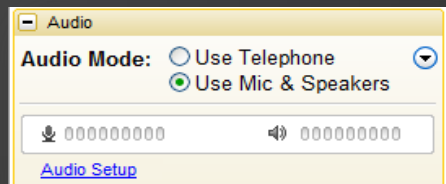


# HUBSPOT INTEGRATIONS: MAKE REAL MAGIC

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**



# WEBINAR SCHEDULE

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

**6/17** - Monkeying around with Surveys



HubSpot

**Mark Kilens**

@MarkKilens



**Matt Schnitt**

@mattschnitt

**YOU DON'T  
USE HUBSPOT  
IN A VACCUUM**



YOU DEMAND HIGH PERFORMANCE  
FROM YOUR SOFTWARE





**BUT THE TOOLS YOU USE DON'T  
TALK TO ONE ANOTHER**



“The average employee spends about 10% - 25% of his time in repetitive computer related tasks.”

- Tethys Solutions

# AGENDA

- 1 Better marketing through integration
- 2 The magic of Zapier
- 3 Getting the most out of your Zaps

**1 BETTER MARKETING  
THROUGH INTEGRATION.**

# **BUSINESS AUTOMATION**



WHY IS AUTOMATING  
BUSINESS PROCESSES  
SO IMPORTANT?



**It makes you a superhero!**

# Pitfalls of software that don't communicate:

- Data is not in the right place
- Manually moving data takes up a lot of time
- Inefficiencies in reporting
- A less cohesive experience for leads and customers

“Introducing marketing automation increased marketing staff productivity between 1.5% - 6.9%”

- Nucleus Research







# 2 THE MAGIC OF ZAPIER.

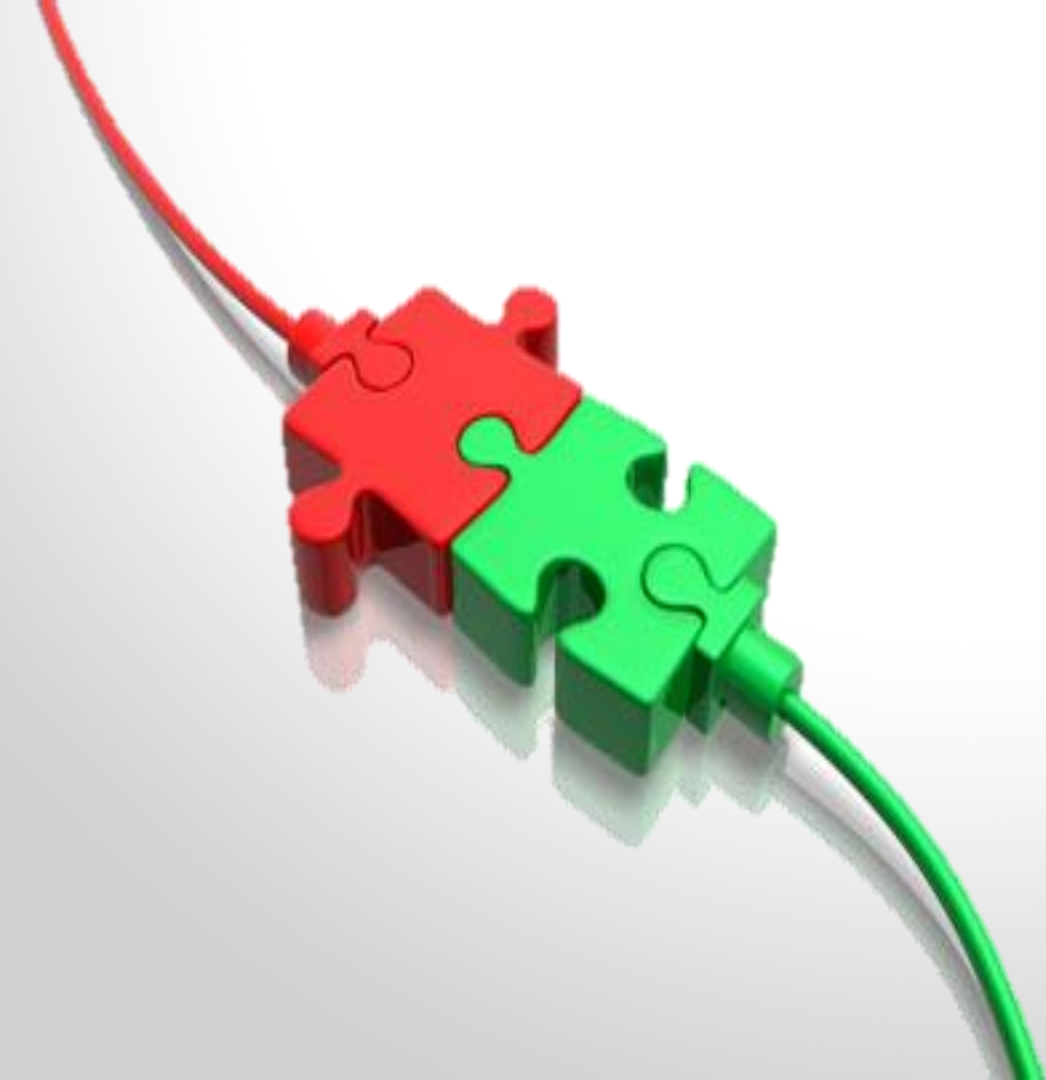


# Things to consider when purchasing software:

- Does it solve for core business processes?
- Is the application highly regarded by users?
- What is the learning curve?
- What is the technical implementation?
- Price

A man in a light blue shirt is shown from the back, scratching his head with his right hand. The background is a solid blue color with several large, white, stylized question marks scattered around him. A dark grey horizontal band is overlaid across the middle of the image, containing the text "There is a lot to consider." in white.

**There is a lot to consider.**



**INTEGRATIONS  
SHOULDN'T BE  
ONE OF THEM.**

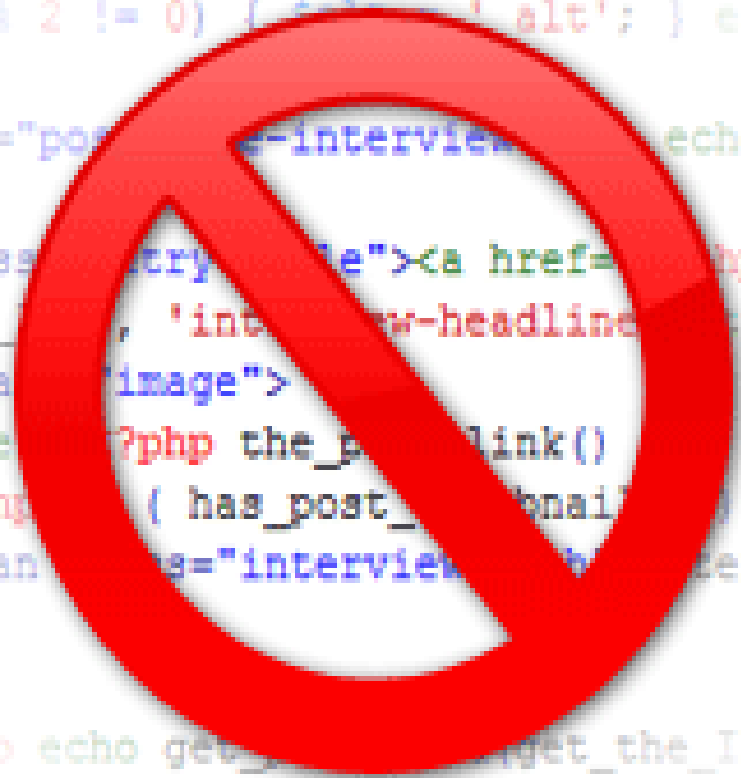


An interface that allows you to connect HubSpot with **over 300 apps.**



**YOU DON'T  
NEED TO HAVE  
TECHNICAL  
KNOWLEDGE**

```
if ( $the_query->have_posts() ) : $the_query->rewind();  
while ( $the_query->next_post() ) :  
    if ( $i % 2 != 0 ) { $class = 'alt'; } else {  
        $class = 'post';  
    }  
    echo $alt;  
  
    <h2 class="entry-title"><a href="#">?php the_p  
(get_the_title(), 'interview-headline', true); ?>  
    <div class="image">  
        <a href="#">?php the_permalink() rel="bo  
        <?php echo get_the_post_thumbnail($the_p  
        <span class="interview">?php the_interview_w  
    </a>  
    </div>  
  
    <?php echo get_the_permalink($the_p, 'interview-headline', true);  
    <div class="more-link"><a href="#">?php the_permalink()  
    </div></p>
```




**IT'S 100% FREE!!**



# Zap (*noun*) –

A Zap is the link between two apps on Zapier. "New Evernote Notes to HubSpot Blog Post" is an example of a Zap.

A black and white photograph of a man in a suit, wearing a headset and speaking into a microphone. He is sitting at a desk with various electronic equipment, including a large vertical device on the left and a keyboard in the foreground. The image is overlaid with a dark horizontal band containing white text.

When something happens in **System A**,  
do something in **System B**.

## **Trigger:**

When something happens in System A

## **Action:**

Do something in System B



When there is a new attendee in **Eventbrite**, create a form submission in **HubSpot**.



When a new contact is created in **HubSpot**, create a contact in **Base CRM**.



## What it's not:

Bi-directional  
Backwards compatible



# OUR MOST POPULAR ZAPS

## Forms

- Wufoo
- Gravity Forms

## eCommerce

- BigCommerce
- Shopify

## Notifications

- Twilio
- HipChat

## Billing and Accounting

- Paypal
- Quickbooks
- Stripe

## eMail

- Aweber
- Mailchimp
- Constant Contact

## Support

- Zendesk
- Uservoice

## CRM

- Base
- Zoho
- Insightly

## Google

- Spreadsheets
- Drive
- Docs

## Misc.

- Eventbrite
- FullContact



LIVE  
DEMO.

HubSpot  
Academy 

# LIMITS

- 15 Zaps per portal
- Each Zap must include HubSpot

# 3 GETTING THE MOST OUT OF YOUR ZAPS.



GuavaBox

The logo for GuavaBox features a stylized guava fruit icon on the left, composed of a green hexagonal shape with a red and white pattern inside. To the right of the icon, the word "Guava" is written in a green, sans-serif font, and "Box" is written in a purple, sans-serif font.

# BEFORE

1. Attract a new lead to convert
2. Examine the lead **manually** to determine which should be pursued
3. Enter that lead **manually** into their CRM
4. Manage communication inside the CRM

# AFTER

1. Attract a new lead to convert
2. Zapier **automatically** assesses the quality of the lead
3. If it meets the criteria, **automatically** syncs it over to the CRM
4. Manage communication inside the CRM

"Zapier helps us get the information we need where we need it; the integration with HubSpot has been instrumental to our success."



**Brandon Jones**  
Co-Founder, Guavabox





- 400% reduction in lead review time
- 19x increase in organic traffic leads

# TOP USE CASES SO FAR:

CRM

Forms

Google Docs

Email Systems



“It’s immediate and it’s the full information. Everything that the marketing team knows the sales team knows.”

*-Michael Brondello, Sales*



Hubspot MQL (Demo Requested) > Lead in  
Eli's RelateIQ copied copied

OFF



ON



10



Hubspot MQL (Content Download) > Lead in  
Eli's RelateIQ copied

OFF



ON



Hubspot "Sales-Ready" > Lead in RelateIQ

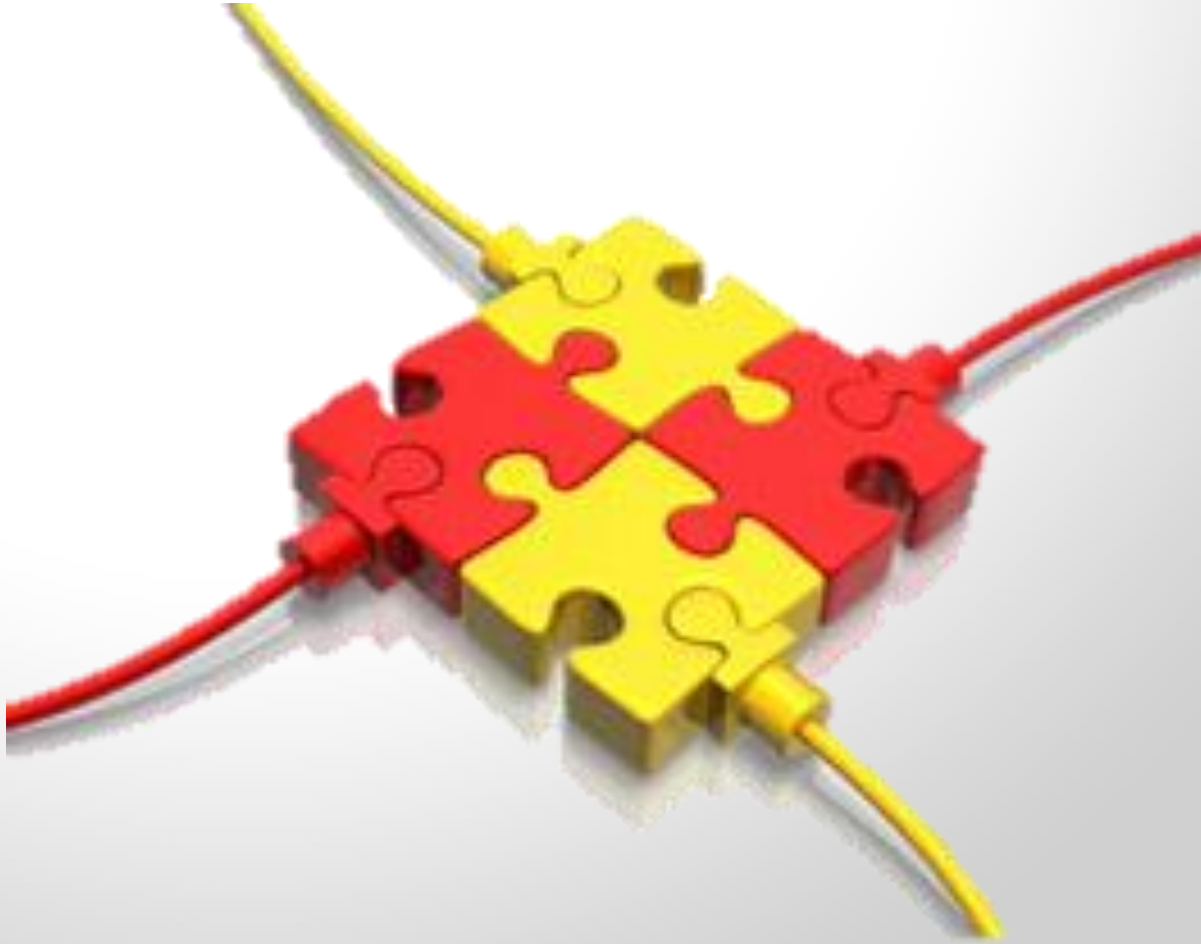
OFF



ON



**74% of HubSpot  
customers  
have set up  
multiple Zaps.**




































“Our biggest challenge is to connect a myriad of sites with HubSpot to centralize everything into one tool.”

*-Scott Meyer, 9Clouds*

# Live Zaps

	 	HubSpot New List Member to Pipedrive N...	<input checked="" type="checkbox"/> Live <input type="checkbox"/> Paused	
 run  edit  history  copy  rename  share  delete				
2	 	Wufoo Referrals to Hubspot Contacts	<input checked="" type="checkbox"/> Live <input type="checkbox"/> Paused	
	 	HubSpot New Contact to Pipedrive New P...	<input checked="" type="checkbox"/> Live <input type="checkbox"/> Paused	
	 	Mailchimp and Tatango Newsletter Subsc...	<input checked="" type="checkbox"/> Live <input type="checkbox"/> Paused	
1	 	SDWAC Paypal and Mailchimp Sync	<input checked="" type="checkbox"/> Live <input type="checkbox"/> Paused	
	 	Yearly Membership	<input checked="" type="checkbox"/> Live <input type="checkbox"/> Paused	
3	 	9 Clouds Blog Subscribers	<input checked="" type="checkbox"/> Live <input type="checkbox"/> Paused	
1	 	Academy Sync	<input checked="" type="checkbox"/> Live <input type="checkbox"/> Paused	

# HOW TO GET THE MOST VALUE





You want the action to mimic the trigger.



Example:

Trigger: Visitor completes an Eventbrite form.

Action: In HubSpot create 'new form submission.'

# SEGMENT ON THE DATA

## What type of list do you want?

-  **Smart list** – add contacts continuously according to rules you set
-  **Static list** – add contacts manually

## Which contacts should be in this list?

Include contacts who meet all of these requirements:











 Contact Property ▼

Live Chat Transcript ▼

(simply has this property) ▼



# CLOSE THE LOOP

Source	Visits	%	Contacts	%	Customers	%	
 <b>Organic Search</b> Google, Bing, Yahoo, etc.	48,740	1.1%	539	0.2%	1	0.0%	
 <b>Referrals</b> Links on other sites	6,739	1.6%	107	0.9%	1	0.0%	
 <b>Social Media</b> Facebook, Twitter, Linked...	4,486	1.2%	52	0.0%	0	0.0%	
 <b>Email Marketing</b> Email links	14,974	0.7%	103	0.0%	0	0.0%	
 <b>Paid Search</b> Paid search advertisements	395	1.3%	5	0.0%	0	0.0%	
 <b>Direct Traffic</b> Manually entered URLs	38,272	1.7%	640	0.2%	1	0.0%	
 <b>Other Campaigns</b> Other sources	4,427	3.5%	156	0.0%	0	0.0%	

# USE ZAPIER'S FILTERS

Only trigger a "New Chat" from LiveChat when...

Add filters based on other LiveChat fields to only allow some items.

## Custom Filters

1	visitor_email	▼	(Text) Does not contain	▼	gmail.com	×
2	visitor_email	▼	(Text) Does not contain	▼	yahoo.com	×

+ Add AND Filter

+ Add OR Filter

Feel a little more  
like a superhero!?



# NEXT STEPS

1. Pick software that you want to use with HubSpot
2. Check to see if it works with Zapier
3. Set up your first Zap!

# RESOURCES

- Play with Zapier inside HubSpot
- Learn about the possible Zap combinations
- Check out Zapier's help documentaion
- Read Glider's case study
- Read Guavabox's case study

# QUESTIONS?





THANK YOU.

