



Launching and Measuring a Remarkable Inbound Marketing Campaign

A Marketing Tool Kit



IMPULSE
CREATIVE

INTRODUCTION

Joseph Jaffe said it and many others have echoed the idea over the years:

“Marketing is not a campaign, it’s a commitment.”

It’s still true today.

When you launch a marketing campaign, you commit to a certain message. Whether that message is the promise of an educational piece of content, an idea-provoking conference, or an irresistible new deal, the message is there. And if the people who decide to follow your campaign are not given what they are promised, you break their trust.

How do you stay true to that commitment?

The critical first step is to have the right tools in your marketing tool kit. Without the right tools, you can’t even begin to launch a campaign. This guide will dive into which marketing tools should be in your handy marketing tool kit. Much of what we cover are tools in HubSpot. As a HubSpot partner, we love showcasing this great system. However, the strategies themselves are not tied to a specific software.

From there, it’ll be up to you to ensure every campaign includes these tools. Whether you do so by printing the tool kit image on the next page and pinning it to your desk, or by carrying this tool kit around in your mind, this guide will help you along the way.

This tool kit contains



Landing Pages



Calls-to-Action



Email



Blogging



Social Media



Analytics

TOOL 1

LANDING PAGES



Why Should Landing Pages Be In Your Tool Kit?

Companies that [increase their landing pages from 10 to 15 see a 55% increase in leads](#). While that leap from 10 to 15 may seem small, think about why an increase in landing pages leads to an increase in leads.

The answer should seem quite natural. [According to MarketingSherpa](#), 44% of clicks for B2B companies are directed to the business' homepage. While this stat and the one above are not directly correlated, you can see the inherent issue.

People who click on any marketing message you send (discussed later) should be directed to a customized landing page for that message. In other words, your landing page should be customized for the needs of every campaign you launch.

- If you're announcing an upcoming event, your landing page should only be highlighting details of the event.
- If you're launching a new ebook, your landing page should only be summarizing the content readers will find.
- If you're sharing a new deal, your landing page should only detail what the value of the deal is.

Sending users to your homepage will significantly increase drop-off rates because they have no idea where to go once they arrive. A landing page solves that problem.

Integrating Landing Pages Into Your Campaign Strategy

Every campaign you plan, whether it's an event launch, ebook release, service offering or product update, should come paired with a customized landing page. This page should highlight exactly what viewers need to know about the campaign at hand, and provide links such as calls-to-actions, social share buttons, and the like, to move people further along the campaign -- each of these components will be discussed in greater detail.

According to MarketingSherpa, 48% of landing pages contain multiple offers. While there isn't a rule against having a single offer attached to a single landing page, you should only have one campaign attached to a single landing page.

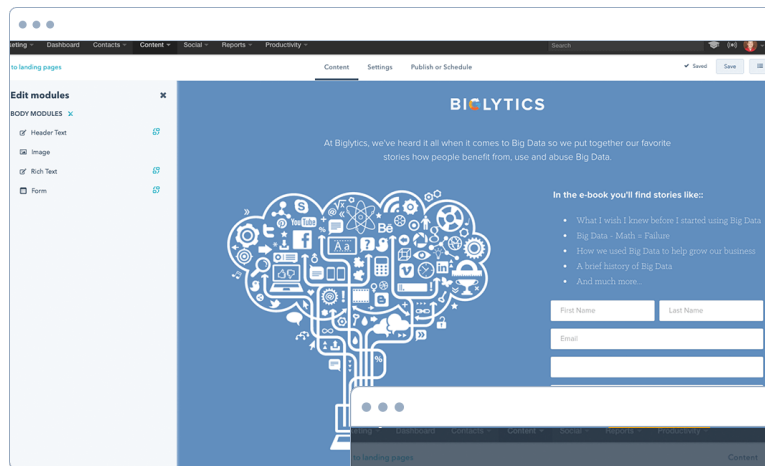
For example if you're launching a conference, perhaps you want to send an offer to last year's attendees with a limited time special price. The offer on the landing page you send them to should only focus on that early bird pricing, and nothing else.

However, if you're launching a larger themed campaign, you could include multiple offers. A few years ago HubSpot launched a popular [Make Love Not Spam](#) campaign for Valentine's Day. While that was the central theme, they included various related offers on that campaign's landing page.

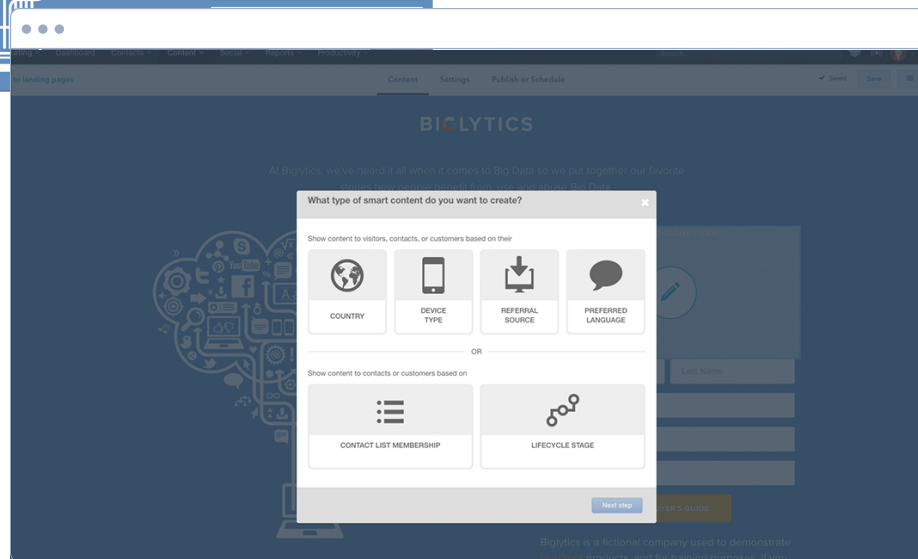


Build & Launch Custom Landing Pages for Every Campaign

HubSpot's landing pages aren't just easy, they integrate with every marketing channel in your arsenal, making them your campaign's central command station. By making your landing page the hub of your campaign launch, you have a dedicated page for all the information someone needs to know about your campaign.



Don't wait on a third-party web developer or IT department to build your microsite, **build endless landing pages in minutes yourself with HubSpot's pre-built templates.**



Want to build custom landing pages for your next campaign?

Talk to Impulse Creative to learn how HubSpot can make that easy for you.

Talk To An Expert

TOOL 2

CALLS-TO-ACTION



Why Should Calls-to-Action Be In Your Tool Kit?

Once you have your landing pages built, you can further promote your campaigns, drive sales, and capture visitor information. For such a proportionally small part of the total page real estate, the call-to-action (CTA) plays a critical role in converting site visitors to leads.

CTAs are the triggers that allow your customer to convert. By clicking through a CTA, your prospect is pulled further along their buyer's journey from prospect to lead, and lead to customer.

To influence such conversions, add CTA buttons to all your campaigns. A CTA is the button a website visitor clicks or taps on, which guides them through the next step on your overall site conversion path. These CTAs can come in the form of linked text or images.

As hinted at, CTAs can help conversions on every stage of the buyer's journey. For example, a CTA on a product landing page can bring people to your company shopping cart, while a CTA in an email can bring your subscribers to a new landing page to collect more detailed information.

In this sense, CTAs are an essential part of your tool kit -- they are the driving force behind moving people along in your campaign.

Integrating CTAs Into Your Campaign Strategy

Your marketing campaign is essentially a puzzle without CTA inclusion.

Imagine a connect the dots game or assignment from elementary school: In order to create the full picture, you had to ensure you were connecting the right dots by going from dot 1, to dot 2, to dot 3, and following the numbers until your image was complete.

Your campaign works the same way -- without a proper call-to-action moving people along, and directing them from point A to point B, they would be left with an incomplete campaign, an incomplete picture.

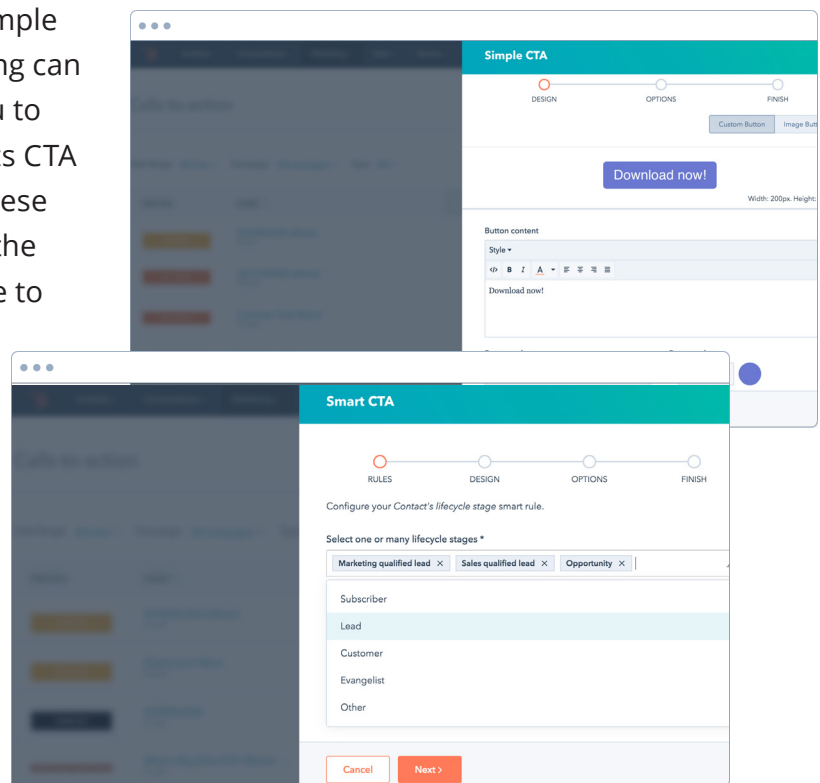
Because of their vital importance, marketers pay a lot of attention to their CTA buttons. You want your CTAs to stand out on the page, communicate a clear value, and compel your visitor to click on them. As a general rule of thumb, CTAs should run between 90 and 150 Characters and include explanatory subjects and verbs.

Whole Foods exemplifies clear use of strong calls-to-actions. On their website homepage, they are continuously trying to ensure that every person who visits their website is associated with its closest location. Naturally, they have strong CTAs for this campaign that show stores near you and read “Make This My Store.”

Use Calls-to-Action to Move People Along Your Campaign

With all the importance placed on a simple link or button, CTA creation and tracking can get overwhelming. HubSpot allows you to upload your customized designs into its CTA tool, or start a button from scratch. These CTA buttons will allow you to connect the dots on your campaign, and get people to act on your campaign message.

You can then use HubSpot to start collecting metrics on performance right away. The HubSpot CTA tools lets you build and upload endless CTAs, and then embed them on your website -- all while HubSpot collects data on views, clicks, and more, so you can track results in real time.



Want to quickly create CTAs for your next campaign?

With Hubspot it's EASY!

Talk To An Expert

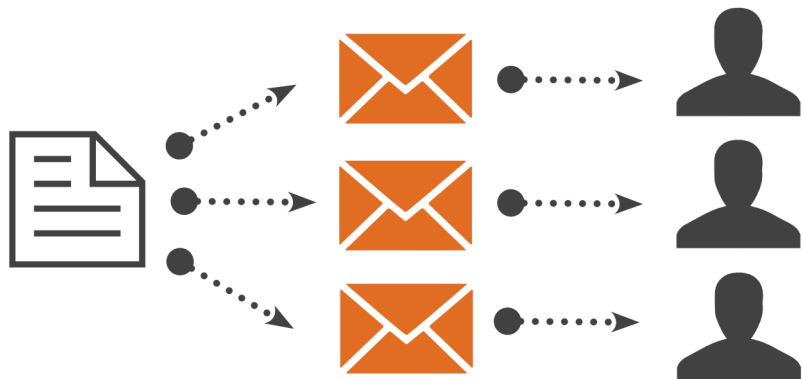


Why Should Email Be In Your Tool Kit?

Despite progressions in so many various marketing channels like social media, blogs, text messages, messaging apps and more, email has remained at the core of our communication. The focus now is how you use email marketing, not if you should.

Email marketing allows you to, over time, create a true database of contacts. All the people who follow through on your calls-to-action, and all the people who fill out the forms on your landing pages, will be added to your contacts database. You can then target these contacts for appropriate email communication.

So, rather than sending your entire contacts list one email, **you should be sending the right targeted message, to the right person**, through the right targeted email.



Integrating Email Into Your Campaign Strategy

Let's go back to our conference example. If you want to launch registration for a conference, rather than emailing everyone in your database you should be reaching out to last year's attendees and invite them to join you again. Welcome them back to help them feel like part of your community. By including social share buttons in the email, these initial fans will begin sharing the announcement of your event and help you bring in new attendees.

After a few weeks, you can then send another email, this time targeted to another list of people. For example, if you secured an industry expert on managing a startup, try emailing a segment of your list who work at a startup.

They'll see a clear connection between their job and the speaker attending.

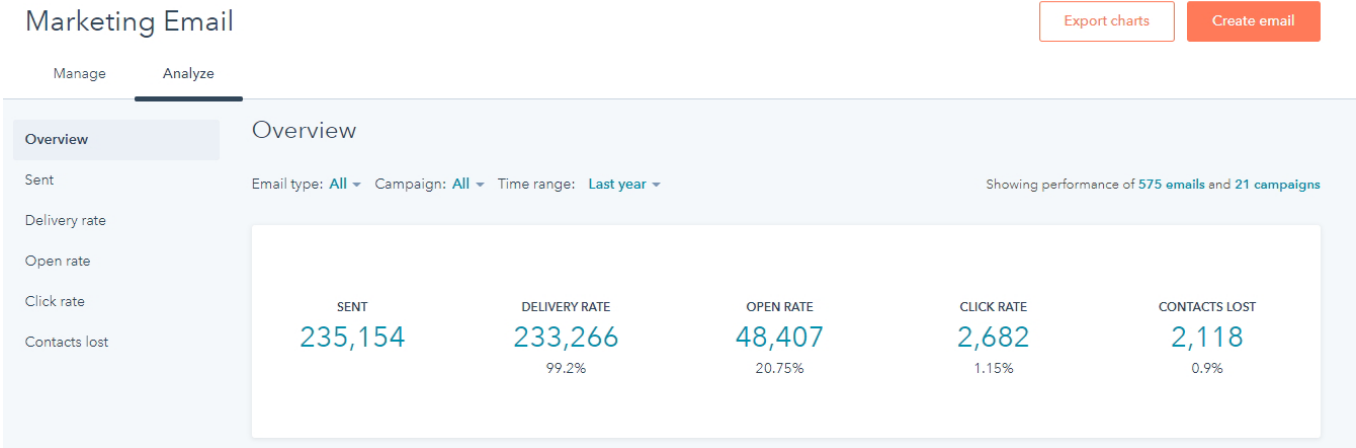
In this manner, email marketing serves a great role in helping you target your messages. No other marketing tool currently exists that allows you to slice and dice your marketing contacts into as many lists as your hearts desire. The more you target your messaging to specific audiences based on that audience's needs, the better results you'll see.

Send the Right Emails to the Right People

To properly communicate your campaign with your contacts database, you need to ensure you're personalizing the emails.

You want to send the right message, to the right people, at the right time.

HubSpot's email marketing and nurturing tools can help accomplish this. You can easily build emails, and specify who receives them. The email tool will automatically collect information on who opened the email, and who clicked on your calls-to-action in them. That will allow you to further target people by contacting those who clicked on a link in a specific email!



Need to see it to believe it?

Request a custom demo of our email and nurturing tools today!

[Click to Get Started](#)

TOOL 4

BLOGGING



Why Should Blogging Be In Your Tool Kit?

Let's face it -- customers are making much more educated buying decisions thanks to all the information and reviews available online. Where do you go when you want to know something? You're not alone... research continues to point to search engines as our go-to spot for any kind of decisions we make as consumers. And voice search has only increased that.

In fact [a study conducted by Bazaarvoice](#) showed that 82% of smartphone users consult their phones on purchases they are about to make in-store and 45% read reviews before making a purchase.

Your takeaway? When your potential customers go searching for the products or services you sell, you want to be the first listing in the search results.

When it comes to getting found online and generating traffic to your website, nothing— other than maybe paid advertising— works better than publishing a steady stream of blog posts that are jam-packed with relevant information that entertains, educates or helps your customers make smarter buying decisions. You could sprinkle pay-per-click or banner ads all over the internet in exchange for an influx of visits or eyeballs on your latest and greatest campaign, but as soon as you stop forking over money to the ad network, your traffic stops.

Not only does the use of a blogging platform provide long-term value, it can also help you reach your immediate campaign goal by giving you an outlet to create and share a self-hosted anthology of campaign-related stories. If deemed valuable by your audience, your posts may even get shared on social media channels and referenced or discovered in days, months, and maybe even years to come.

Integrating Blogging Into Your Campaign Strategy

There are countless ways to execute a marketing campaign, and we marketers have many tools at our disposal to do so. Whether you decide to make a splash with a prime time TV spot or an email blast or both, blogging can still complement all the other employed marketing tactics by filling in any blanks you can't fit into other static web pages, ads, status updates, tweets or videos.

And unlike a Facebook page or Pinterest account, a company blog is a platform you entirely own and control. Instead of crafting social media-specific content, use your superb blog posts to inspire the updates you share to social media channels, and include a link back to the full post for more information.

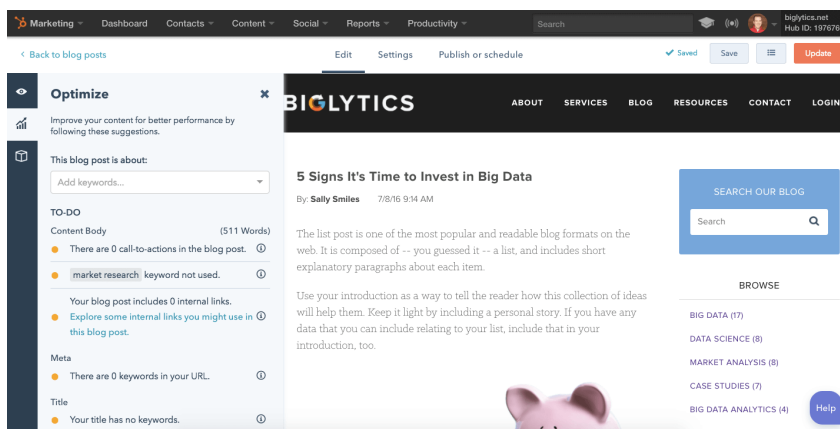
Once your readers get there, let the value of the information you've provided be the gift you give in order to get your readers to take a desired action custom calls-to-action.

Publish Optimized Blog Posts To Support Campaigns

There are many blogging platforms out there, but few that make blogging as easy as HubSpot. For example, even though search engine optimization is an integral part of getting your blog posts indexed, discovered, read, and hopefully shared, you don't have to be an SEO expert to publish great blog posts.

With the HubSpot CMS, you can write and publish SEO-optimized blog posts with ease because the platform gives you optimization recommendations as you write, informing you of what changes you should make to strengthen your post.

Since blogging is an ongoing commitment, you'll want to know how effective your blogging efforts really are. **The HubSpot blogging platform can help by giving you insight into what blog posts are driving the most traffic**, how overall traffic is growing over time, who is linking to your content, and much more.



Want to Drive Traffic to Your Website?

Craft optimized blog posts for your next campaign today!

Click to Get Started

SOCIAL MEDIA



Why Should Social Media Be In Your Tool Kit?

Marketers aren't struggling to understand why social media is important; instead, we're all challenged by how to manage a social media program in a scalable way.

If you're reading this, then you probably know that using social media to converse with customers is one of the best ways (if not the best way) to strengthen the rapport you have. That way people will actually want to hear your campaign message and think of you first when they are ready to buy what you have to offer.

But how do you make the biggest impact with what limited time you can invest? Some questions you might be asking yourself include:

- How do I save time posting all of these messages across all my social channels?
- How do I know which of my potential or existing customers are actually interacting with my Facebook/Instagram posts, tweets and TikToks?
- Is my social community (subscribers, followers, fans, connections) growing steadily over time?
- Which of my contacts are most engaged with my brand?
- How do I use what information I know about my contacts based on their social media activity to market to them in a more targeted, personalized fashion?

These are all questions that the right social media management tool can help you answer so you can save time with all the minutia associated with getting a campaign message out there, and instead focus on getting your message right.

Integrating Social Media Into Your Campaign Strategy

Using social media channels in your campaign effort is all about creating a connection with your customers through likeable content, reciprocity, responsiveness and transparency.

Here's an example of a [great social media campaign](#):

Coca-Cola's [Share a Coke](#) social media campaign successfully connects the company with their audience on a deeper level. By selling bottles of Coke with people's names on them, Coca-Cola personalizes the buying experience which gets customers excited about purchasing and sharing the bottles.

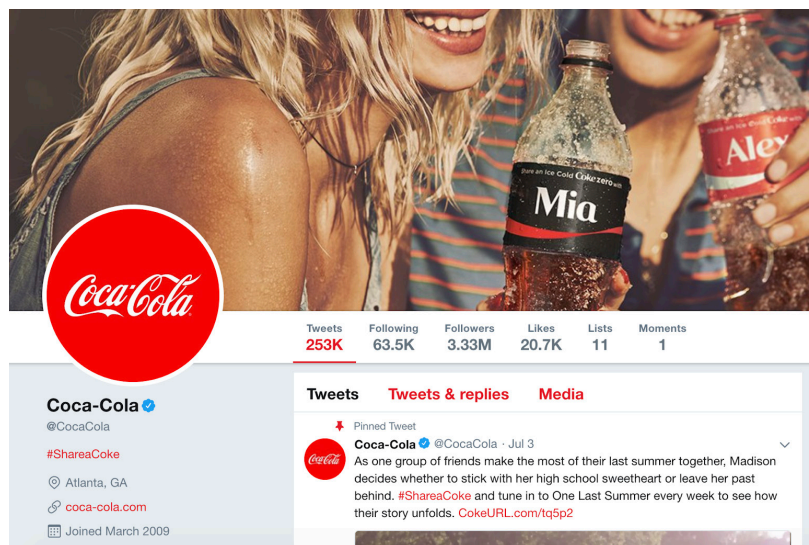
Whether it's their name or the name of a family member, friend, or co-worker, customers feel a connection to these bottles of Coke. Some of the bottles even have stickers on them that customers can peel off and wear as a name tag or give to someone else.

Coca-Cola made the campaign even more relatable by creating labels with multiple different spellings of names and including less-common names. Customers can also personalize their bottle on the company's website for \$5. The company found a way to engage with everyone through this campaign.

Coca-Cola also promoted a hashtag, #shareacoke, so social media users can share their pictures and videos with friends and followers. Since the campaign has gone viral, the hashtag has been used on millions of Twitter and Instagram posts.

And for those who want to share a Coke, or post a picture about their own experience, there are links to more information about the campaign in the bio section of Coca-Cola's social profiles.

When it comes to maximizing the reach of your own campaign, consider taking a similar approach: create a series of mini-stories using video, images, blog posts, tweets, pins and more to draw attention to the bigger idea.



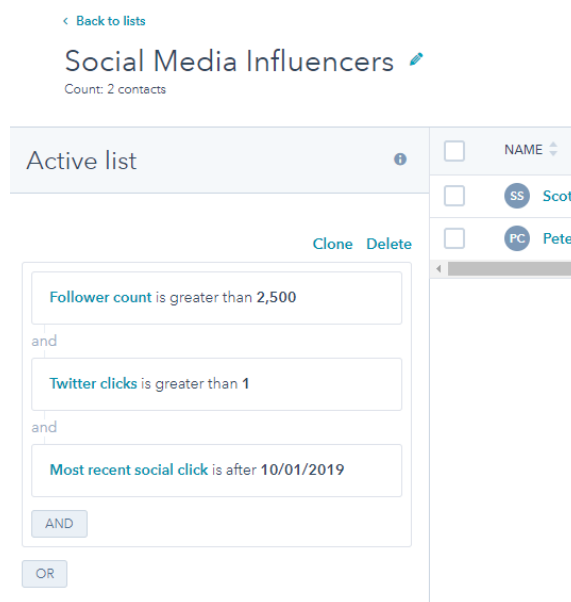
Use Social Intelligence to Improve Campaign Messaging

Let's take a second to remember why marketers should use social media in the first place. As the renowned marketing thought leader Jay Baer often says:

“The goal isn't to be good at social media; the goal is to be good at business because of social media.”

There are plenty of social media management platforms you can investigate at your own leisure. You'll find countless tools that can help you be the best social media manager alive, but there's only HubSpot will allow you to do more than all of the following:

- Streamline your publishing process
- Filter out the social media prospects who are truly ready to have a more in-depth conversation with you
- Create segmented lists of social influencers or prospects for custom, personalized lead nurturing
- Determine how many leads and even customers stemmed from your social efforts.



Want to see the actual social media marketing results?

Schedule your posts through HubSpot's social media publisher for free.

Click to Get Started

TOOL 6

MARKETING ANALYTICS



Why Should Marketing Analytics Be In Your Tool Kit?

The final component in your remarkable marketing campaign strategy involves reviewing your campaigns with analytic tools. Which campaigns were the most successful? How do you prove the value of each campaign?

The beauty of modern marketing is that every action your visitors take is tracked and stored somewhere – this represents a tectonic shift for marketing strategy. Rather than relying on your gut to decide how well your ideas are working, marketers can now use data to dissect campaigns, and glean true insight into their ROI. With marketing analytics ability to improve campaign effectiveness, it's easy to see why [chief marketing officers plan to increase their spending on marketing analytics 200% over the next few years.](#)

As a HubSpot partner (and users!), we know that the conversion rates for our offers vary by type and by channel – ebooks generally perform better than webinars, and organic, email and social media channels all produce different submission rates. Using this information, we carefully select what campaigns we design for our clients for each channel, and evaluate how each new offer performs based on past channel performance.

The key to successful marketing is accountability, and being able to learn from every campaign to improve the next.

Integrating Analytics Into Your Campaign Strategy

To measure the results of your marketing campaigns, you'll need to look at your performance data. Site analytics will help you improve your marketing strategy and collect insight on campaign performance, such as:

- How well your campaigns convert visitors and leads
- How specific marketing campaigns are faring compared with one another
- How effectively your campaigns are delivering ROI and revenue

The specific metrics that will best predict your campaigns effectiveness will vary by your business and target market. For a complete picture of how your campaigns are faring, be sure to look at a variety of measures, including: traffic, submission and conversion rates; raw data such as total new leads and engagement by channel (e.g., how many total tweets or likes did a campaign achieve); and comparative metrics such as new leads/contacts.

Make sure you delve deeply enough to be thorough, and use common sense when looking at your numbers. Your newest email campaign could have a 5% click-through rate. Wow! But if 90% of those people are clicking on the unsubscribe link, your email is actually a giant failure. Be sure to look at what your data means (analyze and strategize), in addition to just the hard numbers.

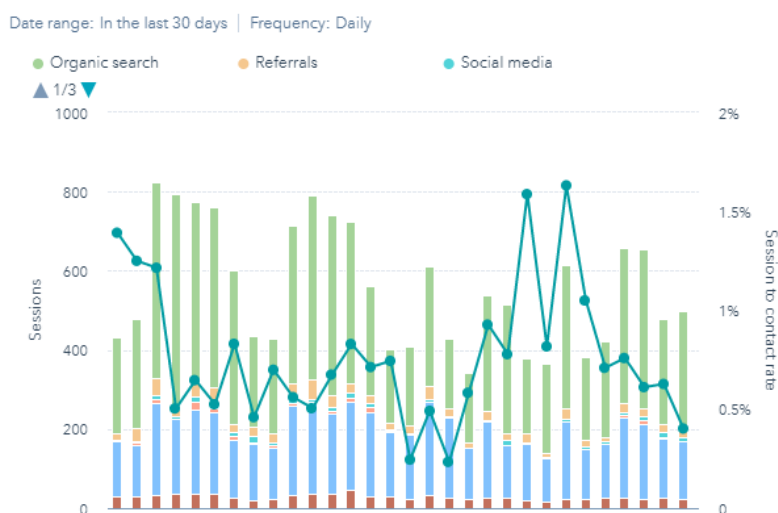
Finally, look at your campaign success over time, and assign data benchmarks to evaluate how your performance is improving.

Measure the Actual Business Success of Your Campaigns

Some analytic tools give you insight into just metrics.,Others, like HubSpot, give you actionable marketing analytics that track the effectiveness of your marketing efforts.

In addition to the normal traffic numbers other tools provide, HubSpot provides insight into how people first found you, which critical touch points led to ultimate conversion, and which marketing campaigns generated the most sales.

After all, isn't the point of your campaign to reel in revenue?



Want to prove the ROI of your marketing?

We can show you how HubSpot's analytics can track the success of your campaign.

[Click to Get Started](#)

CONCLUSION

It's clear that creating and managing a measurable campaign can help you turn mediocre marketing into remarkable revenue generating work.

A campaign is not an idea that is simply thrown out into the world; it's a complete strategy. In order to see the ROI of that strategy, you need the proper tools to guide you along the way.

Keep the image of a campaign tool kit etched in your mind. It'll prove useful time and time again.



Landing Pages



Email



Calls-to-Action



Blogging



Social Media



Analytics

ABOUT IMPULSE CREATIVE

We Are Wayfinders

Wayfinding: All of the ways in which people orient themselves and navigate from place to place.

You know where you want to go. We're the compass to help you navigate there, and make your brand's mark on the digital marketing map.

We could call ourselves a "marketing agency", a "digital agency," or a "branding agency," but we're more than that. Because we don't provide services without results.



We believe that good marketing is a long-term journey together, toward a clearly defined goal. When you're ready to put social media to work for your business, we're here to help.

From social media strategy to content creation, our inbound marketers help businesses of all sizes grow better.

SCHEDULE YOUR MARKETING AUDIT TODAY!

Spend 30 minutes with us and you'll have information and the passion to grow better. Let us show you how effective branding and inbound marketing can help you succeed.

