IMPACT AWARDS

HUBSPOT IMPACT AWARDS

ROUND 1 2017 WINNERS

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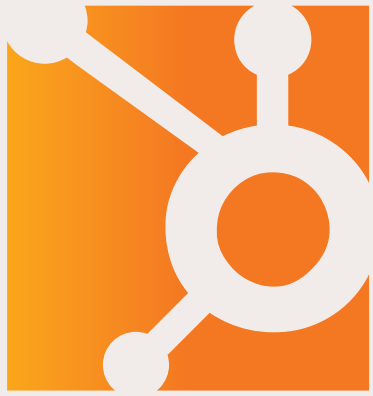
The HubSpot Agency Partner Client Impact Awards are a representation of the best inbound work across 5 major categories. All Certified HubSpot Agency Partners are eligible to apply to the Impact Awards, and their work is assessed by a panel of judges from HubSpot's marketing and product teams. Awards are given out in two rounds across these 5 categories: Client Sales Enablement, Integrations Innovation, Inbound Growth Story, Website Design, and Graphic Design. Finalists from each round of judging are considered for the grand prize in their category.

This ebook is comprised of the Round 1 winners from the 2017 HubSpot Agency Partner Client Impact Awards. Read on to learn about the great work these partners are doing for their clients and the ways that their partnership with HubSpot has helped them consistently deliver remarkable results.

HubSpot 2017 IMPACT AWARDS

SALES ENABLEMENT

SALES ENABLEMENT

The Sales Enablement Award recognizes an agency that helped a client through the execution of sales enablement services, including HubSpot Sales and CRM.

SalesHub

vipu®

As a SalesHub client, All Wildlife Removal Inc. had a unique value proposition: It offered humane animal removal services with a 5- to 10-year guarantee. There was year-round demand for its services and a never-ending list of potential customers.

When SalesHub took on this client, they focused on improving the company through inbound marketing. Almost immediately, SalesHub was generating 100 leads a month for All Wildlife Removal Inc. Though this seemed like great success, there was still a looming problem. The client would call every three months saying they were still experiencing major cash flow problems!

The problem wasn't with the inbound marketing activities we implemented—it was with sales.
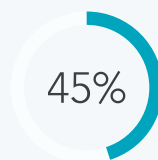
By executing sales enablement services using HubSpot CRM and HubSpot Sales, with sales training and coaching, and with

SalesHub's unique sales enablement expertise, they improved and streamlined the sales process to cut costs and improve results.

By implementing inbound marketing and sales enablement, our client's **margins increased by 35%.**

By adding the missing puzzle piece and including sales enablement services to the offering, this client could maximize its profitability. Now, ongoing inbound marketing activities continue to generate leads, while the client's sales team is fully prepared to close opportunities

Read the full story.

45% **45% of leads closed** after sales training & coaching

35% **35% increase in margins** after sales enablement and inbound marketing implementation

Vipu International Oy

www.vipunet.com

Helsinki, Finland

For Vipu's client Presto, clear differentiation was the key challenge when they decided to adopt inbound marketing in 2015.

The key elements of differentiation and transformation of sales and marketing were:

- Moving from product retailers to customer service providers
- Choosing sales and marketing as the competitive edges of the company
- Generating leads by inbound marketing and enabling inbound sales
- Monitoring sales pipeline and using HubSpot CRM as key components in this transformation

Transforming traditional sales habits into new practices within a traditional business requires strong leadership and a desire to change. It was important to enable a buyer journey with great content dedicated to the buyer personas, and to provide tools that make selling larger product and service offerings easier.
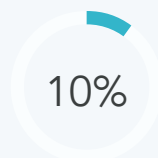
The new sales process takes advantage of the defined buyer personas that are involved in the decision making. Their needs are more profoundly understood than ever. Capturing buyers during their buyer journey has led to a 10% increase in sales during the last twelve months. In addition, **the deal pipeline has increased by 100%.**

Presto has differentiated itself as a proactive fire safety service company. With inbound methodology, it was possible to get in the minds of their customers with a very limited marketing budget.

Read the full story.

The number of quotation requests have **increased by 100%.**

10%
The sales have **increased by 10% i**n the first year.

The revenue from full service customers **has increased by 6.5% from 2015 to 2016.**

INTEGRATIONS INNOVATION

The Integrations Innovation award recognizes creative uses of HubSpot Connect integrations, allowing for a unique solution tailored to their clients' unique needs.

prism global
MARKETING SOLUTIONS

Prism Global Marketing Solutions

www.prismglobalmarketing.com

Phoenix, AZ

Prism Global Marketing Solution's client, Avella Specialty Pharmacy, has a mission is to optimize patient health through a relentless devotion to clinical excellence. Avella makes this mission a reality through programs that educate and engage patients, providers and other individuals across the healthcare industry.

App Data Room is the leading enterprise sales enablement platform assisting sales and marketing teams to organize, store, share, present, and track interactive sales media and content.

Avella's marketing team supports sales assets in all 50 states across a variety of verticals and specialties. Avella uses App Data Room to:

- Streamline the content distribution process
- Make marketing and sales material more interactive
- Integrate field activities with their HubSpot and Salesforce instances

- Track and report Key Performance Indicators (KPI's) to gain a better understanding of which content is being used by field-based sales teams
- Ensure regulatory control of material and to safeguard against outdated material being viewed by customers
- Segment prospects into the appropriate Buyer Persona, Lifecycle Stage and Vertical to market to them most effectively based on where they are in the buyer's journey

The App Data Room and HubSpot integration provides tremendous value to companies that are looking to improve sales and marketing processes and improve sales enablement. Incorporating technology, processes and content allows the sales team to focus on selling

Read the full story.

31.5% — **31.5% conversion rate** of marketing qualified leads to new customers

48% — **48% average email open rate** for the workflow follow-up emails triggered by the HubSpot and App Data Room integration

75 customers acquired since implementing the integration

HubSpot 2017 IMPACT AWARDS

INBOUND GROWTH STORY

INBOUND GROWTH STORY

The Inbound Growth Award celebrates agencies' inbound marketing success by highlighting a client's rapid growth with inbound marketing practices.

BOLD DIGITAL ARCHITECTS

CONCENTRATE

impulse inbound marketing & sales

nbnd

Bold Digital Architects

boldigital.com

Tel Aviv, Israel

Bold Digital Architects' client BusinessBlocks is a business that loves small business. Justin Kulla started the venture-backed online education company for one reason: to help small businesses that have never had any formal business training/education succeed.

Bold Digital identified that there were two main challenges to overcome:

1. Positioning and authority
2. Time to market

They needed to:

- Launch an effective inbound marketing campaign in a short time frame
- Create a swift and effective onboarding process
- Create a personalized buyer's journey for relevant incoming leads

Bold Digital used Google and Facebook as the main media channels to amplify the inbound marketing efforts. They targeted relevant keywords sending prospects to download content offers and participate in webinars. BusinessBlocks partnered with leading companies in the small business space to create high-value webinars for inexperienced entrepreneurs.

Bold Digital conducted an in-depth buyer persona research to understand BusinessBlocks' ideal target customers. They then created a series of awareness stage offers which they promoted via social networks and paid search. Using workflows they nurtured incoming leads, qualifying them and turning them into customers. Within 6 months, BusinessBlocks was acquired by publicly traded company AmTrust (NASDAQ: AFSI).
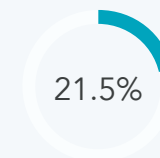
Read the full story.

2,500% Contact List Growth

600% Customer Growth

21.5%

21.5% Average Email Click Rate

Concentrate

www.concentrate.co.nz

Christchurch, Canterbury, New Zealand

Concentrate's client AuCom is a leading exporter of motor control products based in New Zealand, and wanted to apply digital strategies to connect with its global markets and better support its reseller channel.

Concentrate were engaged to develop their strategy and implement changes. In 2016 AuCom worked with Concentrate to grow sales of its LV product range using inbound marketing.

Concentrate reviewed the AuCom website for inbound readiness, identifying opportunities for call to actions and ensuring it was optimized for organic search. That included a keyword research exercise and subsequent update of the website.

They implemented an aggressive email marketing approach using HubSpot, leveraging AuCom's existing contact database and then driving engagement with new contacts as they responded to content campaigns. Emails sent increased by 245% over 2016, and **open rate growth of 149%.**

By embedding HubSpot landing pages into the AuCom website, Concentrate converted existing website traffic into marketing qualified leads, as well as driving new contacts from our campaign activities such as social and paid search. **Landing page views grew by 100% in 2016,** at an average conversion rate of 6.38%.

Applying inbound marketing methodologies has enabled AuCom to reinvigorate its global marketing.

Read the full story.

32% increase in website traffic

20% **20% increase in leads** generated by the website

700 new leads generated

Impulse

www.impulse.pe

San Isidro, Lima, Perú

Impulse's client Oncosalud has the mission of saving lives of cancer through awareness of the importance of a healthy lifestyle, as well as the development of structured cancer programs, so that people can enjoy the best medical care, technology and complementary services.

Oncosalud needed a new marketing approach that would revolutionize the Peruvian cancer insurance market, and found that inbound marketing was the ideal methodology to fulfill two goals: improve their presence on Internet and, in turn, attract potential clients.

Impulse proposed a strategy focused on improving the performance of the website, a content strategy, and recruitment and nutrition of leads using automation technology.

The inbound strategy that Impulse set out to develop with Oncosalud has delivered useful, relevant and high quality content through different formats such as blog posts, magazines, guides, infographics.
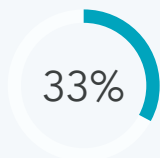
The results have been encouraging. Organic traffic increased by 15% in the first 6 months of work. Likewise, a 33% acquisition of new leads was obtained, exceeding the expected target. Similarly, the conversion rate of leads to customers in the implementation period from 0.5% to 3.5% was increased.

Impulse could not be more excited to participate in this digital transformation in the health sector.

Read the full story.

Organic traffic increased **by 15%** in the first 6 months

33% **33% acquisition** of new leads

Conversion ratio of leads to customers **increased from 0.5% to 3.5%**

nbnd

www.nbnd.ca

Saint-Lambert, Québec

nbnd's client JLR is a Montreal-based company founded in 1986. Its mission is to provide online tools and professional services related to their real estate database. JLR requested nbnd's services in 2015 to ensure strong growth and upgrade their sales practices through the introduction of HubSpot.

nbnd developed an action plan in collaboration with JLR to get more business and ensure repeat business in less time at lower cost.

Inbound leads generation
With a revitalized offer of services better tailored to the needs of their target clientele, everything was in place to build up a powerful lead generation strategy.

Lead qualification process
To effectively make sales, you must send an offer at the right moment exclusively to prospects that show serious interest in buying your services and that seem likely to become customers.
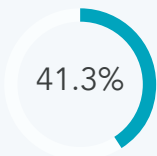
Upselling existing customers
Whenever a customer uses more than what is included in his subscription, JRL will send him an email letting him know that he should upgrade his subscription.

Performance measurement tools
The dashboards in HubSpot Reports allow JLR to track results against key indicators, like the numbers of generated leads, conversion rates to users, the type of subscription selected, as well as income generated and unsubscribe rate.

Read the full story.

41.3% — **41.3% MRR Growth** Over the Last Six Months

0.04% Churn Rate of Users

5,500 Active JLR Users in the Past Year

HubSpot 2017 IMPACT AWARDS
GRAPHIC DESIGN

GRAPHIC DESIGN

The Graphic Design Award celebrates an amazing graphic that an agency creates for a client.

bonafide
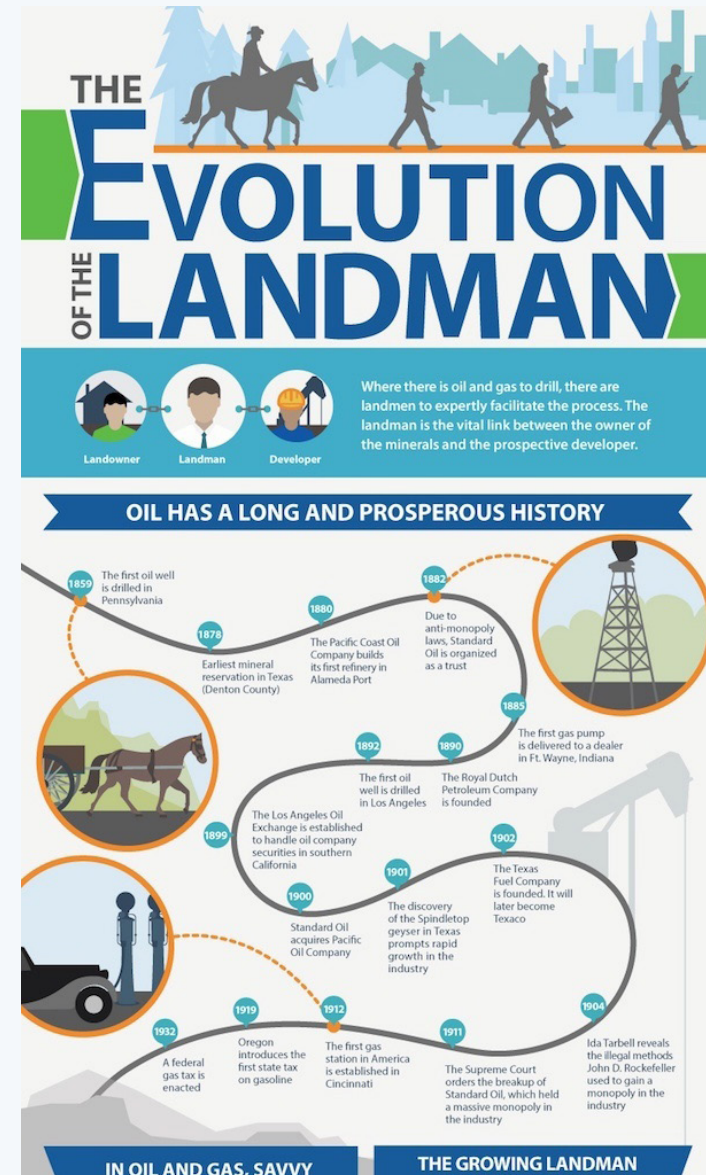
struto

Bonafide

www.gobonafide.com

Houston, TX

Since its founding in 1999, Bonafide client CourthouseDirect.com has built a reputation among real estate professionals – but they wanted to get their technology solutions in front of more landmen, a potentially lucrative vertical within the oil and gas industry.

Bonafide combined customer persona insight with keyword analysis, design, and creativity to develop targeted content geared toward these oil and gas specialists.

They…

- Wrote several articles and blog posts addressing the landman profession and industry with the goal of building reach and organic traffic
- Created "The Evolution of the Landman" – a visual representation of how the industry has changed and adapted to advancements in technology
- Built an ebook called "The Landman Survival Guide" – a comprehensive toolkit for the modern landman – to capture highly relevant leads

Read the full story.

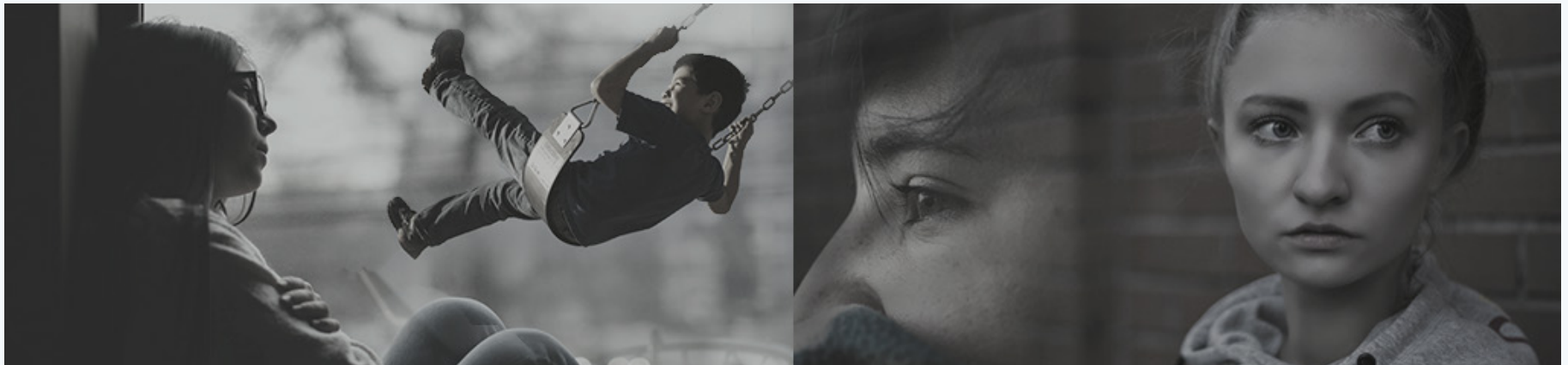# Struto

www.struto.co.uk

London, UK

In February, Struto's client Bridge celebrated 30-years as a trusted mental health and wellbeing services provider to the community of Greenwich, London. The time had come to look for opportunities to extend their service delivery into under-served communities. Bridge needed a marketing partner, and Struto leapt at the opportunity.

The kick-off campaign that Struto delivered for Bridge in December produced remarkable results, and rapidly at that. The next step in their marketing mission was to establish contact with health care commissioners.

The campaign would invite their persona into a story that illustrates the impact of research data on the lives of individuals, families, and communities. The content offer, **The Tales of Three Young British People,** would contain narratives with more than one possible outcome. The different outcomes would illustrate the value of early diagnoses and intervention in the development of mental illness. A navigational tool was introduced at the beginning of each of the narratives, putting the reader in charge of selecting an outcome for the story.

Read the full story.

HubSpot 2017 IMPACT AWARDS

W E B S I T E   D E S I G N

WEBSITE DESIGN

The Website Design Award recognizes an agency that helped a client either create a website from scratch or redesign an existing site with exceptional results.

LEIGHTON INTERACTIVE

zooma.

Leighton Interactive
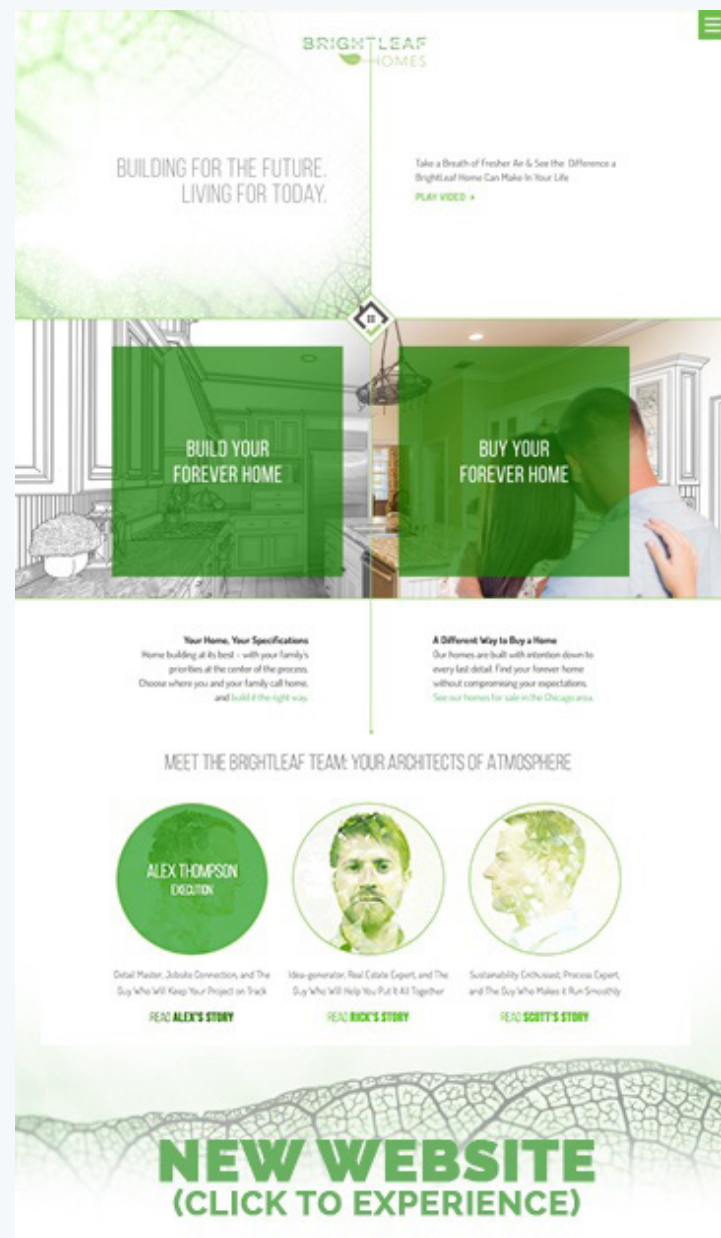
www.leightoninteractive.com

St. Cloud, MN

Since 2008, Leighton Interactive's client BrightLeaf Homes has been building sustainable, long-lasting homes in the Chicago metro that focus on energy conservation and conscientiousness. When they started working with Leighton Interactive, their website was outdated and wasn't representing the high-tech product that BrightLeaf brought to the market.

Leighton Interactive conducted in-depth user interviews, developed persona fundamental assumptions, and crafted the ideal user journey through the website to help lead the site map foundation. Once launched, they began a continuous improvement phase by benchmarking current elements so they could come back and tweak as needed for ultimate success.

They're successfully engaging the user throughout the website, and giving them the right content at the right time. The website and inbound efforts have had a direct impact on closed sales, even in the short time they've been live. In the last 4 weeks alone, BrightLeaf **has closed sales on 6 home projects.**

Read the full story.
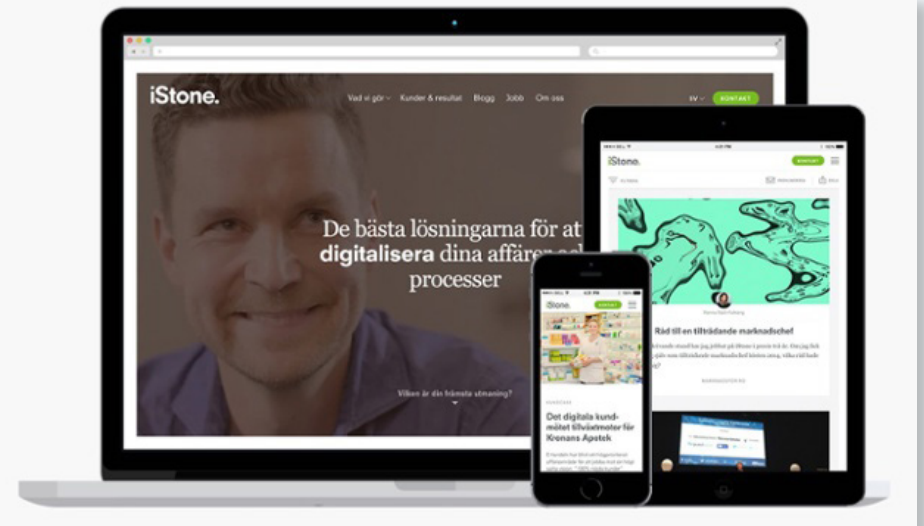
Zooma

www.zooma.se

Gothenburg, Sweden

Zooma Marketing & Communication and client iStone first began working together in 2015. Come 2016, a new istone.com was the natural next step in their inbound journey.

Increased focus was put particularly on: creating a structure and content based on personas' needs, habits and expectations, developing a design that improves speed and respects the purpose of each type of content, increasing the visit to lead and lead to qualified lead conversion rates, and making sure there is evidence to support closing customers.

12 months after deploying, iStone saw a **return on investment of 1,950%.**

Another 5 months after the revamp of istone.com, the success continues. Visits to the site have increased a further 28% compared to the year before and **lead-generation is up a whopping 112%.**

Read the full story.

FIND A CERTIFIED HUBSPOT AGENCY PARTNER

Agency Partners can work with you to implement successful inbound marketing and sales strategies, as well as help you with HubSpot's free software. Find your perfect match from our worldwide community of 3,000+ approved agencies who are ready to help.

Visit the Partner Directory to find all current and past Impact Award winners.

AWARD WINNING AGENCIES