

# Marketing with Lynton





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# About Lynton

Lynton was founded in 1999 and became one of the first HubSpot agency partners in 2009. Today, we are an Elite HubSpot partner. Our experienced team provides various services, including website design and development, inbound marketing, HubSpot onboarding and training, custom CRM integrations, and packaged integrations through SyncSmart.





**HubSpot Partner  
Since 2009**



**ELITE HubSpot  
Partner**



**North America's  
Strategic Partner**



**Partner of the  
Quarter**



**AIC  
Certified**

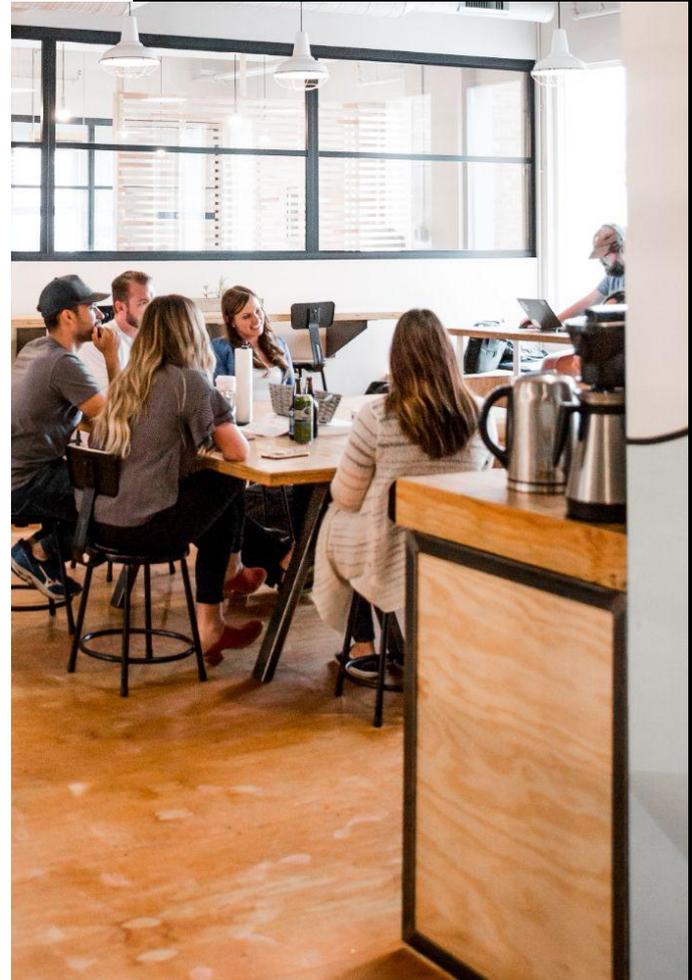


# How We Help Our Clients



# How We Help Our Clients

- Integrating HubSpot with CRM/ERP/and other platforms to help sales, service, and marketing teams close more business
- Generating more qualified leads for marketing and sales teams through inbound strategies and website optimization
- Maximizing HubSpot investment through onboarding, implementation, and training support





Who We've Worked With

**Roku**

**AVEVA**



**Q2**

**PLAYCORE**





# How We Work

As an Elite partner and two-time Partner of the Quarter, there's nothing in HubSpot we cannot do. Our completely in-house marketing team has perfected our process to help you maximize your ROI.



# Ways to Engage With Us

## **Retainers**

Our marketing retainers are recurring monthly, quarterly, or yearly agreements for specified services or consistent consulting. We work together to decide what marketing tactics, resources, and time are needed to manage your specific needs and collaborate along the way.

## **Projects**

We're here for you if you need help with a timed engagement, one-off campaign, or project. Whatever it is — SEO clean-up, designs for an event, content for a microsite — we'll work closely together from start to finish to get your project off the ground on time.

## **Implementation Packages**

With our different packages, we'll help you implement different marketing efforts, such as design, content, strategy, development, portal updates, and more without making a long-term commitment.



# Marketing Implementation Package Types



## Strategy and Consulting Packages

Partner with a knowledgeable HubSpot strategist who can audit, recommend, and strategize small and large concepts to set up your business for success while following industry best practices.



## Copywriting and Content Packages

Partner with a knowledgeable copywriter who can review or create various content pieces intended for either small and segmented audiences or large industry businesses.



## Design and Creative Packages

Partner with a knowledgeable designer who can compose diverse assets and deliverables that elevate how people see your brand through digital marketing efforts.



# Marketing Implementation Package Types



## Development and Website Packages

Partner with a knowledgeable developer who can build and code any page, template, script, or development request that lives on HubSpot or WordPress that may be needed.



## HubSpot Implementation Packages

Partner with a knowledgeable implementer who knows Marketing, Sales, and Service Hub and can construct and assemble anything and everything needed for a campaign.



## HubSpot Onboarding Packages

Partner with a knowledgeable onboarding consultant who can train and guide you on general or specific areas around HubSpot by providing best practices for setting up, managing, and using your portal..



# Our Marketing Services

As an Elite partner and two-time Partner of the Quarter, there's nothing in HubSpot we cannot do. Our completely in-house marketing team has perfected our process to help you maximize your ROI.



# Marketing Services

Demand Generation	HubSpot Portal Optimization	Reporting
<ul style="list-style-type: none"><li>• Buyer persona/ICP creation</li><li>• Email lead nurturing</li><li>• Paid advertising</li><li>• Chatbots</li><li>• Blogging and strategy</li><li>• Social media</li><li>• SMS</li></ul>	<ul style="list-style-type: none"><li>• Audit of current processes</li><li>• Marketing Hub strategy</li><li>• Automation &amp; workflows</li><li>• Lifecycle stages</li><li>• Lead management and routing</li><li>• Sales sequences &amp; sales support</li></ul>	<ul style="list-style-type: none"><li>• Alignment of processes, people, and HubSpot usage</li><li>• KPI reporting</li><li>• Analysis on key finds</li><li>• Attribution reporting</li></ul>



# Marketing Services

<b>Creative Content Creation</b>	<b>Marketing Strategy &amp; Consulting</b>	<b>Search Engine Optimization &amp; Marketing</b>
<ul style="list-style-type: none"><li>• Audit of current content</li><li>• Ebooks</li><li>• Guides</li><li>• Checklists</li><li>• Landing pages</li><li>• Blogs</li><li>• CTAs</li></ul>	<ul style="list-style-type: none"><li>• Research</li><li>• Custom strategy recommendations</li><li>• Marketing integrations</li><li>• Support on marketing efforts</li><li>• Campaign strategy</li><li>• ABM</li></ul>	<ul style="list-style-type: none"><li>• Competitor analysis</li><li>• Keyword strategy</li><li>• CRO</li><li>• On and off page website optimization</li></ul>



# Timeline

## Marketing Lifecycle Process



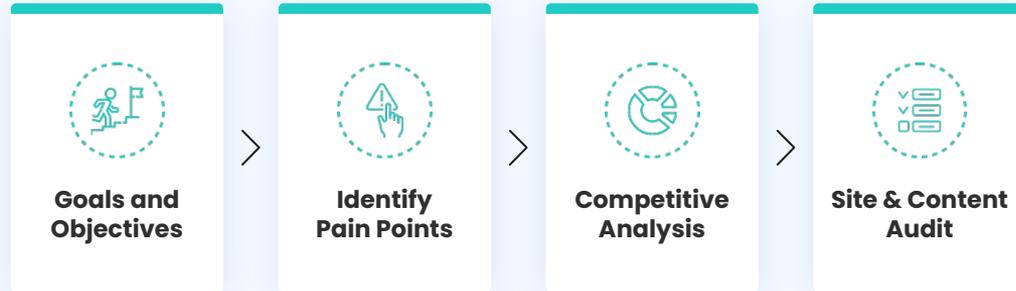


# Our Process

Our process begins with discovery to ensure we take the time to get to know you as a client. That way, our roadmap, and deliverables reflect where you want to go as a company, not just our best guess.



# Our Strategy & Discovery Process (6-8 Weeks)





# Goals and Objectives

We'll start by establishing your goals and objectives.

What is your "why?" What caused you to look for a partner? What would your marketing strategy look like a year from now?





# Identify Pain Points

From your goals and objectives, we'll talk about what's getting in your way of achieving these goals. Where is your marketing strategy lacking? What areas are you looking to improve? What gaps might you be overlooking?





# Competitor Analysis

We want you to have a competitive edge over others.

Our competitive analysis will inform your strengths and weaknesses in different areas, helping us determine how to enhance your marketing and business strategy.

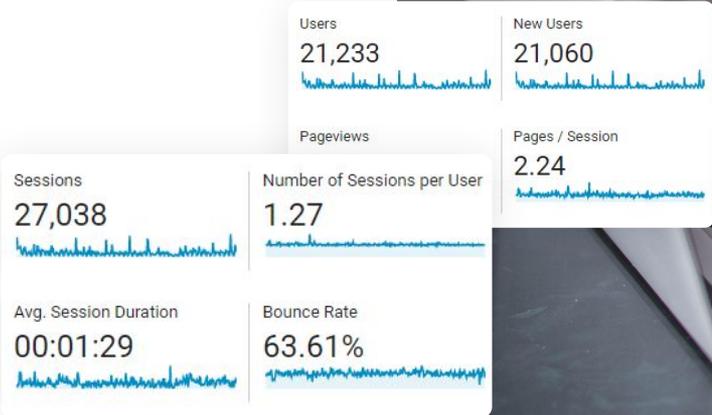
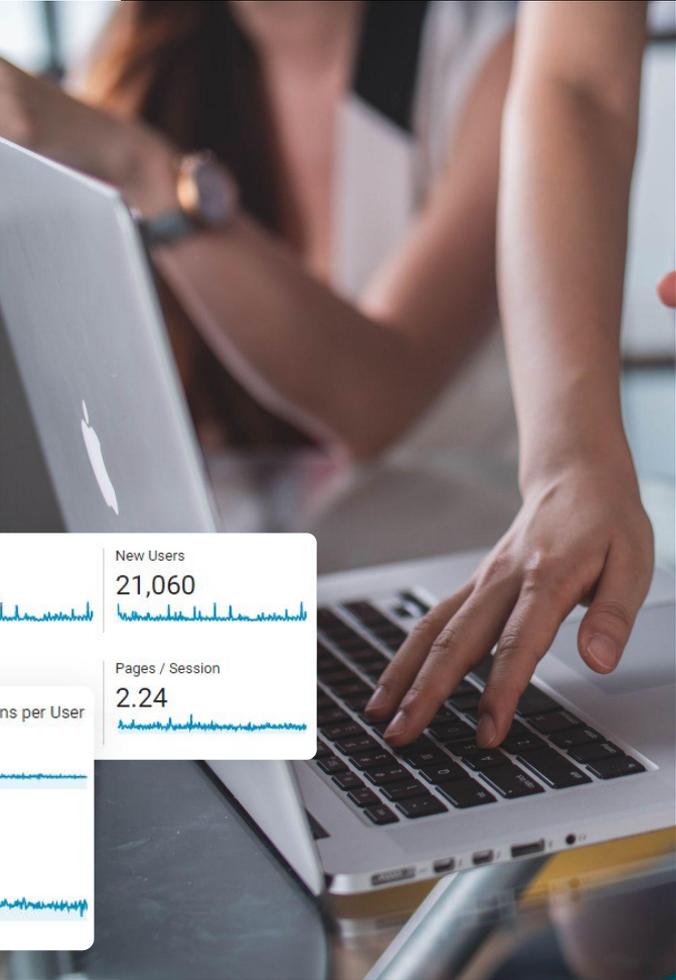
## PLM Competitor Analysis At a Glance

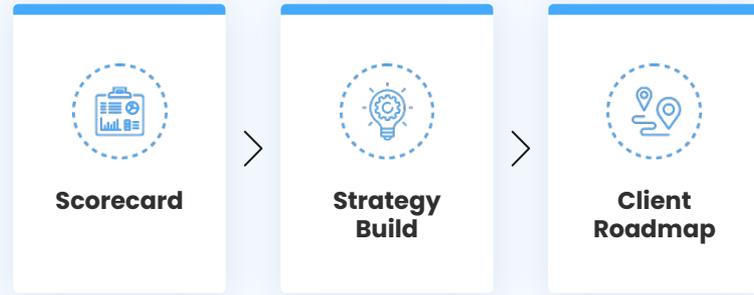
Domain Info	Competitor Product name	Your Company	Competitor One	Competitor Two	Competitor Three	Competitor Four
	Domain/ Subdomain	www.your-company.com	www.competitor-one.com	www.competitor-two.com	www.competitor-three.com	www.competitor-four.com
	Industries Served	3	31	12	25	3
<b>Organic (SEO)</b>	Domain Authority	34	91	90	68	28
	Linking Root Domains	510	112.6K	128K	19.4K	465
	Organic Keywords	889	233.2K	96.6K	34.5K	1.1k
	Organic Search Traffic Monthly	2.4K	1.3M	343.4K	337.1K	9.4K
<b>Advertising (Google)</b>	Monthly Traffic	743	40.4K	39K	170	NA
	Keywords (Ads)	33	512	1.7K	684	NA
	Monthly Traffic Cost (Estimated)	\$60	\$227.5K	163.5K	5.2K	NA
<b>Social</b>	Facebook Followers	5.9K	1.1M	7.6K	25K	NA
	Twitter Followers	1K	30K	196.4K	19.1K	NA
	Linkedin	14.6K	2.5M	217.3K	620K	1.9K
	Instagram Followers	NA	174K	210K	NA	NA
	Youtube Subscribers	84	80.5K	57.9K	7.87K	
	Facebook Advertising	NA	Yes	Yes	NA	NA
<b>Content</b>	Case Studies	Yes	No*	Yes	Yes	Yes
	Whitepapers/Ebooks	Yes	No*	Yes	<a href="#">Yes</a>	Yes
	Video Library	Yes	Yes	Yes	Yes	Yes
	Podcasts	Yes	Yes	Yes	No	No
	News	Yes	Yes	Yes	Yes	Yes
	Infographics	Yes	No*	Yes	Yes	Yes
<b>Support</b>	Community	No*	Yes	No*	No	No
	Training Courses	No*	Yes	Yes	Yes	No
	Certification	No	Yes	No	Yes	No
	Chat	No	Yes		Yes	No



# Site Audit

Before we build anything new, we need to do a deep dive into your current website. What offers do you have available? How does your blog perform? Do you have anything that might be perceived as a bad user experience?







# Scorecard

Your Scorecard will help us track and monitor our monthly key performance indicators (KPIs). This helps us deliver our strategy, keep us on track to reach our goals, and keep us aligned with our progress.

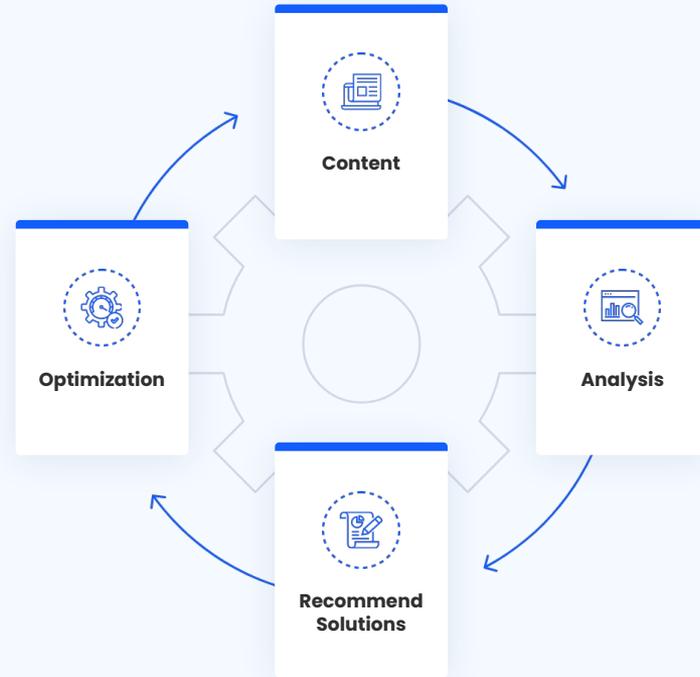
2021 KPI Scorecard												
	Jan	Feb	March	April	May	June	July	Aug	Sep	Oct	Nov	Dec
Total Sessions (excludes login traffic)	13,750	13,750	13,750	13,750	13,750	13,750	13,750	13,750	13,750	13,750	13,750	13,750
Targeted	13,750	13,750	13,750	13,750	13,750	13,750	13,750	13,750	13,750	13,750	13,750	13,750
Actual	10,930	11,549	11,761	11,712								
Result	Missed	Missed	Missed	Missed								
New Contacts (2.7% Conversion Rate)	316	316	316	316	316	316	316	316	316	316	316	316
Targeted	316	316	316	316	316	316	316	316	316	316	316	316
Actual	363	345	365	311								
Result	Goal Met	Goal Met	Goal Met	Miss								
Session-to-Contact Ratio	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%
Targeted	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%
Actual	3.32%	2.99%	3.11%	2.66%								
Result	Goal Met	Goal Met	Goal Met	Goal Met								
Qualified Leads (10.6% of Leads) - MQL	32	32	32	32	32	32	32	32	32	32	32	32
Targeted	32	32	32	32	32	32	32	32	32	32	32	32
Actual	35	29	28	20								
Contact to MQL %	9.64%	8.41%	7.67%	6.43%								
Targeted	9.64%	8.41%	7.67%	6.43%								
Actual	8.57%	0.00%	7.14%	25.00%								
Result	Goal Met	Miss	Miss	Miss								
15-Minute Discovery Call - SQL	5	5	5	5	5	5	5	5	5	5	5	5
Targeted	5	5	5	5	5	5	5	5	5	5	5	5
Actual	3	0	2	5								
MQL to SQL %	8.57%	0.00%	7.14%	25.00%								
Targeted	8.57%	0.00%	7.14%	25.00%								
Actual	Miss	Miss	Miss	Goal Met								
Result	Miss	Miss	Miss	Goal Met								



# Client Roadmap

Your roadmap will outline all our deliverables for our given time period, showing the progress as we go along. It will also house your goals, essential projects, content calendar, workflow guidance, and more, so you can see exactly what we're working on and when.

Client Roadmap: 88 points		344 Total Points		lynton	
Month	Due Date	Goal	Status	Points	Notes
<b>October</b>					
TOFU/MOFU/BOFU Nurture Workflow: Copy, Design, Setup	11/30/2021	Nurture	Approved	24	Outline + Copy + Design + Set Up for New Flows From Optimizations
<b>November</b>					
Quarterly Editorial + Content Calendar	11/3/2021	Attract	Approved		Outline 12 SEO Optimized Blogs for the Next 3 Months *4 of the Outlined Blog with be Used for the Topic Cluster 8 Supporting Blogs
Topic Cluster #1: Pillar Page (PDF Design)	11/30/2021	Attract	Client Review	14	PDF Design for First Identified Topic Cluster
Topic Cluster #1: Supporting Blog #1	11/19/2021	Attract	Launched	4	Draft + Revisions + Publishing
Topic Cluster #1: Supporting Blog #2	11/30/2021	Attract	Client Review	4	Draft + Revisions + Publishing
Topic Cluster #1: Supporting Blog #3	12/3/2021	Attract	Client Review	4	Draft + Revisions + Publishing
Topic Cluster #1: CTA Designs + Placement	12/1/2021	Convert	Client Review	4	CTA Design + Placement for Pillar Page
Topic Cluster #1: (Ad Copy)	11/10/2021	Attract	Approved	1	Ad Copy for Pillar Page
Topic Cluster #1: (Ad Designs)	11/30/2021	Convert	Approved	8	Ad Designs for Pillar Page
Topic Cluster #1: (Page Creation + Copy Placement)	11/30/2021	Convert	Client Review	4	





## How We're Different

We are data-driven – we make sure all of our marketing decisions are backed by what the data is saying. As a full in-house solution, we can handle all your inbound, website, and technical integration needs. The Lynton team can solve your toughest HubSpot challenges.



# Technical Expertise

Our team is comprised of certified, highly-technical strategists, designers, and developers who solve your toughest HubSpot challenges.



**Over a Decade of  
HubSpot  
Partnership**



**ELITE HubSpot  
Partner**



**Hundreds of  
HubSpot  
Certifications**



**Experienced  
Developers and  
Designers**



**Expert knowledge  
in HubDB, APIs,  
and JavaScript**



# Account and Project Management Approach



## Collaboration and transparency

We believe a tight collaboration with our clients yields the most effective results. We collaborate on roadmaps, estimates, work in progress, and status check-ins.



## Increased velocity, minimized waste

Cloud technology and digital marketing moves fast — really fast. We've realized major efficiency gains and a lift in client satisfaction by organizing our teams effectively, planning our work into sprints, iterating our work, and checking in frequently for feedback.



## We share work in progress

This only works if you're comfortable seeing incomplete work in progress. Polished deliverables require a lot of time and costs. Wouldn't you prefer to provide input along the way rather than scrap or re-do the work after it's done?



## We work on a Points model

Your project budget will be managed using Points, a system that allows us to provide increased transparency and a more collaborative method of prioritizing work so that you can maximize your return on investment given the budget available for the project.



# Success Stories

Don't just take it from us. Take a look at some of our client success stories.



### The Client:

Plancorp is a financial services firm specializing in retirement planning, investment strategy, and more for individuals and families.

### The Challenge:

They needed guidance in defining their lifecycle stages and creating content to generate and nurture more leads.

### The Solution:

Our team collaborated on several inbound pieces, including a financial assessment quiz with associated lead nurtures, social media advertising, and incorporating smart content into their homepage.

### The Results:

**2%**

Overall Increase in Site Conversion

**2,019**

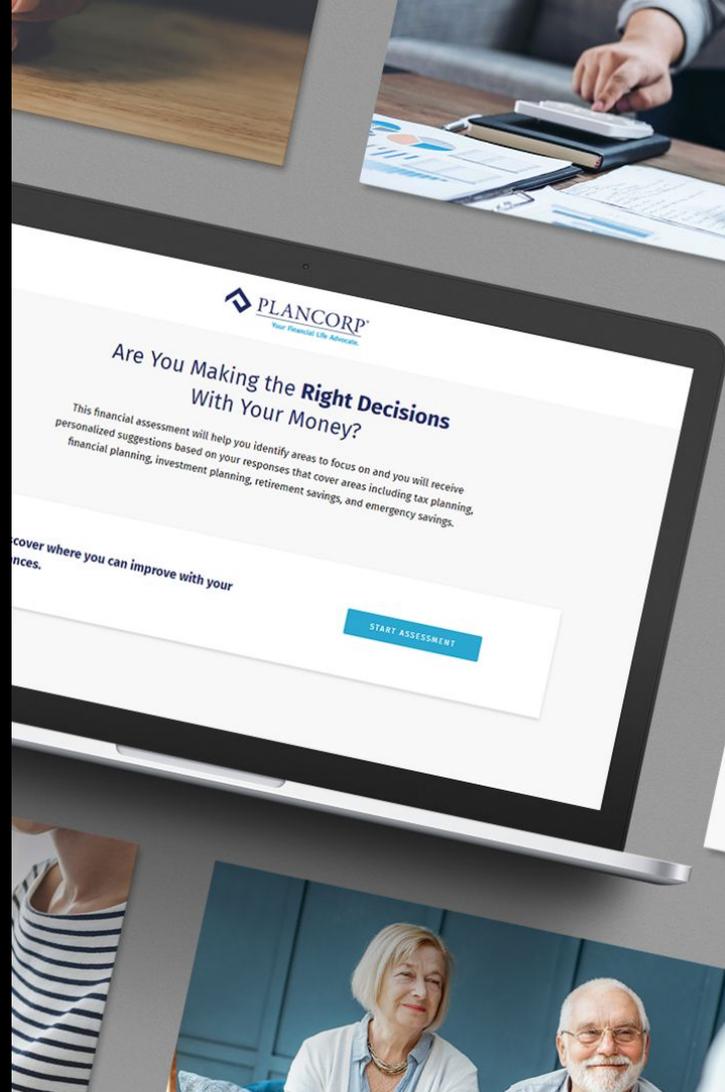
New Contacts in One Year

**28%**

Financial Assessment Conversion Rate

**31%**

Average OPR for Emails





**The best agency I've ever worked with.** I can't strongly enough recommend working with Lynton. Their technical prowess and beautiful design work are what stood out initially, but it has since gone well beyond those capabilities. Lynton is now running our social media campaigns, building email automations, and designing new ways to help us meet our goals. They are also very metric driven, so I'm able to quantitatively assess the success of our activities.

**Peter Lazaroff**, Chief Investment Officer, Plancorp



# AVEVA

### The Client:

AVEVA is a global leader in industrial software that helps organizations drive digital transformation.

### The Challenge:

Before partnering with Lynton, AVEVA North America experienced difficulty getting content and design initiatives off the ground.

### The Solution:

We worked on several creative pieces including infographics, segmented lead nurtures, email follow ups, DemandBase display ads, and an entire microsite featuring case studies.

### The Results:

# 27%

Average OPR for Emails

# 637,859

Impressions for DemandBase

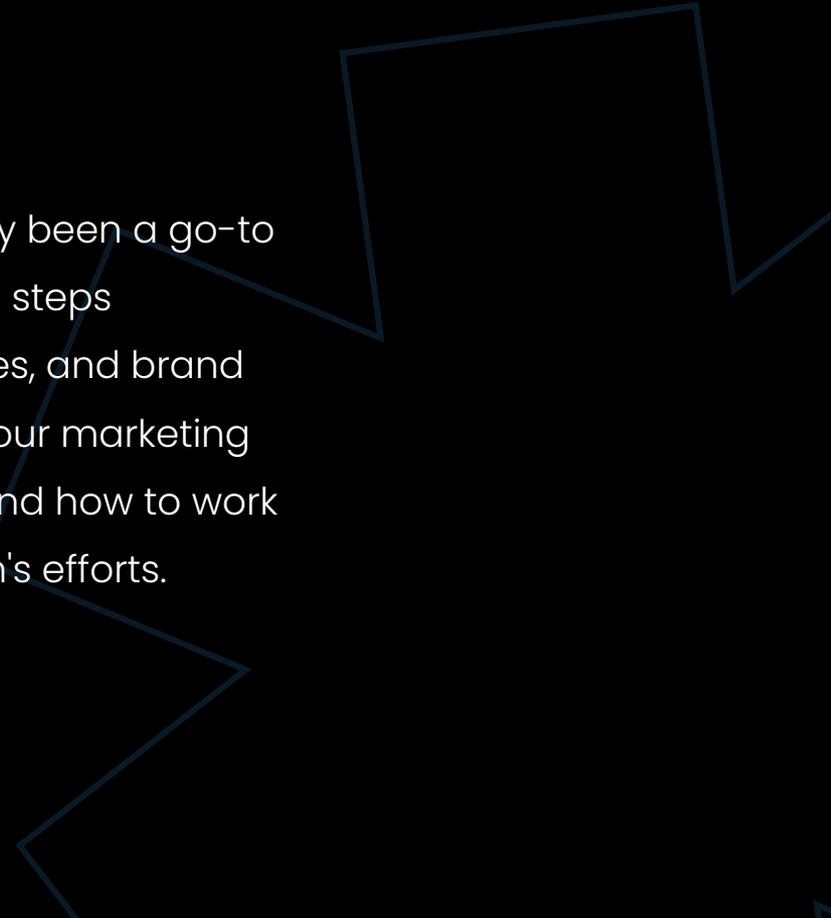
# 34

New Contacts

# 2

SQLs From Lead Nurtures





**An extension of our team.** Lynton has consistently been a go-to partner for our team. Not only have they taken the steps necessary to understand our customers, messages, and brand perspective, but they conveyed them very well in our marketing efforts. Even more importantly, they truly understand how to work in the HubSpot environment, and double our team's efforts.

**Andy Dominguez**, Sr. Industry Marketing Leader, AVEVA



# smarTours®

## The Client:

SmarTours is a travel and touring company that provides high-quality and affordable group tours to countries worldwide.

## The Challenge:

They came to us looking for help making the most of their segmented marketing and sales data.

## The Solution:

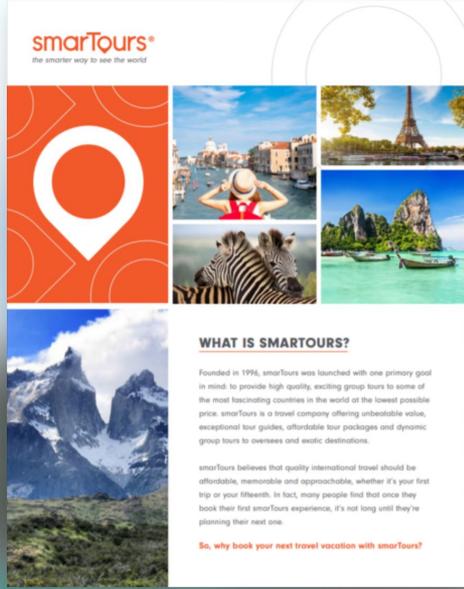
We worked on creating in-depth buyer personas and journey mapping so we could create targeted content offers. Ultimately, we worked on guides, checklists, and testimonials for appropriate lead nurture campaigns.

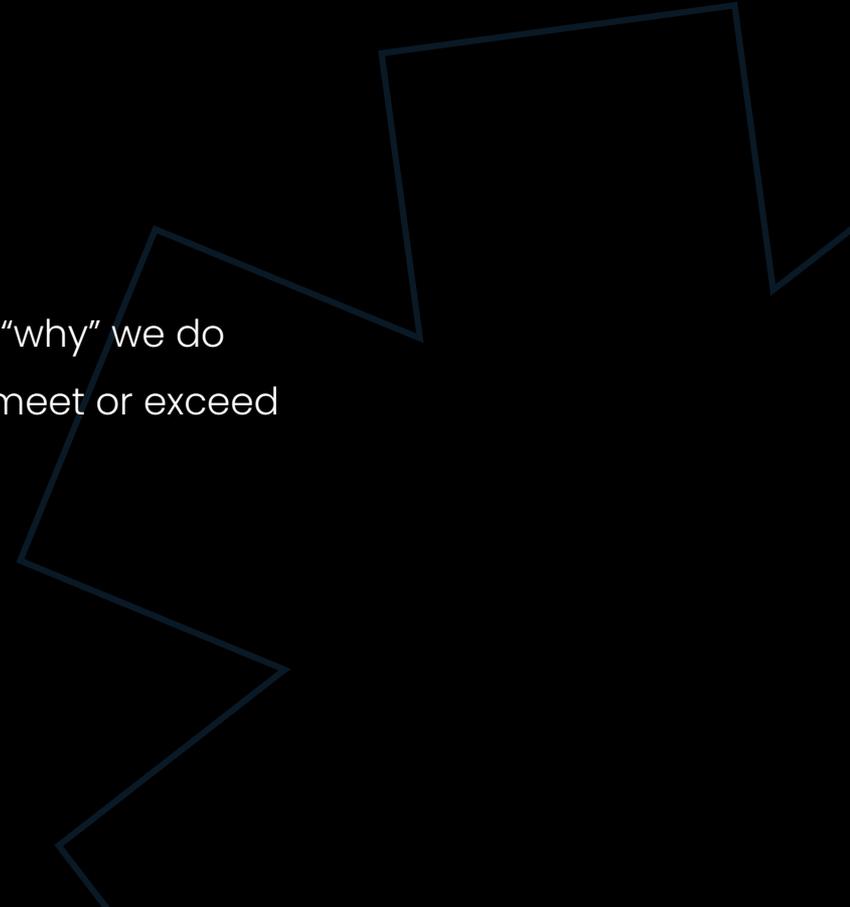
## The Results:

**21%**  
OPR Rate

**15%**  
Click Through Rate

**40%**  
View to  
Contact Rate





**They make an effort to understand** “how” and “why” we do business to design solutions for our needs that meet or exceed our expectations.”

**Greg Sitek**, The Dawson Academy

# Next Steps



- ✓ Approve the contract
- ✓ Choose your stakeholders - who should be on every call
- ✓ We'll set up the first discovery call