



#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



Talk to your prospects,  
customers, and sales team

The biggest  
problem our  
prospects have  
is...

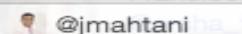
Interacting as:

Francisco Orcha

Stream:

RT @eB2B\_Inbound: Leads Are A Curse: A Sales Managers #Inbound

19 mins



@jmahtaniha\_1



Inbound Marketing



Marketing lesson

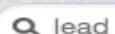


Learn it



IVR

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](http://sco.lt/7ZA9AH)

[Reply](#)



Alistair Norman  
@AlistairNorman



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

1 hr

[bit.ly/1cPkmQF](http://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](http://bit.ly/1cPkmAn) #InboundMarketing #B2B #LeadGeneration

[Reply](#)



Lonnie Ayers  
@Lonniea39



Get Lead Generation Website Design Expert Advice [hub.am/1c0MNyl](http://hub.am/1c0MNyl)

1 hr

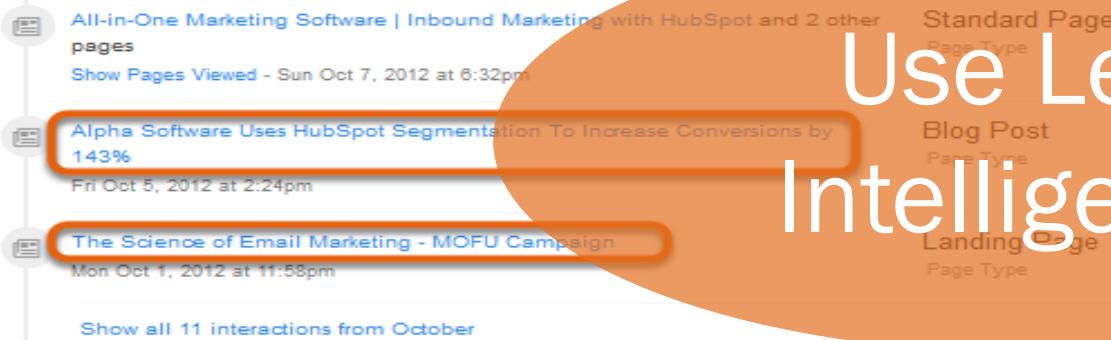
[Reply](#)

Listen on  
Social Media

# Use Lead Intelligence

## October

- 5 Website Visits
- 4 Syncs
- 2 List Memberships



## September

- 4 Emails
- 2 Website Visits
- 3 List Memberships



## August

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



# 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



cool

Good to know!

Awesome!

Yes!

Email (privacy policy) \*

Phone Number \*

Website URL \*

Company Name \*

How many employees work there?

- Please Select -

What is your role?

- Please Select -

This form includes fields for Email, Phone Number, Website URL, Company Name, and two dropdown menus for "How many employees work there?" and "What is your role?". The "Email" field is marked with an asterisk, indicating it is a required field. The "Phone Number" field is also marked with an asterisk. The "Website URL" field is marked with an asterisk. The "Company Name" field is marked with an asterisk. The "How many employees work there?" field is a dropdown menu with the placeholder "- Please Select -". The "What is your role?" field is also a dropdown menu with the placeholder "- Please Select -". There are several orange arrows and annotations pointing to the "Website URL", "Company Name", "How many employees work there?", and "What is your role?" fields, with the word "cool" written above the "Website URL" field and "Good to know!" written above the "How many employees work there?" field. The word "Awesome!" is written below the "What is your role?" field, and the word "Yes!" is written next to the "What is your role?" field.

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

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

# NEWS

Banking & Finance

Business & Economy



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

### TV with another device

With a smartphone

77%

With a PC/laptop

34%

### Tablet with another device

With a TV

44%

With a smartphone

35%

### PC with another device

With a smartphone

67%

With a TV

45%

### Smartphone with another device

With a TV

32%

With a PC/laptop

29%

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.

“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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