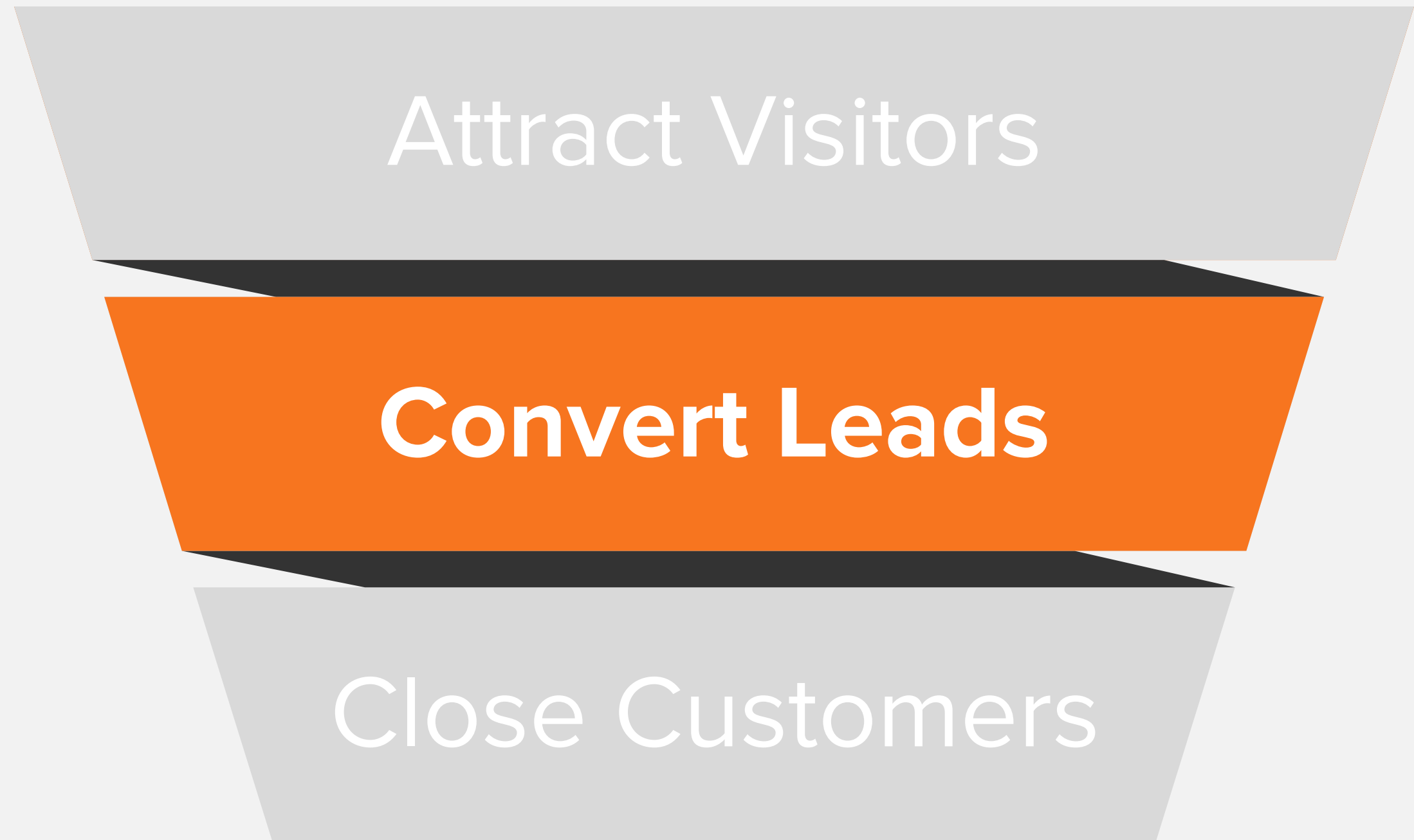


HOW TO CONVERT WEB VISITORS INTO LEADS



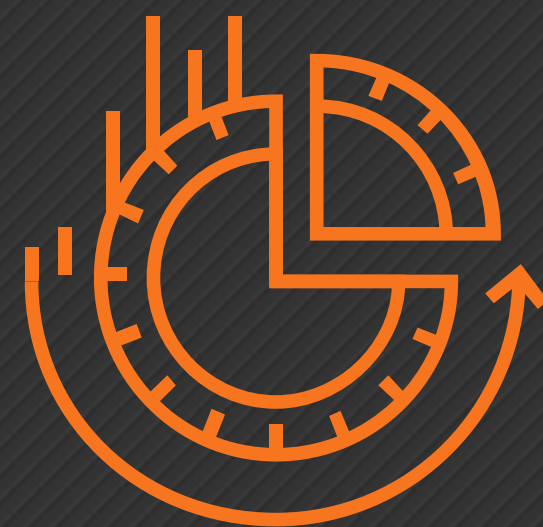
James Gilbert
HubSpot | @jatgilbert



#GrowWithHubSpot



Traffic

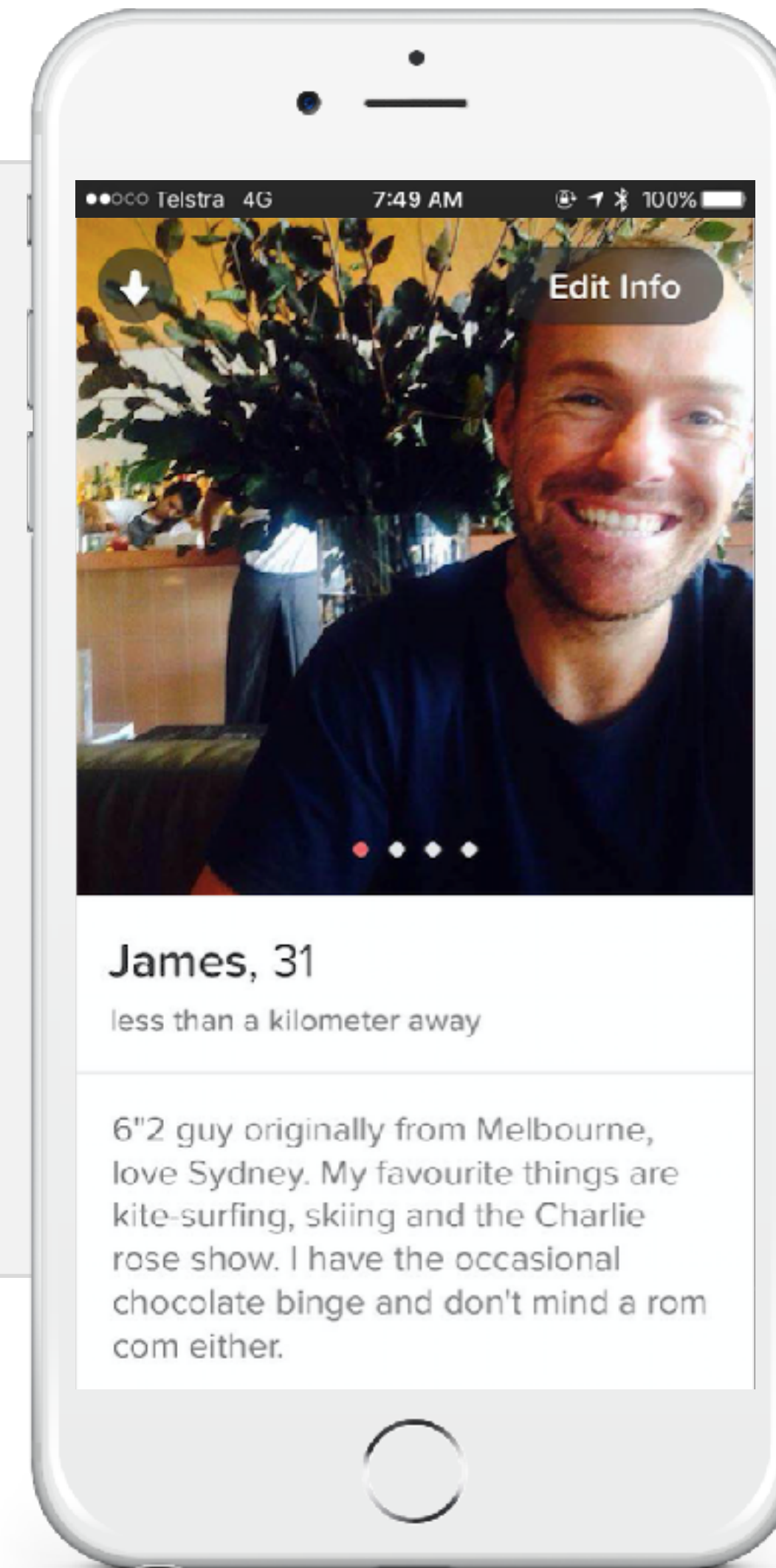
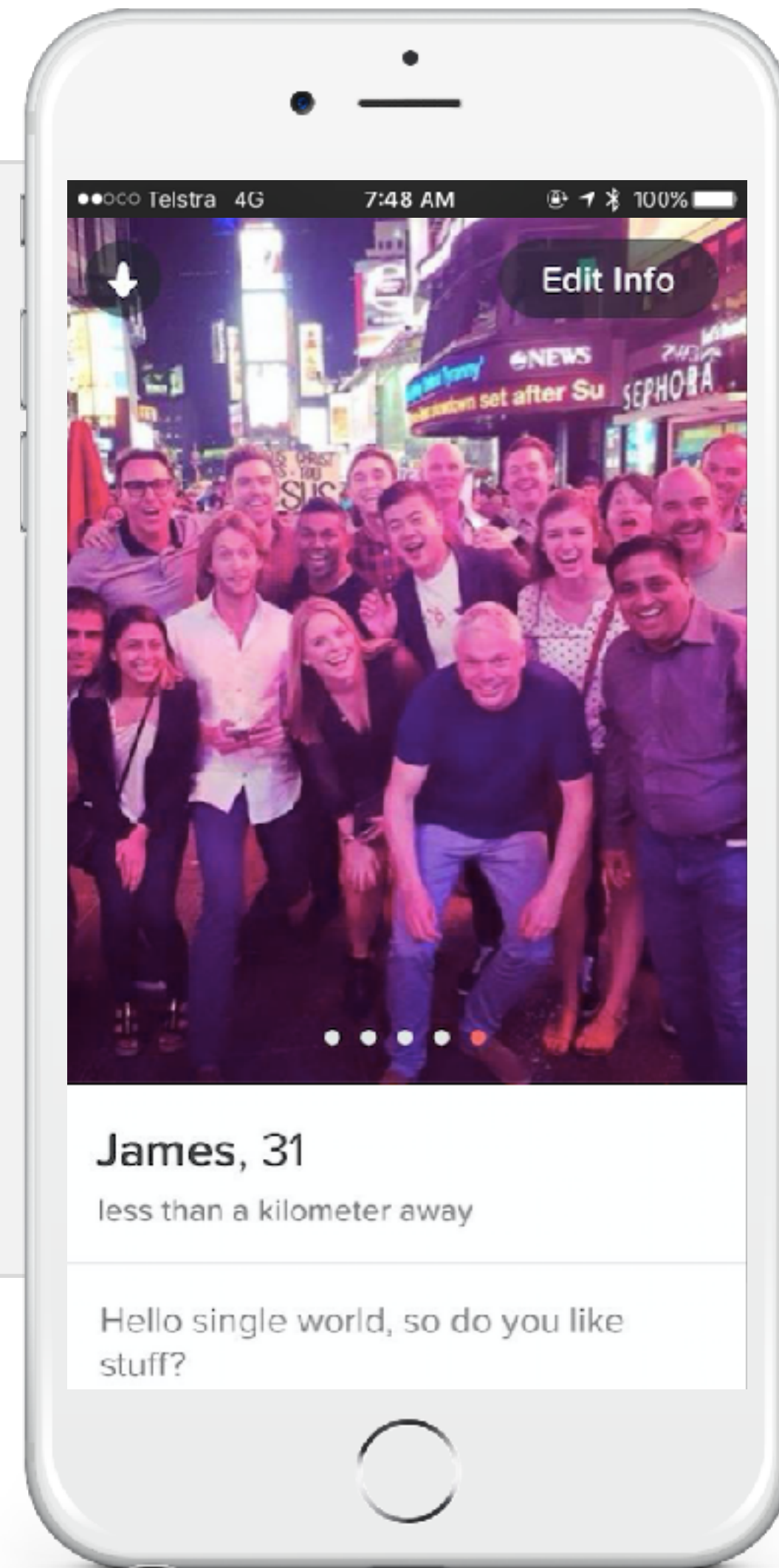


No Conversion



No Business

Last year I talked about...



Now, it is no longer relevant

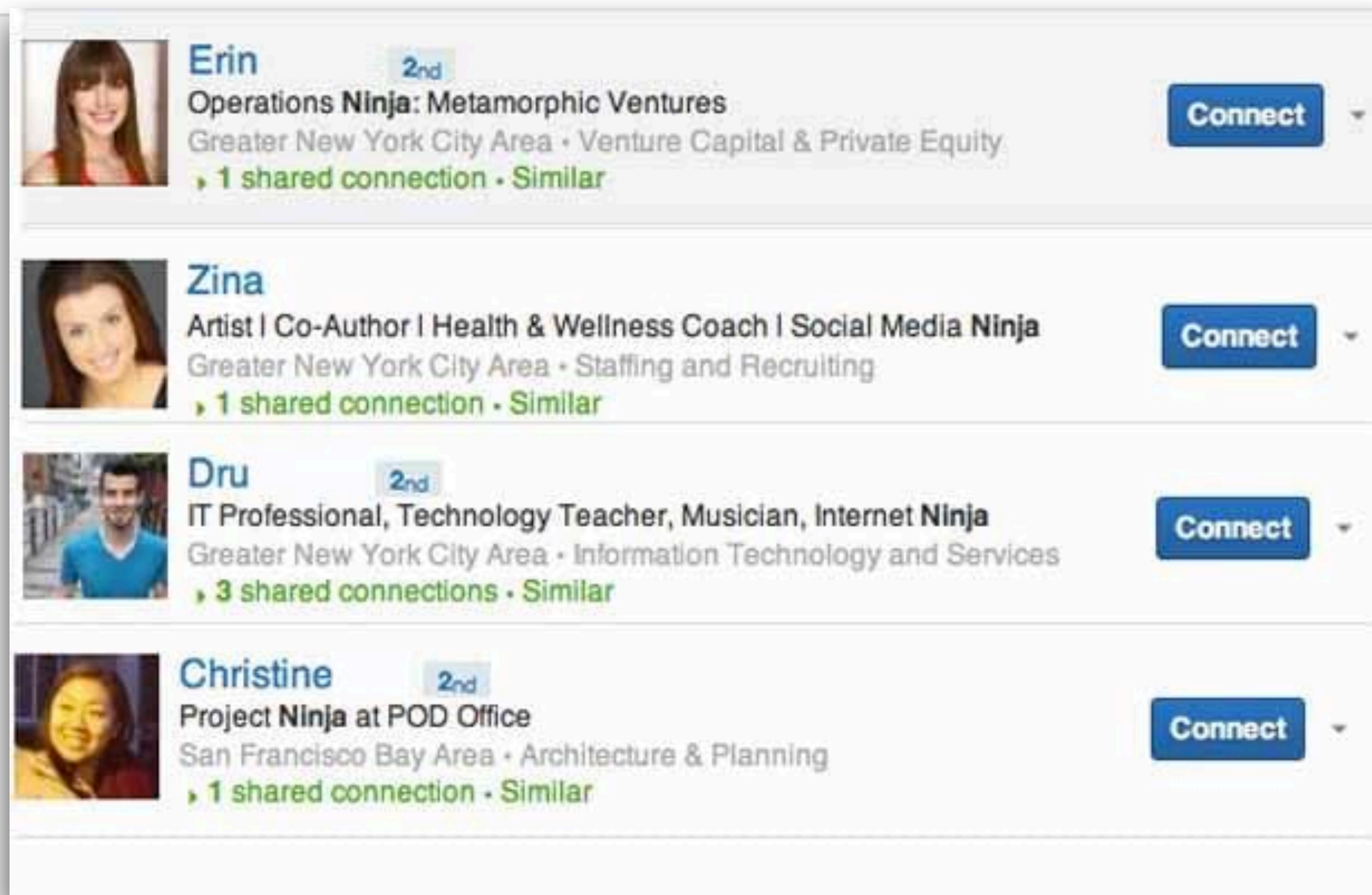


WE ARE **HIRING**
A LOT THIS YEAR

Linked **in**



If you're looking for a job, how do you convert traffic?



A screenshot of LinkedIn search results for the keyword "Ninja". The results list four profiles, each with a profile picture, name, job title, location, and a "Connect" button. The profiles are:

- Erin** (2nd degree): Operations Ninja: Metamorphic Ventures, Greater New York City Area • Venture Capital & Private Equity, 1 shared connection • Similar
- Zina**: Artist | Co-Author | Health & Wellness Coach | Social Media Ninja, Greater New York City Area • Staffing and Recruiting, 1 shared connection • Similar
- Dru** (2nd degree): IT Professional, Technology Teacher, Musician, Internet Ninja, Greater New York City Area • Information Technology and Services, 3 shared connections • Similar
- Christine** (2nd degree): Project Ninja at POD Office, San Francisco Bay Area • Architecture & Planning, 1 shared connection • Similar



PHOTO:

Use a professional photo which is cropped to show your face clearly. You are 7 times more likely to be found on LinkedIn with a photo.



Lynn Kumon

Head communicator at Kumonicate - the top social media and marketing agency in London

London, Greater London, United Kingdom | Marketing and Advertising

Current Kumonicate
Previous Aple
Education Cambridge University

Send a message

HEADLINE:

It should be catchy and keyword rich. This is the first impression - make your headline stand out or people will move on.

CONTACT INFO:

Email lynn@kumonicate.com
Twitter [@LynnKumon](https://twitter.com/LynnKumon)
Websites [Kumonicate Agency](#)
[My Marketing Blog](#)
[My Forbes Column](#)

uk.linkedin.com/in/lynnkumons/

Add your professional email address and your company or personal Twitter account.

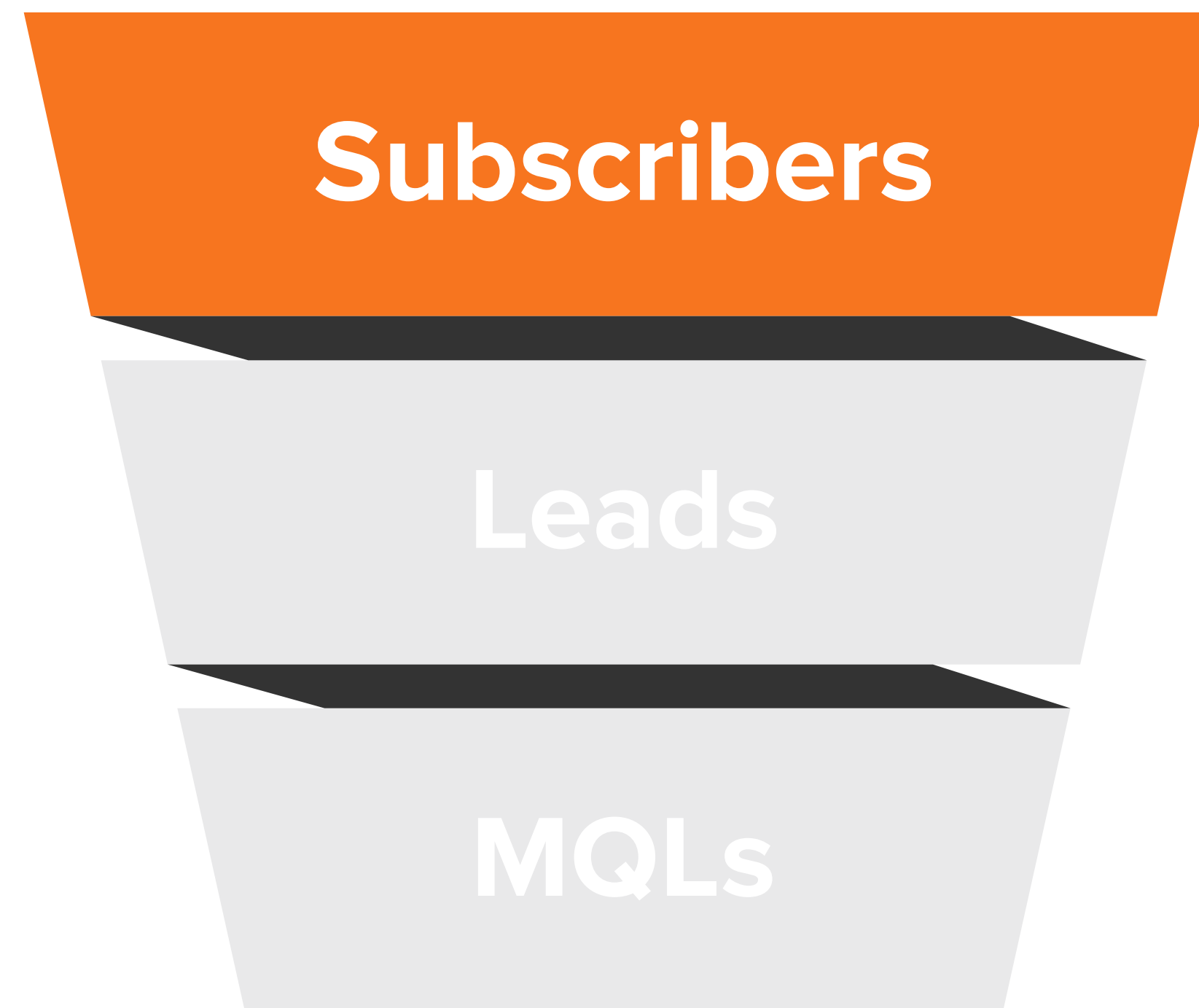
Personalise your URL by clicking on 'Edit profile' and 'Edit contact info'.

Set up your LinkedIn profile for conversion.

HOW DO YOU CONVERT TRAFFIC?



HOW DO YOU CONVERT TRAFFIC?

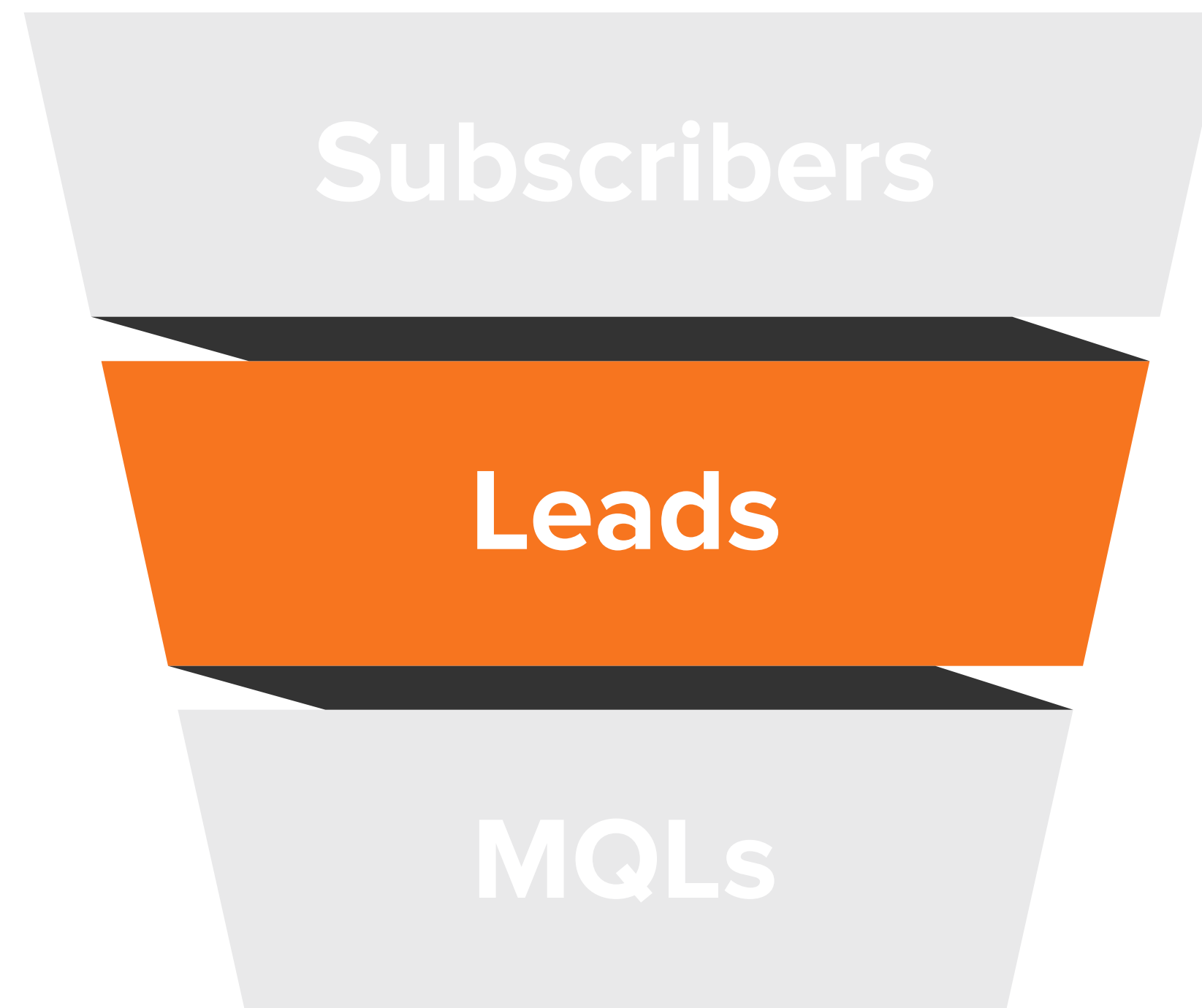


What you want

To establish a relationship and open communication.

For blog subscribers you want **email address and first name.**

HOW DO YOU CONVERT TRAFFIC?

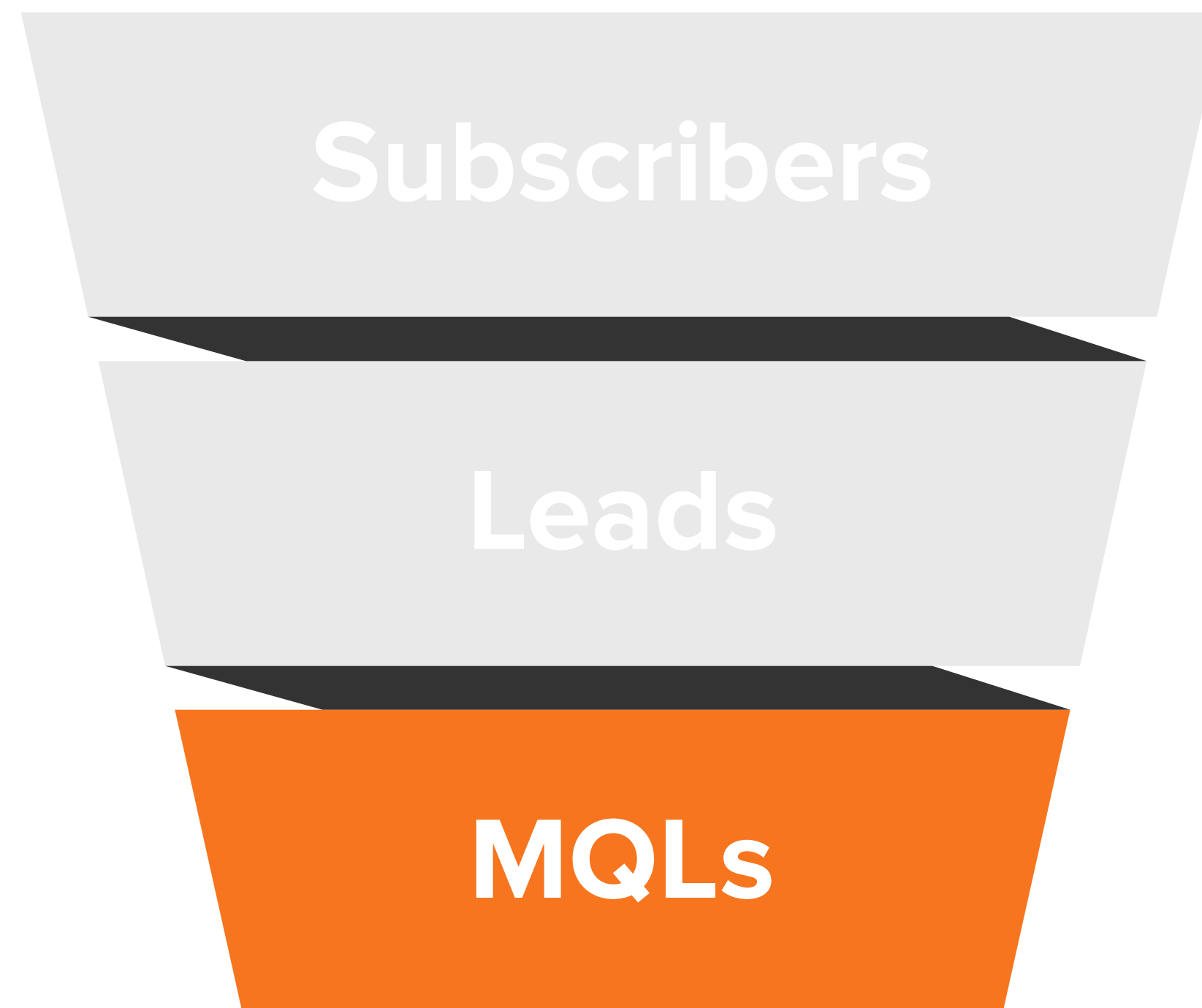


What you want

To get data about the person to further refine your communication and begin to identify if they are a fit.

**Company name,
job title, employee
count etc.**

HOW DO YOU CONVERT TRAFFIC?



What you want

A potential customer to signal they want to begin a sales conversation.

Filling out a **contact sales form, demo or starting a trial.**

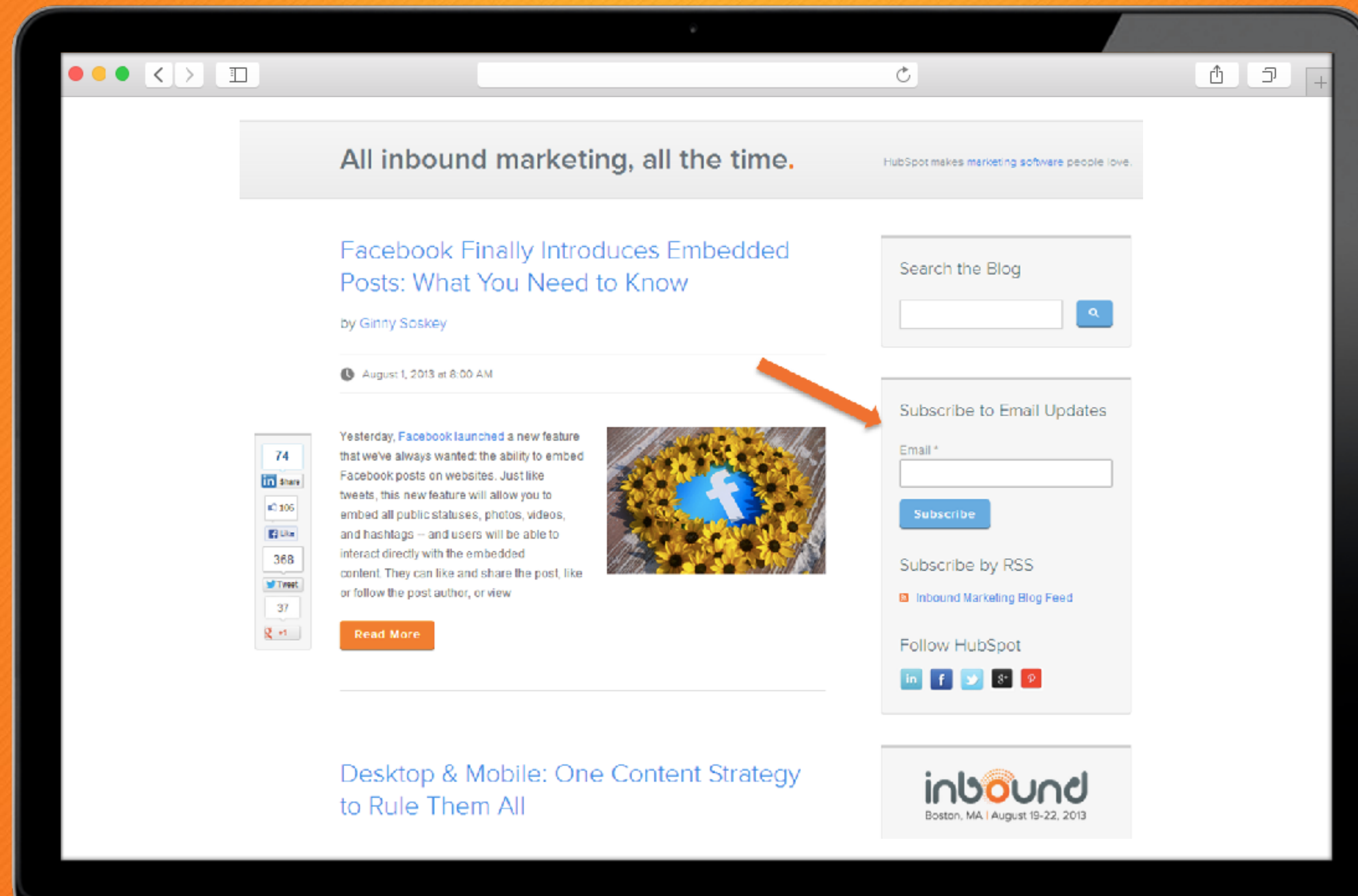
GENERATING

Subscribers

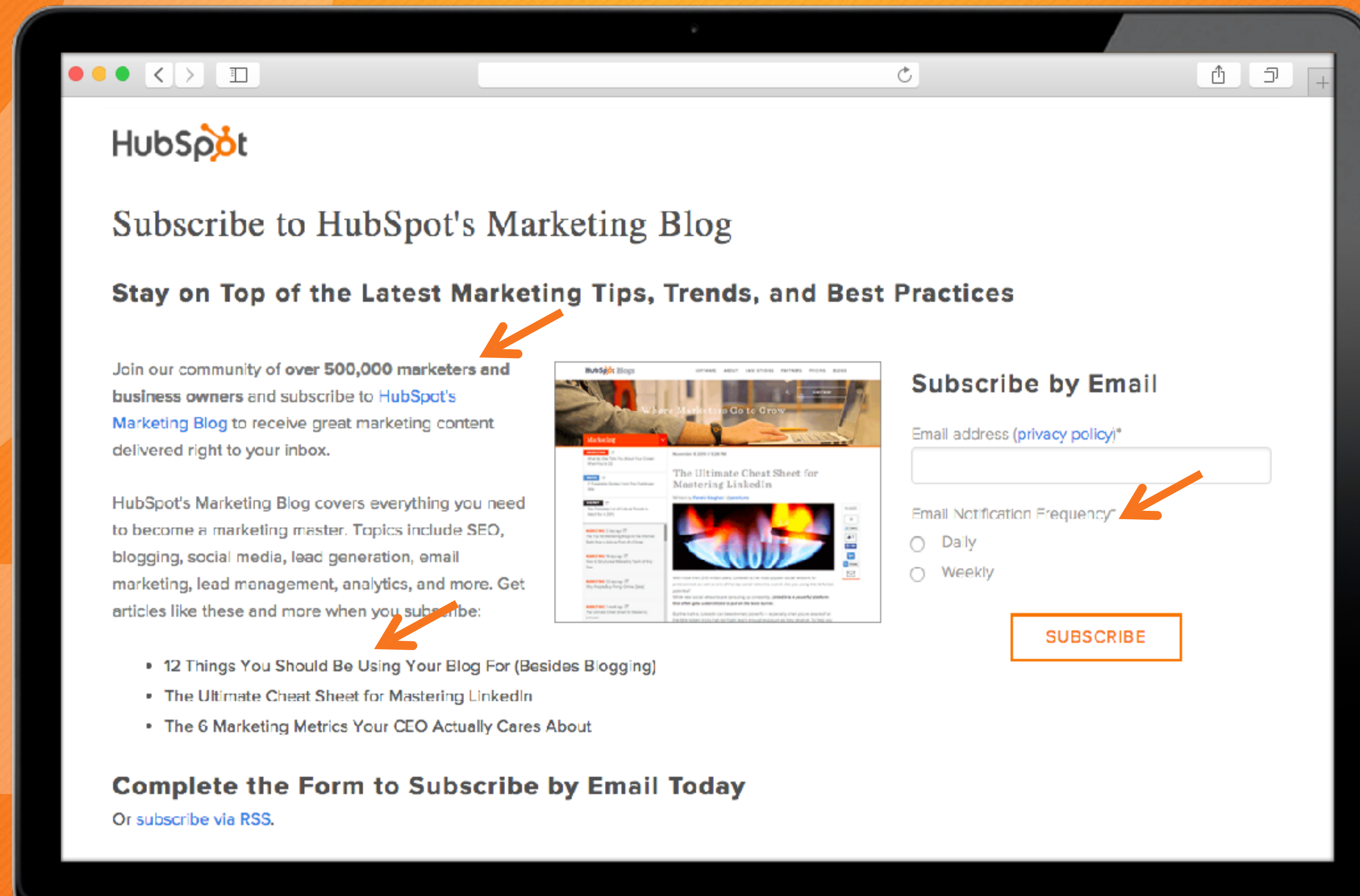
Leads

MQLs

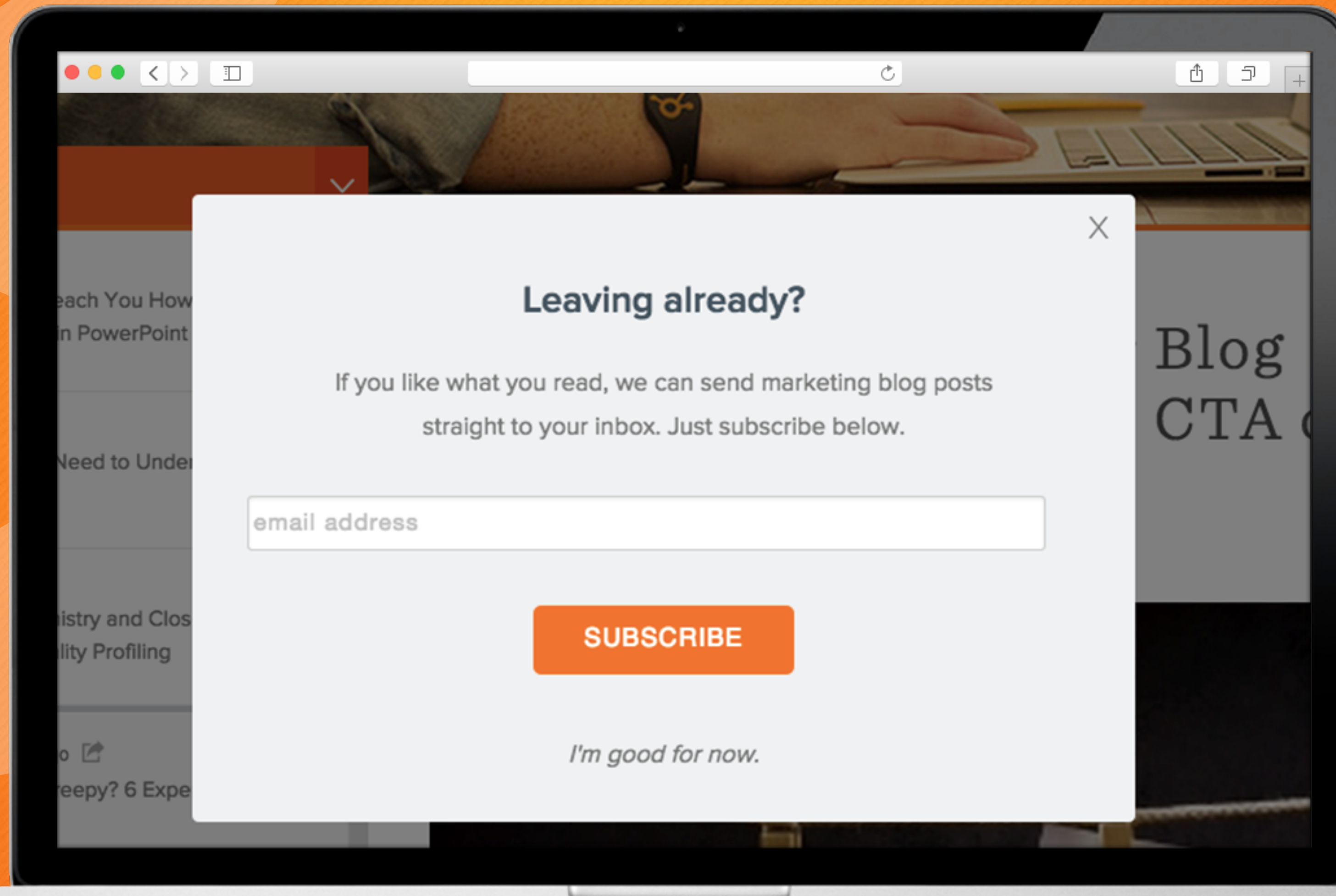
PLACE A “SUBSCRIBE” FORM ON YOUR BLOG



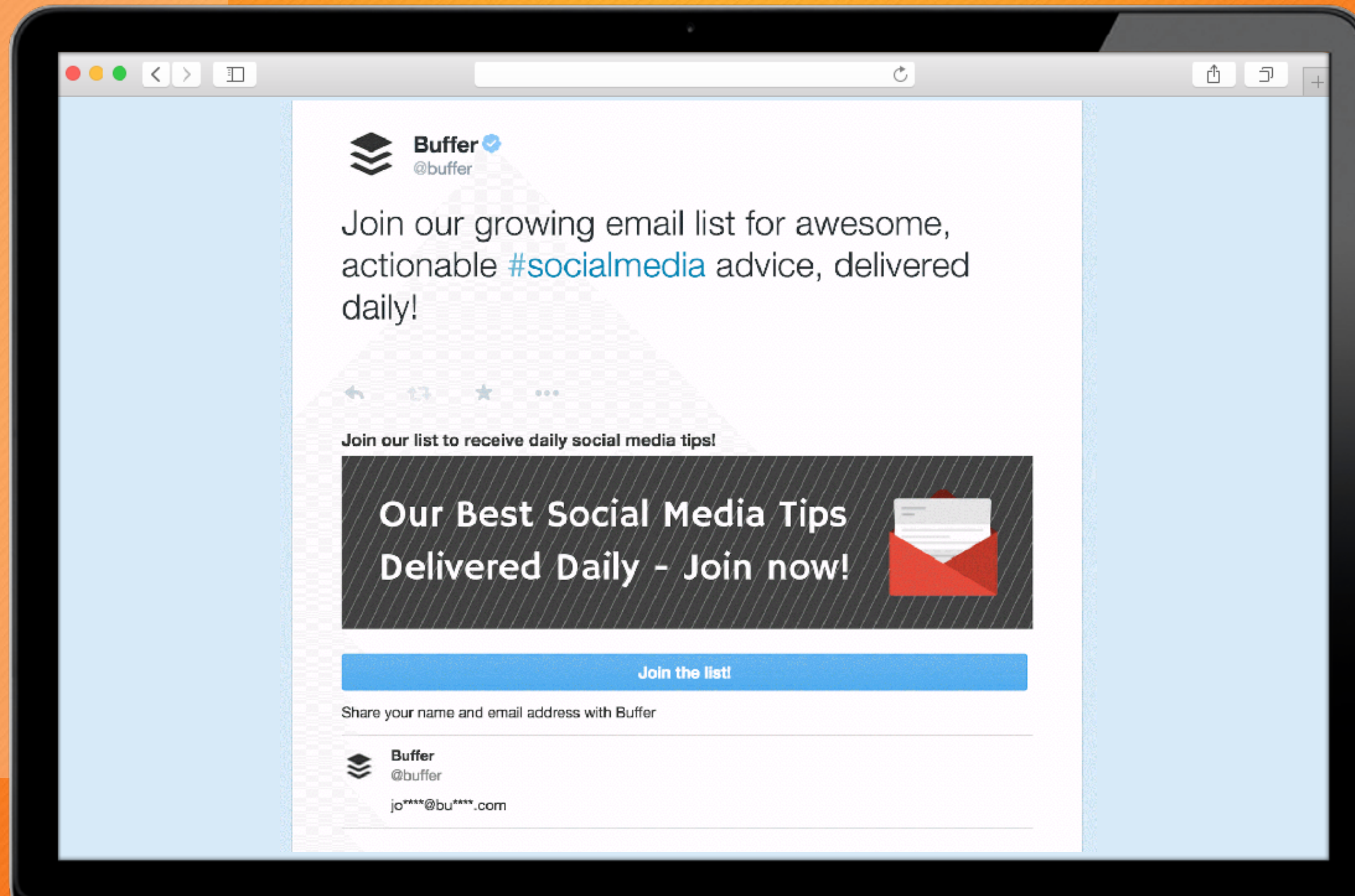
CREATE A BLOG SUBSCRIBER LANDING PAGE



TRY USING AN EXIT POP-UP



USE TWITTER CARDS FOR 2-CLICK SUBSCRIBES



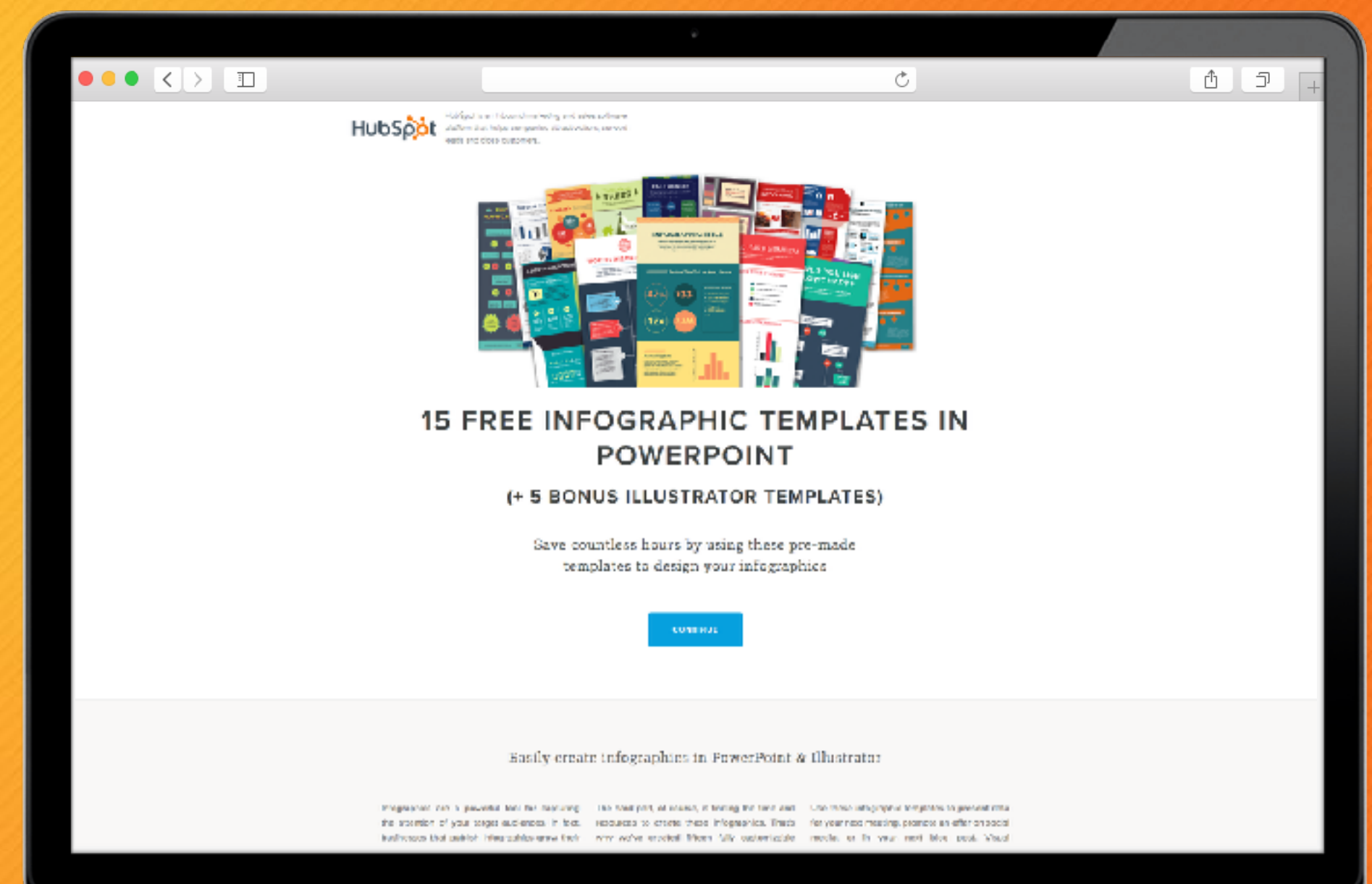
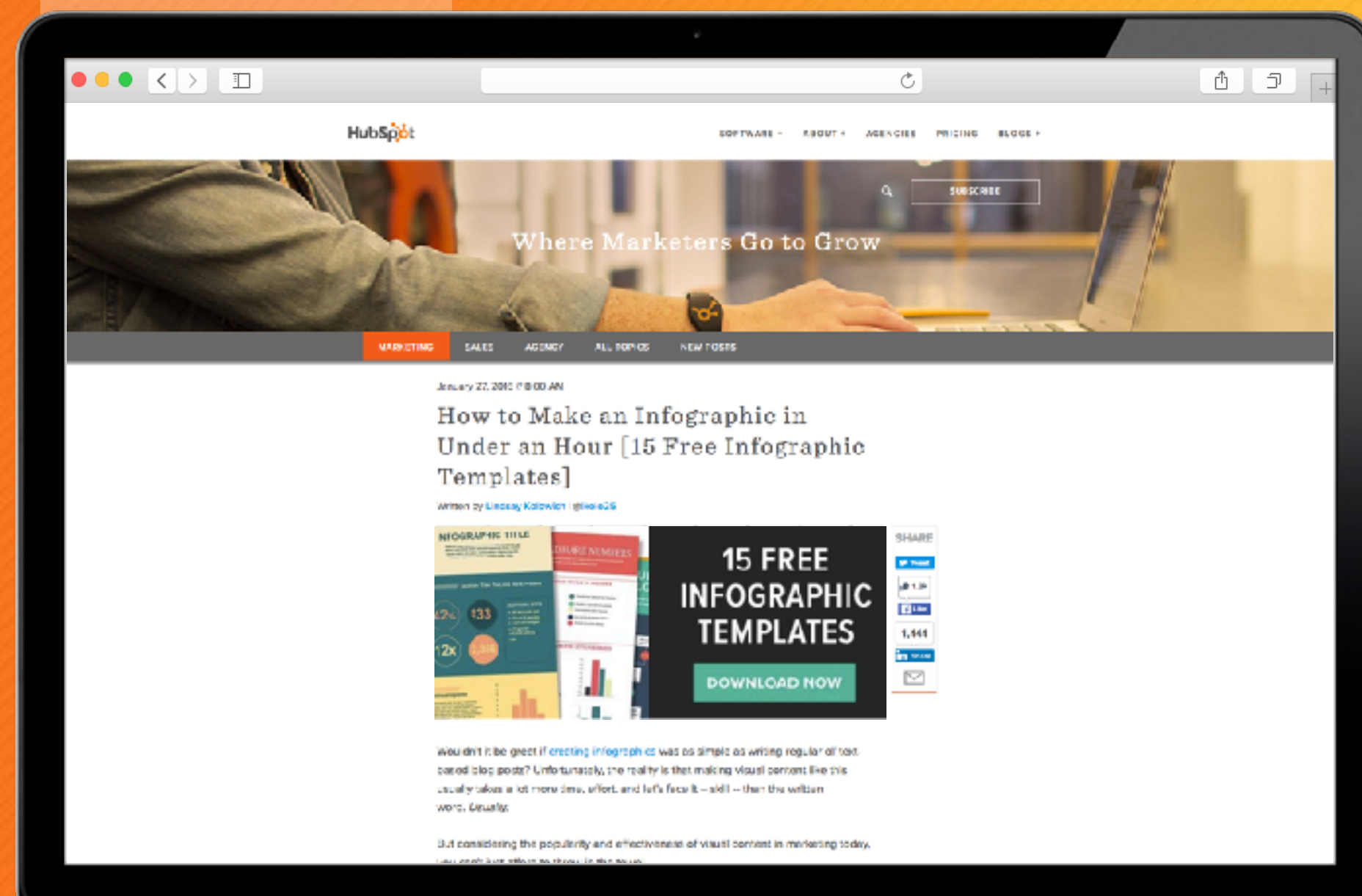
CAPTURING

Subscribers

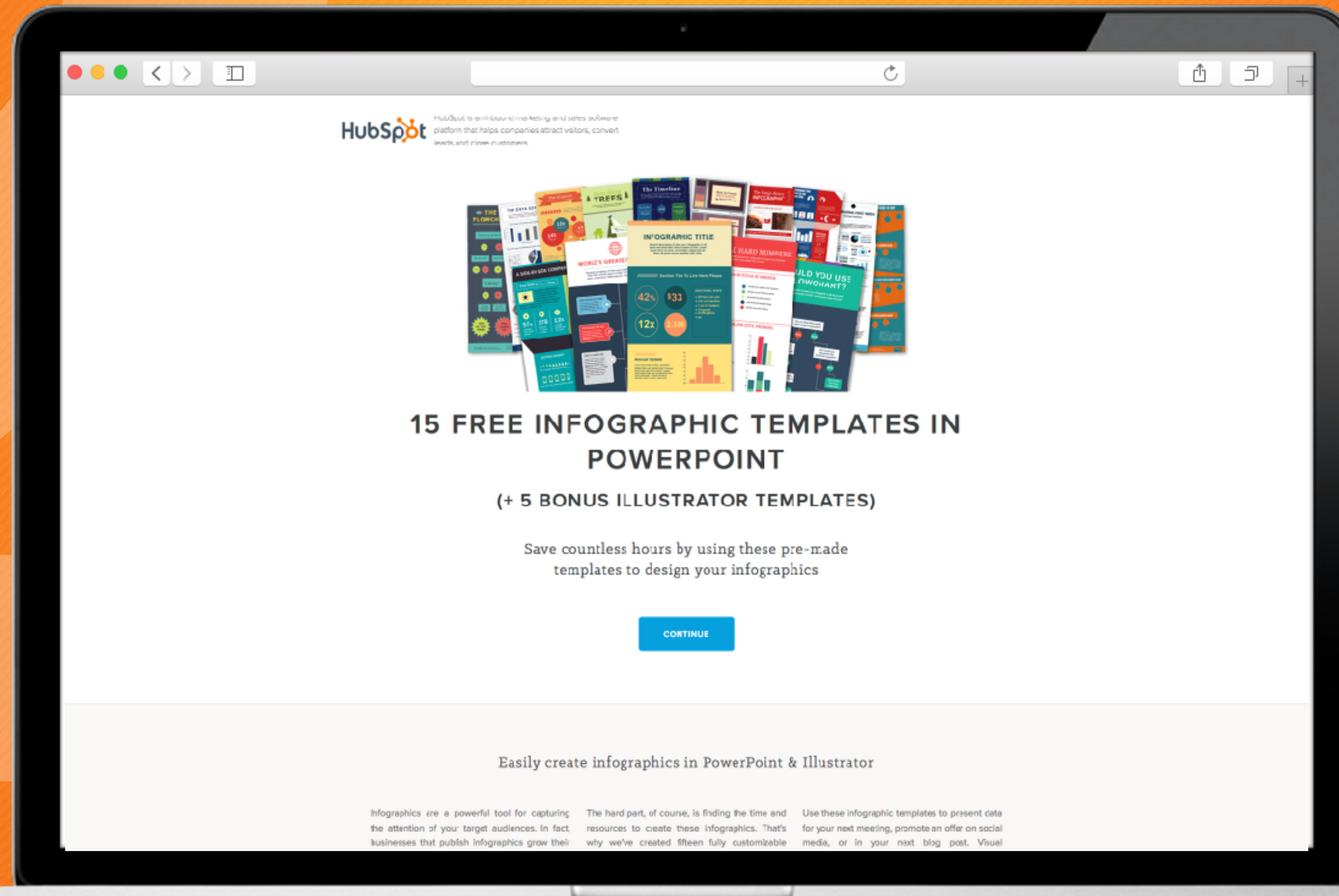
Leads

MQLs

HAVE A RELEVANT CALL-TO-ACTION (CTA) ON BLOG POSTS.



HAVE THAT 'CTA' LEAD TO A DEDICATED LANDING PAGE



@jatgilbert

| #GrowWithHubSpot

| @HubSpot

OPTIMISE YOUR LANDING PAGES



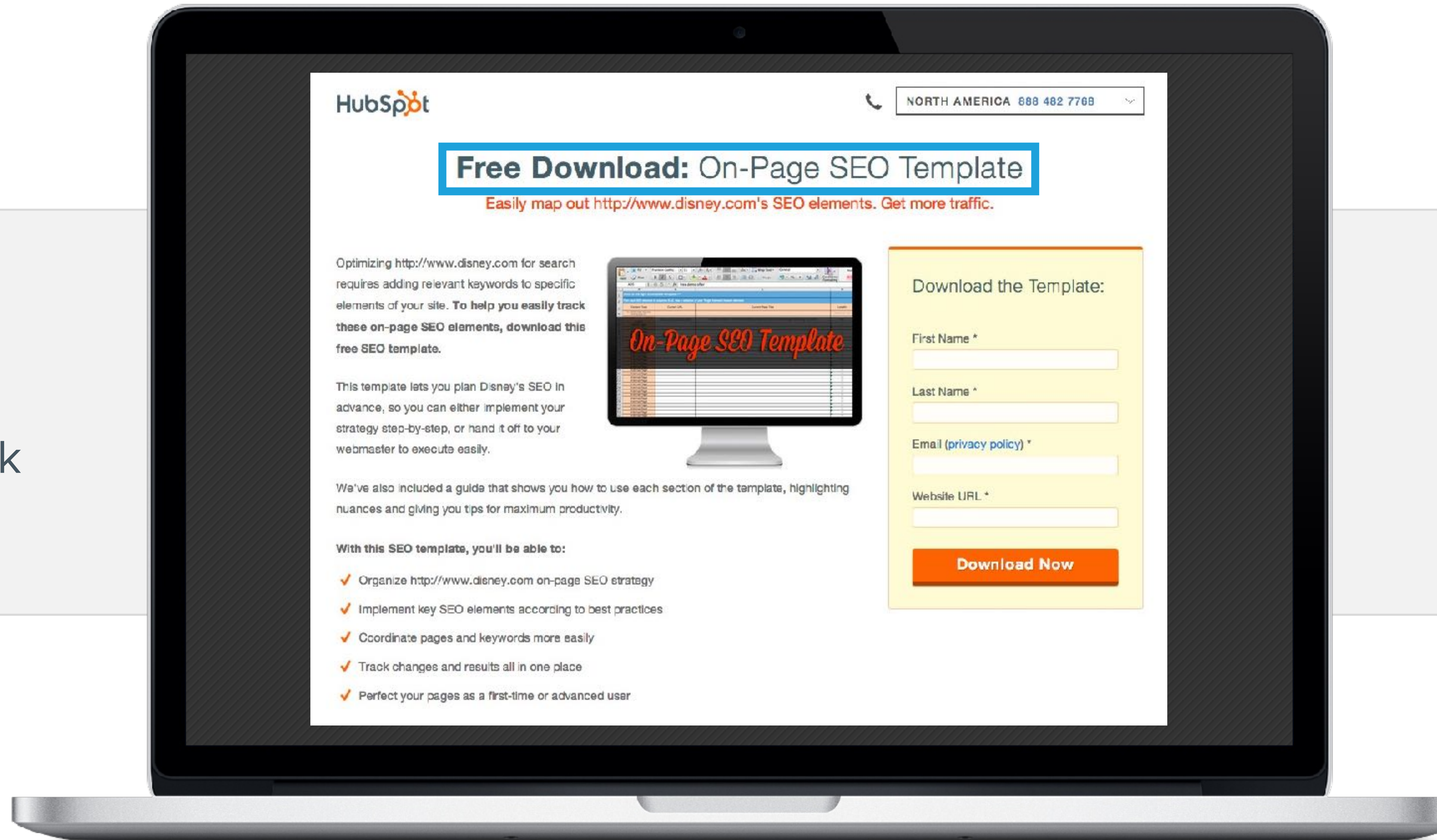
HEADER

- Logo
- Phone number
- No navigation



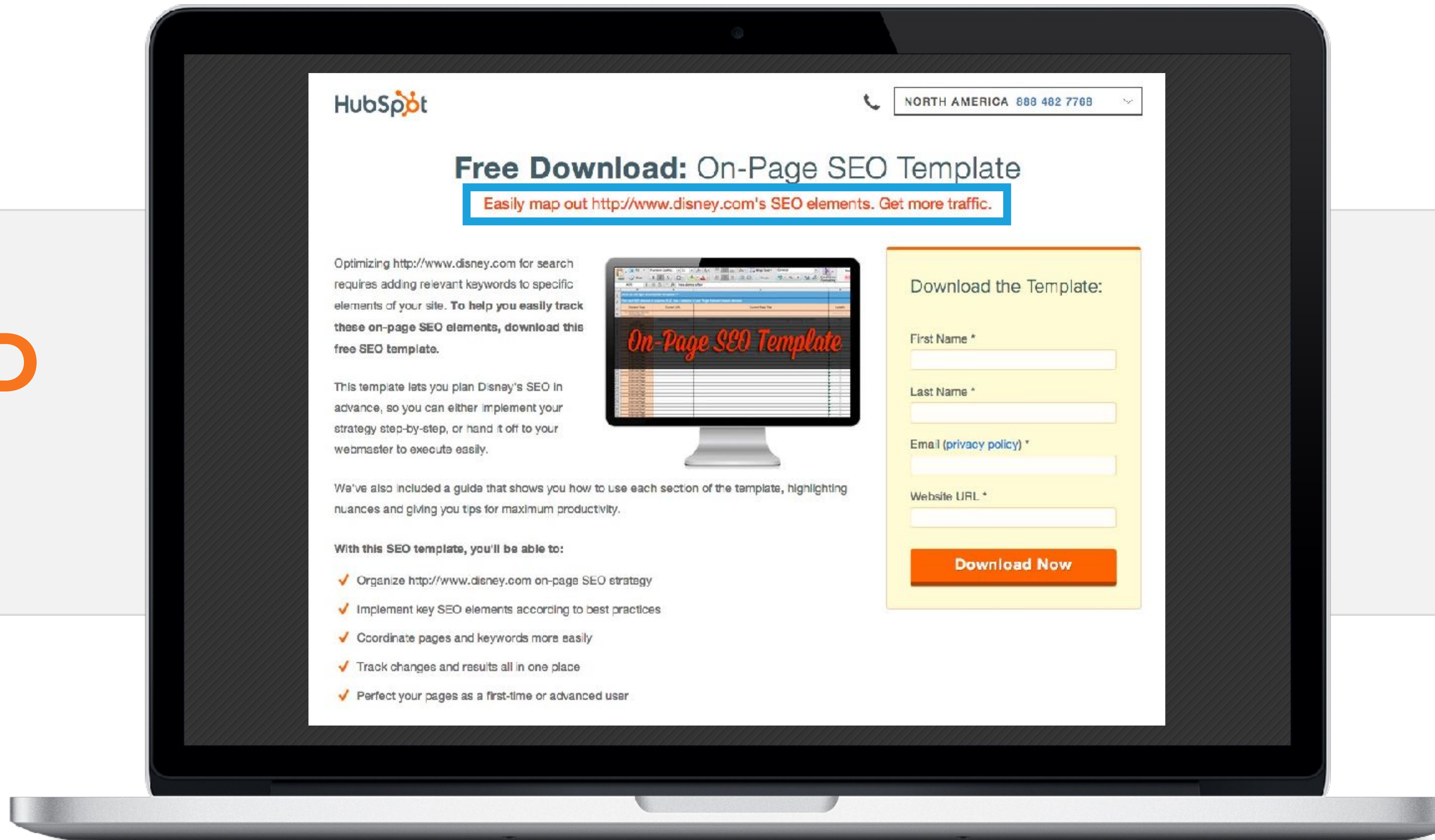
TITLE

- Say what it is
- Begin with hook
- Don't use fluff



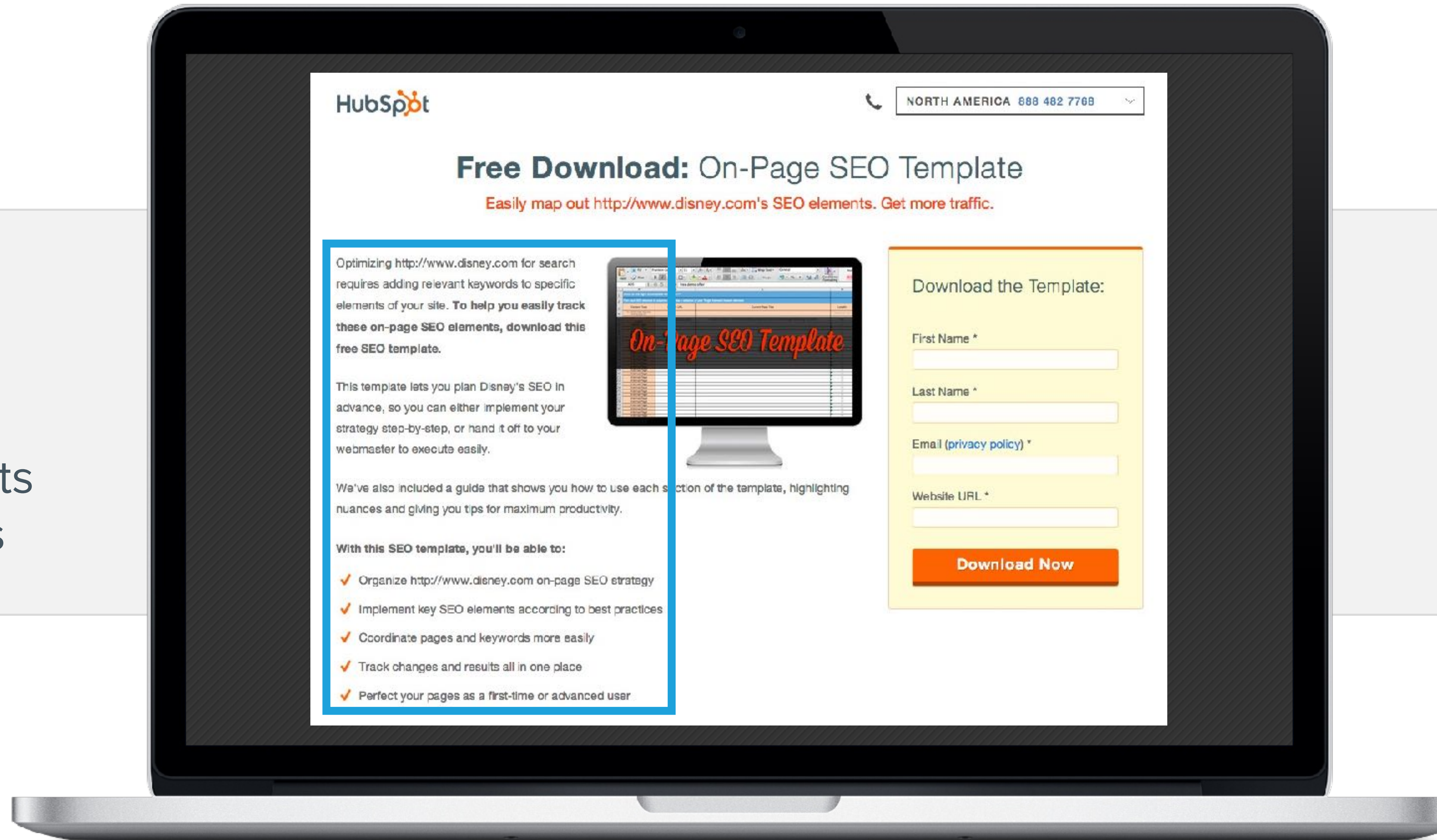
SUBHEAD

- Include benefit
- Personalise



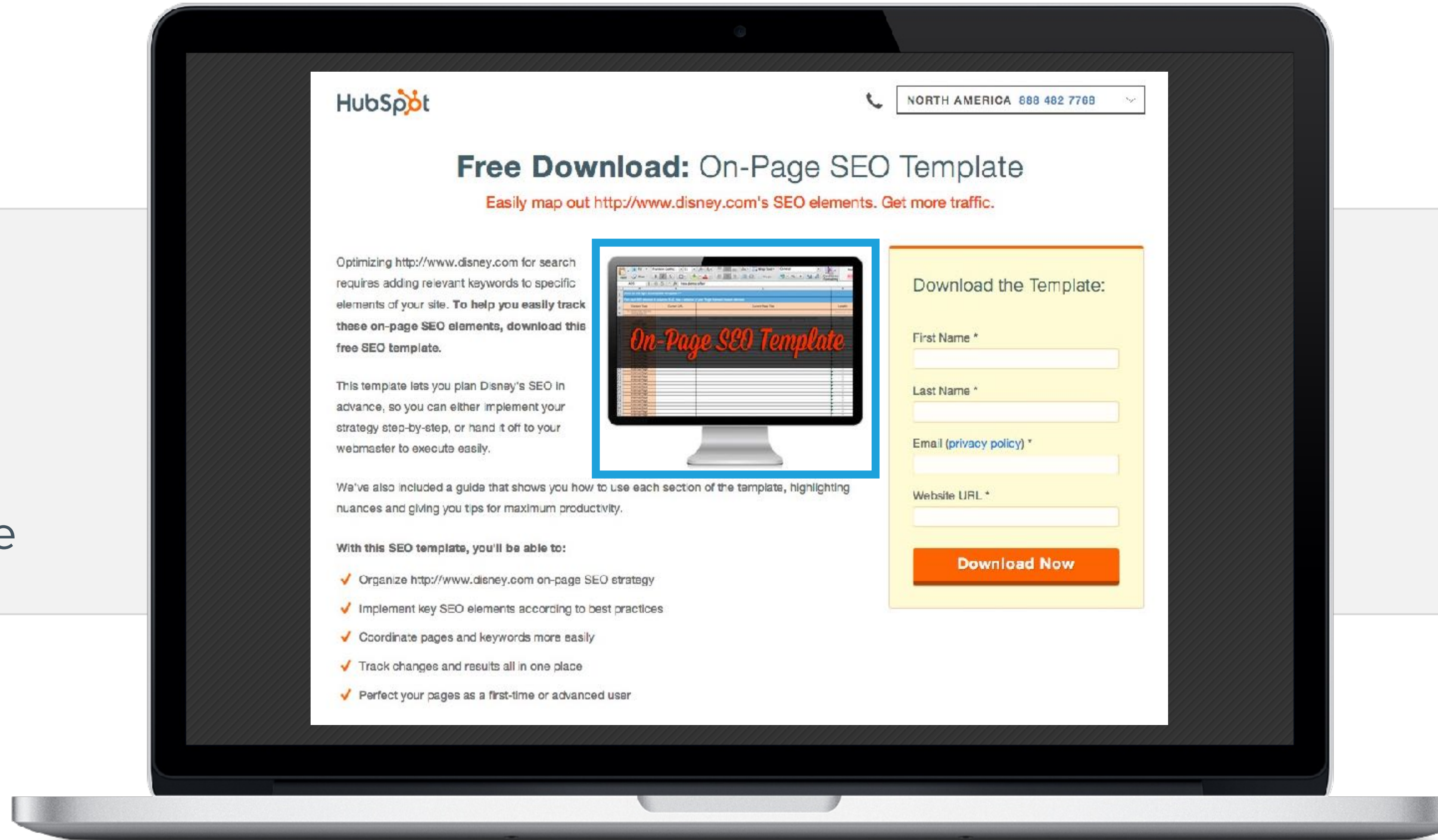
COPY

- Avoid dense paragraphs
- Use bullet points
- Bold key points



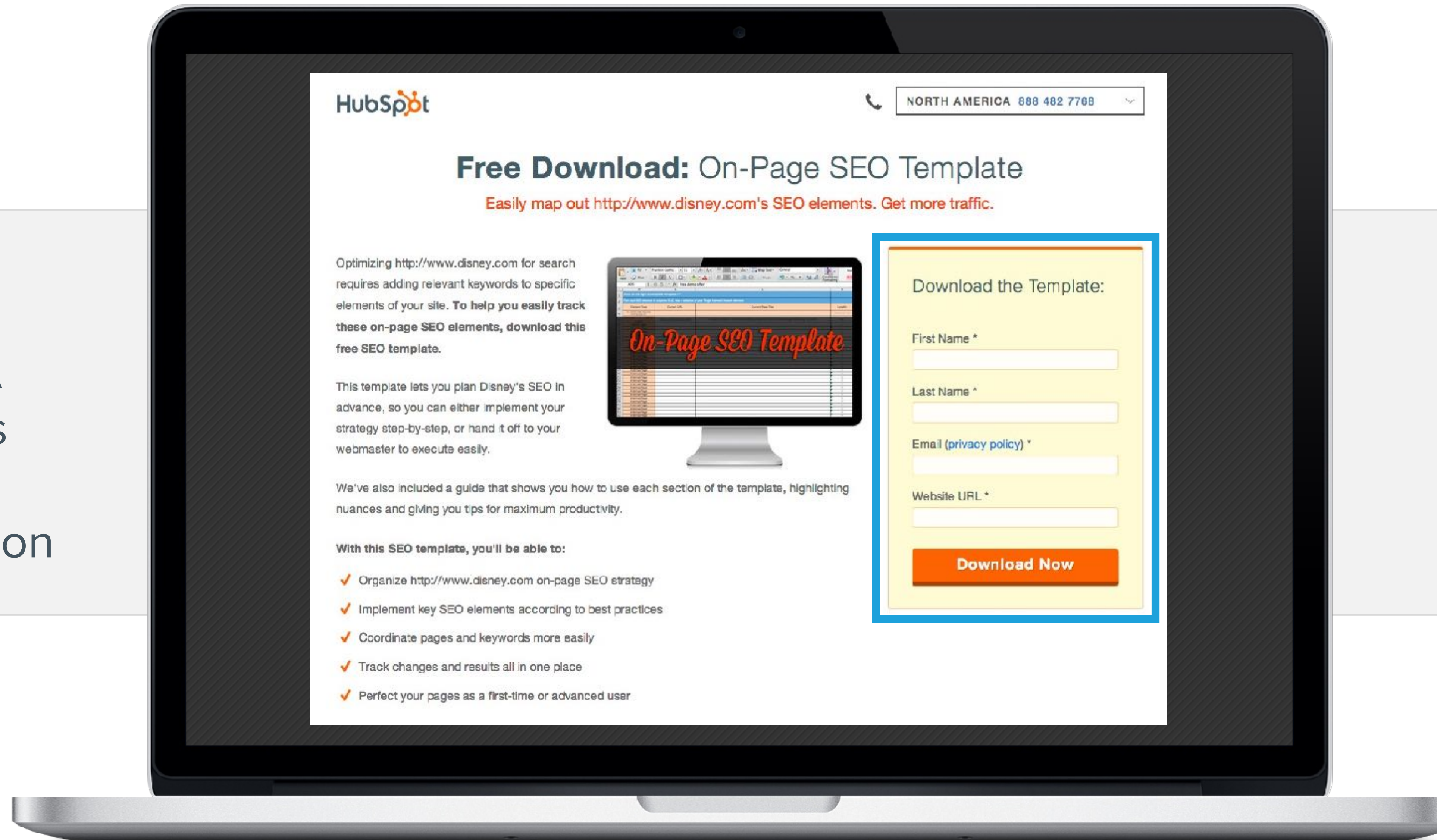
IMAGE

- Always include an image
- Make it vibrant
- Mobile-optimize



FORM

- Begin with CTA
- Right # of fields
- Privacy policy
- Actionable button



HAVE THAT
DEDICATED

↑
Conversion
increased
22%



15 FREE INFOGRAPHIC TEMPLATES IN POWERPOINT

(+ 5 BONUS ILLUSTRATOR TEMPLATES)

Save countless hours by using these pre-made
templates to design your infographics

CONTINUE

Easily create infographics in PowerPoint & Illustrator

Easily create infographics are a powerful tool for capturing
the attention of your target audiences. In fact,
businesses that publish infographics grow their

The hard part, of course, is finding the time and
resources to create these infographics. That's
why we've created fifteen fully customizable

Use these Infographic templates to present data
for your next meeting, promote an offer on social
media, or in your next blog post. Visit

A/B TEST YOUR LANDING PAGES

AVAILABLE NOW: MONTHLY MARKETING REPORTING TEMPLATE

Hurry to get Excel and PowerPoint templates to make your monthly reporting faster and easier.

Reporting can be one of the most tedious parts of a marketer's job, but it's also one of the most critical. Your metrics prove your work's worth: How much traffic are you driving to your website? How many customers did your marketing efforts generate? **Now, you never have to miss another deadline.**



To make your reporting way easier, we've created a template complete with an Excel spreadsheet and PowerPoint deck, so you don't have to start from scratch. Using this template should make your monthly reporting much faster, so you can get back to driving results.

Why this is an important marketing resource:

- ✓ Track monthly growth of your visits, leads, and customers
- ✓ Measure your website's visit to lead conversion rate

Don't miss out - download your free template today:

FIRST NAME*

RYAN

LAST NAME*

HONNICE

EMAIL (PRIVACY POLICY)*

rbonnici@hubspot.com

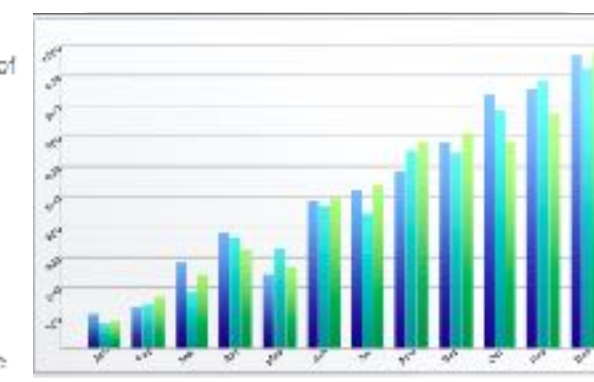
PHONE NUMBER*

VS

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PHONE NUMBER*

A/B TEST YOUR LANDING PAGES



Conversion increased
110%
in this test

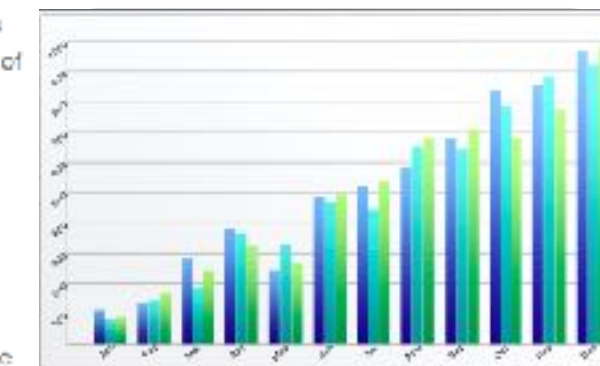
VS

WINNER

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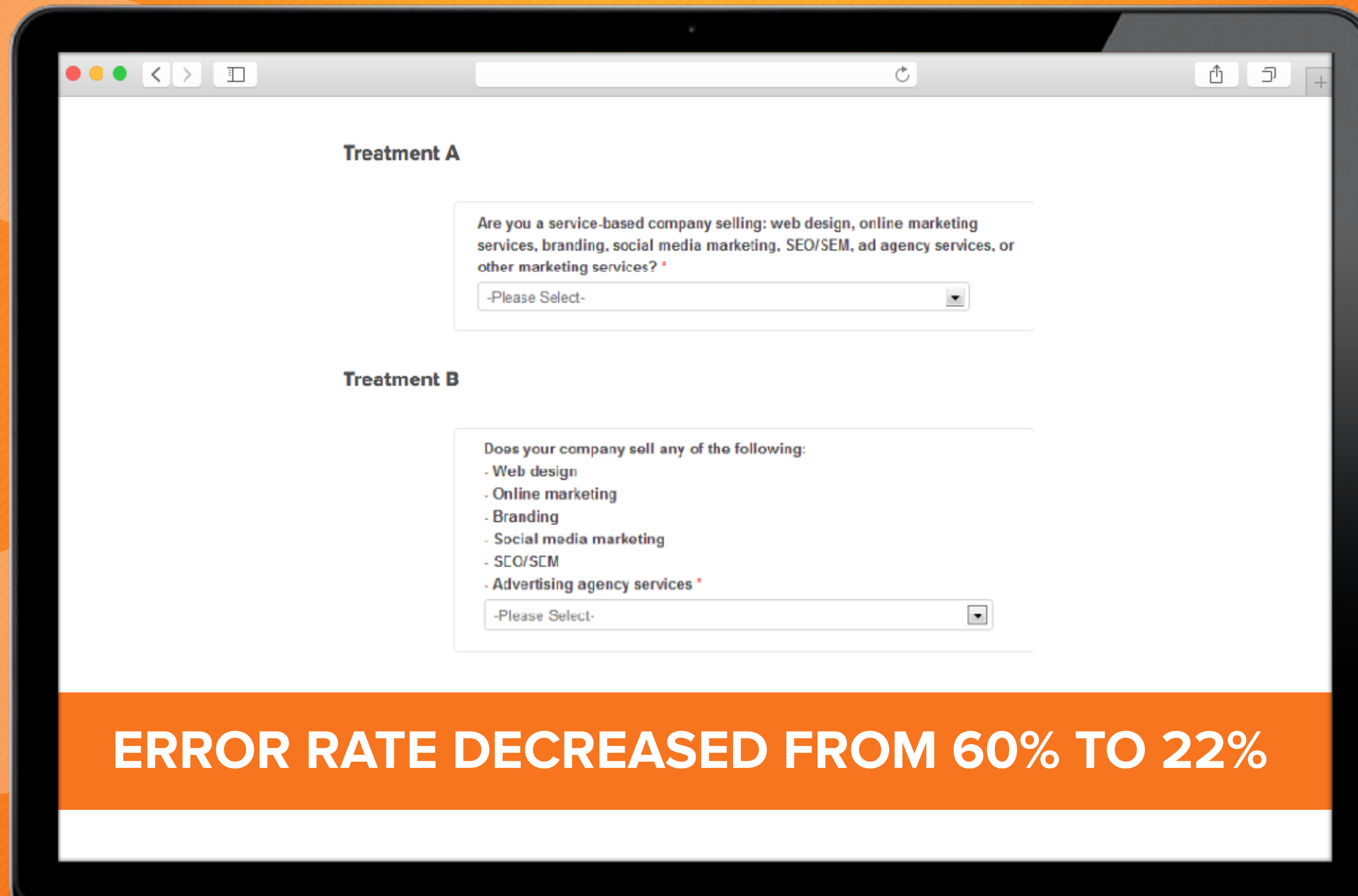
FIRST NAME*
RYAN

LAST NAME*
HONNICE

EMAIL (PRIVACY POLICY)*
rbonnici@hubspot.com

PHONE NUMBER*

FOCUS ON QUALITY CONVERSIONS



TOOLS CAN HELP CONVERT LEADS TOO!

The screenshot shows the Aussie website's home loan calculator. The page header includes the Aussie logo, the tagline "It's Smart to Ask", and a phone number "Call 1300 44 55 66". The navigation menu includes "Home Loans", "Personal Loans", "Insurance", "Careers", and "Blog". A search bar is also present.

The main content area features a calculator titled "How much can I borrow?". The calculator is divided into two columns: "About you" and "Monthly Expenses".

About you:

- I need a home loan to... (Dropdown menu)
- Application Type: Single (selected), Joint
- Number of dependants: 0
- Annual Income (before tax): Total of your taxable income: \$75,000; Total of your partners taxable income: \$50,000; Untaxed income: \$10,000

Monthly Expenses:

- Calculate expenses for me (checkbox)
- The Loan: Interest Rate: 4.64%; Loan Term: 25 Years (selected), 30 Years

Results:

- You may be able to borrow up to: **\$910,238**
- Monthly repayments at 4.64%: **\$4,888**
- Monthly repayments at 5.14% (if rates rise): **\$4,965**

On the right side of the calculator, there is a section titled "So what's next? Time to meet with a broker?". It lists several benefits:

- You'll fully understand how much you can afford to borrow and repay without putting yourself at risk.
- We will give you expert advice to help you find the right home loan deal.
- We will explain the available government grants and help you apply for them.
- Clearly explain the different features, options, fees and charges.
- Provide expert advice and support you at every step of the process.

A green button labeled "Free Appointment" is located at the bottom of this section.

@jatgilbert

#GrowWithHubSpot

@HubSpot

TURN LEADS INTO

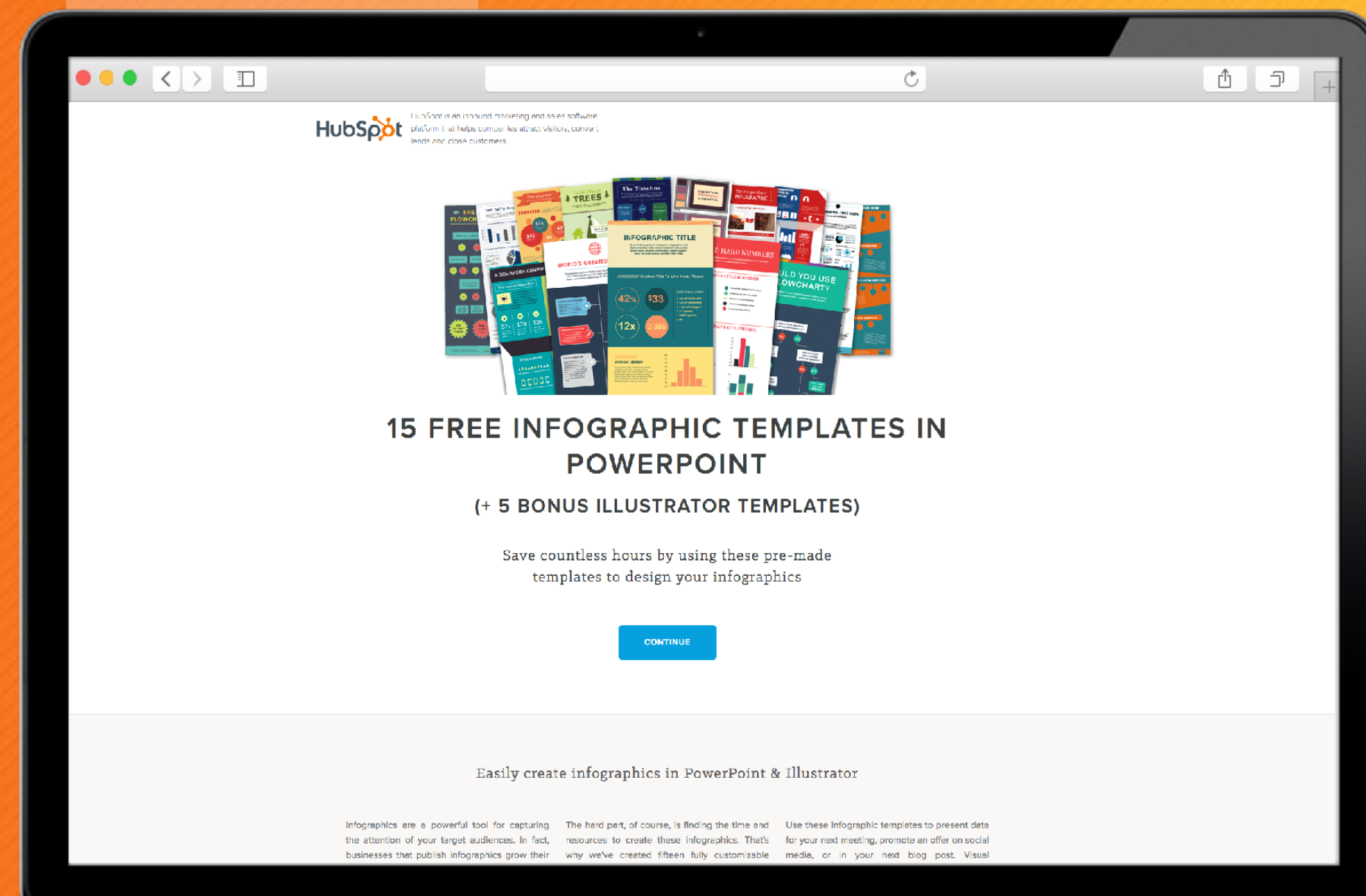
Subscribers

Leads

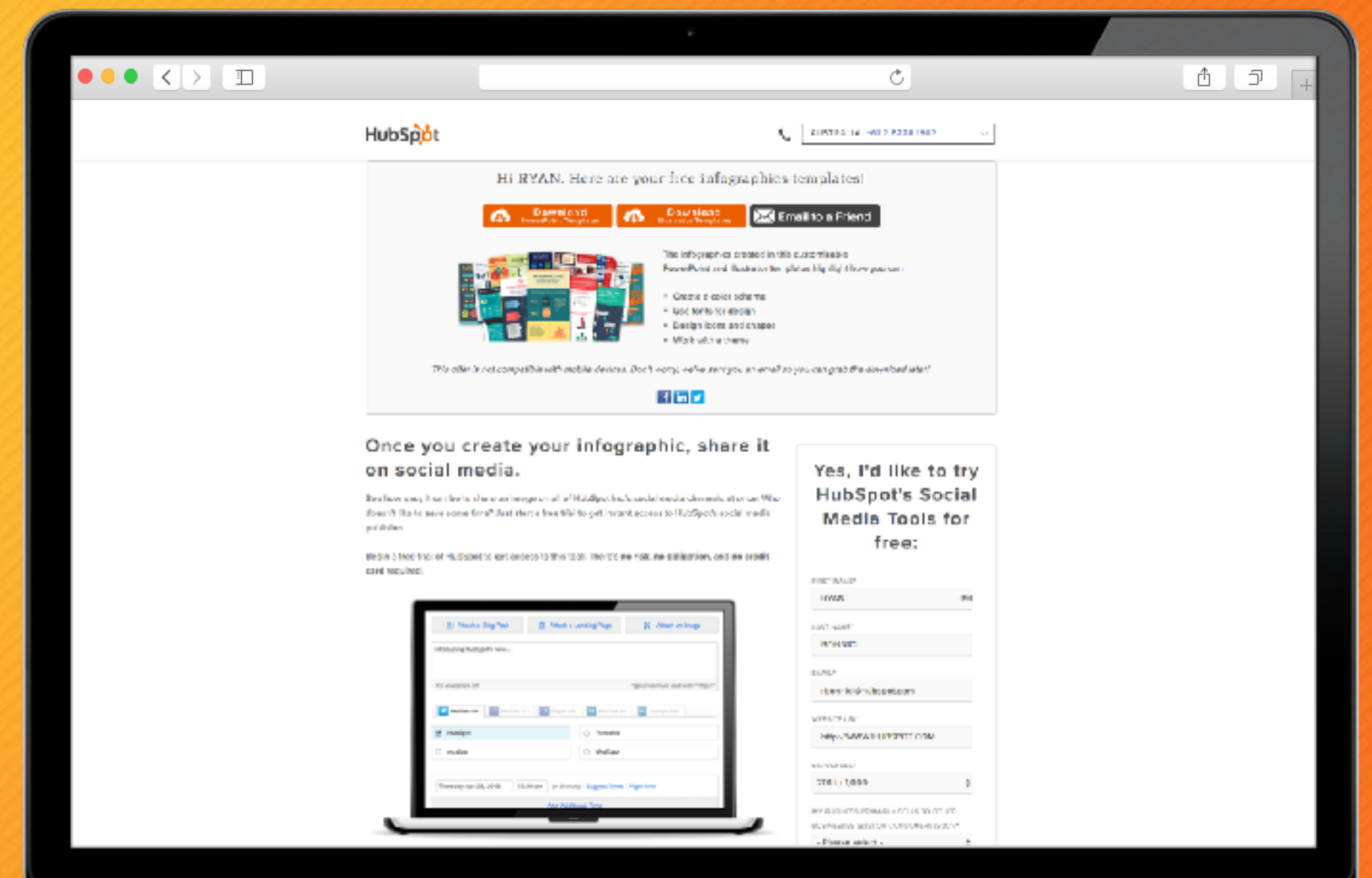
MQLs

DON'T STOP AT THE LANDING PAGE

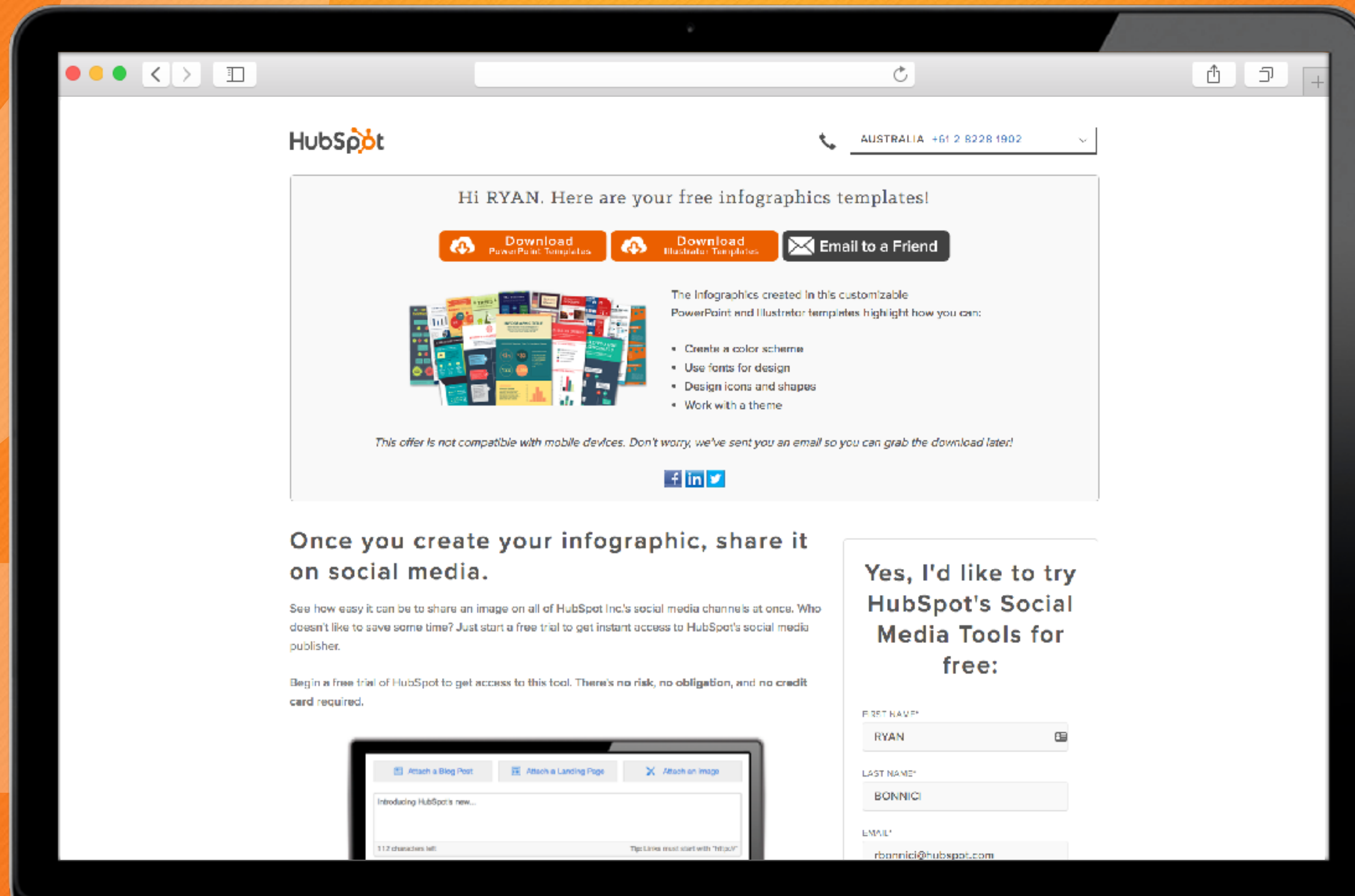
LANDING PAGE (LP)



THANK YOU PAGE (TYP)



GENERATE MQLS ON YOUR THANK YOU PAGE

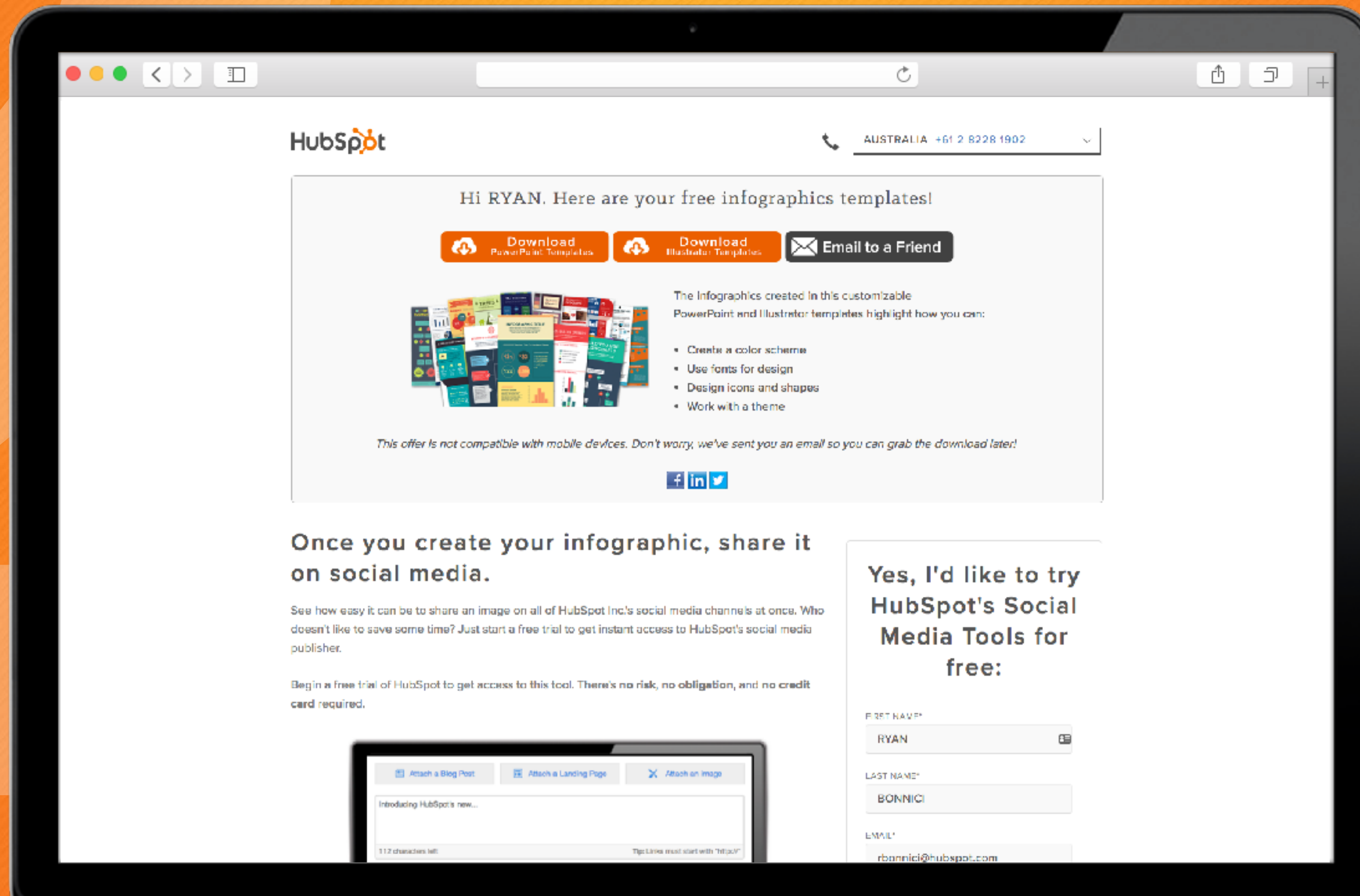


@jatgilbert







| #GrowWithHubSpot

| @HubSpot

OPTIMISE YOUR “THANK-YOU PAGE” FOR THE RIGHT CONVERSIONS



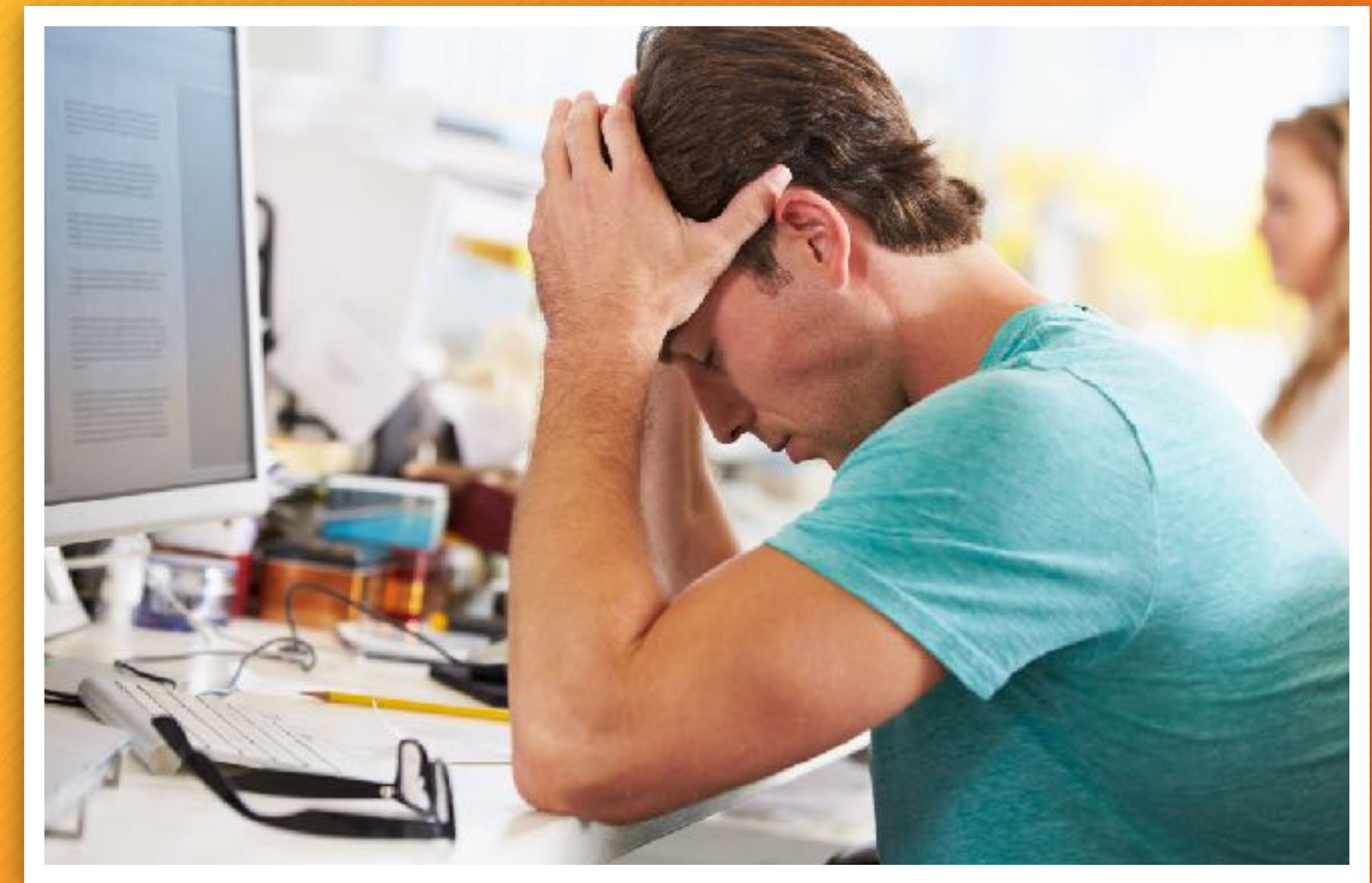
NURTURE LEADS WITH MARKETING AUTOMATION

EMAIL 1	EMAIL 2	EMAIL 3
		
<p>Hi there,</p> <p>Do you ever feel like when it comes to SEO, you don't know where to begin? Don't worry—we've been there.</p> <p>If you want to get more traffic to your company's website, you should optimize each page on your website for a keyword phrase that your target audience is searching for on Google. To make this process easy, please feel free to use our On-Page SEO Template -- it's the same one our in-house SEO team uses to optimize HubSpot.com!</p> <p>Download Your SEO Template</p> <p>If you have a ton of website pages, start with just 10-15 of your most important pages. Once you map out the SEO elements for each of these pages, you can implement the changes yourself, or email the file to your webmaster to implement.</p> <p>All the best, Kipp</p>  <p>Kipp Bodnar (1-888-HUBSPOT) Chief Marketing Officer, HubSpot</p> <p>P.S. Want more hands-on SEO advice? Sign up for a free SEO assessment with one of our marketing experts.</p>	<p>Hi there,</p> <p>Building and implementing a social media strategy is essential to your business growth, but where do you start?</p> <p>This kit walks you through the exact steps you should follow to set up your social media marketing plan from beginning to end.</p> <p>Download Your Social Media Strategy Kit</p> <p>You'll find tips and guidance in the form of audio, video, SlideShares, ebooks, benchmark data, Excel templates, PowerPoint templates, one-on-one help, and more!</p> <p>All the best, Kipp</p>  <p>Kipp Bodnar (1-888-HUBSPOT) Chief Marketing Officer, HubSpot</p> <p>P.S. If you want help building a social media strategy or improving your existing one, you can schedule a free 30 minute social media assessment with us.</p>	<p>Hi there,</p> <p>Do you know how effective your marketing strategy is at attracting visitors, generating leads, and converting leads into customers?</p> <p>I'd like to help you find out.</p> <p>Our mission at HubSpot is to help companies move away from interruptive marketing tactics. That's why we're offering you a free 30-minute marketing assessment with one of our expert marketing consultants -- to show you how to make your marketing more effective and increase your ROI.</p> <p>These are first come, first served, so please make sure you request your assessment online or call us at 1-888-HUBSPOT to schedule one.</p> <p>And if you're not looking for an assessment at this time, remember that I'm here to help you, so feel free to email me if you have any questions.</p> <p>All the best, Kipp</p>  <p>Kipp Bodnar (1-888-HUBSPOT) Chief Marketing Officer, HubSpot</p>

WINNING THE EMAIL BATTLE GROUND

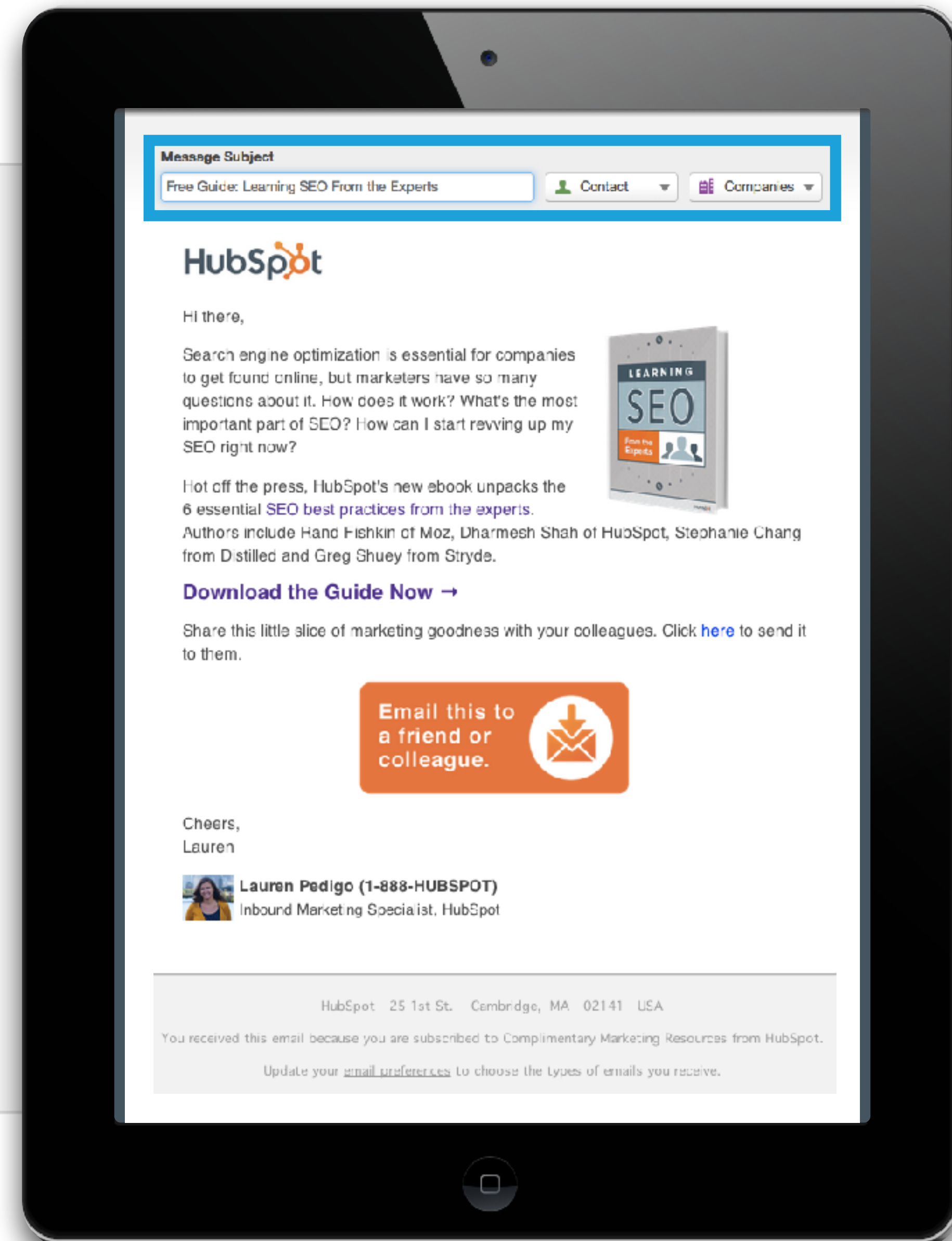


OR



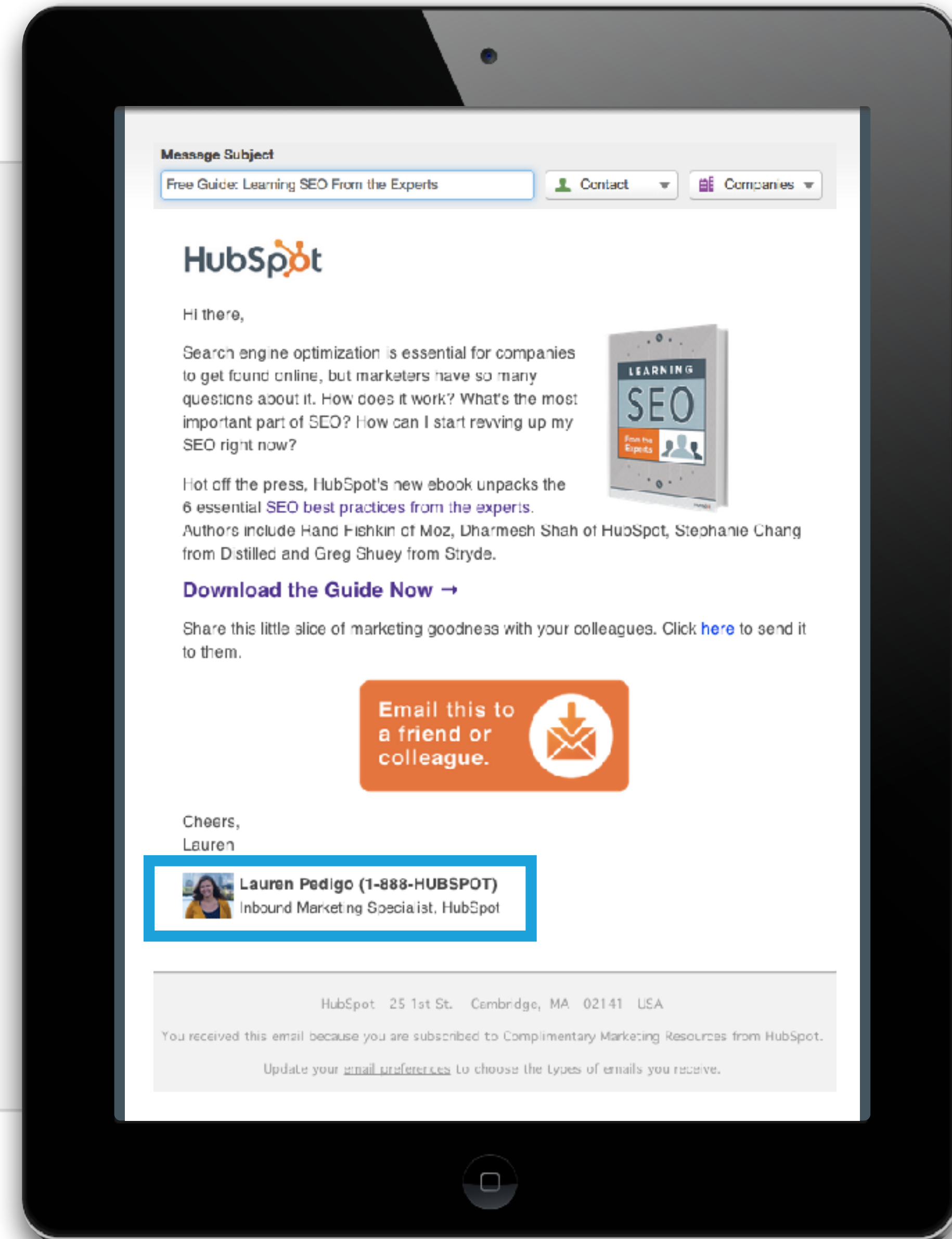
CHECKLIST

✓ Compelling Subject Line



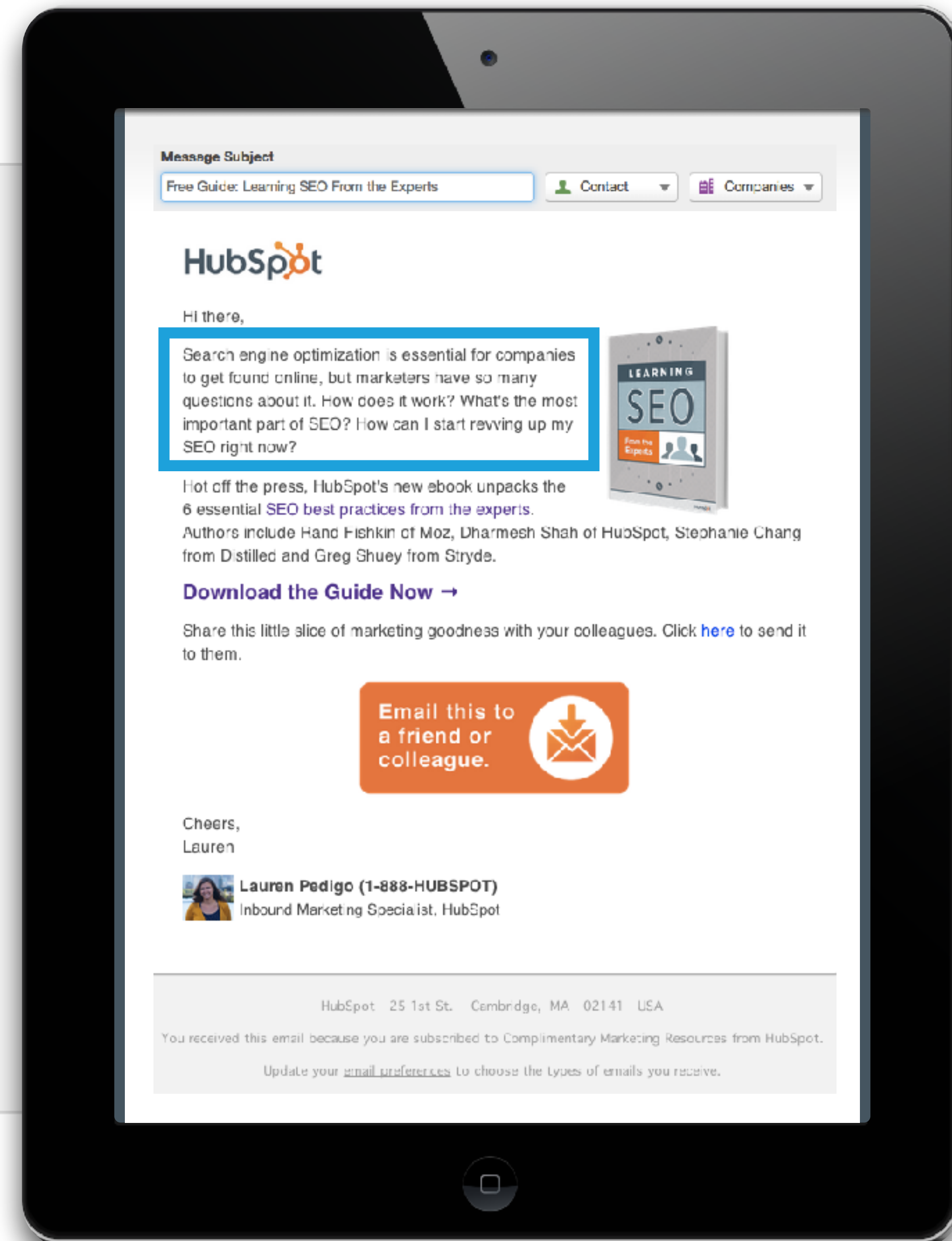
CHECKLIST

- ✓ Compelling Subject Line
- ✓ Sender Name



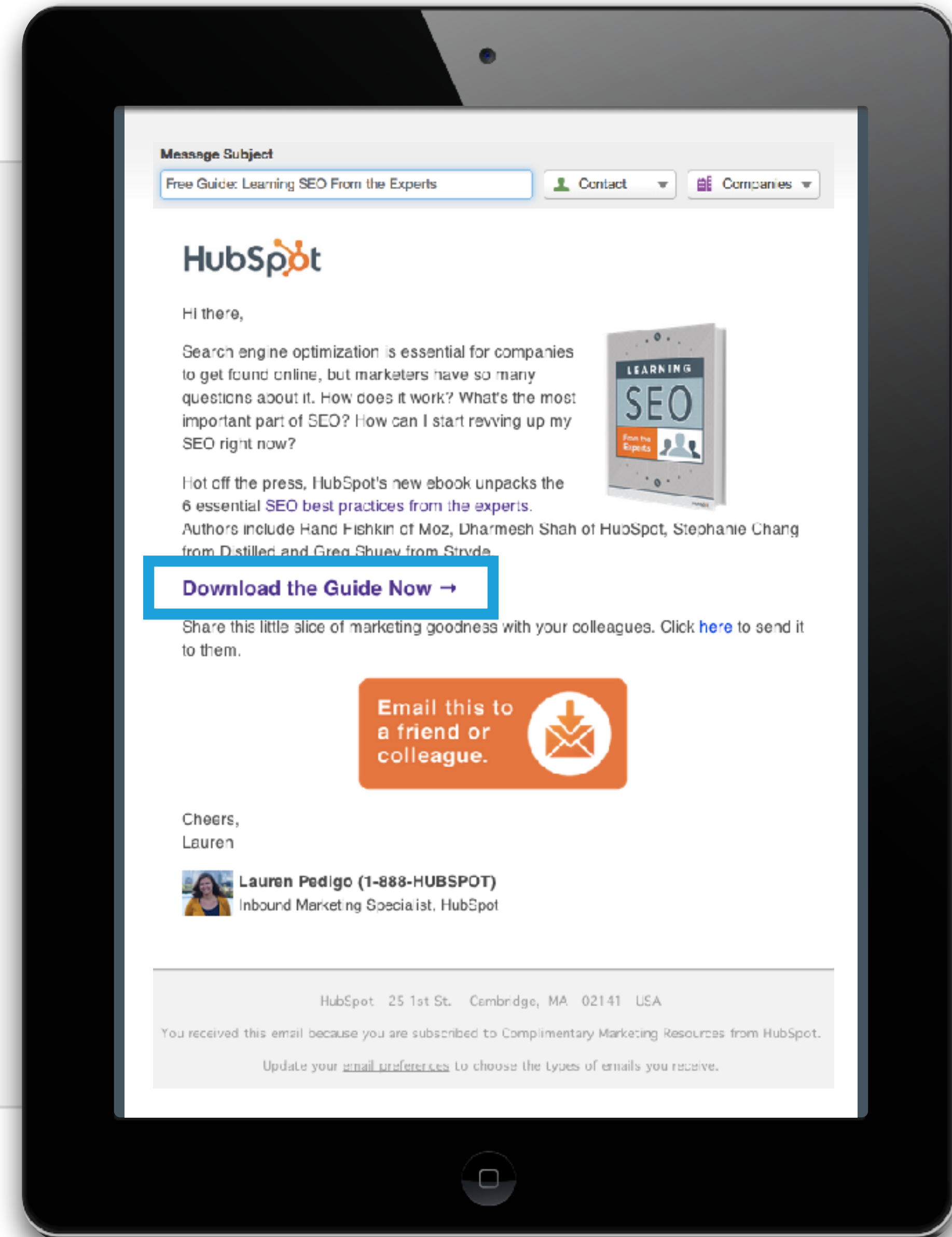
CHECKLIST

- ✓ Compelling Subject Line
- ✓ Sender Name
- ✓ Personalised Copy



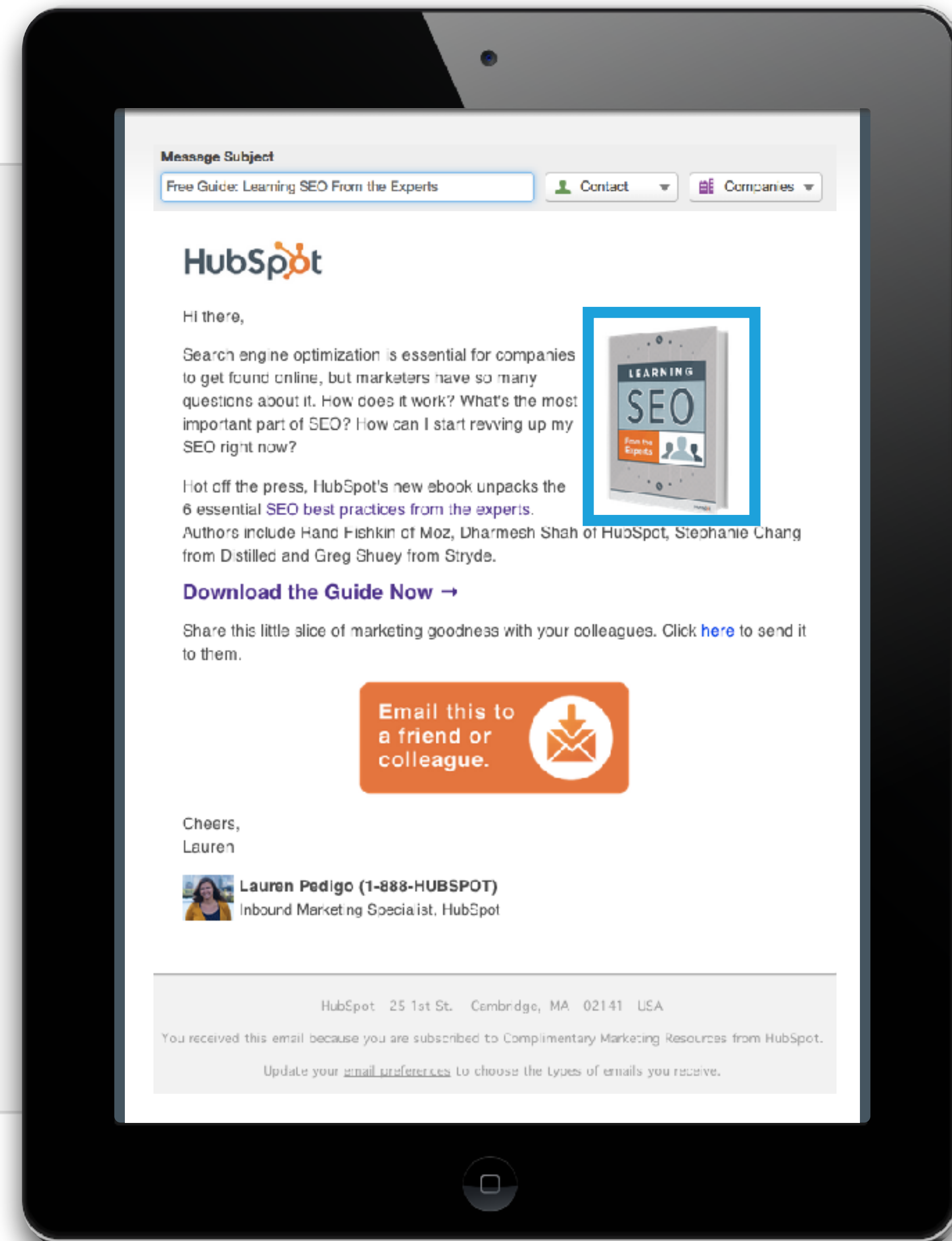
CHECKLIST

- ✓ Compelling Subject Line
- ✓ Sender Name
- ✓ Personalised Copy
- ✓ Call-To-Action



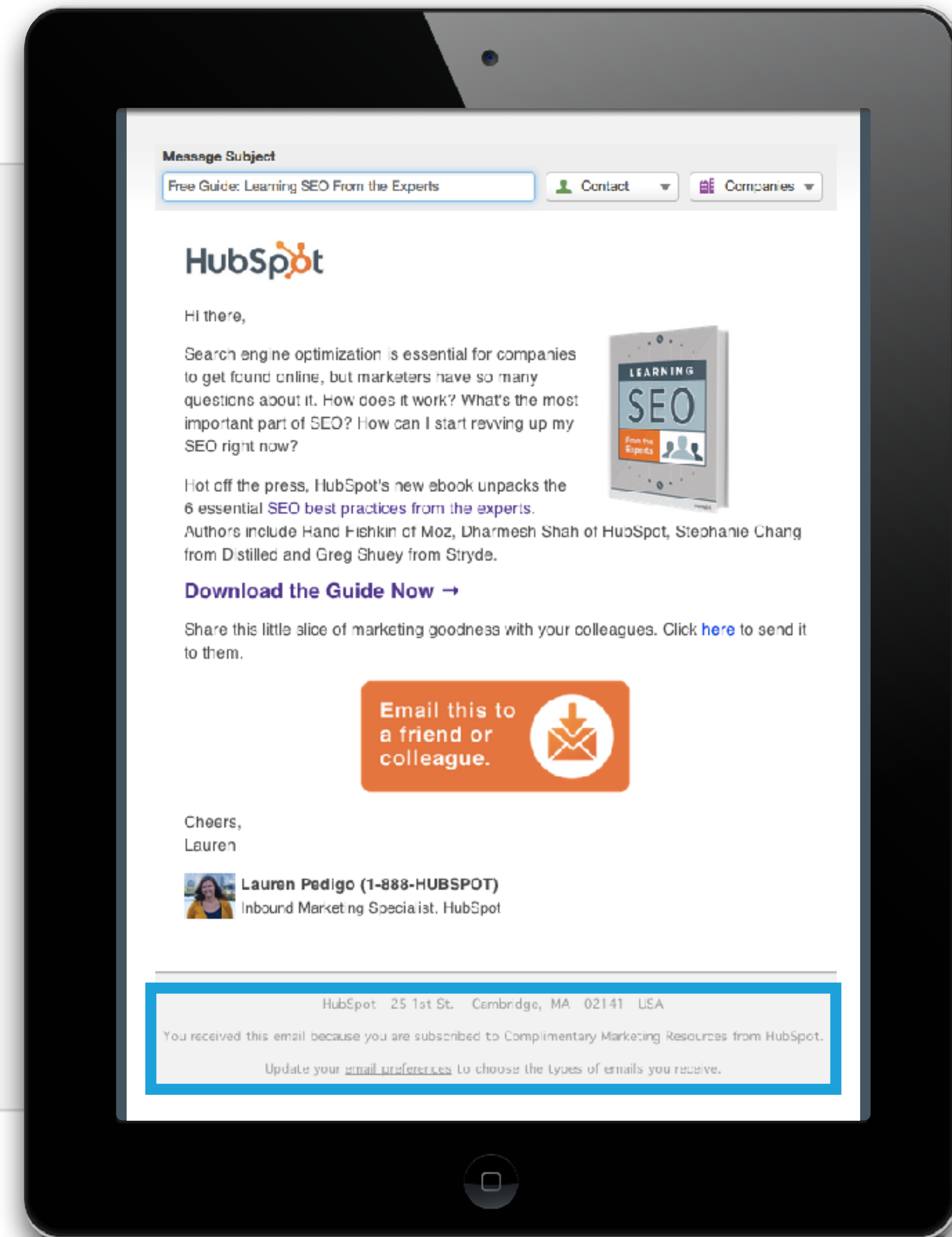
CHECKLIST

- ✓ Compelling Subject Line
- ✓ Sender Name
- ✓ Personalised Copy
- ✓ Call-To-Action
- ✓ Image



CHECKLIST

- ✓ Compelling Subject Line
- ✓ Sender Name
- ✓ Personalised Copy
- ✓ Call-To-Action
- ✓ Image
- ✓ Unsubscribe Link



LEVERAGE PAID RETARGETING

Potential customer
visits your site

Later, customer surfs the
web and sees your ad

Customer goes
back to your site

Potential customers
become paying customers



Ad was targeted
to only your
website visitors

REACH OUT TO EXISTING LEADS



METRICS

Subscribers

Subscriber to lead ratio

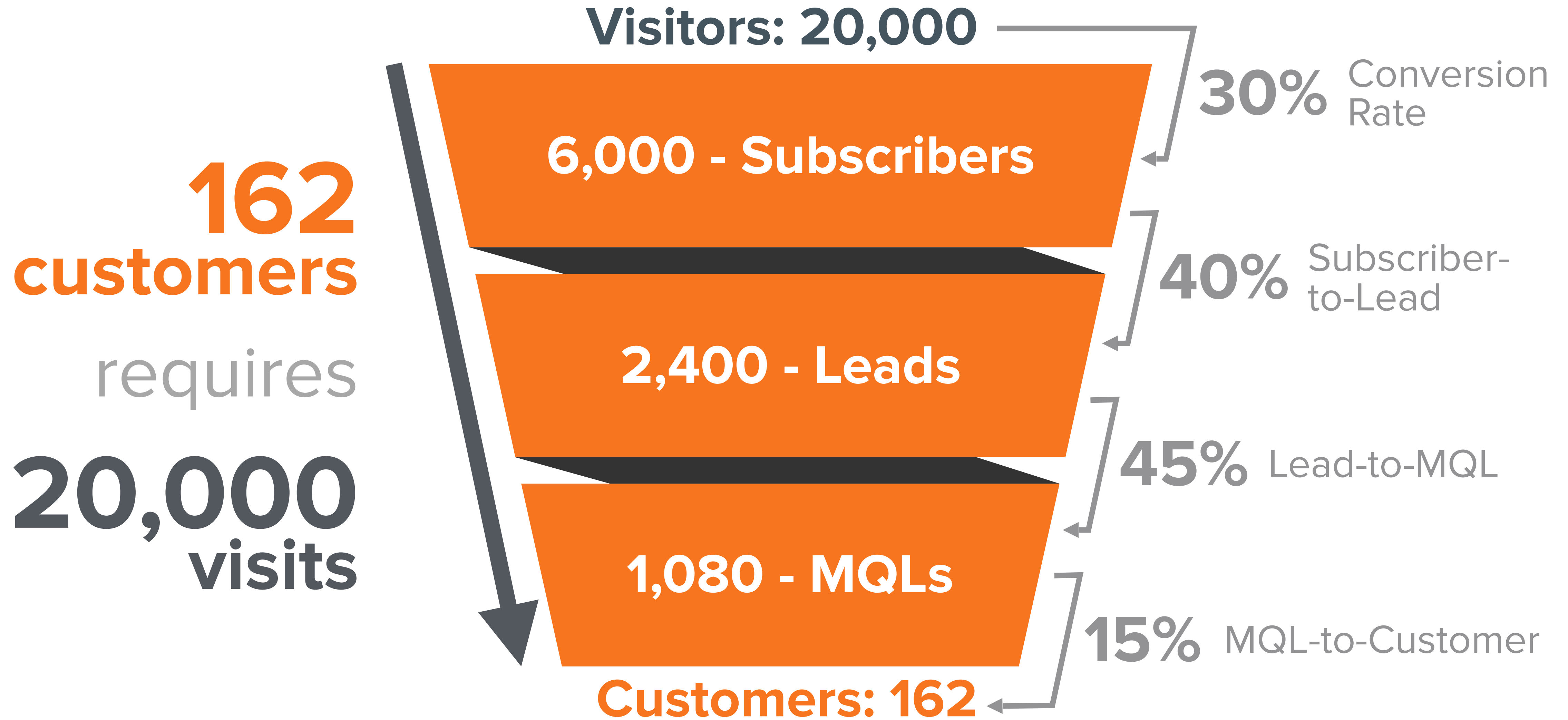
Leads

Lead to customer ratio, cost per lead, length of sales cycle

MQLs

MQL to customer ratio, cost per lead, length of sales cycle

REVERSE-ENGINEER YOUR FUNNEL



FIND OUT WHAT YOU'RE WILLING TO PAY AT EACH STAGE



HOW MUCH IS A LEAD WORTH TO YOU AT EACH STAGE?

Assuming the customer has a
lifetime profit of **\$5,000**

Visitor \$0.01

Subscriber \$1

Lead \$51

MQL \$750

Customer \$5,000

KEY TAKEAWAYS

1

**Reduce
the friction
wherever
possible**

2

**Always
present options
to progress
down the funnel**

3

**Reverse engineer
your funnel to
know the value
of your leads**