



# MARKETING FACT



vs.

→ marketing  
*fantasy*



*fan•ta•sy*

—noun

*fan•ta•sy*

—noun

An idea with no basis in reality.

# FACT

*—noun*

A thing that is indisputably the case.

Unicorns  
live in a  
*fantasy*  
world.



**MARKETING EXECS  
CAN'T AFFORD TO.**

LET'S SEPARATE  
MARKETING  
**FACT**

LET'S SEPARATE  
MARKETING  
**FACT**

from  
marketing  
*fantasy.*

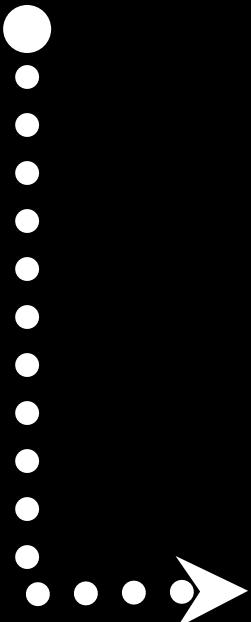
# marketing *fantasy*



B2B companies  
don't need to waste  
their time on

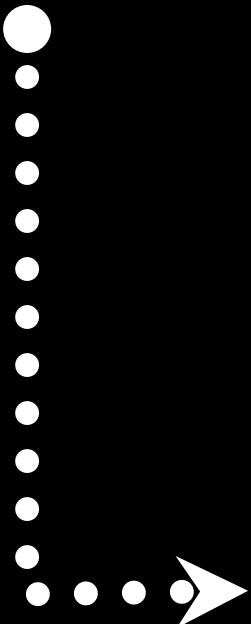


# MARKETING FACT

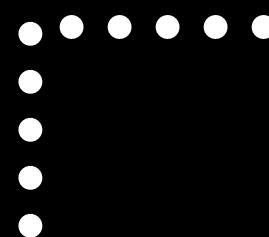


**39%**  
of B2B companies  
using **Twitter** have  
acquired new  
customers from it.

# MARKETING FACT



**39%**  
of B2B companies  
using **Twitter** have  
acquired new  
customers from it.



**41%**

of B2B companies  
using **Facebook**  
have acquired new  
customers from it.

# marketing *fantasy*

A white unicorn with a blue horn and mane, standing behind a rainbow banner.

You can rely on email to  
be the workhorse of your  
online marketing efforts.

# MARKETING FACT



# MARKETING FACT



Gmail Priority Inbox & other tools are pushing your automated emails to the **bottom of the inbox.**



Your email database **expires** at a rate of **25%** per year

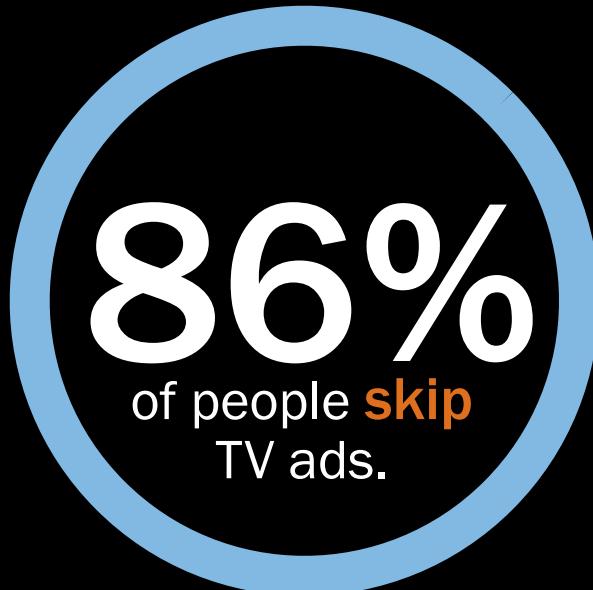
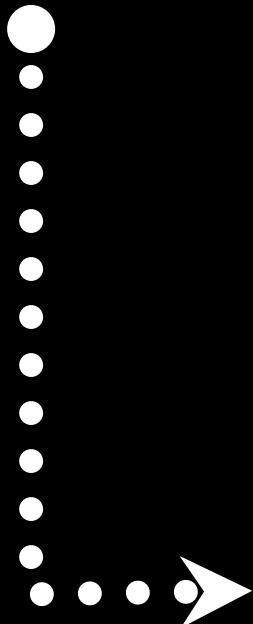


Television ads  
continue to be  
one of the most  
effective forms  
of advertising.

marketing  
*fantasy*

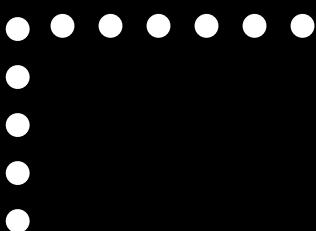
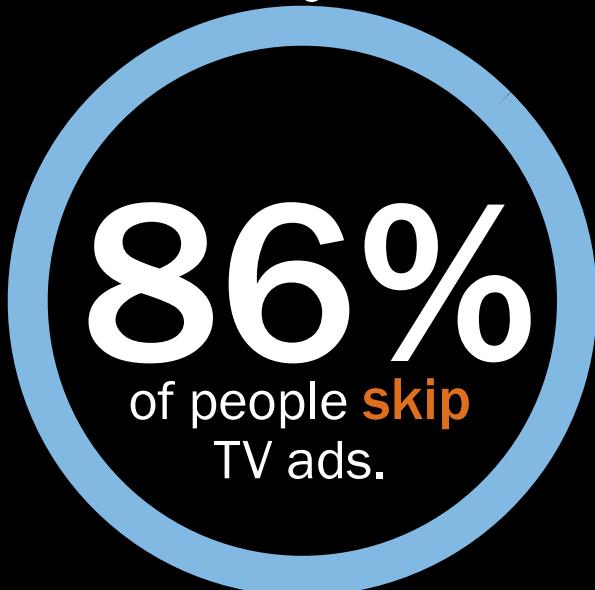
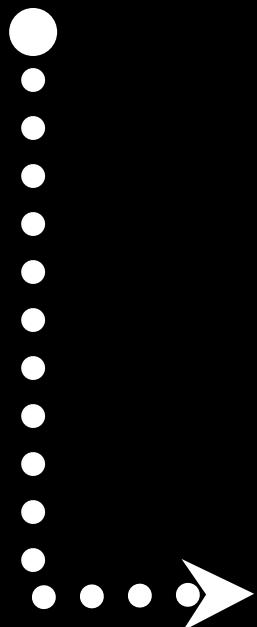


# MARKETING FACT



of people **skip**  
TV ads.

# MARKETING FACT



TiVo, DVRs, Hulu,  
YouTube, &  
thousands of cable  
& satellite networks  
have fragmented TV  
audiences.

A large orange circle containing a descriptive sentence. The text discusses various technologies and networks that contribute to fragmented television audiences.

A black ceramic-style pot is filled to the brim with shiny gold coins. The pot is positioned on a green surface, and a large, colorful rainbow gradient (orange, yellow, green, blue, purple) serves as the background, creating a festive and magical atmosphere.

# marketing *fantasy*

Most companies  
are increasing  
their investments  
in traditional,  
outbound  
marketing  
programs.

# MARKETING FACT



**54%**  
of companies  
**increased** their  
investments in  
social media &  
blogs in 2011.

# MARKETING FACT

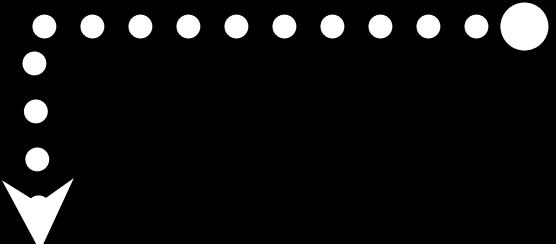
54%  
of companies  
**increased** their  
investments in  
social media &  
blogs in 2011.

Leads generated  
via inbound  
marketing tactics  
like blogging  
& social media cost  
**62%**  
less.

# marketing *fantasy*



People **like** to receive telemarketing calls.



# MARKETING FACT

200m

Americans are on  
the FTC's Do Not  
Call list.



# marketing *fantasy*

Tradeshows are a great,  
**cost-effective** way to  
generate a ton of new  
leads and customers.

# MARKETING FACT



Tradeshows are one of the **most costly** ways to generate leads & customers.



If you give your content away for free, prospects will never buy your full-fledged offering.

# MARKETING FACT



“Free trials” are an excellent way to demonstrate the value of your product & **increase conversion.**

# MARKETING FACT



“Free trials” are an excellent way to demonstrate the value of your product & **increase conversion.**



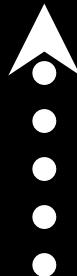
Sharing free, relevant content online helps search engines —& prospects— **find you.**

# marketing *fantasy*

Online advertising  
is **not effective**  
for local businesses.



**89%**  
of US internet users  
search online before they  
make a purchase, even  
when the purchase is  
made at a  
**local business.**



**MARKETING**  
**FACT**



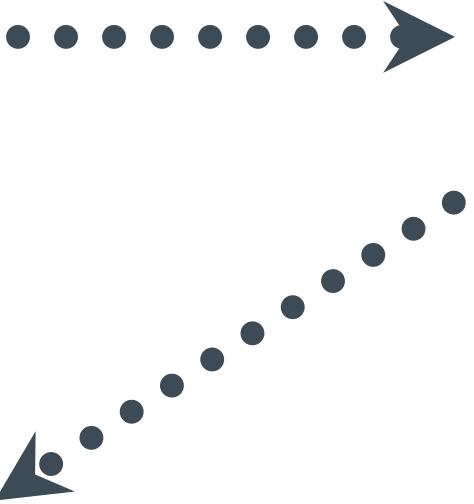
# marketing *fantasy*

Blogging is overrated  
& not particularly effective  
for marketing.

# MARKETING FACT.....



# MARKETING FACT



Companies  
that blog get

**55%**

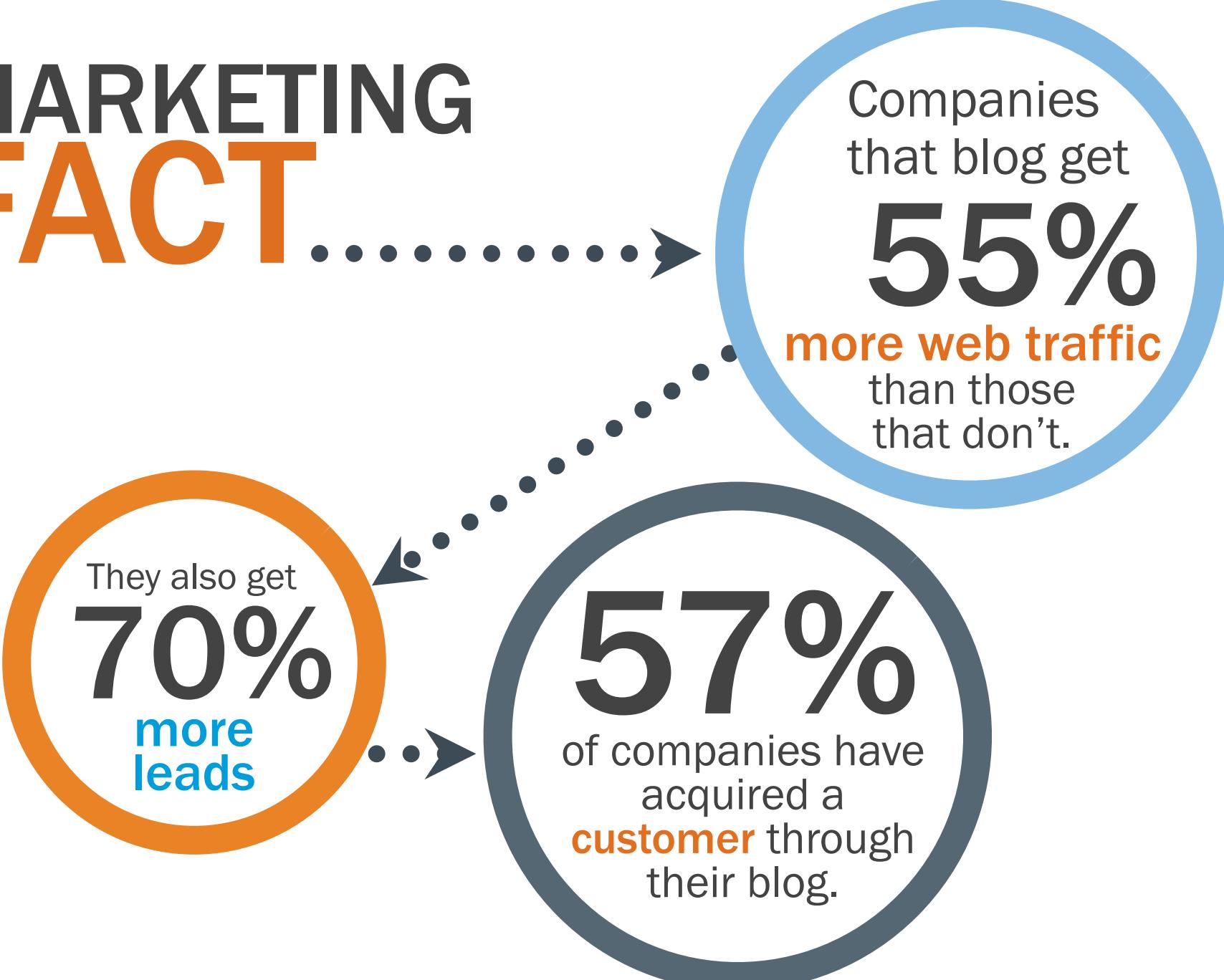
**more web traffic**  
than those  
that don't.

They also get

**70%**

**more  
leads**

# MARKETING FACT



Companies  
that blog get

**55%**

**more web traffic**  
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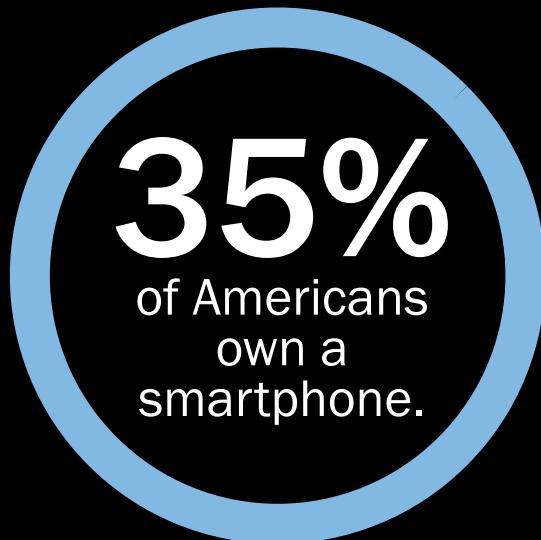
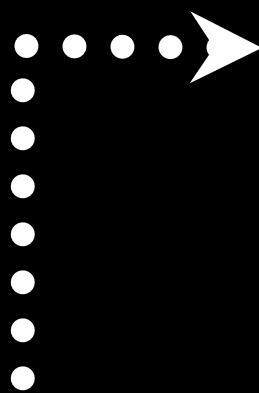
They also get  
**70%**  
**more leads**

**57%**  
of companies have  
acquired a  
**customer** through  
their blog.



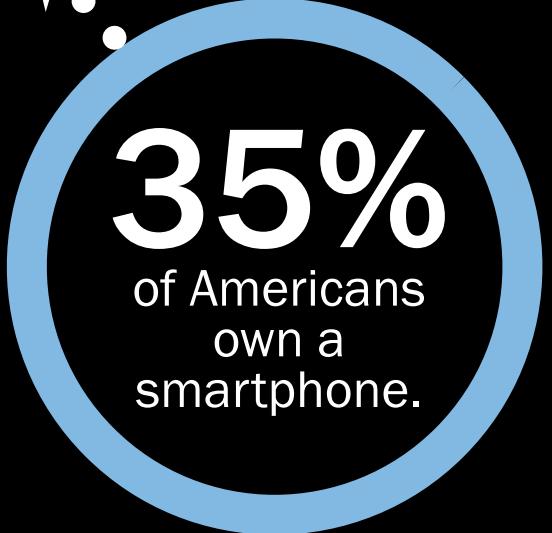
# marketing *fantasy*

Optimizing  
your website  
& email for  
mobile phones  
is not that  
important.



**MARKETING**  
**FACT**

By YE2011,  
that figure  
will rise to  
**50%**



**35%**  
of Americans  
own a  
smartphone.

# MARKETING **FACT**

By YE2011,  
that figure  
will rise to  
**50%**

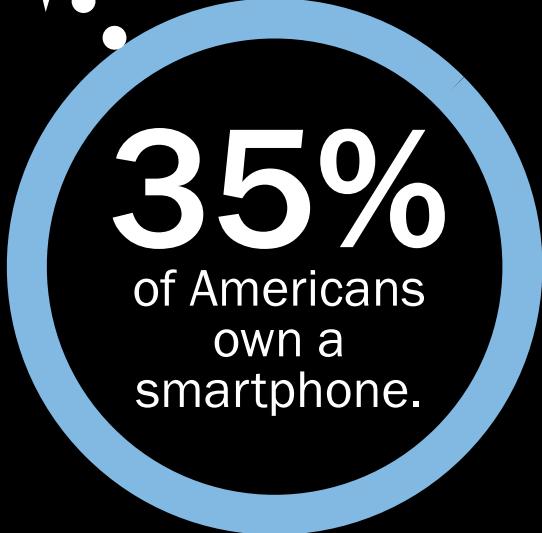
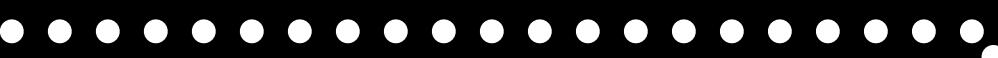
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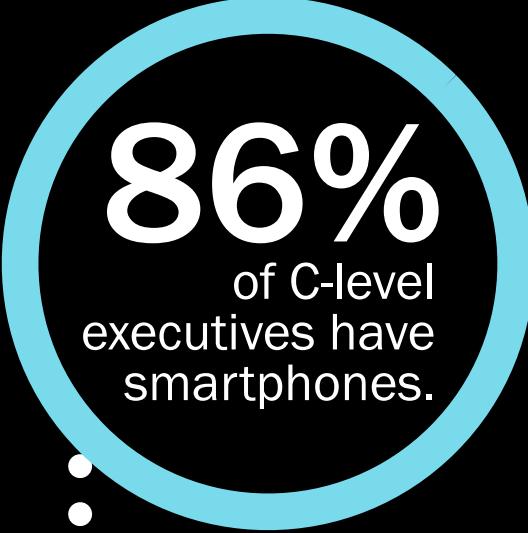
**86%**  
of C-level  
executives have  
smartphones.

# MARKETING FACT

By YE2011,  
that figure  
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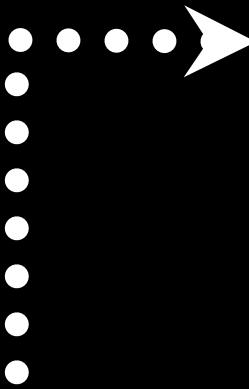


**35%**  
of Americans  
own a  
smartphone.



**86%**  
of C-level  
executives have  
smartphones.

# MARKETING FACT



The majority of  
them say it's their  
**primary**  
communication  
tool.



marketing  
*fantasy*

Optimizing for  
mobile devices  
isn't worth the  
effort.

# MARKETING FACT



**74%**

of smartphone users  
have made a  
**purchase** from their  
smartphone.

# MARKETING FACT



**78%**  
of business people  
use their mobile  
device to **check**  
**email.**



**74%**  
of smartphone users  
have made a  
**purchase** from their  
smartphone.

# MARKETING FACT

```
graph TD; A((40%  
of US smartphone  
owners compare  
prices on their mobile  
device while in-store,  
shopping for an item.)) --> C[MARKETING FACT]; B((78%  
of business people  
use their mobile  
device to  
check email.)) --> C; C --> D((74%  
of smartphone users  
have made a  
purchase from their  
smartphone.))
```

**40%**

of US smartphone owners compare prices on their mobile device **while in-store**, shopping for an item.

**78%**

of business people use their mobile device to **check email**.

**74%**

of smartphone users have made a **purchase** from their smartphone.

# marketing *fantasy*

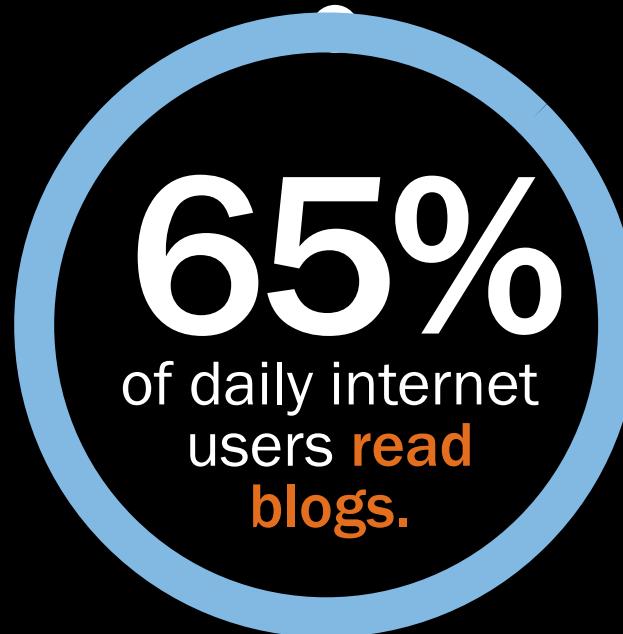
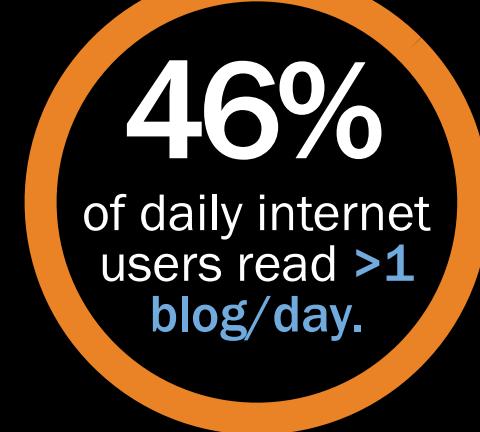
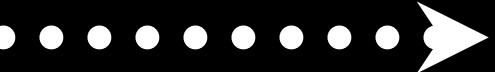
Nobody  
reads  
blogs.

# MARKETING FACT

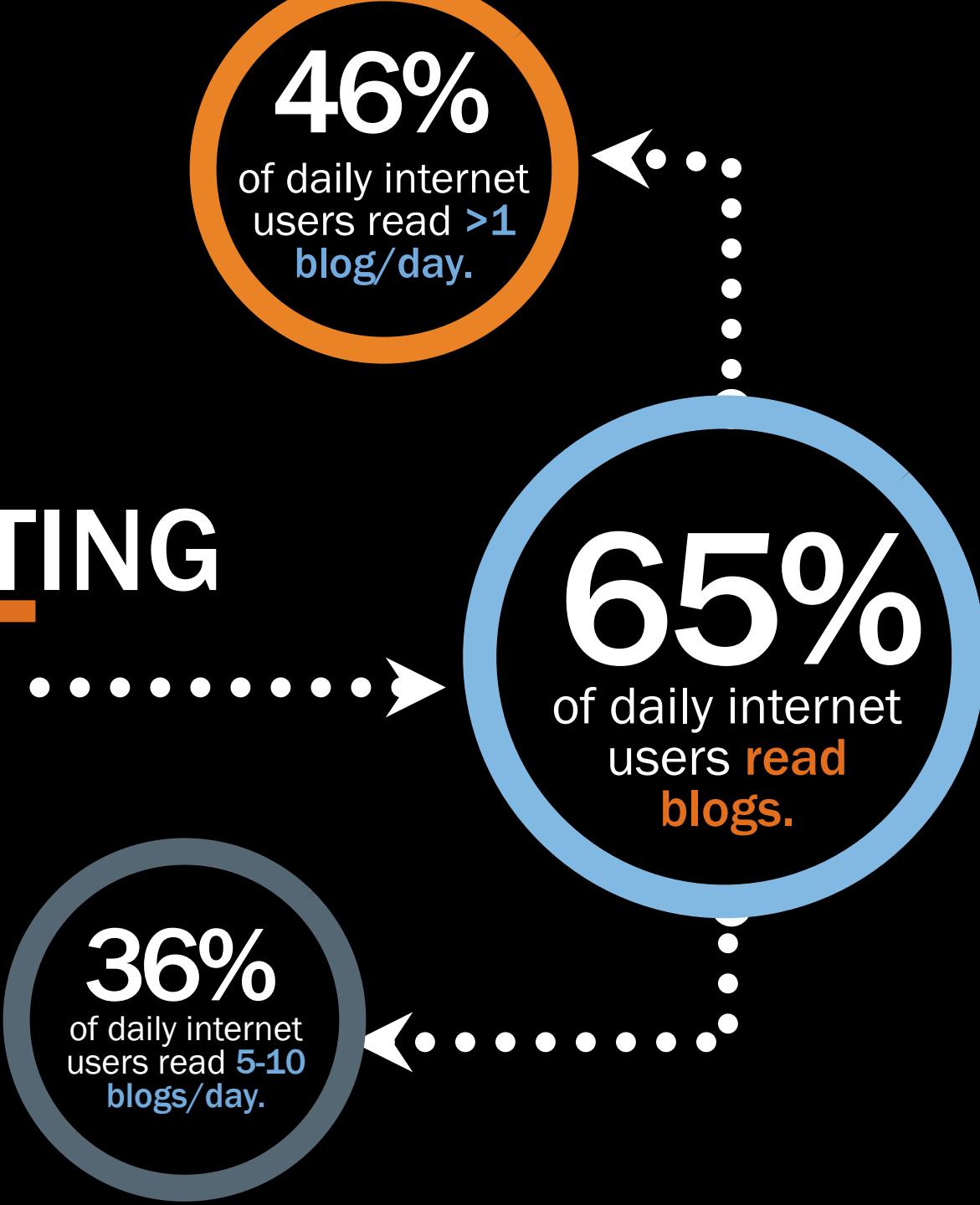


65%  
of daily internet  
users **read  
blogs.**

# MARKETING FACT



# MARKETING FACT



**46%**

of daily internet  
users read **>1**  
**blog/day.**

**65%**

of daily internet  
users **read**  
**blogs.**

**36%**

of daily internet  
users read **5-10**  
**blogs/day.**

# marketing *fantasy*

Blogging has no impact on  
a company's Twitter reach.



# marketing *fantasy*

Email is still one of  
the most effective  
ways of communicating  
with prospects.



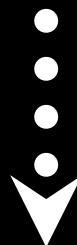


Blogging can  
increase your  
Twitter reach by  
**75%**

.....

**MARKETING FACT**

# MARKETING FACT

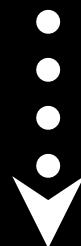


Email usage  
is **declining**  
by as much as

**59%**

across all  
age groups

# MARKETING FACT



Email usage  
is **declining**  
by as much as

**59%**

across all  
age groups



US internet  
users spend

**3X more**

minutes on blogs  
& social networks  
than on email

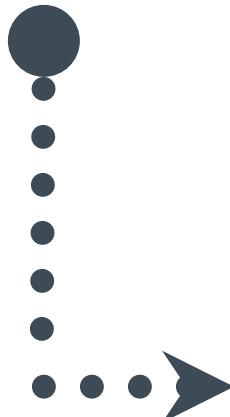
# marketing *fantasy*

Blogging **occasionally** has the same impact on traffic & lead-gen as blogging **constantly**.





# MARKETING FACT



Businesses  
who **blog** at least  
twenty times per  
month generate

**5X more**  
**traffic**

than those who only  
blog a few times per  
month.



# MARKETING FACT



Businesses who blog at least twenty times per month generate

**5X more traffic**



They also generate

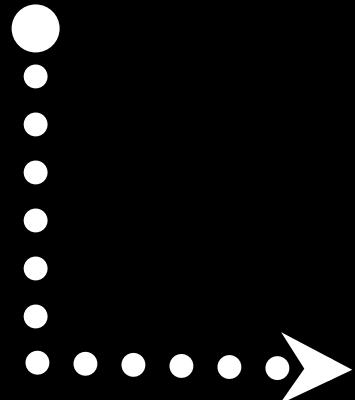
**4X more leads**



Blogs are nice,  
but hardly a  
**must-have** for  
businesses.

marketing *fantasy*

# MARKETING FACT



2/3

of marketers say their  
company blog is  
**“critical”** or  
**“important”** to their  
business.

# marketing *fantasy*

Facebook may be great for building buzz, but it has yet to prove itself as an effective channel for generating sales.



# 41%

of B2B companies  
using Facebook have  
acquired a customer  
from it.

MARKETING  
**FACT**

# MARKETING FACT

**41%**

of B2B companies  
using Facebook have  
acquired a customer  
from it.



**62%**

of B2C companies  
using Facebook have  
acquired a customer  
from it.



# MARKETING FACT

**41%**

of B2B companies using Facebook have acquired a customer from it.



**62%**

of B2C companies using Facebook have acquired a customer from it.

**51%**

of Facebook fans are more likely to buy the brands they 'like.'



marketing  
*fantasy*

Social networks are only for youngsters.

# MARKETING FACT...



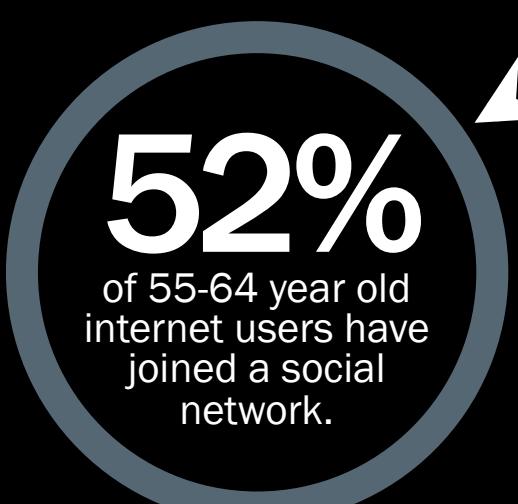
**40%**  
of Facebook's  
active users are  
over the age of  
35.

# MARKETING FACT...



40%

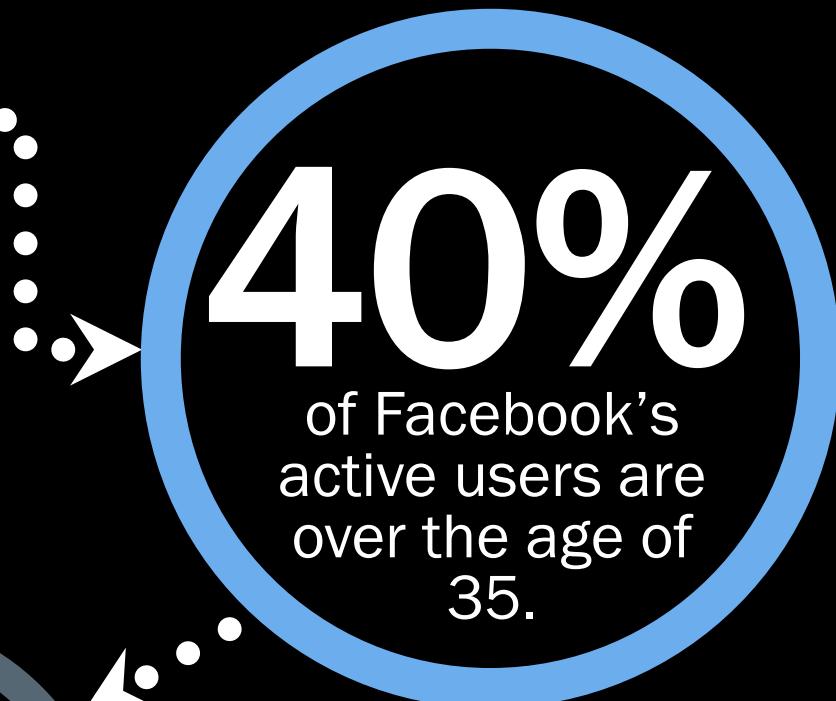
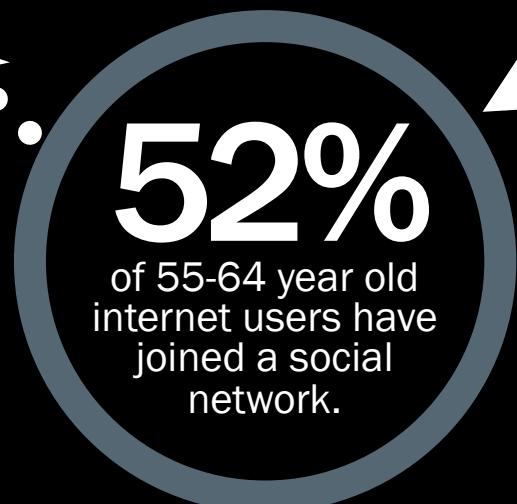
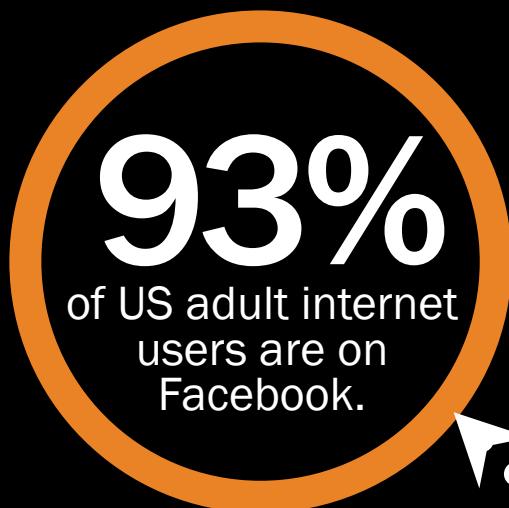
of Facebook's  
active users are  
over the age of  
35.



52%

of 55-64 year old  
internet users have  
joined a social  
network.

# MARKETING FACT...



# marketing *fantasy*



Websites  
with numerous  
landing pages  
confuse  
people.

Businesses with  
31 to 40 landing  
pages get

**7X more  
leads**

than those with only  
1 to 5 landing  
Pages

# MARKETING **FACT**

# MARKETING FACT

Businesses with  
31 to 40 landing  
pages get

**7X more  
leads**

than those with only  
1 to 5 landing  
Pages

Businesses with  
>40 landing  
pages get

**12X  
more leads**

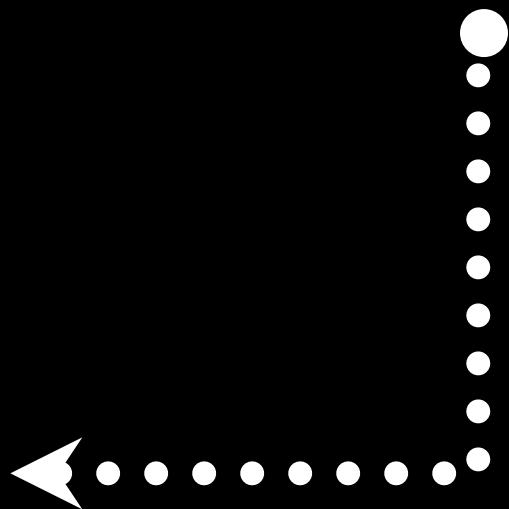
# marketing *fantasy*

A whimsical night scene on a dark blue background. A white unicorn with a purple mane and tail is on the left, looking towards the right. A crescent moon is in the upper left. Butterflies in shades of blue, green, and yellow are scattered throughout. A vibrant rainbow arches from the bottom center towards the right. Star-like sparkles are scattered across the background.

Web traffic is the most  
important measure of online  
marketing success.

# MARKETING FACT

Traffic is nice, but if those visitors are leaving immediately, who cares?  
**Conversion matters.**



# marketing *fantasy*

A whimsical background illustration. In the upper left, a yellow sun with blue rays is positioned next to the title. To the right, a vibrant rainbow arches across the sky, ending in a green leafy plant that resembles a beanstalk. A white unicorn with a purple mane and tail stands in the lower left, looking towards the plant. The sky is light blue with white clouds.

Lead-nurturing email campaigns should be automated based on each lead's activity on your company website.

# MARKETING FACT



Sending automated emails to leads without a complete understanding of their experience with your company across channels, including mobile and social media, **is more like SPAM than lead-nurturing.**

# MARKETING FACT



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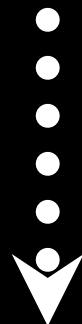


marketing  
*fantasy*



Marketing automation  
software is all you need  
to generate boatloads  
of quality sales leads.

# MARKETING FACT



Marketing automation can help streamline the process of communicating with & nurturing leads—but **it doesn't do jack squat to help generate them.**

# marketing *fantasy*



Inbound Marketing focuses exclusively on top of the funnel objectives like attracting prospects & leads.

# MARKETING FACT.....

Inbound Marketing does help attract prospects & leads—but it also helps **convert** those leads into paying customers by providing them with a **relevant, customized** experience designed to **benefit** them, not interrupt them.



# marketing *fantasy*



All marketing software is created equal. Every brand claims to increase traffic, leads, & revenue, but none back those claims with real data.

# MARKETING FACT



HubSpot's  
all-in-one Inbound  
Marketing software  
has generated over

**6.5**  
**million**  
leads

# MARKETING FACT



HubSpot's all-in-one Inbound Marketing software has generated over

**6.5 million**  
leads

and

**864 million**

page views  
for 5000+  
customers

# MARKETING FACT



HubSpot's all-in-one Inbound Marketing software has generated over

**6.5 million**  
leads

and  
**864 million**

page views  
For 5000+ customers

HubSpot customers average  
**4X**  
more traffic

# MARKETING FACT

HubSpot's all-in-one Inbound Marketing software has generated over **6.5 million** leads

and **864 million**  
page views  
For 5000+ customers

and **25X**  
more leads

HubSpot customers average **4X**  
more traffic



# marketing *fantasy*

Social media may be helping big brands with big bucks extend their reach & influence online, but it doesn't do squat for small businesses.

# MARKETING FACT



57%

of small businesses  
say social media  
is **beneficial** to  
their business.

# marketing *fantasy*



Twitter is an annoying, pointless waste of time, with no real business value.

# MARKETING FACT



# MARKETING FACT

Companies that  
use Twitter average

**2X**  
**more leads**

than those  
that don't.

Companies with  
1000+ Twitter  
followers get

**6X**  
**more traffic**

# MARKETING FACT

Companies that use Twitter average

**2X**  
**more leads**

than those that don't.

Companies with 1000+ Twitter followers get

**6X**  
**more traffic**

**42%**

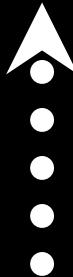
of companies that use Twitter for marketing have **acquired a customer** through it

# marketing *fantasy*



Saying “please retweet”  
in a tweet only annoys people.

Actually, saying "Please  
Retweet" in a tweet leads to  
**more tweets.**



**MARKETING**  
**FACT**



There is no single “all-in-one” marketing software product that meets the needs of today’s business.

# MARKETING FACT



HubSpot's all-in-one inbound marketing software includes:

- **Multi-channel analytics** to measure true ROI
- **A/B testing & landing page tools** to increase conversion
- **Blogging, SEO & social media tools** to help you get found online
- **Behavior-driven communications** to nurture leads

# MARKETING FACT



More than  
**5,000**  
companies use HubSpot  
to **make marketing**  
that people  
**LOVE**

“

3 years ago our company spent roughly **\$200k in advertising** to achieve about \$4 million in sales.



•  
•  
•  
•

Marcus Sheridan  
Owner, River Pools & Spas  
HubSpot Customer

“

3 years ago our company spent roughly **\$200k in advertising** to achieve about \$4 million in sales.

This year, we will spend about **\$18k** in order to achieve roughly **\$5 million in sales.**”



⋮  
⋮  
⋮

Marcus Sheridan  
Owner, River Pools & Spas  
HubSpot Customer

“HubSpot  
changed my life.

It **saved my  
business.**”

Read Marcus' story:



<http://bit.ly/q6kFgB>



Marcus Sheridan  
Owner, River Pools & Spas  
HubSpot Customer

**Don't let  
unicorns  
fool you.**



..... STICK WITH THE .....  
**FACTS.**





Try HubSpot FREE  
for 30 days.

[HubSpot.com/FreeTrial](http://HubSpot.com/FreeTrial)