



Remarkable Marketing: Connect Partner Campaigns to Inspire Growth

Platform Marketers



Al Biedrzycki



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FROM AWARENESS TO INSTALL:

How to Leverage Connect Program Benefits to Grow Better

Al Biedrzycki
Marketing Team Manager
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HubSpot Connect Benefits

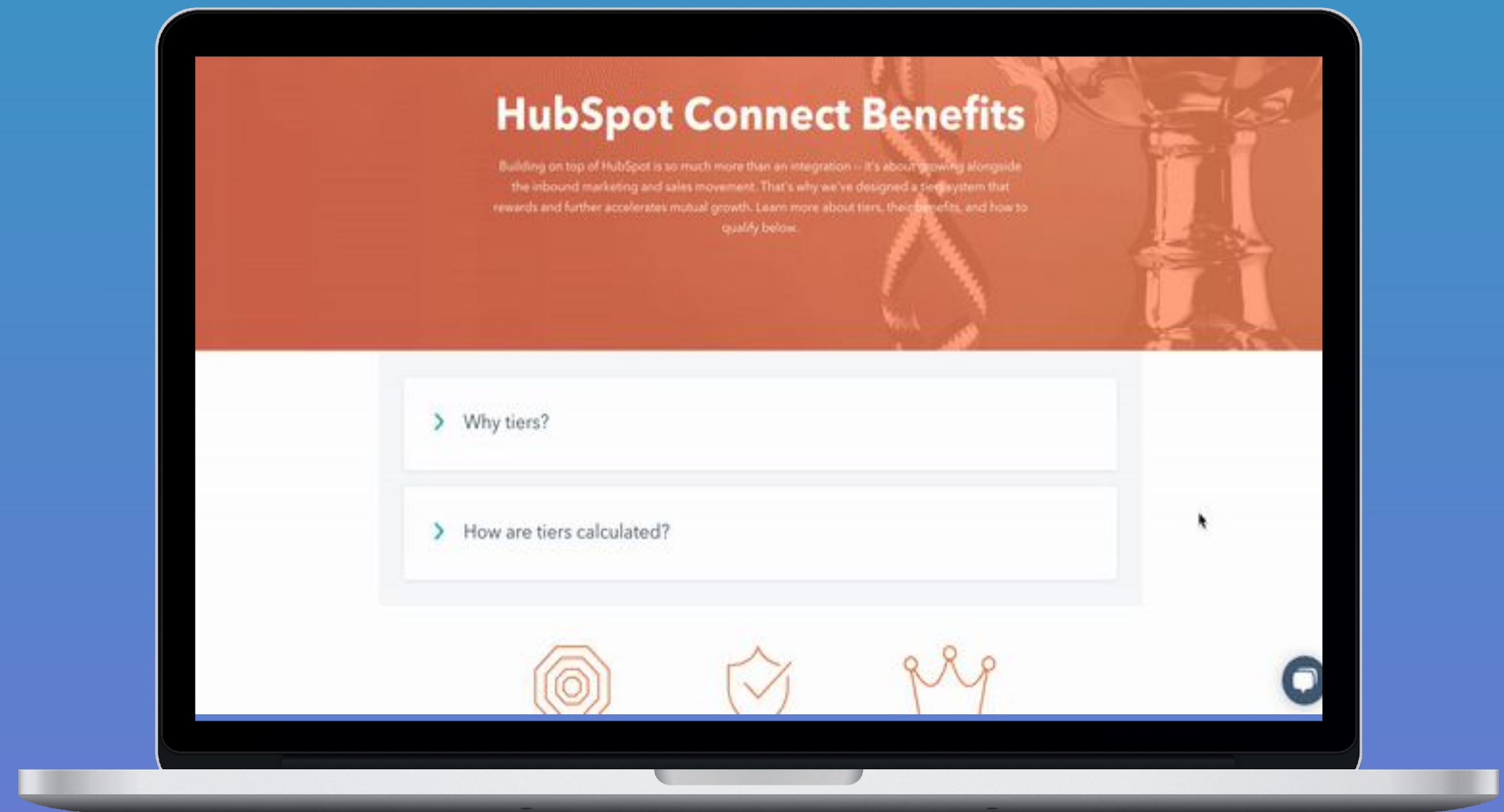
Building on top of HubSpot is so much more than an integration -- it's about growing alongside the inbound marketing and sales movement. That's why we've designed a tier system that rewards and further accelerates mutual growth. Learn more about tiers, their benefits, and how to qualify below.

> Why tiers?

> How are tiers calculated?



What are *other* integrators doing to grow their IB?



Exceptional Customer Marketing



Elle Morgan
Partnerships
Woopra

Woopra

The Software

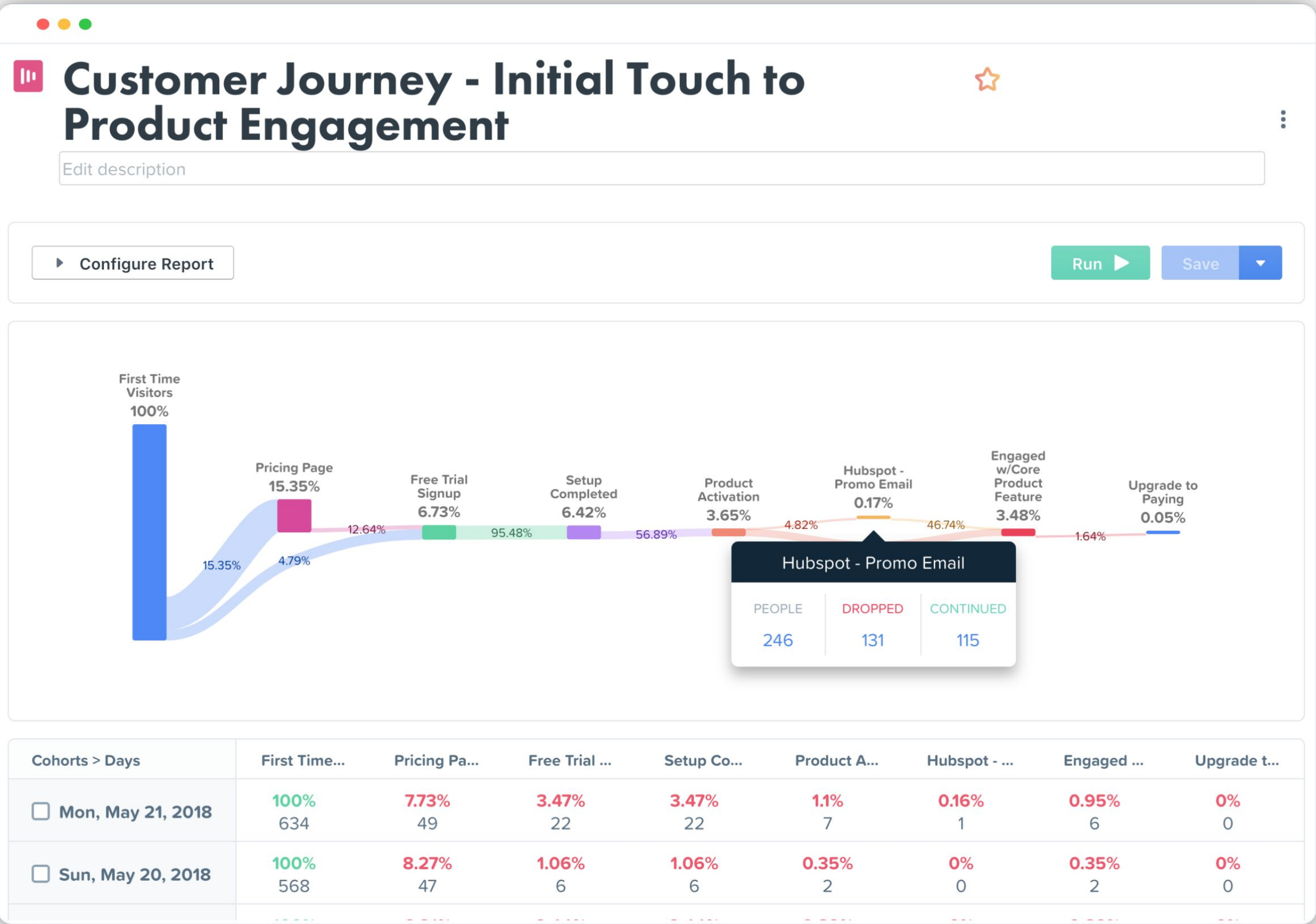
Provides End-to-End
Customer Journey Analytics

The Integration

Pipe behavioral, demographic,
and engagement data into
HubSpot to inform campaigns

The Value

Analyze real-time
customer behaviors to
engage with the right
users at the right time.



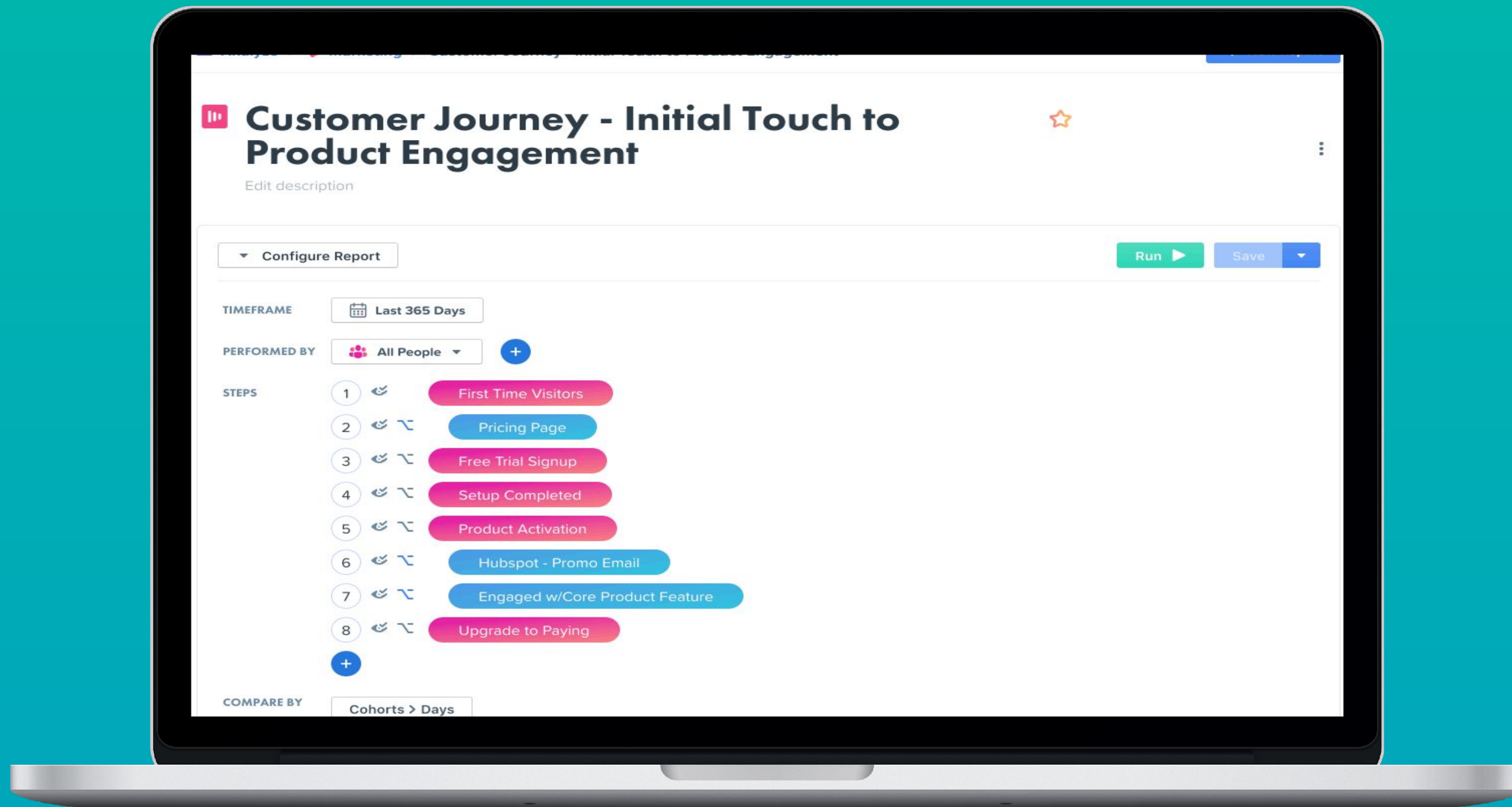
The Opportunity

“We realized that leads coming in through a partner lead source were 30% more likely to convert into paying customers.”

“This was an opportunity to offer additional value to our shared customers with HubSpot, and bring in more of our highest converting customer types.”

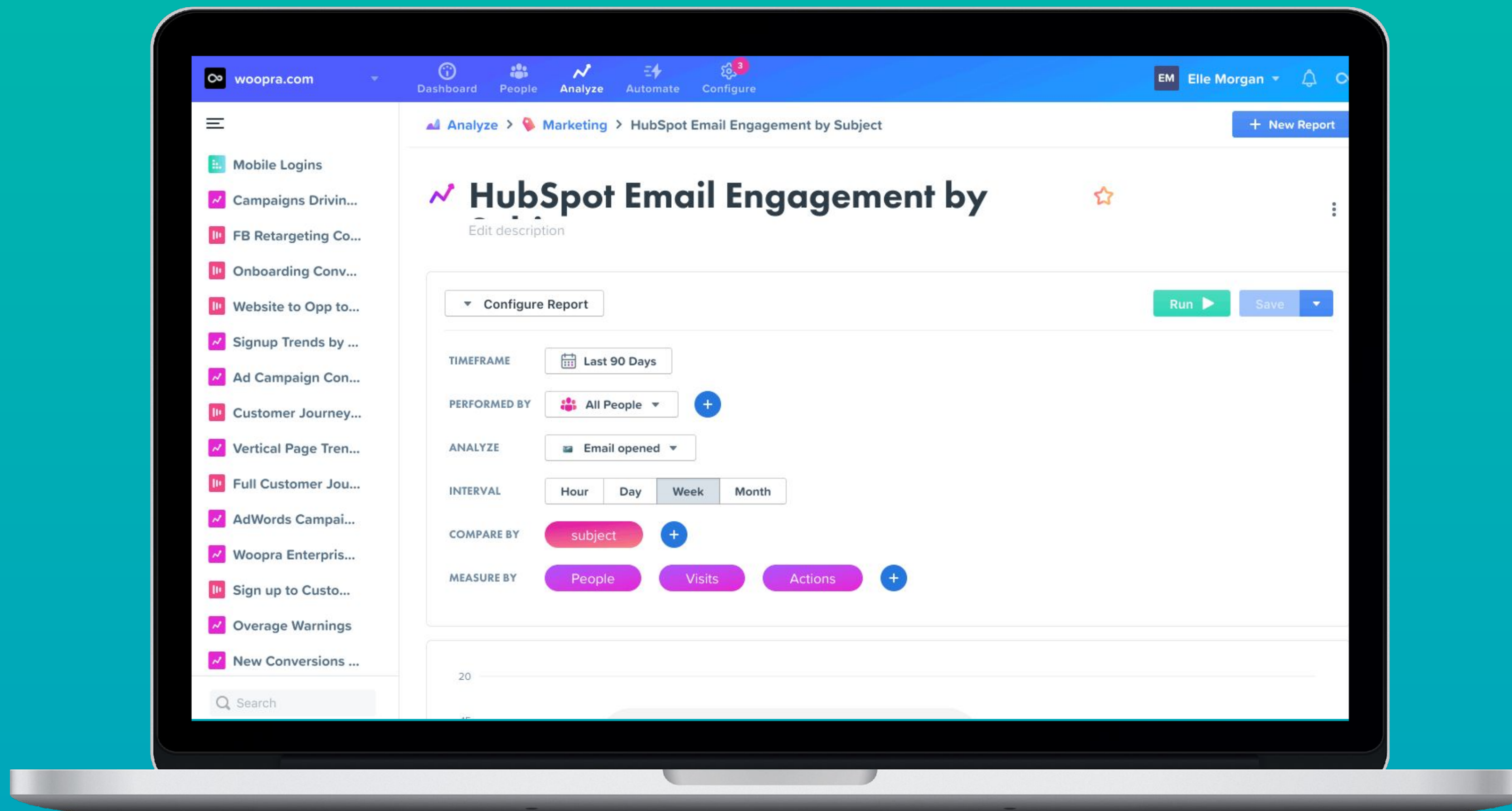
The Approach

When preparing to release the integration to their customer base, Woopra identified all customers who had requested the integration and customers who were already HubSpot users (via Clearbit).



The Approach

- The result was a list of 250 customers that were a perfect fit for the integration.
- They sent a targeted email to this list including a blog post on the value of the integration and setup instructions.



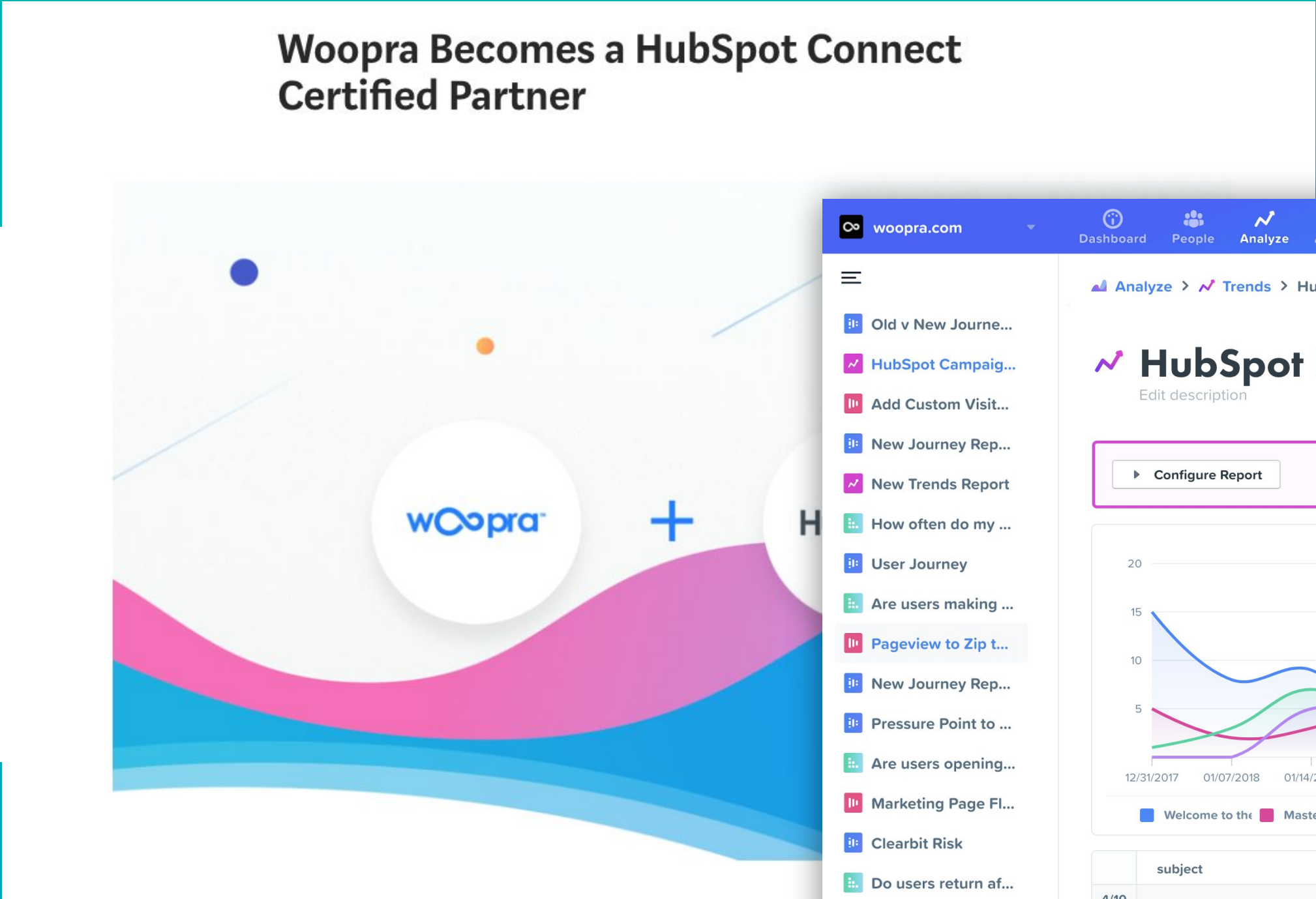
The Approach

When Woopra joined Connect as a Certified Partner

Press Release

Email Campaign

Blog Post



The Impact

300+ unique visitors to the Woopra website
from Connect - creating signups and
subscriptions

50% install growth in just 3 months
HubSpot now the 3rd most installed
integration in Woopra (out of 50+)

Net New Customers

The Takeaway

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The blog post, email campaign and press release took a small amount of effort for an impressive return.

I recommend new Connect Partners to go all in! The Connect team has valuable resources at your disposal - from blog post swaps to joint press releases to co-marketing opportunities.

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Elle Morgan
Partnerships
Woopra

Targeted Content Marketing



Kai Crow
Head of Marketing
AskNicely

AskNicely

The Software

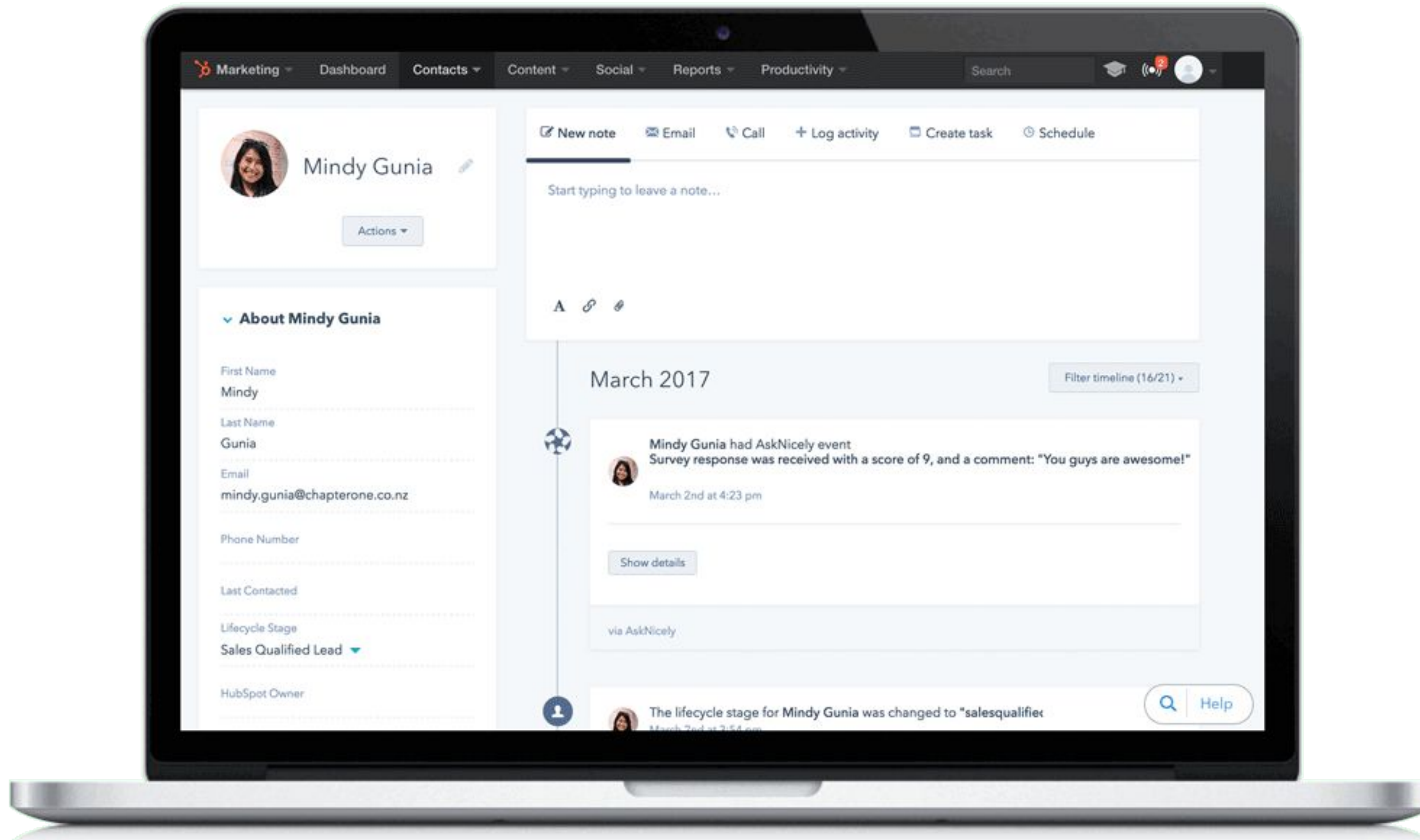
NPS software for collecting and acting on customer feedback

The Integration

- Feeds NPS data into HubSpot contact properties
- Allows you to segment and create behavior based on NPS surveys

The Value

All about using NPS to *continuously improve* a customer's experience



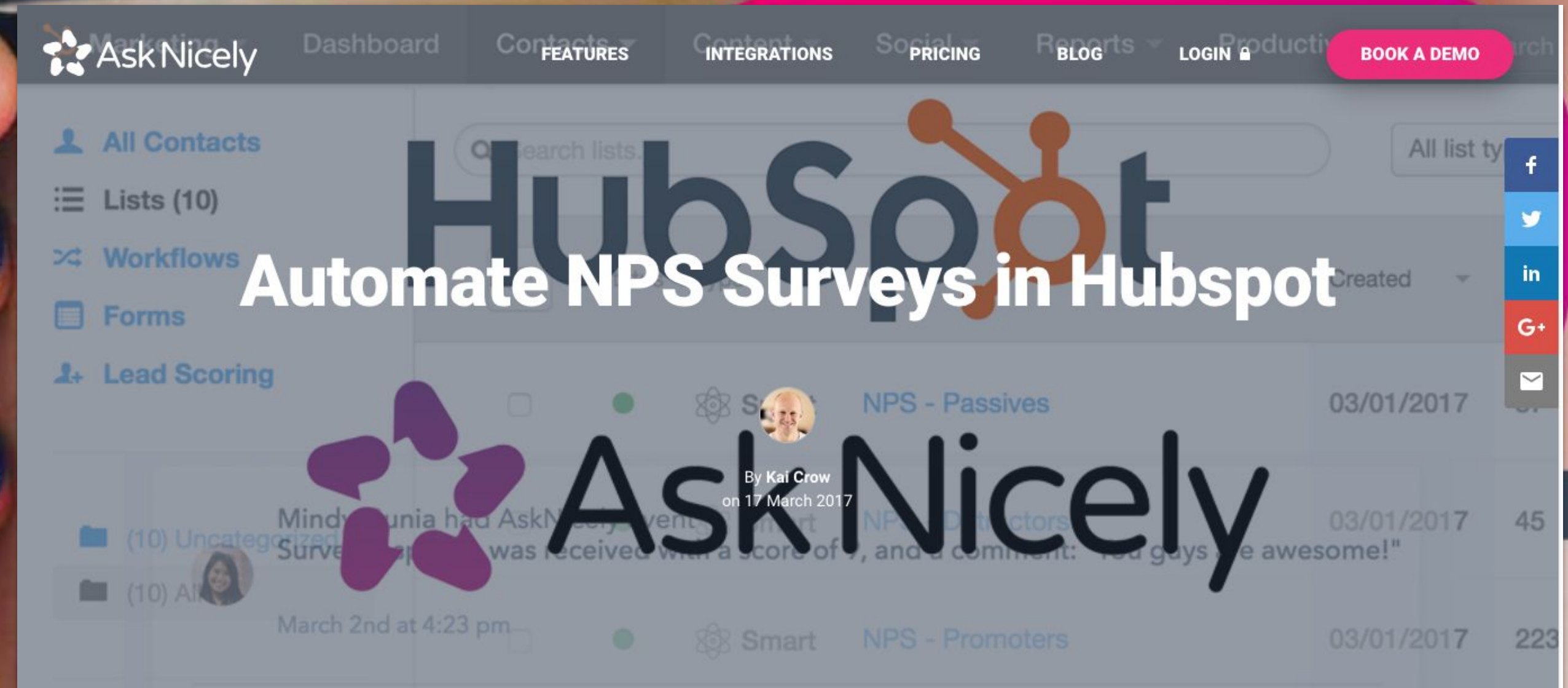
The Opportunity



HubSpot
Connect

The Approach

- 1 Started a focused content drive around HubSpot + NPS
- 2 Focused on promoting content to HubSpot users
- 3 Opt-ins were nurtured with a specific track to lead them to install the integration
- 4 Efforts were coupled with sales team support for individual demos and calling campaigns



Automate NPS Surveys in Hubspot

Because happy customers really are your best marketing tool.

Gathering customer feedback in real-time enables a business to be faster and more agile in the way they grow and adapt. Unfortunately for many businesses, the very technology that makes the collection of customer feedback possible is also what makes it hard to act in real time.

Customer feedback often ends up being collected sporadically and once you've got it, it's often too late to react. Add to that, the fact that the data often ends up siloed in reports that then need to be imported into your CRM or automation platform to be of any significant use.

AskNicely helps businesses get a real-time understanding of their customer base – find the happy ones and turn them into powerful advocates and immediately identify the ones who aren't so happy and turn their experience around. When you combine these types of insights with the power of HubSpot's marketing automation platform, you get the ultimate system for measuring **and** improving customer happiness.

Of course, at AskNicely, we're all about making things easy, so our HubSpot integration is super simple to install – you can have the two systems integrated and be sending out customised NPS surveys to your customer base



The Impact

90% of installs came (and are still coming) from the campaign

Met the install threshold for Certification within 90 days

Added 3,000 net new leads into their pipeline

The Takeaways

It's easy to convert people from interest to active user when the integration itself is easy to install and fast to start using

Keep building and distributing content to bolster longer-term activity

Targeted Facebook Ads



Chris Brisson
CEO
Salesmsg

Salesmsg

The Software

Easily send, receive, and manage text message conversations online.

The Integration

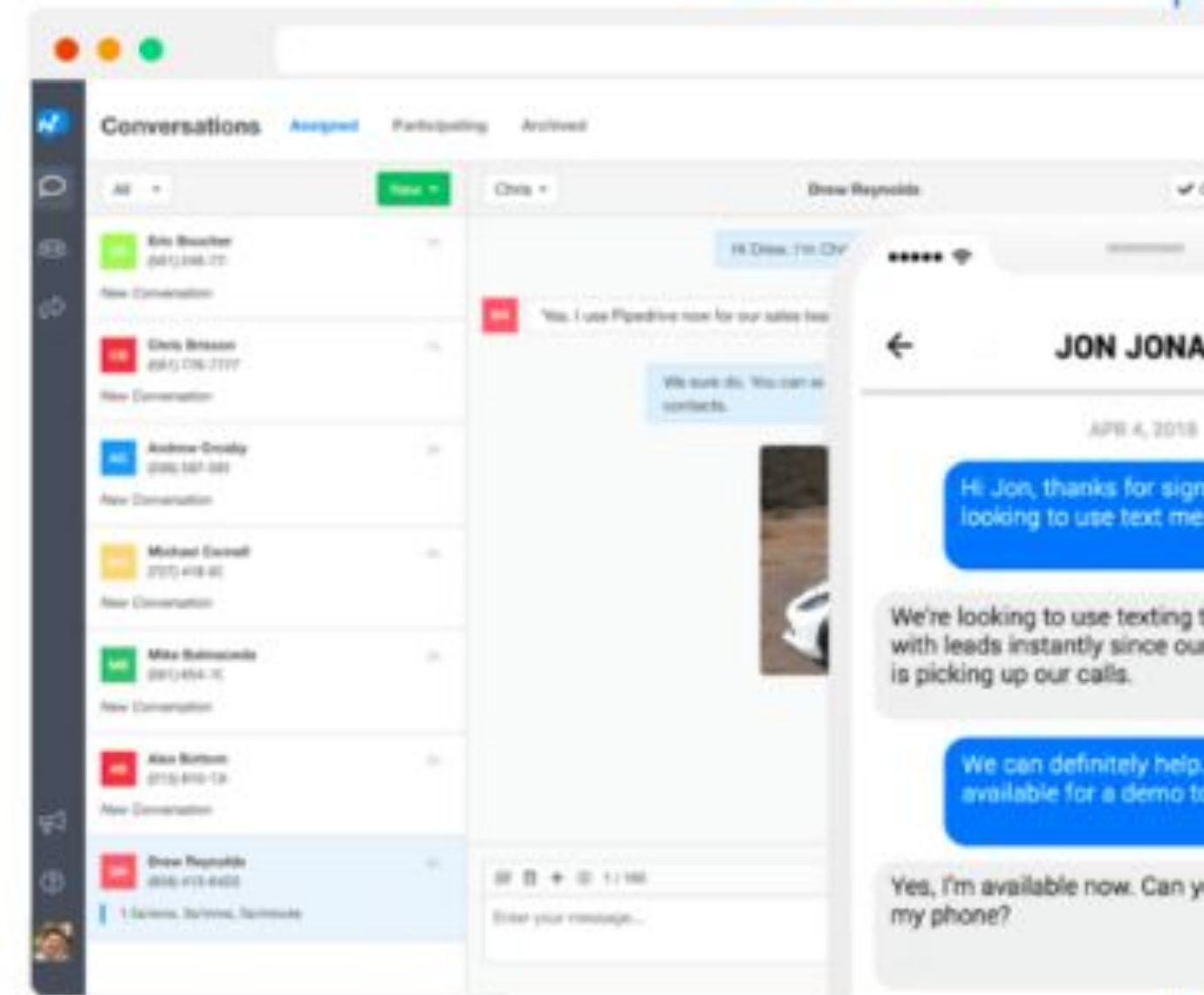
Send and receive text messages (SMS & MMS) from HubSpot. Automate from Workflows.

The Value

Personalize and automate text messages for fast, effective communication at scale.

Two-Way Text Messaging For HubSpot

Send and receive SMS and MMS text messages online or on the go, from real local phone numbers.

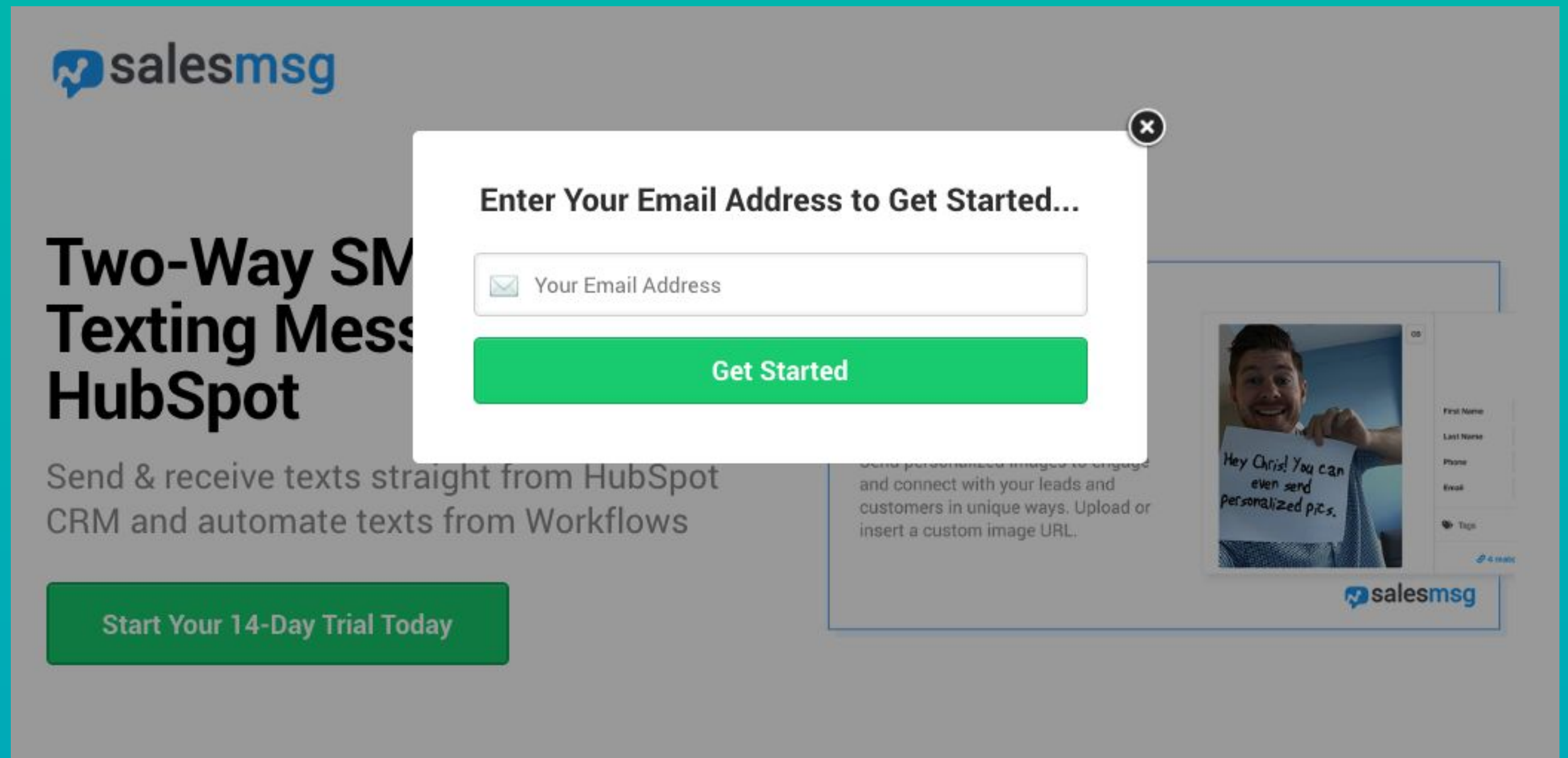


The Opportunity

*“We were wanting a **simple and scalable way to reach HubSpot users and agencies without breaking the bank.** We found that an easy and almost immediate way to generate leads, customers, and interest from users and partners was through Facebook ads”*

The Approach


1
Targeted HubSpot users
with Facebook Ads to start
14-day trial



The Approach

2

Leads were driven to a landing page showing off the integration, what it does, and how to start texting from HubSpot




Two-Way SMS & MMS Texting Messaging For HubSpot

Send & receive texts straight from HubSpot CRM and automate texts from Workflows

Start Your 14-Day Trial Today

Send MMS Pictures Too!

Send personalized images to engage and connect with your leads and customers in unique ways. Upload or insert a custom image URL.




First Name







Last Name

Phone

Email

Tags






Trusted by some of the best...


How Does Salesmsg Work with HubSpot?

Send and receive text messages online from local phone numbers.




Get a Local Phone Number

Search and find a local phone or make your existing landline textable.



Integrate With HubSpot

Connect your HubSpot account to Salesmsg to text online.



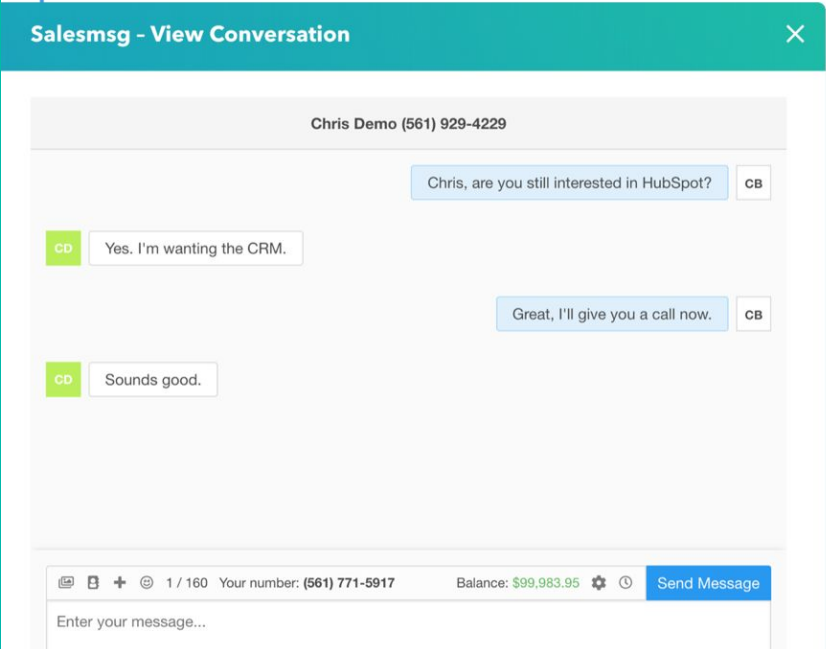
Send & Receive Texts Online

Send texts from your HubSpot CRM or automate texts from Workflows.

The Approach

3

When a user inputs their email, they are put on an email sequence that spoke directly to them on how to integrate texting into HubSpot



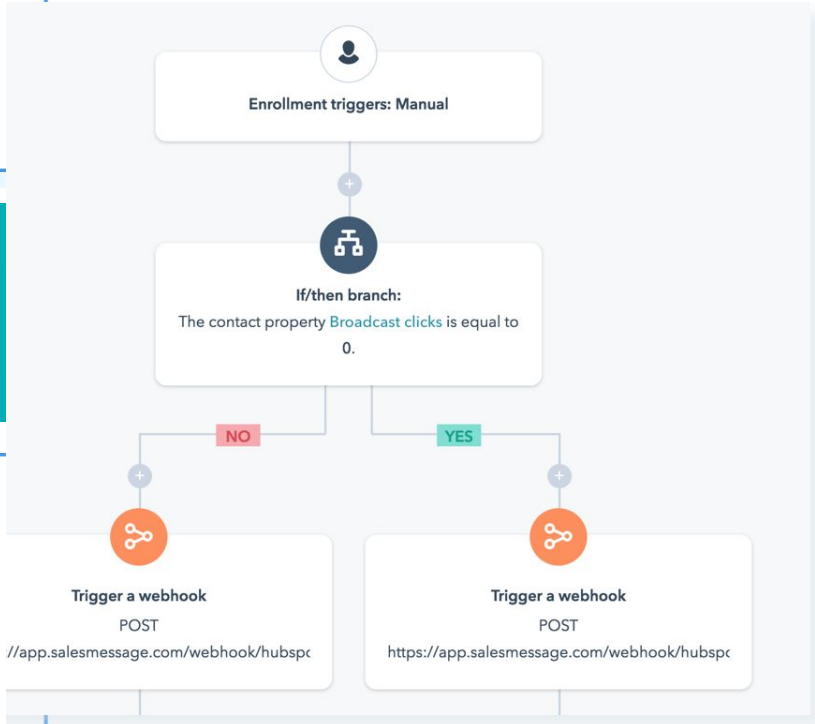
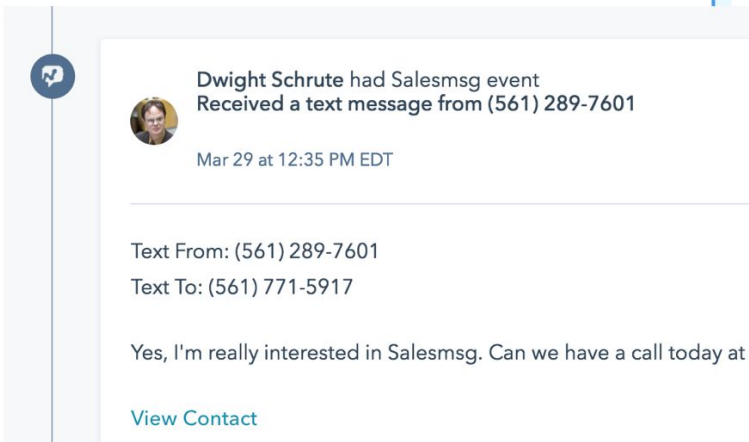
Send Texts From HubSpot CRM

Connect with your leads and customers in real-time straight from the HubSpot CRM. Use canned messages to save time and respond faster. Plus, schedule texts in 1-click.



See Who Said What & When

Add transparency and accountability to your organization by viewing your text message conversation history on the HubSpot timeline.



Automate Texts From Workflows

Create engaging texts automatically by sending personalized text messages from your workflows to send the right message at the right time.



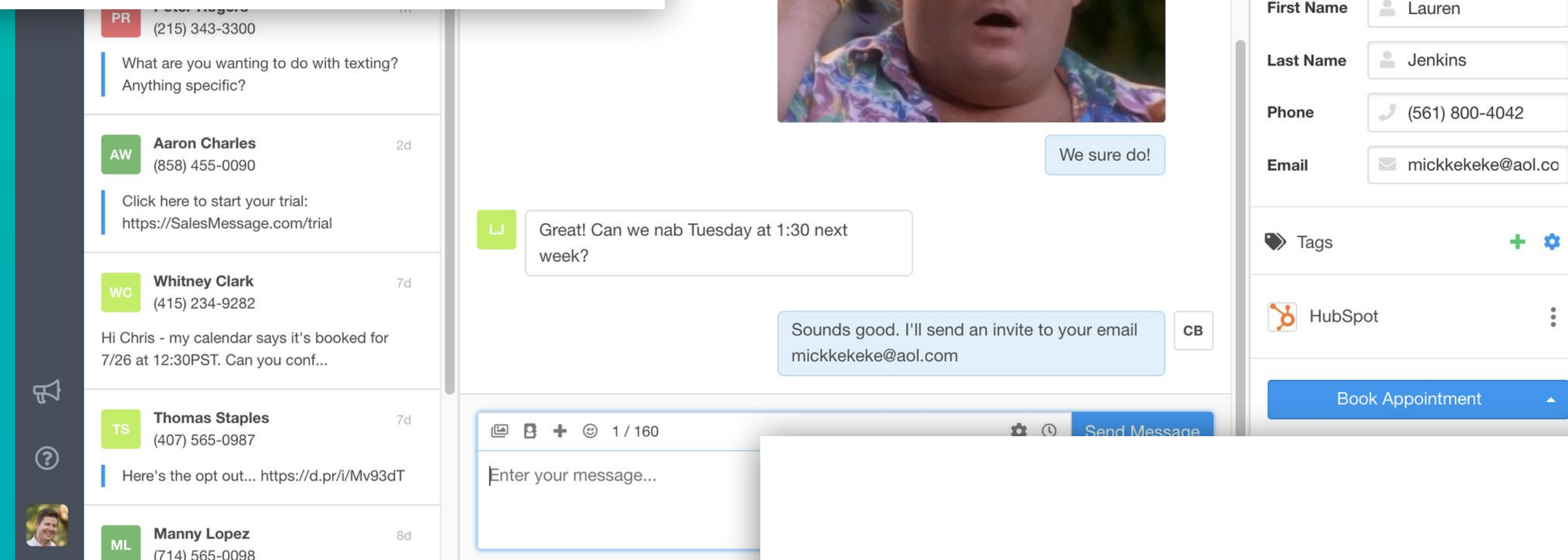
Send MMS Pictures Too!

Send personalized images to engage and connect with your leads and customers in unique ways. Upload or insert a custom image URL.



The Impact

Using Facebook Ads, Salesmsg generated an 11% increase in HubSpot trials MoM



And Installs have grown 20% MoM

The Takeaway

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Showing the true value of the integration and how it WORKS inside HubSpot has always been the sweet spot for us.

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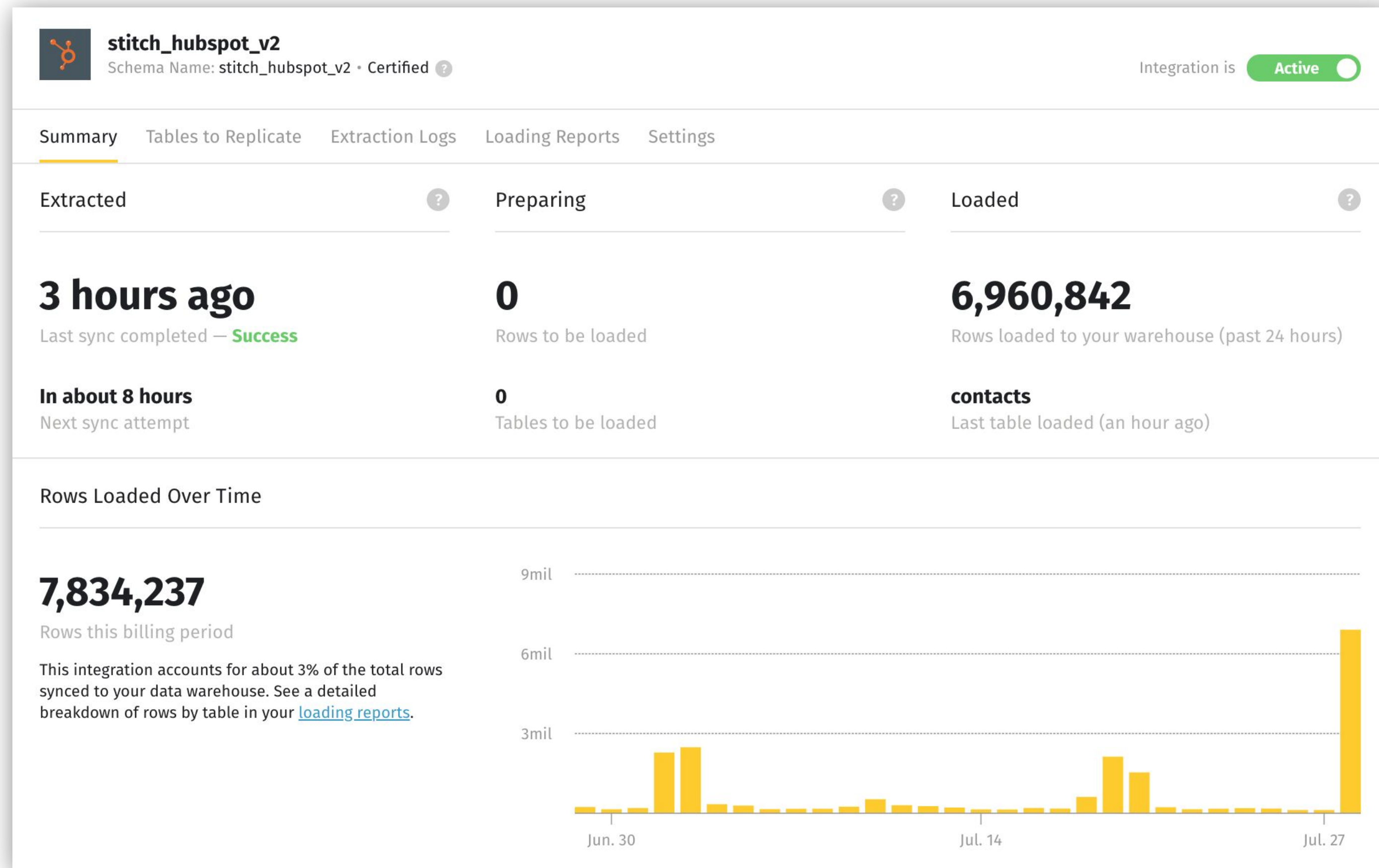
Chris Brisson
CEO
Salesmsg

Data-Driven Recommendations



Jake Stein
Found & CEO
Stitch

Stitch



The Software

Stitch allows you to analyze and report on your HubSpot data in context and combined with other data

The Integration

Pulls dozens of HubSpot inbound metrics into a data warehouse

The Value

Compare and measure raw data against 60+ other SaaS platforms to measure performance

The Opportunity



The Opportunity

★★★★★ 2013 TV-MA 1 Season HD 5.1

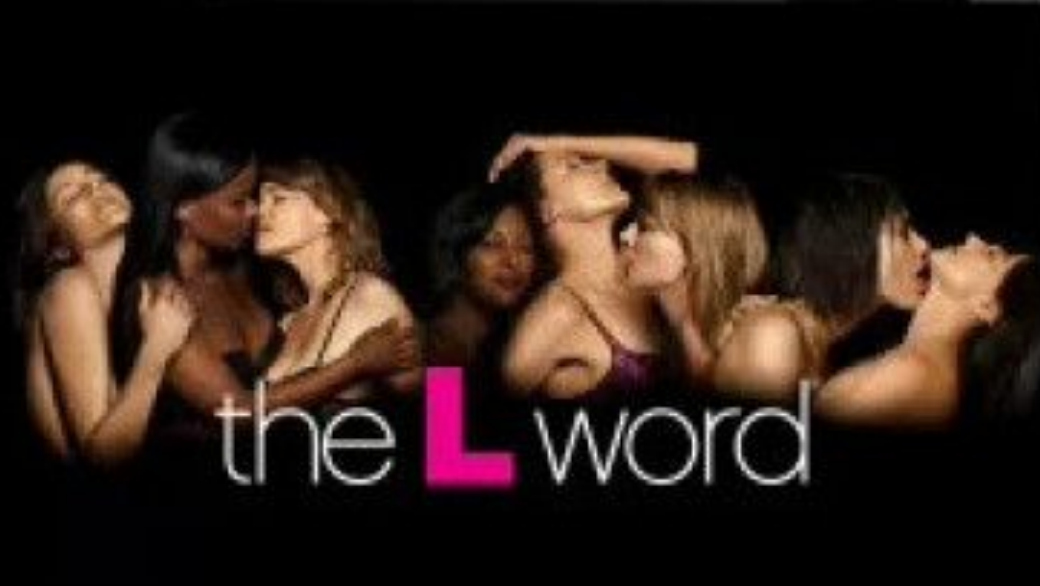
Sharks gliding ominously beneath the surface of the water? They're a lot less menacing than this Congressman.



This winner of three Emmys, including Outstanding Directing for David Fincher, stars Kevin Spacey and Robin Wright.



Because you watched Orange Is the New Black



Because you watched Red Lights



The Approach

Rather than giving their users a daunting list of integrations to search through, Stitch employed...



Collaborative filtering

+

Data from existing customers

=

A way to develop profiles for each user telling Stitch their likely "next integration"

Combine Hubspot or Stripe with your Zendesk data



 Inbox x

Jake Stein

11:55 AM (0 minutes ago)



to me ▾

Hi Tim,

We hope that you're getting value from the Zendesk integration in Stitch. A lot of our customers that use Zendesk also use Hubspot and/or Stripe. If you do too, you can [load your historical data to your data warehouse for free](#).

Connect to Hubspot, Stripe, or any of our 80+ other data sources by clicking the Add Integration button after you log into Stitch.

Best,
Jake

The Impact

1. Improved the performance of Stitch's "Recommended Next Integration" emails by more than 10%
2. 10x install growth in the past 12 months

The Takeaway

“Don’t expect that users are aware of all the things your product can do ... notifying them in creative and helpful ways can be just as important as building the feature in the first place”

Leveraging Email Signatures



Brad Beutler
Director of Marketing
Sigstr

Sigstr

The Software

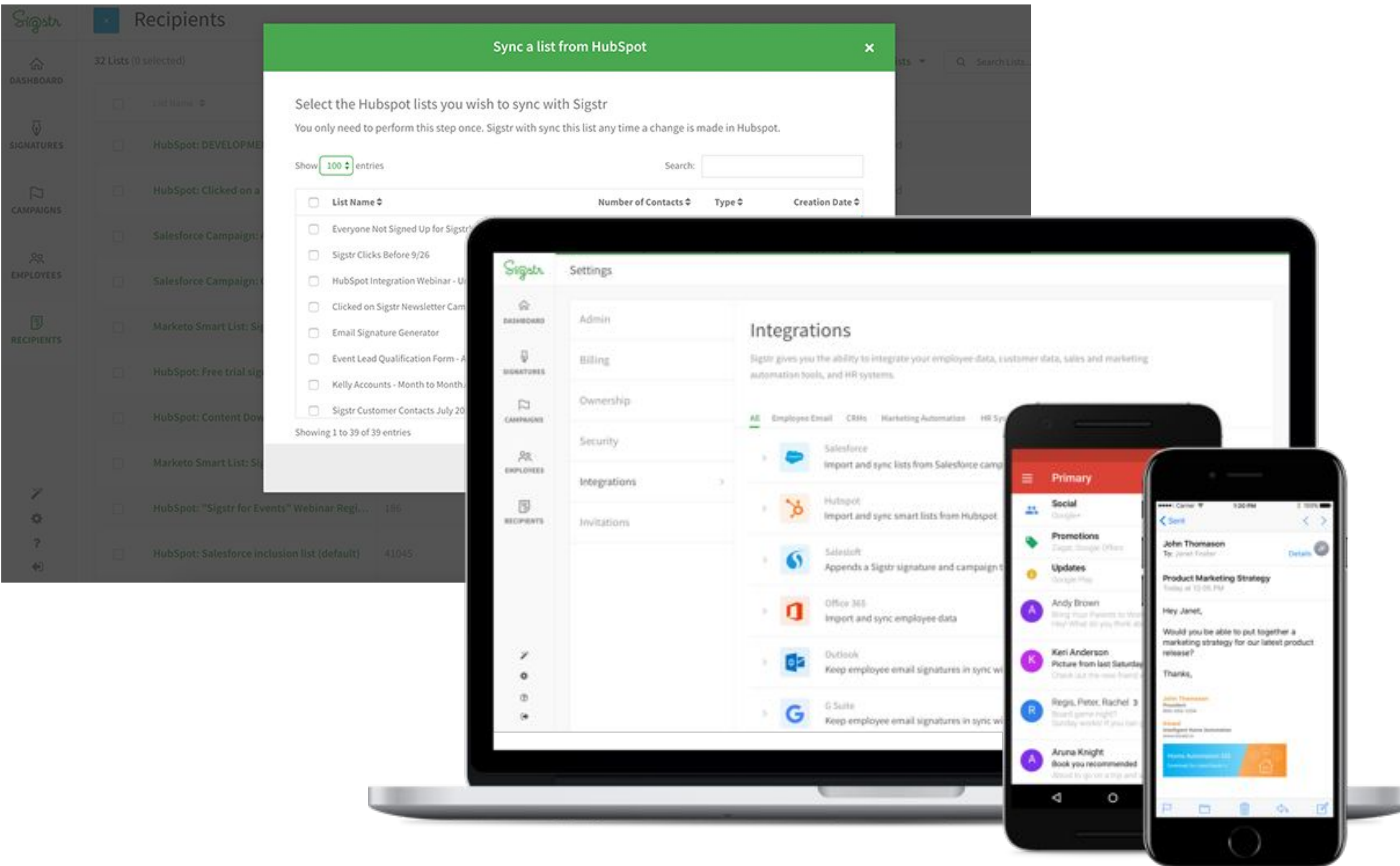
Take advantage of the millions of emails your employees send every year and turn each one into a marketing campaign.

The Integration

Connect to HubSpot Landing Pages and Track Conversions. Sync HubSpot Lists to Sigstr Campaigns.

The Value

Create dynamic, actionable content in employee email signatures to leverage existing conversations to drive conversions.



The Opportunity

Drive rapid adoption of the integration by shared customers.

“We decided to focus on the channel we know best. A channel where we were already communicating with HubSpot and Sigstr customers multiple times a day, everyday. Employee email.”

The Approach

1

Create compelling content (press releases, webinars, blog posts, tutorial videos, etc.)

Sigstr Launches Next Generation Integration with HubSpot

SEPTEMBER 19, 2017 BRAD BEUTLER



Email signature marketing platform announces all new HubSpot integration and Connect partnership

INDIANAPOLIS — September 19, 2017 — Sigstr, a cloud platform for employee email personalization, announced today the expansion of its existing HubSpot integration that includes even more functionality and features. The company is also now a certified HubSpot Connect partner.

For the first time ever, marketers can integrate 1:1 email signatures in their inbound marketing workflows. The average

Easily Connect Sigstr to Your HubSpot Campaigns

MAY 31, 2016 BRAD BEUTLER



HubSpot has built an amazing business around the power of inbound. The power of creating helpful content to power inbound leads. Today, marketers pour their hearts (and budgets) into creating incredible content, and Sigstr injects that content into your employee email signature – the most frequent point of interaction with customers and prospects.

Back in April, I wrote a blog post about how to pump Sigstr metrics into HubSpot to measure the overall impact a Sigstr

Marketing resources

ESM 101

Customer Stories

Integrations

ESM Company

Log In

REQUEST A DEMO

cient and Effective Engagements with HubSpot Meetings + Sigstr

Create More Efficient and Effective Engagements with HubSpot Meetings + Sigstr

APRIL 17, 2018 KELLY SMITH

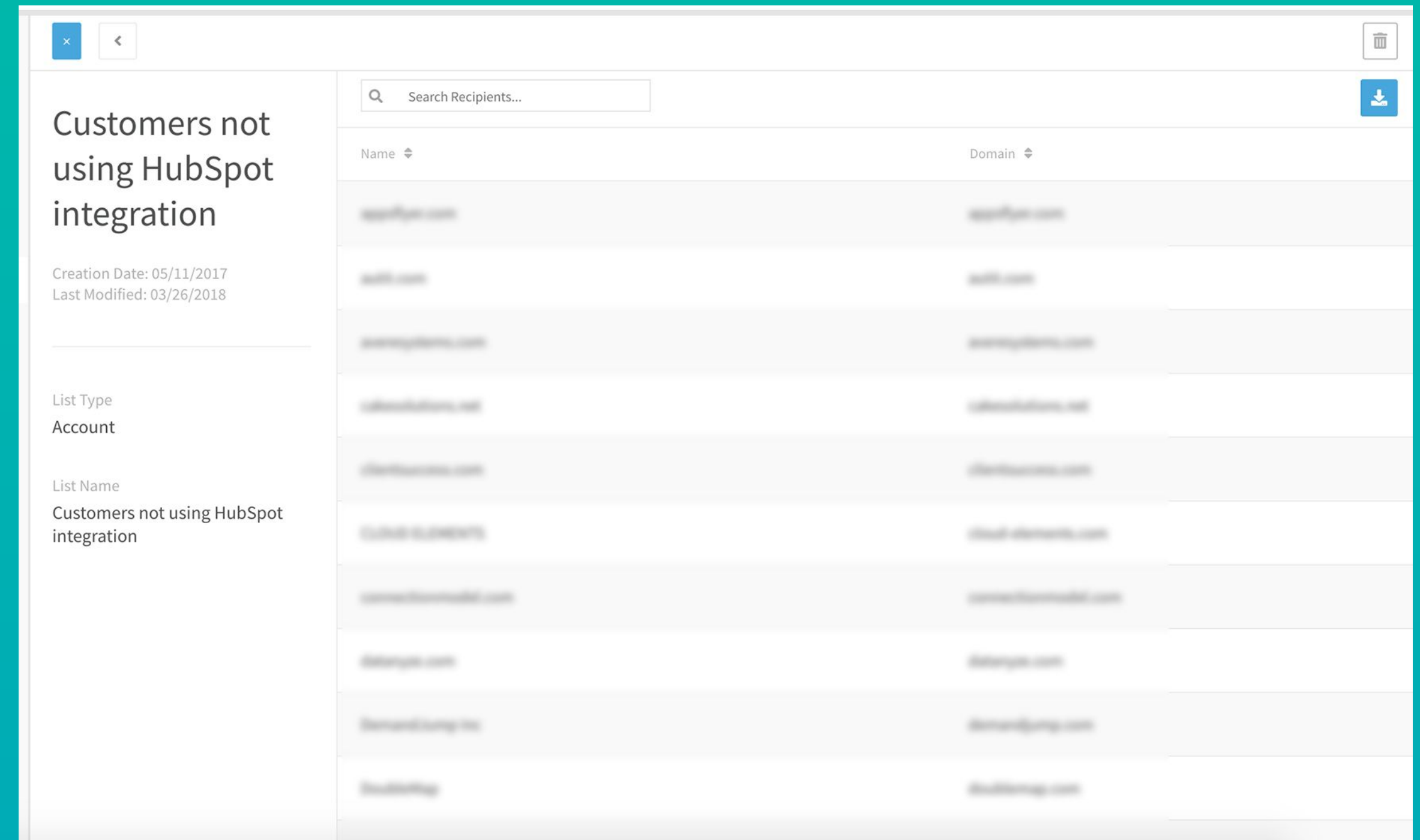


Here at Sigstr, we wake up every day thinking about how to do more with email signatures. That often underutilized space at the end of an email can be a powerhouse for brand consistency, marketing, employee engagement, and scheduling meetings. We've unlocked incredible value from email signatures by turning them into ways for you to segment messaging across departments, promote events or increase pipeline, and target specific recipients with catered messaging. Our rich integrations

The Approach

2





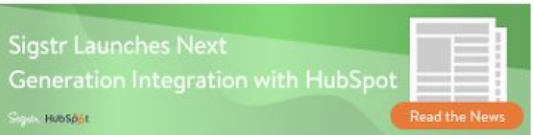

Create a SmartList of HubSpot customers not currently using the integration



The Approach

3

Assign a SmartList to an email signature campaign for promotion.

<input type="checkbox"/>	<div><div>HubSpot Integration Overview</div><div>EXTERNAL</div></div>	<div>ABM</div>	<div><div></div></div>	2,116 SIGSTR VIEWS ?	5 CLICKS	0.24% CLICK RATE
<input type="checkbox"/>	<div><div>HubSpot Integration Webinar Sept 2017</div><div>EXTERNAL</div><div>+ Assign Groups</div></div>	<div>ABM</div>	<div><div></div></div>	35,323 SIGSTR VIEWS ?	70 CLICKS	0.2% CLICK RATE
<input type="checkbox"/>	<div><div>HubSpot Integration Webinar Recording</div><div>EXTERNAL</div><div>+ Assign Groups</div></div>	<div>ABM</div>	<div><div></div></div>	3,660 SIGSTR VIEWS ?	22 CLICKS	0.6% CLICK RATE
<input type="checkbox"/>	<div><div>HubSpot Integration Webinar1</div><div>EXTERNAL</div><div>+ Assign Groups</div></div>	<div>ABM</div>	<div><div></div></div>	21,913 SIGSTR VIEWS ?	72 CLICKS	0.33% CLICK RATE
<input type="checkbox"/>	<div><div>Press Release: HubSpot Integration</div><div>EXTERNAL</div><div>+ Assign Groups</div></div>	<div>ABM</div>	<div><div></div></div>	34,499 SIGSTR VIEWS ?	108 CLICKS	0.31% CLICK RATE
<input type="checkbox"/>	<div><div>HubSpot Integration Blog Post</div><div>EXTERNAL</div><div>+ Assign Groups</div></div>	<div>ABM</div>	<div><div></div></div>	29,203 SIGSTR VIEWS ?	295 CLICKS	1.01% CLICK RATE

The Approach

4

Create a custom HubSpot landing page

Sigstr + HubSpot

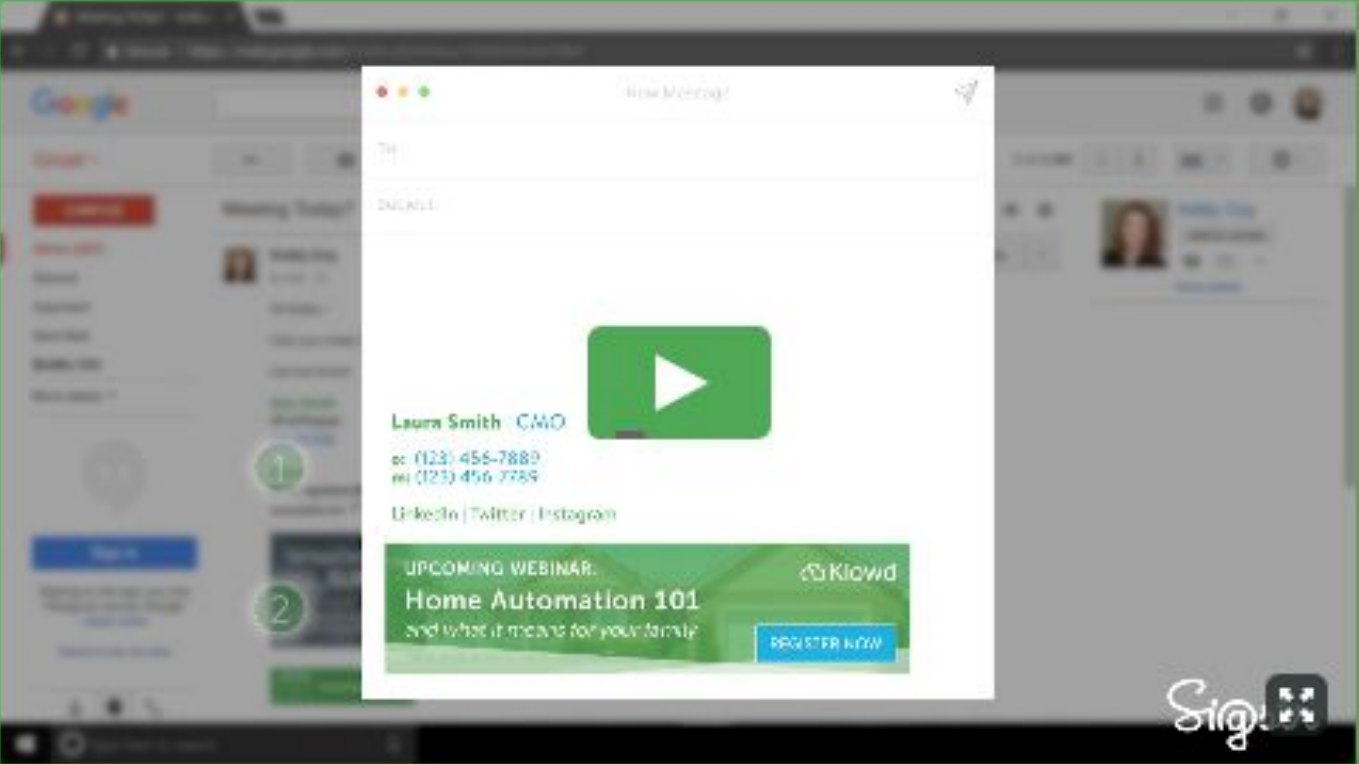
Sigstr + HubSpot

With ABM and ROI at the forefront of digital marketing, the **Sigstr + HubSpot integration** includes a number of features to ensure your Sigstr activities are aligned with your overarching marketing initiatives.

Seamlessly connect Sigstr to HubSpot workflows, smart lists, landing pages and email marketing templates with easy to use, point and click user interfaces.

With Sigstr + HubSpot, your team will have the ability to create and enhance automated customer journeys, drive more traffic to your website, increase exposure to your content, and link email signature banners to specific landing pages to gain access to detailed conversion analytics.

LEARN MORE



HubSpot
Partner Day
at INBOUND

Sigstr

The Approach

5

Initiate Installs

Now, anytime employees send an email to a HubSpot customer not using the integration they see one of their custom banners



The Impact

83% of the customers who have installed the integration have clicked on a Sigstr campaign banner that promoted the integration

As of July 2018, Sigstr has surpassed 100 installations and achieved 100%+ growth in less than a year

Email signature marketing has remained Sigstr's #1 marketing tactic to drive adoption

The Takeaway

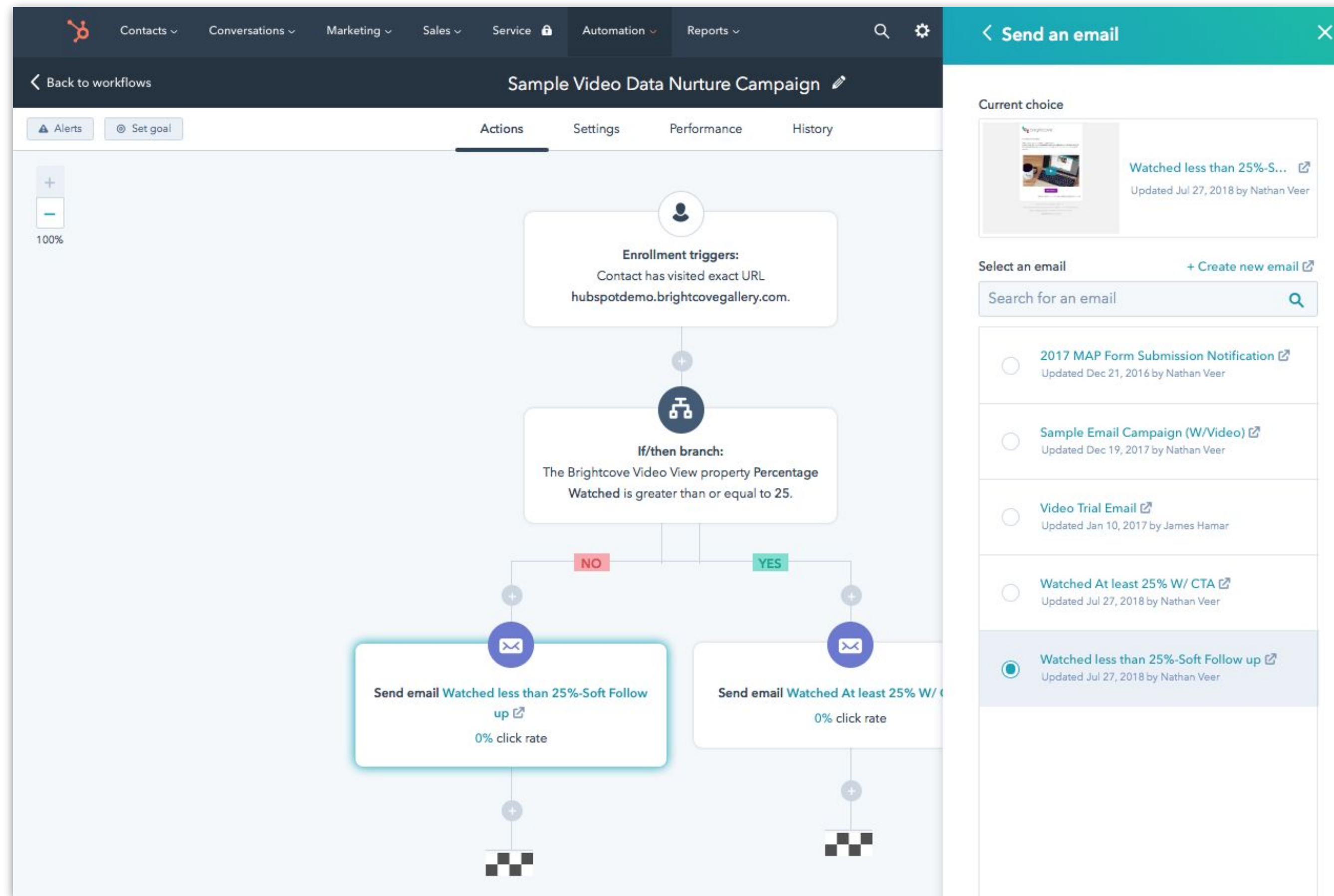
*Awesome reminder to take advantage of your speciality.
It's easy to lose sight of that in the realm of possibility.*

Sales and Services Enablement



Nathan Veer
Product Specialist
Brightcove

Brightcove



The Software

Online video hosting platform and online video player solution.

The Integration

Sends Brightcove video viewing behavior into HubSpot contact records.

The Value

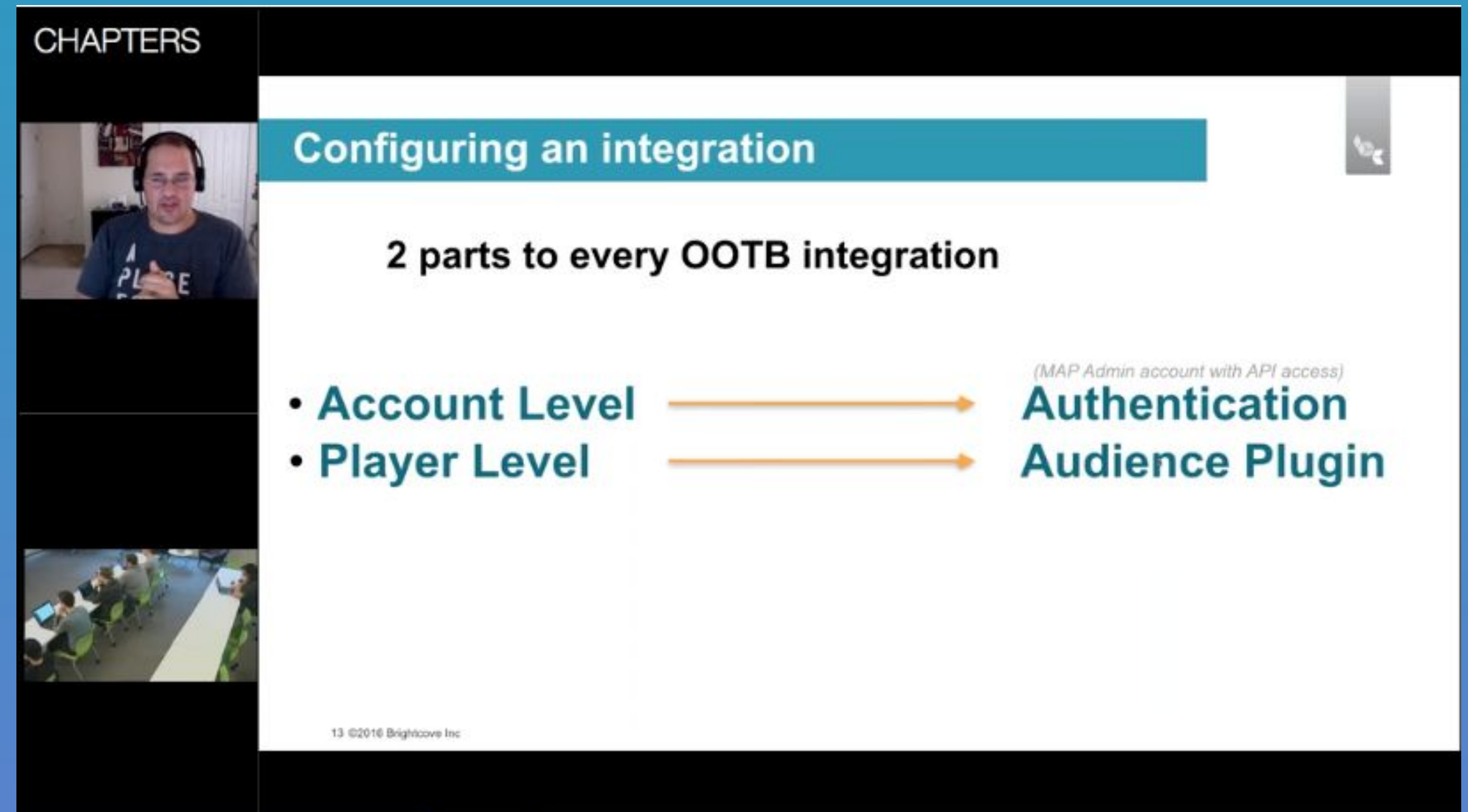
Take marketing, sales and service action on your contacts based on their video engagement

The Opportunity



The Approach: internal enablement

1. Educating sales/services on product, integration and personas
2. Implementing a product certification
3. Running a monthly office hours



The screenshot shows a video player interface. On the left, there's a 'CHAPTERS' sidebar with three video thumbnails. The main area displays a presentation slide. The slide title is 'Configuring an integration'. Below the title, it says '2 parts to every OOTB integration'. There are two bullet points: 'Account Level' and 'Player Level'. Arrows point from these bullet points to the text 'Authentication Audience Plugin'. Above this text, in smaller font, it says '(MAP Admin account with API access)'. At the bottom left of the slide, there is a small copyright notice: '13 ©2016 Brightcove Inc'.

CHAPTERS

Configuring an integration

2 parts to every OOTB integration

- Account Level
- Player Level

(MAP Admin account with API access)

Authentication Audience Plugin

13 ©2016 Brightcove Inc

The Approach: external enablement

1. Joining customer calls

2. Creating customer-facing, educational collateral

3. Leveraging the knowledge base and forum docs

The screenshot displays a HubSpot blog post titled "How to Capture New Leads With In-Video Lead Forms" by Nathan Veer. The page features a dark blue header with the HubSpot logo and navigation links. The main content area is white with a blue sidebar on the left. The article text discusses the benefits of in-video lead forms and provides a step-by-step guide to implementation. A video player is embedded in the article, showing a man working on a laptop. The bottom of the page includes a "Form" configuration section with tabs for "Form", "Options", and "Preview".

HubSpot and Brightcove Announce

FEBRUARY 28, 2017 BY NATHAN VEER

English | Sales: +1 857 829 5060 | Sign up for free

HubSpot USER BLOG | 5 MIN READ

How to Capture New Leads With In-Video Lead Forms

Written by Nathan Veer

With video traffic projected to be 82% of all web traffic by 2019, marketers need to prioritize video marketing to more effectively target their audience.

That's why we're excited to announce the new **Integration** that brings Brightcove and HubSpot together.

We built a powerful product, **Brightcove Integration**, which works by automatically connecting your HubSpot account to your Brightcove account. This integration is completely customizable to your needs, allowing you to know exactly how much of your video content is being watched and how many leads are generated.

With just a few clicks, you can connect your video content to your contacts and generate more leads.

- Generate more leads
- Segment databases and personalize content
- Automate relevant content

When is the best time to display a lead form in a video?

The beginning of the video seems pushy. In the middle could be disruptive. But, if you put it at the end, no one will see it or bother to fill it out, right?

Inserting a HubSpot lead form into your video quickly brings up a tangled web of strategic questions.

Today we will once and for all answer these questions.

Perhaps the fact that you can use a **HubSpot lead form** in your video at all is news to you.

In fact, most online video platforms will let you **simply copy and paste the embed code of your form into their platform** and then control when it pops up within the video frame. This not only gives you the option to save precious real estate on your web page but also places the form front and center in your video, leading to potentially higher conversion rates.

Form Options Preview

Learn more < > Back to all fields

Configuration for rich text area

First Name

Embed code

View submissions

Export submissions

Clone form

The Impact

In the first 10 months of launching, Brightcove grew installs 2.4x faster than any other software they integrate with

The Takeaways

1. Think about all the potential touchpoints for your integration -- leverage and educate those audiences!
2. Align with team goals
3. "Leverage the HubSpot user blog!"

Leveraging Core Product Launches



José Proença
Partnerships
Zapier

Zapier



Integrate

Link your web apps with a few clicks, so they can share data



Automate

Pass info between your apps with workflows called Zaps



Innovate

Build processes faster and get more done—no code required



The Software

Automate your workflow by integration with over 1,000 apps, Zapier builds processes that automate time-consuming tasks.

The Integration

Zapier is a workflow automation tool that connects HubSpot to the professional apps you use every day

The Value

Boost productivity by connecting all your favorite apps.



The Opportunity

“Our customers guide what we build. As we climbed past 900 integrations and one million customers, we heard one consist theme: people want to share Zaps with teammates We built Teams to allow folks to collaborate.”

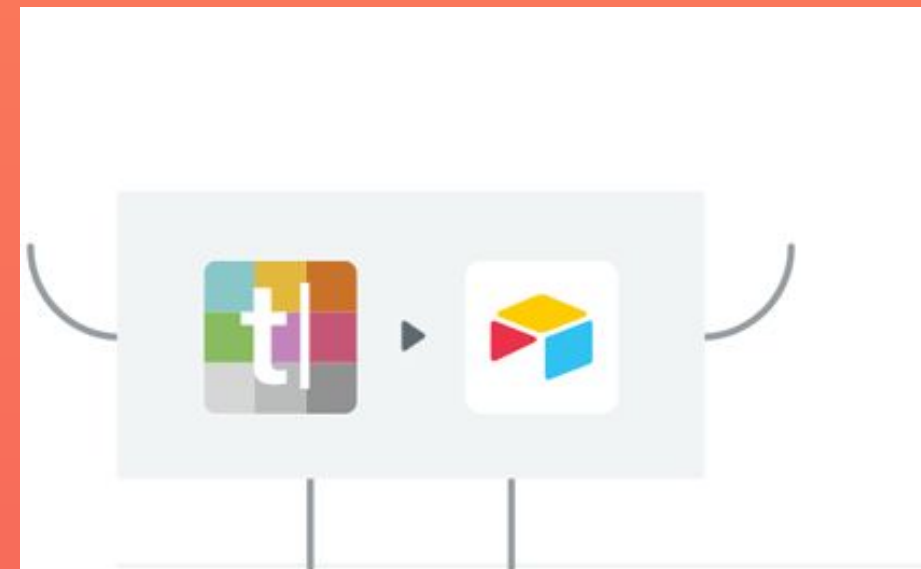
The Opportunity

Zapier for Teams



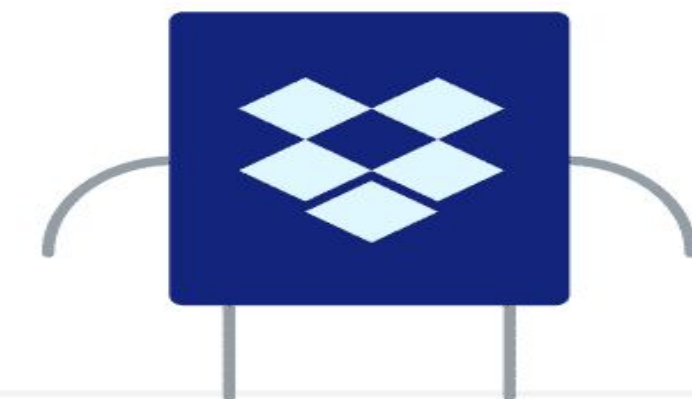
Pay Per Task, Not Per Member

Team accounts include a [pool of Tasks](#) and grow with your team. If you need more, you only pay for what you use.



Unlimited Zaps

Create 10 or create 1,000—we're giving you the freedom to automate the tasks that make your business run at its best.



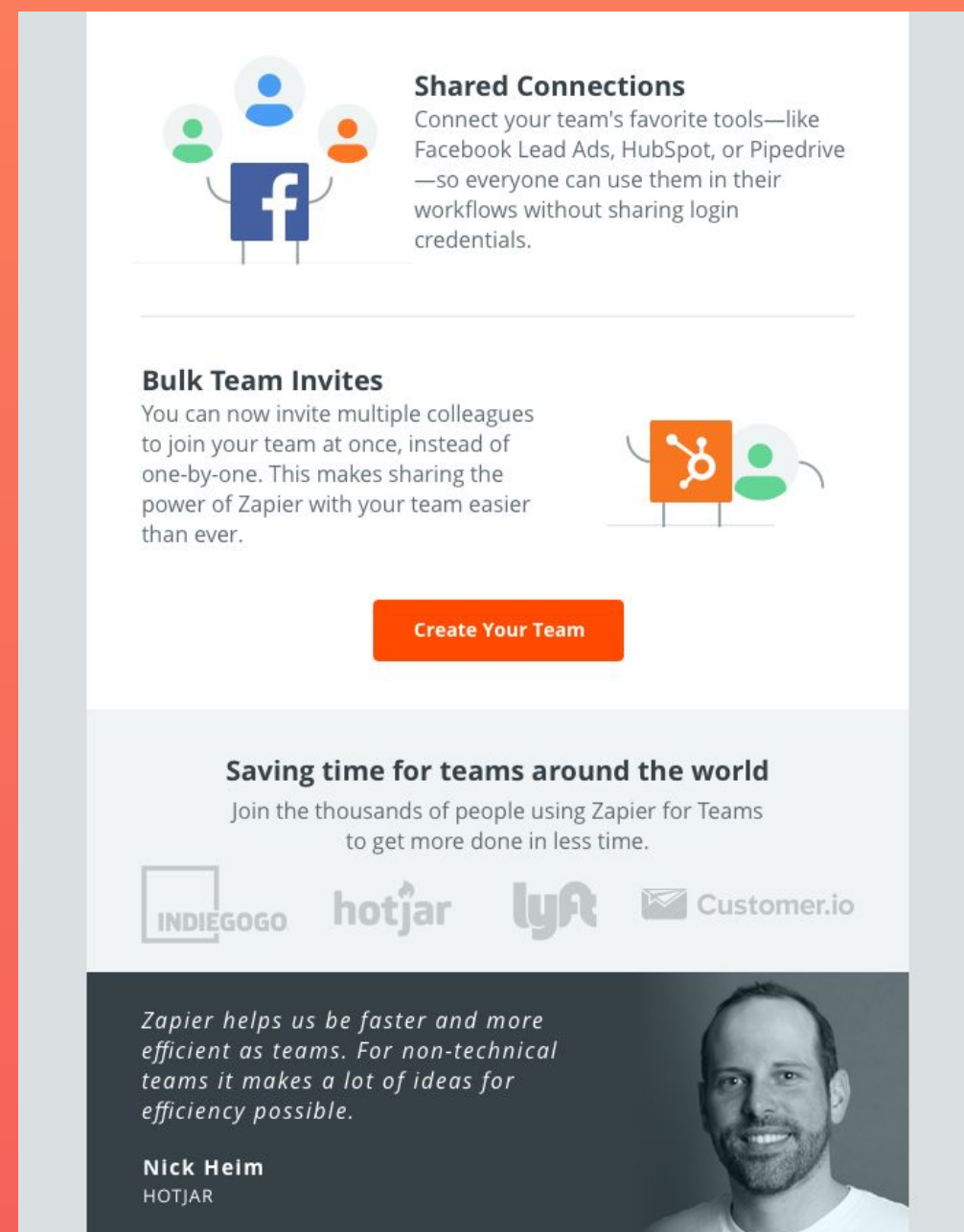
Shared Connections NEW

Connect your team's favorite tools, like Trello, Dropbox, or Typeform, so everyone can use them in their workflows.

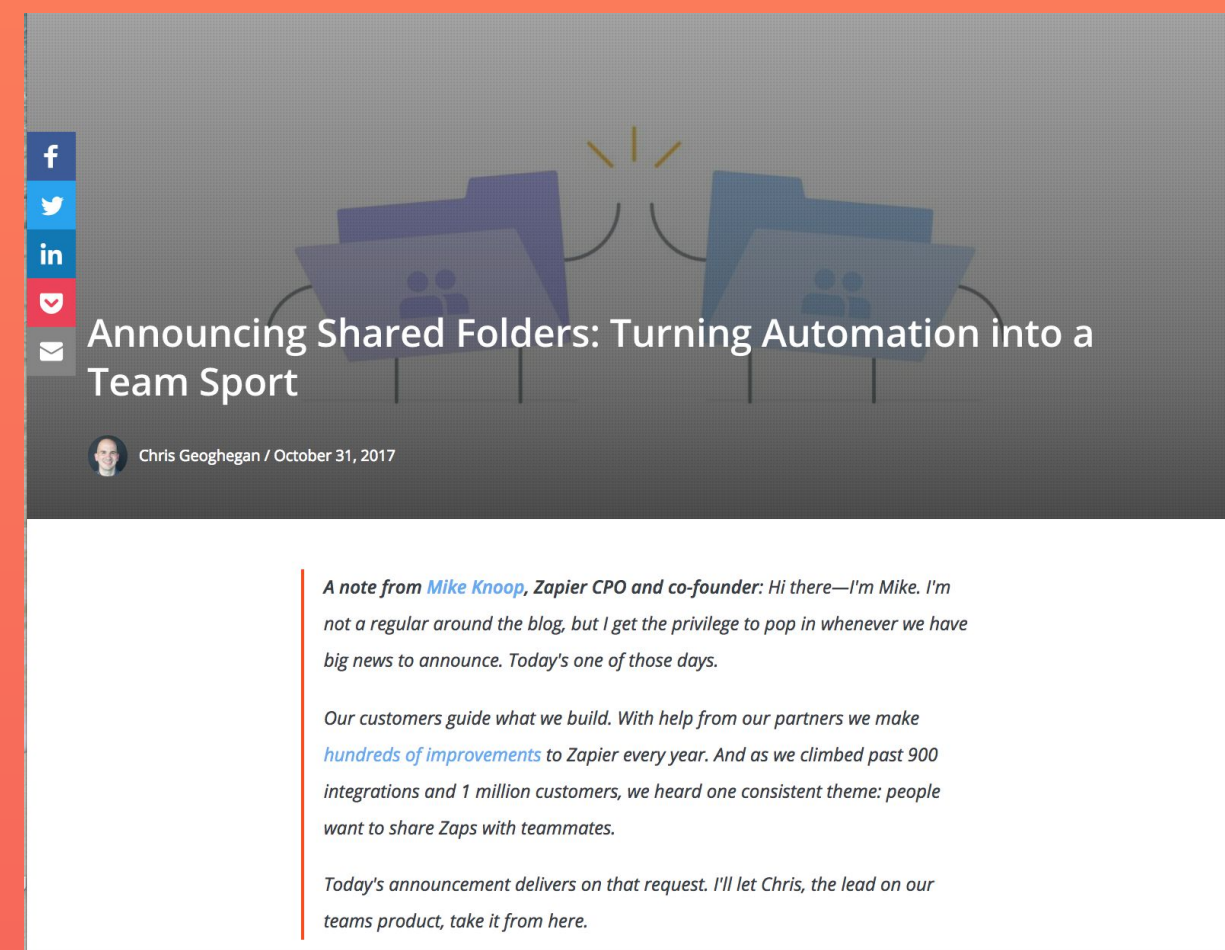
The Approach

Zapier Launched with Multiple Partners to Extend Reach

Targeted Email



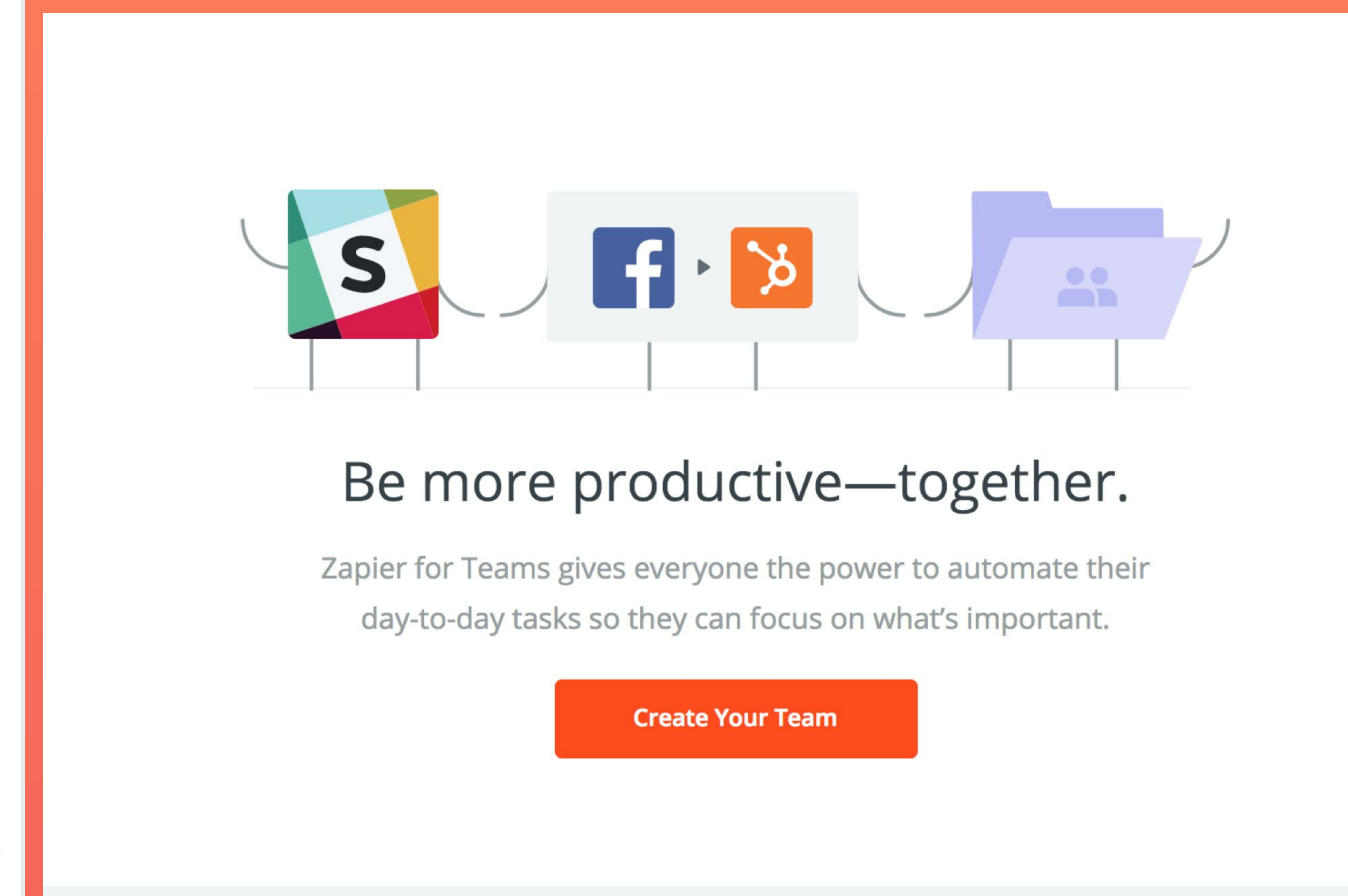
Blog Post



Social



Product Page



The Impact

1. Adoption of Zapier for Teams to over 3,000 teams
(12,000 team members) since launching in May
2. 7% growth MoM for Team accounts
3. ~16% MoM increase in Zaps created from these
accounts

The Takeaway

Teamwork makes the dream-work



The Takeaway

//

There's never enough time, so plan ahead as much as possible and get all your collaborations aligned early!

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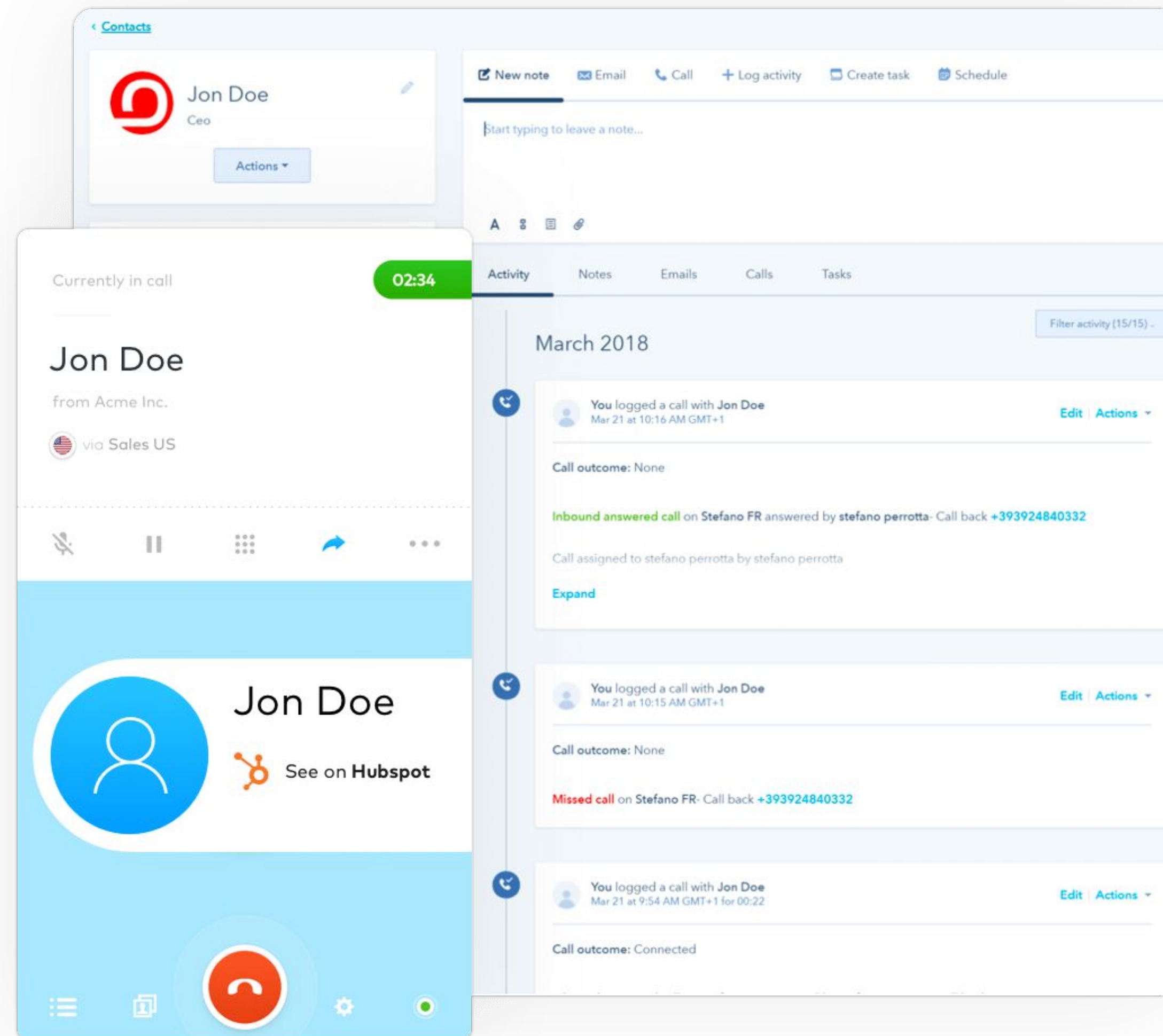
José Proença
Partnerships
Zapier

Launching on Product Hunt



Stefano Perrotta
Partnerships
Aircall

Aircall



The Software

Cloud-based phone system for sales and support teams.

The Integration

Syncs Aircall call data with HubSpot contact records

The Value

Saves time by streamlining call data with sales and services activities

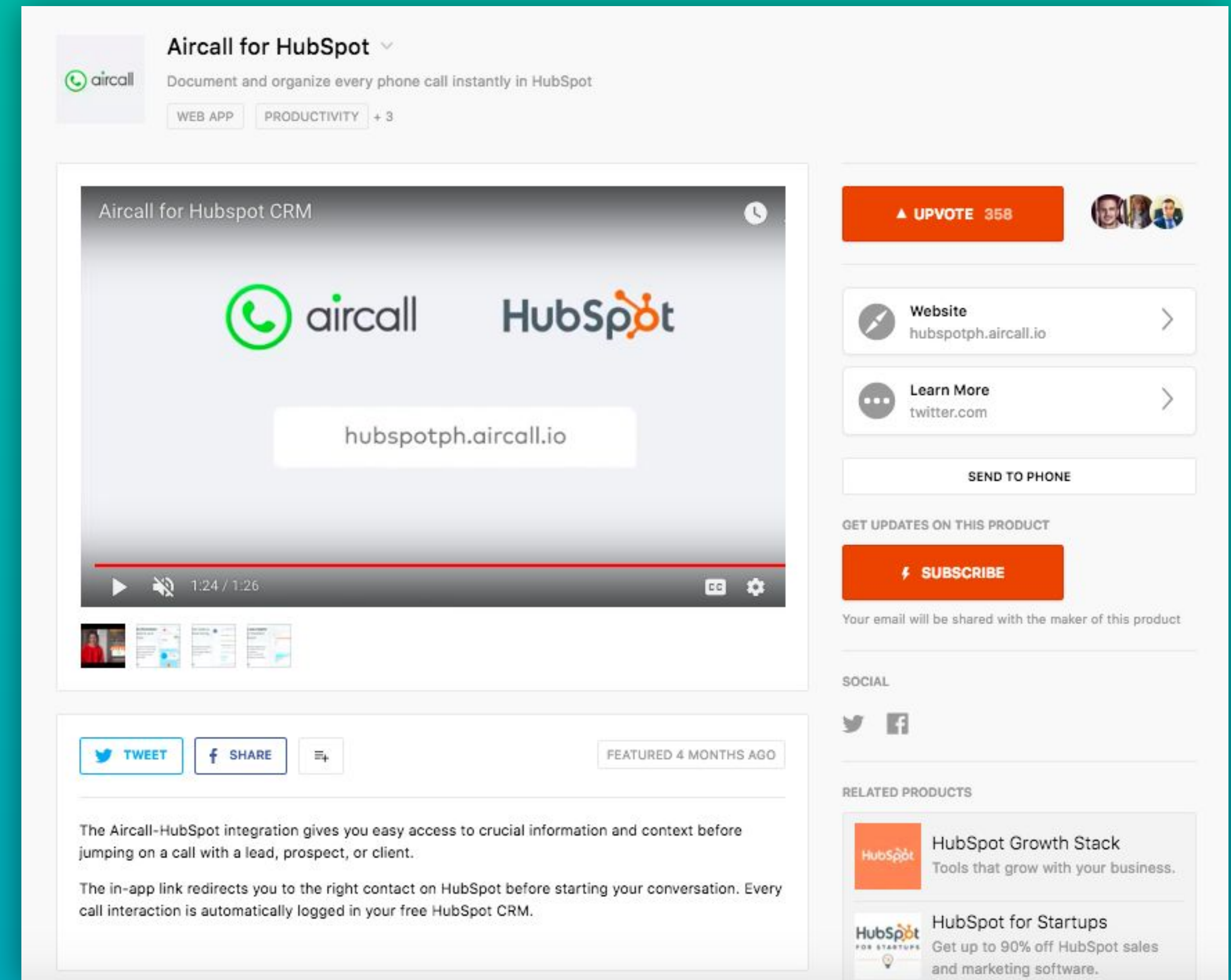
The Opportunity

"We knew the Product Hunt medium could be a good venue to gain exposure as the HubSpot and Product Hunt audiences overlap in some ways"



The Approach

1. Pick a date and time
2. Determine a “hunter”
3. Define positioning
4. Create content
5. Determine channels
6. Don't forget to track



The Impact

*With 358 upvotes,
became the Top 10
Product of the day*

*15% increase in
webpage traffic during
the day of the launch*

*15% increase in trials
over the following
2 weeks*

Increased installs to Premier Partner status

The Takeaways

Keep launch date close to Product Hunt announcement

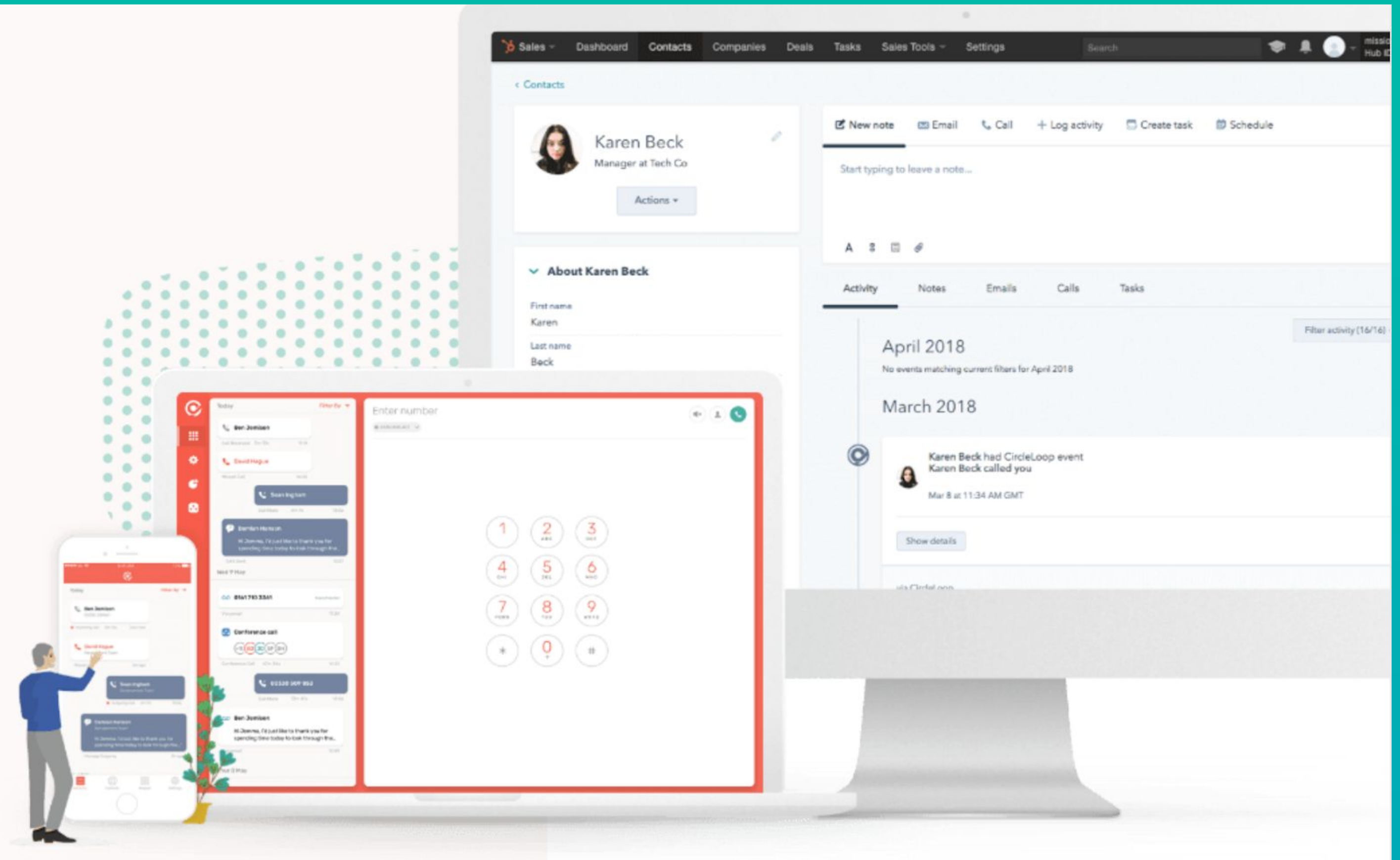
Coordination is critical

Your current customers are your main advocates!

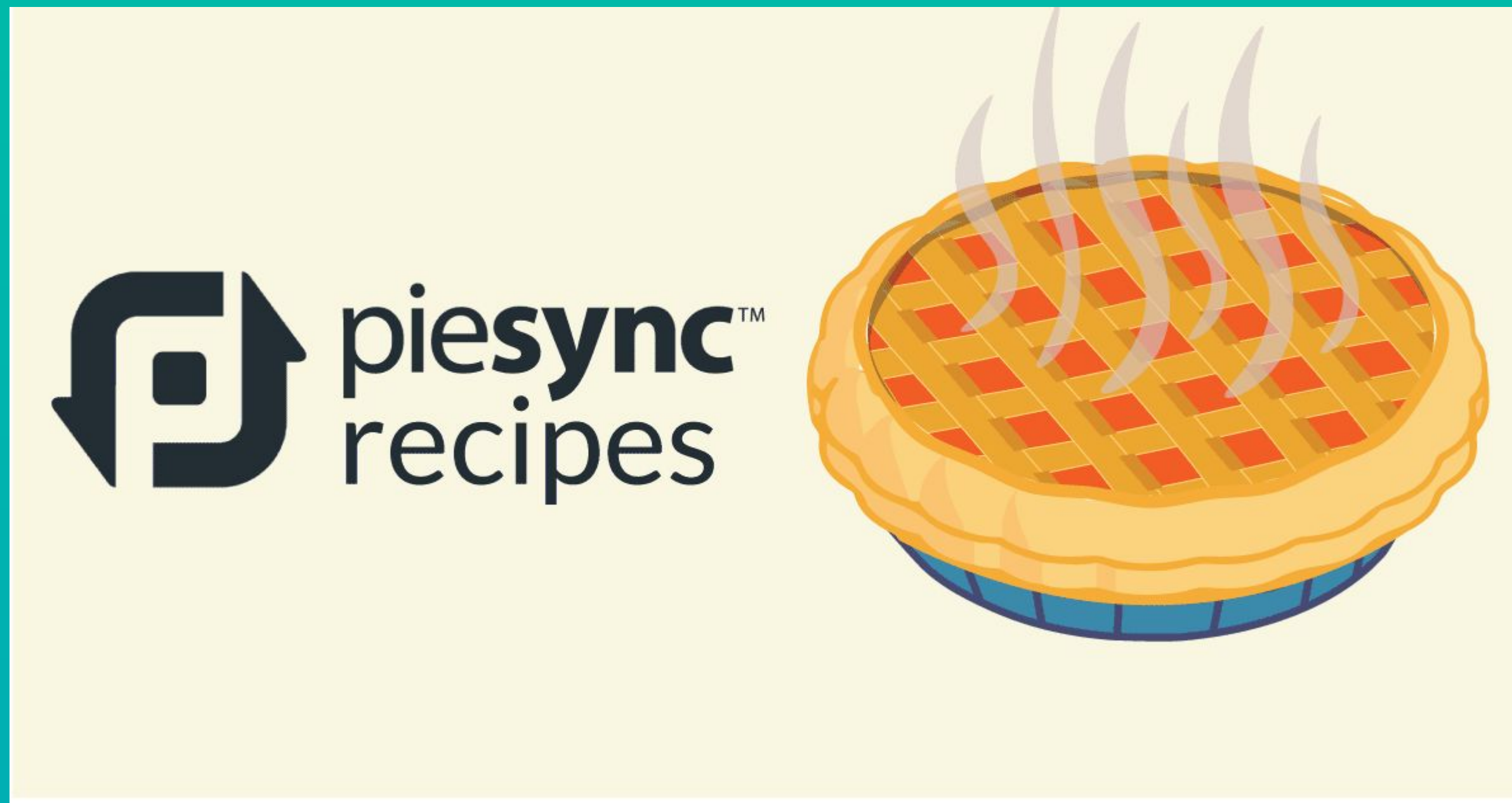
Other creative examples from Connect integrators....

HubSpot + CircleLoop

Keep your team in HubSpot, make better calls and track client communications effortlessly.



Other creative examples from Connect integrators....



Recipe summary

- Duration: under **5 minutes**
- Serves happy **sales and marketing teams**
- Fills up 1 **connection** slot
- Tastes like **chicken** pie****

Ingredients

- Any **CRM** that can group customers via tags or lists, like [Pipedrive](#)
- A lead scoring app, like [HubSpot](#), with [lead scoring](#) setup ([how?](#))
- [PieSync](#)

Preparation

1. Start your sync through PieSync between HubSpot and [Pipedrive](#) (here's [how](#).)
2. In Pipedrive set up a custom field named "MQL" (Marketing Qualified Lead). You can add a custom field by navigating to Settings > Customize Fields > and select whichever profile type you want to add your custom fields to (People, Organizations)

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HubSpot Users Only:

Get **4 Free Blog Posts...**

and an Additional **10% off!**

How To Get Your 4 Free Blog Posts

1. Just fill out and submit the form on the right
2. We'll contact you to discuss your content needs and help you choose the right package options
3. Once you sign up with Zerys, we'll deliver 1 additional free blog post each month for the next 4 months!

*Limited Time Offer: In addition to your free blog posts, all Hubspot users get an additional **10% off** the total package price!*

* Full Name:

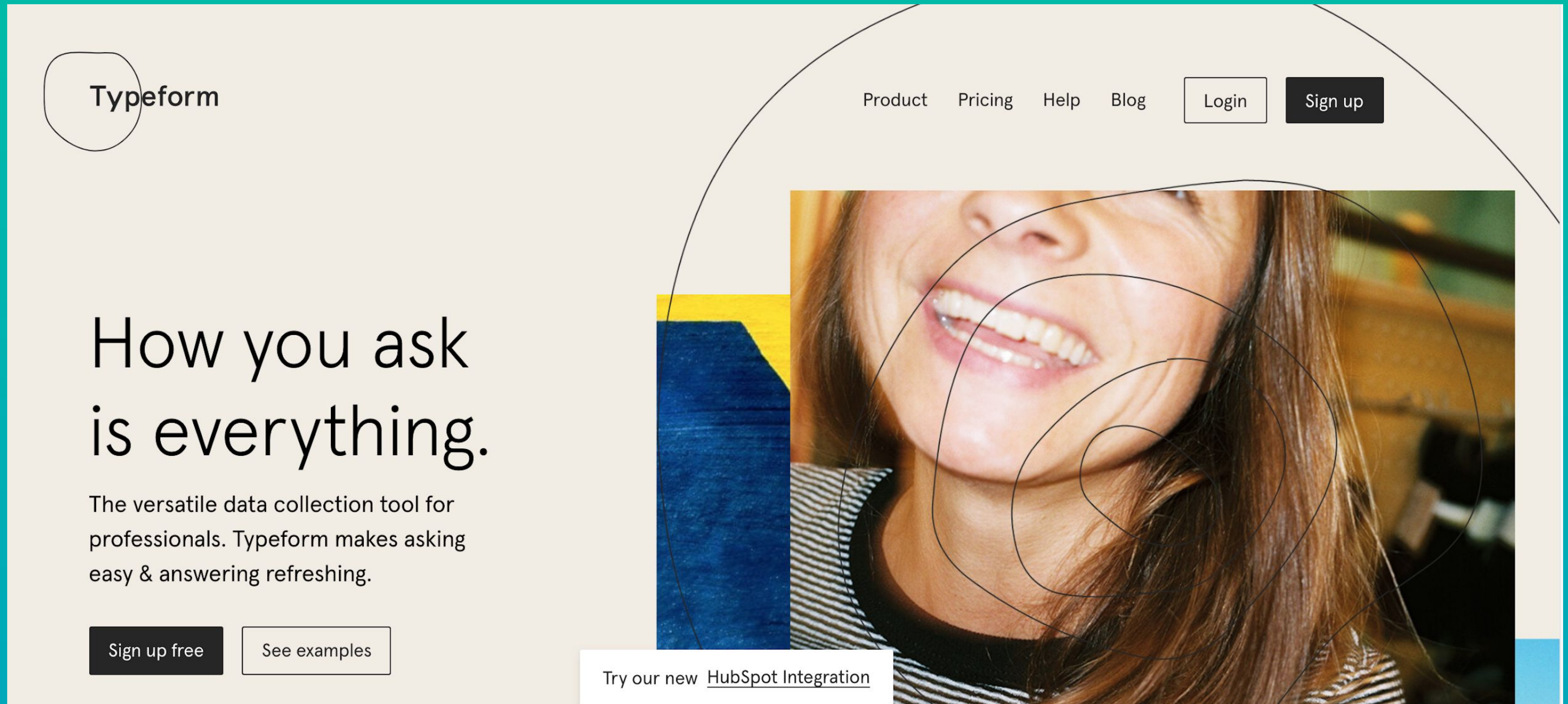
* Email:

Hubspot Rep's Contact Info: *(Optional)*

Rep Name: Rep Email:

Submit

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The image shows a screenshot of the Typeform website. The background is a light beige color. On the right side, there is a large, close-up photograph of a woman with long brown hair, smiling. Overlaid on this photograph are several thin, black, concentric circles of varying sizes, creating a ripple effect. In the top left corner, the Typeform logo is displayed, with the word 'Type' in a dark grey font and 'form' in a lighter grey font, all enclosed within a thin black circle. In the top right corner, there is a navigation bar with links for 'Product', 'Pricing', 'Help', and 'Blog' in a dark grey font. To the right of these links are two buttons: a white button with a dark grey border labeled 'Login' and a solid dark grey button labeled 'Sign up' in white text. On the left side of the page, the main headline 'How you ask is everything.' is written in a large, black, sans-serif font. Below this headline, a sub-headline reads 'The versatile data collection tool for professionals. Typeform makes asking easy & answering refreshing.' in a smaller, dark grey font. At the bottom left, there are two buttons: a dark grey button labeled 'Sign up free' in white text and a white button with a dark grey border labeled 'See examples' in dark grey text. At the bottom center, there is a white rectangular box containing the text 'Try our new HubSpot Integration' in a dark grey font, where 'HubSpot Integration' is underlined.

HubSpot and PandaDoc the startup love story



0:11 / 3:15



<https://www.youtube.com/watch?v=JJGwpKkyPEU>

