



How to rapidly and profitably grow your business

26 November 2020



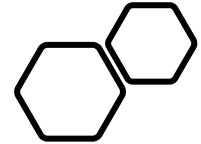
Christian Kinnear
VP of Sales & MD EMEA
HubSpot



Steven Groen
Customer Success Manager
HubSpot



Welcome



Agenda

Christian Kinnear: presentation, Q&A

Steven Groen: presentation, Q&A

Final remarks



A woman with dark curly hair is looking out a window, her hands clasped. The background shows a brick wall and a desk with papers. On the left side of the image, there are large, abstract, overlapping shapes in shades of blue, orange, and pink. The text 'Grow your business with HubSpot' is overlaid on the image in a large, white, sans-serif font. Below it, the name 'Christian Kinnear' is written in a smaller, white, sans-serif font.

Grow your business with HubSpot

Christian Kinnear

Poll question 1: What do you think?

How does your organisation respond to the COVID-19 pandemic?

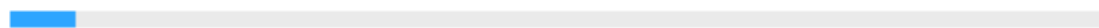
1. Same as before, there was no need for any changes
2. We are in survival mode
3. We are adapting to the new situation
4. We are growing during the pandemic

Sharing Poll Results

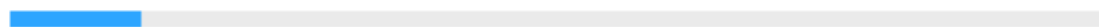
Attendees are now viewing the poll results

1. How does your organisation respond to the COVID-19 pandemic?

Same as before, there was no need for any changes (2) 6%



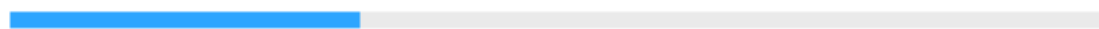
We are in survival mode (4) 12%



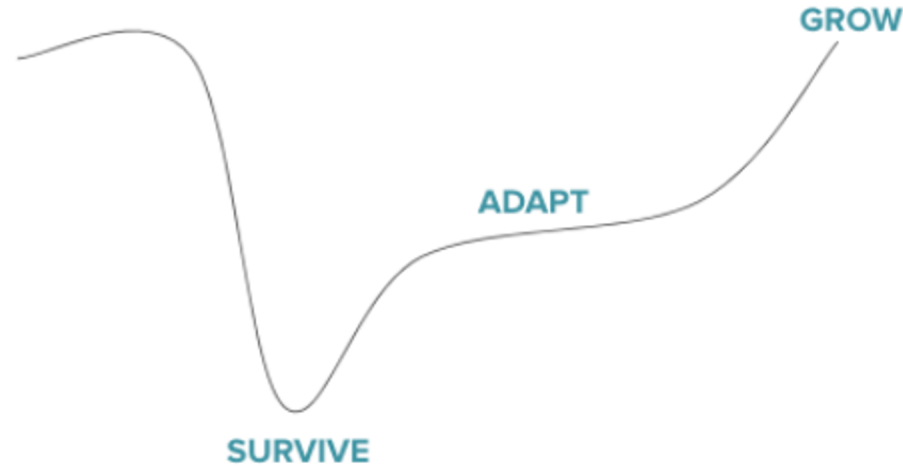
We are adapting to the new situation (17) 50%



We are growing during the pandemic (11) 32%



The COVID-19 pandemic places companies in three broad categories:



SURVIVE	ADAPT	GROW
Example industries: travel, events, brick & mortar retail, restaurants etc.	Example industries: technology/software, consulting & professional services, anyone with outside/channel sales	Example industries: e-commerce, e-medicine, e-learning, on-demand gaming/fitness, logistics, IT services



How HubSpot Helped CancerIQ Rapidly Adapt and Scale its Business in the Midst of a Global Pandemic

Increased

Sales
Productivity

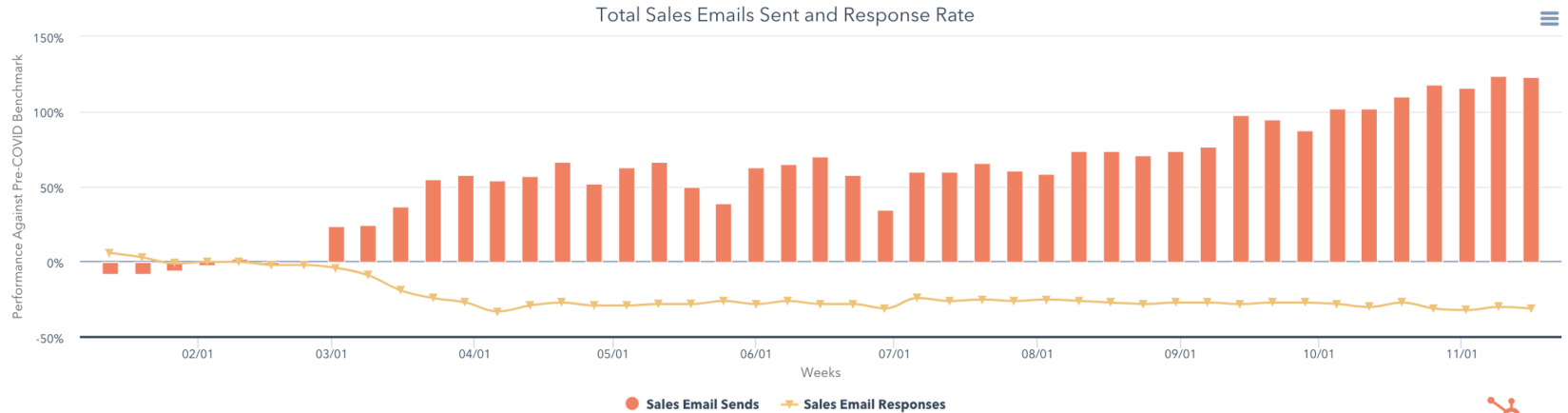
Tighter

Security using
SSO

Easier

Reporting using
Dashboards

COVID Benchmark Data



Inbound Solution

**ATTRACT
STRANGERS**

SEO Website - CMS Blogging
SEM Social Media

**ENGAGE
VISITORS**

Calls-To-Action
Landing Pages Forms

**CONVERT
CUSTOMERS**

Marketing Automation
Sales Enablement

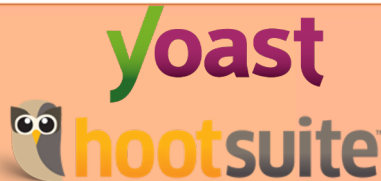
**DELIGHT
PROMOTERS**

Analytics

ATTRACT
STRANGERS



MOZ



ENGAGE
VISITORS

LEADLANDER



Leadpages

WUFOO



unbounce

CONVERT
CUSTOMERS



MailChimp

eloqua

Marketo

act-on

pardot

DELIGHT
PROMOTERS

Yesware

Google Analytics

ZOHO

Our philosophy?

**ATTRACT
STRANGERS**

HubSpot

**ENGAGE
VISITORS**

HubSpot

**CONVERT
CUSTOMERS**

HubSpot

**DELIGHT
PROMOTERS**

HubSpot

The only all-in-one & end-to-end platform



Randstad Increases Leads by 4X with HubSpot.

4x Increase in Leads

56% increase in yearly traffic

25% conversion rate in year one.



National
College *of*
Ireland



NCI Takes Its Marketing to the Top of the Class with HubSpot

21%

Increase in Traffic

100%

of student recruitment goal

242%

increase in leads



Poll question 2: What do you think?

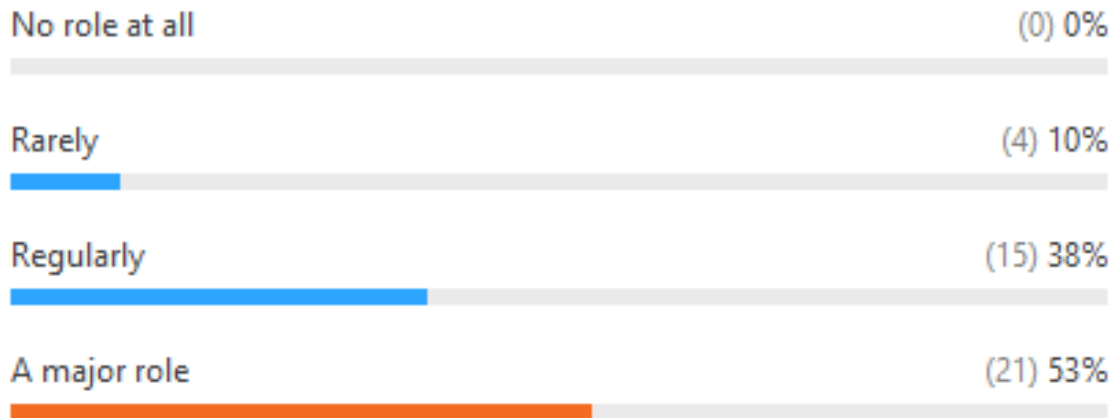
What role do reviews and recommendations play in your bigger purchasing decisions?

1. No role at all
2. Rarely
3. Regularly
4. A major role

Sharing Poll Results

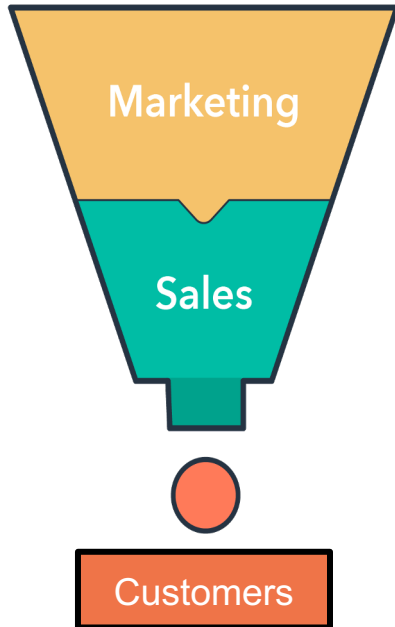
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1. What role do reviews and recommendations play in your bigger purchasing decisions?



Then = Funnel

Customers as an afterthought

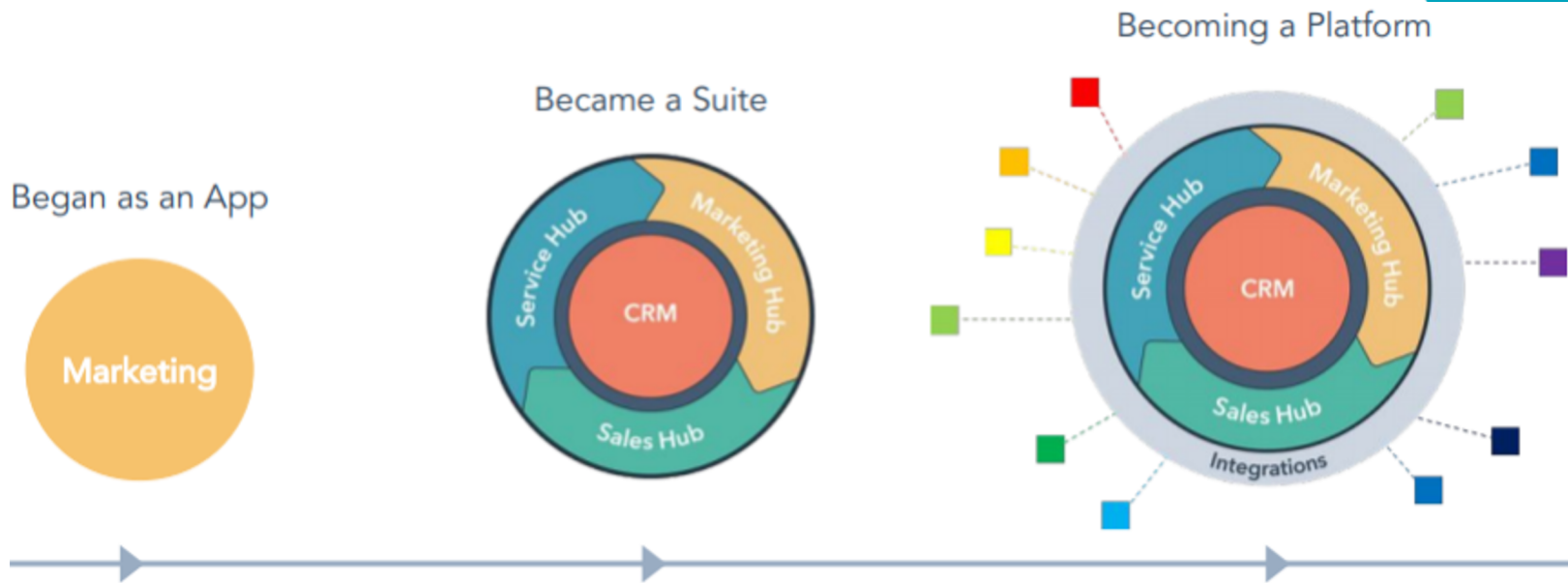


Now = Flywheel

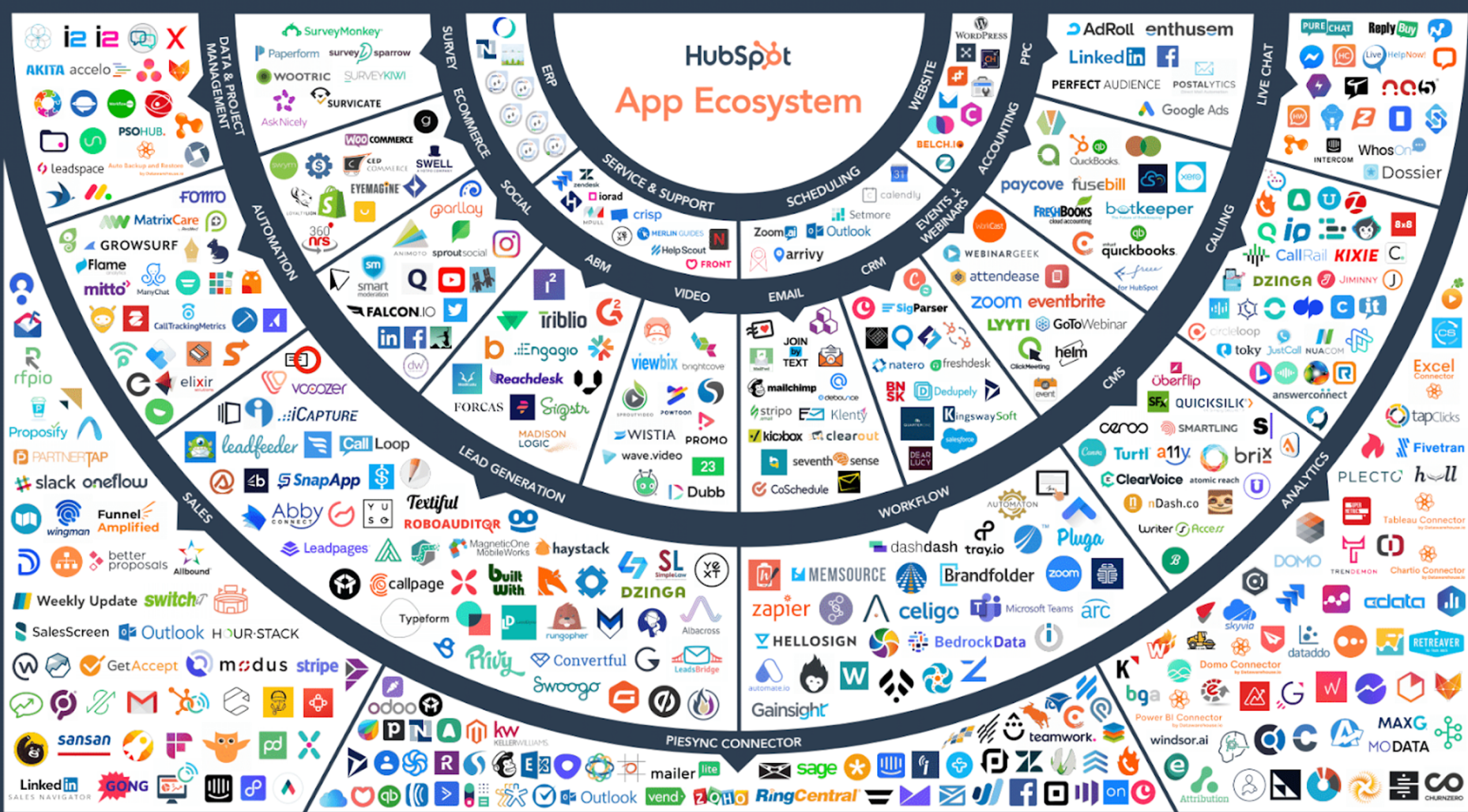
Customers are at the centre



All of that is just the beginning



We're focused on helping companies grow better in ever expanding ways



Key takeaways

1. Identify where your company is and where you want that to be (Survive, Adapt, Grow)
1. INBOUND methodology to Attract, Engage and Delight your customers
1. Leveraging the HubSpot CRM Platform for your digital transformation (Marketing, Sales and Services)
1. Check out our benchmark data: hubspot.com/covid-data



THE

HubSpot

CUSTOMER CODE

customercode.com

The HubSpot Customer Code



#1 EARN MY
ATTENTION,
DON'T STEAL IT.

#2 TREAT ME LIKE A
PERSON, NOT A
PERSONA.

#3 SOLVE FOR MY
SUCCESS, NOT
YOUR SYSTEMS.

#4 USE MY DATA,
BUT DON'T
ABUSE IT.

#5 ASK FOR
FEEDBACK,
AND ACT ON IT.

#6 OWN YOUR
SCREW-UPS.

#7 HELP ME HELP
YOU, BY HELPING
MYSELF.

#8 I DON'T MIND PAYING,
BUT I DO MIND
BEING PLAYED.

#9 DON'T BLOCK
THE EXIT.

#10 DO THE RIGHT THING, EVEN WHEN IT'S HARD.

The HubSpot

CULTURE CODE

Creating a company we love.

v33.8 2020-11-19



THE HubSpot CULTURE CODE TENETS



1. We solve for the **customer**.
2. We work to be **remarkably transparent**.
3. We favor **autonomy & accountability**.
4. We believe our best perk is **amazing peers**.
5. We lean towards **long-term** impact.

The best perk is
meaningful work.

The second best
is amazing peers.





A Customer Perspective

Steven Groen

WHAT IS CUSTOMER SUCCESS?

Customer Success Manager?

- Customer Advocate
- Strategic advisor
- Account manager
- The link between teams

Depending on the needs of the client, I can speak with the Implementation Team, Product Team, Support, Billing, Collections, Sales Team and the Migrations Team!



Subjects to discuss with a CSM

- Sales & Marketing alignment
- Content Strategy
- Sales Pipelines
- Database segmentation
- Workflows
- Email campaigns
- Reporting
- ...

Poll question 3: What do you think?

Does your organisation have a department / people solely dedicated to customer success?

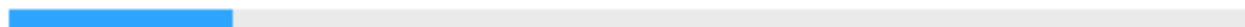
1. Customer success is not something we actively consider
2. Customer success is part of the role of some employees
3. We have a team dedicated to customer success

Sharing Poll Results

Attendees are now viewing the poll results

1. Does your organisation have a department / people solely dedicated to customer success?

Customer success is not something we actively consider (6) 18%



Customer success is part of the role of some employees (19) 56%



We have a team dedicated to customer success (9) 26%



WHAT HAS CHANGED?

Client questions

1. How do we operate without a physical presence?
2. What's the best way of reaching out to prospects?
3. How do we stay in business when our sector is hurting?



DIGITAL MARKETERS

VS

TRADITIONAL MARKETERS



"Inbound Marketing is the answer!"

"Print is dead!"

"Social Media is a Must!"

"No one responds to old-school marketing!"

"Outbound Marketing is the answer!"

"B2B's don't need Social Media!"

"The only way to get immediate response is to push your message out!"

"Print isn't dying, it's evolving!"



Buyer interest

1. Website Traffic
2. Customer-Initiated Chat



Buyer engagement

1. Email Marketing
2. Sales Emails
3. Call Prospecting





Pivoting



B2B



B2C



B2B2C





The Future of Work

Christian Kinnear

Is this the future of work?



Algorithms

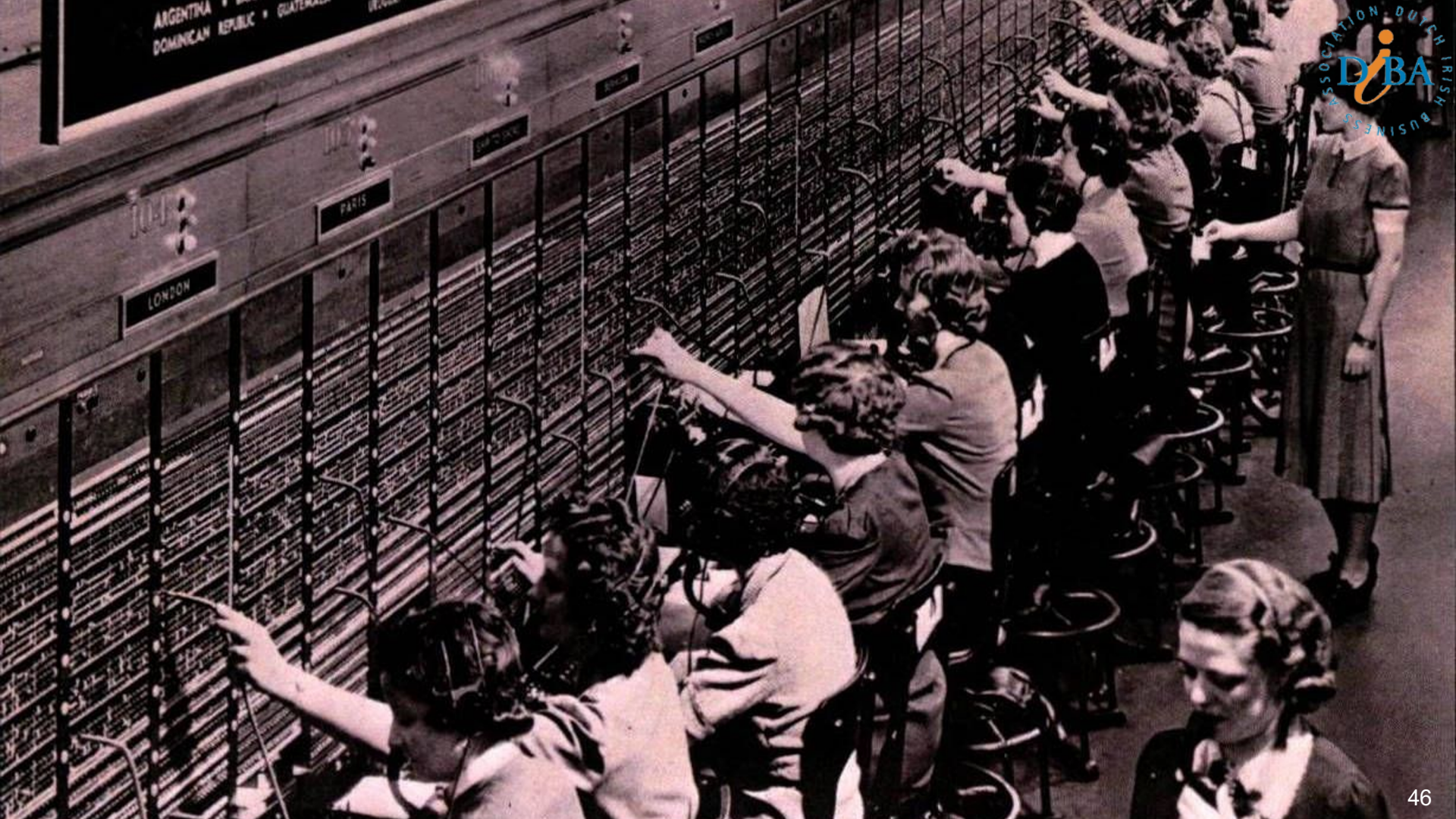
Artificial Intelligence

Bots

Machine Learning

Yes...

...partly





Your people are customers too.
The product they buy is your culture.



 THE OLD WORLD	 THE NEW WORLD
Work to make a living .	Work to make a difference .
Follow explicit directions.	Chart the course.
Juggle work and life.	Harmonize work and life.
Commute into work.	Connect to work from anywhere.
Value amazing perks .	Value amazing people .

Future of Work = flexibility



geographic flexibility (where)



schedule flexibility (when)



method flexibility (how)

Geographic Flexibility

The number of companies in the EU with employees working from home has increased to 88% compared to 4% before the pandemic. (*EAE Business School*)

And HubSpot Employees?

**Work is a verb,
not a location.**

Schedule Flexibility

The definition of “the working day” is changing fundamentally, for us and our customers.

We need to embrace when people are their most productive.



Method Flexibility

How we create, share,
communicate, and collaborate.



Microsoft Teams

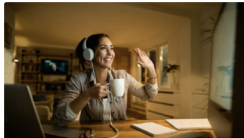


A word of caution - too much “productivity” can be unproductive!



HubSpot Blog

Remote Work - 36 articles



7 Common Virtual Networking Mistakes to Avoid

SALES | 6 MIN READ



17 Fun (Not Cheesy) Ice Breaker Games Your Employees Will Enjoy

MARKETING | 8 MIN READ



How to Stay Productive When You Work Remotely, According to HubSpot's Leadership Development Expert

MARKETING | 9 MIN READ



The Ultimate Guide to Managing Remote Marketing Teams

MARKETING | 17 MIN READ



Working Remotely? Try These 35 Tools for Better Communication, Collaboration & Organization

MARKETING | 14 MIN READ



How to Smoothly Transition to Remote Selling

SALES | 4 MIN READ

Thank You



—

THANK YOU

www.diba.ie

