

## › HubSpot Agency Partner



### background

Spear Marketing Group is a full-service B2B marketing agency specializing in demand generation, ABM, and marketing operations. We help leading B2B companies generate, nurture, and convert leads to revenue.

Spear's combination of strategic know-how, creative flair, and technical expertise makes us uniquely qualified to help companies make the most of their HubSpot investment by applying our extensive knowledge of digital marketing, demand generation, and lead management best practices.

As a certified HubSpot Solutions Partner, Spear is an ideal resource for HubSpot customers who are:

- › limited by resources or expertise from effective implementation of HubSpot
- › in need of lead management strategy or best practices
- › experiencing a lack of effectiveness with their email marketing, lead nurturing, or demand generation campaigns

### sample engagements

Spear client engagements range from one-off projects to ongoing campaign support. Some of the work we do for HubSpot clients includes (but is not limited to):

- › designing and building a template library for use by field marketing
- › designing and building a multi-touch customer onboarding program
- › providing interim assistance or ongoing support for campaign execution
- › launching and managing an integrated online campaign including custom landing pages, plus tracking and attribution in HubSpot
- › migrating a client blog from Medium to HubSpot
- › revamping an existing lead nurture program to improve lead qualification

### lead management strategy

Developing a formal lead management strategy allows companies to orient and configure their HubSpot instance in alignment with larger business goals. The process begins with a thorough review of a company's current lead management process (including lead flow, lead nurture, lead assignment, and lead follow-up), followed by development of a comprehensive Lead Management Roadmap. The roadmap is intended to provide the client a master plan with which to realize not only a more complete and effective use of HubSpot, but also the attainment of specific business objectives relating to lead management, lead conversion, and demand generation ROI.

Roadmaps typically include both assessment and detailed recommendations for:

- › lead nurture workflow (tracks, segmentation, frequency, cadence)
- › content strategy (including a content map, as appropriate)
- › email and landing page creative
- › lead scoring
- › database health & data hygiene

#### Headquarters

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#### Contact

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Roadmaps are an appropriate first step for any HubSpot customer who:

- › needs a strategic foundation for their lead management program
- › plans to implement HubSpot but needs advice on overall lead management strategy or best practices
- › is looking to improve their ROI from HubSpot by taking their campaigns, programs, and overall lead management process to the next level

## full-service capabilities

Spear also provides a broad array of agency services that encompass everything from campaign strategy, creative and content, through media planning, campaign execution, reporting, and ROI analysis. A partial list of our capabilities includes:

- › messaging & persona definition
- › program & campaign strategy
- › media research, planning, and placement
- › content development
- › copywriting & design
- › campaign execution & program management
- › sales enablement
- › campaign tracking, attribution & ROI analysis

## full-funnel demand generation

Spear designs, executes, and manages a wide range of demand generation strategies and programs on behalf of our clients. Those programs include:

- › Account-Based Marketing (ABM)
- › Campaign Execution
- › Content Development
- › Content Syndication
- › Conversion Rate Optimization (CRO)
- › Customer Marketing
- › Direct Mail
- › Display Ads
- › Email Marketing
- › E-Newsletters
- › Event Promotion
- › Landing Page & Microsite Design
- › Lead Nurturing/Lead Management
- › MDF Programs
- › Messaging & Persona Definition
- › Paid Search (SEM)
- › Paid Social (LinkedIn, Facebook)
- › Partner Marketing
- › Product Launches
- › Programmatic Display
- › Sales Enablement
- › Search Engine Optimization (SEO)
- › Video Production
- › Webinar Content & Promotion

## client list (partial)

- › Anyscale
- › Asset Panda
- › eBay Motors
- › One10
- › Vivlio Health



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"We're extremely happy with Spear in that they've become virtual extensions of our team, helping us execute complex, multi-touch programs on schedule and on budget. Great service, responsive, and competitive pricing."