

FROM AWARENESS TO INSTALL:

How to Leverage Connect Program Benefits to Grow Better

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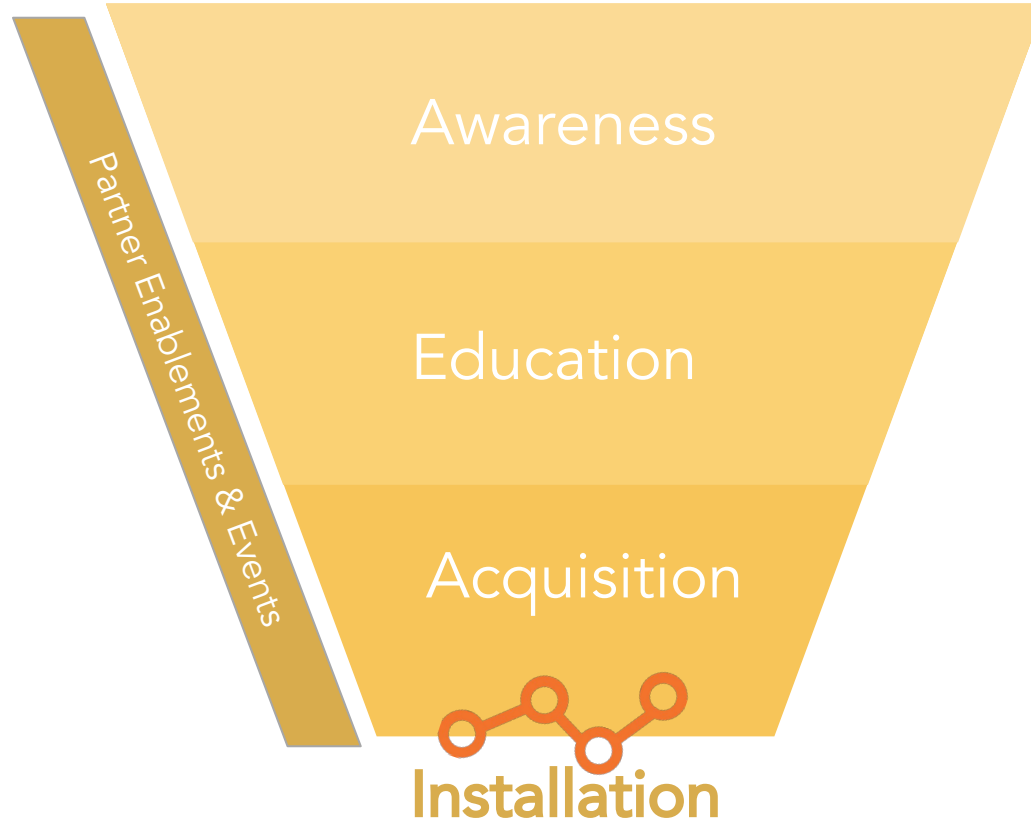
Christine Ianni
Marketing Manager
Integrations Platform

Connect Partners frequently ask...

Which benefit should I leverage?

Well...

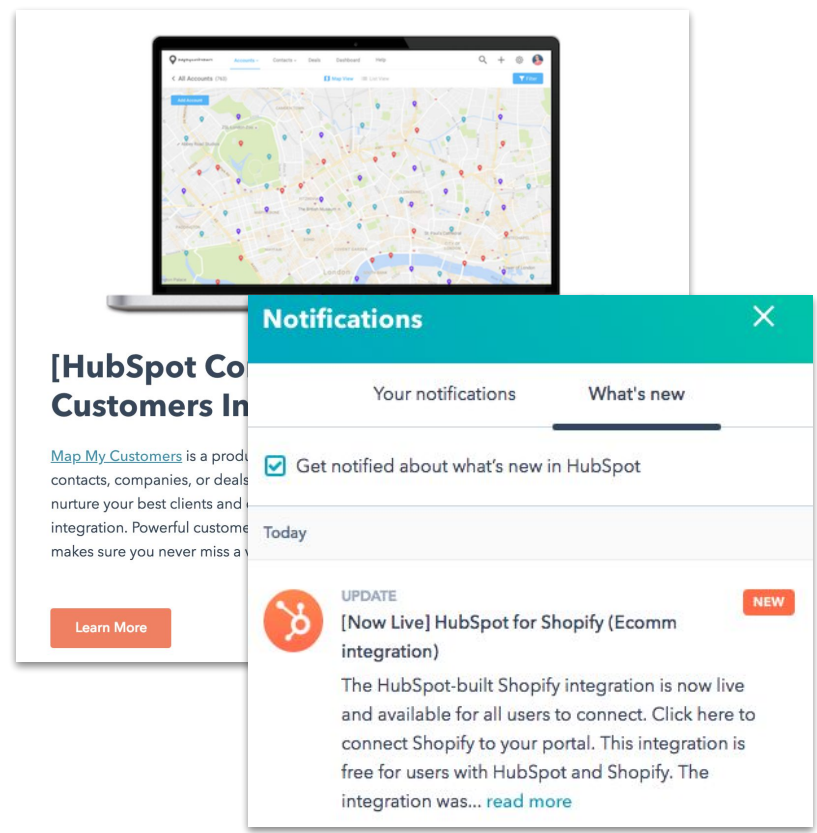
What challenge are you currently
facing?



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Awareness

In-App Notification & Product Update Blog Post



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Education

Case Study

Shows the value of your integration through the success of a joint customer.



Eventbrite + EXOS Customer Integration Case Study

Health and Performance Company EXOS Will Save 1,200+ Hours Using the HubSpot and Eventbrite Integration



EXOS is a human performance company that helps individuals reach their goals through customized plans, technology, and coaching.

By leveraging the Eventbrite integration with HubSpot, Exos:

- Saved 4-8 hours per event, totaling around 1,200 hours saved
- Saved \$125/hour on external event administration by utilizing in-house staff
- Created efficiencies in time and budget to allow for a potential 6% increase in revenue

TPD Cuts Client Onboarding Time by 75% by using HubSpot CRM and PandaDoc Integration

TPD is a global HR and workforce solutions company with locations throughout North America. They manage large quantities and varieties of HR documents for their clients and their own hiring needs in employing thousands of temporary staff. In November of 2015, as a new HubSpot customer, TPD wanted to improve the efficiency of its sales and marketing team through the inbound and content marketing methodology, and the entire organization by reducing time of client onboarding. Using the PandaDoc integration with HubSpot's CRM, they were able to reduce the amount of tools used (decreasing instances of human error) and save time and resources.

\$3700 Saved per month
188 Hours saved per month
75% Decreased onboarding time

Wistia Integration Case Study

Using the Wistia + HubSpot Integration, Unbounce brings more leads into HubSpot through their video marketing efforts and using viewing data to drive lead nurturing campaigns



Unbounce provides the tools for building custom landing pages to target and convert more of your website traffic, all conversions for marketers around the world through agencies to grow their businesses with the best

Unbounce searched for a way to streamline their marketing automation

By marketing, knowing that video is one of the key to marketing, they wanted to budget and hiring a videographer, they wanted to create content and generating leads through videos, tying those leads to

Aircall + Vacasa Customer Integration Case Study

Rental Management Provider Vacasa Cuts Customer Service Wait Time by 40% Using HubSpot Aircall Integration



Vacasa, the second largest vacation rental management company in the U.S., offers professional rental services for over 7,200 vacation homes across the United States and into Central and South America. The company is committed to making the vacation rental process by bringing all the perks of professional management to private home owners.

Datobox Marketing Integration Case Study

Inbound Marketing Agency Revenue River Cuts Time Spent on Reporting by 50% with the Datobox Marketing Integration for HubSpot



Revenue River is a Diamond Tiered HubSpot Agency Partner who helps businesses generate leads and enable sales personnel with dynamic tools and content to drive marketing success.

Zerys Integration Case Study

HubSpot Agency Partner Spot On streamlines their content creation process with the Zerys + HubSpot integration and helped to grow clients' organic traffic by an average of 82%

Seventh Sense Case Study

Leveraging Seventh Sense along with HubSpot to drive business growth and Imagine Business Development



Imagine Business Development is a HubSpot Agency Partner who delivers inbound marketing, sales development, and sales process design strategy to small and medium-sized businesses in order to implement successful demand generation programs that achieve predictable, sustainable, and scalable growth.

Case Study

"Zerys integration grew traffic by 82%."

"Seventh Sense increased email conversions by 100%."

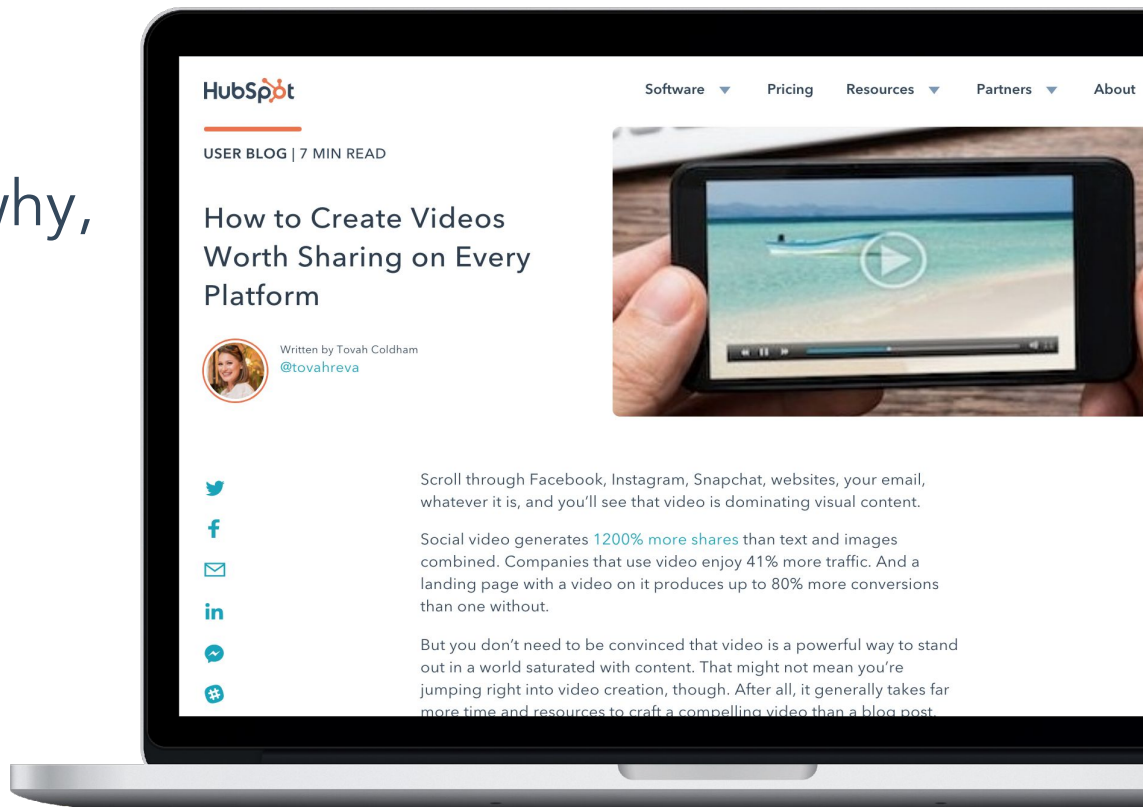
Awesome Joint Customer & Notable Key Metrics

"Aircall helped reduce customer service wait time by 40%."

"Pandadoc helped decrease onboarding time by 75%"

User Blog

Sell prospects and customers on the what, why, and *how* behind your solution.



User Blog

Do X with Y

What?

Why?

How?

English | Contact Us


Sign up for free

HubSpot







Software | Pricing | Resources | Partners | About

USER BLOG | 6 MIN READ

How to Attract, Convert, and Close Visitors Using Live Chat



Written by Karl Pawlewicz
@karlpawlewicz



There's gold in live chat transcripts.

If you're not looking back at conversations and decoding your prospects and customers' messages to see what they're really looking for, you're sacrificing deep insights into their needs and the chance to close high-quality leads.

While most businesses have traditionally used live chat as a support channel, the use case trends are changing. Increasingly, sales and marketing teams have found live chat to be instrumental in converting visitors at the right time, uncovering new leads for the sales funnel, and closing more sales.

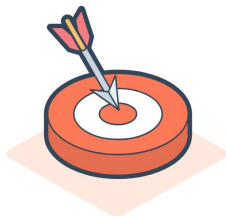
If you're already using [HubSpot messages](#) or another live chat platform, you understand the value of being able to answer a visitor's question

And one more thing...

Speak at a HubSpot User Group (HUG) Meetup



- 130 HUGs Worldwide
- 600+ HUGs Hosted in 2017
- 4,000+ Attendees in Q1 2018

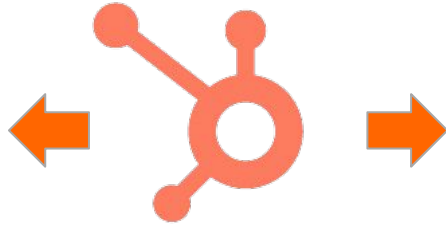


Acquisition

**When Connect Partners join the
program, they ask me questions...**

**How do we get in front of
HubSpot Agencies?**

HubSpot Connect



You want access to
HubSpot Agencies

Agencies want to learn and
build services around software

**Check out the
Apps for Agency Services
Program**

Making it easy for agencies to learn so they can resell

What: A program designed to enable our agency partners to resell our Connect Partner's software.

Benefit: Direct access to 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.



Step 1: Promotion



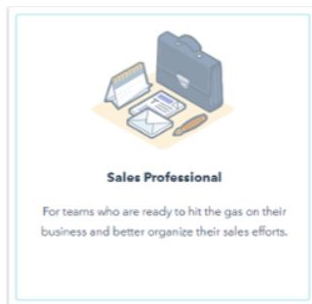
Hi there,

We have some exciting updates to share with you this week, but before we jump in, we just had to share some good news. Congrats to [this month's newly tiered partners!](#)

HubSpot Product News


We are debuting a bunch of **fresh updates to HubSpot Sales Professional** at Partner Day, but wanted to get you hands-on with the new tools sooner. [Check out this video for an update on what you currently have access to in your portal](#), including Workflow improvements and a new Quotes tool.

[Watch the video and try them out](#)



Step 2: Internal Enablement

> [Historical Context](#)

Location	Status	Effective Date
GLOBAL	IN PROGRESS	 23 Apr 2018

Overview of New Program:

The new [Agency App Connection Program](#) is designed to ensure both our Agency Partners our Connect Partners are truly getting value from working together.

- Agency Partners will get a near frictionless, resource-enabled path to integration software adoption for the purpose of expanding and differentiating the set of services they can offer clients.
- Connect Partners will get an opportunity to leverage our robust reseller channel to help them continue growing or build their own. They will also only be working with our best agencies - Gold Tier and above.

Requirements

- **Agency Partners must:**
 - Be at Platinum tier (or higher) level. We'll be vetting partners on our end as part of the referral process.
 - Resell and retain at least one client on a Connect Partner's software in the first year of signing up to the program. They must refer or retain at least one client for a Connect Partner's software each year thereafter to maintain their eligibility. HubSpot will defer to the Connect Partner to enforce this. We will, however, set the expectation on our end that agencies must resell and retain throughout this time period.
 - Only use the free software for their agency internally (and not to use it on behalf of a client).
 - Be a net new customer of a Connect Partner's software. However, per the above requirement, an existing Connect Partner agency customer would be eligible to use their software at no cost upon referring their first, net new client after joining the program.

Step 3: Agency Enablement

Enabling Agencies
to Successfully Sell **Lucky Orange** Software

luckyorange

Bradley Friedman
913-291-2375
Bradley@luckyorange.com

	minimal traffic to the site, as well as small companies can generate a lot of traffic, so not pertinent to identifying viability.	minimal traffic to the site, as well as small companies can generate a lot of traffic, so not pertinent to identifying viability.	Large organizations can have minimal traffic to the site, as well as small companies can generate a lot of traffic, so not pertinent to identifying viability.
Business Characteristics (biz model, sales model, sales cycle, size of dedicated sales and marketing teams, current tech stack/marketing investment etc)	Any agency or business who's site or clients focus on lead gen, direct response, e-commerce, or brand building through creating additional pageviews or time on site.	Any agency or business who's site or clients focus on lead gen, direct response, e-commerce, or brand building through creating additional pageviews or time on site.	A site with no agenda, not looking to monetize the site, not looking to improve any sort of KPI, or performance metric.
Contact Characteristics (title?, knows inbound marketing?, etc)	Contacts typically work on customer service, technology, media buying, or analytics teams. Title often include: CIO, CTO, Analytics, media buyers, UI/UX, Engineers, Product owners, Inbound specialists, etc.	Contacts typically work on customer service, technology, media buying, or analytics teams. Title often include: CIO, CTO, Analytics, media buyers, UI/UX, Engineers, Product owners, Inbound specialists, etc.	People without the ability to add <u>java script</u> code to their websites.

Agency Service Primer for briX + HubSpot

Interested in expanding your service offerings? Learn more about the services you can offer your clients with InboundLabs and its briX + HubSpot integration.

By partnering with briX, your agency can offer:

- A user friendly drag and drop environment for building HubSpot pages
- Website pages built in less time

Plus, it will all be integrated with your client's HubSpot CRM.

briX
inboundlabs

What is the service?

A drag and drop HubSpot page creator to build websites and landing pages with no coding.

Agencies that partner with briX will be able set themselves apart from the competition by offering a powerful drag and drop environment to create HubSpot pages. This is how it can help your clients grow their business:

- Build higher impact sites - briX allows you to create a uniquely customized narrative and style, which improves brand image and increases conversion rates.
- Extend and change sites faster - briX allows you to create and change pages with no code, which results in reduced cost and accelerated time to market.

Step 4: Directory Presence

HubSpot Connect

Apps for Agency Services

Popular tools for agencies looking to expand their client service offerings. Each of the software below is available to free for HubSpot Platinum and Diamond Agency Partners as part of the Apps for Agency Services Program. [Learn more here.](#)

[Home](#)

Apps for Agency Services

Most Popular ▾

Showing 1 - 7 of 7 ([Show 45](#))

Getting Started

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>

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Installation

Integrations Directory: Relaunch

Filter integrations

Search

Categories

- Advertising
- Analytics and Data
- Connector
- Content
- Customer Success
- Ecommerce
- Email
- Events and Webinars
- Lead Generation
- Live Chat
- New and Noteworthy
- Productivity
- Sales
- Social Media
- Video


For Developers

- Build your own integration
- Get your integration listed

For Startups

- Apps for Startups


FEATURED



Workplace by Facebook

A space for teams to share ideas, brainstorm and achieve more together. More than a collaboration tool, Workplace connects organizations of every size to familiar features like chat and groups, as well as integrates with business tools people use every day to get work done.


FEATURED



Aircall

Consolidate all your phone interactions in one place. Call your contacts, automatically log their calls, and get the data you need right before taking the call with Aircall for HubSpot.


CERTIFIED



Zapier

An integration platform that allows you to connect your HubSpot CRM and Marketing data to all the other tools your team uses automatically, eliminating manual effort and saving time.


CERTIFIED



SurveyMonkey

Gain actionable insights into your prospects, leads and customers with SurveyMonkey.


CERTIFIED



Salesforce


Sync HubSpot with Salesforce for a fast, reliable, and powerful integration between your two databases. No technical setup required.

CERTIFIED




GoToWebinar

CERTIFIED



Eventbrite

CERTIFIED



UberConference

Integrations Directory: Where we're going...



Press Play on In-Depth Viewer Insights

Nothing captures someone's attention quite like the sight, sound and motion of video. Add HubSpot forms to your videos to reap the rewards of higher engagement rates for video content. When a viewer converts on your video, they'll get passed to HubSpot, and all of their video viewing data will sync with their existing contact record.

Connect

A screenshot of a video player interface. At the top, there is a logo for 'TEFF'S LEMONADE' featuring a yellow lemon. Below the logo, the address '17 TUDOR STREET CAMBRIDGE, MA, 02139' and phone number '6175550123' are displayed. A navigation bar contains links for 'SHOP', 'ABOUT', 'BLOG', and 'CONTACT'. Overlaid on the video is a dark grey form with the heading 'More great info right after this form!'. The form includes input fields for 'First Name', 'Last Name', 'Email', 'Phone Number', 'Company Name', and 'Comment'. A blue 'Submit' button is at the bottom of the form.

Give a prospect everything they need to install your integration

Redeem your benefits now

Benefits Redemptions & Questions

(For current Beta, Certified, or Premier integrators only. Interested in becoming an integration partner? Visit [this page](#).)

First Name *

Last Name *

Email *

Company Name as Stated in Developer Portal *

Select Connect Program Tier *

- Please Select - ▼

Submit

<https://www.hubspot.com/integrations/partner-benefits>