

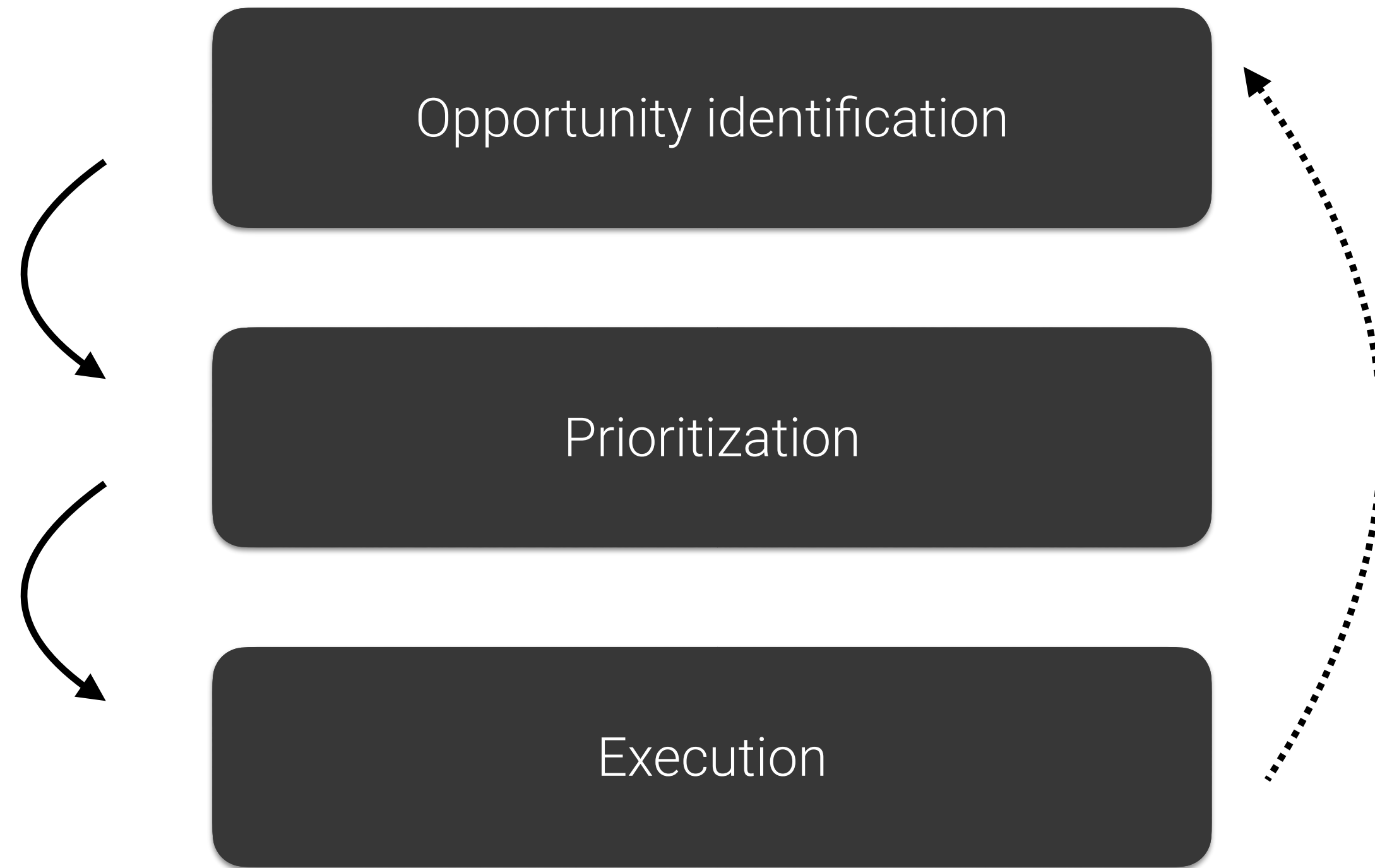
Handling Project Prioritization at Scale

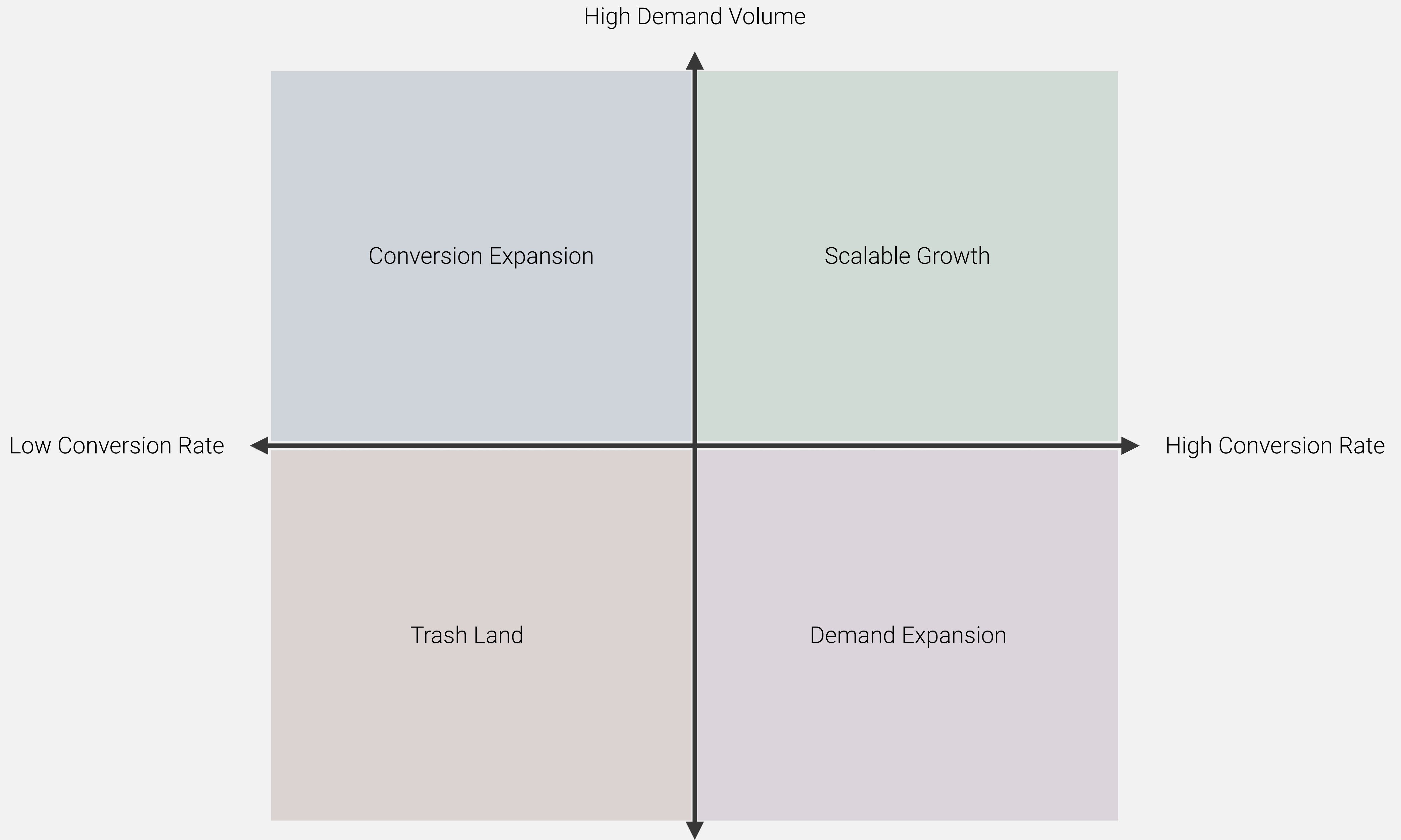


traffic
think tank

Matthew Howells-Barby

🤔 What's the most impactful use of my time
right now?





High Demand Volume

Low Demand Volume

In-product viral loops

Informational content production

Conversion Expansion

Scalable Growth

Direct response paid acquisition

Integration partnerships

Low Conversion Rate

High Conversion Rate

YouTube video production

Refer-a-friend program

Trash Land

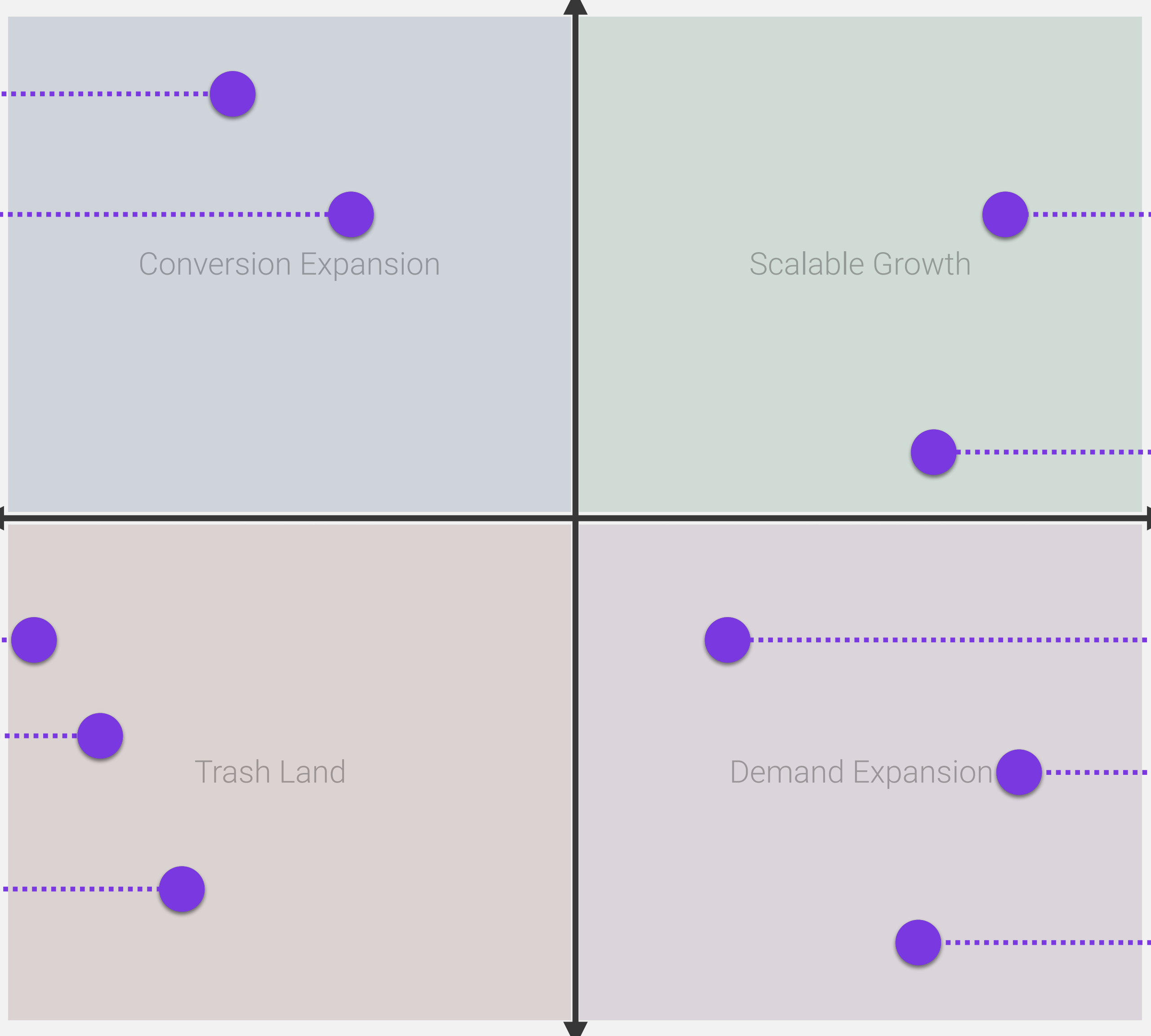
Demand Expansion

Product page organic traffic

Third-party review listings

Cold email list buys

Affiliate partnerships



🤔 Do I cover lots of areas at the surface level, or do I go deeper on a smaller number?

Experimentation

ICE/PIE Framework

Ongoing Playbooks

Scalability Operating Model

Experiments

- *“Introduce a global navigation element to push users into the 14-day software product trial to increase net new software trials.”*
- *“Reduce form fields on the main signup page by 20% to increase signup completion rate.”*
- *“Introduce featured product carousel to improve internal linking to deeper product page, with a focus of increasing organic search visibility to these pages.”*
- *“Enforce credit card details upon signup to improve overall monetization rate and net new MRR.”*

ICE/PIE framework

All changes saved

WRE Marketing Tests

Test Ideas Test Results Resources

Default Hide fields Filter Group Sort

	Growth Idea	Assigned	Description	Lever	Impact	Confidence	Ease	Score
1	Post on MFC product pages	Sabina Fischer		Acquisition	4.5	8.0	8.0	6.8
2	Update MFC banners	Sabina Fischer		Acquisition	6.0	9.0	7.0	7.3
3	Create coupon for MFC	Sabina Fischer		Activation	8.5	9.0	4.0	7.2
<input type="checkbox"/>	<input checked="" type="checkbox"/> Create first-order discount	Max Hodges	Incentivise first purchase! ...	<input type="text"/>	10.0	10.0	3.5	7.8
5	Improve homepage SEO	Max Hodges	Improve SEO to increase organic..	Acquisition	7.0	6.0	8.0	7.0
6	Decrease page load time	Max Hodges		Activation	6.5	6.0	4.0	5.5
7	Optimise mobile UI/UX	Max Hodges	https://www.thinkwithgoogle.co...	Retention	7.0	7.0	3.0	5.7
8	Create new homepage	Max Hodges	darran morris	Referral	7.0	8.0	5.5	6.8
9	Create Facebook ads	Grace Charley	*Use social ads to build	Revenue	5.0	7.0	5.0	5.7
10	Finish TokyoCheapo article	Grace Charley	1) Finish editing content	Acquisition	3.0	6.0	5.0	4.7

An **example** ICE score

Experiment: *“Reduce form fields on the main signup page by 20% to increase signup completion rate.”*

Expected Outcome: *“Increase signup completion rate by >25% and overall MRR by >2%”.*

Impact: 9/10

Confidence: 5/10

Ease: 10/10

ICE Score: 8

Experimentation

ICE/PIE Framework

Ongoing Playbooks

Scalability Operating Model

Ongoing Playbooks

- **Growth via Ecosystem Partnerships:** *“increase net new MRR through integrating with other software or marketplaces.”*
- **Informational Content Organic Growth** *“increase the number of monthly leads being generating from organic search via our informational blog content.”*
- **Product Intent Matching** *“make improvements to our conversion rate across the website through refining messaging and copy to meet the needs of our buyer personas.”*

Scalability Operating Model

Pilot

"This idea has potential. We need to validate it first and drive promising results."

Bet

"We're seeing traction, let's invest more resources and see if we can achieve some scale."

Foundational

"This works at scale, let's continue to invest in it."

Scalability Operating Model

Pilot

A completely unproven project that we need to test out at a small scale to see if it even works, let alone scales. If it doesn't hit our target metric within the (short) timeline specified, the project is killed.

Bet

The project has progressed past a pilot, in that we know it can work, but we're now testing as to whether it can scale. This is still a project that can be killed, but more resources will be pushed into it with a slightly longer timeframe to hit the next goal milestone.

Foundational

The project has proven to work and scale. There are more resources pushed into it and it is seen as a project that is ongoing, with regular growth goals.

An **example** pilot project

Project name: *Surround Sound SEO.*

Scalability stage: *Pilot.*

What is it?: *“Have mentions of our product placed within content at all stages in the buyer’s journey that our potential customer reaches from search.”*

Who’s the DRI?: *Matthew Howells-Barby*

Which metric(s) are we influencing?: *software trials from referral visits.*

What’s the goal & timeline?: *500 software trials within the next 4 months.*

An **example** project DARCI

(D)ecision Maker	(A)ccountable	(R)esponsible	(C)onsulted	(I)nformed
Matthew Howells-Barby	Matthew Howells-Barby	Liz Dougherty Naila Turner	Nick Eubanks	Ian Howells

Share your **results.**

Growth Experiments

Experiments Assignee

Grouped by outcome Hide fields Filter Grouped by 1 field Sort Color

Experiment Name	Status	Assignee	Category	Start date	End date	Prediction	Actual
Failure RESULT Count 1							
1 FB Lookalike Baseline	Implementing	Zoelle Egnor	Facebook Ads	6/28/2016	5/11/2016		
Inconclusive RESULT Count 2							
2 Facebook/Twitter Non Chrome..	Implementing	Jonathan Hsieh	Facebook Ads	5/5/2016	5/6/2016		
3 FB Image Testing - Saving Tim..	Running	Zoelle Egnor	Facebook Ads	5/14/2016		0.001	
Success RESULT Count 2							
4 FB Image Testing - Charts	Running	Zoelle Egnor	Facebook Ads	5/14/2016		0.002	
5 Twitter Image Testing	Completed	Jonathan Hsieh	Twitter Ads	6/23/2016	6/23/2016		
						Sum 0.003	

5 records

Growth Experiments

Experiments Assignee

Grouped by outcome Hide fields Filter Grouped by 1 field Sort Color

Experiment Name	Outcome	Count
Failure RESULT Count: 1		
1. FB Lookalike Baseline	Failure	1
Inconclusive RESULT Count: 2		
2. Facebook/Twitter Non Chrome..	Inconclusive	2
3. FB Image Testing - Saving Tim..	Inconclusive	2
Success RESULT Count: 2		
4. FB Image Testing - Charts	Success	2
5. Twitter Image Testing	Success	2

5 records

HubSpot Wiki

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Matthew Barby

Blog / 2017 / May / 18 30 view(s)

Marketing Library 2.0: How We Doubled Traffic

Created by Matthew Barby, last modified on May 22, 2017

Marketing Library 2.0: How We Doubled Traffic

A little over a year ago, a JIRA ticket was created to revamp our marketing resource library. For those of you that don't know, the marketing resource library was a repository for visitors to find all of our different content offers. The library categorized each offer by category (e.g. "social media marketing") and format (e.g. "ebook").

From the time that the JIRA ticket was originally created (January 2016) to today, a LOT has changed. The initial ticket was pushed down on the priority list and we came up against some technical challenges that meant we had to put the project on ice. Well, at the start of the year, we thawed the ice and reignited the project.

Fast forward to today and we have results on how it performed (spoiler: they're good). Before I get into the details of the why/what/how, I just wanted to call out a few people to thank them for getting this over the line. Huge thanks to @Matthew Eonta, @Unknown User (akn ght), @Dmitry Shamis, @Jami Oetting, @Liz Shew, @Unknown User (theodoratou), @Unknown User (nbarrasso) and @Victor Pan.

TL;DR: The Results

Since the marketing library 2.0 has been launched, we've increased monthly visitors to it by 107%.

The new marketing library now brings in just under 50,000 views per month, or 600,000 per year (that's more than some of our entire international website generate right now).

Growth Experiments

Experiments Assignee

Grouped by outcome Hide fields Filter Grouped by 1 field Sort Color

Experiment Name	Status	Assignee	Category	Start date	End date	Prediction	Actual
Failure RESULT Count 1							
1	FB Lookalike Baseline	Implementing Zoelle Egner	Facebook Ads	5/28/2016	5/11/2016		
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HubSpot Wiki

Marketing Library 2.0: How We

Created by Matthew Barby, last modified on May 23, 2017

Matthew Barby Blog / 2017 / May / 18 30 view(s)

Jonathan Haleh Zoelle Egner

Facebook Ads

5/14/2016

5/23/2016

SPACE SHORTCUTS

Here you can add shortcut links to the most important content for your team or project. Configure sidebar.

2020

2017

May

- Marketing Library 2.0: How We
- Pillar Content: What? Why? ...

2016

2015

5 records

TL;DR: Th

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MARKETING | 10 MIN READ

How We Increased Organic Traffic by Over 50% Using Technical SEO Updates

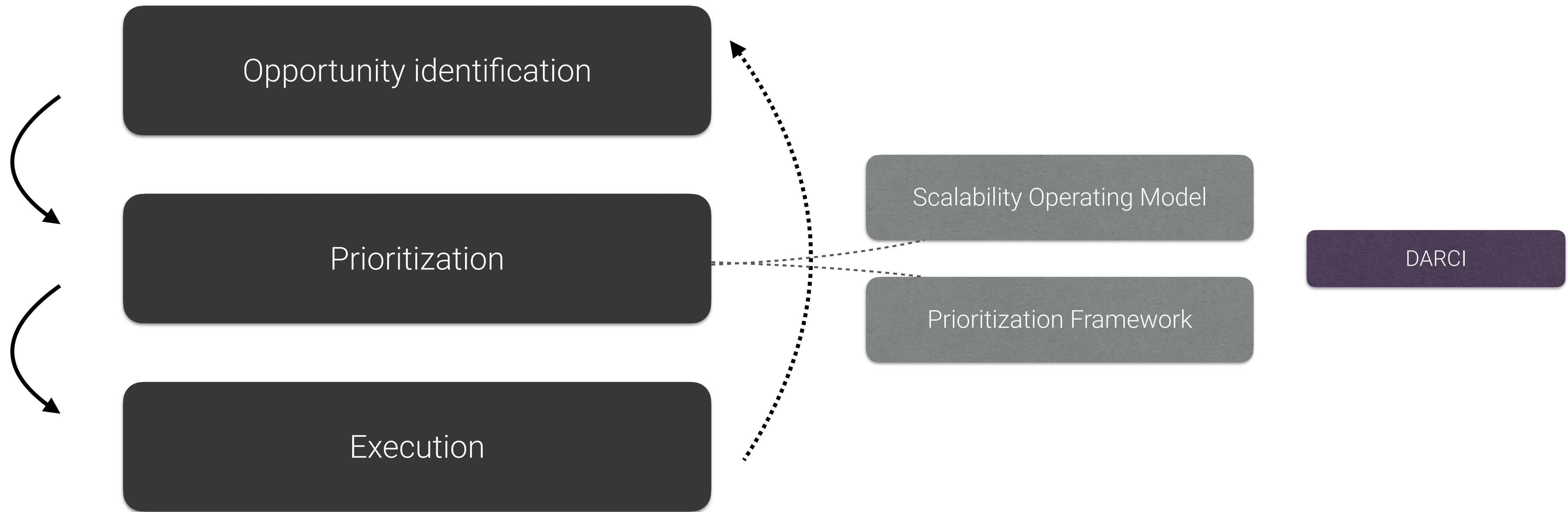
Written by Matthew Howells-Barby @matthewbarby

Twitter Facebook LinkedIn Messenger

We've got a confession to make: We've been making a few **rookie SEO** mistakes within our own website.

For a company that is supposed to be at the forefront of inbound marketing and SEO, this isn't something that we're entirely proud of. But even experts make mistakes, right?

Instead of shying away from these oversights, we thought we'd show you where we went wrong so that you don't make the same mistakes. More importantly, we'll show you what we did to fix them and how these solutions resulted in us **growing our organic traffic by more than 50% in just one month.**



Handling Project Prioritization at Scale



traffic
think tank

Matthew Howells-Barby