

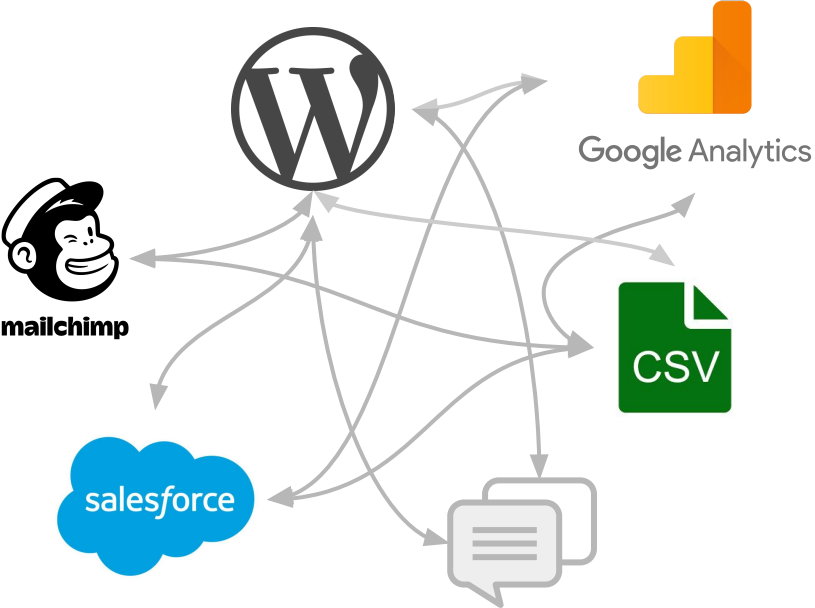
A decorative graphic on the left side of the slide. It features a large teal circle at the bottom left, a smaller orange circle at the top left, and a larger yellow circle in the middle. A white triangle points from the left towards the yellow circle.

Two Things Marketers Must Do to Thrive in the New Normal



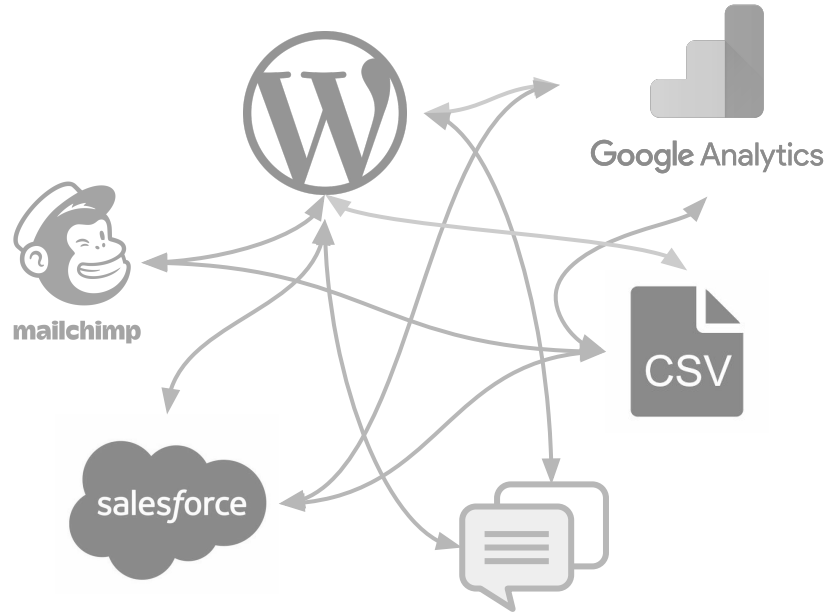
David Fallarme
Asia Head of Marketing
HubSpot

OLD WAY

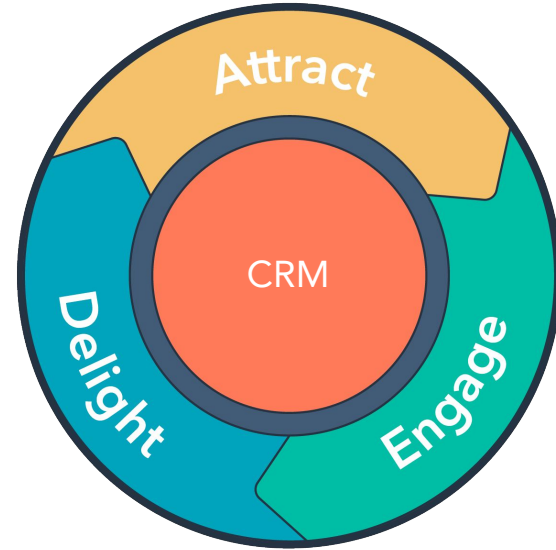




OLD WAY



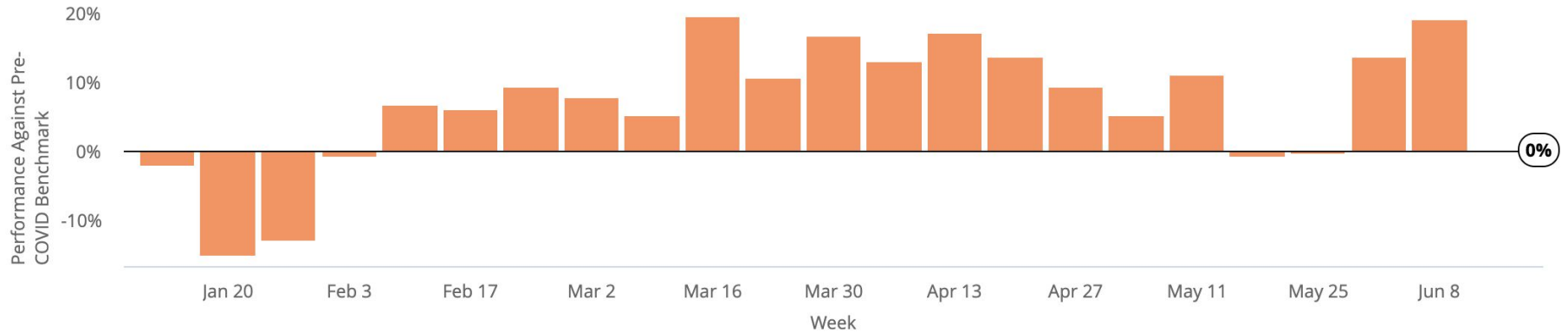
ALL IN ONE



Data: How buyer
behavior has changed in
the “new normal”



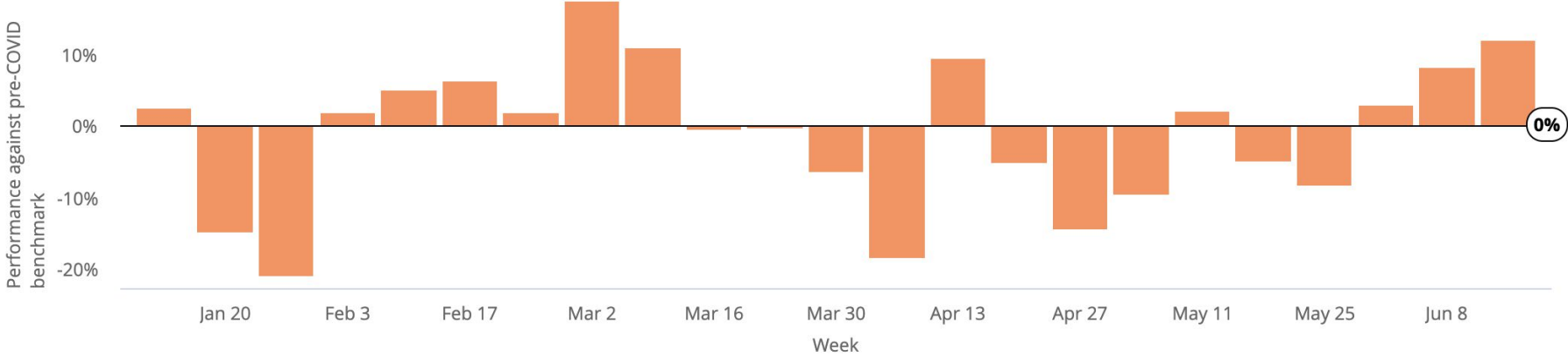
Data: Website Traffic is at an all time high



Website Traffic benchmark (pre vs post COVID)



Data: Deals created remain lower than pre-COVID levels but began to recover in June



Deal creation benchmark (pre vs post COVID)



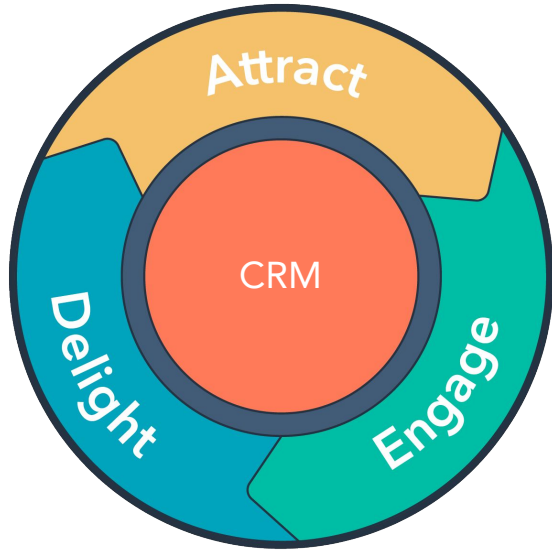
The image features a vibrant, abstract composition. On the left side, there are several overlapping circles: a large teal circle at the bottom left, a medium-sized orange circle above it, and a large yellow circle to the right of the orange one. A white triangle points from the left edge towards the center of the yellow circle. The background is a solid, light pinkish-red color. The text 'SHIFT #1' is positioned in the upper right quadrant of the image.

SHIFT #1

A decorative graphic on the left side of the slide. It features a large teal circle at the bottom left, a smaller orange circle above it, and a larger yellow circle to the right. A white triangle points from the teal circle towards the yellow circle. The background is a gradient from pink to orange.

SHIFT #1

An Inbound strategy is a competitive advantage



In the new normal:

1. Buyers are online more than ever before
2. With more information online, buyers do more homework before making decisions

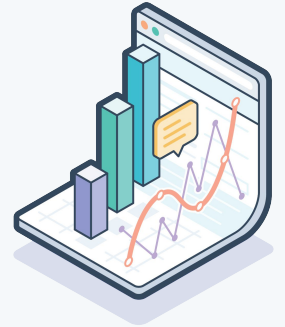


Inbound Businesses = Advantage in New Normal

Attract

Engage

Delight



Inbound Businesses = Advantage in New Normal

Attract

Builds trust with prospects and leads

Engage

Delight



Inbound Businesses = Advantage in New Normal

Attract

Builds trust with prospects and leads

Engage

Provides value before asking for value in return

Delight



Inbound Businesses = Advantage in New Normal

Attract

Builds trust with prospects and leads

Engage

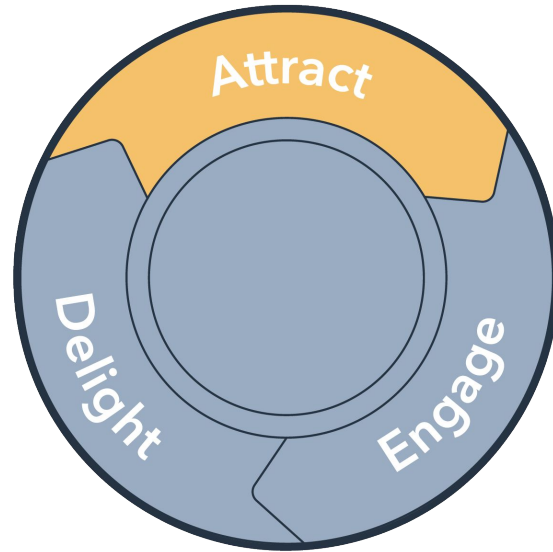
Provides value before asking for value in return

Delight

Empowers customers to be successful



Building trust with prospects and leads



Building trust (and traffic) with inbound

Watch this week's remote work themed webinar featuring Slack, Trello, and LinkedIn! [Watch Now](#)

Adapt 2020: An Education Series

As we've heard from so many of you, the global health and economic crisis has upended businesses across every industry. We hope you'll join us as we work together to find new strategies, opportunities for connection, and paths for conversion.

In the coming months - through weekly installments - we'll be focusing on the shifts you need to make to build a marketing strategy for today's unique situation and tomorrow's new economy.

Each Week You'll Get:

- Benchmark Data**
We're digging into our own aggregated and anonymized customer data to help bring to light current marketing, sales, and services trends.
- Educational Content**
Blog posts, guides, templates, and more - we'll share relevant resources that help you put these strategies into action.
- Live Events**
Each week, we'll bring you thought leaders from across sales, marketing, and services to share their thoughts and answer your questions.

Get Curated Weekly Content Right in Your Inbox

[Webinar]

How Asian businesses are adapting to the new (ab)normal

View more lessons

The HubSpot-Built Integration for Zoom

- Why should you integrate Zoom with HubSpot? a few seconds
- How the Zoom integration works in HubSpot 3 minutes

The HubSpot-Built Integration for Zoom

Auto play Play speed 100%

HubSpot | Slack

Remote Sales & Marketing: A Guide to Moving Your Business Online



When you help your customers self-educate, everybody wins

25%

Marketing Email

Marketing email engagement has climbed to 25% higher than pre-COVID averages.

40%

Marketing Blog

HubSpot Marketing Blog has experienced a 40% rise in weekly organic traffic volume during the same period.



It's not always about creating new content

TOPIC LEARNING PATH

Remote Work

The future of work is increasingly remote. From building remote teams, to running remote meetings and events, everything you need to know is here.

[Explore the Remote Work Report](#)

[Explore More Posts](#)

28 POSTS



How Vase.ai leaned into the new normal

Services - Market Research

Vase Care - helping you navigate through COVID-19

In this New Normal, consumers have changed their behaviour drastically

Shift in Purchase Behaviour

60%

now shop Offline, +25% increase
from Phase 1 of the MCO

Shift in Activities

65%

spend 1-3 hours a day
Gardening

Shift in Media Consumption

92%

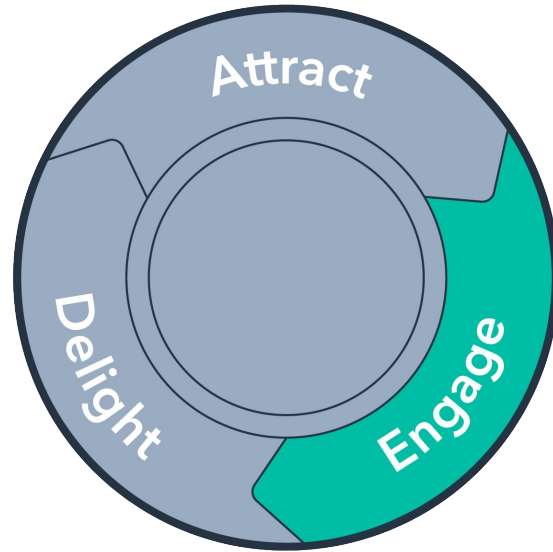
watch YouTube in Phase 3 of the
MCO, 25% increase from Phase 1

Shift in Essentials

50%

purchased Home Appliances
during the MCO period

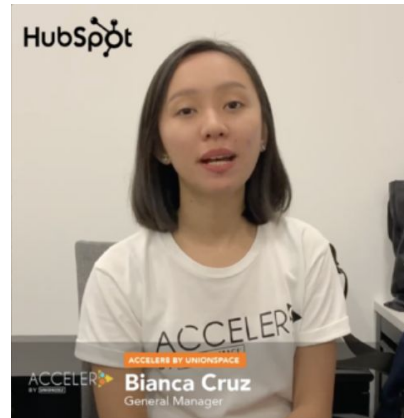
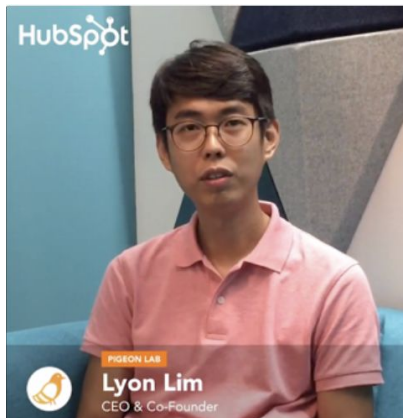
Providing value before asking for value



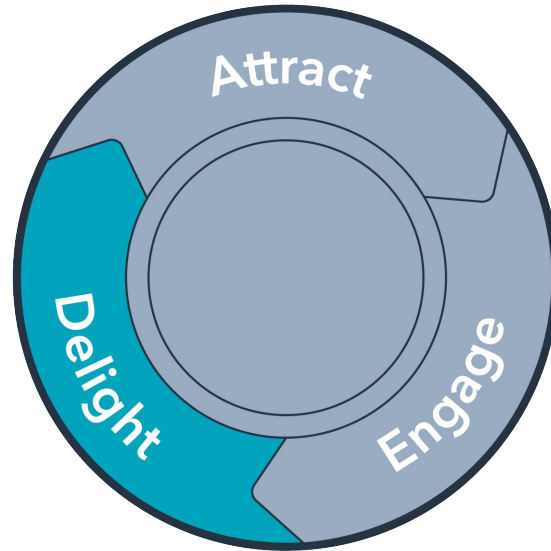
Using Inbound To Help Your Sales Team

Customers of HubSpot Asia


Thinking of choosing HubSpot, but have some questions before you move forward? Then you've come to the right place. Welcome to Customers of HubSpot, a video library dedicated to our customers and their journey with HubSpot and the inbound methodology.



Empower Customers To Be Successful



COVID-19 Business Best Practices

[CRM & Sales Hub](#) ▾[Marketing Hub](#) ▾[Service Hub](#) ▾[HubSpot Developers](#) ▾[Academy & Learning Center](#) ▾[📍 Ideas](#)Filter by: [All labels](#) ▾[Create post](#)[Options](#) ▾**Welcome to the conversation - we're here to help** by [jennysowyrda](#)  on Mar 30, 2020

2

REPLIES

344

VIEWS

Working from home with children Interview <NorthAM edition part 2> by [jennysowyrda](#)  Friday

0

REPLIES

48

VIEWS



In the new normal:

1. Buyers are online more than ever before
2. With more information online, buyers do more homework before making decisions



In the new normal:

1. Buyers are online more than ever before



1. Increase the size of your online footprint by creating more content

2. With more information online, buyers do more homework before making decisions



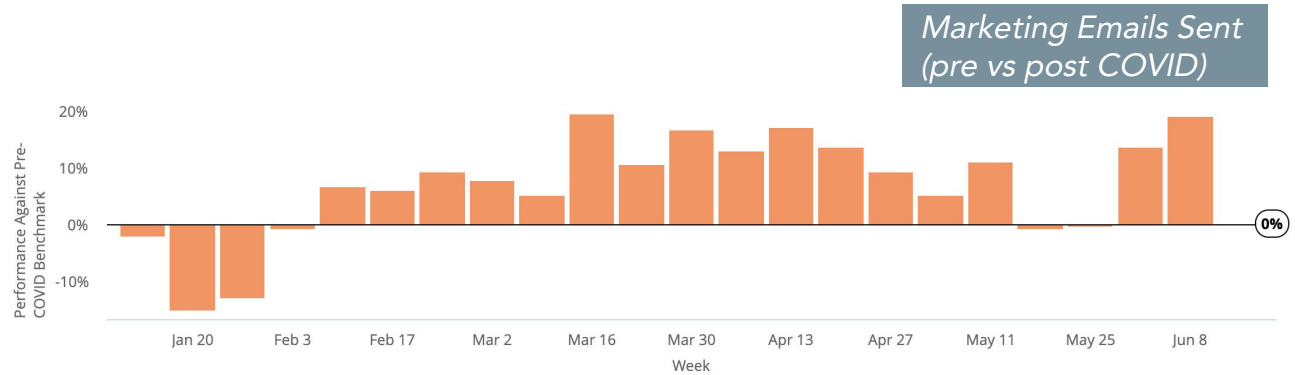
2. Evaluate which part of your flywheel has the biggest content gaps



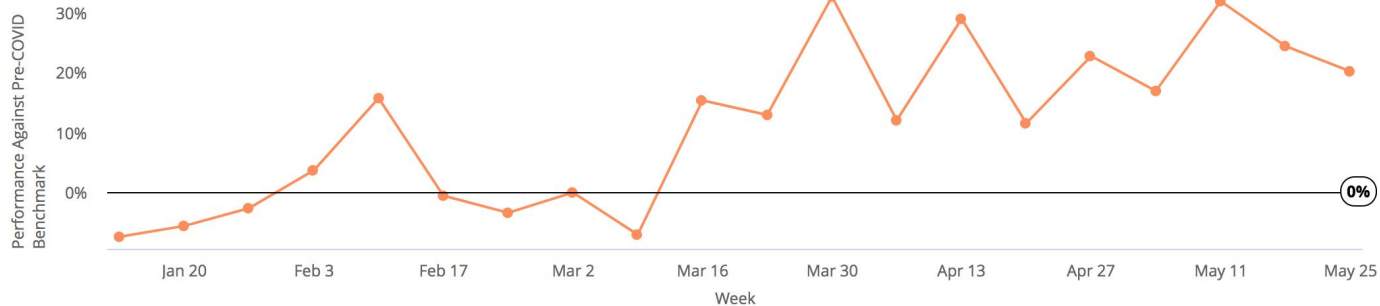
Data: How prospects
and customers respond
has also changed



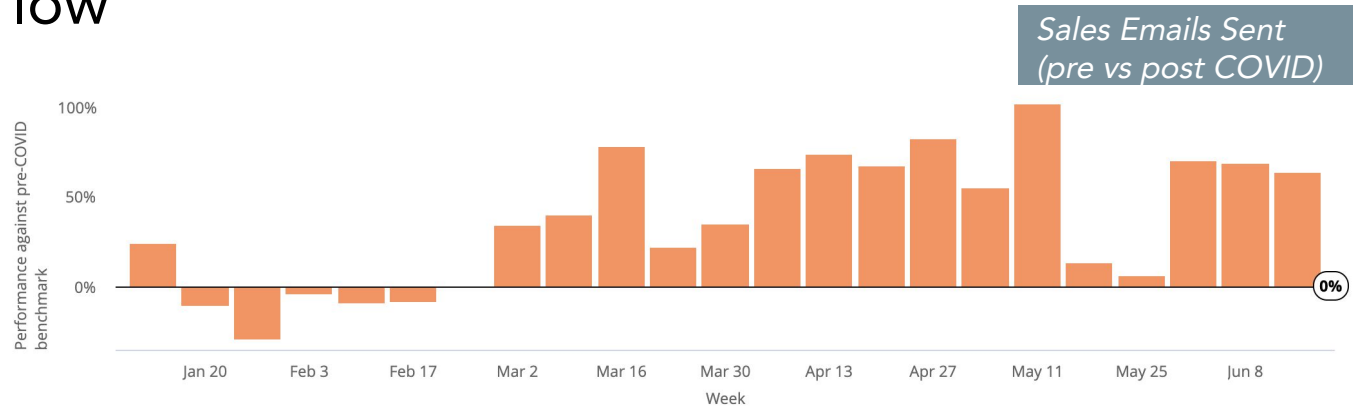
Data: Marketers in Asia have been sending more emails than ever & seeing unprecedented response rates



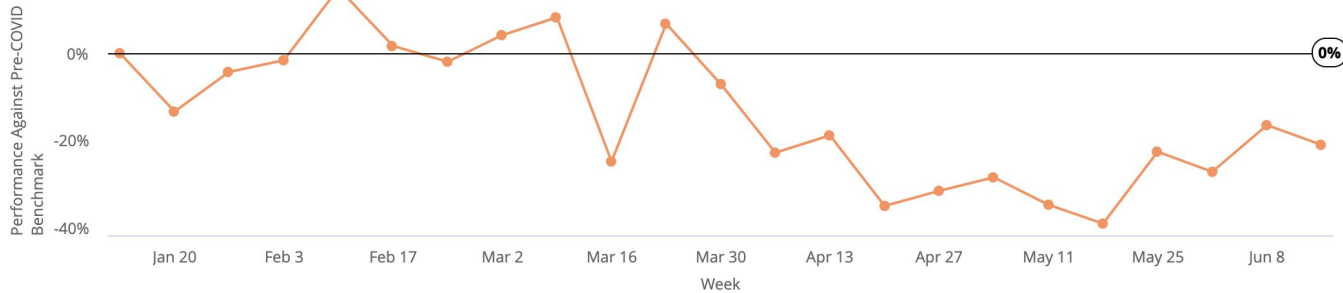
Email response rate (pre vs post COVID)



Data: Sales teams are sending more emails than ever but engagement is low



Email response rate (pre vs post COVID)



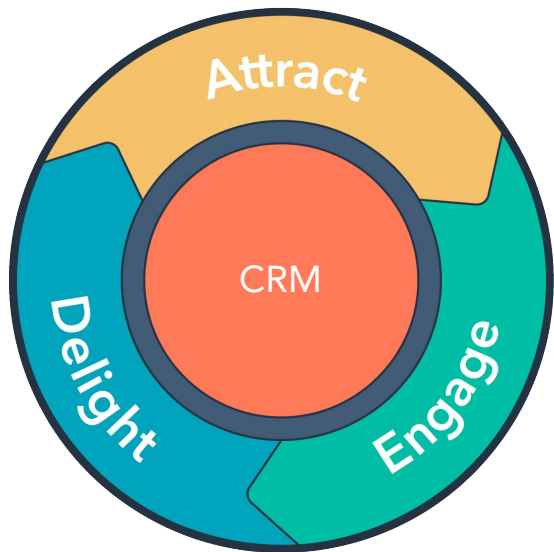
The image features a vibrant pink background. On the left side, there are several overlapping geometric shapes: a large teal circle at the bottom left, a smaller orange circle above it, and a larger yellow circle to the right of the orange one. A white triangle points from the left edge towards the center of the yellow circle. The text "SHIFT #2" is positioned to the right of the yellow circle.

SHIFT #2

A decorative graphic on the left side of the slide. It features a large teal circle at the bottom left, a smaller orange circle above it, and a larger yellow circle to the right. A white triangle points from the teal circle towards the yellow circle. The background is a gradient of pink and orange.

SHIFT #2

“Right Time, Right Message”
becomes more important than
ever before



In the new normal:

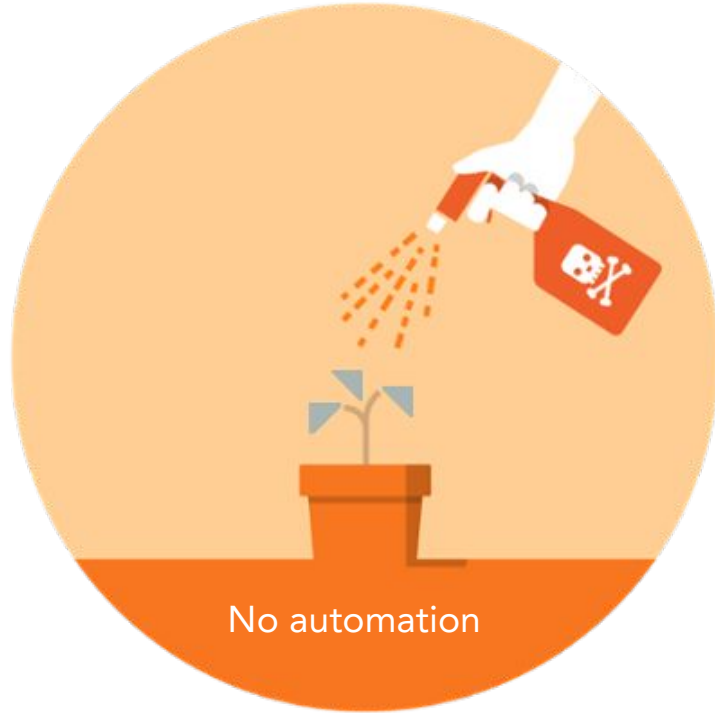
1. Email marketing overload will increase the bar for relevance
2. Inboxes are noisier, Sales has to do more to stand out



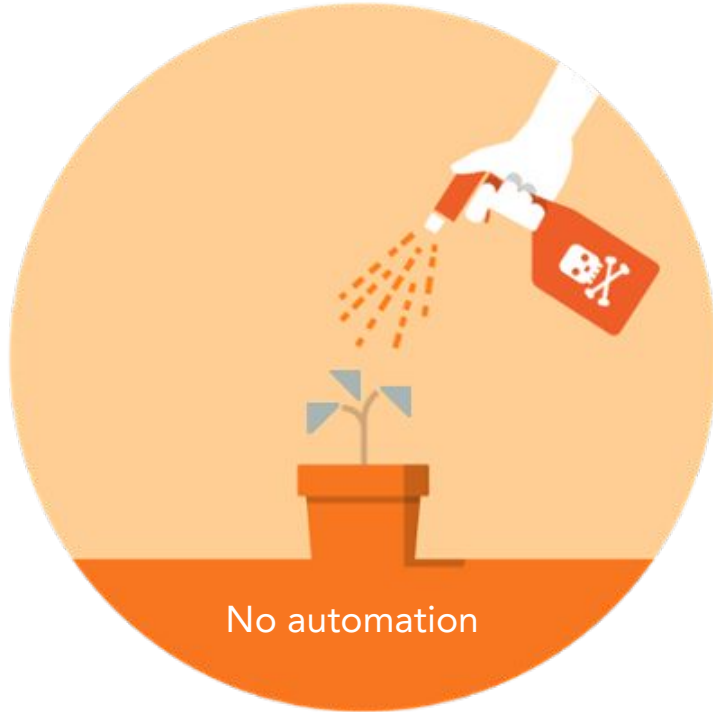
How most companies treat their email databases today



Marketing automation prevents you from killing your list



Marketing automation prevents you from killing your list



Marketing Automation 101

- 1
- 2
- 3
- 4



Marketing Automation 101

- 1 Segment your leads
- 2
- 3
- 4



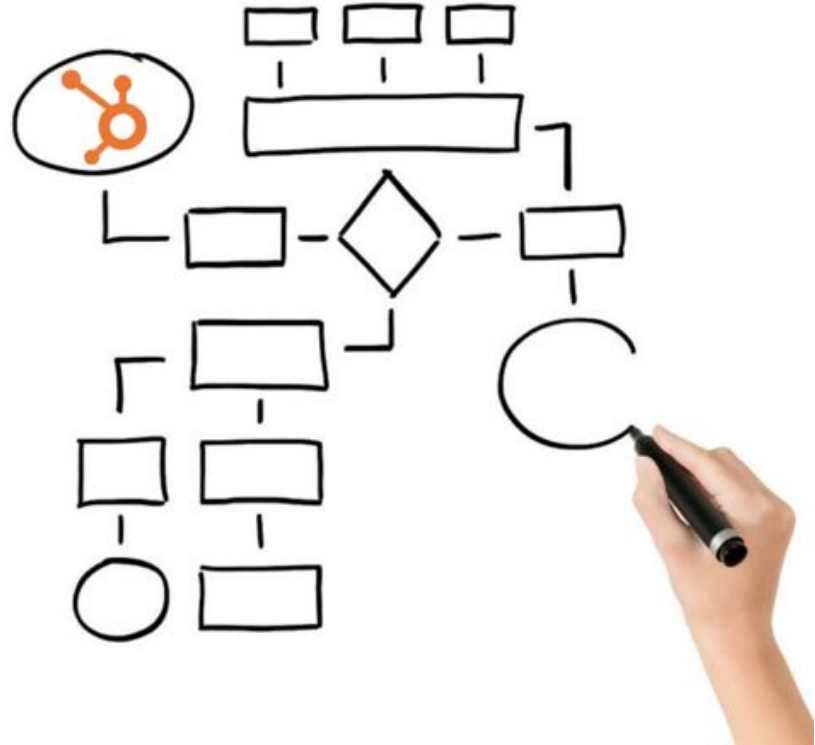
Marketing Automation 101

- 1 Segment your leads
- 2 Show them the right content
- 3
- 4



Use Workflows

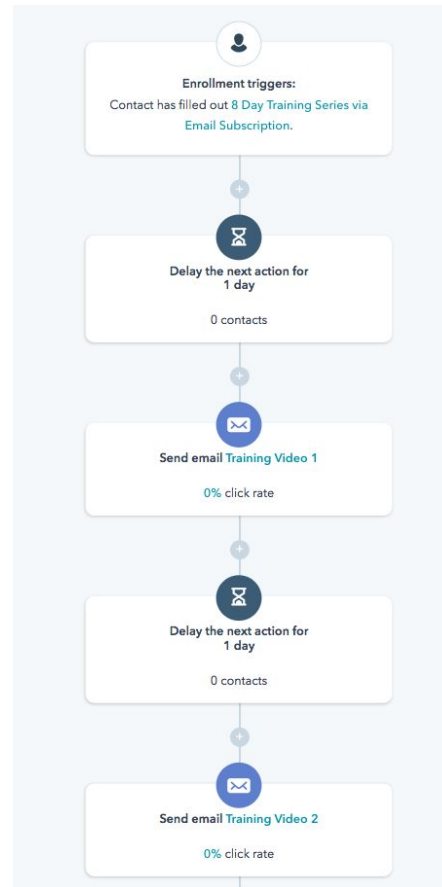
A workflow is series of automated actions that you can trigger to occur based on a person's behaviors or contact information



Update your workflows to reflect new messaging

→ Form Submission for “Subscribed to Remote Work Ebook”

Step 1	Send email: “Here’s Your Ebook”
Step 3	5 days later, Send email: “5 Things Every Business should ensure before implementing Remote Work”
Step 5	10 days later, Send email: “Client Case Study specific to the industry”
Step 9	15 days later, Send email: “Request Your Free Consultation”



Marketing Automation 101

- 1 Segment your leads
- 2 Show them the right content
- 3 Set Up Triggers
- 4

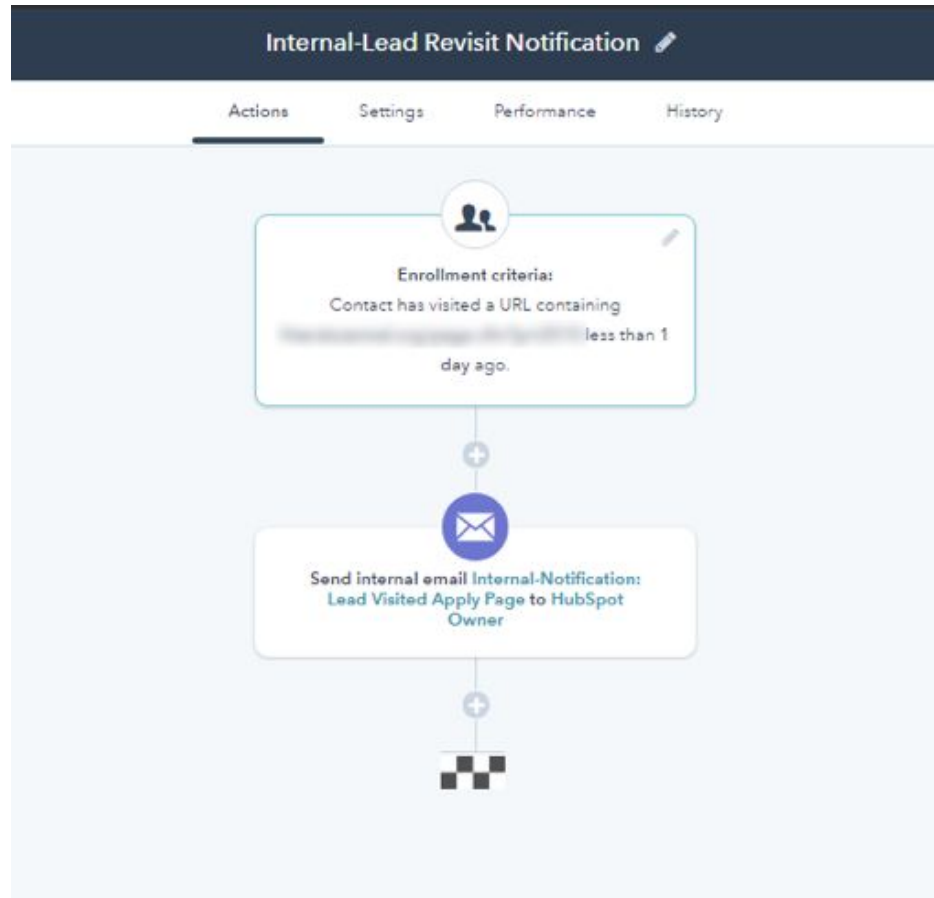


Example 1: Web pages visited

If Lead visits Page X, notify Sales

Example 2: Content Download

If lead downloads a ebook, notify Sales



Example 1: Web pages visited

If Lead visits Page X, notify Sales

Example 2: Content Download

If lead downloads a ebook, notify Sales

The screenshot shows a configuration page for an internal notification. At the top, there is a dark header with the title "Internal-Lead Revisit Notification" and an edit icon. Below the header is a navigation bar with four tabs: "Actions", "Settings", "Performance", and "History". The "Settings" tab is currently selected. A large teal rounded rectangle is overlaid on the page with the text "Right Time" in white. Below this, a vertical flow diagram is visible. It starts with a plus sign icon, followed by a blue envelope icon representing an email notification. A white box contains the text: "Send internal email Internal-Notification: Lead Visited Apply Page to HubSpot Owner". Below the box is another plus sign icon, and at the bottom is a black and white checkerboard icon representing a tracking pixel.



Example 1: Web pages visited

If Lead visits Page X, notify Sales

Example 2: Content Download

If lead downloads a ebook, notify Sales

The screenshot displays a user interface for configuring internal-lead revisit notifications. At the top, a dark header contains the title "Internal-Lead Revisit Notification" and a pencil icon. Below the header is a navigation bar with four tabs: "Actions", "Settings", "Performance", and "History". The "Actions" tab is currently selected. The main content area features two large, teal, rounded rectangular buttons stacked vertically. The top button is labeled "Right Time" and the bottom button is labeled "Right Message". Below the "Right Message" button, there is a small icon consisting of a plus sign above a 2x2 checkerboard pattern.

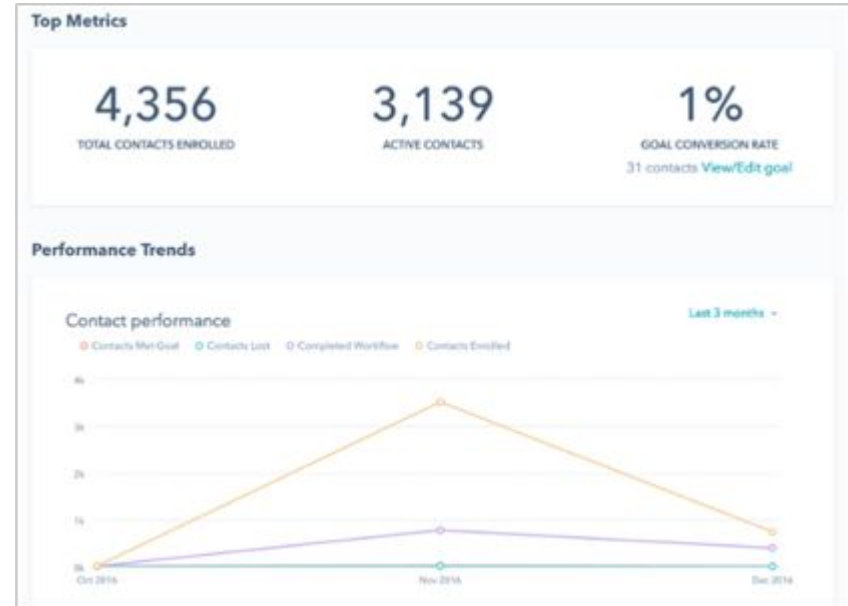


Marketing Automation 101

- 1 Segment your leads
- 2 Show them the right content
- 3 Set Up Triggers
- 4 Measure Results



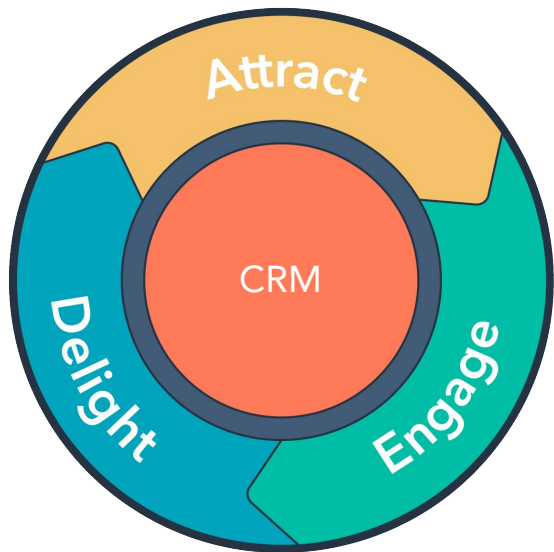
Measure workflow performance against goals and tweak your campaigns accordingly



Recap

- 1 Segment your leads
- 2 Show them the right content
- 3 Set Up Triggers
- 4 Measure Results





In the new normal:

1. Email marketing overload will increase the bar for relevance
2. Inboxes are noisier, Sales has to do more to stand out



Outside
Sales

Inside
Sales



Reinventing Your Outreach

1. You must be adaptable - change your message and experiment
2. Find fit: How do you sell to different cohorts? Which cohorts do you focus on?
3. Arm yourself with as much data and helpful content as you can



Email



Templates Sequences Documents Meetings ▾ Quotes ▾

To Casper Ong ×

From

Cc Bcc

Subject

--

Prefer fewer emails from me? Click [here](#)



Associated with 2 rec

Send

Send Later

Create a follow-up task

Insert video



vidyard GoVideo ▾

New Video

Search

Vidyard Recording

May 15, 2018

Vidyard Recording

Apr 20, 2018

Vidyard Recording

Apr 20, 2018

Vidyard Recording

Apr 19, 2018

✓ 1 Selected

Insert



Edit template



Name: Sales - COVID-19

Owner: Cody Normand

Subject: We're here to help if you need us - HubSpot & Comps Shared with everyone 2020 SP+E Templates

Hi **Contact: First name**,

I hope you, your family and colleagues are staying safe, healthy and sane during these unprecedented times. If not, obviously disregard this email and carry on.

We are all in this together trying to figure out how to make work "work" and keep our businesses on track. In these trying times, HubSpot believes deeply in educating and helping customers on their sales and marketing strategy should you be in a position to talk.

We aim to help you set up your digital/online presence as well as internal processes that will help you not only adapt to the new normal - but build better relationships with your clients so you are positioned to scale up when the time comes.

Are you in a place where a conversation would make sense? Zero worries if not - just let me know and I'd be happy to chat. In

B **I** **U** **T** **x** **More** **Personalize** **Insert**

Your signature will be included when you use this template. [Edit signature](#)

Save as new template

Update existing template

Cancel

2 Content suggestions

HubSpot

HIGHLY IMPACTED INDUSTRIES

- ★ Food Service
- ★ Travel & Tourism
- ★ Theaters, museums and entertainment venues
- ★ Schools and non profit organizations that are closed or need to cancel upcoming events
- ★ Businesses with brick and mortar locations that have closures or amended hours and/or services
- ★ Music and Entertainment who rely on production or live events.

LESS IMPACTED INDUSTRIES

- ★ Software as a Service (SaaS)
- ★ Biotech
- ★ Industrial Cleaning & Supplies
- ★ Medical Products
- ★ Telehealth
- ★ Health Products/Workout
- ★ Online Training/Content
- ★ Collaboration Tools
- ★ Delivery Meal Services
- ★ eCommerce
- ★ Delivery & Logistics
- ★ Live streaming platforms
- ★ Entertainment (gaming)
- ★ Consulting for less impacted industries

Questions for consideration:

- How is this company impacted by COVID-19?
- How are this company's customers impacted by COVID-19?
- Has the CAC or LTV of a customer changed for this company amidst COVID-19?
- Does this company need to ramp up or adapt to remote working?
- What strategies would help this company manage an influx of business?
- Where does their internal team need the most assistance right now?
- Does this business have an eCommerce component?
- Is there a creative way this business could adjust their service/product offering to adapt?

Book time with your manager to formulate a game-plan to target any of these industries





Damien | Pete [HubSpot Partnershi

POINTS OF INTEREST ×

February 1

OBJECTIONS

- to be honest 2 the challenge 1
- concerns 1 expensive 1

PARTNER PROGRAM

- partner 20 partner program 7
- channel account manager 3 clients 2
- sell 3 commission 3 retainers 1
- refer 1 channel consultant 1
- channel 5 Cam 1

URGENCY

- how 18 do you 7 are you 4
- where are you 1 what are you 1
- What do 1

ACTION ITEMS 🔍

- HubSpot - Action Items 6

QUESTIONS 🔍

- Asked by HubSpot 22 Asked by Other 9

Peter Kelich: 30:31

"Yeah, I'll, I'll send over another invite with the Zoom just like this one."

Peter Kelich: 30:36

"Obviously, you know, I'll, I'll try to put together a little resource package for you guys."

Peter Kelich: 30:53

"Obviously any questions thoughts concerns come up ahead of that that meeting, you know, I'm, I'm all ears. I'm here for you."

#lead-updates Today

2:24 PM **matush** Keep that feedback coming! We have big goals and changes for next month's load, and a lot of the prioritization will be driven from your feedback. Sheet for feedback is in the Dropbox. We can add this to the channel topic too

2:28 PM **Dylan Bannon** great sounds good!

2:31 PM **matush** we'll keep the updates coming in here so we can stay up to date

2:32 PM **Acceptance Test** joined #lead-updates by invitation from matush, along with 2 others.

2:34 PM **Dylan Bannon** cool. I'm gonna create a folder now with all of the interviews and I'll share it with you we can jump on a call later to hash out details

2:35 PM **matush** thanks make sure to share it with the others too especially George. he's really interested

2:37 PM **Dylan Bannon** Hey, did you see one of your leads was in the local news this morning? They are growing fast Might be a good time to check in on them

2:38 PM **matush** oh yeah, great catch!

2:38 PM I'll reach out to Greg about how we can help

Message #lead-updates

Follow message
Any replies will show up in All Threads

Copy link
Mark unread
Remind me about this
Pin to #lead-updates ...
Edit message
Delete message

Add a task HubSpot
More message actions...

In the new normal:

1. Email marketing overload will increase the bar for relevance
2. Inboxes are noisier, Sales has to do more to stand out



In the new normal:

1. Email marketing overload will increase the bar for relevance



1. Use automation to increase relevance of your campaigns

2. Inboxes are noisier, Sales has to do more to stand out



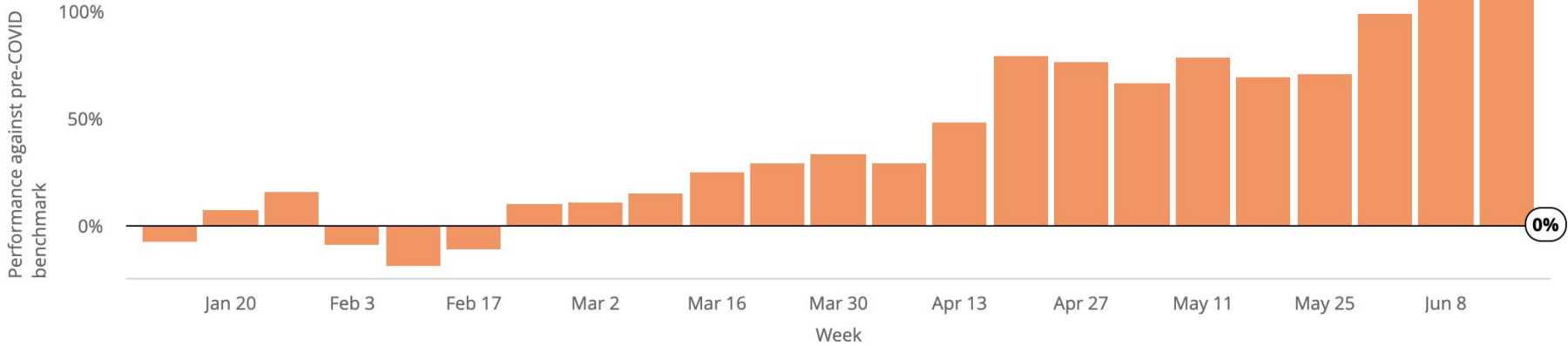
2. Information + Time saving tools = huge competitive advantage



Data: The “new normal”
is coming whether you
like it or not



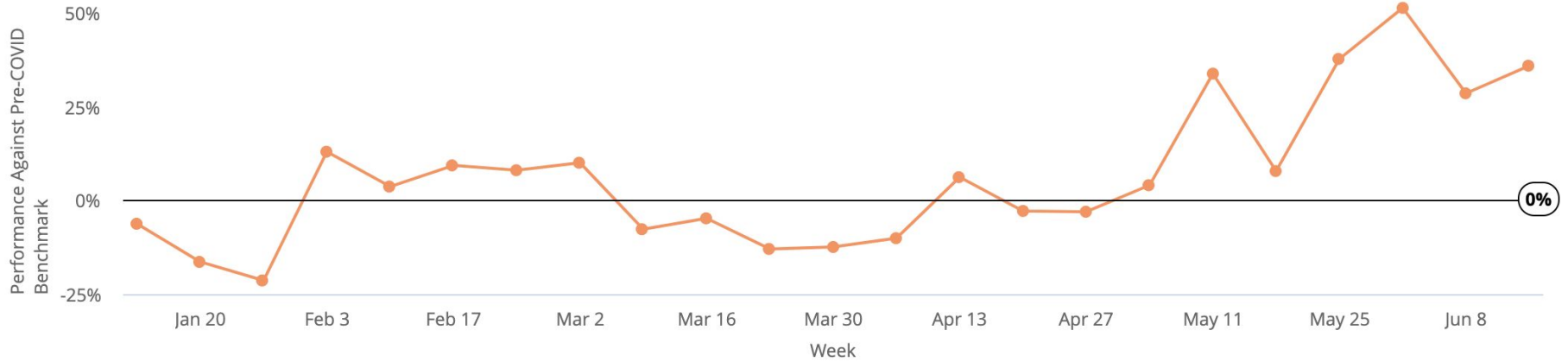
Data: Chat conversations at an all time high. More and more buyers are willing to engage with online chat versus phone



Chat Conversations benchmark (pre vs post COVID)



Data: As countries begin to stabilize, the # of customer wins is starting to pick up again



Deals closed benchmark (pre vs post COVID)



An abstract graphic on a pink background. On the left, there are overlapping circles: a large teal one at the bottom, a medium yellow one in the middle, and a small orange one above it. A white triangle points from the teal circle towards the yellow circle. The text 'SHIFT #1' is positioned above the yellow circle, and 'SHIFT #2' is positioned below it.

SHIFT #1

SHIFT #2



SHIFT #1

An Inbound strategy is a competitive advantage

SHIFT #2



SHIFT #1

An Inbound strategy is a competitive advantage

SHIFT #2

“Right Time, Right Message” becomes more important than ever before




adapt 2020



 adapt 2020



 hubspot





David Fallarme