



HubSpot

# INBOUND 2018

Grow  
Better

The background is a dark, blue-tinted photograph of an office. Several people are visible, mostly in silhouette, working at desks with laptops. The scene is dimly lit, with light coming from the screens and possibly windows in the background. Overlaid on the image are several geometric shapes: a large teal triangle in the top right corner, a blue triangle in the bottom left corner, and five circles in yellow, orange, and pink scattered across the right side and bottom left.

**Let's start with Sorry**

# AGENDA

- Intro to speakers
- Quick overview of Product updates
- 5 Key insights
- Q&A
- Networking

**24,000+**

ATTENDEES AT  
INBOUND 2018

**3M**

STUDIO VIDEO  
VIEWS PER MONTH

**400K**

FOLLOWERS AND  
SUBSCRIBERS



**SHONDA RHIMES**  
Award Winning Writer,  
Executive Producer and Best  
Selling Author



**BETH COMSTOCK**  
Former Vice Chair, GE



**DEEPAK CHOPRA**  
Best-Selling Author & Founder,  
Chopra Foundation





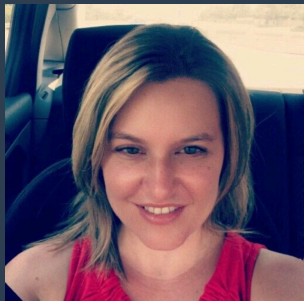
# INTRODUCTIONS



# Ryan Nofal

Client Service Director  
Penguin

@RyanNofal



# Nicole Sengers

Senior Inbound Marketing Strategist  
Spitfire Inbound

@Nicole\_Sengers



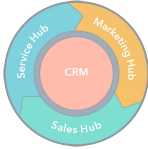
# **STARTER, PROFESSIONAL, & ENTERPRISE GROWTH SUITES**



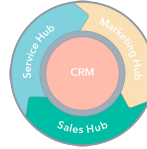
# Introducing the HubSpot Growth Suites

All the tools HubSpot has to offer at the Starter, Professional or Enterprise level, available in a single package available for 25% off

## Marketing Hub



## Sales Hub



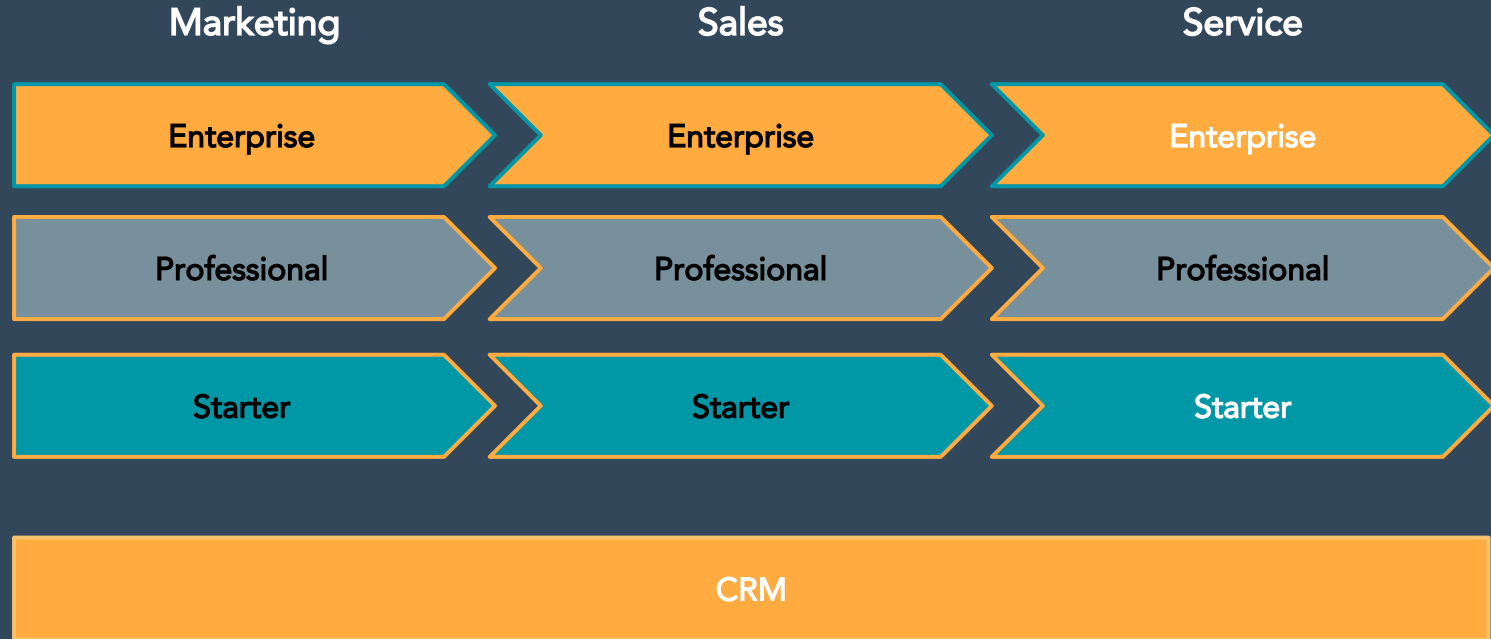
## Service Hub



## HubSpot CRM

See [hubspot.com/new](https://hubspot.com/new) for more details.

# Product Suite | September 2018



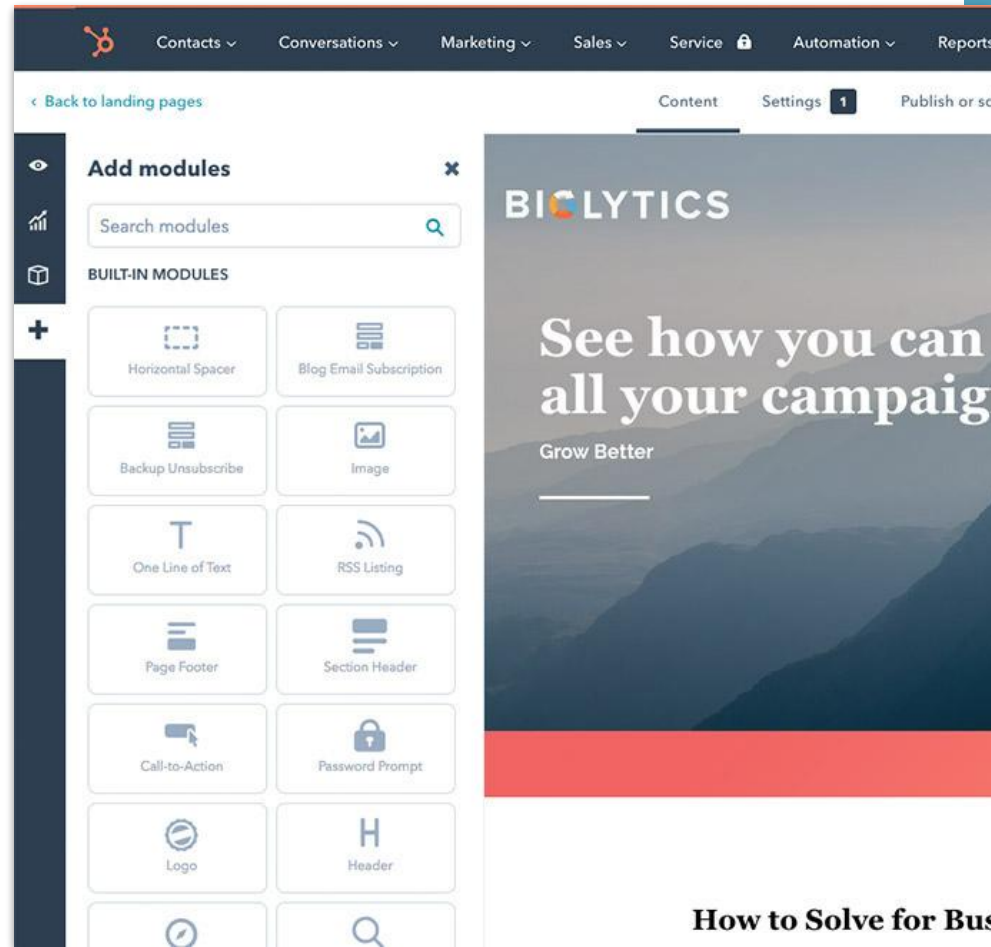
The image features a dark, semi-transparent overlay on a background photograph of three people working at a desk with laptops. The text 'HUBSPOT CMS' is centered in a bold, white, sans-serif font. The design is accented with a teal triangle in the top right corner, a blue triangle in the bottom left corner, and several colored circles (yellow, orange, pink) scattered across the composition.

# HUBSPOT CMS

# HubSpot CMS

HubSpot CMS combines the power of website creation with CRM to customize the entire buying journey, streamline marketing and sales alignment, and deliver true closed-loop reporting.

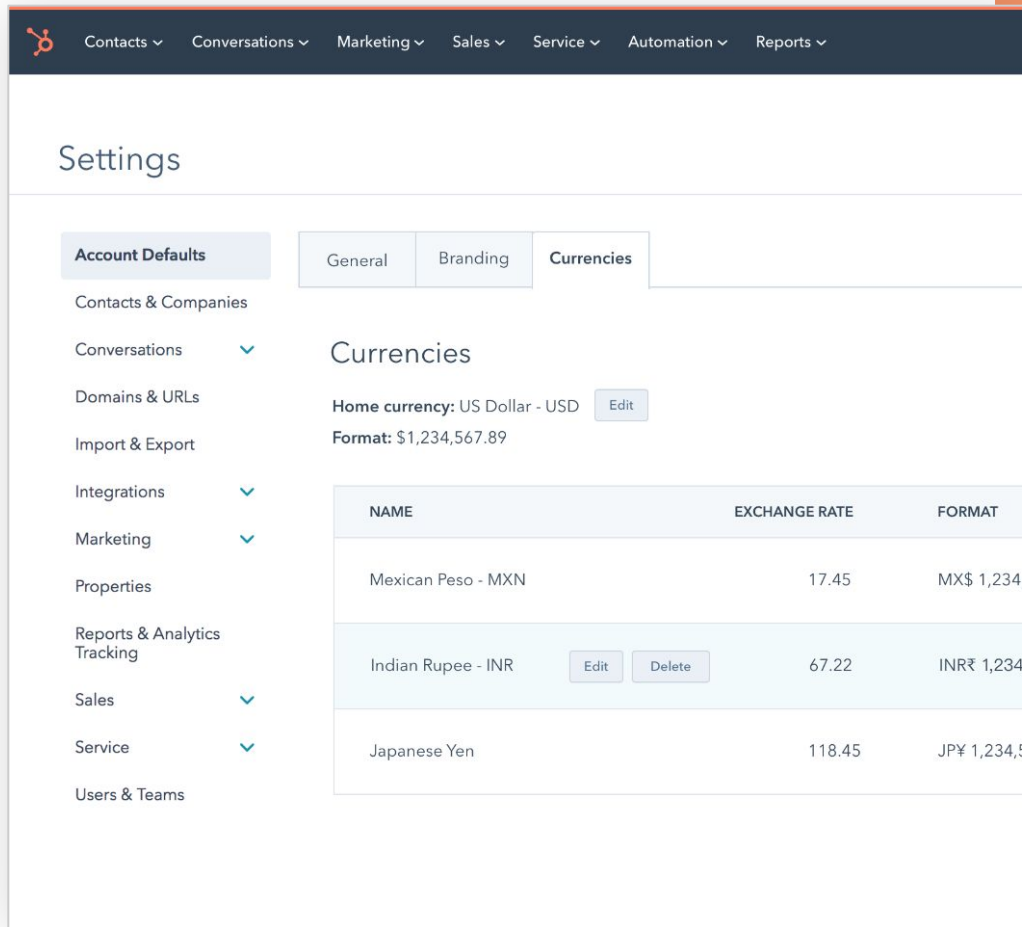
Available Now



# Multiple Currencies

Track and manage multiple currencies in HubSpot across your deals and reporting. Built in handling for exchange rates.

Available Now | Pro & Enterprise Products



The screenshot displays the HubSpot Settings interface. At the top, a navigation bar includes links for Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. The 'Settings' page is open, with a sidebar on the left listing various settings categories: Account Defaults, Contacts & Companies, Conversations, Domains & URLs, Import & Export, Integrations, Marketing, Properties, Reports & Analytics Tracking, Sales, Service, and Users & Teams. The 'Currencies' tab is selected under the 'Account Defaults' section. The main content area shows the 'Currencies' configuration. It includes a 'Home currency' set to 'US Dollar - USD' with an 'Edit' button, and a 'Format' set to '\$1,234,567.89'. Below this is a table listing configured currencies: Mexican Peso - MXN, Indian Rupee - INR, and Japanese Yen. The Indian Rupee row has 'Edit' and 'Delete' buttons. The table columns are NAME, EXCHANGE RATE, and FORMAT.

NAME	EXCHANGE RATE	FORMAT
Mexican Peso - MXN	17.45	MX\$ 1,234,567.89
Indian Rupee - INR	67.22	INR₹ 1,234,567.89
Japanese Yen	118.45	JP¥ 1,234,567.89



# HUBSPOT VIDEO

[Hubspot.com/new](https://Hubspot.com/new)







# 5 Key Insights





f

in

#CustomerFirst | #CustomerFriction

# INBOUND





# #1

## Earn my attention. Don't Steal it

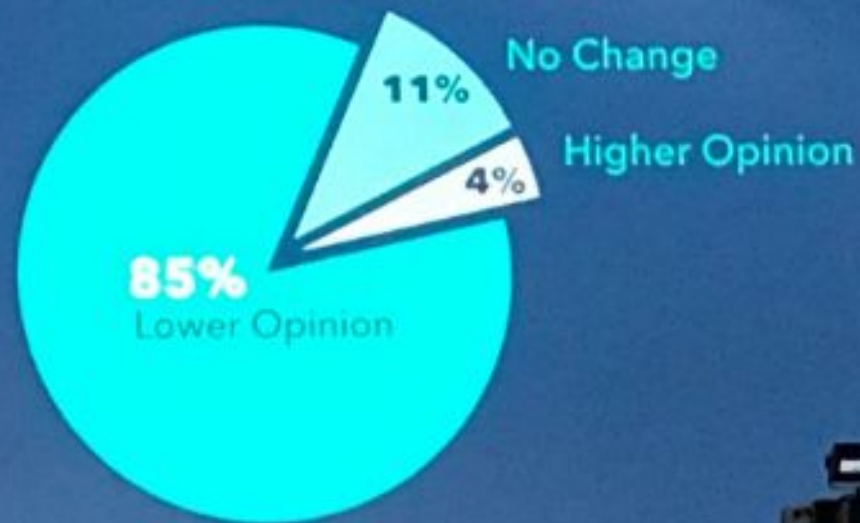
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Give me something I value before  
you take something I value (like my time)



@RyanNofal

**How does your opinion  
of a company change  
when you get an  
unwanted outreach?**



# EVER EXPERIENCED MAILS LIKE THIS

I LOVE EXPENSE REPORTS

Said no one ever,

Test drive a free 30 day trail to learn more about easy expense reports can be when delivered on your mobile phone.

Free trial demo here: [Link\(s\)](#)

To setup an appointment with one of our sales reps, please contact us on [ItsAllAboutMe.com](http://ItsAllAboutMe.com) or [IOfferNoValue.com](http://IOfferNoValue.com)



THEN WHEN WOULD  
BE A GOOD TIME TO  
TELL YOU ABOUT OUR  
SPECIAL OFFER?





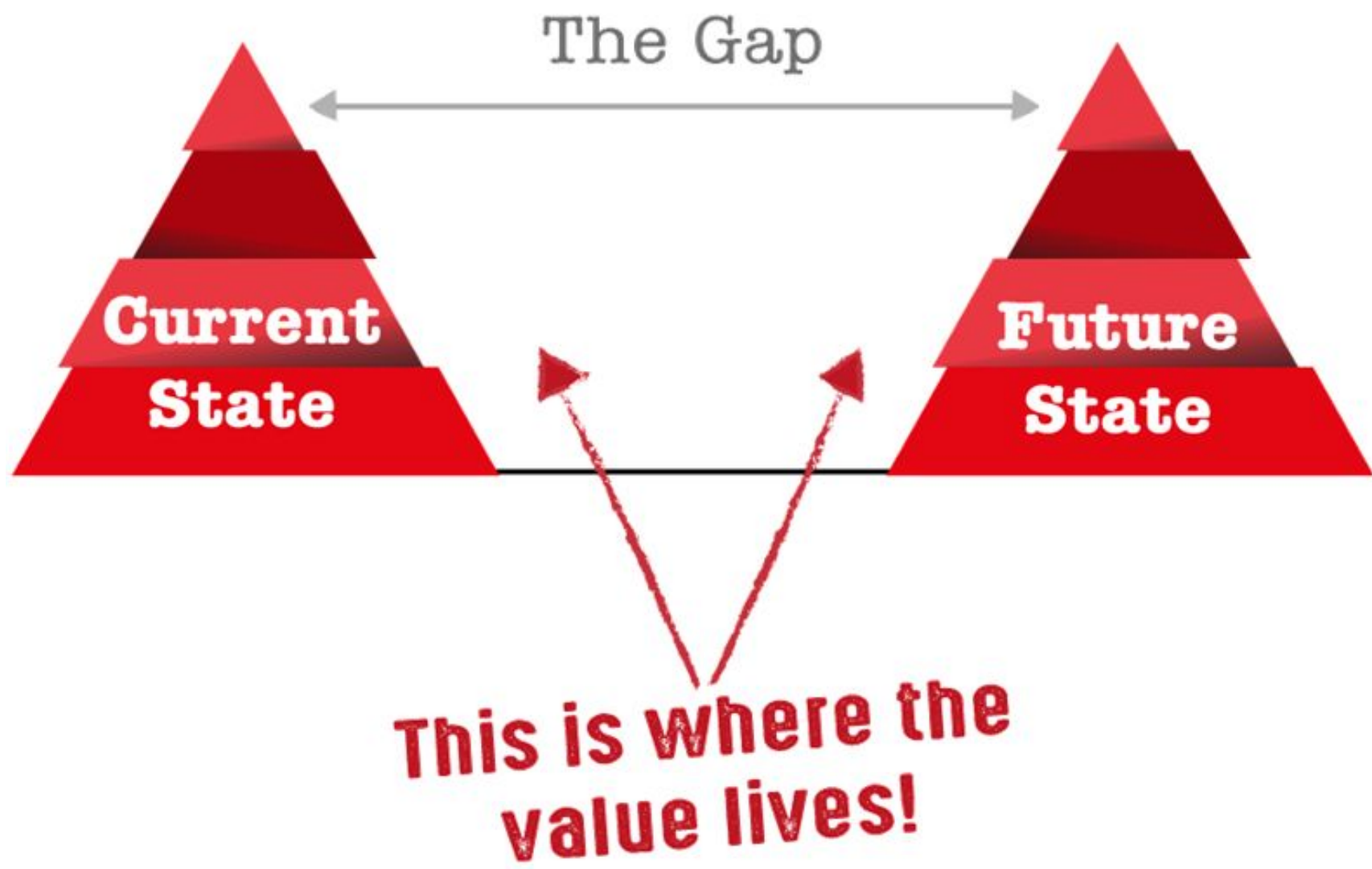
**Every business that ever started in the history of businesses started because there was a problem that needed solving**





HAVE YOU DONE  
YOUR HOMEWORK?





# CONSIDER THIS INSTEAD

Hi Ryan,

We've found that many companies in your industry struggle with <Insert problem> and because of this, it is causing <insert impact>

If your company is experiencing the same, can we suggest 30 min to discuss how we may be able to address the impact this is having and provide <insert new outcome>



**NOBODY GIVES A SH!T ABOUT YOU  
OR YOUR BUSINESS.  
SOLVE MY PROBLEMS AND ADD  
VALUE TO MY BUSINESS OR LEAVE  
ME ALONE**



# #2

## Own your screw ups

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Be Authentic. We all make mistakes  
Say you are sorry, **Be Sorry** and make it better



@RyanNofal

If a company you regularly buy from made a mistake, but apologized and made it right, **would you continue to buy from them?**

96%

YES

4%

NO



**We've noticed that you've had some dropped calls. As SA's first and best 4G network, we've given you 10 free minutes to use by tomorrow 23.59. T&Cs Apply.**







**KFC**



Настроение  
в большом баре

Вкусная еда  
для вас и ваших  
друзей. Мы знаем, как  
вам понравится.











#### WE'RE SORRY

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit [kfc.co.uk/pressed-the-road](http://kfc.co.uk/pressed-the-road) for details about your local restaurant.



## **WE'RE SORRY**

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit [kfc.co.uk/crossed-the-road](https://kfc.co.uk/crossed-the-road) for details about your local restaurant.



IN FEBRUARY 2018, DELIVERY PROBLEMS CAUSED  
HUNDREDS OF KFC RESTAURANTS IN THE UK TO CLOSE.

IT WAS A HUGE NATIONAL NEWS STORY, AND THIS WAS KFC'S  
RESPONSE, PUBLISHED IN THE METRO AND SUN NEWSPAPERS.

AFTER APPEARING ONLY **ONCE** IN TWO  
NATIONAL NEWSPAPERS, THE APOLOGY WAS:

SHARED TO  
**219,138,216**  
THROUGH SOCIAL

AND REACHED  
**796,709,795**  
WITH EDITORIAL COVERAGE



"KFC's genius apology advert  
makes us want to forgive them  
for running out of chicken"

**JOE**

"KFC launches brilliant advert...  
and people can't get enough of it"

**Mirror**



**PEOPLE ARE MORE FORGIVING THAN YOU THINK  
BE AUTHENTIC  
ACTUALLY SAY THE WORD, SORRY  
MEAN IT**





#3

Solve for the customer not your  
process



@Nicole\_Sengers

# SFTC.

Solve For The Customer.

We don't want to satisfy them,  
we want to **delight** them.

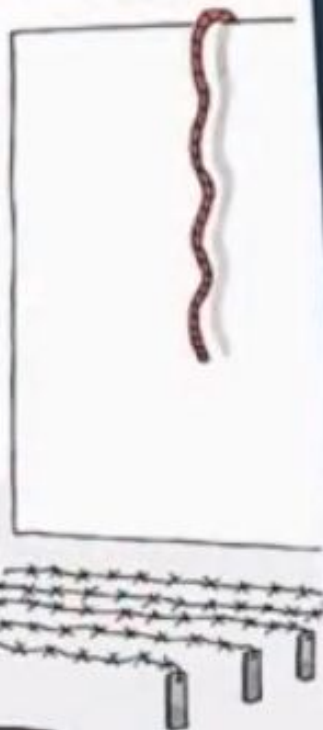
Our goal is to help them **succeed**.

# INBOUND





THANK YOU FOR YOUR  
INTEREST. LET ME WALK YOU  
THROUGH OUR SALES PROCESS.



TOM  
FISH  
BURN



And they definitely don't care about  
**YOUR DEPARTMENTS.**

↪ or their dysfunctions 😞

Wait... I already got this email?

Why are you offering me something I already have?

I chatted with you guys via live chat. But your rep doesn't seem to know that?

But it's not just you.  
When your marketing depends on a pile of tools that don't talk to each other, your customers notice.  
And not for the right reasons.

Why are you sending me marketing emails when I'm already in touch with a sales rep?

I changed companies 3 months ago. Why are you emailing my old address?

I filled out "health care" on your web form, but you're sending me totally unrelated follow-up emails?



**CHIMAMANDA NGOZI ADICHIE**  
**KEYNOTE**

"Just because something can be done doesn't mean that's the only way it can be done." - Chimamanda Ngozi Adichie



#4

Ask for feedback, and act on it

---



@Nicole\_Sengers

# Some key notes about feedback

1. Feedback isn't about technology
2. Feedback isn't about you
3. It's tough to start gathering feedback
4. Keep at it
5. Make sure you action feedback



**Feedback**

---

**Tell me what I don't want to hear**





“What if we don’t change at all ...  
and something magical just happens?”





**Holly Chessman**

@HollyChessman



Knowing that I have blind spots makes me want to learn more -  
Chimamanda Ngozi Adichie [#INBOUND18](#)

No one knows your customer experience better than **your customers.**



**Spitfire Inbound** @SpitfireInbound · Sep 5



The only way to drive delight is to get the entire team involved... The whole darn organisation [@bhalligan](#) [@Nicole\\_Sengers](#) [@inbound](#) [#Inbound18](#)





#5

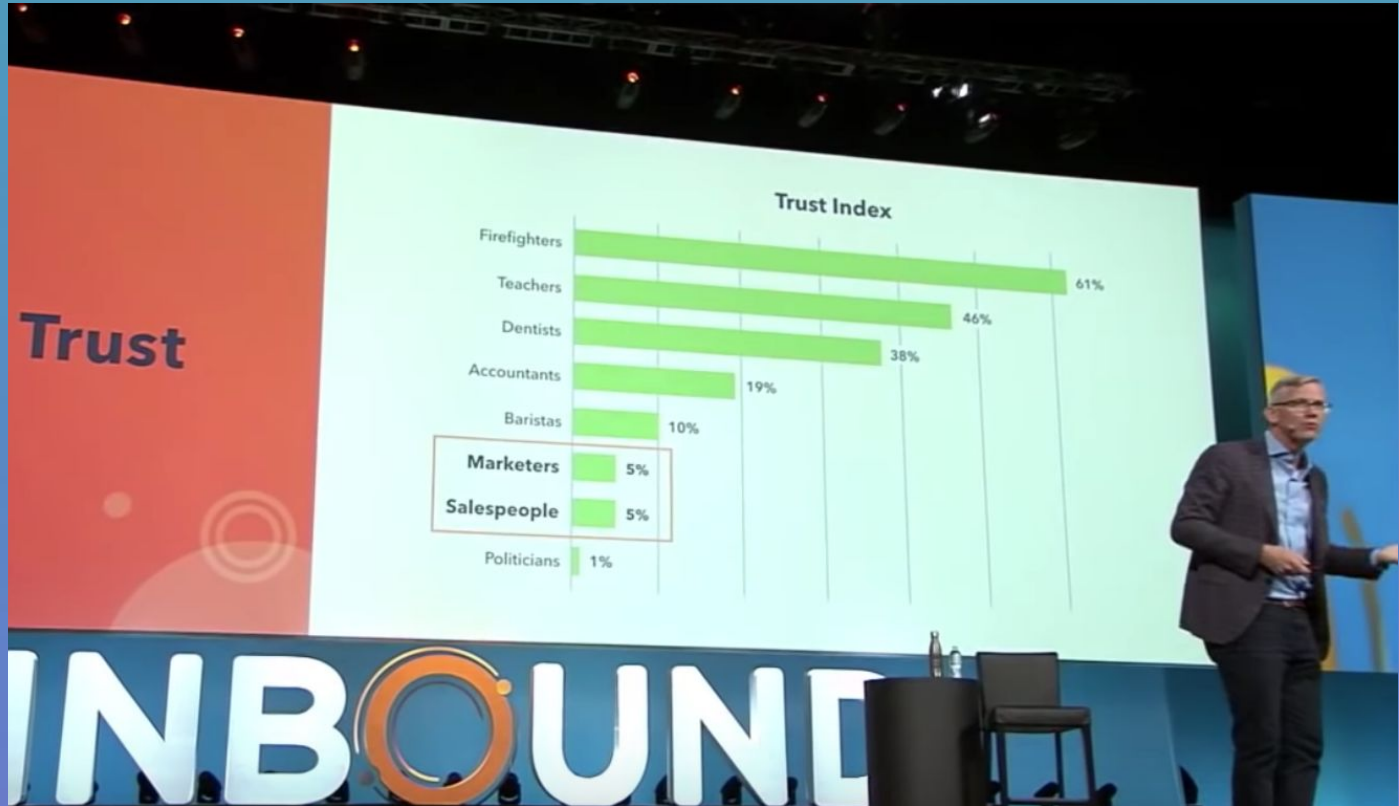
Reduce the Friction  
.....  
To Increase Growth



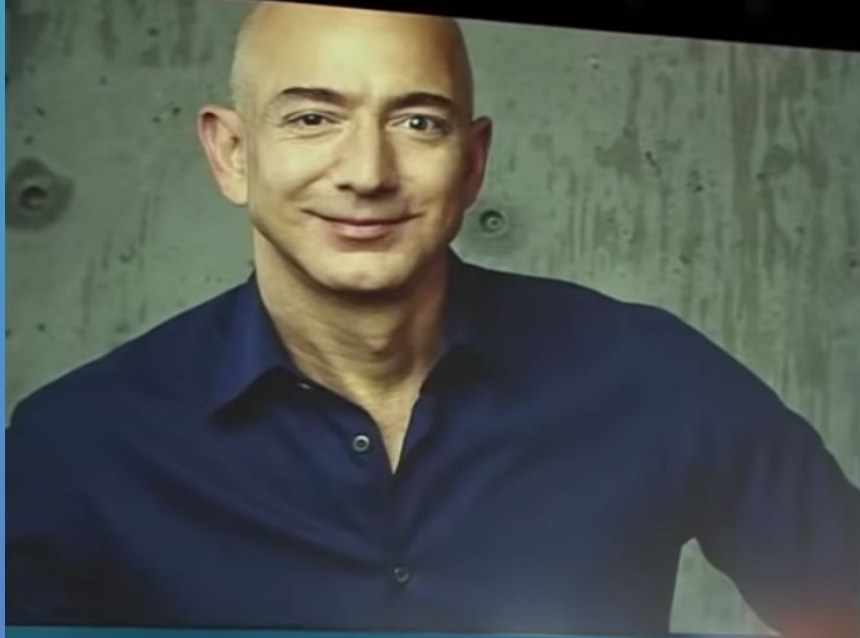
@Darrenleishman



# Trust in Sales and marketing is at an all time low



# Friction Inhibits Growth



# INBOUND

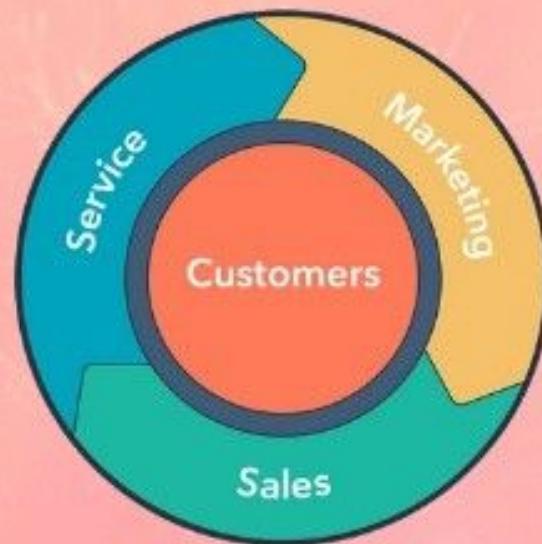
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**Then = Funnel**  
Customers as an afterthought



**Now = Flywheel**  
Customers at the center







## KEYNOTE

BRIAN HALLIGAN | HUBSPOT



*« If you're putting force on your flywheel and you've got low friction, it's going to spin fast - and if it spins too fast, it'll break. You need to build your flywheel with high-quality, scalable materials. »*



In this age of technology  
we need to be even more  
Human centric



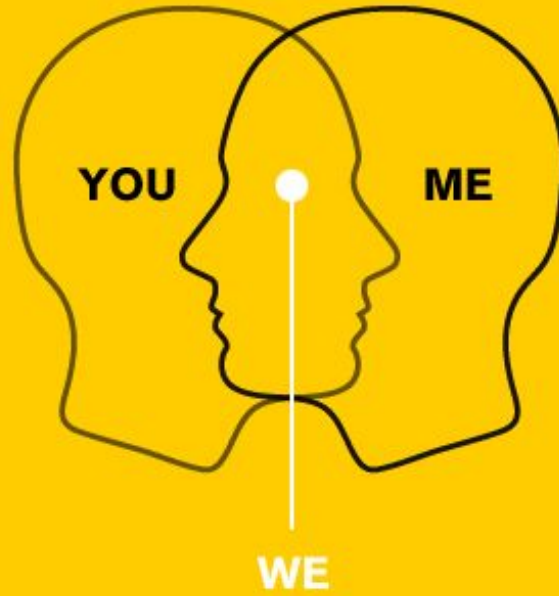


Figure out what your customer wants  
and how you can give it to them.



A man with a beard, wearing a white t-shirt, is holding a Sony camera and looking down at it. In the foreground, the back of a woman's head is visible, slightly out of focus. The background shows a window with multiple panes. The entire image is overlaid with a dark blue filter. There are several colorful geometric shapes: a large yellow circle in the top right, a pink circle next to it, a smaller orange circle below the pink one, and a yellow circle in the bottom left. A teal triangle is in the top right corner, and a blue triangle is in the bottom left corner.

# Conclusion