THE POWER OF SMARKETING.
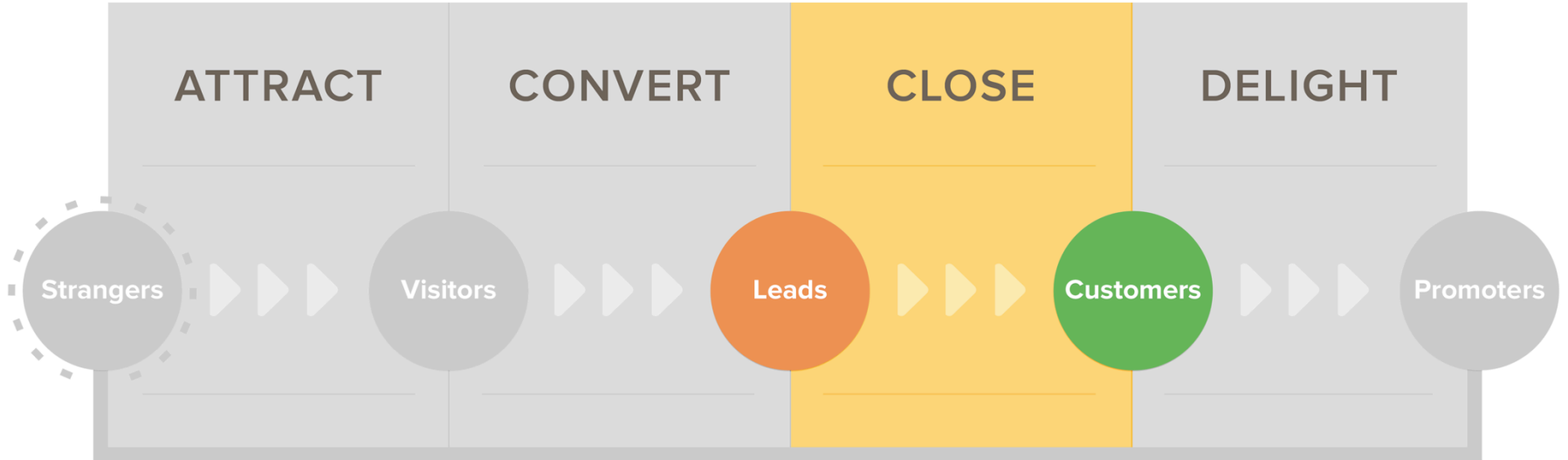
Inbound Certification Class #9

HubSpot Academy

AGENDA

1. What is Smarketing and why it is critical

2. Smarketing = alignment

3. 5 steps to integrate Smarketing into your organization

4. Key takeaways and resources

Inbound Methodology

ATTRACT	CONVERT	CLOSE	DELIGHT

Strangers ▶ ▶ ▶ Visitors ▶ ▶ ▶ Leads ▶ ▶ ▶ Customers ▶ ▶ ▶ Promoters

by HubSpot

1 WHAT IS SMARKETING AND WHY IT IS CRITICAL?

87%

of the terms sales & marketing use to describe each other are **negative**.

SALES

- "simple-minded"
- "incompetent"
- "lazy"

MARKETING

- "arts and crafts"
- "academics"
- "irrelevant"

SALES + MARKETING =

SMARKETING.

Two halves of the same team:
Team Revenue

Companies with strong sales & marketing alignment get

20%

annual revenue growth**.**

2 SMARKETING EQUALS ALIGNMENT.

Get on the
same team.

Align both sales and marketing around the same goals and personas.

ALIGNMENT AROUND GOALS

- Having the same or related goals

- (e.g. Marketing Pipeline = Sales Quota)

- Visibility into each other's goals and progress

- Compensation based on each other's goals

ALIGNMENT AROUND GOALS

Helps you achieve those goals.

Enterprise Marketing

+

Enterprise Sales

=

ALIGNMENT AROUND PERSONAS

- Communicate persona details across the company

- Educate each other about new persona details

- Specialize teams around particular personas

ALIGNMENT AROUND PERSONAS
helps you solve for those personas

Non-Profit
Marketing

Non-Profit
Sales

3 FIVE STEPS TO INTEGRATE SMARKETING INTO YOUR ORGANIZATION.

5 STEPS TO INTEGRATE SMARKETING

1   Speak the same language

2   Set up closed-loop reporting

3   Implement a Service Level Agreement

4   Maintain open communication

5   Rely on data

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It all comes down to **revenue.**

How many marketers have signed up for a **number?**

Sales is incredibly **numbers-driven.**

Part of getting on the same team is taking on a number with them.

Work **backwards** from sales.

1   Start with your shared goal: REVENUE.

2   Revenue Goal: $10,000

3   Avg. Deal Size: $1,000
     - Current Revenue / Current Customers

4   Customers Needed: 10
     - Revenue Goal / Avg. Deal Size

5   Avg. Lead to Customer %: 2%
     - Current Customers / Current Leads

6   Leads Needed: 500
     - Customers Needed / Avg. Lead to Customer

Map the **buyer's journey** to the **lifecycle stages** in the funnel.

Awareness

Consideration

Decision

Visit

Lead

MQL

SQL

Opportunity

Customer

Only
45%
of businesses
have established a
company-wide definition
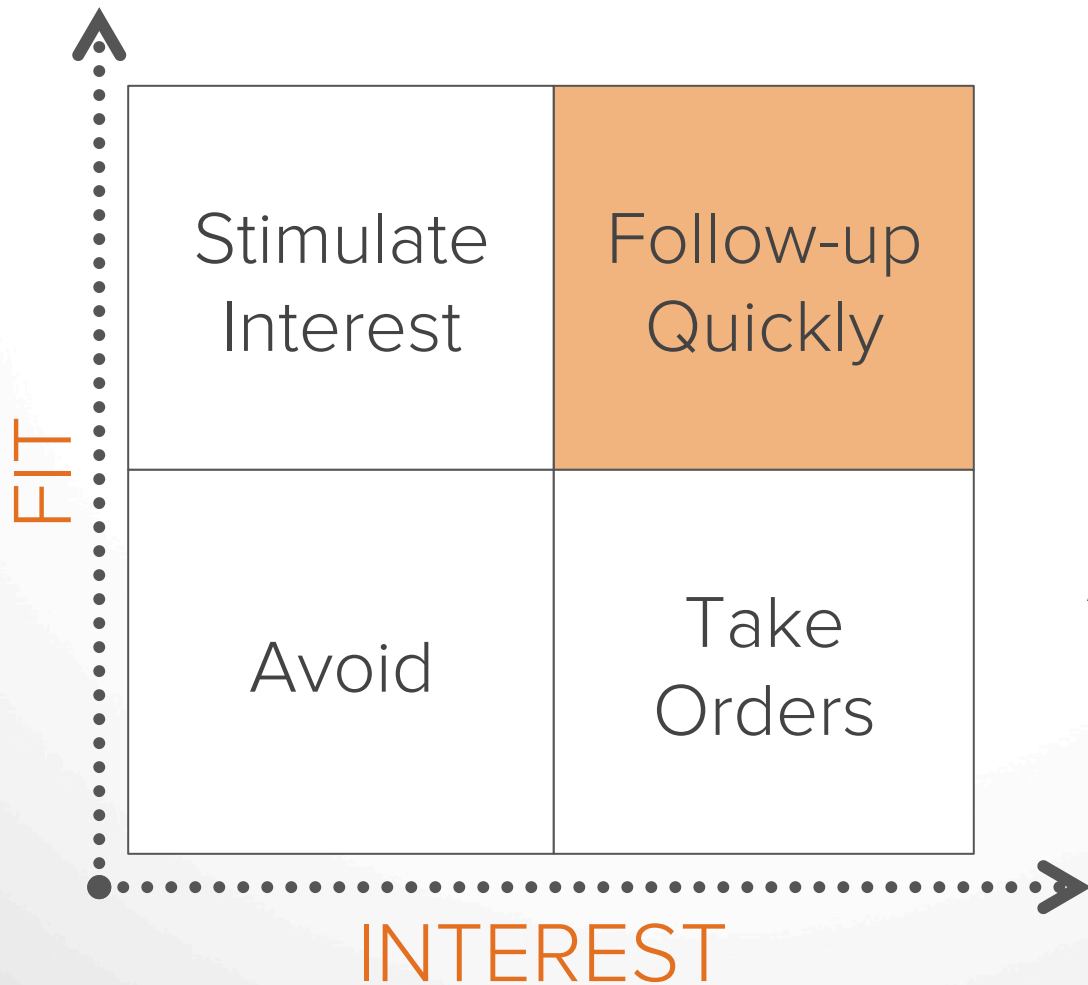of a sales-ready lead.

FIT
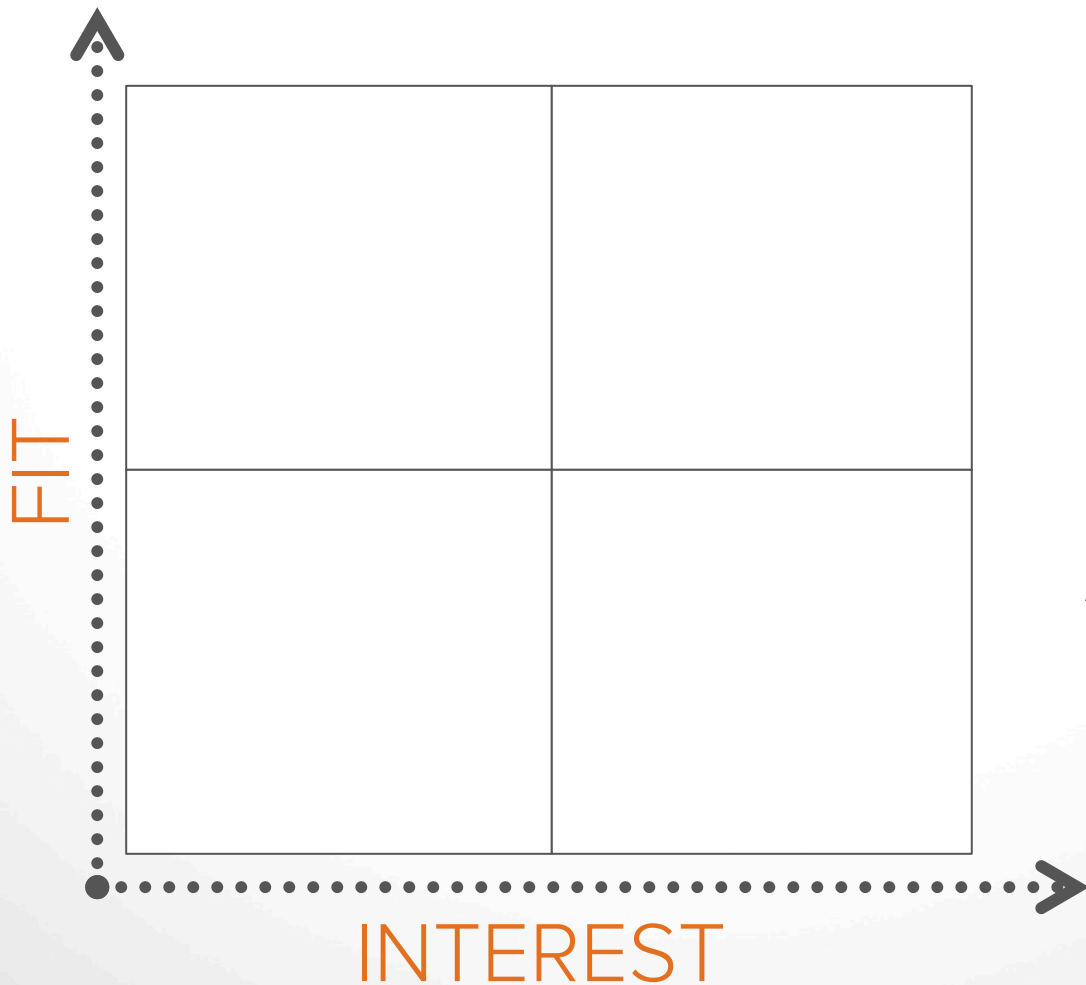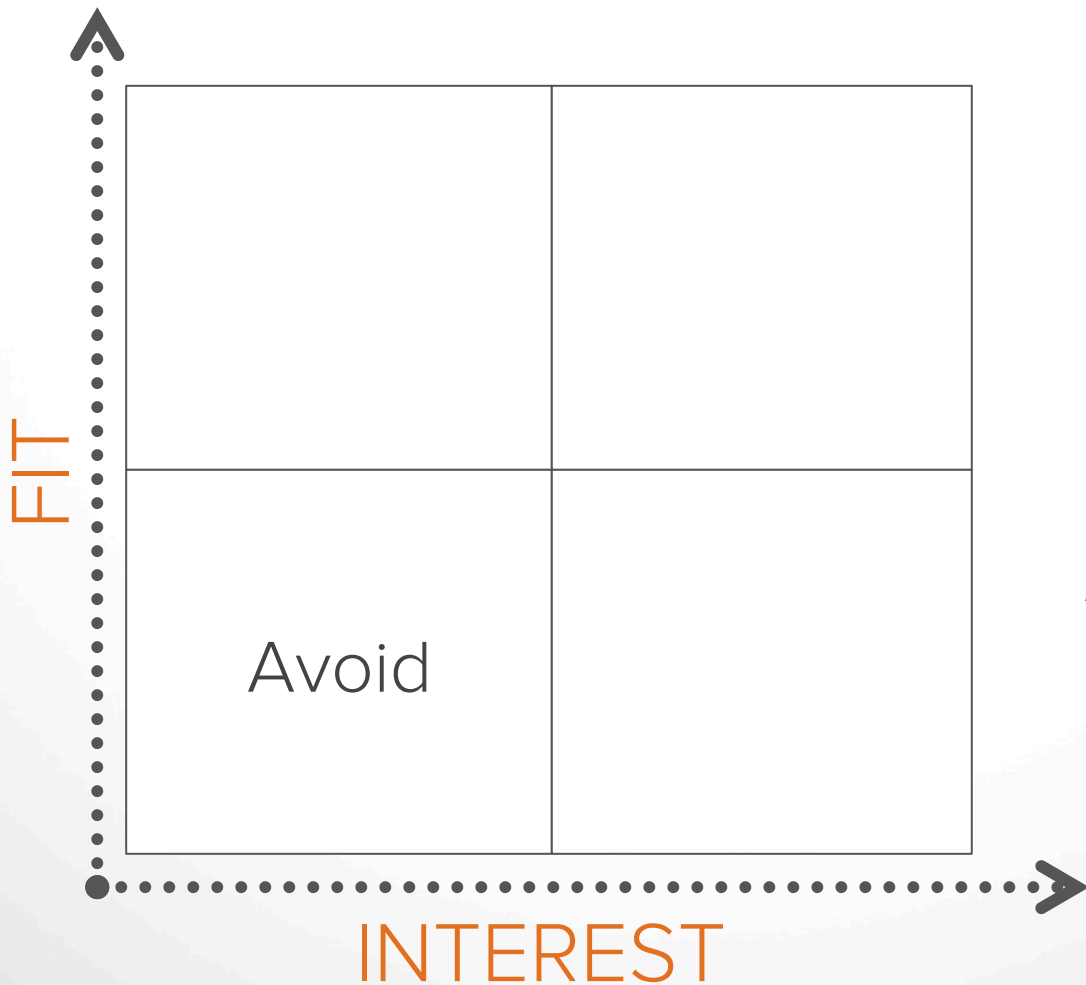
INTEREST

What is a
sales-ready lead?

A great fit lead with high level
of interest.

FIT

INTEREST

Avoid

What is a
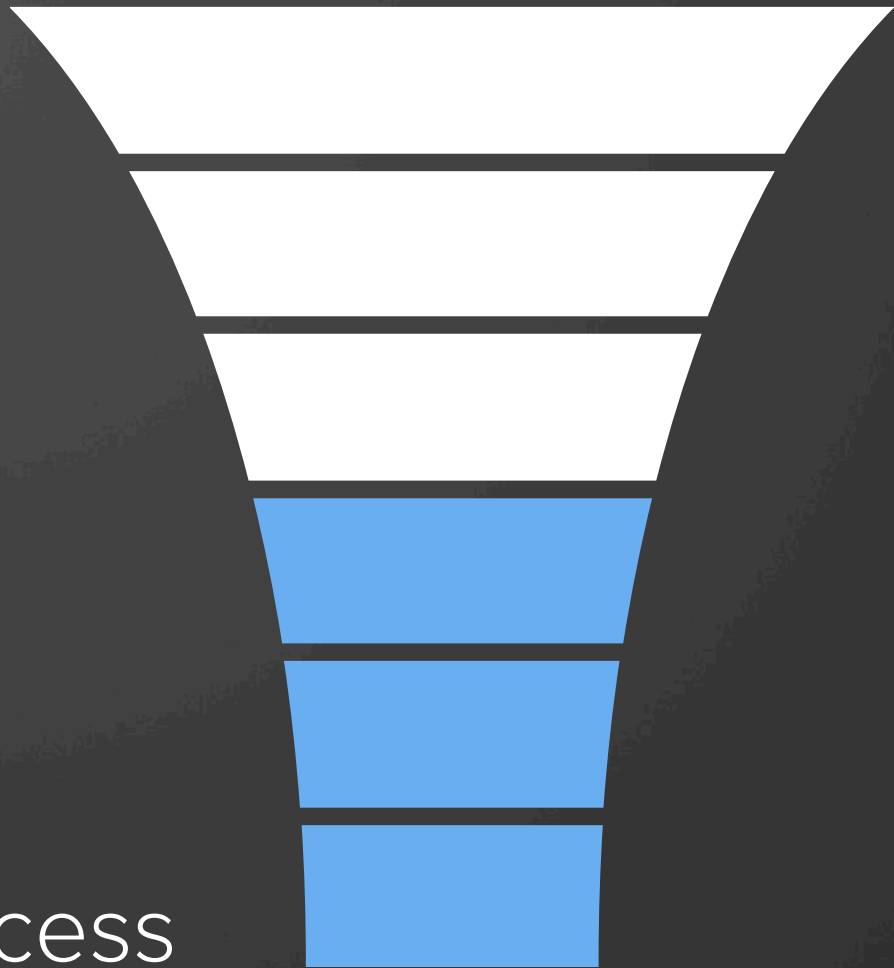**sales-ready** lead?

A great fit lead with high level
of interest.

EXAMPLES OF SALES-READY LEADS

- Contact who **downloaded an ebook** on lead gen, company is 200-1,000 employees and in North America.

- A contact at a company in the US who filled out the form to **request a sales demo** or **started a trial.**

- A contact at a company whose role makes him/her a **decision maker,** e.g. a VP or Director.

Owned by Marketing

Owned by Sales

Define the
handoff process

Define your
buyer persona

Internal Notes

Roles	Marketing Manager, Marketing Director
Goals	Support the sales team by generating qualified leads each month.
Challenges	Too much to do, not enough resources, not enough time.

Demographics

Age	25-50
Income	$70,000 - $100,000
Education	Bachelor's Degree or MBA

Story

Story	Mary is a professional marketer at a mid-sized company (25-200 employees). She knows a fair amount about marketing - with expertise in areas such as tradeshows, email marketing, advertising, and sales collateral - but is not a lead generation or analytical marketing guru. She wants to learn about new, more sophisticated marketing techniques, wants her job to be easier, and wants a tool to make her seem smarter and more competent to her boss.

WHAT HAVE YOU DEFINED?

- Stages of the sales & marketing funnel

- What is a sales-ready lead

- The handoff process from Marketing to Sales

- Buyer personas

5 STEPS TO INTEGRATE SMARKETING

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ARE YOU MISSING CLOSED-LOOP REPORTING?

☑ Do you send leads to Sales and never hear if they were good?

☑ Do you end up creating and trying to manage duplicate leads?

☑ Do you send leads to Sales with the basic contact information without intelligence about what content those leads consumed?

☑ Are you unsure of the impact your marketing efforts have on revenue?

Closed-Loop Reporting

completes the feedback loop between Marketing and Sales.

MARKETING   SALES

CLOSED-LOOP REPORTING ALLOWS YOU TO

pass more intel to and get feedback from Sales.

- Benefits for Marketing
    - Get up to date contact info and status updates
    - Learn which marketing programs are working and which aren't
    - Increase Marketing ROI

- Benefits for Sales
    - De-duplicate leads
    - Help prioritize leads
    - Help make warmer calls
    - Increase close rate and Sales ROI

CUSTOMERS BY MARKETING SOURCE

Measure how each marketing effort performs through the funnel over time: visits, leads, customers, as well as funnel conversion rates from stage to stage.
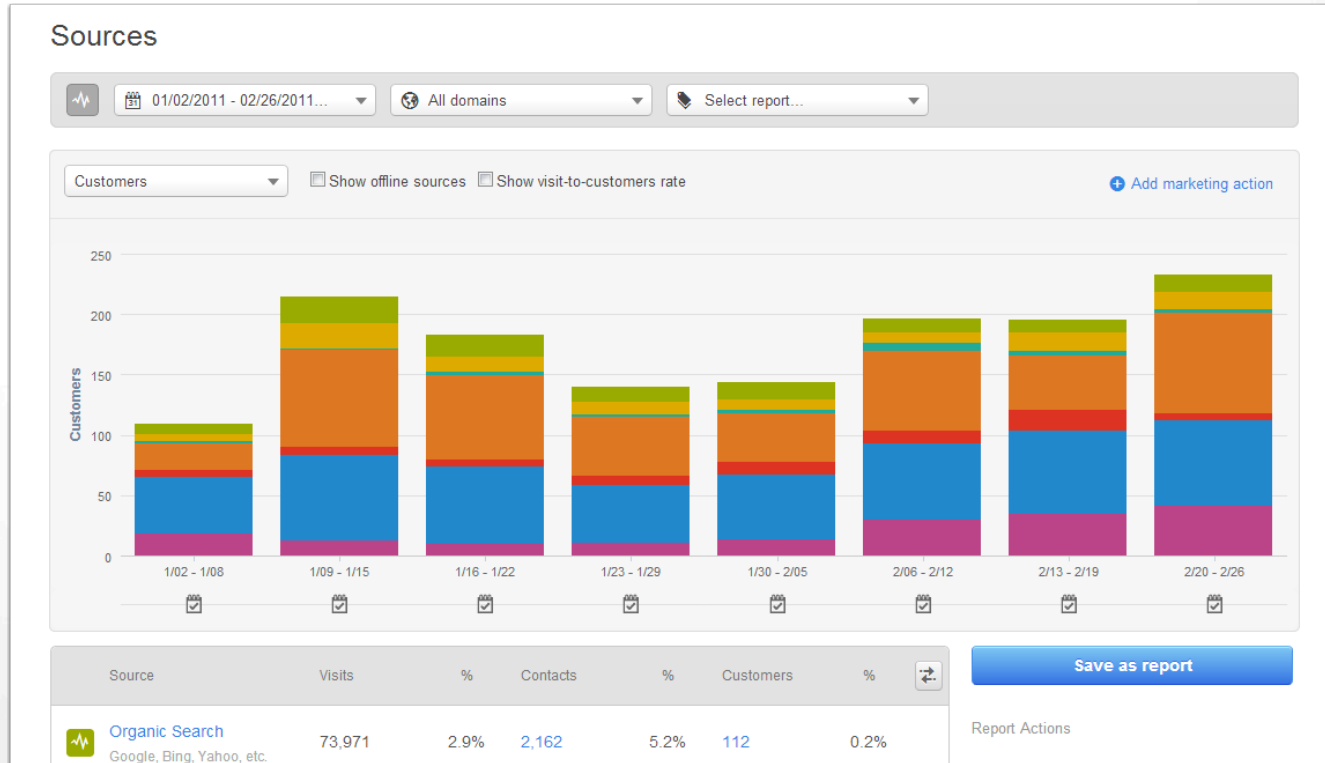
CONVERSION ASSISTS

Analyze which content assists in closing customers, and surface that on your website and nurturing.

CLOSED-LOOP LEAD INTELLIGENCE

Follow the interactions and conversion path of a particular contact, from the content they download, the emails they click, and other changes.
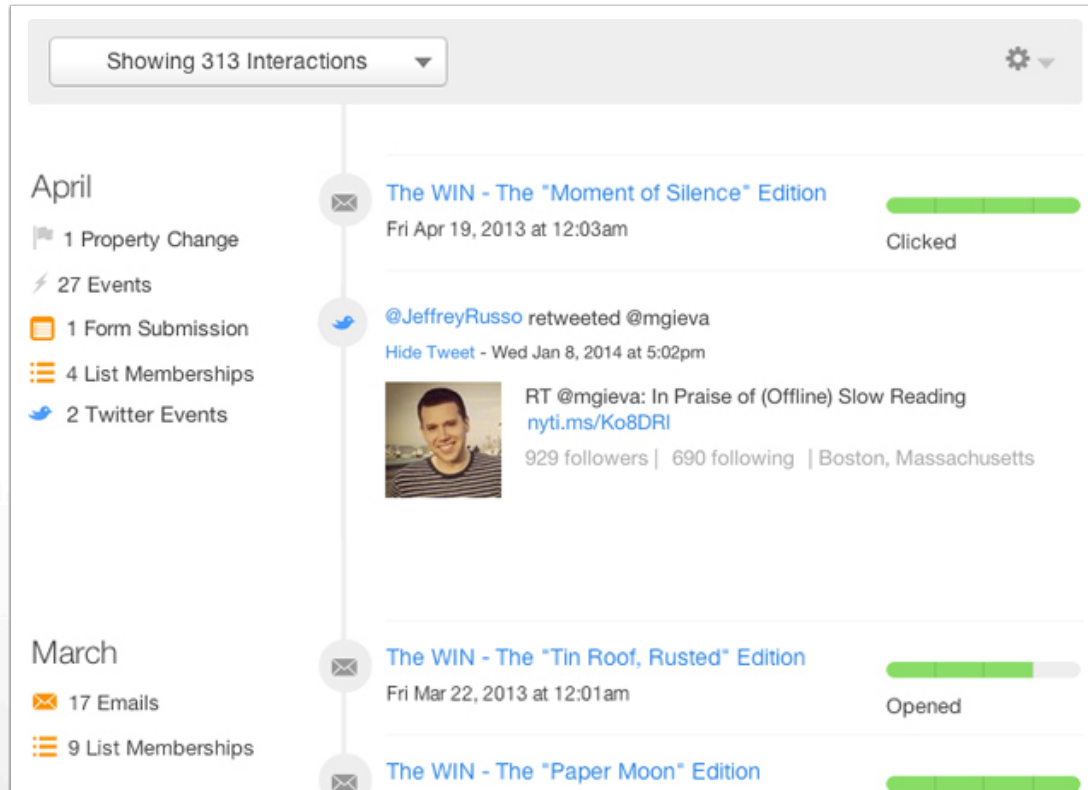
CLOSED LOOP CRM INTEGRATION

Share interaction highlights with your sales team, make it easy for them to leverage lead intelligence, and get data on if leads convert to customers.

CLOSED-LOOP LEAD ALERTS

Send automatic updates to your sales team when their leads revisit the website or take other key actions, to make sure to follow up at the best time.

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DEFINITION OF A
SERVICE LEVEL AGREEMENT

A Sales-Marketing SLA defines what each team commits to accomplishing in order to support the other.

An SLA crystalizes
the alignment around **goals.**

SLAs GO BOTH WAYS.

MARKETING → SALES

Number and quality of leads required to hit company revenue goals.

SALES → MARKETING

Speed and depth of lead follow-up that makes economic sense.

CALCULATING THE SLA

MARKETING → SALES

How many leads of a certain quality does a sales rep need to make quota?

- Quota (revenue) / avg. revenue per customer = **# customers needed**

- Customers / avg. lead to customer close % = **# leads needed**

- May vary by type (quality) of lead

# CALCULATING THE SLA

SALES → MARKETING

How many call/email attempts to engage should a sales rep make to every lead to not waste leads?

With **X** leads and **Y** hours/month, how many follow-up attempts should a sales rep be able to complete per lead?

EXAMPLE SLAs

- Marketing will deliver 100 leads per sales representative, per month.

- Sales will make 1 attempt to engage in 4 business hours, with 5 attempts in 14 days.

TRACK SLA PROGRESS DAILY
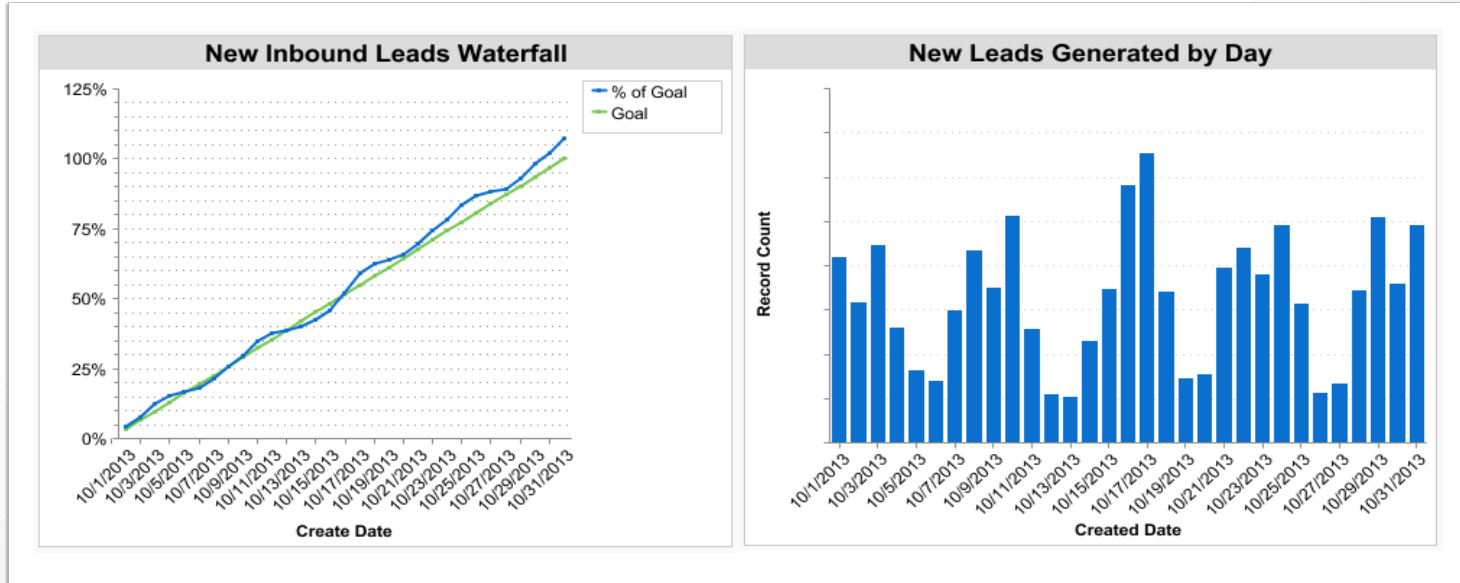
5 STEPS TO INTEGRATE SMARKETING

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WEEKLY SMARKETING MEETING

Your entire Sales and Marketing teams attend to get on the same page about: team successes, product info, persona education, SLA waterfalls.

MONTHLY MANAGEMENT MEETING

Key managers attend to discuss topics in depth and resolve issues.

CAMPAIGN COMMUNICATION

Market your campaigns to your sales team – share the
info they need in order to
be successful.

HubSpot

Hi Eliora,

I hope you've all recovered from the holiday party and are ready to rock it with marketing offers after rocking with DJ Nick Sal. Going forth, I'm going to share offers that were recently launched as well as some *upcoming this week*, in order to keep you in the complete marketing loop.

RECENTLY LAUNCHED OFFERS

- **27 Pre-Designed Calls-to-Action for Your Customization**
  Assets: Landing Page, Thank You Page, Email
  Launch Date: Jan. 10
  Product Focus: CTA Tool
  Soundbite: Changing the design of your calls-to-action can improve clickthrough rate by 1300%, or more. To help you see such success, we've built 27 pre-designed CTA buttons in PowerPoint for you to customize and use! Afterwards, I'm happy to show you how you can use HubSpot's CTA tool to start collecting performance metrics for this CTAs.
  Tweet this Offer | Share on Facebook | Share on LinkedIn

27 PRE-DESIGNED CALLS-TO-ACTION FOR YOUR CUSTOMIZATION
No designer or design software required!

EVENTS

- CMO **Mike Volpe** to speak for Boston Product Marketing Association in Boston, MA on Jan. 17, 2013.
- Head of Enterprise Marketing **Jessica Meher** to speak at EnMeCon in San Francisco, CA on January 28-31.

LOCAL HUBSPOT USER GROUPS

Are you leveraging local HubSpot user group (HUG) meetings to close deals? Here are some great new opportunities:

- **Indianapolis**: January 16
- **Montreal**: January 16
- **Chicago**: January 30

PRODUCT COMMUNICATION

Share updates about products and services – arm the sales team with the details and why customers/prospects will care.

Communication isn't just **meetings.**

Communication isn't just **bullet points.**
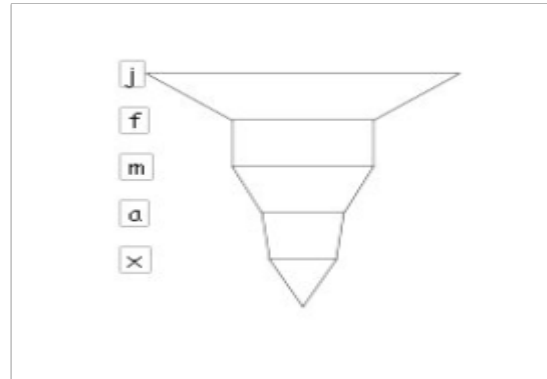
5 STEPS TO INTEGRATE SMARKETING

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USE DASHBOARDS

Create and share a common dashboard with the reports aligned with the teams' goals. Check the dashboard daily and encourage individuals to fix problems.
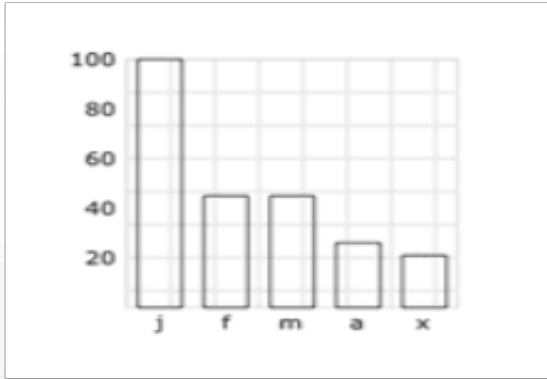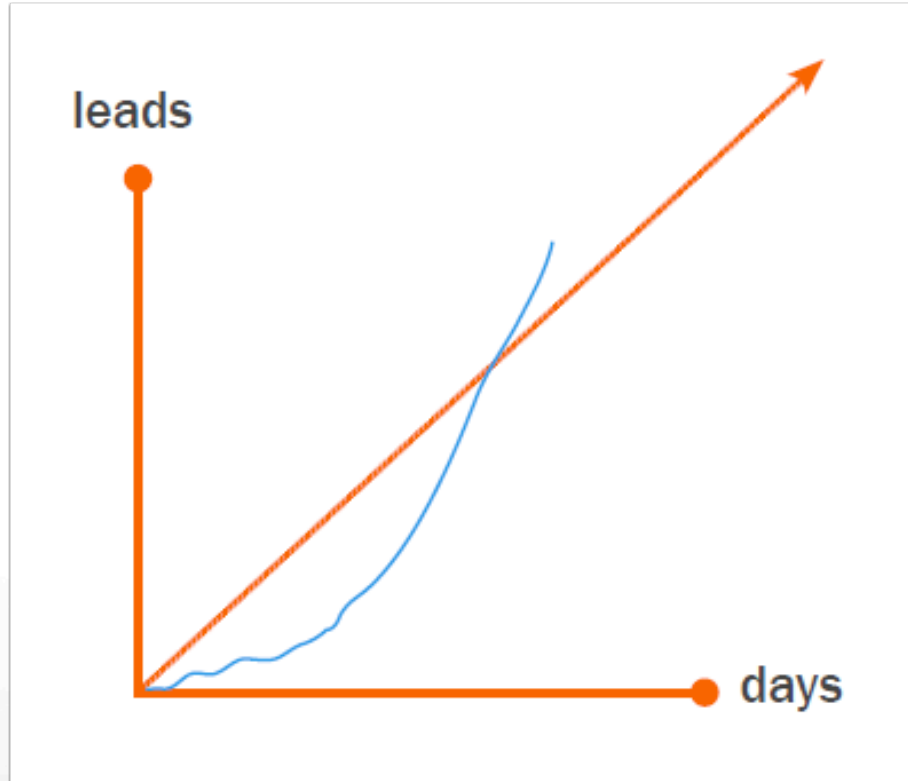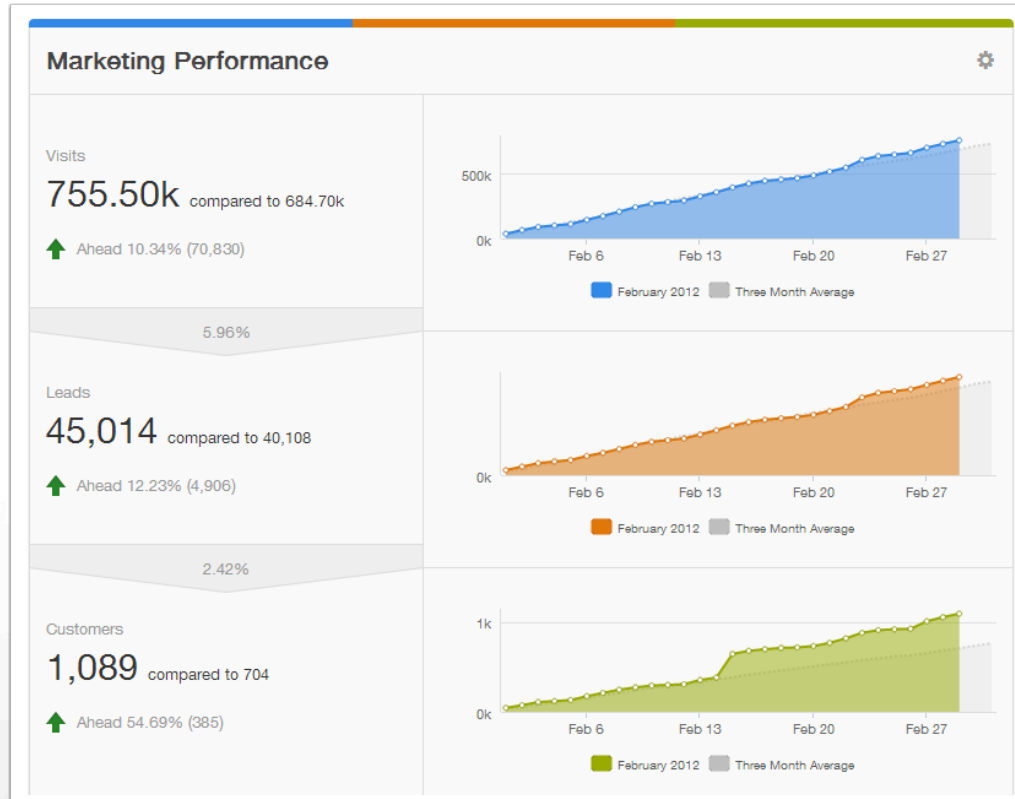

Frequent

Public

Transparent

MARKETING DASHBOARDS

Measure and communicate progress towards primary goals as agreed upon in the SLA.
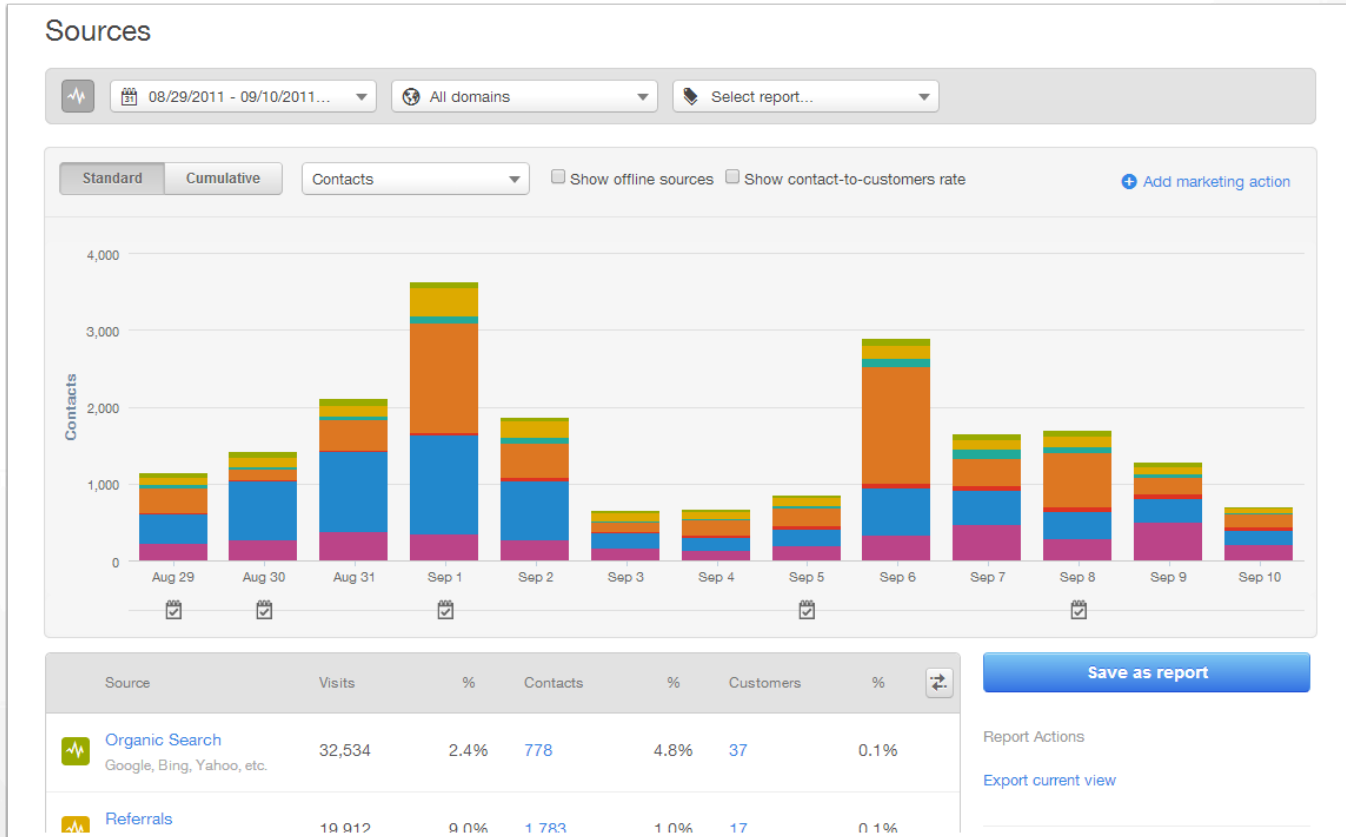
MARKETING DASHBOARDS

Measure volume of leads or volume of quality leads against the monthly goal, and check daily to adjust.
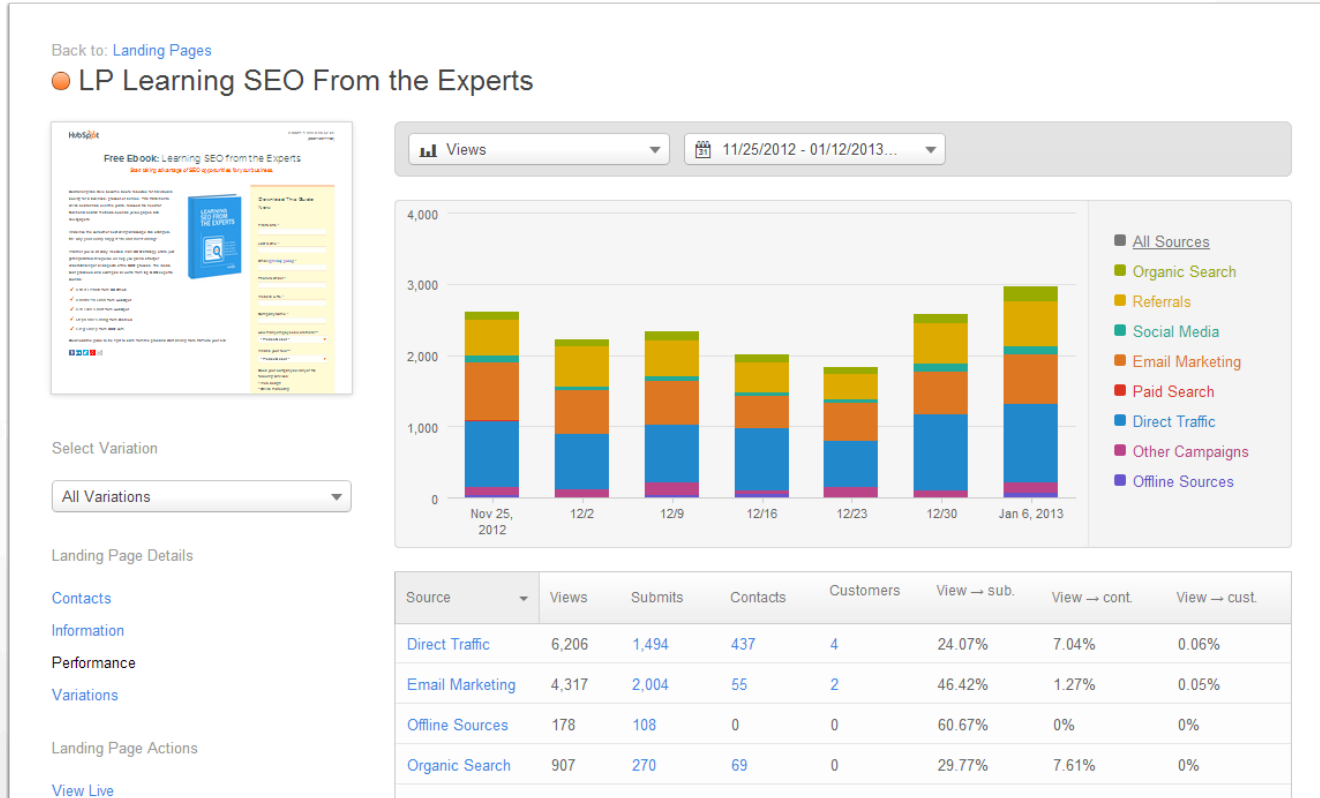
TRACK LEADS BY SOURCE

Set goals per source and measure progress for each of your efforts.
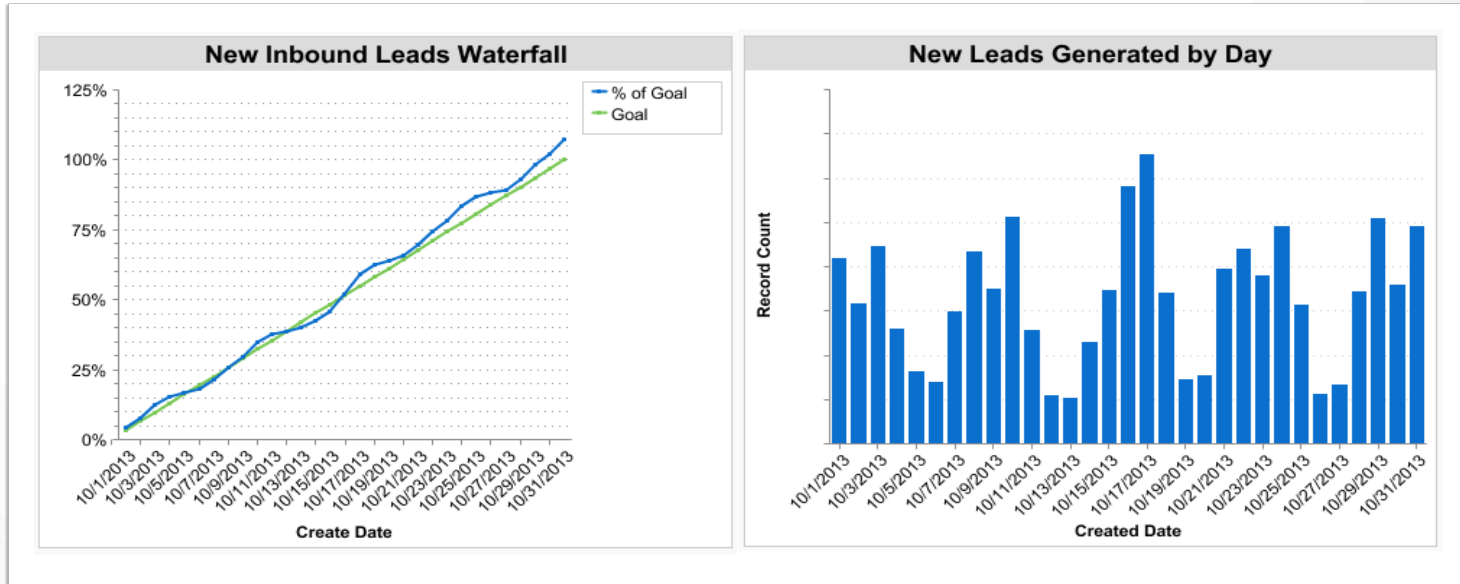
TRACK LEADS BY CAMPAIGN

Analyze the results for each campaign – which efforts successfully drive traffic, leads, and customers.
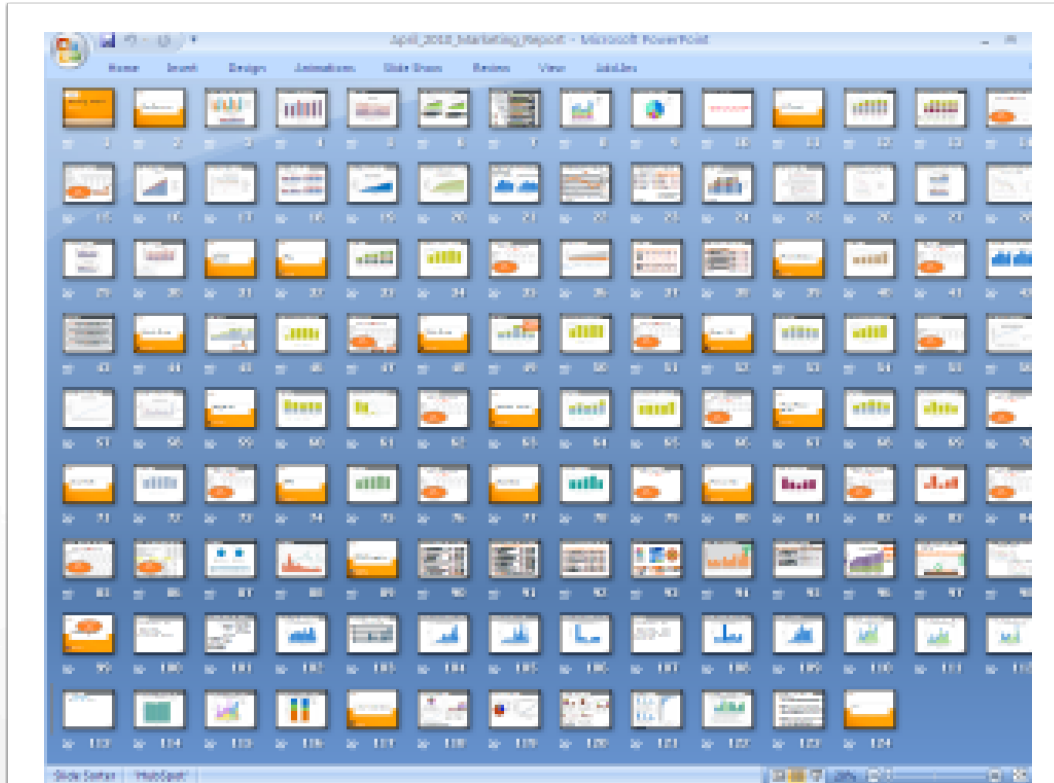
TRACK THE VOLUME OF MQLs

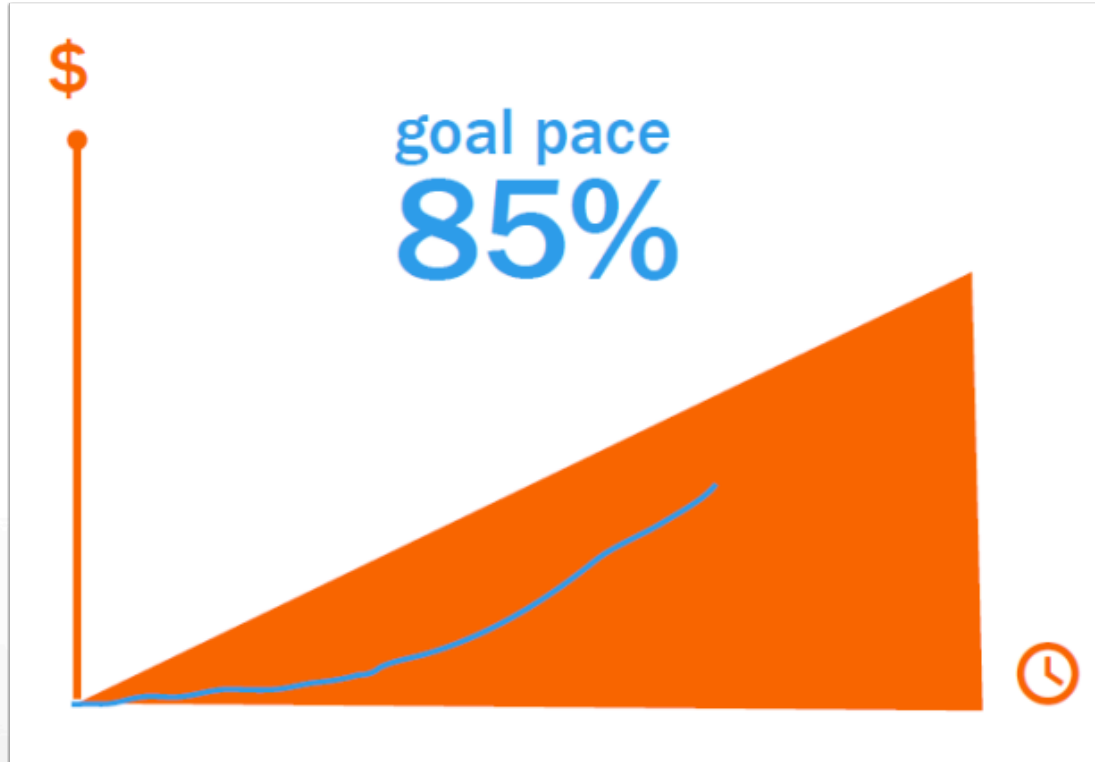Measure how many MQLs – and which types – are generated.

MONTHLY MARKETING REPORT

Do a full analysis on a monthly basis to dig into all the important metrics and evaluate why Marketing did or did not hit targets. Share it across the company.
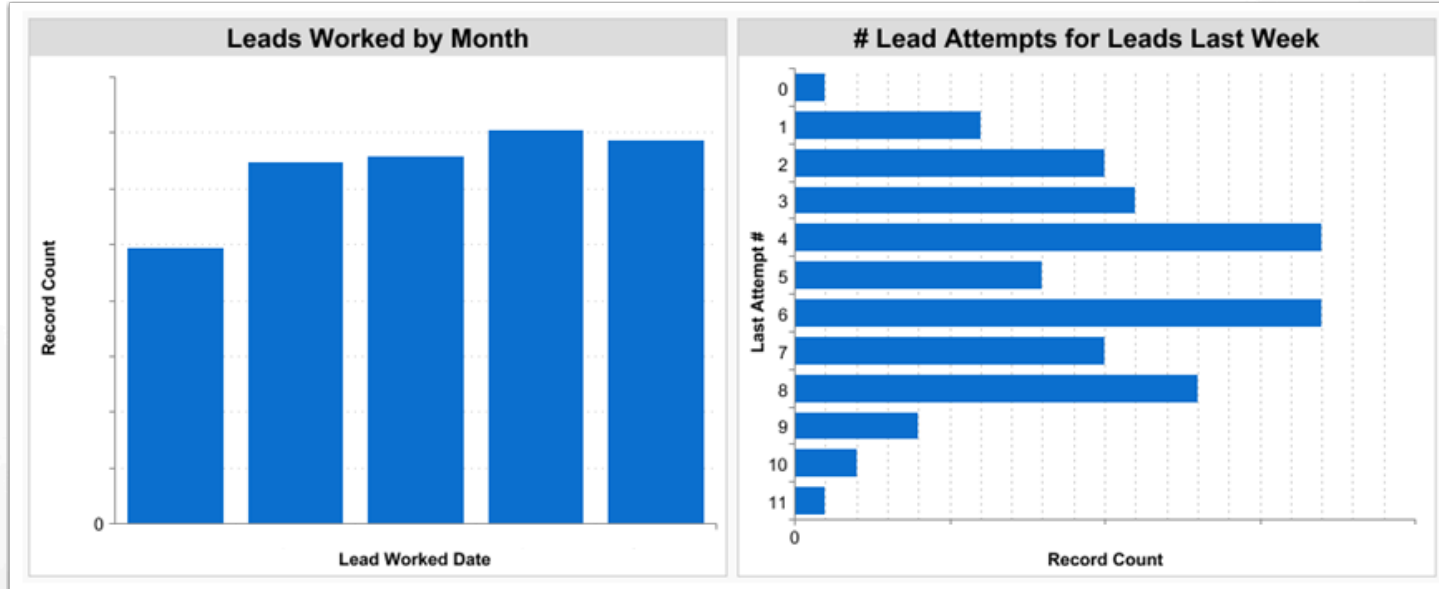
SALES BY DAY DASHBOARD

Measure progress towards the sales goal and compare against previous month.

SALES ACTIVITY REPORTS

Track how many and how deeply leads are worked by the sales team.

What to do when things go **wrong.**

Rely on **data**,
not emotions.

Separate reality from perception.

What did you do the last time something went **wrong?**

Remember, you're in the **same boat.**

Use data to figure out what's wrong and how to fix it.

4 KEY TAKEAWAYS AND RESOURCES.

KEY TAKEAWAYS

SMARKETING.

alignment between **sales** and **marketing** around goals and personas.

KEY TAKEAWAYS

5 STEPS TO INTEGRATE SMARKETING

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RESOURCES

1   How to calculate an SLA [blog post]

2   Sales & marketing metrics [blog post]

3   Intro to closed-loop reporting [eBook]

4   Calculate smarketing SLA goals [downloadable template]

5   Plan annual goals [downloadable template]