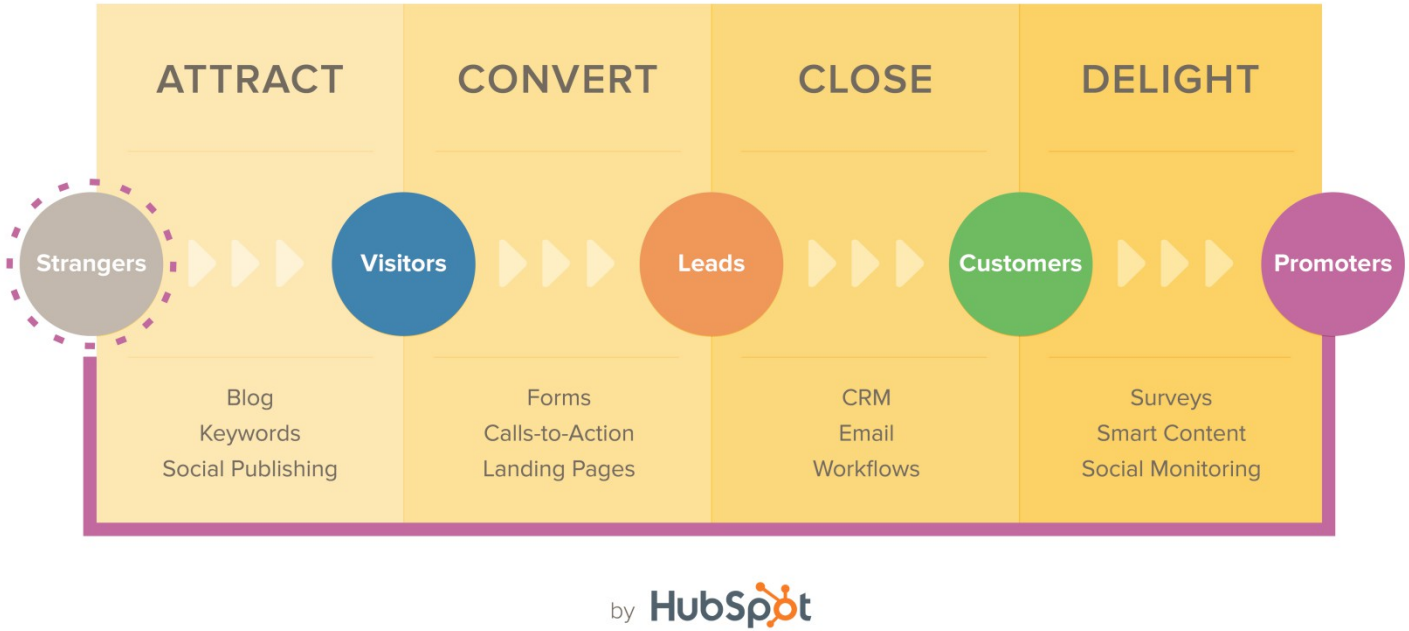
HubSpot: What it is & why you might want to use it.

WordPress Cambridge Meetup
13.02.2017

AGENDA

1. Big picture
2. Marketing platform
3. Sales platform
4. CMS

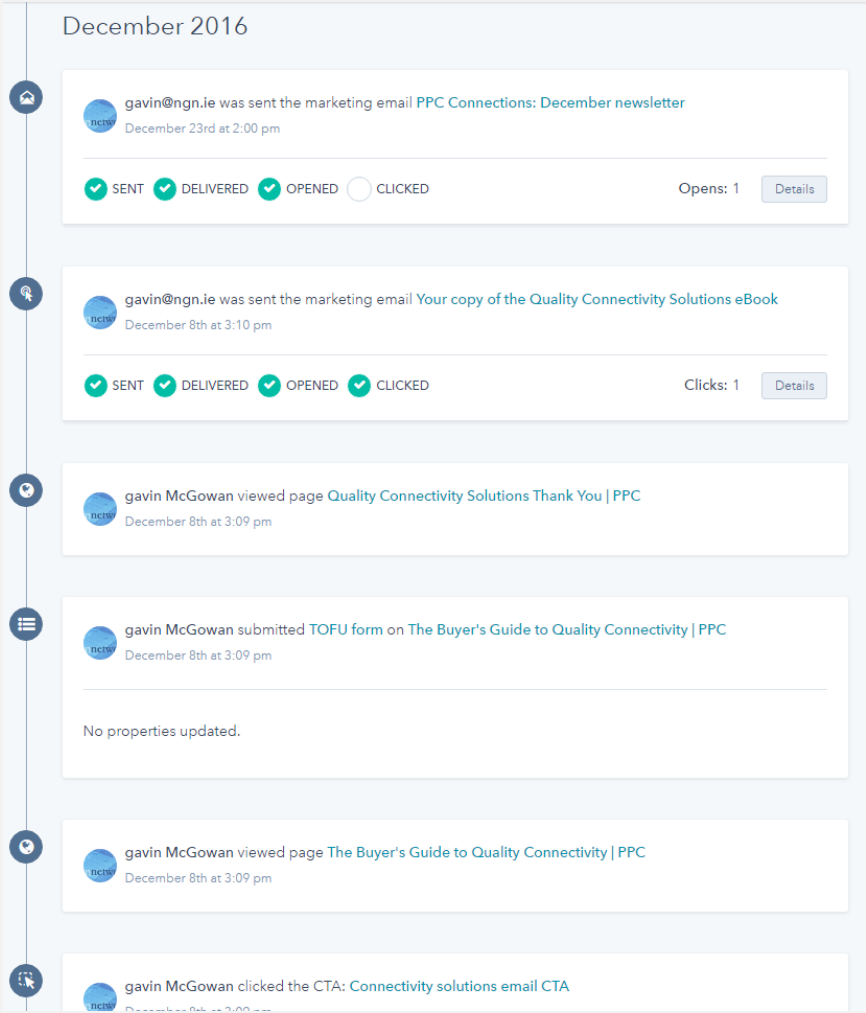
Inbound Methodology



Marketing Platform

Contacts

1. Email-centred
2. Marketing activity tracked
3. History builds over time



Blog

Optimize

Improve your content for better performance by following these suggestions.

This blog post is about:

× organisational design × design and mindset × organisational design and mindset

DONE

TITLE

- "How can businesses rethink their organisational design and mindset?" is 67 characters.
- "How can businesses rethink their organisational design and mindset?" has 3 keywords in the title: organisational design, design and mindset, and organisational design and mindset.

META

- There are 129 characters in your meta description.
- There are 3 keywords in your URL: organisational design, design and mindset, and organisational design and mindset.
- There are 3 keywords in your meta description.

IMAGE

- "How can businesses rethink their organisational design and mindset?" includes 2 images.
- There are 0 images without alt text.

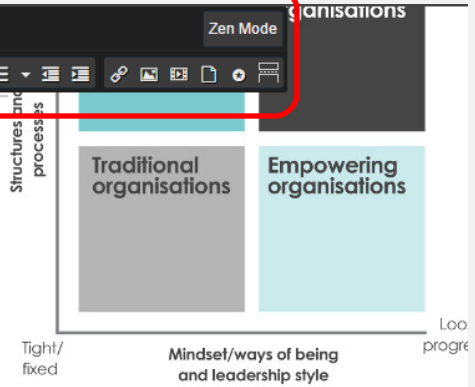
CONTENT BODY (1,161 WORDS)

Edit Insert Style Table Tools Zen Mode

4. Next stage organisations

Businesses that fall into this category are very progressive organisations, both in terms of their structure and ways of being.

So, what is a next stage organisation doing that is different from a traditional one? And how can those businesses that fall somewhere in the middle of the spectrum learn from their example?



Mindset

What comes first: mindset or structure?

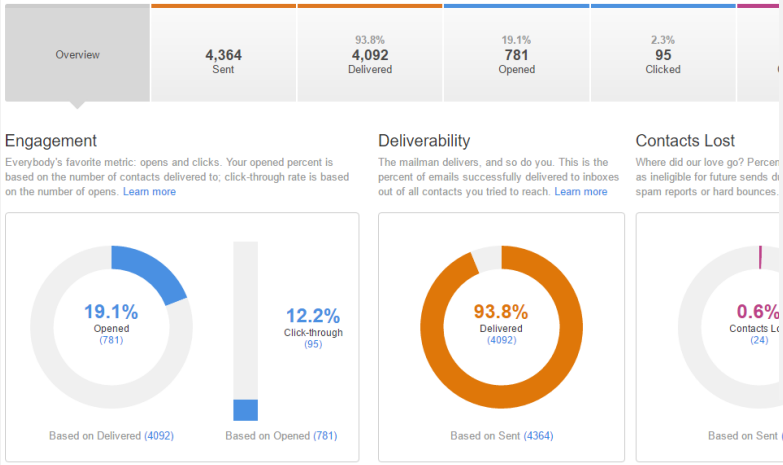
Lisa Gill, the founder of Reimaginaire, says: "If you start with mindset, then you have a really good foundation to co-create the structures you need. But if you start with structures, you move into a tricky space, because it's difficult to solve problems with the same thinking that got you there in the first pla

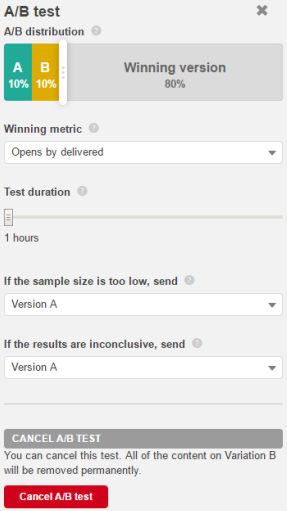
"Even the best structures in the world will be meaningless if you don't have the right culture or the right skills or mindset to make them work."

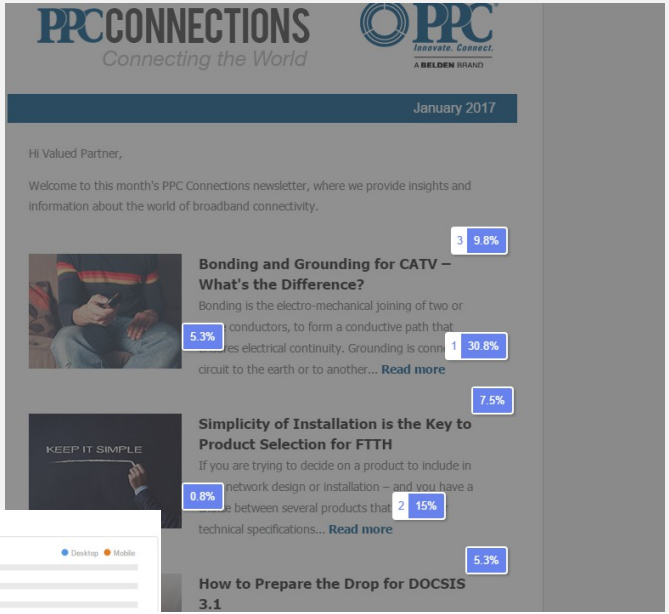
Many organisations are experimenting with new ways of being. There is a focus on decentralising knowledge and power, increasing transparency, and firmly establishing adult-to-adult communicatio the workplace.

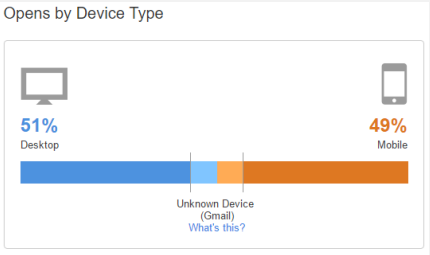
One system that is gaining traction is Sociocracy. This term essentially describes a system of governan

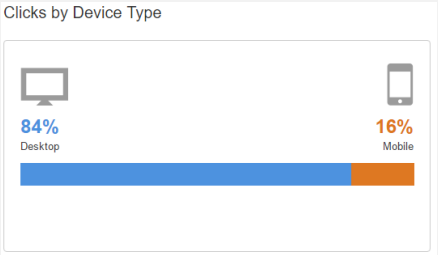
Email

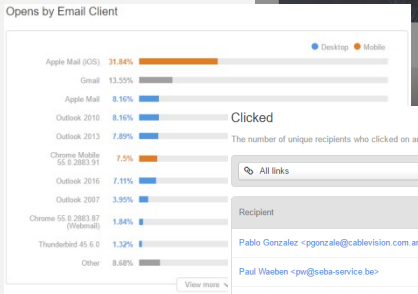

Overview
4,364
Sent
93.8%
4,092
Delivered
19.1%
781
Opened
2.3%
95
Clicked
Engagement
Everybody's favorite metric: opens and clicks. Your opened percent is based on the number of contacts delivered to; click-through rate is based on the number of opens. Learn more
Deliverability
The mailman delivers, and so do you. This is the percent of emails successfully delivered to inboxes out of all contacts you tried to reach. Learn more
Contacts Lost
Where did our love go? Percen
as ineligible for future sends d
spam reports or hard bounces.
19.1%
Opened
(781)
12.2%
Click-through
(95)
93.8%
Delivered
(4092)
0.6%
Contacts Lo
(24)
Based on Delivered (4092)
Based on Opened (781)
Based on Sent (4364)
Based on Sent (4364)

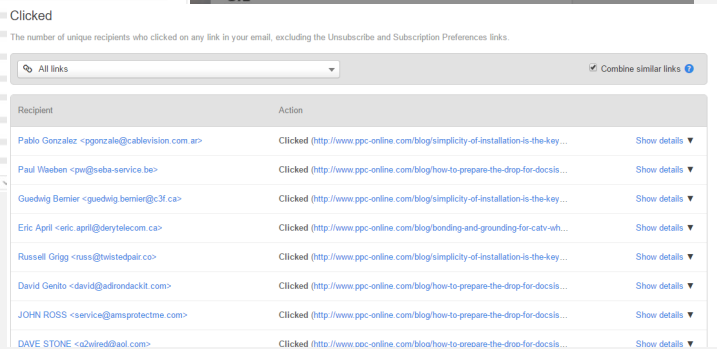

A/B test
A/B distribution
A
10%
B
10%
Winning version
80%
Winning metric
Opens by delivered
Test duration
1 hours
If the sample size is too low, send
Version A
If the results are inconclusive, send
Version A
CANCEL A/B TEST
You can cancel this test. All of the content on Variation B will be removed permanently.
Cancel A/B test


PPCCONNECTIONS
Connecting the World
PPC
Innovate. Connect.
A BELDEN BRAND
January 2017
Hi Valued Partner,
Welcome to this month's PPC Connections newsletter, where we provide insights and information about the world of broadband connectivity.
3
9.8%
Bonding and Grounding for CATV – What's the Difference?
Bonding is the electro-mechanical joining of two or
conductors, to form a conductive path that
es electrical continuity. Grounding is conn
circuit to the earth or to another... Read more
5.3%
1
30.8%
7.5%
KEEP IT SIMPLE
Simplicity of Installation is the Key to Product Selection for FTTH
If you are trying to decide on a product to include in
network design or installation – and you have a
between several products that
technical specifications... Read more
0.8%
2
15%
5.3%
How to Prepare the Drop for DOCSIS 3.1

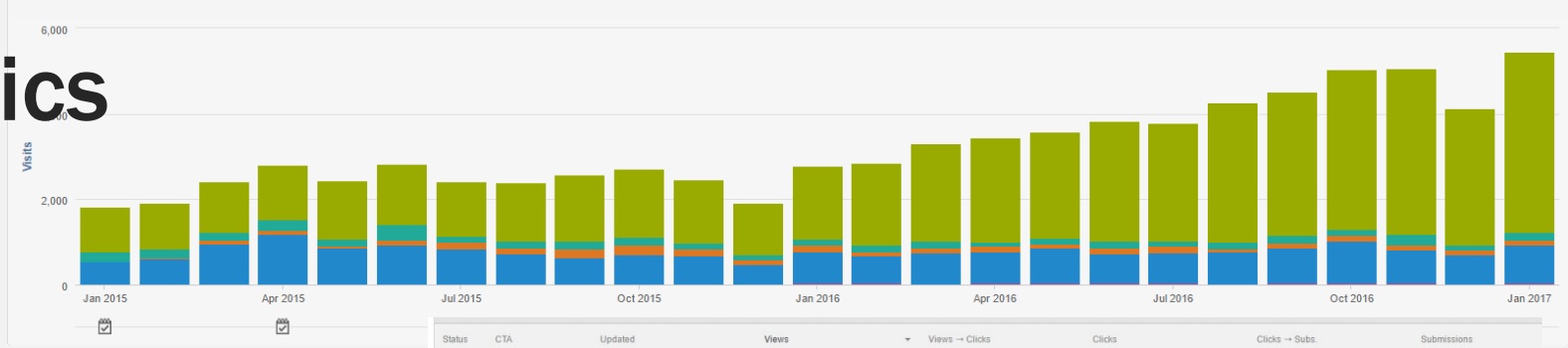

Opens by Device Type
51%
Desktop
49%
Mobile
Unknown Device
(Gmail)
What's this?

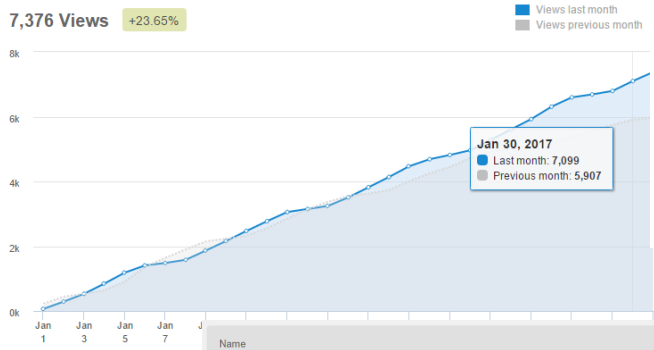

Clicks by Device Type
84%
Desktop
16%
Mobile


Opens by Email Client
Desktop
Mobile
Apple Mail (iOS) 31.84%
Gmail 13.55%
Apple Mail 8.16%
Outlook 2010 8.16%
Outlook 2013 7.89%
Chrome Mobile 55.0.2883.91 7.5%
Outlook 2016 7.11%
Outlook 2007 3.95%
Chrome 55.0.2883.87 (Webmail) 1.84%
Thunderbird 45.6.0 1.32%
Other 8.68%
View more


Clicked
The number of unique recipients who clicked on any link in your email, excluding the Unsubscribe and Subscription Preferences links.
All links
Combine similar links
Recipient
Action
Pablo Gonzalez <pgonzale@cablevision.com.ar>
Clicked (http://www.ppc-online.com/blog/simplicity-of-installation-is-the-key...
Show details
Paul Waeben <pw@seba-service.be>
Clicked (http://www.ppc-online.com/blog/how-to-prepare-the-drop-for-docsis...
Show details
Guedwig Bernier <guedwig.bernier@c3f.ca>
Clicked (http://www.ppc-online.com/blog/simplicity-of-installation-is-the-key...
Show details
Eric April <eric.april@derytelecom.ca>
Clicked (http://www.ppc-online.com/blog/bonding-and-grounding-for-catv-wh...
Show details
Russell Grigg <russ@twistedpair.co>
Clicked (http://www.ppc-online.com/blog/simplicity-of-installation-is-the-key...
Show details
David Genito <david@adirondackit.com>
Clicked (http://www.ppc-online.com/blog/how-to-prepare-the-drop-for-docsis...
Show details
JOHN ROSS <service@amsprotectme.com>
Clicked (http://www.ppc-online.com/blog/how-to-prepare-the-drop-for-docsis...
Show details
DAVE STONE <a2wired@aol.com>
Clicked (http://www.ppc-online.com/blog/how-to-prepare-the-drop-for-docsis...
Show details

Metrics



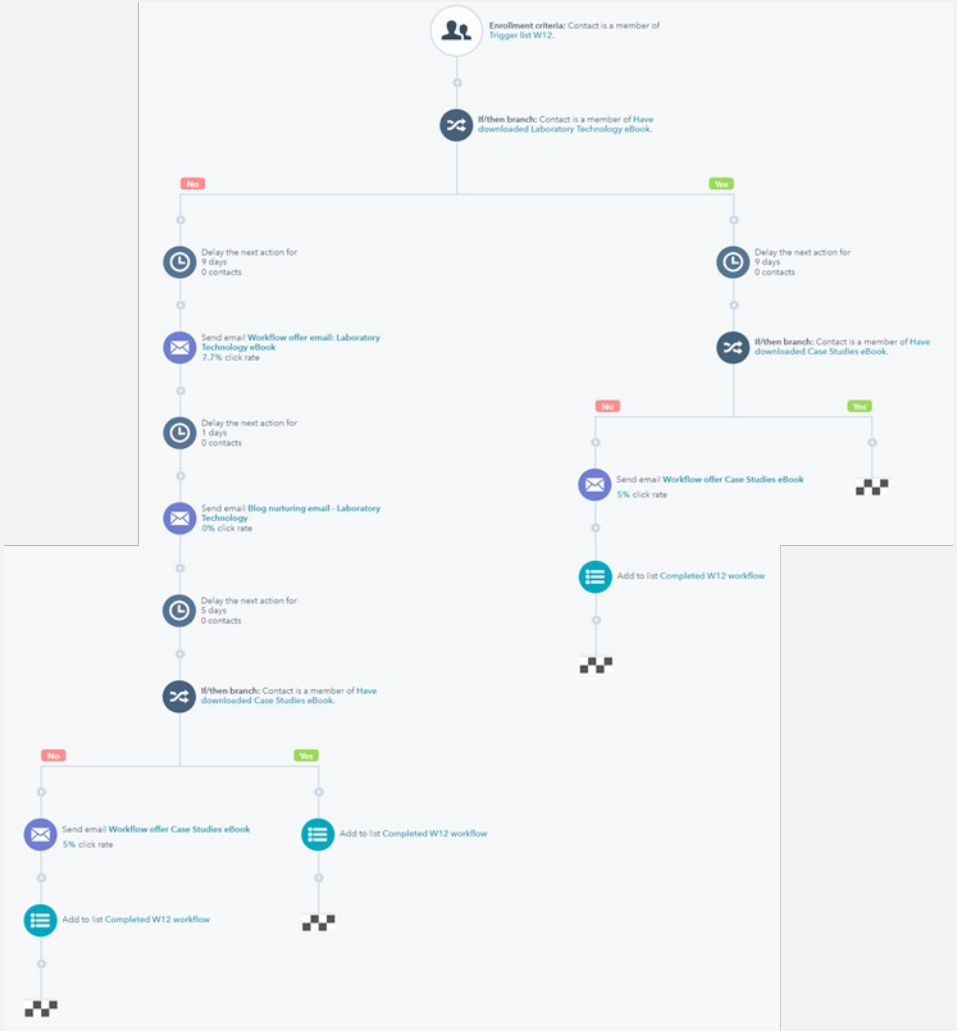


Status	CTA	Updated	Views	Views → Clicks	Clicks	Clicks → Subs.	Submissions
	Newsletter sign-up (sidebar) STANDARD CTA						(63) (20)
		Aug 4 2016	41,172	2.97%	1,221	2.78%	34
	Connectivity solutions STANDARD CTA						(25) (6)
		Jul 28 2016	41,146	1.01%	416	23.56%	98
	Get Newsletter STANDARD CTA						(100+) (33)
		Nov 29 2016	37,431	0.75%	281	38.43%	108
	Download DOCSIS 3.1 whitepaper STANDARD CTA						(2) (1)
		Nov 1 2016	24,294	0.23%	55	21.82%	12

Name	Views	Submissions	Rate
In Building eBook LP	624	352	56.41%
Newsletter sign up LP	747	176	23.56%
DOCSIS white paper LP	368	154	41.85%
Buyer's Guide to Quality Connectivity LP	521	148	28.41%
Guide to FTTP deployment LP	305	138	45.25%

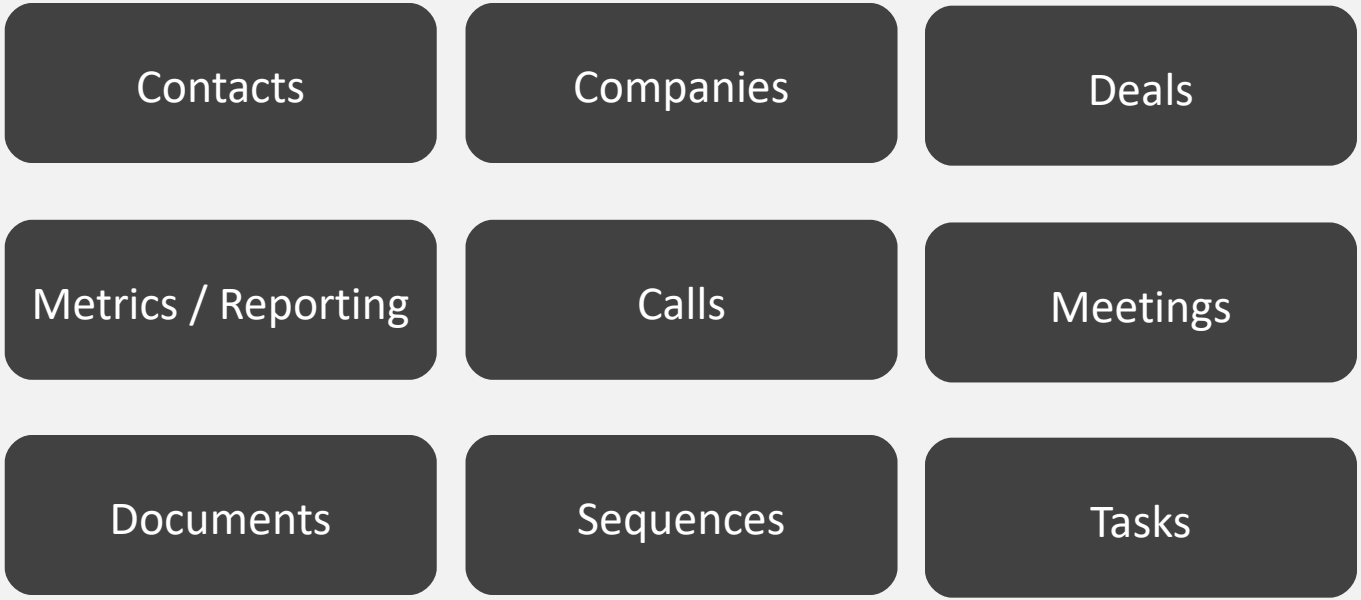
Workflows

1. Nurture leads over time
2. Based on behaviour



Marketing Platform

Sales Platform



CMS (COS)

Templates

Drag & Drop

Mobile Optimised

Smart Content

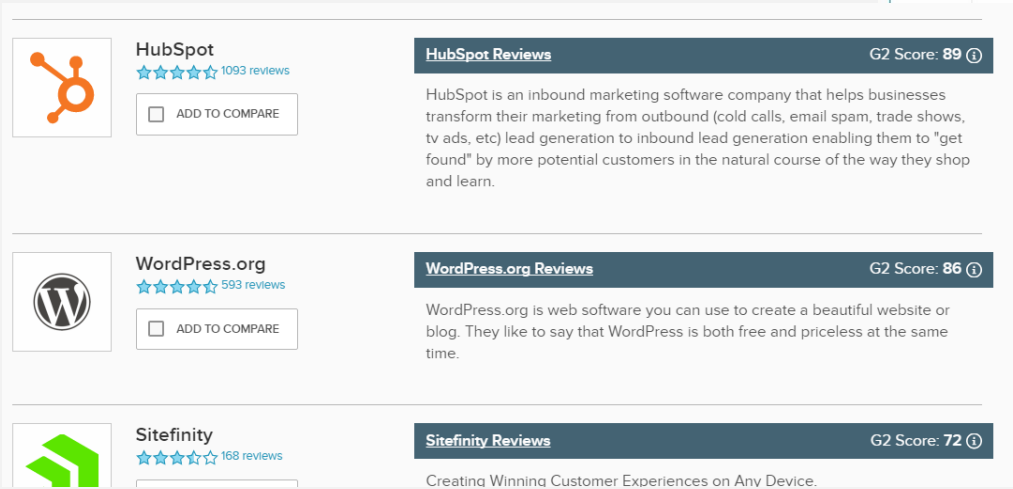
Hosting

CDN

Staging

Best CMS(?)

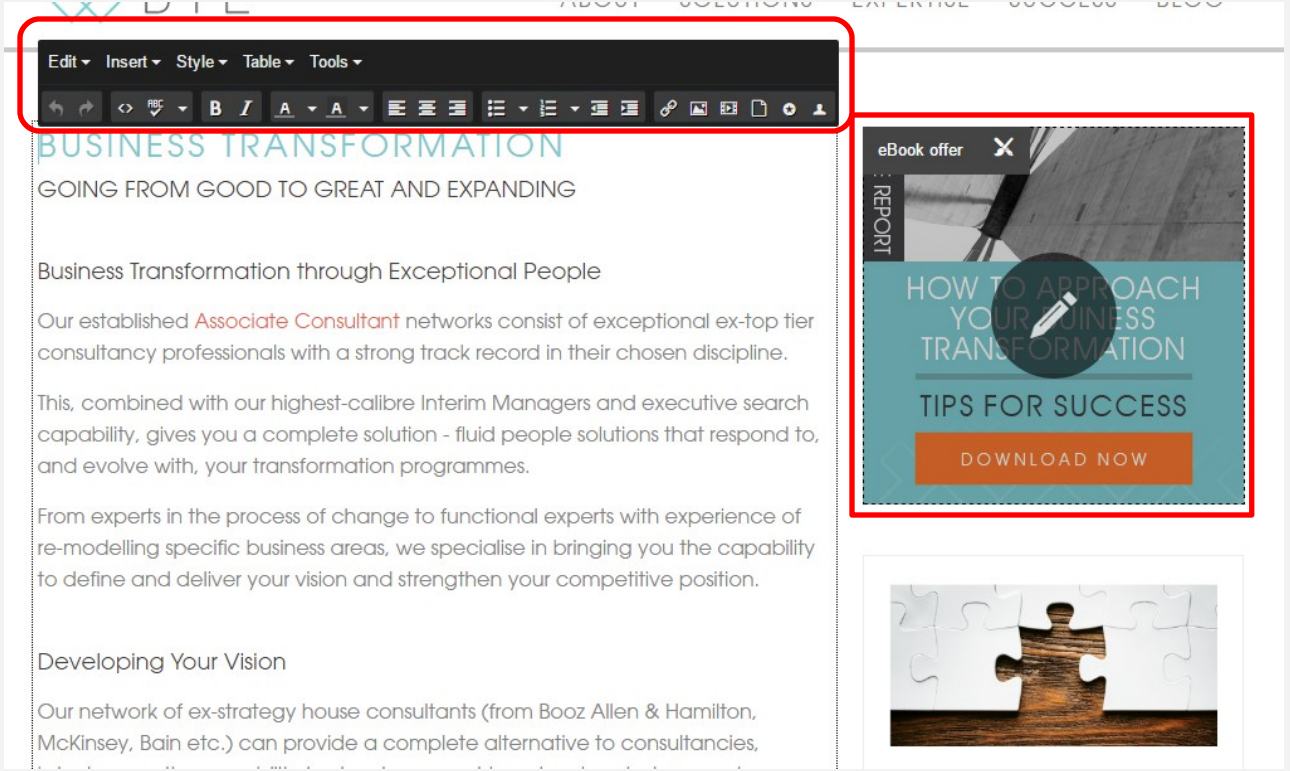
1. G2 Crowd
2. Customer satisfaction
3. Scale / market penetration



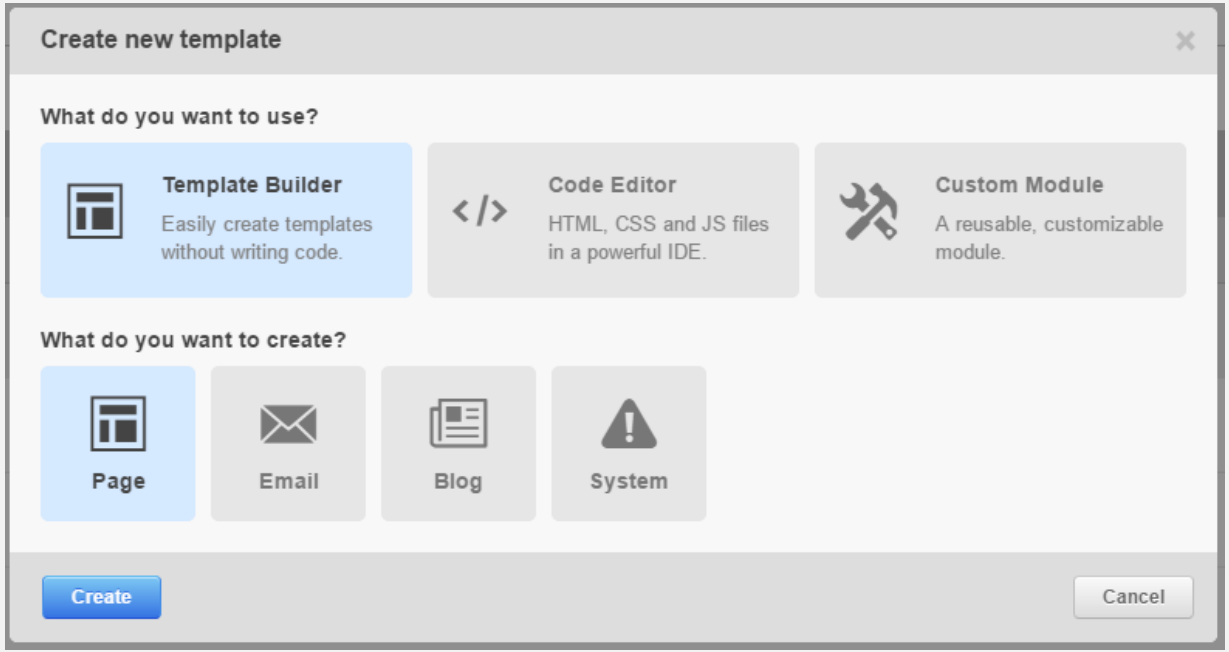
https://www.g2crowd.com/compare/hubspot-vs-wordpress-org

Site pages

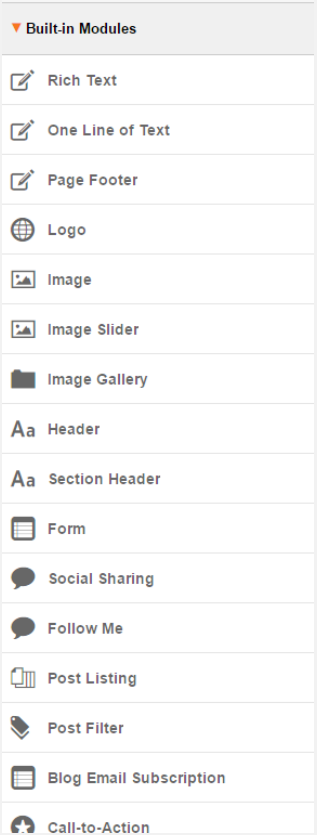
1. Wysiwyg – easy to update
2. Modular

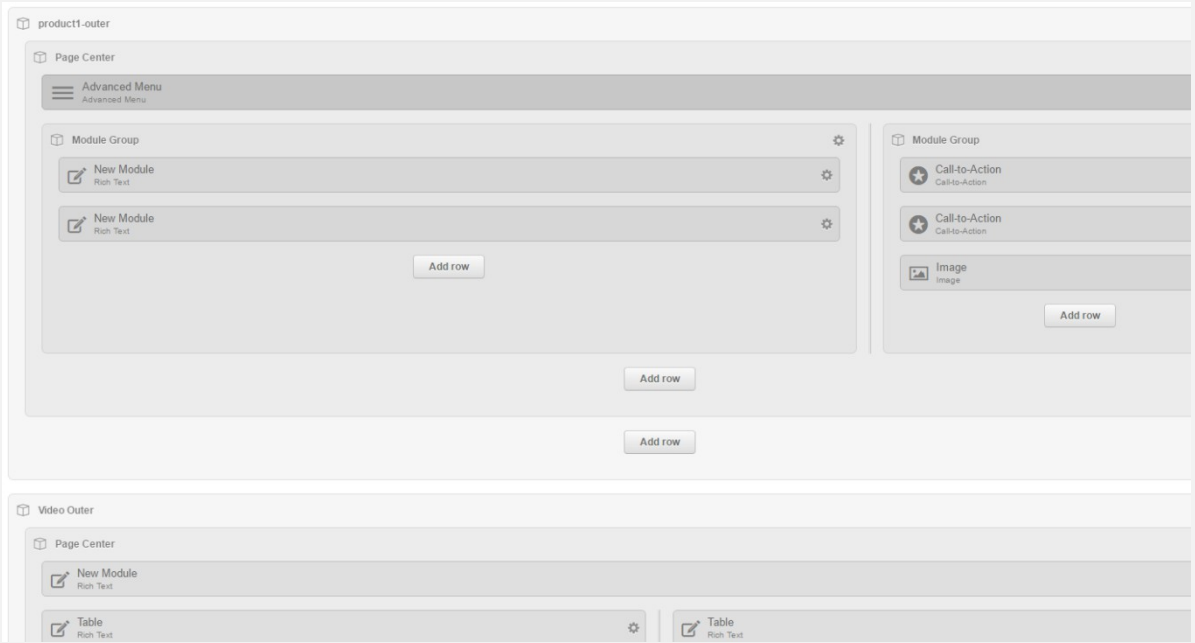


New Template



Templates

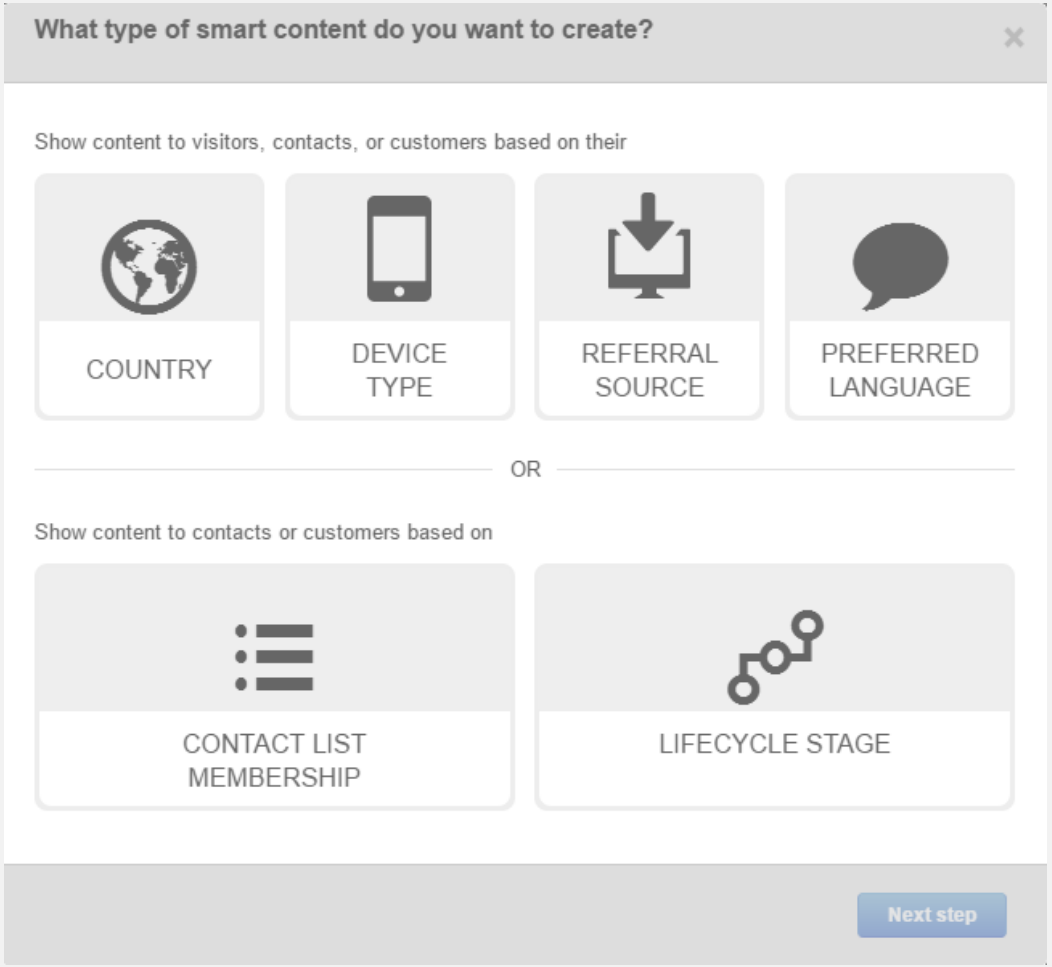




Drag & Drop modules

Smart Content

Content delivery / display based on specific criteria



CMS (COS)

Templates

Drag & Drop

Mobile Optimised

Smart Content

Hosting

CDN

Staging