

120 AWESOME

MARKETING
STATS, CHARTS
& GRAPHS

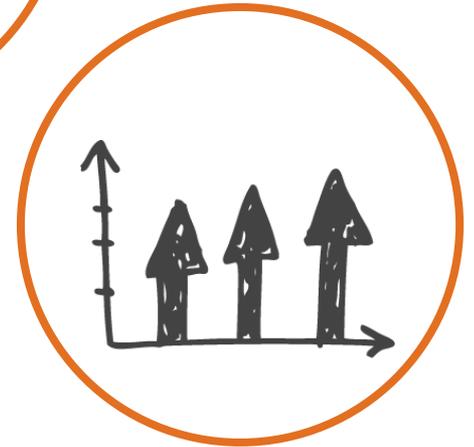
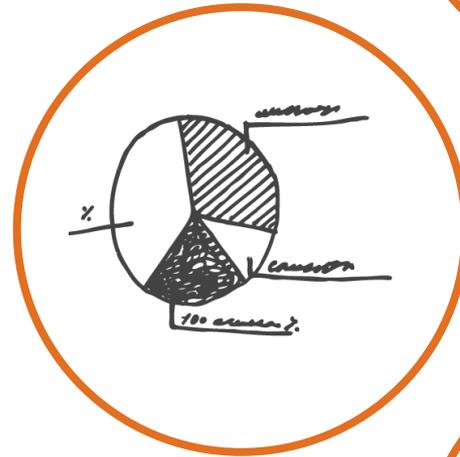


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1

Inbound VS. Outbound Marketing



Audiences everywhere are tough. They don't have time to be bored or brow beaten by orthodox, old-fashioned advertising.

We need to **stop interrupting** what people are interested in & **be what people are interested in.**"

CRAIG DAVIS
CHIEF CREATIVE OFFICER, WORLDWIDE
J. WALTER THOMPSON (WORLD'S 4TH LARGEST AD AGENCY)

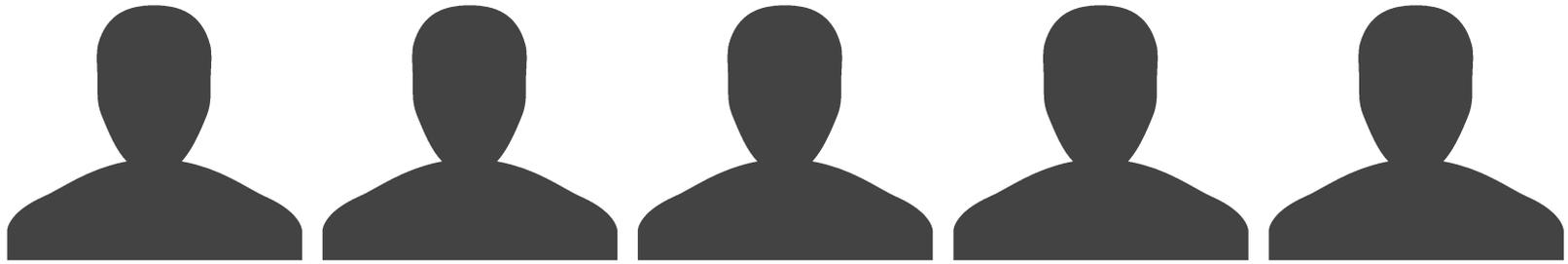
FACT

The Internet has fundamentally changed the way people find, discover, share, shop, & connect.



> 1/3

of the world's
population is
on the Internet.



ALMOST 8 NEW
PEOPLE COME ONTO
THE INTERNET

EVERY SECOND



79%

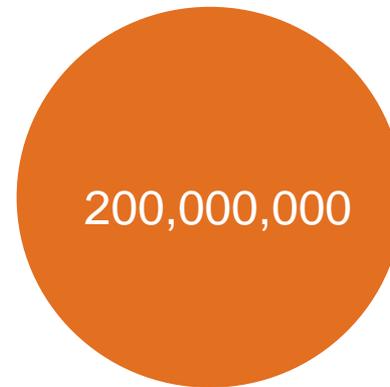
of online shoppers
spend at least



50% of their shopping time
researching products.



OF US CITIZENS



OF US CITIZENS
ON THE FTC'S
"DO NOT CALL" LIST

% OF PEOPLE
WHO SKIP TV ADS

% DECLINE IN TECH
TRADE SHOW
SPENDING

% OF DIRECT MAIL
NEVER OPENED

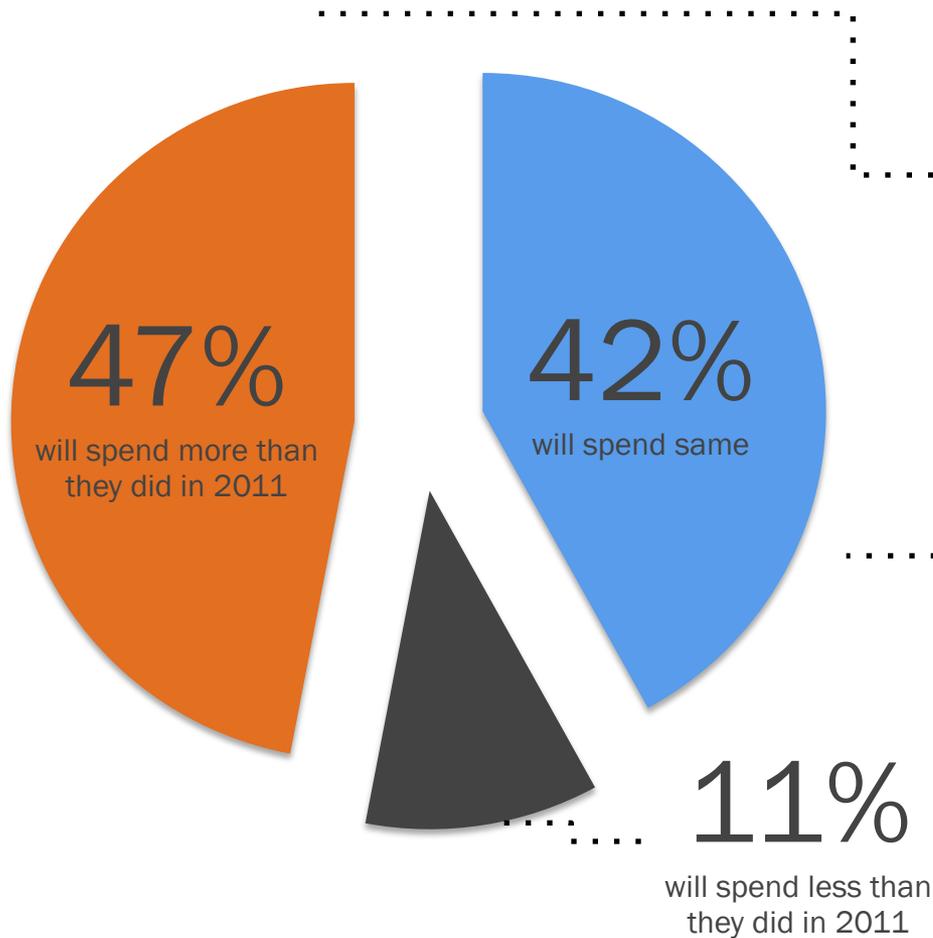
86

46

44

FACT

**Marketers are shifting
their budgets away from
“interruption” advertising.**



89%
of marketers are
maintaining or
increasing their
inbound budgets

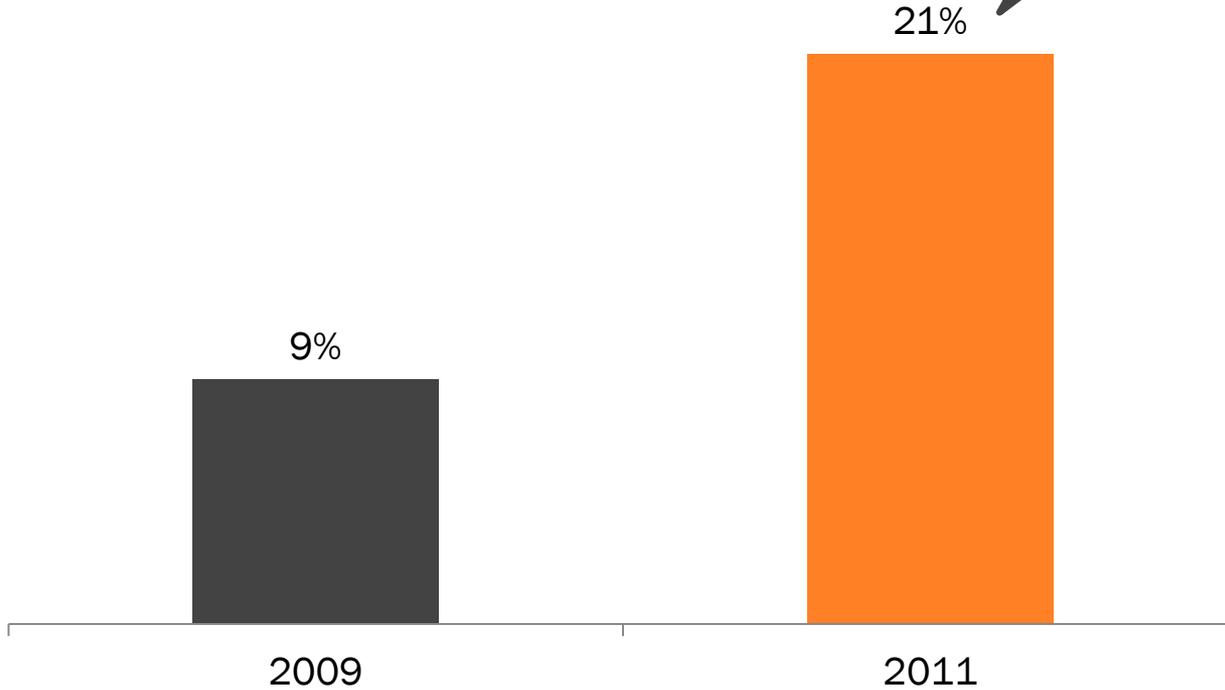
“

Direct mail is
very expensive
and ineffective
for new leads.

”

The average budget spent on company blogs & social media has nearly tripled in three years.

“THE PORTION OF MY MARKETING BUDGET ALLOCATED TO SOCIAL MEDIA & OUR COMPANY BLOG ...”



Inbound marketing costs **61% LESS**
per lead than traditional, outbound marketing.

OUTBOUND:
AVG COST/LEAD: \$346



INBOUND:
AVG COST/LEAD: \$135

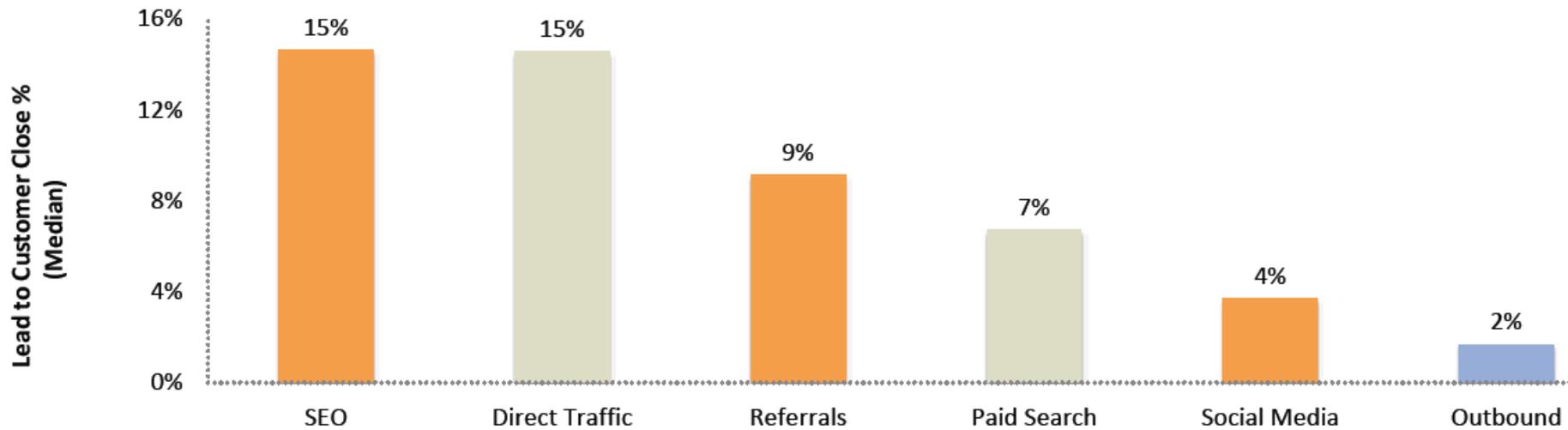


FACT

**Inbound marketing is
a lot more cost-effective
than traditional,
outbound marketing.**

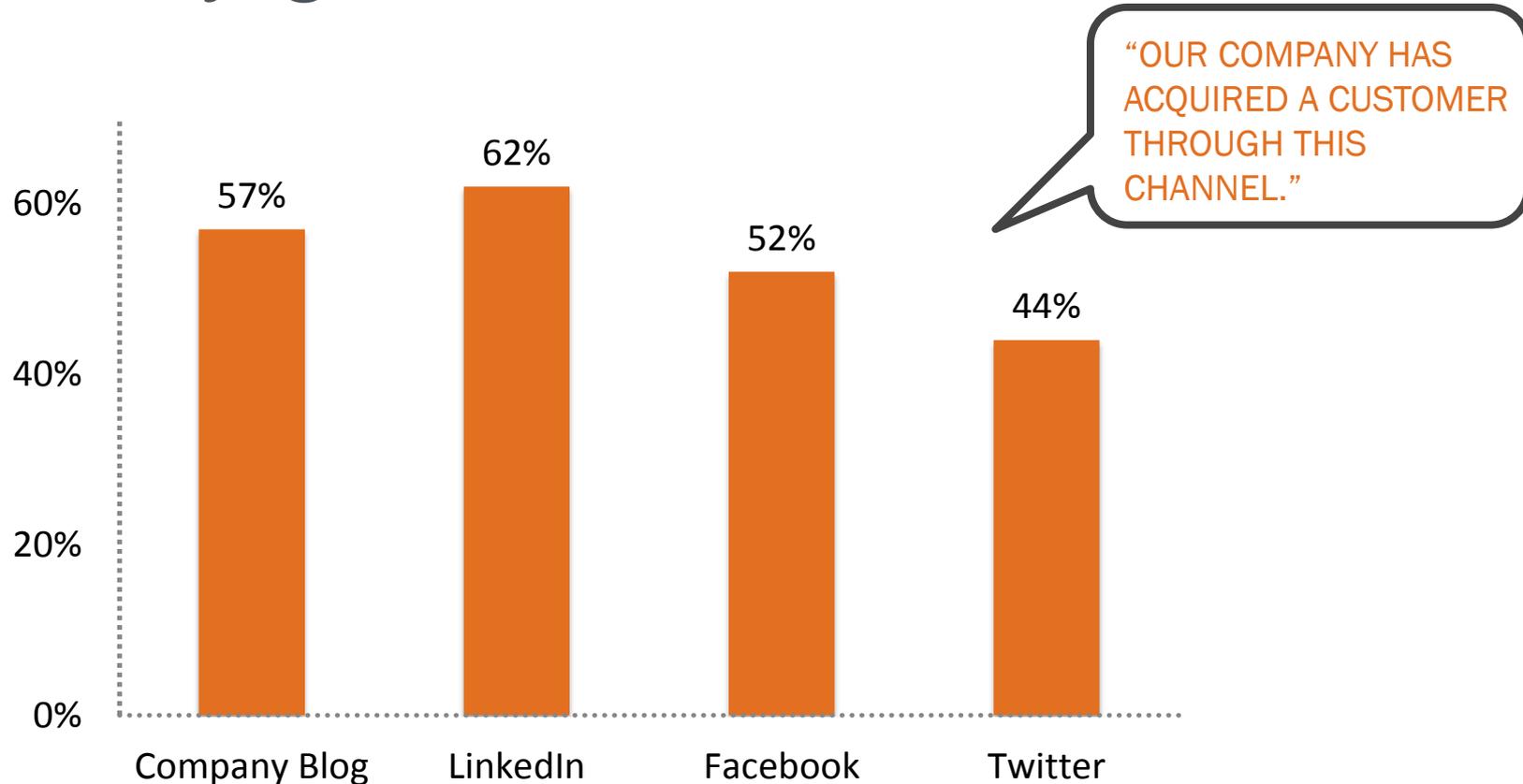
Inbound converts leads into customers

Lead-to-Customer Close % by Channel



SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012

Inbound marketing tactics don't just generate leads. They generate **revenue**.



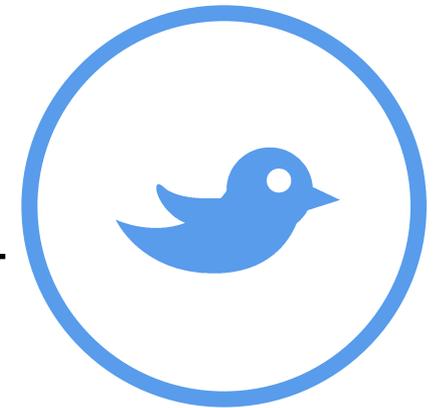
SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012

Customer acquisition by channel

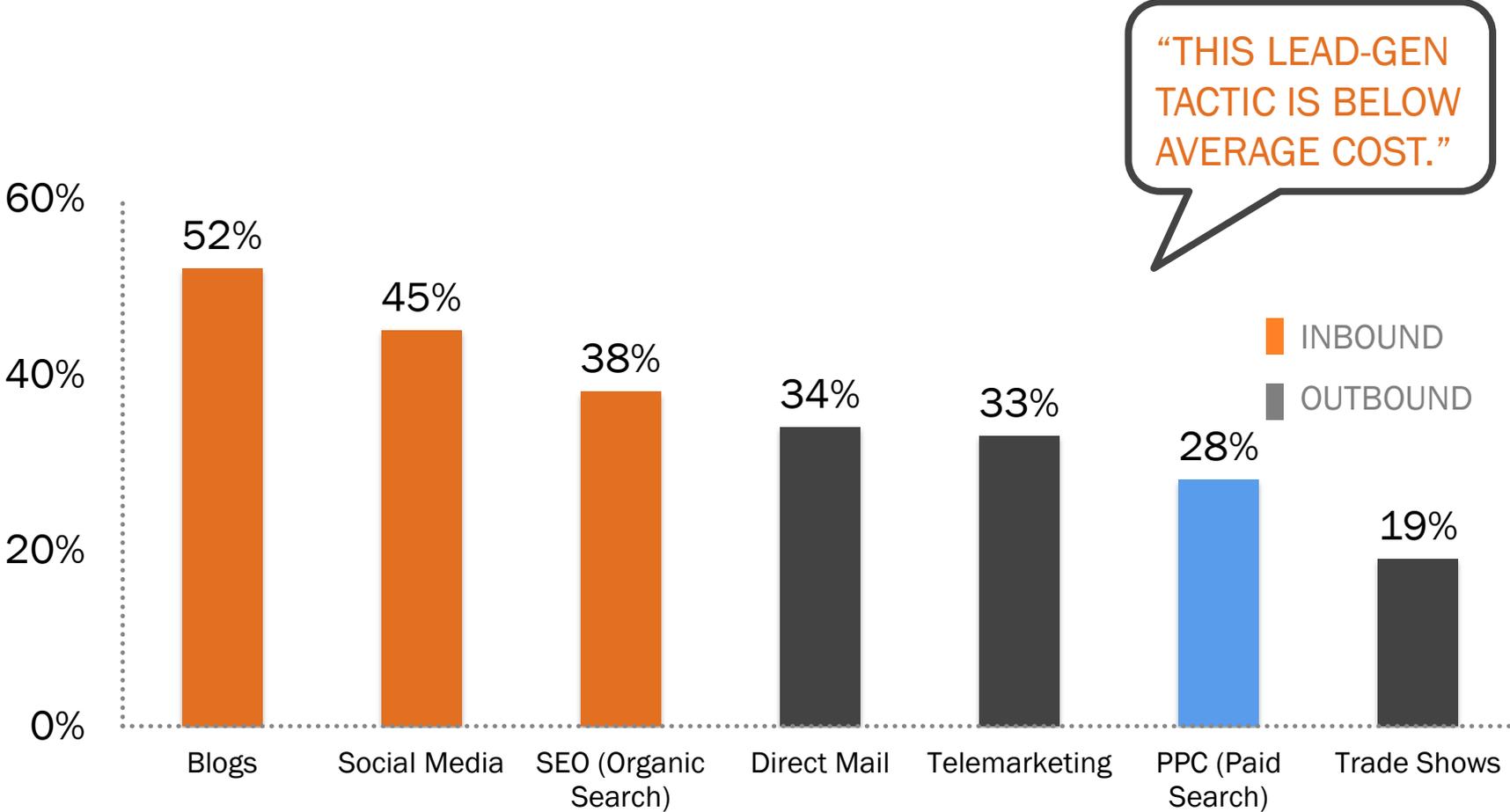
57% of marketers
acquired customers
from **blogging**



44% of marketers
acquired customers
from **Twitter**

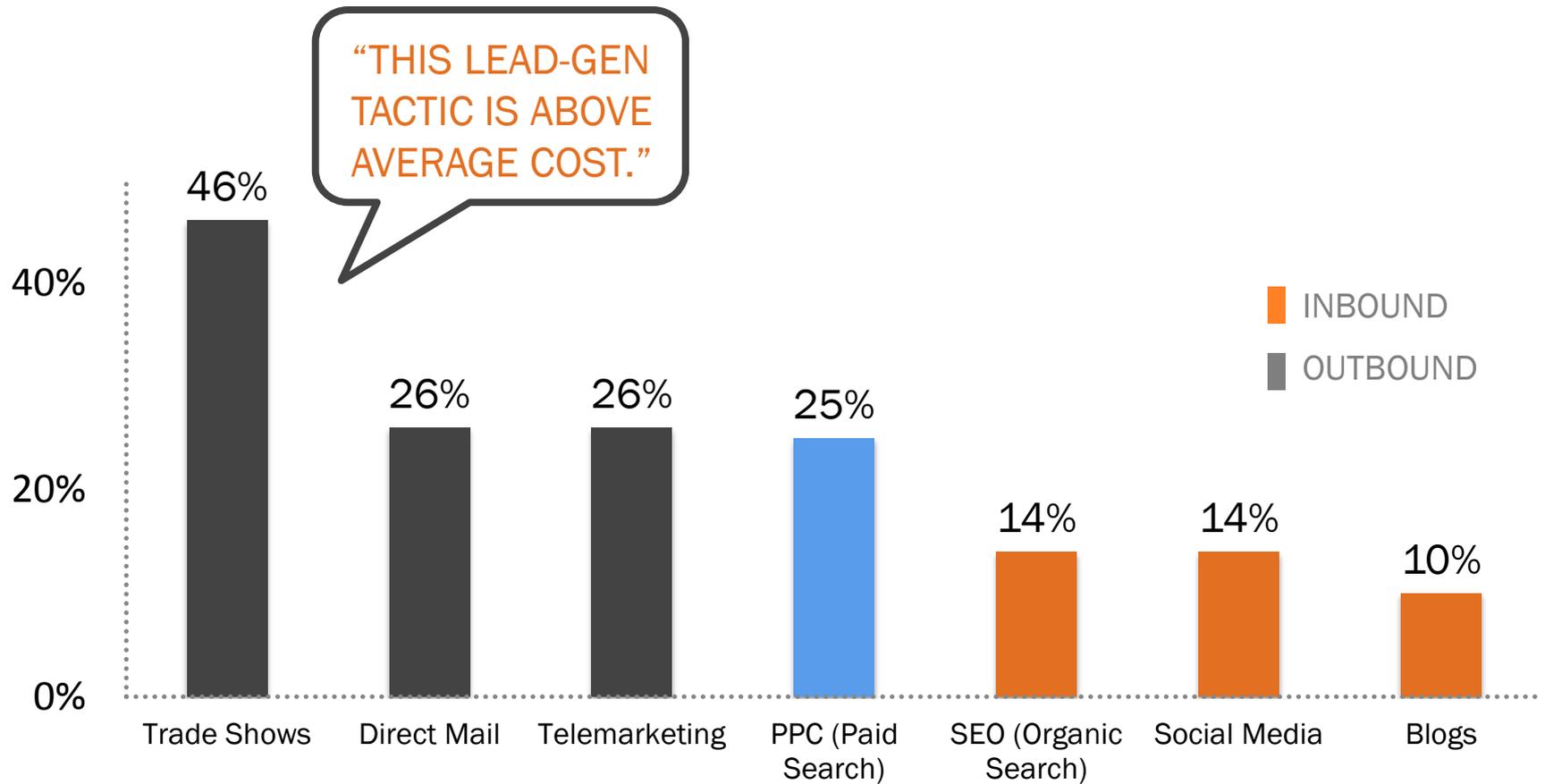


Inbound marketing channels **cost less** than any outbound channel.



SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012

Outbound marketing costs more.



SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012

THE BOTTOM LINE

Go inbound or go home.



2

SEARCH
ENGINE
OPTIMIZATOIN



Many Americans begin their purchasing experience by doing online research to compare prices, quality, and the reviews of other shoppers.

Even if they end up making their purchase in a store, they start their fact-finding and decision-making on the Internet.”

JIM JANSEN
SENIOR FELLOW
PEW RESEARCH CENTER'S INTERNET & AMERICAN LIFE PROJECT
SEPTEMBER 2010

FACT

**Google is the new
Yellow Pages.**

61% of global Internet users



research
products
ONLINE.

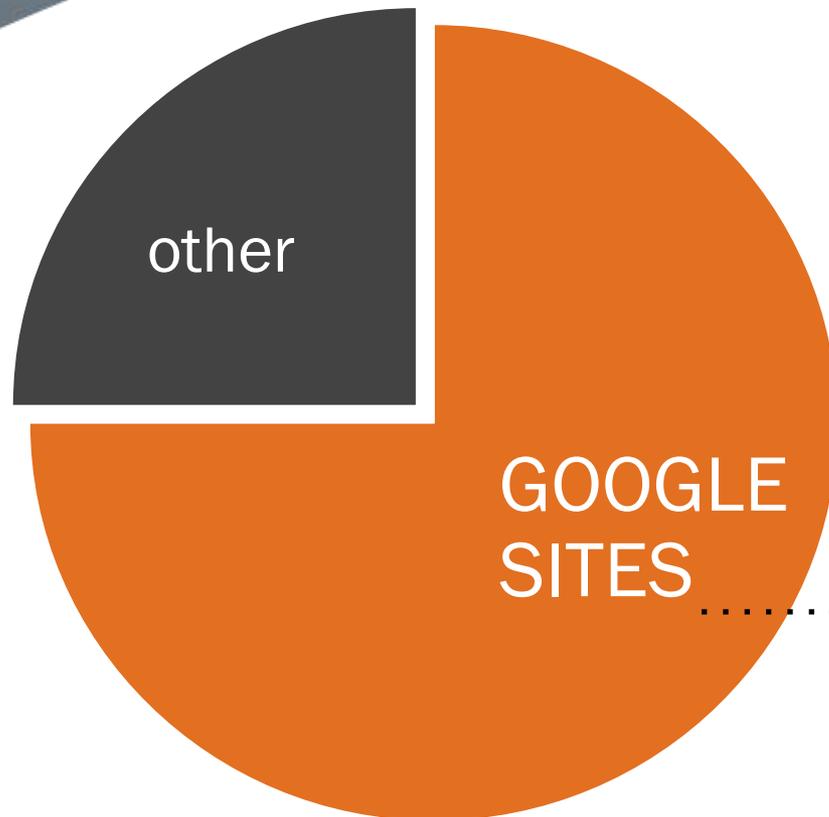
When researching branded products...

44%

of online shoppers begin
by using a search engine.



In May 2011...



...Google sites led the search market with **65%** of SEARCH queries.

Worldwide, we conduct **131B** searches per month on the web.

PER MINUTE **2,900,000**

PER HOUR **175,000,000**

PER DAY **4,000,000,000**

SOURCE: COMSCORE, JANUARY 2010

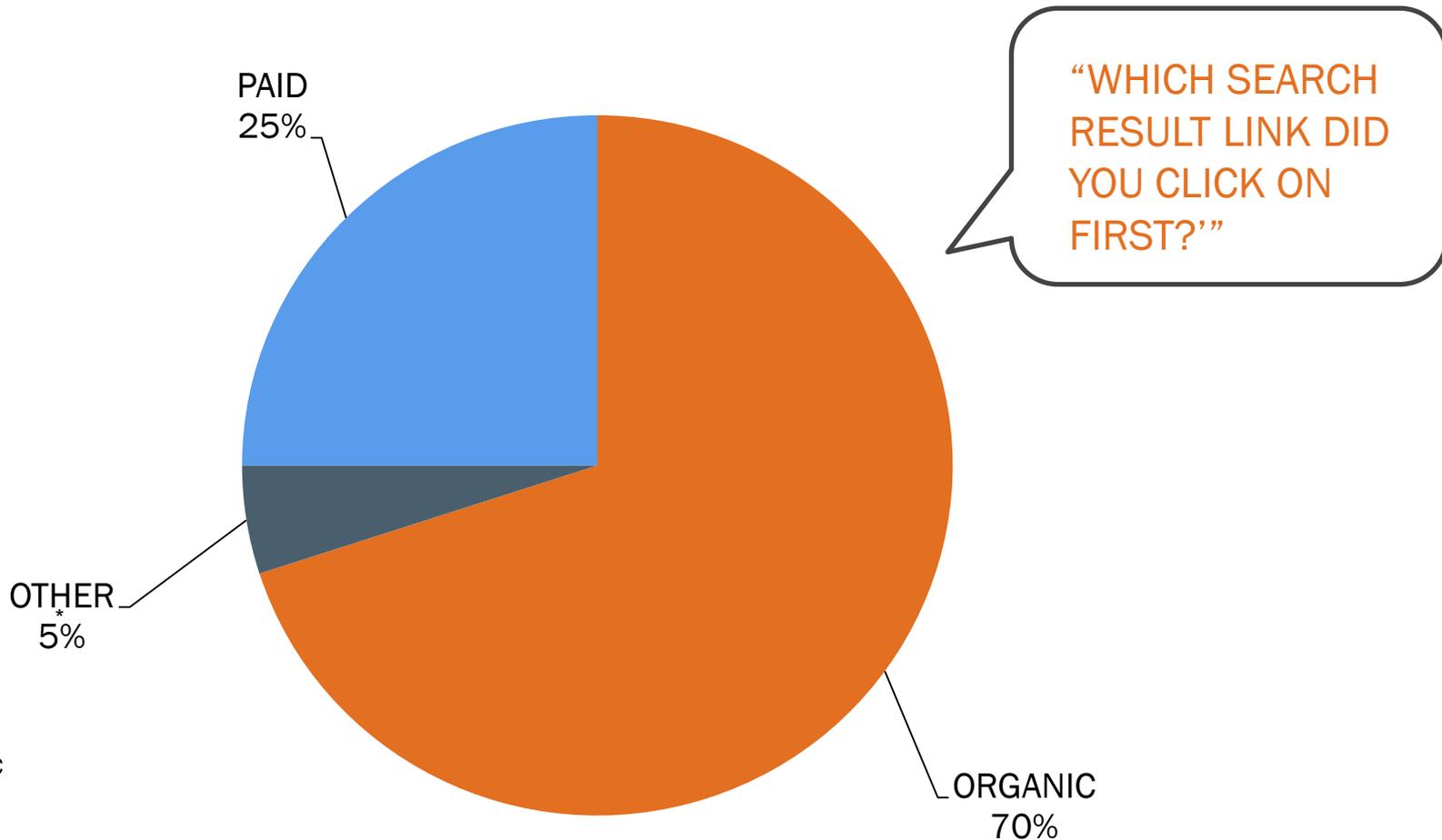
57%
of TV viewers
use the web
simultaneously.



FACT

Ranking high on search engines is no longer optional, it's critical.

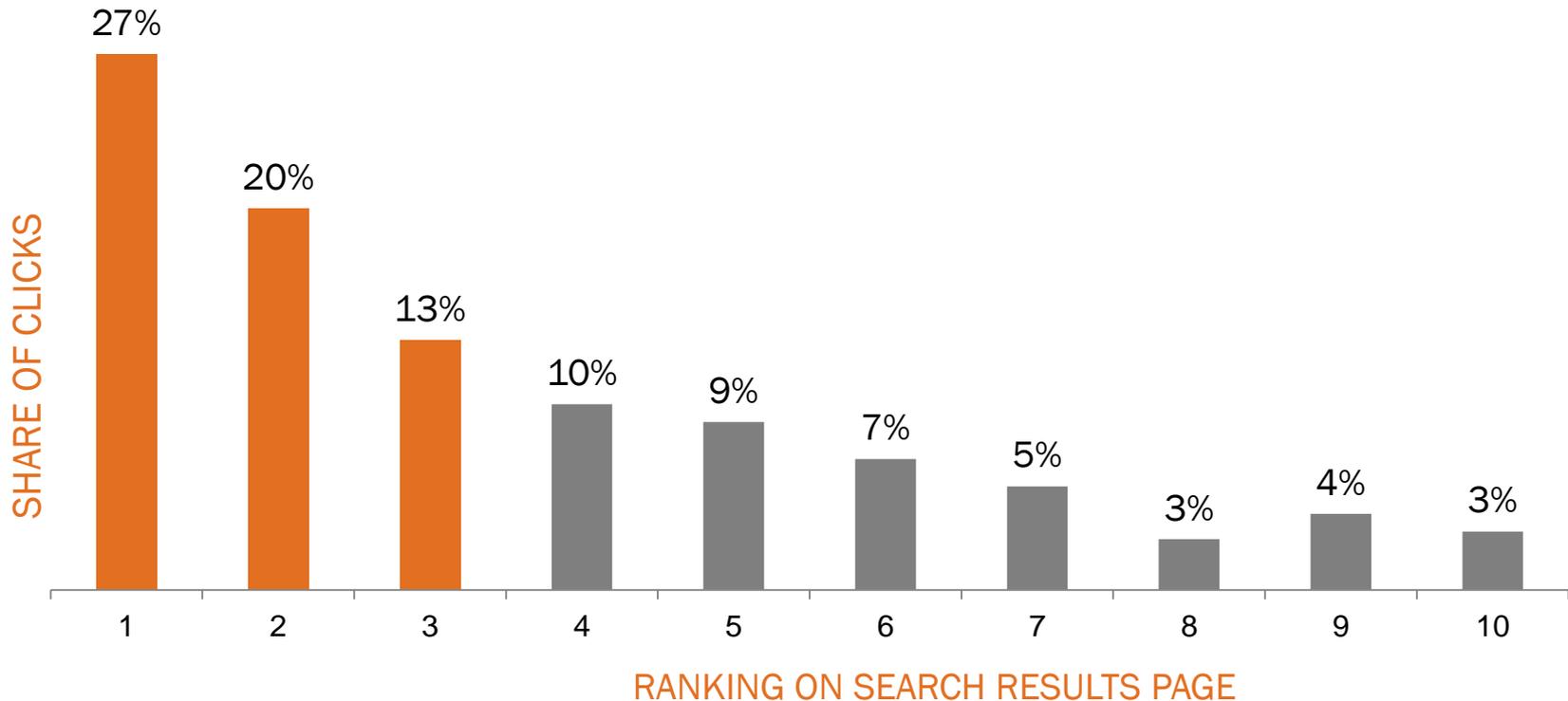
70% of the links search users click on are **organic**—not paid.



*INCLUDES NON-TRADITIONAL ORGANIC RESULTS, SUCH AS SHOPPING LINKS, LOCAL RESULTS, NEWS, ETC.

SOURCE: MARKETINGSHERPA, FEBRUARY 2007

60% of all organic clicks go to the top three organic search results.

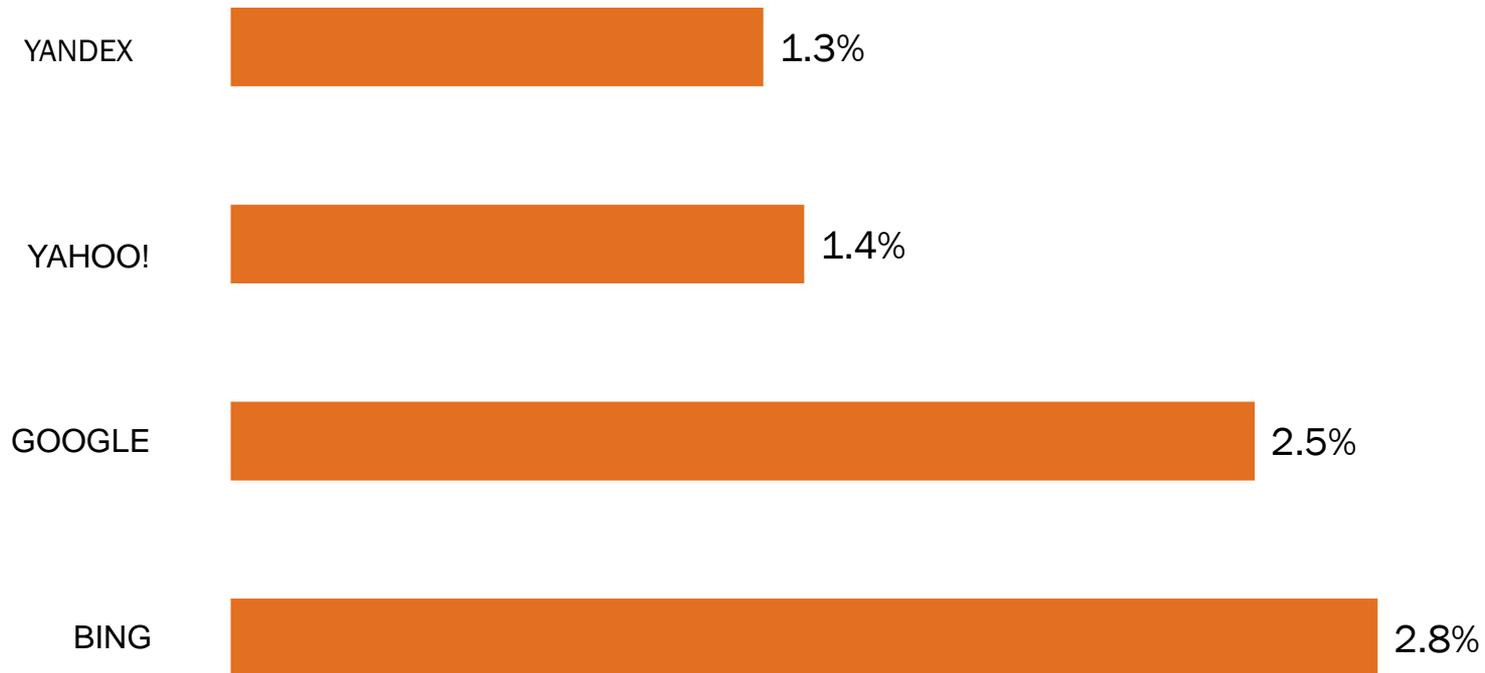


SOURCE: MARKETINGSHERPA, FEBRUARY 2007



75%
of users never
scroll past the
first page of
search results.

The average click-through rate for paid search in 2010 (worldwide) was 2%.



SOURCE: COVARIO, JANUARY 2011

FACT

The more keyword-rich content you generate, the more search engines will find (and love) you.



Businesses that

≥ 20 times/month

get

5X

more traffic than those who



≤ 4 times/month.

Businesses with websites

of 401-1000



get

6X

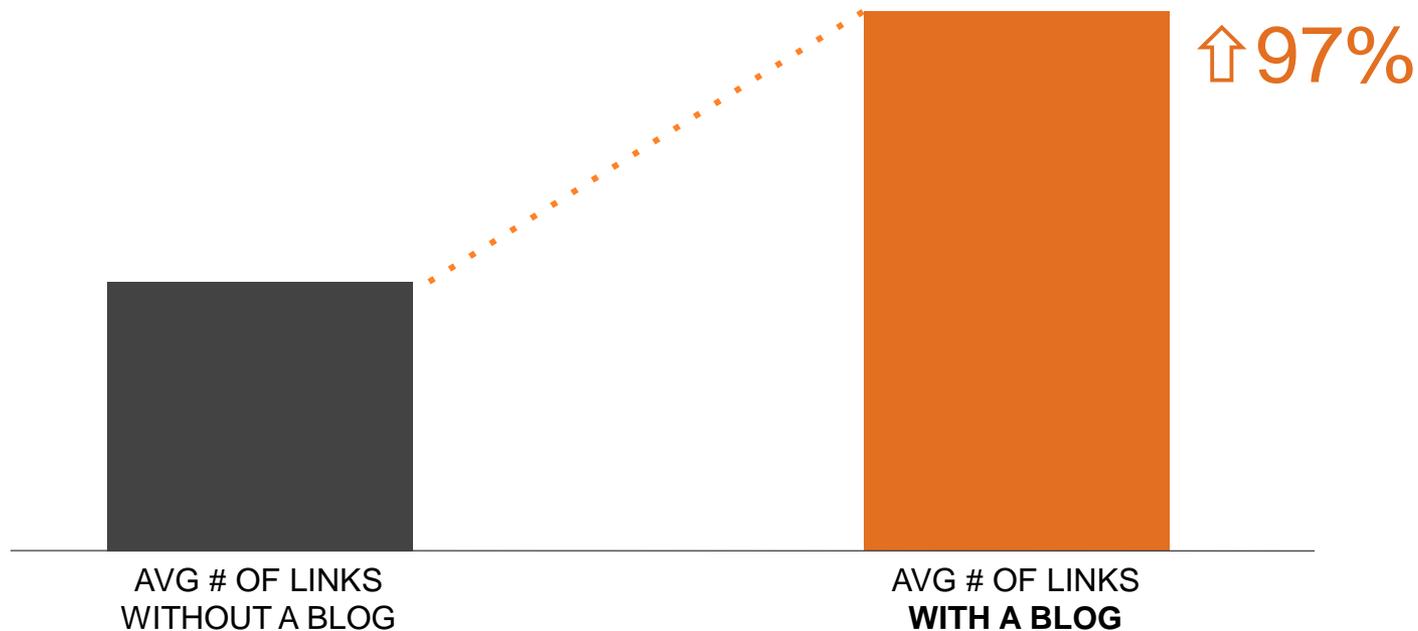
more leads than those with

51-100

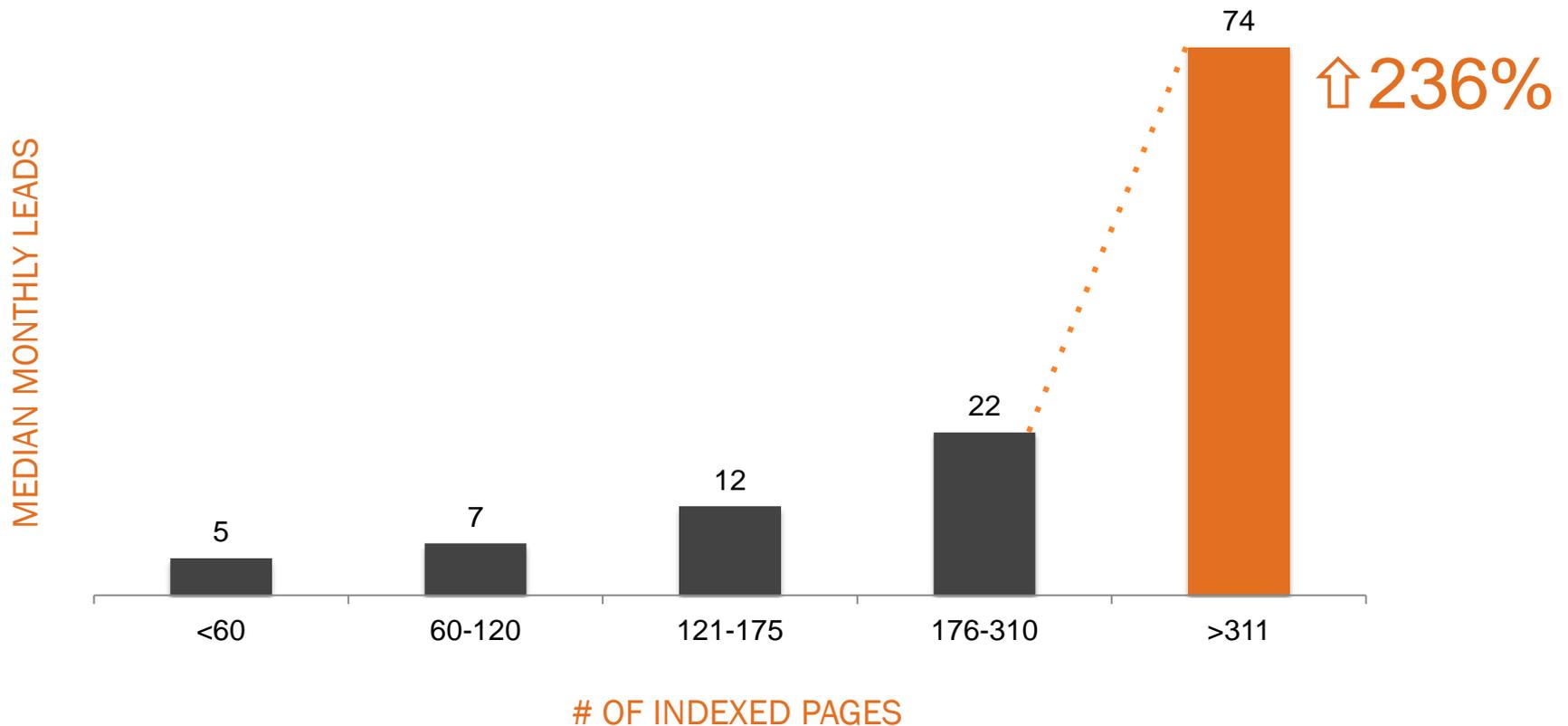


.

Companies that blog have **97% more** inbound links.



Companies with more indexed web pages get *way* more leads.



SOURCE: HUBSPOT, STATE OF INBOUND MARKETING LEAD GENERATION REPORT, 2010

THE BOTTOM LINE

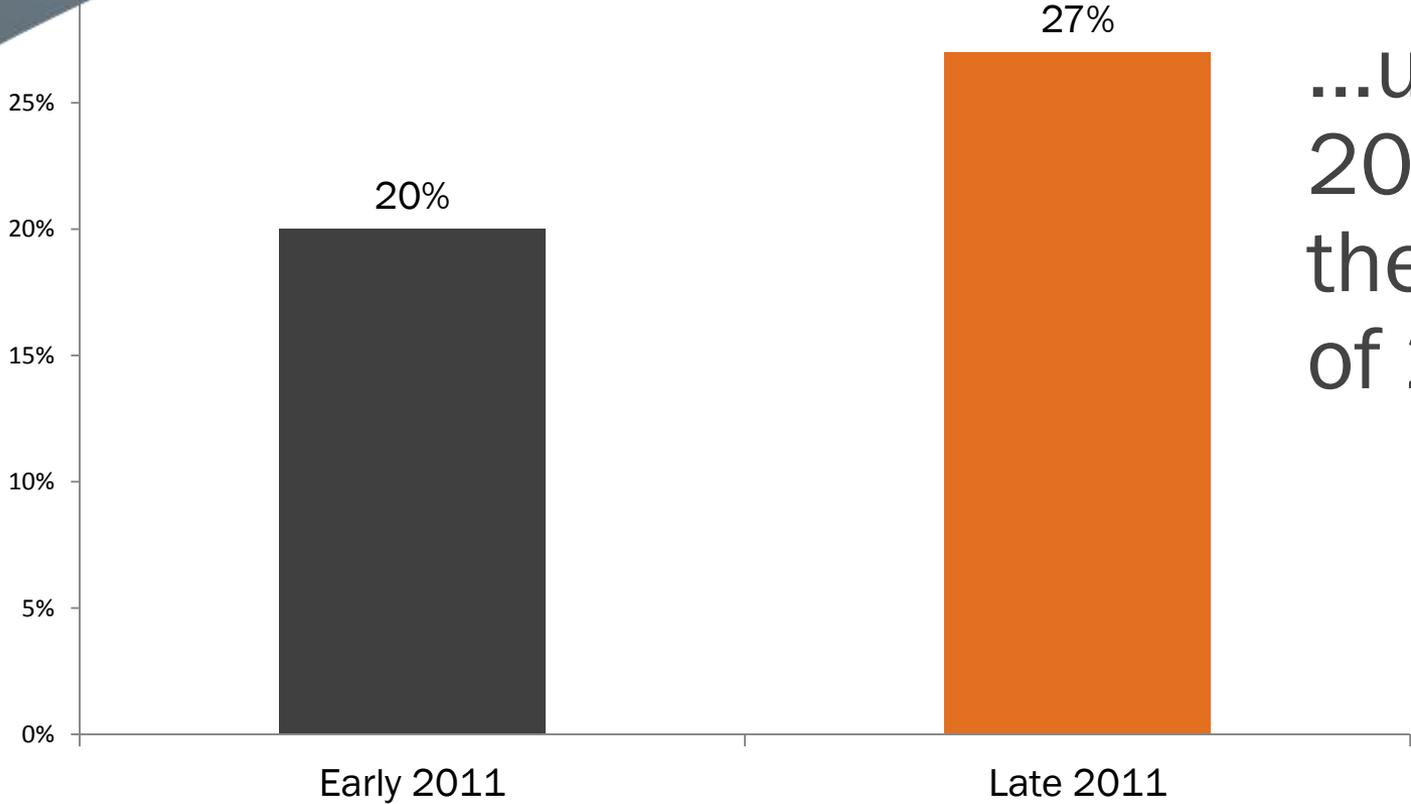
If Google can't find,
neither will anyone else.

A large, bold, orange number '3' is centered on a white background. To the right of the number, a curved orange border separates the white area from a solid orange background.

3

**EMAIL
MARKETING**

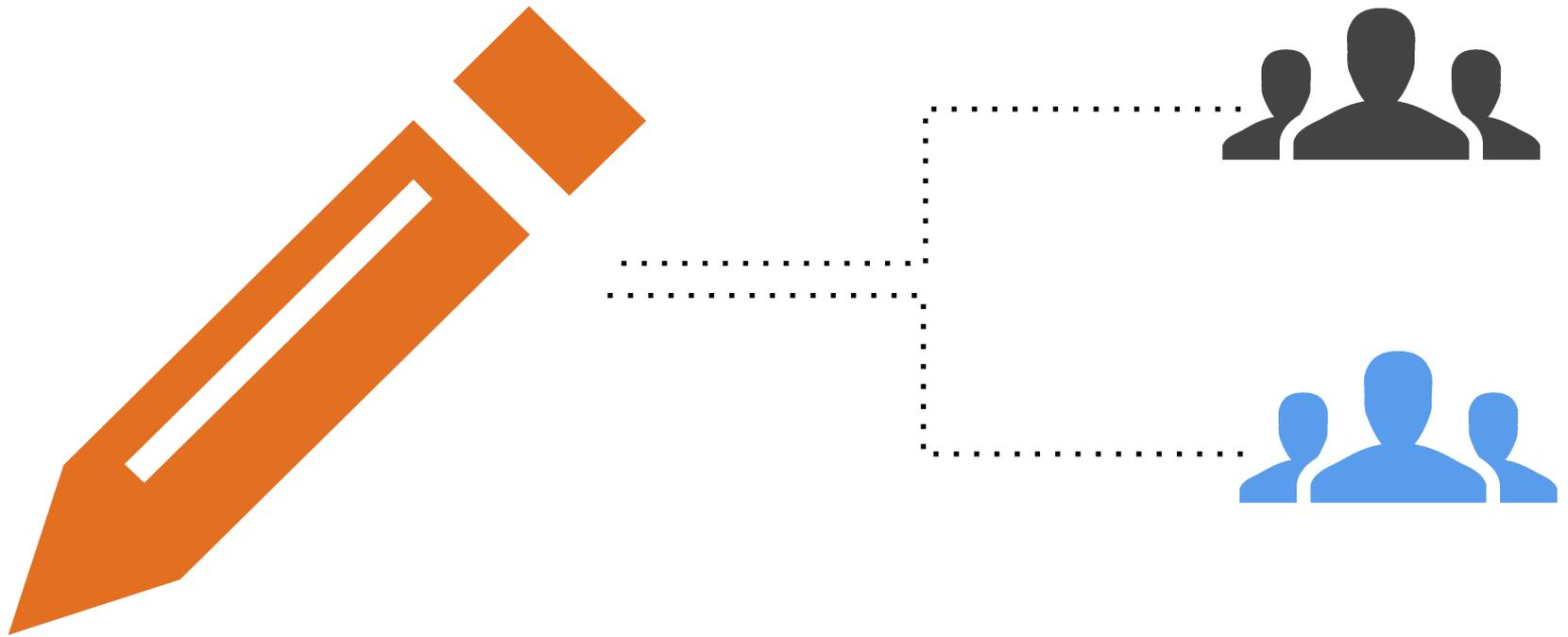
27% of emails were opened on a mobile device during the second half of 2011...



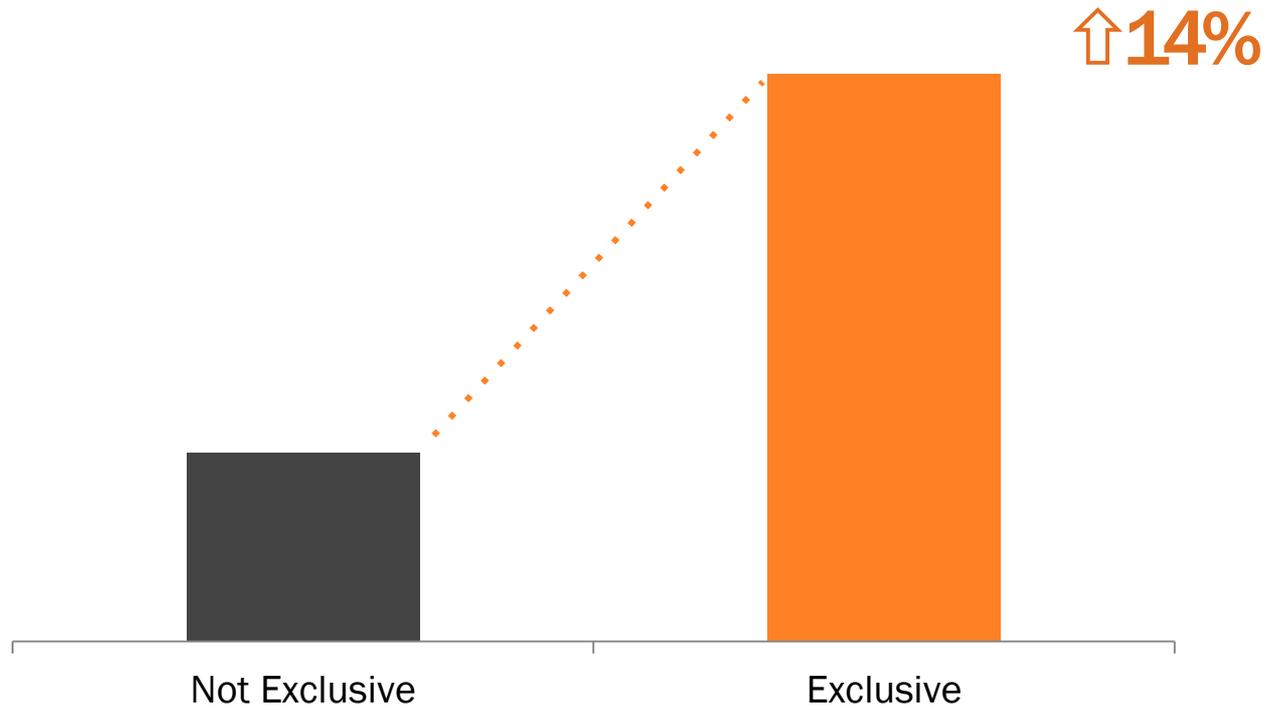
...up from 20% during the first half of 2011

SOURCE: KNOTICE, APRIL 2012

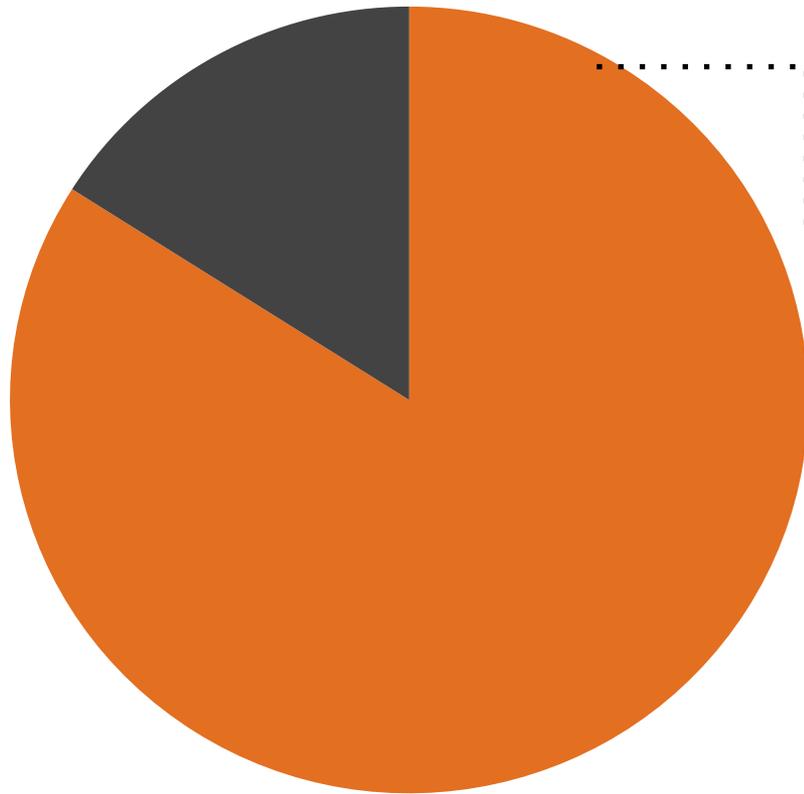
>80% of email marketers send the same content to all subscribers



The word "exclusive" in email promotional campaigns increases unique open rates by 14%.



SOURCE: EXPERIAN, APRIL 2012



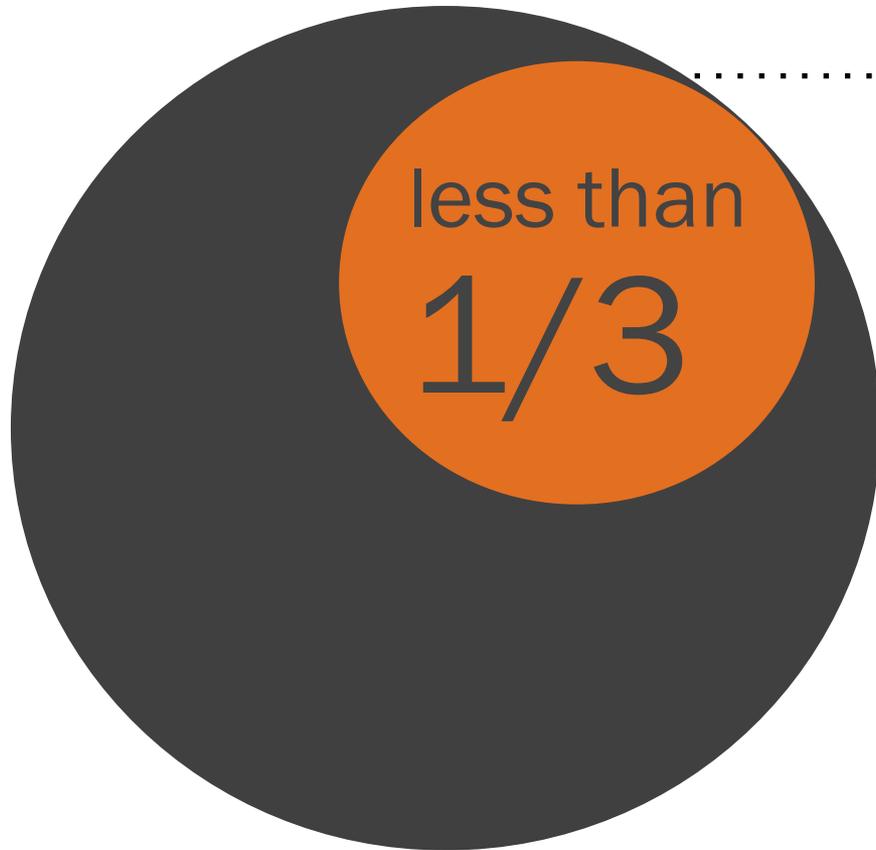
84% of **B2B marketers** use segment targeting in their email campaigns.

59%

of B2B marketers say
email is the most
effective channel in
generating revenue.



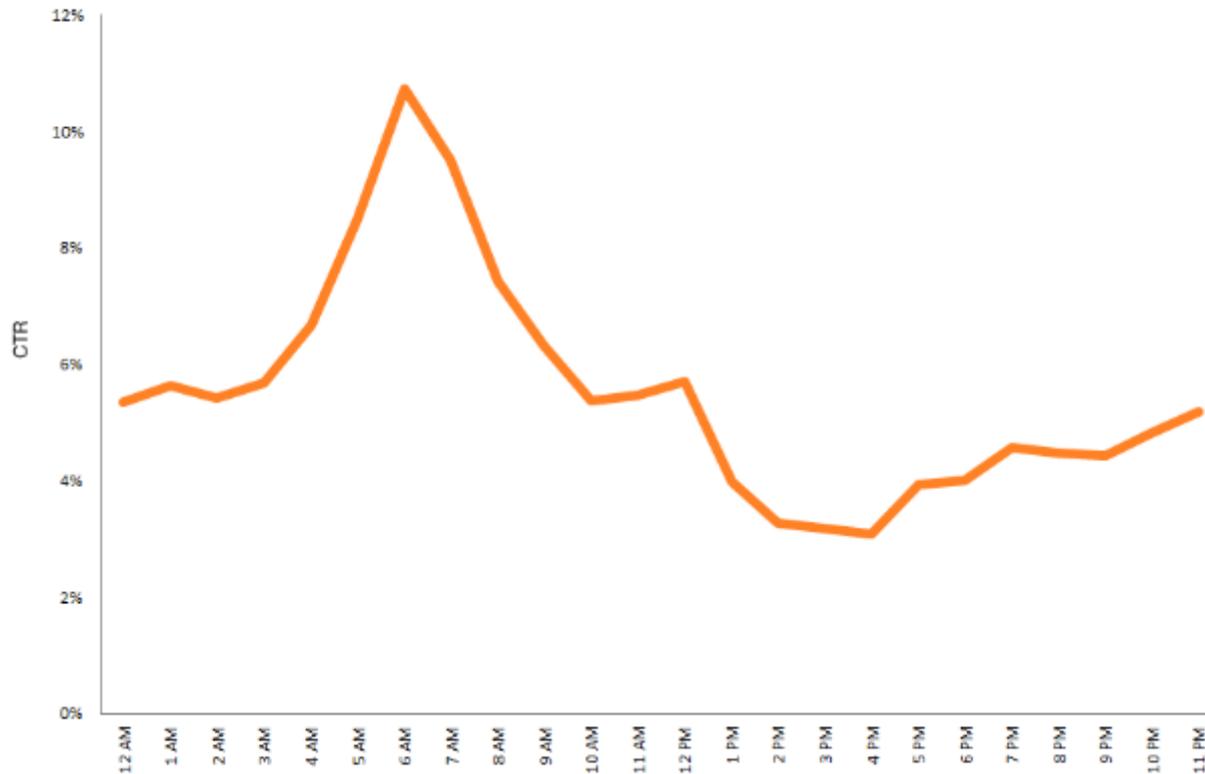
SOURCE: BTOB MAGAZINE, MARCH 2012



...of email marketing companies regularly test their email marketing campaigns.

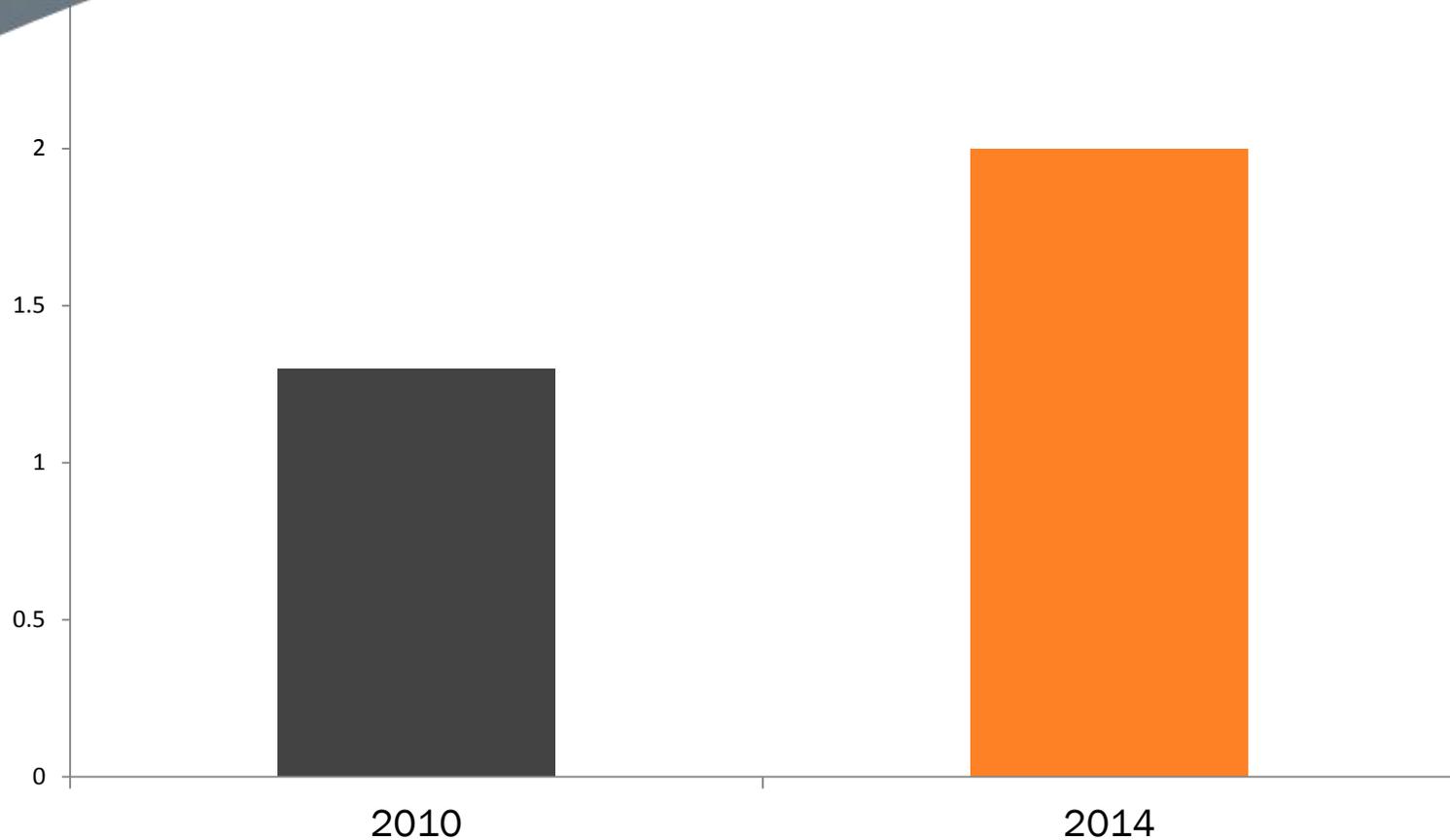
Morning emails get high CTR.

Effect of Time-of-Day on Clickthrough Rate



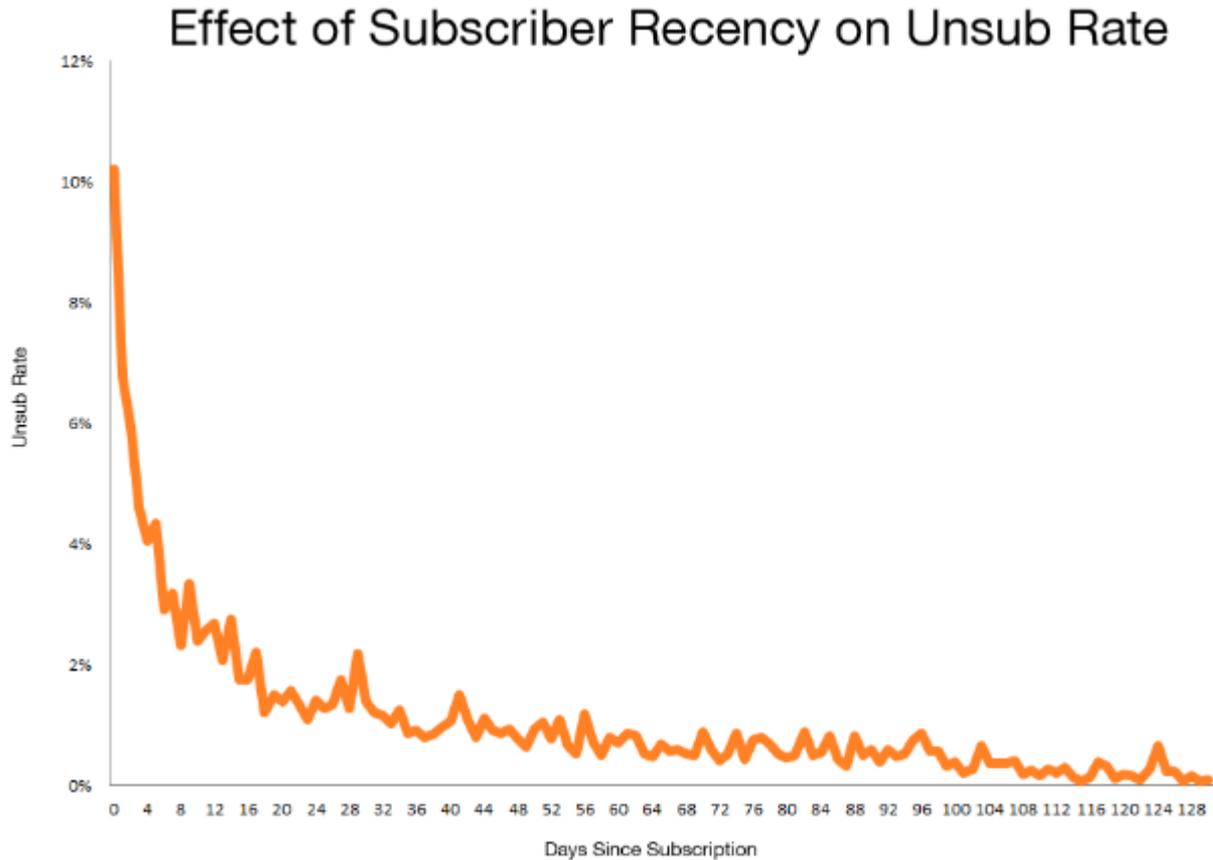
SOURCE: THE SCIENCE OF EMAIL MARKETING, 2011

Investment in email marketing will grow from \$1.3B in 2010 to \$2B by 2014.

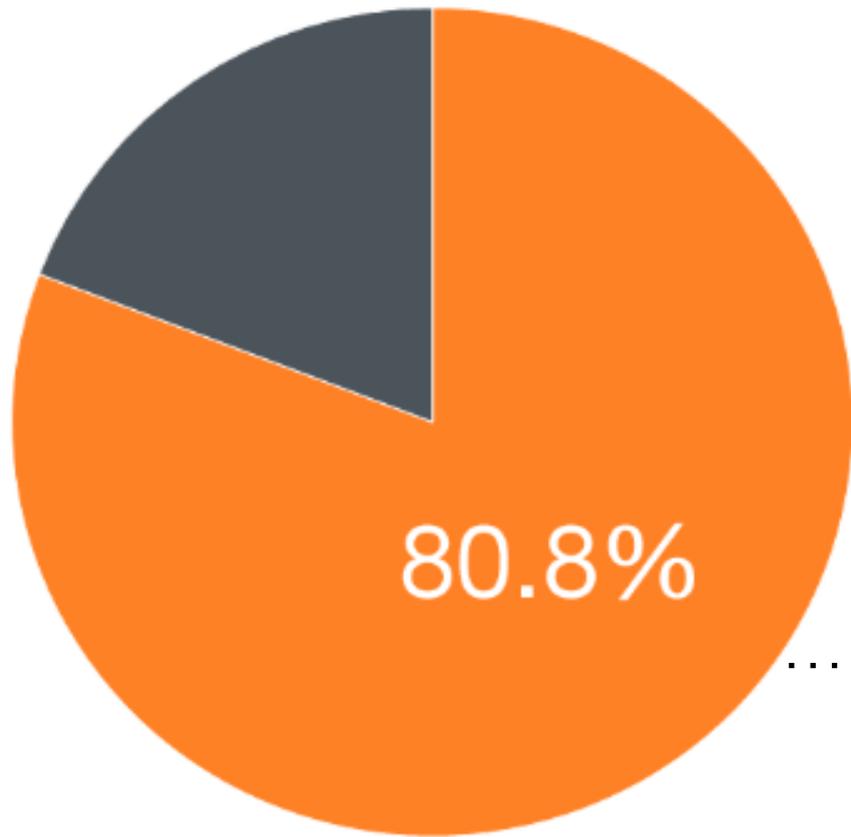


SOURCE: FORRESTER RESEARCH, JANUARY 2012

The fresher your list, the better!



SOURCE: THE SCIENCE OF EMAIL MARKETING, 2011



Most users report reading email on mobile devices.

FACT

**Send email early
in the morning.**

4

SOCIAL MEDIA



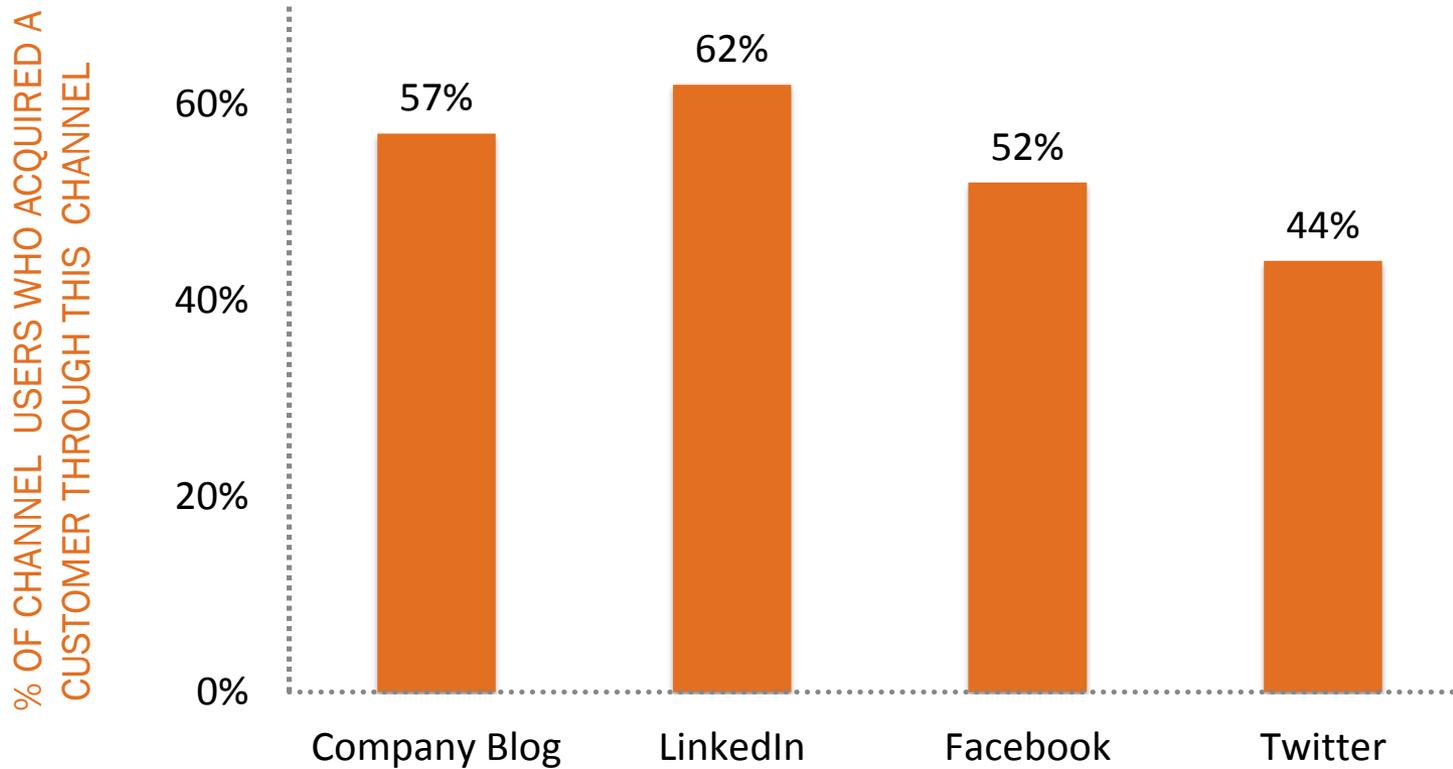
While social media is not the silver bullet that some pundits claim it to be, it is an extremely important & relatively low cost touch point that has a direct impact on sales & positive word of mouth.”

JOSH MENDELSON
VICE PRESIDENT
CHADWICK MARTIN BAILEY

FACT

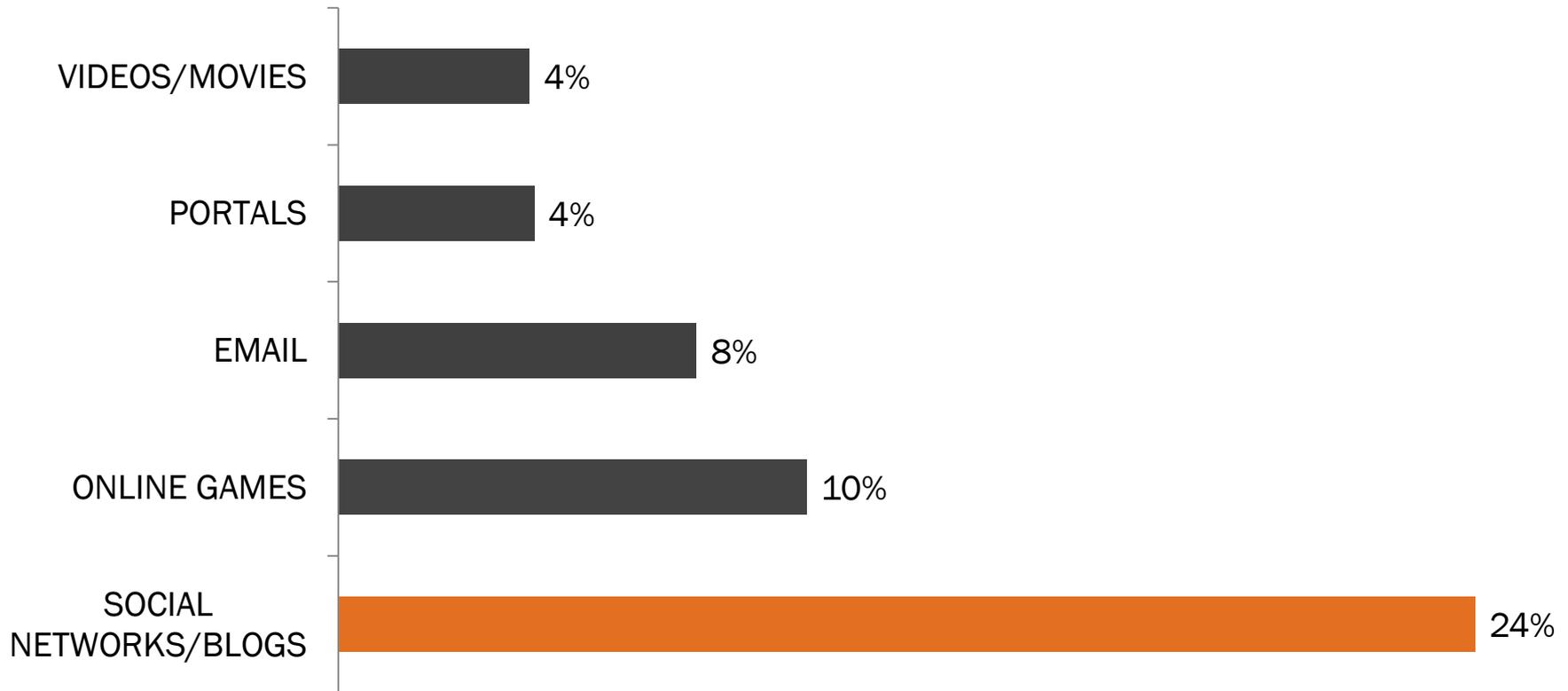
**Social media isn't a fad.
It's a revolution.**

Social media & blogs generate real customers.



SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012

US Internet users spend **3X** more minutes on blogs & social networks than on email.



SOURCE: THE NIELSEN COMPANY, NOVEMBER 2010

Social media use in the U.S. has increased by 356% since 2006.

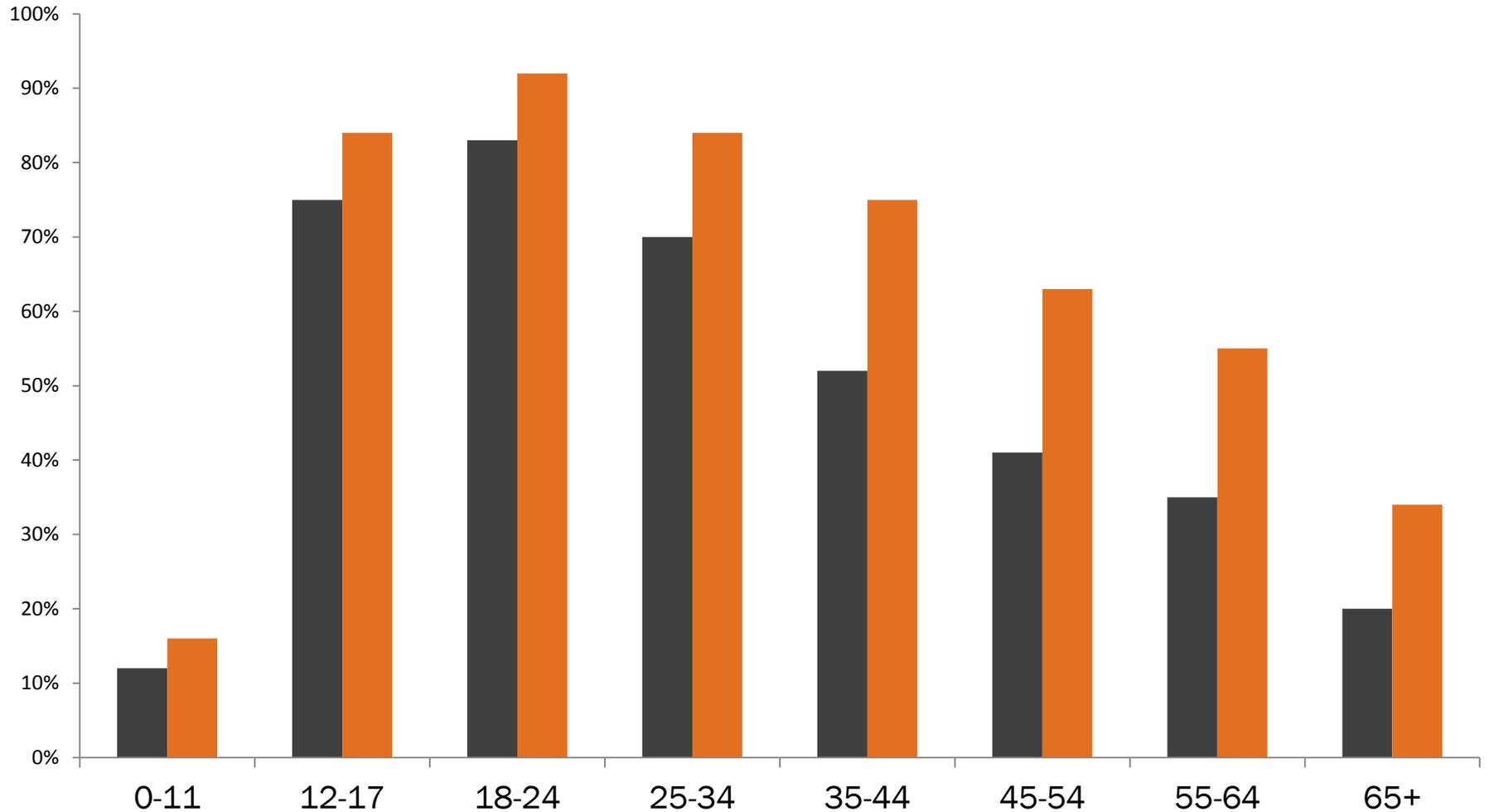


2006



2012

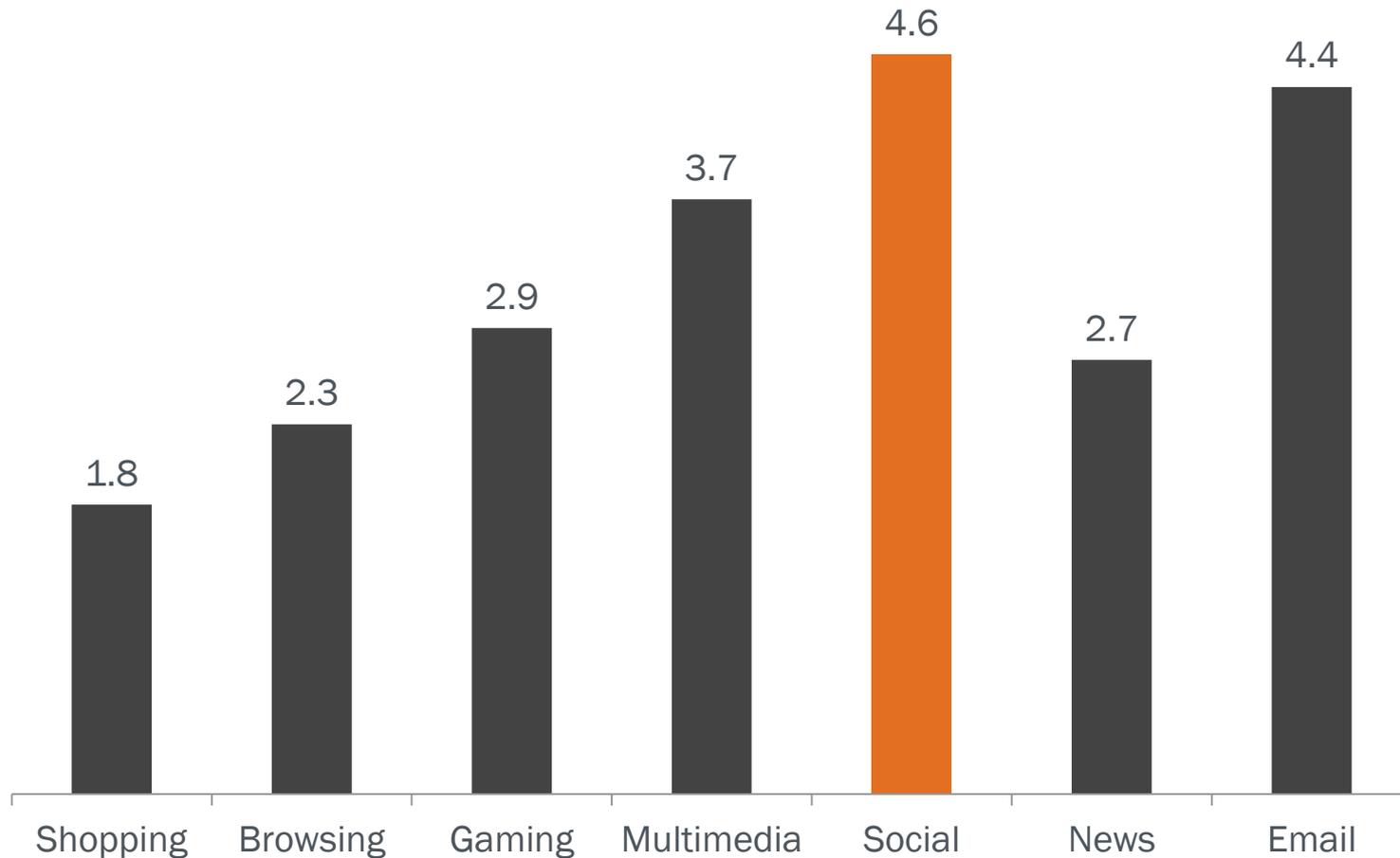
Social media penetration keeps growing across different age groups.



INTERNET USERS WHO USE SOCIAL NETWORKS VIA ANY DEVICE AT LEAST ONCE PER MONTH

SOURCE: EMARKETER, FEBRUARY 2011

The world is becoming more SOCIAL.

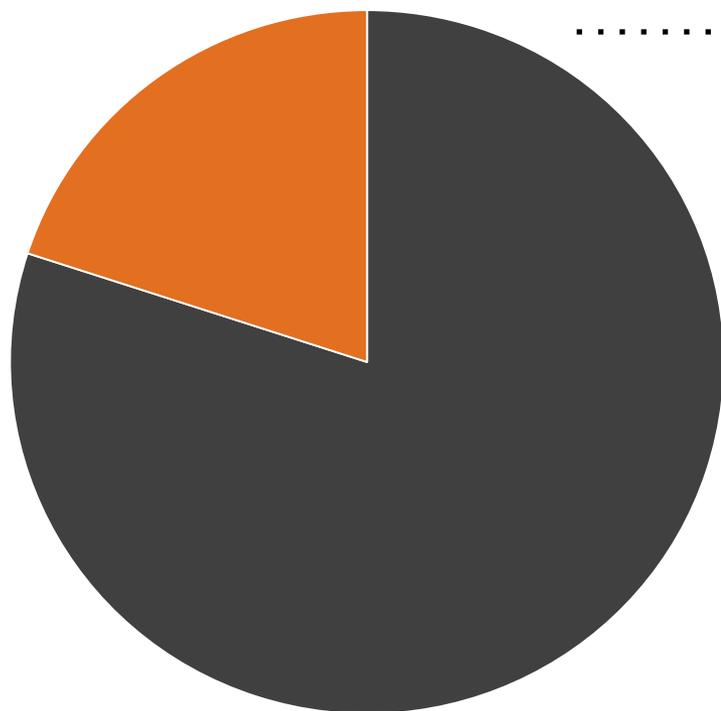


AVG HOURS/WEEK SPENT ON THIS ONLINE ACTIVITY, WORLDWIDE

SOURCE: TNS, OCTOBER 2010

FACT

**Social media has
real business value.**

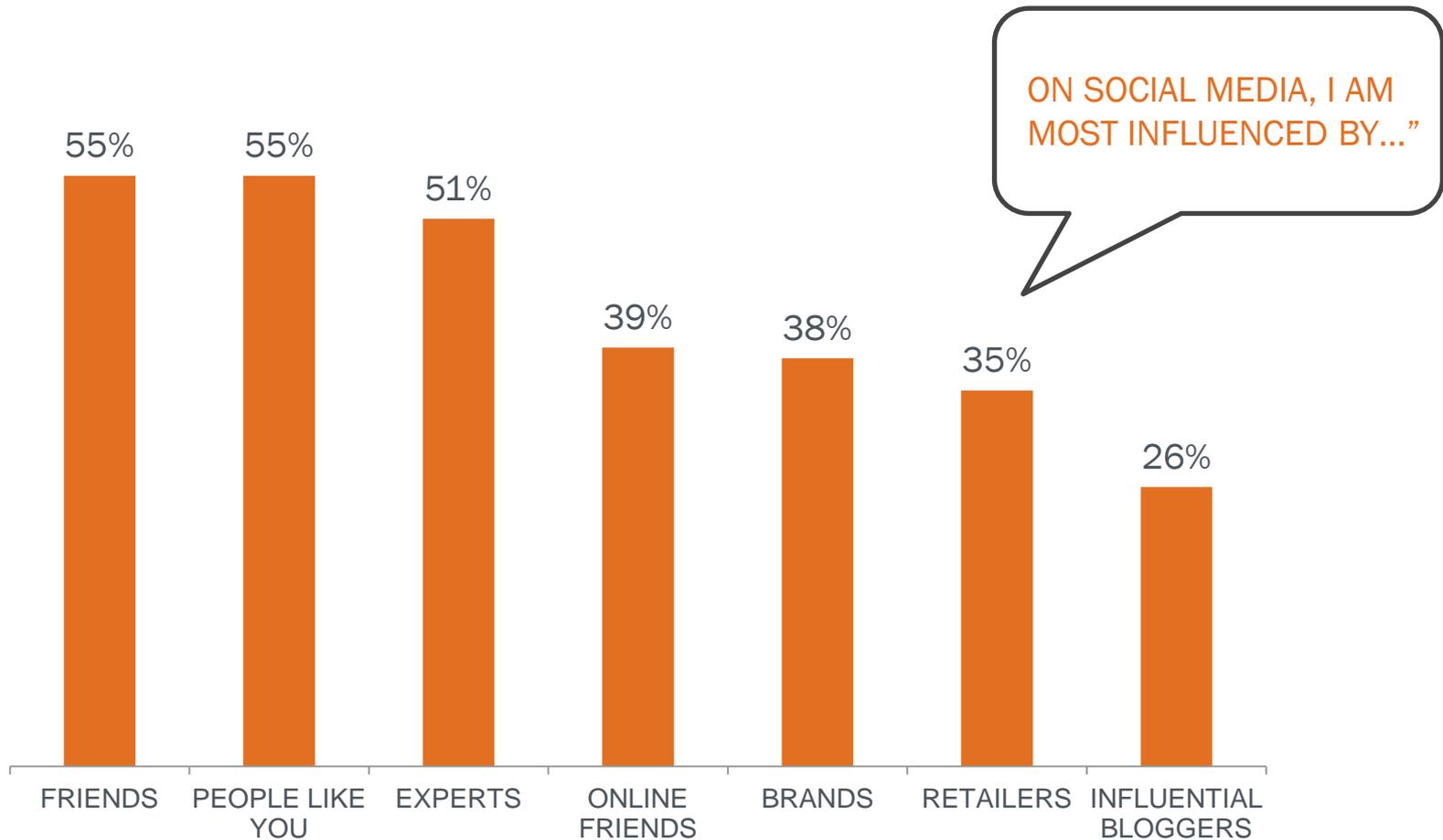


The top 20% of B2B marketers in **social media lead generation**



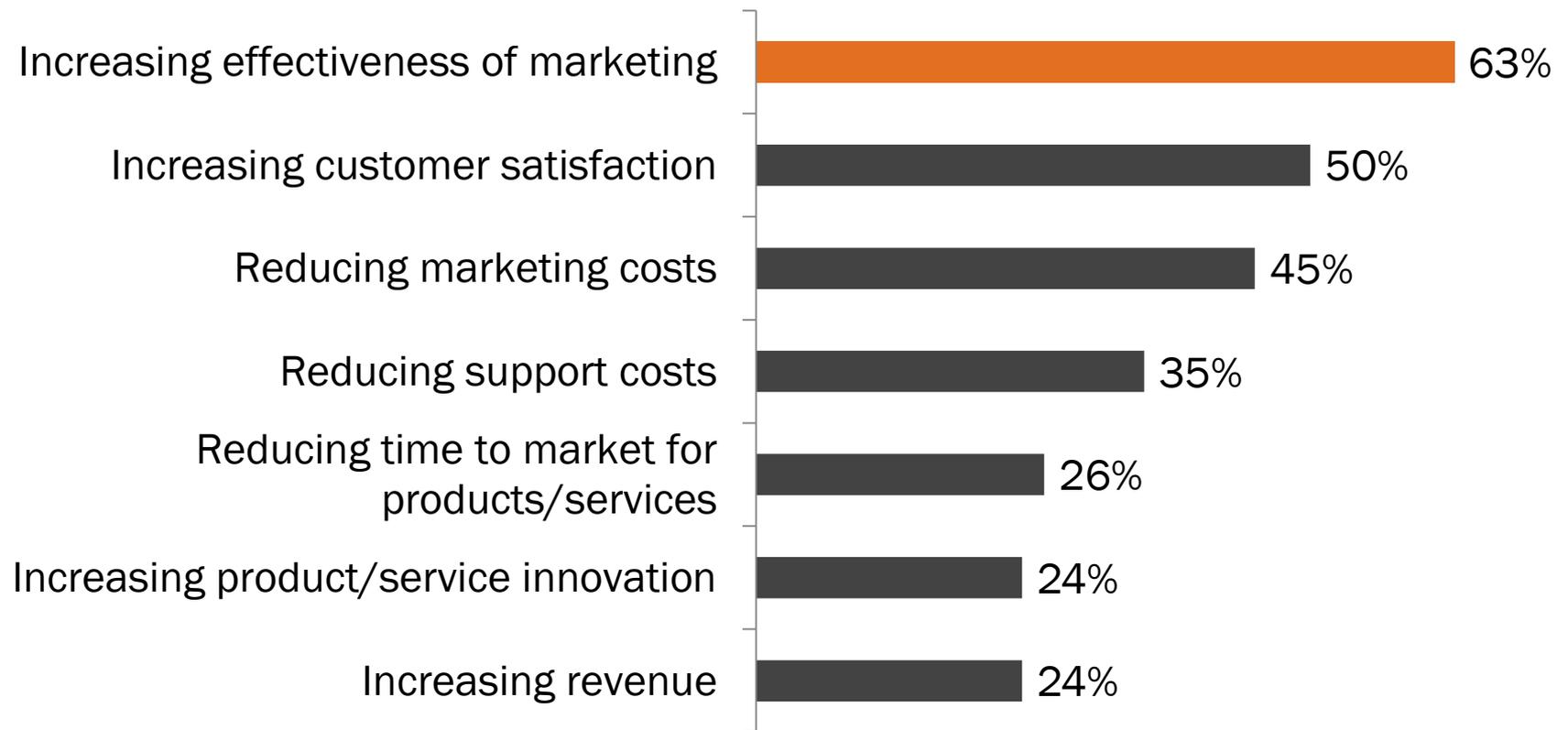
have increased revenue by 20% in 2011.

Social media conversations actively influence purchases.

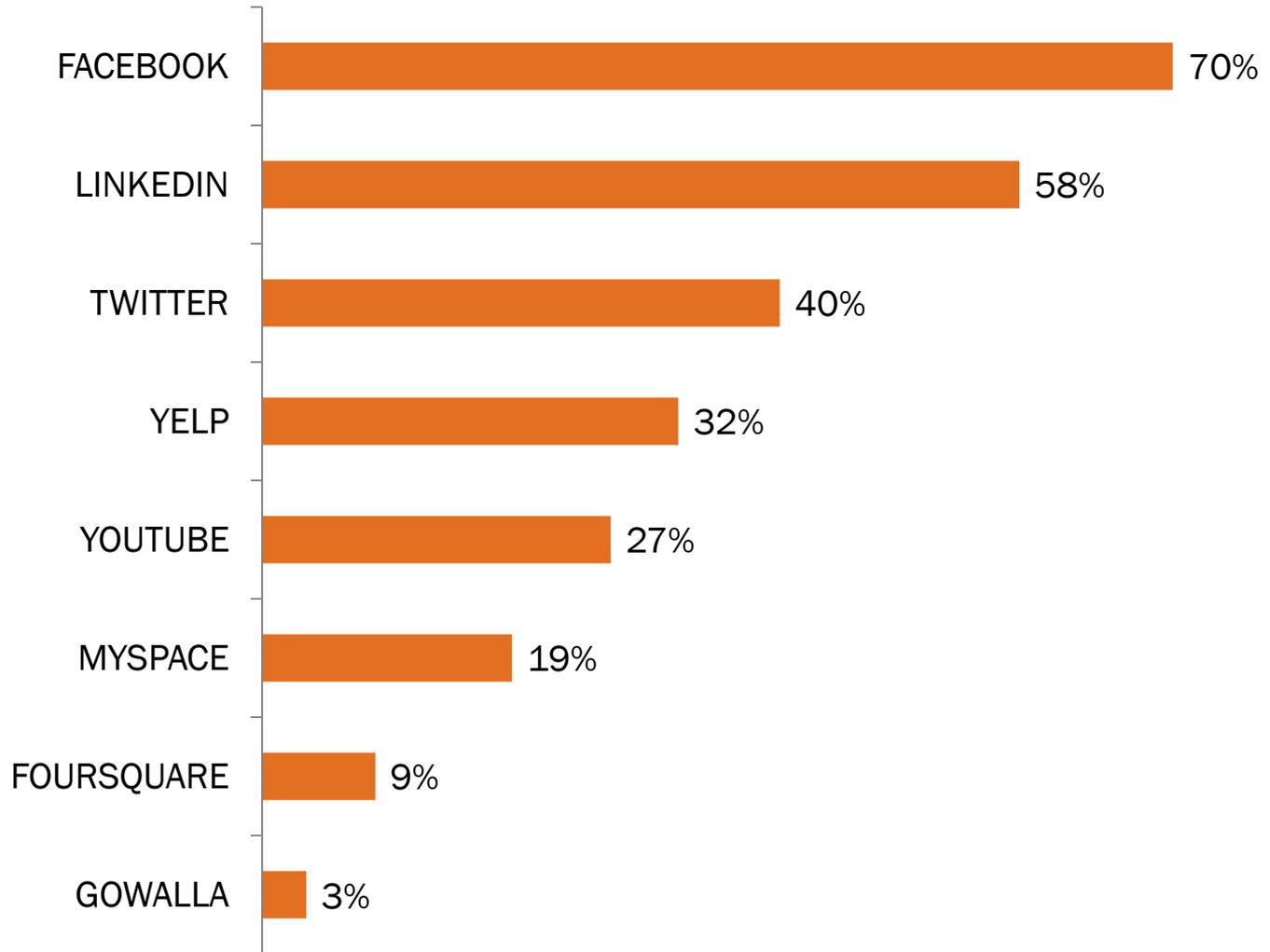


SOURCE: EMARKETER, MAY 2010

63% of companies using social media say it has **increased marketing effectiveness**—among other benefits.

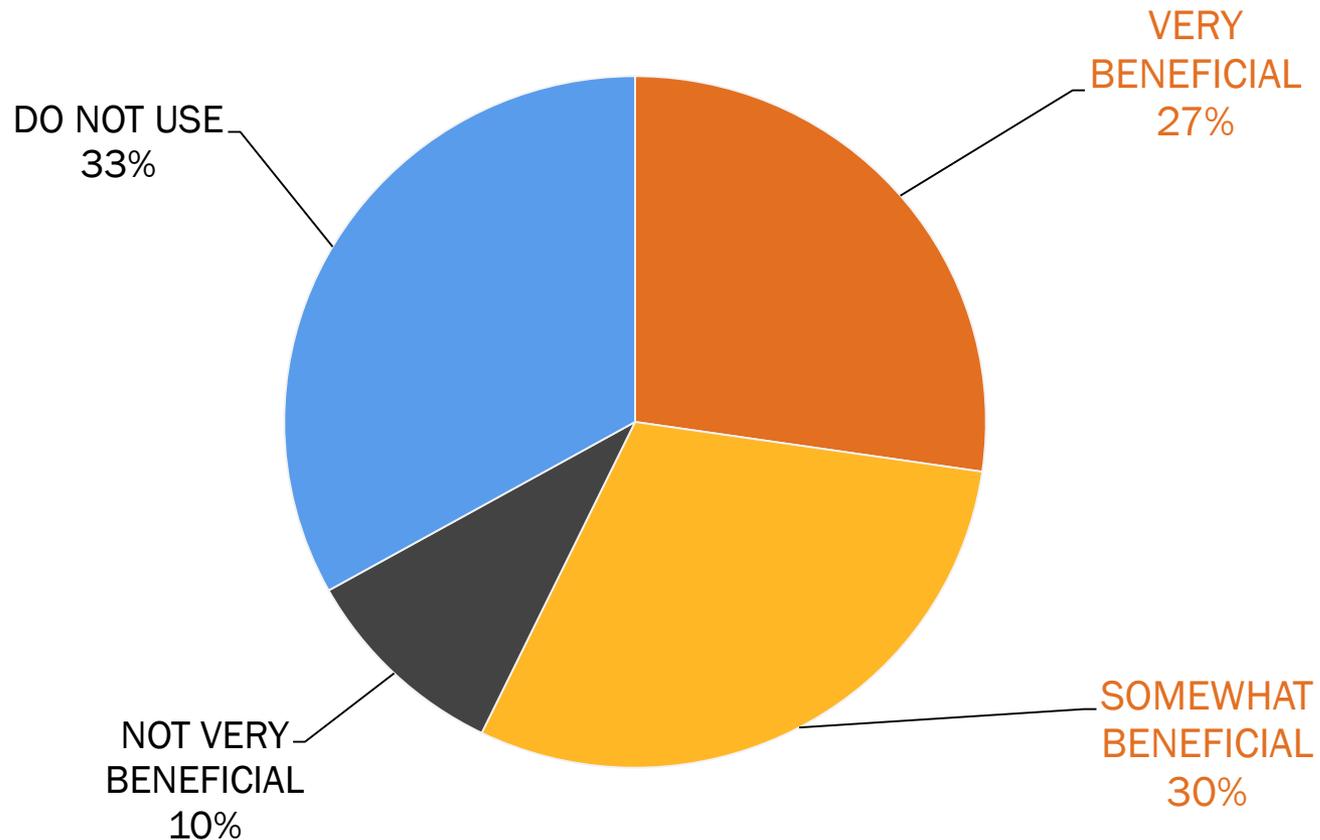


U.S. local SMBs actively use social media marketing to promote their businesses.



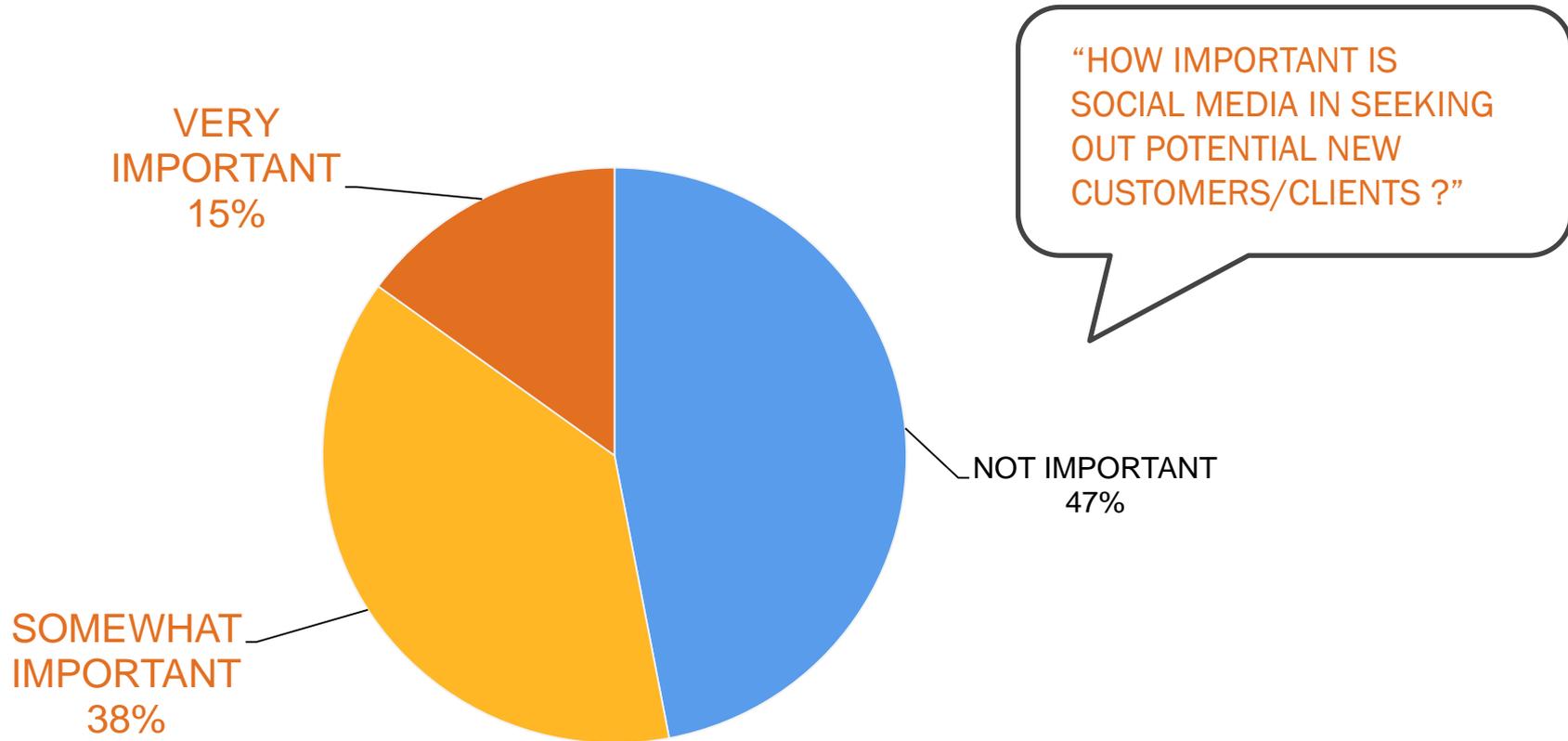
SOURCE: MERCHANT CIRCLE, FEBRUARY 2011

57% of SMBs say social media is beneficial to their business.

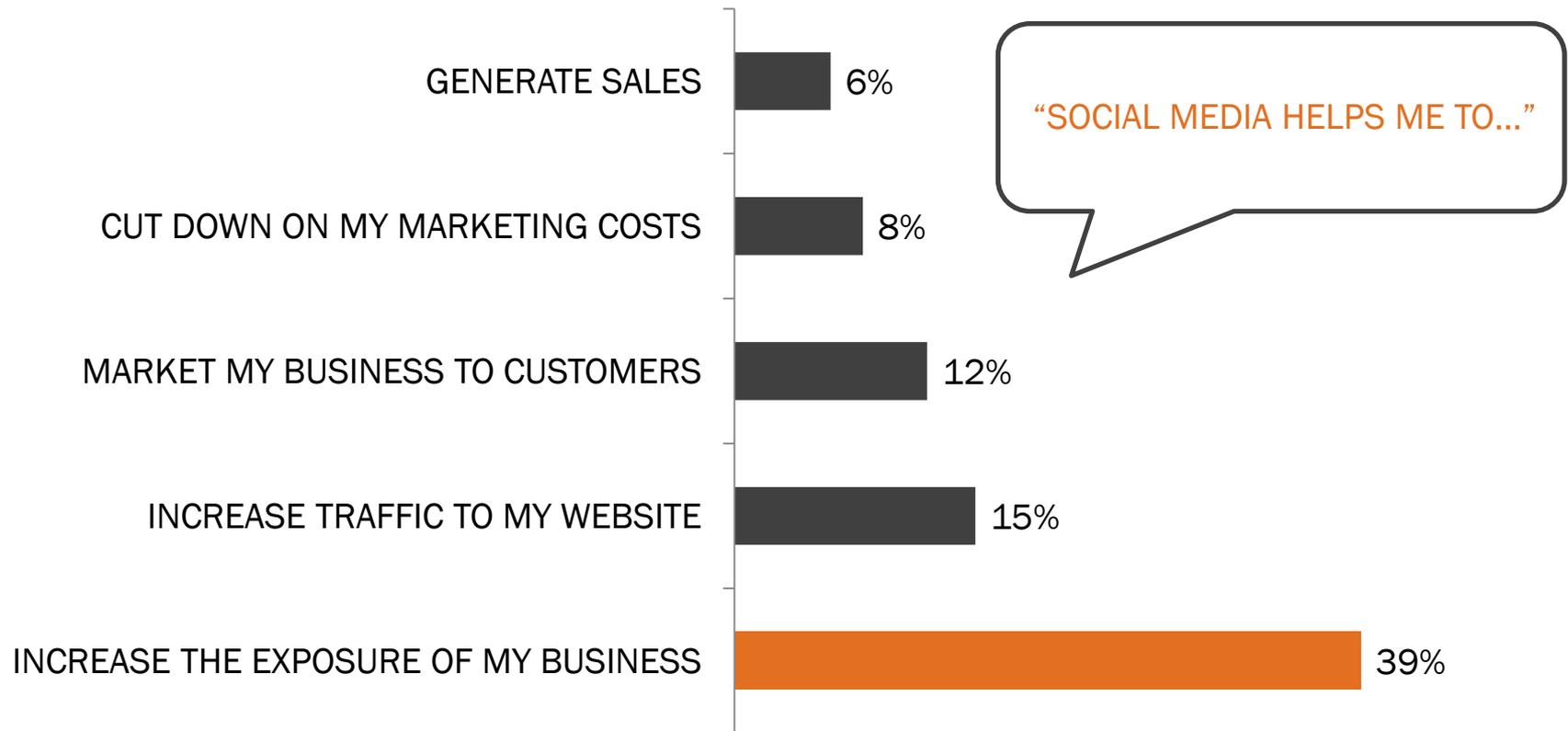


SOURCE: AD-OLGY RESEARCH, NOVEMBER 2010

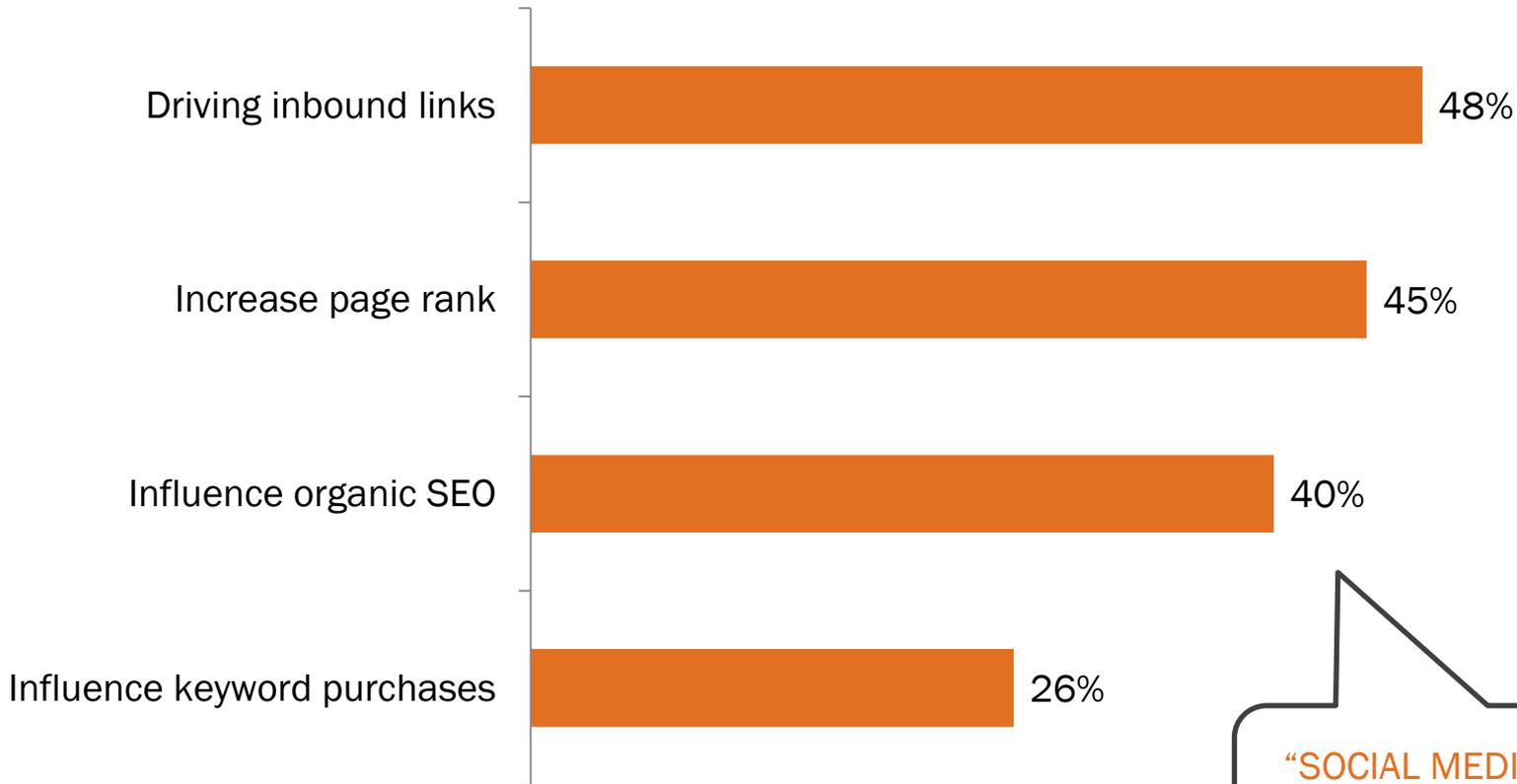
More than 1/2 of U.S. SMBs say social media sites play an important role in active sales.



More than 1/3 of US SMBs say social media helps them **get found** online.



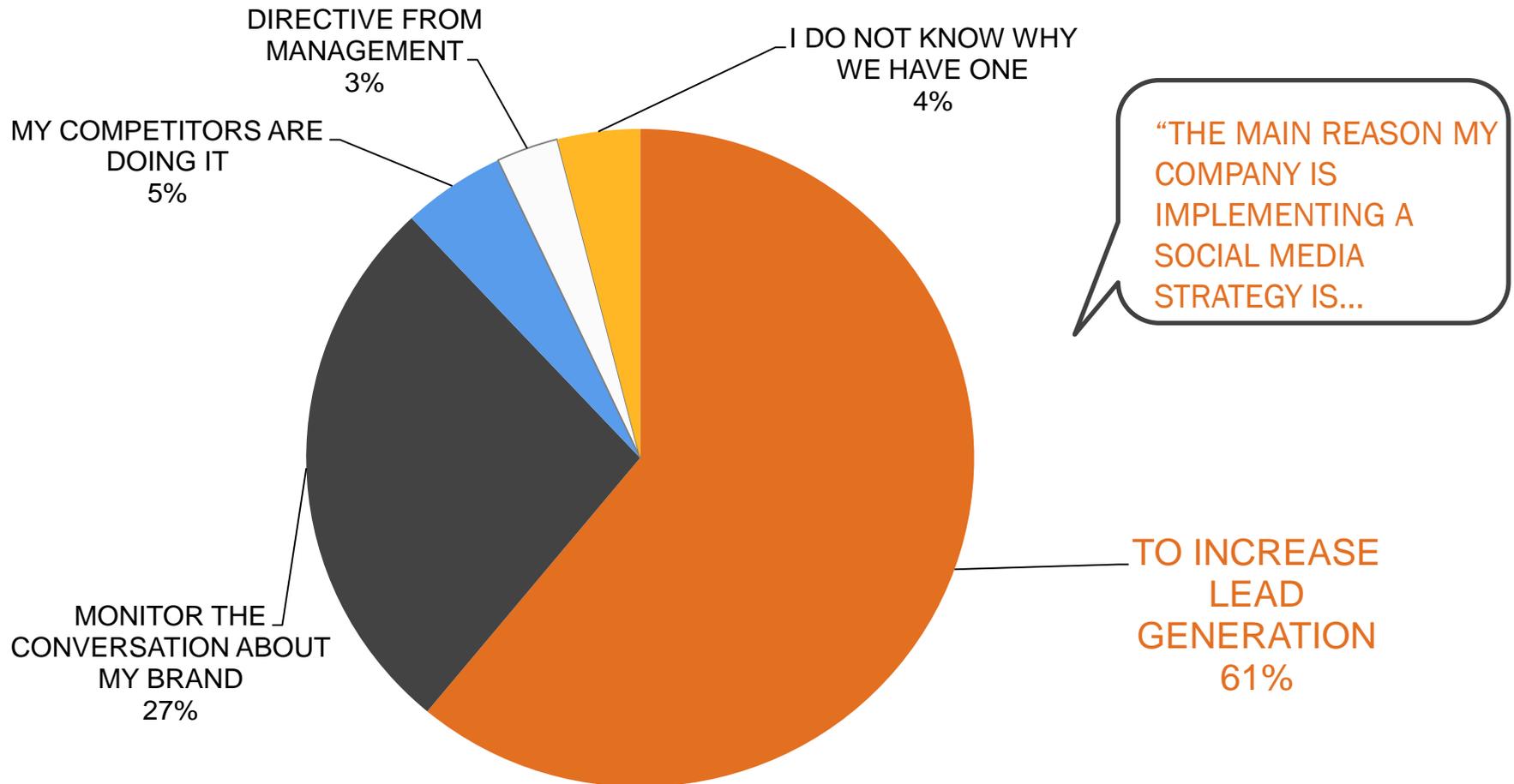
Social media helps B2B marketers improve search results.



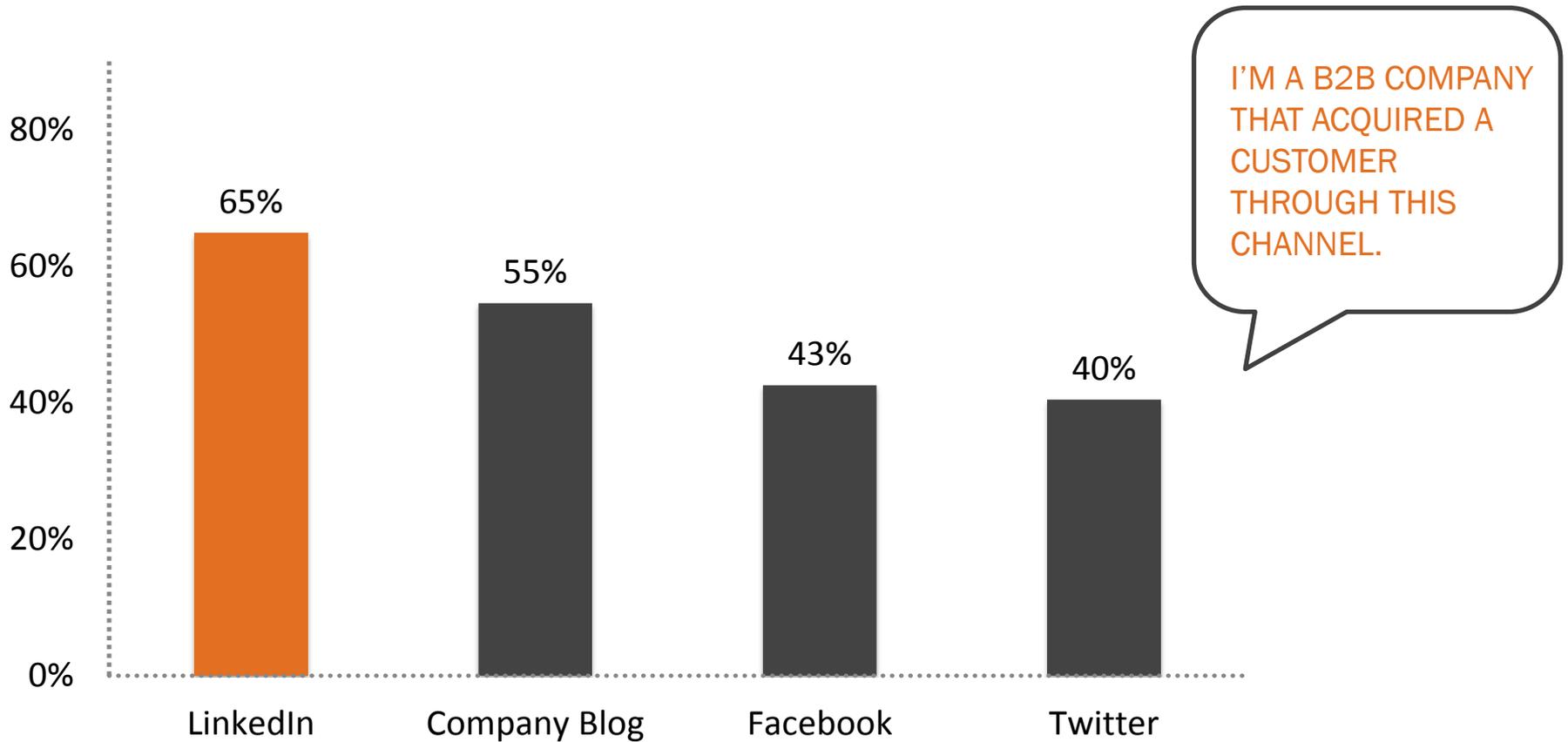
“SOCIAL MEDIA IMPROVES MY SEARCH RESULTS VIA...”

SOURCE: BTOB MAGAZINE, JULY 2010

61% of US marketers use social media to increase lead generation

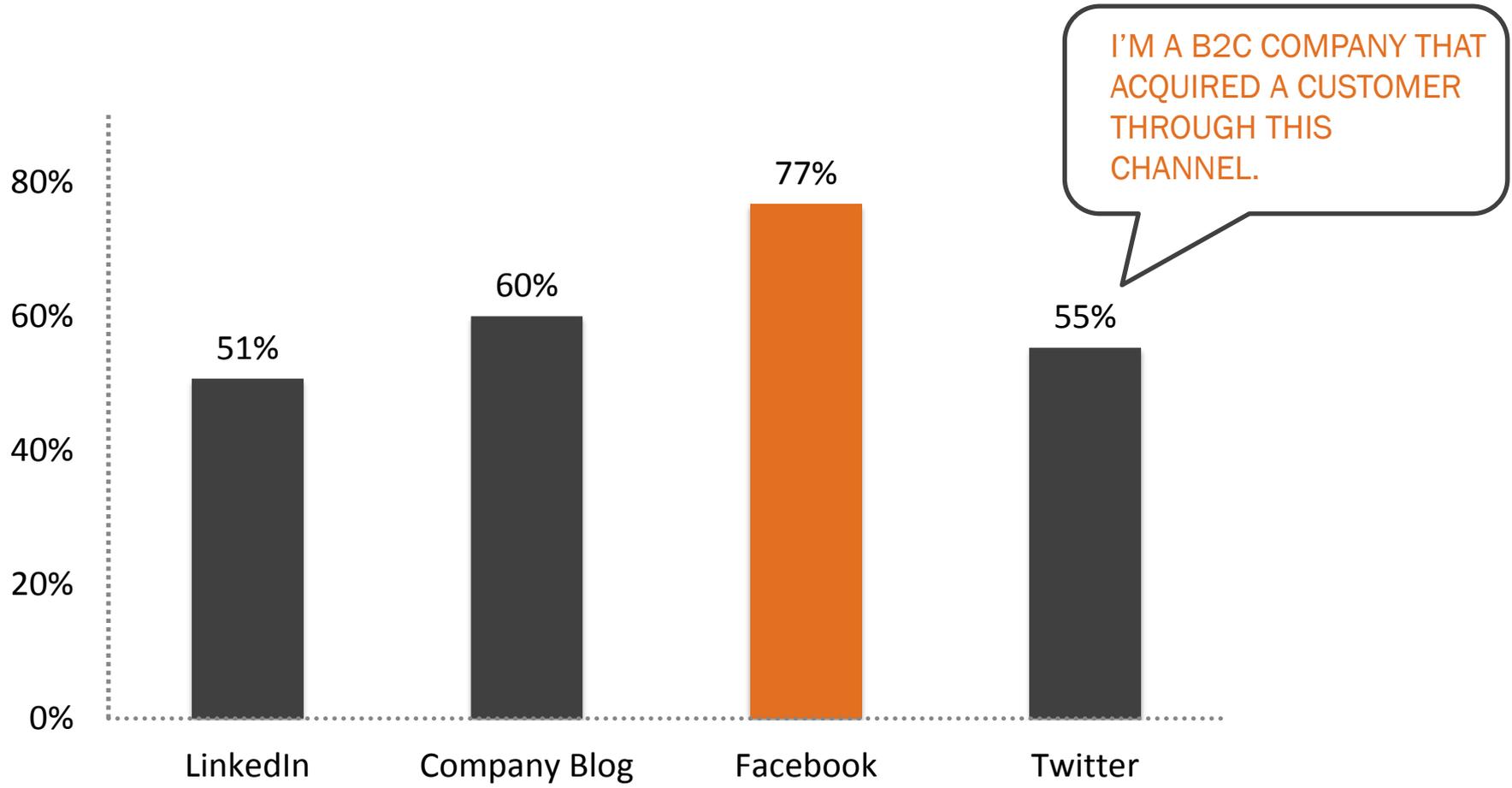


LinkedIn drives the most customers to B2B.



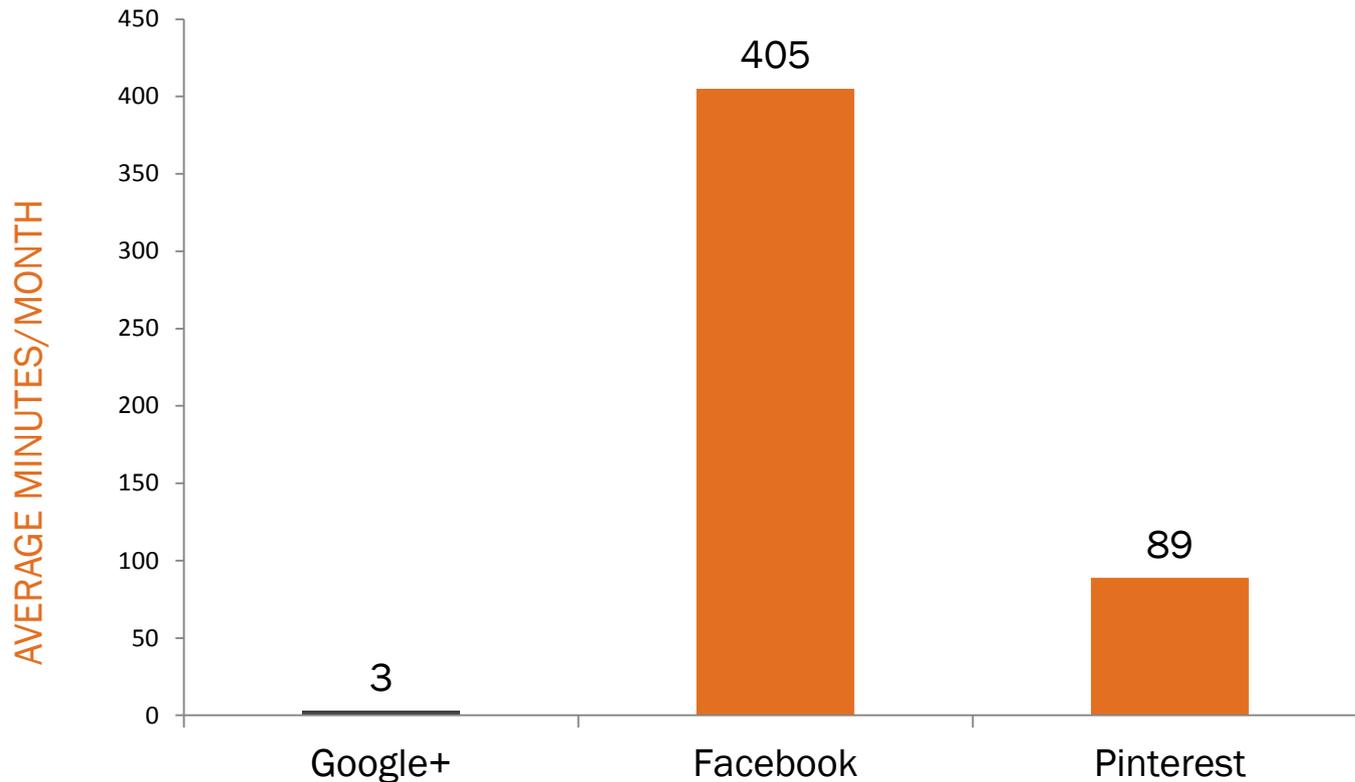
SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012

Facebook drives the most conversions for B2C.



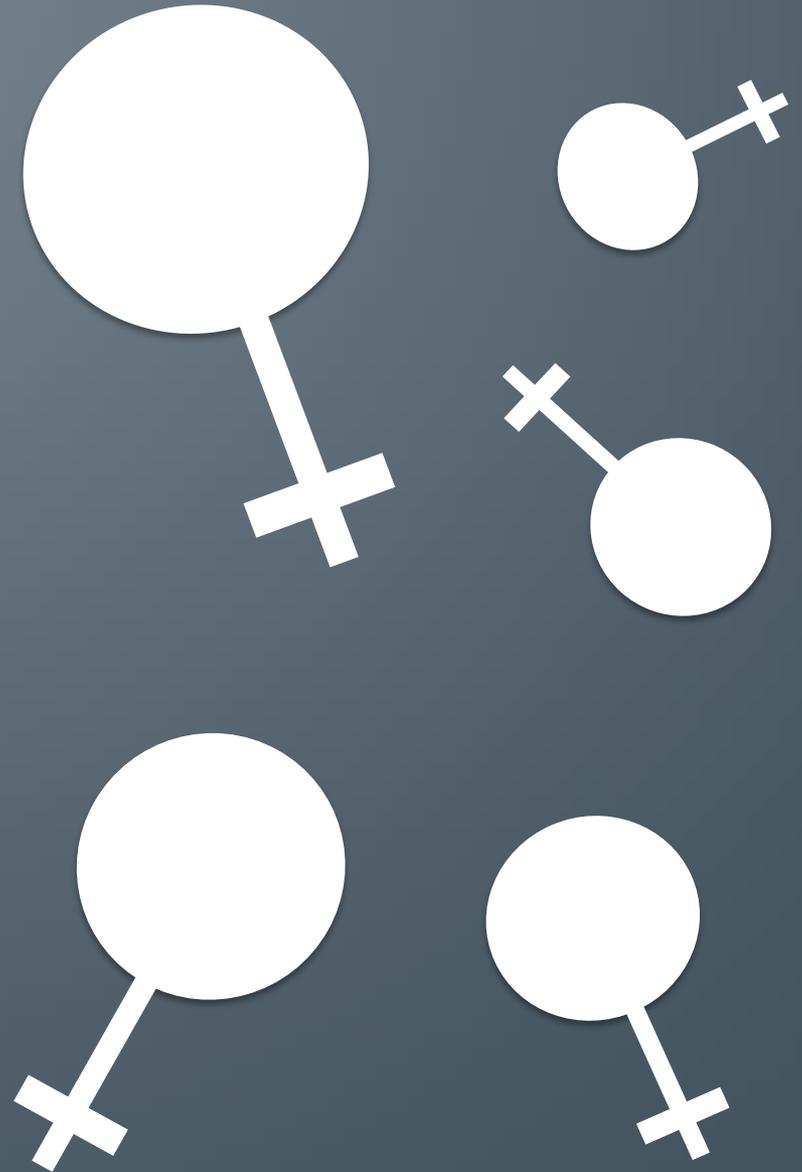
SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012

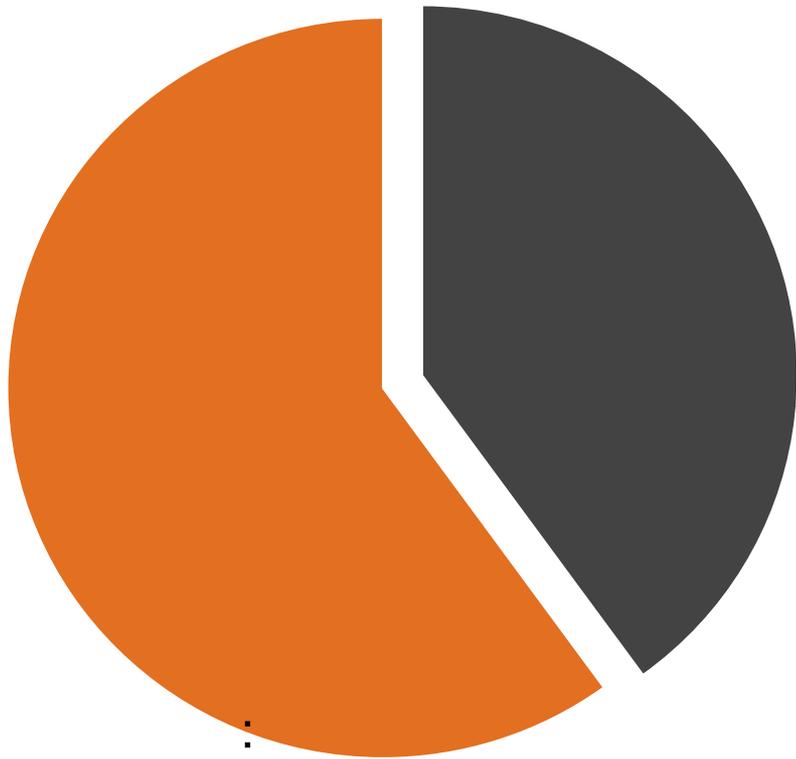
The average user spent only 3 minutes on Google+ in January 2012



SOURCES: COMSCORE, 2012

Females
are greatly
overrepresented
on **PINTEREST.**





...is from **the U.S.**

65% of Pinterest's
global web traffic...

Pinterest drives more referral traffic than Google Plus, LinkedIn and YouTube combined.



BOTTOM LINE

It's time to go social.

A large, bold, orange number '5' is positioned on the left side of the image. The background is white, and a large, curved orange shape borders the right and bottom edges of the white area.

5

BLOGGING



The bottom line is that
blogging is like sex.

You can't fake it. You can't fake passion.
You can't fake wanting
to engage with the public.
If you do, it will ultimately be an
unsatisfying experience for both
the blogger and their readers.”

KEVIN ANDERSON
FREELANCE JOURNALIST & FORMER BLOGS EDITOR FOR THE GUARDIAN

FACT

**Blogs keep growing
—in volume & value.**

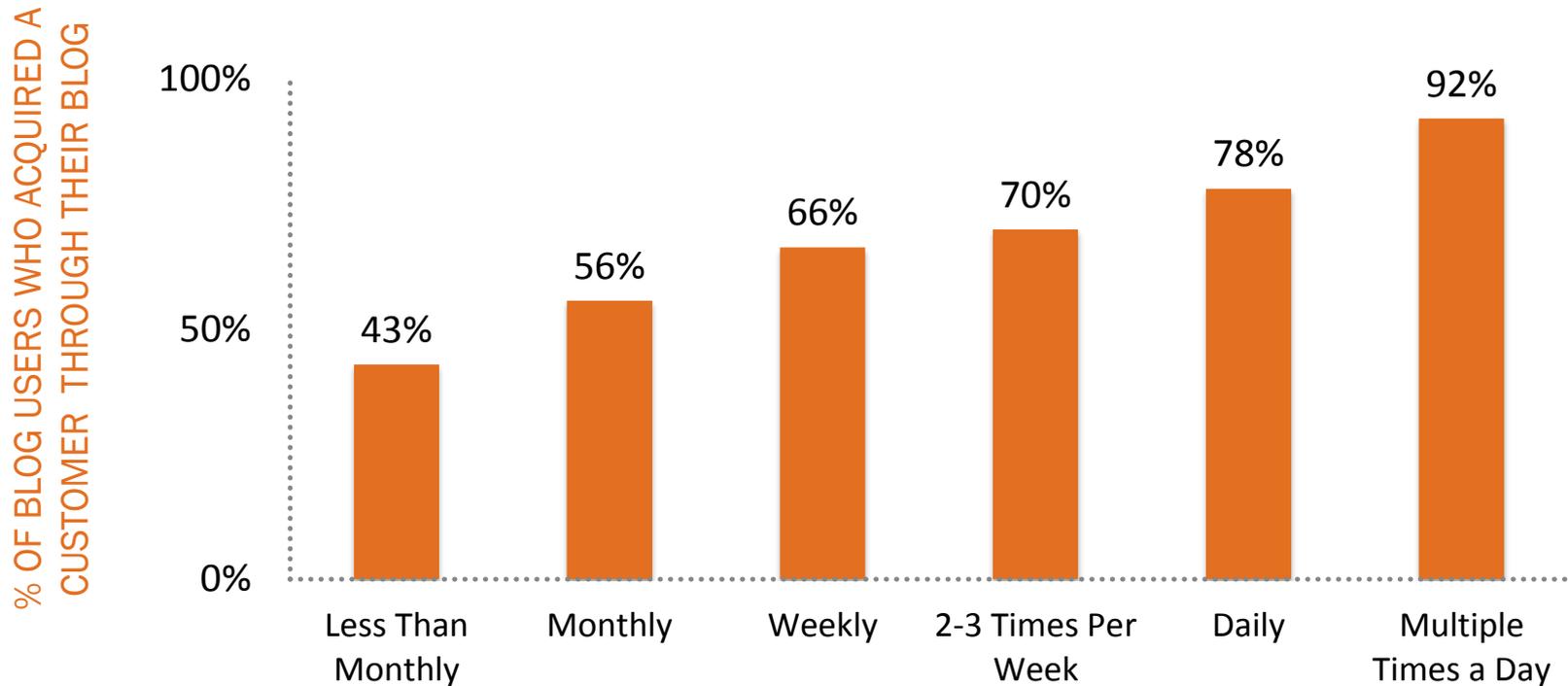
A black t-shirt with white text is centered within a large orange speech bubble. The text on the t-shirt reads "I'M TOTALLY BLOGGING THIS" in a bold, distressed, white font. The speech bubble has a thick orange border and a tail pointing downwards and to the left.

I'M TOTALLY
BLOGGING THIS

There are **152,000,000**
blogs on the Internet.

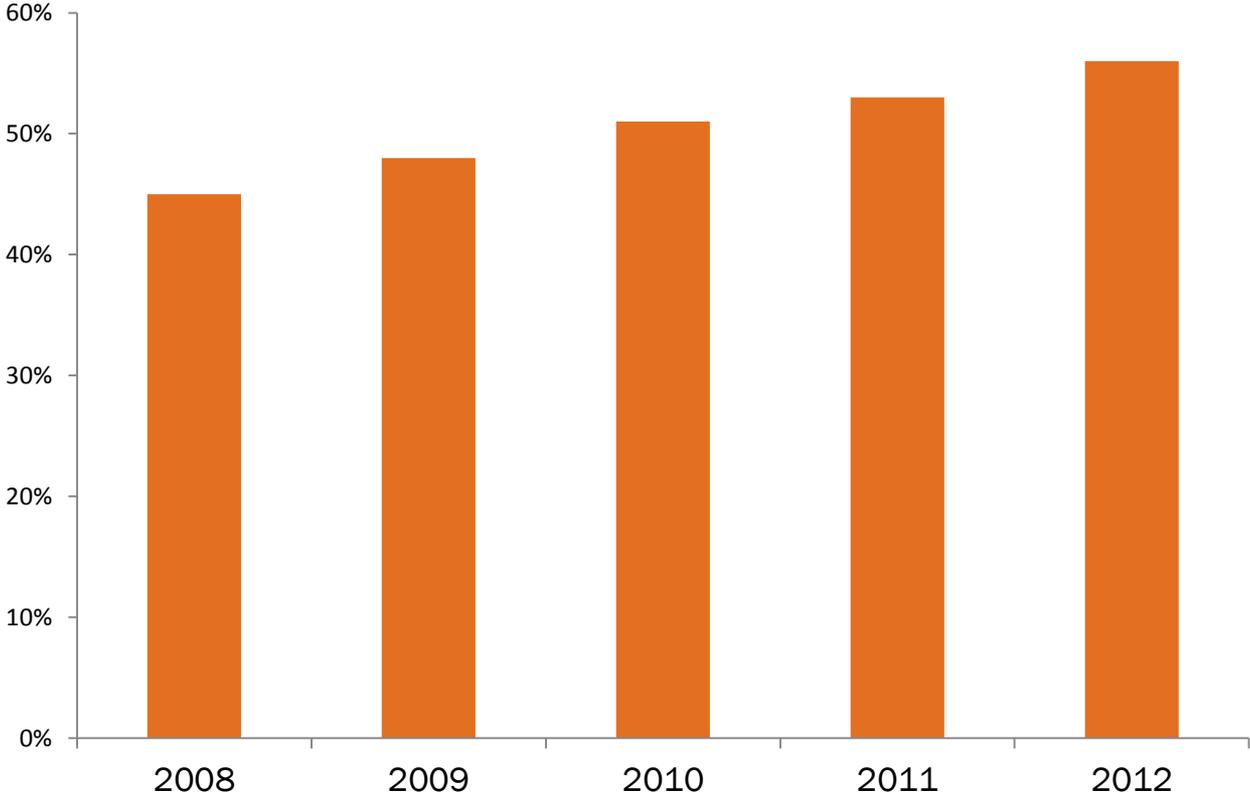
SOURCE: UM, OCTOBER 2010

Blog frequency impacts customer acquisition.



SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012

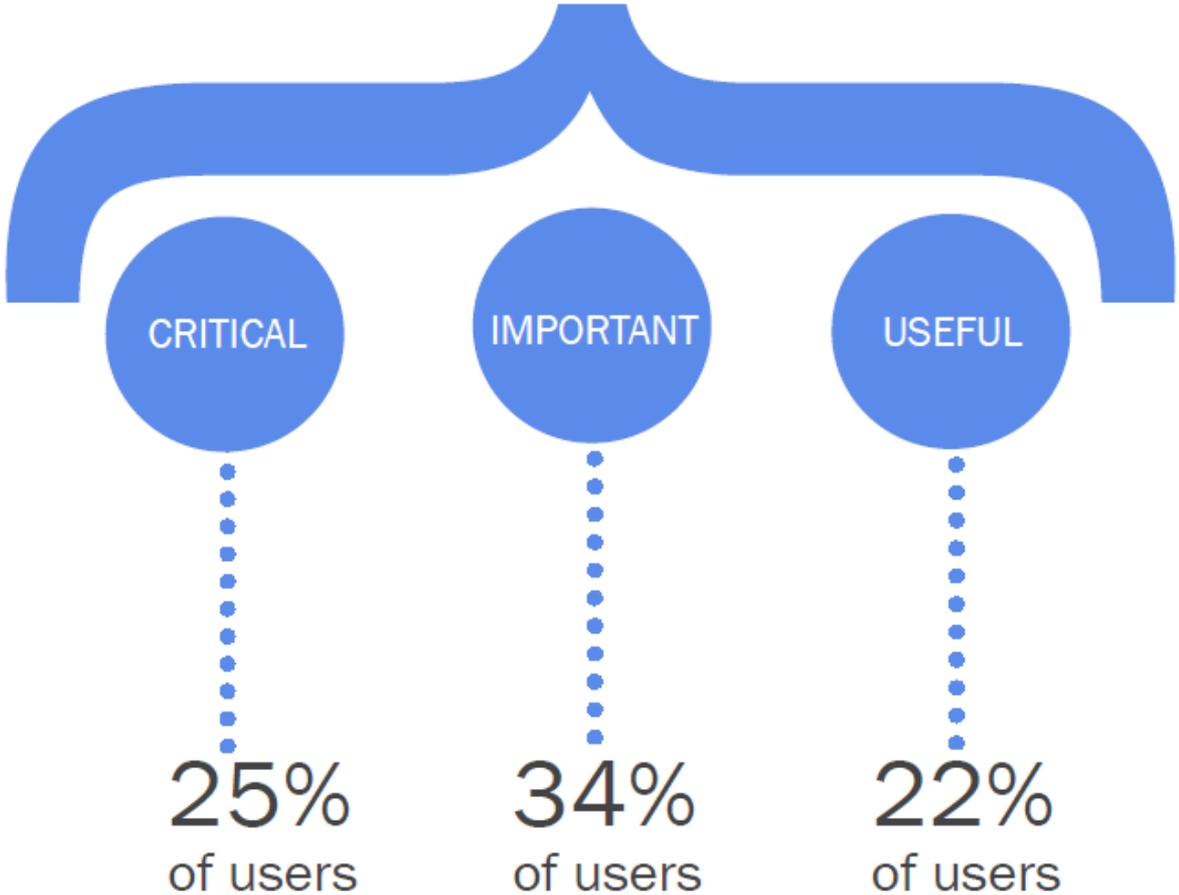
The global population of blog readers keeps growing.



% OF DAILY INTERNET USERS WHO READ BLOGS AT LEAST MONTHLY

SOURCE: EMARKETER, AUGUST 2010

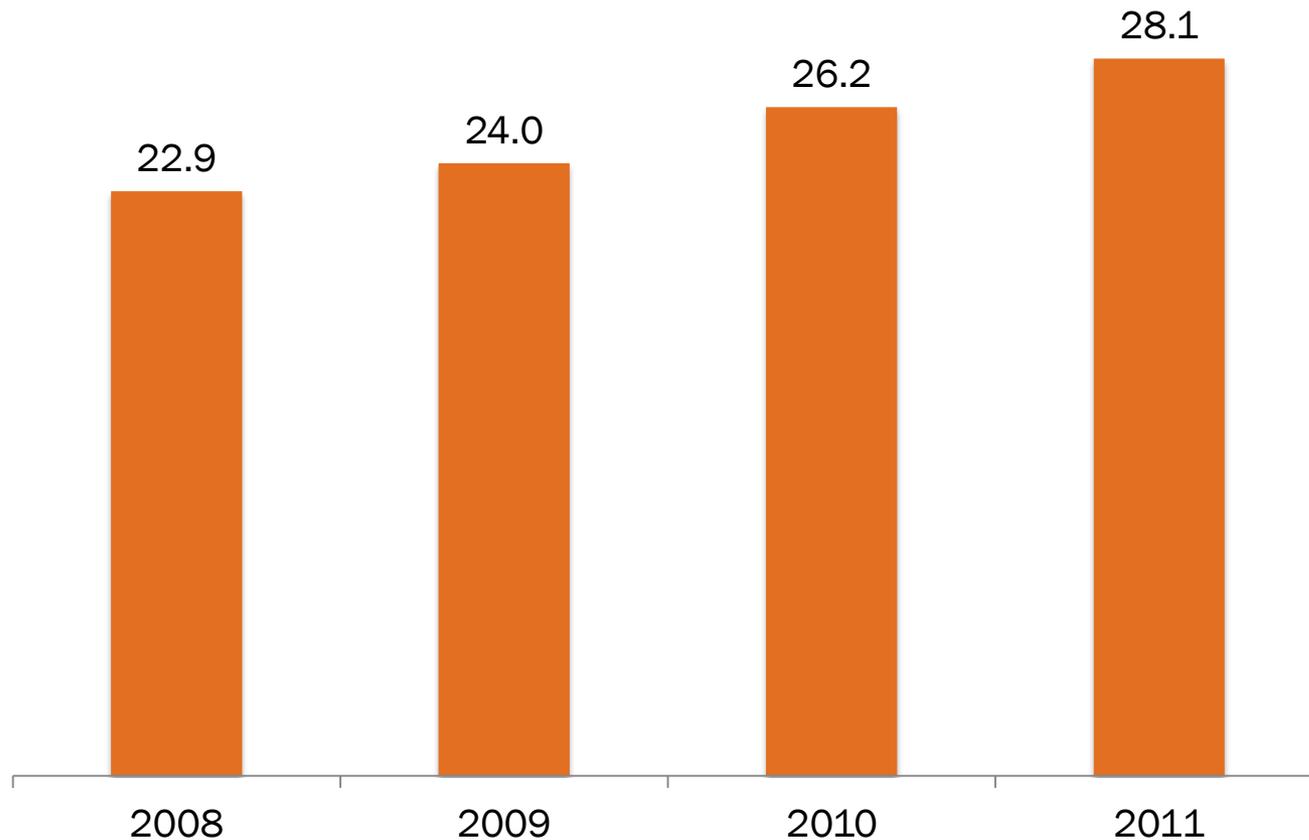
BLOGGING



81% of marketers rated their blog as USEFUL or BETTER.

SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012

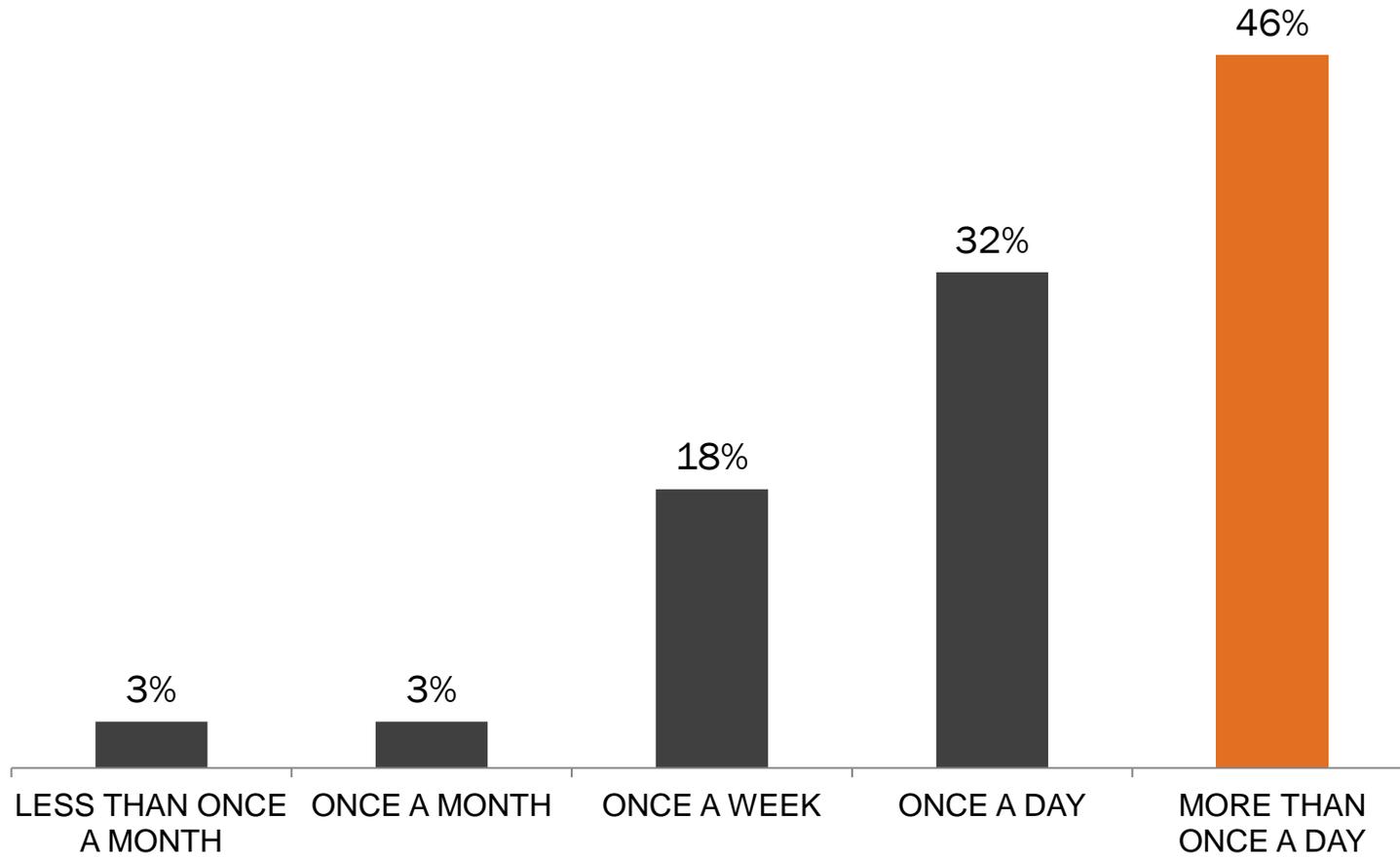
There are **31% more** bloggers today than there were three years ago.



INTERNET USERS WHO UPDATE A BLOG AT LEAST MONTHLY (MILLIONS)

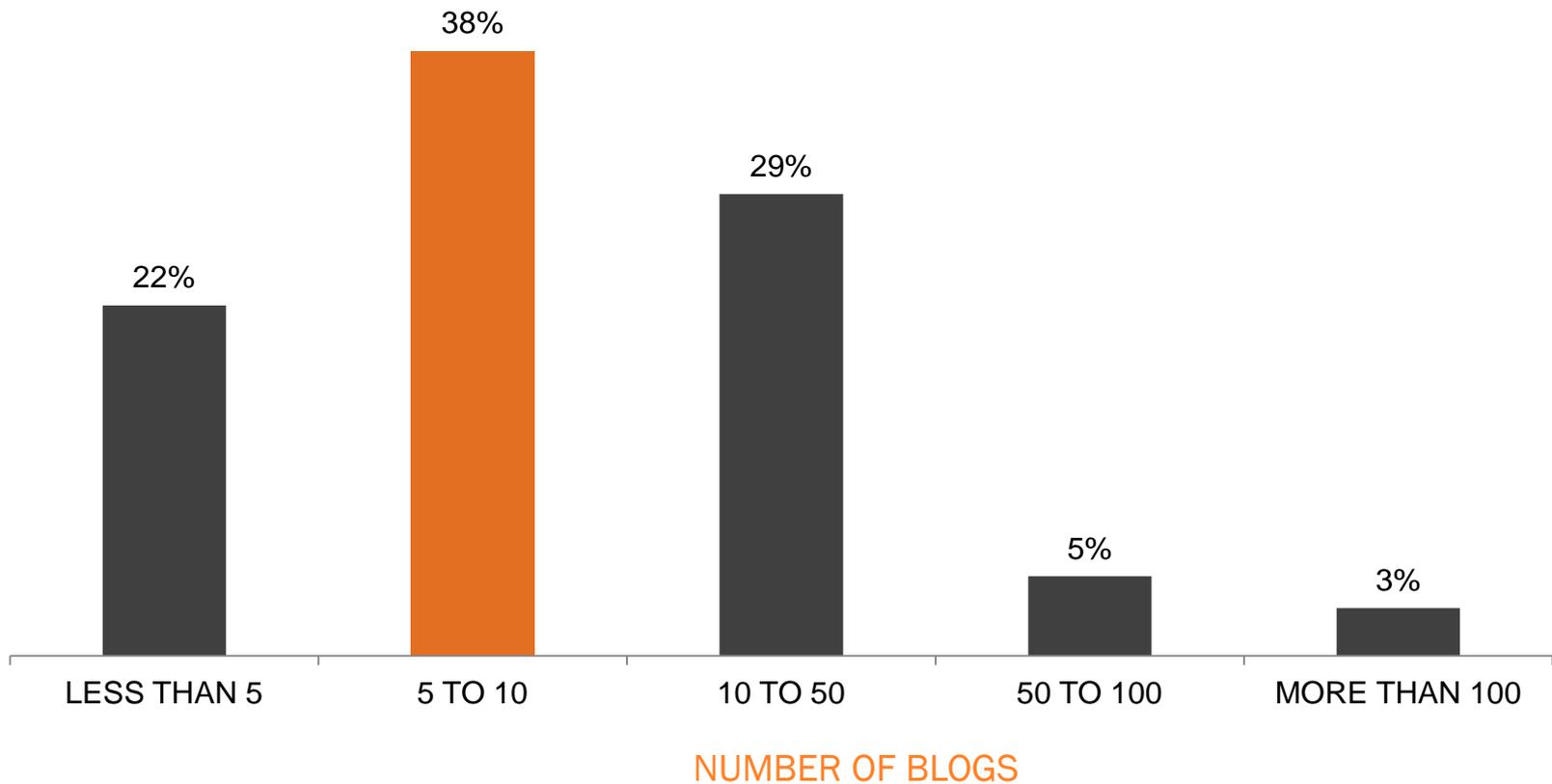
SOURCE: EMARKETER, AUGUST 2010

Most people read blogs more than once/day.



SOURCE: HUBSPOT, THE SCIENCE OF BLOGGING 2010

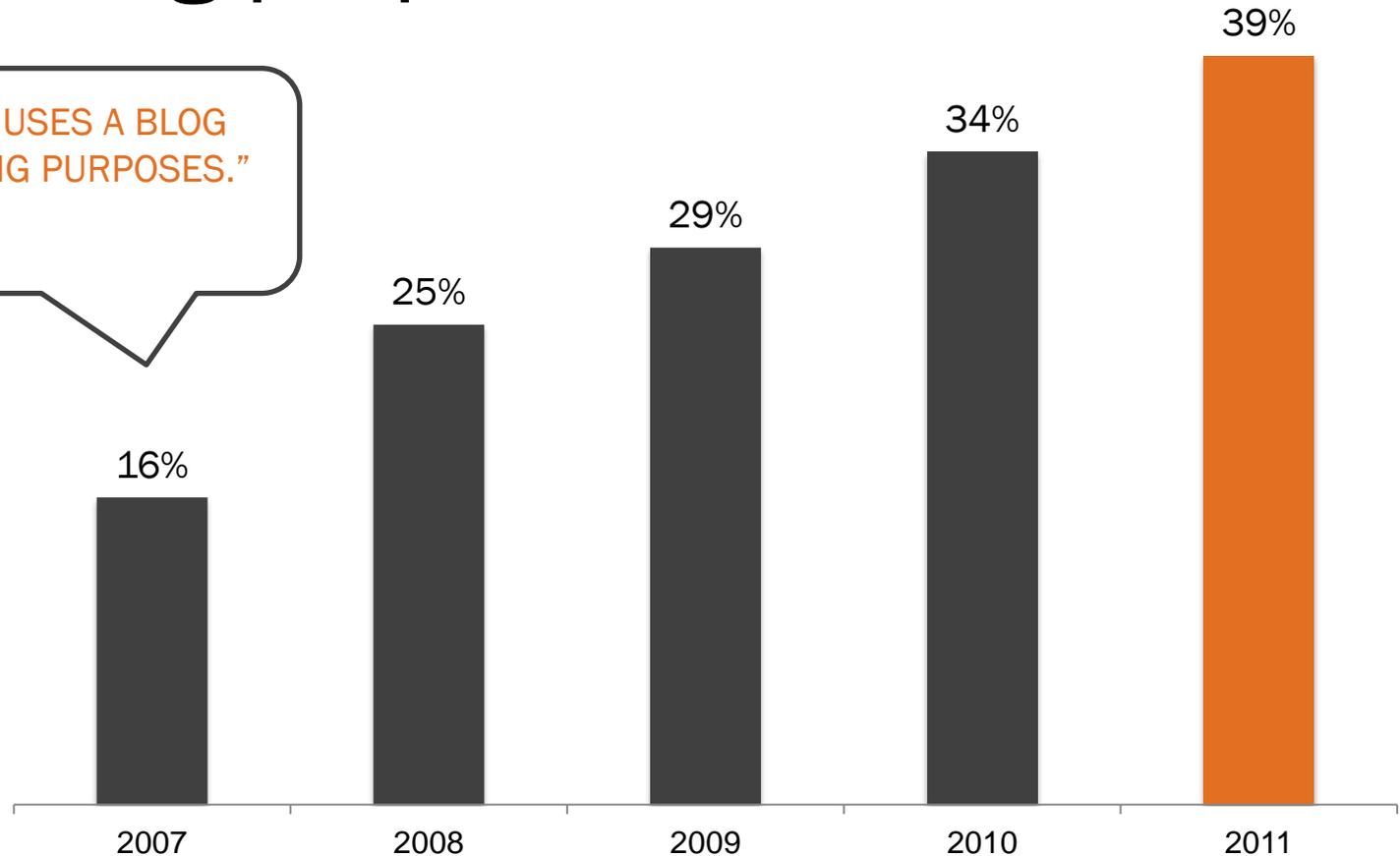
Most people read 5-10 blogs.



SOURCE: HUBSPOT, THE SCIENCE OF BLOGGING 2010

Nearly 40% of US companies use blogs for marketing purposes.

“MY COMPANY USES A BLOG
FOR MARKETING PURPOSES.”

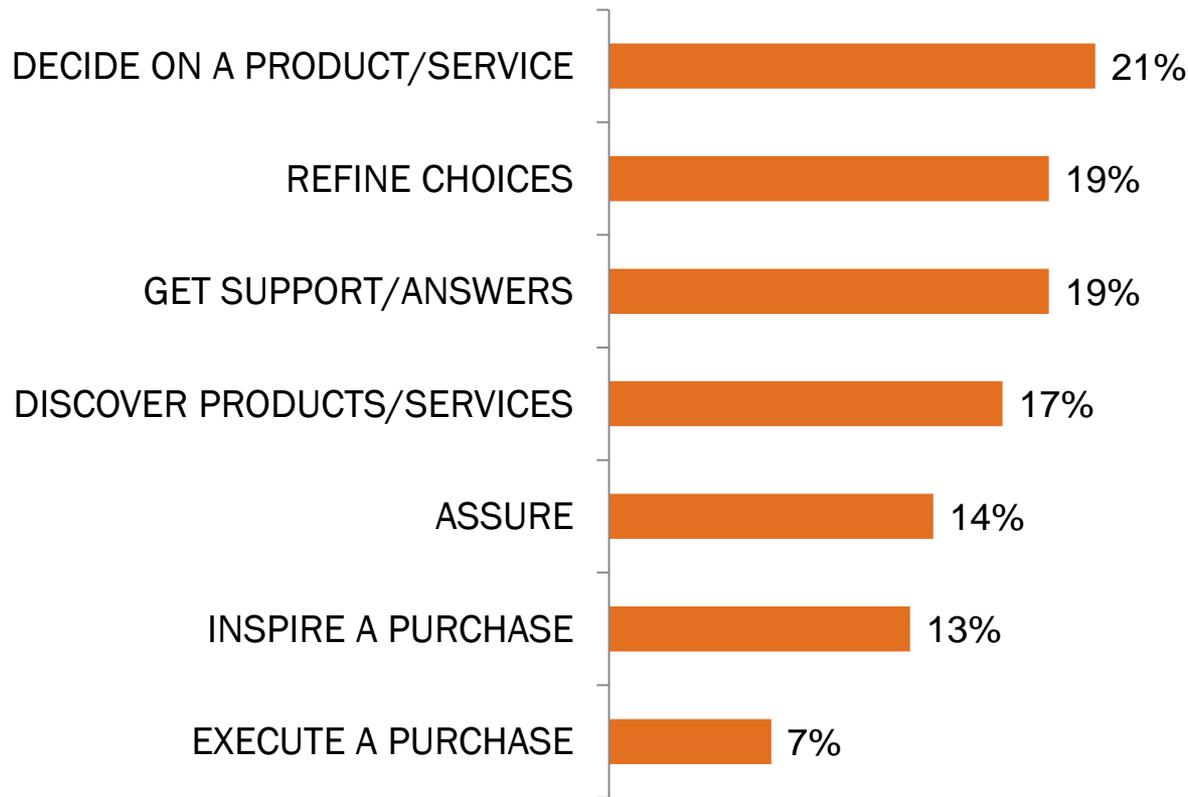


SOURCE: EMARKETER, AUGUST 2010

FACT

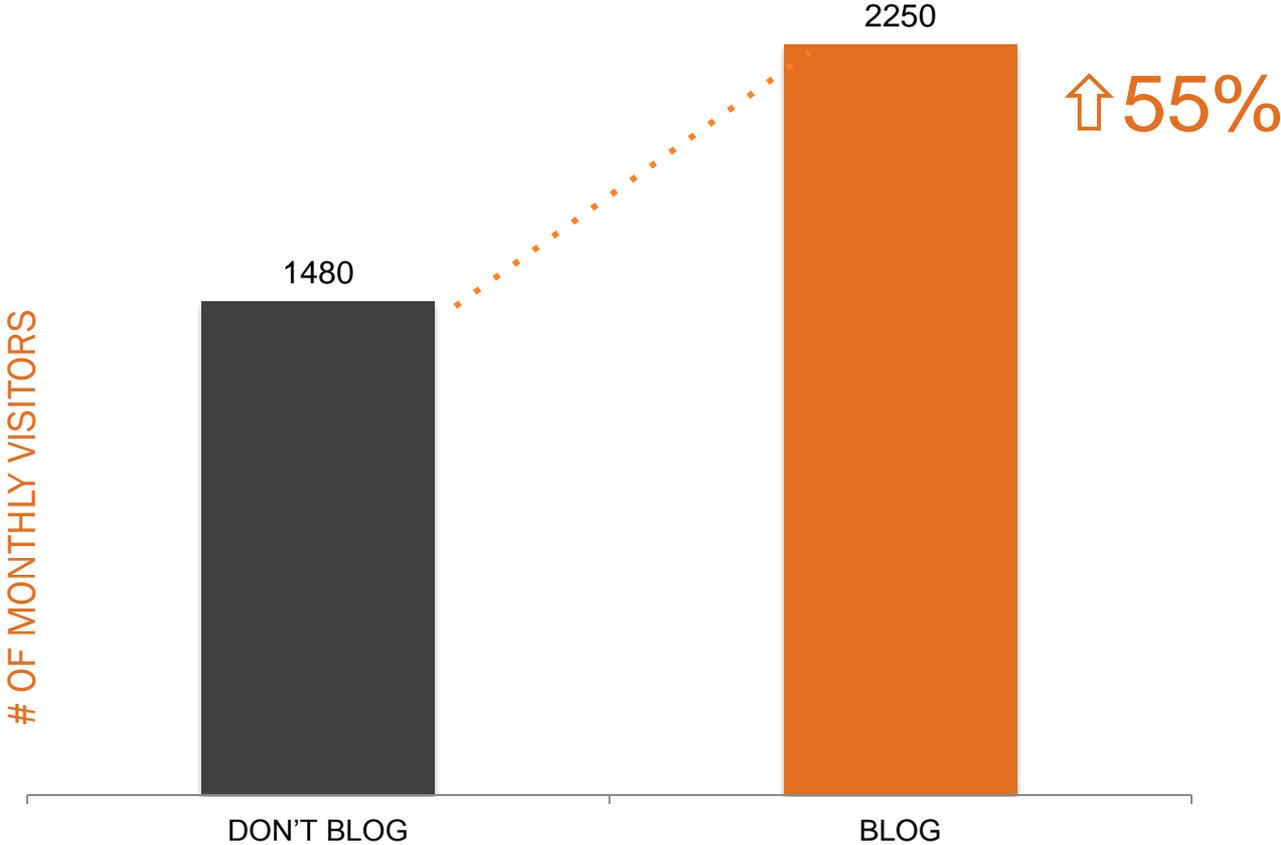
**Bloggging can really
move the needle.**

Blog articles influence purchases.



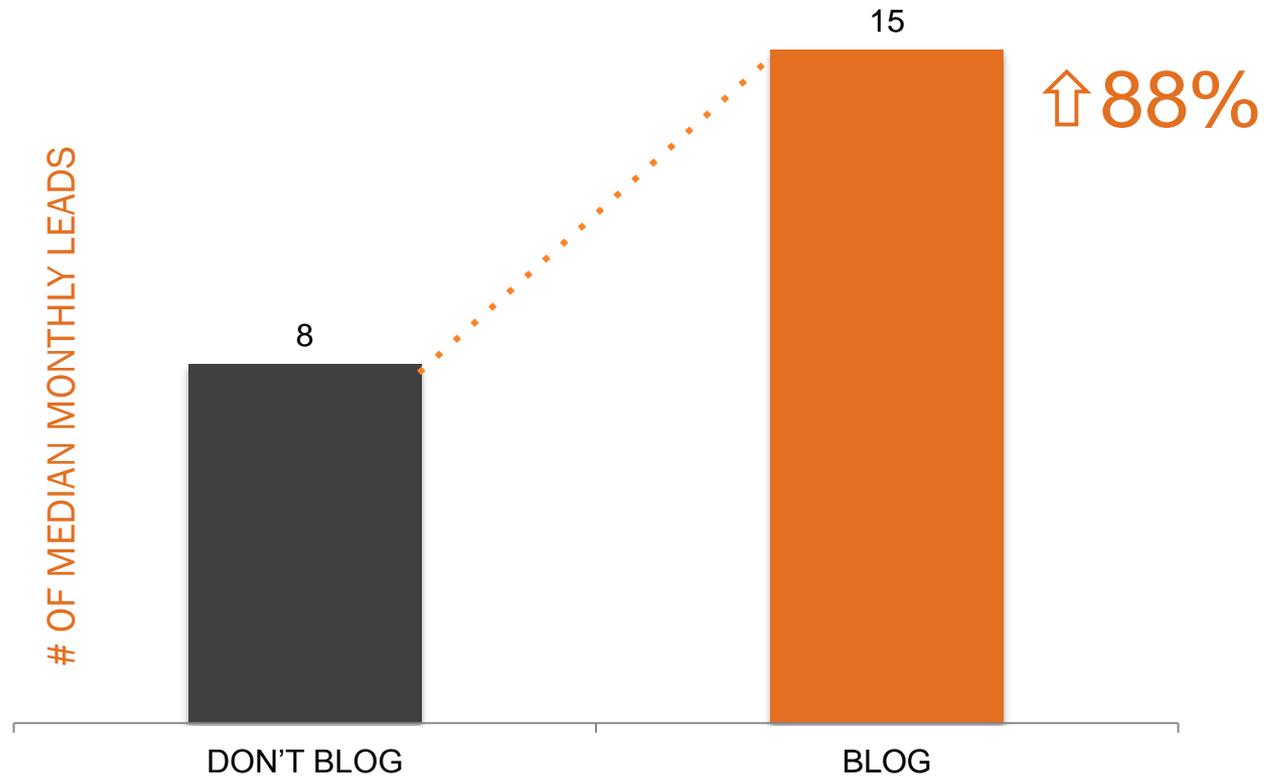
“BLOG ARTICLES
PLAY A ROLE IN
THIS ASPECT OF
THE PURCHASE
PROCESS.”

Companies that blog have
55% more
website visitors.



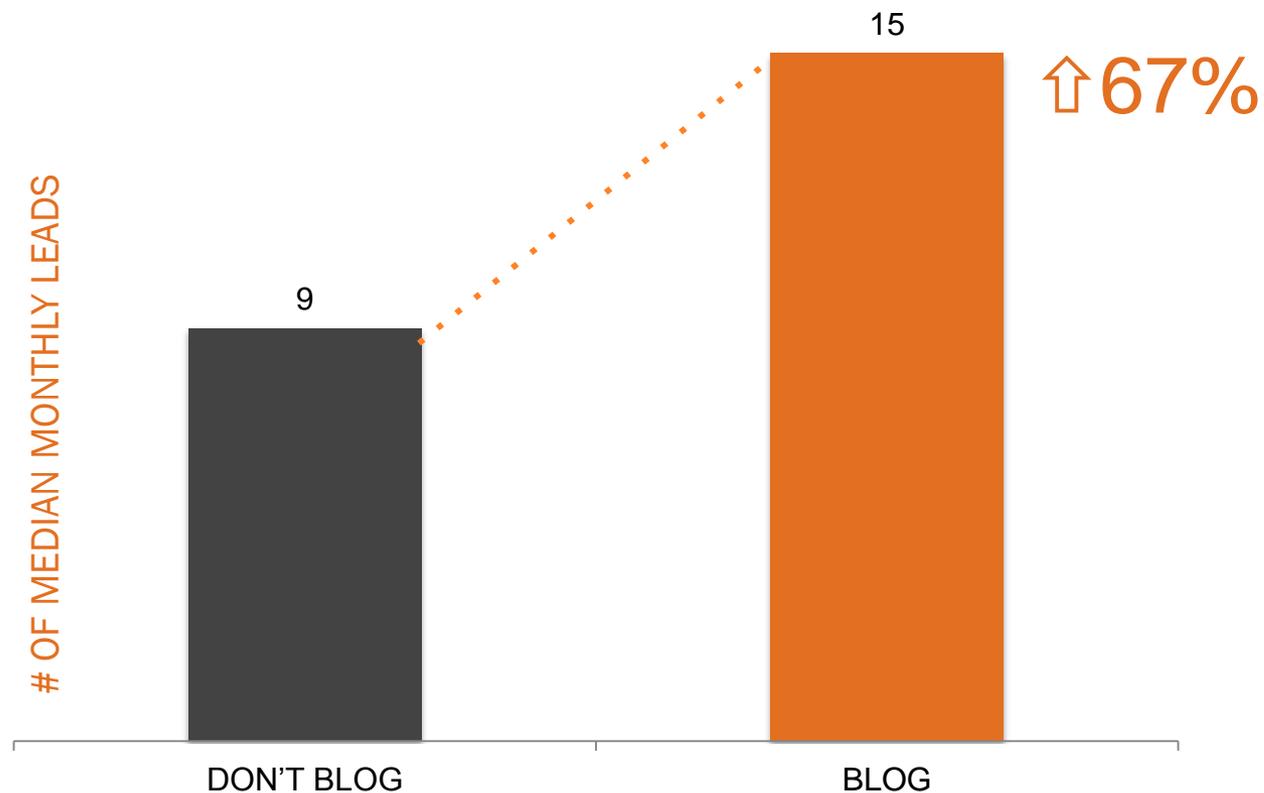
SOURCE: HUBSPOT, 2010

B2C companies that blog generate
88% more leads
per month than those who do not.



SOURCE: HUBSPOT, STATE OF INBOUND MARKETING LEAD GENERATION REPORT, 2010

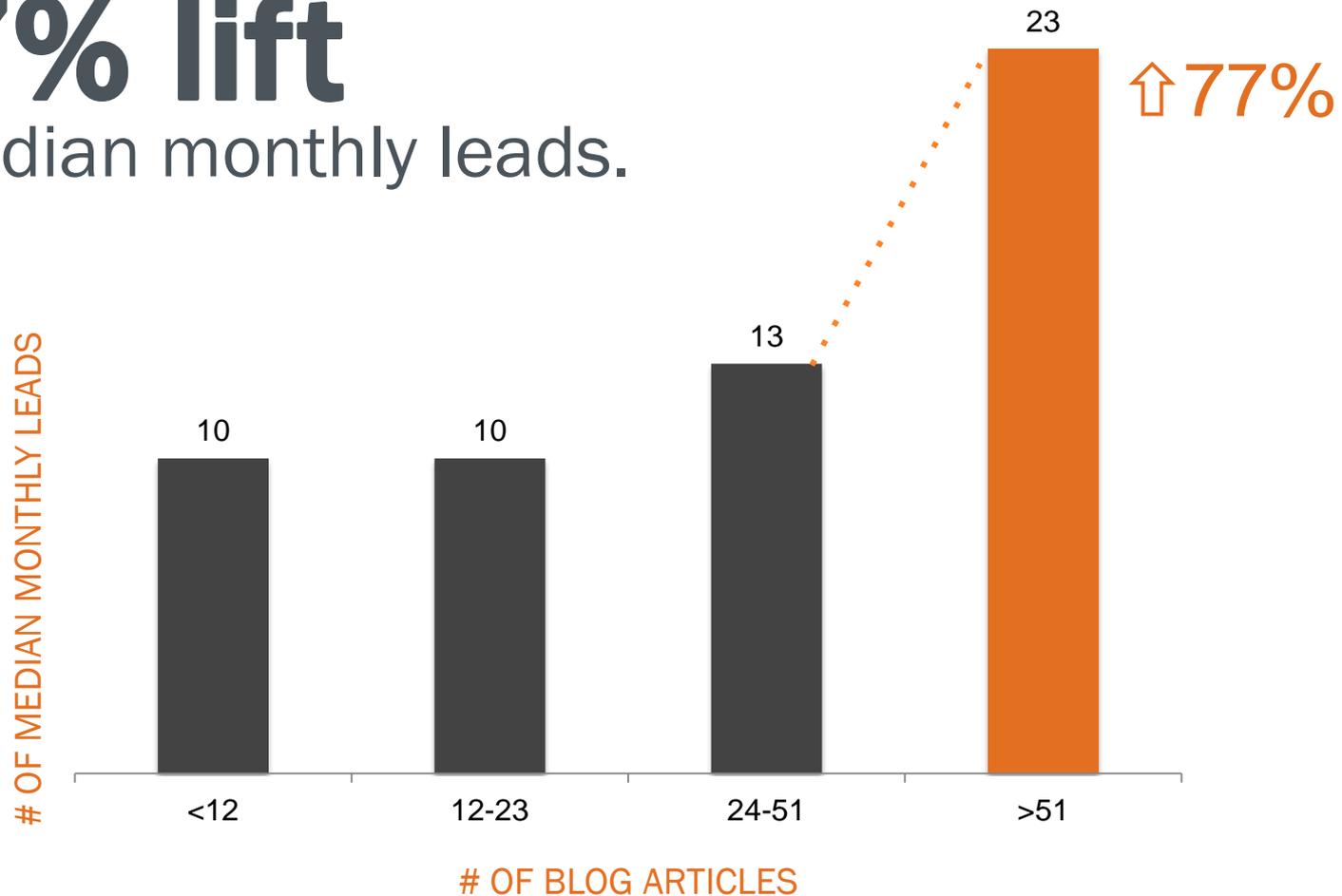
B2B companies that blog generate
67% more leads
per month than those who do not.



SOURCE: HUBSPOT, STATE OF INBOUND MARKETING LEAD GENERATION REPORT, 2010

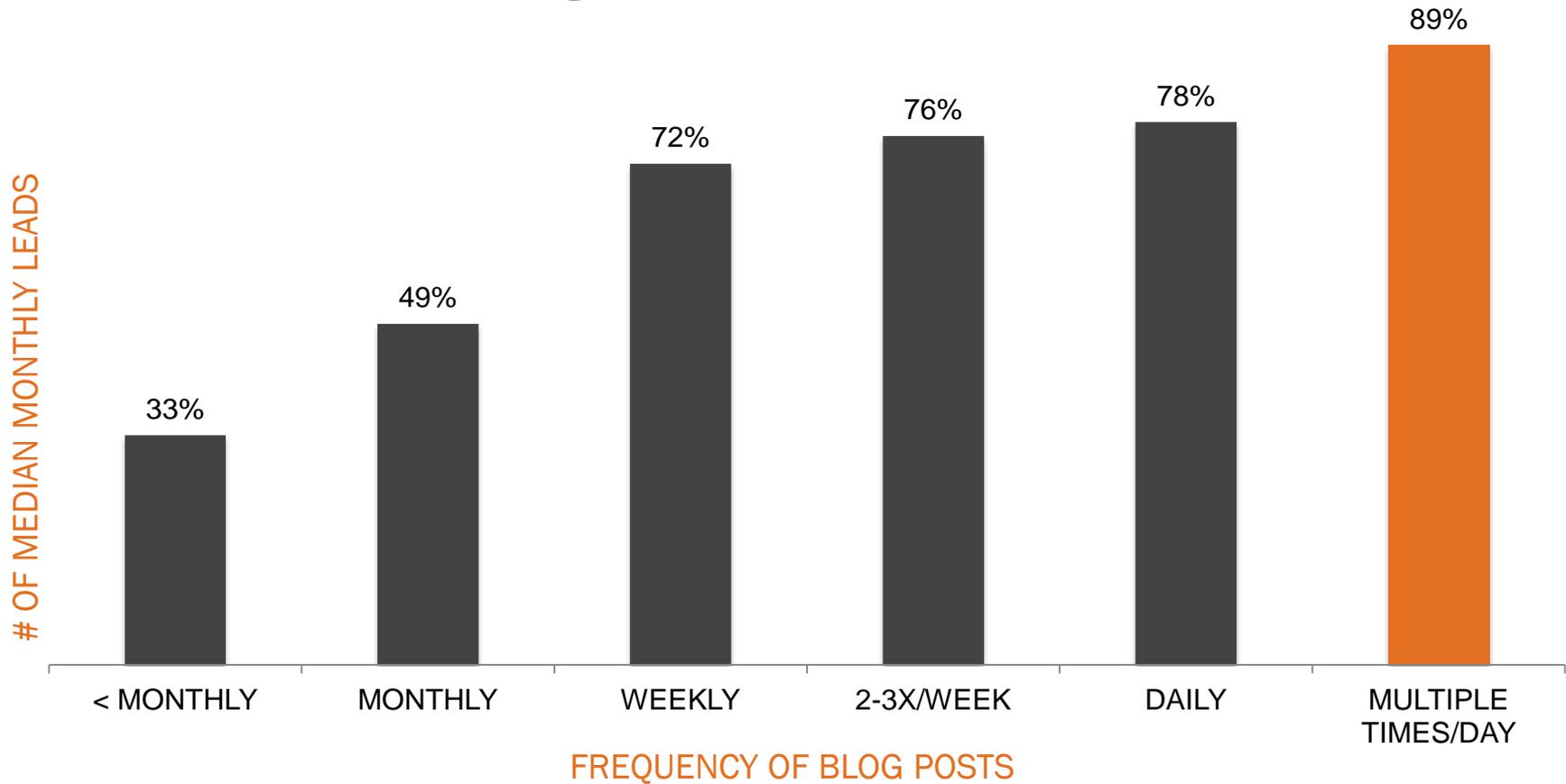
Companies with >51 blog articles experience a

77% lift
in median monthly leads.



SOURCE: HUBSPOT, STATE OF INBOUND MARKETING LEAD GENERATION REPORT, 2010

Blogging frequency has a **direct & significant** impact on lead-gen.

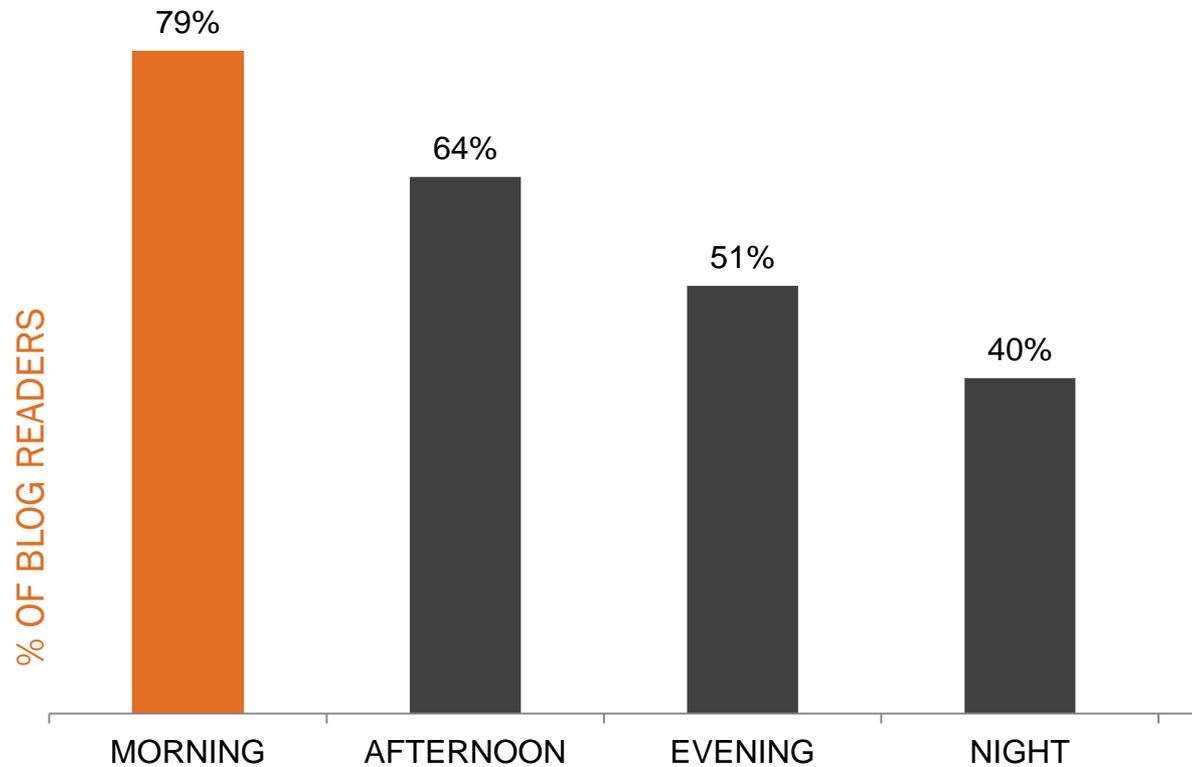


SOURCE: HUBSPOT, STATE OF INBOUND MARKETING LEAD GENERATION REPORT, 2010

FACT

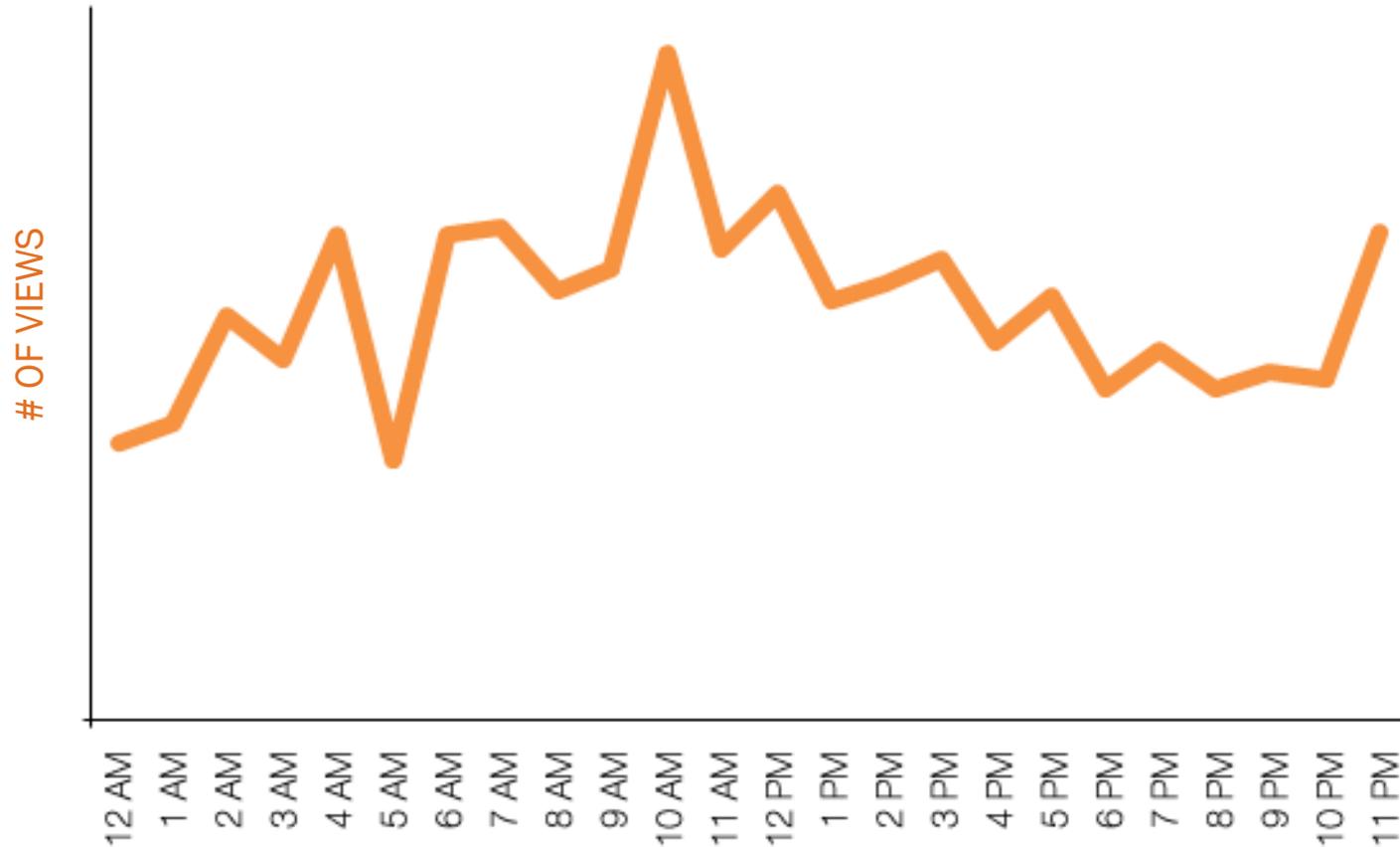
**Bloggers are
“morning people.”**

Morning is the most popular time to read blogs.



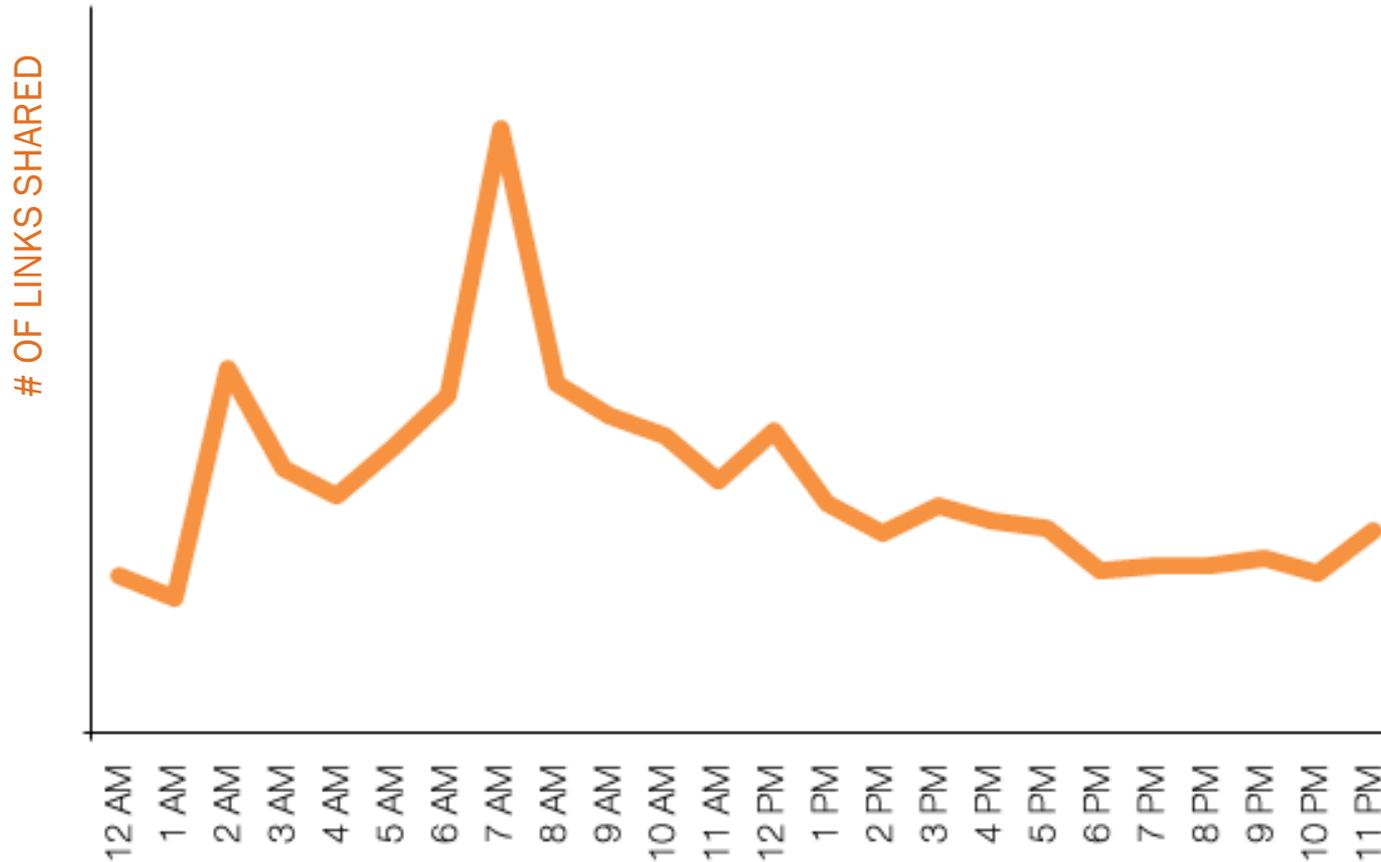
SOURCE: HUBSPOT, THE SCIENCE OF BLOGGING 2010

Blog reading peaks around 10AM.



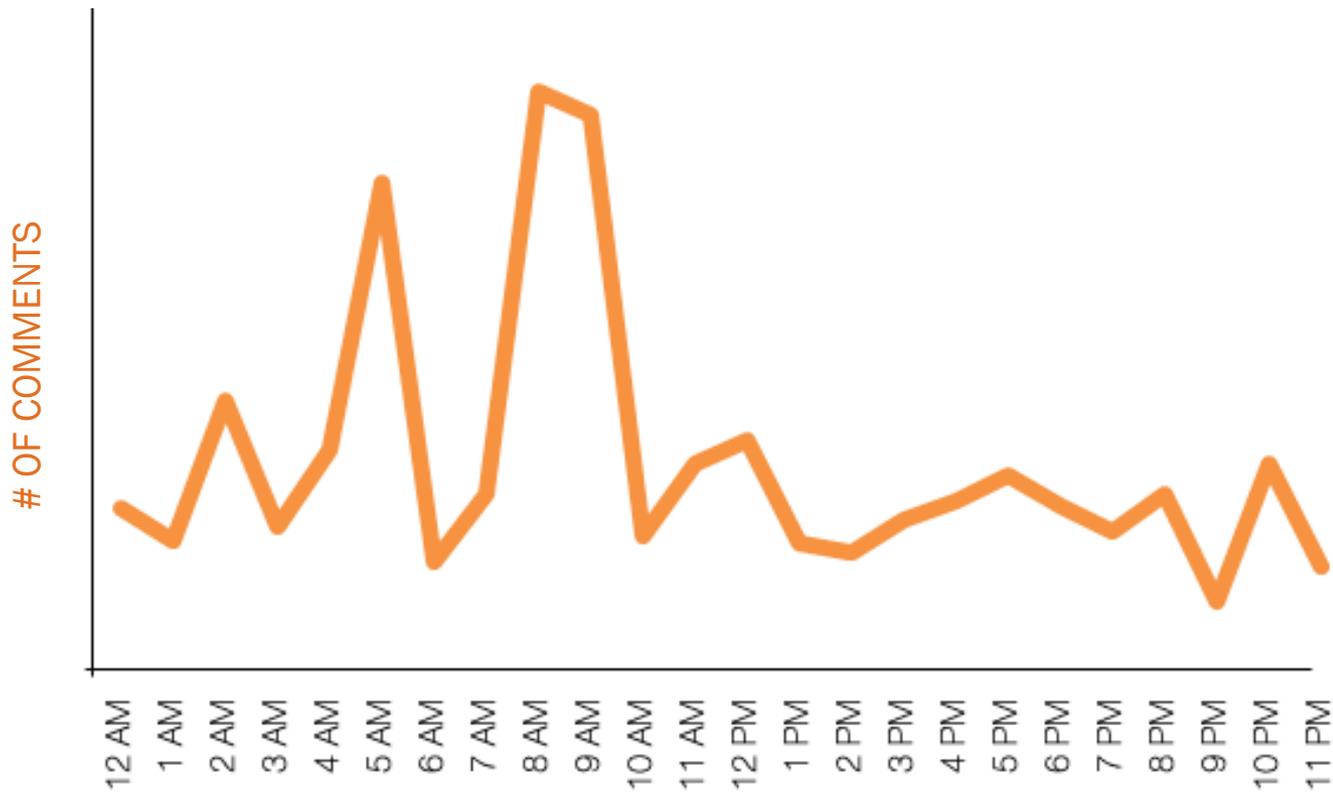
SOURCE: HUBSPOT, THE SCIENCE OF BLOGGING 2010

Link-sharing among blog readers peaks around 7am.



SOURCE: HUBSPOT, THE SCIENCE OF BLOGGING 2010

Commenting on blogs peaks around 8am.



SOURCE: HUBSPOT, THE SCIENCE OF BLOGGING 2010

THE BOTTOM LINE

Blog early and often.

6

FACEBOOK



People share, read
and generally engage more
with any type of content
when it's surfaced through
friends and people they
know and trust.”

MALORIE LUCICH, FACEBOOK SPOKESPERSON
FEBRUARY 2011

WHAT IF FACEBOOK USED
OUTBOUND MARKETING
AND DIRECT MAIL?

ACME
WIDGETS
INC.

Like

HubSpot

Mark Hines

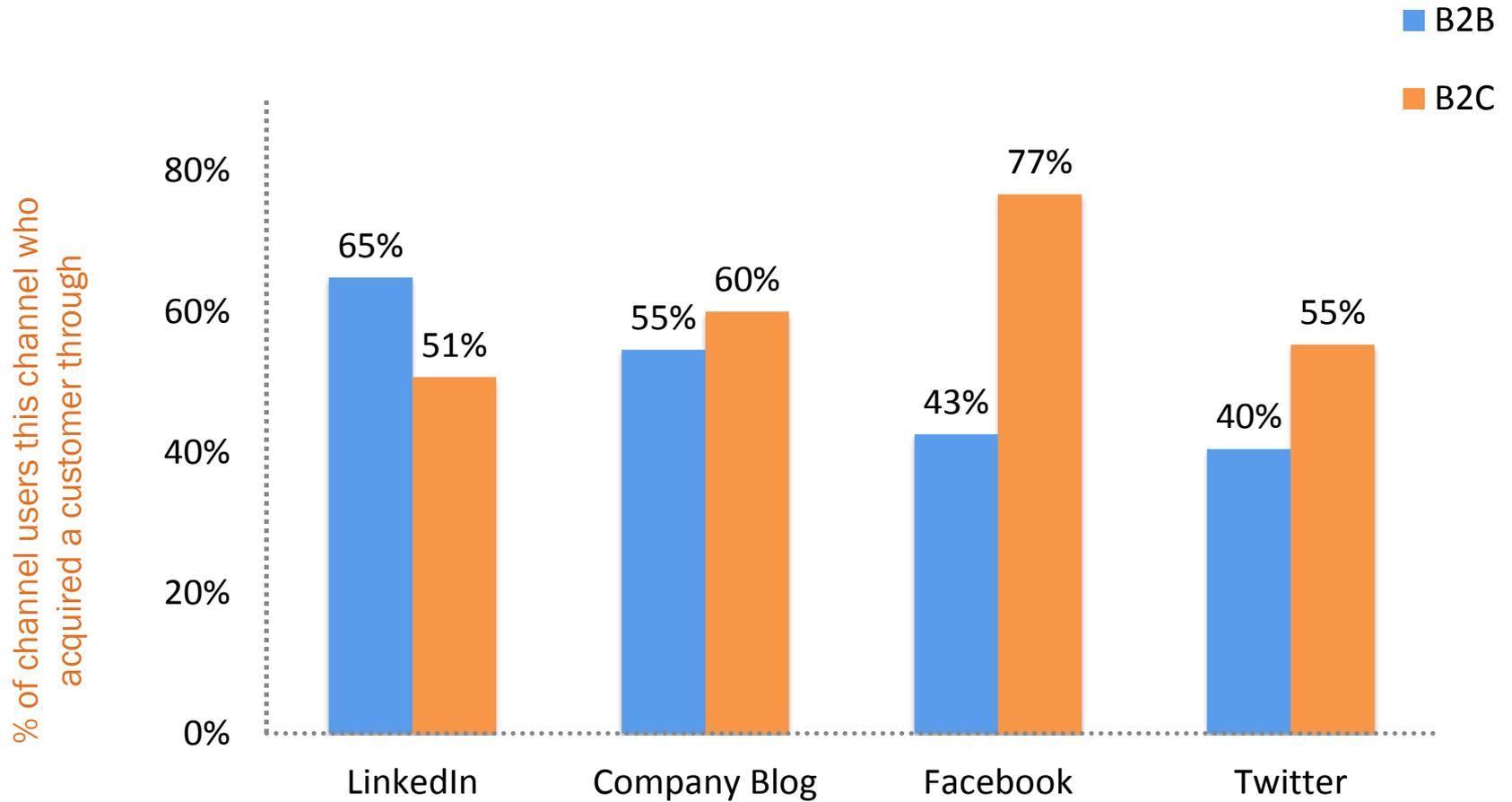
HillCartoons.com



FACT

**Facebook has
a massive & highly
engaged audience.**

Facebook is effective for B2C customer acquisition.



SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012

Brands get a
46%

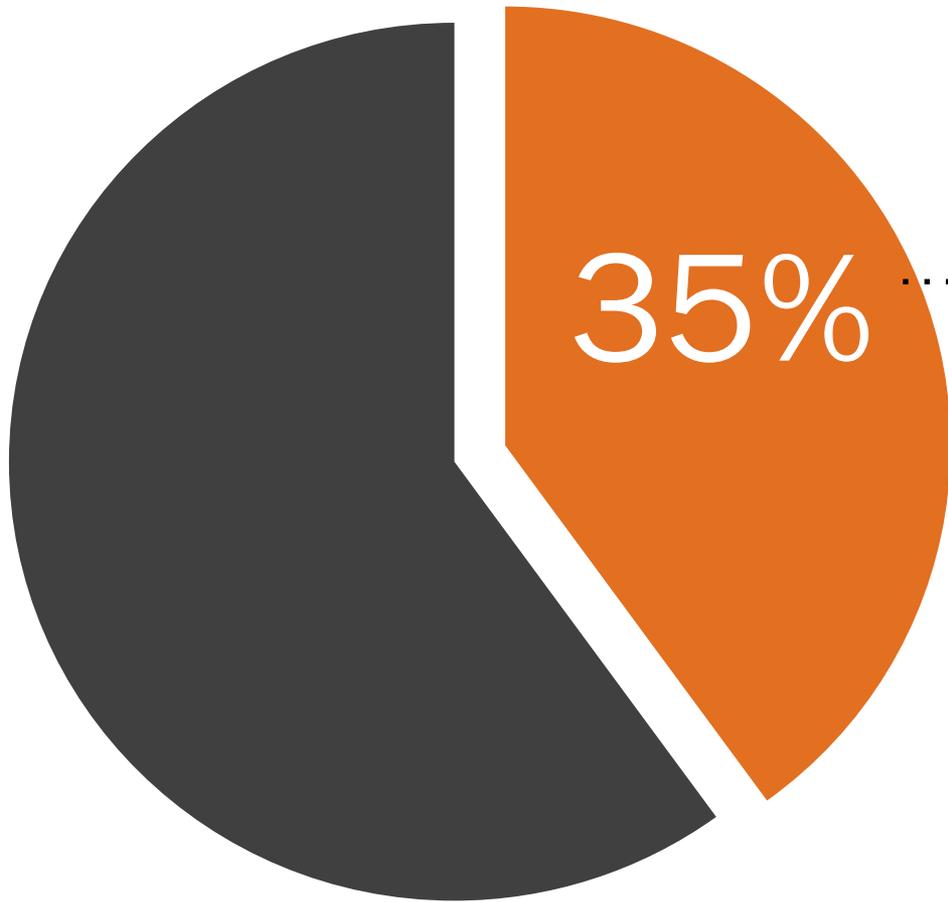
increase in user engagement
with FACEBOOK TIMELINE.



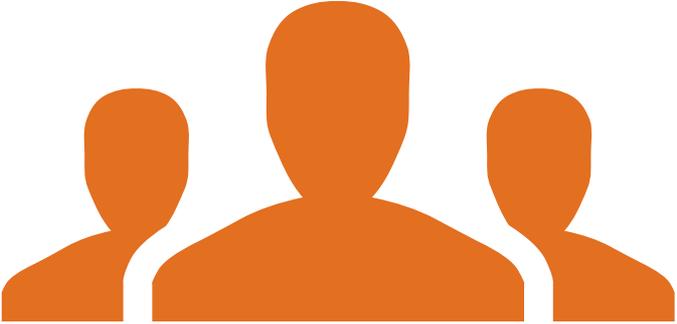
Brands get a **65%**
increase in interactive content



with FACEBOOK TIMELINE.



of consumer
comments on
company
Facebook
Pages are 
compliments.

70% 

of Facebook news consumers follow links posted by **FRIENDS** or **FAMILY**.

The median ratio of Facebook

VIEWS : SHARES



9

:

1



93% of US adult Internet users are on Facebook.



164 Million
US INTERNET USERS

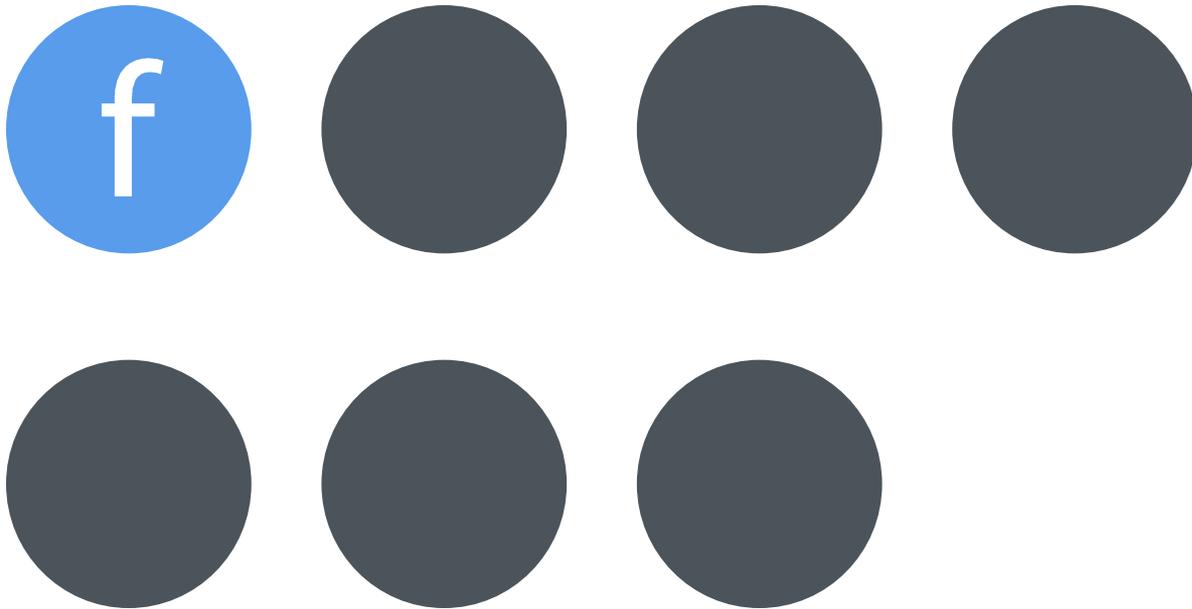
A large orange circle with a soft shadow below it, containing the text '164 Million US INTERNET USERS' in white.



152 Million
US FACEBOOK USERS

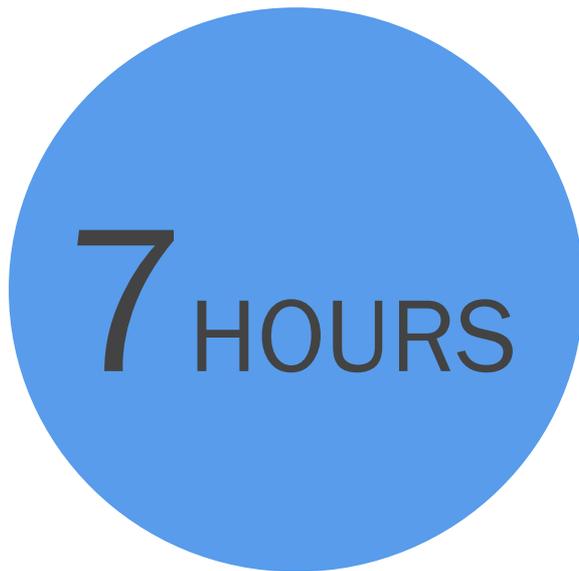
A smaller blue circle with a soft shadow below it, containing the text '152 Million US FACEBOOK USERS' in white.

1 out of every 7 minutes
online is spent on Facebook.

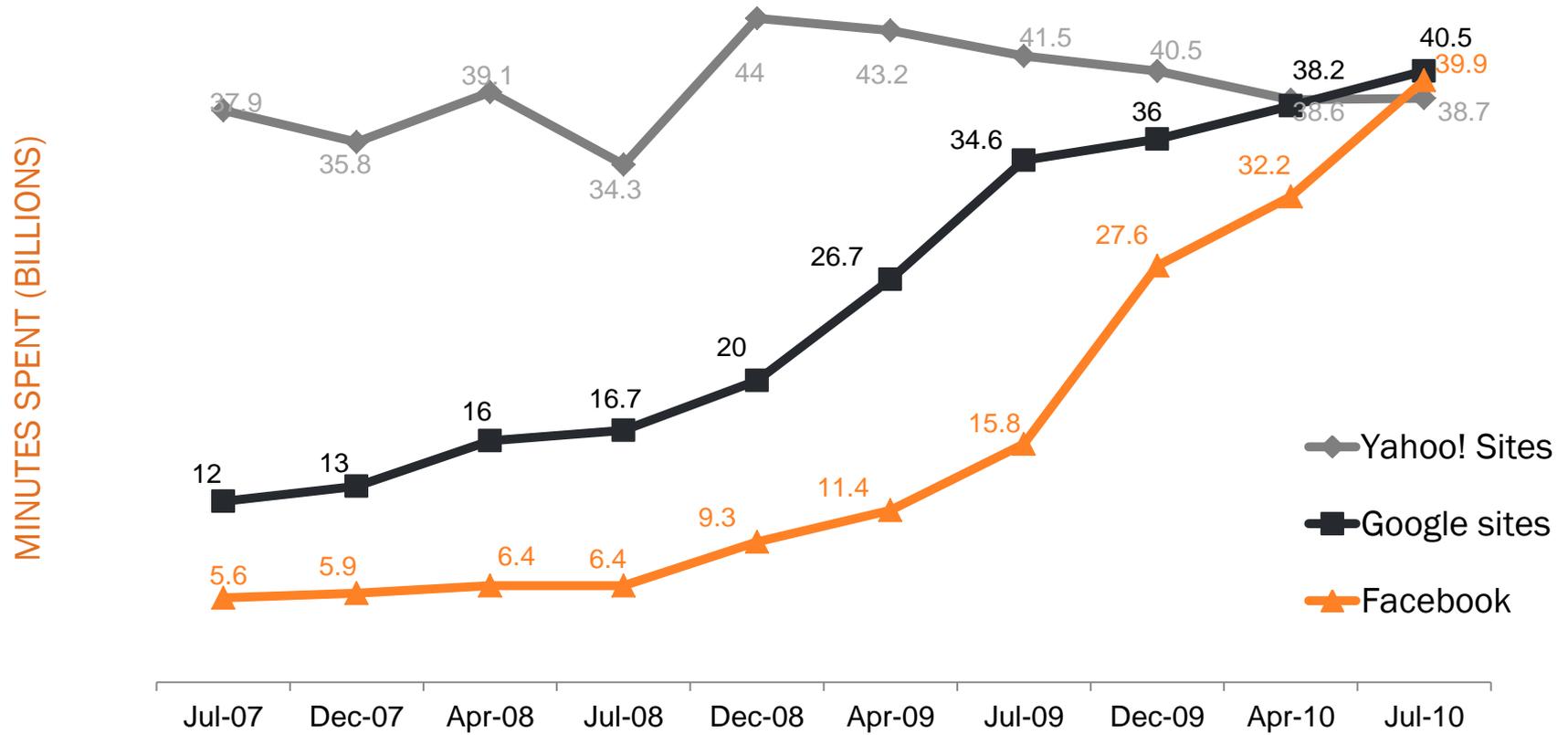


SOURCE: COMSCORE, DECEMBER 2011

The average Facebook user spends
~7 hours/month
on Facebook.

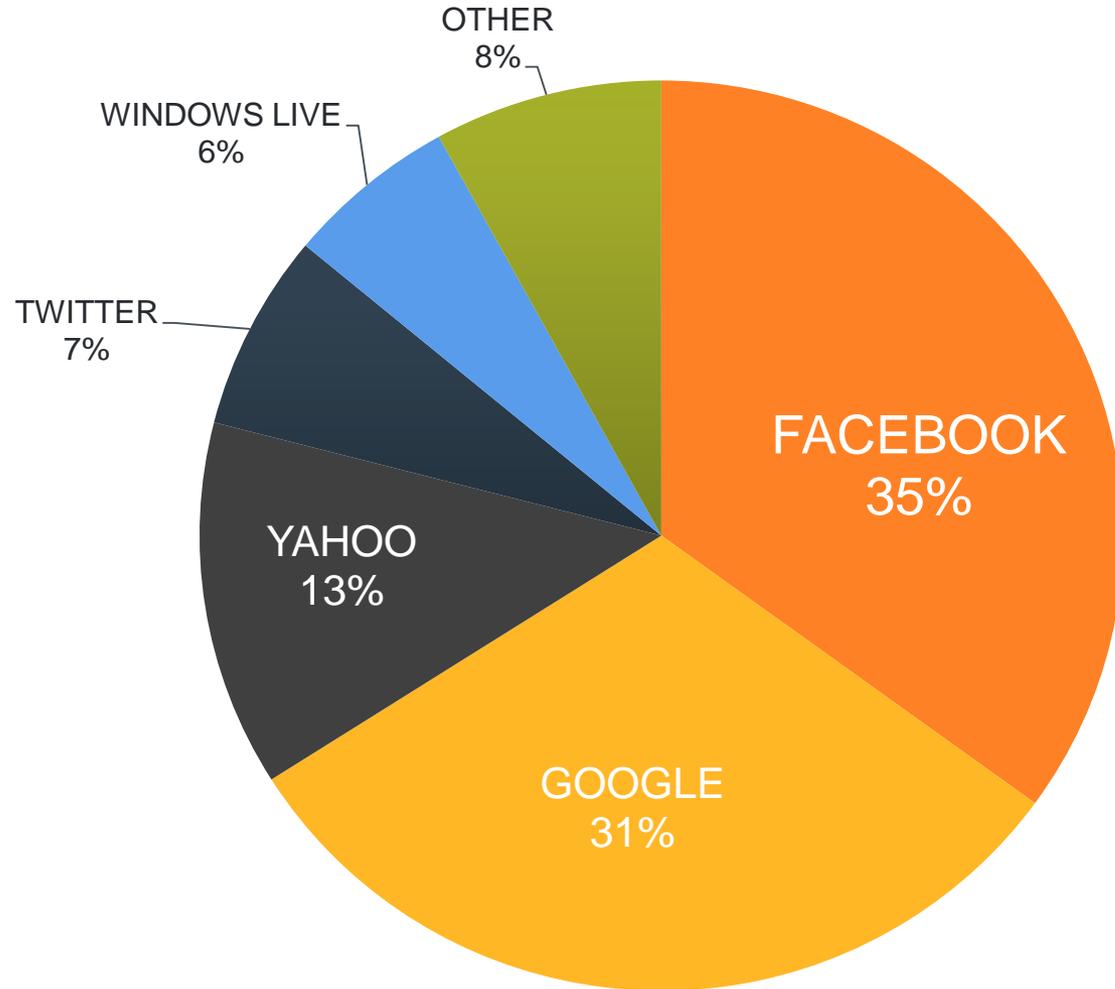


Facebook is overtaking Google *and* Yahoo in total time spent online.

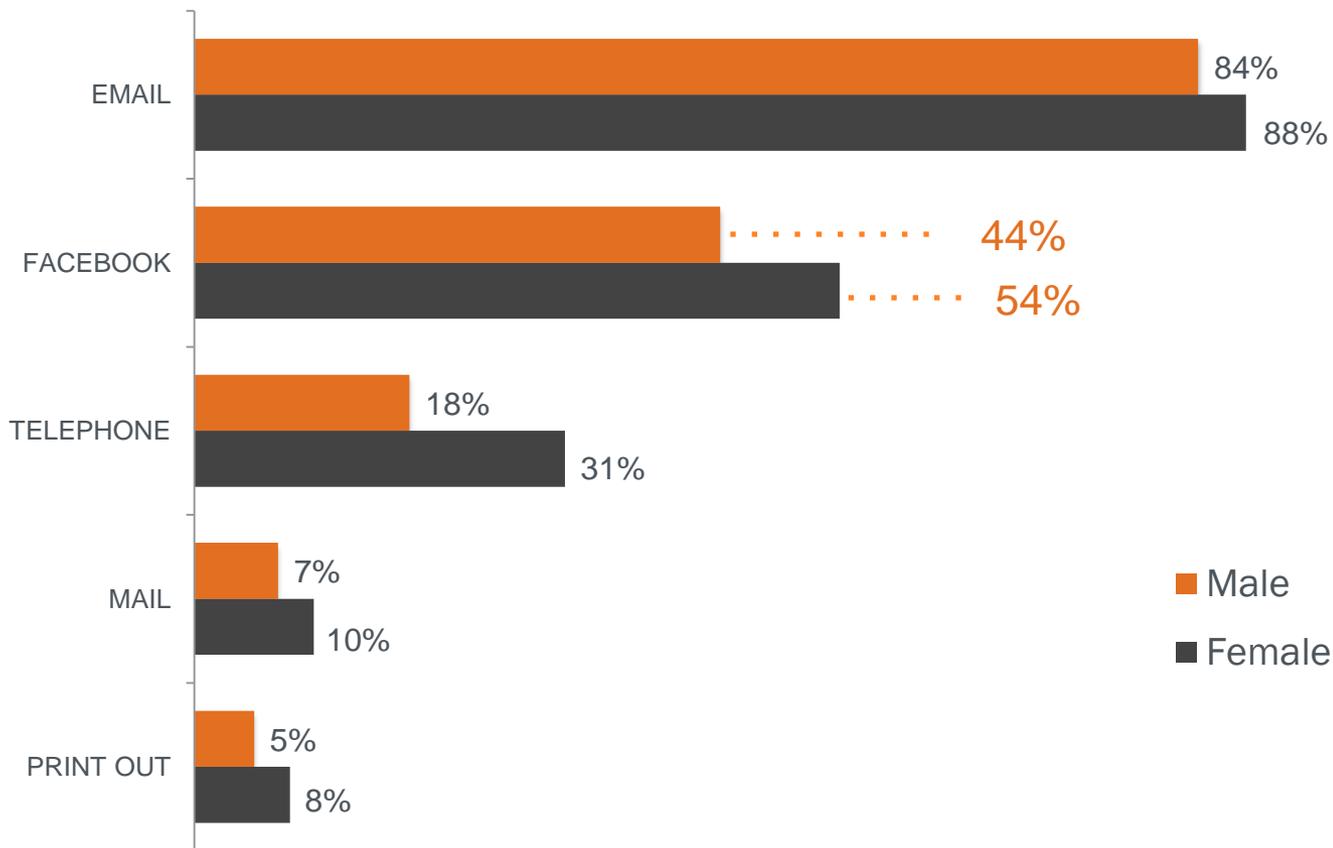


SOURCE: COMSCORE, AUGUST 2011

Facebook has become the top choice for social sign-in.

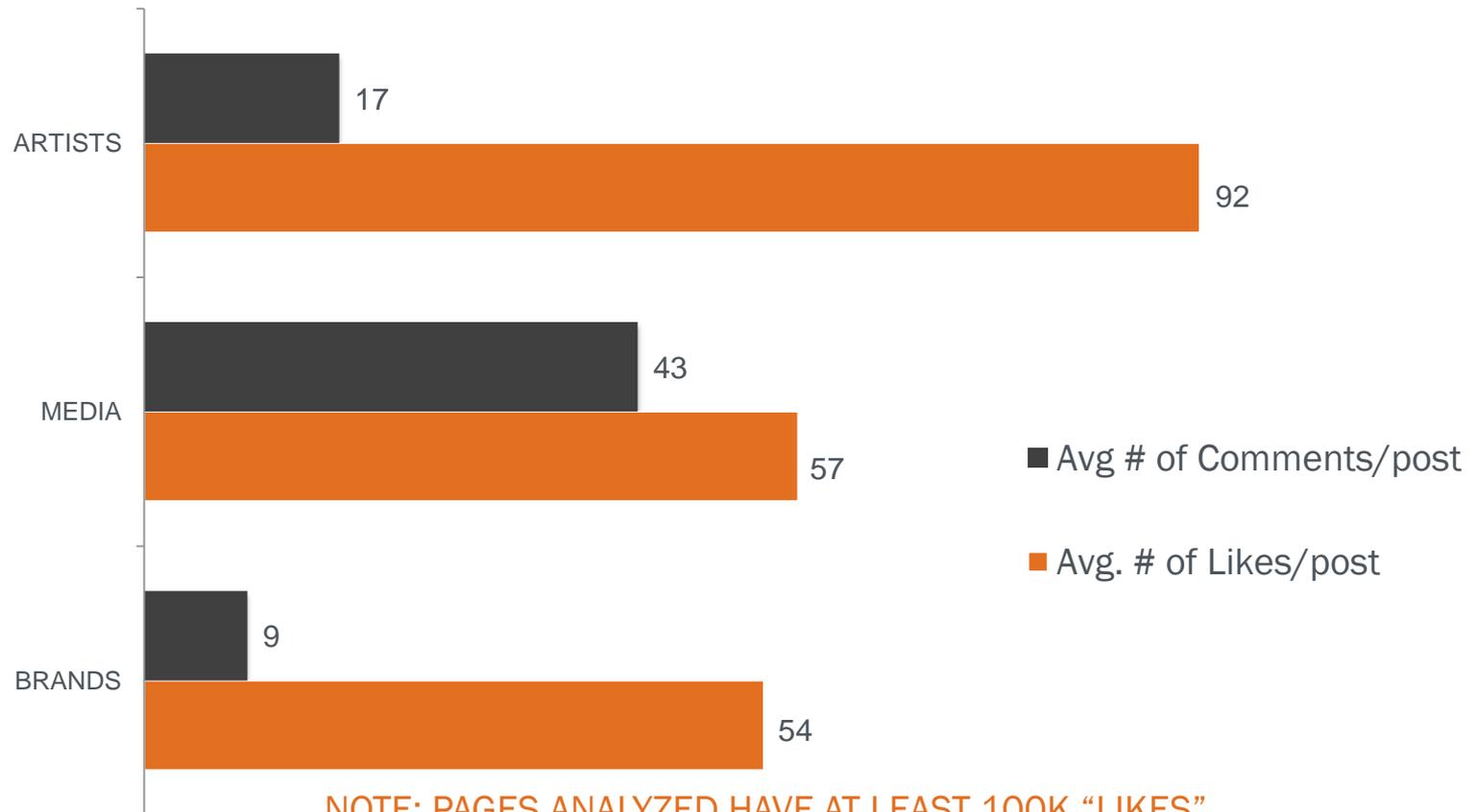


Facebook has become the preferred way of sharing content, second only to email (for now).



SOURCE: CHADWICK MARTIN BAILEY, SEPTEMBER 2010

We're not just engaging with our friends on Facebook. We're engaging with businesses of all kinds.



SOURCE: VISIBLI, APRIL 2011



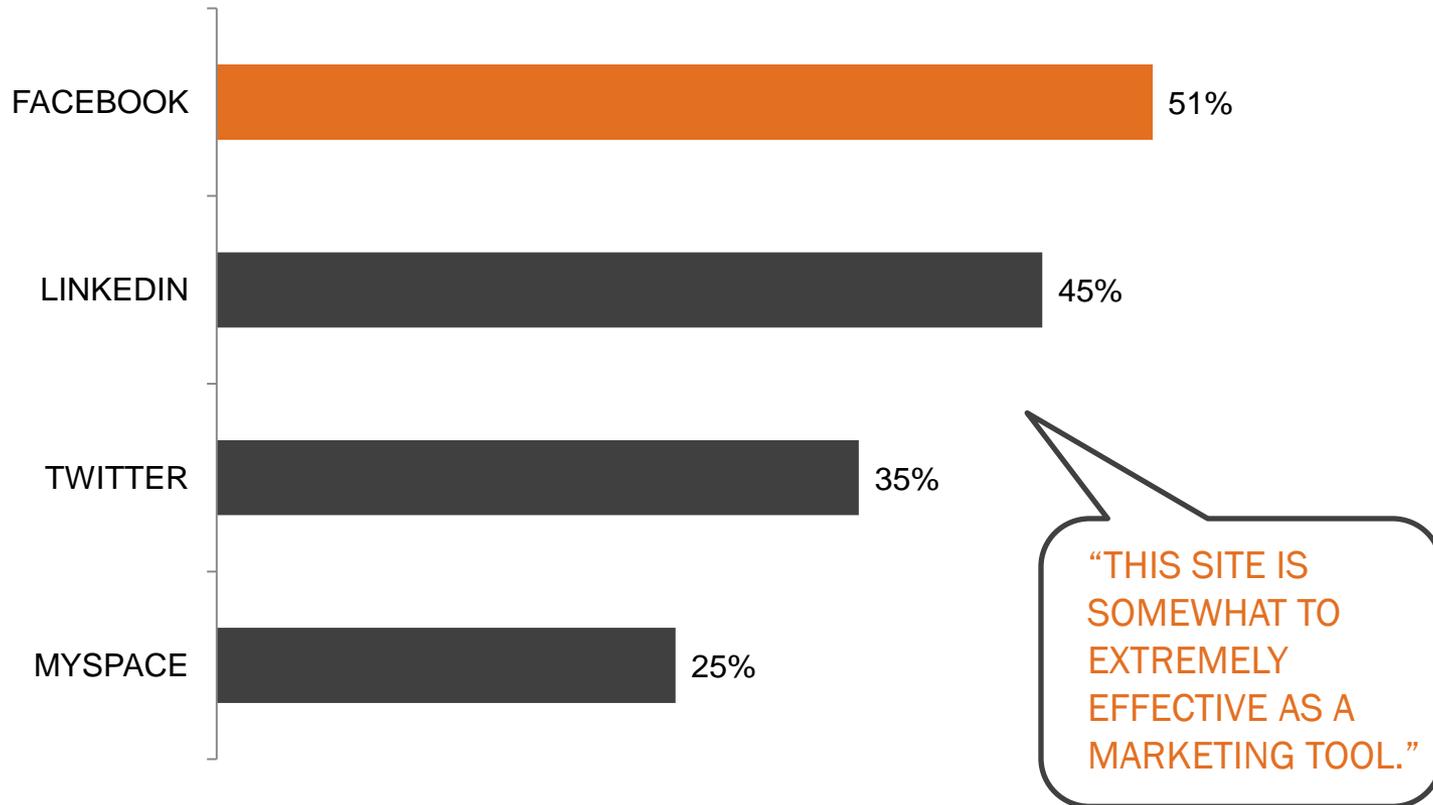
Many internet activities that once took place on separate, isolated venues are now funneled through Facebook. These include email, instant messaging, blogging, gaming, video-sharing and online shopping.”

FACEBOOK USERS: THE JUGGERNAUT ROLLS ON
PAUL VERNA | MARCH 21, 2011 | EMARKETER

FACT

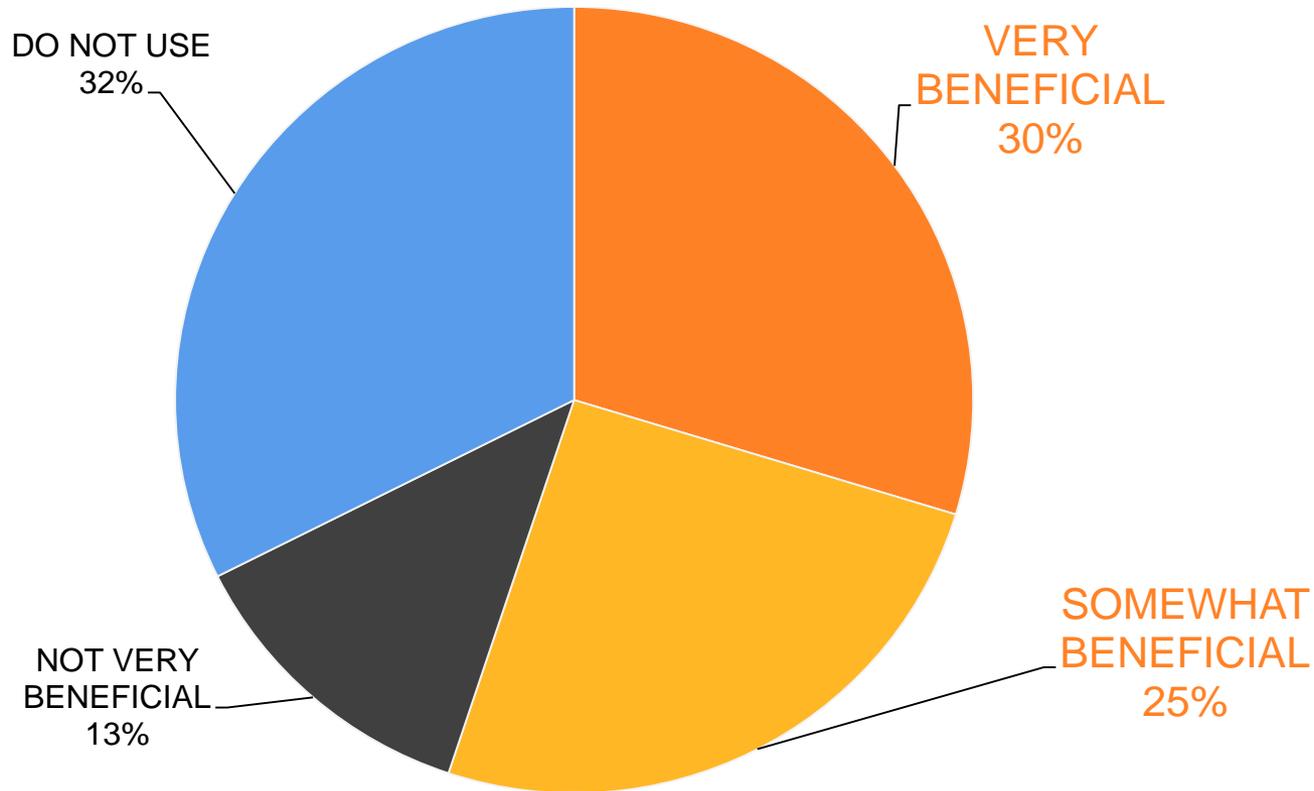
**Facebook has real
business value.**

Most US B2B marketers agree that Facebook is an **effective marketing tool**.



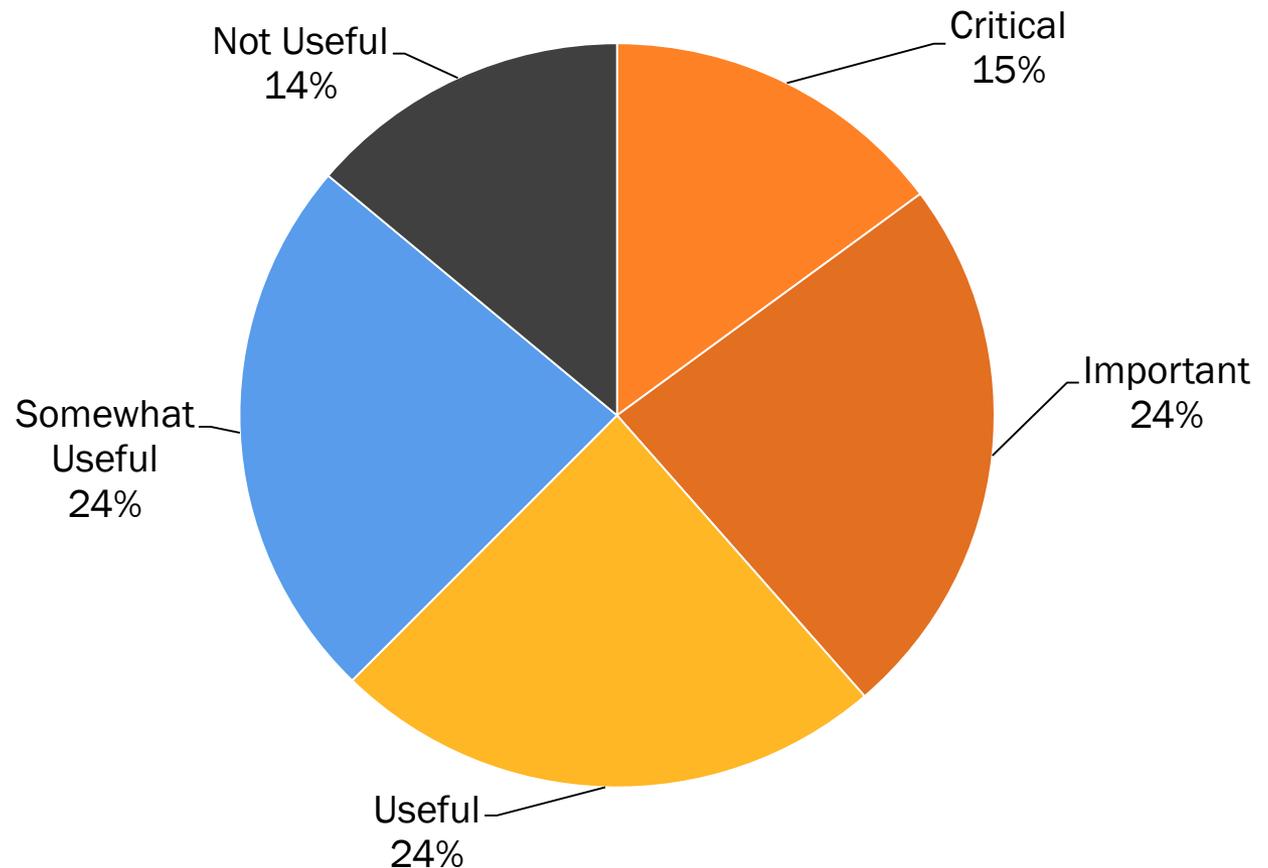
SOURCE: OUTSELL, DECEMBER 2009

More than half of SMBs say Facebook is beneficial to their business.



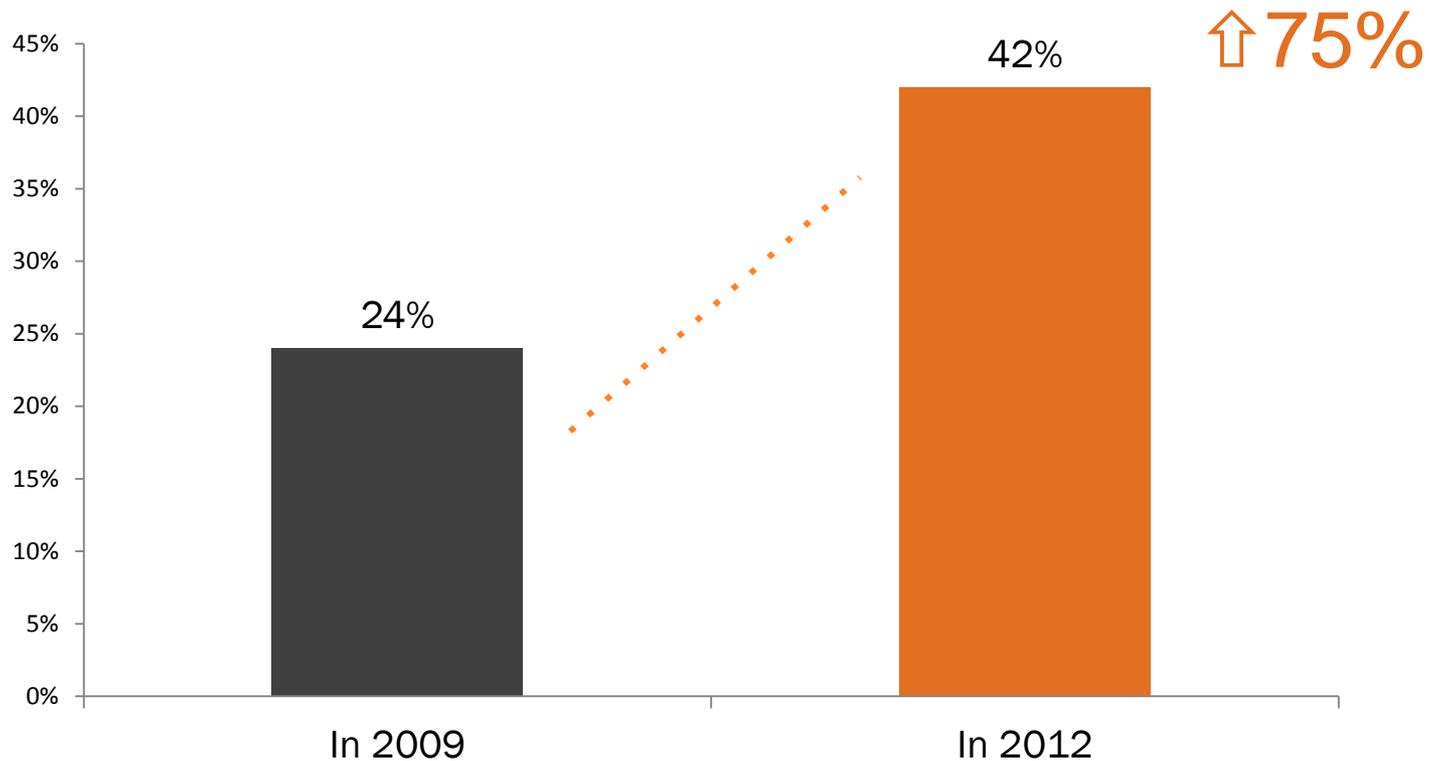
SOURCE: AD-OLGY, NOVEMBER 2010

More than 1/3 of marketers say
**Facebook is “critical” or
“important”** to their business.



SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012

The number of marketers who say Facebook is “critical” or “important” to their business has **increased by 75%** in three years.



SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012

THE BOTTOM LINE

If you don't like

Facebook yet, you will

A large, bold, orange number '7' is positioned on the left side of the image. The background is split into two main sections: a white section on the left and an orange section on the right, separated by a curved white boundary.

TWITTER

TWITTER IN REAL LIFE:
THE FOLLOW-BACK



JUST BECAUSE YOU
FOLLOWED ME HOME
DOESN'T MEAN I'M
FOLLOWING YOU BACK.

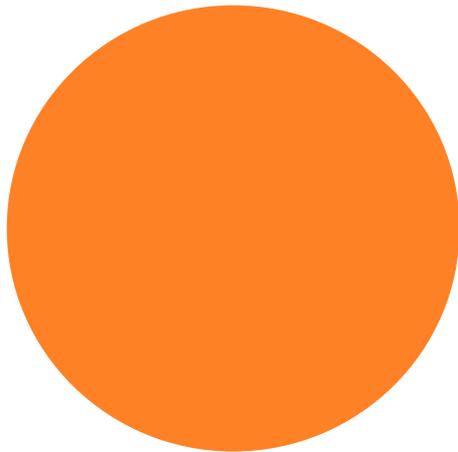
HILL

FACT

Virtually everyone has heard of Twitter. Not everyone is using it (yet).

Roughly 9% of adult Americans use Twitter.

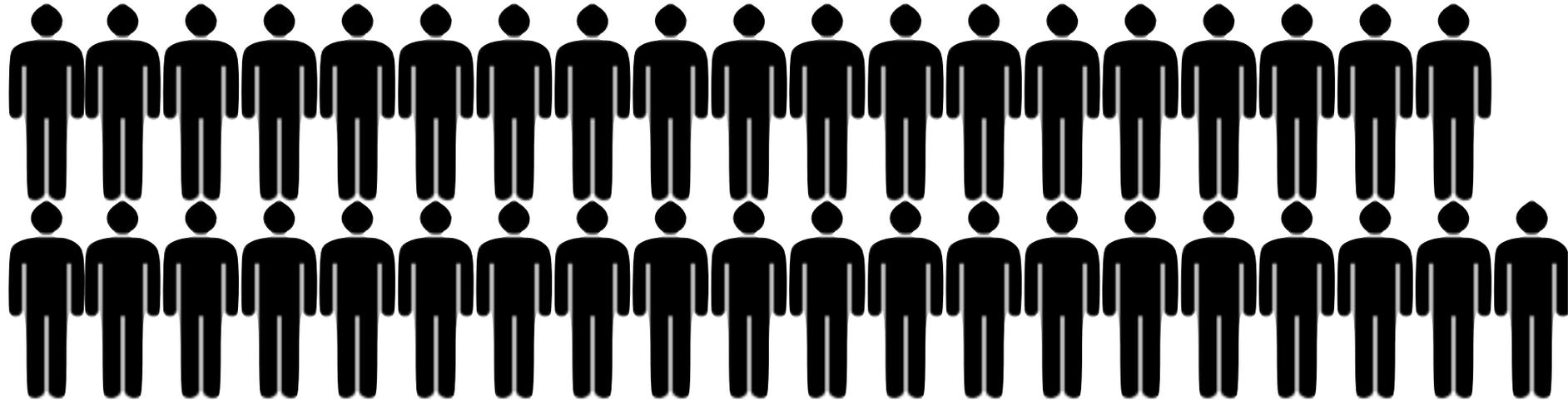
152 Million
US FACEBOOK USERS



21 Million
USTWITTER USERS

SOURCE: EMARKETER, APRIL 2011

The average Twitter user has 27 followers.



SOURCE: RJMETRICS, JANUARY 2010

25% of Twitter accounts
have no followers.

FOLLOW
ME?

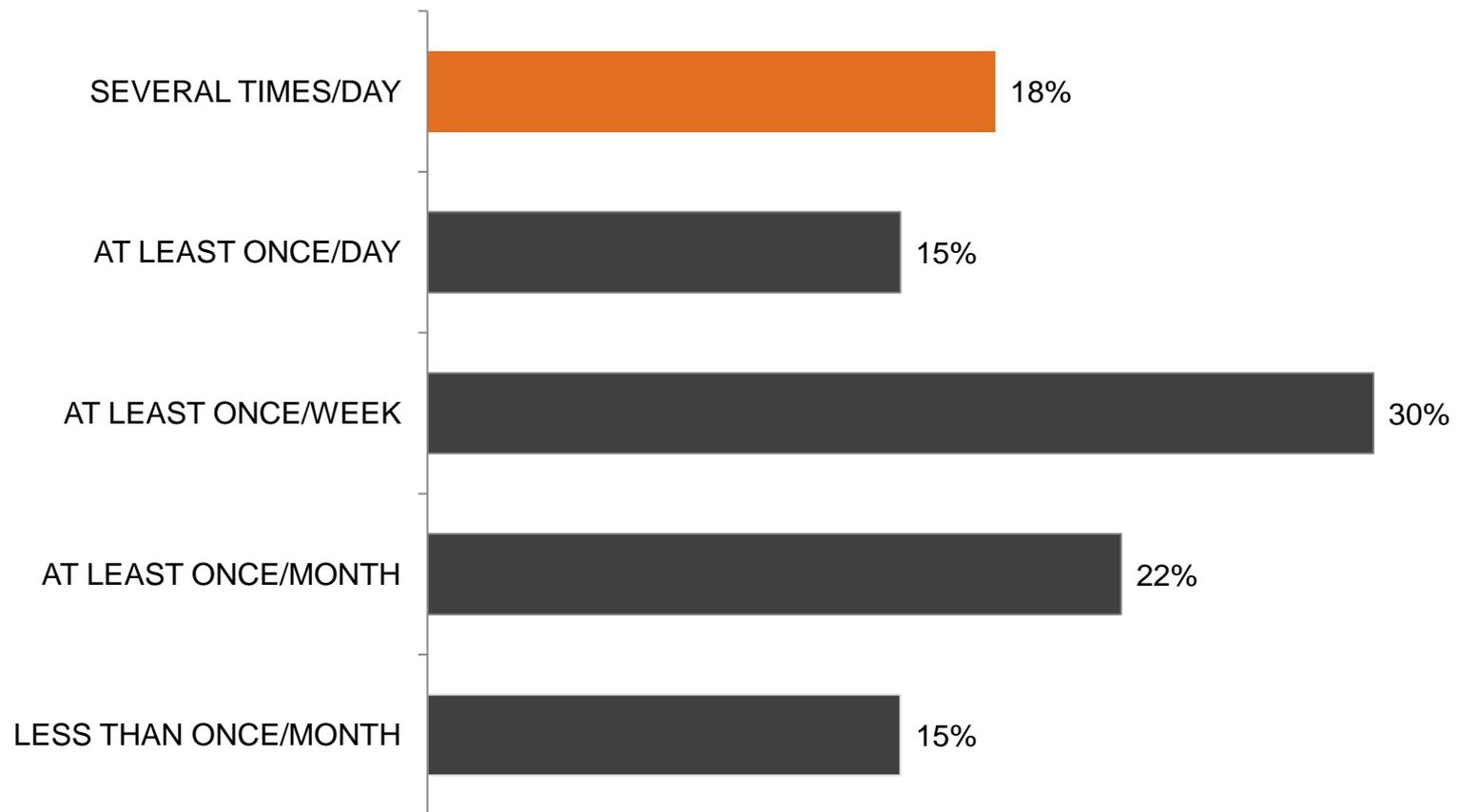


40%

of Twitter accounts
have never
sent a single
tweet.



Only 18% of Twitter users tweet >once/day.

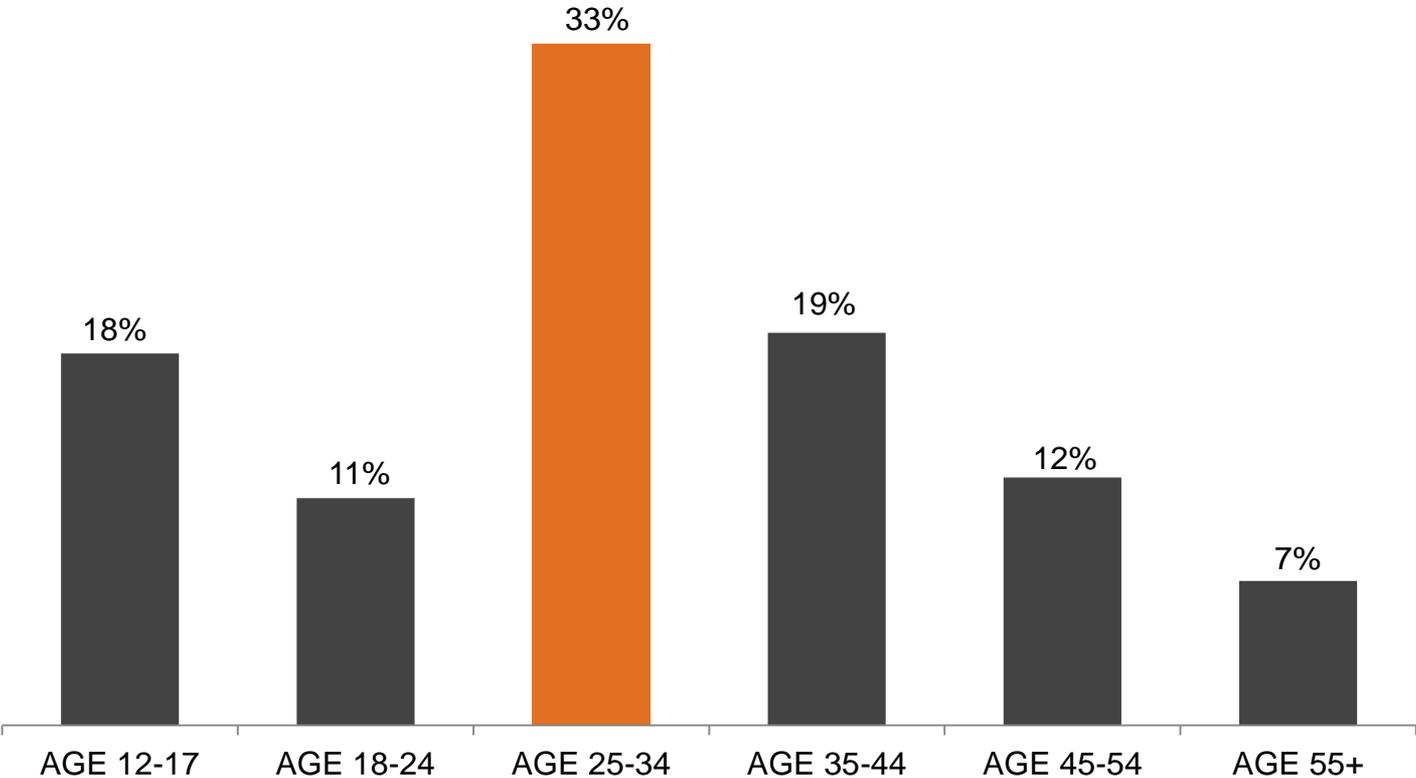


SOURCE: RJMETRICS, JANUARY 2010

FACT

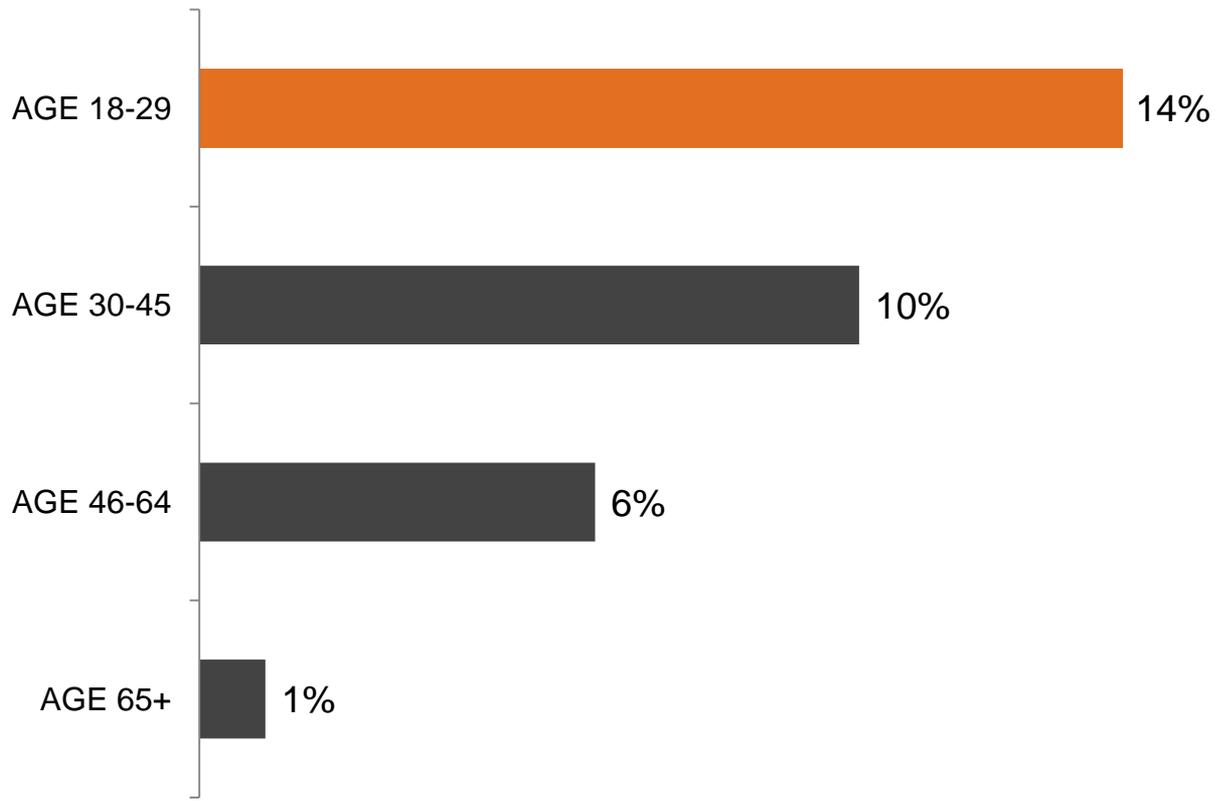
**Twitter users are
young, smart, affluent, &
tech-savvy.**

1/3 of monthly Twitter users are 25-34 years old.



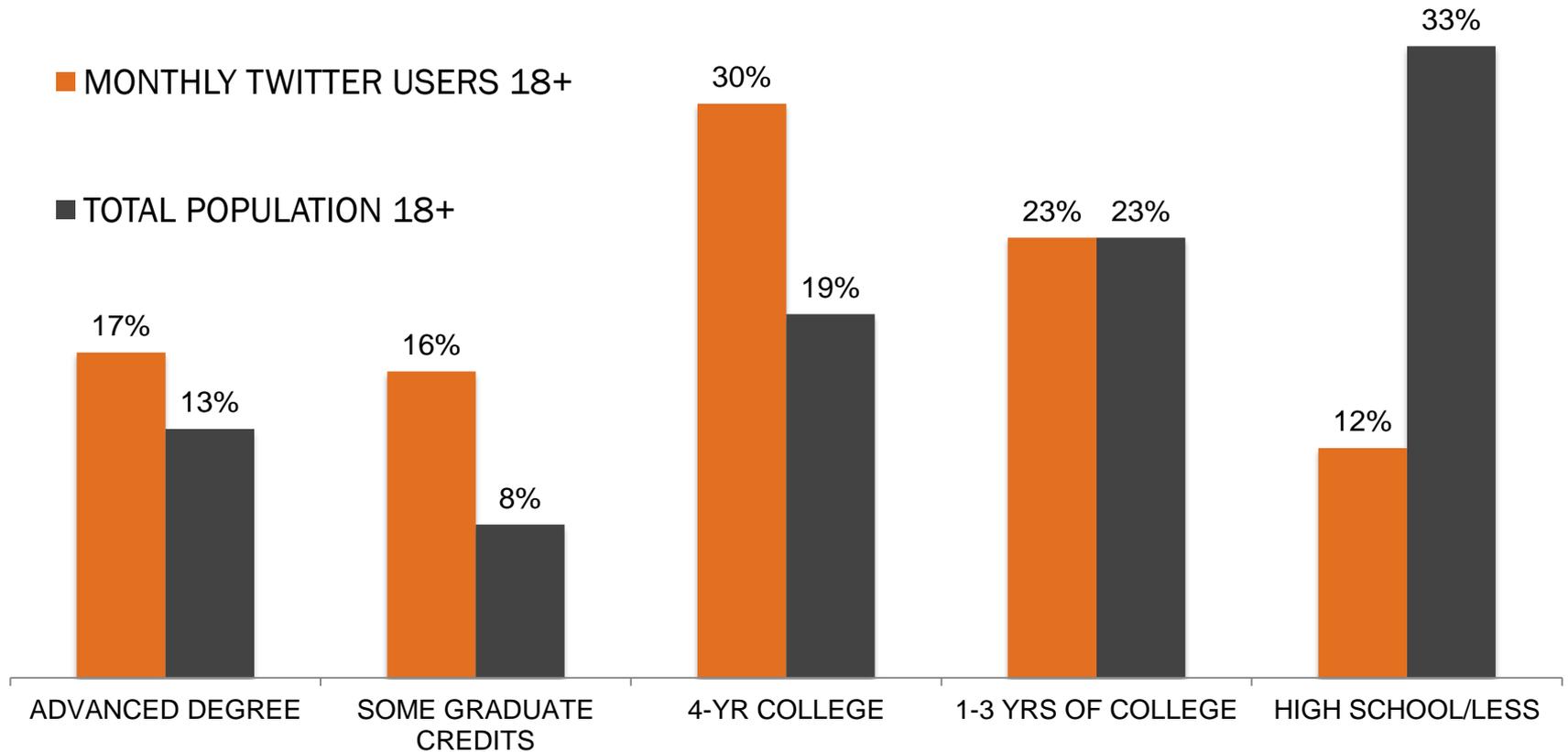
SOURCE: EDISON RESEARCH, 2010

The majority of US Twitter users are 18-29 years old.



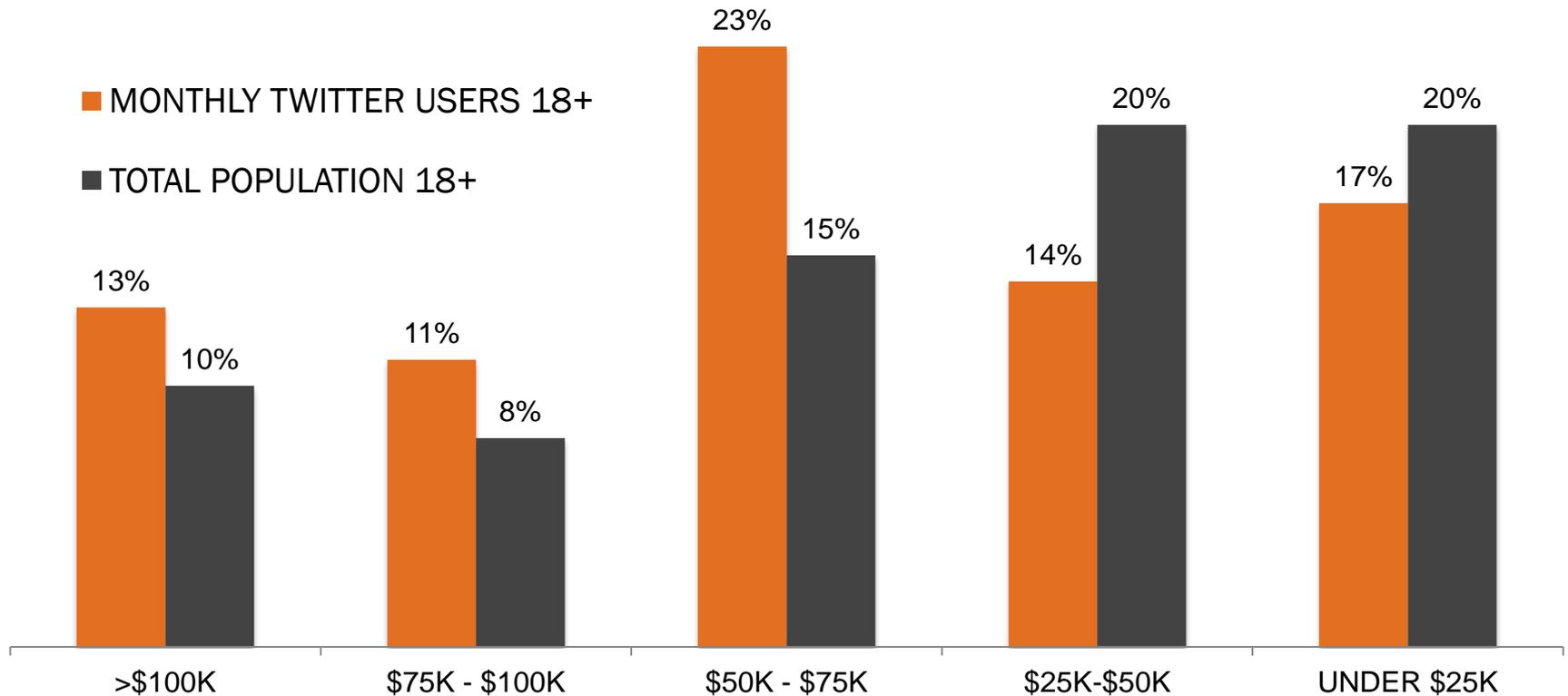
SOURCE: PEW RESEARCH CENTER, JANUARY 2010

US Twitter users are more educated than the general population.



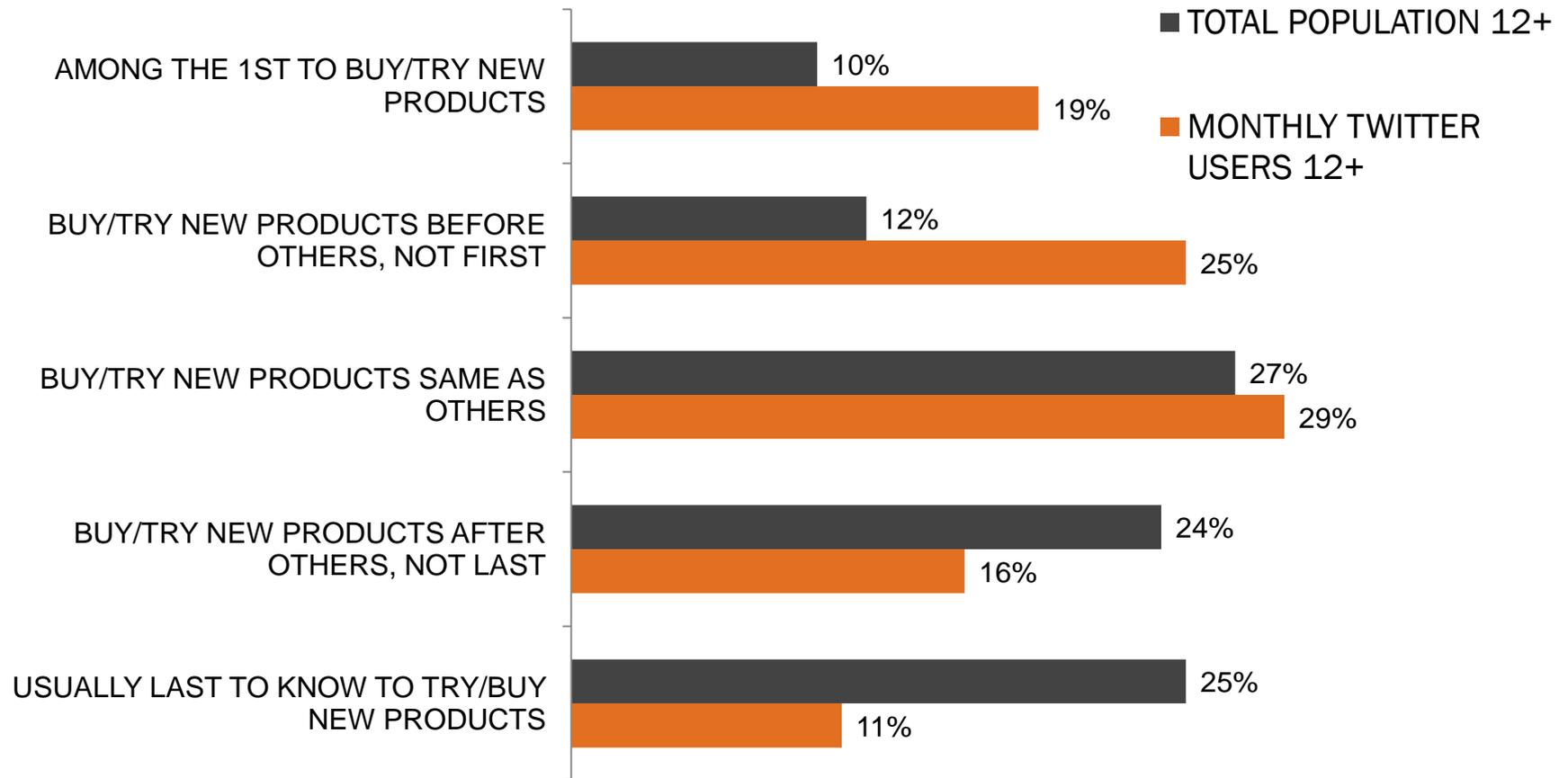
SOURCE: EDISON RESEARCH, 2010

US Twitter users have higher incomes than the general population.



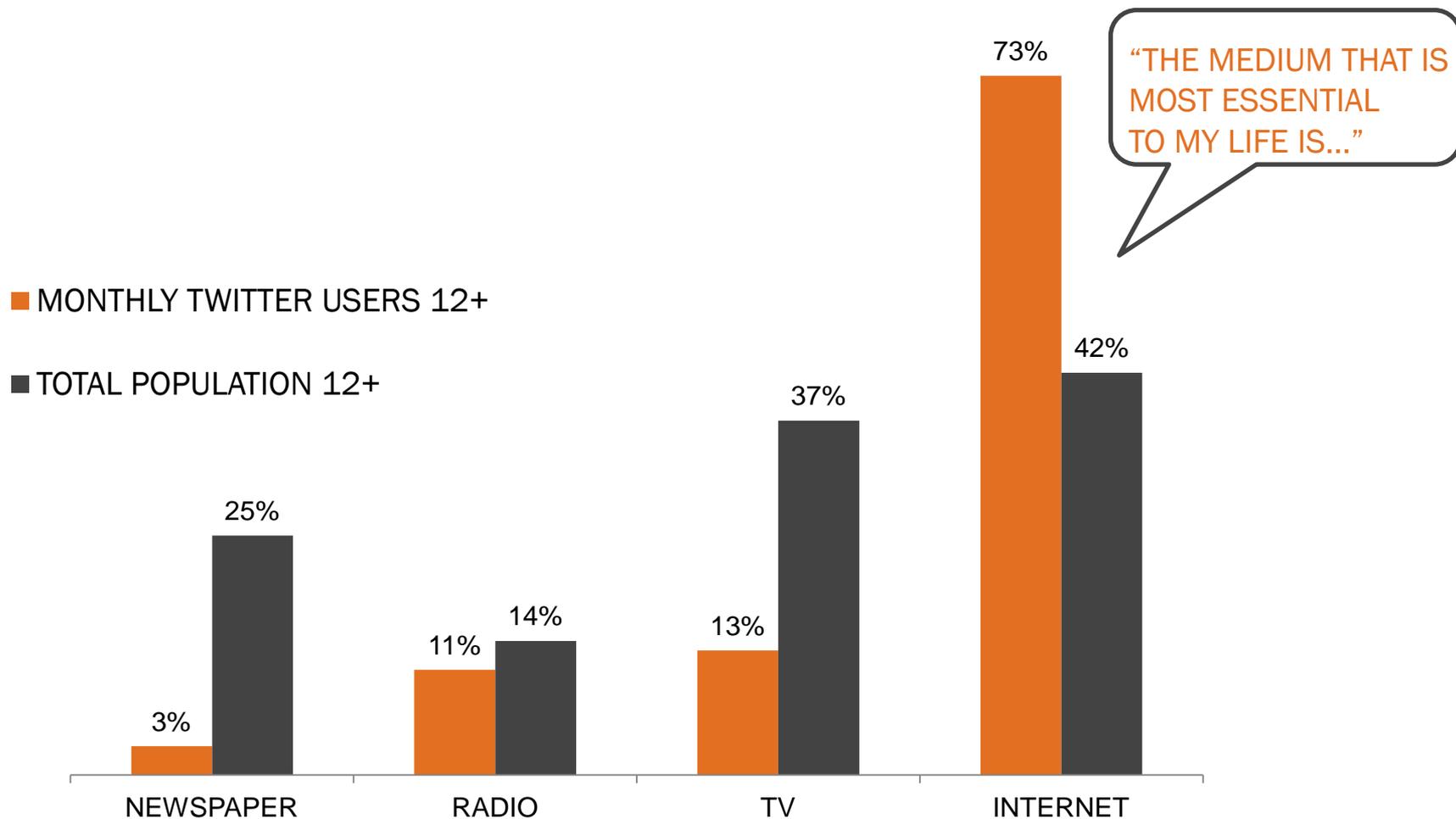
SOURCE: EDISON RESEARCH, 2010

US Twitter users tend to be “early adopters.”



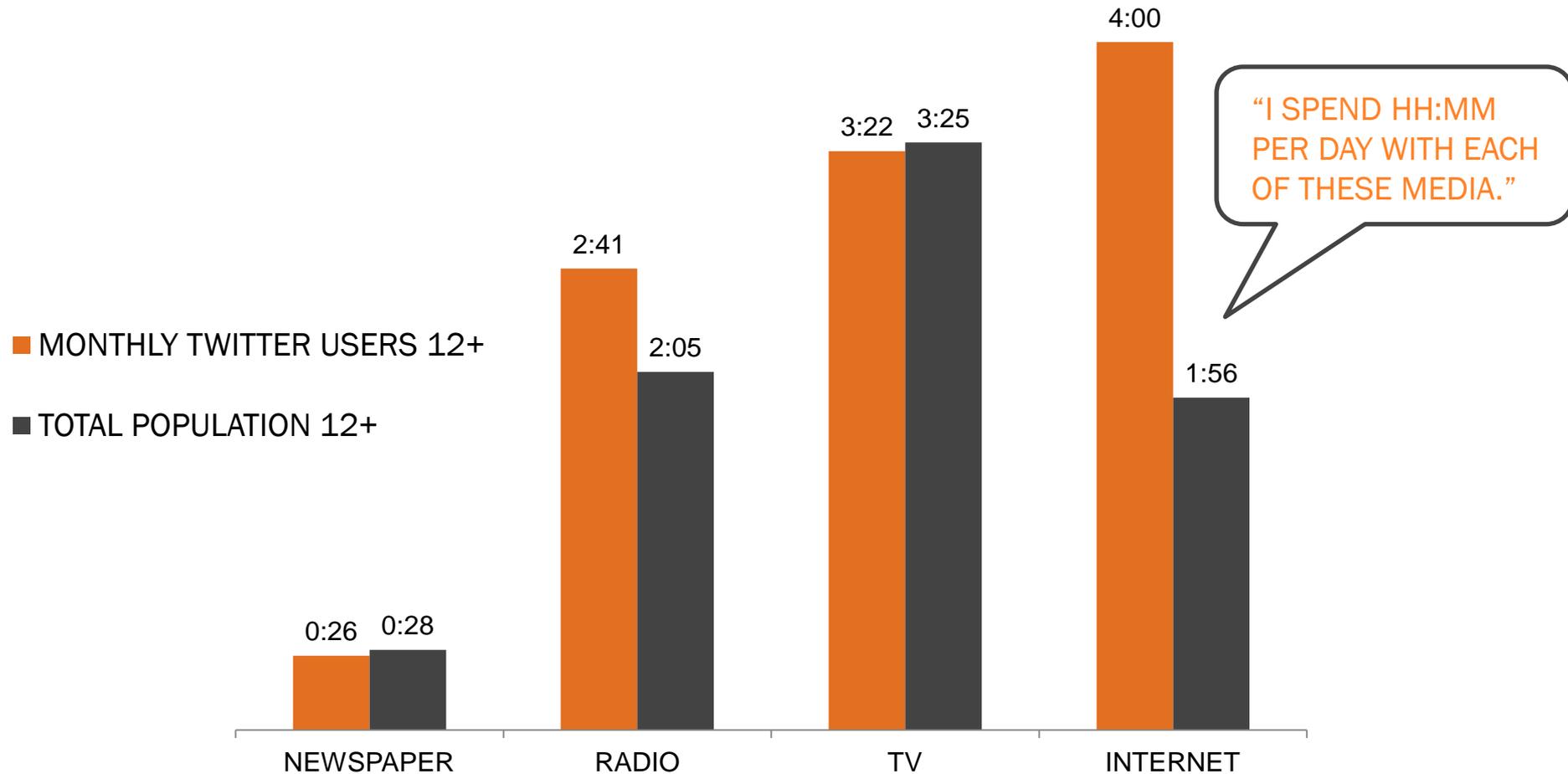
SOURCE: EDISON RESEARCH, 2010

For Twitter users, Internet > TV.



SOURCE: EDISON RESEARCH, 2010

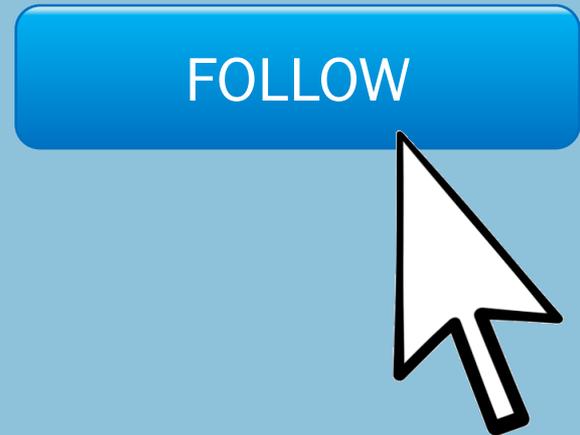
Twitter users spend a lot of time online.



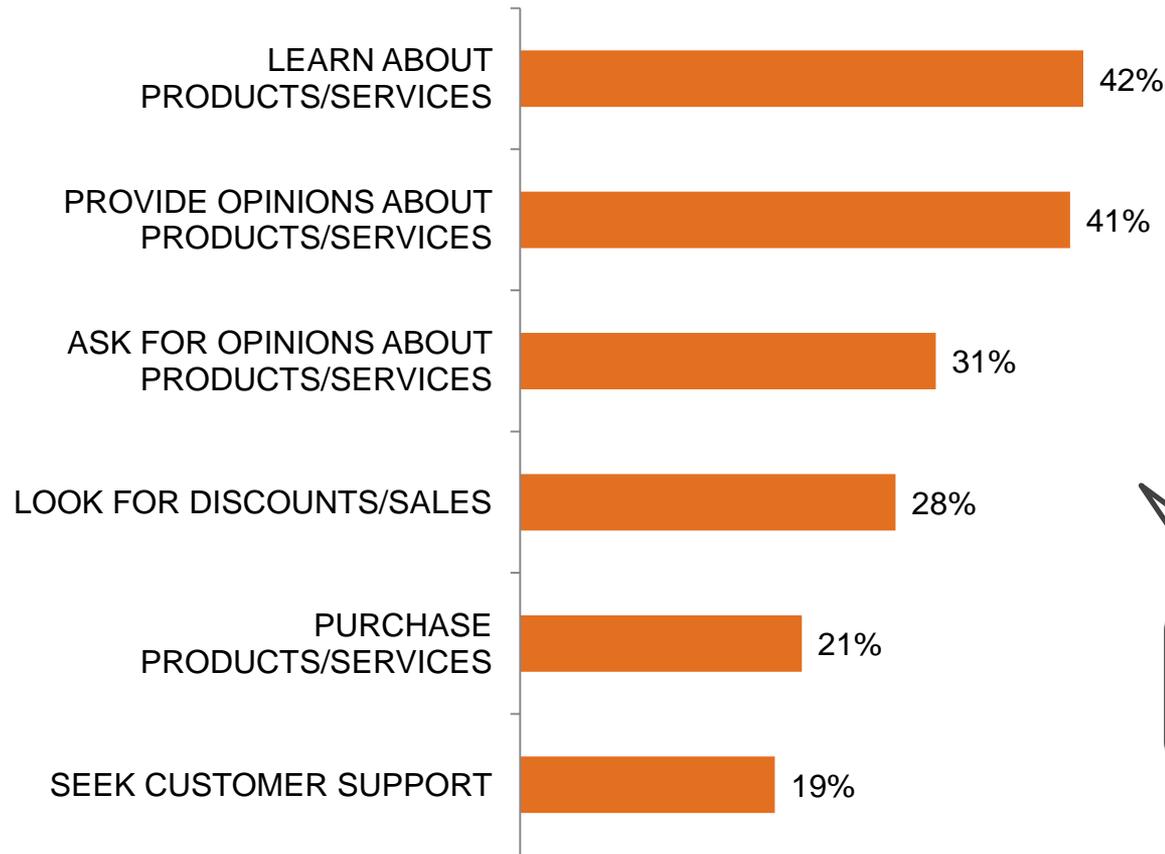
FACT

Twitter + Business = \$\$\$

More than 1/2
of active Twitter users
follow companies,
brands or products
on social networks.



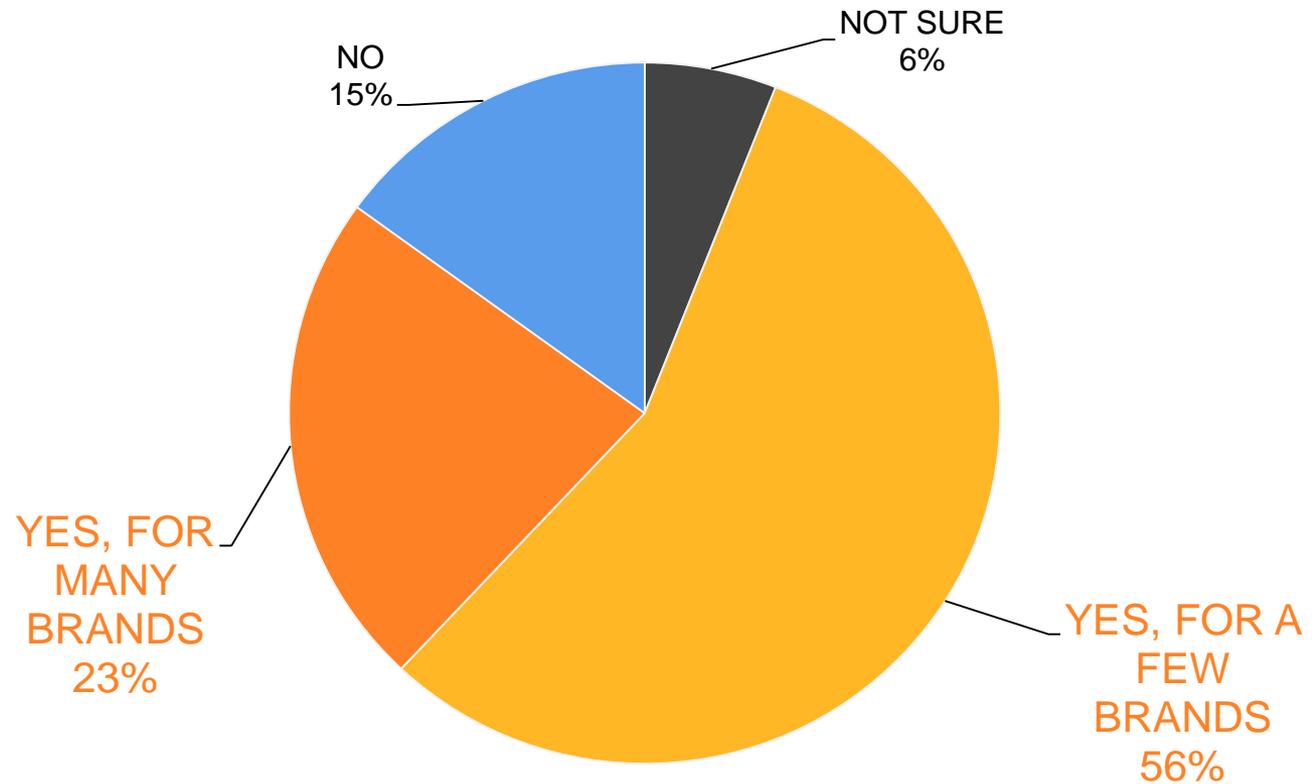
Twitter plays an active role in purchasing decisions.



"I USE TWITTER TO..."

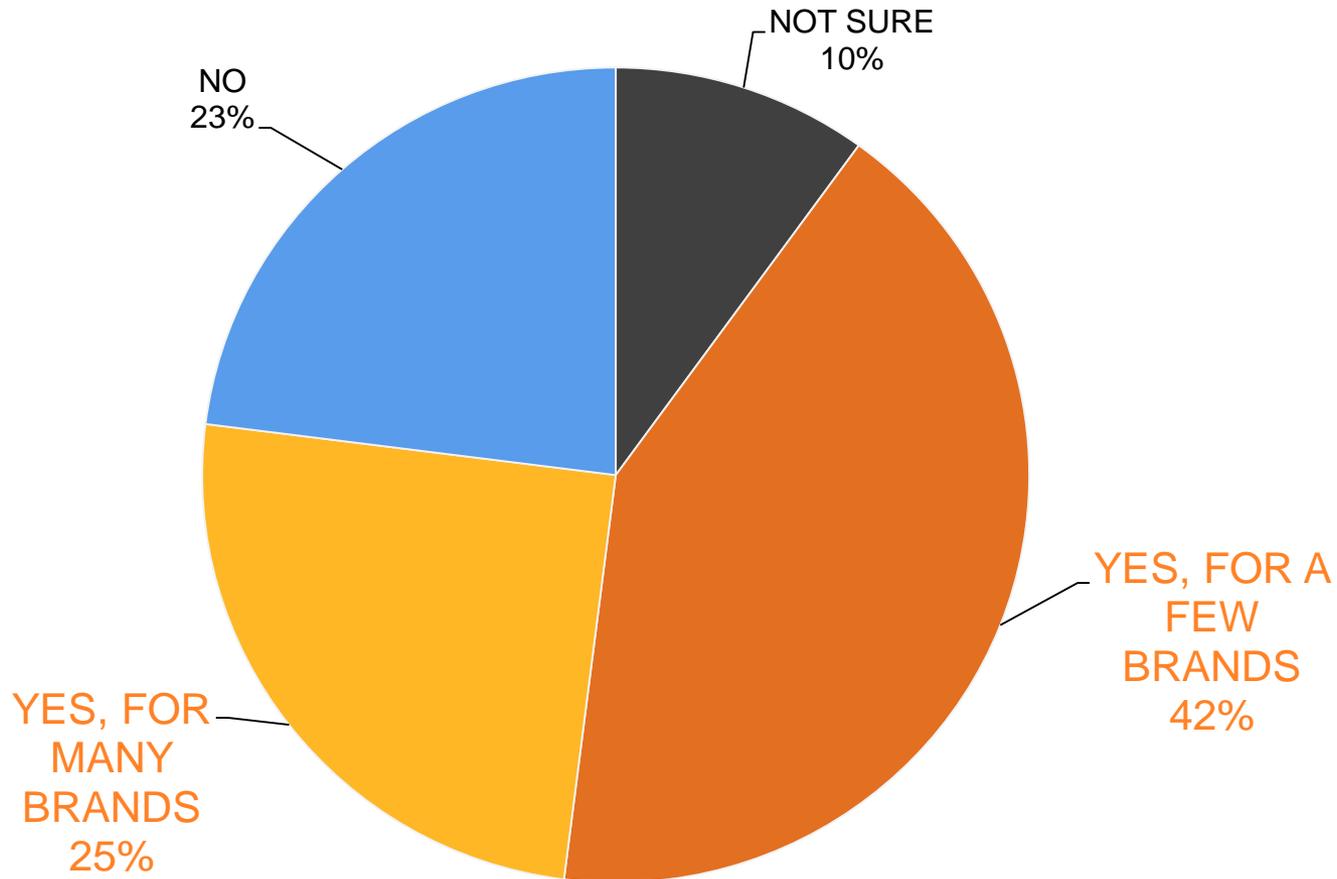
SOURCE: EDISON RESEARCH, 2010

79% of US Twitter users are more likely to recommend brands they follow.



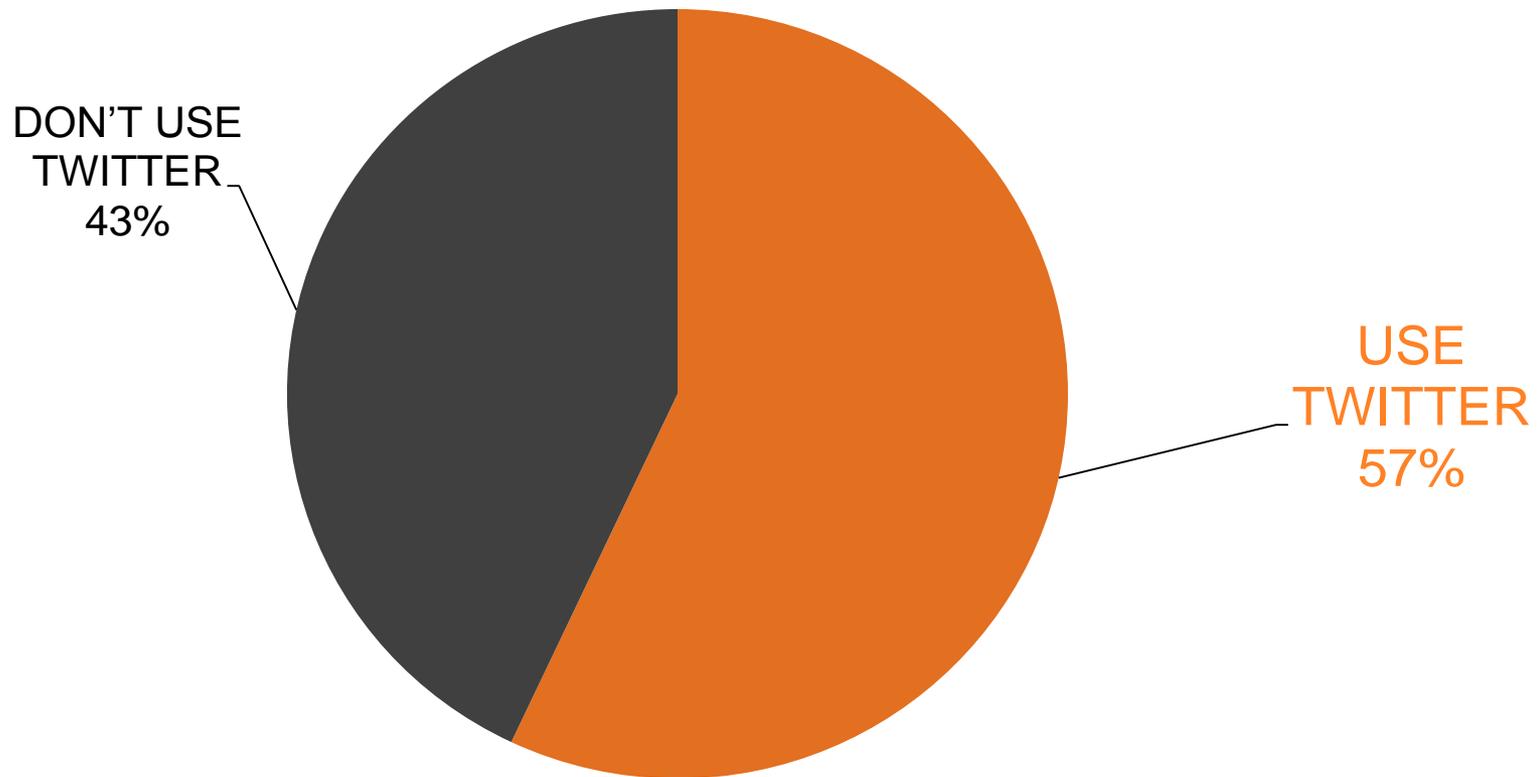
SOURCE: EDISON RESEARCH, 2010

67% of US Twitter users are more likely to buy brands they follow.

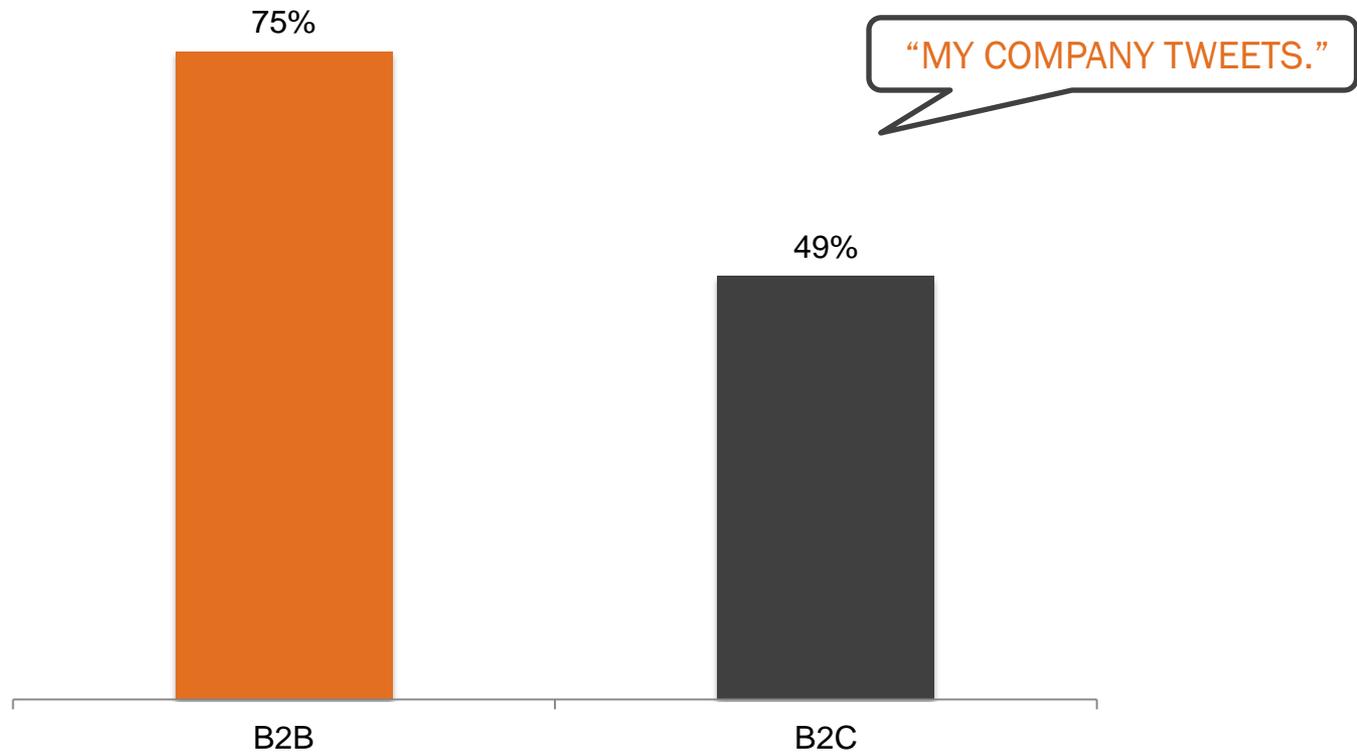


SOURCE: EDISON RESEARCH, 2010

57% of all companies that use social media for business, use Twitter.

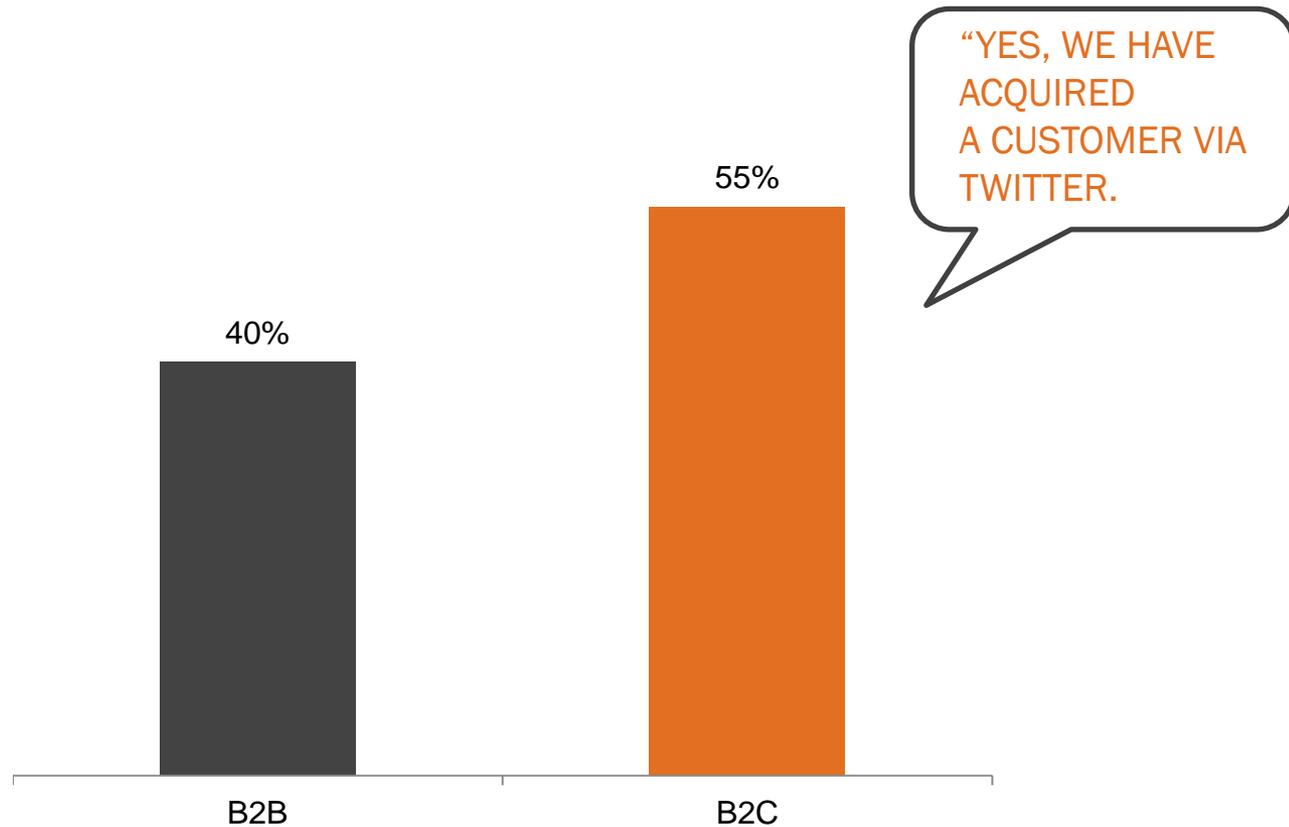


B2B companies are far more likely to use Twitter than B2C companies.



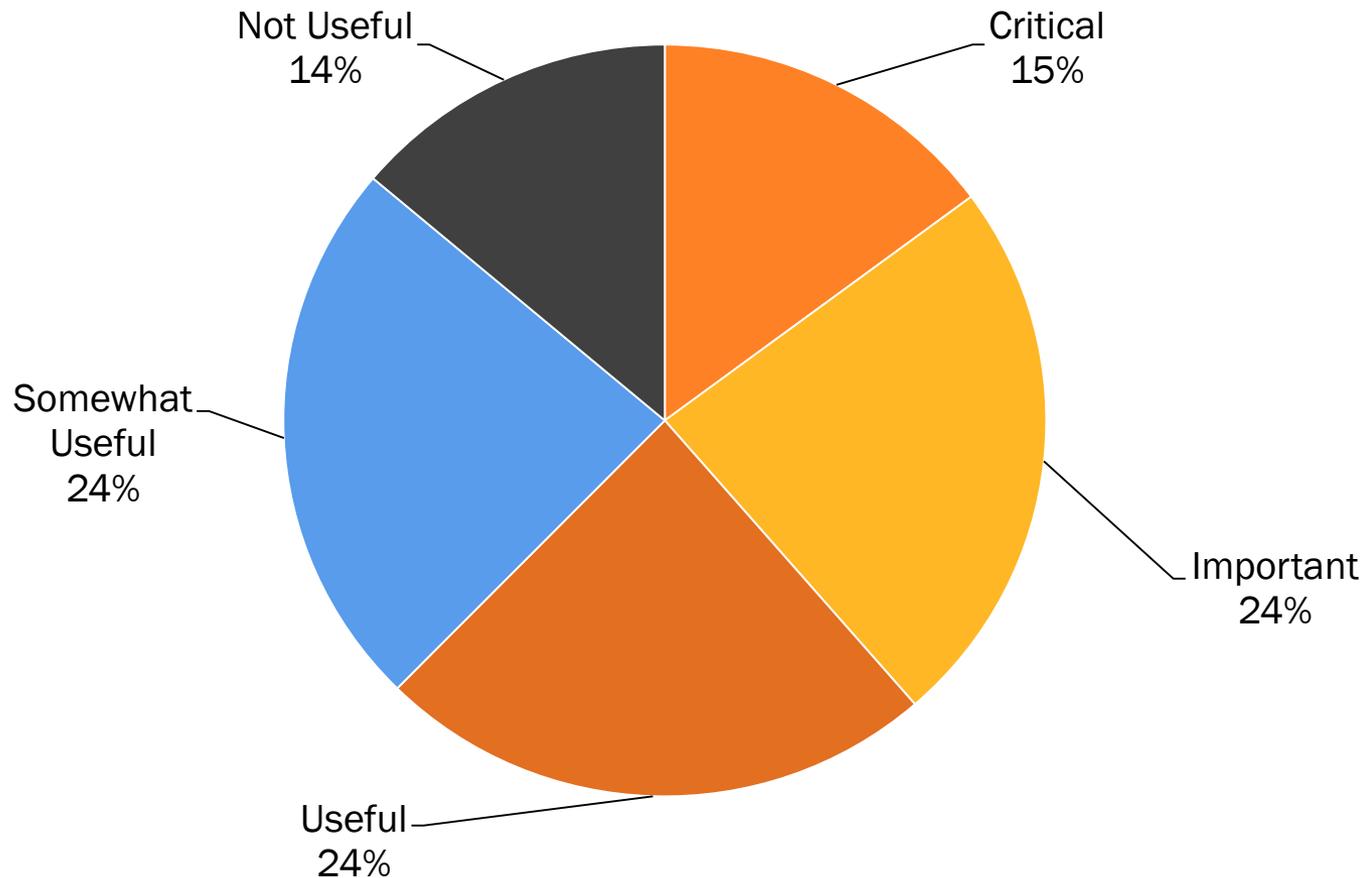
SOURCE: BUSINESS.COM, SEPTEMBER 2009

Twitter drives more customers for B2C.



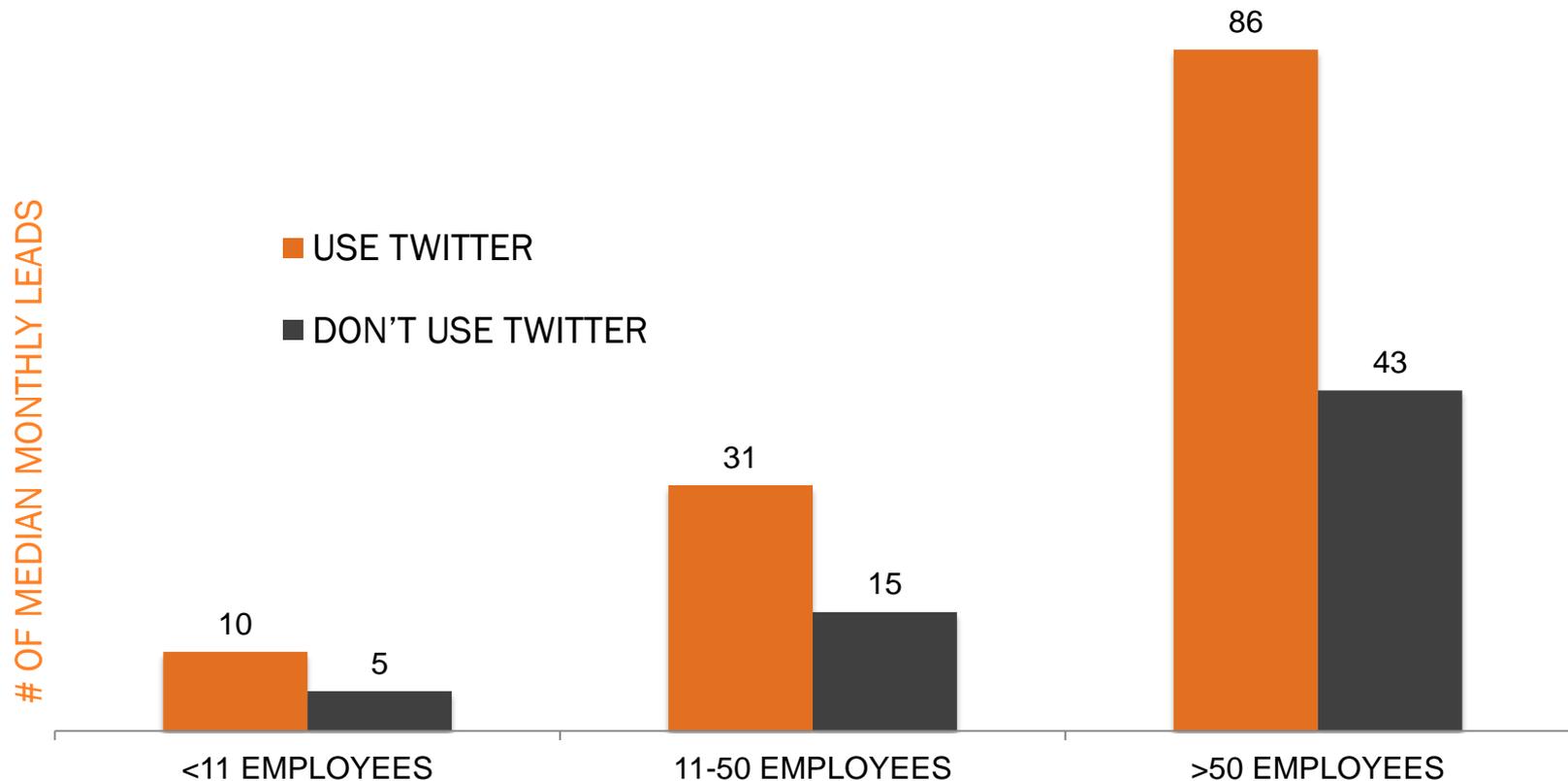
SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012

More than 1/3 of marketers say **Twitter** is “critical” or “important” to their business.



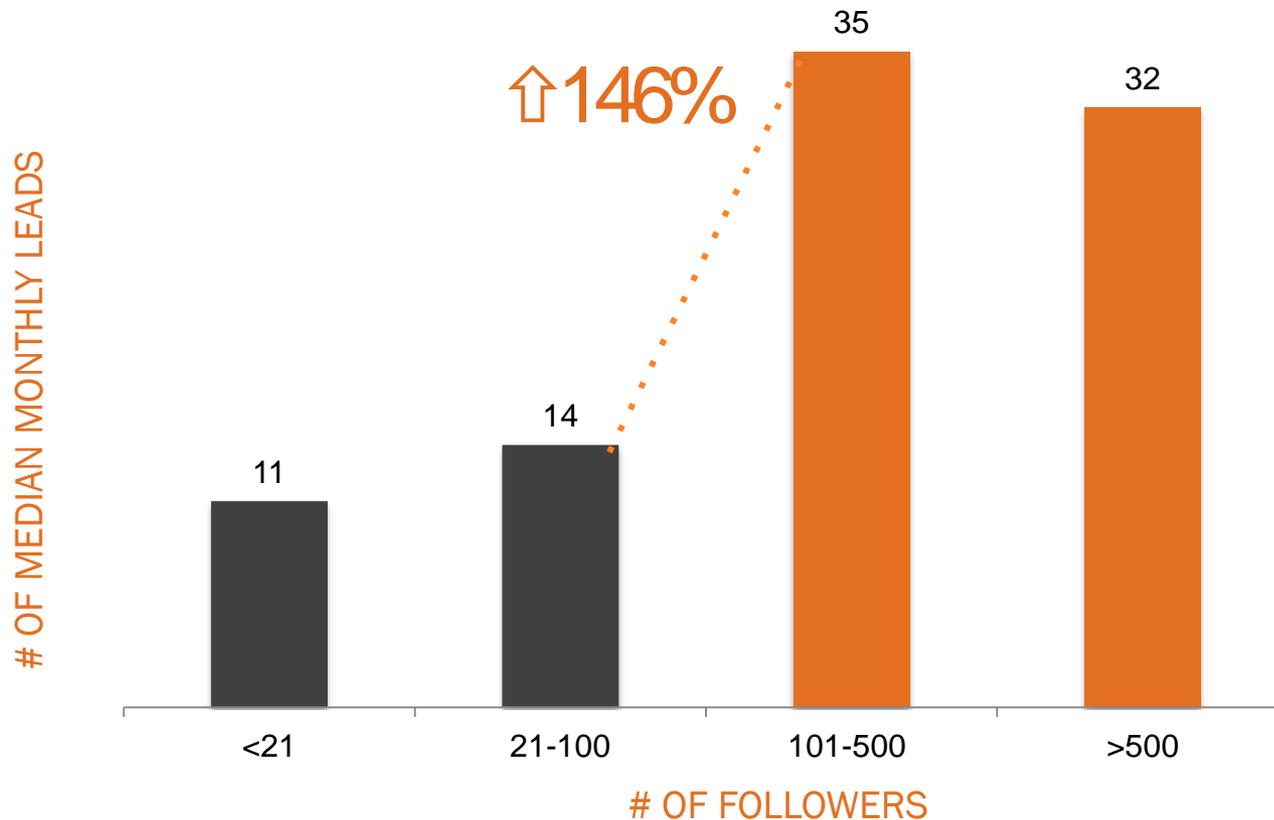
SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012

Companies that use Twitter average 2x more leads/month than those that do not.



SOURCE: HUBSPOT STATE OF INBOUND MARKETING LEAD GENERATION REPORT, 2010

B2C companies with >100 followers have **146% more leads/month** than those with <100.



SOURCE: HUBSPOT STATE OF INBOUND MARKETING LEAD GENERATION REPORT, 2010

FACT

**Don't be a twit.
Start tweeting.**

A large, bold, orange number '8' is centered on the left side of the image. The background is white, and a curved orange border separates the white area from the solid orange area on the right.

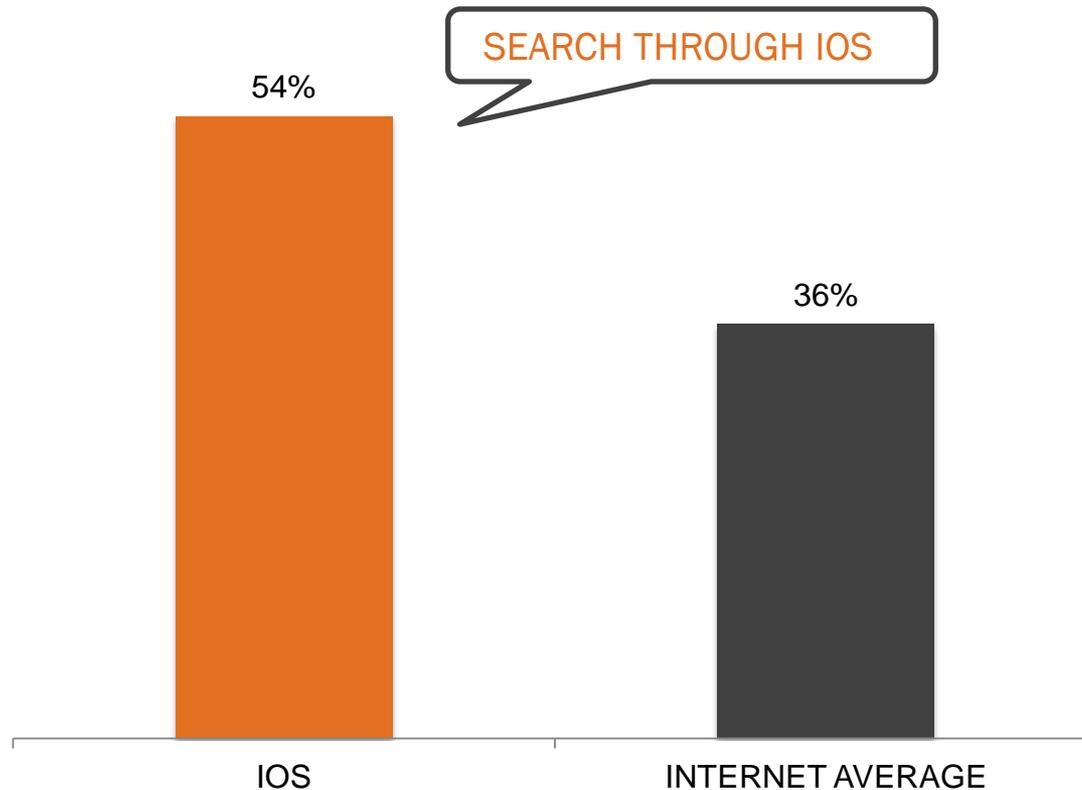
8

MOBILE

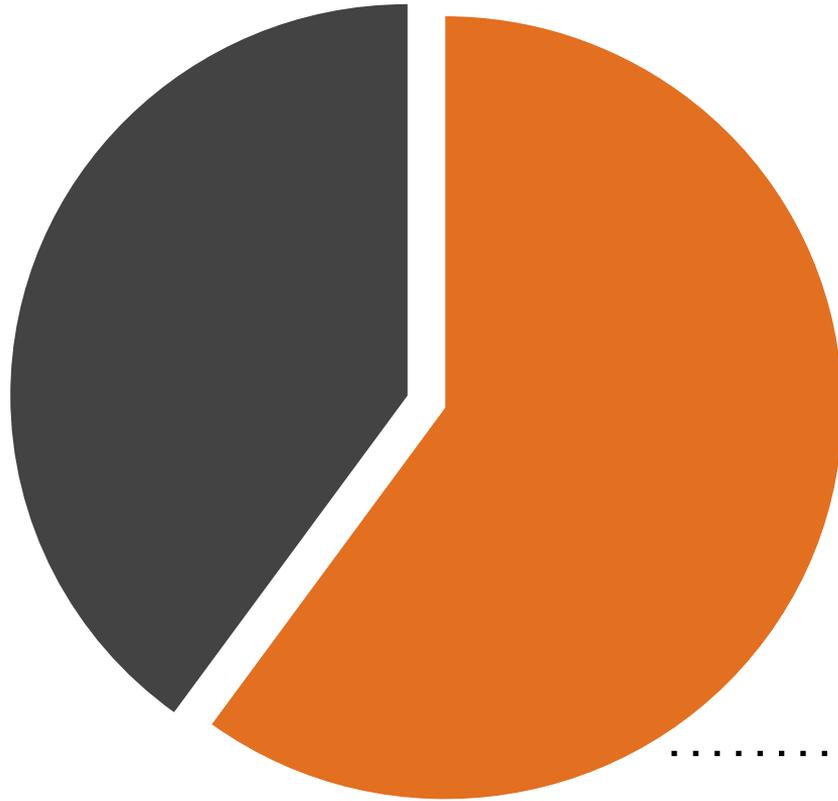
There are
271 MILLION
mobile subscribers
in the U.S. alone.



54% of iOS web traffic is devoted to search VS the 36% Internet average.

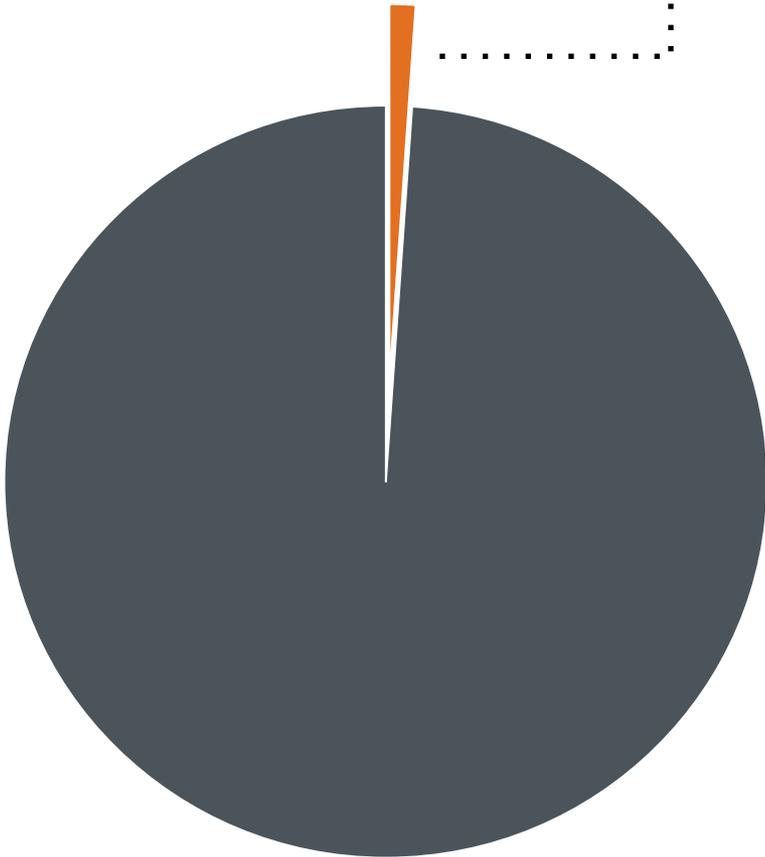


SOURCE: CHITIKA, APRIL 2012



60% of consumers do product or service research "several times a month" via a mobile device.

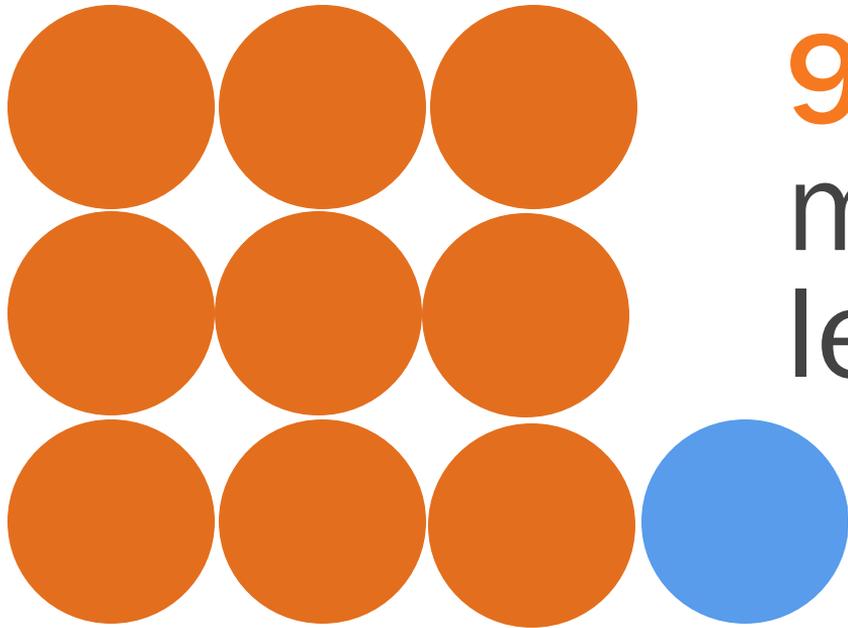
1% of emails are first opened on mobile devices, then on desktop PCs later.



SOURCE: KNOTICE, MARCH 2012

FACT

**Optimize your website &
email for mobile.**



9 out of 10
mobile searches
lead to action.



OVER HALF
lead to purchase.



90%

of text messages
are read within

3 MINUTES

of being delivered.

4 BILLION of the
6.8 BILLION
people on the planet,
use a mobile phone.

3.5 BILLION of
them use a toothbrush.



MAKE YOUR MARKETING AWESOME

Try HubSpot FREE for 30 days!

<http://HubSpot.com/free-trial>

IF YOU THOUGHT
THAT THIS WAS
AWESOME,
PERHAPS YOU'D
LIKE TO BE
FRIENDS ONLINE?

blog.hubspot.com/
[Twitter.com/hubspot](https://twitter.com/hubspot)
[Facebook.com/hubspot](https://facebook.com/hubspot)
[Linkedin/com/hubspot](https://linkedin.com/company/hubspot)
[Youtube.com/hubspot](https://youtube.com/hubspot)
flickr.com/photos/hubspot
[Slideshare.net/hubspot](https://slideshare.net/hubspot)



Search Engine
Optimization



Blogging &
Social Media



Lead
Generation



Lead
Management



Email &
Automation



Marketing
Analytics