MARKETING BENCHMARKS from 7,000+ Businesses
Good inbound marketing takes work, but how much more work will it take to tip the scale?

If I increase my blogging frequency from once a month to twice a week, what impact will I see?
This report will dive into how you can *increase both traffic and leads* by improving a variety of different marketing assets—think web pages, blogging, landing pages, Twitter & more.
By dissecting each benchmark by target market (B2B vs. B2C) and company size, you’ll walk away with an idea of what it takes to get the results you seek.
ABOUT THIS STUDY

This study is based on real results from HubSpot’s 7,000+ customers.

In order to get you comparable data to support your marketing investment decisions, we analyzed the relationships between key inbound marketing activities and the volume of traffic and leads that correlate with those activities.

We specifically looked at website pages, landing pages, blogging, Twitter reach, and Facebook reach.
ABOUT THE DATA

The graphs in this presentation provide index numbers for either traffic and lead volume. We used index numbers to standardize results across the 7,000 businesses and make them more comparable for you.

*(If you’re curious, the index numbers are based on a base level of 100 times the ratio to the base value.)*

Finally, the underlying growth was calculated using median values of HubSpot’s customer base.
How will increasing the amount of content impact my incoming traffic?
IMPACT OF WEBSITE CONTENT ON INBOUND TRAFFIC

Traffic Index vs. Website Pages

- 1 to 50
- 51 to 100
- 101 to 200
- 201 to 300
- 301 to 500
- 401 to 1000
- Over 1000

Share This Report!
IMPACT OF WEBSITE CONTENT ON INBOUND TRAFFIC FOR B2B & B2C COMPANIES

Share This Report!
IMPACT OF WEBSITE CONTENT ON INBOUND TRAFFIC BY COMPANY SIZE

- 1 to 10 employees
- 11 to 50 employees
- 51 or more employees

LEADS INDEX

WEBSITE PAGES

Share This Report!
Companies with 51 to 100 pages generate 48% more traffic than companies with 1 to 50 pages.

Companies with over 50 employees and 1,000+ web pages see 9.5x more traffic than companies with under 51 pages.

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How will increasing the amount of content impact my lead generation?
IMPACT OF WEBSITE CONTENT ON INBOUND LEADS

NEW LEADS INDEX

WEBSITE PAGES

Share This Report!
IMPACT OF WEBSITE CONTENT ON INBOUND LEADS FOR B2B & B2C COMPANIES

NEW LEADS INDEX

WEBSITE PAGES

B2B

B2C

Share This Report!
IMPACT OF WEBSITE CONTENT ON INBOUND LEADS BY COMPANY SIZE

LEADS INDEX

WEBSITE PAGES

- 1 to 10 employees
- 11 to 50 employees
- 51 or more employees

Share This Report!
BOTH B2B & B2C COMPANIES WITH 101 TO 200 PAGES GENERATE 2.5x MORE LEADS THAN THOSE WITH 50 OR FEWER PAGES.
How many more landing pages do I need to increase my leads?
IMPACT OF NUMBER OF LANDING PAGES ON LEAD GENERATION

NEW LEADS INDEX

LANDING PAGES

Share This Report!
IMPACT OF NUMBER OF LANDING PAGES ON LEAD GENERATION FOR B2B & B2C COMPANIES

NEW LEADS INDEX

LANDING PAGES

B2B

B2C
IMPACT OF NUMBER OF LANDING PAGES ON LEAD GENERATION BY COMPANY SIZE

- 1 to 10 employees
- 11 to 50 employees
- 51 or more employees

LEADS INDEX

LANDING PAGES

Share This Report!
MOST COMPANIES DO NOT SEE AN INCREASE IN LEADS WHEN INCREASING THEIR TOTAL NUMBER OF LANDING PAGES FROM 1-5 TO 6-10.

COMPANIES SEE A 55% INCREASE IN LEADS FROM INCREASING LANDING PAGES FROM 10 TO 15.

Share This Report!
How much more do I need to blog per month to increase my website traffic?
IMPACT OF MONTHLY BLOG ARTICLES ON INBOUND TRAFFIC

TRAFFIC INDEX

MONTHLY BLOG POSTS
IMPACT OF MONTHLY BLOG ARTICLES ON INBOUND TRAFFIC FOR B2B & B2C COMPANIES

Traffic Index

- None
- 1 to 2
- 3 to 5
- 6 to 8
- 9 to 15
- Over 15

MONTHLY BLOG POSTS

B2B

B2C

Share This Report!
IMPACT OF MONTHLY BLOG ARTICLES ON INBOUND TRAFFIC BY COMPANY SIZE

Share This Report!

Trafﬁc Index

Total Blog Posts

10 or less
11 to 20
21 to 50
51 to 100
101 to 200
Over 200

1 to 10
11 to 50
51 or more
COMPANIES THAT BLOG 15 OR MORE TIMES PER MONTH GET 5X MORE TRAFFIC THAN COMPANIES THAT DON’T BLOG.

SMALL BUSINESSES (1 TO 10 EMPLOYEES) TEND TO SEE THE BIGGEST GAINS IN TRAFFIC WHEN THEY POST MORE ARTICLES.
BLOGGING IMPACT

How much more do I need to blog per month to increase my leads?
IMPACT OF MONTHLY BLOG ARTICLES ON INBOUND TRAFFIC FOR B2B & B2C COMPANIES

NEW LEADS INDEX

MONTHLY BLOG POSTS

Share This Report!
IMPACT OF MONTHLY BLOG ARTICLES ON INBOUND TRAFFIC BY COMPANY SIZE

NEW LEADS INDEX

TOTAL BLOG POSTS

- 10 or less
- 11 to 20
- 21 to 50
- 51 to 100
- 101 to 200
- Over 200

Share This Report!
COMPANIES THAT INCREASE BLOGGING FROM 3-5X/MONTH to 6-8X/MONTH ALMOST DOUBLE THEIR LEADS.

B2B COMPANIES THAT BLOG ONLY 1-2X/MONTH GENERATE 70% MORE LEADS THAN THOSE WHO DON’T BLOG.
How many more total blog posts do I need to impact my traffic?
IMPACT OF TOTAL PUBLISHED BLOG POSTS ON INBOUND TRAFFIC

Traffic Index vs. Total Blog Posts

- 10 or less
- 11 to 20
- 21 to 50
- 51 to 100
- 101 to 200
- Over 200

Share This Report!
IMPACT OF TOTAL PUBLISHED BLOG POSTS ON INBOUND TRAFFIC FOR B2B & B2C COMPANIES
IMPACT OF TOTAL PUBLISHED BLOG POSTS ON INBOUND TRAFFIC BY COMPANY SIZE

- 1 to 10 employees
- 11 to 50 employees
- 51 or more employees

TOTAL BLOG POSTS

TRAFFIC INDEX

Share This Report!
AN AVERAGE COMPANY WILL SEE A 45% GROWTH IN TRAFFIC WHEN INCREASING TOTAL BLOG ARTICLES FROM 11-20 TO 21-50 ARTICLES.

B2C COMPANIES SEE A 59% INCREASE IN TRAFFIC AFTER GROWING TOTAL BLOG ARTICLES FROM 100 TO 200 TOTAL.
How many more total blog posts do I need to impact my leads?
IMPACT OF TOTAL PUBLISHED BLOG POSTS ON INBOUND LEADS

NEW LEADS INDEX

TOTAL BLOG POSTS

Share This Report!
IMPACT OF TOTAL PUBLISHED BLOG POSTS ON INBOUND LEADS FOR B2B & B2C COMPANIES

NEW LEADS INDEX

TOTAL BLOG POSTS

- B2B
- B2C

Share This Report!
IMPACT OF TOTAL PUBLISHED BLOG POSTS ON INBOUND LEADS BY COMPANY SIZE

Share This Report!
THE AVERAGE COMPANY WITH 100 OR MORE TOTAL BLOG ARTICLES IS MORE LIKELY TO EXPERIENCE CONTINUED LEAD GROWTH.

COMPANIES WITH OVER 200 BLOG ARTICLES HAVE >5X THE LEADS THAN THOSE WITH 10 OR FEWER.
How much will growing my Twitter following improve my website traffic?
IMPACT OF COMPANY TWITTER REACH ON INBOUND TRAFFIC

Traffic Index

Twitter Followers

100 to 25
26 to 50
51 to 100
101 to 200
201 to 500
501 to 1,000
Over 1,000

Share This Report!
IMPACT OF COMPANY TWITTER REACH ON INBOUND TRAFFIC FOR B2B & B2C COMPANIES
IMPACT OF COMPANY TWITTER REACH ON INBOUND TRAFFIC BY COMPANY SIZE

TRAFFIC INDEX

TWITTER FOLLOWERS

1 to 10 employees
11 to 50 employees
51 or more employees

Share This Report!
B2C COMPANIES EXPERIENCE A LARGER INCREASE IN TRAFFIC THAN B2B COMPANIES AFTER CROSSING 1,000 TWITTER FOLLOWERS.

COMPANIES WITH 51 TO 100 FOLLOWERS GENERATE 106% MORE TRAFFIC THAN THOSE WITH 25 OR FEWER.
How much will growing my Facebook reach improve my website traffic?
IMPACT OF COMPANY FACEBOOK REACH ON INBOUND TRAFFIC

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IMPACT OF COMPANY FACEBOOK REACH ON INBOUND TRAFFIC FOR B2B & B2C COMPANIES

Share This Report!
IMPACT OF COMPANY FACEBOOK REACH ON INBOUND TRAFFIC BY COMPANY SIZE

TRAFFIC INDEX

FACEBOOK LIKES

- 1 to 10 employees
- 11 to 50 employees
- 51 or more employees
The average company saw a 185% increase in traffic after crossing 1,000 Facebook likes. Companies with >50 employees saw the biggest traffic gains from growing their Facebook reach.
Ready to beef up your marketing?

Learn how HubSpot’s tools can help you grow and scale your marketing to be a more powerful business tool.

http://bitly.com/HubSpot-Demo