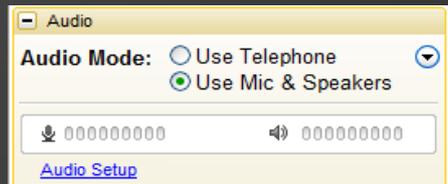


# TAKE YOUR MARKETING MOBILE WITH HUBSPOT



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

Why are you interested in learning about the mobile app? What other business mobile apps do you use?

**#INBOUNDLEARNING**



**Mark Kilens**

@MarkKilens



**Maggie Hibma**

@MaggieHibma

# AGENDA

- 1 Why the mobile app is important
- 2 How to install and use the mobile app
- 3 Become a mobile app expert in 5 steps



# 1 WHY THE MOBILE APP IS IMPORTANT.



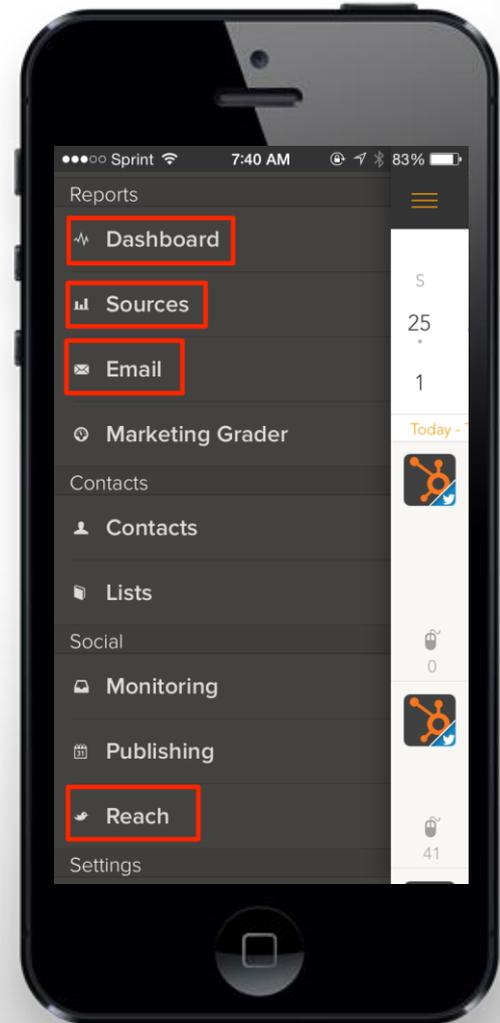
“The mobile app is great for keeping an eye on our visits, leads and content when I’m not in the office. I make sure leads that come in on off-hours are handled by the right person in a timely manner – **not all business is “done” between 8am and 5pm!**”



Dan Moyle  
Creative Director of Marketing  
AmeriFirst Home Mortgage

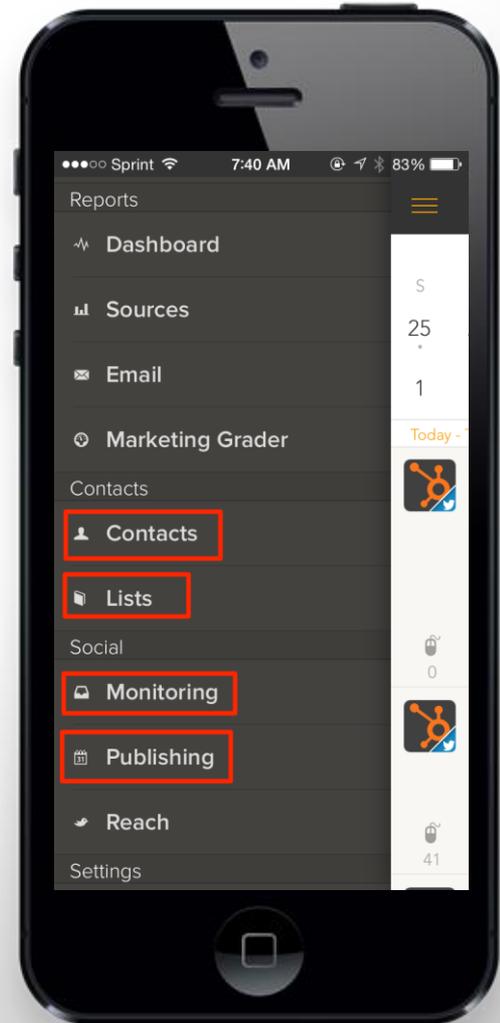
# SURVEY SAYS...

- Check up on my website traffic
- See progress on various campaigns
- Monitor my inbound marketing efforts
- To check my total versus goal metrics
- Understand visit trends
- See how my social media is performing



# SURVEY SAYS...

- Monitoring my social streams
- Checking on new contacts
- See who's opening my emails
- Watching my Lists growth
- Publishing social content for my audience

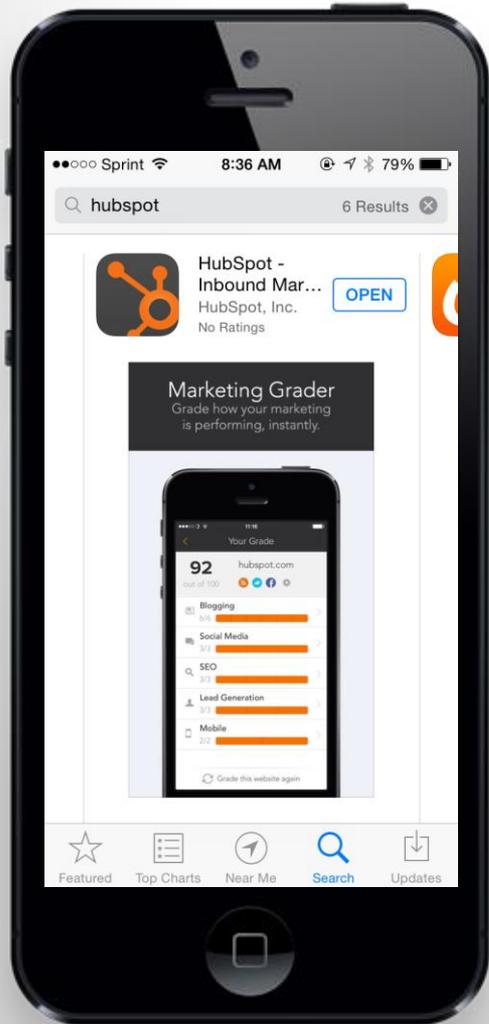


# KNOWLEDGE

is power.

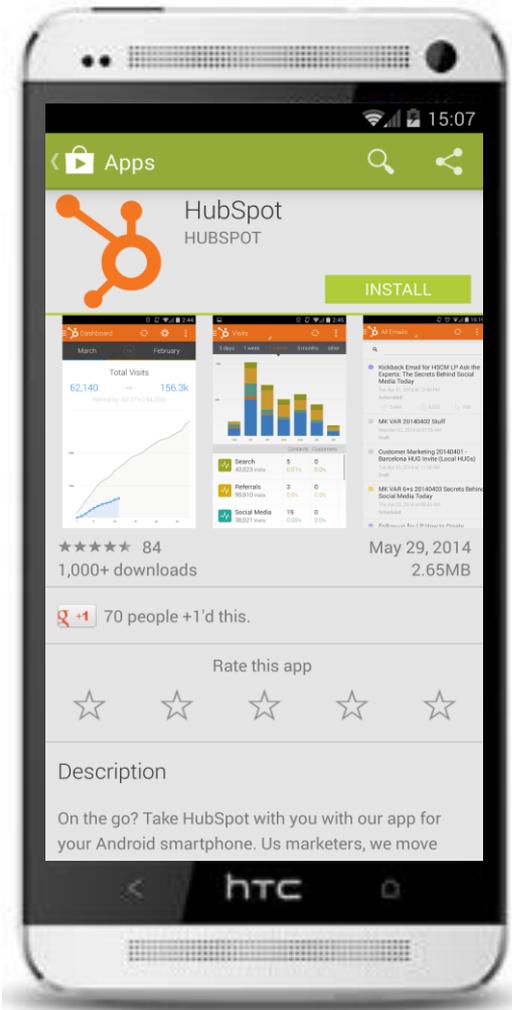


# 2 HOW TO INSTALL AND USE THE MOBILE APP.



# HubSpot for iPhone

1. Go to the “App Store” icon
2. In the bottom nav, tap “Search”
3. Search for “HubSpot”
4. Tap “Free” to download [or OPEN]
5. Enter your Apple iTunes credentials
6. Open up the app and log in using your HubSpot or Google credentials

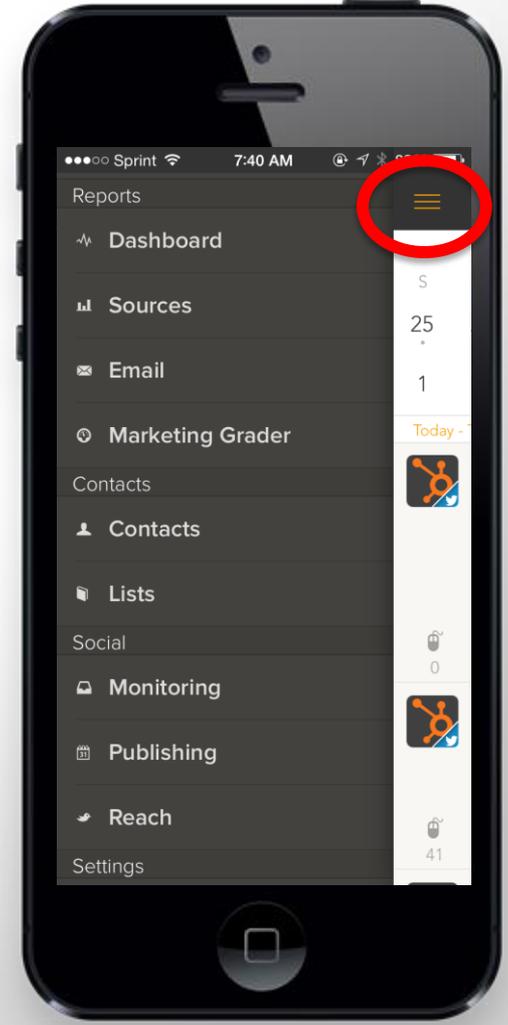
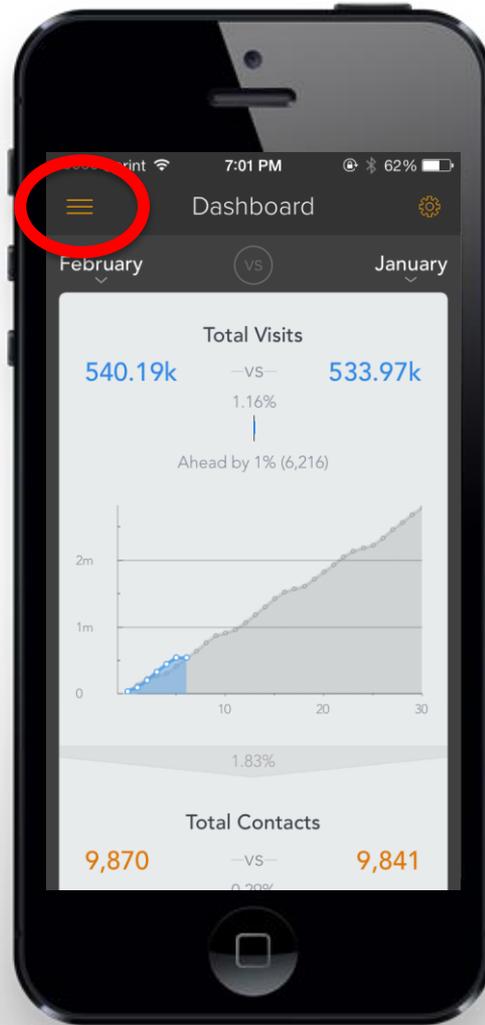


# HubSpot for Android

1. Go to the “Google Play Store” on your Android smartphone
2. Search for “HubSpot”
3. Tap “Install” to download
4. Tap “Accept” to accept the terms and conditions
5. Open up the app and log in

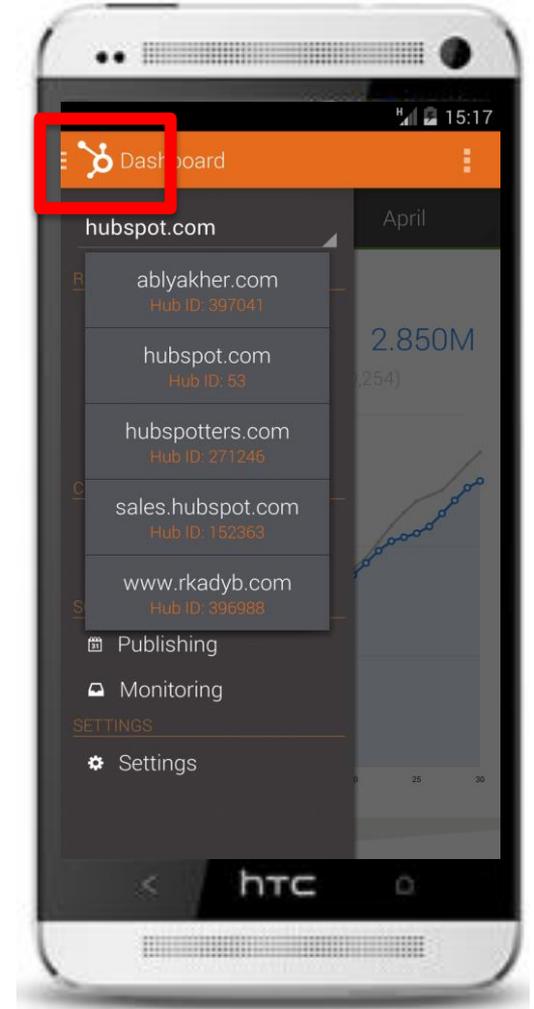
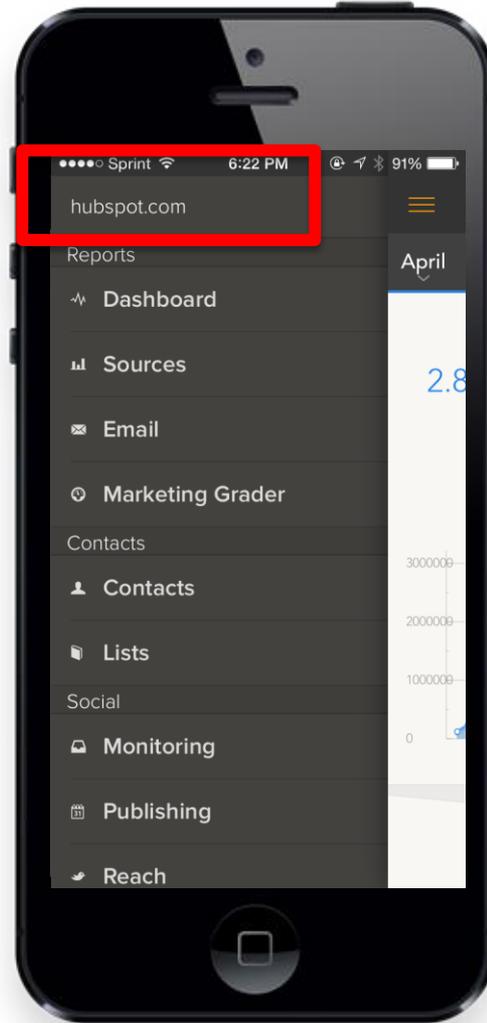
# MOBILE MENU

This is the menu where you'll find all of the HubSpot tools in your mobile app.



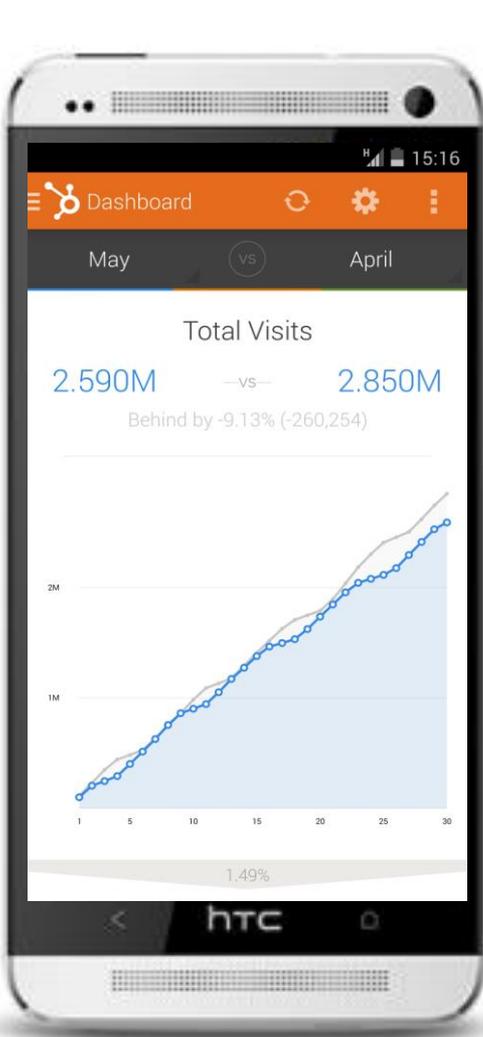
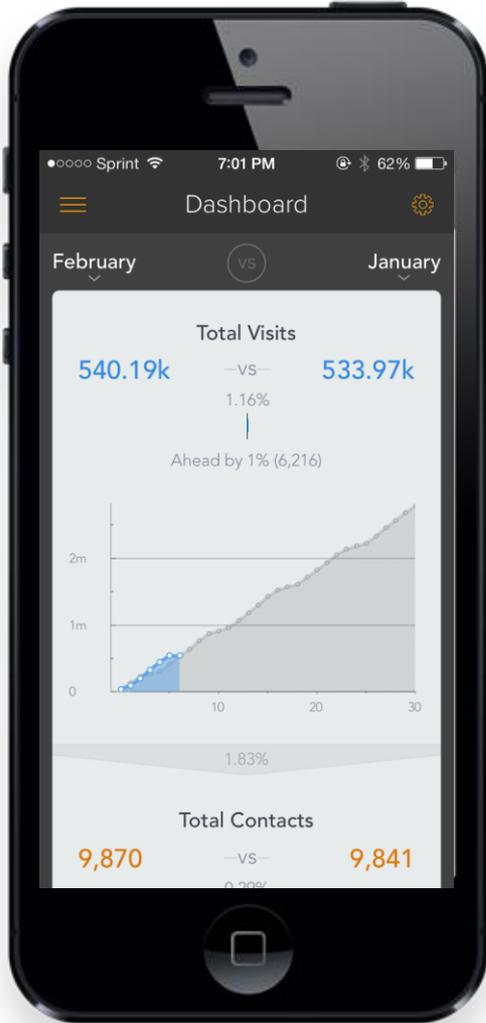
# SWITCH PORTALS

You can easily switch portals to see marketing data for all accounts that you're connected to.



# DASHBOARD

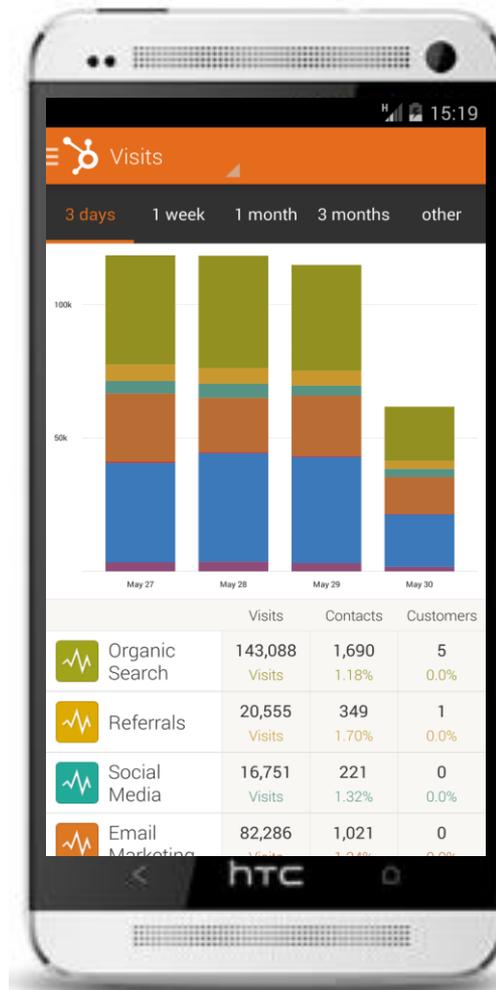
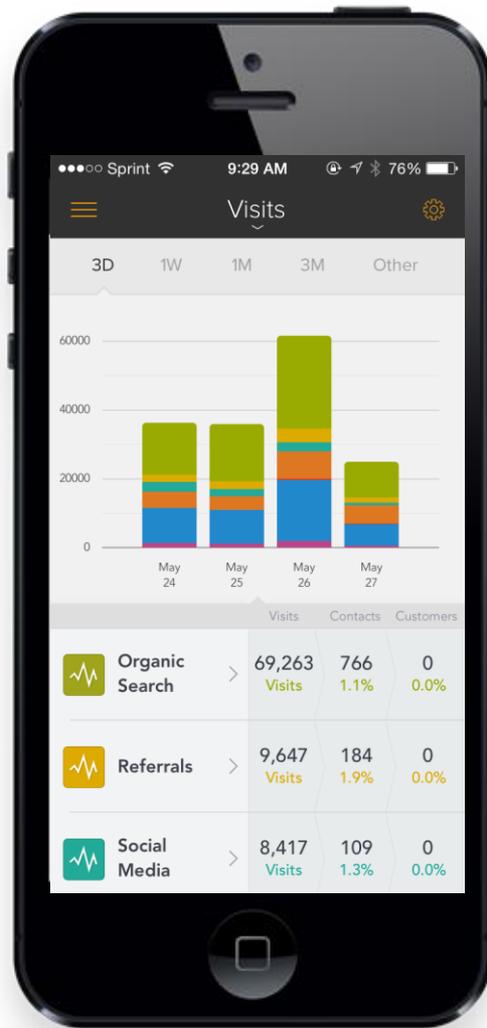
The Dashboard is meant to show you how you're doing this month against the Visits, Contacts & Customers goal you've set in HubSpot.



**EXTRA**

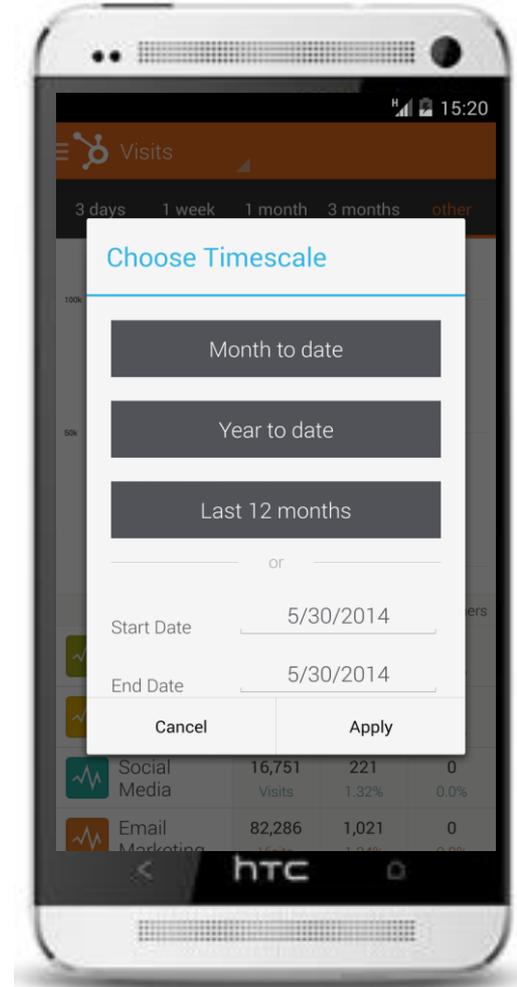
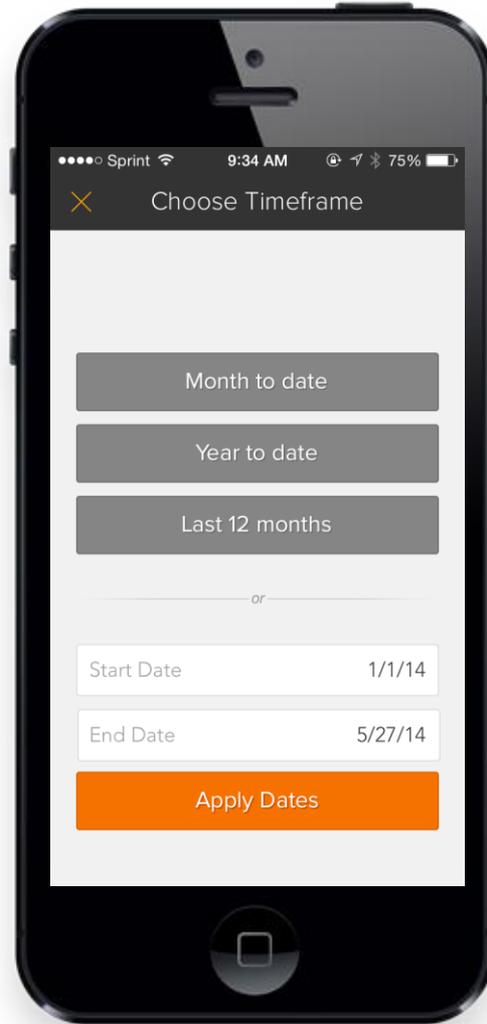
# SOURCES

The Sources Report gives you a glimpse into which marketing channels are impacting your bottom line.



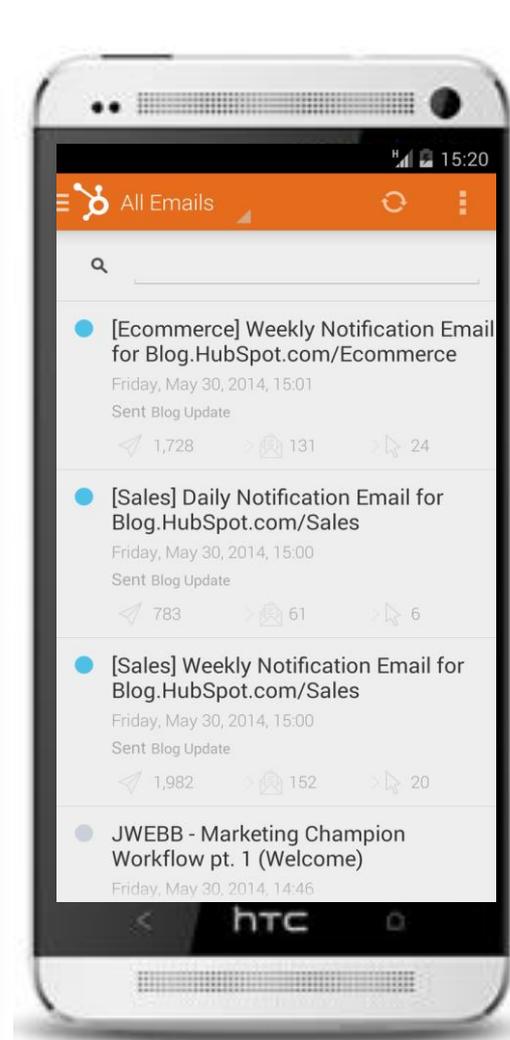
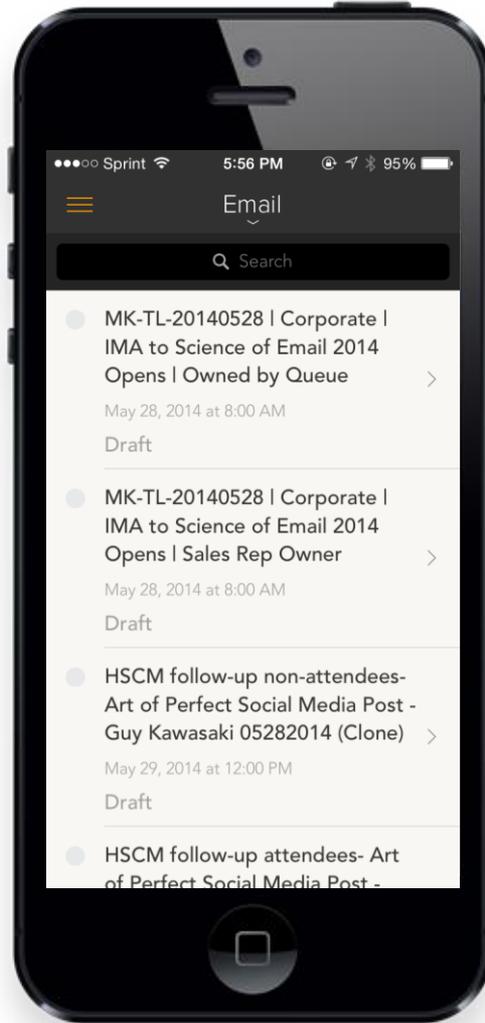
# SOURCES

You can choose a specific timeframe to view your Sources Report beyond 1 weeks, 1 month and 3 months.



# EMAIL

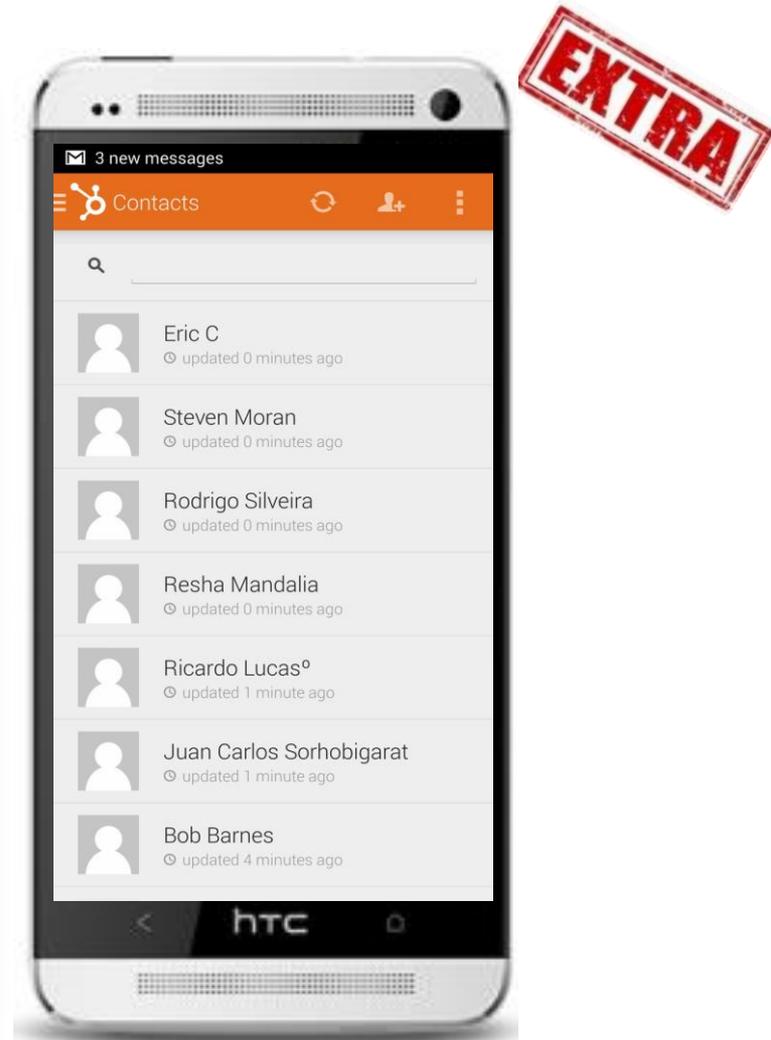
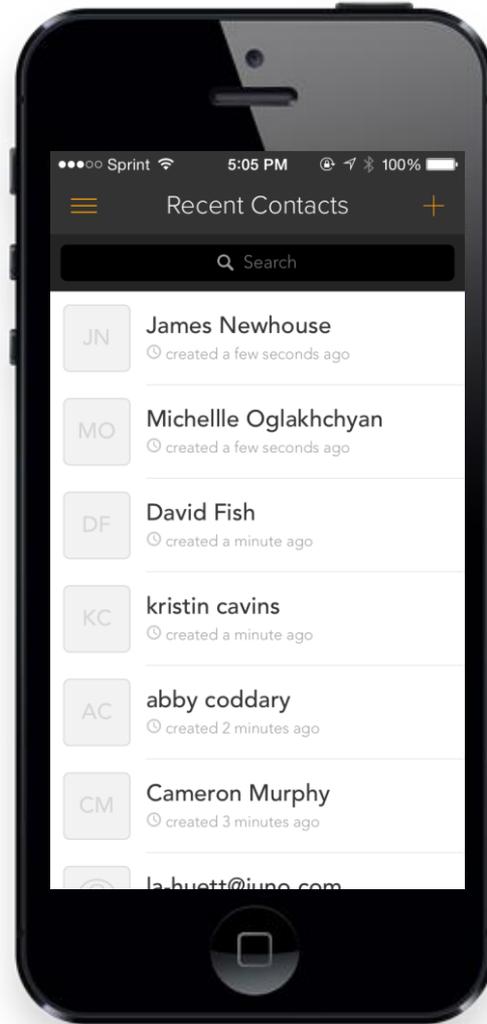
Check the status of all of your emails and see performance metrics on the emails you've sent.



**EXTRA**

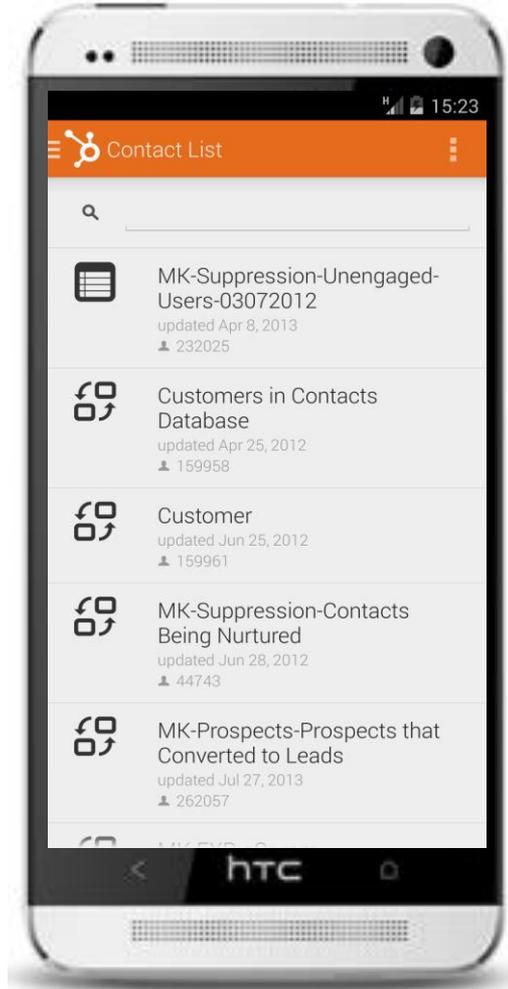
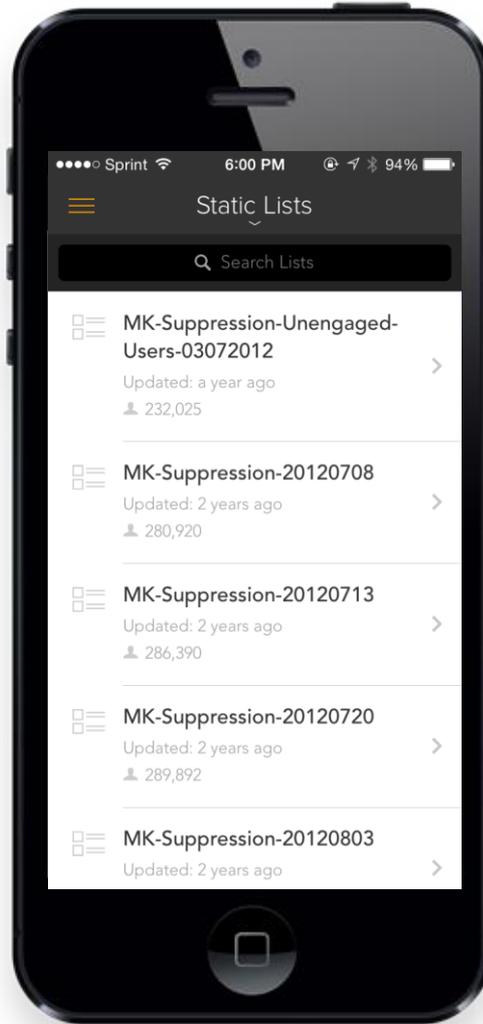
# CONTACTS

Instant access to all of the contacts in your marketing database.



# LISTS

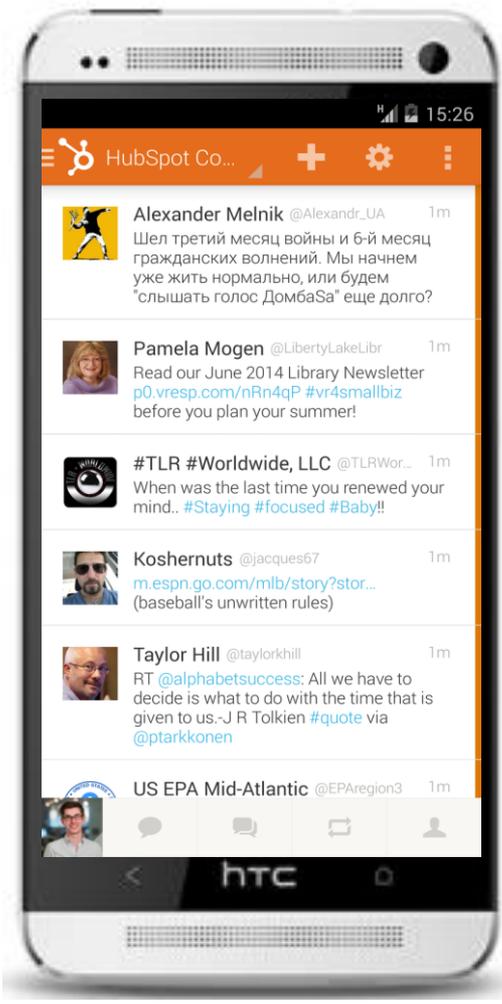
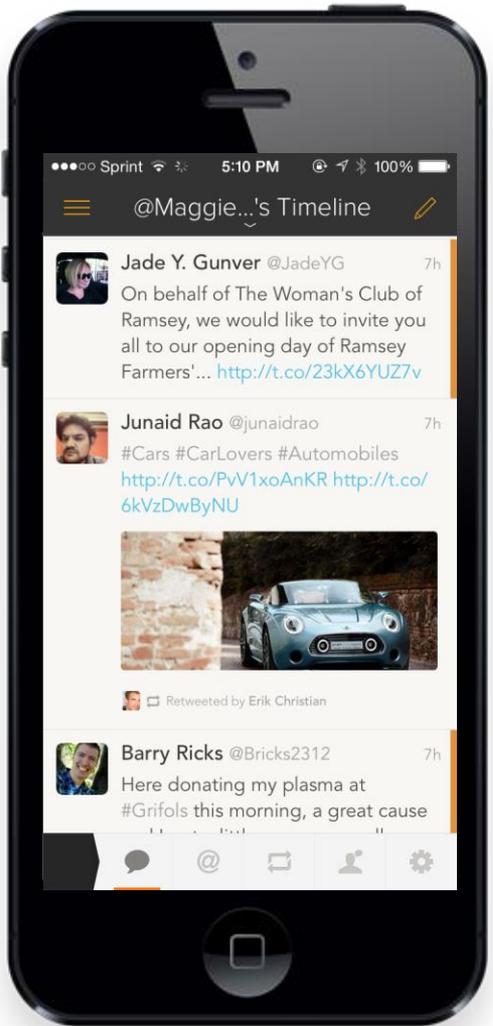
Search & review  
your Smart &  
Static Lists.



EXTRA

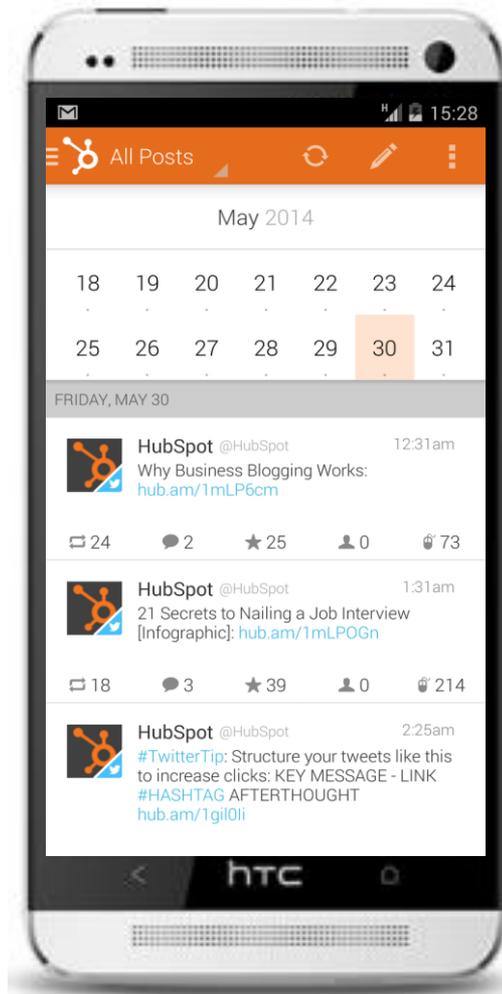
# MONITORING

Check in on your Social Monitoring streams.



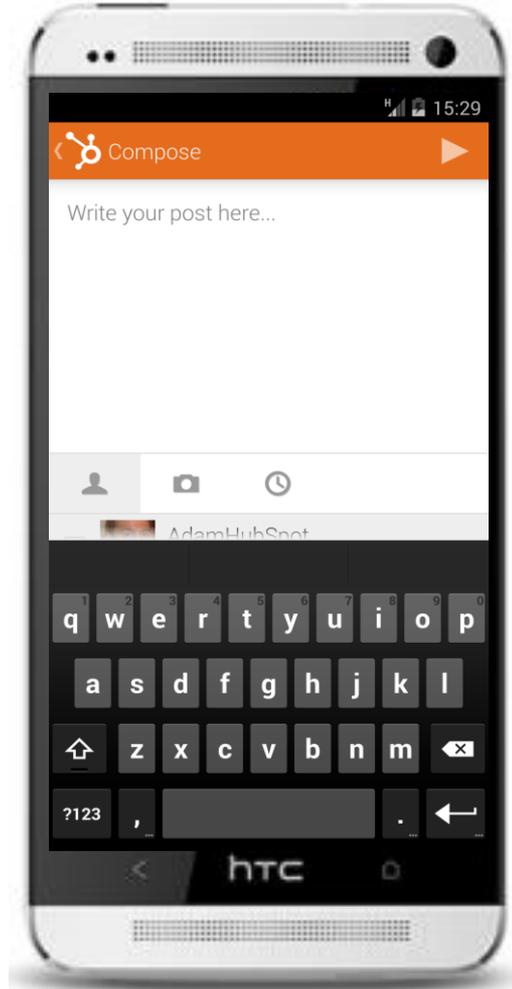
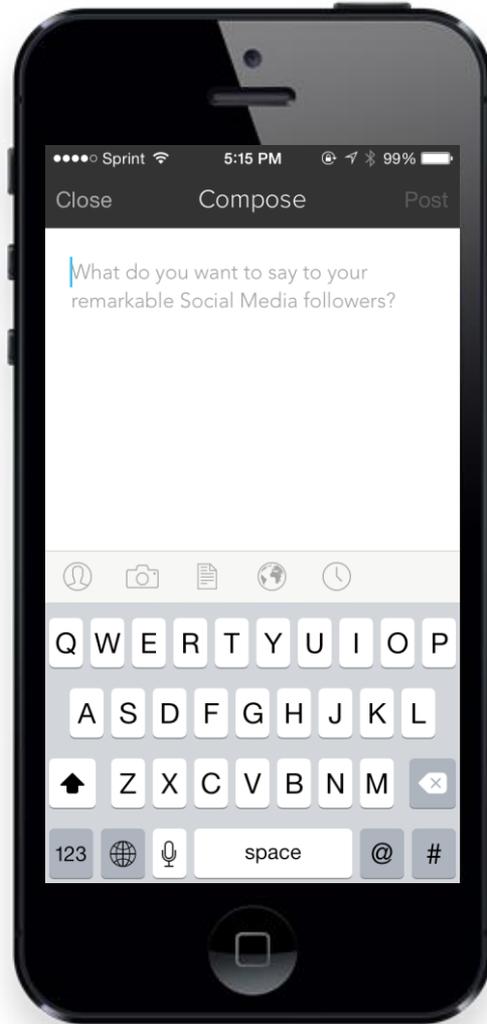
# PUBLISHING

See your calendar for scheduled posts or get results from published social messages.



# COMPOSE

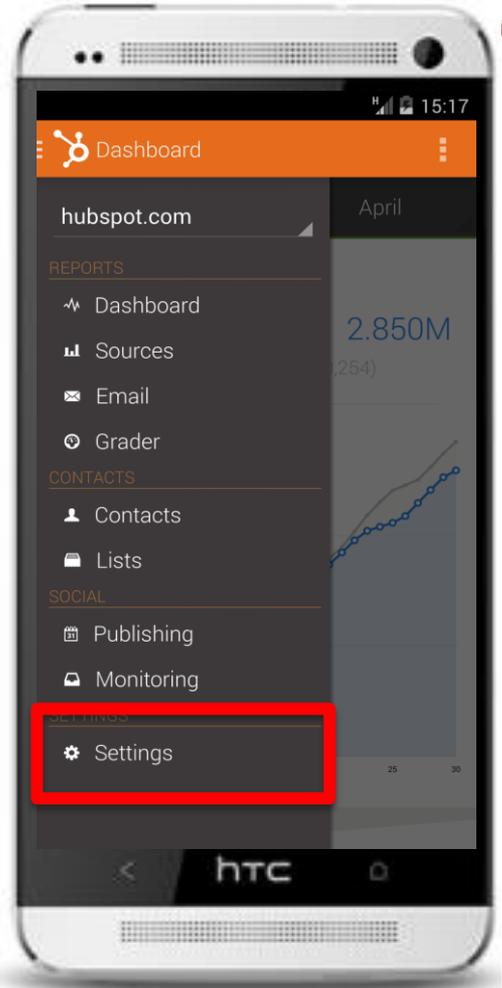
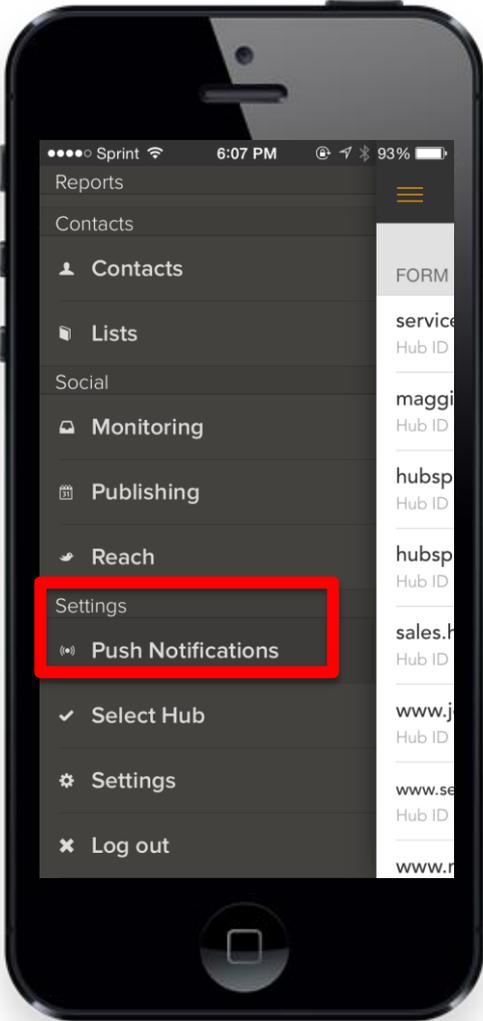
Create, schedule and publish social posts right from the app.



**EXTRA**

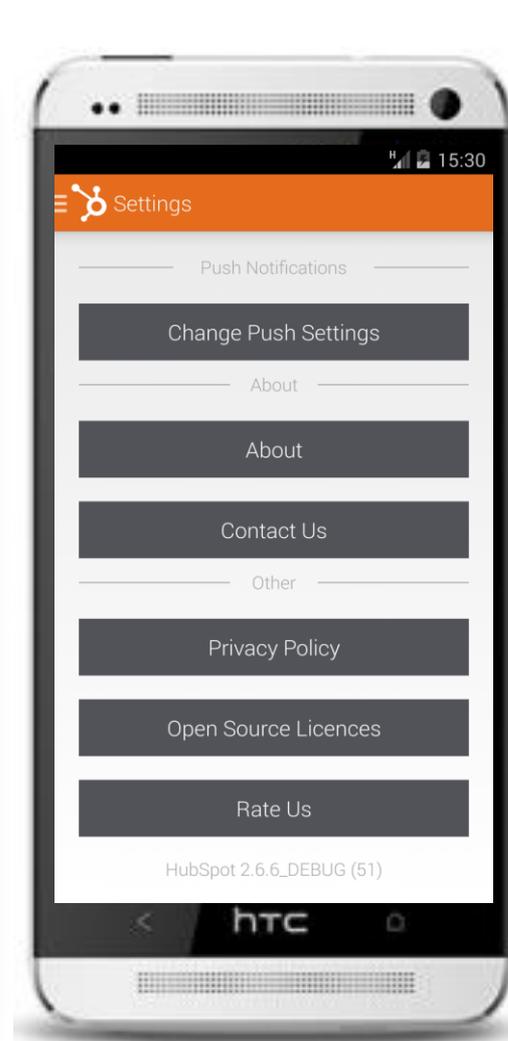
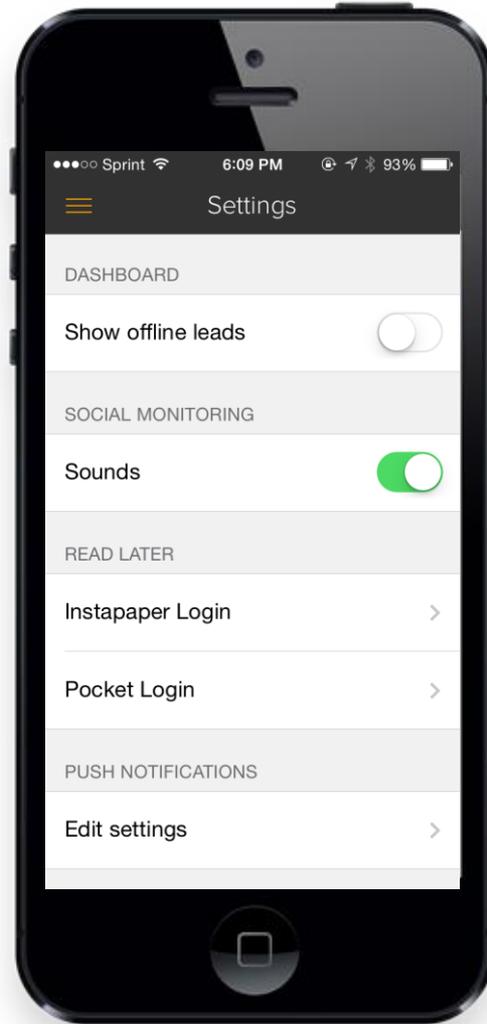
# PUSH NOTIFICATIONS

Turn on push notifications for form submissions and stream matches in-app.

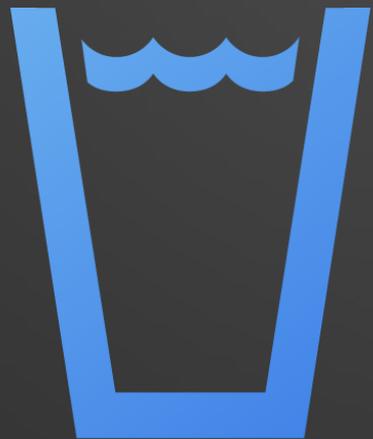


# SETTINGS

Get help, turn on offline leads and edit your push settings.



**EXTRA**

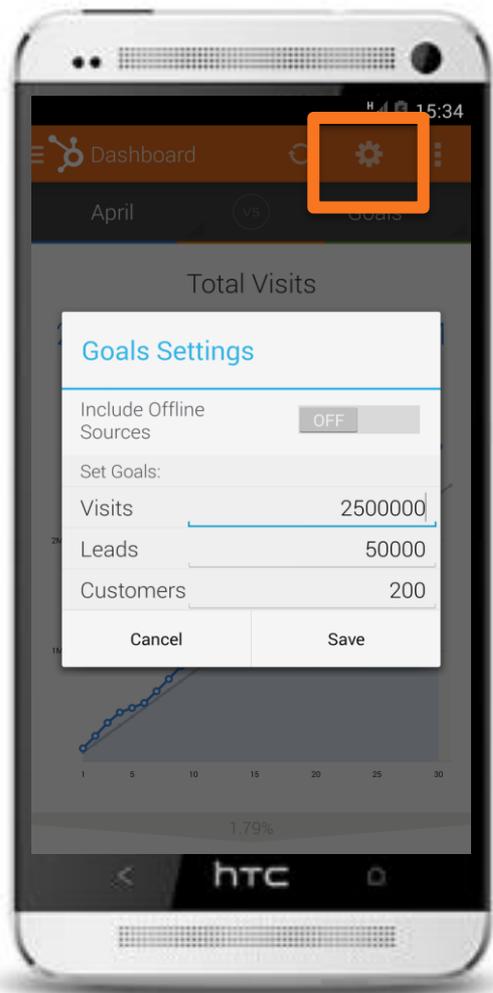
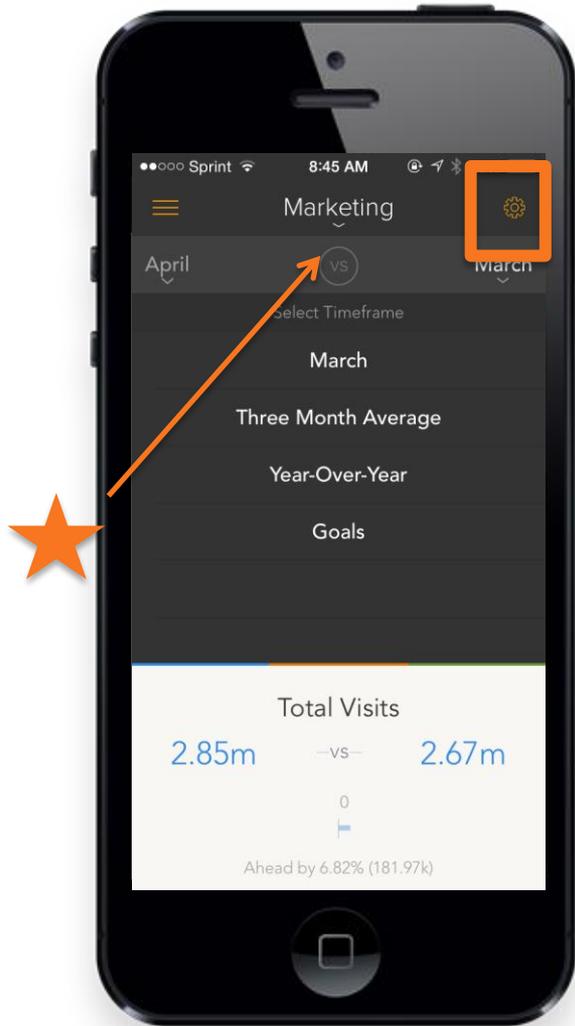


**WATER  
BREAK.**

**3** BECOME A MOBILE APP  
EXPERT IN 5 STEPS.

# Today, we're going to:

- 1 Learn how to navigate the Dashboard

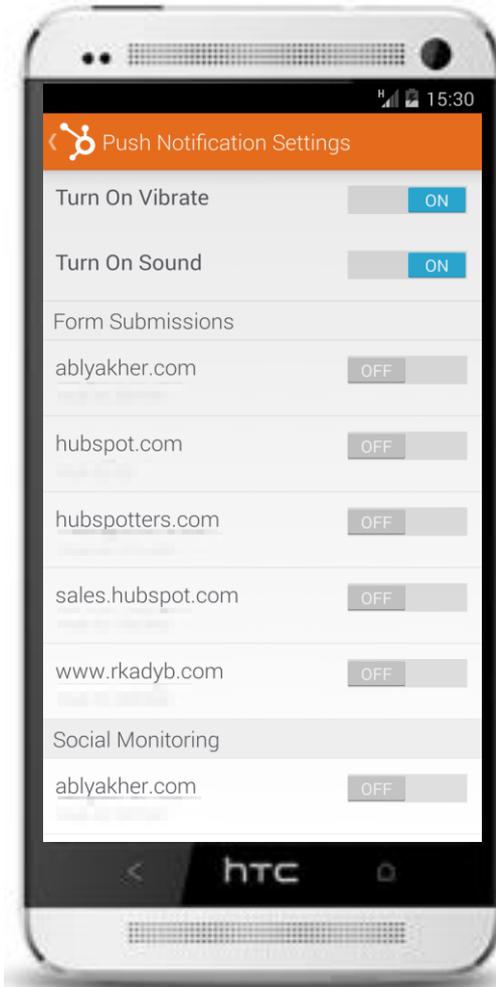
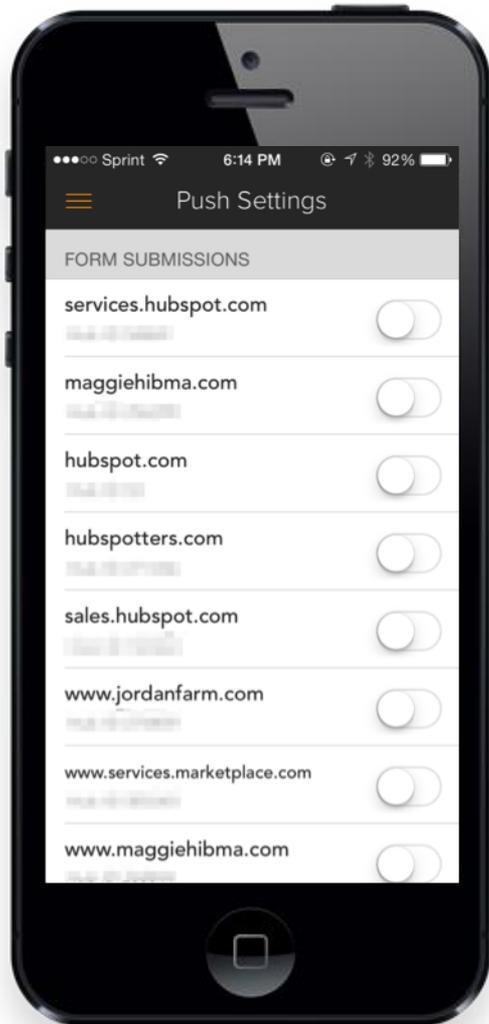


# OPTIMIZE YOUR DASHBOARD

- Change the timeframe
- Find your settings
- Toggle offline sources
- Edit goals in-app

# Today, we're going to:

- 1 Learn how to navigate the Dashboard
- 2 Set up push notifications

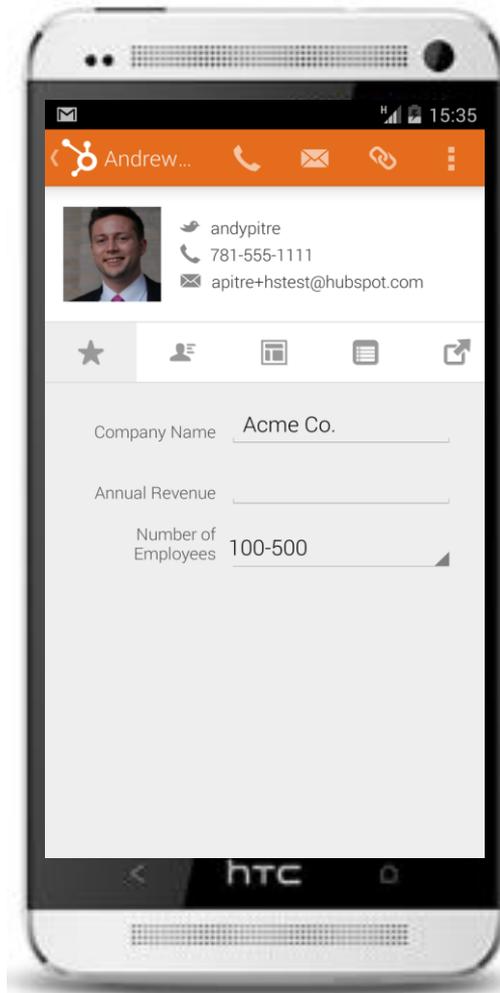
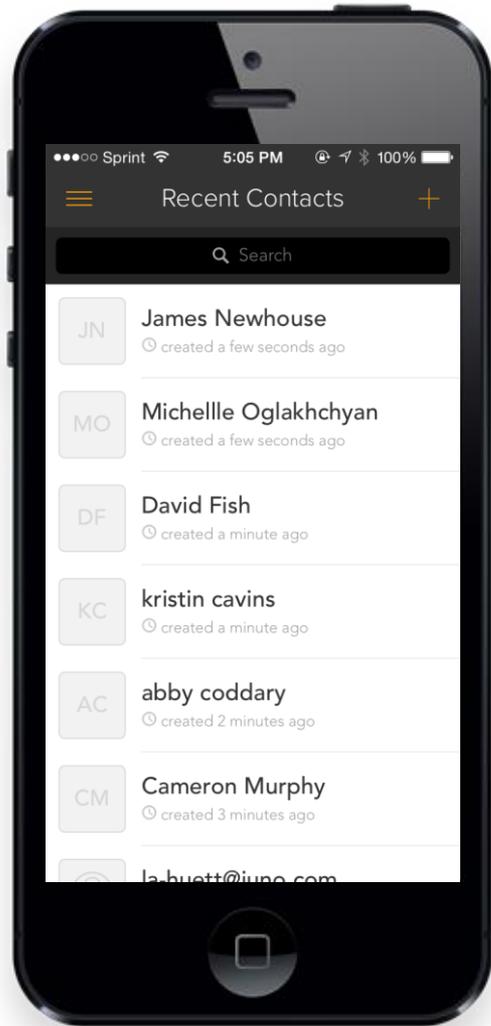


# SET UP PUSH NOTIFICATIONS

- Form submissions
- Stream matches

# Today, we're going to:

- 1 Learn how to navigate the Dashboard
- 2 Set up push notifications
- 3 Explore the Contact Record

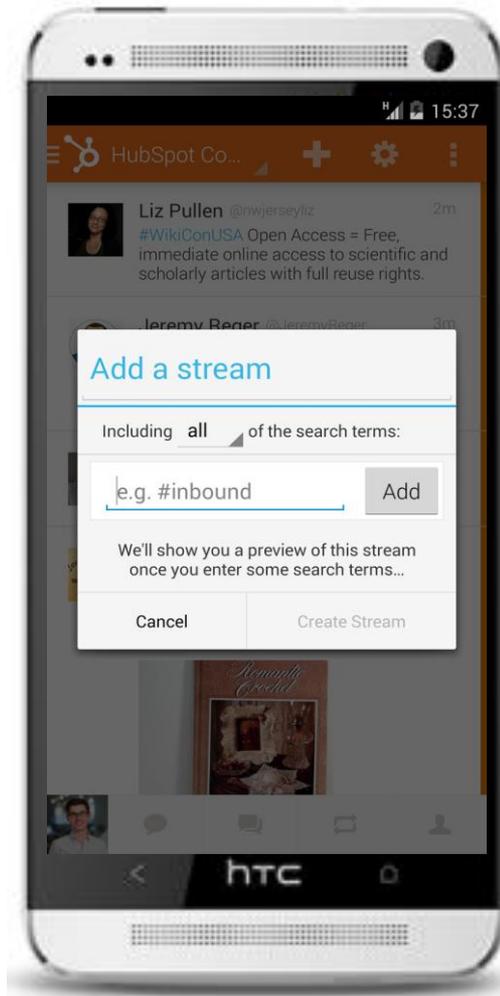


# EXPLORE THE CONTACT RECORD

- Call
- Email
- Send contact URL
- Search on Google, LinkedIn
- Close as customer
- Add a note

# Today, we're going to:

- 1 Learn how to navigate the Dashboard
- 2 Set up push notifications
- 3 Explore the Contact Record
- 4 Create a Monitoring stream

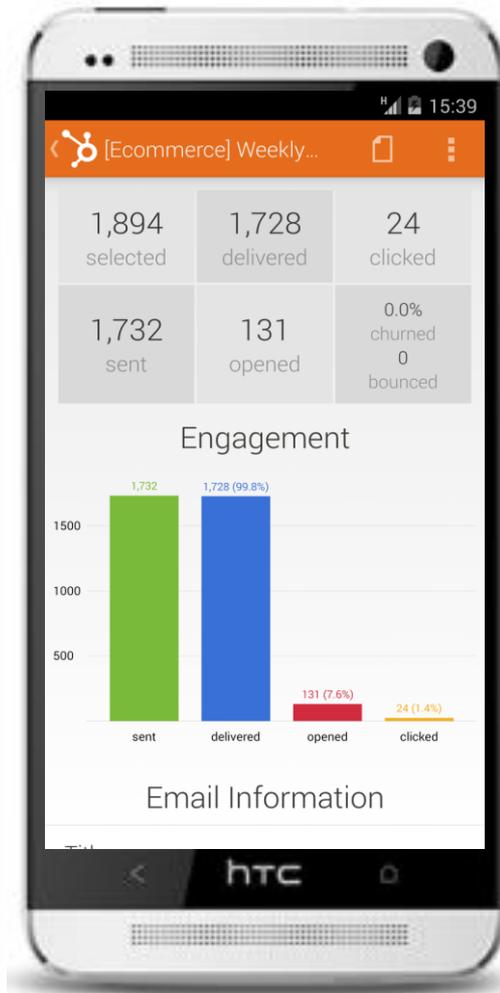
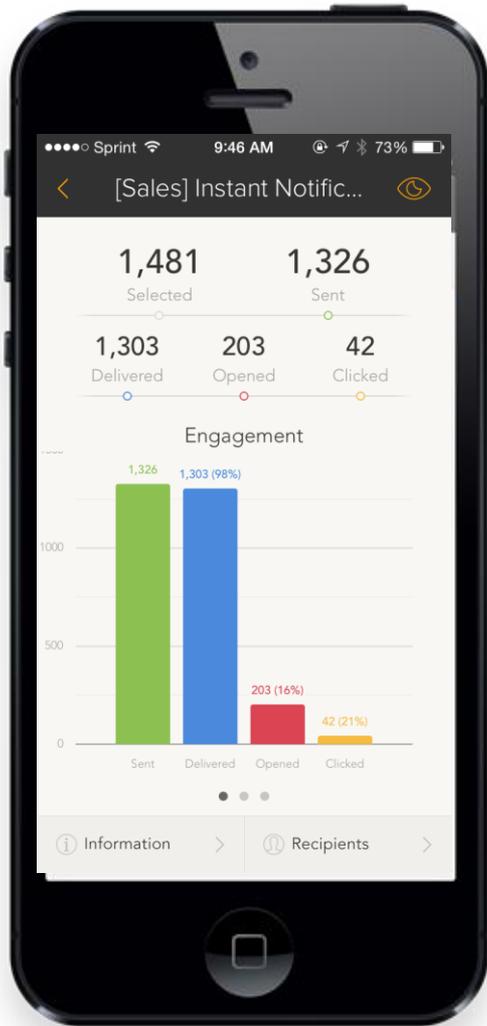


# CREATE A MONITORING STREAM

- Find hashtags in your streams
- Click to create a new stream

# TODAY, WE'RE GOING TO:

- 1 Learn how to navigate the Dashboard
- 2 Set up push notifications
- 3 Explore the Contact Record
- 4 Create a Monitoring stream
- 5 Dig into an email send



# DIG INTO EMAIL SENDS

- Swipe through charts (iOS only)
- Lists of recipients
- Email information

# MOBILE PRODUCT PAGE

Software Pricing Case Studies Partners About Us Blog

## Take the Power of HubSpot with You Everywhere

Stay connected to your marketing wherever you are with our integrated and powerful mobile apps for [iPhone](#) and [Android](#).

- **Analyze Your Data.** View your most important data on your marketing efforts.
- **Connect With Leads.** Get notified of new leads and follow up instantly.
- **Track Your Progress.** Receive detailed reports on your marketing and track your competitors.





The smartphone screen shows the HubSpot Marketing app interface. At the top, it displays 'Marketing' and a comparison between 'April' and 'March'. The main section is titled 'Total Visits' and shows a comparison: 2.85m for April versus 2.67m for March. Below this, it states 'Ahead by 6.82% (181,970)'. A line chart shows the growth of visits over a 30-day period, with the y-axis ranging from 0 to 400,000. At the bottom of the screen, it shows 'Total Contacts' with a value of 1,825.

[www.hubspot.com/mobile](http://www.hubspot.com/mobile)

# MOBILE HELP DOCS



[Exploring your edition of HubSpot](#)

[How to learn inbound marketing with HubSpot](#)

[How to add users to your HubSpot account](#)

[How to install the HubSpot mobile application](#)

[How to filter out internal traffic from your website analytics](#)

[How to set your time zone in HubSpot](#)

## How to install and use the HubSpot mobile application

Last Updated: May 02, 2014

The HubSpot mobile app allows you to take HubSpot's powerful marketing tools with you everywhere you go. Analyze your data, connect with your leads, and track your progress right from your Android phone or iPhone. The HubSpot mobile app currently gives you limited or complete access to the following HubSpot tools:

- Dashboard
- Sources Report
- Email Reports
- Marketing Grader
- Contacts
- Lists

# WEBINAR NEXT STEPS

- 1 Turn on push notifications
- 2 Compose a social message
- 3 Send a contact record URL
- 4 Edit and save new goals
- 5 Share tweets from your monitoring streams

# WEBINAR RESOURCES

1. [How to use the mobile app](#)
2. [Mobile product page](#)
3. [5 HubSpot Metrics You Can Track Through the Mobile App](#)

# QUESTIONS?



THANK YOU.