



Download these slides:
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How to Attract More Customers With Content Using HubSpot Software

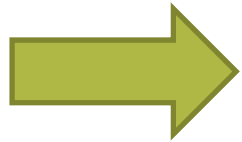


Ellie Mirman

Inbound Marketing Manager
HubSpot

Twitter: [@ellieeille](https://twitter.com/ellieeille)

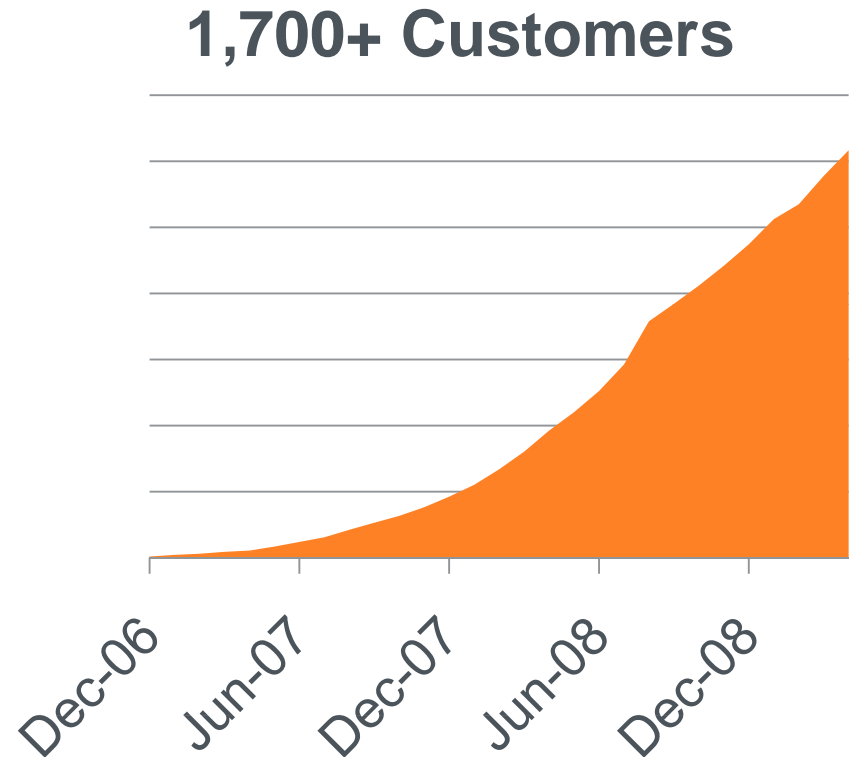
Agenda



- I. About HubSpot & Inbound Marketing
- II. **Create** Content
- III. **Optimize** Content
- IV. **Promote** Content
- V. **Convert** with Content
- VI. How to **Measure** It

Who is HubSpot?

- Founded: 2006
- Team: 90 (15 MIT)
- A: \$5m General Catalyst
- B: \$12m Matrix Partners



Traditional Marketing (Outbound)



Marketing Today (Inbound)



Live Search



facebook

twitter

LinkedIn

digg

Marketing Has Changed

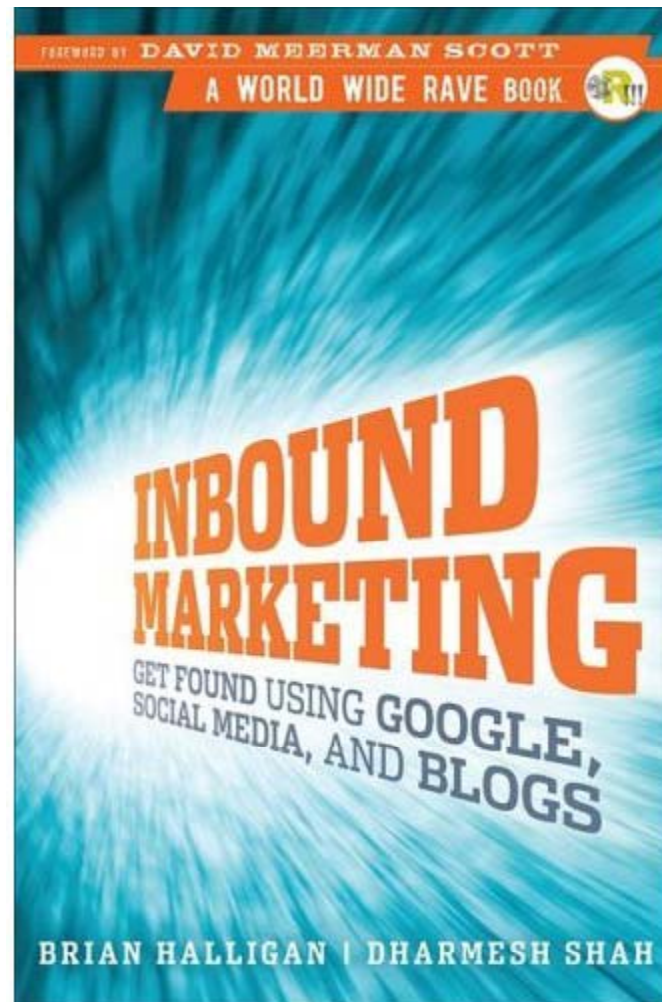
1950 - 2000



2000 - 2050



The Good News!



Inbound Marketing Process

Process

- Publish
- Optimize
- Promote

- Target
- Capture
- Nurture

- Test
- Analyze
- Repeat

Get Found



Convert

Analyze

Tools

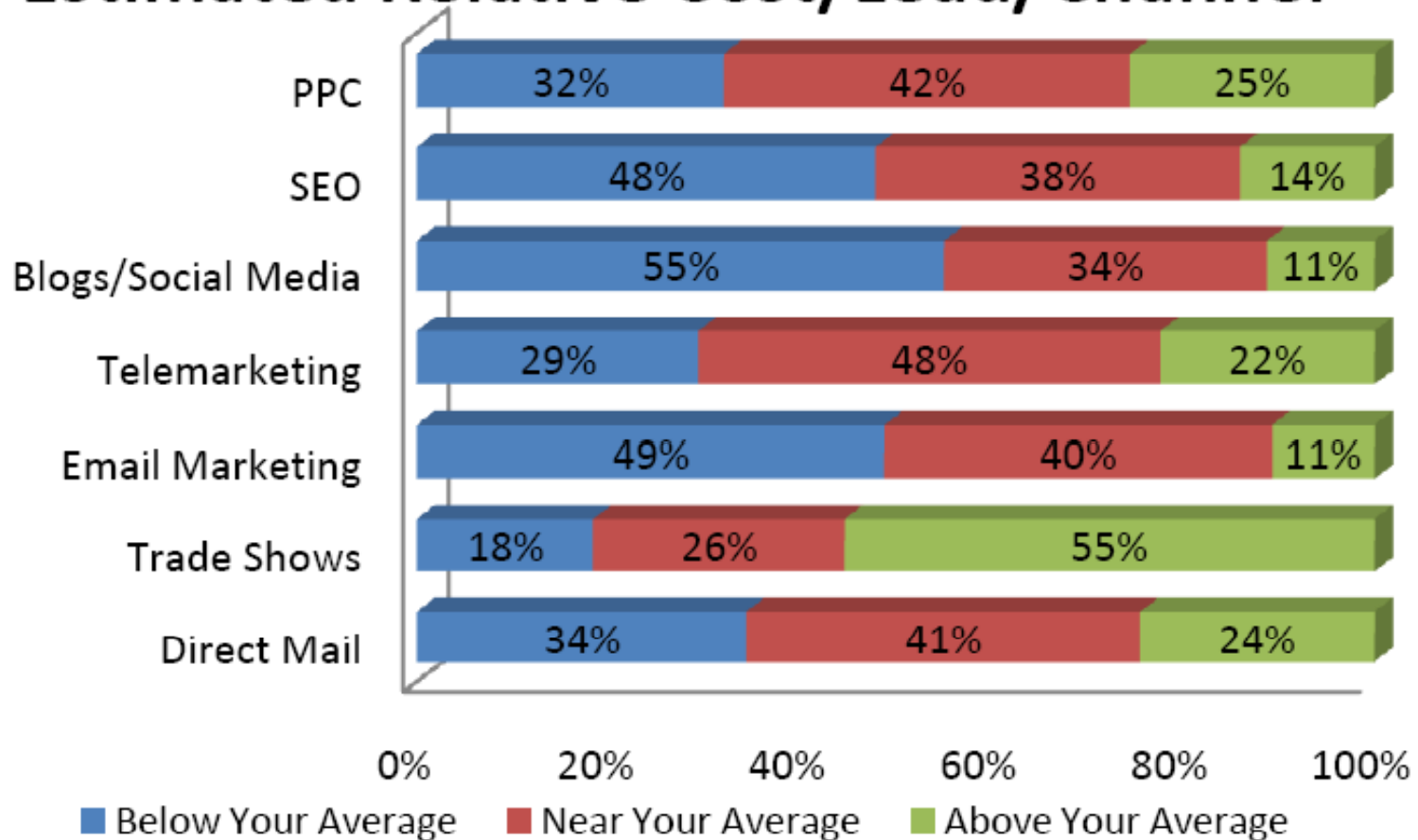
- Content Mgmt
- Blogging
- Social Media
- SEO

- Offers / CTAs
- Landing Pages
- Emails
- Lead Intel

- Analytics

Proven ROI of Inbound Marketing

Estimated Relative Cost/Lead/Channel



www.HubSpot.com/ROI

Proven ROI of Inbound Marketing



Cilk Arts Increases Leads 500%



Makana Solutions 3x Leads, 2x Conversions



Vocio Pays for HubSpot 30x Over with New Leads



Objective Management Group Grows Leads 360%

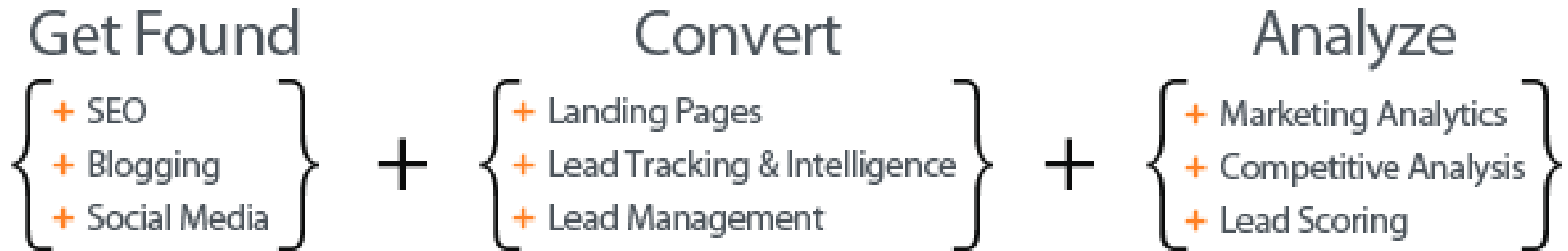


Bridge Group Doubles Online Leads

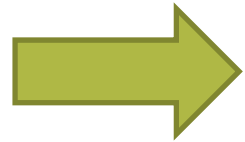
www.HubSpot.com/ROI



What HubSpot Software Does



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Small Business Owner Grows Leads 50x w/ Content

THE NEW RULES OF Golf Instruction. blog

Home Charlie's Blog Golf Lessons & Golf Tips Instruction Rates & Schedule Media Room Corporate Outings

Reynolds Plantation Red Zone Short Game New Rules of Golf Instruction

The New Rules of Golf Instruction Blog

[Current Articles](#) | [RSS Feed](#)

Dr. Rick Jensen Speaks about Golf Swing and Practice at RGA by Adam Bradley

Posted by Charlie King on Tue, Sep 22, 2009 @ 01:46 PM

Email Article [Digg it](#) [Reddit](#) [Delicious](#) [StumbleUpon](#) | [View blog reactions](#)

On Friday, August 28, nationally recognized performance consultant and [sports psychologist Rick Jensen](#) spoke to a packed room at the Reynolds Golf Academy. Jensen, who is a long-time friend and advisor of Director of Instructor Charlie King, presented his thoughts on "Taking Your Golf Game to the Next Level." The high-energy talk focused on the importance of learning motor skills the right way - through practice. Jensen warned that learning a swing through the "old rules" of golf would only provide a temporary fix for a long-term problem. The fallacy of traditional teaching lies in trying to mimic a "perfect" swing

Motor Learning

Motor learning, by definition, has not occurred until the desired skill is transferred and can be readily used to use on the golf course.

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[Subscribe to my Blog](#)

[Connect with me on LinkedIn](#)

[Connect with me on Facebook](#)

- Georgia Golf Academy
- Blog + ebooks + videos =
- Increased traffic & lead volume 50x
- 300+ blog subscribers
- 4,000+ inbound links

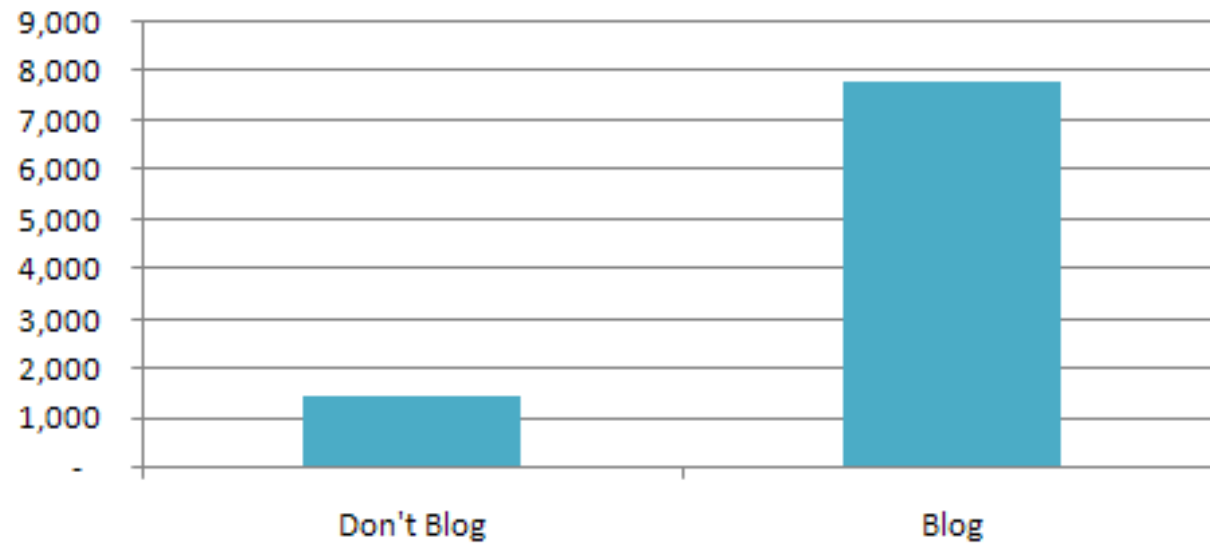
<http://www.hubspot.com/customer-case-studies/bid/4791/Georgia-Golf-Academy-Grows-Inbound-Leads-50x>

How Many Tickets Do You Have?



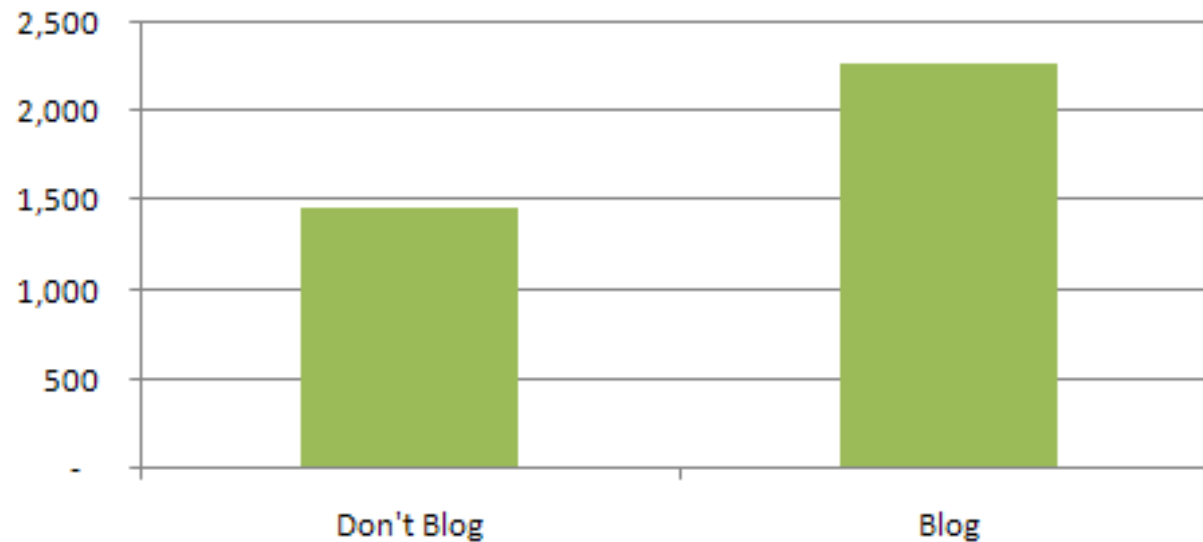
More Indexed Pages

434% More Indexed Pages for Companies That Blog



More Visitors

55% More Website Visitors for Companies That Blog



What Kind of Content?



My Wikipedia entry



Follow me on Twitter



Inclusive Language Ratio comparing first Obama presidential address with last from Bush

UPDATE January 20, 2009 at 7:30 pm

Thanks to several people who commented on this post and pointed out that my original analysis was not a fair comparison. "Comparing apples and oranges," Matthew said.

Therefore, I have analyzed [George W. Bush's first inauguration address from 2001](#) and counted the following:

Internal language 11 (me 0, I 8, and my 3)

Inclusive language 100 (our 49, we 41, us 10)

President Bush First Inaugural Inclusive Language Ratio = 9.1

President Obama First Inaugural Inclusive Language Ratio = 47

BLOGS THAT LINK HERE



Did you like my book? Then you'll love my seminar



CHECK OUT THE

“The kind of online content that your buyers naturally gravitate to.”

- David Meerman Scott
Author of The New Rules of Marketing & PR

www.webinknow.com

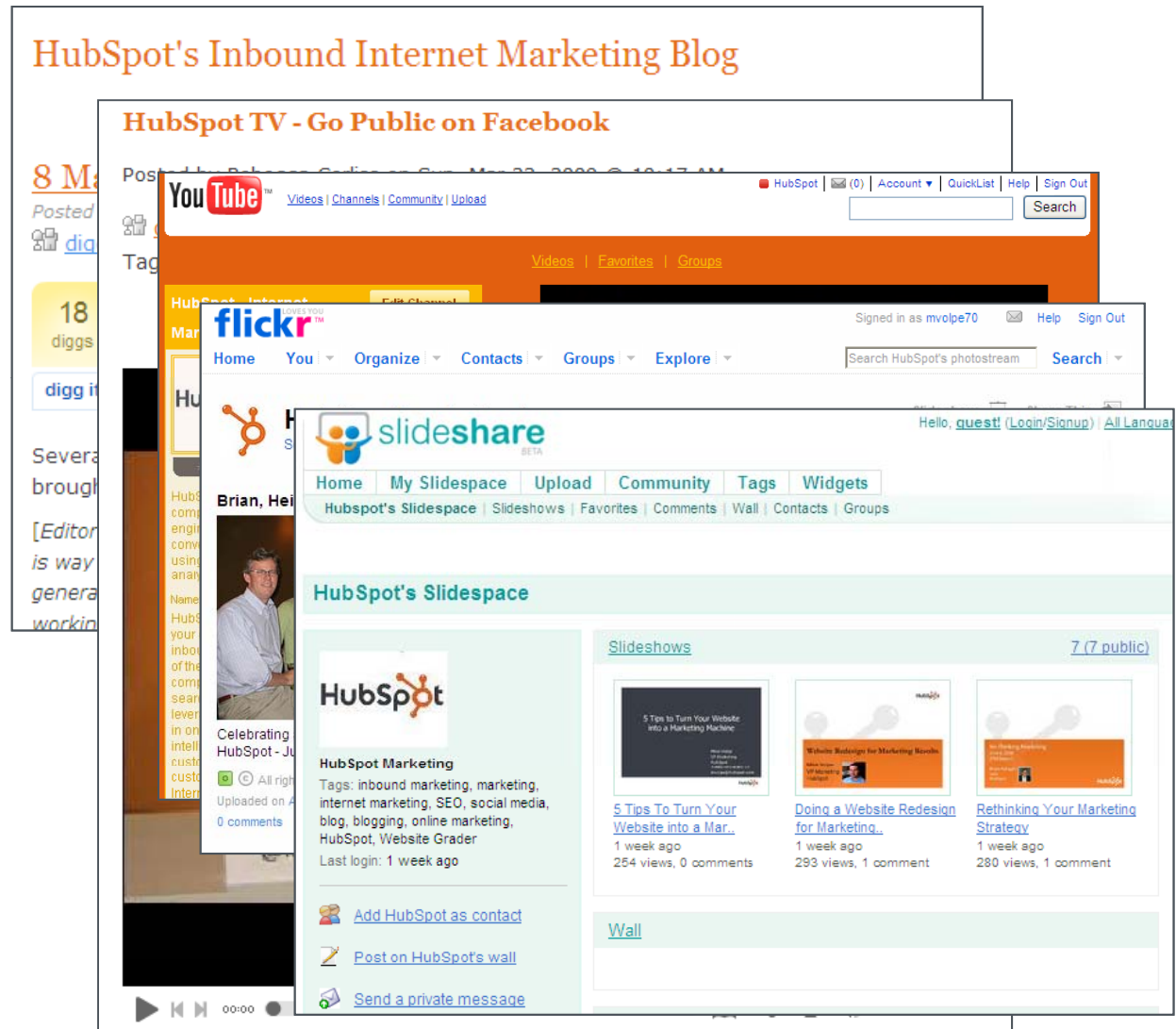
A Word of Caution

- Business content DOES NOT mean content about the products and services you sell
- Create content that's useful and interesting to your target personas



What Content Channels Are Best?

- Blog
- Podcast
- Videos
- Photos
- Presentations
- eBooks
- News Releases



Get Into the Content Mindset



- Make emails into blog posts
- Turn forum posts into blog posts
- Shoot videos at events
- Interview customers for your blog
- Repurpose company data for public reports
- Share lessons you learn

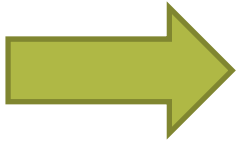
Flickr Photo: Cindiann

Easily Edit Your Website or Blog with HubSpot

The screenshot displays the HubSpot CMS editor interface. On the left is a navigation sidebar with menu items: Overview, Case Studies, HubSpot Software, HubSpot Services, Pricing, Eating Our Own Cooking, HubSpot Partners, and Customer Stories. Below the sidebar is a 'Request a Demo' button with the text 'Turn your website into a marketing machine and generate more leads > >'. The main content area shows a blog post titled 'HubSpot Owner Product Details'. The post content includes several paragraphs of text, some with links like 'Broadcast Yourself' and 'Born Digital: Understanding the First Generation of Digital Natives'. A 'Request a Demo' button is also visible within the post content. The top of the editor features a toolbar with 'Save' and 'Cancel' buttons, and a rich text editor with bold, italic, underline, and other formatting options. Below the toolbar are buttons for 'Preview', 'Save Draft', 'Publish', and '<< Optimize BETA'. The bottom section of the editor shows the 'Article' tab selected, with a 'Title' field containing 'You Are Not Born Digital Native, You Become Digital Native' and an 'Article Body' field containing the main text of the post. A small image of a child is visible at the bottom of the article body.

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How Do You Get to the Top?

Google [Advanced Search](#) [Preferences](#)

Personalized based on your web history. [More details](#)

Web [Video](#) Results 1 - 10 of about 369,000 for **inbound marketing**. (0.15 seconds)

Inbound Marketing Sponsored Links
www.demandbase.com/freetrial Generate More Business Leads from Your Web Traffic. Free 30 Day Trial

Inbound Telemarketing
AnswerConnect.com Comprehensive 24/7 Call Centers Live, Professional Operators.

Inbound Marketing How-To
www.HubSpot.com/Inbound Use **Inbound Marketing** to Get More Leads for Your Business. Free Kit!

Inbound Marketing & the Next Phase of Marketing on the Web - 31 visits - Mar 16
Learn how HubSpot can help turn your business into an **inbound marketing** machine I agree that **Inbound Marketing** is growing and will be the next phase of ...
blog.hubspot.com/blog/tabid/6307/bid/4416/Inbound-Marketing-the-Next-Phase-of-Marketing-on-the-Web.aspx - 136k - [Cached](#) - [Similar pages](#) -

Inbound Marketing vs. Outbound Marketing
An overview of new internet **marketing** strategy, **inbound marketing**, and its differences from old strategy, **outbound marketing**.
blog.hubspot.com/tabid/6307/bid/2989/Outbound-vs-Inbound-Marketing.aspx - 149k - [Cached](#) - [Similar pages](#) -
[More results from blog.hubspot.com »](#)

Inbound Marketing Summit | New Media Marketing Conference
The **Inbound Marketing** Summit is a **marketing** conference bringing together experts ...
Update from Chris Brogan: The first **Inbound Marketing** Summit event last ...
inboundmarketingsummit.com/ - 44k - [Cached](#) - [Similar pages](#) -

What is inbound marketing?, Marketing and Sales Info
What is **inbound marketing?**, advertising, branding, articles and resources.
www.businessknowledgesource.com/marketing/what_is_inbound_marketing_024298.html - 26k - [Cached](#) - [Similar pages](#) -

Inbound Marketing Sponsored Links
Simple and affordable **Inbound Marketing** Strategies.
www.magicomm.biz

Free Marketing Leads
Market Your Business FREE
+10,000 Free Reports & Market Ideas
ZanaNetwork.com

Inbound Marketing - 2.0
Don't just drive website visitors.
Reveal them & trigger sales alerts.
www.LeadGenesys.com/WebsiteID

What's Inbound Marketing?
How it Beats **Outbound Marketing**
Create an **Inbound Marketing** Machine
www.WordStream.com/inbound-mktg

Inbound Call Centers
Interested in Hiring a Call Center?
Decades of Experience. Free Quote!
www.WorldWideCallCenters.com

Pick Your Keyword Battles



Fight for “Ninja” ...



or “Ninja Halloween Costume”

Find Your Best Keywords

Show Competitors View

Show All ▼

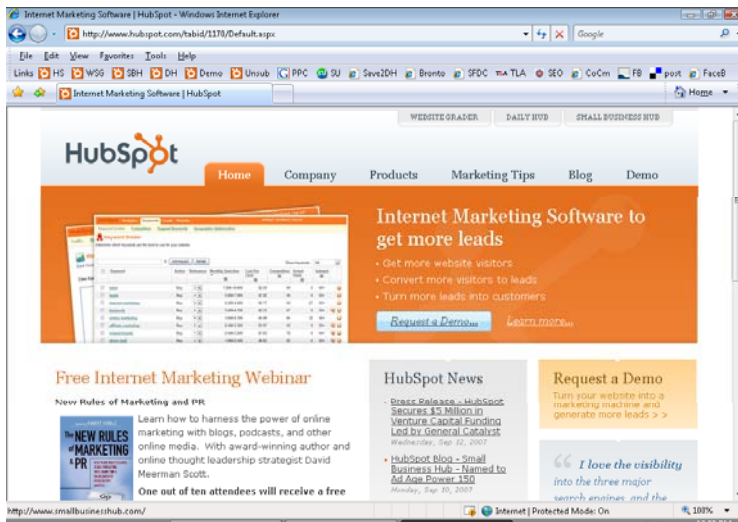
▼ Add Keyword

search keywords

Search

| | Keyword | Relevance ? | Monthly Searches ? | Difficulty ? | Visits ▼ ? | blog.hubspot rank ? | Cost Per Click ? | |
|--------------------------|--|--------------------------|---------------------------------|---------------------------|--------------------------------------|----------------------------------|-------------------------------|--|
| <input type="checkbox"/> | google search tips | 2 ▼ | 980 | 65 | <u>890</u> | 5 | <\$0.50 | |
| <input type="checkbox"/> | inbound marketing | 5 ▼ | > 395 | 69 | <u>395</u> | 1 | \$2.41 | |
| <input type="checkbox"/> | internet marketing blog | 5 ▼ | 610 | 93 | <u>254</u> | 1 | \$6.67 | |
| <input type="checkbox"/> | free advertising on google | 3 ▼ | 300 | 62 | <u>229</u> | 1 | <\$0.50 | |
| <input type="checkbox"/> | free google advertising | 4 ▼ | 420 | 61 | <u>186</u> | 1 | <\$0.50 | |
| <input type="checkbox"/> | google tips | 3 ▼ | 770 | 92 | <u>160</u> | 7 | \$4.63 | |
| <input type="checkbox"/> | how to search in google | ▼ | > 125 | 35 | <u>125</u> | 6 | <\$0.50 | |

Two Sides of Optimization



On-Page



Off-Page

Optimize “On Page”

- Page Title



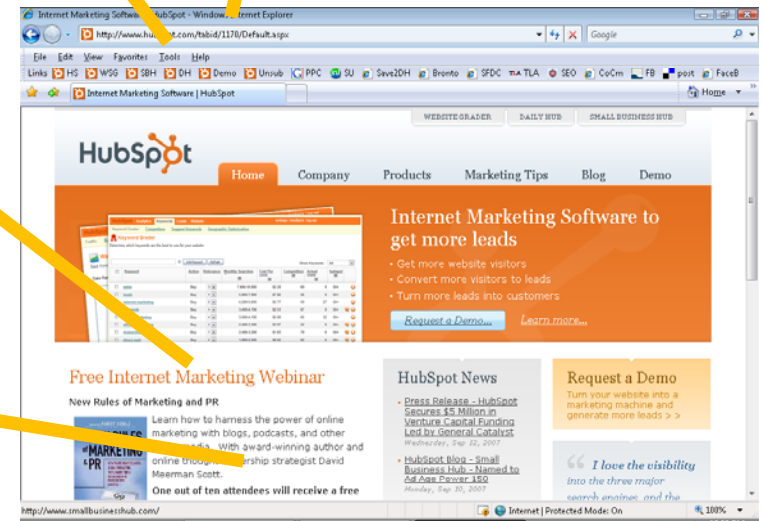
- URL



- H1, H2, H3 tags

HubSpot Internet Marketing Software

- Page Text
 - Bold



Half of On-Page SEO Is Invisible

- Description

Internet Marketing Software | HubSpot

HubSpot **Internet Marketing Software** - Get more website visitors, capture more visitors as leads and convert more leads into sales using SEO, PPC, ...

www.hubspot.com/ - 31k - [Cached](#) - [Similar pages](#)

- Keywords

| | |
|------------|---|
| Meta | internet marketing software, internet marketing, marketing, hubspot |
| Keywords : | |

- Alt text on images



HubSpot makes it easy to optimize “On-Page”

Page Properties ✕

Page Name

This is the name that shows up in the navigation menu.

Page Title

Appears at the top of the browser and when displayed in search results. Put your keywords at the beginning of the title.

Page URL

This is the URL for the page. It is good to include your keywords in the URL. Do not change it often, or you may lose page rank.

Meta Keywords

These are hidden words associated with the page that help search engines know what the page is about. Separate keywords with commas.

Meta Description

This description shown when your site appears in search engines and directories.

Viewable by public?
When not checked, only authorized users can view the page.

[\(Show advanced options\)](#)

Optimize Every Web Page

Page Grader Detail ^{BETA}

www.hubspot.com/products/

| | | | |
|--|---|--|---|
| 17 PAGE GRADE 4TH MOST POWERFUL PAGE | 0 TOP 100 KEYWORD RANKS 0 IN THE TOP 10 | 538 INTERNAL LINKS 40 OUTBOUND LINKS | 0 VISITS 307TH MOST TRAFFICKED PAGE |
|--|---|--|---|

On-Page SEO

| ITEM | STATUS | |
|---|--|---|
| Page Title | Internet Marketing Software Products | ✓ |
| Meta Description | Internet Marketing Software from HubSpot to generate more leads from your website using SEO and other Internet marketing techniques for search engines and website promotion | ⚠ |
| <p>⚠ Your meta description is longer than 150 characters. Descriptions in excess of that length are often truncated by search engines. We recommend shortening your description to avoid this possibility.</p> <p>Your meta description is not unique across all pages that PageGrader has indexed. We recommend that you try to give each page a distinct description.</p> <p>More Info...</p> | | |
| Meta Keywords | product, hubspot, lead software, Internet marketing software, products, marketing saas | ✓ |
| Url | http://www.hubspot.com/products/ | ✓ |
| H1 | There are 1 h1 tags on this page. | ✓ |
| Images | Check below for page improvements you can make regarding images on this page. | ⚠ |

Optimize Every Blog Article

[Current Articles](#) | [RSS Feed](#)
[Create Article](#) | [Drafts and Pending](#) | [Options](#)

[Preview](#) [Save Draft](#) [Publish](#) [« Optimize BETA](#)

Article [Advanced](#)

* Title

You Are Not Born Digital Native, You Become Digital Native

* Article Body

B *I* U        [HTML more](#)

While you are still trying to figure out the [Broadcast Yourself](#) concept, your 8-year-old niece is probably making her own YouTube videos. "The changing nature of human relationships is second nature to some, and learned behavior to others," wrote John Palfrey and Urs Gasser in [Born Digital: Understanding the First Generation of Digital Natives](#). If new technologies are second nature to you, will you ever express yourself as well as a Digital Native can?

 In his 2001 article [Digital Natives](#)

⚠ Title Missing Keyword

The title should contain at least one of the keyword phrases that you've entered in Keyword Grader. Place your keyword as early in the title as possible.

⚠ Article Body Contains Nonstandard Images

The blog post contains images unrecognized by some browsers. Please convert your images to either .jpg, .gif, or .png.

⚠ Too Few Meta Keywords

Your meta keywords should be a comma-separated list of your targeted keyword phrase and its variants (plurals, misspellings, conjugations).

⚠ Meta Description Missing Keyword


The meta description should contain at least one of the keyword phrases that you've entered in Keyword Grader. Including keywords will also encourage Google to use your description in search results.

Optimize “Off-Page”

- Recommendations from friends
 1. “I know HubSpot”
 2. “HubSpot has great marketing software”
 3. You trust the person saying this

- Links are online recommendations
 1. A link: www.HubSpot.com
 2. Anchor text: [Internet Marketing](#)
 3. Link is from a trusted website

How Do You Get Links?




Bits

Business ■ Innovation ■ Technology ■ Society

April 17, 2009, 10:07 AM

Apple Tops PC Customer Service Rankings

By BRAD STONE



When it comes to customer service, PC manufacturers held with quite the same contempt as cable companies, insurers and Internet service providers -- but they do much to brag about, either.

Forrester Research's [2008 customer experience index](#), a survey of 5 4,500 consumers, ranked the PC makers slightly above companies in other industries but below such perennial headaches as the wireless companies, airlines and credit card issuers.

Today, the research firm [broke out its specific findings on PC maker](#) the news was good for Apple and bad for everyone else.



Customer Experience Matters
Building Loyalty Through Customer Experiences, Marketing, And Leadership

home who is bruce?

Forrester's 2008 Customer Experience Rankings

December 15, 2008

Posted by Bruce Temkin in Customer Experience Index, Customer experience.
Tags: Aetna, Amazon, Barnes & Noble, Blue Shield of California, Borders, Charter Communications, Cigna, Citibank, Comcast, Costco, credit unions, Hampton Inn, Medicaid, Sprint, SunTrust Bank, Time Warner, US Bancorp, USAA [trackback](#)

Let me start by saying congratulations to the company that received the #1 ranking in Forrester's 2008 Customer Experience Index (CxPi)...



Forrester's 2008 Customer Experience Index

This is our second year publishing the CxPi. The 2008 CxPi ranks 114 firms across 12 industries: Airlines, Banks, Credit Card Providers, Health Plans, Hotels, Insurance Firms, Internet Service Providers, Investment Firms, PC Manufacturers, Retailers, TV Service Providers, and Wireless Phone Carriers.

The CxPi is based on consumer evaluations during October 2008 across three areas: 1) usefulness; 2) ease of use; and 3) enjoyability (see the methodology section below).

Download Free Books

- The 6 Laws Of Customer Experience: The Fundamental Truths That Define How Organizations Treat Customers
- The 6 New Management Imperatives: Leadership Skills For A Radically Changed Business Environment

Disclaimer About Forrester
This is my personal blog. It is not associated with my employer, Forrester Research. While I reference Forrester research, only Forrester clients can get full access to those reports.

My Upcoming Speaking Gigs

- April 15th in Boston, MA at SCORE 2009
- June 22nd in New York at Forrester's 2008 Customer Experience Forum

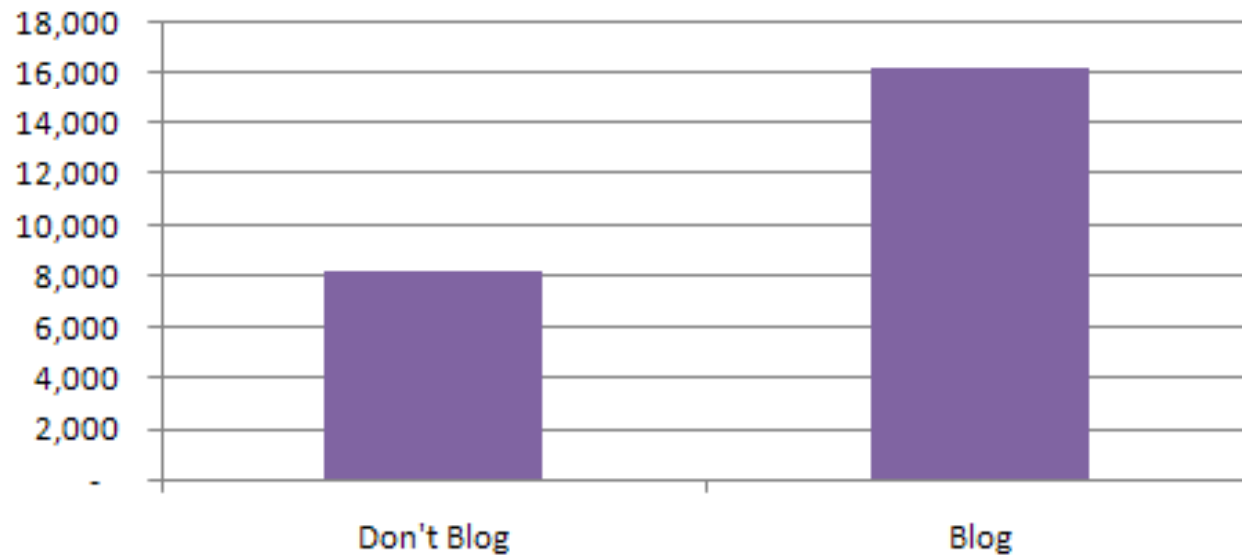
Recent Posts

- The New Year's Resolutions

Have something worth linking to.

Blogging Means More Inbound Links

97% More Inbound Links for Companies That Blog



HubSpot tracks inbound links

Link Grader [Learn more about Link Grader](#)

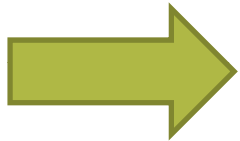
| | | | |
|--|---|--|--|
| 140 NEW LINKING DOMAINS (IN THE LAST 30 DAYS) | 35 AVERAGE LINK GRADE™ FOR THE NEW LINKING DOMAINS | 1,111 TOTAL DOMAINS LINKING TO YOU 9,787 LINKS FROM DOMAINS | 43 AVERAGE LINK GRADE™ MEDIUM |
|--|---|--|--|

Inbound Links Internal Links Other

| DOMAIN | FRESHNESS | TOTAL LINKS | AVG. LINK GRADE™ | VISITS | LEADS ▼ |
|--|---------------|-------------|------------------|--------|---------|
| www.websitegrader.com | 10 months ago | 3,301 | 64 | 4,117 | 1,022 |
| www.websitegrader.com | 2 weeks ago | 424 | 85 | 4,117 | 1,022 |
| blog.hubspot.com | 2 weeks ago | 32 | 30 | 1,880 | 122 |
| blog.hubspot.com | 10 months ago | 551 | 32 | 1,880 | 122 |
| www.pressreleasegrader.com | 2 weeks ago | 8 | 68 | 230 | 77 |
| www.pressreleasegrader.com | 3 months ago | 78 | 34 | 230 | 77 |
| www.linkedin.com | 6 months ago | 13 | 76 | 516 | 23 |
| onstartups.com | 10 months ago | 409 | 49 | 290 | 10 |
| onstartups.com | 1 week ago | 1 | 75 | 290 | 10 |
| www.marketingprofs.com | 9 months ago | 36 | 52 | 56 | 8 |
| www.new.facebook.com | 6 days ago | 2 | 0 | 266 | 8 |
| www.new.facebook.com | 1 month ago | 3 | 27 | 266 | 8 |
| www.marketingprofs.com | 2 weeks ago | 4 | 72 | 56 | 8 |
| www.facebook.com | 2 weeks ago | 1 | 89 | 140 | 7 |

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Social Media? No Time for That Nonsense!



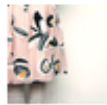
devfunnel [design: ReadWriteWeb] Nokia Reveals iPhone Competitor And Goes to Battle With iTunes (UPDATED)
<http://tinyurl.com/3h2sjk> *less than 5 seconds ago from web*



markshaw @rikaokd They have worked with the best & the brightest execs. Now they want to share their info. Free Guide
<http://tinyurl.com/4kgdyj> *less than 5 seconds ago from TweetDeck in reply to rikaokd*



chadclark Tim's dilemma: "so, on saturday I could either fo see the Silver jews, or i could go see a band called Tech N9ne - which should i choose" *less than 5 seconds ago from twitterrific*



erinloechner @fredflare oh i loooooooooooooove them!!! :) *less than 5 seconds ago from TwitterFox in reply to fredflare*



joaod @lariica Até você tirando um barato da minha cara agora? Ehehe... =P *less than 5 seconds ago from twhirl in reply to lariica*

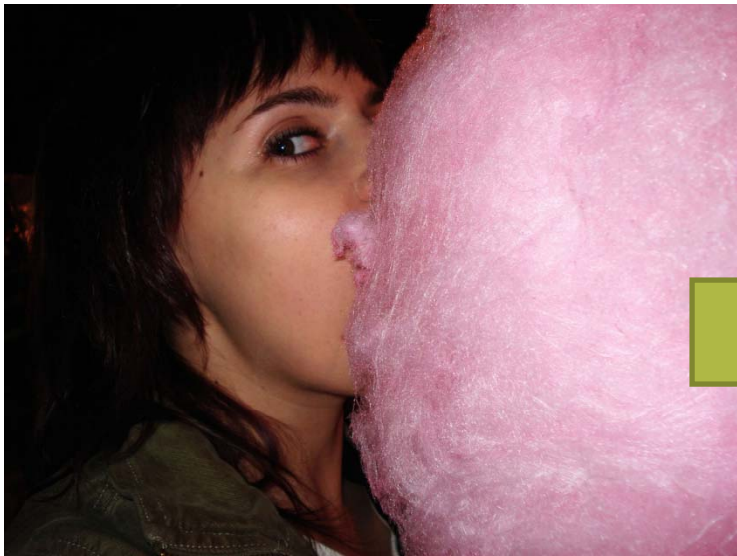


teknoantik "Deserter's Songs" by Mercury Rev is 10 years old this week. Time really does fly. *less than 5 seconds ago from Ubiquity*



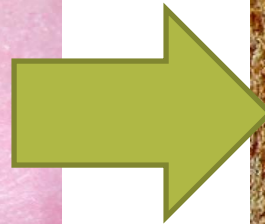
PezWerewolf There's an obnoxiously loud motorcycle outside of my window. *less than 5 seconds ago from TwitterFox*

Social Media Is Now a Staple



Flickr: anitacanita

- Unmeasured
- Small scale
- No business impact
- But lots of fun



Flickr: sierravalleygirl

- Highly measurable
- Massive scale
- Major driver of leads, sales
- Still fun

PR, Social-Media Style



mediaphyter Need to urgently speak with a business that is very actively leveraging social media strategies; for ZDNet



mvolpe I spoke about our use of social media for biz on 2 panels - <http://tinyurl.com/4v4cqh> AND <http://tinyurl.com/6943l9>



mediaphyter can you call me at 408 555-5555? 7:41 AM June 13, 2008 [reply](#)



mvolpe I will call you right now

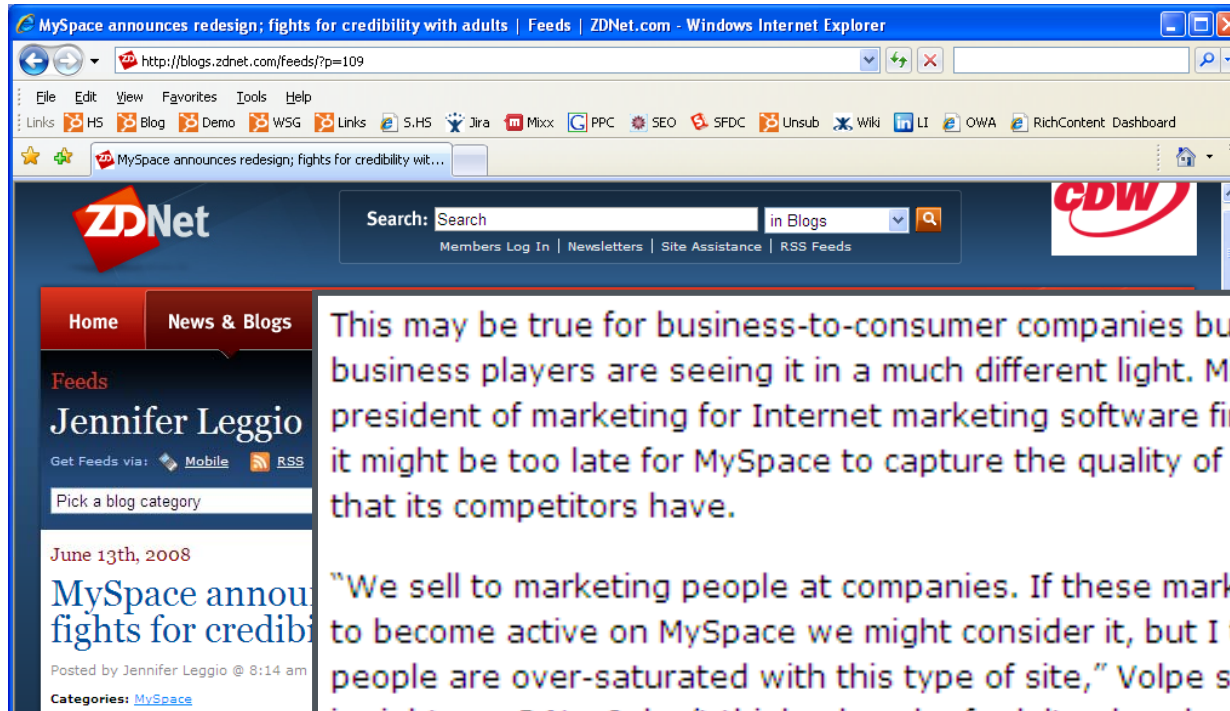


mediaphyter Here ya go. Thanks! - <http://blogs.zdnet.com/feed...>
08:16 AM June 13, 2008 [reply](#)



mvolpe thanks! 09:24 AM June 13, 2008

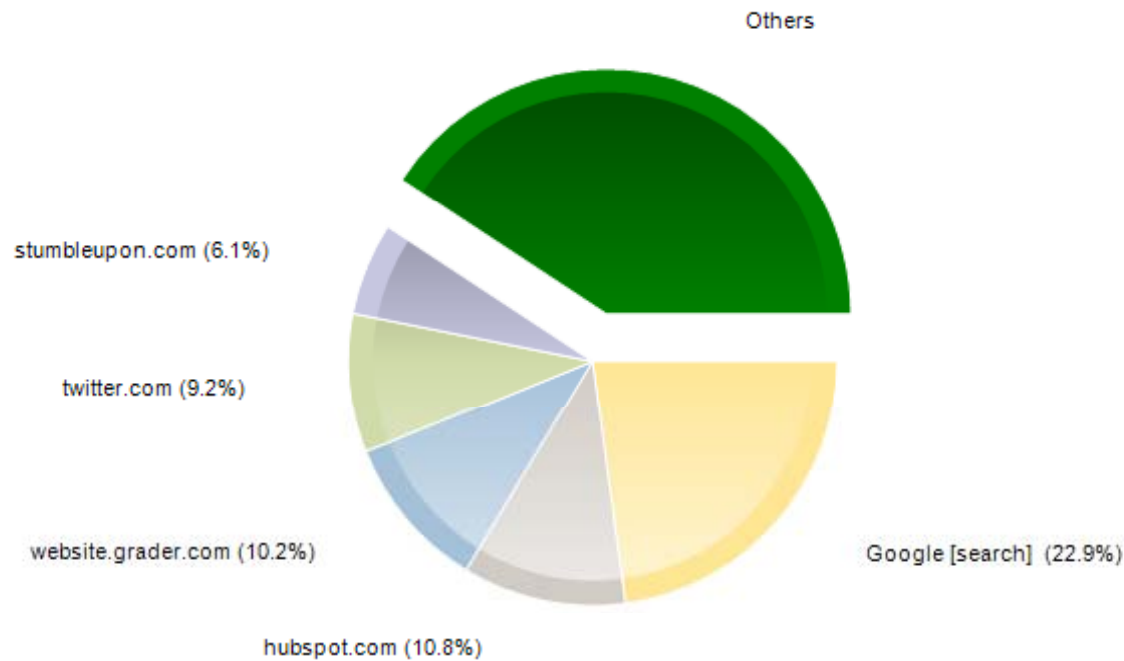
PR, Social-Media Style



Elapsed Time:
50 Minutes

Social Media Drives Real Traffic

HubSpot Blog Referrals (Q1 & Q2 2009)



>15% Social Media; 22.9% Google

How to Get Started



Share Your Content



Listen



Listen More



Build Relationships



HubSpot Helps You Listen & Engage


Social Media ^{BETA}

Read the articles below and share those most relevant to your industry in order to become a leader online. Through the tool you can post directly to Twitter or Facebook or take credit for interacting elsewhere.

 [How useful are **social media** technologies to large-scale multinational organisations, do they give a significant competitive advanta...](#) ×


Yesterday

[Tweet this](#) [Post to Facebook](#) [Mark as Commented](#) [Mark as Irrelevant](#)

 [Do you know any stories about higher education and **social media**? Highs or lows or...](#) ×


Yesterday

[Tweet this](#) [Post to Facebook](#) [Mark as Commented](#) [Mark as Irrelevant](#)

 [CallSpark: Will **Social Media** Transform the Phone Call? \(100\)](#) ×

Yesterday

[Tweet this](#) [Post to Facebook](#) [Mark as Commented](#) [Mark as Irrelevant](#)

 [I am preparing a communications plan for my son's school - and also want to include **social media**. It's a diverse, multi-language K-...](#) ×

Yesterday

[Tweet this](#) [Post to Facebook](#) [Mark as Commented](#) [Mark as Irrelevant](#)

 [?? **Twitter Webinar** Presentation at Twitter As A Business Tool - Building Your Business 140 Characters At A Time](#) ×

Yesterday

[Tweet this](#) [Post to Facebook](#) [Mark as Commented](#) [Mark as Irrelevant](#)

 [Not About the Burrito; How **Social Media** Saved A Bookstore.](#) ×

10 / 15

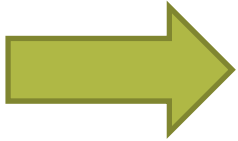
You've interacted **10** times this week, out of a recommended 15 interactions.

Filters

- All
- Brand
- Industry
- Delicious
- Digg
- LinkedIn
- Reddit
- Sphinn
- Twitter
- Yahoo Answers
- Yahoo Buzz
- YouTube

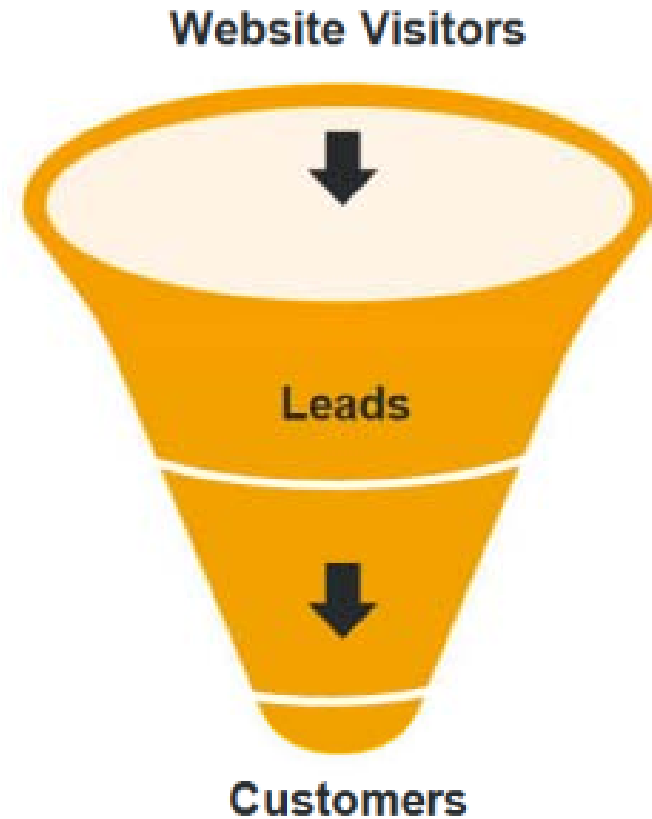
Agenda

- I. About HubSpot & Inbound Marketing
- II. Create Content
- III. Optimize Content
- IV. Promote Content
- V. Convert with Content
- VI. How to Measure It



Convert Traffic to Leads to Customers

- 🔗 Calls to Action
- 🔗 Landing Pages
- 🔗 Lead Nurturing
- 🔗 Lead Intelligences



Targeted Calls to Action at Every Step

HubSpot's Inbound Internet Marketing Blog

[Current Articles](#) | [RSS Feed](#)

Marketing Headlines of the Week: Know Yourself, Know Your Customer

[digg it](#) | [reddit](#) | [delicious](#) | [StumbleUpon](#) | [Facebook](#) | [Twitter](#)

My mom used to leave me notes and lists of chores right in my spot at the kitchen table, an easy drop for her on her way out in the morning. I couldn't eat breakfast without moving it out of the way, making the lists hard to ignore.



This should be the case with your company's online presence -- you need to be found in places where your target audience will naturally look for information.

and to receive help from others. Establishing yourself as a trusted source in your industry can be accomplished through the continued use of social networks, but only if you are willing to listen and share.

Photo: [SewPixie .: actually sewing .:](#)

Webinar: How to Sell Social Media to Your Boss

How to Demonstrate the Value of Social Media to Your Boss



Social media guru Chris Brogan explains how to demonstrate the value of social media marketing.

[Download the free webinar](#) to learn how to get your company started with social media.

Posted by Lauren Brown on Fri, Jul 03, 2009 @ 10:30 AM

Internet Marketing Blog

The HubSpot Inbound Internet Marketing blog covers all of inbound marketing - SEO, Blogging, Social Media, Landing Pages, Lead Generation and Analytics.

[Subscribe to our RSS Feed](#)

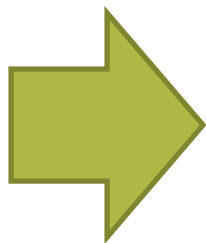
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- [analysis \(2\)](#)
- [analytics \(7\)](#)
- [article marketing \(1\)](#)
- [articles \(1\)](#)
- [b2b lead generation \(6\)](#)
- [b2b marketing \(1\)](#)



Capture Leads with Landing Pages

🐙 Limited navigation

🐙 Clear & simple

🐙 Form above fold

HubSpot

Free Internet Marketing Kit with Video and a 12 Page Whitepaper

5 Tips to Turn Your Website into a Marketing Machine

Mike Volpe
VP Marketing
HubSpot
1-800-482-0392 x2
mvolpe@hubspot.com

HubSpot

Video with tips about search engine optimization (SEO) and lead conversion.

Table 1: 5 Tips to Turn Your Website into a Marketing Machine

Table with 1 column and 1 row. The content of the table is not clearly legible in the image.

Tip #1 - On Page SEO

Text describing the tip, including a screenshot of a website interface.

Improve Your Website - Fast and Easy Tips

Did you complete a HubSpot Website Grader report and were unhappy with your score? Our free Internet Marketing Kit gives you the tips and tricks you need to improve your score so you can optimize your website to get found by more visitors and convert higher percentages of them to leads and paying customers.

The Internet Marketing Kit contains the following valuable information:

- Video Webinar - "5 Tips to Turn your Website into a Marketing Machine"
- Whitepaper - "5 Tips to Turn your Website into a Marketing Machine"

Download Free Internet Marketing Kit

First Name *

Last Name *

Email ([privacy policy](#)) *

Phone *

Company *

Lead Nurturing: Get leads to take the next step

The screenshot displays the HubSpot Lead Nurturing interface. At the top, the HubSpot logo and navigation tabs (Dashboard, Create, Optimize, Promote, Convert, Reports) are visible. The main heading is "Lead Nurturing ^{BETA}" with a sub-note: "Your leads will receive this series of emails after they convert on your site for the first time".

The "Welcome Campaign" is currently **Enabled**, indicated by a green toggle switch. Below this, three email campaign settings are listed:

- 1 Day Email**: Sent 1 day after a lead converts. Status: **ON**. Unique Clicks: 0%, Unsubscribes: 0%.
- 3 Day Email**: Sent 3 days after a lead converts. Status: **OFF**. Unique Clicks: 0%, Unsubscribes: 0%.
- 5 Day Email**: Sent 5 days after a lead converts. Status: **ON**. Unique Clicks: 0%, Unsubscribes: 0%.

On the right side, the "Total Campaign Stats" section shows "Unique Clicks: 0%" and "Unsubscribes: 0%". Below this, a section titled "See your most important email-level and campaign-level stats:" provides definitions for "Unique Clicks" (recipients who clicked a link) and "Unsubscribes" (recipients who unsubscribed from future emails). A link "Why don't I see my open rate?" is also present.

Footnote: * Emails will only be sent on business days, weekends will be excluded.
** Leads that reconvert will not receive further emails.

Lead Intelligence for Your Sales Team

HubSpot Search Marketing Analytics **Leads** Website Settings Feedback Logout

View Conversions Graph

Lead Detail

Lead Summary Activity Details Forms Submitted Lead Details Geographic Details Salesforce.com

Bill Smith
Company ABC
bsmith@abc.com
Cambridge, Massachusetts 02142
617-555-2446 (phone)
www.abc.com
[\[edit lead details\]](#)

[Return](#)

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HubSpot Search Marketing Analytics **Leads** Website Settings Feedback Logout

View Conversions Graph

Lead Detail

Lead Summary Activity Details Forms Submitted Lead Details Geographic Details Salesforce.com

Pages Visited

| Page | Date |
|----------------------------------|-----------------------|
| Home | 02-01-2008 @ 12:51 PM |
| Home | 02-01-2008 @ 01:43 PM |
| Home | 02-01-2008 @ 01:52 PM |
| Products | 02-01-2008 @ 05:48 PM |
| HubSpot Software | 02-01-2008 @ 05:48 PM |
| Home | 02-01-2008 @ 05:49 PM |
| Products | 02-01-2008 @ 05:49 PM |
| HubSpot Software | 02-01-2008 @ 05:49 PM |
| News | 02-06-2008 @ 01:41 AM |
| News Coverage | 02-06-2008 @ 01:41 AM |
| Home | 02-06-2008 @ 01:57 AM |
| SEO 101 Webinar | 02-06-2008 @ 01:57 AM |

[Return](#)

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Salesforce.com or Other CRM

| HubSpot Lead Intelligence | |
|---|--|
| Found Site Via Google Search for online marketing webinars | Website Visits 3 |
| First Visit 4/28/2008 | Average Page 5 Views |
| Recent Visit 5/8/2008 | Total Page Views 16 |
| IP Location Country: UNITED STATES Region: FLORIDA City: JACKSONVILLE Zip Code: 32099 ISP: FDN.COM Domain: FDN.COM | Unique Pages 15 Viewed |
| Timezone | Conversion Events 2 |
| Lead Detail http://stats.hubspot.com/?app=OpenLeadDetails&S... | First Conversion 4/28/2008 Date |
| | First Conversion Form: Webinar Download Event |
| | Recent Conversion 8/5/2008 |

Dashboard Search Marketing Analytics **Leads** Website

View Conversions Graph Lead Funnel Companies Lead Nurturing ^{BETA}

Lead Detail

Lead Summary Activity Details Forms Submitted Lead Details **Salesforce.com**

[View Salesforce.com Opportunity](#)

Status: Closed Won

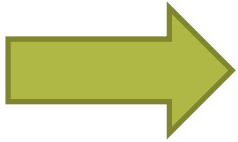
Converted to an Opportunity on 11/18/2008

Opportunity closed on 11/20/2008

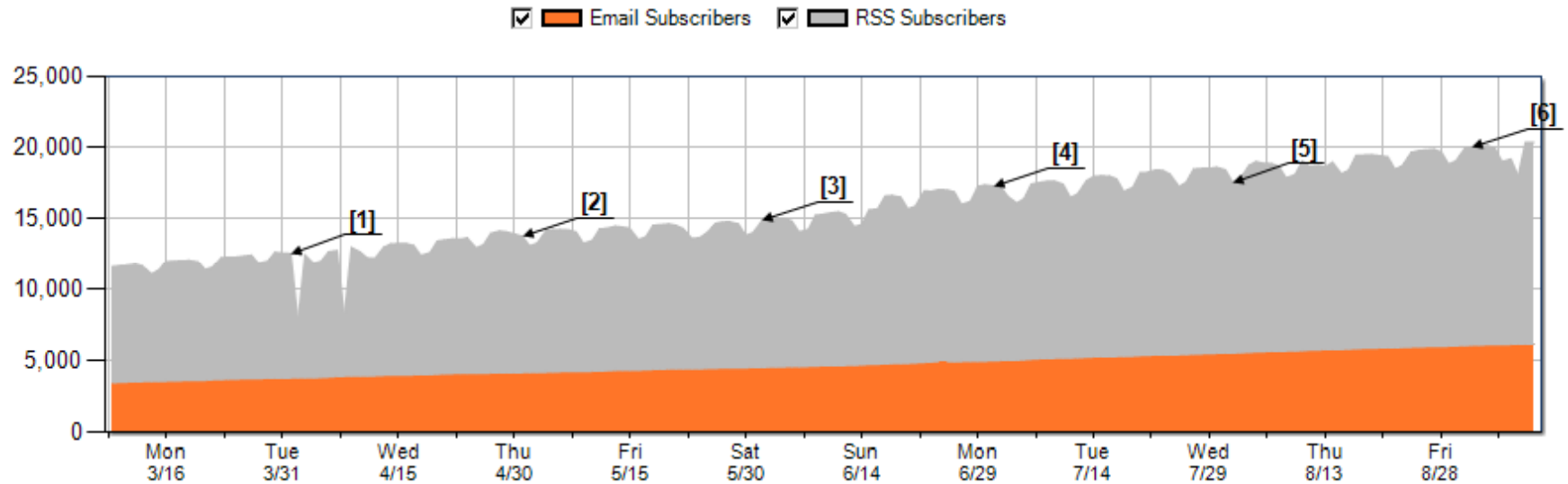
Lead Owner: Buck Flather (bflather@hubspot.com)

Agenda

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Track Blog Subscribers



20,363

BLOG SUBSCRIBERS

6,175 EMAIL SUBSCRIBERS



63,850

VISITORS (LAST 30 DAYS)

57,216 FIRST TIME VISITORS

651

COMMENTS (LAST 30 DAYS)

45 ON MOST POPULAR ARTICLE

1,319

BLOG RANK

TOP 0.01 % OF ALL BLOGS

[Are You Tracking Your Marketing Effectiveness by Channel?](#)



Yesterday

Prashant Kaw

0

9

0

151

[Secret Revealed: How Chris Brogan Gets So Much Done](#)

[cartoon]

2 days ago

Dharmesh Shah

3

9

1

1,037

Blog Article Performance

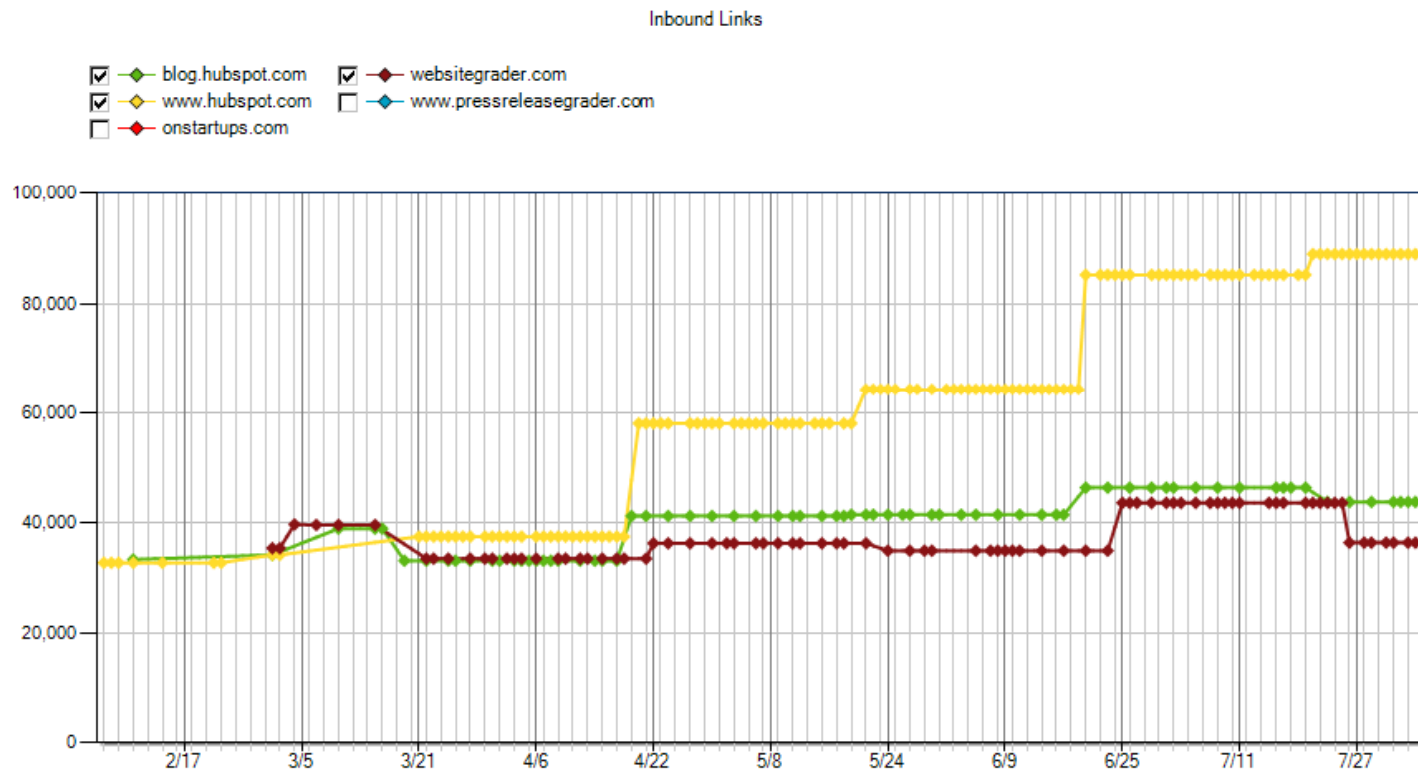
| ARTICLE | PUBLISHED | AUTHOR | PAGE GRADE™ | COMMENTS ▼ | INBOUND LINKS | VISITORS |
|--|------------|----------------|-------------|------------|---------------|----------|
| The Importance of Google PageRank: A Guide For Small Business Executives ↗ | 1 year ago | Dharmesh Shah | 52 | 298 | 34 | 6,210 |
| The Importance of Google PageRank: A Guide For Small Business Executives ↗ | 1 year ago | Dharmesh Shah | 52 | 298 | 34 | 6,210 |
| The Importance of Google PageRank: A Guide For Small Business Executives ↗ | 1 year ago | Dharmesh Shah | 52 | 298 | 34 | 6,210 |
| 12 Quick Tips To Search Google Like An Expert ↗ | 1 year ago | Dharmesh Shah | 84 | 198 | 218 | 9,019 |
| Understanding RSS: A Quick Guide For The Insanely Busy Executive ↗ | 1 year ago | Dharmesh Shah | 30 | 173 | 1 | 404 |
| Business Blog: Why You'll Kick Yourself Later For Not Starting One Now ↗ | 1 year ago | Brian Halligan | 1 | 171 | 0 | 61 |
| Business Blog: Answers To Common Objections To Starting One ↗ | 1 year ago | Dharmesh Shah | 1 | 113 | 1 | 55 |
| Free Advertising on Google ↗ | 1 year ago | Mike Volpe | 60 | 106 | 29 | 3,368 |

SEO Performance: Keyword Rank vs. Competition

Competitors

How are your competitors doing on key marketing metrics?

Date Range



SEO Performance: Inbound Links vs. Competition

Competitors

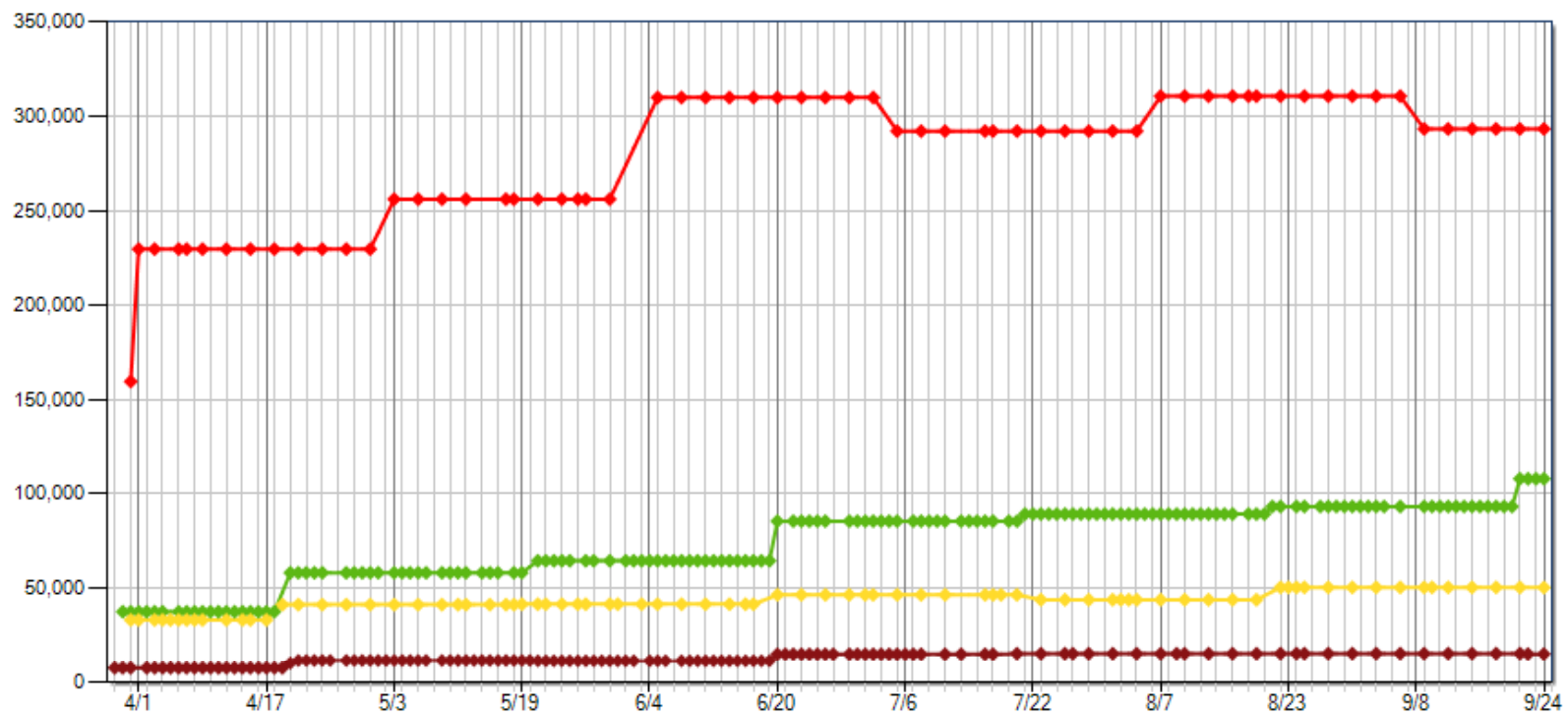
How are your competitors doing on key marketing metrics?

Date Range



Inbound Links

www.hubspot.com blog.hubspot.com twitter.grader.com website.grader.com



Social Media Reach

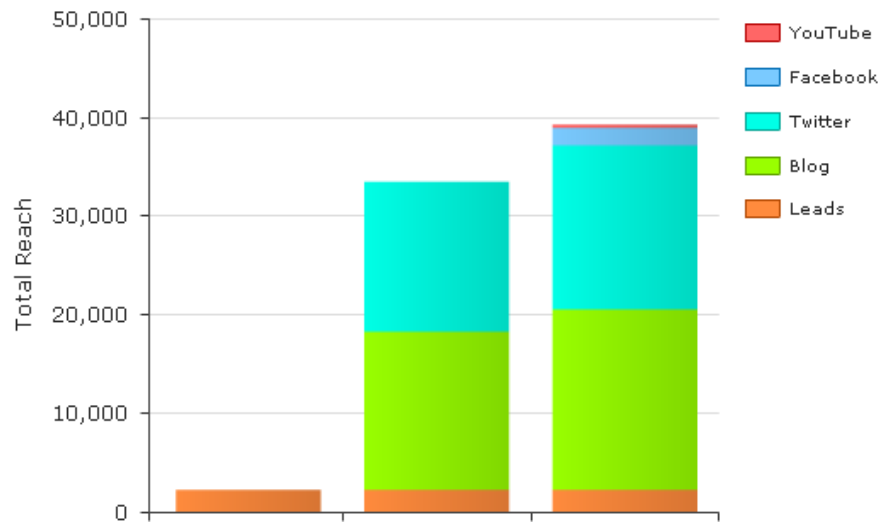
HubSpot MARKETER

Dashboard Search Marketing Analytics Leads Website

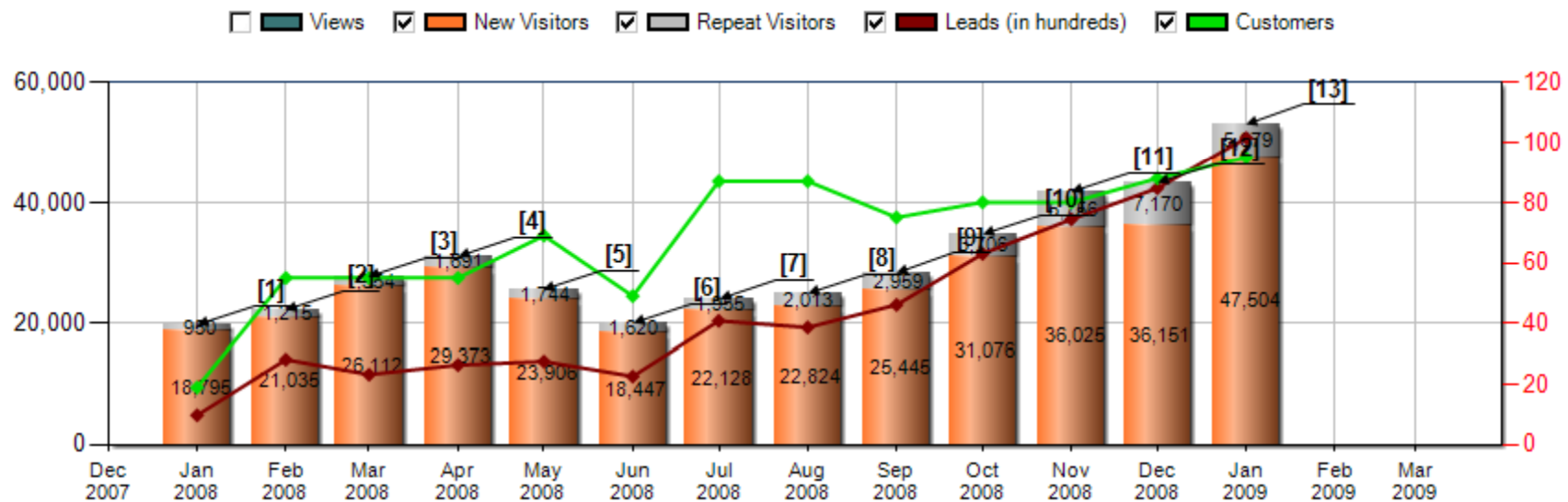
Traffic Referrers Visits by Keyword Page Popularity Blog Reach ^{BETA}

Reach ^{BETA}

Analyze your marketing reach



How to Track Your Funnel



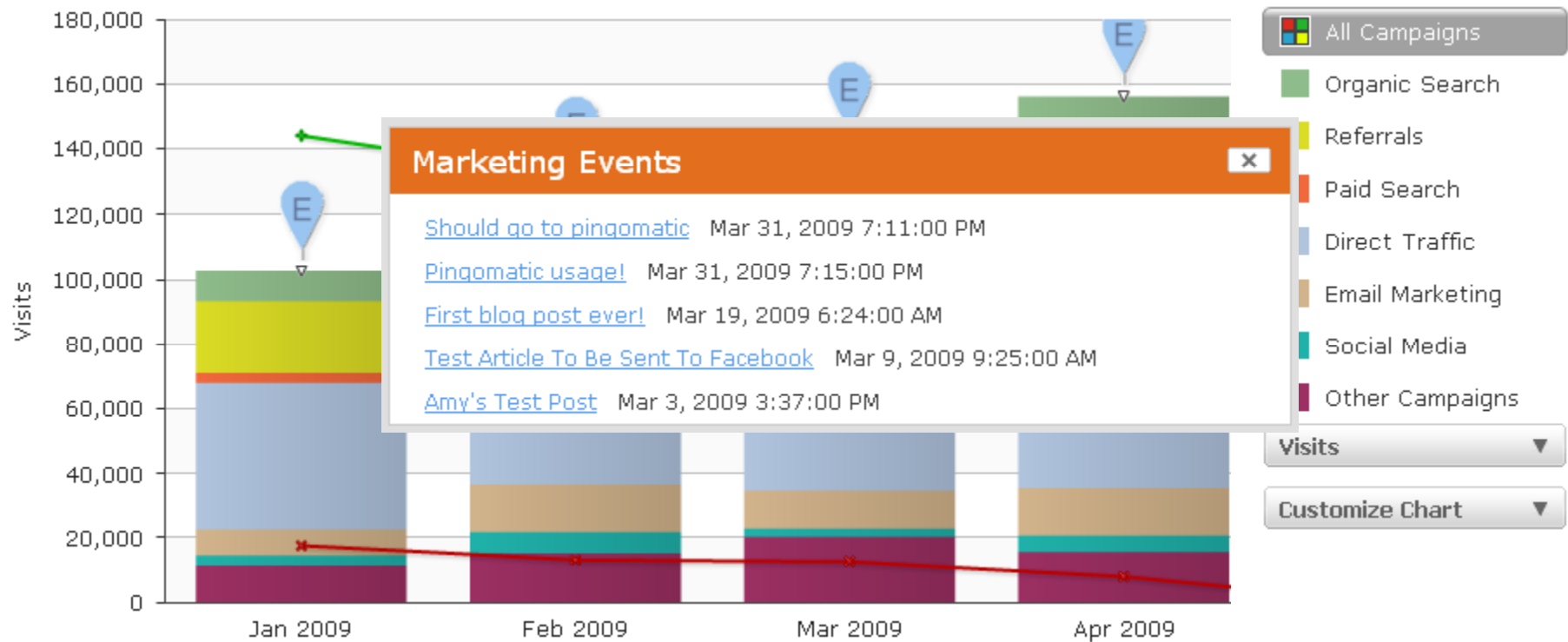
Track visitors.

Track leads.

Track customers.

Analyze Each Channel & Campaign

Visits from All Campaigns



Final Thoughts ...

Build Leverage



Who Knows How to Put All the Pieces Together?



d.j.k. on flickr



HubSpot Puts the Pieces Together



Thank You!

Try HubSpot Software Free:
www.HubSpot.com/Free-Trial



Ellie Mirman

Inbound Marketing Manager
HubSpot

Twitter: @ellieeille

