



An Overview

The Kingdom.

Gold Partner

Tools to Attract Visitors



Blogging

Easily create remarkable content that will help your business get found.



Social Inbox

Publish and see Social Analytics across Facebook, LinkedIn, Twitter and other networks.



SEO

Improve your search rankings and get found by quality leads.

& More...

Keywords



Discover which keywords will bring the best organic traffic to your site and analyze your paid search campaigns.

528

Keywords Ranked in Top 3

803

Keywords Ranked in Top 10

648

Contacts Generated

☐

Actions

Sorted by:

Visits

Rank

☐

hubspot

Added September 1st

hub spot

Added June 29th, 2012

inbound marketing

Added September 1st, 2011

hubspot.com

Added June 29th, 2012

519

1,469

757

615

1

1

2

1

- Track which keywords drive the best visitors & leads
- View difficulty, current rank and search volume
- Get recommendations for low-hanging fruit and long-tail keywords
- Compare your rankings to competitors

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Blogging

Create long-lasting marketing assets by publishing blog articles optimized to get found and generate leads.

- Create content to develop your thought leadership and get found online
- View detailed SEO recommendations for improving your content as you type
- Automatically publish to your social media accounts
- Automatically optimized for mobile devices with responsive design

The screenshot displays the HubSpot Content Editor interface. The top navigation bar includes links for Dashboard, Content, Social, Contacts, Reports, Marketplace, and Academy. The main editor area is divided into two sections: the left pane for content creation and the right pane for SEO optimization.

Content Editor (Left Pane):

- Blog Posts:** The main section for creating and editing blog posts.
- Content, Options, Publishing:** Tabs for managing the post's content, settings, and publication status.
- Title:** The title field contains "15 Best Blogs About Big Data". Below it, the URL is "http://blog.biglytics.com/15-best-big-data-blogs".
- Body:** The main text area with a rich text editor toolbar. The content preview shows "15 BEST BLOGS ABOUT BIG DATA" with a placeholder image.

SEO Optimization (Right Pane):

- SEARCH ENGINE OPTIMIZATION:** The main heading for the SEO section.
- YOU'RE WRITING ABOUT:** A section for adding keywords. The current keyword is "x big data".
- TITLE OPTIMIZATIONS:** Two suggestions are shown:
 - Suggestion 1:** "The State of Big Data - 3 Big Milestones & 3 Big Things to Come" has 0 keywords in the title. SEO IMPACT: 3 red dots. Recommendation: Use one of your target keywords in your post title to get a solid SEO boost.
 - Suggestion 2:** "The State of Big Data - 3 Big Milestones & 3 Big Things to Come" is 72 characters. SEO IMPACT: 3 red dots. Recommendation: Titles with more than 70 characters end up awkwardly truncated in search engine results. Don't be awkward. Shorten that title up a bit.
- BODY OPTIMIZATIONS:** Two suggestions are shown:
 - Suggestion 3:** You have 2 target keywords in your post. SEO IMPACT: 3 red dots. Recommendation: Spectacular! You've got keywords in the body of your post. What a pro.
 - Suggestion 4:** Your post includes 0 internal links. SEO IMPACT: 3 red dots. Recommendation: Link a few key words and phrases to related pages on your website to improve your overall SEO.

At the bottom of the right pane, there are tabs for "Full Post View", "Main List View", and "SEO View".

Page Performance



View recommendations in key SEO areas for optimizing your pages and generating quality inbound links.

▲ **Meta Description** There is one problem with this page's meta description [dismiss all](#)

❌ **Meta description is too long.** [dismiss](#)

Your meta description is longer than 150 characters. Descriptions in excess of that length are often truncated by search engines. We recommend shortening your description to avoid this possibility.

✓ **Meta description is set.**

HubSpot's inbound marketing section of Inbound Hub – attracting over 1.4 million readers monthly – covers everything you need to know to master inbound marketing.

✓ **Meta description is unique.**

✓ **Meta description does not contain page title.**

▲ **Images** There is one problem with this page's images [dismiss all](#)

❌ **Page has images without alt text.** [dismiss](#)

We recommend that all image tags have an alt attribute to convey a textual meaning for each image. We found 6 images with no alt attribute. [view images](#)

✓ **Page doesn't have too many images.**

We recommend limiting the number of images per page to less than 50. We found 19 on this page. Depending too heavily on images reduces the portion of your page content which can be indexed by search engines.

✓ **Page Title** There are no problems with this page's title

✓ **Calls-to-Action** There are no problems with this page's calls-to-action

✓ **H1 Tags** There are no problems with this page's h1 tags

- Crawl your pages for SEO on-the-spot
- See detailed SEO reports for each of your pages
- Receive specific recommendations for improving your pages
- View metrics on page views, ranked keywords, inbound links, clicks, and social media

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Prospects

Identify which companies are visiting your site, what they're viewing and how frequently even before they fill out a form.



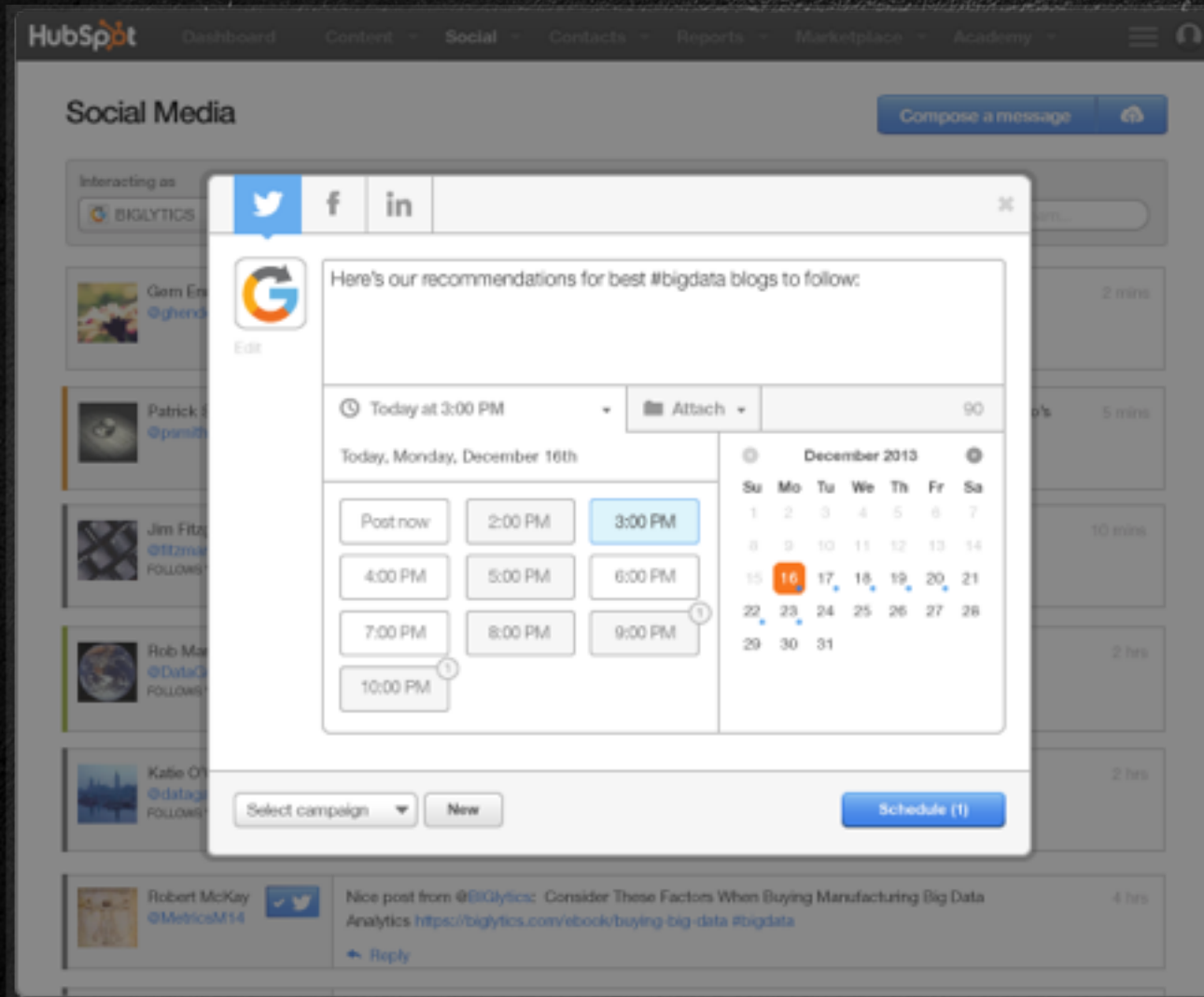
Favorited Prospects					
Name	Pages Seen	Visitors	Leads	Visiting From	
Research In Motion Limited	250+	173	8	"hubspot growth" 45 minutes ago	
Emc Corporation	250+	88	9	segment-prospects / email 59 minutes ago	
The Hertz Corp.	69	10	3	segment-vsb / email 2 hours, 24 minutes ago	
Heavenly Construction	208	8	2	h3-launch / email 14 hours, 39 minutes ago	
Cientes Netlife Quito - Gapon	250+	66	10	no referrer 17 hours, 47 minutes ago	
The Rand Corporation	29	8	2	no referrer 19 hours, 25 minutes ago	
Vertex Pharmaceuticals	143	22	2	no referrer 23 hours, 42 minutes ago	
Kusini Health	118	51	1	no referrer 1 day, 14 hours ago	
Wbs Conned Lic	153	41	7	socialmediaexaminer.com 1 day, 18 hours ago	
Innovative Management Sol	19	4	2	segment-var / email 2 days ago	
Ekos - Capital Management Solutions	4	3		h3-launch / email 6 days, 16 hours ago	
Arrival Communication Inc	149	24	4	"what is hubspot" 6 days, 16 hours ago	
Research In Motion Limited	250+	162	10	"marketing software" 2 weeks, 3 days ago	

- Discover which pages people are viewing before they convert on your forms
- Drill-down into specific content, people and timeline reports
- Receive daily visit reports to share with your team
- Create filters to see only certain companies

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Social Media Publishing

Publish and track messages across multiple platforms and accounts with suggested times for increasing reach.



- Publish across multiple accounts and social media sites
- Bulk upload social messages in advance
- Schedule multiple posts at a time
- See suggested times for increasing engagement
- Shorten and track links automatically
- View click and engagement data for your leads

Social Media Monitoring

Monitor the social activity of your leads and customers.



HubSpot Dashboard Content Social Contacts Reports Marketplace Academy

Social Media

Interacting as: BIGLYTICS Stream: Mentions of #bigdata Create stream Filter stream...

Gem Enderson @ghenderson1 Great find: Big Data Analytics Buyers Guide For Telecom Companies via @BIGlytics <https://biglytics.com/ebook/buyers-guide-telecom> #bigdata 2 mins

Patrick Smith @psmithsocial Does anyone use big data? 2 mins

Jim Fitzgerald @fitzmarketing What Market? <http://fitzmarketing.com> 2 mins

Rob Marks @DataGuyRM Nice getting <https://biglytics.com/ebook/history-big-data> 23 hrs

Kelle O'Connor @datagal1957 What metrics? Analytics # 23 hrs

Robert McKay @MetricsM14 Nice post from Analytics <https://biglytics.com/ebook/history-big-data> 23 hrs

Rob Marks @bigdata1 1,867 FOLLOWERS 1,788 FOLLOWING

Customer View Contact

Email: rob@mybigdata.net

Salesforce Owner: Dan MacAdam

Company: My Big Data

Social History: 20 stream matches, 6 interactions, View All

More Details

in Salesforce

Thanks @KellyGOxford and @TheTaylorDL for sharing the ebook #bigdata 23 hrs

Kelly Oxford @KellyGOxford Feb 3

Great post on #bigdata & analytics from @TheDataGuyRM via @BIGlytics <https://biglytics.com/ebook/history-big-data> thanks @TheTaylorDL

Taylor DeLuca @TheTaylorDL Feb 3

Hey @KellyGOxford you'll love this from @BIGlytics A History of Big Data <https://biglytics.com/ebook/history-big-data> #bigdata

Link to this message

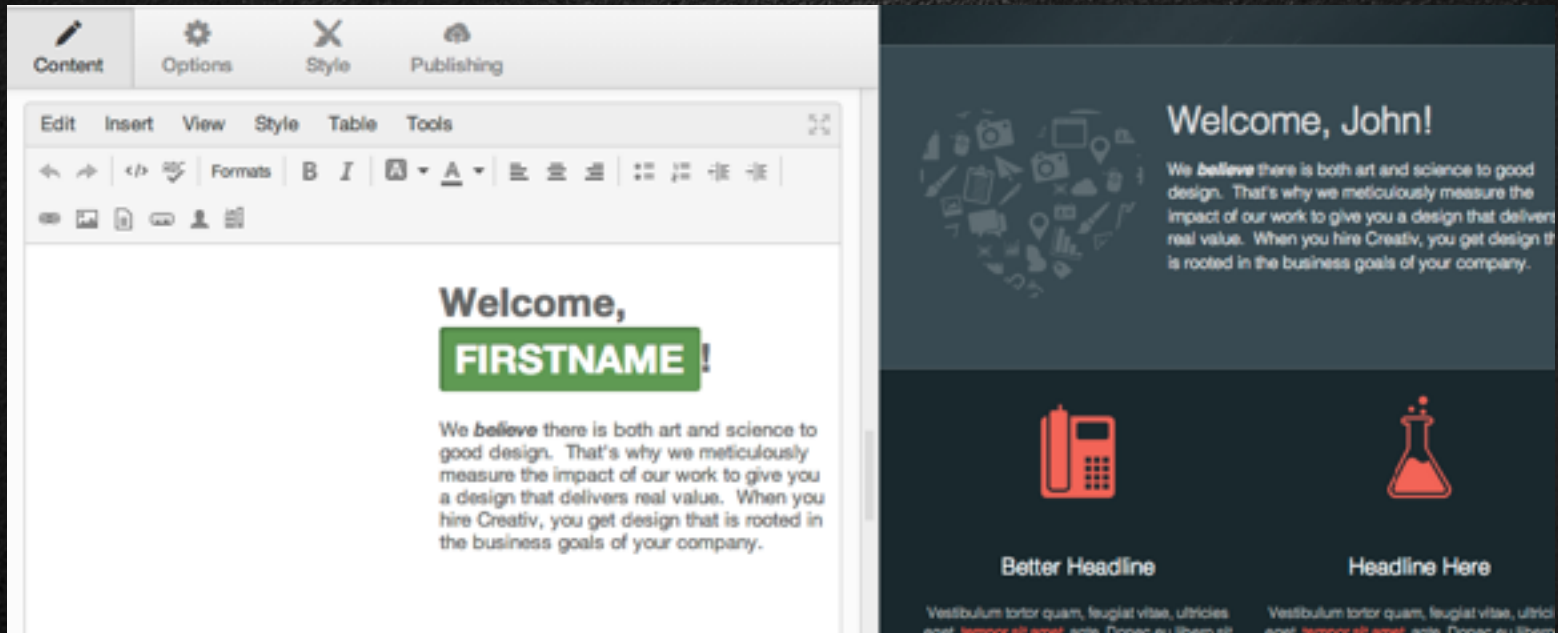
Customer View Contact

- Color-coded tweets highlight the strangers, leads, and customers in your social media feed.
- Create monitoring streams of targeted contacts, such as a sales reps list of leads or leads who are unresponsive over email
- View your history of interactions
- Get more information about who the person is before responding

Website Management (CMS)



Take control of your website and personalize content to your leads with HubSpot's integrated website management solution. Easily create sites that look great on any device.



- Spin up pages without IT or developers
- Easy-to-use WYSIWYG editor
- Personalize entire blocks of content based on who is viewing your site
- Automatically optimized for all mobile devices with responsive design



Tools to Convert Leads



Calls-to-Action

Build beautiful buttons and callouts to convert traffic to leads in a snap



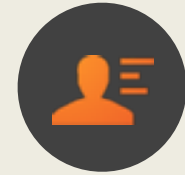
Landing Pages

Create more pages that improve conversion rates and generate leads.



Forms

Ask the right questions at the right time to optimize lead conversions.

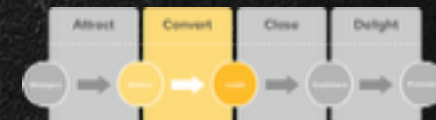


Lead Management

Segment leads based on their activity across your site and other channels.

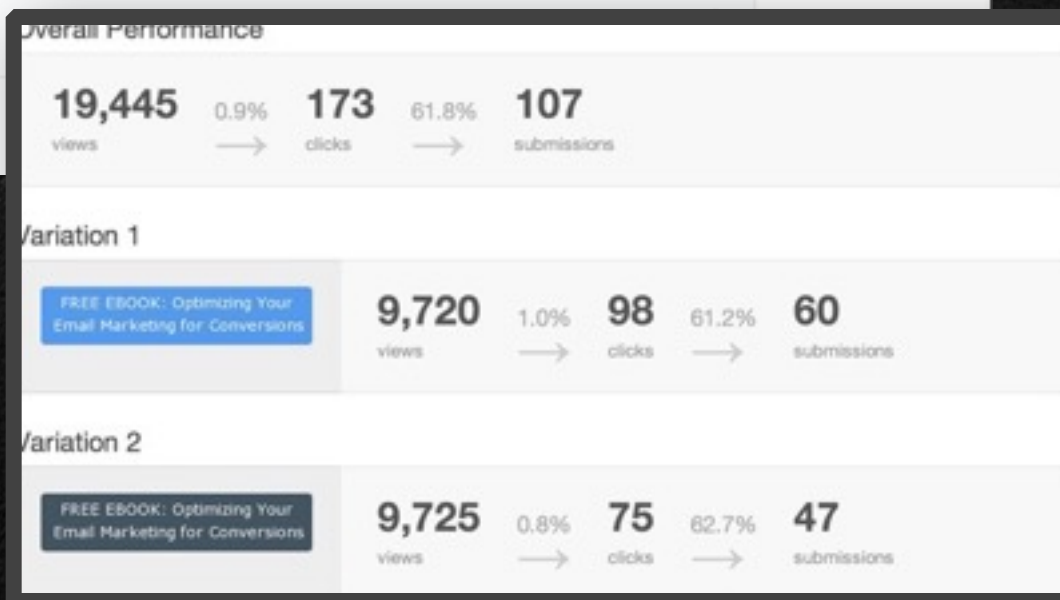
& More...

Calls-to-Action

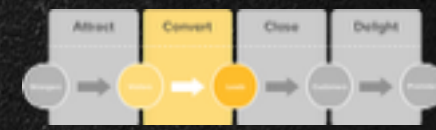


Build professional CTAs in minutes to convert your visitors into leads, complete with A/B testing and personalized Smart CTAs.

Status	Preview	Views	Views → Clicks	Clicks	Clicks → Submissions	Submissions	Updated
Free Trial Smart CTA	SMART CTA	24.4k	28.5%	6,954	21.0%	1,460	2:00pm
Blog- Product Launch	Variation test group	10.2k	20.1%				
	VIEW ALL NEW FEATURES »	10.2k	20.1%				
	GO TO NEW FEATURES »	10.6k	19.4%				



- A/B test CTAs and track results
- Display Smart CTAs based on contact properties
- Analyze clicks and conversions on CTAs for increased conversion opportunities



Calls-to-Action

Build professional CTAs in minutes to convert your visitors into leads, complete with A/B testing and personalized Smart CTAs.

- Build CTAs inside of HubSpot without a designer, or upload your own custom images
- Attach CTAs to Campaigns to see how they affect high-level campaign goals.
- Display CTAs inside of any HubSpot Blog, Landing Page, Site Page, Email, or attach to your existing website.

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Landing Pages

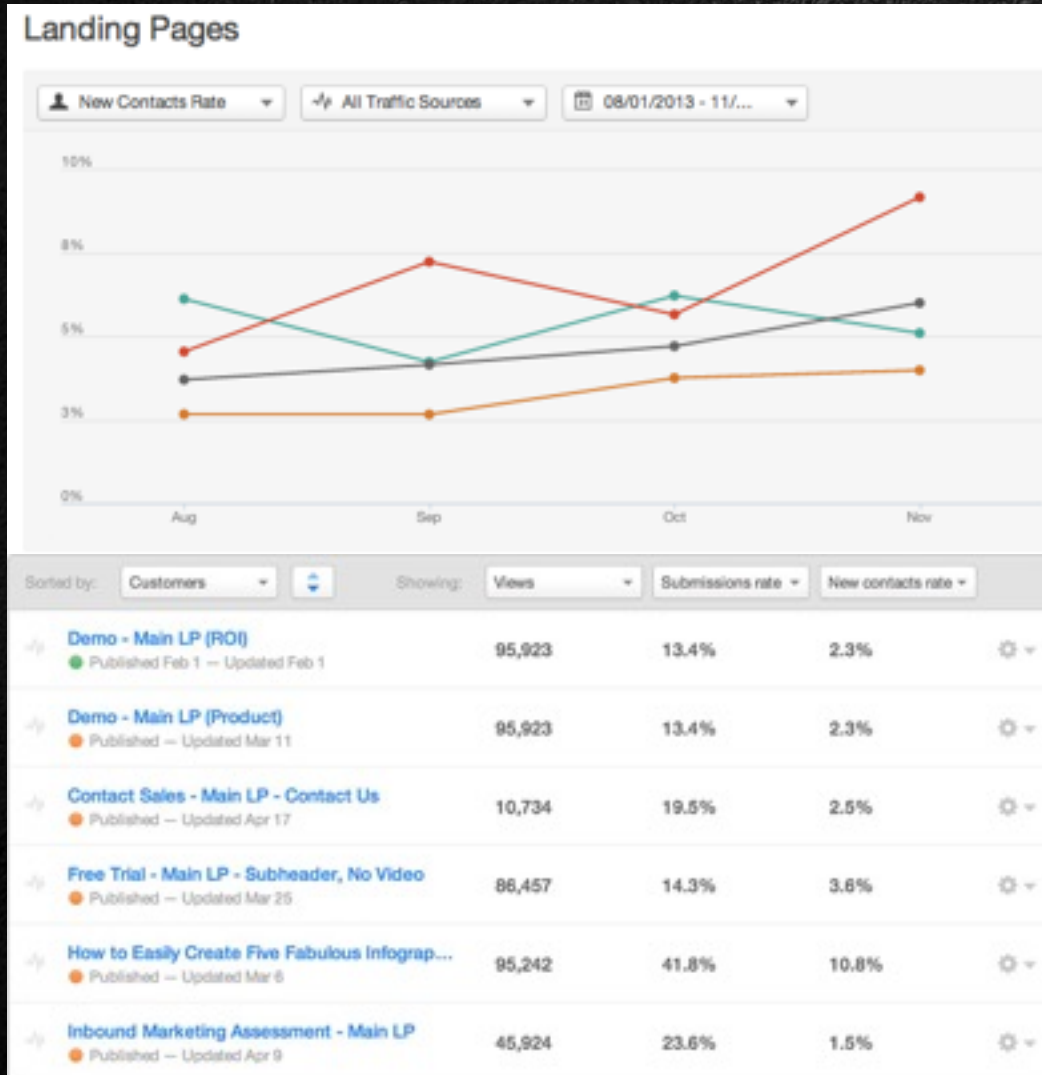
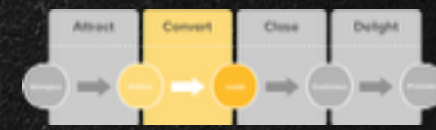
Capture inbound leads through your website with landing pages that are easy to customize, A/B test, personalize, and track.



The screenshot displays the HubSpot Landing Page Editor. On the left, the editor interface includes tabs for Content, Options, Style, and Publishing, along with a 'Create A/B Test' button. The 'Section Header' field contains 'Customer Resource: SEO Optimization Worksheet', and the 'Section Subheader' field contains 'Learn to Optimize Your Blog Post Using 1-2 Long-tail Keywords'. The 'Left Column' contains a text block and a 'Worksheet' image. The 'Right Column' contains a 'Yes, I want this kit!' form with fields for First Name, Last Name, and Email, and a 'Download' button. The live preview on the right shows the final landing page design, which includes the HubSpot logo, contact information, and a 'Help' button.

- Build optimized landing pages in minutes without a developer
- Choose from multiple, already-optimized templates, hire a HubSpot certified designer, or have HubSpot match the look and feel of your existing site.
- Integrate with your CTAs, Contacts, Smart Content, and Social Media accounts easily

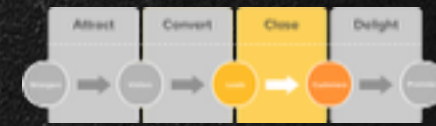
Landing Pages (Analytics)



- A/B test your Landing Pages and track the results
- View detailed conversion and source analytics for your Landing Pages
- See which channels bring your Landing Pages the most views, leads, and customers
- See which pieces of content bring in the most viewers, new contacts and customers.

Forms

Collect valuable information on your leads for segmentation, personalization, and follow up by your sales team. Increase conversions with Smart Fields and Progressive Profiling.



- Build optimized forms with custom fields for collecting data on your leads
- Hide fields if data has been captured previously
- Use drag-and-drop progressive profiling for increased conversions
- Set new lead notifications and sync data with your CRM
- Embed forms on any page



Tools to Close Customers



Email

Personalize your emails with any field from your marketing database.



Marketing Automation

Use marketing automation to trigger timed follow up emails to your contacts.



Analytics

See which traffic sources are generating the most leads, plus other insights.



Salesforce Sync

Use Salesforce data to segment contacts, personalize email, and more.

& More...

Contacts Database

Manage all of your contacts and leads in one, centralized database complete with robust profiles containing CRM data, website, email, and social media history and more.



Andrew Pitre

+ Add/Remove from Lists > Resync With Salesforce Opt Out of Email Close as Customer Delete

First Touch: 3 Years Ago (Facebook)
Last Touch: 4 Days Ago (Opened Email)
Lifecycle Stage: Marketing Qualified Lead (Since Jun 20, 2013)

Showing 361 Interactions

January

- 3 Emails
- 2 List Memberships
- 2 Syncs
- 3 Twitter Events
- 1 Webinar Event

December 2013

- 1 Wistia View
- 2 Form Submissions
- 26 Events
- 2 Website Visits
- 7 Automation Events

Interactions Timeline:

- SEO Tips for 2014: Don't Let Your Strategy Fall Behind [Guide + Worksheet] (Thu Jan 9, 2014 at 7:34am) - Delivered
- Attended 2014 Product Announcement Webinar (Fri Jan 3, 2014 at 7:23pm)
- Randypitre mentioned @HubSpot (Thu Jan 2, 2014 at 7:58am)
How Customers Helped Us Design a Better Social Tool
blog.hubspot.com/marketing/outf... via @hubspot
980 followers | 411 following | Boston, MA
- HubSpot | All-in-one Marketing Software (Wed Jan 1, 2014 at 3:00pm)
- Became a Marketing Qualified Lead (Wed Jan 1, 2014 at 3:00pm)
- Watched End-to-End Full Demo of HubSpot on your page (Sun Jan 19, 2014 at 8:48am)

Public Contact URL: <https://app.hubspot.com>

Contacts Settings

- View a detailed timeline of every interaction a lead has had with your brand
- Sync this data with your existing CRM
- Use this data to segment, personalize your marketing, and create lead scoring

List Management and Segmentation



Target your leads by segmenting based on information they've given you and how they've engaged with you for truly personalized marketing.

- Segment your leads based on a contact's demographic information from forms or behavioral data from all of your marketing channels.
- Segment on social behaviors, site analytics, and more
- Score leads off of the same criteria
- Create static and dynamic Smart Lists
- Choose which leads get synced to Salesforce

What type of list do you want?

- ☒ Smart list - add contacts continuously according to rules you set
- ☐ Static list - add contacts manually

Include contacts who meet all of these requirements:

is any of

is none of (simply has this property) (simply does not have this property)

Also, include contacts who meet all of these requirements:

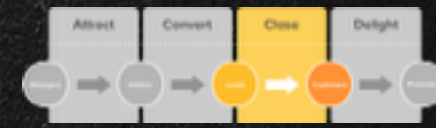
any form

has visited (part of URL)

On any date [Refine](#)

Smart Content

Change the content of your website to reflect the needs and interests of your leads, personalizing the message you send to help guide your leads down the funnel.



- Adapt content to lifecycle stages or any characteristic in the contact database
- Use personalization across email, webpages, and landing pages.
- Easily edit Smart Content in a WYSIWYG editor – no coding or embedding required.

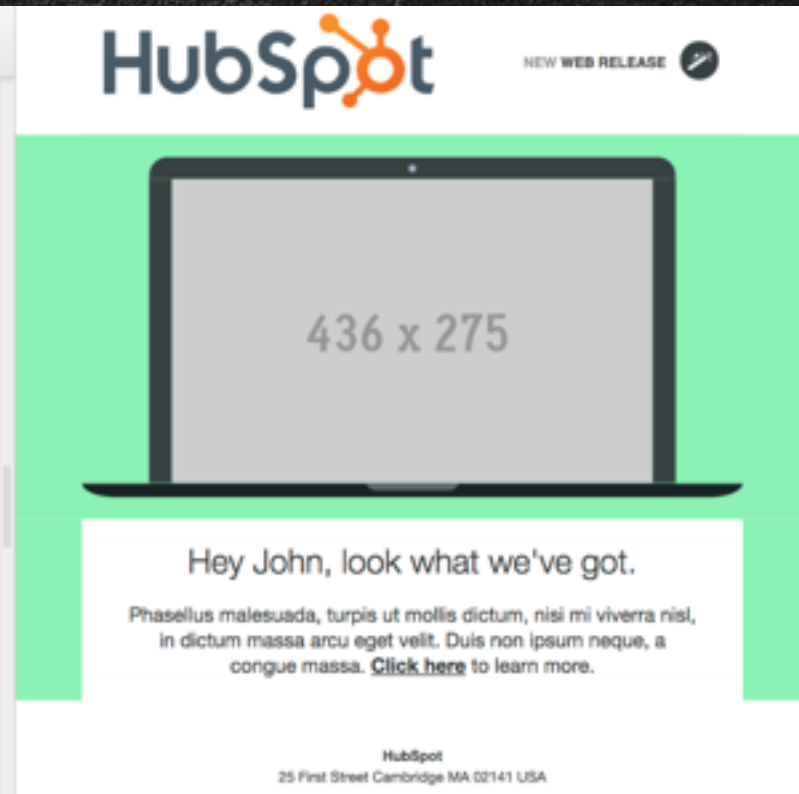
HubSpot Customer, Intuit

Email



Send personalized, beautiful emails that your prospects will look forward to receiving and measure which messages are most effective.

The screenshot shows the HubSpot email editor interface. At the top, there are tabs for 'Content', 'Options', and 'Sending', along with a 'Create A/B Test' button. The 'Main Content' section includes a 'Message Subject' field with the placeholder text '{{contact.firstname}}, this release that will blow your mind.' and dropdown menus for 'Contact' and 'Accounts'. Below this is the 'Main Email Body' section, which features a rich text editor with a toolbar containing options like 'Edit', 'Insert', 'View', 'Style', 'Table', and 'Tools'. The email body text reads: 'Hey **FIRSTNAME**, look what we've got.' followed by a paragraph of placeholder text: 'Phasellus malesuada, turpis ut mollis dictum, nisi mi viverra nisl, in dictum massa arcu eget velit. Duis non ipsum neque, a congue massa. [Click here](#) to learn more.'

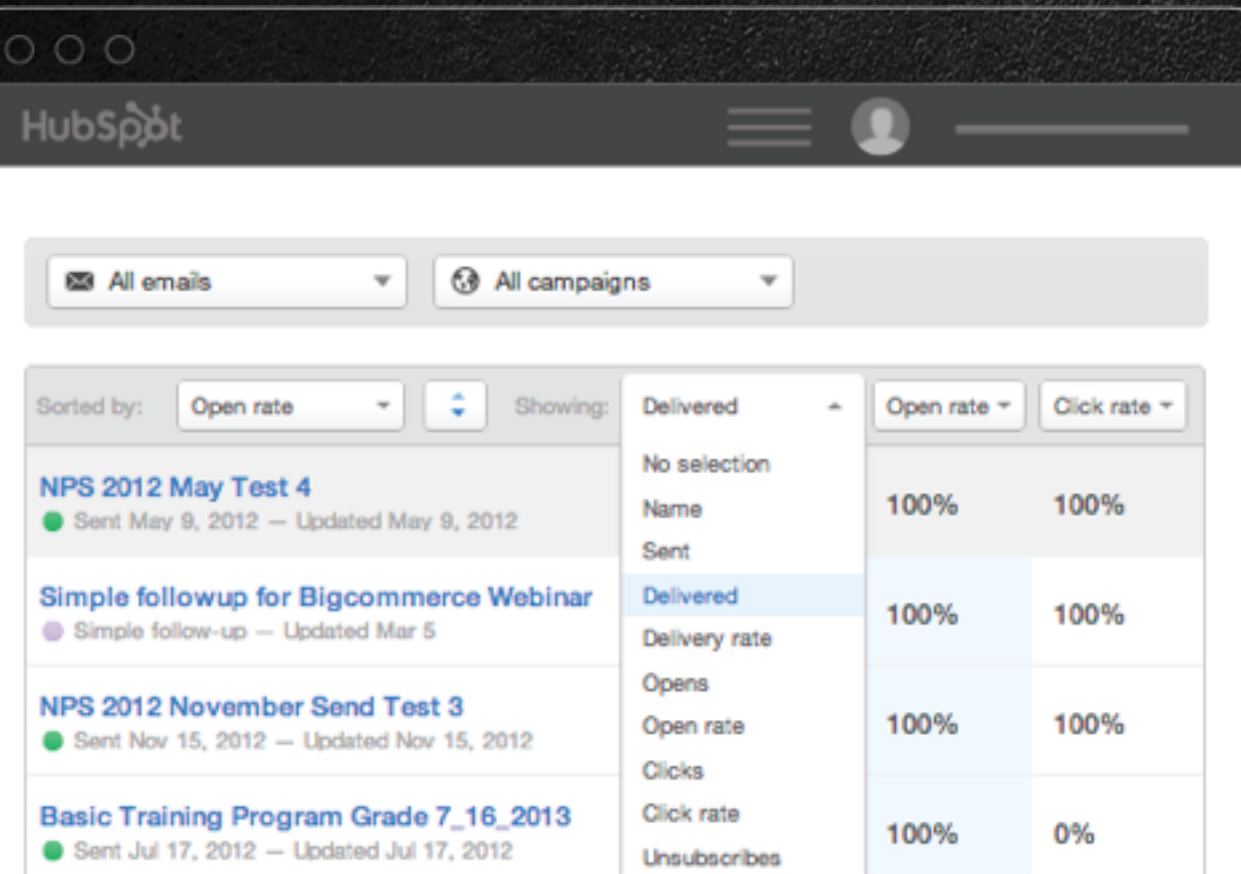


- A/B test elements to optimize open and click-through rates
- Personalize your message, sender, and subject lines
- Preview in other email client inboxes
- Choose from a variety of pre-tested, mobile optimized templates

Email Analytics

See how many new leads and customers your emails generated, along with high-level open and click through rates.

- Get deliver, open, click and churn data for every email you send. Slice and dice the data for the best view.

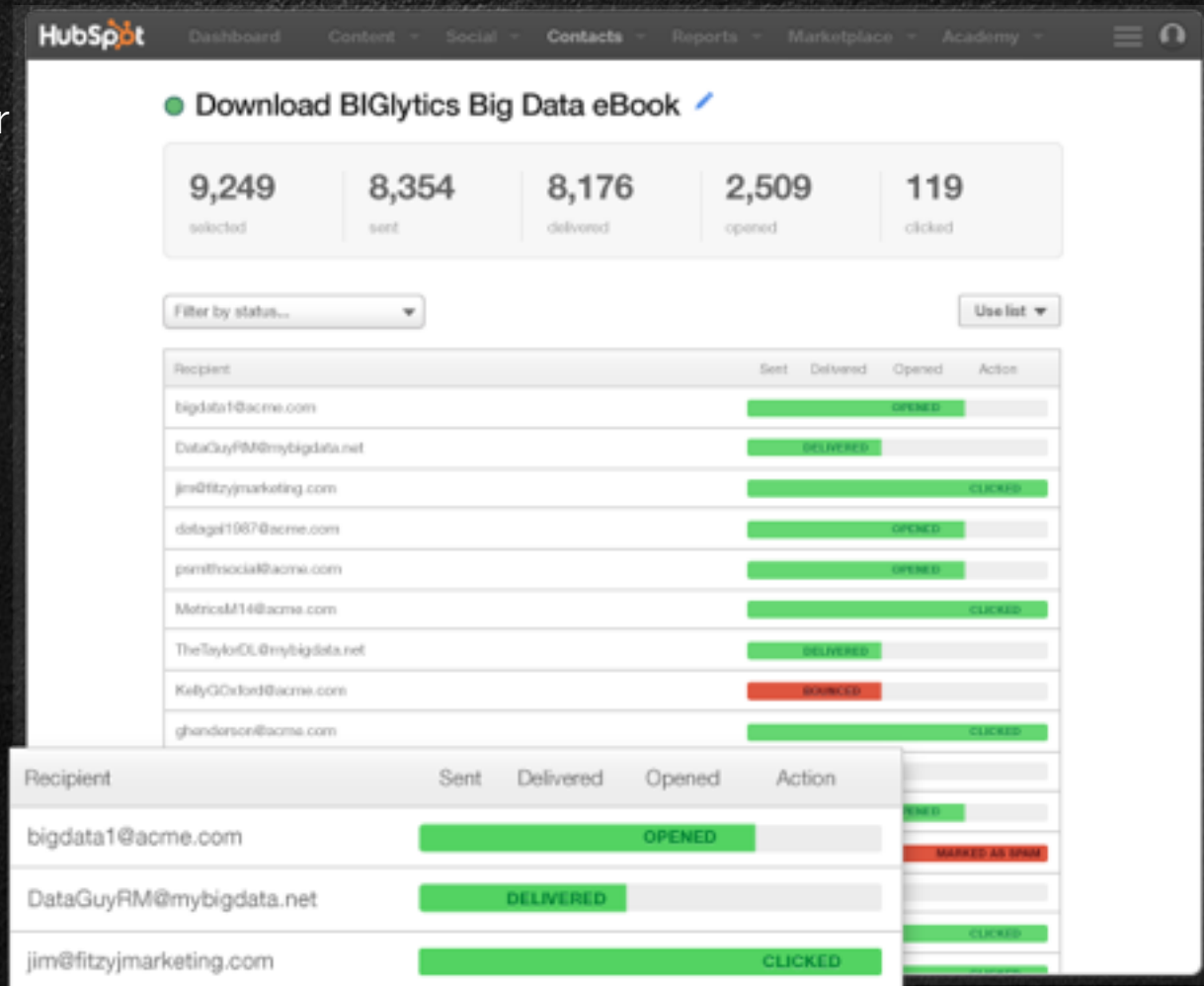


- See a detailed graph of overall performance and click-popularity in your emails.
- Compare individual email performance against each other

Email Analytics

See how many new leads and customers your emails generated, along with high-level open and click through rates.

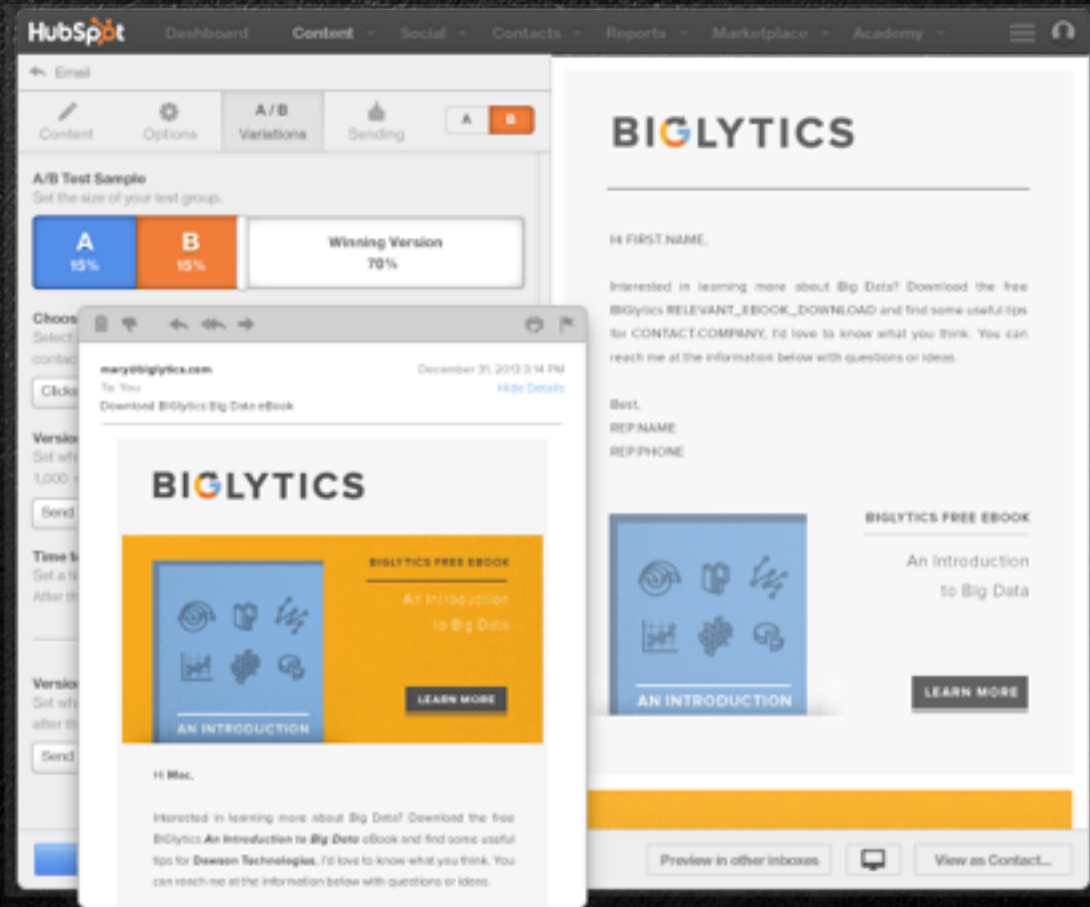
- Find out who engaged with your email, and save lists for further nurturing.
- See analytics for individual link clicks within an email.



Email A/B Testing

Test variations of your emails to make data-driven decisions about the content you send to your database.

- Test any element of your emails, including both content and design.
- Choose which metric decides the winner of your A/B test
- HubSpot automatically sends the winner to the rest of your list.



Lead Nurturing

Trigger email messages and activities within your contact records, CRM or other 3rd party software to automate your marketing strategies.



HubSpot Dashboard Contact Social Contacts Reports Marketplace Academy

CIO Charlie - Leads Workflow [Create List](#)

When activated, this workflow will enroll... Workflow is Not Live

Select condition type

Unenroll contacts when they join a goal list (optional) ?

Becomes Marketing Qualified Lead

Add step

1 First workflow step Delay for 1 Days 4 Hours

Send an email Download BiGlytics Big Da... [Create](#)

Add step

2 Second workflow step Delay for 0 Days 0 Hours

Select an action

Send an email

Set an account property value

Set a contact property value

Add to/Remove from a list

Trigger a webhook

Clear a contact property value

Add step

Save Workflow

- Trigger emails, change any contact property, and segment your database all through automation
- Move leads easily in and out of campaigns as they achieve certain goals or take certain actions
- View detailed engagement data for each step of your campaign

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Marketing Automation

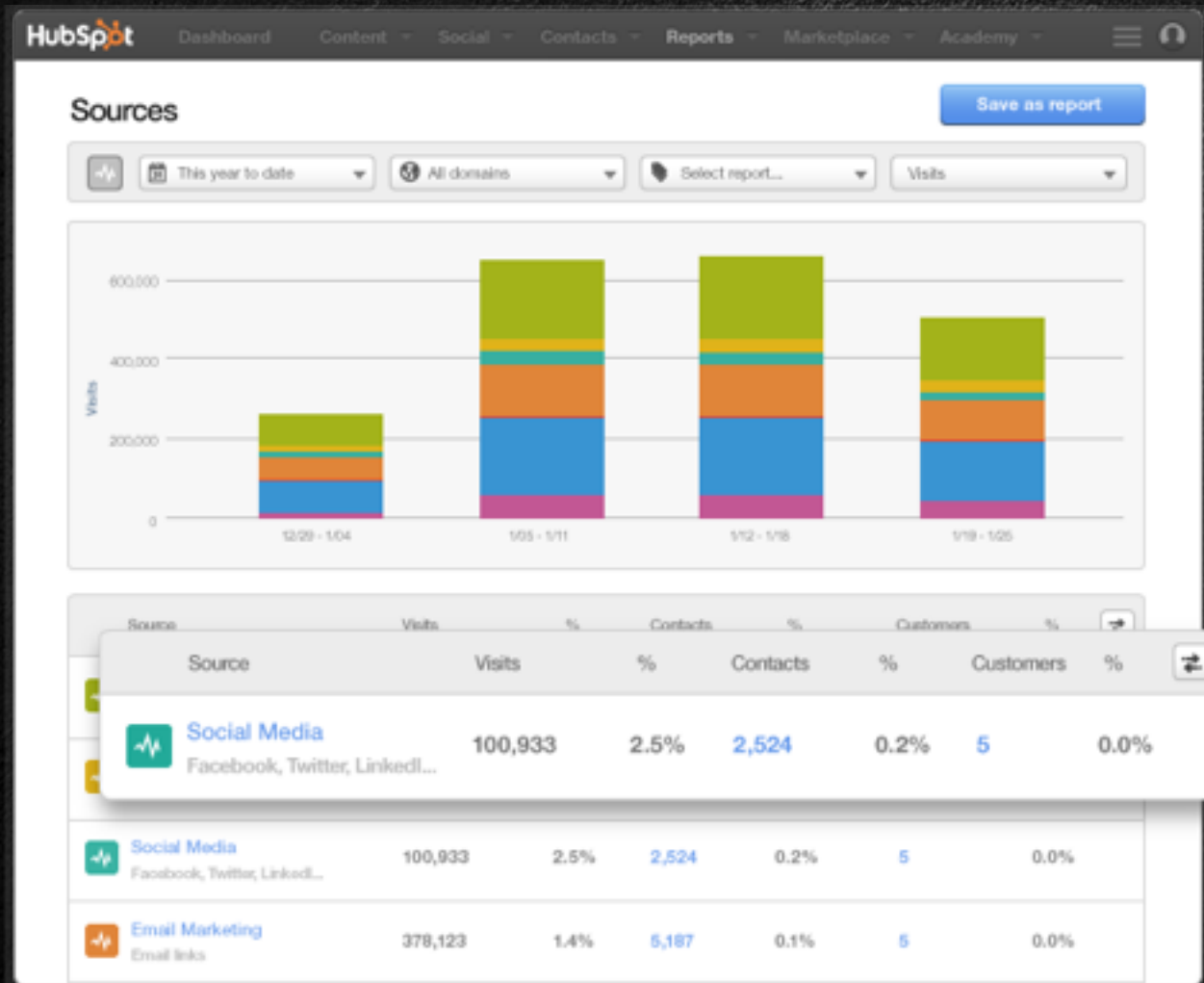
Trigger email messages and activities within your contact records, CRM or other 3rd party software to personalize and automate your marketing strategies.



- Base your automation campaigns on goals, such as becoming an opportunity or customer
- Move leads easily in and out of campaigns as they achieve the goals you've set.
- View detailed engagement data for each Workflow step

Sources

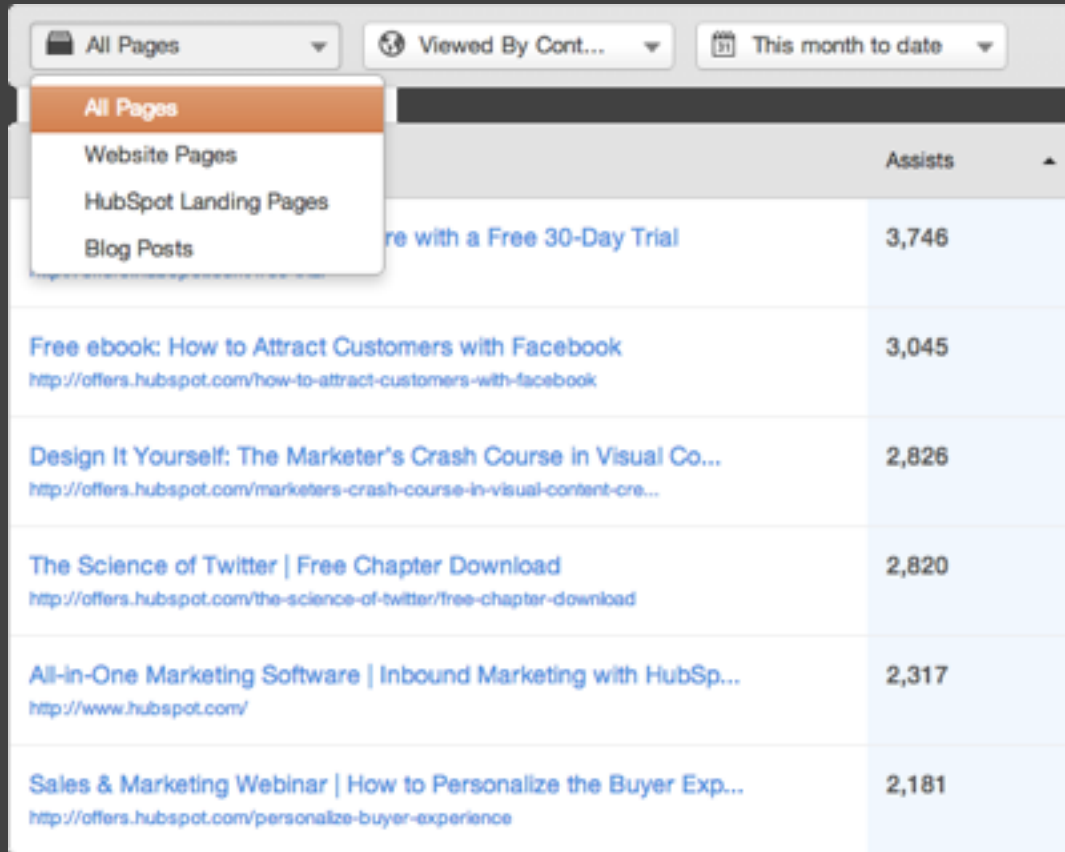
Analyze which of your marketing activities are driving the highest ROI in terms of visits, leads, and customers.



- Track how your marketing is performing in terms of visitors, leads & customers
- Measure the ROI of your marketing campaigns
- Drill into detailed reports on your performance
- Compare the effectiveness of your marketing channels

Conversion Assists

Understand which content on your site is most effective for helping visitors become leads and customers.



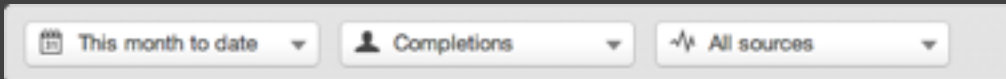
All Pages		Viewed By Cont...	This month to date
All Pages			
Website Pages			
HubSpot Landing Pages			
Blog Posts			
Free ebook: How to Attract Customers with Facebook		Assists	
http://offers.hubspot.com/how-to-attract-customers-with-facebook		3,746	
Free ebook: How to Attract Customers with Facebook		3,045	
http://offers.hubspot.com/marketers-crash-course-in-visual-content-cre...		2,826	
Design It Yourself: The Marketer's Crash Course in Visual Co...		2,820	
http://offers.hubspot.com/the-science-of-twitter/free-chapter-download		2,317	
The Science of Twitter Free Chapter Download		2,181	
http://www.hubspot.com/			
All-in-One Marketing Software Inbound Marketing with HubSp...			
http://offers.hubspot.com/personalize-buyer-experience			
Sales & Marketing Webinar How to Personalize the Buyer Exp...			

- View which pages are influential in driving conversions
- Filter to see your website pages, blog posts or landing pages
- Learn what content nurtures your prospects through the sales funnel

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Event Analytics

Track visitor activity on specific events on your site with detailed reports on visitor history and progression.



First touch sources for people who completed the event "Viewed the blog"

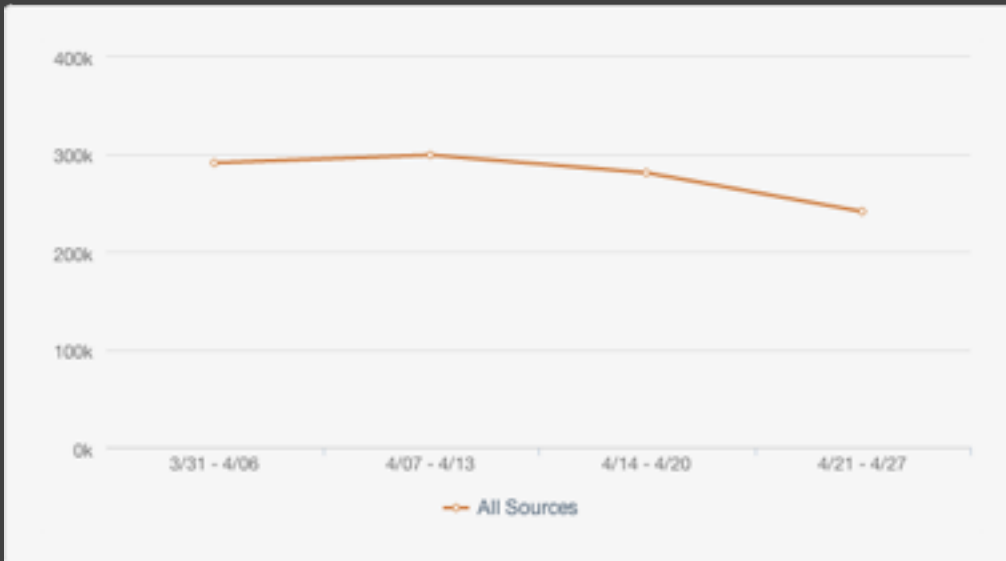


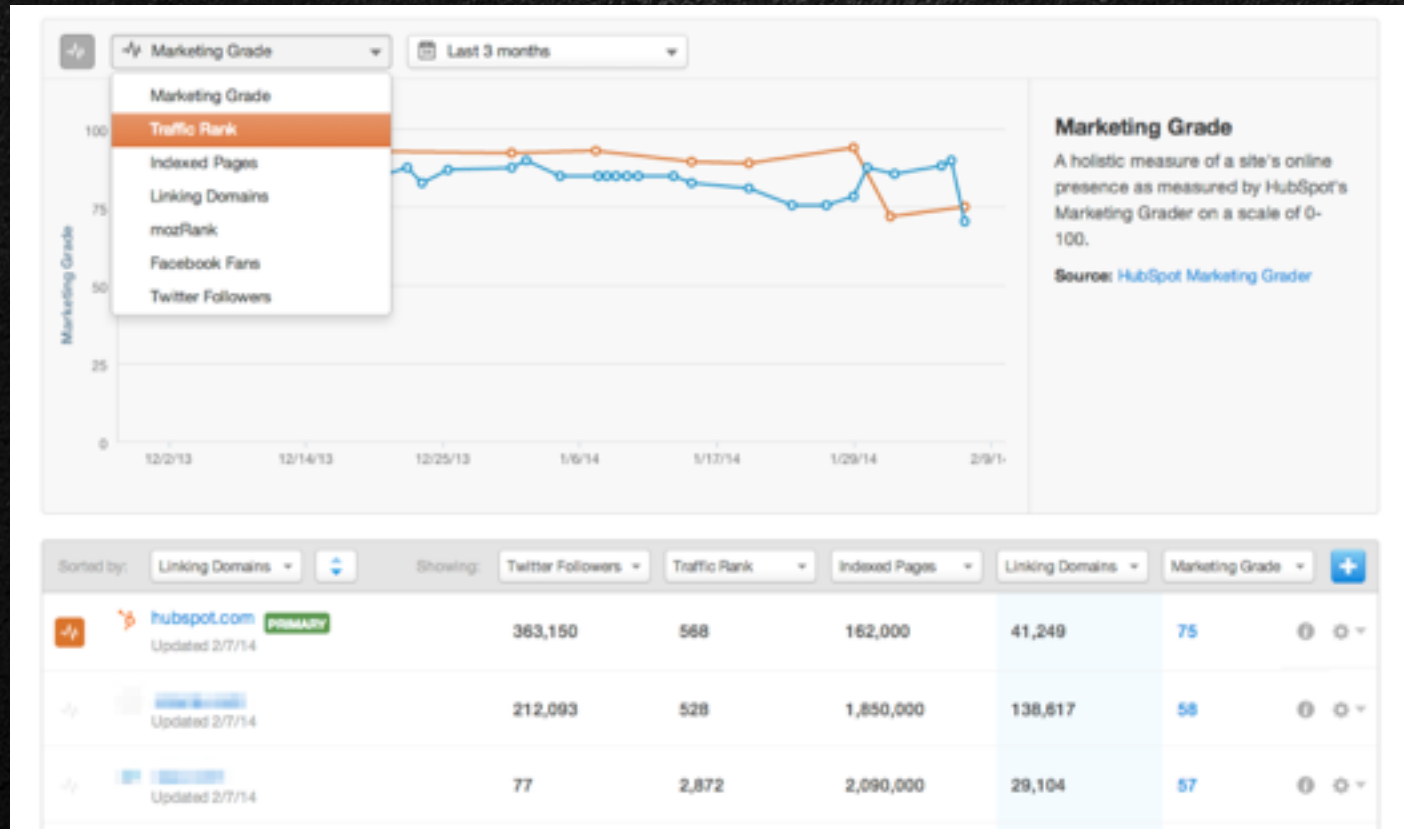
Chart	Source	Completions	Percentage of people
📶	Organic Search	477,667	44.11%
📶	Direct Traffic	322,451	29.78%
📶	Social Media	107,546	9.93%

- Create custom events to track activities on and off your site
- Integrate with your 3rd party sites like Twitter and ZenDesk
- View Lifecycle reports to see first touch, last touch and assists reports for your events

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Competitors

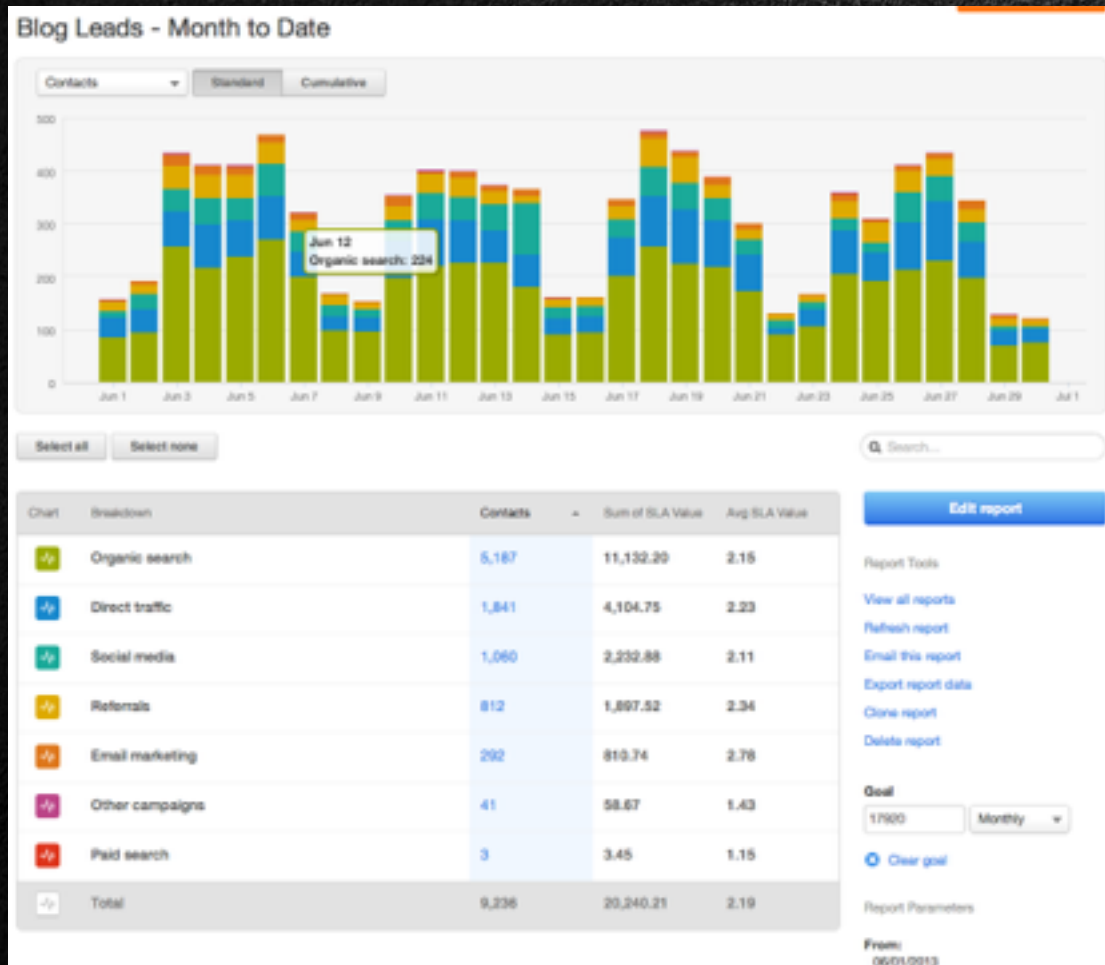
Compare how your marketing performance stacks up to your competitors' on key metrics over time.



- Track and compare your progress against your competitors
- View detailed Marketing Grader reports to measure your marketing
- Track your progress over time across key metrics
- Drill-down into what's causing fluctuations in marketing performance

Contacts Reporting

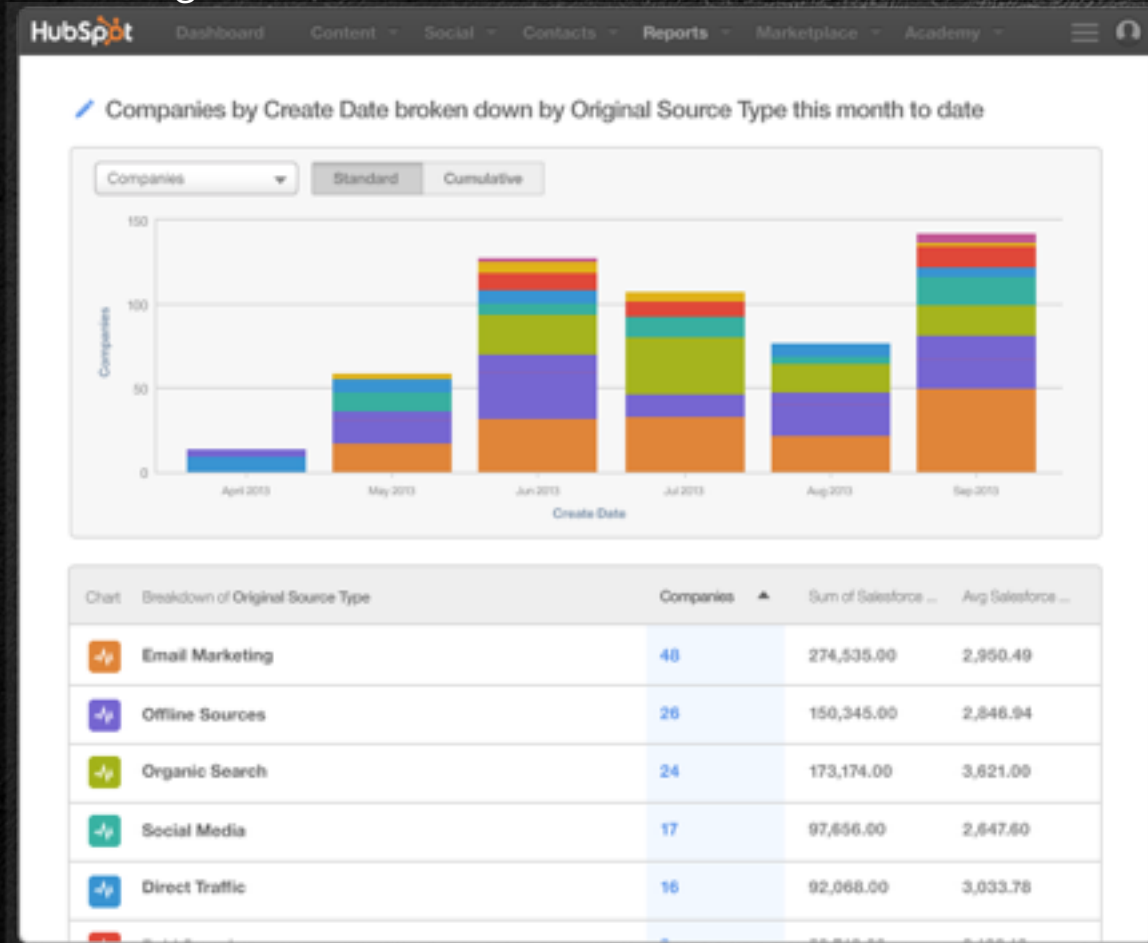
Create customized reports on your contacts database on your entire funnel. Slice and dice your segments to gain key insights on your contacts database.



- Create custom reports on any list to report on your contacts database
- Measure the results of your marketing by different segments
- Slice and dice your data to uncover the key information you need to improve your marketing

Companies Reporting

Create reports that show the activities of the companies in your database. Discover how much revenue is generated through different channels and segments of your marketing.



- Report on the number of companies generated from your marketing
- View the revenue generated from your marketing efforts
- Make smarter investments based on where your revenue is coming from

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Campaigns

View every asset in your inbound marketing campaign in one screen and report on it's progress across every channel.

Social Prospecting Workbook				
20,535 / 250,000 Visits		353 / 7,500 Contacts		6 / 50 Customers
	13 Landing Pages	20,502 Visits	346 Contacts	3 Customers
	2 Call-to-Action	1,774 CTA Views	34 CTA Clicks	1 Submissions
	3 Emails	1,017 Sent	408 Open	5 Visits
	4 Blog Posts	1,859 Views	33 CTA Clicks	1.7% CTA Conversions
	5 Social Messages	57 Facebook Clicks	206 Twitter Clicks	32 LinkedIn Clicks
	2 Keywords	3 Visits	2 Contacts	1 Customers
	2 Pay-per-click	14 Visits	3 Contacts	1 Customers
	1 Other Source	16 Visits	2 Contacts	1 Customers
	1 Workflow	1 Total started	1 Joined goal set	100.0% Conversion rate

- Set high-level visit, contact and customer goals for your campaign
- Group all of the campaign assets you create in HubSpot into one central location
- Understanding of how each component of a marketing campaign affects your top-level goals
- Better inform your future marketing campaigns with historical at-a-glance data

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Salesforce Integration

Improve your marketing with data from Salesforce. Put valuable lead intelligence from HubSpot in the hands of your sales team.

Fully Bi-Directional Sync

HubSpot effortlessly syncs the right leads and contacts in both directions, so that the data you need is always right where you need it.

Better Personalize Your Marketing

Leverage any of your Salesforce data to segment, personalize and hone your messaging.

Lead Intelligence for Sales

Help your sales team close more business by giving them easy access to valuable lead intelligence data generated by HubSpot.

Blazing Fast Syncing of Leads

Get the right leads into the hands of your sales team more quickly with HubSpot.

Lead Detail

Lead Owner	David Miller [Change]	Lead Status	In Progress
Name	Mike Volpe	Bad Lead Reason	No
Title	CEO / Executive Manager	Reason	
Company	Acme Corp.	Reopened	✓
Record ID	00Q7000000Z0ULw	Website	acmecorp.com
Partner		Phone	123-456-7890
Partner Account		Email	msvolpe@acme.com
Time Zone	Other	Role	CEO / Executive Management

HubSpot Intelligence

- Generate more leads from Facebook for VNP
Jun 18th 2013 - 4:04 pm
- HSCM-urbounce-comarketing-lead-generation-ebook-20130611
Jun 18th 2013 - 3:40 pm
- Free Ebook: How to Generate Leads Using Facebook
Jun 18th 2013 - 3:38 pm
- Generate Form with Progressive Profiling - Download
Jun 18th 2013 - 3:38 pm

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Last Seen 5 hours ago through:
Generate more leads from Facebook for VNP
Became a lead 7 months ago through:
20 Marketing Trends and Predictions for 2013 and Beyond
First seen 2 years ago via organic search through HubSpot

HUBSPOT SCORE: 58
[View in HubSpot](#)

Past Emails

- MK VSB Workflow Platypus to New 1's - Second
LN VSB New 1-5s and Med, High In Progress to Platypus
- MK VSB Workflow Step by Step Guide
LN VSB New 1-5s and Med, High In Progress to Platypus
- MK VSB Workflow Platypus to New 1's - First
LN VSB New 1-5s and Med, High In Progress to Platypus
- SendEmail
Internal workflow

Scheduled Emails
Contact does not have any future emails scheduled

LN Campaign - SMBs
[Enroll in Workflow](#)
Contact is enrolled in 1 workflow

The Kingdom.