

**Niall Parfitt**  
**Founder**  
**Atlanticus Digital**



**NEWRY CHAMBER**



Comhairle Ceantair  
**an Iúir, Mhúrn agus an Dúin**  
**Newry, Mourne and Down**  
District Council





# UTILISING INBOUND

Niall Parfitt | February 2022







# GOODBYE FUNNEL

# HELLO FLYWHEEL



# DIGITAL SHIFT

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70% of businesses today are finding that the digital shift is worth it, and these businesses either have a digital strategy in place, or are earnestly working towards one.





HOW HAS IT BEEN  
GOING?

# HUBSPOT INDUSTRY DATA

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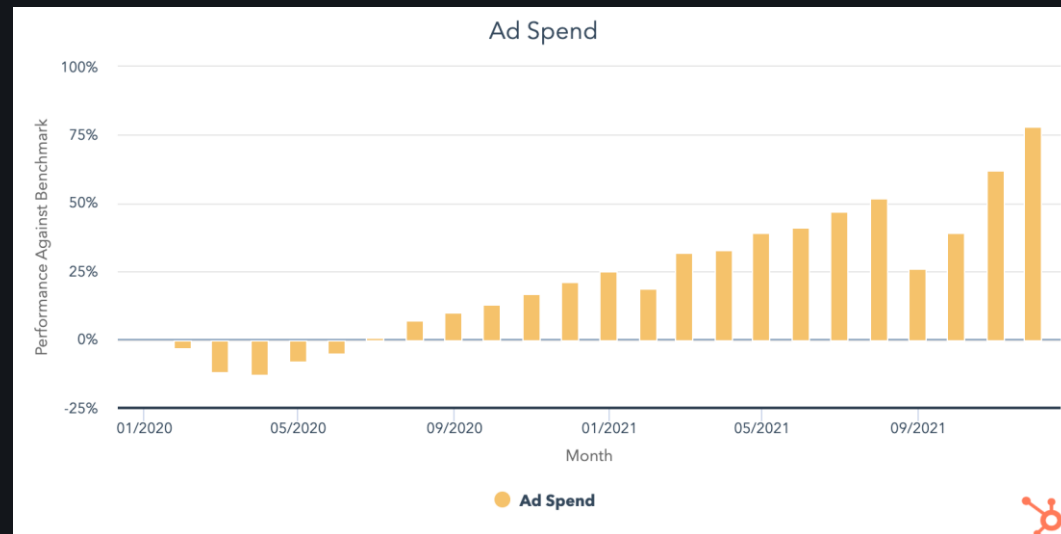


<https://www.hubspot.com/industry-data>

# HUBSPOT INDUSTRY DATA



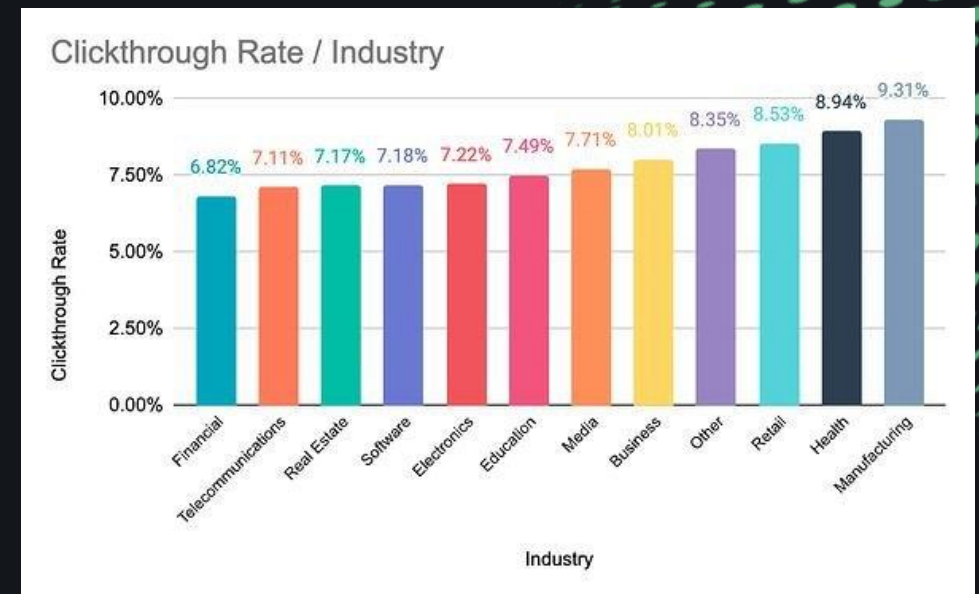
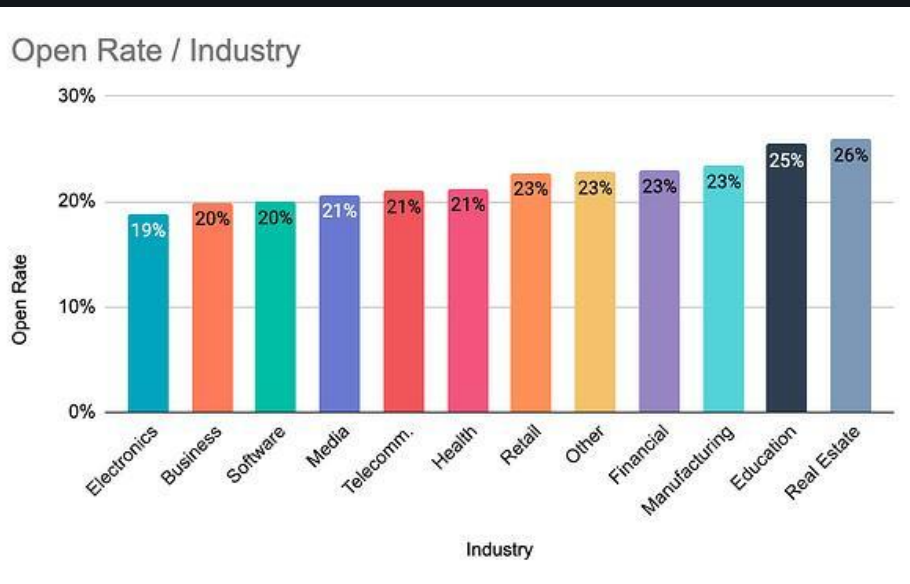
# HUBSPOT INDUSTRY DATA



# HUBSPOT INDUSTRY DATA



# EMAIL MARKETING DATA



# WHAT'S IT GOING TO LOOK LIKE IN 2022?

# MARKETING TRENDS

## Short-Form Video Fast Facts

**89%**

of global marketers will spend the same budget or more on short-form videos in 2022.

**46%**

of global marketers who leverage short-form video consider it effective.

**31%**

of global marketers were already investing in short-form video in 2021.

## Video Content Will Be Short

In 2022, 89% of global marketers plan to continue investing in it or increase their investment.

<https://blog.hubspot.com/marketing/marketing-trends>

# MARKETING TRENDS

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## Mobile Optimisation Will Be Even More Important

84% of marketers that focus on mobile web design are planning to continue to invest.

<https://blog.hubspot.com/marketing/marketing-trends>

# MARKETING TRENDS



Permanent social media posts could overtake ephemeral content.

44% of global marketers plan to increase their investment in permanent social media content

<https://blog.hubspot.com/marketing/marketing-trends>

# MARKETING TRENDS

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## Virtual Events Will Continue



51% of marketers were investing in virtual events. However, 17% of these marketers plan to decrease their investments in 2022.

<https://blog.hubspot.com/marketing/marketing-trends>

# MARKETING TRENDS

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## More Branded Audio Content

According to our research, 53% of professionals find "podcasts or other types of audio content" effective for engagement and brand awareness.

<https://blog.hubspot.com/marketing/marketing-trends>

# MARKETING TRENDS

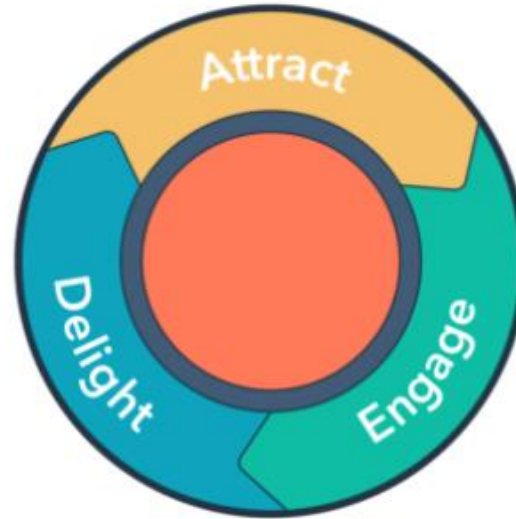
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## Inbound Will Be Leveraged

27% of marketers say they will leverage it for the first time in 2022.



# CREATING AN INBOUND CAMPAIGN



### Attract Tools

- Ads
- Video
- Blogging
- Social media
- Content strategy

### Engage Tools

- Lead flows
- Email marketing
- Lead management
- Conversational bots
- Marketing automation

### Delight Tools

- Smart content
- Email marketing
- Conversations inbox
- Attribution reporting
- Marketing automation

# INBOUND TIPS & TOOLS TO HELP

# PLANNING

# CUSTOMER PERSONA

← RETURN TO HOMEPAGE



## Why Is This Step Important?

Start by choosing a name to humanize your buyer persona. Both the name and the avatar you select will help you start thinking about this persona like a real person. Pro tip: Consider naming your buyer persona with **Step 1/7: Create Your Avatar** make it easier to remember, like Marketing Mary or Finance Fred

## Step 1/7: Create Your Avatar

Name Your Persona

Name Your Persona

Pick your Avatar



<https://www.hubspot.com/make-my-persona>

# BUYERS JOURNEY

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## The Buyer's Journey



# GROWTH GRADER

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HubSpot TOOLS



## The Growth Grader

Spend 10 minutes answering questions about your company's growth strategy to get your grade plus a custom-built growth plan to help you improve it.

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Get My Growth Grade

# WEBSITE GRADER



HubSpot **TOOLS**

## Website Grader<sup>®</sup>

Grade your website in seconds. Then learn how to improve it for free.

Website

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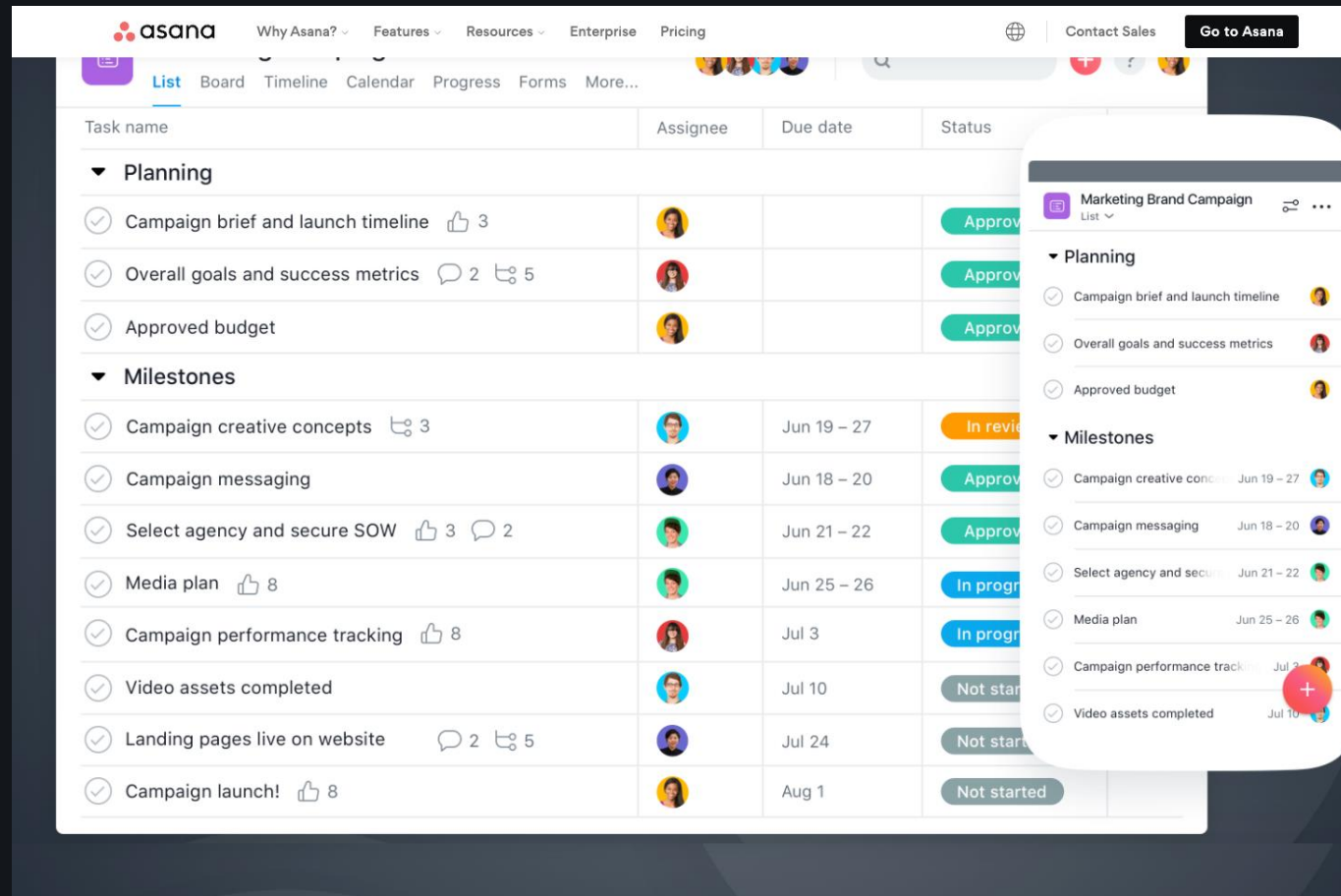
Email

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


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Get your score

# PM TOOLS



The screenshot displays the Asana web interface for a project named "Marketing Brand Campaign". The main view is a list of tasks, categorized into "Planning" and "Milestones". A modal window is open on the right, showing a detailed view of the "Marketing Brand Campaign" project, including a sub-view of the task list.

Task name	Assignee	Due date	Status
<b>Planning</b>			
✓ Campaign brief and launch timeline  3			Approved
✓ Overall goals and success metrics  2  5			Approved
✓ Approved budget			Approved
<b>Milestones</b>			
✓ Campaign creative concepts  3		Jun 19 – 27	In review
✓ Campaign messaging		Jun 18 – 20	Approved
✓ Select agency and secure SOW  3  2		Jun 21 – 22	Approved
✓ Media plan  8		Jun 25 – 26	In progress
✓ Campaign performance tracking  8		Jul 3	In progress
✓ Video assets completed		Jul 10	Not started
✓ Landing pages live on website  2  5		Jul 24	Not started
✓ Campaign launch!  8		Aug 1	Not started

# CRM - CENTRAL TO INBOUND

# HUBSPOT CRM

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## PIPELINE MANAGEMENT

Manage your pipeline with total visibility



## SALES ACTIVITY

Log Sales Activity Automatically



## LEAD MANAGEMENT

See Everything About a Lead in One Place



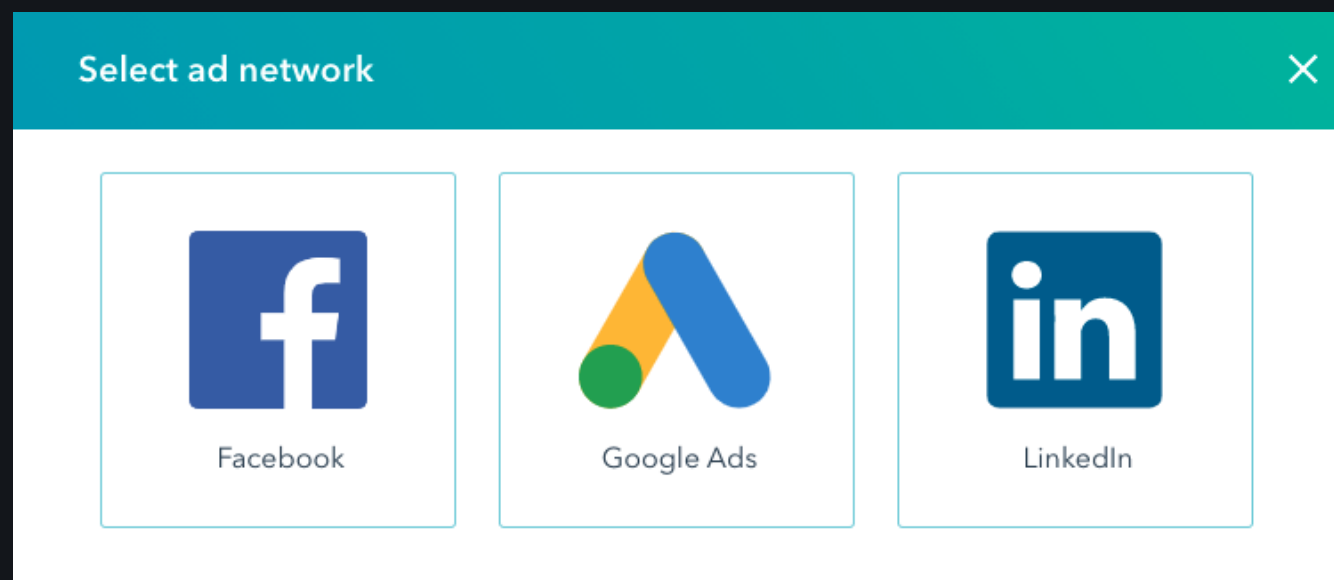
## FREE

Get Started for Free














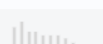
# ATTRACT

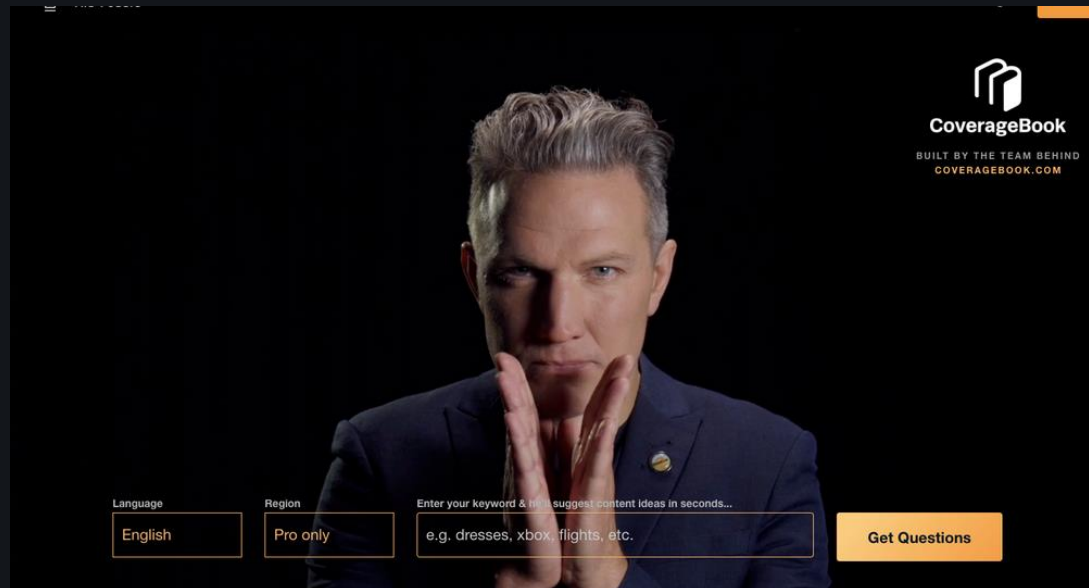
# PAID ADS


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# CONTENT TOOLS

KEYWORD IDEAS						
	SUGGESTIONS	RELATED	QUESTIONS	PREPOSITIONS	COMPARISONS	
KEYWORD <sup>?</sup>	TREND <sup>?</sup>	VOLUME <sup>?</sup>	CPC <sup>?</sup>	PD <sup>?</sup>	SD <sup>?</sup>	
donegal daily			246,000	€0.98	1	48
weather for donegal			18,100	€0.00	1	19
donegal weather			18,100	€0.02	1	24
donegal gaa			14,800	€0.44	1	23
donegal			14,800	€0.43	1	36
donegal democrat			14,800	€0.00	1	23
donegal now			9,900	€0.04	1	21





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Language:  Region:

Enter your keyword & hit to suggest content ideas in seconds...

# BLOGGING




There's more..

If you're ready to start using a CRM system for your business? There are many things a CRM can do that should get marketers, salespeople, or business owners pretty excited! Here's how a CRM can make you a more effective marketing and sales machine.

[CLAIM EBOOK](#)

Ready to get started?

Contact Atlanticus Digital today to see how we can get you started on your quest to gain more qualified leads.



SERVICES + CLIENTS + ABOUT + BLOG CONTACT US

[BOOK A CONSULTATION](#)



## HubSpot CMS - The Next Big Thing for Marketers

Blog

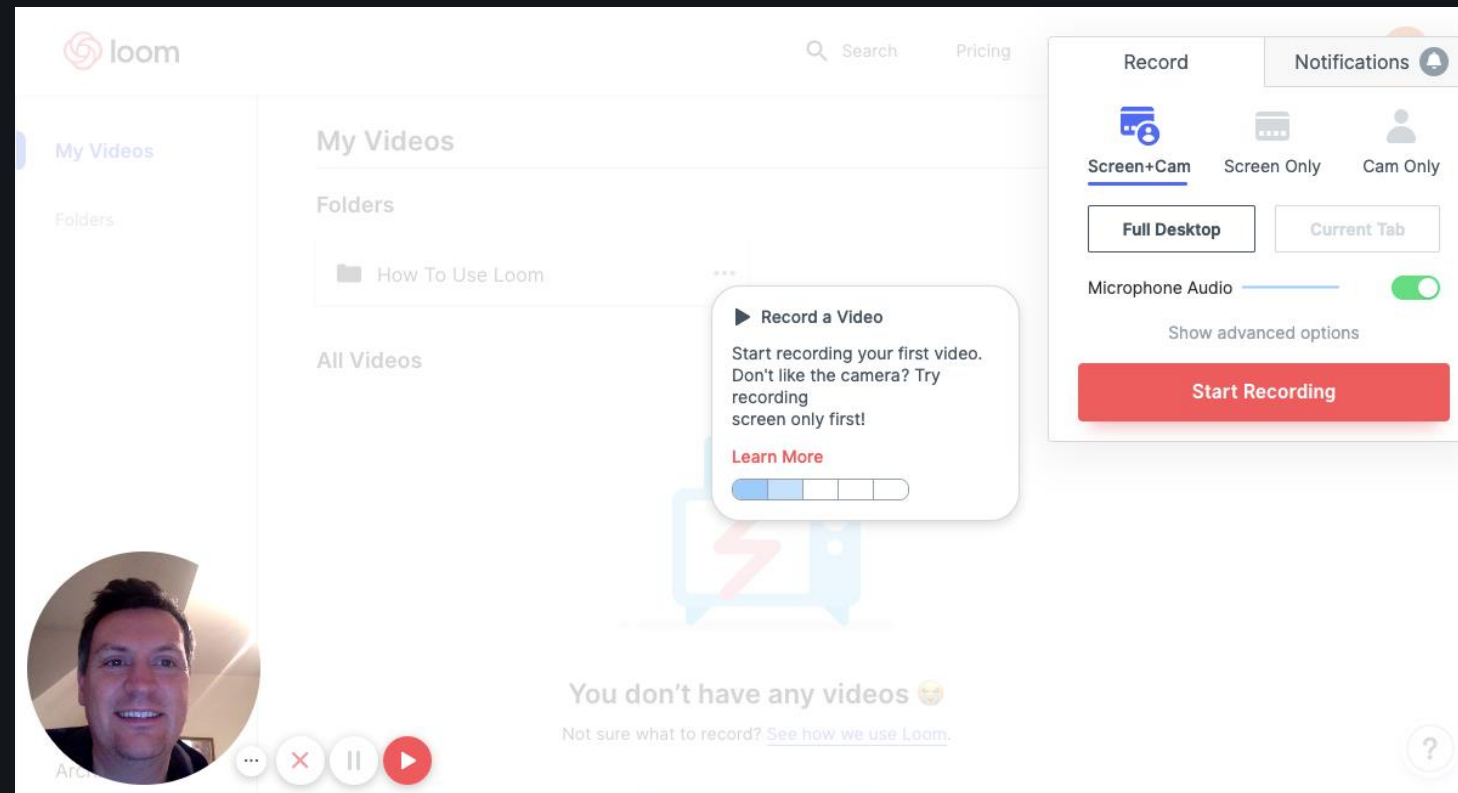
### HubSpot CMS - The Next Big Thing for Marketers

Posted by Niall Parfitt on May 4, 2020 10:46:34 PM /

Tags: [BLOG](#)

[f](#) [t](#) [in](#) 

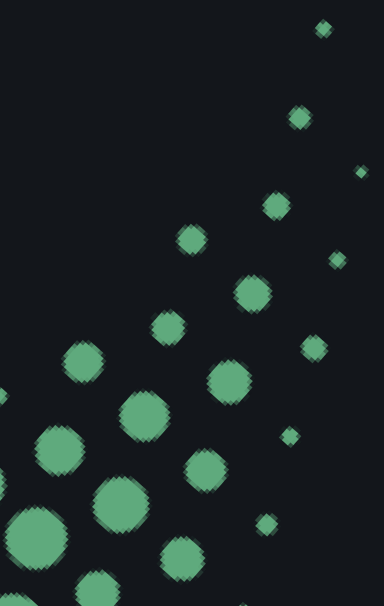
# VIDEO EMAIL



The screenshot shows the Loom web application interface. At the top left is the Loom logo. To its right are search and pricing links. A left sidebar contains 'My Videos' and 'Folders'. The main area is titled 'My Videos' and shows a folder named 'How To Use Loom'. Below this is an 'All Videos' section which is currently empty. A central pop-up box titled 'Record a Video' contains the text: 'Start recording your first video. Don't like the camera? Try recording screen only first!' and a 'Learn More' link. On the right side, a 'Record' control panel is visible, featuring three recording modes: 'Screen+Cam' (selected), 'Screen Only', and 'Cam Only'. Below these are buttons for 'Full Desktop' and 'Current Tab', a 'Microphone Audio' toggle switch which is turned on, and a 'Start Recording' button. At the bottom of the interface, there is a video player showing a man's face, with playback controls (stop, play, volume) and a message: 'You don't have any videos 😊' with a link to 'See how we use Loom.' and a help icon.

# SOCIAL

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# USE THE CHAMBER

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## The Chamber Website

Using the Member section to look for prospects

<https://newrychamber.com/members/>.

## Chamber Networking Events

Chamber networking events are a great opportunity to engage with other prospects.

Have your virtual business card ready!

Have all your contact details ready to copy over to the chat section.

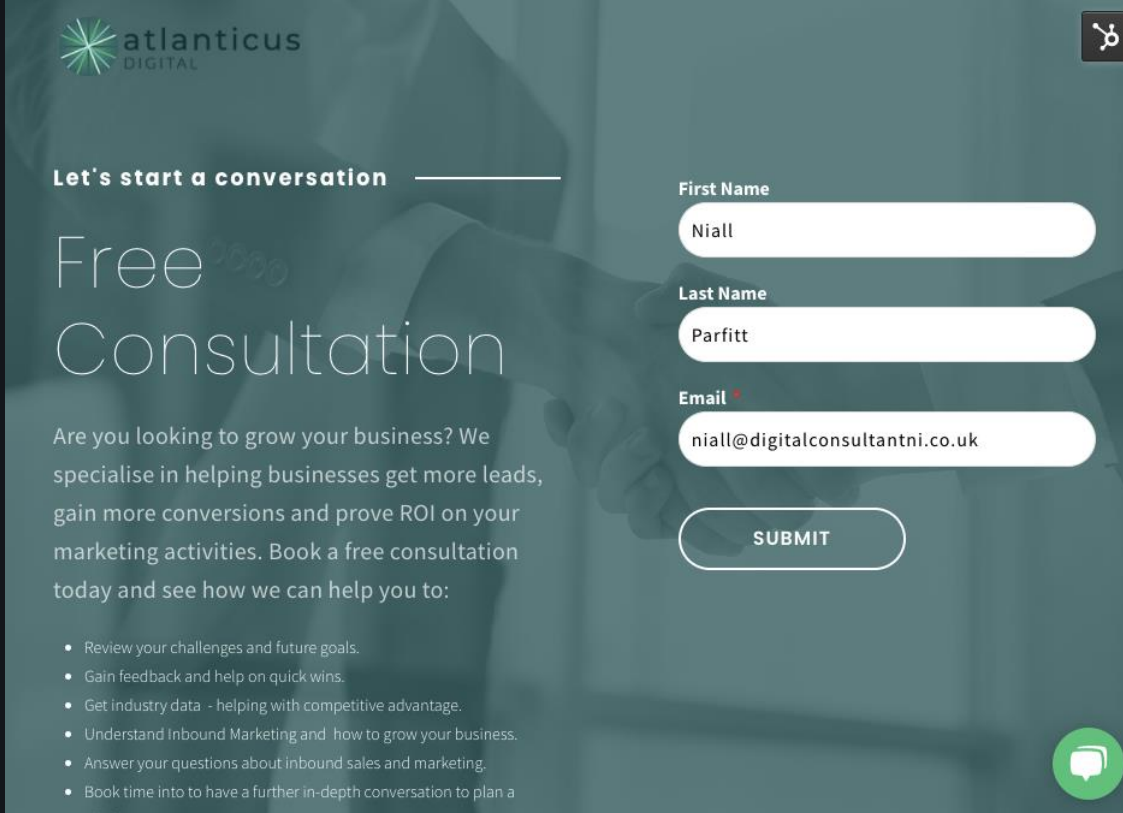
# ENGAGE


# OPTIMISE FORMS

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# Optimise Forms



 atlanticus  
DIGITAL

Let's start a conversation

## Free Consultation

Are you looking to grow your business? We specialise in helping businesses get more leads, gain more conversions and prove ROI on your marketing activities. Book a free consultation today and see how we can help you to:


- Review your challenges and future goals.
- Gain feedback and help on quick wins.
- Get industry data - helping with competitive advantage.
- Understand Inbound Marketing and how to grow your business.
- Answer your questions about inbound sales and marketing.
- Book time into to have a further in-depth conversation to plan a

First Name  
Niall

Last Name  
Parfitt

Email \*  
niall@digitalconsultantni.co.uk

SUBMIT





# FORMS

**New Customer Registration Form** [Use Template](#)

FORM PREVIEW

### Customer Details:

**Full Name \***

First Name Last Name

**Address \***

Street Address

Street Address Line 2

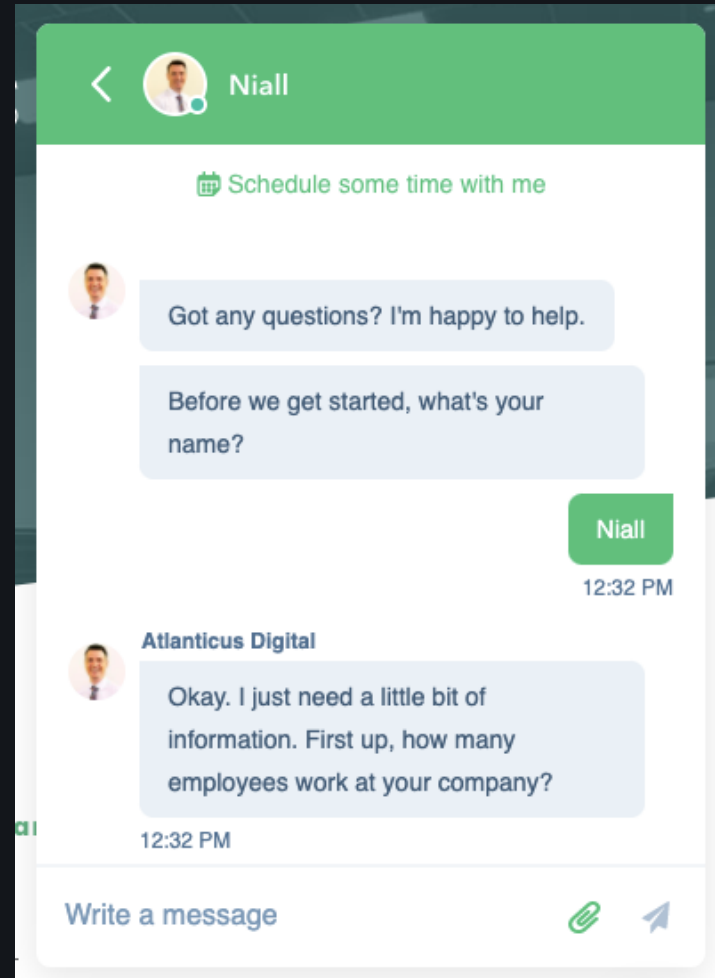
City State / Province

# EMAIL MARKETING

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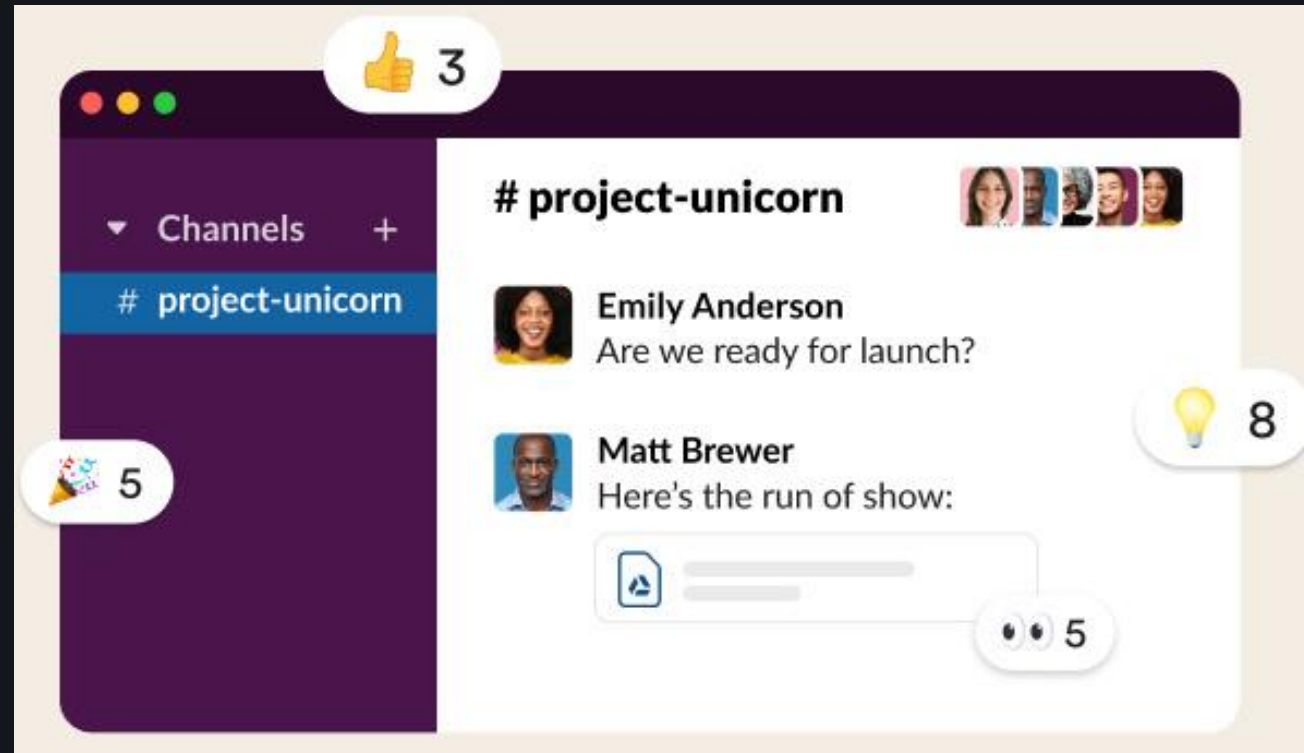


# CHAT



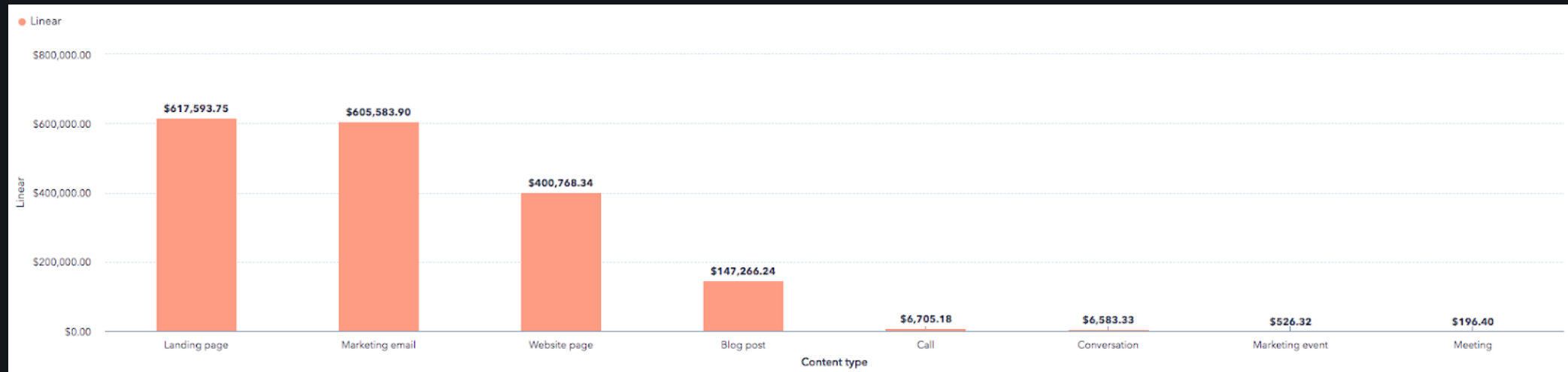


# LEAD GEN



# DELIGHT

# ATTRIBUTION REPORTING



# SMART CONTENT



## Make smart ×

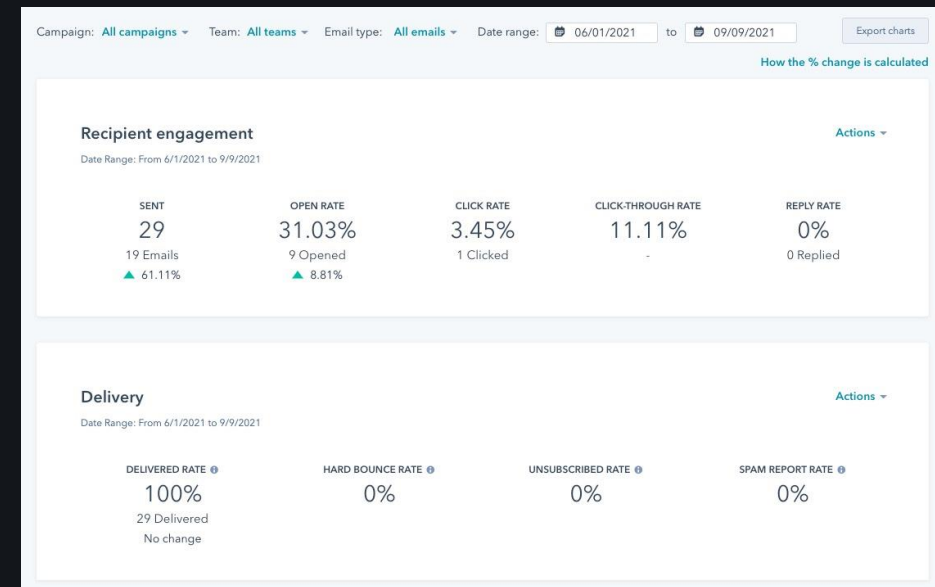
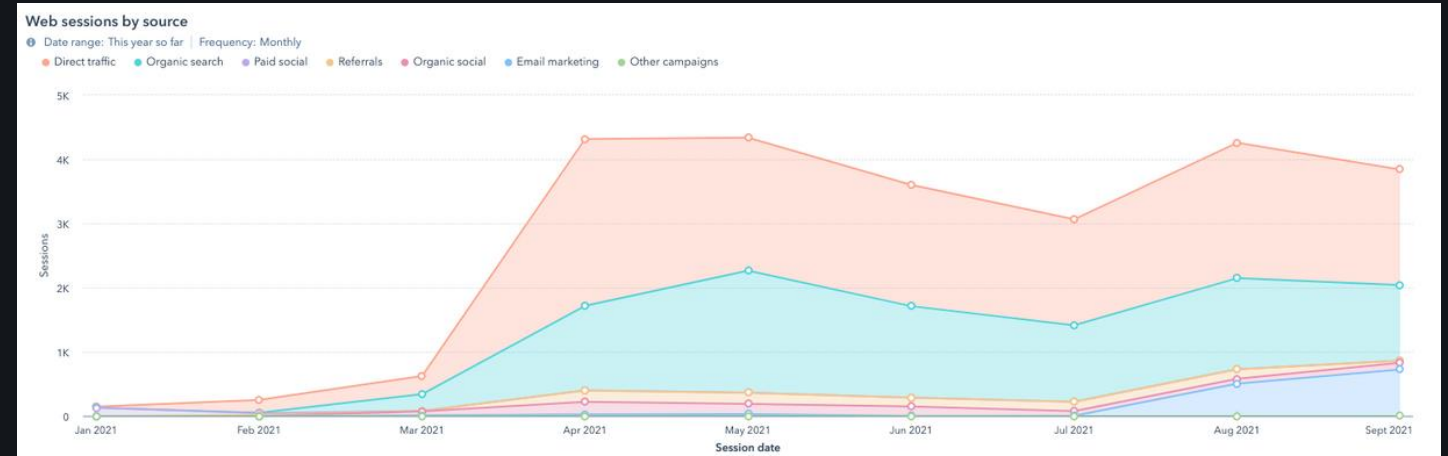
Show different content based on:

- Country
- Device type
- Referral source
- Preferred language
- Contact list membership
- Contact lifecycle stage



# REPORTING

HubSpot  
Google Analytics



# GDPR

## How to Run an Inbound Marketing Campaign.

### Free Checklist to Download

Years ago, running a marketing campaign meant developing creative, writing a check, and crossing your fingers that results would follow.

The channels that marketers use today are different, but the same problem remains: disconnected tools and channels means it's tough to measure results, and the experience for your leads often feels disconnected.

**With this free checklist, you will be given a new framework for campaigns that solves all of these common marketing problems.**

You will learn how to develop an inbound marketing campaign that:

Email\*

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# BONUS CONTENT?

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# THANK YOU



**Niall Parfitt FCIM MSc**

HubSpot Platinum Solutions Partner | Atlanticus  
Digital Owner | Director/Trustee at The...



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