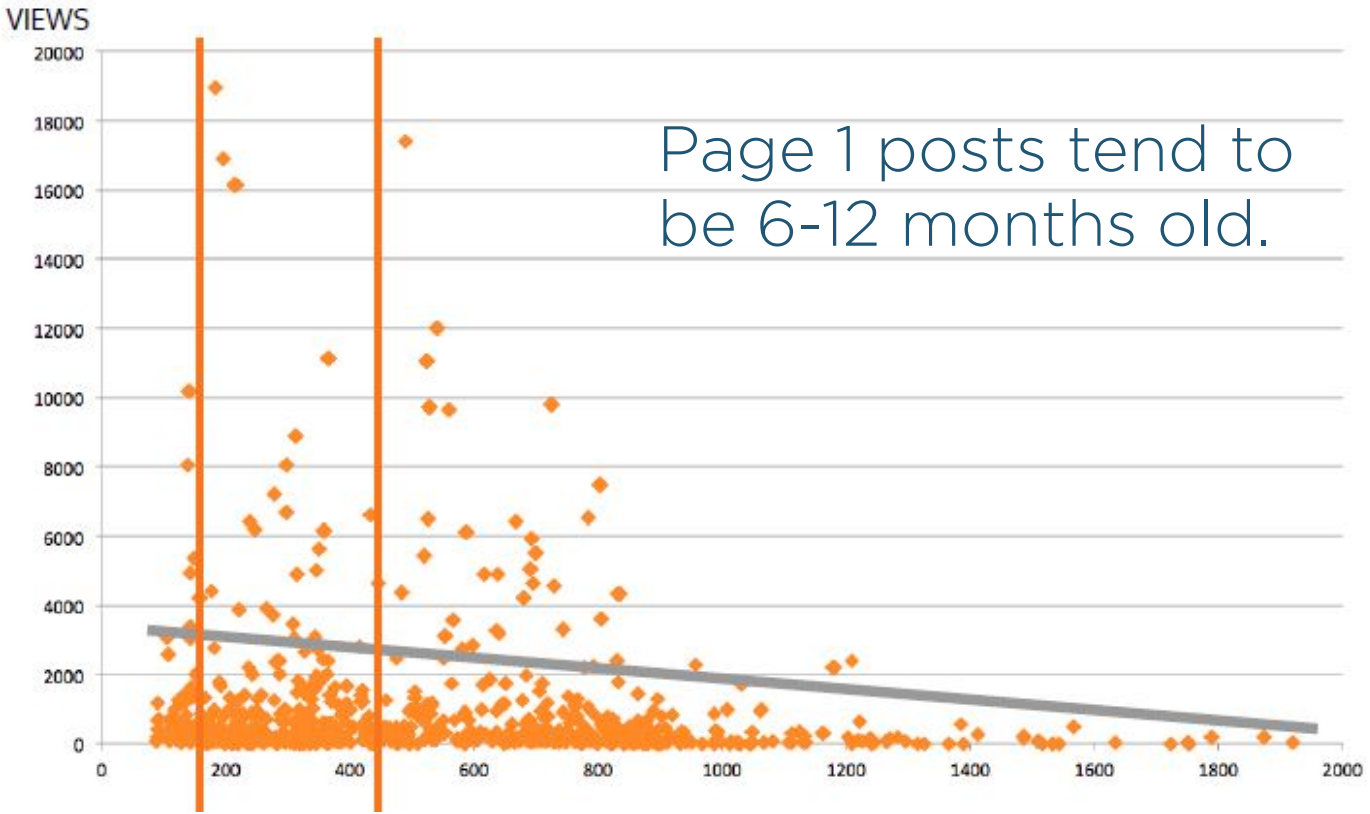
“What about updating and republishing old posts?”

So we decided to try it …

Jackpot.


Monthly Views From Organic Search
Before & After Post Update
16,000
14,000
12,000
10,000
8,000
6,000
4,000
2,000
0
Post A
Post B
Post C
Post D
Post E
Post F
Before
After

Freshness matters.



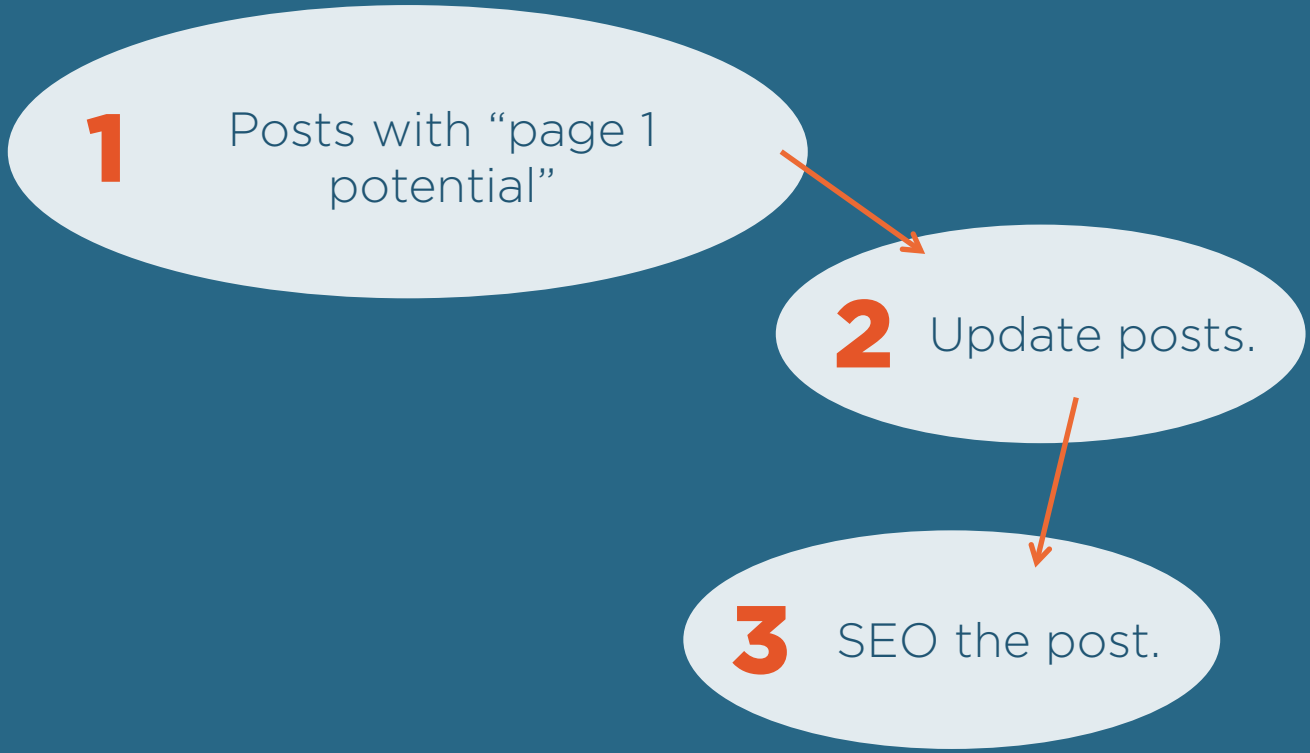
To date we've more than **doubled organic traffic** to search optimized posts.

How we do it:

1 Posts with “page 1 potential”

How we do it:

How we do it:



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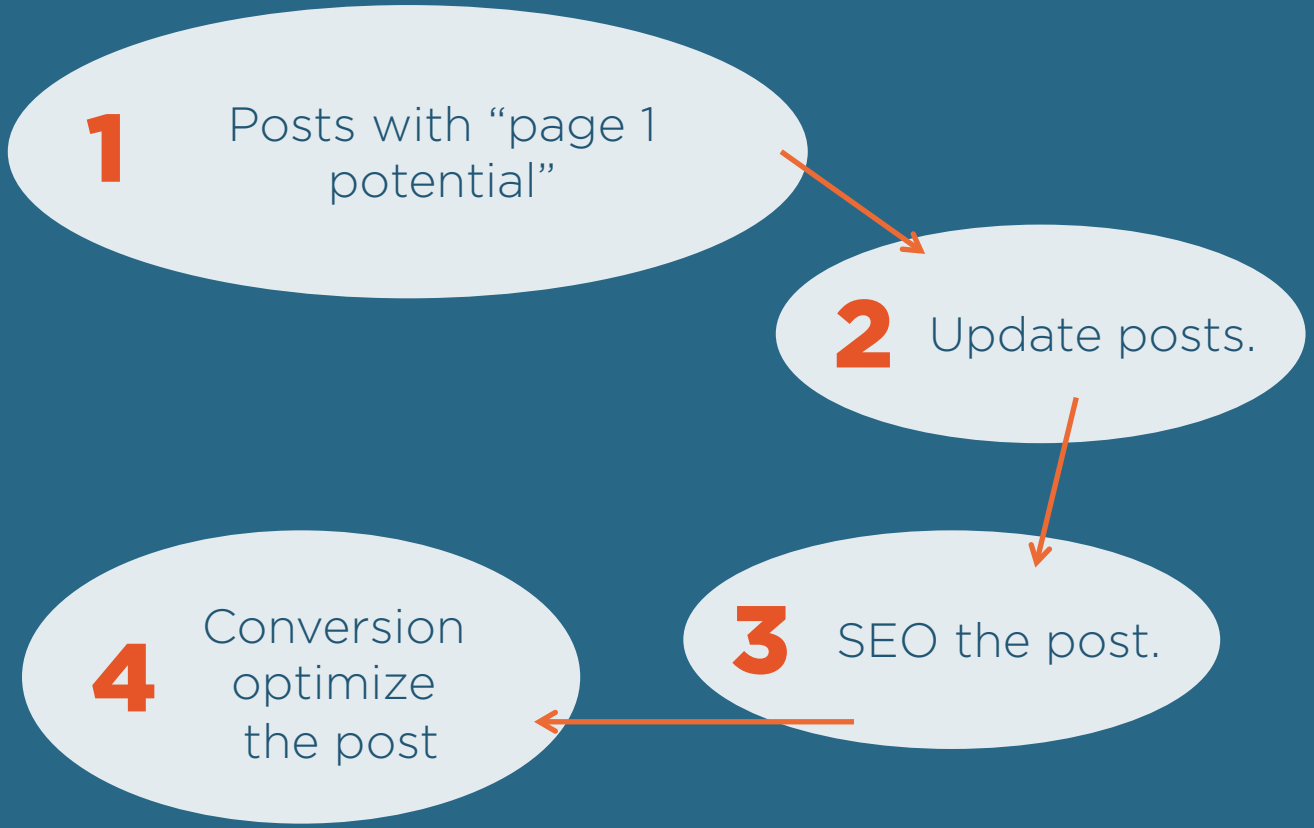
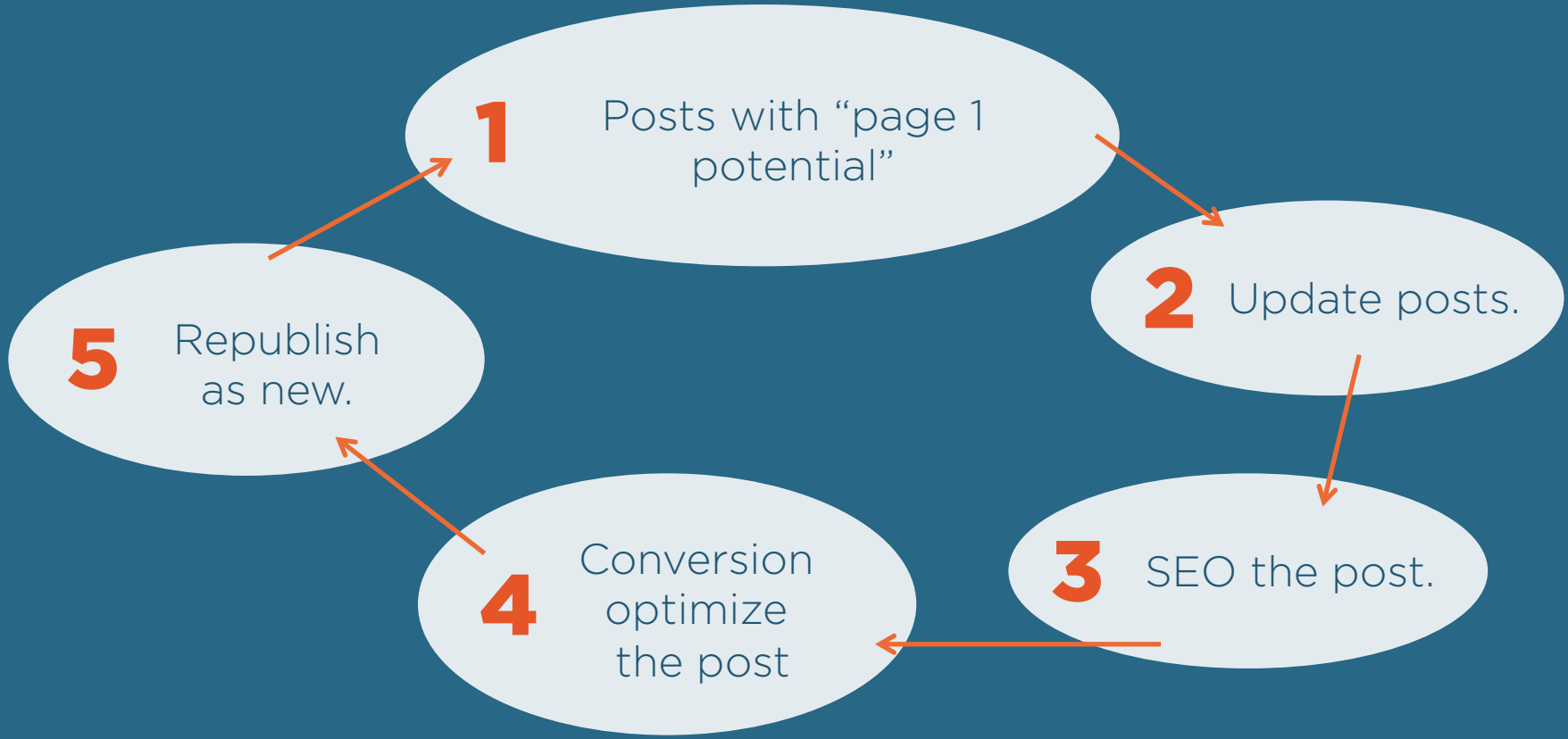

1
Posts with “page 1 potential”
2
Update posts.
3
SEO the post.
4
Conversion optimize the post

How we do it:


1 Posts with “page 1 potential”
2 Update posts.
3 SEO the post.
4 Conversion optimize the post
5 Republish as new.

Why this works ...

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- We're building off the existing search authority the post has already accumulated

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- We're building off the existing page authority the post has already accumulated
- New visits are potential social shares and links

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- It supports more than one blogging team goal:
  - It fills a new slot on our editorial calendar
  - Often less work than creating a new post from scratch

LONGER FORM, SAME MODEL.

≈40% of our gated offers are “refreshes”

Refreshed offers drive **70%**
more leads than net new offers.

Refreshed offers also enjoy a **50% higher conversion rate** than net new offers.

Refreshed offers generate **35% more downloads** than net new offers.

Why this works ...

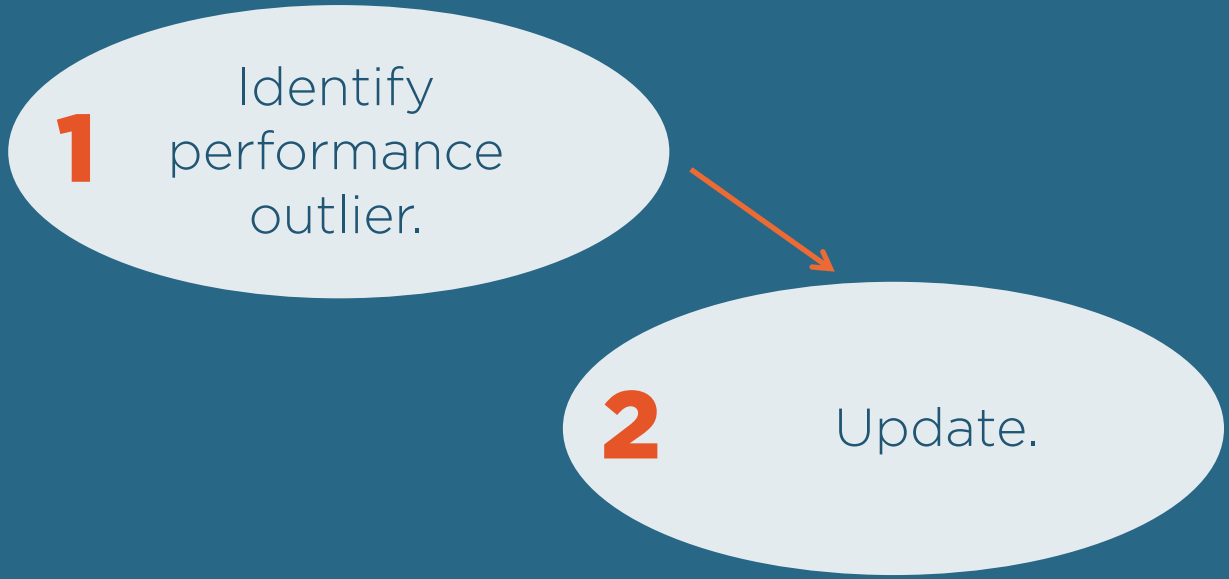
Past performance sometimes
is indicative of future returns.

How we do it:

How we do it:

1 Identify performance outlier.

How we do it:



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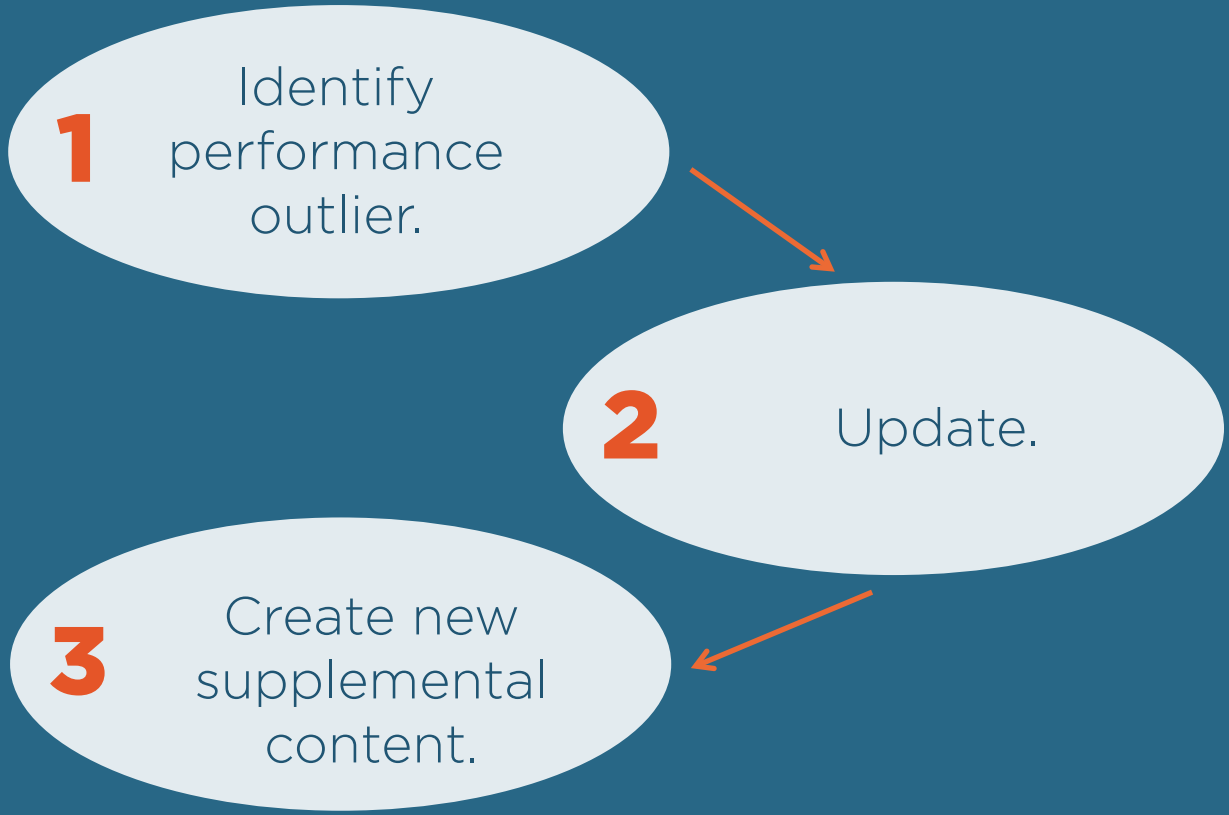
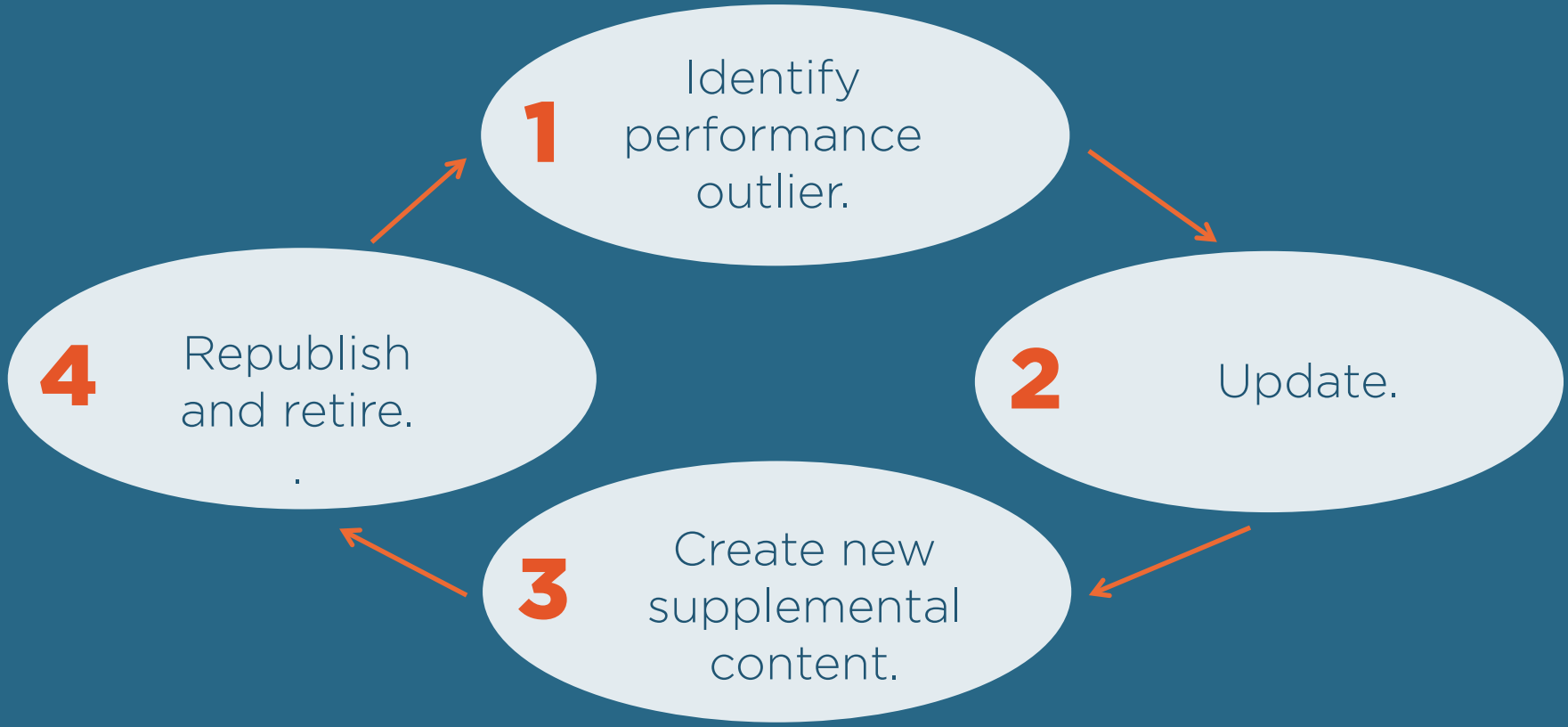

1
Identify performance outlier.
2
Update.
3
Create new supplemental content.

How we do it:

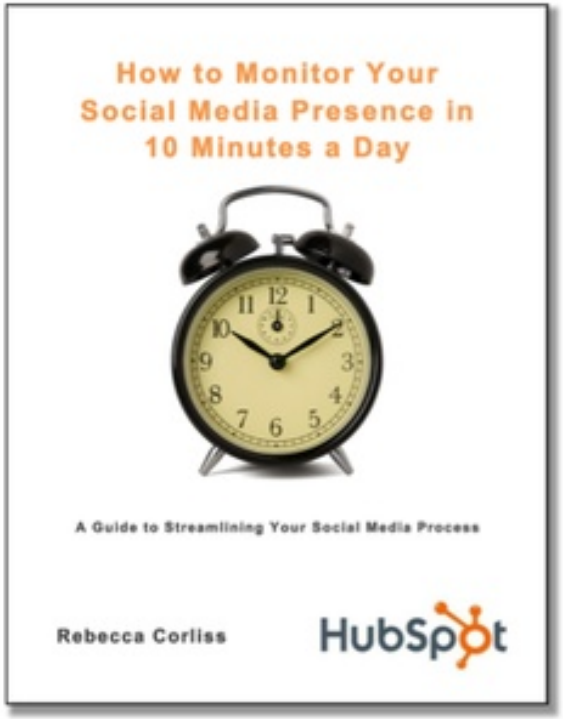

1
Identify performance outlier.
2
Update.
3
Create new supplemental content.
4
Republish and retire.

How to Monitor Your Social Media Presence in 10 Minutes a Day

A Guide to Streamlining Your Social Media Process

Rebecca Corliss

HubSpot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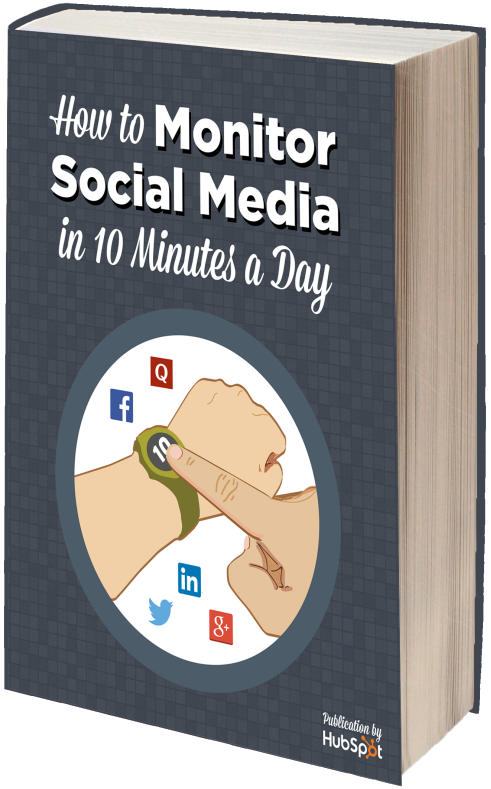
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Why you should and **how to monitor** your **social media** channels in just **10 minutes** each **day**.

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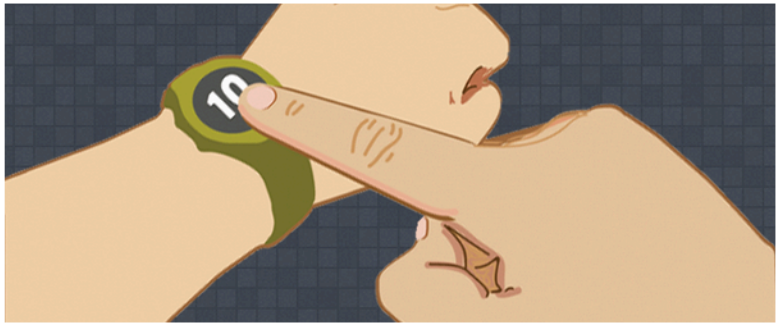
January 8, 2015 // 6:00 AM

How to Monitor Social Media in Only 10 Minutes a Day [Free Ebook]

Written by Brittany Leaning | @bleaning



If you're a social media manager, salesperson, customer support rep, or executive, you've likely experienced social media overload or exhaustion. Each and every one of these roles requires busy people to go above and beyond to respond to fans, deal with people's problems, or dig deeper to find unique opportunities.

But there's one big problem here ... social media never sleeps! And **72% of people who complain on Twitter expect a response within an hour.** Unbelievable, I know. That means a single meeting during your workday could prevent you from saving a relationship with an unhappy prospect or customer.

This offer drove **11,500 downloads in two weeks**, 2x our view to contact ratio.

QUESTIONS?