


MARKETO VS. HUBSPOT HIGH LEVEL DIFFERENTIATION



Selecting the right Marketing Automation solution for your company is critical. But with so many marketing solutions out there, what functionality should companies look for when selecting the right platform?

This paper explores the differences between two marketing systems: Marketo and HubSpot, across the following areas: 1. Results, 2. Productivity, 3. Focus.

COMPARING MARKETO AND HUBSPOT

Marketo	HubSpot
 1. Results: Leads that convert to customers vs. just names	
<p>Engagement Marketing</p> <p>Marketo focuses on both acquiring leads and converting them into customers:</p> <ul style="list-style-type: none"> • Marketo focuses on engaging individuals across the entire buying journey. • Marketo helps you engage leads across the entire funnel, from generating leads, to building relationships over time, to passing them to sales at the right time, and finally to helping sales reps close more deals, more quickly. • With a focus on the entire funnel, revenue is maximized, making it no coincidence that 83 percent of the F15 hottest startups in 2014 using Marketing Automation use Marketo. 	<p>Inbound Marketing</p> <p>HubSpot focuses on acquiring names through inbound tactics:</p> <ul style="list-style-type: none"> • HubSpot is focused primarily on the very early stages of the buying journey (top of funnel). • The HubSpot platform is heavily focused on lead acquisition. Their inbound marketing features are not coupled with a set of powerful capabilities to ensure that these leads are pushed through the middle and bottom of the funnel. • HubSpot's lack of strong lead management, lead nurturing, scoring, CRM integration and sales intelligence/alignment tools results in missed revenue opportunities, making it no coincidence that none of the Forbes 15 hottest startups in 2014 using Marketing Automation use Hubspot.

To be an effective marketer, engagement at every stage of the funnel is important:

In order for a triathlete to win a race, they need to be great at biking, swimming and running. If they are only a great biker, they won't win the race. In fact, a great biker who is a poor swimmer and runner is likely to finish last!



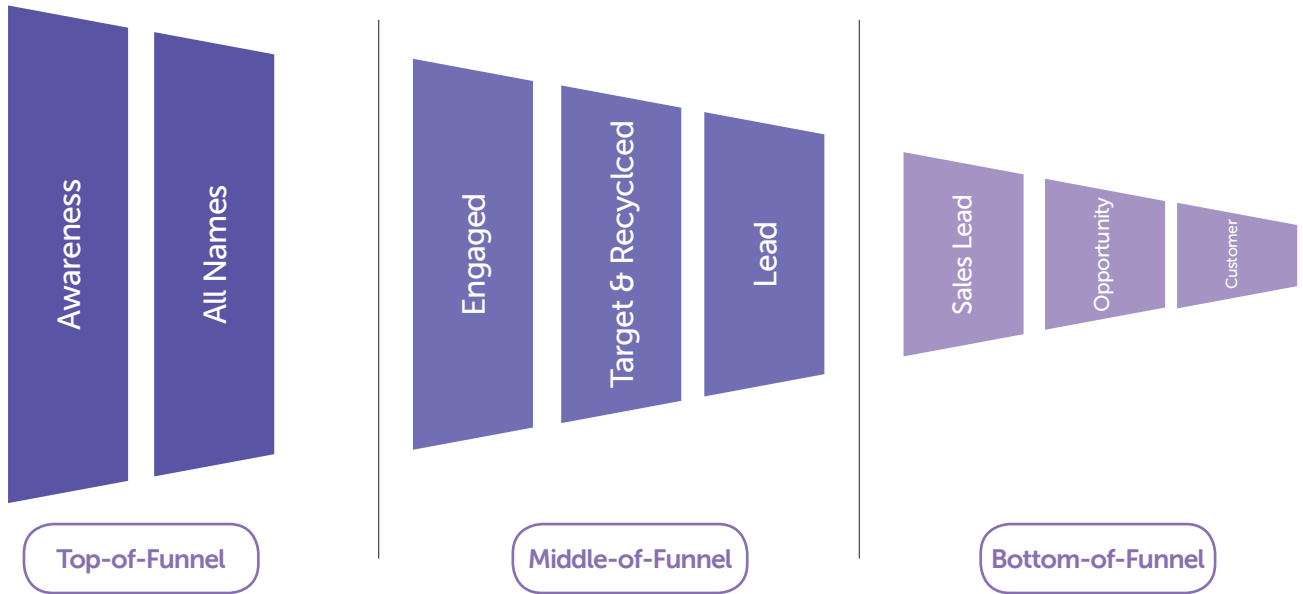
Similarly, effective marketing requires strong performance at the top, middle and bottom of the funnel. Just as a triathlete would not spend the majority of their energy on being a great biker, a marketer should never put the majority of their focus on the top of the funnel. And just as a triathlete that is a poor swimmer and runner is likely to finish last, a marketer with weak middle and bottom of funnel performance is likely to see very poor results.

The charts in exhibit 1, show the differences between Engagement Marketing and Inbound Marketing. While HubSpot focuses their capabilities at the "top-of-the-funnel (TOFU)", their functionality is relatively weak when it comes to "middle-of-the-funnel (MOFU)" and "bottom-of-the-funnel (BOFU)."

Exhibit 1

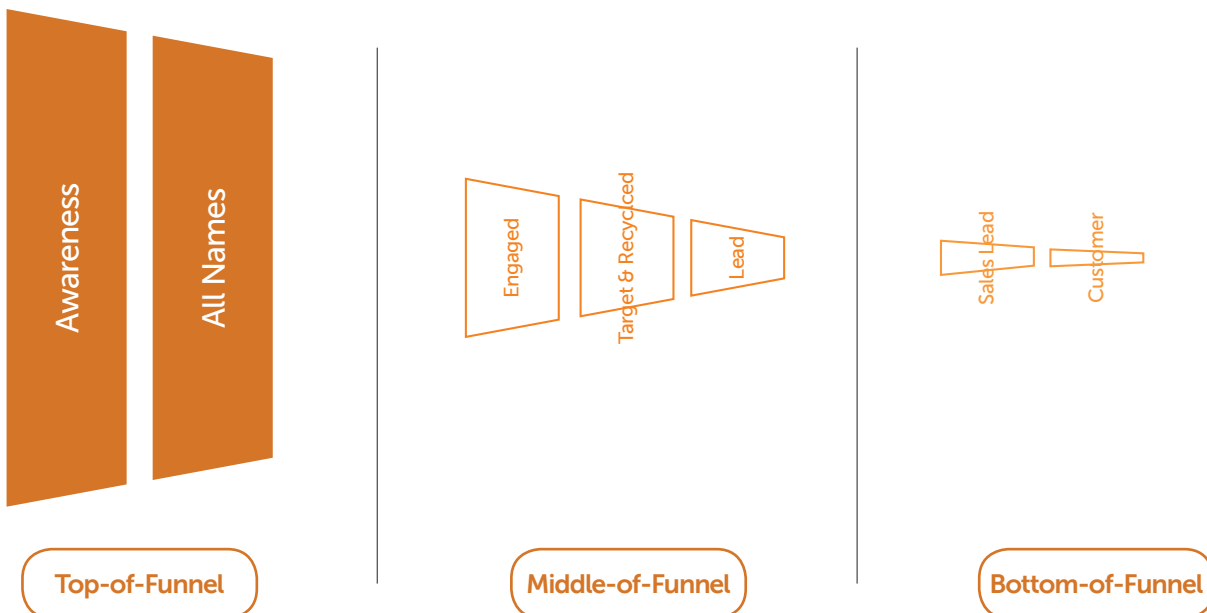
Marketo: Engagement Marketing

Focus on all stages of the funnel converts more leads into paying customers.



HubSpot: Inbound Marketing

Weaker middle and bottom of the funnel capabilities results in lower conversion rates, lost opportunities, and ultimately fewer customers.

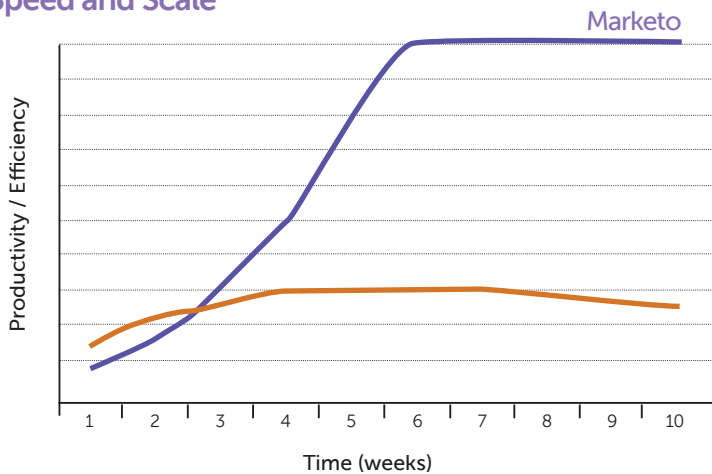


Marketo	HubSpot
 2. Productivity: Easy and repeatable vs. limited and time consuming	
<p>Marketo focuses on making you super productive and efficient.</p> <ul style="list-style-type: none"> • Fast start for all campaigns: Marketo comes with program library that includes pre-built campaigns, workflows, landing pages and forms built on Marketo best practices. • Easy to stay organized: Marketo makes it easy for marketers to stay organized, with a familiar folder structure that lets you organize programs logically, such as by year or by region (which can then be used to filter reports). And Marketo lets you keep everything related to a program in the program itself, including landing pages, forms, emails, lists, etc. • Build your next campaign incredibly fast: Since Marketo programs wrap all the elements of a campaign in a single object, including emails, forms, landing pages, workflows, lists and more, marketers can template entire campaigns that can then be replicated with a single-click. <p>Many programs (such as webinars), are run exactly the same way each time. Only certain things change, such as the speaker, title, description, etc. Marketo lets marketers change this information in one place, and the system automatically changes it across every element of the program, including within all emails, landing pages, etc. This makes it easy for small teams to replicate such programs in minutes versus hours, making it easy for a small team to do more, with less.</p>	<p>HubSpot makes the basics seem easy; but quickly slows you down.</p> <ul style="list-style-type: none"> • Fast start limited to basic drip campaigns: HubSpot comes with recipes that are limited to a small set of 6 very basic campaigns. • Organizationally challenged: HubSpot lacks a single object that ties the various elements of a single campaign together. Rather, landing pages, emails, workflows and other campaign elements are each located in different areas of the application, making it incredibly difficult to keep things organized over time. And since folders only allow like items, such as lists, to be added to them, there's no way to logically group campaigns in ways that make sense to marketers. • Slows you down with each additional campaign: HubSpot's campaigns are made up of elements that are spread throughout the application, which forces marketers to go and find each individual element in order to copy them, one by one, in order to replicate a campaign. <p>Once all the elements of a campaign are individually replicated in HubSpot, marketers then need to go in and edit each and every one individually. This includes each individual email, landing page and more. In other words, there is little to no gain in efficiency in creating new campaigns. Each new campaign take about the same amount of time as the first.</p>

In order to be an efficient marketer, you need a solution that helps you get a fast start but not at an expense of ongoing productivity:

- If you are a marketer on a small team, Marketo helps you do more, with the same resources. Easy looking solutions focus on keeping things simple by forcing marketers to follow very linear step-based processes. These processes that seem easy at first, quickly become laborious to follow, and seriously limit long-term productivity.
- Director of Marketing at KalioCommerce mentioned that switching to Marketo helped dramatically increase productivity of his marketing team. He adds, **"With Marketo, creating and executing campaigns takes 1/3rd of the time with the same resources."**

Speed and Scale



“Takes 1/3rd of the time to create & execute campaigns in Marketo”

“What feels easy could be quickly limiting”

Marketo	HubSpot
<p>3. Focus: 100% focus on marketers vs. lack of focus</p>	
<p>Marketing First:</p> <ul style="list-style-type: none"> • Marketo focuses on making marketers successful. • Marketo has maintained a rapid pace of product innovation for marketers, including recent announcements Ad Bridge, Mobile Engagement, Sales Insight for Salesforce1, Marketo Moments and Calendar HD. • Marketo provides marketers an easy, powerful and complete solution that let's you get started quickly, and that you won't outgrow. • Marketo's CEO, Phil Fernandez message - “Everything we do is for marketers. We dedicate all of our resources and energy on innovating for marketers and providing expertise to help them succeed. We are Marketing First.” 	<p>Shifting Attention to Sales:</p> <ul style="list-style-type: none"> • HubSpot is currently focusing on their sales platform and CRM. • HubSpot's recent product innovations include their CRM platform, Sales, Sidekick, and other enhancements to their sales platform. • HubSpot provides very small businesses an all-in-one system with basic functionality that makes it easy to start but that many companies outgrow quicker than expected. • Brian Halligan, Hubspot's CEO: “HubSpot is now in the CRM business.” • Mike Volpe, HubSpot's CMO: “Our vision is to transform sales in the same way we have transformed marketing.”

SUMMARY:

Marketo offers a more comprehensive marketing platform that's built for marketers. Marketo's functionality scales with marketing needs and adds a level of program intelligence that helps you attract and nurture across the funnel that HubSpot can't offer. Marketo is especially impactful for a smaller team to scale their marketing efforts with the same resources. Marketo's solution can make you and your team more efficient and more effective at every stage of the funnel, so you can have better results, without adding resources. Only Marketo lets you **think big, start small, and grow quickly.**

Marketo (NASDAQ: MKTO) provides the leading marketing software for companies of all sizes to build and sustain engaging customer relationships. Spanning today's digital, social, mobile and offline channels, Marketo's® customer engagement platform powers a set of breakthrough applications to help marketers tackle all aspects of digital marketing from the planning and orchestration of marketing activities to the delivery of personalized interactions that can be optimized in real-time. Marketo's applications are known for their ease-of-use, and are complemented by the Marketing Nation™, a thriving network of more than 250 third-party solutions through our LaunchPoint™ ecosystem and over 40,000 marketers who share and learn from each other to grow their collective marketing expertise. The result for modern marketers is unprecedented agility and superior results. Headquartered in San Mateo, CA with offices in Europe, Australia and a joint-venture in Japan, Marketo serves as a strategic marketing partner to more than 3,000 large enterprises and fast-growing small companies across a wide variety of industries. For more information, visit www.marketo.com.