# How To Use Your Website To Grow Your Business.

Alex Girard PMM | CMS Hub HubSpot



# HI, MY NAME'S ALEX

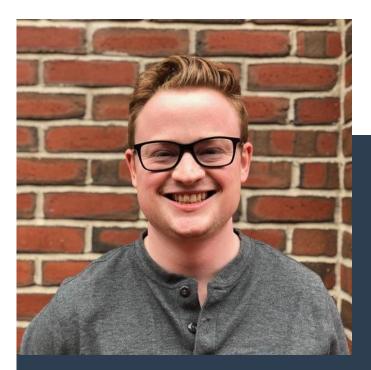
### PMM | HUBSPOT

### I'VE WORKED AT HUBSPOT FOR 4 YEARS

After a year on our support team, I moved over to our product marketing team where I've been ever since.

CONNECT WITH ME

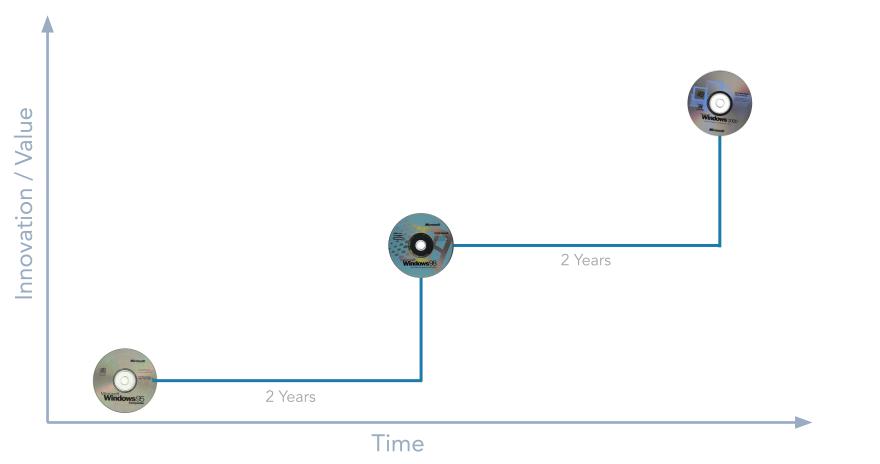
linkedin.com/in/alexgirard19







# CD ROM release cycles in the 1990's



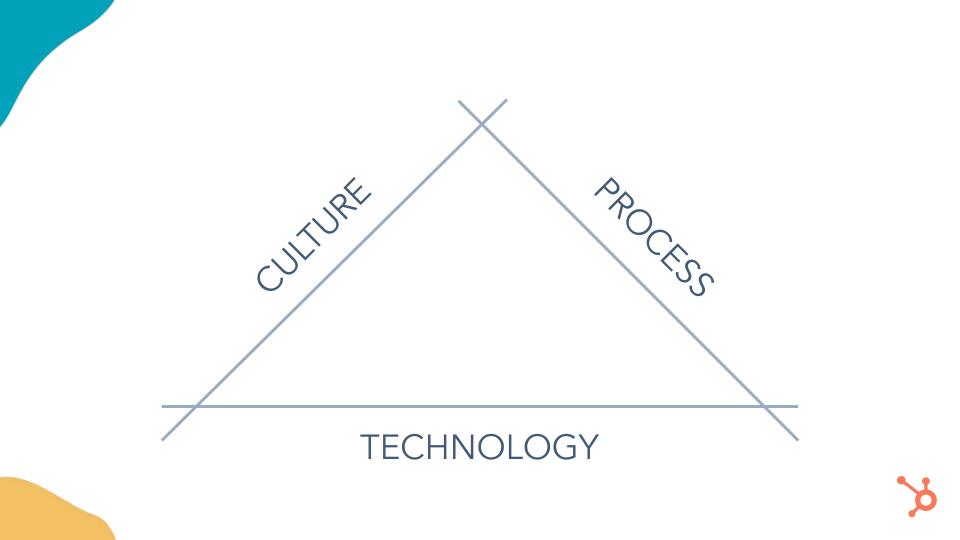


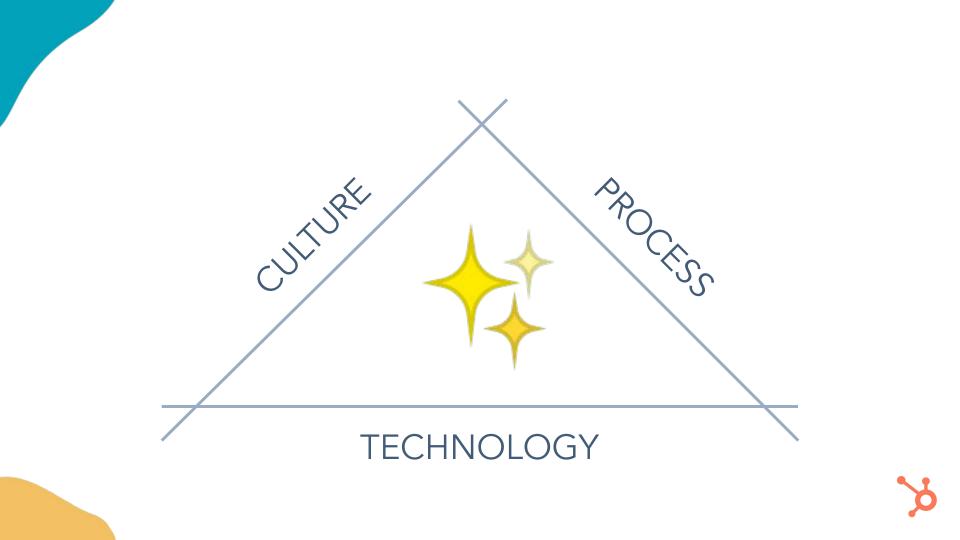


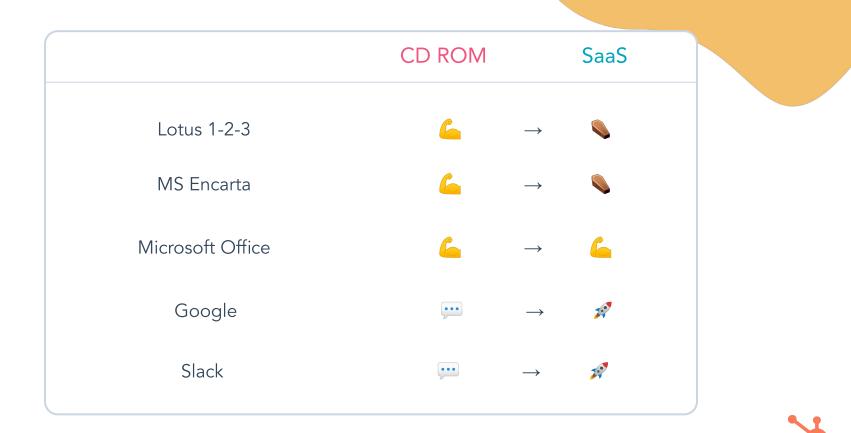


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CULTURE

# TECHNOLOGY



CULTURE

# TECHNOLOGY

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CULTURE



# WHY does your business have a website?





Business expense

Modern Culture

## Growth investment



# Traditional Culture

Business expense

Digital brochure

# Modern Culture

Growth investment

A product with wide impact

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# **Traditional Culture**

Business expense

Digital brochure

Assumptions

# Modern Culture

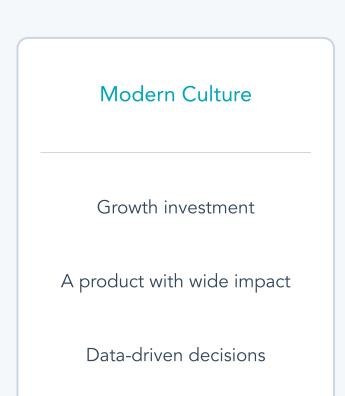
Growth investment

A product with wide impact

Data-driven decisions







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# Get Started!



# Start your culture shift

# Data-Driven Decisions:

- Install behavioral research tools <u>HotJar.com</u> or <u>LuckyOrange.com</u> on your website and turn on heatmaps and user session recording.
- If you're a HubSpot customer, integrate them!

Product with wide impact:

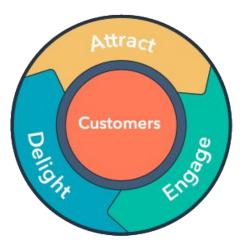
• How else might your company leverage your website to fuel growth?



# Your website should impact more than just marketing.

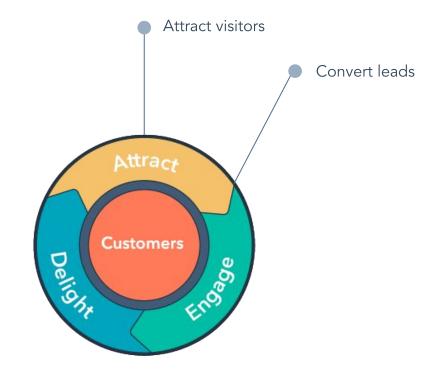
Sales, HR, support, finance, product, etc.

# Expand the website's impact on the customer journey.

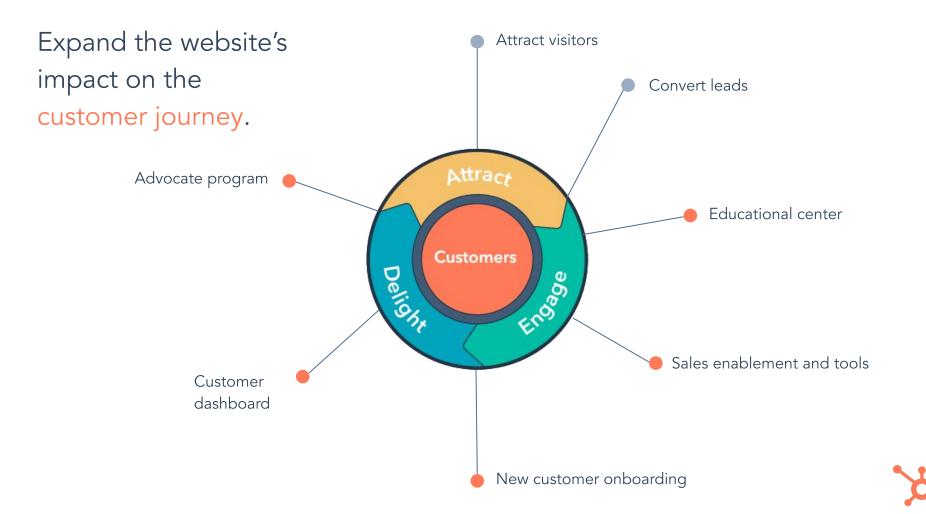




# Expand the website's impact on the customer journey.







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# **Traditional Process**

Business-focused strategy

Modern Process

# Customer-focused strategy



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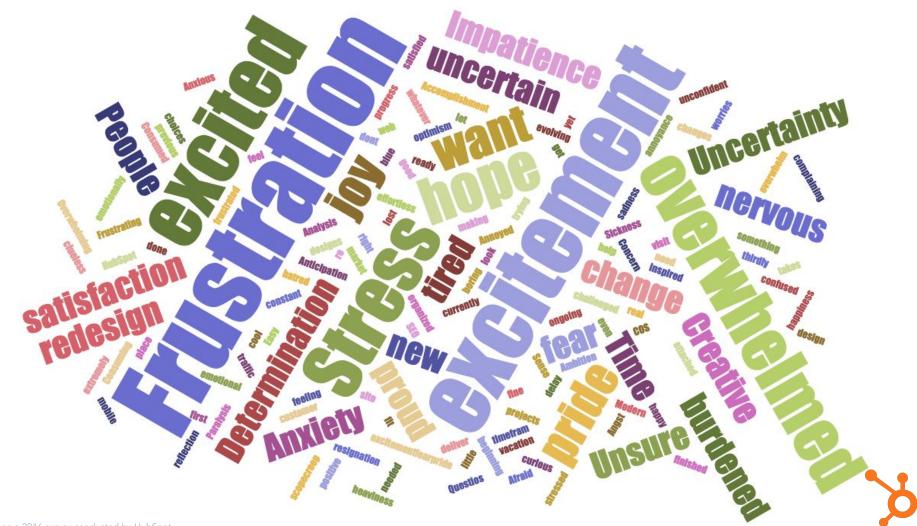
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# Time to build.

ALC: NO

What emotions did you experience in previous website redesigns?









Traditional process often goes over-budget or late.

# **Traditional Process**

Business-focused strategy

Huge project

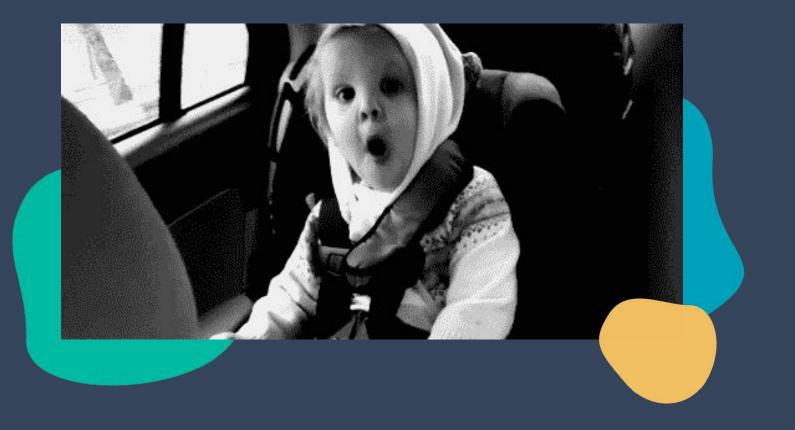
**Modern Process** 

## Customer-focused strategy

Launch Pad

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# The website is live!



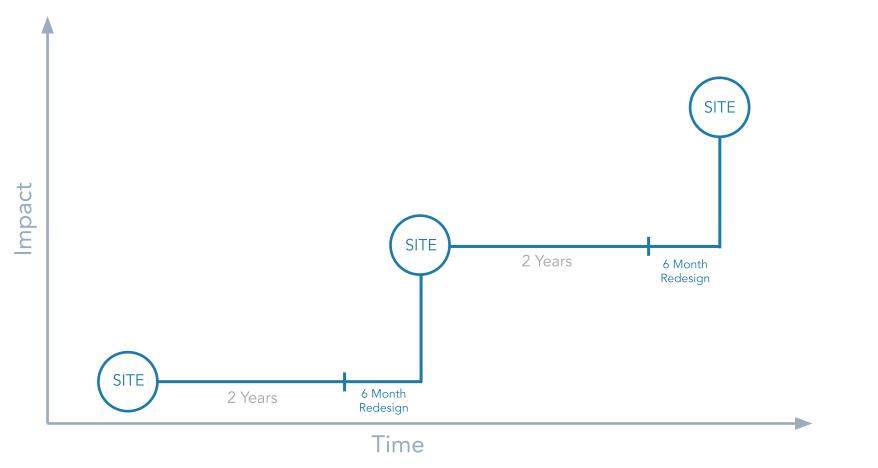
42%

of marketers only make impactful improvements to their website <u>once per</u>

<u>year.</u>



# Traditional Web Design



#### **Traditional Process**

Business-focused strategy

Huge project

Set-and-forget

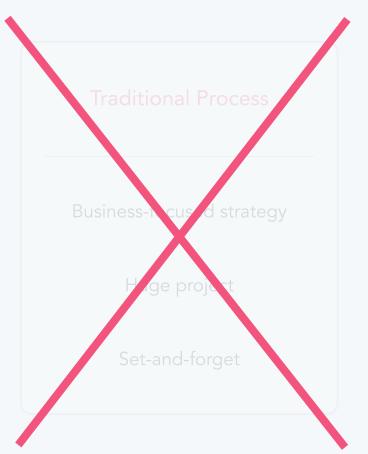
#### Modern Process

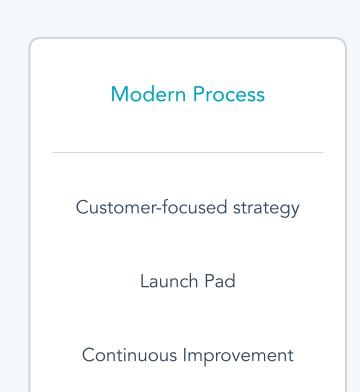
#### Customer-focused strategy

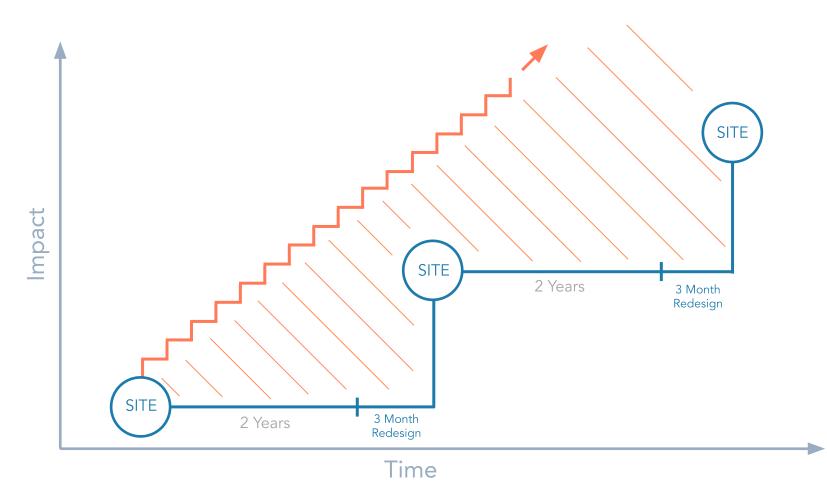
Launch Pad

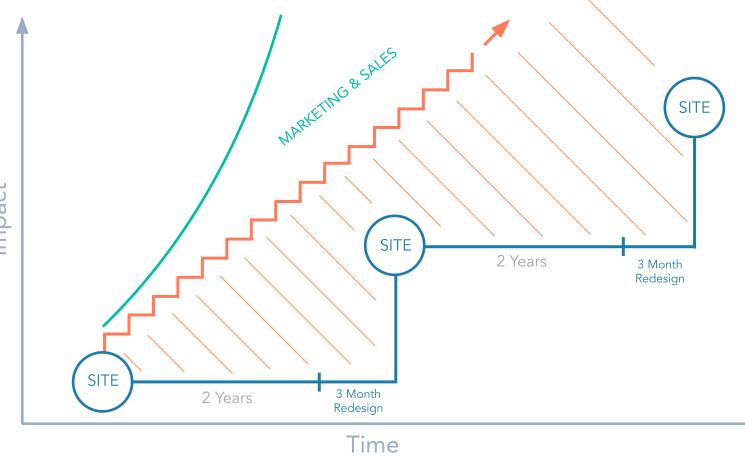
Continuous Improvement



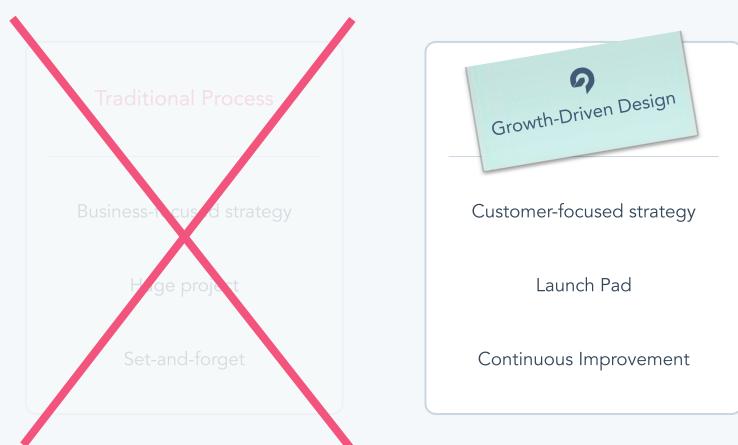






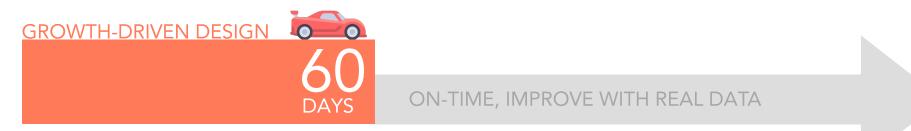


Impact



## QUICKER TIME TO VALUE

How long does the site take to launch from the initial kickoff meeting?

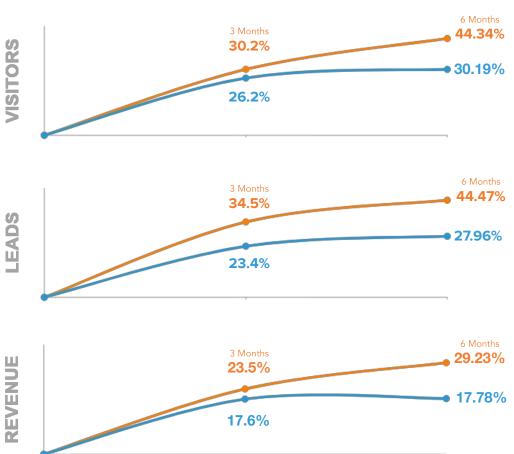




Based on the "2017 state of GDD" survey responses

## DRIVE MORE BUSINESS IMPACT

Agencies reported seeing <u>16.9% more leads</u> and <u>11.2%</u> <u>more revenue</u> six months after launch when clients use Growth-Driven Design!







## Get Started!

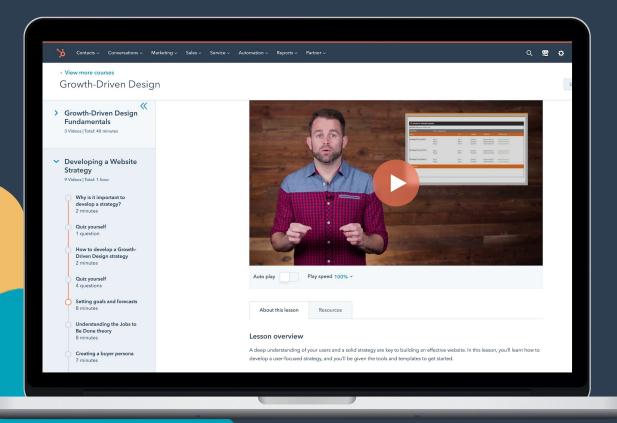




## Start your process shift

- Interview 10 new customers and 10 recently lost customers using <u>bit.ly/gdd-jobstobedone</u>
- Run your site in <u>websitegrader.com</u>
- Based on your goals, identify the top 3 highest impact pages.
  - Add pop-up feedback survey or chat, "What brought you here today?"
  - Launch experiment with the above-the-fold message using <u>bit.ly/brandscript-overview</u>

### Take our (free) GDD Certification at <u>GrowthDrivenDesign.com</u>



## The world of web design is shifting.

## TECHNOLOGY

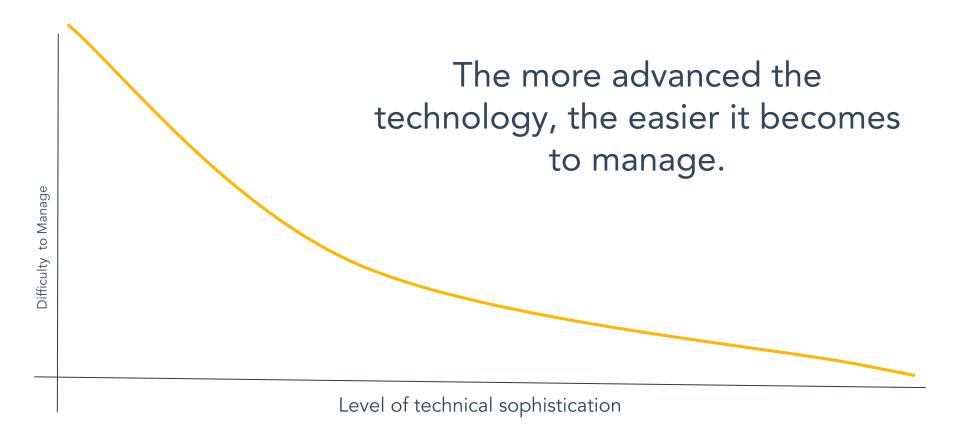


## Content Management System (CMS)



Technology doesn't get truly interesting until it becomes almost invisible.

Clay Shirky, NYU



Experience disruptors across industries are beating out incumbents by making advanced products that are incredibly easy to manage.

Rackspace Magento GoToMeeting PayPal Outlook Smartsheets Photoshop Monster.com Google Sheets **McKinsey** Concur

AWS Shopify Zoom Stripe Slack Monday.com Canva ZipRecruiter Airtable Catalant Expensify

If that's the case, then we've gotten content management systems all wrong.



Compliance and regulation

Multi-Domains

Standard SSL

Local Web Development

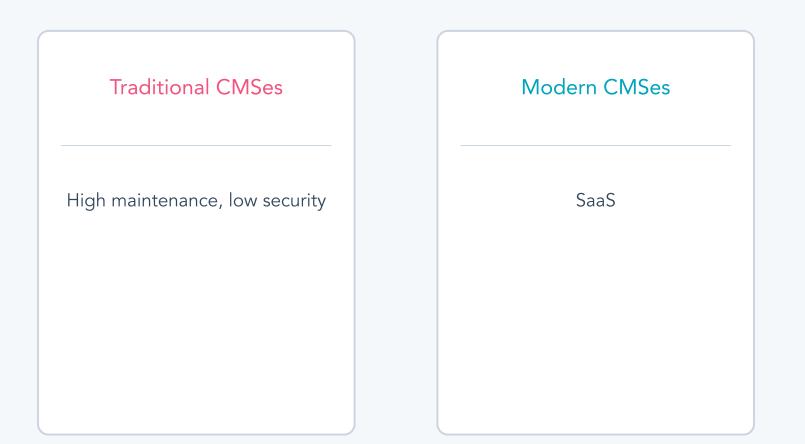
Plugins
<u>File Management</u> SEO Tools

Lambda function support

Attribution reporting

Lead Conversion

Level of technical sophistication





High maintenance, low security

Gatekeepers

Modern CMSes

SaaS

Empower your team

#### Traditional CMSes

High maintenance, low security

Gatekeepers

One-size-fits-none

#### Modern CMSes

#### SaaS

Empower your team

Personalized experiences

#### Traditional CMSes

High maintenance, low security

Gatekeepers

One-size-fits-none

Fuzzy reporting

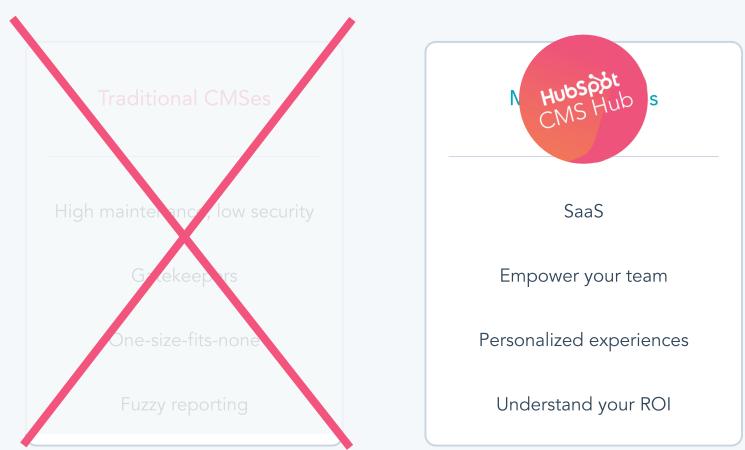
#### Modern CMSes

#### SaaS

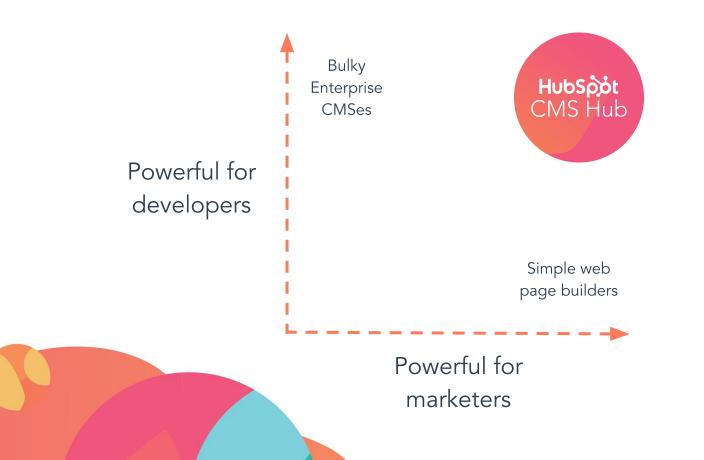
Empower your team

Personalized experiences

Understand your ROI



## The CMS Hub Advantage



# CMS Hub Professional \$300/month



Maintenance and Management Without the Migraines

SaaS CMS, CDN with 99.99% uptime, 24/7 security monitoring and detection, standard SSL certificate, web application firewall.

## Speed, Security, & Reliability

Stop managing servers. Start architecting experiences.

Websites hosted on CMS Hub are hosted on our global CDN to ensure they are always available, reliable, and secure.

<u>Learn more</u> about how HubSpot approaches speed, security, and reliability.



- 99.99% uptime
- 🥑 🛛 Global CDN
- Cache optimization & strategy
- 24x7 infrastructure support
- Web application firewall
- SSO integration
- Isolated network layers
- HTTPS and SSL certificate support
- Routine vulnerability scanning
- User & permissions management
- Multiple geographic footprints



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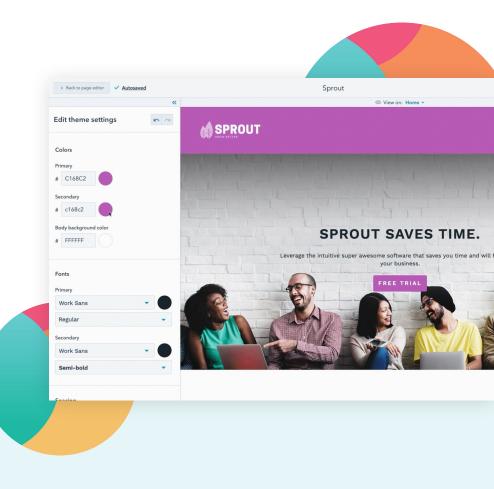
Easily Build and Optimize Remarkable Website Pages Flexible website themes, drag-and-drop editing, multi-language content, smart content, dynamic content with HubDB.



#### Effortless page editing & optimization

## **Flexible Themes**

Allow your developer to create a site-wide content editing experience that puts the marketer in control over the web site. Start from scratch or leverage one of HubSpot's pre-built themes as a starting point. Themes allow marketers to make larger scale changes to their web based content without needing a developer for maintenance and without knowing CSS.



Effortless page editing & optimization

## Drag and Drop Page Editing

Focus on creating amazing content, not managing your content creation process. With CMS Hub, your developer can create a flexible content creation experience that allows you to easily create pages through a drag and drop editing experience.



#### Develop without delays

## Local Web Development

Develop on HubSpot using the tools, technologies, and workflows that you prefer. Leverage tools like GitHub to handle version control, and make changes to your web assets as you're ready.

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# CMS Hub Professional \$300/month



Maintenance and Management Without the Migraines

SaaS CMS, CDN with 99.99% uptime, 24/7 security monitoring and detection, standard SSL certificate, web application firewall.



Easily Build and Optimize Remarkable Website Pages Flexible website themes, drag-and-drop editing, multi-language content, smart content, dynamic content with HubDB.

#### All-in-one Tool to Help Grow Traffic and Generate Leads

CRM, SEO Recommendations, Google Search Console, Conversations: live chat and bots, A/B testing, contact attribution reporting.



CMS Hub Enterprise



Build Powerful Web-App Experiences

Serverless functions, CMS memberships, APIs.

## CMS App

Web applications built on top of CMS Hub.

#### Partner Earning Calculator by ClassPass

classpass

What country are you in? Please Select

V

## CMS App

Web applications built on top of CMS Hub.

#### Event registration (open sourced) by HubSpot

FIT HUB

HOME STUDIO CLASSES TEAM MEMBERSHIP 😚 EN G

## Your Hub for 80's Inspired Fitness

CMS Hub Enterprise



#### Build Powerful Web-App Experiences

Serverless functions, CMS memberships, APIs.

## Gain Governance and Control a Scale

Content partitioning, activity logging, custom CDN configuration, site performance reporting and API, SSO, user/team permissions



CMS Hub Enterprise



#### Build Powerful Web-App Experiences

Serverless functions, CMS memberships, APIs.

## Gain Governance and Control at

Content partitioning, activity logging, custom CDN configuration, site performance reporting and API, SSO, user/team permissions



#### Extend Your Brand

Multiple brand domains, micro sites multi-domain traffic reporting.



## Microsite

Make it easy for larger mid-market companies to launch new ventures.

#### Calm.com/business

Calm

Get started with our self-serve option for smaller teams.

### Bring Calm to your workplace

Build a happier, healthier, and more resilient workforce with the **world's #1 app for mental fitness**.

GET STARTED

## The world of web design is shifting.

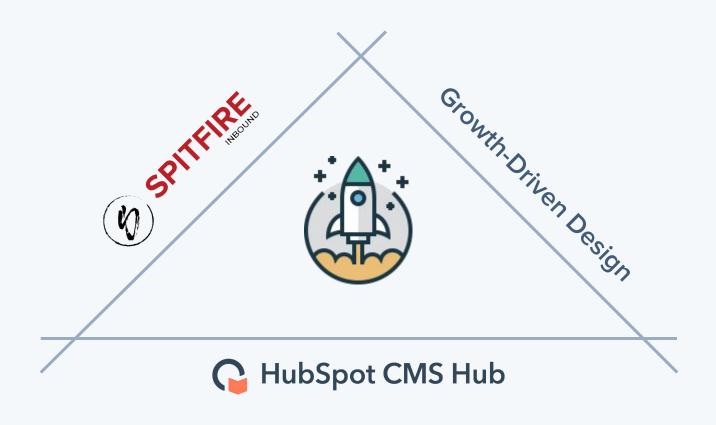
CULTURE

## TECHNOLOGY

POCLESC



## Grow Better.





## Thank you



