



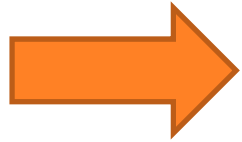
MarketingSherpa's Top B2B Inbound Marketing Tactics for 2010

New Research, With a How-to Case Study

Stefan Tornquist, MarketingSherpa

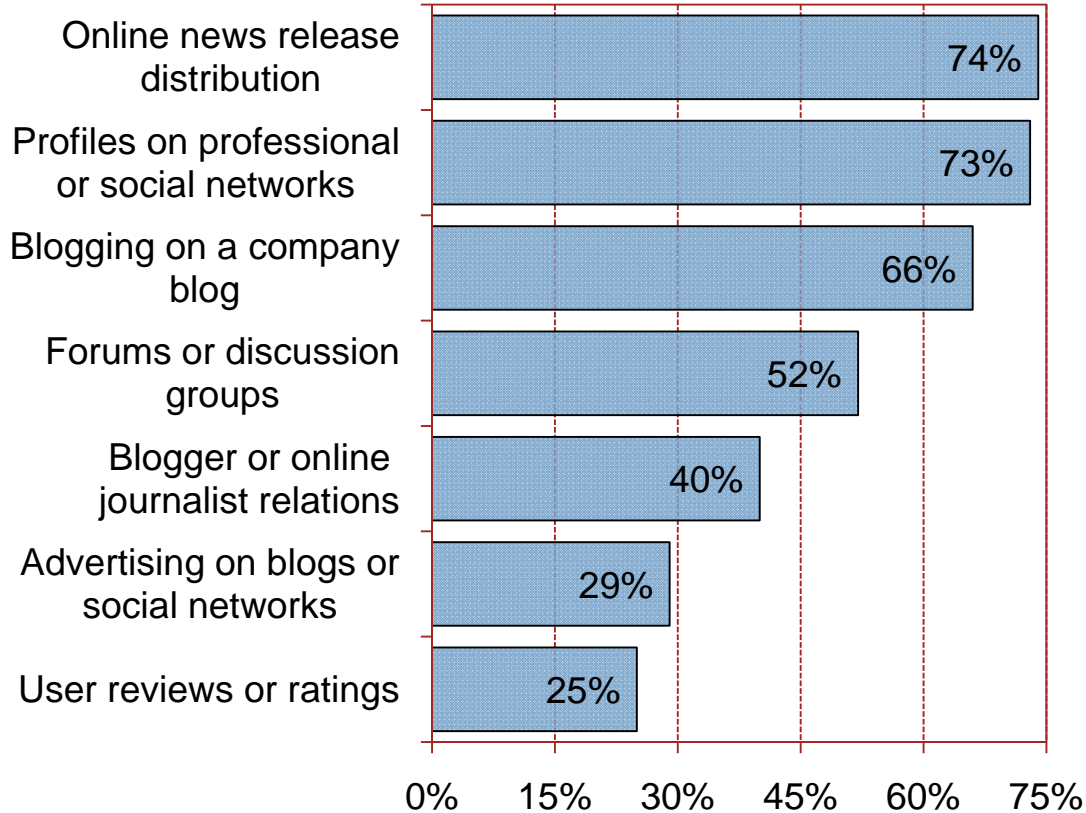
Rick Burnes, HubSpot

December 3, 2009



- I. MarketingSherpa's Top B2B Inbound Marketing Tactics
- II. The HubSpot Case Study
 - A. About HubSpot & Inbound Marketing
 - B. SEO
 - C. Content
 - D. Social Media
 - E. Tools to Convert

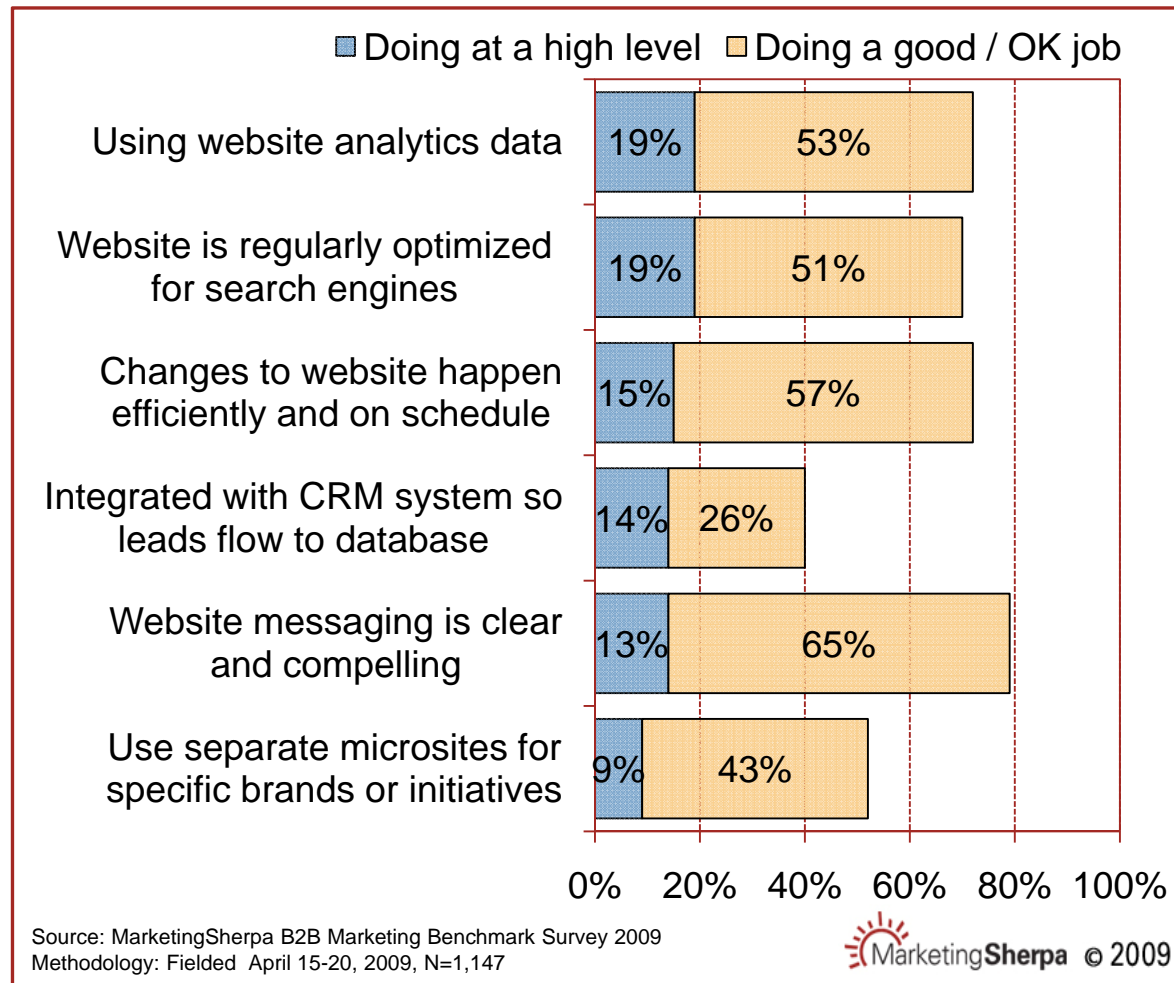
Social Media Marketing in B2B



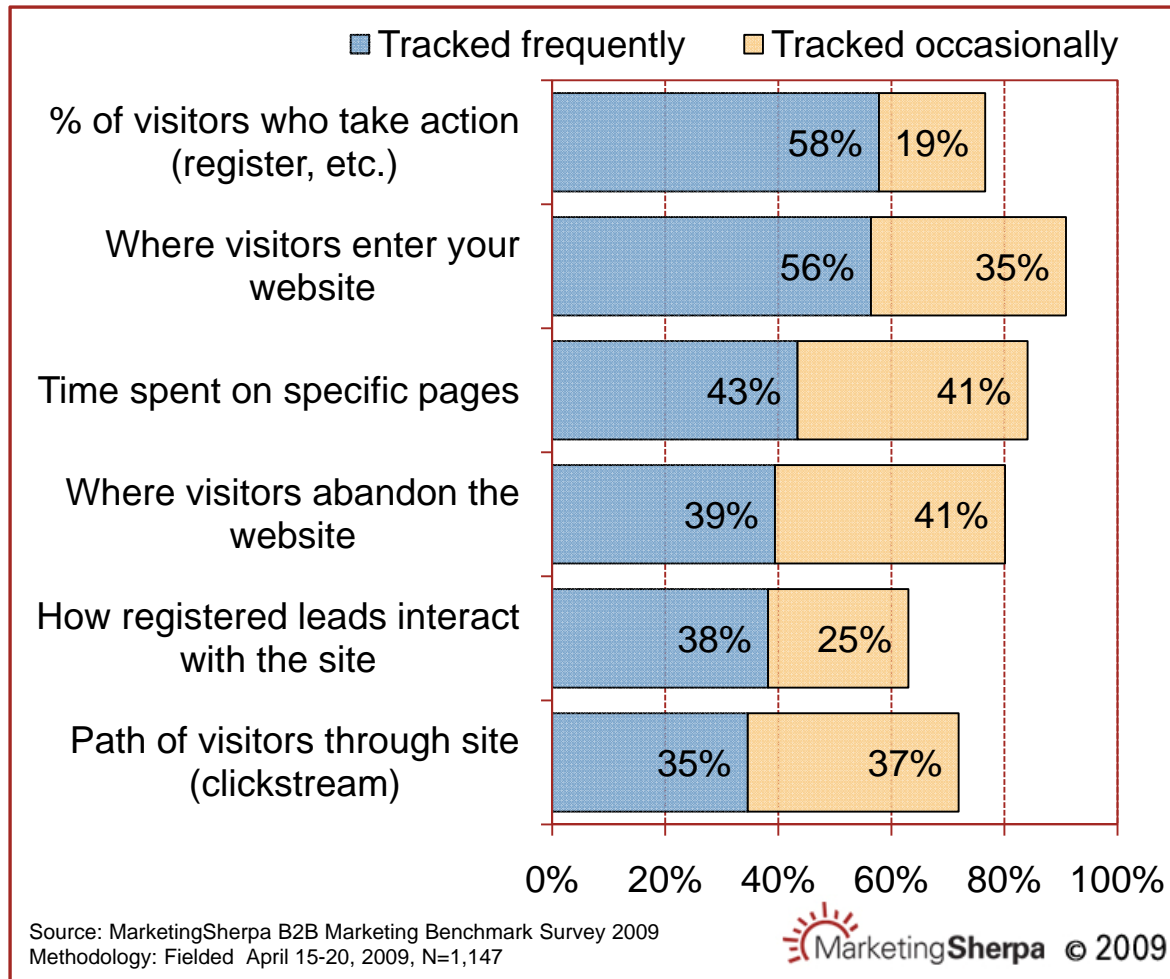
Source: MarketingSherpa Social Media Marketing and PR Benchmark Survey 2008
Methodology: Fielded December 4-10, 2008, N=1886

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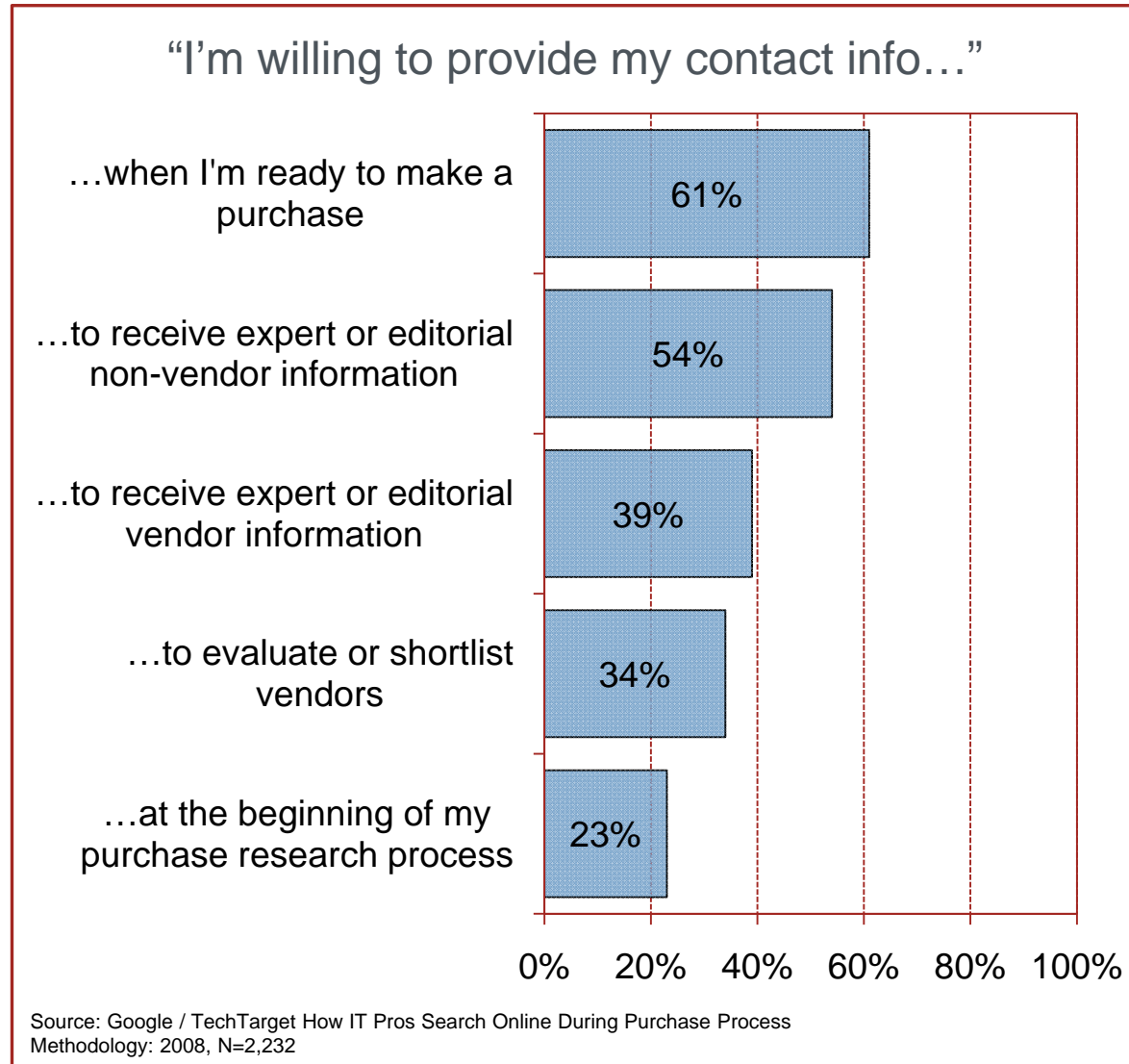
The Foundation of Inbound Marketing – Websites



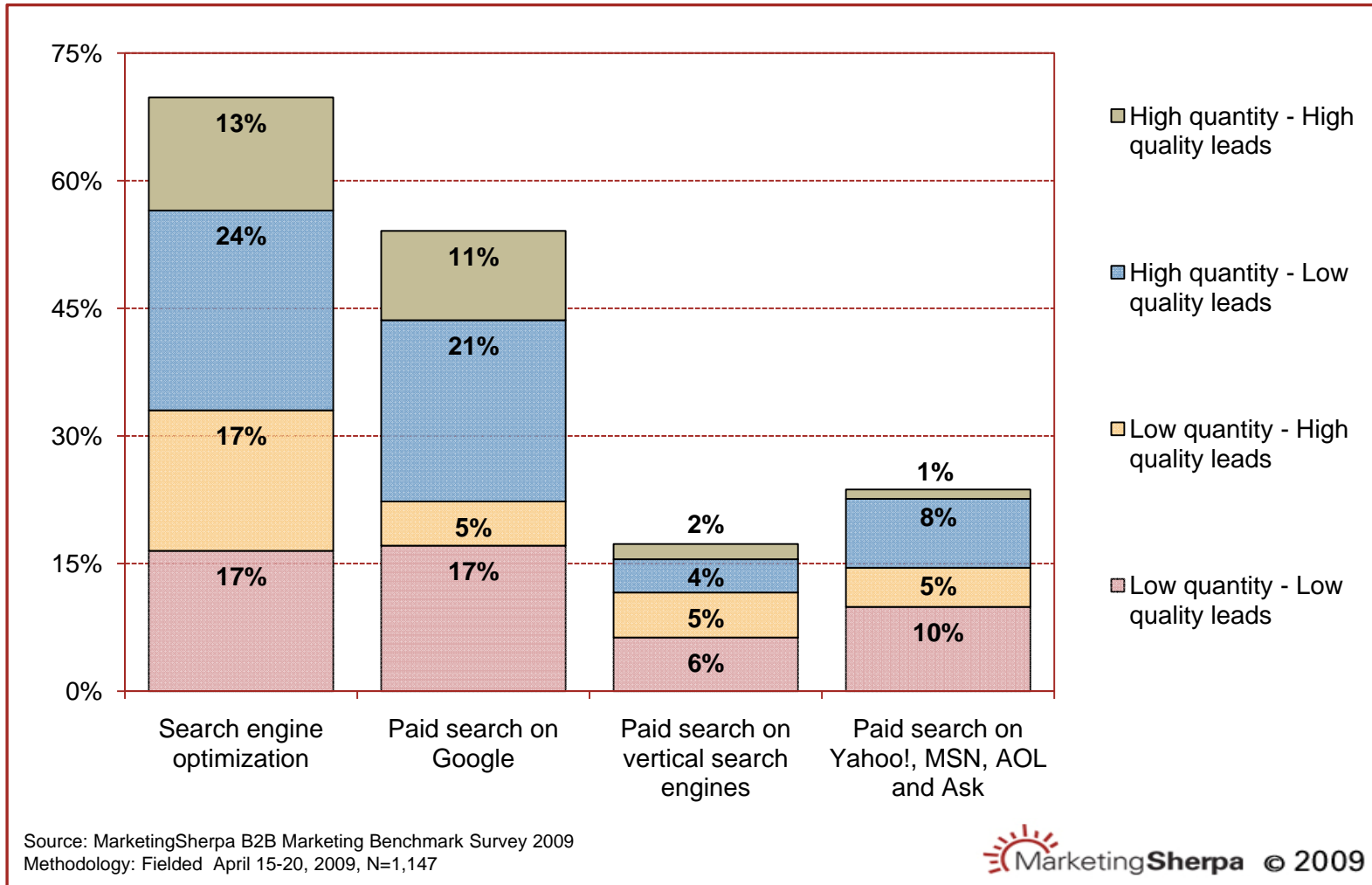
What We Can Do = What We Can Track



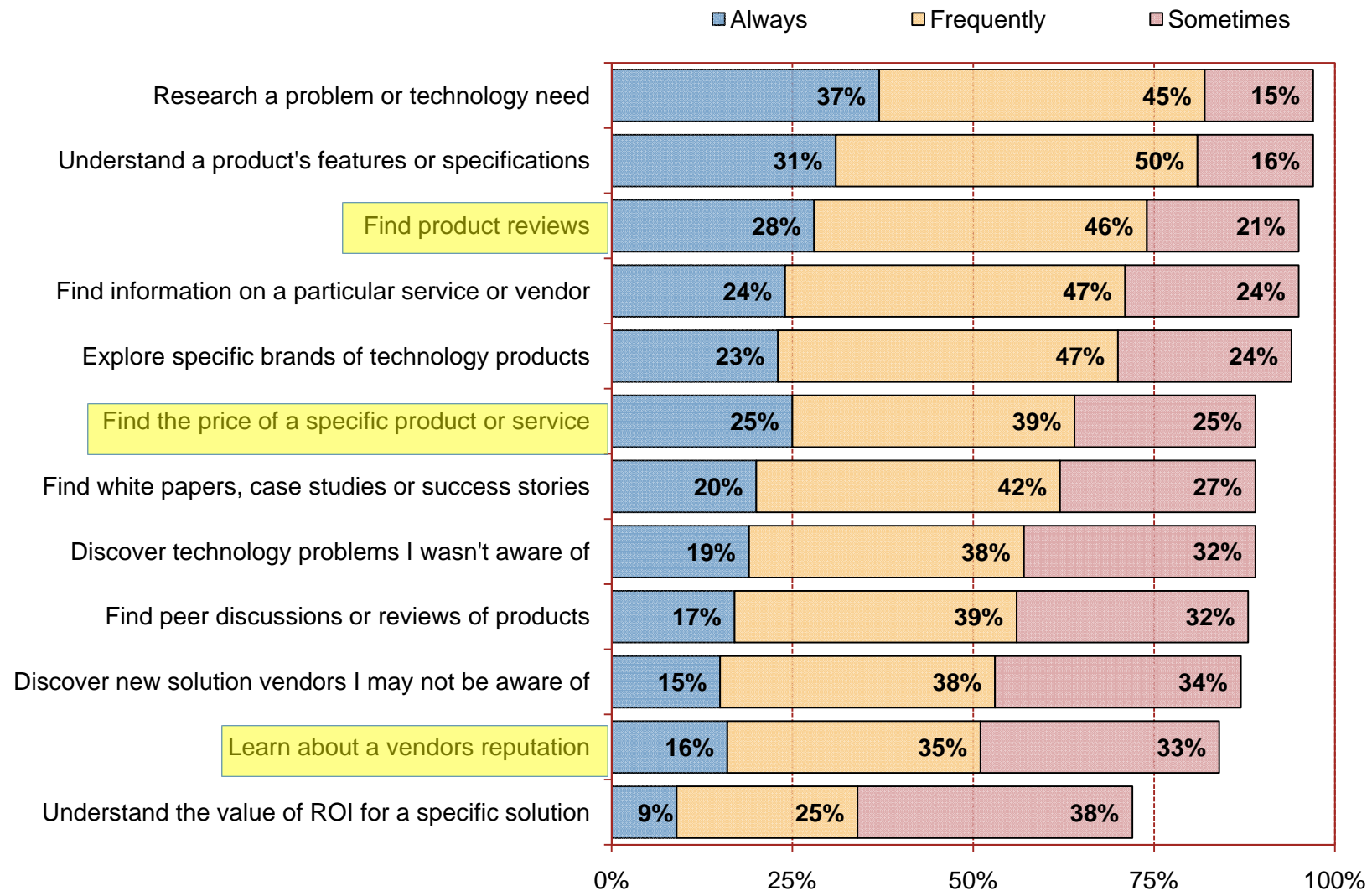
Asking for Info: When Would You Provide It?



SEO - Ever More Important



Give Them What They Want



Source: Google / TechTarget How IT Pros Search Online During Purchase Process
 Methodology: 2008, N=2,232

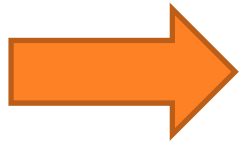
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Trends by Size of Organization

	Large Orgs	Small Orgs
Site data	Too much	Not enough
Suffer from:	Size	Myopia or Tactical Frenzy
Good at:	Repurposing content	Authenticity
Bad at:	Integration	Integration
Social site ads	Thumbs Down	Thumbs Up

 MarketingSherpa © 2009

I. MarketingSherpa's Top B2B Inbound Marketing Tactics



II. The HubSpot Case Study

A. About HubSpot & Inbound Marketing

B. SEO

C. Content

D. Social Media

E. Tools to Convert

What's HubSpot?



- Founded in July 2006 from research at MIT
- Cambridge, MA
- 2500+ customers, 100+ employees

HubSpot's Approach to Marketing (Inbound)



What Is Inbound Marketing?

Process

Get Found

- Publish
- Promote
- Optimize

Convert

- Test
- Target
- Nurture

Website Visitors



Tools

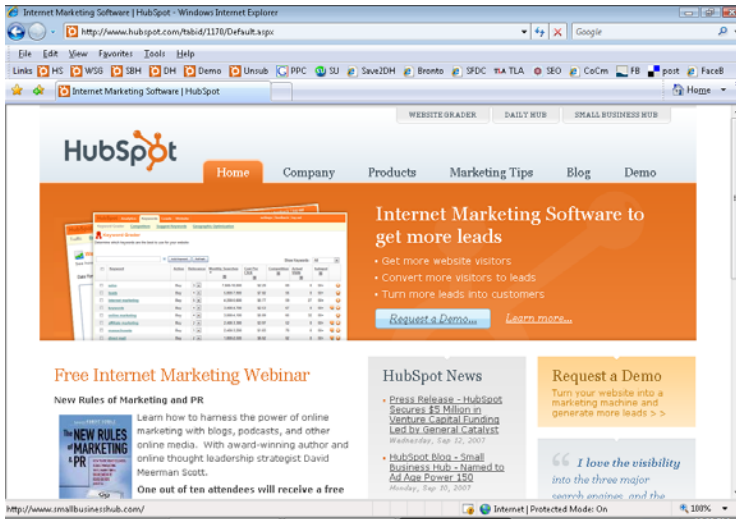
Get Found

- Content Mgmt
- Blogging
- Social Media
- SEO
- Analytics

Convert

- Offers / CTAs
- Landing Pages
- Email
- Lead Intelligence
- Lead Mgmt
- Analytics

Two Sides of Search Engine Optimization



On-Page



Off-Page

SEO Is a Part of Publishing

The screenshot illustrates the workflow of the Keyword Grader tool, divided into three main stages:

- 1. Pick Keywords:** The top section shows a list of keywords on the left, including "marketing", "online marketing", "internet marketing", "free advertising", "podcasts", "search engine optimization", and "business". The main area contains a search bar and a "Search" button.
- 2. Create Content:** The middle section shows the "Article" editor. The title is "Top Inbound Marketing Stories of the Week: Get with the Social Media" and the article body starts with "One great tip I hear all the time".
- 3. Optimize Content:** The bottom section shows the "Advanced" settings. The author's user name is "pseiple-host", the start date is "6:01 AM 11/13/2009", and the meta keywords are "HubSpot, inbound marketing, inboundMarketing.c". The meta description is "The top articles from InboundMarketing.com, featuring one about a new study about social media in the work context." Two yellow warning boxes are present: "Title Too Long" (warning that the title is cut off at 70 characters) and "Meta Description Missing Keyword" (warning that the meta description should contain at least one of the keywords).

1. Pick Keywords

2. Create Content

3. Optimize Content

What Content Channels Do We Use?

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

The image displays a collage of overlapping screenshots from various content channels:

- HubSpot TV - Go Public on Facebook:** A Facebook post by Rebecca Corliss on Sun, Mar 22, 2009 @ 10:17 AM.
- YouTube:** A screenshot of the YouTube homepage with the search bar and navigation links.
- Flickr:** A screenshot of the Flickr homepage, signed in as mvolpe70, showing navigation options like Home, You, Organize, Contacts, Groups, and Explore.
- Slideshare:** A screenshot of the Slideshare website, showing the HubSpot Marketing profile page. The profile includes a photo of Brian Helmer, a bio, and a list of tags: inbound marketing, marketing, internet marketing, SEO, social media, blog, blogging, online marketing, HubSpot, Website Grader. Below the profile, there are three featured slideshows:
 - 5 Tips To Turn Your Website into a Marketing Machine:** 1 week ago, 254 views, 0 comments.
 - Doing a Website Redesign for Marketing:** 1 week ago, 293 views, 1 comment.
 - Rethinking Your Marketing Strategy:** 1 week ago, 280 views, 1 comment.

More Content, Lottery Tickets



Growth of HubSpot Reach

HubSpot
 Location Cambridge, MA
 Web <http://www.HubSpot.com>
 Bio Inbound Marketing Software - Connect with more HubSpotters on Twitter: <http://www.HubSpot.com/Twitter>

13,888 following 14,247 followers

Updates 873

Actions: message HubSpot, block HubSpot

Following: @davidamoore, @onecity, @jack_weich, @SuzyWeich

HubSpot
 Wall Info Discussions YouTube Box Newsletter Boxes

Write something...

HubSpot Just Fans

Science of Social Media Marketing Webinar
www.hubspot.com
 Free marketing webinar on how to use social media and viral marketing techniques to get people to talk about your business online.
 Tue at 2:00pm · Comment · Like · Share

23 people like this.

View all 6 comments

Ellen Gaulty on my way to registration, looking forward to it!
 Tue at 8:17pm · Report

Lynn Mantha Hope my travels are on schedule to attend. Thanks HubSpot!
 Tue at 8:00pm · Report

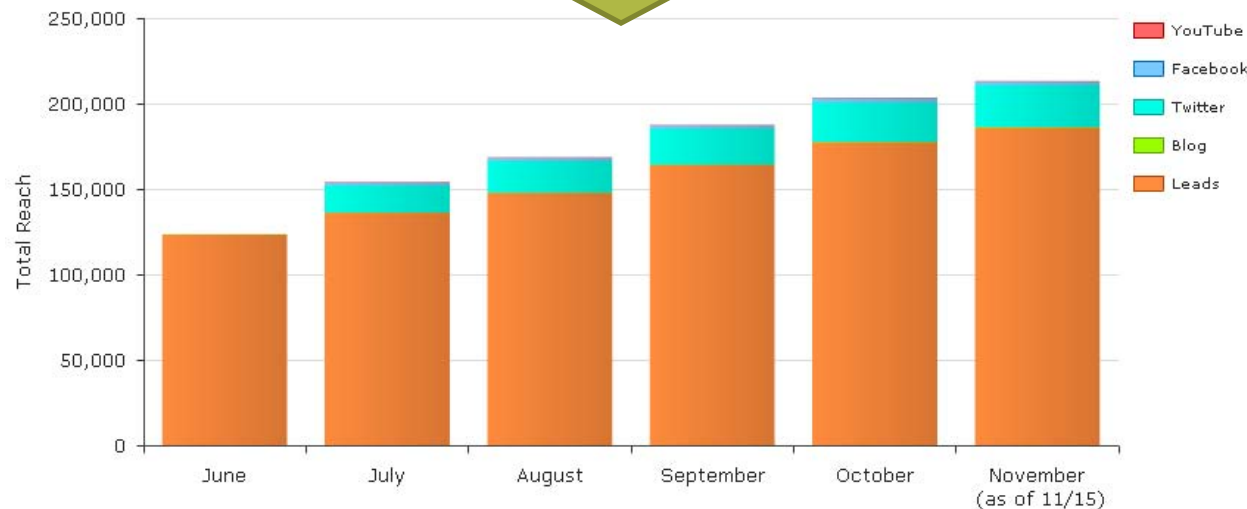
Write a comment...

HubSpot Catch HubSpot co-founder Dharmesh Shah & other great marketing experts speak about the latest marketing best practices at the Online Marketing Summit 2010. Plus, get 25% off with the discount code HUBSPOT.
 Tue at 8:00pm · Report

HubSpot | Online Marketing Summit
allstate.onlinemarketingsummit.com
 The Online Marketing Summit (OMS) Conference is a vendorless conference in San Diego, CA that offers workshops and seminars in SEO, PPC, usability, email and Internet Marketing, Web 2.0 social media optimization and analytics.
 November 24 at 12:00pm · Comment · Like · Share

5 people like this.

8 people follow on the wall in this order: Dharmesh Shah on his...

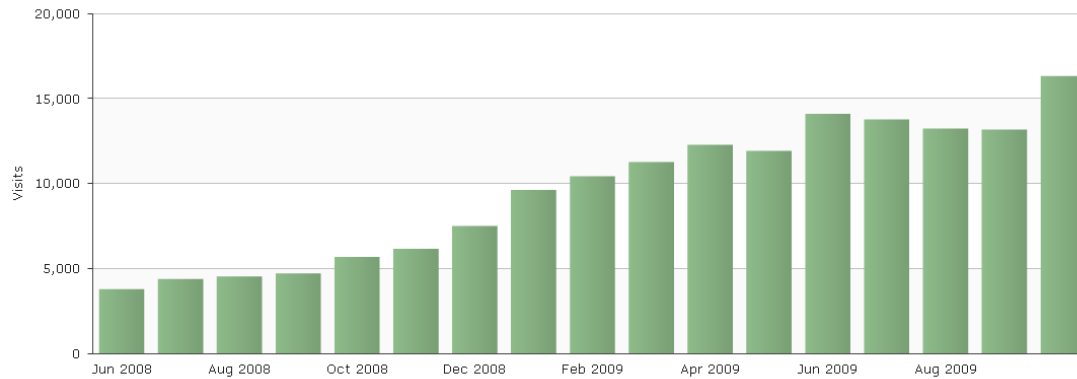


HubSpot Uses Reach to Distribute Its Content



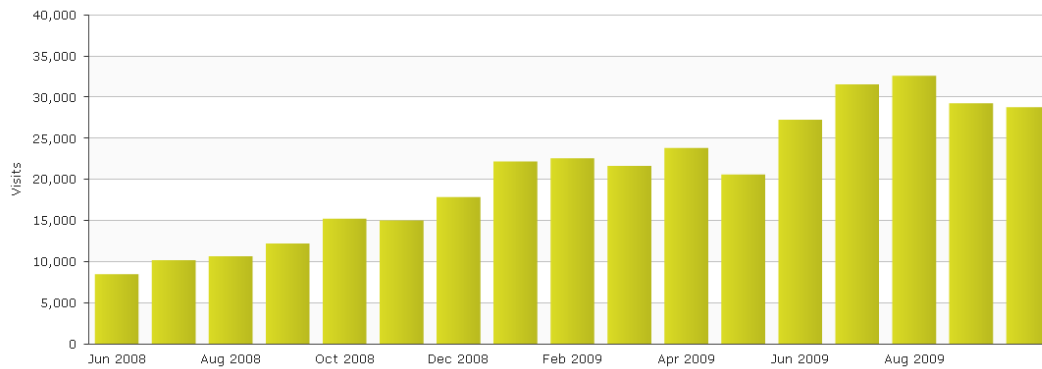
Website Traffic Growth by Source

SEO



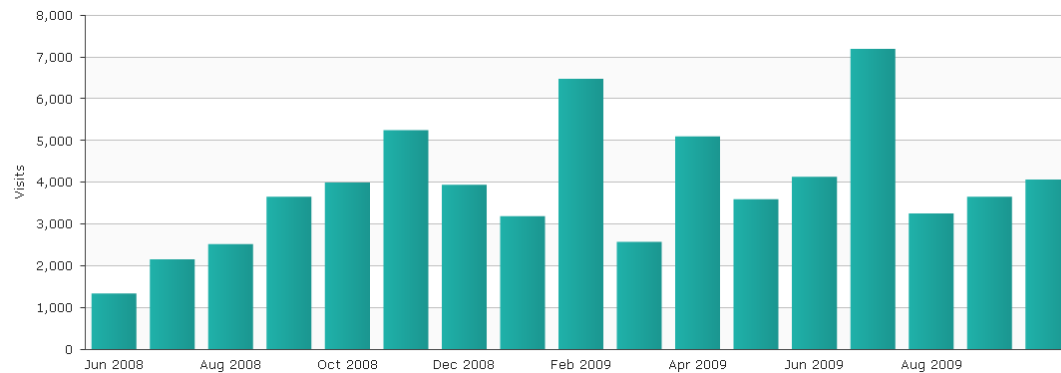
74% Growth

Referrals



65% Growth

Social Media



47% Growth

How Does HubSpot Convert Visitors?

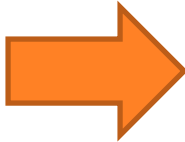
Why Doesn't Social Media Work for Traditional B2B Marketers? Because They're Traditional B2B Marketers.

[Email Article](#) | [digg.it](#) | [reddit](#) | [delicious](#) | [StumbleUpon](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)

Imagine this: Your best friend comes to you one morning and tells you she's had it with her telephone. She's throwing it away because it doesn't help her with traditional handwritten communication.

Crazy talk, right? Your friend doesn't need a different tool for traditional communication, she needs a new approach to communication.

Traditional B2B marketers who resist [social media](#) aren't much different. They resist social media because it doesn't work when they use it as another outbound marketing channel.



How do you use social media at your company? Have you found it useful in a B2B context?

If you're interested in discussing B2B uses of social media, join me and a group of other B2B marketers tomorrow morning at the Massachusetts Technology Leadership Council event, [Social Media in Real Life](#). Use the discount code [SMTrench09me](#).

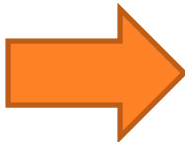
Flickr: [Serigrapher](#)

Video: How to Use Social Media for Lead Generation



Learn how to use social media for lead generation.

[Download the free video](#) to leverage Twitter, Facebook and other social media sites to generate leads and customers.



Posted by Rick Burnes on Thu, Nov 12, 2009 @ 07:29 AM

Quality Content Behind Forms

How to Use Social Media for Lead Generation - Free Webinar

Learn how to harness the power of social media - Facebook, Twitter, LinkedIn, and other networking sites - to get found by more prospects and generate sales leads for your business. Social media can be a powerful channel to attract website visitors and leads while building thought leadership for your company.

This free webinar will cover:

- How to incorporate social media into your overall marketing strategy
- How to attract more website visitors from social media sites
- How to leverage a social media community to share and promote your content
- How to convert social media visitors into leads and customers

View the Presentation Video and Slides

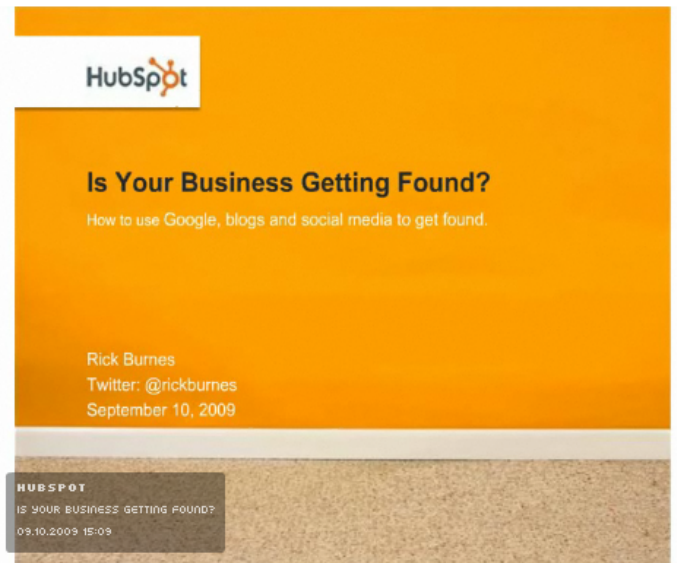
First Name *

Last Name *



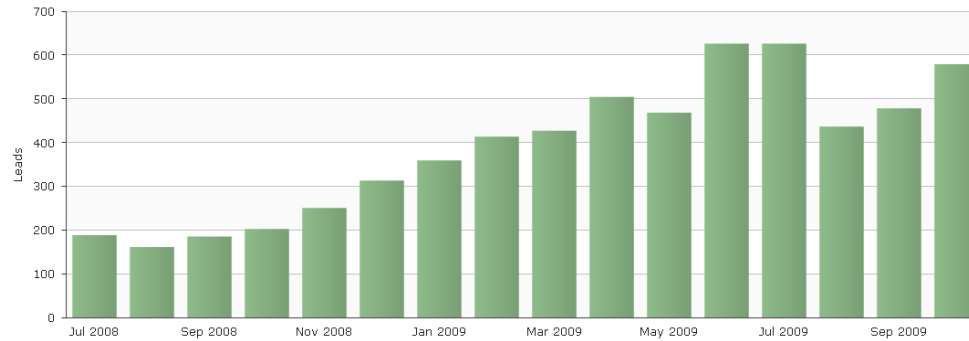
How to Use SEO, Blogs, and Social Media to Get Found Online

[View the Webinar \(Flash\)](#)



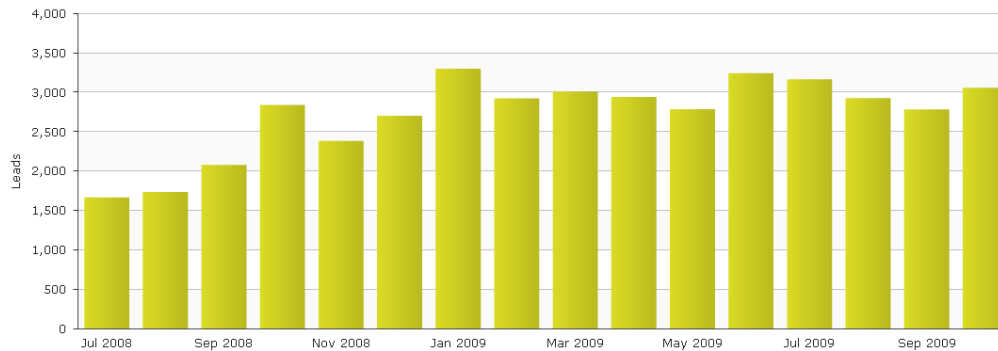
Lead Growth by Source

SEO



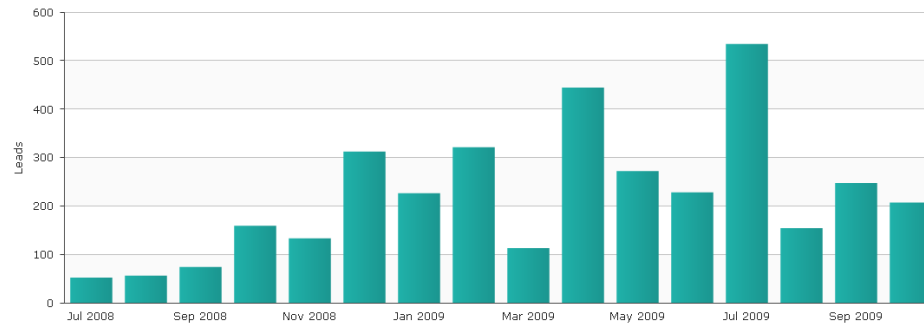
12% Growth

Referrals



46% Growth

Social Media



72% Growth

Final Thoughts ...

Build Leverage

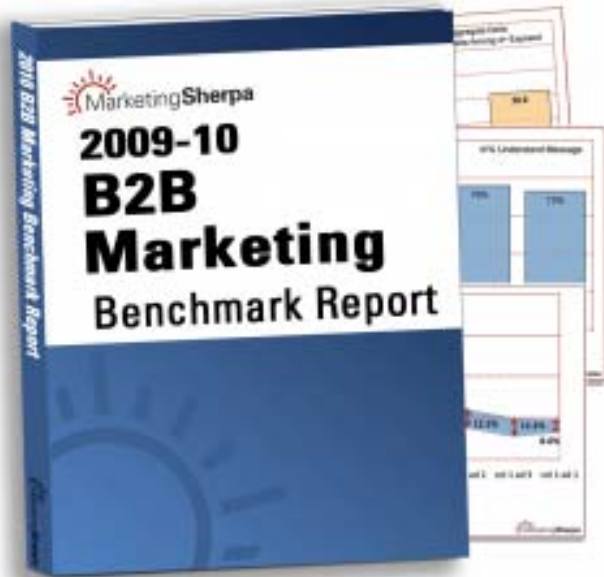


Who Knows How to Put All the Pieces Together?



d.j.k. on flickr

Save \$100 - Special Offer



Practical B2B Marketing Data, Analysis and Tools

- Increase your marketing campaign effectiveness and ROI
- Implement the "most" profitable and actionable tactics
- Explore new revenue generating opportunities
- Get inspired with ideas from over 1,150 fellow B2B marketers

Special Offer to Webinar Attendees - Save \$100 – Offer Ends December 31, 2009

<http://B2BHandbookHub.MarketingSherpa.com>

Thank You!

Questions?

Include “@hubspot” in your tweet, or use the GoToWebinar Q&A tool.

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Stefan

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