



**INBOUND 2016:**  
**FUTURE OF INBOUND +**  
**NEW PRODUCTS & FEATURES**

Amanda Whyte, Manager - Partner Services, HubSpot Dublin



# Amanda Whyte

- At HubSpot since we opened in Ireland 4 years ago
- One of the original 10 “Irish” hires (even though I am American) in our growing office!
- Client Side & Agency Experience
- Managing 10 amazing Channel Consultants in EMEA

# INBOUND 2016

FUEL THE MOVEMENT | NOVEMBER 8-11 | BOSTON, MA

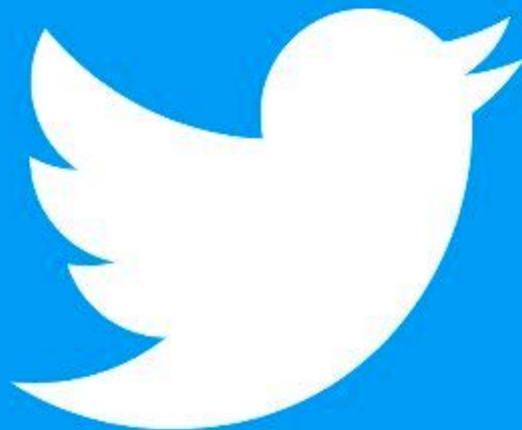


# Future of Inbound:

1. Social (& Search)
2. Video
3. Paid (& Search)
4. How prospects interact with your company
5. Robots?



**Social**



**You**



# Social

- Already the main channel for *interactions*, but now leading the charge for *decision-making*
- Fastest growing platforms **Snapchat** and **Instagram**, and features are being added every day like “live video” in Instagram
- The reality is your customers are on these channels, social media is a global communication platform - not just for entertainment
- Search functionality is growing within social platforms: Facebook investing hugely in this, *2 billion times a day*, Facebook search is used

# Social- continued.

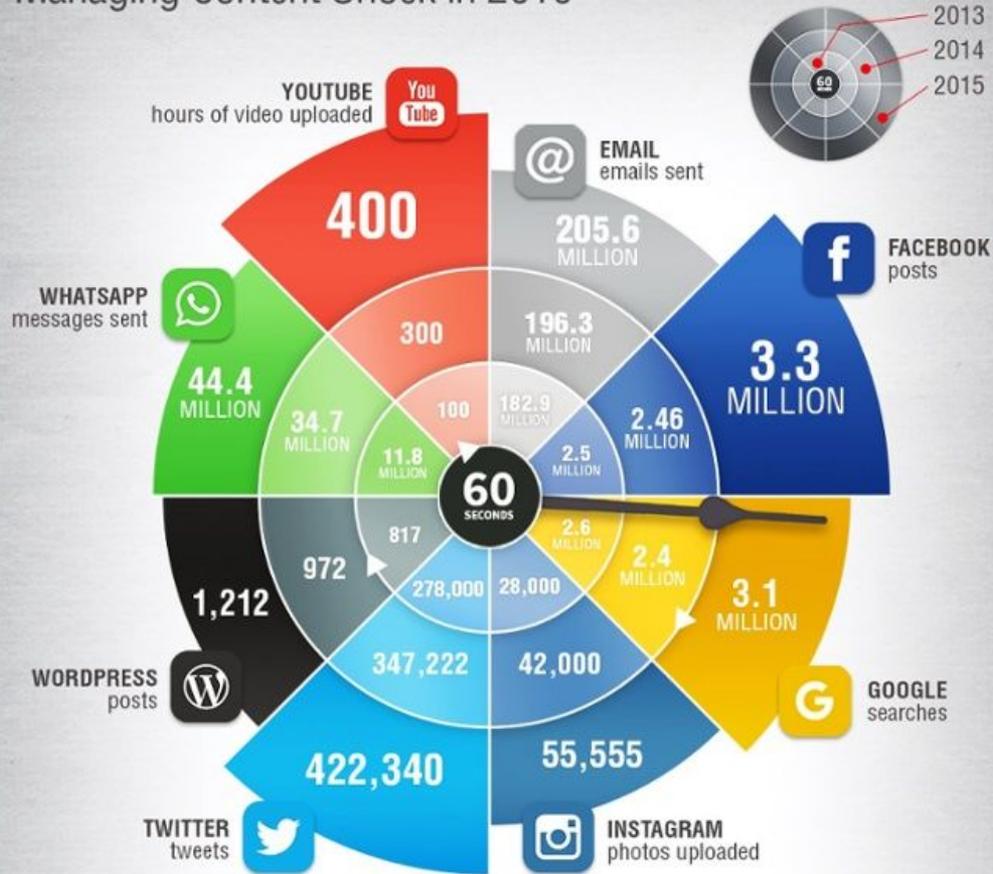
- Besides global communication, social is also main platform for decision-making and consumption (i.e. we find news there, we look up businesses there. )
- It's all about **attention** today - and attention happens on social not on a website
- Selling is moving to Social Media platforms: 78% of social sellers outsell peers who don't use social media\*

*From Gary Vee: Get out of your comfort zone and stop relying on recent grads to do your social, it's not just a cool thing anymore. Google it and start learning.*

**Paid**

# What Happens Online in 60 Seconds?

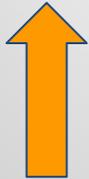
Managing Content Shock in 2016



Credit: Smart Insights

# Paid

- The message: SO MUCH content out there that it's hard for your message to stand out
- 2006: Google AdWords, 50% of screen above the fold was paid on mobile, Today: 100% real estate on mobile is paid above the fold
- Supply is up but demand has stayed flat, creating more competition, ads are becoming more expensive
- Paid can be inbound too if it's done with specific purpose (boost & amplify content)



# Paid - Pro Tips

- Get in on Facebook sponsored posts, Facebook is now the sleeper hit (Gary Vee) it's still cheap compared to AdWords
- Google is only showing strong performers these days, low-quality, under-optimized ads won't even get impressions\* Qual score 5-8
- Write compelling, emotional ads
- Better measurement – Start tracking conversions. Cut non-converting keywords.
- Use negative keywords, they are still under-utilised. In Wordstream study up to 50% of people did not use these in their campaigns, wasting millions of dollars.

**Video**

# Video

- Video content spreads quickly; it's the gateway to the sales team to convert and close
- Who has time to read massive e-books anymore?! We want to consume quickly.
- **Attention** today is the main currency - that's what good videos give you
- Video content creation doesn't need to be scary. Large spend / production facilities aren't necessary.
  - Ex: Inbound Cycle using a YouTube channel to drive traffic & leads:  
<https://www.youtube.com/user/InboundCycle>

# Video - Pro Tips

- Keep it Short
- No need to be highly produced
- Consider “Live” (Facebook, Insta)
- Not necessarily with audio
- Shift content to video up to 50% next year
- Resources:
  - <https://idomoo.com/>
  - <https://showbox.com/>

# How Prospects Interact with Your Company

# How Prospects Interact with Your Company - Through Content

- Organic Search has changed over time
  - In the past, Google helped you find the answer
  - Now, Google literally gives you the answer (often pull this from content that was not necessarily the first SERP result)
- Google uses engagement graph
- Ensure your content strategy stands the test of time: solve for the human enjoyment factor first, not SERP first

# Pro Tips for Prospect Engagement!

- Human behavior is changing, people are still using email, but customized, well-researched email. Less is more.
- People want to see value from the product more and more pre-sale before they spend a dime
- “Always be helping” instead of “always be selling”
- Your prospects want to hear from your existing customers more than they want to hear from your sales and marketers
- Sales commission should have some element of customer success

# Are Robots the Inbound Future?



Not quite... but  
**Chatbots** are!

# Dharmesh's Beta GrowthBOT

- Acts as a digital assistant
- Send reminders like “create a blog post draft”
- Run reports for you
- Proactively make marketing suggestions
- **Pro Tip:** Type in “Inbound is Awesome” for special features

<https://growthbot.org/>

# INBOUND 2016

FUEL THE MOVEMENT | NOVEMBER 8-11 | BOSTON, MA

## New Products and Features:

- HubSpot Free Features
- Multi-Language Content Management
- Content Strategy Tool
- Visual Workflows
- AMP
- Messages
- A/B Testing
- Composer
- Projects
- Collaboration
- Unified Mobile App
- Meetings
- LinkedIn Sales Navigator Integration
- Facebook Ads
- Collect
- HubDB

# Lead Flows



**Leadin**

+

**HubSpot**

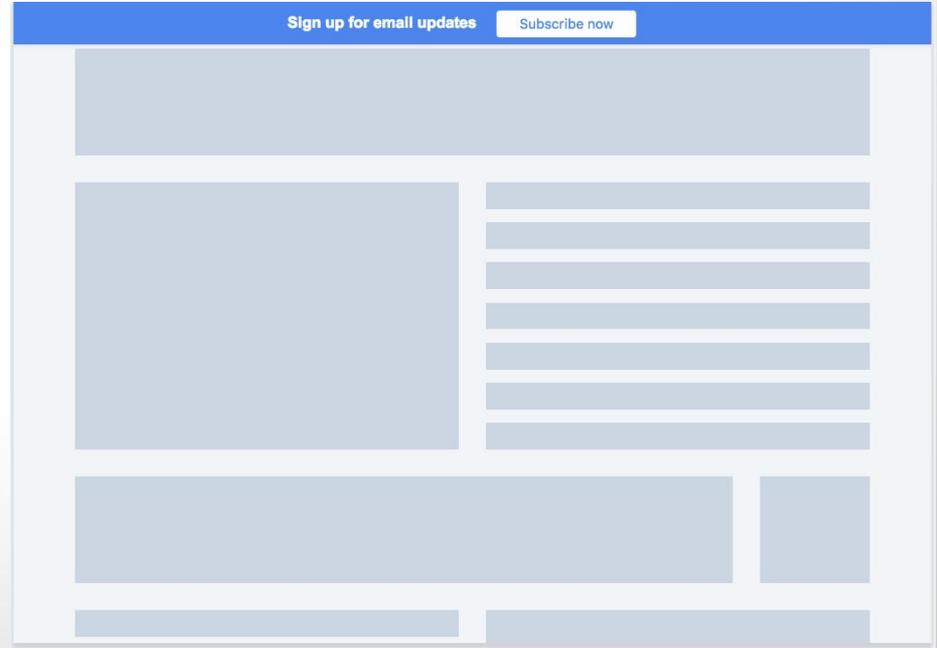
=

**HubSpot Free**

# Lead Flows

Lead Flows are a great way to make your lead capture more engaging with eye catching callouts:

- Quick and easy to create
- No coding needed



# How Does it Work?

A lead flow takes your customers through three simple steps...



## Step 1: Callout

This is the initial step of a lead flow, in which a call-to-action is displayed to intrigue your visitor and encourage them to learn more about your offer.



## Step 2: The form

This is the main part of the lead flow, in which you gather more details and information from your visitor.



## Step 3: Thank you message

The final step of your lead flow, in which you thank your customer and deliver the offer you promised them back in Step 1.

Let's get started

## STEP 1: Choose a lead flow type

Choose a flow type



Pop-up box

Pop-up boxes are bold and assertive. Use them to promote your most active social channels, add to your email subscriber list, and highlight your most valuable content.



Dropdown banner

Dropdown banners are timely and helpful. Use them to promote time-sensitive offers (like a sale or a webinar) or to encourage new subscriptions to your frequently updated blog.



Slide-in box left

Slide-in boxes are subtle and friendly. Use them to promote your content or add to your blog subscriber list.



Slide-in box right

Slide-in boxes are subtle and friendly. Use them to promote your content or add to your blog subscriber list.

# Who Gets It?

All levels of HubSpot Marketing tool, including HubSpot Free.

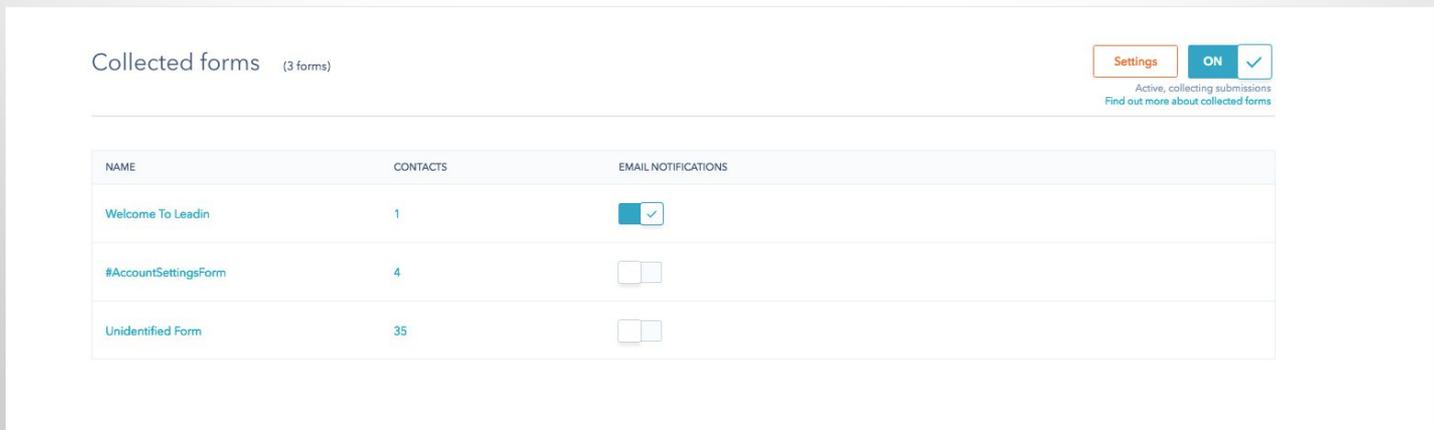
# When?

You can activate these by going to the products & add-ons and clicking “activate”

# Collected Forms

# Collected Forms

Collected forms is a form capture tool, used to capture submissions on existing 3rd party (non-HubSpot) website forms and route submissions to HubSpot as native form submissions.



The screenshot displays the HubSpot interface for managing collected forms. At the top left, it shows 'Collected forms (3 forms)'. On the top right, there is a 'Settings' button, a toggle switch set to 'ON' with a checkmark, and a status message: 'Active, collecting submissions' with a link to 'Find out more about collected forms'.

NAME	CONTACTS	EMAIL NOTIFICATIONS
Welcome To Leadin	1	<input checked="" type="checkbox"/>
#AccountSettingsForm	4	<input type="checkbox"/>
Unidentified Form	35	<input type="checkbox"/>

# How Does it Work?

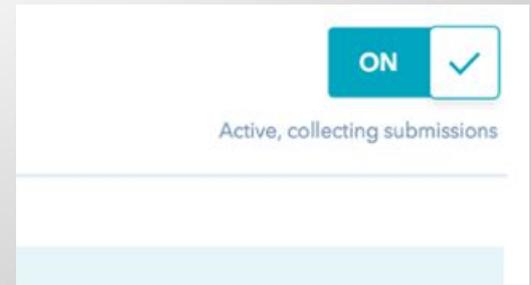


# How Does it Work?

1. Collected Forms scans page looking for any forms
2. It waits for a *Form Submit* event to occur
3. When the submit occurs, it filters through all of the form fields that it finds (Email, First Name, etc.)
4. Field values are matched to their corresponding properties in HubSpot and stored
5. The tracking cookie is also synced with the contact record in HubSpot at this stage. *This cookie is called li\_formsub.*

# Things to Note:

- Enabling Collected Forms is as easy as flicking a switch
- However, this is not a direct replacement for the Forms API
- Also, Collected Forms won't work for any form field labels that suggest credit card information is present, such as credit card, card number, expiration, expiry, ccv, cvc, cvv, secure code, Mastercard, American Express and AMEX



# Who Gets It?

All levels of HubSpot Marketing tool, including HubSpot Free.

# When?

Anyone who had LeadIn, should have this now. In Beta, for paid marketing portals.

# Visual Workflows

# Visual Workflows

## Current Workflows

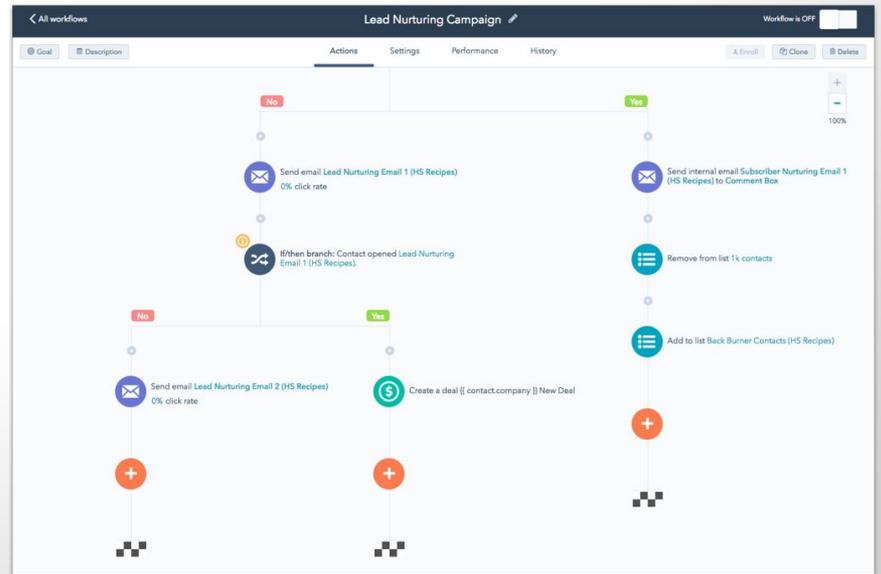
The screenshot shows a configuration interface for a workflow. At the top, it says "Automatically enroll contacts when they meet these criteria:". Below this, there is a list of criteria: "Contact is a member of Email engagement." and an "and..." button. Below the criteria list is an "or..." button. A note states: "Contacts who meet the criteria above will be reenrolled whenever they join the list Email engagement (Change)".

Below the criteria section, there is a section for branching: "If/then branch based on these criteria:". It contains a criterion: "Contact opened The Next Step." and an "and..." button. Below this, there are two buttons: "IF NO" (pink) and "IF YES" (green).

Under the "IF YES" branch, there is an action: "Send an internal email The Next Step to HubSpot Owner".

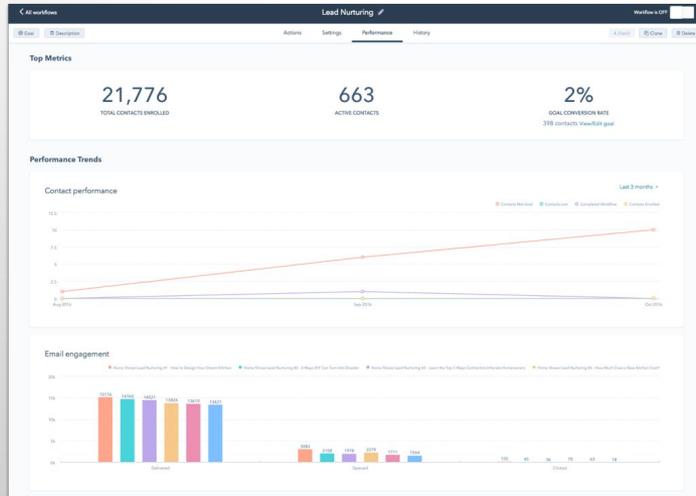
At the bottom, there is a section for "Delay the next action for 7 days".

## Visual Workflows



# Visual Workflows

- See your entire workflow in one holistic view
- Zoom in to edit or add actions to the workflow
- Simplified layout makes workflows easier to learn and understand
- Reporting is more digestible for your CEO, CMO or Sales Rep



# Who Gets It?

- HubSpot Professional
- HubSpot Enterprise

# When?

Very soon. Currently in Beta.

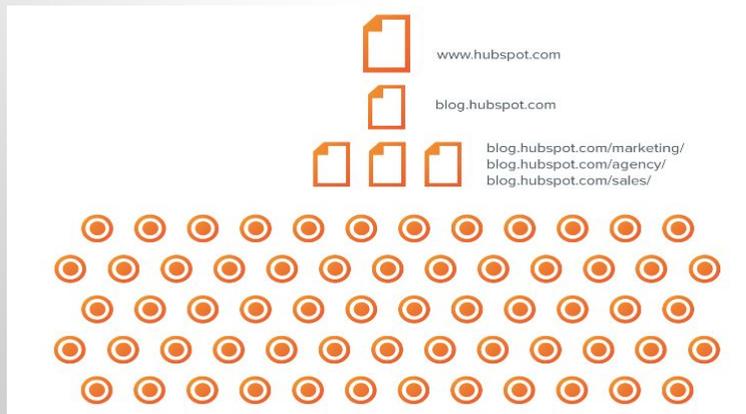
# Content Strategy Tool

# Content Strategy Tool

Content Strategy and SEO are always changing.  
We strive to change with them.

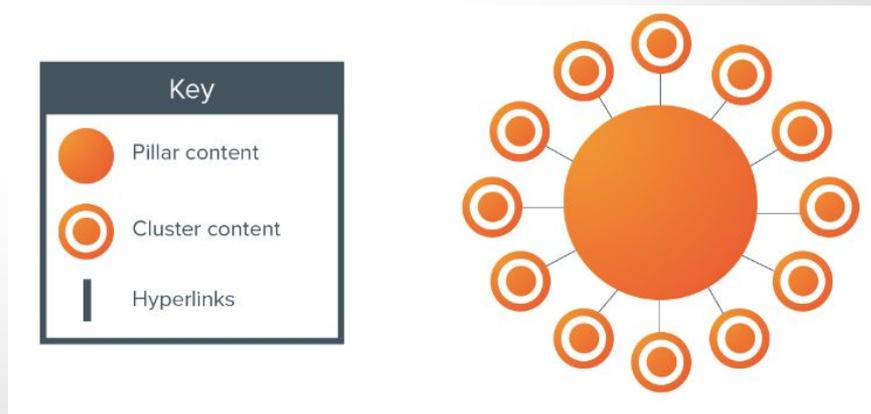
## Current Situation

Publish blog posts to raise Keyword rankings.



## Future Situation

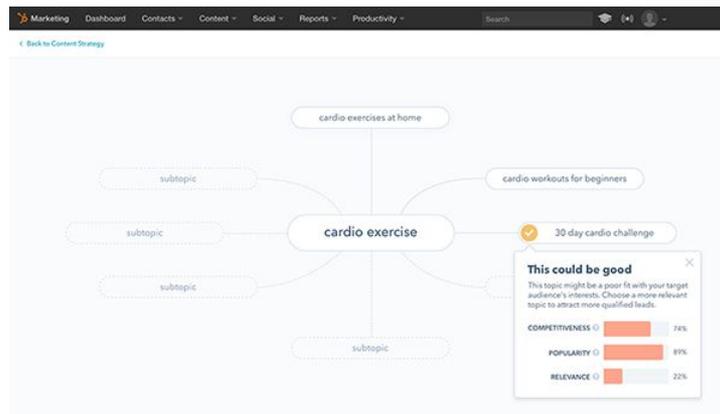
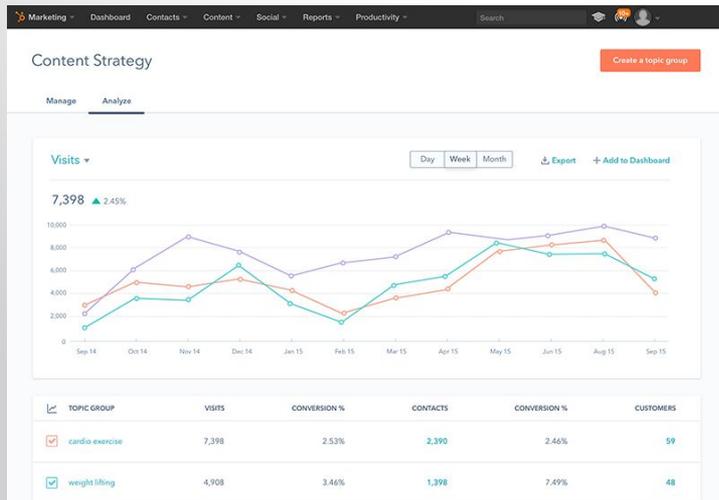
Clusters of content organized under a Topic.



Topics over Keywords. Builds canonical value around a single piece of content.

# Content Strategy Tool

The Content Strategy tool helps you to identify topics to concentrate on based on relevance, competition and popularity.



Measure overall topic clusters to see what content is driving leads, and prioritize your team behind what is working.

# Who Gets It?

- HubSpot Basic
- HubSpot Professional
- HubSpot Enterprise

# When?

Q1, 2017

# A/B Testing

# A/B Testing



# A/B Testing

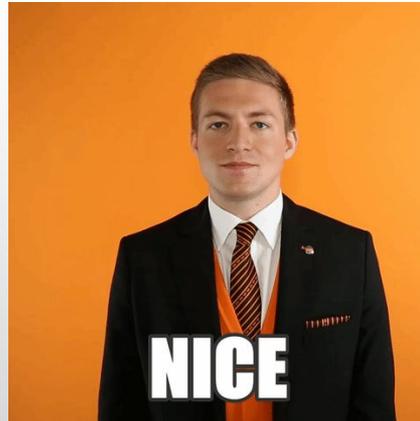
A/B Test Emails

A/B Test Landing Pages

A/B Test CTAs

~~Only available with the Enterprise Package.~~

Now available to Professional and Enterprise portals at no extra cost!



# Multi-Language Content Management

# Multi-Language Content Management

- Easily create Website and Landing Pages for different languages.
- Automatically optimized with HREFLANG tags.
- Automatically added to the correct directory for chosen language.



*Important Note: The content is not translated automatically.*

# Here's How it Works

The screenshot shows the HubSpot Content Settings interface. The top navigation bar includes 'Marketing', 'Dashboard', 'Contacts', 'Content', 'Social', 'Reports', and 'Productivity'. A search bar is on the right. Below the navigation, there are tabs for 'Content', 'Settings' (which is active), and 'Publish or Schedule'. A 'Save' button is visible in the top right corner.

On the left side, there is a vertical sidebar with icons for 'View', 'Analytics', 'Content', and 'Add'.

The main content area is titled 'Basic Info' and includes the following fields:

- Page name:** Ebook Offer
- Page title:** Ebook Signup
- Page URL:** http://350038.hs-sites.com / ebook-signup
- Meta description:** Sign up for a free HubSpot Hacks Ebook
- Campaign:** Select a campaign

Additional features include 'Create A/B Test' and 'Translation settings' links, and a status message: 'Great! You're within the limit. 122 remaining'.

# Who Gets It?

- HubSpot Basic
- HubSpot Professional
- HubSpot Enterprise

# When?

Very soon. Currently in Beta.

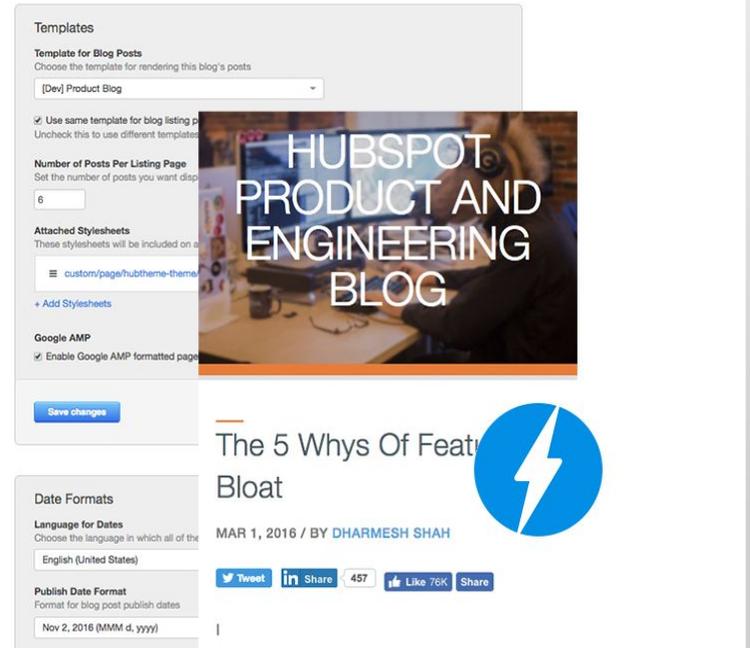
AMP

# AMP

## Accelerated Mobile Pages

One of the biggest drawbacks to surfing the web with your mobile is page load speeds. AMP fixes this issue.

- Instant page loads
- Easy to enable
- Available for all of your blog posts



The image shows a WordPress AMP settings panel overlaid on a blog post. The settings panel includes:

- Templates**
  - Template for Blog Posts**: Choose the template for rendering this blog's posts. A dropdown menu shows "[Dev] Product Blog".
  - Use same template for blog listing pages. Uncheck this to use different templates.
  - Number of Posts Per Listing Page**: Set the number of posts you want displayed. A text input field contains the number "6".
  - Attached Stylesheets**: These stylesheets will be included on all AMP pages. A list shows "custom/page/rubtheme-theme/". A link "+ Add Stylesheets" is visible.
  - Google AMP**
    - Enable Google AMP formatted pages.
- Date Formats**
  - Language for Dates**: Choose the language in which all of the dates will be displayed. A dropdown menu shows "English (United States)".
  - Publish Date Format**: Format for blog post publish dates. A text input field shows "Nov 2, 2016 (MMM d, yyyy)".

The background shows a blog post titled "The 5 Whys Of Feature Bloat" by Dharmesh Shah, dated March 1, 2016. The post features a large image with the text "HUBSPOT PRODUCT AND ENGINEERING BLOG" and a blue lightning bolt icon in a circle.

# Who Gets It?

- HubSpot Basic
- HubSpot Professional
- HubSpot Enterprise

# When?

Q1, 2017

# Facebook Ads & Linkedin Navigator

# LinkedIn Navigator

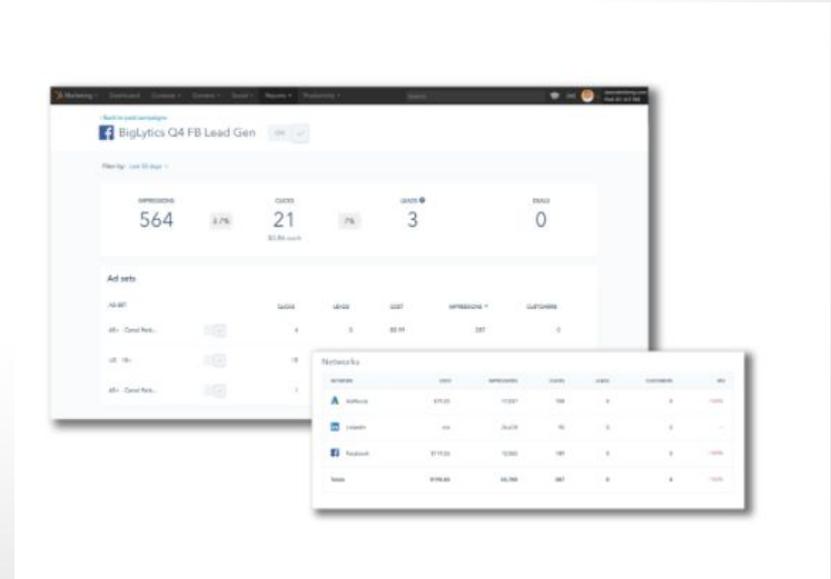
Coming in 2017

HubSpot is proud to be one of LinkedIn's CRM partners, enabling customers to target, understand and engage with prospects and leads through LinkedIn Sales Navigator right inside of HubSpot CRM



# Facebook Ads

- Coming Soon to HubSpot Ads
- Soon you'll have the ability to measure and optimize your Facebook Ads inside HubSpot. This rounds out our integrations with the top ads networks, giving you the power to quickly test and assess your investment in paid media.



# Who Gets It?

Customers with the Ads add-on (only)

# When?

Facebook Ads is in private Beta.

LinkedIn Navigator is coming in Q1.

# There's lots more!

Visit: [offers.hubspot.com/new](https://offers.hubspot.com/new)

## Time saving:

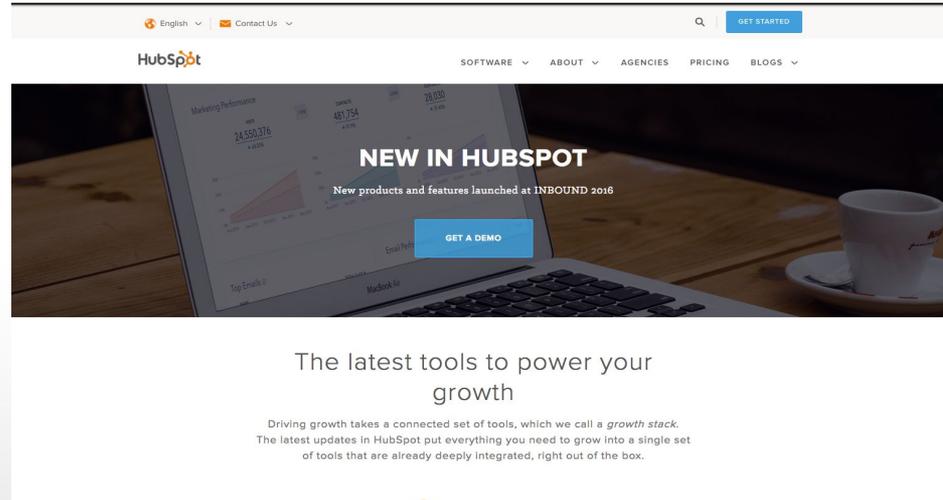
- Meetings
- Projects
- Collaboration
- Unified Mobile App

## In Beta Now:

- HubDB
- Composer

## Coming next year:

- Messages
- Collect
- Improved reporting (ability to export visuals!)



The screenshot shows the HubSpot website's 'NEW IN HUBSPOT' section. The banner features a laptop displaying a dashboard with various charts and data points, including 'Marketing Performance' with values like 24,550,376 and 481,754. The text 'NEW IN HUBSPOT' is prominently displayed, followed by 'New products and features launched at INBOUND 2016'. A blue 'GET A DEMO' button is positioned over the laptop screen. Below the banner, the text reads: 'The latest tools to power your growth'. Underneath, a smaller line of text states: 'Driving growth takes a connected set of tools, which we call a *growth stack*. The latest updates in HubSpot put everything you need to grow into a single set of tools that are already deeply integrated, right out of the box.'

# Something For You:

I can sign you all up for the products that are currently in **beta**, if you give me your:

- Name
- Company
- Email Address
- HubID of your portal

Visit <http://hubs.ly/H05gdXL0>  
to submit the google form!!

# THANK YOU



# QUESTIONS?



HubSpot