

Agenda

- 1. The Evolution of Marketing
- 2. Inbound Marketing
- 3. HubSpot Case Studies
- Attract: More leads for less
- Convert: Personalized automation

1. The Evolution of Marketing



Marketing has been around for a long time

In 1741 This is what an Ad looked like...

Very good ground Coffee

for Eight Shillings a Pound, 14 Ounces to the Pound' which is the Extent of what it makes when properly, roasted, to be Sold by Israel Eaton, living near the Mill-Bridge;—where Persons may have Chocolat; and also Coffee ground for Eighteen Pence a Pound.

Let's go to 1965.





but rather electing flows the nettrity, in justice, the rest bitspealls a contribute walk, Unpully at the start of a wathing period, the jugger names equal distances during the spating and seeiing intervals.

An Maining progression, reservine in its had gradually more eigenous by increasing the distance, path has led the most of the most progress, which has been a fine of the party of the most of the party of the most of the party of the bidded the party of the most of the most of the most of the the most of the most of the things of the most of

Facilità + Facilità in a tone qued in describing two methods of qualiting distance conmen. There is New Zopland, or steady, Facilità and Seculial of spaced play, Facilità.

Smally Yarths means jugging at a point that our he maintained qualitaridity and attendily for periods jugger than five minutes. This pace must secontactly be alread than that used the interval beater ong and will require some experiment and practice by such jugger to find his necessaria Farrick pace.

Varied Farrish streams that the pagest should over the time or distance assigned with an much varieties as he cost, been quick short however of speed to slow malking or almost withing, interspersed with easy junging, (Navied Farrish in non-seed in the adult conditioning programs until the earth weed).

Distances of The distances in the jugging actuable of 42 yards, \$10 yards, 200 yards a karn here formulated from the experiences of the protest of publish on a stateback this year out university took with 110 yards as one-quarter and 32 yards as assemble of the distance amount the back. Other approximate distances may be used year as published.

FOOT STRIKE



heel to toe



flat foot



toe to beet



- 0

+8+



Ads moved online in 1994.

This banner ad appeared from AT&T in Hotwire Magazine in 1994



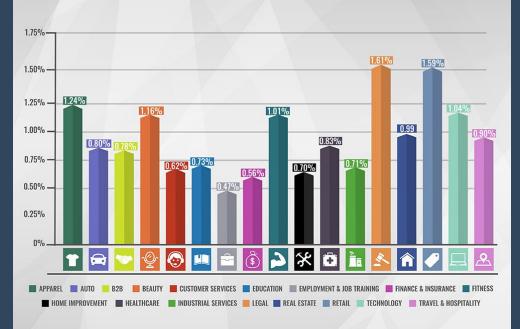
It had a CTR of 44%....

Fast forward to 2018.

AVERAGE CLICK-THROUGH RATE



The average click-through rate (CTR) in Facebook ads across all industries is .90%





TOP DEFINITION



banner ads

Annoying ads that appear at the top of your screen. Lately, **people** have discovered even more ways to annoy you, by adding audio to some ads. The most annoying ad ofcourse are the "**Shoot** (**whatever**) to win a prize!" ads.

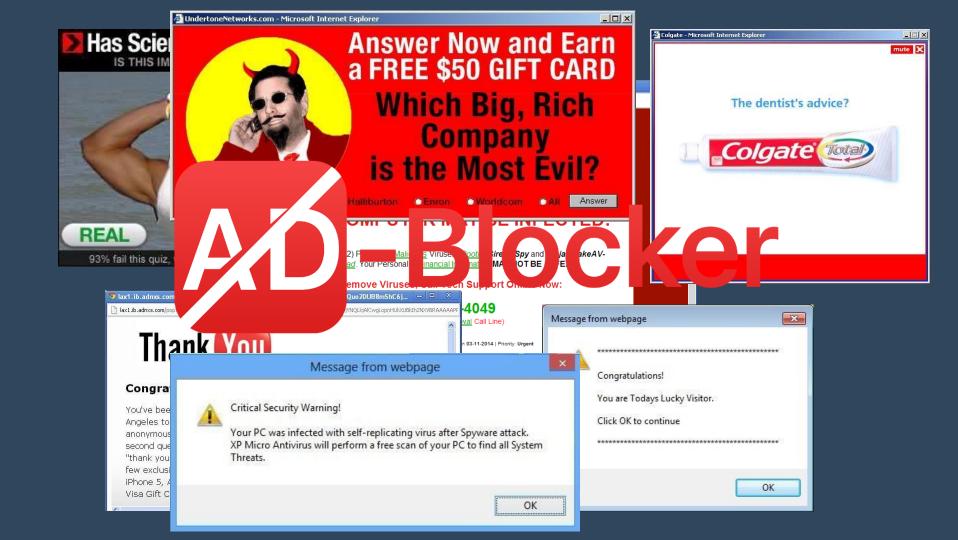
<u>Man</u>, those shooting banner ads make me <u>want to</u> take a <u>crowbar</u> to my own skull.





So why do marketers wake up and say

"Let's make an ad."





MARKETING | 10 MIN READ

Marketers: This Is Why We Can't Have Nice Things



Written by Kipp Bodnar @Kippbodnar



Resources v

About v

Partners V







in

The next evolution of marketing is upon us.

The sharp uptake in consumer use of messaging apps, the shift in content consumption from text to video and audio, and the finally consumer-ready advancements in artificial intelligence, augmented reality, and voice recognition all signal that marketers and consumers alike are in radically new times. Everytime consumer behavior evolves, marketers have new opportunities that were never before available

Software v

Pricing



The old playbook is Broken



Buyers are getting better at screening you out!





91% unsubscribe



44% of direct mail is never opened



200M on the Do Not Call list







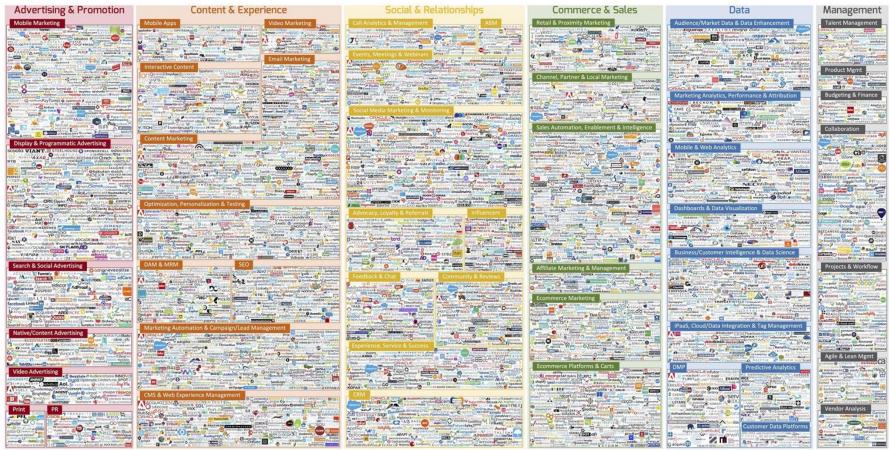


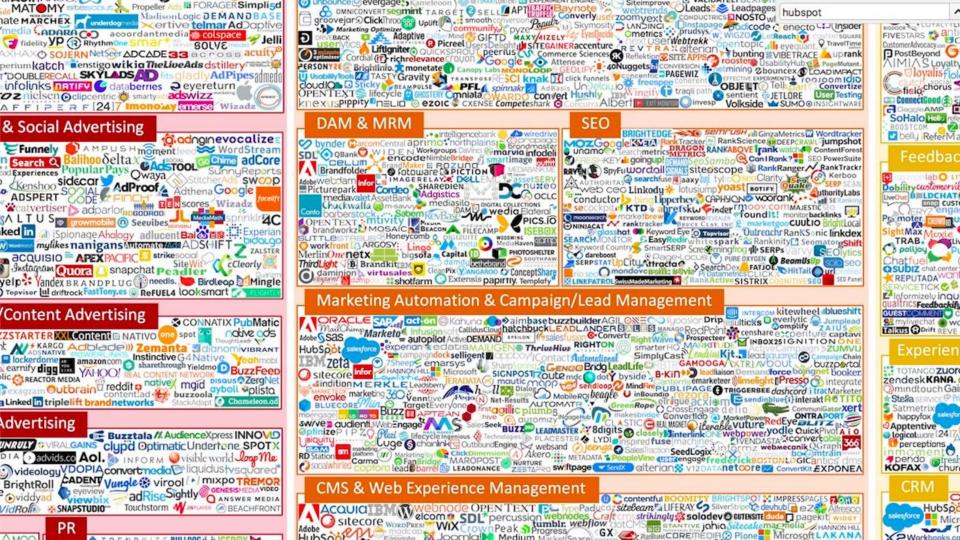


We Have a Lot of Noise to Compete With



chiefmartec.com Marketing Technology Landscape ("Martech 5000")





@adngmevocalize= bynder CarcomCentral aprimo northplana frondmoster

SDL* QBank WIDEN Workgroups Davinci marvia infodeli Adrin Search Q Balihoo Selta X Adring adCore reamstread Experiences Popular Pays Qwaya Stitcher Ads SWOOD Sortesso ADSPERT CODE FINCH Adhers Google Adstronger Advantage Advanta unamo Brandfolder Protoware Protoware Medical Medica RAVEN E Sp Adobeweddam Infor SHAREDIEN SHAREDIEN NUMEO OCLC Mediavalet Asset Bank Adgistics Mediavalet Asset Bank Chuckwalla Mediavalet Asset B PHINE() ALT U S growmobile (1) Seevibes O moonsecrich ⊙ NINJACAT mylikes nanigans with the strikes and strikes are strikes are strikes and strikes are strikes are strikes and strikes are stri workfront ARGOSY: Lingo meta MediaHaven PHOTOSHELTER

erlinOne netx bigsofa Capital PHOTOSHELTER

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conducto

dareboos

alcil & Social Auvelusilig

Your customers have never had more options



How do we achieve that growth?

Without bombarding our audience with information?



Technology has changed how people search and buy, but marketing has not caught up.





Valuable, Relevant Content





2. Inbound Marketing





OUTBOUND

Cold Calling
Cold Emails (SPAM)
Advertising

Interruption

Seller-centric



INBOUND

Calling with Context
Relevant Emails
Content & Free Tools

Attraction

Buyer-centric

The Inbound Funnel

Attract Visitors

Convert Leads

Close Customers

Attract

Attract Visitors

Convert Leads

Close Customers

Attract with content



Blog Posts &

Web Content



Photos &

Infographics



Videos &

Podcasts



Presentations

& eBooks



Software

& Tools





Inspiration x Empathy x Utility = Quality Content





HubSp <mark>o</mark> t	SOFTWARE	ABOUT	CASE STUDIES	PARTNERS	PRICING	BLOGS	I
BLOG T			OT'S		то	∩ R	
DON'T KNOW WHAT							
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In other words, you don't determine what quality content is, your audience does.





8 Marketing Budget Templates

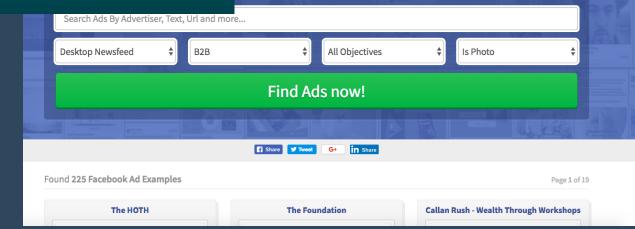
Easily Manage Your Marketing Spend in 2018.

l Examples From Every Industry

Pricing

Signup

:h our vast collection of ads examples for FREE.
 v others (including your competitors) advertise on Facebook!





HOW TO SOLAR 101 PERMITTING & ZONING INCENTIVES & FINANCING FACTS & FACS FACS OF FIND A CONTRACTOR TOOLS & RESOURCES

9 Home » Tools & Resources » Solar Investment Calculator Welcome to the Solar ROI Calculator! If you haven't used the calculator before, please read the instructions before you get started!

This calculator has been developed by Utah Clean Energy to help simplify the solar process for homeowners by providing estimated costs and benefits for a residential solar photovoltaic (PV) system. It is not intended to replace a bid provided by a professional solar installer. To learn more about installing solar, please visit Solar Simplified's resources for home owners.



SOLAR RETURN ON INVESTMENT CALCULATOR

	Dollars
	Kilowatt-Hours
	I don't know
What System S	Size are you considering? 0
	(kW) I don't know
How much v	will your System Cost? 0
\$	Price Per Watt
	 Total System Cost
	I Don't Know
How much do	es your Electricity Cost? 0



HOW STRONG IS YOUR WEBSITE?

WEBSITE

www.hubspot.com

EMAIL



Every piece of content is an opportunity to get found.

And get found again and again.



You don't need to create more content, to generate more leads from your content



3. HubSpot Case Studies





Attract

Attract Visitors

Convert Leads

Close Customers

Optimising the Past

Who wouldn't want to fix the past?

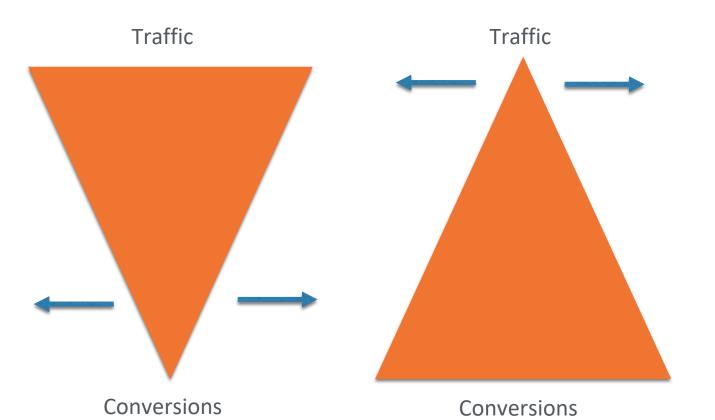


- 76% of our monthly blog views come from old posts.
- 92% of our monthly blog <u>leads</u> come from old posts.
- 46% of those new blog leads come from just 30 posts.



Conversion Optimise These Posts:

Search Optimise These Posts:



Traffic Conversions

How We Conversion Optimise:

- Identify high traffic posts
- Identify keywords they ranked for / were found by
- Update CTA with exact keywords
- Add "above the fold" CTA
- Link to relevant lead gen offer or create offer if none exists



MARKETING | 8 MIN READ

How to Write a Press Release [Free 2017 Press Release Template + Example]



Written by Hannah Fleishman @hbfleishman

HubSpot also recommends this PR guide and templates.

Get the Templates





How to Write a Press Release:

A press release is an official announcement issued to the news media. The heading should contain action verbs, the first paragraph should answer the; who, what, why and where. The press release should contain understandable language and a quote.

When it comes to content, sometimes old school can be a good thing (namely, when it comes to old school rap or Throwback Thursday on Instagram). But when it comes to your company's public relations strategy, being old school isn't advantageous for your business or your brand.

Ten years ago, people still relied on morning papers for news. Today, the vast majority of your company's customers and prospects scan headlines on Twitter or see what's trending in their Facebook feed.

Download our free press release template here to learn how to write a top-notch press release.

Above the fold, text CTA

Match CTA to keywords Link to relevant offer

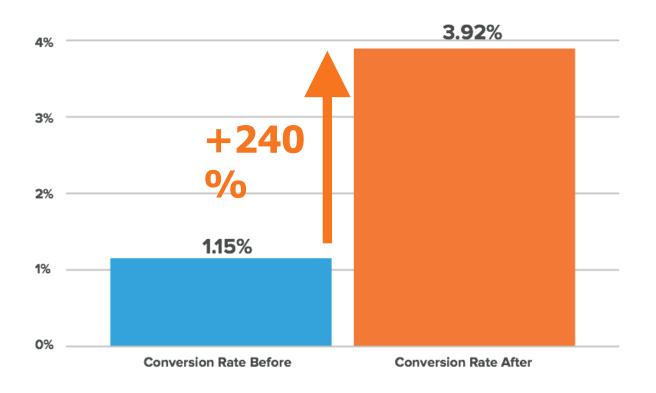
release a "second wave" of distribution b, sharing the specific stories that news outlets write based on your press release.

What other best practices do you follow when w iting press releases? Share your thoughts with us below, and don't forget to download our free press release template here.

Editor's Note: This post was originally published in October 2013 and has been updated for accuracy and comprehensiveness.

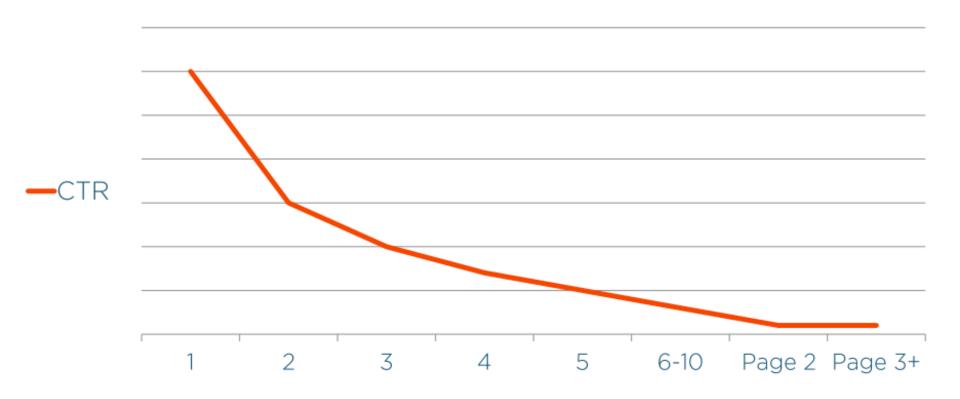


Conversion Rates Before & After Post Update



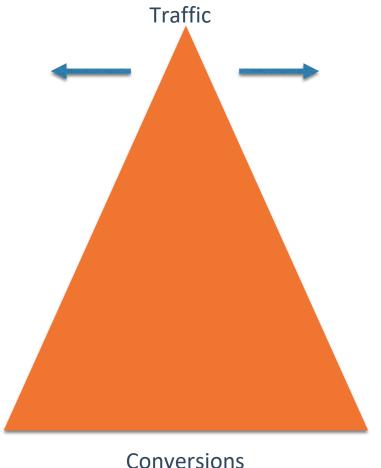
At scale, conversion optimisation doubled leads from high-traffic posts

CTR drops 8X from page 1 to page 2 of Google.

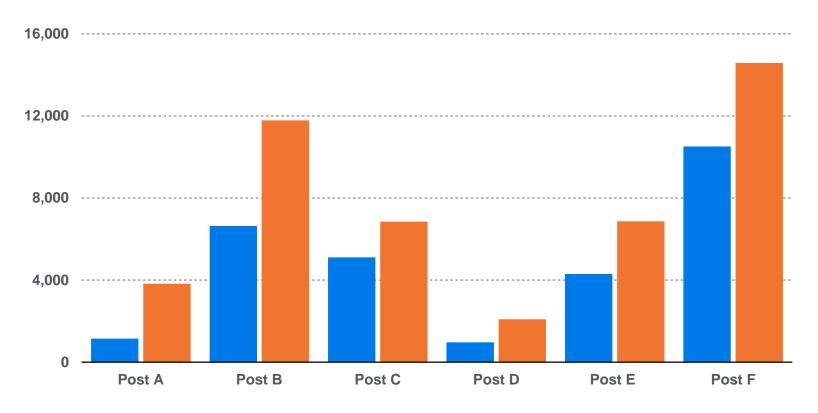


How We Search Optimise:

- Identify posts with "page 1 potential"
- Update post
- Apply basic SEO best practices
- Republish as new



Monthly Views from Organic Search Before & After Post Update



Convert

Attract Visitors

Convert Leads

Close Customers

What if we invested the same resources into converting leads, as we do acquiring them?



451%

Increase in qualified leads when businesses use marketing automation to nurture prospects

Lead Nurturing Should:



Move people through the funnel

Surface qualified demand

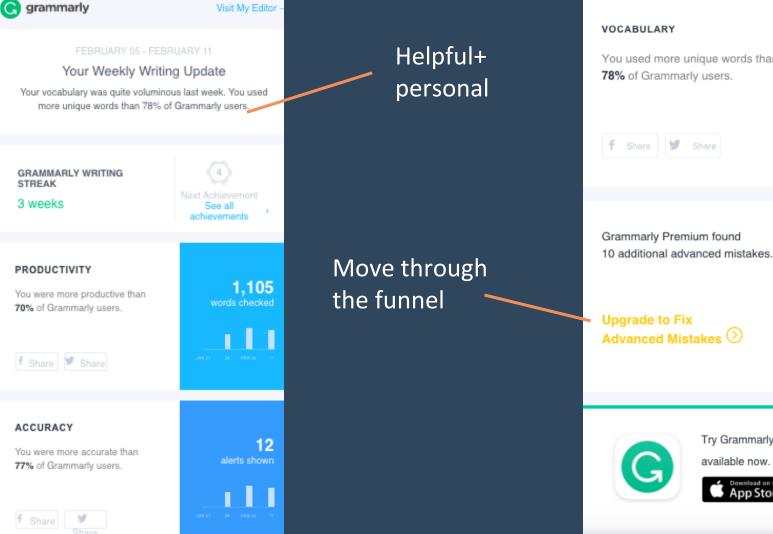
Educate the prospect



Be personal

Be helpful

Be human (at the right time)



VOCABULARY You used more unique words than unique words used 78% of Grammarly users. f Share



570

Upgrade to Fix Advanced Mistakes





Try Grammarly's mobile keyboardavailable now. It's free!





Human at the right time

From: Larren from UsabilityHub <larren.gibbons@usabilityhub-b5e8703dda68.intercom-mail.com>
Date: Sun, Sep 10, 2017 at 9:45 AM
Subject: A quick intro...
To: adevane@hubspot.com

Hi aine,

email.

Cheers,

know there are real people supporting UsabilityHub behind the scenes.

I'm Larren, Happiness Manager. The Happiness Lead and star of our team, Krystal, is always ready to help with whatever you need - chat or

Even though this is an automated message, I'm touching base to let you

If a question arises while creating a test, odds are Krystal is on the other end of chat happy to help. Email us to request a feature? First off, we *love* that. Secondly, Krystal will get back to you promptly and make sure you're on the list to be notified if and when that feature comes to life.

All of that to say, we have your back. Feel free to reply to this email or pop into chat to say hello. We're around and always happy to help:)

Larren & Krystal



Autoprospecting

Meet Brian:

Sales Expert

Spends his time:

- Searching in CRM for good fit leads
- Copy & pasting prospecting emails
- Personalising emails
- Hitting voicemail
- Emailing back and forth to arrange meetings
- Running Demos



Meet Brian:

Sales Expert

Spends his time:

- Searching in CRM for good fit leads
- Copy & pasting prospecting emails
- Personalising emails
- Hitting voicemail
- Emailing back and forth to arrange meetings
- Running Demos
- Selling





Relevant Automated Emails on Behalf of Sales Reps



Less Time Spent Trying to Connect With Prospects



More Time Spent Selling



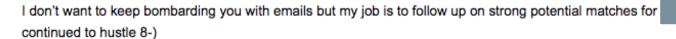
Happier, More Productive Sales Team

Marketing sending automated emails on behalf of sales reps??



No trigger

Hi Emma Jessica,



like HubSpot, which is why I've

However, I haven't heard back from you yet and maybe one of these reasons sums up why?

Personal?

- You already have a different partner for marketing innovation.
- 2. Right now isn't the best time to talk about and I should check back in at a later date.
- 3. You've fallen and can't get up. In that case, please let me know and I'll call 999 for you.
- 4. Please let me know which one it is because I'm starting to worry that it might be No. 3.

If none of these reasons is the case, could I have an opportunity to explain how valuably you have 10 minutes to talk next week?

be to your team at HubSpot? When would

Thanks for your time today!

Follow up?

Best regards,

Re: Re: Re: Re: Content writing







:

A

Sneaky!

Alexander

to me ‡

2:20 PM

Hey Chris,

Long time no speak!

Wanted to see if now was a better time talk about handling some content creation for Thinkhandy. Our agency writes content for several Fortune 500 clients via our agency partners, and I'd love to chat further about taking over some of your overflow work.

Can you find 15 minutes to chat later this week? Happy also to send some info via email.

Thanks,

Alex

--

Seller -centric

Hi Aine,

Our website continues to pique the interest of marketing personas across the globe, our traffic has grown significantly. As per Alexa, a third party Analytics tool, we have grown every month by over 35% from a Visitors, Sessions and Page Views perspective.

I am writing to see if we can talk this Thursday to discuss more?

Regards,



Consult your sales team



Trigger Based



Add Value

Prospect Fills out a Form

HubSoot Contact Us
Contact Us

Get a Free Demo HubSpot's Marketing Software

See for yourself why 21,600+ customers from 90 countries tru HubSpot to bring their marketing team, tools, and data together in one place.

HubSpot Marketing is everything you need to increase traffic, convert leads, and prove ROI – backed by a support team that helps you grow.

With HubSpot's marketing software, you'll be able to ...

- Build and modify your website without help from IT
- Publish content that actually gets read
- · Convert more visitors into qualified leads
- · Turn leads into customers with less effort
- Confidently report your impact on the bottom line

... all in one place.

See for yourself! Fill out the form to schedule a free demo customized for your specific marketing needs, or give us a call at 855-726-8756.

Yes, I want a demo First Name* Last Name* Aine Devane Email (privacy policy)* Phone Number 0857425147 adevane@hubspot.com Company Name* Website URL* HubSpot http://www.hubspot.com How many employees work What is your role?* there?* Manager Does your company sell any of the following services:* Web design Online marketing SEO/SEM Advertising agency services No Which CRM do you use?* Base CRM What products are you interested in learning more about?*

Trigger based

Hi Aine,

Thanks for signing up for a demo at HubSpot.

It would be great to schedule a quick exploratory call to establish your goals and marketing challenges.

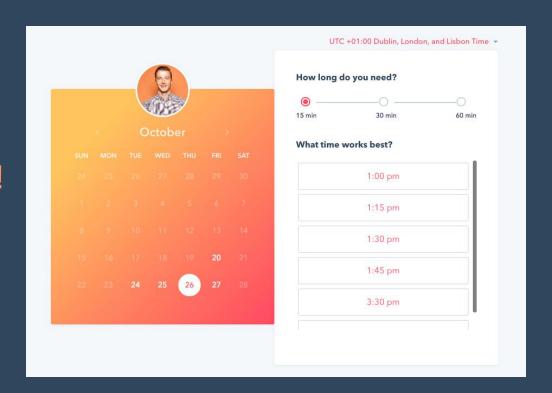
You can book time directly on my calendar. If you don't see anything that works, shoot me an email or give me a call on <u>+442036847121</u> and I'll be happy to move things around for you.

Best,
Robert Jones (+442036847121)
Inbound Growth Specialist, HubSpot

From sales rep

Calendar Link

No more back and forth with prospects!





INBOUND MARKETING KIT

Want to know how to optimize your website to get more traffic and leads?

CONTINUE

Relevant

Hey FIRSTNAME

FIRSTNAME here from HubSpot. I noticed you recently downloaded some inbound marketing content on our site and wanted to reach out.

My team just released the <u>2016 State of Inbound Report</u> and it's the perfect resource for <u>COMPANY</u>. You can download it <u>here</u>.

Check out the section on "today's biggest marketing and sales challenges" to see if they match your own, and then feel free to <u>schedule time on my calendar</u> to be how we can tackle those challenges together.

Best,

FULLNAME (SALESFORCE_OWNER_PHONE_NUMBER)

Inbound Growth Specialist, HubSpot

Adds Value

Personal

3x more meetings with automated (self serve) approach

20% faster meeting bookings = Reduced Sales Cycle

KEY TAKEAWAYS

The old play book is dead

2

No one wants to see content that isn't valuable 3

Optimise your old content for more leads

4

Invest in automation to convert leads

Thank you.