

GLOBAL SISTERS × HUBSPOT • WE ARE ALL ENTREPRENEURS • SESSION 2

Digital Marketing on a Budget

Smart, low-cost marketing with free HubSpot tools

HELLO

Hi, I'm Rob

- 10 years in startup marketing and sales, mostly with small budgets
- Helped three small businesses grow fast, usually by using free tools well, not by spending more
- I've used HubSpot for 5–6 years, including the free version for community events
- Day job: Growth at AutoRFP.ai. Today isn't about my company, it's about your business

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Connect with me @ [linkedin.com/in/robert-m-dickson/](https://www.linkedin.com/in/robert-m-dickson/)

QUICK PULSE CHECK · TYPE IN THE CHAT

Where are you at?

1 = I haven't opened HubSpot yet

2 = I set up a free account (maybe in Session 1)

3 = I've already sent an email or built a form

Bonus: where do most of your customers find you? Instagram, Facebook, word of mouth or LinkedIn?

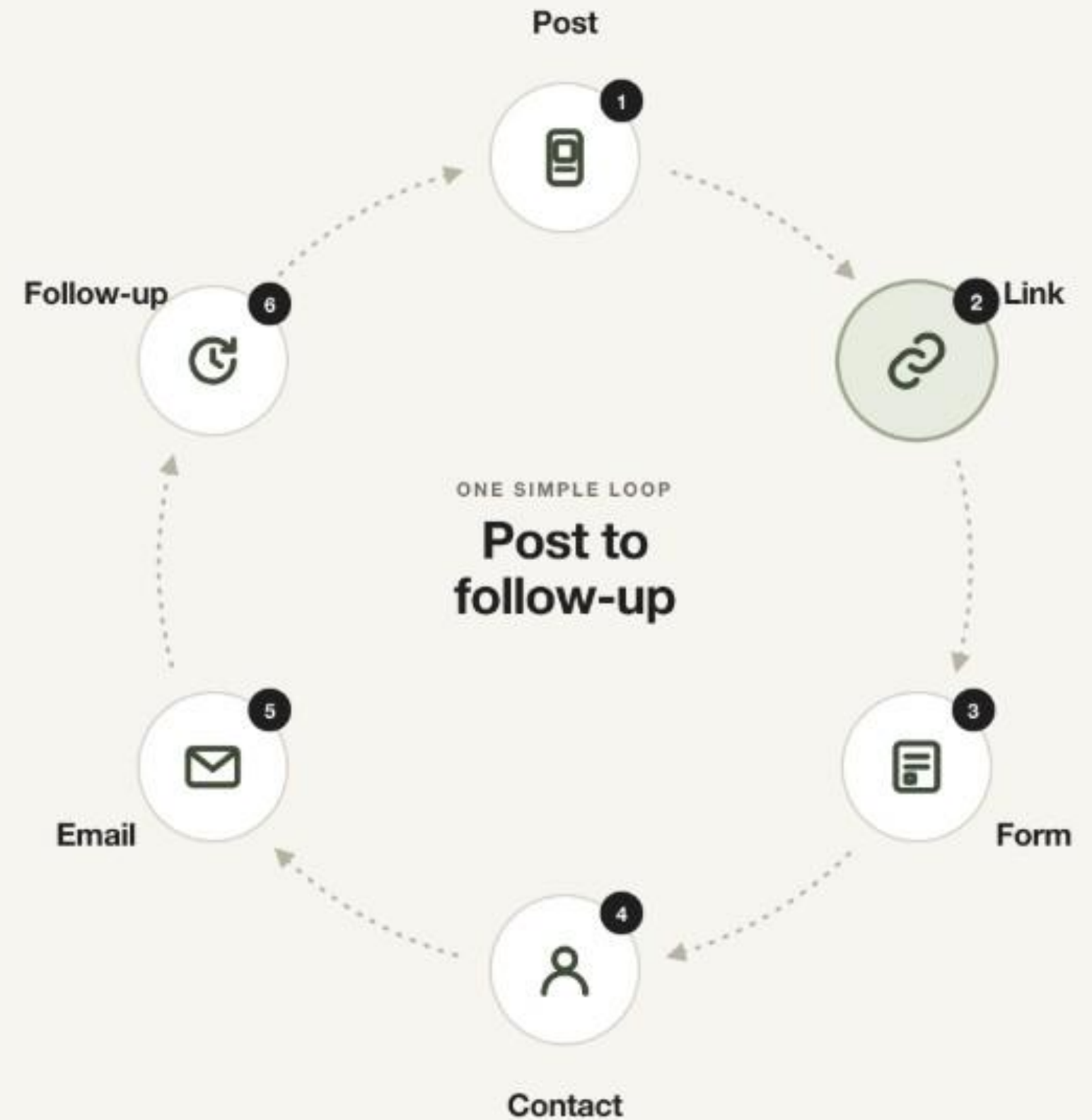
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TODAY'S PLAN

One simple loop you can copy

We'll build it together, live in a free HubSpot account. Questions in the chat any time.

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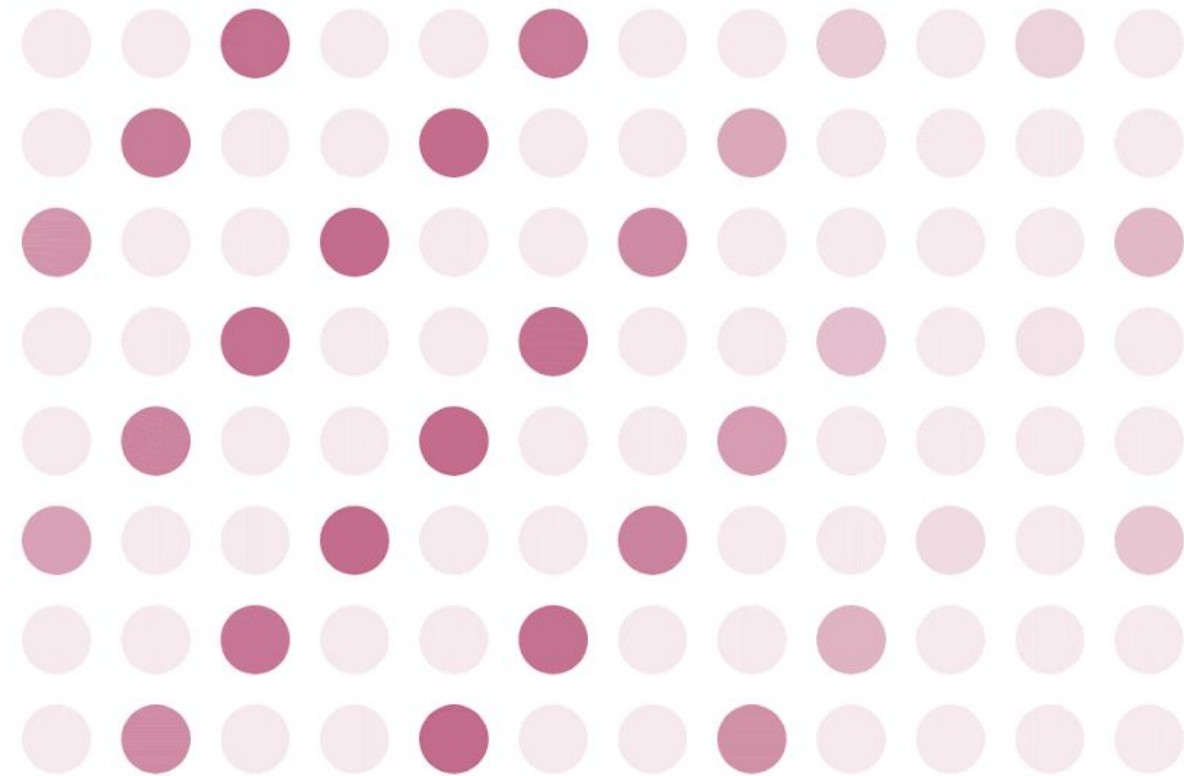
Rent your audience, but own your list

RENTED

● Shown this post

Social followers

The platform decides who sees each post.



The rules can change overnight.

OWNED

Your email list

You reach every person, directly and for free.

- | | | |
|---|-------|--------------------|
| A | Amara | ✓ Gets every email |
| J | Jess | ✓ Gets every email |
| P | Priya | ✓ Gets every email |
| L | Lena | ✓ Gets every email |
| S | Sofia | ✓ Gets every email |
| M | Mai | ✓ Gets every email |

It's yours, even if an app changes.

OUR EXAMPLE BUSINESS (MADE UP)

Meet Bloom Circle Coaching

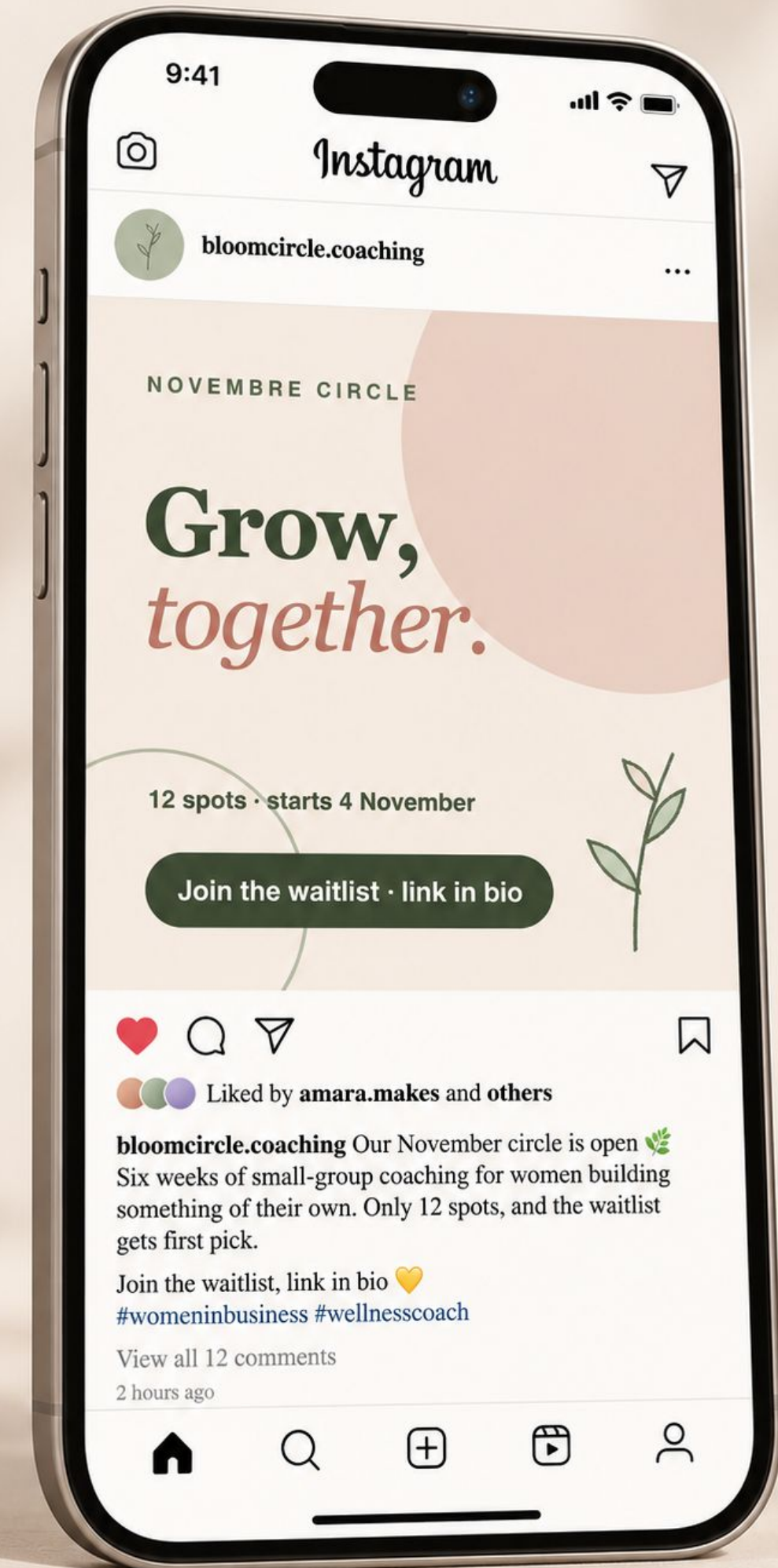


- Ad budget: \$0. About 800 Instagram followers
- Goal: fill 12 spots in November circle
- Challenge: interested people DM her, then she loses track of them

Our Instagram Post

- Relevant for our audience
- Adds value for free and advertisers our core offering or value proposition

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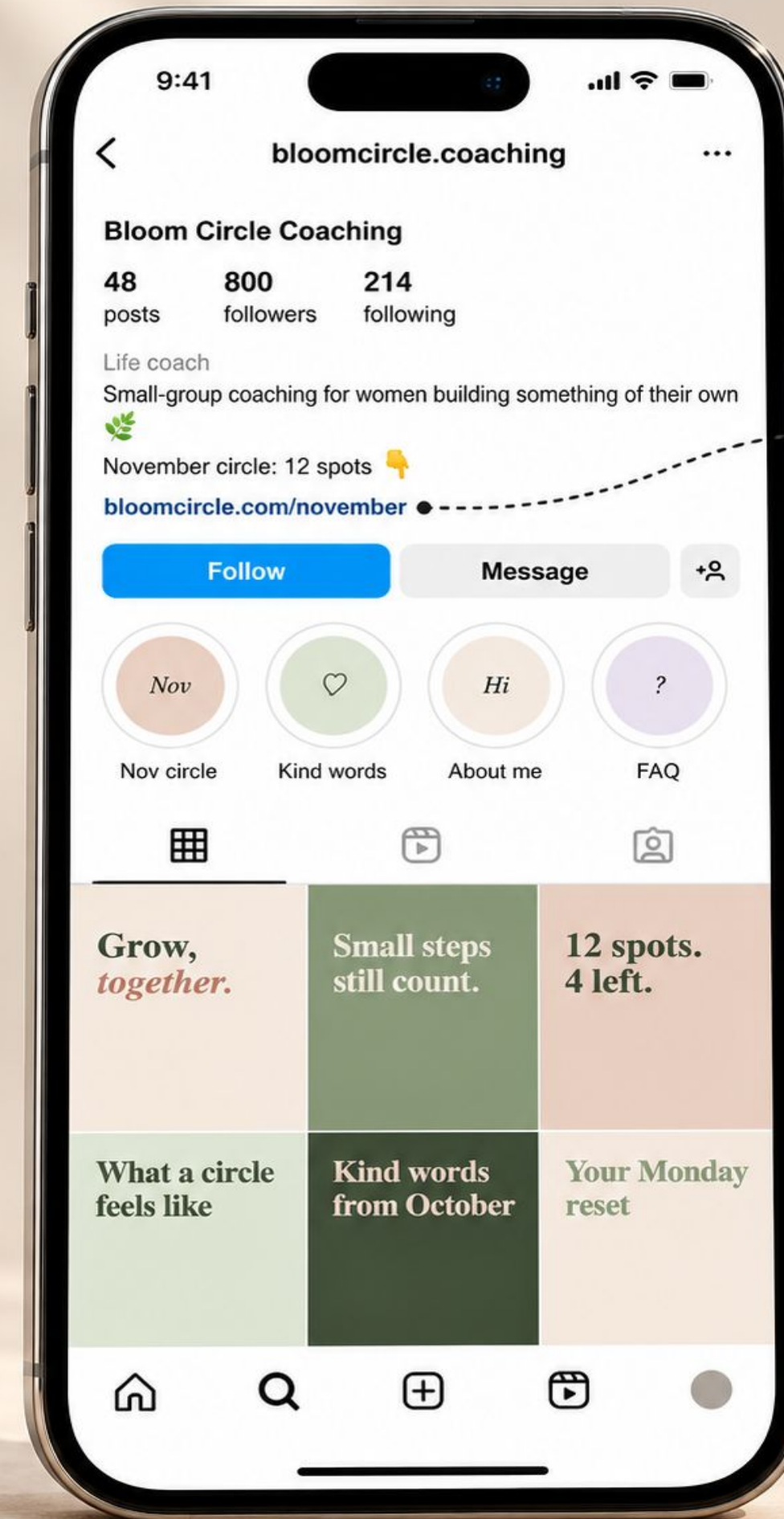


STEP 1

A post with a trackable link

- Post as normal, then add one clear ask: "Join the waitlist, link in bio"
- Put a 'name tag' on your link so you know where each sign-up came from
- Example:
bloomcircle.com/november?utm_source=instagram&utm_campaign=nov-circle
- Google's free Campaign URL Builder makes this link for you. No code to learn >
<https://ga-dev-tools.google/campaign-url-builder/>

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WHERE THE LINK REALLY GOES

bloomcircle.com/november

?utm_source=instagram

&utm_campaign=nov-circle

🏷️ Name tag: came from Instagram

🏷️ Name tag: November circle

LIVE DEMO 1 • ABOUT 8 MINUTES

Let's build it in HubSpot

1

Create the form

2

**Turn it into a
landing page**

3

**Make the trackable
link**

4

**Test sign-up, then
watch the contact
appear**

STEP 1

Forms

What information do you need?

How can you reduce friction?

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Join the November circle waitlist

It takes 30 seconds. I'll email you the details first.

First name *

Jess

Email *

jess@example.com

One thing you'd love help with? (optional)

Getting my first 10 customers



Yes, send me emails from Bloom Circle Coaching about the November circle. I can unsubscribe at any time.

Join the waitlist

Your details are only used to send you circle updates.

STEP 2

Landing Page

4 Questions to ask before creating a landing page:

1. Who is this for?
2. What is the desired action?
3. Why should they trust you?
4. What happens after?

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November Circle Waitlist | Bloom...

bloom CIRCLE COACHING

NOVEMBER CIRCLE

Grow, *together.*

Small-group coaching for women building something of their own. Only 12 spots, and the waitlist gets first pick.

- ✓ A small group of women who get it
- ✓ Practical steps you can use the same week
- ✓ A kind push to keep going when it gets hard

●●●●●●●●○○○○ 12 spots · 4 left

About Circles Kind words

Save your place

It takes 30 seconds. I'll email you the details first.

First name

Jess

Email

jess@example.com

One thing you'd love help with? (optional)

Getting my first 10 customers

☒ Yes, send me emails from Bloom Circle Coaching about the November circle. I can unsubscribe at any time.

Join the waitlist

Your details are only used to send you circle updates.

Made with HubSpot

November Circle Waitlist | Bloom...

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12 spots · 4 left

A

"I left every session with one clear next step, and a group cheering me on."

Amara, October circle

Save your place

It takes 30 seconds. I'll email you the details first.

First name

Jess

Email

jess@example.com

One thing you'd love help with? (optional)

Getting my first 10 customers

☒ Yes, send me emails from Bloom Circle Coaching about the November circle. I can unsubscribe at any time.

Join the waitlist

What happens next: a welcome email lands in your inbox straight away, then the circle dates within a week.

Your details are only used to send you circle updates.

Made with HubSpot

1 Who is this for?
Women building something of their own, said in the first line.

3 Why should they trust you?
A real client, in her own words.

2 What is the desired action?
One button: join the waitlist. Nothing else to click.

4 What happens after?
A welcome email straight away, then the dates.

STEP 3

Sort your contacts into simple lists

- A list (HubSpot calls it a 'segment') is a group you talk to the same way
- Start with 2–3 lists: "November circle interested", "Past clients", "Newsletter"
- Sort by one thing at a time: interest, location, or past client
- This builds on the contacts and lifecycle stages from Session 1

STEP 4

Your first marketing email

- A simple recipe: hello, one useful thing, one ask (a button), sign-off
- Write like you talk. Short beats fancy
- Free HubSpot lets you send up to 2,000 emails a month
- Always: people said yes, they know it's you, and they can unsubscribe easily

LIVE DEMO 2 · ABOUT 8 MINUTES

Write it, send it, automate it

- 1**
Draft the welcome email
- 2**
Send a test to yourself
- 3**
Switch on the automatic follow-up on the form
- 4**
Send to the list

IS IT WORKING? (A QUICK LOOK)

Watch three numbers, not thirty

1

Sign-ups

How many people filled in the form, and where they came from

2

Opens and clicks

Did your email get read?
Did people tap the button?

3

Bookings

Did it turn into paying customers?

Do these five things this week

- ☐ Open (or log in to) your free HubSpot account
- ☐ Build one short form
- ☐ Turn it into one landing page
- ☐ Put one trackable link in your bio
- ☐ Set up one welcome email that sends itself

OVER TO YOU

Questions?

Pop them in the chat

No question is too basic

THANK YOU

Keep going: Session 3, Using Data Effectively

- Next Thursday: turn your HubSpot numbers into a simple story about your business
- Today's recording and resources: on the Global Sisters portal