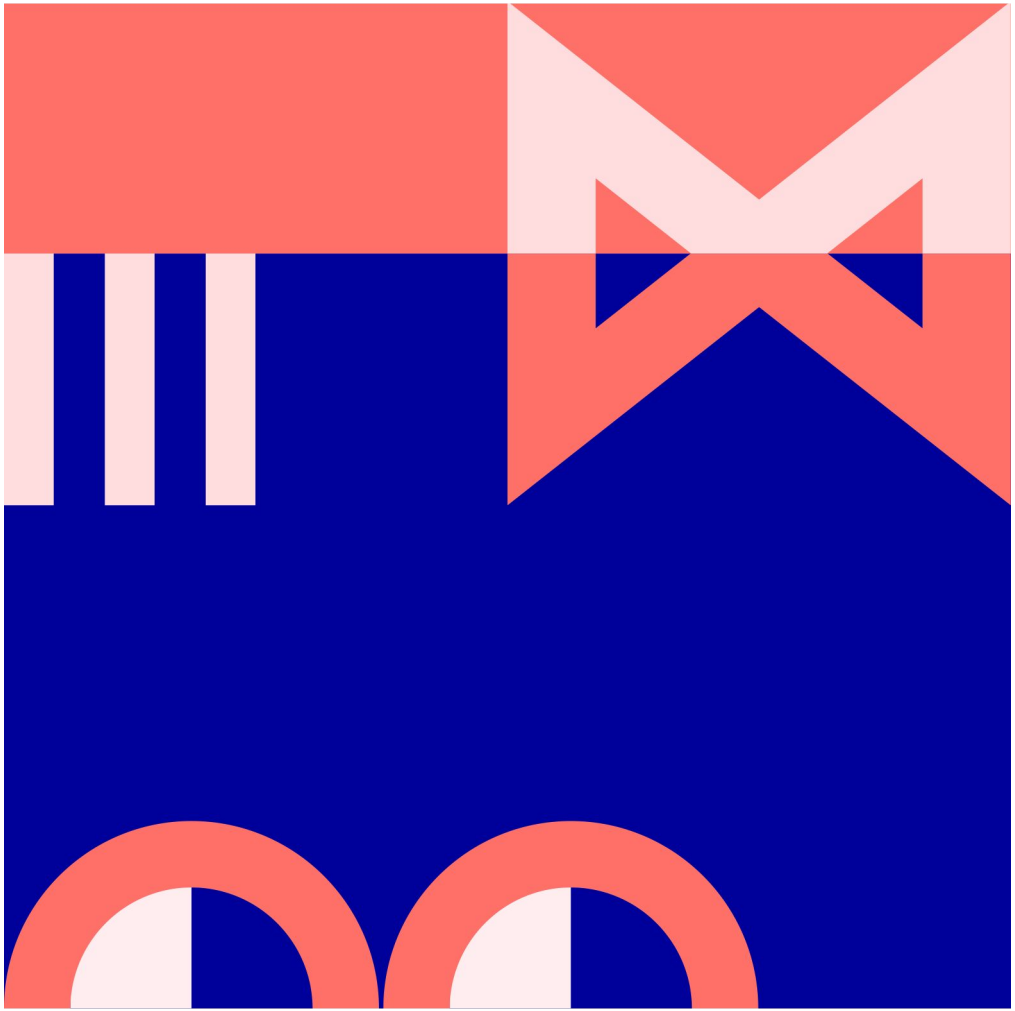

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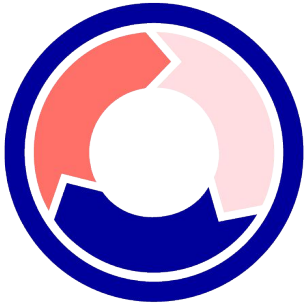
Inbound Marketing - expanding in the Nordics and beyond

Ingunn Bjøru, COO, Inbound

Jeppe Houman Nyrup, Head of Strategic Partnerships

21/5/2019

What is Inbound



Inbound is all about attracting customers through relevant and helpful content, and provide value in each phase of the buyer's journey.

Well performed inbound strategies build relations and creates trust for the business.

Moving the focus to the customers challenges and needs.

Enabling the sales team to become advisors.

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© Avidly

HubSpot - a platform to help Avidly’s customers in growth

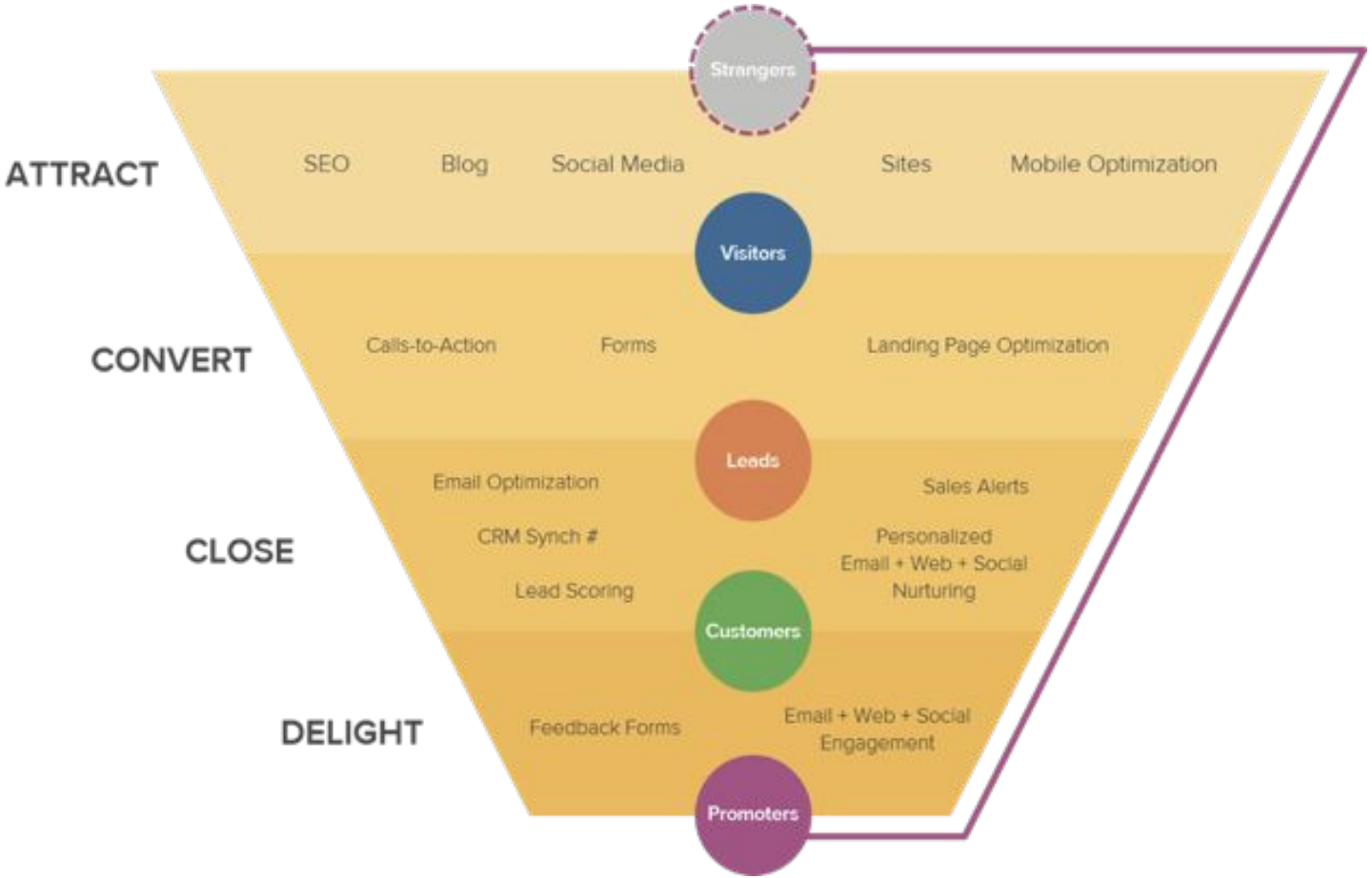
HubSpot's Journey

© HubSpot

HubSpot was founded in 2006
At that point a decent Marketing Application

It was built around the Funnel Methodology

© HubSpot


Strangers
ATTRACT
SEO
Blog
Social Media
Sites
Mobile Optimization
Visitors
CONVERT
Calls-to-Action
Forms
Landing Page Optimization
Leads
Email Optimization
Sales Alerts
CRM Synch #
Personalized
Email + Web + Social
Nurturing
CLOSE
Lead Scoring
Customers
DELIGHT
Feedback Forms
Email + Web + Social
Engagement
Promoters

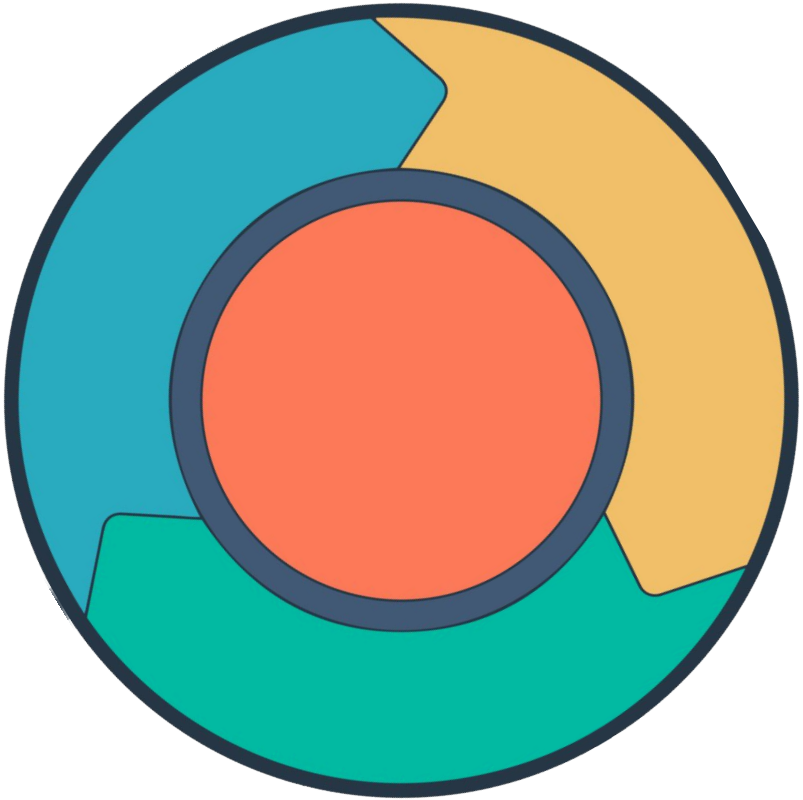
© HubSpot

HubSpot updated the Methodology in 2018

From Funnel

to

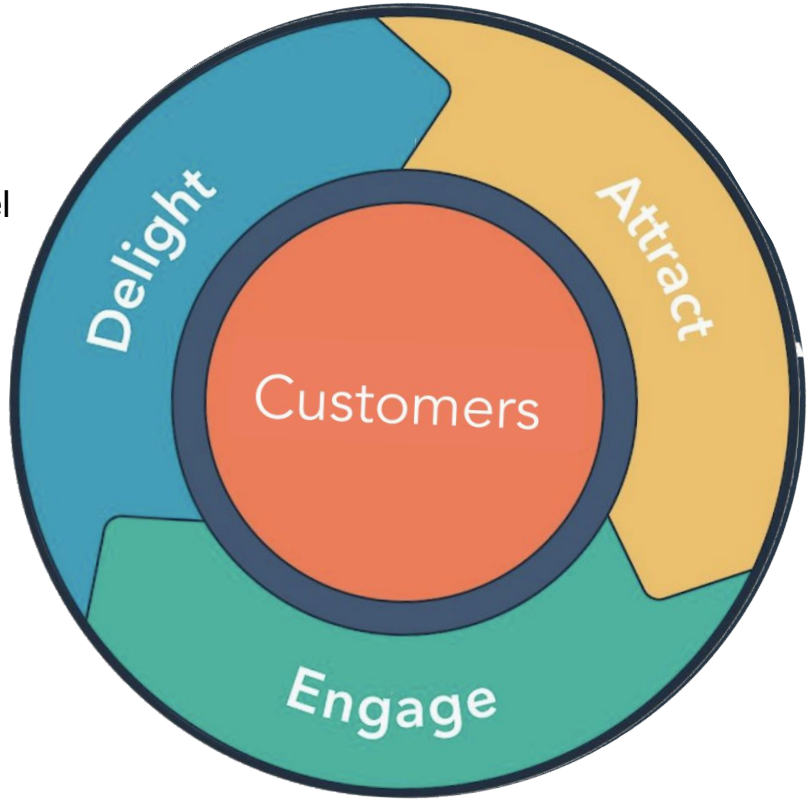
Flywheel



© HubSpot

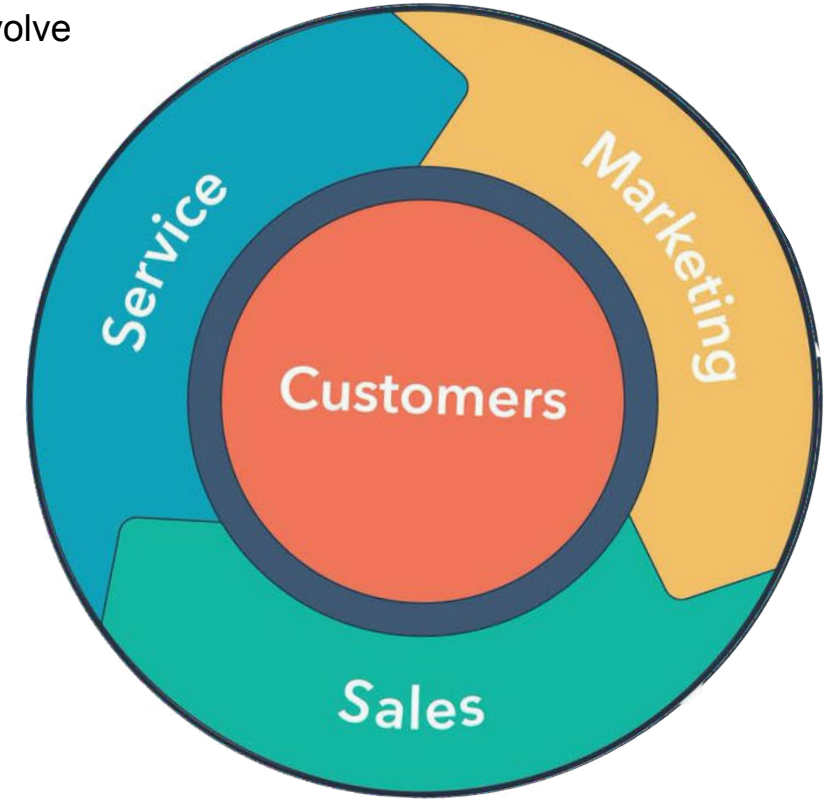
The Focus changed from pushing prospects down through a Funnel to setting customers in the center and let them fuel the Flywheel

Once the Flywheel is spinning it is difficult to stop



© HubSpot

To do that you need to involve both Marketing, Sales and Service departments to support future growth



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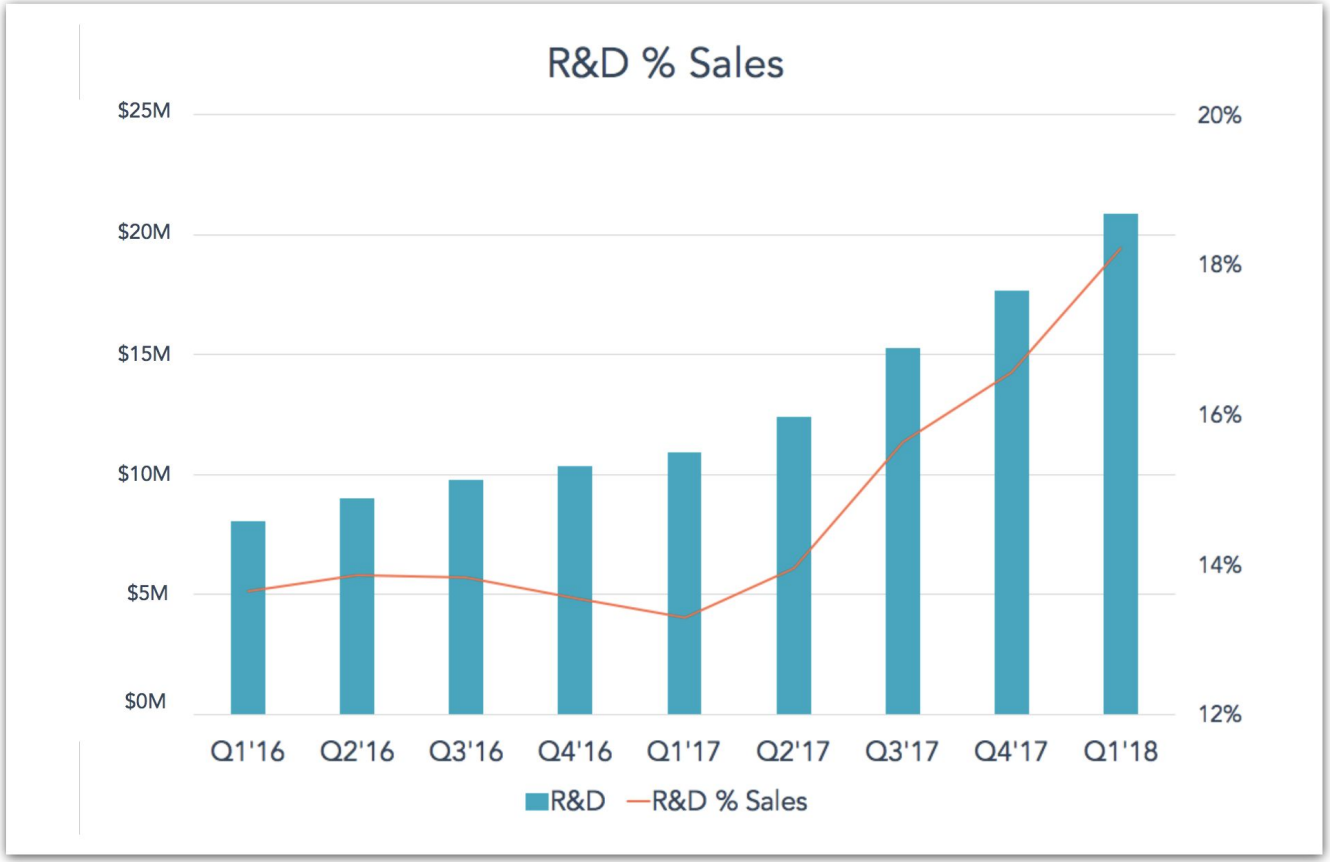
HubSpot is investing hard in R&D



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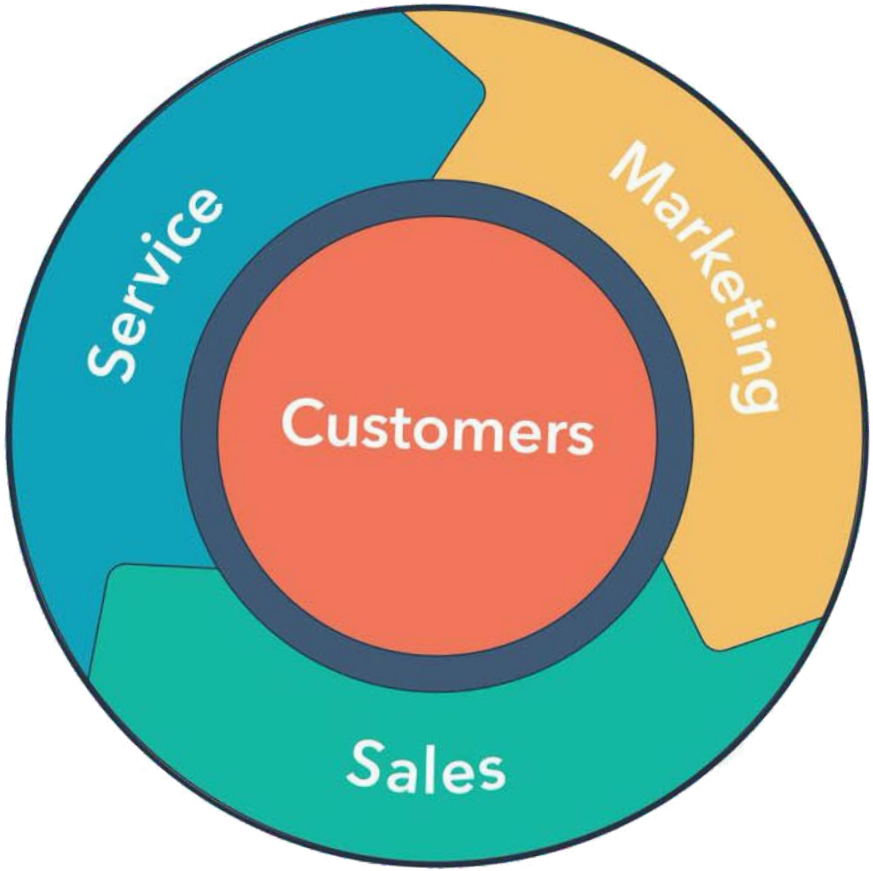
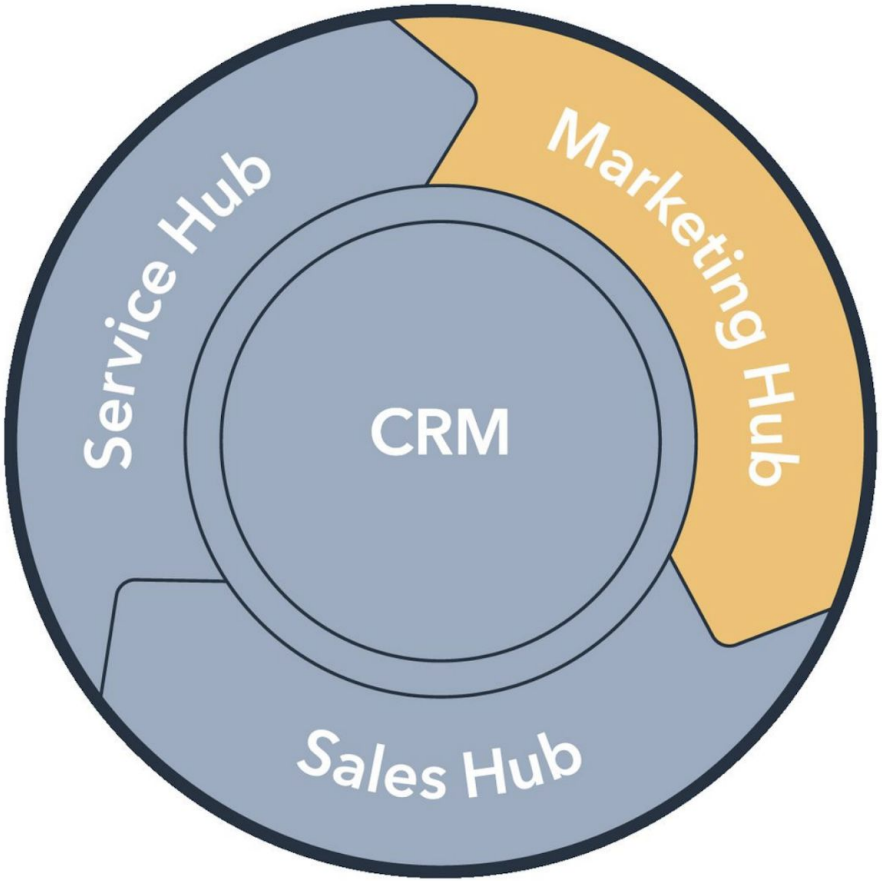


They have developed a solid tool for each department

© HubSpot



Marketing Tools

Video

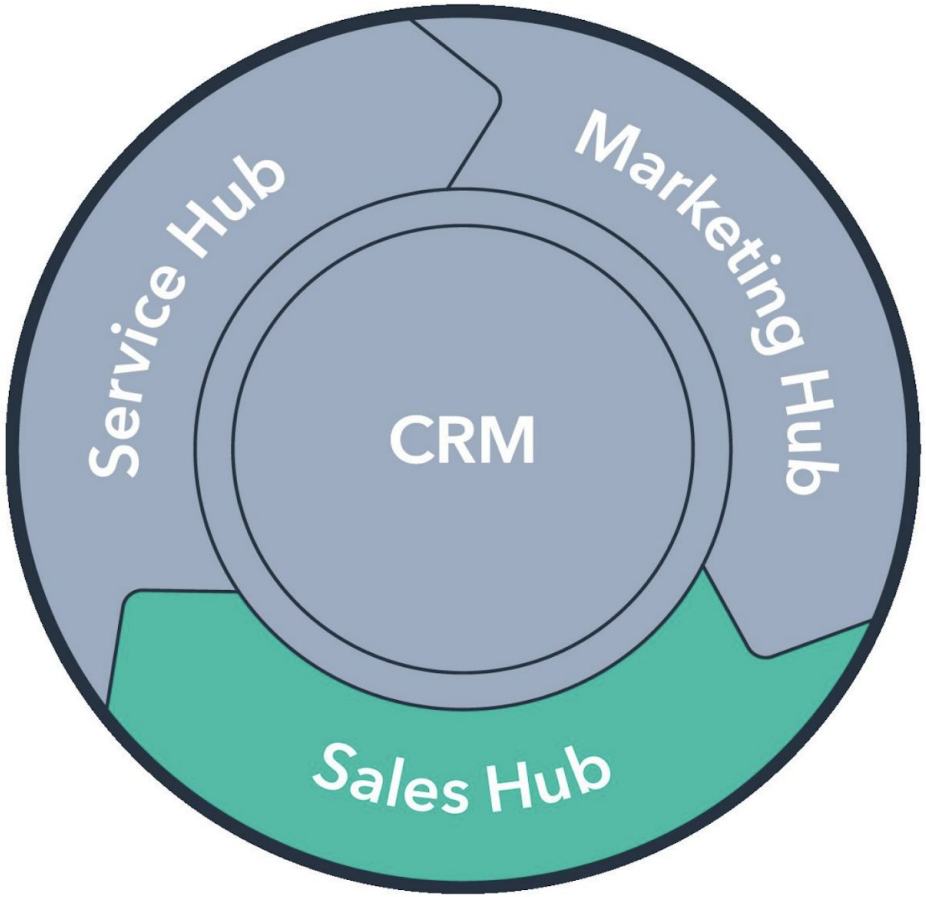
Social media

Content tools

Email marketing

Marketing automation

© HubSpot



Sales Tools

Calling

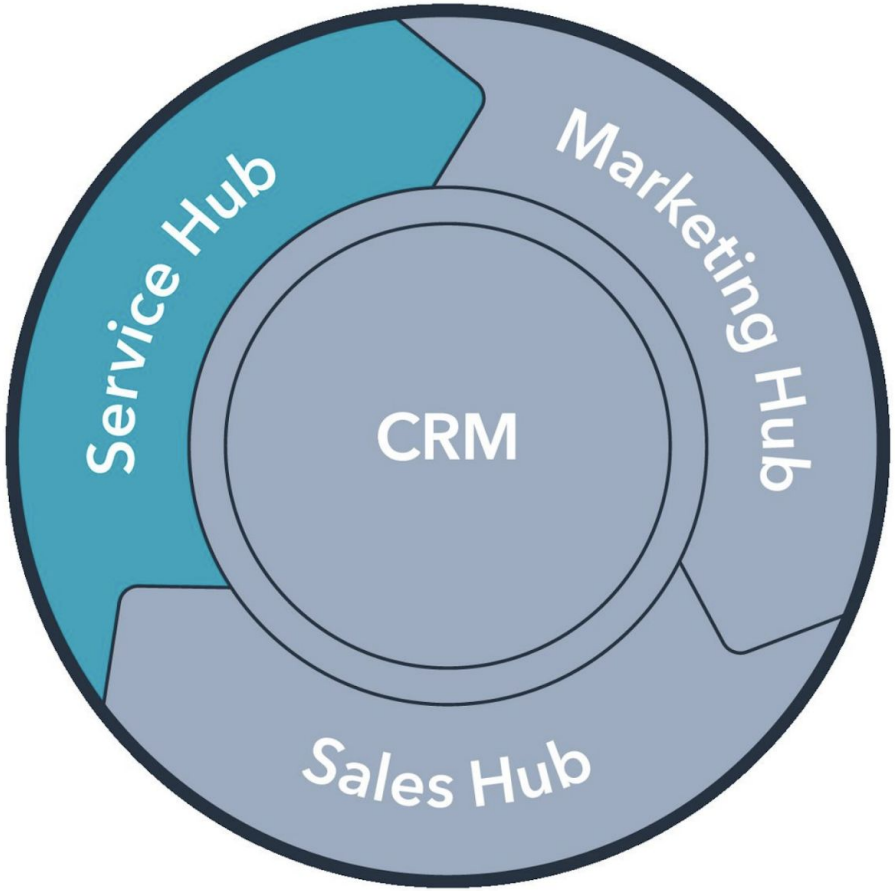
Documents

Email sequences

Sales automation

Meeting scheduling

© HubSpot



Service Tools

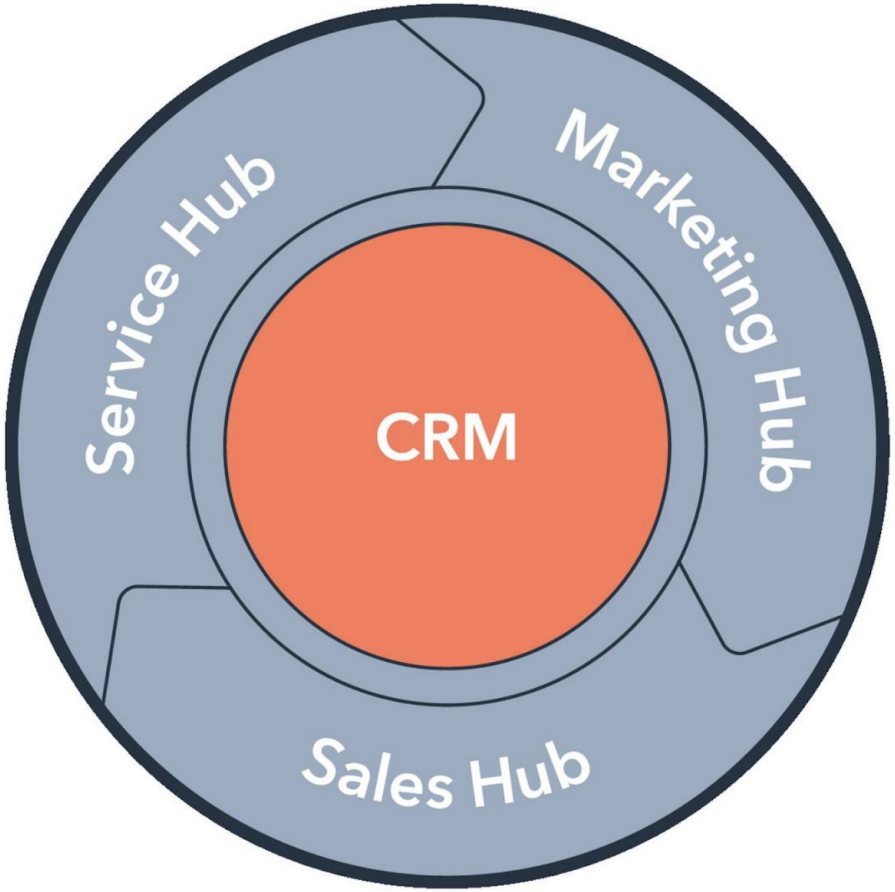
Ticketing

Help desk

Knowledge base

Customer feedback

© HubSpot



CRM Tools

Meetings

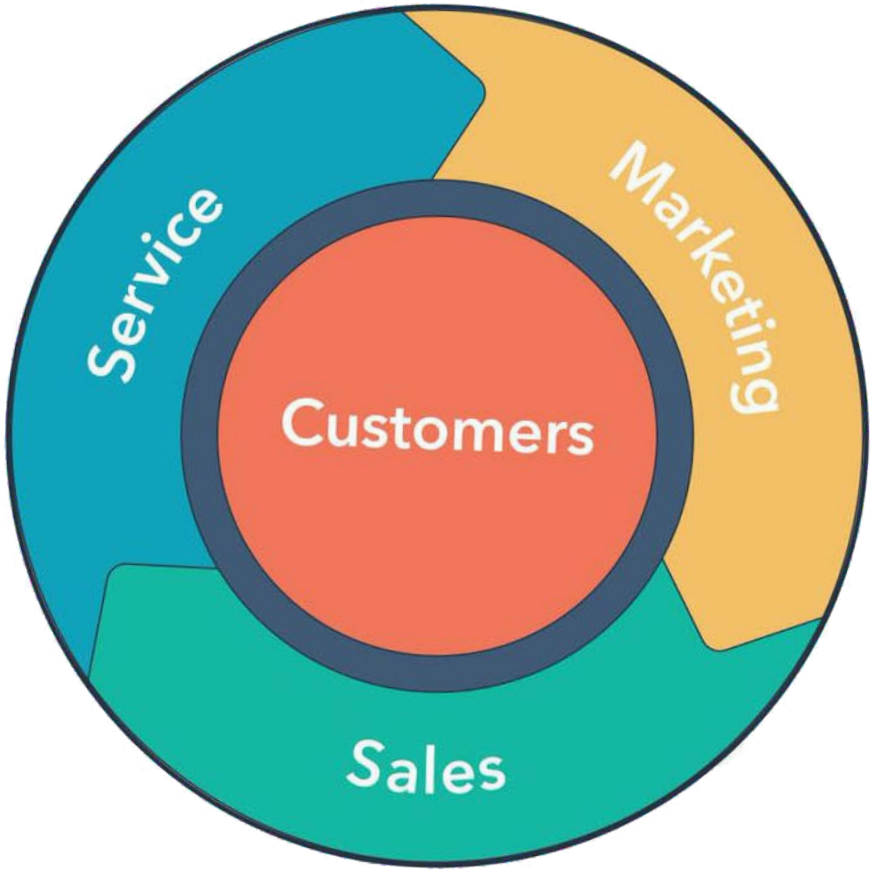
Lead flows

Conversations

Lead analytics

Content management

© HubSpot



All of these tools complete a full growth Flywheel for businesses

© HubSpot

To do so, we evolved from an app to a suite

because the customer experience should be seamless.

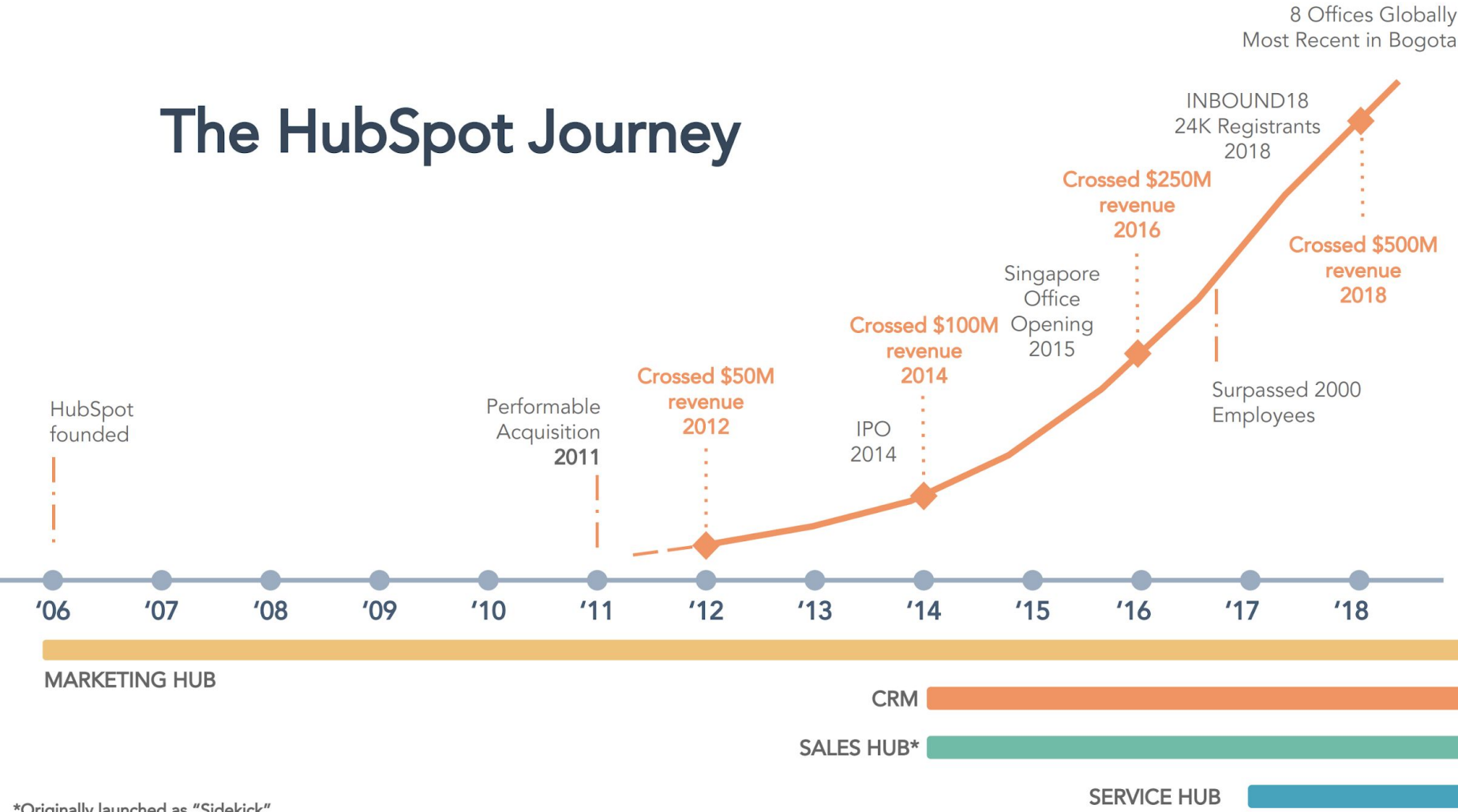
© HubSpot

Translated to the Flywheel
it looks like this

Translated to the Flywheel
it looks like this

© HubSpot

The HubSpot Journey



*Originally launched as "Sidekick"

HubSpot Overview

We provide a growth platform with award-winning software, services, and support to transform the way organizations attract, engage, and delight customers.

60,000+
Total Customers

100+
Countries

8
Office Locations
Worldwide

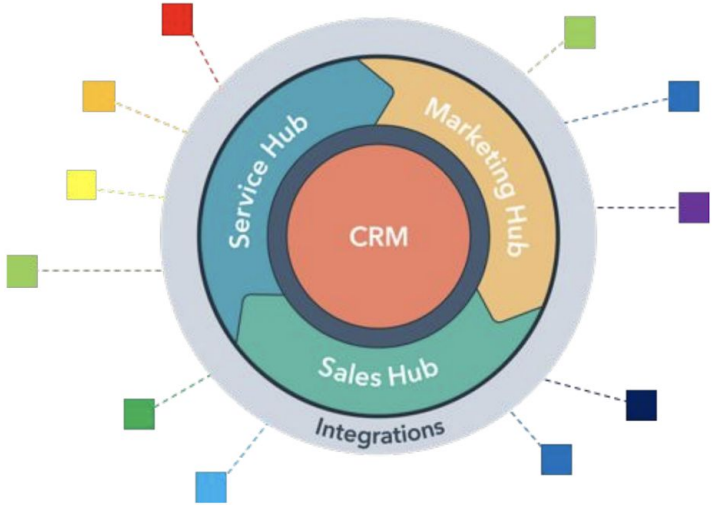
© HubSpot

All of that is just the beginning...

Began as an App

Became a Suite

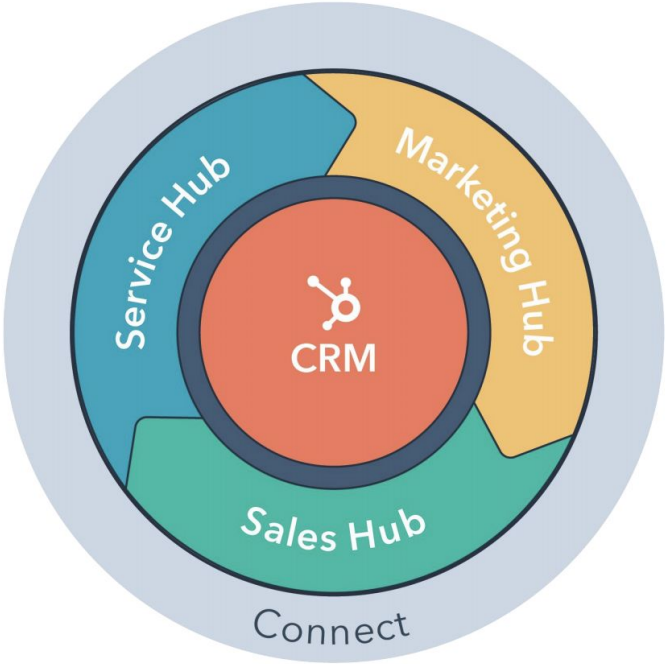
Becoming a Platform



We're focused on helping companies grow better in ever expanding ways.

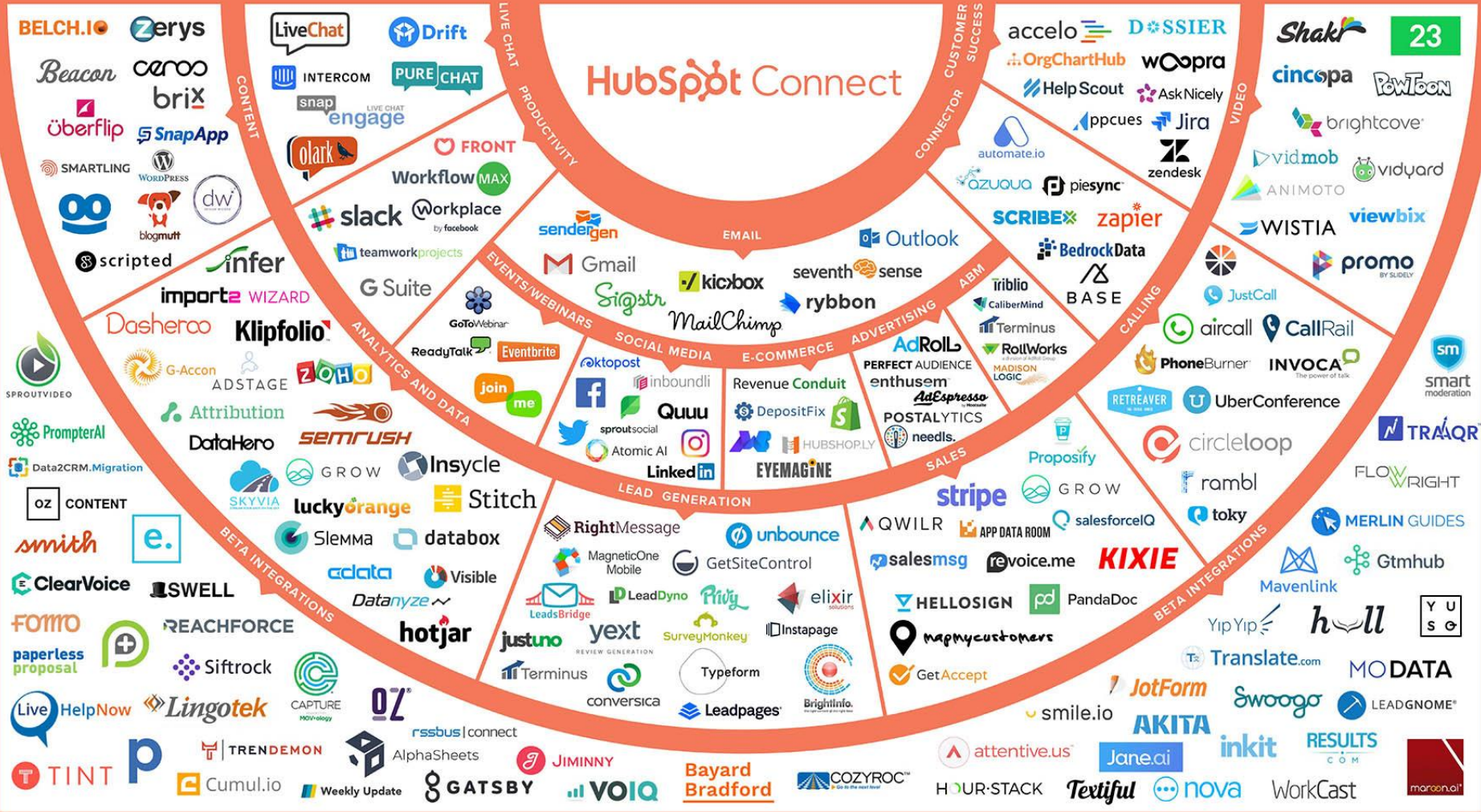
© HubSpot

2019 HubSpot Platform



© HubSpot

zendesk
HubSpot


HubSpot Connect
23
CONTENT
LIVE CHAT
PRODUCTIVITY
CUSTOMER SUCCESS
CONNECTOR
VIDEO
EMAIL
EVENTS/WEBINARS
SOCIAL MEDIA
E-COMMERCE
ADVERTISING
ABM
CALLING
ANALYTICS AND DATA
LEAD GENERATION
SALES
BETA INTEGRATIONS
BETA INTEGRATIONS
BELCH.IO
Zerys
Beacon
ceros
brix
überflip
SnapApp
SMARTLING
WordPress
blogmutt
dw
scripted
LiveChat
Drift
INTERCOM
PURE CHAT
snap engage
olark
FRONT
Workflow MAX
slack
Workplace by facebook
teamwork projects
G Suite
accelo
DOSSIER
OrgChartHub
woopra
Help Scout
AskNicely
ppcues
Jira
zendesk
automate.io
AZUQUA
piesync
SCRIBE
zapier
BedrockData
BASE
Shakr
cincopa
PowToon
brightcove
vidmob
vidyard
ANIMOTO
WISTIA
viewbix
promo
JustCall
aircall
CallRail
PhoneBurner
INVOCA
RETREAVER
UberConference
smart moderation
TRAQR
circleloop
rambl
FLOWRIGHT
toky
MERLIN GUIDES
Gtmhub
Mavenlink
Yip Yip
hull
YUSO
Translate.com
MODATA
JotForm
Swoogo
LEADGNOME
smile.io
AKITA
inkit
RESULTS
attentive.us
Jane.ai
HOUR·STACK
Textiful
nova
WorkCast
maroon.ai
sendergen
Outlook
Gmail
Sigstr
kickbox
seventh sense
rybbon
MailChimp
GoToWebinar
ReadyTalk
Eventbrite
join me
oktopost
inboundli
Quuu
sproutsocial
Atomic AI
LinkedIn
Revenue Conduit
DepositFix
HUBSHOP.LY
EYEMAGINE
Triblio
CaliberMind
Terminus
RollWorks
MADISON LOGIC
AdRoll
PERFECT AUDIENCE
enthusem
AdEspresso
POSTALYTICS
needls.
infer
import2 WIZARD
Dasheroo
Klipfolio
G-Accon
ADSTAGE
ZOHO
Attribution
DataHero
SEMRUSH
GROW
Insycle
Stitch
SKYVIA
luckyorange
Slemma
databox
edata
Visible
Datanyze
hotjar
SPROUTVIDEO
PrompterAI
Data2CRM.Migration
OZ CONTENT
smith
e.
ClearVoice
SWELL
FOMO
REACHFORCE
paperless proposal
Siftrock
Live HelpNow
Lingotek
CAPTURE
OZ
TINT
TRENDEMON
rssbus | connect
AlphaSheets
Cumul.io
Weekly Update
GATSBY
JIMINNY
VOIQ
Bayard Bradford
COZYROC
RightMessage
unbounce
MagneticOne Mobile
GetSiteControl
LeadsBridge
LeadDyno
Privy
elixir
Instapage
justuno
yext
REVIEW GENERATION
SurveyMonkey
Terminus
conversica
Typeform
Leadpages
BrightInfo.
Proposify
stripe
GROW
QWILR
APP DATA ROOM
salesforceIQ
salesmsg
revoice.me
KIXIE
HELLOSIGN
PandaDoc
mapmycustomers
GetAccept

AUGUST 2018

NEW APIs

- Developer Preview
- Authentication
- OAuth 2.0
- FAQ
- Using the developer tools
- Bots
- Analytics API
- Calendar API
- Companies API
- Company Properties API
- Contacts API
- Contact Lists API
- Contact Properties API
- CMS Blog API
- CMS Blog Authors API
- CMS Blog Comments API
- CMS Blog Post API
- CMS Blog Topics API
- CMS Domains API
- CMS Files API
- CMS HubDB API
- CMS Layouts API
- CMS Page Publishing API
- CMS Site Maps
- CMS Site Search API
- CMS Templates API
- CMS URL Mappings API
- CRM Associations API
- CRM Extensions API
- CRM Integration Guide
- CRM Pipelines API
- Deals API
- Deal Pipelines API
- Deal Properties API
- Ecommerce Bridge API
- Email API
- Email Events API
- Engagements API
- Events API
- Forms API
- Owners API
- Products API
- Social Media API
- Tickets API
- Timeline API
- Tracking Code API
- Transactional Email API
- Workflows API
- Webhooks API

facebook
HubSpot

Marketing Partner

Workplace Partner

© HubSpot

Avidly toolstack

databox

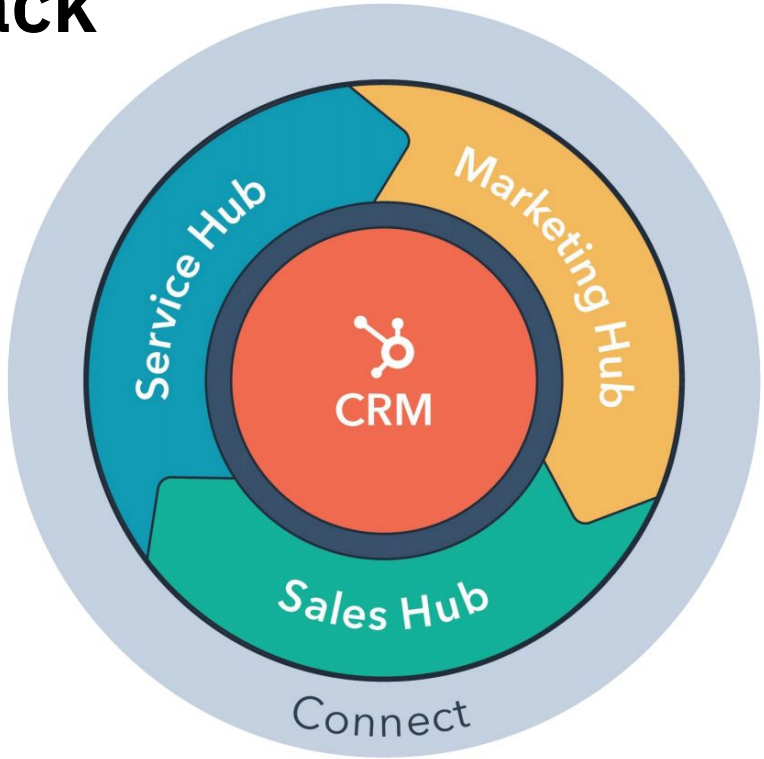
luckyorange

Typeform

optinmonster

ceros

seventh sense

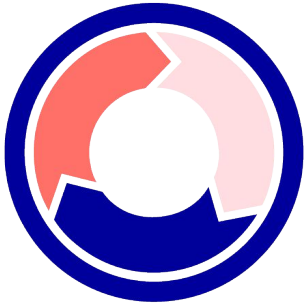


vidyard

23

Drift

HubSpot's Partner Community



- +3.5K HubSpot Partner Agencies world wide
- 53 Diamond Partners globally
- Avidly is the only 4x Diamond Partner in the world

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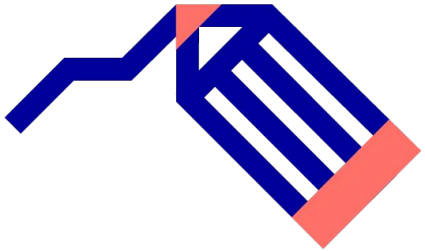
Unique position in HubSpot's partner ecosystem



- Member of the Partner Advisory Council since July 2017
- Avidly being used internally in HubSpot as template for growing agencies
- Preferred collaboration partner in Direct Sales Emea
- 1 of 13 Strategic Partners worldwide on Sales Enterprise
- Invested heavily in relationships with HubSpotters

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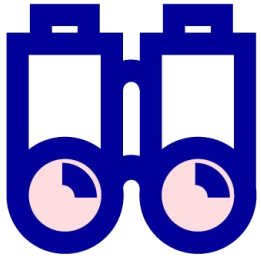
Strong partnership enables us to offer more for our clients



- We get strategic insights and can adapt in advance on the world's leading and fastest growing business growth platform
- Relationships enables us to give input to the products before launch
- A close collaboration empowers us to do a better job than our competitors for clients

avidly

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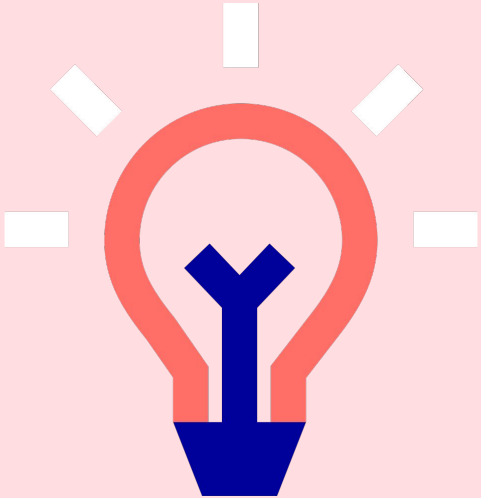


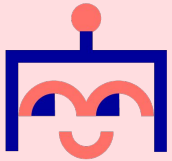
How we work with clients

Inbound Growth Services

GROWTH-DRIVEN DESIGN

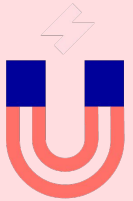
INBOUND STRATEGY

PAID MEDIA



CONVERSATIONAL MARKETING

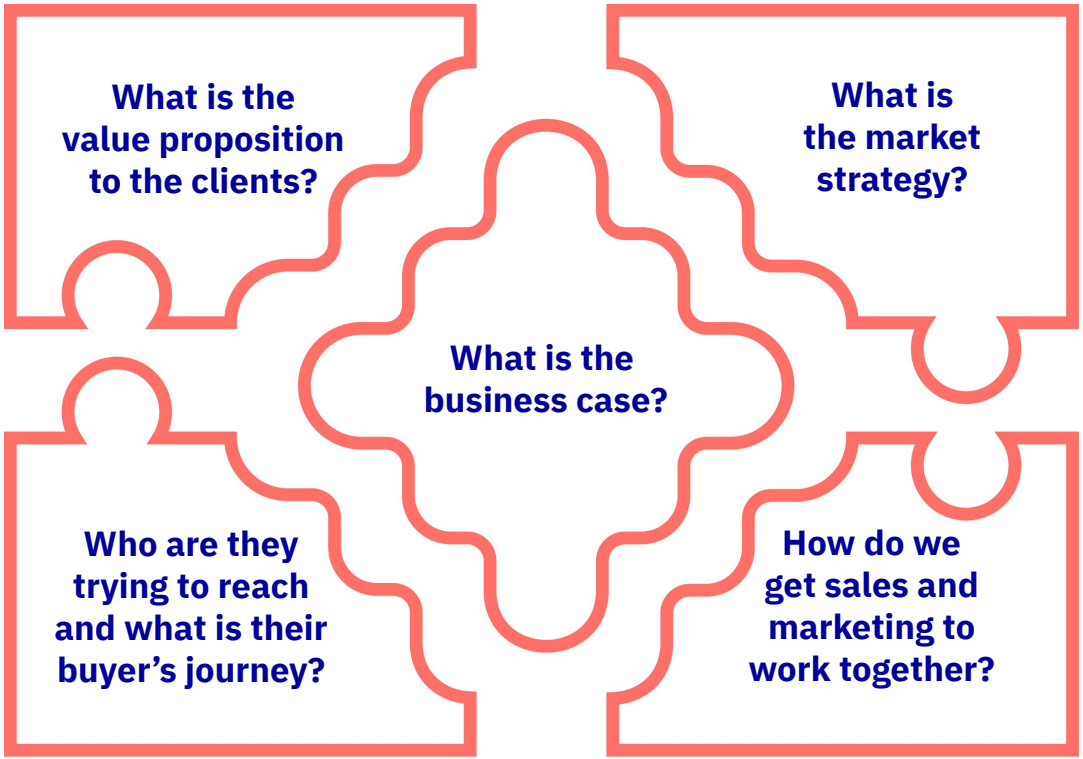
INTEGRATIONS



SALES ENABLEMENT

Pre-project and onboarding

Before moving on, there are a number of fundamental questions that needs to be answered



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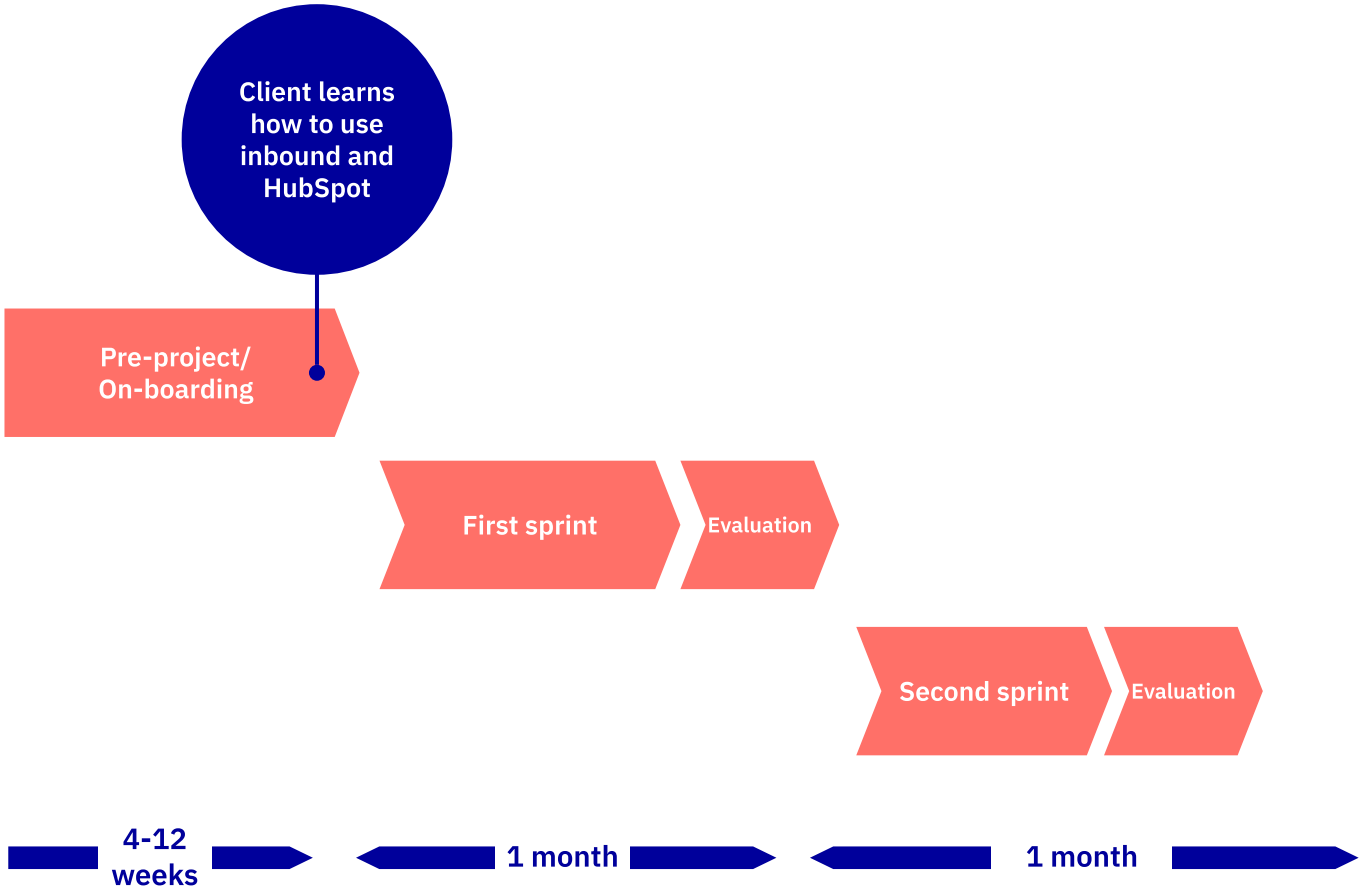
Executing and educating

Building success for the companies we work with



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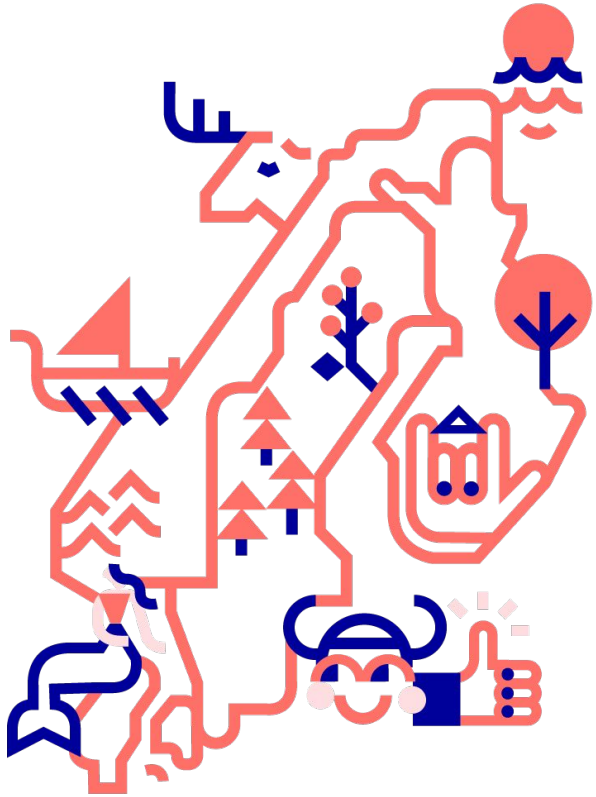
Some of our clients

65 driven inbound experts in four countries



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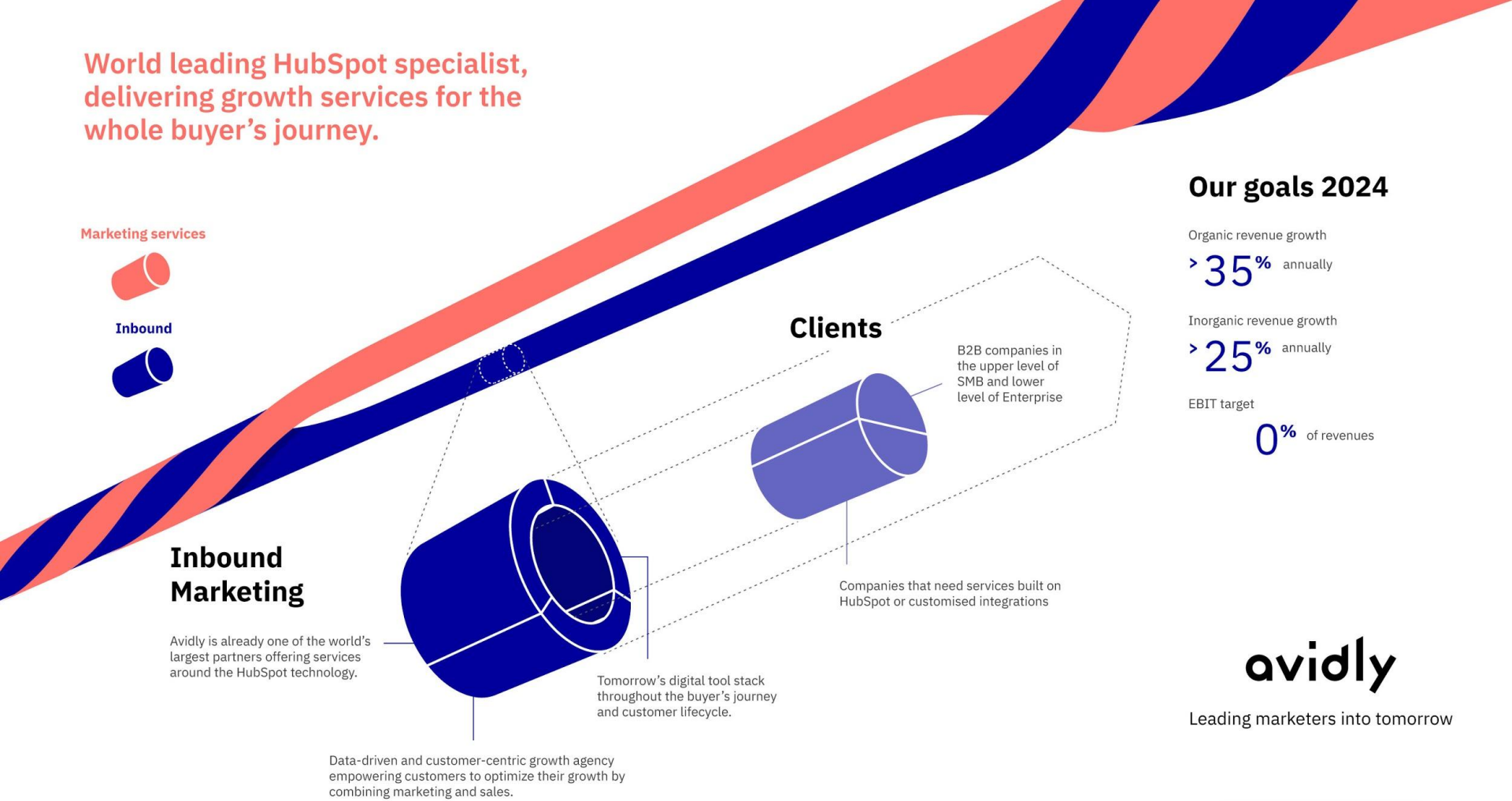
World leading HubSpot specialist, delivering growth services for the whole buyer's journey.

Marketing services

Inbound



Our goals 2024

Organic revenue growth

> 35% annually

Inorganic revenue growth

> 25% annually

EBIT target

0% of revenues

avidly

Leading marketers into tomorrow

#TOMORROWBOUND

Organic growth: more enterprise clients and deeper engagements

Benefits of being present in several countries:

- We manage more HubSpot portals than the average HubSpot Partner, but our focus is always on selling solutions
- Greater interest from enterprise customers
- More internationally orientated businesses
- More complex cases that smaller agencies cannot handle: integrations, several offices, specialists in more areas.

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