

# Business Blog Marketing

Mike Volpe  
VP Marketing  
HubSpot



---

# Agenda

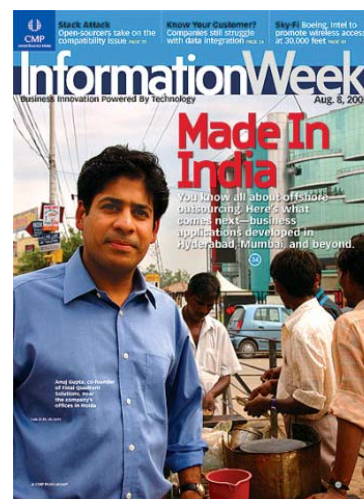


1. Why is blogging important?

2. The 3 Keys to Success

3. Measuring Results


# Marketers Doing Marketing

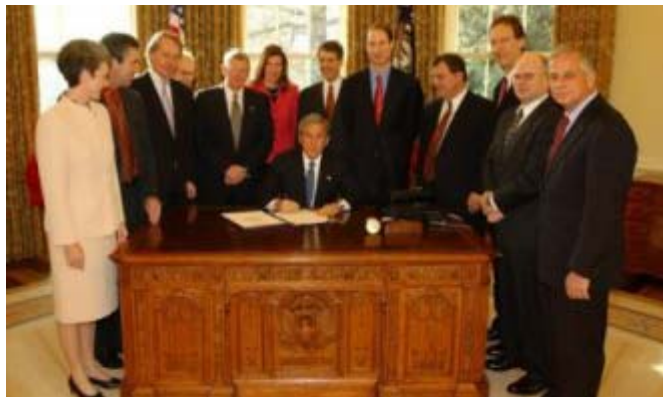


# People Blocking Marketing

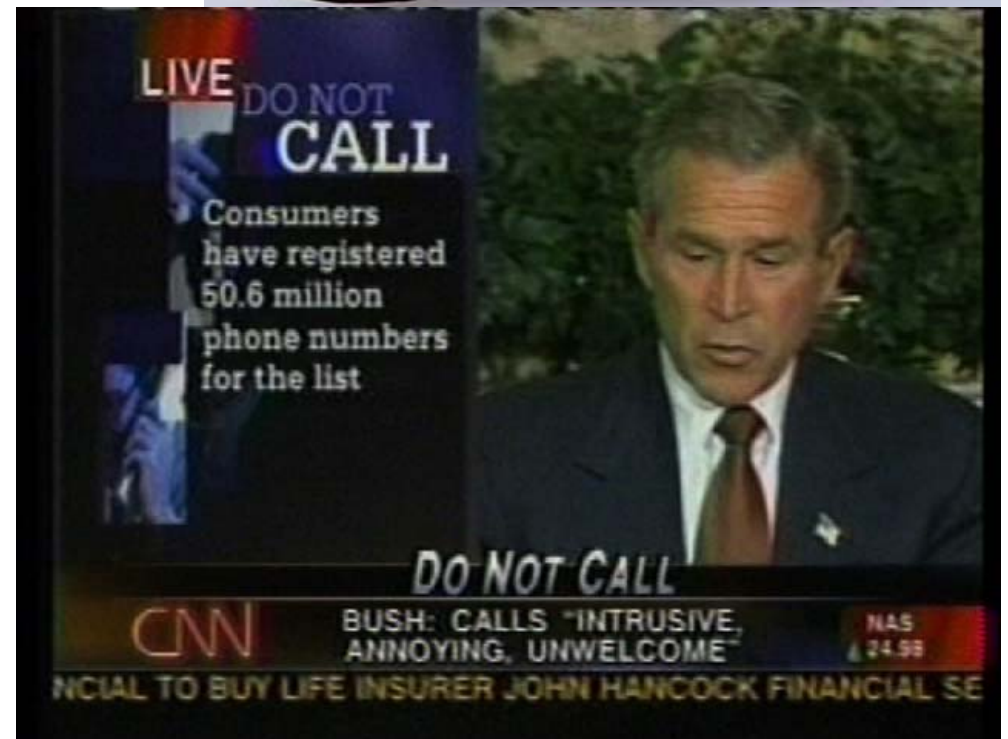


 **Inbox (3729)**

 **Junk E-mail [6649]**



Can Spam Act Signed into Law





# People Don't Need Marketing

Google™

 StumbleUpon  
Discover new sites

TechCrunch

facebook

YAHOO! ANSWERS

 del.icio.us  
your bookmarks

 reddit

LinkedIn®

digg

You Tube  
Broadcast Yourself™

 dzone  
fresh links for developers

# Rethinking Marketing

## Outbound Marketing

- Telemarketing
- Trade shows
- Direct mail
- Email blasts
- Print ads
- TV/radio ads

## Interruption



## Inbound Marketing

- SEO / SEM
- Blogging
- Social Media
- RSS
- Free tools/trials
- Viral videos

## Permission



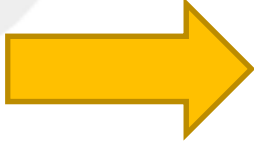
---

# Blogging is Inbound Marketing

- Blogging helps with SEO
- Blogging helps with Social News Sites
- Blogging helps with Social Networking Sites
- Blogging is Permission Centric

---

# Agenda

1. Why is blogging important?
-  2. The 3 Keys to Success
3. Measuring Results



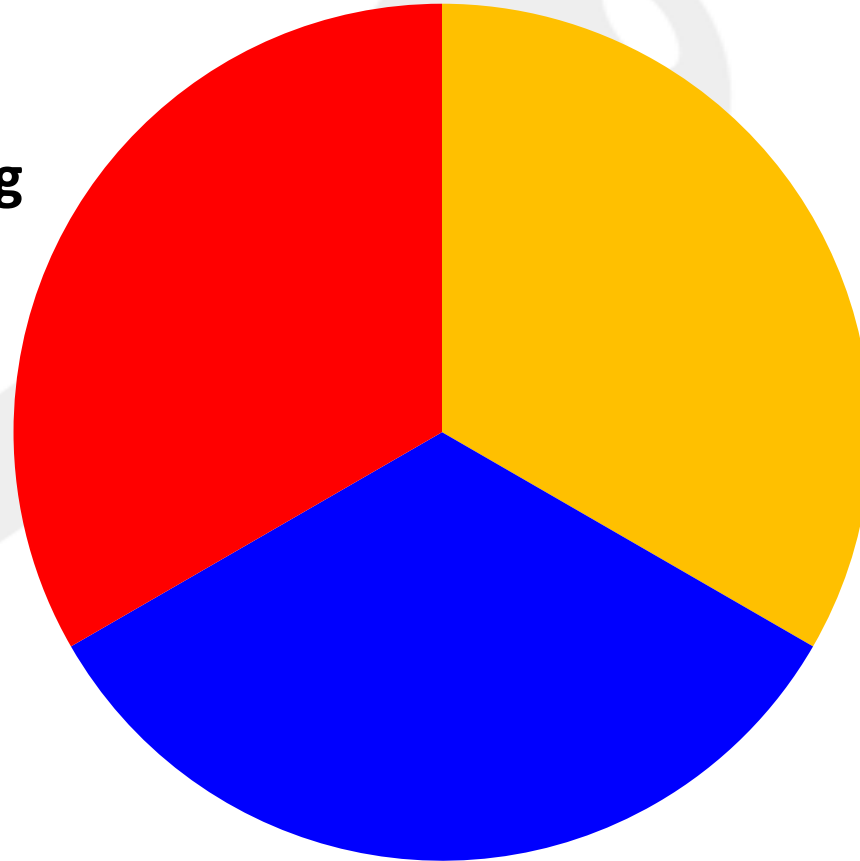
---

# 3 Keys to Blog Success

**Commenting**

**Reading**

**Writing**



---

# Reading Other Blogs

1. Get an RSS Reader ([google.com/reader](http://google.com/reader))
2. Set reader as homepage
3. Search for relevant blogs
  - [Technorati.com](http://Technorati.com)
  - [Blogsearch.Google.com](http://Blogsearch.Google.com)
  - [Icerocket.com](http://Icerocket.com)
4. Subscribe to blogs

---

# RSS = Distributed Content

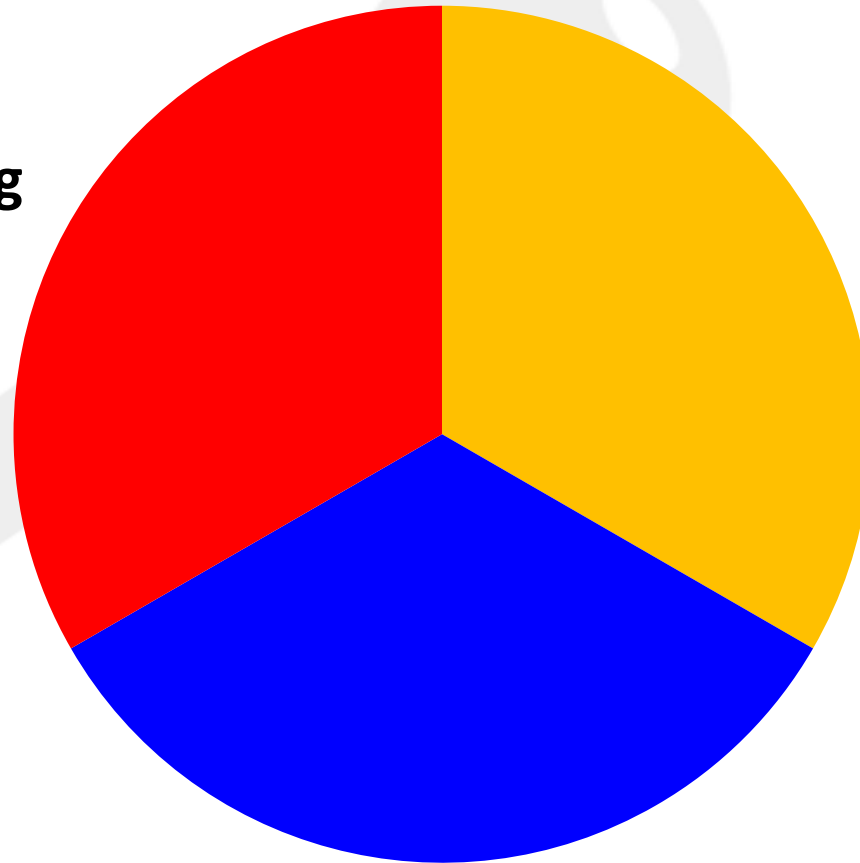
- RSS = Really Simple Syndication
- Users consume content how they want
- Unlocks content from a URL
- Anonymous subscription

---

# 3 Keys to Blog Success



**Commenting**



**Reading**

**Writing**

---

# Tips on Comments

Increase the value of the article:

- Share an Example
- Add a Point
- Add a ***Useful*** Link
- Disagree
- Ask a Question

---

## Example (Not Great)

This is a great article. Thanks for sharing these tips. I am actually leaving this comment during a live webinar showing hundreds of people an example of how to leave a blog comment. I thought it was appropriate to use this post as an example because it is right on topic.

Thanks!

<http://www.probloger.net/archives/2007/11/07/11-tips-for-getting-your-comments-noticed-on-a-popular-blog/>



---

# Why Leave Comments?

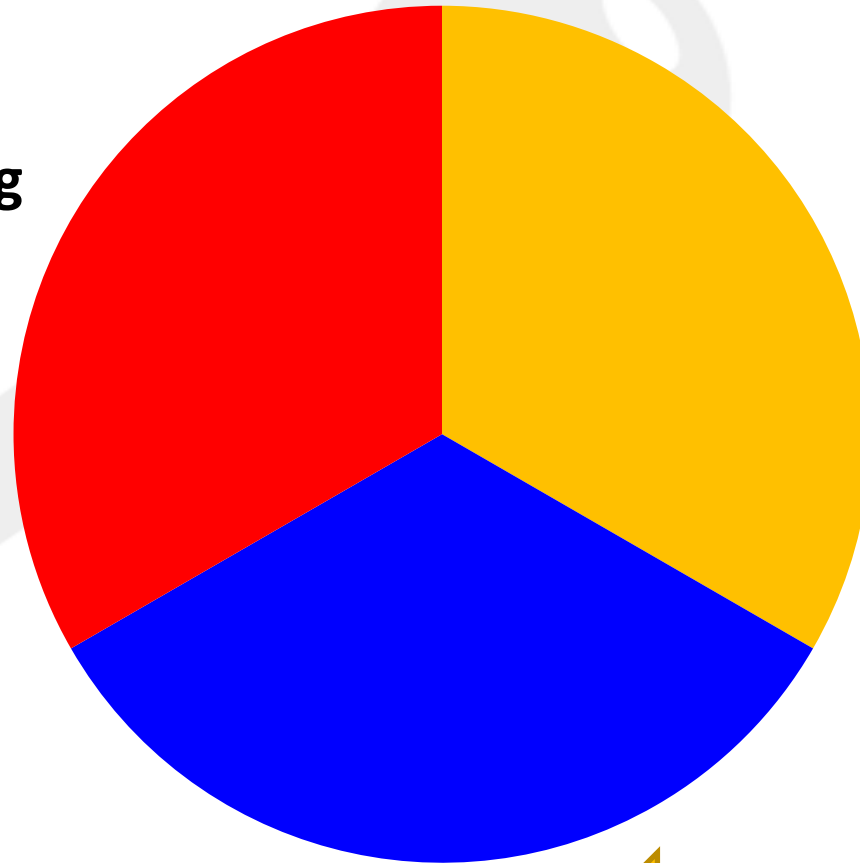
- Karma
- Get noticed by other bloggers
- Get noticed by other blog readers
- Get links back to your blog

---

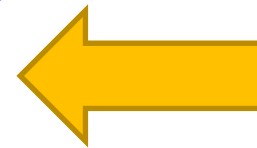
# 3 Keys to Blog Success

**Commenting**

**Reading**



**Writing**



---

# Key Blog Software Features

## Blog Functionality:

- Uses your business URL, not a subdomain of someone else's URL
- Allows subscriptions by email and RSS
- Automatically integrates with social media
- Automatically sends new blog posts to your subscribers by email

---

# Key Blog Software Features

## Analytics functionality:

- Reports both email and RSS subscribers over time
- Measures visitors and leads from your blog
- Tracks your rank for key terms in search engines
- Tracks your competition as compared to you

---

# Key Blog Software Features

Support and expertise:

- Support people that answer technical / support questions
- People, articles and videos that provide marketing expertise on how to succeed with your blog

---

# Biggest Blogging Mistake

Using a “free” URL from Blogspot or Typepad

- HubSpot.blogspot.com – NO!
- HubSpot.typepad.com – NO!
- Blog.HubSpot.com – Yes
- HubSpot.com/Blog – Yes
- SmallBusinessHub.com – Yes



# Blog Article Titles

- Funny: “GoDaddy's 16-Step Checkout: Brainless Marketing At Its Finest?”
- Enticing: “12 Quick Tips To Search Google Like An Expert”
- SEO: “Free Advertising on Google”

695  
diggs

[digg it](#)

1339  
diggs

[digg it](#)

6<sup>th</sup> Most  
Popular  
HubSpot  
Blog  
Article

---

# Blog Frequency

- Steady readership? At least weekly.
- SEO focused? Less important.

---

# Blog Topic Ideas

- List of 5 ideas, trends or thoughts
- Publish a list of links
- Take a recent experience and share it
- Answer questions you received recently
- Comment on other blog articles
- Turn a press release into a blog article

---

# Blog Promotion

- Email friends and family
- Replace email newsletter with blog
- Trade guest articles with similar blogger
- Digg, Reddit, StumbleUpon
- Facebook & LinkedIn

---

# Agenda

1. Why is blogging important?
2. The 3 Keys to Success
3. Measuring Results



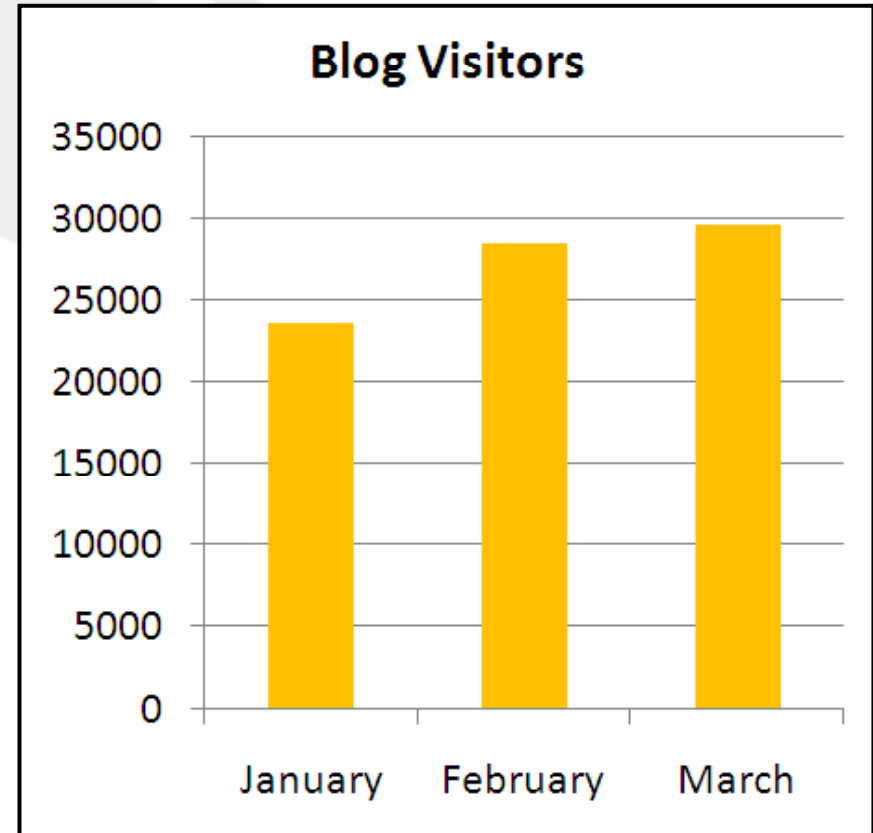
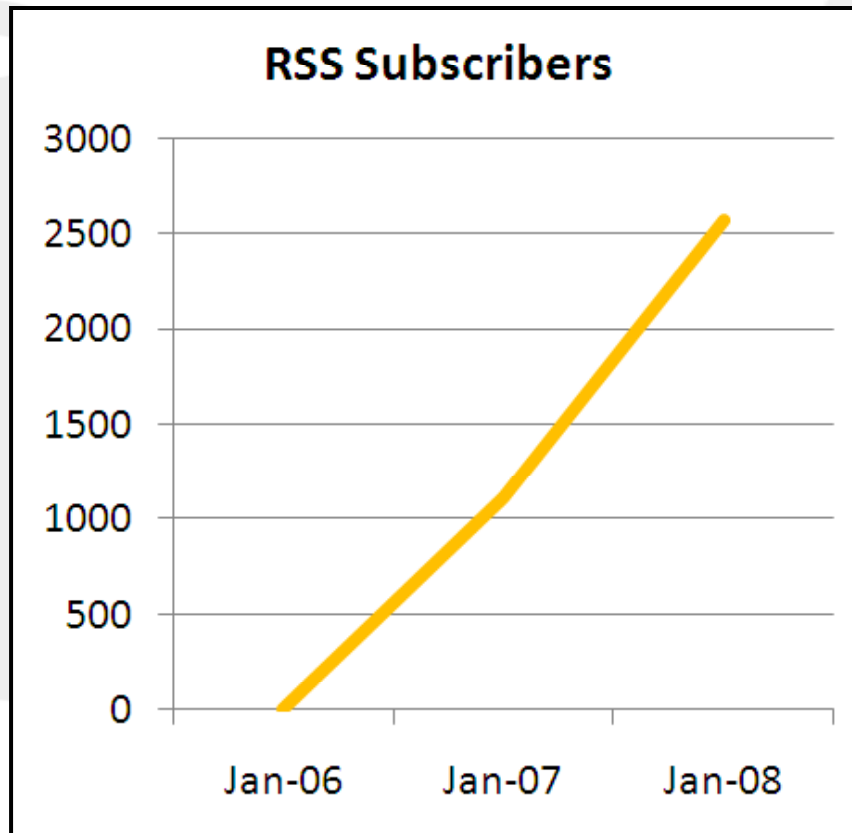
---

# Measurement

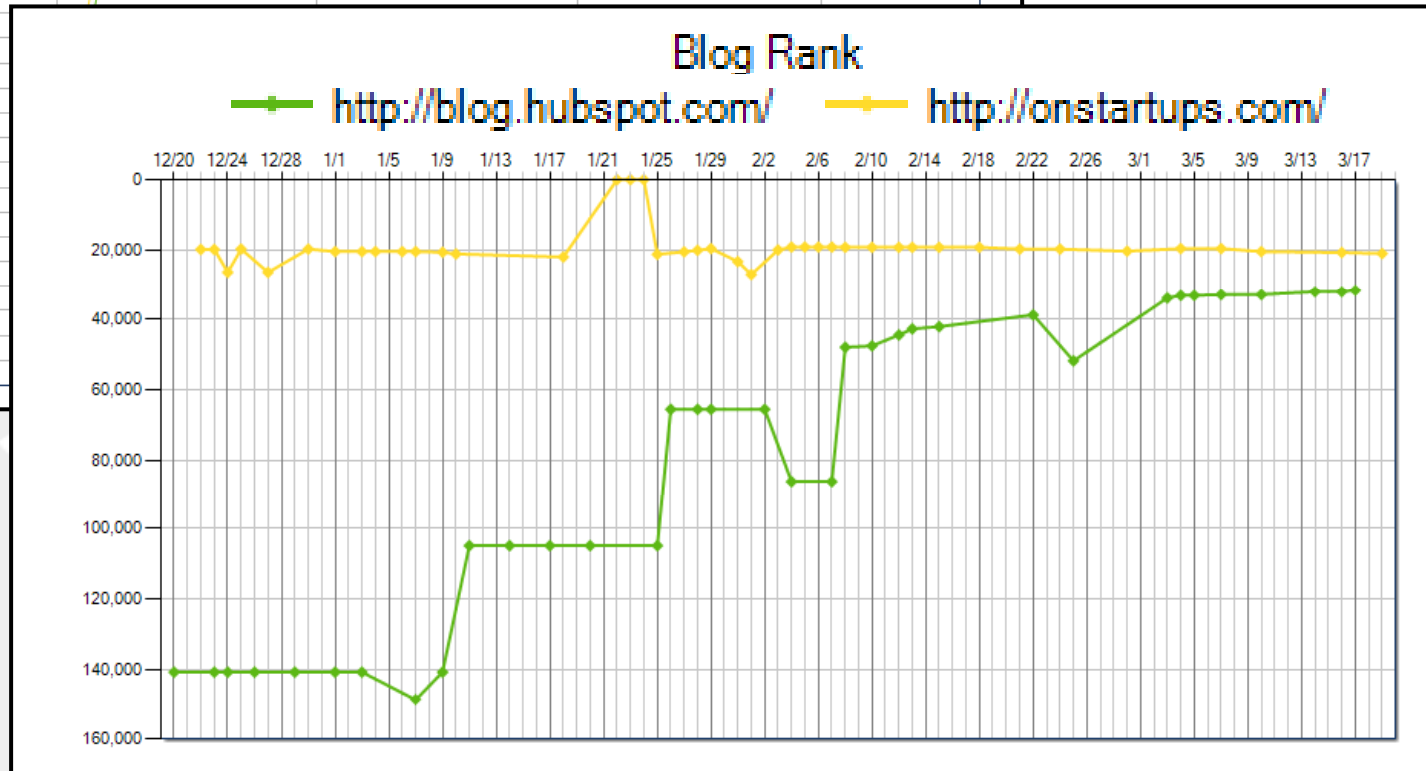
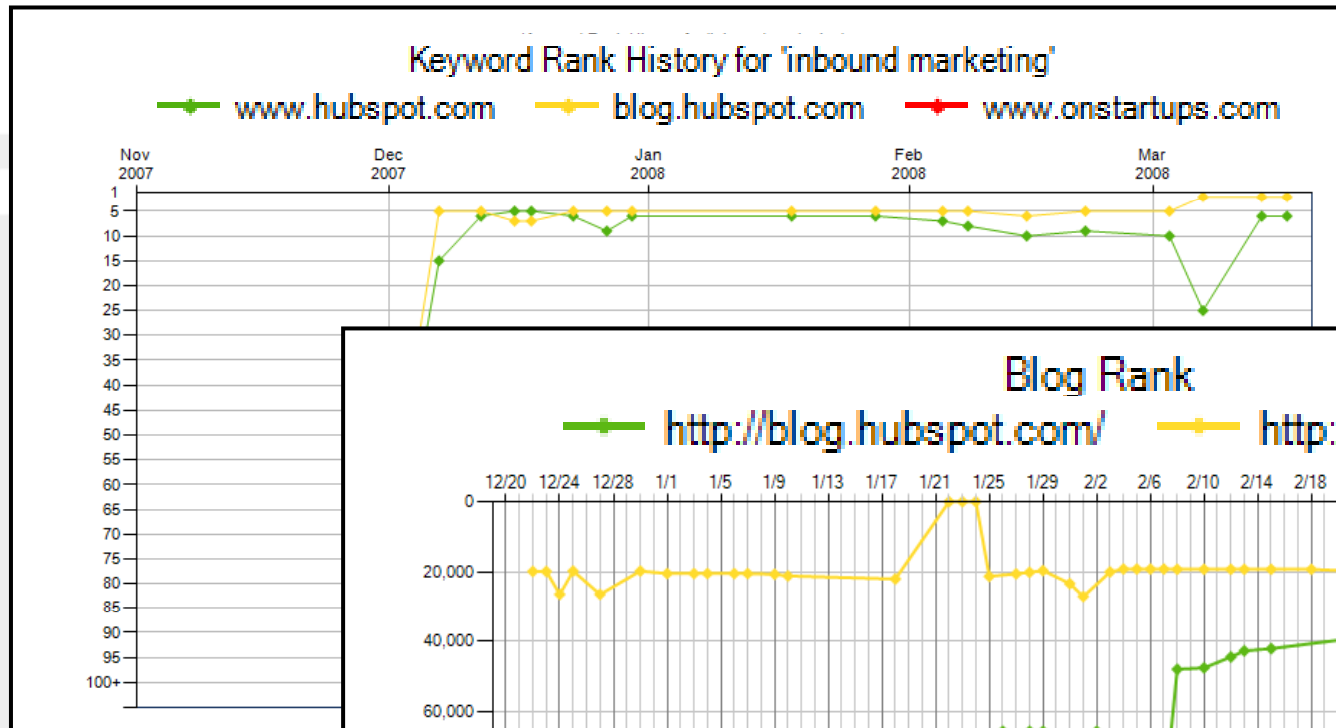
- RSS & Email Subscribers
- Blog Visitors
- SEO Rankings
- Technorati Rank



# Subscribers & Visitors



# SEO & Blog Ranks



---

# HubSpot Blog Stats

- 2500 RSS Subscribers
- 1000's Email Subscribers
- Top 0.18% of websites (Alexa Traffic)
- Top 0.05% of blogs (Technorati Rank)
- 6 Front Page Digg Articles
- Nominated for 2 SEMMY Awards

# Special Webinar Offer

- Free Blog Template if you sign up for HubSpot in the next 7 days (by 3/26/08).
  - \$250 or more in value
- Respond to the poll question with “yes”.
- HubSpot is \$3500 / year.

INTERACTIVE supercomputing

Home | Newsletter | Careers | Contact Us

Star P Blog | Products | Solutions | Customers | Partners | Support | Company | News & Features

Parallel Lounge: Parallel Computing Blog for Engineers, Scientists, Analysts

Subscribe by Email

Your email:

Subscribe

Latest Posts

- [What is the Cost of Performance?](#)
- [Performance Tuning For Client-Server Applications and Applications](#)
- [Looking for Parallel Extensions to Task Parallelism](#)
- [Here's what you missed at Supercomputing 2007...](#)
- [Python and StarP was the HW Challenge at SC07](#)
- [Interview: Transparency on Gray Supercomputers? \(Part 1\)](#)
- [How Supercomputing Geeks Will Survive \\$1 Trillion](#)
- [GPU: Threat or Manage?](#)
- [Types of Parallelism: Task Parallelism](#)

Posted by David Gibson

As data sets grow, and algorithms grow increasingly complex, there's a need by engineers, scientists and analysts to increase performance. The first step is often to re-write their algorithm—originally coded in MATLAB or another very high level language (VHL)—into a lower level language, C, C++, or Fortran. A typical project may take several months, and result in a 5-10x performance gain on a typical workstation (Option 1 below).

Option 1: Port to C++

TIZOR Enterprise Data Auditing And Protection

DATA AUDITING BLOG

Weekly posts focus on topics that help define data auditing, how it's being used today and where it is going.

MANTRA for data auditing and protection. View MANTRA

podcast

Current Posts | RSS Feed

Outsourcing & Security

Posted by Prat Bhojra on Wed, Mar 05, 2008 @ 09:23 PM

I did an article that just appeared in SC Magazine. It is relevant to our recent thread of data security and compliance for two key reasons. First, I have seen an increase in media inquiries around security of SaaS. This might be a good time for a discussion of this topic. Second, there has been a general confusion of what's a good security model for securing outsourcing activity. The notion that only non-critical data should be outsourced has clearly been thrown out. Look at the practical success of salesforce.com. Consider how many BPO outsourcers have access to your critical financial and credit data today.

My SC article introduces two observations that are based on analogies:

- Access control vs. access auditing: illusion of control vs. real control that comes from knowledge

Subscribe By Email



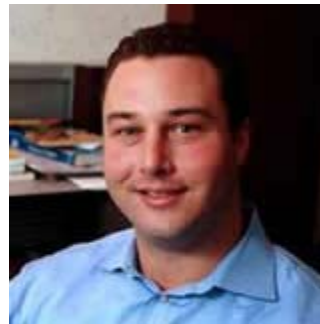
# Additional Blogging Articles

1. <http://blog.hubspot.com/blog/tabid/6307/bid/3326/10-Commandments-of-the-Blogosphere.aspx>
2. <http://blog.hubspot.com/blog/tabid/6307/bid/3327/5-Tips-for-Efficient-Blogging.aspx>
3. <http://blog.hubspot.com/blog/tabid/6307/bid/2134/How-to-Turn-a-Press-Release-into-a-Blog-Article.aspx>
4. <http://blog.hubspot.com/blog/tabid/6307/bid/3257/How-to-Revive-an-Old-Blog-Article-for-SEO.aspx>
5. <http://blog.hubspot.com/blog/tabid/6307/bid/3243/5-Tips-to-Write-a-Really-Quick-Blog-Article.aspx>
6. <http://blog.hubspot.com/blog/tabid/6307/bid/3013/8-Free-Links-to-Promote-a-Blog.aspx>
7. <http://blog.hubspot.com/blog/tabid/6307/bid/2972/What-is-a-Marketing-Blogger-Thankful-for.aspx>
8. <http://blog.hubspot.com/blog/tabid/6307/bid/2702/Blog-Advice-from-Blogging-Experts-with-Podcast.aspx>
9. <http://blog.hubspot.com/blog/tabid/6307/bid/1676/6-Reasons-Every-Small-Business-Should-Be-Blogging-Are-You-Missing-the-Boat.aspx>
10. <http://blog.hubspot.com/blog/tabid/6307/bid/1364/7-Beginner-Blogger-Blunders-and-How-To-Avoid-Them.aspx>

---

# Thank You!

HubSpot makes everything that we just talked about a lot easier to do, so check out [www.HubSpot.com](http://www.HubSpot.com)



Mike Volpe  
VP Marketing  
HubSpot  
1-800-482-0382 x2  
mvolpe@hubspot.com

