Building a peak performing website in 2021.

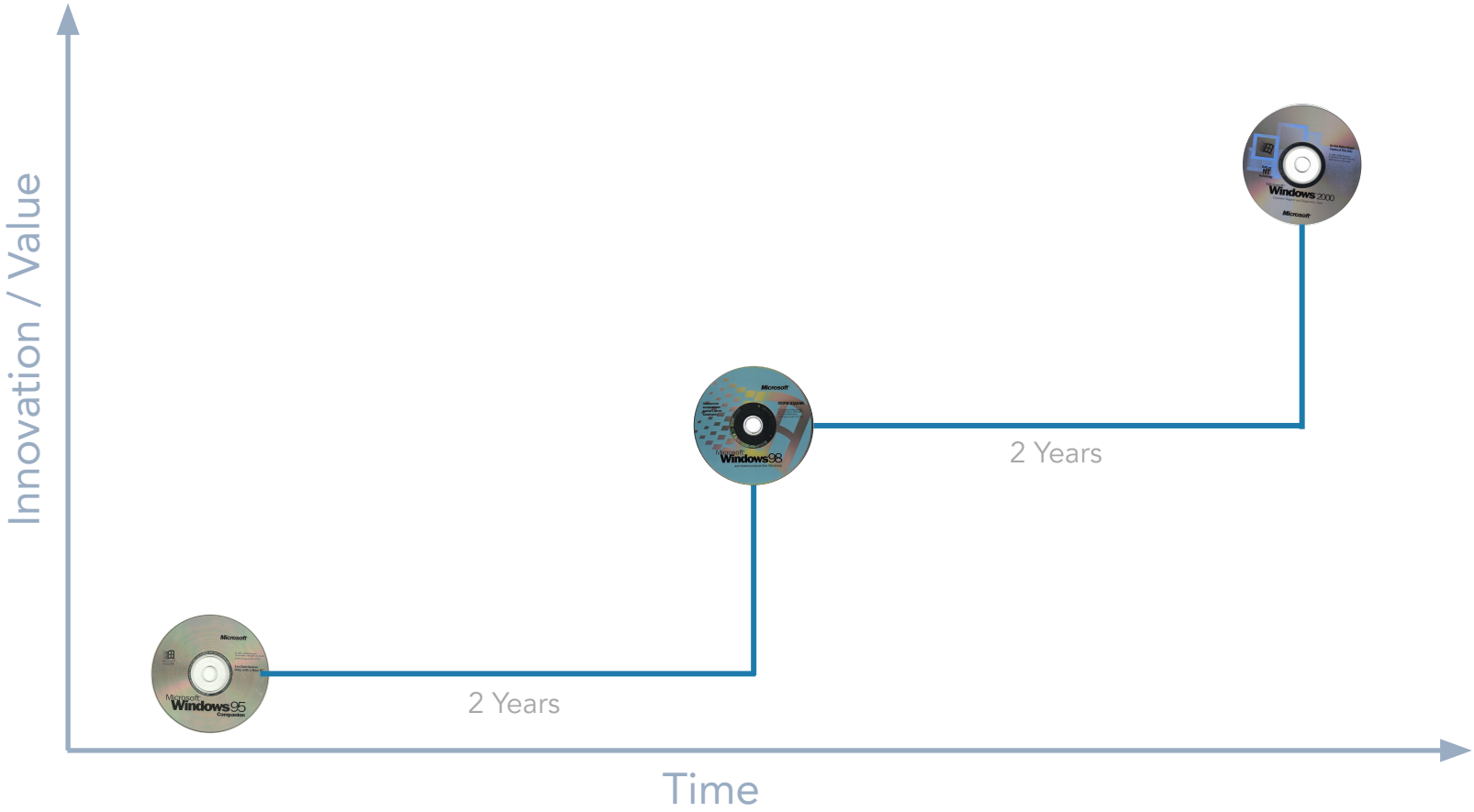
Luke Summerfield
GTM Lead Web/CMS

HubSpot + iGoMoon

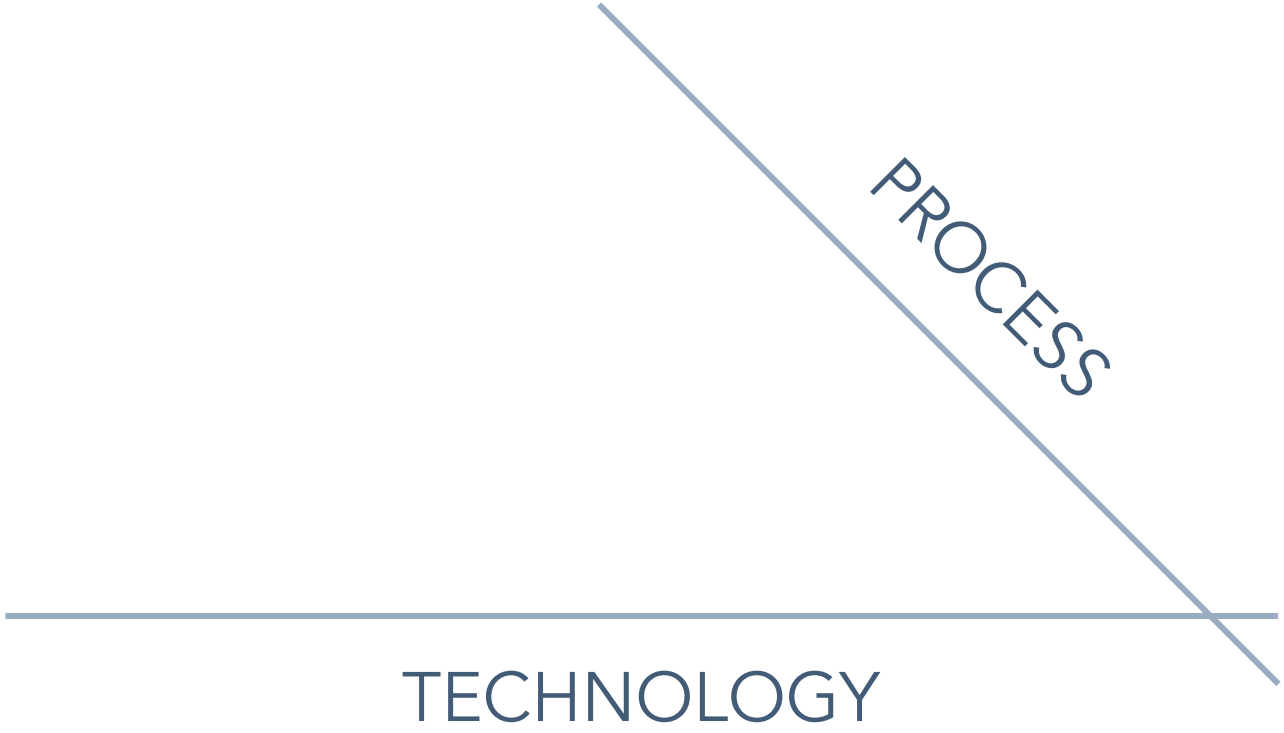
Luke Summerfield

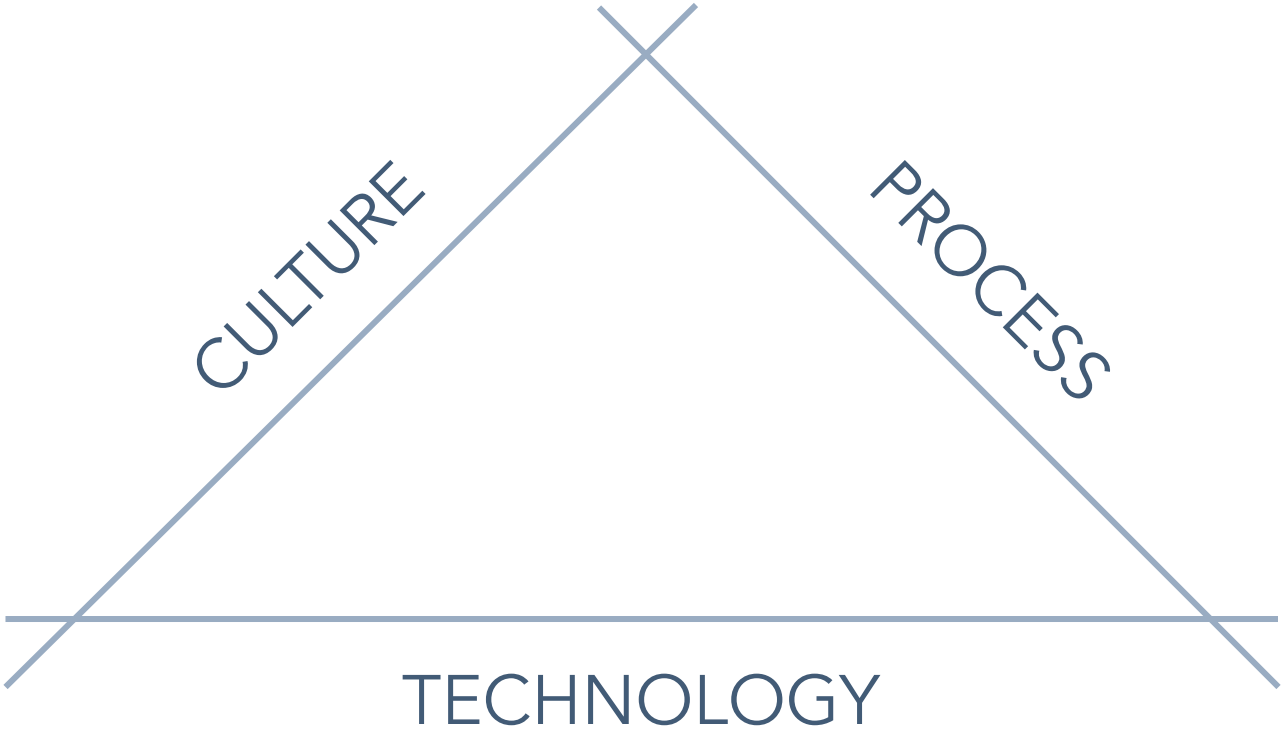
HubSpot Celebrity | GTM Lead | GDD Founder

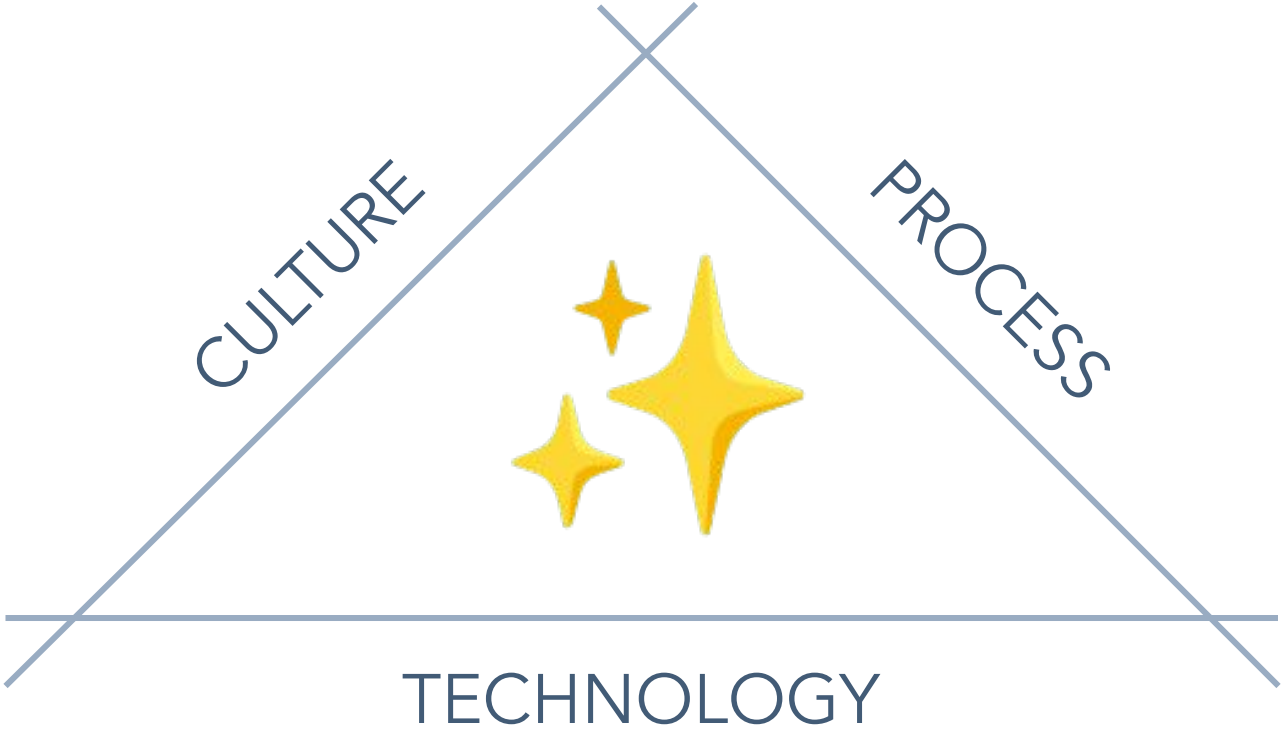
CD ROM release cycles in the 1990's



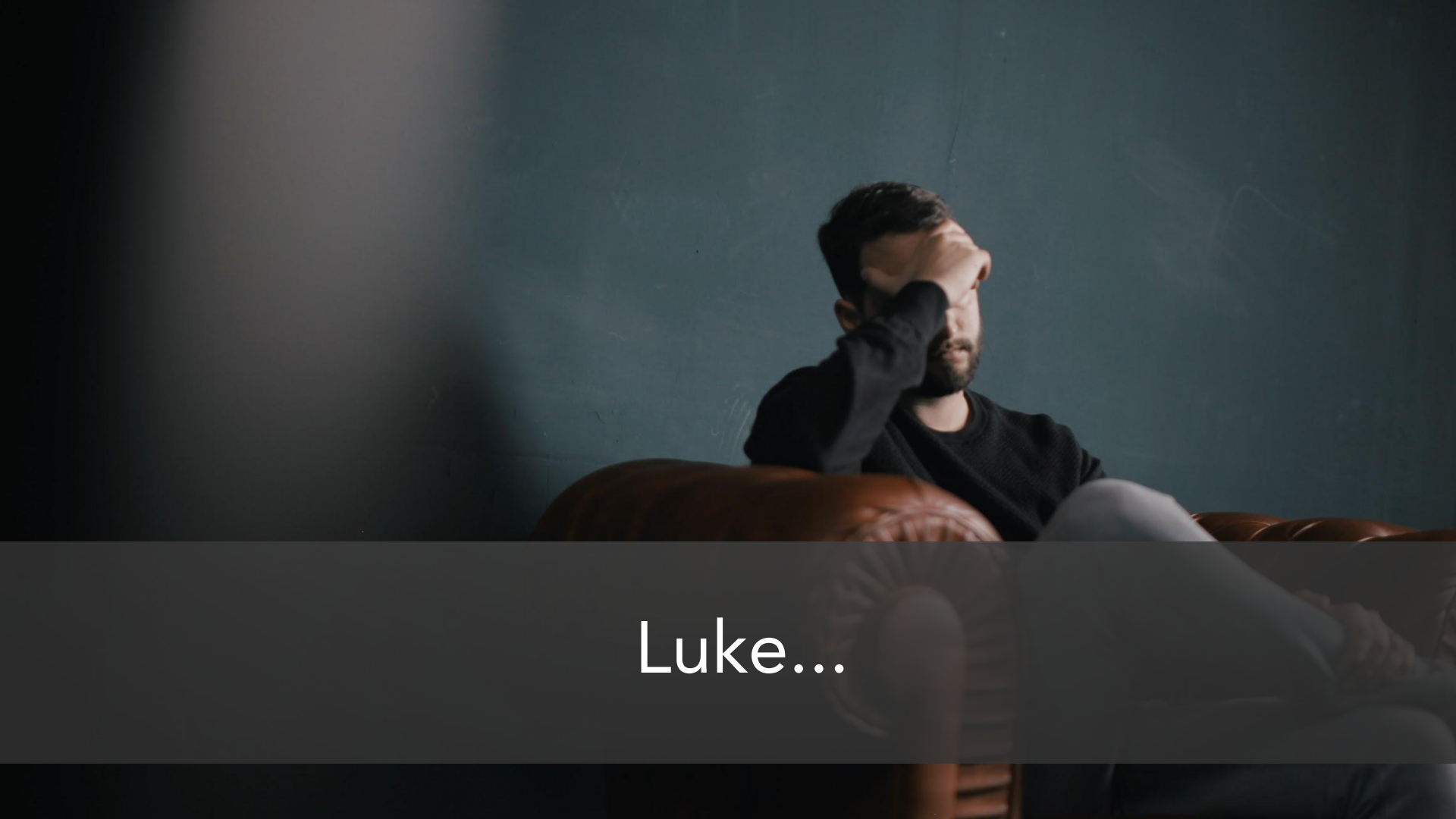
TECHNOLOGY


PROCESS
TECHNOLOGY


CULTURE
PROCESS
TECHNOLOGY


CULTURE
PROCESS
TECHNOLOGY

	CD ROM		SaaS
Lotus 1-2-3	💪	→	⚰️
MS Encarta	💪	→	⚰️
Microsoft Office	💪	→	💪
Google	💬	→	🚀
Slack	💬	→	🚀



Luke...

The world of web design is shifting.

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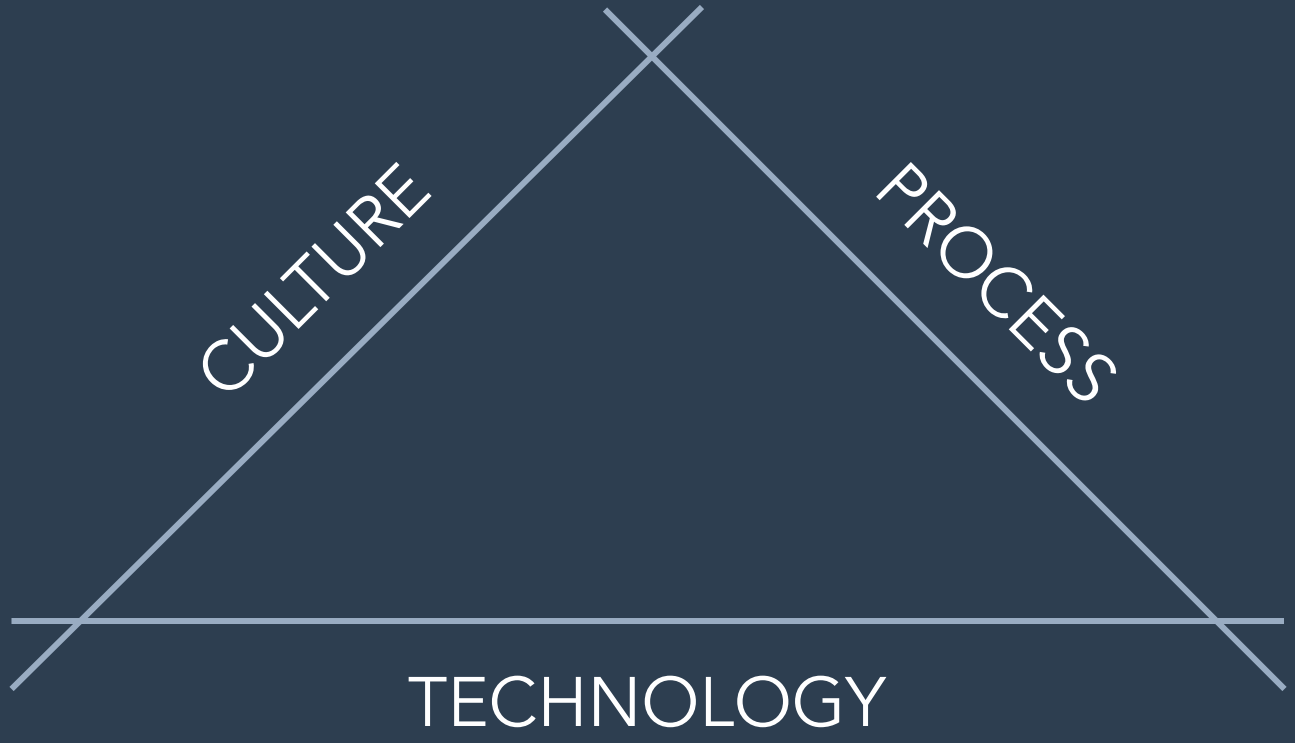
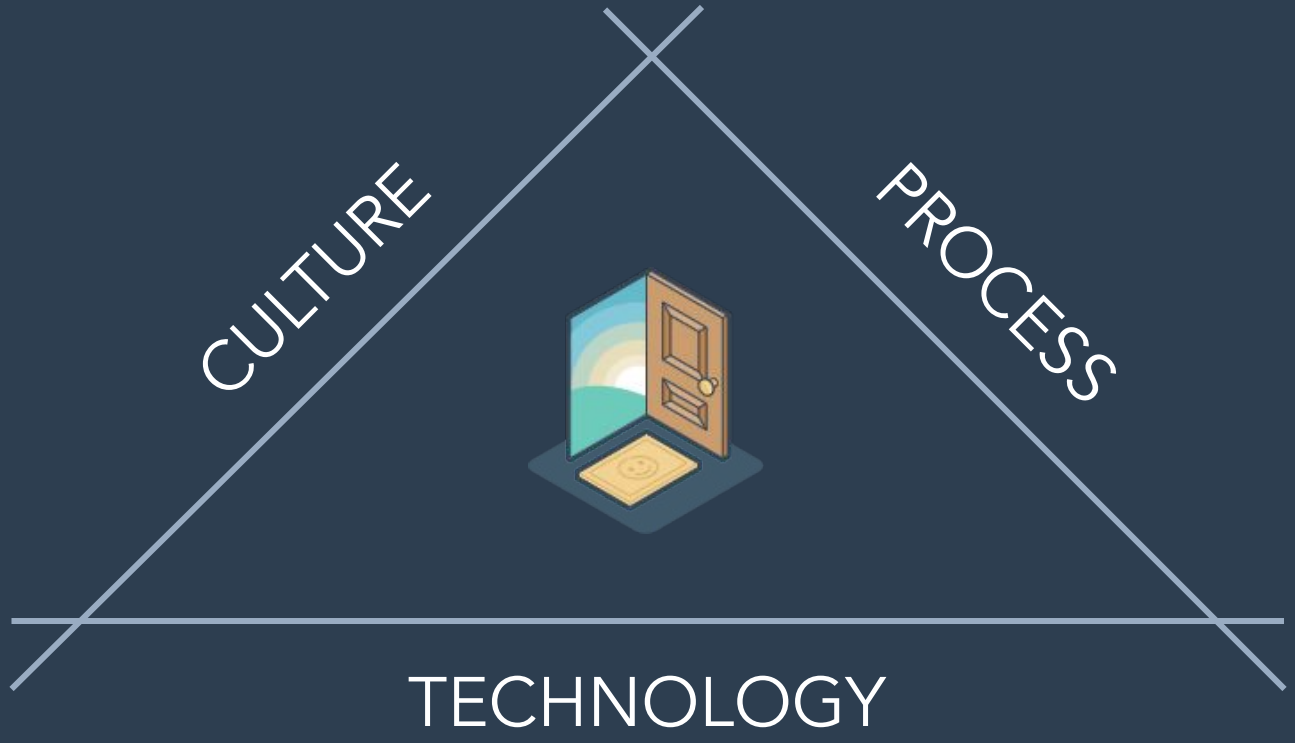


The world of web design is shifting.



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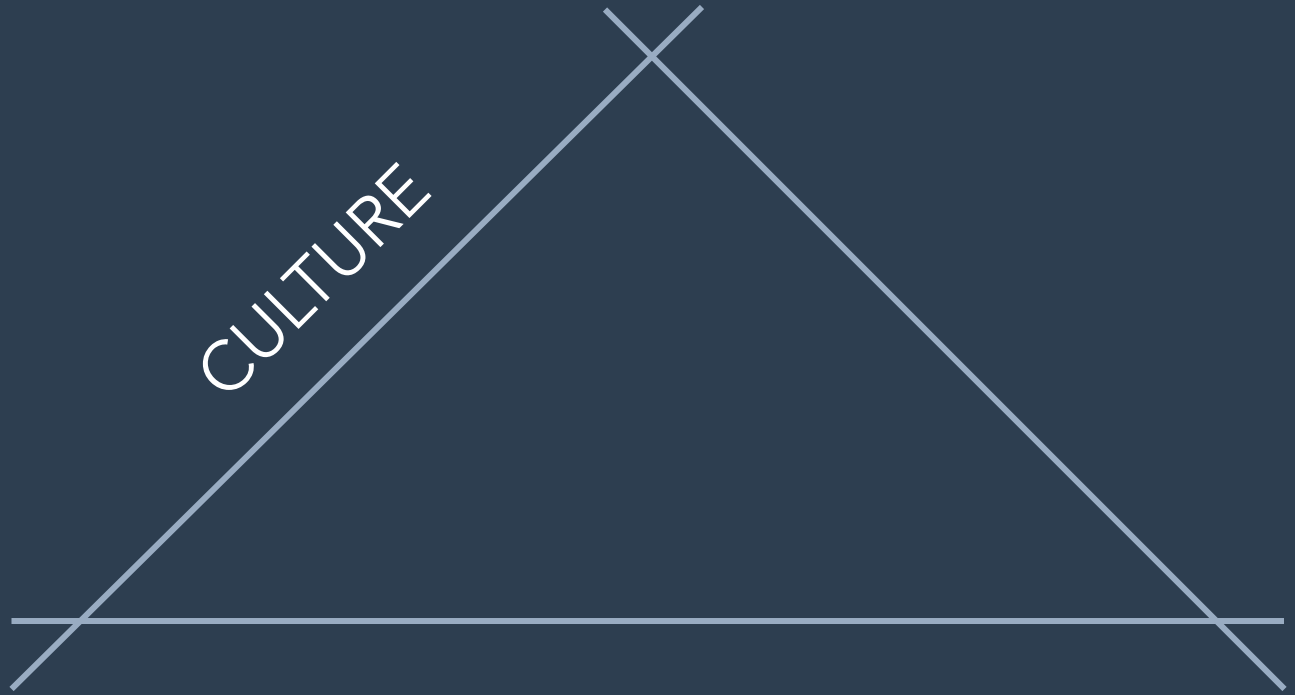


WHY does your business have a website?

Your Website

Traditional Culture	Modern Culture
Business expense	Growth investment

Your Website

Traditional Culture	Modern Culture
Business expense	Growth investment
Digital brochure	A product with wide impact

Your Website

Traditional Culture	Modern Culture
Business expense	Growth investment
Digital brochure	A product with wide impact
Assumptions	Data-driven decisions

Your Website

Modern Culture

Growth investment

A product with wide impact

Data-driven decisions

Get Started!

Start your culture shift

Data-Driven Decisions:

- Install behavioral research tools HotJar.com or LuckyOrange.com on your website and turn on heatmaps and user session recording.
- If you're a HubSpot customer, integrate them!

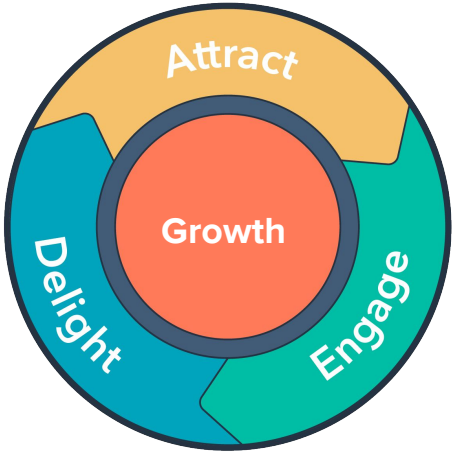
Product with wide impact:

- How else might your company leverage your website to remove friction and build a world-class customer experience?

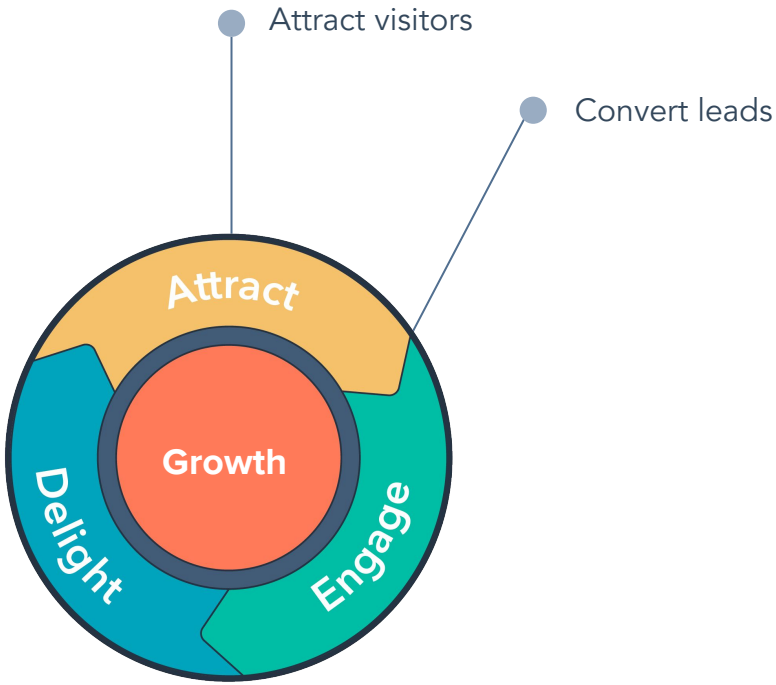
Your website should impact more than just marketing.

Sales, HR, support, finance, product, etc.

Expand the website's impact on the customer journey.



Expand the website's impact on the customer journey.



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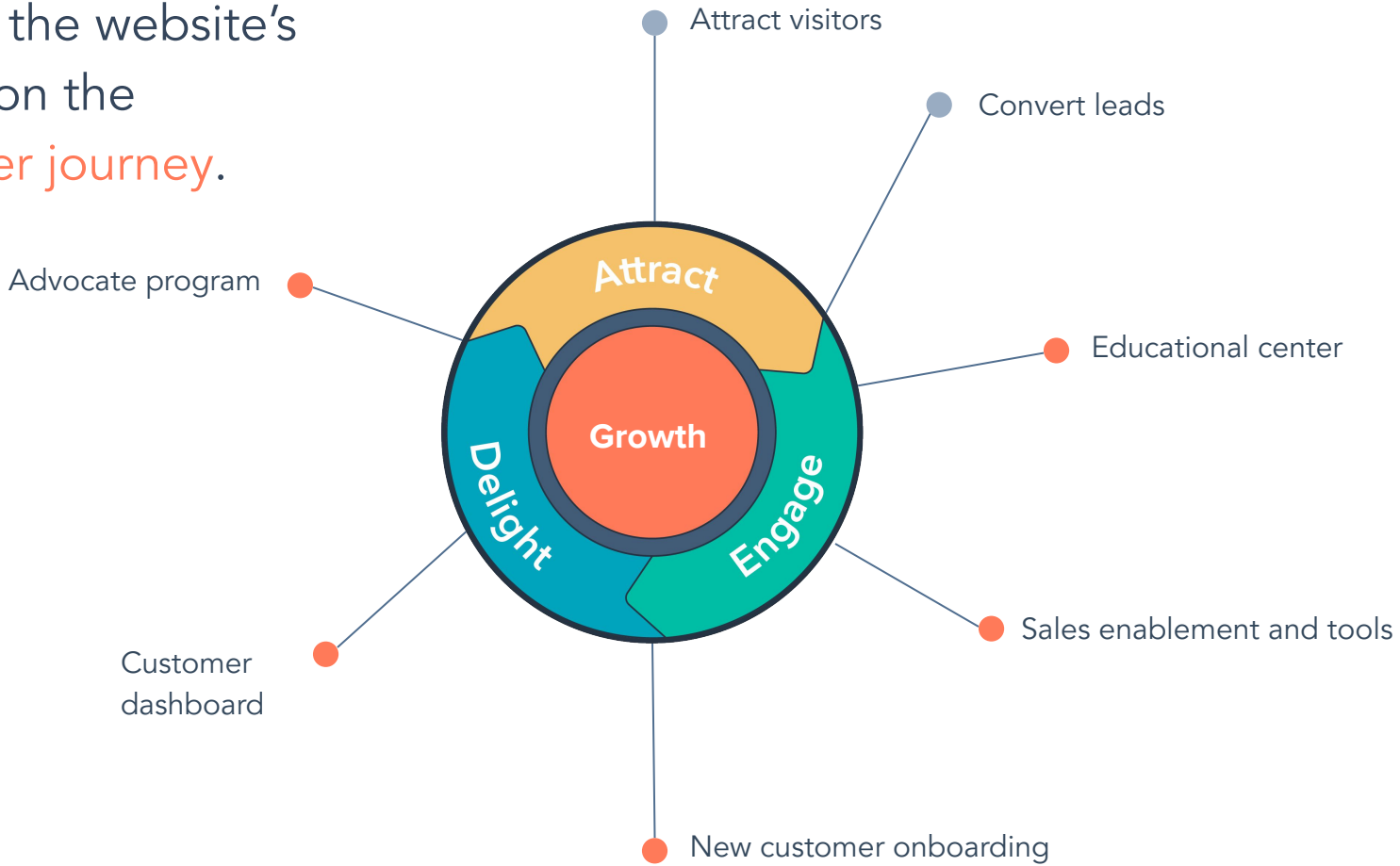
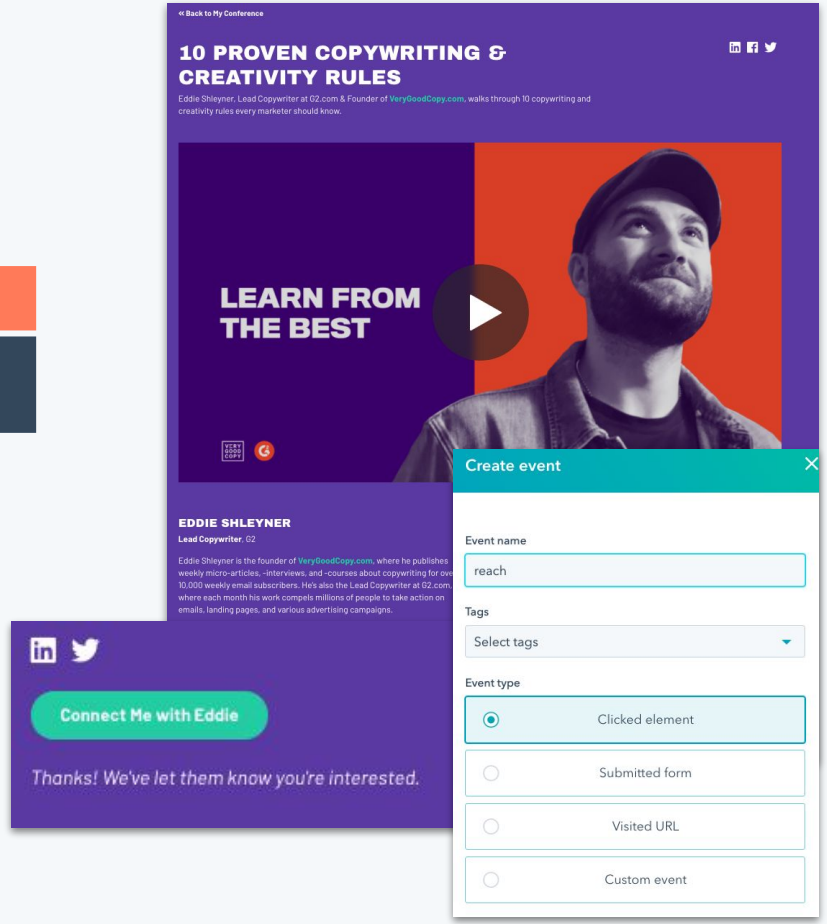


G2 ran their REACH 2020 virtual conference on Marketing Hub + CMS Hub.

Results			
Hours of video content	Registrants	New Leads	Attributed Revenue
57	3000	300	$5M

- Used HubDB to dynamically pull in pre-recorded content & speaker information.
- Smart content & personalization was used to provide each attendee a unique experience, and offer them the opportunity to connect directly with G2.
- Behavioral events & workflows alerted speakers when an attendee wanted to connect with them, providing helpful context to kick off the conversation.
- All event information automatically synced into the HubSpot CRM.



The world of web design is shifting.

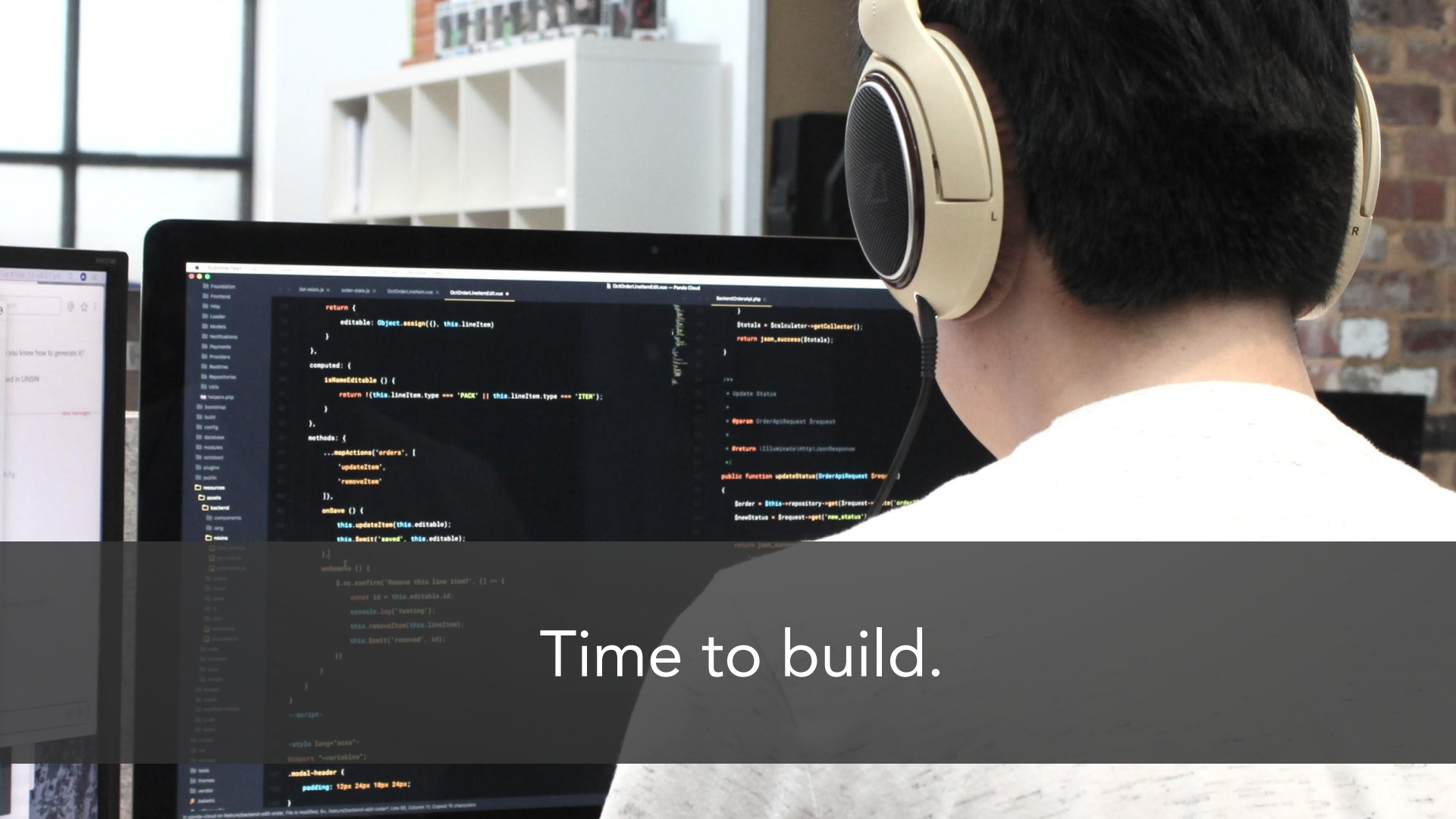
Your Website

Traditional Process

Business-focused strategy

Modern Process

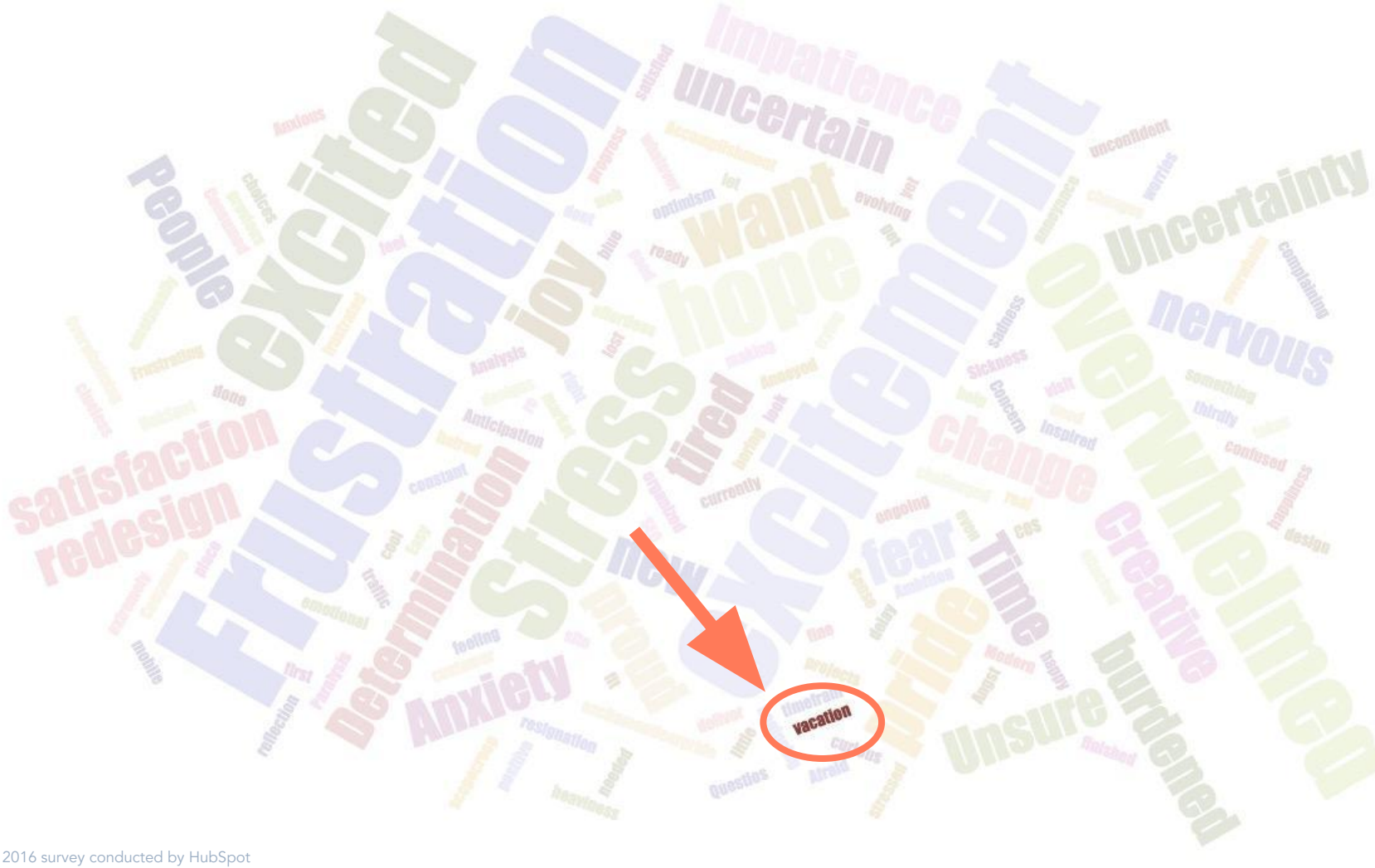
Customer-focused strategy


Time to build.

What emotions did you experience in previous website redesigns?

Impatience
uncertain
excited
Frustration
People
want
joy
hope
excitement
Uncertainty
overwhelmed
nervous
Stress
tired
change
satisfaction
redesign
Determination
new
fear
Time
pride
Creative
proud
Anxiety
Unsure
burdened
Anxious
satisfied
progress
Accomplishment
unconfident
worries
optimism
evolving
annoyance
Sadness
Sickness
Concern
Annoyed
Anticipation
hatred
constant
currently
ongoing
Challenged
COS
Ambition
Sense
delay
fine
projects
Modern
Angst
finished
stressed
Afraid
Questios
curious
vacation
timefram
deliver
resignation
reflection
Paralysis
first
mobile
feeling
customer
site
traffic
cool
easy
place
Frustrating
HubSpot
done
Overwhelming
Clueless
emotionally
Consumed
choices
feel
blue
ready
lost
Analysis
designs
market
right
making
look
boring
organized
SEO
inspired
visit
need
help
Something
thirdly
takes
confused
happiness
design
attached
real
even
Based on a 2016 survey conducted by HubSpot

Based on a 2016 survey conducted by HubSpot



Based on a 2016 survey conducted by HubSpot

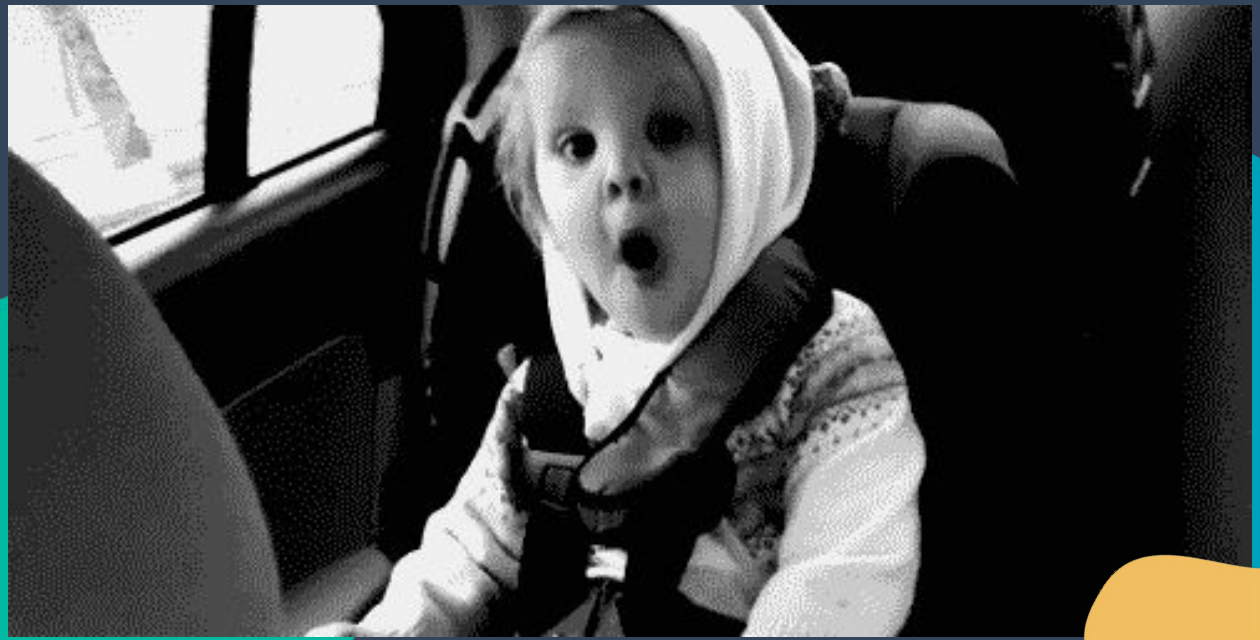
Traditional

Traditional process often goes over-budget or late.

Your Website

Traditional Process	Modern Process
Business-focused strategy	Customer-focused strategy
Huge project	Launch Pad

The website is live!



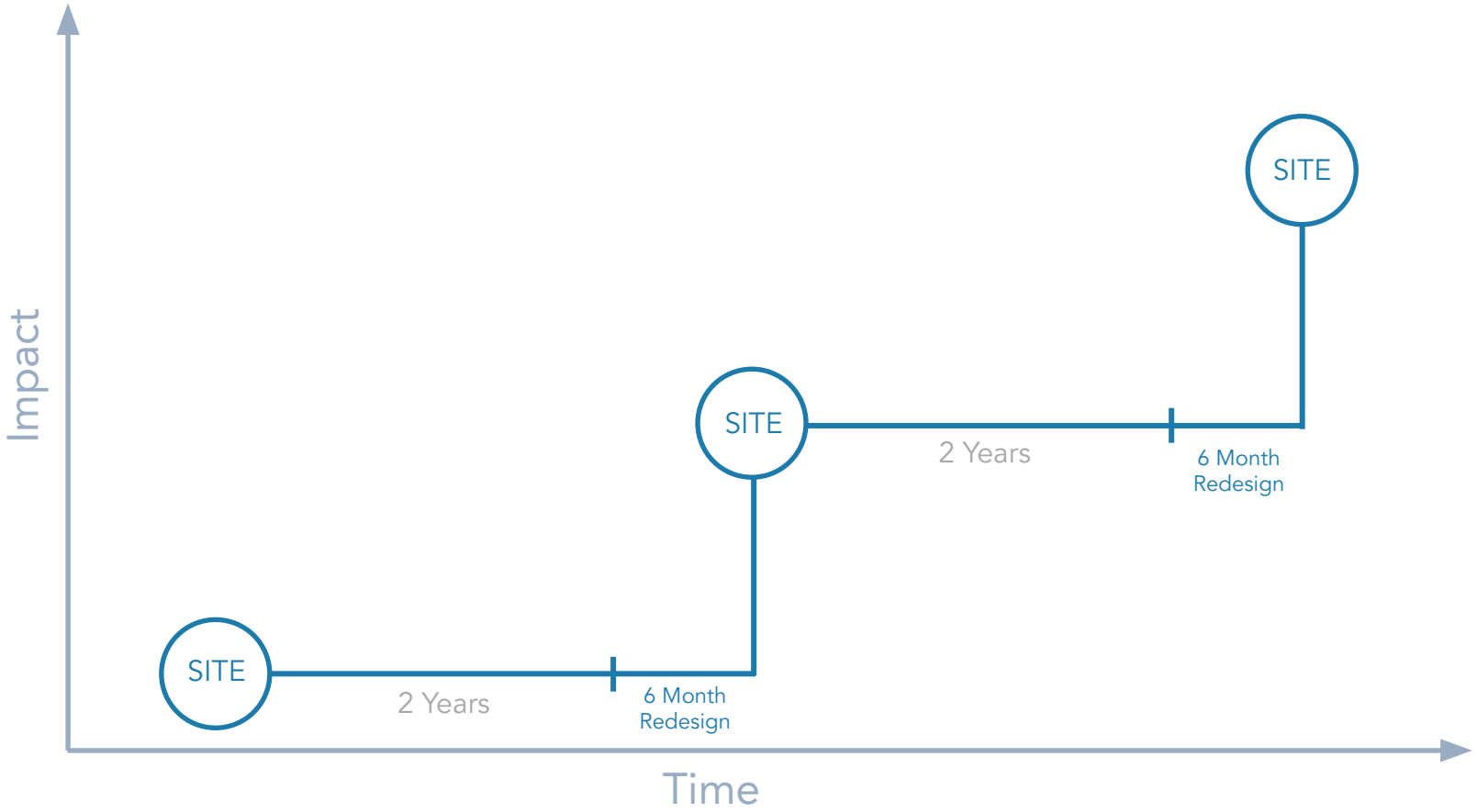
42%

of marketers only make impactful improvements to their website once per year.

based on responses from a 2016 HubSpot survey.

UNSPLASH USER CHRISTOPHER

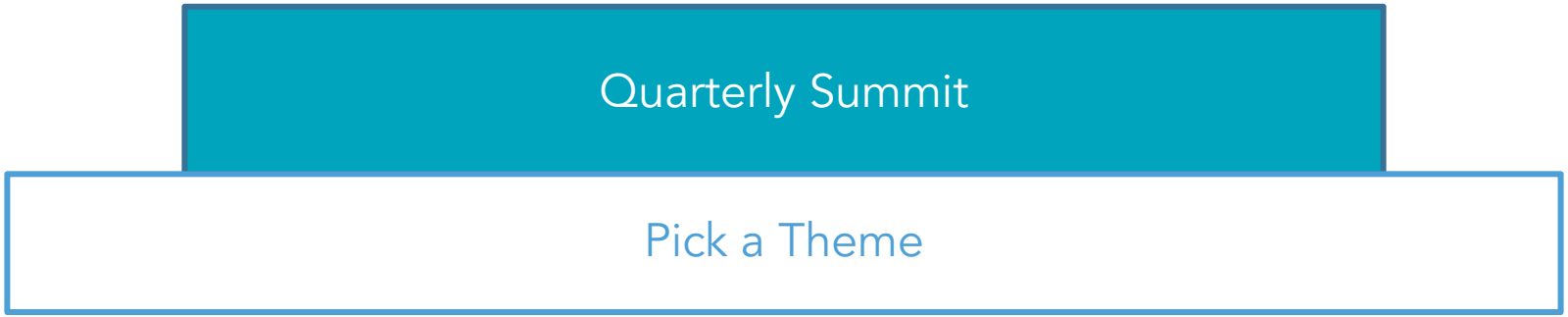
Traditional Web Design



Your Website

Traditional Process	Modern Process
Business-focused strategy	Customer-focused strategy
Huge project	Launch Pad
Set-and-forget	Continuous Improvement

STRATEGY



3

CONTINUOUS IMPROVEMENT

ESTABLISH

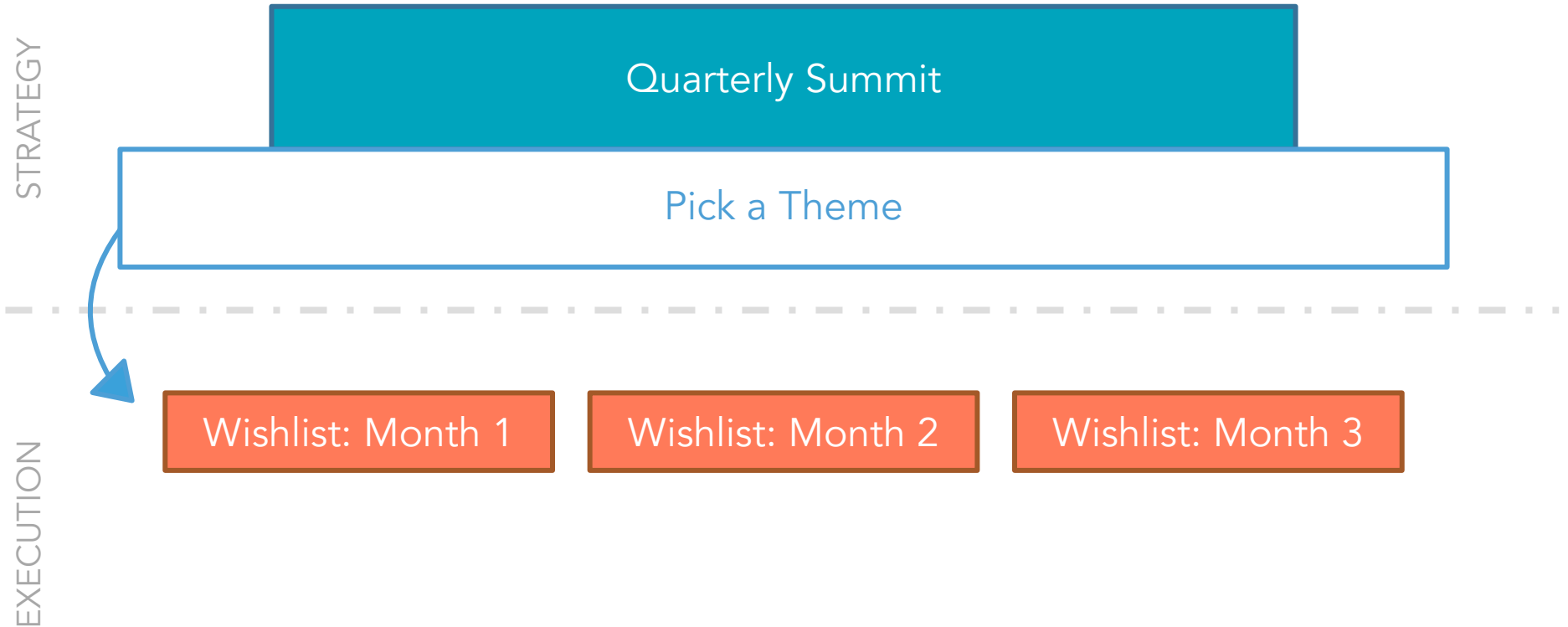
HARVEST | AUDIENCE | VALUE

OPTIMIZE

USABILITY | CRO | PERSONALIZE

EXPAND

PRODUCTS | JOURNEY | TEAMS


STRATEGY
Quarterly Summit
Pick a Theme
EXECUTION
Wishlist: Month 1
Wishlist: Month 2
Wishlist: Month 3

STRATEGY

Quarterly Summit

Pick a Theme

EXECUTION

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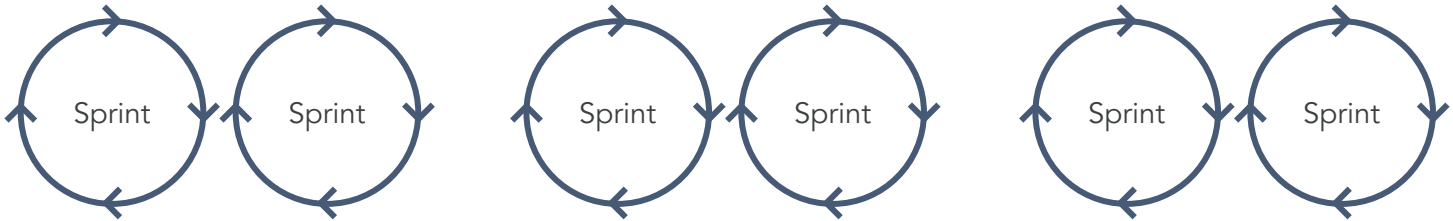
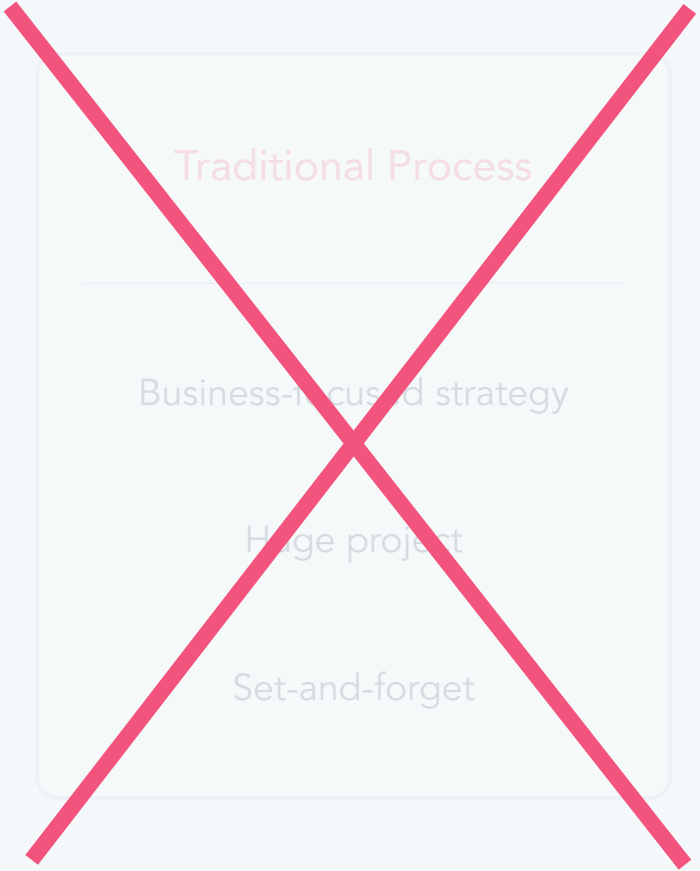


Your Website

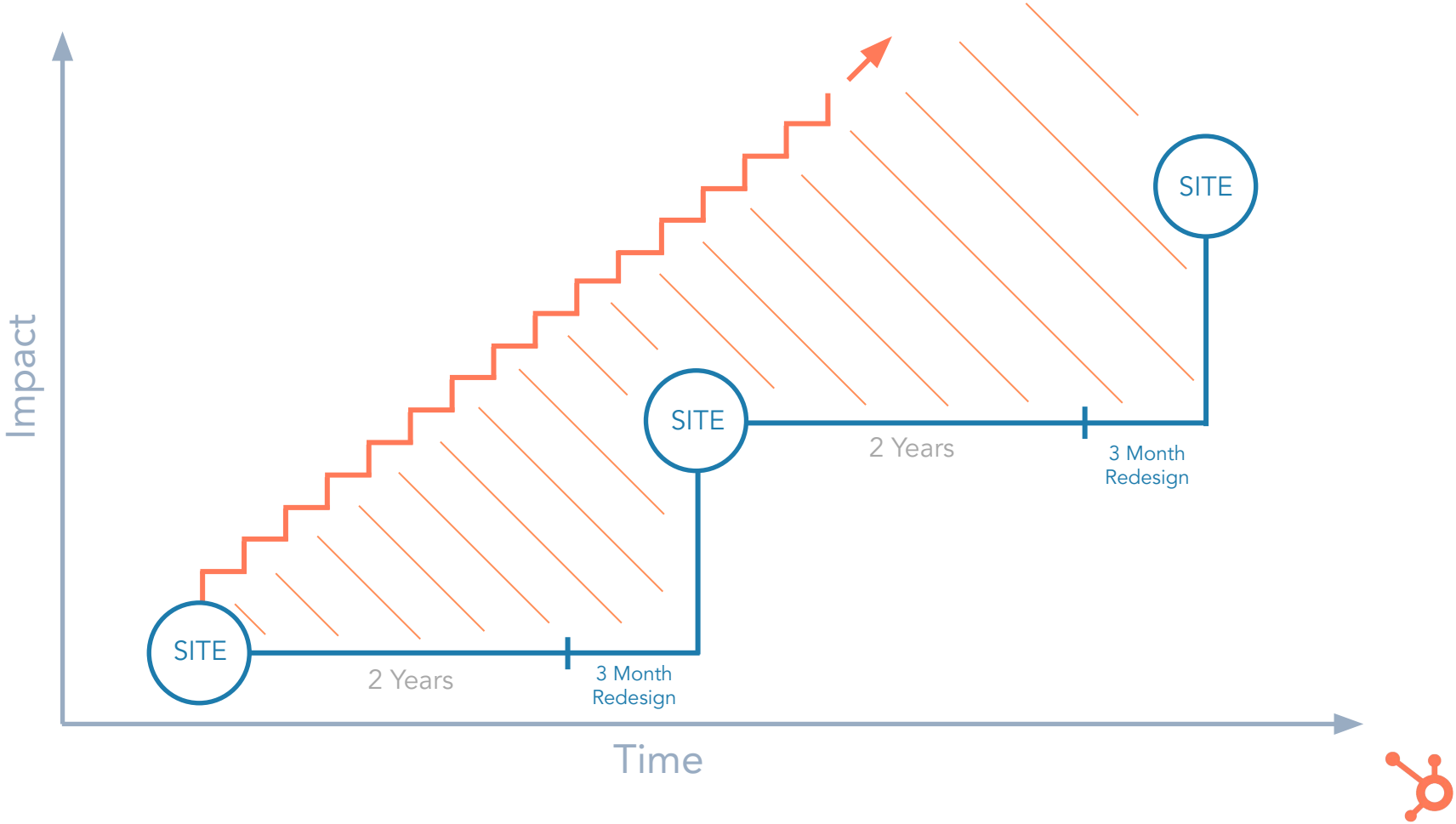


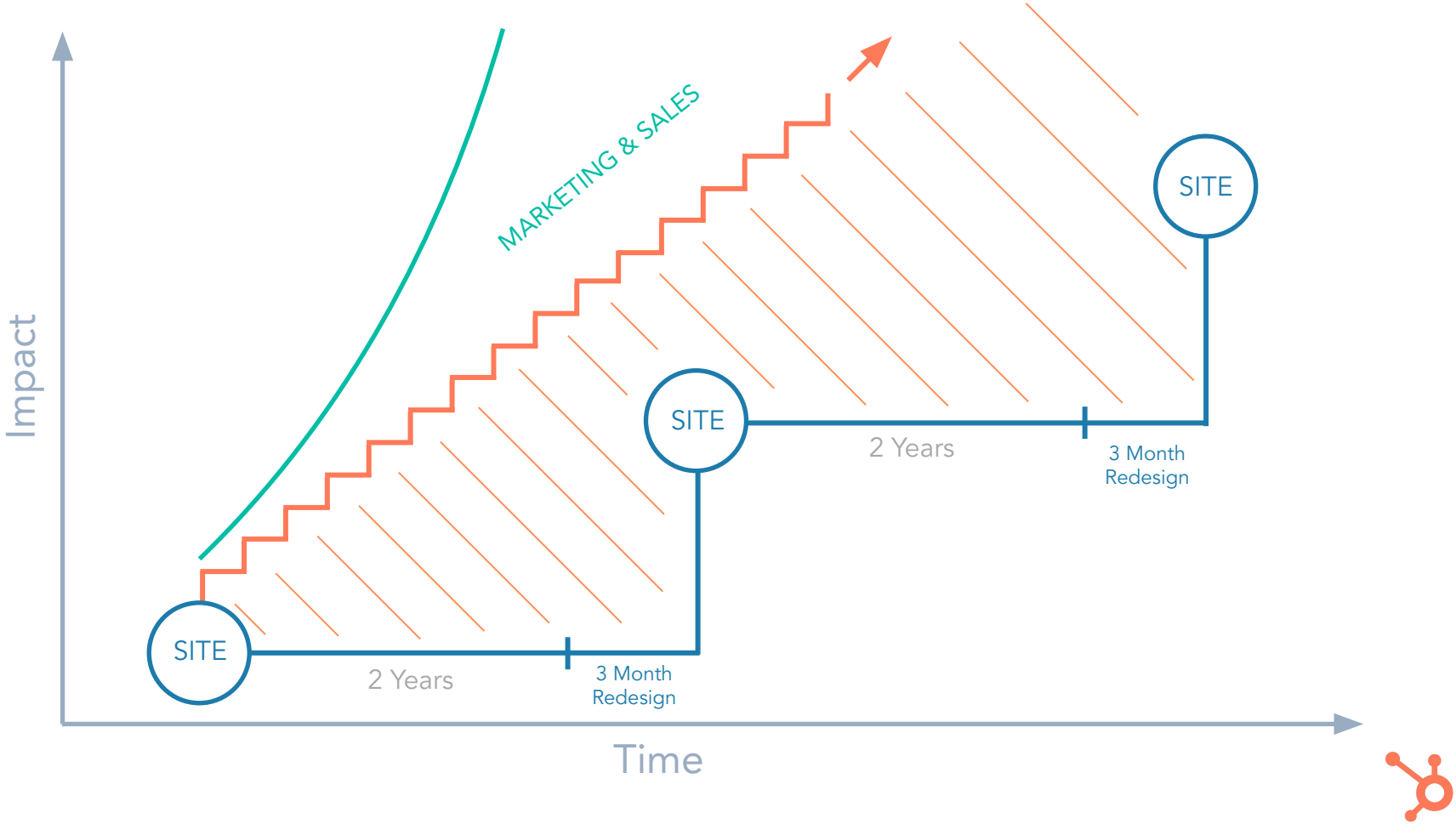
Modern Process

Customer-focused strategy

Launch Pad

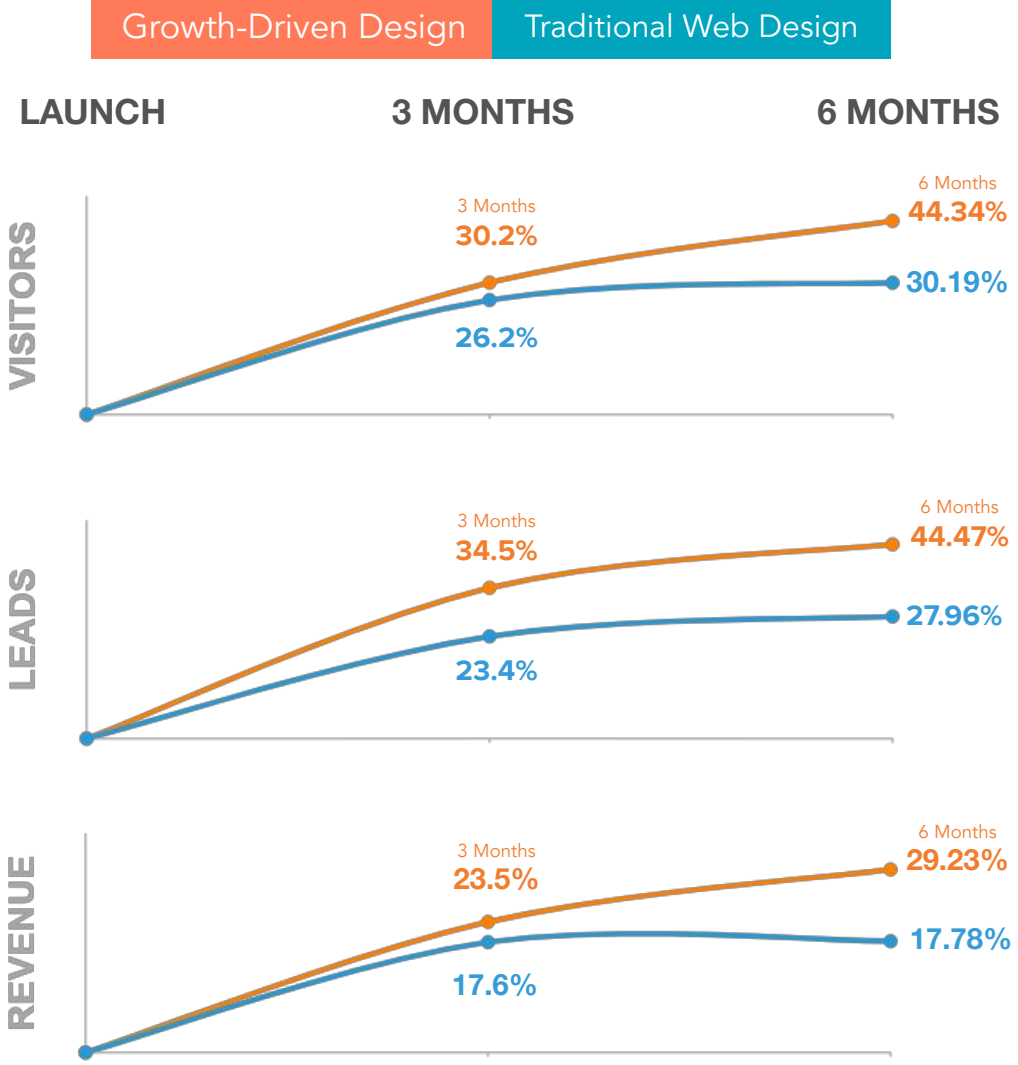
Continuous Improvement


Impact
Time
SITE
2 Years
3 Month
Redesign
SITE
2 Years
3 Month
Redesign
SITE


Impact
Time
MARKETING & SALES
SITE
SITE
SITE
2 Years
3 Month
Redesign
2 Years
3 Month
Redesign

DRIVE MORE BUSINESS IMPACT

Agencies reported seeing 16.9% more leads and 11.2% more revenue six months after launch when clients use Growth-Driven Design!



Based on the "2017 state of GDD" survey responses

Your Website

Traditional Process

Business-focused strategy

Huge project

Set-and-forget

Growth-Driven Design

Customer-focused strategy

Launch Pad

Continuous Improvement

QUICKER TIME TO VALUE

How long does the site take to launch from the initial kickoff meeting?

GROWTH-DRIVEN DESIGN

60 DAYS

ON-TIME, IMPROVE WITH REAL DATA

TRADITIONAL WEB DESIGN

108 DAYS

2-WEEKS LATE,
SET AND FORGET

Based on the "2017 state of GDD" survey responses

Get Started!

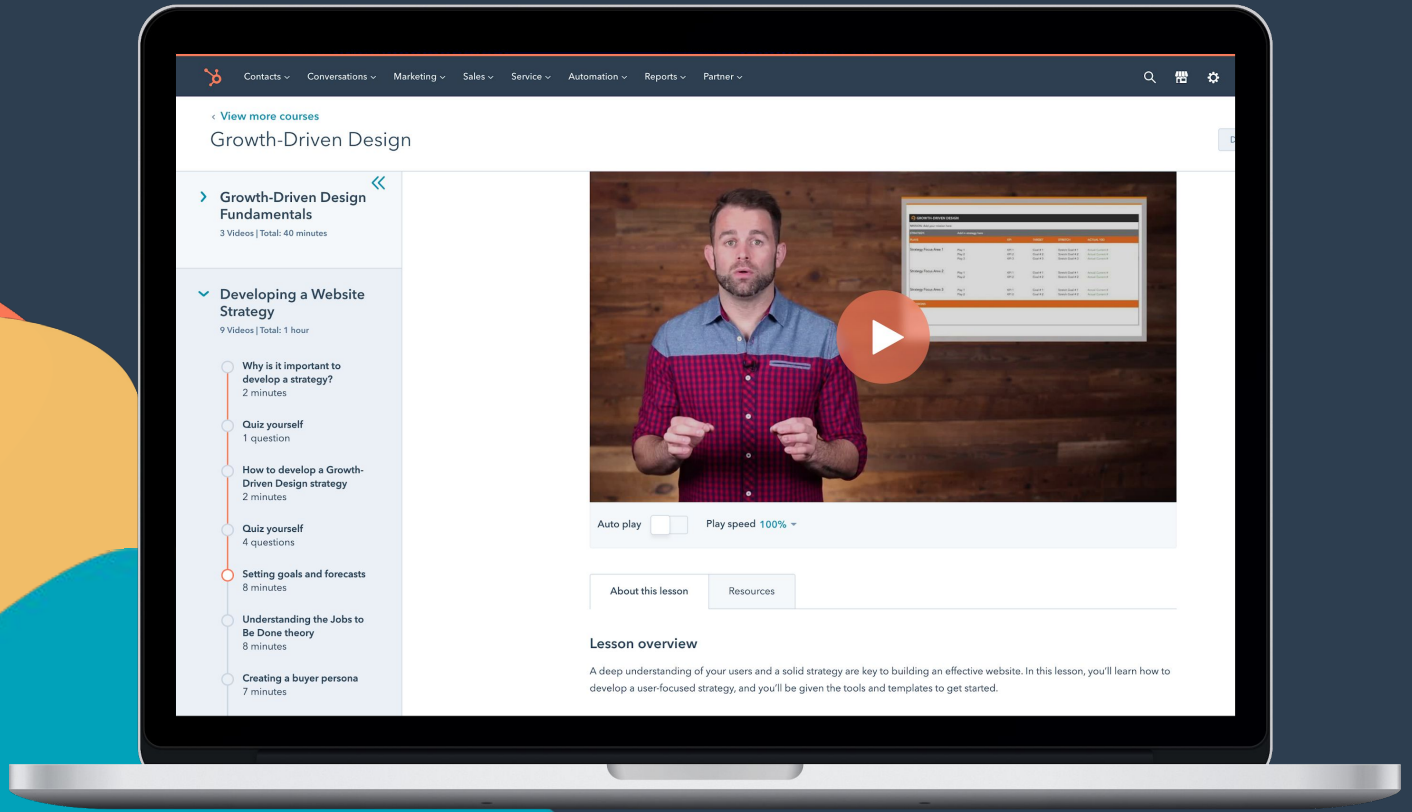
Start your process shift

- Interview 10 new customers and 10 recently lost customers using bit.ly/gdd-jobstobedone
- Run your site in websitegrader.com

Start your process shift

- Plan: Use the contact attribution reporting to identify your top three lead generating pages.
    - Add pop-up feedback survey or chat, “What brought you here today?”
- Build: Rewrite the above-the-fold message using bit.ly/brandscript-overview
    - Run an A/B test using the new messaging.
- Learn: Which message did you find more
- Transfer: Identify 3-5 other assets you can experiment with this messaging - ex: Emails or templates.

Take our (free) GDD Certification at GrowthDrivenDesign.com



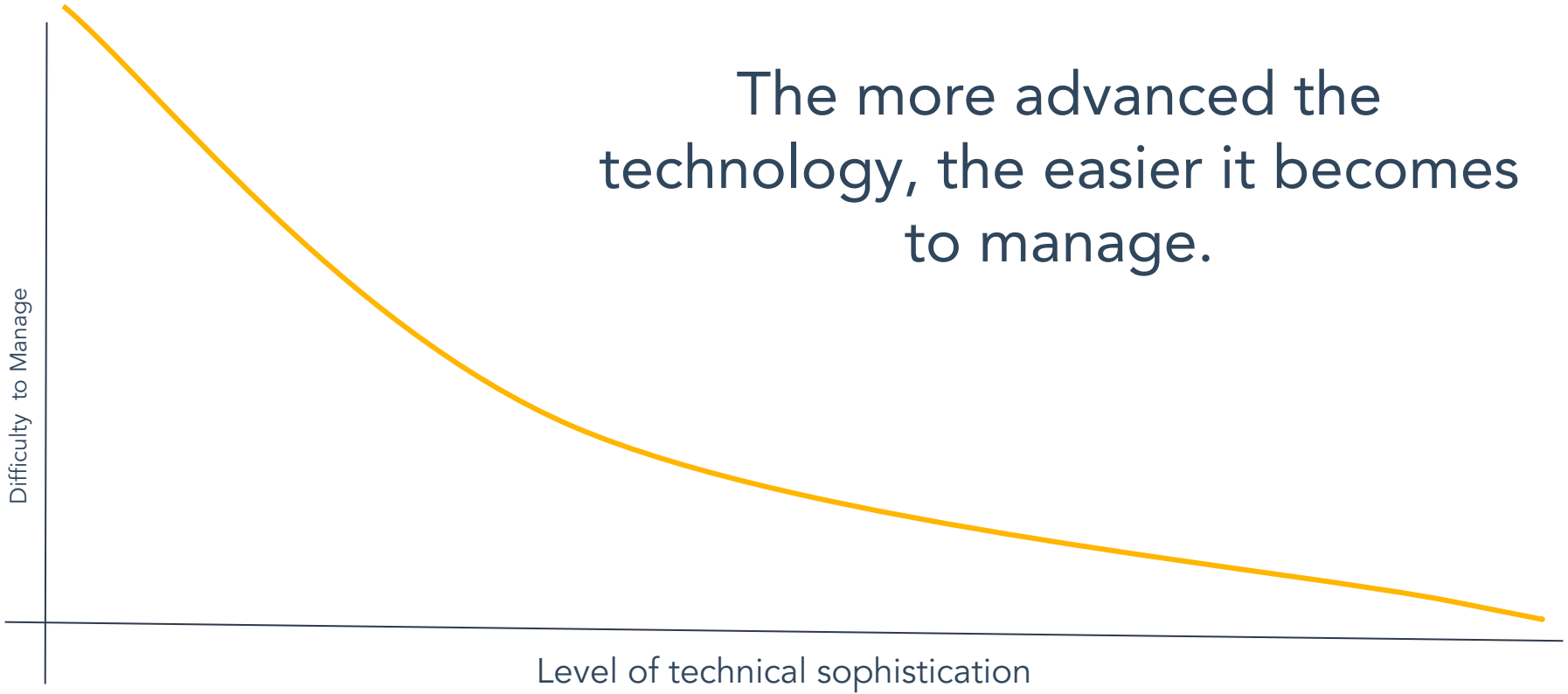
The world of web design is shifting.

Content Management System (CMS)

What is the most frustrating part of using your CMS?

Technology doesn't get truly interesting until it becomes almost invisible.

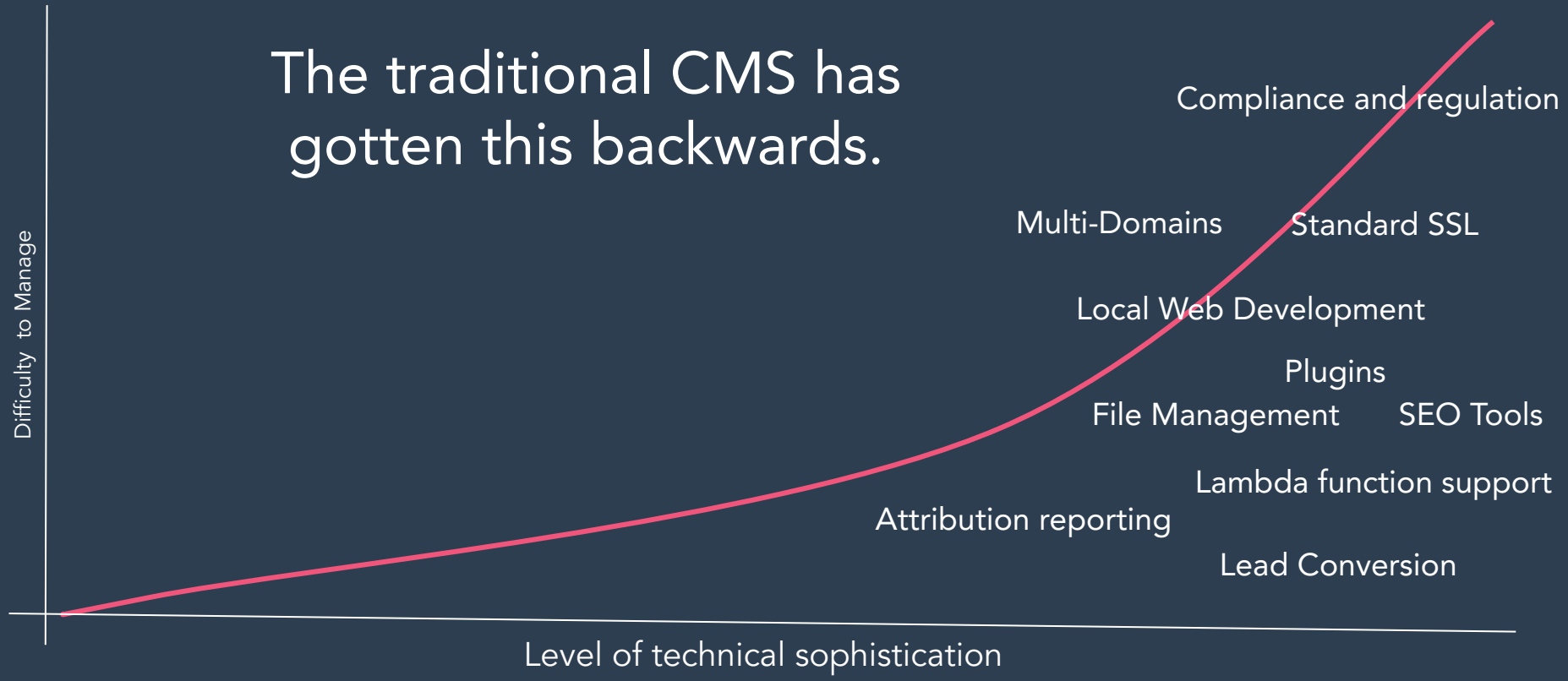
Clay Shirky, NYU



The more advanced the technology, the easier it becomes to manage.

If that's the case, then we've gotten content management systems all wrong.

The traditional CMS has gotten this backwards.



Your Website

Traditional CMSes

High maintenance, low security

Modern CMSes

SaaS

Your Website

Traditional CMSes

High maintenance, low security

Gatekeepers

Modern CMSes

SaaS

Empower your team

Your Website

Traditional CMSes	Modern CMSes
High maintenance, low security	SaaS
Gatekeepers	Empower your team
One-size-fits-none	Personalized experiences

Your Website

Traditional CMSes	Modern CMSes
High maintenance, low security	SaaS
Gatekeepers	Empower your team
One-size-fits-none	Personalized experiences
Fuzzy reporting	Understand your ROI

Your Website

Traditional CMSes

High maintenance, low security

Gatekeepers

One-size-fits-none

Fuzzy reporting

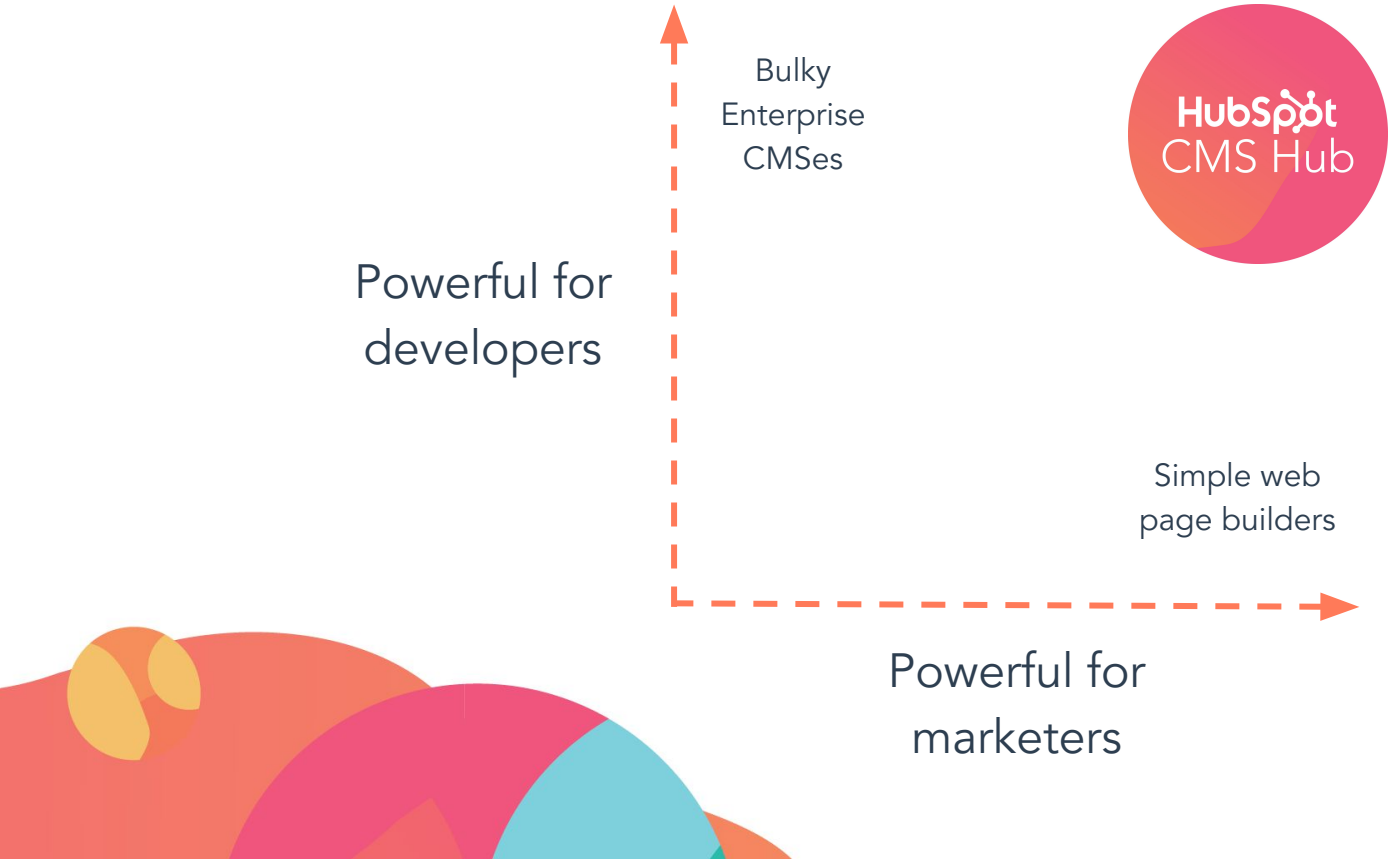
SaaS

Empower your team

Personalized experiences

Understand your ROI

The CMS Hub Advantage



CMS Hub Professional

$300/month

CMS Hub Professional is for fast-growing companies who are tired of being held back by clunky content systems that require heavy maintenance and make it difficult for marketers to get their work done.

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$300/month

Maintenance and Management Without the Migraines

SaaS CMS, CDN with 99.99% uptime, 24/7 security monitoring and detection, standard SSL certificate, web application firewall.

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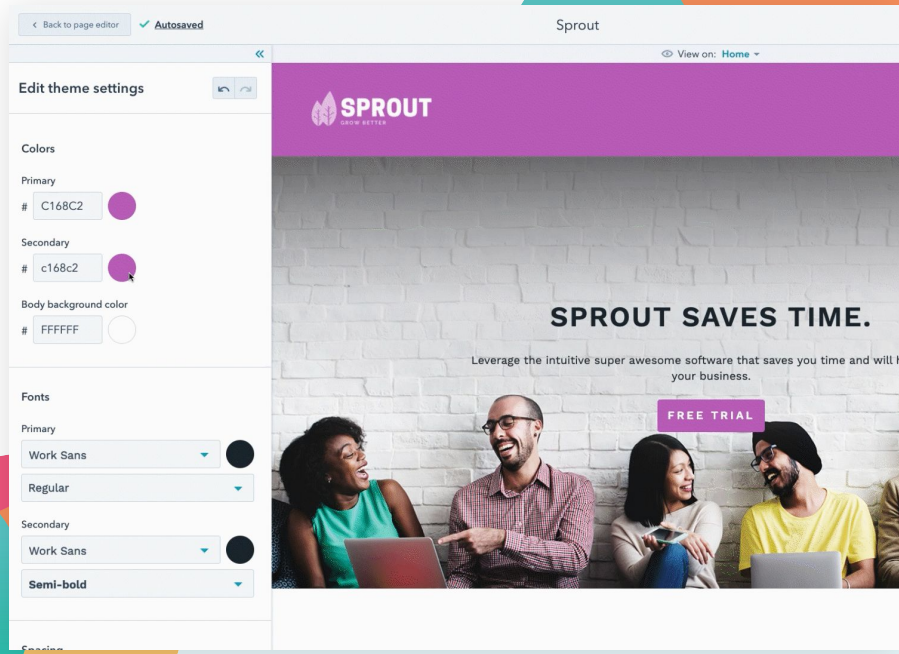
Easily Build and Optimize Remarkable Website Pages

Flexible website themes, drag-and-drop editing, multi-language content, smart content, dynamic content with HubDB.

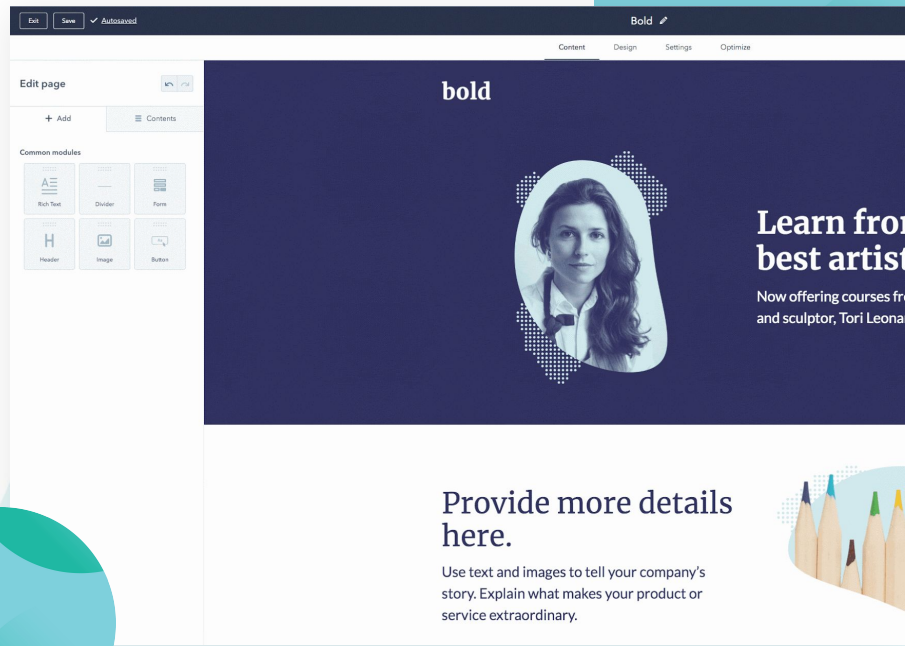
Effortless page editing & optimization

Flexible Themes



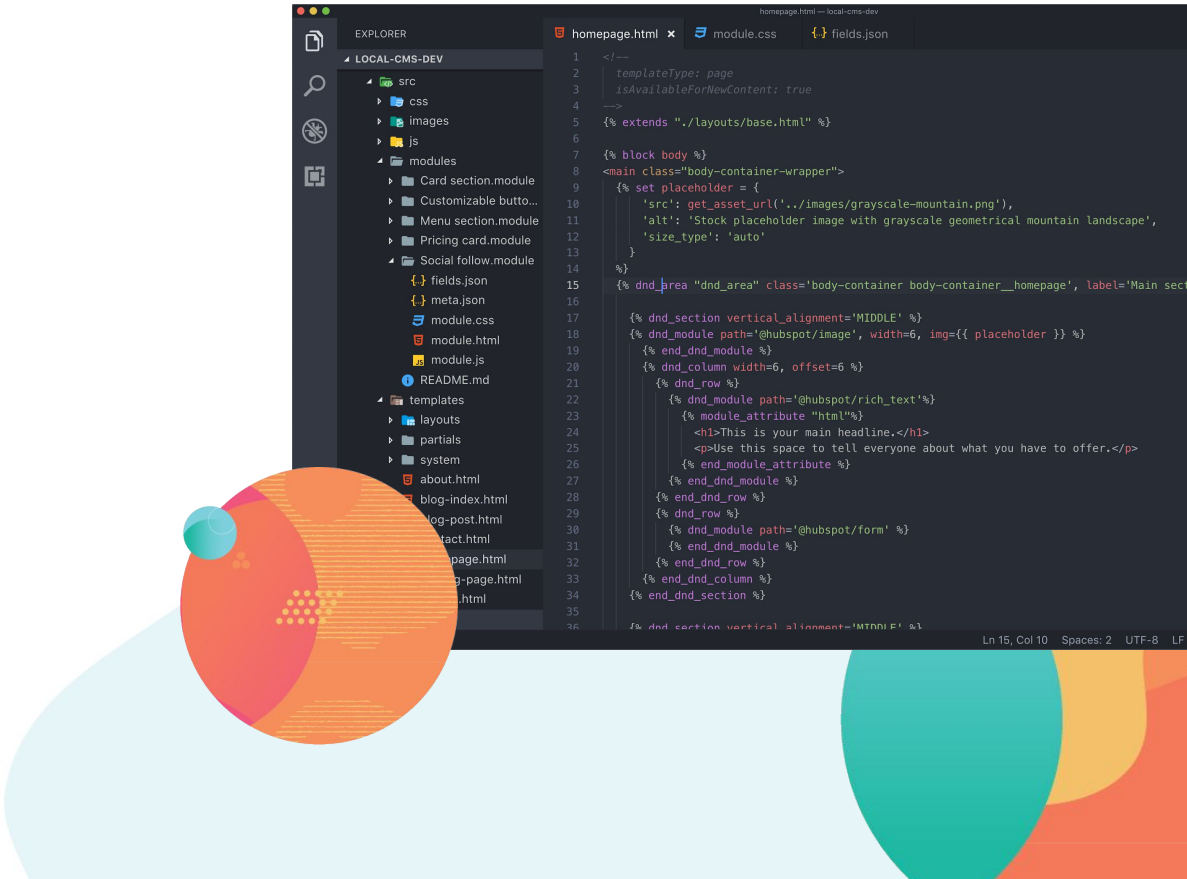
Effortless page editing & optimization

Drag and Drop Page Editing



Develop without delays

Local Web Development



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Flexible website themes, drag-and-drop editing, multi-language content, smart content, dynamic content with HubDB.

All-in-one Tool to Help Grow Traffic and Generate Leads

CRM, SEO Recommendations, Google Search Console, Conversations: live chat and bots, A/B testing, contact attribution reporting.

CMS Hub Enterprise

$900/month

CMS Hub Enterprise comes with everything found in Professional, but also gives scaling organizations the opportunity to build powerful web app experiences and provides more governance over a growing team.

CMS Hub Enterprise

$900/month

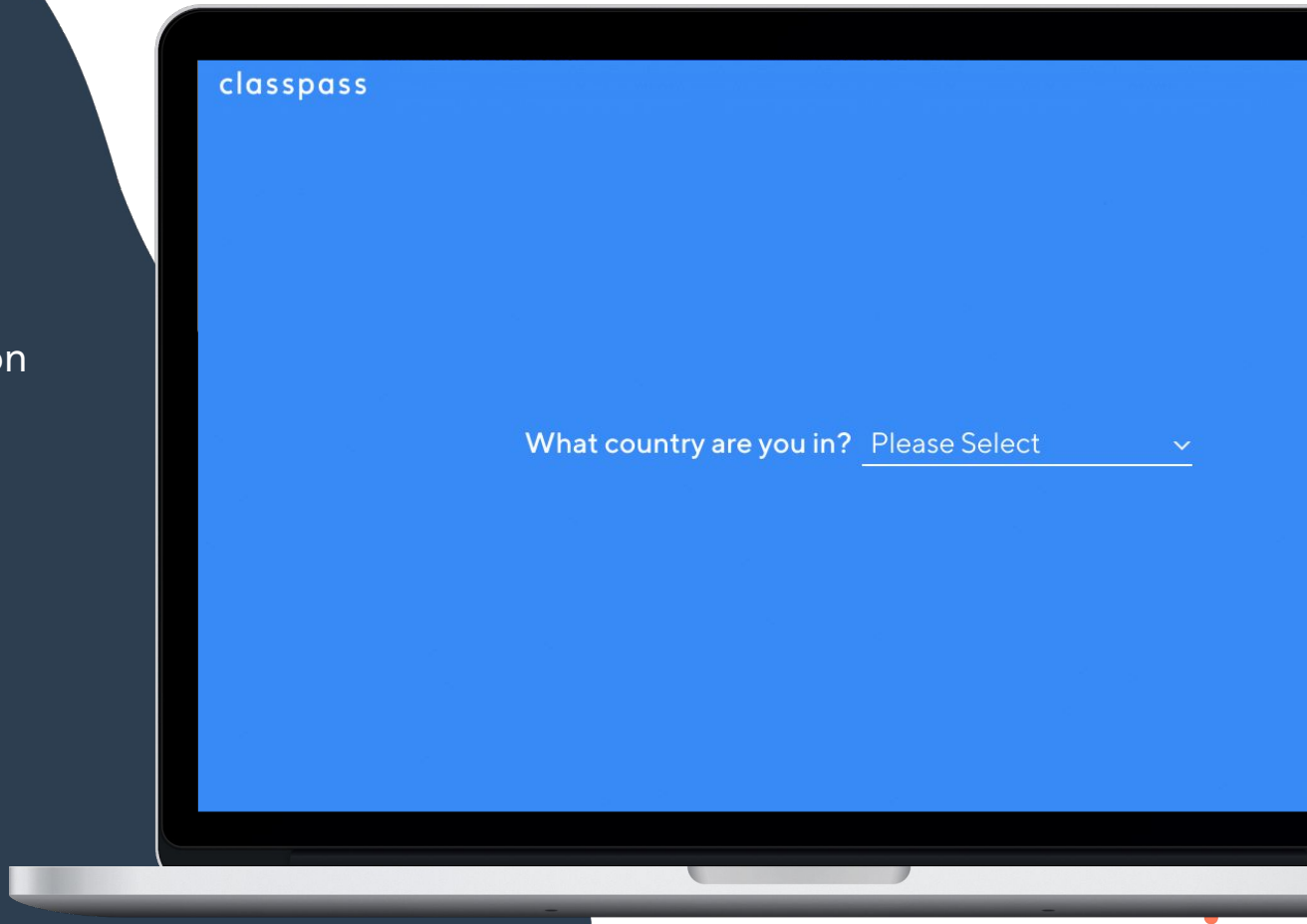
Build Powerful Web-App Experiences

Serverless functions, custom objects, memberships, reverse proxy support, APIs.

CMS App

Web applications built on top of CMS Hub.

Partner Earning Calculator by ClassPass



CMS App

Web applications built on top of CMS Hub.

Event registration App (open source)

CMS Hub Enterprise

$900/month

Build Powerful Web-App Experiences

Serverless functions, CMS memberships, APIs.

Gain Governance and Control at Scale

Content partitioning, activity logging, custom CDN configuration, site performance reporting and API, SSO, user/team permissions

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Build Powerful Web-App Experiences

Serverless functions, CMS memberships, APIs.

Gain Governance and Control at Scale

Content partitioning, activity logging, custom CDN configuration, site performance reporting and API, SSO, user/team permissions

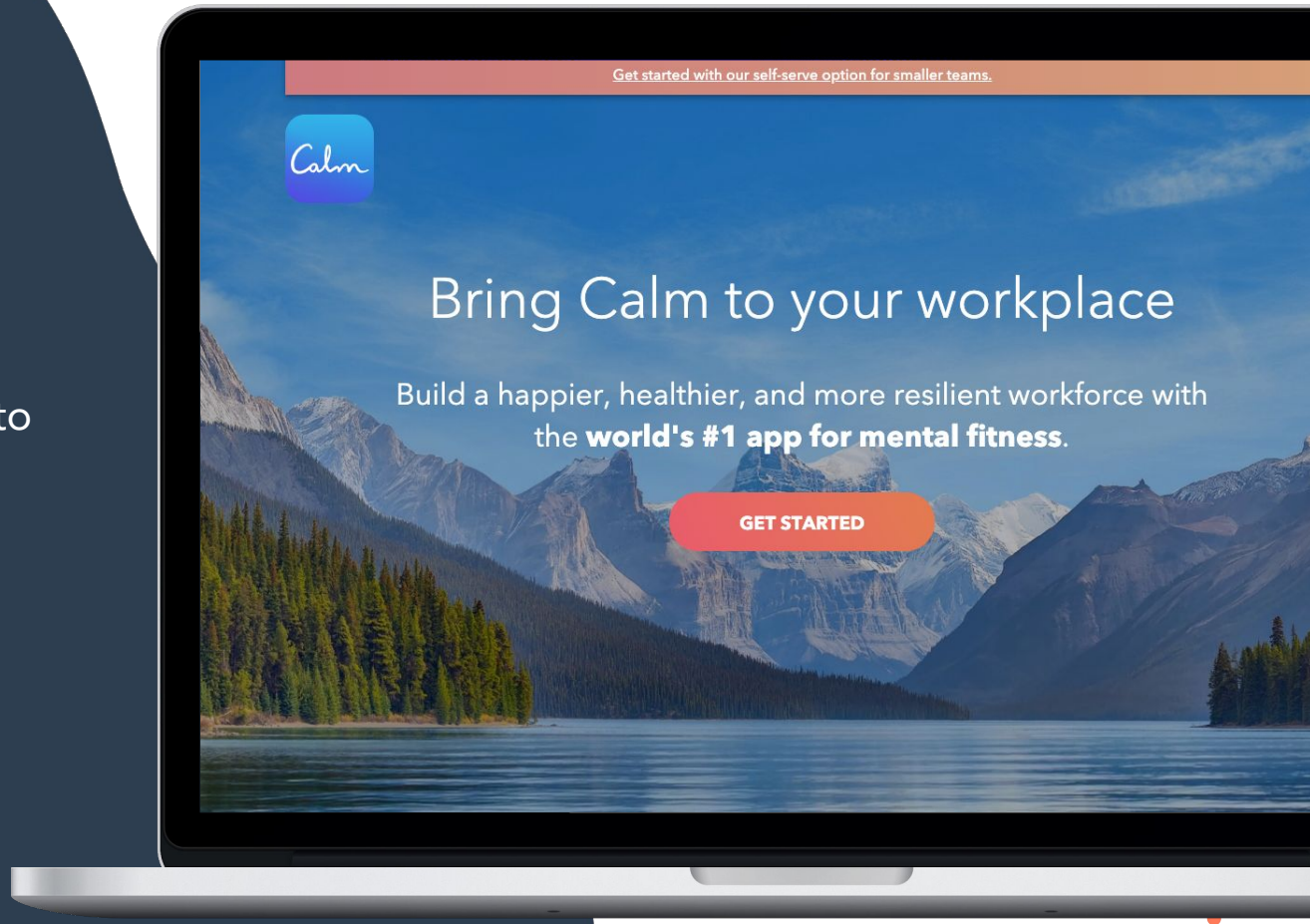
Extend Your Brand

Multiple brand domains, micro sites, multi-domain traffic reporting.

Microsite

Make it easy for larger mid-market companies to launch new ventures.

Calm.com/business



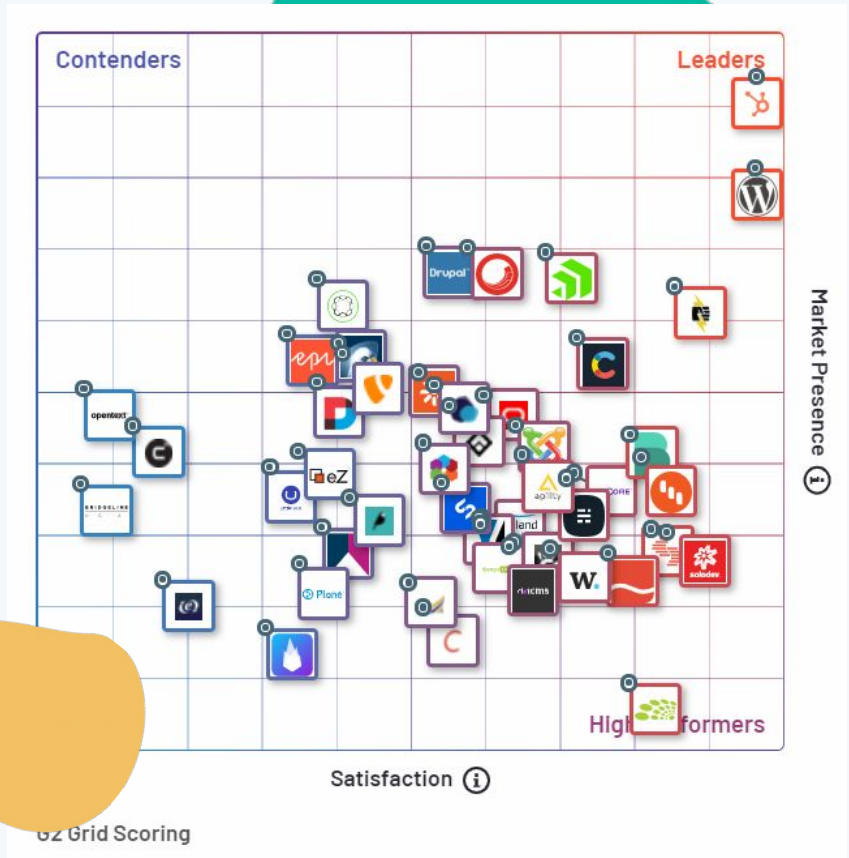
Why iGoMoon decided to become HubSpot Advanced CMS Certified

"With over 4,000+ HubSpot Solutions Partners, it can be daunting and time-consuming to find the right partner to work with. Essentially this rigorous certification process has done all the work of shortlisting the top HubSpot technical experts in the game.

This way, you can feel confident that by working with iGoMoon you're working with a partner that has the technical capabilities to handle complex needs and achieve your website goals."

- Erik Rörström, CTO and Partner at iGoMoon

iGoMoon



Leader of the pack

CMS Hub consistently earns high marks for [web content management systems from G2](). HubSpot ranks 4.3 out of 5 on G2, and customers frequently reference HubSpot's ease of use, power, and services team as core differentiators against other CMSes on the market.

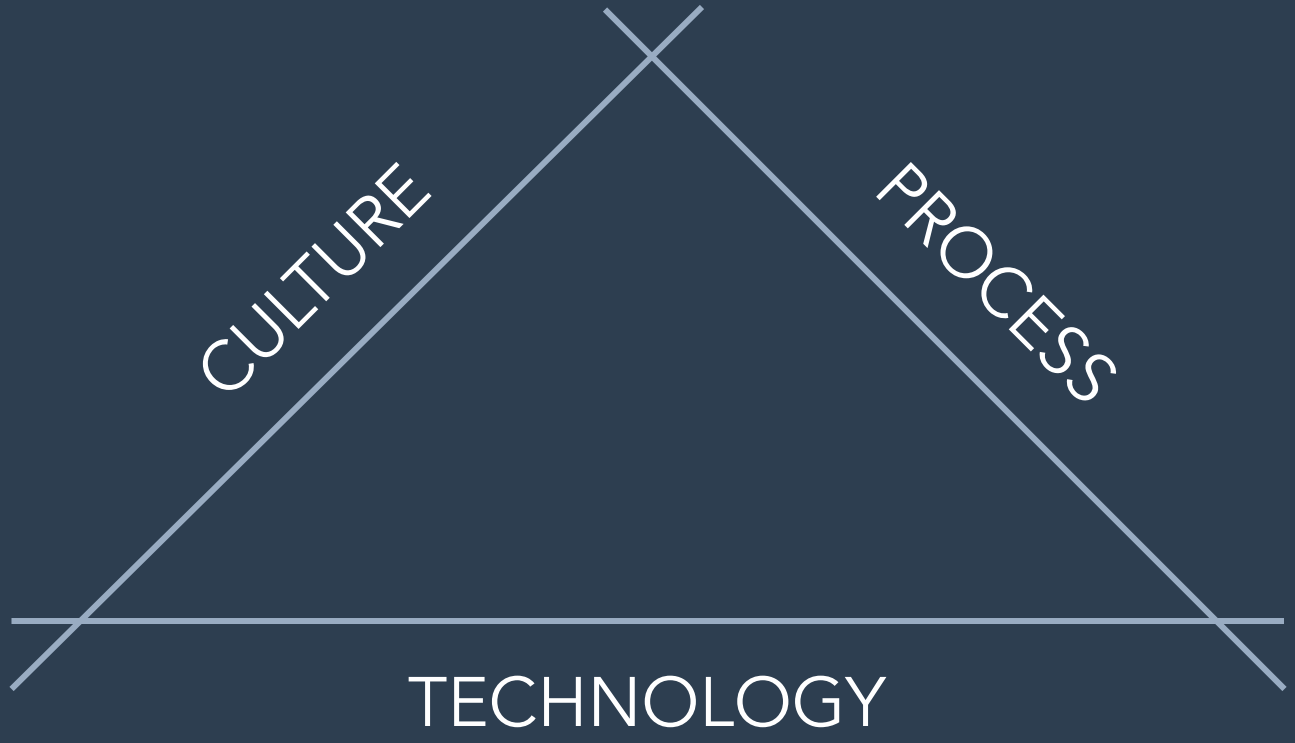
CMS Hub

Trusted by the best

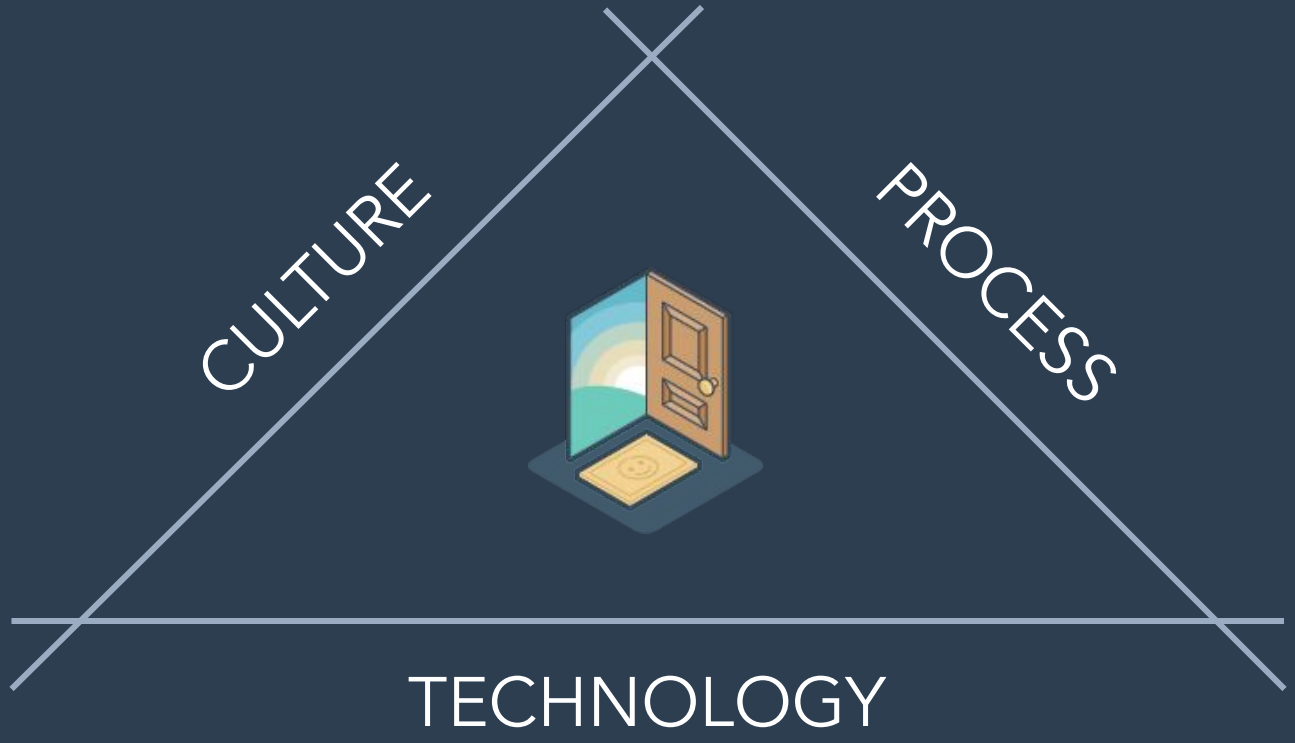
CMS Hub is trusted by public companies, hyper-growth unicorns, B2C brands, companies in regulated industries, and much more.

Visit inspire.hubspot.com to see what's possible on CMS Hub.

The world of web design is shifting.



The world of web design is shifting.



Thank you

Q&A

APPENDIX