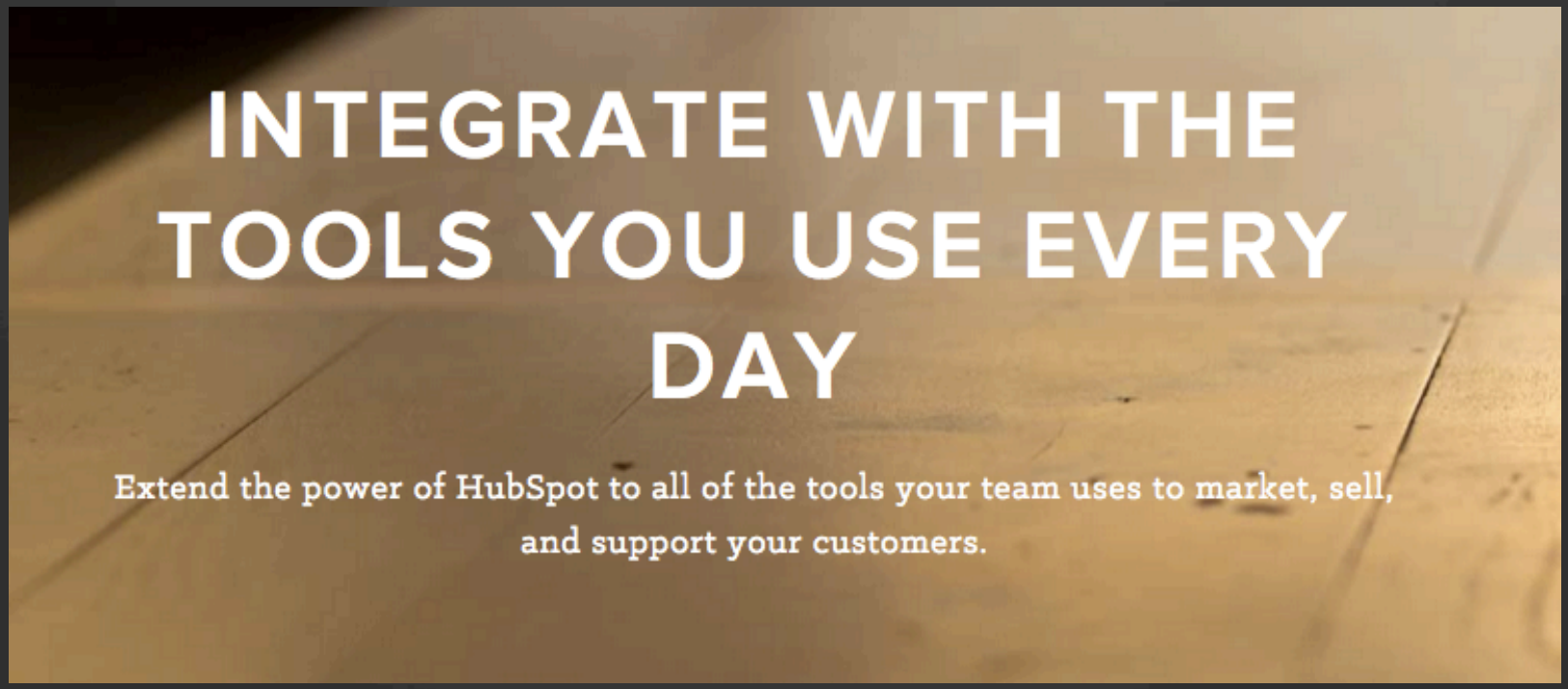
Delivering More Client Value:

A Walkthrough of HubSpot's Newest Integrations

With @DannieHerz (#PartnerDay15)

HubSpot's Integration Strategy



A Trip Down Memory Lane

Existing Integrations

GoToWebinar Integration

Build beautiful landing pages to register webinar attendees using HubSpot. Send reminders, follow-up emails, and nurture attendees. Never import or export another CSV file of webinar leads again. More...

Salesforce Integration

Sync leads in real time. Set tasks, trigger automation, and keep your sales team informed with lead intelligence from HubSpot. It's all possible with the native HubSpot-Salesforce integration. More...

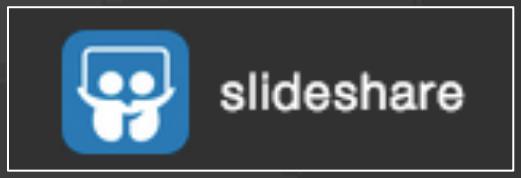
SurveyMonkey Integration

The SurveyMonkey integration brings surveys more closely into your inbound marketing strategy, enabling you to view survey responses right within your contact database and segment contacts based on their survey responses. More...

Wistia Integration

Measure the true impact of your video content with the Wistia-HubSpot integration. Segment, nurture, and score based on video view activity. Keep your sales team informed on how individual prospects are interacting with your videos. More...

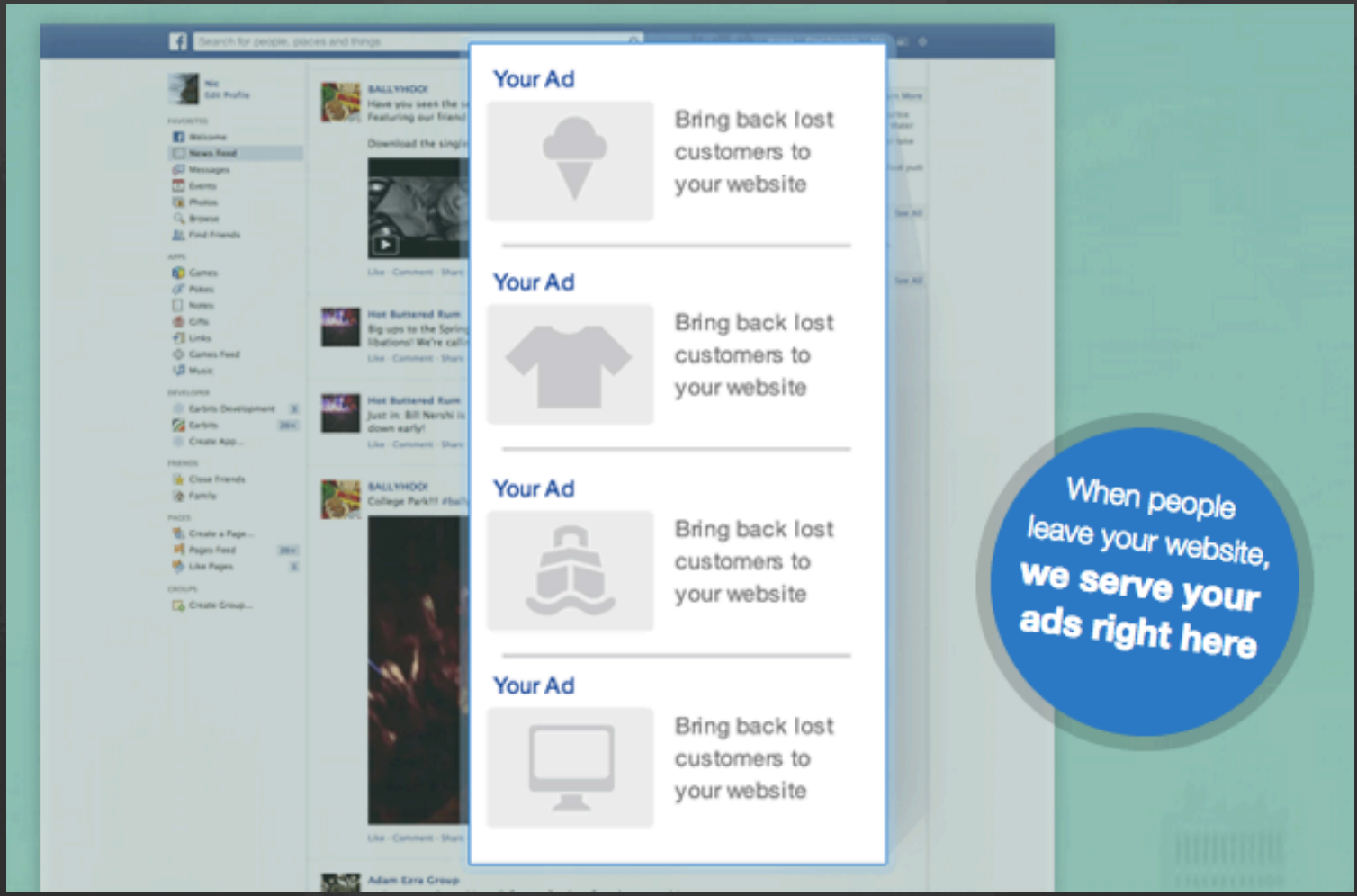
New Integrations!



Let’s Take a Deeper Dive

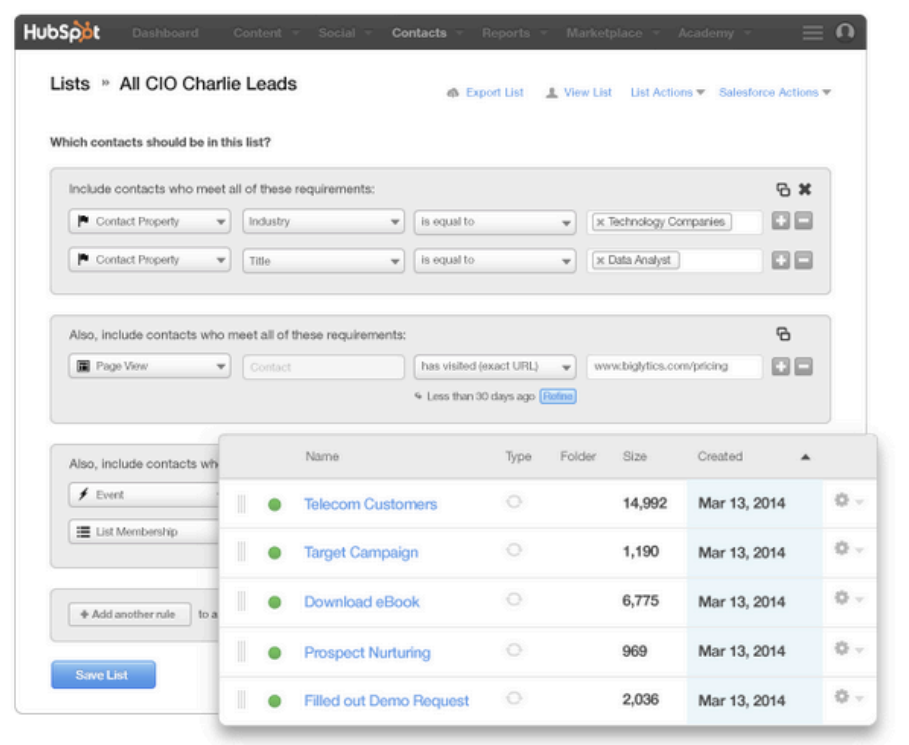
PERFECT AUDIENCE

What is Perfect Audience?



PERFECT AUDIENCE

How does the integration work?

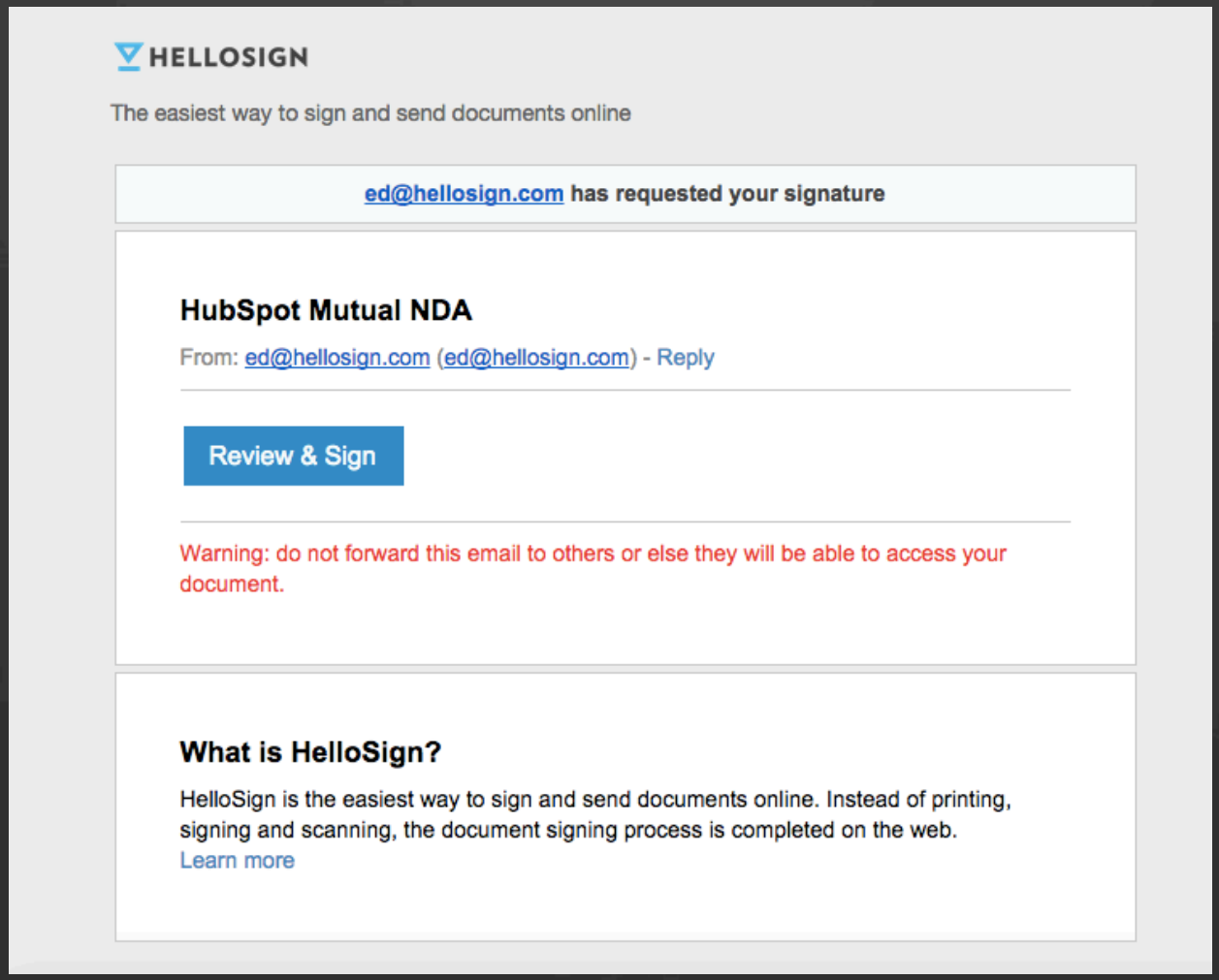


PERFECT AUDIENCE

How can I use it to deliver more client value?

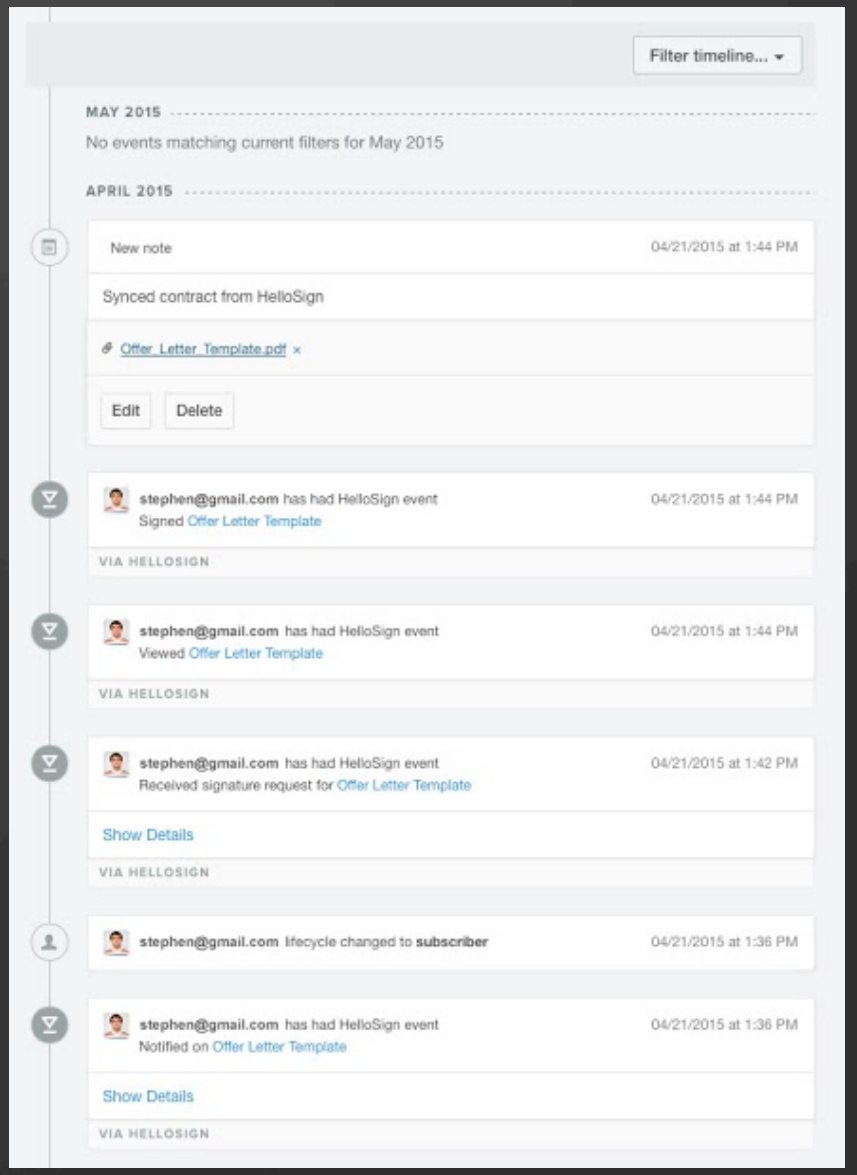
- Kuno Creative + Perfect Audience will take a deep dive into using Perfect Audience for your customers
- Couple your inbound marketing efforts with highly-customized, bottom-of-the-funnel re-targeting efforts

What is HelloSign?



HELLOSIGN

How does the integration work?



HELLOSIGN

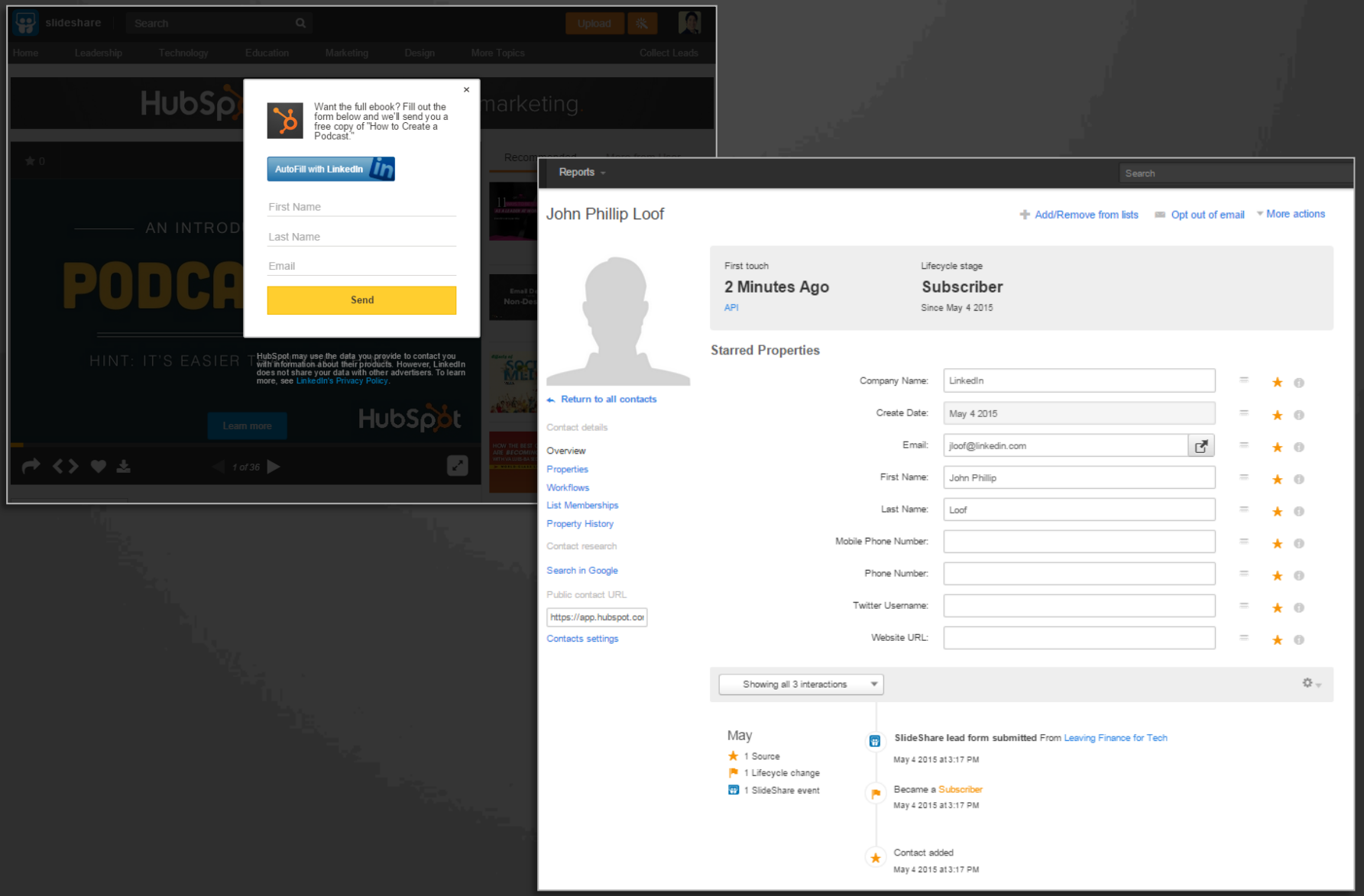
How can I use it to deliver more client value?

- Help your customers seal-the-deal with leads you've produced on their behalf
- Help your customers stay organized by attaching all contracts to their account records in HubSpot CRM
- Help your customers delight their own customers with post-sale nurturing campaigns

What is Slideshare?

How does the integration work?

slideshare



How can I use it to deliver more client value?

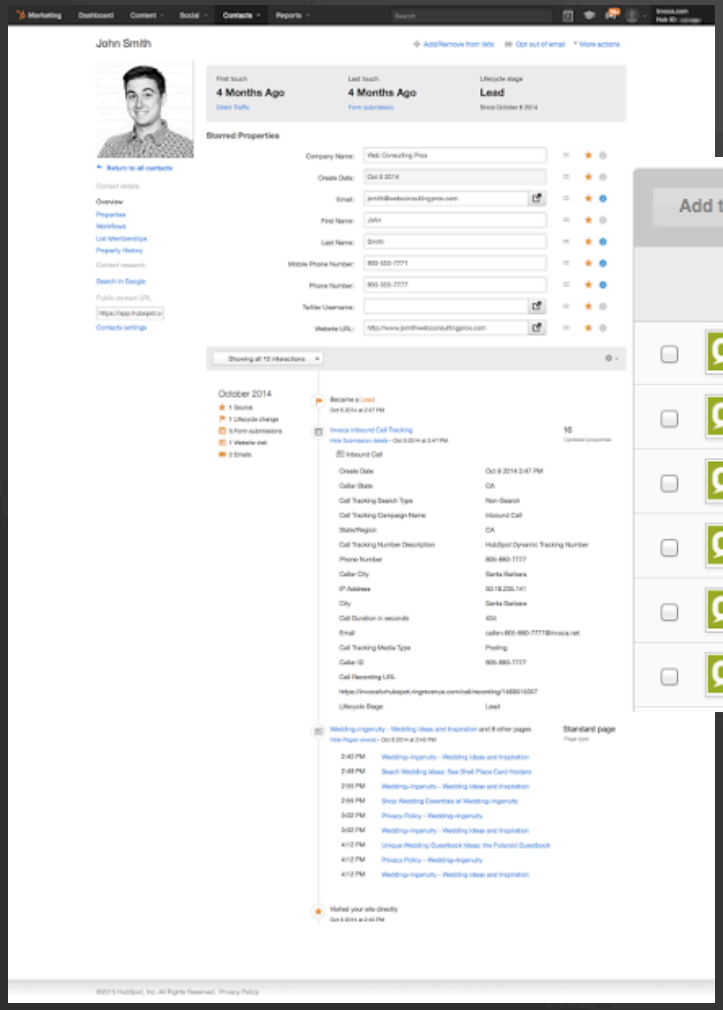
- Re-purpose premium content by uploading all decks onto Slideshare
- Improve SEO through Slideshare's indexed pages
- Increase conversion rates through customized CTAs and email messages for leads who have converted on specific Slideshare decks

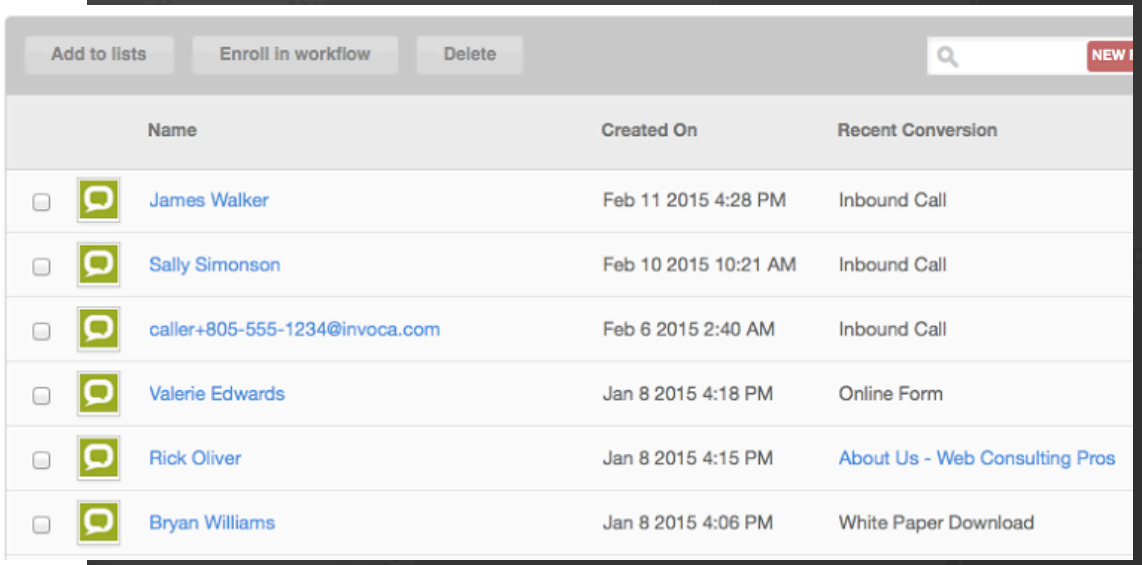
INVOCA
The power of talk

What is Invoca?

How does the integration work?

INVOCA
The power of talk



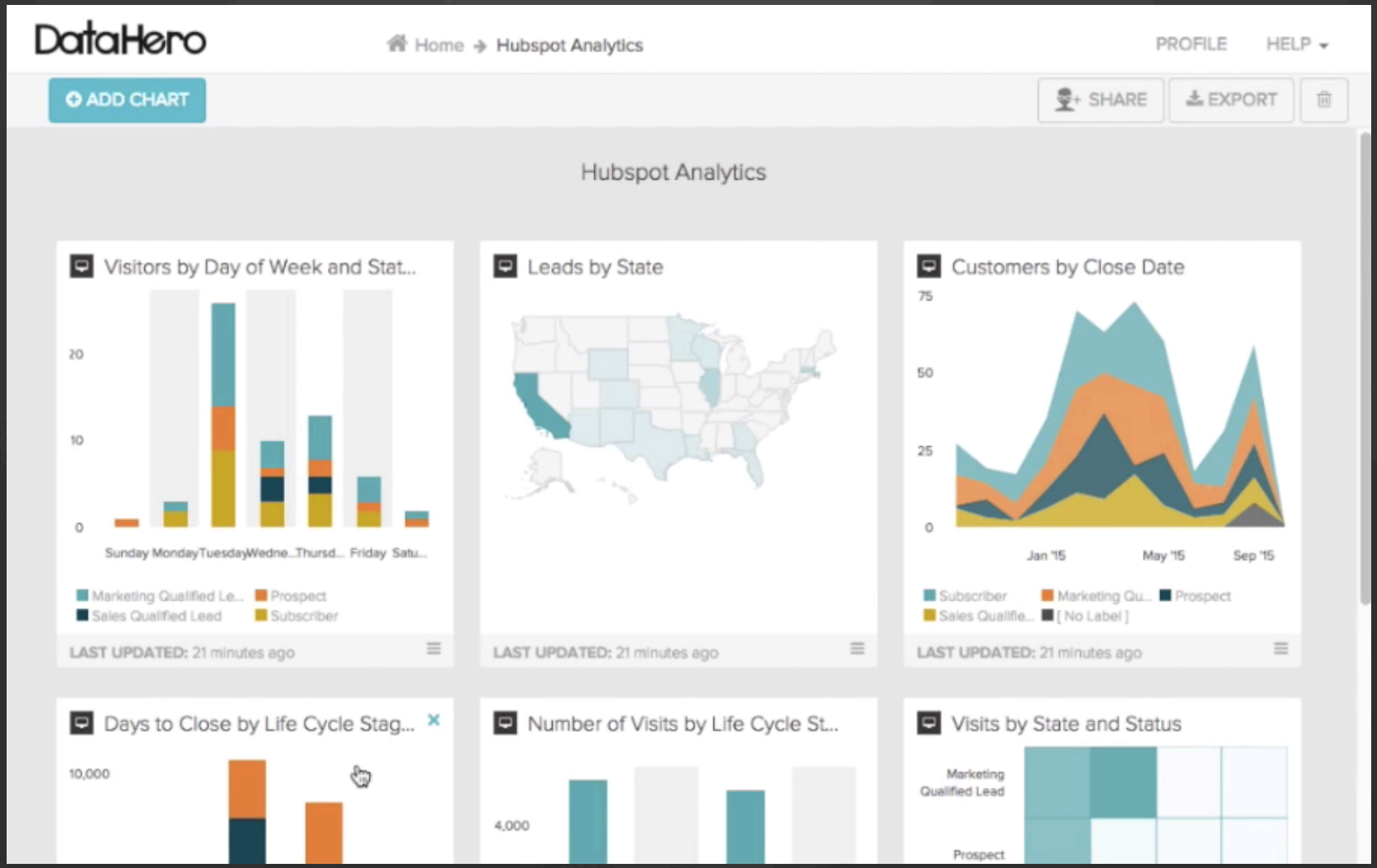


How can I use it to deliver more client value?

- Enhance ROI tracking by including leads generated through inbound calls
- Nurture non-web leads more thoughtfully through personalized follow up emails and CTAs
- Adjust lead scores of engaged call-in leads

DataHero

What is DataHero?



How does the integration work?

DataHero

The only analytics tool you need to visualize your HubSpot data

"The opportunity that it (DataHero) provides for HubSpot customers to juxtapose HubSpot data with data from other tools is a huge win in our goal to give HubSpot customers the most complete snapshot of the effectiveness of their broad marketing activities."

- Meghan Keaney Anderson
Director of Product Marketing at HubSpot

DataHero

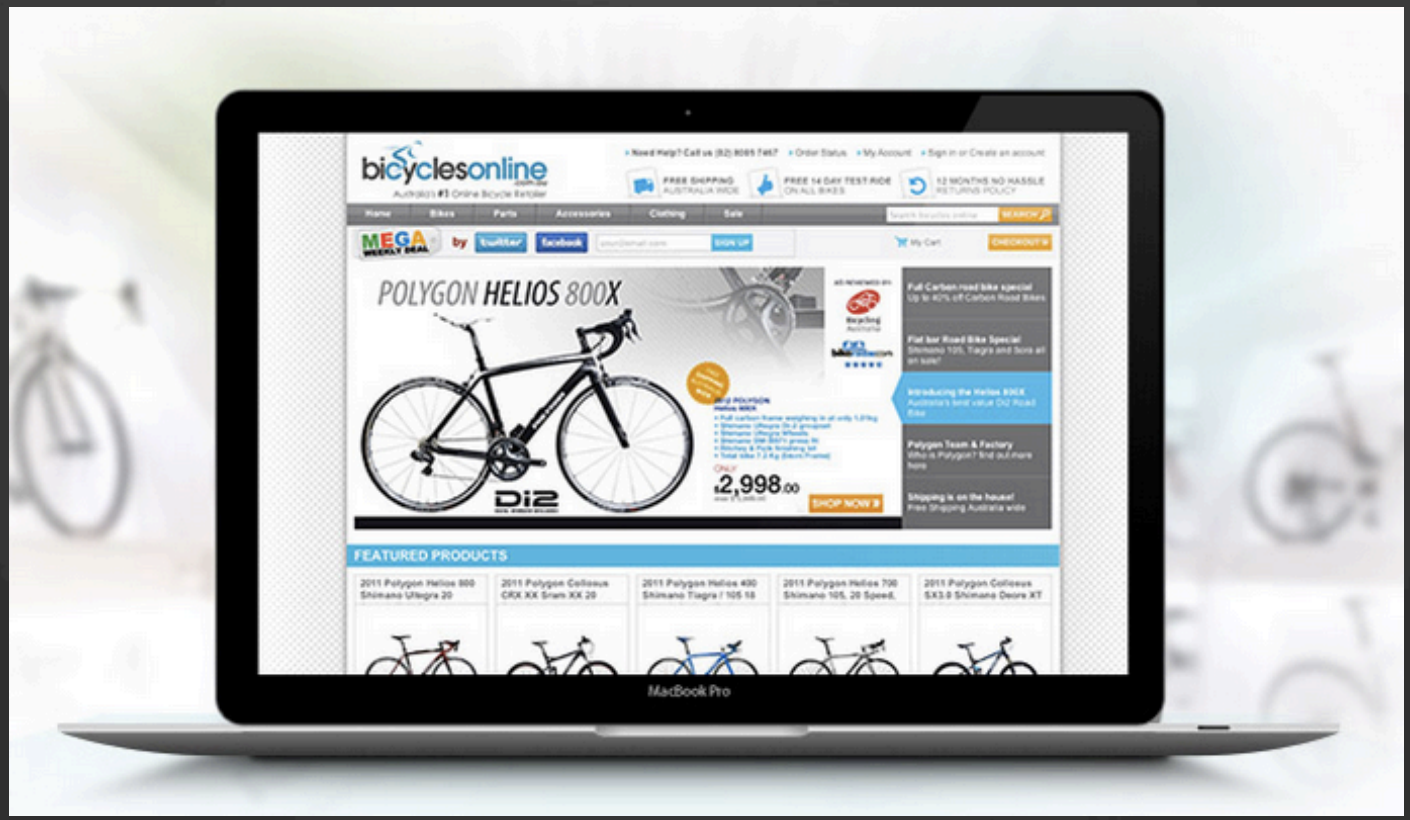
How can I use it to deliver more client value?

- Deeper analysis and more data visualization
- Create custom reports that juxtapose HubSpot data with data from other sources
- Automatically update customer's chart requests with scheduled updates on DataHero

shopify

Bigcommerce

What are Shopify & BigCommerce?



How do the integrations work?

HubShop.ly for Shopify

- ✔ Automatically sync customer and order data from Shopify in your HubSpot account.
- ✔ Segment your customers by lifetime revenue, average order value, products purchased, purchase totals, and more!
- ✔ Create personalized and triggered emails, including: welcome series, abandoned cart recovery, post purchase follow-ups, product review requests, and more!

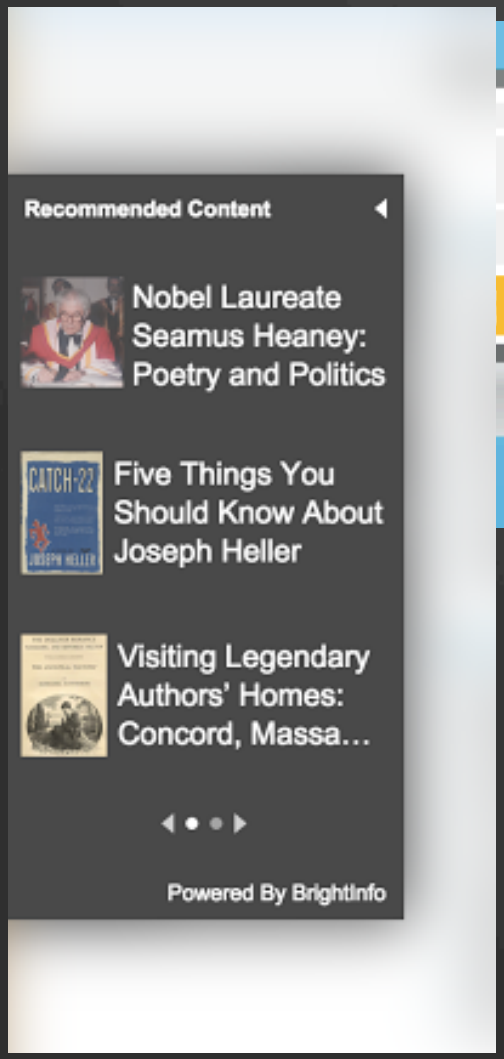
shopify

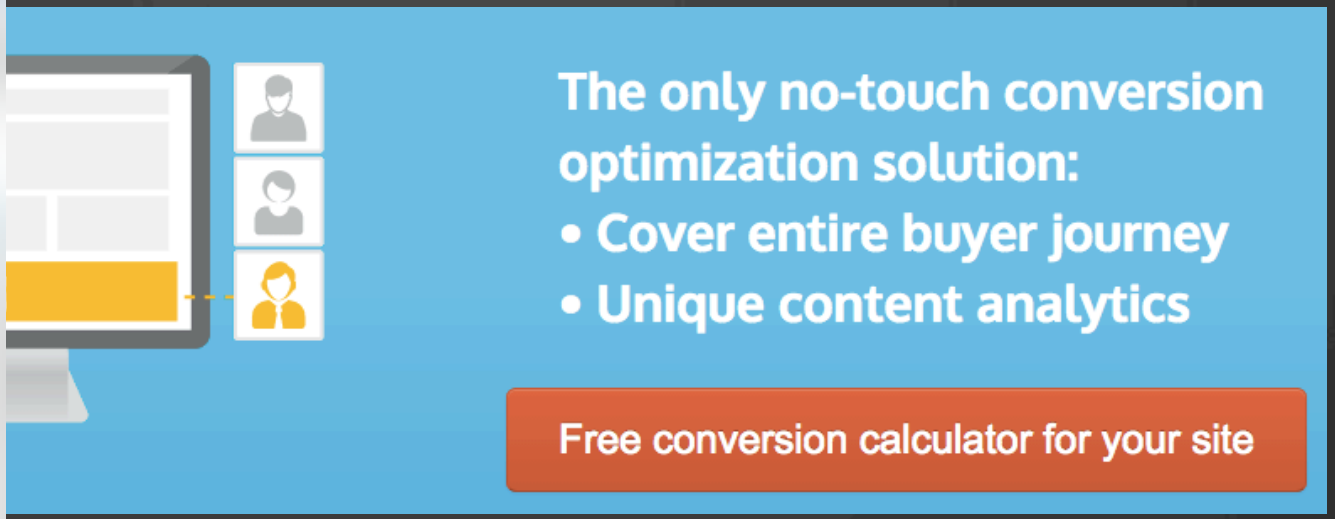
Bigcommerce

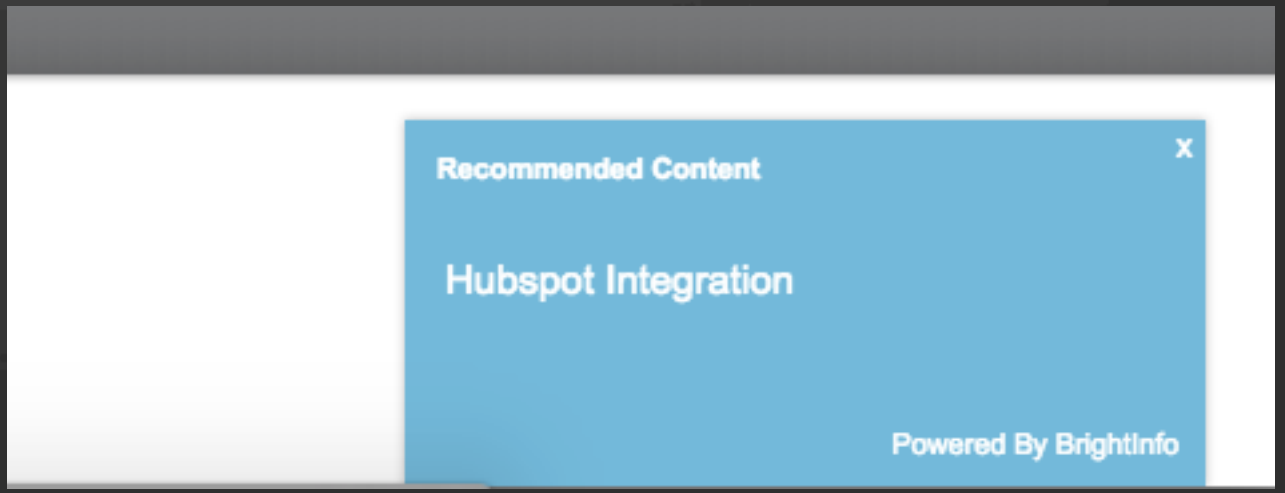
How can I use it to deliver more client value?

- Customize your service packages for e-commerce customers and track marketing efforts through to sale
- Create shopping cart abandonment emails as well as welcome series for new customers

What is BrightInfo?







How does the integration work?

BrightInfo.

Welcome HubSpot Users

BrightInfo automatically targets your anonymous visitors with relevant content offers from your site and blog, increasing HubSpot ROI by up to 80% – immediately! Sign up with BrightInfo by May 31, and get our HubSpot integration for FREE.

What do you need to do?

- ✓ Contact us to claim your special offer
- ✓ Get a BrightInfo account
- ✓ Go live and start generating more leads!

"With this integration, HubSpot users can create personalized content recommendations that adapt to the interests of each visitor, and treat prospective customers like people, not anonymous website visitors."
Meghan Keaney Anderson
Director of Product Marketing, HubSpot

Claim your special offer now!

Just a few details to get started

Name *

Work Email *

Phone *

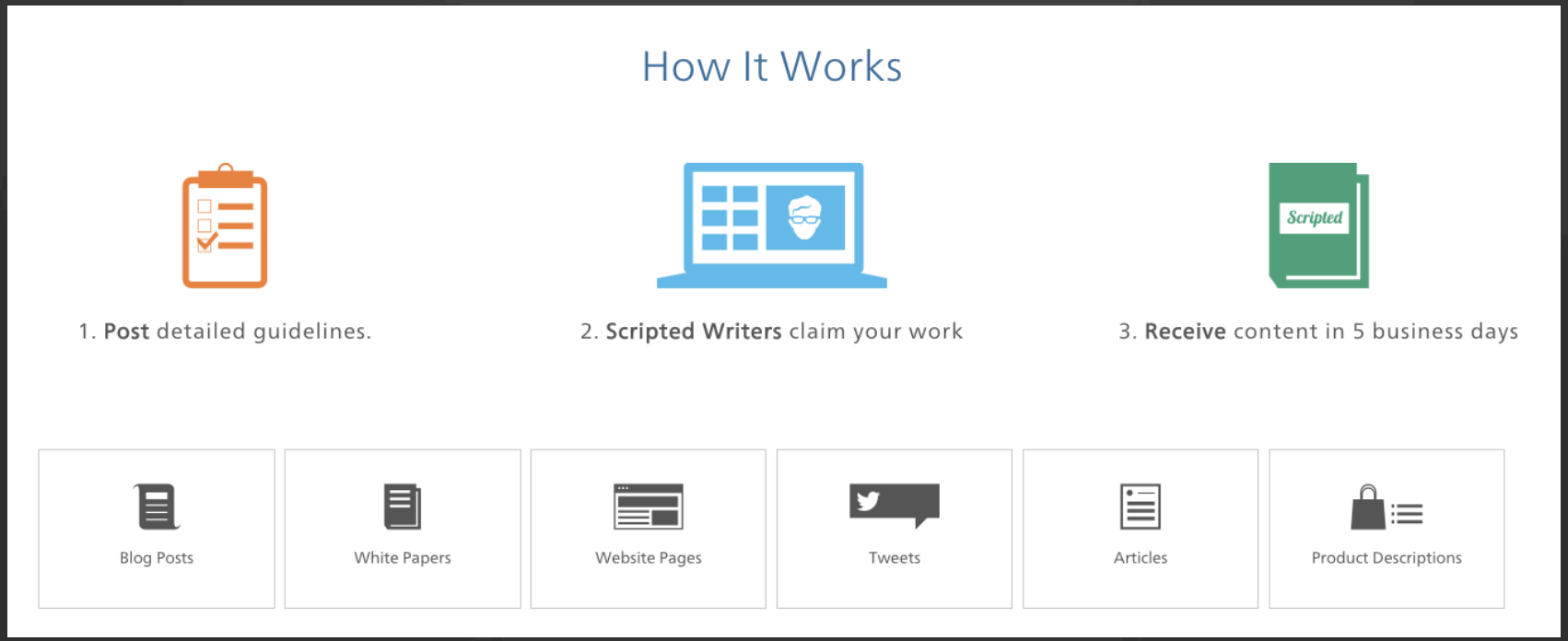
I love special offers

How can I use this to deliver more client value?

- Increase conversion rates of visitor to leads through flash boxes with offers and additional content
- Personalize additional content recommendations through BrightInfo based on a lead or customers contact properties in HubSpot

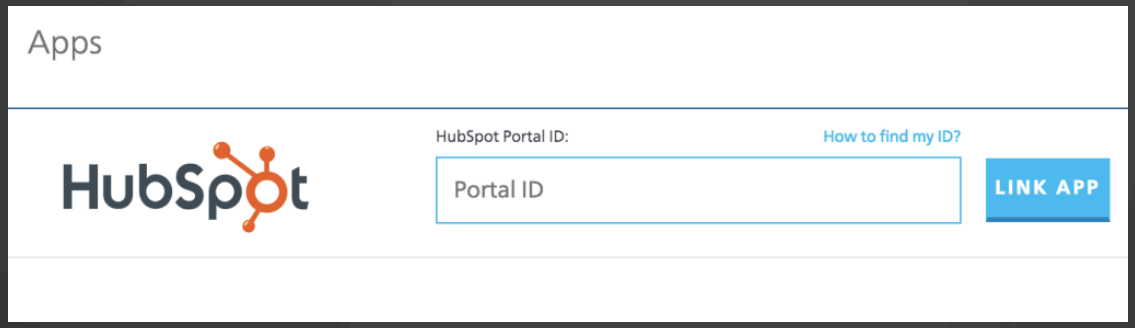
What is Scripted?

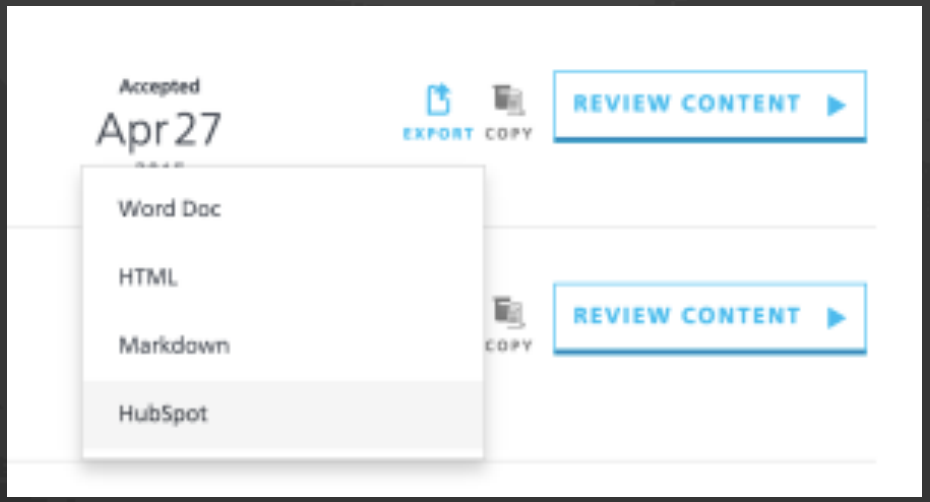
Unique Content Written Just For You



How does the integration work?

scripted





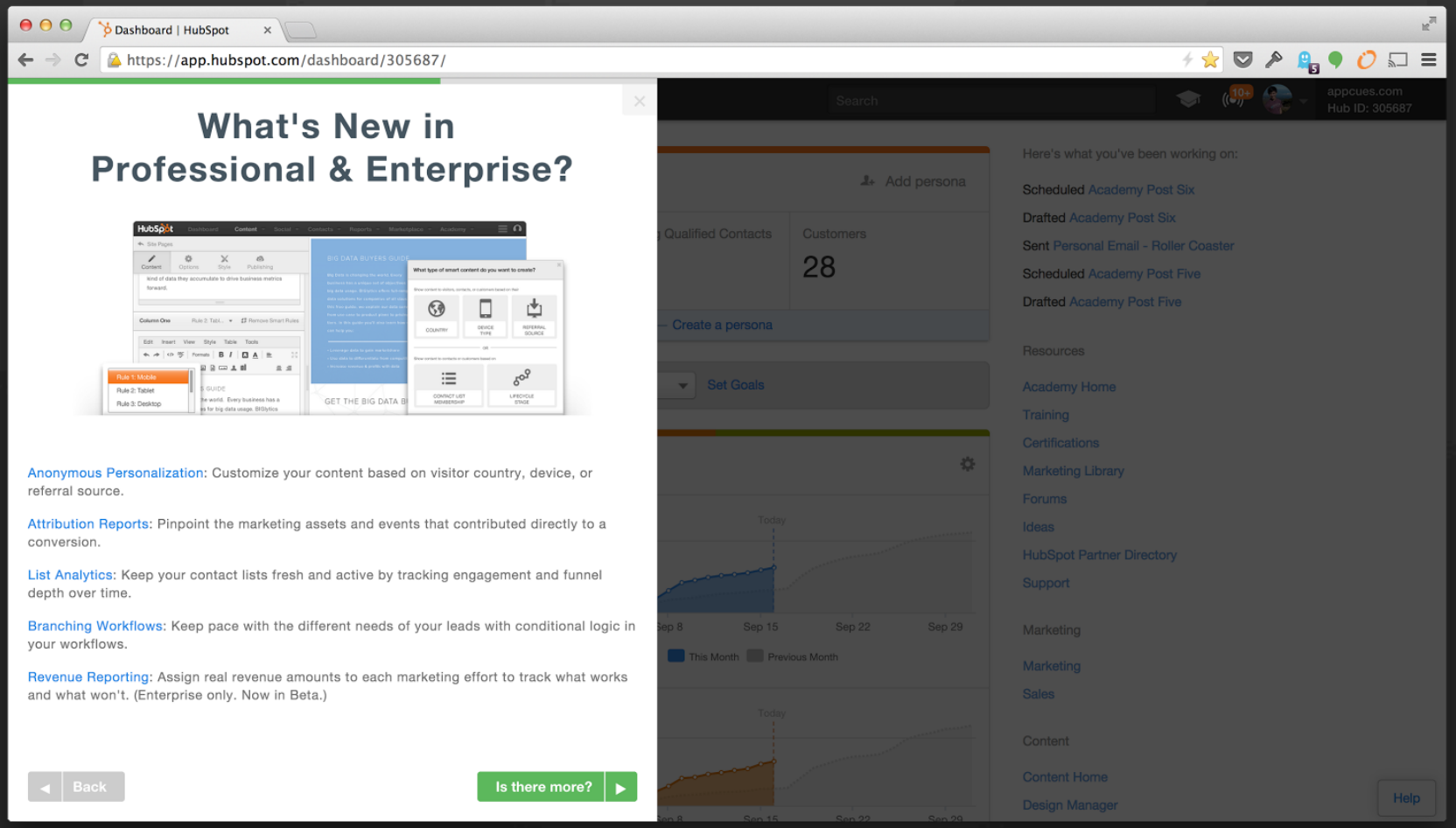
scripted

How can I use this to deliver more client value?

- Find content writers who can speak in the voice of your customers for more content from authors you trust
- Increase content on your customers' sites and other web properties in order to increase traffic, leads and sales

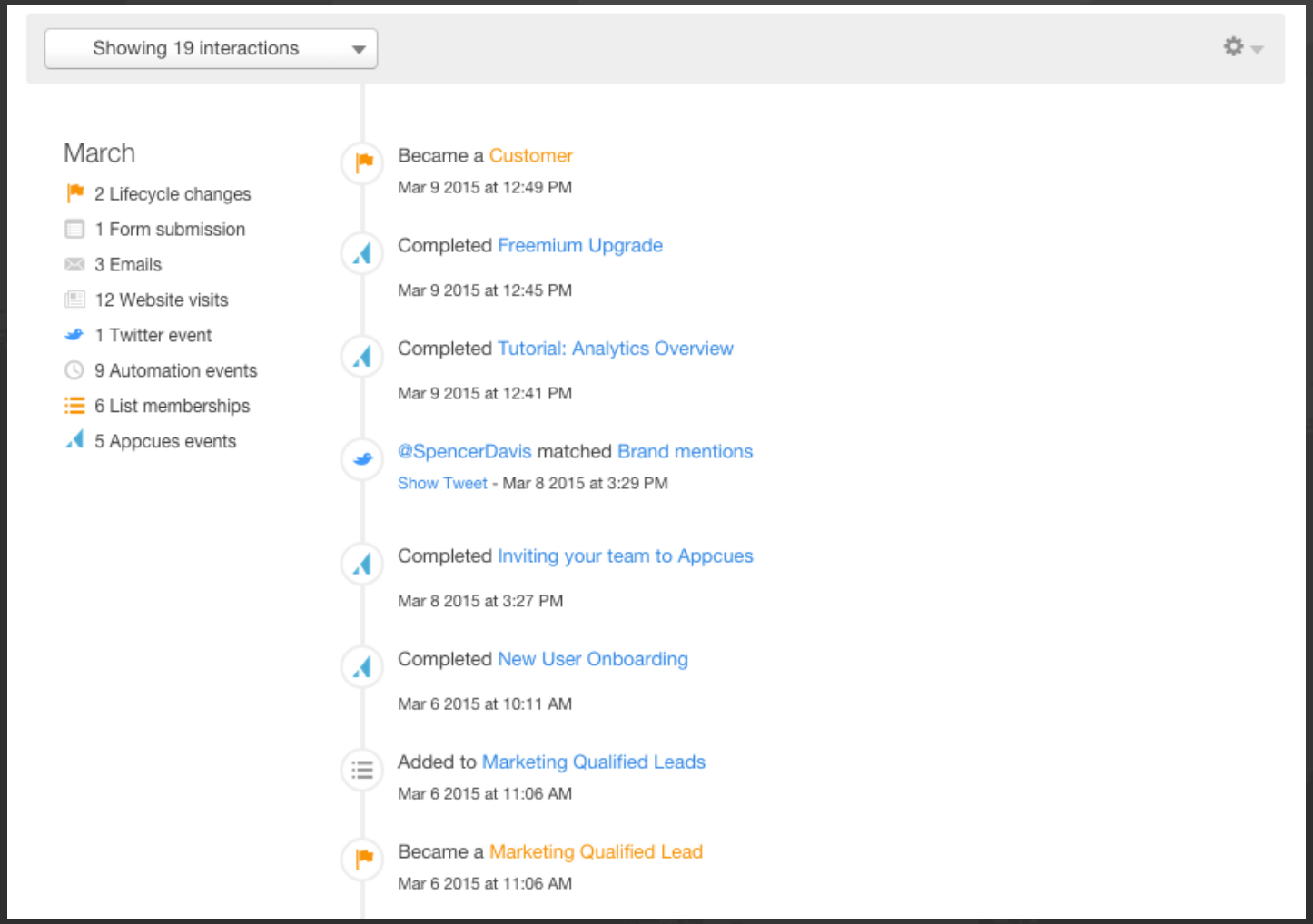
Appcues

What is AppCues?



How does the integration work?

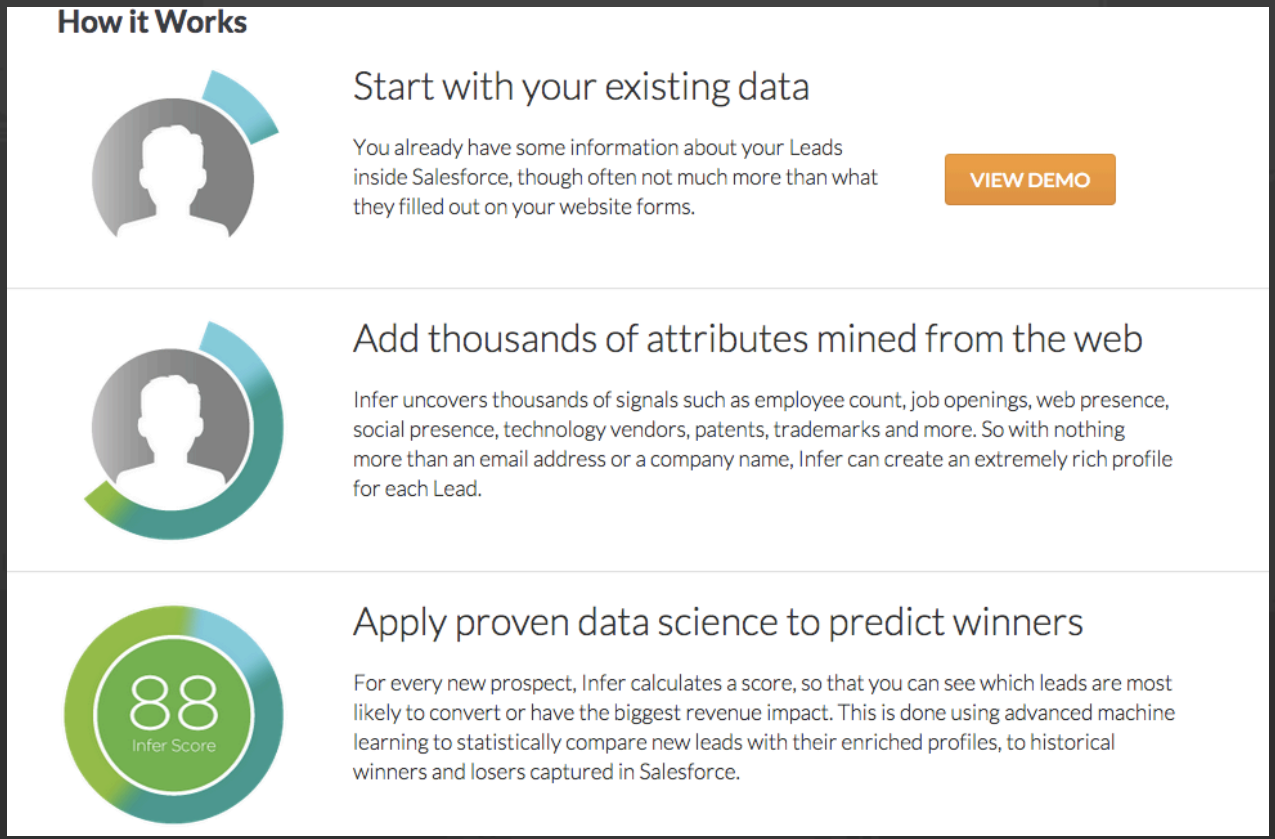
Appcues



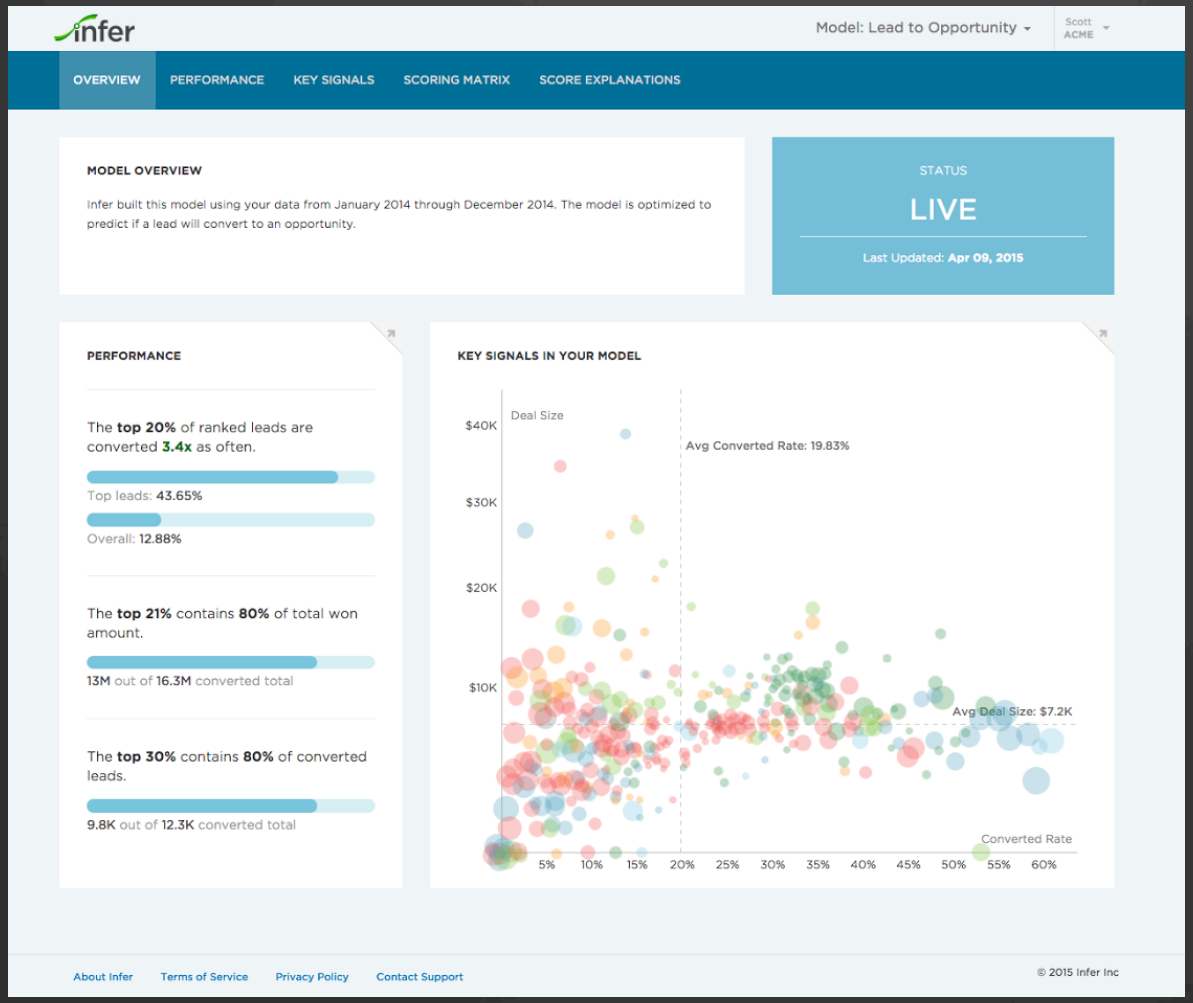
How can I use it to deliver more client value?

- Go one step beyond marketing by helping SaaS customers with their ‘growth’ strategy
- Create helpful follow up emails for your customers’ clients who haven not completed their onboarding process, and thereby increase engagement and retention

What is Infer?

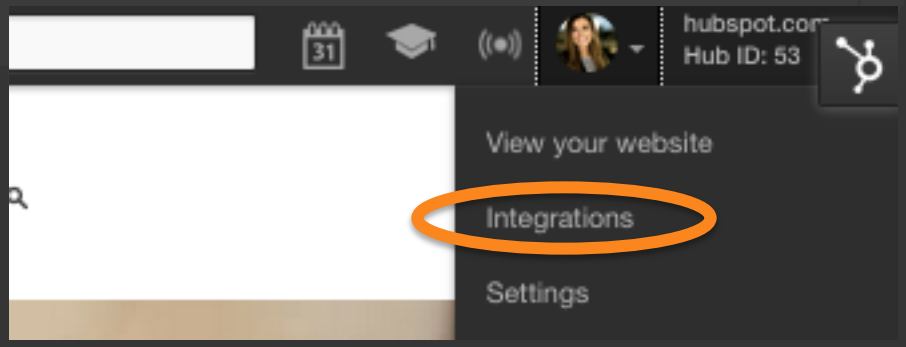


How does the integration work?



How can I use it to deliver more client value?

- Help customers understand which leads deserve extra attention by utilizing this very sophisticated lead score
- Improve sales efficiency by helping customers spend the most time with their most qualified leads

Let's Get Started!

http://www.hubspot.com/products/integrations