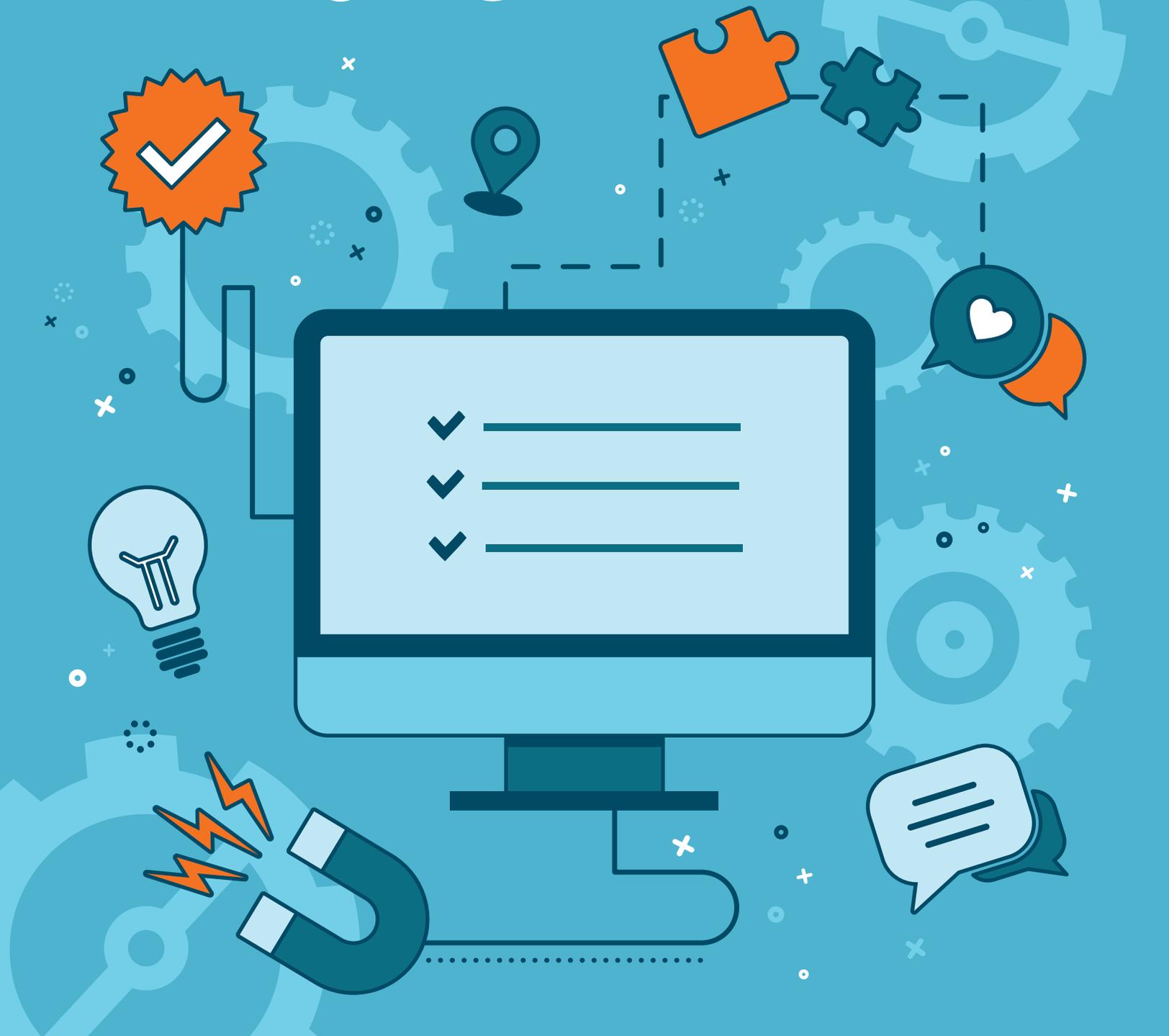


# Ultimate Guide to HubSpot for Marketing





# ULTIMATE GUIDE TO HUBSPOT FOR MARKETING

## Howdy folks!

While HubSpot might sound like a place for singles to search for a husband, that is far from the truth.

Before I get started, this eBook will not make you a HubSpot master. It is simply a starter guide that shows you what HubSpot is and how it works. By the end, you should have a solid grasp on what HubSpot is and the value it could bring to you and your business as well as how to get up and running. As with any product or service, your results will vary based on how well you use the product. What works for one user might not work for another, so just keep that in mind!

If you're ready to move past simple marketing strategies and get more of the right people engaging with your brand, read on!

## What is HubSpot?

HubSpot is online software created in 2004 that integrates with almost all the digital aspects of your business's marketing and customer relationships. At the core of HubSpot's philosophy is inbound marketing: the idea that you can get the right people to find your business instead of chasing them down or interrupting their daily lives.

Here's a quick look at what HubSpot can do:

- Connect your website, email platform, contact database, social media, and more.
- Streamline your deal flows and marketing efforts.
- Create custom proposals, personalized client outreach emails, lead nurturing campaigns, blog posts for your customers, track the activity of your sales leads, and more.

This eBook will cover some of the most valuable HubSpot tools that every marketing team needs to have.

## Let's get started!

# WHAT IS HUBSPOT?

Again—not a dating app. HubSpot is comprised of two essential business components that are often disjointed in many organizations: sales and marketing. HubSpot brings these two functionalities together by offering tools to support marketing automation, lead nurturing, and sales.

## Customer Relationship Management (CRM) Tool

For salespeople, keeping track of leads, customers, and deals is crucial to job performance. By tracking contacts in a CRM tool, salespeople can have all their customer information in one place. HubSpot's CRM functionality helps teams ensure they're

always up to date on what they need to do for each client and that the appropriate people take care of their respective tasks.

Integrating your customer database allows you and your sales team to have more personalized interactions with customers and leads. You can add more than contact info like name, company, phone number, and email address in the database. You can link their website, social media accounts, and more. This allows you and your sales team to understand who they're interacting with and provide a unique experience for them.

For instance, suppose you need to email 100 clients updating them about a new software feature launching next month. Instead of sending an email that looks like a mass blast, you can include merge tags that personalize the email with the recipient's name or website. This makes it seem like the user just received a personal email. Aww, how nice.



## Marketing Automation

Marketing automation refers to the software's ability to automatically distribute content like e-books, videos, webinars, or email campaigns based on a user's behavior or demographics. Marketing automation allows marketers to define specific triggers that make certain actions happen; for example, getting an e-book sent out after someone visits your site three times and then downloading a particular piece of content. This makes the process of learning about customer behavior more efficient.

HubSpot has many different marketing automation features: for example, it can track website visitors and then send them certain emails based on what they do on the site – if they download something you offer, they'll get one email; if they watch a webinar, they'll get a different email, and so on. By placing visitors into specific audience buckets based on their activity, marketers can better determine which content will resonate with these individuals most effectively and send them targeted emails accordingly. This way, marketers can learn what works for particular audiences and ensure that they receive the right content at the right time—ultimately reducing poor experiences and increasing the chances of leads becoming customers.



# INBOUND MARKETING MODEL

## What is “inbound marketing,” you ask?

The ever-popular marketing strategy has been around for a number of years and refers to an approach that focuses on content creation as opposed to traditional marketing methods such as cold calling, trade shows, mass emailing, and other outbound tactics. The idea is to use these inbound channels to draw prospects towards your business and brand instead of forcing them to pay attention by interrupting them in their daily lives.

Based upon the concept of attracting traffic versus selling directly, this type of marketing uses social media, blogging, SEO, video marketing, and more. With this method you won't be interrupting people with ads or spammy emails; rather, you will capture their attention by providing free curated content like blog articles (and infographics), white papers, and ebooks ;).

HubSpot knows how effective the inbound marketing concept can be when done correctly. That is why they have built their company around maximizing this marketing model—making it incredibly simple for HubSpot users to begin implementing inbound marketing immediately.

## The Flywheel

The flywheel is an inbound marketing model that attracts, engages, and delights customers over and over again. This creates long-term customers that continue to come back and purchase products. In the case of software-as-a-service or other membership-based companies, keeping customers engaged

and delighted is essential to business success.

This is juxtaposed against the traditional sales funnel that drops leads through a funnel that ends after the conversion.

In the traditional marketing model, a company invests in getting prospects to the top of the funnel. This can be done through advertising or SEO or other methods. The idea is that these leads will eventually turn into customers after going through stages of the buying journey. One primary issue is that every lead is dropped into the top of the funnel, regardless of how ready they are to make a purchase.

In the inbound model, marketing is provided to customers before they have to seek it out. Customers are not thought of as singular engagements, but the opportunity to create long-term relationships with a target audience. This helps to keep the audience engaged and your brand top of mind whenever the audience is ready to make a purchase.

One of the primary channels of the inbound marketing model is content marketing.



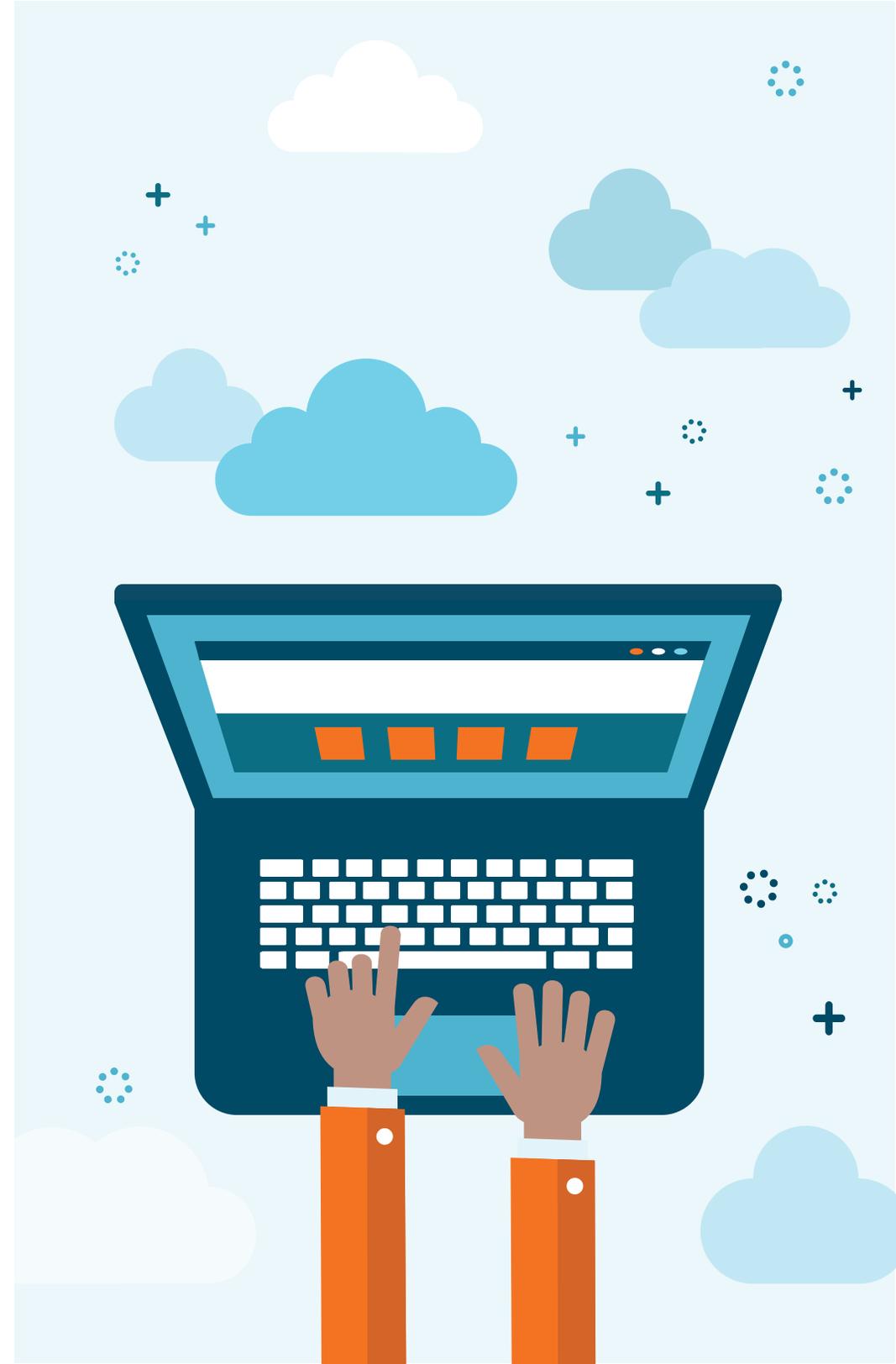
# Content Marketing

Content marketing is not a new concept. It has been around as long as marketing itself, but the Internet has provided marketers with more efficient and effective ways to create content. Some of those ways include:

- Blogs
- White papers
- Case studies
- eBooks
- Social media
- Webinars
- Instructional or entertaining video content

The purpose of creating this content is not necessarily to sell a product or service directly, but to engage, inform, and delight an audience. When used as a part of an inbound marketing strategy, content has the power to attract the right people to your company website. The people that find your content interesting and informative will begin to trust your brand and view you as the expert when it comes to your field. Then, when the customer is ready to purchase, they will first look to your company for solutions.

Sounds great, right? Well, it certainly is when executed correctly. HubSpot is built to maximize the potential of a flywheel marketing strategy.



# CUSTOMER RELATIONSHIP MANAGEMENT

**This is the part where I say, "HubSpot really does it all."**

But seriously. HubSpot has a ton of powerful features that pack a punch when it comes to increasing sales and marketing productivity, reducing manual tasks, and helping your business scale. One of the best ways to scale up your business with HubSpot is by using its customer relationship management (CRM) tool.

## Track Their Every Move

HubSpot CRM is an all-in-one solution that helps you stay on top of both marketing and sales efforts when it comes to managing your contacts. You can track your leads, label them according to where they are in the buyer's journey, add notes, and personalize your communication with them. You can also see how contacts and leads interact with your content, what outreach messages were most successful, and set up alerts for when specific actions occur.



For example, HubSpot CRM makes it easy to send personalized messages to the right person at the right time, so you don't have to worry about repetitive tasks or forgetting someone important.

The HubSpot software automatically tracks your communication and updates the contact activity within the app. This means that you don't have to worry about updating the software manually. Then, when someone else from your sales team goes into HubSpot, they can see all the previous communication with a contact. You'll never send the same message twice to a lead again.



## Let's Make a Deal

Plan your project pipeline better and meet leads where they are with the Deals feature of HubSpot. This feature gives you the opportunity to categorize leads into stages of the purchasing journey that you designate.

Did a lead just submit a contact form on your website requesting a phone call? Great, you can track that in HubSpot and move them into an appropriate stage in the purchasing journey.

Tracking deals like this helps you plan your workload and ensure that you are communicating to leads in a way that nurtures them towards the sale. Moving too quickly or repeating yourself can turn leads off to your brand or company. They want to move at their own pace and feel gently guided (not forced) along the way. The days of the "hard sell" are over – you can breathe a sigh of relief!

## Why This Matters

When working with the flywheel strategy model, it's essential to remember that everyone is at different stages of the buyer's journey. This means that you can't apply universal tactics to everyone on your contact list simultaneously.

With HubSpot CRM, you can track and manage every aspect of communications, information, and activity in one place. You can also see how contacts and leads interact with your content, what outreach messages were most successful, and set up alerts for when certain actions occur. This automation is beneficial, but you need to know what a contact has been sent to avoid repeating yourself.



# CONTENT LIBRARY

**A solid inbound marketing strategy depends on meaningful content.**

Content like landing pages, lead magnets, and emails can be created and stored in HubSpot's content platform. Even more so, you can generate calls-to-action and forms so that all your marketing efforts are integrated with HubSpot.

## Look Professional

Apply a universal design template so that your content and emails look fresh and professional. Please don't send emails that are simply bland text on a white background or look like they were designed in 1999. Even better, you can create great-looking emails without learning HTML or paying for additional third-party software. Do it all in HubSpot!

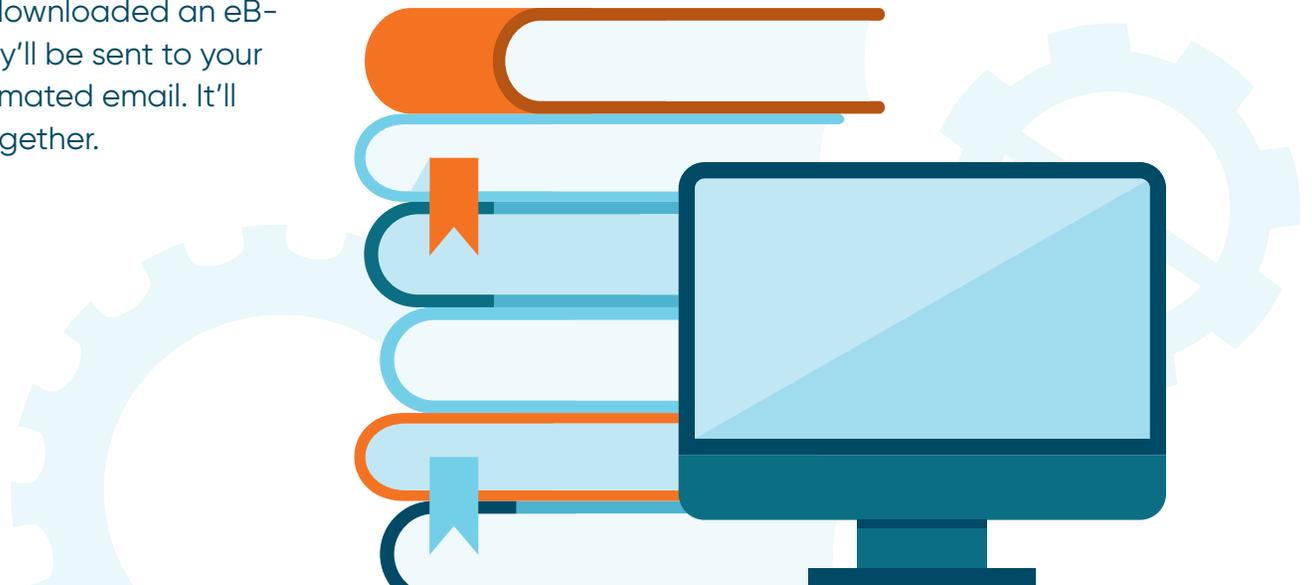
You can also create clever CTAs that will automatically send prospects to the correct web page based on their behavior or preferences. For example, if a prospect has downloaded an eBook about getting started with HubSpot, they'll be sent to your "Getting Started" webpage through an automated email. It'll seem like clockwork, and it looks seamless together.

## Easily Connect Your Content Delivery

With your content pieces in HubSpot, it is simple to create campaigns that deliver relevant content in a timeline that makes sense for your audience. For example, if a user downloads your eBook on HubSpot's marketing automation platform, send them other relevant content such as webinars and blog posts a couple of times per week over the next two weeks.

The campaign development interface is intuitive and works through simple drag-and-drop technology. Find the content you want to send and drag it into your campaign. You can create your first campaign in a matter of minutes.

With HubSpot, you can ensure that you're delivering the right message to your ideal audience at just the right time because it all happens automatically, so there will be less manual work involved and less room for error.



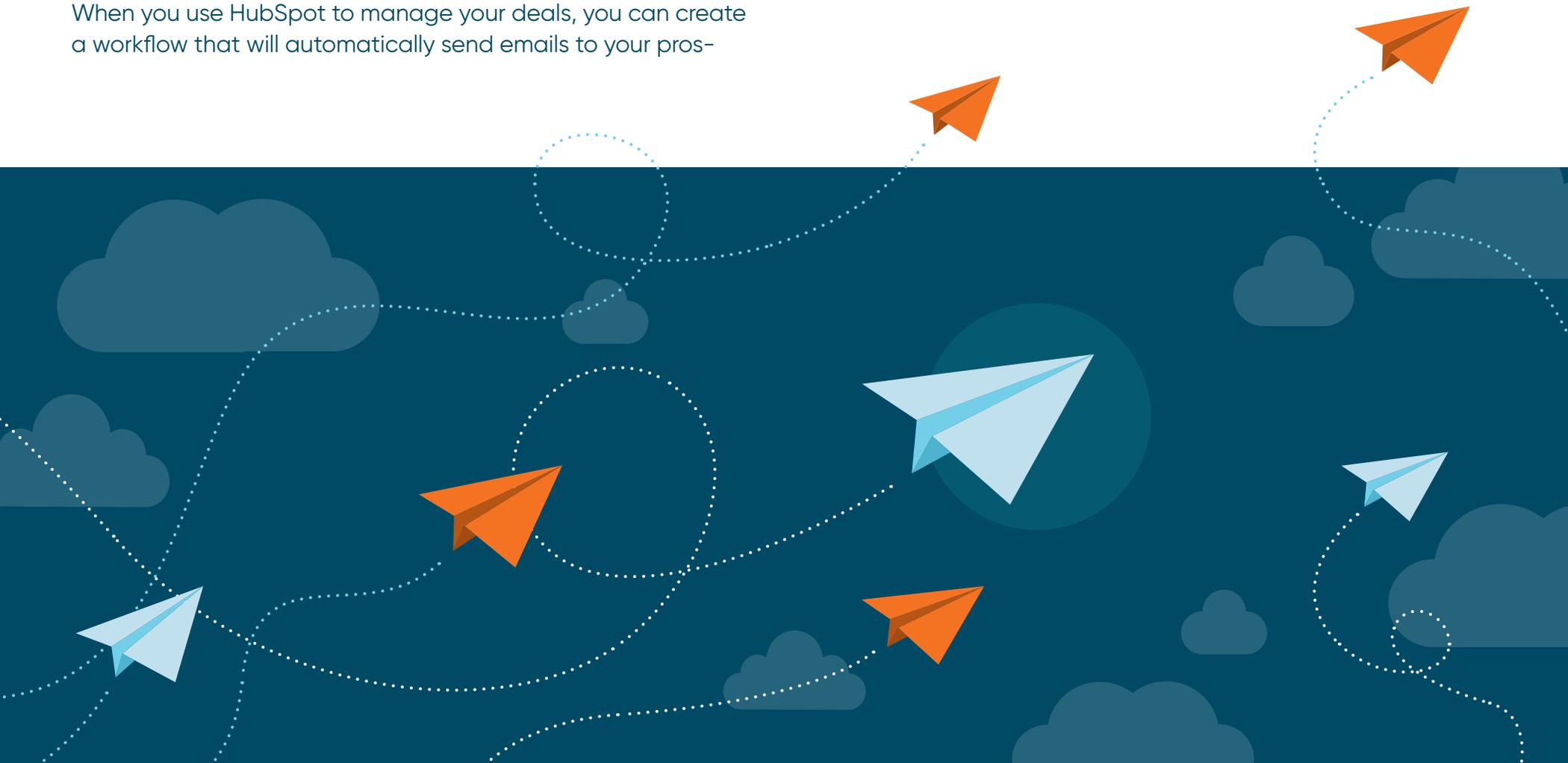
# AUTOMATION

## HubSpot is marketing automation at its best.

With HubSpot, you can use marketing automation to send your prospects and customers the right message at the right time – no matter which channel they prefer – be it email or social media. You can even trigger a campaign yourself if you have launched a new product that you think would appeal to one sector of your audience.

When you use HubSpot to manage your deals, you can create a workflow that will automatically send emails to your pros-

pects. These may include ebook links (the format of the ebook is up to you), or links to relevant blog posts written by your company if appropriate. The length of these email campaigns is entirely up to you. Whether your audience finds value in 1,000-word theses and only 1-2 emails per month or short, punchy emails with quick tips several times per week—great! Write the emails, program the workflow and triggers, and then let it work for you.



# HOW AUTOMATION CAN SCALE YOUR BUSINESS

Doing something by hand helps to learn the basics—but that quickly becomes a bottleneck when growing and scaling a company. This is true with marketing as much as it is with anything else. Mastering marketing automation will give you and your team the time and attention to focus on other crucial aspects of the business.

Your marketing automation tool should be the hub, not just for your marketing efforts but for your entire business. Automating makes it easier to manage many aspects of your business—including sales—so you can save time and focus on other areas where you need attention from your team. Those areas might be customer service or new product development—things that are mission-critical to retaining your current customer base while striving toward long-term business goals.

According to one study, the biggest benefits that marketing automation software offers are:



Saves time



Generates new leads



Increases revenue

Sounds great, right? HubSpot even has advanced marketing tools to truly dial in personalization and optimize campaigns. Check out these advanced marketing tools:

- Seamless campaign reporting with ROI measured in actual dollars
- A/B testing and multiple variant testing with HubSpot's help picking a winner
- Personalization beyond simply the first name – smart personalization in emails and landing pages based on a user's history
- Retargeting via email and advertising features

Do any (or all) of these seem like something you would like at your company? HubSpot can help you achieve it.



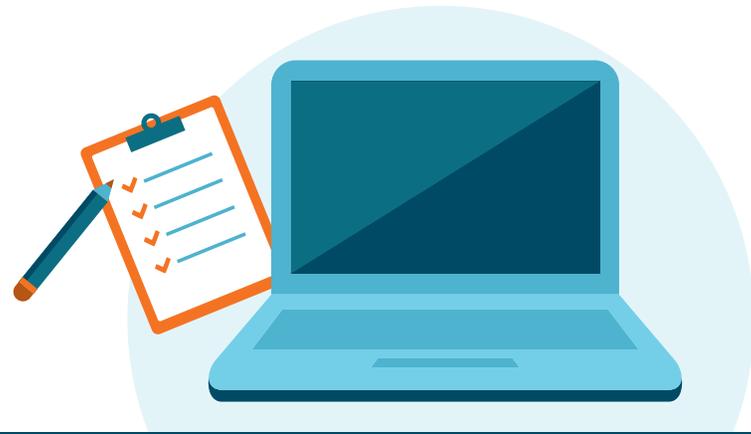
# HOW TO GET STARTED WITH HUBSPOT

HubSpot is the most popular automation software on the market. It's clear why:

- It is simple to use.
- It includes everything your sales and marketing teams need.
- It is built around an attractive model: the flywheel.
- It significantly reduces time spent on marketing tasks while increasing leads generated—the primary aim of most businesses when they engage in any marketing efforts.

I'm sure you're eager to find out how to get started at this point. So, let's skip the preamble and get to it.

1. Contact us at Hot Dog Marketing to review HubSpot plans
2. Choose a plan and we will set everything up for you and monitor performance
3. Ask yourself why you didn't do this sooner!



**Are you ready to dive into the wonderful world of marketing automation and take your company to the next level?**

Drop us a line, and we'll walk you through everything you need to know about creating an account and choosing a plan.

Hear from you soon!

Email us at [sales@hotdogmarketingpr.com](mailto:sales@hotdogmarketingpr.com).