

Small Business Marketing

The New Secrets to Success

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SVP Marketing, Desk.com

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Mike Volpe

HubSpot CMO

@mvolpe

All about HubSpot

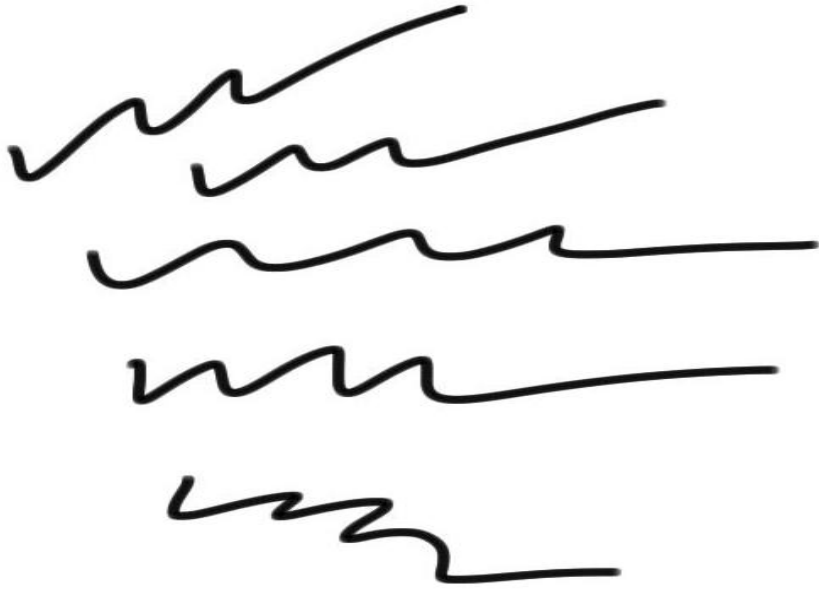


HubSpot all-in-one marketing software helps 8,000 companies in 46 countries attract more leads and convert them into customers with marketing people love.

- 400 employees with 30 in marketing
- Investment from Sequoia, Google, Salesforce.com
- Growing ~80% annually
- Hiring 50-75 people per quarter
- Customers in 46 countries, all industries ranging from one employee small businesses to 10,000+ employee enterprises



Is this Marketing?



Buyers are Sick of Marketing Interruptions

86%

skip TV ads

91%

unsubscribe

44%

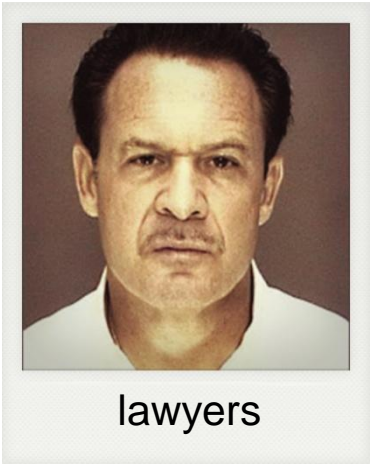
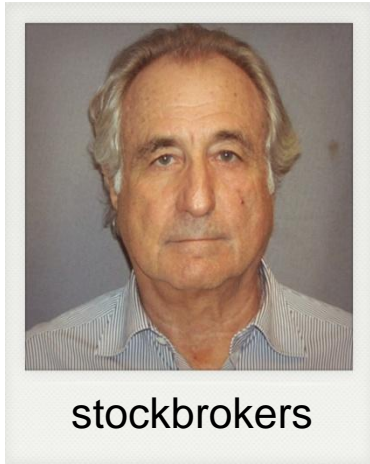
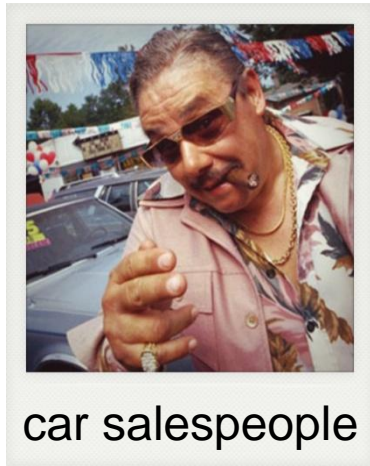
of direct mail is
never opened

200m

Say DO NOT CALL



Marketing has a Lovability Problem

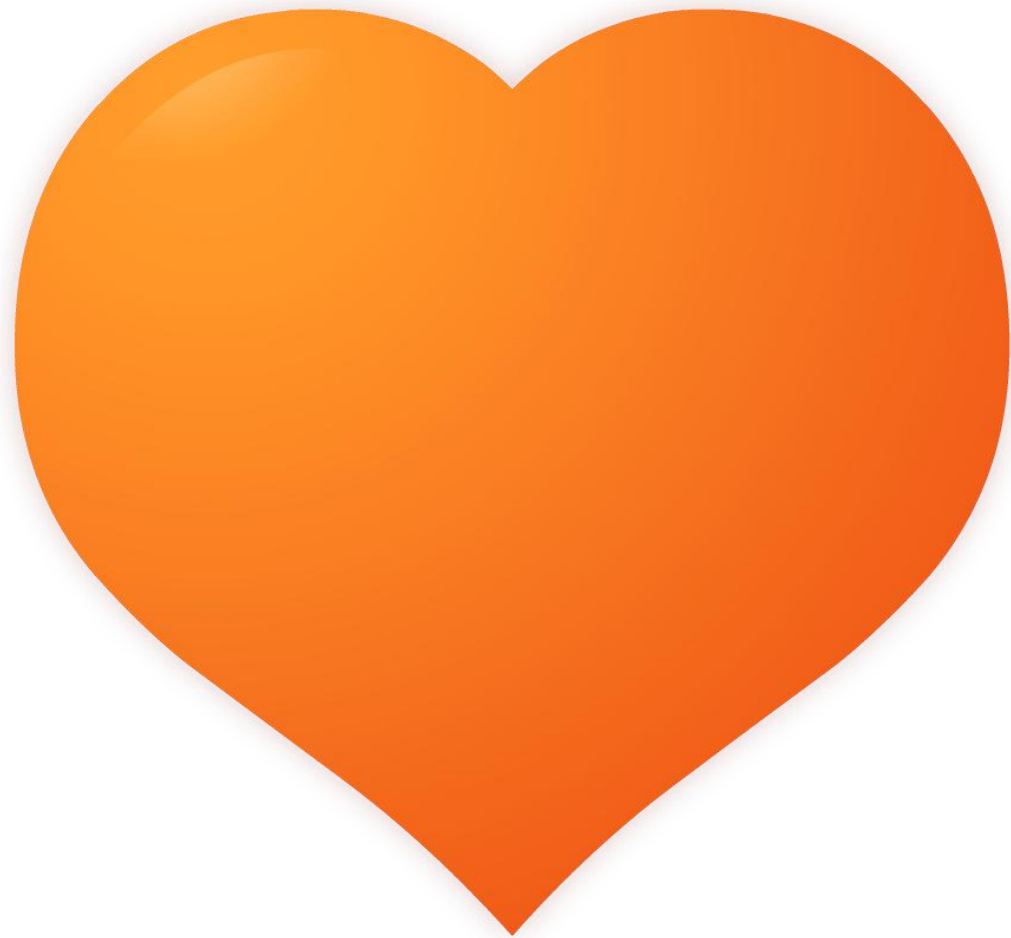


Less Lovable

More Lovable



How to Fix Marketing's Lovability Problem



create
marketing
people love



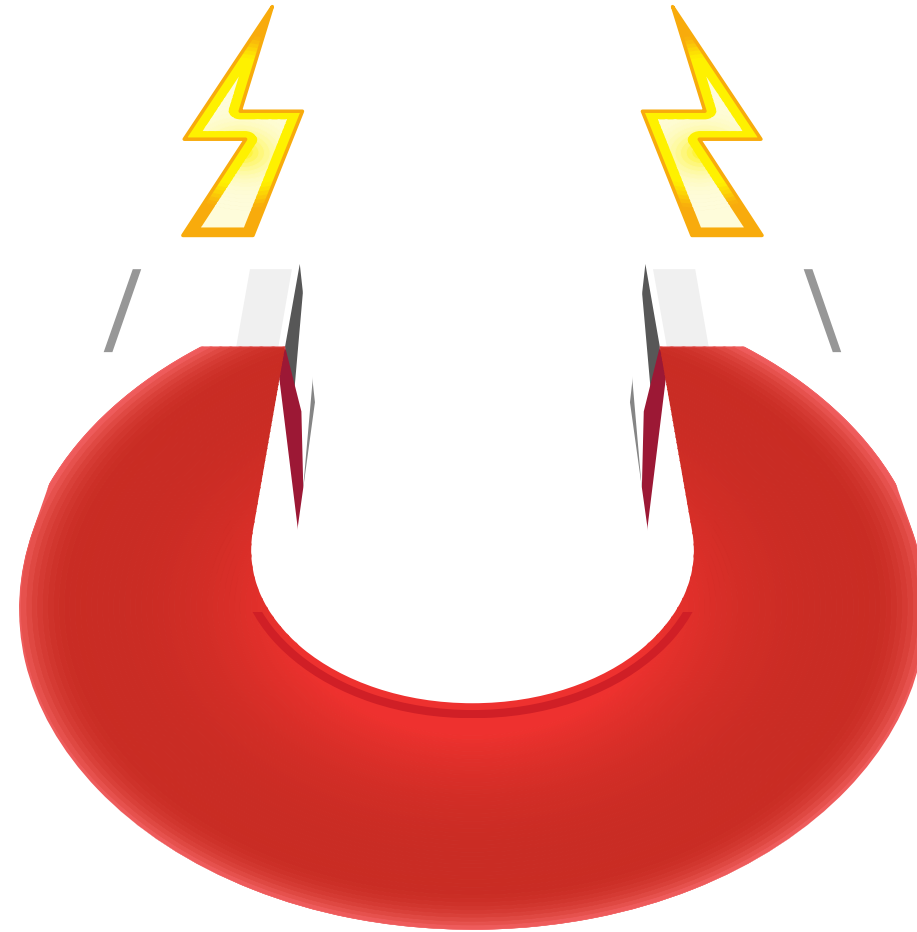
People Love Inbound Marketing

Less:

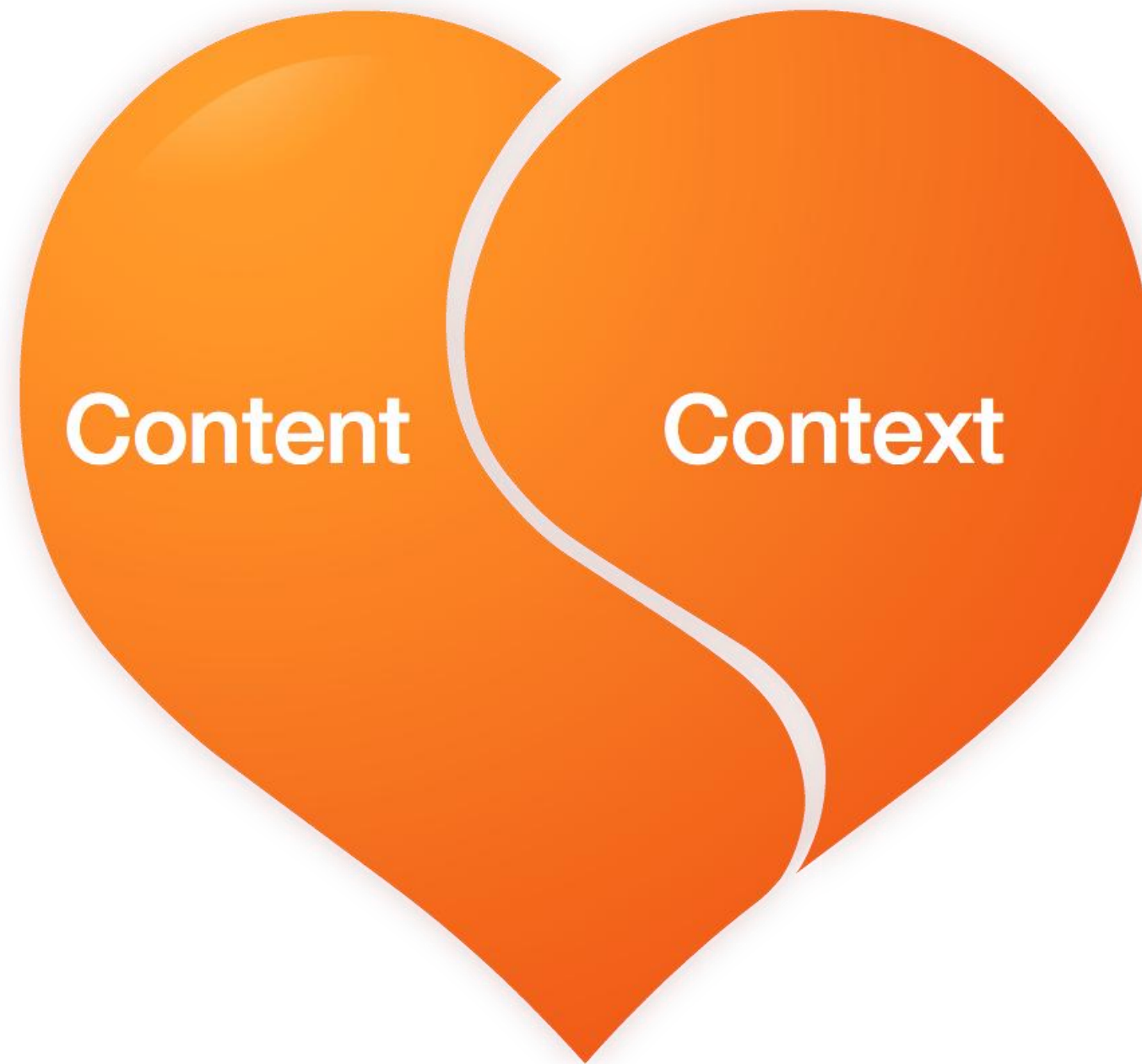
- Cold Calling & Spamming
- What You Want

More:

- Attraction & Permission
- What the Customer Wants



Inbound Marketing = Content + Context



Inbound Marketing = Content + Context



Do you Rent or Own your Marketing?



vs

70%
of our
blog leads are
from
OLD articles

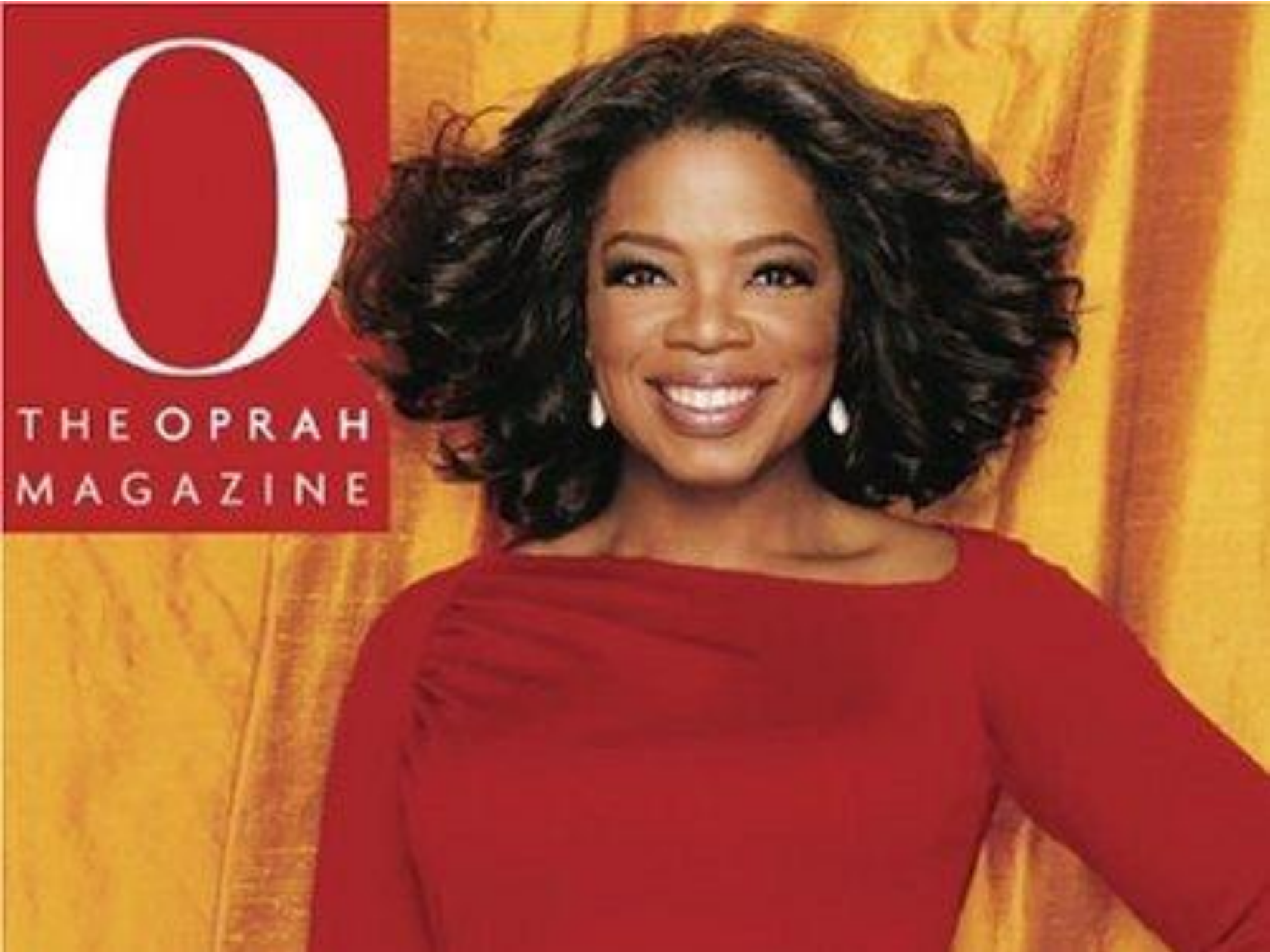


Build Marketing Assets

- Blog
- Free Tools
- Podcast / Videos
- Photos / Images
- Presentations



Mindset of a Media Company, not Sales or Marketing



Blogging Essentials

Make your blog the best publication for potential customers of your industry.


The 10 Commandments for Giving a Perfect Presentation

Posted by [Kipp Bodnar](#)
Fri, Sep 07, 2012 @ 01:00 PM [Comments](#)

222 Likes
1,083 Tweets
67 +1s
519 Shares

INTERMEDIATE

Looking out into a sea of faces while standing on a stage can be one of the most intimidating experiences of your career. It doesn't matter if it's a group of 12 people in a board room or an auditorium filled with thousands of people -- giving the perfect presentation is no easy feat. It's also pretty critical to your success in delivering the message you want to deliver.



Last week, 2,800 marketers converged on Boston for INBOUND 2012 (It sold out, so [you better get your tickets for next year's event now!](#)), and world-class speakers gathered to share their expertise on inbound marketing. During the conference and its preparation, some guidelines for [giving great presentations](#) emerged, and we wanted to share those lessons with all our awesome blog readers. Follow these 10



Stats Show Blogging Works

55%

Increase
in Web
Traffic

79%

Increase in
Twitter
Followers

57%

Generate
Revenue from
Blogging



Video Essentials

Make your videos the best “TV station” for potential customers of your industry.


iTunes Preview

What's New What is iTunes What's on iTunes iTunes Charts How To

Marketing Update on HubSpot.tv

By HubSpot Internet Marketing

To listen to an audio podcast, mouse over the title and click Play. Open iTunes to download and subscribe to podcasts.



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Free
Category: [Management & Marketing](#)
Language: English
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Description

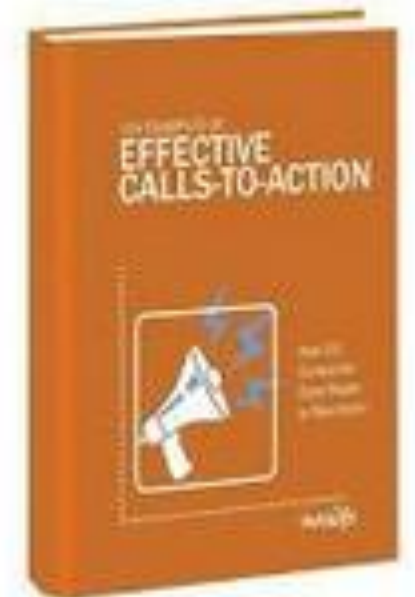
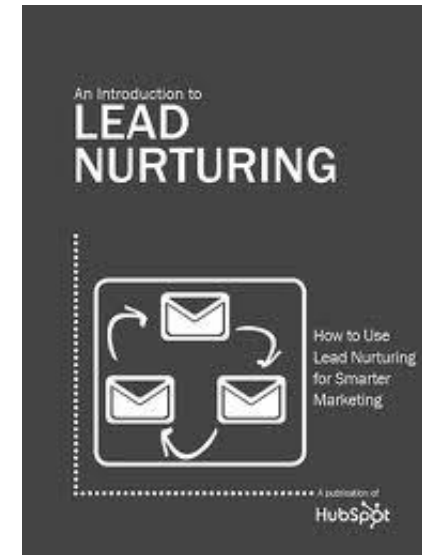
HubSpot TV is a weekly video podcast covering inbound marketing including social media, blogging, SEO, landing pages, lead generation and marketing analytics. Karen Rubin and Mike Volpe will share the latest internet marketing news, tips and tricks. Watch live Friday at 4pm EST. www.HubSpot.tv

Name	Description	Released	Price
1 Ben & Jerry Upset abo...	Episode #217 - Septe...	9/14/12	Free
2 Goodbye Summer, It's...	Episode #216 - Septe...	9/7/12	Free
3 Google Buys Newspaper...	Last week on the Mark...	9/7/12	Free
4 Getting it All Done at ...	Episode #214 - Augus...	8/17/12	Free
5 This Week's Marketing...	Episode #213 - Augus...	8/10/12	Free
6 Going for the Gold Usi...	Episode #212 - Augus...	8/3/12	Free
7 Don't Try to Be Somet...	Welcome How to intera...	7/27/12	Free



Offers Essentials

Make your ebooks & webinars the best offers for potential customers of your industry.

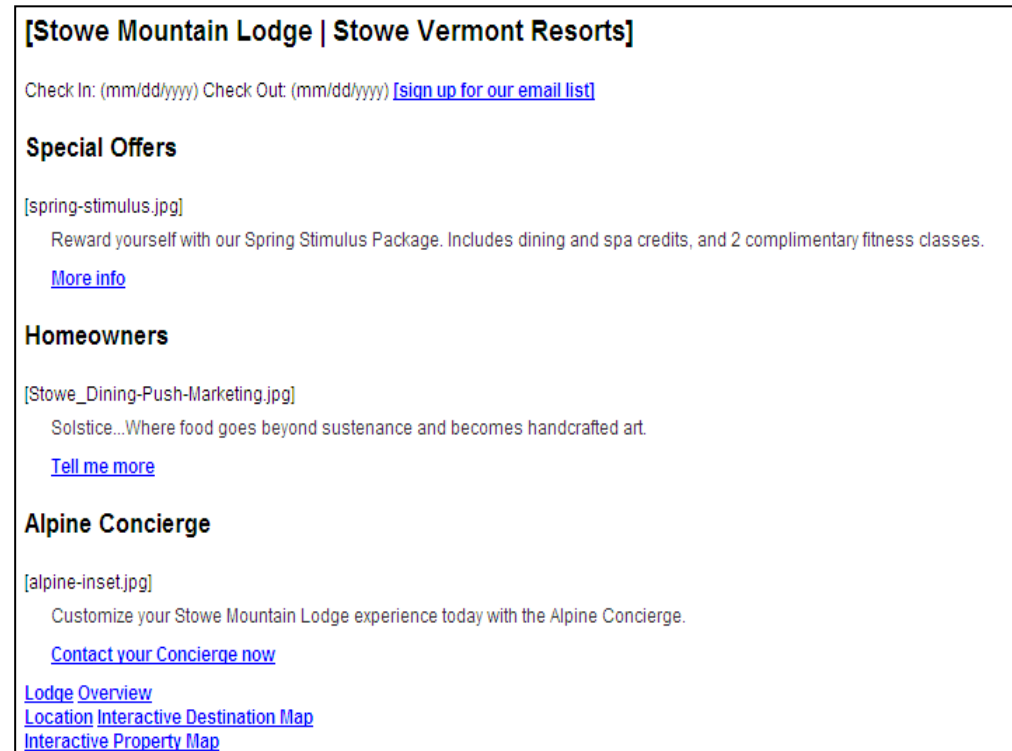


Search Engine Optimization Essentials

Search is the most important way SMBs get found
Optimize your content for humans and for Google



VS



Decision Tree: “Why am I not #1 in Google?”

Is your web page the best page on the internet about this particular topic?

NO

Stop complaining and improve your content.

YES

Is the content on the page keyword optimized?

NO

Optimize page title and content with keywords.

YES

Build more authority (link and social) to the page.

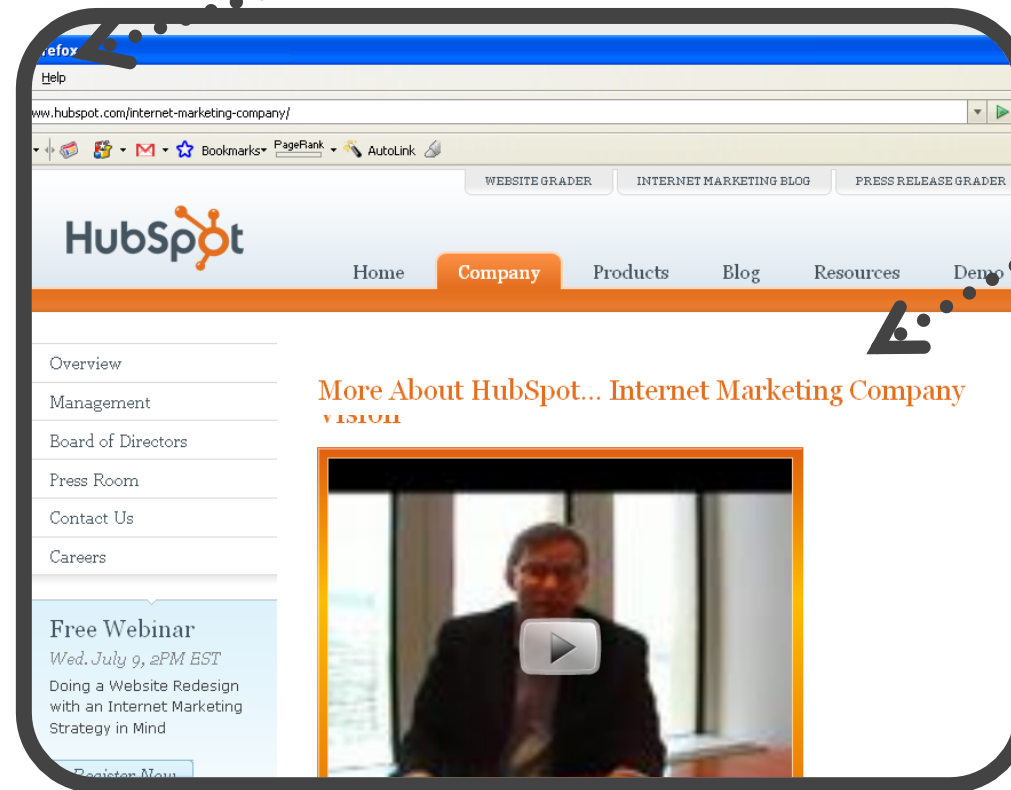


Search Engine Optimization Essentials

Web Page Optimization:

- Keywords in page title
- Use keywords in headlines and other page content
- Optimize description for increased click through

1 Page Title 



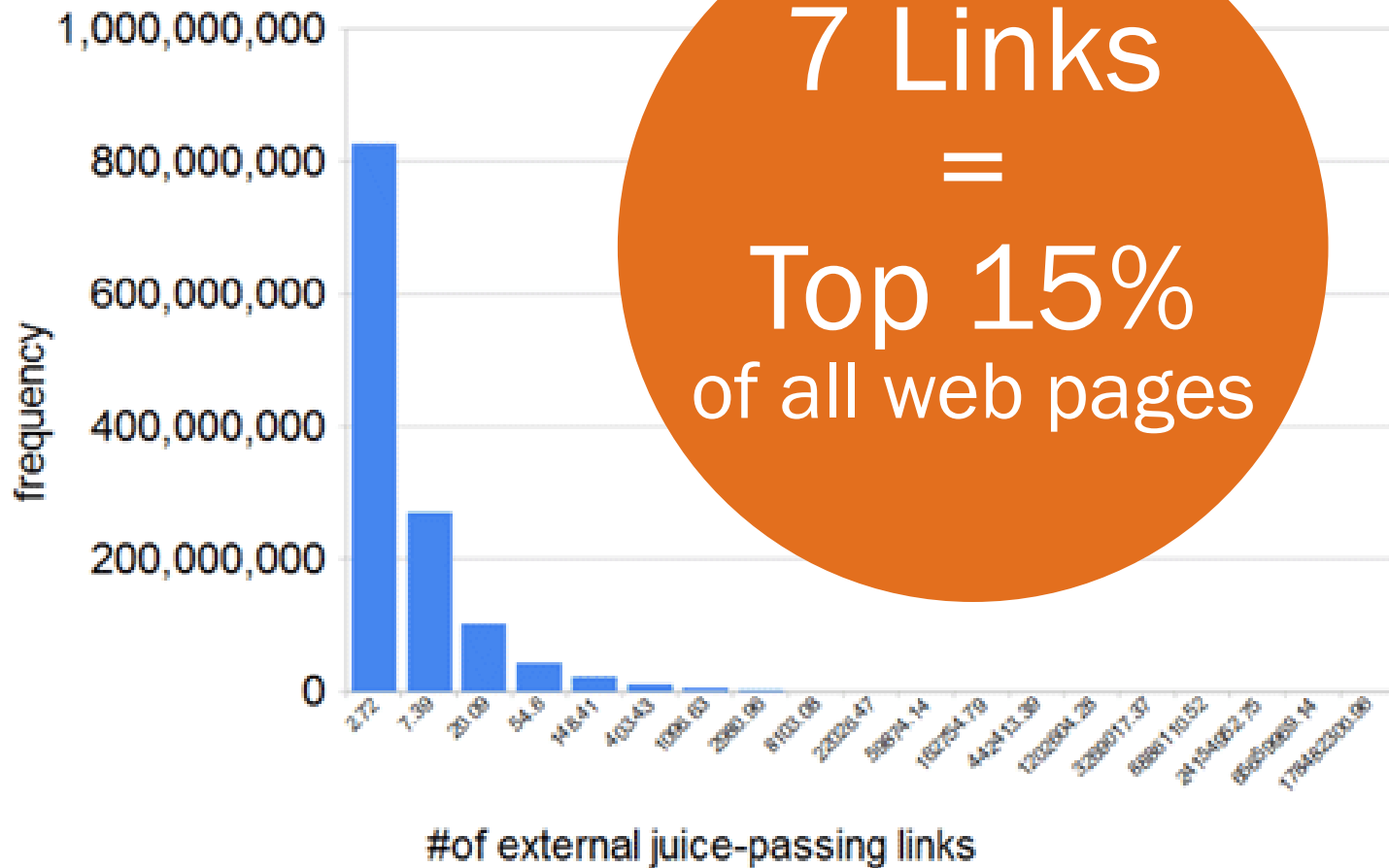
2 Headings & Content

3 Description

[Internet Marketing Company](#)
Internet Marketing Company: HubSpot provid medium sized **companies** for blogging, social r
www.hubspot.com/internet-marketing-compa



Search Engine Optimization Essentials



Source: SEOMoz.org

Increase Authority:

- More links to your website
- More links to that particular web page
- Larger social following of company
- More social sharing of that webpage



Social Media Essentials

Make your social media accounts the most interesting and valuable accounts for potential customers of your industry.



Social Media Essentials

Build Reach

- Email list
- Website
- Partnerships
- Cross-promotion

Drive Engagement

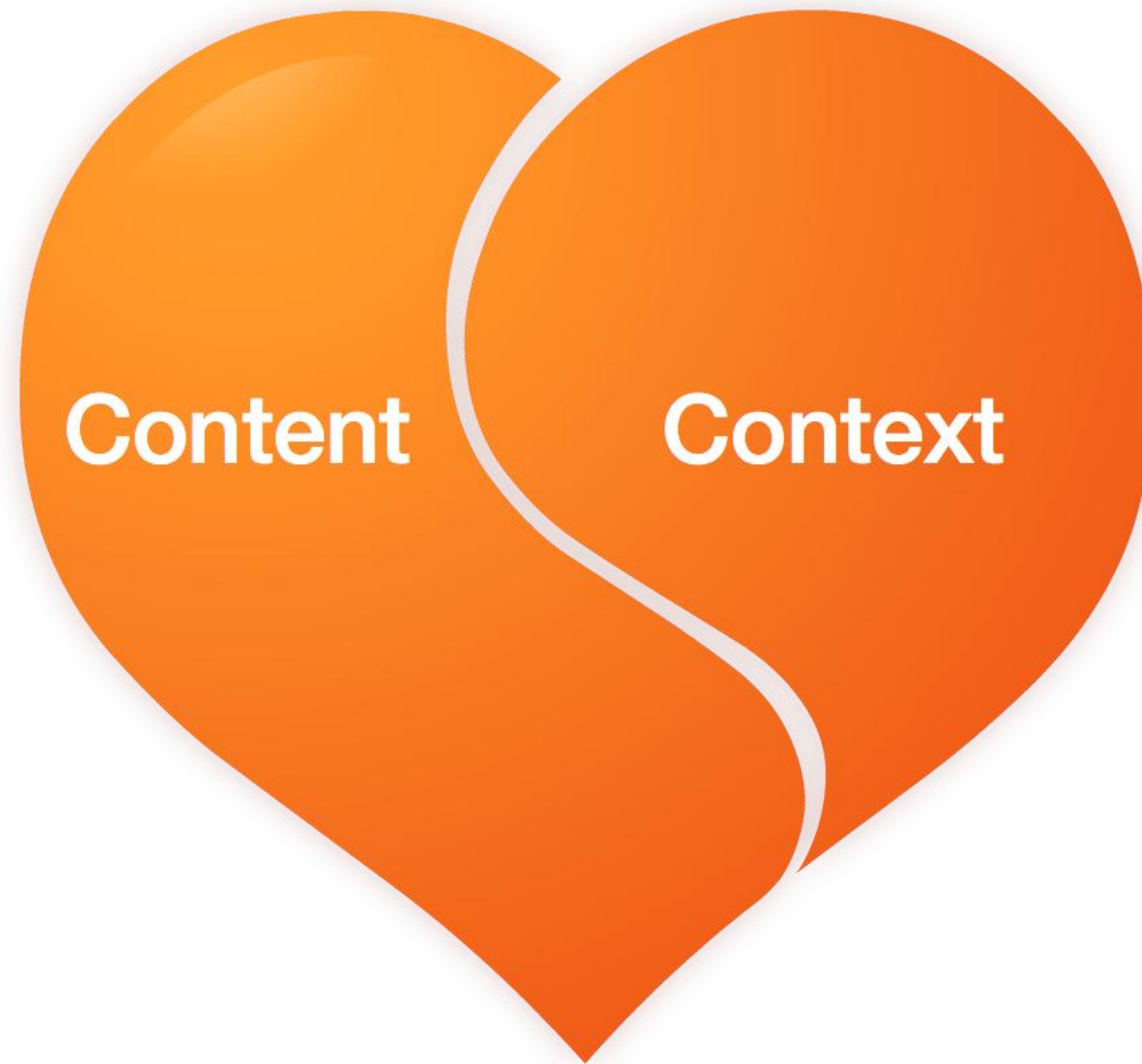
- Retweets and mentions on Twitter
- Likes, shares and comments on Facebook and LinkedIn (Edge Rank)

Enable Conversions

- Post lead generating offers
- Encourage reviews and testimonials



Inbound Marketing = Content + Context

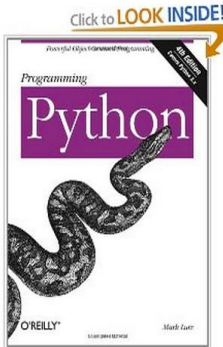


Inbound Marketing = Content + Context

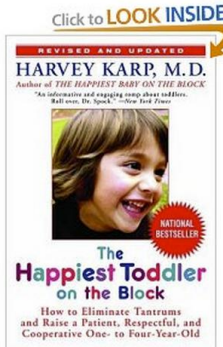


What is Context?

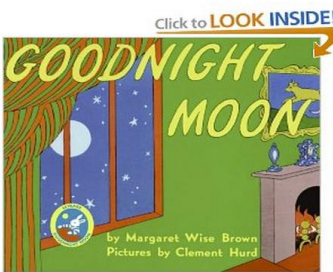
Books



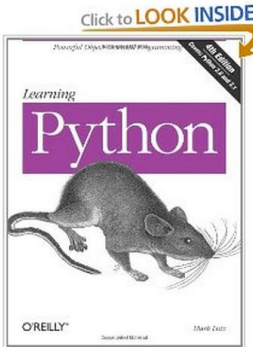
Programming Python
[Paperback]
Mark Lutz
★★★★☆ (499)
Paperback
\$27.50 **\$16.11**



The Happiest Toddler on the Block
Paula Spencer
★★★★☆ (194)
Paperback
\$26.00 **\$16.59**



Goodnight Moon
Margaret Wise Brown
★★★★★ (90)
Hardcover
\$49.95 **\$28.00**
Why recommended?



Learning Python: Powerful Object-Oriented Programming
Mark Lutz
★★★★☆ (344)
Paperback



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What is Context?



Books



A Long Strange Trip: The Inside History of the Grateful Dead
Dennis McNally
★★★★★ (499)
Paperback

100 Things Red Sox Fans Should Know & Do Before They Die
Nick Cafardo
★★★★★ (194)
Hardcover
\$26.00 **\$16.59**
Why recommended?

Venture Deals
Brad Feld
★★★★★ (90)
Hardcover
\$49.95 **\$28.00**
Why recommended?

Everything I Know About Business I Learned from the Grateful Dead
Barry Barnes
★★★★★ (39)
Hardcover

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Context for the 99%

amazon[®]

NETFLIX

vs

YOU



Context for the 99%

Complete 360 View of Contacts

Jen Smith

Timeline

First Seen	Interactions	Lifecycle Stage
Mar 9, 2011	161 38 interactions hidden	Lead Since Jun 2, 2012

August

- 2 Emails
- 2 Website Visits
- 6 List Memberships
- 1 Sync

July

- 2 Automation Events
- 2 Emails
- 10 Website Visits
- 1 Sync
- 3 List Memberships

CONTACT DETAILS

- Timeline
- Company
- Contact
- Marketing Grader
- Social Media
- Salesforce
- Analytics
- Email
- List Memberships

CONTACT ACTIONS

Twitter, Facebook, LinkedIn, Email, Global

Segmented & Personalized Email

Hi Ryan,

Did you know... 47% of people who visit our website don't contact us. That's why we've created this special offer just for you.

[Download the ebook here](#)

What is HubSpot? Watch this short video.

[Request A Demo](#)

[Schedule a HubSpot Demo Now!](#)

Dynamic Personalized Website Calls to Action

Download the Free Template!

Sign Up for the Webinar!

Get Your Free Assessment

Get a Customized Demo!



Mo' (Marketing) Systems, Mo' (Marketing) Problems



VS



Complete 360 View of Contacts

Andrew Pitre



[← Return to All Contacts](#)

June

- 1 Property Change
- 7 Automation Events
- 3 Emails
- 4 Website Visits
- 1 Form Submission
- 4 Syncs

CONTACT DETAILS

- Timeline
- Company
- Contact
- Marketing Grader
- Social Media
- Salesforce
- Analytics
- Email
- List Memberships

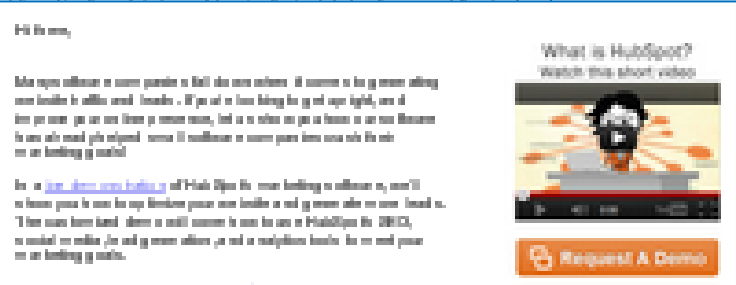
	Environmental Success Story: Heritage Environmental Services Show Pages Viewed - Thu Jun 28, 2012 at 10:23am	Blog Post Page Type
	Essential Step-by-Step Guide to Internet Marketing Tue Jun 26, 2012 at 11:34am	 Clicked
	Your Complimentary Website Assessment Mon Jun 25, 2012 at 7:13pm	 Clicked
	Customer Reviews Show Pages Viewed - Sat Jun 23, 2012 at 12:34pm	Standard Page Page Type
	Your ebook: 100 Awesome Marketing Charts and Graphs Tue Jun 19, 2012 at 9:51am	 Opened
	HubSpot, All-in-one Marketing software Sun Jun 17, 2012 at 10:43pm	Standard Page Page Type
	Lead Management and Nurturing with HubSpot Show Pages Viewed - Sat Jun 2, 2012 at 11:54am	Standard Page Page Type
	Became a Lead Sat Jun 2, 2012 at 11:54am	
	Marketing Data, Metrics, Charts & Graphs HubSpot Show Properties Changed - Sat Jun 2, 2012 at 11:53am	15 Updated Properties



Segmented & Personalized Email

Segment by Lifecycle Stage

Personalize by Name,
Company, from Sales Rep,
Industry, Geography



Dynamic Personalized Calls to Action



Free Ebook: Guide to Creating Lovable Marketing Campaigns

Learn how to create and execute a marketing campaign that makes your prospects love you.


[Download Ebook Now](#)



Free Ebook: How to Align Sales & Marketing for Quality Leads

Learn how to establish strong sales & marketing alignment to start driving higher quality leads.


[Download Ebook Now](#)



FREE INBOUND MARKETING ASSESSMENT

How's your marketing? Get customized feedback on how to improve your website & marketing strategy.

[Get a Free Assessment](#)



Contact a HubSpot Salesperson

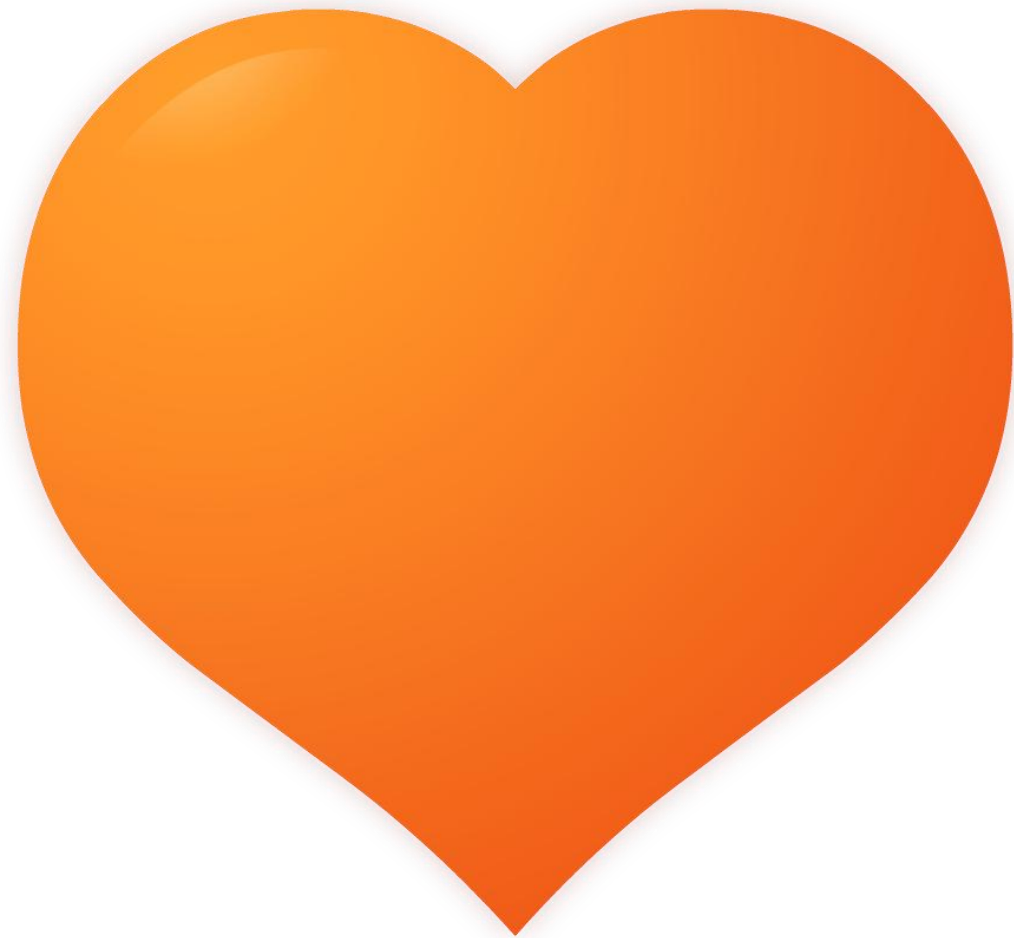
Chat with an inbound marketing specialist about how HubSpot's software can help you get more traffic, leads & customers!

[Contact Sales Now](#)

Use Different CTAs on your Website and Blog according to Lifecycle Stage



Examples



inbound
marketing
examples
from SMBs



Example: Sinclair Heating, Cooling and Plumbing

Sinclair

HVAC / Plumbing Industry
Under 200 Employees



The screenshot shows the Sinclair Heating, Cooling and Plumbing website. At the top, the Sinclair logo is displayed in a red and blue oval, with the phone number 806-749-COOL (2665) in a large, stylized font. Below the logo, the text "HEATING • COOLING • PLUMBING, INC." is visible. A navigation menu includes links for HOME, BLOG, RESIDENTIAL, COMMERCIAL, CONTACT, EQUIPMENT, COUPON, ABOUT US, HELP, BILL PAYMENT, and Free Nexia Demo. The main content area features a headline "Lubbock Air Conditioning, Heating, and Plumbing Repair" and a central image of a sleeping child with a teddy bear. To the left, there are two call-to-action boxes: "Like Us" with a thumbs-up icon and "\$20 Off Any Service Repair" and "Facebook Coupon!", and "Contact Us" with a phone icon and "Schedule a service call" and "Send us an email". To the right, there are social media icons for Twitter, LinkedIn, YouTube, Facebook, and RSS, and a "Get Free Email Updates" section with an envelope icon. The tagline "With Sinclair Comfort Is Always There" is positioned below the child's image.



Example: Sinclair Heating, Cooling and Plumbing

Results:

- Website traffic up by 400%
- 1,000 Twitter followers and 400 Facebook Likes; Growing at 30%
- Blog article on “Tankless vs Tank Water Heater” has 2,000 views

Advice: Go Out on a Limb

“I went out on a limb when I first started; the rest of the company had an old school mentality. This has been a grand slam. This works, it’s a no brainer. And I can prove it. I love it.”



Example: IDR Solutions

IDR Solutions

Software Industry
Under 10 Employees



The screenshot shows the IDR Solutions website homepage. At the top right, there are links for 'RSS NEWSFEED', 'CONTACT US', and 'JAVA PDF BLOG', along with a search bar and a magnifying glass icon. The IDR Solutions logo is prominently displayed on the left. A red 'BUY NOW' button is located in the top right corner. Below the logo is a navigation menu with links for 'Home', 'Products', 'Support', 'Pricing', 'Customer Area', and 'About IDR'. The main content area features a large blue banner for 'PDF to HTML5' conversion. The banner includes the text 'Convert all your PDF files into state of the art HTML5 pages for easy viewing on the mobile platform' and a 'LEARN MORE' button. A diagram shows a PDF icon with the Adobe logo, an arrow pointing to an HTML5 shield icon, and another arrow pointing to a tablet displaying a webpage. Below the banner is a 'Java PDF Blog' section with a feed icon and two entries: 'PDF to SVG added to online GlassFish Converter' dated 'Friday, Sep 14, 2012' and 'PDF to SVG conversion - first'. To the right of the blog is a section titled 'Are you ready to turn your PDF files into HTML5? ...or maybe you need our JPedal Java PDF library?' with a row of four small images: a tablet, a newspaper (The Times), a printer, and a document with text.



Example: IDR Solutions



Software Industry
Under 10 Employees



Search optimized website for keywords

Launched a blog; 70+ articles to date (20 / month)

Results:

- Website traffic up by 125%
- Leads generated from organic search up 120%

Advice: Use Analytics to Determine Content

“By looking at our reports, we waste much less time on blog posts or new content topics which have historically not attracted many potential customers.”



Example: Cogentys

Cogentys

eLearning

Under 50 Employees



Feeling Old School? We Love It! Call us at 323.466.6800

LMS Solutions Course Library Custom eLearning eLearningTV Blog Company

The Complete eLearning Solution by Cogentys...



The effective way to **manage training** and **improve performance**.

- ✓ Easy for users to use
- ✓ Simple to administer



Select from our wide offering of the **best courses** in the industry.

- ✓ **Compliance courses**
- ✓ Corporate development



High quality custom eLearning produced in Hollywood, California.

- ✓ Desktop and **Mobile** Delivery
- ✓ Multiple Languages



Example: Cogentys

Results:

- Inbound web traffic up by 300%, cut all Google PPC Ads
- Lead generation increased 716%
- Reduced sales cycle from email nurturing

Advice:

We were doing the right things – blogging, SEO, social media – we just were not doing them well. By refocusing our efforts and bringing everything together we got great inbound marketing results.



We have a lot to think about...



Remember:

Inbound Marketing

Content:

- Blog
- Social Media
- SEO
- Offers

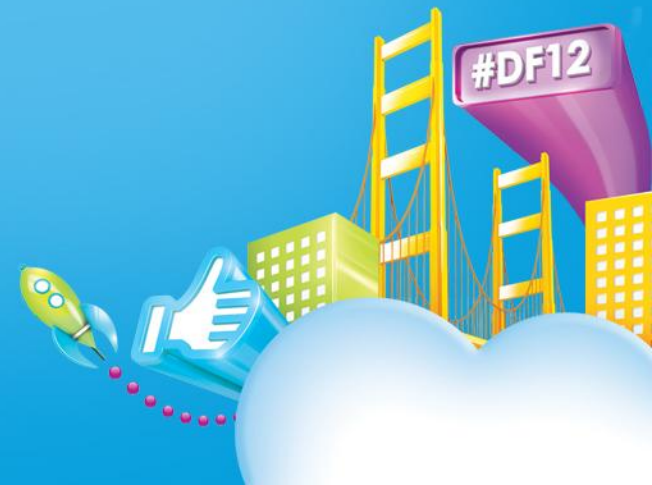
Context:

- 360 view of contacts
- Segment emails
- Personalize website



Thank You

salesforce®



Related Content for Further Reading

Get these slides:

<http://www.HubSpot.com/DF12>

Inbound Marketing Book:

<http://www.amazon.com/gp/product/0470499311?ie=UTF8&camp=213733&creative=393185&creativeASIN=0470499311&linkCode=shr&tag=mikvol-20>

Free Download of Inbound Marketing Kit:

<http://www.hubspot.com/inbound-marketing-kit>

Inbound Marketing Blog:

<http://blog.hubspot.com>



Q&A

Mike Volpe

*CMO @ HubSpot
@mvolpe*

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