

# GROWING THROUGH INTEGRATIONS PLATFORM:

New and Noteworthy Integrations to Expand Your Service Offerings

Al Biedrzycki  
Marketing Team Manager  
Platform Marketing



Al Biedrzycki  
Marketing Team Manager  
Integrations Platform

# What I'll be talking about

What's HubSpot Connect?

Why Integrations?

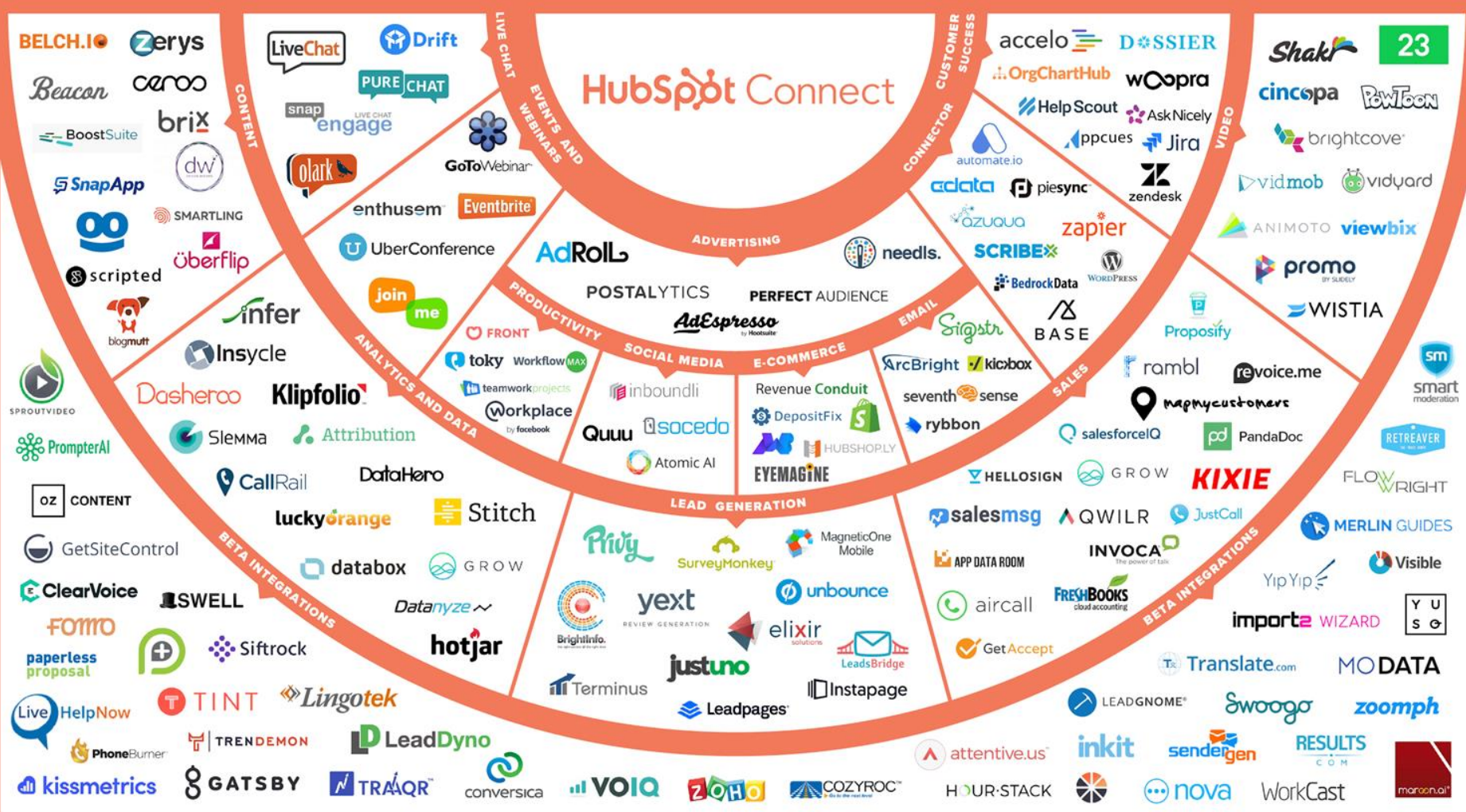
A Retainer Framework

Integration Lightning Round

Apps for Agency Services Program

Q&A

# What's HubSpot Connect?



The background is a solid orange color. There are several abstract circular shapes: a small solid circle on the left, a large solid circle at the bottom left, and a series of concentric circles on the top right.

# Why Integrations?

**If agencies are like...**



**And integrations are like...**





**Then agencies leveraging integrations is like...**



**Integrations can help you:**

# Integrations can help you:



Differentiate your agency → **net new business**

# Integrations can help you:



Differentiate your agency → **net new business**



Provide more value to existing clients → **higher retainers**

# Integrations can help you:



Differentiate your agency → **net new business**

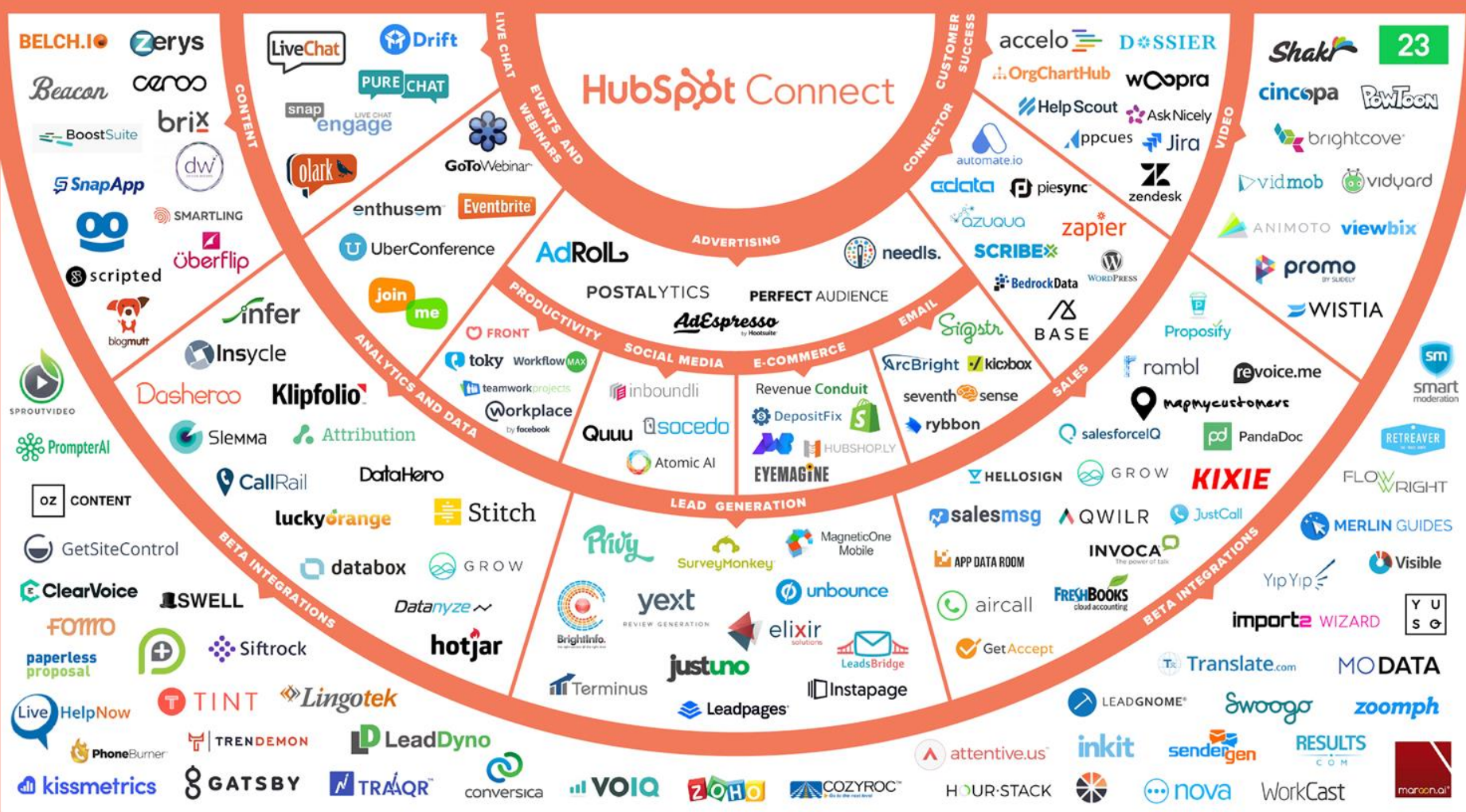


Provide more value to existing clients → **higher retainers**



Improve retention and client success → **stickier clients**

**But... where do I start?**









**Guidance on integrations that can  
help expand your service offerings**





**PARTNER MARKETER**

**TRUST ME**

**I'M A ~~DOCTOR~~**

memegenerator.net

3 years on  
Agency Partner  
Marketing

3 years (so far!)  
on Platform  
Marketing

**PARTNER MARKETER**

#PARTNERDAY18



# Integration Lightning Round

SIMPLE

SERVICES

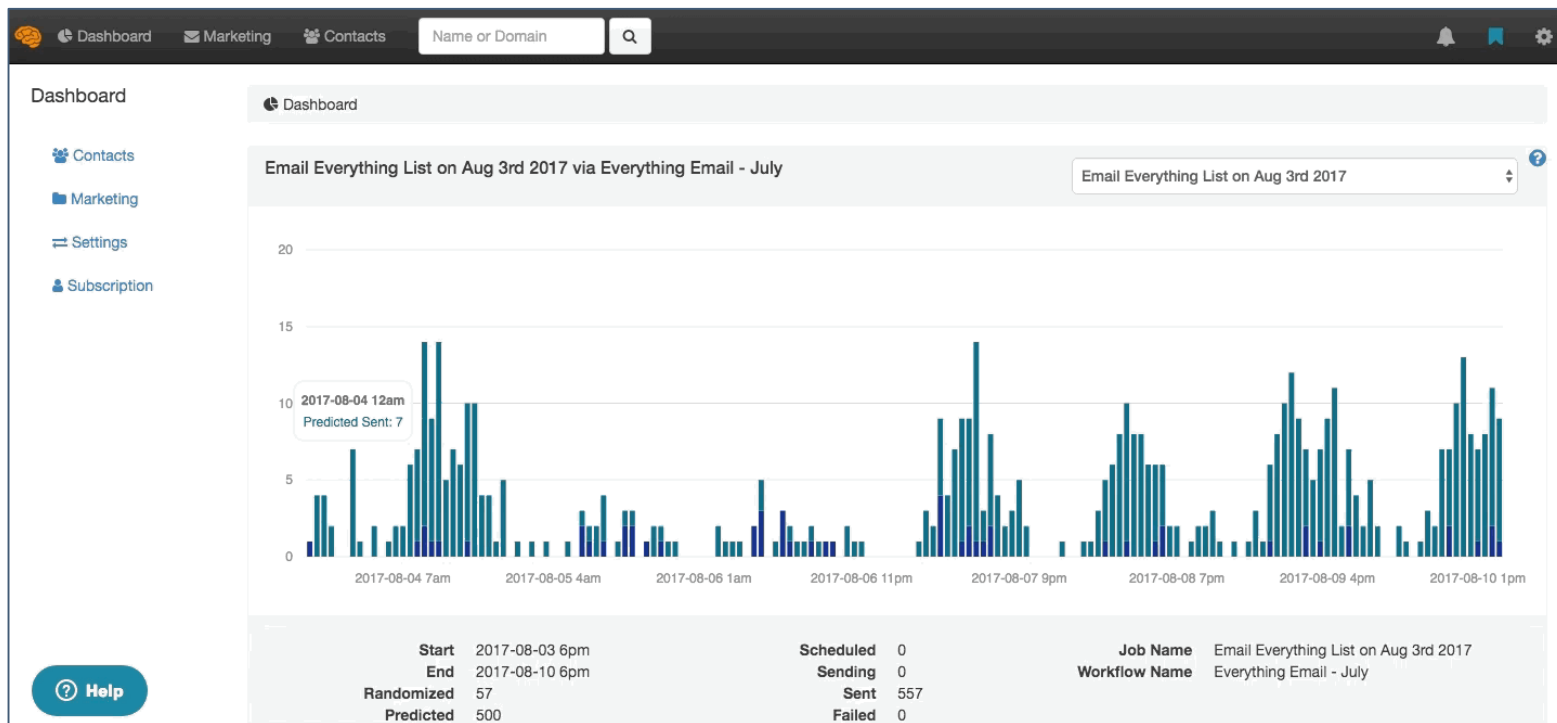
COMPLEX



**Disclaimer:**  
**We have a *bunch* of solutions**







## **“Advanced Email Marketing”**

- 1. Proactive email strategy consultation and implementation**
- 2. Ongoing send time and frequency optimization**



## The benefit

**Smarter email sending = Improved ROI**

## The ideal client has...

- An email list of 50,000+
- An established, data-driven email program





## Does it make sense for me?

- + Relatively simple implementation
- + Easy to describe the benefit to clients
- + Can augment an existing email strategy
- Isn't a brand new service offering; less complex delivery and potentially lower retainer





## The software + solution



### **“Incentive-based Marketing and Sales”**

- **Design and execute incentives based programs**
- **Increase response rates for sales, marketing and customer support activities**





## The benefit

**Incentive Sales / Marketing = Accelerated Sales Cycles**



## The ideal client...

- Has a large customer base (100-1000)
- Is looking for additional ways to improve conversion rates, close rates, and/or customer retention





## Does it make sense for me?

- + Works well if referral marketing programs are already in place
- Not a good option if clients aren't seeing traction with existing sales and marketing efforts





# The software + solution



### **“Advanced Reporting and Analytics”**

- 1. Benchmark setting and goal tracking**
- 2. Goal review and adjustment**
- 3. Proactive, goal based strategic recommendations**



## The benefit

**Smart Reporting = More traffic, leads and customers**



**The ideal client is...**

- **Already using multiple marketing, ad, social, and sales tools**
- **Metrics-driven**







## Does it make sense for me?

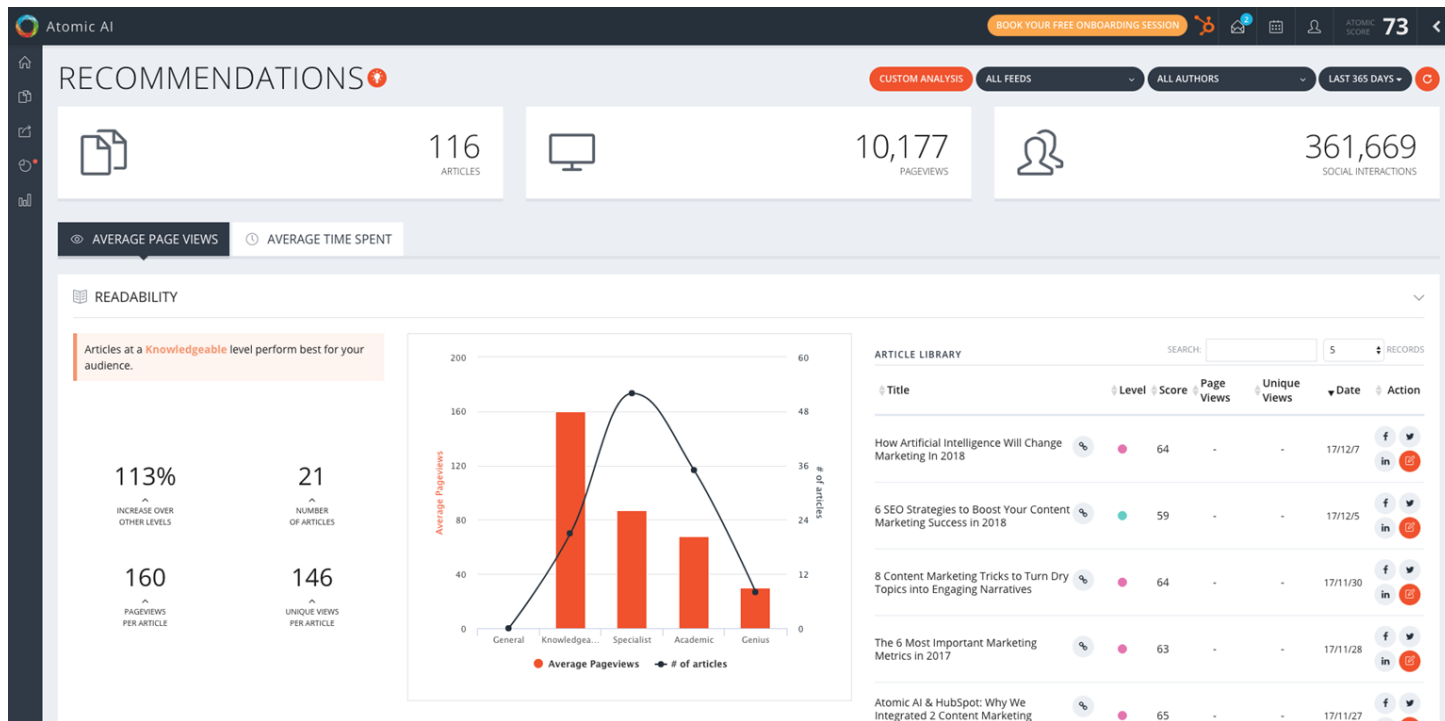
- + The more tools your client uses, the better it gets
- + Works well when needing to report to multiple teams / stakeholders
- Not effective with clients who aren't metric-minded





atomic reach

# The software + solution





## The service

# AI Powered Content Marketing

1. Benchmarking and maintenance of content quality scores
2. Measurement and reporting of content performance



## The benefit

**Better Content Optimization = Improved ROI**



## The ideal client has...

- **100+ customers**
- **B2B focus**
- **Marketing team of 5+**
- **Bought in to content marketing**





## Does it make sense for me?

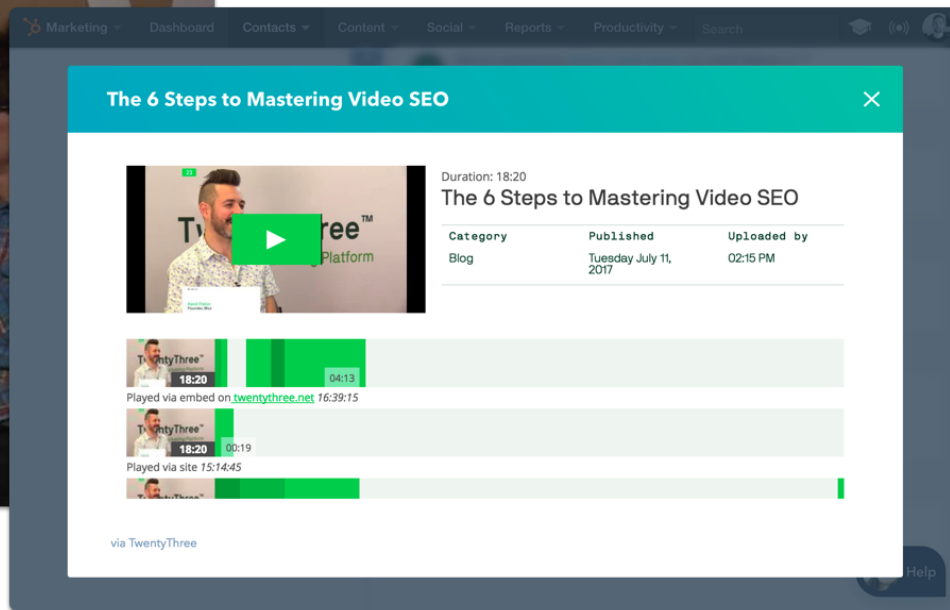
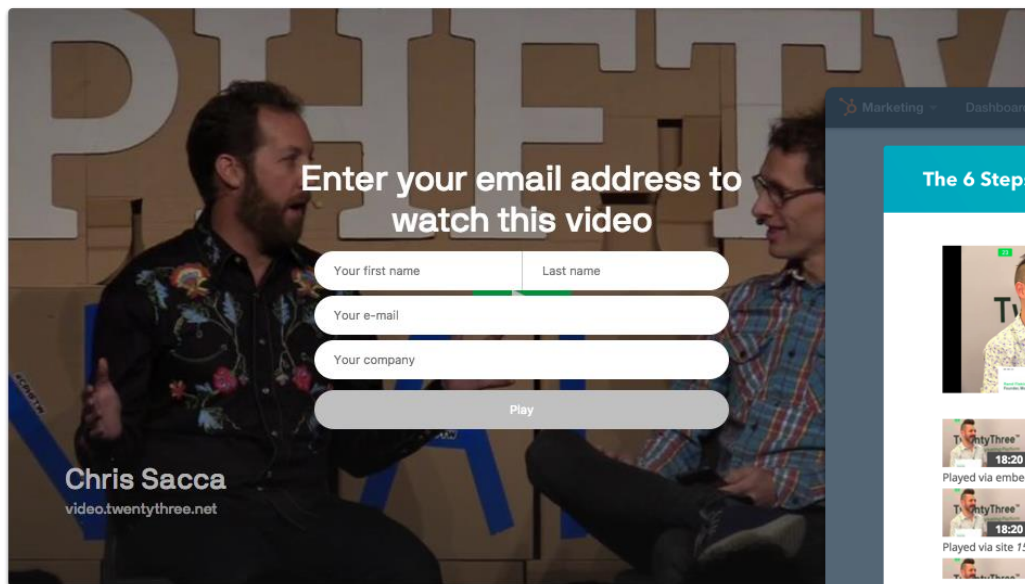
- + **Plugs in to existing content strategy**
- + **Helps augment social media**
- **A relatively complex value proposition for clients**
- **If you're not doing content or social, it doesn't make sense**

23



# 23

## The software + solution



## “Video Marketing”

1. Video creation and production\*
2. Video marketing campaigns
3. Video performance analysis and recommendations

\* Optional

## The benefit

**Video Marketing = Additional Value + Higher Retainer**

## The ideal client is...

- A company that has video content
- A company that understands the importance of video



## Does it make sense for me?

- + If you produce client video, it's a no-brainer
- + If your client is bought into video, but unsure of its impact, it's a no-brainer
- If you don't produce video, it might be a tougher sell

# Services Spectrum

seventh  sense  rybbon  databox  atomic reach

23

## Simple

+

- Easy implementation
- Shallow learning curve

-

- Less differentiation
- Lower retainer

## Complex

+

- More differentiation
- Higher retainer

-

- More implementation
- Steep learning curve

**So, how do we bring this all  
together?**

Our original program...



## **Preferred Pricing for Integration Software**

Our Agency Preferred Pricing Program for integration software brings the added value of HubSpot's top Integration Partner platforms to HubSpot Partner Agency clients for a fraction of the cost.



Our original program...



**Sunsetted as of April 16th**

We solicited some feedback...



Connect Partners want agencies to leverage  
their software for clients



You want to learn the software first and  
then build services around it

We solicited some feedback...

HubSpot  
Connect



Connect Partners want agencies to leverage  
their software for clients

You want to learn the software first and  
then build services around it

**Introducing...**  
**Apps for Agency Services Program**

# Free Connect Partner software for Platinum+ Agencies



**What:** A program designed to enable you to resell our Connect Partner's software.

**Benefit:** Free Connect Partner software at no cost so you can learn it in order to build services around it for your clients.

**Connect Requirement:** Offer a fully functioning version of your software to Platinum+ HubSpot agencies at no cost.

**Agency Requirement:** Resell and maintain at least one client each year on that software.



# Agency Service Primers

## Agency Service Primer for briX + HubSpot

Interested in expanding your service offerings? Learn more about the services you can offer your clients with InboundLabs and its briX + HubSpot integration.

### By partnering with briX, your agency can offer:

- A user friendly drag and drop environment for building HubSpot pages
- Website pages built in less time

Plus, it will all be integrated with your client's HubSpot CRM.



### What is the service?

**A drag and drop HubSpot page creator to build websites and landing pages with no coding.**

Agencies that partner with briX will be able set themselves apart from the competition by offering a powerful drag and drop environment to create HubSpot pages. This is how it can help your clients grow their business:

- Build higher impact sites - briX allows you to create a uniquely customized narrative and style, which improves brand image and increases conversion rates.
- Extend and change sites faster - briX allows you to create and change pages with no code, which results in reduced cost and accelerated time to market.

## Agency Service Primers

### Resources to get you started

We have teamed up with our integration partners to create these educational resources to help you plan services that can be wrapped around their software solutions.

top of page: Getting started with agency service primers, for peaking interest (content you are learning)  
bottom section: link to directory category page - how to download the software itself (apply that learning by downloading)

Agency App Connection CTA



### Design Wizard Agency Service Primer

By partnering with Design Wizard, your agency can offer clients high quality, branded visual content at a low cost.

[Read Now](#)



### Beacon Agency Service Primer

By partnering with Beacon, your agency can offer clients content upgrades to complement their blogging strategy.

[Read Now](#)



### Seventh Sense Agency Service Primer

By partnering with Seventh Sense, your agency can offer clients enhanced email marketing and sales enablement services.

[Read Now](#)



### Translate.com Agency Service Primer

By partnering with Translate.com, your agency can offer clients content that is translated into up to 37 different languages.

[Read Now](#)



### Salesmsg Agency Service Primer

By partnering with Salesmsg, your agency can offer clients SMS and MMS messaging for marketing, sales, and customer support.

[Read Now](#)



### Databox Agency Service Primer

By partnering with Databox, your agency can offer clients reporting on and analyzing performance across many software tools.

[Read Now](#)

# Enablement Resources

Enabling Agencies  
to Successfully Sell **Lucky Orange** Software



Bradley Friedman  
913-291-2375  
Bradley@luckyorange.com

Identify - who is a good fit for your software?

Best Fit	Good Fit	Bad Fit
Size of organization or volume of traffic is not relevant. Lucky Orange is scalable to any size website. Large organizations can have minimal traffic to the site, as well as small companies can generate a lot of traffic, so not pertinent to identifying viability.	Size of organization or volume of traffic is not relevant. Lucky Orange is scalable to any size website. Large organizations can have minimal traffic to the site, as well as small companies can generate a lot of traffic, so not pertinent to identifying viability.	Size of organization or volume of traffic is not relevant. Lucky Orange is scalable to any size website. Large organizations can have minimal traffic to the site, as well as small companies can generate a lot of traffic, so not pertinent to identifying viability.
Any agency or business who's site or clients focus on lead gen, direct response, e-commerce, or brand building through creating additional pageviews or time on site.	Any agency or business who's site or clients focus on lead gen, direct response, e-commerce, or brand building through creating additional pageviews or time on site.	A site with no agenda, not looking to monetize the site, not looking to improve any sort of KPI, or performance metric.
Contacts typically work on customer service, technology, media buying, or analytics teams.  Title often include: CIO, CTO, Analytics, media buyers, UI/UX, Engineers, Product owners, Inbound specialists, etc.	Contacts typically work on customer service, technology, media buying, or analytics teams.  Title often include: CIO, CTO, Analytics, media buyers, UI/UX, Engineers, Product owners, Inbound specialists, etc.	People without the ability to add <u>java script</u> code to their websites.



Get Started Now...

# Apps for Agency Services Program

Bringing Partner Communities Together To Help Them Grow Better:  
Agency Partners get to expand their service offerings with free Connect Partner software.  
Connect Partners get access to HubSpot's agency reseller channel.

[bit.ly/apps-for-agency-services](https://bit.ly/apps-for-agency-services)

The background is a solid orange color. It features several abstract circular shapes: a small solid circle on the left, a large solid circle at the bottom left, and a series of concentric circles on the top right.

**Q&A**

**Thank you!**

# Appendix