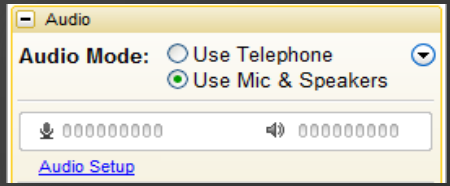
HUBSPOT INTEGRATIONS: MAKE REAL MAGIC

INTERMEDIATE



We will be starting at 2:00 pm ET.

Use the Question Pane in GoToWebinar to Ask Questions!

1. Use the hashtag #InboundLearning on Twitter
2. Question of the day

HubSpot Academy

#INBOUNDLEARNING

TRAINING DAY – Presented by the HubSpot Academy

INBOUND CONTENT

In this training, you'll learn to utilize buyer personas and the buyer's journey to develop the kind of remarkable content that will fuel your business's inbound success.

$999

INBOUND WEBSITE

In this training, you'll learn the fundamentals of contextual marketing and how to use HubSpot's COS to tailor your website to your visitors, leads, and customers.

$999

INBOUND METHOD

You'll learn the basics of how to use inbound marketing to attract, convert, close, and delight. You'll leave this training with the low down on what great inbound strategy is all about.

$499

INBOUND SELLING

We'll cover inbound sales techniques like lead management, qualification, and prospecting to help you close your inbound leads and blow your numbers out of the water.

$699

SIGN UP FOR TRAINING & START YOUR INBOUND WEEK OFF RIGHT!

WEBINAR SCHEDULE

6/10 - Yep, we sync with that! How to use Zapier

6/17 - Monkeying around with Surveys: Explaining our new integration

HubSpot
Mark Kilens
@MarkKilens

Matt Schnitt

@mattschnitt

Sheila Grady

Marketing Programs Manager @ SurveyMonkey

AGENDA

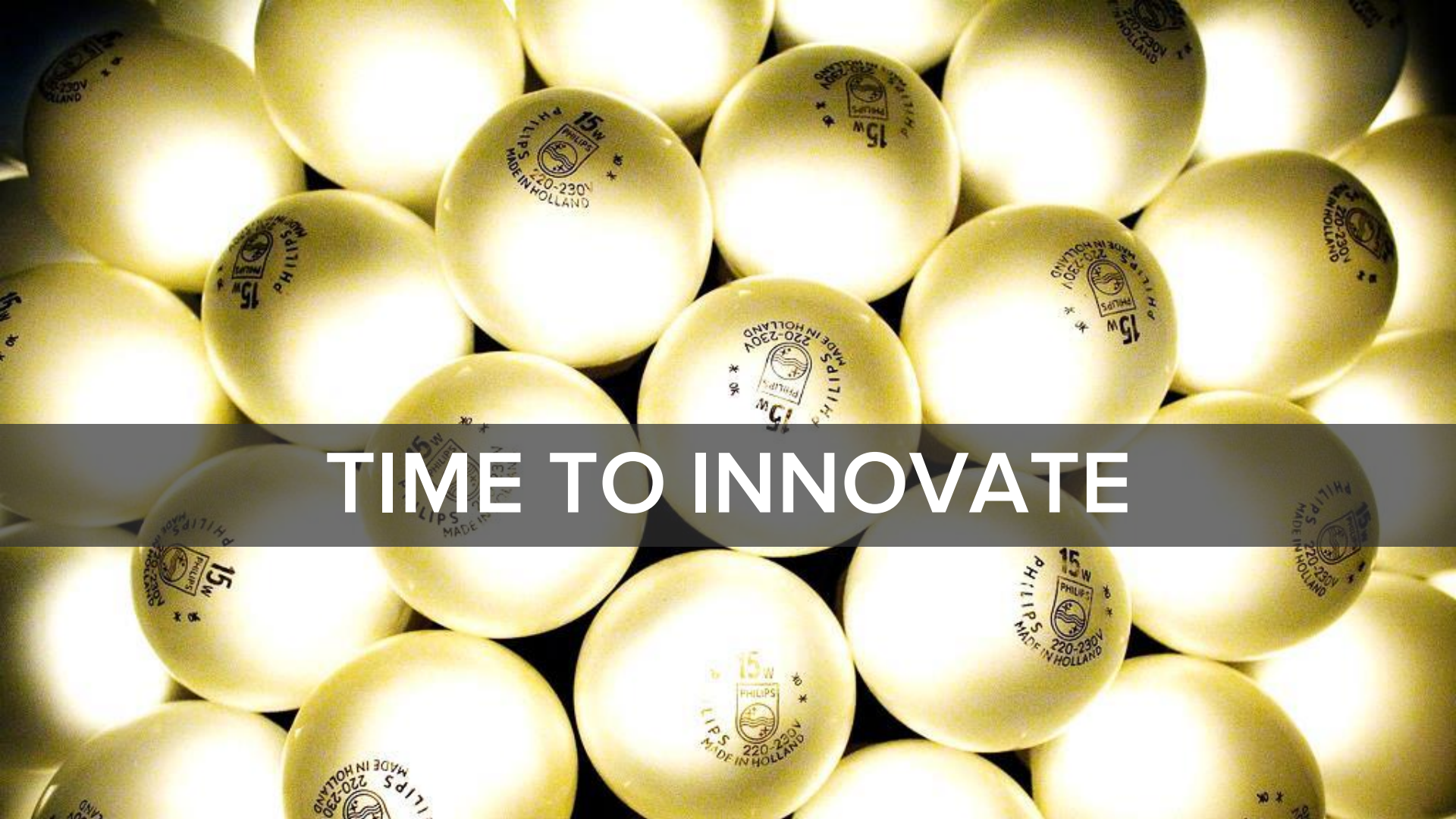
1. A Survey? OH MY!
2. How to create a survey
3. A guided tour of the integration

1 A SURVEY? OH MY!

Why do you want to create a survey?

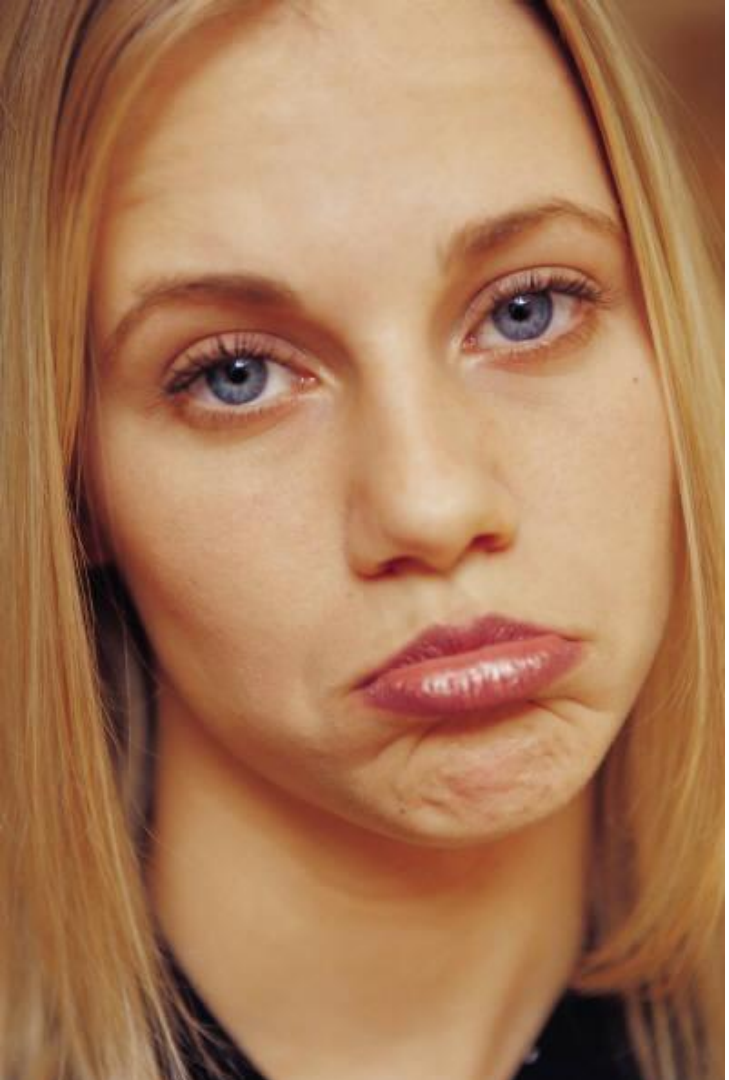
Your job is to serve people

Serve people by listening.


TIME TO INNOVATE

INNOVATION

Do you ever close the loop with the survey’s respondents?

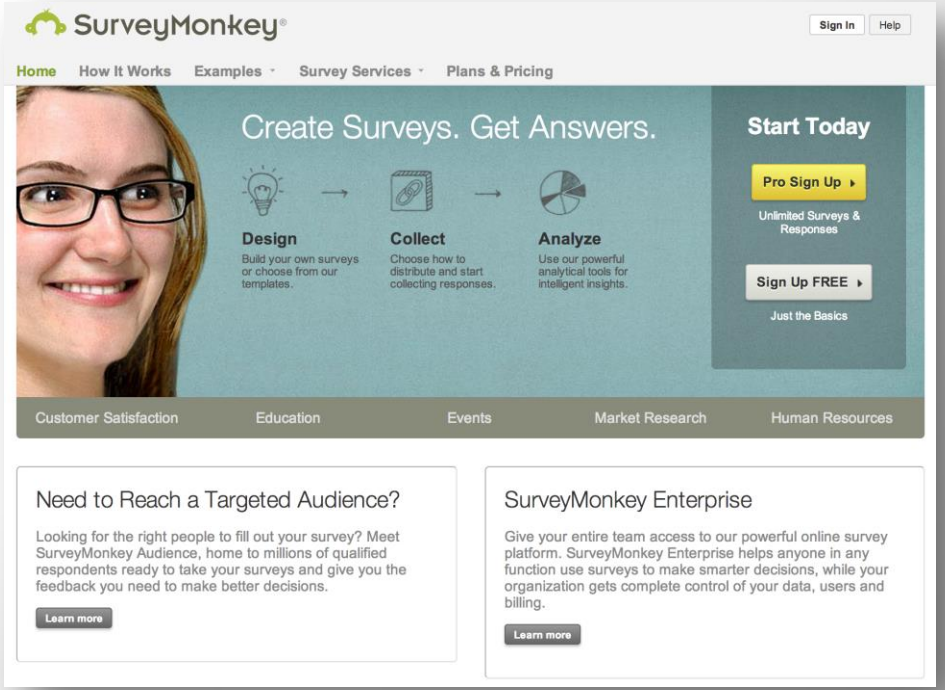


Don’t ignore them or make them feel left out.

It’s WICKED easy with the HubSpot + SurveyMonkey integration.

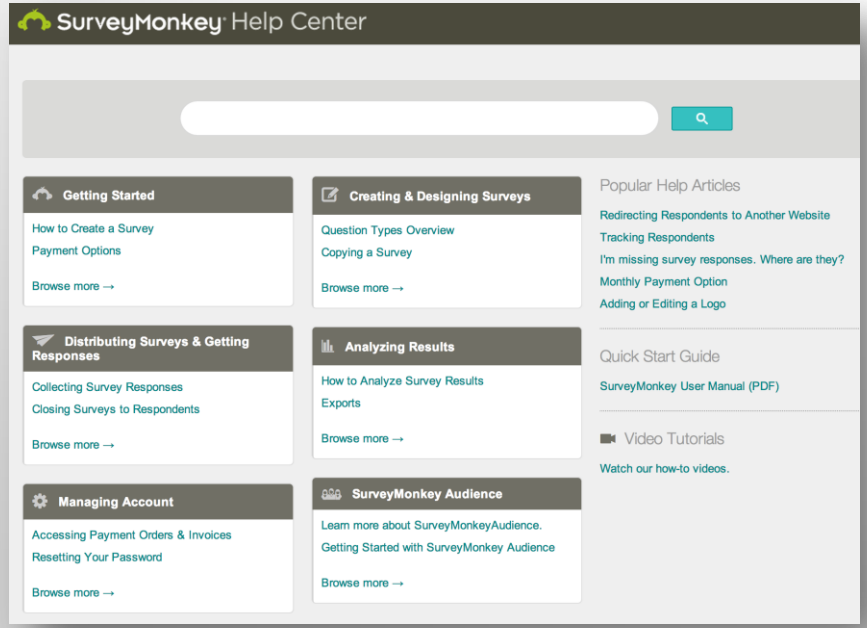
2 HOW TO CREATE A SURVEY.

Greetings from **SurveyMonkey**!

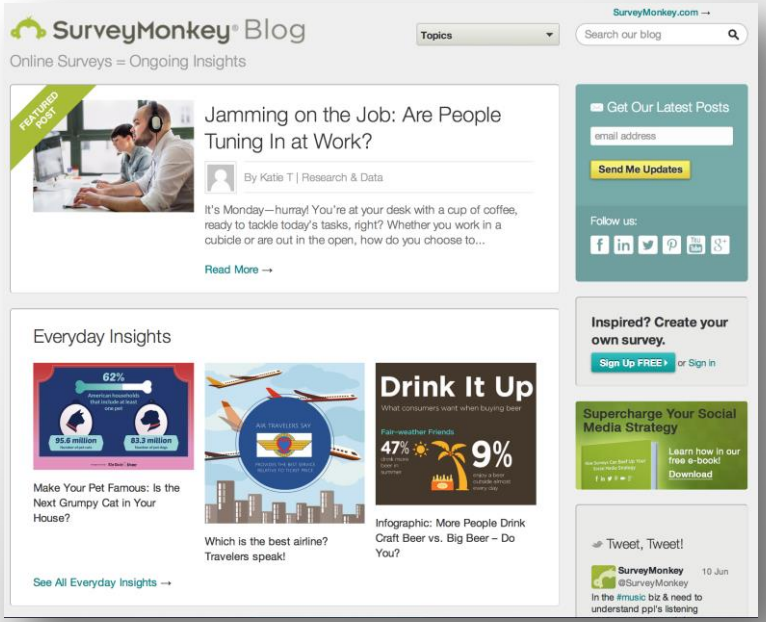


Important Resources

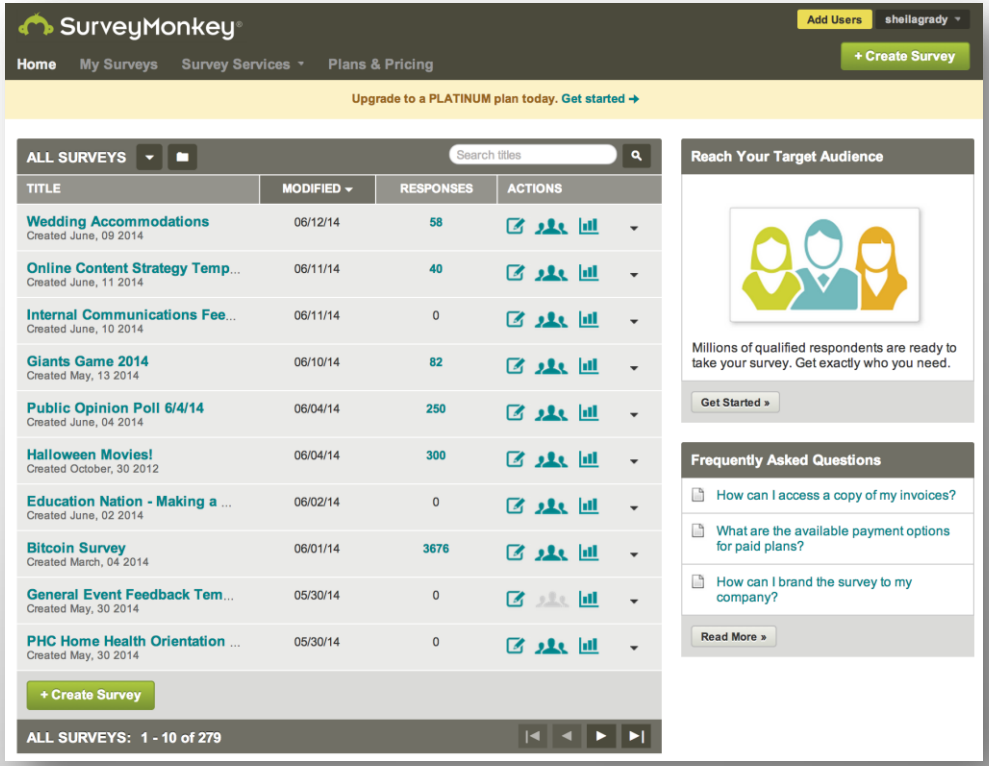
help.surveymonkey.com



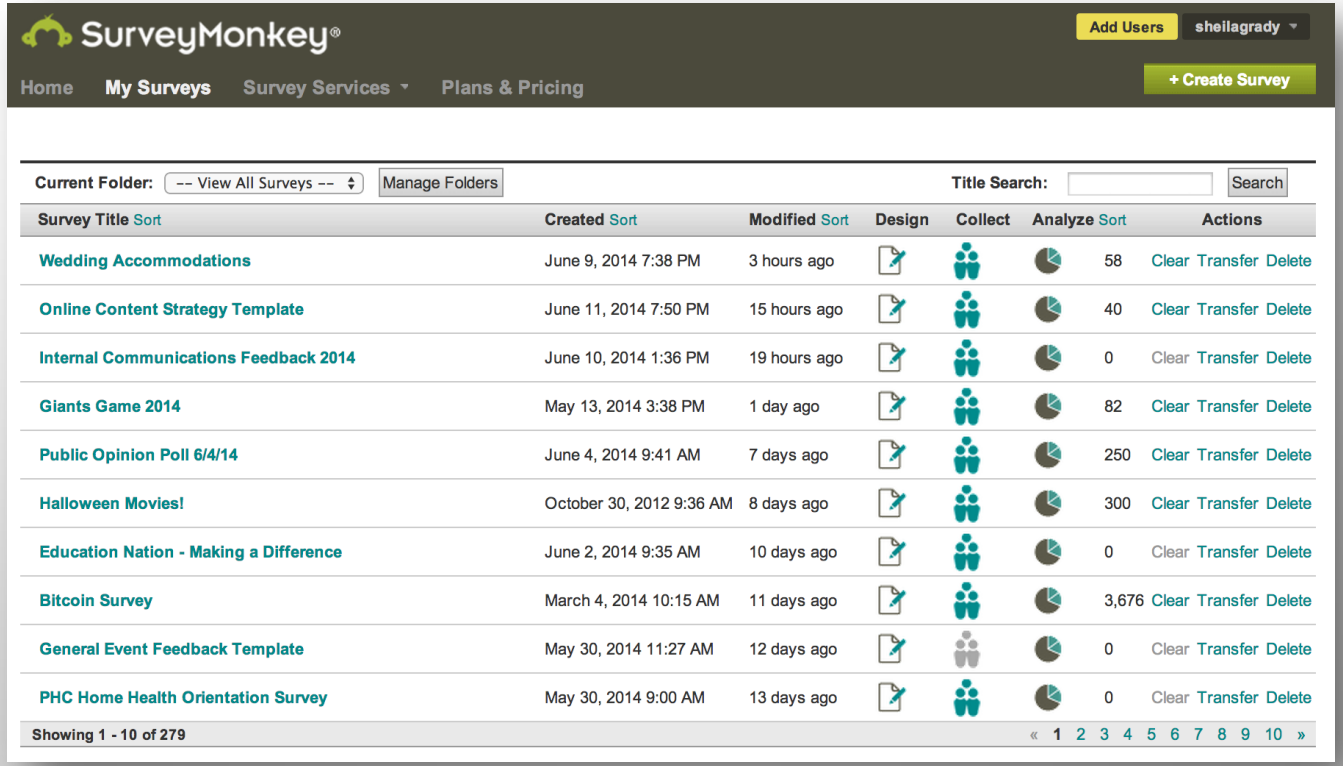
surveymonkey.com/blog



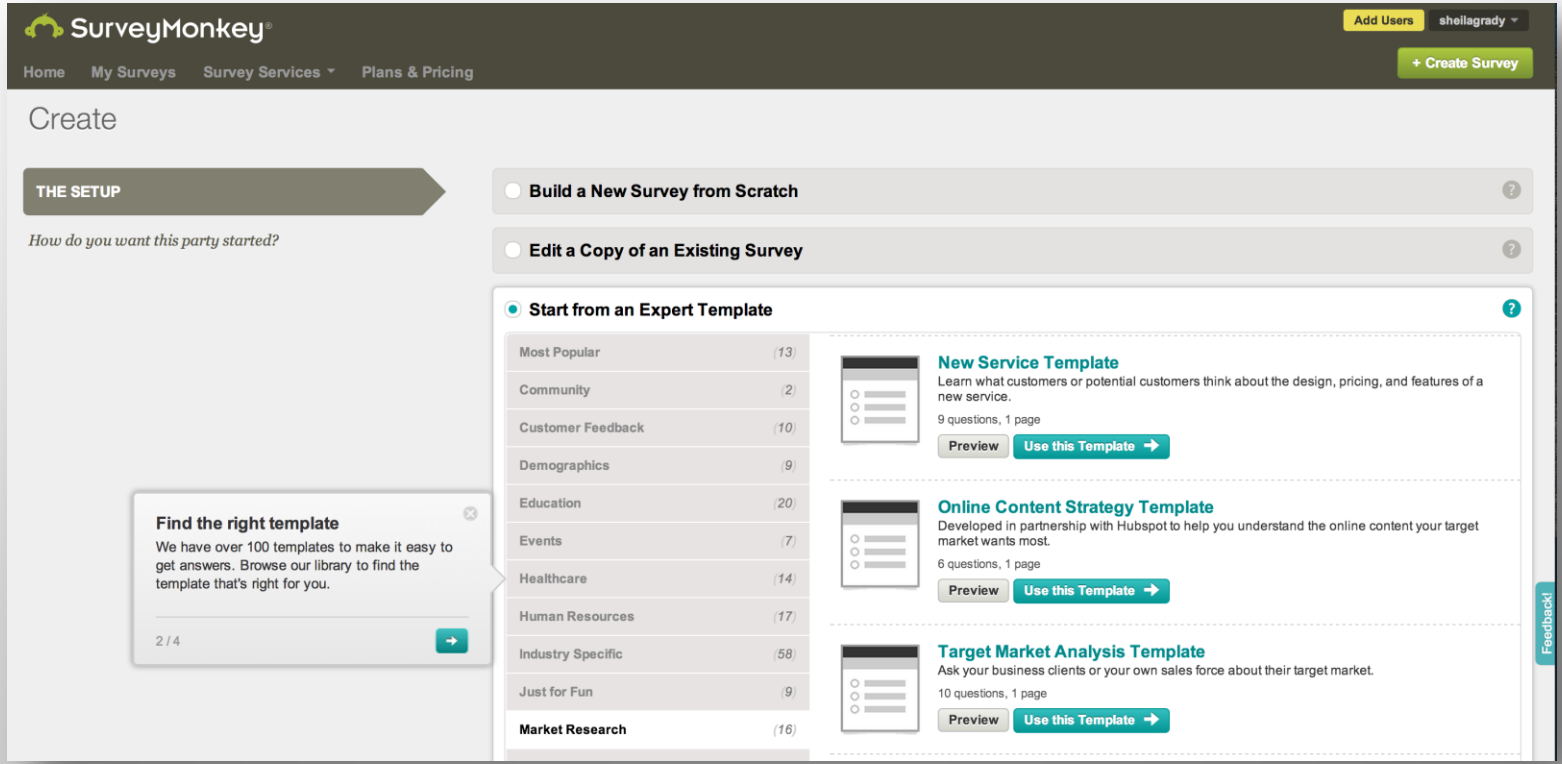
The Homepage



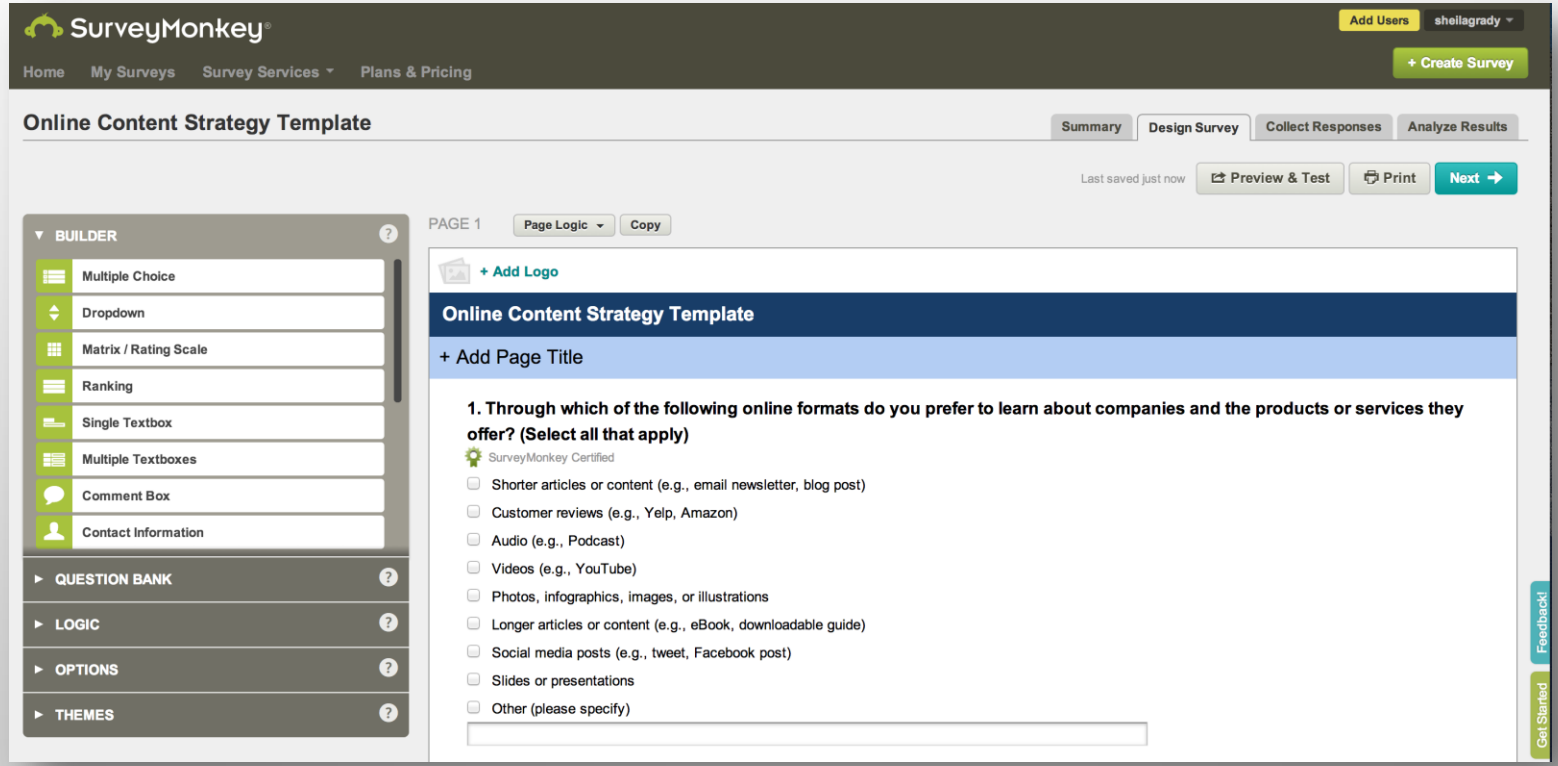
My Surveys


SurveyMonkey
Add Users
sheilagrady
Home
My Surveys
Survey Services
Plans & Pricing
+ Create Survey
Current Folder: -- View All Surveys --
Manage Folders
Title Search:
Search
Survey Title Sort
Created Sort
Modified Sort
Design
Collect
Analyze Sort
Actions
Wedding Accommodations June 9, 2014 7:38 PM 3 hours ago 58 Clear Transfer Delete
Online Content Strategy Template June 11, 2014 7:50 PM 15 hours ago 40 Clear Transfer Delete
Internal Communications Feedback 2014 June 10, 2014 1:36 PM 19 hours ago 0 Clear Transfer Delete
Giants Game 2014 May 13, 2014 3:38 PM 1 day ago 82 Clear Transfer Delete
Public Opinion Poll 6/4/14 June 4, 2014 9:41 AM 7 days ago 250 Clear Transfer Delete
Halloween Movies! October 30, 2012 9:36 AM 8 days ago 300 Clear Transfer Delete
Education Nation - Making a Difference June 2, 2014 9:35 AM 10 days ago 0 Clear Transfer Delete
Bitcoin Survey March 4, 2014 10:15 AM 11 days ago 3,676 Clear Transfer Delete
General Event Feedback Template May 30, 2014 11:27 AM 12 days ago 0 Clear Transfer Delete
PHC Home Health Orientation Survey May 30, 2014 9:00 AM 13 days ago 0 Clear Transfer Delete
Showing 1 - 10 of 279
« 1 2 3 4 5 6 7 8 9 10 »

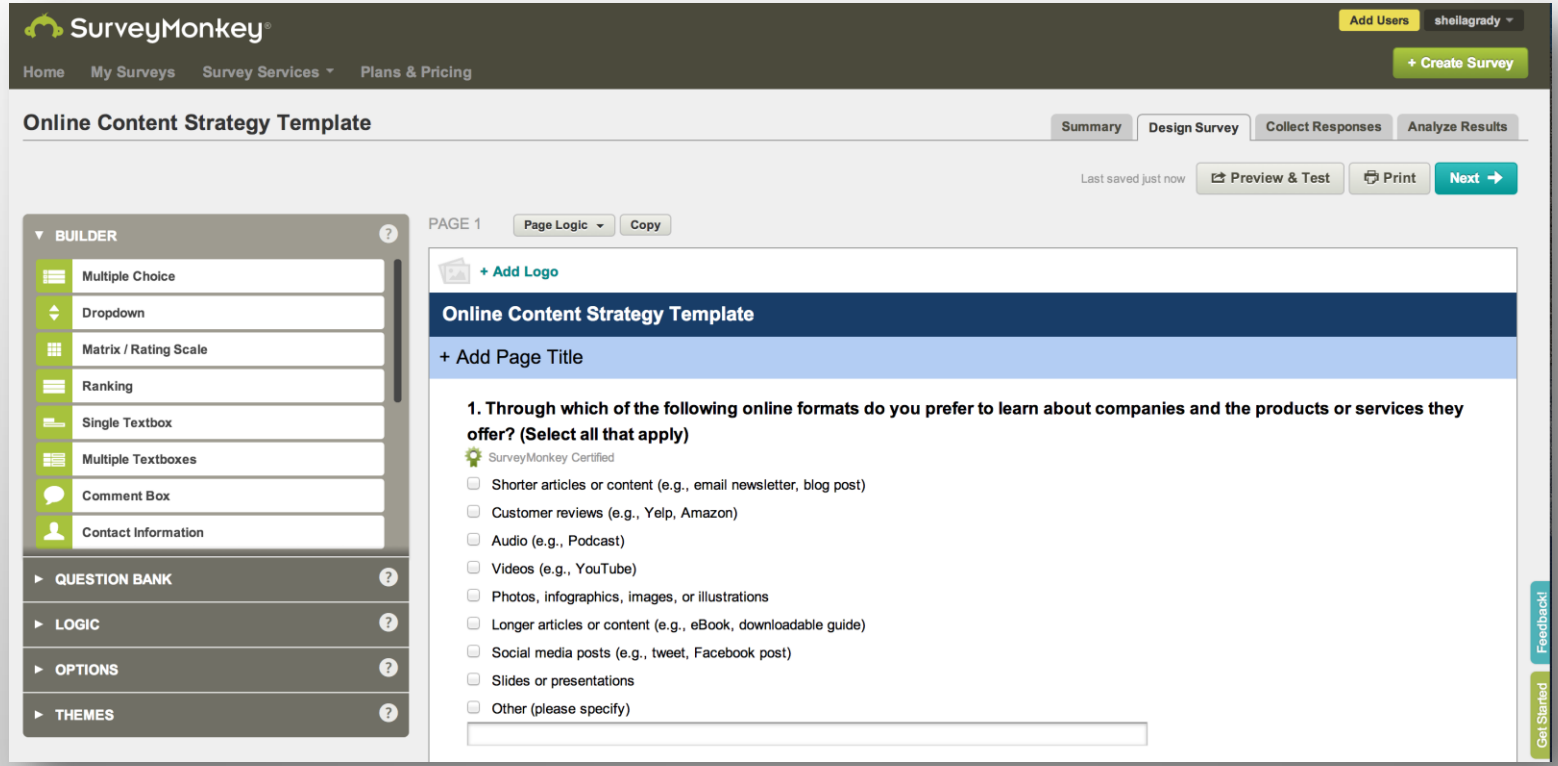
Create


SurveyMonkey
Add Users
sheilagrady
Home
My Surveys
Survey Services
Plans & Pricing
+ Create Survey
Create
THE SETUP
How do you want this party started?
Build a New Survey from Scratch
Edit a Copy of an Existing Survey
Start from an Expert Template
Most Popular (13)
Community (2)
Customer Feedback (10)
Demographics (9)
Education (20)
Events (7)
Healthcare (14)
Human Resources (17)
Industry Specific (58)
Just for Fun (9)
Market Research (16)
New Service Template
Learn what customers or potential customers think about the design, pricing, and features of a new service.
9 questions, 1 page
Preview
Use this Template
Online Content Strategy Template
Developed in partnership with Hubspot to help you understand the online content your target market wants most.
6 questions, 1 page
Preview
Use this Template
Target Market Analysis Template
Ask your business clients or your own sales force about their target market.
10 questions, 1 page
Preview
Use this Template
Find the right template
We have over 100 templates to make it easy to get answers. Browse our library to find the template that's right for you.
2 / 4
Feedback!

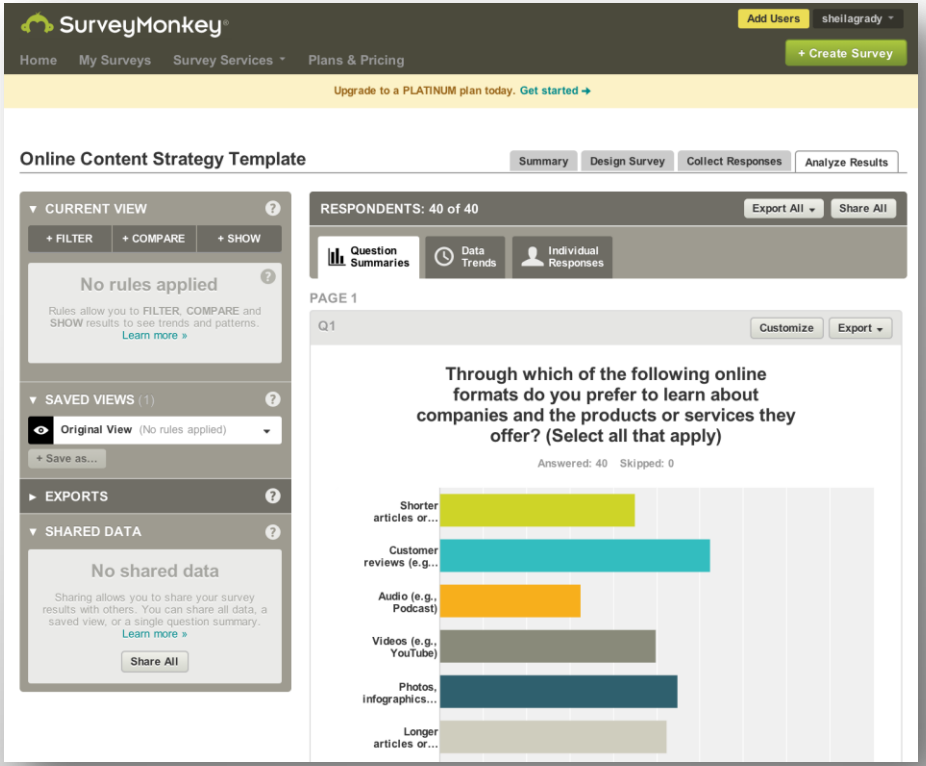
Design Survey



Collector Responses



Analyze Results



SURVEY DO'S

1. Establish your survey's goals and research question

2. Make sure you test your survey before sending it out

3. Trust the data you've collected

SURVEY DON'TS

1. Don't use double-barreled questions
2. Don't use jargon or insider language
3. Don't ask leading questions

3 A GUIDED TOUR OF THE INTEGRATION.

WHAT IT DOES

- Adds survey data to a HubSpot contact record
- Allows you to segment on whether someone filled out a survey (and the specific answers to their survey questions)
- Passes the survey data to Salesforce, if it's integrated

First Touch
3 Years Ago
Direct Traffic

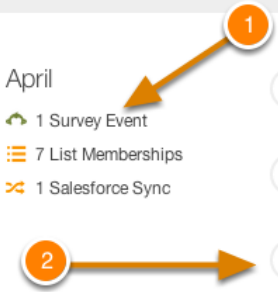
Last Touch
10 Days Ago
Opened Email

Lifecycle Stage
Customer
Since May 13, 2013

Starred

HubSpot Score: 75

Showing All 117 Interacti... | Add Note



April
1 Survey Event
7 List Memberships
1 Salesforce Sync

Added to Contacts with City
Apr 10 2014 at 10:11 AM

Added to IP Addresses (TB)
Apr 9 2014 at 3:33 PM

Responded to NPS Survey
Hide Survey Answers - Apr 6 2014 at 3:06 PM

Answered 4 survey questions.

How likely is it that you would recommend this company to a friend or colleague?
9

Why did you give us that score?
It would be a 10 but you only offer web ticket support, would love a dedicated number to call!

Email
mschnitt@hubspot.com

What is the single biggest thing we could do to enhance your experience with the product?
Make everything realtime!

Show all 9 interactions from April

Lists » NPS Promoters

Export List | View List | List Actions | Salesforce Actions

Which contacts should be in this list?

Include contacts who meet all of these requirements:

SurveyMonkey Survey | NPS Survey | How likely is it that y... | is any of | × 9 | × Extremely likely - 10

- List Membership
- Form Submission
- Page View
- Event
- Webinar
- SurveyMonkey Survey

s to this list who meet a different set of requirements

Company Domain Name

New Date Property 4/21/2014

HubSpot Intelligence

NPS Survey
Apr 6, 2014 - 11:06 pm

Responded to:

4 questions

Return to all HubSpot Intelligence

How likely is it that you would recommend this company to a friend or colleague?
9

Why did you give us that score?
It would be a 10 but you only offer web ticket support, would love a dedicated number to call!

Email
mschnitt@hubspot.com

What is the single biggest thing we could do to enhance your experience with the product?

Make everything realtime!

HubSpot Workflow Nurturing

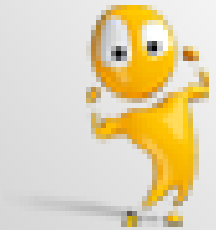
SENDING SURVEYS

1. Web Link Collector – Send a survey using HubSpot email
2. Email Collector – Send a survey using SurveyMonkey's email

CUSTOMER SATISFACTION SURVEYS

- Trigger follow-up emails based on customer satisfaction surveys.
- Alert account managers when a customer responds poorly to a customer satisfaction survey.
- Create a social inbox monitoring list of your happiest or unhappiest customers.

CUSTOMER SATISFACTION SURVEYS



mixamo

Mixamo Decimator Feedback

1. Mixamo Decimator - Thank you for your feedback!

*1. Email Address or Mixamo login

*2. What is primary occupation, hobby, or reason for interest in the Decimator:

- Animator
- Film/VFX
- Game Developer
- Modeler
- Rigger
- Student
- Technical Director
- Other (please specify)

*3. How would you describe your 3D modeling ability?

- Professional
- Student
- Beginner
- No experience

DO YOU KNOW WHAT CONTENT WILL RESONATE WITH EACH VISITOR?

NOW YOU CAN.

TWO STEPS TO MORE RELEVANCY

1. Send a content preference survey.
2. Use Smart CTAs and smart lists to ensure survey respondents only get the content types they say they like best.

Smart CTA Rules

We will display the correct CTA for each contact based on the rules you define below:

When a contact is a member of the following lists : Edit | Swap | Delete

Survey Monkey: Prefers eBooks to Webinars ×

+ Add a Smart CTA Rule

Default CTA

Displayed when a contact isn't in any of the lists specified by the **Smart CTA Rules** above. Edit | Swap

PERSONA BUILDING SURVEY

- Learn more about work and personal lives of target personas.

- Leverage HubSpot's persona tool to turn this intelligence into actionable marketing strategy.

*9. What type of landlord would you describe yourself as?

- [x] I run my portfolio as my primary business.
- [ ] I have an investment portfolio/property but it's not my primary income source.
- [ ] I didn't buy my property with the intention of being a landlord.
- [ ] I am a first time landlord.

POST-EVENT FEEDBACK SURVEY

- Don’t miss an opportunity to delight, even after an event
- Route prospect responses to sales & customer responses

1. How much have your knowledge of the SurveyMonkey integration improved because of the webinar?

- A great deal
- A lot
- A moderate amount
- A little
- None at all

2. Was this webinar better than what you expected, worse than what you expected, or about what you expected?

- A great deal better
- Quite a bit better
- Somewhat better
- About what was expected
- Somewhat worse
- Quite a bit worse
- A great deal worse

PRIMARY BENEFITS

1. Stay closer to the prospect or customer.
2. Show that you care.
3. Use responses as intelligence.
4. Turn responses into actionable marketing in HubSpot.

Feel a little more like a superhero!?

IT’S 100% FREE!!

NEXT STEPS

1. Identify your survey use case – a satisfaction survey works great
2. Sign up for a SurveyMonkey account
3. Create a survey following SurveyMonkey's best practices
4. Send your survey & gather responses in HubSpot

RESOURCES

- Take our post-event survey
- Sign up for a SurveyMonkey account
- HubSpot's SurveyMonkey Integration Help Documentation
- Ultimate Guide to Using Online Surveys
- SurveyMonkey Blog Post

QUESTIONS?

THANK YOU.

HubSpot Academy