THE HARD TRUTH ABOUT MARKETING
Since 2006, HubSpot has been one of the leading developers of marketing software, but today, we’re here to tell you the hard truth about marketing...
YOUR CUSTOMERS ARE BETTER AT MARKETING THAN YOU.
That’s right.
That’s right.

Your customer who can’t use Photoshop?
That’s right.

Your customer who can’t use Photoshop?

Better marketer.
That’s right.

The one that doesn’t know what SEO stands for?
That’s right.

The one that doesn’t know what SEO stands for?

Better marketer.
That’s right.

That guy who Bings things?
That’s right.

That guy who Bings things?

Yeah, he’s better than your CMO.
10 years ago that might not have been true.
But it’s 2018.
Technology is different and people have changed.
To explain, we need to take a trip back in time...
Do you remember 2006?

- Pluto lost its planet status.
- Daniel Powter’s “Bad Day” topped the Billboard charts.
- And blogging best practices dictated that you publish new posts around the clock.
I know, it’s crazy.

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I know, it’s crazy. Who could maintain that cadence ...

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I know, it’s crazy. Who could maintain that cadence and NOT have a bad day?

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But the thing is ...
But the thing is ... publishing all that content ...
But the thing is ... publishing all that content ... it worked.
But the thing is ... publishing all that content ... it worked.

Over the past decade, marketers have seen traffic increase, watched social followings skyrocket, and have developed some seriously ripped finger muscles.
And that’s … kind of the problem.
It worked so well, everyone started doing it. Things got **A LOT** more competitive for businesses and **A LOT MORE** crowded for buyers.
Not only did everyone start publishing blogs, they created videos, infographics, social posts, podcasts
Not only did everyone start publishing blogs, they created videos, infographics, social posts, podcasts, and much,
Not only did everyone start publishing blogs, they created videos, infographics, social posts, podcasts, and much, much,
Not only did everyone start publishing blogs, they created videos, infographics, social posts, podcasts, and much, much, oh so much more.
So consumers? They got better at filtering out the boatloads of content.

Just like they got better at filtering out the boatloads of ads back in 2006.
And we saw the same thing with email.
After years of dealing with crowded inboxes, customers started to ignore.
After years of dealing with crowded inboxes, customers started to ignore and delete.
After years of dealing with crowded inboxes, customers started to ignore, delete, and unsubscribe.
And if you thought social media was spared, think again.
The more companies published, the less people paid attention.

Source: BuzzSumo
Just take a look at the chart. The more content companies posted, the less times it was shared on Twitter.

Source: BuzzSumo
Social networks began to prioritize posts from **friends and family** to keep users on their sites.
CRAP.
Should marketers just pack up their Hawaiian shirts and head for early retirement?
Should marketers just pack up their Hawaiian shirts and head for early retirement?

“What a ride! That was fun while it lasted.”
Not so fast...
Not so fast...

People don’t *hate* your marketing.
Not so fast…

People don’t hate your marketing.

(In fact, they need it, read it, sometimes even love it.)
Not so fast...

People don’t *hate* your marketing.

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Not so fast…

People don’t hate your marketing.

(In fact, they need it, read it, sometimes even love it.)
It’s just that they love their friends and family so. much. more.
And when buying a product, they ask their opinion first.
And let’s be honest, are we really that surprised? Tell me you don’t love your mom more than a marketer.*
And let’s be honest, are we really that surprised? Tell me you don’t love your mom more than a marketer.*

*Unless your mom’s a marketer. We can’t help you there.
Even the best optimized blog post is less influential than a customer review.
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Even the most engaging Facebook video remains unwatched unless customers share it.
Even the best optimized blog post is less influential than a customer review.

Even the most engaging Facebook video remains unwatched unless customers share it.

Even the best crafted email in the world, clever subject line and all, gets skipped in a crowded inbox of emails from colleagues or friends.
YOUR CUSTOMERS ARE BETTER AT MARKETING THAN YOU.
Customer acquisition cost has increased significantly.

So while creating content is still your best and cheapest strategy, it should no longer be your only strategy...

www.profitwell.com/blog/content-marketing-customer-acquisition-cost
... because TECHNOLOGY HAS CHANGED, and people listen to their friends and families over companies.
And that’s not the only thing technology is changing.
Just look at Amazon.
Amazon is changing the game by setting a new gold standard for convenience and overall customer experience.

And consumers are loving it.
We don’t mean they “like” it...
Or even “like like” it...
We mean they **REALLY** love it.
In fact, Amazon just announced they have over 100 million Prime subscribers.
That’s more than the entire population of Canada, Australia, Mongolia, Scandinavia, and Bolivia...
That’s more than the entire population of Canada, Australia, Mongolia, Scandinavia, and Bolivia combined.
It’s not just that technology has changed...

**PEOPLE** HAVE CHANGED, TOO.
Today, we’re less patient.

How important is an immediate response when you need support?

- Very Important: 57%
- Important: 33%
- Neutral: 8%
- Unimportant: 1%
- Very Unimportant: 1%

Source: HubSpot Research
Today, we’re **less** patient.

90% of consumers expect an immediate response from customer service representatives.

How important is an immediate response when you need support?

- **Very Important**: 57%
- **Important**: 33%
- **Neutral**: 8%
- **Unimportant**: 1%
- **Very Unimportant**: 1%

Source: HubSpot Research
More skeptical.

Who do you consider to be trustworthy?

- Doctor: 49%
- Firefighter: 48%
- Teacher: 38%
- Nurse: 36%
- Dentist: 19%
- Accountant: 12%
- Lawyer: 12%
- Professional musician: 10%
- Software developer: 9%
- Journalist: 5%
- Barista: 5%
- Services/customer service: 4%
- Professional athlete: 4%
- Investment banker: 3%
- Salesperson: 3%
- Marketer: 3%
- Stockbroker: 2%
- Cars salesman: 1%
- Politician: 1%
- Lobbyist: 1%

Base: 928 Global respondents (up to 3 selections accepted)
Source: HubSpot Global Jobs Poll Q2 2016
Only 3% of consumers trust salespeople and marketers.

Who do you consider to be trustworthy?

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- Salesperson: 3%
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- Stockbroker: 2%
- Cars salesman: 1%
- Politician: 1%
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More skeptical.

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Source: HubSpot Global Jobs Poll Q2 2016
And wildly distracted by the millions of pieces of content vying for our attention.
We expect shipping to happen **overnight**, 
We expect shipping to happen overnight,

algorithms to read our minds,
We expect shipping to happen overnight,
algorithms to read our minds,
companies to know who we are,
We expect shipping to happen overnight, algorithms to read our minds, companies to know who we are, and conversations to happen how, when, and where we want.
How people like to contact customer service reps

When you have a customer service issue or question with a company - what do you do first?

- Call the company: 30%
- Go online and try and answer my question on my own: 27%
- Send an email to their customer support team: 24%
- Go online and chat with customer support using live chat tools: 19%

Source: HubSpot Research
Whether that’s by phone, website,

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Source: HubSpot Research
Whether that’s by phone, website, email, or chat.

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Source: HubSpot Research
As marketers, you’re probably feeling the squeeze.
But take a breath...
And remember your biggest fans.
Your customers.
People **listen** to your customers.
Sure, they prefer watching miniature cooking videos more than reading your daily emails.
And they can’t be bothered to comment on your social posts.

Average Facebook Engagements 2016/17 (All Post Types)
But when your customers *talk*, people take **notice**...
And if you *don’t* think your customers help your business, think again.
90% of consumers would spend MORE because of excellent customer service.
Businesses report that word-of-mouth is their *single best source* of referrals.

What sources of information do you rely on when making purchase decisions for business software?

- Word of mouth (friends, social media) referrals: 55%
- Customer references: 46%
- Media articles: 38%
- Vendor-authored materials (eBooks, blog posts, whitepapers, case studies): 38%
- Analyst reports/recommendations (Gartner, Forrester): 34%
- Crowdsourced review sites (Quora, G2 Crowd, TrustRadius): 27%
- Salesperson: 22%

Source: HubSpot Research
And over half of U.S. consumers are turning to Amazon customer reviews to research items before they buy.
In fact, 60% of people trust what customers say when making a purchase while only 35% trust companies.
Did you catch that?

Your customers have almost double the amount of power you do.
Your customers aren’t just a source of revenue anymore, they’re your entire business.

Have you stopped doing business with a company because of poor customer service?

Yes 80%
No 20%

Source: HubSpot Research
It’s no wonder companies are struggling. Take a look at how we view customers today.
“Yes, hello. We’re still on hold”
Yeah, it’s pretty obvious we prioritize sales and marketing over customer service.

“Yes, hello. We’re still on hold”
So if you want to grow better, you need to ditch the funnel...
And say hello to the flywheel – a new way to think about customers and growth.
Because your job isn’t to close deals...
It’s to open relationships.
And those customer relationships should power your entire business strategy.
IN TODAY’S MARKET, THE MESSAGE IS CLEAR:

Ignore your customers and you endanger your company.
I know, it’s a different way of thinking...
But the data doesn’t lie.

And once we realized this, we moved mountains here at HubSpot to make meaningful changes that would better serve our customers.
Because we now know the best way to grow better is for businesses and customers to work together.
So how’d we change?

Well for starters, we’re optimizing our content for our customers, so we’re able to get more views with less content.
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Well for starters, we’re optimizing our content for our customers, so we’re able to get more views with less content.

*Bye bye traffic plateau, hello Mount Everest levels of search traffic.*
We introduced more communication channels like live chat and Facebook Messenger. By meeting our customers where they spend their time, we’re able to reach more people and send less emails.
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Later crowded inboxes, what’s up engaged customers.
And we united our whole company around delivering a great customer experience. By making our customers our top priority, we’re able to rely on them to advocate for us.
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*Farewell outdated funnel, welcome customer flywheel.*
Oh, and we created an entire piece of software to better align our sales and marketing teams with our customers’ success.
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*It was NBD. No need to make a big fuss over it.*
Oh, and we created an entire piece of software to better align our sales and marketing teams with our customers’ success.

*It was NBD. No need to make a big fuss over it.*

*Actually, it’s a pretty big deal. You can make some fuss ;)
That’s right!

We created a product that allows marketers to...
Talk with their customers one to one on live chat, Facebook Messenger, email, phone, and more.
Talk with their customers one to one on live chat, Facebook Messenger, email, phone, and more.

Consolidate every interaction with a customer into a single view for your entire company.
Talk with their customers one to one on live chat, Facebook Messenger, email, phone, and more.

Consolidate every interaction with a customer into a single view for your entire company.

Find customers who are obsessed with their company so they can serve as brand advocates.
We’re launching

Service Hub
A new product from HubSpot 100% focused on helping you create the best customer experience.
Guaranteed to help you **engage** your customers, **guide** your relationships, and **grow** your business.
Because companies that stop thinking about their businesses as a funnel,
Because companies that stop thinking about their businesses as a funnel, and start thinking about it as a flywheel will win.
And the hard truth about marketing is...
YOU WON’T SUCCEED UNLESS YOUR CUSTOMERS DO
Get started with Service Hub today