Social Media & Business Marketing

Mike Volpe

VP Marketing

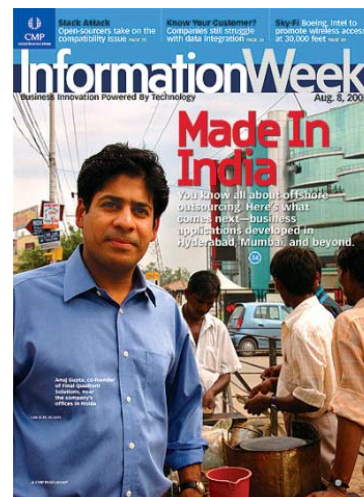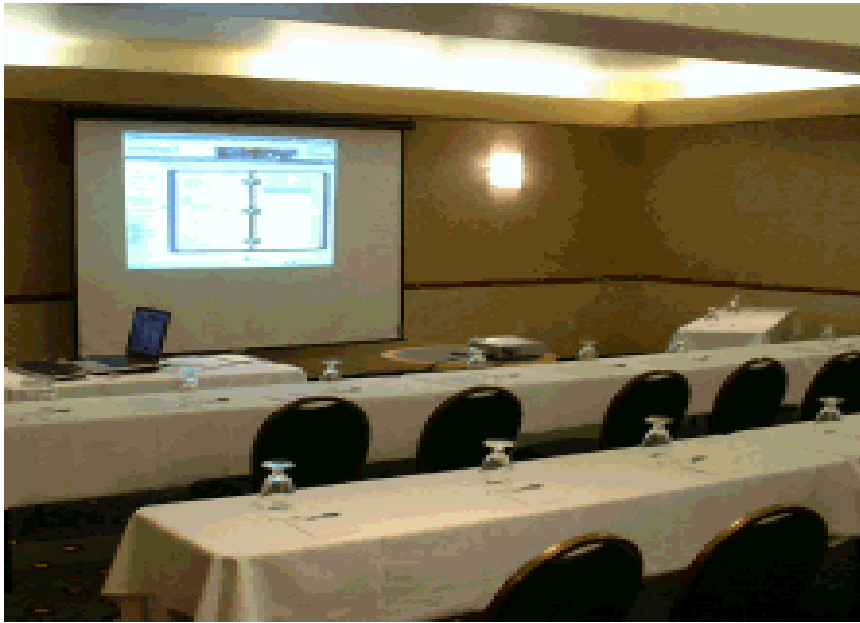HubSpot

Agenda

1. Why is Social Media Important?

2. Social Media State of Mind

3. 3 Types of Social Media

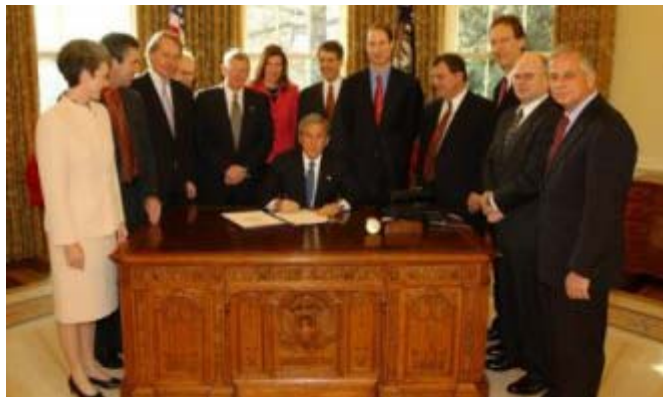4. Measuring Results

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Marketers Doing Marketing

People Blocking Marketing

TiVo

SIRIUS SATELLITE RADIO

NATIONAL DO NOT CALL REGISTRY

01   WED   10:15 07/12
718-555-1234
JOHN SMITH

Inbox (3729)

Junk E-mail [6649]

Can Spam Act Signed into Law

LIVE DO NOT CALL

Consumers have registered 50.6 million phone numbers for the list

DO NOT CALL

CNN   BUSH: CALLS "INTRUSIVE, ANNOYING, UNWELCOME"   NAS 24.98

NCIAL TO BUY LIFE INSURER JOHN HANCOCK FINANCIAL SE

People Don't Need Marketing

Rethinking Marketing

Outbound Marketing
- Telemarketing
- Trade shows
- Direct mail
- Email blasts
- Print ads
- TV/radio ads

Inbound Marketing
- SEO / SEM
- Blogging
- Social Media
- RSS
- Free tools/trials
- Viral videos

Interruption

Permission

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What is Social Media?

Wikipedia:

"Social media is an umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words and pictures."

Mike Volpe:

"It's media (content that is published) with a social (anyone can add to it) component."

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Social Media is Inbound Marketing

- Social Media helps with SEO

- Social Media promotes your Blog

- Social Media is Permission Centric

- The conversation has already started…

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"I'm 48. I don't understand this Social Media stuff."

- Similar to a business cocktail reception

- Without constraints of time or space

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Business Cocktail Party Advice

- Meet people and start conversations

- Answer questions – help others

- Ask questions – trust others' advice

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Social Media = Cocktail Party

- Become a real member of the community

- Add value to the community
  - Ask and answer questions

- More effective than live cocktail parties
  - No boundaries of time or space
  - Other people can listen in easily

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3 Types of Social Media

Share

Publish

Network

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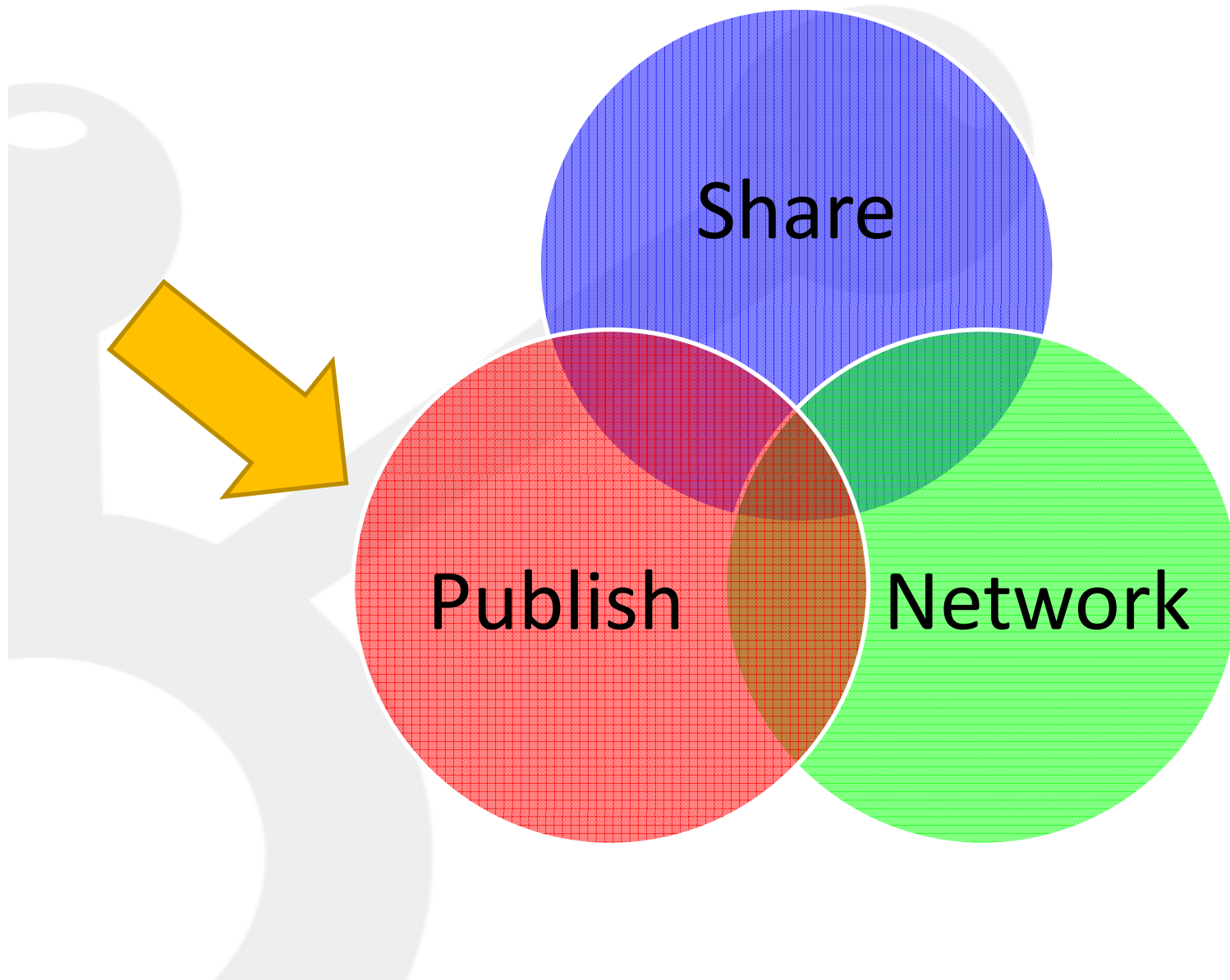
Social Media: Publish

- Everyone can publish anything for everyone

Marketing Tips for SM-Publish

- Publish: "Everything you have anywhere you can"

- Monitor what others publish, promote it

- Empower your customers to publish

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Publish What You Have

- SolidWorks: 100+ Videos on Website
- Published on YouTube, No Promotion
- 10,000+ Views / Month

Monitor What's Published

Promote Flattering Content

Empower Customers to Publish

- Hacking Netflix – Blog run by customer / fan
- Top 1% of all websites, Top 0.25% of blogs

3 Types of Social Media

Share

Publish

Network
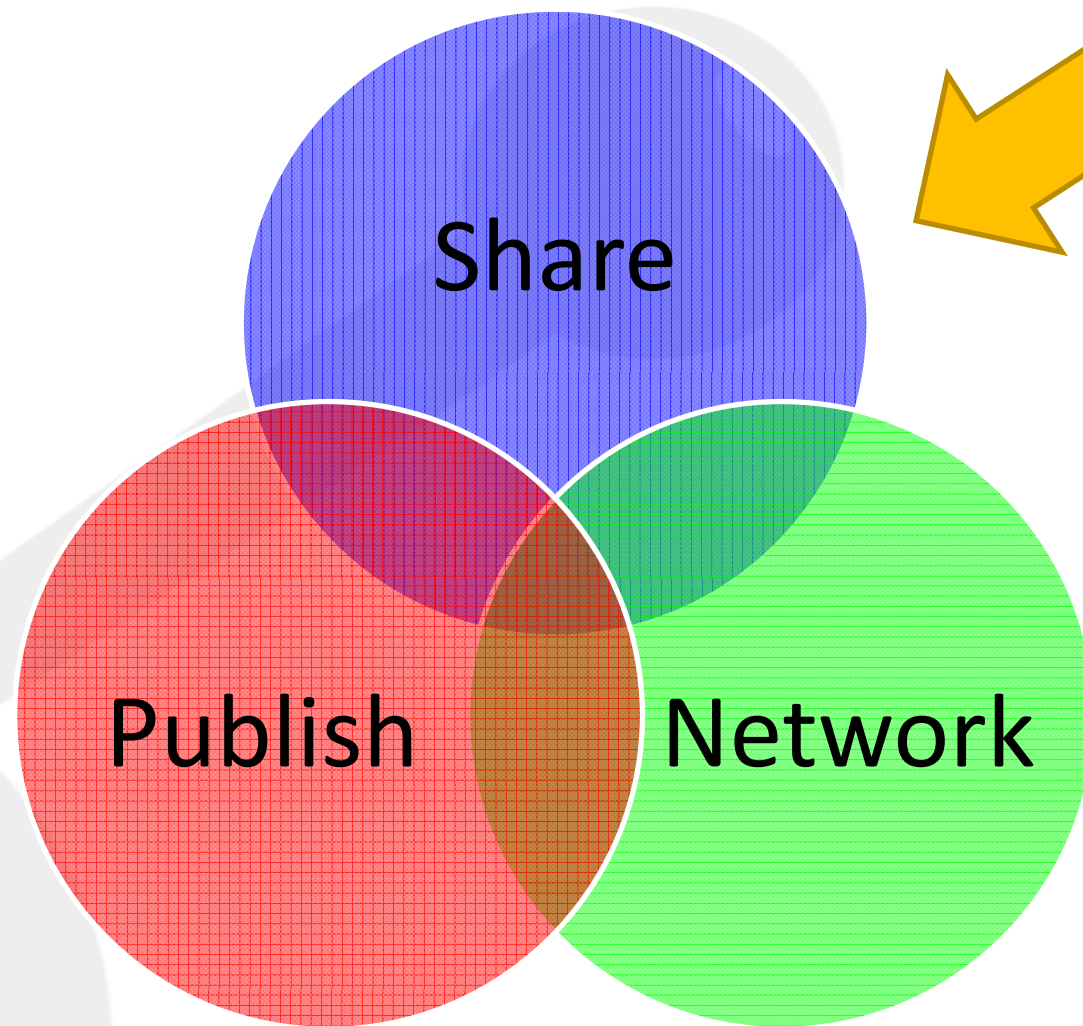
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Social Media: Share

- Anyone can promote anything to everyone

Marketing Tips for SM-Share

- Monitor what's being shared about you

- Find where your audience hangs out

- Promote your content and other content

- Produce content your audience will love

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Monitor What's Being Shared

Del.icio.us for Market Research

Where Does Your Audience Hang Out

Name	Overview	Stats	Demographic	Good For:
Del.icio.us (Yahoo)	Community saves and shares web bookmarks	2 million registered users 2 million visitors / mo.	Somewhat young, technical and web-centric, but growing in reach	Most companies. Del.icio.us has broad audience, but skews toward people interested in media and blogs
Digg	Community submits and votes on news stories	18 million visitors/ mo 4 million registered users	Young males working in technology. 94% male 88% are 18-39 64% income >$75k 39% blog	Offbeat news, politics, stories about Internet, Web2.0, technology, Apple, design , web design, environment
StumbleUpon	Community submits and votes on web pages, then people visit pages based on number of votes	4 million registered users 1 million visitors/ mo. (people use the service without visiting website)	Because you can segment by lots of interest areas, almost anything works well on StumbleUpon	All companies. You can get traffic with even one vote, and you don't need to be a power user to do well.

http://www.doshdosh.com/list-of-social-media-news-websites

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Promote Flattering Content

Content Your Audience Loves

Content	Description	Result
GoDaddy's 16-Step Checkout: Brainless Marketing At Its Finest?	Blog Article on Blog.HubSpot.com	695 Diggs and thousands of web visitors
Website Grader	Interactive tool that provides a free marketing and SEO report	Over 3,000 Del.icio.us bookmarks and over 250,000 unique websites submitted
Social Media Webinar	Webinar for marketing professionals on social media and marketing	Over 1,500 registrations, promoted for free by other bloggers

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3 Types of Social Media
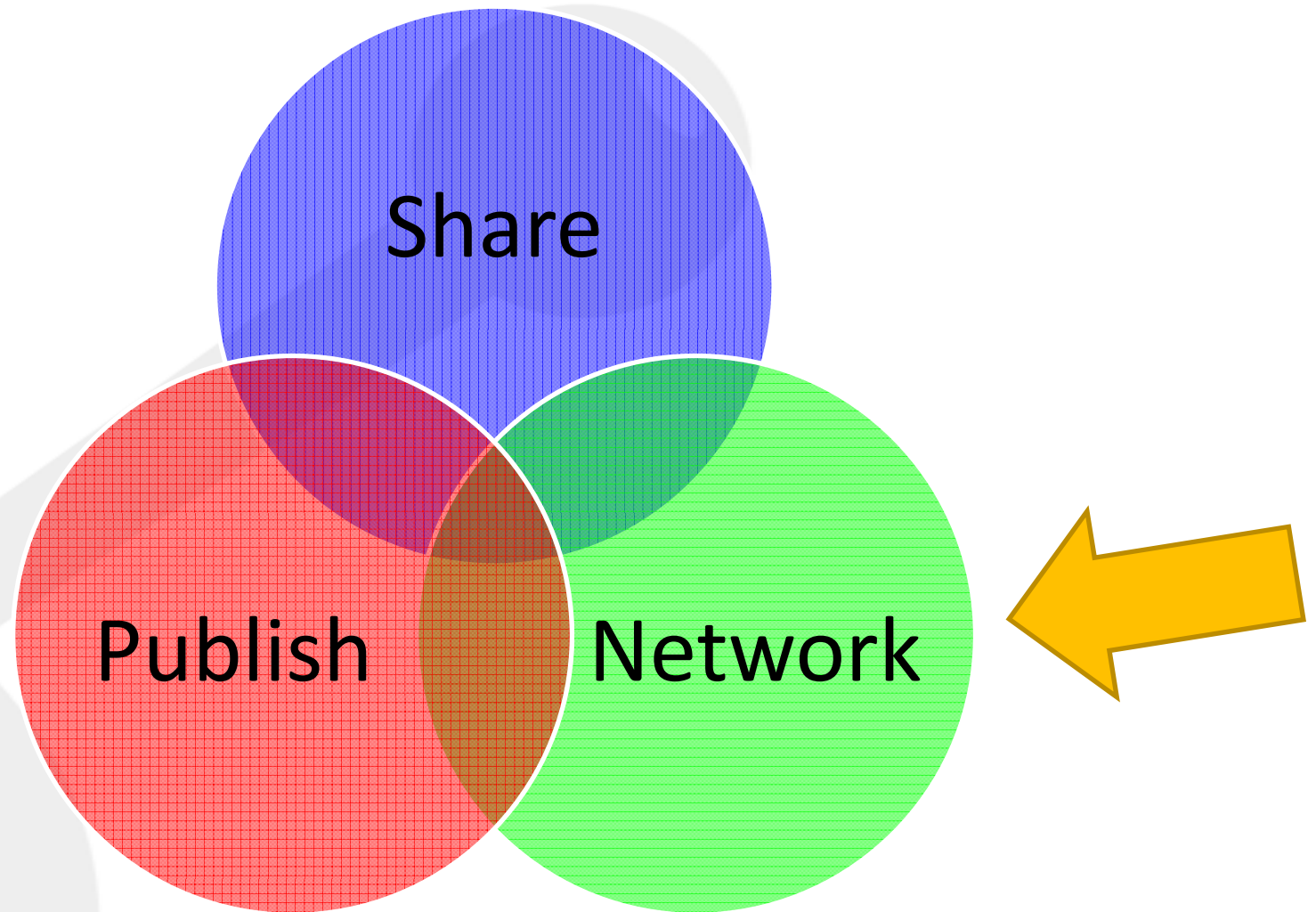
Social Media: Network

- Anyone can connect with everyone from anywhere

Marketing Tips for SM-Network

- Make friends
  - Find your existing connections
  - Network through groups
  - Add to your email signature, blog articles, bio or profile…
- Be helpful
  - Answer questions
  - Share interesting content
  - Make connections

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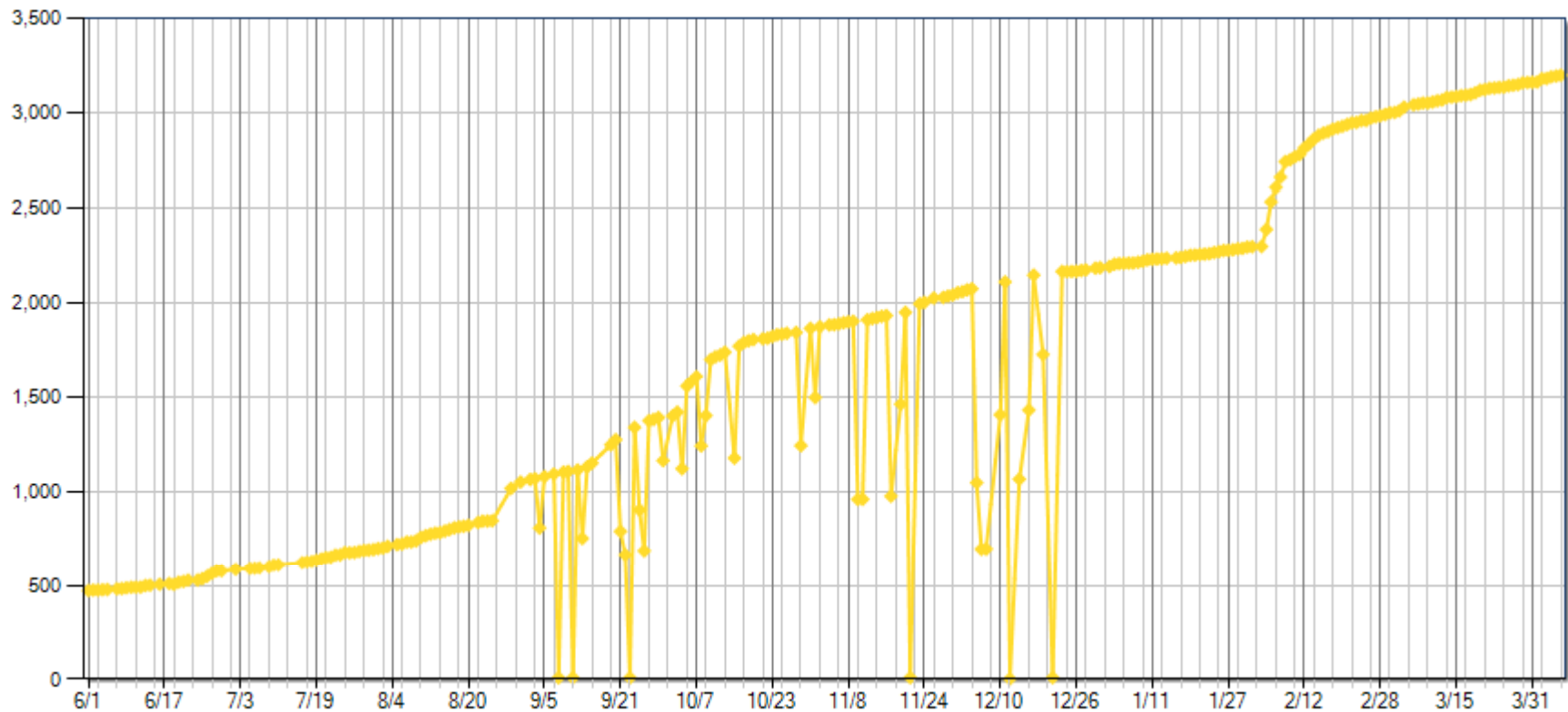
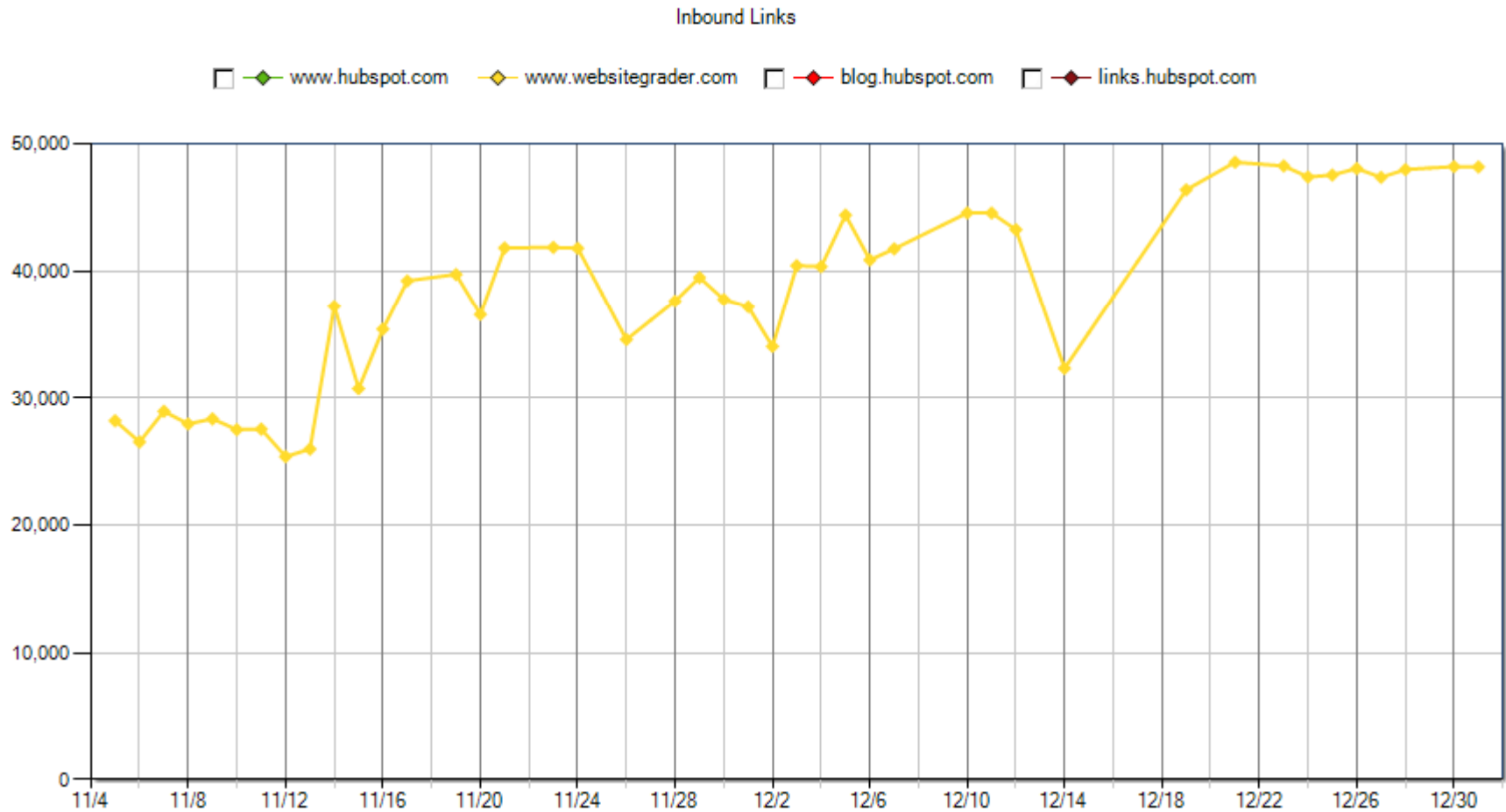4. Measuring Results

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Blog Subscribers & Visitors
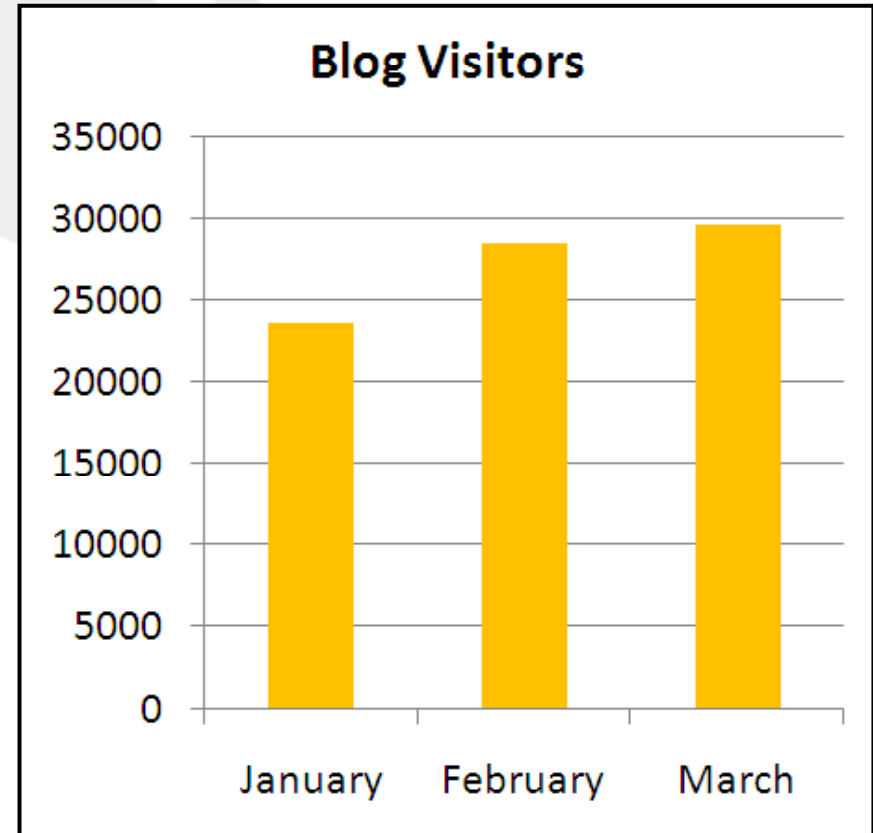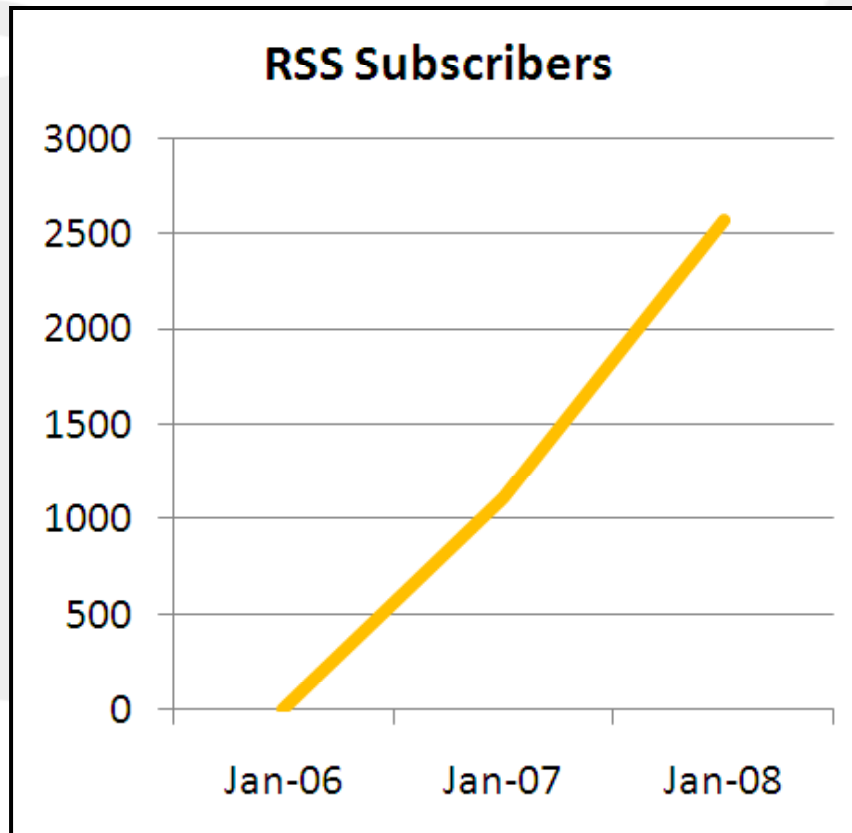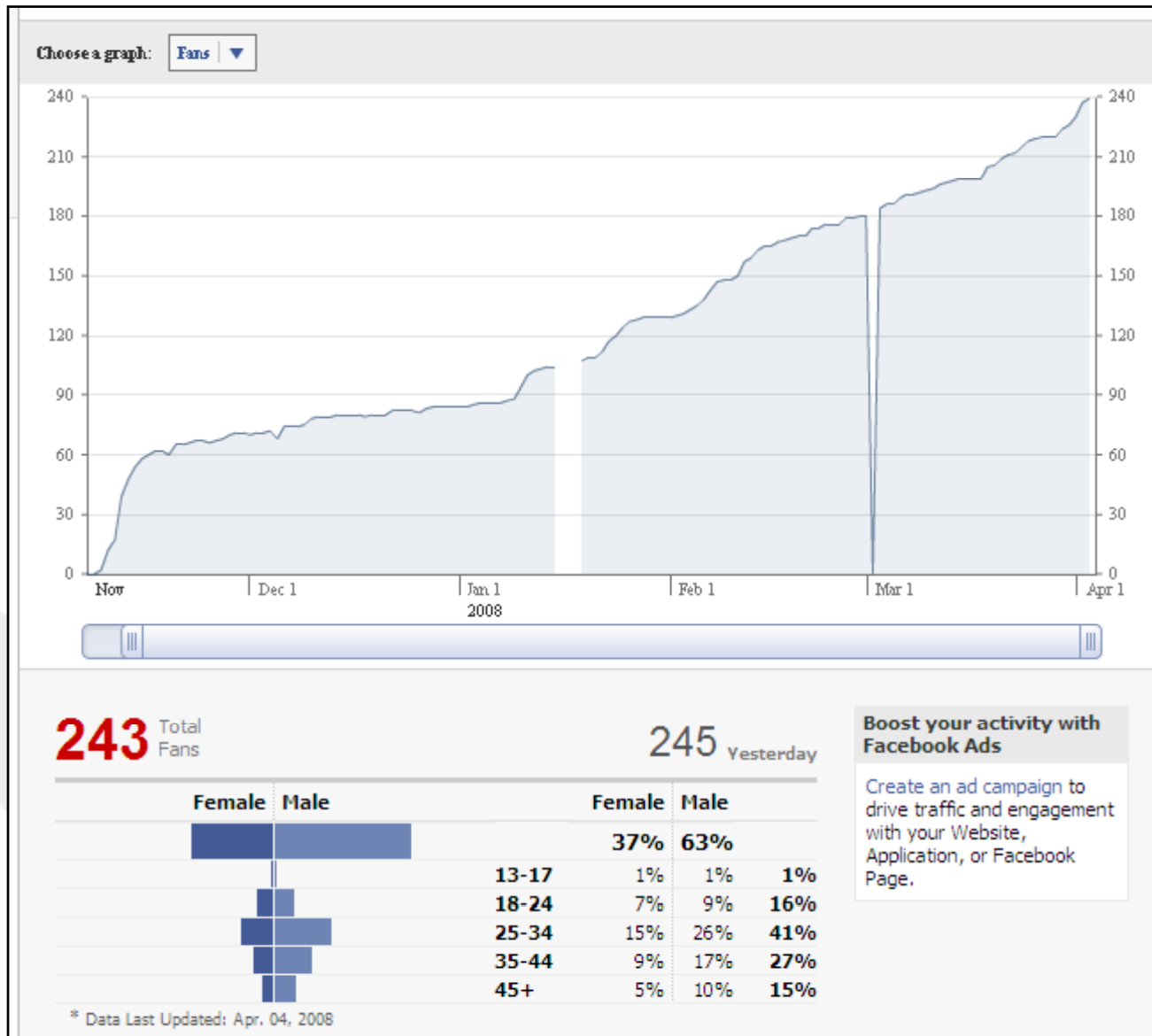
Del.icio.us Bookmarks

del.icio.us Bookmarks

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Inbound Links

Inbound Links

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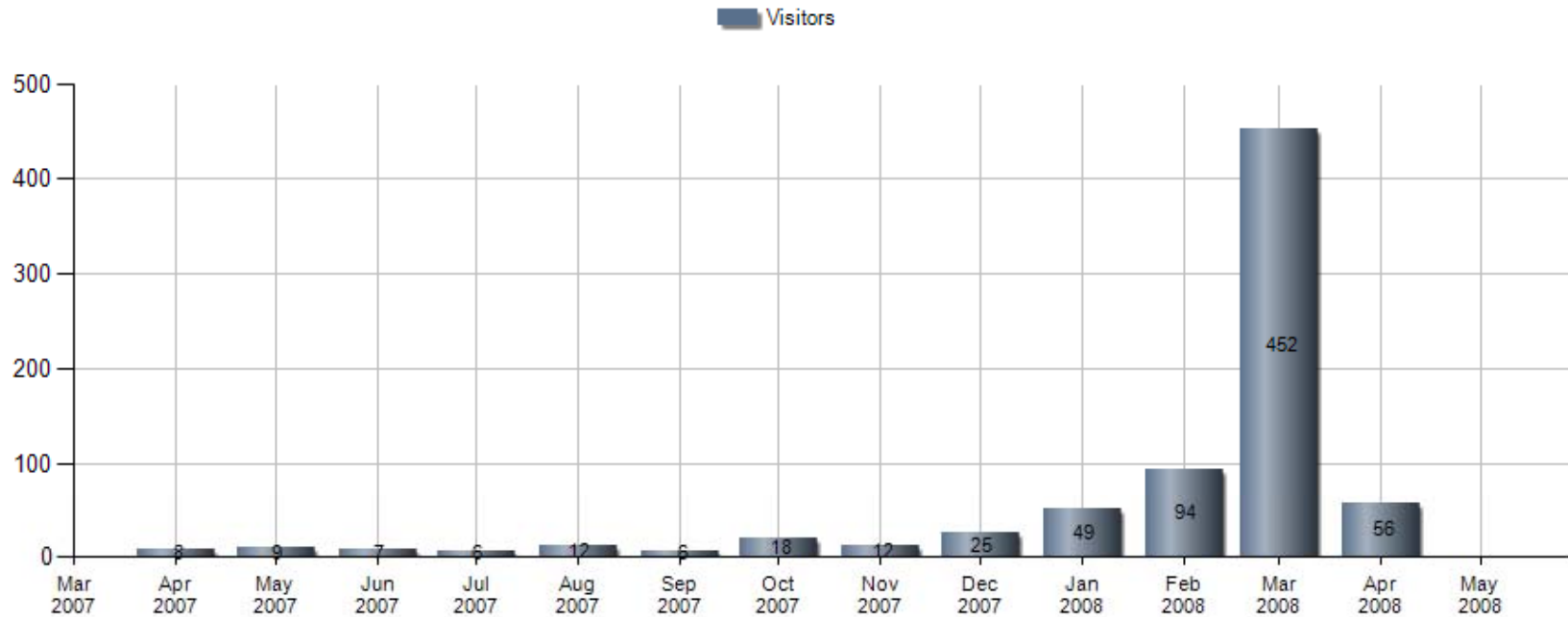
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Facebook Fans & Activity

Other Metrics

- Video views on YouTube
- Friends on Facebook or LinkedIn
- Votes for blog articles
- Posts in forums
- Questions answered on Yahoo Answers
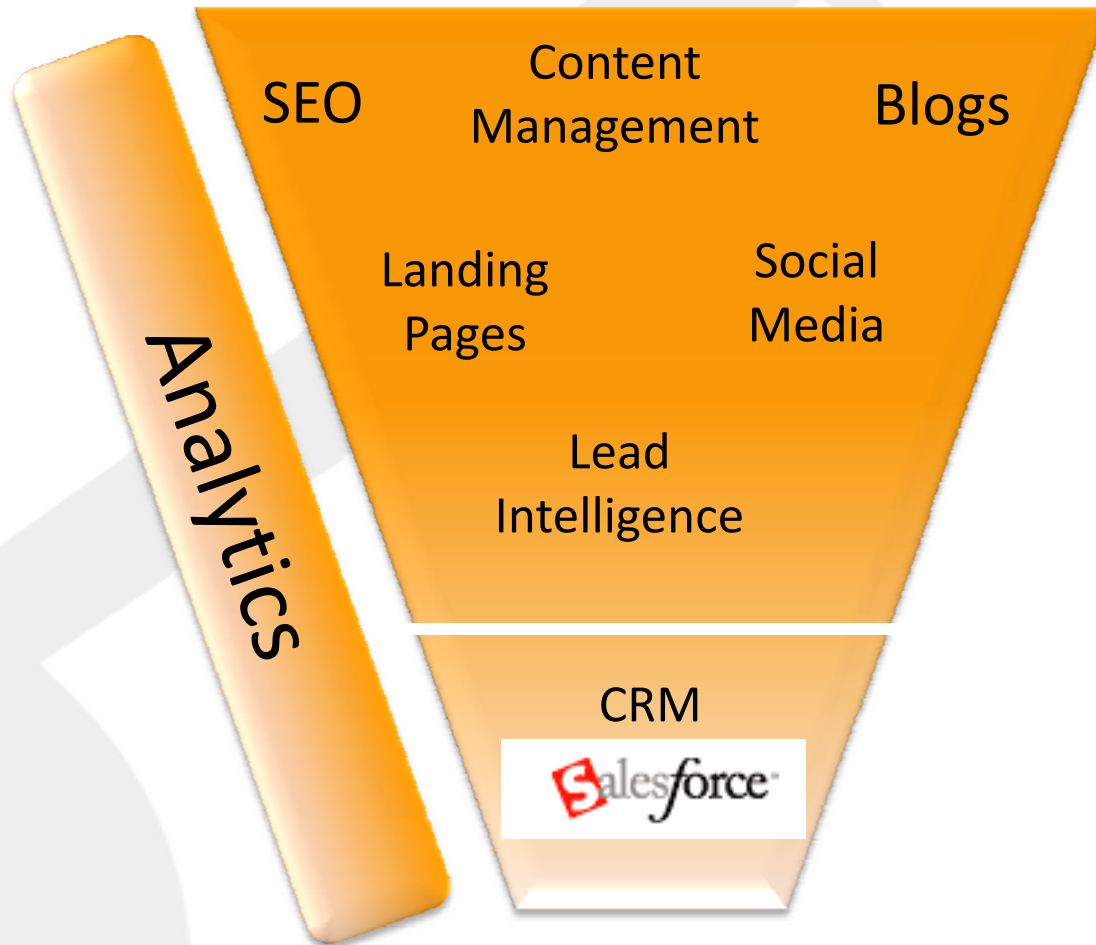
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Traffic, Leads and Customers

	Visitors	Leads	Customers
StumbleUpon	1,892	12	0
LinkedIn	834	72	2
Facebook	511	8	1
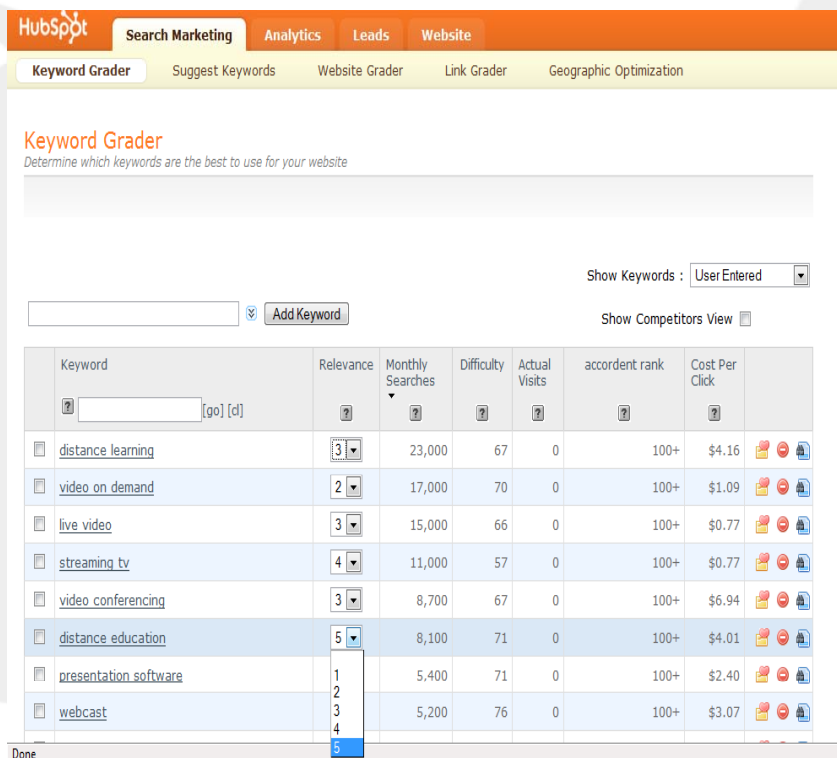
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Inbound Marketing System

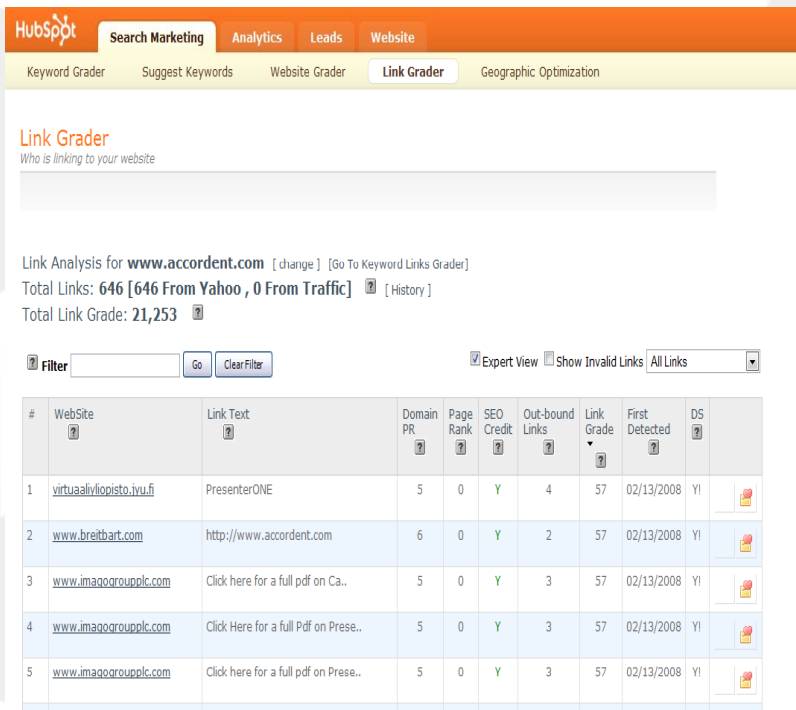# Inbound Marketing System

Getting Found: On-Page SEO

Keyword Grader

- Determine what keywords to optimize your pages around based on relevance, search volume, and how difficult it will be to rank on the first page of Google

- Identify critical long tail words (high conversion rates, low competition)

- Monitor your rank against competitors for each keyword/phrase

- Determine the specific page on your site that is ranking for each keyword(phrase) and how to make further improvements

Getting Found: Off-Page SEO

Link Grader

- Identify opportunities to generate more return from your existing links

- Monitor your live inbound links and which inbound links are producing the most value for you

- Aggregate your competitors inbound links to discover new link building opportunities that you have not taken advantage of
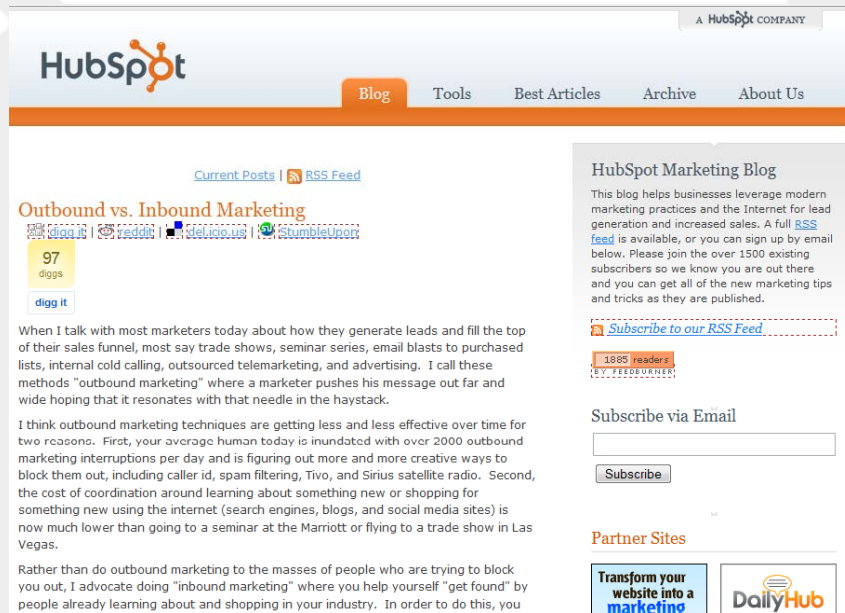
Getting Found: Blogosphere

Blogging

- Enable easy, natural process to consistently update content on your site, achieve more frequent search engine crawls, and improve authority

- Develop an audience of email and RSS subscribers

- Attract more inbound links ("link bait")

- Write keyword rich content to attract more high conversion rate traffic

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Getting Found: Social Mediasphere

Track Your Competitors

HubSpot Methodology and Consulting

Sections

The Internet Marketing Methodology is comprised of three sections: (1) getting found by more visitors (top of the sales funnel), (2) converting more visitors to leads and customers (middle of the sales funnel), and (3) measurement and optimization.

A.   Get Found by Potential Customers [Grow the Top of the Funnel]

     I.   Keyword Discovery
     II.   On-Page SEO
     III.   Off-Page SEO
     IV.   Blogosphere
     V.   Paid Search Advertising
     VI.   Social Mediasphere

B.   Convert More Visitors into Customers [Grow the Middle of the Funnel]

     I.   Convert More Visitors to Leads
     II.   Convert More Leads to Customers
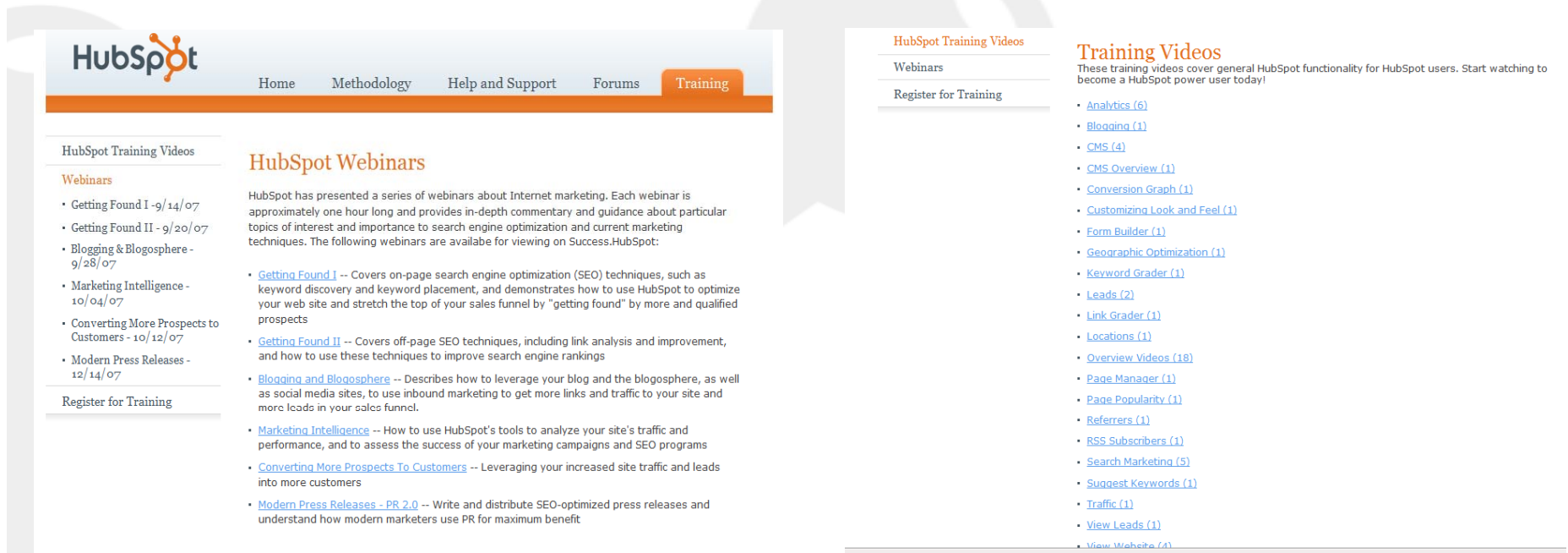
C.   Measure & Optimize: Marketing Intelligence

     I.   Overall Marketing Effectiveness
     II.   Competitors
     III.   Top of the Sales Funnel
     IV.   Middle of the Sales Funnel

Like Video?

Watch webinars led by HubSpot leadership covering Keyword Discovery & On-Page SEO, Off-Page SEO, the Blogosphere, Optimizing the middle of the sales funnel, and Marketing Intelligence. Or, explore the Functionality 101 series to learn to use the HubSpot tools.

- Our Internet Marketing Consultants are experienced in all aspects of online marketing and specifically trained on HubSpot's products and methodologies

- Consulting sessions focus on these topics based on the specific needs of the client

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HubSpot Training Materials and Resources

HubSpot Demo?

- HubSpot starts at $3500 / year

- Let us know if you want to see a demo

Thank You!

Let's continue the discussion!
www.HubSpot.com/SMW

Leave a comment on the blog article.

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