

How to Leverage HubSpot Integrations to Drive Value for Clients & Sell Larger Retainers

Welcome & Introductions



- Founder, Prism Global Marketing Solutions
- Family-Owned Business
- Gold Partner
- Phoenix HUG Leader
- HubSpot Beta Tester

Fun Fact: Have an awesome samoyed named, Sedona!



Why HubSpot Integrations?

- Provide Additional Value to Clients
- Enhance Value of Agency to Clients
- Integrate HubSpot Into Overall Business Model
- Increase Your Retainers



What integrations have we seen to be the most beneficial?



GoToWebinar

by **CITRIX**

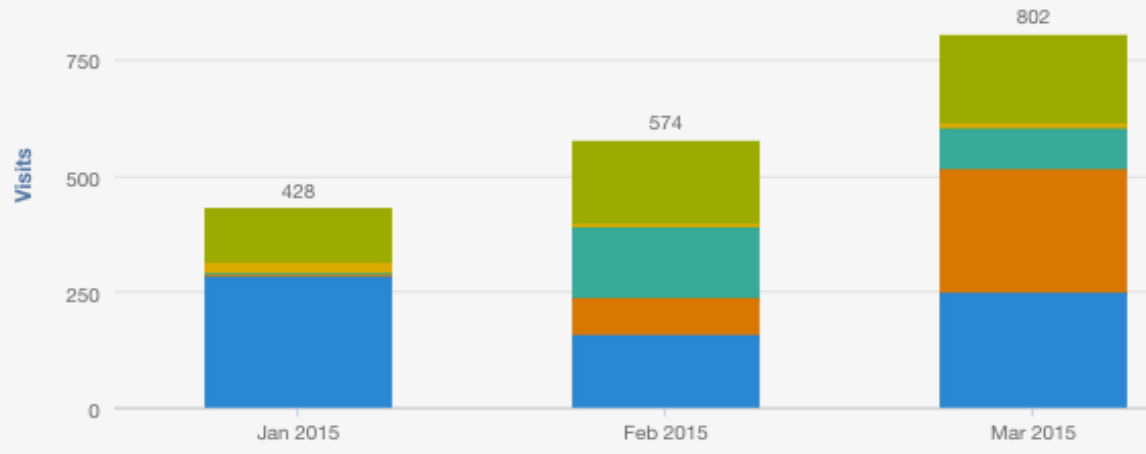


How do we introduce
HubSpot integrations to
clients?



When to Introduce Integrations

- Every account is not created equal
- Remember that HubSpot alone can be overwhelming at first
- Time the introduction of integrations based on client familiarity with digital marketing
 - Introductory/Basic Clients
 - Intermediate/Advanced Clients



Outcome for Agency:
72% increase in monthly retainer after month 5

87% Increase in website visits for an Introductory Client in first 3 months

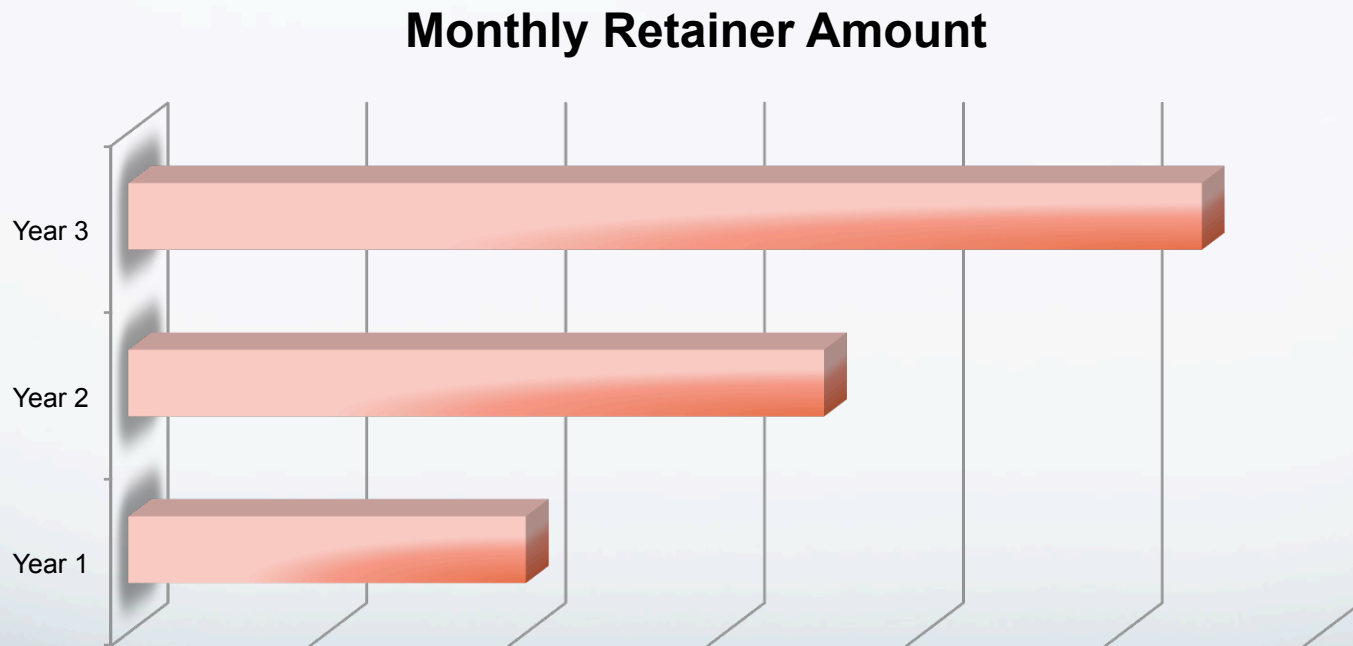
How Does Pricing Work?

- Again...every client is not created equal
- We customize for each client with some of these techniques:
 - Include cost in initial proposal
 - Bill direct to client
 - Cover the costs and include in retainer



What Could be the Return for Your Agency?

166% increase in top client's monthly retainer

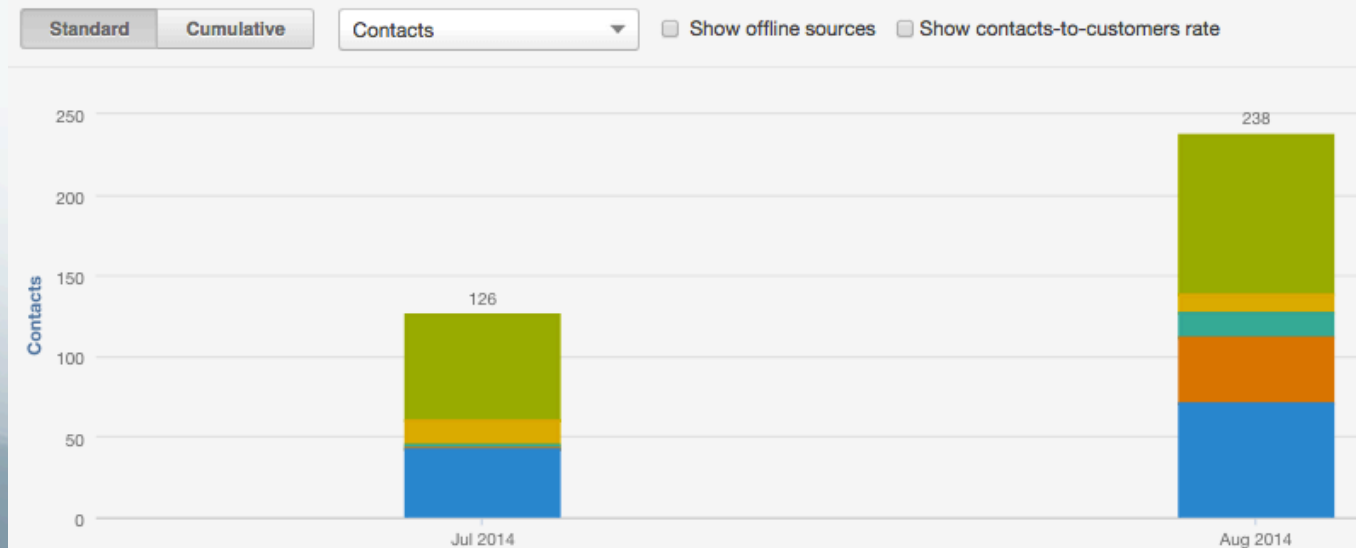


Example: 166% Increase in Client's Retainer
Year 1 to Year 3

How can you show your
clients value from
HubSpot integrations?

ReadyTalk/GoToWebinar



- **Challenge:** Webinar management was time consuming, manual and lacked closed-loop analytics
- **Solution:** True closed-loop data on webinar registrants and attendees with automated post-webinar nurturing
- **Outcome:** *89% increase in leads* in the first month when hosting an integrated webinar



Wistia

- **Challenge:** Videos hosted on YouTube don't provide contact driven reporting for reengagement
- **Solution:** Analyze videos for data insights & trigger internal & external emails based on engagement
- **Outcome:** Increase *engagement rate by 24%* in first 3 months of implementing Wistia

76%	Average Engagement
2.5K	Total Plays
49%	Play Rate
18	Actions

CONTACT.EMAIL 89 Concord, GA		GlowCap®	100%
rebecca.heft@gatesix.com 49 Scottsdale, AZ		Avella Oncology Webinar Preview	87%
mark.knoles@gate6.com 35 Scottsdale, AZ		GlowCap®	28%

SurveyMonkey

- **Challenge:** Data in SurveyMonkey manually imported causing delays in automation
- **Solution:** Integrate HubSpot & SurveyMonkey to trigger workflows and internal emails based on responses
- **Outcome:** Sales rep engagement increased. Monitor happy & unhappy customers on social to increase response time.

March

- 📅 1 Survey event
- 📄 7 Form submissions
- ✉ 8 Emails
- 📅 6 Events
- 🌐 9 Website visits
- 🕒 8 Automation events
- 👤 11 List memberships

Responded to [Avella Patient Survey](#)
[Hide Survey answers](#) - Mar 23 2015 at 4:22 PM

Answered 7 survey questions.

Please tell us about yourself (optional)

Name: stacy marie schenfeld
Address: 8736 laurel drive
City/Town: commerce city
State: CO
ZIP: 80022
Phone Number: (720) 618-8391

Which Avella Specialty Pharmacy did you receive medication from?
Denver, CO


Was the staff you interacted with friendly and helpful?
Yes

Please tell us what insurance plan you have.
University of Arizona Health Plan
colorado access/medicaid

Were you satisfied with your experience using Avella?
Somewhat Satisfied
nothing bad on your end I just don't have a written rx since in between dr's so I expected it...

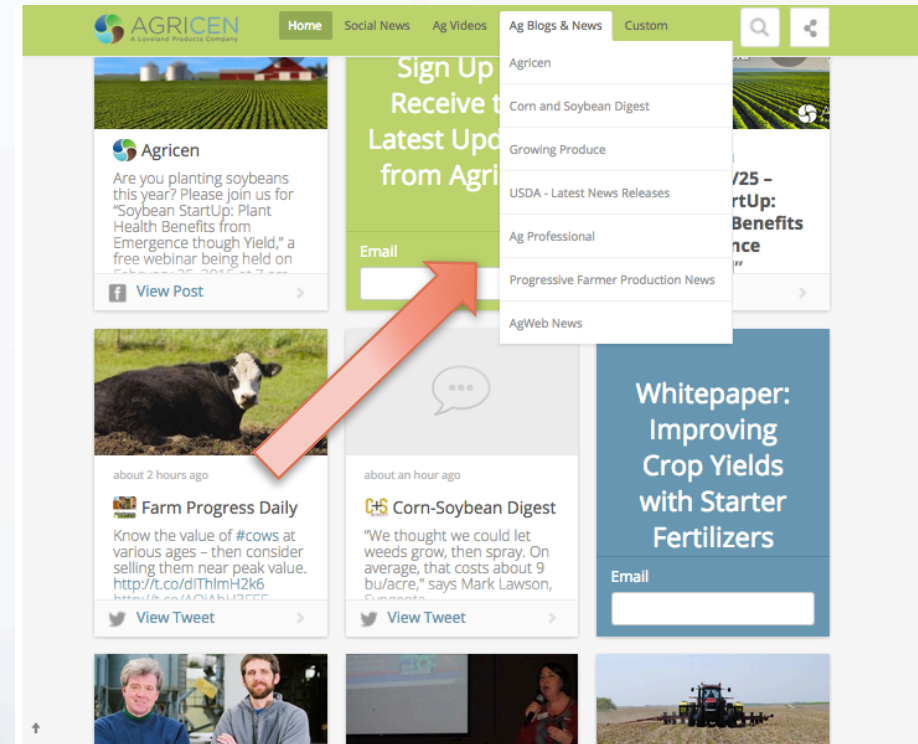
How likely is it that you would recommend our company to a friend or colleague?
10 - Extremely Likely

Email Address:
barbiesms1@gmail.com



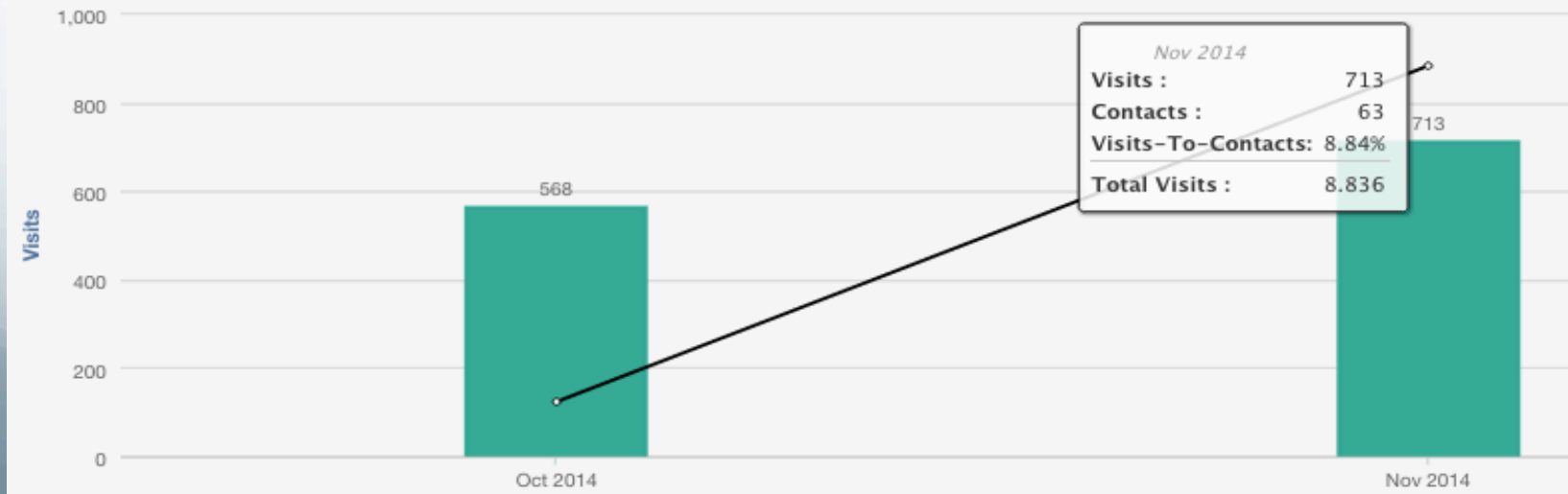
UberFlip

- **Challenge:** Content, content, content...plus need to find a solution for a newly purchased domain
- **Solution:** Give a home to great content & establish brand thought leadership
- **Outcome:** *411% increase in website visits & increased average time on page to 5:56*



GoChime

- **Challenge:** Knew Facebook was an engaged audience, but didn't capitalize on lead gen potential
- **Solution:** Provide middle-of-the-funnel & event-based ads to leads that were already engaged through dynamically changing smart lists
- **Outcome:** 495% increase in leads in month 1





THINK BIG

How can integrations grow your business?

- Provide Additional Value to Clients
- Enhance Value of Agency to Clients
- Integrate HubSpot Into Overall Business Model
- Increase the Size of Your Retainers



Questions?

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Salesforce.com

- Challenge: Event management for national and international events for medical company
- Solution: Integrate real-time sales and prospect data with event invitation and RSVP information
- Outcome: 41% increase in attendees at in-person events



A screenshot of a web page for an event registration. The page is titled "prism global MARKETING SOLUTIONS" at the top. Below the header, there is a "REGISTER" button. The main content area is divided into several sections: "DATE & TIME" (May 20, 2015 - 6:30PM - 9:00PM), "LOCATION" (Anson Eleven, 303 N Oregon Street, El Paso, TX 79901), "AGENDA" (6:30 PM - Cocktail Reception, 7:00 PM - Ultherapy Technology and Practice Marketing Dinner, 9:00 PM - Adjourn), "QUESTIONS" (Joe Ushinski - j.ushinski@ulthera.com, 480-202-3562), "GUEST SPEAKER(S)" (Keith Marcus, MD, with a photo and bio), and "QUANTIFIABLE PATIENT OUTCOMES" (three photos showing "Pre-treatment", "After 90 days", and "After 360 days" results). A "Download flyer" button is also visible.

Hi there,

This is just a reminder that your Ultherapy Marketing Seminar is happening tomorrow, Tuesday, June 9, 2015. Please find below the event details:

DATE: Tuesday, June 9, 2015

TIME: 12:00PM - 6:00PM

LOCATION: Hyatt Regency Newport Beach, 1107 Jamboree Road, Newport Beach, CA 92660

Should you have any questions, please do not hesitate to contact me.

I look forward to seeing you there!

Sincerely,

Liz Corrao
(508) 397-0723