

## › HubSpot Agency Partner



### background

Spear Marketing Group is a full-service demand generation agency that specializes in helping 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 e-marketing, demand generation, and lead management best practices.

Spear is an ideal resource for HubSpot customers who are:

- › limited by resources from complete and effective implementation of HubSpot
- › in need of lead management or e-marketing strategy or best practices
- › experiencing a lack of effectiveness with their lead nurturing, e-marketing, 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 with campaign execution and general HubSpot management
- › launching and managing an integrated online campaign (SEM, LinkedIn) 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 roadmap

A lead management roadmap starts with a comprehensive audit of a company's lead management process and HubSpot instance, followed by development of a comprehensive lead management plan. 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:

- › making maximum use of HubSpot functionality
- › 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

1630 North Main St., Suite 200  
Walnut Creek, CA 94596  
t 925-891-9050

#### Seattle Office

175 Parfitt Way, Suite N240  
Bainbridge Island, WA 98110

#### Southern California Office

412 Olive Avenue, Suite 501  
Huntington Beach, CA 92648

info@spearmarketing.com  
www.spearmarketing.com  
www.spearmarketing.com/blog

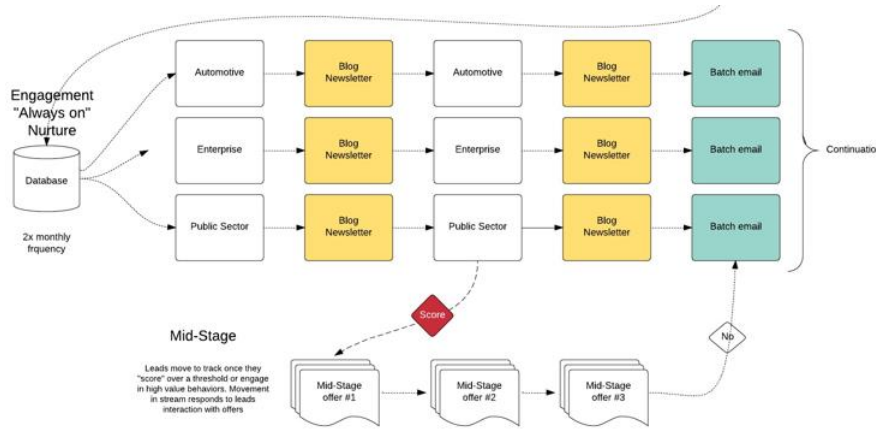


Fig. 1. Roadmaps typically include the design of highly customized lead nurturing workflows – including segmentation, email frequency/cadence, content strategy – to address specific objectives, audiences, or stages in the selling cycle.

## capabilities

As a full-service agency, Spear Marketing Group is an expert team of marketing strategists, technicians, and creatives who develop, execute, and manage innovative marketing strategies and programs to address every facet of the revenue cycle, from demand generation to lead nurturing to customer communication.

- › Account-Based Marketing (ABM)
- › Banner Ads/Online Display
- › Blog Design & Strategy
- › Content Development
- › Content Syndication
- › Customer & Prospect Surveys
- › Direct Mail
- › Email Marketing
- › E-Newsletters
- › Event Promotion
- › Landing Page Design
- › Lead Nurturing Campaigns
- › Online Advertising
- › Paid Search (SEM)
- › Print Advertising
- › Product Launches
- › Search Engine Optimization (SEO)
- › Social Media Strategy
- › Social PPC (Paid Social Ads)
- › Target Account Programs
- › Trade Show Traffic Builders
- › Webinar Campaigns

## client list (partial)

- › Checkr
- › Commercetools
- › Enerbank
- › FortressIQ
- › KORE Wireless
- › SE2

## questions

Visit Spear at [www.spearmarketing.com](http://www.spearmarketing.com) or contact us at [info@spearmarketing.com](mailto:info@spearmarketing.com)

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[www.spearmarketing.com/blog](http://www.spearmarketing.com/blog)