#HubSpotICMA

HubSpot

Media Companies: Leverage Inbound

Engage Audience and Increase Advertiser Revenue

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I HAVE A CONFESSION.

I used to sell through cold calls.

2. What is INBOUND?

MANY MARKETERS AND COMPANIES CREATE SUCKY EXPERIENCES.

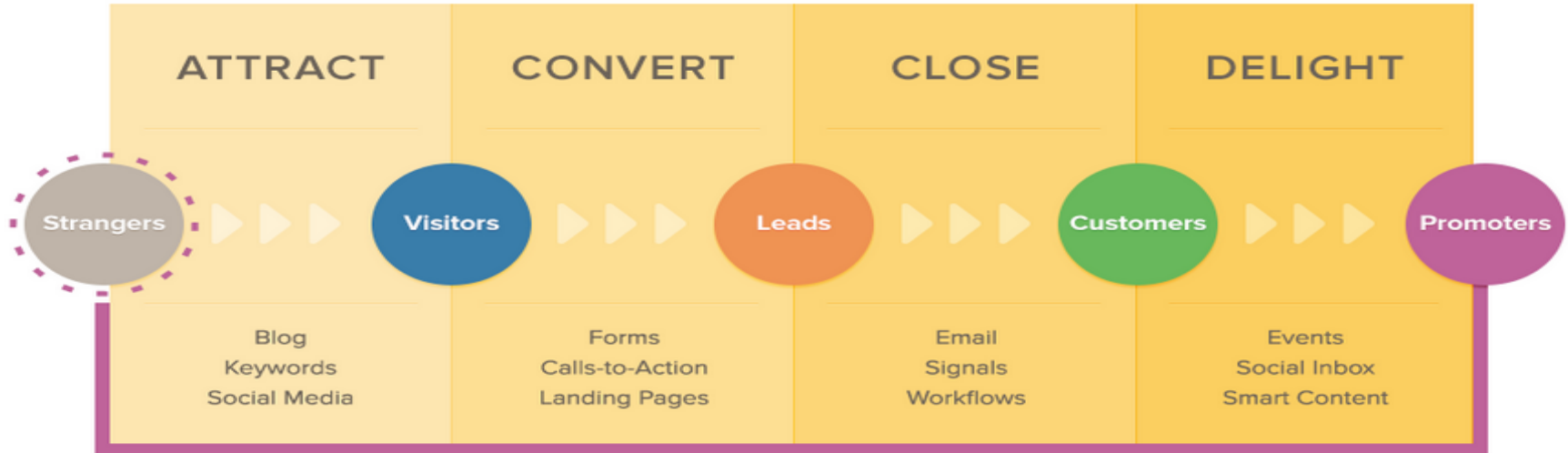# BUYERS ARE SICK OF MARKETING INTERRUPTIONS

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

Form fields

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 *

Cool

Website URL *

Company Name *

Yes!

How many employees work there?

- Please Select -

Good to know!

What is your role? *

- Please Select -

Awesome!

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

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

% change

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

*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

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

% of total interactions

TV with another device	**77%**
With a smartphone	49%
With a PC/laptop	34%
Tablet with another device	**75%**
With a TV	44%
With a smartphone	35%
PC with another device	**67%**
With a smartphone	45%
With a TV	32%
Smartphone with another device	**57%**
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

144874   www.**eMarketer**.com

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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