



HubSpot's Marketing Team

#HUGTampa



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Enterprise Sales Manager





1 Setting the Strategy

Old Playbook:

Advertising

Conferences / Events

Paid Search / PPC

Email List Rentals

Cold Calling

Old Playbook:

Advertising

Conferences / Events

Paid Search / PPC

Email List Rentals

Cold Calling

Why Not Try:

Blogging

SEO

Free Tools

Social Media

Opt-In Email Lists

Renting Your Marketing



Owning & Building Your Marketing



Long-term Benefits of Owning Your Marketing



56%
of leads from
campaigns
>1 month ago

Think Like a Media Company

“What would Oprah do?”



Build Marketing “Assets”



Blogs



Photos &
Infographics



Videos &
Podcasts



Presentations
& eBooks

IMPACT OF TOTAL PUBLISHED BLOG POSTS ON INBOUND LEADS



Three Principles to Build Our Assets

- **Media** – You're competing with other media for attention
- **Quality** – Highest quality wins the audience
- **Persona** – Focus on what your buyers want to consume



HubSpot's Personas



Marketing Mary



Owner Ollie



Corporate Cathy



A large, vibrant orange heart shape is centered on a dark gray background. Inside the heart, the word "Inbound" is written in a large, bold, white sans-serif font. Below it, the words "Content", "Free Tools", "Freemium", and "Context" are stacked vertically in a smaller, white sans-serif font.

Inbound

Content Free Tools

Freemium

Context



WEBSITE GRADER

Powered by HubSpot

HOW STRONG IS YOUR WEBSITE?

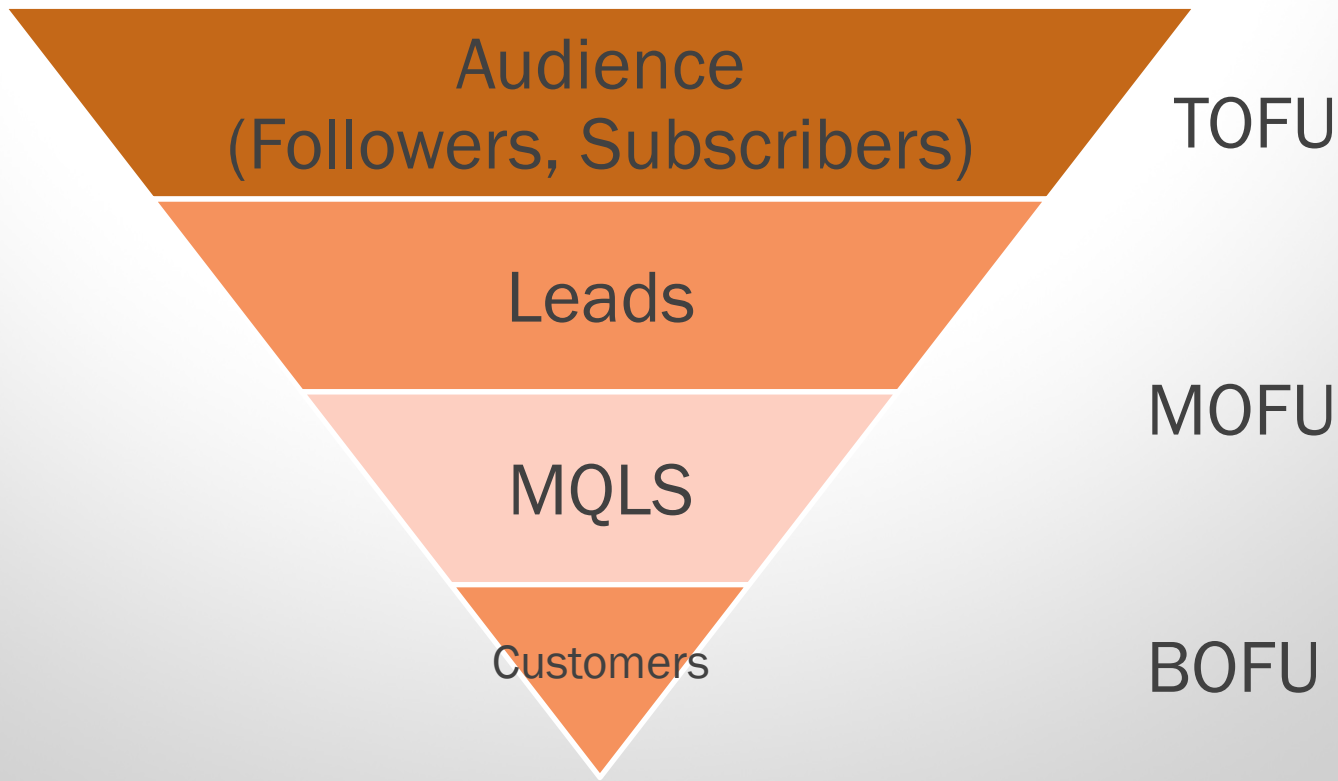
WEBSITE

EMAIL

GET YOUR ANSWER >

2 Marketing Funnel

The HubSpot Marketing Funnel



Lead Breakdown by Channel



3 Hiring for Inbound

CHARACTERISTICS OF INBOUND MARKETERS

- 
- Smart
 - GSD
 - Digital
 - Analytical
 - Reach
 - Content



DIGITAL

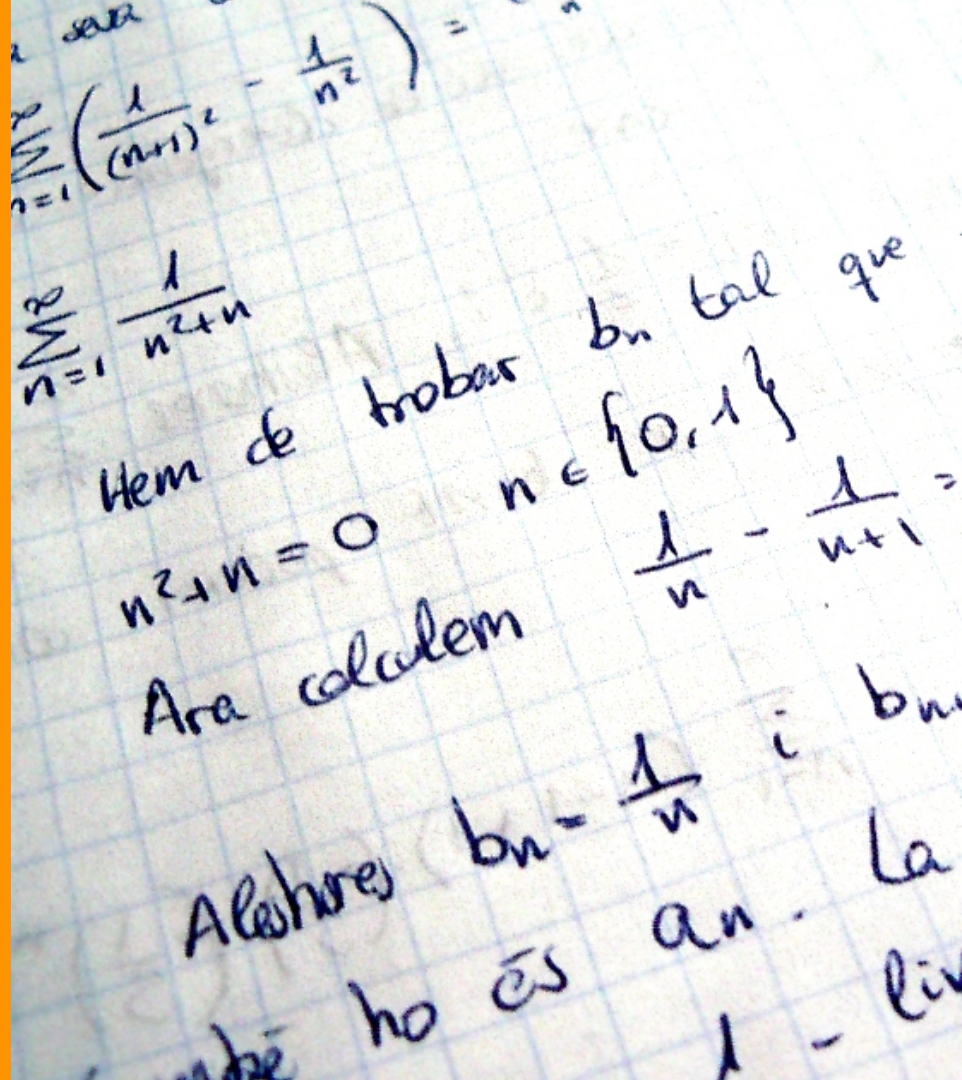
Look for people who speak
“digital” without an accent.

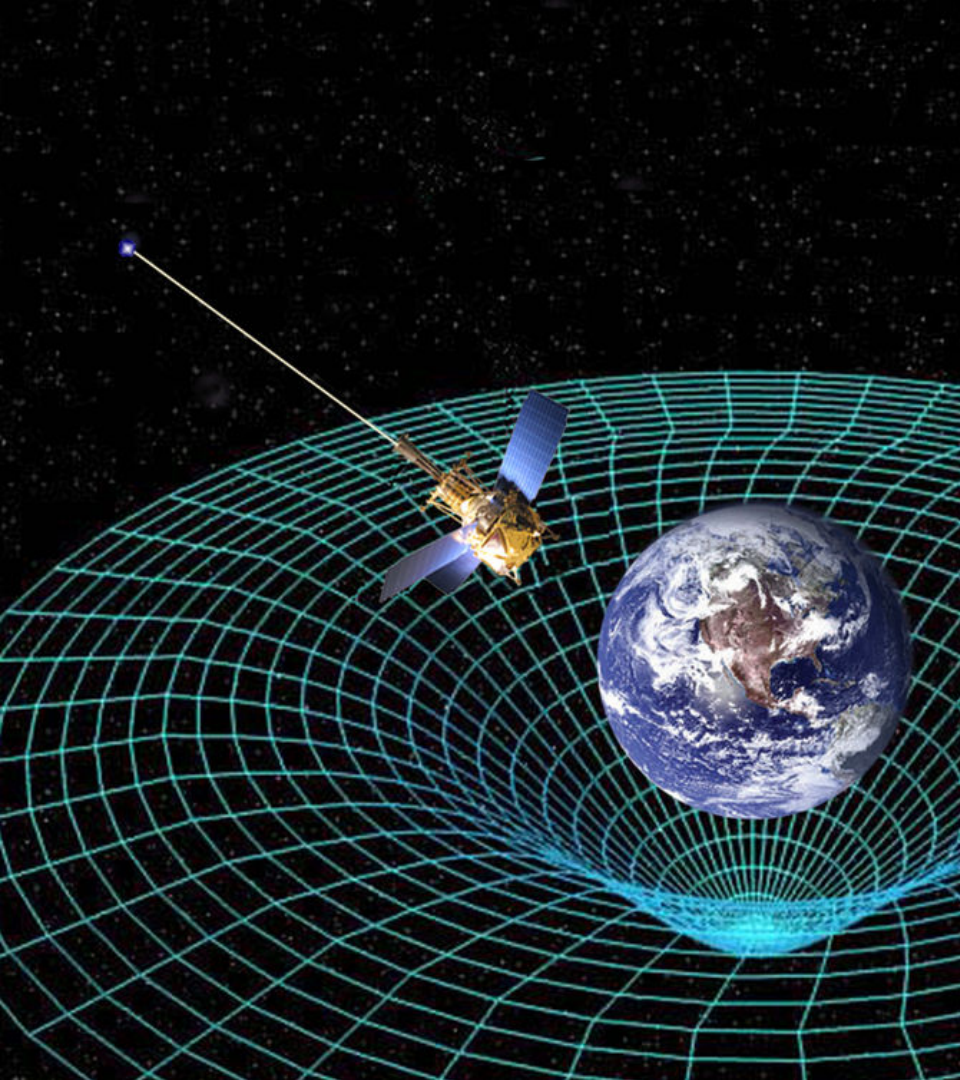
Digital natives or immigrants are
both fine as long as they have full
digital citizenship.

ANALYTICAL

Everyone should be more analytical than the average person in their role elsewhere.

Even a writer should want to measure their content using metrics and be interested in judging their success that way.





REACH

Good inbound marketers leave evidence that they have a gravitational attraction.

They have done something that “attracted” people to them or their work before.

CONTENT

Find people who create content naturally.

You do not want content creation to be a struggle.



Skills By Funnel Stage

Attract

Key Skills:

- Blogging
- Social Media
- SEO
- Writing, Design, Creative

D A R C

Convert

Key Skills:

- Optimization: LPs, CTAs, Workflows
- Analytics
- Lead Scoring

D A R C

Close

Key Skills:

- Product expert
- Teacher / trainer
- User testing
- Messaging
- Persuasion

D A R C



Sourcing Marketing Hires

Always be hiring.

- 1 Referrals
- 2 Conferences & networking events
- 3 Online networking
- 4 LinkedIn
- 5 Inbound.org
- 6 Keep a running list of awesome people.
- 7 Use Inbound: Make Content about Your Company



Screening Candidates

Scan the application / resume

- No AOL or Hotmail email addresses and no paper resumes
- Demonstrated track record of success and growth
- Look for some technical skills – HTML, CSS, Design, and more
- Inbound marketing experience / certifications

Google their name

- Strong LinkedIn presence, check for mutual connections
- Size and quality of digital footprint – what have they built?



Interview: The Funnel Question

“Pretend you're the CMO for this company, and you have to decide on what your marketing team should focus. What do you do?”

25,000 Visitors

250 Leads

100 Sales Ready Leads

25 Opportunities

5 Customers



Interview: The Homepage Question

“The CEO likes version A,
the COO likes version B,
and the company is evenly
divided. Which homepage
do you launch?”

Millions Love Our Company

Text text text Text text text
Text text text Text text text
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Text text text Text text text

[Video]

Make More Money With Us

[Picture 1]
[Picture 2]

- Text text text Text text text
Text text text Text text text
text text
- Text text text Text text text
Text text text
- Text text text Text text text
Text text text Text



4

Team Structure Over Time

Marketing Org Over Time

2007
(2 ppl)

VP

- Lead gen & inbound background
- Management of 15

College Grad

- 2 internships
- Generalist

2009
(8 ppl)

ToFU Team

- 3 people

MoFu Team

- 3 people

2012
(25 ppl)

Teams by Channel
(email, blog, social)

MoFu Teams by
Personas

Prod Mktg

2014
(70 ppl)

VP/Dir Content

VP/Dir Funnel

VP/Dir Product Mktg

VP/Dir Brand & Buzz

(detail on next slide)



Today's Marketing Organization

Attract

Content Team

Results / Metrics

- Website visitors
- New contacts generated

Activity

- Blog articles
- Ebooks & webinars
- Other content

Convert

Funnel Team

Results / Metrics

- Marketing pipeline
- Sales goal %

Activity

- Lead nurturing
- Lead scoring
- Sales alignment
- Optimization

Close

Product Marketing

Results / Metrics

- Sales test scores
- % sales selling various features

Activity

- Product content
- Add-Ons
- Sales enablement

Brand & Buzz

Results / Metrics

- PR wins
- Event #s and feedback
- Satisfaction of others

Activity

- PR & Events
- Creative: Videos, graphics, design



ORGANIZATION BY TEAM SIZE

Team = 1

Attract,
Convert +
Close

Team = 3

Attract

Convert

Close

OR

Attract = 2

Convert +
Close

Team = 9

Attract = 5

Blog = 2

Offers = 1

SEO/SM = 1

Design = 1

Convert = 2

Close = 2

Team = 18

Attract = 9

Blog = 3

Offers = 2

SEO/SM = 2

Design = 2

Convert = 6

By Persona,
Geo or Sales
Team

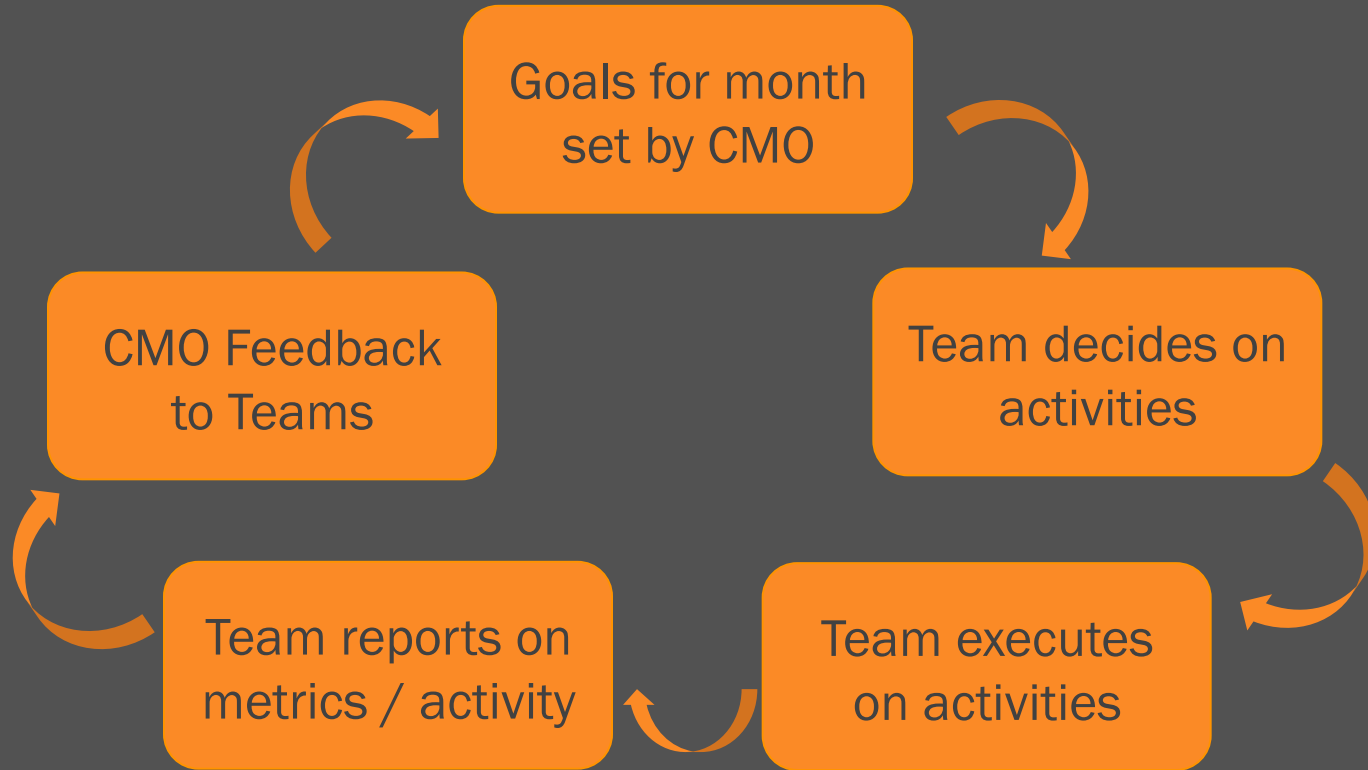
Close = 3

PM / SE Split,
or by Prod.

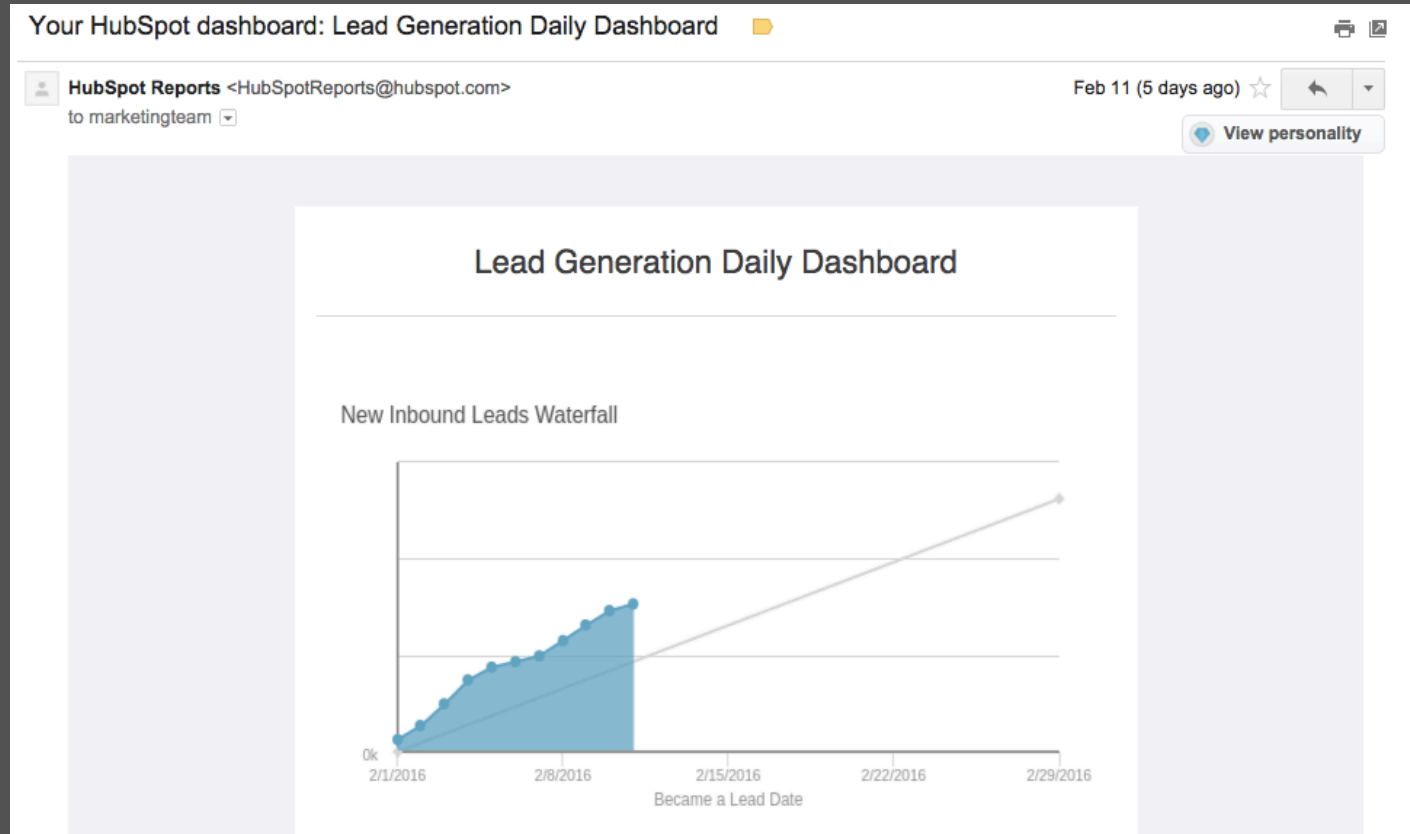


5 Management Philosophy

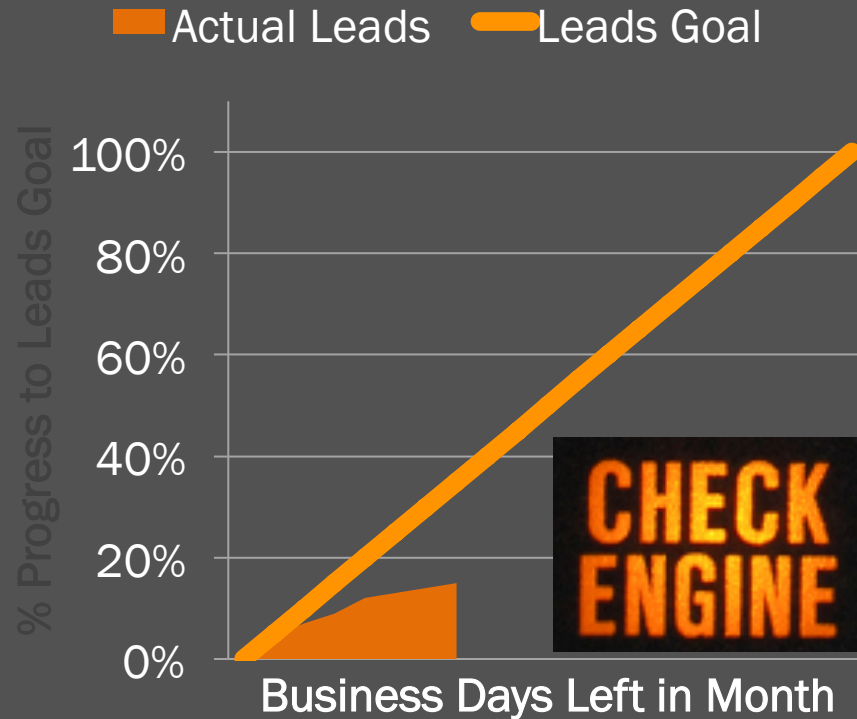
Monthly Planning Focused on Outcomes



Monthly Goals Tracked Daily



React to Alarms to Ensure Success



- Create new offers
- Publish more
- Promote more
- Increase paid ads



THANK YOU.

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QUESTIONS?

