Conquering Growth Begins with Agency Success - A Connect Partner How-To

HubSpot
Partner Day
at INBOUND

Danny Wajcman
COO & Co-Founder, Lucky Orange

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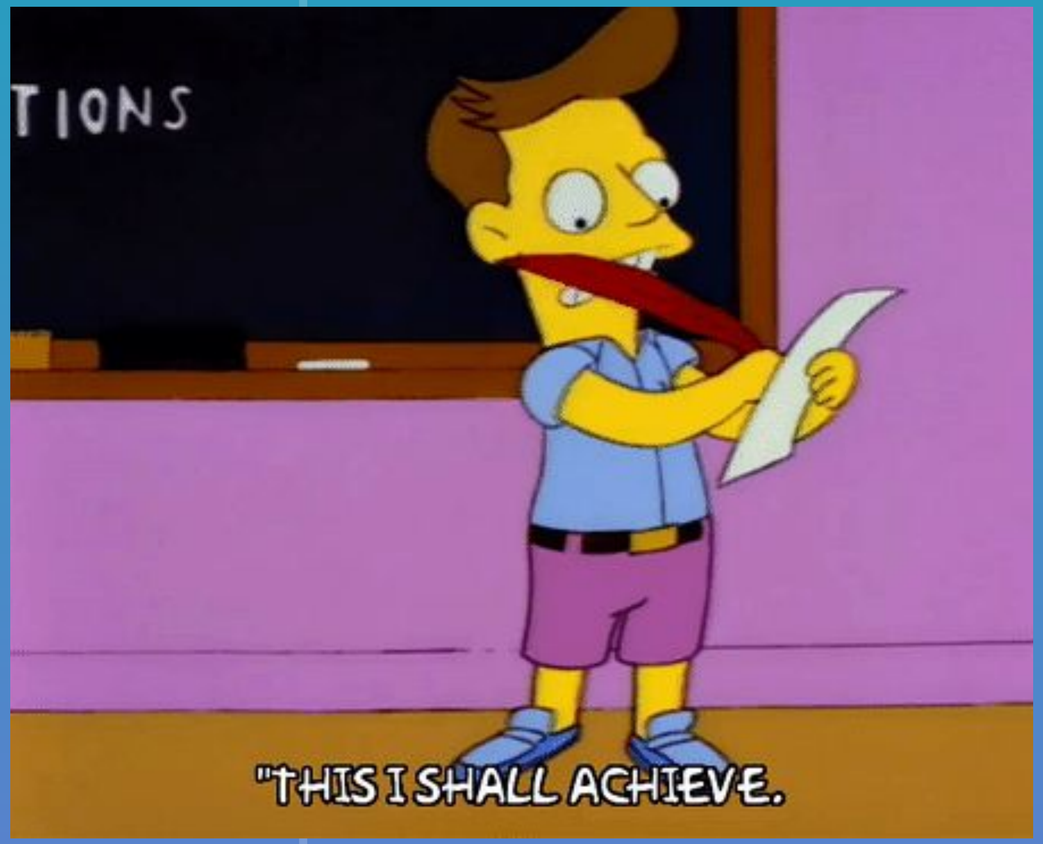

- [x] WHY: Agencies are a priority
- [x] HOW: Work with HubSpot
- [x] WHERE: Reach more agencies

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Lucky Orange in a Nutshell

- We help websites improve conversions and visitor engagement
- Launched in HubSpot in 2017
- One of HubSpot's fastest growing apps

Let's start with the WHY?

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We always knew agencies were special.

Agency Success =
Client Success =
End User Success =
Lucky Orange Success

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Landing an agency is a lot like being on “Oprah.”

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You get a client! And you get a client!
And you get a client!

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Challenge #1:
Setting the Right Expectations

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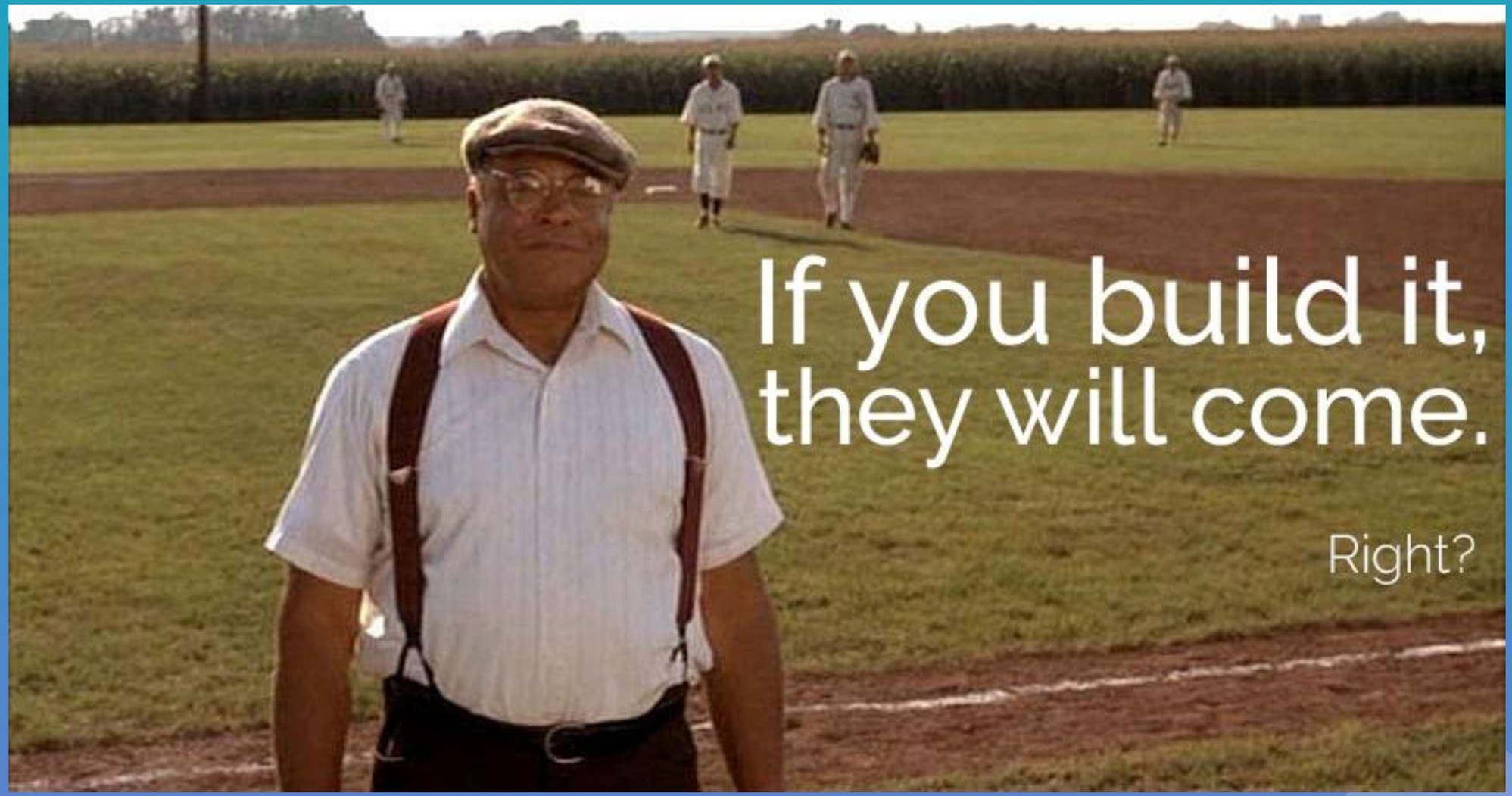

Assumption...

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If you don’t do your homework...

Reality

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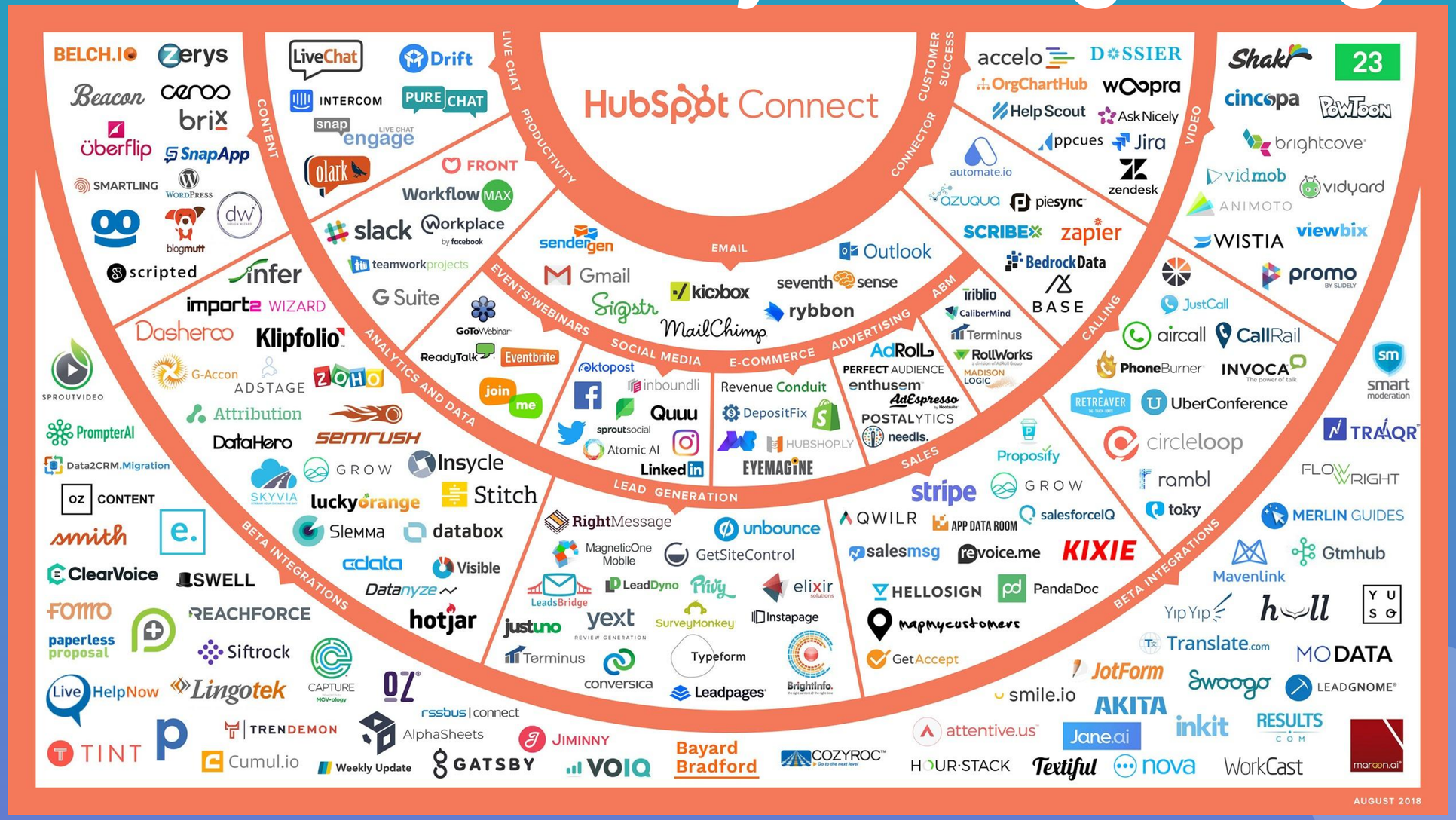
The Connect ecosystem is growing!



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The Opportunity

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Current Landscape

+

Unfulfilled Needs

=

Your Opportunity

Challenge #2:

Understanding the Landscape vs. *Value You Add*

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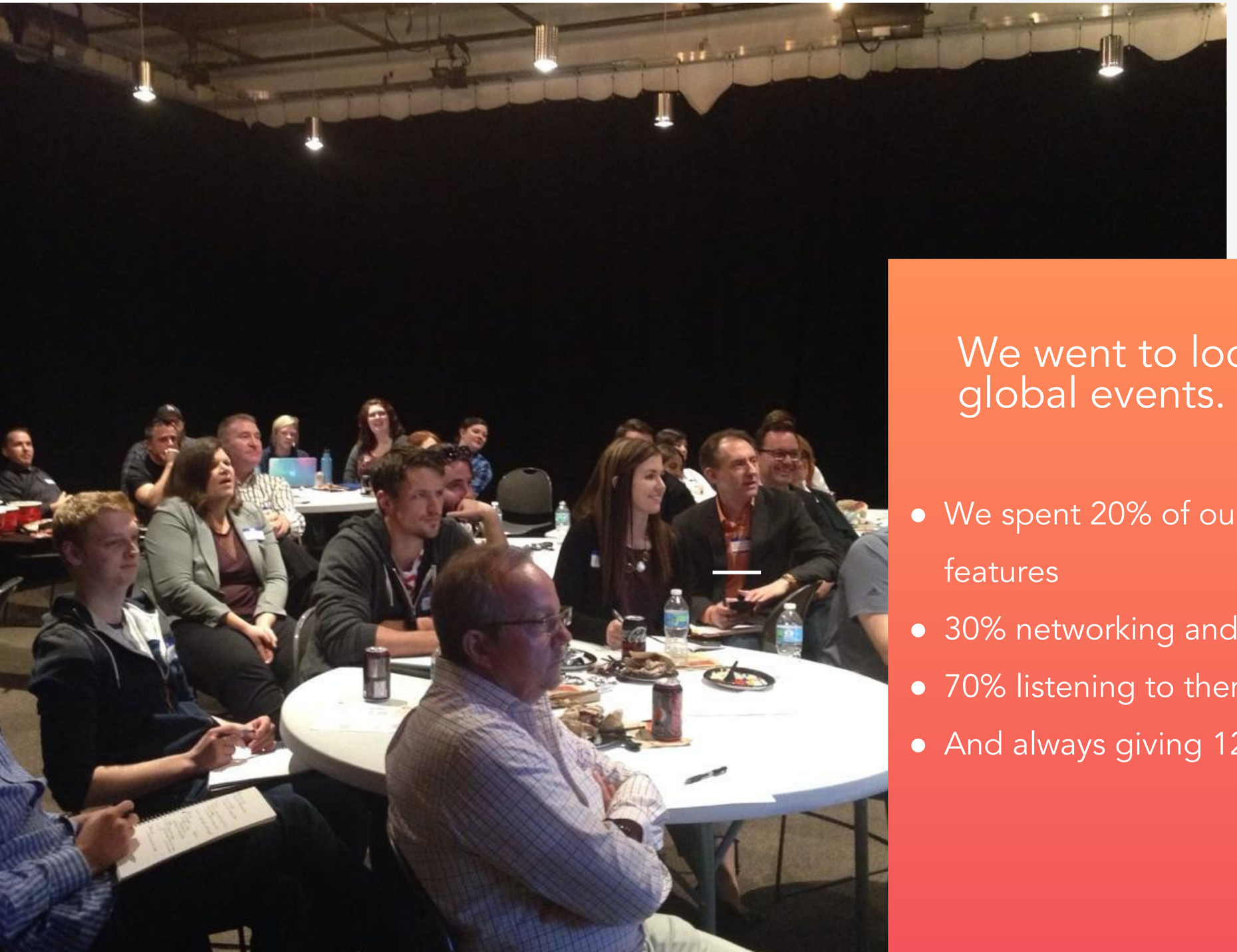

We went to local, national, and global events.

- We spent 20% of our time showing Lucky Orange features
- 30% networking and meeting new partners
- 70% listening to them
- And always giving 120%

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We put ourselves where agencies were.

(Dublin, Ireland HubSpot Agency Meet Up)

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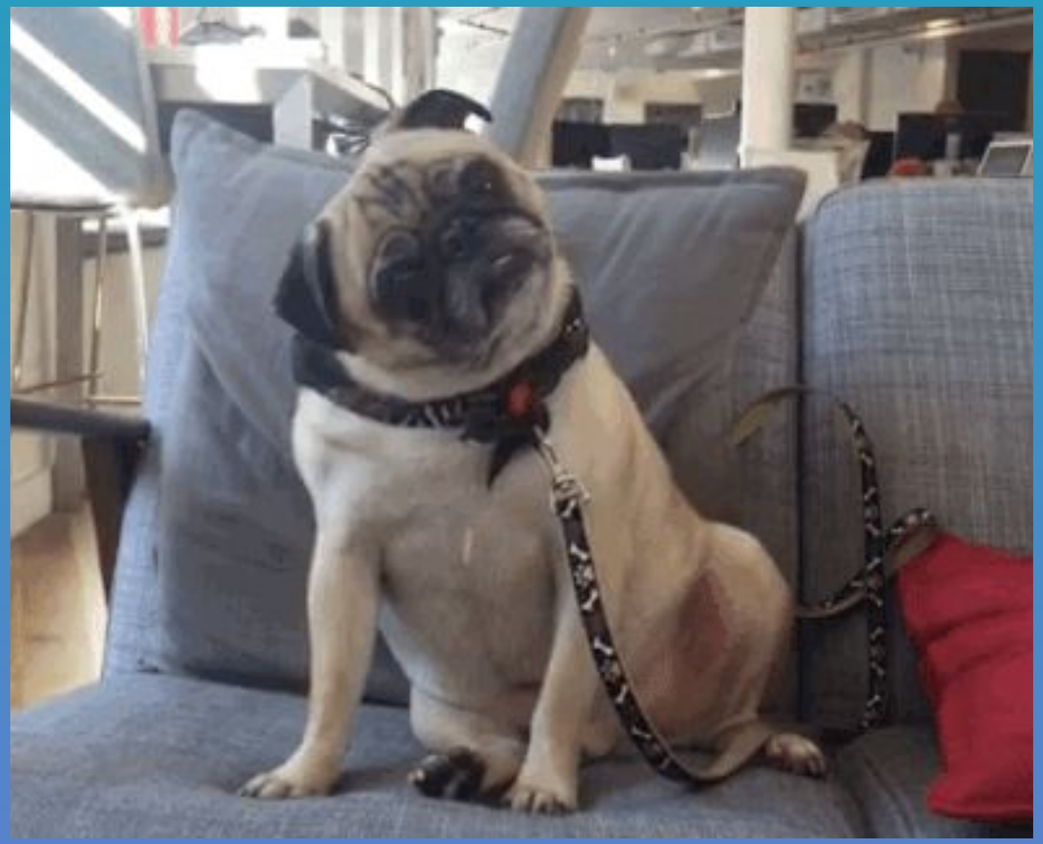

So we asked them questions.

1. How will agencies themselves use Lucky Orange?

2. How will clients use Lucky Orange?

3. How can Lucky Orange help the end user?

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Agencies have unique pain points & struggles

1. Work with clients who aren't ready to change
2. Report results on a regular basis
3. Use data to craft new strategies
4. Need to validate work to growing retainers and revenue
5. Access to data varies between agencies

When they spoke, we listened.

They asked for a HubSpot integration, so we evaluated what kind of integration this would be.

We polled our agency user base for their favorite features and took off from there.

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The Opportunity

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Let agencies
become your
PRODUCT MANAGERS

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After moving from Beta Integrator to a Certified status, our app installs grew by 550%!

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But we weren't done yet.
Our "Product Managers"
had more to say.

Challenge #3:

Turning Early Feedback into Insights

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Here's what some of our first 50 installs had to say:

1. "I am not sure of the benefits..."
2. "...ahead of the curve and the value is great, but...."
3. "I wish we were able to watch the recordings and heatmaps through the HubSpot CRM..."

“That’s great… but I want some changes…”

Brian Halligan, CEO of HubSpot, stopped us at a Partner Day in Dublin, Ireland.

He loved Lucky Orange and saw the value to agencies, but it wasn’t quite there…yet.

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+362%

Increase in Installs

Once we updated the integration with the lead's recording playback in HubSpotCRM, our installs skyrocketed!

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Early adopters will share feedback.

Be sure to listen

Challenge #4:
Visibility and Traction

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The Myth of a “Magic Bullet”

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Partner Tier Benefits

Growing within HubSpot meant exploring an incredible array of free benefits.

If you aren't utilizing your free tier benefits, you're missing out on a ton of **free marketing** and **publicity**.

BETA INTEGRATORS

10 Installs

- Listing on our beta integrations page
- Exposure to our list of beta testers
- Marketing resources to get you started

CERTIFIED PARTNERS

50 Installs + Connect Certification

- Listing in our marketplace
- Exposure through our HubSpot distribution channels
- Marketing support from HubSpot

PREMIER PARTNERS

500 Installs + Connect Certification

- Premium listing in our marketplace
- Quarterly business reviews
- Quarterly co-marketing campaigns with HubSpot
- Invitations to exclusive HubSpot events

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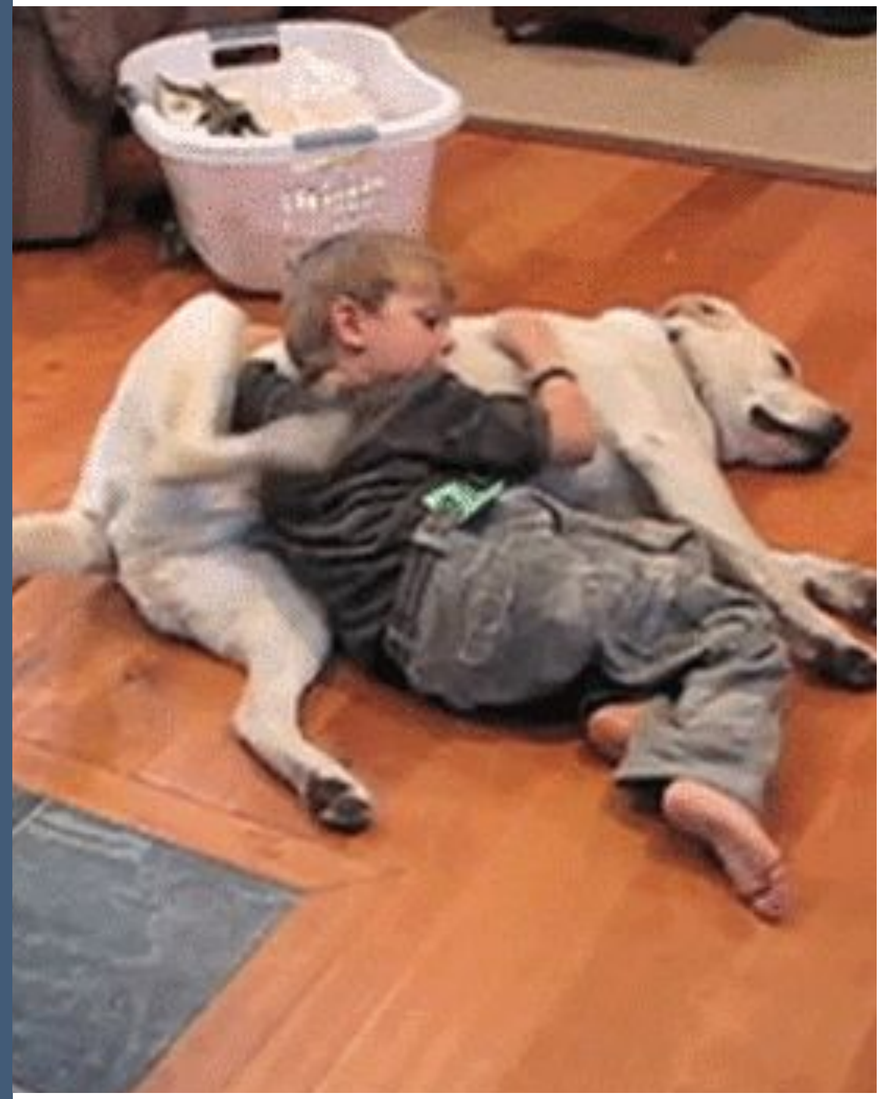
A partnership works both ways.

You’re adding value to the HubSpot ecosystem and helping HubSpot users explore new ways to grow their own agencies and businesses. HubSpot has your back:

- Event Presence at HubSpot's spring Partner Days (application-only)
- In-App Notification to HubSpot's 34k+ Customers
- Speak at HUG Events
- Publish a Case Study with HubSpot

(just to name a few we’ve already done)



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Hitting the Growth Spurt with Apps for Agency Services

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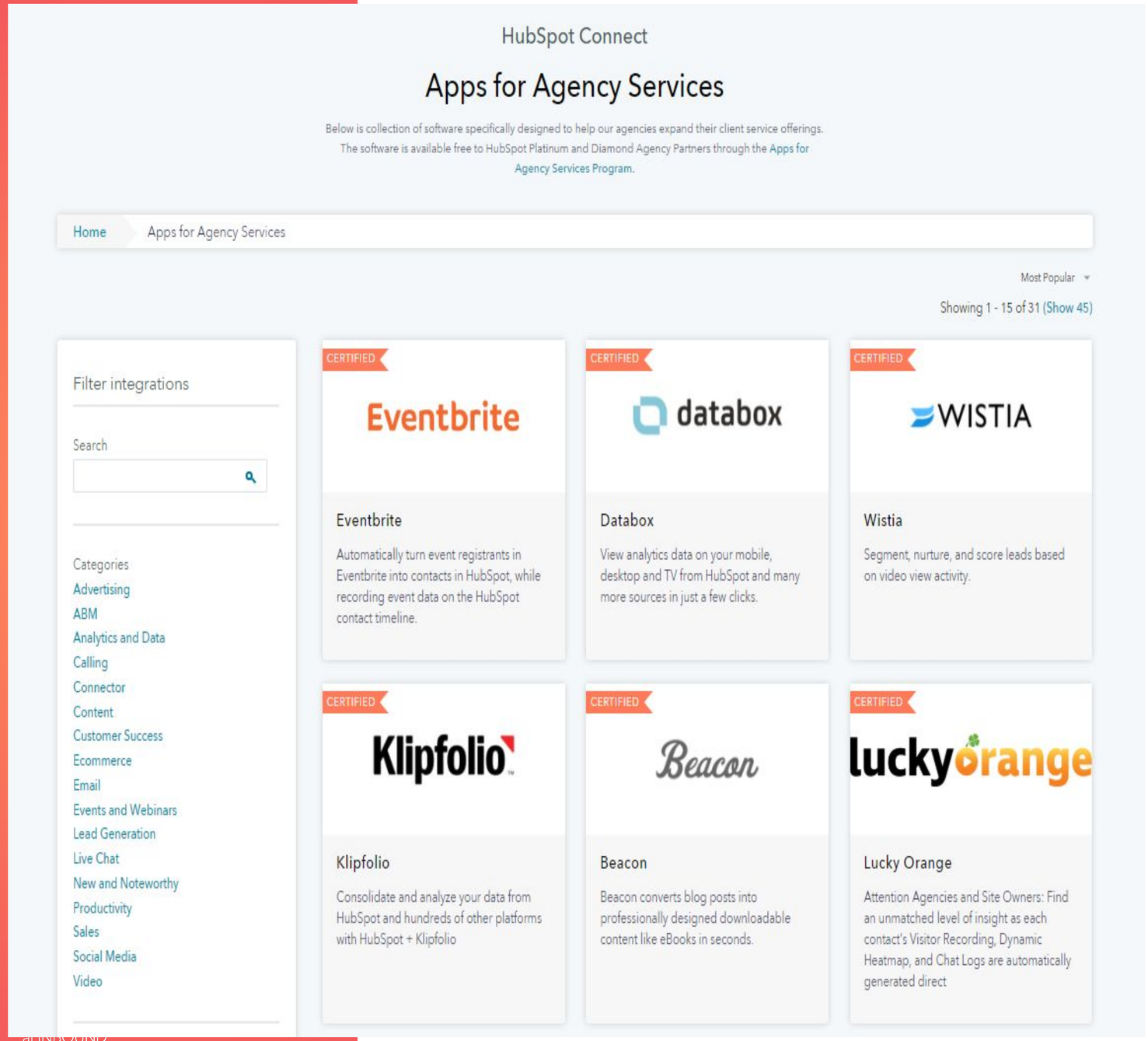
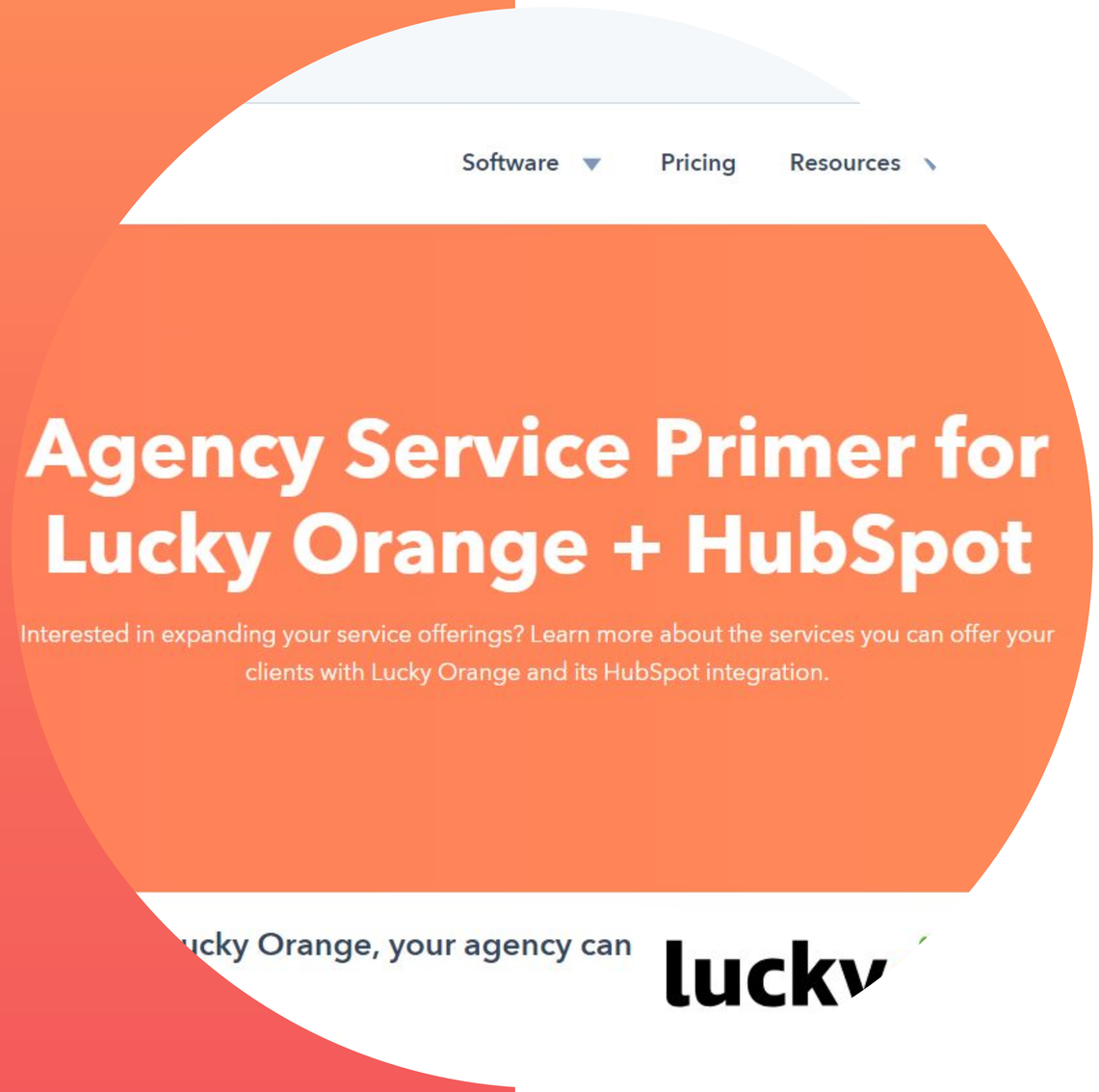


The **Apps for Agency Services** program is a win for everyone involved.

By introducing our product at no charge to the top agency partners, we're helping them expand their potential while adding client websites to a Lucky Orange plan.

FREE can be a scary word.

Apps for Agency Services program offers select free apps like Lucky Orange to to HubSpot Platinum and Diamond Agency Partners.



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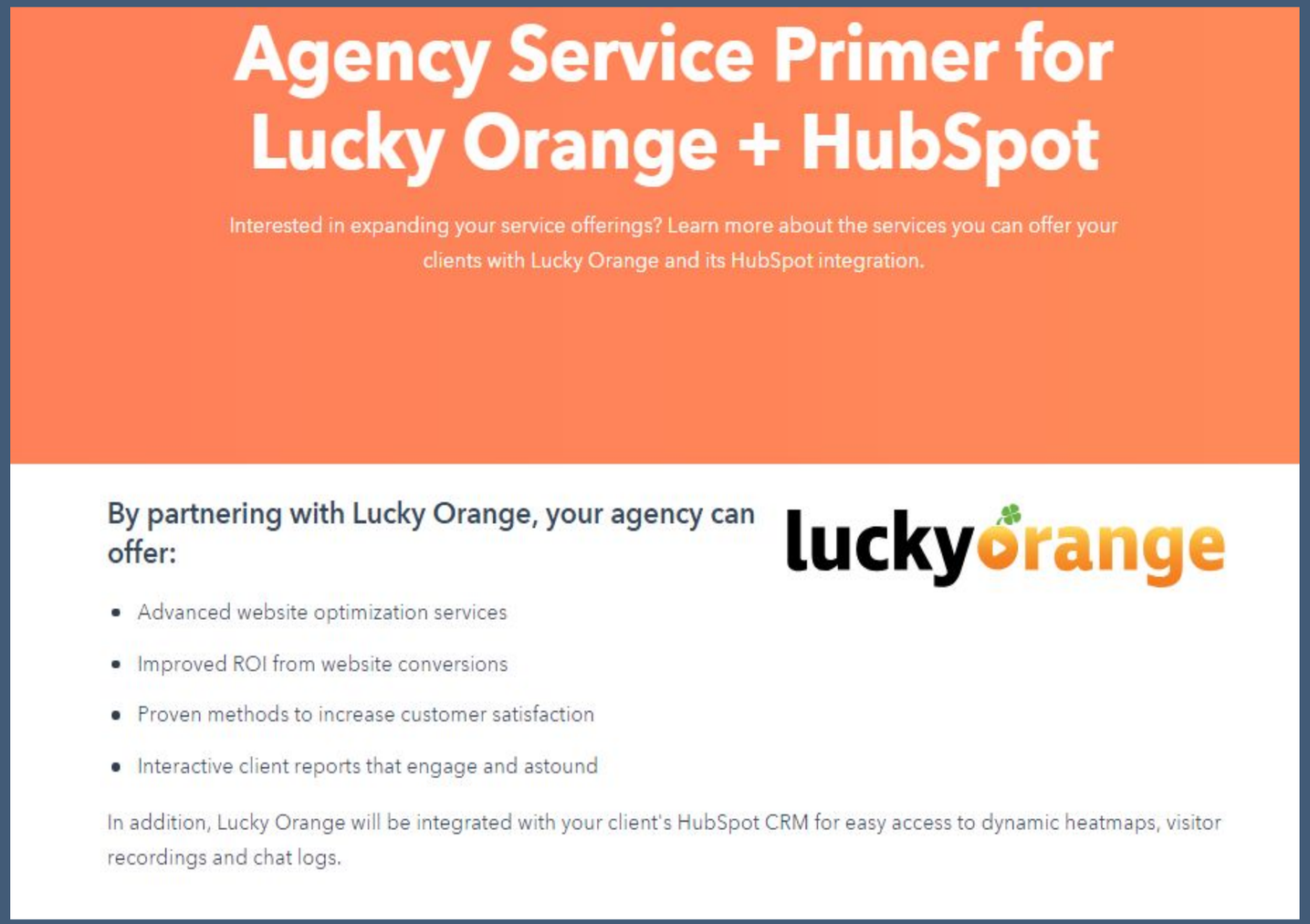

Dedicated Service Primer:

- It's like having a sales playbook for your integration

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What is the service?

Website Optimization - Lucky Orange is like physically sitting with visitors to watch as they click and move through a website. It visually shows your agency and clients how visitors interacted with specific elements, call-to-actions, and content.

This insight is gained through Lucky Orange's bundle of eight features that enable you and your clients to

- Watch "movies" with visitor recordings and dynamic heatmaps;
- Analyze conversion funnels, form analytics, and dashboard;
- Connect with visitors through live chat and polls; and
- Monitor pageview and behavior tag stats with daily and weekly email reports.

You can help clients increase visitor interactions, improve the user journey, and turn more visitors into customers.

Who is an ideal client?

Any business with a website, regardless of the size of the organization, industry, or traffic volume. Lucky Orange is particularly suited for websites focused on lead generation, direct response, e-commerce, or brand building.

Lucky Orange is also an ideal solution for clients who devote thousands upon thousands of dollars to drive traffic to their websites. Clients often spend a lot of money to drive this traffic from sources like Google PPC or Facebook, but if the traffic isn't converting, they waste money without knowing the reason why. If your client is in a similar situation, Lucky Orange can lead clients to make meaningful and impactful changes to their website and validate media buying.

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Dedicated Service Primer:

- It's like having a sales playbook for your integration
- Opportunity to explain value and target market

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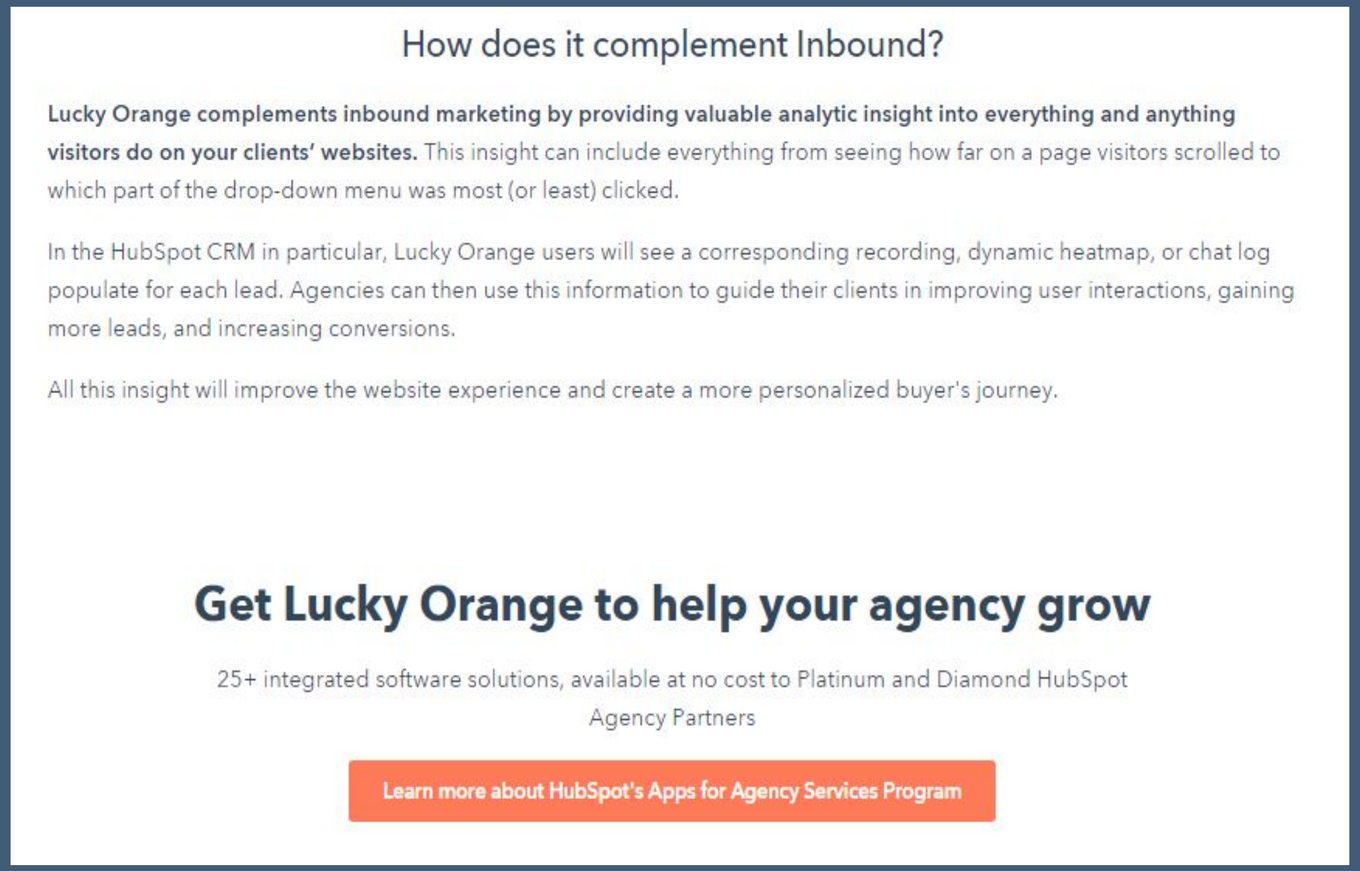

Dedicated Service Primer:

- It's like having a sales playbook for your integration
- Opportunity to explain value and target market
- How can it amplify agency strategy

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one4 marketing

"[I have] two examples of where clients with a big part of their retainers focused on what we do with Lucky Orange. One added +€1,350/15 hours a month to the retainer and the other added +€1,800/20 hours a month on the retainer."

- Tobias Pasma, ONE4marketing

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Examples from Diamond & Platinum Agency Partners

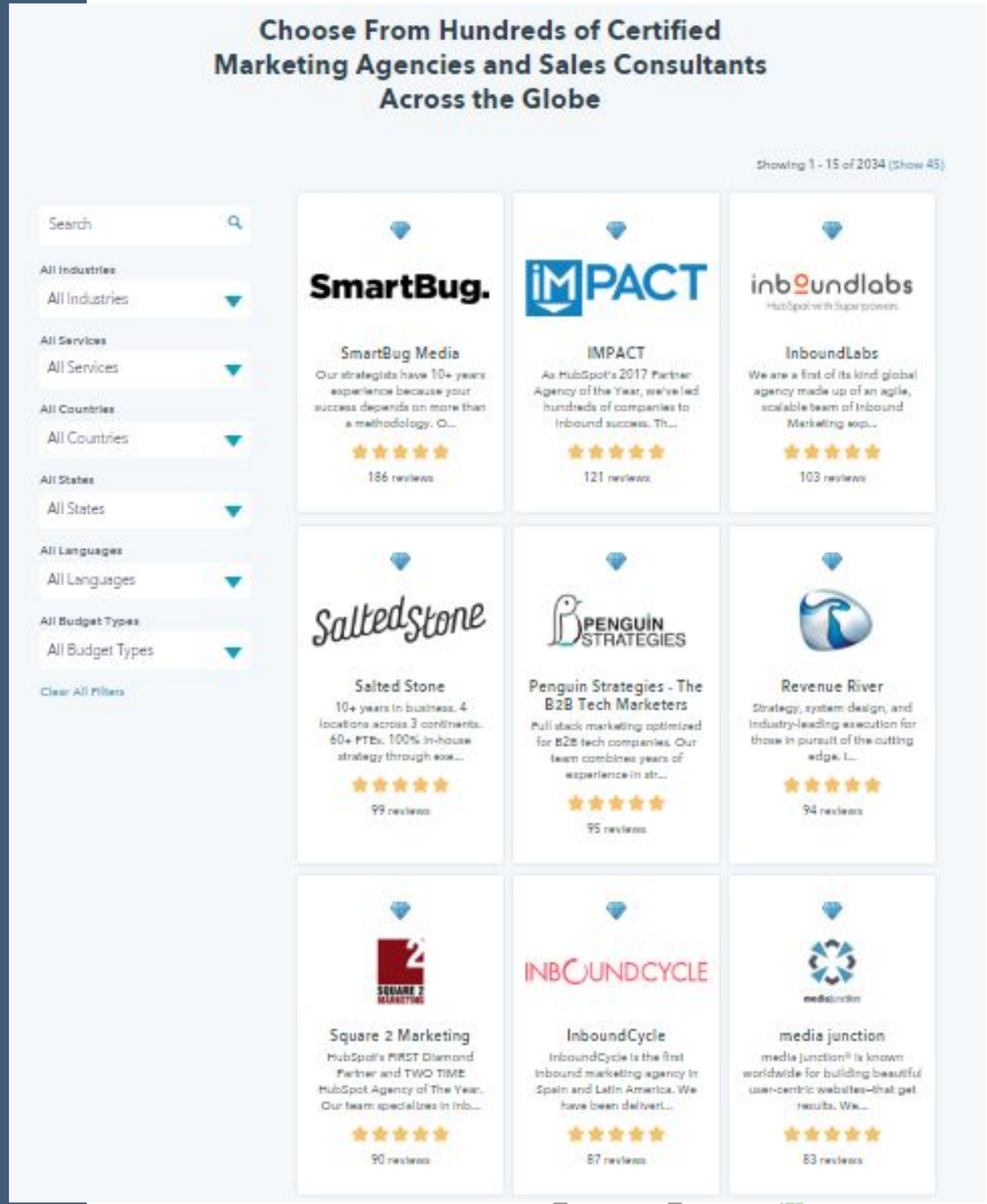
- **Revenue River**: Added growth-driven analysis to increase the amount of ongoing website improvements that has expanded to a larger share of contracts
- **ONE4marketing:** Delights clients and helps them focus on conversion optimization and GDD

Examples from Diamond & Platinum Agency Partners

- **You & Co**: Lucky Orange has been pivotal in getting GDD “across the line” with clients
- **Avidly (formerly Katalysator)**: Uses Lucky Orange to value to the tool stack for retainer clients and added CRO projects

Agency Directory

- Find agencies through HubSpot



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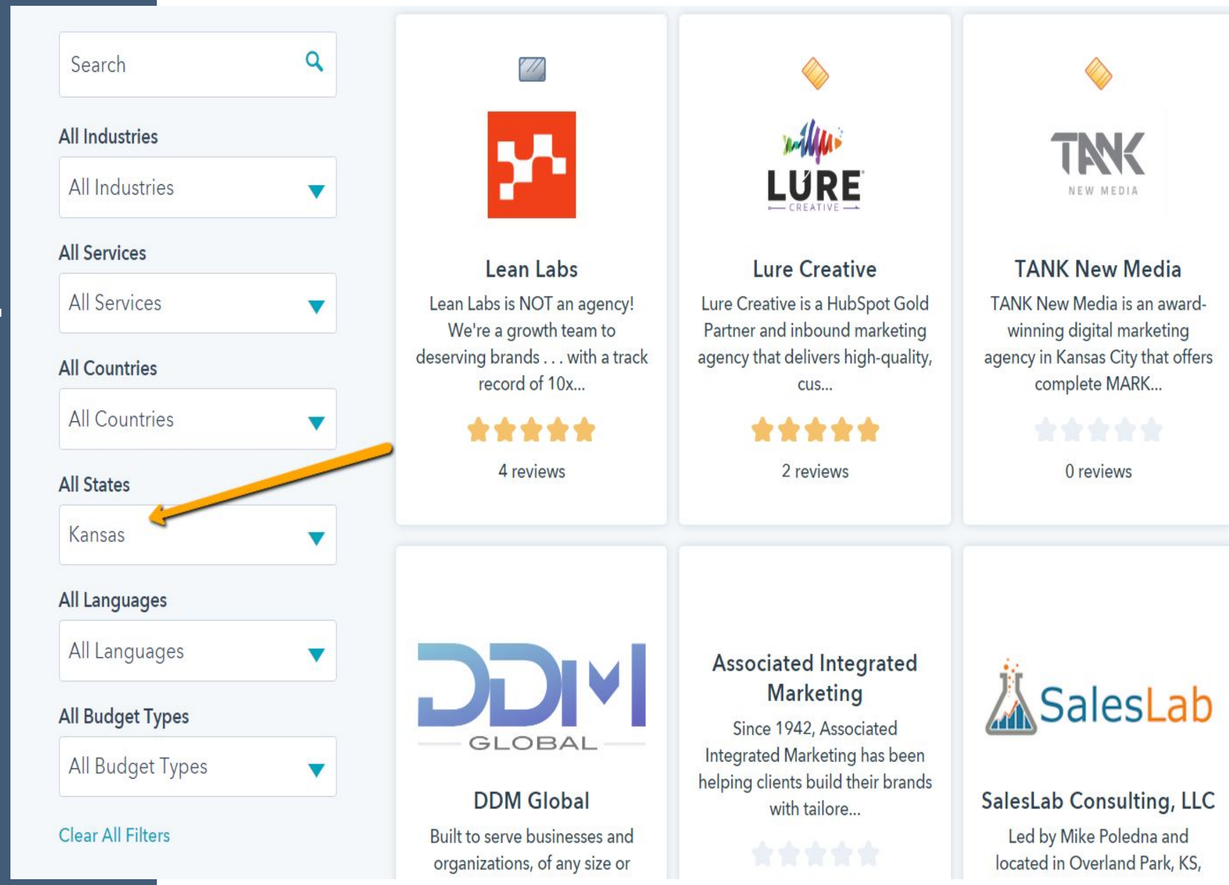
Agency Directory

- Find agencies through HubSpot
- Even Start local
  - Cheat sheet:

bit.ly/LOcheatsheet



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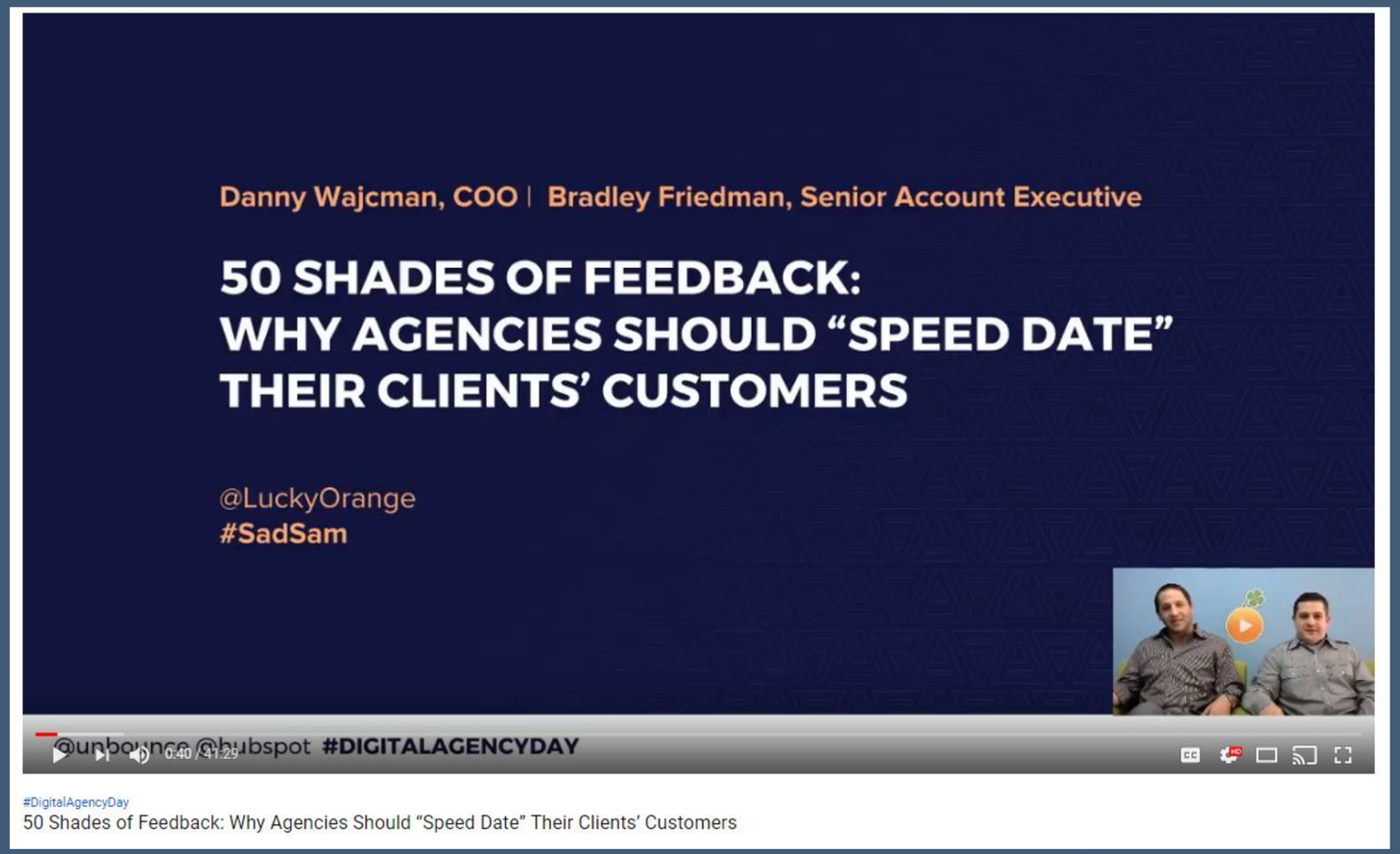

Applied to speak at Digital Agency Day

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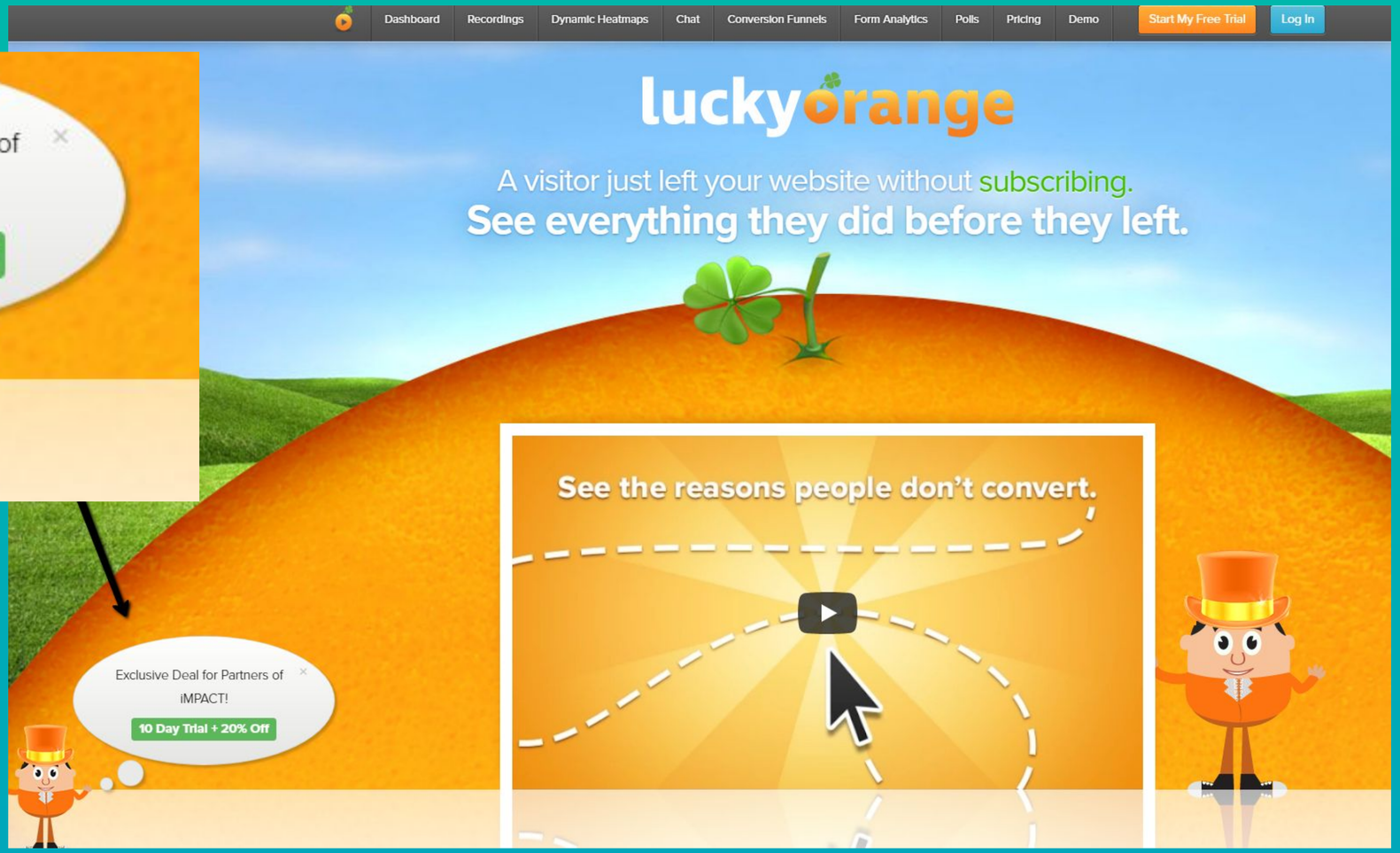
Customized Promos for Partners



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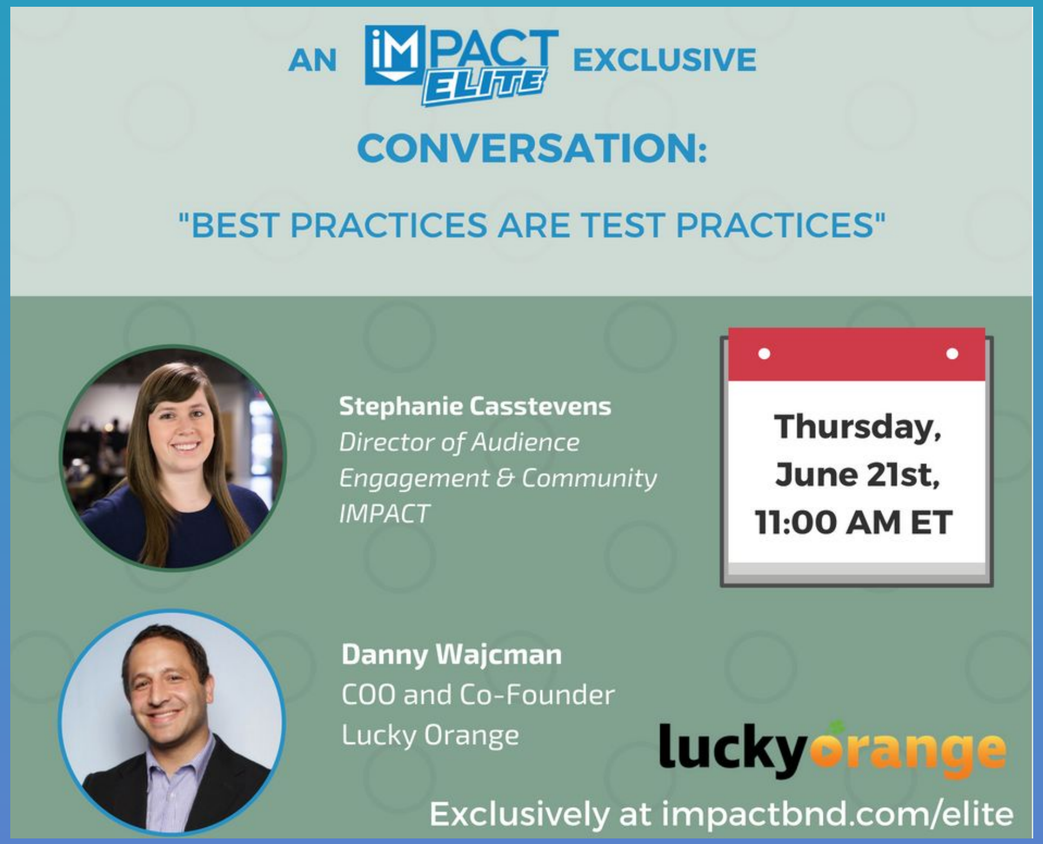

Lucky Orange + IMPACT

1. Active on the IMPACT Elite group
2. Guest participant on their Website Throwdown webinar
3. Interviewed for an exclusive IMPACT Elite Facebook Live event
4. Regular contributions on the IMPACT blog
5. Booth at ImPact Live Conference

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Lucky Orange + Square 2 Marketing

Joint case study/customer testimonial with HubSpot and Lucky Orange currently underway to be featured on **HubSpot Marketing Blog.**

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It Pays to Play Well With Other Connect Partners

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Complementary, my dear Watson!

HubSpot has an incredible ecosystem of Connect Partners and Apps for Agency Services.

Finding other apps with complementary features and audiences can offer a wealth of co-marketing opportunities.

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Lucky Orange + Databox

Exciting co-marketing projects will be released in the near future!

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{ YOUR LOGO HERE }

Lucky Orange + YOUR APP

Connect with me at
Danny@LuckyOrange.com
to see how our integrations can play well together!

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Results

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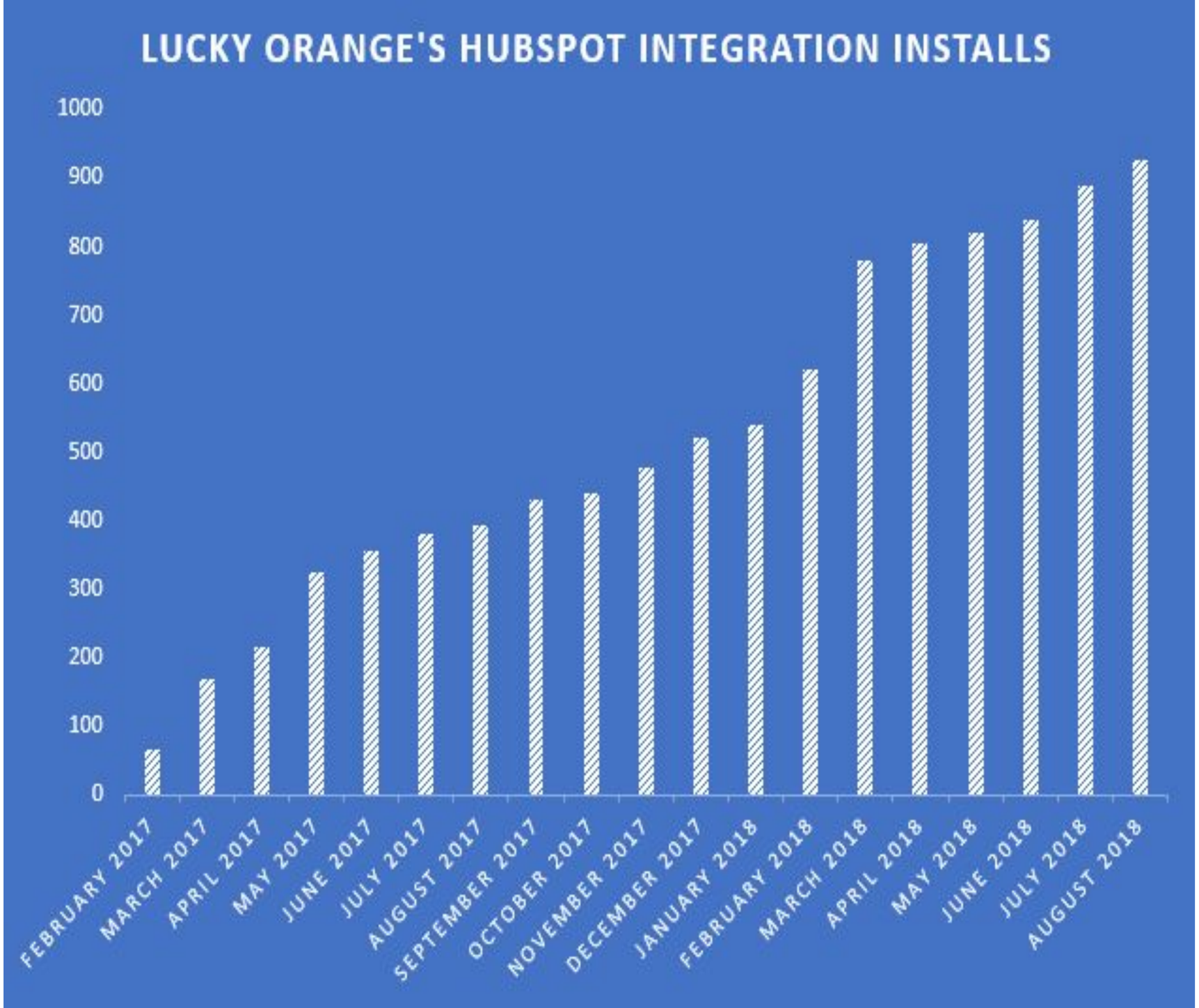

We continue to grow at an incredible pace.

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Tips & Tricks

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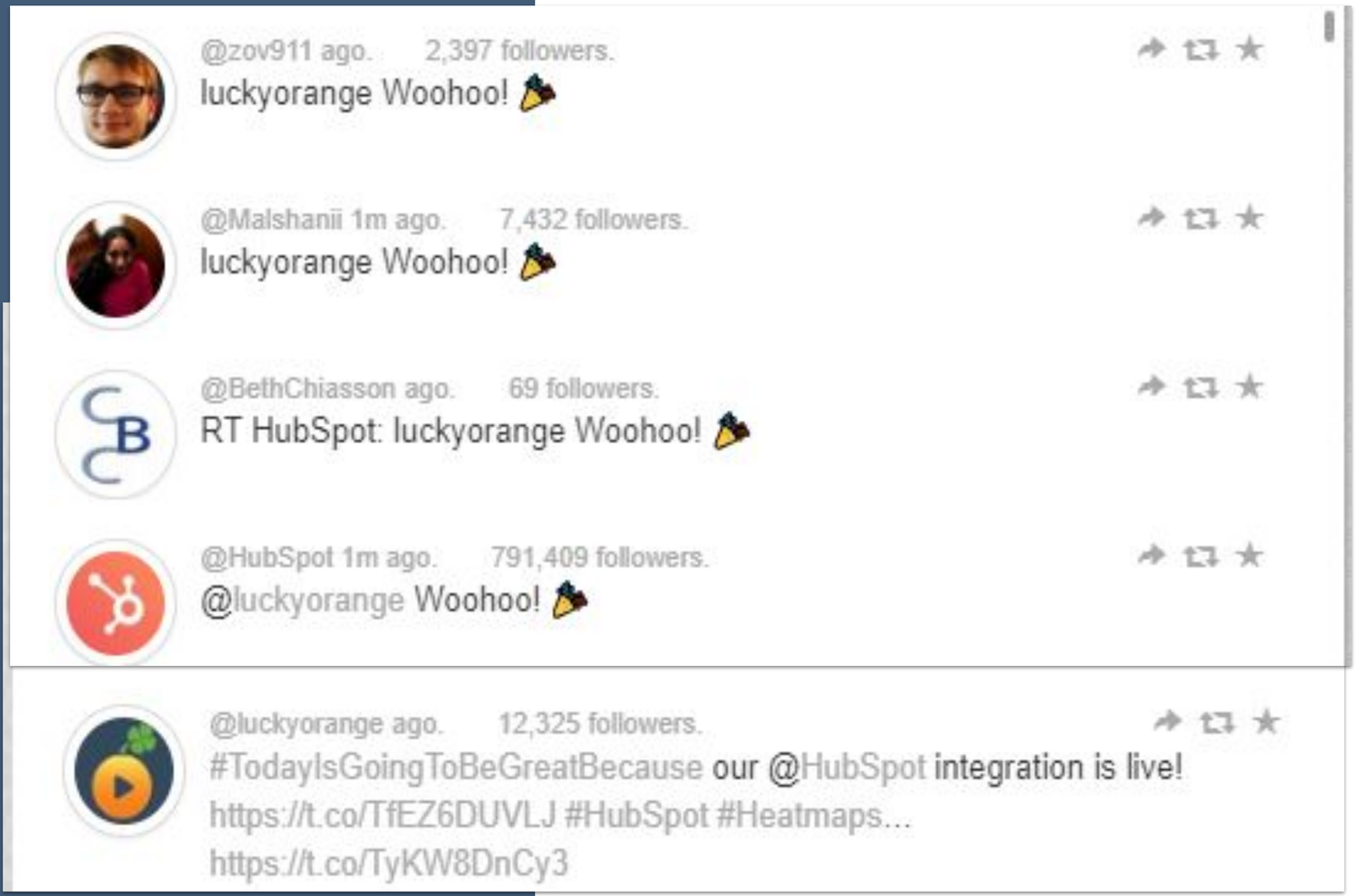
Share the Love...



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Introduce Yourself to HubSpot

Get to know the people who work at HubSpot in a variety of positions. Put a face to the name understand how their role interacts with customers, products, and apps.

Advice: Don’t be intimidated. Just be yourself!

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Alec Biedrzycki

Christine Ianni

Josh Reed

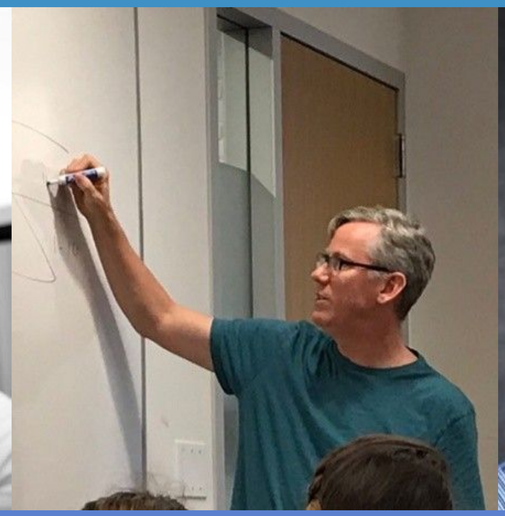
Ari Echt-Wilson

Kevin Raheja

Scott Brinker

Nancy Riley

Brad Coffey



Brian Halligan

Dharmesh Shah

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Helpful Words of Wisdom

1. Sound human
2. Focus should be adding value
3. Be personable

Wrappin’ It Up

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Be problem solvers

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Be problem solvers

More than just agencies

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Be problem solvers

More than just agencies

Not just clients - “product managers”

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Be problem solvers

Adjust to feedback

More than just agencies

Not just clients - “product managers”

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Be problem solvers

Adjust to feedback

More than just agencies

Tier benefits & co-marketing

Not just clients - “product managers”

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Be problem solvers

Adjust to feedback

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Tier benefits & co-marketing

Not just clients - “product managers”

Add value through Apps for Agency Services

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Be problem solvers

Add value through Apps for Agency Services

Tier benefits & co-marketing

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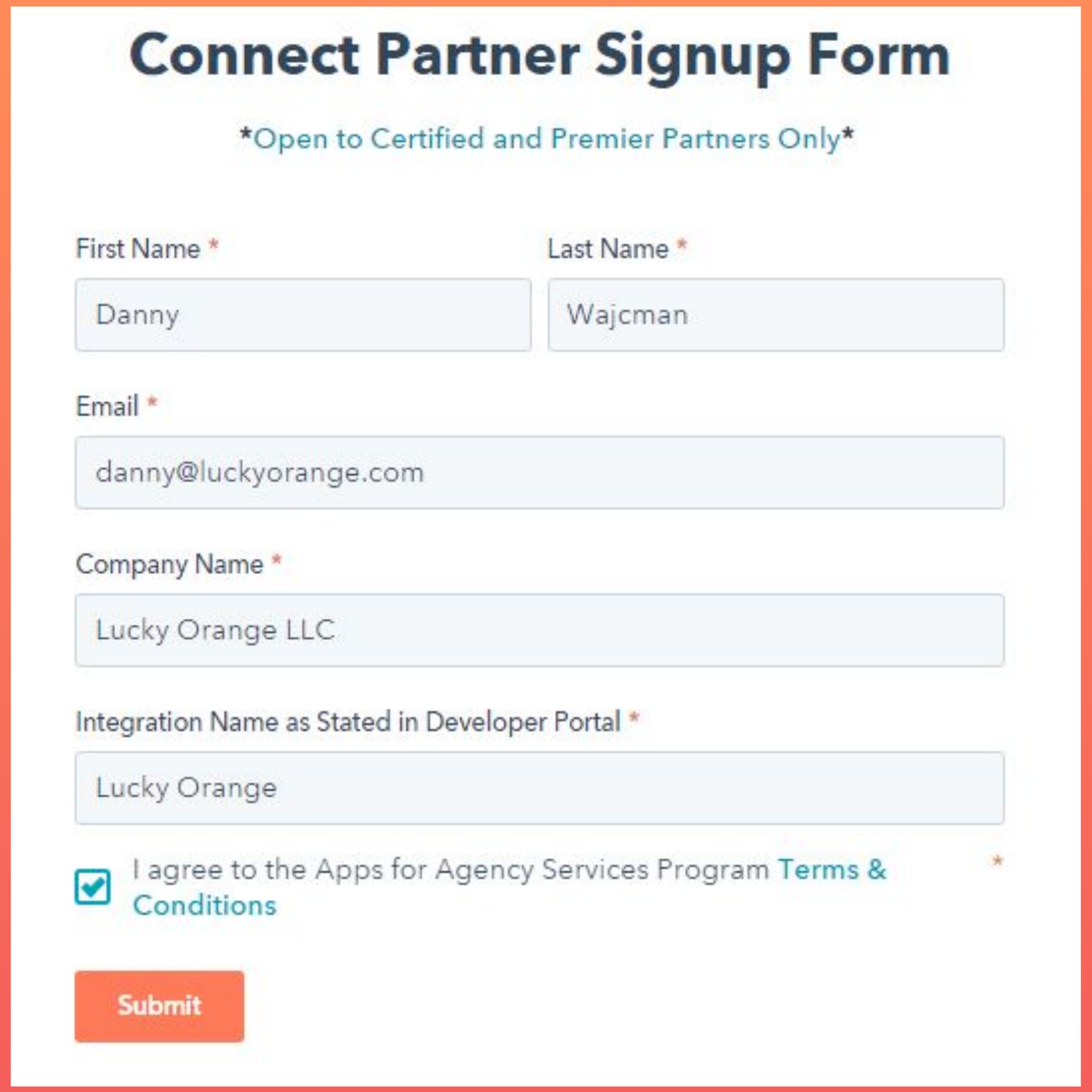

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bit.ly/Apps4Agency