


HubSpot



Break Through the Noise with CRM-Powered Advertising

HubSpot & Google



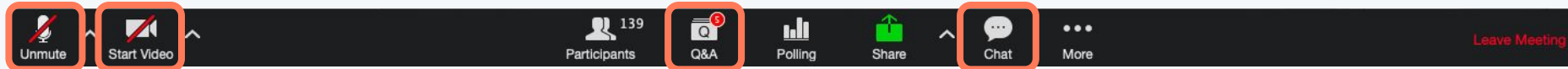
Before we get started, let's talk Zoom meeting tools.

Mute/Unmute:

Use the Mute/Unmute button to turn your microphone on or off. Please keep yourself muted during the presentation.

Q&A:

Use the Q&A button for questions you'd like the presenter to answer that have to do with the content being covered.



Start Video:

Use the Start Video button for questions you'd like the presenter to answer that have to do with the content being covered.

Chat:

Use the Chat button for adding examples, answering questions from the presenter, or side chatter with fellow attendees.





Jorie Munroe

Senior Inbound Professor, HubSpot

I create content around advertising, conversion, and HubSpot reporting for HubSpot Academy.

I could talk forever about: reporting strategy, advertising, flywheels and funnels, and cooking shows.





Aly Hammonds

Americas Product Lead, Google

I am a Product Lead for Google's main lead gen products (offline conversion tracking and lead form ads) to ensure we are developing and delivering the best solutions to our advertisers.



Agenda

COVID in Context

A brief look at what the pandemic has done to the world of advertising.

Offline Event Syncing

How tracking offline conversion data can improve your ads.

Journey-Based Advertising

An exploration of Inbound Advertising and how to implement it in HubSpot.

Q&A

Got questions? No problem! We're here to help.



COVID in Context

A Snapshot of the Advertising Space



1.2B

The COVID Catalyst

From near zero mentions in November 2019, to over 1.2B searches to date, the year has been dominated by the virus.

90%

COVID in Context

In 2019 despite a widespread shift to online shopping, nearly 90 percent of U.S. commerce took place in the physical world.

The Pandemic's Effect

As people have embraced social distancing as a way to slow the spread of the virus, there has naturally been a drop-off in brick-and-mortar shopping.



1/5

COVID's Business Impact

One in five small businesses reported having to temporarily close down since the pandemic started.

The Challenge

Many businesses moving online to reach their users and potential buyers.

(It's getting quite crowded in the ads space.)



As a Google and HubSpot user:

- Ads Optimization Events ***
- Smart Bidding
- Ads Sequencing



The Opportunity

These tools make it a breeze to target personalized experiences toward your buyer personas, at scale.

While they're simple to use, they bring the power of machine learning and data-driven decision-making to each of your ads campaign.





Today's Objective

We hope that you walk away feeling comfortable using these Google and HubSpot tools together to deliver effective ads experiences that resonate with your audiences.



Offline Event Syncing

“OCT” with Google



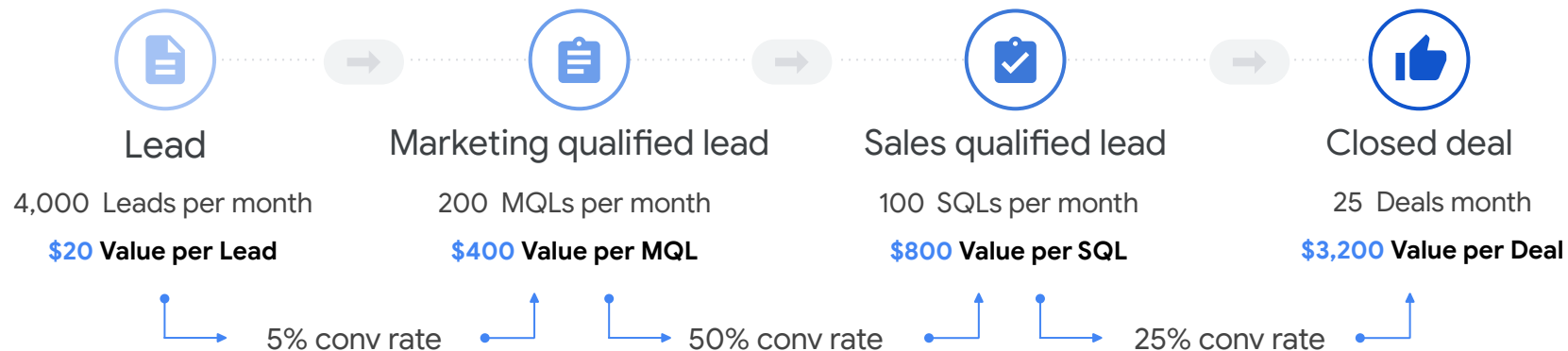
Optimize toward marketing objectives



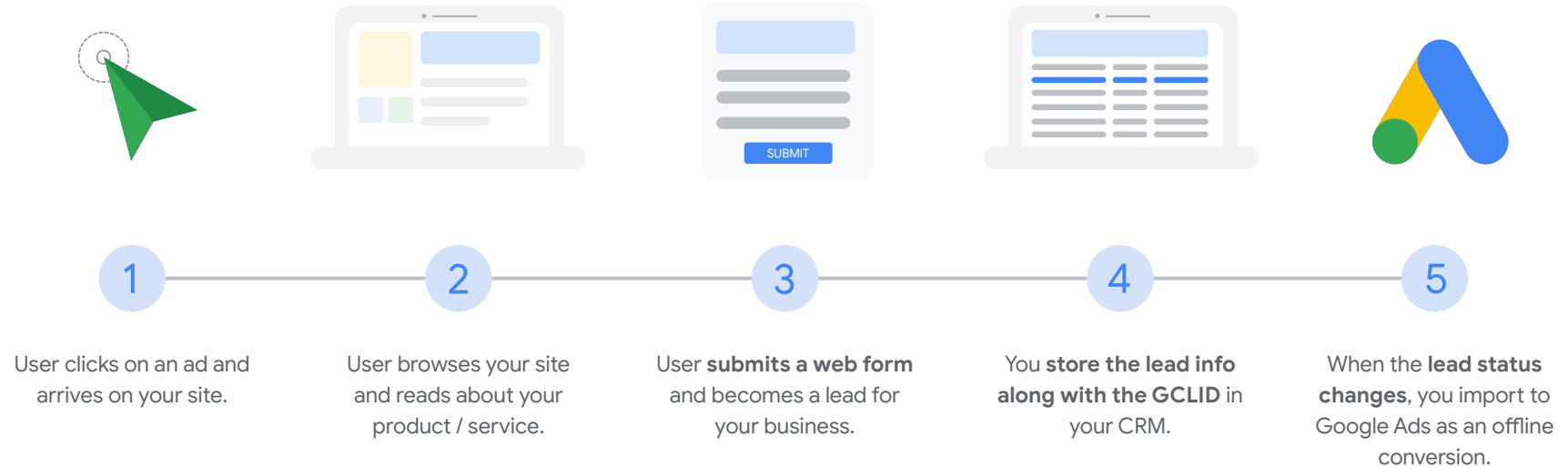
Offline Conversion Tracking (OCT) is a Google Ads product that allows you to **import data about conversions (e.g. sales) that happen offline after the ad click.**

OCT allows you to understand the true business value that Google Ads marketing is driving, and optimize your campaigns using smart bidding to make sure you are **driving high quality leads** that are most likely to turn into customers for your business.

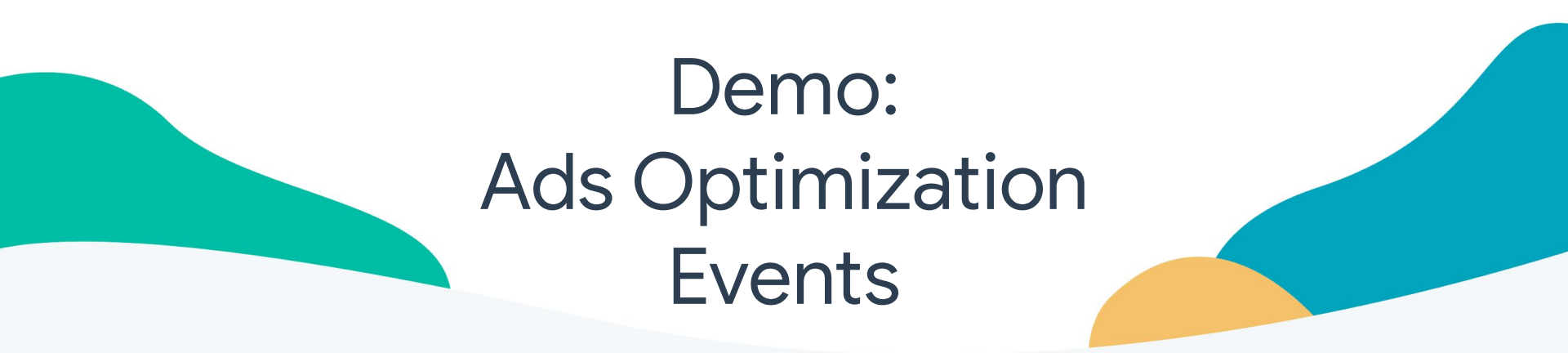
Offline Conversion Tracking enables the measurement of business outcomes



How OCT works



Google Click ID (GCLID) is passed to advertiser's site, housed in a 1P cookie.

The background features abstract, organic shapes in teal and orange. On the left, a teal shape curves upwards. On the right, a teal shape curves downwards, with an orange semi-circle positioned below it, resembling a sun or moon.

Demo: Ads Optimization Events

Let's walk-through the steps to create an
Ads Optimization Event in HubSpot.

Growth with Smart Bidding

Choose your bid strategy



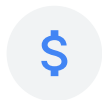
Maximize Conversions

Drive as many conversions as possible **within your specified budget**.



Target CPA

Attain as many conversions as possible, while maintaining your **target cost per acquisition (CPA)**.



Maximize Conv. Value

Drive as much conversion value as possible **within your specified budget**.



Target ROAS

Get the highest conversion value possible at your **target return on ad spend (ROAS)**.

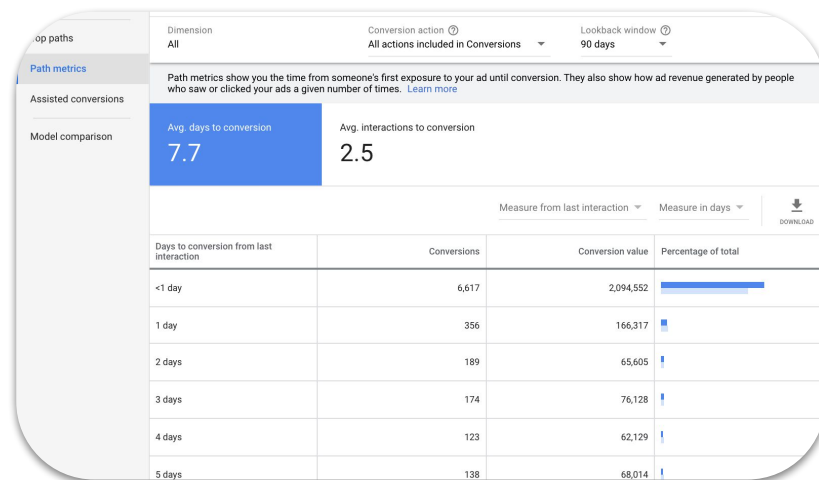
Accrue sufficient conversion volume before making the transition to “include in conversions”

Best practices guidelines

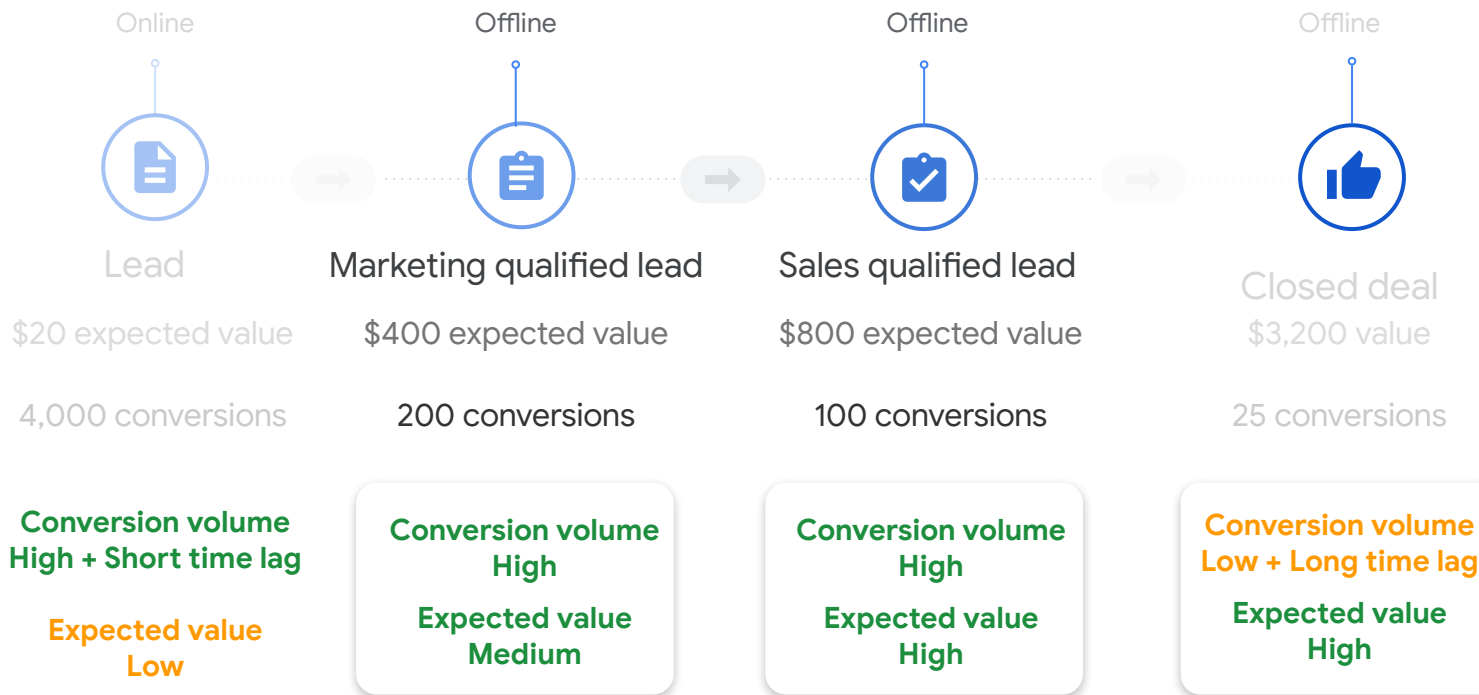
>30 conversions/month per account and time lag is <21 days

Depending on your business this can take 2 weeks to 6 weeks

- Use Path metrics report to find the time lag per conversion
- Create custom columns for offline conversions to see volume per campaign
- Utilize portfolio bidding



Which conversion actions to include?



Create custom columns to report on imported conversions

Create a custom column to report on imported conversion within your account.

Columns > Modify Columns > Custom Columns > **+ NEW COLUMN**

- ✓ Select "All Conversions" from '+ Metric' dropdown.
- ✓ Segment by Conversion Source = "Import from Clicks".

Custom column

Name
OCT conversions 16 / 40

Description (optional)
All imported conversions ? 24 / 180

Formula

+ METRIC | () + - x ÷

All conv.: Import from clicks x

Journey-Based Advertising in HubSpot

Ads Sequencing in Action



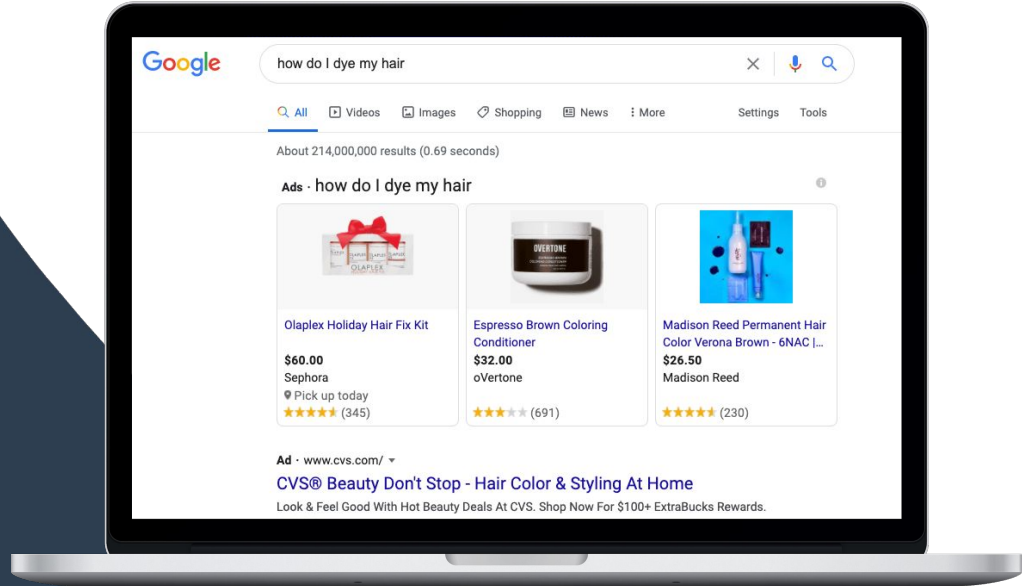
What is Journey-Based Advertising?

A digital advertising strategy where you tailor your ad targeting and ad creative to align with the buyer's journey.

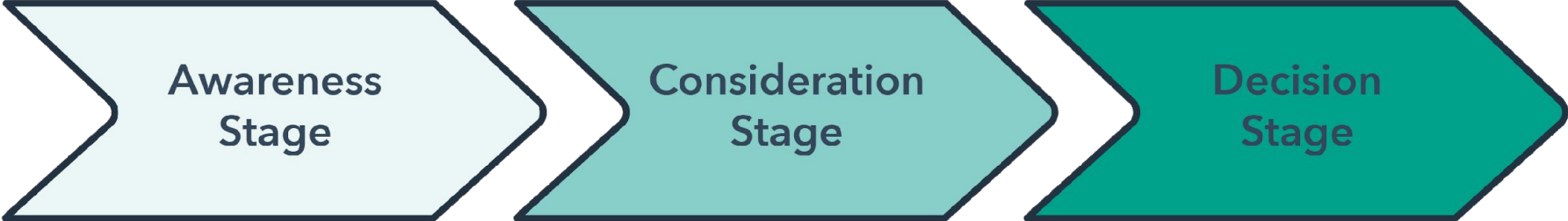
Helpful and Human Ads

Journey-Based Advertising

This means you don't have to worry that your ads will be a nuisance to your prospects. Instead of being a distracting pop up they can't wait to "X" out of, your ads will *help* visitors by providing timely solutions to their problems.



The Buyer's Journey



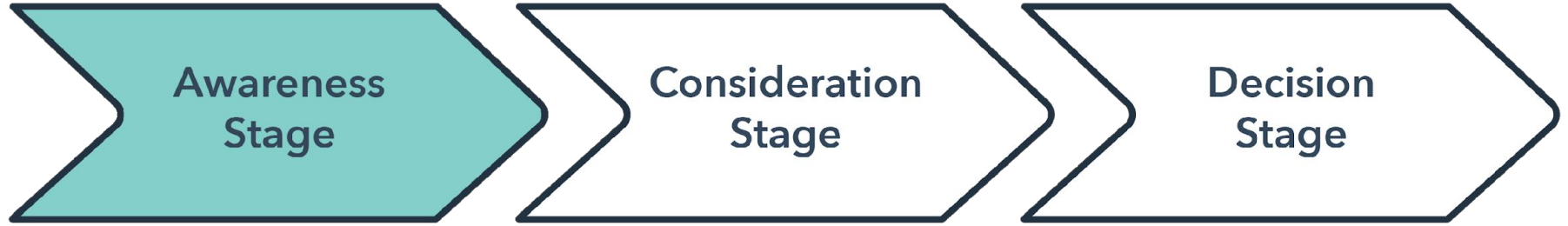
Awareness Stage Ads

Your buyer persona is doing research to more clearly understand, frame, and give a name to their goal or problem.

You want to create awareness stage ads focused on addressing the problem your buyer persona is experiencing.



Awareness Stage Strategies



Audiences:

Demographic, Lookalike

Keywords:

Non-branded

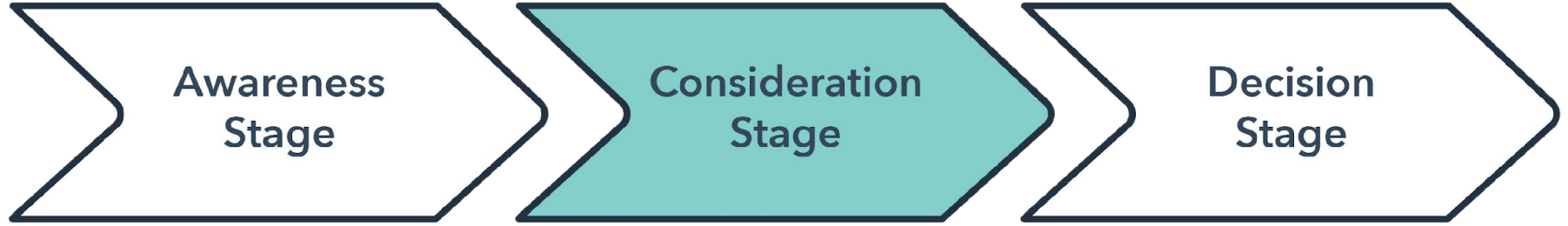
Consideration Stage Ads

Your buyer persona is researching and understanding all the available approaches or methods to solving their defined problem or opportunity.

Your consideration stage ads explain how your visitors are going to solve their problem.



Consideration Stage Strategies



Audiences:
Website, List-Based

Keywords:
*More related to your
direct business*

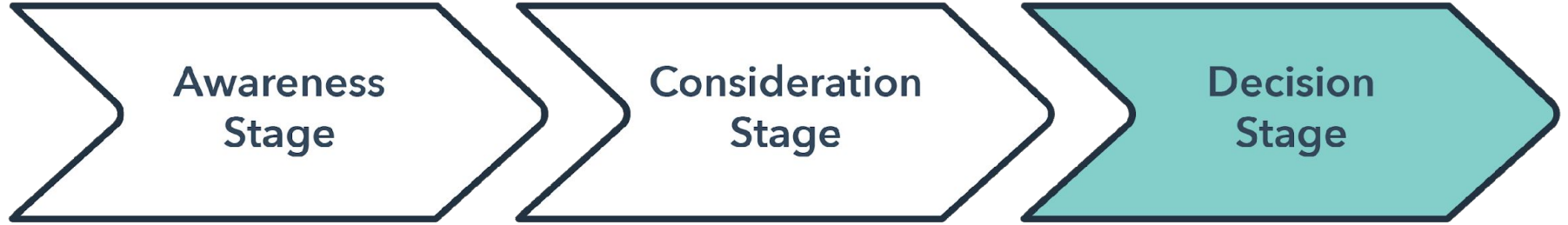
Decision Stage Ads

Your buyer persona is compiling a list of all available vendors and products in their given solution strategy.

Decision stage ads point to a variety of different content offers.



Decision Stage Strategies



Audiences:
List-Based, Exclusion

Keywords:
Branded

The background features a light blue gradient with abstract teal and orange shapes. A teal shape is on the left, and a teal shape with an orange semi-circle is on the right.

Demo: Ads Sequencing

Let's walk-through the steps to create
an Ads Sequence in HubSpot.

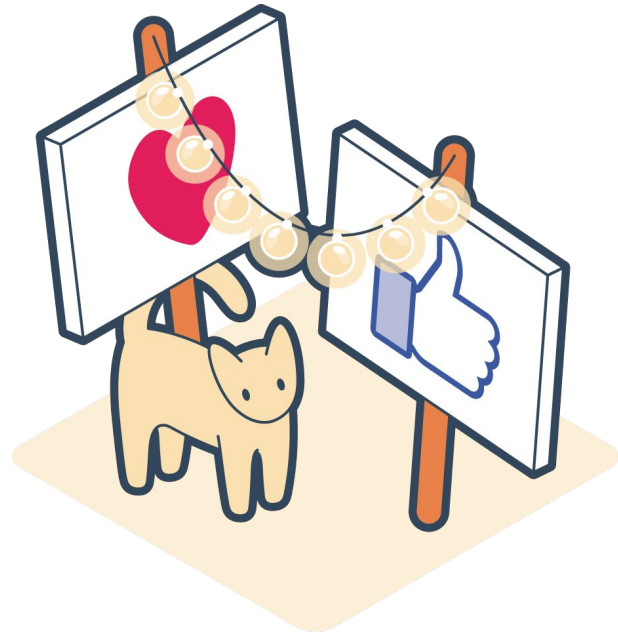
It's more important than ever to break through the noise with **relevant** and **personalized** ad content for each stage of the buyer's journey.



Q&A

Your questions answered





Let's connect

@HubSpotAcademy

@joriestorie





Share your thoughts

Feedback is the breakfast of champions.
We want to hear from you.





Always be learning

Continue to learn about ads and grow better.



Resources

- [Why you should leverage Ads Optimization events](#)
- [HubSpot Academy: Journey based Advertising](#)
- [Google: About offline conversion](#)
- [Google: Create a Portfolio bid strategy](#)



Thank you

