ACCELERATE YOUR MARKETING WITH AUTOMATION

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Inbound Marketing | Web Development
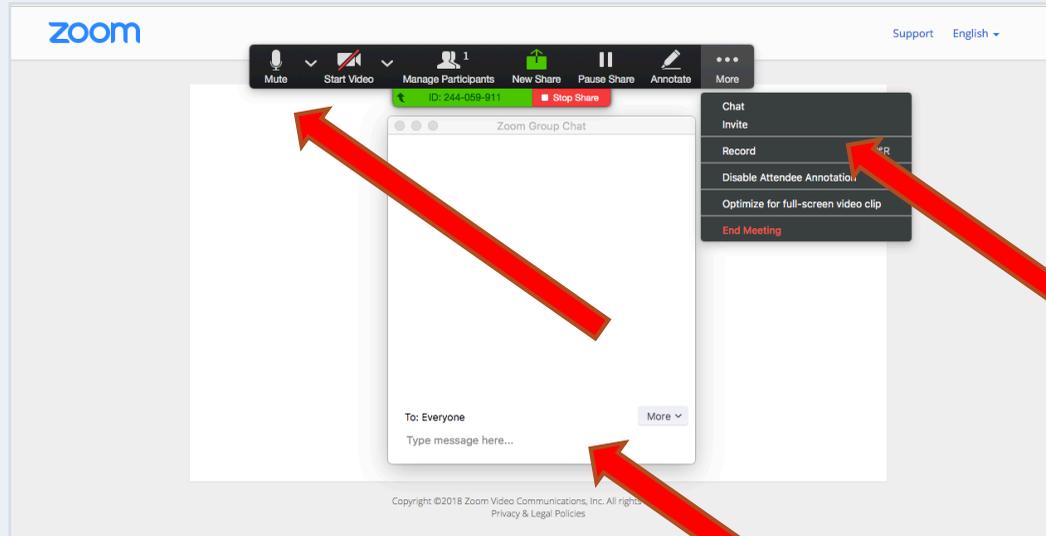
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HubSpot

Today's Webinar: 50% Presentation & 50% Live Marketing Automation in HubSpot

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Send us your questions during the webinar

TODAY'S INTENTION

To learn how to create an inbound automation strategy that is human, helpful, and builds trust.
(and not just for marketing)

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TODAY'S AGENDA

1. Why is an automation strategy using the buyers process is so important?

2. How to leverage email best practiced to optimize workflows

3. What does an automation look like in motion?

4. How do you leverage HubSpot for automation?

5. Questions // Discussion

Companies that automate lead management see a **10% or more bump in revenue** in 6-9 months time.

Businesses who nurture leads make **50% more sales** at a **cost 33% less** than non-nurtured prospects.

80% of marketers using automation software **generate more leads.**

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Automation drives a 14.5% increase in sales productivity

Automation drives a 14.5% increase in sales productivity and a **12.2% reduction in overhead** overall.

Inbound professionals say that the biggest benefit of automation is saving time.

Buyer Behaviour has changed — how about Seller? 🎯

The reality of the Modern Buyer

74%
Of B2B buyers conduct more than half of their research online before talking to a sales person.

FORRESTER

5.4
people are now involved in the average B2B buying decision.

CEB

75%
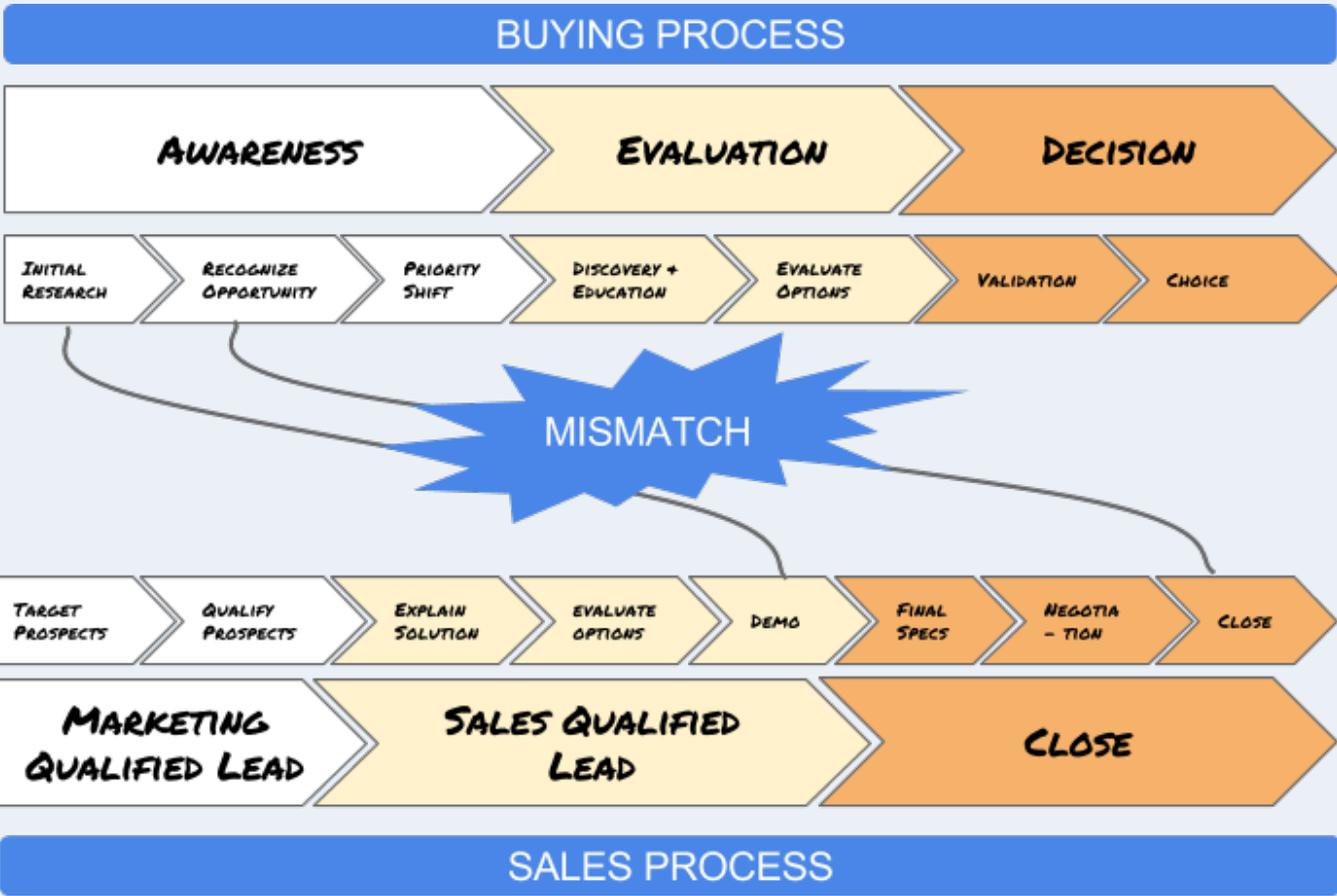of B2B buyers now use social media to research vendors.

IDC
Analyze the Future

90%
of decision makers say they never respond to cold outreach.

Harvard Business Review

74%
of buyers choose the sales rep that was FIRST to add value and insight.

CORPORATE VISIONS
Conversations That Win

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BUYING PROCESS

| Awareness | Evaluation | Decision |

| Initial Research | Recognize Opportunity | Priority Shift | Discovery + Education | Evaluate Options | Validation | Choice |

MISMATCH

| Target Prospects | Qualify Prospects | Explain Solution | Evaluate Options | Demo | Final Specs | Negotiation | Close |

| Marketing Qualified Lead | Sales Qualified Lead | Close |

SALES PROCESS

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Email Marketing Tips -1

1. Do not buy email addresses.
2. Abide by CAN-SPAM rules.
3. Ensure your opt-in process complies with GDPR.
4. Email new contacts within 24 hours.
5. Send your emails from a real person, not your company.
6. Pre-set the preview text.
7. Write clear and clickable subject lines.
8. Keep your emails concise.
9. Include one call-to-action button per email.
10. Add alt text to your CTA image.
11. Hyperlink your emails' images.
12. Include noticeable text links

Email Marketing Tips -2

13. Place at least one clickable item above the fold.

14. Add alt text to all of your images.

15. Avoid background images.

16. Add social sharing buttons.

17. Simplify sharing with ready-made tweets.

18. Add an email forwarding option.

19. Clean up the plain text version of your emails.

20. Optimize your emails for mobile users.

21. Preview and test your emails before sending them.

22. Don't be afraid to 'clean up' your contact list.

23. Monitor each email's performance.

Personalization and Imagery

Marketing emails need to be personalized to the reader and filled with interesting graphics.

Few people want to read emails that are addressed "Dear Sir/Madam" -- as opposed to their first or last name -- and even fewer people want to read an email that simply gives them a wall of text.

Visuals help your recipients quickly understand what the point of the email is.

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Responsive Design

Effective email marketing campaigns are designed for all devices on which users can read their emails -- desktop, tablet, and smartphone.

Email campaigns that are designed for mobile devices are especially important -- a quality known as "responsive design." In fact, 67% of emails today are read on either a smartphone or tablet.

An Appropriate Call-to-Action

Above all, exceptional marketing emails must contain a meaningful call-to-action (CTA).

After all, if brands are taking up subscribers' time -- and inbox space -- with another email, every message must have a point to it.

Internet users get multiple emails per day -- why should they care about yours?

Improve Email Deliverability

Work with your IT team to **connect your email sending domain**. This confirms that you own the email domain you're using.

Enable double opt-in on your forms. This extra step helps you avoid fake or misspelled email addresses

Enable graymail suppression in your email settings. Graymail is a term for email that sits unopened in your recipients' inbox, which makes you look like a spammy sender.

Optimize Emails

1. Personalize
2. Link in first paragraph with strong offer
3. Image relates to offer
4. CTA, Link to offer
5. Bullets about value
6. Social sharing
7. From person, not a company
8. P.S. with links

*Always segment when possible
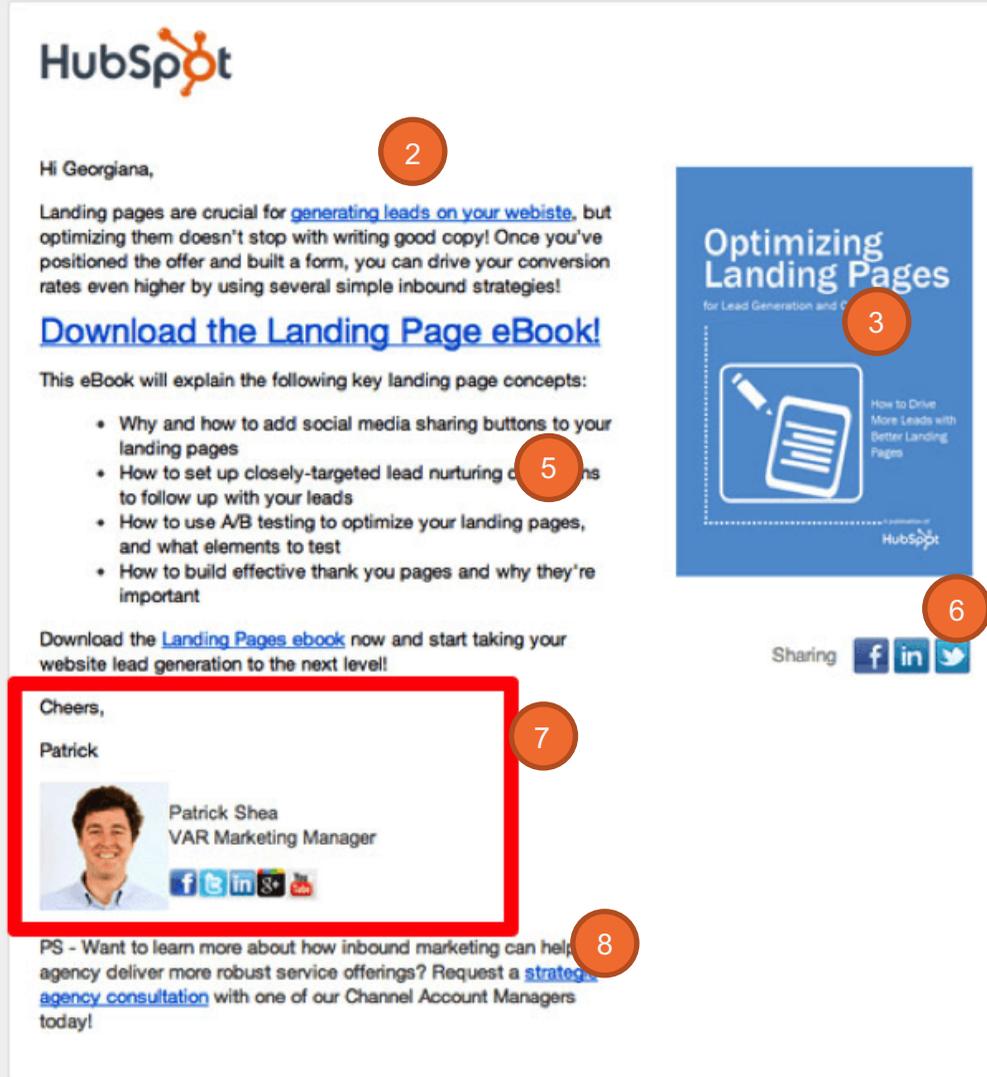
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1 Hi Georgiana,

2 Landing pages are crucial for generating leads on your webiste, but optimizing them doesn't stop with writing good copy! Once you've positioned the offer and built a form, you can drive your conversion rates even higher by using several simple inbound strategies!

4 Download the Landing Page eBook!

This eBook will explain the following key landing page concepts:

- Why and how to add social media sharing buttons to your landing pages
- How to set up closely-targeted lead nurturing options to follow up with your leads
- How to use A/B testing to optimize your landing pages, and what elements to test
- How to build effective thank you pages and why they're important

5

Download the Landing Pages ebook now and start taking your website lead generation to the next level!

Cheers,

Patrick

7

Patrick Shea
VAR Marketing Manager

8 PS - Want to learn more about how inbound marketing can help agency deliver more robust service offerings? Request a strategic agency consultation with one of our Channel Account Managers today!

Optimizing Landing Pages for Lead Generation and

3

How to Drive More Leads with Better Landing Pages

HubSpot

6 Sharing

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Optimize Emails

1. Relevant, you gave a donation
2. Where the donations went
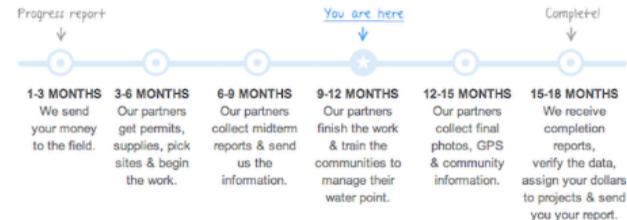3. What you gave
4. Status of how your gift is progressing

Optimize Emails cont.

5

5. More buy-in with location
6. Proof Points
7. Imagery – more proof
8. Additional engagement – next step in the process

6

7

REMIND ME, WHERE IS THE RULINDO DISTRICT?

The projects you helped fund are in the northern province of Rwanda. More than a quarter million people live in Rulindo and only 30% of the population has access to clean, safe drinking water.

CONSTRUCTING IN THE LAND OF A THOUSAND HILLS

Our partner in the field, Water For People, works closely with the local government, organizations and skilled workers throughout construction. This means making sure that the work fits with regional development plans. By hiring local skilled workers, these projects are helping to support the local economy.

Kiruma Village   Mbogo Sector

Rulindo's mountainous terrain poses challenges. Above, you can see two large tanks under construction in Kiruma and Mbogo. Next to each tank, pumping stations are being completed. Our partners construct retaining walls to safely house electrical pumps that will move the water through a network of pipes to the villages, clinics and schools.

We can't wait to report back and show you the impact your donation made for those in need. If you have any questions at all, don't hesitate to email us.

WE WANT TO HEAR FROM YOU

Help us improve our supporters' reporting experience by taking this two question survey »

Sample Email Recruitment Workflow

1. Prospect stage
2. Inquiry stage
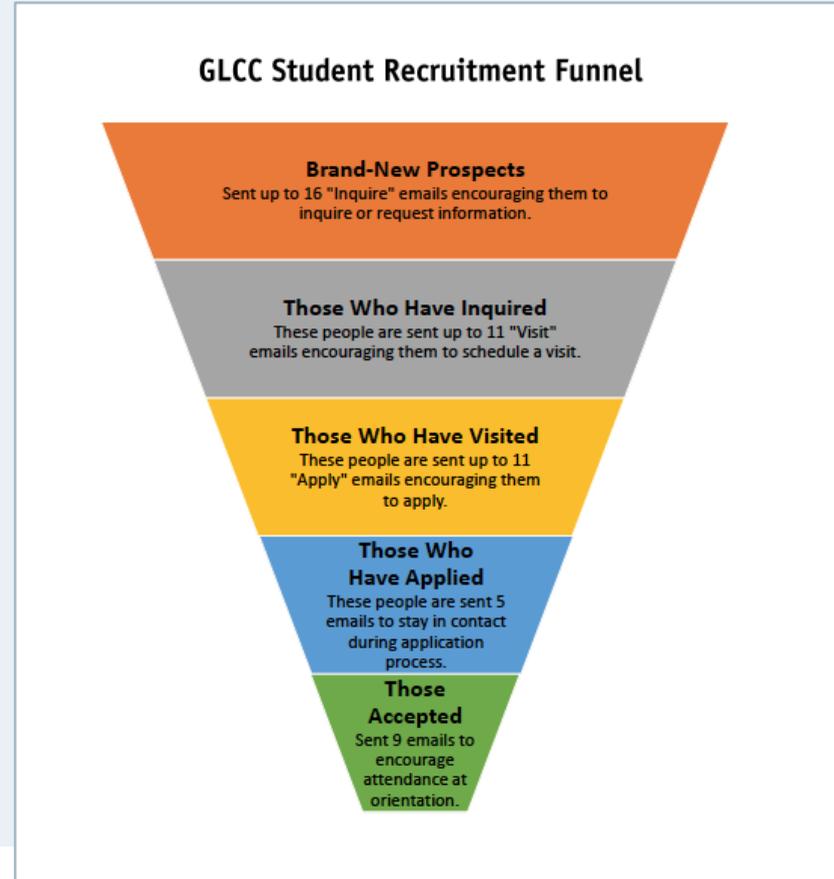3. Visited campus stage
4. Applied stage
5. Accepted stage

GLCC Student Recruitment Funnel

1 — **Brand-New Prospects** — Sent up to 16 "Inquire" emails encouraging them to inquire or request information.

2 — **Those Who Have Inquired** — These people are sent up to 11 "Visit" emails encouraging them to schedule a visit.

3 — **Those Who Have Visited** — These people are sent up to 11 "Apply" emails encouraging them to apply.

4 — **Those Who Have Applied** — These people are sent 5 emails to stay in contact during application process.

5 — **Those Accepted** — Sent 9 emails to encourage attendance at orientation.

Sample Email Recruitment Workflow

1. Funnel Stage begins the automation of emails

2. Six funnels stages: prospects, inquired, visited, applied, accepted and summer melt.

Last name

Email

Phone number

Contact owner

Alisha Schneider

Last contacted

--

Funnel Stage

Inquiry

Graduation Year

2023

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Sample Recruitment Email

1. Goal clickable image CTA to visit campus
2. Personalization
3. Additional links
4. Alternate goals: inquire, visit & apply
5. Social sharing

Sample Recruitment Workflow

1. Enrollment trigger prospect
2. Exclusions
3. Additional exclusions, conditions
4. Delay 3 days

Enrollment triggers:

1 The contact property Funnel Stage is equal to Prospect.

AND

2 The contact property Enrollment Type is not equal to Online.

AND

3 The contact property Data Source is not equal to any of Online, Church List, or Alumni.

^ See fewer criteria

4 Delay the next action
for 3 days.
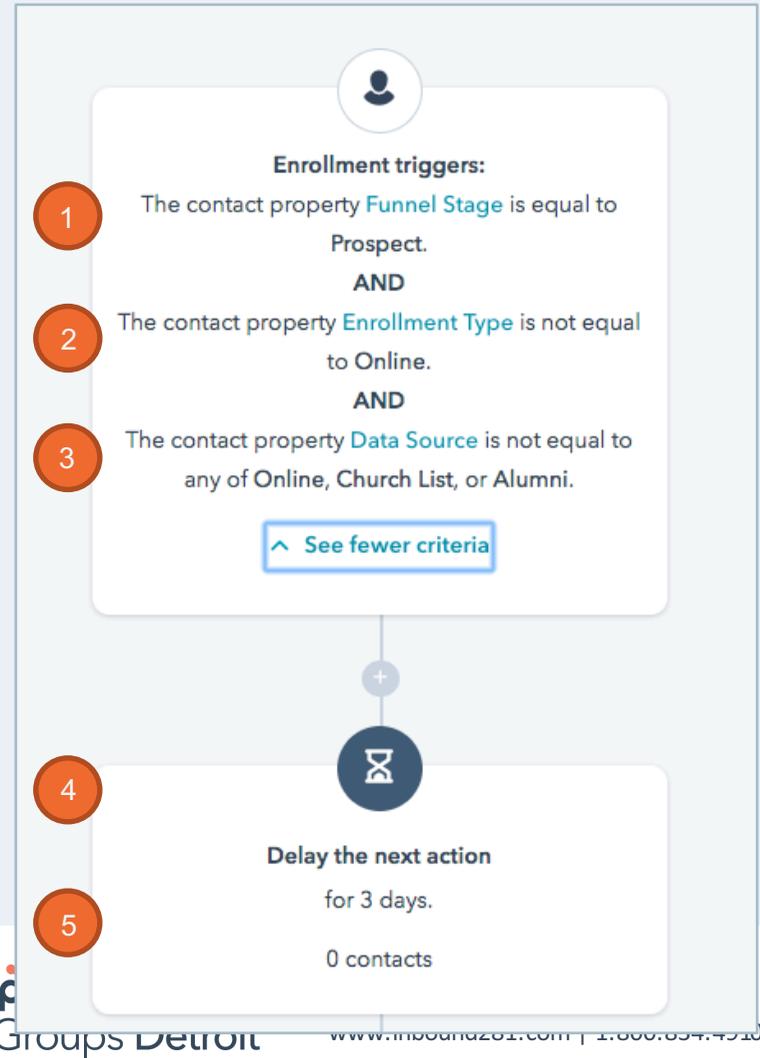
5 0 contacts

Sample Recruitment Workflow

1. Selected email
2. Delay 14 days
3. Selected emails

Branching logic continues

Send email GLCC Inquiry 1.01

1% click rate

Delay the next action

for 14 days.

1 contact

Send email GLCC Inquiry 1.02

0.3% click rate
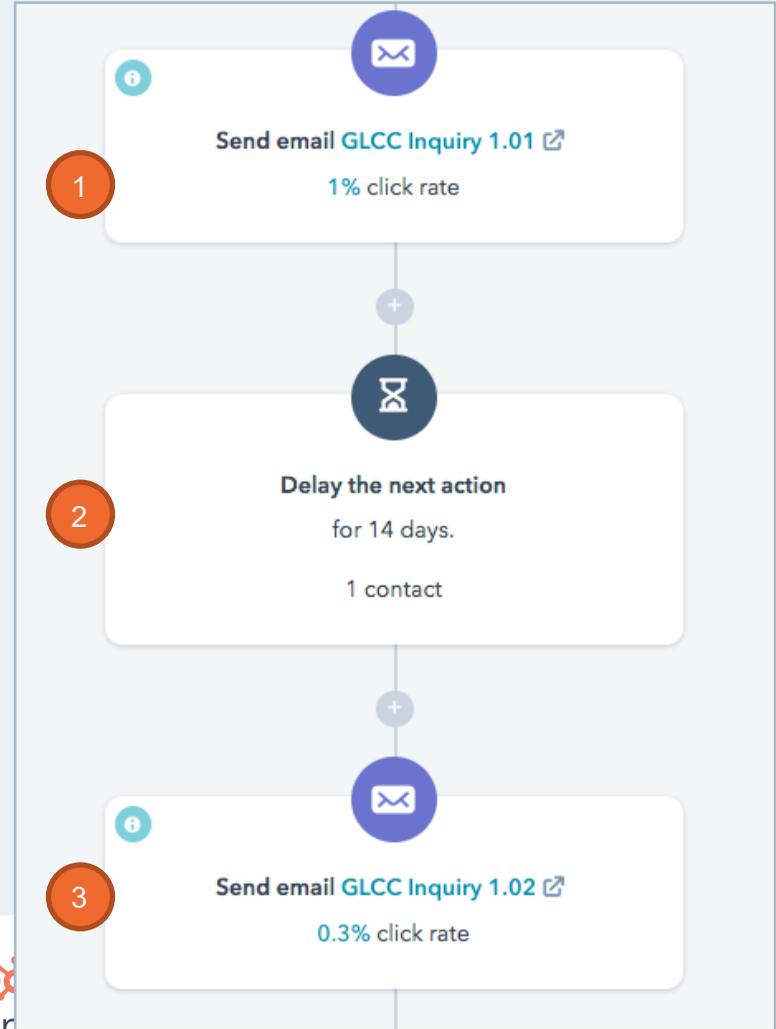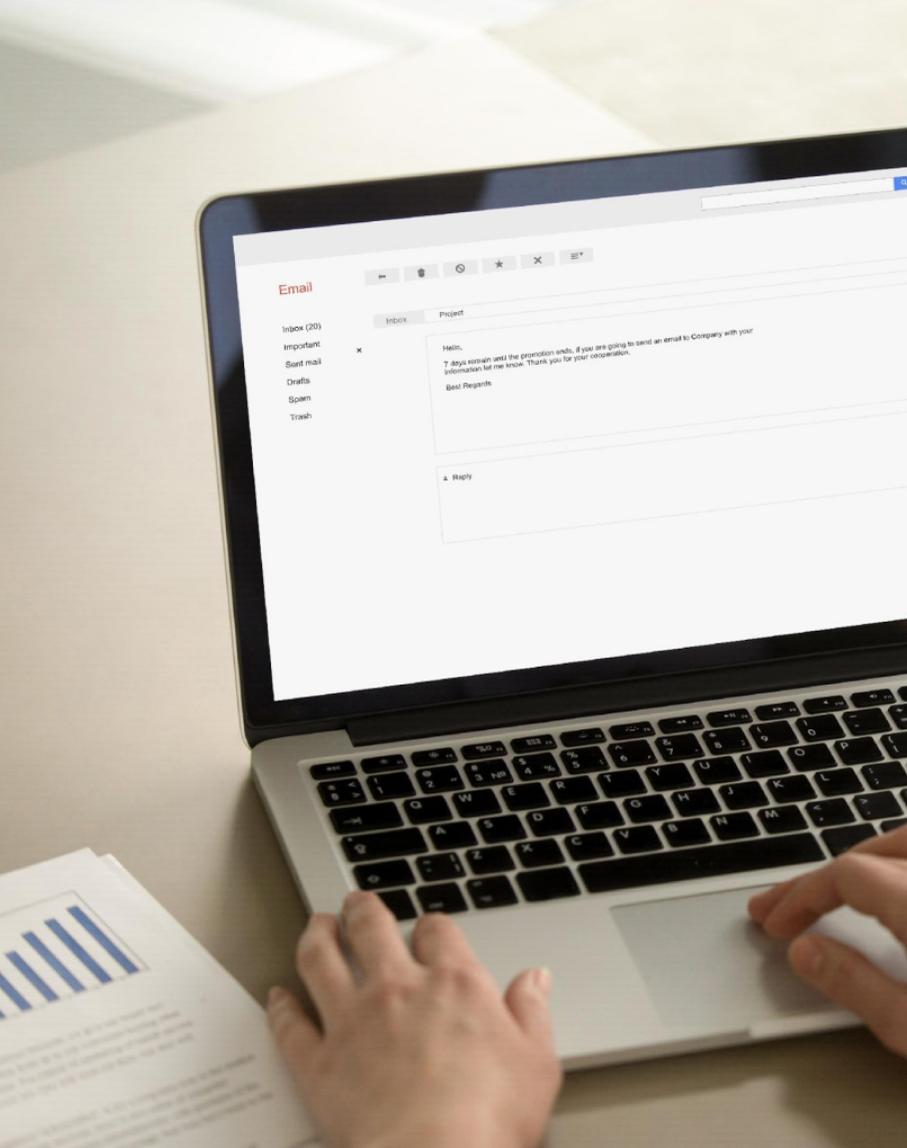
Marketing automation goal is to nurture your contacts with highly personalized, useful content, to help convert prospects to customers and turn customers into delighted customers.

Source: GETTY

Responding to actions your contacts take **not** actions by the marketer.

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There are many marketing automation tools out there.

Workflows

Chatbots

Sequences

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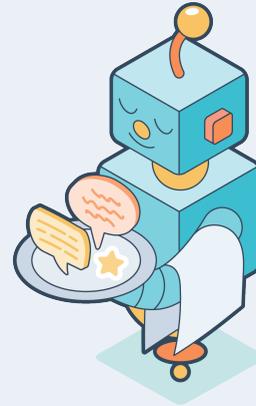
Workflows

You can use workflows to:

- Automate your lead nurturing tasks

- Complete internal functions

- Assign deals

- Create tasks

- Lead rotation

- Email marketing

Let's Look at Dynamic Content

Let's Look at Dynamic Content