



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



Danny Wajcman
COO & Co-Founder, Lucky Orange



- ✓ ☐ WHY: Agencies are a priority
- ✓ ☐ HOW: Work with HubSpot
- ✓ ☐ WHERE: Reach more agencies

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


A decorative graphic on the left side of the slide. It consists of a vertical line with several circles of different sizes and colors (light blue, medium blue, and dark blue) arranged along it. One circle is particularly large and prominent.

Let's start with the
WHY?

We always knew agencies were special.

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





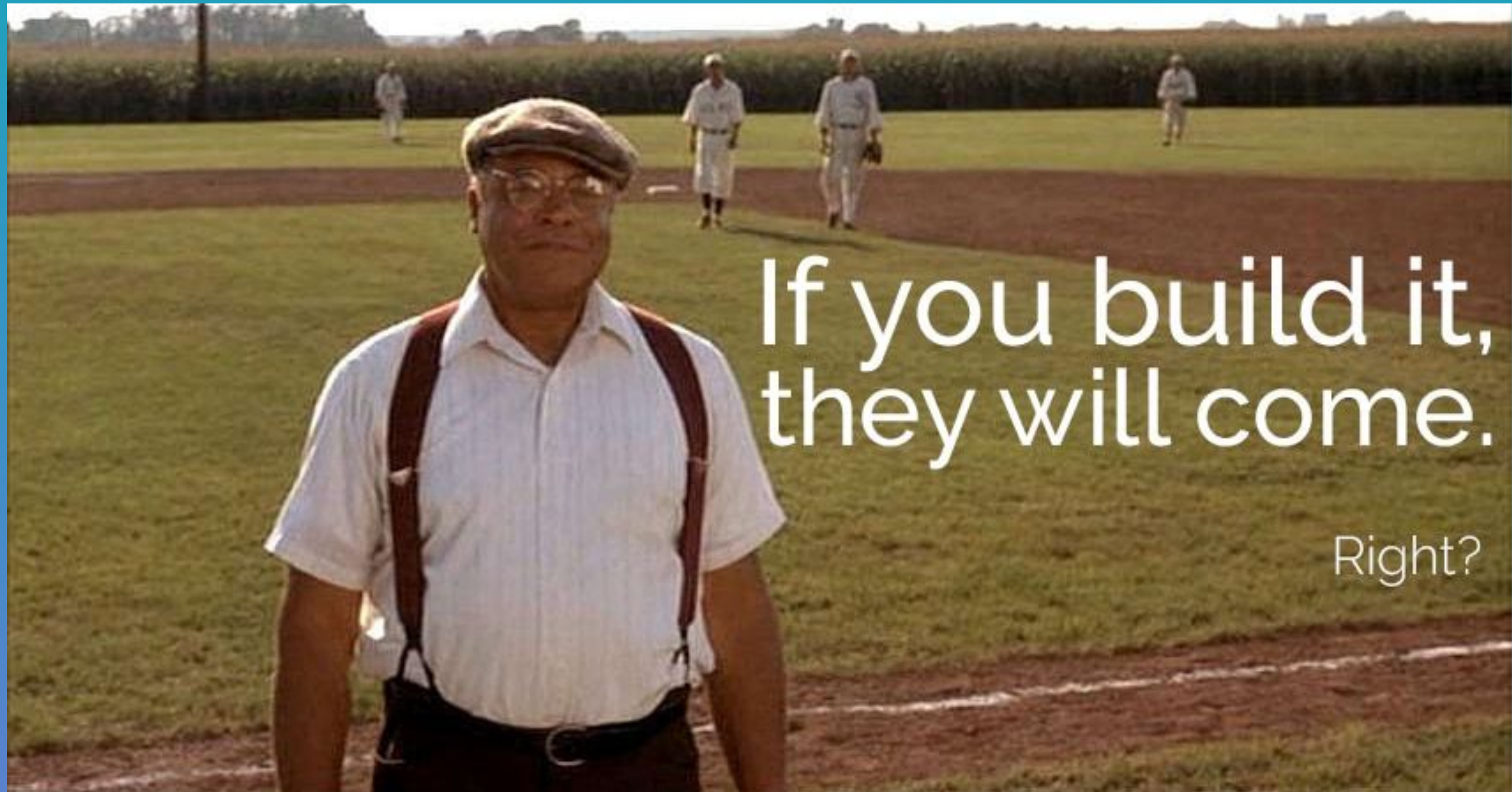
Landing an agency
is a lot like being
on “Oprah.”



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



Challenge #1: *Setting the Right Expectations*



Assumption...

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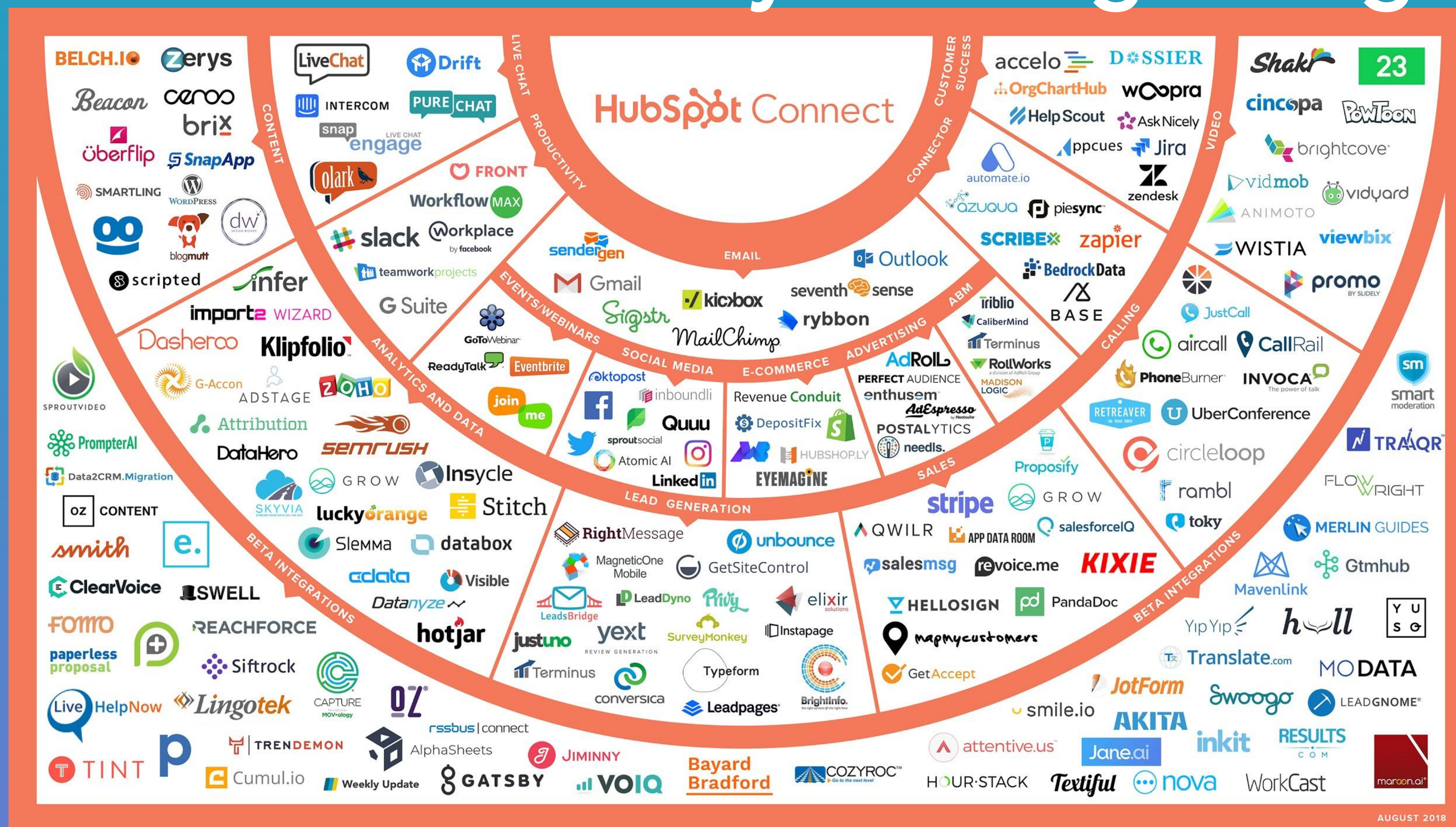
If you don't do your homework...



Reality

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The Connect ecosystem is growing!



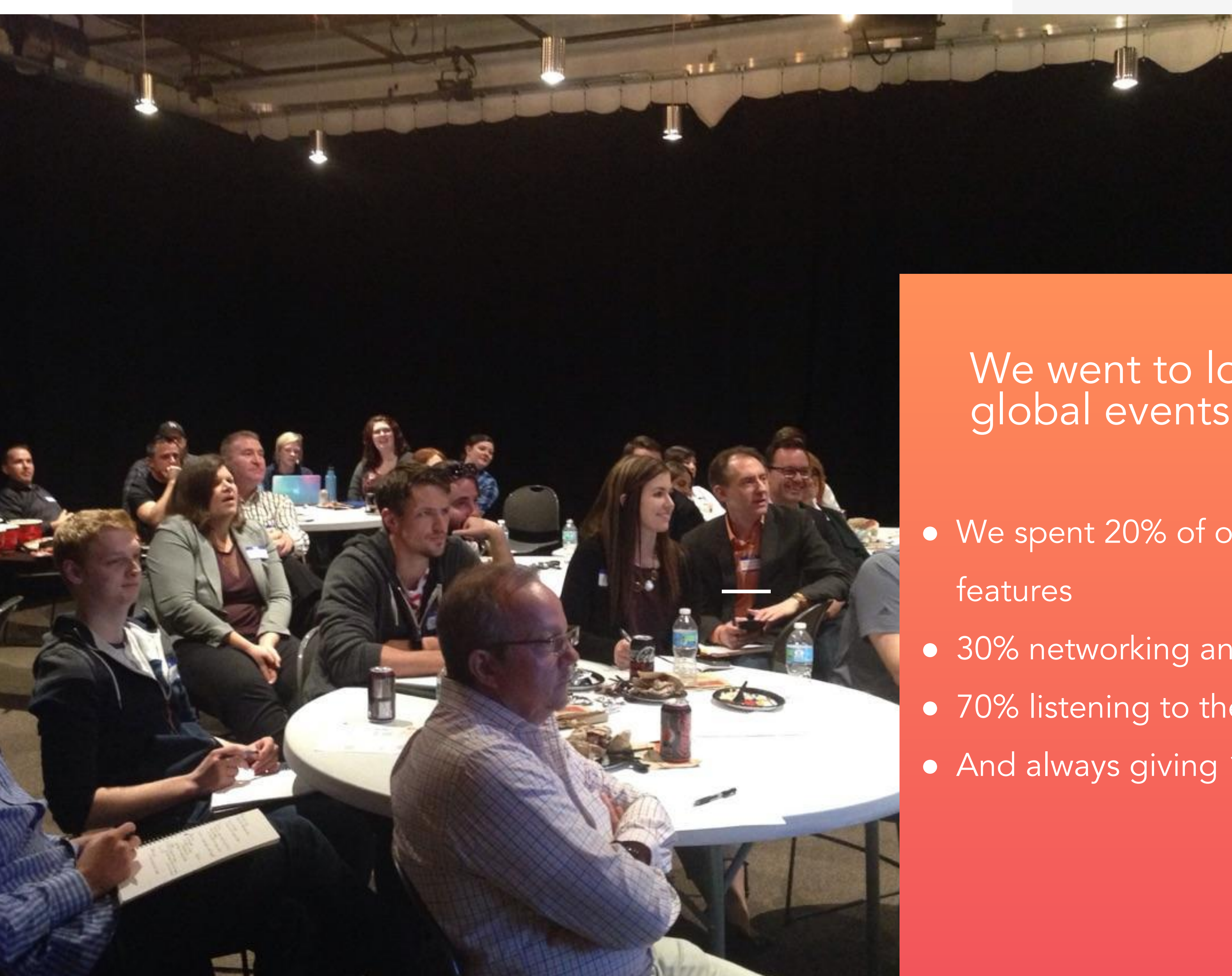
The Opportunity

Current Landscape
+
Unfulfilled Needs
=
Your Opportunity



Challenge #2:

*Understanding the Landscape
vs. Value You Add*



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%



We put
ourselves
where
agencies
were.



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?

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.

The Opportunity



Let agencies
become your
PRODUCT MANAGERS

luckyorange



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

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



Challenge #3:

*Turning Early Feedback
into Insights*

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.



+362%

Increase in Installs

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

The Opportunity

Early adopters will share feedback.

Be sure to listen



Challenge #4: *Visibility and Traction*

The Myth of a “Magic Bullet”

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

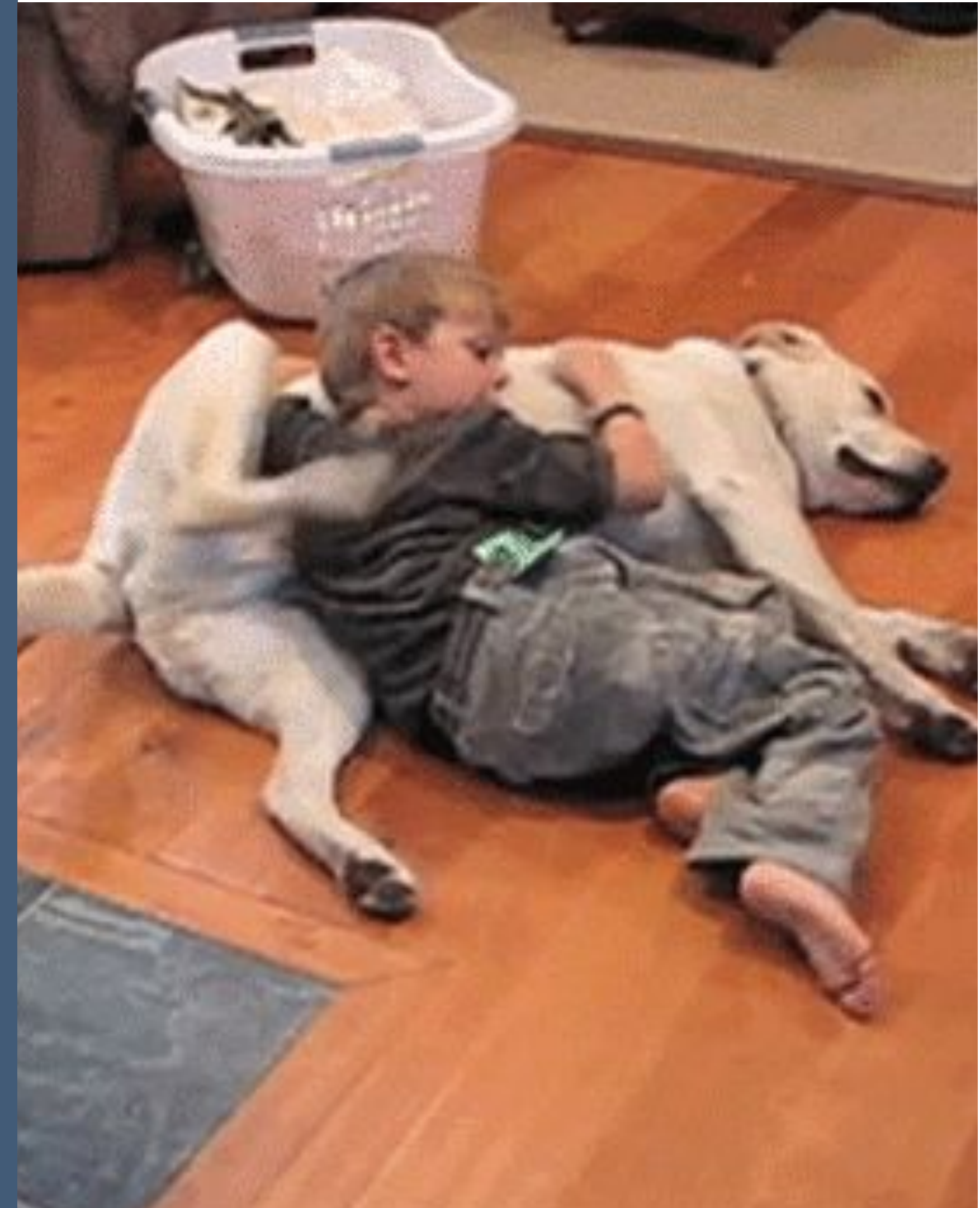
- ✓ Premium listing in our marketplace
- ✓ Quarterly business reviews
- ✓ Quarterly co-marketing campaigns with HubSpot
- ✓ Invitations to exclusive HubSpot events

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)





Hitting the Growth Spurt with Apps for Agency Services

Apps for Agency Services

Below is collection of software specifically designed to help our agencies expand their client service offerings.
The software is available free to HubSpot Platinum and Diamond Agency Partners through the [Apps for Agency Services Program](#).

[Home](#) Apps for Agency Services

Most Popular ▾

Showing 1 - 15 of 31 ([Show 45](#))

Filter integrations

Search



Categories

[Advertising](#)

[ABM](#)

[Analytics and Data](#)

[Calling](#)

[Connector](#)

[Content](#)

[Customer Success](#)

[Ecommerce](#)

[Email](#)

[Events and Webinars](#)

[Lead Generation](#)

[Live Chat](#)

[New and Noteworthy](#)

[Productivity](#)

[Sales](#)

[Social Media](#)

[Video](#)

CERTIFIED

Eventbrite

Eventbrite

Automatically turn event registrants in Eventbrite into contacts in HubSpot, while recording event data on the HubSpot contact timeline.

CERTIFIED

databox

Databox

View analytics data on your mobile, desktop and TV from HubSpot and many more sources in just a few clicks.

CERTIFIED

WISTIA

Wistia

Segment, nurture, and score leads based on video view activity.

CERTIFIED

Klipfolio

Klipfolio

Consolidate and analyze your data from HubSpot and hundreds of other platforms with HubSpot + Klipfolio

CERTIFIED

Beacon

Beacon

Beacon converts blog posts into professionally designed downloadable content like eBooks in seconds.

CERTIFIED

luckyorange

Lucky Orange

Attention Agencies and Site Owners: Find an unmatched level of insight as each contact's Visitor Recording, Dynamic Heatmap, and Chat Logs are automatically generated direct

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.

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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.

Agency Service Primer for Lucky Orange + HubSpot

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

With Lucky Orange, your agency can

luckv

luckyorange

Agency Service Primer for Lucky Orange + HubSpot

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

By partnering with Lucky Orange, your agency can offer:

- Advanced website optimization services
- Improved ROI from website conversions
- Proven methods to increase customer satisfaction
- Interactive client reports that engage and astound

In addition, Lucky Orange will be integrated with your client's HubSpot CRM for easy access to dynamic heatmaps, visitor recordings and chat logs.

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Dedicated Service Primer:

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

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.

Dedicated Service Primer:

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

How does it complement Inbound?

Lucky Orange complements inbound marketing by providing valuable analytic insight into everything and anything visitors do on your clients' websites. This insight can include everything from seeing how far on a page visitors scrolled to which part of the drop-down menu was most (or least) clicked.

In the HubSpot CRM in particular, Lucky Orange users will see a corresponding recording, dynamic heatmap, or chat log populate for each lead. Agencies can then use this information to guide their clients in improving user interactions, gaining more leads, and increasing conversions.

All this insight will improve the website experience and create a more personalized buyer's journey.

Get Lucky Orange to help your agency grow

25+ integrated software solutions, available at no cost to Platinum and Diamond HubSpot Agency Partners

[Learn more about HubSpot's Apps for Agency Services Program](#)

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



“[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

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

Choose From Hundreds of Certified Marketing Agencies and Sales Consultants Across the Globe

Showing 1 - 15 of 2034 (Show 45)

Search

All Industries
All Industries

All Services
All Services










All Countries
All Countries

All States
All States

All Languages
All Languages

All Budget Types
All Budget Types

Clear All Filters

 SmartBug. SmartBug Media Our strategists have 10+ years experience because your success depends on more than a methodology. Q... ★★★★★ 186 reviews	 IMPACT IMPACT As HubSpot's 2017 Partner Agency of the Year, we've led hundreds of companies to inbound success. Th... ★★★★★ 121 reviews	 inboundlabs HubSpot with Superpowers InboundLabs We are a first of its kind global agency made up of an agile, scalable team of Inbound Marketing exp... ★★★★★ 103 reviews
 SaltedStone Salted Stone 10+ years in business, 4 locations across 3 continents, 60+ FTEs, 100% in-house strategy through eoa... ★★★★★ 99 reviews	 PENGUIN STRATEGIES Penguin Strategies - The B2B Tech Marketers Full stack marketing optimized for B2B tech companies. Our team combines years of experience in str... ★★★★★ 95 reviews	 Revenue River Strategy, system design, and industry-leading execution for those in pursuit of the cutting edge. I... ★★★★★ 94 reviews
 Square 2 Marketing HubSpot's FIRST Diamond Partner and TWO TIME HubSpot Agency of the Year. Our team specializes in Inb... ★★★★★ 90 reviews	 INBOUNDCYCLE InboundCycle InboundCycle is the first inbound marketing agency in Spain and Latin America. We have been deliver... ★★★★★ 87 reviews	 media junction media junction® is known worldwide for building beautiful user-centric websites—that get results. We... ★★★★★ 83 reviews

Agency Directory

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

bit.ly/LOcheatsheet

Search

All Industries

All Industries

All Services

All Services

All Countries

All Countries

All States

Kansas

All Languages

All Languages

All Budget Types

All Budget Types

Clear All Filters

Lean Labs
Lean Labs is NOT an agency!
We're a growth team to
deserving brands . . . with a track
record of 10x...
★★★★★
4 reviews

Lure Creative
Lure Creative is a HubSpot Gold
Partner and inbound marketing
agency that delivers high-quality,
cus...
★★★★★
2 reviews

TANK New Media
TANK New Media is an award-
winning digital marketing
agency in Kansas City that offers
complete MARK...
★★★★★
0 reviews

DDM Global
Built to serve businesses and
organizations, of any size or

**Associated Integrated
Marketing**
Since 1942, Associated
Integrated Marketing has been
helping clients build their brands
with tailore...
★★★★★

SalesLab Consulting, LLC
Led by Mike Poledna and
located in Overland Park, KS,

Danny Wajcman, COO | Bradley Friedman, Senior Account Executive

50 SHADES OF FEEDBACK: WHY AGENCIES SHOULD “SPEED DATE” THEIR CLIENTS’ CUSTOMERS

@LuckyOrange
#SadSam



Unbounce @hubspot #DIGITALAGENCYDAY

#DigitalAgencyDay
50 Shades of Feedback: Why Agencies Should “Speed Date” Their Clients’ Customers

Applied to speak at Digital Agency Day

Customized Promos for Partners

The screenshot displays the luckyorange website interface. At the top, a navigation bar includes links for Dashboard, Recordings, Dynamic Heatmaps, Chat, Conversion Funnels, Form Analytics, Polls, Pricing, Demo, Start My Free Trial, and Log In. The main header features the luckyorange logo and a message: "A visitor just left your website without **subscribing**. See everything they did before they left." Below this, a large orange mound with a green four-leaf clover is visible. On the left, a cartoon character in an orange top hat and suit is shown. A large white speech bubble with a close button (X) contains the text "Exclusive Deal for Partners of iMPACT!" and a green button labeled "10 Day Trial + 20% Off". A smaller version of this speech bubble is also visible on the mound. In the center, a video player is embedded, showing a play button and a dashed line indicating a path. The text "See the reasons people don't convert." is displayed above the video player. The luckyorange logo is also present in the bottom right corner of the screenshot.

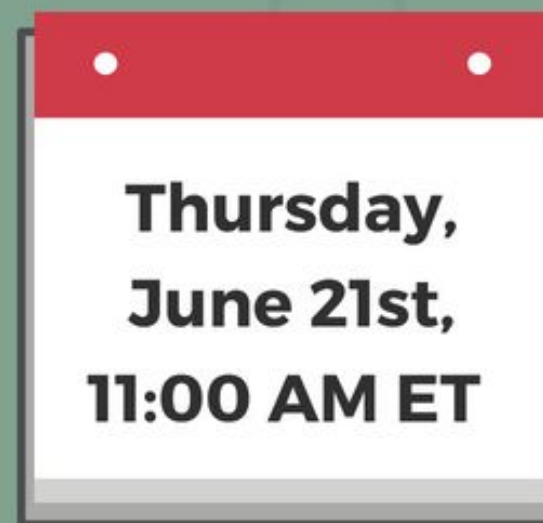
AN **iMPACT ELITE** EXCLUSIVE

CONVERSATION:

"BEST PRACTICES ARE TEST PRACTICES"



Stephanie Casstevens
Director of Audience
Engagement & Community
IMPACT



Danny Wajcman
COO and Co-Founder
Lucky Orange

luckyorange

Exclusively at impactbnd.com/elite

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.



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.



ns Templates Pricing databox Partners Resources



Do you know how your marketing performed today?

Databox pulls all your data into one place, so you can track performance and discover insights in real-time.

Lucky Orange + Databox

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

{ YOUR
LOGO
HERE }

Lucky Orange + YOUR APP

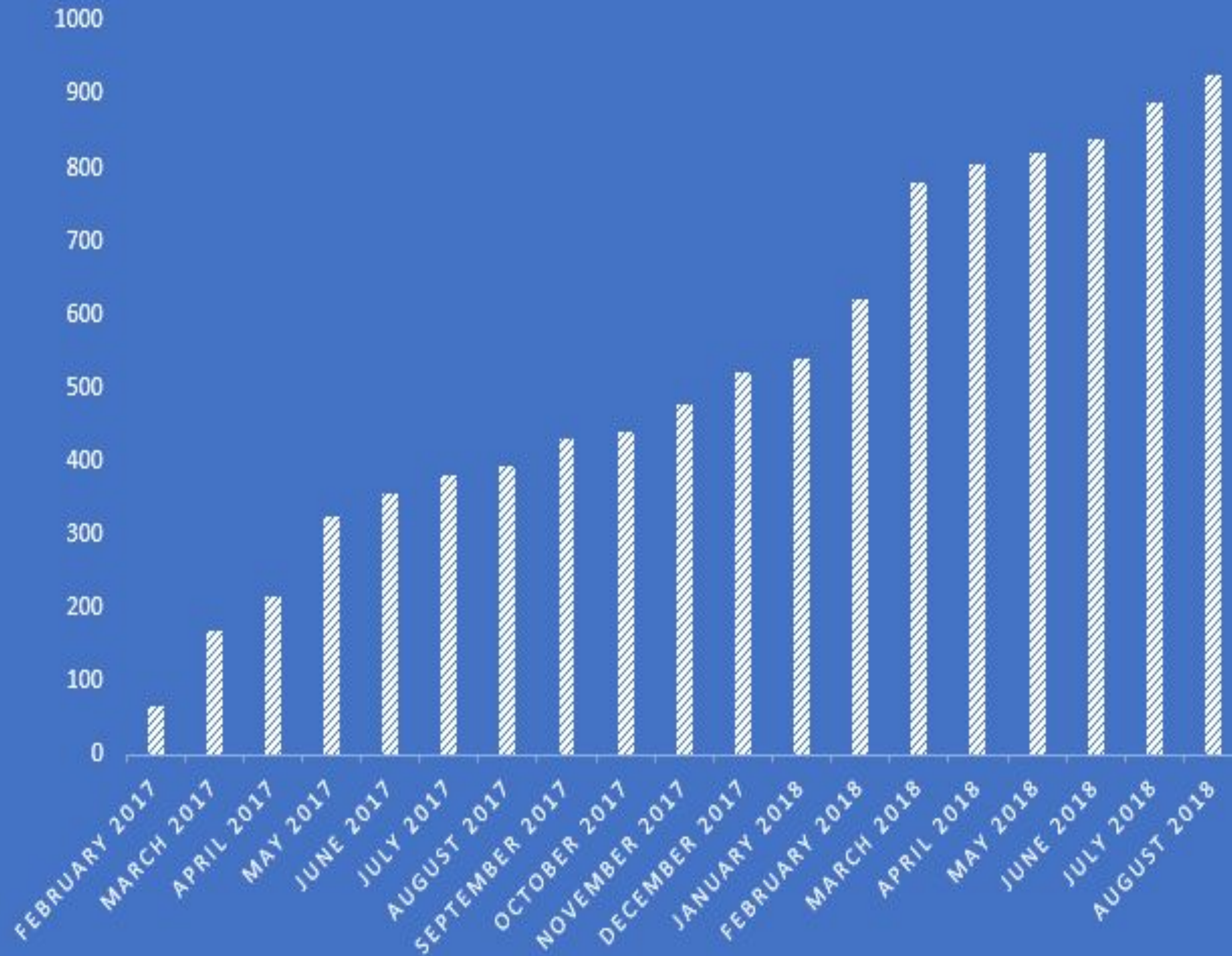
Connect with me at
Danny@LuckyOrange.com
to see how our integrations can
play well together!

luckyorange



Results

LUCKY ORANGE'S HUBSPOT INTEGRATION INSTALLS

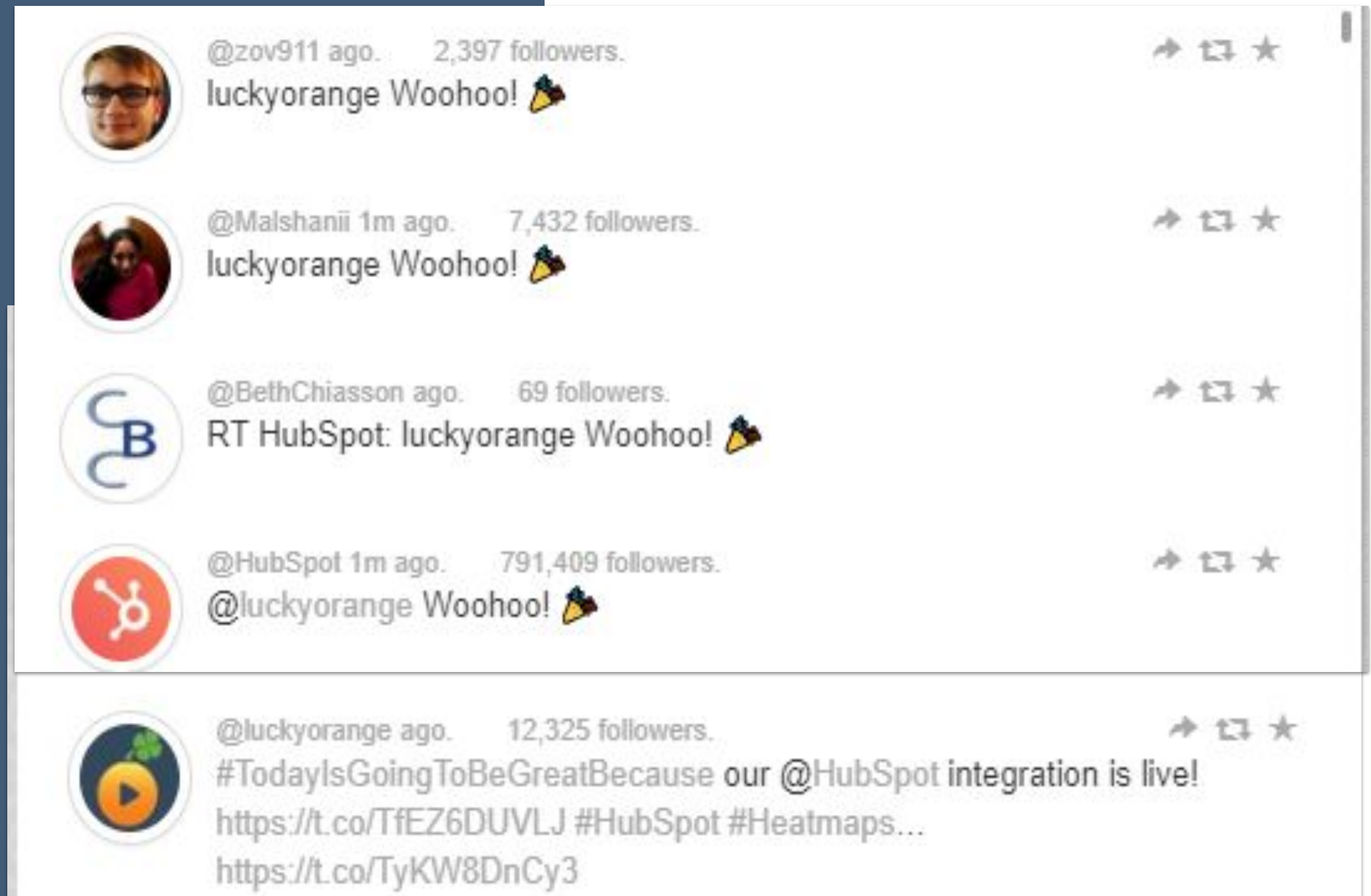


We continue
to grow at an
incredible
pace.



Tips & Tricks

Share the Love...





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!



Alec Biedrzycki



Christine Ianni



Josh Reed



Ari Echt-Wilson



Kevin Raheja



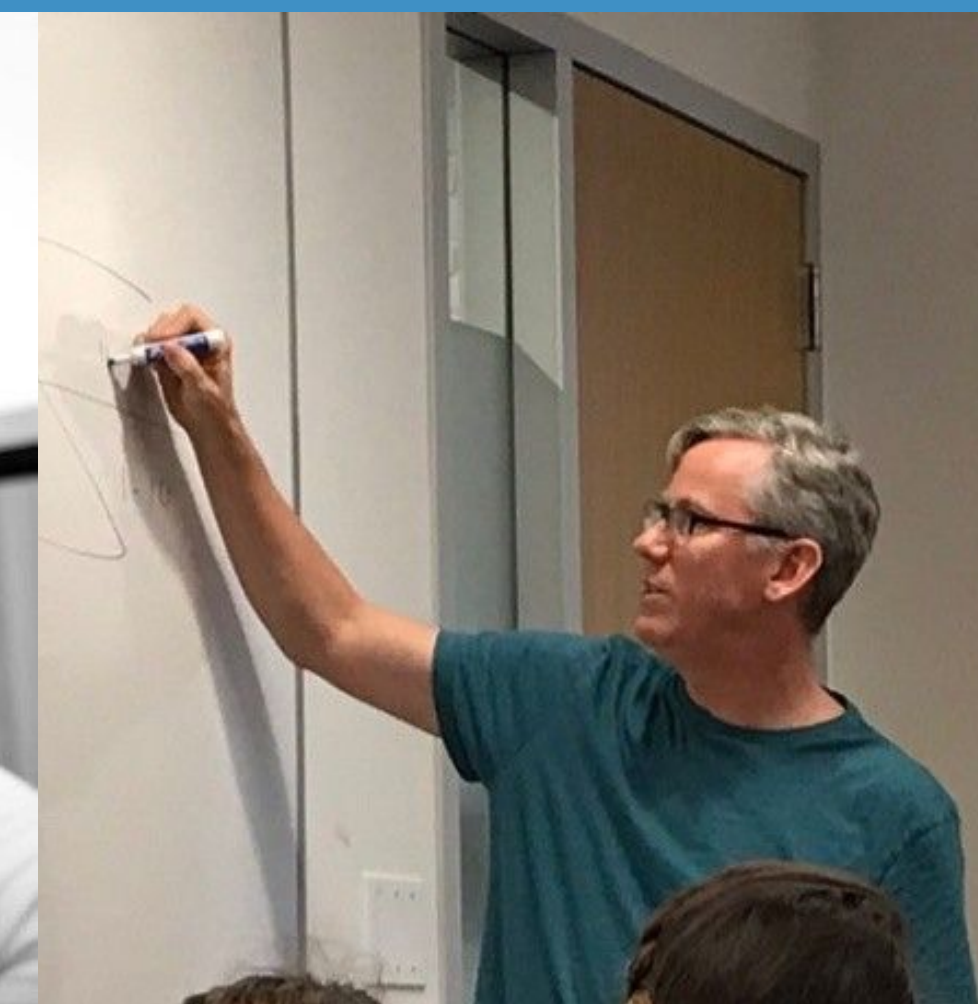
Scott Brinker



Nancy Riley



Brad Coffey



Brian Halligan



Dharmesh Shah



Helpful Words of Wisdom

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



Wrappin' It Up

Be problem solvers

Be problem solvers

More than just agencies

Be problem solvers

More than just agencies

Not just clients - “product
managers”

Be problem solvers

Aadjust to feedback

More than just agencies

Not just clients - “product
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Tier benefits & co-marketing

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Not just clients - “product managers”

Add value through Apps for Agency Services



Be problem solvers

Add value through Apps for
Agency Services

Tier benefits & co-marketing

More than just agencies

Aadjust to feedback

Not just clients - “product
managers”

luckyorange

Connect Partner Signup Form

Open to Certified and Premier Partners Only

First Name *

Danny

Last Name *

Wajcman

Email *

danny@luckyorange.com

Company Name *

Lucky Orange LLC

Integration Name as Stated in Developer Portal *

Lucky Orange



I agree to the Apps for Agency Services Program [Terms & Conditions](#)

*

Submit

Apply today
for
Apps for Agency Services

bit.ly/Apps4Agency