HubSpot

Monthly Gift.

Customized HubSpot Tool Recommendation

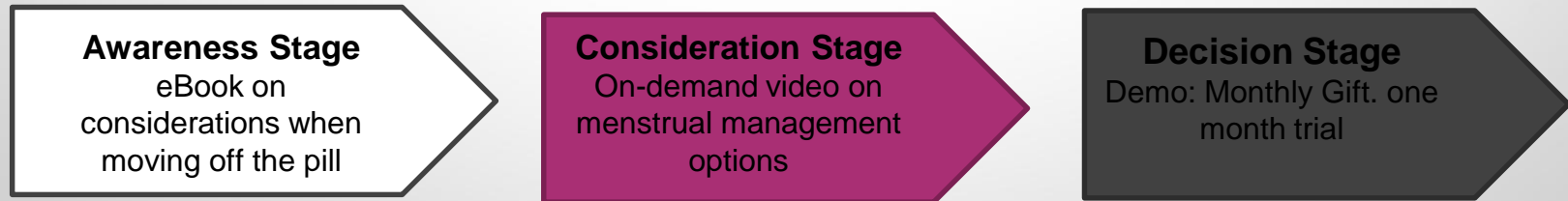Brooke McDowell, Customer Success Manager

Agenda

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

Awareness Stage	Consideration Stage	Decision Stage
eBook on considerations when moving off the pill	On-demand video on menstrual management options	Demo: Monthly Gift. one month trial

Content

Email

- Communicate via persona-specific marketing

Prospects/Leads

- Relevant offers, *see previous slide for example*

Customers/Evangelists

- Member-only exclusives
- Referral solicitation campaign

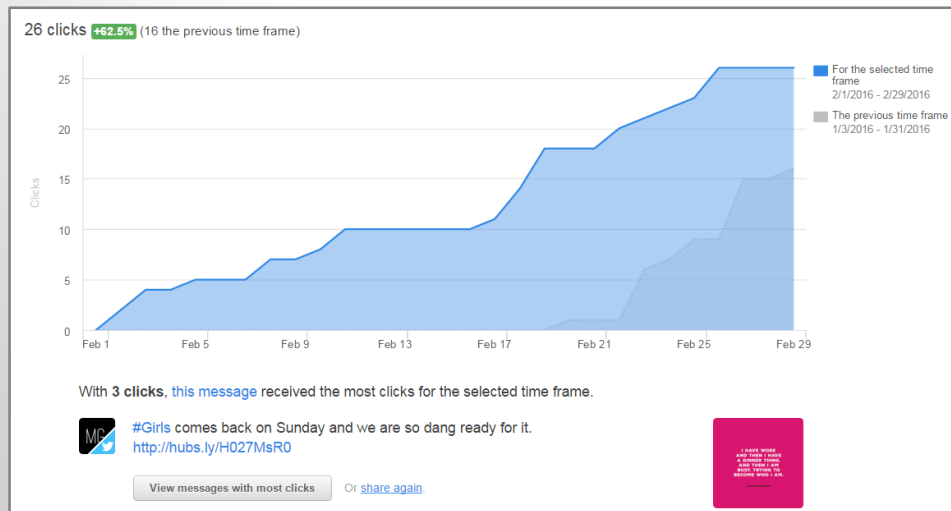**common communication elements**

- 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

26 clicks **+62.5%** (16 the previous time frame)

For the selected time frame
2/1/2016 - 2/29/2016

The previous time frame
1/3/2016 - 1/31/2016

With **3 clicks**, this message received the most clicks for the selected time frame.

#Girls comes back on Sunday and we are so dang ready for it.
http://hubs.ly/H027MsR0

View messages with most clicks   Or share again.

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

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

- 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.
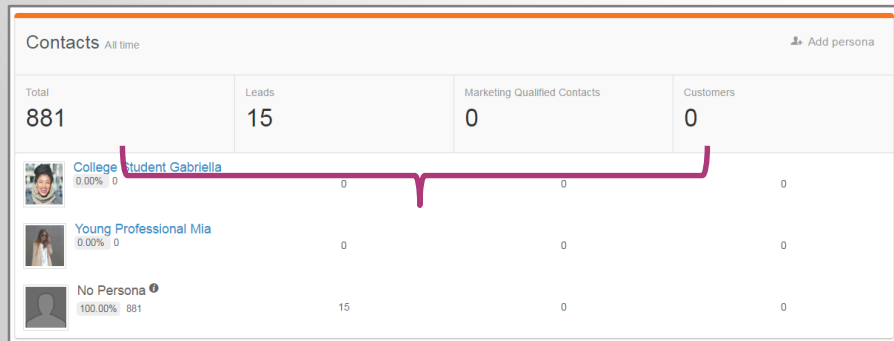
Segment, target and position
- Create targeted lists based on behavior such as lifecycle stage and website visits
- Use these lists to activate a workflows that automatically communicate with leads and/or customers
- Ensure content is relevant and leverages positioning that pays off list criteria

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
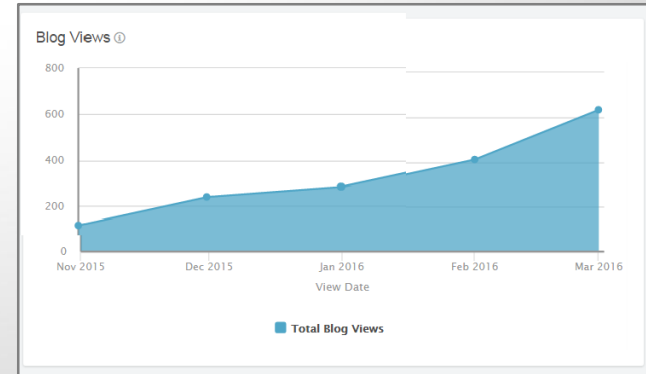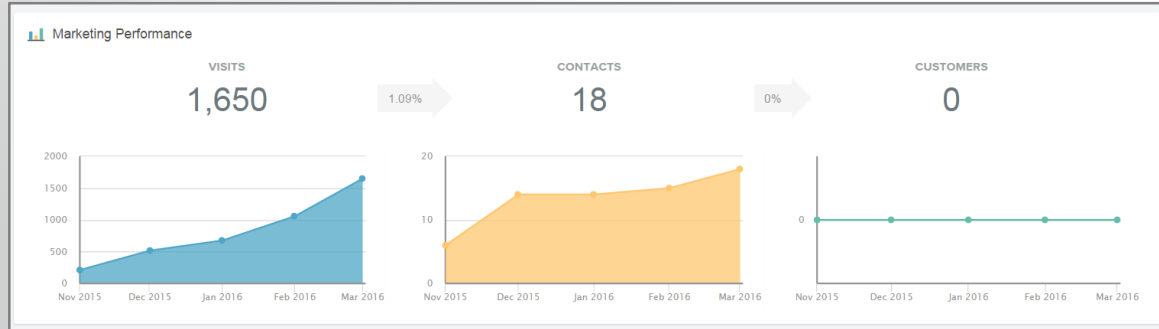- Digital footprint compared to competitors

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