HubSpot for Shopify It's what's next

Marcus Andrews, PMM HubSpot John Turner, Co-Founder digitalj2





HubSpot

为 Marketing 👻 Dash	board	Contacts -	Content -	Social -	Reports -	Productivity -	Search
Settings							
Account Defaults		Ecom	merce				
Contacts & Compar	nies		8	PRODUCTS			CUSTOMERS
Ecommerce BETA				oduct library			Customer contacts
Import & Export				20			91
Install Code & Track	king						<i>,</i> .
Domains & URLs							
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Properties		Autom	nation				
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			After a cust	tomer's first p	urchase		
			Wait 0 min	utes		0	
			Send email	default-econ	m-welcome-em	ail-	

People have changed

There is almost nothing we won't buy online



Things have escalated quickly





2017 US Ecommerce Industry

And growing every day



U.S. E-Commerce Sales & The Web's Share of Total Retail 2012-2017

Source: Internet Retailer analysis of U.S. Commerce Department figures that factors out the sale of goods not normally purchased online such as automobiles, fuel, and sales in restaurants and bars. Figures are non-adjusted.

Challenges

- 1. Audience tunes out
- 2. Frakensystem
- 3. Mediocre reviews
- 4. Old playbook
- 5. Pressure from giants

Solutions

- 1. Personalize Marketing
- 2. All-in-one
- 3. Service Hub / CRM
- 4. Inbound Playbook
- 5. Build a brand



The Giant





The SMB

The Giant





ECOMMERCE INBOUND



HubSpot

Shopify at a glance

Offers:

- Build an online store
- Manage and process orders
- Manage inventory
- Reporting dashboard
- Shipping assistance
- Retail packaged
- Transactional email

SMB Focus & nice price \$79 - \$300 /month for

Clear leader in ecomm Successful public company



Introducing Shopify for HubSpot

A new native Shopify integration that enables true inbound marketing for ecomm businesses.

为 Marketing 👻 D	ashboard	Contacts -	Content -	Social -	Reports ~	Productivity -		Search
Settings								
Account Default	ts	Ecom	merce					
Contacts & Com	npanies		P	RODUCTS			CUSTOMER	S
Ecommerce	ETA		Pro	duct library			Customer cont	acts
Import & Export				20			91	
Install Code & T	racking							
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Users & Teams			A warm gr		a long way. Afte	er someone becom	ies a customer, kee	ep them engaged wit
		8	After a custo	omer's first p	urchase			
			Wait 0 minut	tes		0		
			Send email o	default-ecom	ım-welcome-er	nail-		

What happens when you: **Sync Shopify with HubSpot**

Products, deals, and customers from Shopify become marketing signals in HubSpot.

Use them to build new segments that personalize emails and ads. The deliver personalized marketing at scale with workflows.

_	Follow up on abandoned carts	Send an email
	Sometimes all you need is a gentle nudge. If someone navigates away from a for reminder to help them complete their order.	L Current selection
	After a customer abandons their cart	
X	Wait 0 minutes	
	Send email default-ecomm- Aaandoned_cart-email-1	Select an email
Ø	Wait 5 days	O ● Updated Fe
•	If the customer hasn't made a purchase	○ default-ecom ● Updated Fe
	Send email default-ecomm abandoned_cart-email-2	O default-ecom ● Updated Fe
X	Wait 4 days	
G	If the customer hasn't made a purchase	Save



Build segments with store data





Ecommerce Workflows

Y

Import & Export		PRODUCTS	CUSTOMERS 0	
Integrations	~	30	116 2	203
Marketing	~	00	110 2	_00
Properties				
Reports & Analytics Tracking	**	Welcome new customers		
Sales	~	 A warm greeting goes a long way. After som emails spaced out over days or weeks. 	neone becomes a customer, keep them engaged with a series of welcom	e
Service	~			
Users & Teams	3	After a customer's first purchase		Workflow is OFF
		Wait 0 minutes		
		Send email 2 days until check-in, ready to relax?		
	E			
	Expa	nd 4 actions		
	Ħ	Follow up on abandoned carts Sometimes all you need is a gentle nudge. If reminder to help them complete their order.	If someone navigates away from a full cart, send them a convenient email $\boldsymbol{r}_{\rm r}$	
		After a customer abandons their cart		Workflow is ON
	X	Wait 0 minutes		
		Send email default-ecomm- abandoned_cart-email-1		
	Expan	- 🚱 - 🖂 - 🛃 - 🚭 -		
	C	Re-engage with old customers Nurture lasting relationships. Send customer of-mind.	rs who haven't come back in a while an email that keeps your brand top-	
	٩	If a customer hasn't bought in 90 days		Workflow is OFF
		Send email default-ecomm-reengagement-		



Ecommerce Email Templates





Ecommerce Reporting Dashboard



Net new customers vs. last month 🛛

Sales processed this month vs. goal 🛛



Introducing Ecomm Bridge

A new API allowing developers to build an official online store connection with HubSpot.

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Using the developer tools	
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HubSpot Developers

API DOCS COMMUNITY

Ecommerce Bridge Overview Why ECommerce Bridge

The ECommerce Bridge provides a process for syncing eCommerce data into HubSpot. The ECommerce Bridge handles much of the work of syncing data. It does the work of applying the property mappings, validating the incoming data against the customer's specific setup and applying the charge appropriately: Using the ECommerce Bridge AP you avoid all the tiltie gothes encountered when writing data adrective to Contexts and the CM begics.

The ECommerce bits get allow HubBost to provide common ECommerce functionality. Because we're now working from a common understanding of how Ecommerce data is structured, HubBost on and forw letatures the adometricity work for all ECommerce Bridge applications. For example, users of ECommerce Bridge applications with here the ability to send marketing emails for new cationer velocime and abandoned cart ecovery – allowing here to side advantage of HubBosts email and rindarducart and email performance tracking. Users will also have the ability to build ecommerce the data for exorter velocime to also advantage of ecommerce data build the found contract lates.

How to use the ECommerce Bridge

To implement an ECommerce Bridge application you need to:

- · set up property mappings from your domain to HubSpot properties
- send messages to HubSpot when eCommerce data changes
- Implement the Import process

To use the ECommerce Bridge API with a HubSpot portal you need to:

- set up property mappings from your domain to HubSpot properties
- send messages to HubSpot when your eCommerce data changes

⁰Property Mappings

The first step of implementing the ECommerce Bridge is mapping properties from your eCommerce domain into HubSpot. The ECommerce Bridge allows you to map to properties of the following objects:

- Contacts: Standard HubSpot contacts
- Deals: HubSpot deals used in the CRM
- Products: A new object in the CRM. This allows customers to define their product catalog in the CRM.
- Line Items: A new object in the CRM. This object represents a line-item of a deal. It is associated with a deal and a product.

To implement the ECommerce Bridge you need to provide property mappings for each of these objects. More information about how to set up your field mappings is in the Settings API documentation.

Sync Messages

After you've defined how your system's properties map into HubSpot, and after a user has installed your integration, you're ready to send sync messages to HubSpot notifying HubSpot of changes to ecommerce objects. The Sync Messages section describes the details of this API.

When sending these messages, you use your system spoperly names. The reason for this is that HubSoot stores each of these messages in an immutable data store. This allows efficient handling of property mapping changes. When you change your property mappings, HubSpot can reapply field mappings to our full history of sync messages – without himping to reineroid staf for your system.

The ECommerce Bridge API will apply changes from sync messages to HubSpot. This process involves applying the property mappings, validation against the

[·] call the install endpoint

INTRODUCING HUBSPOT FOR SHOPIFY





John Turner | Co-Founder | digitalJ2

- 1. Why ecommerce?
- 2. Example client work?
- 3. Goals of ecomm clients?
- 4. Acquiring ecomm clients?
- 5. Services that appeal to ecomm?
- 6. How to get started?

