



# CHOOSING A HUBSPOT AGENCY PARTNER



## CHECKLIST

Not every marketing department has the in-house resources needed to maximize the ROI of their investment in HubSpot or other marketing automation solutions.

Truly embracing and implementing inbound marketing requires access to a number of different skill sets:

- Branding and strategy development
- Content creation (writing, video production, graphic design)
- Content promotion and distribution
- Website design and coding
- Marketing automation expertise
- Data analysis

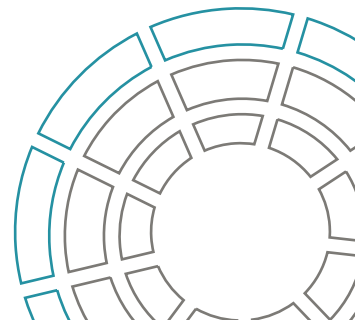


## Why You Need An Agency

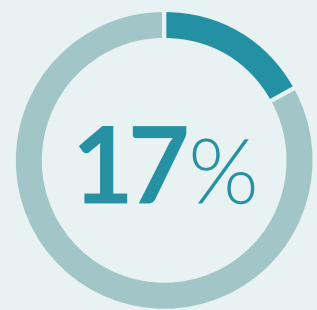
Resourcing all of those skills in-house is going to require several different individuals, at a very conservative cost of \$40,000 each for salary, before even taking into account benefits and other expenses such as training, overhead, office equipment and more. Altogether, in addition to your contract for content management and marketing automation software, you would need to invest close to \$200,000 per year.

With an agency, you will typically pay much less to gain access to those same skill sets with:

- No ramp-up or training time.
- No need to reorganize existing staff.
- Defined goals and ROI.
- Flexibility to adjust contracts as you go to increase or decrease the level of service.



HubSpot customers working with an agency partner consistently see **17% greater results** than those going it alone.



# HOW TO CHOOSE A HUBSPOT AGENCY PARTNER:

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Agencies come in all shapes and sizes, and with a variety of specialties, but these are the basic characteristics you need to demand from your partner.

### YOUR AGENCY PARTNER SHOULD:

#### ☐ 1. Offer the right services.

Your HubSpot Agency Partner needs to exhibit their competence in providing these four core services:

- **Traffic Generation:** An understanding of how content, SEO, and promotion bring visitors to your website.
- **Lead Generation:** The ability to create the premium content and tools such as calls-to-action and landing pages that capture leads.
- **Lead Nurturing:** Experience crafting targeted campaigns that convert leads into opportunities and sales.
- **Analysis:** Strong analytic skills to measure results and use them to improve strategies for greater ROI.

#### ☐ 2. Provide the tools, processes, staff and systems to give you a quick start.

In-house agency staff and strategic partnerships should provide timely and reliable access to:

- Branding and marketing strategy development experts
- Experienced writers
- Graphic designers
- Video production professionals
- Content promotion and social media managers
- Website design and development pros
- Data analysis experts
- Public relations professionals
- HubSpot-certified staff and trainers
- Inbound-certified marketing professionals
- Sales trainers

#### ☐ 3. Be goal oriented with a clearly-defined delivery process.

Expect:

- Goal setting for inbound marketing that aligns with overall corporate goals and objectives.
- Defined expectations, including timelines and resources needed for each step in the inbound marketing process.
- Regular check-ins from account manager to review status of work, as set out in contract.
- Quick response (within one business day) to phone calls and emails.
- Two-way communication to request information and feedback.
- Willingness to say “No” to tools or channels that are unlikely to benefit your brand.

#### ☐ 4. Provide the needed volume of high quality content.

The content you receive should be:

- Developed to match overall strategic goals and inbound marketing campaigns.
- Created with your customer personas in mind, and personalized wherever possible.
- Well-researched and sourced.
- Technically correct—spelling, grammar, style and usage, including meeting your industry’s standards and expectations.
- On-time and on-target, every time. Rewrites should be the rare exception, not the rule.



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### ☐ 5. Promote content effectively.

Your agency partner should be able to show how they will promote content through:

- SEO
- Social media (paid and organic)
- Email
- Other marketing channels

### ☐ 6. Emphasize lead conversion and nurturing.

Rather than letting leads get lost before converting to customers, your agency should:

- Develop targeted lead nurturing workflows with additional content.
- Use information gained through nurturing to enable sales.

### ☐ 7. Analyze data to continually improve marketing tactics and document ROI.

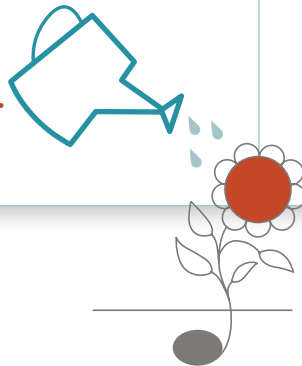
Your agency should be able to review metrics from your inbound marketing to determine:

- Most effective channels in driving leads.
- Most effective channels in developing closed sales.
- Keywords or topics that drive the most traffic, leads or sales.
- Where gaps in your content or nurturing process are impacting conversion rates.

### ☐ 8. Provide reporting based on established goals and objectives.

The data used to analyze results should be interpreted, compared to goals set out in the beginning, and shared with:

- Marketing management
- Sales management
- Executive suite



### Is your agency giving you what you need?

JONES is a certified HubSpot partner agency, ready to discuss your goals and how we can help you reach them. Schedule a complimentary consultation with one of our HubSpot-certified inbound marketing specialists.



**SCHEDULE A FREE  
45-MINUTE CONSULTATION**