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SUNSTAR STRATEGIC CONFERENCE FOR BOUTIQUE MUTUAL FUNDS
THRIVING IN AN EVER-CHANGING INDUSTRY

CONFERENCE TRANSCRIPT

Digital Marketing Strategies

Shane Ryan, Hubspot

Brian Tietje, LinkedIn

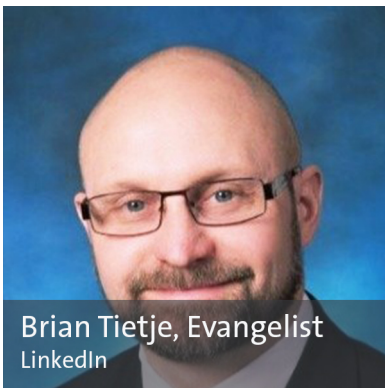
Moderator: Marilyn Dale, SunStar Strategic



Shane Ryan
Customer Success Manager
Hubspot

Shane Ryan is an accomplished customer success professional with a proven track record for improving customer satisfaction, implementing and improving processes, and driving an increase in retention.

He focuses on building deep and meaningful relationships with both clients and team members. Shane is seasoned in project management, content and service strategy, and inbound marketing.



Brian Tietje
Head of Intermediary Distribution,
BMO Investment Distributors
BMO Global Asset Management

Brian Tietje is passionate about helping the people in his life personally and professionally. His role on the Connected Enterprise Team is to steer account strategy and maintain executive relationships with global clients.

LinkedIn plays a critical role in accelerating the business outcomes companies care about. Need talent to grow? LinkedIn can help inventory available talent, locate, and deliver the best global talent at scale. Want to reach buyers? LinkedIn can help you understand where the buyers are, who is already engaging with your company and whom your employees are connected to. Why is this important? The prospects your company and employees are connected to are the most likely to buy from you.

Transcript: Digital Marketing Strategies, April 30, 2019

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Marilyn Dale

VP, Creative & Digital Services Director
SunStar Strategic

Marilyn Dale brings a wealth of industry experience in financial services of more than 30 years. For eight years as the director of marketing at Calamos Investments, she created marketing and communications targeted to financial advisors and the investing public for institutional, separately managed individual accounts and a family of mutual funds. Previously, her banking career included management positions in trust, corporate cash management and retail banking at Bank of America, First Chicago Bank, NA and a Chicago-suburban bank chain.

With a unique blend of knowledge and a flair for design and copy writing, Marilyn helps create marketing strategies as well as execute marketing plans. With her Creative Services team of graphic designers, writers and programmers, SunStar Strategic writes and designs websites, brochures, newsletters, e-news, fact sheets, sales ideas and other collateral materials. She is well-versed in FINRA regulations and compliance issues.

Marilyn has an MBA from the University of Illinois, Chicago specializing in marketing and finance and earned a BA magna cum laude/Phi Beta Kappa from the University of Illinois, Urbana-Champaign. There, she is recognized on the Bronze Tablet honoring graduates who rank in the top 3% of their class. She also attended the Graduate School of Banking at the University of Colorado, Boulder, CO, ranking in the top five of her class and earned a Series 6 license.

Marilyn manifests her creativity as a professional fine artist and holds a Certificate in Painting from Chicago's School of the Art Institute. She has large-scale stained glass and fabric installations at several churches in the Chicago area and the east coast. A vibrant member of her community and past president of the Naperville Art League, she has shared her talents as an art teacher with the mentally handicapped as well as in the continuing education department of North Central College, Naperville, IL. Her work can be viewed at marilyndale.com.

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Marilyn Dale:

Well a hush is falling over the crowd, so we'll get started. If you need extra coffee or iced tea please feel free and we'd love this session to also be very interactive. So if you have a question, just raise your hand. I'm Marilyn Dale, I'm the director of creative services for Sunstar and I have with me today gentlemen Shane Ryan from HubSpot and Brian Tietje from LinkedIn.

And I'm going to let them each take a couple of minutes to tell you all where they've come from what they do and so on. So Shane why don't you take it first?

Shane Ryan:

How's it going everyone, my name is Shane Ryan. I'm a customer success manager at HubSpot. For those of you who don't know what a customer success manager does, my role is pretty much twofold. I serve as an account manager, but also as a business consultant for some of our enterprise clients that have either our marketing sales or service hub software. HubSpot in general does just that, we have marketing software, marketing automation platform and CRM software.

All surrounded by the inbound marketing methodology, which I'm sure we'll get into more in depth today, but that is sort of my role in a nutshell.

Brian Tietje:

Hello I'm Brian Tietje; I'm the global client director with LinkedIn. I've been with LinkedIn a little over 13 years; there was an active employee of 50, who are at about 14,000 now. My primary role is to support my large enterprise clients such as JPMorgan Chase and have them leverage LinkedIn with my team to create better business outcomes for their enterprises.

Marilyn Dale:

Thanks so both of these gentlemen obviously work for a specific company, but in many cases they'll be talking more broadly about social media platforms and about the inbound marketing platforms that maybe you've all heard of. So HubSpot, Marketo, Pardot; I'm sure there are some others, who out here has either contracted or considered working with an inbound marketing agency? A little bit higher, so maybe 20 percent. They're very complicated systems so hopefully we'll get a little bit more insight into it and on the same note, with regard to social media - Michael Hedstrom from Villere gave me a great line - I said we're

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going to talk about social media and he said, “oh do we have that in financial services?” All right, we’re going to find out how to have that, Brian has promised to tell us what he’s seen some of the larger companies do so that we can learn from their mistakes and their trial and error. All right, so let’s talk first about the game of sales. Sales has always been based on relationship building and in the old days it was the country club and the cocktails, it’s always been about meetings with financial advisers for most of the folks out here. Can you tell us how having a digital presence is changing how the sales cycle works?

Shane Ryan: Do you want to start or do you want me to go for it?

Brian Tietje: Go for it.

Shane Ryan: Cool, so I think more and more we as consumers in general are turning to the Internet for our first starting point when we’re doing research or when we have a problem or a solution that we need solved. So, a lot of that relationship aspect that maybe was initiated in person at country clubs or with the cocktails has sort of transitioned to the Internet and various platforms. Whether that’s social media, email marketing, all of that stuff and I think what we’re seeing now is the opportunity for businesses to engage prospective clients essentially with those mediums as oppose to initiating that contact up front at something like the country club.

Marilyn Dale: Okay, Bryan.

Brian Tietje: So quick show of hands how many of you have LinkedIn profiles? Majority. Facebook profiles? Twitter? Instagram? Pinterest? Tick Tok? I knew I’d get you at some point. So, you’re still in the country club, to me digital just accelerates the ability to discover, it’s faster more efficient without it. We’ll take a quick trip – we’re in the country club right now, we’re at the cocktail party, but digitally speaking I know what you’re interested in.

So instead of me having to work the room I can actually pinpoint the people I actually wanted to interact with proactively to be much more efficient. How many times in the past we went someplace and were like junk I know I could’ve been with that person, I didn’t know they were there. Digitally speaking it’s much

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more discoverable and scalable and repeatable. All of the things we love to hear in business and it's just a lot more efficient because you can learn from it. That's the background I would start talking about just digitally speaking in comparison to the old ways.

Marilyn Dale: So, what I hear you saying is that the rules have somewhat changed?

Brian Tietje: I don't think they've changed, I think that there's efficiencies to be had – why use a Model T, when you can drive a Tesla? It's the same vehicle, I think the technology that's available to us will allow for efficiency games and the people that learn to adopt and take advantage of those efficiency games will keep leading the pack and those that don't will go extinct.

Marilyn Dale: Okay, just because Brian brought up do you have a LinkedIn profile, I'm curious the profiles that all you folks that raised your hands, were those personal profiles, okay, and then corporate profiles? Different people, different people.

Brian Tietje: But in the LinkedIn forum and it's the same with Facebook you can have a personal profile and then you have a business profile on Facebook. And so best practice on LinkedIn and Facebook is to have a corporate identity and then it doesn't matter if you're one person or a small firm, having those people then tie to that corporate identity. They should be segregated in kind of a data perspective and then just from a cleanliness perspective. 'Because you can sunset a business, you're not going to sunset yourself until that unfortunate day.

Marilyn Dale: Right, so let's continue on with LinkedIn and social media at this point. There are so many platforms, would you focus on all of them, would you focus on some of them for business opportunities. Would you say just use LinkedIn and you've got it all covered, what would you suggest? Why don't you take that Bryan?

Brian Tietje: Well it depends on where your audience is right and I work at LinkedIn, but that doesn't prevent me from writing a letter to someone if I can't get in front of them or showing up in the parking spot. Or I know that they're going to be at a particular convention or something, my job as a sales person at the core of

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it is to develop relationships and grow revenue for the company. There's not a constraint around that, the only constraint is the one I put around myself. So, you're going after financial advisors, there's 250,000 financial advisors and or various types of titles on the LinkedIn platform today in the United States. So, I would say that's a pretty good pond to fish in.

How many of those financial advisors also have Facebook profiles? Probably all of them and then maybe more because they're going to share pictures of their children there or whatever else they're doing and or Twitter, right? So, wherever I think the community is I'm going to engage - if I see they're engaging I'm going to participate.

Shane Ryan:

And I think to that point, I work with a lot of companies where they're just trying to throw spaghetti at the wall and see what sticks. When in reality it's like if you know that they're engaged on a particular platform or in a particular field of whatever it is, you have that information use it to your advantage and leverage that because it's at your disposal so.

Marilyn Dale:

Okay so let's talk a little bit about engagement that's kind of a term that we throw out quite a bit now, how would you really define what it means to be engaged?

Shane Ryan:

Do you want to start? Okay. I think that it depends on sort of what you're looking at, are you looking at email engagement, are you looking at social engagement to sort of differentiate between the two. I think we were talking beforehand and Marilyn mentioned and you had brought this up Bryan, but the number of followers you have doesn't necessarily mean that you're engaged. So, it's sort of making sure that you're working with contacts and building relationships that are relevant and pertinent to what they're interested in yeah.

Marilyn Dale:

Okay.

Brian Tietje:

For me engagements the start of a conversation and I think the number one mistake that organizations make and that individuals make is that they do something on social media, they create the start of a conversation, someone engages them, they like they start commenting, they re-share the thing that they've posted and

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no one ever follows up. That's the downward component of the funnel, right? Not only just creating awareness but now that persons engaged, they're interested in the topic that you happen to be discussing at that moment and so many people drop the ball there. They look at the vanity metrics, how many followers you have, how many clicks you got, this that and the other thing, but when the really really small .01 percent and less that are actually truly engaging digitally and raising their hand, 99 percent of people kind of let them languish. And now what you're actually doing is creating more of a bad experience, or a bad reputation for your brand because they see no one's engaging.

And to me it's even more important proactively if someone's challenging you or raising something negative, because the bad news travels faster than the good news and being proactive and engaging those people and making sure that they know that they're being heard. And I think that especially people in financial services are much more careful.

Brian Tietje:

About what they share, but even on Monday, the Monday motivational tip at JPMorgan yesterday talking about hey you can save on money on coffee this that and the other thing and then all the sudden people are like yeah well what about the \$25 billion-dollar bailout that you guys got during the financial crisis? You're telling the struggling mother of one who's a single mom trying to pay the rent how to save money on her coffee and her lunch, but we bailed you out and this is the kind of thank – but to JP Morgan's social media team to their credit they engaged it head on and they kind of used it as a learning moment. But you put yourself out there kind of careful, but if you know JPMorgan Chase as well as I do – if they had a conference here right now there'd be no JPMorgan Chase branding outside, it's totally devoid of that. They try to really rid underneath the radar in any public seeking event so they don't create a polarizing event.

Marilyn Dale:

That's interesting, so in our situation here with mutual fund managers, I think with the JPMorgan example and if some of you didn't hear it, Jillian was kind enough to share it with me earlier today I think it was. You said that they kind of put out almost like an ad – a tweet that said how can you save money – or why can't you pay for your –

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Audience: Yeah so JP Morgan Chase sent out a tweet and it was written in a you, your bank account conversation kind of way. So, it was you – why don't I have more money and then your bank account well because you're spending too much money on coffee. And then there's a couple other kind of items similar to coffee, eating out every day and then you go well I guess I'll never know. And then it's not a get the positive feedback I assumed JPMorgan Chase was hoping for.

Marilyn Dale: Right, so my point in bringing that up, thank you for sharing that Jillian and Brian – was that as mutual fund manager we're probably not going to make comments of that type, there was nothing intentionally wrong about it. It was taken the wrong way it was taken out of context as our what seems to be the iteration of many tweets these days, but in the mutual fund world what is it that we can share? We do have the compliance organizations behind us that say yeah well you can't say too much and if you get beyond 140 characters or 180 characters whatever it is. If you get beyond a sentence or two it's not going to show anyway and we usually have this trail of compliance language to come with it. So, engagement wise, have you seen other financial services firms like the funds on a larger scale, what have they done that's effective, what have they done that seems to offer the opportunity for engagement?

Brian Tietje: So, for me a lot of them are implementing what they call employee advocacy platforms. LinkedIn has one that's called elevate, grape vines six has one, hearsay, social has one. There're probably about 20 or 30 vendors in this space and basically what it is, it puts out pre-approved content that people share and they kind of collaborate on – they put it out there but it's pre-approved. So, everyone knows that it's safe content to share and typically what they'll do is add a hashtag, like #mycompany as an example, which then points to all the disclosures and things like that to that nature. And I think that especially the larger firms have gotten more comfortable with social because I think that in their belt tightening like everyone else is doing, they see that there's a huge amount of ROI, by enabling their employees to participate without spending additionally on marketing dollars.

'Cause it's Facebook or twitter or LinkedIn, it's pay to play in a lot of ways you get brand exposure and you create awareness, but

the vehicle of leveraging your employees is free outside of the opportunity cost of them doing some other work task at the moment. So that's how they've kind of gotten around it, but then again, you're going to have all the controls in place if someone's going to do something nefarious, it's going to happen anyway and then we have other remedies in place for that. But I think that you don't really need one of those systems if you're a smaller shop if you've got a good education program around what it is the type of content we're going to share, having different themes that your kind of in an editorial calendar kind of matches most of that. It's when you add the scale you want more automation.

Marilyn Dale: Great and that's the next question I was going to ask, what would you say a successful marketing campaign would look like in the LinkedIn environment or in the social media environment? What if you're not looking for followers if that numbers not the magic, are you looking for impressions are you looking for downloads, what are you looking for? What would be reasonable goals?

Brian Tietje: Increase in revenue. Really that's the only metric any one of us really care about in business, everything is kind of a vanity metric and how you quantify that other than whatever CRM you're using, being able to track those opportunities and I think that the number one mistake for all marketing campaigns is lack of consistency. People will do things in a point and time and it looks like an EKG, it's on, it's off, it's on, it's off, but I think that having a much more consistent engagement strategy regardless of the vehicles that you're using are going to deliver much more sustainable results over time. Because like it or not most larger sales have some sort of an emotional component and or timing, and I don't know about you but my crystal ball doesn't work so well and so I need to be consistent to ensure that I create that hard work that creates the luck of when that bluebird comes in.

Marilyn Dale: How about some questions from the group here on the social media front?

Audience: So, we've talked a lot the last couple days about podcasts and different organizations doing podcasts and the certain way the broadcasts that are done on LinkedIn, like if I follow XYZ they will post articles similar. How is that analogous to the use of a podcast and how is that not? And then also the big advantage it seemed

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with the podcast is that you could target it, you could track who was using it, you could follow up. Do you have that ability also on LinkedIn if you're publishing content on LinkedIn?

Brian Tietje:

So, for a me a podcast is the creation of content and it's just one format, honestly, I don't think any of you care where the people consume it as long as you're reaching the audience you care most about. Do you care if it happened on LinkedIn, or Twitter, or Facebook, or via email? As long as you could track it and know that you can engage and follow up with that person, that's the end result, that's the reason why you're putting in the time and effort in creating that content. Is to create scale and to drive your awareness. LinkedIn has some built in advantages because we have much more data professionally speaking on the individuals engaging it.

So, it can give you a much more clearer data picture on your audience. If you have a website you can put a LinkedIn tracking pixel on your website so you can get LinkedIn data on your audience that's engaging you proactively without them being on LinkedIn, just like Facebook and Google have different tracking pixels available as well. My personal financial advisor Mitch Slater, he's at UBS and he has a podcast that he has now received blessing from UBS, which I think he sold his first born to get. He's got a more grandeur way of explaining it but we won't go into that right now, but Mitch has been in publishing like seven or eight different podcasts so far that he's done. His first one was with Larry King who he interned with back in college, so kind of nice little journey and medium from returning from being a financial advisor and what not.

But that's one example of someone you could look at and say hey what does good look like. He's talking about financial topics but not investments.

Audience:

Shane and Brian I love your products, I use HubSpot, I use LinkedIn I use them a lot. I have two completely separate unrelated questions for both of you. I'll go ahead and ask both of them first and hand the mic back. Shane first HubSpot, I love the CRM if I get back home and I want to type in Ken Penwell Senior Vice President UVS San Francisco and I remember we talked about. It's great but I haven't figured out any way to market off of

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that information and how to get back in touch with Ken in any sort of meaningful manner.

So, I want you to talk about how to use HubSpot for marketing. Brian completely separate question, love LinkedIn, but when I'm traveling – let's say when I go to New York and I want to meet with every advisor that's ever considered using our fund before, there's no way for me to just search New York. I've got like 1500 connections and 300 of them are in New York, there's no way I could make a list of just my buddies in New York with LinkedIn now, you're going to say there is a way but there's not a way and I know in asking the question.

Brian Tietje: I'm not a betting man, but I'll take this one, I like using money.

Shane Ryan: Cool so I can start, so as far as information whether it's in HubSpot or any other term marketing like automation platform, you have a ton of information on your contacts living with in your CRM especially within HubSpot I can speak to that more specifically. Anybody who's converted on your website is likely cookied, so that means any action that you're taking we can track it and you have that information within the CRM and their contact record. So, for example if you wanted to let's say I don't know a very rudimentary sense somebody has visited your pricing page six times and they looked at a page to requested demo or whatever it might be. You can target your communication specifically around the actions that they've taken and you know that they're looking at a specific page or a specific topic and make sure that the content that you're spitting at them and the emails that you're sending them are targeted to essentially that material that you know that you're engaging with.

Shane Ryan: It's a little bit creepy I think Marilyn was saying, but it works it's targeted messaging in that we know performs well, that performs better across all channels. Again, whether that's HubSpot or a social if it's targeted and it's meaningful to you as the person that's viewing the content then you're going to see higher engagement. So hopefully that answers that question. You have a ton of information you should work with your customer success manager. I'm happy to chat with you after.

Audience: Just move on Brian doesn't have an answer.

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Marilyn Dale: Go ahead Bryan.

Brian Tietje: So, LinkedIn is to people search as Google is to information search. How many have you done an advanced search on LinkedIn looking for people? Okay less than half, so within LinkedIn.com the basic membership if you're not on the app and you can do it in the app too. So, if you're on your phone, but if you do web browser and you go into LinkedIn.com, up in the search bar if you type in Financial Advisor there's a little bit of a drop-down menu that says I only want first degree connections in New York City. You cannot export the list but it will create a list –

Audience: Why can't you export, you can't do anything with it?

Brian Tietje: Oh yes you can, here's the thing we are a members first organization, without our members we don't exist and LinkedIn could do a lot more spamming. Generally speaking as a member, you do not feel spammed by LinkedIn and you have all the controls in place to mitigate the ability to be spammed by controlling the communication features. The reason why we do not do that is, if I'm one of your first-degree connections or second-degree connection and I came up as a financial advisor in New York and you wanted to export me. I did not give you explicit permission to take my data and put it in your database. So, we give the individual to retain their rights of their data and how they want to use it and who they want to share it with.

That's not to say if on a ____ form you did a marketing campaign on LinkedIn and said hey we're going to send out to the 26,000 financial advisors in New York City, I want to send out a marketing campaign. We can do that. They can fill in their information and pre-populate it with their LinkedIn data by clicking a button on yes, I'm interested on Andy's proposal. They would share that information directly to you and then you would have a list offline and maybe you store it in HubSpot done. But as individuals do you want us giving your information out to other people without your knowledge? No and that's why we don't allow you to export.

Audience: But when you're in LinkedIn isn't that sort of ____?

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Brian Tietje: It is, but again still you want that ability to control it, you can share – I share my contact information with you as a first-degree connection so you can see my email address phone number and all that stuff. You just can't take it offline.

Audience: So, you're essentially preventing the mining of that data on a grand scale?

Brian Tietje: Yeah on an individual basis on somebody doing their individual prospecting probably not a lot of bad things are going to happen, but you allow that to be manipulated and sourced on a larger scale with algorithms and you've got some Facebook type issues.

Audience: Twitter bots and all that?

Brian Tietje: All that stuff that's what we want to prevent.

Audience: Gotcha thank you.

Brian Tietje: And why you don't see LinkedIn on the negative news stories as to bad use of data.

Audience: One of the tools that you didn't talk about was sales navigator and do you have any examples of people in financial services having success with sales navigator?

Brian Tietje: Yes, so most of the large wire houses have very large implementations and give their financial advisors and _____ managers LinkedIn sales navigator. And so that was a battle five years ago that I was waging on my own and it was not very much fun back then.

[Inaudible comment]

Brian Tietje: Not myself in particular because in my role I managed four global accounts and JPMorgan Chase happens to be one of them and that's the only universe I care about, but sales navigator in particular I typically at a conference don't talk about 4fi products because I don't want to sell anyone on anything. I don't want you to think I'm here to sell, but sales navigators our premium version on LinkedIn that allows you to do business development or sales via LinkedIn and in that particular platform you can actually tag

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and save in folders all the different types of people. So, I can put the 26,000 financial advisors in New York, in my folder for New York, in LA the 9,000, in San Francisco the 9,000, in Boston the 8,000. I know where all the main spots are for financial advisors and I can categorize them and so this way I can share that with my marketing system to market against them. So individual sales people or financial advisors etc. can actually market against it as well. So, it really tightly integrates and it also allows you to communicate with people that you don't necessarily know.

Audience: Is LinkedIn using – here I am right here – is LinkedIn moving more to video – it's kind of annoying to me it looks more like Facebook, so I'm curious about what LinkedIn's strategy with video is –

Brian Tietje: Oh, video is coming, it's the number one engaged type of content that's on the platform right now and that's like calling NBC, CNBC, it's the same medium just way different context. And so, hey you could check out my puppy doing really cute things on Facebook and that's the video, but you're having business leaders and people talk about business topics on LinkedIn.

Audience: But I'm seeing my friends talk about personal stuff on LinkedIn too – so how do you prevent that?

Brian Tietje: That's where we need to go in with some reeducation with some of those folks to remind them that the platform is for business type conversations not cute kitty pictures. But if you have an individual and I imagine this is a very small subset of your overall network that is doing these things that are not necessarily a good use of your time on the platform, you can just suppress them on the three little dots next to that post, you can just hide them and prevent them from being in your newsfeed in the future.

Audience: Good to know, and then finally I just had a conversation with a brother in law, he's in sales with technology. He's saying their seeing a lot of traction with this voicemail through LinkedIn messages and how really effective that is, can you talk a little bit more about that service that's –

Brian Tietje: Yeah so, it's in the messaging component and you can leave voicemails now, regular text messages and or documents via LinkedIn messaging when you're a first-degree connection and

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then at scale with the marketing mechanisms, people you're not connected to obviously that allows you to deliver a whole host of different types of content to people.

Shane Ryan: Didn't know that that's awesome.

Audience: I have a LinkedIn question, if you could name one thing that should be done and one thing that isn't what would you say that should be used?

Brian Tietje: The number one thing an individual should do on LinkedIn in my opinion is have a profile that does not look like a resume or a cv. Most people if you look at their profile either A is super bare bones and doesn't give you any sort of descriptive. To me it is your calling card and a way to introduce yourself before you introduce yourself. People do research the people that are calling them, emailing them, etc. Do not make any mistakes about that, people do research.

I almost fell out of my chair – I met with John Field a few years ago and he pulled out his iPad and started calling out different bugs in the ways that he looked at people on the app. And unfortunately, my CEO was in the room so I have a whole list of things to follow up on. I'm glad John retired, no, but that would be to me – look at some people that have a similar role to you and or that you look up to professionally and see how they're branding themselves. I think that that's probably the number one easy miss that most people do. Especially for people in business development, a profile that says hey I crack the necks and cash checks, I'm this world great sales person, not a great way to engage your clients and future prospects, right?

Talking about how you're going to help assist them accomplish their goals is probably where you want to start. Because the most important person in the world is you and everyone feels that way so when you make other people feel special that's going to enable you to open more doors. And your profile says a lot even without you even saying anything.

Audience: Have you ever seen a profile that wowed you and what wowed you about it?

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- Brian Tietje:* Authenticity. It's that simple and each one of us has our own authentic voice and that's what makes it special and I think the people that try to be me too, get lost in the shuffle really quick. The people who have enough confidence to be themselves in any form are the ones we gravitate towards and you can tell pretty quickly what's authentic and what's not and it should not be a competition of how many buzzwords you can cram into your profile. Buzzword bingo does not work for anybody.
- Marilyn Dale:* Thank you, I'm going to take Brian off the hot seat for a moment here and turn to Shane. Maybe you can tell us a little bit about what is inbound marketing and why it might be a good thing for these folks to learn more about. I think Bryan's telling us you know who you're looking for and maybe you know a name, or maybe you know I want a financial advisor and you can do a search in LinkedIn, but you're about getting new leads. Talk to us.
- Shane Ryan:* Yeah so with inbound marketing in general, I think I touched on this in the beginning but essentially, we as a collective unit are all checking internet or word of mouth as sort of that first stopping point when we're starting a search for a new product or service. And to that end we're essentially looking for how other people have responded to that product or service. And so that could be online, it could be again word of mouth, but the whole notion of inbound marketing and the inbound marketing methodology is attracting your leads, engaging them with content that pretty much Marilyn I think I said to you beforehand, but adding value before you extract it and being able to contribute something to your prospects before you're asking them to make a purchase or speak with a sales rep or –
- Shane Ryan:* Whatever it might be, so the notion of adding value I think before extracting it, I think is the key piece of inbound marketing and being able to service sort of that referral and word of mouth and all that stuff as well.
- Marilyn Dale:* So, let's talk a little bit about content, what this content would be, how it would get into the hands of these potential leads that then want to turn themselves into you so to speak?
- Shane Ryan:* So, we talked about podcasts, that's certainly one form of content, but content really could be anything from ultimate guide to

mutual funds, or an eBook, or any sort of tip sheet. It really runs the gamut what I'm seen for content that's been served up and that could be executed in a number of ways. It could be sent out in an email based on again Andy to the point I was making earlier based on CTA clicks or pages viewed. It could be executed as part of a social campaign, it really depends but you can get really targeted and granular with how your sort of pushing that content out there based on the information that we have collected through platforms like LinkedIn, Facebook or just simply website cookies and being able to retarget based on that information.

Marilyn Dale: Good.

[Inaudible comment]

Shane Ryan: HubSpot does do predictive lead scoring yeah, but you also could create your own lead scoring model.

Audience: And how have you tracked how effective that is your model?

Shane Ryan: I have not personally, but I know that HubSpot's predictive lead scoring is based off of your database and all HubSpot's customers database, I think it's like 50,000 customers and basically looking at the likelihood to close within 90 days based on website behavior, engagements with email, etc. But again, if you wanted to set up a leading scoring model in HubSpot you could do that as well, based on your own criteria. I personally don't know how effective HubSpot is; I imagine it's pretty accurate.

Marilyn Dale: I would say often in the mutual fund asset management world, when we say the word content and creative content plan and a content calendar we get a lot of scared looks on the faces of the folks we're talking to because it's saying I've got to spend a lot more time. I've got to write white papers even if they're only four pages long, I've got to create a video it's going to cost me 10 grands. Can you talk to how much – what does content need to look like to be effective in this digital world different than putting out a research report and how frequently should you be putting it out, where should you put it – I'll let you go first Shane and you probably have a few comments.

Shane Ryan:

So as far as the types of content again it really runs the gamut, it could be something like a white paper it could be a video. I've seen it as simple as things that have been blog posts that are already out there that some of my customers have written, that they are basically repurposing as a content offer. It doesn't need to be a huge lift, but tying back to what I had mentioned earlier it should be something that adds value and shows how you can offer a solution to a particular problem that somebody is having. And as far as frequency of pushing out content again I think that sort of depends. There are a lot of factors that go into that where the contents going to be posted, if it's on social media I don't know you'd probably disagree but I'd say if you were a business posting probably three to five posts per week on average that would be a solid place to be starting.

And it doesn't have to be anything super fancy it doesn't have to be a video every single time you're pushing out content or a podcast every time you're pushing out content, it could be something that theoretically is as simple as a blog post that establishes some sort of value. I don't know if you have anything to add to that.

Brian Tietje:

I think that it has to align with what you're personally comfortable with or what the firms comfortable with. There's no right answer and it can be just as simple as sharing an interesting article you saw on Bloomberg or CNBC or the Wall Street journal or whatever. I mean I think that's the lowest hanging fruit is just to add a little commentary to something that's already publicly out there. And it's easy to find things especially on Twitter, like trending hashtags or things of that nature. Or on LinkedIn trending hashtags.

Tagging other influential people in the space is also another cheap easy way of getting more engagement without actually making an investment. If you look at Gary Vaynerchuk, if anyone's heard of Gary Vaynerchuk, that's all he does is social with his VaynerMedia and he's not spending \$10,000.00 to do a video he's using whatever phone he has and he's kind of just waxing poetically about Gary. And that's his shtick, so content is really just about how do I help becoming a part of the conduit flow of information that's out in the marketplace so that my name is front of mind for people a little more often. Three to five times a week yeah, I think

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that's a pretty good number, but I'm probably only going to talk about the business or the thing that I'm doing maybe once a week. The majority of stuff I'm going to be doing is going to be more talking about the area that I'm in or the area that most of my prospects are in and or what's going on, the economy things or that nature, more general awareness and interest stuff.

Or maybe wine spectator brings out the best wines of the year list, maybe I'd share that, that would be interesting because I know some of my prospects really enjoy fine wine. So, I'm looking for really clever ways to be in front of people without them realizing fully that I'm trying to be in front of them all the time right. There's nothing worse than that person who's always selling all the time, that's the one you're hitting three buttons and suppressing them.

Marilyn Dale:

So, we're posting on LinkedIn and the other platforms and so on maybe people are looking maybe they're not, when is the right time to try to find out who that is – what is the right time to require a form that they fill out versus here's some free information anybody wants it can look at it?

Shane Ryan:

I think it's important to meet them where they are. I think to that point, if it's something super high level, think of yourselves like how much information would you be willing to provide for something like a one-page tip sheet? Probably not more than my name and my email address if that and I think being considerate of what it is that you are offering and sort of meeting the prospect at that and sort of evaluating what information is worth giving for this piece of content I think is a good place to start with that conversation. Again, if it's higher level it's probably going to be something as simple as your name and email, but maybe if you are offering some sort of consultation to start out you'd be willing to give a little bit more information – job title, phone number things like that.

Brian Tietje:

I'm fairly opinionated on this topic for individually created content, I don't believe in gating it at all but making it easy for people to say hey contact me I'm interested in learning more. So, here's the content but if you also want to learn more about our firm or the things that we offer click here and share your information. So that's just kind of my preference.

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Marilyn Dale: Okay, so it's optional.

Brian Tietje: Because then talk about grading leads – that almost helps sort them out. People are sorting themselves and opting in and saying yeah, I really do actually want to learn more about this versus hey I'm just sharing my data to get this data.

Marilyn Dale: How about retargeting that's kind of a long the same lines, retargeting ads are the ads that follow you around the Internet after you've looked at something. It kind of feels like stalking good, bad, indifferent?

Brian Tietje: As long as it's done with moderation and it's consistent around – I think it's a little bit different when you're looking for a particular consumer item and all the sudden you're getting retargeted on that. Businesses selling business services are not retargeting in the same way. I think it's how do I now leverage my calendar of events and content over the period of the year to say now okay this people interested I'm retargeting them but with different things along the way.

Marilyn Dale: So not necessarily a retargeted ad but more along the lines of marketing automation, they'll now receive this piece of content that piece of content, okay. Similar answer?

Shane Ryan: Yeah for sure.

Marilyn Dale: Audience any questions at this point? No. Okay. Let's talk a little bit about websites then, HubSpot you – Shane. Mr. HubSpot there you produce some websites, what do you feel is really the role of the website in today's world? I mean we've got all these other ways to communicate, are websites relevant, good? Bad?

Shane Ryan: I definitely think it's relevant; it's sort of an extension of your voice on all of these other channels that we've been talking about as well. So, LinkedIn, Facebook, all of that all ties together. It's sort of an extension and Brian talked about the consistency, but having a consistent voice and a consistent sort of message across all of the channels that you're using be that your website, your social platforms, what have you, it's sort of establishing your brand in

the very same way that your social channels would or anything else.

Brian Tietje:

For me websites really should be an information resource for prospects and or existing clients. I don't want it complicated, I want it super simple to find what I'm looking for because a lot of the research firms say that 70 percent of the buying is done before they even want to talk to a sales person right. And the websites a great way, again you talk about lead grading; it's another checkbox for me to get people to opt in to actually want to have a chat with me. So, A are they coming 'cause of the content I have getting some interest. Do I keep them on the hook, do I keep educating them to differentiate in the marketplace, a very crowded marketplace and then get them to somehow either be a chat phone email whatever reach out and say yes, I want to know more?

And me as the vendor not drop the ball and actually follow back up with them. How many people here have had inbound leads come in –

Brian Tietje:

And then they never responded to them and we've all suffered from that and that's the worst.

Marilyn Dale:

So, let's talk about the next steps, somebody says yeah, I'm interested, obviously in your case Brian you're saying if they say yes call me I'm interested, you're going to pick up the phone and call them no question about it.

Brian Tietje:

Oh yeah.

Marilyn Dale:

But how about subscribe to my blog or download this paper, at what point are we comfortable enough that we should pick up the phone, they didn't say call me exactly but I can see they're interested. I can see that they're downloading my information, they're opening my emails – are we kind of weird to pick up the phone and call them or are we really missing an opportunity? What time frames and so on?

Brian Tietje:

For me a week, like the following week I would follow up I think and if you're doing it in the same day that's creepy, but I think a week later. Hey I see that you've been engaging with some of our

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content I'd love to set up a brief 15-minute chat just to learn a little bit more about what you're trying to accomplish and what we have or are doing is interesting to you. I never ask for an hour up front because it's just too much of a commitment, but just starting off as a brief introductory chat, but 99, 95 percent of the time it works for me.

Shane Ryan:

The way that HubSpot does lead nurturing is sort of an upfront email that basically asks prospects to self-identify what challenges they're facing. So, let's say generating leads, they select a CTA within that first email and they're taken to the landing page where they can read a little bit more about generating leads but now we've captured that information that that's their primary goal, their purpose in doing their research on us in the first place. And then moving forward we can nurture them through a series of emails to get them to book a demo with a sales rep. So, it would be sort of a follow up to that, hey in our last email you selected generating leads as your primary business challenge. We have an e-book here, you can take this but also if you want to chat more about it schedule a time to meet with a sales rep.

So, its again it's using the data that we have on them that they've taken a certain action or clicked on a certain button that we can capture and kind of use to nurture them to the point that they're scheduling time to the phone call.

Marilyn Dale:

And you two gentlemen didn't have the opportunity to hear from some of our other speakers, but there were some comments made about really focusing on your prospects, who they are and I think you've made some comments to me Shane in the past about cleaning up your list, making sure that you're engaged with a focused list. You want to talk a little bit about that?

Shane Ryan:

Sure, so if you have a CRM or a data base of contacts I think the numbers like 20 and 25 percent of that list just degrades over time. If you think people are leaving jobs, they're switching companies, they're switching roles, the emails go invalid. Whatever the reason is you should always be up keeping your list and making sure that you're setting to engage contact, especially if you're doing a lot of marketing email. Because over time if you're not sending to engaged contacts it's kind of a red flag to email servers that are like hey this sender is sending emails that

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people aren't engaging with and you'd start to see it kind of filter out of the primary inbox and into something like spam or into junk mail. So, making sure that the lists are clean that you are working with, they're regularly updated and that you're kind of monitoring the engagement that you're marketing efforts are having so that you can clean up those lists.

Brian Tietje:

Yeah, I can definitely from LinkedIn data, 20 to 25 percent of your contacts or first connections each year change roles or jobs and so if you think about the scale of maintaining a CRM database without automation it almost everyone's out there is hopefully out of date. You mentioned sales navigator, that to me brings the relationship management into CRM software because it keeps track of all those updates and I always chuckle when I have a senior leader in an organization, they're like oh my people know this audience dead to rice, they know everyone all the time. It's impossible, it's totally impossible, it's like saying we're all perfect. Automation is there for a reason and people automate tasks and machinery automate tasks for a very specific reason to get rid of redundant tasks and once you're more than 50 people, 75 people, there's no way you can keep track of all the different nuances in all of the various people's lives. Again, take advantage of the automation and resources that are out there that make your activities more efficient, like maintaining a clean dataset and clean is a very abstract word.

Marilyn Dale:

I have a closing question, but before I go to that any questions out here. Here we go.

Audience:

My question relates to particularly for smaller companies that have both a company page and account an individual account. Do you have any advice as to where the content should be driven from? Should it be driven from the company page –

Brian Tietje:

Both and this is Facebook, LinkedIn, the company page should be it doesn't matter if you're a company of one to 10 people let's say defining a small business that way. Everyone can be a brand ambassador those one to ten people against that company page. So, you can post it to the company page and then the various employees can repost it right? The probability is that the connections, the first-degree connections are going to be at least 10 to 20 times larger than the follower base of the company and

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that is for most companies. So, let's just say Google has 2 million followers on LinkedIn, well their employees probably have 30 million connections unique.

So, the power in social is within the people not within the company brand, which has probably been the real coming to Jesus meeting with a lot of corporate marketers, especially older legacy firms because they've always believed that the powers in their brand, but they had to kind of come to terms with the fact that the powers within the connections and the relationships that their people retain. That's why companies and the big wire houses go after top notch financial advisors because they think that's the fastest way of getting those assets over to their firm right?

Marilyn Dale: Anyone else?

Brian Tietje: So, it's the power within the brand or within the people?

Audience: Sorry Marilyn I didn't mean to hijack.

Marilyn Dale: No this is about you.

Audience: Shane I'm really curious what is the elevator pitch for HubSpot CRM, like how does it differentiate from the other what is becoming a multitude of solutions out there?

Shane Ryan: Sure, so I'm not here to sell HubSpot, but HubSpot CRM so we basically have three different hubs that customers can purchase at different tiers. So, we have a marketing hub, which is obviously for marketing communication, we have a sales hub and a service hub. So, each one kind of tying into the inbound marketing what we call the flywheels. So, like attracting the customers would be the marketing hub, engaging with them throughout the sales process and then delighting them so they sort of become evangelists for your brand. The CRM is what connects all of those as far as what you can leverage within HubSpot, I think I touched on any data that somebody is coming onto your website or making a conversion on your website is going to live on their contact record within HubSpot.

You can build out lists and do a whole bunch of cool stuff with the filters that you're throwing on there to target really effectively.

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You have the ability run add campaigns, a whole bunch of stuff, again I'm not here to sell HubSpot, but I'm happy to talk with you more about what HubSpot does if you'd like.

Audience: I mean I understand what HubSpot the platform is, but specifically the CRM?

Shane Ryan: Yeah, the big thing is that it connects all three hubs of HubSpot. So, from the marketing end at sort of the top of the funnel all the way through sort of servicing your existing client base.

Brian Tietje: It's going to be the data repository for the clients and the individual contacts within it. From a LinkedIn perspective we integrate with all the CRMs. So, if you have sales navigator, we'll integrate with sales, HubSpot, Sugar, Microsoft Dynamics. It's built the same for everyone, we try not to give a competitive advantage to any of the platforms including Microsoft dynamics.

Audience: So, the competitive differentiator of HubSpot CRM versus sales force CRM, I'm leaving ____ out of it -

Shane Ryan: Yeah, a lot of it is the marketing animation piece.

Audience: -- the integration to the market HubSpot platform?

Shane Ryan: That and Brian touched on this, HubSpot integrates with hundreds of other applications so whether that's something like SurveyMonkey, Eventbrite. We integrate with Salesforce, that's probably one of our more common integrations. I have a lot of customers who use HubSpot on the marketing side and then they'll push their information in the Salesforce and work their leads in the Salesforce. It sort of depends, but I know HubSpot sort of big play on our product road map is becoming more of a platform that houses a number of integrations and really sort of becoming an all on one platform as puts it all in one.

Brian Tietje: I would also look at the user interface intuitiveness is a big differentiator for HubSpot in comparison to some of the other ones out there and in addition to that cost right. That's going to be more cost effective in Salesforce. So, for me the number one challenge for any CRM service is actually getting people to put data into it. I don't care what industry you're in, sales people are

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notoriously horrible at it unless you tie commission checks to data entry in the CRM you don't get compliance that's just the fact.

[Inaudible comment]

Brian Tietje: I'm a big fan in tying commission checks to data entry –

Audience: Simple economics right.

Brian Tietje: It works very well.

Audience: Thank you.

Shane Ryan: Of course, of course.

Marilyn Dale: Anyone else? I was just going to ask very quickly is there somebody in any industry who's really using digital platforms you think to the hilt with a lesson that we can take?

Shane Ryan: I'll let you start, while I think of one.

Brian Tietje: I don't think there's any organization that's hitting it out the park all the way around. I think that a lot of this is so new and things take so long to implement –

Brian Tietje: You don't even realize the current changes like oh well we're adding video well what does that do to the ecosystem and stuff. It takes a while to let it filter through. I think from a financial services perspective I think Fidelity does an exceptional job.

Marilyn Dale: Because?

Brian Tietje: I have seen them take risks, we define that very tightly right in the digital technologies faster than any of the other big firms. They move a lot more nimbly as an organization leveraging new technologies, looking for efficiencies, looking to reduce the chains on their employees engaging externally. And for an organization their size to see how well they operate at that level and still being very conservative, I would say is very impressive. And then you look at other firms that are not restricted in the same way. Amazon does an exceptional job, all the technologies they take

advantage of including their own AWS, they're not messing around they're looking to win.

Shane Ryan: Do you want to ask a question – I was just going to say sticking to the financial sort of piece, I think Citigroup does a great job. We talked a lot about consistency and their sort of presence online and in the digital space is a lot more showing, rather than them telling us something. So pretty much every action that they have on their social platforms, everything's pretty much backed up with fact in action that they have taken which I think speaks a lot to the brand.

Audience: How do we learn about how to put video on LinkedIn and how do we find out about the new characteristics or tools that you have? Do I need Marilyn are you running that past me and I just miss it?

Brian Tietje: So, there is a LinkedIn blog, in each of the business lines we have a blog that gives all the updates. So, we've got a marketing blog, a hiring solution, a _____ blog, a sales solutions blog, and a learning solutions blog for a learning business. We have a whole bunch of videos on our LinkedIn learning platform on how to do various things on LinkedIn, as well as YouTube. And you just go in the top right corner in the help center and it's all accessible. Type in LinkedIn video and it will bring up all the assets so it's pretty tightly integrated when you've got 630 million members being able to support them in a way that you don't send them all screaming. You're looking for very scalable assets and it's all digital.

Marilyn Dale: Okay well thank you very much Brian for coming down from New York I believe it was today and Shane you also came down from –

Shane Ryan: Boston.

Marilyn Dale: I appreciate you both so much being here, thank you so much.