



#HubSpotICMA



# Media Companies: Leverage Inbound

Engage Audience and Increase Advertiser Revenue

@NikitaSmits

I HAVE A CONFESSION.

I used to sell through cold  
calls.

## 2. What is INBOUND?

**MANY MARKETERS AND COMPANIES CREATE  
SUCKY EXPERIENCES.**



# BUYERS ARE SICK OF MARKETING INTERRUPTIONS



**86%**  
skip TV ads

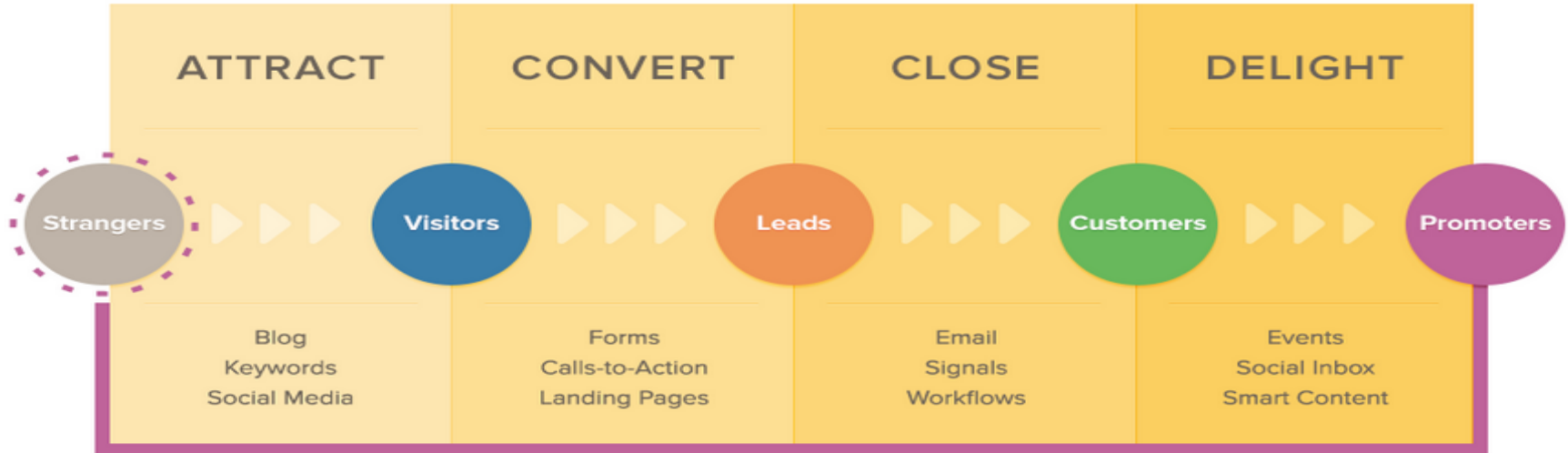
**91%**  
unsubscribe

**44%**  
of direct mail is never  
opened

**200m**  
Say DO NOT CALL

Your consumer has changed,  
**They are in  
control.**

# Inbound Marketing = Persona driven Content + Context







Understand  
Your Audience

# MARKETING MARY

- Professional marketer (VP, Director, Manager)
- Mid-sized company (25-200 employees)
- Small marketing team (1-5 people)

## Goals:

- Support sales with collateral and leads
- Manage company communications
- Build awareness

## Challenges:

- Too much to do
- Not sure how to get there
- Marketing tool and channel mess



## Loves HubSpot because:

- Easy to use tools that make her life easier
- Learn inbound marketing best practices
- Easier reporting to sales and CEO

A photograph of a large polar bear and its cub on a piece of ice. The adult bear is lying down, looking up towards the sky with its mouth slightly open. The cub is standing next to it, looking in the same direction. The background is a soft, out-of-focus landscape of ice and snow.

The biggest  
problem our  
prospects have  
is...

Talk to your prospects,  
customers, and sales team

Interacting as:

@jmahtani

Stream:

Inbound Marketing

Edit

Create stream

lead

417 FOLLOWERS

526 FOLLOWING

Social History

20 stream matches

11 interactions

View All

More Details

Reply

Retweet


Favorite

Share

Email


There are no interactions yet.

Link to this message



Craig Deakin

@craigdeakin


+ 

15 Psychological Triggers to Convert Leads Into Customers

59 mins


via @success4hannah sco.lt/7ZA9AH

Reply



Alistair Norman

@AlistairNorman


+ 

Why marketers need to play detective in order to get more leads...

1 hr


bit.ly/1cPkmQF #InboundMarketing #B2B #LeadGeneration

Reply



Martin

@digital\_thinkin


+ 

Why marketers need to play detective in order to get more leads...

1 hr


bit.ly/1cPkmAn #InboundMarketing #B2B #LeadGeneration

Reply



Lonnie Ayers

@Lonniea39

+ 

Get Lead Generation Website Design Expert Advice

1 hr

hub-am/1cOMNyl

Reply

Listen on

Social Media

# Use Lead Intelligence

## October

- 5 Website Visits
- 4 Syncs
- 2 List Memberships

- All-in-One Marketing Software | Inbound Marketing with HubSpot and 2 other pages  
Show Pages Viewed - Sun Oct 7, 2012 at 8:32pm
- Alpha Software Uses HubSpot Segmentation To Increase Conversions by 143%  
Fri Oct 5, 2012 at 2:24pm
- The Science of Email Marketing - MOFU Campaign  
Mon Oct 1, 2012 at 11:58pm

Show all 11 interactions from October

## September

- 4 Emails
- 2 Website Visits
- 3 List Memberships

- [New Ebook] The Internet Marketing Style Guide  
Thu Sep 13, 2012 at 9:01am  
Opened
- [New Ebook] How to Use LinkedIn's NEW Company Pages for Marketing  
Tue Sep 11, 2012 at 5:23am  
Clicked
- [New Webinar] The Science of Facebook Marketing  
Tue Sep 4, 2012 at 11:33am  
Clicked

Show all 9 interactions from September

## August

- 5 Emails
- 4 Website Visits
- 3 Syncs
- 7 List Memberships

- The State of SEO and Internet Marketing in 2012  
Mon Aug 27, 2012 at 11:39am  
Clicked
- [New Template] How to Easily Create Infographics in PowerPoint  
Wed Aug 22, 2012 at 6:58am  
Clicked
- How to Use Pinterest for Business [Complimentary Ebook]  
Mon Aug 6, 2012 at 8:38am  
Opened

Show all 19 interactions from August



# Form fields

descriptions for the most popular marketing roles. You can use these job descriptions as a template when growing your team.

This bundle includes:

- ✓ Examples from Zendesk, Github and Forrester Research
- ✓ Job descriptions in product marketing, content marketing, PR and lead gen
- ✓ A brief summary of responsibilities and requirements for each position



Email ([privacy policy](#)) \*

Phone Number \*

Website URL \*

Company Name \*

How many employees work there?

- Please Select -

What is your role? \*

- Please Select -

*Good to know!*

*Awesome!*

*Cool*

*Yes!*

Create content that  
adds **value**,  
answers **questions**,  
solves a **pain point**, or  
just **entertains**.

**But I don't have to  
explain that to *you*.**





THE DAILY GRAPHIC: NEW YORK, SATURDAY, JUNE 14, 1879.

# BATHING SUITS.



[COPYRIGHTED.]

A GREAT SPECIALTY AT  
**LORD & TAYLOR'S, Broadway and 20th Street, N. Y**  
CHEAPEST AND BEST QUALITY OF BATHING SUITS IN THE CITY.



## Growth of Average Time Spent per Day with Major Media by US Adults, 2009-2012

% change

	2009	2010	2011	2012
<b>Mobile (nonvoice)</b>	<b>46.7%</b>	<b>54.5%</b>	<b>58.8%</b>	<b>51.9%</b>
<b>Online</b>	<b>6.6%</b>	<b>6.2%</b>	<b>7.7%</b>	<b>3.6%</b>
<b>TV</b>	<b>5.1%</b>	<b>-1.1%</b>	<b>3.8%</b>	<b>1.5%</b>
<b>Radio</b>	<b>-3.9%</b>	<b>-2.0%</b>	<b>-2.1%</b>	<b>-2.1%</b>
<b>Print*</b>	<b>-12.7%</b>	<b>-9.1%</b>	<b>-12.0%</b>	<b>-13.6%</b>
—Magazines	-12.0%	-9.1%	-10.0%	-11.1%
—Newspapers	-13.2%	-9.1%	-13.3%	-15.4%
<b>Other</b>	<b>-10.2%</b>	<b>6.8%</b>	<b>-4.3%</b>	<b>-20.0%</b>
<b>Total</b>	<b>1.9%</b>	<b>2.2%</b>	<b>5.0%</b>	<b>3.1%</b>

Note: time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on a PC while watching TV is counted as 1 hour for TV and 1 hour for online;

\*offline reading only

Source: eMarketer, Oct 2012

## Simultaneous Usage of Select Devices According to US Connected Device Users\*, Q2 2012

% of total interactions

<b>TV with another device</b>	<b>77%</b>
With a smartphone	49%
With a PC/laptop	34%
<b>Tablet with another device</b>	<b>75%</b>
With a TV	44%
With a smartphone	35%
<b>PC with another device</b>	<b>67%</b>
With a smartphone	45%
With a TV	32%
<b>Smartphone with another device</b>	<b>57%</b>
With a TV	29%
With a PC/laptop	28%

*Note: figures are based on 6,057 smartphone interactions, 3,817 PC/laptop interactions, 3,594 TV interactions and 542 tablet interactions reported by users; \*use smartphone, PC and TV*

*Source: Google and Sterling Brands, "The New Multi-Screen World: Understanding Cross-Platform Consumer Behavior" conducted by Ipsos, Aug 29, 2012*



## 2. Challenges Facing Media Companies

# Challenges?

- 1 Lack of Warm Leads for Sales
- 2 No Differentiation from Other Media Companies
- 3 Fragmentation of Consumption
- 4 Traditional Dollars = Digital Dimes



# Solutions!

- 1 Help sales people: create content, generate leads
- 2 Deliver more than clicks and impressions, generate leads
- 3 Understand audience demographics, interests and behavior
- 4 Serve audience with smart content, engage, turn into loyalists
- 5 Replace lost revenue streams by offering marketing services

# 3. Inbound Strategy for Media Partners

I talked to one of our  
Media Partners.

He improved his CPL by 50%  
in 6  
months.

A large orange speech bubble with a black outline, pointing downwards and to the left. It contains two paragraphs of text.

“With an inbound strategy in place our trade publishing company has become recognized as a reliable source for the highest quality leads in our target markets.

We have been able to increase our CPLs by 50% in 6 months and can now engage our customers in longer term contracts, all which drives more profitability and predictability for our business.”

*Seth Nichols - CEO of Longitude Media*

He improved his CPL by 50%  
in 6  
months.

How did he do this?

# Inbound Strategy for Publishers

- 1 Be the best marketing partner
- 2 Fair Trade with your audience
- 3 Automate sales of leads to your advertising customers
- 4 Use Marketing Metrics to prove the value of your leads

# Be the best marketing partner!



Have a director of **content** who:

- Manages the development of content
- Maps the marketing content to the buyer's journey.
- Maintains a content calendar
- Identifies content for re-packaging, and delivery across multiple channels



**Train** “Ad Sales” teams to understand the value of content



Have your marketing and sales team own your **audience database**. Tie this to **revenue**

# Fair trade with your audience

- ☑ Think less about traditional demographics and more about
  - **the buyer's journey**
  - advertiser sales funnel trigger information.
- ☑ Consider the **value** of your content assets to guide what information you ask your audience at what time.
- ☑ Use **progressive forms** to collect more data over time
- ☑ Once you gather this information from **readers**, you have successfully created leads.



# Automate sales of leads to your customers

- ☑ **Automate** the visibility and promotion of relevant content
- ☑ Set up alerts for **purchase intent** using triggers like:
  - Pages viewed
  - Content downloaded
  - Video's viewed
- ☑ Generate reports to track where your audience is in your sales funnel

# Marketing Metrics to prove value of your leads



Audience that shows **purchase intent** has a higher value



Use this part of your audience as your primary target for **promotional events**

- Increase their performance
- Justify your higher cost per lead

# QUESTIONS?



# THANK YOU

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