



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

Pamela Vaughan

#INBOUND13



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



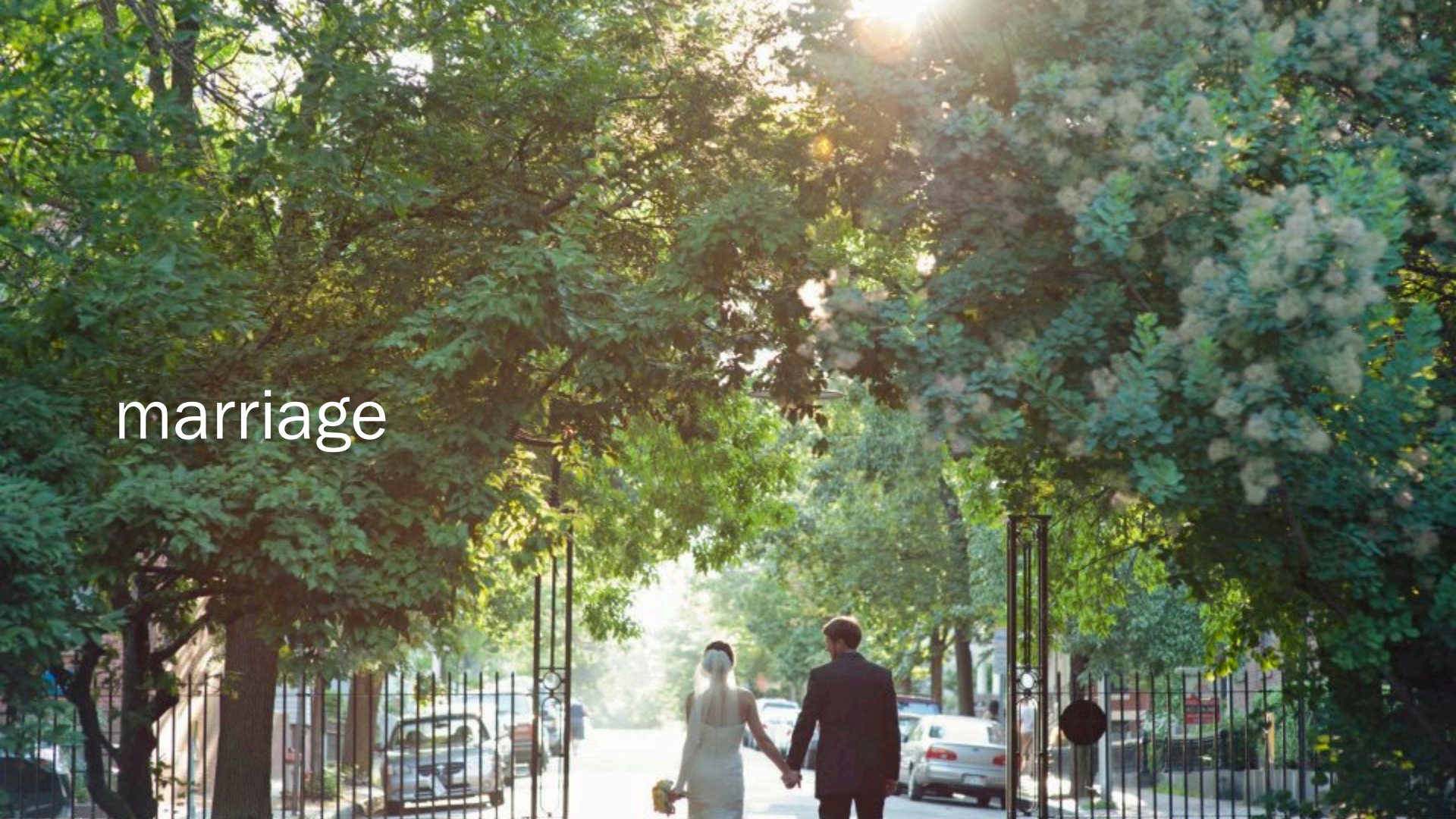
serious
relationship



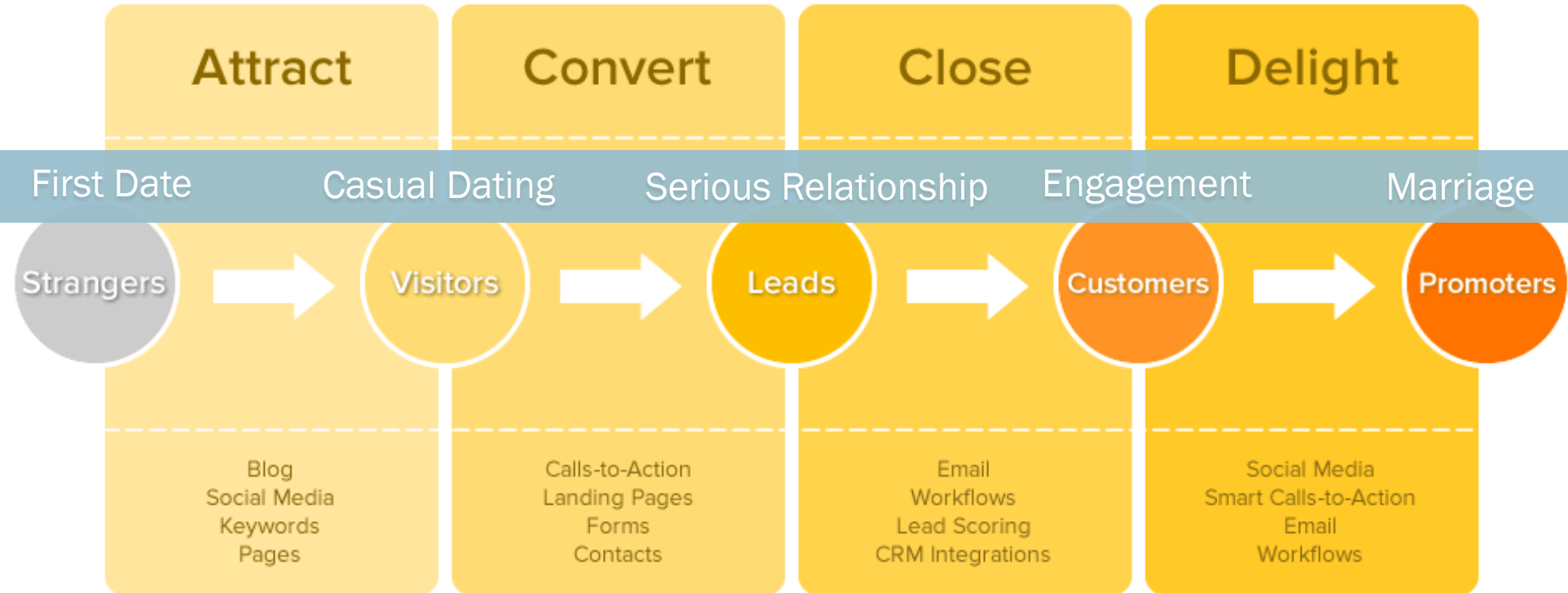


engagement

marriage

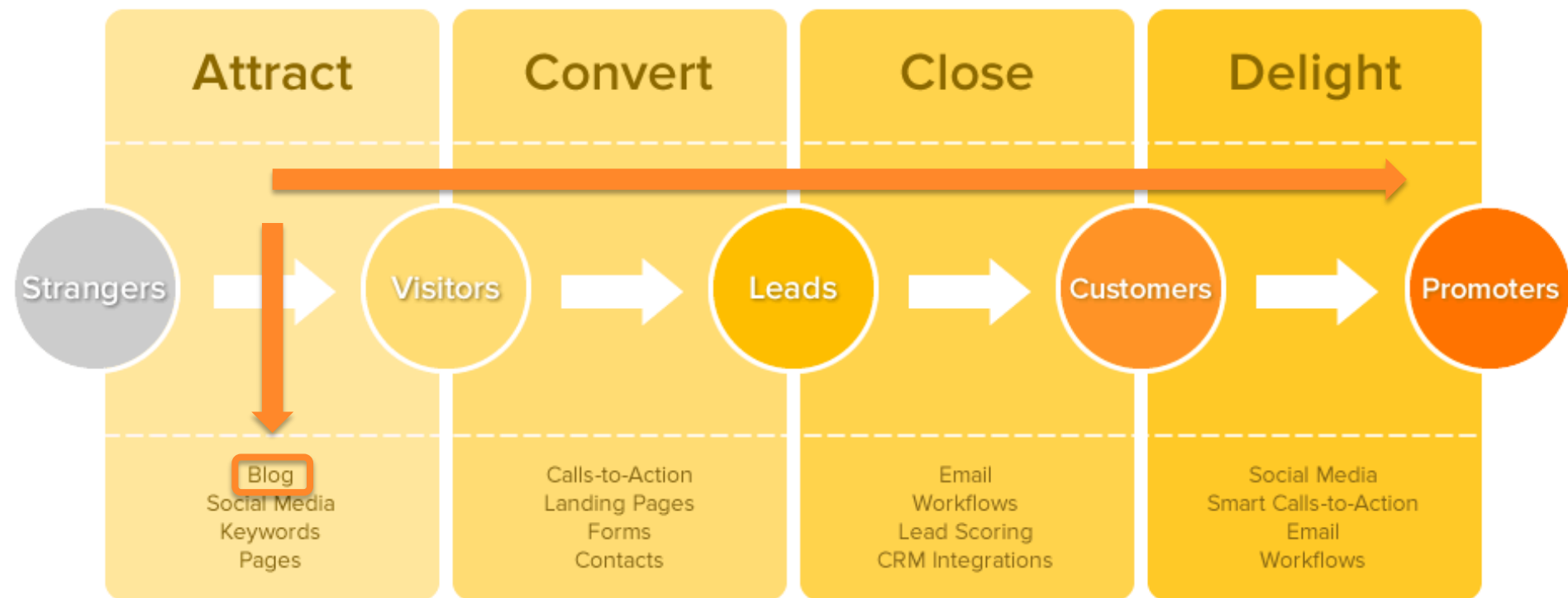


sounds a lot like the inbound marketing methodology ...



your blog

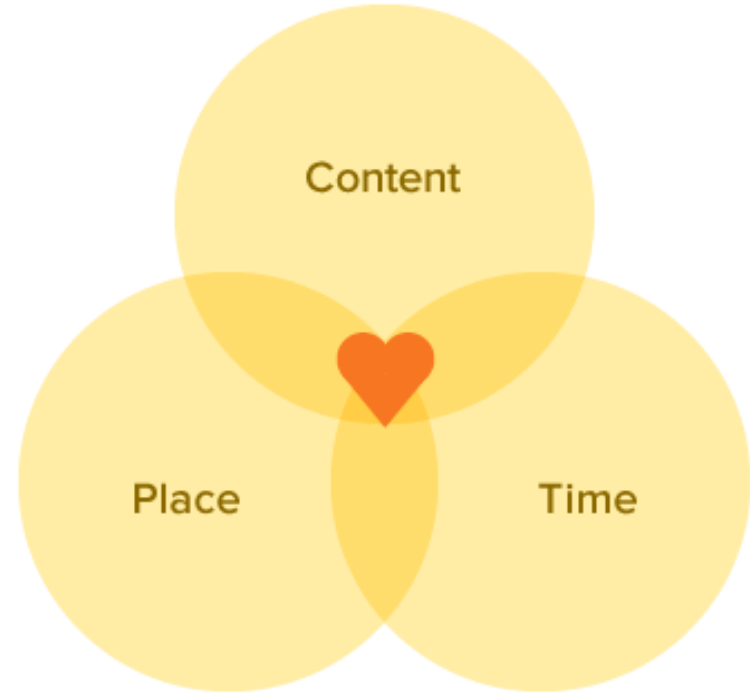








IT'S ALL ABOUT CONTEXT



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

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



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Search the Blog



Subscribe to Email Updates

Email *

[Subscribe](#)

Subscribe by RSS

[Inbound Marketing Blog Feed](#)

Follow HubSpot



Desktop & Mobile: One Content Strategy to Rule Them All

display your
main blog
subscribe
module above
the fold

Inbound Marketing Blog

How to Become a



GET YOUR FREE EBOOK

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](#)

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!



THE INTERNET MARKETING WRITTEN STYLE GUIDE

Learn how to create well-written, grammatically correct content for all your marketing assets.

[Download Guide Now](#)

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!



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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 x

Blog.HubSpot.com Instant Email Subscribers x

Blog.HubSpot.com Weekly Email Subscribers x

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

Smart CTA Name

Blog - Subscribe CTA Smart (List-Based, Magic) ✎

Button Type

Button builder

Custom image

Button Style

No styling ▼

Font Size

24 ▼

Font

sans-serif ▼

Button Color

#2990ff

Font Color

#ffffff

Button Size

Width

Height

☒ Set automatically

4

16

Call-to-Action Text

Destination URL

Open in separate window ☒

http://blog.hubspot.com

Your pages ▼

Update CTA

Cancel

choose 'no styling'

Width: 4px Height: 16px

input the HTML code for 'space'
to create an invisible CTA

enter a URL (this doesn't matter
b/c it won't show up)

Need some inspiration?

Generate a random style

configure
your
invisible
CTA



Subscribe to HubSpot's Inbound Marketing Blog

create a
subscribe
landing page,
and offer
frequency
options

Stay on Top of the Latest Marketing Tips, Trends, and 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

social proof



Subscribe by Email

Email Address ([privacy policy](#)) *

Email Frequency Preference *

- ☒ Instant Notifications
- ☐ Daily Roundup
- ☐ Weekly Roundup

Subscribe

frequency
options

value

Complete the Form at Right to Subscribe by Email Today

Or [subscribe via RSS](#).

email
emphasis

Related Posts

Zemanta™



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



7 Essential Tools for Publishers



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



20 Great Tweets from the AdNatively Conference



25 Content Marketing Facts That Will Make You Seriously Consider Mobile



PROMOTED

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



PROMOTED

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



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**

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.

remind them what they signed up for



reiterate frequency options



Enjoy the blog!

Pamela Vaughan | HubSpot Blog Manager

warm up to new subscribers with a welcome email

Follow HubSpot



specify your recipients

When activated, this workflow will enroll... Workflow Is Live

Form submissions	Blog Subscriber Landin...	On any page	-
Form submissions	Subscribe to HubSpot's...	On any page	+ -

Unenroll contacts when they join a goal list (optional) ?

No goal list selected

Add step

1 First workflow step Delay for 0 Days 0 Hours 1 Minutes -

Send an email	Blog.HubSpot.com Sub...	Create Email	+ -
---------------	-------------------------	--------------	-----

Add step

choose your email

set timing

set up your blog
welcome email
with workflows

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

create an
email
frequency
preferences
page

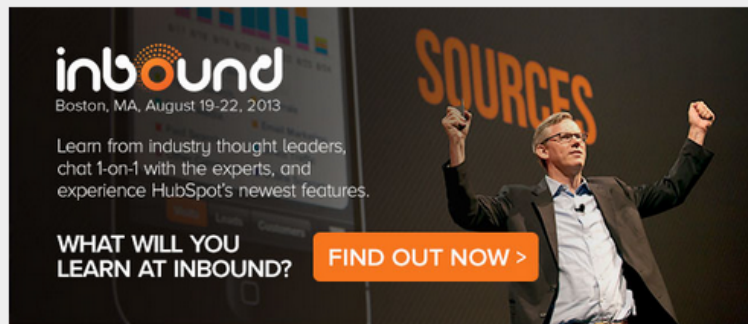
segment Smart CTAs on blog posts by lifecycle stage to show subscribers offers suited for the top of the funnel



(segment by lists for more granular segmentation)

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

Evangelist x



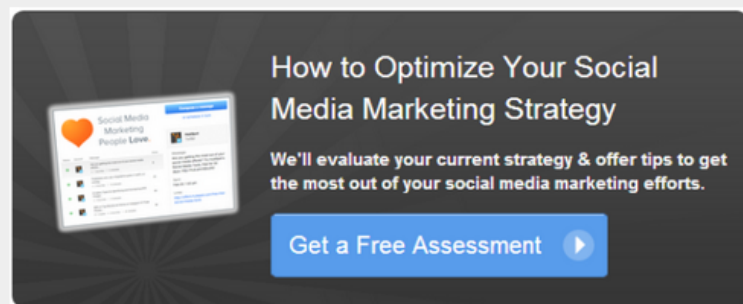
inbound
Boston, MA, August 19-22, 2013

Learn from industry thought leaders, chat 1-on-1 with the experts, and experience HubSpot's newest features.

WHAT WILL YOU LEARN AT INBOUND? [FIND OUT NOW >](#)

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Lead x



How to Optimize Your Social Media Marketing Strategy

We'll evaluate your current strategy & offer tips to get the most out of your social media marketing efforts.

[Get a Free Assessment](#)

Default CTA

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



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Learn how to use LinkedIn Sponsored Updates to get more exposure and clicks on your content.

[Download Ebook Now](#)

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

Customer x



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[Sign Up for Early Access](#)

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	<input checked="" type="checkbox"/>	10,000.00 USD	3358	12,363,351	0.27%	3358	\$9.97 USD	\$10,000.00 USD
 SAP - First SCIN campaign with LinkedIn	<input checked="" type="checkbox"/>	10,000.00 USD	3358	12,363,351	0.27%	3358	\$9.97 USD	\$10,000.00 USD
 SAP - First SCIN campaign with LinkedIn	<input checked="" type="checkbox"/>	10,000.00 USD	3358	12,363,351	0.27%	3358	\$9.97 USD	\$10,000.00 USD
 SAP - First SCIN campaign with LinkedIn	<input type="checkbox"/>	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

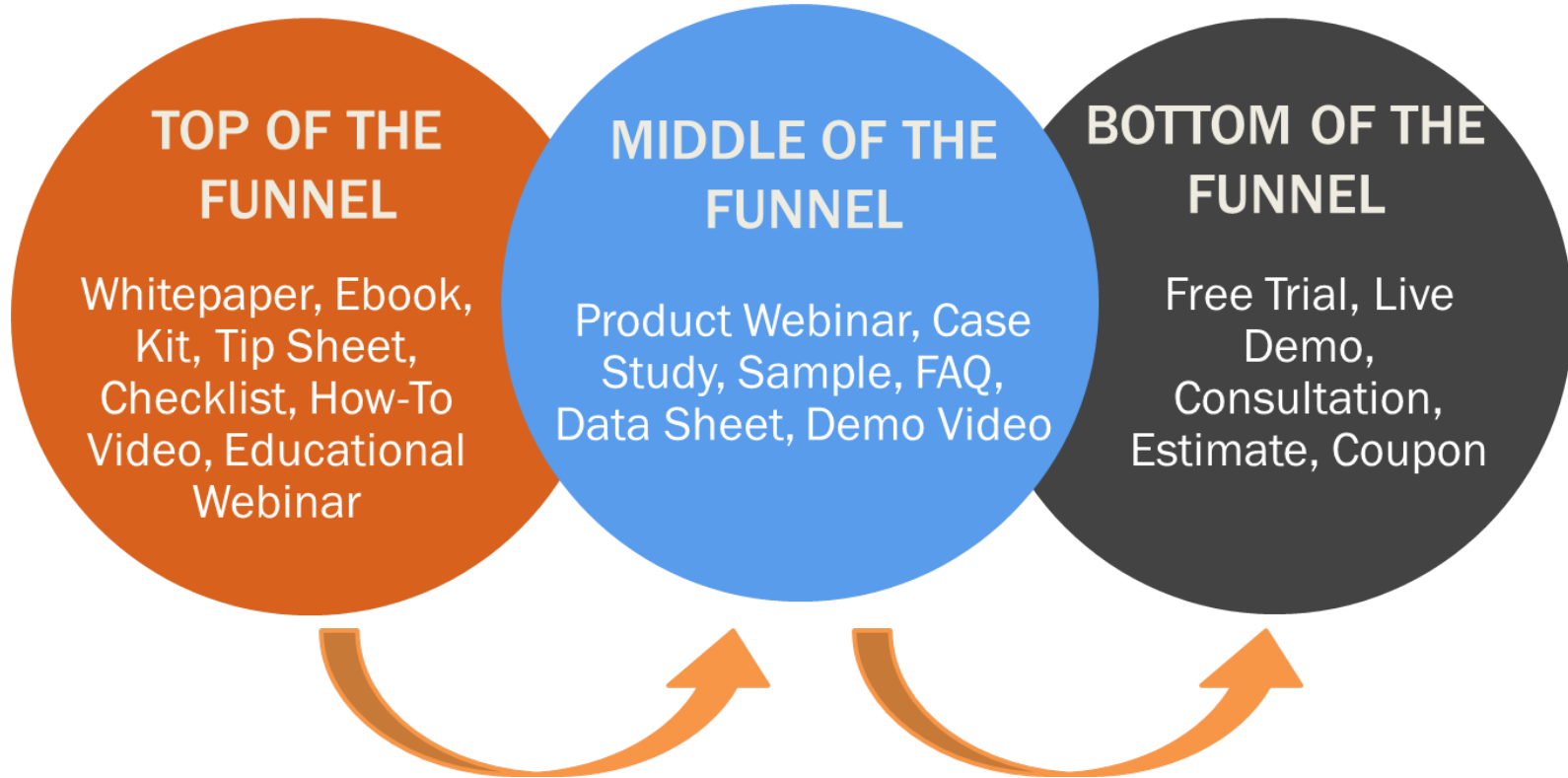


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EXAMPLES OF TOP-OF-THE-FUNNEL OFFERS



Inbound Marketing Blog

How to Become a



GET YOUR FREE EBOOK

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](#)

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 ...



Free Guide: How to Generate Leads Using Facebook

Your go-to guide for using content and advertising on Facebook to generate sales leads.

[Download Ebook Now](#)



Change your email frequency preferences [here](#).

Get HubSpot Blog content optimized for your iPad by [downloading our free Newsstand app!](#)



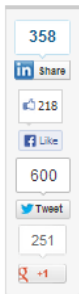
Follow HubSpot



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

by [Pamela Vaughan](#)

July 18, 2013 at 12:30 PM



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.





Free Ebook: An Introduction to LinkedIn for Business

Download this setup and strategy guide to learn how to use LinkedIn Company Pages for marketing.

[Download Ebook Now](#)

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

- ✓ Design
- ✓ Layout
- ✓ Color Schemes
- ✓ Copy
- ✓ 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

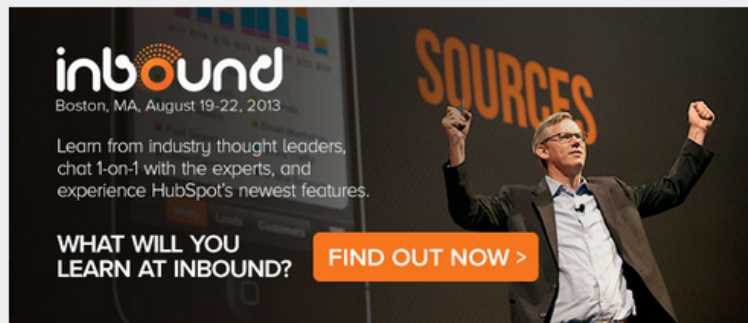




**segment Smart
CTAs to show
middle- and
bottom-of-the-
funnel offers to
existing leads**

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

Evangelist x



inbound
Boston, MA, August 19-22, 2013

Learn from industry thought leaders, chat 1-on-1 with the experts, and experience HubSpot's newest features.

WHAT WILL YOU LEARN AT INBOUND? **FIND OUT NOW >**

Default CTA

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



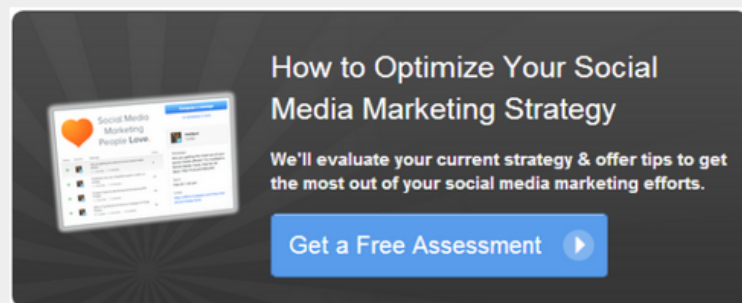
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When a contact is in one of the following lifecycle stages: Edit Swap Delete

Lead x



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Get a Free Assessment

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

Customer x



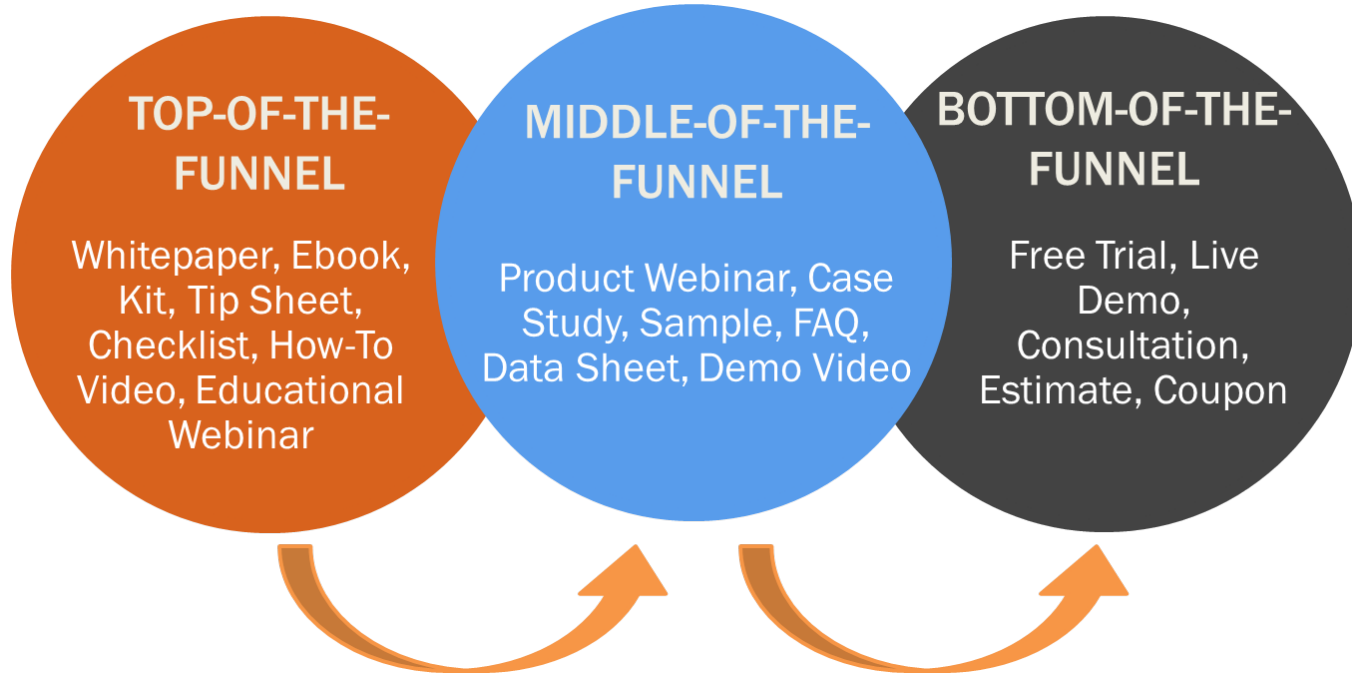
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Sign Up for 'Social Inbox' Early Access

Sign up to receive helpful kick-start content and early access to the new HubSpot Social Inbox tool.

Sign Up for Early Access

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





attract contacts who
are already leads but
not yet blog
subscribers

Company Name *

Website URL *

Does your company provide marketing services? *

(PR, SEO, web design or other e-marketing)

How many employees do you have? *

What is your role? *

What is your biggest marketing challenge? *

☐ Subscribe to HubSpot's Marketing Blog

Download Now

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

Contact Properties

About Personalization Forms List Imports

To get the most out of your contact database, use HubSpot's custom contact **properties** to collect and leverage the information that matters to your business the most. We've prepared some ideas for you to get you started.

Create Property Create Property Group

make it a
check box



Edit Contact Property

Label Subscriber to the HubSpot Blog

Name subscriber_to_the_hubspot_blog

Group Contact

Field Type Single On/Off Checkbox


Use in Forms? ☒ YES

Save Changes


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

Editing Field for Property "subscriber_to_the_hubspot_blog" ✕

Field Configuration

☐ Make field required ?  **DON'T make it required**


☐ Make field hidden ?

☒ Make smart field ?  **make it smart**

Label ?

Help Text ?

Selected by default? ?

☐  **DON'T make it checked off by default**

Done Editing

What's the name of this list?

Blog.HubSpot.com Email Subscribers Through LP Chec

include everyone who checked the box



Which contacts should be in this list?

Include contacts who meet all of these requirements:



Contact Property

Subscriber to the HubSpot Blog

is equal to

Yes x



+ Add another rule

to add contacts to this list who meet a different set of requirements

create a Smart List

When activated, this workflow will enroll...

Workflow Is Live

New contacts in list

Blog.HubSpot.com Em...

✓ Enrolled the list's existing contacts

78645 contacts

select your Smart List

Unenroll contacts when they join a goal list (optional) ?

No goal list selected

set up a
workflow

Add step

set the blog subscriber contact
property & frequency

1 First workflow step

Delay for 0 Days 0 Hours 0 Minutes

Set a contact property v...

HubSpot's Inbound Mar...

Weekly

Add step

send a welcome email

2 Second workflow step

Delay for 0 Days 0 Hours 0 Minutes after previous step

Send an email

Blog.HubSpot.com Wel...

Create Email

integrate blog
subscription with
your email
preference center



Subscription Preferences.

You're the boss. Keep the email subscriptions you like, get rid of the rest. We're here to earn your love.

You've got a lot of options.

[pvaughan@hubspot.com](#) [edit](#)

Uncheck the types of emails you do not want to receive:

☒ **Complimentary Marketing Resources**

Gain access to the latest marketing tips, trends, and best practices from HubSpot's award-winning Inbound Marketing Blog.

☒ **Product Updates**

Find out about upcoming customer-only webinars and receive timely HubSpot Academy news and updates.

☒ **Customer Education**

Find out about upcoming customer-only webinars and receive timely HubSpot Academy news and updates.

☒ **Marketing Events & Conferences**

Get the scoop on what's happening at the biggest and best Inbound Marketing conferences and meetups in the world. Discounts on tickets, special offers, and insider tips.

Email not really your thing?

Follow us
on:



☒ **Inbound Marketing Blog Notifications**

Stay up-to-date on the latest marketing tips, trends, and best practices from HubSpot's award-winning Inbound Marketing Blog.

What's the name of this list?

Blog.HubSpot.com Opt-Ins via Email Preferences Page

Which contacts should be in this list?

Include contacts who meet all of these requirements:



Contact Property ▼	Opted out of email: Inbound Ma... ▼	is equal to ▼	No × ▼	+ -
Contact Property ▼	HubSpot's Inbound Marketing B... ▼	(simply does not have this prop... ▼	▼	+ -
Contact Property ▼	Opted out of all email ▼	is not equal to ▼	Yes × ▼	+ -

create a Smart List

set up your
email
preference
center opt-in
workflow

When activated, this workflow will enroll... Workflow Is Live

New contacts in list ▼ Blog.HubSpot.com Opt-... ▼ This list's original members were not enrolled +

1198 contacts

Unenroll contacts when they join a goal list (optional) ?

No goal list selected ▼

[Add step](#)

1 First workflow step Delay for Days Hours Minutes −

Set a contact property v... ▼ HubSpot's Inbound Mar... ▼ Daily + −

[Add step](#)

2 Second workflow step Delay for Days Hours Minutes after previous step −

Send an email ▼ Blog.HubSpot.com Wel... ▼ [Create Email](#) + −

[Add step](#)

select your Smart List

set the blog subscriber contact
property & frequency

send a welcome email

4 NURTURING CUSTOMERS INTO PROMOTERS





GOAL:

**delighting customers
so they become
promoters of your
content**

relationship equivalent: happy marriage

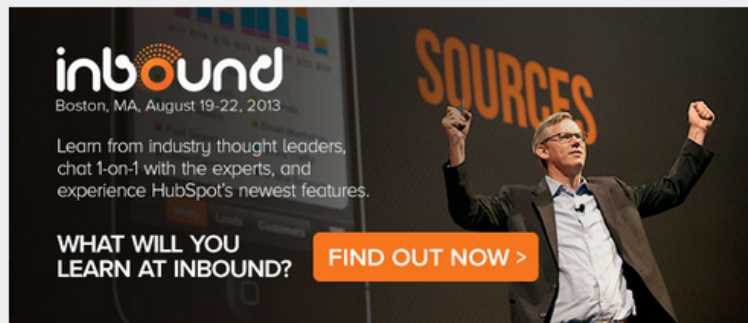


use Smart CTAs to show
special offers to
customers only



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

Evangelist x



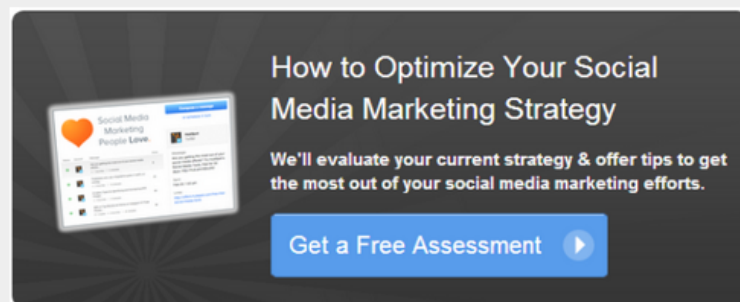
inbound
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Customer x



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Sign Up for 'Social Inbox' Early Access

Sign up to receive helpful kick-start content and early access to the new HubSpot Social Inbox tool.

Sign Up for Early Access



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



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So how can m
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[access your Social Inbox in HubSpot.](#)

What Customers See:

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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



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)

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 list:

Edit

Swap

Delete

CM: Active Customers (No Churns) x

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.](#)

+ 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

set up your
“magic” copy
Smart Rules

Smart CTA Name

Blog - Social Inbox First Paragraph CTA 

Button Type

Button builder

Custom image

Button Style

No styling

Font Size

24

Font

sans-serif

Button Color

#2990ff

Font Color

#ffffff

Button Size

Width

Height

☒ Set automatically

900

16

Call-to-Action Text

HubSpot Customers: You can do all of the following in you

Destination URL

Open in separate window ☒

https://app.hubspot.com/l/monitorir

Your pages

Update CTA

Cancel

choose 'no styling'

HubSpot Customers: You can do all of the following in your n

Width: 900px Height: 16px

copy goes here

relevant URL goes here

configure
your “magic”
copy

Need some inspiration?

Generate a random style

Smart CTA Name

Blog - Social Inbox First Paragraph CTA ✎

Button Type

Button builder

Custom image

Button Style

No styling ▼

Font Size

24 ▼

Font

sans-serif ▼

Button Color

#2990ff

Font Color

#ffffff

Button Size

Width

Height

☒ Set automatically

4

16

Call-to-Action Text

Destination URL

Open in separate window ☐

http://blog.hubspot.com

Your pages ▼

Update CTA

Cancel

choose 'no styling'

Width: 4px Height: 16px

input the HTML code for 'space'
to create an invisible CTA

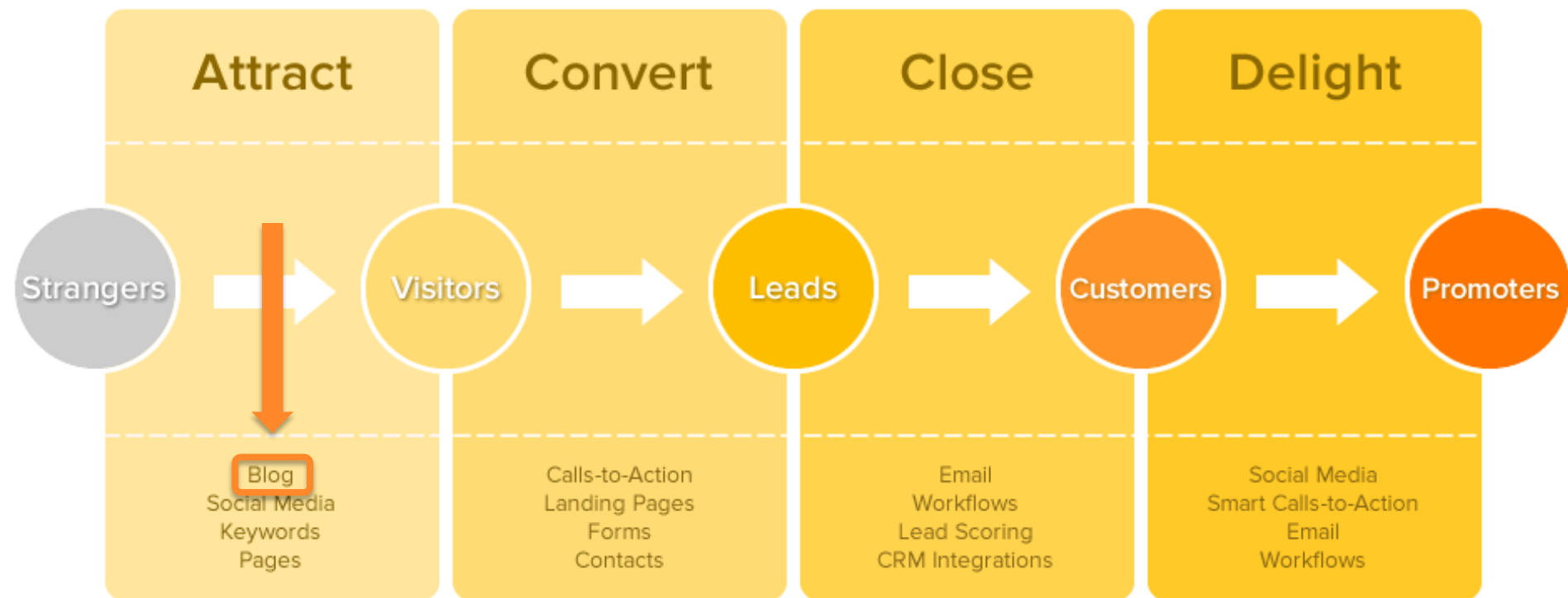
enter a URL (this doesn't matter
b/c it won't show up)

Need some inspiration?

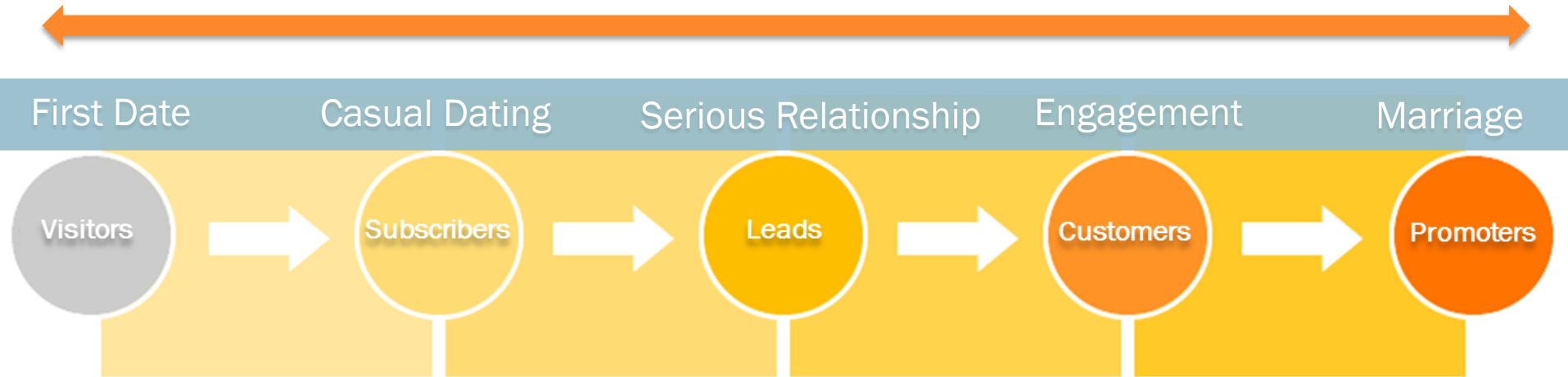
Generate a random style

configure
your invisible
copy

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



YOUR BLOG





QUESTIONS?

