

○ Increase Leads by  
221% in 3 Months



# Agenda

## Introduction

- Agenda
- Icebreaker
- What is HubSpot?

Time: 2 min.

## Presentation

- Stats on Combining HubSpot Marketing & CMS
- Why the HubSpot CMS?
- Personalized Smart Content
- SEO Tool
- A/B Testing

Time: 45min.

## Q & A

- Any Questions?

Time: 5 min.

## Conclusion

- Wrap Up

Time: 2 min.



# Hi, I'm Lisa.

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President and Chief Strategist  
at InVerve Marketing.

I lead a team of inbound marketers that are in the top 1% of certification holders for HubSpot. I committed to being a HubSpot partner in 2012. As one of the first 250 HubSpot agency partners, I've seen the software and the strategy blossom since then.

Lisa is into pottery, performing music, teaching group fitness, mosaics, travel, and visionary work.



# Hi, I'm Angelique.

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Creative Director & Services Manager  
with InVerve Marketing.

While managing the creative and web staff, I get plenty of opportunities to get my hands “dirty” with all the HubSpot tools.

I enjoy board games, bike rides, and being an absolute workaholic.



# About InVerve Marketing



We Work With



# Hi, I'm HubSpot



**Your whole front office. One CRM platform.**

# Marketing + Website = Magic

## Marketing Hub®

Marketing automation software to help you drive revenue with high-quality leads, save time and resources, and measure and optimize your marketing investments.

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### Popular Features

- ✓ Lead generation
- ✓ Marketing automation
- ✓ Analytics



## CMS Hub®

Website content management software that's flexible for marketers, powerful for developers, and gives customers a personalized, secure experience.

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### Popular Features

- ✓ Drag-and-drop editor
- ✓ SEO recommendations
- ✓ Website themes



# HubSpot's Marketing Hub



# Is HubSpot Right for You?

## Three Qualifying Attributes

As a marketer, you have a clear concept of a lead or prospect.

Your company transactions are a considered purchase, not an impulse buy.

Your transaction price that justifies the ROI of lead generation software and strategy.



# HubSpot Research

2021 Insights from HubSpot's 103,000+ customers on the value that they experience.



# What is the HubSpot CMS?

**It's a website platform.**

**You can build** a website that is much more than just content. It requires forms, kickback emails, live chat, analytics, and more.

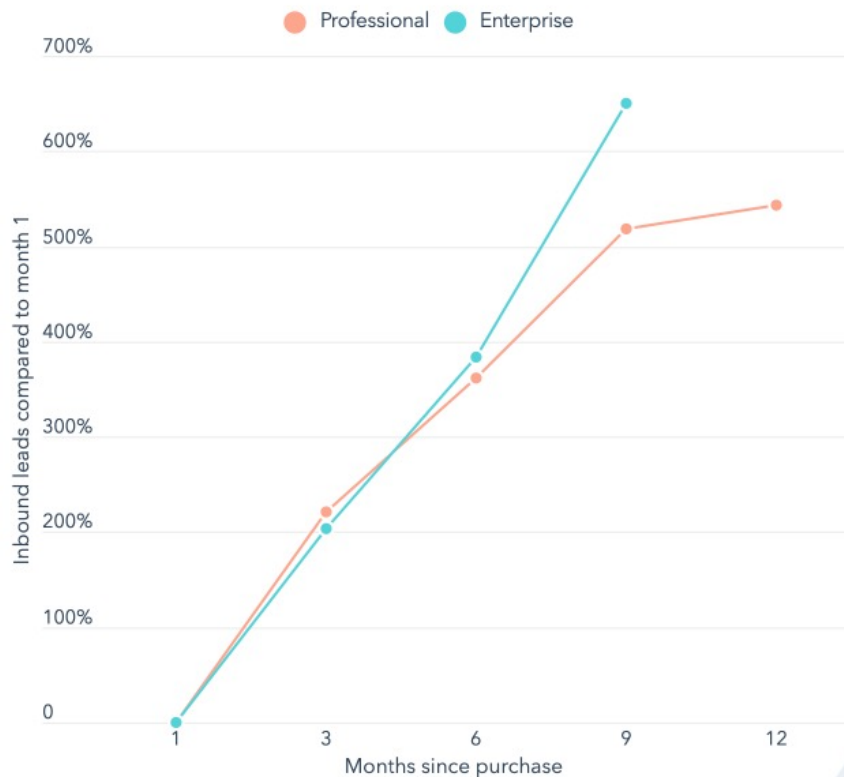


# Inbound Leads by Product

## CMS Hub

CMS Hub customers see exponential growth in monthly inbound leads 9 and 12 months after purchase.

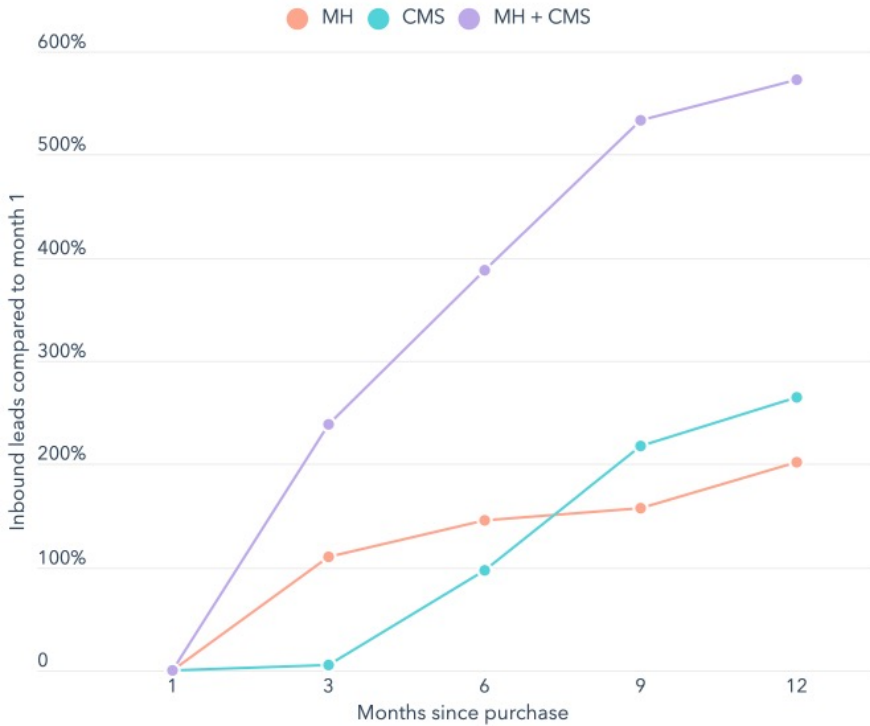
Month	Professional	Enterprise
3	221%	204%
6	362%	384%
9	519%	651%
12	544%	



These insights are based on the total monthly volume of form submissions for customers who owned CMS Hub Professional (n = 2,227) for at least 12 months or CMS Hub Enterprise (n = 172) for at least 9 months between January 2019 and October 2021.

# Inbound Leads by Product

## Marketing + CMS Hub



By combining Marketing Hub and CMS Hub, customers see even greater improvement in monthly inbound leads over time.

Month	Marketing Hub	CMS Hub	MH + CMS
3	110%	5%	239%
6	145%	97%	388%
9	157%	218%	533%
12	202%	265%	573%

MH = Marketing Hub | CMS = CMS Hub

These insights are based on the total monthly volume of form submissions for customers who owned Marketing Hub only (n=23,763), CMS Hub only (n=608), or Marketing and CMS Hub (n=1,600) for at least 12 months between January 2019 and October 2021.

# Why the HubSpot CRM Platform?

## SEO recommendations

Easily see how you can improve your site and take action, all in one place with the SEO recommendations home screen.

[▶ Watch product video](#)

## Website themes

Use one of HubSpot's pre-built website themes with the option for custom development. Build a cohesive site without worrying about mismatched designs, logos, or navigations.

[▶ Watch product video](#)

## Fully integrated CRM

Track visitors to your site in one place and create personalized digital experiences leveraging CRM data. With the HubSpot CRM platform, your website becomes a growth engine for your business.

[▶ Watch product video](#)

## Drag-and-drop editor

Update and create pages without a developer's help or custom code. Publishing changes on the fly has never been easier.

[▶ Watch product video](#)

## Adaptive testing

Continuously optimize your website with ease. Test various iterations of a page against each other. HubSpot will monitor performance and serve up the best option.

[▶ Watch product video](#)

## Contact attribution reporting

Analyze the impact of your website and optimize your strategy by digging into which content types, sources, and campaigns are driving the most leads.

[▶ Watch product video](#)



# Personalized Smart Content





# What is Personalized Smart Content?

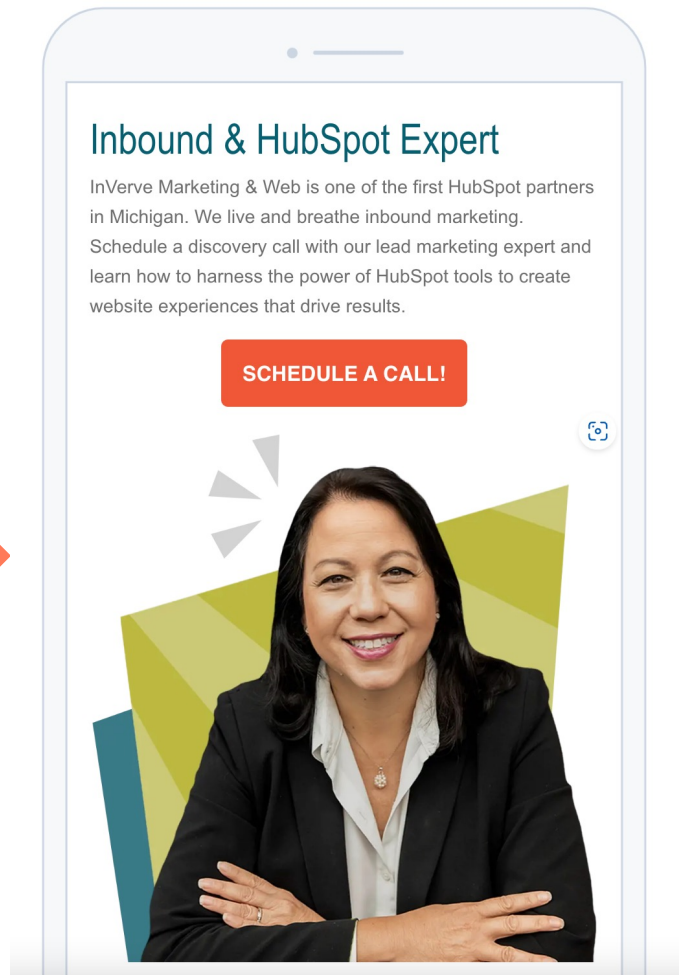
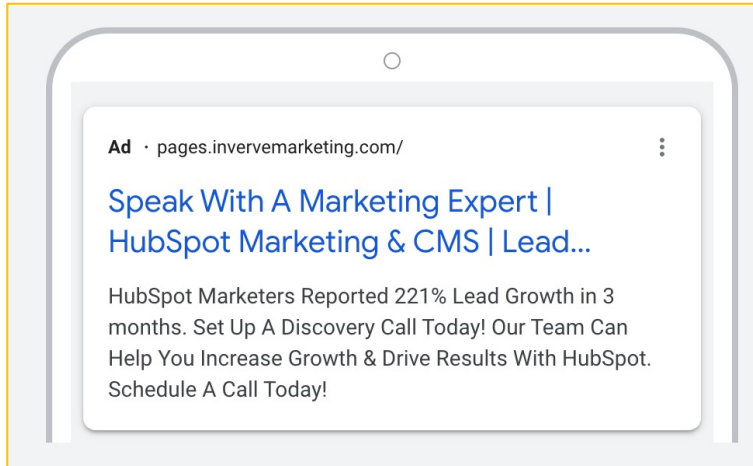
- Ad source
- Country
- Device type
- Referral source
- Preferred language
- Contact list membership
- Lifecycle stage
- Query parameter



# Why Use Personalized Smart Content?



# Smart Content – Ad Source Example



# Smart Content – List Membership Example



The original website layout features a header with the INVERVE logo and a 'Market & Grow Better' slogan. Below the header is a hero image of two men in suits with robot heads. The main content area is divided into two columns. The left column has a heading 'WORLD-CLASS MARKETING, GRAPHIC DESIGN & WEB DEVELOPMENT' followed by a paragraph of text and a 'See For Yourself!' button. The right column features a circular award seal for '50 Companies to Watch' and a 'Let's Talk >' button.

MENU

INVERVE  
MARKETING & WEB

Market & Grow  
Better

Who's Managing Your Digital Marketing?  
Elevate Your Marketing with an Innovative Team of Digital Specialists

Let's Talk >

**WORLD-CLASS MARKETING, GRAPHIC DESIGN & WEB DEVELOPMENT**

We fuel brand success at all levels because we're more than just a marketing firm.

We're a collaborative team of creators, designers, coders, and marketers who build amazing websites and drive winning strategy – together. As one of Michigan's premier web design and development shops, we know what makes a great website, and we can help you get the most out of yours.

We've been working with brands of all sizes for years, from leading in traditional media to **mastering the inbound methodology**, we pride ourselves as leaders in our field. We customize solutions & take on the goals of our clients with the dedication and VERVE our clients love.

See For Yourself!

MICHIGAN CELEBRATES SMALL BUSINESS

50 Companies to Watch  
AWARD RECIPIENT



The revised website layout maintains the same header and hero image. The main content area is now a single column. It features a heading 'Website Designers Who Wow!' followed by a paragraph of text and a 'Let's Talk >' button. Below this is a heading 'What Makes Our Web Dev Team Better?' followed by a paragraph of text.

MENU

INVERVE  
MARKETING & WEB

Market & Grow  
Better

Who's Managing Your Digital Marketing?  
Elevate Your Marketing with an Innovative Team of Digital Specialists

Let's Talk >

**Website Designers Who Wow!**

Our designers are genuine artists with eyes trained to spot trends and create sites that are professional, user-friendly, and aesthetically pleasing to your ideal customer. Not only that, but we're as responsive to our clients as your website will be to various devices. We put thought into every splash of color and every unique feature to create a fully optimized website that checks all the boxes.

We're focused every step of the way on **owning your target audience so your website is the best sales tool in your arsenal.**

**What Makes Our Web Dev Team Better?**

We combine marketing know-how with successful web design experience.

Our team of experienced marketers ensure that the best design and web development process is guided by strategic design and proven marketing tactics.

# Smart Content – Lifecycle Stage Example

The screenshot shows the InVerve Marketing & Web website homepage. At the top left is the InVerve logo, and at the top right is the slogan "Market & Grow Better" with an upward-pointing arrow. Below the header is a hero image of two men in suits wearing futuristic, metallic helmets with antennas, sitting at a desk with microphones. Below the hero image is a dark teal banner with the text "Who's Managing Your Digital Marketing?" and "Elevate Your Marketing with an Innovative Team of Digital Specialists". A yellow button with the text "Let's Talk" and a right-pointing arrow is positioned below the banner. The main content area features the heading "WORLD-CLASS MARKETING, GRAPHIC DESIGN & WEB DEVELOPMENT" followed by a paragraph of text. To the right of the text is a circular award seal from Michigan that reads "MICHIGAN CELEBRATES SMALL BUSINESS" and "50 Companies to Watch AWARD RECIPIENT". At the bottom left of the main content area is a button that says "See For Yourself!!".



This screenshot shows the same InVerve Marketing & Web website homepage as the first screenshot, but with a testimonial added to the main content area. The testimonial features a quote icon on the left, followed by the text: "We have loved working with InVerve Marketing. The team is so easy to work with and have great ideas on how to make your company stand out from the rest. I highly recommend them!". Below the quote is the name "-HEATHER SMITH" and the Michigan Construction logo, which includes a silhouette of the state of Michigan and the text "MICHIGAN CONSTRUCTION". To the left of the testimonial is an image of a man in a grey t-shirt and orange pants, wearing a red cape and holding a bow, standing on a large blue arrow pointing to the right.

# SEO Tool



What is SEO?

## WHAT SEO SUCCESS LOOKS LIKE

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**INCREASED  
RANKINGS**



**MORE  
ORGANIC TRAFFIC**



**INCREASED  
ORGANIC TRAFFIC**



**MORE  
CALLS/WEB FORMS**



**INCREASED  
CALLS/WEB FORMS**



**INCREASED  
SALES**



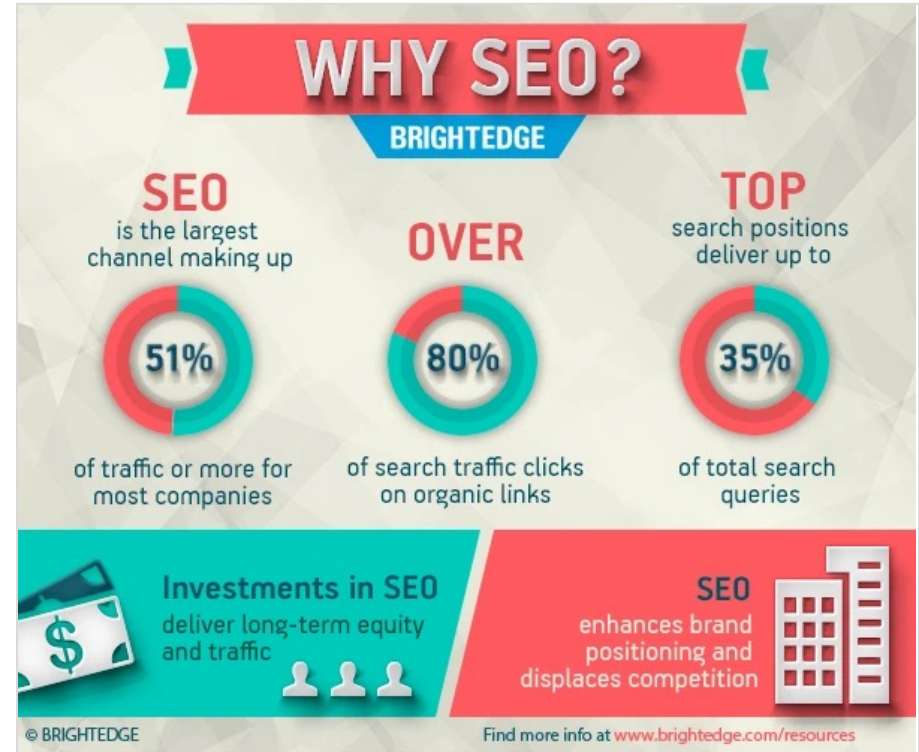
**INCREASED  
SALES**



**INCREASED  
REVENUE**

# Why You Should Care About SEO?

- Builds trust and brand awareness.
- Enhances brand positioning.
- Increases organic traffic.
- Delivers long-term equity and traffic.
- Creates a better user experience.





# HubSpot's SEO Recommendations

All-in-One Solution

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HubSpot's SEO tools are integrated with all the content management tools, so you never miss an optimization opportunity.



# HubSpot SEO Tool

## Using HubSpot SEO Recommendations



Recommendations Analyze **NEW** Topics

Domain: [www.invervemarketing-com.sandbox.hs-sites.com](http://www.invervemarketing-com.sandbox.hs-sites.com) Last scanned 3 months ago | [Rescan now](#) [Actions](#) [Scan new URL](#)

PAGES SCANNED	TOTAL ISSUES
5	5

**SEO Categories**

- On-page SEO 0
- Mobile Experience 0
- Crawling and Indexing 0
- Security 0
- Performance 0
- User Experience 5
- Accessibility 0

Need help resolving your SEO issues? [Find a partner who can help](#)

Impact **All** Technical Difficulty **All** Role **All**

### Fix broken internal links

5 Pages affected

SEO impact: **HIGH** Technical difficulty: **LOW** Role: **MARKETER** [View pages](#)

Broken links between pages on your website create a bad user experience. They also make it difficult for search engines to understand the structure of your website. Replace or update each broken link.

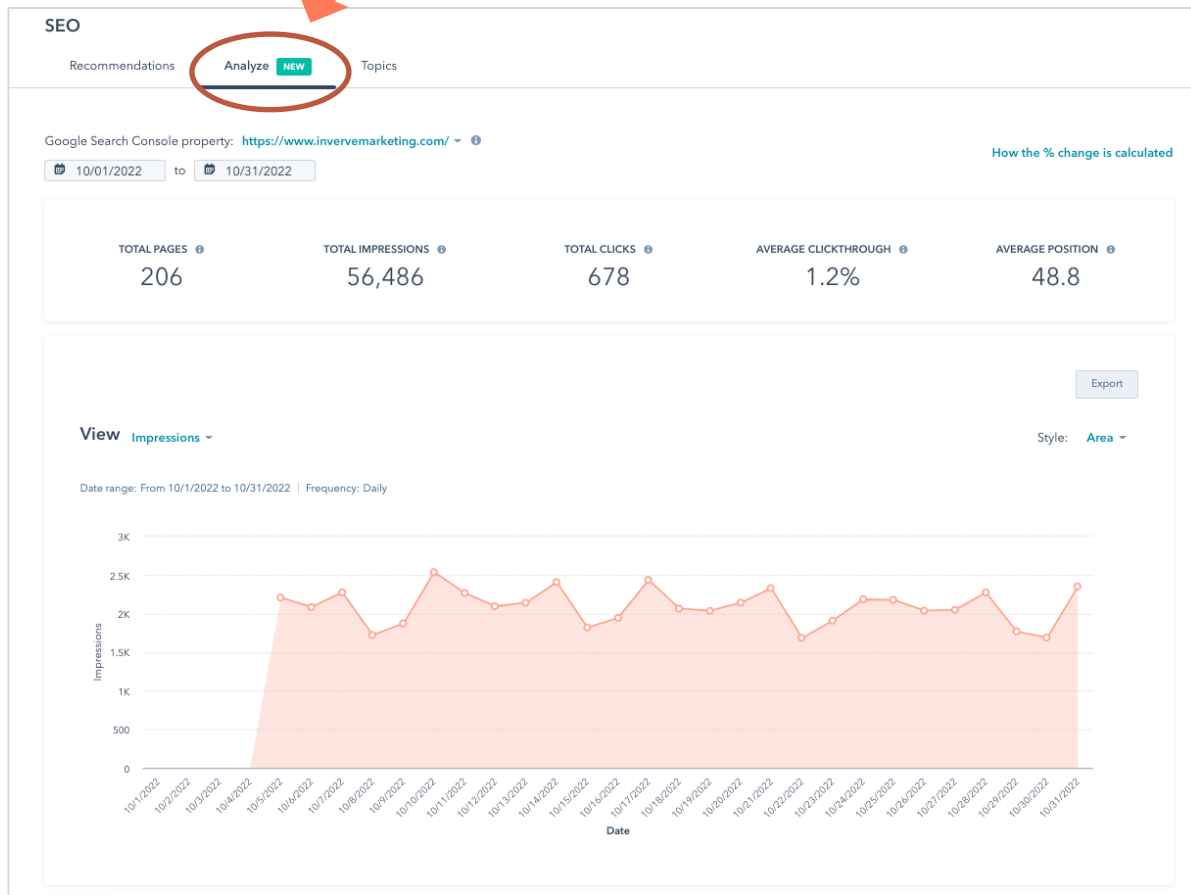
**Resolved issues:**

### Make sure all hreflang links contain a valid language code

0 Pages affected

# HubSpot SEO Tool

## URL Analysis



# HubSpot SEO Tool

## URL Analysis

### Pages

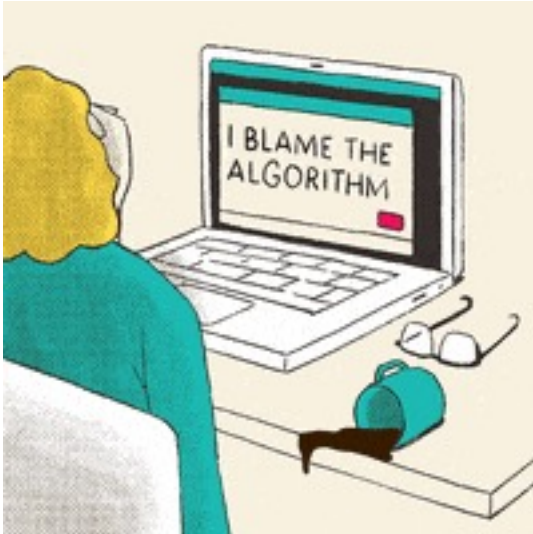
Date range: From 10/1/2022 to 10/31/2022

	URL	IMPRESSIONS ↓	CLICKS ↕	POSITION ↕	CLICKTHROUGH RATE ↕
<input type="checkbox"/>	<a href="https://www.inervemarketing.com/">https://www.inervemarketing.com/</a>	11,363	56	45.35	0.49%
<input type="checkbox"/>	<a href="https://www.inervemarketing.com/hubspot-certified-inbound-marketing-agency">https://www.inervemarketing.com/hubspot-certified-inbound-marketing-agency</a>	8,635	1	61.1	0.01%
<input type="checkbox"/>	<a href="https://www.inervemarketing.com/website-design-michigan">https://www.inervemarketing.com/website-design-michigan</a>	5,864	0	61.62	0%
<input type="checkbox"/>	<a href="https://www.inervemarketing.com/blog/top-10-iconic-michigan-brands">https://www.inervemarketing.com/blog/top-10-iconic-michigan-brands</a>	5,330	429	14.46	8.05%
<input type="checkbox"/>	<a href="https://www.inervemarketing.com/professional-web-development">https://www.inervemarketing.com/professional-web-development</a>	3,799	2	18.94	0.05%
<input type="checkbox"/>	<a href="https://www.inervemarketing.com/blog/the-effects-of-color-on-consumer-behavior">https://www.inervemarketing.com/blog/the-effects-of-color-on-consumer-behavior</a>	2,869	145	13.76	5.05%
<input type="checkbox"/>	<a href="https://www.inervemarketing.com/blog/marketing-funnel-to-flywheel-with-integrated-tactics">https://www.inervemarketing.com/blog/marketing-funnel-to-flywheel-with-integrated-tactics</a>	2,048	0	66.62	0%
<input type="checkbox"/>	<a href="https://www.inervemarketing.com/blog/social-media-monitoring-vs.-social-media-measurement-what-s-the-difference">https://www.inervemarketing.com/blog/social-media-monitoring-vs.-social-media-measurement-what-s-the-difference</a>	1,804	1	57.37	0.06%
<input type="checkbox"/>	<a href="https://www.inervemarketing.com/blog/beginners-guide-to-website-planning">https://www.inervemarketing.com/blog/beginners-guide-to-website-planning</a>	1,653	0	58.32	0%
<input type="checkbox"/>	<a href="https://www.inervemarketing.com/brand-strategy-and-development">https://www.inervemarketing.com/brand-strategy-and-development</a>	1,631	0	59.98	0%

# Keeping up with SEO

Routine Maintenance is Key

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Google core updates happen on average, once every two to three months.

Each core update tweaks the formula by which Google ranks web pages.

So, it is important for your website's SEO to pay close attention to these updates.

Thankfully, reports can be re-run at the click of a button!

# HubSpot SEO Takeaway

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- It's user-friendly.
- You don't have to pay for an outside SEO tool.
- You can quickly get to the URL with the SEO problem in as little as two clicks to fix it.



# A/B Test Pages



# What is Split (A/B) Testing?

## A/B Testing





# Why A/B Test a Page?

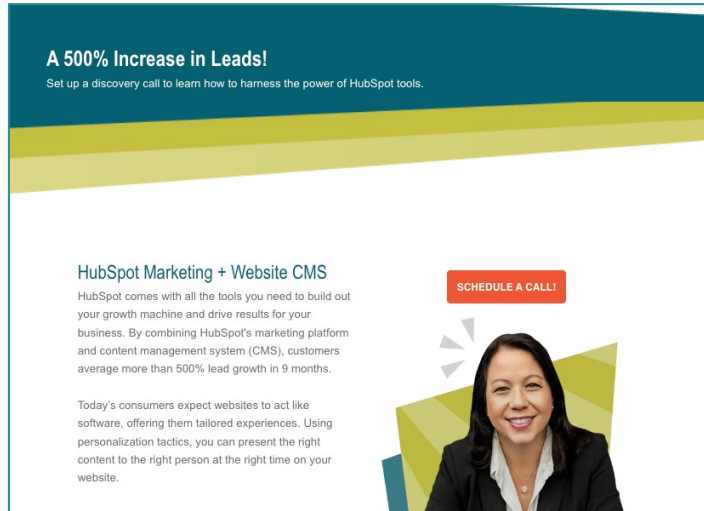
Focus on one feature at a time (by importance):

1. Headlines
2. Call-to-Action Button Text
3. Forms (test one less question, or change one question)
4. Images
5. Page Text

# HubSpot A/B Testing

Automatically test two versions of a page at the same URL.

Version A




**A 500% Increase in Leads!**  
Set up a discovery call to learn how to harness the power of HubSpot tools.

**HubSpot Marketing + Website CMS**  
HubSpot comes with all the tools you need to build out your growth machine and drive results for your business. By combining HubSpot's marketing platform and content management system (CMS), customers average more than 500% lead growth in 9 months.

Today's consumers expect websites to act like software, offering them tailored experiences. Using personalization tactics, you can present the right content to the right person at the right time on your website.

[SCHEDULE A CALL!](#)



Version B



**HubSpot Marketing + Website CMS**  
A winning combo that creates personalized experiences and drives better results.

**A 500% Increase in Leads**  
HubSpot comes with all the tools you need to build out your growth machine and drive results for your business. By combining HubSpot's marketing platform and content management system (CMS), customers average more than 500% lead growth in 9 months.

Today's consumers expect websites to act like software, offering them tailored experiences. Using personalization tactics, you can present the right content to the right person at the right time on your website.

[SCHEDULE A CALL!](#)



# Conclusion

Get to know the HubSpot CMS.



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Get to Know the HubSpot CMS

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The HubSpot CMS is as elegant and intuitive. The power of marketing and web hubs together enables much faster growth and scale.

It's right for HubSpotters that are ready to focus in hard on personalization that leads to conversions.



## Q&A

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What questions do you have?



Thank you

*Proudly hosted by InVerve Marketing & Web*