

GROW WITH HUBSPOT SYDENEY

#GrowWithHubSpot



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Head of APAC Marketing





OUTBOUND

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VS

INBOUND



- Advertisers had all the control.
- Consumers were bombarded with ads & pamphlets trying to sell them many products.

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 While they didn't like this, they couldn't do anything about it.



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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.





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Seth Godin (1998!)

66

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

ATTRADING ATTRADING ATTENTION is smarter than interrupting attention

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ATTRA DTING ATTENTION

requires you to provide something people will love

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





Blog Posts & Web Content

Photos & Infographics

Videos & Podcasts

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Presentations & eBooks

Software & Tools

Hubspot

All-in-one inbound marketing and sales software.

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+

What do all marketers need to know?

HOW GOOD IS MY WEBSITE?





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Who had the best website?

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Tweet screenshot + 2. #GrowWithHubSpot

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That was an example of a FREE TOO FOR B2B





But what about

FREE TOOLS FOR B2C?

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AUSSIE HOME LOANS BORROWING CALCULATOR

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ey'll be able to help you find the right loan in amongst thousands across the market.

Important to remember





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



Blogs

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HERE'S A BLOG **POST FROM 2013** Look how much traffic it is still getting 3 years later (& continues to get)

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12/01/2013 - 12/31/2015...

w.



DEC 2013

LI Views

DEC 2016

Source	Views	Submits	Contacts	View \rightarrow sub.	View \rightarrow cont.
Direct Traffic	31 ,869	66	39	0.21%	0.12%
Email Marketing	1,722	3	1	0.17%	0.08%
Offline Sources	0	1	0	0%	0%
Organic Search	233,554	484	322	0.21%	0.14%
Other Campaigns	194	2	2	1.03%	1.03%
Paid Search	2	0	0	0%	0%
Referrals	5,340	28	21	0.52%	0.39%
Social Media	4,493	27	17	0.6%	0.38%
Total	277,174	611	402	0.22%	0.15%





All

About 5,670,000 results (0.47 seconds)

Images for press release template

How to Write a Press Release [Free Template + Sample] - Hu... blog.hubspot.com/marketing/press-release-template-ht - HubSpot, Inc. -Dec 30, 2014 - Get a free press release template and learn how to write top-notch press releases

12,000 SEARCHES

for press release template per month

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-	Images	Books	News	Videos	More -	Search tools				z,

Easy Press Release Guide - PRNewswire.com

Ad www.prnewswire.com/Release_Template -

Learn How to Write & Send a Release Get Our Free Best Practices Today!

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Free Buyer's Guide	Get the Most Out of PR

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Ad www.cision.com/ 🔻 (312) 801-3971 Get Sample Press Release Templates. Cision PR Services. Try Free Today! 24/7 Support · Boost Response Rates · 1.6M Contacts & Records Journalist Database - Submit a Press Release - Media Monitoring - Contact Us

Report images

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More images for press release template

Drace Ralagea Tamplata - aRalageae



TRAFFIC, LEADS & CUSTOMERS.

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



MORE CONTENT = MORE LEADS



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THE CONTENT NEEDED CHANGES DEPENDENT ON EACH BUYER JOURNEY



3 STAGES OF THE BUYER JOURNEY



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Awareness

Consideration

Decision

Awareness

Consideration

Decision

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





Consideration







glasses that will make me look smart when presenting at events

glasses that will make me look smart when presenting at events – Google Search

glasses that will make you look smart

smart and stylish glasses for 2016

designer glasses 2015

designer glasses 2014



google	e.com.au
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Google

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Awareness

Consideration

Decision

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EXAMPLE: DON'T WEAR GLASSES?







google.com.au	Ċ	1 0 +
oogle		
at work?	Ļ	
at work? – Google Search		
best		



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Awareness

Consideration

Decision





All About Glasses

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



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:

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https://www.misters	spex.co.uk/advice/avoid-c	computer-st	rain-work	C			₫	Ø
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Sunglasses	Sports Eyewear	Contac	ct Lenses	Designers				

Nearsighted

• 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 ever's nower needs to be lessened so you can see far away. It is



Consideration

Decision



https://www.misterspe

MISTER SPEX

Search Miste

Glasses

Sunglasses

on objects that are close. The eyeg example, -2.50) because the eye's important especially for nearsighte developing lazy eye which can occ corrective lenses.

 Farsighted – difficulty seeing up cl focus. This can result in headaches

So how do you know if you need glass signs you need glasses include:

- Bumping into or tripping over things
- Squinting, frequent headaches, rub
- 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

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pex.co.uk/advice/avoid-computer-strain-work 🕐	₫ ₽ ₊
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Sports Eyewear Contact Lenses Designers	
eglass prescription for this vision will contain a minus sign (for 's power needs to be lessened so you can see far away. It is ted young people to have a comprehensive eye exam to avoid cour when a person is nearsighted and does not wear	
close. If farsighted, the eyes have to work overtime in order to es, fatigue and long-term effects.	
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IF YOUR BIGGEST CHALLENGE IS TO GROW TRAFFIC:

MAKE MY PERSONA





IF YOUR BIGGEST CHALLENGE IS TO GROW LEADS:

CREATE HIGH-CONVERTING LEAD PAGES



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The Magento User's Guide To Lovable User Experiences interand accommence is alloud creating an and-lo-and esperience that people tare. You need to build a user experience that is easy, intuine, and engaging for People to convert at your risk losing them forever in onder to engage and relain users when the web is constanty changing it's important to monitor and Download This Guide: optimite your nextails portamance using the right To hap you approve your Maganto site, we worked with First Name * our partners at Visitaa to develop dais comprehensive Last Name * Email (privacy policy) * Implement was teatures that attest & anhance user experience Deploy optimization techniques to intercive your site's speed and performance Phone Number * Website URL Company Name -



IF YOUR BIGGEST CHALLENGE IS TO GROW CUSTOMERS: AUTOMATIC PRICING

PAGE EMAILS FOR

SALES REPS

Public Content:

INTERNAL ONLY Content:

Any questions? Shoot us a note!

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· Product Reviews on G2 Crowd

 HubSpot Overview Deck (Updeted Feb 2015)
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HubSpot Growth Stack Growth at every stage of the funnel



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<u>bSpot Sales</u> Productivity Tools Outlook & Gmail	Email Templates Sequences Prospecting Tools Meetings Live Chat Calling Notifications
<u>bSpot CRM</u> / free CRM for arket businesses	Contact/Company Tracking Deal/Task Management Timeline View Basic Dashboards

