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

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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
YouTube

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

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/

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

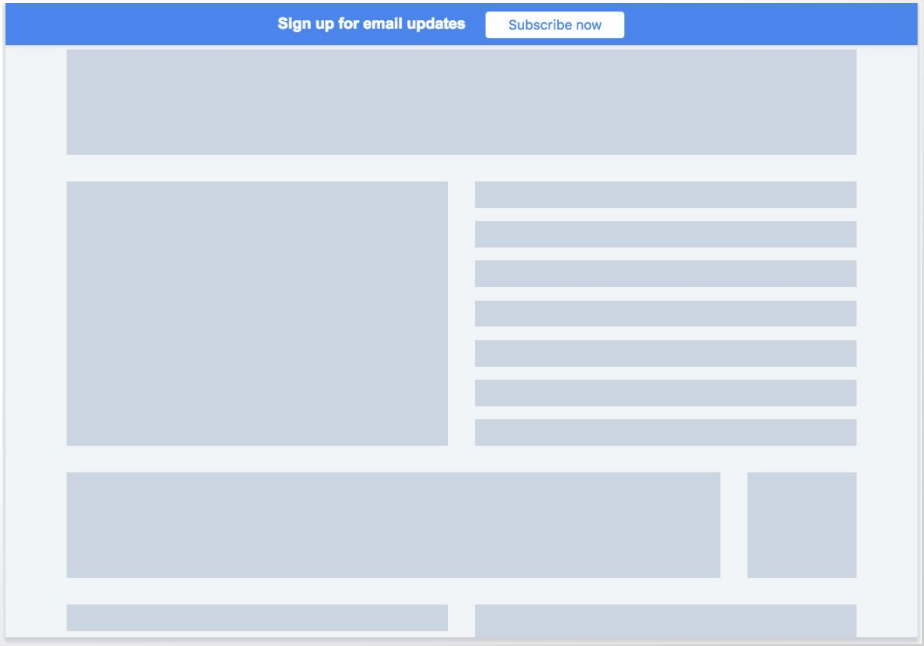
=

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

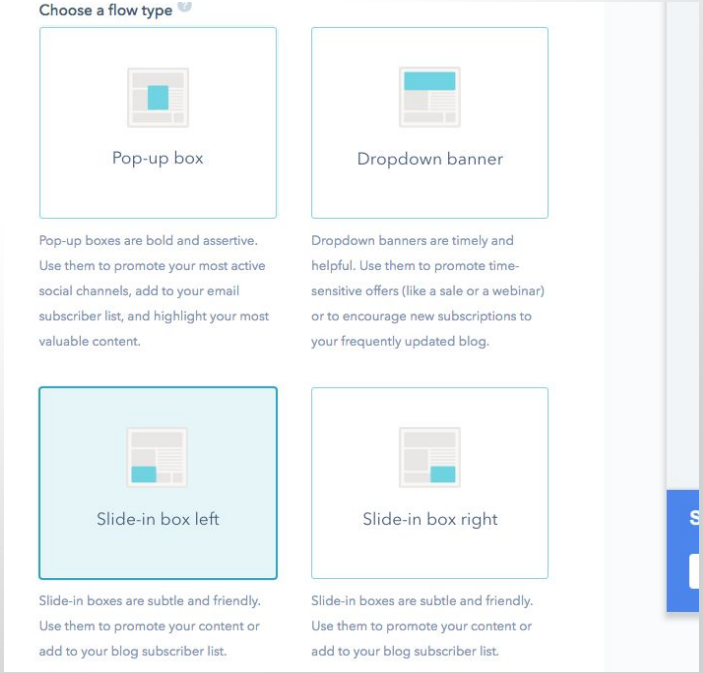
This is the main part of the lead flow, in which you gather more details and information from your visitor.

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



Who Gets It?

All levels of HubSpot Marketing tool, including HubSpot Free.

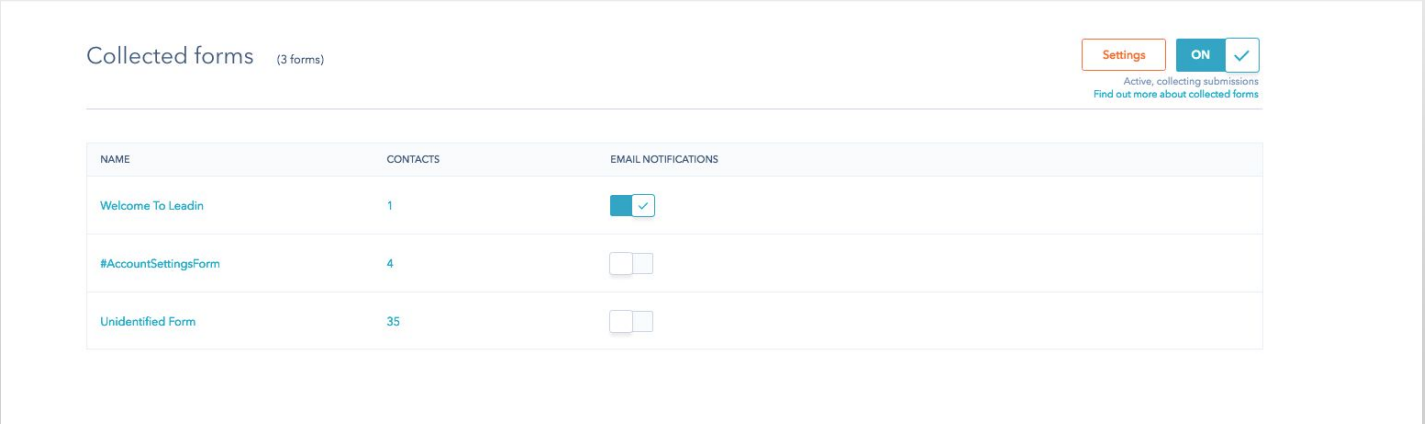
When?

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.



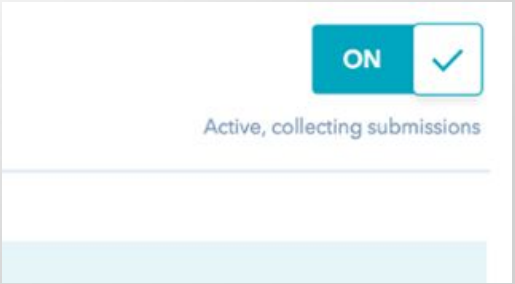
How Does it Work?

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.

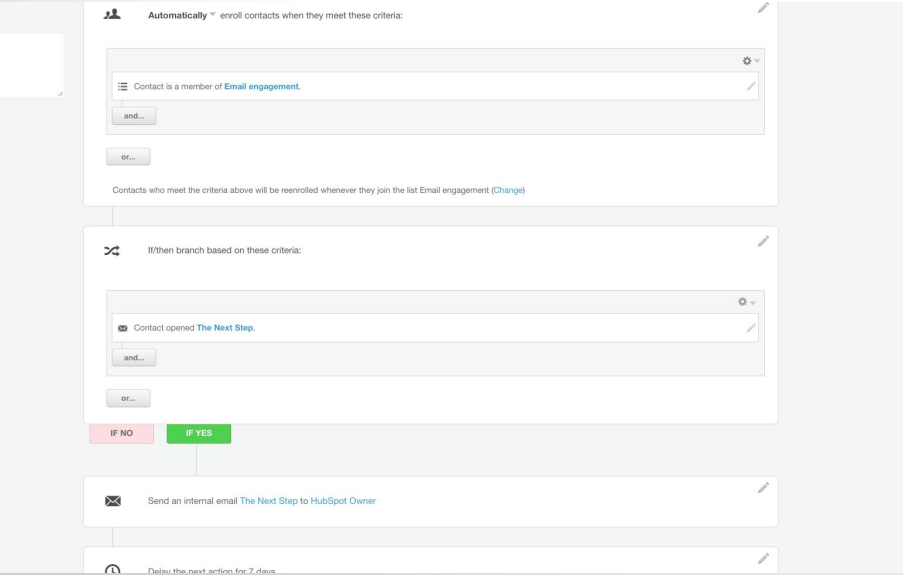
When?

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

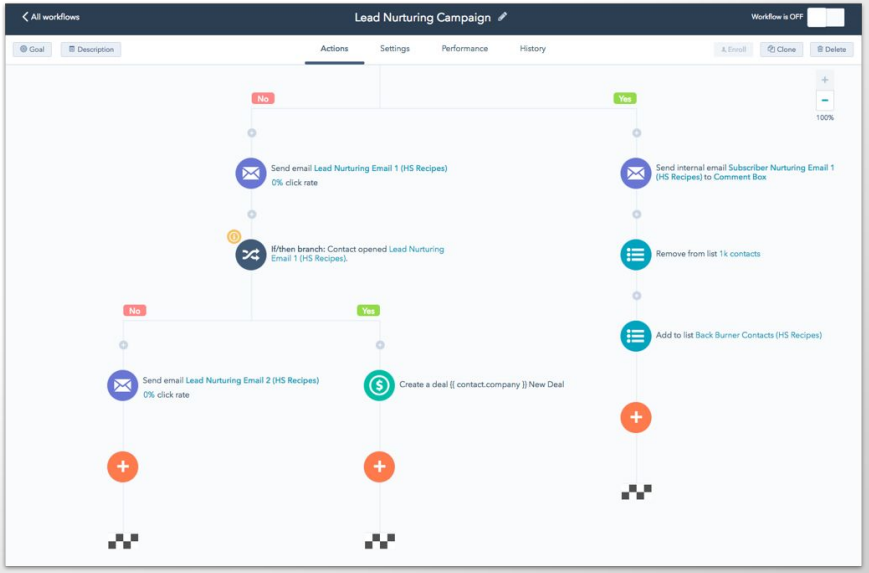
Visual Workflows

Visual Workflows

Current Workflows

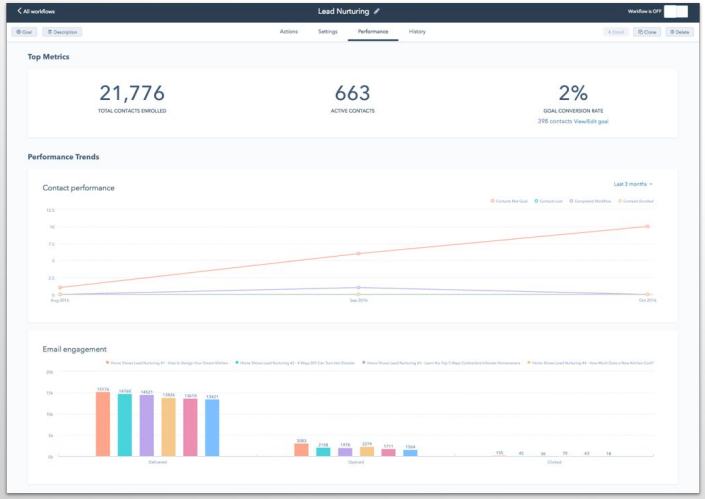


Visual Workflows



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.

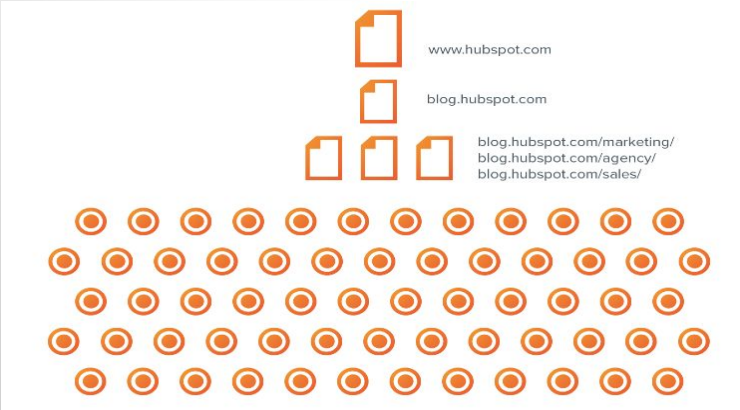
Content Strategy Tool

Content Strategy Tool

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

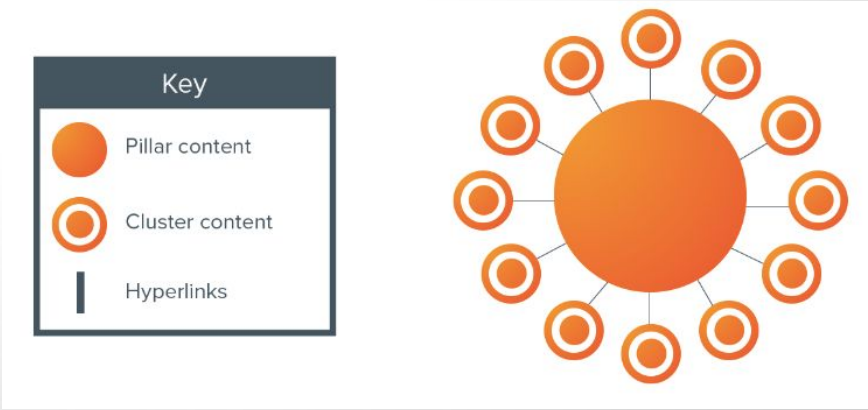
Current Situation

Publish blog posts to raise Keyword rankings.



Future Situation

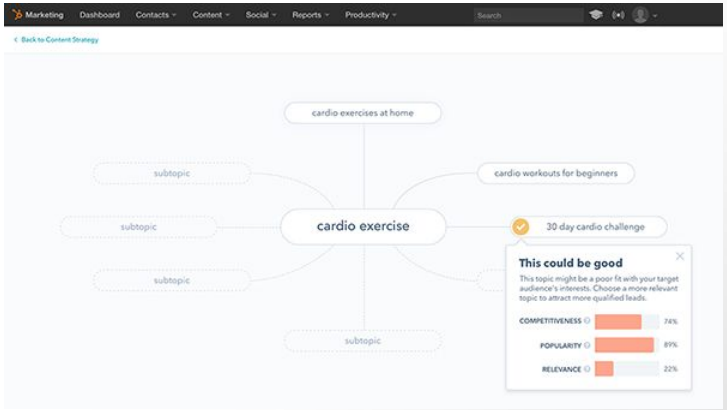
Clusters of content organized under a Topic.

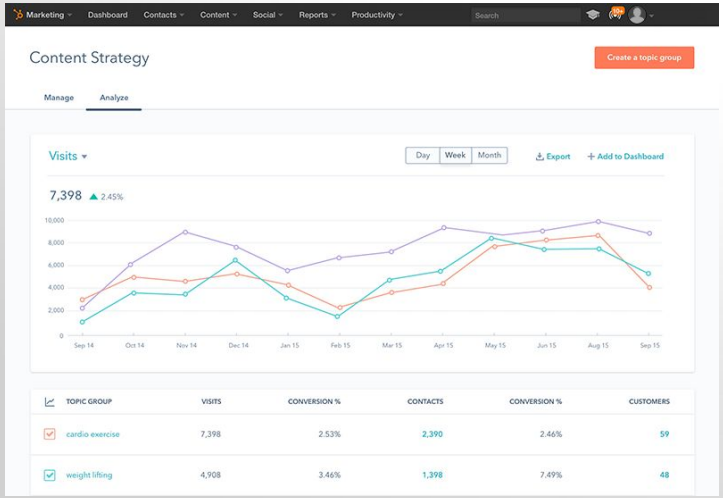


Topics over Keywords. Builds canonical value around a single piece of content.

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!

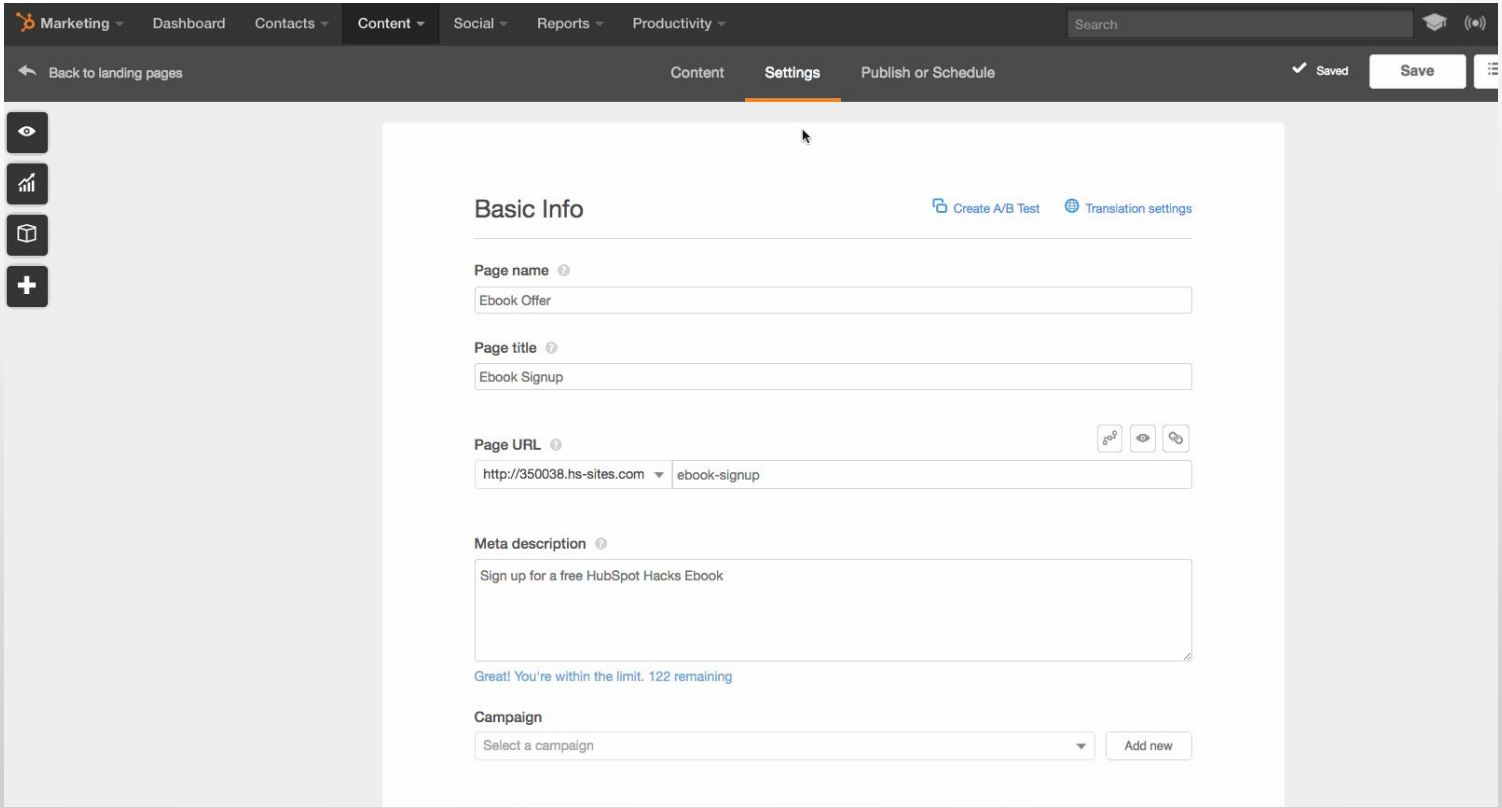
Multi-Language Content Management

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



Who Gets It?

- HubSpot Basic
- HubSpot Professional
- HubSpot Enterprise

When?

Very soon. Currently in Beta.

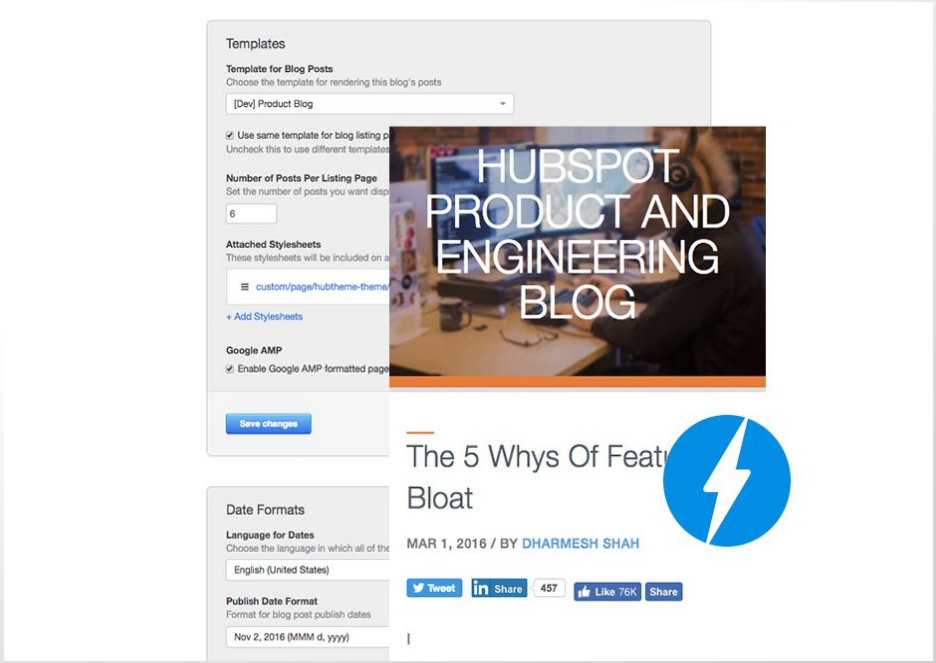
AMP

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



Who Gets It?

- HubSpot Basic
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- HubSpot Enterprise

When?

Q1, 2017

Facebook Ads & Linkedin Navigator

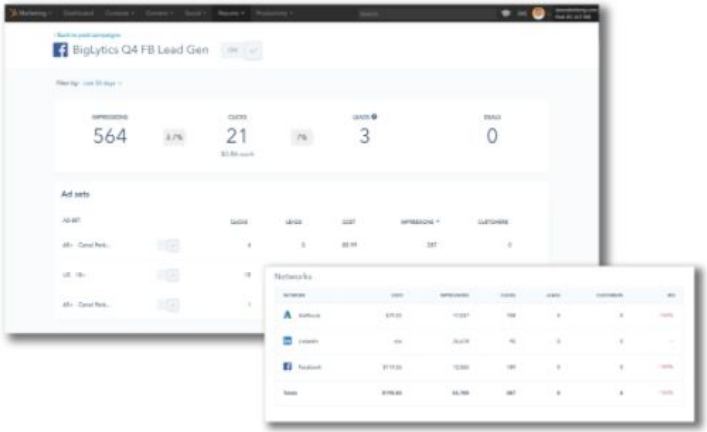
LinkedIn Navigator

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?

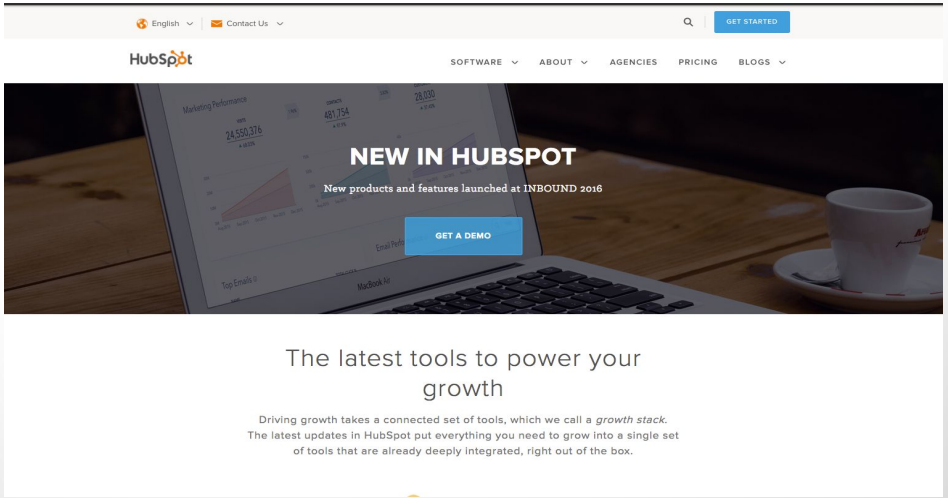
Facebook Ads is in private Beta.
Linkedin Navigator is coming in Q1.

There’s lots more!

Visit: offers.hubspot.com/new

Time saving:
- Meetings
- Projects
- Collaboration
- Unified Mobile App

In Beta Now:
- HubDB
- Composer



Coming next year:
- Messages
- Collect
- Improved reporting (ability to export visuals!)

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