



Quick Wins with HubSpot Marketing Free



Casey McGaw

Senior Customer Success Manager





Who is already a **HubSpot** user?



Free Email Marketing – Now in the Free HubSpot CRM

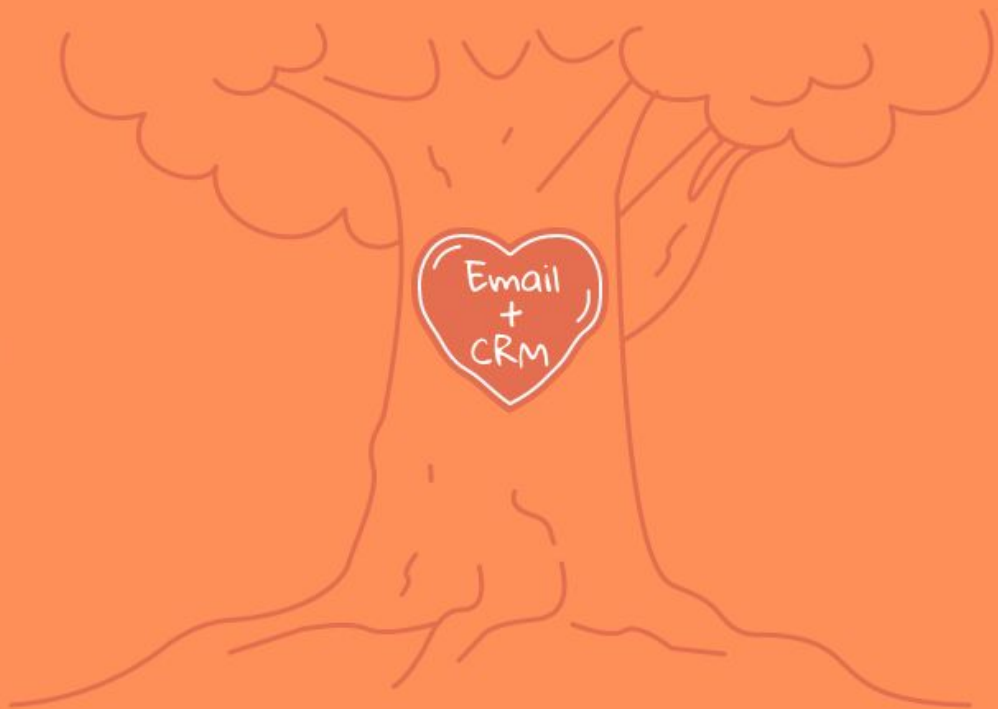
Email *loves* CRM

And Love Shouldn't Cost a Thing

Send email for free in HubSpot's CRM – not just because it's free, but because it's powerful. Email + CRM. Some things are just better together.

Get free email + CRM

Learn more



Get Started With HubSpot

Whether you want to increase leads, accelerate sales, organize your contacts, or better serve your customers, HubSpot has a solution to help you grow.



Organize your contacts, get deeper insights on every lead, and monitor deals with ease – all for free.

 Now with free email marketing

[Get free CRM](#)



HubSpot

HubSpot CRM is 100% free. Forever.



Have an account? [Sign in.](#)

Create your free CRM



Sign up with Google

OR

First name *

Last name *

Email address *

Use your work email address if you're using HubSpot CRM for business.

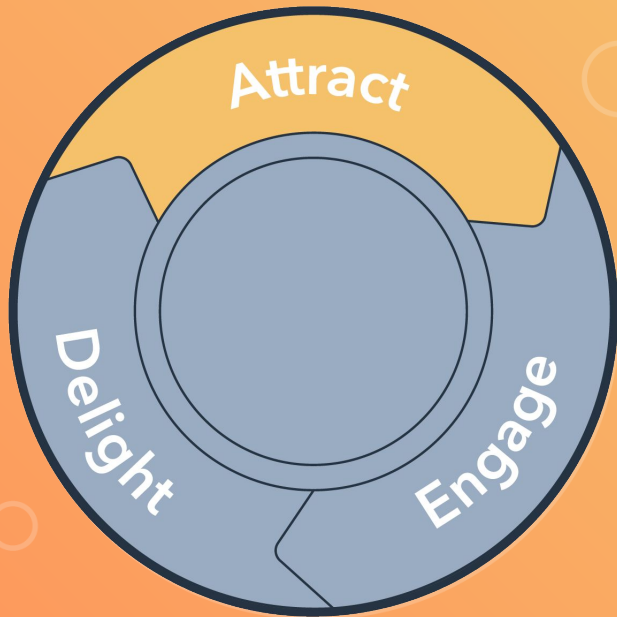
Password *

[Show Password](#)

Get HubSpot CRM

By creating a HubSpot account, you're agreeing to accept the [HubSpot terms of service.](#)

We're committed to your privacy. HubSpot uses the information you provide to us to contact you about our relevant content, products, and services. You may unsubscribe from these communications at any time. For more information, check out our [Privacy policy.](#)



Attract

Earn your people's attention, don't force it. Attract visitors with useful content and eliminate barriers as they try to learn about your company.



A photograph of a crowded subway train, heavily overlaid with a teal/cyan color filter. The train is packed with people, and the scene is set in a tunnel. The text "So how do we attract their attention?" is written in white on the right side of the image. There are some glowing bokeh effects in the background.

So how do we attract
their attention?

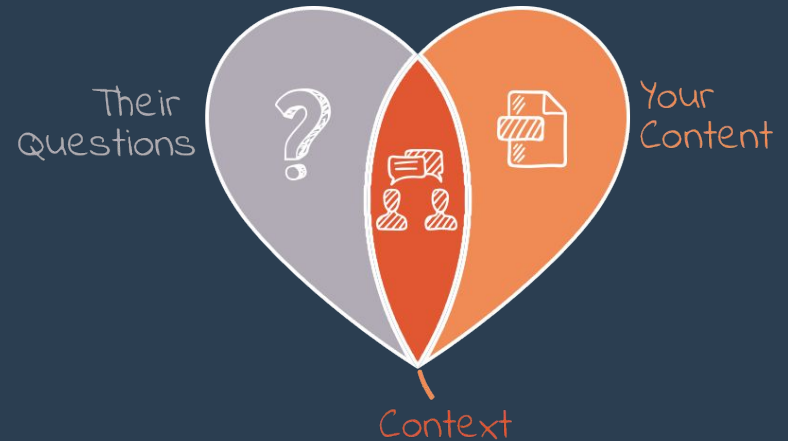


The Buyer's Journey



Helpful content is contextual content, meaning that it relates directly to the question being asked, outcome being sought, or an aspirational goal.

That shows why you're a **thought leader**.



 Master your page performance tool.

ATTEND THE HUBSPOT ACADEMY TRAINING CLASS

Master the art of
Inbound Marketing
with HubSpot Projects.

GET STARTED TODAY

GET INBOUND CERTIFIED.



Join the leagues of inbound-savvy marketers around the world and get your free Inbound Certification at HubSpot Academy!

START TODAY >>

Context Appropriate Content

Offer content of **value** in exchange for information.

Featured Download:

THE 30 GREATEST LEAD GEN
TIPS, TRICKS & IDEAS



Download Now

FREE WORKBOOK



Get Started with Content Marketing



Grow your list fast with
free email capture software

Convert more visitors to leads. Get started
for free today.

Convert More Visitors

Hey there! Check out this
free SEO guide designed
to help you separate fact
from fiction.



Did you know?

HubSpot offers a FREE Inbound Course & Certification

Learn in a weekend:

SEO | Blogging | Email | Nurturing
Landing Pages | Conversion | Smarketing



GET TEMPLATES >

FREE TEMPLATES

13 CUSTOMIZABLE
EBOOK TEMPLATES

Create attractive and engaging ebooks
for your audience with these free templates.

FREE EBOOK

An Introduction to Lead Generation

A starter's guide to converting website
visitors into leads for your business.



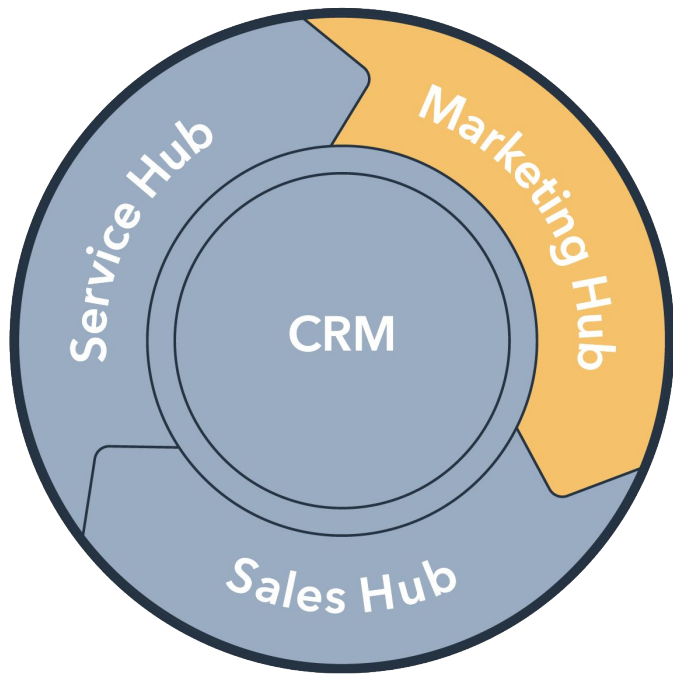
Download Now

A person is sitting at a wooden desk, writing in a notebook with a green pen. In front of them is a white cup of coffee with latte art. To the right is a laptop with a sticker that says "FOR FILTER COFFEE NOT PEOPLE". The scene is dimly lit, suggesting an indoor setting like a cafe or office.

So **how** do we do this?



HubSpot Marketing Hub



Marketing Tools

Ads

Forms

List segmentation

Pop-up forms

Email marketing



We're going to start here.



Pop-up Forms



- Allow you to easily create a user-friendly, mobile-optimized conversion path.
- You can have multiple lead flows performing different objectives on your website
- This is a 3-step flow on your site allowing you to capture leads and gain insights about your customers
- Can collect up to 4 pieces of information (typically 1-2)



NEW BREED +

WORKSHOP: BEGIN AT THE BEGINNING

What makes your prospects tick? Are your revenue goals aligned with your customer lifecycle realities? Our onboarding workshop sets the stage for us to develop a strategy rooted in industry insights, experience and a deep knowledge of your customers — the fastest and most reliable way to achieve your goals.



Discover Your Inbound Growth Strategy

You're being held to higher standards than ever. That's why a clear strategy and reporting plan is more important than ever.



Hit Your Revenue Goals

A visitor-to-customer funnel makes it easy to understand marketing's necessary short- and long-term goals and tactics.



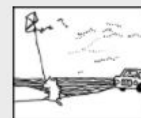
Scale Your Messaging and Targeting

Clearly defined buyer personas help align your sales and marketing teams around the ideal targets.



Get Organizational Consensus

Our workshop brings together key stakeholders to develop strategy in tandem, leaving you with full team buy-in.



Dear Sir/Madam:

I too have grown weary of hand-wavy business advice. Get my most poignant thoughts on marketing and tech. It'll be...different.

Email

Send me the good stuff

Easily Capture Leads on Your Website

Set up contact & lead capture forms on your website in minutes, or sync your existing forms to your Leadin database. No coding required.

LEARN MORE



What can I use a pop-up form for?

Downloadable Content

- eBooks
- Templates
- Whitepapers
- Checklists

General Offers

- Newsletter subscription (before you go)
- Discount codes/coupons
- Subscribe for a discount

Connect to Sales

- Trial
- Demo
- Contact Us
- Free Consultation



Consider:

- ✓ **Popup Type**
Does the value of the pop up match its interruptive nature?
- ✓ **Targeting**
Where will this lead flow appear? Are you contextualising its appearance?
- ✓ **Visual**
Do you have a relevant image? Are you brand aligned?
- ✓ **Triggers**
Ensure that your flow triggers are appropriate. Exit intent vs time delay
- ✓ **Device**
Would having this pop up on mobile drive up conversions or result in a bounce?
- ✓ **Follow Up**
While not directly part of a Lead Flow - what is the next step for this conversion?





Let's get into the tool and have a look...

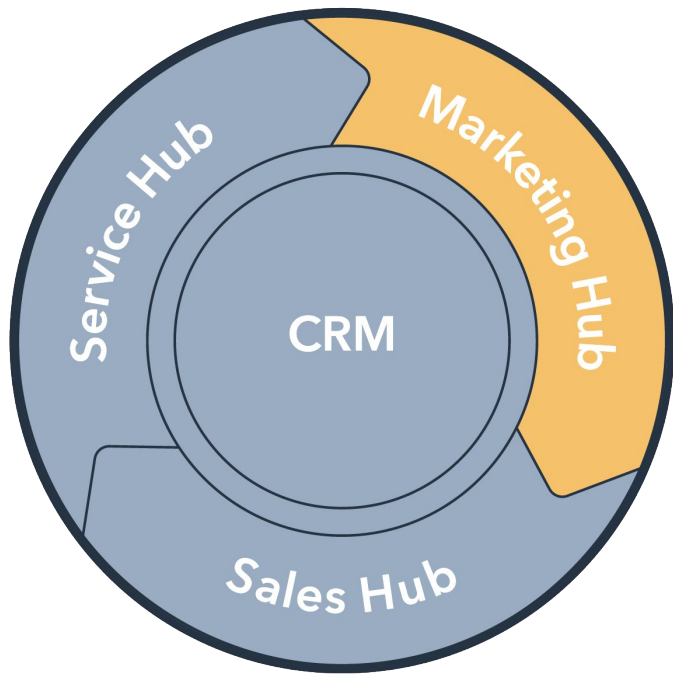


A hand is holding a pink frosted donut with colorful sprinkles and a lit candle. The background is a light brown surface covered with colorful confetti. The text "We've managed to generate leads, now what?" is overlaid on the image.

We've managed to generate leads, now what?



HubSpot Marketing Hub



Marketing Tools

Ads

Forms

List segmentation

Pop-up forms

Email marketing



How do we nurture them?



Email



- Create, personalise, and optimise your marketing emails without waiting on designers or IT.
- Use CRM Data to personalise your email content
- Leverage List to segment your database to ensure you're targeting the *right* people with the *right* content.
- Analyse your opens and click-through-rates to make data-driven iterations on your strategy.



What can I use emails for?

Awareness

- Content Promotion: Use email to share relevant blog content or useful assets with your prospects.
- Lead Generation: Entice your subscribers to provide their personal information in exchange for an asset that they'd find valuable as they identify their problems.

Consideration

- Lead Nurturing: Delight your prospects/customers with content that can help them identify a solution.
- Product Marketing: share customer testimonials, videos highlighting your products/services, live webinars for demos.

Decision

- Offer: Share promotions/discount codes to help push the prospect consider you as a vendor of choice.
- Sell: Prompt them to pursue a free demo or trial, and share your competitive advantages



Consider:

- ✓ **Copy**
Is your email copy consistent with your voice and limited to only one topic?
- ✓ **Images**
Are your images optimised, eye-catching and relevant
- ✓ **CTA**
Does your call-to-action lead to a relevant offer, and does it stand out?
- ✓ **Timing**
Supposedly, Tuesday at 11am ET is the best day and time to send your email...
- ✓ **Responsiveness**
Is your email optimised for different devices - particularly mobile?
- ✓ **Subject Line**
Use clear, actionable, enticing language that is personalised and aligned with the body of the email.
- ✓ **Personalisation**
Write every email like you're sending it to a friend. Be personable.



But most importantly, consider...



Customer Status



Lead Source



Time of Year



Time Zone

EMAIL SEGMENTATION



Purchase History



Target profile



Geography



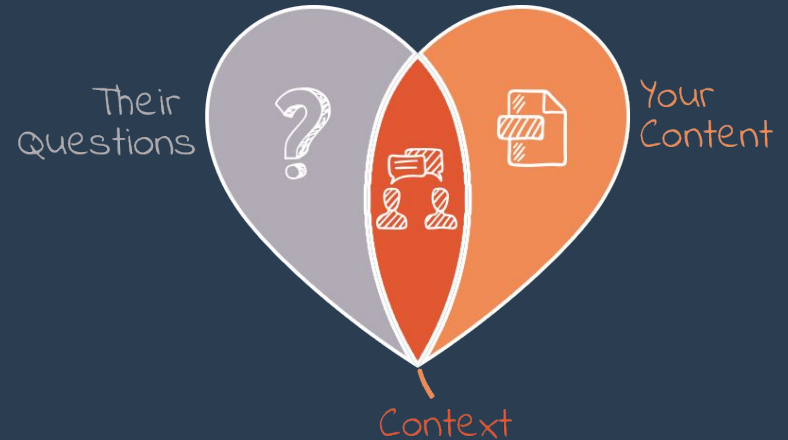
Job Title



Your entire database will *not* find the same content helpful.

Helpful content is contextual content, meaning that it relates directly to the question being asked, outcome being sought, or an aspirational goal.

That shows why you're a **thought leader**.





Let's get into the tool and have a look...



Questions?



Thank you