



HubSpot

How a CRM can benefit your business

6 reasons to get started with a customer relationship management system today



Table of Contents

Introduction

Chapter 1

6 reasons to use a CRM

- Manage all of your information in one place
- Understand your customer
- Automate repetitive tasks
- Marketing teams will benefit from a CRM
- Sales teams will benefit from a CRM
- Service teams will benefit from a CRM

Chapter 2

The ROI of a CRM

Chapter 3

The importance of a CRM for your business

Chapter 4

CRM trends for 2019

- Social CRM
- Mobile CRM
- XRM

Conclusion



Introduction

Keeping track of the contacts in your database and managing your sales cycle can be a complicated task. Without the right tools, running your business can feel like a gymnastics act across multiple spreadsheets and other systems.

However, a CRM can solve all of these problems, and more! Keep reading to learn how your business can benefit from a CRM.

What is a CRM?

CRM stands for “Customer Relationship Management.” A company’s CRM stores all of its interactions with potential and existing customers. That means everything from someone’s first visit to your website (and what they did while they were there) to the exact time they opened your sales proposal and how long they looked at it.

How to use a CRM

There are many valuable uses for a CRM. That could mean, for example, how many leads and customers are in your database, as well as information about them, like name, email address, phone number, etc. It could also mean tracking how often your sales team gets in contact with those leads and customers, and what those conversations were about. You can even set up custom reporting to tell you how efficient your sales organization is every day. Most CRM systems are extremely customizable, so the range of items you can track and measure is quite expansive.

Who is HubSpot?


HubSpot is the leading provider of marketing, sales, and service products, with a 100% free CRM at the foundation of all products. The HubSpot CRM is everything you need to organize, track, and nurture your leads and customers. HubSpot CRM automates the tasks salespeople hate and takes minutes to learn - not months. That means doing more deals and less data entry. Keep reading to learn how a CRM can benefit your business with 6 simple reasons.

Chapter 1

6 reasons to use a CRM

Reason 1

Manage all of your information in one place



A customer relationship management system keeps track of a lot of data points that you may currently have to track manually, or might not be tracking at all. Here are the key data that a CRM can help you manage.

Contact

A Contact is an individual person. Most CRMs will record their first and last name and email address. You can also keep track of details like their job title, company name, annual company revenue -- the possibilities are nearly endless.

Prospect

A Lead has indicated an interest in your product. They might be a Marketing-Qualified Lead (MQL), meaning they've somehow interacted with your marketing content (for instance, downloaded an ebook), or a Sales-Qualified Lead, meaning your reps have identified them as a good fit.



Deal

Also known as an Opportunity, a Deal is a potential sale. A Deal should move through the various stages of your sales process. Link Contacts to Deals. If you're working with CMO Jane Doe and Marketing Director John Smith on a single purchase, they should both be associated with that Deal record.

Company

If you're selling to businesses, you also want to keep track of which contacts and deals are linked to which organizations. The typical CRM puts the "Company" record at the top of the hierarchy. For example, you might associate 10 different Contacts and 3 different Deals to a single Company.

Source

Your leads come from a variety of different sources. That might include trade shows, referrals, forms on your website, webinar attendees, etc. Keeping track of conversions by source and deals won by source lets you hone in on your most effective prospecting channels.



Activity

Any action by your salespeople or prospects typically falls under this umbrella, including calls, emails, voicemails, demos, a new Contact record, an updated field, etc.

Deal stage

Each step in your sales process should be represented by a deal stage. To give you an idea, your reps probably have an exploratory call with almost 100% of the prospects who buy. So “exploratory call” might be the first deal stage in your CRM.

Pipeline

Deal stages are organized into pipelines. Every salesperson should have their own pipeline in the CRM so they can track which opportunities are currently in progress. As a deal gets closer to the close, it should move from the left to the right.

By using a CRM to help you manage your business’ information, you’ll free up time spent manually tracking this information and be able to have a clearer image of the buyer journey.

Reason 2

Understand your customer

A CRM promotes lead generation and targeting through important information, user prospecting and new customer management. Data from different prospects is essential to retain visitors and turn leads into customers.

Using a CRM at the awareness stage

During this first phase of the purchase journey, the customer becomes aware of a problem or a need. Companies can try to challenge it, for example by posting relevant information or blog posts.

It's about generating traffic on their website, their social networks or their blog. CRM plays a secondary role at this stage, but the analysis of previous engagements and concluded transactions can be used retroactively to adapt and optimize the company's online presence in order to attract as many prospects as possible.



Using a CRM at the consideration stage

When potential buyers become aware of problems or needs, they look for a solution and consider alternatives. The goal of the companies is for potential and promising customers to decide on their offer. For this, prospects must first become leads by entering into a relationship with a company, then receive regular information.

This is the case, for example, when visitors to the website of a company offering a solution to their problems or meeting their needs sign up to receive their newsletter.

The automation of this process is the decisive advantage of a CRM. After subscribing to a newsletter, it allows you to send a welcome e-mail inviting the visitor to confirm his e-mail address. It is also useful for regular newsletters or for special offers, as companies can substantially reduce their costs.

In addition, the possibility of a detailed analysis of the data often makes it possible to economize partially, or even completely, a vast and expensive market study. Do visitors rather watch explanation videos or listen to podcasts? What are the most popular themes?

A CRM makes it possible to quickly answer these questions and similar questions thanks to the data of the users.

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Using a CRM at the decision stage

The actual purchase decision is made after the leads have compared all the information. A CRM is particularly important here. The interactions of leads and their behavioral patterns are captured in the CRM, it is very easy to identify particularly qualified leads that will most likely make a purchase. They can then be assigned to a dedicated salesperson, which allows for a more personal connection.

The CRM also indicates which targeting of leads is particularly effective for a given audience: will it be rather convinced by a direct comparison of the products, or by a live demonstration? This is very reliably apparent from the data available. This allows a company to conclude more transactions and generate higher revenue.

Marketing retention and customer satisfaction

The sale is not the end of the relationship, a CRM also contributes to customer loyalty.

It is important to note that the use of a CRM and the importance of customer relationships do not stop after the decision to make a purchase. This is where the customer satisfaction and loyalty process begins. During this phase, salespeople have the opportunity to turn customers into loyal promoters and allies who will recommend the company and make new purchases.

To do this, they can rely on a CRM that can, if necessary, identify opportunities for new sales, additional sales and upgrading. The collected customer data and well-established customer support make it possible to successfully practice retention marketing.

Reason 3

Automate repetitive tasks

With a CRM, you can automate certain tasks such as recording calls and activities, sending reports or creating offers. Relevant information is all accessible and logically recorded for all your teams. Your sales people will spend less time dealing with administrative tasks and more interaction with prospects, and your turnover will increase accordingly. Adopting a CRM will allow you to organize your data, in order to stimulate this dormant turnover. You will see a rise in productivity and interesting growth with the integration and use of this tool by your entire team.

One of the primary reasons companies decide to adopt a CRM is to keep better track of customer and prospect touches. But beware: Many CRM applications require that sales reps copy and paste their emails into the system, or upload call recordings. And these extra steps can become maddening for salespeople making 50 or 100 calls every single day. To ease this pain, HubSpot CRM automatically logs calls made and emails sent from the system and posts them in a timeline-like view on a contact's record page.



Reason 4

Marketing teams will benefit from a CRM

Marketing, sales, and customer success information should be centralized in your CRM. This gives you a 360-view of your prospects and customers and cuts down on manual data entry.

Here's an example of an inefficient process using several tools:



Imagine this process if you're using the HubSpot CRM with HubSpot Marketing and Sales. Leads who filled out a form, started a conversation with a rep via chat, or performed key actions on your site will be added to your CRM. If they're highly qualified, they can be routed to a salesperson. If the lead needs more time, the marketing team can nurture them with educational content. The entire process is seamless -- and far more efficient.



Using closed-loop reporting to improve marketing campaigns

When you integrate marketing software with your CRM , Marketing can easily analyze the effectiveness of its campaigns with closed-loop reporting, because your software and your CRM are constantly talking to each other through an API.

So when a salesperson converts a lead into a customer, he or she can mark it in the CRM, and it will automatically be noted in your marketing software, too. Marketing is now able to do a little back-tracking to see which campaigns and channels contributed to bringing in and re-converting this lead.

What channel did that lead come in through? What content contributed to that lead's conversions? Mapping marketing activities to sales events is critical for Marketing to improve future campaigns.

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Reason 5

Sales teams will benefit from a CRM

A CRM will also help sales foster a Smarketing relationship. Sales and Marketing both have numbers they need to hit each month, and when both teams work within a CRM that is integrated with your marketing software, it's easy for everyone to quickly assess how each team is progressing with their goals, and identify and remedy problems early on in the month.

You can set up real-time reporting that tells anyone in Sales how close Marketing is to hitting its monthly leads goal, and Marketing can see whether Sales is calling those leads filling the pipeline.




A CRM not only gives complete visibility into the sales pipeline, but it also helps reps prioritize who to call first so they don't miss important opportunities.

When Sales and Marketing set up a CRM, they can identify important fields and implement a lead scoring system . Or, if you haven't gotten to scoring leads, a "sifting" system. It will empower salespeople to prioritize the best opportunities instead of embarking on a disorganized search through a pipeline full of leads at various stages in the buying cycle.

Reason 6

Service teams will benefit from a CRM



It's also worth noting that CRMs are used for customers too, not just leads; so customer service communications and metrics can be easily documented for account managers to reference with their current customers.

HubSpot CRM includes free tools for live chat, team email, and bots, plus a universal inbox that gives sales, marketing, and customer service teams one place to view, manage, and reply to all conversations – regardless of the messaging channel they came from.

Chapter 2

The ROI of a CRM

What is the return on investment of a CRM?

There are a lot of CRMs to choose from, and many appear similar to each other. We're going to dive into how to decide which will give you the most value.

A common misconception surrounding CRM systems is that they're clunky, complicated, and tough to implement.

But modern CRM systems don't require the difficult setup they used to. They're quick and intuitive to use, take many manual administrative tasks off your plate, and can be set up in a matter of minutes.

Josh Marcus, founder of marketing agency Hüify, saw huge success within just one year of implementing a CRM system.

We wanted to grow quickly so we did a lot of research on inbound selling and created a documented sales process which we baked into the HubSpot CRM. Within 12 months we saw our revenue multiply 6X.



A study conducted by an MIT Sloan MBA student found that **79% of customers** using marketing, sales, and CRM software saw an increase in sales revenue within one year.

Let's also look at some concrete numbers to show how much time and money a simple CRM solution can save you.

The average salesperson makes **\$60,000 annually** and spends **two hours a day** on manual data entry. Assuming a 30-day month with 20 selling days, a team of 10 will waste 400 hours on manual data entry every month. That translates to paying your team \$12,000 a month to do manual data entry.

Assuming an 8-hour work day, that's 25% of each month spent on data entry. In the data visualization below, the first scenario is an ideal situation: A sales professional spends one chunk of their day doing manual data entry and can spend the rest of the day focused on selling.

That time should be spent selling so your business is bringing in cash, not wasting it. To sweeten the deal? Many modern CRM systems are free.

Chapter 3

The importance of a CRM for your business

At some point in your business' growth, it's just not scalable to manually document and analyze lead and customer information and sales team activities.



All of that sounds great, right? The thing is, you can get all of those results manually. The appeal and rationale around implementing a CRM is that there's a point at which doing all of that manually is impeding your effectiveness.

At some point in your business' growth, it's just not scalable to manually document and analyze lead and customer information and sales team activities. That doesn't mean you shouldn't do it for a while, though.

With the resource constraints many small businesses face -- and by resources, I mean time, money, and proper staff -- many are better served using a spreadsheet to document lead and customer information.

Chapter 4

CRM trends for 2019



CRM social

This form of CRM takes into account data from social networks such as Twitter, Facebook, Xing, etc., for example through web monitoring. On social networks, a team can search in a targeted way a company, its brand or its product before analyzing if they are mentioned in a complimentary or critical way. What conclusions can user biographies capture in the demographics of a company's audience? A social CRM also helps to encourage users to engage in a targeted way, and thus to reinforce customer loyalty on social networks. For example, forms or product development surveys can help.

CRM mobile

The availability of contact data on mobile devices is paramount, especially for business travellers or telecommuters.

However, this trend is not limited to enabling mobile access through cloud solutions: this access must be as simple and comfortable as possible. Ideally, the corresponding applications are optimized for small keyboards or for small space typing and highlight the most used features on mobile devices.

xRM

This trend, also known as third-party relationship management, describes what many CRMs have been doing for some time now: consider commitments to customers, but also to all stakeholders related to the business. They may be subcontractors, partners, investors, press representatives or influencers. This provides an even more complete picture of all internal and external contacts as well as communication processes.

Conclusion

Conclusion

A CRM won't run your business for you, but it will certainly make it a lot easier. By integrating this one solution across all teams, your business will benefit from streamlined management, a holistic view of your customer, and the ability for your teams to work together and maximise their efficiency. Your sales team wants to sell - not fight with messy spreadsheets, cluttered inboxes, or clunky tools that slow them down.

HubSpot CRM automates the tasks salespeople hate and takes minutes to learn - not months. That means doing more deals and less data entry. Plus, interactions are tracked automatically and deals are displayed on one dashboard for total visibility without added work.

Best of all, you can enjoy up to 1,000,000 contacts, users, and storage without any expiration date - whether you're a team of 1 or 1,000.



Why Pay for a CRM When This One Is Free?

HubSpot CRM is everything you need to organize, track, and nurture your leads and customers.

[Get Free CRM](#)