

A CANADIAN RESEARCH REPORT

Trends and Data in Sales and Marketers

A sales and marketing report to help businesses prioritize their strategies and outperform their goals in 2021.



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Introduction

Over five thousand companies in Canada have trusted HubSpot as their CRM solution, a few highlighted throughout this report, with half of them choosing multiple hubs (2 or more) from HubSpot's suite of products for Marketing, Sales and Customer Service needs. In 2020, Canadian customers' year over year net revenue is up 25%.

To help businesses develop their sales and marketing strategy for 2021, we surveyed over 3,400 marketers across the globe and sourced innovative strategies from some of our most loyal Canadian customers. The resulting report outlines customer stories in the region and it emphasizes the importance of the entire customer experience across marketing, sales, and customer support.

"As marketers, we can't predict everything that will change in the next ten years, but we can take a look at what's happening today and use it to better understand the change that is ahead of us."
Kipp Bodnar, Chief Marketing Officer, HubSpot

"In 2020, 40% of businesses did not meet revenue targets. As you plan your 2021 and beyond, sharpen your focus on your customer. Place them at the center of every decision, across marketing, sales and customer success" Yamani Rangan, Chief Customer Officer, HubSpot

It's a scary and exciting time for marketers and sales leaders everywhere. As you're planning for the future, questions are inevitable. This report is here to help you answer them.



Executive Summary

We don't need to tell you how transformative this year has been, but, wow.

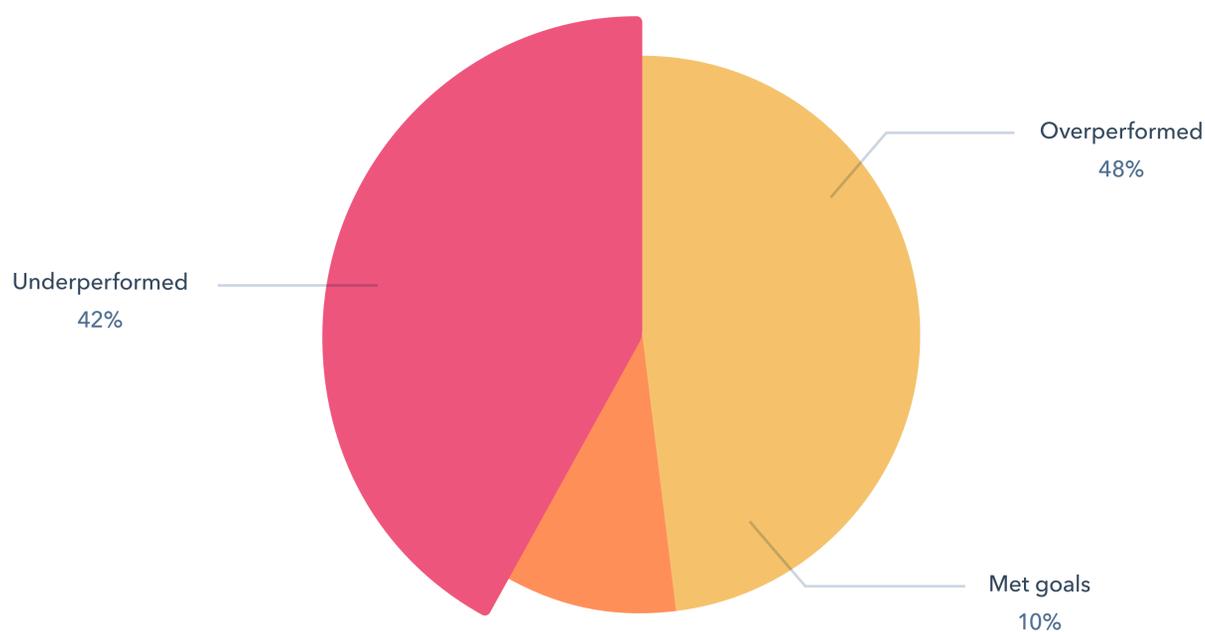
It's impossible to talk about next year without acknowledging the change that this year catalyzed.

Marketing strategies are ever expanding, from staples like social and email to others increasing in relevance such as conversational marketing and attribution strategies.

Moreover, your sales reps are being asked to sell from anywhere: they are conducting outreach and closing deals by phone and new channels like video and online chat. Your managers are being asked to coach and enable remote teams, finding new ways to motivate reps and improve productivity. And you need to adapt your sales organization's operating model to enable all of these changes in order to hit revenue targets, all while planning for the year ahead.

In this new environment, growth is a tough topic to broach with many sales leaders. While some businesses have seen accelerated growth this year, many have not. In fact, 42% of businesses in Canada surveyed for this report will miss revenue targets in 2020.

How has your entire organization performed against its revenue goal this year? Please select one.



Source: HubSpot Research, Canada Survey, Sep-Oct 2020

The word of the year for many is not growth, but survival. However, every era of change offers an opportunity to find a growth advantage. It's time to reevaluate our approach to selling and expand our marketing strategies.

Here are the four areas where marketing and sales leaders are finding a competitive advantage.

Key Findings

Sales leaders who adopted a hybrid or fully remote sales model hit or exceeded revenue targets.

Sales leaders whose teams typically sold in the field faced a hard choice this year: Do I subject my team to massive change and enable remote work, or try to weather this storm? Those who invested in enabling remote work were rewarded--60% of those who transitioned to remote sales this year met or exceeded revenue targets, compared to 50% of the leaders who did not make the transition. This signals a shift in how sales teams will be structured going forward in Canada.

High performing sales teams automate sales tasks and leverage competitive data.

Most sales leaders we surveyed, regardless of performance, ranked CRMs and videoconferencing software as the most important tools for remote selling. The difference between overperforming and underperforming sales leaders is how they use these tools. 60% of overperforming leaders in the region use their CRM to automate parts of their sales process, vs. 40% of underperforming leaders. By automating parts of their sales process, sales leaders free up reps' time to focus on selling.

63% of marketers are looking to make a website upgrade.

Web strategy encompasses both the content on your website and its optimization towards your goal. One of the most important aspects of your website should be accessibility – make your website mobile friendly, be transparent and offer important information up front, and direct follow up at the right phase in the buying process.

Reporting and attribution have revolutionized marketing in every industry. For years, demographic reporting has done wonders for marketers. Unfortunately, there's only so much that demographic data can tell us about the people searching for and purchasing our products and services. This is the time to make data more human.

Start Exploring

Sales

The Adoption of Remote Selling is Creating a Competitive Advantage

Start on [Page 7](#)



Marketing

Trends and Data from Marketers + Progressive Strategies from our Experts and Partners

Start on [Page 14](#)



SALES

The Adoption of Remote Selling is Creating a Competitive Advantage



Traditionally, sales organizations had a clear decision to make on their model for selling – a field or inside sales model. Inside sales reps often sell remotely, while field sales reps travel, brokering face-to-face deals.

As buyers' preferences for how they like to buy have changed, sales organizations have adopted hybrid models. More teams are selling both in person and remotely to meet buyers' needs.

COVID-19 has had a significant effect on buyer behavior, and the economy has forced difficult decisions for sales leaders. Many sales organizations have been forced to operate remotely. Reps need to become more creative as buying habits have changed, managers are being asked to find new ways to improve seller productivity, and leaders are being asked to drive growth through uncertainty.

However, leaders who adapted quickly and invested in enabling remote selling were rewarded. 60% of sales leaders who invested in remote selling met or exceeded revenue targets this year.



Source: HubSpot Research, Canada Survey, Sep-Oct 2020

1 "Inside Sales vs. Outside Sales: How to Structure a Sales Team." 7 Apr. 2020, <https://blog.hubspot.com/sales/inside-vs-outside-sales>. Accessed 19 Oct. 2020.

Sales leaders in Canada who did not invest in remote selling fell behind. 50% of this subgroup did not hit their sales targets this year.

But what kind of impact does missing sales targets actually have on future priorities?

Looking ahead, sales leaders were asked, "What are your sales organization's goals next year?" and based on their responses, the impact is clear: there is a competitive gap forming between those who have and haven't invested in remote sales.

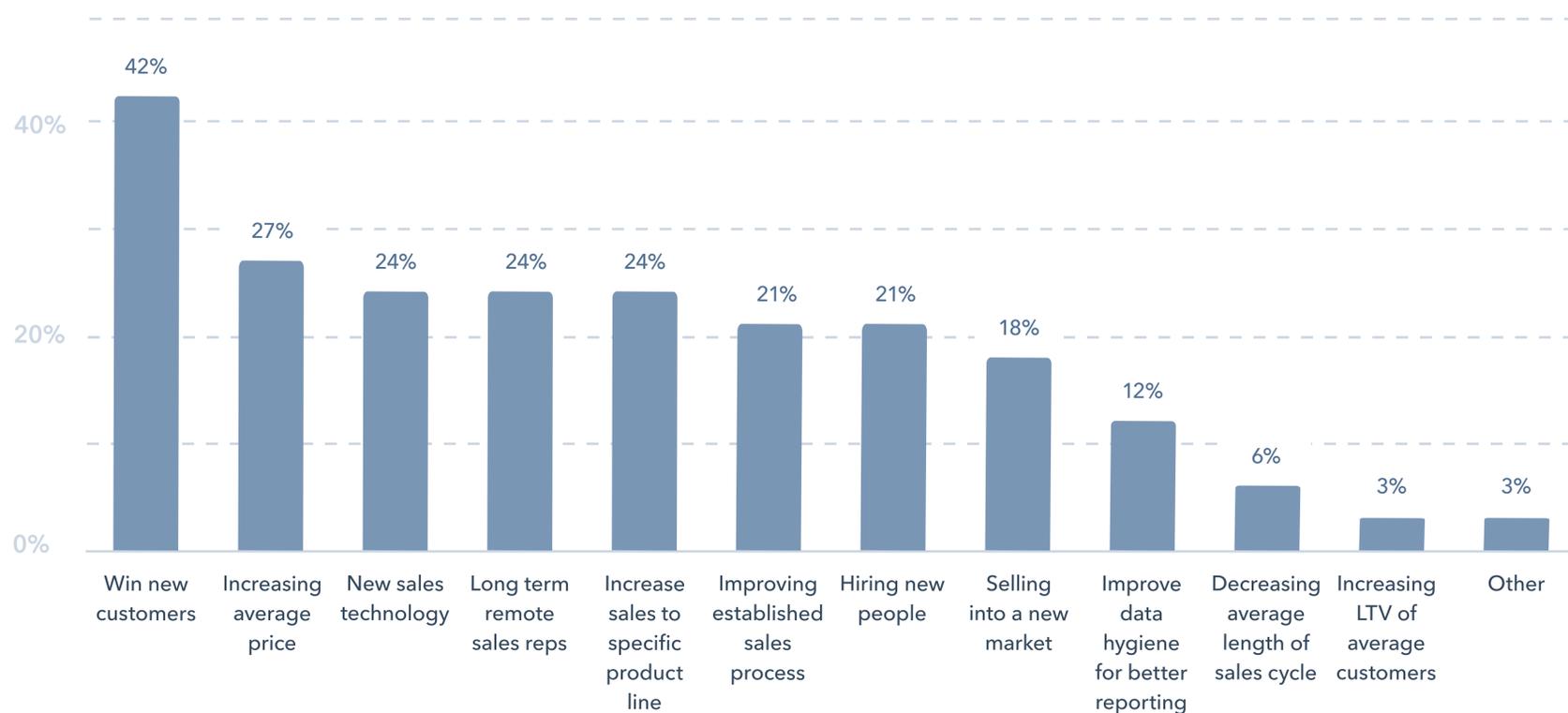
Successful Sales Leaders are Focused on Growth

Those who exceeded revenue targets this year are focused on winning new customers, selling into new markets, and increasing sales to a product/service line in the new year.

Those Who Missed Targets are Catching Up

Those who underperformed against targets this year are focused on winning new customers, improving sales processes, and enabling reps to sell remotely long term.

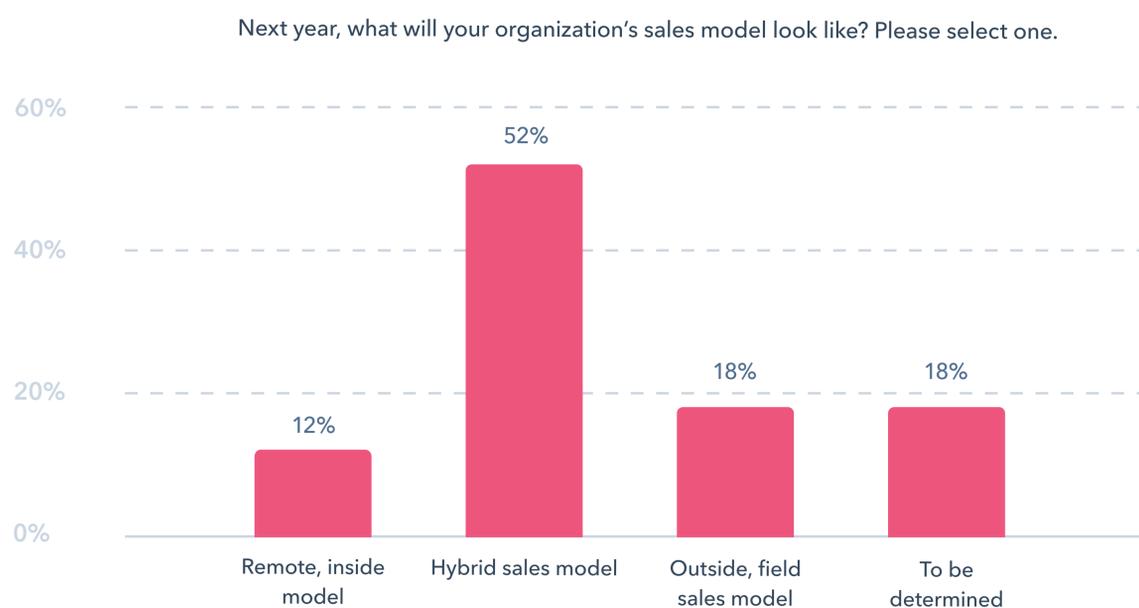
What are your sales organization's business goals for next year? Please select all that apply.



Source: HubSpot Research, Canada Survey, Sep-Oct 2020

Sales leaders who overperformed against revenue targets this year adapted processes and remote enablement swiftly, allowing them to focus on growth in the new year. Investing in this level of change in the middle of a pandemic was likely difficult work in the short-term, but it opened expansion opportunities in the long term. Meanwhile, those who struggled are doubling back to work on process and remote enablement for next year, which could widen the competitive gap we mentioned.

Regardless, as more sales organizations enable reps to sell remotely, their foundational sales model will change. As our Canada data shows, a commitment to a hybrid or remote sales model can help businesses grow. Sales leaders are seeing this and incorporating this shift into plans for next year's sales model. Next year, 64% of sales leaders plan to implement a hybrid or fully remote sales model.



Source: HubSpot Research, Canada Survey, Sep-Oct 2020

“2020 was a tough year for my team and we faced a ton of change that had to be managed very quickly in order to continue hitting our revenue targets. Luckily we were used to working with Zoom and were able to pick up right where we left off when we were still in the office. However, the biggest struggle was figuring out how to keep the team connected and united around shared goals without being able to see each other every day. This was a conscious effort and required buy in from the entire team, since strong work culture is a choice – not an accident.”

ANNALISA SPECTER
Canada Sales Manager



Sales Leaders Leveraging Automation and Competitive Data Have an Edge

Strong sales leaders know that to transform their organization they need to enable their sales people, create new processes, and leverage technology.

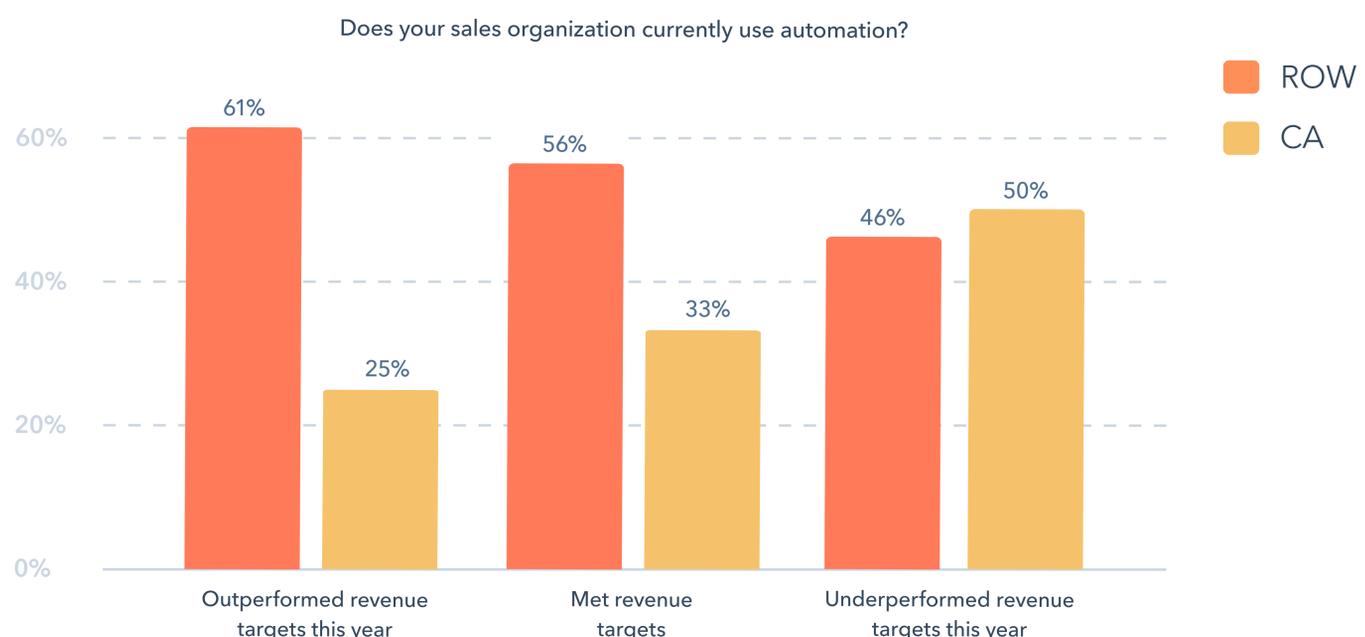
For the past few years, sales technology – including sales intelligence and CRM tools – has become an integral part of the sales process among top-performing organizations.²

This year dramatically shifted the way reps had to sell, and, because of that, sales leaders had to enable their teams with new tools.

Of the leaders who transitioned their team to a remote selling model, it will not come as a surprise that they ranked “video conferencing software” as the most important tool to their team’s success.

The main difference between the overperforming and underperforming teams was tool usage. While the adoption of sales technology is a strong first step, the automation of processes is how leaders are driving growth.

Compared to global sales leaders, top performing Canadian organizations aren’t leveraging automation as much as they could be. As you will see below, only 25% of Canadian respondents who are exceeding revenue targets use automation as a part of their sales process as compared to the global results. Globally, the majority of respondents who are exceeding revenue targets use automation in sales, and respondents who missed revenue targets are less likely to be using automation.

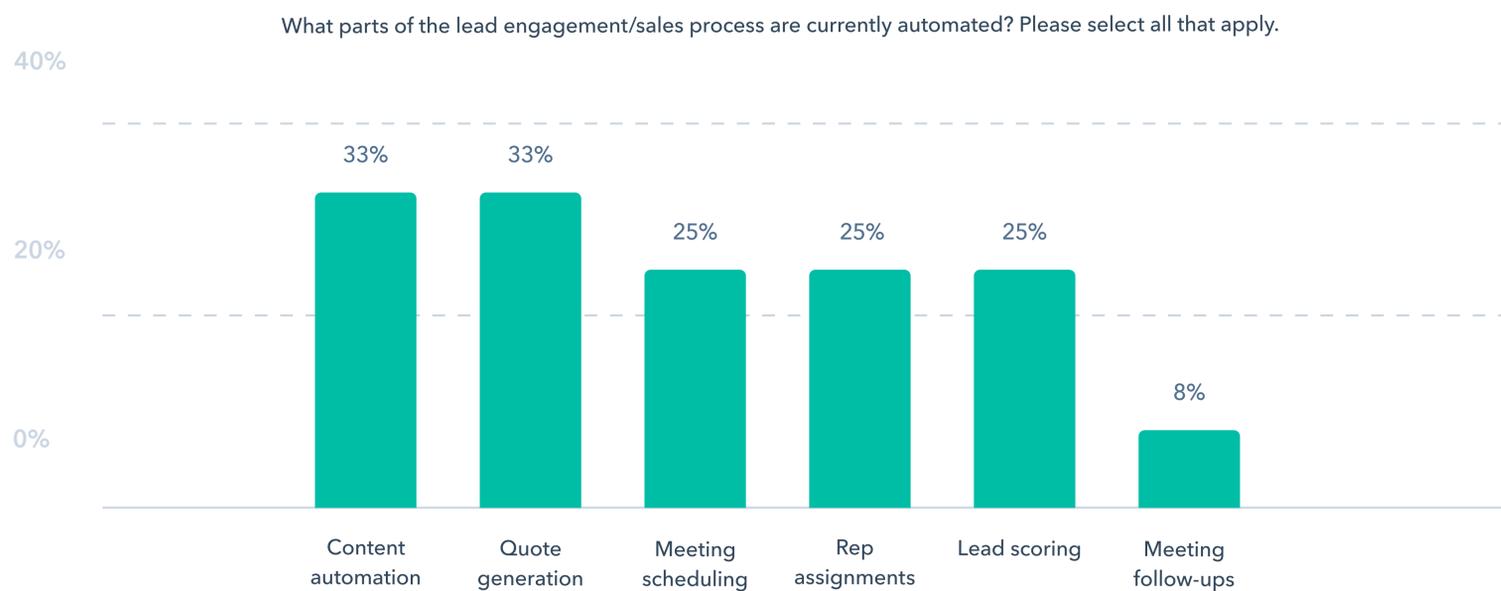


Source: HubSpot Research, Canada Survey, Sep-Oct 2020

² “The State of Sales, at Arm’s Reach: Download the Pocket Guide.” 29 Sep. 2020, <https://www.linkedin.com/business/sales/blog/b2b-sales/the-state-of-sales-at-arms-reach-download-the-pocke-guide>. Accessed 20 Oct. 2020.

Leaders who are overperforming understand that automation improves rep productivity. But there are a lot of moving parts in the sales process, so which activities are most sales leaders trying to automate first?

Teams in Canada using a CRM are automating tasks such as meeting scheduling, content delivery, and contract generation. They're no longer asking reps to perform these as manual activities, wasting valuable time and money.



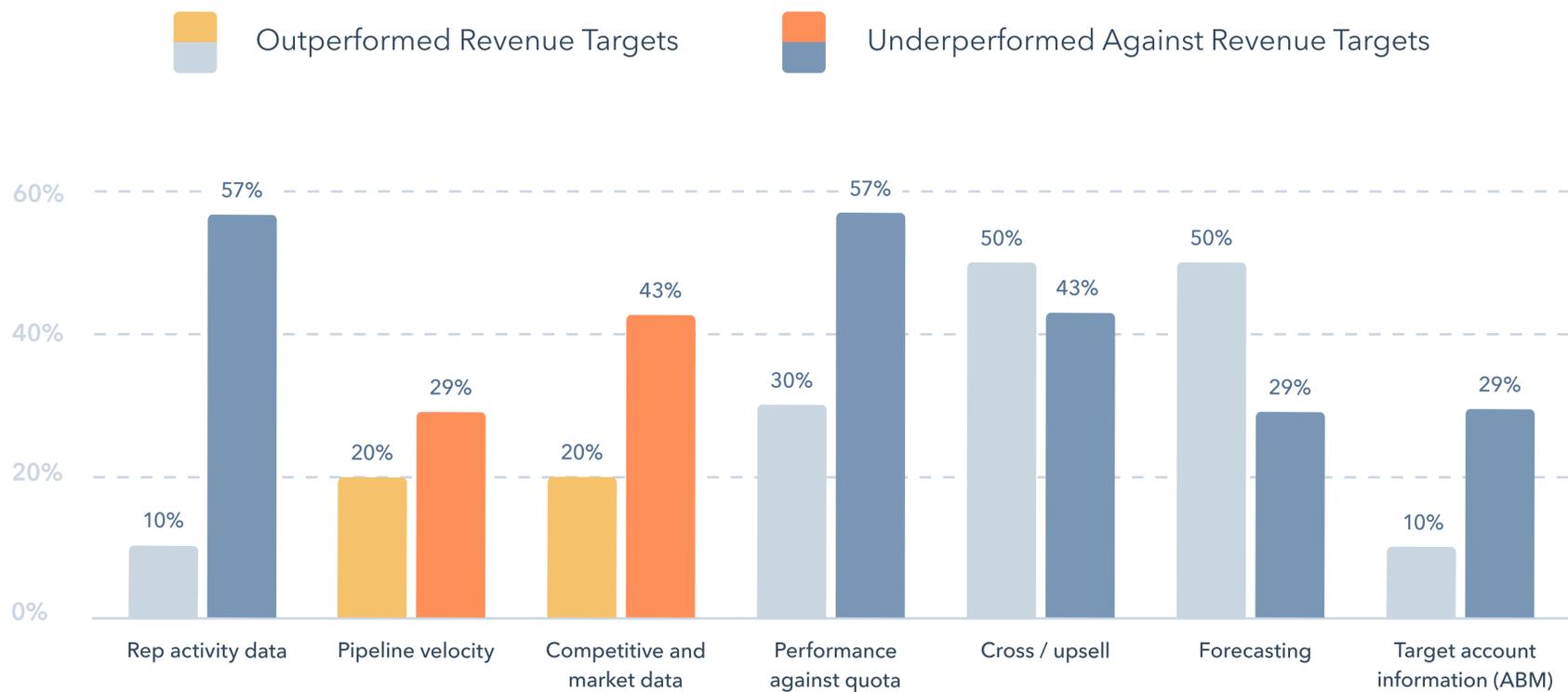
Source: HubSpot Research, Canada Survey, Sep-Oct 2020

In addition to automating rep tasks, successful sales leaders are leveraging data from their CRM to make strategic decisions. Regardless of performance against revenue targets, a majority of survey respondents are looking at forecasting reports, performance against quota, and rep activity.



Our research showed that those who actively gather and review competitive intelligence and market data are meeting or exceeding revenue targets. 50% of sales leaders in Canada who will exceed revenue this year analyzed cross-selling/upselling and use forecasting. Additionally, high-performing sales leaders are focused on improving team performance against quota, further demonstrating sales leaders' focus on process improvements.

Which data and insights from your sales analytics tool are most important to strategic business decisions?



Source: HubSpot Research, Canada Survey, Sep-Oct 2020

“ HubSpot helped us identify that we didn’t have a marketing problem. We were bringing in leads, but we weren’t executing on our marketing efforts to follow up, nurture and analyze them. With workflow automation, I can do 50 things in just a few seconds. It’s like we’ve doubled or tripled our staff without adding any additional headcount. ”

MICHAEL PALMER
Canada and USA President



MARKETING

Innovative Marketing Strategies Increase Business Footprints

Trends + Data from Over 3,400 Global Marketers



Content Marketing

When your business invests in content marketing, you improve your ability to engage your buyer personas, convert more leads, boost brand awareness, and connect with your audience. This leads me to two questions for marketers: 1) Does your company already actively invest in content marketing? 2) Will you continue – or begin – this worthwhile investment? Content marketing can take on many forms. The key is to identify which content marketing tactics are most effective so your business can use them to achieve your marketing goals. Let the data below help guide some of your decisions.

Check out my full article:

<https://www.hubspot.com/state-of-marketing/content-marketing>

CHRISTINA PERRICONE

Team Manager, Pillar Pages and Website Blog

HubSpot

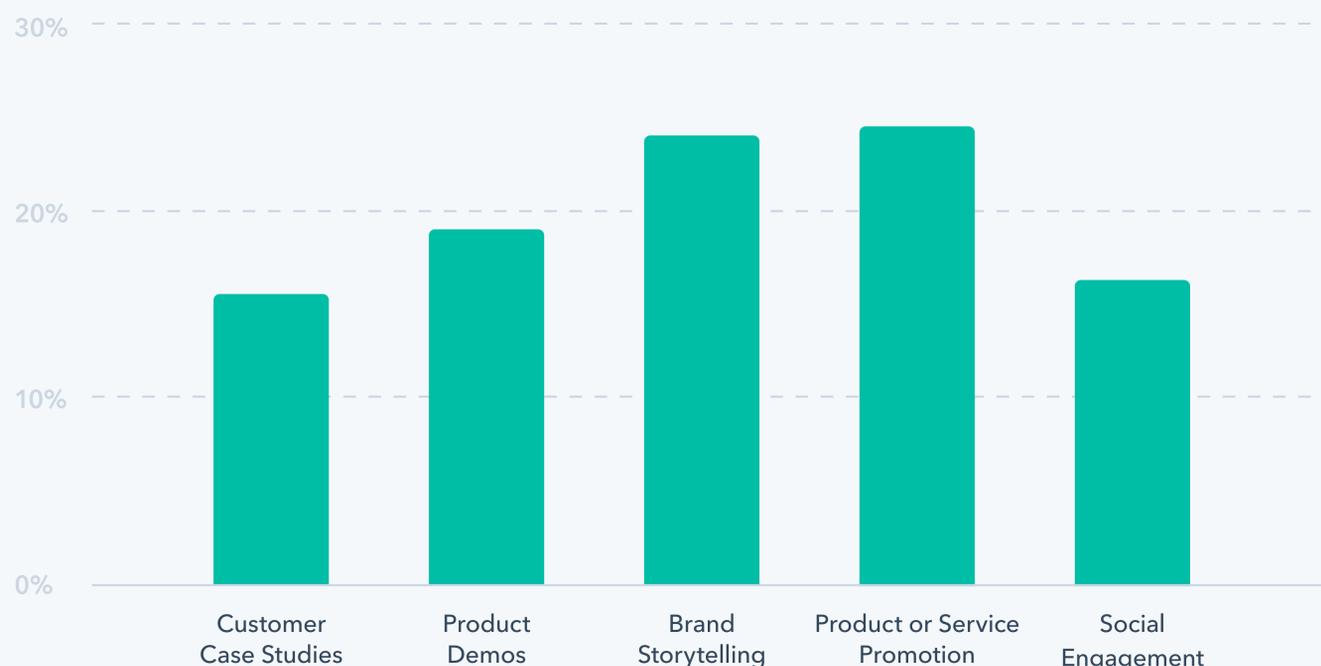
What we learned

70% of marketers are actively investing in content marketing

"Does your company actively invest in content marketing?"

Source: HubSpot Research, Global Survey, Nov-Dec 2019

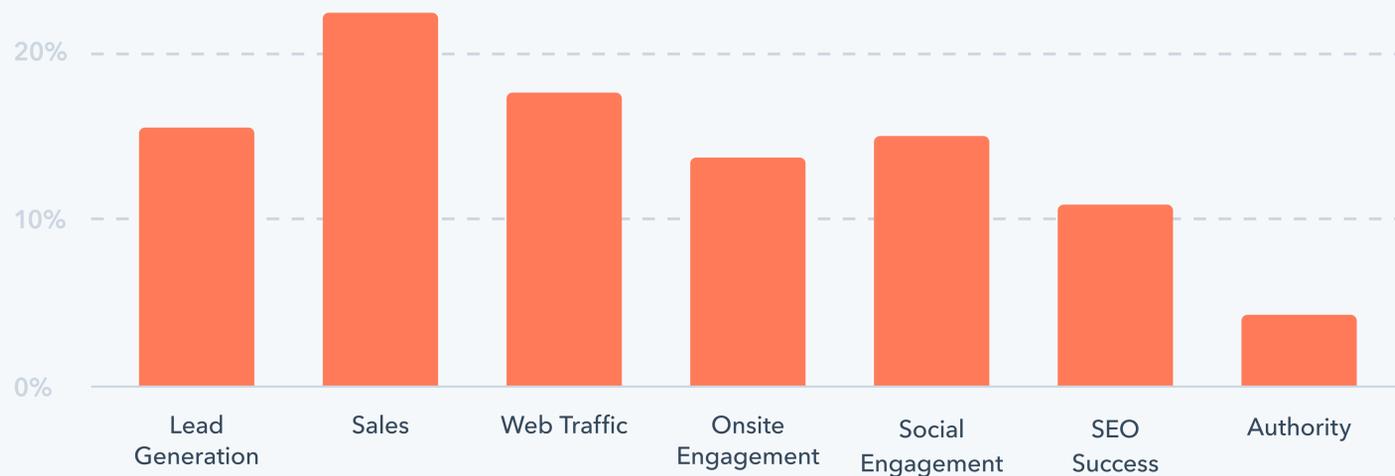
Promotional Videos and Brand Storytelling are the most common video types created by marketers



"What type of videos are you investing in?"

Source: HubSpot Research, Global Survey, Nov - Dec 2019

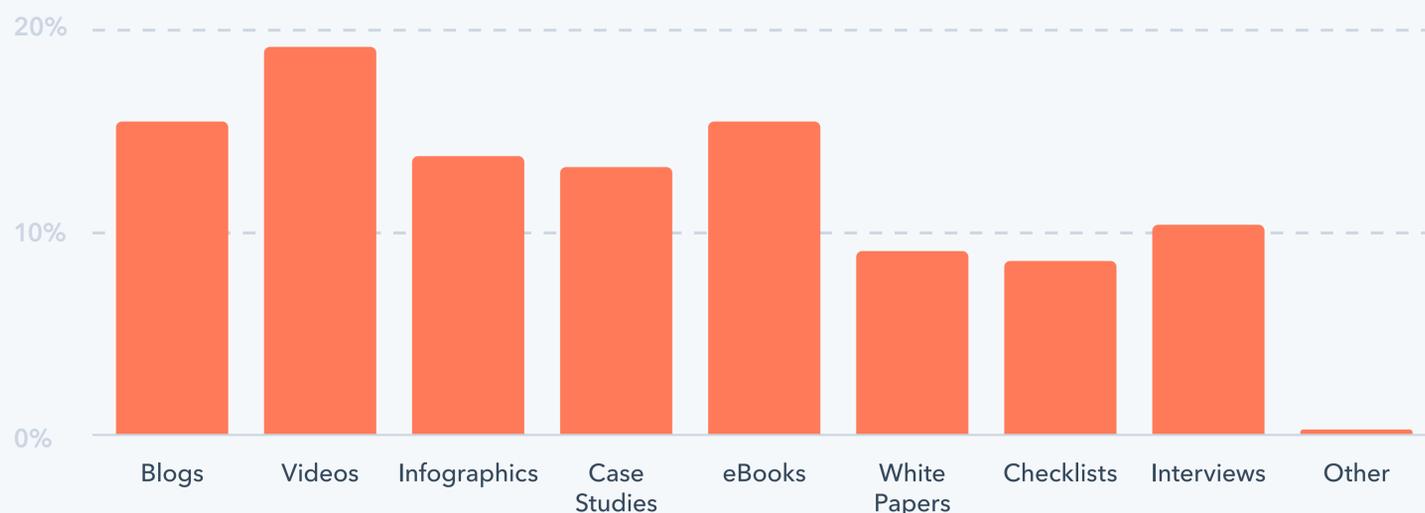
The most common measurement of success for content marketing is total sales



"How do you measure the success of your content marketing strategy?"

Source: HubSpot Research, Global Survey, Nov - Dec 2019

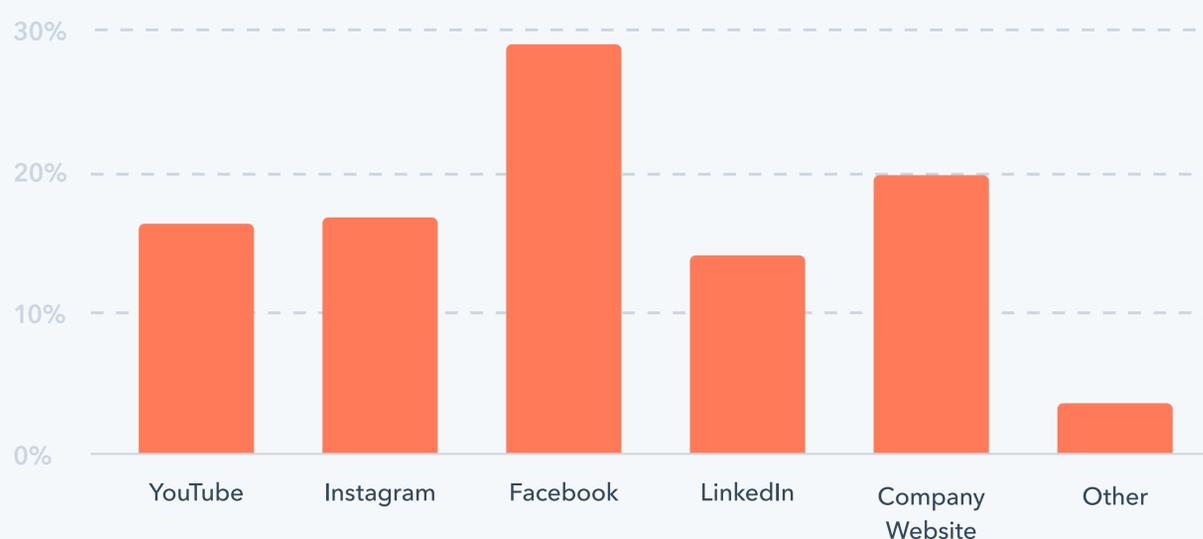
Video is the #1 form of media used in content strategy, overtaking blogs and infographics



"What are the primary forms of media used within your content strategy?"

Source: HubSpot Research, Global Survey, Nov - Dec 2019

Facebook is the primary distribution channel for content



"What channels are you creating content for?"

Source: HubSpot Research, North American Survey, Jan - Feb 2020

Digital Advertising Trends

There's a lot that falls under digital advertising: design, targeting, optimizations, analysis, and more. Organic content channels are flooded, and paid advertising is an effective way to get your content to the top of people's feeds (and their minds). But the variety and breadth of the topic can make it hard to master and intimidating to test. According to our report, over 50% of our respondents' marketing budgets will be dedicated to paid media. If your company plans to invest the same, take the time to evaluate digital advertising trends and analyze data from your past campaigns to figure out how you can most effectively invest your ad dollars.

Check out my full article:

<https://www.hubspot.com/state-of-marketing/digital-advertising-trends>

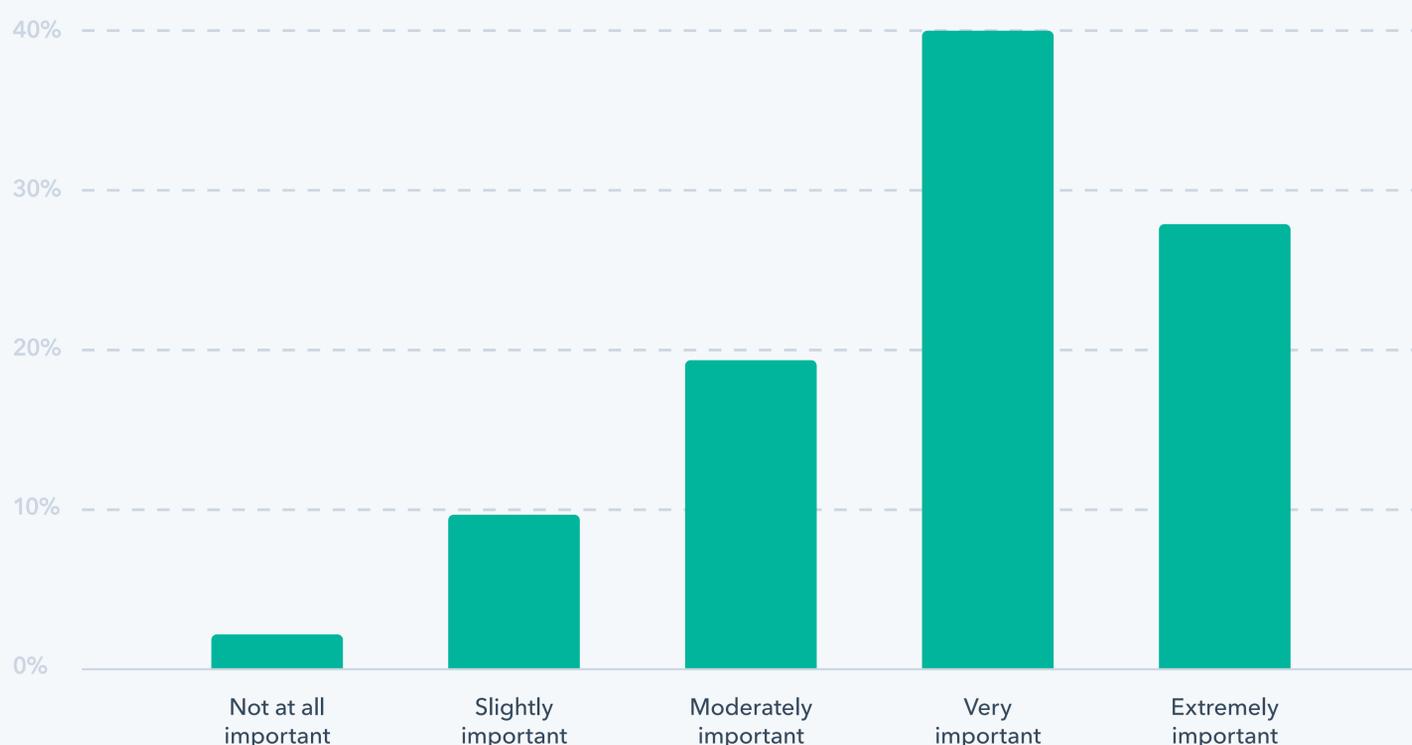
JOSH CHANG

Manager, Acquisition Analytics

HubSpot

What we learned

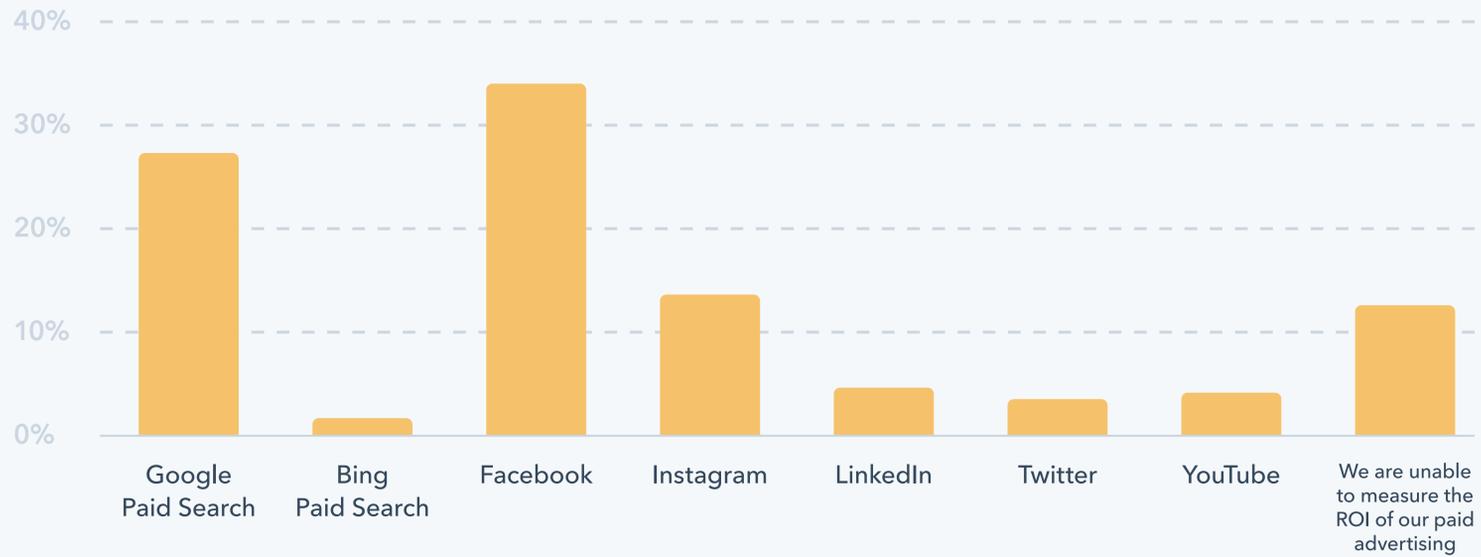
68% of marketers stated that paid advertising is 'very important' or 'extremely important' to their overall marketing strategy



"How important is paid advertising to your overall marketing strategy?"

Source: HubSpot Research, North American Survey, Jan - Feb 2020

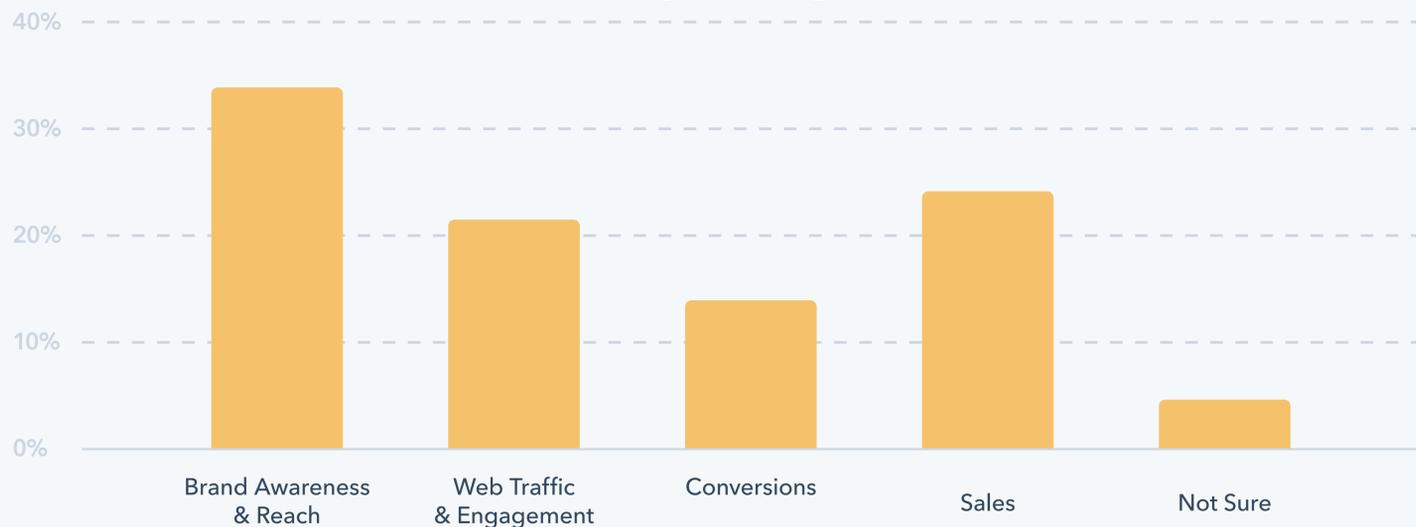
Facebook and Google Search advertising provide the highest return on investment



"Which paid channel is providing your company the highest return on your investment?"

Source: HubSpot Research, Global Survey, Nov - Dec 2019

33% of marketers use advertising to increase brand awareness. 24% use advertising to impact direct sales



"What is the primary goal of your paid advertising?"

Source: HubSpot Research, North American Survey, Jan - Feb 2020

Ad Placement and Audience Targeting are the top optimization tactics used by advertisers



"What optimization tactics are improving your performance?"

Source: HubSpot Research, North American Survey, Jan - Feb 2020

Web Strategy Trends

Welcome to 2020. Our data tells us that 63% of marketers are looking to make a website upgrade this year. Are you? The discussion of web strategy can take many directions, from copywriting to conversion paths. When we consider website optimization and overall web strategy, accessibility should be one of your main objectives. Accessibility is a broad term, but there are a few main things I focus on: a continuous monumental shift to mobile devices, transparency and disclosure of information, and properly interpreting user intent. Build your web strategy around your audience's needs first. Providing a great user experience will allow you to more easily deliver your message and meet your business goals. Check out the data below and start building a web strategy with your users in mind.

DEBBIE FARESE

Director of Global Web Strategy

HubSpot

Check out my full article:

<https://www.hubspot.com/state-of-marketing/website-strategy>

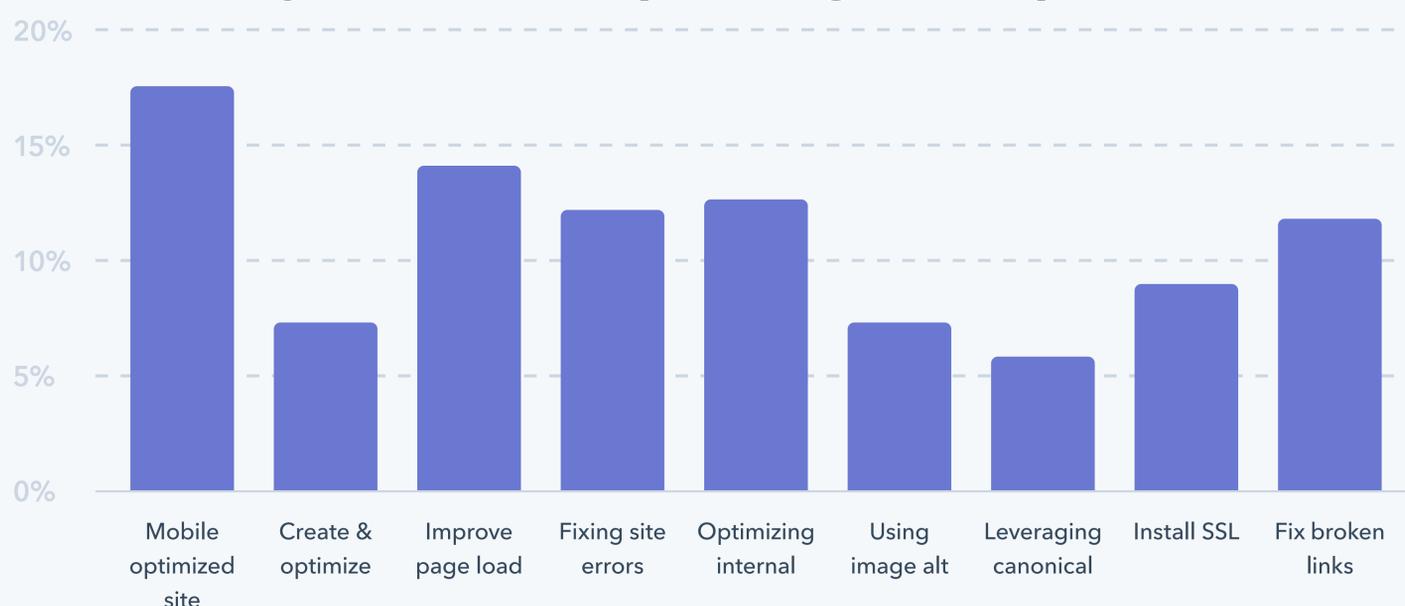
What we learned

63% of marketers are investing in a website upgrade this year

"Is your company investing in a website upgrade in 2020?"

Source: HubSpot Research, Global Survey, Nov-Dec 2019

To improve site performance, the number one technical SEO tactic used by marketers is optimizing mobile performance



"Which tactics have you found most beneficial in improving site performance and ranking? Select all that apply."

Source: HubSpot Research, NAM Survey, Jan - Feb 2019

18% of marketers choose Wordpress as their website content management system

"What content management system do you currently use?"

Source: HubSpot Research, Global Survey, Nov-Dec 2019

17% of marketers use Landing Page A/B testing to improve advertising conversion rates

"What optimization tactics are improving your advertising performance?"

Source: HubSpot Research, North American Survey, Jan 2020

“With the help of HubSpot Marketing Hub, traffic to Aermec’s website has increased an astonishing 1,266%, rising from 300 visits per month to 4,100. Our traffic rating has also improved 96%, hovering around 500,000, up from 13,000,000. All the new content Aermec put in place is also paying off. Content sessions improved 21% from 2019 to 2020.**”**

DANIELLE OTTAVIANO
Technical Coordinator, Canada



Search Engine Optimization Trends

In SEO, everything is anchored in user experience. And that experience hinges on providing the information that a person searches for, in a way that search engines can identify. That's how search engines provide relevant information to users. Search engines are getting better and better at understanding search intent, which means they are providing more unique and granular search results that better address the user's specific ask. The content on your website needs to provide a solution to a user's problem, whether it's a long-form article or a one-word answer. In the most recent HubSpot Research survey, 64% of marketers actively invest in SEO. While I'd like to see that number increase significantly, SEO is becoming more of a priority across all industries. When you're forming your SEO strategy, use the data and benchmarks below to help.

**MATTHEW
HOWELLS-BARBY**
Director of Acquisition
HubSpot

Check out my full article:

<https://www.hubspot.com/state-of-marketing/seo-trends>

What we learned

About 64% of marketers actively invest time in search engine optimization

"Does your company actively invest time in search engine optimization?"

Source: HubSpot Research, Global Survey, Nov-Dec 2019

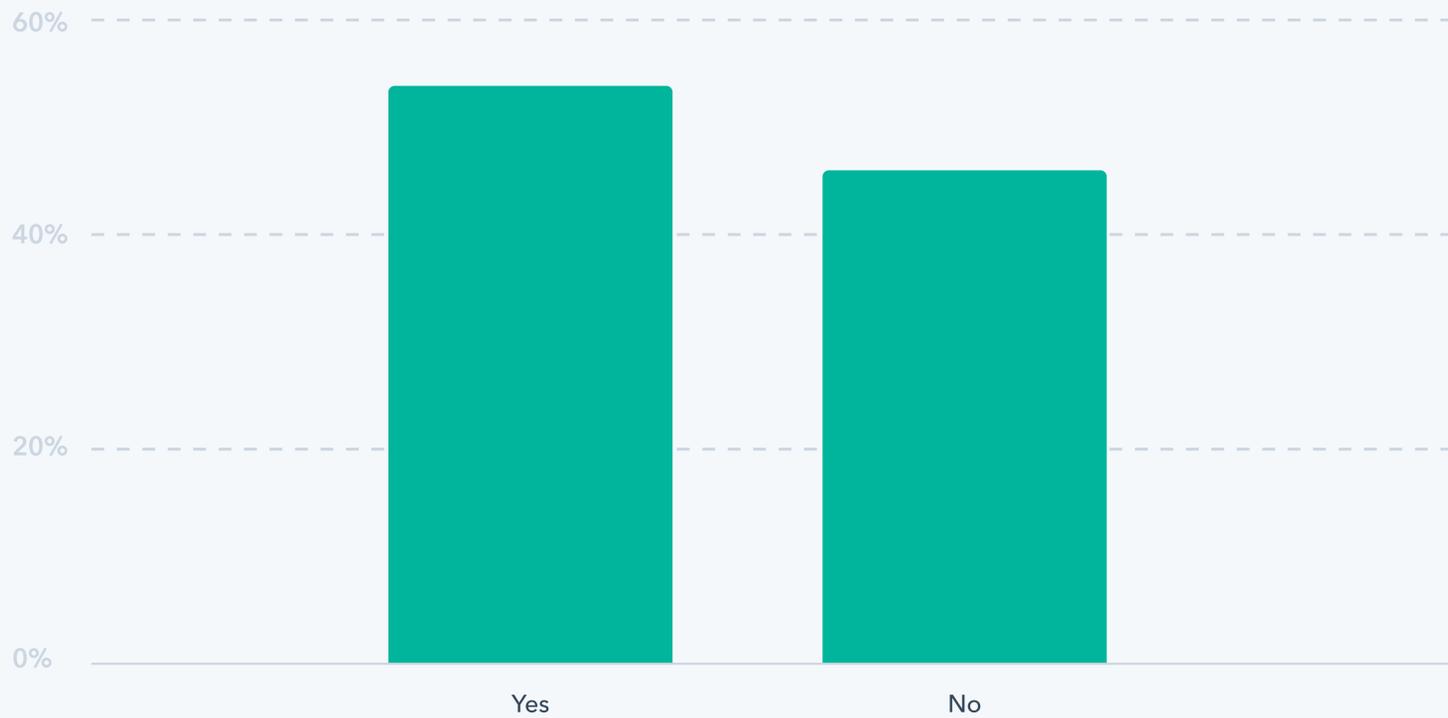
Most marketers measure the success of their SEO strategy by looking at keyword rankings



"How do you measure the success of your SEO strategy?"

Source: HubSpot Research, Global Survey, Nov - Dec 2019

53% of marketers are actively trying to rank for Google Featured Snippets



"Are you currently trying to rank for Google featured snippets?"

Source: HubSpot Research, North American Survey, Jan - Feb 2020

“ Google’s search algorithms are trying to transcend text to images, voice (podcasts), and videos. While document-specific optimization techniques are important, don’t forget that text will always be the foundation of search – so making sure text around these assets are descriptive will help them rank well in search.**”**

KAROLINA BUJALSKA-EXNER
International SEO Manager

HubSpot

Reporting and Attribution Trends

Reporting and attribution have revolutionized marketing and sales in every industry. Data allows businesses to make more informed decisions about their audiences' needs, challenges, and interests. For years, demographic reporting has done wonders for marketers. Data points such as age, ethnicity, gender, location, education, and employment have informed marketing teams and heightened the impact of campaigns across the board. Unfortunately, there's only so much that demographic data can tell us about the people searching for and purchasing our products and services. It's time to make data more human.

Check out my full article:

<https://www.hubspot.com/state-of-marketing/reporting-and-attribution-trends>

BRIDGET ZINGALE

Director of Analytics

HubSpot

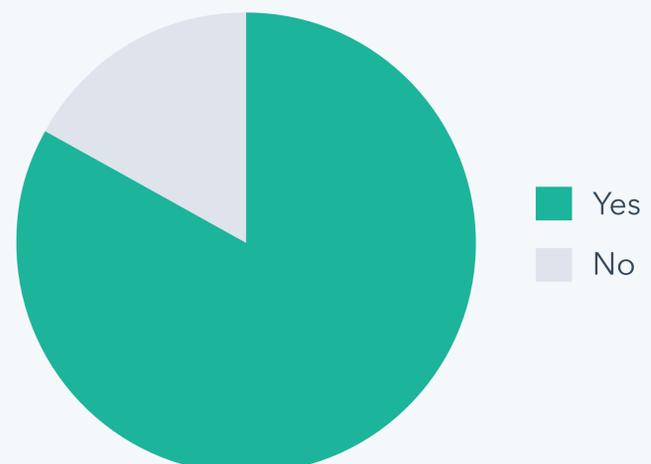
What we learned

52% of marketers are currently using attribution reporting

"Does your company currently use attribution reporting?"

Source: HubSpot Research, Global Survey, Nov-Dec 2019

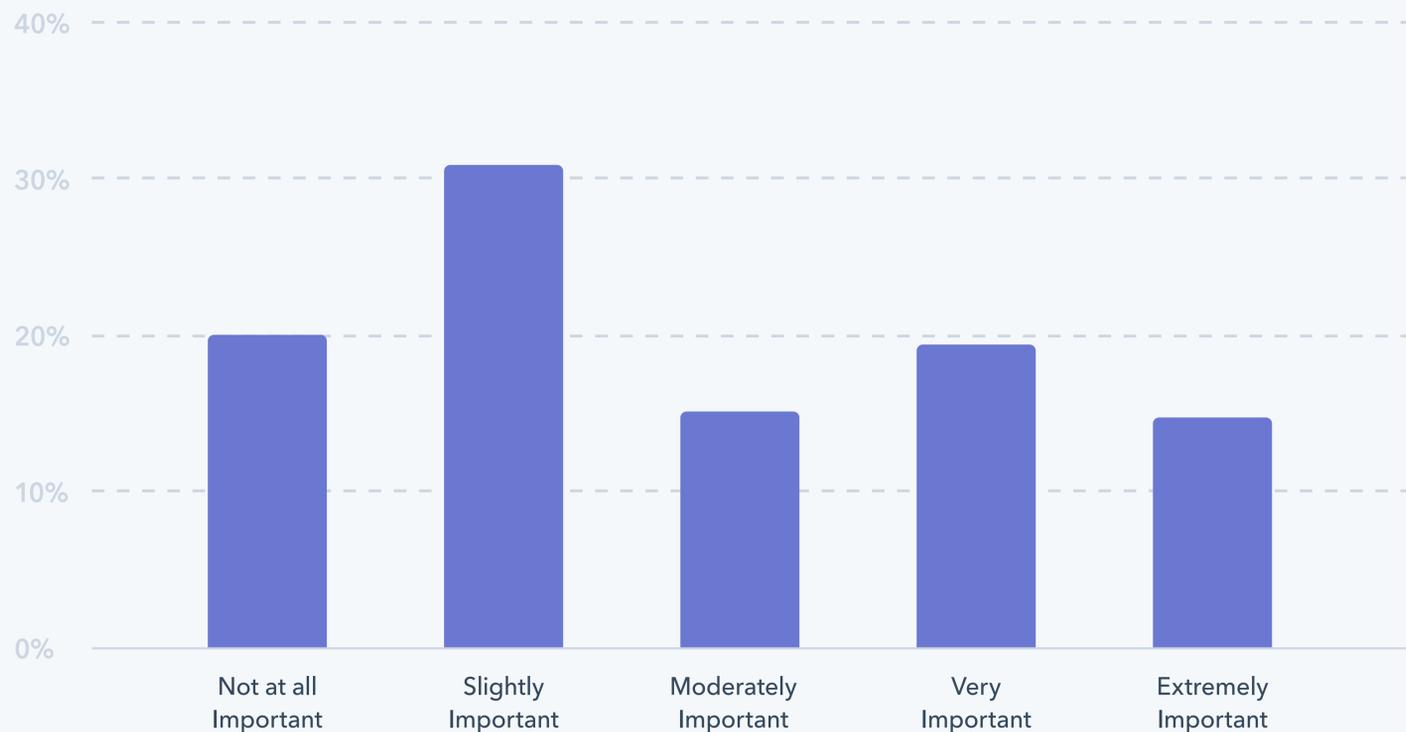
However, it's worth noting that just over 75% of marketers surveyed are reporting on how campaigns are directly influencing revenue



"Is your company reporting on how your marketing campaigns directly influence revenue at your company?"

HubSpot Research, North America Survey, Jan - Feb 2020

Only 35% of marketers said that understanding the ROI of their campaigns is “Very Important” or “Extremely Important”



“How important is it to your company to understand the ROI of your campaigns?”

Source: HubSpot Research, Global Survey, Nov - Dec 2019

“ In late March, when Covid started to impact businesses across North America, our teams aligned quickly to produce some new marketing and sales campaigns. Through real time reporting and attribution reporting, we were able to identify the effectiveness of each component of these campaigns and understand precisely where our gaps and problem areas existed. This insight allowed our team to iterate in real time, make improvements and immediately see the impact of the result. The reporting was essential to our success in 2020.”

WILLIAM O'TOOLE
Director of Sales, Canada

HubSpot

Email Marketing Trends

Email marketing is alive and kicking-and more effective than it's ever been. In a time where most marketers struggle to break through the noise and need to fight for their audience's attention, the overwhelming majority of email marketers saw email engagement flourish over the last 12 months. Consumers continue to prefer connecting with brands via email, and email marketers are seeing their email ROI skyrocket. In the latest research from Litmus, we found for every \$1 marketers spend on email marketing, they receive \$42 in return. So where should you focus your efforts this year? Integration, segmentation and experimentation.

Check out my full article:

<https://www.hubspot.com/state-of-marketing/email-marketing-trends>

CYNTHIA PRICE

VP of Marketing

Litmus

What we learned

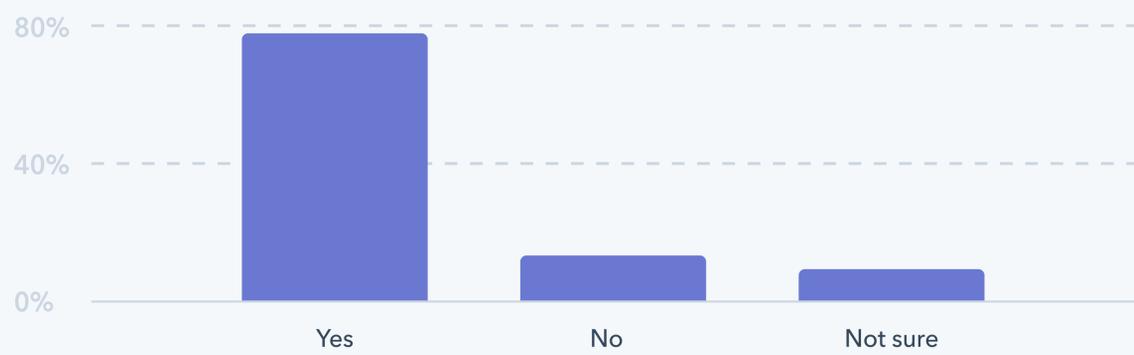
Promotional Emails are the most common email type that marketers are investing in



"What email types are you investing in this year?"

HubSpot Research, North American Survey, Jan - Feb 2020

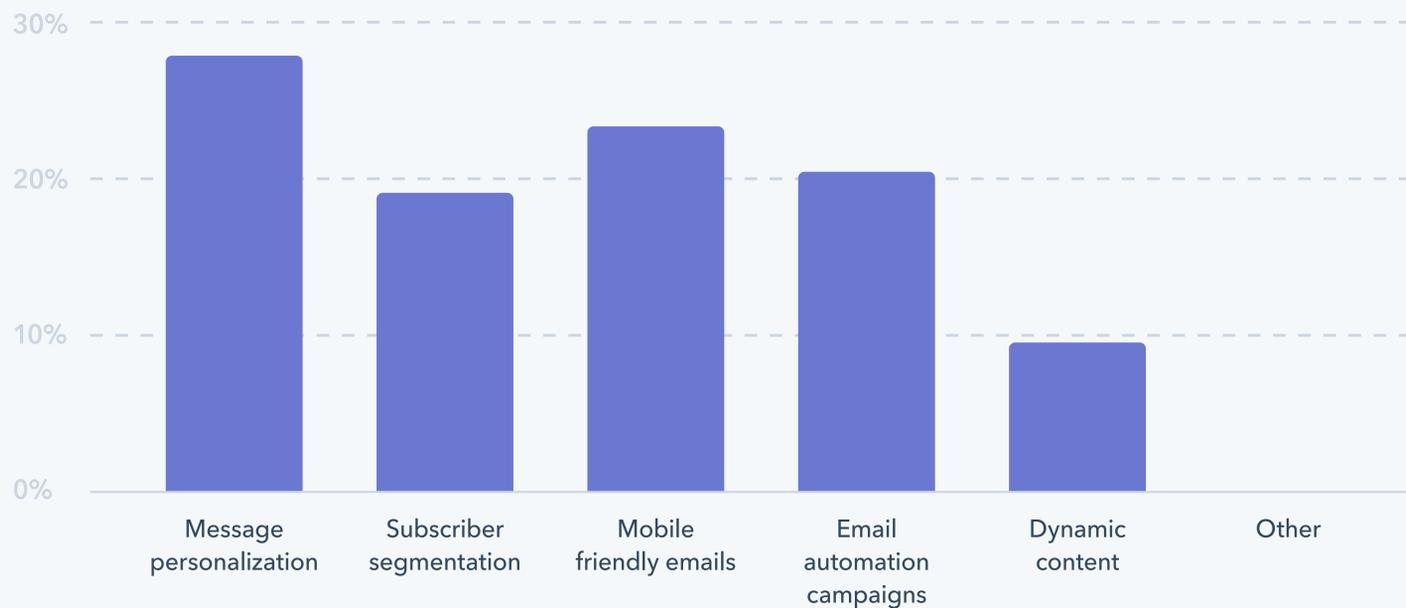
Roughly 80% of marketers have seen an increase in email engagement over the past 12 months



"Have you seen more engagement in your email programs in the past 12 months?"

Source: HubSpot Research, Global Survey, Nov - Dec 2019

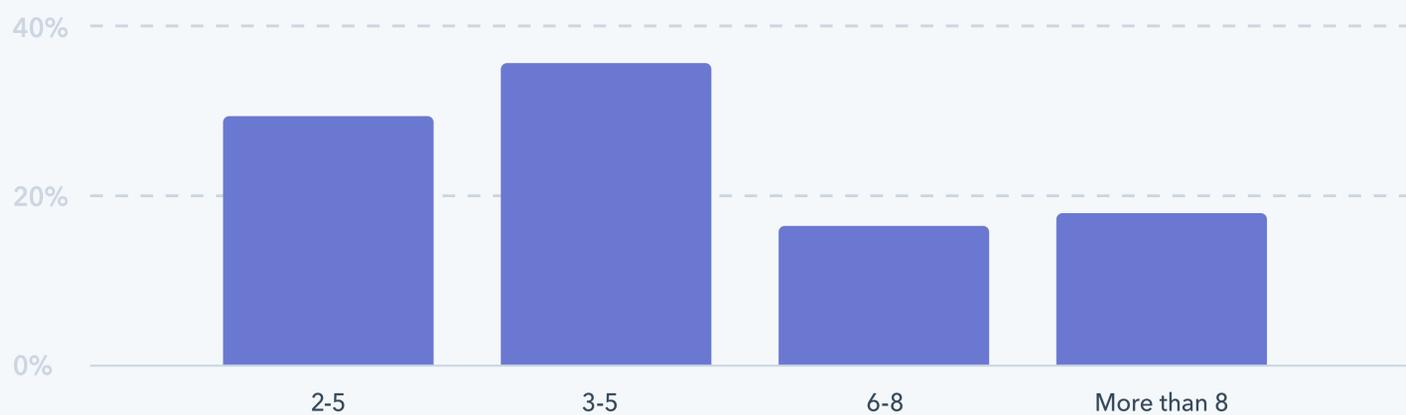
Message Personalization is the #1 tactic used by email marketers to improve performance



"What are your company's tactics for email marketing?"

Source: HubSpot Research, Global Survey, Nov - Dec 2020

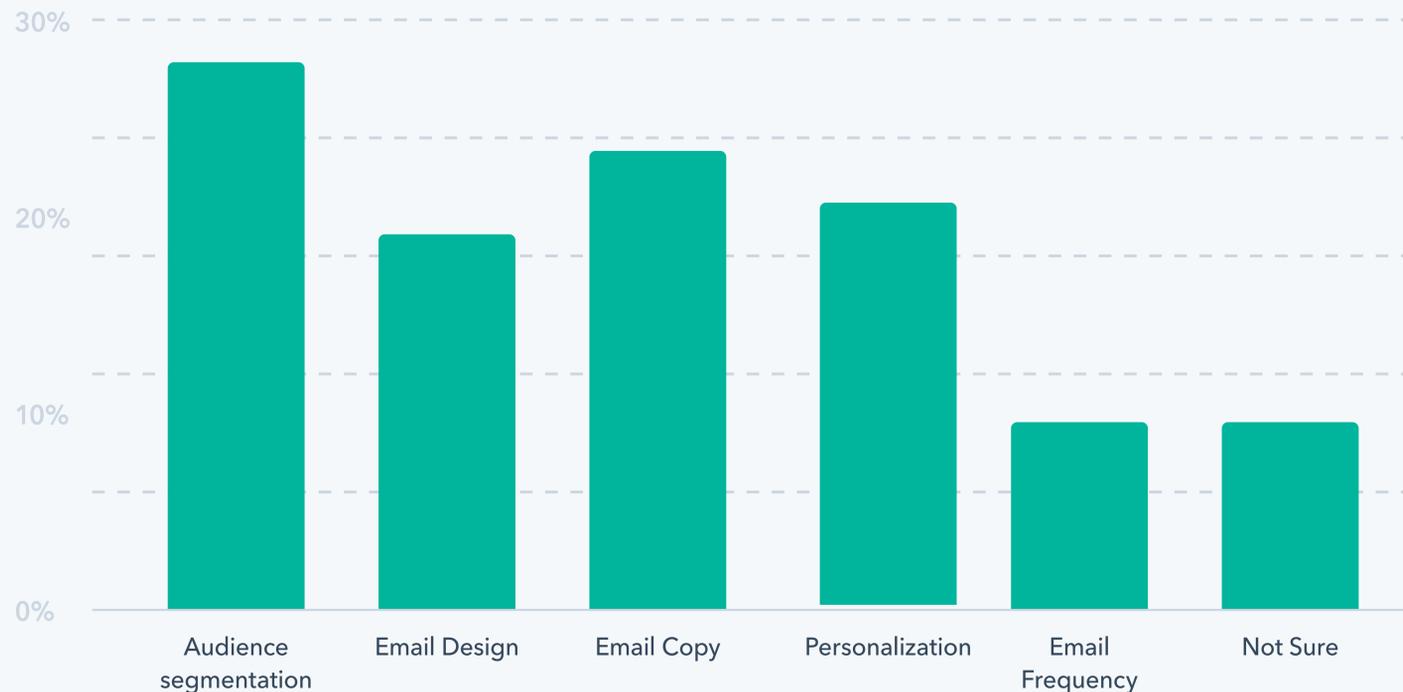
35% of marketers are sending 3-5 emails per week to their customers, making this the most common frequency among marketers.



"On average how many emails do you send to customers per week?"

Source: HubSpot Research, Global Survey, Nov - Dec 2019

Over 20% of marketers surveyed say that email design is improving their email engagement



"What tactics are proving to improve email engagement?"

HubSpot Research, North American Survey, Jan - Feb 2020

“Our drip campaigns have helped us acquire more suppliers and keep them engaged over time. If they go inactive, we know what we need to do to bring them back. All of this automation has also increased marketing team productivity. We no longer have to dedicate entire days to batch follow up, but instead it’s done for them automatically.**”**

SABA MOHEBPOUR
CEO, Canada



Trends in Live Chat and Conversational Marketing

How frequently do you visit websites that offer you the opportunity to interact with a bot? I'm guessing your answer is "pretty frequently" because, according to our recent State of Marketing Report, more than 45% of businesses today have implemented bots as part of their marketing efforts. Today, consumers have choices when it comes to the ways they communicate with businesses – live chat and bots are a new channel to get the support and answers they need, on their time. There are a few things I'd recommend you keep in mind while navigating your strategy - experimentation, messaging, and personalization.

Check out my full article:

<https://www.hubspot.com/state-of-marketing/conversational-marketing>

MARWA GREAVES

Director of Global Messaging

HubSpot

What we learned

45% of marketers are currently using bots on their website

"Does your company currently use bots in marketing?"

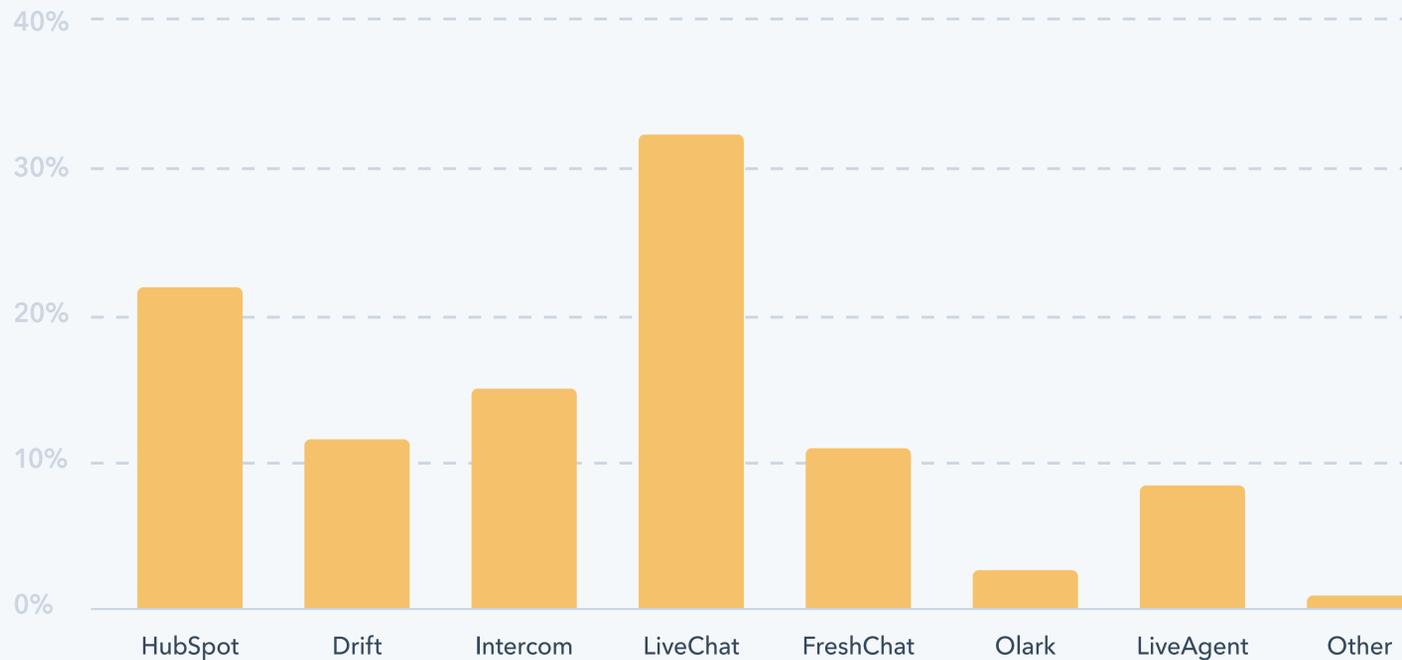
Source: HubSpot Research, Global Survey, Nov-Dec 2019

Almost half of the marketers who answered "no" to the above question do not plan on investing in bots this year

"Of those who answered no, does your company plan on using bots in marketing in 2020?"

Source: HubSpot Research, Global Survey, Nov - Dec 2019

LiveChat, HubSpot, and Intercom are the most common chat tools used by marketers today



"What tools does your company use for bots?"

Source: HubSpot Research, Global Survey, Nov - Dec 2019

“ Conversational Marketing is helping companies bridge the gap from the physical to the digital world and create personal relationships at scale. As more brick and mortar retailers move their business online, Chat, SMS and even bots are empowering marketers to deliver a curated experience that people thought could only exist via face to face engagement. ”

SARA VARNI
CMO



Additional Findings

A majority of small and medium sized businesses expect their software budget to either stay the same or slightly increase in 2021.

54% of companies surveyed feel optimistic about their company growth in 2021.

The top sources of information when researching new technologies and tools are Google, past experiences with vendors, coworker/colleague recommendations, articles, peers/my network, and videos.



Sales Report Sources

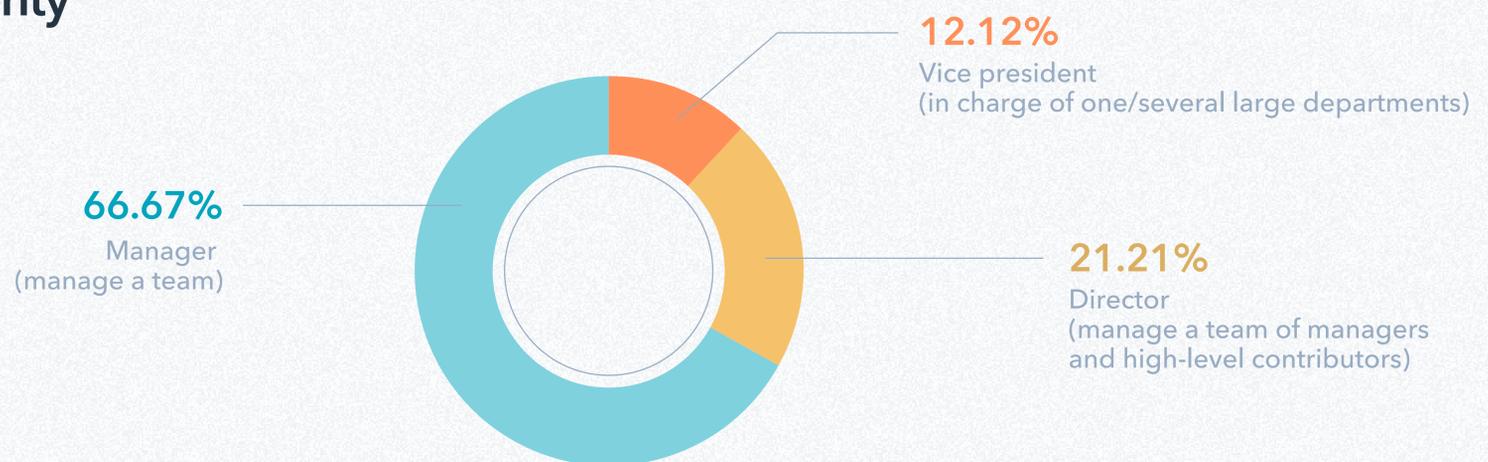
Regions Represented

 Canada

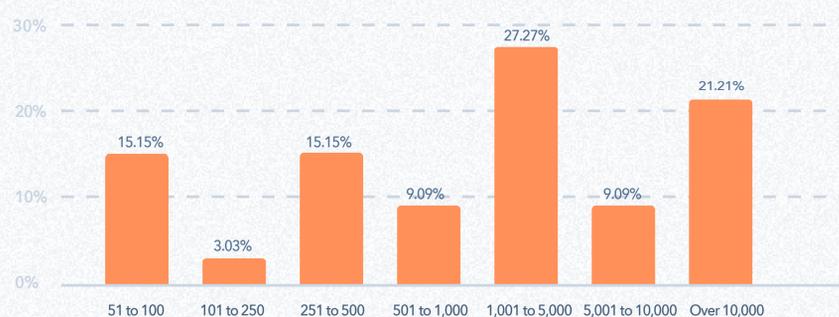
Age



Level of Seniority



Company size (# of employees)



Size of your company's sales team (# of employees)



Appendix

"Inside Sales vs. Outside Sales: How to Structure a Sales Team."
7 Apr. 2020, <https://blog.hubspot.com/sales/inside-vs-outside-sales>. Accessed 19 Oct. 2020.

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Marketing Report Sources

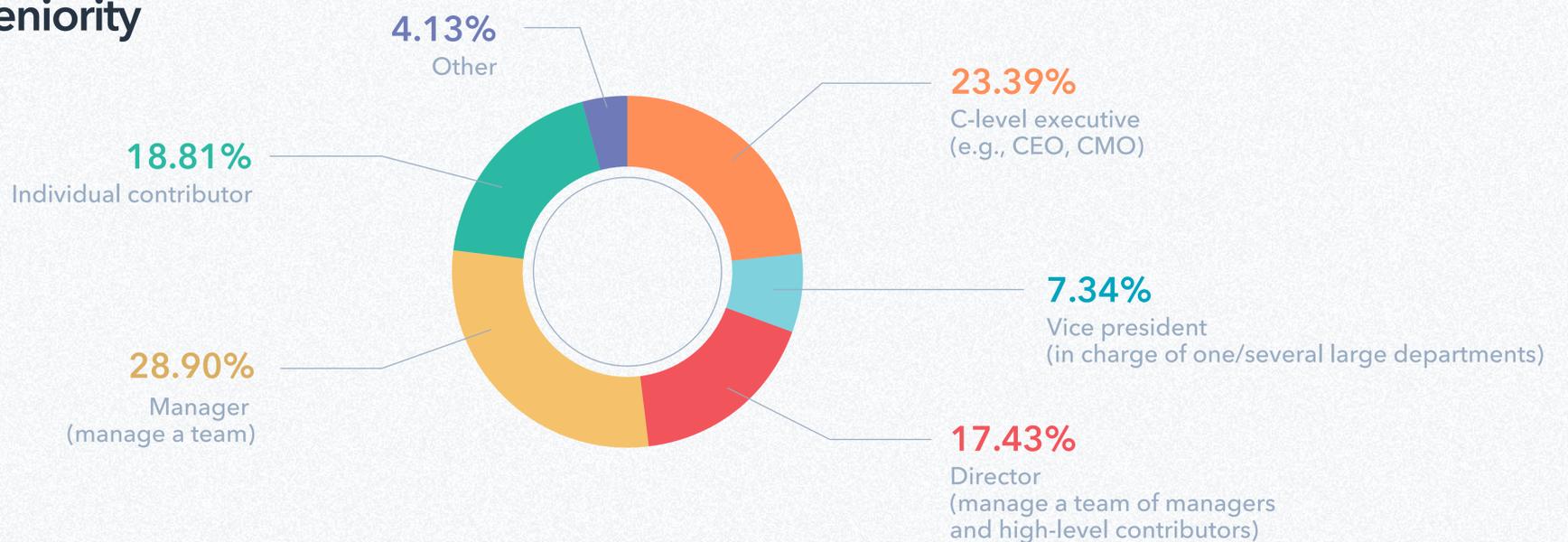
Regions Represented

 United States

Industries Represented

- Advertising or marketing
- Agriculture, food, and beverage
- Business or consumer services
- Chemicals and metals
- Communication services
- Construction
- Consumer product manufacturing
- Education
- Electronics
- Energy, utilities, and waste management
- Financial services and insurance
- Government
- Healthcare or public health
- Information Technology
- Manufacturing and materials
- Media and entertainment
- Non-profit
- Retail
- eCommerce
- Transportation and logistics
- Travel and hospitality

Level of Seniority



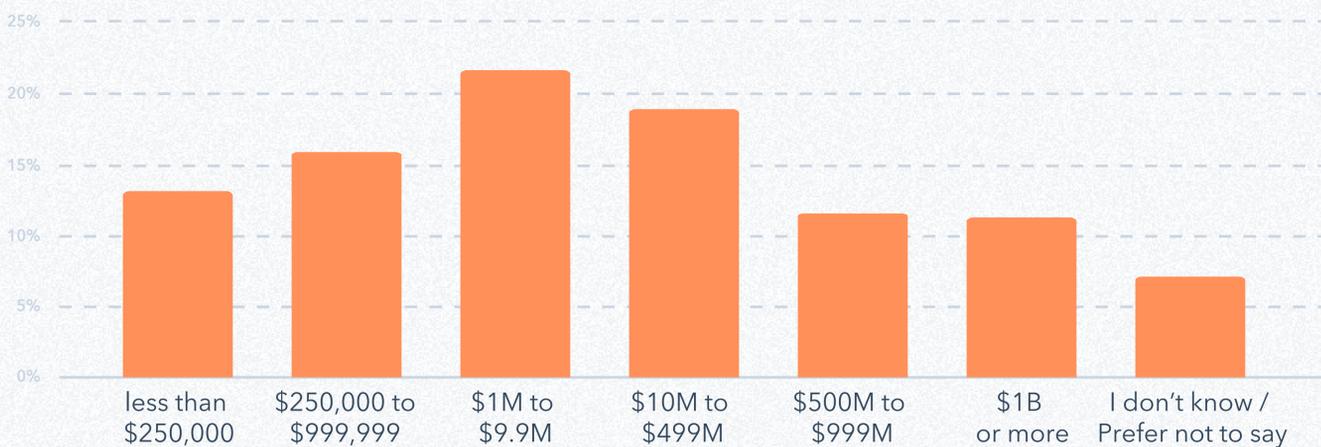
Marketers (# of Full Time Marketers)



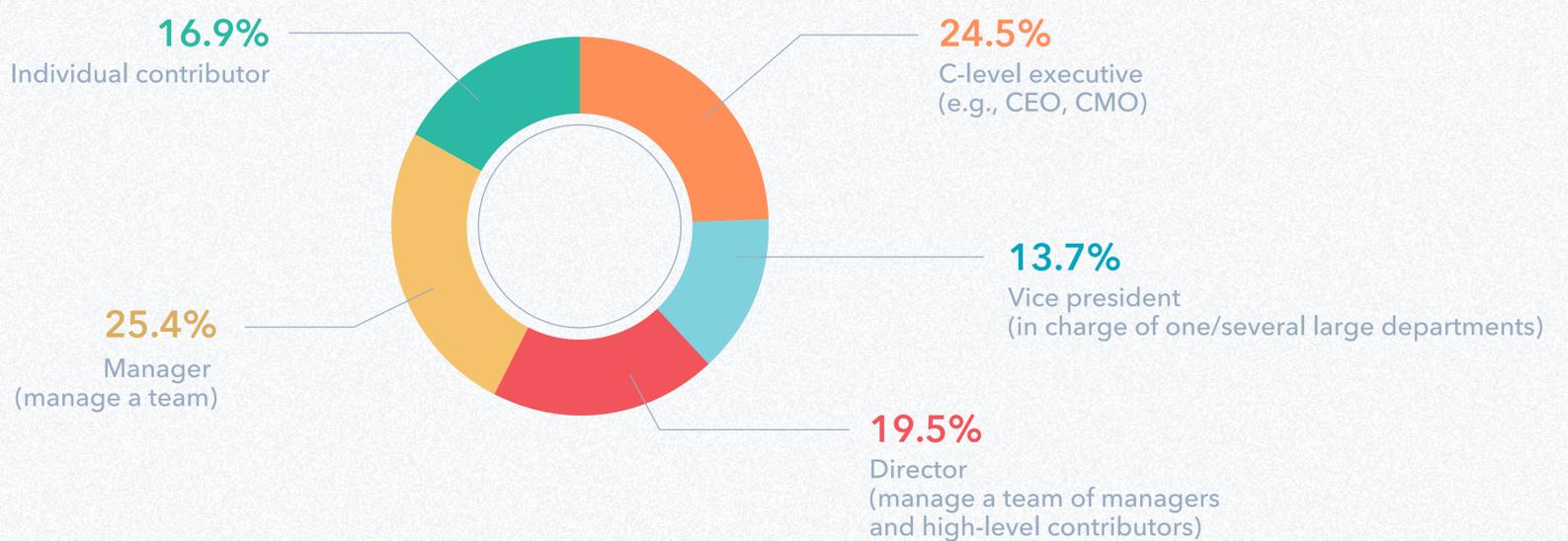
Regions Represented

- Australia
- France
- Germany
- United Kingdom
- Canada
- Spain
- Japan
- United States
- Mexico
- Brazil
- Indonesia
- New Zealand
- Sweden
- Austria
- Singapore
- India

Average Annual Revenue



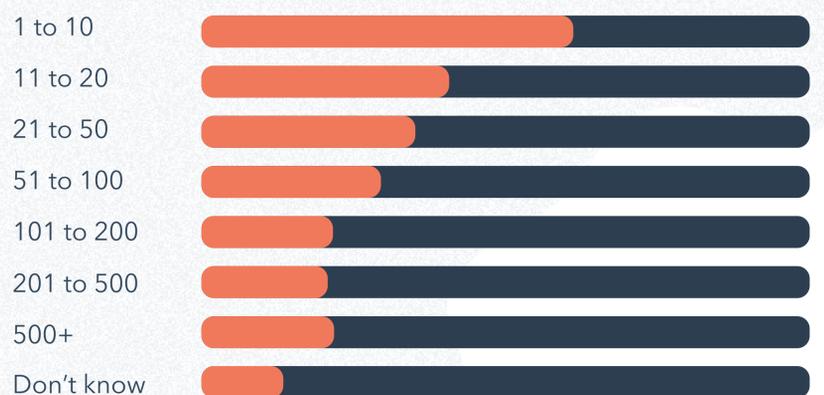
Level of Seniority



Employees (# of Employees at the Company)



Marketers (# of Full Time Marketers)



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“ As the global leader in online social fundraising, GoFundMe Charity helps nonprofits raise funds for important causes. Sales Hub Enterprise has allowed our team to reduce the volume of manual work in their roles, automate the onboarding experience for our new platform users, and dedicate more time to understanding the needs of the nonprofits we serve. The reporting tools are powerful, and help us make informed decisions to increasingly provide value to our nonprofits. ”

NAVIN WATUMULL
Senior PMM, GoFundMe Charity

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“ Everything changed the day we signed our Hubspot contract. Transitioning systems took little to almost no effort and within two months we had full team adoption of the new system. We were able to bring all the marketing support in-house without adding to our team’s capacity and for the first time we could manage and measure the end-to-end customer journey across all our paid and organic marketing channels and follow them through the sales process. With a system that makes it so easy for us to manage an integrated sales and marketing strategy we are now able to look at more complex, “higher level” strategies and channels with the support of all the Hubspot tools, training and support materials available. ”

ERIN SHEPHERD
Head of Global Marketing, ROBO Global