

Social Media & Business Marketing

Mike Volpe
VP Marketing
HubSpot

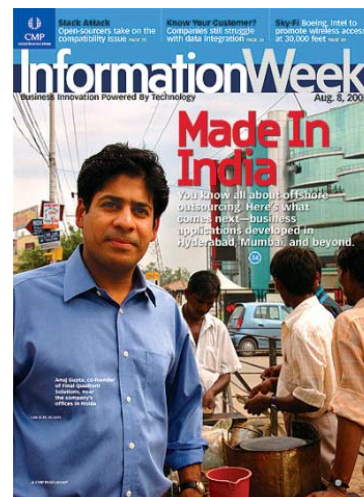
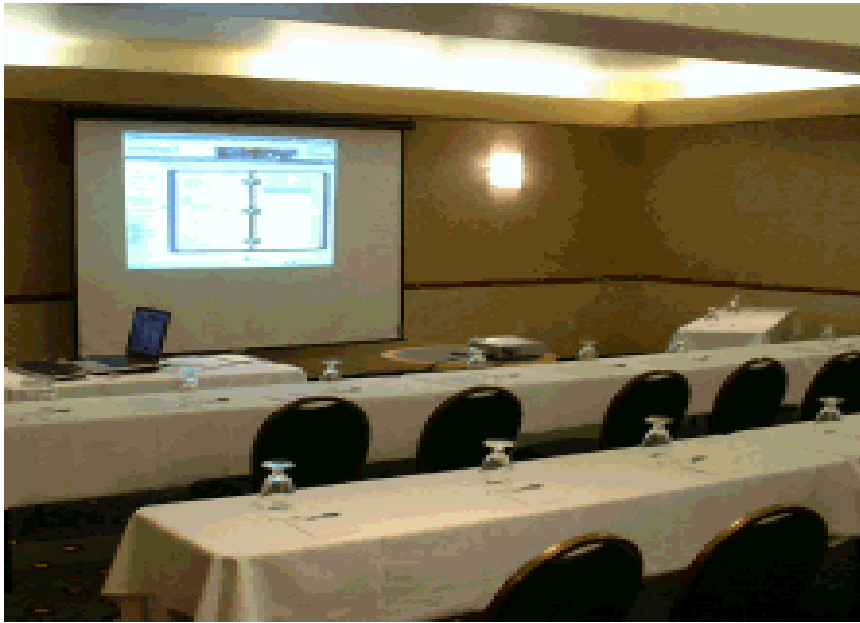


Agenda



1. Why is Social Media Important?
2. Social Media State of Mind
3. 3 Types of Social Media
4. Measuring Results


Marketers Doing Marketing

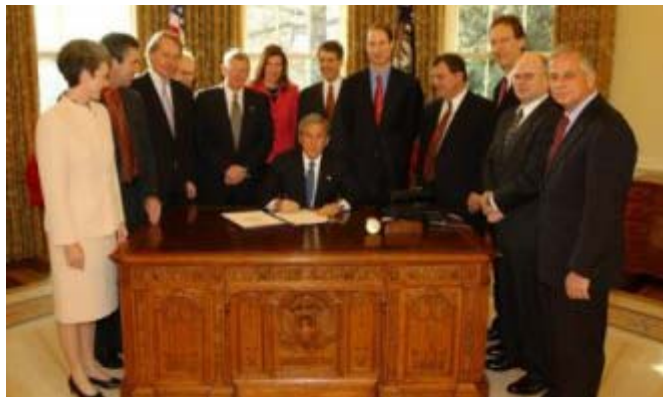


People Blocking Marketing



 **Inbox (3729)**

 **Junk E-mail [6649]**



Can Spam Act Signed into Law



People Don't Need Marketing



Rethinking Marketing

Outbound Marketing

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

Interruption



Inbound Marketing

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

Permission



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.”

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



Business Cocktail Party Advice

- Meet people and start conversations
- Answer questions – help others
- Ask questions – trust others' advice

Social Media = Cocktail Party

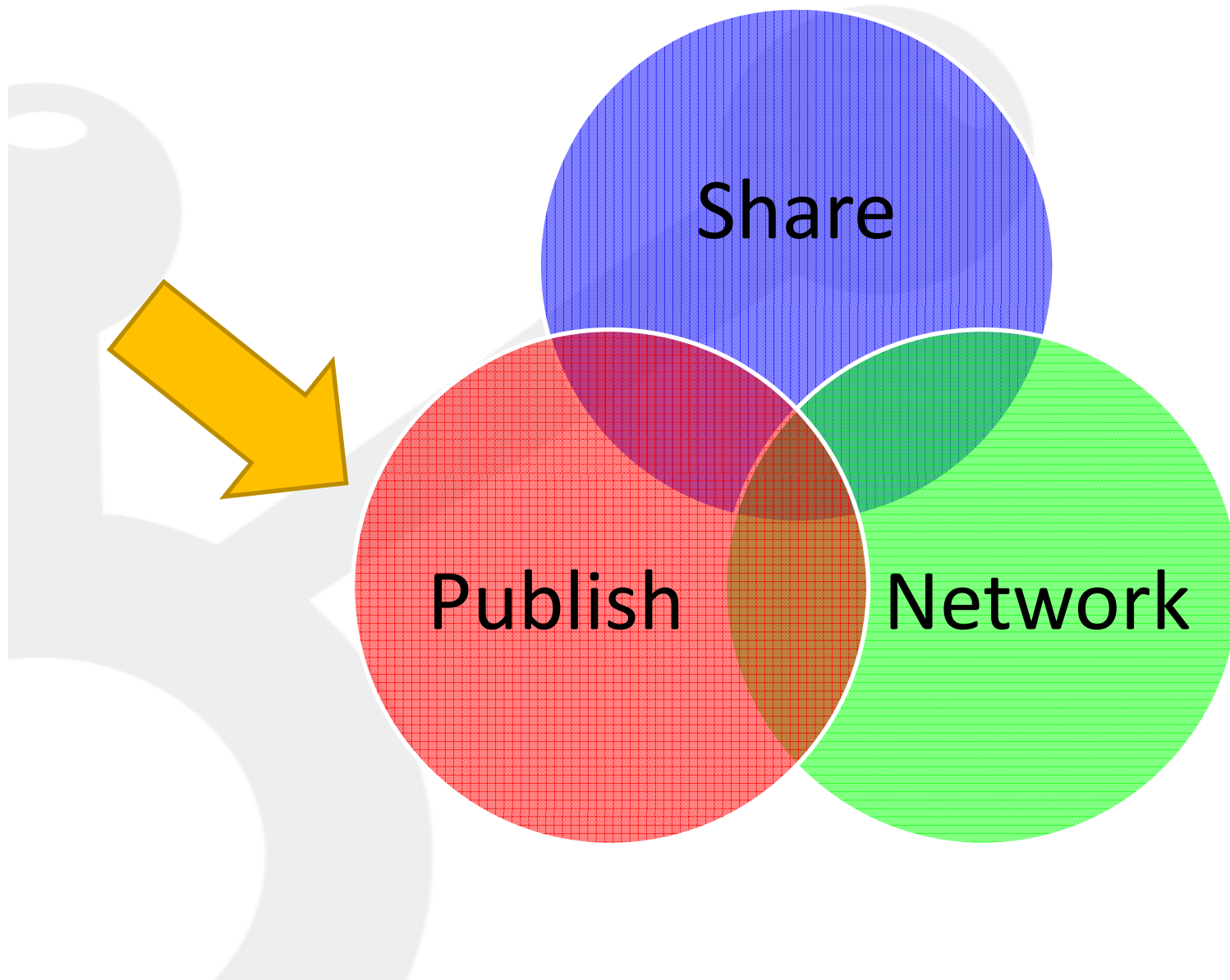
- Become a real member of the community
- Add value to the community
 - Ask and answer questions
- More effective than live cocktail parties
 - No boundaries of time or space
 - Other people can listen in easily

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3 Types of Social Media



Social Media: Publish

- Everyone can publish anything for everyone



flickr™



upcoming.org



WIKIPEDIA
The Free Encyclopedia



twitter



Google™
Groups



You Tube
Broadcast Yourself



yelp®



podcast.net
THE PODCAST DIRECTORY



SQUIDOO
What's Your Topic?



HubSpot

Marketing Tips for SM-Publish

- Publish: “Everything you have anywhere you can”
- Monitor what others publish, promote it
- Empower your customers to publish

Publish What You Have

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



Mega Yacht Production boats designed in SolidWorks Software

com Largest Mega Yacht Production Boat Builder designs 100 percent of it's boat lines in SolidWorks 3D CAD Mechanical Engineering Design Software and uses eDrawings to communicate. They are [\(more\)](#)

Added: 1 year ago

From: [pcook1](#)

Views: 72,727



03:36

More in [Howto & Style](#)

Views: 72,727



SolidWorks Tutorials Lesson 1 (part 1)

an understanding of the SolidWorks user interface and functionality. The SolidWorks STEM Course videos correspond to the introductory SolidWorks Tutorials. Lesson 1 describes the SolidWorks user interface and [\(more\)](#)

Added: 1 year ago

From: [pcook1](#)

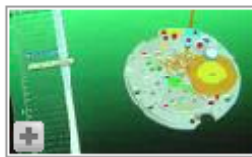
Views: 43,758



04:34

More in [Howto & Style](#)

Views: 43,758



Luxury Watch Maker designs in SolidWorks CAD Software

creating small and dense parts in a limited area using SolidWorks 3D CAD Mechanical Engineering Design Software...SolidWorks 3D CAD Mechanical Engineering Design Software Unique Luxury Watch Maker [\(more\)](#)

Added: 1 year ago

From: [pcook1](#)

Views: 14,088



03:11

More in [Howto & Style](#)

Views: 14,088



Monitor What's Published

hubspot -site:hubspot.com - Google Blog Search - Windows Internet Explorer

http://www.google.com/blogsearch?hl=en&ie=UTF-8&q=hubspot+-site%3Ahubspot.com&btnG=Search+Blogs

Google

hubspot -site:hubspot.com - Google Blog Search

Images Maps News Shopping Mail more

involve@hubspot.com | Web History | My Account | Sign out

Google Blog Search BETA

hubspot -site:hubspot.com

Search Blogs Search the Web

Advanced Blog Search Preferences

Blog Search Results 1 - 10 of about 2,753 for hubspot -blogurl:hubspot.com. (0.05 seconds)

Sorted by relevance Sort by date

Published

- Last hour
- Last 12 hours
- Last day
- Past week
- Past month
- Anytime
- Choose Dates

Subscribe:

- Blogs Alerts
- Atom | RSS

Did you mean: [hub spot -site:hubspot.com](#)

[Website Optimization for PR Value](#)
16 hours ago by planetrelations
I recently discovered **Hubspot's** Website Grader, which is a free search engine optimization (SEO) tool that measures the marketing effectiveness of a website. By entering your website, the Grader analyzes data across several broad ...
[Planet Relations - http://planetrelations.com](#)

[HubSpot Gives SEO Advice](#)
19 Feb 2008 by John Gartner
Last week I attended a webinar give by **HubSpot** on the fundamentals of search engine optimization, and I'm passing on a few noteworthy tips. The company says that 75 percent of SEO is not related to the content that is shown to readres ...
[MarketingShift: Daily Crash Course in Marketing... - http://www.marketingshift.com/ - References](#)

[HubSpot Professional - Closed Loop Internet Marketing](#)
25 Mar 2008
HubSpot Professional is an inbound Internet marketing system that enables closed loop marketing, linking lead intelligence from your website into Salesforce and generating marketing reports showing which leads or campaigns produced ...
[Latest Listings - http://www.salesforce.com/appexchange/](#)

[Tool I Love: HubSpot's Website Grader](#)
12 Mar 2008 by Amanda Gravel
A tool I've been using in my scanning and monitoring work is **Hubspot's** Website Grader.

Internet 100%



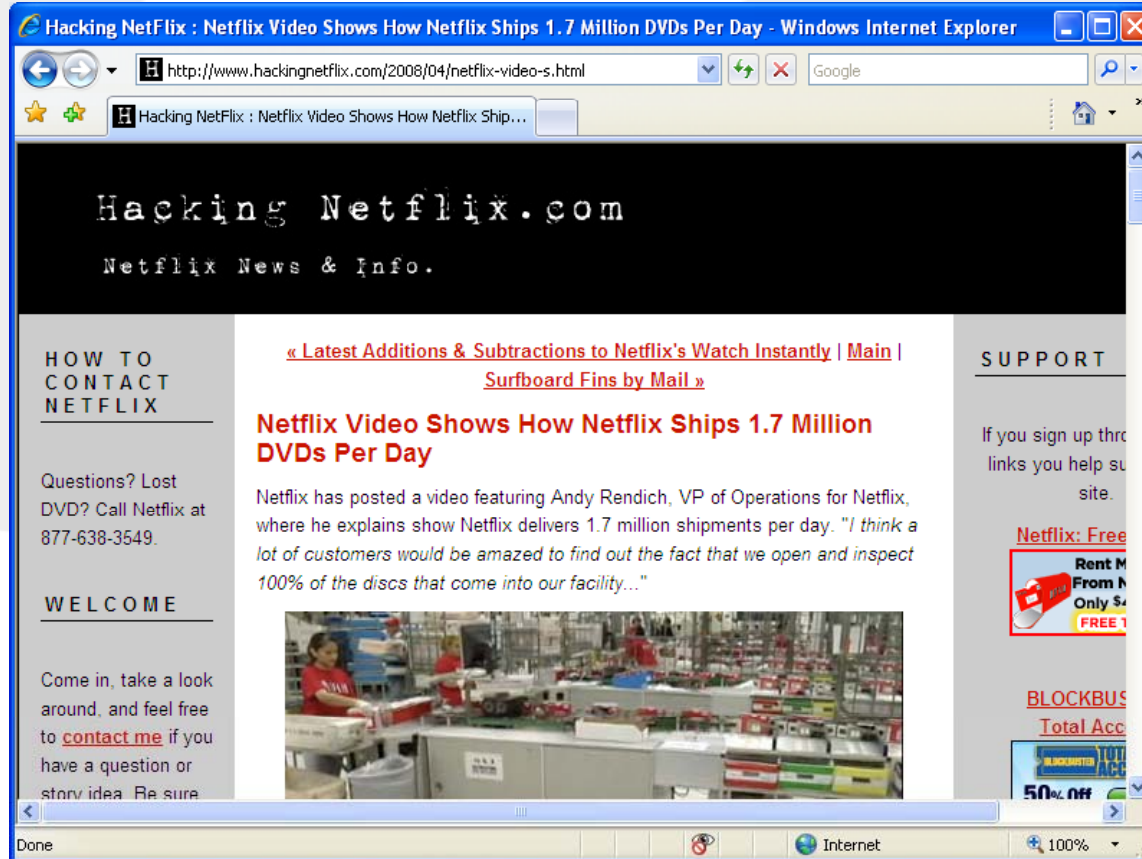
Promote Flattering Content

The screenshot shows a Windows Internet Explorer browser window with the address bar displaying <http://blog.guykawasaki.com/2007/10/website-grader.html>. The page content includes a red header with the word "How", a sub-header "« Fast Forward: Designing at Business", a date "October 03, 2007", and a main title "Website Grader". The main text reads: "I love this kind of stuff: [Website Grader](#). You submit an URL, and the test grades how effective the site is in terms of search engine optimization. This blog got a score of 99%! Admittedly, I don't know a thing about SEO; in fact my SEO strategy is: 'Create as good content as you can and assume that Google finds it.' The fact that my blog did so well is entirely because of [Neil Patel](#)." Below the text is a star rating of five stars with "1 vote" and a "Share +" button. A "Website Grader" logo is also visible. On the right, there are sections for "Best Posts of the Past" with an "Email Me" link, and a "VisualCV" advertisement.

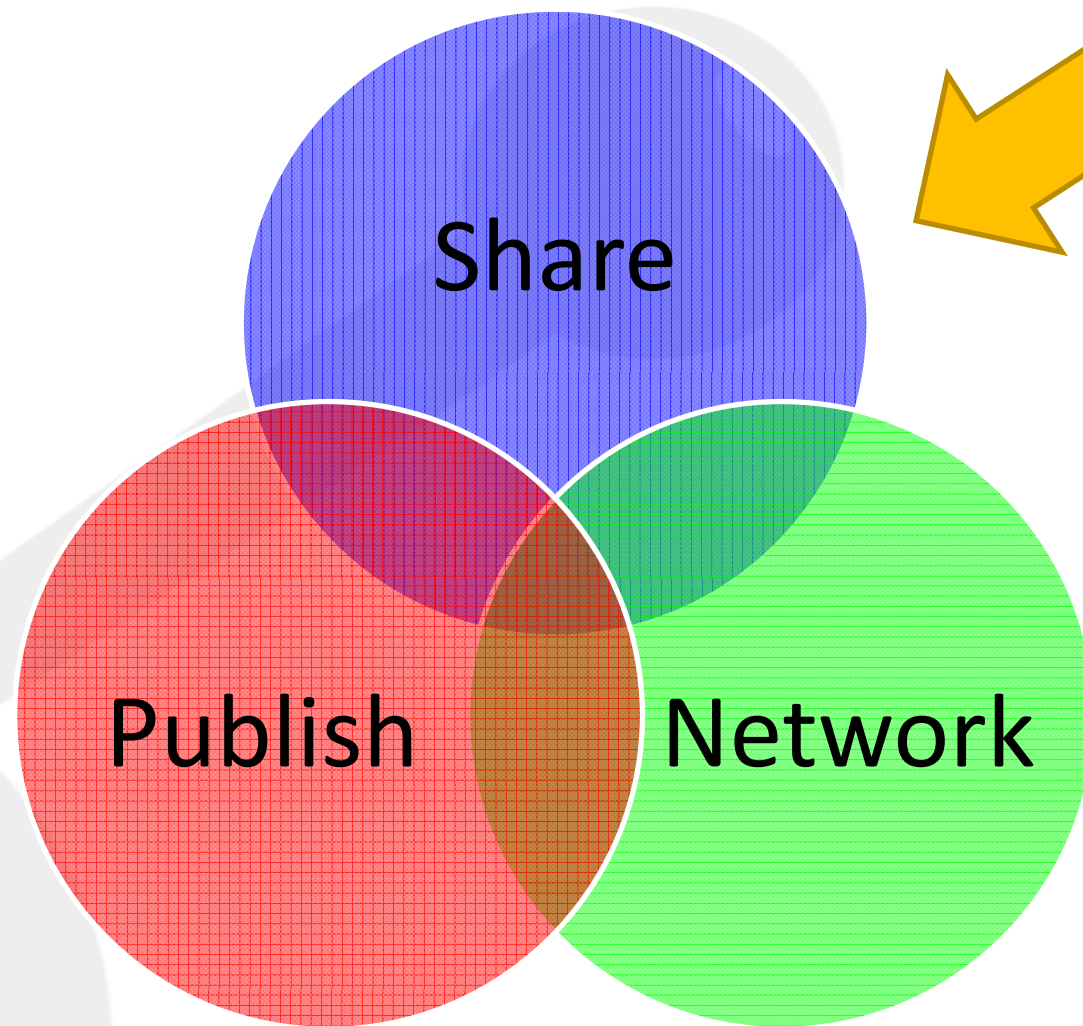
Overlaid on the page is a StumbleUpon window. The window title is "StumbleUpon" and it contains navigation links: "What's New | My Favorites | Invite Friends". The main heading is "Websites Mike likes" with "Hide | More" options. It features a preview of the "How to Change the World: Website Grader" page, including a small thumbnail, the title, "2 reviews • your thoughts?", and a "Share +" button.

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



Social Media: Share

- Anyone can promote anything to everyone

Slashdot

propeller

StumbleUpon
Discover new sites

newsvine.com

 **reddit**

digg

sk*rt

 **MIXXX**
your blend of the web

It's not news, it's...
FARK
.com

 **del.icio.us**
your bookmarks

HubSpot

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

Monitor What's Being Shared

Search for "hubspot.com" - Windows Internet Explorer

http://digg.com/search?s=hubspot.com&submit=Search§ion=all&search-buried=1&type=all&area=all&sort=most

Search for "hubspot.com"

digg My Profile Friends' Activity 1816 Submit New Logout Search Digg...

Home

Less color in our ads means more green in your pocket. When DISH Network save, you save. OVER 100 CHANNELS FREE FOR 3 MONTHS. Restrictions apply. SAVE OVER CABLE. dish NETWORK.

Search Digg

All News Search Videos Search Images Search Podcasts Search

hubspot.com Search Include Buried Stories

Title, Description, and URL All Stories Sort by Most Digg

524 diggs **Now, Any Business Can Tap 53 Million Facebook Users (For Free)**
blog.hubspot.com — Anyone can now create a business page on Facebook. Quick and easy steps to get started. Also some interesting stats on Facebook. [More...](#) (Business & Finance)
dugg! 33 Comments Share Favorite? kirsten99 made popular 148 days ago

191 diggs **George Bush is Google Bombed AGAIN**
blog.hubspot.com — Who's a Failure? Google says George Bush! Is this a political statement by Google? Why haven't they corrected this mistake since it happened first in 2003? How have bloggers and political pundits powered this new Google Bomb? [More...](#) (Political News)
dugg! 32 Comments Share Favorite? eaham submitted 41 days ago

107 diggs **Outbound vs. Inbound Marketing**
blog.hubspot.com — Great post that explains the difference between outbound and inbound marketing and why inbound marketing is very important to

Done Internet 100%

Del.icio.us for Market Research

del.icio.us / url

popular | recent
login | register | help

» del.icio.us history for del.icio.us

Web Site Marketing SEO Tools, SEO Score
<http://www.websitegrader.com/>
this url has been saved by 3215 people.
[save this to your favorites »](#)

user notes

Free SEO tool that provides a report measuring the effectiveness of your website & how to improve it
[g_2](#)

Web Site Marketing SEO Tools, SEO Score
[dnuttall](#)

Website Marketing SEO Tools - Get your Marketing Report on Website Grader, a free tool that evaluates your website on search engine optimization (SEO) and marketing. Get your free report at www.websitegrader.com with custom advice for your website.
[charlesig](#)

Grades/reviews/analyzes submitted web pages. Excellent tool for web designers.
[RJVE](#)

Evalua cuanto cuesta, valora, valor, cotizar tu página web
[barredajose](#)

SEO grader
[synchrosina](#)

Evaluer votre site quant à son référencement

common tags [cloud](#) | [list](#)

SEO [Web2.0](#) [analysis](#) [analytics](#) [blog](#) [business](#) [development](#) [free](#) [google](#) [grader](#) [internet](#) [marketing](#) [online](#) [optimization](#) [ranking](#) [reference](#) [search](#) [site](#) [tool](#) [tools](#) [web](#) [webdesign](#) [webdev](#) [webmaster](#) [website](#)

posting history

» first posted by [kinaze](#) to [analytics](#) [webdesign](#) [seo](#) [tools](#) [marketing](#)

Apr '08

by [Thread7](#) to [seo](#)

by [jay08](#) to [pagerank](#)

by [philrj](#) to [seo](#) [analytics](#) [website](#) [blogging](#)

by [dbstudio](#) to [tools](#)

by [megan360](#) to [tools](#) [reports](#)

by [bailamj](#) to [blog](#) [buscadores](#) [business](#) [de](#) [email](#) [free](#) [freelance](#) [google](#) [grader](#) [web](#) [webdesign](#) [website](#) [analytics](#) [marketing](#) [tools](#) [seo](#)

by [cwillb](#) to [webdev](#)

by [SirSmilez](#) to [code](#) [seo](#) [tools](#) [marketing](#) [analytics](#)

Done Internet 100%

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>



Promote Flattering Content

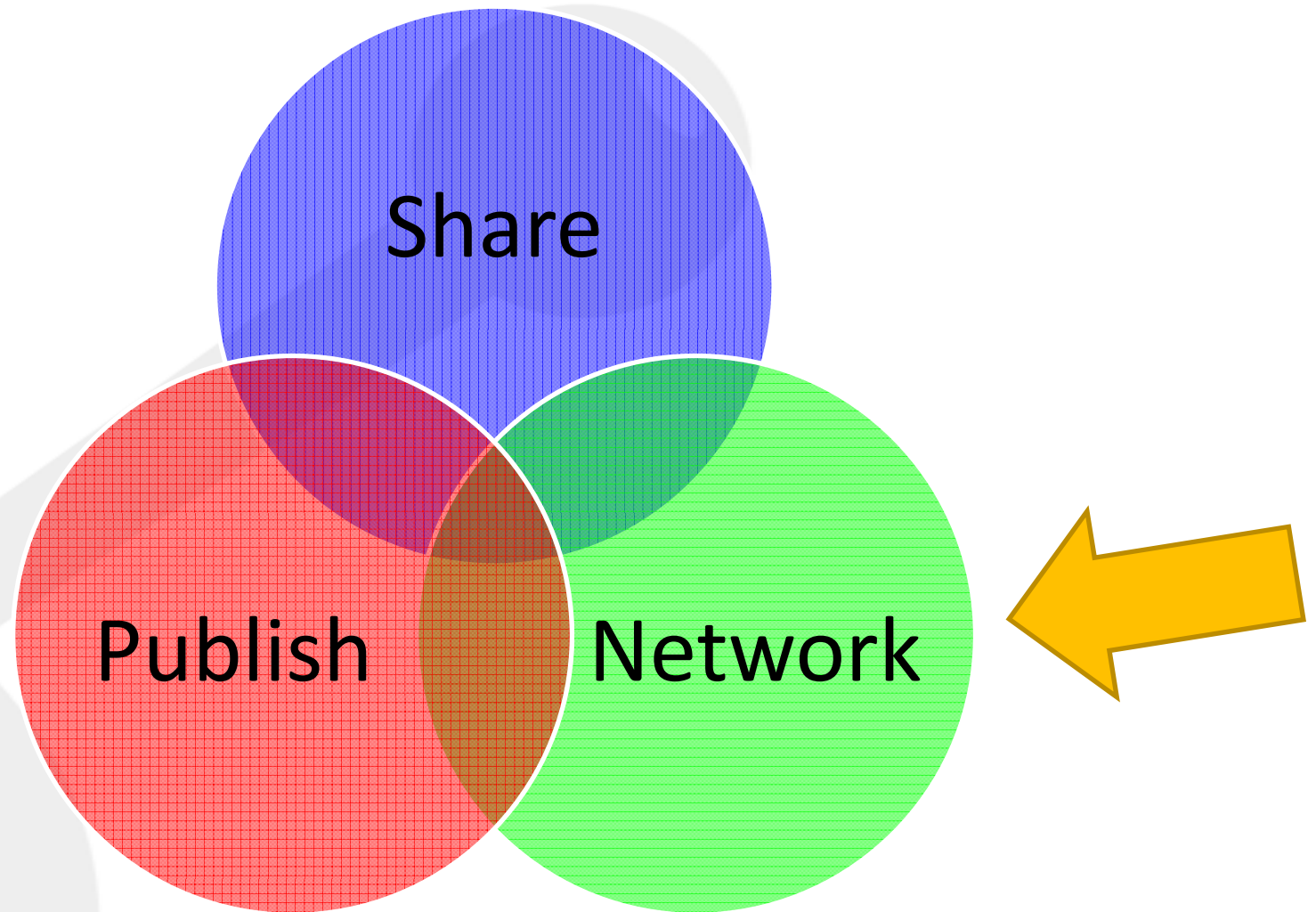
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Overlaid on the page is a StumbleUpon window. The window title is "StumbleUpon" and it contains navigation links: "What's New | My Favorites | Invite Friends". Below this is the section "Websites Mike likes" with "Hide | More" options. The featured item is "How to Change the World: Website Grader" with "2 reviews • your thoughts?". A small thumbnail of the website is shown next to the title. At the bottom of the StumbleUpon window is a "Share +" button.

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

3 Types of Social Media



Social Media: Network

- Anyone can connect with everyone from anywhere



facebook.



myspace.com
a place for friends



care2
Make a Difference!



gather



LinkedIn



friendster



bebo



HubSpot

Marketing Tips for SM-Network

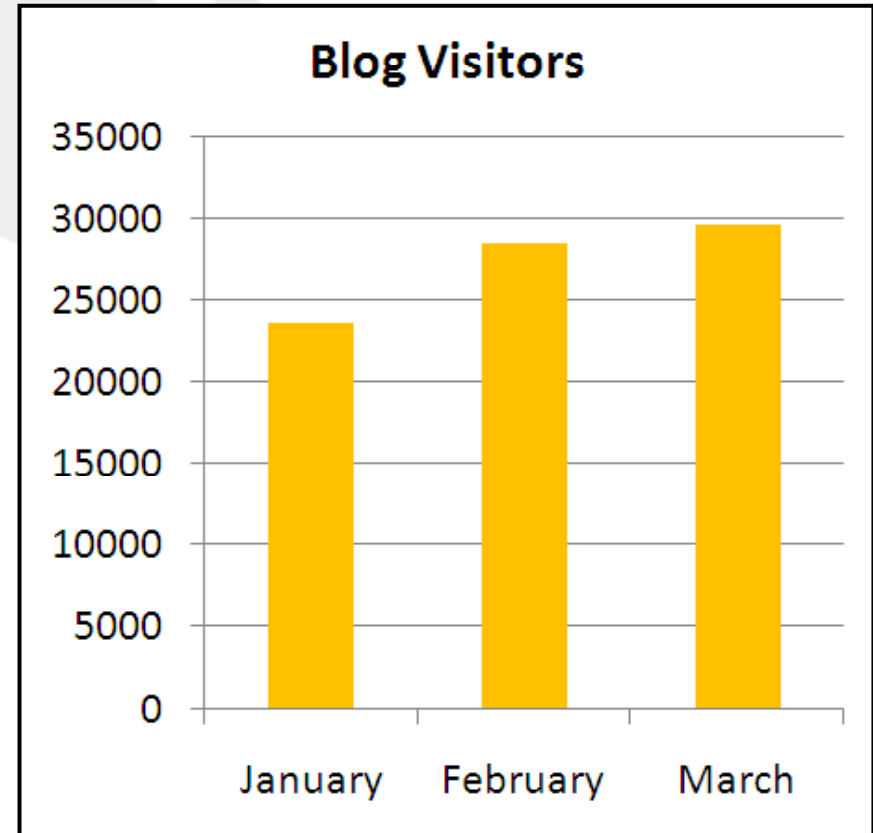
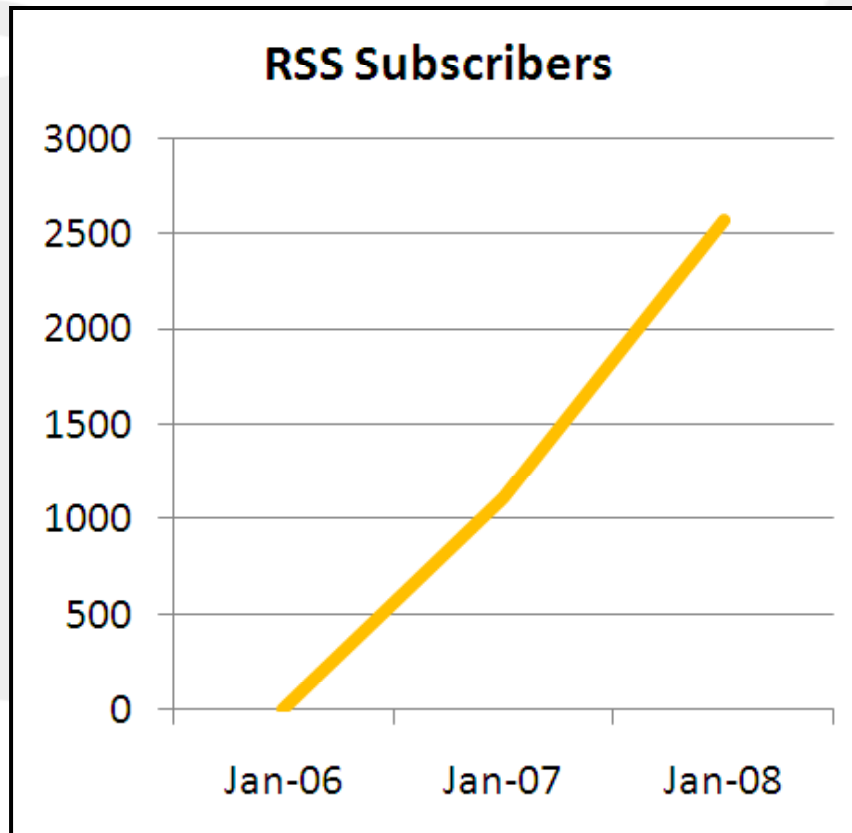
- Make friends
 - Find your existing connections
 - Network through groups
 - Add to your email signature, blog articles, bio or profile...
- Be helpful
 - Answer questions
 - Share interesting content
 - Make connections

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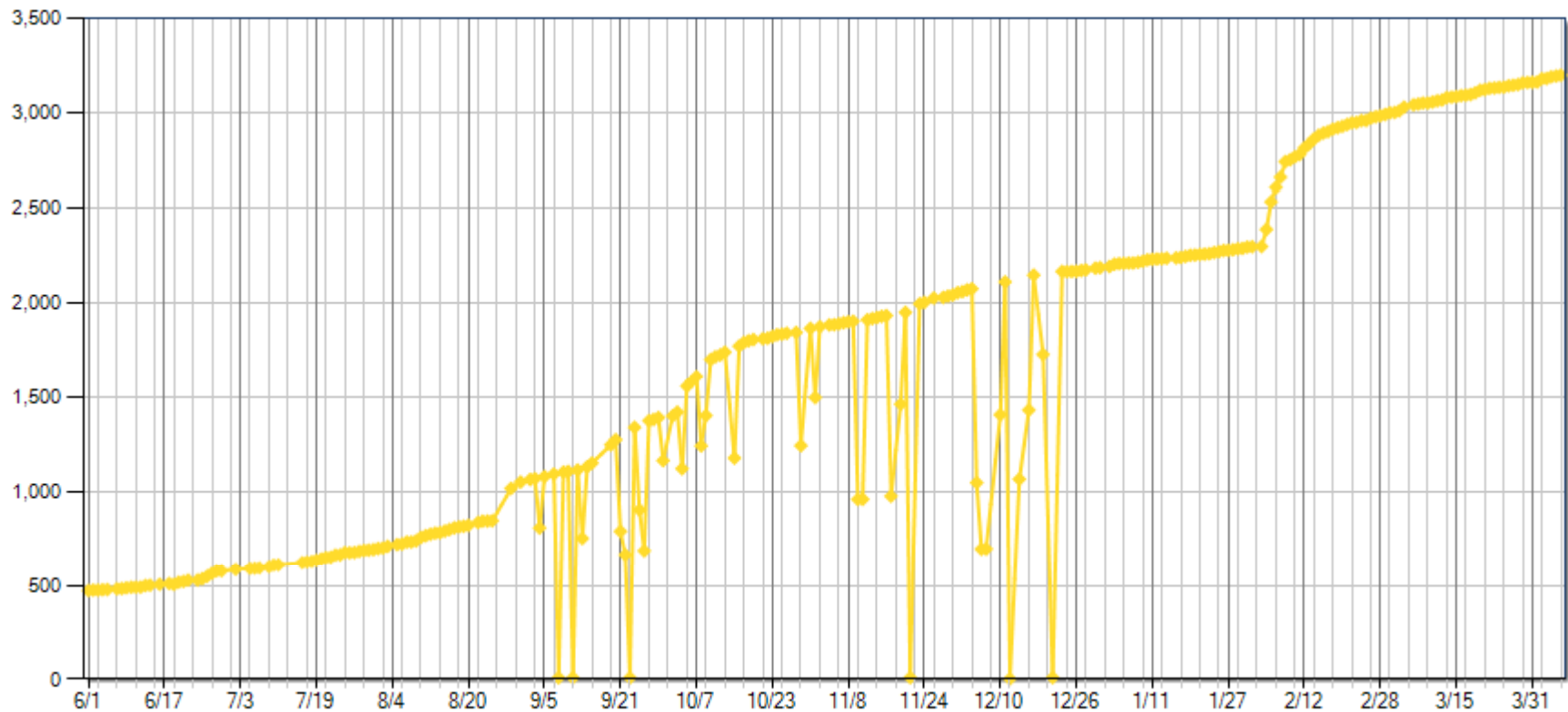
Blog Subscribers & Visitors



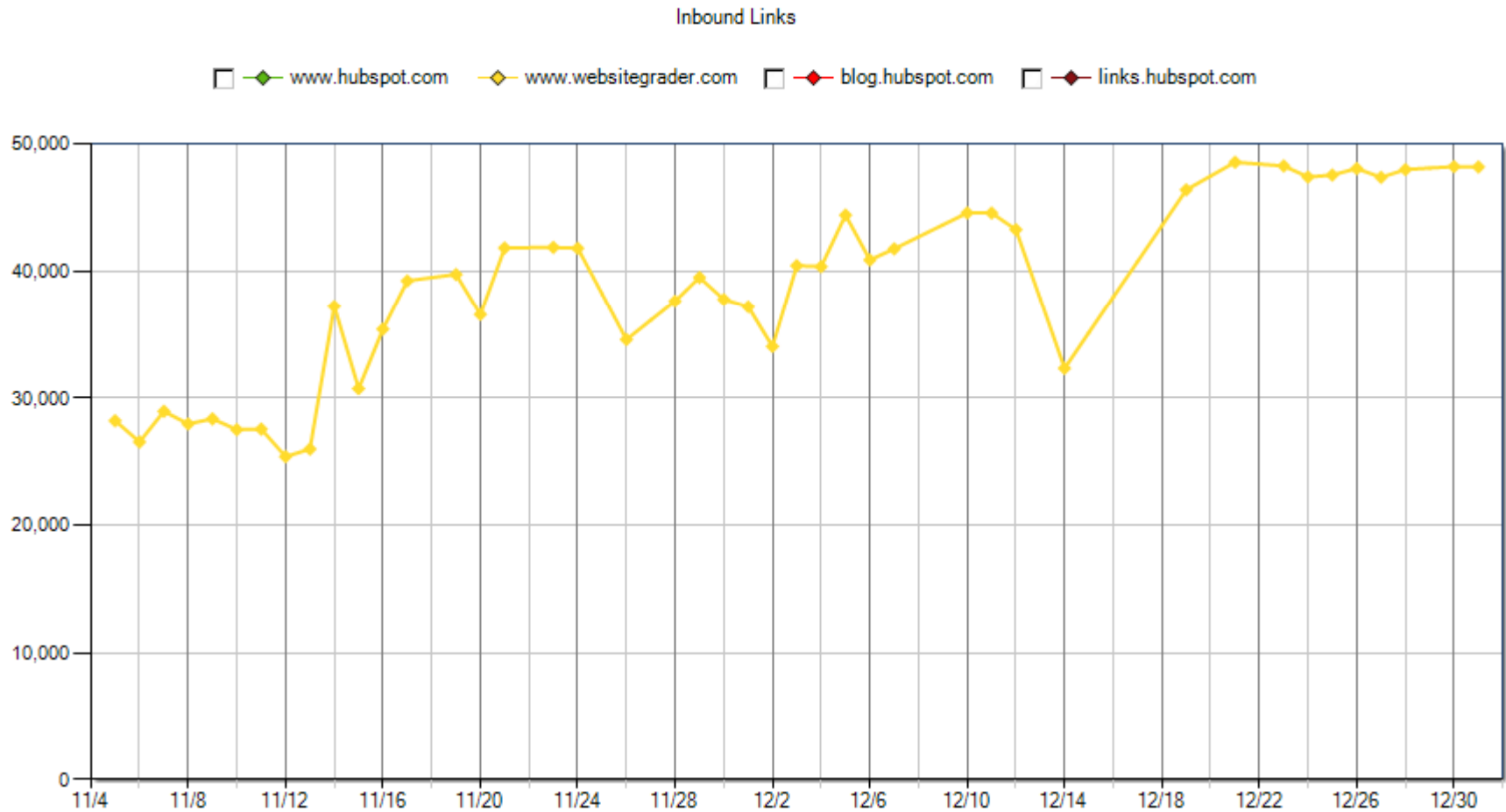
Del.icio.us Bookmarks

del.icio.us Bookmarks

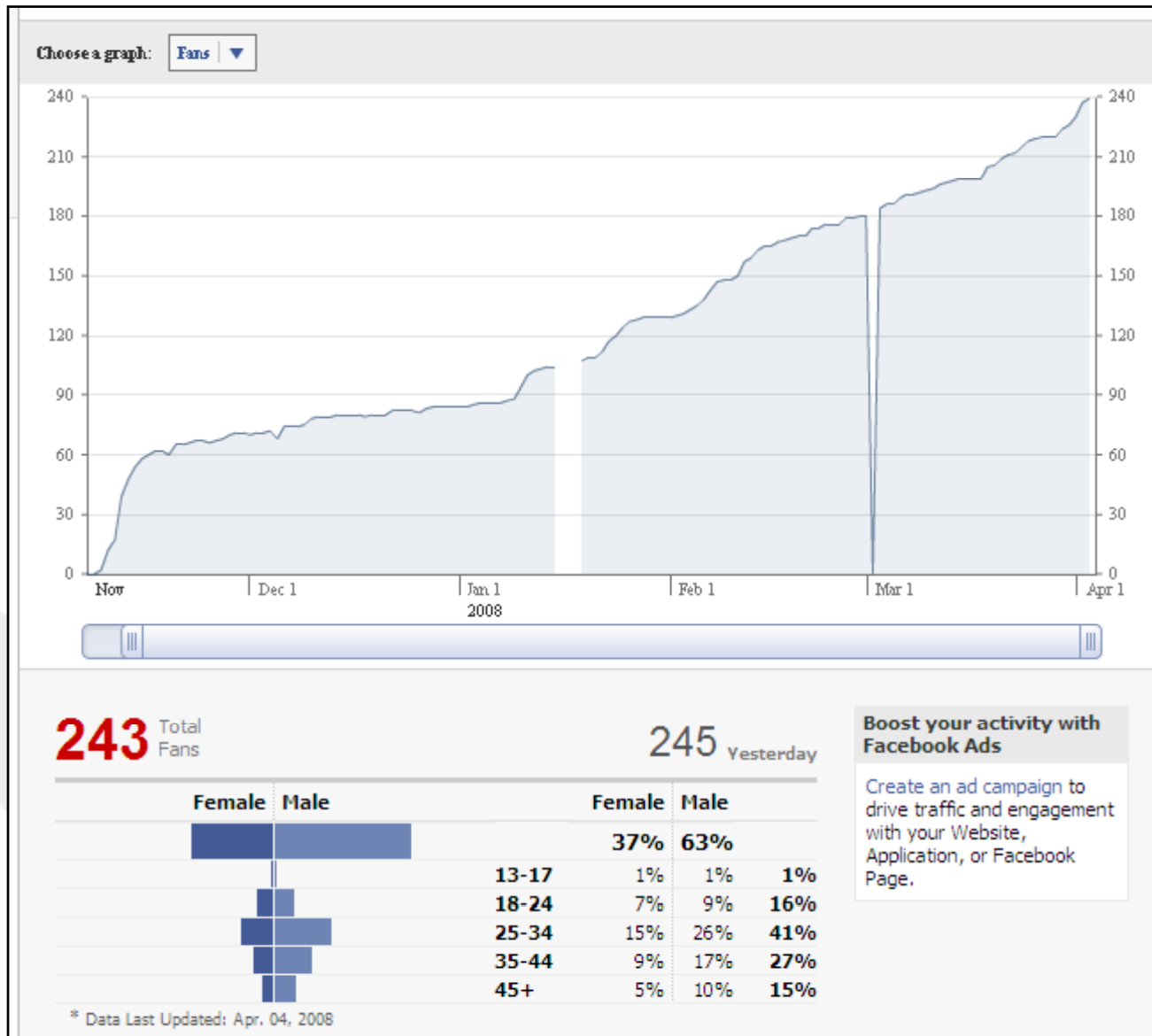
www.hubspot.com www.websitegrader.com blog.hubspot.com links.hubspot.com



Inbound Links



Facebook Fans & Activity

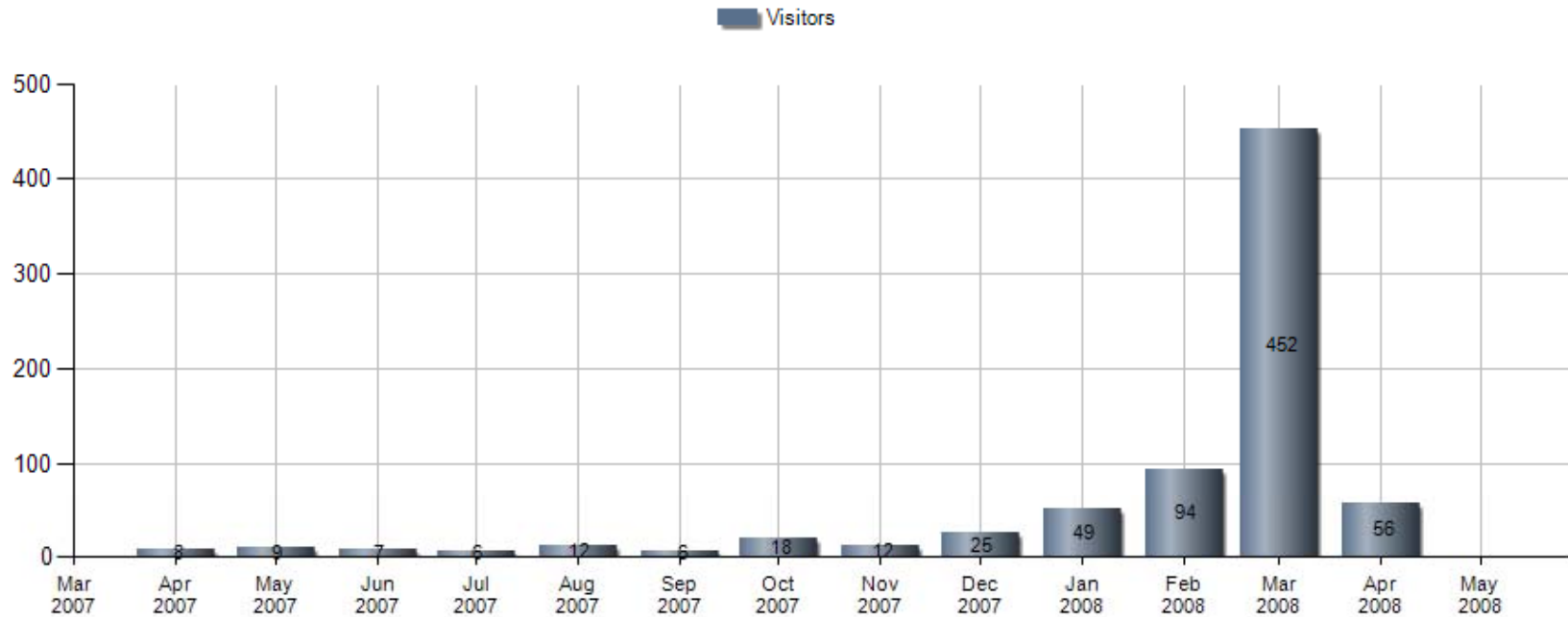


Other Metrics

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

Traffic, Leads and Customers

Referrals from linkedin.com



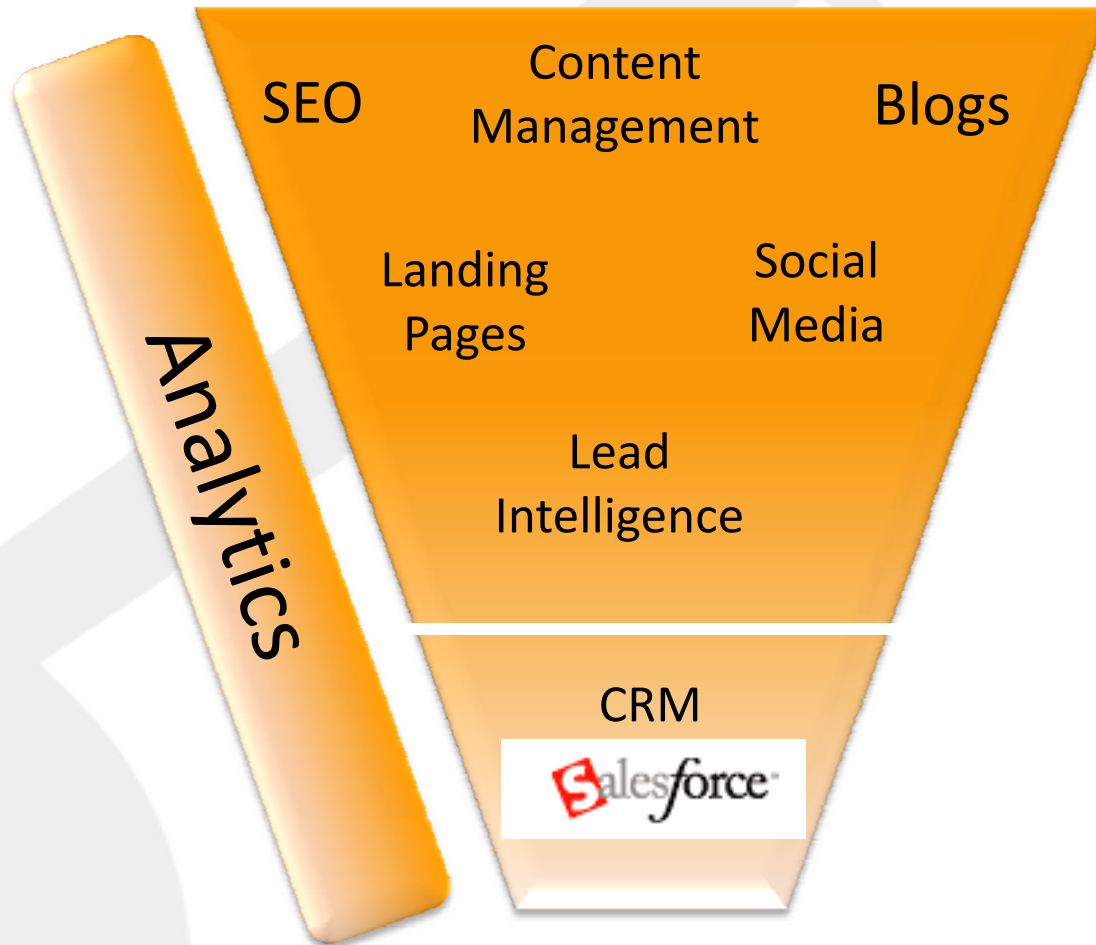
	Visitors	Leads	Customers
StumbleUpon	1,892	12	0
LinkedIn	834	72	2
Facebook	511	8	1

Two large, light grey keys are positioned in the upper half of the slide. One key is on the left, and the other is on the right, slightly higher and further to the right. They are oriented vertically with their heads pointing upwards.

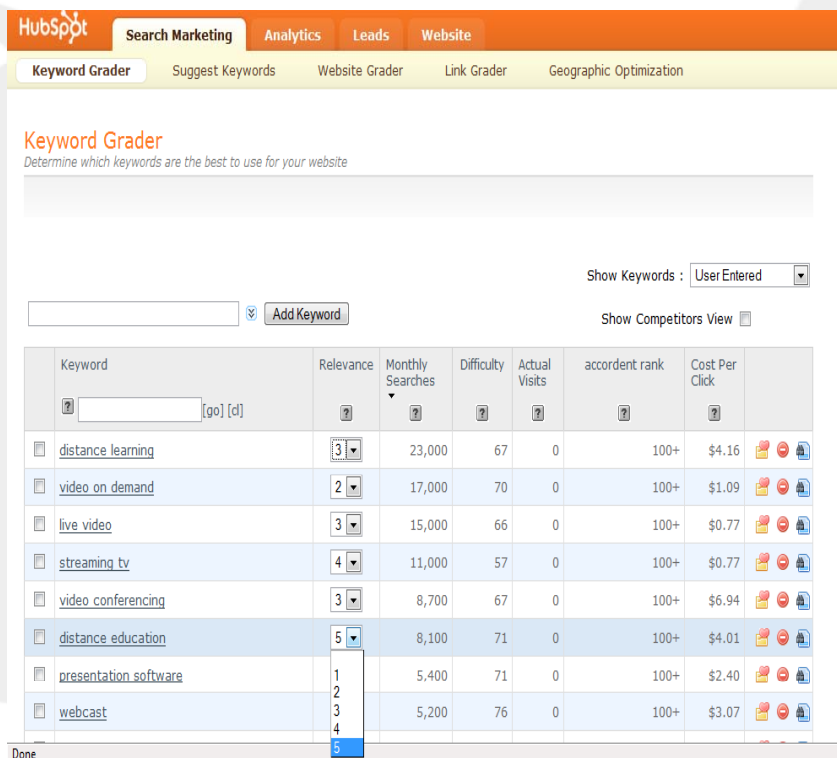
HubSpot

Inbound Marketing System

Inbound Marketing System



Getting Found: On-Page SEO



Keyword	Relevance	Monthly Searches	Difficulty	Actual Visits	accordent rank	Cost Per Click	
<input type="checkbox"/> distance learning	3	23,000	67	0	100+	\$4.16	
<input type="checkbox"/> video on demand	2	17,000	70	0	100+	\$1.09	
<input type="checkbox"/> live video	3	15,000	66	0	100+	\$0.77	
<input type="checkbox"/> streaming tv	4	11,000	57	0	100+	\$0.77	
<input type="checkbox"/> video conferencing	3	8,700	67	0	100+	\$6.94	
<input type="checkbox"/> distance education	5	8,100	71	0	100+	\$4.01	
<input type="checkbox"/> presentation software	1	5,400	71	0	100+	\$2.40	
<input type="checkbox"/> webcast	3	5,200	76	0	100+	\$3.07	

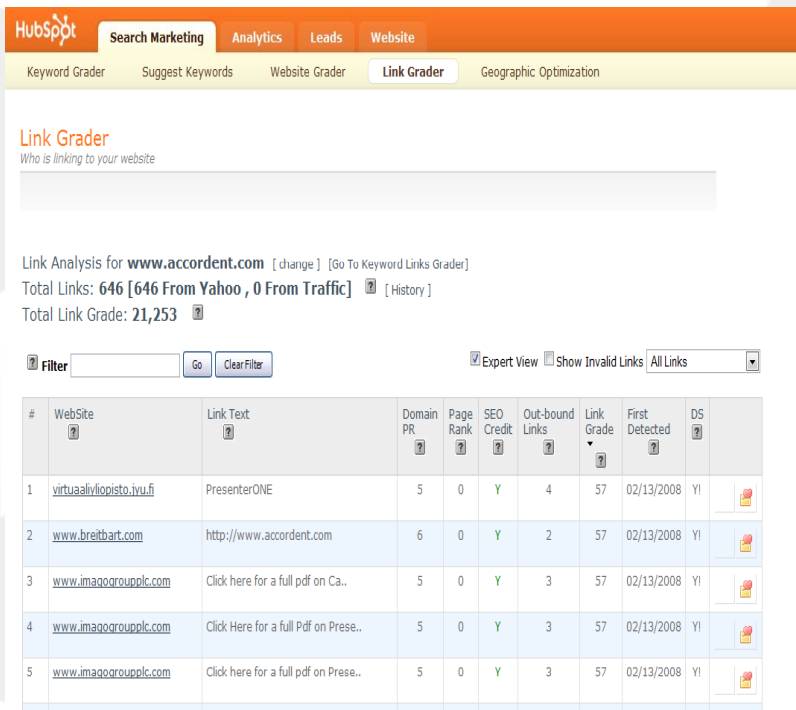
Keyword Grader

- 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



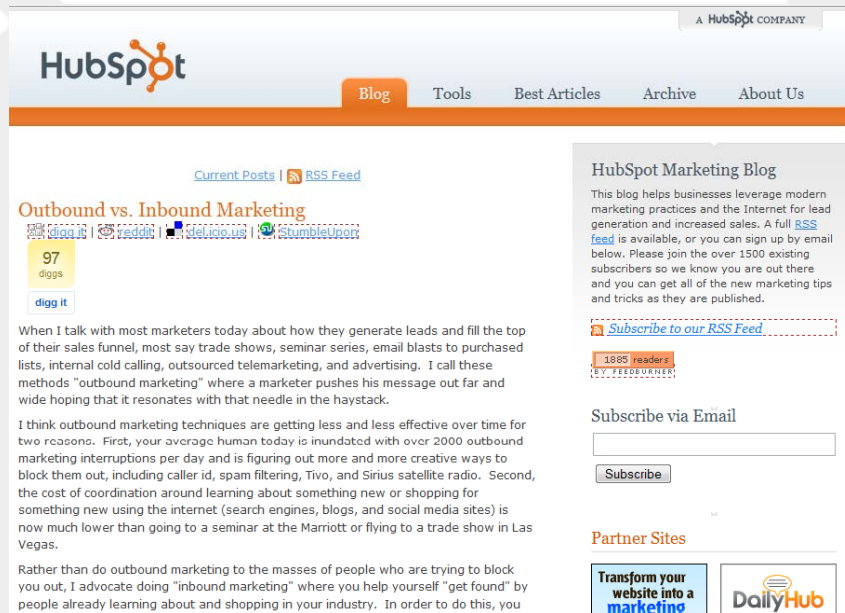
The screenshot shows the HubSpot Link Grader interface. At the top, there are navigation tabs for Search Marketing, Analytics, Leads, and Website. Below these are sub-tabs for Keyword Grader, Suggest Keywords, Website Grader, Link Grader, and Geographic Optimization. The main content area is titled 'Link Grader' and includes a search bar and a link analysis summary for www.accordent.com. The summary shows 646 total links, with 646 from Yahoo and 0 from traffic. The total link grade is 21,253. Below the summary is a filter section with a 'Filter' input, 'Go' and 'Clear Filter' buttons, and checkboxes for 'Expert View', 'Show Invalid Links', and a dropdown for 'All Links'. The main part of the interface is a table with the following columns: #, WebSite, Link Text, Domain PR, Page Rank, SEO Credit, Out-bound Links, Link Grade, First Detected, and DS. The table contains five rows of data.

#	WebSite	Link Text	Domain PR	Page Rank	SEO Credit	Out-bound Links	Link Grade	First Detected	DS
1	virtuaaliviiopisto.ivu.fi	PresenterONE	5	0	Y	4	57	02/13/2008	YI
2	www.breitbart.com	http://www.accordent.com	6	0	Y	2	57	02/13/2008	YI
3	www.imagoorouplc.com	Click here for a full pdf on Ca..	5	0	Y	3	57	02/13/2008	YI
4	www.imagoorouplc.com	Click Here for a full Pdf on Prese..	5	0	Y	3	57	02/13/2008	YI
5	www.imagoorouplc.com	Click here for a full pdf on Prese..	5	0	Y	3	57	02/13/2008	YI

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



The screenshot shows the HubSpot Marketing Blog interface. At the top, the HubSpot logo is on the left, and navigation links for 'Blog', 'Tools', 'Best Articles', 'Archive', and 'About Us' are on the right. Below the navigation, there are links for 'Current Posts' and 'RSS Feed'. The main article is titled 'Outbound vs. Inbound Marketing' and has 97 diggs. The article text discusses the effectiveness of outbound marketing versus inbound marketing. On the right side of the article, there is a 'Subscribe via Email' form with a 'Subscribe' button and a 'Partner Sites' section featuring 'Transform your website into a marketing' and 'DailyHub'.

Getting Found: Social Mediasphere

facebook Profile edit Friends Networks Inbox (1) home account privacy logout

Search

Applications edit

- Photos
- Facebook Grader
- Groups
- Events
- Marketplace
- Top Friends
- Red Sox Nation

more

Seinfeld fans will laugh

Give your friends a laugh when they reach your cell phone voice mail. George from Seinfeld will sing a song. Listen here. Free.

More Ads | Advertise

Facebook Grader + Invite friends

Facebook Grader What's the power of your network?

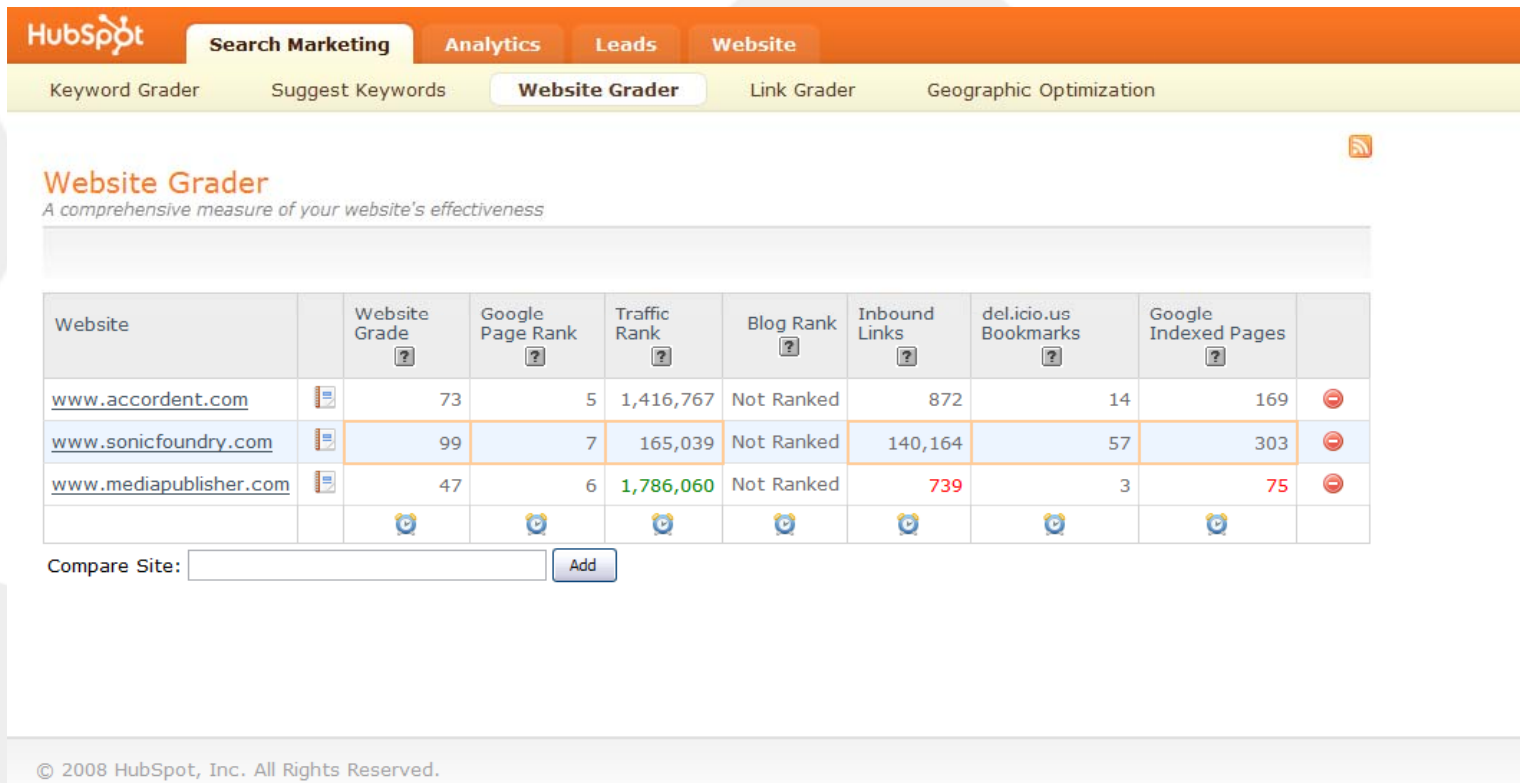
Your Grade Compared To Friends Compare By Demographics Compared To Everyone

Facebook Grade:
41/100

Your Facebook Grade is based partly on:

- Total Friends: 69 friends
- Photos uploaded: no photos
- Photos you are tagged in: 5 photos
- Posts on your wall: 4 posts
- Notes you have written: no notes
- Groups you manage: no groups
- Members of your managed groups: no members

Track Your Competitors



The screenshot shows the HubSpot Website Grader interface. At the top, there is a navigation bar with tabs for Search Marketing, Analytics, Leads, and Website. Under the Website tab, there are sub-tabs for Keyword Grader, Suggest Keywords, Website Grader (which is selected), Link Grader, and Geographic Optimization. Below the navigation bar, the title "Website Grader" is displayed, followed by the subtitle "A comprehensive measure of your website's effectiveness".

Website	Website Grade	Google Page Rank	Traffic Rank	Blog Rank	Inbound Links	del.icio.us Bookmarks	Google Indexed Pages	
www.accordent.com	73	5	1,416,767	Not Ranked	872	14	169	⊖
www.sonicfoundry.com	99	7	165,039	Not Ranked	140,164	57	303	⊖
www.mediapublisher.com	47	6	1,786,060	Not Ranked	739	3	75	⊖

Compare Site:

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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](#)

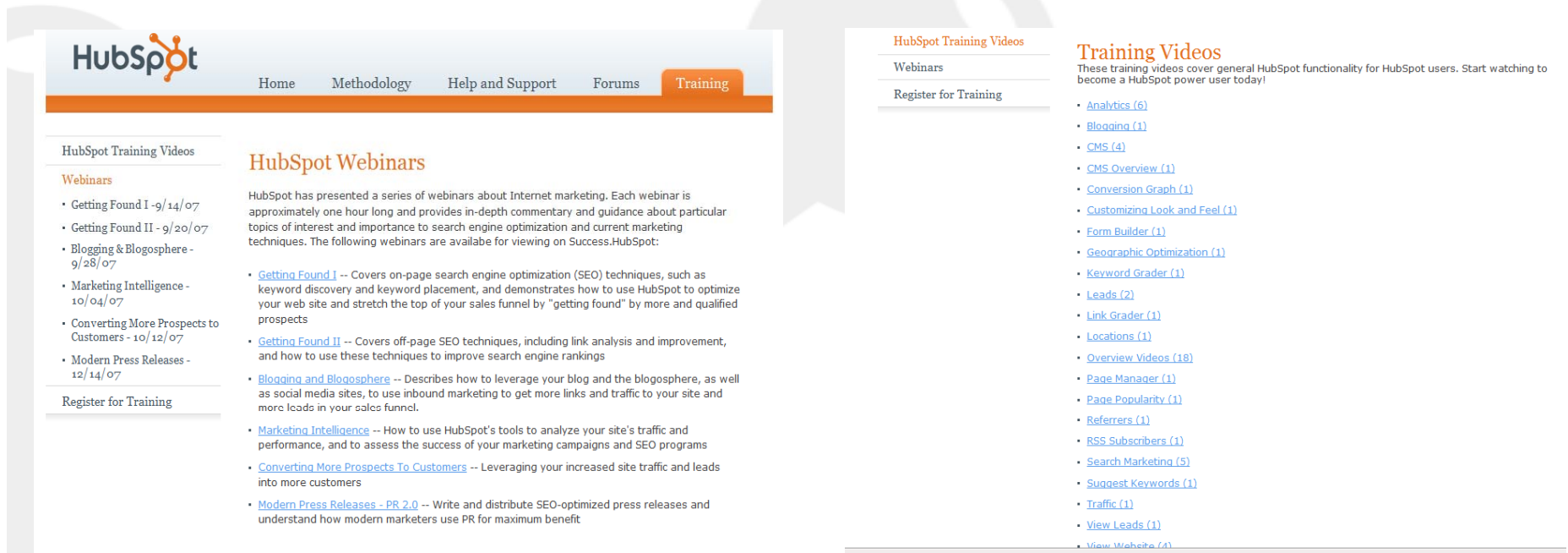
- [I. Overall Marketing Effectiveness](#)
- [II. Competitors](#)
- [III. Top of the Sales Funnel](#)
- [IV. Middle of the Sales Funnel](#)

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

HubSpot Training Materials and Resources



HubSpot

Home Methodology Help and Support Forums **Training**

HubSpot Training Videos

Webinars

Register for Training

HubSpot Webinars

HubSpot has presented a series of webinars about Internet marketing. Each webinar is approximately one hour long and provides in-depth commentary and guidance about particular topics of interest and importance to search engine optimization and current marketing techniques. The following webinars are available for viewing on Success.HubSpot:

- [Getting Found I](#) -- Covers on-page search engine optimization (SEO) techniques, such as keyword discovery and keyword placement, and demonstrates how to use HubSpot to optimize your web site and stretch the top of your sales funnel by "getting found" by more and qualified prospects
- [Getting Found II](#) -- Covers off-page SEO techniques, including link analysis and improvement, and how to use these techniques to improve search engine rankings
- [Blogging and Blogosphere](#) -- Describes how to leverage your blog and the blogosphere, as well as social media sites, to use inbound marketing to get more links and traffic to your site and more leads in your sales funnel.
- [Marketing Intelligence](#) -- How to use HubSpot's tools to analyze your site's traffic and performance, and to assess the success of your marketing campaigns and SEO programs
- [Converting More Prospects To Customers](#) -- Leveraging your increased site traffic and leads into more customers
- [Modern Press Releases - PR 2.0](#) -- Write and distribute SEO-optimized press releases and understand how modern marketers use PR for maximum benefit

HubSpot Training Videos

These training videos cover general HubSpot functionality for HubSpot users. Start watching to become a HubSpot power user today!

Register for Training

- [Analytics \(6\)](#)
- [Blogging \(1\)](#)
- [CMS \(4\)](#)
- [CMS Overview \(1\)](#)
- [Conversion Graph \(1\)](#)
- [Customizing Look and Feel \(1\)](#)
- [Form Builder \(1\)](#)
- [Geographic Optimization \(1\)](#)
- [Keyword Grader \(1\)](#)
- [Leads \(2\)](#)
- [Link Grader \(1\)](#)
- [Locations \(1\)](#)
- [Overview Videos \(18\)](#)
- [Page Manager \(1\)](#)
- [Page Popularity \(1\)](#)
- [Referrers \(1\)](#)
- [RSS Subscribers \(1\)](#)
- [Search Marketing \(5\)](#)
- [Suggest Keywords \(1\)](#)
- [Traffic \(1\)](#)
- [View Leads \(1\)](#)
- [View Website \(1\)](#)

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

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