

# GROW WITH HUBSPOT SYDNEY



**#GrowWithHubSpot**



# Hi!

I'm James Gilbert  
@jatgilbert

**Head of APAC Marketing**





# OUTBOUND

VS

# INBOUND



# THEN

- **Advertisers** had all the control.
- **Consumers were bombarded** with ads & pamphlets trying to sell them many products.
- While they didn't like this, **they couldn't do anything** about it.







# NOW

- **The buyer is in control** and has much more power.
- They have all the tools at their disposal to do their **own research**.
- They're able to make **their own decision** on your product / service without you.



# The old playbook is **BROKEN**



**83%**  
skip  
TV ads



**91%**  
unsubscribe  
from email



**20%**  
direct mail is  
**never opened**



**48%**  
are on **do**  
**not call** lists



“

The biggest problem  
with the old playbook is that  
it fights for people's attention  
by **interrupting** them.

Seth Godin (1998!)





**ATTRACTING**  
**ATTENTION**  
is **smarter** than interrupting attention



# ATTRACTING ATTENTION

requires you to  
provide something  
people will love



# In the world of digital, **people love content.**



**Blog Posts &  
Web Content**



**Photos &  
Infographics**



**Videos &  
Podcasts**



**Presentations  
& eBooks**

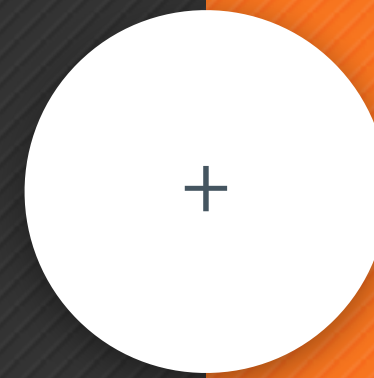


**Software  
& Tools**



**EXAMPLE**

HubSpot



What do all  
marketers  
need to know?

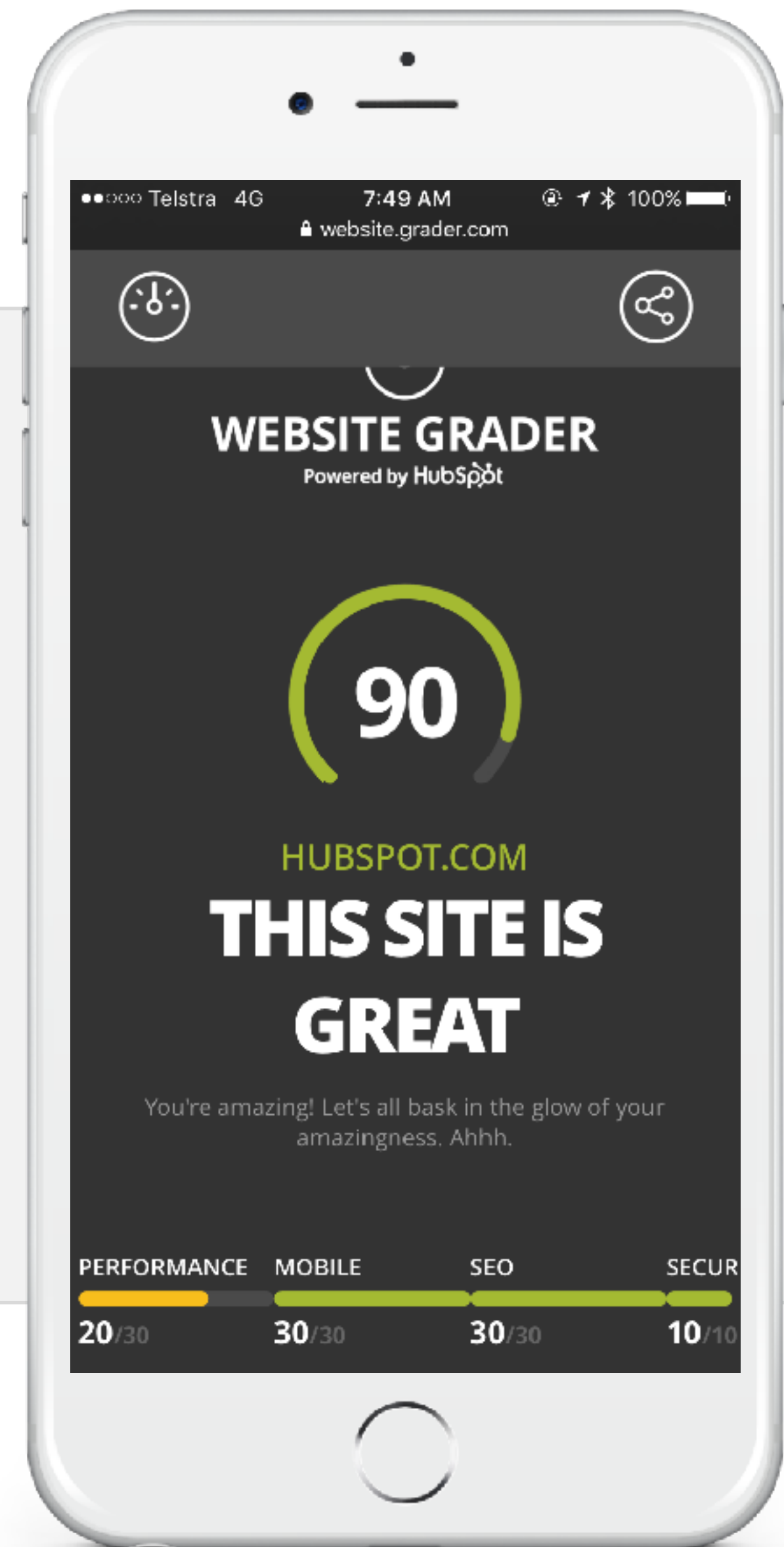
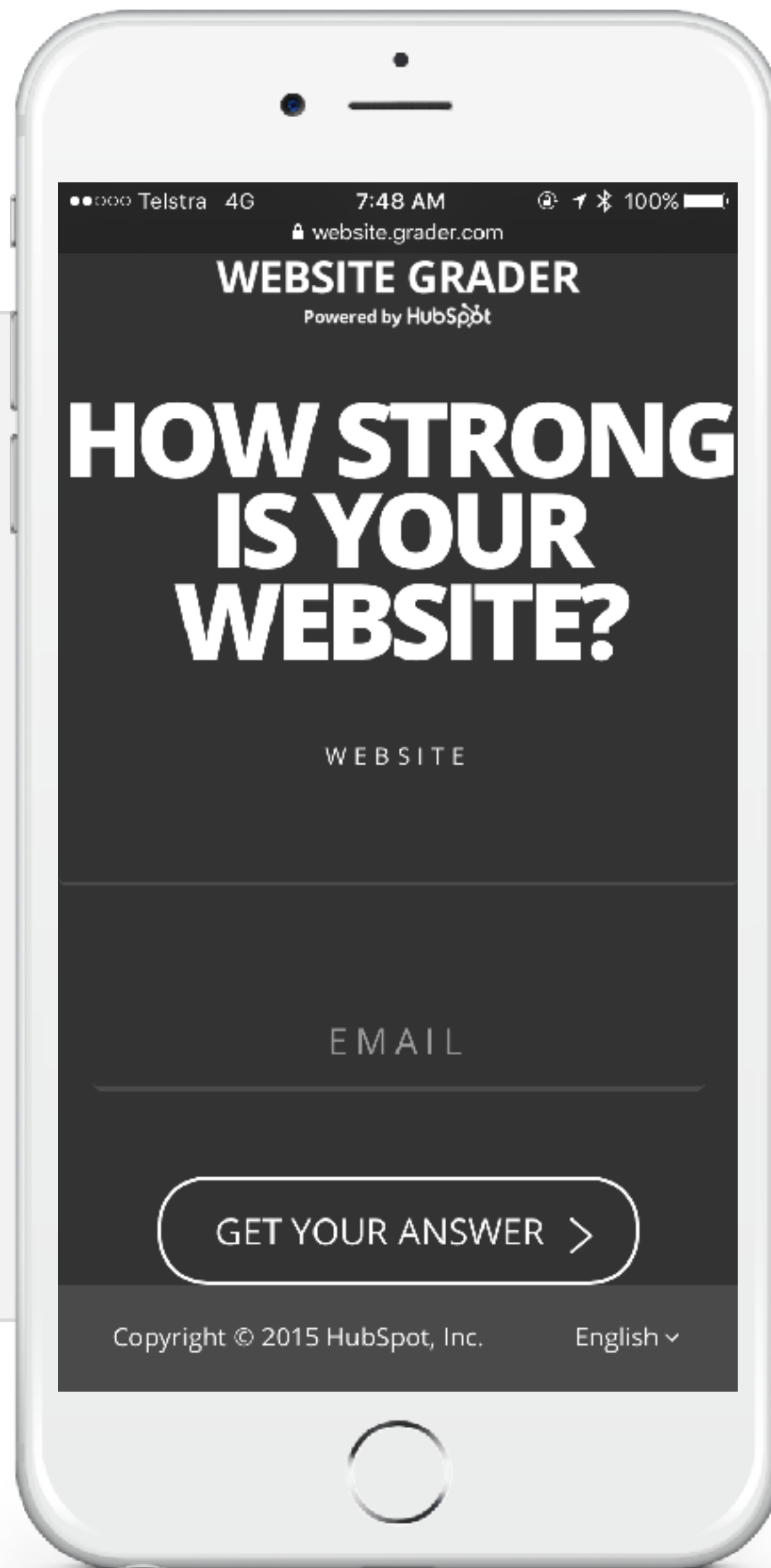
**All-in-one**  
inbound marketing  
and sales software.

**HOW GOOD IS  
MY WEBSITE?**

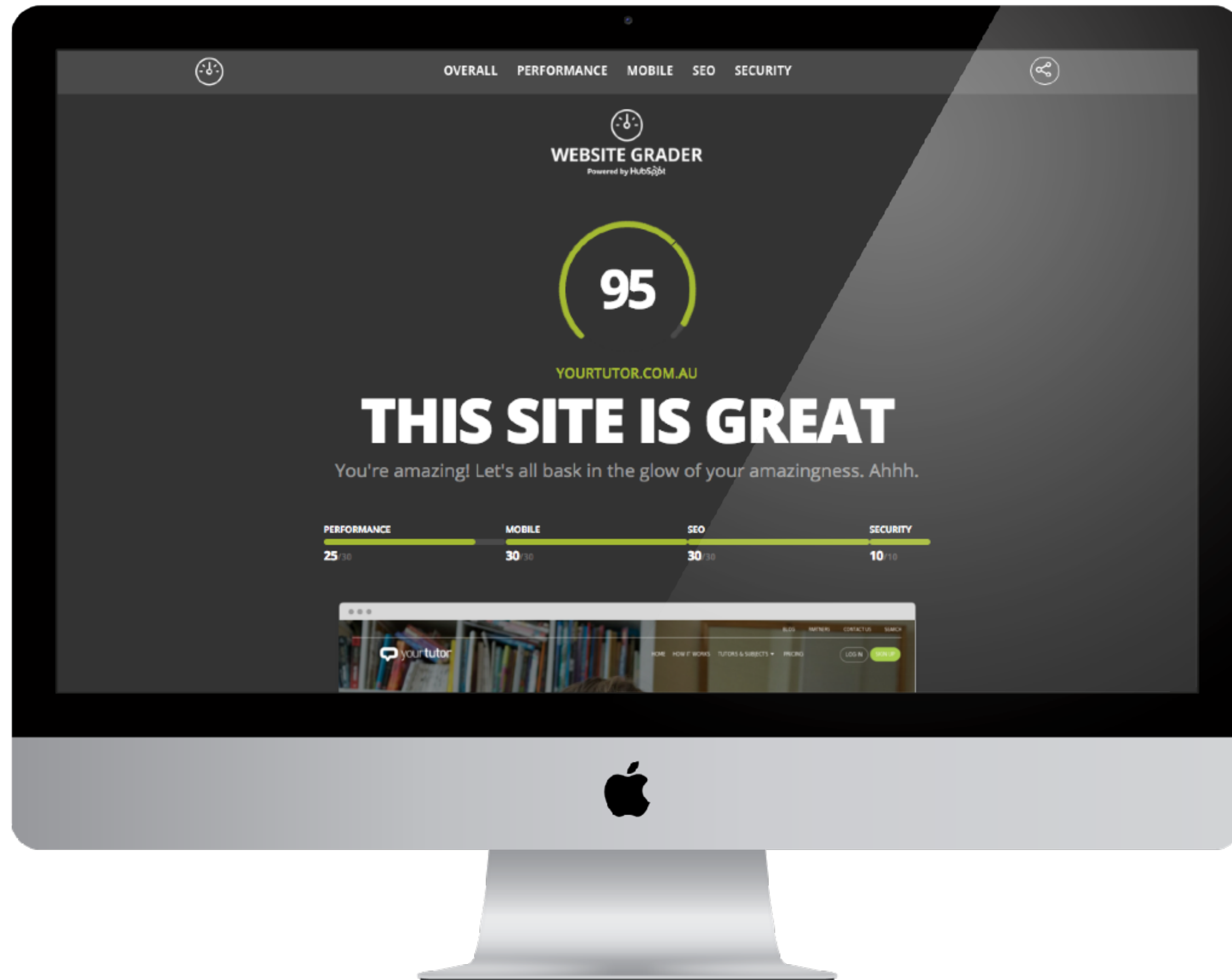


1. Open web app
2. **website.grader.com**



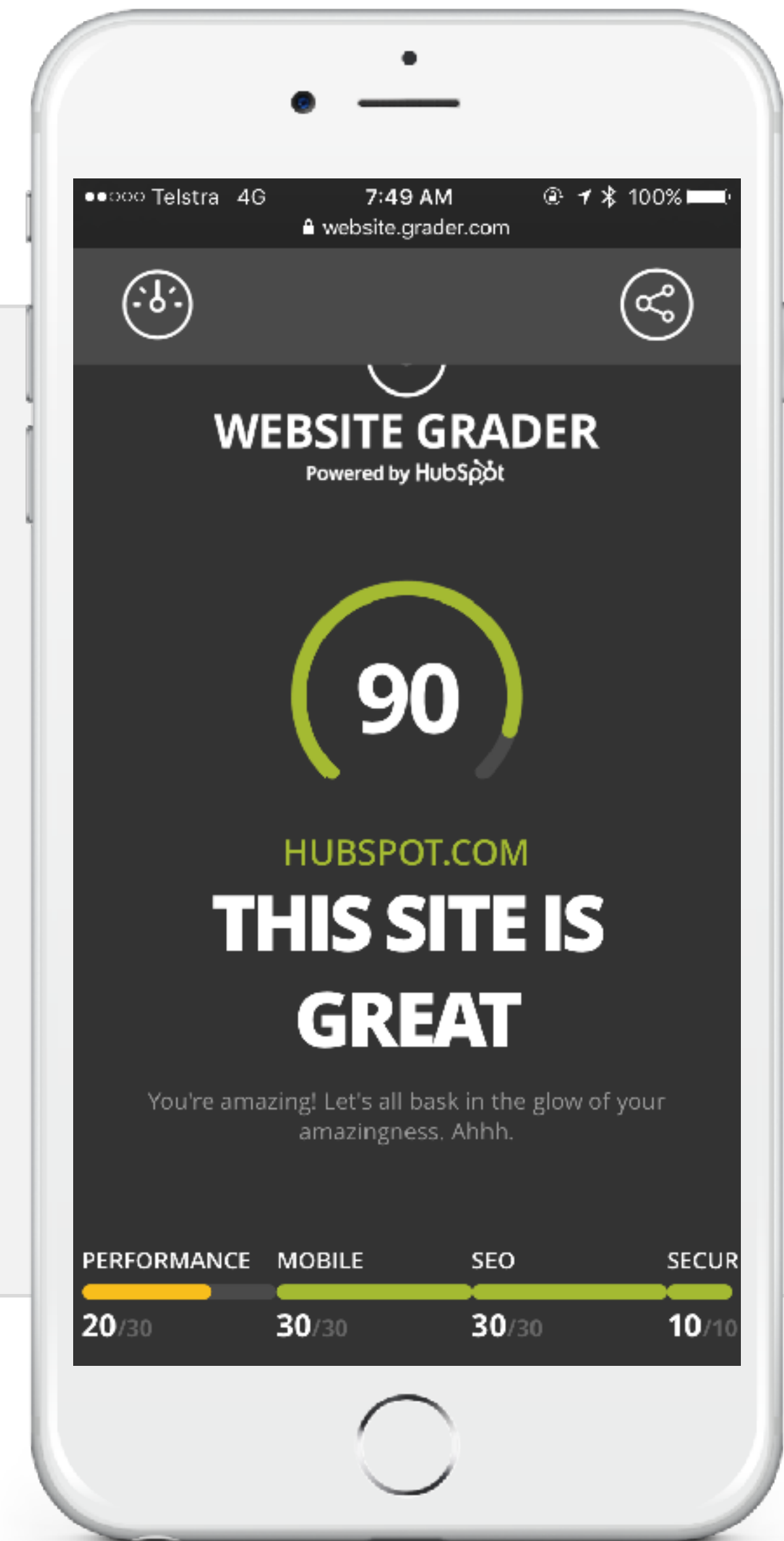






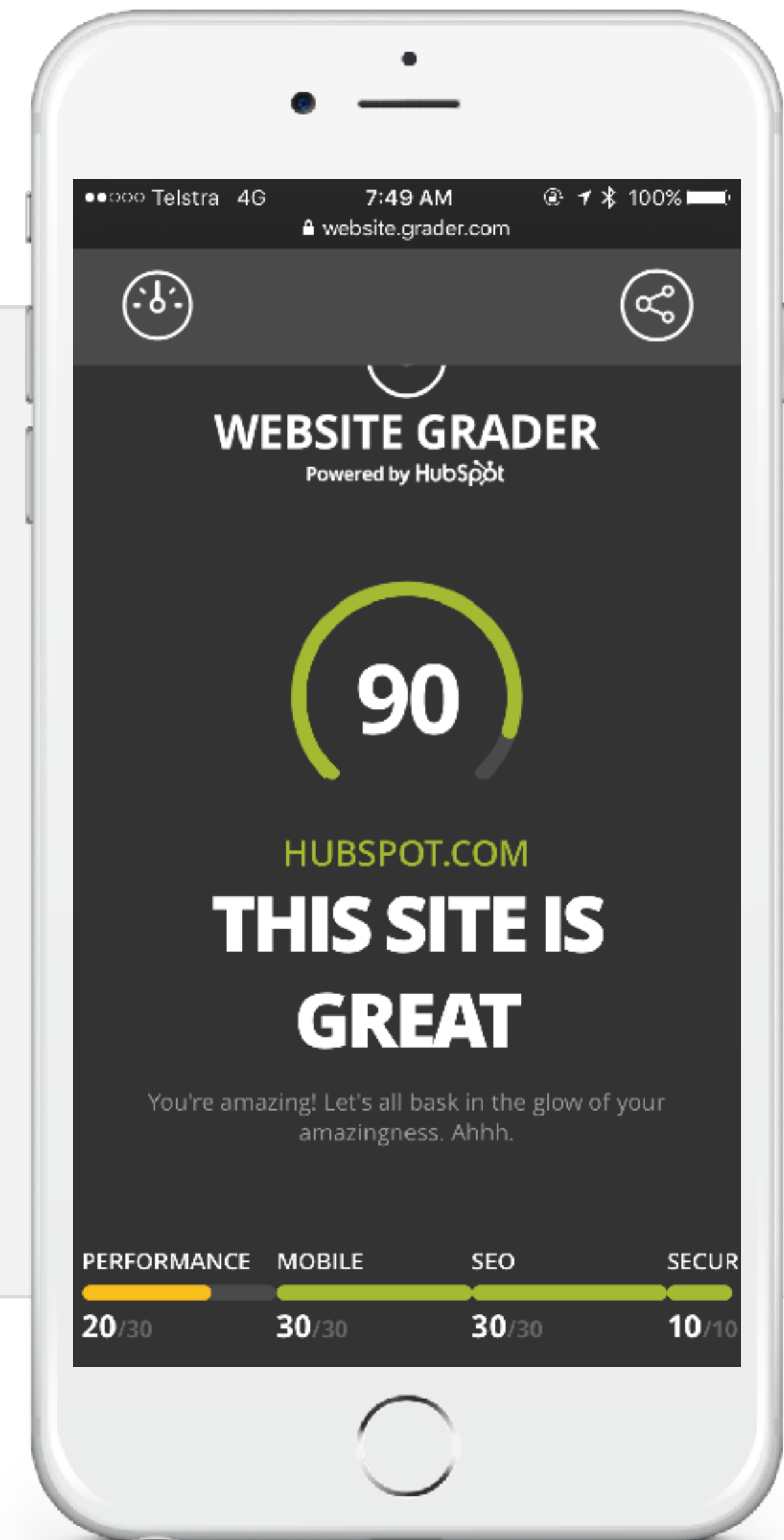


# Who had the best website?





1. Take a screenshot
2. Tweet screenshot + **#GrowWithHubSpot**





That was an example of a  
**FREE TOOL**  
**FOR B2B**





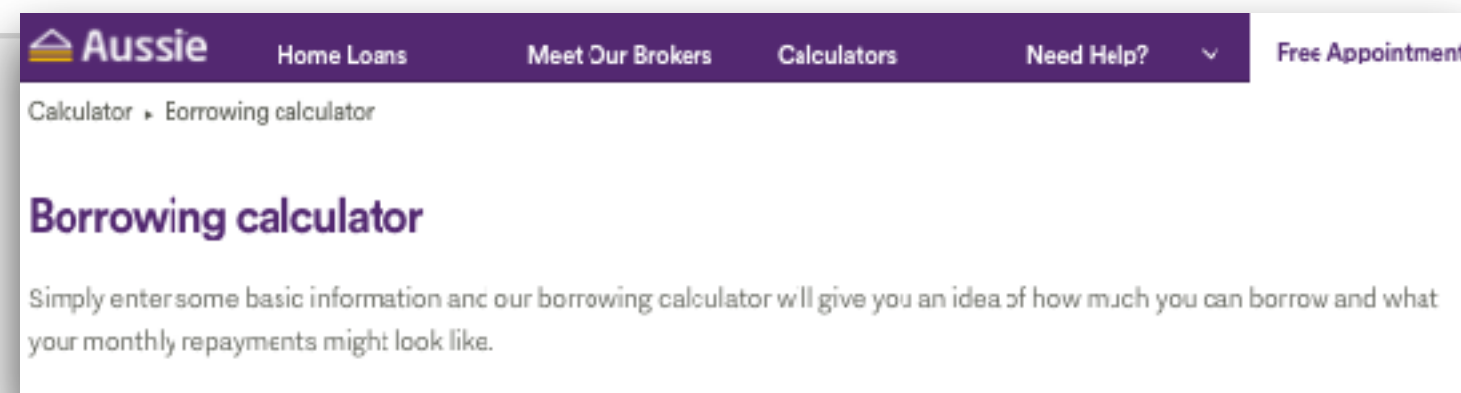


But what about

# FREE TOOLS FOR B2C?



# AUSSIE HOME LOANS BORROWING CALCULATOR



Aussie Home Loans Meet Our Brokers Calculators Need Help? Free Appointment

## Borrowing calculator

Simply enter some basic information and our borrowing calculator will give you an idea of how much you can borrow and what your monthly repayments might look like.

### How much can I borrow?

**About you**

I need a home loan to...

Please select...

**Application type**

Single 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

**The loan**

**Interest rate**

4.64%

**Loan term**

25 Years 30 Years

By using this mortgage calculator application you accept the [terms and conditions](#). Applications made through your Aussie Mortgage Broker are subject to approval. Conditions, fees and charges will apply.

Aussie Home Loans Meet Our Brokers Calculators Need Help? Free Appointment

# Results

You may be able to borrow up to:	Monthly repayments at <b>4.64%</b>	Monthly repayments at <b>5.14%</b> (if rates rise)
<b>\$910,238</b>	<b>\$4,688</b>	<b>\$4,965</b>

## The ultimate calculator is an Aussie broker.

[Talk to an Aussie Broker](#)

### Important information

A few things to keep in mind. This calculator is only a guide. Our best calculators are really our brokers. They'll be able to help you find the right loan in amongst thousands across the market.

Important to remember +

# AUSSIE HOME LOANS BORROWING CALCULATOR

Attract visitors with their  
web & blog content

Convert leads with  
personalised content  
experiences

Close customers with  
personalised mktg.  
automation

The screenshot displays the Aussie Home Loans Borrowing Calculator. The top navigation bar includes links for Home Loans, Meet Our Brokers, and Calculators. The main heading is 'Borrowing calculator', followed by a brief description: 'Simply enter some basic information and our borrowing calculator will give you an idea of how much you can borrow and what your monthly repayments might look like.' The form is divided into two columns. The left column, titled 'About you', includes fields for 'I need a home loan to...' (a dropdown menu), 'Application type' (with 'Single' and 'Joint' buttons), 'Number of dependants' (a range from 0 to 3), 'Annual income (before tax)' (a range from \$0 to \$100,000), 'Total of your taxable income' (a range from \$0 to \$100,000), 'Total of your partners taxable income' (a range from \$0 to \$100,000), and 'Untaxed income' (a range from \$0 to \$10,000). The right column, titled 'Monthly expenses', includes a checkbox for 'Calculate expenses for me', 'The loan' section with an 'Interest rate' of 4.64%, and a 'Loan term' section with '25 Years' and '30 Years' buttons. Below the form, there is a section titled 'Important to remember' with a plus sign icon. A yellow button labeled 'Talk to an Aussie Broker' is also visible.



# THE CASTLE

Location: Surry Hills. Price Sold: \$965,000.



In the world of digital,  
**people love content.**

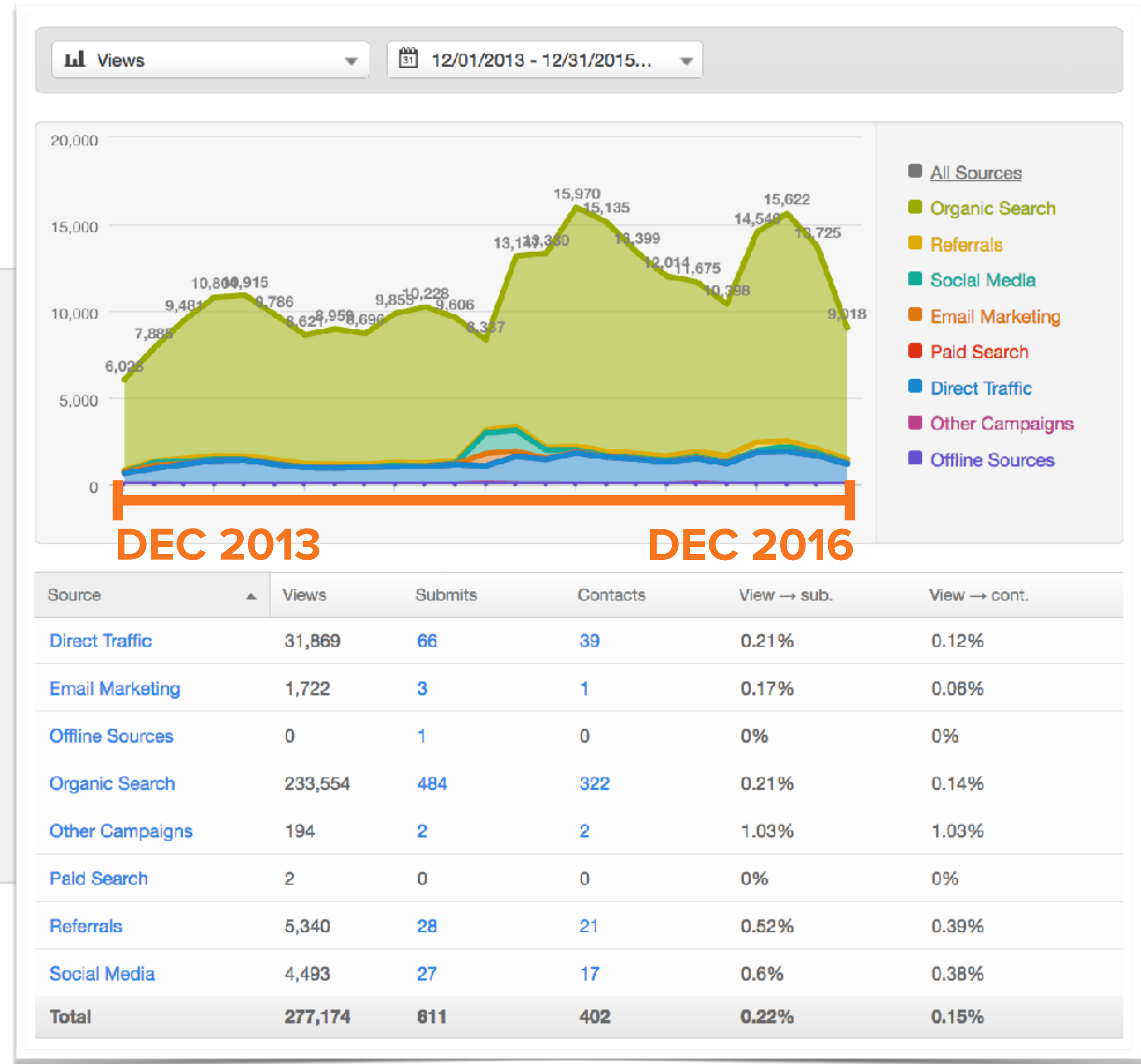


**Blogs**



# HERE'S A BLOG POST FROM 2013

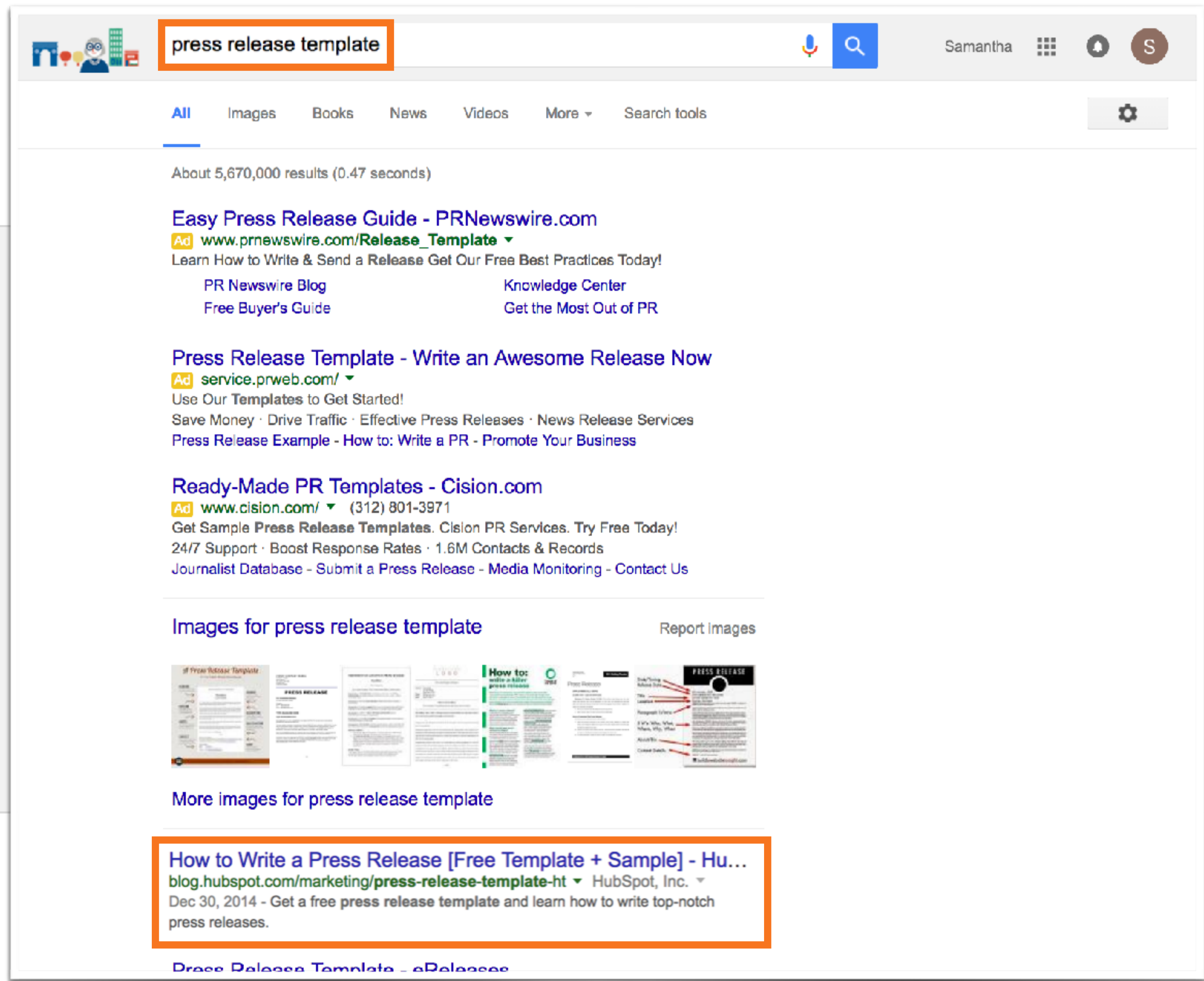
Look how much traffic it is still getting 3 years later (& continues to get)





# 12,000 SEARCHES

## for press release template per month



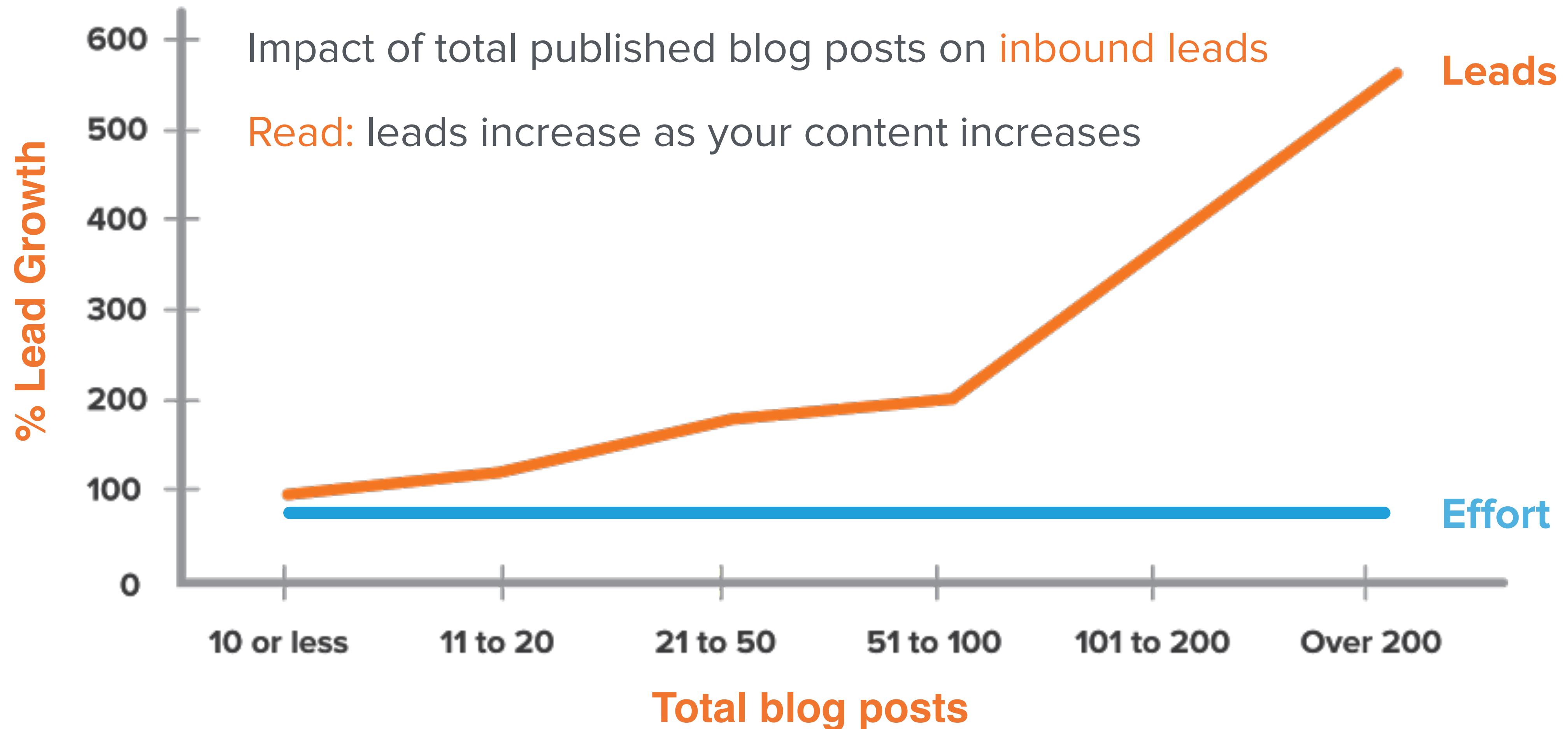




Creating content that  
people love,  
**HELPS YOU GENERATE  
MORE OF WHAT YOU  
LOVE.**



# MORE CONTENT = MORE LEADS





# THE **CONTENT NEEDED** CHANGES DEPENDENT ON EACH **BUYER JOURNEY**



# 3 STAGES OF THE BUYER JOURNEY

**Awareness**

**Consideration**

**Decision**



**Awareness**

**Consideration**

**Decision**

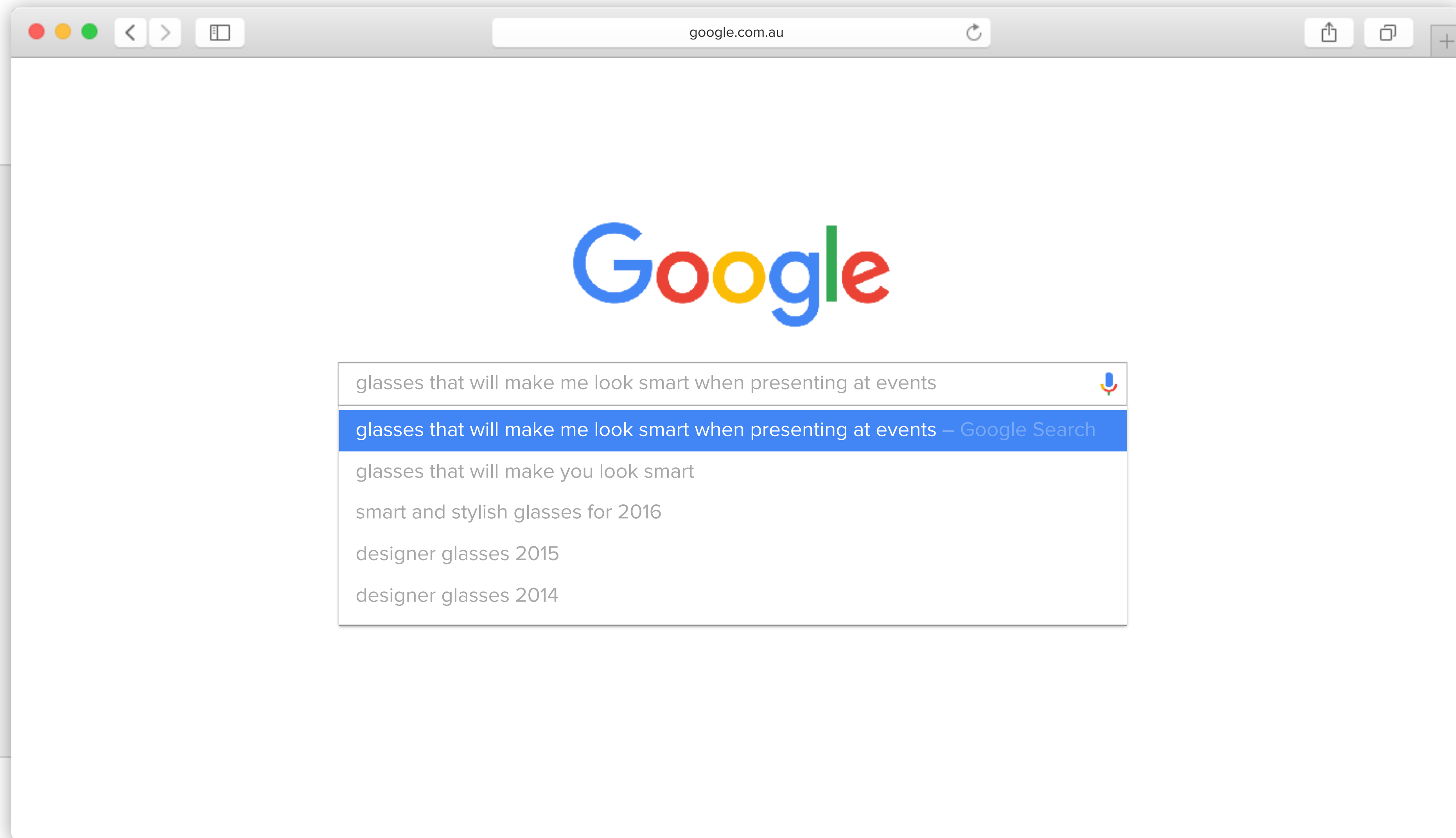
**EXAMPLE:**  
**IF I'M BUYING  
GLASSES...?**



Awareness

Consideration

Decision





Awareness

Consideration

Decision





**Awareness**

**Consideration**

**Decision**

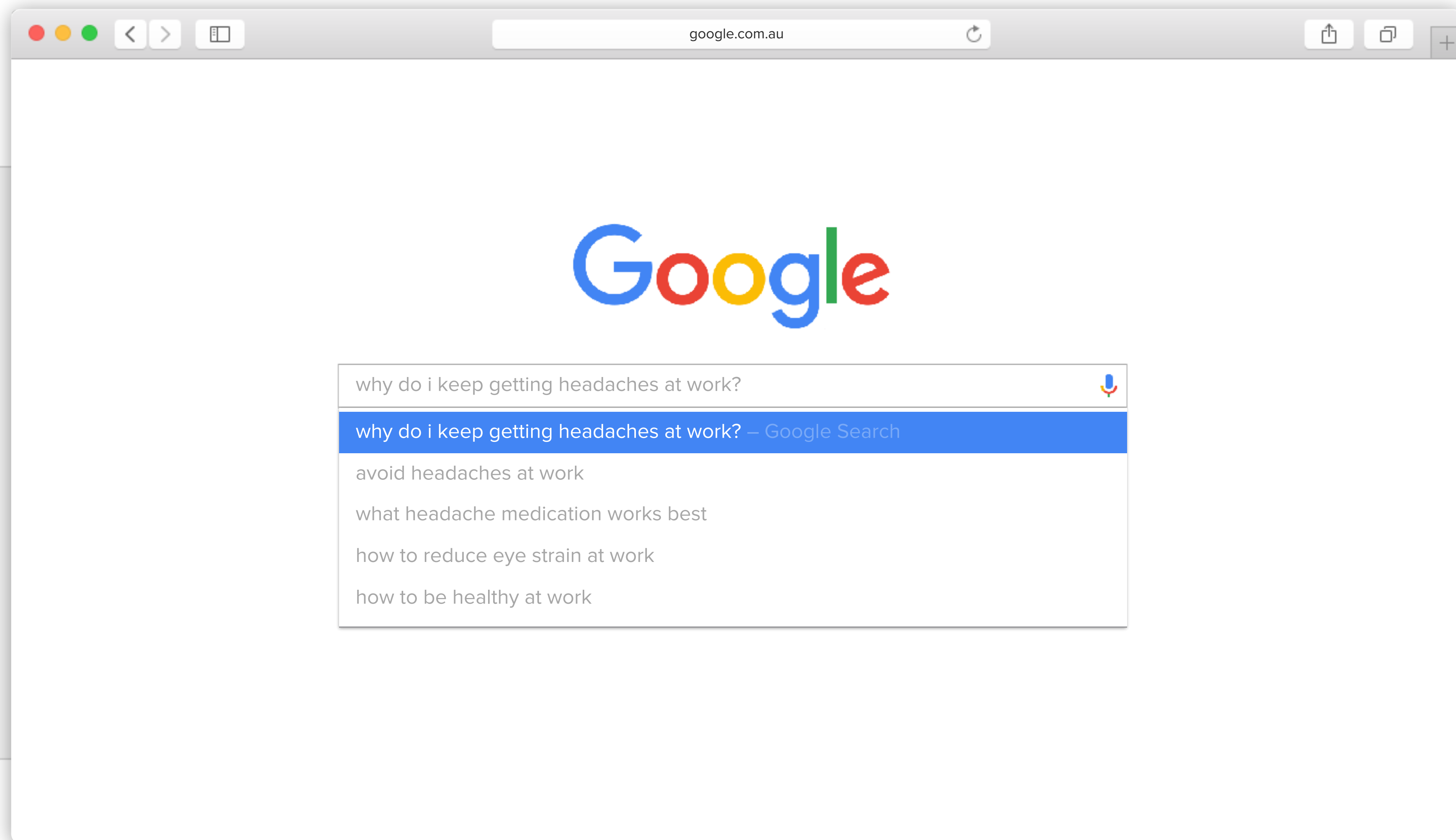
**EXAMPLE:**  
**DON'T WEAR  
GLASSES?**



Awareness

Consideration

Decision





Awareness

Consideration

Decision

https://www.misterspex.co.uk/advice/avoid-computer-strain-work

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PREVENTION

## How to Avoid Computer Eye Strain

By Laura Newcomer | Greatist.com | Sept. 13, 2012

Share Like 1.9K Tweet G+1 114 in Share 127 Pin it Read Later

Ever spent more than two consecutive hours looking at a computer screen? Us too. Computers can make us more productive, but the bad news is that too much screen time can also lead to something called **computer vision syndrome (CVS)**. Recognizable as that **tired, strained feeling** your eyes get after a day in front of a computer screen, CVS affects some 64% to 90% of office workers.

The condition likely doesn't cause **permanent eye damage**, but it can still affect computer users' comfort. The most **common symptoms** of CVS include eye strain, redness, irritation or dryness, a burning feeling in the eyes, blurred or double vision after computer use, headaches and neck and shoulder **pain**.

Several factors increase the likelihood of CVS, including uncorrected vision problems, dry eyes, glares on the screen, poor lighting, poor posture and even



Manchan / Getty Images

**RELATED**

8 Bodyweight Exercises for Any Small Room *Greatist.com*



Awareness

Consideration

Decision

https://www.misterspex.co.uk/advice/avoid-computer-strain-work

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### All About Glasses

With eyeglasses gaining popularity in the fashion world, one may wonder: Do I need glasses? Many people need some sort of assistance with their vision whether it is contacts, eyeglasses or even reading glasses. No matter what the reason is for needing eyeglasses, not wearing your glasses can result in serious long term and short-term effects.

#### Farsighted



#### Nearsighted



In order for the retina to develop correctly, the image delivered to the eyes must be clear. This ensures a normal, healthy development of the eye. Also, our ability to react while driving is 90 percent reliant on our sight, making it imperative to the safety of ourselves and of others to have correct vision.

### There are two main types of vision:

- **Nearsighted** – difficulty seeing far away. In this case, the eyes are too strong and can only focus on objects that are close. The eyeglass prescription for this vision will contain a minus sign (for example, -2.50) because the eye's power needs to be lessened so you can see far away. It is



Awareness

Consideration

Decision

https://www.misterspex.co.uk/advice/avoid-computer-strain-work

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on objects that are close. The eyeglass prescription for this vision will contain a minus sign (for example, -2.50) because the eye's power needs to be lessened so you can see far away. It is important especially for nearsighted young people to have a comprehensive eye exam to avoid developing lazy eye which can occur when a person is nearsighted and does not wear corrective lenses.


- **Farsighted** – difficulty seeing up close. If farsighted, the eyes have to work overtime in order to focus. This can result in headaches, fatigue and long-term effects.

**So how do you know if you need glasses?** It all starts with a comprehensive eye exam, but some signs you need glasses include:

- Bumping into or tripping over things
- Squinting, frequent headaches, rubbing the eyes, nausea, fatigue
- Sitting too close to a digital screen
- Unable to see far away or up close

Schedule an eye exam today!

ENTER ZIP Find a Doctor





# KEY TAKEAWAYS



**#GrowWithHubSpot**



IF YOUR BIGGEST  
CHALLENGE IS TO  
**GROW TRAFFIC:**

**MAKE MY PERSONA**





# IF YOUR BIGGEST CHALLENGE IS TO GROW LEADS:

## CREATE HIGH- CONVERTING LEAD PAGES





IF YOUR BIGGEST  
CHALLENGE IS TO  
GROW CUSTOMERS:

AUTOMATIC PRICING  
PAGE EMAILS FOR  
SALES REPS





# HubSpot Growth Stack

## Growth at every stage of the funnel



HubSpot Marketing  
All-in-one marketing  
software platform

Content & Social | Marketing Automation | Website/CMS  
Analytics & Reporting | Productivity | Ads Add-on

HubSpot Sales  
Sales Productivity Tools  
In CRM, Outlook & Gmail

Email Templates | Sequences | Prospecting Tools  
Meetings | Live Chat | Calling | Notifications

HubSpot CRM  
Truly free CRM for  
Mid-market businesses

Contact/Company Tracking | Deal/Task Management  
Timeline View | Basic Dashboards