



HubSpot Ignition

A **tailored HubSpot onboarding service** to help companies **accelerate** their marketing strategy, **HubSpot implementation** and **business growth**.



XEN

XEN works with sales and marketing teams in mid-large companies to deliver strategy, implement marketing technology and drive business growth through digital marketing campaigns.



Setting Up Your HubSpot Portal

HubSpot Ignition (in a nutshell)

We work with you and your marketing & sales team members to **plan, prioritise** and **setup** your **HubSpot** installation.

We're then on-call to guide you with any **training** and ongoing implementation questions.

Ignition Overview

Your Digital Marketing Partner

- Typically a **3 month** implementation
- Prioritised for the first month to get **early wins**
- Includes **full setup** and **implementation** of your portal
(not just advice/training on what you should do...)
- Available for **phone/zoom calls** throughout the months
 - Strategy, priorities, training
- Access to **entire XEN team** (as appropriate for answering questions)

Ignition Focus | Example Schedule

Your Digital Marketing Partner

■ Month 1: Strategy and Quick Wins

- HubSpot **strategy** - sales and marketing priorities
- HubSpot **settings, tracking**, contact **migration**
- HubSpot **integrations**, popup forms
- Reports

Ignition Focus | Example Schedule

Your Digital Marketing Partner

■ Month 2: HubSpot Campaigns

- Campaign tool and SEO
- **Email** Marketing, **Workflows** (Automation)
- **Social** channels
- **Ads**
- Web and **Landing Pages**, Blogs

Ignition Focus | Example Schedule

Your Digital Marketing Partner

- **Month 3: HubSpot Sales**
 - Sales Pipelines, **Deals**
 - Snippets and Templates
 - **Quotes** and Products

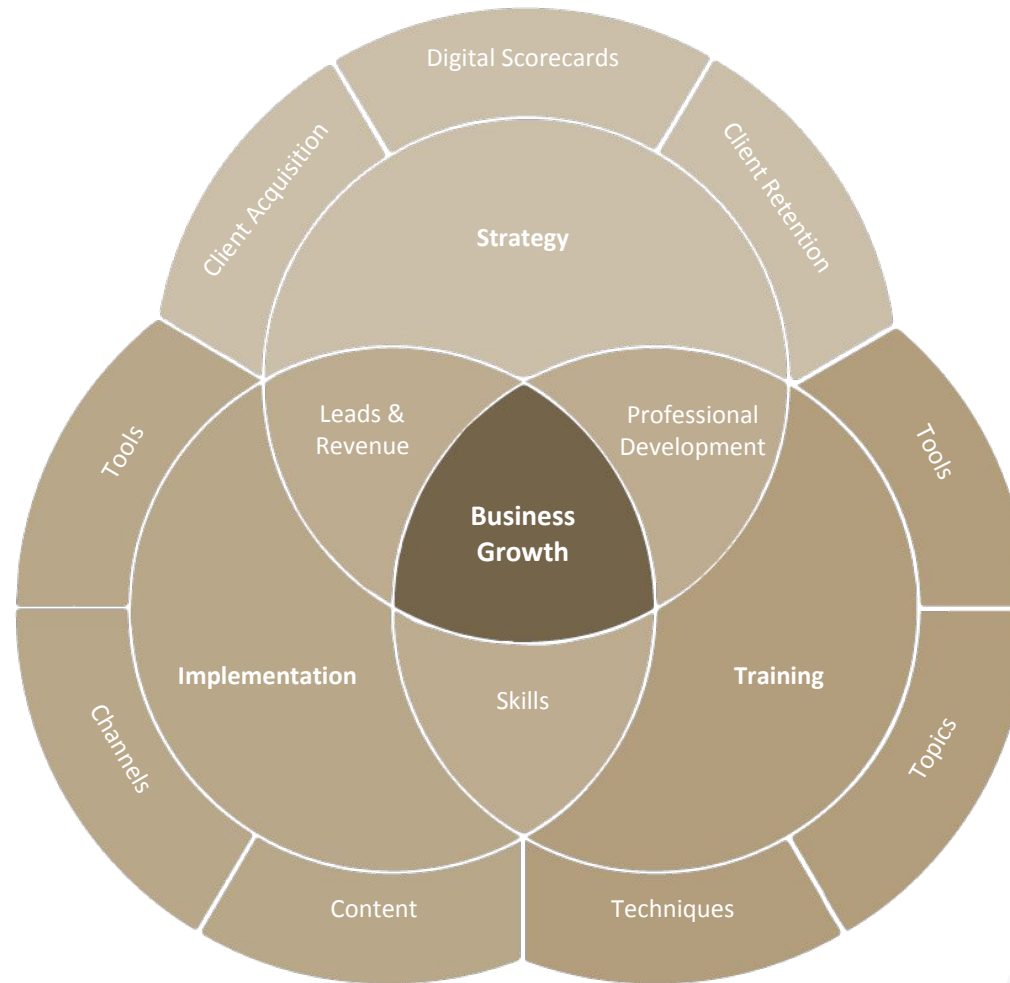
Ignition Outcomes

Your Digital Marketing Partner

- **Optimised HubSpot Portal for Marketing and Sales**
 - Fully setup and integrated
 - Emails, Pages, Forms, Workflows in place
 - Campaigns ready
 - Reporting and dashboards active
 - Staff trained and informed

Growth Model

The XEN Business Growth System



Premium Offerings

Trusted Advisory



Digital Advisor

Consider us your digital marketing advisor. We're on call when you have questions about strategy, implementation and reporting.



Training

XEN provides training across all areas of the digital marketing journey including Strategy, SEO, Analytics, HubSpot, Google Ads and Facebook advertising.



Consulting

XEN provides tailored consulting services to larger corporates. Typical examples include in-depth analysis projects and management board reports.

Core Services

XEN is Your Digital Marketing Partner



Strategy

Set your digital strategic direction



Personas

Audience research and targeting



Lead Generation

Business growth campaigns



Lead Nurturing

Segmenting, scoring & expanding



Reporting & Insights

Dashboards & Management ROI



Websites

Design and development



Implementation

HubSpot Strategy and Execution



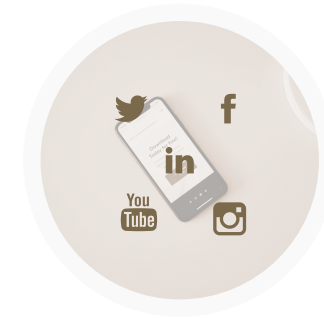
SEO

Content Strategy and Optimisation



Paid advertising

Google AdWords & Paid Social



Social

Social media management

Our Clients

Trusted by Leading Australian Companies



Client Results: Maestrano

Global B2B Technology Leader

Malcolm Macnaughtan

Global VP Sales

Maestrano

<https://maestrano.com/>



Strategy + HubSpot

*"We selected XEN from a collection of agencies when we were redesigning the Maestrano.com site and scaling up our digital marketing efforts. **XEN provided great advice on strategy and also managed the site redesign plus HubSpot rollout.**"*

"The project was a big success and we continue to rely on XEN for expert advice and assistance. Aside from strength at strategy, we've been impressed with XEN's comprehensive knowledge of the HubSpot product, even to the most detailed technical points."



Client Results: Xakia

Global Legal Technology Leader

Jodie Baker

Founder and CEO

Xakia

<https://xakiatech.com/>



Strategy + Website + HubSpot

"XEN were initially engaged to provide Xakia with website design, build and release in a very tight timeframe, to provide the Xakia website with a much-needed facelift and customer journey."

From the outset, XEN were focused on strategy and branding, without compromising the timetable. Xakia uses HubSpot for its marketing, and XEN provided guidance and training on maintenance of the website for blogs, landing pages, lead flow and website text changes.

XEN were professional, efficient and an absolute delight to work with, leading to an ongoing engagement on other aspects of Xakia's marketing strategy."



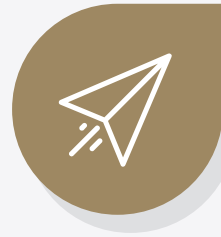
Digital Ecosystem

End-to-End Delivery of Digital Marketing



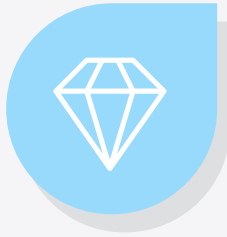
Strategic Direction

Understanding and agreeing on digital goals for your business, including KPIs, audiences, differentiation and targeting



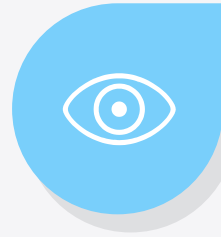
Technical Implementation

Expert implementation of your marketing technology stack including HubSpot, Google, website, social and paid advertising platforms



Content Strategy

Detailed research, content planning and campaign implementation



Realtime Reporting

Reporting and insights for stakeholders and practitioners, including management dashboards, analytics reports and insights reviews

About **XEN** B2B

Your Digital Marketing Partners

XEN works with sales and marketing teams in mid-large companies to deliver strategy, implement marketing technology and drive business growth through digital marketing and lead generation campaigns.

XEN staff are all HubSpot power users. Curious about technology. Interested in your business.

We gravitate to growing companies who have compelling products to offer the market.

We want to work with you, drive your marketing, grow together. We're your digital partners.

Technical Specialists

An End to Buyer's Remorse

- **Since 2009**
- **Founder is a Software Engineer and former CTO**
- **Australia's Most Certified HubSpot Agency**
- **End-to-end Marketing Technology Experience**
- **Asia-Pacific's Leading HubSpot Podcast**
- **2000+ leads generated for our clients every month**

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HubSpot Certifications

10

Years of Leads

HubShots Podcast

APAC's #1 HubSpot focussed podcast



HubShots

APAC's #1 HubSpot Focussed podcast

Recommended by **Brian Halligan** (CEO of HubSpot)

More than **180 episodes** over the last 4 years



Industry Trends

A look at the trends, challenges and tactics that leading marketing managers and sales professionals are encountering.



HubSpot Tips & Tricks

Tips for using key HubSpot functionality, covering Marketing Hub, Sales Hub and Service Hub.



Growth Tactics

We share our real-world experiences using HubSpot and Inbound Marketing strategies. Complete with our mistakes and learnings!



HubSpot Features

We dive into the latest HubSpot features, highlighting what we like, plus gotchas to avoid.

XEN

Key People



Certified Expertise

Demonstrated Technical Experience



HubSpot Gold Partner

XEN has been a HubSpot Partner since 2012 and a Gold Partner since 2016. XEN is one of the most HubSpot exam certified agencies in Asia Pacific.



Google Partner

XEN has been a Google Partner since 2010, working with the full suite of Google tools including certification in Google Ads.



Databox Premier Partner

XEN has attained the highest level of the Databox partner program, demonstrating expertise in all aspects of their reporting and dashboarding platform.

Contact XEN

Your Digital Marketing Partners

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Years of
Digital Marketing