

THE HANDY TOOL KIT FOR

LAUNCHING & MEASURING A REMARKABLE CAMPAIGN



A publication of
HubSpot

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- ✓ **Get Found:** Help prospects find you online
- ✓ **Convert:** Nurture your leads and drive conversions
- ✓ **Analyze:** Measure and improve your marketing
- ✓ **Plus** more apps and integrations

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EMAIL &
AUTOMATION



LEAD
MANAGEMENT



SEARCH
OPTIMIZATION



MARKETING
ANALYTICS



AN INTRODUCTION



In the words of [Joseph Jaffe](#), “Marketing is not a campaign, it’s a commitment.”

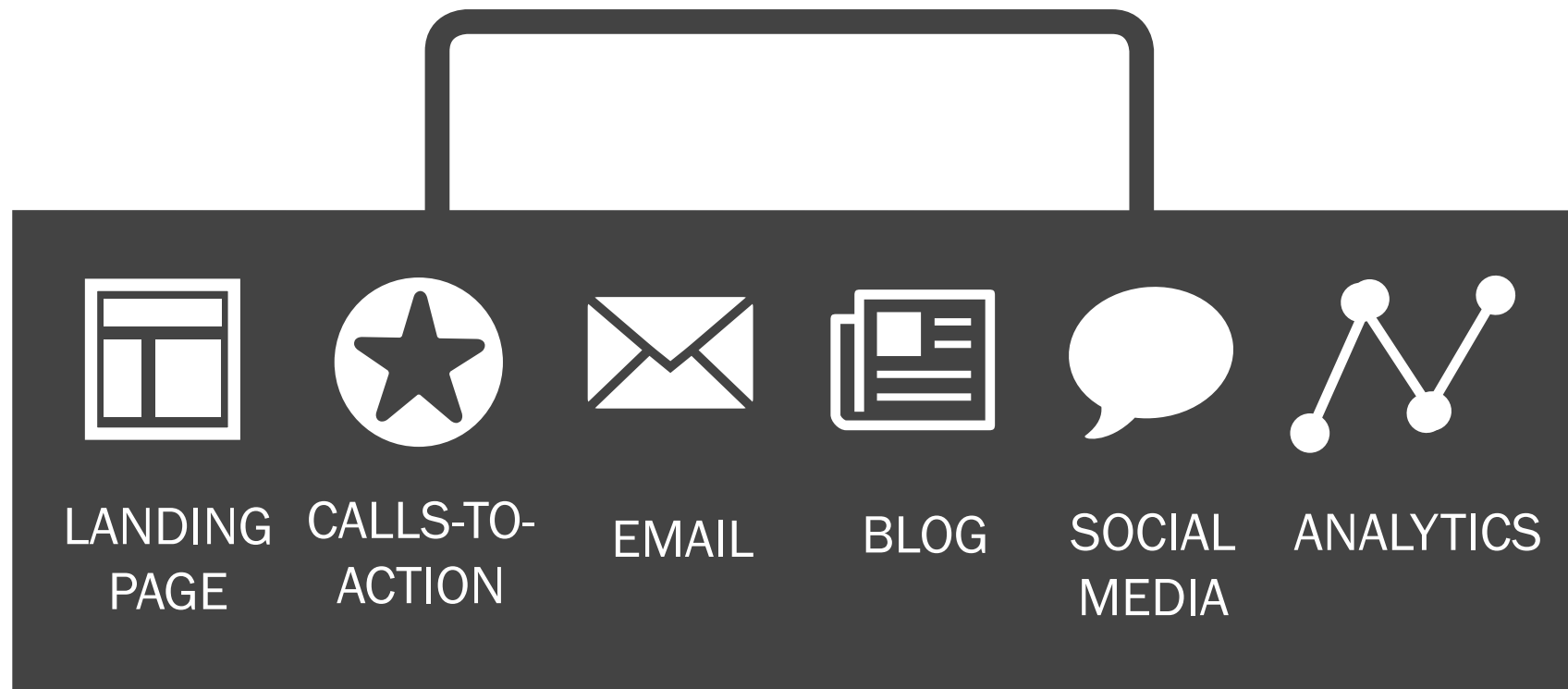
When you launch a campaign, you are committing to a certain message. Whether that message is the promise of an educational piece of content, an idea-provoking conference, or an irresistible new deal, the message is there. And if the people who decide to follow your campaign are not given what they are promised, you have broken their commitment.

But how do you stay true to that commitment?

Having the right tools in your marketing tool kit is the first step. Without the right tools, you can’t even begin to launch a campaign. This guide will dive into which marketing tools should be in your handy marketing tool kit. From there, it’ll be up to you to ensure every campaign includes these tools. Whether you do so by printing the tool kit image on the next page and pinning it to your desk, or by carrying this tool kit around in your mind, this guide will help you along the way.



Your Handy Campaign Tool Kit Contains:





TOOL 1: LANDING PAGES

Why Should Landing Pages Be In Your Tool Kit?

Companies that increase their landing pages from 10 to 15 see a 55% increase in leads. While that leap from 10 to 15 may seem small, think about *why* an increase in landing pages leads to an increase in leads.

The answer should seem quite natural. **According to MarketingSherpa, 44% of clicks for B2B companies are directed to the business' homepage.** While this stat and the one above are not directly correlated, you can see the inherent issue.

People who click on any marketing message you send (discussed later) should be directed to a customized landing page for that message. In other words, your landing page should be customized for the needs of every campaign you launch.

If you're announcing an upcoming event, your landing page should only be highlighting details of the event. If you're launching a new ebook, your landing page should only be summarizing the content readers will find. If you're sharing a new deal, your landing page should only detail what the value of the deal is. Sending users to your homepage will significantly increase drop-off rates because they have no idea where to go once they arrive. A landing page solves that problem.



Integrating Landing Pages Into Your Campaign Strategy

Every campaign you plan, whether it's an event launch, ebook release, or product update, should come paired with a customized landing page. This page should highlight exactly what viewers need to know about the campaign at hand, and provide links such as calls-to-actions, social share buttons, and the like, to move people further along the campaign – each of these components will be discussed in greater detail.

According to [MarketingSherpa](#), **48% of landing pages contain multiple offers**. While there isn't a rule against having a single offer attached to a single landing page, you should only have one campaign attached to a single landing page.

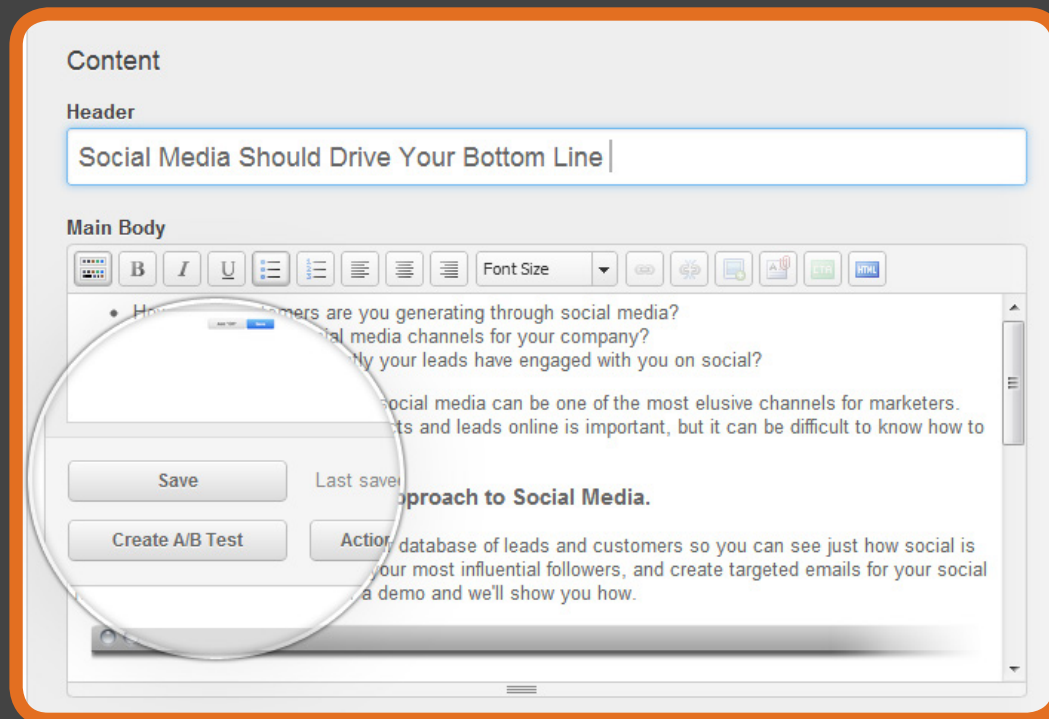
For example, if you're launching a conference, perhaps you want to send an offer to last year's attendees with a limited time special price. The offer on the landing page you send them to should only focus on that early bird pricing, and nothing else. However, if you're launching a larger themed campaign, you could include multiple offers. At HubSpot, we launched our [Make Love Not Spam campaign](#) on February 14, and while that was the central theme, we included various related offers on that campaign's landing page.



Build & Launch Custom Landing Pages for Every Campaign

HubSpot's landing pages aren't just easy, they integrate with every marketing channel in your arsenal, making them your campaign's central command station. By making your landing page the hub of your campaign launch, you have a dedicated page for all the information someone needs to know about your campaign.

Don't wait on a third-party web developer or IT department to build your microsite, build endless landing pages in minutes yourself with HubSpot's pre-built templates.



Want to build custom landing pages for your next campaign? Talk to a sales rep to learn how HubSpot can make that easy for you.



TOOL 2: CALLS- TO-ACTION

Why Should Calls-to-Action Be In Your Tool Kit?

Once you have your landing pages built, you can further promote your campaigns, drive sales, and capture visitor information. For such a proportionally small part of the total page real estate, the call-to-action (CTA) plays a critical role in converting site visitors to leads. CTAs are the triggers that allow your customer to convert. By clicking through a CTA, your prospect is pulled further down your funnel – prospect to lead, and lead to customer.

To influence such conversions, add CTA buttons to all your campaigns. A CTA is the button a website visitor “clicks” on, which funnels them through the next step on your overall site conversion path. These CTAs can come in the form of linked text or images.

As hinted at, CTAs can help conversions on every stage of the funnel. For example, a CTA on a product landing page can bring people to your company shopping cart, while a CTA in an email can bring your subscribers to a new landing page to collect more detailed information. In this sense, CTAs are an essential part of your tool kit – they are the driving force behind moving people along in your campaign.



Integrating CTAs Into Your Campaign Strategy

Your marketing campaign is essentially a puzzle without CTA inclusion.

Imagine a connect the dots game or assignment from elementary school: In order to create the full picture, you had to ensure you were connecting the right dots by going from dot 1, to dot 2, to dot 3, and following the numbers until your image was complete. Your campaign works the same way -- without a proper call-to-action moving people along, and directing them from point A to point B, they would be left with an incomplete campaign, an incomplete picture.

Because of their vital importance, marketers pay a lot of attention to their CTA buttons. You want your CTAs to stand out on the page, communicate a clear value, and compel your visitor to click on them. As a general rule of thumb, CTAs should run between 90 and 150 Characters and include explanatory subjects and verbs.

Whole Foods exemplifies clear use of strong calls-to-actions. On their website homepage, they are continuously trying to ensure that every person who visits their website is associated with its closest location. Naturally, they have strong CTAs for this campaign that show stores near you and read “Make This My Store.”



Snap Shot of the Whole Foods Local Stores Campaign

GO LOCAL
SELECT YOUR STORE TO THE RIGHT.

Don't see your store?
[CHANGE STORE](#)

[SET YOUR PREFERENCES](#)
[Sign In or Create an Account](#)

Charles River Plaza
181 Cambridge St
Boston Massachusetts 02114
United States

Phone: 617.723.0004
Hours: 8am to 10pm seven days a week

[MAKE THIS MY STORE](#)

Symphony
15 Westland Ave
Boston Massachusetts 02115
United States

Phone: 617.375.1010
Hours: 8am to 10pm seven days a week. Follow us on Twitter or check Facebook or back here for changes to our schedules.

[MAKE THIS MY STORE](#)

Use Calls-to-Action to Move People Along Your Campaign

With all the importance placed on a simple link or button, CTA creation and tracking can get overwhelming. HubSpot allows you to upload your customized designs into its CTA tool, or start a button from scratch. These CTA buttons will allow you to connect-the-dots on your campaign, and get people to act on your campaign message.

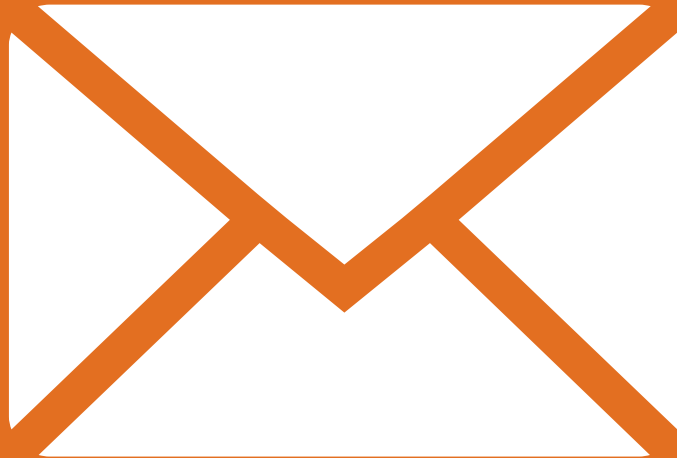
You can then use HubSpot to start collecting metrics on performance right away. Our CTA tools lets you build and upload endless CTAs, and then embed them on your website -- all while HubSpot collects data on views, clicks, and more, so you can track results in real time.

27 PRE-DESIGNED
CALLS-TO-ACTION
FOR YOUR CUSTOMIZATION



No designer or design
software required!

Want to quickly create CTAs for
your next campaign? Download
our free PowerPoint template,
complete with 27 customizable
CTAs for you to use.



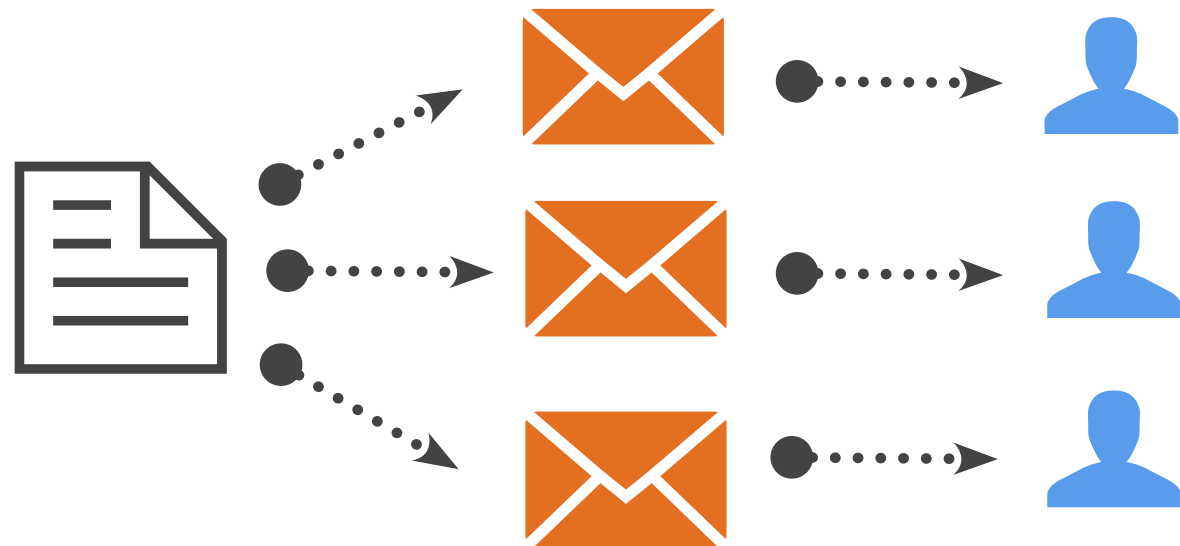
TOOL 3: EMAIL

Why Should Email Be In Your Tool Kit?

Despite progressions in marketing channels, such as the introduction of social media, blogs, and the like, email has remained at the core. The focus now is how you use email marketing, not if you should.

Email marketing allows you to, over time, create a true database of contacts. All the people who follow through on your calls-to-actions, and all the people who fill out the forms on your landing pages, will be added to your contacts database. You can then target these contacts for appropriate email communication.

Thus, rather than sending your entire contacts list one email, you should be sending the right targeted message, to the right person, through the right targeted email.



Integrating Email Into Your Campaign Strategy

Let's refer back to our conference example. If you want to launch registration for a conference, rather than emailing everyone in your database, you should be reaching out to last year's attendees and invite them to attend once more. By including social share buttons in the email, these initial fans will begin sharing the announcement of your event and help you bring in new attendees.

After a few weeks, you can then send another email, this time targeted to another list of people. For example, if you secured an industry expert on managing a startup, try emailing a segment of your list who work at a startup. They'll see a clear connection between their job, and the speaker attending.

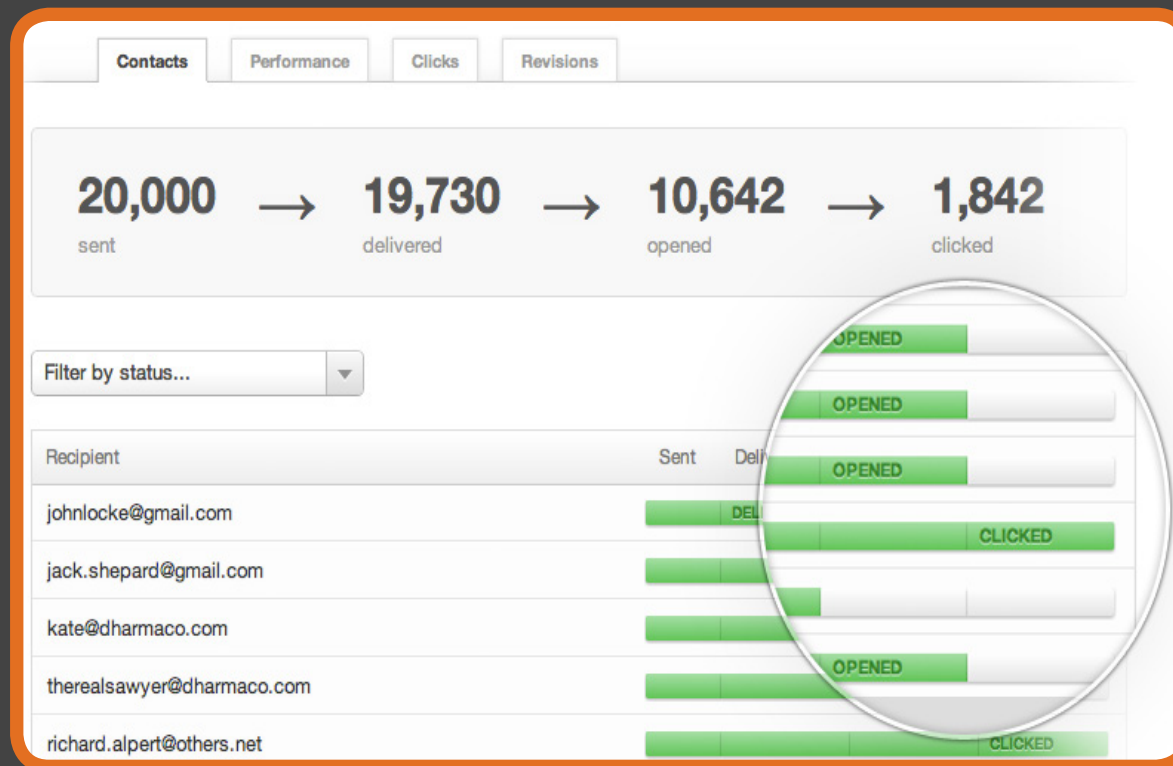
In this manner, email marketing serves a great role in helping you target your messages. No other marketing tool currently exists that allows you to slice and dice your marketing contacts into as many lists as your hearts desire. The more you target your messaging to specific audiences based on that audience's needs, the better results you'll see.



Send the Right Emails to the Right People

To properly communicate your campaign with your contacts database, you need to ensure you're personalizing the emails. You want to send the right message, to the right people, at the right time.

HubSpot's email marketing and nurturing tools can help accomplish this. You can easily build emails, and specify who receives them. The email tool will automatically collect information on who opened the email, and who clicked on your calls-to-action in them. That will allow you to further target people by contacting those who clicked on a link in a specific email!



Need to see it to believe it? [Click here to request a custom demo of our email and nurturing tools.](#)



TOOL 4: BLOGGING

Why Should Blogging Be In Your Tool Kit?

Let's face it – customers are making much more educated buying decisions courtesy of all the information and reviews available online. In a [study conducted by Group M Search together with comScore](#), **86% of respondents indicated search engines are very important in their path to purchase**. A whopping 58% of respondents indicated they start the buying process by searching Google or another search engine! The takeaway here? When your potential customers go searching for the products or services you sell, you want to be the first listing in the search results.

When it comes to getting found online and generating traffic to your website, nothing – other than paid advertising – works better than publishing a steady stream of blog posts that are jam-packed with information that entertains, educates, or helps your customers make smarter buying decisions. You could sprinkle pay-per-click or banner ads all over the internet in exchange for an influx of visits or eyeballs on your latest and greatest campaign, but as soon as you stop forking over money to the ad network, your traffic stops.

Not only does the use of a blogging platform provide long-term value, it can also help you reach your immediate campaign goal by giving you an outlet to create and share a self-hosted anthology of campaign-related stories. If deemed valuable by your audience, your posts may even get shared on social media channels and referenced or discovered in days, months, and maybe even years to come.



Integrating Blogging Into Your Campaign Strategy

There are countless ways to execute a marketing campaign, and we marketers have many tools at our disposal to do so. Whether you decide to make a splash with a prime time TV spot or an email blast or both, blogging can still complement all the other employed marketing tactics by filling in any blanks you can't fit into other static web pages, ads, status updates, tweets or videos.

And unlike a Facebook page or Pinterest account, a company blog is a platform you entirely own and control. Instead of crafting social media-specific content, use your superb blog posts to inspire the updates you share to social media channels, and include a link back to the full post for more information. Once your readers get there, let the value of the information you've provided be the gift you give in order to get your readers to take a desired action custom calls-to-action.



Publish Optimized Blog Posts To Support Campaigns

There are many blogging platforms out there, but few that make blogging as easy as HubSpot. For example, even though search engine optimization is an integral part of getting your blog posts indexed, discovered, read, and hopefully shared, you don't have to be an SEO expert to publish great blog posts. With the HubSpot CMS, you can write and publish SEO-optimized blog posts with ease because the platform gives you optimization recommendations as you write, informing you of what changes you should make to strengthen your post.

Since blogging is an ongoing commitment, you'll want to know how effective your blogging efforts really are. The HubSpot blogging platform can help by giving you insight into what blog posts are driving the most traffic, how overall traffic is growing over time, who is linking to your content, and much more.



[Click Here to Craft Optimized Blog Posts for Your Next Campaign Today >>](#)



TOOL 5: SOCIAL MEDIA

Why Should Social Media Be In Your Tool Kit?

Nowadays most marketers aren't struggling to understand why social media is important; instead, all are challenged by how to manage a social media program in a scalable way. If you're reading this, then you probably know that using social media to converse with customers is one of the best ways (if not the best way) to strengthen the rapport you have. That way people will actually want to hear your campaign message and think of you first when they are ready to buy what you have to offer. But how do you make the biggest impact with what limited time you can invest? Some questions you might be asking yourself include:

- How do I save time posting all of these messages across all my social channels?
- How do I know which of my potential or existing customers are actually interacting with my Facebook posts?
- Is my social community (subscribers, followers, fans, connections) growing steadily over time?
- Which of my contacts are most engaged with my brand?
- How do I use what information I know about my contacts based on their social media activity to market to them in a more targeted, personalized fashion?

These are all questions that the right social media management tool can help you answer so you can save time with all the minutia associated with getting a campaign message out there, and instead focus on getting your message right.



Integrating Social Media Into Your Campaign Strategy

Using social media channels in your campaign effort is all about creating a connection with your customers through likeable content, reciprocity, responsiveness and transparency. Here's an example:

At the time of writing this, Taco Bell is trying to get the word out about their new, fan-requested Cool Ranch Doritos Locos Tacos. They're doing a great job supplementing their initial announcement with bite-sized, sharable pieces of content to get fans excited about hopping in the drive-thru at their local store as soon as the arrival date (March 7, 2013) rolls around.

Taco Bell's Facebook page cover photo informs page visitors that the Cool Ranch "DLTs" are coming. You'll find a series of status updates with photos informing fans of exclusive events where they can try the new DLTs before anyone else – provided they know the password that Taco Bell only shared on Facebook. On Twitter, fans know they can tune into the conversation using the hashtag #CoolRanchDLT because it's mentioned in other pieces of shared content, like the videos of pre-planned speakeasy taco tastings posted to YouTube. Every piece of multimedia shared through these different channels works both separately and collectively to give the customer a reason to connect with Taco Bell, extending the total reach of the DLT launch campaign even further.



Snap Shot of Taco Bell's Campaign Influenced Social Posts

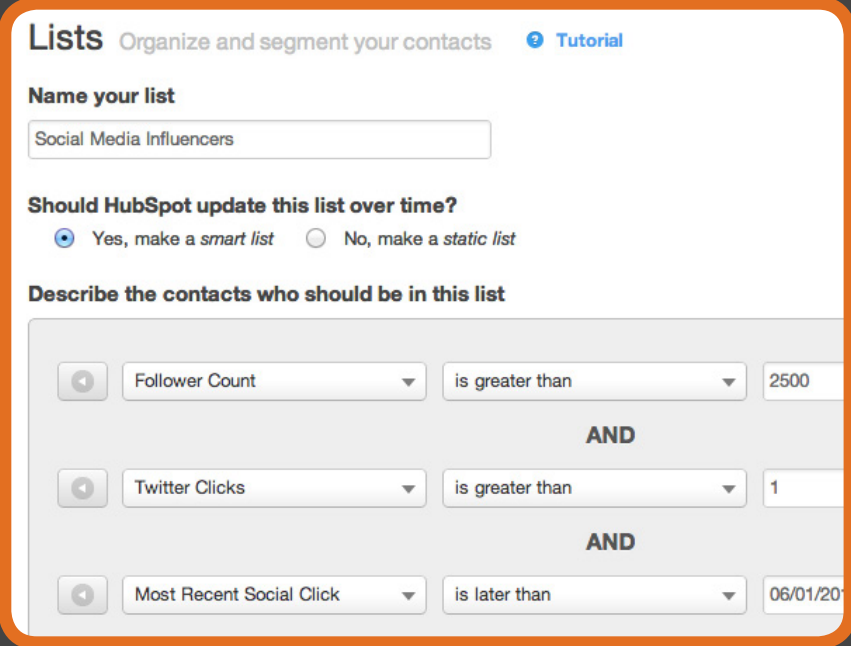


Use Social Intelligence to Improve Campaign Messaging

Let's take a second to remember why marketers should use social media in the first place. As the renowned marketing thought leader Jay Baer often says, "The goal isn't to be good at social media; the goal is to be good at business because of social media."

There are plenty of social media management platforms you can investigate at your own leisure. You'll find countless tools that can help you be the best social media manager alive, but there's only HubSpot will allow you to do more than all of the following:

- Streamline your publishing process
- Filter out the social media prospects who are truly ready to have a more in-depth conversation with you
- Create segmented lists of social influencers or prospects for custom, personalized lead nurturing
- Determine how many leads and even customers stemmed from your social efforts.



Lists Organize and segment your contacts [Tutorial](#)

Name your list

Social Media Influencers

Should HubSpot update this list over time?

☒ Yes, make a *smart list* ☐ No, make a *static list*

Describe the contacts who should be in this list

Follower Count is greater than 2500

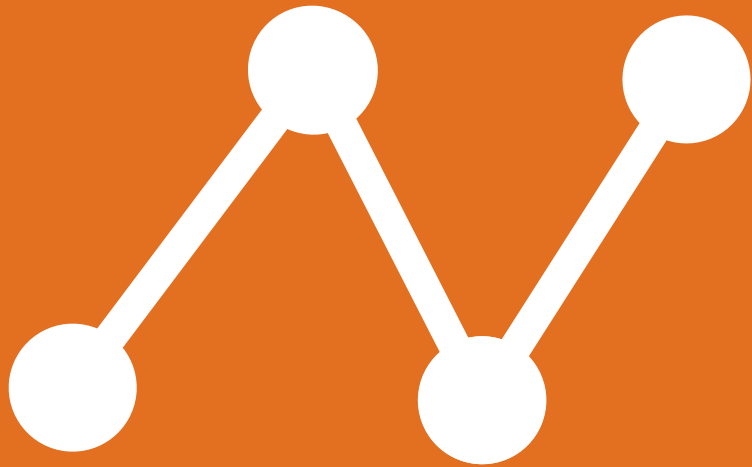
AND

Twitter Clicks is greater than 1

AND

Most Recent Social Click is later than 06/01/20

**Want to see the actual social media marketing results of your campaign?
Schedule your posts through HubSpot's social media publisher for free.
Click here to start.**



TOOL 6: MARKETING ANALYTICS

Why Should Marketing Analytics Be In Your Tool Kit?

The final component in your new marketing campaign strategy involves reviewing your campaigns with analytic tools. Which campaigns were the most successful? How do you prove the value of each campaign?

The beauty of online marketing is that every action your visitors take is tracked and stored somewhere – this represents a tectonic shift for marketing strategy. Rather than relying on your gut to decide how well your ideas are working, marketers can now use data to dissect campaigns, and glean true insight into their ROI. With marketing analytics ability to improve campaign effectiveness, it's easy to see why [chief marketing officers plan to increase their spending on marketing analytics 60% by 2015](#).

At HubSpot, we know that the conversion rates for our offers vary by type and by channel – ebooks generally perform better than webinars, and organic, email and social media channels all produce different submission rates. Using this information, we carefully select what campaigns we design for each channel, and evaluate how each new offer performs based on past channel performance.

The key to successful marketing is accountability, and being able to learn from every campaign to improve the next.



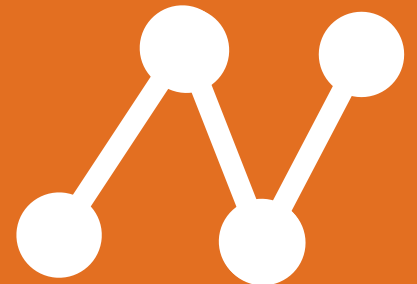
Integrating Analytics Into Your Campaign Strategy

To measure the results of your marketing campaigns, you need to look at your performance data. Site analytics will help you improve your marketing strategy and collect insight on campaign performance, such as:

- How well your campaigns convert visitors and leads
- How specific marketing campaigns are faring compared with one another
- How effectively your campaigns are delivering ROI and revenue

The specific metrics that will best predict your campaigns effectiveness will vary by your business and target market. For a complete picture of how your campaigns are faring, be sure to look at a variety of measures, including: traffic, submission and conversion rates; raw data such as total new leads and engagement by channel (e.g., how many total tweets or likes did a campaign achieve); and comparative metrics such as new leads/contacts.

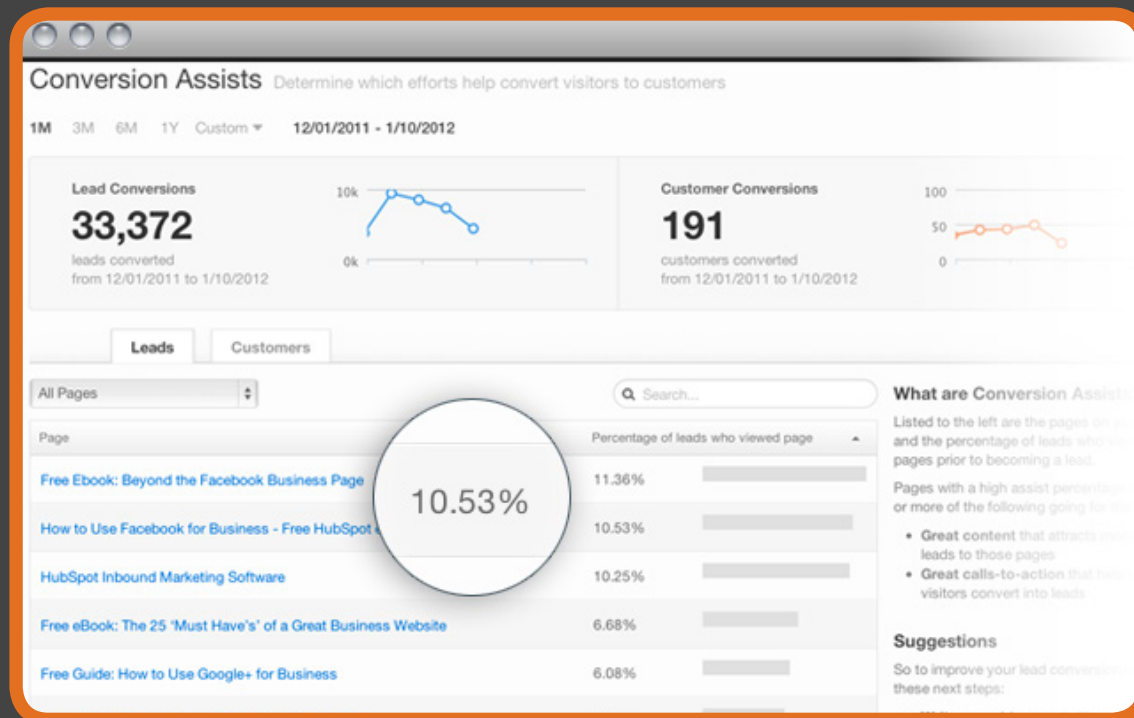
Make sure you delve deeply enough to be thorough, and use common sense when looking at your numbers. Your newest email campaign could have a 5% clickthrough-rate. Wow! But if 90% of those people are clicking on the unsubscribe link, your email is actually a giant failure. Be sure to look at what your data means, in addition to just the hard numbers.



Measure the Actual Business Success of Your Campaigns

While many analytic tools give you insight into metrics, HubSpot gives you actionable *marketing* analytics that track the effectiveness of your marketing efforts.

In addition to the normal traffic numbers other tools provide, HubSpot provides insight into how people first found you, which critical touch points led to ultimate conversion, and which marketing campaigns generated the most sales. After all, isn't the point of your campaign to reel in revenue?



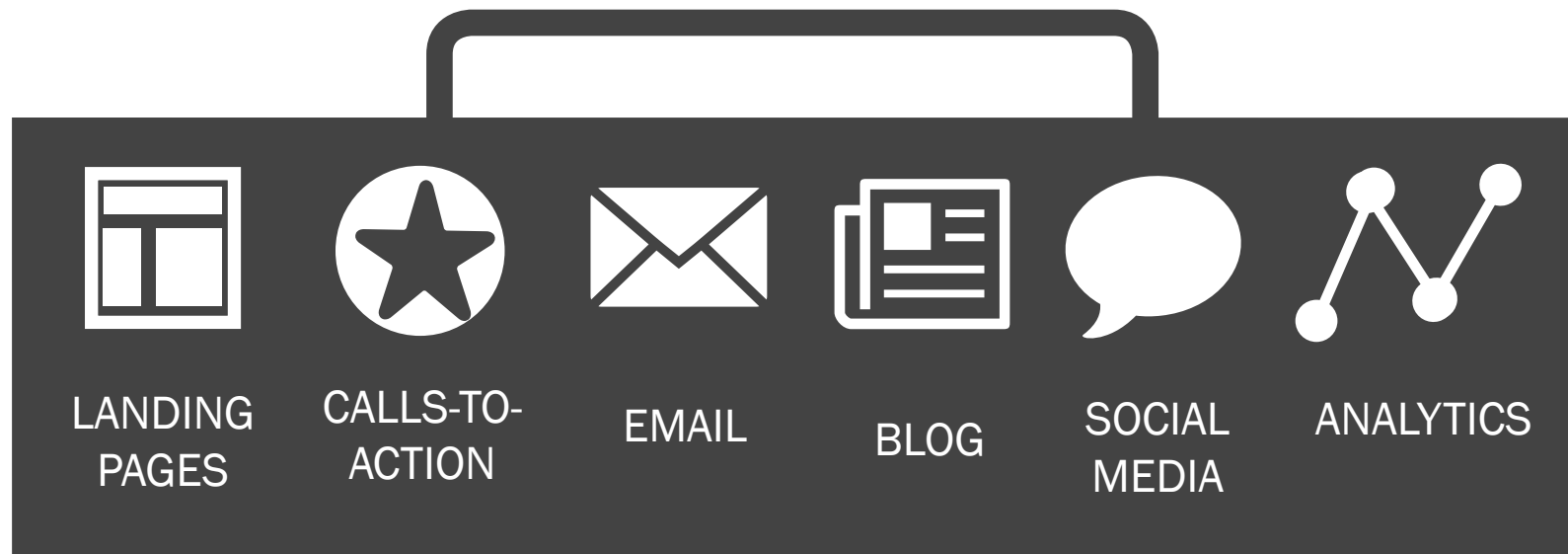
Want to prove the ROI of your marketing? Take a look at how HubSpot's analytics can track the success of your campaign.

CONCLUSION



After going through each tool, you should see how [Joseph Jaffe's](#) words, "Marketing is not a campaign, it's a commitment," stand true.

A campaign is not an idea that is simply thrown out into the world, it's a complete strategy. In order to see the ROI of that strategy, you need the proper tools to guide you along the way. Keep the image below of a campaign tool kit etched in your mind. It'll prove useful time and time again.



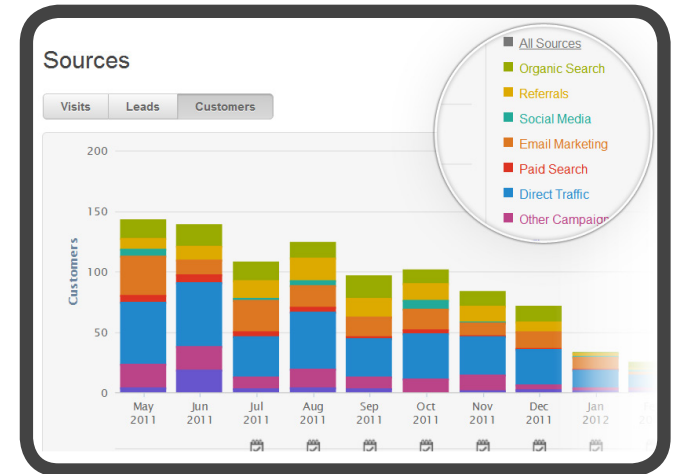
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CLICK HERE TO TRY HUBSPOT
FREE FOR 30 DAYS



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