



The all-in-one marketing software uses Facebook Ads to help businesses generate more leads online and sees a 71 percent increase in sales from Facebook within just three months.

Goals

HubSpot wanted to promote its brand as a thought-leader in the business-to-business field on Facebook to:

- Lead fans to its Page and ultimately engage them with other content
- Drive customer engagement and generate more leads

Approach

To create general awareness around its brand, HubSpot first created a Page:

- Chose its logo as its profile picture and a cover photo featuring a vibrant city landscape and the company name
- Developed a tab called “Try HubSpot!” in its main Page view, allowing people to use HubSpot for free for a 30-day trial or request a demo to see how HubSpot can work for their business

The company also ran **Facebook Ads** to drive bike sales:

- Used a strong call to action in its ads to encourage people to like its Page, saying “Like HubSpot for exclusive webinar invites, blog updates, free new eBooks & more!”
- Tested ads by targeting different age segments, including 24-34, 35-44, and 45-44, along with Likes and Interests such as “marketing director,” “marketing manager,” and “marketing manager”
- Included eye-catching images to grab people’s attention, such as the word “Attend!” along with information in the ad text about HubSpot’s marketing conferences

HubSpot increased engagement on its Page in several ways:

- Posted updates everyday about marketing conferences and e-commerce tips as well as links to demos and videos
- Asked questions such as “Is mobile marketing a part of your strategy?” frequently to spark conversation among fans
- Offered links to live chats with marketing experts from HubSpot on specific topics, such as closed-loop marketing

To reach a broader set of people, HubSpot ran **Sponsored Stories** to get the word out about its brand:

- Used **Sponsored Stories** that let people know when one of their friends had liked the HubSpot **Page**

Results

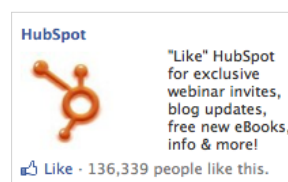
- 71 percent of sales increase from Facebook over the course of the three-month campaign
- 15 percent ROI increase from Facebook over the course of the campaign
- 39 percent increase in traffic coming from Facebook over the course of the campaign

“We’ve found that actively participating on Facebook has engendered a valuable, open line of dialogue between HubSpot and its interest base. We’re able to announce product updates, new eBooks/webinars, get feedback directly from customers and gain inspiration for new ideas around inbound marketing all while generating new leads and customers.”

Dan Slagen, Head of Paid Lead Generation, HubSpot



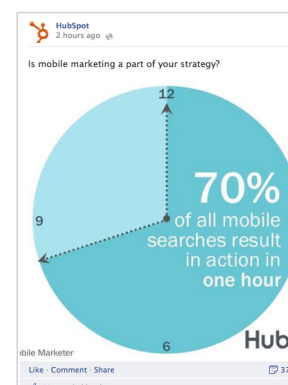
Build



Connect



Influence



Engage

HubSpot is all-in-one marketing software that helps businesses generate more leads online.

facebook.com/hubspot