
HUBSPOT USER GROUP TEL-AVIV PRESENTS:



#HUGTLV



TLV HUG (HUBSPOT USER GROUP)

LIVE HUBSPOT DEMOS & SPECIAL GUESTS

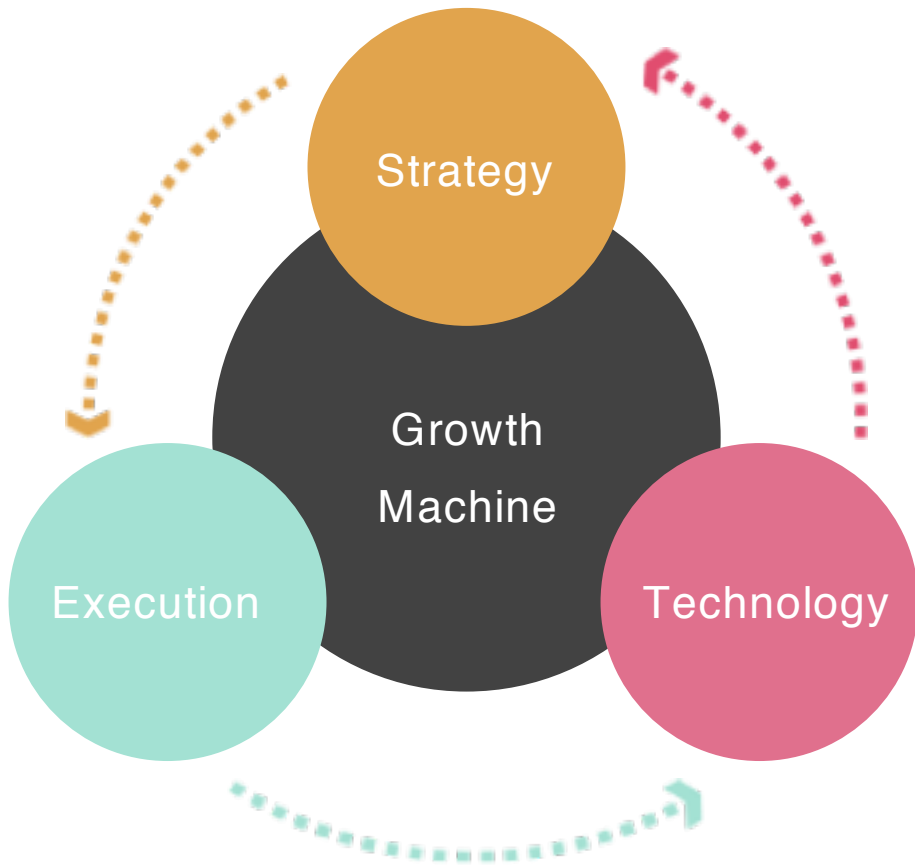
GOOGLE CAMPUS TEL AVIV, JUNE 28, 10AM



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**PAY ATTENTION
DON'T TAKE NOTES!**

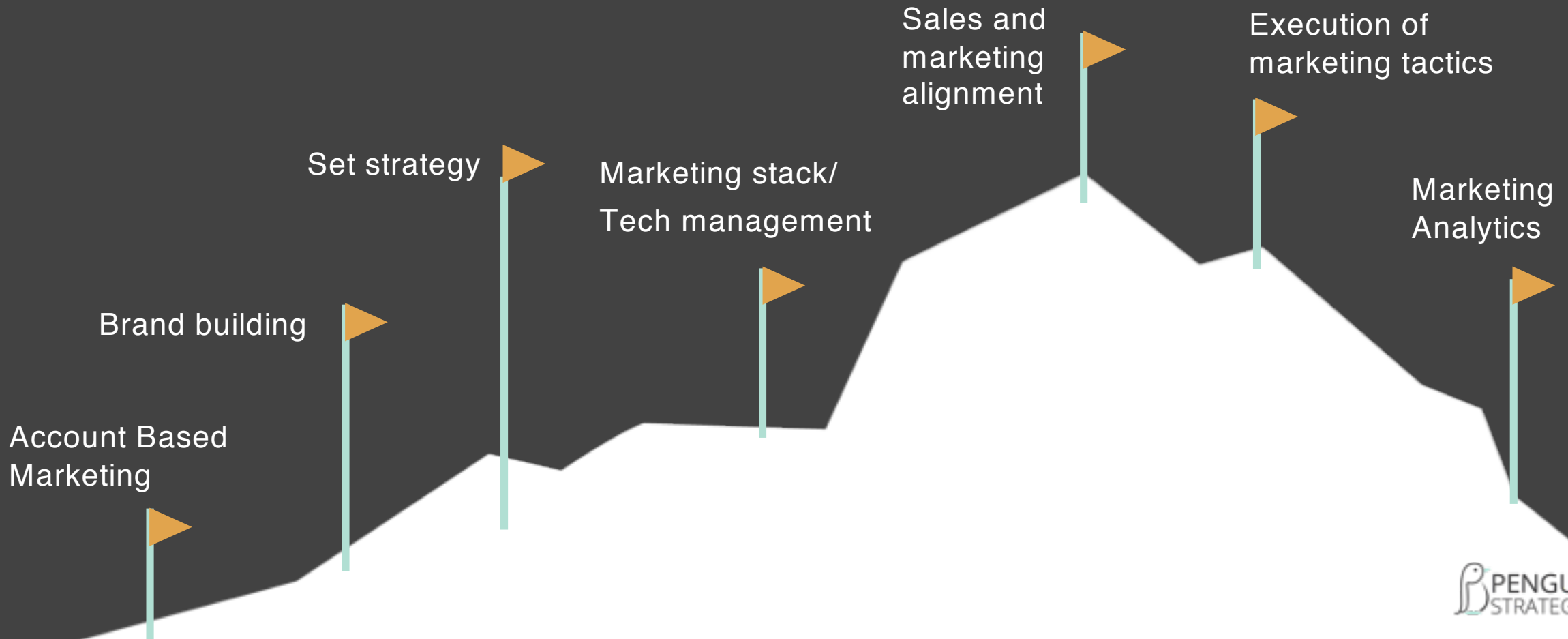
**WE WILL BE RECORDING AND SHARING ALL PRESENTATIONS
SAVE ALL QUESTIONS FOR THE DEMO SESSIONS RIGHT AFTER**



The 3 pillar needed to
build
GROWTH MACHINES
for B2B
Tech companies

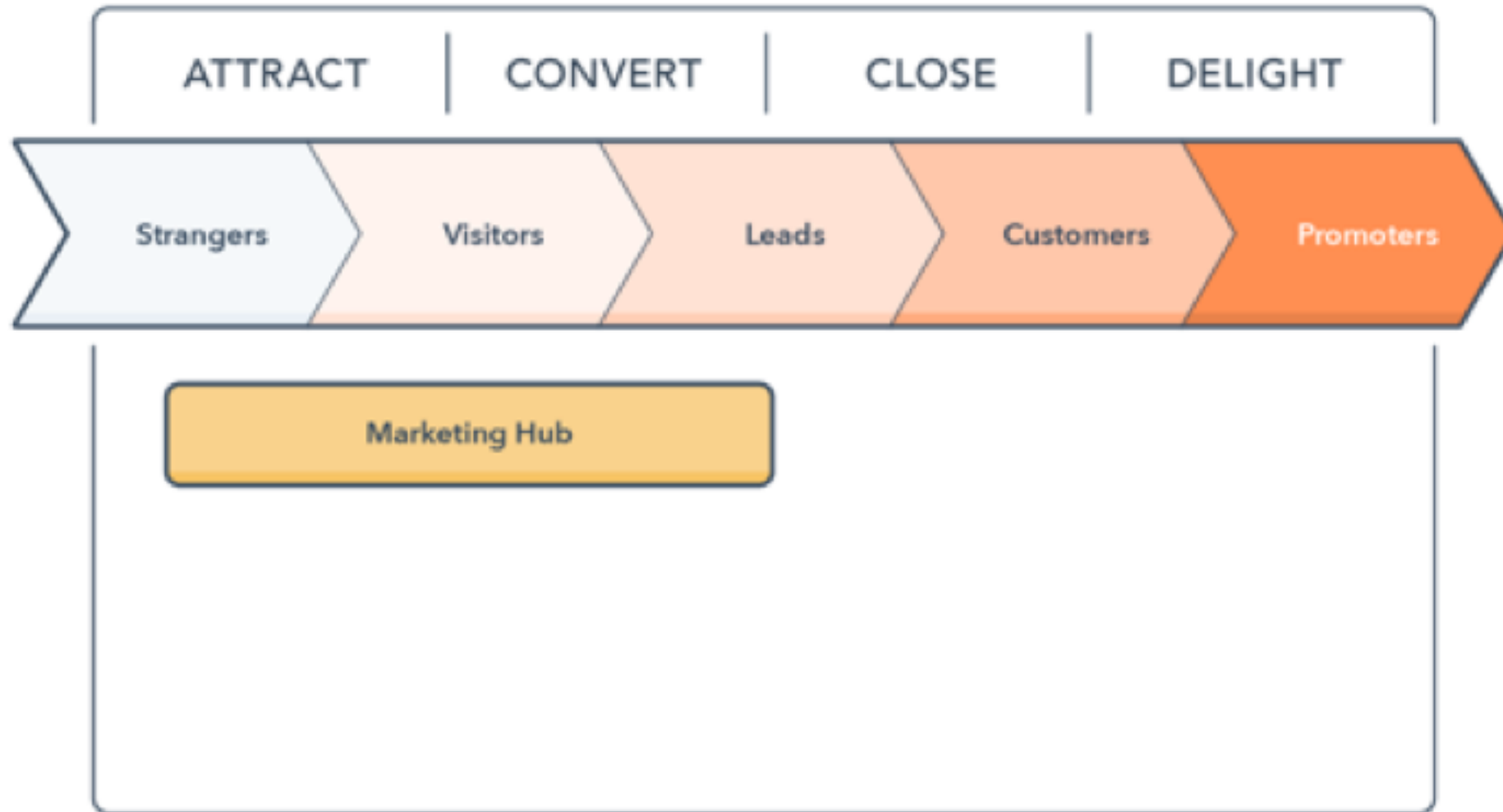
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The B2B Tech CMO'S TOP CHALLENGES



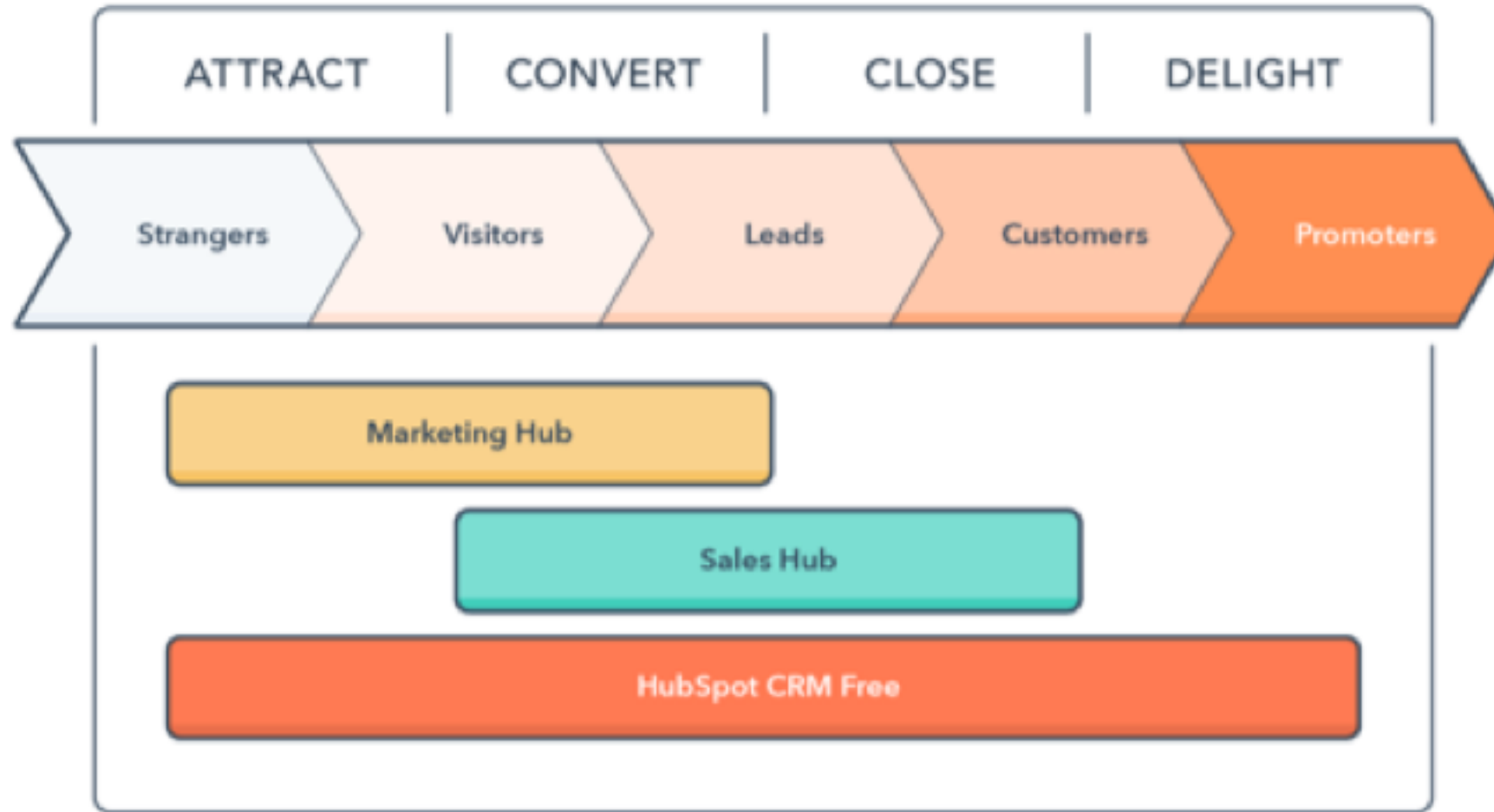
HUBSPOT HAS EVOLVED ITS STRATEGY AND ITS PRODUCTS

In 2006, we created Inbound Marketing



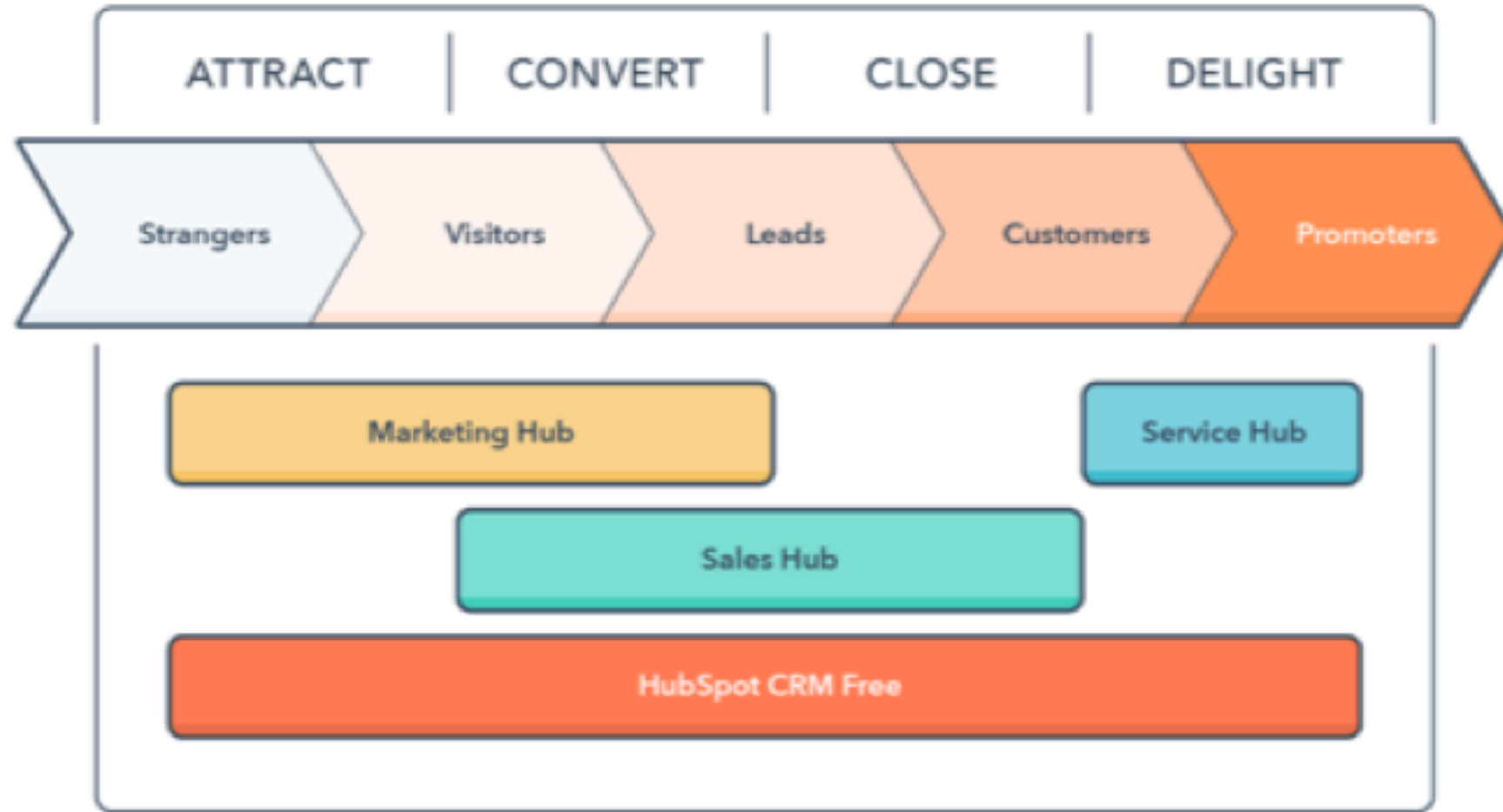
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Then, in 2014 we expanded to Sales



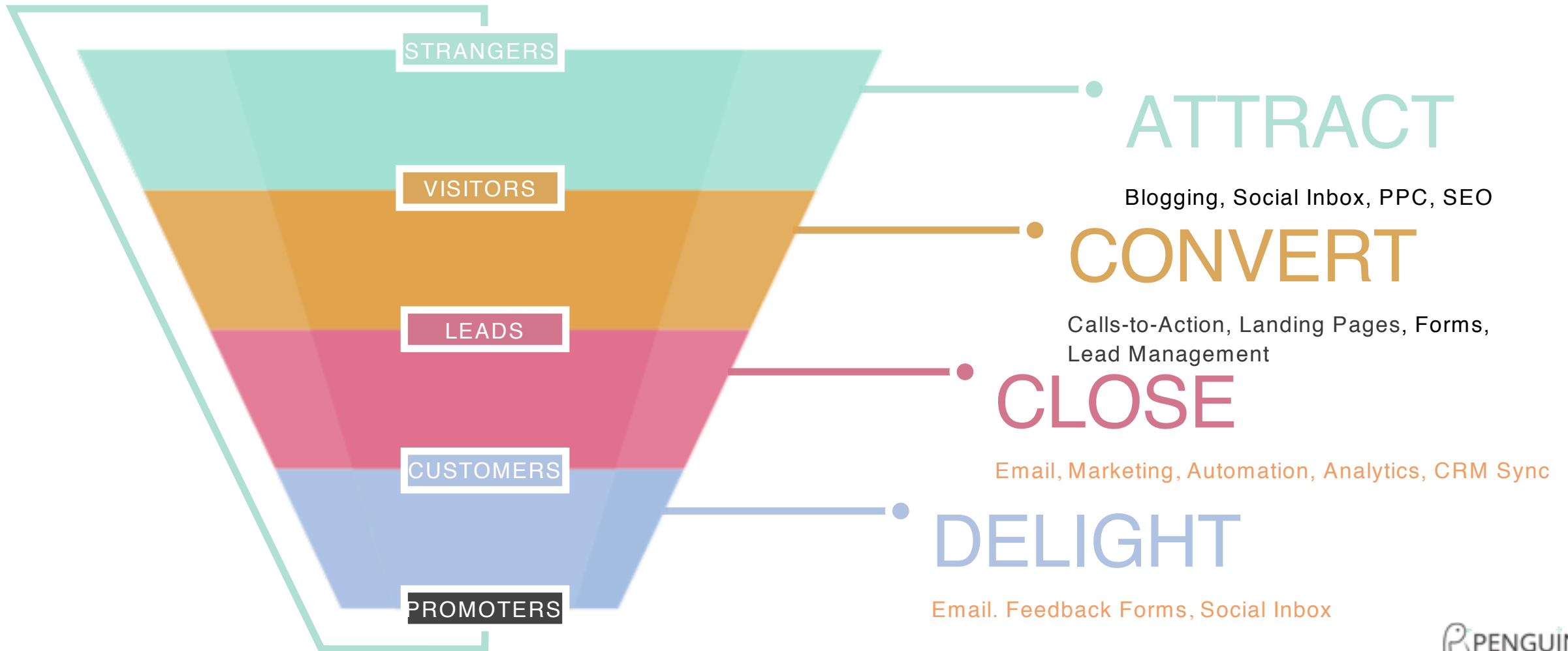
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Today, we're completing the picture with Service Hub



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The Marketing Funnel has Changed



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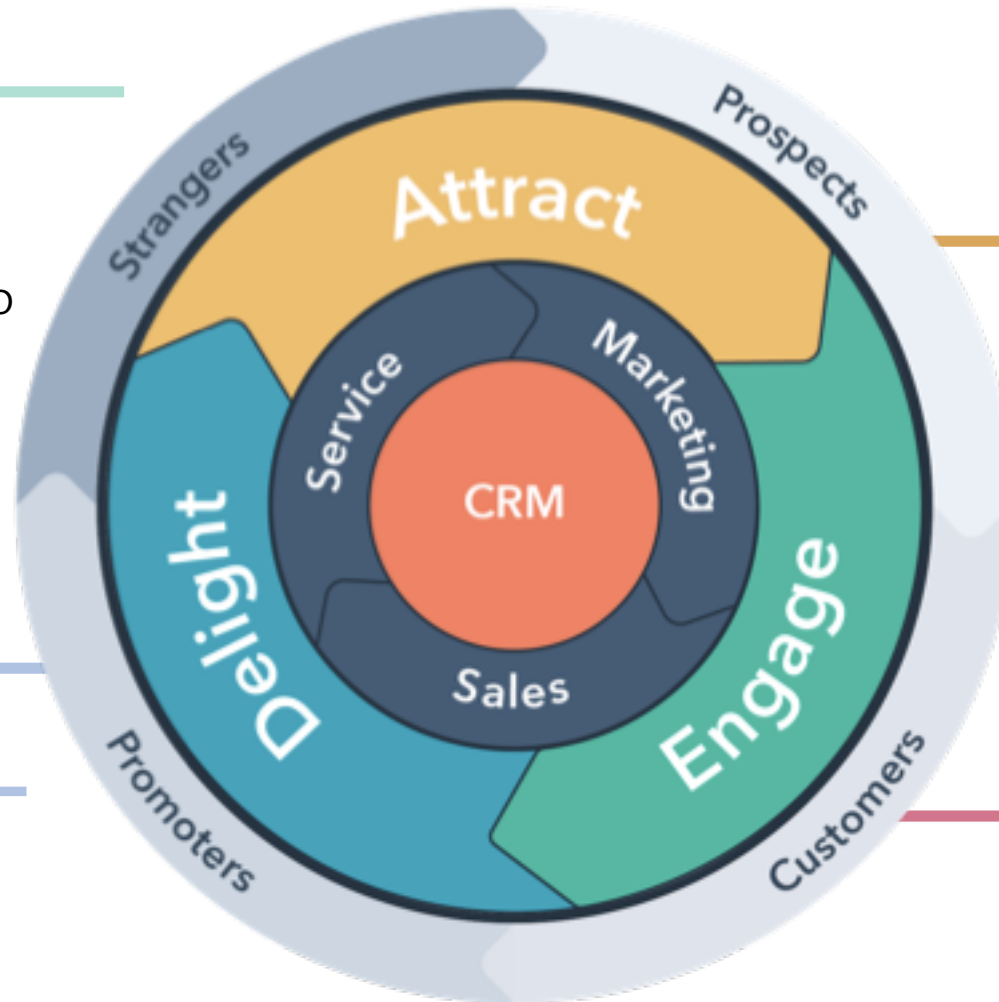
...to the Flywheel

ATTRACT

Blogging, Social Inbox, PPC, SEO

DELIGHT

Email, Feedback Forms,
Social Inbox




CONVERT

Calls-to-Action, Landing Pages, Forms,
Lead Management

CLOSE

Email, Marketing, Automation, Analytics, CRM Sync

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Help millions
of organizations
grow better

HubSpot

FOR STARTUPS



<https://www.hubspot.com/startups>

Filter dashboard

Marketing Performance

Date range: From 9/1/2017 to 9/30/2017 | Refresh | Daily | Compare to previous 30 days

SESSIONS

469,099

▲ 0.16%

NEW CONTACTS

13,432

▲ 1.2%

CUSTOMERS

459

3.42%

600k

Sessions

15k

New contacts

500

Customers

9/26/2017

9/1/2017

9/26/2017

9/1/2017

HubSpot
Has

~~We've rewritten the~~
Marketing Hub
in the past 18 months

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Marketing Basic *Helping Marketers Grow with Content*

Marketing Professional *Helping Marketers Automate to Scale*

Marketing Enterprise *Helping Advanced Marketers Grow*

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Let's Talk About Features

- SEO + Content Strategy
- Blogging Tools
- Website & CMS Management
- Personalization
- Connect / Integrations (Slack, Databox)
- Meetings
- Conversations (The coolest)
- Video
- Sales and Services Hubs (Real Quick)

HubSpot
User Groups
Tel Aviv

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State of SEO

Social vs. SEO

Quality > quantity

Intent-based search



State of SEO

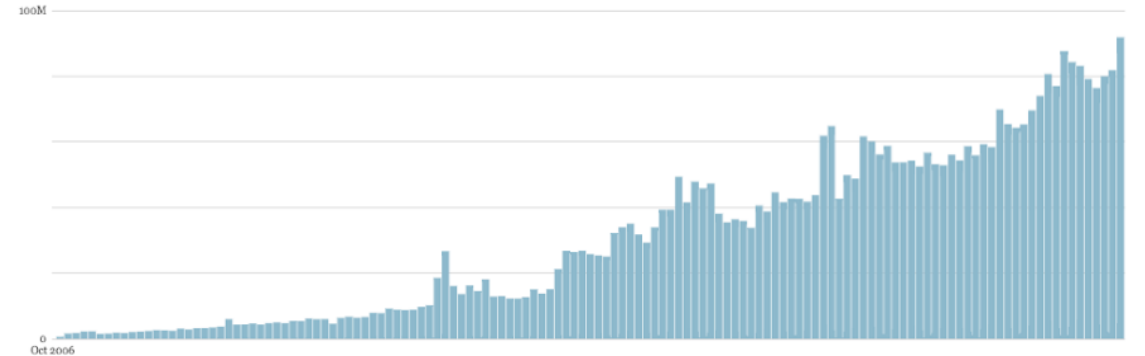
Social vs. SEO

Quality > quantity

Intent-based search

Posts

The number of posts published from blogs we host here on WordPress.com, both on subdomains and their own domains, or externally-hosted blogs that use our Jetpack plugin and are part of our network.



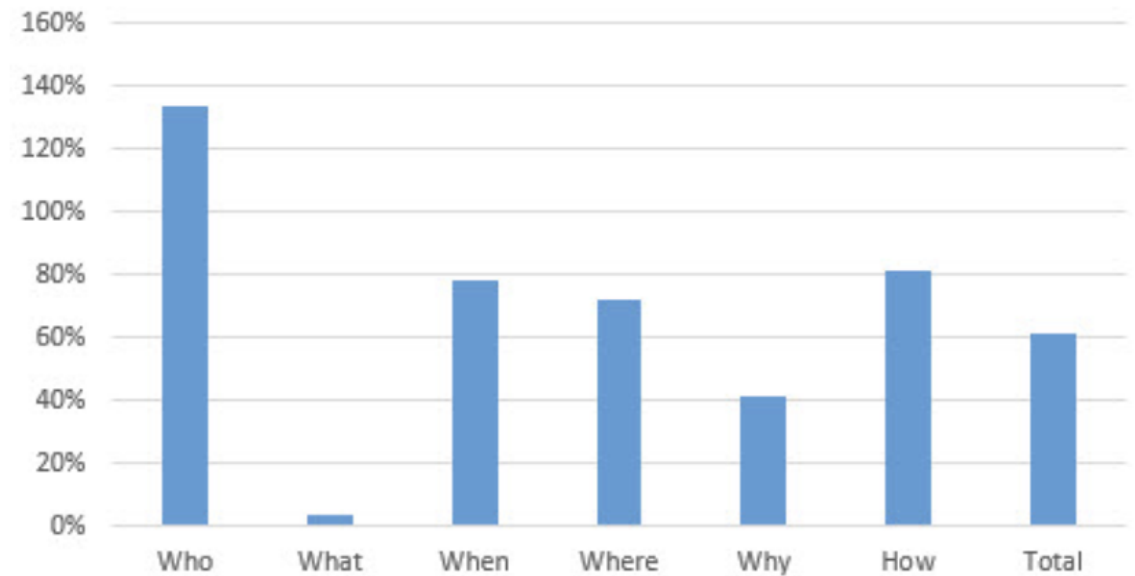
State of SEO

Social vs. SEO

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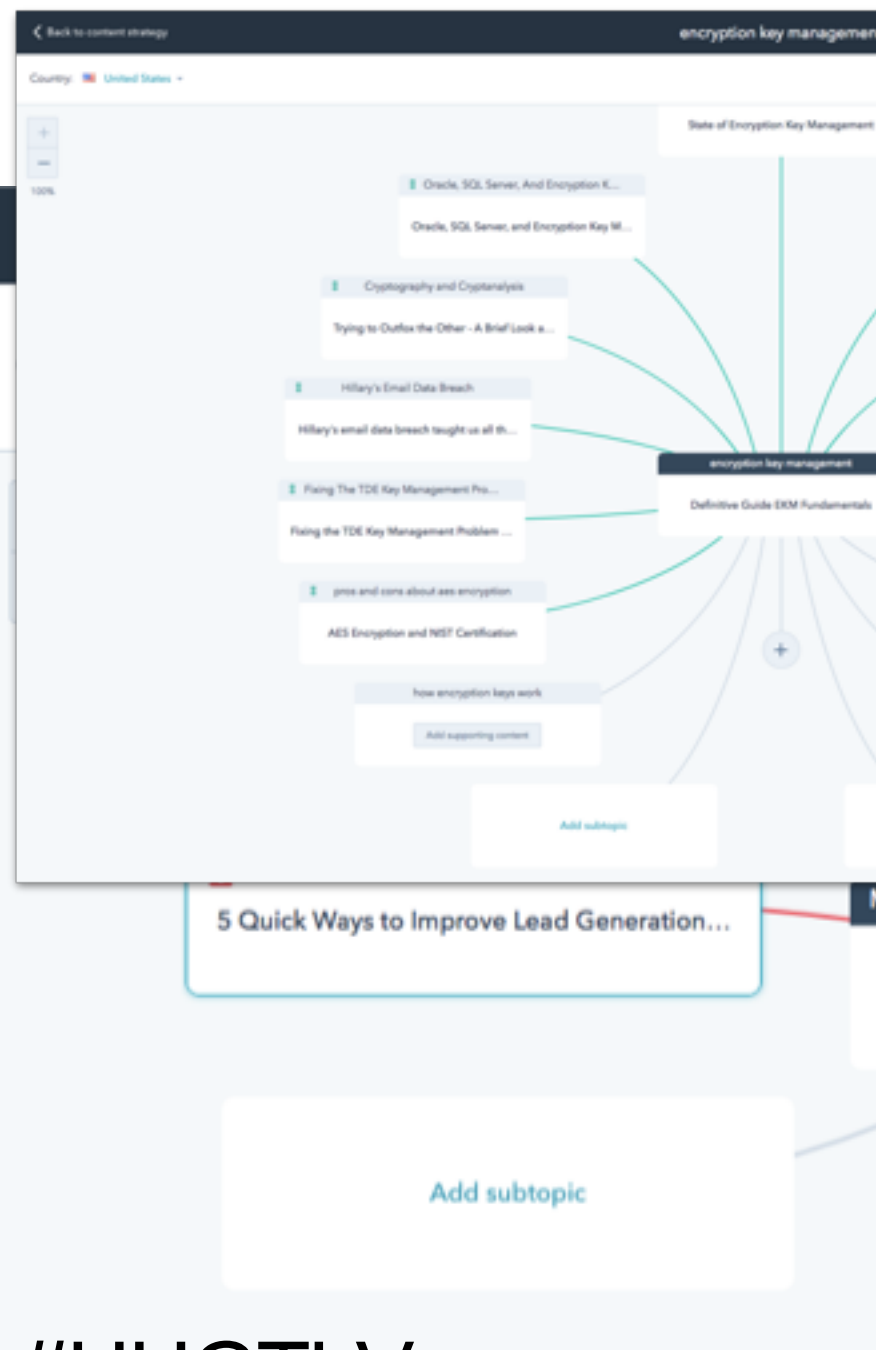
Intent-based search

Growth in Question Phrases Year over Year



Let's Talk about: SEO + Content Strategy because it works! Incredibly easy to get started...

- Turn existing content into topics
- Instantly show optimizations
- Spend less time organizing, more time creating



Marketing Strategy for Technology Compa

Startup marketing

d your topic cluster

Startup marketing

MONTHLY SEARCHES ⓘ

720

CORE TOPIC SIMILARITY ⓘ

63%

No internal link found.

Link your subtopic content to your pillar content to help search engines see this as a topic cluster.

Check for link

Supporting content ⓘ

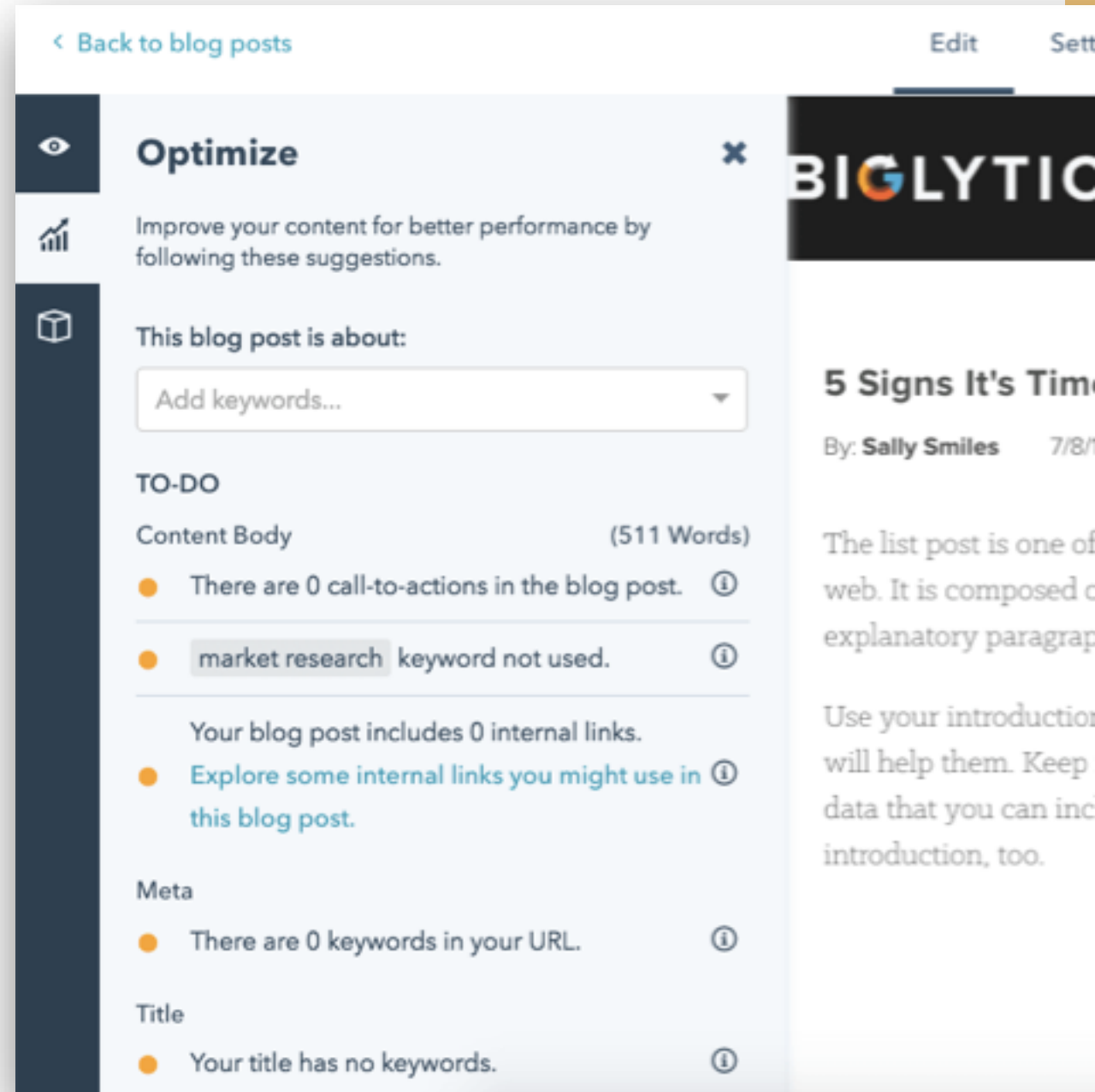
5 Quick Ways to Improve Lead Generation for a Startup

Published | Blog post | Not linked

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Blogging Tools

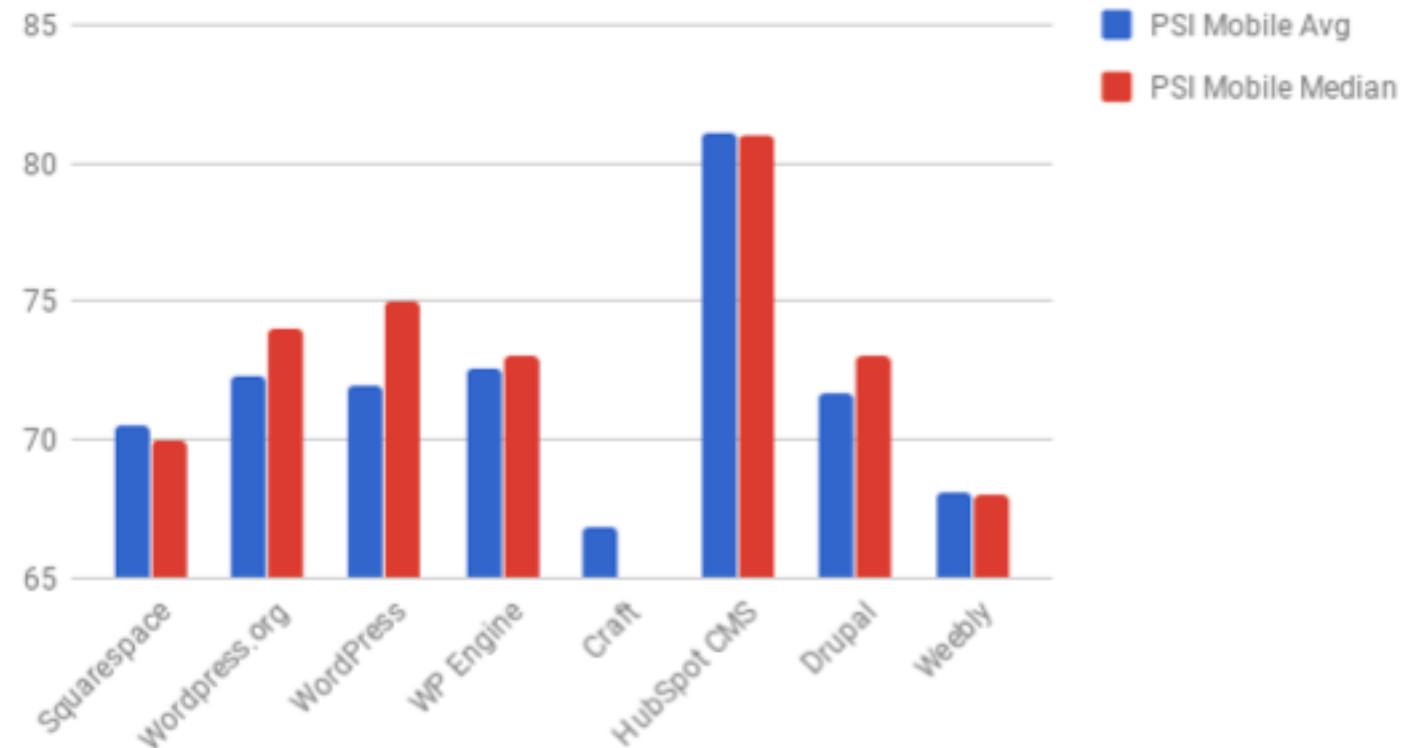
- HubSpot's blog makes it easy to create and optimize content with recommendations and measure which articles are having an impact.
- Preview on a range of screens



The New HubSpot CMS

- Fast, secure, designed to scale.
- More flexible than ever.
- Built for marketers.
- Still easy to use.
- 99.999% Uptime

Mobile PageSpeed Insights Scores





SERVICES WHO PRICING RESOURCES BLOG

LET'S TALK

REACHING NEW GOALS

Generating more QUALIFIED leads for technology companies

Learn How

HubSpot Tools

Edit Page

View Page Details

Website

URL Mappings

Developer Info

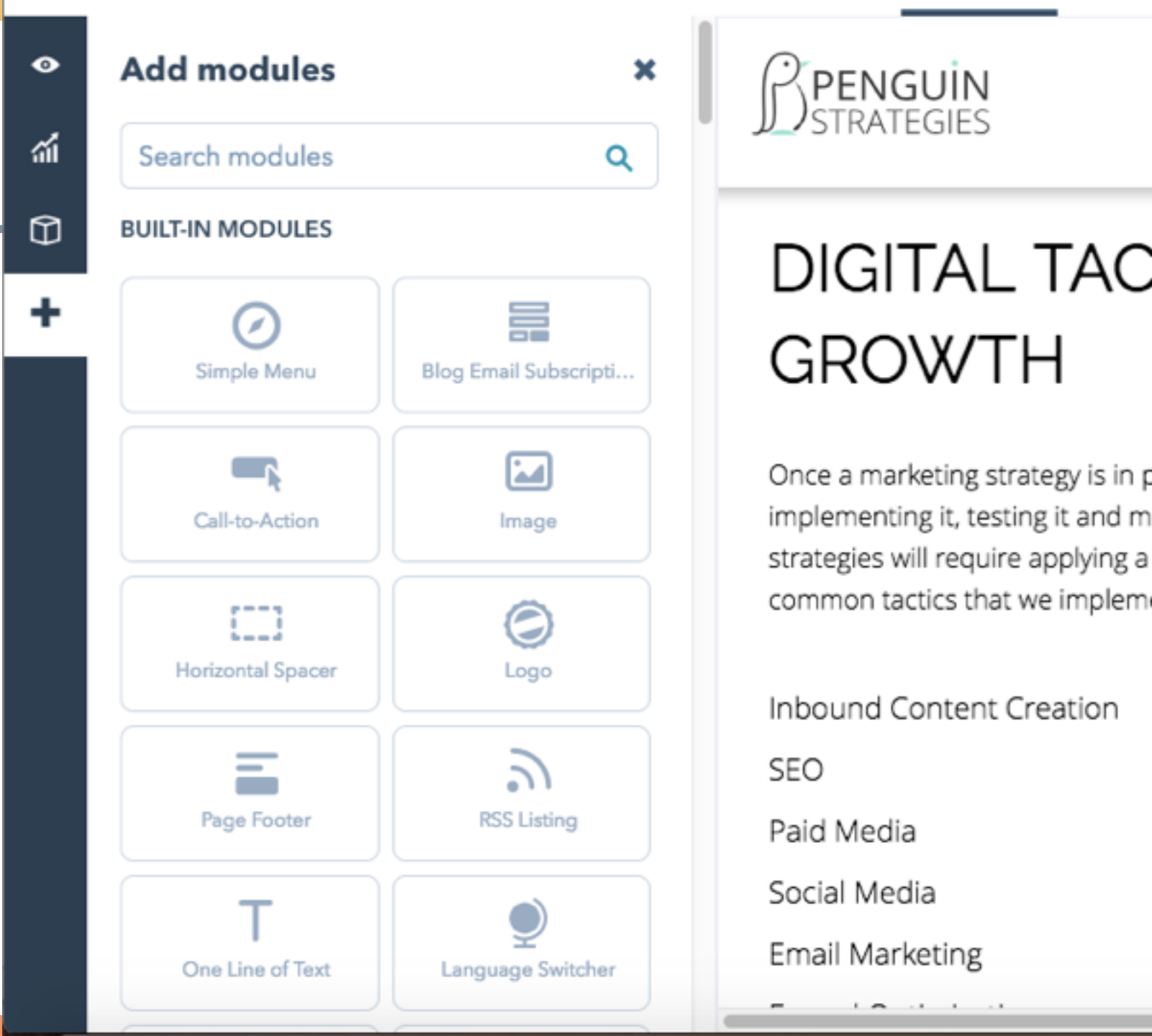
Edit Template

Hide This Menu



Editor Enhancements

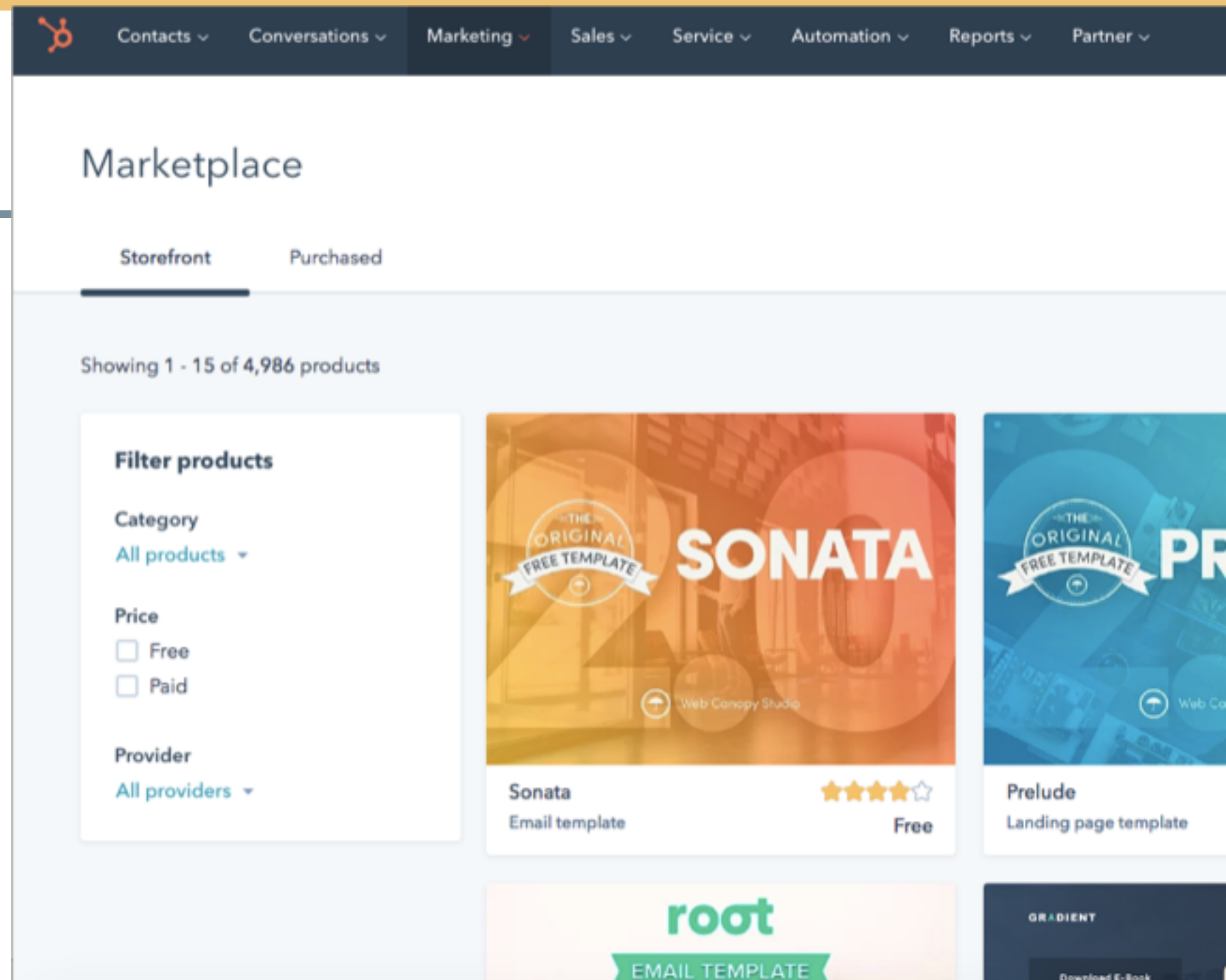
- Drag and drop website builder. Personalize content for every visitor
- Publish mobile-optimized content
- All from within a single interface.
- SEO Panel
- A/B Test every page (not just LPs)
- Site Search _



Marketplace

4976 Modules
& Templates
now available
in the
Marketplace

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Personalization

- Website Content
- Landing Pages
- CTAs (calls-to-action).
- Emails

What type of smart content do you want to create?



Show content to visitors, contacts, or customers based on their



COUNTRY



DEVICE
TYPE



REFERRAL
SOURCE



PREFERRED
LANGUAGE

OR

Show content to contacts or customers based on

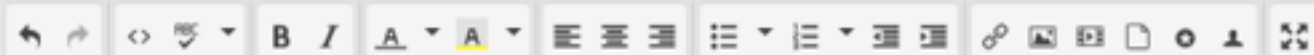


CONTACT LIST MEMBERSHIP



LIFECYCLE STAGE

Next step



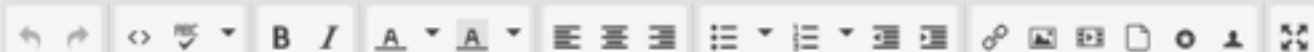
B2B Marketing for Israeli Startups

From website design and execution to the creation and distribution of high quality content, we deliver marketing solutions purpose built to drive leads and strengthen brand equity. |

[Add smart rule...](#)

When a visitor fails to meet any of the rules above, this **Smart Default** will be displayed.

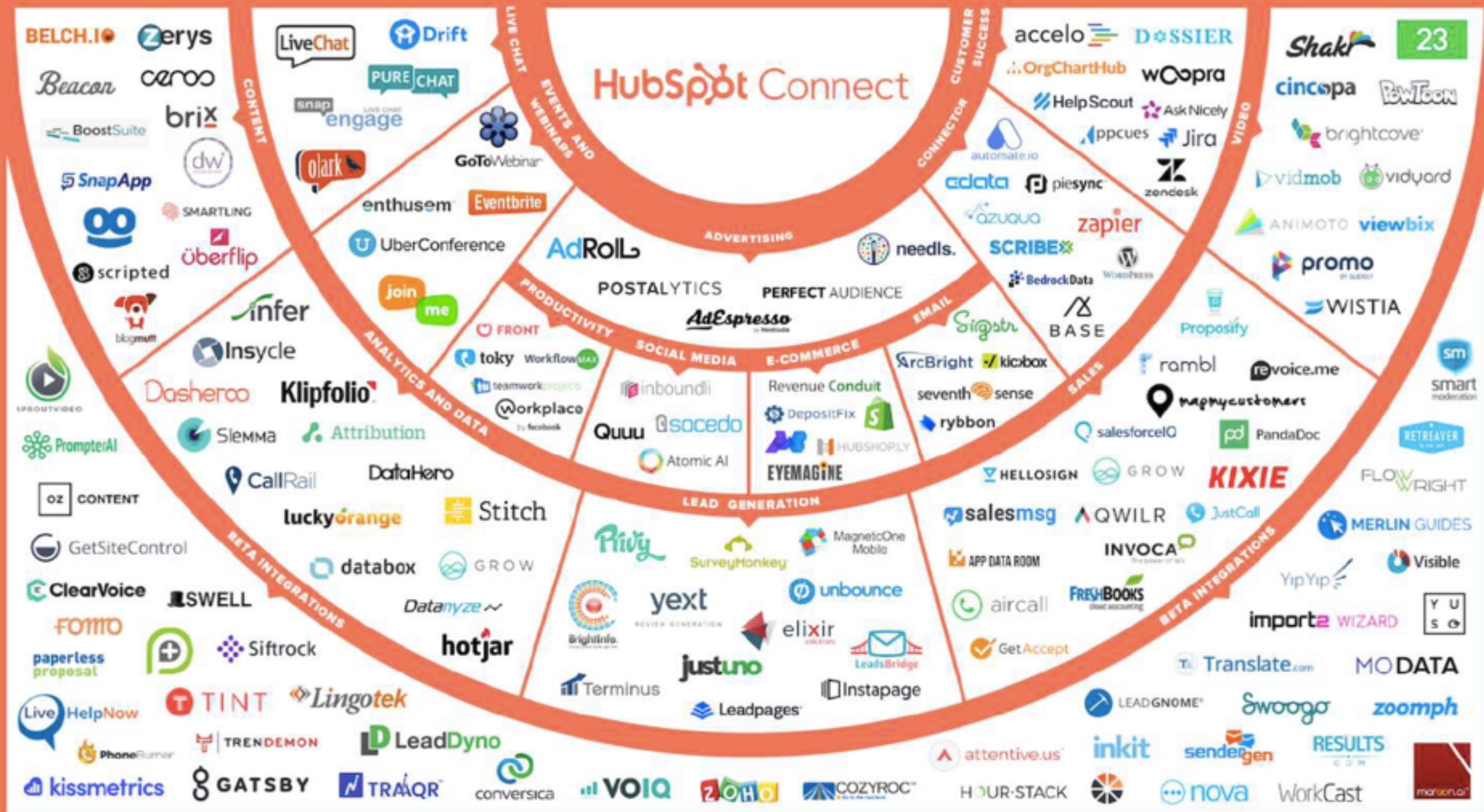
Edit ▾ Insert ▾ Style ▾ Table ▾ Tools ▾



B2B Marketing for Tech Companies

From website design and execution to the creation and distribution of high quality content, we deliver marketing solutions purpose built to drive leads and strengthen brand equity.

Done



Penguins ▾

● perry

🗨 All Threads

Starred

attribution-model

🔒 hr_management

inboundnominees

🔒 management

penguinmarketing

♥ slackbot

● griffin

● HubSpot

○ mark.fisher

○ Ortal Elyahu

○ resa

● shoham

Channels

accountbudgeting

🔒 adin from march



★ HubSpot

Messages

About

View in HubSpot



HubSpot APP 3:44 PM

You've been assigned the contact "Hans Willems"

View in HubSpot

Friday, June 22nd



HubSpot APP 7:48 PM

You've been assigned the contact "Rachel Stinson"

View in HubSpot

Sunday, June 24th



HubSpot APP 4:06 AM

You've been assigned the contact "Cassie Steele"

View in HubSpot



Message @HubSpot



🔍 Search



About this conversation



HubSpot ● APP



Pinned Items

Follow message

You'll be notified about any replies

Copy link

Mark unread

Remind me about this



Pin to this conversation ...

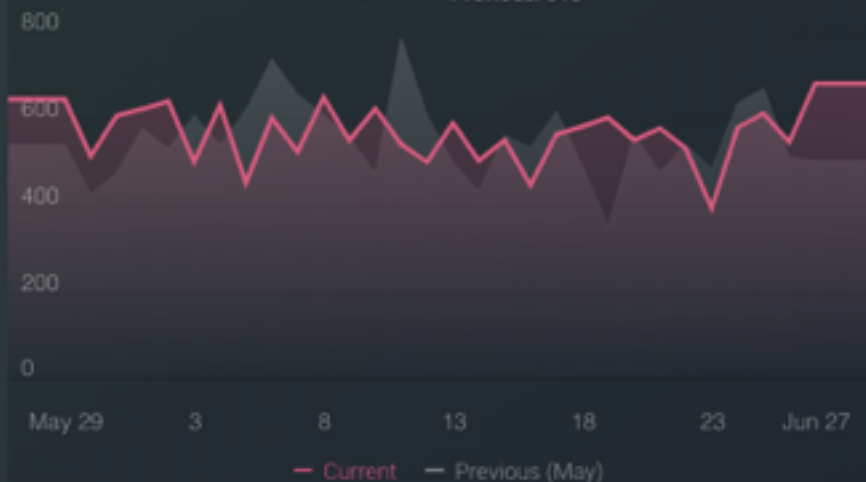
Delete message

🔗 Add a task HubSpot

More message actions...

OPPORTUNITIES This Month (Jun)

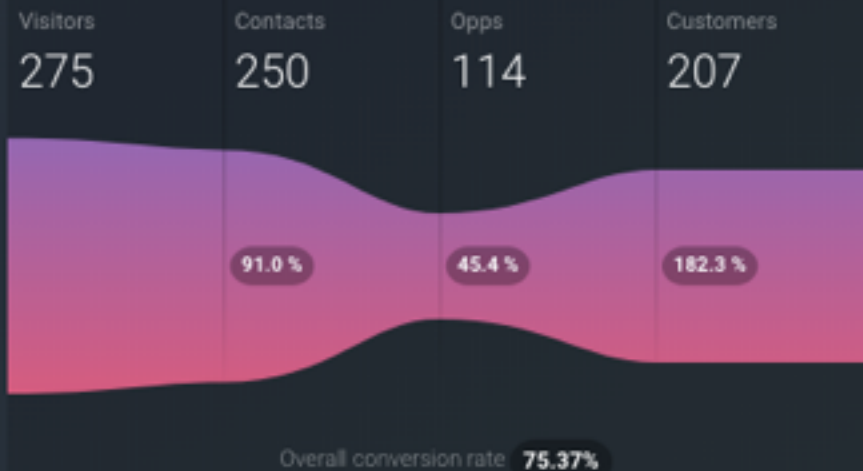
566 ▼ 7%
Previous: 610



CONTACTS BY SOURCE Month to date

Source	Month to date	%
Email	957	▼ 12%
Other	803	▲ 10%
Organic Search	665	▼ 11%
Direct	587	▼ 13%
Paid	417	▼ 3%

VISITOR TO CUSTOMER FUNNEL Month to date (Jun)



NEW LEADS This Month (Jun)

548 ▲ 12%
Previous: 488



VISITORS BY SOURCE Month to date

Source	Month to date	%
Direct	867	▲ 4%
Social	679	▼ 2%
Paid	644	▼ 6%
Referral	323	▼ 5%
Other	301	▲ 9%

NUMBER OF DEALS

Month to date (Jun)

148
95% Goal: 157

NEW DEALS AMOUNT

Month to date (Jun)

\$2
▼ 16% Previous: \$2

CLOSED DEALS AMOUNT

Month to date (Jun)

\$8
▲ 19% Previous: \$7

MEETINGS

HubSpot
Sales Hub



Free Big Data Consultation

May						
SUN	MON	TUE	WED	THU	FRI	SAT
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Book a 60-minute meeting

What time works best?

9:00 am

10:00 am

11:00 am

12:00 pm

1:00 pm

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GROW BETTER WITH CONVERSATIONS

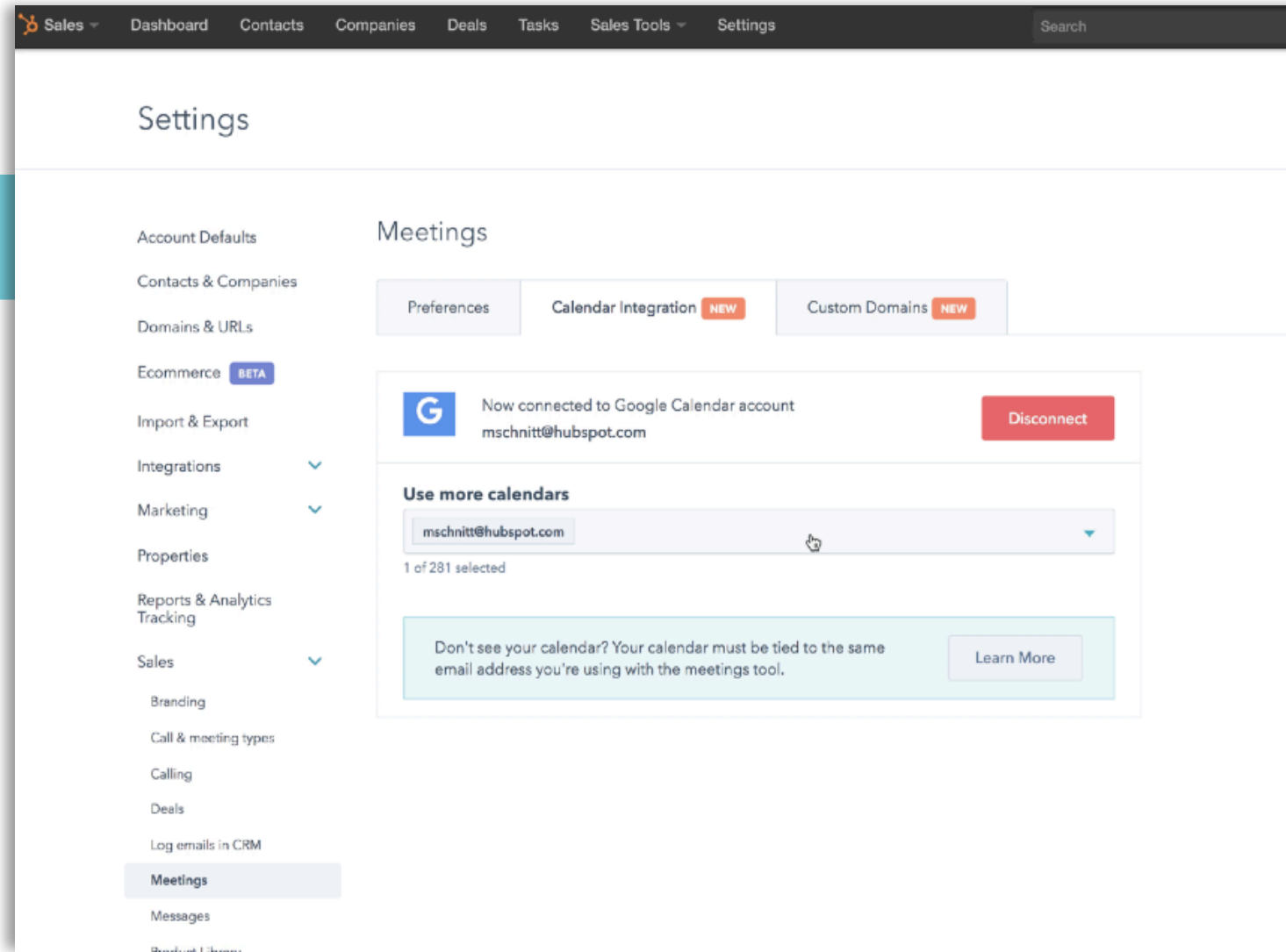
Inbox

Live Chat

Bots + Automation

MEETINGS IMPROVEMENTS

- Deeper customization
- Multiple calendar support



MEETINGS IMPROVEMENTS

- Automatic reminder emails

Create Personal Meetings Link

DETAILS CONFIGURATION AVAILABILITY

Step 2: Configuration

Location ⓘ

Where will this meeting take place

Invite subject ⓘ

👤 Contact token 🏢 Company token

The subject displayed in the calendar invite

Invite description ⓘ

Enter description

Language ⓘ

Select a language

The language your meeting link is displayed in

Date and number format

Select a locale

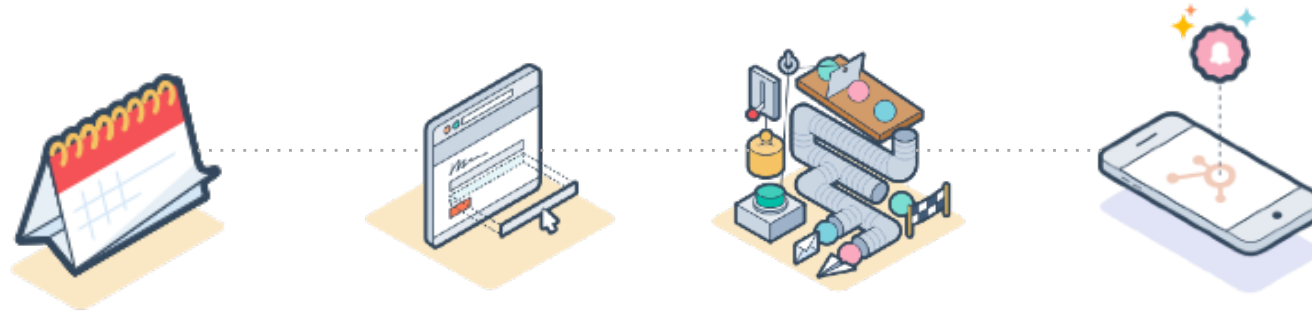
The date and number styling in your meeting link

Reminder emails

☐ > Send reminder emails to prospects who book meetings through this link

Advanced Settings

Back



Meetings are now more like form submissions.

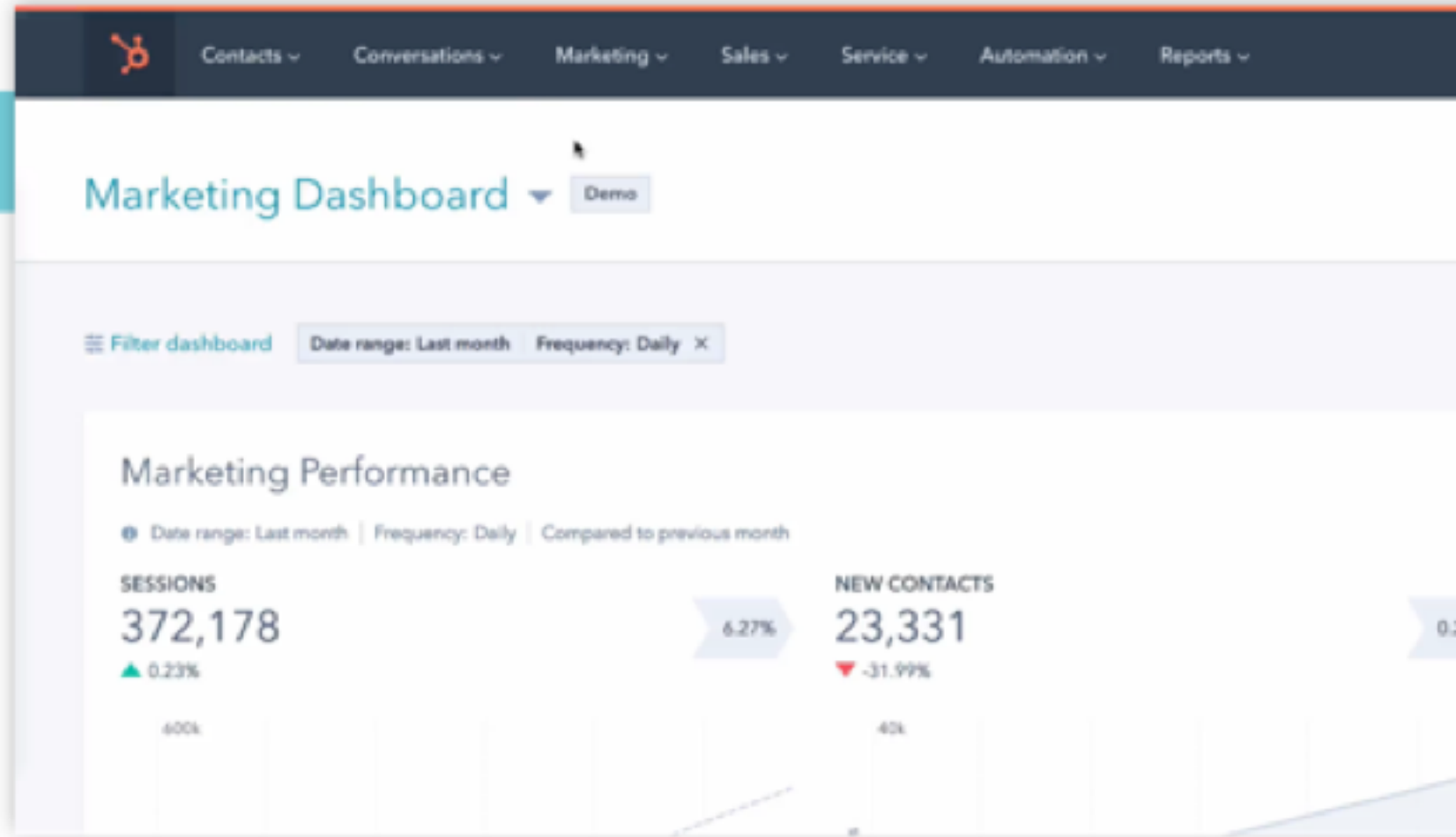
Capture Leads | Track Pageviews | Trigger Workflows | Revisit Notifications

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What's cool about it you ask?

INBOX

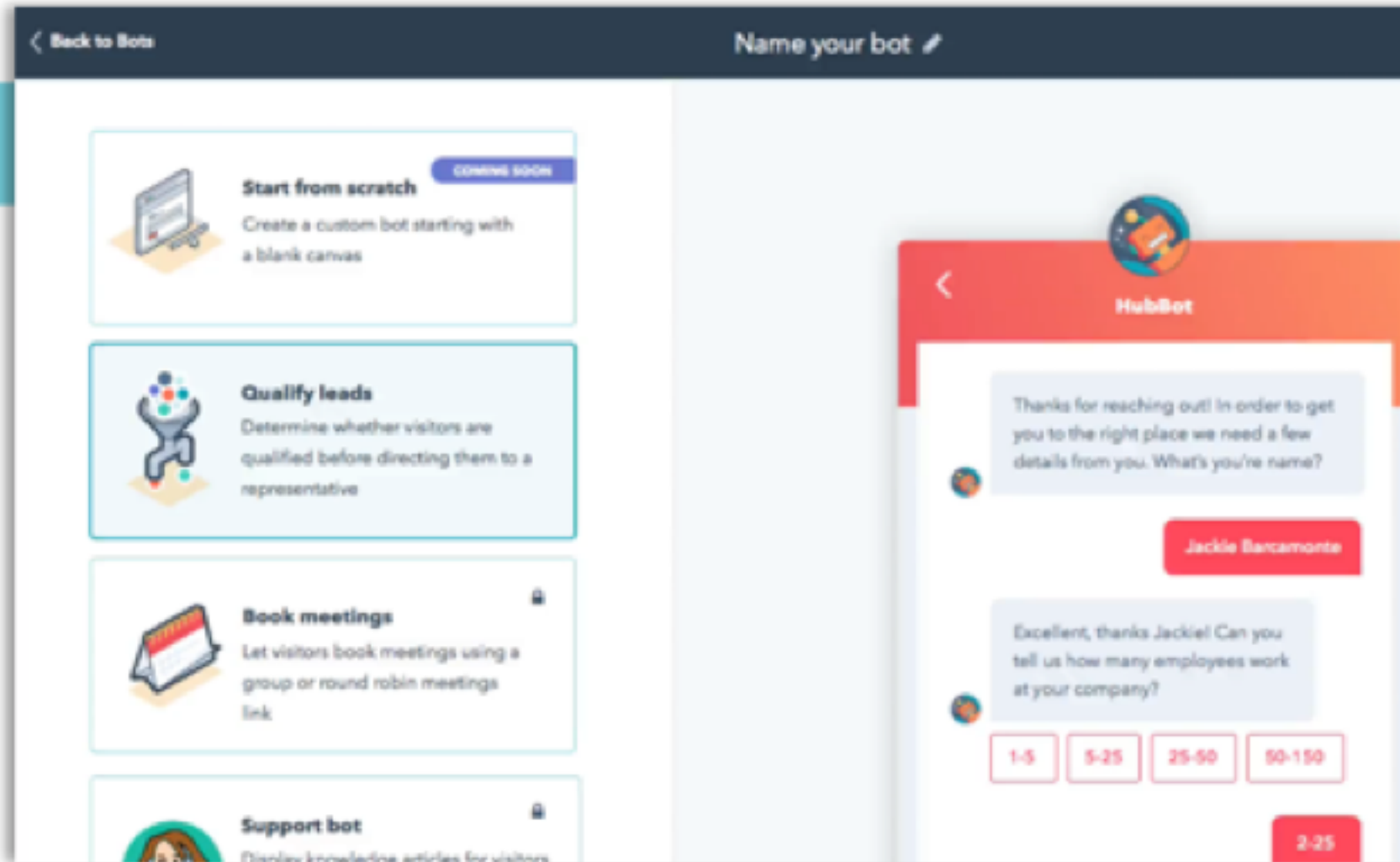
- Universal collaborative inbox
- Aggregates customer emails, chats, and more
- Accessible to your entire team




So Easy to get Started!

BOTS + AUTOMATION

- Efficiently scale 1:1 communication
- Intelligent routing, lead qualification, support & more



Support Bot



HubBot

I'm done building my site. How do I actually launch it?

We found this article, which may be helpful.

How to take your content live with HubSpot


This article provides you with the resources you need when you're ready to take your website live with HubSpot.

[View article](#)

Did this solve your issue?

Write a message

Qualify Leads



HubBot

Hi there! I will be happy to assist you today. What is your name?

Johnny Appleseed

Thanks Johnny! Can we have your email address in case we get disconnected?

jappleseed@biglytics.com

Can you tell me how many employees work at your company?

1-5


5-25

25-50

50-150

Write a message

Book Meetings



HubBot

Hi Johnny! Would you like to book some time to chat with one of our representatives?

Yes I would!

Great! What day works best for you?

Monday 4/30

Tuesday 5/1

Wednesday 5/2

Wednesday

Write a message

Coming INBOUND 2018

Introducing Video



Marketing Hub

Sales Hub

Services Hub

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Some of the Features

- Seamless editor integration
- Embedded player within HubSpot
- Tailored to device, and bandwidth to serve optimal video
- Easily add HubSpot CTAs
- Choose when, and where to show
- Get analytics on how the CTA performed

GROW BETTER WITH SALES HUB

AVAILABLE NOW

Recommendations

Meetings
Improvements

Quotes

Stripe
Integration

#PARTNERSUMMIT18

GROW BETTER WITH SERVICE HUB

AVAILABLE NOW

Helpdesk

Tickets
Team Email
Automation
Reporting

Feedback

NPS Surveys
Reporting

Knowledgebase

Article Creation
Reporting



User Groups

Tel Aviv

THANK YOU

perry@penguinstrategies.com

