How to Optimize Your Blog for Every Stage of the Marketing Funnel

Pamela Vaughan

PAMELA VAUGHAN

@pamelump

I've written over 750 HubSpot blog posts, and most of the ideas for them come to me at inopportune times ... like when I'm in the shower.

forget about your blog for a minute

let’s talk about another 4-letter word …

LOVE

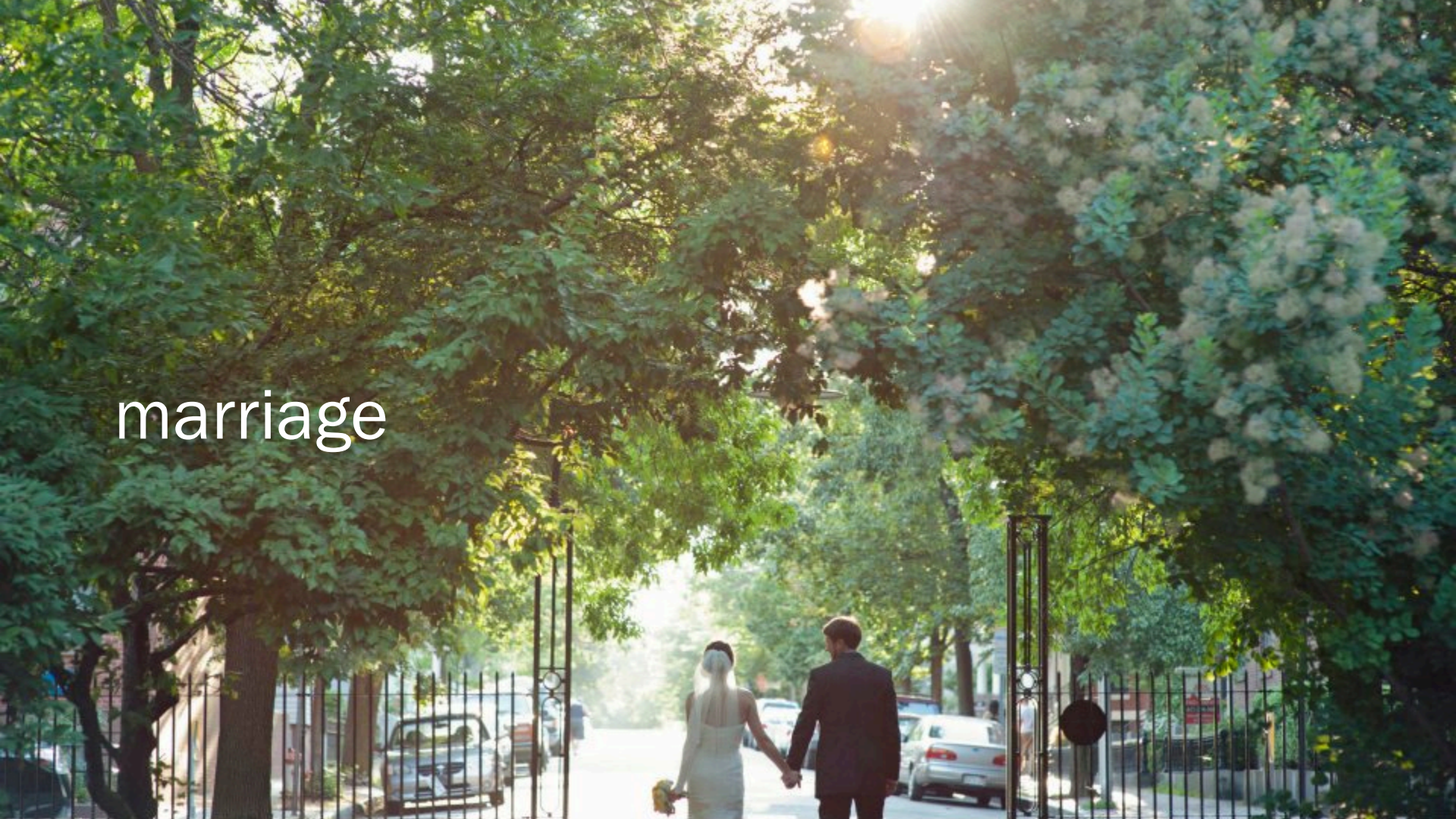
think about the
relationship funnel

first date

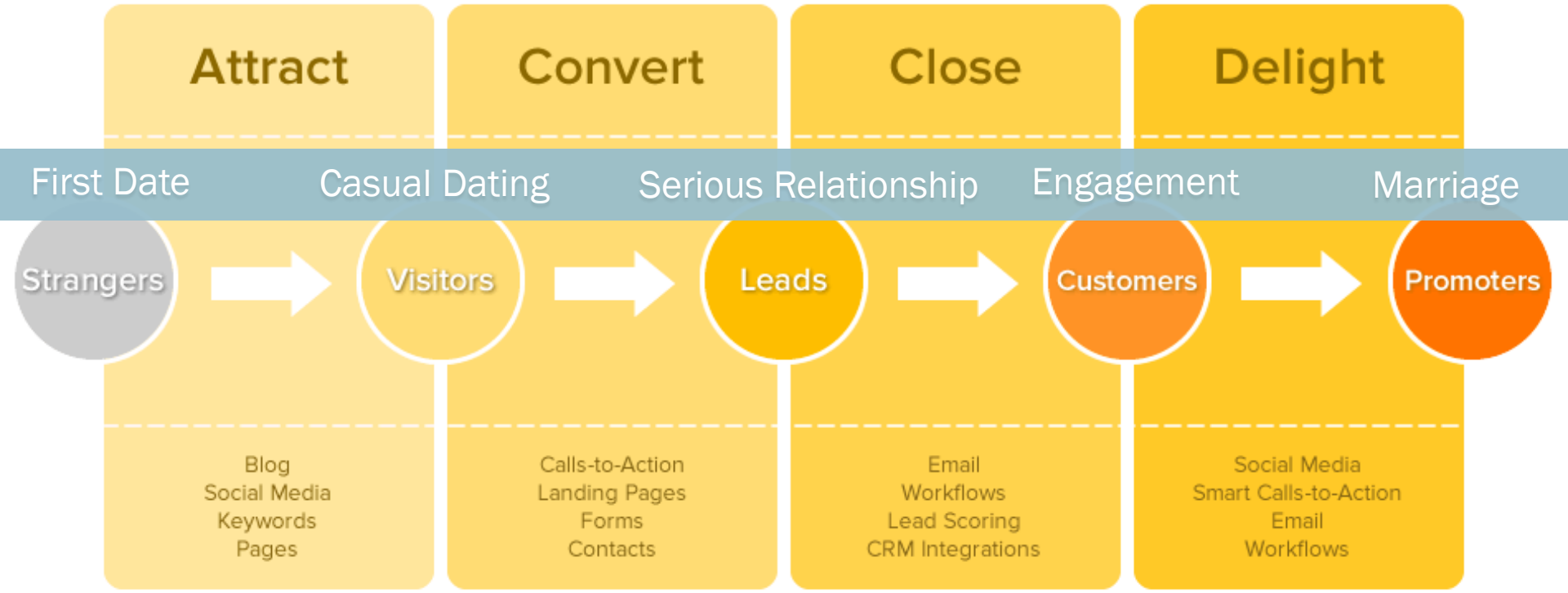
casual
dating

serious
relationship

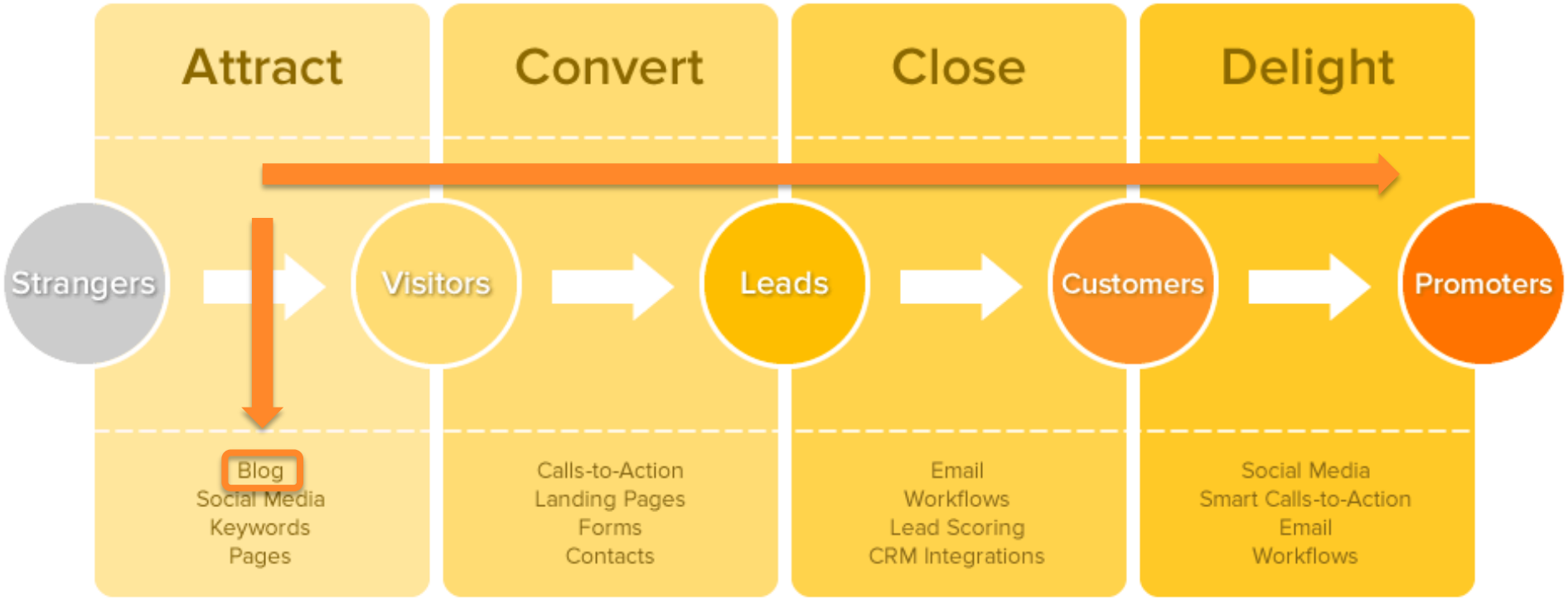
engagement


marriage

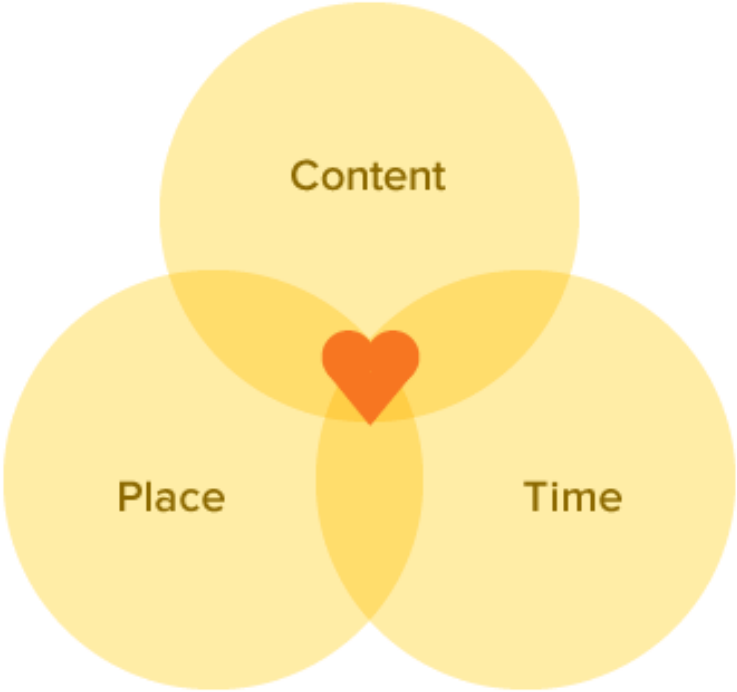
sounds a lot like the inbound marketing methodology ...



your blog


Attract
Convert
Close
Delight
Strangers
Visitors
Leads
Customers
Promoters
Blog
Social Media
Keywords
Pages
Calls-to-Action
Landing Pages
Forms
Contacts
Email
Workflows
Lead Scoring
CRM Integrations
Social Media
Smart Calls-to-Action
Email
Workflows

IT'S ALL ABOUT CONTEXT



AGENDA

1. How to Nurture Visitors Into Subscribers
2. How to Nurture Subscribers Into Leads
3. How to Nurture Leads Into Customers
4. How to Nurture Customers Into Promoters

1 NURTURING VISITORS INTO SUBSCRIBERS

GOAL:

get visitors to like your content enough to commit to keep coming back for more

relationship
equivalent:
casual
dating

encourage blog subscription

(primarily email)

14%

14% of monthly traffic to the HubSpot Inbound Marketing Blog comes from email

Internal HubSpot Blog Data

Facebook Finally Introduces Embedded Posts: What You Need to Know

by Ginny Soskey

August 1, 2013 at 8:00 AM

74 Share 106 Like 368 Tweet 37 +1

Yesterday, Facebook launched a new feature that we've always wanted: the ability to embed Facebook posts on websites. Just like tweets, this new feature will allow you to embed all public statuses, photos, videos, and hashtags -- and users will be able to interact directly with the embedded content. They can like and share the post, like or follow the post author, or view

Read More

Search the Blog

Subscribe to Email Updates

Email *

Subscribe

Subscribe by RSS

Inbound Marketing Blog Feed

Follow HubSpot

inbound

Boston, MA | August 19-22, 2013

Desktop & Mobile: One Content Strategy to Rule Them All

display your main blog subscribe module above the fold

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Inbound Marketing Blog

2 Like 27 Tweet 0 +1 11 Share

What Makes a Visitor Click Your Call-to-Action? [Infographic]

In order for your calls-to-action to effectively drive prospects and generate conversions, it's critical that your understanding of what works – and why – is both thorough and ongoing.

This is especially true today, as mobile technology and the Internet have fostered somewhat of an attention deficit environment among consumers. This means it's even more important that your CTAs are optimized for success.

So...how exactly do you do that?

read more

Subscribe to Our Blog and Receive:

"7 Ways to Generate Customers in 2013" for FREE

Name:

Email:

SUBSCRIBE

We respect your email privacy

Posted by John Bonini in Calls to Action on August 1, 2013 with 1 comment

incentivize blog subscription using free offers

create an end-of-post subscribe CTA, but show it only to those not yet subscribed

What Non-Subscribers See:

- Is the content at all at odds with our company's mission, philosophy, goals, etc.?
- Did we miss any opportunities to build a relationship with influencers, industry thought leaders, etc.?

*What else would you add to this editing checklist? Feel free to **download this checklist in Word doc format** to customize and add your own!*

Like what you've read? Click here to subscribe to this blog!

Andrew Grant 10:14 AM on June 28, 2013

Superb! A benchmark against which to measure every one of my posts. I have a nasty feeling that they will come up short. This is going up above my desk Excellent work, again, thank you Pamela

What Subscribers See:

- Is the content at all at odds with our company's mission, philosophy, goals, etc.?
- Did we miss any opportunities to build a relationship with influencers, industry thought leaders, etc.?

*What else would you add to this editing checklist? Feel free to **download this checklist in Word doc format** to customize and add your own!*

Andrew Grant 10:14 AM on June 28, 2013

Superb! A benchmark against which to measure every one of my posts. I have a nasty feeling that they will come up short. This is going up above my desk Excellent work, again, thank you Pamela

do this by creating
“magic” CTAs

Smart CTA Rules

We will display the correct CTA for each contact based on the rules you define below:

When a contact is a member of the following lists: Edit | Swap | Delete

- Blog.HubSpot.com Daily Email Subscribers ×
- Blog.HubSpot.com Instant Email Subscribers ×
- Blog.HubSpot.com Weekly Email Subscribers ×

who you want to suppress

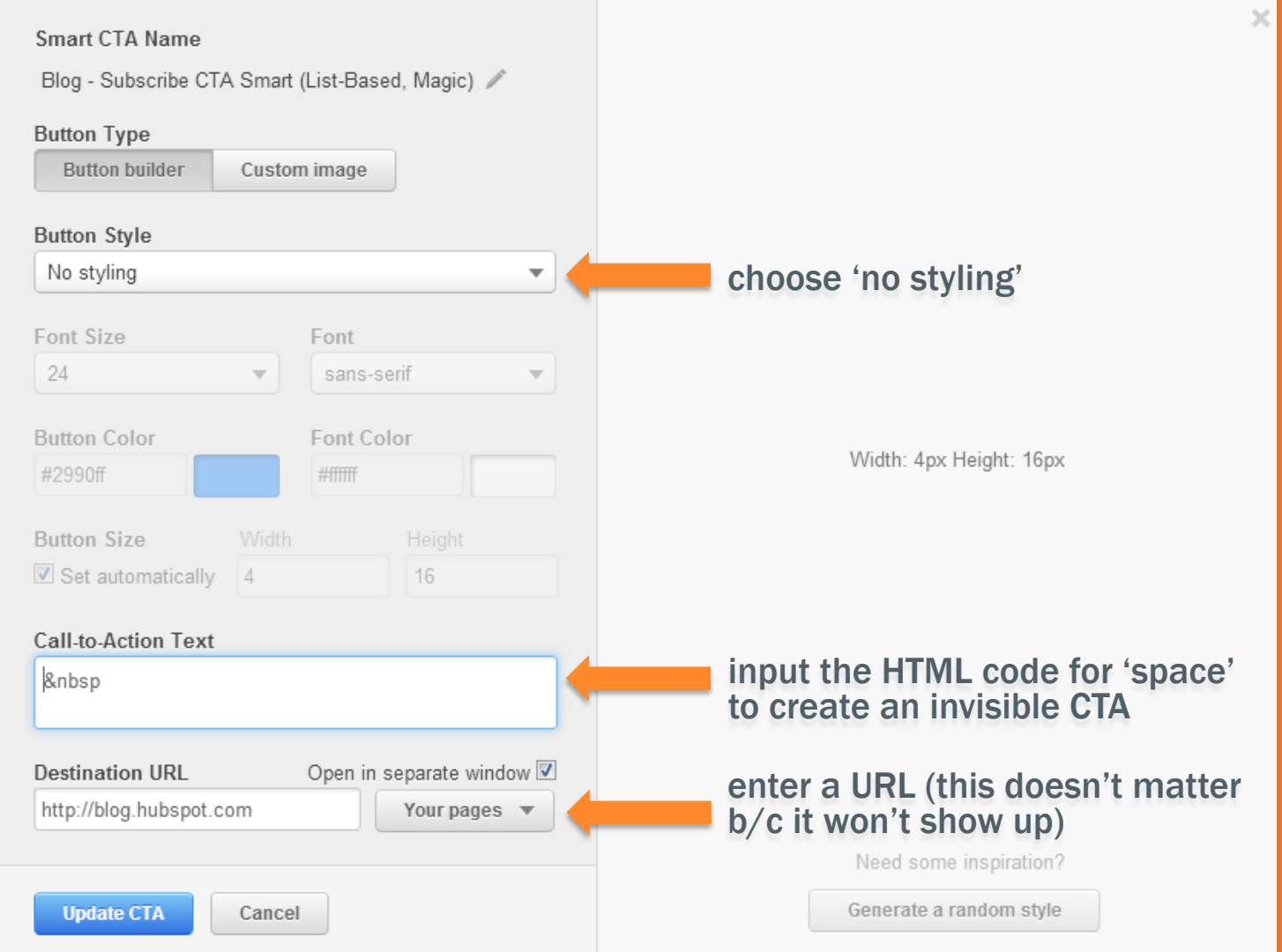
+ Add a Smart CTA Rule

Default CTA

Displayed when a contact isn't in any of the lists specified by the **Smart CTA Rules** above. Edit | Swap

Like what you've read? Click here to subscribe to this blog!

set up your "magic" Smart CTA rules



configure your invisible CTA

create a subscribe landing page, and offer frequency options

HubSpot

Subscribe to HubSpot's Inbound Marketing Blog

social proof

Stay on Top of the Latest Marketing Tips, Tr... Best Practices

Join our community of over 200,000 marketers and business owners and subscribe to the HubSpot Inbound Marketing Blog to receive great marketing content delivered right to your inbox.

HubSpot's marketing blog covers everything you need to become a marketing master. Topics include SEO, blogging, social media, lead generation, email marketing, lead management, analytics, and more. Get articles like these and more when you subscribe:

- 12 Things You Should Be Using Your Blog For (Besides Blogging)
- The Ultimate Cheat Sheet for Mastering LinkedIn
- The 6 Marketing Metrics Your CEO Actually Cares About

value

Complete the Form at Right to Subscribe by Email Today

email emphasis

Or subscribe via RSS.

Subscribe by Email

Email Address (privacy policy) *

Email Frequency Preference *

- Instant Notifications
- Daily Roundup
- Weekly Roundup

Subscribe

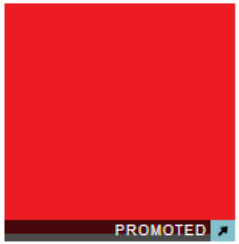
frequency options

Related Posts

Zemanta

Find out if Google Algorithm Updates Make Your Website's Search Rank Drop

7 Essential Tools for Publishers



If You Think Middle-East Peace is Elusive Now, Read What It'll Look Like a Generation from Now

Tapping the Social CEO: How One Restaurant Brand is Winning on Twitter

Jeff Reine Joins Zemanta as VP of Publisher & Corporate Development

Back to Basics: How to Spread Your Content Wider

Summer Reading List: 7 Books We Believe Will Also Inspire You

How America's Crazy Day-Care System Manages to Cost and Arm and a Leg--and Put Your Kids in Danger at the Same Time

20 Great Tweets from the AdNatively Conference

25 Content Marketing Facts That Will Make You Seriously Consider Mobile

install a recommendation plugin to improve blog stickiness

promote social media subscription

(tip: leverage social proof like Mashable does here)

2 NURTURING SUBSCRIBERS INTO LEADS

GOAL:

retain subscribers and get them to convert on an offer for lead generation

relationship
equivalent:
serious
relationship

All inbound marketing, all the time.

Hi Pamela,

personalize it

remind them what they signed up for

You just decided to join **more than 200,000 others** who subscribe to HubSpot's award-winning **Inbound Marketing Blog**. We're thrilled to have you aboard!

Soon, you'll start receiving HubSpot's blog content delivered straight to your inbox -- so you can learn valuable tips, tactics, and strategies to help you improve your inbound marketing.

If you ever decide you'd like to receive emails about new HubSpot blog content less (or more) frequently, no problem! You can **change your email frequency preferences at any time here**, with the option of receiving instant notifications, a daily roundup, or a weekly roundup.

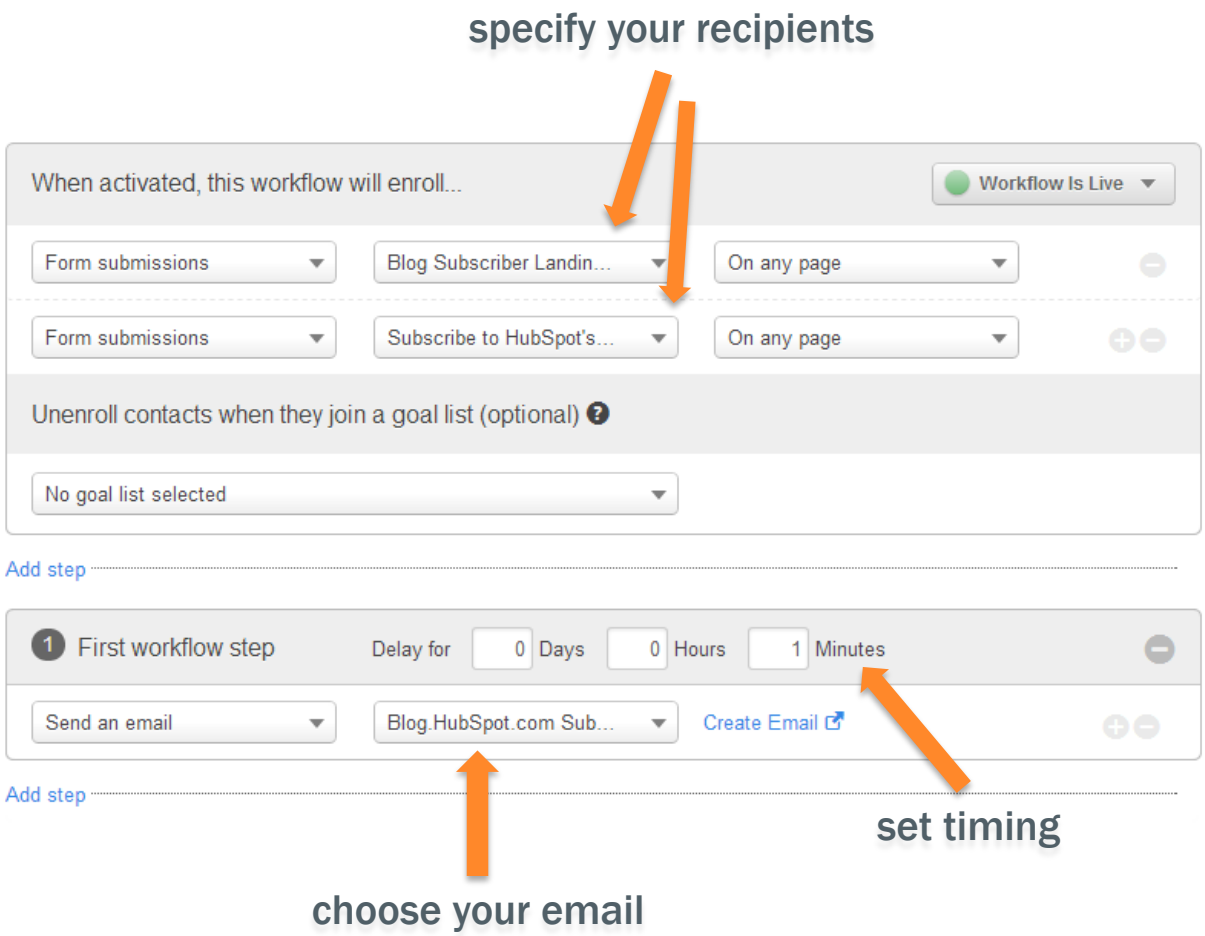
reiterate frequency options

Enjoy the blog!

Pamela Vaughan | HubSpot Blog Manager

Follow HubSpot

warm up to new subscribers with a welcome email



set up your blog welcome email with workflows

create an email frequency preferences page

HubSpot

Change Your HubSpot Blog Email Frequency

Because sometimes less is more ... or just not enough.

Is your inbox cluttered with too much email? Or maybe you're just craving more of the good stuff.

Either way, if you're not happy with the number of email notifications we're sending you about new content on HubSpot's Inbound Marketing Blog, don't sweat it! Simply change your preference to one of the following:

- **Instant Notifications:** Get a new email every time we publish a new post to the blog (email frequency varies)
- **Daily Roundup:** Get a daily email digest with all the blog content we've published in the last 24 hours (1 email per day)
- **Weekly Roundup:** Get a weekly digest with all the blog content we've published in the last 7 days (1 email per week)

Change Email Frequency

Email Address (privacy policy) *

Email Frequency Preference *

- Instant Notifications
- Daily Roundup
- Weekly Roundup

Update Frequency

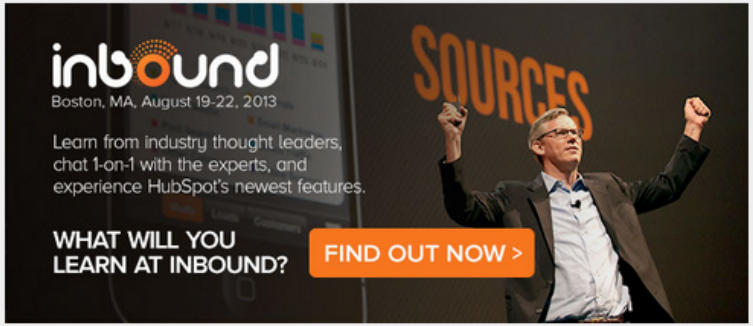
explain their options

segment Smart CTAs on blog posts by lifecycle stage to show subscribers offers suited for the top of the funnel

(segment by lists for more granular segmentation)

When a contact is in one of the following lifecycle stages and isn't in one listed abov: Edit | Swap | Delete

Evangelist ×



When a contact is in one of the following lifecycle stages: Edit | Swap | Delete

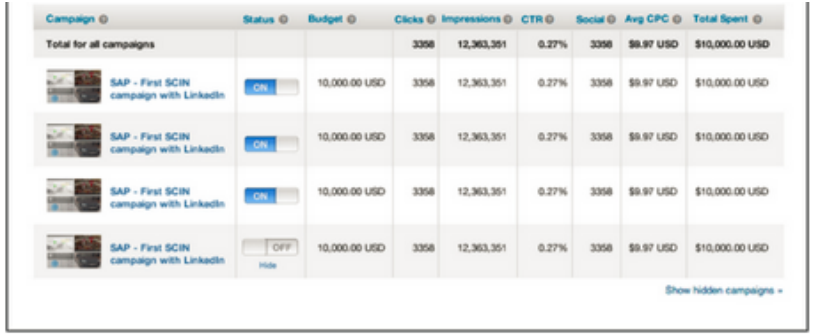
Lead ×

Default CTA

Displayed when a contact is in a lifecycle stage not specified by any of the **Smart CTA Rules** above. Edit | Swap

When a contact is in one of the following lifecycle stages and isn't in one listed abov: Edit | Swap | Delete

Customer ×



Campaign	Status	Budget	Clicks	Impressions	CTR	Social	Avg CPC	Total Spent
Total for all campaigns			3358	12,363,351	0.27%	3358	$9.97 USD	$10,000.00 USD
SAP - First SCIN campaign with LinkedIn	ON	10,000.00 USD	3358	12,363,351	0.27%	3358	$9.97 USD	$10,000.00 USD
SAP - First SCIN campaign with LinkedIn	ON	10,000.00 USD	3358	12,363,351	0.27%	3358	$9.97 USD	$10,000.00 USD
SAP - First SCIN campaign with LinkedIn	ON	10,000.00 USD	3358	12,363,351	0.27%	3358	$9.97 USD	$10,000.00 USD
SAP - First SCIN campaign with LinkedIn	OFF Hide	10,000.00 USD	3358	12,363,351	0.27%	3358	$9.97 USD	$10,000.00 USD

Show hidden campaigns »

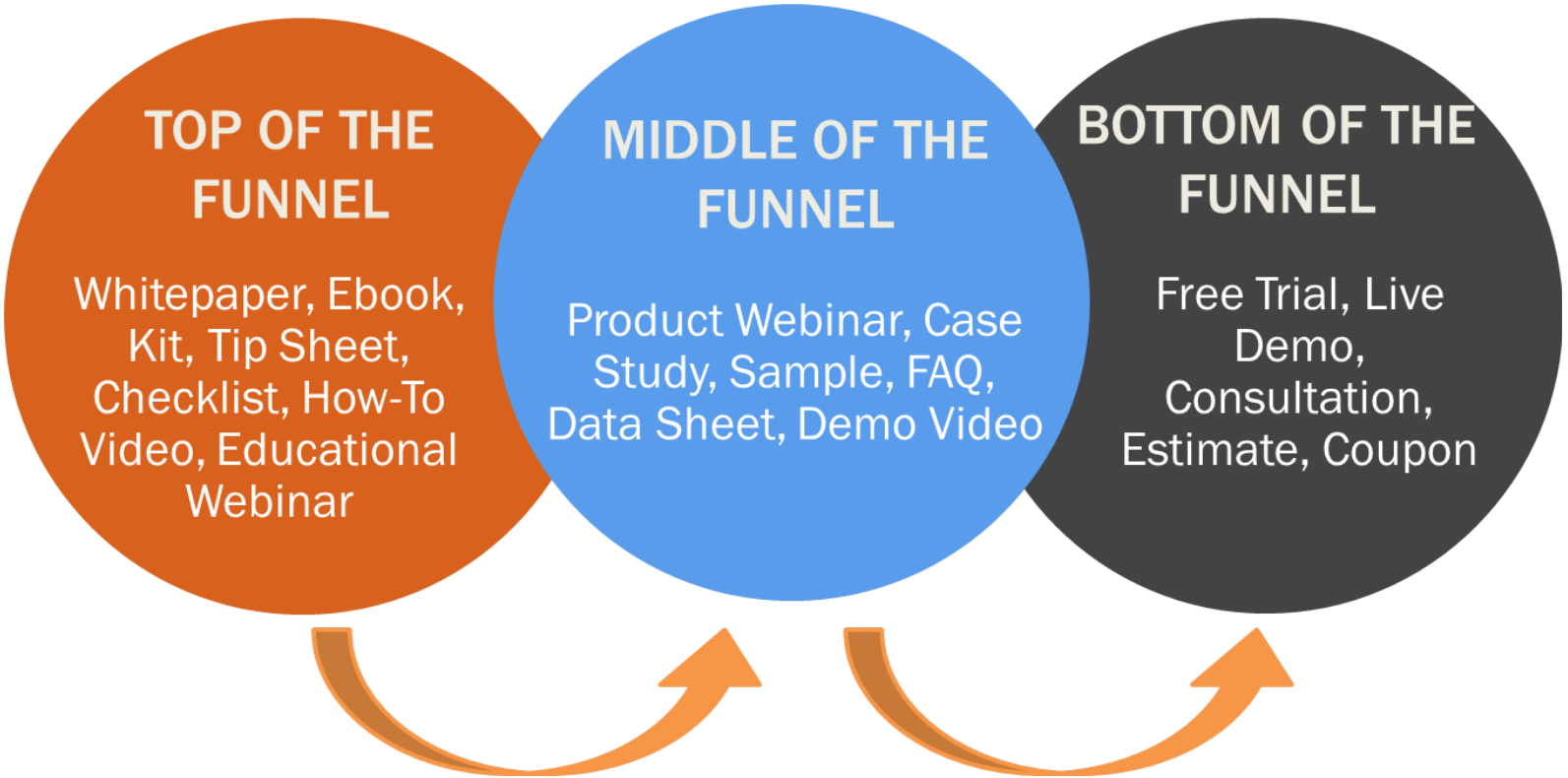
Now that you know how these Sponsored Updates can be created, start brainstorming ways your business or organization can take advantage of them once this is fully rolled out!

How would you use these Sponsored Updates in your marketing? Share your ideas with us in the comments!

Image credit: nan palmero

how it'd look on a blog post if you weren't yet a lead

EXAMPLES OF TOP-OF-THE-FUNNEL OFFERS



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Inbound Marketing Blog

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What Makes a Visitor Click Your Call-to-Action? [Infographic]

In order for your calls-to-action to effectively drive prospects and generate conversions, it's critical that your understanding of what works – and why – is both thorough and ongoing.

This is especially true today, as mobile technology and the Internet have fostered somewhat of an attention deficit environment among consumers. This means it's even more important that your CTAs are optimized for success.

So...how exactly do you do that?

read more

Posted by John Bonini in Calls to Action on August 1, 2013 with 1 comment

Subscribe to Our Blog and Receive:

"7 Ways to Generate Customers in 2013" for FREE

Name:

Email:

SUBSCRIBE

We respect your email privacy

use other blog real estate for lead gen CTAs

(e.g. sidebar, banner)

include Smart CTAs within RSS notification emails

All inbound marketing, all the time.

Hi there,

Just wanted to give you a heads up that there's a fresh new post on HubSpot's Inbound Marketing Blog, eager to be read. Check it out!

Facebook Finally Introduces Embedded Posts: What You Need to Know

By Ginny Soskey, Aug. 1, 2013, 8 a.m.

Yesterday, Facebook launched a new feature that we've always wanted: the ability to embed Facebook posts on websites. Just like tweets, this new feature will allow you to embed all public statuses, photos, videos, and hashtags -- and users will be able to interact directly with the embedded content. They can like and share the post, like or follow the post author, or view

Read more »

And while we have your attention, we thought you also might like to check out our featured offer ...

Change your email frequency preferences here.

Get HubSpot Blog content optimized for your iPad by downloading our free Newsstand app!

Download on the App Store

Follow HubSpot

LinkedIn Gradually Rolling Out Ability to Comment/Like Status Updates as Your Company

by Pamela Vaughan

July 18, 2013 at 12:30 PM

358 Share 218 Like 600 Tweet 251 +1

Well, it looks like this morning's LinkedIn quick tip wasn't the only LinkedIn feature rollout to slip through our cracks in the past several months. To be fair though, I can't really find an official announcement about this one from LinkedIn.

In any event, it looks like LinkedIn is slowly rolling out the ability for Company Page admins to comment on and "like" posts on their Company Page as their *company*, rather than their personal profile. In other words, if our social media manager, Brittany, wanted to comment on or like a post appearing on HubSpot's LinkedIn Company Page, she can now do so as HubSpot instead of as Brittany.

create marketing offers to align with your blog content

include anchor text-based CTAs within blog copy for top-of-the-funnel offers

This metric can help you identify problems in Sales' ability to close your Pinterest contacts as customers. For instance, if you notice your contact-to-customer conversion rate is on the low side, it might make sense to talk to your sales team to diagnose the problem. Are they having trouble working these types of leads? Should these leads be entered into a new lead nurturing workflow in order to better prep them for a sales conversation? Or are they best leads ever to be rotated to your sales organization, and you should find a way to get more? Whatever the case, this can help you make important prioritization decisions in your marketing.

Additional Resources for Pinterest Marketing Success

Now that you know how to *measure* your Pinterest marketing success, learn more about optimizing your Pinterest account for *even more* success. The success is just... boiling over, you guys. Our latest ebook, ***How to Optimize and Measure Your Pinterest Business Account***, will dive into how to verify your business account, which Pinterest widget buttons to use in your marketing, and provide a review on how to measure it all!

Are you using Pinterest for your marketing? How do you plan to measure its effectiveness with the new Analytics? Any measurement ideas we haven't thought of?

Blog - Build a Website That Works ALRC		Variation test group		
		945	5.1%	48
		892	4.8%	43
Blog - Square 2 Inbound Guide (ALRC)		**Variation test group**		
		2,276	5.2%	119
		4,838	6.9%	332

A/B test CTAs to improve performance

CTA VARIABLES TO TEST

- [x] Design
- [x] Layout
- [x] Color Schemes
- [x] Copy
- [x] Subject Matter

3 NURTURING LEADS INTO CUSTOMERS

GOAL:

move leads further along in the marketing funnel and closer to sales readiness

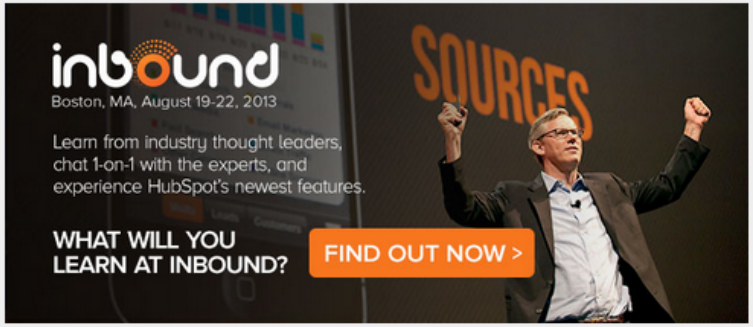
relationship equivalent: engagement

enable your sales team
with top blog content

segment Smart CTAs to show middle- and bottom-of-the-funnel offers to existing leads

When a contact is in one of the following lifecycle stages and isn't in one listed abov: Edit | Swap | Delete

Evangelist ×



When a contact is in one of the following lifecycle stages: Edit | Swap | Delete

Lead ×

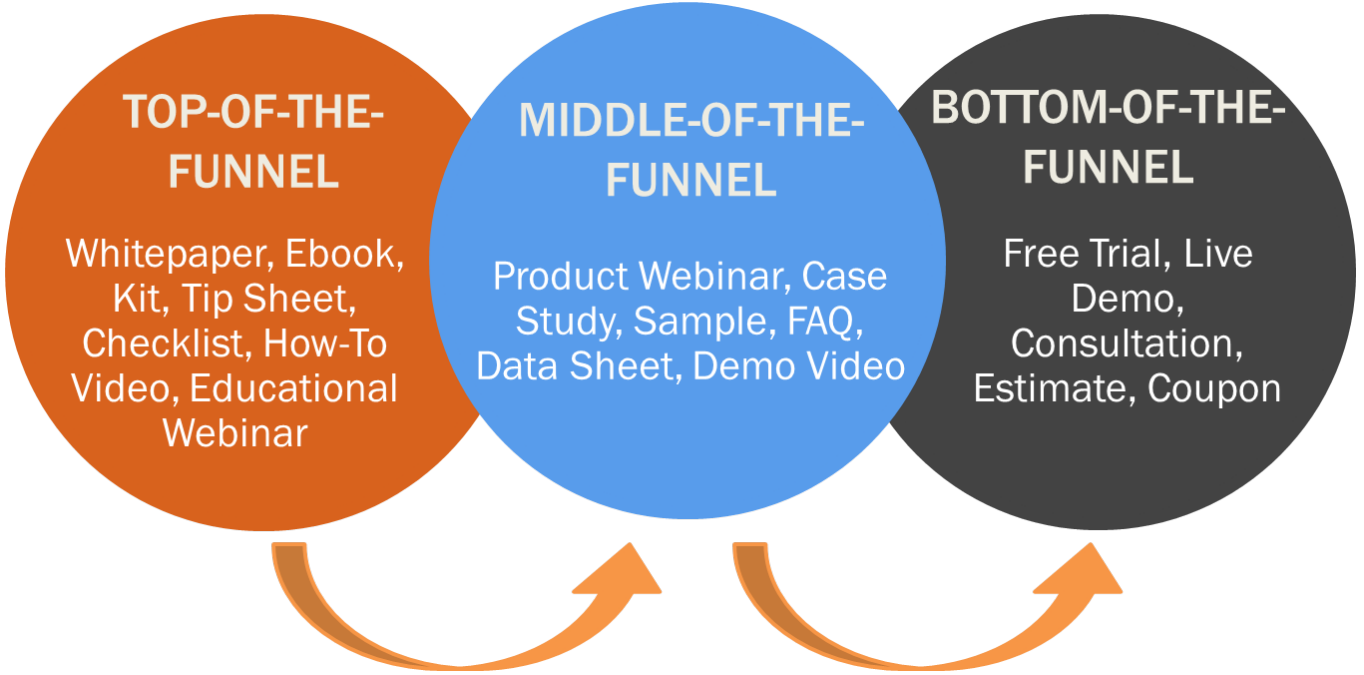
Default CTA

Displayed when a contact is in a lifecycle stage not specified by any of the **Smart CTA Rules** above. Edit | Swap

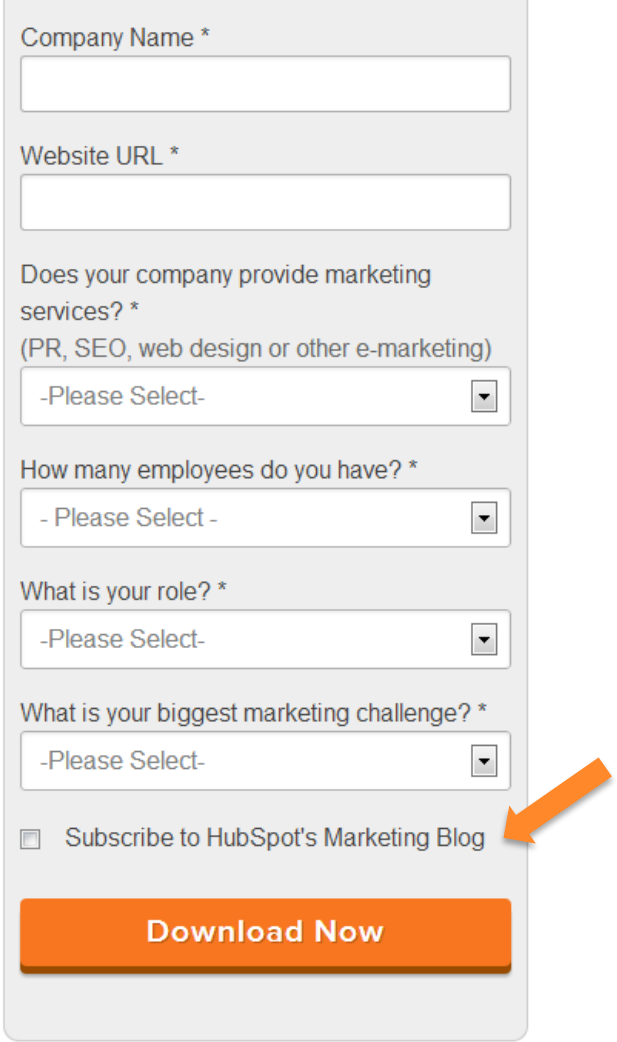
When a contact is in one of the following lifecycle stages and isn't in one listed abov: Edit | Swap | Delete

Customer ×

EXAMPLES OF MIDDLE- & BOTTOM-OF-THE-FUNNEL OFFERS



attract contacts who
are already leads but
not yet blog
subscribers



add a blog opt-in/subscribe check box to landing page forms

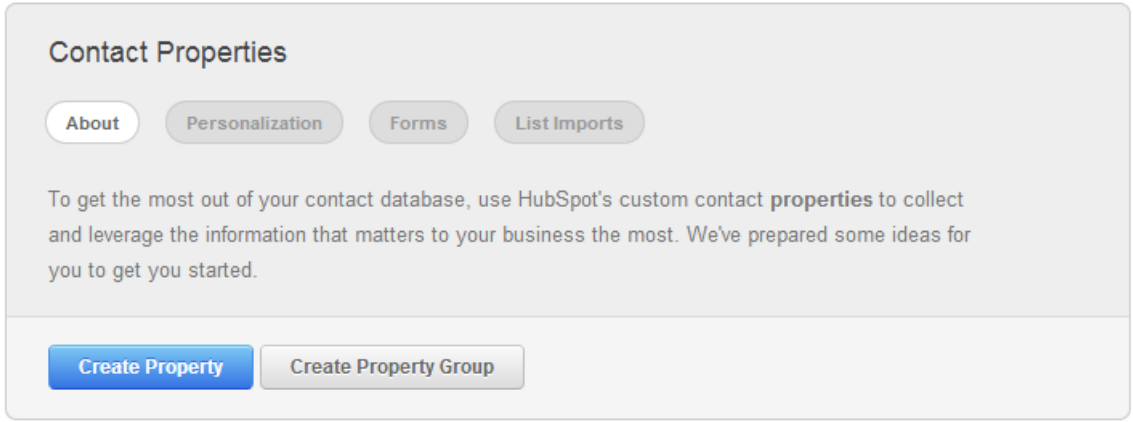
HubSpot increased email subscribers by

128%

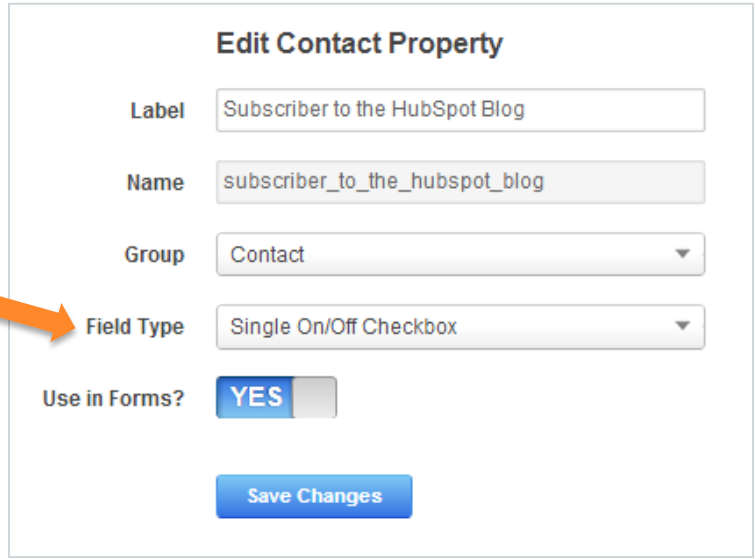
in 3 months using blog opt-in check boxes on landing pages

Internal HubSpot Data

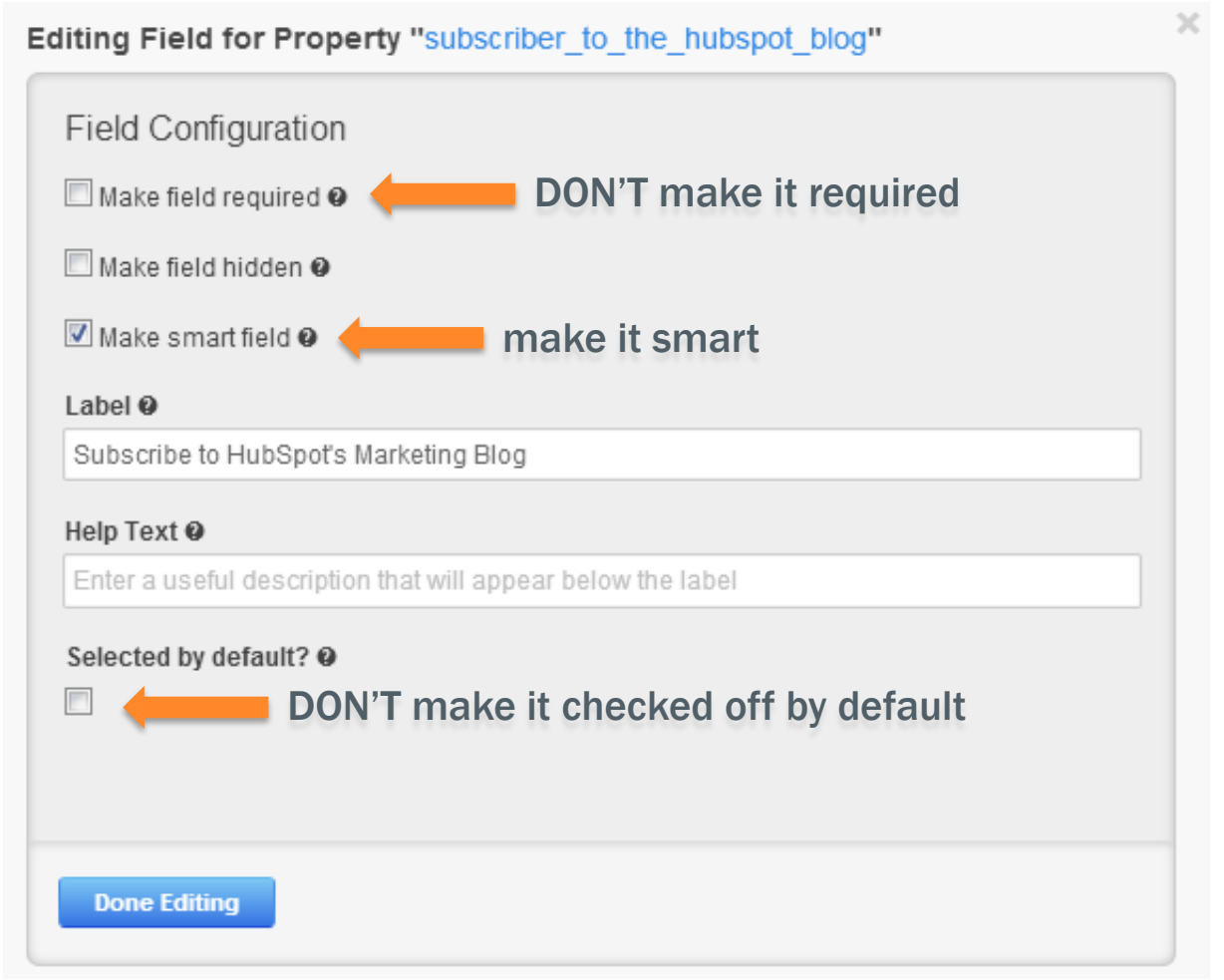
create a new contact property

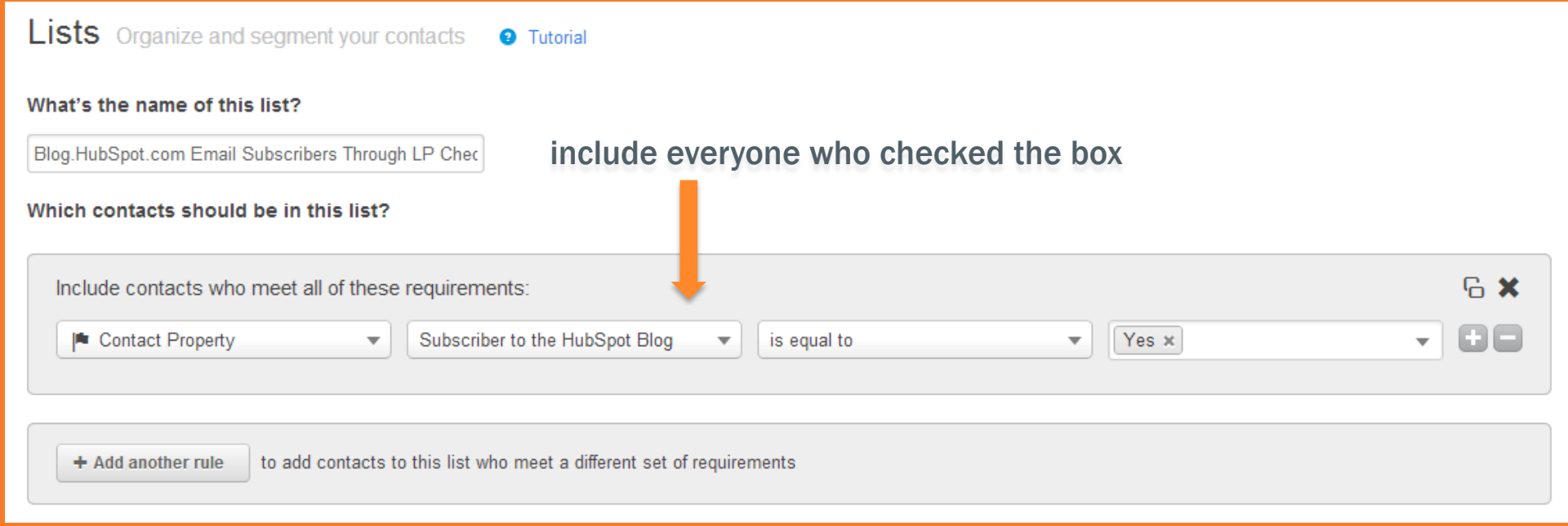


make it a check box

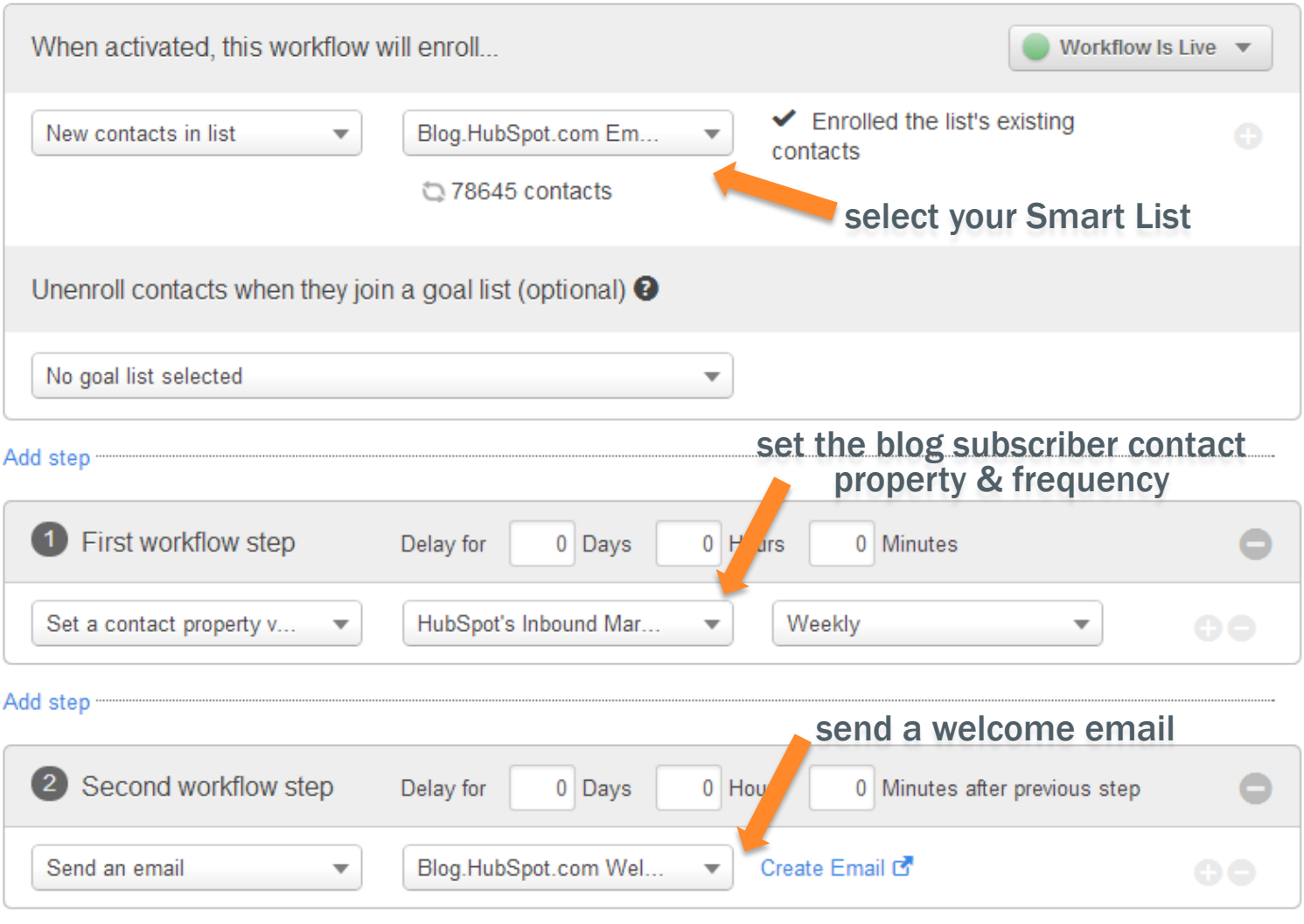


add a field for this new property to your forms (and make it smart!)



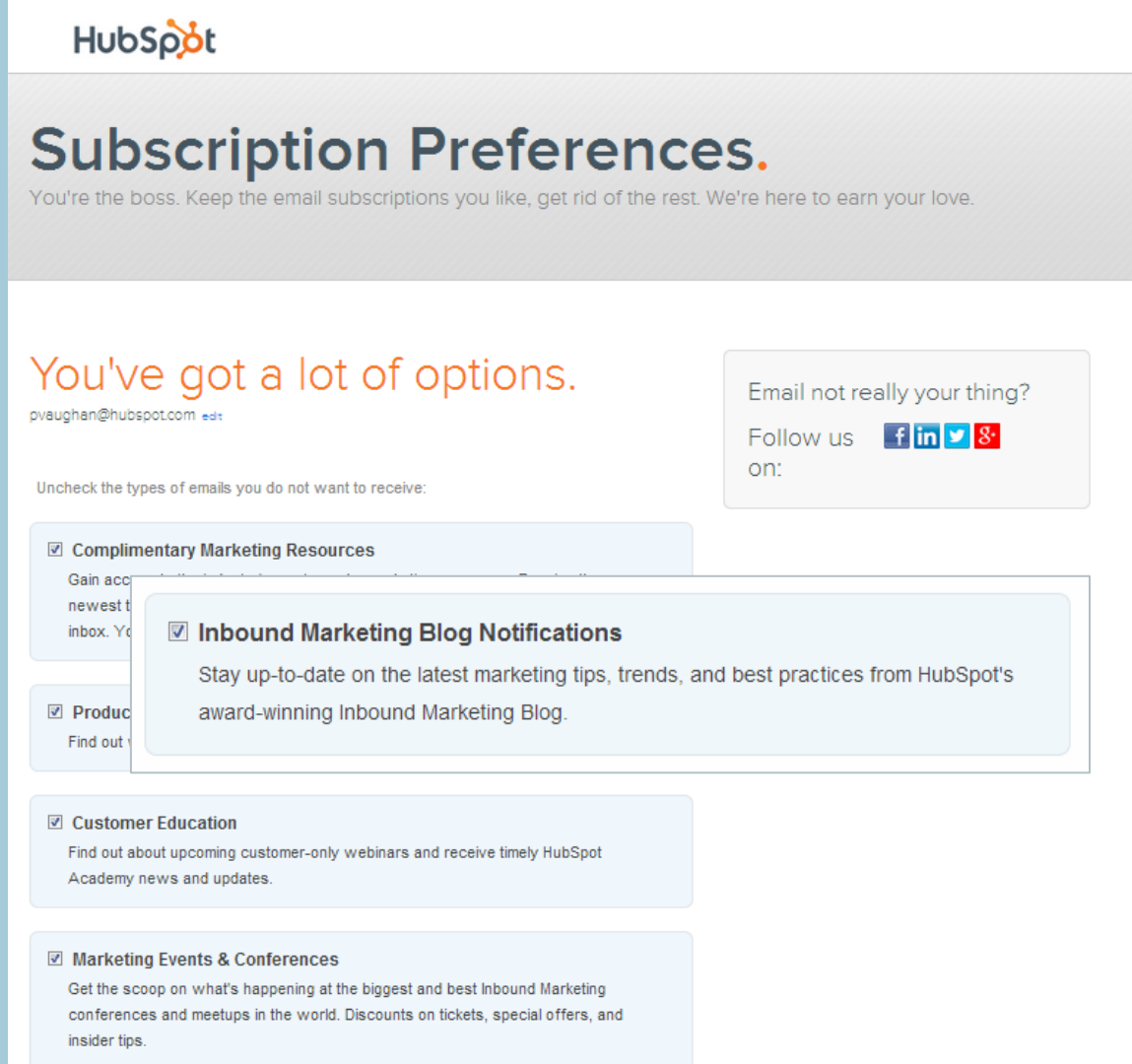


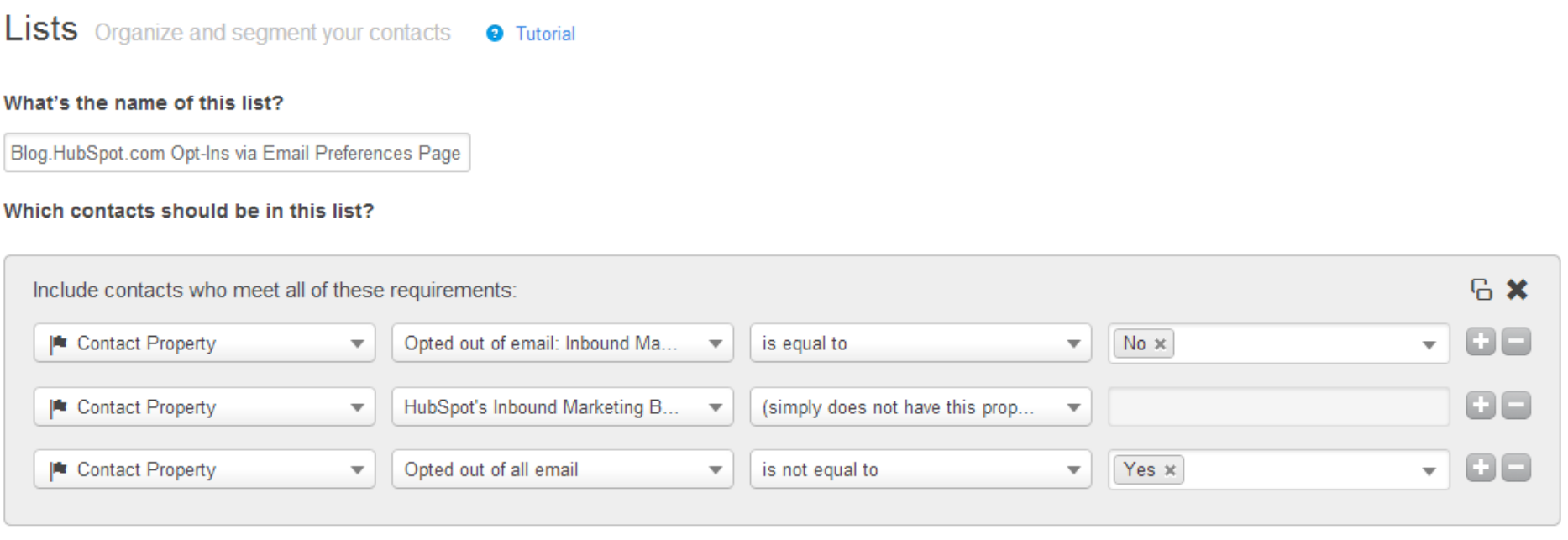
create a Smart List



set up a workflow

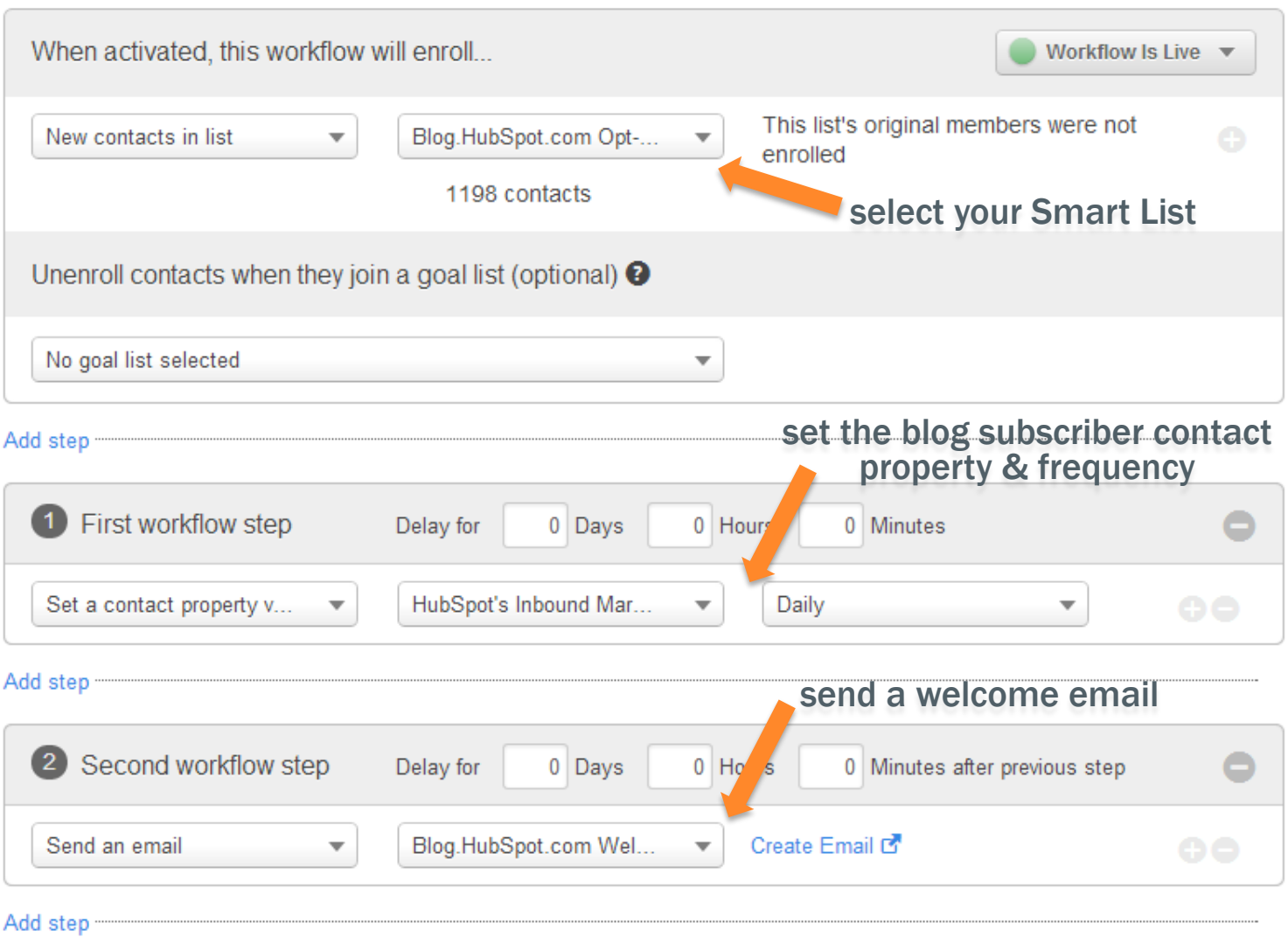
integrate blog subscription with your email preference center





create a Smart List

set up your email preference center opt-in workflow



4 NURTURING CUSTOMERS INTO PROMOTERS

GOAL:

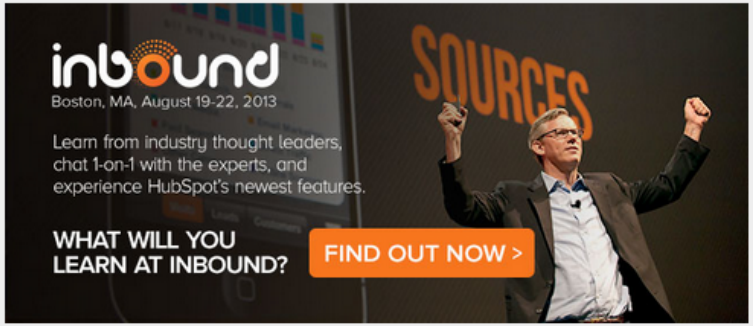
delighting customers so they become promoters of your content

relationship equivalent: happy marriage

use Smart CTAs to show special offers to customers only

When a contact is in one of the following lifecycle stages and isn't in one listed abov: Edit | Swap | Delete

Evangelist ×



Default CTA

Displayed when a contact is in a lifecycle stage not specified by any of the **Smart CTA Rules** above. Edit | Swap

When a contact is in one of the following lifecycle stages: Edit | Swap | Delete

Lead ×

When a contact is in one of the following lifecycle stages and isn't in one listed abov: Edit | Swap | Delete

Customer ×

EXAMPLES OF CUSTOMER-EXCLUSIVE OFFERS

- Discounts
- Coupons
- Sneak Peeks
- Beta Testing
- Freebies

use “magic” CTAs to display special messages to customers only within blog copy

What Non-Customers See:

10 Quick Tips for Getting More Business Value Out of Twitter

by Rebecca Corliss

July 1, 2013 at 12:30 PM

Social media, especially Twitter, requires a lot of effort in order to extract business value. But with over 200 million active users, the probability that your prospects, leads, and customers are using the Twitter is high. This means conversations that could drive business value are hap

by irrelevant c

So how can m

reviewing the

into specific s

to create those groups. And we're going to tell you how.

What Customers See:

10 Quick Tips for Getting More Business Value Out of Twitter

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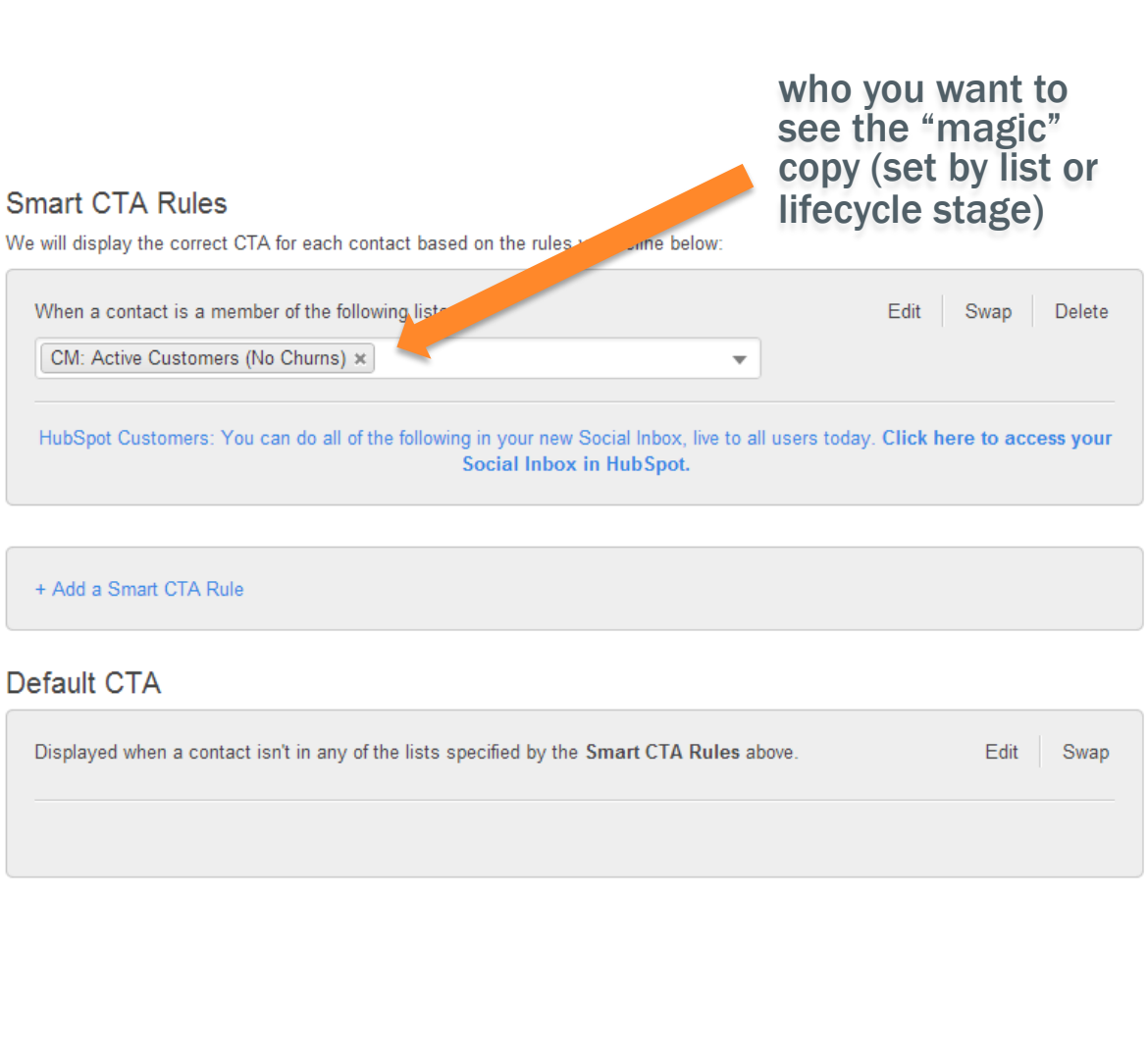
July 1, 2013 at 12:30 PM

Social media, especially Twitter, requires a lot of effort in order to extract business value. But with over 200 million active users, the probability that your prospects, leads, and customers are using the Twitter is high. This means conversations that could drive business

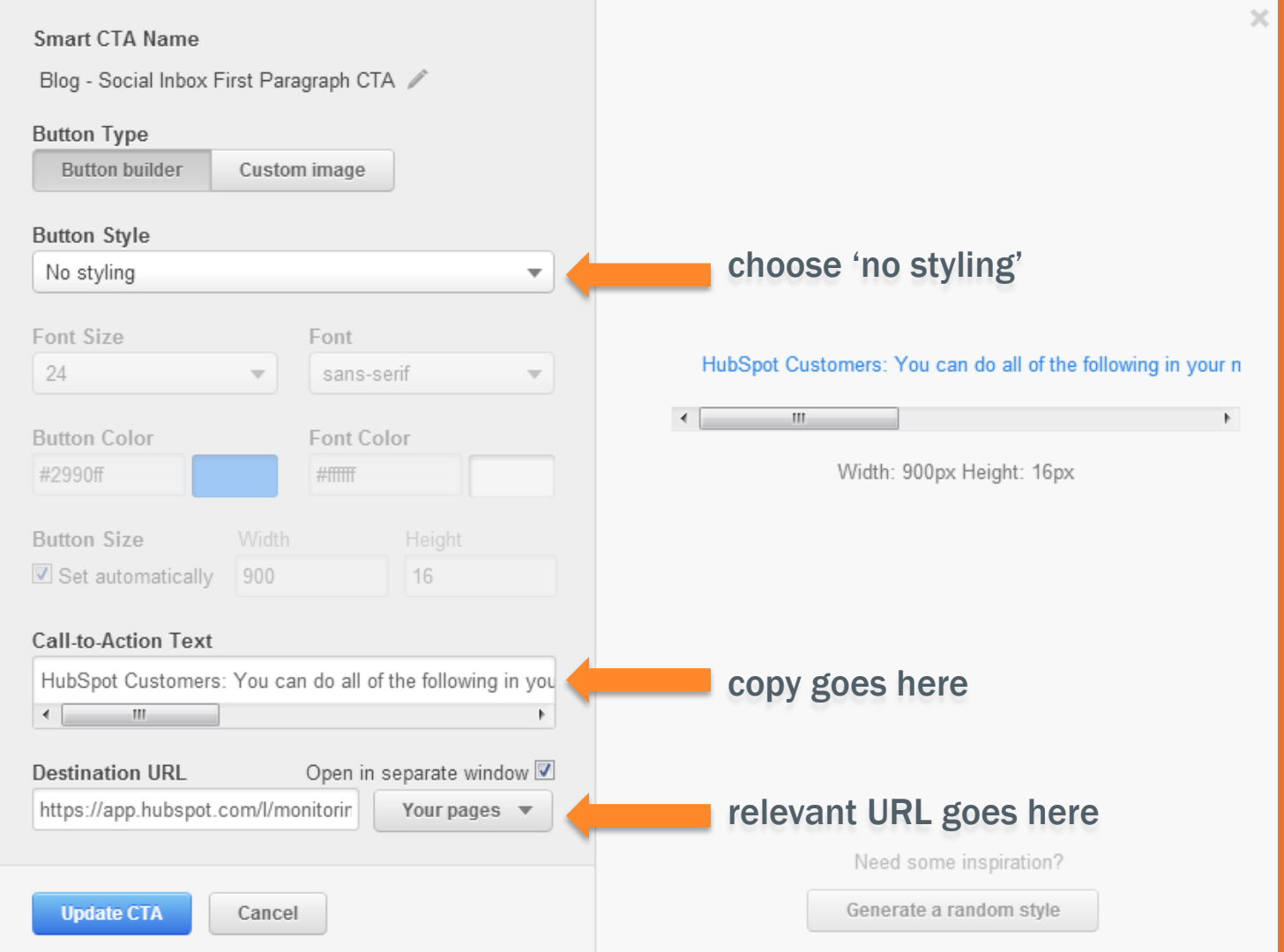
by irrelevant clutter. HubSpot Customers: You can do all of the following in your new Social Inbox, live to all users today. **Click here to access your Social Inbox in HubSpot.**

reviewing the tweets that are most important to them? The key is dissecting the Twitterverse into specific segments that are most relevant to your business and using your marketing data to create those groups. And we're going to tell you how.

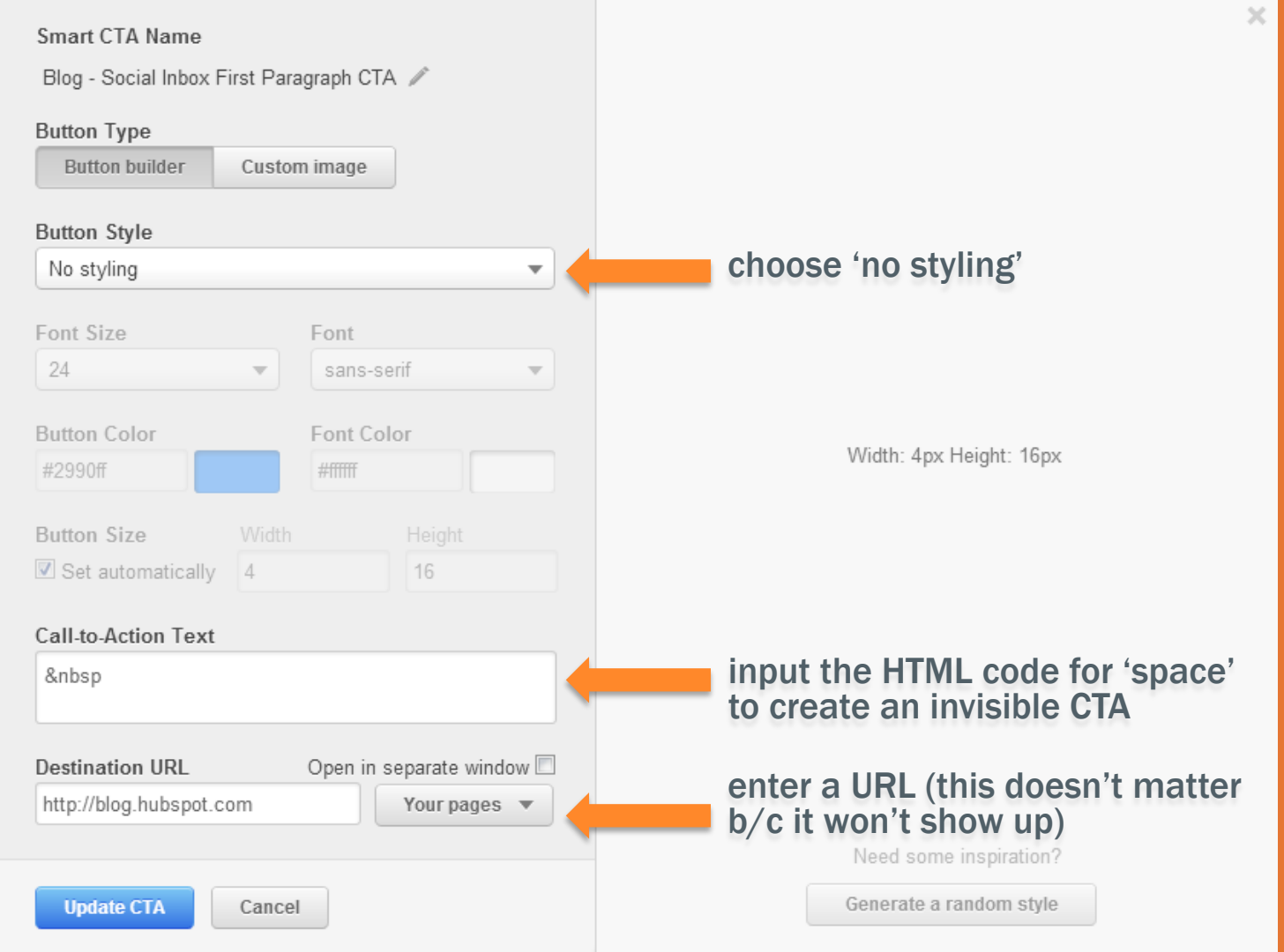
who you want to see the “magic” copy (set by list or lifecycle stage)



set up your “magic” copy Smart Rules

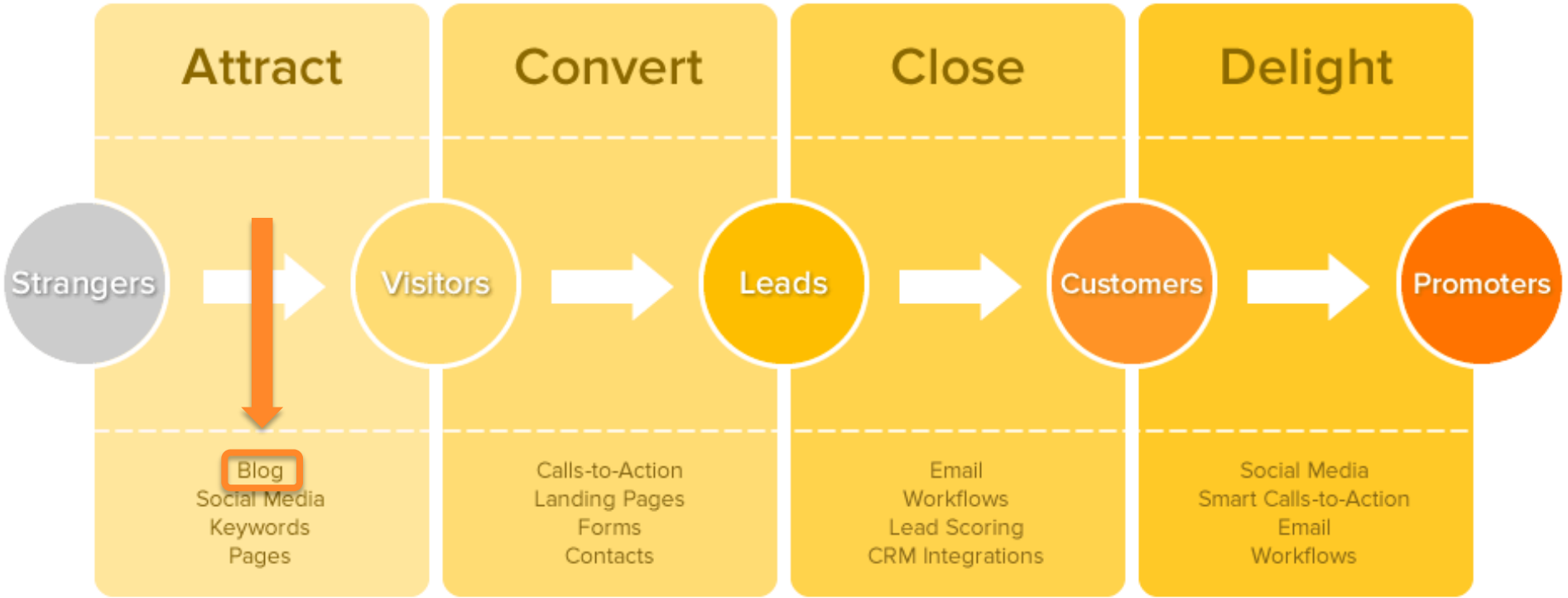


configure your “magic” copy

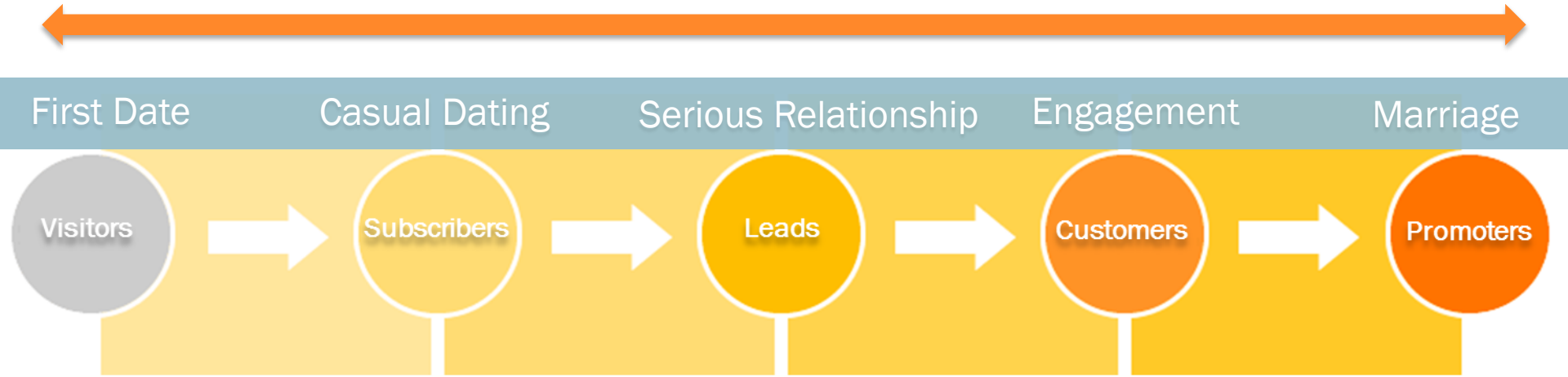


configure your invisible copy

THE ABILITY TO NURTURE YOUR BLOG VISITORS ALL BOILS DOWN TO CONTEXT


Attract
Convert
Close
Delight
Strangers
Visitors
Leads
Customers
Promoters
Blog
Social Media
Keywords
Pages
Calls-to-Action
Landing Pages
Forms
Contacts
Email
Workflows
Lead Scoring
CRM Integrations
Social Media
Smart Calls-to-Action
Email
Workflows

YOUR BLOG


First Date
Casual Dating
Serious Relationship
Engagement
Marriage
Visitors
Subscribers
Leads
Customers
Promoters

QUESTIONS?