

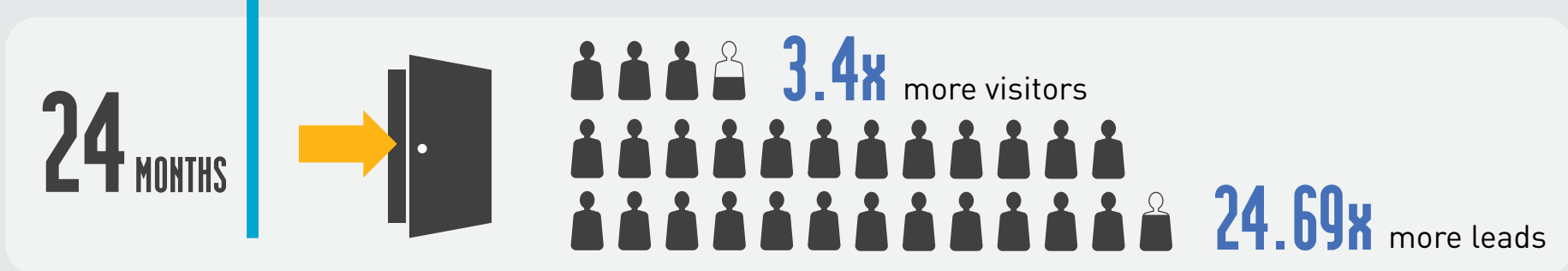
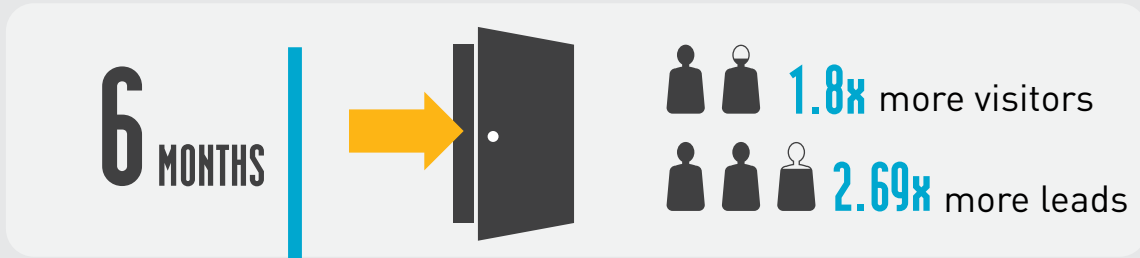
# RESULTS & ROI

from Inbound Marketing Software

A report on the return on investment (ROI) B2Cs & B2Bs experience after implementing HubSpot inbound marketing software in their marketing plans.

## REACH MORE VISITORS PER MONTH

Businesses consistently increase the volume of website visitors and number of leads month after month when using inbound marketing software.



## CONVERT MORE LEADS TO CUSTOMERS

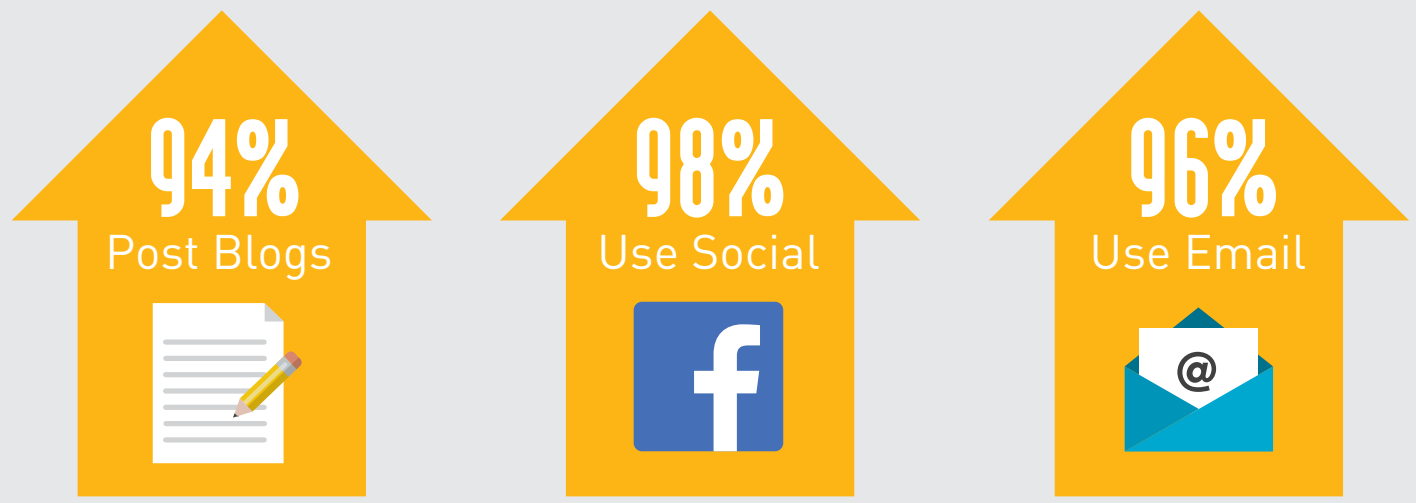
Some of the top factors that attributed to sales increases were blogging, email marketing, and better lead intelligence.



“ We switched from traditional marketing and became a presence on the web. It [increased] sales over 50%. ”  
- HubSpot Customer

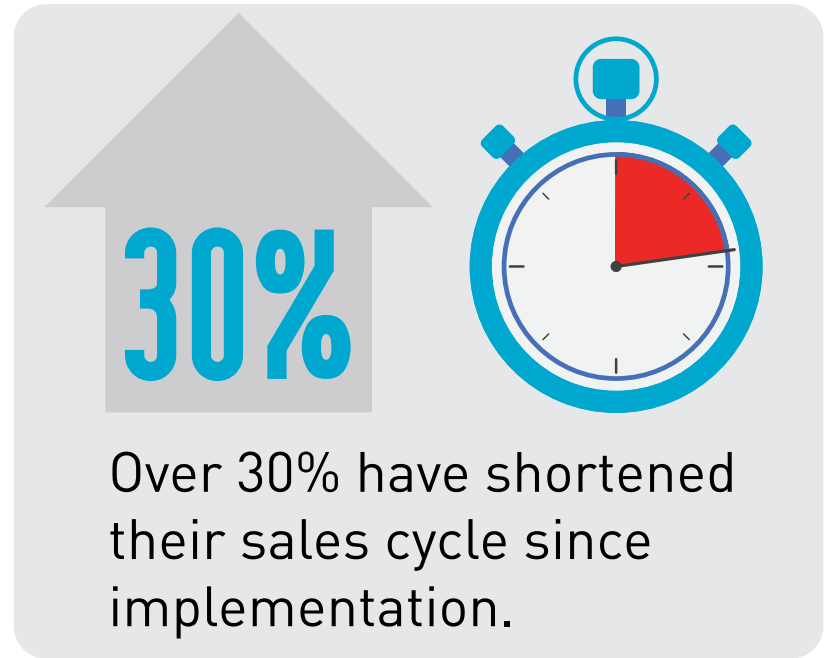
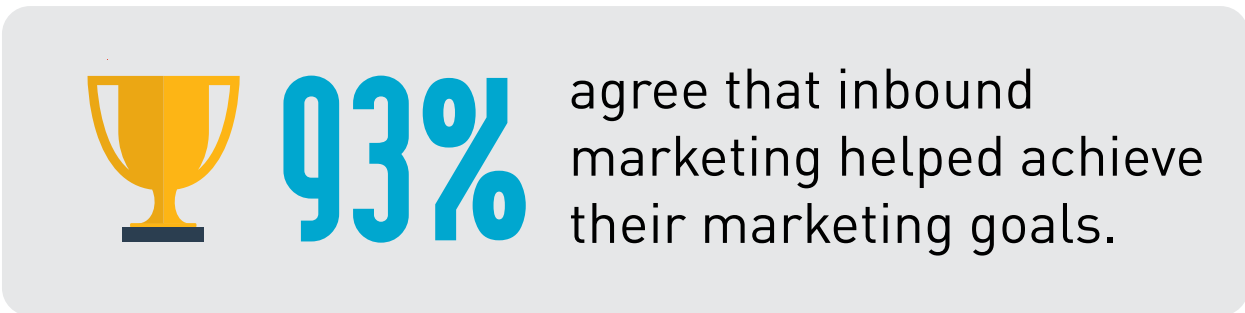
## STRONGER MARKETING

Using inbound marketing software changes how you use marketing tools for your business. Inbound marketers use a wider variety of tools and use the most popular tools more frequently.



## HAPPIER CUSTOMERS

Businesses experience improved marketing strategy and practices with inbound marketing.



## imbue creative

Imbue Creative is a branding and creative services agency located in Lambertville, NJ. We help organizations connect with new audiences and build loyalty in existing relationships through strategic messaging and engaging design.



[imbuecreative.com](http://imbuecreative.com)

Return on Investment from Inbound Marketing through Implementing HubSpot Software. Report by HubSpot. Prepared by Tina Yau, MBA Class of 2015. Massachusetts Institute of Technology, Sloan School of Management. January 2014.