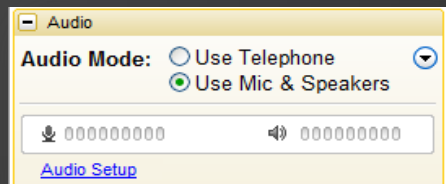


HUBSPOT INTEGRATIONS: MAKE REAL MAGIC

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

#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



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?**



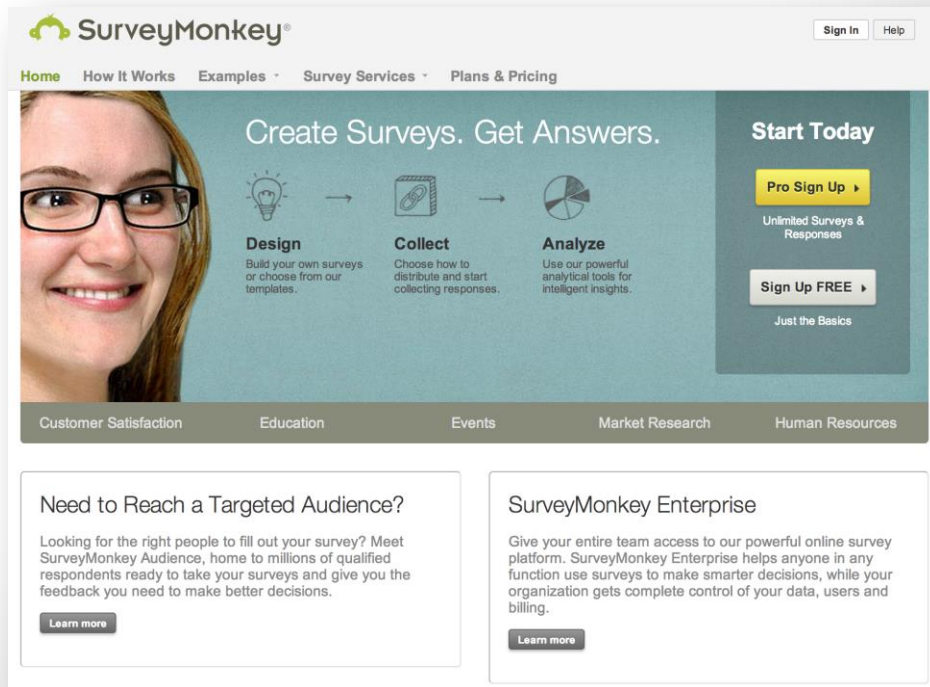
**Don't ignore them or
make them feel left out.**



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

2 HOW TO CREATE A SURVEY.

Greetings from SurveyMonkey!



The screenshot shows the SurveyMonkey homepage. At the top is the SurveyMonkey logo and navigation links for Sign In and Help. Below the navigation bar are links for Home, How It Works, Examples, Survey Services, and Plans & Pricing. The main hero section features a large image of a smiling woman with glasses on the left. To her right, the text 'Create Surveys. Get Answers.' is displayed above a three-step process: Design (Build your own surveys or choose from our templates), Collect (Choose how to distribute and start collecting responses), and Analyze (Use our powerful analytical tools for intelligent insights). On the far right of the hero section is a 'Start Today' box with a 'Pro Sign Up' button, 'Unlimited Surveys & Responses', a 'Sign Up FREE' button, and 'Just the Basics' text. Below the hero section is a horizontal bar with category links: Customer Satisfaction, Education, Events, Market Research, and Human Resources. The lower part of the page contains two white boxes. The first box, titled 'Need to Reach a Targeted Audience?', describes the SurveyMonkey Audience feature and includes a 'Learn more' button. The second box, titled 'SurveyMonkey Enterprise', describes the enterprise platform and also includes a 'Learn more' button.

SurveyMonkey®

Sign In Help

Home How It Works Examples Survey Services Plans & Pricing

Create Surveys. Get Answers.

Design
Build your own surveys or choose from our templates.

Collect
Choose how to distribute and start collecting responses.

Analyze
Use our powerful analytical tools for intelligent insights.

Start Today

Pro Sign Up ▶

Unlimited Surveys & Responses

Sign Up FREE ▶

Just the Basics

Customer Satisfaction Education Events Market Research Human Resources

Need to Reach a Targeted Audience?

Looking for the right people to fill out your survey? Meet SurveyMonkey Audience, home to millions of qualified respondents ready to take your surveys and give you the feedback you need to make better decisions.

Learn more

SurveyMonkey Enterprise

Give your entire team access to our powerful online survey platform. SurveyMonkey Enterprise helps anyone in any function use surveys to make smarter decisions, while your organization gets complete control of your data, users and billing.

Learn more

Important Resources


help.surveymonkey.com

The SurveyMonkey Help Center homepage features a dark header with the SurveyMonkey logo and 'Help Center' text. Below the header is a search bar. The main content area is organized into four columns. The first column, 'Getting Started', includes links for 'How to Create a Survey', 'Payment Options', and a 'Browse more' link. The second column, 'Creating & Designing Surveys', includes links for 'Question Types Overview', 'Copying a Survey', and a 'Browse more' link. The third column, 'Analyzing Results', includes links for 'How to Analyze Survey Results', 'Exports', and a 'Browse more' link. The fourth column, 'SurveyMonkey Audience', includes links for 'Learn more about SurveyMonkey Audience' and 'Getting Started with SurveyMonkey Audience', with a 'Browse more' link at the bottom. To the right of these columns are sections for 'Popular Help Articles' (listing 'Redirecting Respondents to Another Website', 'Tracking Respondents', 'I'm missing survey responses. Where are they?', 'Monthly Payment Option', and 'Adding or Editing a Logo'), 'Quick Start Guide' (with a link to the 'SurveyMonkey User Manual (PDF)'), and 'Video Tutorials' (with a link to 'Watch our how-to videos.').

surveymonkey.com/blog

The SurveyMonkey Blog homepage has a light gray header with the SurveyMonkey logo and 'Blog' text. To the right of the header is a search bar and a 'Topics' dropdown menu. Below the header, the main content area is divided into two columns. The left column features a 'Featured Post' titled 'Jamming on the Job: Are People Tuning In at Work?' by Katie T. | Research & Data, with a 'Read More' link. Below this is a section titled 'Everyday Insights' with three featured articles: 'Make Your Pet Famous: Is the Next Grumpy Cat in Your House?', 'Which is the best airline? Travelers speak!', and 'Infographic: More People Drink Craft Beer vs. Big Beer - Do You?'. The right column contains a 'Get Our Latest Posts' section with an email address input field and a 'Send Me Updates' button. Below this is a 'Follow us' section with social media icons for Facebook, LinkedIn, Twitter, YouTube, and Google+. At the bottom right is a 'Supercharge Your Social Media Strategy' section with a link to 'Learn how in our free e-book! Download'.

The Homepage



[Add Users](#) [shellagrady](#)

[Home](#) [My Surveys](#) [Survey Services](#) [Plans & Pricing](#) [+ Create Survey](#)

Upgrade to a PLATINUM plan today. [Get started](#)

ALL SURVEYS


Search titles

TITLE	MODIFIED	RESPONSES	ACTIONS
Wedding Accommodations Created June, 09 2014	06/12/14	58	Edit Share Analytics
Online Content Strategy Temp... Created June, 11 2014	06/11/14	40	Edit Share Analytics
Internal Communications Fee... Created June, 10 2014	06/11/14	0	Edit Share Analytics
Giants Game 2014 Created May, 13 2014	06/10/14	82	Edit Share Analytics
Public Opinion Poll 6/4/14 Created June, 04 2014	06/04/14	250	Edit Share Analytics
Halloween Movies! Created October, 30 2012	06/04/14	300	Edit Share Analytics
Education Nation - Making a ... Created June, 02 2014	06/02/14	0	Edit Share Analytics
Bitcoin Survey Created March, 04 2014	06/01/14	3676	Edit Share Analytics
General Event Feedback Tem... Created May, 30 2014	05/30/14	0	Edit Share Analytics
PHC Home Health Orientation ... Created May, 30 2014	05/30/14	0	Edit Share Analytics

[+ Create Survey](#)

ALL SURVEYS: 1 - 10 of 279

Reach Your Target Audience



Millions of qualified respondents are ready to take your survey. Get exactly who you need.

[Get Started](#)

Frequently Asked Questions


[How can I access a copy of my invoices?](#)

[What are the available payment options for paid plans?](#)

[How can I brand the survey to my company?](#)

[Read More](#)

My Surveys

 **SurveyMonkey®**































Add Users sheilagradly ▾

Home **My Surveys** Survey Services ▾ Plans & Pricing

+ Create Survey

Current Folder: -- View All Surveys -- ▾ Manage Folders


Title Search: Search

Survey Title <small>Sort</small>	Created <small>Sort</small>	Modified <small>Sort</small>	Design	Collect	Analyze <small>Sort</small>	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**®

[Home](#) [My Surveys](#) [Survey Services](#) [Plans & Pricing](#)

[Add Users](#) [shellagrady](#)

[+ 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**

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


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 →](#)

Feedback

Design Survey

 **SurveyMonkey**®

HomeMy SurveysSurvey Services ▾Plans & Pricing

Add Userssheilagradys

+ Create Survey

Online Content Strategy Template

SummaryDesign SurveyCollect ResponsesAnalyze Results

Last saved just nowPreview & TestPrintNext →

▼ BUILDER ?

Multiple Choice

Dropdown

Matrix / Rating Scale

Ranking

Single Textbox

Multiple Textboxes

Comment Box

Contact Information

► QUESTION BANK ?

► LOGIC ?

► OPTIONS ?

► THEMES ?

PAGE 1

Page Logic ▾Copy

+ Add Logo

Online Content Strategy Template

+ Add Page Title

1. Through which of the following online formats do you prefer to learn about companies and the products or services they offer? (Select all that apply)

SurveyMonkey Certified

☐ Shorter articles or content (e.g., email newsletter, blog post)

☐ Customer reviews (e.g., Yelp, Amazon)

☐ Audio (e.g., Podcast)

☐ Videos (e.g., YouTube)

☐ Photos, infographics, images, or illustrations

☐ Longer articles or content (e.g., eBook, downloadable guide)

☐ Social media posts (e.g., tweet, Facebook post)


☐ Slides or presentations

☐ Other (please specify)

Feedback

Get Started

Collector Responses



[Add Users](#) [sheilagradly](#)

[Home](#) [My Surveys](#) [Survey Services](#) [Plans & Pricing](#)

[+ Create Survey](#)

Online Content Strategy Template

[Summary](#) [Design Survey](#) [Collect Responses](#) [Analyze Results](#)

Last saved just now [Preview & Test](#) [Print](#) [Next](#)

BUILDER

Multiple Choice

Dropdown

Matrix / Rating Scale

Ranking

Single Textbox

Multiple Textboxes

Comment Box

Contact Information

QUESTION BANK

LOGIC

OPTIONS

THEMES

PAGE 1

[Page Logic](#) [Copy](#)

+ Add Logo

Online Content Strategy Template

+ Add Page Title

1. Through which of the following online formats do you prefer to learn about companies and the products or services they offer? (Select all that apply)

SurveyMonkey Certified

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☐ Videos (e.g., YouTube)

☐ Photos, infographics, images, or illustrations

☐ Longer articles or content (e.g., eBook, downloadable guide)

☐ Social media posts (e.g., tweet, Facebook post)

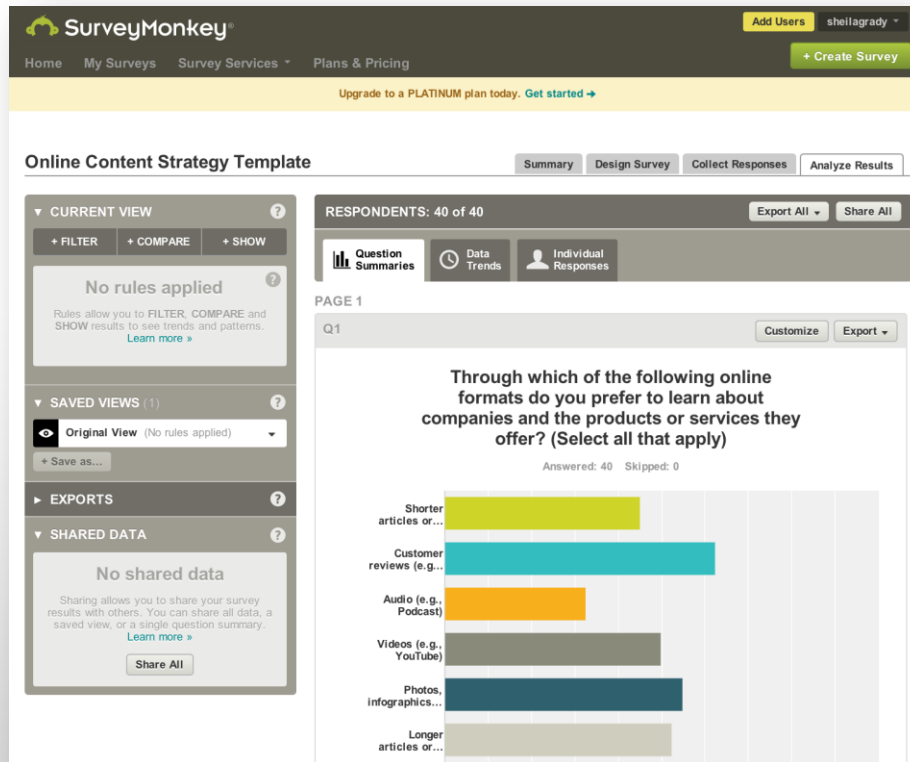
☐ Slides or presentations

☐ Other (please specify)

Feedback

Get Started

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

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 x



Featured Download:

HOW TO REACT TO THE LATEST
SOCIAL MEDIA UPDATES

Download Now

[+ 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

Featured Webinar:

**The Secrets to Success on Social
Media:** Learn how to get more
followers, engagement, & revenue.

Save Your Seat Now



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.



OR £70 Love2shop VOUCHERS

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

- ☒ 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.