



Monthly Gift.

Customized HubSpot Tool Recommendation

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Agenda

- 1 Content
- 2 Social
- 3 Contacts
- 4 Reports
- 5 Add-Ons: Ads Dashboard, Reporting Dashboard
- 6 Next Steps

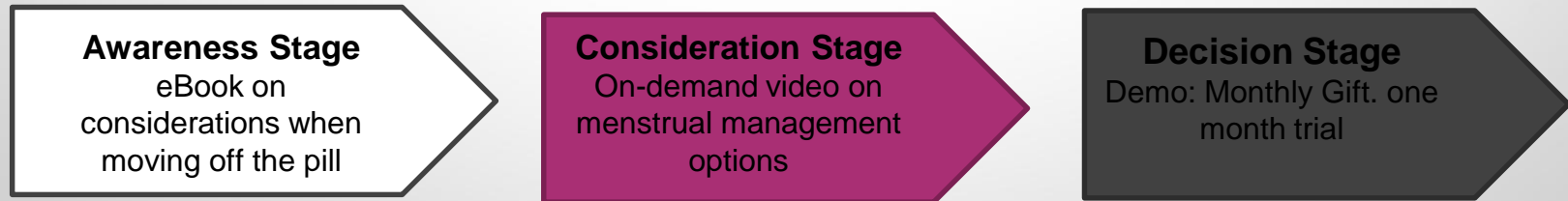
Content

Landing Pages

- Fully demonstrate mission of “empowering women through exceptional femme health solutions” by providing gated content that pays off this message and produces natural customer conversion paths.
- Work smart, not hard. Leverage existing content to create conversion paths at all stages of the buyer’s journey. Example below inspired by blog post from February 2nd.

The buyer’s journey in action

Create content that encourages transaction and/or moves beyond transaction



Content

Email

- Communicate via persona-specific marketing



Prospects/Leads

- Relevant offers, *see previous slide for example*



Customers/Evangelists

- Member-only exclusives
- Referral solicitation campaign

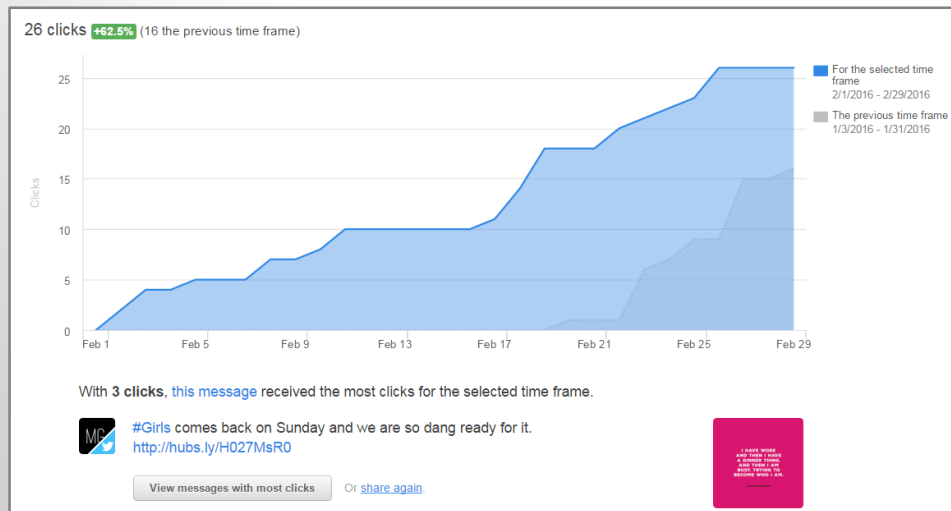


- Newsletter (cadence TBD)
- Co-marketing efforts
- Contests, events, etc.

Social

All Apps within the Social Tool

- Restore utilization of HubSpot for Twitter, start leveraging for Facebook



- Identify best performing content
- Leverage data to build content strategy
- Look for outliers and optimization opportunities

Show me tweets from: All of Twitter

That contain:

Notify me of matches via:
☐ Email
☐ Mobile push notifications
☐ Social inbox

Show advanced search options

Stream name:
BEM HS Example_3 28 16

Create stream Cancel

Rate of keyword mentions: About 23 tweets per day

Aditi @ADISGP
Chandni Singh [@chandnisingh](#) RT @_chandnisingh: low-cost sanitary napkins don't address myriad problems rural women face in [menstrual management](#) <http://goo.gl/9t8zP> @menstrupedia Tue at 6:59 AM

Chandni Singh [@chandnisingh](#)
low-cost sanitary napkins don't address myriad problems rural women face in [menstrual management](#) <http://goo.gl/9t8zP> @menstrupedia Tue at 6:54 AM

- Monitor campaign-specific streams
- Engage audience with relevant, campaign-specific content

Time	Message	Clicks	Interactions
Feb 19 4:45 PM	New research reveals you can get HPV from non-sexual scenarios. http://hubs.ly/H028BvS0 http://www.womenstheath.org/health/tip-without-having-sex	1	0
Feb 19 2:00 PM	#Girls comes back on Sunday and we are so dang ready for it. http://hubs.ly/H027MsR0 http://blog.menstrupedia.com/dang-in-kay-the-deb-quotes-from-hoo-girls * 1	3	1
Feb 19 11:00 AM	TGIF!	—	0
Feb 16 3:30 PM	Imagine if dudes needed their wives' permission to get a 'script for Viagra. That's what this lawmaker is proposing. http://hubs.ly/H027hdD0 https://news.vox.com/articles/2016-02-16-women-permission-to-get-viagra-under-new-century-act	2	0

- Review published content and related analytics, explore optimization opportunities

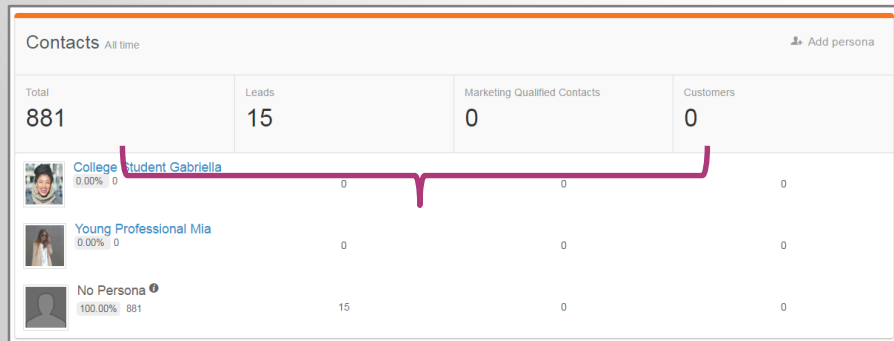
Contacts

The heart and soul of HubSpot

Use to evaluate the strength of your funnel

- How many net new leads do you need to generate each month?
- What behavior/actions separates a lead from a marketing qualified lead (MQL)?
- How many MQLs do you need to convert to customers to meet subscription goals?

Without complete data picture, unable to assess robustness of funnel.



Segment, target and position

- Create [targeted lists](#) based on behavior such as lifecycle stage and website visits
- Use these lists to activate a workflows that automatically communicate with leads and/or customers
- Ensure content is relevant and leverages positioning that pays off list criteria

	Name	Email	Lifecycle Stage	Company Name	Recent Conversion	Create Date
	sdsadsa@asdd.com	sdsadsa@asdd.com	Lead		- 1920x1161 [1920x975]...	12/10/2015 9:43 PM
	kjhgk@sdad.com	kjhgk@sdad.com	Lead		MONTHLY GIFT: Subscri...	12/10/2015 9:42 PM
	sdfdsdf@sdsdf.com	sdfdsdf@sdsdf.com	Lead		MONTHLY GIFT: Subscri...	12/10/2015 9:40 PM
	Olivia	olivia@monthlygift.com	Lead		MONTHLY GIFT: Subscri...	11/17/2015 5:27 PM
	Jskaaj	maryelizabeth@monthlyg...	Lead		MONTHLY GIFT: Subscri...	11/17/2015 5:27 PM
	mary beth Barone	marybeth.barone@gmail...	Lead		MONTHLY GIFT: Subscri...	11/17/2015 5:27 PM
	Carolyn Baccaro	carolyn31@gmail.com	Lead		MONTHLY GIFT: Subscri...	11/17/2015 5:21 PM

Reports

All Apps within the Reporting Tool

- Define measures of success for the business then evaluate, optimize and repeat

Important data points across book of clients

- Website traffic and conversion rates
 - HubSpot median visitor to contact conversion is 0.93%, top 25% of customers 3.1%
 - When all historical data is reviewed, Monthly Gift.'s visitor to contact conversion is 1.1%
 - HubSpot median contact to customer conversion is 7.1%, top 25% of customers 56%
- Content producing highest conversion rates
 - At this time, the blog is generating the most leads
- Keyword ranking and SEO opportunities
- Digital footprint compared to competitors

Add-Ons

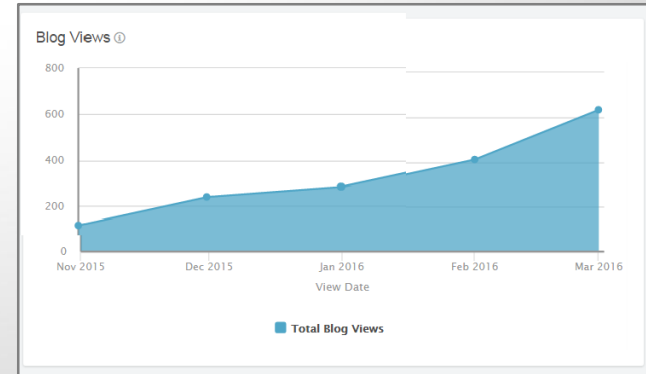
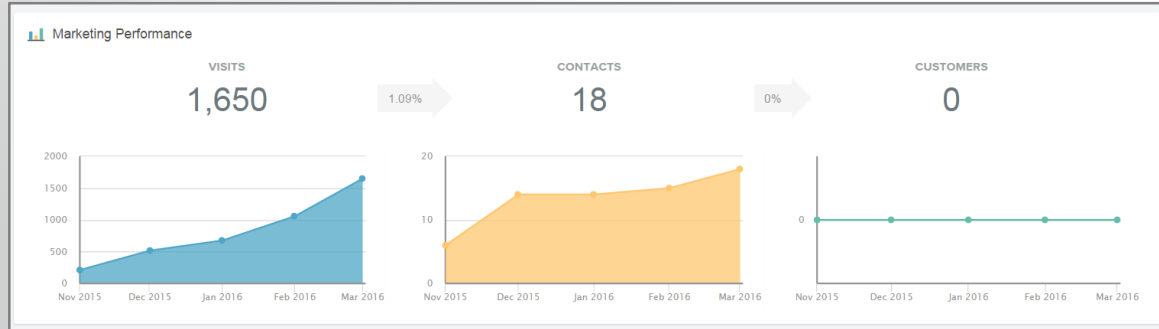
Enhance inbound efforts with ease and deeper metrics

Ads

- Connect Google AdWords
- Connect LinkedIn Connect – *assuming B2B is part of plan*
- Leverage in tandem with paid efforts

Reporting Dashboard

- Easily create customizable, visually impactful reports
- Consistent data capture needed for best results



Immediate Next Steps

Re-incorporate HubSpot tracking code on all Monthly Gift. website pages

Contacts

- Build complete conversion path that covers every stage of the buyer's journey
 - Pro tip: leverage existing content and build from last offer to first, it's a time saver!

Social

- Begin using consistently for Twitter, Facebook

Contacts

- Update contact database, including respective lifecycle stages

Reports

- Define measures of success and evaluate against current conversions

Next, Next Steps

- Book check-in call with Brooke, Customer Success Manager