

HOW TO TURN STRANGERS INTO WEBSITE VISITORS

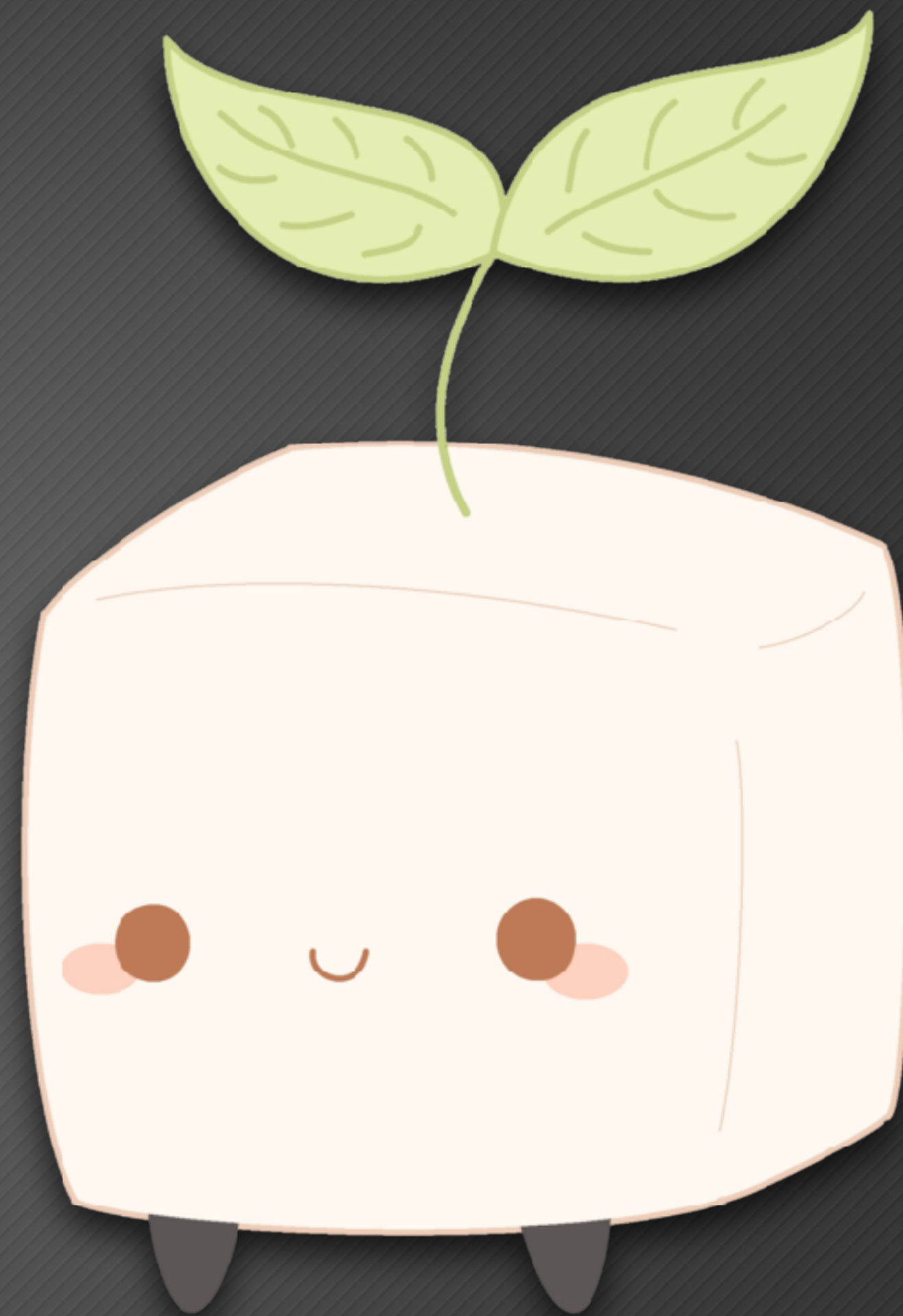


Elissa Hudson
HubSpot | @xELISSA



#GrowWithHubSpot

TOFU





Attract Visitors

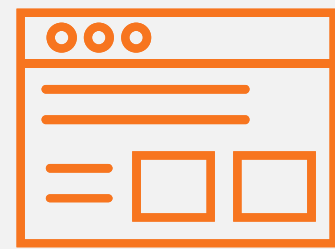
Convert Leads

Close Customers

Top of the funnel:
Any marketing activities that increase brand awareness & traffic

CONTENT

attracts strangers to your website.



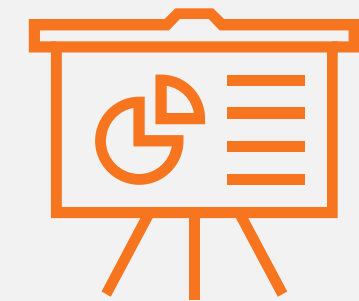
Blogs



**Photos &
Infographics**



**Videos &
Podcasts**



**Presentations
& Ebooks**

AGENDA

1. **Content Creation**
2. **Content Optimisation**
3. **Content Distribution**
4. **Content Analysis**

1

Content CREATION

WHO
are you creating
content for?





CEO
Tom



Finance
Frank



Human
Resources
Hannah



Create a buyer persona based on your ideal customer.

AGENCY ADELINE

Demographics:

- Boutique agency (5-20 employees)
- Account Manager
- Undergrad Degree
- Aged 30, career-orientated

Goals:

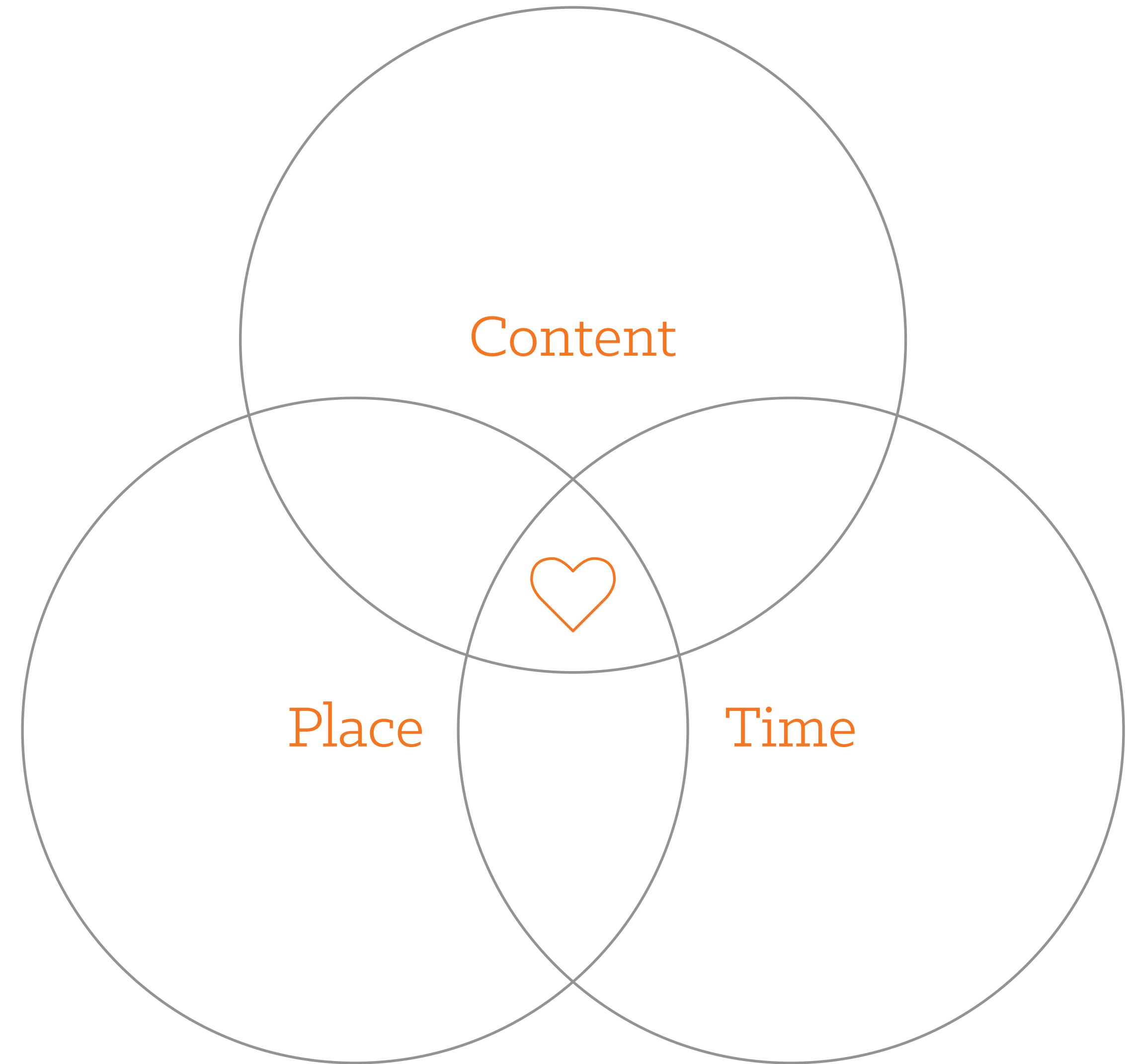
- Grow revenue for agency
- Increase KPIs for clients
- Be recognised as a top agency

Challenges:

- Unpredictable amount of work
- Client retention
- Can't find metrics to validate success



**YOUR
BUYER
PERSONA
INFORMS
YOUR
STRATEGY:**



How do you decide

WHAT CONTENT TO CREATE?



Ask yourself:

WHAT'S YOUR PERSONA SEARCHING FOR?



1.

ANSWER THE PUBLIC



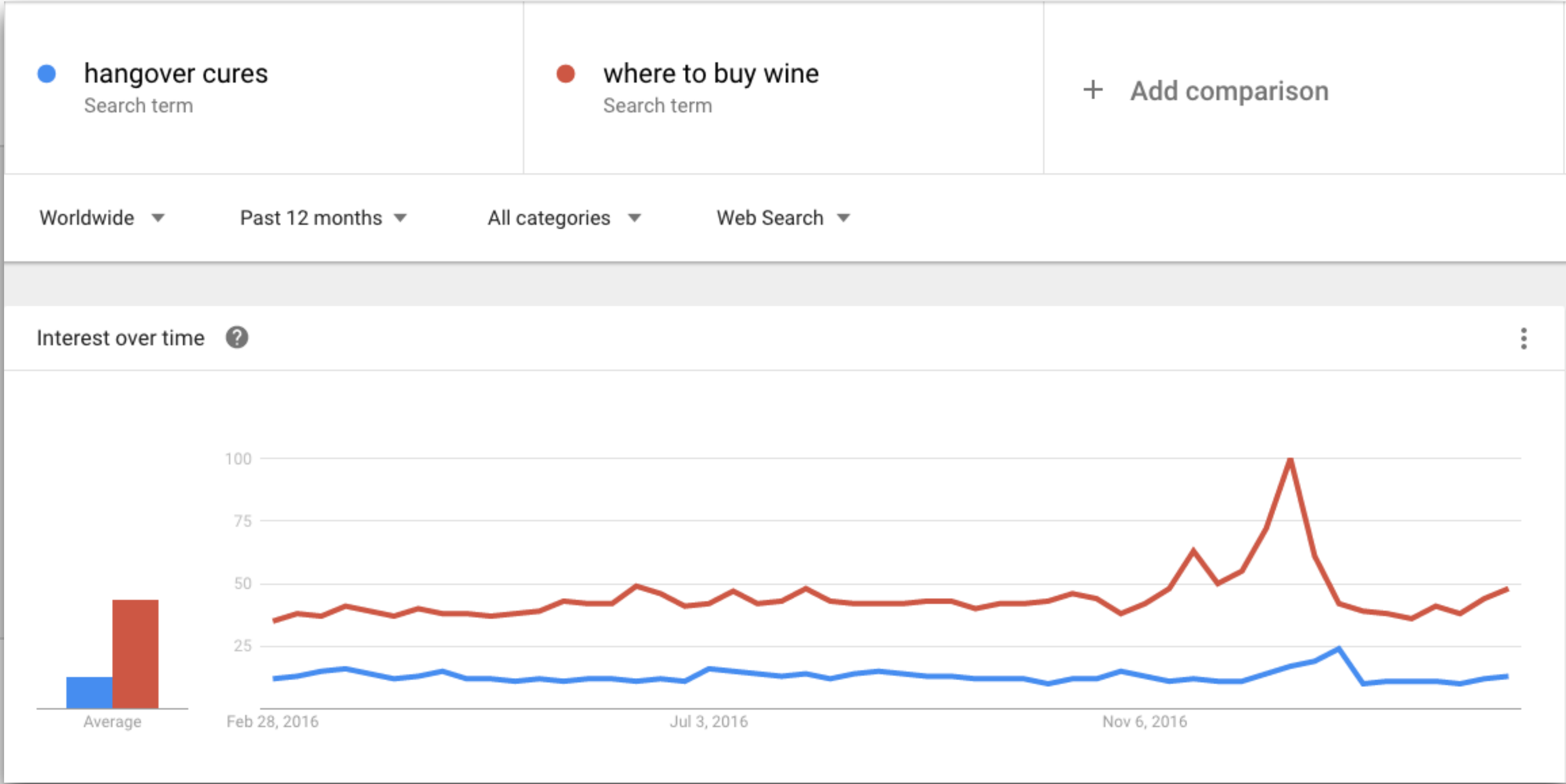
2. GOOGLE ALERTS

The screenshot shows the Google Alerts web interface. At the top left is the Google logo. On the right, the user's name 'Lauren' is displayed next to a grid icon, a notification bell, and a profile picture. The main heading is 'Alerts' with the subtitle 'Monitor the web for interesting new content'. A search bar contains the text 'inbound marketing'. Below the search bar, a message states 'This will create an email alert for pedigo.lauren@gmail.com.' with a blue 'CREATE ALERT' button and a 'Show options' dropdown. The 'Alert preview' section is divided into two news items. The first item is titled 'Inbound Marketing And Tech: A Match Made In Heaven' from 'Tech Cocktail', with a snippet: 'Unless you have been living under a rock the past few years, you should already know about inbound marketing. This phenomenon first came on the ...'. The second item is titled 'Inman Demo Day - Inbound marketing: Generate, nurture, and close more leads with Pipeline ROI' from 'Inman.com', with a snippet: 'This webinar includes a free download of Pipeline ROI's Inbound marketing kit for real estate—full of eBooks, checklists, templates, and more—plus a ...'. Both items include small thumbnail images.

3. BUZZSUMO

The screenshot displays the Buzzsumo Pro interface. At the top, there are navigation tabs for 'Content Research', 'Influencers', and 'Monitoring'. Below this is a secondary navigation bar with options like 'Saved Content', 'Most Shared', 'Trending Now', 'Backlinks', 'Content Analysis', and 'Facebook Analyzer'. The main search area features a search bar with the query 'big data', a search button, and buttons for 'Export' and 'Create Alert'. A filter sidebar on the left allows users to filter by date (e.g., 'Past Year' is selected), language, country, and content type (e.g., 'Article', 'Infographics'). The search results are sorted by 'Total Shares' and show a list of articles with columns for social media shares: Facebook Engagements, LinkedIn Shares, Twitter Shares, Pinterest Shares, Google+ Shares, Number of Links, and Total Shares. Two articles are visible: 'The Largest Ever Analysis of Film Dialogue by Gender...' and 'Election Update: Women Are Defeating Donald Trump...'. Each article entry includes a 'View Backlinks' button and a 'Share' button.

4. GOOGLE TRENDS



5.

GET IDEAS FROM REAL, LIVE HUMANS.



**Internal
documents**



**Rants from
executives**



**Talk to
sales reps**



**FAQs from
customers**
(and those who didn't
turn into customers)



**Industry
podcasts**

What makes your content

COMPELLING?



Value



Relevance



Timeliness



Uniqueness

What format best serves your **AUDIENCE?**

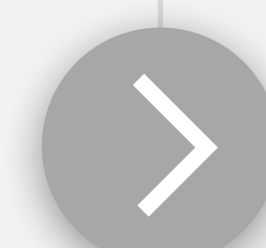
AWARENESS STAGE

- Free White-papers
- Free Guides & Tips
- Free eBooks
- Free Checklists
- Free Videos
- Free Kits



CONSIDERATION STAGE

- Free Webinars
- Case Studies
- Product Spec
- Free Events



DECISION STAGE

- Free Trials
- Demos
- Free Consultations
- Estimates or Quotes
- Free Samples & Discounts

Skyscraper technique: TAKE SUCCESSFUL CONTENT & CREATE A 10X BETTER VERSION.

freelance hourly rate Search! Export Create Alert

Enter a topic or domain: big data, cnn.com. [Advanced Search Options](#) [Save Search](#)

Results not relevant enough? [Search for "freelance hourly rate" instead](#) (exact match).

Sort by: Total Shares Page 1 of 4

	FACEBOOK SHARES	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES
Infographic: How to Calculate Your Freelance Hourly Rate creativelive.com - More from this domain By Ryan Robinson - May 28, 2015 Article Infographic	5.8k	213	656	1.3k	157	8.2k
Are You A Freelancer? Confused About Hourly Rates? Use This Calculator fastcodesign.com - More from this domain By Sophie Weiner - May 11, 2015 Article	4.8k	240	480	0	76	5.6k

2

Content

OPTIMISATION

LET'S SAY YOU'RE CREATING BLOG CONTENT

13x

companies who prioritise blogging are 13x more likely to achieve a positive ROI.



The screenshot shows a blog post interface with a navigation bar at the top containing 'MARKETING', 'SALES', 'ALL TOPICS', and 'NEW POSTS'. The post is dated 'June 29, 2017' and has the title 'Is Facebook Messenger the New Email? 3 Experiments to Find Out'. The author is listed as 'Written by Elissa Hudson & Justin Lee'. Below the title is a blue illustration of a robot's hands. To the right of the illustration is a 'SHARE' section with buttons for 'Tweet' (338), 'Share' (422), and 'in Share', along with an email icon.

June 29, 2017

Is Facebook Messenger the New Email? 3 Experiments to Find Out

Written by [Elissa Hudson & Justin Lee](#)



SHARE

- Tweet 338
- Share 422
- in Share
- ✉

Let's just come out with it: Email is becoming less effective for marketers. It might not be dead yet, but it's not exactly the shiny new channel it used to be. Just think about your own inbox -- how many marketing emails are you subscribed to that you delete without opening? We thought so.

The Anatomy of

BLOG CONTENT

HEADLINE

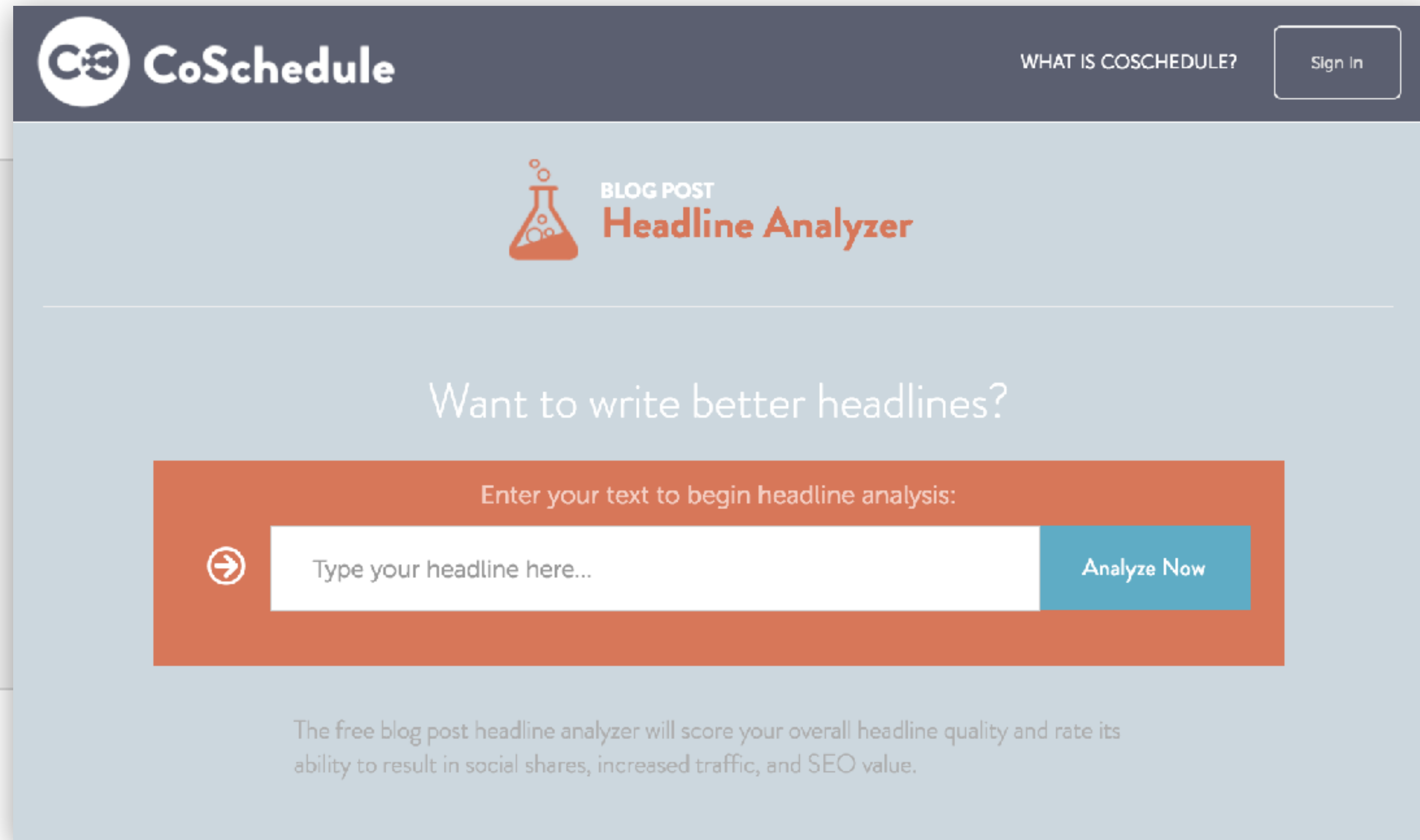
BODY COPY

CALL-TO-ACTION

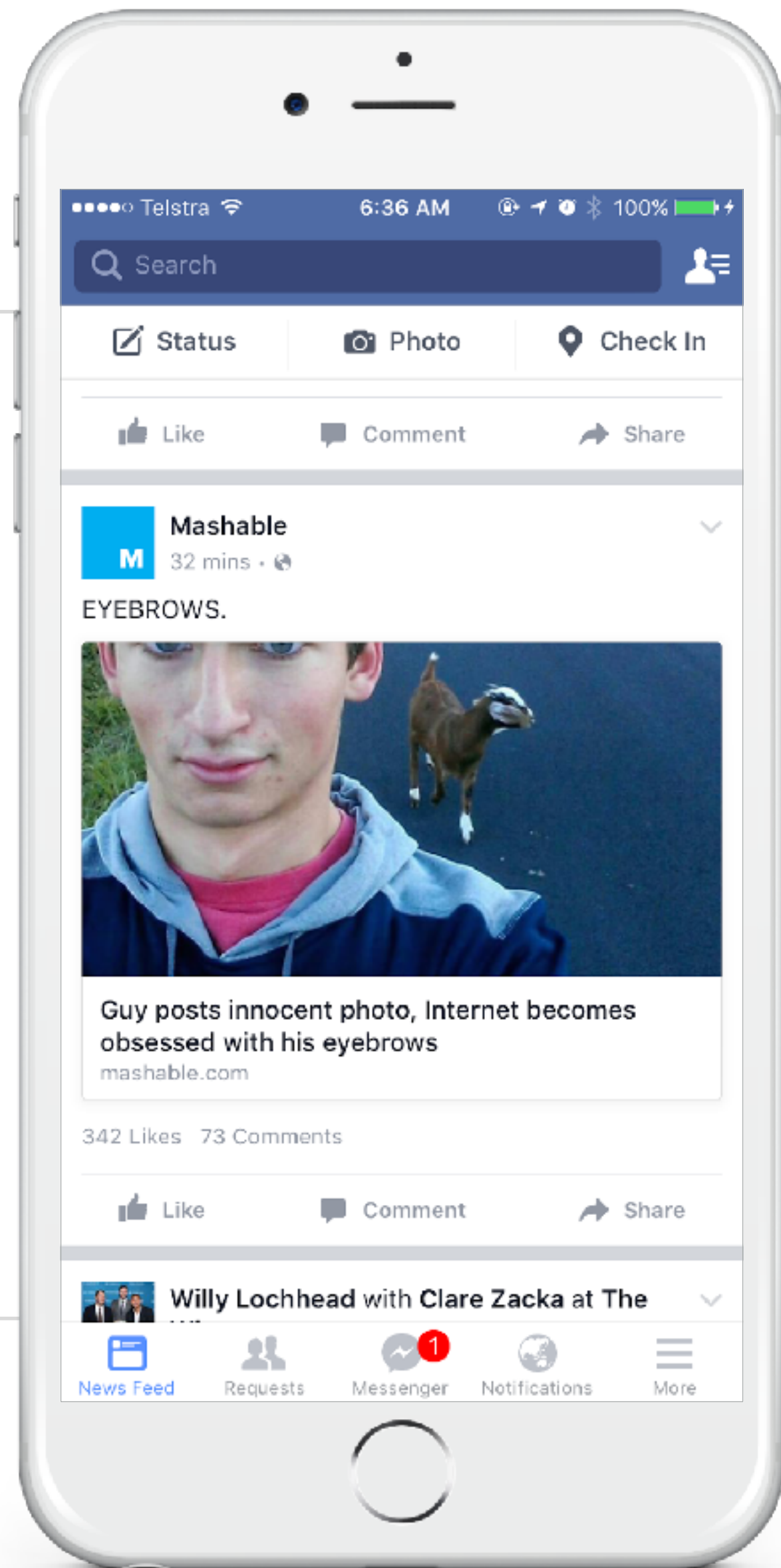
HOOK YOUR READER WITH CURIOSITY



COSCHEDULE HEADLINE ANALYSER



The screenshot shows the CoSchedule website interface. At the top left is the CoSchedule logo. At the top right are links for 'WHAT IS COSCHEDULE?' and a 'Sign In' button. The main heading is 'BLOG POST Headline Analyzer' with a flask icon. Below this is the question 'Want to write better headlines?'. A central orange box contains the instruction 'Enter your text to begin headline analysis:' above a text input field with a right-pointing arrow icon and the placeholder text 'Type your headline here...'. To the right of the input field is a blue 'Analyze Now' button. Below the orange box, a paragraph states: 'The free blog post headline analyzer will score your overall headline quality and rate its ability to result in social shares, increased traffic, and SEO value.'



TEST HEADLINE ON PAID SOCIAL MEDIA BEFORE YOU HIT “PUBLISH”

 **HubSpot (Default)** ✓
November 1 at 3:57pm · 🌐


Grow with HubSpot is a half-day event that will teach you how to use inbound marketing to increase your business's market share and make this a year of remarkable growth




Free Marketing Workshop in Singapore
Singapore | Thursday, November 12, 2015

HUBS.LY | BY HUBSPOT [Learn More](#)

Like Comment Share

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Marketing Master Class
Singapore | Thursday, November 12, 2015

HUBS.LY | BY HUBSPOT [Learn More](#)

Like Comment Share

 **HubSpot (Default)** ✓
November 1 at 3:57pm · 🌐

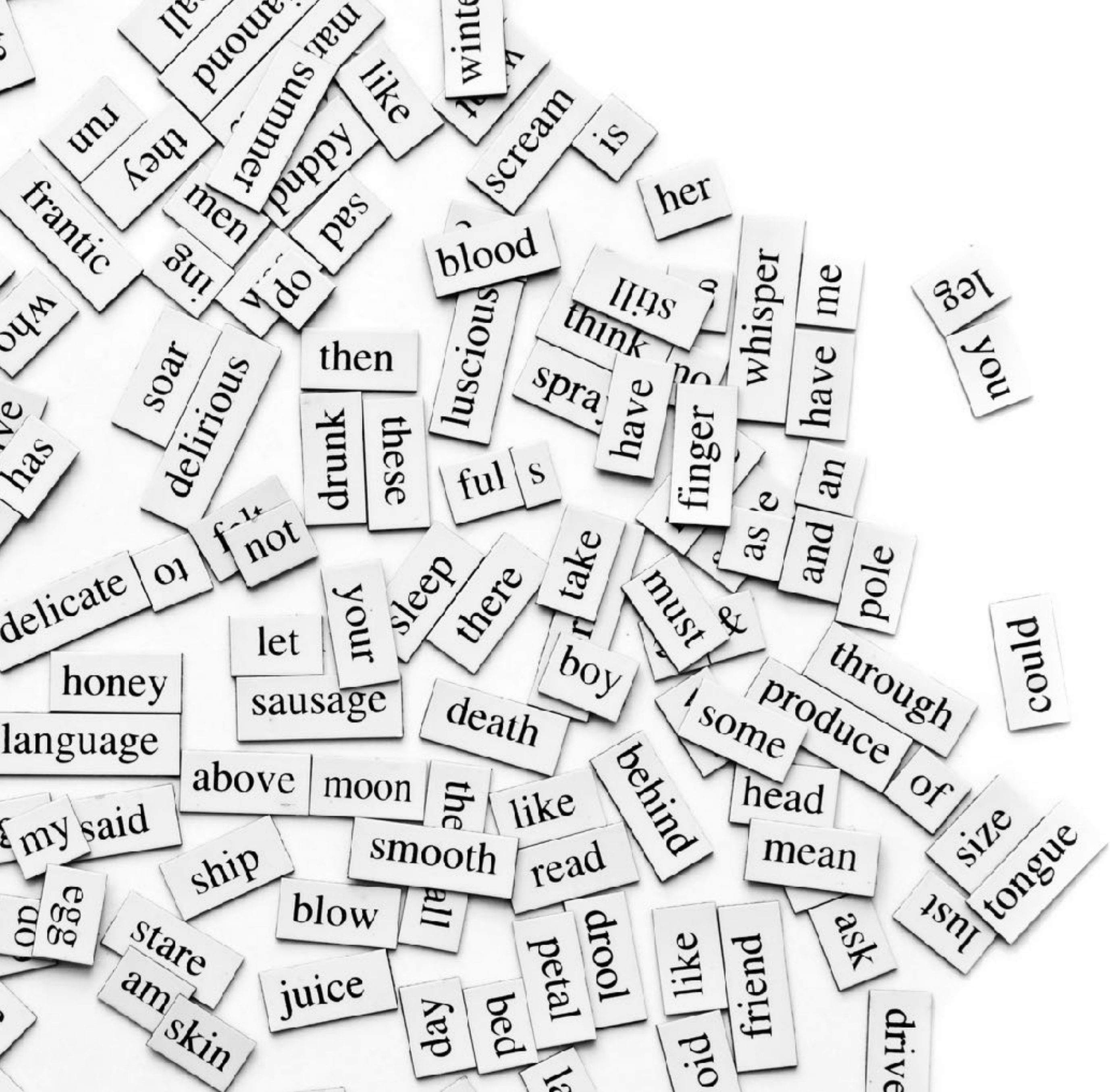
Grow with HubSpot is a half-day event that will teach you how to use inbound marketing to increase your business's market share and make this a year of remarkable growth



HubSpot, LinkedIn, Twitter and Campaign Asia-Pacific present a half-day Marketing Masterclass in Singapore
Singapore | Thursday, November 12, 2015

HUBS.LY | BY HUBSPOT [Learn More](#)

Like Comment Share



MAKE CONTENT EASY TO READ

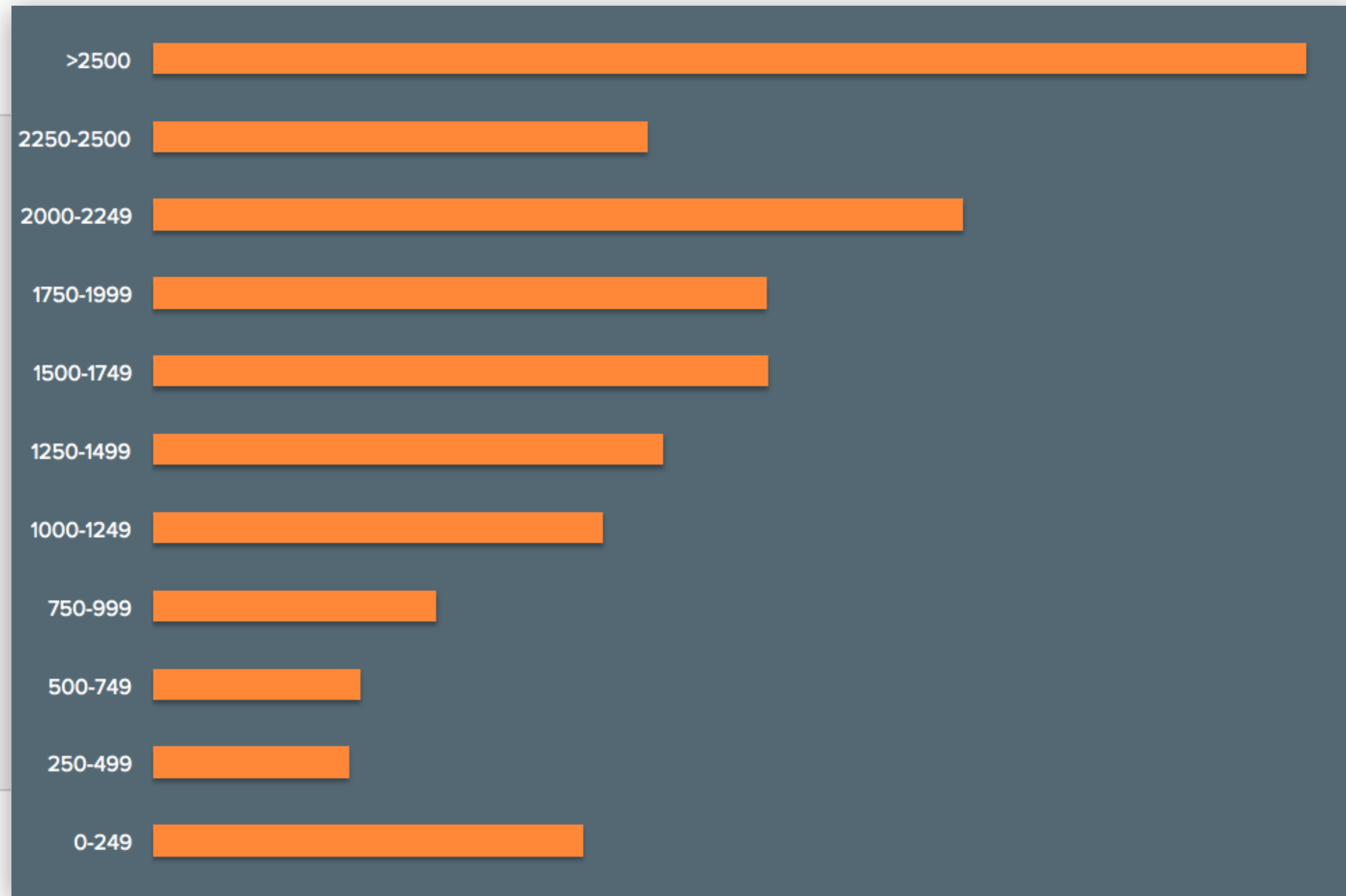


79% of readers skim,
while only 16% read
every word on a page.

Source: Nielsen Norman Group

MAKE CONTENT EASY TO SHARE

WORD COUNT vs AVERAGE SOCIAL SHARES



MAKE YOUR CONTENT MORE SHAREABLE

Inspirational Quotes From Dale Carnegie







- 1) "Every man I meet is my superior in some way. In that, I learn of him." [Tweet this](#)
- 2) "Criticisms are like homing pigeons. They always return home." [Tweet this](#)
- 3) "Only knowledge that is used sticks in your mind." [Tweet this](#)
- 4) "The rare individual who unselfishly tries to serve others has an enormous advantage." [Tweet this](#)
- 5) "The only way I can get you to do anything is by giving you what you want." [Tweet this](#)

37 Stats You Should Know About Visual Content Marketing in 2016

General Visual Content Stats


- 1) Researchers found that colored visuals increase people's willingness to read a piece of content by 80%. [Tweet this stat! \(Source\)](#)
- 2) When people hear information, they're likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, people retained 65% of the information three days later. [Tweet this stat! \(Source\)](#)

sharelinkgenerator.com

    **Twitter**    

Your awesome tweet

Create the Link!

    **LinkedIn**    

URL of that awesome thing you want to share

Title

Summary (optional)

Source (optional)

Create the Link!

    **Facebook**    

URL of that awesome thing you want to share

Create the Link!

3

Content

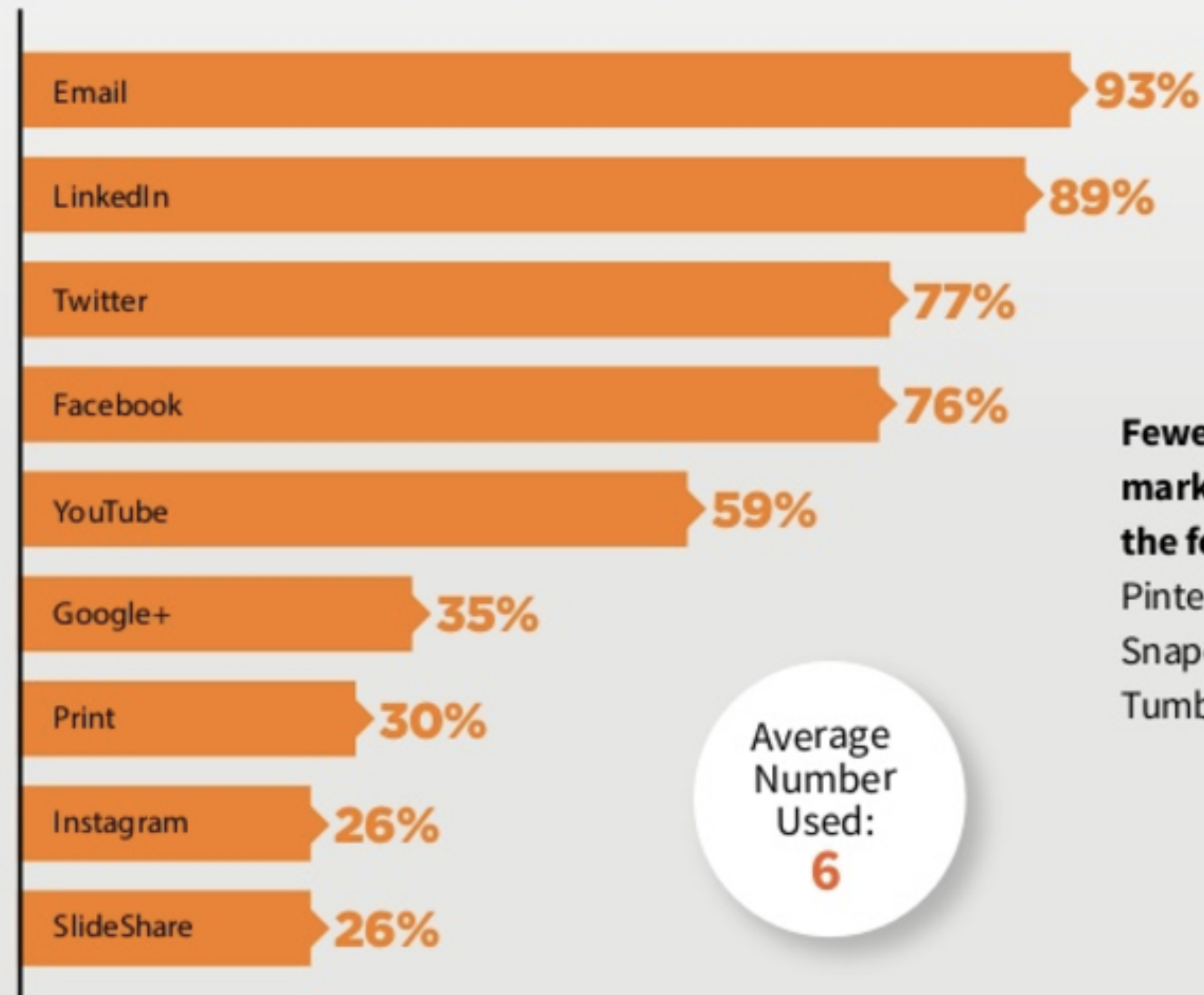
DISTRIBUTION



SOCIAL MEDIA

FIND THE CHANNELS THAT WORK FOR YOU

Channels B2B Marketers Use to Distribute Content



Fewer than 25% of B2B marketers said they use the following channels:
Pinterest (14%), Medium (6%), Snapchat (3%), iTunes (3%), Tumblr (2%), and Other (18%).

Average Number Used:
6

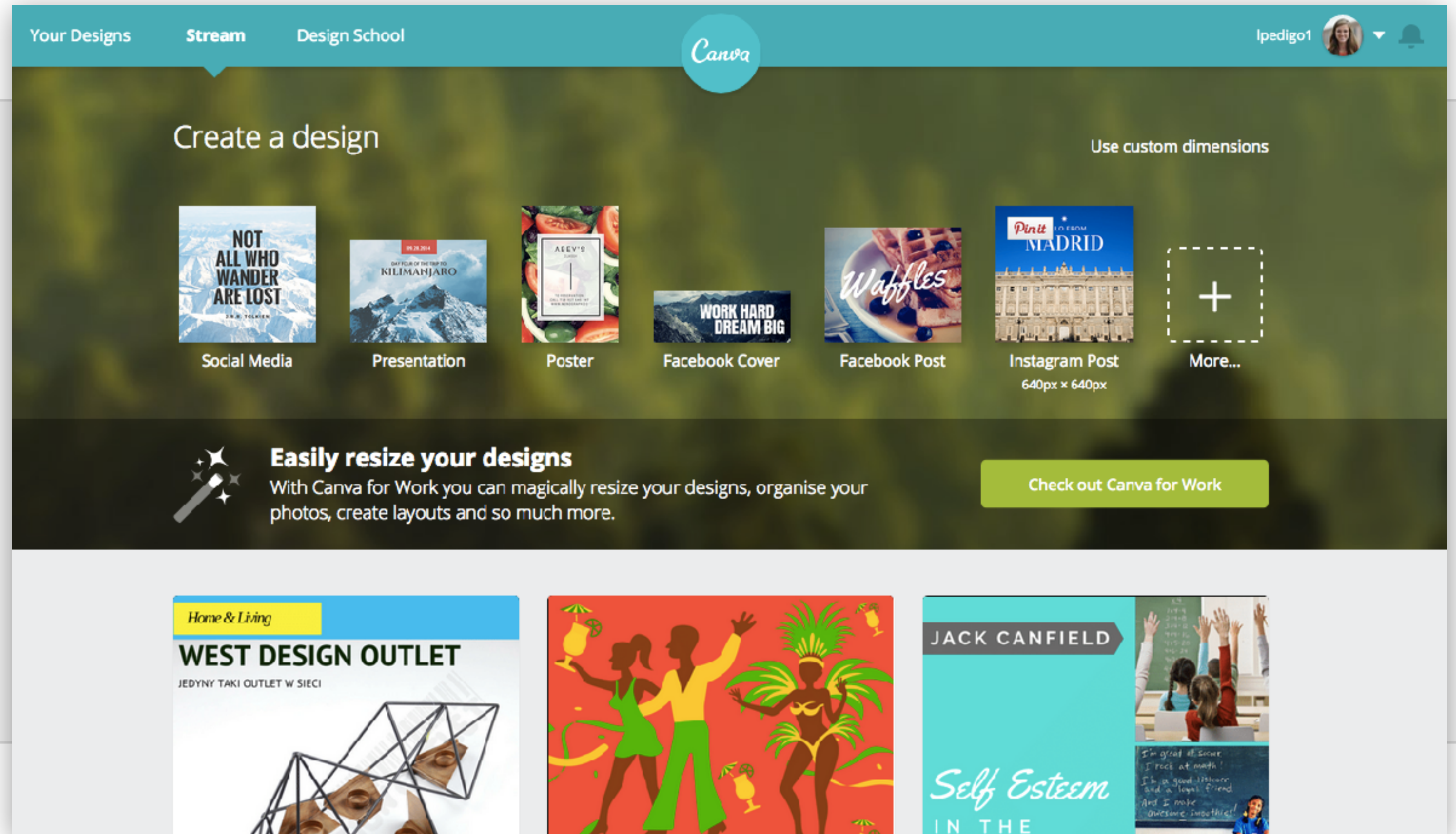
2017 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers. Aided list; multiple responses permitted.

2017 B2B Content Marketing Trends - North America: Content Marketing Institute / MarketingProfs

VISUALS MATTER.

Try Canva for easy (free) graphic creation.



Use high-level facts and stats from your content to **grab audience attention.**

The screenshot shows a tweet from HubSpot (@HubSpot) with a blue checkmark and a 'Following' button. The tweet text is 'The Robot Revolution: Why Marketers Should Prepare for the Rise of Artificial Intelligence' followed by the link 'hubs.ly/H066PMR0'. The main image is a graphic with a purple-to-orange gradient. On the left, it features a stylized 'A' with a robot head inside, labeled 'ARTIFICIAL INTELLIGENCE'. On the right, it displays '63%' in large white text, with the text 'are already using AI tools without realizing it.' below it. The tweet shows 89 retweets and 85 likes, with a row of user avatars. The timestamp is '4:01 AM - 5 Feb 2017' and the bottom interaction bar shows a reply icon, a retweet icon with '89', and a like icon with '85'.

HubSpot 
@HubSpot Following

The Robot Revolution: Why Marketers Should Prepare for the Rise of Artificial Intelligence
hubs.ly/H066PMR0



63%
are already using AI tools without realizing it.


ARTIFICIAL INTELLIGENCE

RETWEETS 89 LIKES 85


4:01 AM - 5 Feb 2017

89 85

SHARE A VARIETY OF CONTENT

 **HubSpot (Default)**
Published by Emma Henderson [?] · 16 hrs · 🌐

How many of these do you do? Tell us in the comments!



5 Shocking Things
People with Great
Work-Life Balance Do

▶ 0:39 ⚙️ 📺 🔊

 **NSW Police Force**
10 hrs · 🌐

Photo shoot fresh, looking like wealth, I'm 'bout to call the pupperazzi on myself.





REACH THE RIGHT AUDIENCE WITH TARGETED UPDATES

The screenshot shows a LinkedIn post from HubSpot. The post text reads: "We're at Grow with HubSpot in Melbourne teaching marketers and sales people how to implement an inbound strategy to grow their business!". Below the text is a photo of a child dressed as a pilot, with the text "GROW WITH HUBSPOT MELBOURNE" overlaid. The post's interface includes a "Targeted Audience" dropdown menu that is open, showing two options: "All Followers" (Followers and anyone on or off LinkedIn) and "Targeted Audience" (Target your followers on LinkedIn). The "Post" button is visible to the right of the dropdown.



INCREASE REACH WITH BOOSTED POSTS

Boost post

AUDIENCE

People you choose through targeting [Edit](#)

Location – Living in: United States: Massachusetts
Age: 18-65+

People who like your Page

People who like your Page and their friends

[Create new audience](#)

BUDGET AND DURATION

Total budget ⓘ

£12.00

Estimated people reached ⓘ

1,600-4,200 people of 2,700,000

Refine your audience or add budget to reach more of the people who matter to you.

Duration ⓘ

[By clicking Boost, you agree to Facebook's Terms & Conditions](#) | [Help Centre](#)

[Cancel](#) [Boost](#)

DESKTOP NEWS FEED **MOBILE NEWS FEED**

HubSpot (Default) Sponsored · [Like Page](#)

How do you know you've grown professionally? For Bertie, all it takes is a sentence <http://hubs.ly/H06pv7b0>

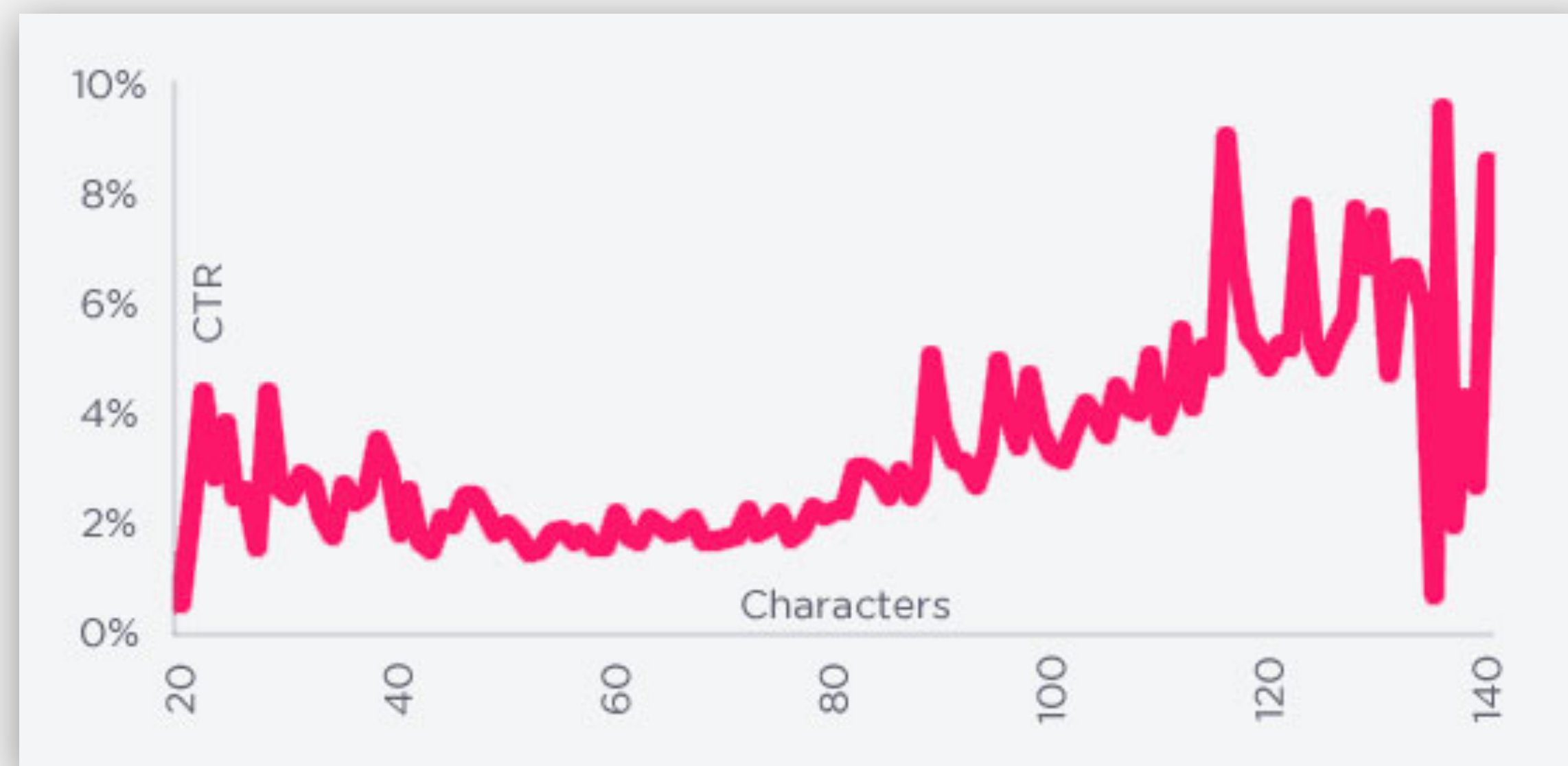
BERTIE OCAMPO APAC EVENT/FIELD MARKETING

12 Likes 3 Comments 1 Share

[Like](#) [Comment](#) [Share](#)



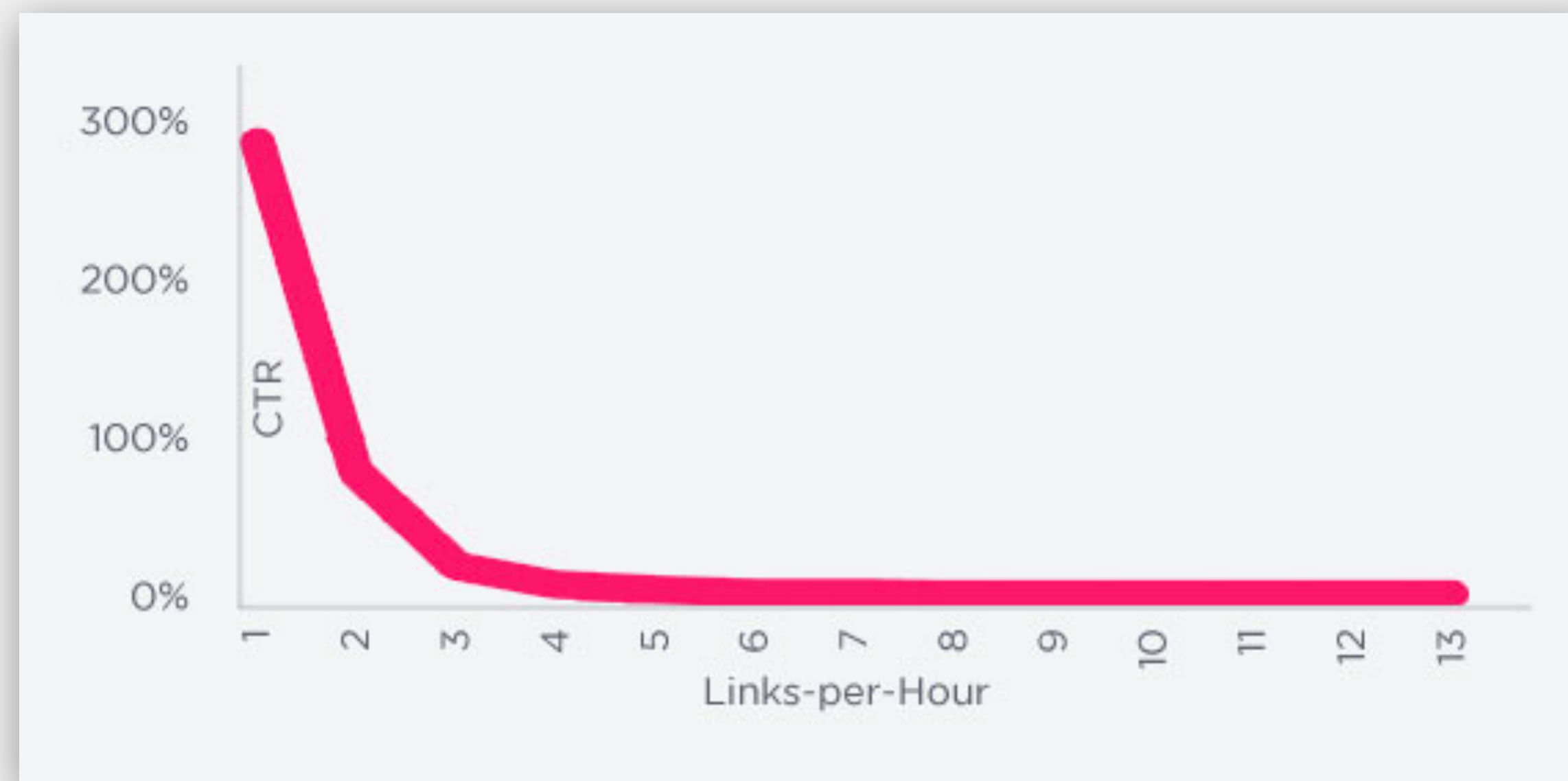
Keep Tweets
between
120 and 130
characters.



Source: [The Science of Social Media](#) by Dan Zarrella



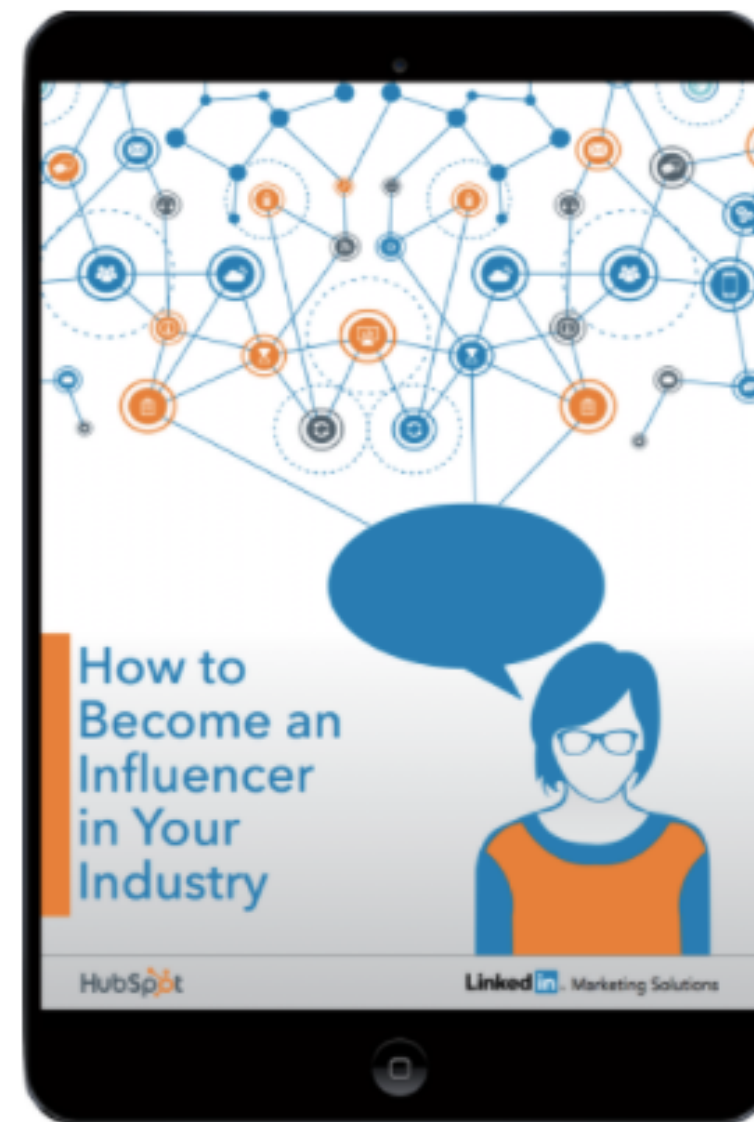
Tweet your links
at a slower pace.



Source: [The Science of Social Media](#) by Dan Zarrella



START DOING CO-MARKETING



FREE EBOOK: HOW TO BECOME AN INFLUENCER IN YOUR INDUSTRY

Become an Influencer, Build Connections and Grow
Your Network

WHAT TO CONSIDER IN A CO-MARKETING PARTNERSHIP

- ✓ Are they non-competitive?
- ✓ Do they have a similar target audience?
- ✓ Do they have great content?
- ✓ Do they have a large contacts database?



3% of people generate
90% of the impact online

Source: Content Marketer's Guide to Influencer Marketing

GET INFLUENCERS INVOLVED





Guy Kawasaki ✓
@GuyKawasaki



Following

Join me for an #artofthestart webinar with @HubSpot & @canva
Details > bit.ly/1j3tZFd



Jeff Bullas @jeffbullas

1h

@hubspot Content Creation Lessons From 12 of History's Greatest Innovators [SlideShare] bit.ly/14dnnJs top post

[View summary](#)



Shareaholic
@Shareaholic

[Follow](#)

"Content Rules" by @MarketingProfs and @cc_chapman is perfect for the #content #marketer in you s.shr.lc/1gvkBXT via @Shareaholic

10:03 AM - 9 Feb 2014

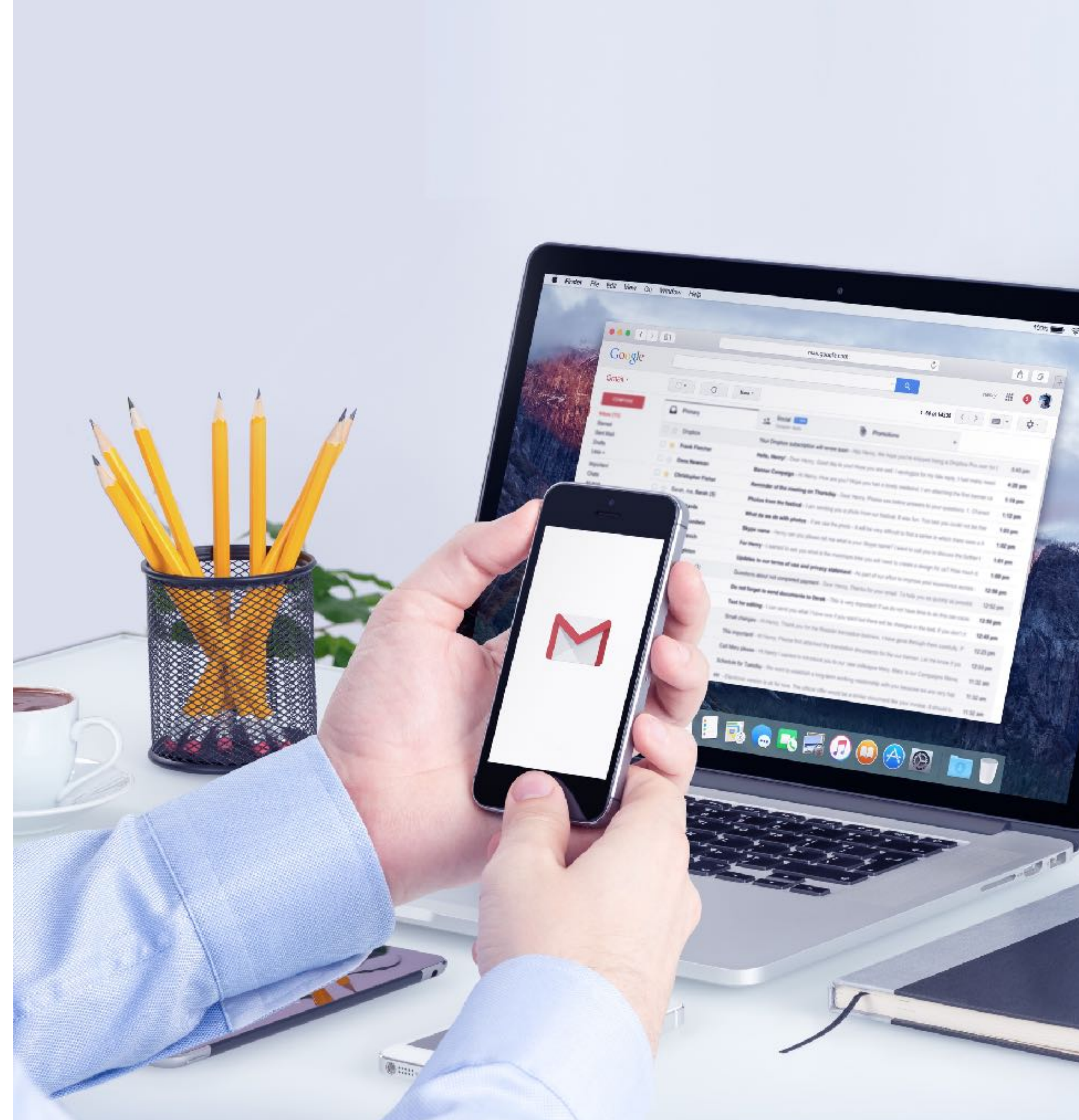


9



10

Use email marketing
to leverage your
existing audience.



ADD SHARING LINKS IN EMAIL

Share our story



POST IT



TWEET IT



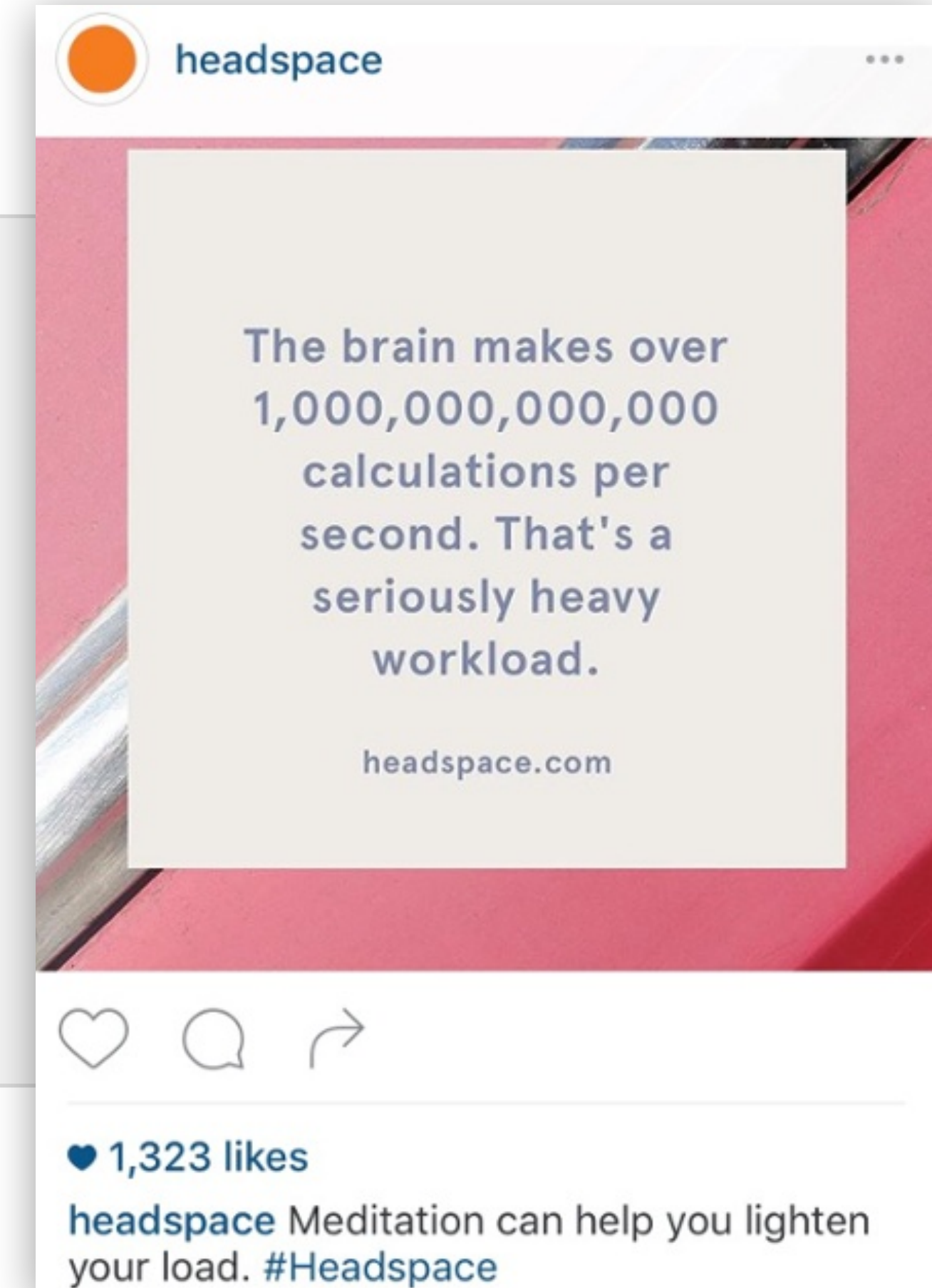
WHATSAPP

GET CREATIVE

and find other channels that work for you.



INSTAGRAM



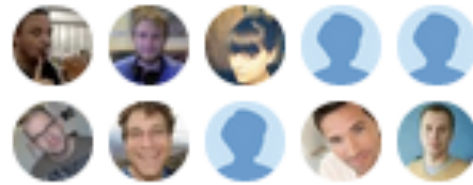
QUORA

Quora

Search for questions, people, and topics

Sign In

25 FOLLOWERS



Last asked: 4 Jun

QUESTION TOPICS

In-ear Headphones

Earphones

Headphones

Audio Equipment

Brands and Branding

Music

QUESTION STATS

Views

6,069

What are the best brands for earphones?

13 Answers



Payam Adlparvar, Over 45 years of Audio and electronic equipment experience.

2.1k Views

e sound and second is the long term comfort for the listener. If it sounds great but you can't wear it, it is useless! A third (or more) depends on how the listener wants to use them, ie. travel, jogging, commute, sitting, etc. which would require other aspects of their design to be of interest, such as how well they stay in place, how much noise isolation they provide, if they incorporate a volume level control, if their wiring is robust or noisy to the touch, etc.

Historically, in response to the very poor quality these 'ear-buds', a small number of companies (including a well known one called Etymotic) began to make very high quality sounding in-ear versions with the best being custom fitted to the ears of the listener.

As the popularity (and high cost) of these earphones increased, many of the more well known and popular audio companies joined in. The quality of their products are mostly very close to their other headphone type quality and sound.

RELATED QUESTIONS

What are the best brands of earphones to use with an iPhone?

Which earphone brand is best for a budget < 1000 INR?

Which is the best earphone?

What are the best, cheap earphones?

Which are the best earphones to buy now? Any particular brand or any particular earphones?

Earphones: What is this brand?

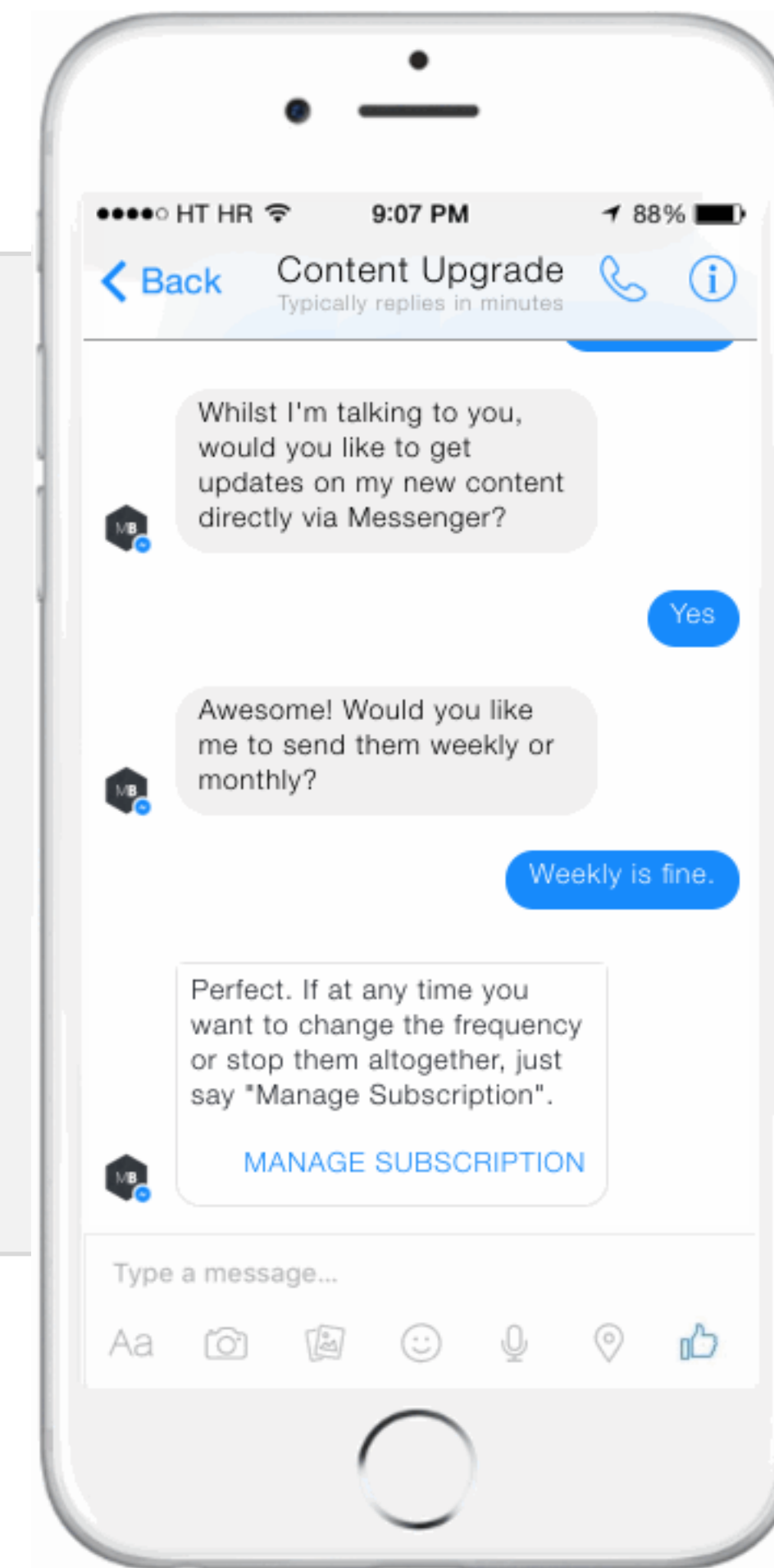
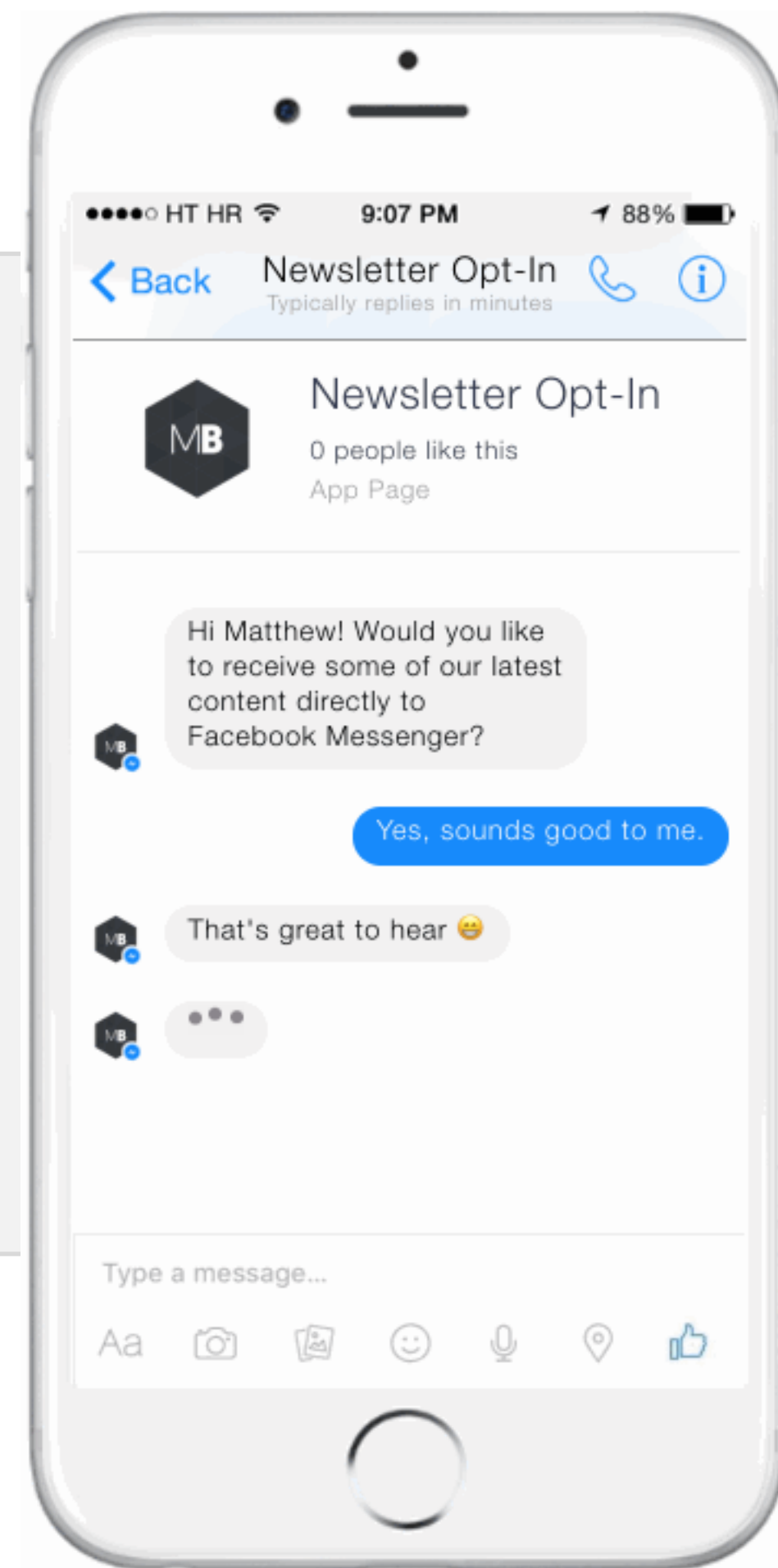
Which brand do you think is best for earphones: JBL, Sony, or Skullcandy?

Earphones: What is the best way to clean memory foam earbuds?

Earphones: Which are the best 2015 ear earphones under 600 Rs?

Employer Branding: What are the best articles about candidate experience?

FACEBOOK MESSENGER



PRODUCTHUNT

The screenshot shows a Product Hunt listing for 'Website Grader'. At the top, there is a search bar with the text 'Discover your next favorite thing...' and a 'LOGIN' link. The main header for the listing includes the title 'Website Grader', a subtitle 'Grade your website's strengths and weaknesses in seconds.', a 'GET IT' button, a '2109' upvote count, and social media icons for Twitter and Facebook. Below this, there are 'SAVE', 'TWEET', and 'SHARE' buttons, along with a 'Featured 3 months ago' badge. The 'DISCUSSION' section features a post by Dharmesh Shah, Founder and CTO of HubSpot, with a 'Most Upvoted' dropdown. The post text describes the tool's purpose and includes a 'FUN FACT'. To the right, the 'TOPICS' section lists 'WEB' and 'ANALYTICS', and the 'RELATED' section shows a preview of another product listing titled 'How good is your website?'.

Website Grader
Grade your website's strengths and weaknesses in seconds.

GET IT ▲ 2109

SAVE TWEET SHARE

Featured 3 months ago

DISCUSSION Most Upvoted

Dharmesh Shah — Founder and CTO, HubSpot

How strong is your website? Use Website Grader to diagnose your website's performance on SEO, mobile, security, and more in seconds.

Our goal with this free tool is to help anyone with a website -- developer, marketer, entrepreneur -- quickly grade their website's components and find out what they need to improve for maximum effectiveness . We hope that Website Grader helps save time diagnosing, so you can focus on what needs to be done to make your website even better.

Try it for your own website (or a competitors).

FUN FACT: I personally developed the original version of Website Grader over 8 years ago, and it's been through a big overhaul recently. I wrote all the funny (I hope) quips you see while you're waiting for the report to generate.

Would love any feedback or questions. We're cranking away trying to make the tool better.

Thanks for checking it out.

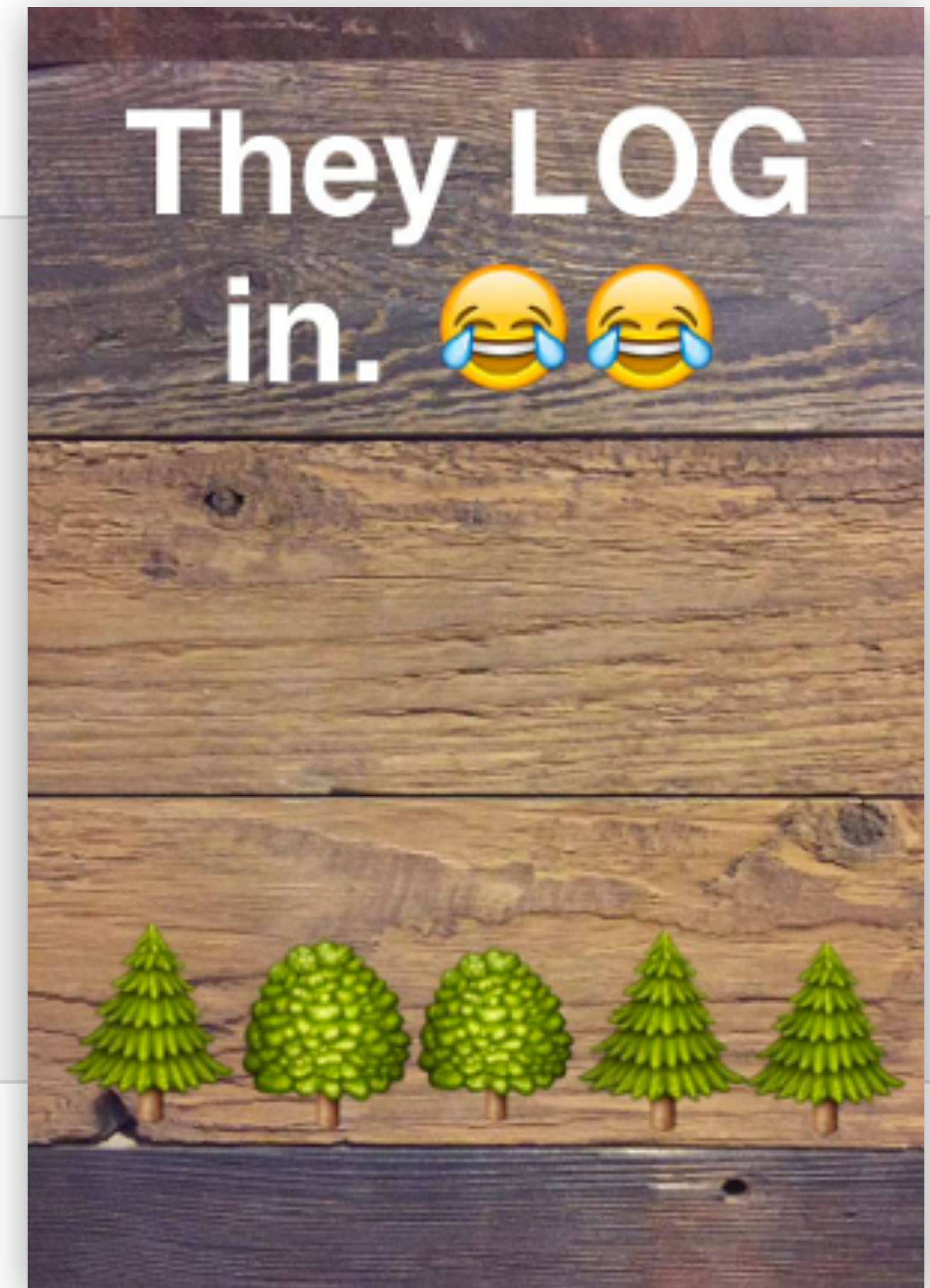
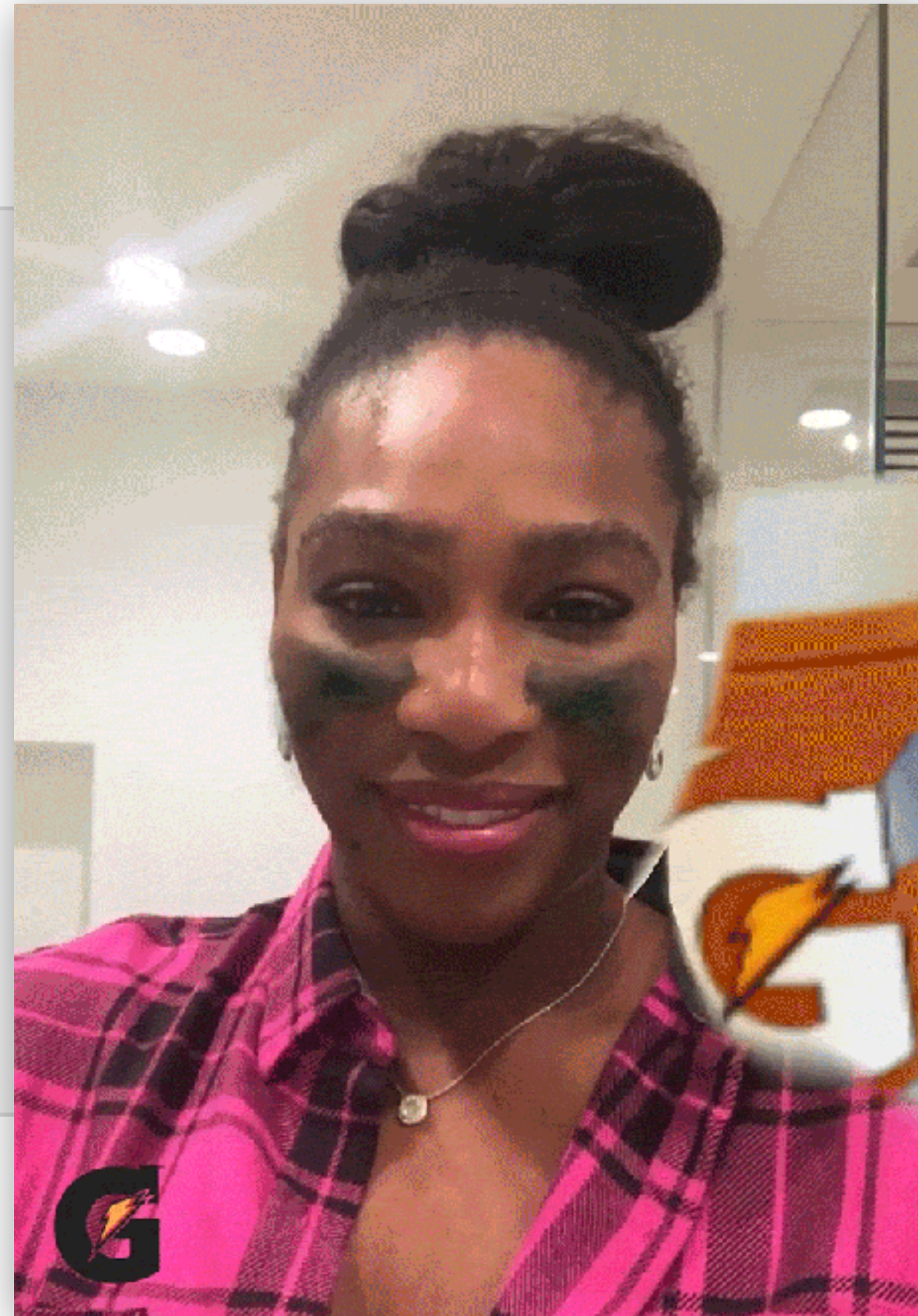
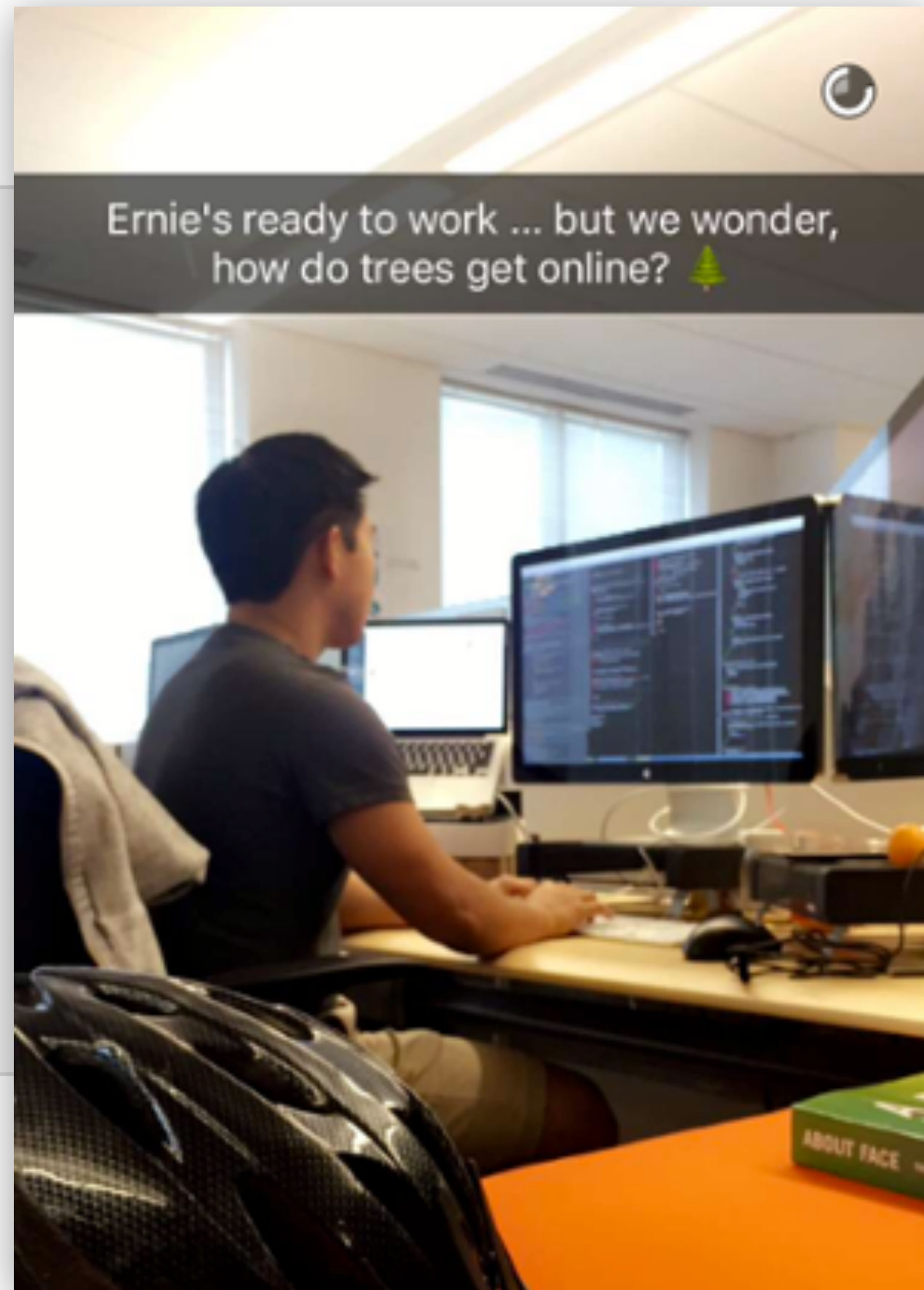
▲ 51 TWEET SHARE

TOPICS
WEB ANALYTICS

RELATED

How good is your website?
Find out in 7 seconds and where you can improve today.

SNAPCHAT



INBOUND.ORG

inbound.org ADD NEW CONTENT MEMBERS JOBS TOP ▾ Search SIGN UP

Where Marketers Go To Grow

Ask Questions & Get Answers, Build a Professional Profile, And Find Your Next Opportunity

Join Over 150,000 Marketers Here To Grow

Email Password [START GROWING NOW!](#)

Pick What Interests You Most

It's hard work to stay up to date in marketing. But you don't need dozens of blog and email subscriptions to keep tabs on. Help inbound.org create your personal feed with the best people, discussions and ideas that matter most to you day.

[CREATE MY OWN FEED](#) [LEARN MORE](#)

“

PEOPLE NEED TO HEAR AND SEE
THINGS **3 TO 5 TIMES** FOR IT TO
AFFECT A BEHAVIOUR CHANGE.

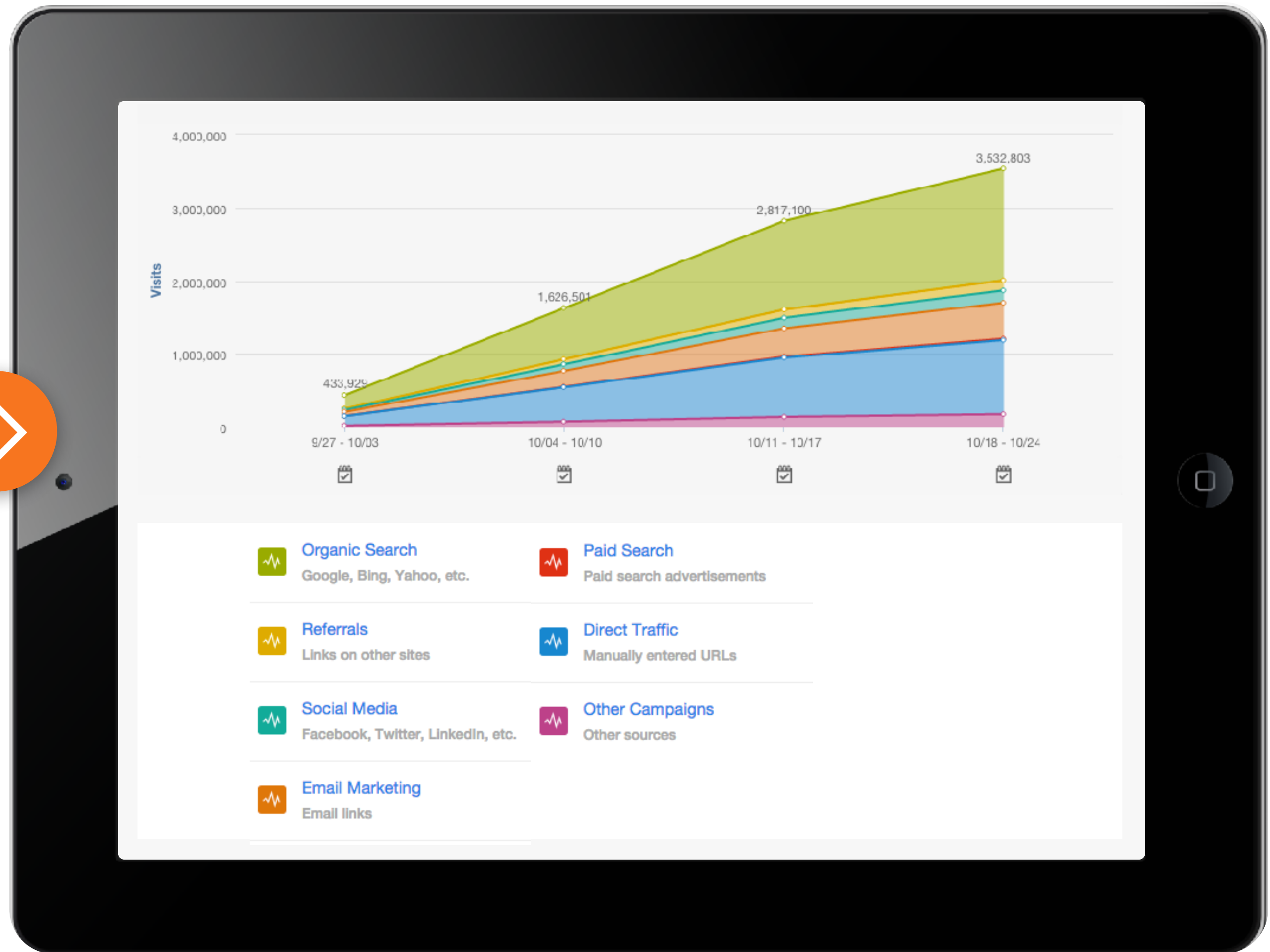
Herbert Krugman

4

Content ANALYSIS

- 
- A man with short brown hair, wearing black-rimmed glasses and a blue button-down shirt, is looking upwards and to the right with a thoughtful expression. His hand is resting under his chin.
1. Traffic
 2. Sources of traffic
 3. Engagement

What sources are driving your traffic?



Track your promotions with tracking URLs



The image displays the HubSpot interface on a tablet. The main screen shows the 'Tracking URLs' section with a list of campaigns including 'customer-marketing', 'kickback-email', and 'linkedinannouncement'. A 'Create a Tracking URL' modal is open, showing fields for 'Landing Page URL', 'Campaign Information', 'Source (ppc, email...)', and 'Medium'. A social media share overlay is also present, displaying the text '9 Reasons You Can't Resist Lists <http://hub.am/14XrOob> via @HubSpot' and buttons for 'Buffer' and 'Tweet'.

WHAT'S THE **ENGAGEMENT** ON YOUR CAMPAIGNS?

Email: Open rate, click through rate, unsubscribe rate, deliverability

Facebook: Views, shares, likes, comments

Twitter: Impressions, retweets, favourites

Landing page: Traffic, submissions rate



KEY TAKEAWAYS

1

Create
ideal **buyer
personas**

2

Optimise
for search,
reach &
readability

3

Distribute
content on
**multiple
channels**

4

**Always
measure
content
performance**