



6 Steps to Optimize Your Emails for Higher Click-Through Rates and Conversions

Sarah Goliger
@sarahbethgo

#INBOUND13



SARAH GOLIGER

@sarahbethgo

I've rappelled down a 200ft waterfall, I taught swing dancing in college, and I once rode a camel in the desert.

6 Steps to Optimize Your Emails

- 1 Identify Your Email Goals.
- 2 Segment Your List.
- 3 Determine What to Send.
- 4 Create Optimized Emails.
- 5 A/B Test Your Emails.
- 6 Measure Your Results.

1 Identify your email goals.

WEAKLY DEFINED EMAIL GOALS

- Communicate with my audience
- Send content and information
- Run email promotions



WHY ARE THESE WEAKLY DEFINED?

THEY DON'T DIRECTLY ALIGN WITH
THE GOAL OF YOUR MARKETING,
FUELING YOUR SALES TEAM WITH
HIGH-QUALITY LEADS.





STRONGLY DEFINED EMAIL GOALS

- Generate more leads
- Nurture leads to be sales-ready
- Delight our customers

HOW TO DECIDE ON THE RIGHT GOALS FOR YOU



I HAVE A
LEAD **VOLUME**
PROBLEM.

Do I have a lead volume problem?

$$\text{Leads needed per month} = \frac{\text{Customers to generate per month}}{\text{Lead-to-customer conversion rate}}$$

FOCUS ON GENERATING
LEADS TO GROW YOUR
DATABASE



QUESTIONS TO ASK YOURSELF

- ☑ What sources are driving the majority of our leads right now?
- ☑ Are we currently using email marketing as a lead generation channel?
- ☑ How many leads are we driving through email marketing per month?
- ☑ How many leads would we *like* to drive through email marketing per month?

This is your goal.





GOAL: Generate ____ leads from email marketing this month to help increase lead volume.



I HAVE A
LEAD **QUALITY**
PROBLEM.

Do I have a lead quality problem?

$$\text{Lead-to-customer conversion rate} = \frac{\text{Customers to generate per month}}{\text{Leads generated per month}}$$

FOCUS ON NURTURING
YOUR LEADS TO GET
THEM SALES-READY



QUESTIONS TO ASK YOURSELF

- ☑ Does our sales team feel that the leads they're getting are low-quality?
- ☑ What efforts are we currently taking to educate our leads about our product/service before we send them to sales?
- ☑ At what rate are we converting our leads into customers?
- ☑ At what rate would we *like* to be converting our leads into customers?

This is your goal.

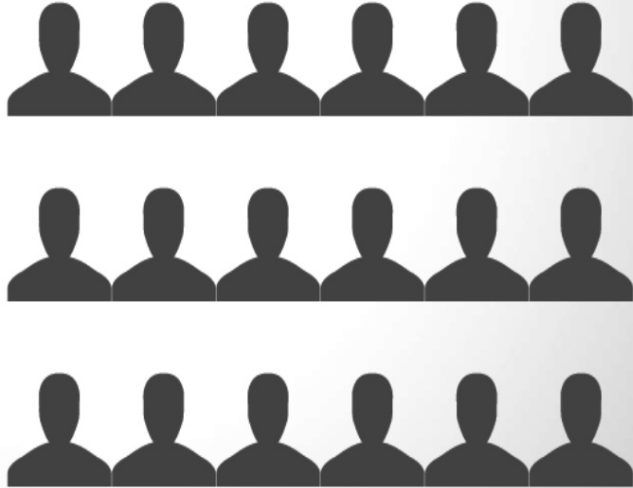




GOAL: Increase our lead-to-customer conversion rate to ____% by nurturing our leads through email marketing.

2 Segment your list.

WHAT IS LIST SEGMENTATION?



UNSEGMENTED LIST

- Send the same content to your entire list, regardless of personal or behavioral data.



SEGMENTED LIST

- Create smaller subgroups of your list based on personal or behavioral data.

WHY SEGMENT YOUR LIST?

4 out of 10

subscribers reported that they've marked emails as **spam** simply because they were **irrelevant**.

MarketingSherpa, 2011



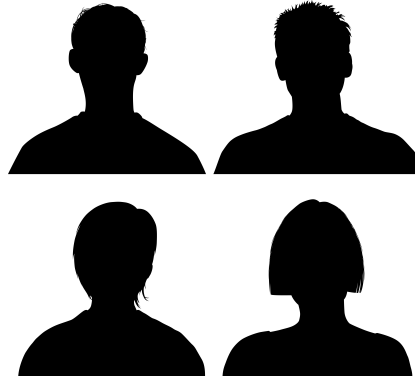
**YOUR BUYERS ARE NOT
ALL THE SAME.**

STOP TREATING THEM LIKE THEY ARE.

THE KEY TO SUCCESSFUL EMAIL MARKETING IS:



DELIVERING THE
RIGHT **MESSAGE**



TO THE RIGHT
PERSON



AT THE RIGHT
TIME

A young boy with dark hair and large black-rimmed glasses is looking upwards and to the left with a thoughtful expression. His hand is near his head. The background is dark blue with many light blue question marks. A light blue rectangular box is on the right side of the image.

HOW DO I KNOW IF I
SHOULD BE
SEGMENTING OR NOT?

Unless you're *just* getting started
& have a very small list...



**YOU SHOULD
ALWAYS BE
SEGMENTING.**

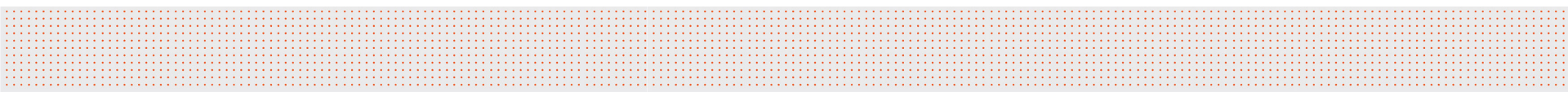
Segmented emails get

50%

more clicks than their
unsegmented counterparts.

MarketingSherpa, 2011

HOW TO APPROACH SEGMENTATION



Two black silhouettes of women's heads and shoulders, facing forward. The woman on the left has short, dark hair, and the woman on the right has shoulder-length, dark hair. They are positioned side-by-side, partially overlapping the orange banner below. The lower portion of their silhouettes is filled with the orange color of the banner.

START BY DEVELOPING PERSONAS.

Developing Personas

This is **Marketing Mary**. She works at a mid-sized business where she is responsible for lead generation for her sales team. Mary's primary concerns are staying on top of the latest marketing techniques and proving the ROI of her efforts to her boss.



Developing Personas



This is **Owner Ollie**. He runs his own business, so he's responsible for the marketing, sales, finances... and taking out the trash every now and then. Ollie's primary concern is successfully growing his business with the little time and resources he has.

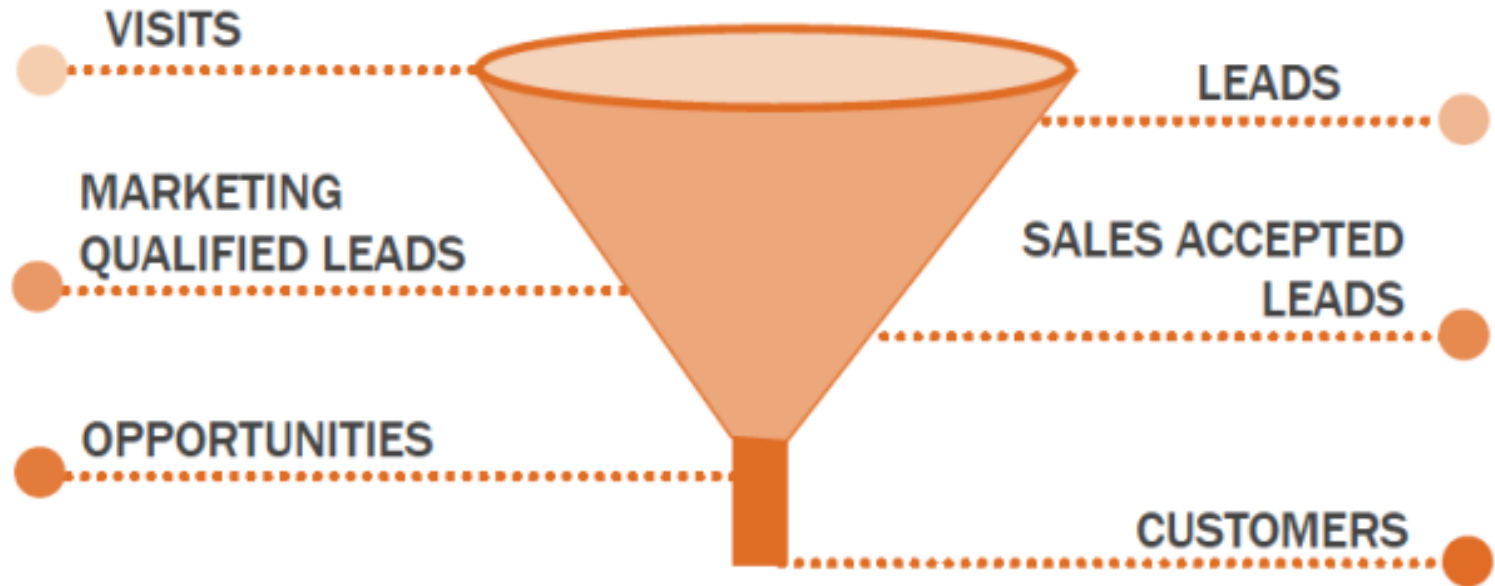
YOUR CONTACTS ARE AT
DIFFERENT STAGES OF
THE SALES CYCLE.





DEFINE YOUR LIFECYCLE STAGES.

Lifecycle Stages



Building Your Lists

Ask yourself:

- What criteria can I use to define each of my segments?
- What data do I have to categorize my leads?



First Name:	<input type="text" value="Sarah"/>
Last Name:	<input type="text" value="Goliger"/>
Email:	<input type="text" value="sgoliger@hubspot.com"/>
Company Name:	<input type="text" value="HubSpot"/>
Employees:	<input type="text" value="201 to 1,000"/>
Industry:	<input type="text" value="Technology - Software"/>
B2B vs. B2C? (PRELIM):	<input type="text" value="B2B"/>
Job Title:	<input type="text" value="Marketing"/>

Building Your Lists

What's the name of this list?





Marketing Mary - Technology

What type of list do you want?

- ☒  **Smart list** – add contacts continuously according to rules you set
- ☐  **Static list** – add contacts manually

Which contacts should be in this list?

Include contacts who meet all of these requirements:

 Contact Property	Number of Employees	is any of	25-50 x 50-100 x	+ -
 Contact Property	Job Title	is equal to	Marketing x	+ -
 Contact Property	Industry	is equal to	Technology x	+ -
 Contact Property	Lifecycle Stage	is equal to	Lead x	+ -

Then:

- Decide how to group that data
- Use that criteria to build out targeted lists

Ideas for Segmenting Your List

- Geography
- Age
- Gender
- Persona
- Organization Type
- Industry
- Job Function
- Seniority Level
- Past Purchases
- Purchase Interests
- Buying Frequency
- Purchase Cycle
- Content Topic
- Content Format
- Interest Level
- Education Level
- Content
- Engagement Level
- Buyer Behavior
- Change in Sales Cycle
- Email Type
- Satisfaction Index
- In-Store vs. Web Visitors
- Shopping Cart Abandonment
- Form Abandonment
- Usage



SO YOU'VE SLICED AND
DICED YOUR LIST.

NOW WHAT?

3 Determine what to send.

A close-up photograph of several hands in business attire (suits and ties) working together to assemble white puzzle pieces. The hands are positioned around the center of the frame, with some pieces already connected and others being placed. The background is slightly blurred, focusing attention on the hands and the puzzle. An orange rectangular overlay is positioned on the left side of the image, containing white text.

ALIGN YOUR CONTENT
WITH YOUR **GOALS.**

Content for Lead Generation



Hi there,

56% of email marketers plan to focus more on their email campaigns in 2013. *Are you maximizing conversions and clickthrough rates for every email you send?*

To help you make every email as effective as it can be, we've put together [a guide to the 12 components of a five-star email](#). In it, you'll also find a one-page printout that you can reference when you craft your emails.

[Download the Guide Now >>](#)

Grab your free guide and printout, and start optimizing those emails!

Enjoy,
Sarah



Sarah Goliger
Marketing Manager for Midsized Businesses
HubSpot

Free Guide: The Anatomy of a Five-Star Email

58% of marketers are focusing more on their marketing campaigns compared to last year. *How do you make sure this focus pays off?*

You need to make sure you are maximizing conversions and clickthrough rates with every email you send.

To help you make every email effective, we've put together a deep dive into the 12 components of a five-star email. In it, you'll find a one-page printout that you can reference when you craft your emails.

Grab your free guide + printout to the right, and start optimizing those emails!



Download Your Free Guide:

First Name *

Last Name *

Email ([privacy policy](#)) *

Website URL *

☐ I would like to talk to someone about HubSpot's email marketing software.

[Download Now](#)

Sharing



Content for Lead Nurturing

A few months ago, we launched [HubSpot 3](#), the latest version of HubSpot's marketing software, with dozens of new and more powerful features to help you do easier, faster, smarter marketing.

With brand new tools for **email marketing**, building **landing pages**, using your **contacts database** to target your messaging to each individual lead, and more, HubSpot brings the power of brilliant marketing to your fingertips.

But you don't have to take *my* word for it. Check out this [video tour of our new features](#):



What do you think? Ready to see a live demo, customized to your company and your marketing? You can [request a personalized demo of our new tools here](#).

Not sure how to find this data? No problem -- you can simply start a free trial of HubSpot's software to get immediate access to our Keywords tool. This tool will help you compile a list of keywords that will be easy to rank for, and will even help do the research for you.

[Click here to try HubSpot's Keyword tool for free now.](#)

Here's a screenshot of what the tool looks like:

The screenshot shows the HubSpot Keywords tool interface. At the top, there are three summary boxes: "528 Keywords Ranked in Top 3", "803 Keywords Ranked in Top 10", and "648 Contacts Generated". Below these are filters for "Actions", "All Keywords", and "From all campaigns". A dropdown menu is open for "All Keywords", showing options: "All Keywords", "Ranking Opportunities", "Conversion Opportunities", "Long Tail Opportunities", and "Competitors". The main table displays a list of keywords with columns for "Visits" and "Rank".

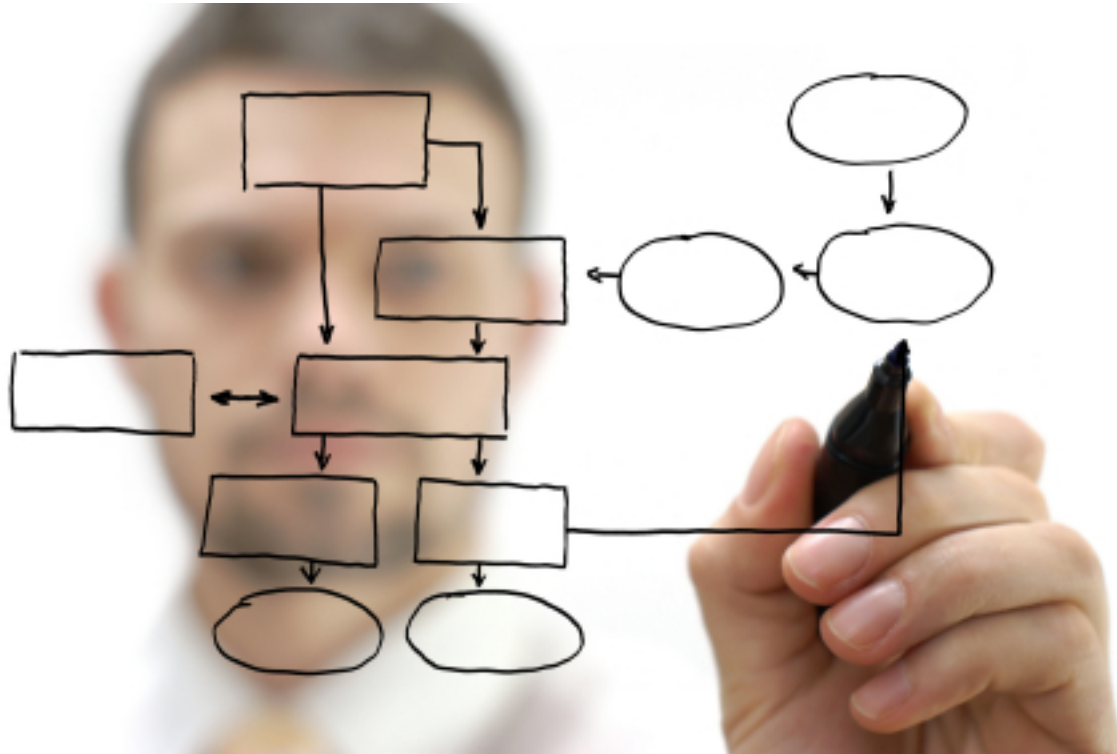
Keywords	Visits	Rank
hubspot Added September 1st	519	1
hub spot Added June 29th, 2012	1,469	1
inbound marketing Added September 1st, 2011	757	2

[And here's a link to the tutorial](#) on how to use the Keywords tool, so you can get started quickly. Using this tool should make it easier for you to brainstorm new blog posts.

MAP YOUR CONTENT.



What is Content Mapping?



Content mapping is when you **target your email content** to each segment based on their goals, needs, & interests.



MARKETING IS ABOUT CONTENT + CONTEXT.

Segmentation gives you the

CONTEXT



you need to send
the right **content**
to the right people.

WHAT TYPES OF
CONTENT
SHOULD I SEND?

Be Creative!

You can send:

- Ebooks
- Product updates
- Webinar invites
- Videos
- Blog posts
- Surveys



Determine what content does best with your audience.

- What content **topics** do they prefer?
- What content **formats** do they prefer?
- What content **length** do they prefer?



4

Create optimized emails.

COMPONENTS OF AN OPTIMIZED EMAIL

Components of an Optimized Email



- ☒ Subject line
- ☒ Sender name
- ☒ Personalization
- ☒ Body copy
- ☒ Image
- ☒ Call-to-action
- ☒ Social sharing buttons
- ☒ Unsubscribe link
- ☒ Mobile Optimization

1

SUBJECT LINE

WHY IS THIS
IMPORTANT?

☐ ☆ 📁 Sarah Goliger, HubSpot Inbox 11 free templates for your marketing to help you save time



You need to grab the
reader's **attention**.

1

SUBJECT LINE

- Address your readers' concerns
- Personalize
- Use actionable language
- Be explicit
- Strive for clarity over persuasion
- Be brief

“Ready to save time on your marketing?”

“How HubSpot’s marketing can be more efficient”

“Join us on our free SEO Experts webinar”

“[Free Ebook] How to Grow Your Business Blog”

“How to Nurture Your Leads More Effectively”

“Is your website leaking traffic?”

2

SENDER NAME

WHY IS THIS
IMPORTANT?



Sarah Goliger, HubSpot

Inbox

11 free templates for your marketing to help you save time



You need to
build **trust.**

2

SENDER NAME

- Send emails from an actual person
- Sign the email from that person
- Add the sender's picture to the bottom of the email
- Experiment with different sender names (ebook author vs. CEO)



Hi there,

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To help you make every email as effective as it can be, we've put together [a guide to the 12 components of a five-star email](#). In it, you'll also find a one-page printout that you can reference when you craft your emails.

[Download the Guide Now >>](#)

Grab your free guide and printout, and start optimizing those emails!

Enjoy,
Sarah



Sarah Goliger
Marketing Manager for Mid-sized Businesses
HubSpot



Sharing

3

PERSONALIZATION

WHY IS THIS
IMPORTANT?



HubSpot

Hi Dennis,

Your Facebook page has 12,498 fans - that's fantastic!

Developing a good fan base on Facebook is a great starting point, but Facebook is also a great way to get qualified leads for your business.

Find out why in our latest ebook, **How to Generate Leads Using Facebook**, featuring expert insights from Andrea Vahl, co-author of *Facebook Marketing for Dummies*.

After reading this guide, you'll know:

- The type of content you should post on Facebook
- How to capture leads from Facebook
- How to start advertising on Facebook
- How to measure your Facebook marketing success



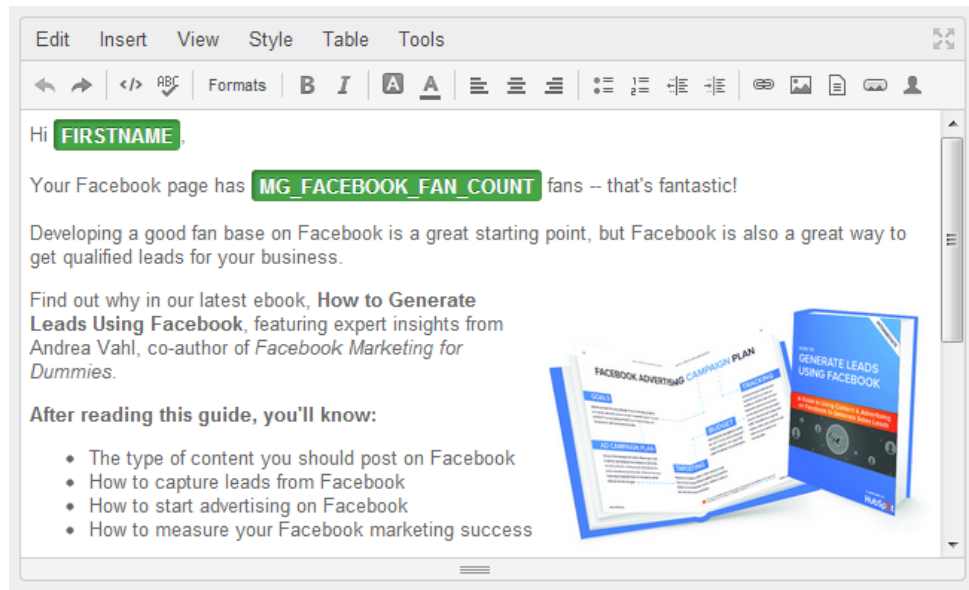
You need to make your
emails **relevant**.

[Download "Generate Leads Using Facebook" >>](#)

3

PERSONALIZATION

- Address emails to the person's name
- Include relevant demographic or behavioral information
 - ✓ Company name
 - ✓ Location
 - ✓ Role at company
 - ✓ Pages viewed
 - ✓ Items previously purchased
- Be creative!



4

WHY IS THIS
IMPORTANT?

BODY COPY



Hi there,

The way we use Twitter is broken. Feeds are flooded. Responses canned. Since the debut of this social platform, there have been over 163 billion tweets published.

But it's time to make Twitter personal again. It's time to **cut through the noise and find the right leads** to be talking to on social media.

Learn how to make Twitter a **more effective tool for your marketing, sales, and customer support teams** with this free ebook.

You need to make your
emails **concise &**
compelling.



[Download the ebook here >>](#)

Are you ready to make Twitter a real, engaging, and effective tool for the various departments at your company? Grab this guide, and let's get started.

4

BODY COPY

- Clearly convey what the offer is & why it's valuable
- Use brief, compelling language
- Use short paragraphs & bullet points to break up text visually
- Make it interesting
 - ✓ Tell a story
 - ✓ Use statistics
 - ✓ Use strong language



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5

IMAGE

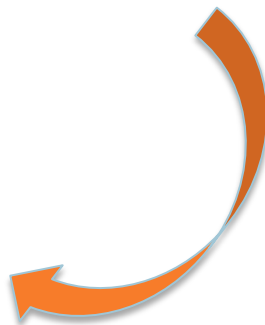
WHY IS THIS IMPORTANT?

[Download The Evolution of Advertising Timeline >>](#)

Plus, you'll get this snazzy timeline printout to download and hang on your cubicle wall. Who doesn't like some inspiring cubicle decor?



You need to make your emails **visually compelling**.



IMAGE

- Make your images relevant
- Choose visually compelling images to capture attention
- Match the image with your offer



Hey there,

Lead nurturing is a crucial part of any effective marketing strategy. If **you're not managing your leads properly, you're wasting your time, marketing resources, and money.**

Grab our free ebook, [Going Beyond Email: How to Use Workflows for Better Lead Nurturing](#), to learn how to use workflows to optimize your marketing funnel and convert more leads to customers.

[Download the ebook now >>](#)

In this ebook, you'll learn how to use workflows to:

- Build **stronger relationships** with your leads
- Send **higher quality leads** to your sales team
- Save **more of your time** as a marketer

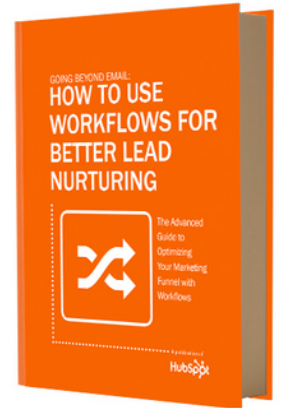
Stop wasting valuable leads. [Grab the free ebook](#), and start strengthening your lead management today.

Happy nurturing,
Sarah

P.S. [See HubSpot's workflows tool in action.](#)



Sarah Goliger
Marketing Manager for Midsized Businesses
HubSpot



Sharing



6

CALL-TO-ACTION

WHY IS THIS
IMPORTANT?

You want your readers to
click through
& **convert.**

HubSpot

A promotional banner for HubSpot. On the left, there is an illustration of a tablet displaying 'SEO TIPS' and a red coffee cup. To the right of the illustration, the text reads 'EXPERT SEO ADVICE WITH YOUR COFFEE' in bold orange letters. Below this, it says '5 Days of Quick Tips in Your Inbox from SEO Experts'. At the bottom left, it says 'Click below to sign up now.' and at the bottom right, there is a blue circular button with a white downward arrow.

**EXPERT SEO ADVICE
WITH YOUR COFFEE**

5 Days of Quick Tips in Your Inbox
from SEO Experts

Click below to sign up now.

Hi there,

In an ideal world, you'd have plenty of time to read up on the latest SEO tactics. In reality, you're lucky if you even have time to read over coffee. That's why we've gathered five SEO experts who have given us [their top tips](#) to share exclusively with you!

 **SIGN UP NOW**

When you sign up, you will receive:

- One quick SEO tip in your inbox every morning for 5 days
- A quick SEO action plan to use when you go back to your desk
- Useful knowledge to go along with your caffeine buzz

[Sign up to get five days of quick SEO tips delivered to your inbox.](#)

6

CALL-TO-ACTION

- Include a primary, focused call-to-action
- Make your CTA prominent & visually distinctive
- Write CTA copy that is:
 - ✓ Clear (“download”, “register”)
 - ✓ Urgent (“now”, “today”)
 - ✓ Friendly (“join us”, “get your”)
- Include multiple links & buttons

HubSpot



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When you sign up, you will receive:

- One quick SEO tip in your inbox every morning for 5 days
- A quick SEO action plan to use when you go back to your desk
- Useful knowledge to go along with your caffeine buzz

[Sign up to get five days of quick SEO tips delivered to your inbox.](#)

SOCIAL SHARING

FREE DOWNLOAD

Free ebook: 47 Handy Facebook Stats & Charts

A collection of 47 valuable stats about Facebook that are easy to share and use in your presentations.

Do you know the best time to engage with your customers on Facebook?

Grab this [free collection of 47 Facebook stats & charts](#) to help you determine the best strategy for your next Facebook marketing campaign.



[Download Your Free Ebook >>](#)

Share This With Your Friends



WHY IS THIS IMPORTANT?

You want to encourage your readers to **share**.



7

SOCIAL SHARING

- Make it easy for readers to share your offers with their networks
 - ✓ Expands your reach
 - ✓ Generates new leads
- Pre-populate your social sharing links with optimized copy

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Free ebook: 47 Handy Facebook Stats & Charts

A collection of 47 valuable stats about Facebook that are easy to share and use in your presentations.

Do you know the best time to engage with your customers on Facebook?

Grab this [free collection of 47 Facebook stats & charts](#) to help you determine the best strategy for your next Facebook marketing campaign.

[Download Your Free Ebook >>](#)



Share This With Your Friends



8

UNSUBSCRIBE LINK

WHY IS THIS
IMPORTANT?

You want your readers
to **want to hear**
from you

... and it's illegal not to.

Not responsible for your company's online marketing? You should [forward this to a colleague](#) who would find it helpful to learn more about lead generation.

Share this guide:



HubSpot 25 1st St. Cambridge MA 02141 USA

You receive this email because you are subscribed to Complimentary Marketing Resources from HubSpot.

Update your [email preferences](#) to choose the types of emails you receive.

[Unsubscribe from all future emails](#)

Powered by HubSpot

8

UNSUBSCRIBE LINK

- Comply with CAN-SPAM laws
- Don't trick people into staying on your list
- Makes your open rates & CTRs more accurate
- If they can't unsubscribe, they'll mark as SPAM

Not responsible for your company's online marketing? You should [forward this to a colleague](#) who would find it helpful to learn more about lead generation.

Share this guide:



HubSpot 25 1st St. Cambridge MA 02141 USA

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[Unsubscribe from all future emails](#)

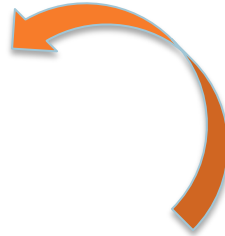
Powered by HubSpot

9

MOBILE-OPTIMIZED



WHY IS THIS
IMPORTANT?

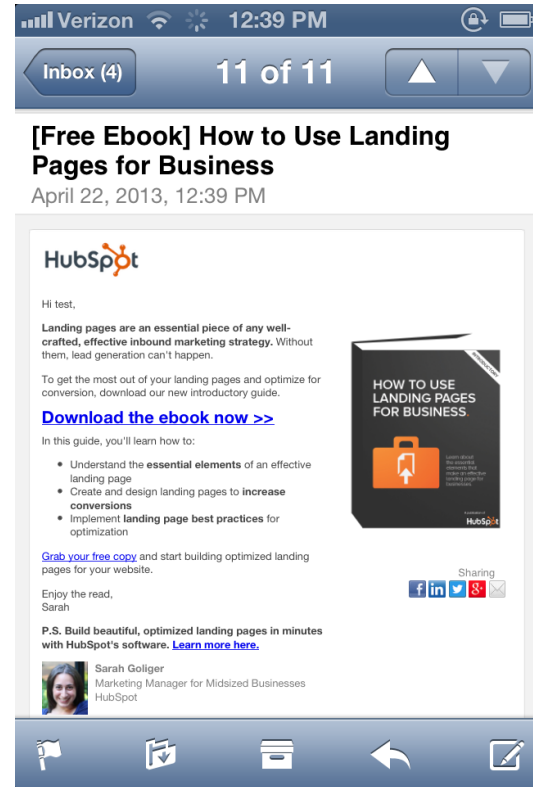


You want your emails to
display nicely across **all**
devices.

9

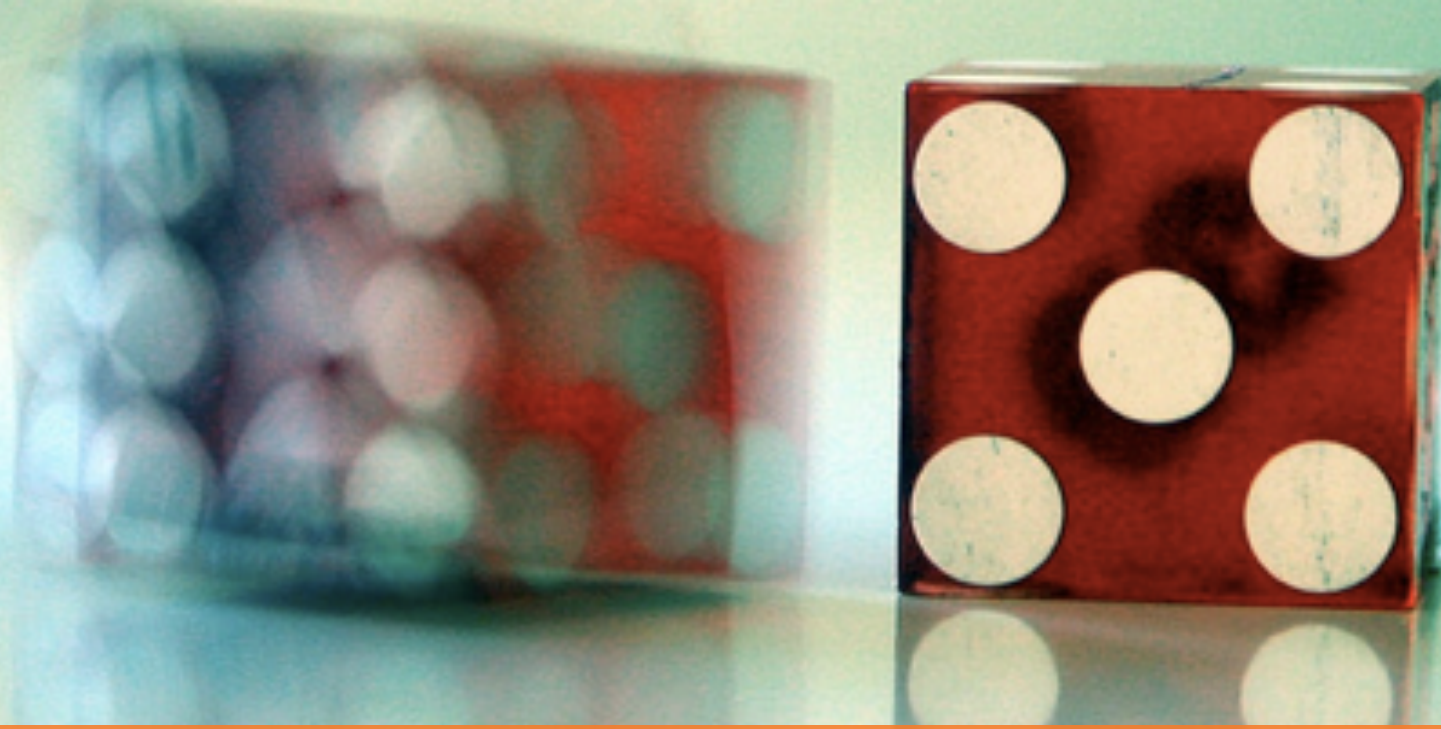
MOBILE-OPTIMIZED

- Design your emails to adapt to whatever device your readers are on
- Optimize for the best mobile user experience possible
- Don't miss a chance to convert a lead



5 A/B test your emails.

WHY A/B TESTING IS IMPORTANT



EMAIL MARKETING SHOULD **NOT** BE A GUESSING GAME.

There's a
science to it.





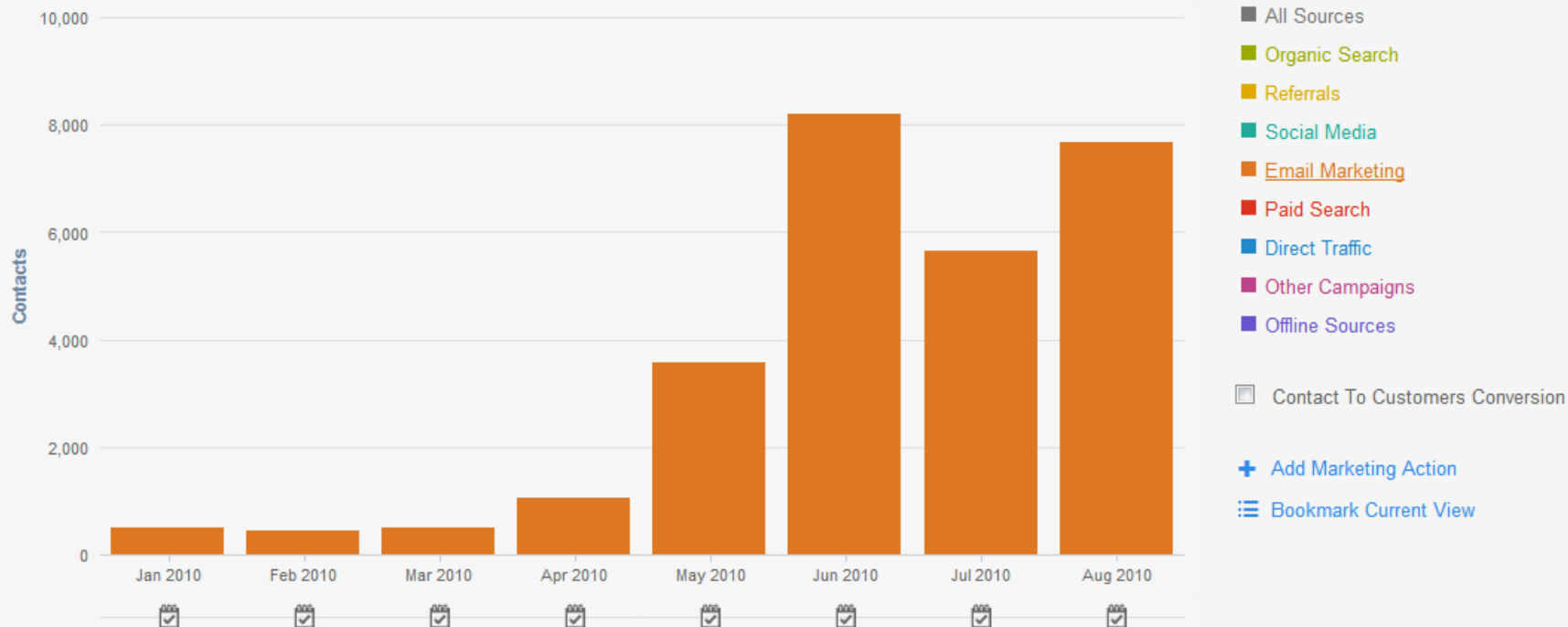
A/B testing is an
email marketer's
most powerful weapon.

Sources

Contacts

01/01/2010 - 08/31/2010...

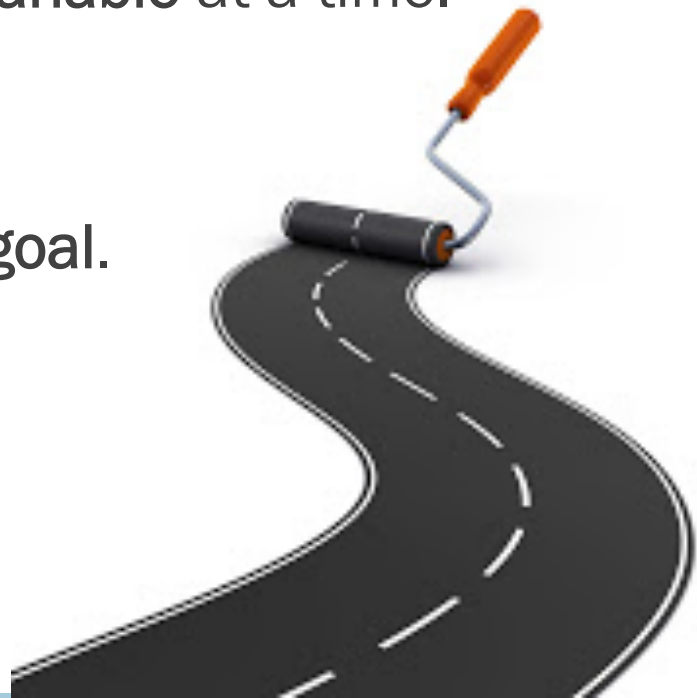
Select report...



HOW TO APPROACH A/B TESTING

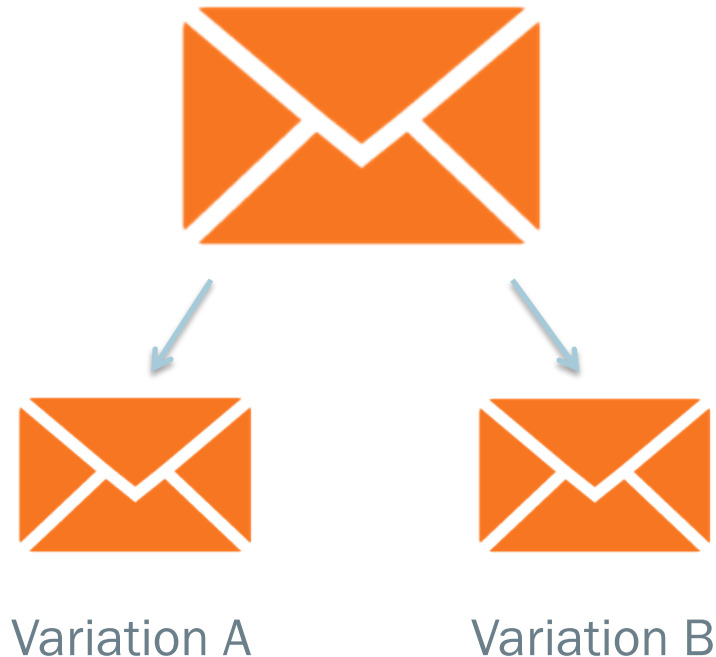
Some Guiding Principles

- ☑ Make sure you're only testing **one variable** at a time.
- ☑ Only run **two variations** at once.
- ☑ Every A/B test should have a **clear goal**.



HOW TO SET UP AN A/B TEST

Split your list in half
randomly & create an
email variation for each.



HubSpot's A/B testing tool

- Choose your A/B test size
- Winner automatically chosen
- Select metric by which to choose winner

The screenshot shows the HubSpot A/B testing interface. At the top, there are tabs for 'Content', 'Options', 'A / B Variations' (annotated with a red circle 1), and 'Sending'. To the right, a 'Variation:' selector shows 'A' as the active variation. Below the tabs, the 'A/B Test Sample' section includes a slider for test size, with 'A' at 15%, 'B' at 15%, and a 'Winning Version' at 70% (annotated with a red circle 3). The 'Choose a winning version by:' section has a dropdown menu set to 'Clicks by opens' (annotated with a red circle 2). Below this, the 'Version to send if sample is too low:' section has a dropdown set to 'Send A version'. The 'Time to gather test results' section features a slider set to '14 hour(s)'. Finally, the 'Version to send if results are inconclusive:' section also has a dropdown set to 'Send A version'.

Content Options **1** A / B Variations Sending Variation: **A** B

A/B Test Sample
Set the size of your test group.

A 15% **B** 15% **3** Winning Version 70%

Choose a winning version by:
Select a metric to determine the variation that will be sent to the remaining contacts.

2 Clicks by opens

Version to send if sample is too low:
Set which version of the email should be sent if final list size is less than 1,000 contacts.

Send A version

Time to gather test results
Set a time limit on gathering test results.
After this time is up, the winning version will be sent to the remaining contacts.

14 hour(s)

Version to send if results are inconclusive:
Set which version of the email should be sent if results are inconclusive after test period.

Send A version

How do I decide what % to test?

- Will largely depend on the size of your list
- Total list size must be >1,000 for HubSpot's tool
- Make sure your test sizes are enough to yield statistical significance

The screenshot shows the HubSpot A/B testing interface. An orange arrow points from the text 'How do I decide what % to test?' to the 'A/B Test Sample' section. In this section, a bar chart shows two variations, A and B, each at 15%. An orange circle highlights this bar chart, with a '3' in a red circle next to it. To the right of the bar chart, a box labeled 'Winning Version' shows '70%'. Below the bar chart, a dropdown menu is set to 'Clicks by opens', with a '2' in a red circle next to it. Further down, there are sections for 'Version to send if sample is too low' and 'Version to send if results are inconclusive', both with dropdown menus set to 'Send A version'.

Content Options **1 A / B Variations** Sending Variation: **A** B

A/B Test Sample
Set the size of your test groups

A 15% **B** 15%

3 Winning Version 70%

Choose a winning version by:
Select a metric to determine the variation that will be sent to the remaining contacts.

2 Clicks by opens

Version to send if sample is too low:
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Send A version

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14 hour(s)

Version to send if results are inconclusive:
Set which version of the email should be sent if results are inconclusive after test period.

Send A version

WHAT SHOULD I
A/B TEST?

72%

of email marketers are running
tests for their **subject line**.

MarketingSherpa, 2011

OFFER



Free Insight from over 3,300 Marketers.

The 2013 State of Inbound Marketing Annual Report is Finally Here!

For the third year in a row, marketers are increasing their inbound spending by nearly 50%. What have these marketers discovered? *Why have they interrupted their traditional methods to adopt inbound marketing?*

Download [HubSpot's 5th Annual State of Inbound Marketing Report](#), the most comprehensive review of the inbound industry available, for answers to these questions and more.

[>> Download The 2013 Report Now](#)



0.8% CTR



Hi there,

Practical, actionable, and trustworthy marketing advice is not always easy to come by.

That's why we asked industry-leading experts to reveal their best advice. This collection of [50+ Quick Marketing Tips](#) includes brilliant bits of wisdom on SEO, social media, PR, lead generation, and more.

[Download the Collection Now >>](#)

Expert contributors include:

- * Ann Handley, CCO of MarketingProfs, co-Author of Content Rules
- * Jay Baer, Founder of Convince & Convert, Author of Youtility
- * Laura Fitton, Author of Twitter for Dummies
- * Oli Gardner, Co-founder and Creative Director of Unbounce

Enjoy!
Sarah

P.S. Get customized and personalized expert advice by scheduling a [free website assessment](#) with a HubSpot consultant.




Sarah Goliger
Marketing Manager for Midsized Businesses
HubSpot



Sharing

1.4% CTR

FORMAT



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Sarah Goliger
Marketing Manager for Midsized Businesses
HubSpot



BY 9 AUTHORS & LEADING EXPERTS






50+
Quick Marketing Tips

BY THE EXPERTS

Includes Brilliant Bits of Wisdom on SEO, Social Media, Public Relations, Lead Generation, and More

HubSpot

Sharing

1.4% CTR

Hi there,

Just wanted to let you know that we've recently published a brand new ebook called [50+ Quick Marketing Tips](#), which I thought you might enjoy.

(You can grab a free copy here: <http://bit.ly/YVK1FK>)

This guide includes quick bits of marketing advice from industry-leading experts on content creation, Twitter, public relations, SEO and lead generation. I think you'll find it very useful.

Hope you enjoy the info!

Best,
Sarah

Sarah Goliger
Marketing Manager, HubSpot

Talk to a HubSpot sales representative today! Give us a call at 888-482-7768.

3.1% CTR

SENDER NAME



Sarah Goliger, HubSpot <smbmarketing@hubspot.com>

to me ▾

Hi there,

Inbound marketing-focused organizations see a **61% lower cost-per-lead** than outbound-focused companies. But how do you find and hire the best marketers to fuel the success of an inbound strategy?

To help you find and hire the perfect inbound marketer, we put together this short guide and hiring checklist: <http://offers.hubspot.com/how-to-find-and-hire-the-perfect-inbound-marketer>

In this guide, you'll get:

- * **A checklist of core competencies** needed to be a successful inbound marketer
- * **Suggested interview questions** to master interviewing and screening
- * **A handy score sheet** to rate candidates

Happy hiring,
Sarah

P.S. Looking to make your marketing more effective? Get a free review of your website from one of our inbound marketing specialists: <http://offers.hubspot.com/inbound-marketing-assessment>

Sarah Goliger
Marketing Manager for Midsized Businesses
HubSpot

10.2% Open Rate



Sarah Goliger <smbmarketing@hubspot.com>

to me ▾

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Sarah Goliger
Marketing Manager for Midsized Businesses
HubSpot

12.7% Open Rate

SEND TIME

Email Send Date & Time

☐ Send email immediately

☒ Send email at a scheduled date and time

Apr 11, 2013 7:00 am US/Eastern [Timezone settings](#)



Hi there,

Did you know that companies see a **55% increase in leads** when increasing the number of landing pages on their site from just 10 to 15? Now imagine how much easier that would be if you had **79 of the best converting landing page templates** to choose from.

Creating landing pages takes time and budget. Even in the HubSpot marketplace, a single template costs \$100. **That's why we're offering 79 landing page templates, a \$7,900 value, for free.**



17.7% Open Rate

Email Send Date & Time

☐ Send email immediately

☒ Send email at a scheduled date and time

Apr 11, 2013 1:00 pm US/Eastern [Timezone settings](#)



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19.3% Open Rate

LANDING PAGE

Free Ebook: How To Turn Facebook Fans Into Paying Customers

With over 1 billion users, Facebook serves as a great platform for reaching your business's ideal customer. But what are the best ways to turn that audience into actual paying customers? **The key is engaging your fans and drawing them to your website before carefully guiding them through the marketing funnel.**

Learn the process for increasing your reach to generate leads and close sales all through Facebook use. Discover how to:

- Plan Your Facebook Strategy
- Direct Fans to Your Company Website
- Turn Leads Into Customers
- Close the Loop on Facebook Marketing
- ...and more!

Download your free copy to start learning how you can turn mere prospects into customers through your company Facebook page today.



Get Your Free Ebook

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Sarah

Last Name *

Goliger

Email ([privacy policy](#)) *

sgoliger+emailtests@hubspot.com

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http://www.hubspot.com

[Download Now](#)

49.4% Conversion Rate

Free Ebook: How To Turn Facebook Fans Into Paying Customers



With over 1 billion users, Facebook serves as a great platform for reaching your business's ideal customer.

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- ✓ Turn Leads Into Customers ✓ Close the Loop on Facebook Marketing
- ✓ ...and more!

Download your free copy to start learning how you can turn mere prospects into customers through your company Facebook page today.

Get Your Free Ebook

First Name *

Sarah

Last Name *

Goliger

Email ([privacy policy](#)) *

sgoliger+emailtests@hubspot.com

Website URL *

http://www.hubspot.com

[Download Now](#)

Official Site

51.8% Conversion Rate

OTHER IDEAS

Offer

- Topic
- Format
- Length/Size
- Name

Sender Name/Address

- Consistent vs. Changing
- Person vs. Company
- Category-Related Name
- Familiar vs. Unfamiliar

Format

- Plain Text vs. HTML
- Content in Text vs. Images
- Number of Calls to Action
- Length of Email

Landing Page

- Description
- Length
- Image/Preview
- Form Placement
- Number of Form Fields
- Which Form Fields
- Form “Submit” Button Text

Audience

- Interest
- Persona
- Recency or Level of Engagement
- Other Demographics
- Lifecycle Stage

Timing & Frequency

- Day of Week
- Time of Day
- Triggered by Behavior
- Frequency

6 Measure your results.



It's not enough to just be measuring
your open rates & click-through rates.

The background of the slide features a collage of business-related documents and charts. In the upper right, there is a 3D bar chart with four bars in blue, red, green, and blue, set against a grid with a vertical axis labeled 0, 1, 2, 3, 4, 5. To its left, a line graph shows a red line peaking and then declining, with a blue line following a similar but lower path. In the lower center, a 3D pie chart is visible, divided into five segments of blue, purple, green, red, and blue. The bottom of the slide is covered by a solid orange banner.

You should be tying all of your efforts
back to your **higher-level goals.**

WHAT METRICS
SHOULD I TRACK?

Email Metrics to Measure

- ✓ Click-through rate & open rate
- ✓ Bounce rate
- ✓ Unsubscribe rate
- ✓ # new leads from email
- ✓ Lead-to-customer conversion rate*

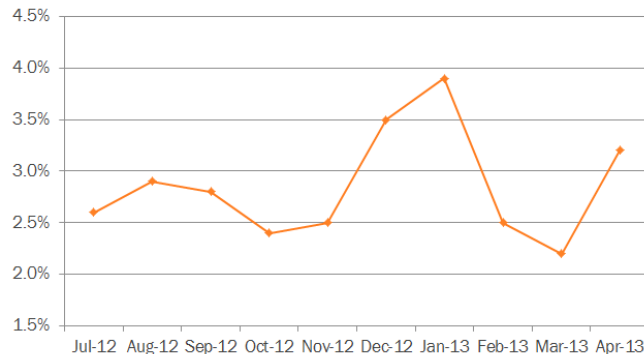


*for lead nurturing efforts

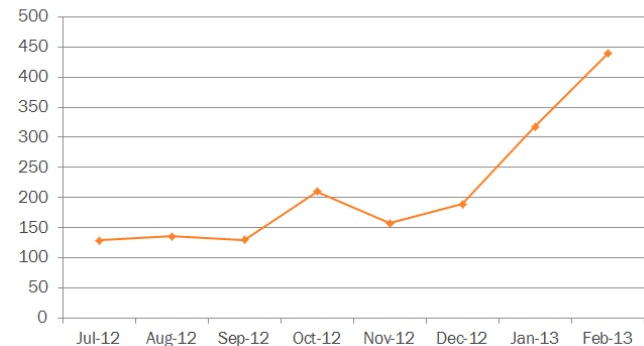
Monthly Email Reporting

Email Name	Open Rate	Click Rate
Mary-20130522-101 Examples of Effective CTAs	17.7%	4.1%
Mary-20130501-Anatomy Of A Five Star Email	16.0%	3.9%
Mary-20130528-Downloaded 101 Effective CTAs-Demo CTA Tools	29.2%	3.8%
Mary-20130528-HasAnalytics-86 Charts to Use in Your Next Presentation	16.6%	3.1%
Mary-20130521-Sales-Tony Robbins Webinar Sales Secrets	15.0%	2.9%
Mary-20130515-Organic-Expert Marketing Advice	13.8%	2.7%
Mary-20130503-HasFacebookHasTwitterHasNo-Facebook Fans into Twitter	15.6%	2.6%
Mary-20130503-HasAutomationHasAnalytics-Customer Audit	18.5%	2.6%
Mary-20130517-Interested in Social Media-Google+ for Business	15.2%	2.1%
Mary-20130528-HasFacebookHasTwitter-Social Part of Social Media	14.3%	2.0%
Mary-20130530-HasBlogHasLowTrafficHasNo-86 Charts to Use in Your Next Presentation	12.2%	1.7%
Mary-20130528-HasAutomation-Automation Starter Kit	21.7%	1.5%
Mary-20130503-HasLowTraffic-Mastering SEO & CRO Webinar	17.2%	1.5%
Mary-20130503-HasBlog-Mastering SEO & CRO Webinar	15.0%	1.5%
Mary-20130515-PaidCoMktg-SOIM vs Expert Advice	14.3%	1.2%
Mary-20130508-Sales-How Twitter Can Solve Challenges	15.7%	1.2%
Mary-20130508-Marketers-How Twitter Can Solve Challenges	15.4%	1.2%

Avg. CTR for Mary Emails

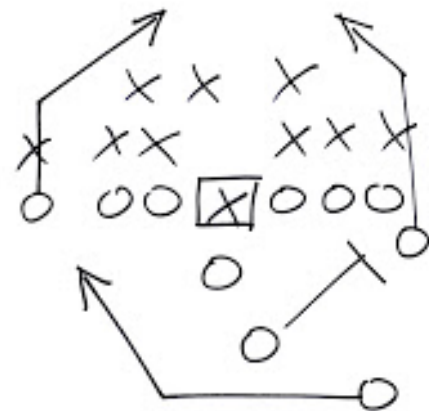


New Contacts from Mary Emails



How to Think About This Data Strategically

- ✓ Is my **average click-through rate** going up or down? Why?
- ✓ Did I generate more or fewer **leads from email marketing** this month? Why?
- ✓ Did my **lead-to-customer conversion rate** increase or decrease? Why?
- ✓ What can I do to increase all of these metrics next month?



IN SUMMARY...



1.

IDENTIFY STRONG GOALS. STAY FOCUSED ON THEM.



2.

SEGMENT YOUR LIST. USE YOUR DATA WISELY.



3.

DETERMINE WHAT TO SEND. MAKE IT RELEVANT.



4.

CREATE YOUR EMAILS. OPTIMIZE EVERYTHING.



5.

ALWAYS BE A/B TESTING. LEARN WHAT WORKS.



6.

MEASURE YOUR RESULTS. ACHIEVE YOUR GOALS.

THANK YOU.

QUESTIONS?

