



# Remarkable Marketing: Connect Partner Campaigns to Inspire Growth

# Platform Marketers



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# FROM AWARENESS TO INSTALL:

How to Leverage Connect Program Benefits to Grow Better

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Marketing Team Manager  
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Platform Marketing

## 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

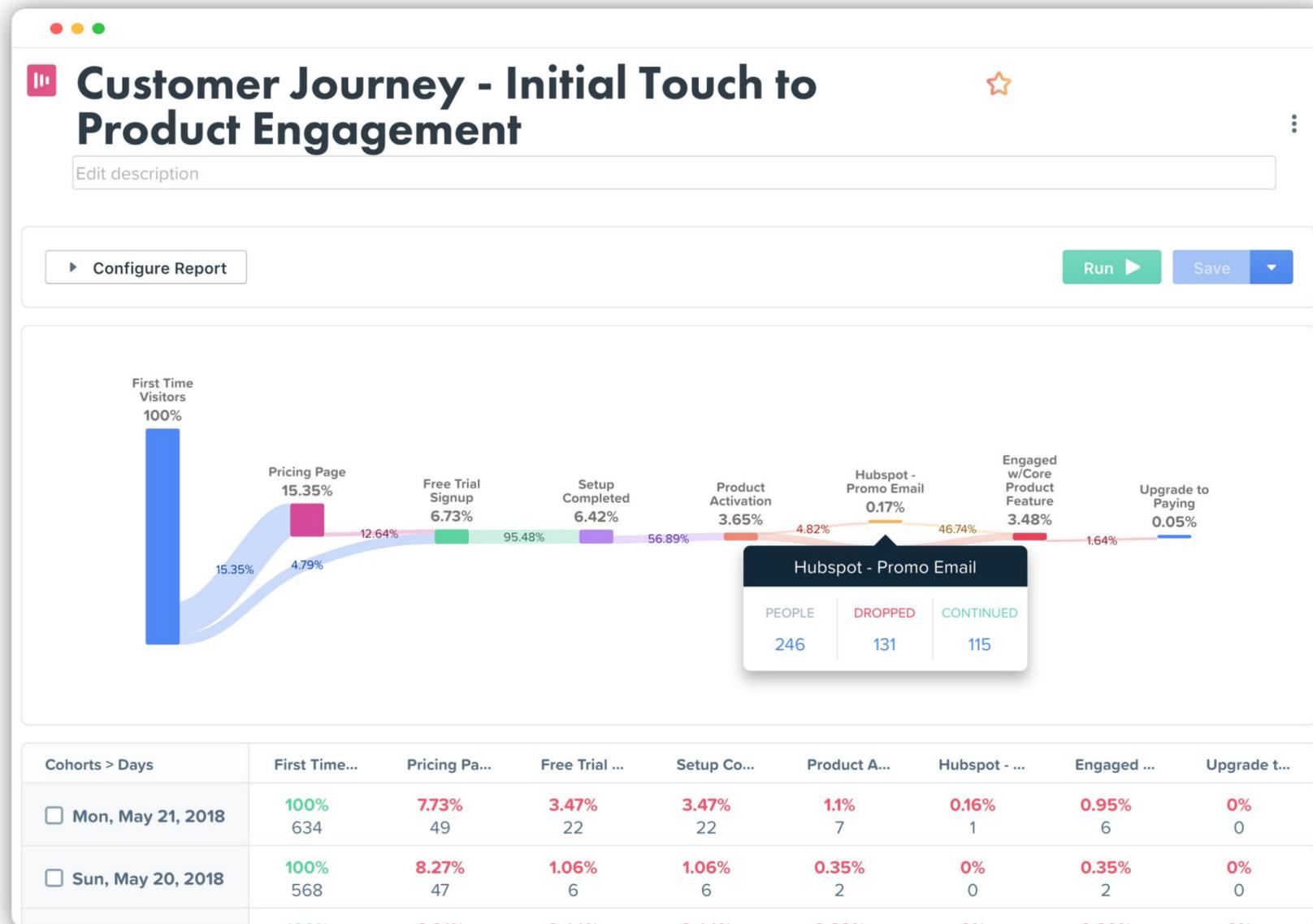


Elle Morgan  
Partnerships  
Woopra

# 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

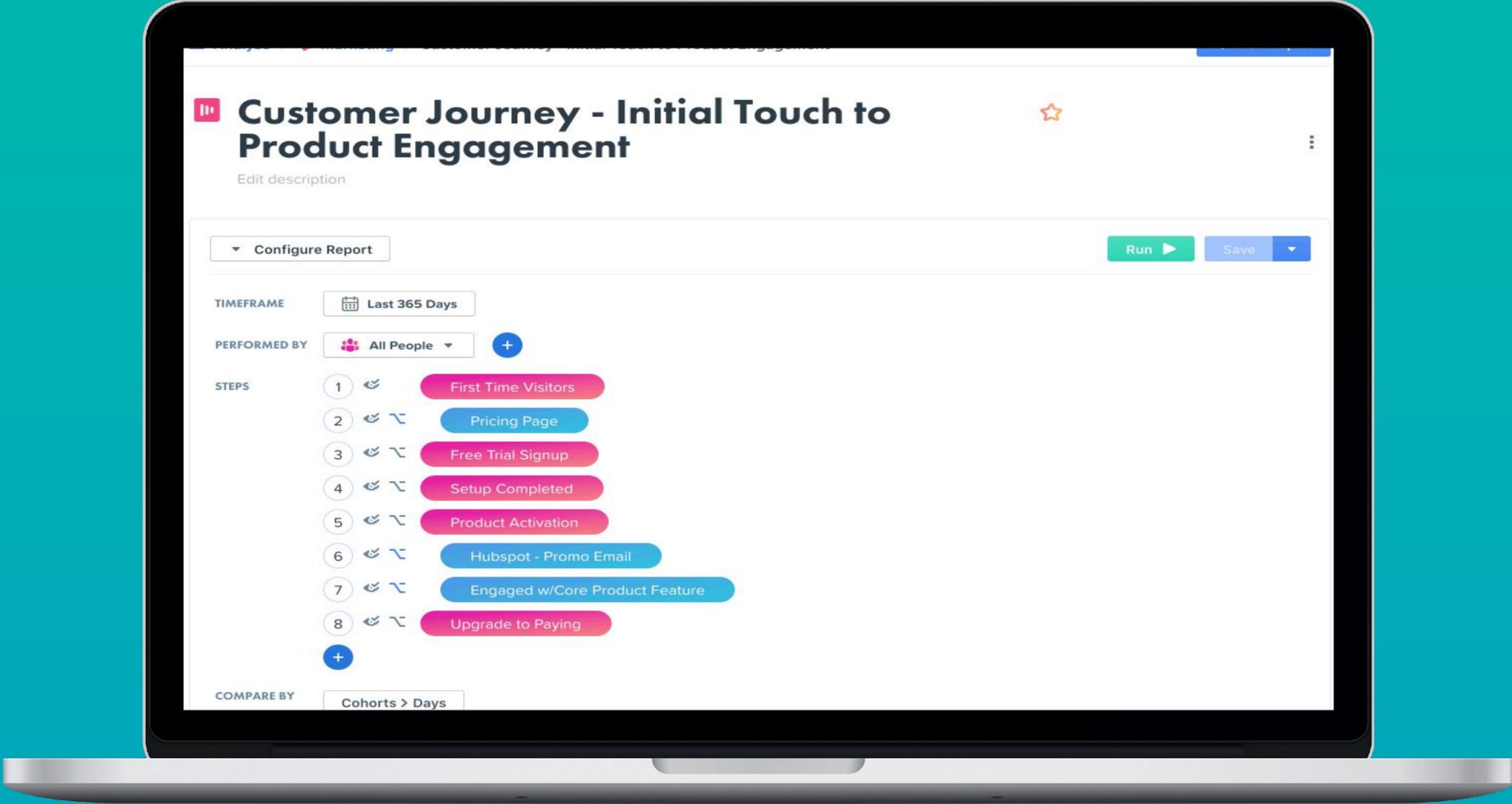
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*“We realized that leads coming in through a partner lead source were 30% more likely to convert into paying customers.”*

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

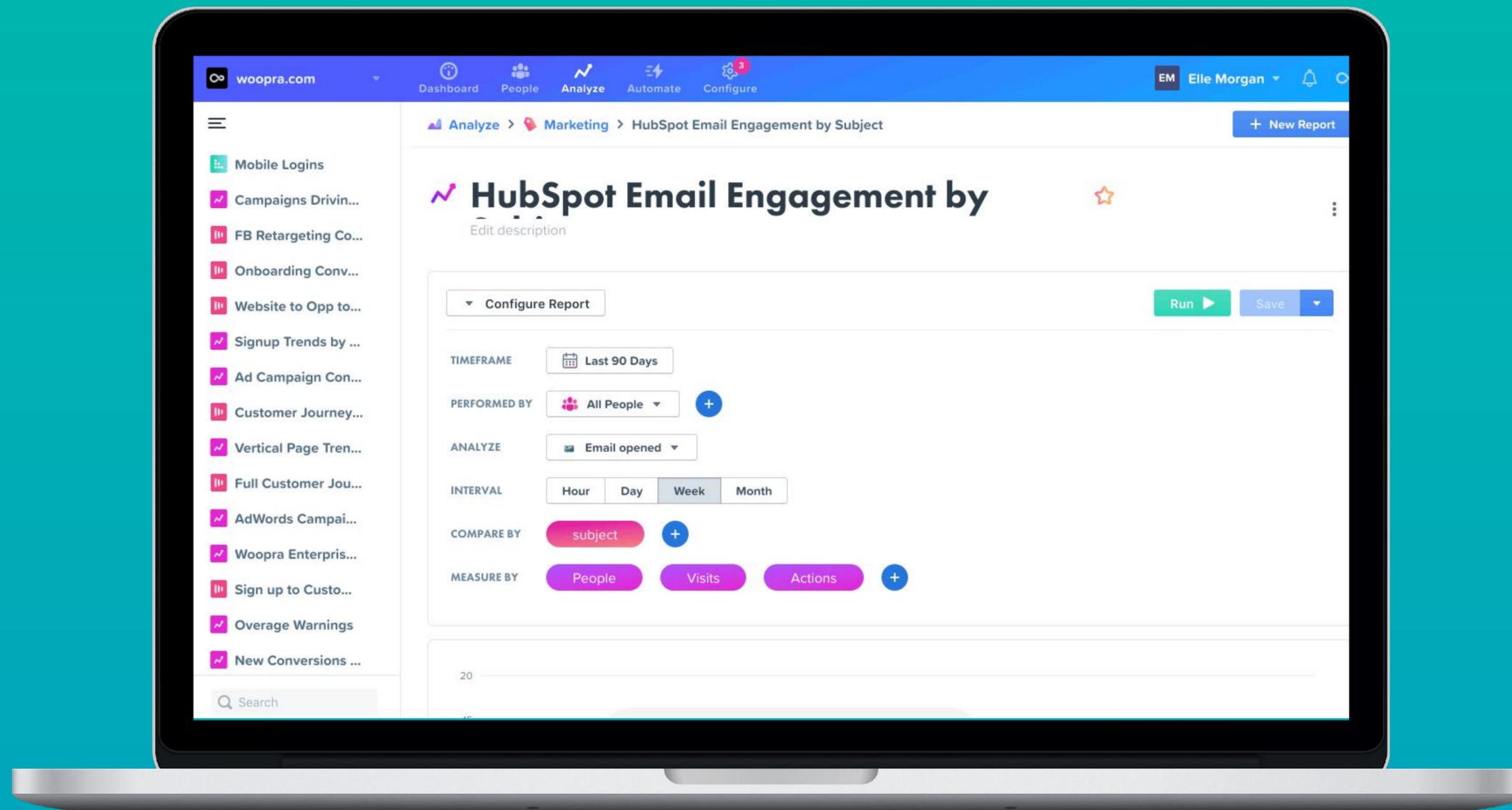
# The Approach

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

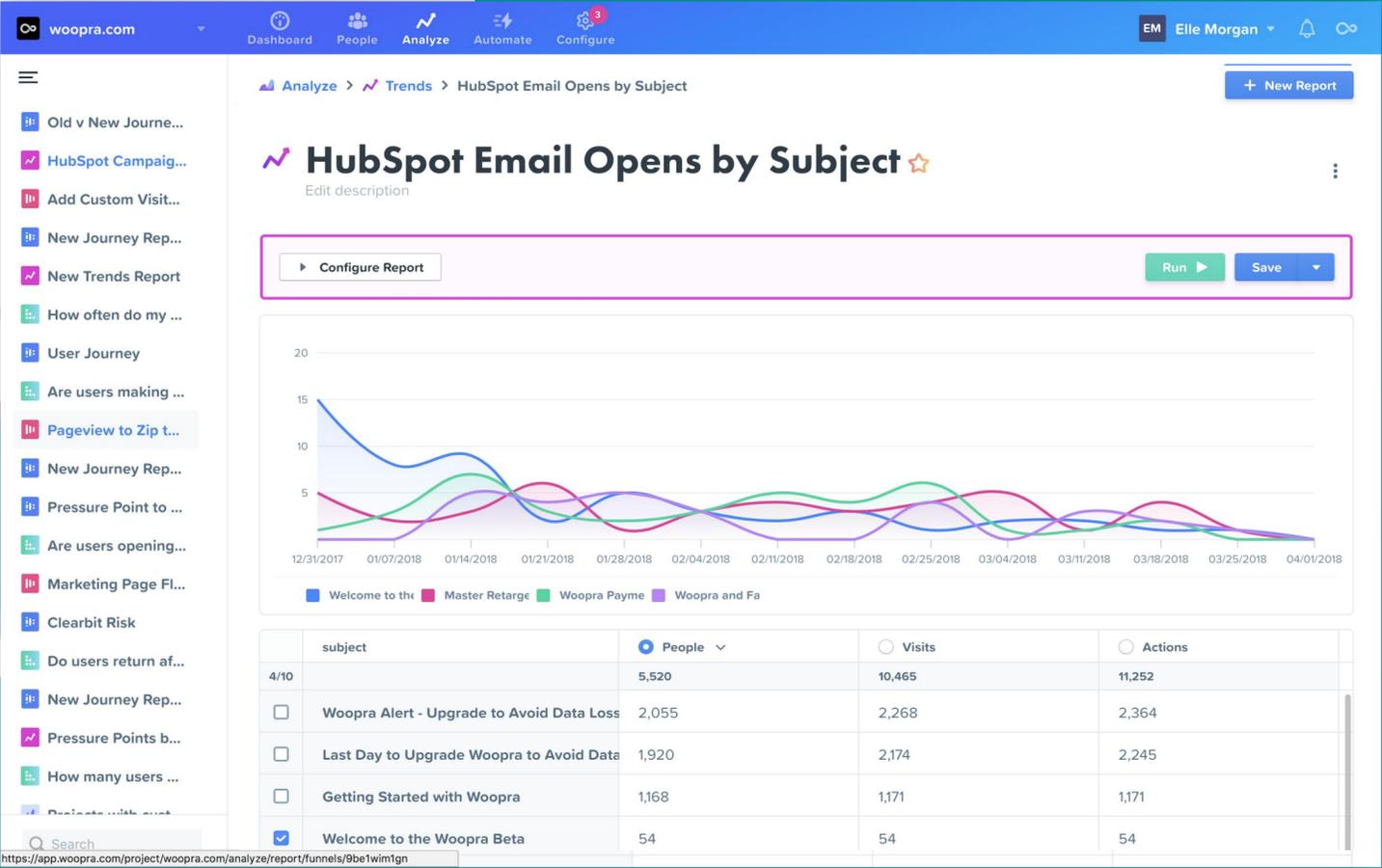
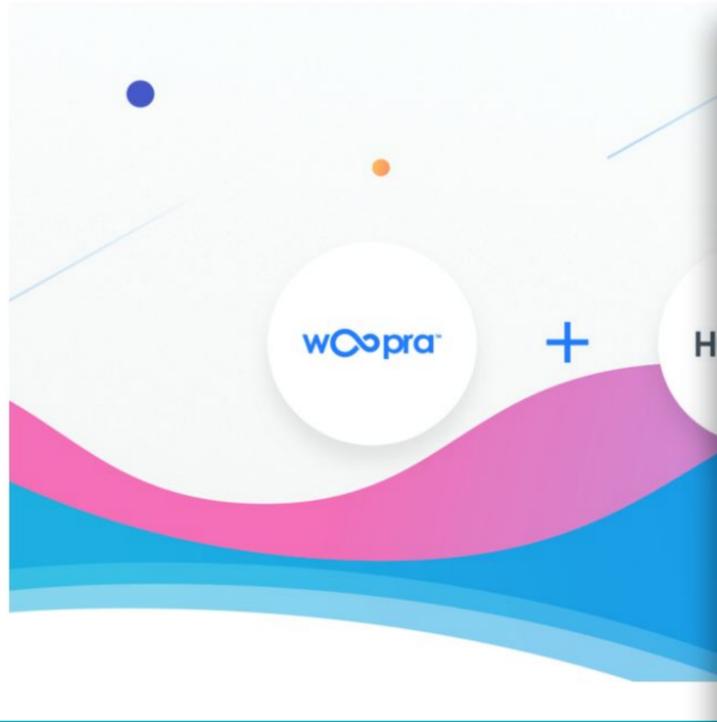
When Woopra joined Connect as a Certified Partner

Press Release

Email Campaign

Blog Post

## Woopra Becomes a HubSpot Connect Certified Partner



### Leveraging Behavioral Data to Fuel Lead Scoring

There's a lot of discussion on best practices for lead qualification. We've written a piece specifically on this topic if you'd like to learn a bit more about our approach! We firmly believe that, especially if your SaaS company runs on a freemium model, traditional MQL and SQL metrics are insufficient qualification criteria as they lack behavioral data.

While content downloads and campaign engagement can be indicators of customer fit, additional engagement criteria such as product engagement and corporate fit data take this qualification to the next level. If you get thousands of signups a month, adding in these elements allow you and your sales team to focus efforts on high value customers. This is called the Product-Qualified Lead and, when built correctly, can transform your lead scoring and improve lead conversions at or near 50%!

With the Woopra and HubSpot integration, qualifying leads with additional criteria such as engagement data is simplified. For example, let's say that your most engaged enterprise leads did the following:

# 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

//

*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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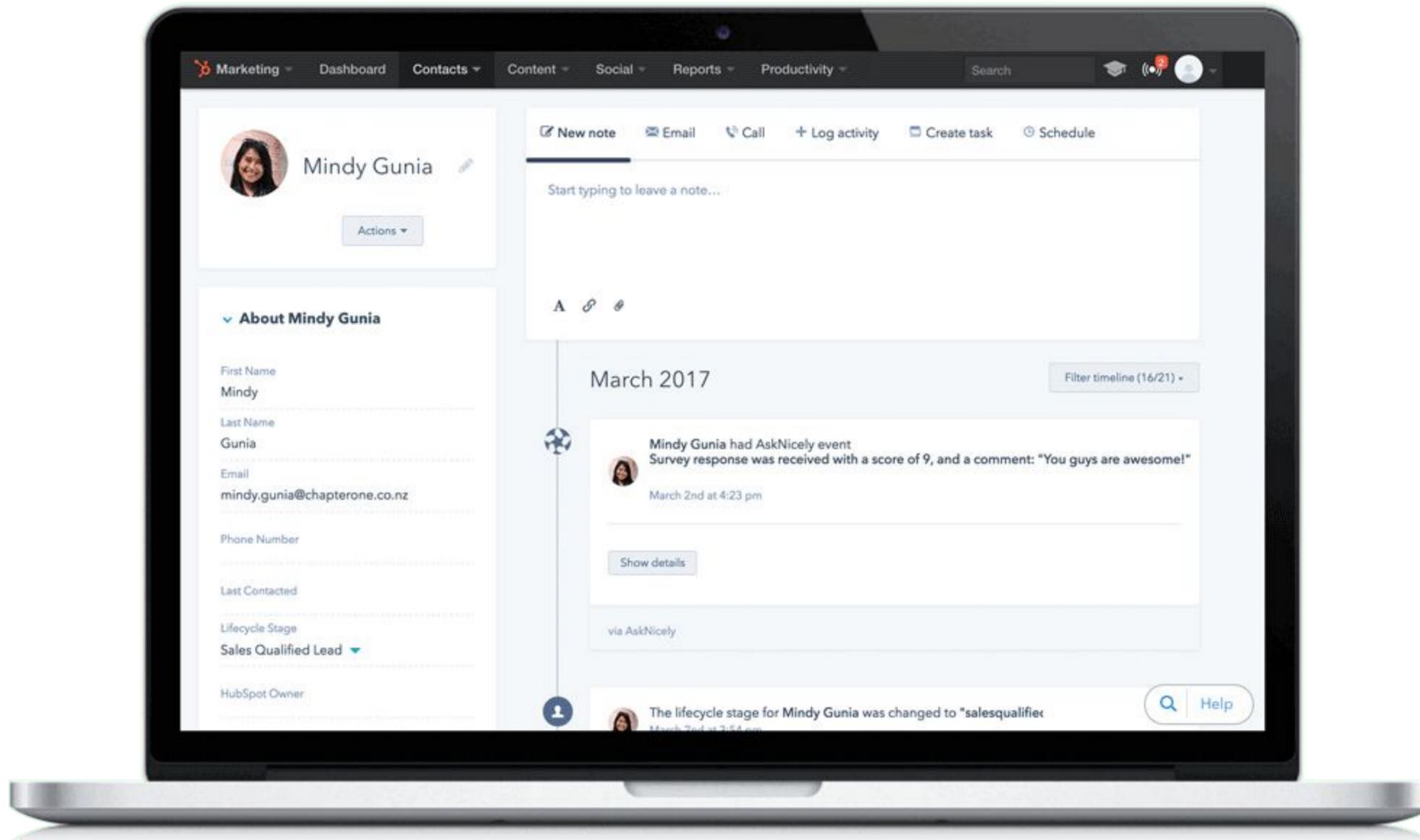
Elle Morgan  
Partnerships  
Woopra

# 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

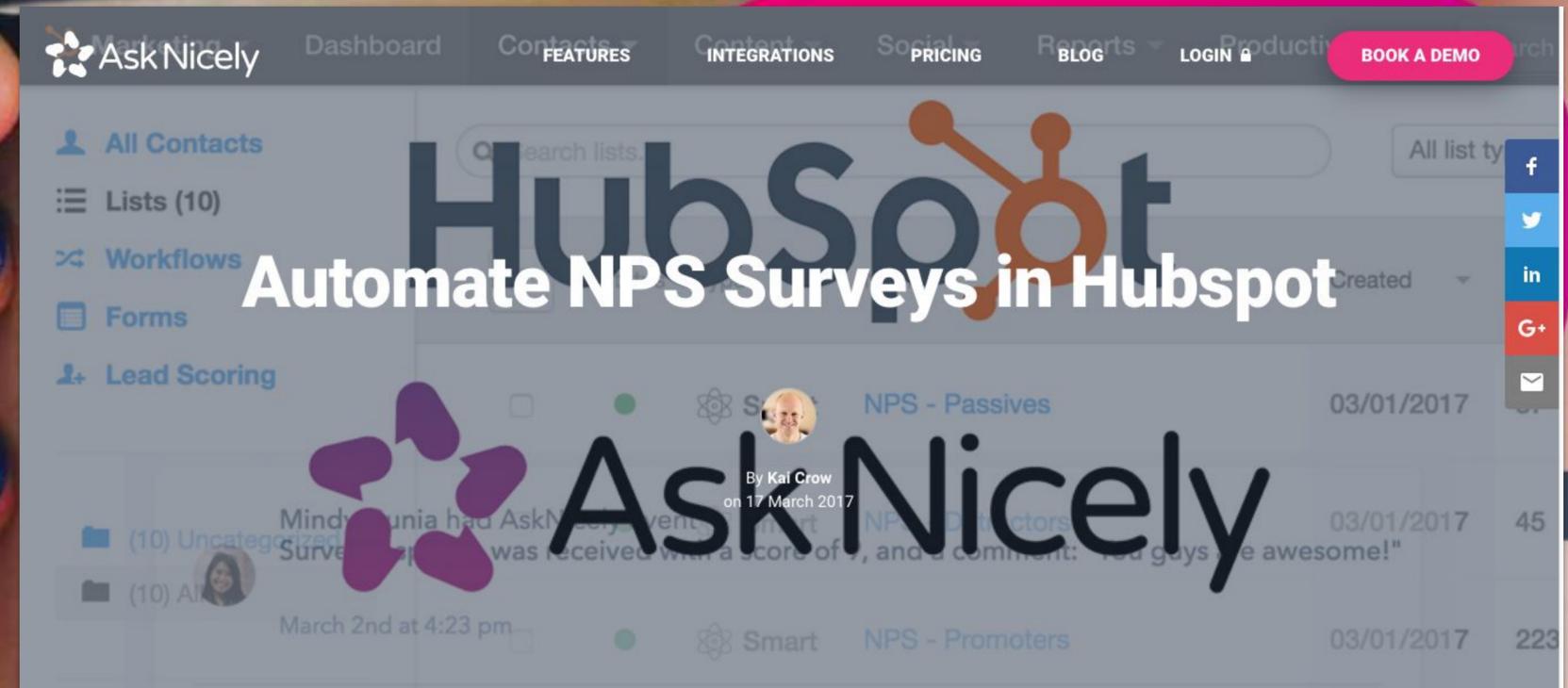
# The Opportunity



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



## 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

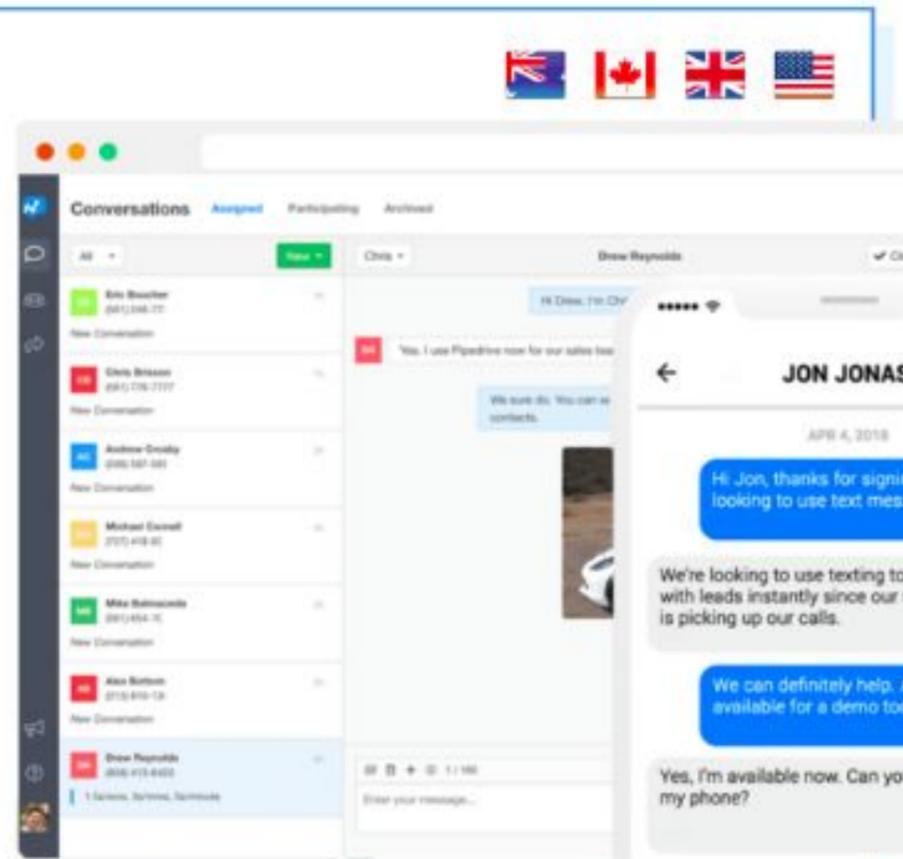


Chris Brisson  
CEO  
Salesmsg

# Salesmsg

## 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 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.

# The Opportunity

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*“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 screenshot shows a Facebook advertisement for salesmsg. The ad features the salesmsg logo at the top left. The main headline reads "Two-Way SMS Texting Mess HubSpot". Below this, the text says "Send & receive texts straight from HubSpot CRM and automate texts from Workflows". A prominent green button at the bottom of the ad says "Start Your 14-Day Trial Today". On the right side of the ad, there is a preview of a text message with a photo of a man holding a sign that says "Hey Chris! You can even send personalized pics." and a list of fields for "First Name", "Last Name", "Phone", "Email", and "Tags". Overlaid on top of the ad is a white pop-up form with a close button in the top right corner. The form has the title "Enter Your Email Address to Get Started...", a text input field with a placeholder "Your Email Address", and a green "Get Started" button.

# The Approach

2

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



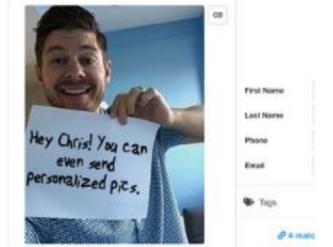
## Two-Way SMS & MMS Texting Messaging For HubSpot

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.



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.



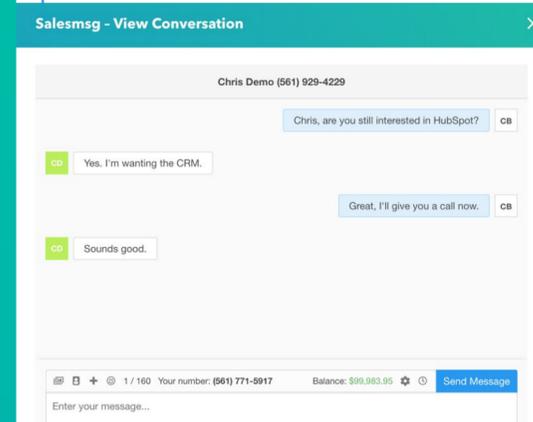
### Send & Receive Texts Online

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



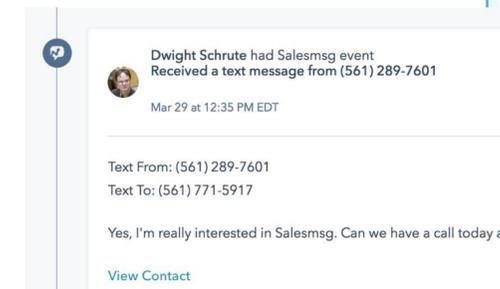
## Send Texts From HubSpot CRM

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.



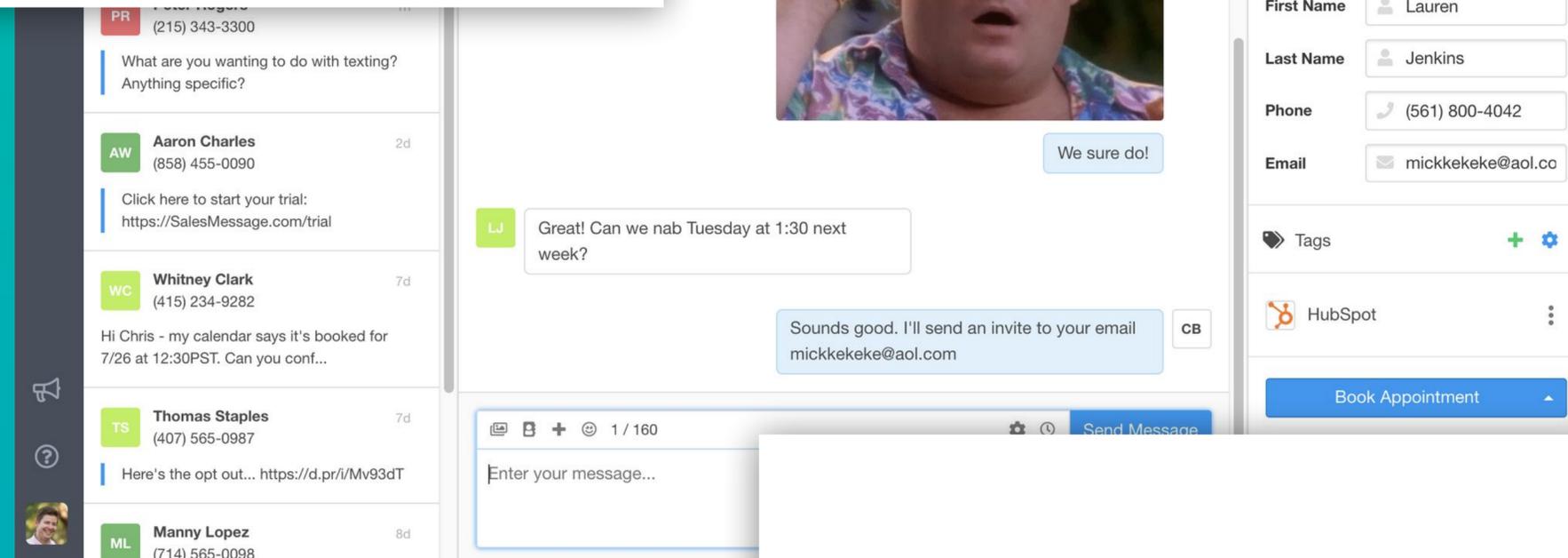
## Send MMS Pictures Too!

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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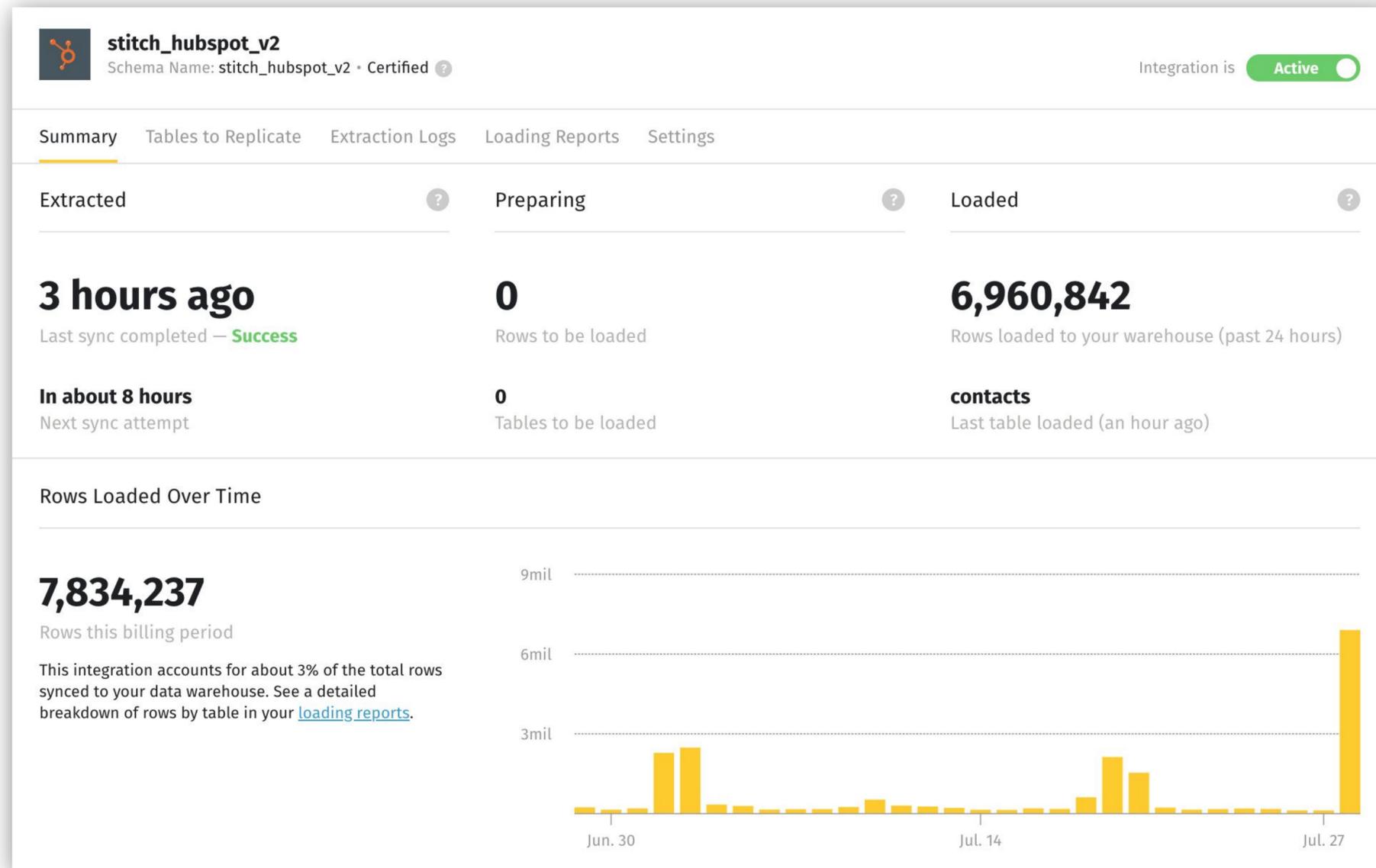
Chris Brisson  
CEO  
Salesmsg

# 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

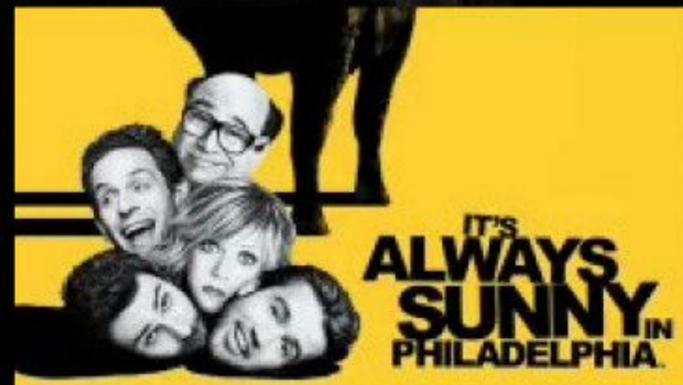
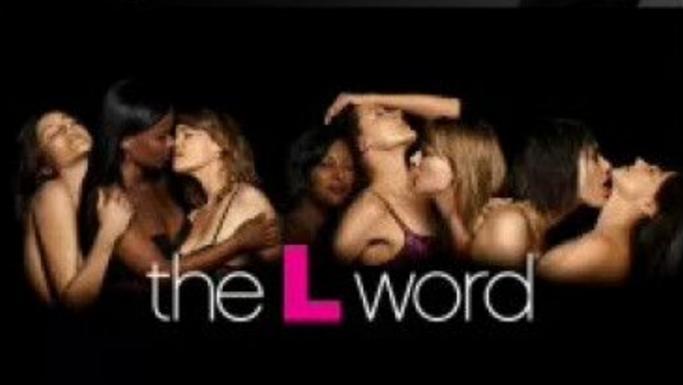
Sharks gliding ominously beneath the surface of the water? They're a lot less menacing than this Congressman.



*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...

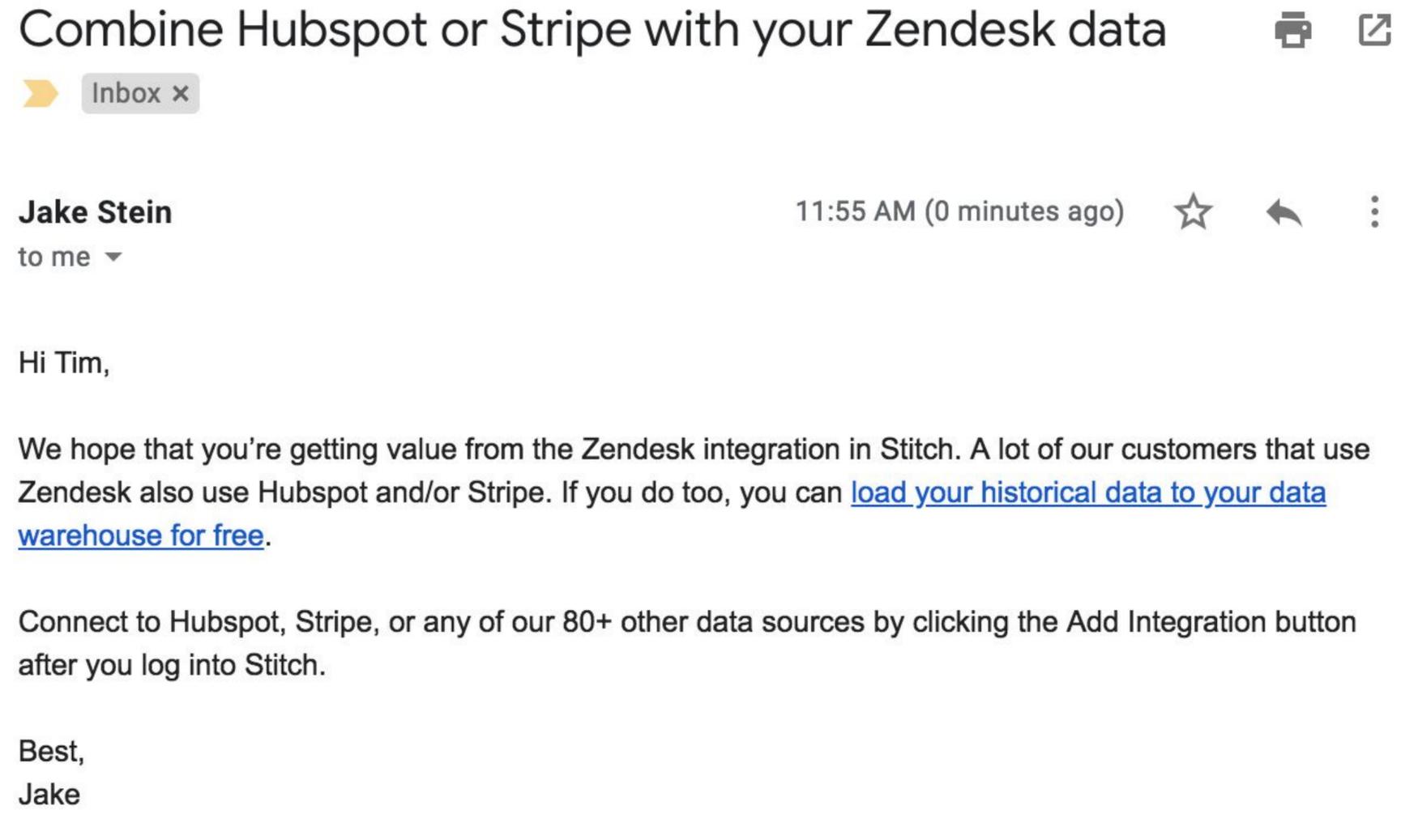
*Collaborative filtering*

+

*Data from existing customers*

=

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



# 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

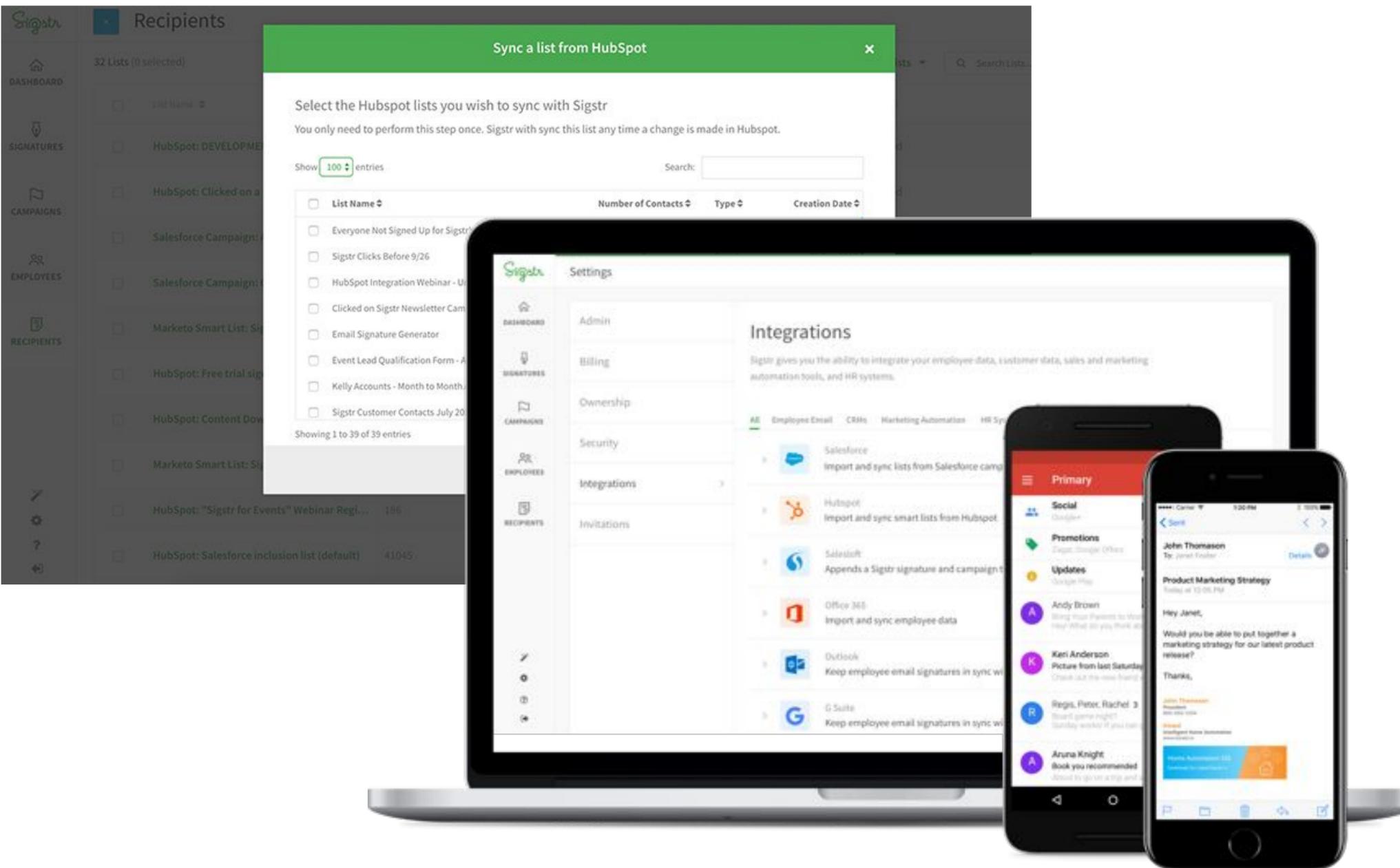
Take advantage of the millions of emails your employees send every year and turn each one into a marketing campaign.

## 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

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***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

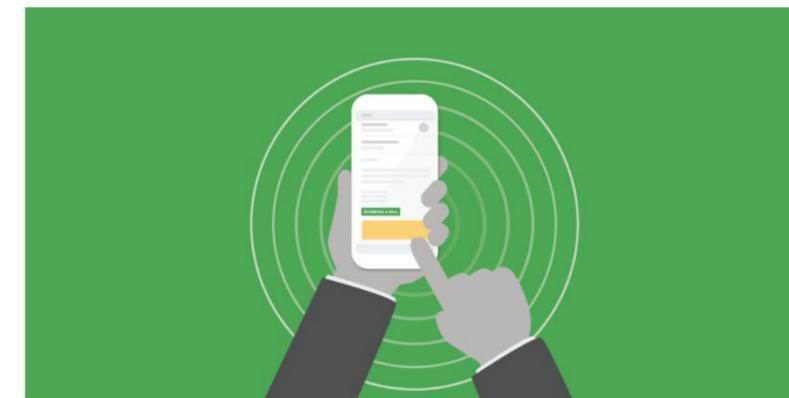


HubSpot has built an amazing business around the power of inbound. The power of creating helpful content to power inbound leads. Today, marketers pour their hearts (and budgets) into creating incredible content, and Sigstr injects that content into your employee email signature – the most frequent point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

## 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

3

Assign a SmartList to an email signature campaign for promotion.

<input type="checkbox"/>	<ul style="list-style-type: none"> <li>HubSpot Integration Overview</li> <li>EXTERNAL</li> </ul>	ABM		2,116 SIGSTR VIEWS ?	5 CLICKS	0.24% CLICK RATE
<input type="checkbox"/>	<ul style="list-style-type: none"> <li>HubSpot Integration Webinar Sept 2017</li> <li>EXTERNAL</li> <li>+ Assign Groups</li> </ul>	ABM		35,323 SIGSTR VIEWS ?	70 CLICKS	0.2% CLICK RATE
<input type="checkbox"/>	<ul style="list-style-type: none"> <li>HubSpot Integration Webinar Recording</li> <li>EXTERNAL</li> <li>+ Assign Groups</li> </ul>	ABM		3,660 SIGSTR VIEWS ?	22 CLICKS	0.6% CLICK RATE
<input type="checkbox"/>	<ul style="list-style-type: none"> <li>HubSpot Integration Webinar1</li> <li>EXTERNAL</li> <li>+ Assign Groups</li> </ul>	ABM		21,913 SIGSTR VIEWS ?	72 CLICKS	0.33% CLICK RATE
<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Press Release: HubSpot Integration</li> <li>EXTERNAL</li> <li>+ Assign Groups</li> </ul>	ABM		34,499 SIGSTR VIEWS ?	108 CLICKS	0.31% CLICK RATE
<input type="checkbox"/>	<ul style="list-style-type: none"> <li>HubSpot Integration Blog Post</li> <li>EXTERNAL</li> <li>+ Assign Groups</li> </ul>	ABM		29,203 SIGSTR VIEWS ?	295 CLICKS	1.01% CLICK RATE

# The Approach

4

Create a custom HubSpot landing page

Sigstr + HubSpot

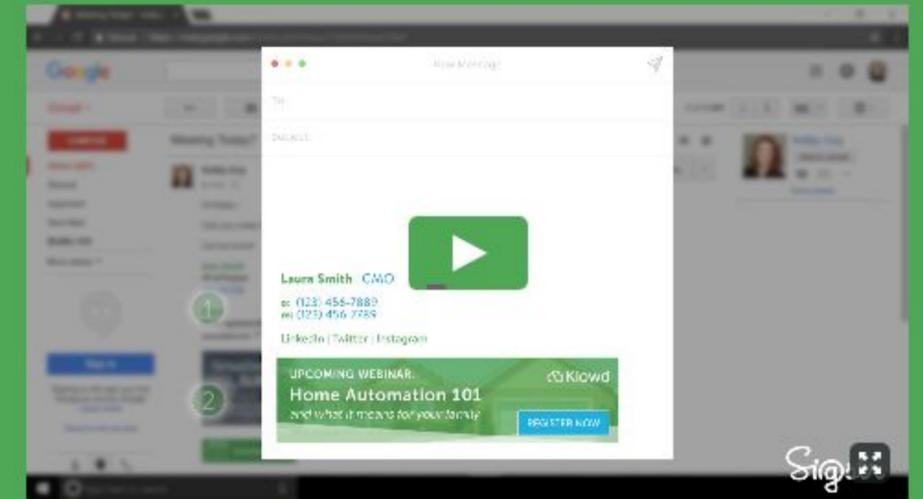
## Sigstr + HubSpot

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](#)



# 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 screenshot displays the HubSpot automation interface for a "Sample Video Data Nurture Campaign". The workflow is as follows:

- Enrollment triggers:** Contact has visited exact URL `hubspotdemo.brightcovegallery.com`.
- If/then branch:** The Brightcove Video View property Percentage Watched is greater than or equal to 25.
- NO path:** Send email "Watched less than 25%-Soft Follow up" (0% click rate).
- YES path:** Send email "Watched At least 25% W/ CTA" (0% click rate).

On the right, the "Send an email" panel shows a list of email templates:

- Current choice: "Watched less than 25%-S..." (Updated Jul 27, 2018 by Nathan Veer)
- 2017 MAP Form Submission Notification (Updated Dec 21, 2016 by Nathan Veer)
- Sample Email Campaign (W/Video) (Updated Dec 19, 2017 by Nathan Veer)
- Video Trial Email (Updated Jan 10, 2017 by James Hamar)
- Watched At least 25% W/ CTA (Updated Jul 27, 2018 by Nathan Veer)
- Watched less than 25%-Soft Follow up (Updated Jul 27, 2018 by Nathan Veer)

## 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



*Now, on this ship that  
is the office, what is a sales department?*

# 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 is a vertical sidebar with the word 'CHAPTERS' at the top. Below it, there are three video thumbnails: the top one shows a man speaking, the middle one is black, and the bottom one shows a group of people in a meeting. The main content area of the video player displays a presentation slide. The slide has a teal header bar with the text 'Configuring an integration'. Below the header, the text reads '2 parts to every OOTB integration'. There are two bullet points: 'Account Level' and 'Player Level'. To the right of these bullet points are two orange arrows pointing to the right. The first arrow points to the text '(MAP Admin account with API access) Authentication'. The second arrow points to the text 'Audience Plugin'. At the bottom left of the slide, there is a small copyright notice: '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 shows a HubSpot blog article. The top navigation bar includes links for 'WHY BRIGHTCOVE', 'PRODUCTS', 'SOLUTIONS', 'RESOURCES', and 'PRICING', along with a 'TALK TO US' button. Below this is a secondary navigation bar with 'BLOG HOME', 'MEDIA & MONETIZATION', 'DIGITAL MARKETING', and 'TECH TALK'. The main header of the article reads 'HubSpot and Brightcove Announce' with a date of 'FEBRUARY 28, 2017 BY NATHAN VEER'. The article title is 'How to Capture New Leads With In-Video Lead Forms' by Nathan Veer. The content discusses the benefits of video traffic and the integration of HubSpot lead forms into video content. A social sharing sidebar on the left includes icons for Twitter, Facebook, Email, LinkedIn, and Print. A video player is embedded in the article, showing a man working on a laptop. At the bottom, there is a configuration interface for the lead form, including fields for 'First Name' and 'Email', and options for 'Embed code', 'View submissions', 'Export submissions', and '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

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*“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.”*

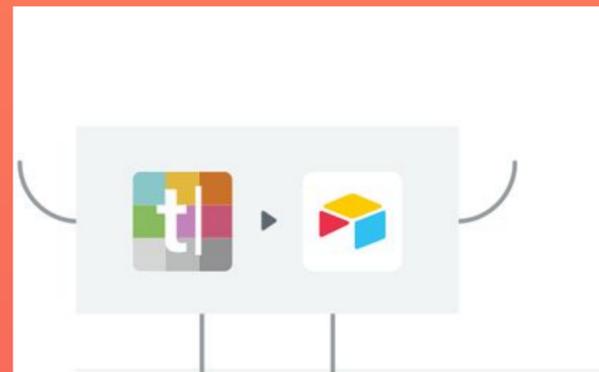
# The Opportunity

## *Zapier for Teams*



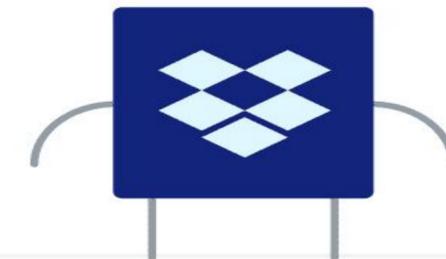
### Pay Per Task, Not Per Member

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

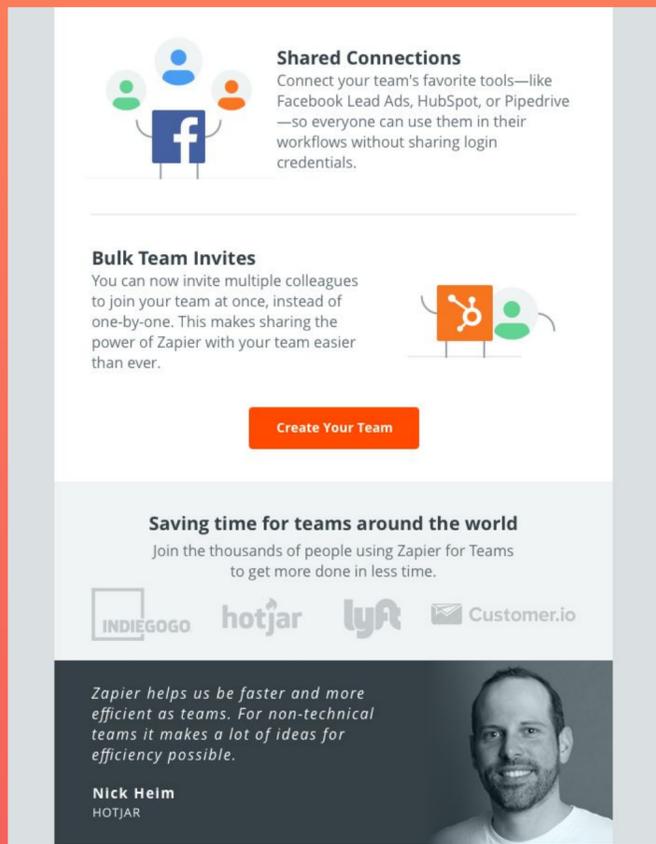
## Zapier Launched with Multiple Partners to Extend Reach

### Targeted Email

### Blog Post

### Social

### Product Page



**Shared Connections**  
Connect your team's favorite tools—like Facebook Lead Ads, HubSpot, or Pipedrive—so everyone can use them in their workflows without sharing login credentials.

**Bulk Team Invites**  
You can now invite multiple colleagues to join your team at once, instead of one-by-one. This makes sharing the power of Zapier with your team easier than ever.

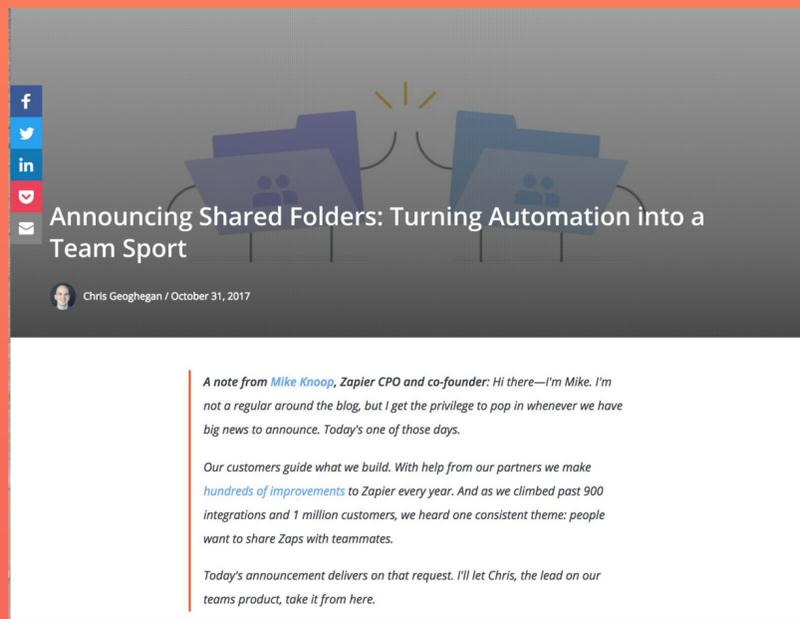
**Create Your Team**

**Saving time for teams around the world**  
Join the thousands of people using Zapier for Teams to get more done in less time.

INDIEGOGO hotjar lyft Customer.io

*Zapier helps us be faster and more efficient as teams. For non-technical teams it makes a lot of ideas for efficiency possible.*

**Nick Heim**  
HOTJAR



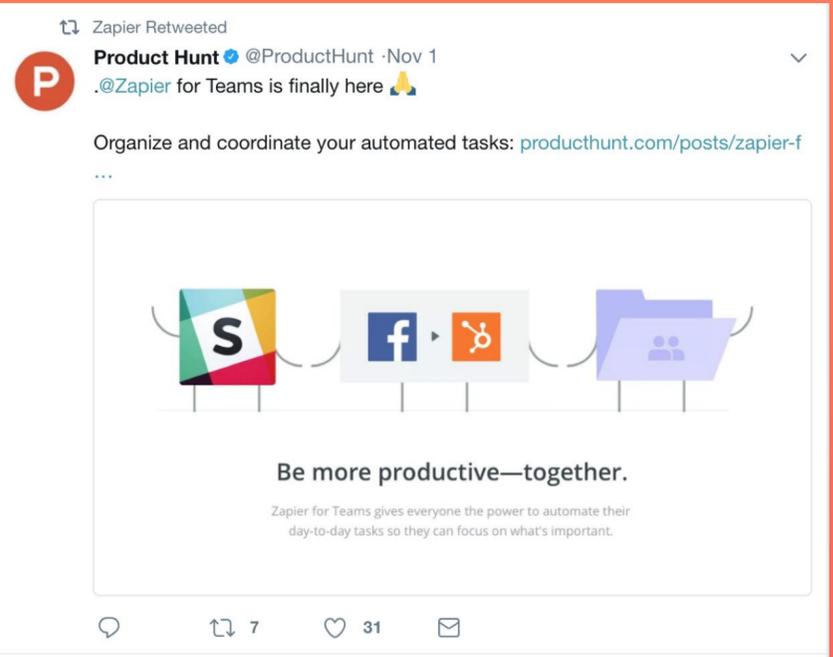
**Announcing Shared Folders: Turning Automation into a Team Sport**

Chris Geoghegan / October 31, 2017

*A note from Mike Knoop, Zapier CPO and co-founder: Hi there—I'm Mike. I'm not a regular around the blog, but I get the privilege to pop in whenever we have big news to announce. Today's one of those days.*

*Our customers guide what we build. With help from our partners we make hundreds of improvements to Zapier every year. And as we climbed past 900 integrations and 1 million customers, we heard one consistent theme: people want to share Zaps with teammates.*

*Today's announcement delivers on that request. I'll let Chris, the lead on our teams product, take it from here.*



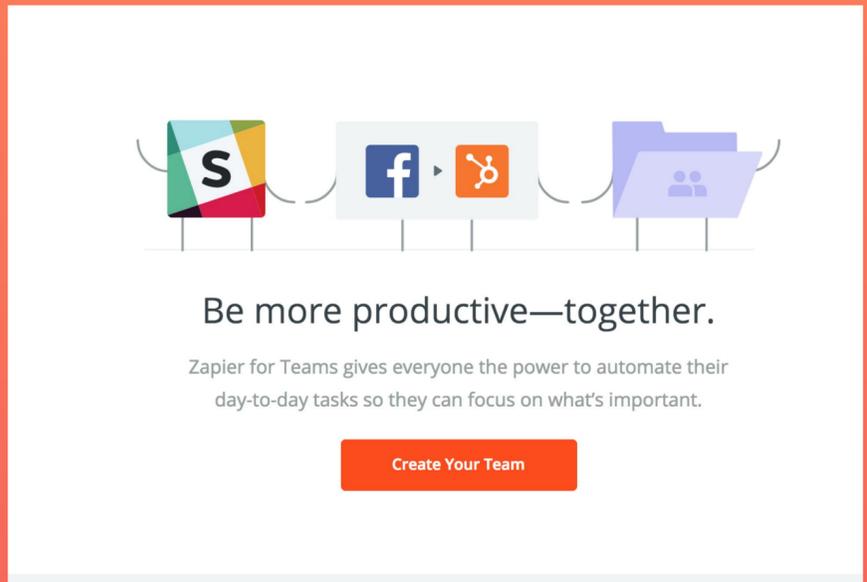
Zapier Retweeted

**Product Hunt** @ProductHunt · Nov 1  
.@Zapier for Teams is finally here 🙌

Organize and coordinate your automated tasks: [producthunt.com/posts/zapier-f](https://producthunt.com/posts/zapier-f)

**Be more productive—together.**  
Zapier for Teams gives everyone the power to automate their day-to-day tasks so they can focus on what's important.

7 31



**Be more productive—together.**

Zapier for Teams gives everyone the power to automate their day-to-day tasks so they can focus on what's important.

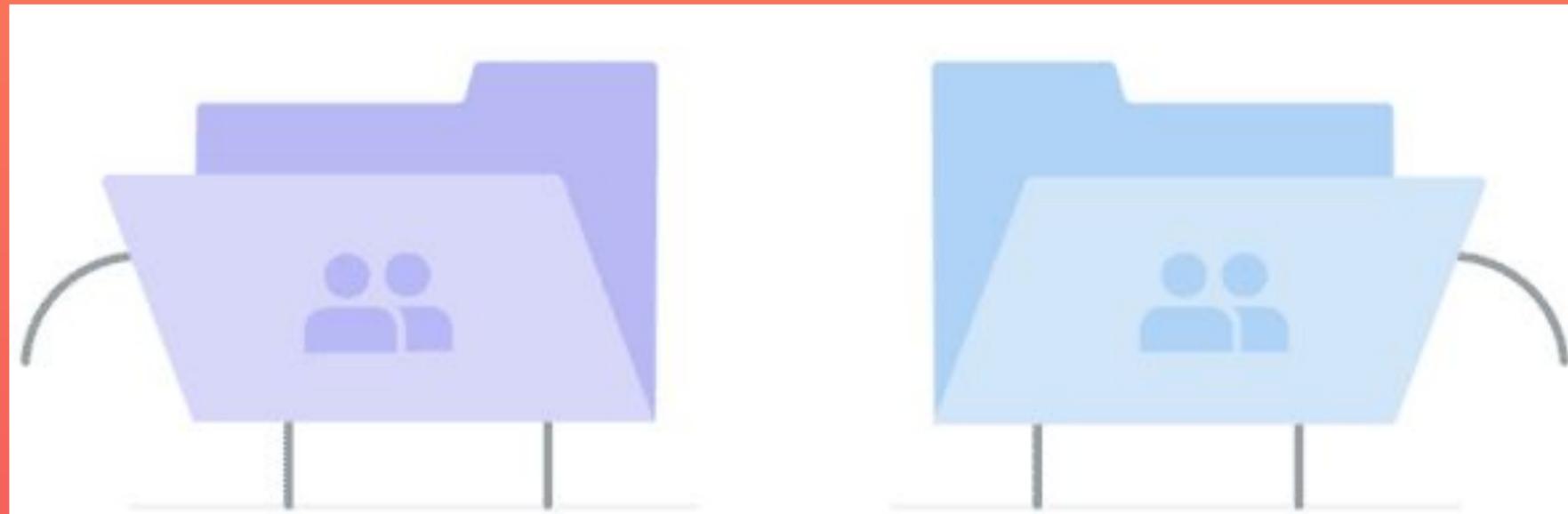
**Create Your Team**

# 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!*

//



José Proença  
Partnerships  
Zapier

# Launching on Product Hunt

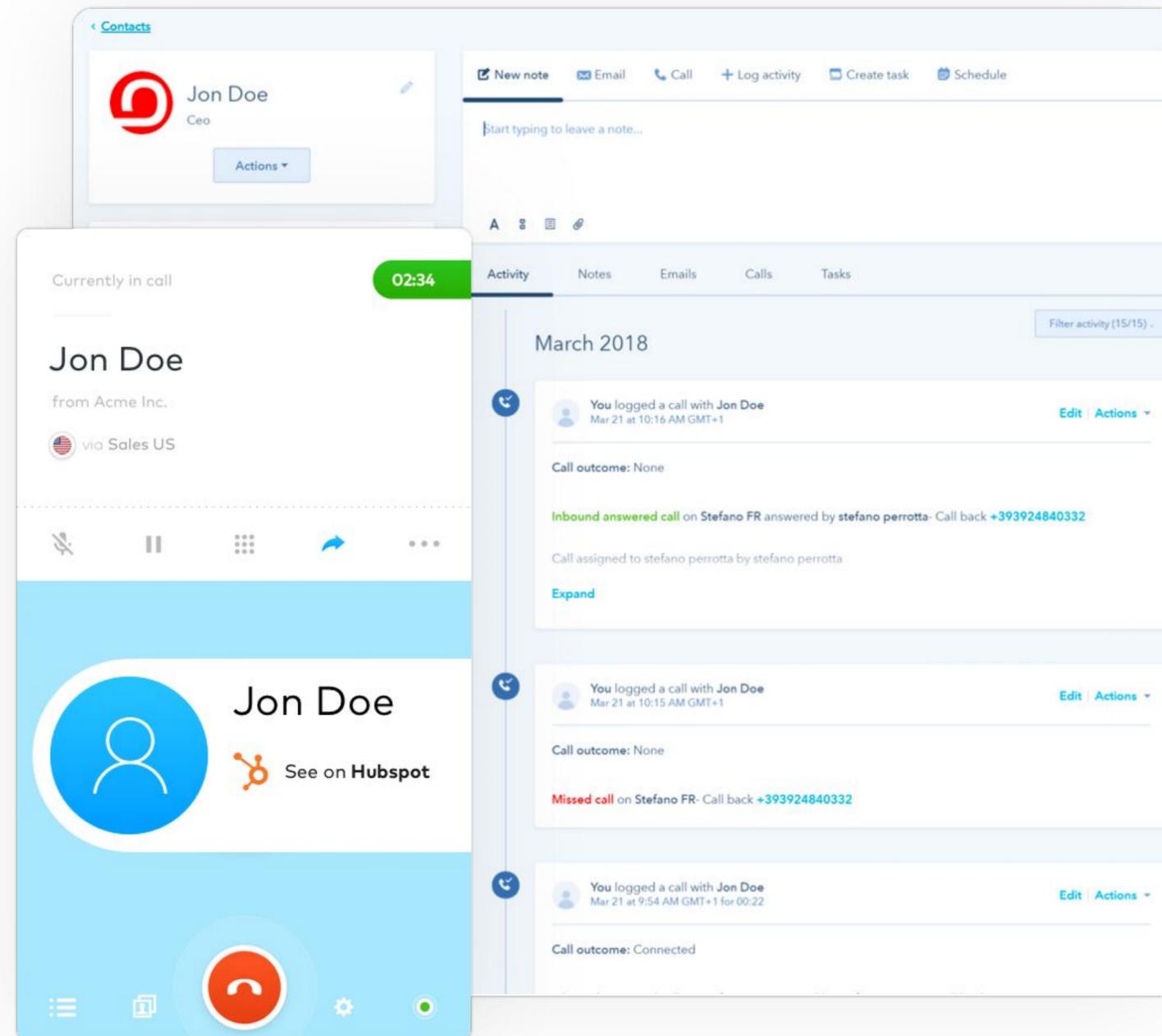


Stefano Perrotta  
Partnerships  
Aircall

# 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

**Aircall for HubSpot** ▾  
Document and organize every phone call instantly in HubSpot.  
WEB APP PRODUCTIVITY + 3

Aircall for Hubspot CRM

aircall HubSpot  
hubspotph.aircall.io

1:24 / 1:26

TWEET SHARE

FEATURED 4 MONTHS AGO

The Aircall-HubSpot integration gives you easy access to crucial information and context before jumping on a call with a lead, prospect, or client.

The in-app link redirects you to the right contact on HubSpot before starting your conversation. Every call interaction is automatically logged in your free HubSpot CRM.

UPVOTE 358

Website  
hubspotph.aircall.io

Learn More  
twitter.com

SEND TO PHONE

GET UPDATES ON THIS PRODUCT

SUBSCRIBE

Your email will be shared with the maker of this product

SOCIAL

RELATED PRODUCTS

HubSpot Growth Stack  
Tools that grow with your business.

HubSpot for Startups  
Get up to 90% off HubSpot sales and marketing software.

# 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

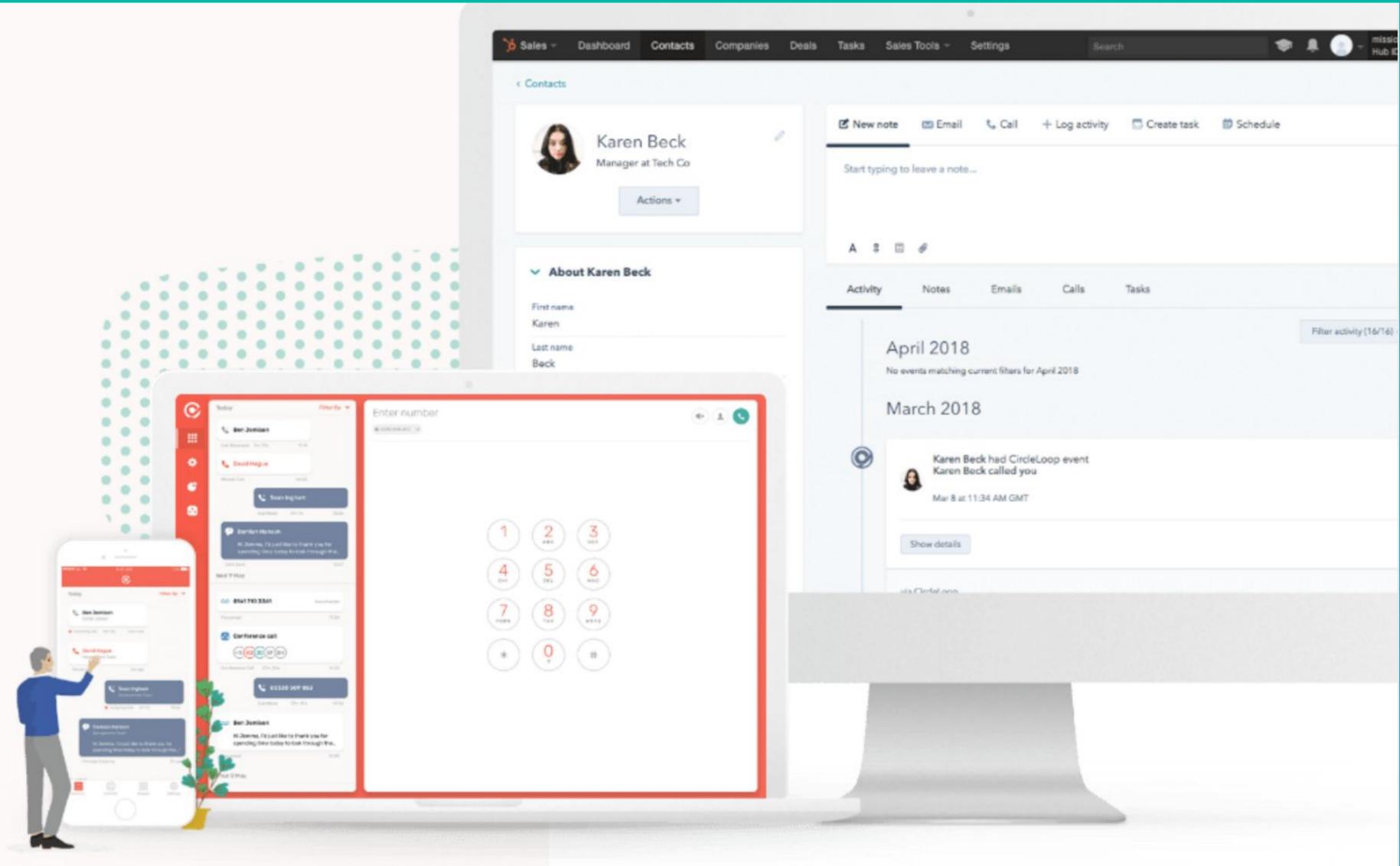
Coordination is critical

Your current customers are your main advocates!

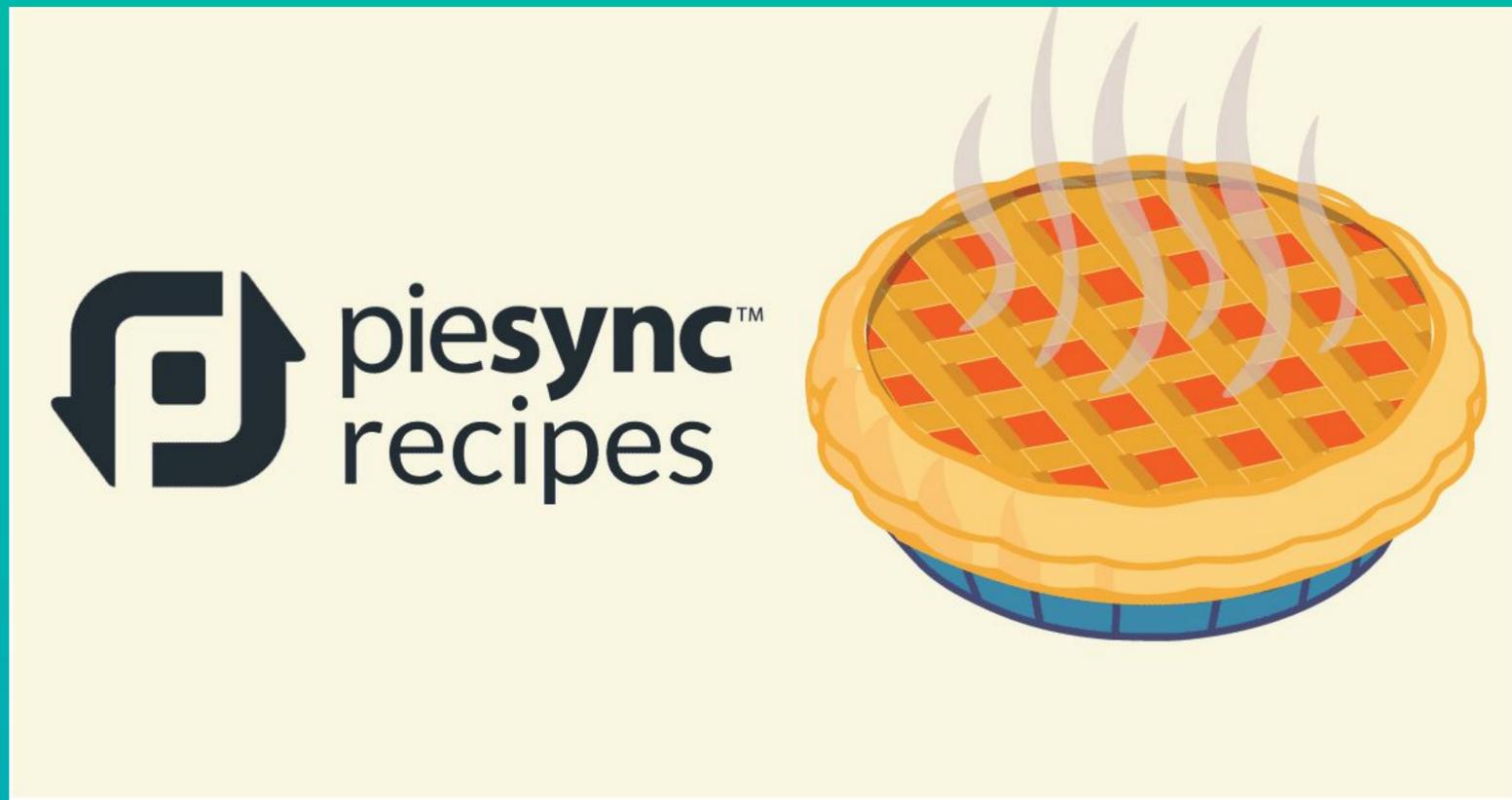
# Other creative examples from Connect integrators....

## 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

# Other creative examples from Connect integrators....



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:

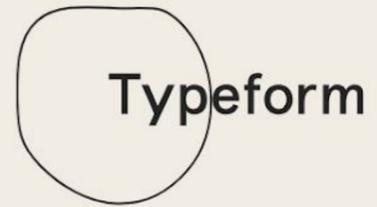
Hubspot Rep's Contact Info: *(Optional)*

Rep Name:

Rep Email:

Submit

# Other creative examples from Connect integrators....



Product Pricing Help Blog [Login](#) [Sign up](#)

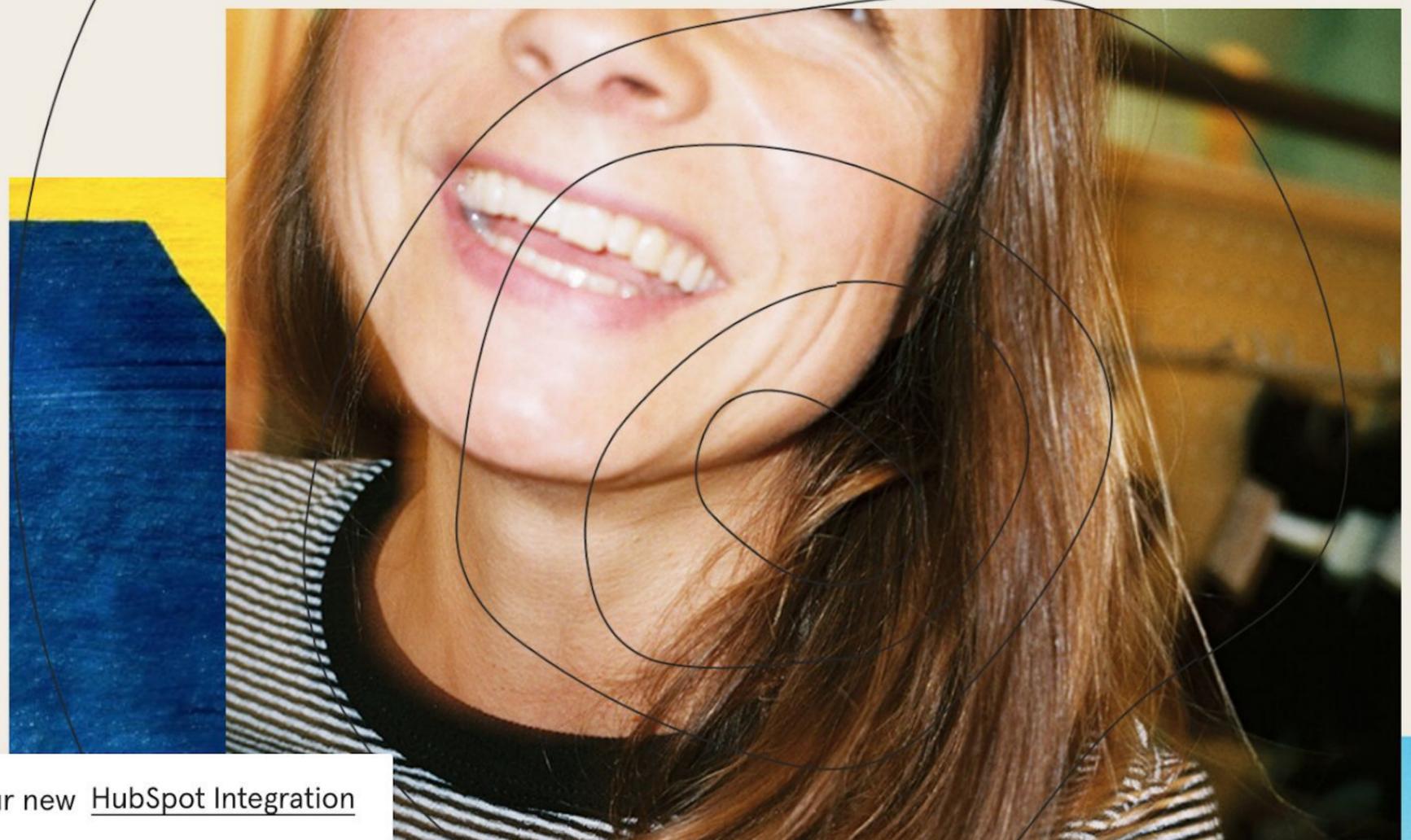
## How you ask is everything.

The versatile data collection tool for professionals. Typeform makes asking easy & answering refreshing.

[Sign up free](#)

[See examples](#)

Try our new [HubSpot Integration](#)



# HubSpot and PandaDoc the startup love story



0:11 / 3:15



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

POWTOON PRESENTS

*Thanks for the*

**AWESOME**  
  
**Memories**

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