

# Hi!

## I'm Kat Warboys

Head of Marketing, ANZ

HubSpot

@HubSpot | @katwarboys

#GrowANZ2019



@katwarboys

# Grow Better

The image features the text "Grow Better" in a large, white, bold, sans-serif font, centered horizontally. The background is a solid dark blue-grey color. The text is surrounded by a variety of colorful, abstract geometric shapes and patterns. On the left, there are orange and pink circles, some with white plus signs, and wavy lines in orange and pink. In the center, there are black and yellow clouds, a pink flower-like shape, and several small orange and pink dots. On the right, there are more orange and pink circles, a yellow cloud, and wavy lines in orange and pink. The overall composition is vibrant and modern, suggesting themes of growth, progress, and positivity.

Why

Grow Better ?

The text "Grow Better ?" is rendered in a large, white, sans-serif font. It is surrounded by a vibrant and busy collection of decorative elements. On the left, there's a large orange sun partially obscured by the letter 'G', with several smaller orange plus signs floating nearby. Below the 'G' are pink and orange wavy lines. In the center, there are dark blue and black clouds, a pink semi-circle, and a horizontal line with three orange dots. To the right of the center, there's a large yellow cloud, a pink flower-like shape, and a yellow sun partially behind the letter 't'. Below the 't' is a pink circle and a horizontal line with two dots. On the far right, there's a yellow sun with a single raindrop falling from it, and pink and orange wavy lines at the bottom. The background is a solid dark blue color, and the overall aesthetic is modern and energetic.

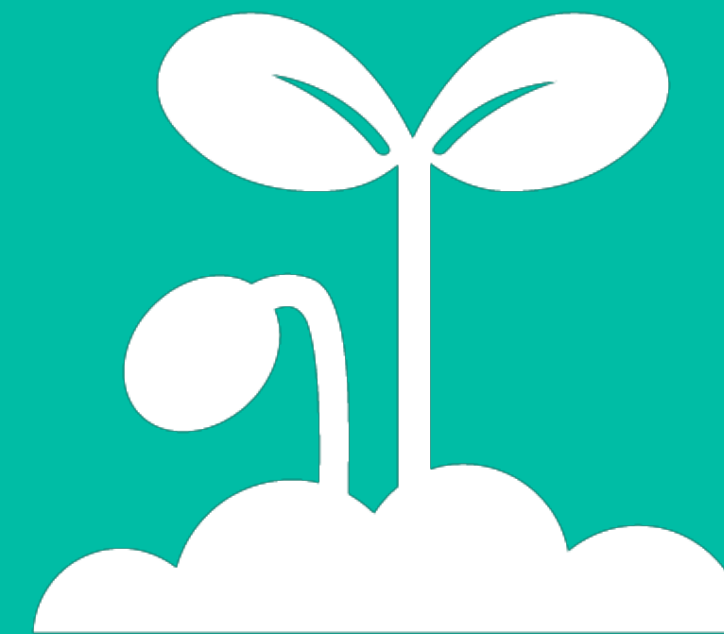
**It's never been *easier*  
to **start** a business**



It's never been *easier*  
to **start** a business



It's never been  
*harder* to **grow** it



**Expectations** have  
never been *higher*



**Immediate.**

**Urgent.**

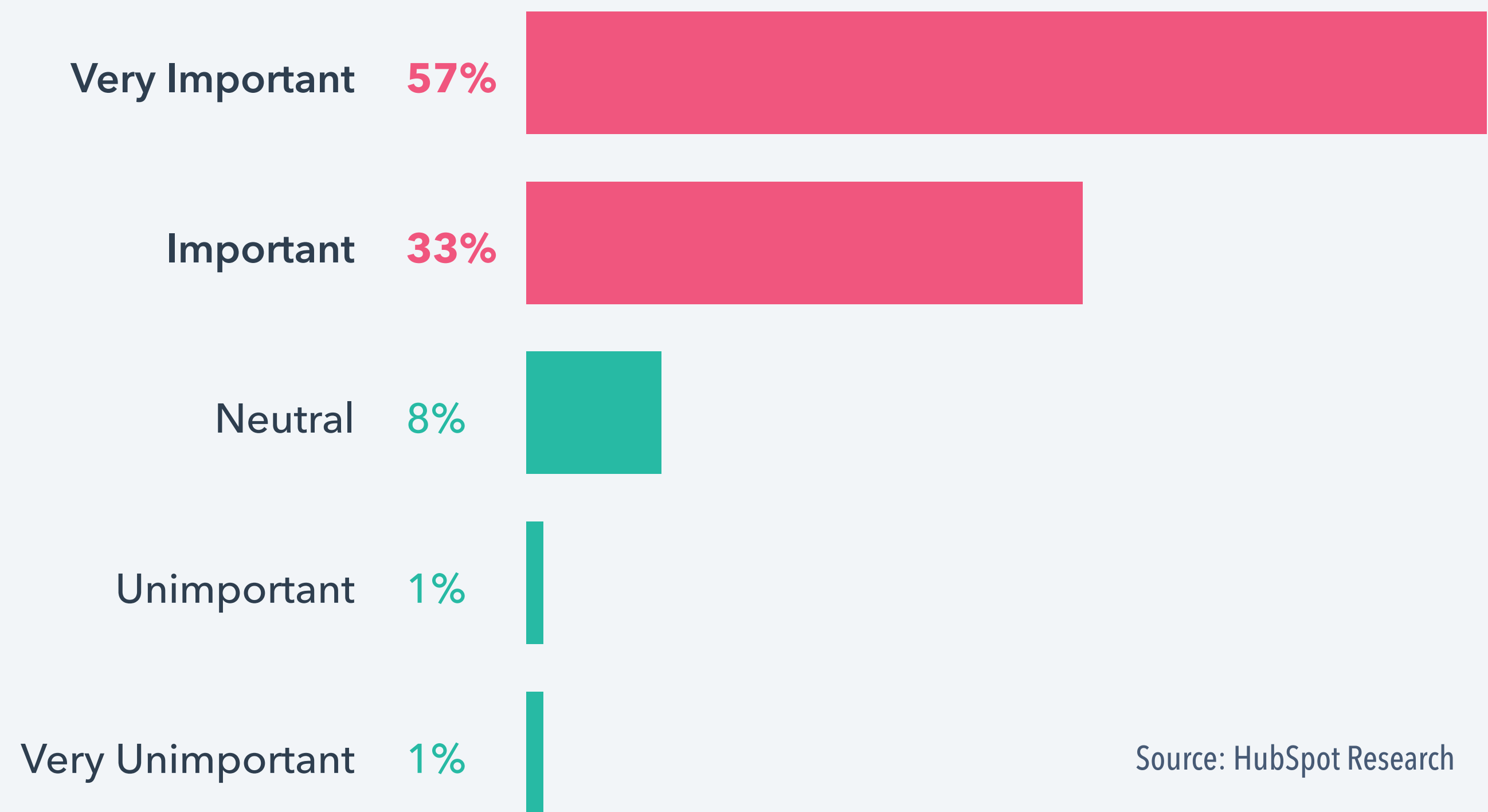


**Now-obsessed**

Today, we're **less** patient.

**90%** of consumers expect an immediate response from customer service representatives.

## How important is an immediate response when you need support?



Source: HubSpot Research

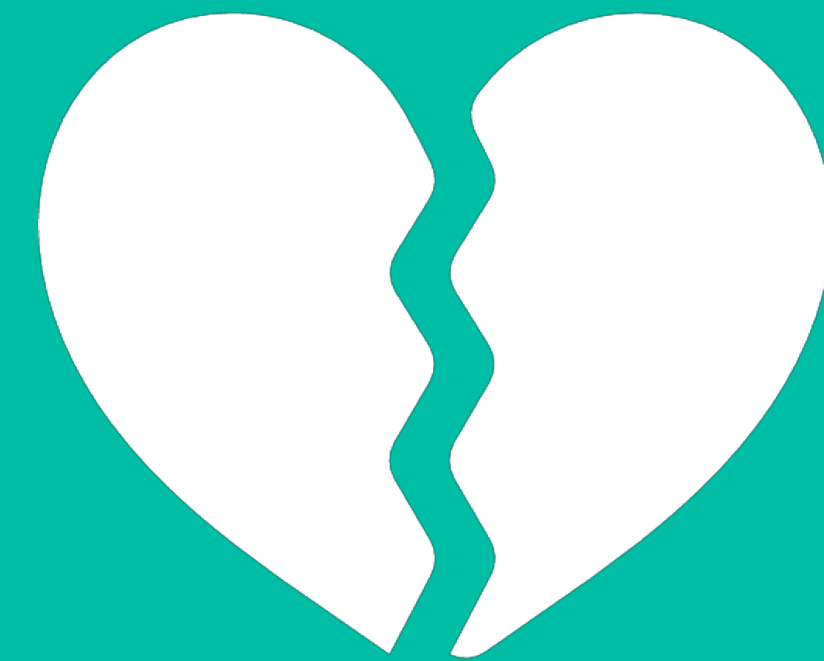
**Expectations** have  
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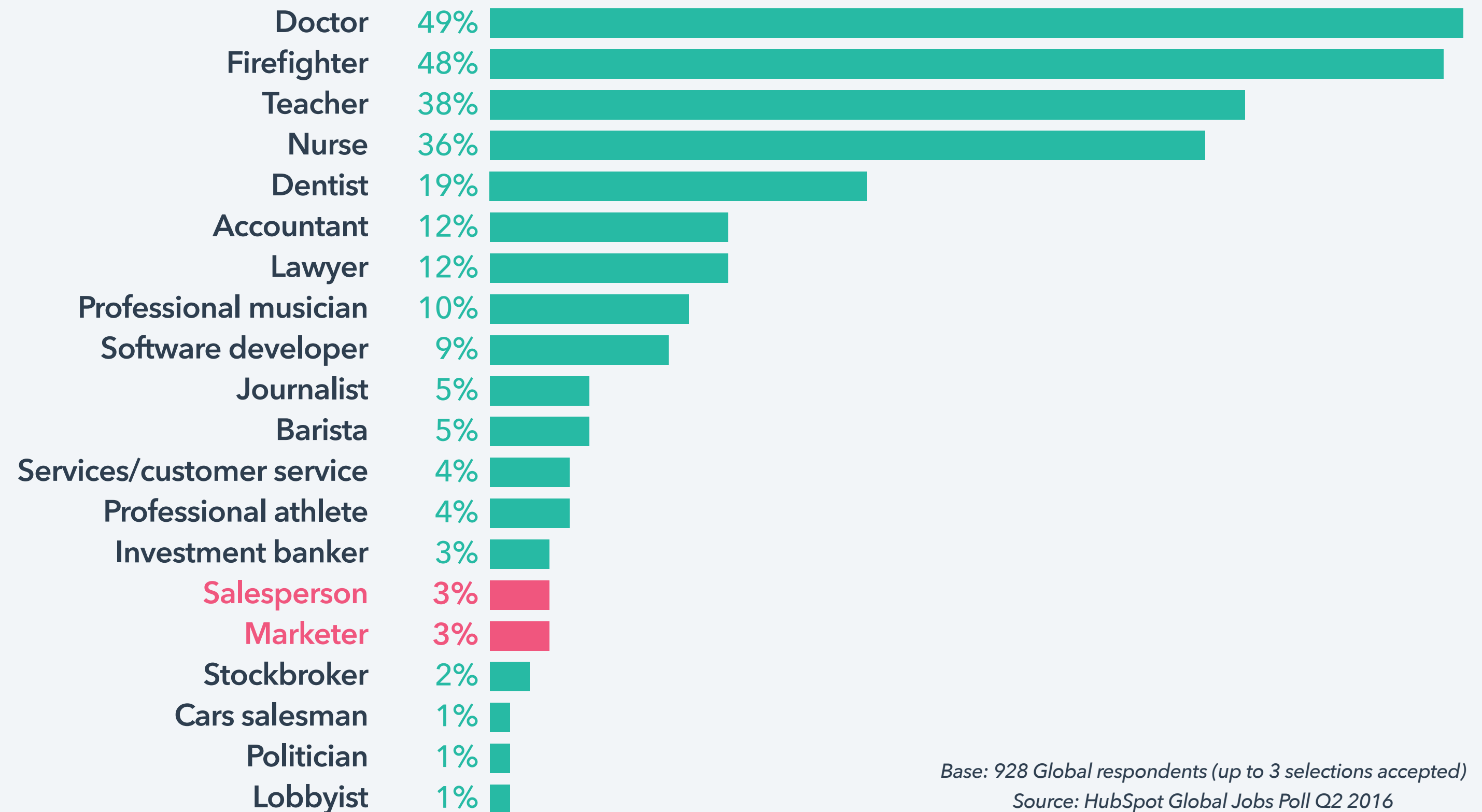
**Trust** is at an all time  
*low*



They're **More** skeptical.

Only **3%** of consumers trust salespeople and marketers.

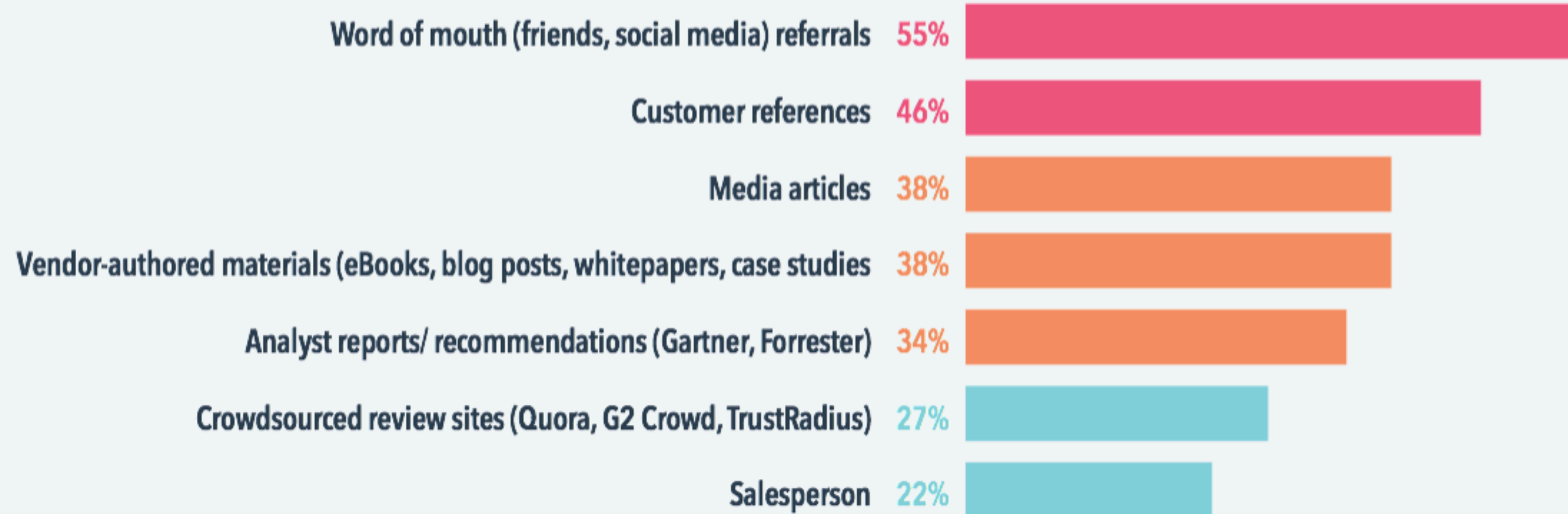
## Who do you consider to be trustworthy?



Base: 928 Global respondents (up to 3 selections accepted)

Source: HubSpot Global Jobs Poll Q2 2016

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



# Customer First

CUSTOMER 









Trendy

Truthy

# Customer First

CUSTOMER 

~~~~~

~~~~~

~~~~~

~~~~~

Trendy

# Customer-Eventually

~~~~~

~~~~~

~~~~~

~~~~~

CUSTOMER 

Truthy



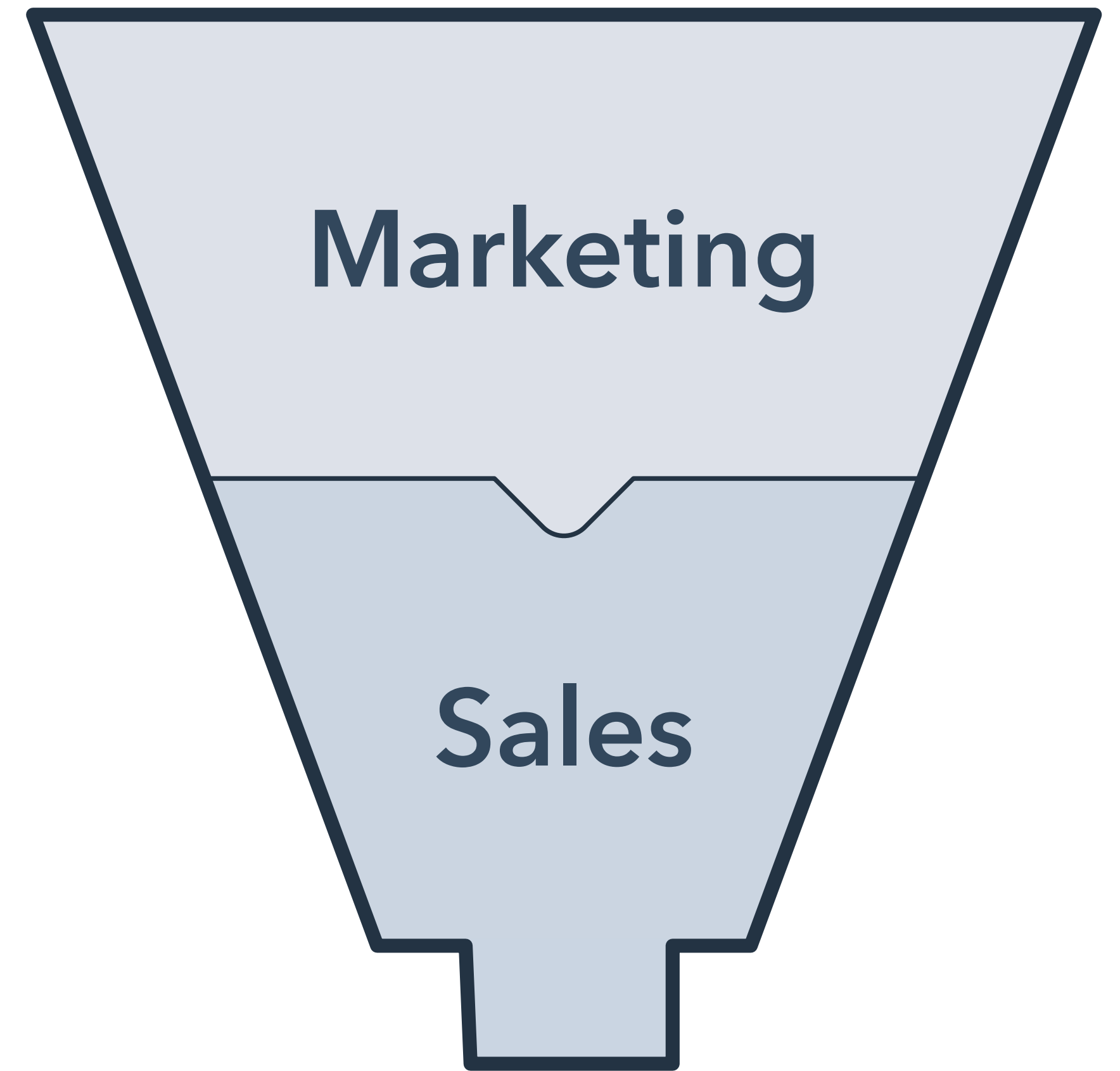
Customers want  
more from you



Most businesses are falling behind



# Ye Olde Funnel

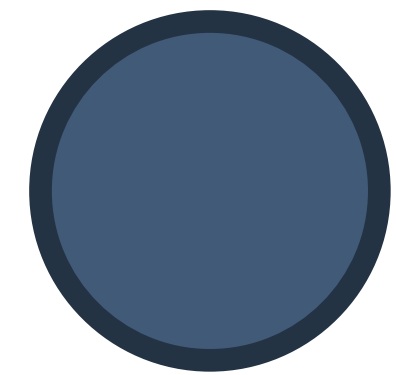


# Ye Olde Funnel



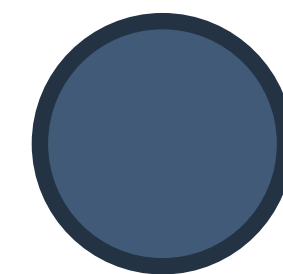
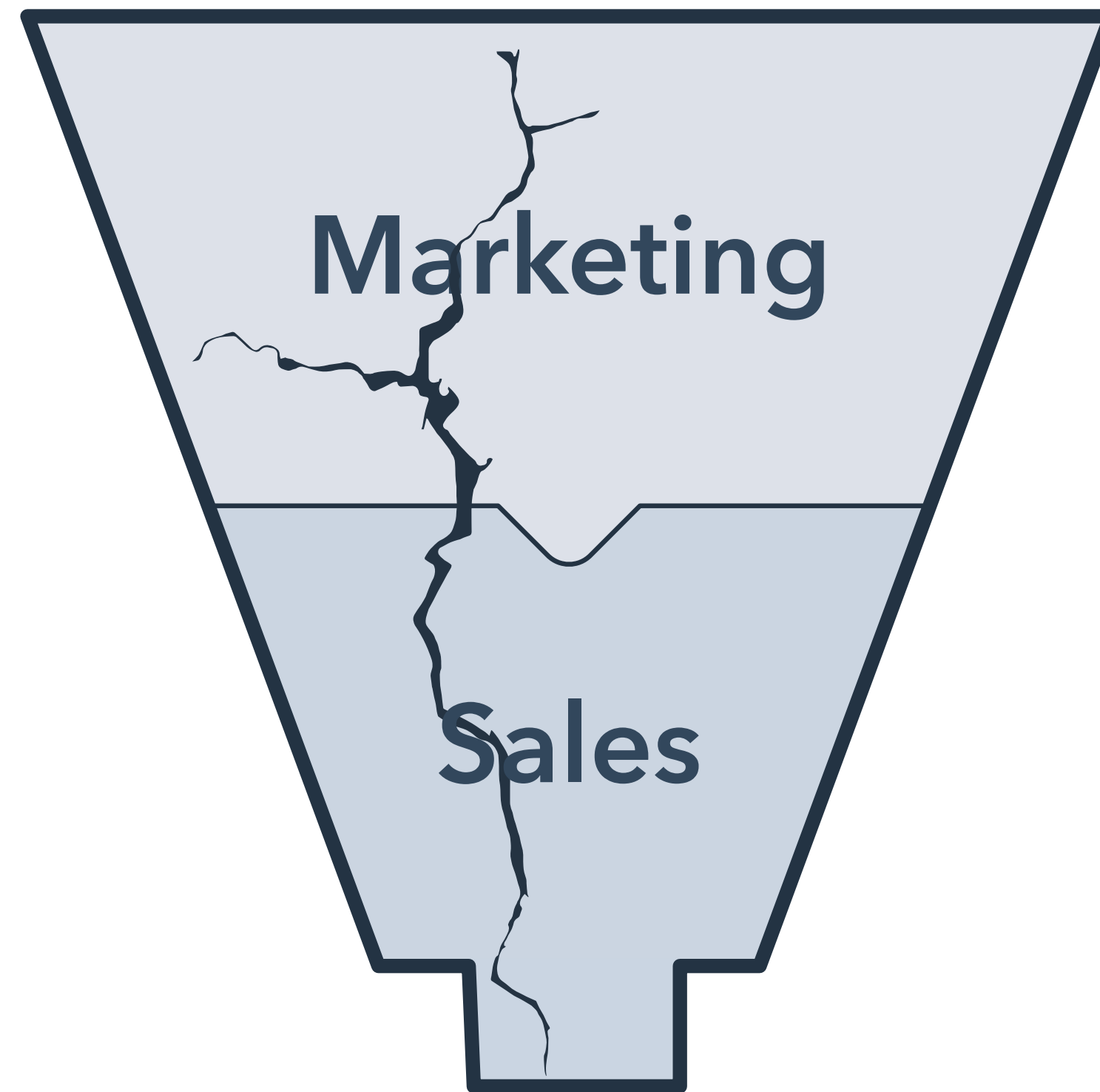
Marketing

Sales



*"Yes, hello. We're still on hold"*

Customers



*"Yes, hello. We're still on hold"*

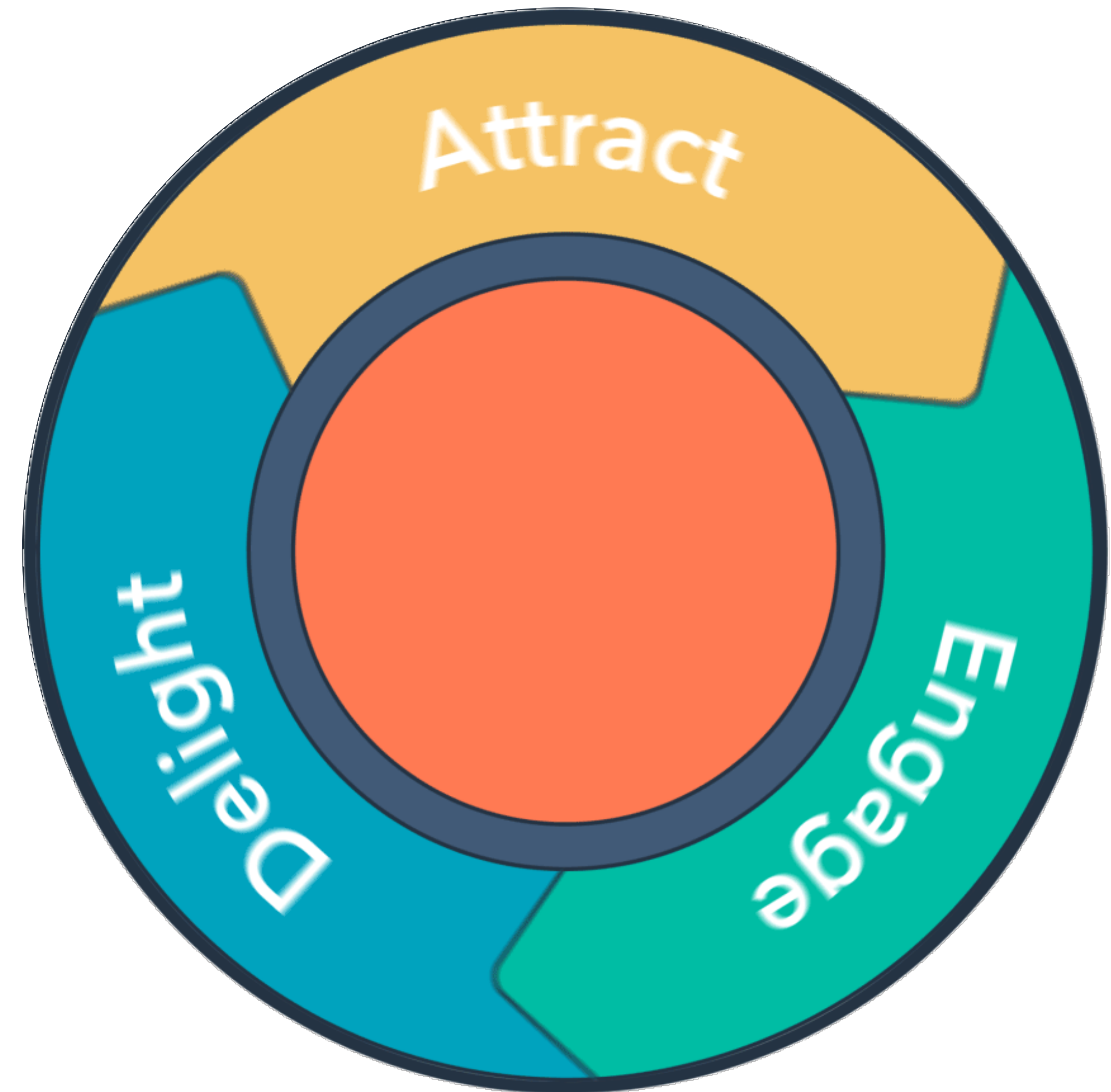
**Customers**

Farewell funnel...



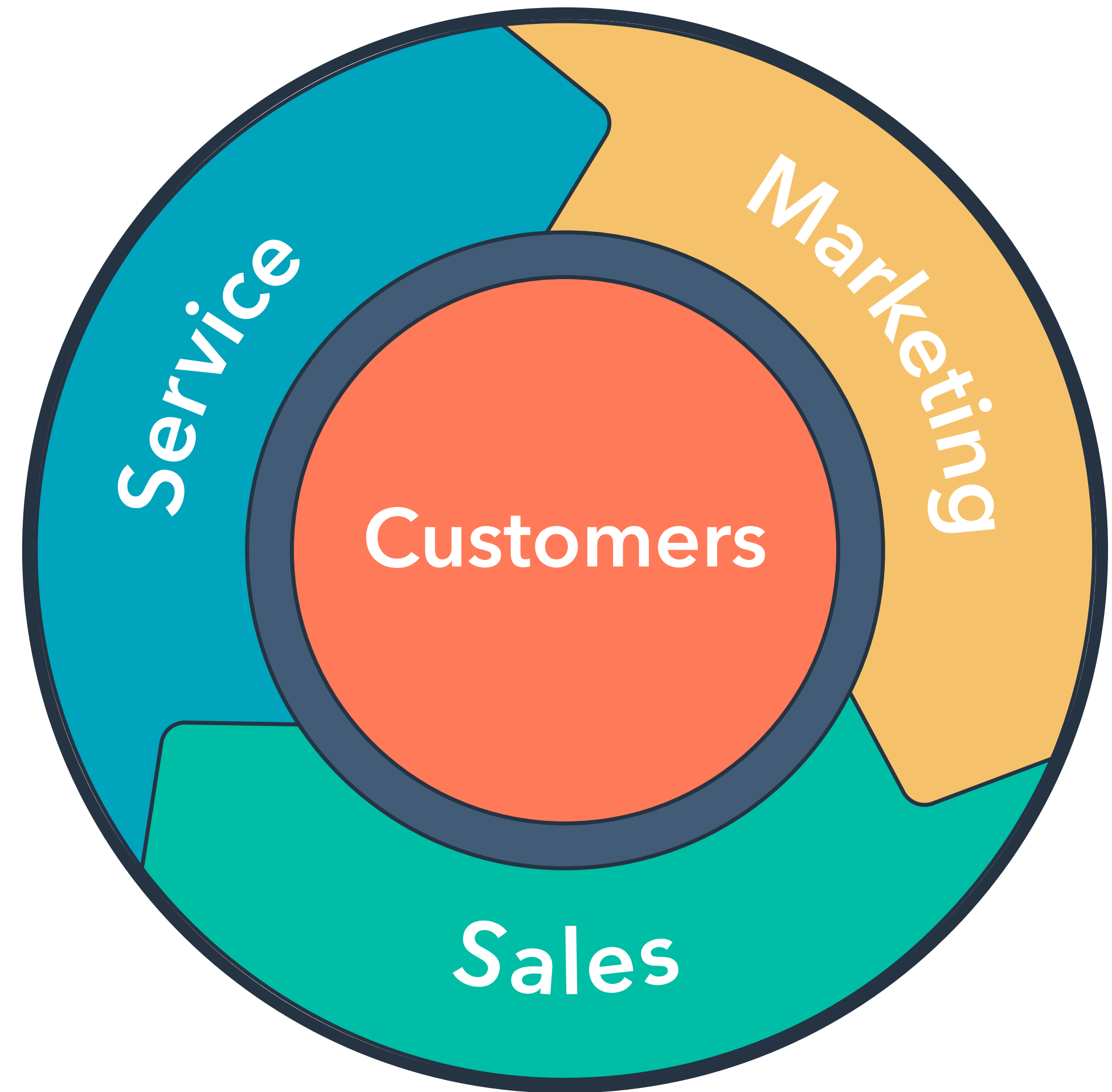
# Hello flywheel

A flywheel is a mechanical device specifically designed to efficiently store rotational energy.



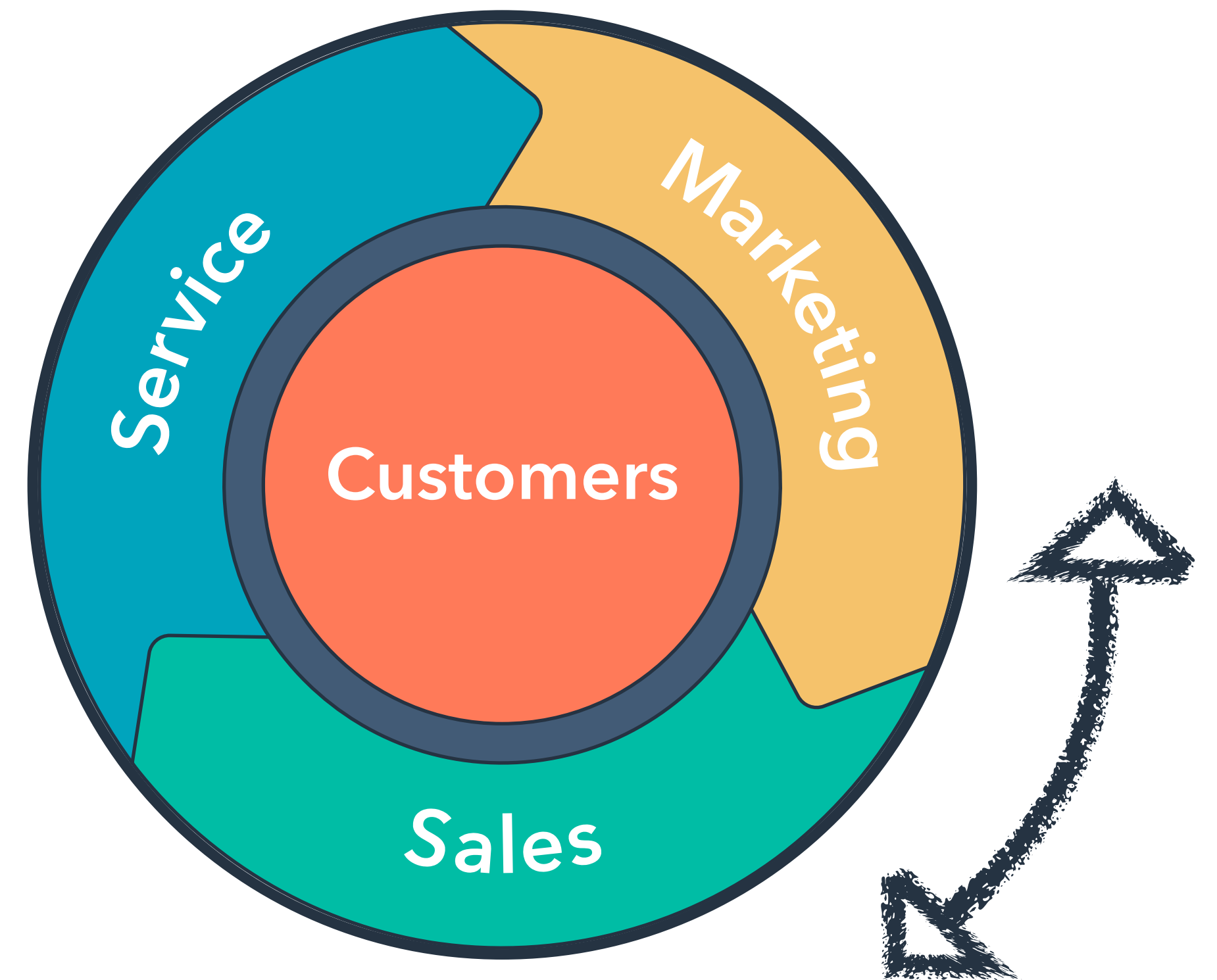


Your customers keep  
your flywheel spinning



# Friction points create opposing forces which slow your flywheel down

- Misalignment across teams
- Disparate systems



Not convinced?  
Nor were we.



# TODAY'S AGENDA!





# Opening Keynote

How Disjointed Tech Stacks are Damaging Your Customer Experience

**Scott Brinker**

Vice President, Platform Ecosystems,  
**@chiefmartec**

@katwarboys

| #GrowANZ19

| @HubSpot

# Closing the Loop on Customer Data: A Conversation with Chief Martec and Xero



**Scott Brinker**

Vice President, Platform Ecosystems,



**Nick Houldsworth**

Executive General Manager, Ecosystem

# Breakouts

**GROW**  
with HubSpot

August 6, 2019 | Sydney

**JOIN THE CONVERSATION**  
**#GrowANZ19**

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 @HubSpot  
 /HubSpot  
 /HubSpot

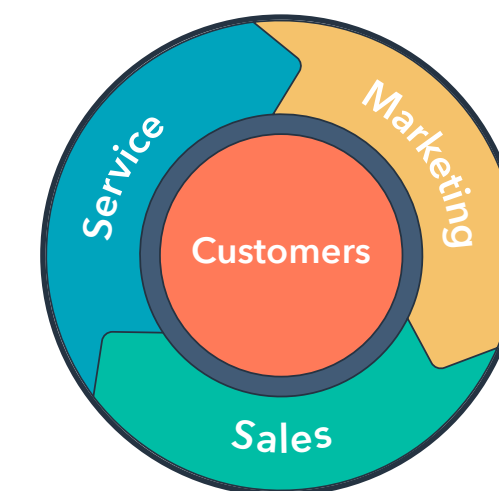
KEYNOTE & BREAKOUT AGENDA		
7.30AM	Registration opens, networking breakfast and barista-made coffee	
8.45AM	Grab a coffee from the Coffee On Cue barista carts, and make your way to the Grand Ballroom for the Opening Keynote	
9.00AM - 10.00AM	<b>Event Open &amp; Welcome</b> Kat Warboys, HubSpot	Keynote Room
<b>Opening Keynotes</b>		
	<b>How Disjointed Tech Stacks Are Damaging Your Customer Experience</b> Scott Brinker, HubSpot	
	<b>Closing the Loop on Customer Data: A Conversation with Chief Martec and Xero</b> Scott Brinker, HubSpot and Nick Houldsworth, Xero	
10.00AM - 10.40AM	<b>Networking Coffee Break</b>	Networking Area
10.40AM - 11.10AM	<b>HubSpot Track Attract - Doing More With Less: How to Grow Organic Traffic with Limited Resources</b> Matthew Howells-Barby, HubSpot and Traffic Think Tank	Breakout 1
	<b>Walk the Talk: Becoming an Innovative Leader in a Digital Age</b> Stephen Scheeler, CEBIT Australia, The Digital CEO, and Former Facebook CEO for ANZ	Breakout 2
	<b>How To Stand Out with Video on Social Media</b> Melissa De Coster, Shootsta	Breakout 3
11.20AM - 11.50AM	<b>HubSpot Track Engage - Prospect Like a Pro: How To Future Proof Your Sales Process</b> David Shepherd, HubSpot	Breakout 1
	<b>Grow Better Panel: How Today's Marketers Are Shaping the Customer Experience</b> Susanne Ronnqvist Ahmadi, HubSpot; Nina Jung, MadeComfy; Priscila Bernardes, Lancom Technology; Melle Staelenberg, THE ICONIC	Breakout 2
	<b>Future Proofing Your Brand</b> Erik Newcomb, Shopify Plus	Breakout 3
12.00PM - 12.30PM	<b>HubSpot Track Delight - How to Turn Your Customers Into Your Best Marketing Channel</b> Varun Bhandarkar, HubSpot	Breakout 1
	<b>Social Selling: Stop Spamming Your Audience and Start Driving Conversions</b> Graham Hawkins, SalesTribe	Breakout 2
	<b>How To Actually Build a Conversational Marketing Strategy</b> Elissa Hudson, HubSpot	Breakout 3
12.30PM - 1.20PM	<b>Networking Lunch</b>	Networking Area
1.20PM - 1.50PM	<b>Grow Better Panel Attract, Engage, Delight: Building an (Employer) Brand People Love</b> Shahid Nizami, HubSpot; Ben Eatwell, Weploy; Carrie Kwan, Mums & Co; Lionel Beraldi, WeWork	Keynote Room
	<b>A Model for Success: Atlassian's Research on Building High Performing Teams</b> Jamie McCollough, Atlassian	Breakout 3
2.00PM - 2.30PM	<b>HubSpot Customer of the Year Award</b> James Gilbert, HubSpot	Keynote Room
2.30PM - 3.15PM	<b>Closing Keynote</b> <b>A Conversation with Female Founders: Lessons in Leadership, Resilience, and Forging Your Own Path with Ronni Kahn AO and Sabrina Bethunin</b> Host: Olivia Ruello, Business Chicks; Ronni Kahn AO, OzHarvest; Sabrina Bethunin, MadeComfy	Keynote Room

# Workshops & Info Sessions

**From Chaos to Clarity: How to Manage Your Marketing Campaigns More Effectively with Asana**



**Quick Wins with HubSpot - *Attract, Engage and Delight***



**Agency Partner Spotlight: How to Grow a Retainer-Based Business**



**HubSpot for Startups Info Sessions**





# A Closing Conversation: Lessons in Leadership, Resilience, and Forging Your Own Path



Olivia Ruello  
CEO



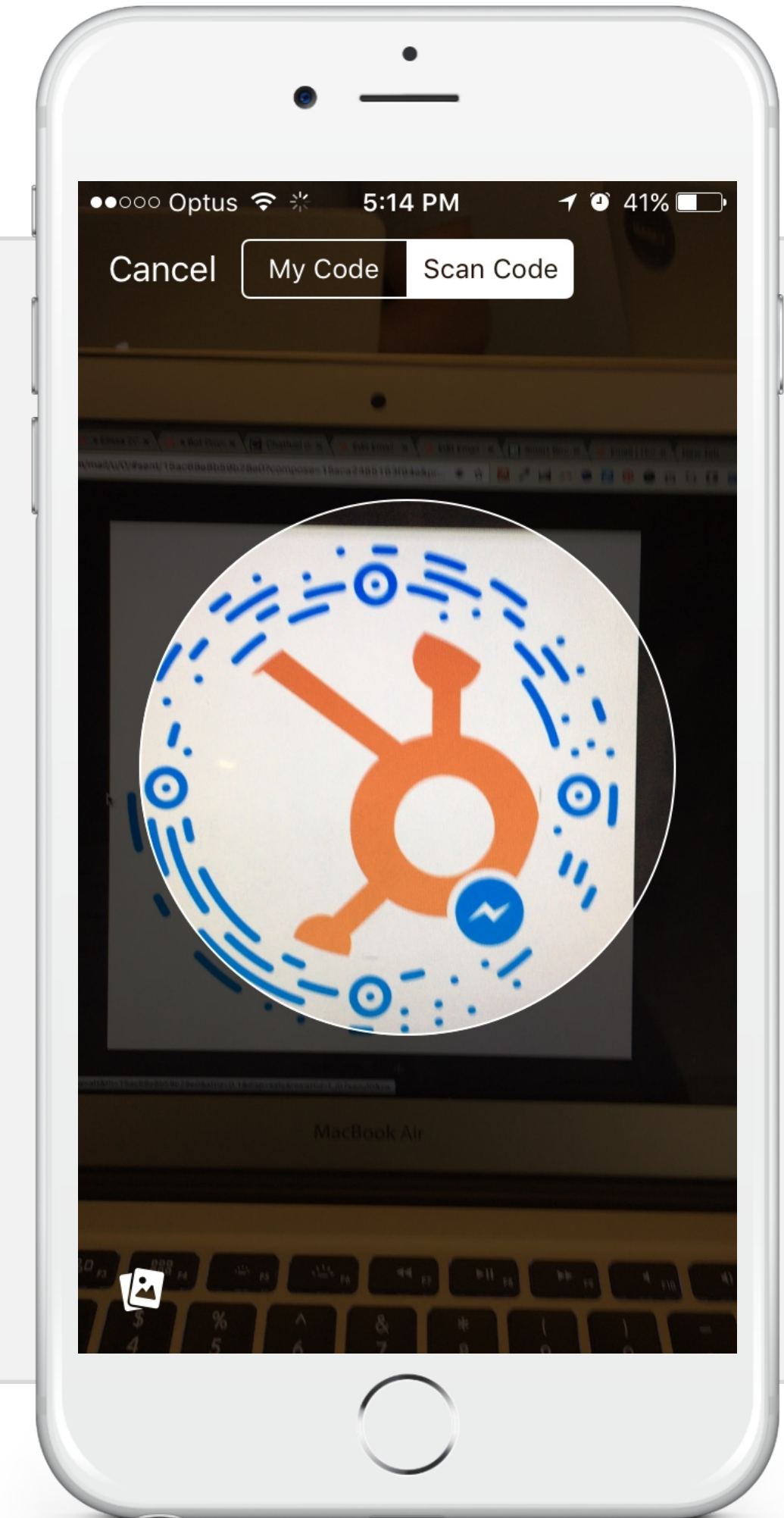
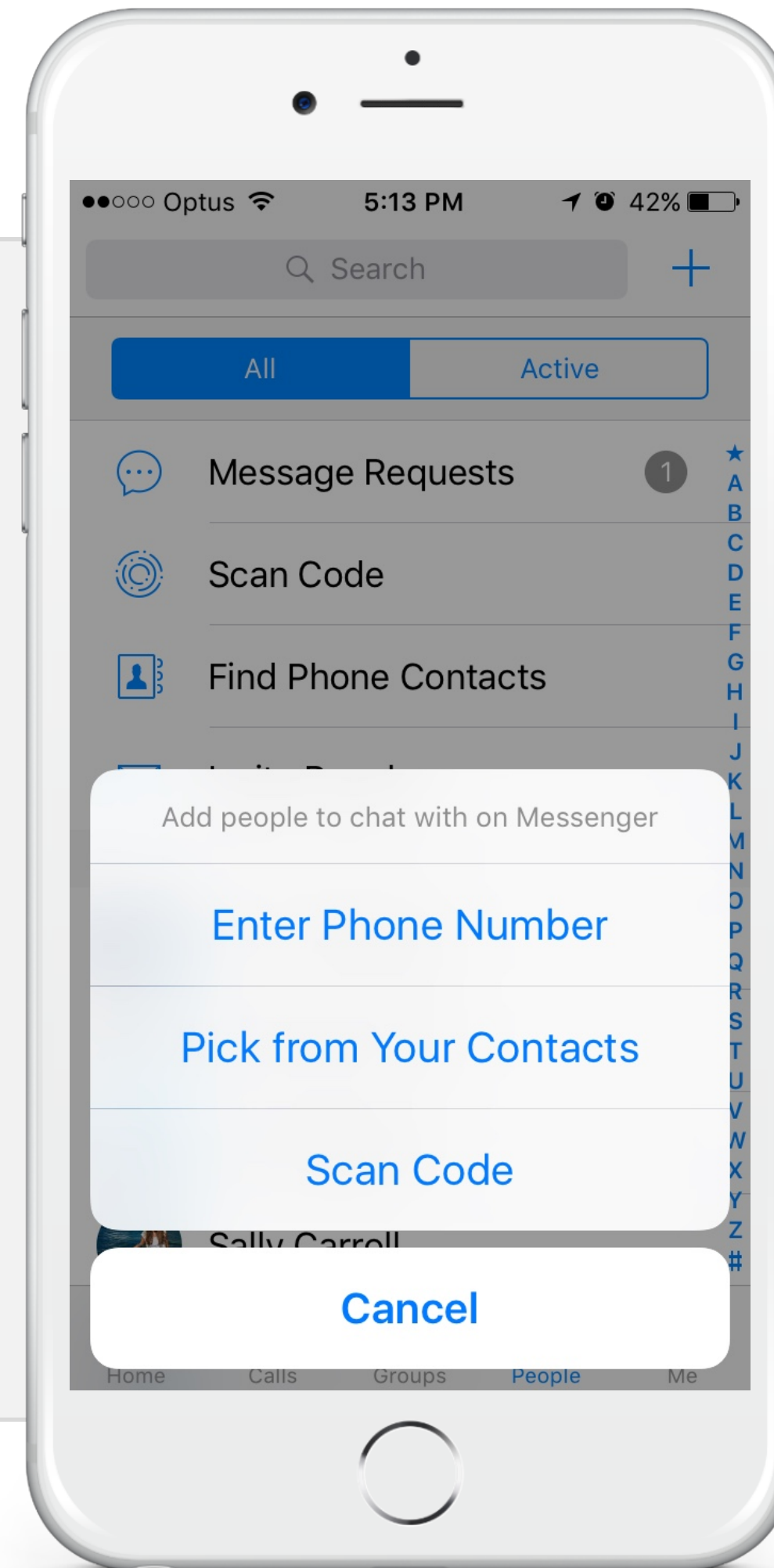
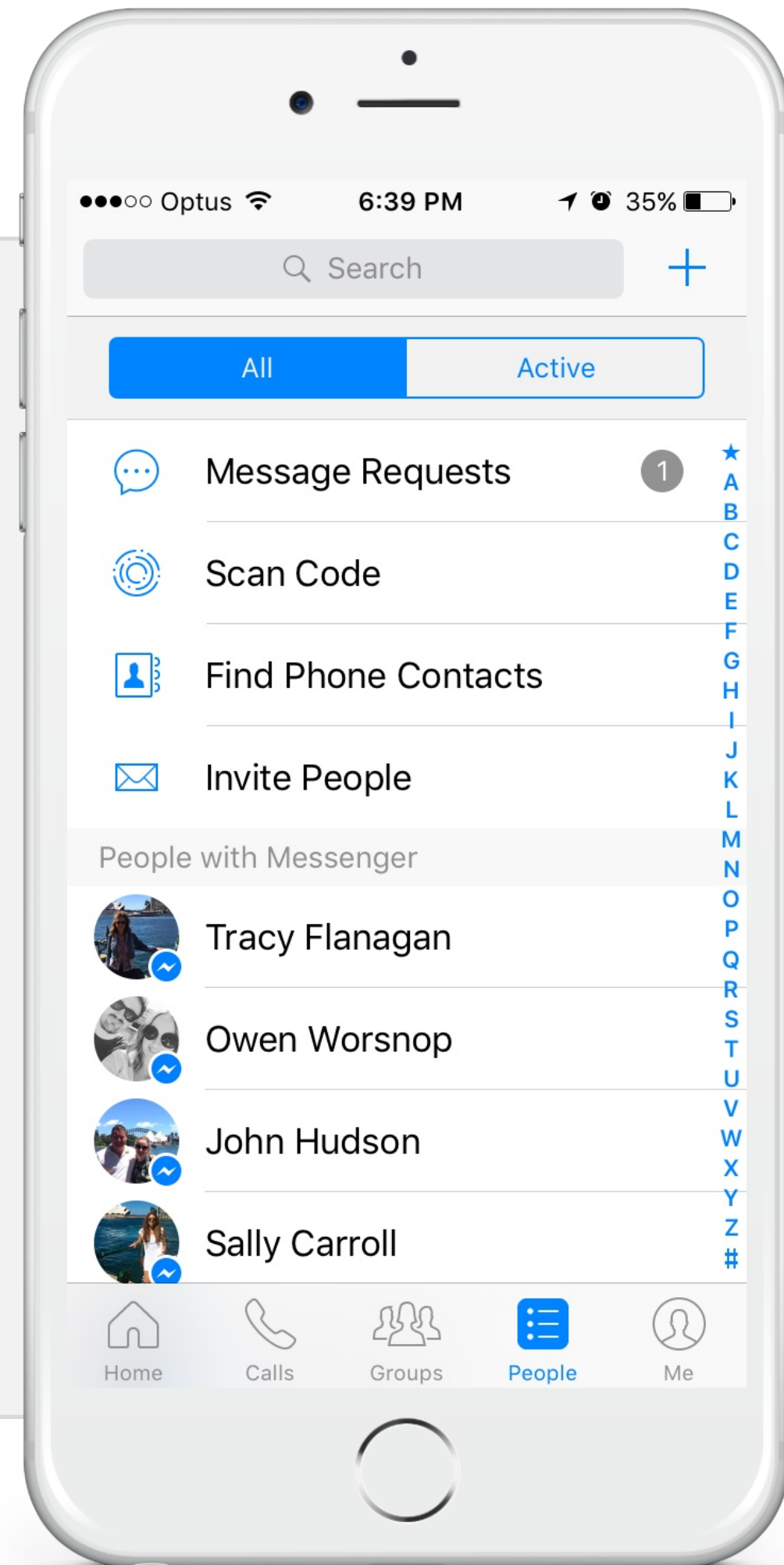
Ronni Kahn AO  
Founder & CEO



Sabrina Bethunin  
Co-Founder & CEO



# Stay updated with Facebook Messenger



1

Select the "People" tab on Messenger app

2

Select "Scan Code"

3

Scan the Messenger Code on your seat

# Thank you to our partners!

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Please silence your  
mobile phone.

**But feel free to  
tweet the good  
stuff!**



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