



# The HubSpot Services Stack

# The Hubspot Growth Stack

Hubspot offers a full stack of products for marketing, sales, and customer relationship management: powerful alone, and even better when used together.

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## HUBSPOT MARKETING

Bring your team, tools, and data together in one place.



## HUBSPOT SALES

Sell in an efficient, modern, human-friendly way.



## HUBSPOT CRM

The-easy-to use crm system your sales team will love.

# BUYERS JOURNEY



## Inbound Methodology



# CLIENT CHALLENGES

## ATTRACT

- Website isn't optimized for traffic
- Business lacks a steady flow of site visitors
- Company isn't ranking for relevant keywords in search results

**89%** of online consumers use search engines when making a purchase decision

## CONVERT

- People aren't looking at many pages on the website
- Lacking context for what buyer stage a prospect is in
- Not getting leads from expensive purchased lists

Content marketing generates **3x** as many leads as traditional marketing, but costs **62%** less

## CLOSE

- Lack of visibility into which marketing efforts are working and which aren't
- Don't know where the best leads are coming from
- Trouble knowing and reaching out when prospects are ready to buy

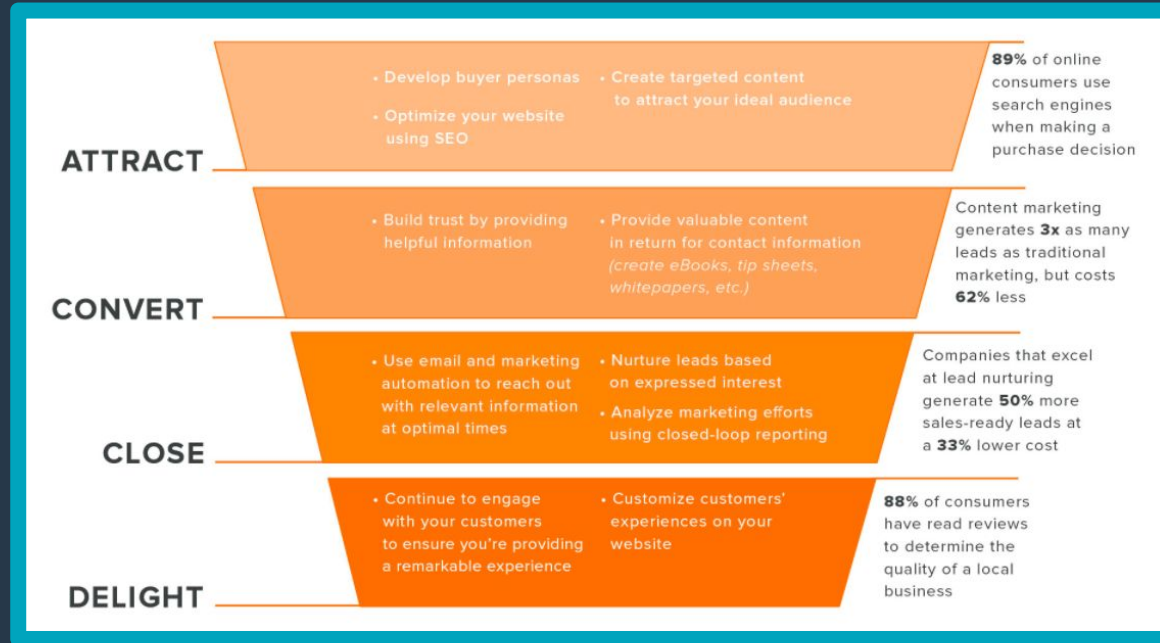
Companies that excel at lead nurturing generate **50%** more sales-ready leads at a **33%** lower cost

## DELIGHT

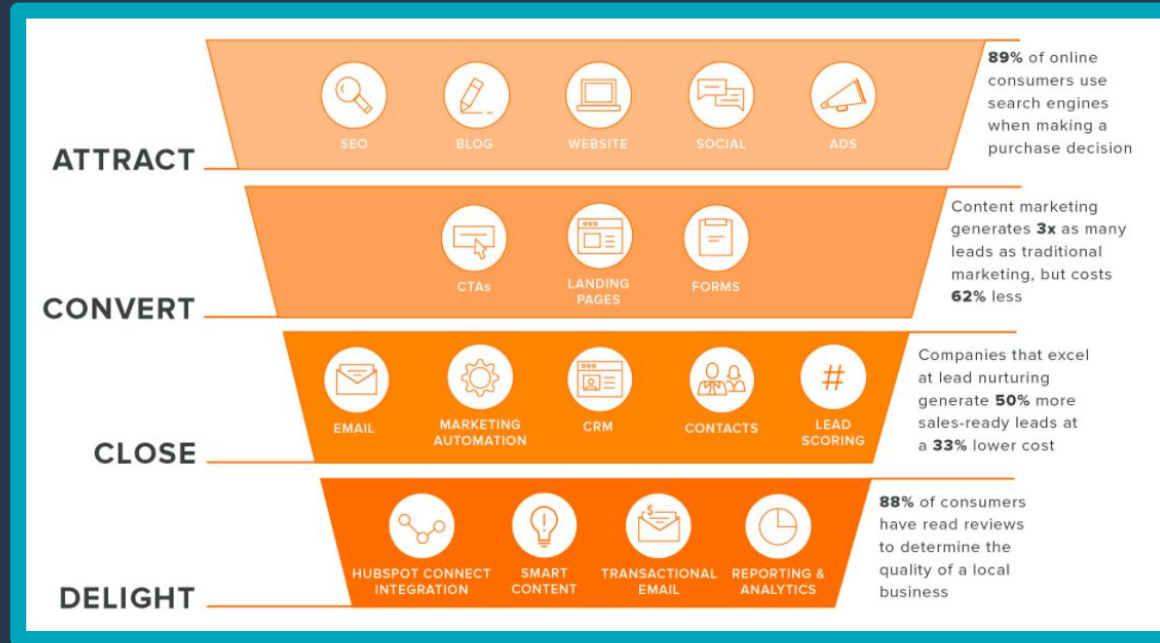
- Customers aren't repeat purchasers
- Lack of referrals from customer base
- Trouble generating positive word of mouth

**88%** of consumers have read reviews to determine the quality of a local business

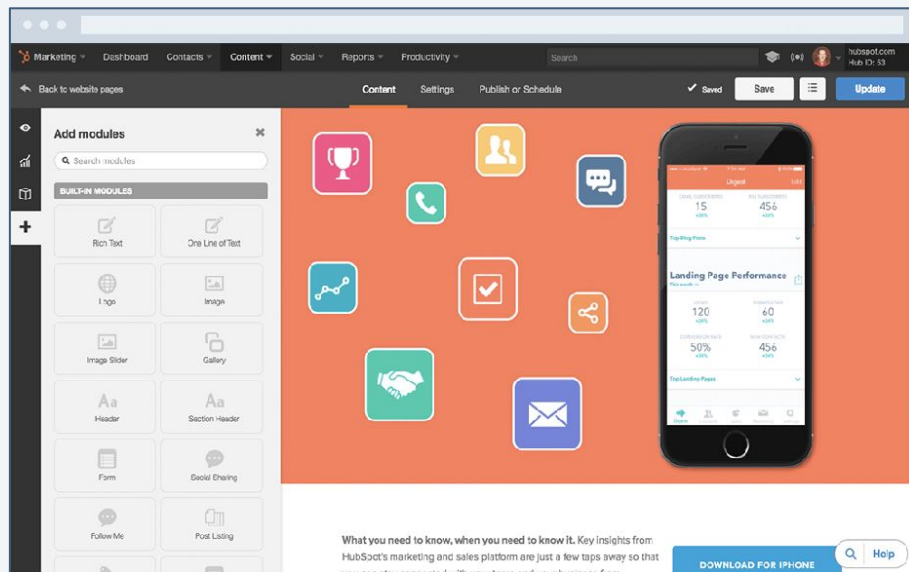
# AGENCY SERVICES



# HUBSPOT TOOLS



# ATTRACT



## WEBSITE PLATFORM

Build and modify your website without IT.

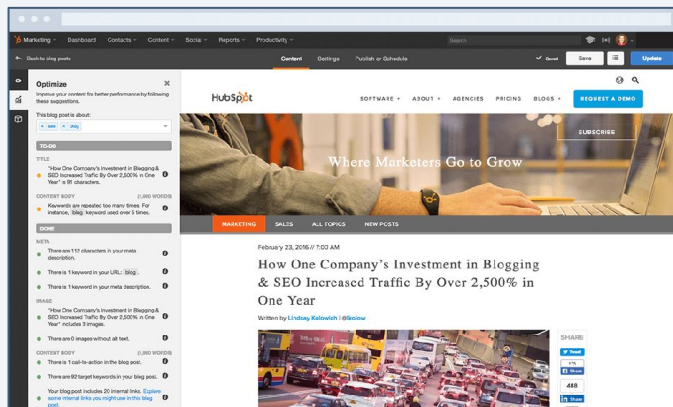
Build and host your entire site with HubSpot's website platform. drag and drop website builder. Personalize content for every visitor, and publish mobile-optimized content all from within a single interface.



## PAGE PERFORMANCE

A report card for every page of your website - implement recommendations to boost your search engine rankings.

# ATTRACT



## BLOG

Get your content in front of the right people.

Create and optimize content with keyword recommendations and measurement data to identify the articles that make the most impact (in terms of visitors, leads & customer acquisition).

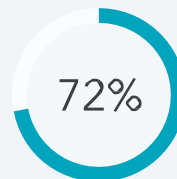
## Customers who blog see:



4.1x more visitors per month within one year



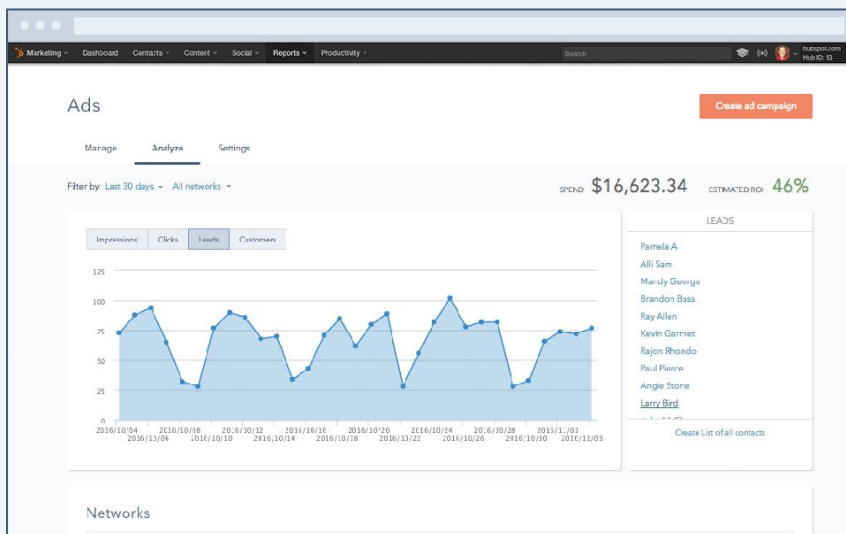
3x more leads per month within one year



72% increase in sales revenue within one year



# ATTRACT



## KEYWORDS

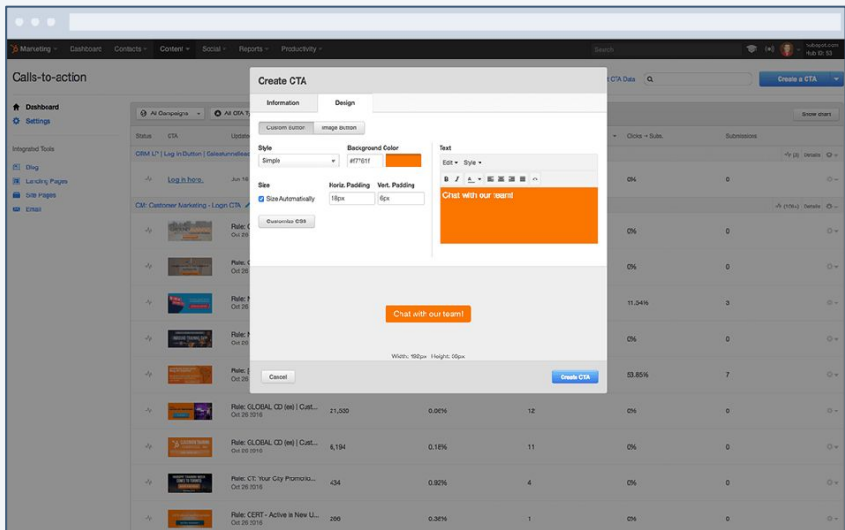
Discover which keywords will bring the best organic traffic to your site, track your organic rankings & benchmark rankings relative to competitive sites. Get as-you-type keyword suggestions and on-page SEO advice so you can outrank your competitors.



## ADS

Using Google AdWords, Facebook Ads, or LinkedIn Sponsored Updates? The Ads add-on in HubSpot shows you not only impressions and clicks, but leads, customers, and the actual ROI of your campaigns.

# CONVERT



## CALL TO ACTIONS (CTAs)

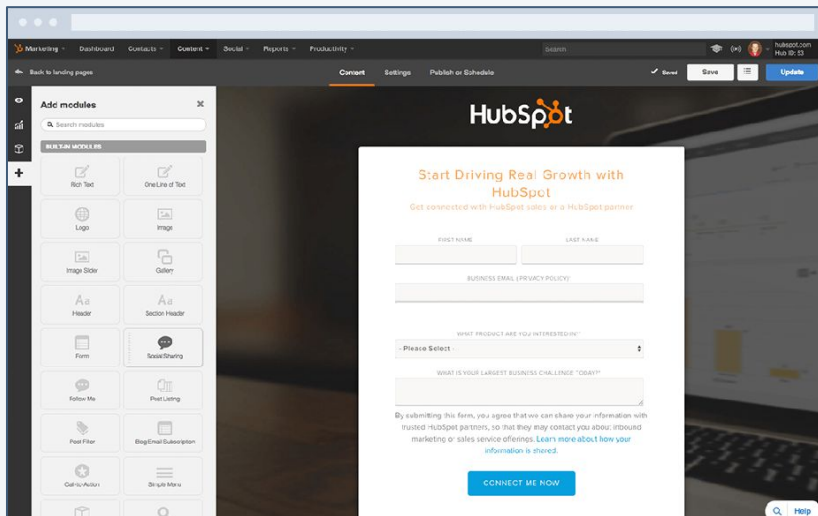
Drive more traffic to key landing pages.

Convert your visitors into leads with professional call-to-action buttons (that drive to a landing page) that you can build and add to your site in minutes.

## PERSONALIZATION

Swap out your CTAs within emails, blog posts, or on your website for a unique user experience based on lists, contact properties, sources, and more.

# CONVERT



## LANDING PAGES

Convert more visitors into qualified leads.

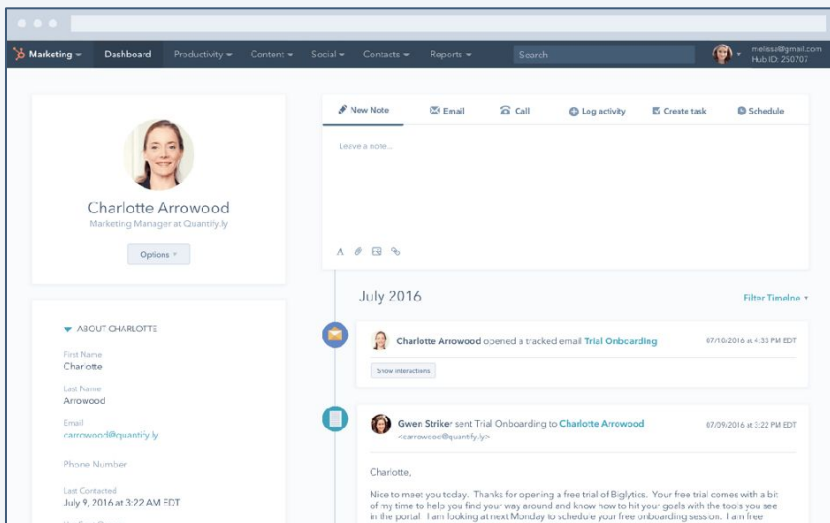
Capture inbound leads through your website with landing pages that are optimized for your brand, easy to customize and track.



## ANALYZE IN REAL TIME

See real-time traffic and conversion performance, along with source data. Analyze and A/B test landing pages in real time to optimize for visits and conversions.

# CONVERT



## LEAD MANAGEMENT

All your contact details, all in one place.

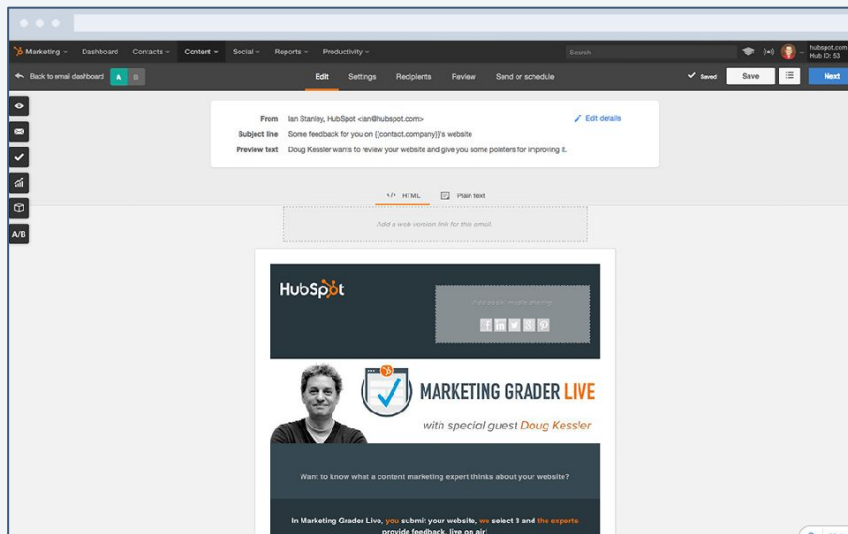
Organize all your contact details and interactions in one centralized, integrated database, create segmented lists, and score leads so sales can prioritize their outreach.



## LEAD SCORING

Automatically score and prioritize leads for sales using custom criteria based on any characteristic or behavior, or let HubSpot create a predictive lead scoring system customized with your historical data.

# CLOSE



## LIST MANAGEMENT & SEGMENTATION

Zero-in on the right contacts.

Segment leads based on their contact information and online behavior. Use these hyper-targeted lists to send emails, personalize website content, and power marketing automation.

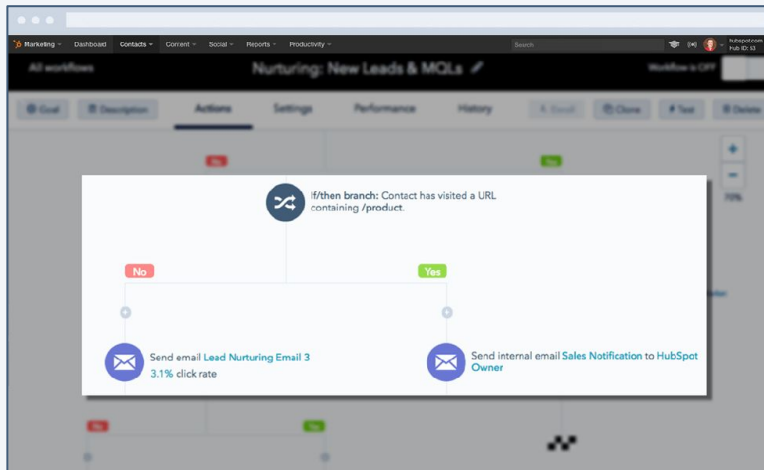


## EMAIL MARKETING

High-performance emails -- without designers or IT.

Send personalized, beautiful emails that your prospects will look forward to receiving and measure which messages are most effective. Count on un-matched deliverability and best-in-class email analytics.

# CLOSE



## MARKETING AUTOMATION

Automate your marketing beyond email.

Trigger a campaign of email messages based on any criteria you choose – examples include a form submission, a site revisit, a video view, a particular page visit. Automate responses based on important lead/customer activity and set up alerts for your sales reps as necessary.

64%

of marketers say they saw the benefits of using marketing automation within the first six months of its implementation.

20%

Nurtured leads produce, on average, a 20% increase in sales opportunities versus non-nurtured leads.

# CLOSE

Name	Views	Submissions	Rate
EN   Big Data - Project Calculator	8,464	5,777	68.25%
Big Data - Sales demo (video) - A/B Test	5,062	2,910	57.47%
EN   Excel Training for Marketers - A/B Test	11,841	2,401	20.28%
Big Data Buyers Guide	3,268	1,387	42.73%
15 Excel Templates for Every Data Scientist - A/B Test	2,570	950	36.96%
5 Reasons Every marketing team needs a data scientist	1,132	601	70.76%
Key Traits of a Big Data Team	2,444	743	30.4%
Hiring Checklist - Big Data Scientist - A/B Test	1,124	685	60.94%
How to Work with Executives as a Big Data Scientist - A/B Test	2,461	660	26.82%
Free Tool Page - A/B Test	1,871	648	34.62%
Holiday Ideas for Big Data - A/B Test	985	465	56.33%
The Future of Data - A/B Test	1,038	529	50.96%
The Future of Data Science Tools	692	492	71.1%



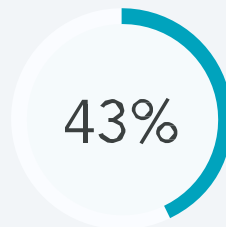
## REPORTING DASHBOARD

Track customers and report your impact on the bottom line.

Create beautiful, custom reports to export on virtually any metric from HubSpot Marketing, any record from HubSpot CRM, or data from any integrated apps you may be using via HubSpot Connect. Use closed-loop reporting to determine the ROI of your work.

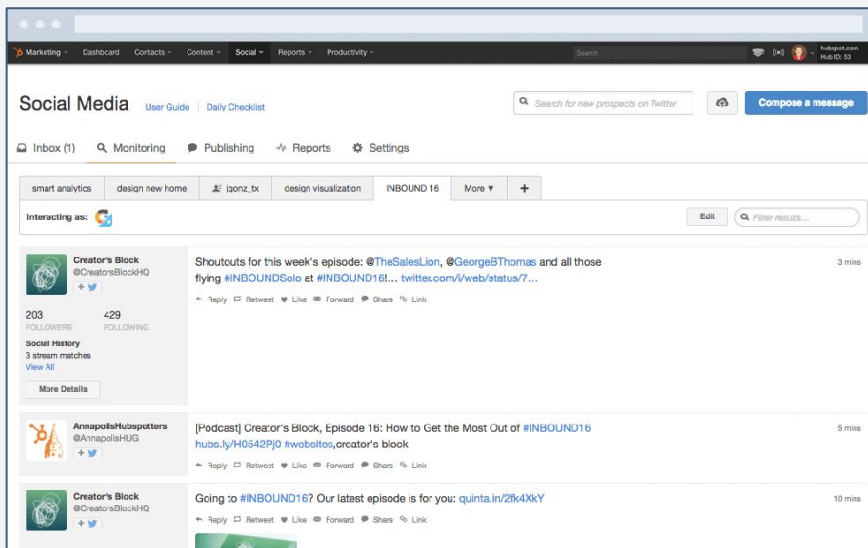


Marketers that calculate ROI are 1.6 times more likely to receive higher budgets.



43% of marketers say proving the ROI of their marketing activities is their top marketing challenge.

# DELIGHT



## SOCIAL INBOX

Monitor social mentions and connect with people who matter.

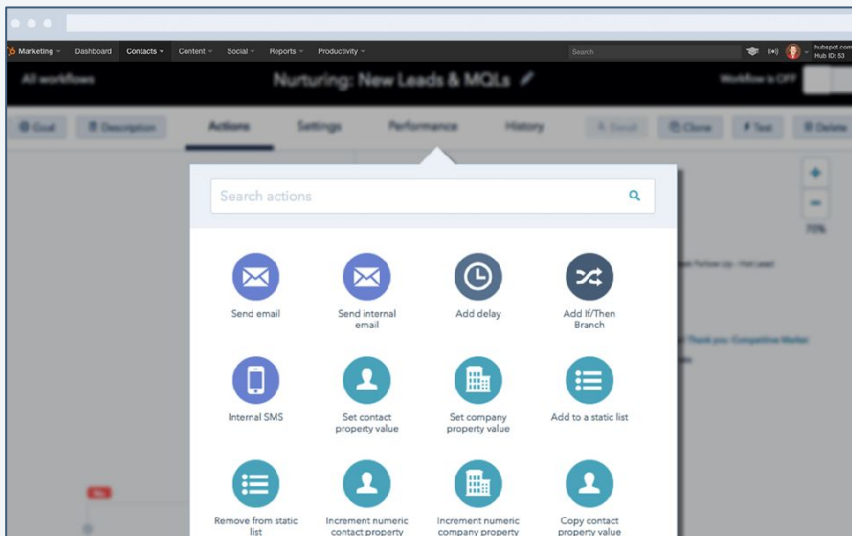
Links social interactions to real people in your database, so you can see deep context and prioritize conversations.

See every interaction with your messages, and create custom keyword monitoring streams for everyone on your team to surface the interactions.

Never miss an opportunity to engage with followers, nurture leads, or delight your customers.



# DELIGHT



## MARKETING AUTOMATION

Segment your customers from your prospects to upsell, retain, and delight.

Turn customers into excited advocates and promoters by continuing to deliver value post purchase.

Upsell and encourage customer referrals from your happiest customers, or help unhappy customers turn the situation around by giving them the content and help they need to experience the value they paid for.

With marketing automation, tailoring your content and campaigns to increase referrals, upsells, and loyalty is not only possible.

# HUBSPOT SALES

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## HUBSPOT SALES

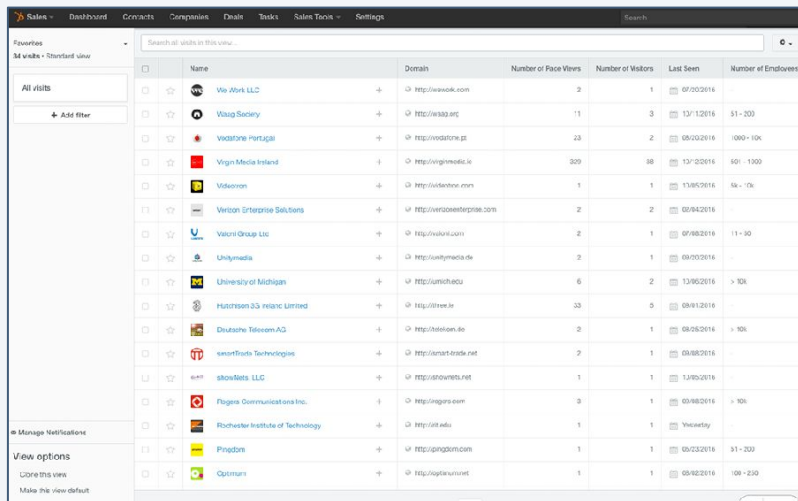
Bring useful information about the contacts and companies you work with to your inbox (and everywhere you go) with HubSpot Sales.



## HUBSPOT CRM

Say goodbye to manual tasks and confusing features. HubSpot CRM is the easy-to-use CRM system your sales team will love.

# PROSPECTS



	Name	Domain	Number of Page Views	Number of Visitors	Last Seen	Number of Employees
	Worx LLC	http://www.worx.com	2	1	07/02/2016	-
	Wag Society	http://wagsoc.org	11	3	13/11/2016	\$1-200
	videstone Portugal	http://videstone.pt	23	2	08/02/2016	<50 - 100
	Virgin Media Ireland	http://virginmedia.ie	309	88	13/12/2016	\$0 - 1000
	Viduron	http://viduron.com	1	1	13/05/2016	\$0 - 100
	Verizon Enterprise Solutions	http://verizonenterprise.com	2	2	05/04/2016	-
	Vision Group Ltd	http://visiongroup.com	2	1	07/08/2016	11-50
	Ushymedia	http://ushymedia.de	2	1	08/02/2016	-
	University of Michigan	http://umich.edu	6	2	13/02/2016	> 100
	Hutchinson 3.5 miac Limited	http://h35miac.ie	33	5	08/11/2016	-
	Deutsche Telekom AG	http://telekom.de	2	1	08/05/2016	> 100
	searsheds Technologies	http://searsheds.net	2	1	03/08/2016	-
	skowatts LLC	http://skowatts.net	1	1	13/05/2016	-
	Flugweg Communications Inc.	http://flugweg.com	3	1	03/08/2016	> 100
	Rochester Institute of Technology	http://rit.edu	1	1	Yesterday	-
	Pringdon	http://pringdon.com	1	1	05/02/2016	\$1-200
	Optimum	http://optimum.net	1	1	08/02/2016	<50 - 250



## PROSPECTS

Identify engaged prospects and focus on closing the warmest leads.

Track prospects' visits to your site in real time, determine which companies are the most engaged, and set up custom email notifications for your team.

Sort prospects using dozens of different filtering criteria like geography, company size, number of visits, and more.

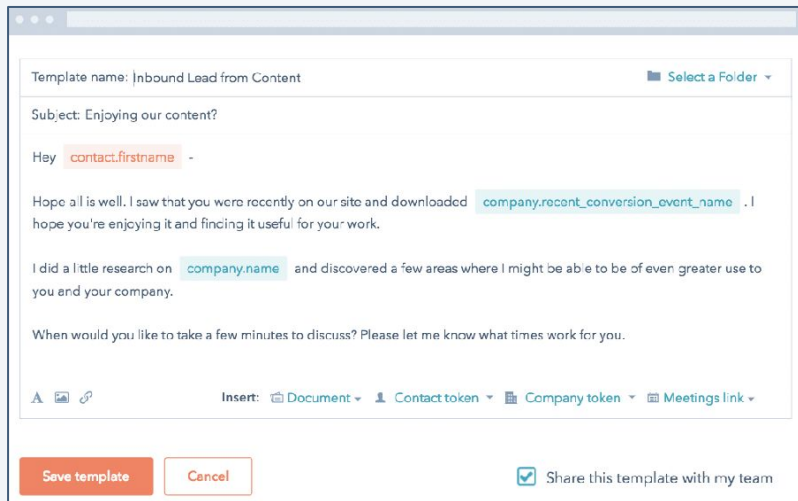
63%

of prospects are "somewhat" or "not at all" knowledgeable about a company before a sales rep makes the first contact.

43%

of salespeople struggle most with prospecting.

# TEMPLATES & EMAIL TRACKING



The screenshot shows an email template editor window. At the top, there's a 'Template name' field with the text 'Inbound Lead from Content' and a 'Select a Folder' dropdown. Below that is a 'Subject' field with the text 'Enjoying our content?'. The main body of the email is composed of several lines of text with dynamic content tokens: 'Hey contact.firstname', 'Hope all is well. I saw that you were recently on our site and downloaded company.recent\_conversion\_event\_name. I hope you're enjoying it and finding it useful for your work.', 'I did a little research on company.name and discovered a few areas where I might be able to be of even greater use to you and your company.', and 'When would you like to take a few minutes to discuss? Please let me know what times work for you.' At the bottom, there's an 'Insert' section with icons for Document, Contact token, Company token, and Meetings link. Below the email body, there are two buttons: 'Save template' and 'Cancel'. At the bottom right, there's a checkbox labeled 'Share this template with my team' which is checked.



## TEMPLATES

Identify your best-performing emails.

Personalize messages extremely quickly so you see what is performing the best. Close more deals by sharing your best email templates with your entire team.

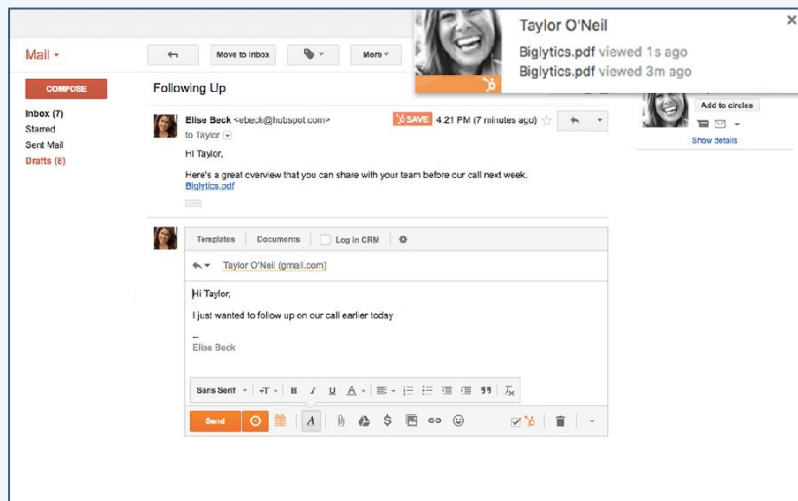


## EMAIL TRACKING

Use notifications to follow up seconds after a lead opens an email, clicks a link, or downloads an important document. Our built-in activity stream automatically logs each lead's email actions inside your browser or HubSpot Sales.

Open, click, and reply data helps you hone in on which email templates and sequences are most effective.

# DOCUMENT TRACKING



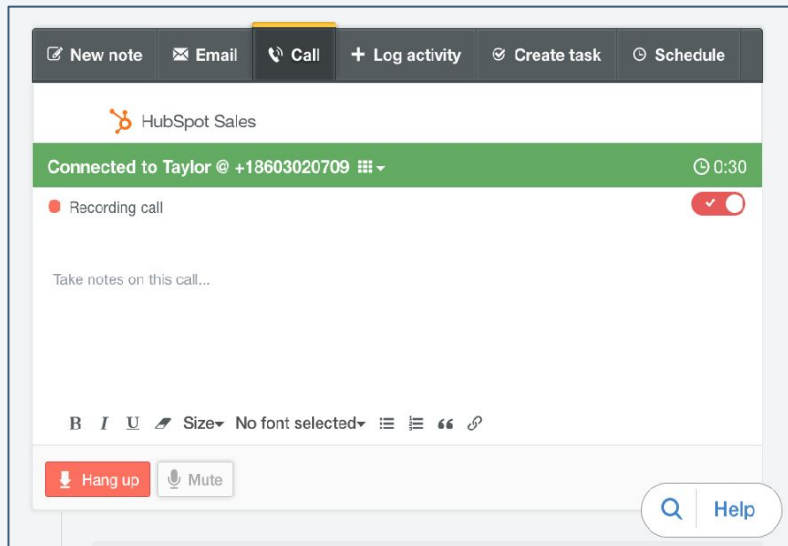
## DOCUMENT TRACKING

Know what content closes deals.

Build a library of helpful sales content for your entire team, share documents right from your Gmail or Outlook inbox, and see which content closes deals.

When a lead clicks an email link to open your document, or shares it with a colleague, we'll notify you instantly on your desktop. Get aggregate data about how your sales content is helping to move your sales process forward.

# CALL TRACKING

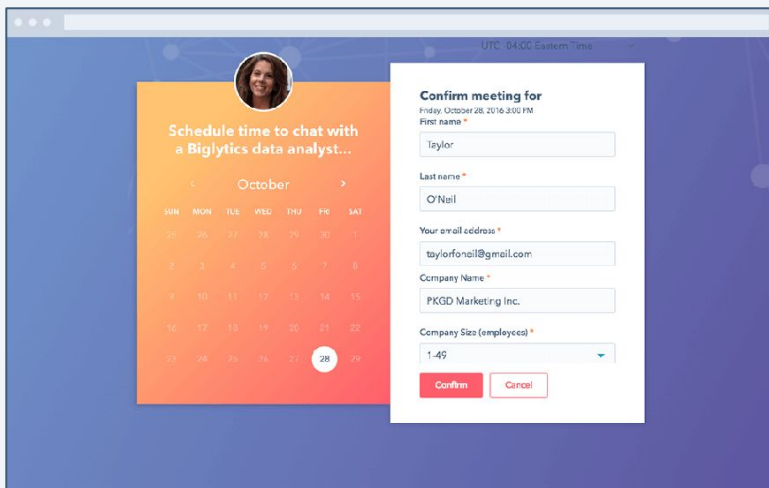


## CALL TRACKING

Spend less time dialing and more time selling.

Use data from your HubSpot CRM to prioritize your best calls, and set up a daily calling queue. Just one click connects you to a prospect through Voice Over IP or your desk phone.

# MEETINGS



UTC: 04:00 Eastern Time

Schedule time to chat with a Biglytics data analyst...

October

SUN	MON	TUE	WED	THU	FRI	SAT
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Confirm meeting for

Friday, October 28, 2016 3:00 PM

First name \*

Taylor

Last name \*

O'Neil

Your email address \*

taylorfonall@gmail.com

Company Name \*

PKGD Marketing Inc.

Company Size (employees) \*

1-49

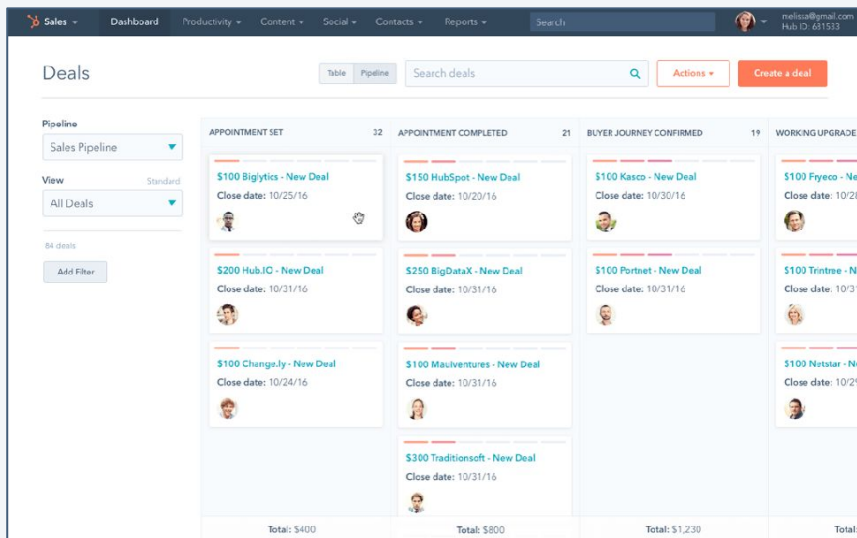
Confirm Cancel



## MEETINGS

Put the power to book meetings in the hands of your prospects. Meetings sync to your Google or Office 365 calendar, so your schedule is always up-to-date. As prospects book meetings, automatically create new records or log the activity in your CRM.

# HUBSPOT CRM



## HUBSPOT CRM

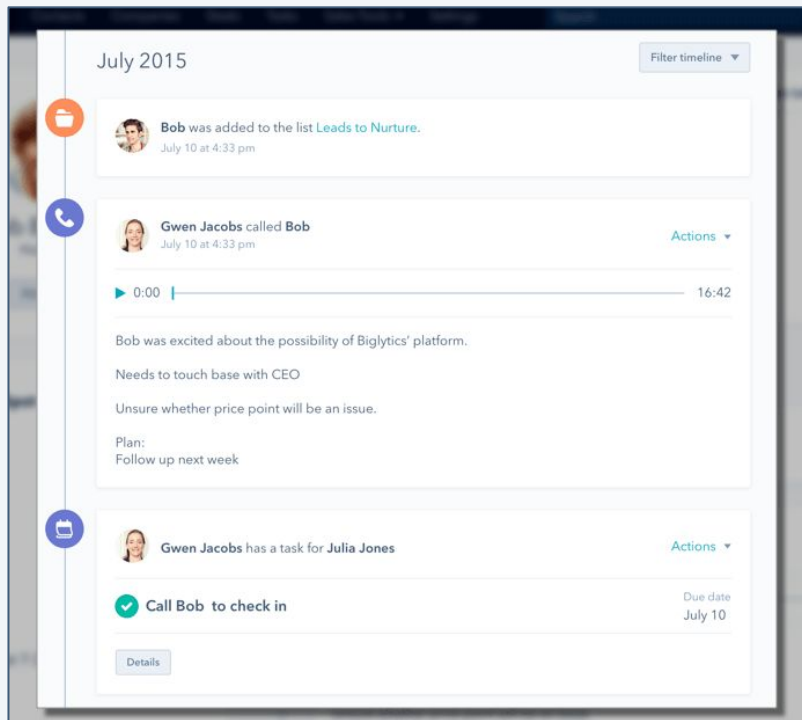
Get an up-to-the-minute view of your entire sales funnel on a clean, visual dashboard. Create new deals with a single click, then drag and drop them from stage to stage as they progress.

You can sort deals won and lost, appointments scheduled, and contracts sent over any time period. Plus, track performance against quotas you set.

Sort deals by name, owner, amount, or stage with custom filters for actionable intel in a fraction of the time.



# HUBSPOT CRM



## HUBSPOT CRM

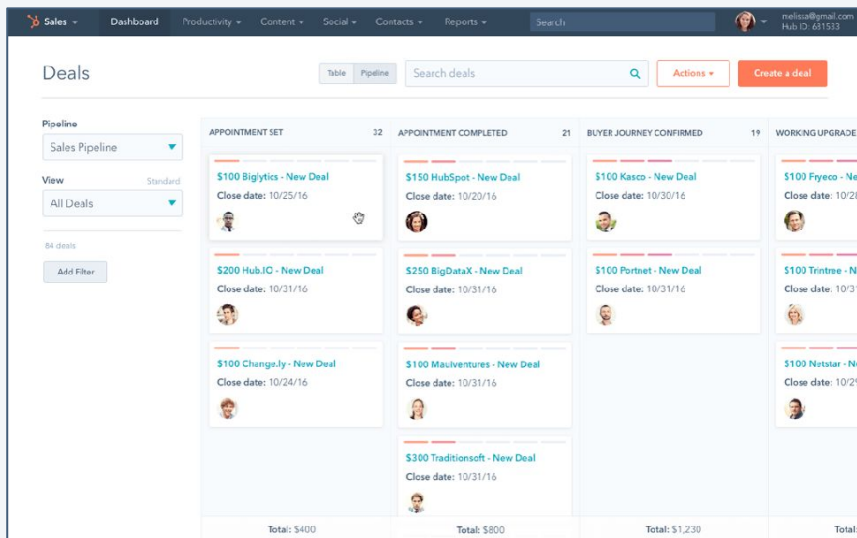
See everything about a lead in one place.

Go way beyond names and job titles. Every interaction with a lead is stored in a tidy timeline, including calls, emails, meetings, and notes.

You'll never need to dig through a messy inbox or spreadsheet to figure out where a relationship left off.

Sync up with HubSpot Marketing, and you'll know which content your lead has consumed so you can personalize your approach.

# HUBSPOT CRM



The screenshot displays the HubSpot CRM 'Deals' dashboard. At the top, there's a navigation bar with tabs for Sales, Dashboard, Productivity, Content, Social, Contacts, and Reports. Below this, the 'Deals' section is active, showing a search bar and buttons for 'Actions' and 'Create a deal'. The main area is a sales pipeline with four stages: 'APPOINTMENT SET' (22 deals), 'APPOINTMENT COMPLETED' (21 deals), 'BUYER JOURNEY CONFIRMED' (19 deals), and 'WORKING UPGRADE' (19 deals). Each stage contains deal cards with details like name, amount, and close date. For example, in the 'APPOINTMENT SET' stage, there are deals like '\$100 Bigyitics - New Deal' and '\$200 HubJG - New Deal'. The bottom of each stage shows a total value: \$400 for Appointment Set, \$800 for Appointment Completed, \$1,230 for Buyer Journey Confirmed, and a total for Working Upgrade.

Stage	Deal Name	Amount	Close Date
APPOINTMENT SET (22)	\$100 Bigyitics - New Deal	\$100	10/25/16
	\$200 HubJG - New Deal	\$200	10/31/16
	\$100 Changely - New Deal	\$100	10/24/16
APPOINTMENT COMPLETED (21)	\$150 HubSpot - New Deal	\$150	10/20/16
	\$250 BigDataX - New Deal	\$250	10/31/16
	\$100 MacVentures - New Deal	\$100	10/31/16
BUYER JOURNEY CONFIRMED (19)	\$100 Kasco - New Deal	\$100	10/30/16
	\$100 Portnet - New Deal	\$100	10/31/16
WORKING UPGRADE (19)	\$100 Fryco - New Deal	\$100	10/28/16
	\$100 Trintree - New Deal	\$100	10/31/16



## HUBSPOT CRM

Get an up-to-the-minute view of your entire sales funnel on a clean, visual dashboard. Create new deals with a single click, then drag and drop them from stage to stage as they progress.

You can sort deals won and lost, appointments scheduled, and contracts sent over any time period. Plus, track performance against quotas you set.

Sort deals by name, owner, amount, or stage with custom filters for actionable intel in a fraction of the time.

# BRING IT ALL TOGETHER

## SAMPLE SERVICE PACK

### ***Attract***

Buyer Persona Development  
Blogging  
On Page SEO

▼ Social Publishing  
▼ PPC  
▼ Sales Prospecting Framework

### ***Convert***

Campaign Creation & Management  
Landing Page Creation  
CTA & Conversion Path Building

▼ Sales Reporting  
▼ Templates  
▼ Sequences

### ***Close***

Email Marketing  
Lead Nurturing and Automation  
Sales Coaching

▼ CRM Implementation  
▼ Sales Skills Training  
▼ Sales Pipeline Analytics

### ***Manage***

Weekly Check-ins  
Monthly ROI Reporting  
Campaign Performance Reporting

▼  
▼  
▼

# QUESTIONS?

