

# Hubspot case study

Education



Case Study: HubSpot 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? 1. I do agree with HubSpot that the “ rules of marketing” have changed. But I do not think that the position of traditional outbound marketing will be totally replaced by inbound marketing. Inbound marketing is a type of marketing strategy through Internet that focuses on getting the qualified custom’ attention and attracting them to find out and learn about what they want and what they need.

Companies using inbound marketing strategies relied on market research methods to gain and analyze the information about interests and needs of customers. In contrast, traditional outbound marketing strategies increase a company’s awareness and brand image by all kinds of advertising and promotional activities (such as TV commercials, print advertisements, direct marketing, etc) to find and attract customers. With the coming of the era of Web 2. 0, Internet usage becomes more and more common.

As a result, inbound marketing contents (like blogs, videos, eBooks, and so on), SEO, and other online marketing andsocial mediaplatforms will definitely support inbound marketing to become a very important type of marketing strategy. However, I think there will still be some room for outbound marketing in the future since it’s the basement of all kinds of marketing approaches. So I think the mix of inbound and outbound marketing will be the main trend for most companies during the era of Web 2. 0. 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 narrow its target, by focusing

exclusively on either Owner Ollies or Marketer Marys? Or by focusing exclusively on either B2B or B2C customers? 2. As a start-up company, in my opinion, HubSpot should narrow its target since they have relatively limited resources. Between the choices of Owner Ollies and Marketer Marys, HubSpot can choose one as their exclusive target during their start-up period.

In spite the fact that Marketer Marys had more needs of HubSpot's services and more money to spend on products like HubSpot, Owner Ollies accounts for 73% percent of total customers. Although the profit after acquiring Owner Ollies is much more, Marketer Marys are easier and cheaper to reach and more likely to acquire. As a start-up company, HubSpot needed more money and resources to get started and develop. So, in my opinion, they can narrow their target to Marketer Marys at first. 5. \*\* Halligan and Shah want HubSpot to be 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? 5. What I concerns the most about HubSpot is that it is facing the threat of competitions from larger and more established companies providing similar services. To make HubSpot at the position in marketing field as Salesforce. com in sales field, it is necessary to realize and learn about the competitions in the market. In my opinion, HubSpot needs to quickly go through the start-up period and enlarge to a certain size. Thus, they can expand their target much more widely, and then play to their advantages.