



Abstract

HubSpot Marketer is an inbound Internet marketing system that enables closed loop marketing, linking lead intelligence from your website into Salesforce and generating marketing reports showing which leads or campaigns produced actual customers.

Description

Increasingly, the customer is taking control of the sales and marketing process, making outbound or interruption based marketing techniques like cold calling, direct mail and email blasts less effective. HubSpot Marketer is an inbound marketing system to help your business get found on the Internet by qualified prospects that are looking for your product or service and convert more of them into leads and customers.

HubSpot Marketer has easy-to-use tools for search engine optimization (SEO) for Google, Yahoo, and other search engines; writing a blog and creating web content; and leveraging social media like Facebook, Digg, LinkedIn, YouTube and more; helping your company get found online.

HubSpot Marketer also helps you convert more of these prospects into leads and customers through landing pages, lead intelligence and marketing analytics. A non-technical marketing person can create a landing page that synchronizes with Salesforce in minutes.

HubSpot Marketer's closed loop marketing and lead intelligence empowers your sales team with the info needed to be more effective, and give the marketer the tools needed to measure ROI.

Features & Benefits

- **Closed Loop Marketing** – Understand exactly which marketing programs and campaigns convert into customers (ROI)
- **Internet Marketing** – Inbound marketing system to help your company get found by more qualified prospects in search engines, blogs and social media
- **Lead Intelligence** – Empower sales with lead profiles including details on website visits and forms the lead filled out, synchronized with Salesforce

Highlights

Name	Description
Closed Loop Marketing	Understand exactly which marketing programs and campaigns convert into customers (ROI) through automatic synchronization with Salesforce
Lead Intelligence	Empower sales with lead profiles including details on website visits, page views and forms the lead filled out, synchronized with Salesforce
Search Engine Optimization (SEO)	Tools to help your company get found in search engines, track competitors, track inbound links and measure traffic, leads and customers from your SEO program
Blog Marketing	Get found by more prospects using our optional blogging engine
Social Media	Get involved in social media to help your company get found by more prospects using our tools and methodology
Landing Pages	Easily create landing pages that convert more leads without any IT involvement
Marketing Analytics	Measure the results of each of your marketing programs from visitors, to leads to customers using reports designed for a marketing person, not a techie

Requirements

Salesforce.com Edition	Professional Enterprise Unlimited
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Specifications

Publisher Type	HubSpot Composite
Salesforce.com Certification	AppExchange Certified
Pricing	\$500/month

The screenshot shows a web browser window displaying the HubSpot interface. The browser title is "HubSpot | Leads > Lead Detail - Windows Internet Explorer". The address bar shows the URL: "http://www.hubspot.com/?app=LeadManager&LeadAction=LeadDetails&LeadID=67702". The HubSpot navigation bar includes "Search Marketing", "Analytics", "Leads", and "Website". The "Leads" section is active, showing "View" and "Conversions Graph" options. The main content area is titled "Lead Detail" and has several tabs: "Lead Summary", "Activity Details", "Forms Submitted", "Lead Details", "Geographic Details", and "Salesforce.com". The "Lead Summary" tab is selected, displaying contact information for "Mike Volpe":
Mike Volpe Corp.
mikevolpe@mikevolpe.com
Boston, Massachusetts 02101
800-482-0382 (phone)
www.MikeVolpe.com
[\[edit lead details\]](#)
A "Return" button is located below the contact information. To the right, an "Activity Summary" box provides analytics: "Most recent visit Yesterday", "1 visit since March 16", "Average of 9 page views per visit", "9 total page views", "7 unique pages viewed", and "2 forms submitted". It also notes the lead was found via "Google Search for Inbound Marketing". An orange callout bubble points to the "Activity Summary" box with the text: "Lead intelligence from your website is synchronized with Salesforce". The footer of the page reads "© 2008 HubSpot, Inc. All Rights Reserved." and the browser status bar shows "Internet" and "100%".