

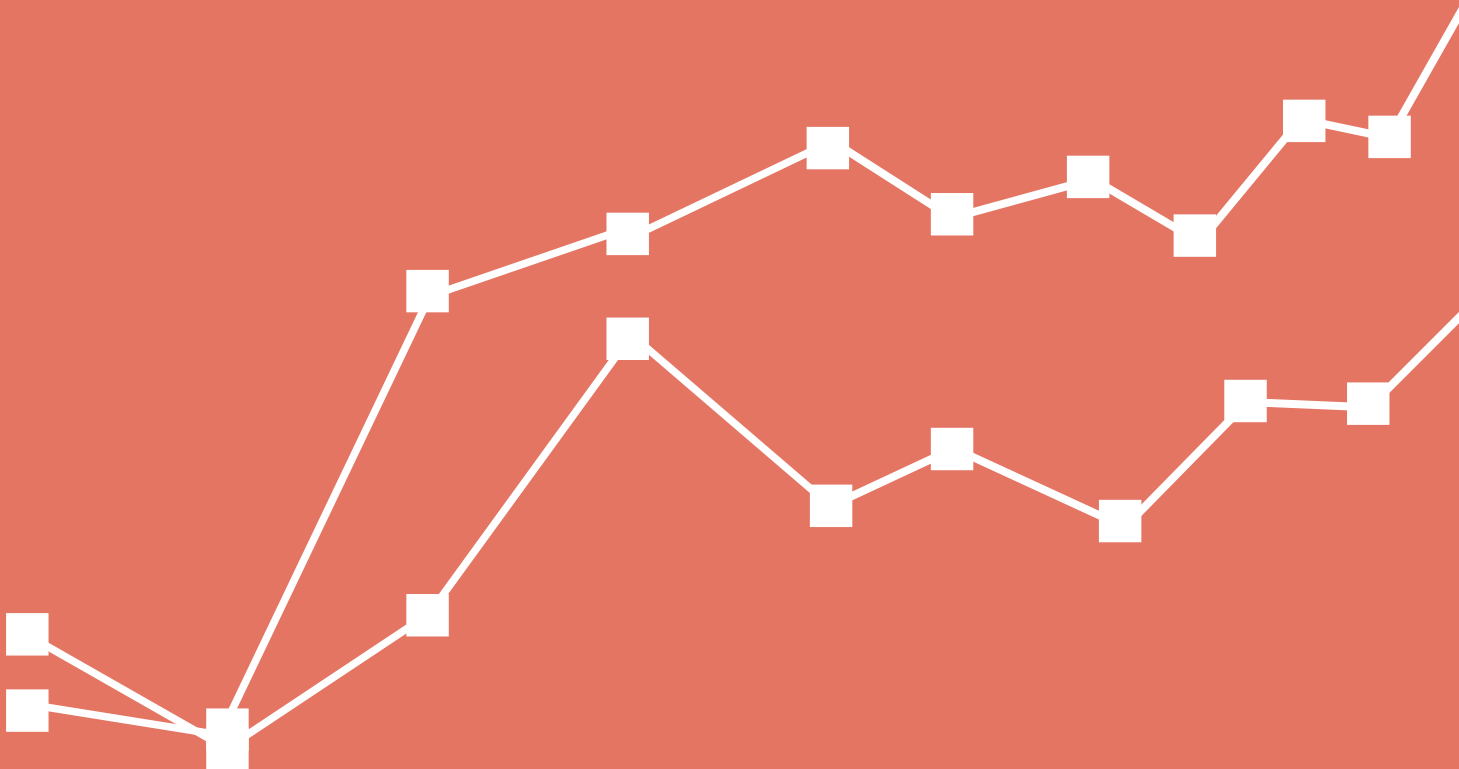
bluleadz



# HOW TO START GETTING LEADS ON HUBSPOT IN 30 DAYS

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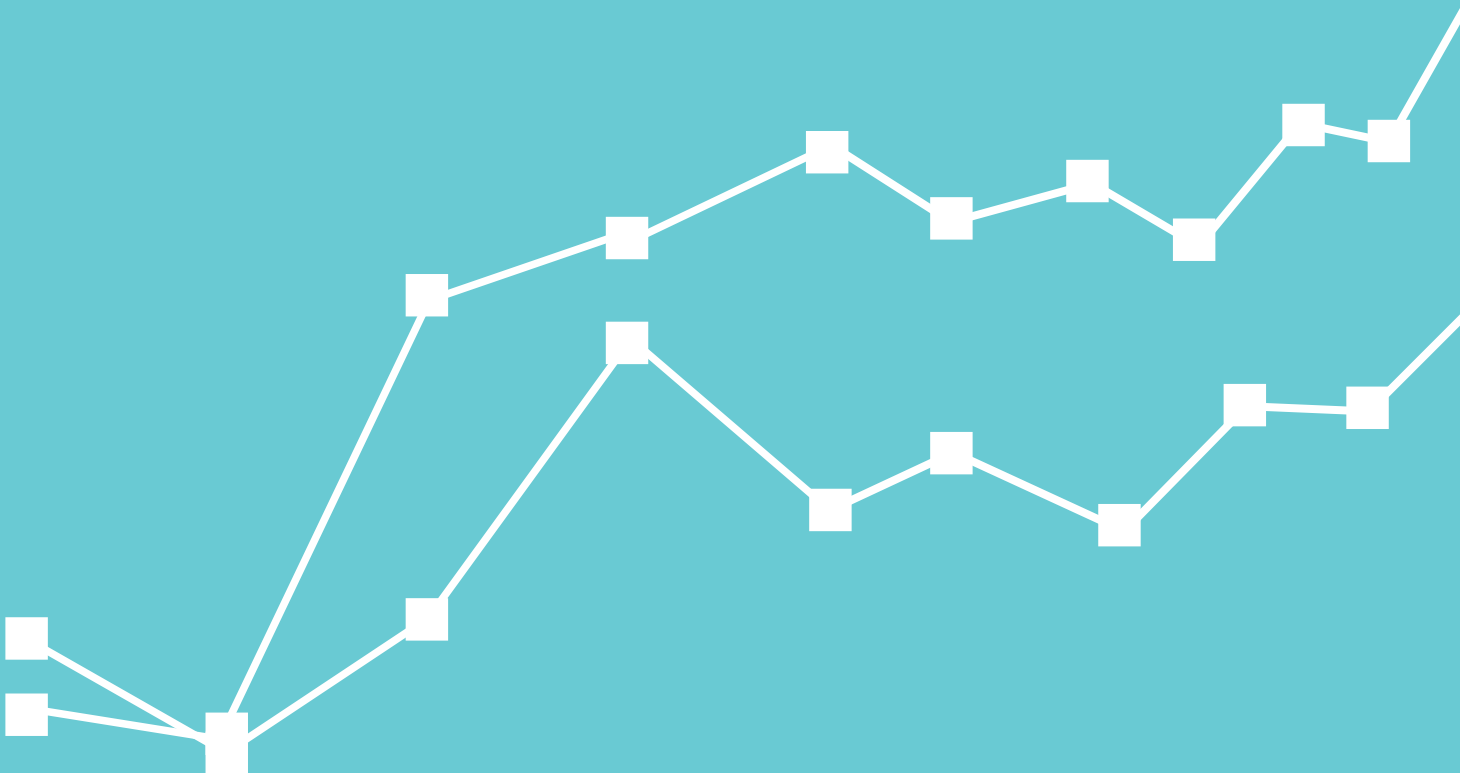


# Introduction

**T**oo often, businesses embrace inbound marketing (IM) as a means to shorten sales cycles and see an immediate influx of leads. However, just getting your website on HubSpot doesn't cut it. If you truly want to see the number — and **quality** — of your leads rise, you're probably going to have to work for it.

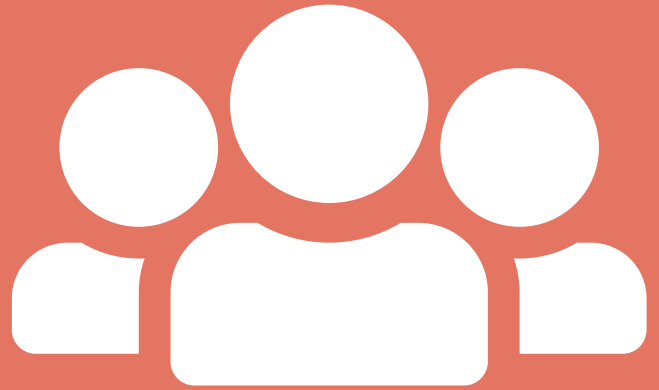
With inbound, success is a long-term deal. Organic growth and rapport through consistent content, intuitive design and lead nurturing are the name of the game.

That being said, there are some steps you can take and practices you can implement to speed up lead generation. The best part? They're all linked to one another and can benefit your business in not just the short-term, but also months and years from now. In this eBook, we discuss the most powerful tactics and clever marketing tricks many businesses use to quickly turn first-time website visitors into leads and customers.



## Step 1:

# Develop, Review and Refine Buyer Personas



If you're seeking to increase your visitor conversion rates, you first have to know who your visitors—and ideal lead candidates—are. Not just who's visiting your site, but also who you want visiting your site; AKA your **buyer personas**.

Buyer personas are essentially profiles of your ideal buyers; typically segmented by job role, interest/issue (the problem they are trying to solve) and/or industry. If you already have buyer personas fleshed out, great job! You're ahead of the curve. If not, it's definitely square one for quick results and increasing the number and quality of your leads.

Things to include in your persona research include:

- Job roles
- Goals
- Challenges
- Demographics like age, income and location
- Information source; where they're researching or hearing about solutions to problems they may have
- Common objections
- A customer story; a hypothetical narrative for the situation and steps a buyer takes to identify their problem and reach out for a solution.

All said, you should think of your buyer persona profiles as living documents; as you learn more about your customers and target audience, refine and repeat your personas to create the perfect-fit (or, at least, near perfect-fit) for your ideal buyer.

With personas completed, you can utilize HubSpot to create segmented lists based on both persona and lifecycle stage (MQL/Marketing Qualified Lead, SQL/Sales Qualified Lead) that drive future marketing campaigns.


Use this information to determine qualified leads and MQLs that have gone cold or are waiting to convert, and create an email campaign ASAP to re-engage with them. If you have your personas outlined, you can create specific lists and target email efforts around both their pain points and their stage in the Buyer's Journey.

Context | Social | Reports

### VP of Marketing Mary

**Basic information**

Photo



Looking good!

Name \*

VP of Marketing Mary

Persona description \*

Marketing professional with many hats.

**Internal notes**

Roles

Marketing Manager, VP of Marketing. She is responsible for a small in house

Goals

She already has a team in place but is looking for expertise in strategy and

Challenges

Very dedicated to moving the business forward, but has many roles to fill. T

**Demographics**

Age

Save Cancel

Bluleadz Primary Persona

## Step 2:

# Map Out and Build New Conversion Paths



**W**hen it comes to generating leads on HubSpot, conversion paths are everything. In addition to building out buyer personas, you should also conduct a full conversion audit of your site (with special care and attention for your homepage and other pages with high traffic) that tracks existing buttons, form fields and CTAs that visitors can use to submit information, or take them to a page where they can submit information.

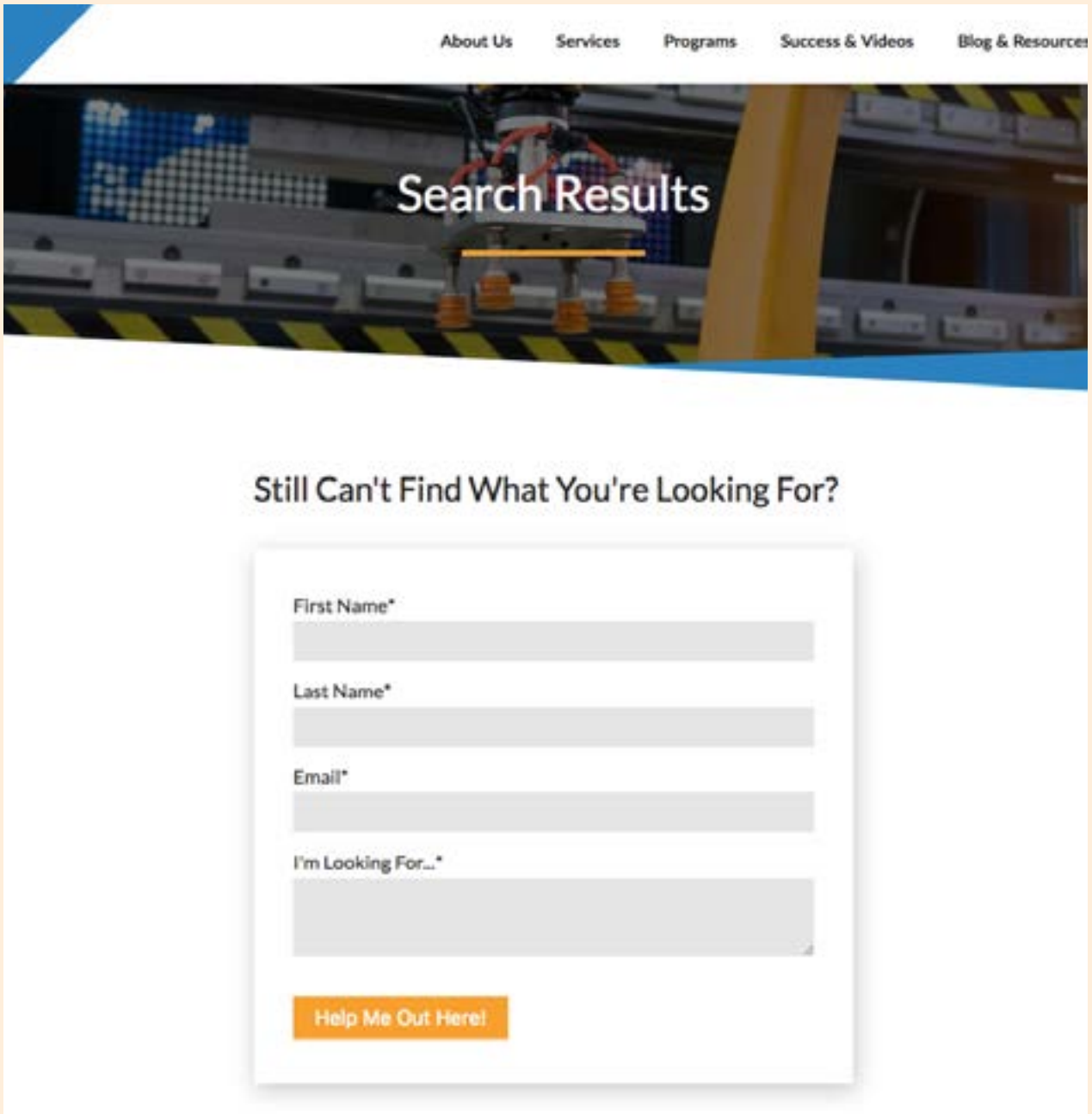
Additionally, use analytics from HubSpot to determine which of these conversion elements are your most effective, as well as which are duds. If nobody is clicking the Contact Us button at the bottom of your homepage, and you're missing out on new leads from one of your highest-viewed pages, there's a good chance swapping the button out with a short contact form could net you some extra leads right off the bat.

Any time you force users to click through to another page, you risk losing their interest and valuable lead information. The best conversion elements are those that invoke immediate action.

If all you have to convert first-time visitors or potential leads is a contact form, you're doing it all wrong. In many cases, users aren't ready to make that leap without further information. They're not looking for a sales call in 20 minutes—they're just searching to learn about solutions. This is where well-crafted and **well-placed** Top/Middle/Bottom of the funnel offers can shine, such as:

- eBooks
- Infographics
- Video courses
- Product demos
- Blog/newsletter subscriptions

Valuable information presented in formats like these, gated behind a simple landing page, are core components of inbound, and easy ways to start generating leads out of visitors that would otherwise drop off or lose interest.



The image shows a screenshot of a website's search results page. At the top, there is a navigation menu with links for "About Us", "Services", "Programs", "Success & Videos", and "Blog & Resources". Below the navigation is a banner image of a robotic arm in a factory setting with the text "Search Results" overlaid. The main content area features a heading "Still Can't Find What You're Looking For?" followed by a contact form. The form includes four input fields: "First Name\*", "Last Name\*", "Email\*", and "I'm Looking For...\*", each with a grey placeholder. At the bottom of the form is an orange button labeled "Help Me Out Here!".

About Us Services Programs Success & Videos Blog & Resources

## Search Results

### Still Can't Find What You're Looking For?

First Name\*

Last Name\*

Email\*

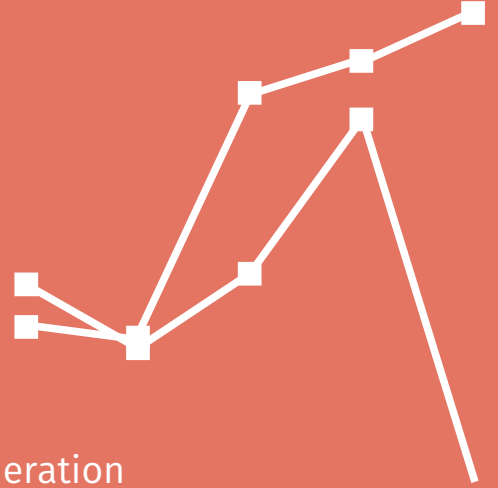
I'm Looking For...\*

Help Me Out Here!

*One of CMTC's highest traffic page is their search results page. We added a form to help people who couldn't find what they were looking for and got 9 leads from it in the first month.*

## Step 3:

# Take Advantage of Existing Traffic Sources



**O**ne easy, quick win for increasing lead generation on HubSpot is to rework or fine-tune your existing assets; identify ways you can incorporate certain lead generation functions on your high-traffic blogs and website pages.

For example, take your 10-20 most popular, organically-viewed blog posts each month or quarter. These are significant sources of visits from generally highly qualified users (in that they're actively searching for a specific problem or concern—one that you can resolve).

Instead of just equipping these articles with simple CTAs, you should also consider a compact slide-in blog subscriber form. The reasoning is that, even if they're compelled enough to click a blog's inline CTA for a content offer or special service, there's a decent chance they won't be 100% won over at that point. They may reach the landing page, and ultimately veer off—costing you valuable contact information. The problem is probably new visitors or would-be leads aren't at the right stage in the Buyer's Journey to submit that information.

In this example, a slide-in 'Subscribe to Our Blog' form, with a single email field and submit button, would do (and for our business, has done) wonders for acquiring basic contact information and quickly filling your lead pool; not with poor quality, mass-produced or purchased leads, but rather with organic leads already interested in your types of services.



The image displays three blog post thumbnails and a blue slide-in subscribe form. The top-left thumbnail is titled "Can You Use Radio As An Inbound Marketing Medium?" by Casey Crane on 12.19.2017, featuring a car radio. The top-right thumbnail is titled "5 Things You LinkedIn Imm" by Rob Steffens on 12.18.2017, featuring a desk with a laptop and calculator. The bottom thumbnail is titled "Marketing Tips Inspired By Michael Scott" by Rob Steffens on 12.16.2017, featuring a blue-tinted image of Michael Scott. A blue slide-in form is overlaid on the bottom left, with the text "Get The Latest Inbound Marketing News", "Delivered Right To Your Inbox", and a "Stay Informed & Subscribe" button.

Bluleadz's slide-in subscribe form added to all blog pages. These forms are extremely simple to set-up with HubSpot's Lead Flows feature.

## Step 5:

# Ramp Up — and Stick to — A Content Calendar



**W**hen you think of blogging from the inbound marketing mentality, you may recall the benefits of slow-burn SEO and site-building. Blogging allows you to drastically increase your website’s indexed pages over time, and well-positioned topical pieces can resonate strongly with new readers—and potential buyers.

However, you can also see the benefits of blogging and sticking to a content regiment in the first month of your revamped marketing strategy.

By starting and sticking to blogging schedule, and posting at regular intervals early on in your new marketing strategy, you set your company up with a constant-output content machine. That is, you’ll have raw, original materials to share on social media platforms and email marketing campaigns straight out of the gate.

Many of the core inbound practices are co-dependent. Sticking to a consistent blog schedule is a great way to engage with new viewers through multiple platforms and venues in 30 days, and is absolutely essential in later marketing efforts. The foundation of inbound, which focuses on growth by helping buyers instead of growth by selling to buyers, starts with Day 1 of inbound.

Some great topics or formats to consider in your first **serious** month of business blogging can include:

- Blog about encompassing high-level content like definitions of services or core parts of your industry (“What is Inbound Marketing and Why Does it Matter?” “10 Reasons Business Should Move Their Data Security to the Cloud” “How Modern Manufacturers Can Cut Process Costs with Automation”)
- Multimedia blogs—the unique content may help you stand out early on and offer more value to early users (video blogs, podcasts, etc.)
- Industry news and timely articles, which may catch users’ eyes on social channels and provide fodder for the email updates that subscribers receive (“How to Kick Off Your Digital Marketing in 2018” “What SaaS Companies Learned about Scalability in 2017”)

**My Team Blog Editorial Calendar** ☆

File Edit View Insert Format Data Tools Add-ons Help Last edit was made 3 days ago by Jackie King

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	A	B	C	
1	My Team Blog	Assigned to Mike Ballman	Title	Target K
2				
3				
4	<b>Week 28</b>			
5	Tuesday - December 5		of Employee Motivation During the Holidays	importance c motivation
6	Thursday - December 7		2018 a Year for Innovation Training	innovation tr
7				
8	<b>Week 29</b>			
9	Tuesday - December 12		ts for In-Person Training by Incorporating arning	self-directed
10	Thursday - December 14	Diversity & Inclusion	How to Introduce a Diversity Training Program into Your Organization This Year	diversity train
11				
12	<b>Week 30</b>			
13	Tuesday - December 19	Learning Culture	How to Get Your Employees Excited About a New Learning Program	learning prog
14	Thursday - December 21	Diversity & Inclusion	X Tips for Managing Cultural Diversity at Work	managing cu diversity at w
15				
16	<b>Week 31</b>			
17	Tuesday - December 26	Learning Culture, Design Thinking	How to Provide an Engaging Learning Program Around Design Thinking	learning prog thinking
18	Thursday - December 28	Video Learning	X Video Based Learning Benefits to Encourage Self-Directed Learning	video based benefits, self learning
19				
20				
21	<b>Key:</b>			
22	GoDraft			
23	HS Draft			
24	Scheduled			
25	Published			

Here's an example of an editorial calendar in a Google Spreadsheet.

## Step 6:

# Beyond HubSpot: Use Paid Media and PPC



**F**or fast digital marketing results and an influx of new visitors/leads, you may have to “pay to play.” We’re talking paid media opportunities and pay-per-click advertising.

Paid media? With inbound and other organic digital marketing practices, isn’t that approach kind of dated? Counterintuitive, even? Your primary digital marketing focus should be on content and organic growth; however, there’s still a place for paid media and pay-per-click advertising... first contact and visibility.

Whereas inbound is a slow burn that self-qualifies high-quality leads, paid media is more of a shout-out to select groups. With the right foresight and strategy, you can get the jump on your next quarter and churn out high-quality leads quickly with paid media.

Distributed through channels like Facebook and LinkedIn, customized and highly-targeted paid media campaigns can help businesses share their brand and gain exposure to new audiences.

The greatest strength of paid media and pay-per-click advertising is **targeting potential**. Businesses can get the most out of their paid media dollar by targeting audiences based on several areas, including:

- Niche interests
- Geographic location
- Demographics
- Industry
- Job title

This kind of fine-toothed targeting ensures that companies spend on pay-per-click ads where they make the most difference.

The image shows a vertical screenshot of a Facebook interface. On the left, a video player features a police officer in a dark uniform with a gold badge. The video title is "so I know the hard work and dedication" and the duration is "-1:28". Below the video, there are interaction buttons for "Comment" and "Share", and a "Like Page" button. A news snippet from "Business Insider" is visible, mentioning "O' Neal will run for sheriff in 2020".

The right side of the screenshot shows the Facebook "Trending" section with three items:

- Apple Inc.**: Apple is facing lawsuits over its policy of slowing down... - businessinsider.com
- Bitcoin**: Bitcoin Tumbles More than 25% as Sharks 'Beginning to... - bloomberg.com
- British Passport**: Blue passport to return after Brexit - bbc.com

Below the trending section is a "Sponsored" advertisement for Verizon. The ad features a woman with red glasses and a surprised expression. The text reads: "#1 Keyword Research Tool spyfu.com Stop wasting time and money on keywords and ads that don't perform." Below this is an image of a smartphone, a blue smart speaker, and a grey smart scale, with the Verizon logo and the text "Tech for everyone on your list. vzw.com Save on what we love this month."

Verizon's Facebook PPC ads. Target your audience more specifically to get your moneys worth.

# The Breakdown

**T**here you have it: a toolkit of sure-fire, actionable ways you can start increasing not only your lead generation, but also the quality of those new leads that come through the door.

For the best results and to truly grow your business in the next 30 days, the most important factor to consider is strategy. Whether you adopt several or all of the practices in this guide to amplify your marketing, consider targeting your campaigns around one problem of one or two personas.

Use your content and blog as a platform to identify these problems and to discuss solutions. Support this content with clear conversion paths and callouts on your high traffic pages, and provide clear next steps on all materials associated with the campaign. If you effectively promote your content with some powerful paid media advertisements, social campaigns, and other successful methods, there's no reason you shouldn't see an impressive jump in lead quality and quantity in 30 days or less.

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## Need Help Getting Leads?

[Get a Free Marketing Review](#)

