

CREATIVE AGENCY SECRETS.COM

*We do profitable marketing
services for busy businesses*

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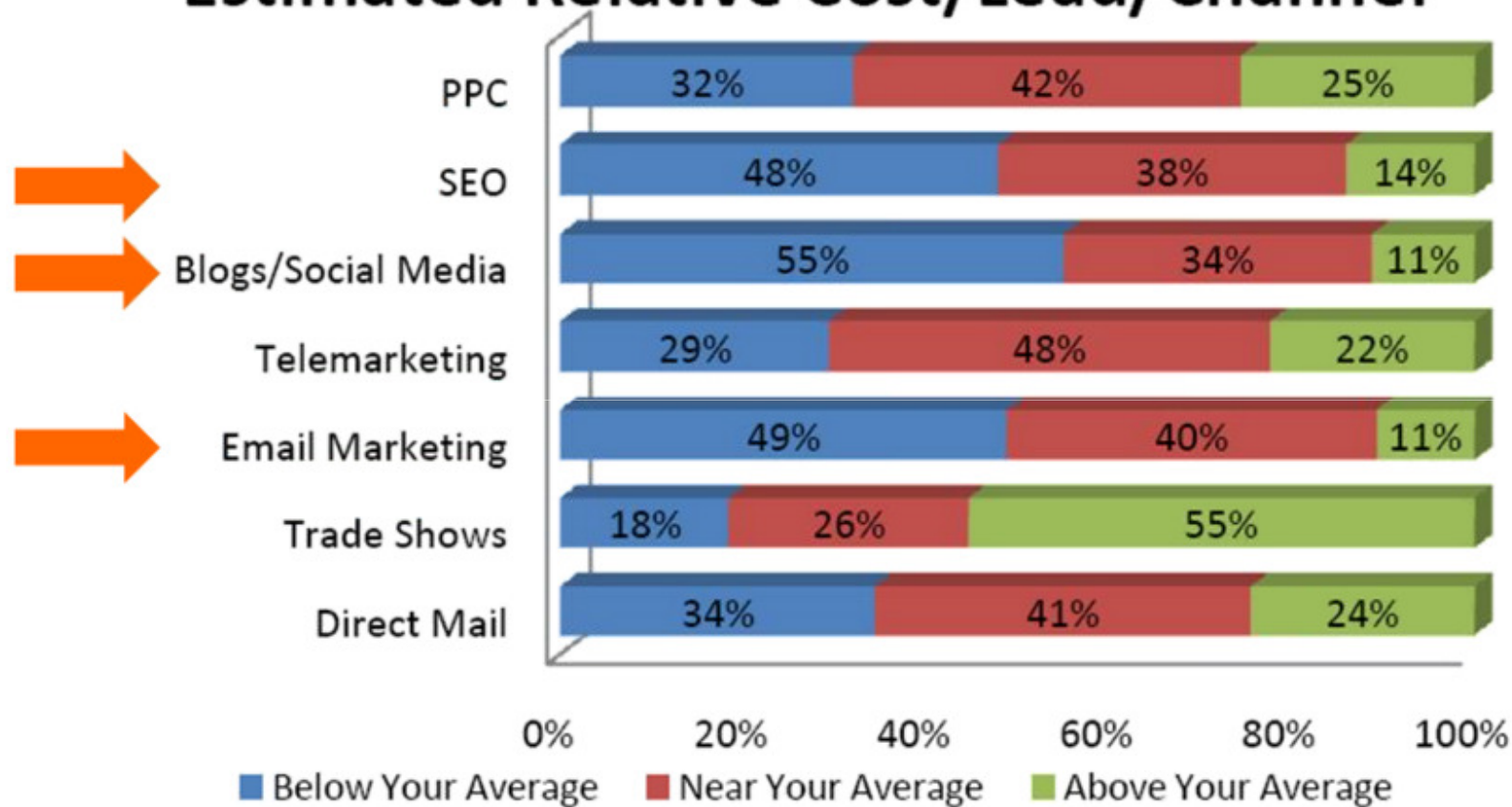
<http://creativeagencysecrets.com>

Hubspot – what does it do?

- Working with a client we attended the Hubspot prospective customer demo webinar
- We'll show you their slides, the features illustrated and give you our comments
- Hubspot is an integrated marketing suite for online promotion and lead generation
- *Here's what we learnt Slides from the demo followed by our comments*

Inbound Is Cheaper

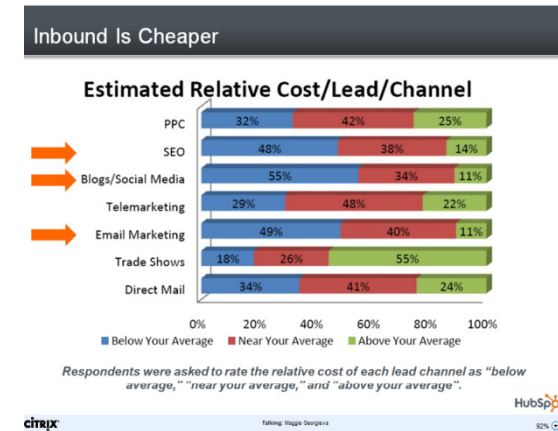
Estimated Relative Cost/Lead/Channel



Respondents were asked to rate the relative cost of each lead channel as “below average,” “near your average,” and “above your average”.

Hubspot proves online is low cost

- Online leads cost less
- Old media costs the most
- Beware: statistics conceal
 - Industry averages vary
 - Perception bias of respondent
- Broadly speaking this finding is true and probably applies to your business



So, what is HubSpot?

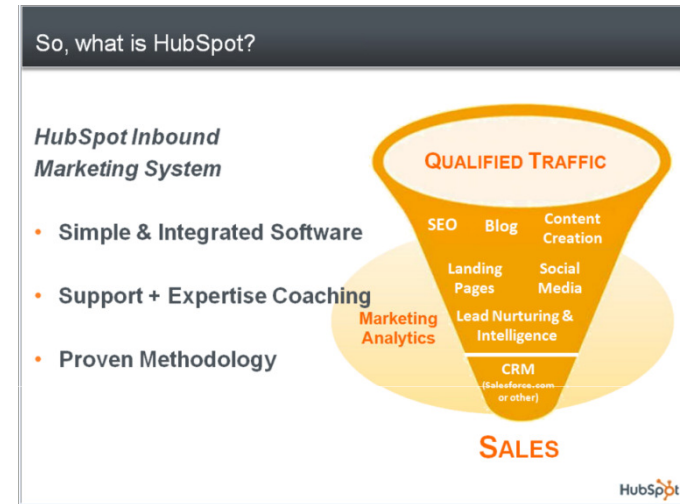
HubSpot Inbound Marketing System

- **Simple & Integrated Software**
- **Support + Expertise Coaching**
- **Proven Methodology**



The marketing funnel

- A service that matches the funnel for leads
- Good practice = proven
- Tools are standard
- What's different is adding the tools into one easy-to-use interface
- Hubspot will be recruiting unsophisticated marketing companies so it has to work
- Support / education / training / coaching = key



Proven Approach Drives Traffic, Leads & Customers

Sections

- [Get Found](#)
 - I. [Create](#)
 - II. [Optimize](#)
 - III. [Promote](#)
- [Convert](#)
 - I. [Convert Visitors to Leads \(via Landing Pages\)](#)
 - II. [Convert Visitors to Leads \(via Website & Blog\)](#)
 - III. [Convert Leads to Customers](#)
- [Analyze & Repeat](#)
 - I. [Use HubSpot Every Day](#)
 - II. [Use HubSpot Every Week](#)
 - III. [Use HubSpot Every Month](#)



Find the full methodology at success.hubspot.com



Conversion pathway

- Classic marketing pathway
- Works online & offline
- For the most basic marketer this will work if diligently pursued



Does HubSpot Work?

ROI from Inbound Marketing with HubSpot Software

- HubSpot customers get **4.2 times more leads** after 5 months using HubSpot
- **SEO, Blogging & Social Media** were cited as the top ways HubSpot helped improve traffic.
- **9 out of 10 customers would recommend** HubSpot to a friend or colleague

[Try HubSpot Now - Start Your Free 7 Day Trial](#)

Product Overview

Product Pricing

Product Webinars

ROI

Product Reviews

Services

State of Inbound Marketing Report

The State of
Inbound Marketing

Marketing ROI Case Studies

HubSpot's inbound marketing software helps over 2,300 businesses get the maximum ROI from their marketing efforts.



[Cilk Arts Increases Leads 500%](#)



[Vocio Pays for HubSpot 30 Times Over with New Leads](#)

MIT study shows:
**HubSpot customers get
4.2 times more leads
after using HubSpot for
5 months**



Return on Investment from Inbound Marketing through
Implementing HubSpot Software

January 2008
Prepared By:
Melissa Elliott
MIT Class of 2008
MIT Sloan School of Management
Massachusetts Institute of Technology



Well they would say that....

- A well-known university
- Says it works....
- Early adopter users may not have same profile as you
- Over time, online marketing may get harder
- These numbers may not happen for your business

The screenshot shows a HubSpot landing page with the following content:

- Does HubSpot Work?** (Header)
- ROI from Inbound Marketing with HubSpot Software**
 - HubSpot customers get **4.2 times more leads** after 5 months using HubSpot
 - SEO, Blogging & Social Media were cited as the top ways HubSpot helped improve traffic.
 - 9 out of 10 customers would recommend HubSpot to a friend or colleague
- Marketing ROI Case Studies**
 - HubSpot's inbound marketing software helps over 2,300 businesses get the maximum ROI from their marketing efforts.
 - Case studies: [Cikl Arts Increases Leads 200%](#), [Unilever Pays for HubSpot 20x Times Over with New Leads](#)
- State of Inbound Marketing Report**
 - The State of Inbound Marketing
- MIT Sloan Management Institute Testimonial**
 - MIT study shows: **HubSpot customers get 4.2 times more leads after using HubSpot for 5 months**
 - Return on Investment from Inbound Marketing through Implementing HubSpot Software
 - MIT Sloan Management Institute logo
- HubSpot logo (bottom right)

Create

The image shows a screenshot of the HubSpot dashboard interface. At the top, there are two browser tabs: 'HubSpot | Dashboard' and 'HubSpot | Leads'. The dashboard header includes the HubSpot logo with 'SMALL BUSINESS' underneath, and navigation links for 'UI', 'Profile', 'Debug', 'Host', 'Help & Community', 'Settings', and 'Logoff'. Below the header is a navigation bar with tabs for 'Dashboard', 'Create', 'Optimize', 'Promote', 'Convert', and 'Analyze'. The 'Create' tab is selected, and a dropdown menu is open, listing four options: 'Create Overview', 'Blog', 'Website Pages', and 'Landing Pages'. 'Website Pages' is highlighted with an orange background and a mouse cursor. The 'HubFeed' section on the left contains a list of items, including forum discussions and social media conversations. On the right, there is a 'GET STARTED WITH HUBSPOT!' section with a progress bar for 'SETUP TASKS 89% DONE' and a link to watch a video.

HubSpot | Dashboard HubSpot | Leads

HubSpot
SMALL BUSINESS

Dashboard Create Optimize Promote Convert Analyze

UI | Profile | Debug | Host | Help & Community | Settings | Logoff

HubFeed

- Read these HubSpot forum discussions
- New Social Media Conversations
- Follow these people on Twitter
- Read these HubSpot forum discussions
- New Social Media Conversations
- Read these HubSpot forum discussions
- New Social Media Conversations
- Read these HubSpot forum discussions
- New Social Media Conversations
- Read these HubSpot forum discussions

Create Overview
Grow your footprint. Give the search engines a reason to crawl. Content is king.

Blog
Write the next article destined for countless inbound links and Digg's front page.

Website Pages
Manage and edit your pages on HubSpot.

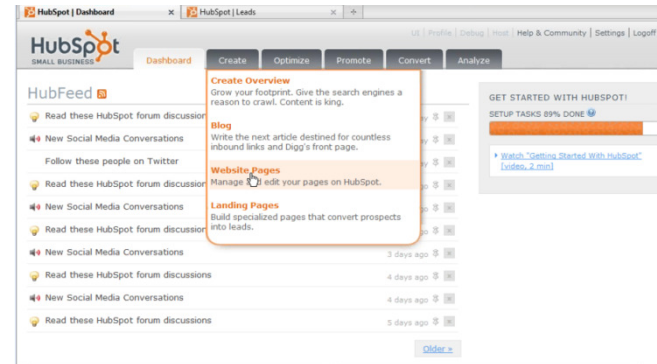
Landing Pages
Build specialized pages that convert prospects into leads.

GET STARTED WITH HUBSPOT!
SETUP TASKS 89% DONE
[Watch "Getting Started With HubSpot" \[video, 2 min\]](#)

Older >

Create

- Add content as either
 - Website pages
 - Blog pages
 - Landing pages
- Good practice to plan these separately as they have different functions in a marketing plan
- Easy click navigation



Optimize

The screenshot shows the HubSpot Optimize tool interface. At the top, there are browser tabs for 'Boston Yoga Classes | Yoga Classe...', 'HubSpot | Leads', and 'YouTube - YOGA FOR BEGINNERS ...'. The HubSpot logo and 'SMALL BUSINESS' tagline are on the left. A navigation bar contains 'Dashboard', 'Create', 'Optimize' (highlighted), 'Promote', 'Convert', and 'Analyze'. Below this, there are tabs for 'Quick Preview' and 'Page Properties'. The main content area displays the 'Prem Vinyasa' logo and a green navigation menu with links like 'Prem Vinyasa', 'Yoga Classes', 'Prem Vinyasa Blog', 'Teaching', 'About Prem Vinyasa', 'Connect', and 'Boston Yoga Classes'. A 'Free Yoga Consultation!' form is visible on the right side.

Optimize Overview
Showcase your site to search engines. Optimized pages drive qualified traffic.

Keyword Grader
Research which keywords are best for you. You need traffic, ranking and relevance.

Page Grader
Let HubSpot check each page of your site for possible SEO improvements.

Link Grader
Review who's linking to you. Weigh how much SEO mojo is behind each link.

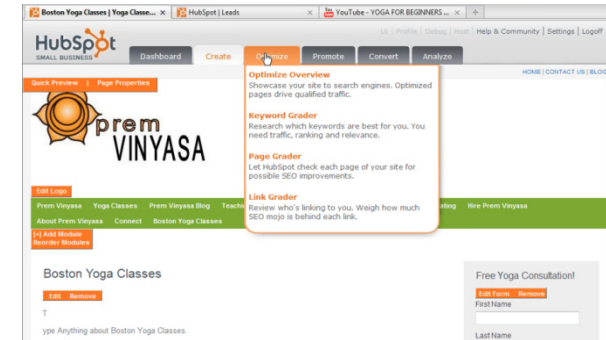
Boston Yoga Classes
Edit Remove
T
ype Anything about Boston Yoga Classes.

Free Yoga Consultation!
Edit Form Remove
First Name

Last Name

Optimize

- Ensure content is 'found'
- How is Google 'reading' your site content and ranking it?
- Who are your competitor websites?
- What keywords do they use?
- Incoming links have value
- Which are worth the most?
- Probably the most valuable part of Hubspot

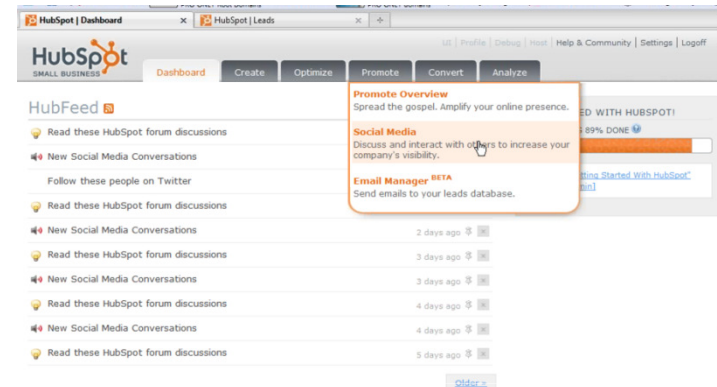


Promote

The image shows a screenshot of the HubSpot dashboard interface. At the top, there are browser tabs for 'HubSpot | Dashboard' and 'HubSpot | Leads'. The main navigation bar includes the HubSpot logo with 'SMALL BUSINESS' underneath, and a series of tabs: 'Dashboard', 'Create', 'Optimize', 'Promote', 'Convert', and 'Analyze'. The 'Promote' tab is currently selected. A dropdown menu is open from the 'Promote' tab, listing three options: 'Promote Overview' (with the description 'Spread the gospel. Amplify your online presence.'), 'Social Media' (with the description 'Discuss and interact with others to increase your company's visibility.'), and 'Email Manager BETA' (with the description 'Send emails to your leads database.'). The 'Social Media' option is highlighted with a mouse cursor. Below the navigation bar, the 'HubFeed' section is visible, containing a list of items such as 'Read these HubSpot forum discussions' and 'New Social Media Conversations'. On the right side, there is a progress bar showing '89% DONE' and a notification about 'Getting Started With HubSpot'.

Promote

- Show off your ‘smarts’
- If you’ve optimized well, this should be easy
- Push message out by email [note beta status]
- Link & mention it on social media channels
- Get noticed if you have good content



Convert

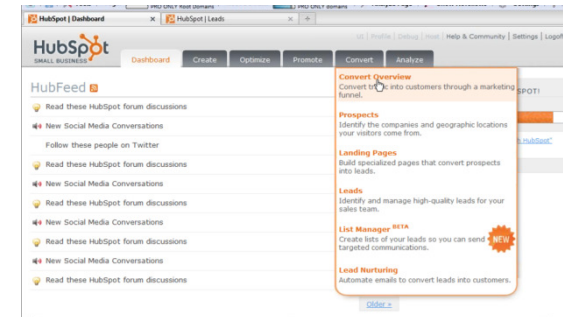
The image shows a screenshot of the HubSpot dashboard interface. At the top, there are two browser tabs: 'HubSpot | Dashboard' and 'HubSpot | Leads'. The main navigation bar includes the HubSpot logo with 'SMALL BUSINESS' underneath, and a series of menu items: 'Dashboard', 'Create', 'Optimize', 'Promote', 'Convert', and 'Analyze'. The 'Convert' menu item is highlighted, and a tooltip is displayed over it. The tooltip contains the following text:

- Convert Overview**
Convert traffic into customers through a marketing funnel.
- Prospects**
Identify the companies and geographic locations your visitors come from.
- Landing Pages**
Build specialized pages that convert prospects into leads.
- Leads**
Identify and manage high-quality leads for your sales team.
- List Manager** ^{BETA} **NEW**
Create lists of your leads so you can send targeted communications.
- Lead Nurturing**
Automate emails to convert leads into customers.

At the bottom of the tooltip, there is a link that says 'Older >'. The background of the dashboard shows a 'HubFeed' section with several items, including 'Read these HubSpot forum discussions' and 'New Social Media Conversations'.

Convert

- Identify prospects individually
- Find where they come from
 - Campaign source
 - Country
 - Company
- Your sales skill is key here
- Unidentified visitors can't be spoken to
- You need to understand direct marketing and be able to do copywriting



Analyze

HubSpot | Dashboard x HubSpot | Leads x +

HubSpot SMALL BUSINESS

UI | Profile | Debug | Host | Help & Community | Settings | Logoff

Dashboard Create Optimize Promote Convert **Analyze**

HubFeed

- Read these HubSpot forum discussions yesterday
- New Social Media Conversations yesterday
- Follow these people on Twitter yesterday
- Read these HubSpot forum discussions 2 days ago
- New Social Media Conversations 2 days ago
- Read these HubSpot forum discussions 3 days ago
- New Social Media Conversations 3 days ago
- Read these HubSpot forum discussions 4 days ago
- New Social Media Conversations 4 days ago
- Read these HubSpot forum discussions 5 days ago

[Older >](#)

Analyze Overview
See how you're doing. Identify opportunities.

Blog Analytics
Uncover which articles spark the most attention.

Reach
You may speak but who's listening? Track your online following.

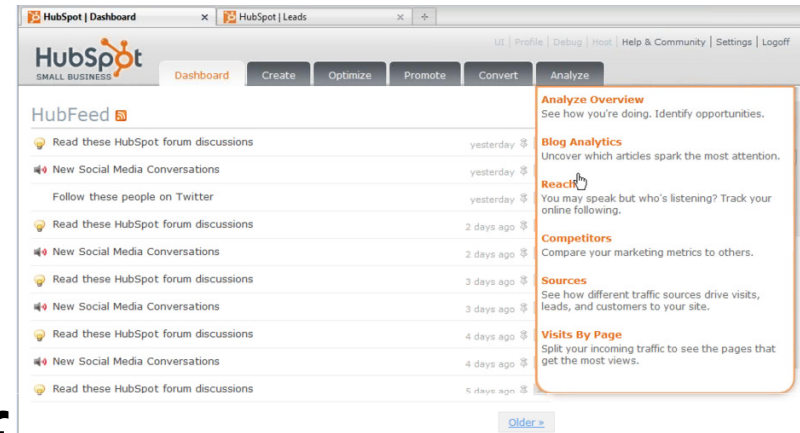
Competitors
Compare your marketing metrics to others.

Sources
See how different traffic sources drive visits, leads, and customers to your site.

Visits By Page
Split your incoming traffic to see the pages that get the most views.

Analyze

- Nice integrated tool
- You need to check regularly
- Work it out for yourself
- Adapt and improve campaigns / blog posts and learn from your results metrics
- If you don't use this part actively the investment is wasted



Overall Assessment

Pros

- Hubspot coaching helpful
- Integrated toolset – easy to use
- Clear layouts
- If you try you'll get the skills
- Hubspot suits an unsophisticated marketer
- Quick wins by optimizing

Cons

- You must understand marketing to make the most of it
- It's cheaper to use separate tools
- But it's harder
- Hubspot won't suit a sophisticated marketer
- You'll pay Hubspot for ever

Get in touch

- Have a free 20 minute phone briefing with us
 - **Tell** us about your situation
 - **Ask** questions
 - **Get** quick advice
- rebecca@creativeagencysecrets.com