

Leveraging HubSpot's Partner Community: How to Work with Agencies

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The background is a solid orange color with several decorative elements: a small solid orange circle on the left, a large semi-transparent orange circle at the bottom left, and a series of concentric semi-transparent orange circles in the top right corner. The text "Agency Partners" is centered in a white, bold, sans-serif font.

Agency Partners

The background is a solid orange color with several abstract circular shapes in varying shades of orange. One large circle is in the bottom left, a smaller one is in the middle left, and a series of concentric circles are in the top right.

1 A digital marketing agency primer

What is a digital marketing agency?



What is a digital marketing agency?

A digital marketing agency is different from your traditional marketing agency in that they are typically focused on results-based marketing in the digital world. Measurable marketing and ROI is the name of the game.

What services are typically offered?

Inbound (content) marketing

Web design/development

Social media

SEO

SEM/PPC

Email marketing

Paid social

Customer/loyalty marketing

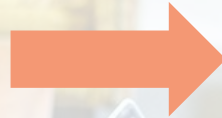
Why do businesses choose agencies vs. in-house?

Access to deep marketing expertise

Extend marketing bandwidth

Economies of scale

Experience with specific martech



The background is a solid orange color. It features several decorative elements: a small solid orange circle on the left, a large semi-transparent orange circle in the bottom-left corner, and a target-like graphic in the top-right corner consisting of three concentric semi-transparent orange circles.

2 The HubSpot Agency Partner Program

How does the Agency Partner Program work?

Agency Partners:

HubSpot provides:

01

Generate new business by reselling HubSpot software

- Commissions
- Sales enablement/training
- Channel Account Manager (CAM)

02

Manage HubSpot customers who need an agency

- Listing in Partner Directory
- Referrals from HubSpot Sales/Services

03

Provide clients with marketing services leveraging HubSpot

- Channel Consultant (CC)
- Product enablement/training

As they sell and manage more, they move up in tier

Untiered → Silver → Gold → Platinum → Diamond



Why do agencies join the Agency Partner program?

Expand and ***diversify*** offerings

Move from projects to **retainers**

Differentiate from the competition



Generate more ***new business***

Increase ***revenue*** per client

Improve client ***retention***

What makes our Agency Partners special?



What makes our Agency Partners special?



Inbound experts



Martech natives



Beta tolerant



Thought leaders

Thousands of
Agency Partners
worldwide...
...with many
thousands of clients



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3 How one agency used integrations to create value

A sample Agency Partner-client journey



Phase 1

Build site

Manage SEO/PPC

Phase 1	Phase 2
Build site	
Manage SEO/PPC	
	Inbound marketing using HubSpot

Goal:
5-10% of new business
from online



Phase 1	Phase 2
Build site	
Manage SEO/PPC	
	Inbound marketing using HubSpot

Goal:
5-10% of new business
from online

Actual:
50% of new business
from online



Phase 1	Phase 2	Phase 3
Build site		Move site to HubSpot
Manage SEO/PPC		
	Inbound marketing using HubSpot	



Phase 1	Phase 2	Phase 3	Phase 4	Beyond
Build site		Move site to HubSpot & manage		
Manage SEO/PPC				
	Inbound marketing using HubSpot			
			Track phone calls using HubSpot + CallRail	
			Host/track video marketing using HubSpot + Wistia	



CUSTOMERS CLOSED THROUGH INBOUND

10



CUSTOMERS
FROM ORGANIC
= \$7.5 MILLION



15

MILLION IN
REVENUE
GENERATED

50%



OF CUSTOMERS
CLOSED THROUGH
THE WEBSITE
IN ONE YEAR

Our Agency Partners talk about integrations...a lot



 
April 17 at 11:57am



Hello Sign vs Panda Doc ??

 Like 



 
April 19 at 4:25pm



I have a client who wants to integrate his HubSpot calendar and his Google calendar. We've been successful with a Zap sending everything to his Google calendar, but he would now like to add his HubSpot CRM tasks as well. The only problem is that HubSpot CRM tasks and the HubSpot calendar don't speak to each other. Additionally, I wasn't able to find a Zap that connected HubSpot CRM tasks to Google calendar directly. Does anyone have some insight on how we can connect those things? Thanks!

 Like 



 
April 19 at 6:46am · Myrtle Beach, SC

Does anyone have a live video solution that integrates into Hubspot the way Wistia does so we can track viewers/attendance?

 Like  Comment

 
April 23 at 10:18am

I have a client looking to integrate Amazon Connect with HubSpot. Basically, what they want is to use the HubSpot CRM data for outbound calling. So, they could do a "Click to Call" from Amazon Connect. I know, they could call prospects from HubSpot too, but their requirement is much more than 2000 minutes / month. Anyone has any suggestions for this scenario? Is Amazon Connect the only option?

 Like  Comment

Integrations can help agencies further accomplish their goals

Expand and ***diversify*** offerings

Move from projects to **retainers**

Differentiate from the competition



Generate more ***new business***

Increase ***revenue*** per client

Improve client ***retention***



...which means that our
Agency Partners
can help you
grow your customer base

So everybody wins!



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4 Connect + Agency: Better Together

We heard from many of you that this didn't work

Sunsetted 4/16/2018

Preferred Pricing for Integration Software

Our Agency Preferred Pricing Program for integration software brings the added value of HubSpot's top Integration Partner platforms to HubSpot Partner Agency clients for a fraction of the cost.

Everyone had feedback

We want agencies
to resell!

Connect Partners

In order to resell,
we must learn!

Agency Partners

A close-up photograph of several small green seedlings with two leaves each, growing out of dark, rich soil. The background is softly blurred, showing more seedlings in the distance. The overall scene is bright and natural, symbolizing growth and development.

Apps for Agency Services

Leverage our most successful
agency resellers so you can
grow better

Making it easy for agencies to learn so they can resell

Benefit: Direct access to 150+ top tier agency partners in HubSpot's reseller channel

Connect Requirement: Offer a fully functioning version of your software to Platinum+ HubSpot agencies at no cost.

Agency Requirement: Resell and maintain at least one client each year on that software.



Ready to sign up now?

Apps for Agency Services Program

Bringing Partner Communities Together To Help Them Grow Better:
Agency Partners get to expand their service offerings with free Connect Partner software.
Connect Partners get access to HubSpot's agency reseller channel.

<https://www.hubspot.com/integrations/apps-for-agency-services-program>