How To Use Your Website To Grow Your Business.

Alex Girard
PMM | CMS Hub

HubSpot

HI, MY NAME'S ALEX

PMM | HUBSPOT

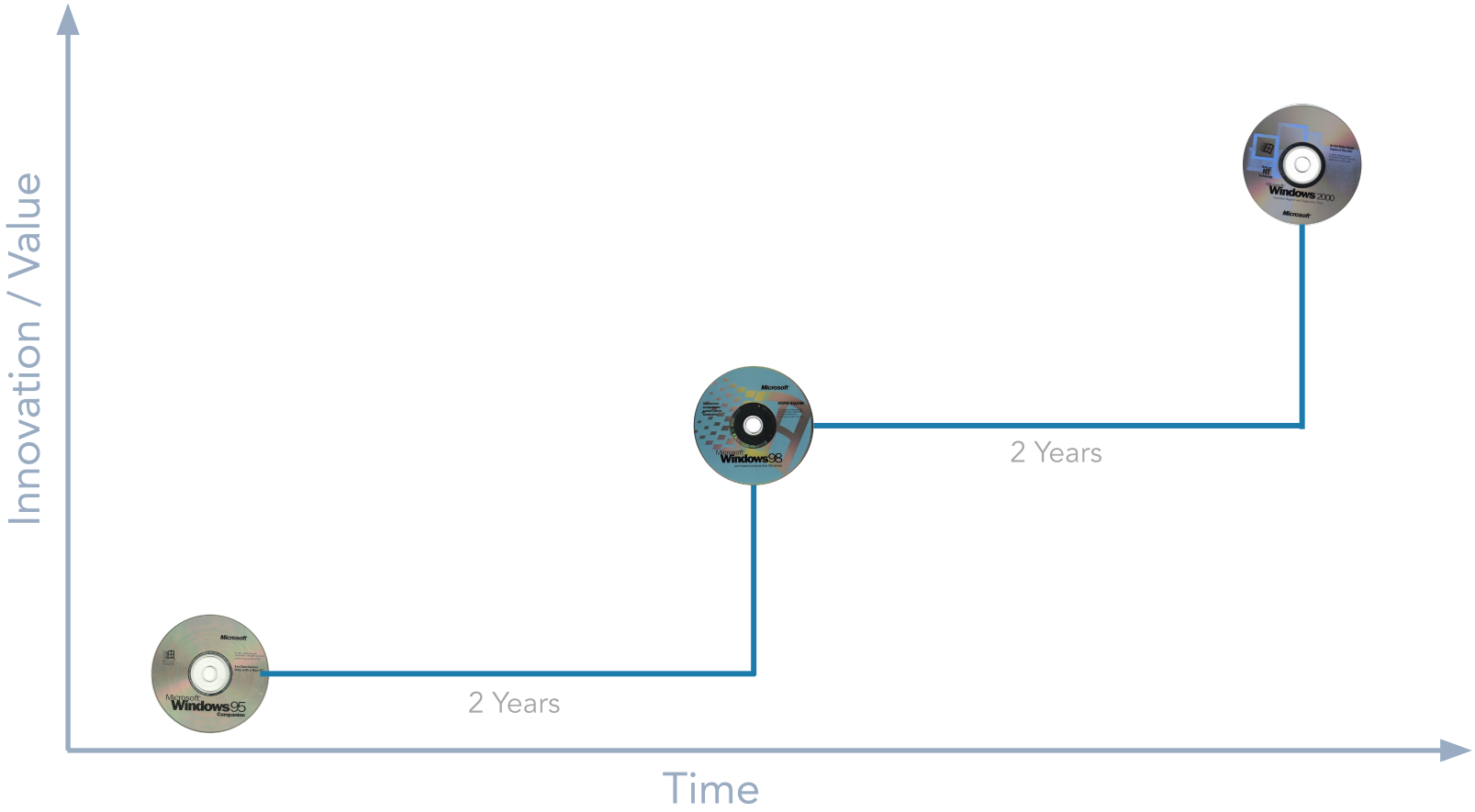
I'VE WORKED AT HUBSPOT FOR 4 YEARS

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

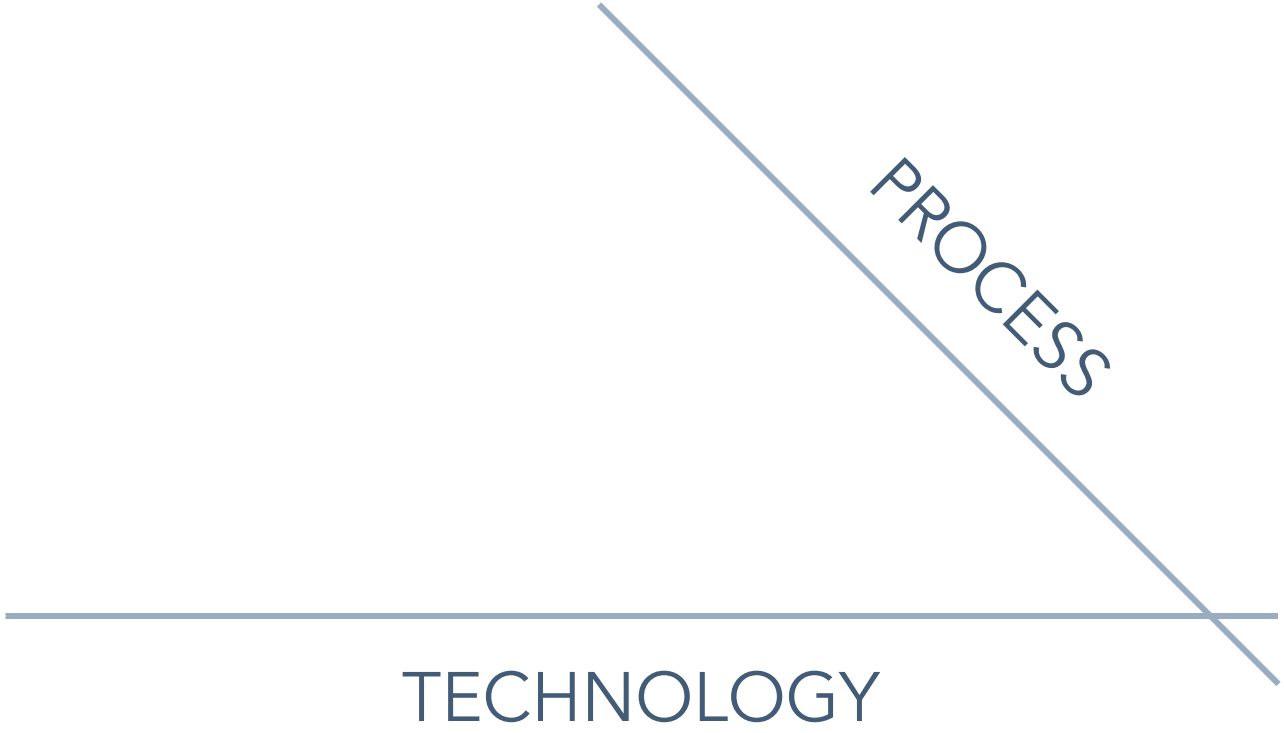
CONNECT WITH ME

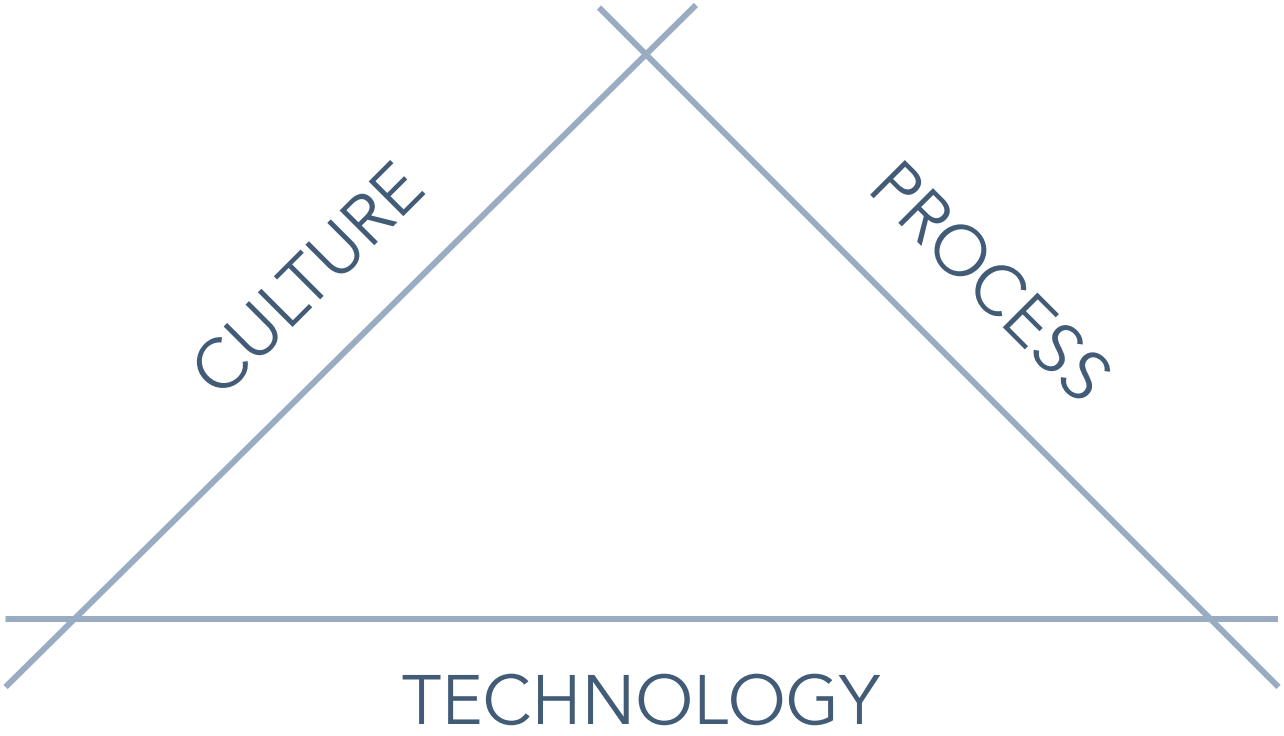
linkedin.com/in/alexgirard19

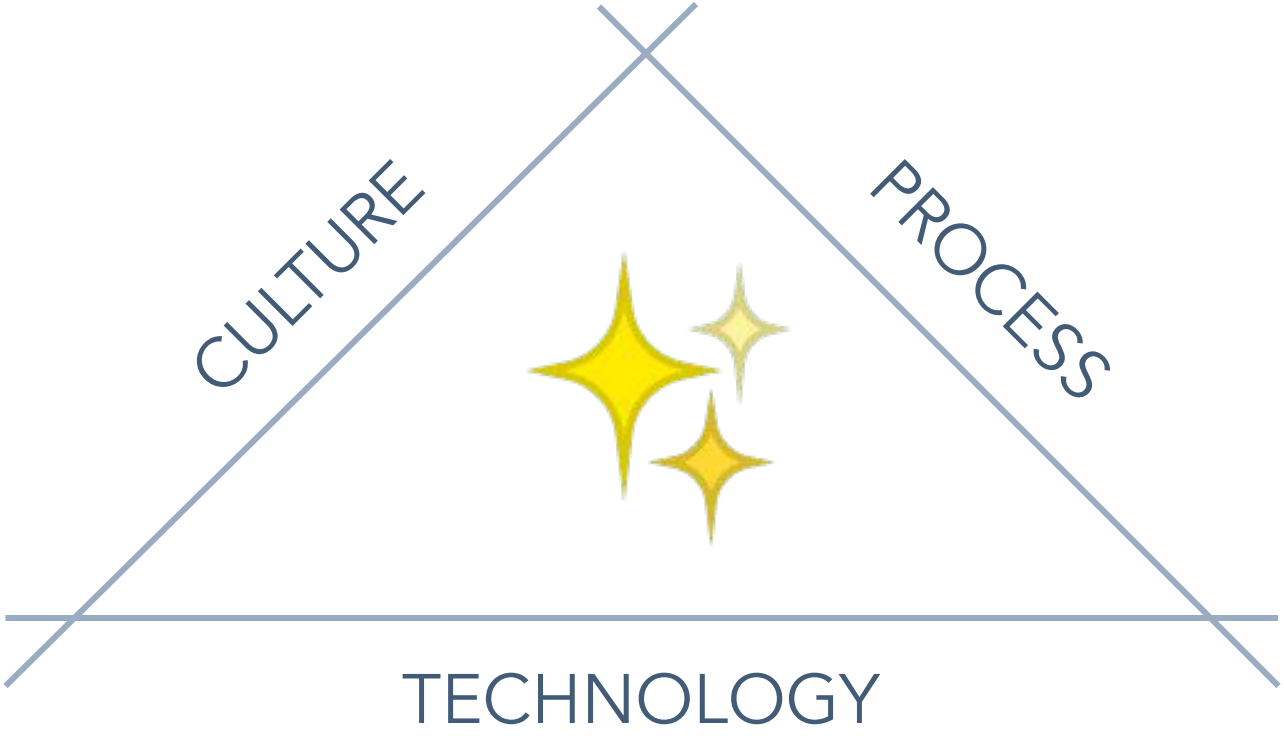
CD ROM release cycles in the 1990's



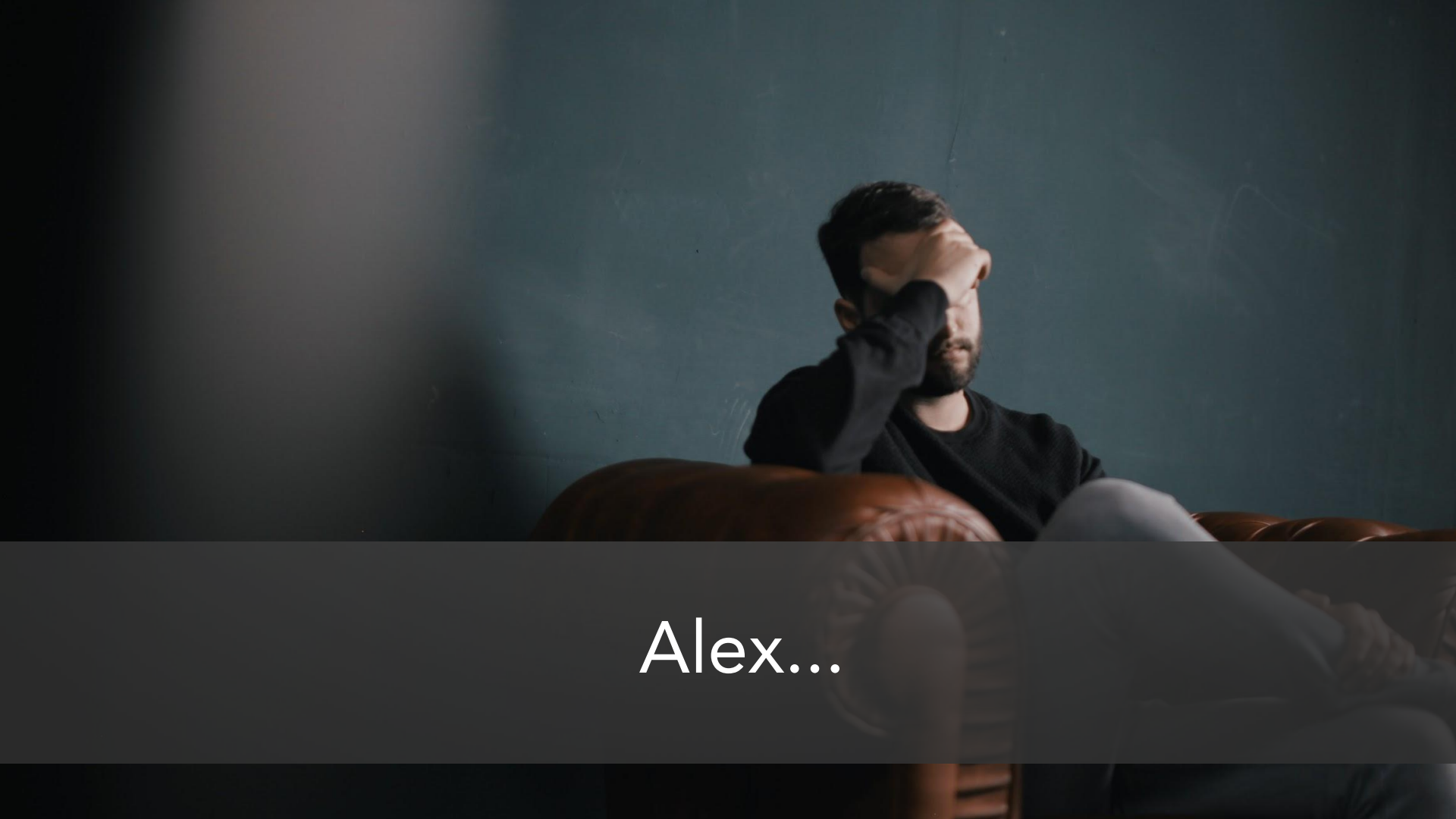
TECHNOLOGY


PROCESS
TECHNOLOGY


CULTURE
PROCESS
TECHNOLOGY


CULTURE
PROCESS
TECHNOLOGY

	CD ROM		SaaS
Lotus 1-2-3	💪	→	🍫
MS Encarta	💪	→	🍫
Microsoft Office	💪	→	💪
Google	💬	→	🚀
Slack	💬	→	🚀


Alex...

The world of web design is shifting.

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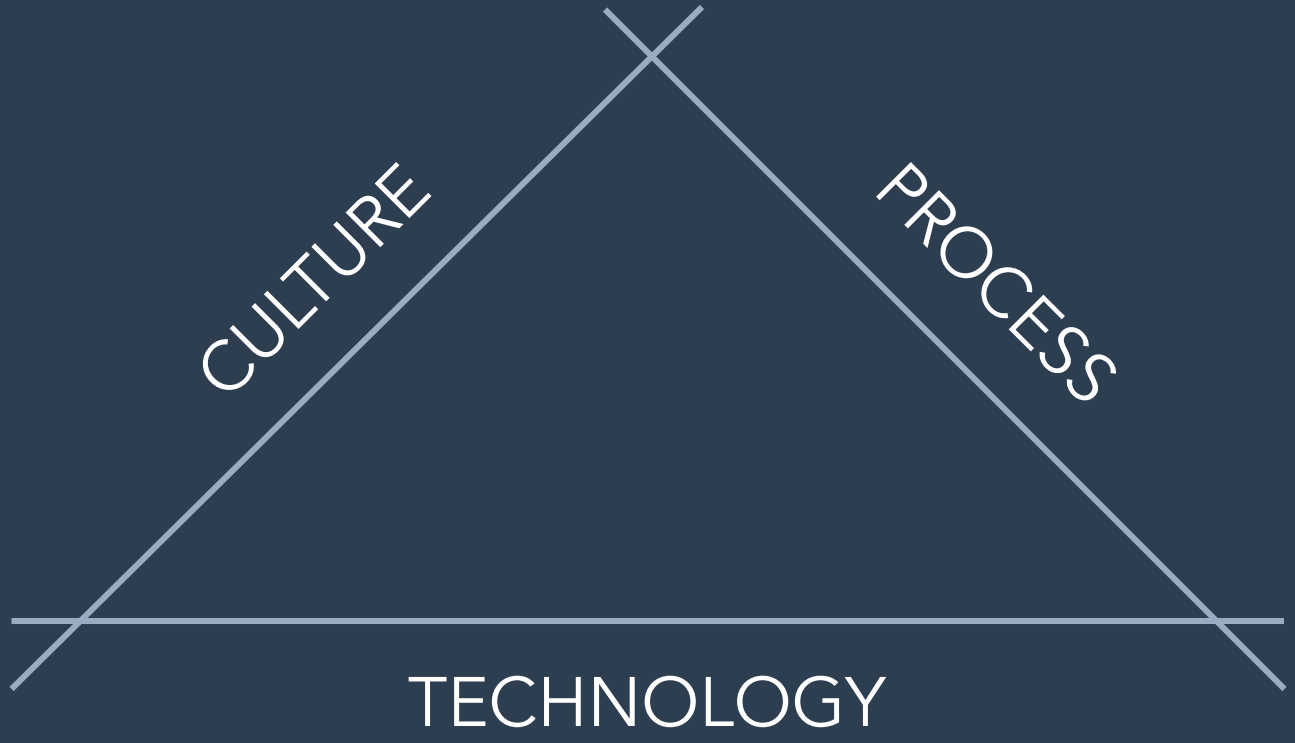

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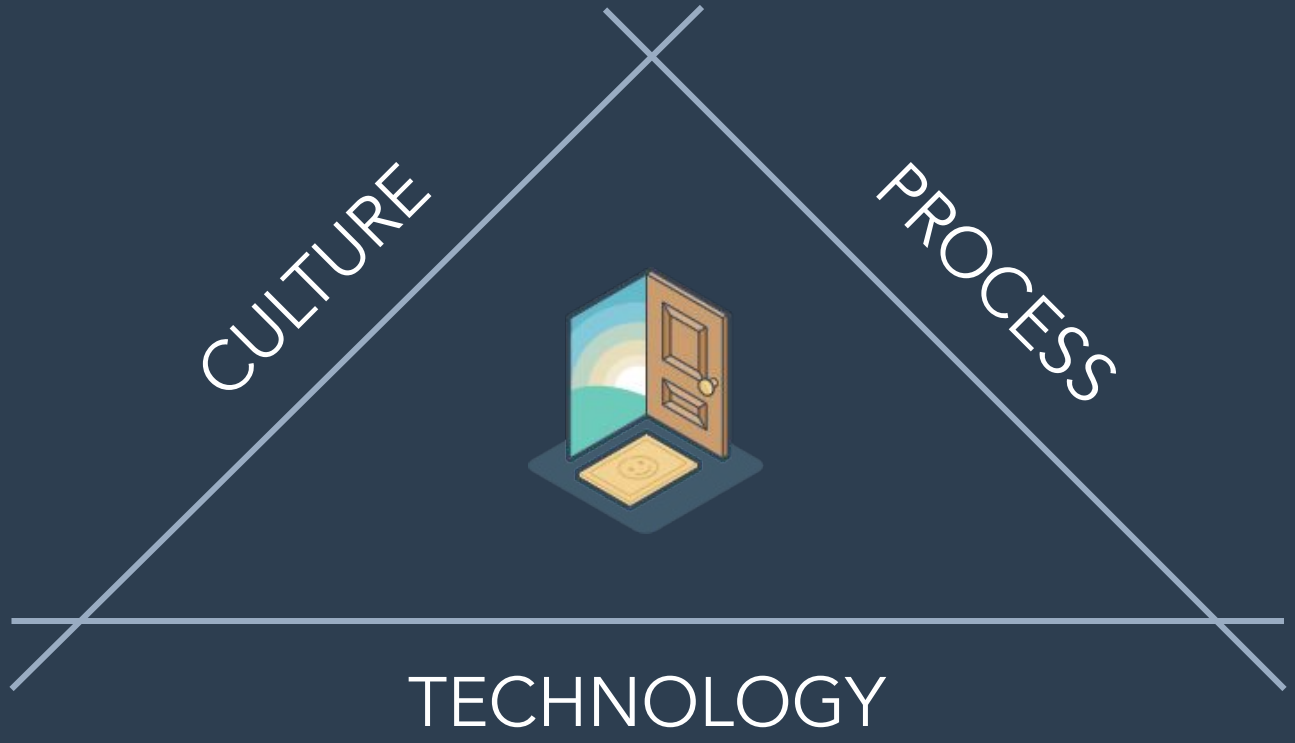

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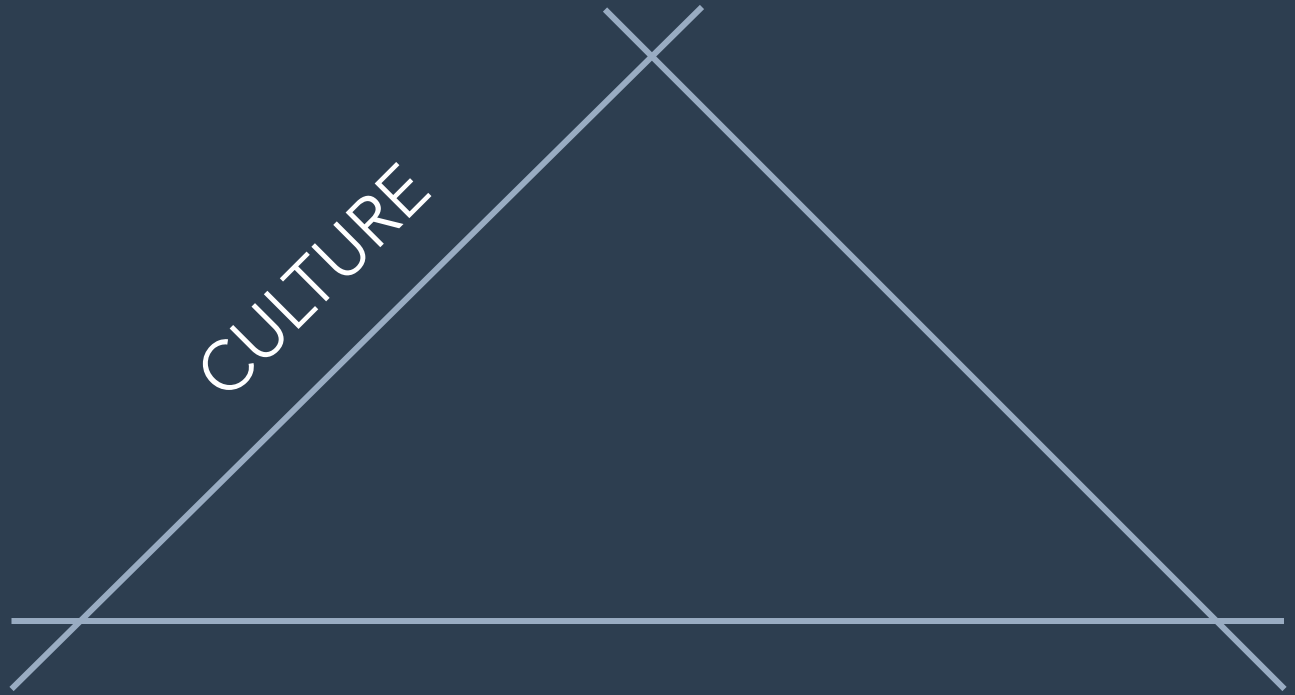


WHY does your business have a website?

Your Website

Traditional Culture	Modern Culture
Business expense	Growth investment

Your Website

Traditional Culture	Modern Culture
Business expense	Growth investment
Digital brochure	A product with wide impact

Your Website

Traditional Culture	Modern Culture
Business expense	Growth investment
Digital brochure	A product with wide impact
Assumptions	Data-driven decisions

Your Website

Modern Culture

Growth investment

A product with wide impact

Data-driven decisions

Get Started!

Start your culture shift

Data-Driven Decisions:

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

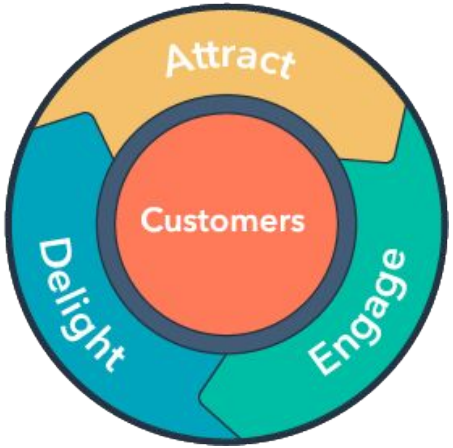
Product with wide impact:

- 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.



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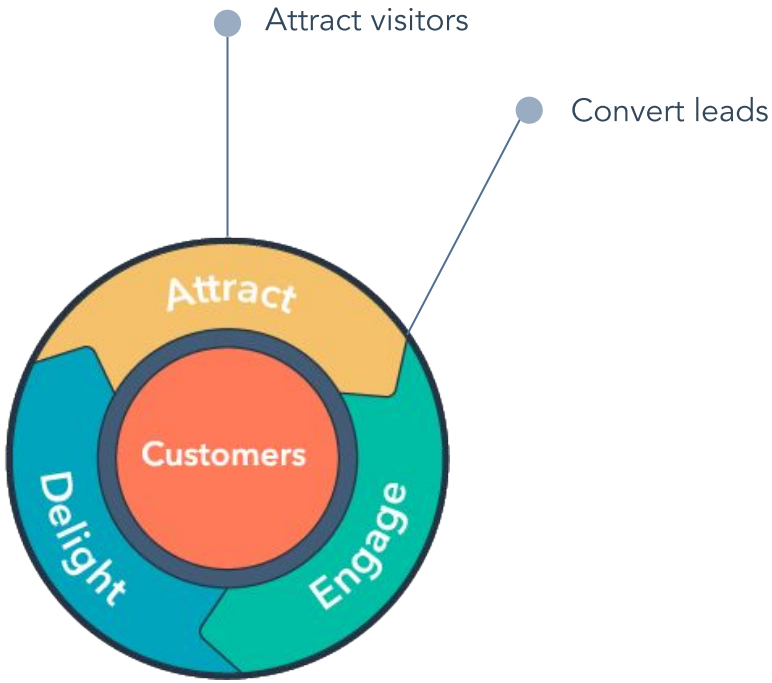

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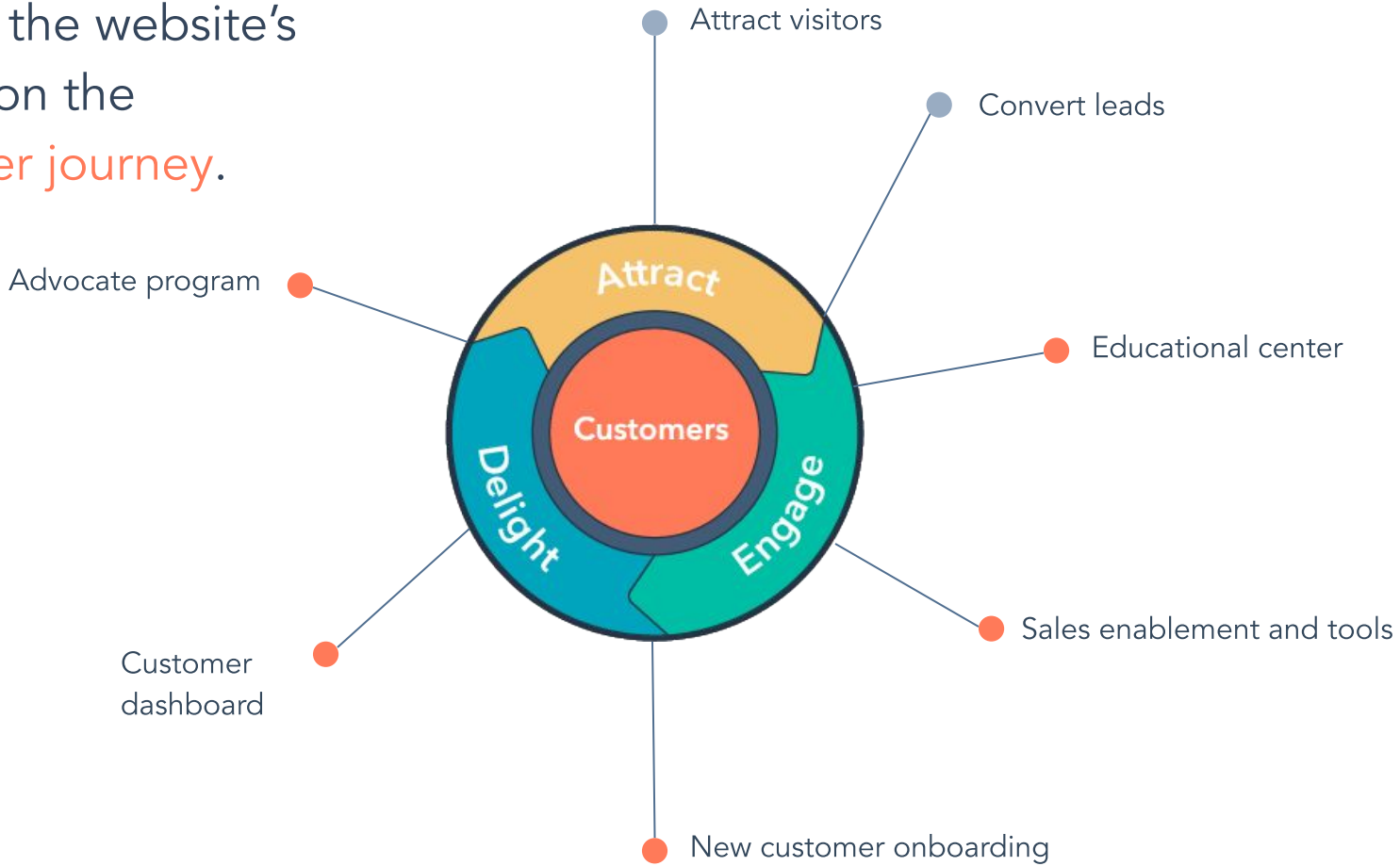


The world of web design is shifting.

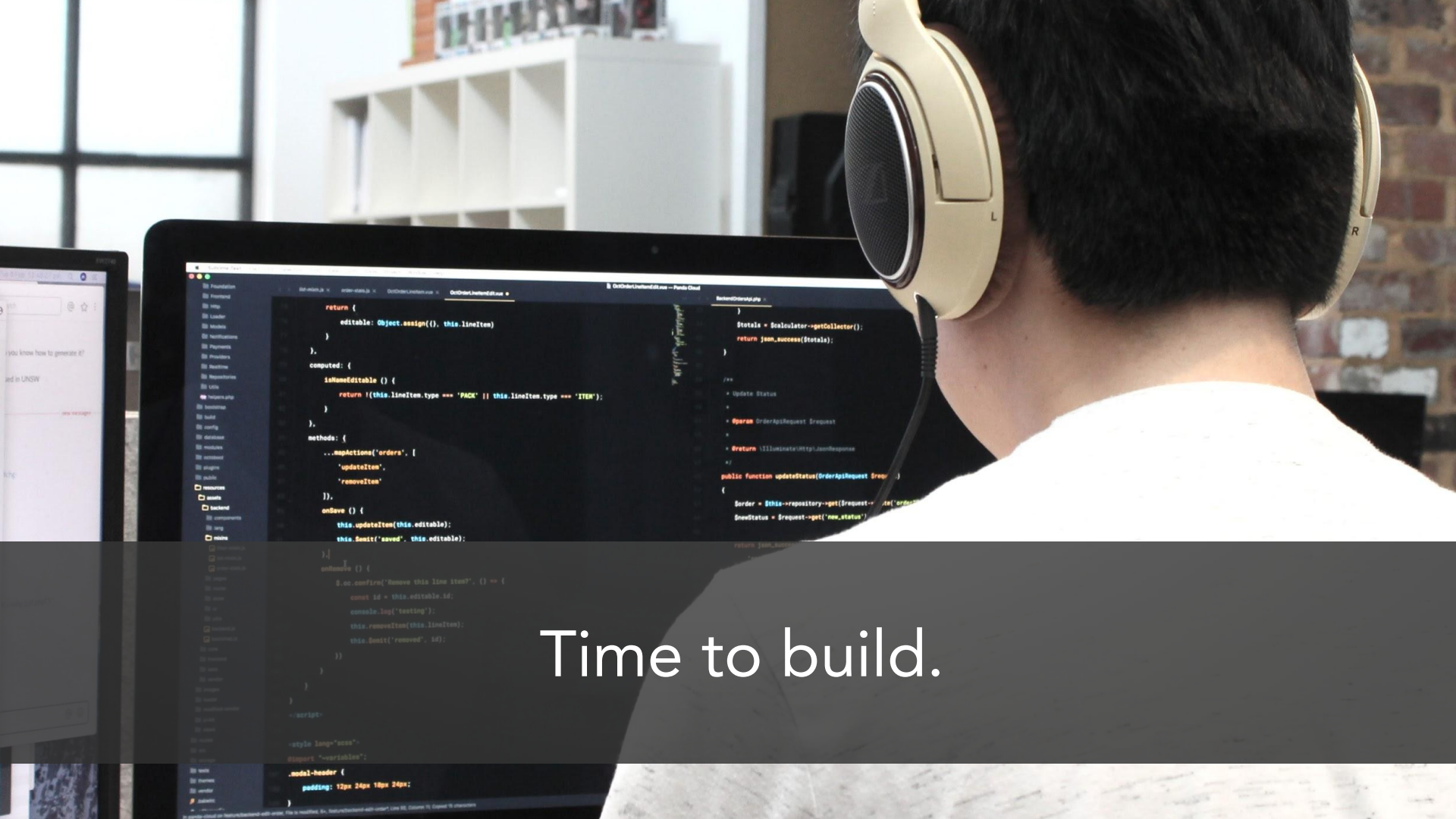
Your Website

Traditional Process

Business-focused strategy

Modern Process

Customer-focused strategy


Time to build.

What emotions did you experience in previous website redesigns?

Based on a 2016 survey conducted by HubSpot

Based on a 2016 survey conducted by HubSpot

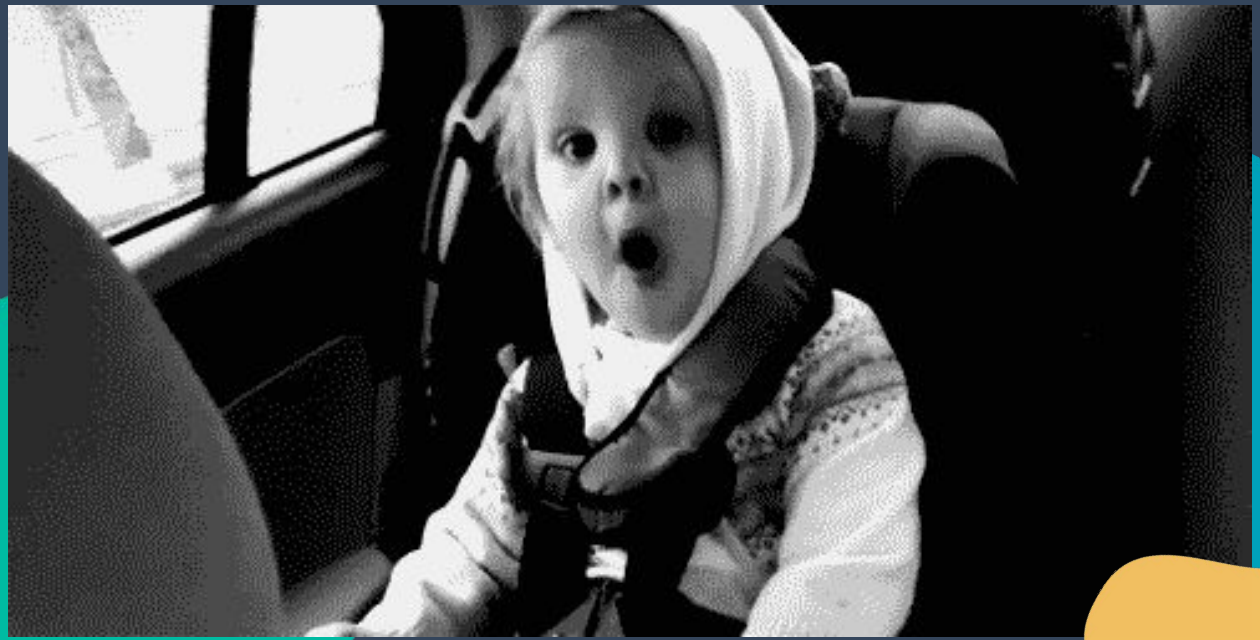
Traditional

Traditional process often goes over-budget or late.

Your Website

Traditional Process	Modern Process
Business-focused strategy	Customer-focused strategy
Huge project	Launch Pad

The website is live!



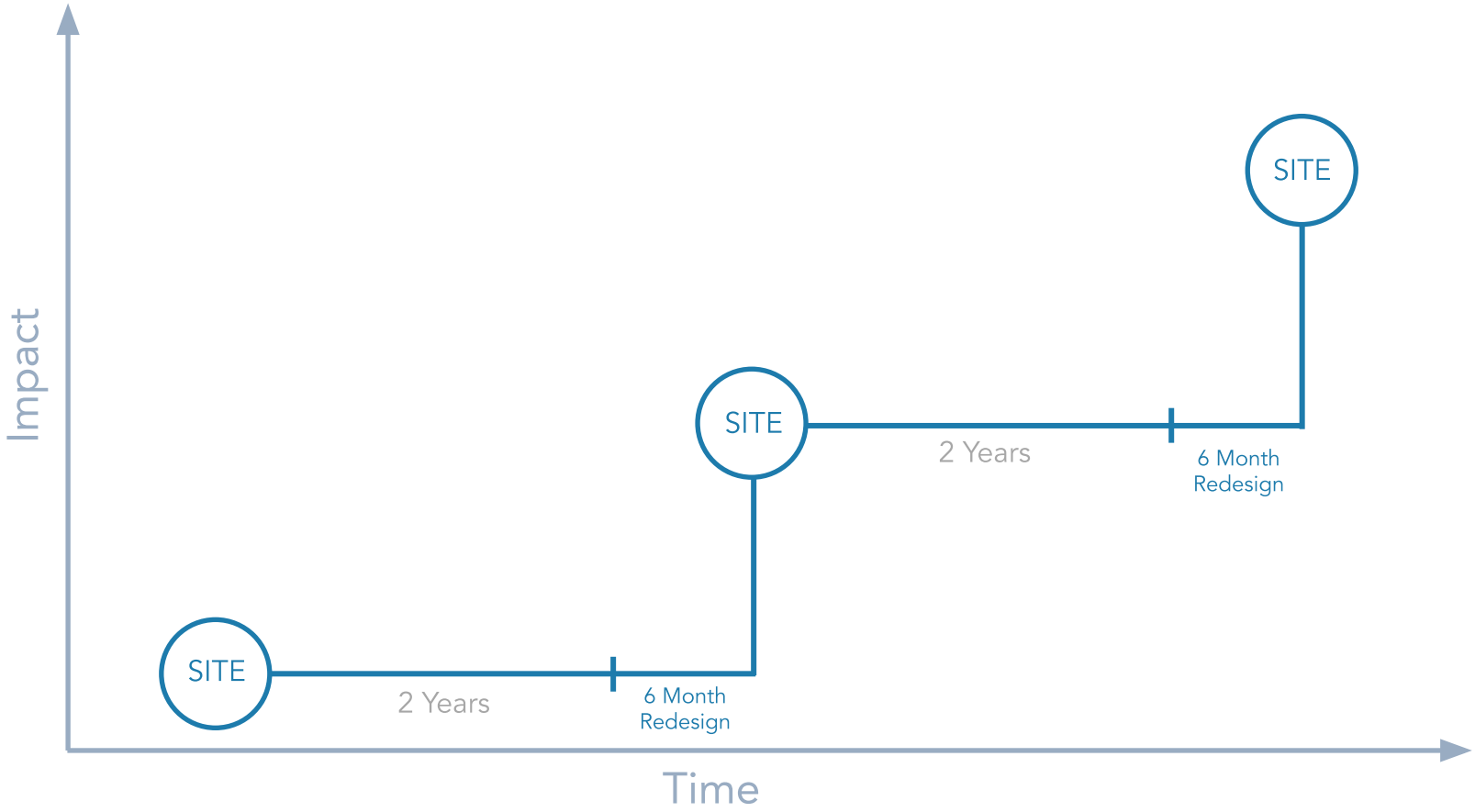
42%

of marketers only make impactful improvements to their website once per year.

based on responses from a 2016 HubSpot survey.

UNSPLASH USER CHRISTOPHER

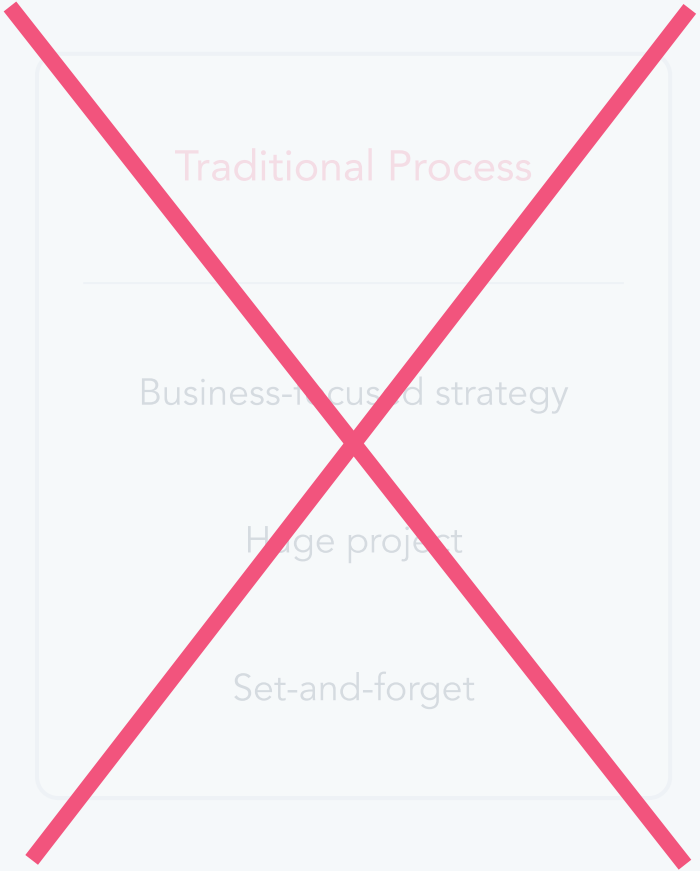
Traditional Web Design



Your Website

Traditional Process	Modern Process
Business-focused strategy	Customer-focused strategy
Huge project	Launch Pad
Set-and-forget	Continuous Improvement

Your Website

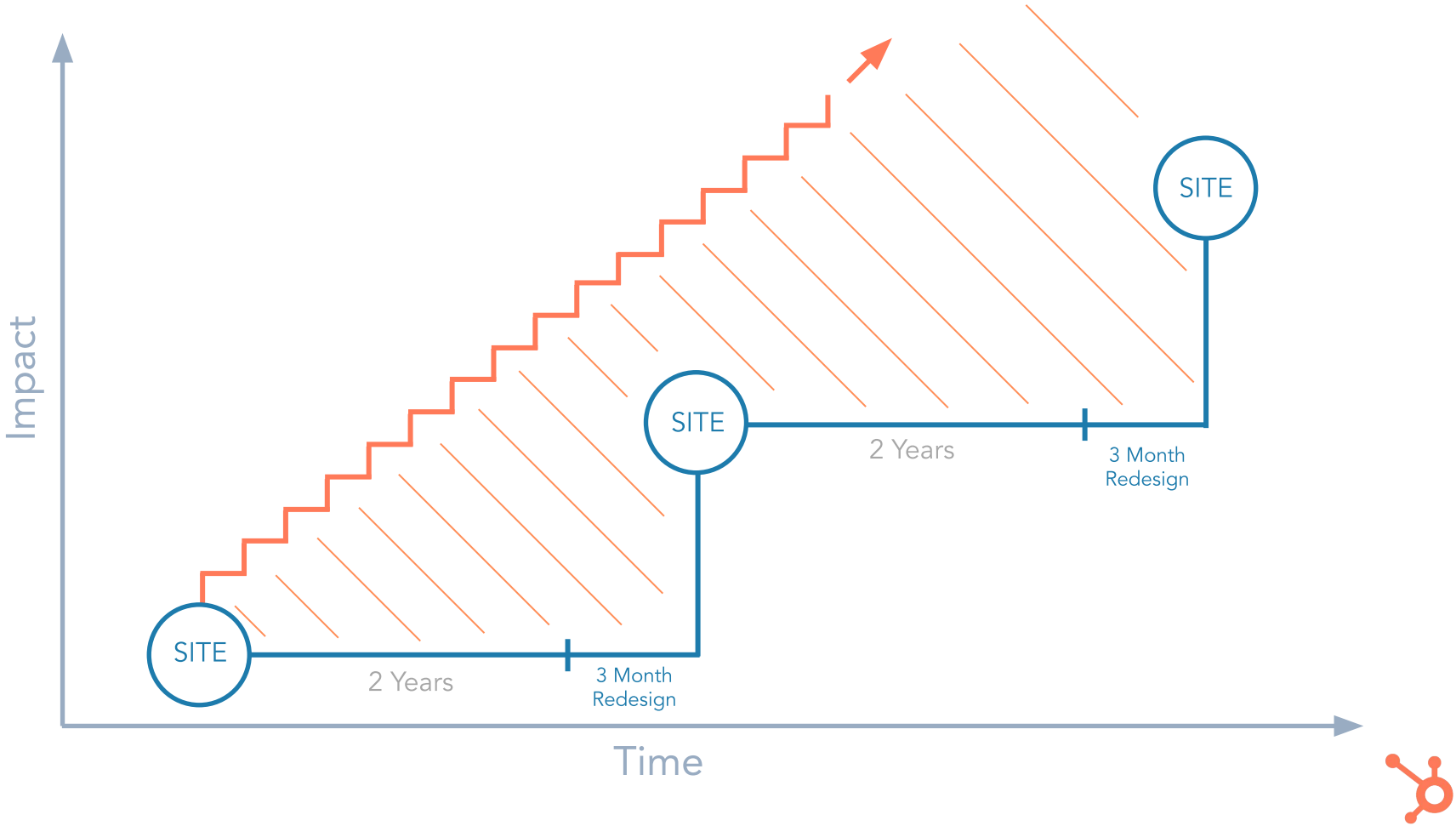


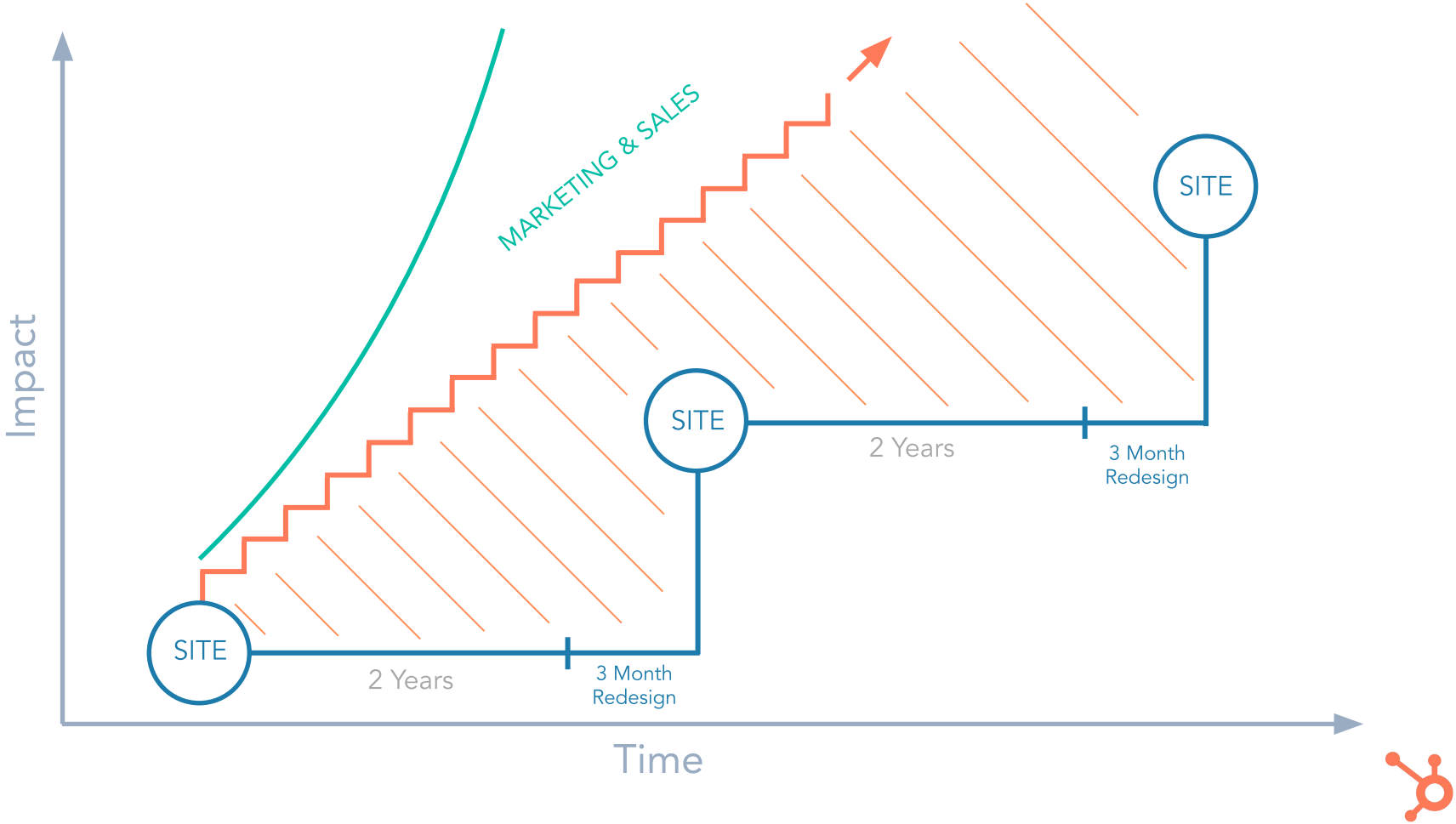
Modern Process

Customer-focused strategy

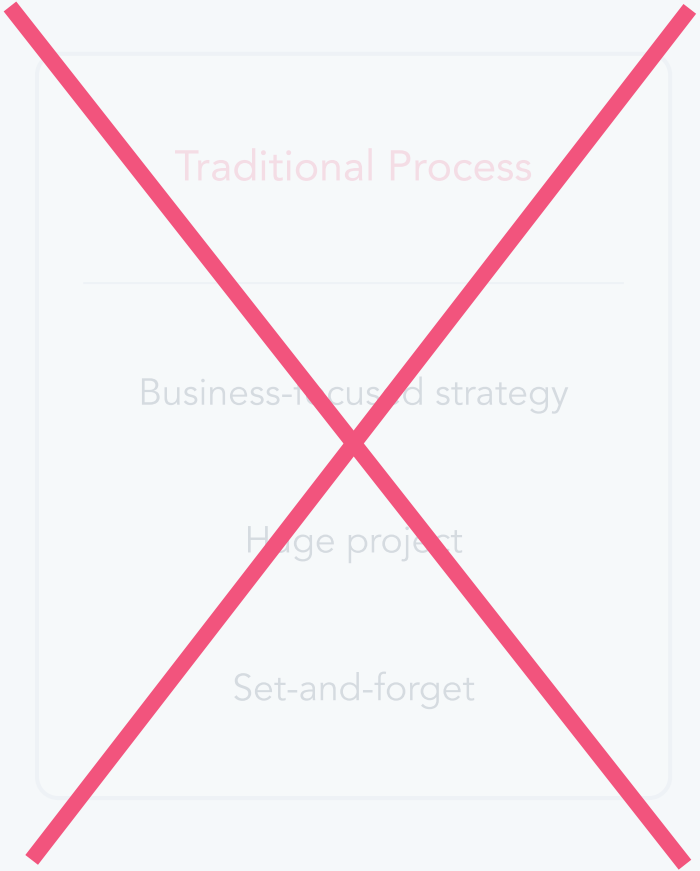
Launch Pad

Continuous Improvement


Impact
Time
SITE
2 Years
3 Month
Redesign
SITE
2 Years
3 Month
Redesign
SITE


Impact
Time
MARKETING & SALES
SITE
SITE
SITE
2 Years
3 Month
Redesign
2 Years
3 Month
Redesign

Your Website



Growth-Driven Design

Customer-focused strategy

Launch Pad

Continuous Improvement

QUICKER TIME TO VALUE

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

GROWTH-DRIVEN DESIGN

60 DAYS

ON-TIME, IMPROVE WITH REAL DATA

TRADITIONAL WEB DESIGN

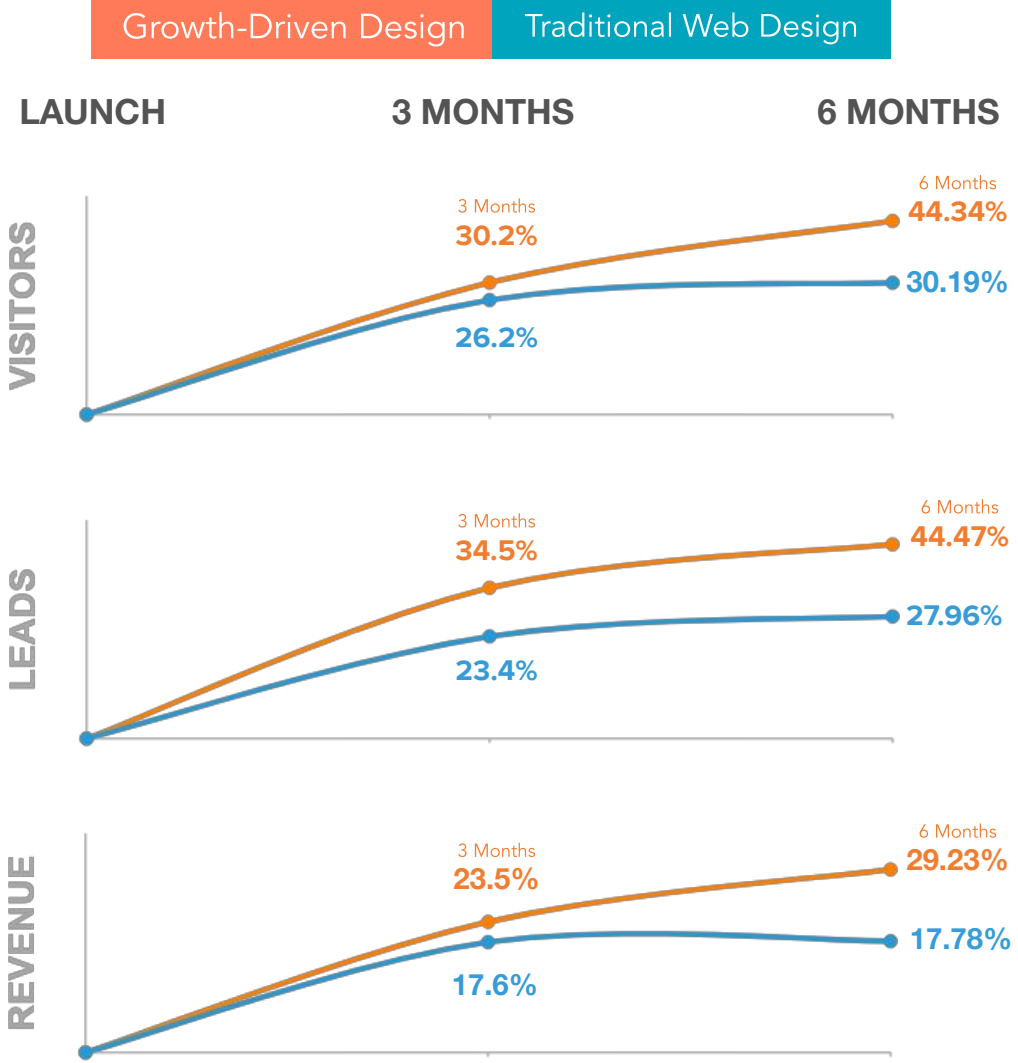
108 DAYS

2-WEEKS LATE,
SET AND FORGET

Based on the "2017 state of GDD" survey responses

DRIVE MORE BUSINESS IMPACT

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



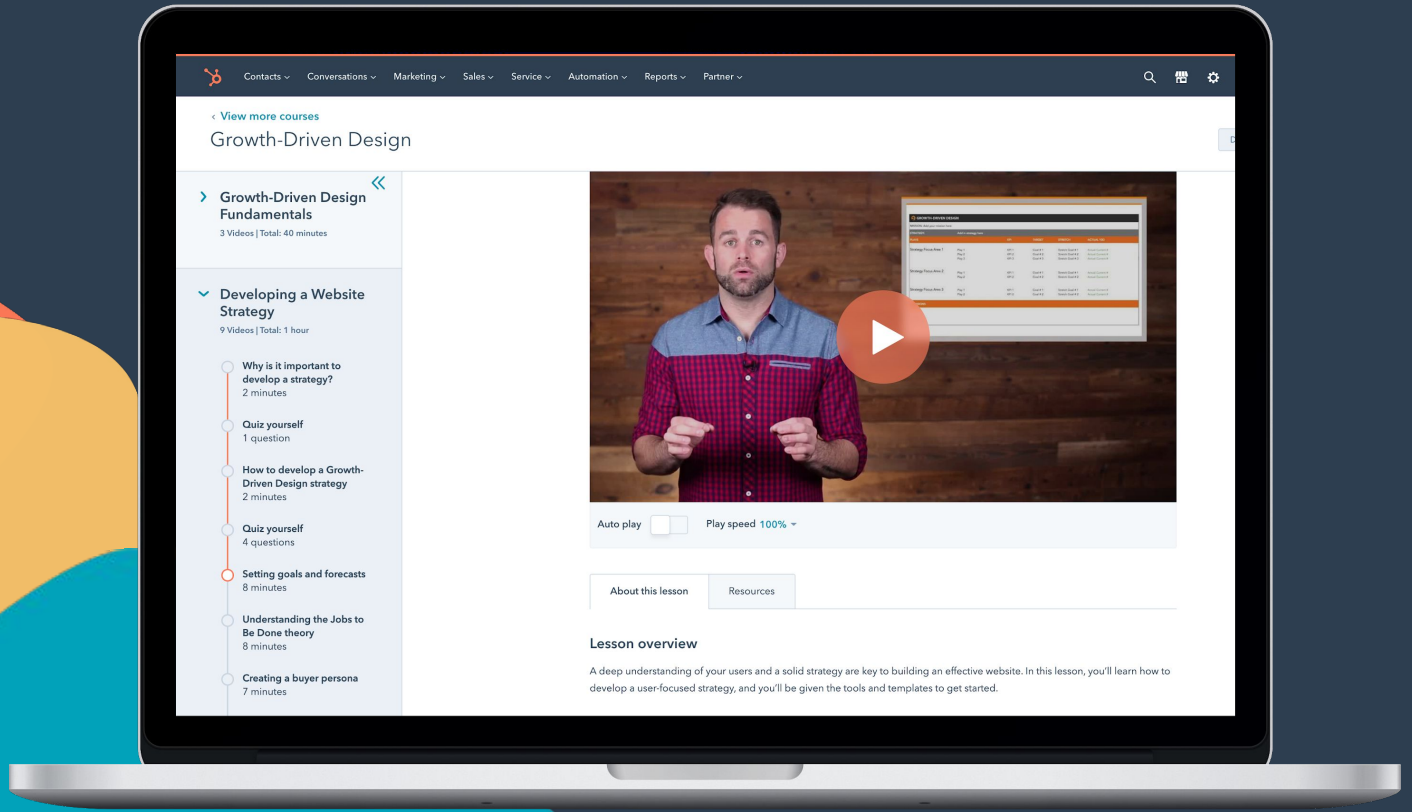
Based on the "2017 state of GDD" survey responses

Get Started!

Start your process shift

- Interview 10 new customers and 10 recently lost customers using bit.ly/gdd-jobstobedone
- Run your site in websitegrader.com
- 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 bit.ly/brandscript-overview

Take our (free) GDD Certification at GrowthDrivenDesign.com



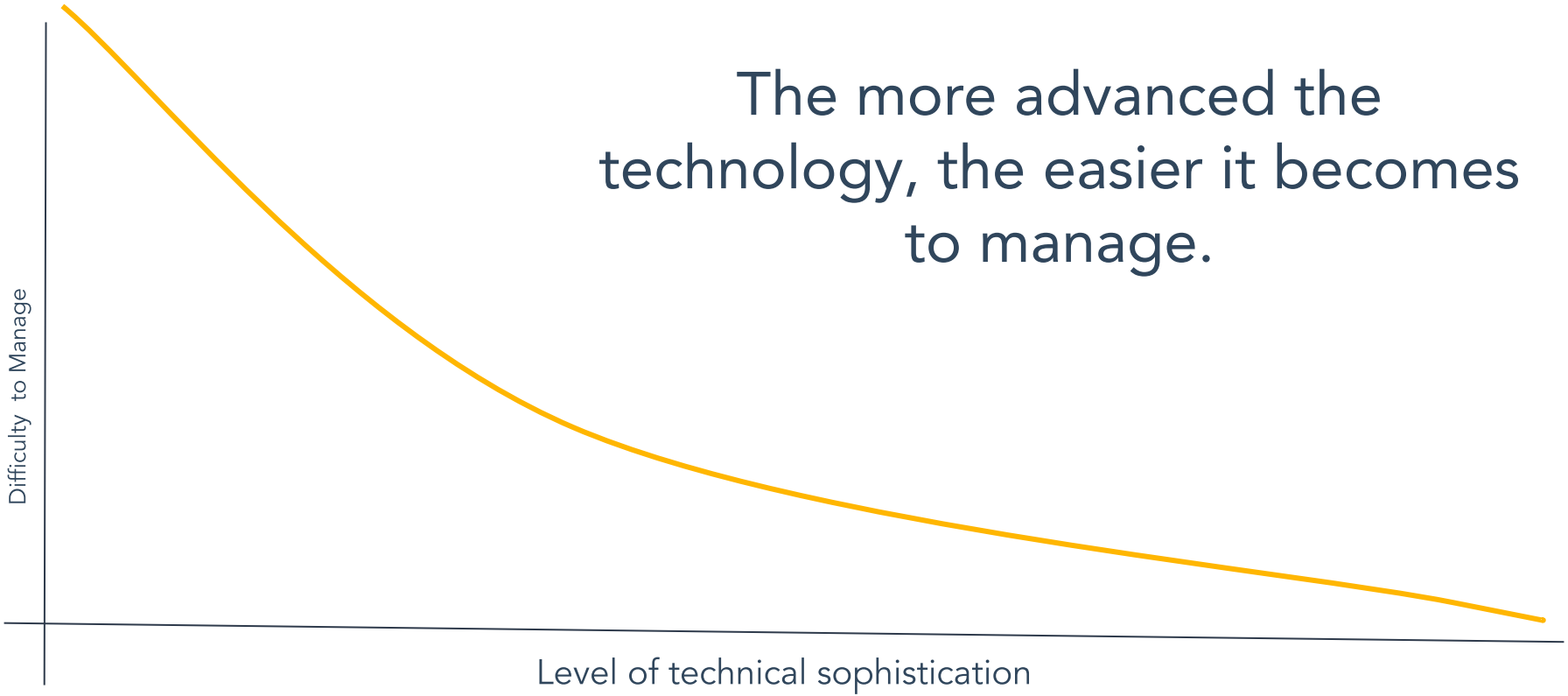
The world of web design is shifting.

Content Management System (CMS)

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

Clay Shirky, NYU

The more advanced the technology, the easier it becomes to manage.

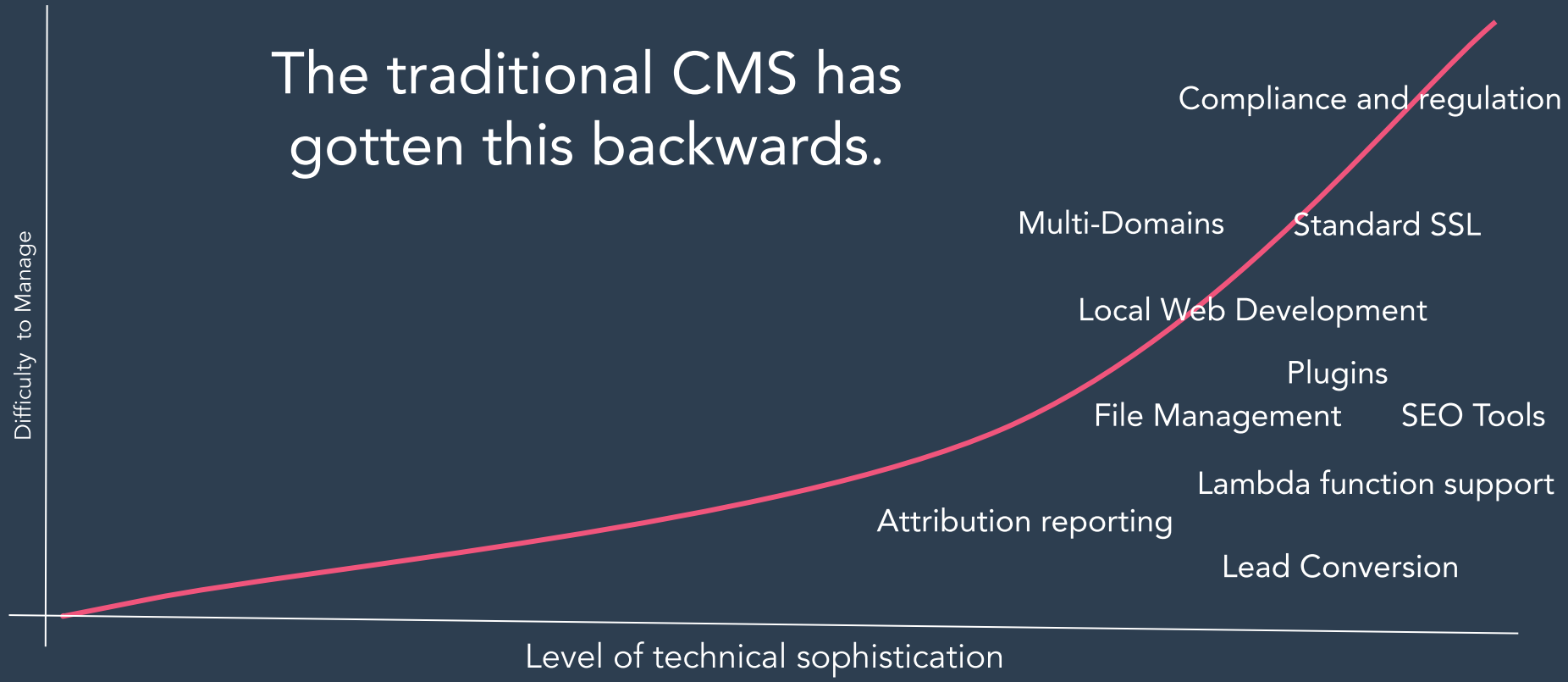


Experience disruptors across industries are beating out incumbents by making advanced products that are incredibly easy to manage.

Rackspace	AWS
Magento	Shopify
GoToMeeting	Zoom
PayPal	Stripe
Outlook	Slack
Smartsheets	Monday.com
Photoshop	Canva
Monster.com	ZipRecruiter
Google Sheets	Airtable
McKinsey	Catalant
Concur	Expensify

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

The traditional CMS has gotten this backwards.



Your Website

Traditional CMSes

High maintenance, low security

Modern CMSes

SaaS

Your Website

Traditional CMSes

High maintenance, low security

Gatekeepers

Modern CMSes

SaaS

Empower your team

Your Website

Traditional CMSes	Modern CMSes
High maintenance, low security	SaaS
Gatekeepers	Empower your team
One-size-fits-none	Personalized experiences

Your Website

Traditional CMSes	Modern CMSes
High maintenance, low security	SaaS
Gatekeepers	Empower your team
One-size-fits-none	Personalized experiences
Fuzzy reporting	Understand your ROI

Your Website

M HubSpot CMS Hub s

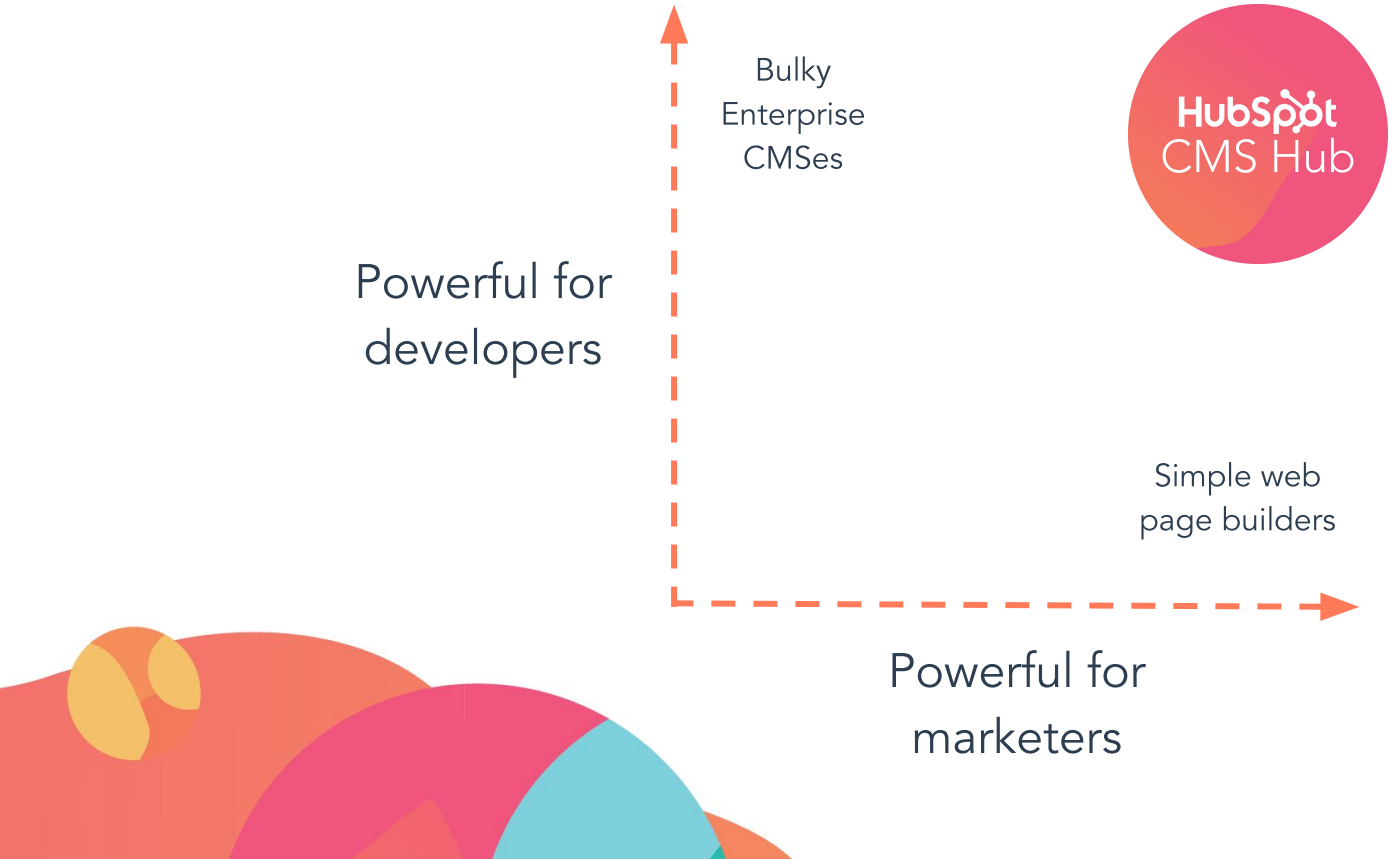
SaaS

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.

Learn more 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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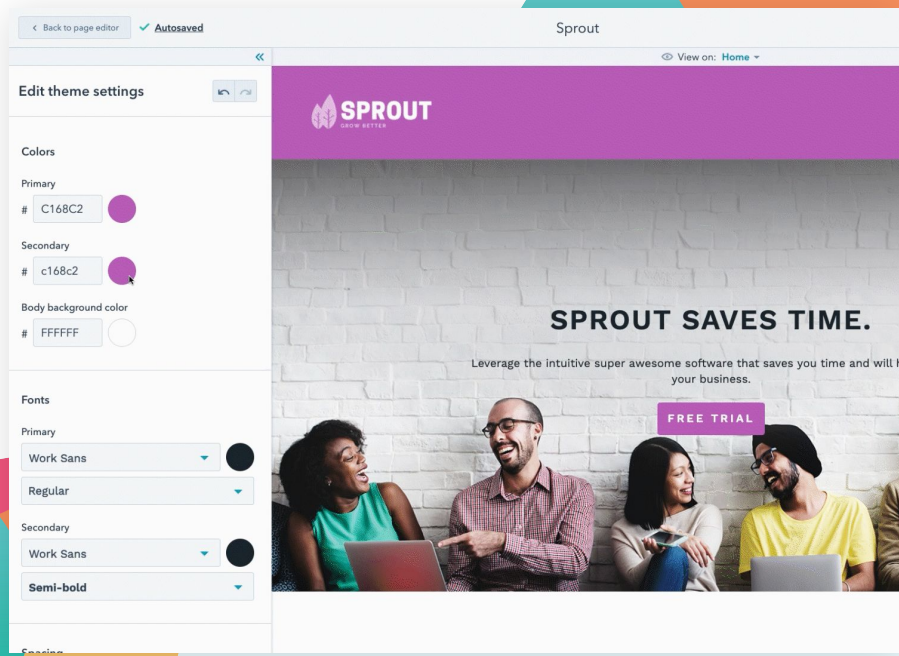
Easily Build and Optimize Remarkable Website Pages

Flexible website themes, drag-and-drop editing, multi-language content, smart content, dynamic content with HubDB.

Effortless page editing & optimization

Flexible Themes

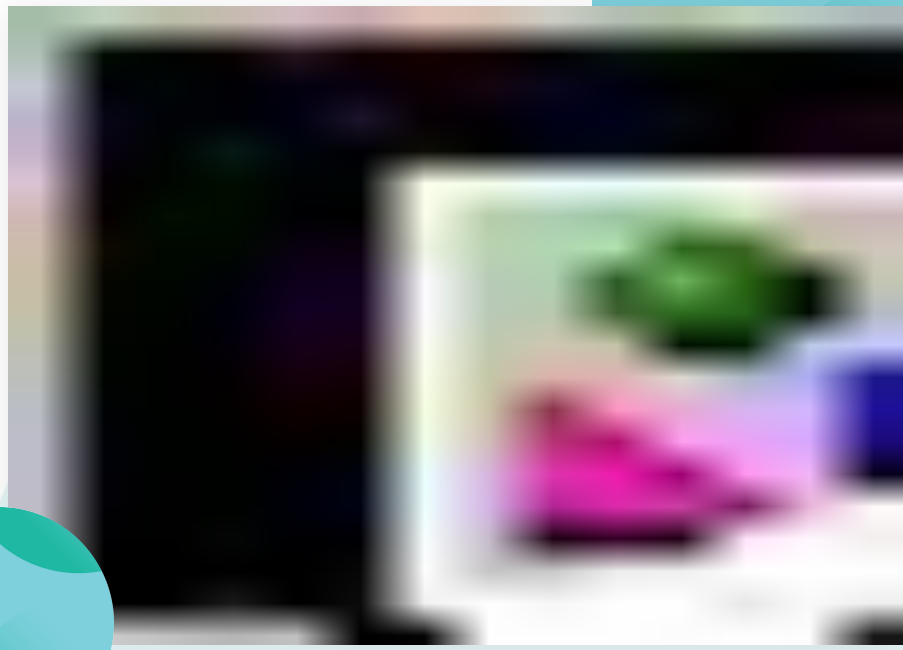
Allow your developer to create a site-wide content editing experience that puts the marketer in control over the web site. Start from scratch or leverage one of HubSpot's pre-built themes as a starting point. Themes allow marketers to make larger scale changes to their web based content without needing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



Effortless page editing & optimization

Drag and Drop Page Editing

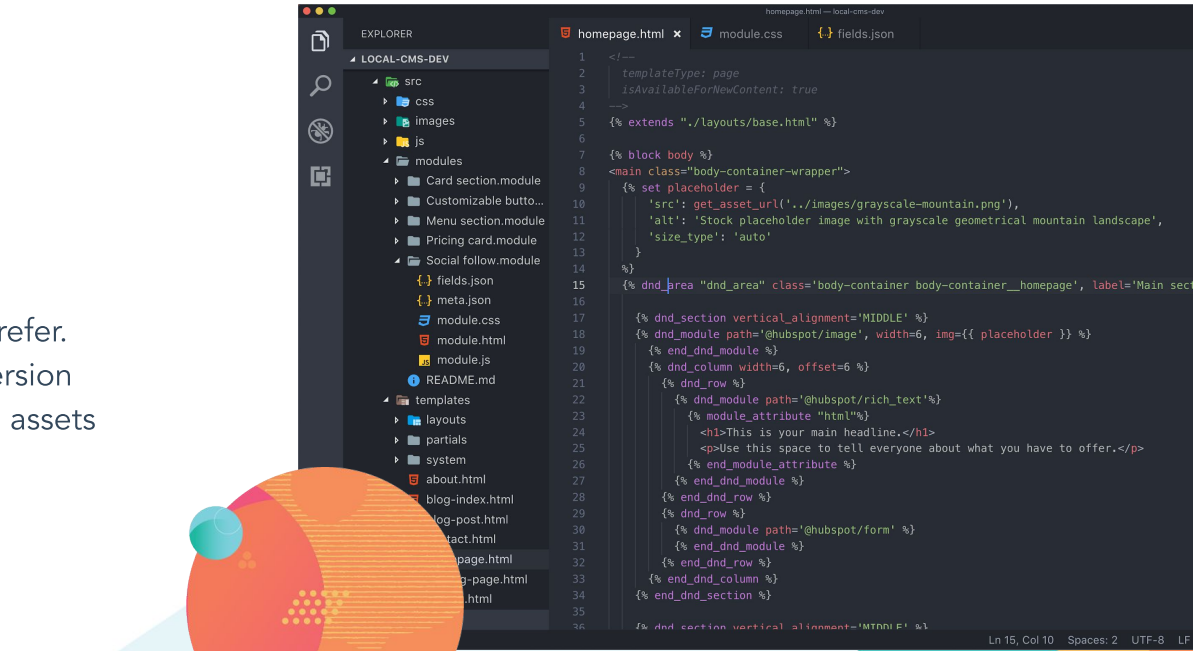
Focus on creating amazing content, not managing your content creation process. With CMS Hub, your developer can create a flexible content creation experience that allows you to easily create pages through a drag and drop editing experience.



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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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

$900/month

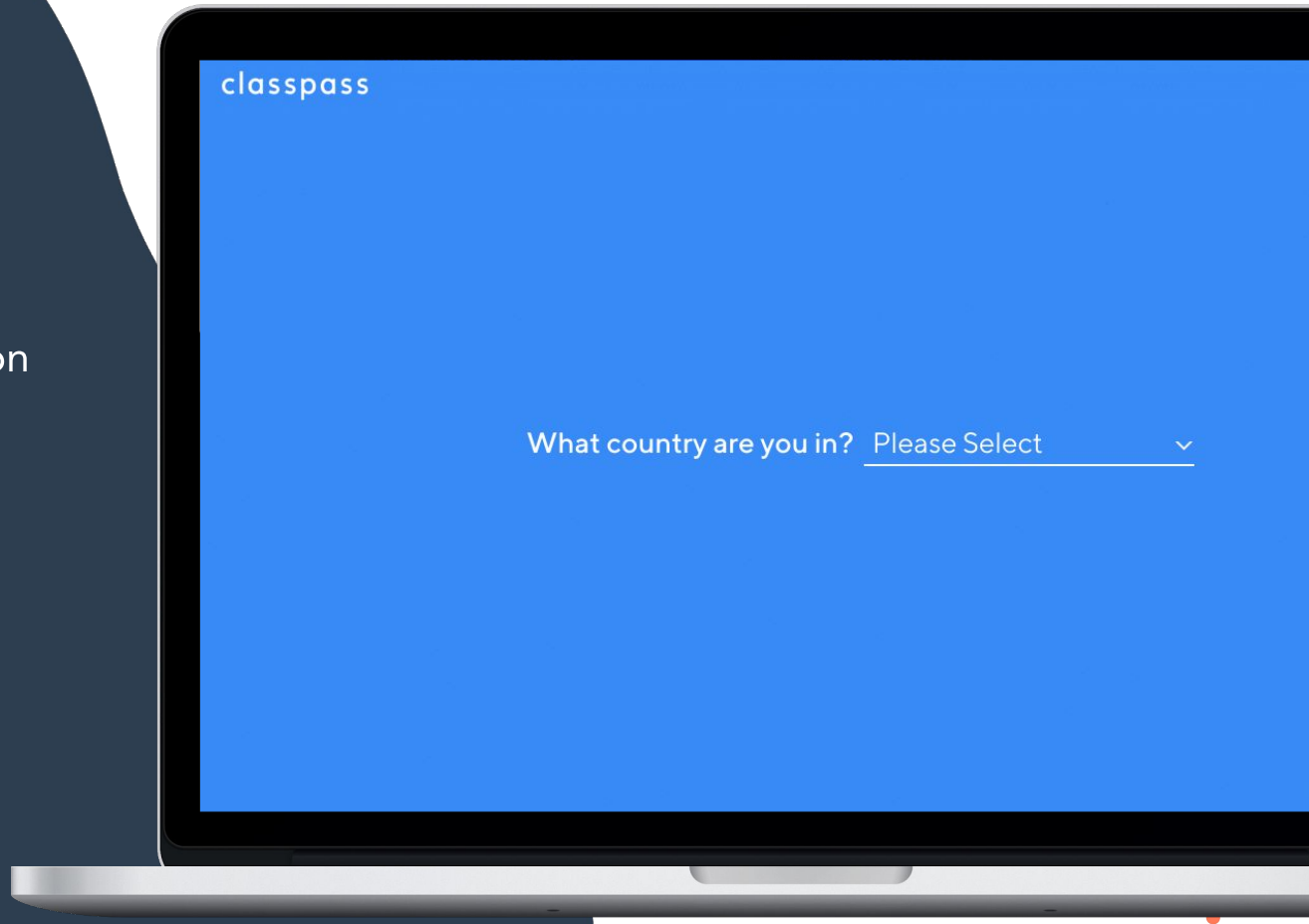
Build Powerful Web-App Experiences

Serverless functions, CMS memberships, APIs.

CMS App

Web applications built on top of CMS Hub.

Partner Earning Calculator by ClassPass



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Web applications built on top of CMS Hub.

Event registration (open sourced) by HubSpot

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Gain Governance and Control at Scale

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

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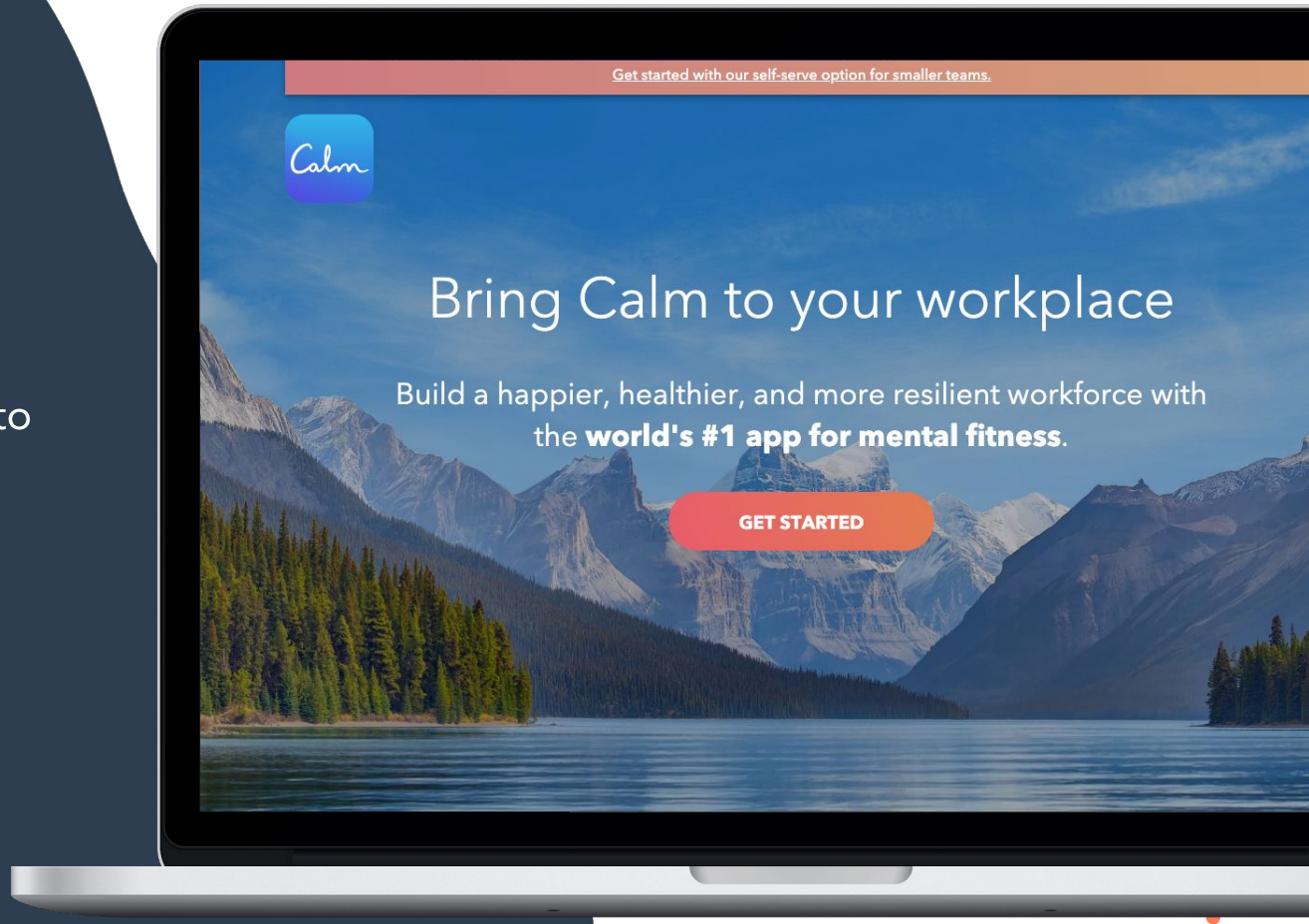
Extend Your Brand

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



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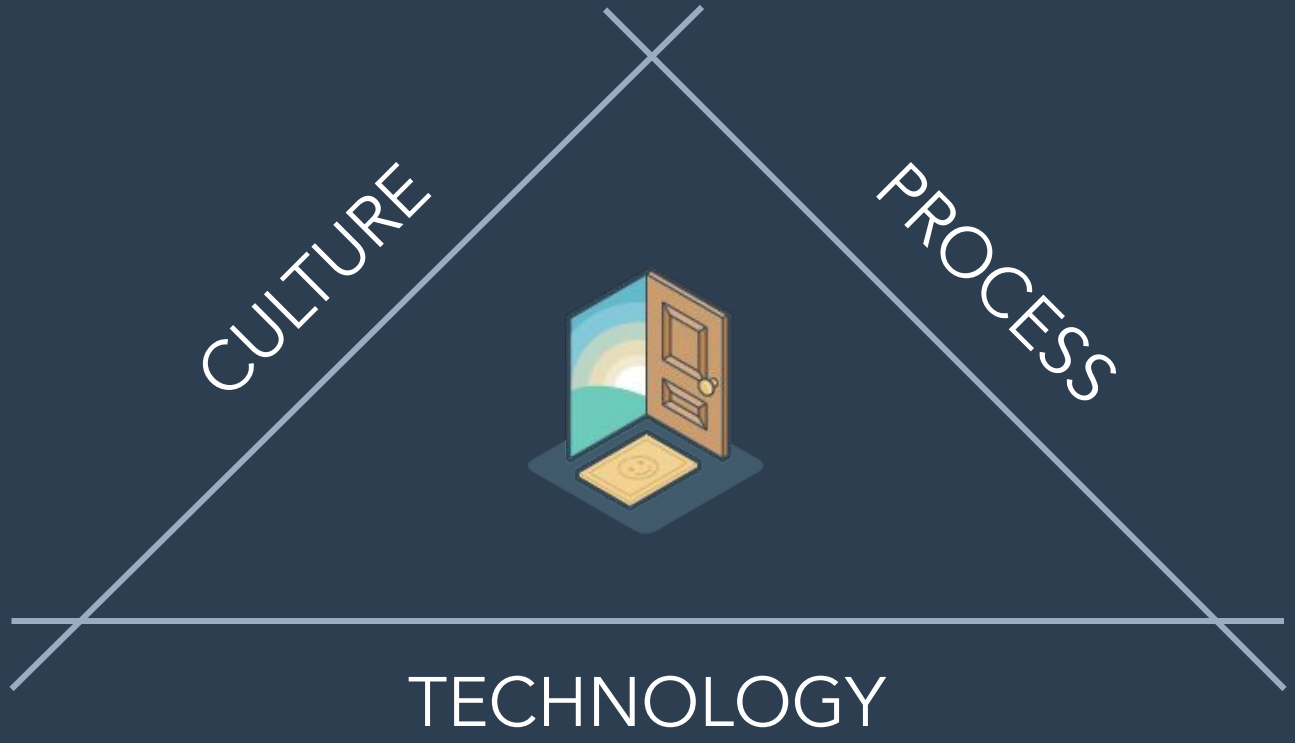
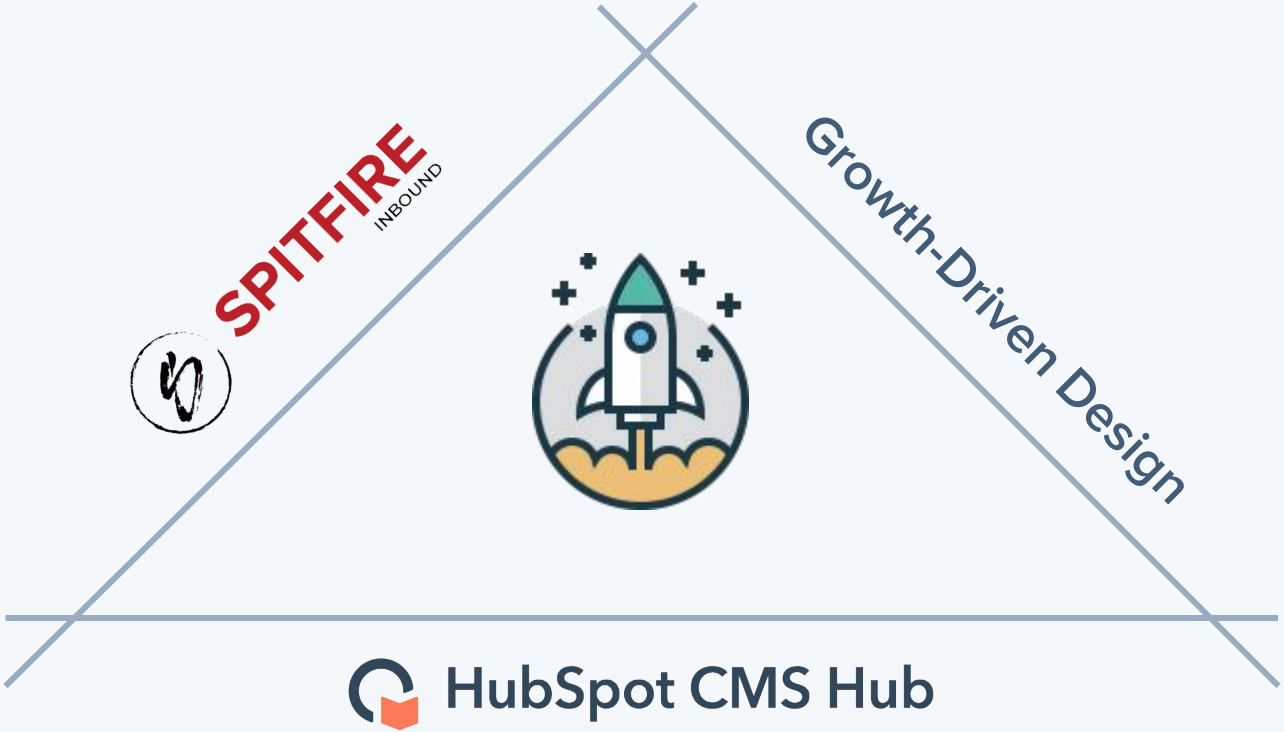


Grow Better.



Thank you

Q&A