Acme, Inc.

Quarterly Strategy Report

July 2016

Executive Summary

Over the last quarter we have begun addressing the areas where there would be the greatest impact on Acme's inbound strategy. Specifically, the majority of our efforts have been focused in two areas:

1) Establishing a playbook for global use of HubSpot
2) Moving the Corporate section of the website to HubSpot for easier management and maintenance of these pages
3) A Workflow campaign to create an optimal user experience throughout the onboarding process

Working with the team, the majority of these efforts have been effectively set in motion. To date, the global playbook has been put in place but, the Corporate pages and Workflow campaign still need to be completed.

Aside from the shared inbound initiatives above, notable inbound results include a 50% month-over-month growth of blog traffic since September 2015, and a positive growth trend of organic traffic to the website, reflected in the Sources report.

Digging deeper, the number one opportunity we can address is to making progress towards the SQL and subscriber growth goals. To do this, we should start with the Blog and Request a Demo pages. These pages are getting a lot of traffic but, the conversion rates are low. Generating leads from these pages should be a top priority.

Recap of Consulting Time Utilized

April

Identified important foundational items that needed to be completed to help Acme hit the ground running with future campaigns. This initiative included creating lists for audience segments, setting up email types, data clean-up & normalization and the creation of a Global Guide and training curriculum to distribute to the team. This initiative was successfully completed.

May

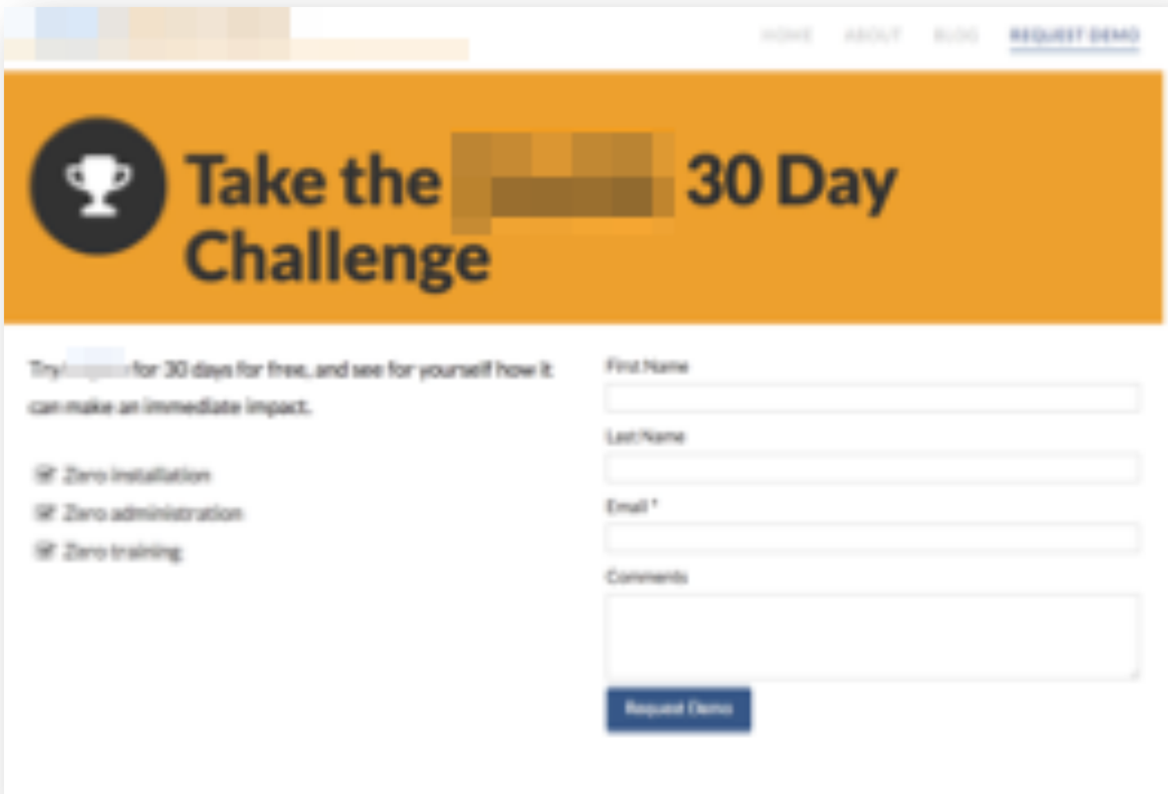
Worked together to move the corporate pages over to HubSpot from the main website. These pages would live on corporate.acme.com. This included the creation of 10 templates and 19 pages. These pages are ready but, still need to be published.

June

Outlined a strategy for onboarding contacts from the time they become a new user to the point at which they may become an inactive user, and everything in between. We chose to leave existing engagement nurturing running through the native Acme system based on internal pushback from IT. This campaign was started but not completed.

Demo & Blog Conversion

Opportunity: The Blog and Request a Demo pages are getting getting a lot of traffic but, the conversion rates are low. Generating leads from these pages is a top priority.



Context:
This Request a Demo page doesn't tell visitors enough about what the demo entails, what value it will provide and what I should do next.

There seems to be misalignment with the text as well, i.e. After submitting to request a demo, the thank you page refers to a free trial not the "30 Day Challenge".

Take a look at the [HubSpot Demo landing page](#) as an example. You may want to provide two different CTAs: a trial and a demo, if they are separate offers.

Form:
The other issue with this page is the form. First, Last and Email are good but, what comments would I be leaving on this page? I also think this is a case where adding more questions might increase conversion. I would recommend asking questions that would help you provide a more informed demo to the lead. If you could ask them about themselves before getting on the phone, what would you want to know?

I've created a new demo request form for you. Please feel free to change or edit as you see fit.

More Conversion Opportunities
The two conversion opportunities you have on your website right now are for people who are at the Decision stage (Demo) and not yet even in the buyer's journey (blog subscription). This means there is a large gap for people who are looking to learn more and who are considering various options for an internal information infrastructure.

This gap usually represents the majority of the visitors to a website. Last month .47% of your website traffic filled out a form. The remaining 99.53% of visitors did nothing. This means there is a huge untapped segment of your website traffic we need to pay attention to.

By creating downloadable content that appeals to this group you can start to convert people sooner and nurture them to a point where they are ready for a demo. If they are not ready, encouraging them to subscribe to the blog will provide them with continued education until they are.

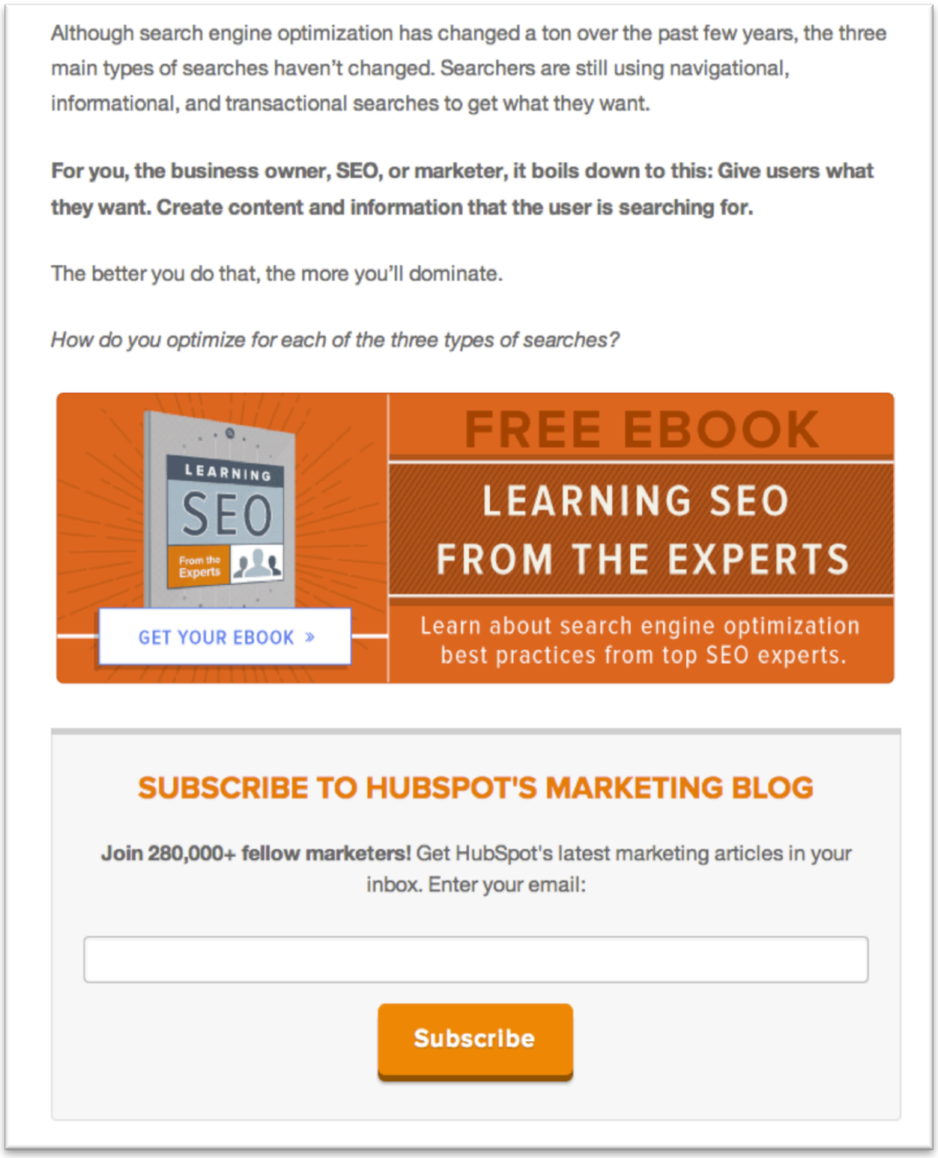
This downloadable content usually includes educational information to help people better understand a problem that they are faced with or need that they have. It comes in the form of whitepapers, eBooks, guides, self-assessments, checklists, and a variety of other formats.

Placement of Conversion Opportunities

In order to get more people to subscribe to your blog, it is necessary to make that option as available as possible. Currently, you have a subscription form on the right side of your individual posts. Additionally, because you are trying to increase your subscribers, I recommend including a CTA at the bottom of your blog posts for people to subscribe and/or as a slide-in CTA to catch reader's attention as they scroll through your posts.

In addition to the subscribe CTA, once you have more downloadable content to offer your website visitors, a CTA to this content should also be included.

Example:



Email to Engage Blog Readers

In conjunction with catching your readers' attention with CTA's, you can also consider making a smart list of your contacts who have read multiple blog posts but have not subscribed yet.

Including a CTA in your workflows, specifically near the end of a workflow for contacts who do not appear to be engaging, can be a good way to stay in front of your contacts who are not ready to become users but are interested in your content.

Next Steps:

- ❑ Improve the request a demo form and landing page by adding in more context for the value of the demo, asking thoughtful questions on the form and setting clear expectations for what happens after the form is filled out.
- ❑ Starting with the Page Performance tool, look at the top 15 viewed pages. If there is a CTA, evaluate whether it is the most appropriate CTA for that page, based on the stage in the Buyer's Journey it relates to. If there is not a CTA, what CTA(s) could be added to convert visitors? Think about opportunities beyond just the Request a Demo.
- ❑ Add "Subscribe" CTA's to all blogs as a static CTA or slide-in CTA.
- ❑ Where applicable, add a CTA for blog readers to download one of your eBooks or guides.
- ❑ Create a smart list of contacts who should be sent a "Subscribe to the Blog" email. Create the email and send.
- ❑ Identify which automated emails and workflows have opportunities to engage contacts by adding a CTA to subscribe to the blog.