

How Inbound Marketing With HubSpot Changed Our Business



Alisa Meredith is co-owner at [Scalable Social Media](#), a HubSpot VAR and online marketing company. Alisa is an avid writer and enjoys the process of getting to know the goals, needs and challenges of the small business owner. She HubSpots because of the leads it generates for her company and because she wants to be able to offer the same results with obvious ROI to customers.

Before starting with HubSpot in 2012, we had no way of tracking or nurturing leads, and we had almost no conversion forms or calls to action on our website. Nearly all our incoming leads were referrals from existing customers. Not a bad thing in itself, but in order to grow, we knew we needed to step up our game.

We also wanted to be able to offer a complete online marketing program to our customers that would allow us to show ROI in a very tangible way. In the past, we had offered social media support and some blogging, but we were not completely satisfied with the results. It was time to take the business in a new direction.

I don't even know how many calls I had with HubSpot before we made the leap – they really wanted to make sure it was a good fit for us. The onboarding training was amazing and opened up a whole new world of lead generation and results tracking for me. Soon, with the help of the content library, I had created downloadable ebooks and started generating our first leads. Initial success encouraged me to keep adding resources, landing pages and calls-to-action, leading to a huge jump in traffic and leads generated.

Goals:

Generate more leads for social media and content support business as well as evaluate HubSpot for use on client accounts.

Challenges:

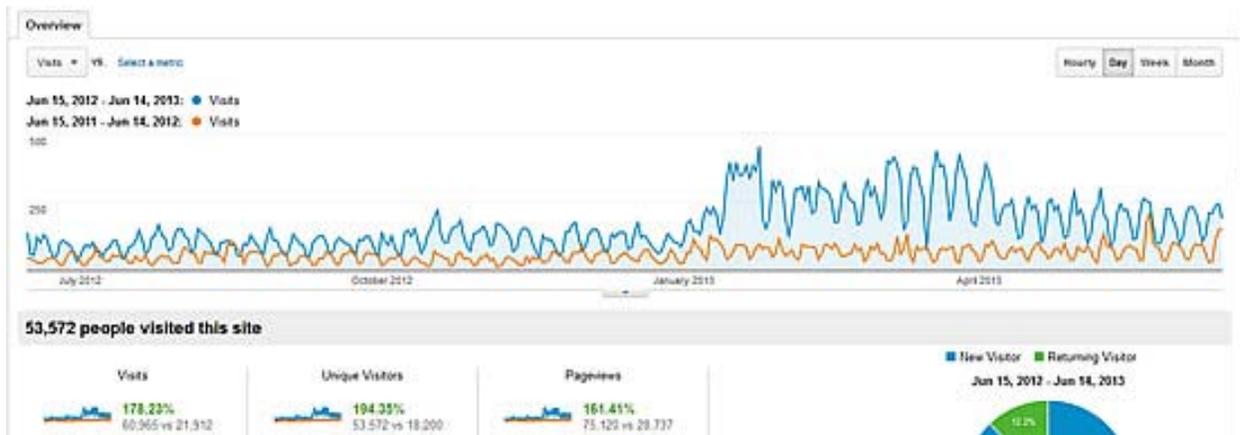
The business was originally built around two small niche business types. Because of market saturation in one, and limited budget in the other, business was drying up and being absorbed by

very low-cost “social media” providers. Additionally, our original staff was very well-suited to the first clients, but needed more training and infrastructure to be effective with a complete inbound program and for new industries.

One Year In - The Results:

A year later, we’ve generated over 600 contacts, which is great for our small business. Our marketing offers and increased blogging, fueled by the software and ongoing support at HubSpot have helped us increase visits by 178% this year (June 2012 - June 2013 as compared to June 2011 - June 2012).

Perhaps most impressive is that leads from our website went from virtually zero to averaging nearly 50 per month!



Comparing June 2012 to June 2013, Organic traffic went up 396% and contacts per month went up 900%. Comparing June 2011-2012 to June 2012-2013, visits from social media went up 327%, with LinkedIn visits up 1,671%. It didn’t take the entire year to start seeing results, either. Within four months, our website traffic was up 25%.



Social Network	Visits	
1. Facebook		
Jun 15, 2012 - Jun 14, 2013	2,869	
Jun 15, 2011 - Jun 14, 2012	905	
% Change	217.02%	
2. Pinterest		
Jun 15, 2012 - Jun 14, 2013	1,081	
Jun 15, 2011 - Jun 14, 2012	26	
% Change	4,057.69%	
3. LinkedIn		
Jun 15, 2012 - Jun 14, 2013	372	
Jun 15, 2011 - Jun 14, 2012	21	
% Change	1,671.43%	

Over the course of the year, we have added a few excellent new clients who are pleased with the results we are able to prove month after month. The knowledge and experience we've gained has really helped us step up our game. We've gone from being social media company to a full inbound marketing company in just one year and we intend to keep moving forward.

Our staff has taken full advantage of the training offered, and two of our community managers (and me) are now Inbound Marketing Certified and ready to take on inbound for our clients!

We have brought a couple of clients to the point of viewing a HubSpot demo and we are sure that the next one will be our first opportunity to use HubSpot to help them grow their business just like we've grown ours!

Despite my aversion to sales, the training provided has helped me to actually enjoy the discovery calls and the consultative sales process. It allows me to become truly helpful to my prospects, whether they ultimately choose to work with us or not, and that just feels right.

How We Did It

Using a combination of our self-hosted website and HubSpot technology, we made full use of:

- Offers and Blog Posts
- Landing Pages and Forms
- Calls to Action
- Workflows (automated email follow-up) and Contact Lists
- Social Media Activity
- Ongoing training through sales and marketing webinars and becoming Inbound Marketing Certified.
- One-on-one coaching with my representative to go over hot prospects and ideas.

Tracking ROI

Tracking the return on investment of inbound and social marketing was one of our biggest challenges, and is now one of our favorite features of HubSpot. We're now able to look at every piece of content on our site and see which are generating the most leads. We can see which social networks and individual updates are performing well for us and we are even notified when our leads return to our site. Custom lead scoring allows us to watch prospects to see when they might be ready to take things to the next level – based on visits, downloads, email opens, etc.



How HubSpot Helped

The software and training provide support to the entire “Inbound” way of thinking. That is, provide marketing your customers love. Giving us the tools we need to get that done and to track the results in a meaningful way make HubSpot the single best investment we could have made in our business.

What I Say to Others Considering HubSpot

There is no magic here. You have to do the work, and everything you do with HubSpot can be done by cobbling together other technologies.

However, you will never have the ability to so closely track what content is performing and which efforts are worth repeating in the way that HubSpot provides.

You will never be able to so effectively nurture your hard-earned leads in an efficient way.

Perhaps most importantly, if you are looking at offering inbound marketing to your customers (or you need to justify the investment to your boss), you simply will not be able to demonstrate return on your marketing dollars to the same degree as you will with HubSpot.

If I can achieve the results I’ve outlined in our first year, managing the account myself, you can too. If you’d rather not (it IS time-consuming), we would be happy to do it for you. Get started with a [free consultation](#), or connect with us on [Twitter](#), [LinkedIn](#), [Pinterest](#), [Google+](#), or [Facebook](#) today.