

What Is This Template For?

Great question! → We want HubSpot Agency Partners to be as prepared and enabled as possible to resell and service your software to their clients.

Once you've completed this template, you will have it available for all Agency Partners who reach out to you about utilizing your software through the Agency App Connection Program. It is an enablement resource to help agencies understand the questions outlined on the right.

We would recommend looping in someone on your sales team to help answer some of these questions if need be. (***each slide has help text in the notes section**)

Helping agencies understand:

- Which of their clients may be a good fit to sell your software to
- How to position your software and the pain points it solves
- What types of questions agencies should ask their clients to better understand their potential need for your software
- What specifically your software offers, and how long it takes to implement

Enabling Agencies to Successfully Sell TwentyThree Software



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Identify - who is a good fit for your software?

| Category | Best Fit | Good Fit | Bad Fit |
|---|--|---|--|
| Customer size, current visits/leads/customers through website | Mature +250 employees | Early Majority 10-249 employees | -10 employees |
| Business Characteristics (biz model, sales model, sales cycle, size of dedicated sales and marketing teams, current tech stack/marketing investment etc) | Growth B2B/B2C Enterprise, using an existing video marketing platform, using marketing automation, advanced tech stack, producing video/webinars on a consistent basis | Increasing Growth B2B/B2C, using YouTube or Facebook for video, using marketing automation, 2+ marketers, have existing video/webinar content | Little to no video content or plans to invest in video, don't use YouTube or Facebook video, |
| Contact Characteristics (title?, knows inbound marketing?, etc) | CMO/Head of Marketing, Content Marketing Managers, Demand Generation Managers, Social Media Marketers, Inbound Managers | CMO/Head of Marketing, Content Marketing Managers, Demand Generation Managers, Social Media Marketers, Inbound Managers | Individuals, no marketing team |

Connect - how to position your software?

Positioning Statement -

description of the problem/pain your software solves (spoken in customer's language, not jargon)

Statement:

- Video is the best way to tell stories and connect with your customers, but video has historically been hard to measure and distribute. At TwentyThree, we empower marketing teams to finally integrate and add video to their marketing stack to successfully run video with inbound, social, and demand generation.

Gives and Gets - to be used when a prospect is not open to sharing info. Build trust through a 'give' (a tip or industry stat), followed by a question (a 'get').

Gives:

1. Only 38% of marketers are currently measuring video engagement.
2. By using video collectors/forms it can increase lead generation by as much as 50%.
3. Lead scoring can be off by 40-60% if you aren't currently measuring video engagement and conversions on your website.

Gets:

1. How are you currently measuring video (plays, impressions)?
2. Have you tested using video to collect inbound leads?
3. Is video integrated into your lead scoring?

Explore - what are the best questions to ask?

| | List top questions agencies should ask to understand if your software would be a good fit for their client: |
|--|---|
| <p><u>Question Types:</u></p> <p>~Company</p> <p>~Organization</p> <p>~BANT (Budget, Authority, Need, Timing)</p> <p>~GPC (Goals, Plans, Challenges)</p> | <ul style="list-style-type: none">• Are you running video across every possible channel?• Are you directing users away from your website to a third party like YouTube or Facebook to engage with your videos?• What is the engagement rate of your website videos?• How many leads have you collected through video content/webinars?• Do you have a video hub built into your website?• Have you integrated video into your HubSpot account yet?• Does your lead scoring include video engagement and conversion data?• Have you used video for any ABM strategic outreach?• What's your video workflow for distributing video to your website, inbound landing pages, and social channels?• Have you identified users inside of HubSpot that have engaged with video?• Are your video analytics fragmented to various different networks/channels? |

Advise - what does your software offer & how long does it take to implement?

| Category | Activity | Effort Estimate (# of hours spent by agency setting up for client) | Cadence (one-time, recurring) |
|--|---|---|--------------------------------------|
| Onboarding Interview and Preparation Session | Onboarding process together with client based on their specific needs. This session should be for admins and the ones managing video marketing project on a high level. | 1 hour | One Time |
| Content Migration | Migration of all existing video content – from social platforms or via other video hosting platforms. Video Hub and subdomain setup. | 5 hours | One-Time |
| HubSpot Integration | Integrating TwentyThree video data to HubSpot | 10 minutes (if subdomain is created) | One-Time |
| Platform Setup and Connections Setup | Invite the right users with the correct access to the video account(s), assist the client to get the player and account updated with | 1 hours | One-Time |

Additional Resources - anything else you'd like to provide Agencies?

- [TwentyThree Partner Program](#)
- [\[Webinar\] The Marketers Guide to Integrating Video Into HubSpot & Improving Data](#)
- [\[Video\] Marketing Expert Series: Kipp Bodnar](#)
- [\[Blog\] Creating Leads: The Marketers Guide to Integrating Video Into HubSpot](#)
- [\[One-Pager\] TwentyThree](#)