Marketing Campaigns with HubSpot

HubSpot

The Opportunity

Building campaigns that convert should be easier. HubSpot is the only Marketing Automation platform crafted (not cobbled) on top of a CRM platform – which means not only are all of your campaign tools in one place, but all of your customer data is too. This allows customer-facing teams to optimize their processes and reduce time-to-launch campaigns. This framework allows for easier adoption, better alignment, quicker adaptation, and campaigns that drive results for your individual business goals.

Feature Overview

Campaigns are a collection of multiple assets all meant to accomplish the same outcome or goal around a specific time period. Campaigns are not one feature in HubSpot, but instead are the assets, orchestration, and reporting features built around a core set of Marketing tools. Check out the lists below to better understand what tools fall under the campaigns umbrella.

Campaign Assets & Automation

- Forms
- Website & landing pages
- Blogs
- Email
- Ads
- Social posts
- CTAs

Campaign Orchestration

- Marketing Home
- Campaign Home
- Tasks
- Commenting
- Calendar
- Workflows

Campaign Reporting

- Campaign Dashboards
- Custom Report Builder

Benefits of Campaigns in HubSpot

Easier Orchestration

- HubSpot enables your team to easily plan, execute, and collaborate on assets in a scalable and productive way.

- Allows you to manage and collaborate on campaigns no matter where your team sits.

Better Customer Experience

By utilizing campaign automation and orchestration you can show the right content to the right person at the right time. This creates a delightful customer experience that helps drive better outcomes for your campaigns.

Tighter Sales and Marketing Alignment

- Create reports that show the outcomes and results of campaigns for Marketing's continued improvement and a smooth Sales handoff process.

- Using the HubSpot CRM, collect context and data around which campaign created quality leads and plan Sales outreach accordingly.

Improved Outcomes

HubSpot Marketing Hub Professional and Enterprise customers who used Campaigns:

Converted, on average, 68% more form submissions than those who did not use Campaigns.

Saw, on average, 62% more website traffic than those who did not use Campaigns.

Created, on average, 72% more contacts than those who did not use Campaign Analytics.

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When to Use Campaigns

Your business should plan to use campaigns when you have a collection of assets looking to achieve a specific goal, outcome, or engagement theme in a set timeframe.

Considerations When Creating a Successful Campaign

What is the purpose and goal of your campaign? (Resource: Free SMART Goal-Setting Template)

- What would you like this campaign to accomplish for your business? Promote a new product, generate revenue, boost user engagement?

How will you measure your campaign?

- The measurement of your campaign should be tied back to your purpose and goal for the campaign. For example, if you're promoting a new product, you might want to measure pre-orders, sales, or upsells.
- If you are using multiple channels, you should ensure there are measurements for each.

Who are you targeting? (Resource: Buyer Persona Generator)

- What stage of the buyer's journey is your campaign targeting?
- What are the interests and pain points of my audience at this point in their journey?

What's the concept of your campaign? (Resource: Market Research Kit)

- While connecting with your overall brand, what is the mission, vision, and visual identity of your campaign?

How will you reach your audience?

- Which channels will you use to earn the interest and attention of your audience?
- Keep your persona and their interests in mind!

How and when will you publish?

- What is the timeline for your campaign?
- Create a visual map of your campaign to help understand how the campaign is dispersed across mediums.

How will your marketing drive the desired action? (Resource: 50 Free Call-to-Action Templates)

- Tied to the measurements determined above, what is the desired outcome?
- Just because a campaign drives traffic doesn't mean it's producing the results you need.

What metrics can you monitor?

- Depends on the desired outcomes of the campaign and the mediums chosen.
- Make sure to have metrics that you're monitoring for each aspect of your campaign.

How will you know if your campaign worked?

- Ensure you're creating a SMART goal for your campaign.
- Was there return-on-investment (ROI)?

What will you do with the campaign data?

- Make sure to review data regularly and perform a post-mortem of what went well and how you can improve.
- How will you use this data to help Sales efforts?