

## 20 Reasons to Take Control of Your Marketing Using HubSpot



Do you feel that your company's marketing is out of control? There's a good reason why this may be the case. Marketing is completely different than it was even two or three years ago. It happens almost completely online, now. And it goes way beyond your website. Here are just a few of the things to consider:

There are numerous social media networks. You need SEO to get found. Blogging is a required activity to build traffic. Once you build traffic, how do you convert visitors to leads? When you get an online lead, how do you turn that individual or company into a customer? How do you create the content to engage with your prospects? How can you tell if your activities are moving you toward your goals?

The best way we've found to take control of marketing today is HubSpot's all-in-one Inbound Marketing software. We use it for our own marketing and find it extremely efficient and cost effective – even for a small company. Here are 20 Reasons to Take Control of Your Marketing Using HubSpot.

1. You no longer need to depend on a web designer or IT department to make content changes or add pages to your website.
2. If you're a smaller company, HubSpot hosts your site so you can eliminate the cost of your current web hosting package.



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3. You can create and manage email marketing campaigns in HubSpot, eliminating the need for a separate email service provider.
4. In just a few minutes, you can create a blog in HubSpot, complete with RSS feed, email subscriptions, comment section, and categories.
5. Each time you write a new blog post, the software prompts you to include all the information that will make it findable by search engines and engaging for visitors anxious for information on the topic.
6. You can upload your existing mailing lists to HubSpot and manage them.
7. You can include images, audio and video files in your web pages and blog posts.
8. You can do all of your keyword research right in HubSpot – and now also manage Pay Per Click campaigns.
9. For ongoing SEO, you can track keywords and search terms and see how well you're ranking. You'll get tips served up to you suggesting what you can do to improve your rankings.
10. To convert traffic to leads, you can create landing pages with data capture forms in minutes to provide downloads in exchange email addresses and other contact information.
11. When someone downloads content from your site and becomes a lead, their info goes automatically into Customer Relations Management software – either HubSpot's own or popular programs like Salesforce.com or SugarCRM.
12. You can create automated lead nurturing campaigns to foster relationships with the folks who engage with you, increasing the likelihood that they'll buy from you when ready.
13. You get powerful analytics that go way beyond what, for instance Google Analytics offers. You'll see exactly what part/s of your marketing are getting you closer to your business goals – and which efforts can use improvement. Even better, you'll get tips every step along the way to help you do better.
14. You'll know numerically and/or in percentage form how much traffic you're generating, where it's coming from, how many sites are linking to your site, how many new leads you have, how much traffic is going to each page, how well your landing pages are converting and more additional info than you can imagine about every aspect of your marketing.
15. You can export your analytics to Excel.
16. After the initial onboarding period, you get access to a vast educational library on every aspect of Inbound Marketing and you become part of an active user community that's generous about sharing their experiences.



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17. You're engaged with one of the fastest growing software companies today, with investors like Google and Salesforce.com. HubSpot is led by two brilliant guys who – literally – wrote the book on Inbound Marketing.
18. There is an active developer community writing new apps for HubSpot everyday – making for continuous product improvement and functionality.
19. You get total, centralized control of your online marketing – whether you implement it in-house or outsource all or part to inbound marketing professionals.
20. You finally get to make dollars and sense of your online marketing!

Please consider subscribing to our [blog](#) to learn more about Inbound Marketing and to stay up to date with the latest developments and best practices for marketing on the web!

Or email Ellie Becker to discuss your needs: [ellie@erbeckercompany.com](mailto:ellie@erbeckercompany.com)

