HOW SOCIAL INBOX CAN HELP YOUR MARKETING, SUPPORT, AND SALES.

A Quick Guide for HubSpot Customers

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Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. After reading it, you will be able to execute basic marketing tactics related to the topic.

INTERMEDIATE ▬▬▬▬▬

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. To read our intermediate-level ebook, The Future of Social Media Lead Management, click here.

ADVANCED ▬▬▬▬

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

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HOW SOCIAL INBOX CAN HELP YOUR MARKETING, SUPPORT, AND SALES.

Rebecca Corliss runs HubSpot's customer communication and marketing group. Her goal is to support customers with content and product education through their entire lifetime with HubSpot.

Rebecca was the architect of HubSpot's original Inbound Marketing University, a free internet marketing training program that certified over 5,000 marketers globally. She is also well known for her "one-hit-wonder" and award-winning music video, You Oughta Know Inbound Marketing among many others.

PRODUCED BY REBECCA CORLISS

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@REPCOR

Anum Hussain is an Inbound Content Strategist at HubSpot, where she manages content plans for various company goals. She strategizes which content types, formats, and ideas should be implemented for each content plan, and then works on the execution and analysis of each. Anum was recognized in B2B Marketing Magazine as one of ten 2013 Rising Stars.

WRITTEN & DESIGNED BY ANUM HUSSAIN

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CONTENTS.

A Note to HubSpot Customers.

We at HubSpot are incredibly excited to offer our customers a brand new tool called Social Inbox. This new social monitoring tool helps customers follow the crucial conversations initiated by their prospects, leads, and customers. It is a great new addition to HubSpot that will be available for all users of all three product types: Basic, Professional, and Enterprise.

This ebook offers you three perspectives by HubSpot's own active Social Inbox users to help you think about how you might adopt the tool in your own organization.

You'll hear from Brittany Leaning, our Social Media Manager; Danielle Herzberg, who is one of our top Sales Managers; and Nick Salvatoriello, who is a Senior Inbound Marketing Consultant and works with customers like you. They tell their stories in first person to describe how they use Twitter and Social Inbox in their day-to-day roles.

Social Inbox is a great new feature that can span across your whole organization. We hope this ebook can help you think about your own social media strategy and how you'd like to work with the Social Inbox tool when it arrives in your HubSpot. Enjoy!

CHAPTER 1

HOW SOCIAL INBOX CAN SOLVE CHALLENGES FOR MARKETING

By Brittany Leaning, Social Media Marketer

BY BRITTANY LEANING
@BLEANING

Brittany is HubSpot's Social Media Manager.
She is responsible for strategizing, creating,
managing, measuring, and scaling social media
efforts across HubSpot's various accounts in
order to generate leads and grow reach.

Twitter for Marketing

I have a complicated love-hate relationship with Twitter. While as a marketer I love the opportunity to widely share and spread a message, it's difficult to engage. Problem is, Twitter generates 200MM tweets and 1.6B search queries per day. That volume of noise produced is overwhelming, daunting, and hides the valuable information we as marketers should catch.

Here are the two main challenges I face as a social media marketing manager, and how I solve for them.

MARKETING

Challenge 1: Not Having Enough Time

As mentioned, there's endless amounts of clutter and noise on Twitter. And as your following grows, you see more and more of that clutter. I need to respond to actual concerns that people have with our product or service. I need to reward and thank those who are sharing wonderful tweets. But all the retweets and side chatter gets in the way.

Solution: Use Time Wisely with Search

To help, I use Social Inbox to search for the keywords most important to me in my role. By using the tool to search for certain keywords, I can catch people who have tweeted "need help" and "HubSpot" in the same tweet. Keyword-specific searches can help me easily identify and prioritize to whom I should be responding.

Select an account

@HubSpot ▼

Select a stream type

Twitter Search ▼

Find ALL of these words

HubSpot, need help

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Challenge 2: Dissecting Who to Interact With

Whether you're a small business owner who can only allocate an hour a week to monitoring Twitter or a large business manager receiving a massive volume of tweets each day, it's difficult to gauge how to respond to the different people on Twitter. If an evangelist of my brand is sharing our content, I want to favorite their tweets. But if a marketing qualified lead is mentioning my brand, I want to ensure I am responding and engaging in a conversation. It's my job as a marketer to help ensure I'm maintaining communication with qualified leads to help move them down the funnel.

Solution: Use Context in Your Conversations

There is a strong need for context on Twitter. I need to know who the person behind the tweet is so I can respond in a way that's appropriate. The HubSpot Social Inbox has a color-coded system to let me know the relationship each individual has with my company. For example, a message marked with a green outline means the person is a customer. I can also create Twitter streams based on relationship, for example, a list of all our marketing qualified leads, evangelists, customers, and so on. This provides me with the context I need to use my Twitter time effectively.

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How I Use Context While Monitoring in Social Inbox

FORWARD TWEET VIA EMAIL TO SALESFORCE OWNER

EXAMINE WHETHER USER IS LEAD, OPPORTUNITY, OR CUSTOMER FOR CONTEXT

USE DESCRIPTION, WEBSITE, AND CONTACT INFO FOR MORE CONTEXT

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CHAPTER 2

HOW SOCIAL INBOX CAN SOLVE CHALLENGES FOR SALES

By Danielle Herzberg, Senior Sales Manager

BY DANIELLE HERZBERG
@DANNIEHERZ

Danielle is a Sales Manager at HubSpot where she is responsible for managing a team of channel sales reps who work with HubSpot's partner network. In 2011, she was recognized as the Sales Person of the Year at HubSpot.

Twitter for Sales

I never believed in Twitter as a sales tool. But what I noticed as soon as I started using it was how it subtly made my relationships that much stronger. My conversations with prospects on Twitter reinforced our commonality about business topics we both cared about, which then translated into powerful phone conversations. And there's data to prove this tactic works: 73% of U.S. online consumers trust information and advice from Twitter.

Keep in mind, I'm not the most social media geeked-out person, I simply started using Twitter out of necessity. Over time it became an incredibly powerful sales tool, and I found myself checking it 10 times a day.

Here are three sales challenges my sales reps and I constantly face — and how Twitter helps solve them.

SALES

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Challenge 1: Putting Your Agenda Aside

When you're on the phone with prospects or leads, they're eager to hear your pitch. But we need to resist that. Sales reps often get comfortable with their winning pitch and want to use that on every prospect, rather than adapt to the unique interests and challenges of that prospect.

Solution: Use Twitter to Inform Sales Process

By following prospects on Twitter, you get an idea of what's actually important to them. By showing them subtle support through a retweet, or engaging them in conversation that has nothing to do with your agenda, you end showing them that you have their interests in mind, as opposed to your own. This provides a greater window of opportunity for you to adjust the actual phone pitch to your liking since you've already opened the relationship personally on Twitter, or by using information you've learned about that contact from Twitter. I use Social Inbox to recognize which individuals are my direct prospects so I always read and respond.

Challenge 2: Staying in Touch with Converted Customers

It's important for a sales rep to continue communication even after customer conversion. Our customers should be just as valuable to our sales reps as our prospects. It's difficult to work prospects *and* stay in touch with customers.

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Solution: Use Twitter to Maintain Communication

While a conversation on Twitter is not as powerful as a conversation on the phone, 140 characters is all you need to continue to show your support and care for a customer's success. For example, I use Social Inbox to create a filter of all my converted customers and track whenever one of them mentions "landing pages" or "inbound marketing." It delights me to see them using our software, and enables me to stay in touch with them. This also helps in future sales conversations because my prospects see my continued support even after a deal closes. Here's an example:

Challenge 3: Being the First to Respond

Often times, leads assigned to me or my sales reps are tweeting about a specific challenge or interest they currently have. Sometimes, these are posted in the context of comparing HubSpot to competitors or simply about our software in general. Regardless of what industry you're in, if a question is asked about how you compare to a competitor, that's a huge opportunity to gain the advantage of being the first one to respond.

Solution: Set Up Filters & Alerts

When monitoring Twitter, use Social Inbox to set up a process for getting alerts every time one of your sales leads is talking about you or a competitor. HubSpot customers can simply setup a list in Social Inbox that sends an email alert anytime one of your leads mentions you or a competitor on Twitter.

Not only does responding provide a competitive advantage by being the first to engage in the conversation, it also reinforces class and integrity by responding tactfully — perhaps even using the opportunity to ask followup questions about where the prospect's challenges or needs. That way you understand where their challenges lie before you simply try to state an answer, or better yet, you can refer them to a past client who had similar challenges that you helped solve.

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Create a new stream

Select an account

@HubSpot ▾

Select a stream type

Activity From My Contacts ▾

Select a Smart List

Danielle Herzberg Leads (2120 conta... ▾

Including these keywords

@HubSpot, landing pages, competitor

☑ **Send email notifications**

Notify these recipients

Danielle Herzberg
(dhertzberg@hubspot.com)   ✕

▾

Recipients will get emails as results are found.

| Immediately | 8 am | 8 am & 4 pm |

Name this stream

My Prospects on Twitter

Create   Cancel

How I Set Up Alerts for Sales

A CONTACTS LIST OF MY PROSPECTS

KEYWORDS I WANT IN TWEETS EMAILED TO ME

EMAIL ADDRESS I WANT IT SENT TO

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CHAPTER 3

HOW SOCIAL INBOX CAN SOLVE CHALLENGES FOR SUPPORT

By Nick Salvatoriello, Senior Marketing Consultant
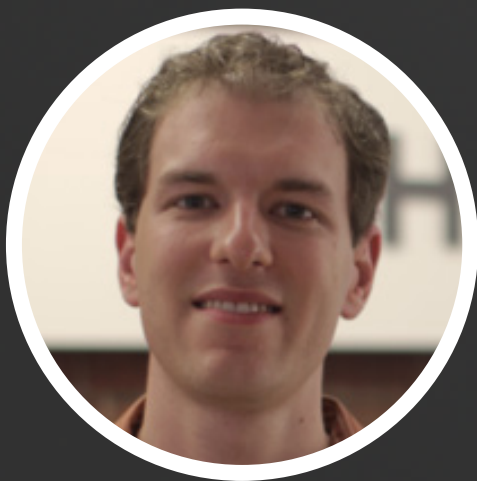
BY NICK SALVATORIELLO
@NICKSALINBOUND

Nick Salvatoriello — or Nick "Sal" — is a Senior Inbound Marketing Consultant at Hubspot. Nicks teaches and consults HubSpot customers on how to adopt inbound marketing for ultimate business success.

Twitter for Customer Support

When customers want to make their voice heard, they often tweet. After that tweet is sent, the customer may consider that his/her concern has now been heard. But that tweet was sent to the official @brand handle, not to the customer service team. In fact, 56% of customer tweets to companies are being ignored. We're not listening, and that's a problem.

Ideally, as customer service reps, we'd like to know about customer concerns before they get upset. By monitoring customer interactions on Twitter, you can spot people trying to figure out how to use your product or service.

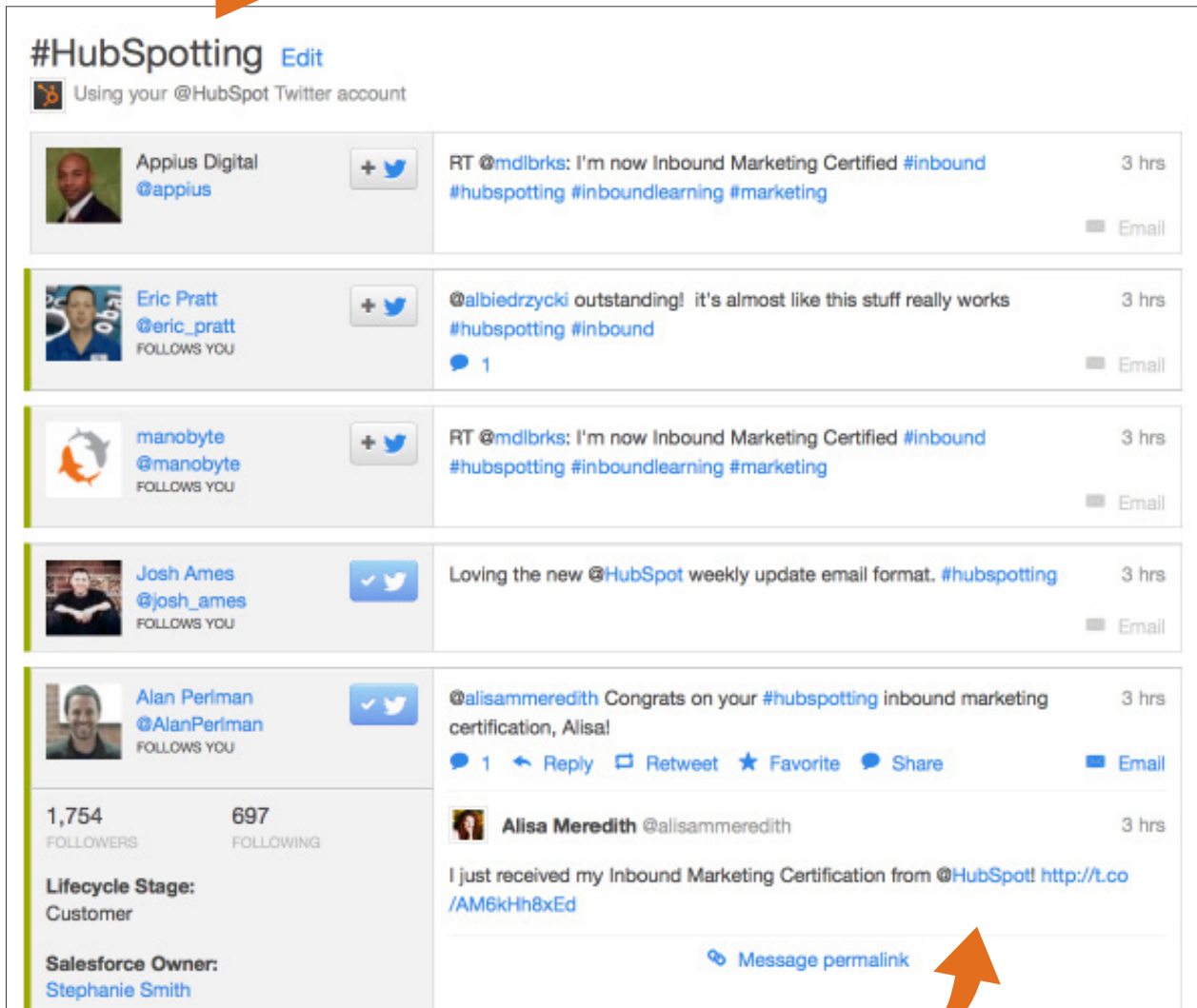There is one main challenge I frequently encounter with customer communication. Let's dive deeper into that and how to effectively solve it.

CUSTOMER SUPPORT

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Challenge: Customers Don't Know Who to Turn to

Whenever customers have an issue with a product or service, they sometimes don't know which Twitter handle to contact. They end up tweeting directly at the main brand handle, and oftentimes the social media marketing manager of that account isn't equipped to answer product or service-specific questions.

Solution: Create an Easy-to-Monitor Hashtag

Start a program of communicating and teaching customers a hashtag on Twitter. By having one consistent hashtag, customers know that a brand's entire community of customers has one place to communicate. The result is a hashtag that the customer service team can monitor on Twitter in order to respond to only the tweets that matter.

At HubSpot, we use #hubspotting, and we try to make that hashtag loud and clear to our customers in our phone consulting, in our messaging on webinars, and so on. For HubSpot users, Social Inbox allows you to easily create filters on Twitter for specific keywords and then have mentions of those keywords sent to you via email. That helps me stay in touch with my customers.

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How I Use Hashtags for Customer Support

HASHTAG I MONITOR TO COMMUNICATE WITH CUSTOMERS

RESPOND TO CUSTOMERS USING HASHTAG TO ALERT THEM OF IT
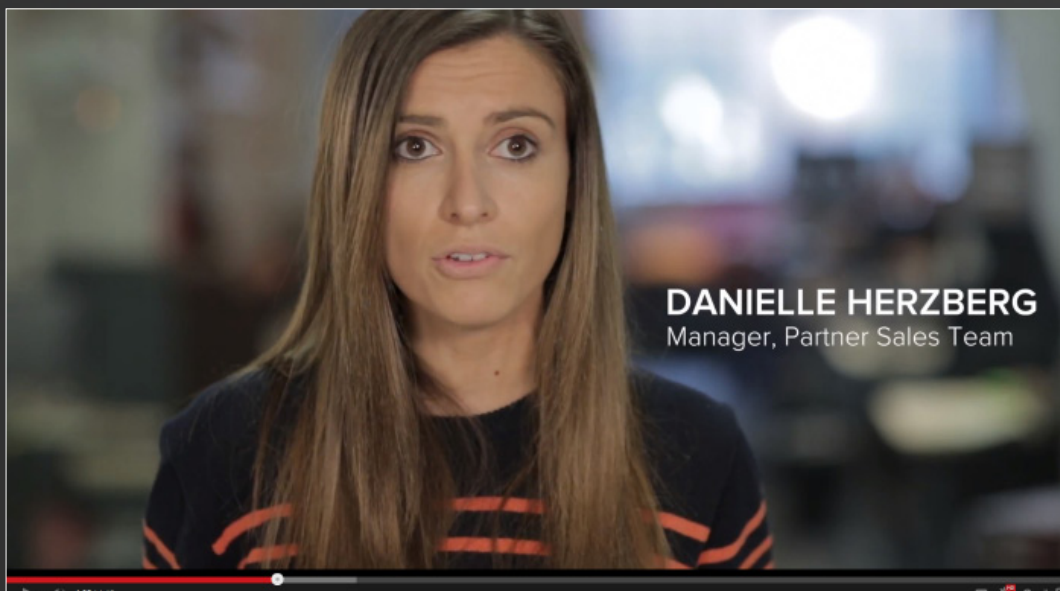
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Conclusion: Context & Efficiency Makes Twitter Powerful for All.

After learning how to use Twitter for marketing, sales, or customer support, let's work together to change Twitter from a world of publishing nonstop content to a world of organic engagement. Social Inbox can help you do this by focusing on two key things: context and efficiency.

Context provides you insight into who you're interacting with, allowing you to give the right response to the right person at the right time

Efficiency forces you to use your time wisely. Having specific filters, searches, and alerts setup can help streamline your monitoring time to read the tweets most relevant to your role.
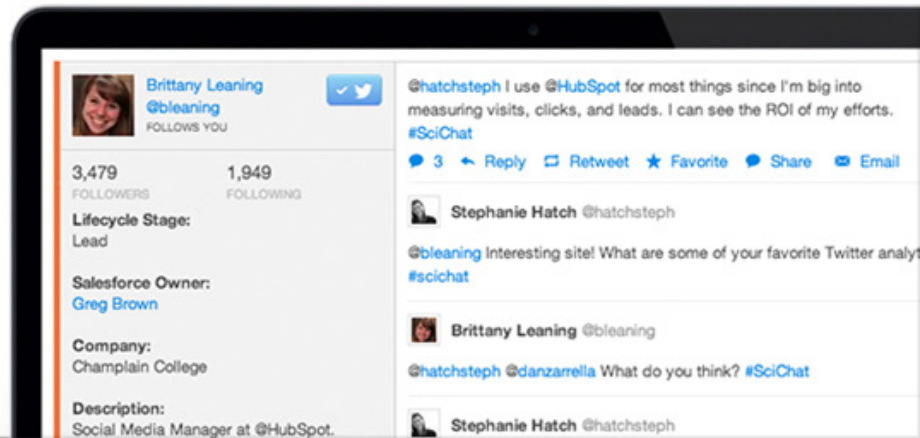
If you're interested in hearing more about how Brittany, Danielle, and Nick use social media for their jobs, check out this video:

INTRODUCING

HubSpot Social Inbox

Make social personal again.

Brittany Leaning
@bleaning
FOLLOWS YOU

3,479
FOLLOWERS

1,949
FOLLOWING

Lifecycle Stage:
Lead

Salesforce Owner:
Greg Brown

Company:
Champlain College

Description:
Social Media Manager at @HubSpot.

@hatchsteph I use @HubSpot for most things since I'm big into measuring visits, clicks, and leads. I can see the ROI of my efforts. #SciChat

💬 3   ↩ Reply   🔁 Retweet   ★ Favorite   💬 Share   ✉ Email

Stephanie Hatch @hatchsteph

@bleaning Interesting site! What are some of your favorite Twitter analyt #scichat

Brittany Leaning @bleaning

@hatchsteph @danzarrella What do you think? #SciChat

Stephanie Hatch @hatchsteph

FIGHT THE NOISE, PERSONALIZE YOUR RESPONSES, AND DELIVER REAL SOCIAL MEDIA ROI WITH SOCIAL INBOX.

We hope you enjoyed this ebook and got a few ideas for how you can use the tool.

We want Social Inbox to give you the context you need to elevate the conversations that matter most to your business so you can spend your time wisely. With Social Inbox, every social media interaction hits your Contacts Database, allowing you to personalize interactions and get better results.

We hope you enjoy the tool, and we thank you for being a HubSpot customer.

HubSpot