

Marketing plan essay sample

[Business](#), [Marketing](#)



1. Do you agree with HubSpot that the 'rules of marketing' have changed? If so, how? Is inbound marketing the answer? Why or why not?
2. Is HubSpot finding and serving the right set of customers? Given its position as a start-up company, should it widen its focus to serve any customer that comes its way? Or should they narrow their target by focusing exclusively on either the Owner Ollies or Marketer Marys? Or alternatively, by focusing exclusively on either B2B or B2C customers?
3. HubSpot has begun to differentiate its products as it has learned more about its customers. Should it do more? Should its pricing strategy change too? Does the software-as-a-service (SaaS) pricing model work for both Marketer Marys and Owner Ollies? Should HubSpot try to immediately capture more value for either of these customers?
4. Are Halligan and Shah being too stubborn by not doing any outbound marketing? Or should they continue to practice what they preach by focusing on inbound marketing alone?
5. Halligan and Shah want HubSpot to be to marketing, what Salesforce.com is to sales. What would your plan of action be to make this happen? Why would you take these actions? What keeps you up at night about your plan?

1. Analyze HubSpot's Marketing Mix in the context of an overall Marketing Strategy

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