



How inbound marketing helps B2B companies grow and nurture leads

Jasna Suhadolc

May 2016

**Marketing and sales
have changed**

20 years ago the efficiency of marketing was a function of a budget. Now it is a function of the brain.

What is inbound marketing?

Outbound marketing:
traditional methods that intrude and push a message

Inbound marketing:
pulls customers with sharing relevant information, creating useful content and generally being useful.

How?



- Solve problems
- Help
- Create interesting content

75% of your focus
about brand, industry and
competition should be
outside
of your web site.

Marketing Grader Overall report for www.econyl.com

🕒 Last updated 9/24/2015 [Update now](#)

- 📱 Mobile
- 👤 Lead Generation
- 🔍 SEO
- 💬 Social Media
- 📄 Blogging
- 🏠 Overall

50 Overall Out of 100	www.econyl.com 	
📱 Mobile ✓ 2 incomplete checklist items. Read more		
👤 Lead Generation ✓ 2 incomplete checklist items. Read more		
🔍 SEO ✓ 1 incomplete checklist item. Read more		
💬 Social Media ✓ 2 completed checklist items. Read more		
📄 Blogging ✓ 1 incomplete checklist item. 🕒 5 blog posts graded. Read more		

Inbound marketing tools

- Web site/blog
- SEO
- Social media
- Video
- Visual content
- E-books, white papers
- Email, newsletters
- Podcasts
- Webinars



HEALTHY EATING

ABOUT OUR PRODUCTS

RECIPES

ONLINE ORDERING

MISSION & VALUES

OUR BLOG

STORE DEPARTMENTS

WHOLE STORY

THE OFFICIAL WHOLE FOODS MARKET® BLOG

WHAT OUR BEER SPECIALISTS ARE DRINKING NOW

By Paige Schitt, September 24, 2015 | [Meet the Brewer](#) | [More Posts by Paige](#)



Whether you're a craft beer aficionado or an average beer drinker looking to break out of a rut, our in-store beer specialists are always ready to make recommendations and chat about the latest trends.

Their styles are as unique and varied as the communities where they live and work, but the Whole Foods Market beer specialists are united by a common passion: discovering great beers and sharing them with the world.

To give you a taste of their expertise (and local flavor) we asked a few beer specialists to talk about what they're...

[Read Full Story](#)

(Category: [Wine & Beer](#))

[Leave a Comment](#)

DAILY DISH: WEDNESDAY

By Whole Story Editors, September 23, 2015 | [Meet the Blogger](#) | [More Posts by Whole Story](#)



RECENT POSTS

BLUE BELL

BLUE ARCHIVES

POSTS BY CATEGORY

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ABOUT THE BLOG

Welcome to Whole Story, the official blog of Whole Foods Market.

As the world's leading natural and organic grocer we're all about healthy food and a healthy planet, and we've got bunches of passionate people in our community doing incredible things. Join in the conversation!

2014 IACP Award



SEO

- Relevancy – keywords used by your target audience
- Estimated search volume
- Difficulty: our web site's ranking for this keyword (start with low!)
- Technical on site SEO
- Content SEO

SEO outside your web site

- Links to your web site
- Creating excellent, useful and interesting content
- Guest blogs, LinkedIn long-form posts
- No follow links in comments
- 4 factors:
 - Authority of the web site
 - No/do follow
 - Nr. of links
 - anchor text links (keywords)




Social media



Social media

- bio: short and effective
- SEO: usually no follow links, good for traffic
- Facebook pages are relevant due to reach
- Own LinkedIn groups: choose a relevant name
- Don't use automatic follow on Twitter (not a productive relationship)
- On YouTube: create customer's stories, interview with experts, how-to videos

Visual content

- Leads 
- Traffic driver 
- Visual content for emphasizing messages 
- B2C, young target audience



E-books & whitepapers

The screenshot shows a HubSpot blog page with a dark navigation bar at the top containing 'MARKETING', 'SALES', 'AGENCY', a search icon, and a 'SUBSCRIBE' button. The main content area features a sidebar on the left with several article teasers under 'FEATURED' and 'MARKETING' categories. The main article is titled 'It's stressful. To create a successful email marketing approach, you should understand and adapt to these typical responses.' The text discusses how email recipients are subconsciously seeking to be distracted and how to appeal to them. A prominent orange banner in the middle of the page offers a 'FREE GUIDE' titled 'HOW TO CREATE AN EMAIL NEWSLETTER PEOPLE ACTUALLY READ' with a 'DOWNLOAD NOW' button. Below the banner, there are 'Topics' for 'Email Marketing' and 'Office Life'. A subscription form for 'HubSpot's Marketing Blog' is also visible, with a 'SUBSCRIBE' button. At the bottom, there are 'COMMENTS' and a list of 'Previously' and 'Next up' articles.

MARKETING

SALES

AGENCY

SEARCH

SUBSCRIBE

IT'S STRESSFUL.

To create a successful email marketing approach, you should understand and adapt to these typical responses.

Your email recipients are subconsciously seeking to be distracted. They will choose to be distracted by whoever best promises relief from stress. Eliminating stress, whether through a product or a message, is a helpful way to appeal to customers and to gain their respect and attention.

If you made it to the end of your article without checking your email, congratulations. And if you learned a thing or two about the psychology of email, then consider yourself ready to go and make your marketing better.

What psychological insights have improved your email marketing?

FREE GUIDE

HOW TO CREATE AN EMAIL NEWSLETTER PEOPLE ACTUALLY READ

DOWNLOAD NOW

Topics: Email Marketing, Office Life

Subscribe to HubSpot's Marketing Blog

Join 500,000+ fellow marketers! Get HubSpot's latest marketing articles straight to your inbox. Enter your email address below.

SUBSCRIBE

3 COMMENTS

Previously: Motion, Consistency, Repetition & More: 23 Design Principles to Boost Conversions (SlideShare)

Next up: Advertising Inherently Outbound?

Podcasts

The screenshot shows the SoundCloud interface for a podcast episode. At the top, the SoundCloud logo and navigation options are visible. The main player area features a play button, the title "Ep. #12: Brene Brown on 'Big Strong Magic'", and the host name "Elizabeth Gilbert". A waveform visualization is shown below the title. To the right is a colorful album art for "MAGIC LESSONS with ELIZABETH GILBERT" with the episode number "#12+ #BigMagic". Below the player, there is a comment section with a "Write a comment" field and interaction buttons like "Like", "Repeat", "Add to playlist", and "Share". A "Follow" button and a "Report" link are also present. The right sidebar displays "Related tracks" and "In playlists" sections, each with a "View all" link. The bottom right corner of the image features the "virtua · pr" logo.

Webinars

Denise Cox

To: jama@forloop.com

Reply-To: Denise Cox

Free Webinar | Overcome These four email challenges - and transform your internal communications | Register Now

24 Sep 2015 17:38

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Webinar | Overcome These four email challenges - and transform your internal communications
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Presented to you by
NEWSWEAVER
powering communications

Webinar | Overcome 4 email challenges

October 7th, 11:30AM EDT / 4:30PM BST

Event Details:

Date: **Wed 7 October, 2015 from 4:30 PM to 5:30 PM** (London, UK)

Presenter: **Denise Cox**

URL: [Webinar | Overcome 4 email challenges](#)

[Add to Calendar](#)

In this webinar I will be outlining the four common email challenges:

1. Personalization
2. Information overload
3. Using email to drive multichannel success
4. Measurement

I have lots of takeaways, tips and customer examples to show you, that will help you transform your own internal email communications.



[REGISTER NOW](#)

Denise Cox
Content & Communications Specialist
Newsweaver

Connect with us on these social networks for even more resources



NEWSWEAVER
powering communications

UK Office: 0207 205 76 36
FR Office: 0102 43 33 49
US Office: 949 346 2047

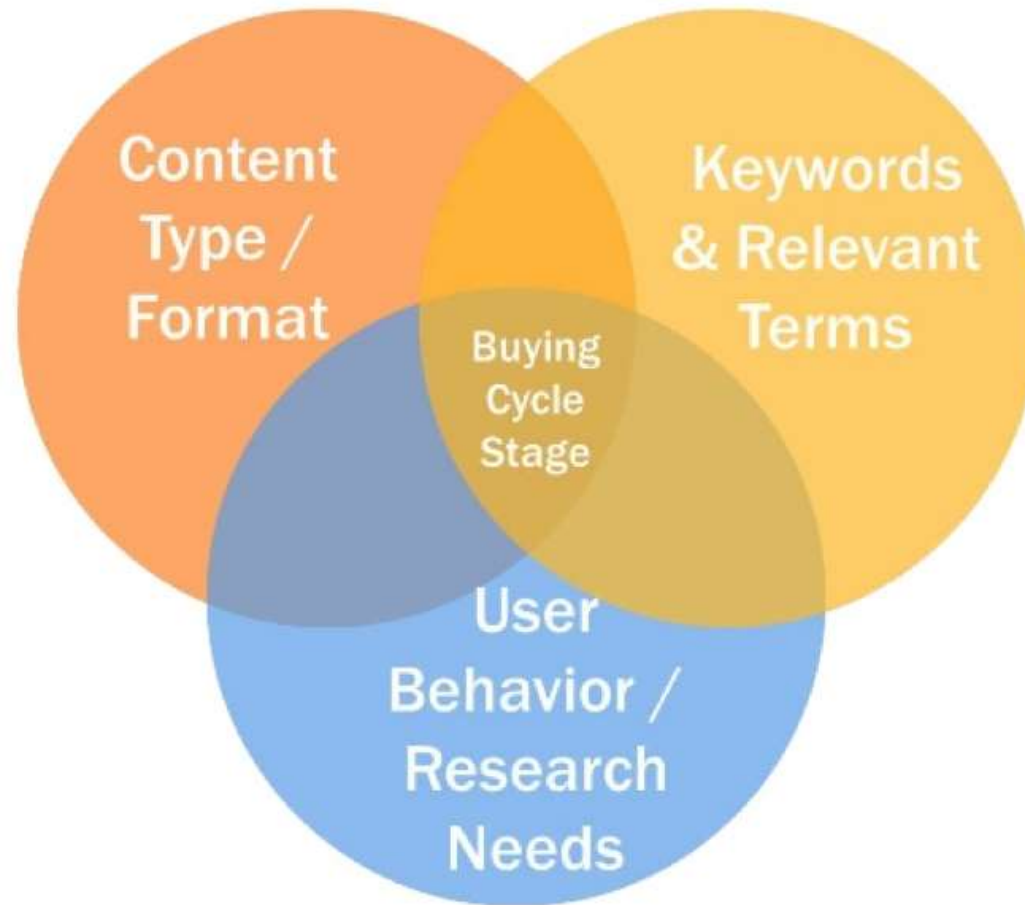
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Content Mapping Methodology: 3 Key Content Mapping Fundamentals



Company & Industry

- Is there anything about your product or company that will lend credibility to your sales pitch? This might include awards you've won, your experience in the industry, customer testimonials ...
- Do you have any existing sales brochures or other material/documents?
- Who at your company can be used as the “face of the company” - for content creation and sending newsletters.

Prospects & Customers

- Who is your ideal prospect or customer? Describe their properties: gender, profession, age, position...
- What keeps them awake at night? What are the goals they want to achieve? What are they afraid of? Which challenges can you help them solve?
- Which content/offers are you currently using to acquire new customers? What are you going to offer as an incentive to your prospects?
- Why would your prospects NOT buy from you? (Price? Lack of trust? List all reasons.)
- Why should they buy from you and not from your competitors?
- How do you keep in touch with leads that are not ready to buy yet?

Sales & Marketing

- What are your goals for your inbound marketing campaign (specific desired outcome)?
- What is your overall marketing budget for 2016?
- Who are your existing key customers/vendors/allies?
- What are you doing to impress your existing customers?
- What are you doing to encourage existing customers to buy more from you?

Products & Services

- What are all the features of your product/service?
- What are the major benefits that your customer gets from your product or service?
- What makes your product/service unique?

Buyer personas

- Made-up generalized examples of ideal buyers
- To understand better (potencial) buyers and to prepare content for them that is adjusted to their needs, behaviour and pain points
- negative buyer personas
- Research , questionnaires, interviews with current buyers, potential buyers and the ones outside our database

Personas



I am a...
Agency Owner/Founder

Internal Notes

Roles	Creative Director, graphic designer, babysitter of staff, HR, marketing and janitorial services. I am a husband, father and friend.
Goals	I started and run my own creative design agency. We are a small company, but have reached profitability and stability. I am the owner and founder and chief bottlewasher. I value creativity, speed and loyalty. With those traits, I can create almost anything. I am trying to create an inspirational environment for myself and my employees, a place where good work done on time for the right budget is the rule and not the exception. I would like to reach a point where we are not just financially stable, but thriving. I would like to be known for our quality and creativity, and I would like my services to be scalable nationally.
Challenges	I can't offer all services to all people because we are a small shop. My deadlines sometimes slip due to freelancers. I spend so much time working my business that I don't have much time to work on my business - there are just so many hats to wear. And I spend all my awake time thinking about what I need to do next. I'd just like to have a vacation. A real vacation.

Demographics

Age	38-50
Income	150K
Education	BA
Location	Urban or Suburban area

Story

Story	<p>My objection to Visual Creatives is that we are fundamentally competitors, offering many of the same services (branding, design work). When it comes to inbound marketing, I don't know if I can afford to outsource it yet and if it will yield the results I am looking for.</p> <p>If I were to engage Visual Creatives I would want to look at them as an extension of my own product line and staff. I'd like their work to feel like my work, and I'd need to have confidence in their ability to deliver ahead of my deadlines. I don't need any more stress in my life.</p> <p>My day is filled with client calls, outsourcing calls and running the business. I have to fight for the time that keeps me creative, but I find it. For information I go to the web and whatever TV news shows my wife has on in the mornings. At night I unplug to watch tv or read or rent a movie and play with the kids.</p>
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Personas

- What is their demographic information?
- What is their job and level of seniority?
- What does a day in their life look like?
- What are their pain points? What do you help them solve?
- What do they value most? What are their goals?
- Where do they go for information?
- What are their most common objections to your product/service?



PERSONA NAME:

1

Sample Sally

SECTION 1: WHO?

BACKGROUND

Job? Career path? Family?

2

- Head of Human Resources
- Worked at the same company for 10 years; worked her way up from HR Associate
- Married with 2 children (10 and 8)

DEMOGRAPHICS

Male or female? Age? Income? Location?

3

- Skews female
- Age 30-45
- Dual HH Income: \$140,000
- Suburban

IDENTIFIERS

Demeanor? Communication preferences?

4

- Calm demeanor
- Probably has an assistant screening calls
- Asks to receive collateral mailed/printed



PERSONA NAME:

Sample Sally

SECTION 2: WHAT?

GOALS

Primary goal? Secondary goal?

5

- Keep employees happy and turnover low
- Support legal and finance teams

CHALLENGES

Primary challenge? Secondary challenge?

6

- Getting everything done with a small staff
- Rolling out changes to the entire company

WHAT CAN WE DO

... to help our persona achieve their goals?

... to help our persona overcome their challenges?

7

- Make it easy to manage all employee data in one place
- Integrate with legal and finance teams' systems



PERSONA NAME:

Sample Sally

SECTION 3: WHY?

REAL QUOTES

About goals, challenges, etc.

8

- “It’s been difficult getting company-wide adoption of new technologies in the past.”
- “I don’t have time to train new employees on a million different databases and platforms.”
- “I’ve had to deal with so many painful integrations with other departments’ databases and software.”

COMMON OBJECTIONS

Why wouldn’t they buy your product/service?

9

- I’m worried I’ll lose data transitioning to a new system.
- I don’t want to have to train the entire company on how to use a new system.



PERSONA NAME:

Sample Sally

SECTION 4: HOW?

MARKETING MESSAGING

How should you describe your solution to your persona?

10

- Integrated HR Database Management

ELEVATOR PITCH




Sell your persona on your solution!

11




- We give you an intuitive database that integrates with your existing software and platforms, and lifetime training to help new employees get up to speed quickly.

Buyer's Journey







BUYER STAGES	AWARENESS	CONSIDERATION	DECISION			
User Behavior	Have realized and expressed symptoms of a potential problem or opportunity	Have clearly defined and given a name to their problem or opportunity	Have defined their solution strategy, method, or approach			
Research & Info Needs	Research focused on vendor neutral 3rd party information around identifying problems or symptoms	Committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity	Researching supporting documentation, data, benchmarks or endorsements to make or recommend a final decision			
Content Types	<ul style="list-style-type: none"> Analyst reports Research reports eGuides & eBooks Editorial content Expert content White papers Educational content 	<ul style="list-style-type: none"> Comparison white papers Expert Guides Live interactions Webcase/podcast/video 	<ul style="list-style-type: none"> Vendor comparisons Product comparisons Case Studies Trial Download Product Literature Live Demo 			
Key Terms	<ul style="list-style-type: none"> Troubleshoot Issue Resolve Risks 	<ul style="list-style-type: none"> Upgrade Improve Optimize Prevent 	<ul style="list-style-type: none"> Solution Provider Service Supplier 	<ul style="list-style-type: none"> Tool Device Software Appliance 	<ul style="list-style-type: none"> Compare Vs. versus comparison 	<ul style="list-style-type: none"> Pros and Cons Benchmarks Review Test
Example						

Buyer's Journey





BUYER STAGES	AWARENESS
User Behavior	Have realized and expressed symptoms of a potential problem or opportunity
Research & Info Needs	Research focused on vendor neutral 3rd party information around identifying problems or symptoms
Content Types	 Analyst reports Research reports eGuides & eBooks Editorial content Expert content White papers Educational content
Key Terms	Troubleshoot Issue Resolve Risks Upgrade Improve Optimize Prevent
Example	  I have a sore throat, fever, and I'm achy all over. What's wrong with me?

Buyer's Journey

BUYER STAGES	CONSIDERATION								
User Behavior	Have clearly defined and given a name to their problem or opportunity								
Research & Info Needs	Committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity								
Content Types	 Comparison white papers Expert Guides Live interactions  Webcase/podcast/video								
Key Terms	<table><tbody><tr><td>Solution</td><td>Tool</td></tr><tr><td>Provider</td><td>Device</td></tr><tr><td>Service</td><td>Software</td></tr><tr><td>Supplier</td><td>Appliance</td></tr></tbody></table>	Solution	Tool	Provider	Device	Service	Software	Supplier	Appliance
Solution	Tool								
Provider	Device								
Service	Software								
Supplier	Appliance								
Example	  What I have tried doesn't work. What are my options for relieving or curing my symptoms?								

Buyer's Journey



BUYER STAGES	DECISION		
User Behavior	Have defined their solution strategy, method, or approach		
Research & Info Needs	Researching supporting documentation, data, benchmarks or endorsements to make or recommend a final decision		
Content Types	 Vendor comparisons Product comparisons Case Studies Trial Download Product Literature  Live Demo		
Key Terms	<table border="0"><tr><td data-bbox="697 839 794 925">Compare Vs. versus comparison</td><td data-bbox="877 839 993 925">Pros and Cons Benchmarks Review Test</td></tr></table>	Compare Vs. versus comparison	Pros and Cons Benchmarks Review Test
Compare Vs. versus comparison	Pros and Cons Benchmarks Review Test		
Example	  <p>I can see a primary care physician, ER, nurse or clinic. The ER costs \$\$\$, but are the fastest & I have insurance.</p>		

Sales Funnel



by HubSpot

Conversions

- CTA should be VEPA (Valuable, Easy to Use, Prominent, Action Oriented)
- Contact us is weak CTA



Conversions Prospect > Leads

Basecamp [Sign up for Basecamp](#) [Log in](#)

Just last week, 6,244 companies signed up for Basecamp.

- More than 6,200 new [users](#) signed up.
- Every customer gets a [welcome kit](#), [10 days](#) of free access, and [more](#).
- No credit card required. Just fill out the form below and you're in!



Your job title

Company or organization

Phone

Address

City

State

Zip

Country

How did you hear about us?

Sign up for Basecamp!

Monthly Packages				Annual Package
\$25	\$50	\$100	\$150	\$1090
Unlimited 1 GB space	Unlimited 10 GB space	Unlimited 50 GB space	Unlimited 100 GB space	Unlimited 100 GB space Priority support

All packages include unlimited users & the same customer service as the business.

What types of payment do you accept?
We accept all major credit cards for every package. The Annual Package also includes the option to pay for 12 months in one payment (see conversion you will not be using).

Do you charge per user?
Users over the maximum allowed are [not](#) billed (we charge our [support](#)). Every package includes unlimited users. Our pricing is [very affordable](#) — 200 users for only \$1000 per month. If you have 20 users at 200 users — you can use our Basecamp account with a maximum of 200 users and avoid the cost of every additional user.

What happens after my trial?
You can upgrade your subscription any time during your free trial period. If you finish your free trial without upgrading to a subscription, your account will be put on hold (you will not be billed) until you upgrade. This means you'll still have access to all our tools and your data is safe and secure for 90 days.

Do I have to sign a long-term contract?
Sign up for any of the monthly packages or you can pay us for one year and you can cancel any time without penalty. The Annual Package is a one-year contract. You can cancel at any time at the end of every year.

What if I need more storage space?
Our customers who use Basecamp to do their jobs, know the deal. You can use our unlimited storage to your heart's content. Upgrade your account to a higher tier or contact our support team for more information.

Is Basecamp really free for teachers?
Yes it is! If you're a teacher, make us your [favorite](#) tool. [Sign up](#) for free today!

What's your refund policy?
Our goal is to deliver the best user experience. Please contact our [support](#) for details.



Everything Basecamp
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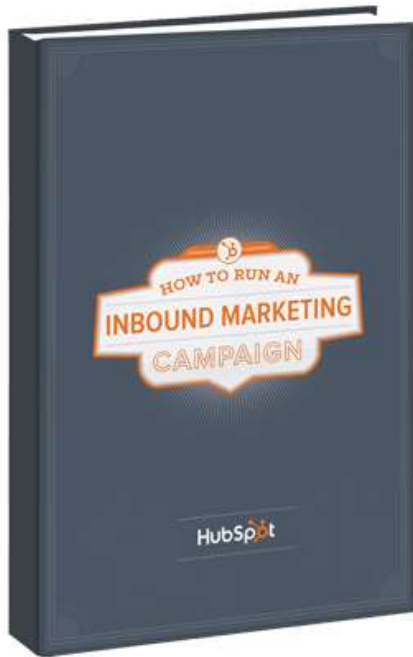
Basecamp
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Landing pages

- CTA and landing page need to match
- Trust building
- Key: filled out form
- Graphic is important support
- Simple
- Test
- Don't observe just the conversion, but also the traffic/reach

This is a test landing page



A great landing page conveys the value that a visitor will receive in exchange for filling out your form. What's in it for them?

Your landing page should be:

- ✓ Short
- ✓ Concise
- ✓ Clean

Bullets work great. So does header text.

In HubSpot, the Landing Pages tool is closely linked with the Forms and Call-to-Action tools. Create a call-to-action to get visitors from your website and emails to your landing page. Use a form that generates leads and asks the right questions at the right time.

Need help? The landing pages user guide is a great place to start.

First Name

Last Name

Email*

Submit

Conversions Leads > Customers

- Different lifecycle length
- Lead score > grade
 - referral (2 years)
 - Web site visits (when, how often, what)
 - CTA (which, how many)
 - Answers in the forms (qualifying minimum)
- Lead nurturing – for the ones not ready to buy (useful content + CTA)

← Back Edit Clone Archive Delete




2016-01-personaMaja-awareness-offerVodicCM Landing Page ✎

PUBLISHED Nina Kozar (nina.kozar@virtuaPR.com) on 11 Feb 2016 11:26

Title Vodič po učinkovitem vsebinskem marketingu	Campaign 2016-01-personaMaja-awareness-offerVodicCM
URL http://info.virtuapr.com/vodci-po-ucinkovitem-vsebinskem-m...	Form Awareness Stage CM

[Show more info](#) ▾

📊 Performance ➤ Optimization



Submissions by source



Submissions over time



Content

Content tools

- blogs + Medium
- videos (snackable + premium)
- e-books
- visuals (photo + infographics)
- webinars
- podcasts
- newsletters



PERSONA

LIFECYCLE STAGE

PERSONA NAME

1

Jimmy Gym Owner

Problem or opportunity that the above persona needs help with:

AWARENESS

Have realized & expressed symptoms of a potential problem or opportunity.

Content Ideas

CONSIDERATION

Have clearly defined and given a name to their problem or opportunity.

Content Ideas

DECISION

Have defined their solution strategy, method, or approach.

Content Ideas



PERSONA

LIFECYCLE STAGE

PERSONA NAME

Jimmy Gym Owner

Problem or opportunity that the above persona needs help with:

Jimmy is new to gym ownership. He needs to buy some gym equipment, but is unsure where to begin, how much he should spend, etc.

2

AWARENESS

Have realized & expressed symptoms of a potential problem or opportunity.

Content Ideas

CONSIDERATION

Have clearly defined and given a name to their problem or opportunity.

Content Ideas

DECISION

Have defined their solution strategy, method, or approach.

Content Ideas



PERSONA

LIFECYCLE STAGE

PERSONA NAME

Jimmy Gym Owner

Problem or opportunity that the above persona needs help with:

Jimmy is new to gym ownership. He needs to buy some gym equipment, but is unsure where to begin, how much he should spend, etc.

AWARENESS

Have realized & expressed symptoms of a potential problem or opportunity.

Content Ideas

3

- Beginner's Guide to Buying Gym Equipment [Ebook]
- New or Used: When to Stretch Your Gym Equipment Budget & When to Splurge [Infographic]

CONSIDERATION

Have clearly defined and given a name to their problem or opportunity.

Content Ideas

DECISION

Have defined their solution strategy, method, or approach.

Content Ideas



PERSONA

LIFECYCLE STAGE

PERSONA NAME

Jimmy Gym Owner

Problem or opportunity that the above persona needs help with:

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Have realized & expressed symptoms of a potential problem or opportunity.

Content Ideas

- Beginner's Guide to Buying Gym Equipment [Ebook]
- New or Used: When to Stretch Your Gym Equipment Budget & When to Splurge [Infographic]

CONSIDERATION

Have clearly defined and given a name to their problem or opportunity.

Content Ideas

- Gym Equipment Budget Template [Excel spreadsheet]
- Purchasing Timeline for Gym Equipment: What Should You Buy First? [PowerPoint worksheet]

4

DECISION

Have defined their solution strategy, method, or approach.

Content Ideas



PERSONA

LIFECYCLE STAGE

PERSONA NAME

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Problem or opportunity that the above persona needs help with:

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Content Ideas

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CONSIDERATION

Have clearly defined and given a name to their problem or opportunity.

Content Ideas

- Gym Equipment Budget Template [Excel spreadsheet]
- Purchasing Timeline for Gym Equipment: What Should You Buy First? [PowerPoint worksheet]

DECISION

Have defined their solution strategy, method, or approach.

Content Ideas

- Request a quote
- Phone assessment of equipment needs

5



PERSONA

LIFECYCLE STAGE

PERSONA NAME

AWARENESS

Have realized & expressed symptoms of a potential problem or opportunity.

CONSIDERATION

Have clearly defined and given a name to their problem or opportunity.

DECISION

Have defined their solution strategy, method, or approach.

Problem or opportunity that the above persona needs help with:

Content Ideas

Content Ideas

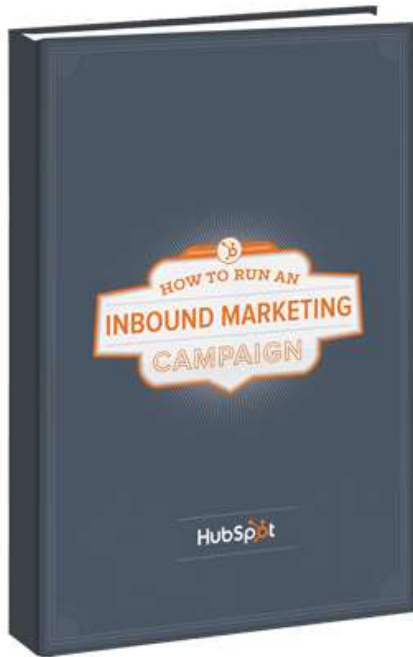
Content Ideas

Marketing automation

Marketing Automation

- More content
- Omni-channel approach (multiple devices at the same time)
- More focus on marketing to deliver results
- More focus on tracking the lifecycle of customers in marketing funnel
 - The need for integrated tools

This is a test landing page



A great landing page conveys the value that a visitor will receive in exchange for filling out your form. What's in it for them?

Your landing page should be:

- ✓ Short
- ✓ Concise
- ✓ Clean

Bullets work great. So does header text.

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Need help? The landing pages user guide is a great place to start.

First Name

Last Name

Email*

Submit

Smart content

receive in exchange for filling out your
forms in it for them?

landing page should be:

use

work great. So does header

on the Landing Pages tool

with the Forms and Call-to-

action to get visitors

to send emails to your landing page. Use a

form that generates leads and asks the right

questions at the right time.



Smart Content Insights

59.83% of your contacts are identified as Subscribers.

Lifecycle Stage	Percentage
Subscriber	59.83%
Lead	40.18%

Based on your contacts data, it looks like 59.83% of your contacts are currently Subscribers. Use smart content based on lifecycle stage to tailor content specifically to them.

[Make smart by lifecycle](#)

or [hide insights](#)

Marketing automation

SET WORKFLOWS GOALS SPECIFIC TO LIFECYCLE STAGES



Workflow in Hubspot

← View all workflows

test

Enroll Test Clone Delete

Workflow details

Actions

Performance

History

Settings

Created by Jasna Suhadolc
on 8 gen 2016 13:28

Description

Add a description...

OFF Workflow is inactive. Click to review and activate.

🔍 Search for contacts in this workflow...

0

Total contacts enrolled

0

Active contacts

No goal set. [Set a goal?](#)
[Read more about goals.](#)

Welcome!

Enjoy exploring the new Workflows app. You can switch back to the old app any time you like.
[Learn more about Beta Workflows](#) | [Switch back](#)



Automatically enroll contacts when they meet these criteria:

- Contact property
- Company property
- Deal property
- List membership
- Form submission
- Email
- Page view
- Workflow status
- Call-to-Action

Cancel

Contacts will be enrolled the first time they meet the criteria above. [\(Change\)](#)

Save

Enroll contacts who already meet these criteria. [Estimate how many this would add.](#)

Who visited?



Hi Jasna,

Here's your Daily Prospects Digest for **05/14/2016**

Folks from these companies visited your site in the past day.

All visits



Villa Flora
Artist's R...

6
PAGE
VIEWS

2
UNIQUE
VISITORS



Arz

4
PAGE
VIEWS

1
UNIQUE
VISITORS



Sberbank
banka d.d., S...
Ljubljana

3
PAGE
VIEWS

1
UNIQUE
VISITORS



SGN

2
PAGE
VIEWS

1
UNIQUE
VISITORS



Delo
Ljubljana

2
PAGE
VIEWS

1
UNIQUE
VISITORS



Kabelnet

1
PAGE
VIEWS

1
UNIQUE
VISITORS



DigitalOcean
Inc.
New York, NY

1
PAGE
VIEWS

1
UNIQUE
VISITORS



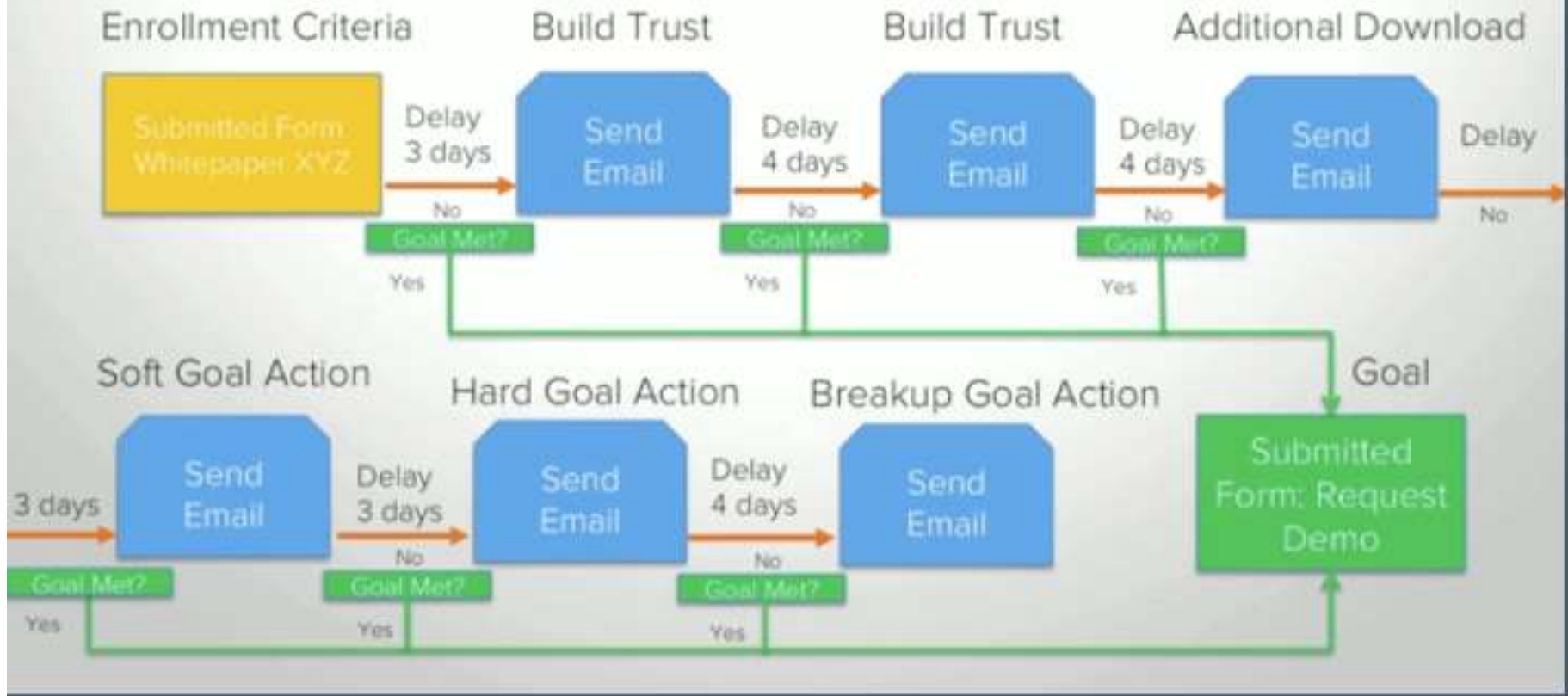
Deutsche
Telecom AG
Bonn

1
PAGE
VIEWS

1
UNIQUE
VISITORS

Marketing automation

MAPPING OUT WORKFLOW LOGIC VISUALLY



Advertising

What about advertising?

- Welcome as support - 53% Hubspot's clients use ads to increase activities of inbound marketing
- Search engines ads and social media ads enable targeting qualified audience with the right content
- Google, Facebook, Twitter and LinkedIn have quality/relevance score > the most quality content is shown to the most relevant users
- Landing pages and ads that are helpful are cheaper and have a higher position than the ones that don't do that.

Thank you!

More information

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