

Good to Great

How HubSpot's Social & Content Tools
Help You Turn More Attention into Leads

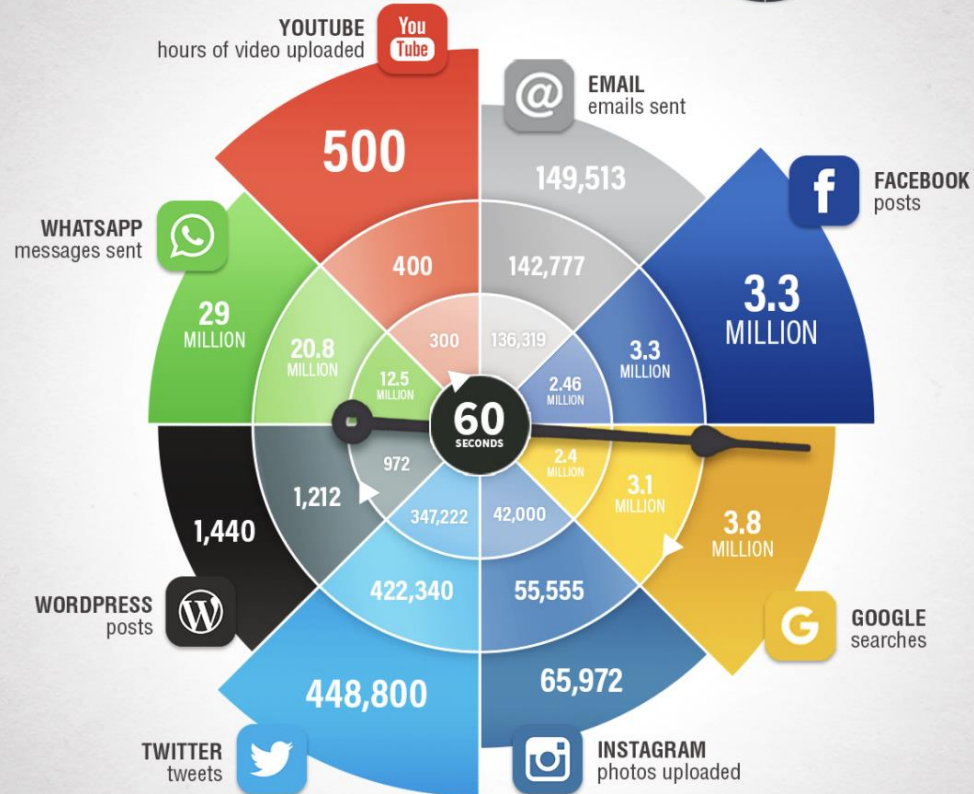
The background is a gradient of orange and red. There are several decorative elements: a small solid red circle in the upper left, a set of three concentric circles (two red, one white) in the middle left, and a large red circle with a smaller red dot in the center in the bottom left.

Attention is a currency, and it's harder than
ever to earn.

Since you sat
down...

What Happens Online in 60 Seconds?

Managing Content Shock in 2017

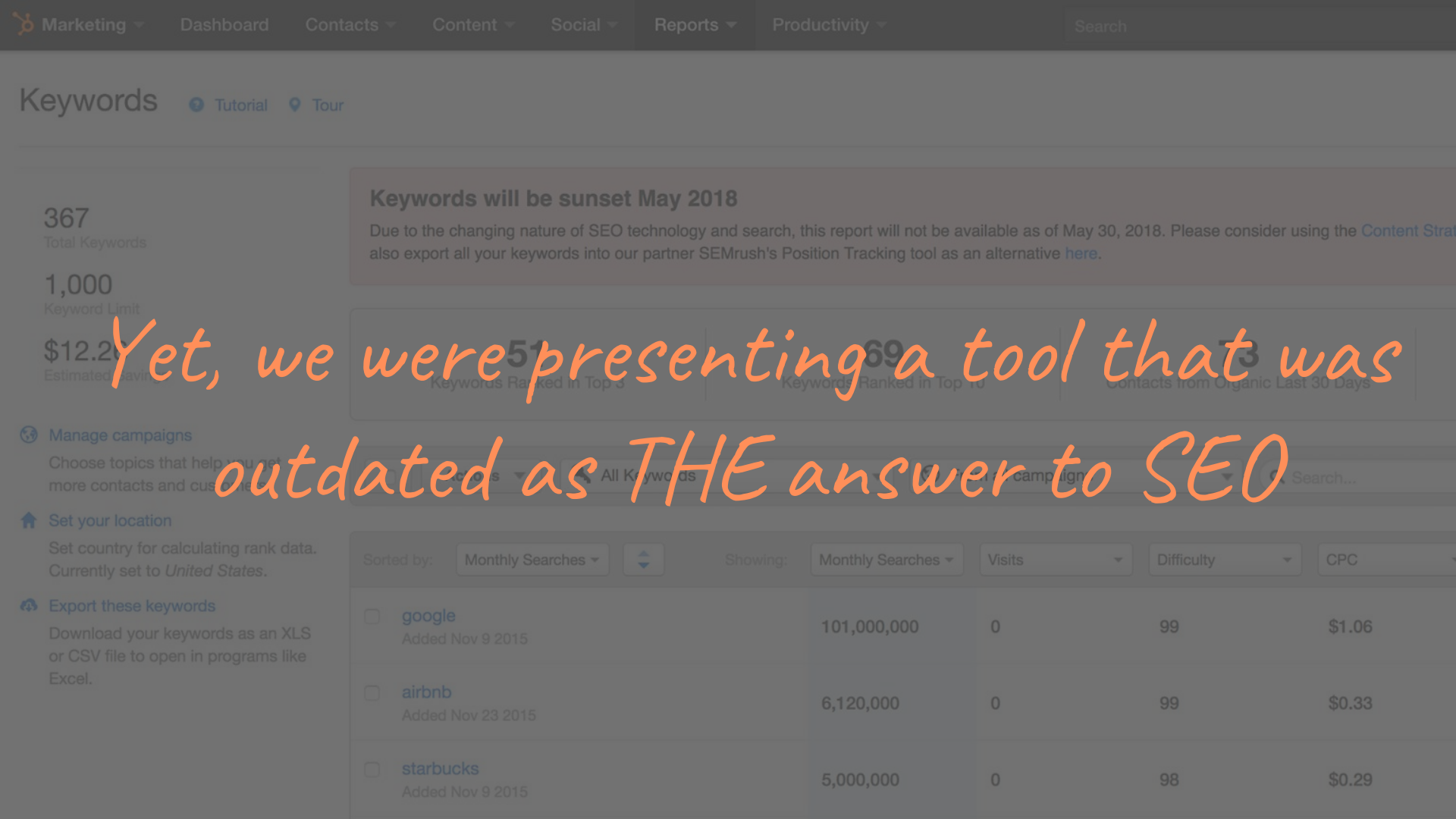


The background is a solid orange color with a gradient. On the left side, there are several decorative elements: a small light orange circle near the top, a medium-sized darker orange circle below it, a set of three concentric circles (the innermost is dark orange, the middle is medium orange, and the outermost is light orange) further down, and a large light orange circle at the bottom left corner.

Use the latest *Strategies* and *Tools* to
generate more attention
without adding to the noise.

1 Onsite: **Generate Attention Organically**

*You all know the story how search engines, and content
have changed.*



Keywords will be sunset May 2018

Due to the changing nature of SEO technology and search, this report will not be available as of May 30, 2018. Please consider using the [Content Strategy](#) tool. You can also export all your keywords into our partner SEMrush's Position Tracking tool as an alternative [here](#).

367

Total Keywords

1,000

Keyword Limit

\$12.2K

Estimated Savings

51

Keywords Ranked in Top 3

69

Keywords Ranked in Top 10

73

Contacts from Organic Last 30 Days

Manage campaigns

Choose topics that help you get more contacts and customers.

Set your location

Set country for calculating rank data. Currently set to *United States*.

Export these keywords

Download your keywords as an XLS or CSV file to open in programs like Excel.

Sorted by:

Monthly Searches

Showing:

Monthly Searches

Visits

Difficulty

CPC



google

Added Nov 9 2015

101,000,000

0

99

\$1.06



airbnb

Added Nov 23 2015

6,120,000

0

99

\$0.33



starbucks

Added Nov 9 2015

5,000,000

0

98

\$0.29

Sent 12:50 PM



Seems less and less relevant

Sent 11:00 AM



Now that Google results are not included, it does not reflect reality. Therefore, it is of no value to me or my clients, and in fact can be misleading.

Sent 4:47 PM



It's one of HubSpot's weakest apps. SEM Rush, Google Keyword planner, and other standalone apps are better in my opinion.

The Keywords Tool Did Not Change With Search

- Exact match only
- Rank is not accurate reflection
- TLDs (beyond English) not included
- Ultimately does not help create better content in 2018 (or beyond)

Matt Barby



17. Build Your Content in Topic Clusters



Anum Hussain



Topics Over Keywords: An SEO-Driven Approach To Content Marketing ★ 5





Follow Kate Moore on: [in](#) [t](#)

A week ago I heard the familiar ‘ping!’ of my email inbox. And there it was – the announcement from HubSpot’s partner team that they have decided to sunset the keyword tool in May of 2018.

My first thought was: *it’s about time.*

My second thought was: *this is going to ruffle some feathers.*

From our point of view, HubSpot’s decision to sunset the keyword tool isn’t just a good one for the company and its users alike, but just the latest sign that the circle of search engine visibility continues to loop. Let me explain...



Searchers and search engines are still getting smarter.



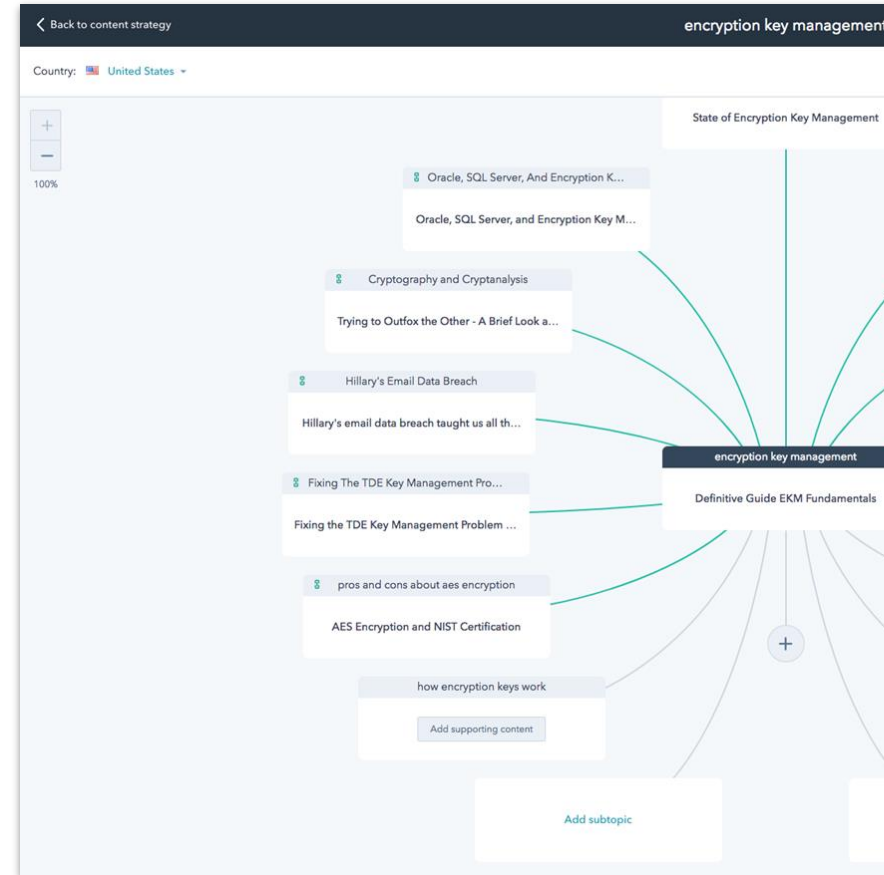
Ok. So what's next for

Content Strategy

Modernized Interface

- Refreshed interface
- New pillar page templates

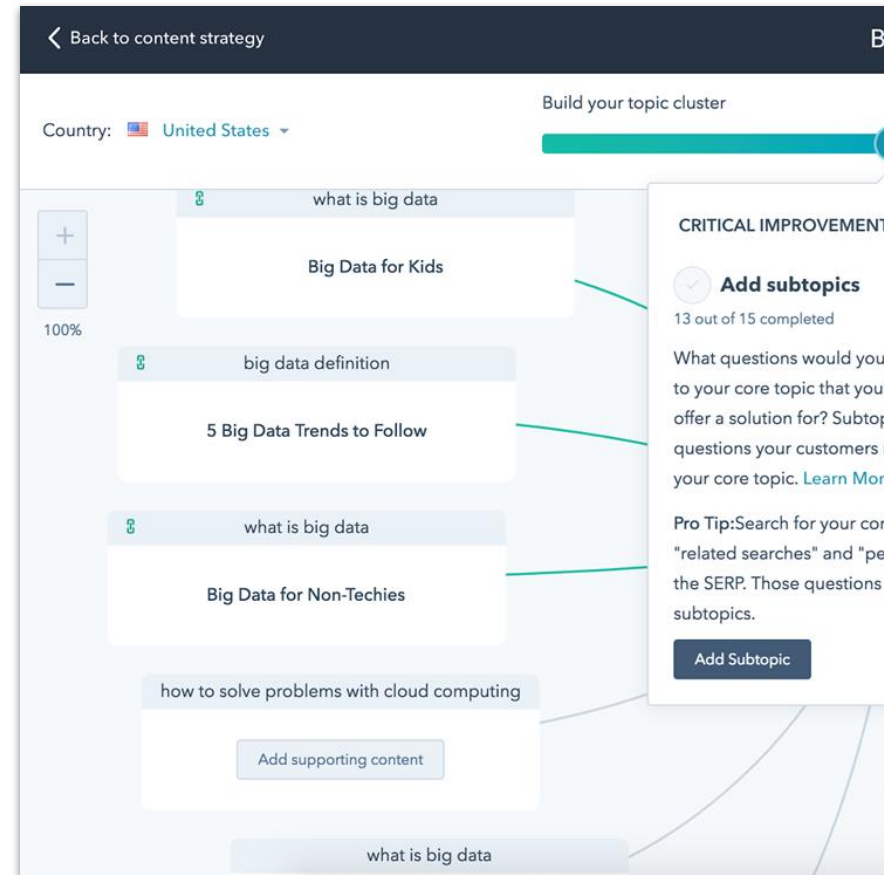
Status: Live to All



Topic Cluster Progress

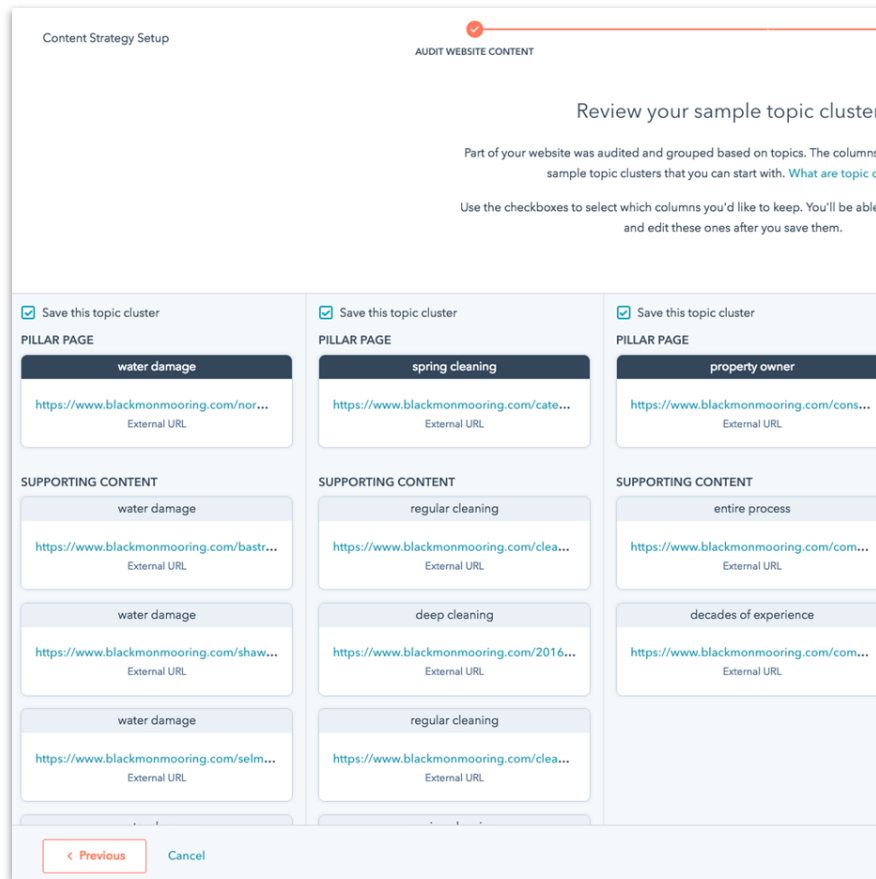
- Step-by-step instructions
- Track your, or your clients, progress

Status: Live to All



Automatically Group Topics

- ML turns content into clusters
- Instantly show optimizations
- Spend less time organizing, more time creating



Status: In Private Beta to Partners

#PARTNERDAY18

67%

more traffic

ids.agency

80%

more leads



246%

more traffic

apruve

Let's Talk...

What's next for SEO

You Asked...
We Built It



Speed

- July 18 - Google ranking factor
- Updated combined CSS files
- Sites saw upwards of 5s increase

Status: Live to All



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Security

- In 2014 Google announced as a ranking signal
- HSTS Now available
- SSL Included for all

Status: Live to All



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SEO Settings

- Edit canonical URL at page level
- Set a smart default
- Easy set up

Canonical URLs

Customize how canonical URLs are automatically set f

Pages and blog posts ⓘ

- ☒ Add self-referencing canonical URLs to all
- ☐ Don't add canonical URLs to any pages or

Blog listing pages

- ☐ Set each blog listing page's canonical URL
- ☒ Don't add canonical URLs to any blog listing

WWGW

What
Would
Google
Want

1. Make money
2. Give users the best answer, as quick as possible

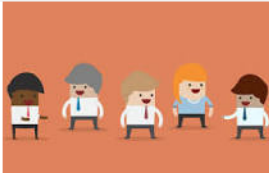
how to build a sales team

All Videos Images Shopping Maps More Settings Tools

About 4,850,000 results (0.49 seconds)

6 Steps to Building Your Sales Team

1. Determine the type of team you need. Do you need inside sales, field sales or both? ...
2. Develop a repeatable hiring process. ...
3. Hire the right kind of person. ...
4. Develop a compensation plan. ...
5. Plan to train and motivate the team. ...
6. Give your team the tools to succeed.



Building a Sales Team from the Ground Up: 6 Steps - Handshake
<https://www.handshake.com/blog/building-a-sales-team/>

About this result Feedback

People also ask

- What is a sales team?
- What is a sales team member?
- How can I improve my sales performance?
- How do I increase sales in my restaurant?

2 Offsite:

Awareness in the age of social

Good



Be findable

Great

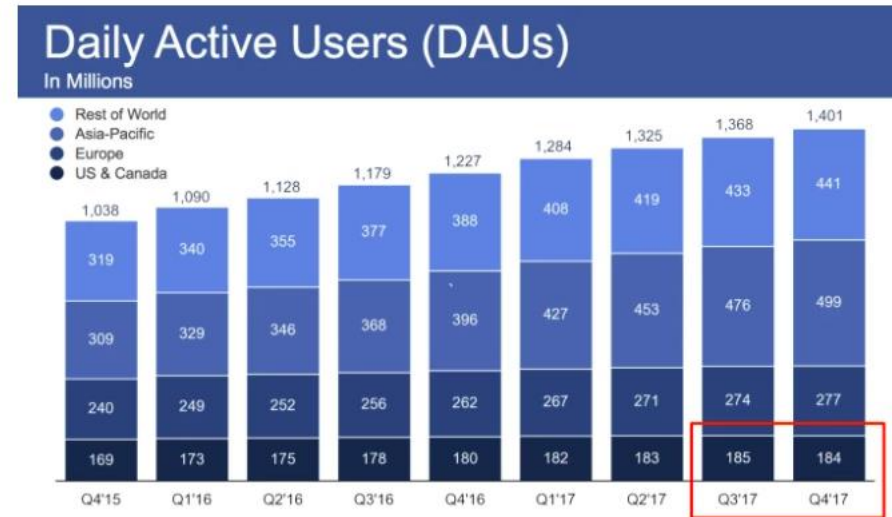


Be where I am



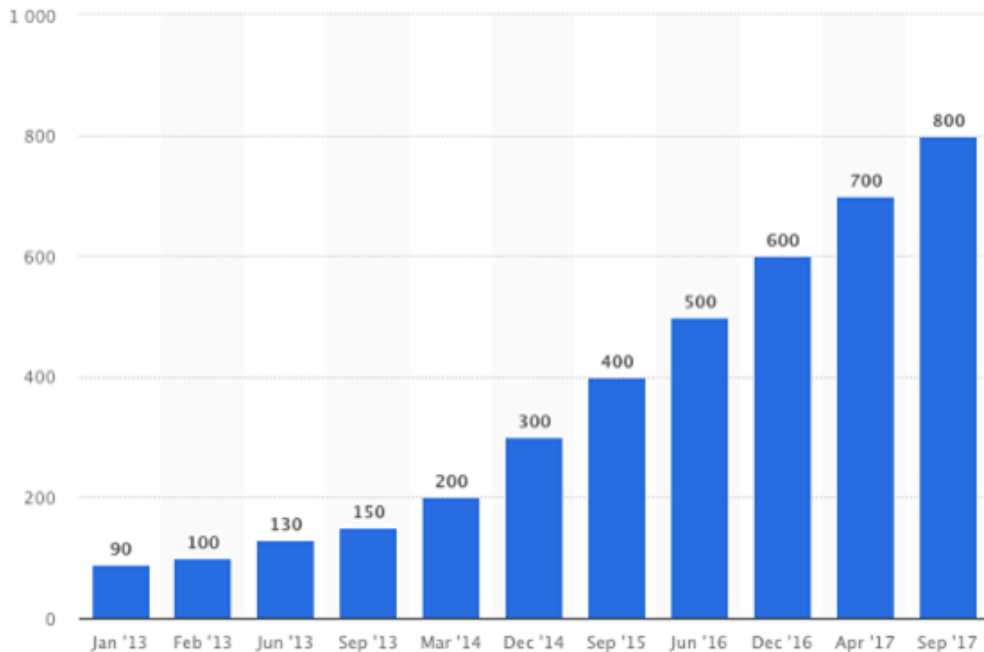
Facebook - Friends, Family, Funds

- 1.45 Billion DAUs
- There has been backlash against Facebook
 - Feed changes reduced time spent on FB by roughly 5%
- Being successful on Facebook means spending money on Ads



Instagram - Facebook's Growth Engine

- 800+ Million MAUs
- Discovery is still possible on Instagram
- Using all 30 Hashtags, Local tags & Influencers helps you generate ToFU traffic



Messenger - Middle (& Bottom) of the Funnel

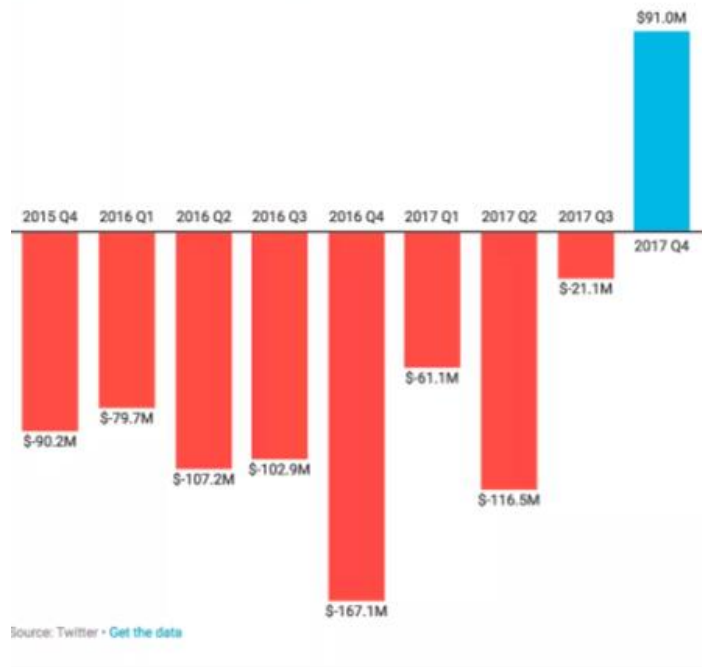
- Users love it
 - From 2B → 8B Growth in 1 year
- 54% of US Social Media users prefer communicating with a brand over Messenger over email, phone and online chat [1]
- 53% of people who message businesses say they are more likely to shop with a business they can message [2]



Don't Count Out Twitter for ToFU

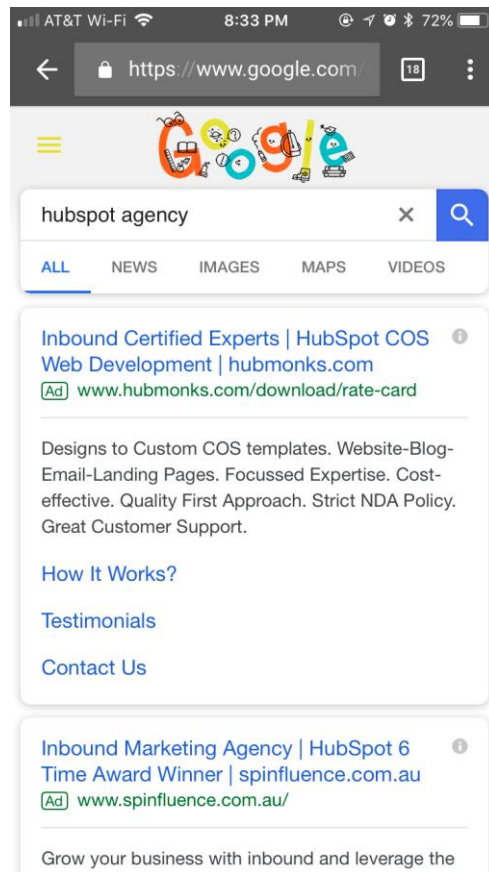
- 330M MAUs
 - Serves more than 2B search queries per day
- 93% of people who follow SMBs on Twitter plan to purchase from them
- Twitter is seriously cracking down
 - New automation rules, Mass account deletions
 - Big changes to have better quality conversations

Twitter's quarterly net income



Ads: Platforms work with Advertisers - Not Against Users

- Digital Ad Spend overtook TV spend in 2017 [1]
 - Google & Facebook represent 84% of Digital Ad spend [2]
- Over 50% of Google's screen real estate is sponsored
- Quality + Targeting >> \$\$
 - Creating ads that feel organic increases reach and keeps ad spend low



In this changing landscape, how does HubSpot help?

I want all my leads in HubSpot


You Asked...
We Built It



Sync All Leads You've Generated from Facebook

- Get all the activity on the contact timeline
- Control which pages sync leads
- *Beta*: Receive new lead notifications & populate dynamic lists

Status: Live to All

 **Facebook ads**

Facebook ads account

User name: Will Dekrey
Ads account: Mindsprout
Date connected: February 22nd 2018

Facebook pixel

Add a Facebook Pixel to your site so you can show targeted ads to your website visitors on Facebook and Instagram.

Facebook lead syncing

People filling out lead ad forms for the following Facebook Pages will sync to your HubSpot contacts. To ensure HubSpot can sync leads from these pages, please verify you have the appropriate permissions in Facebook. [Learn more about Facebook permissions](#)

CONNECTED PAGE	PAGE ID
MallSantas Bootcamp	160009281276046
Kipona Media	122837778403458
Biglytics	1221245121267631
Hubsbot	1357423060964962

[<](#) Prev **1** 2 Next [>](#)

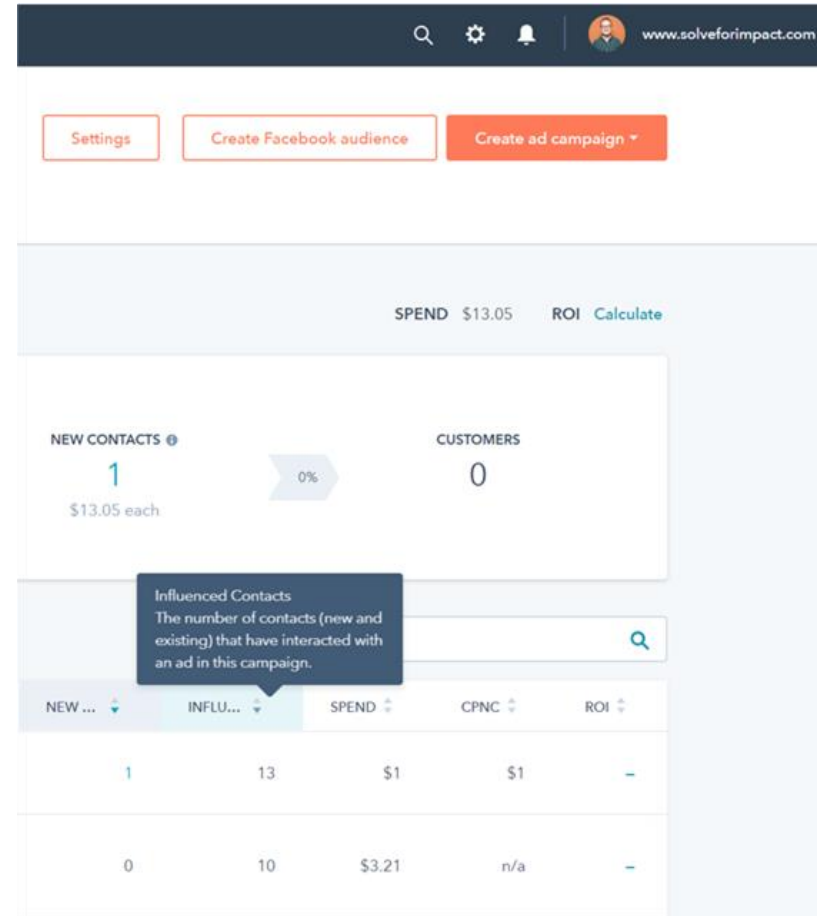
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Influenced Contacts

- Understand how many contacts have interacted with campaigns at any point in their lifecycle
- Create lists of influenced contacts

Ads Add-on

Status: In Beta



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But I manage multiple accounts...

You Asked...
We Built It



Support for Multiple Accounts

- Track & report on performance
- Create multi-account audiences
- Deploy selected pixel
- GDPR

Ads Add-on

Status: In Beta

Ads

Campaigns

Audiences

Analyze

Accounts: 2 accounts selected

Date: Last 30 days

Campaign Status: Enabled

Clear filter

- ☐ Mindsprout
- ☒ Mindsprout
- ☒ Catbound

Across all networks

0%

CLICKS

0

CAMPAIGN NAME

ACCOUNT NAME

TYPE



APRIL IS BIG DATA MONTH
Enabled

Catbound

Lead



Canvas Tracking
Enabled

Catbound

Com



Guide to Nonprofit Career
Enabled

Mindsprout

Link

What about organic?

You Asked...
We Built It




Introducing Instagram

- Publish directly to Instagram
- Measure engagement
- View & respond to comments directly from HubSpot

Status: Live to All

Create new social posts



Posting from: biglytics_dot_net

When: Apr 27,

Here's how Big Data Analysts should fit into your business structure. Who do they report to in your business?

A NEW ORGANIZATIONAL
Smart, connected products require functions with structures that are rapidly evolving. A new functional unit focused on ongoing product development.

Led by a chief data officer, handles enterprise-wide data aggregation and analysis, supports the functions' analytics, and shares information and insights across the firm.


IT ↔ R&D

Deep collaboration reducing the new need for IT to product development, may lead to IT teams embedded in R&D or product design teams with IT representation.




TRADITIONAL FUNCTION (blue box)
NEW FUNCTION (orange box)

UNIT OF ORG.

SOURCE: MICHAEL E. PORTER AND JAMES E. HEWLETT
FROM "HOW SMART, CONNECTED PRODUCTS ARE



Schedule another:



Schedule post (1)

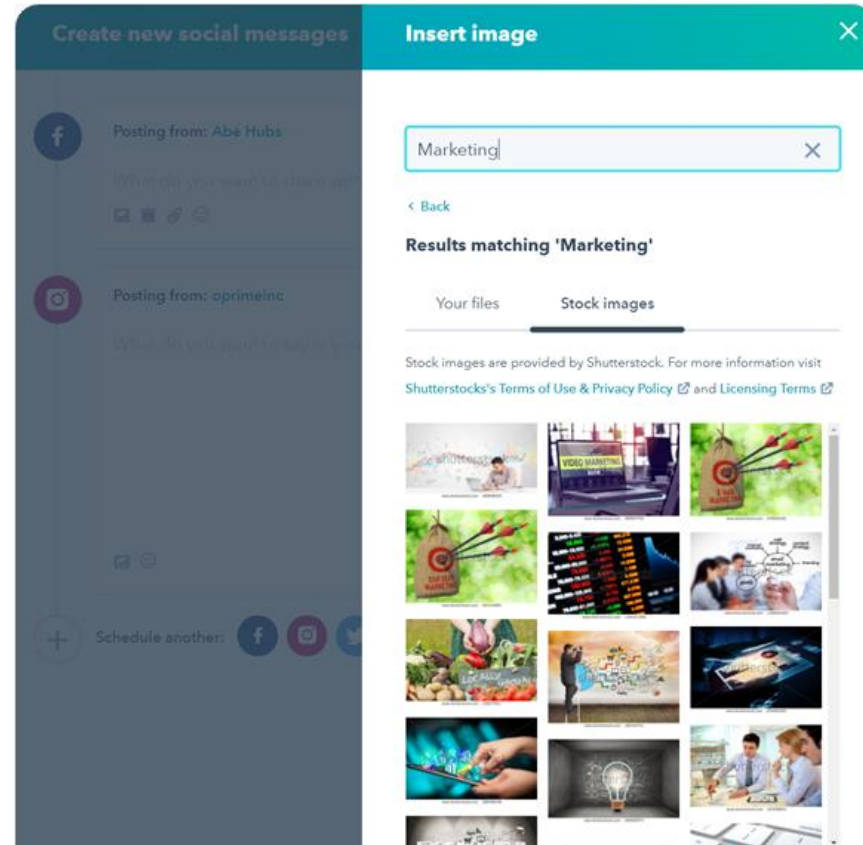
Save as draft

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Shutterstock Integration

- No image? No problem
- 60,000 Royalty-free images to use in your Social media

Status: Live to All



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What should I publish?

You Asked...
We Built It



Introducing Company Streams

- Integration with Rival IQ
- Track up-to 3 competitors directly within HubSpot

Enterprise
Feature

Status: Live to Partners


Sales ▾ Service ▾ Automation ▾ Reports ▾

Marketing Reports Messenger Settings

Top posts for all companies


All networks ▾ Last 30 days ▾

TIME PUBLISHED ▾

 Marketo
marketo.com

Fan of video marketing? Lexie Lu shares six types of videos that your employees will benefit from, as well as tips to create each one.

May 7, 2018
2:00 PM

 Marketo
marketo.com

"Fearlessness should be at the core of all we do," Big Lessons from Marketing's #Fearless50: ow.ly/m9AV30jQ7Q5 by [@istafford625](https://twitter.com/istafford625) pic.twitter.com/pDVq53IWdw

May 7, 2018
1:01 PM

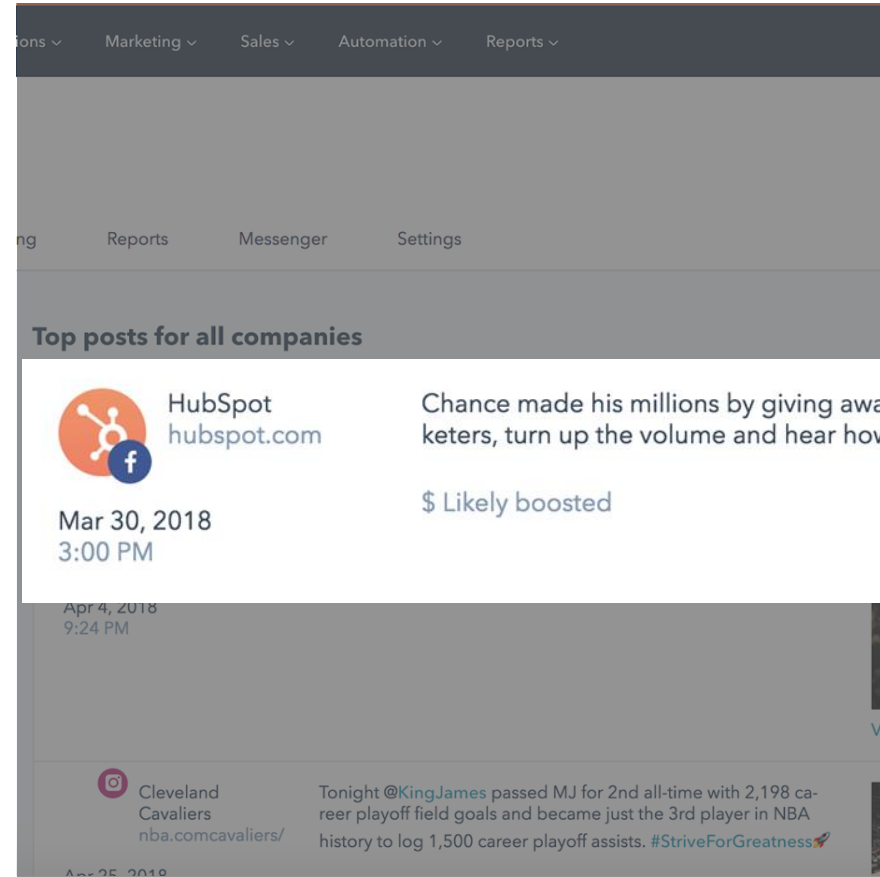
#PARTNERDAY18

Introducing Company Streams

- Prospect new customers, discover hashtags that work, find inspiration for your own posts
- Track organic and sponsored posts

Enterprise
Feature

Status: Live to Partners



#PARTNERDAY18

Can I do it even faster?

You Asked...
We Built It



Bulk Upload for Social

- Now supports FB, LinkedIn, Twitter
- Review & edit posts in HubSpot
- Schedule posts in one-click across networks

Status: Live

The screenshot displays the HubSpot Social Media interface. At the top, a navigation bar includes links for Marketing, Dashboard, Contacts, Content, Social, Reports, and Productivity. Below this, the 'Social Media' section is active, with sub-tabs for Monitoring, Publishing, Reports, and Settings. The 'Publishing' tab is selected, showing a summary of post counts: Published (15), Scheduled (15), and Drafts (0). To the right, there are filters for 'All accounts' and 'All campaigns'. A list of scheduled posts is shown, each with a checkbox, a social media icon, a preview of the post text, and a link. The posts are scheduled for 8/04...

Published	Scheduled	Drafts
15	15	0

Filters: All accounts, All campaigns

POST

- ☐ An interesting peek into 15 things buyers s of your clients should know about this? <https://www.forbes.com/sites/forbesrealesta> 8/04... Link: <https://www.forbes.com/sites/forbesrealesta>
- ☐ An amazing article on SetSchedule, a smar they even hit the market! <https://www.prnewswire.com/news-releases> Link: <https://www.prnewswire.com/news-releases>
- ☐ How many of us use spreadsheets to track harder to find. Take a look at some of the re not helping it! <http://www.goibroker.com/blog/4-myths-of> Link: <http://www.goibroker.com/blog/4-myths-of>

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What about seeing my posts on a calendar?

You Asked...
We Built It



Social Calendar

- Monthly, Weekly & Daily views
- See where you have social gaps
- Drag-and-drop posts across days

Status: Alpha

Social Media

Monitoring

Publishing

Reports

Settings



All accounts ▾

All campaigns ▾

Month

Week

Day

May 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
29	30	1	2	3
				HubSpot HubSpot HubSpot HubSpot
6	7	8	9	10
HubSpot Español - 4:22 pm HubSpot User Group Toky	HubSpot France - 1:39 am HubSpot France - 2:01 am HubSpot France - 3:39 am	HubSpot France - 1:44 am HubSpot France - 2:17 am HubSpot France - 3:36 am	HubSpot Español - 3:48 pm	
	7 more	7 more		
13	14	15	16	17
HubSpot User Group Toky		HubSpot - 10:00 am HubSpot - 10:00 am	KOSYKES - 6:25 pm Stefano Gasbarrino - 6:25 p J Gonzalez - 6:25 pm	HubSpot HubSpot

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Conversions don't just happen on-site anymore

Messenger

accengage

ASSIST

B-B-E



THEBOTPLATFORM

bothub

THE
CHATBOT
FACTORY

chatchamp

Chatfuel

CONVERSABLE

Conversocial

dimelo

Flyt

freshchat

GENESYS

HubSpot

iAdvize

isobar



Kata ai



KeyReply

Lithium



LIVEPERSON



ManyChat



Massively

mobile

OCTANE AI

ORACLE

page365

POWER

reply.ai



service cloud



SERVICE FRIEND

ShopMessage

smarters

smooch

snaps

social gear

SPECTRM

Spredfast

sprinklr

take



ubisend

live



WHATSQUARE

yalo

zendesk



Messenger & HubSpot

- Simple persistent menu setup
- “Typically Replies Instantly” badge
- Continue the conversation when you’re ready

Status: Live to Partners

Greeting ⓘ

Engage, teach and inspire through the power of rock & roll - helping music fans make connections to their favorite Inductees and artists in Cleveland

1

Menu

Have commonly asked questions (ex. business hours or contact us) on Messenger? Get ahead of these with a smart preset menu.

PLAN MY VISIT



WHO'S IN



STAY CONNECTED



Preview

Greeting

Chat



Rock & Roll Hall

History Museum

649,580 people like this

Typically replies instantly

Engage, teach and inspire through the power of rock & roll - helping music fans make connections to their favorite Inductees and artists in Cleveland and Ohio

When you tap Get Started, Rock & Roll Hall of Fame will see your public information

Get Started

#PARTNERDAY18


Messenger Conversion Flows

- Add “Message Us” CTAs
- Send content through Messenger
- Conversations & Contacts automatically sync to CRM


Status: Live to Partners

[← Back to Messenger flows](#)

Select a Messenger flow type




Content offer
Deliver an ebook, white paper, or other piece of content




Event or Webinar
Register people for your event or webinar and send them all the information they need to attend.


COMING SOON




M2
Information
0 people like




Hi [First Name], I'm so interested in our offer.



Before I send it along, email address?



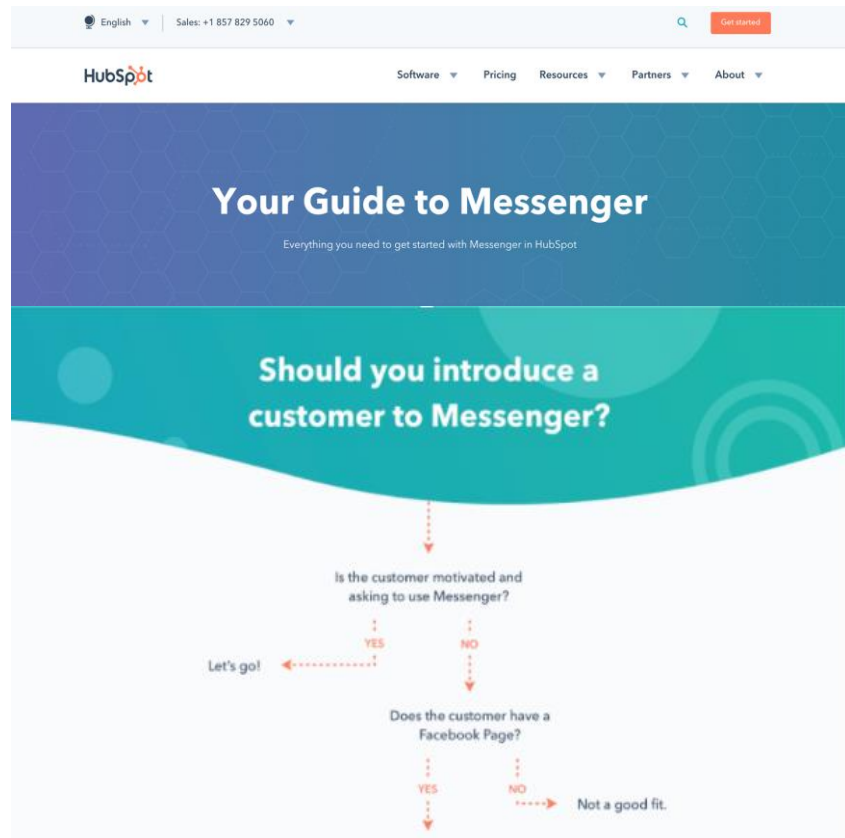
Perfect. I don't want you on other offers that you. What's your job title?

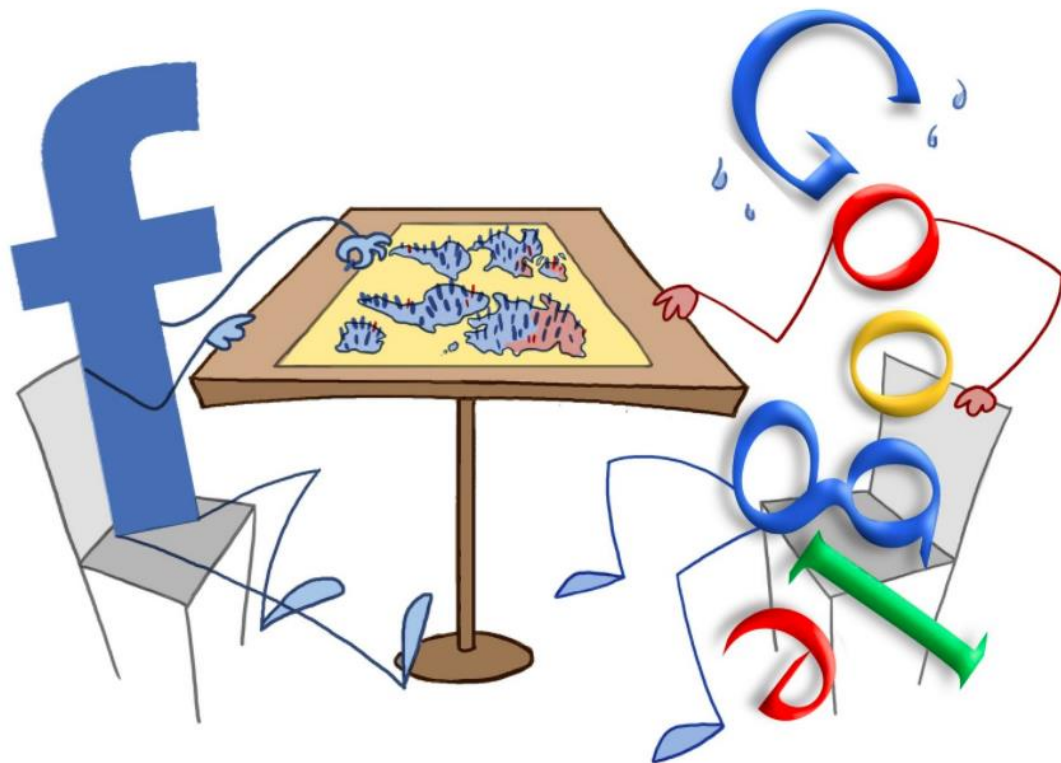


Thanks! Here's a link to the offer.

The Agency Guide to Hubspot + Messenger

- Product Walkthroughs
- How to select good fit customers
- Conversational copywriting tips
- Form to submit your customers for early access





To Recap: Check out these resources

- [How to introduce Topics over Keywords with clients](#)
- [Agency Guide to getting started with Messenger](#)
- Reach out with ideas or questions - thanks in advance! adefranco@hubspot.com
- Content | dmarmer@hubspot.com - Media

The background is a solid orange color. It features several decorative elements: a small solid orange circle on the left side, a large solid orange circle in the bottom left corner, and a series of concentric orange arcs in the top right corner.

THANK YOU

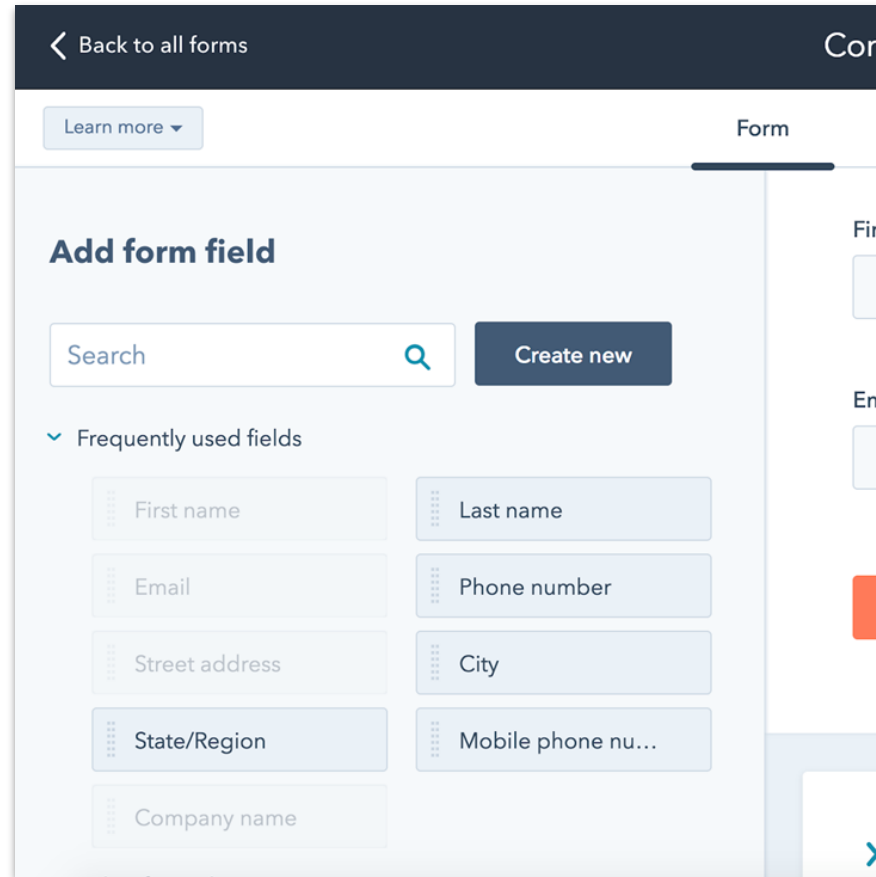
#PARTNERDAY18

The background is a solid orange color. There are several abstract circular shapes: a small solid circle on the left, a large solid circle at the bottom left, and a series of concentric circles on the top right.

Questions?

Forms That Grow Your Relationship

- Modernized UI
- Free in HubSpot CRM
- Easy setup of progressive profiling



The screenshot displays the 'Add form field' interface in HubSpot CRM. At the top, there is a dark blue header with a back arrow and the text 'Back to all forms'. Below this, a light blue bar contains a 'Learn more' button with a dropdown arrow and a 'Form' tab. The main content area is titled 'Add form field' and features a search bar with a magnifying glass icon and a 'Create new' button. Under the 'Frequently used fields' section, which is expanded with a downward arrow, there is a grid of field options. The fields are arranged in two columns: 'First name', 'Last name', 'Email', 'Phone number', 'Street address', 'City', 'State/Region', 'Mobile phone nu...', and 'Company name'. Each field option is represented by a light blue box with a small icon on the left and the field name in the center.

We've significantly improved

Forms and Meetings

Book Meetings From Your Website

- Directly Book Sales Meetings
- Configurable Meetings
- Available on Marketplace

The screenshot shows a web application interface for booking meetings. On the left is a dark blue sidebar with icons for an eye, a bar chart, a cube, and a plus sign. The main content area has a top navigation bar with a link to 'Back to website pages' and tabs for 'Content' and 'Settings'. Below the navigation, there's a section titled 'Meetings module test' with an 'Options' link. Under the 'Content' tab, there is a 'Meeting field' dropdown menu currently showing 'This is rose's test'. At the bottom of the form are two buttons: 'Save and go to module list' and 'Apply'. On the right side of the screen, a calendar is partially visible, showing dates from Sunday to Friday.

< Back to website pages

Content Settings

Save and go to module list

Meetings module test

Options

Content

Meeting field

This is rose's test

Save and go to module list Apply

SUN
25
1
8
15
22