

HubSpot for Shopify

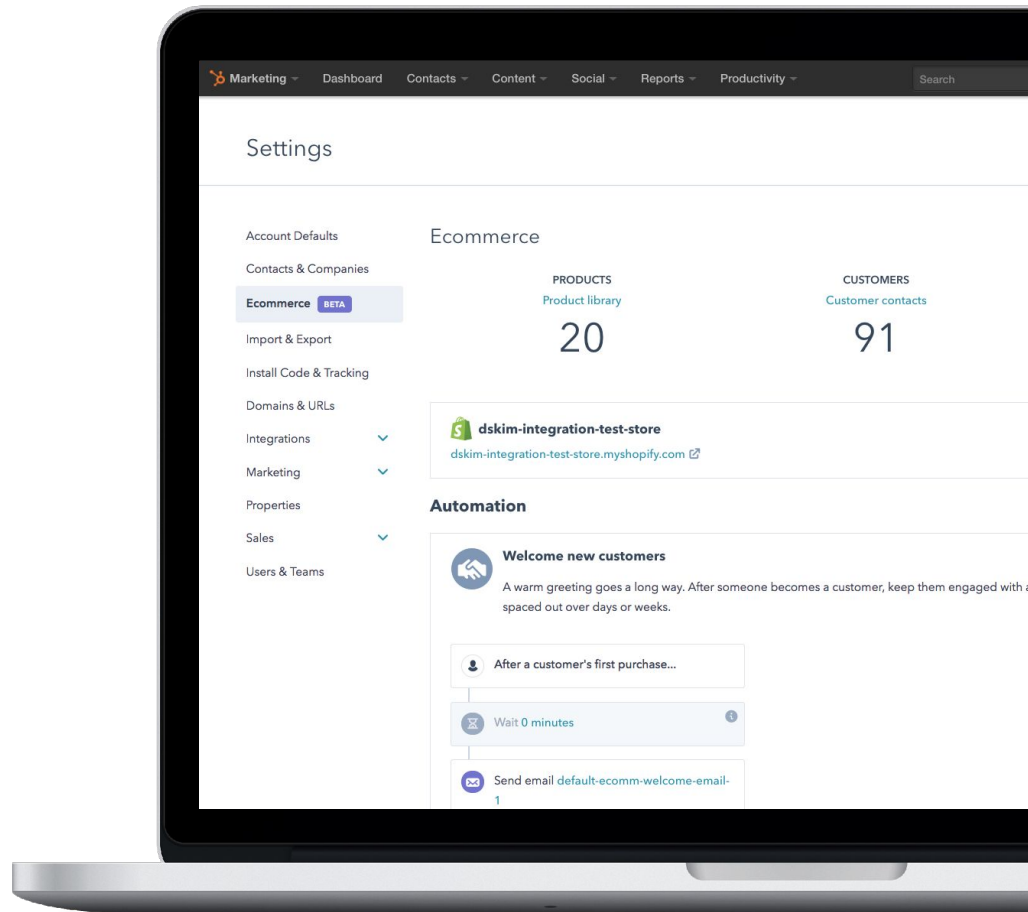
It's what's next

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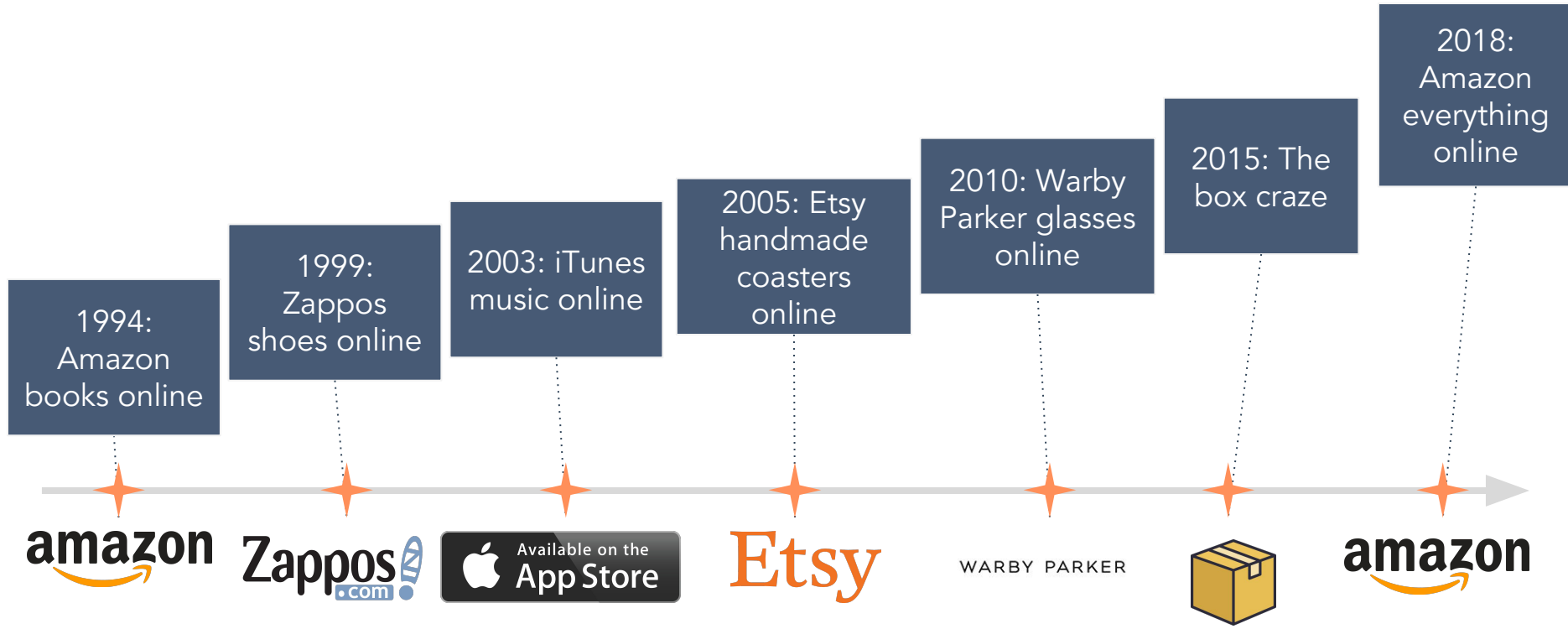
People have changed

There is almost nothing
we won't buy online



#PARTNERDAY18

Things have escalated quickly

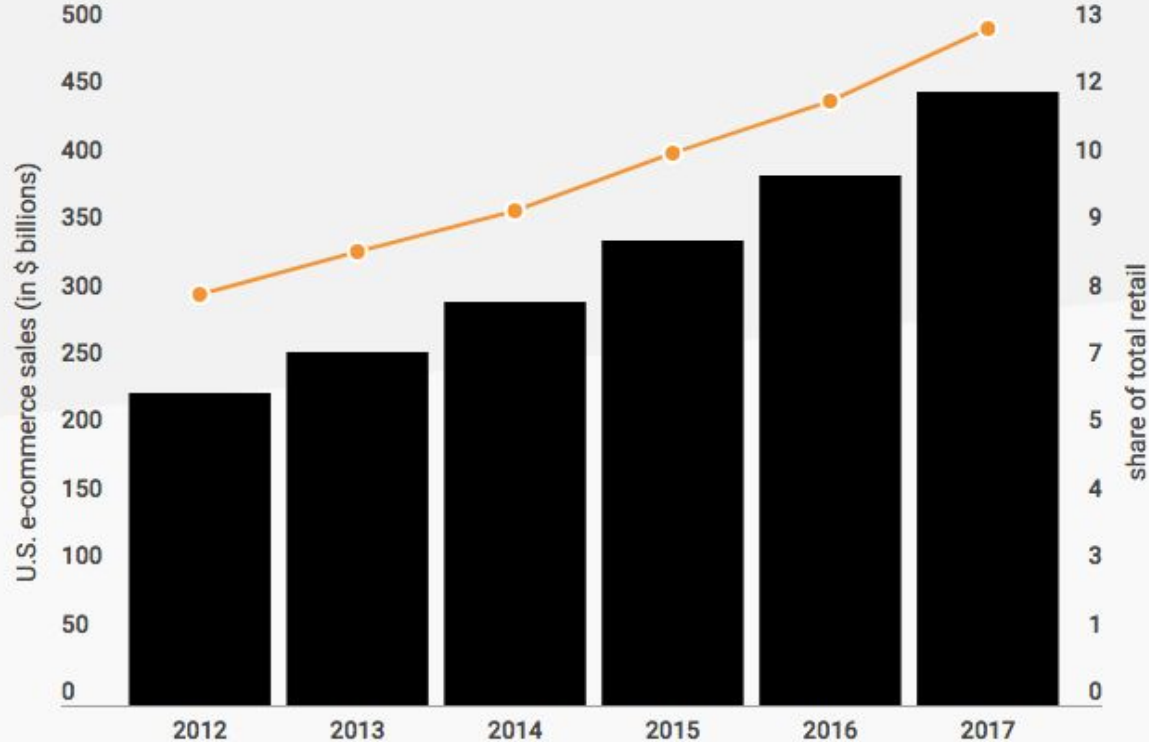


\$500B

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 SMB

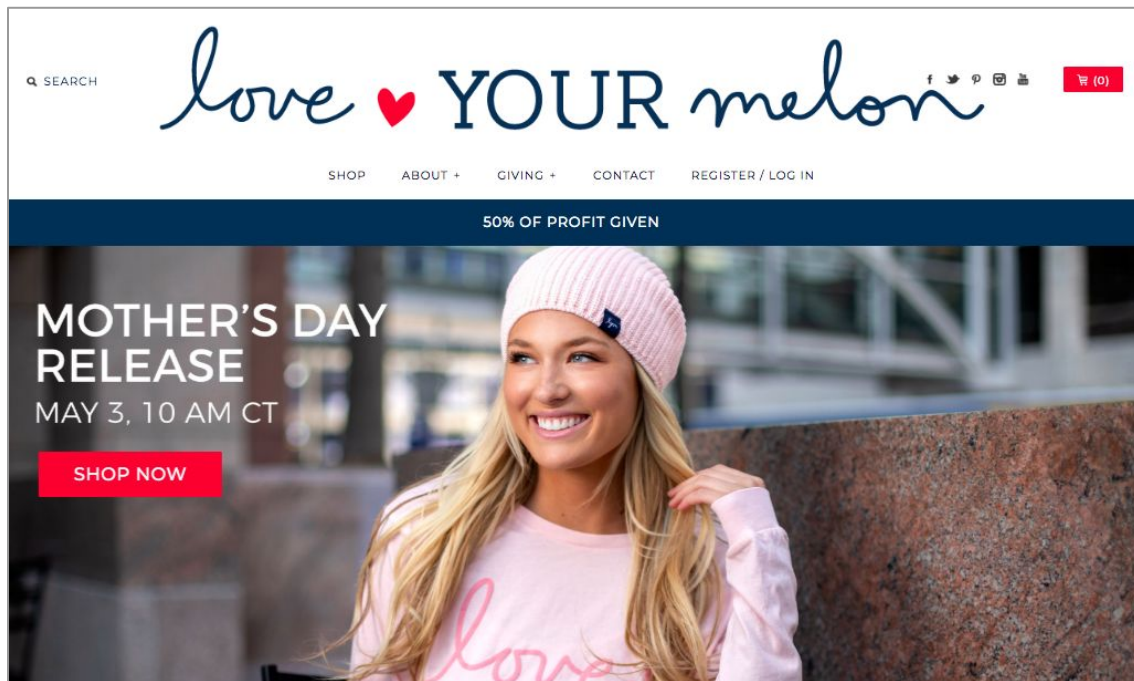


VS

The Giant



The SMB



The Giant



ECOMMERCE

INBOUND



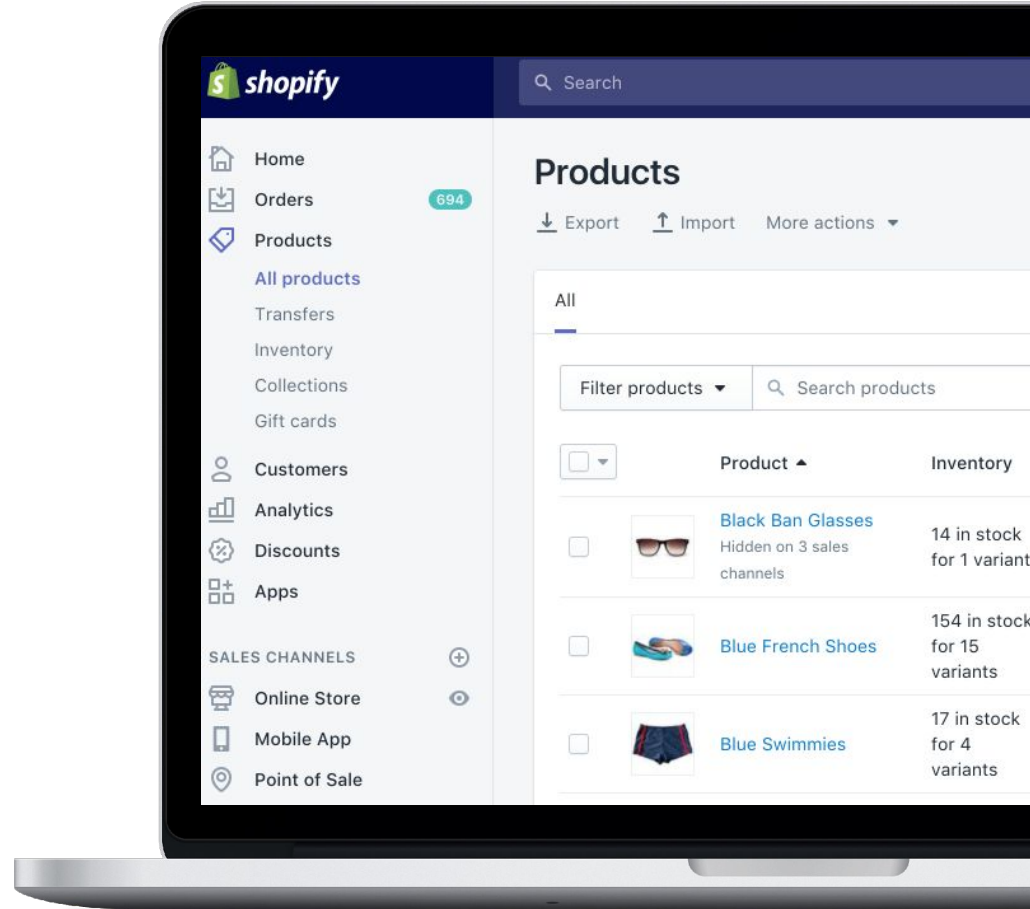
Shopify at a glance

Offers:

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

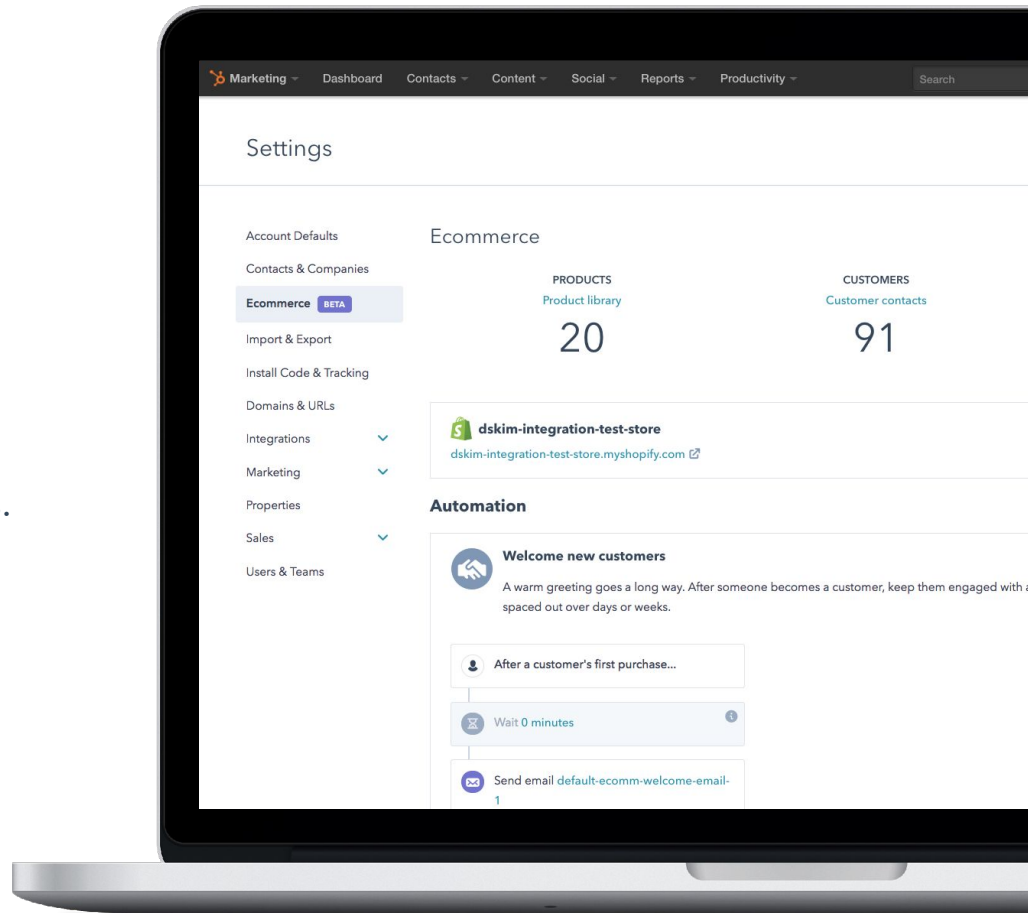
SMB Focus & nice price
\$79 - \$300 /month for

Clear leader in ecomm
Successful public company



Introducing Shopify for HubSpot

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

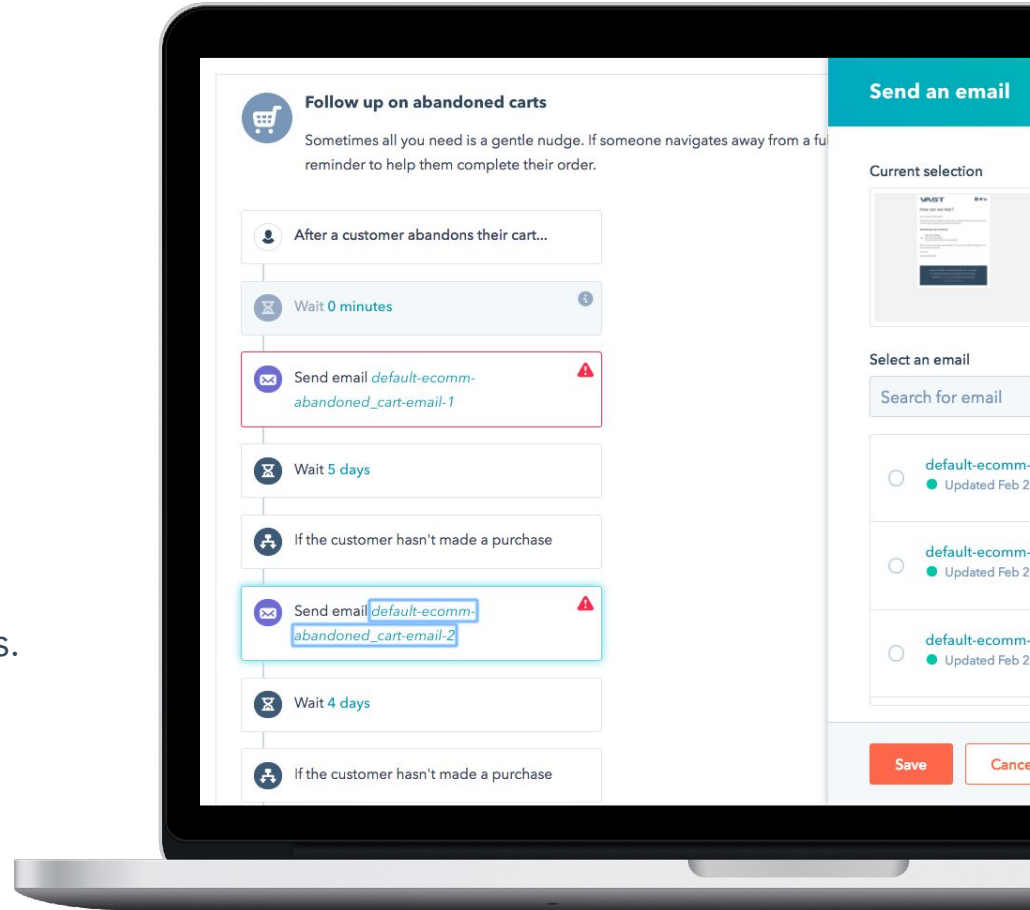


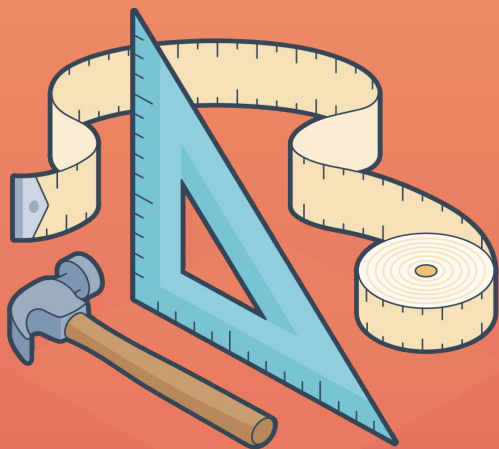
What happens when you:

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.





Build segments with
store data



Marketing Dashboard Contacts Content Social Reports Productivity

Back to lists Test contact More Save

Customers who bought gloves

29 estimated contacts

Show more info

The deal property Deal stage is equal to Processed.

and...

and

The product property Name contains glove.

and...

and...

or...

Contacts Performance

Search contacts in lists...

Name	Email
Test2 Contact	test@test.c
Noble Prohaska	noble.proh
Dewitt Marquardt	dewitt.mar
Mac Breitenberg	mac.breite
Ruby Cruickshank	ruby.cruic
Daija O'Conner	daija.o'con
Keanu Breitenberg	keanu.bre

Ecommerce Workflows



- Import & Export
- Integrations
- Marketing
- Properties
- Reports & Analytics Tracking
- Sales
- Service
- Users & Teams

PRODUCTS
30

CUSTOMERS
116

ORDERS
203



Welcome new customers

A warm greeting goes a long way. After someone becomes a customer, keep them engaged with a series of welcome emails spaced out over days or weeks.

Workflow is OFF ☐



After a customer's first purchase...



Wait 0 minutes



Send email 2 days until check-in, ready to relax?



Expand 4 actions



Follow up on abandoned carts

Sometimes all you need is a gentle nudge. If someone navigates away from a full cart, send them a convenient email reminder to help them complete their order.

Workflow is ON ☒



After a customer abandons their cart...



Wait 0 minutes



Send email default-ecommerce-abandoned_cart-email-1



Expand 6 actions



Re-engage with old customers

Nurture lasting relationships. Send customers who haven't come back in a while an email that keeps your brand top-of-mind.

Workflow is OFF ☐

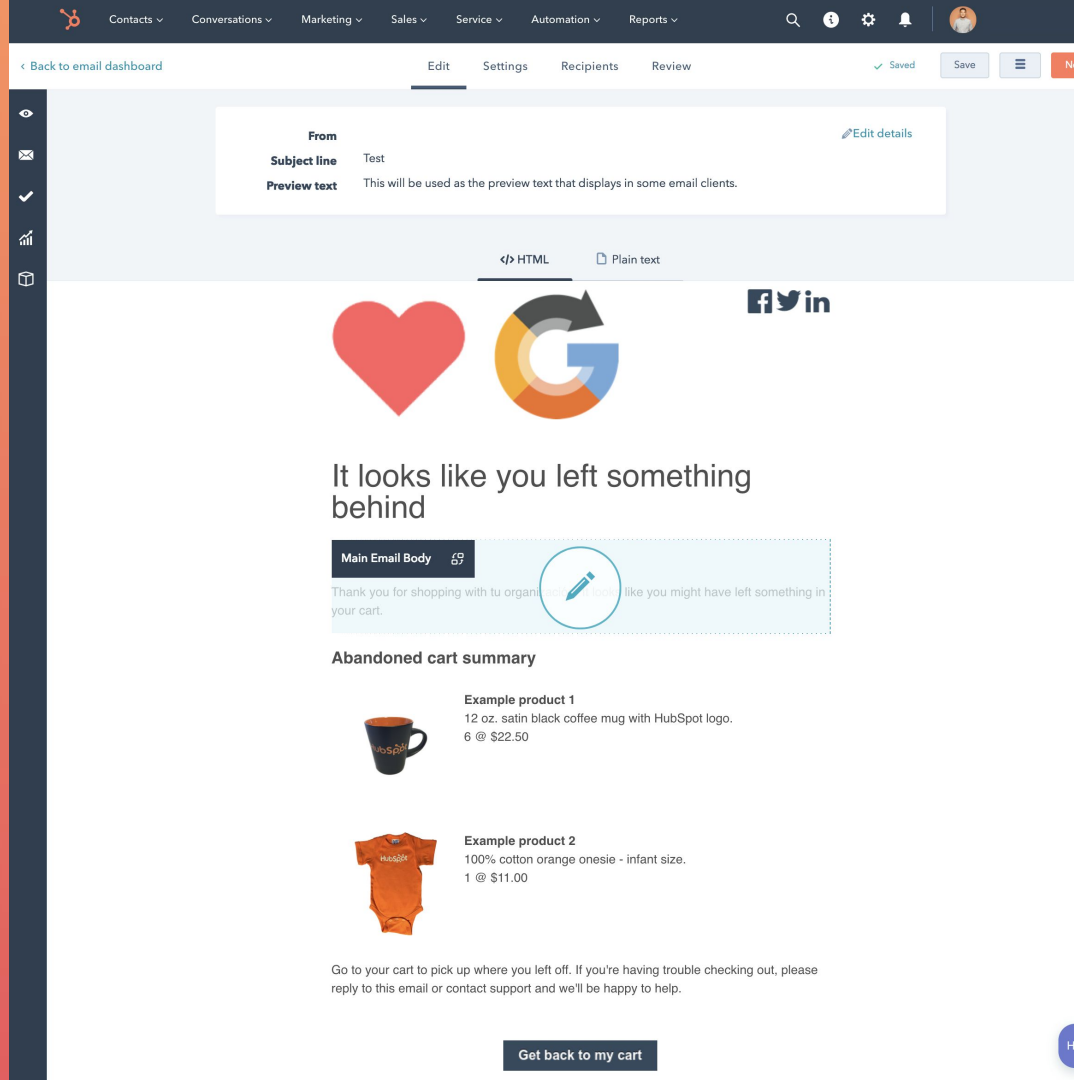


If a customer hasn't bought in 90 days

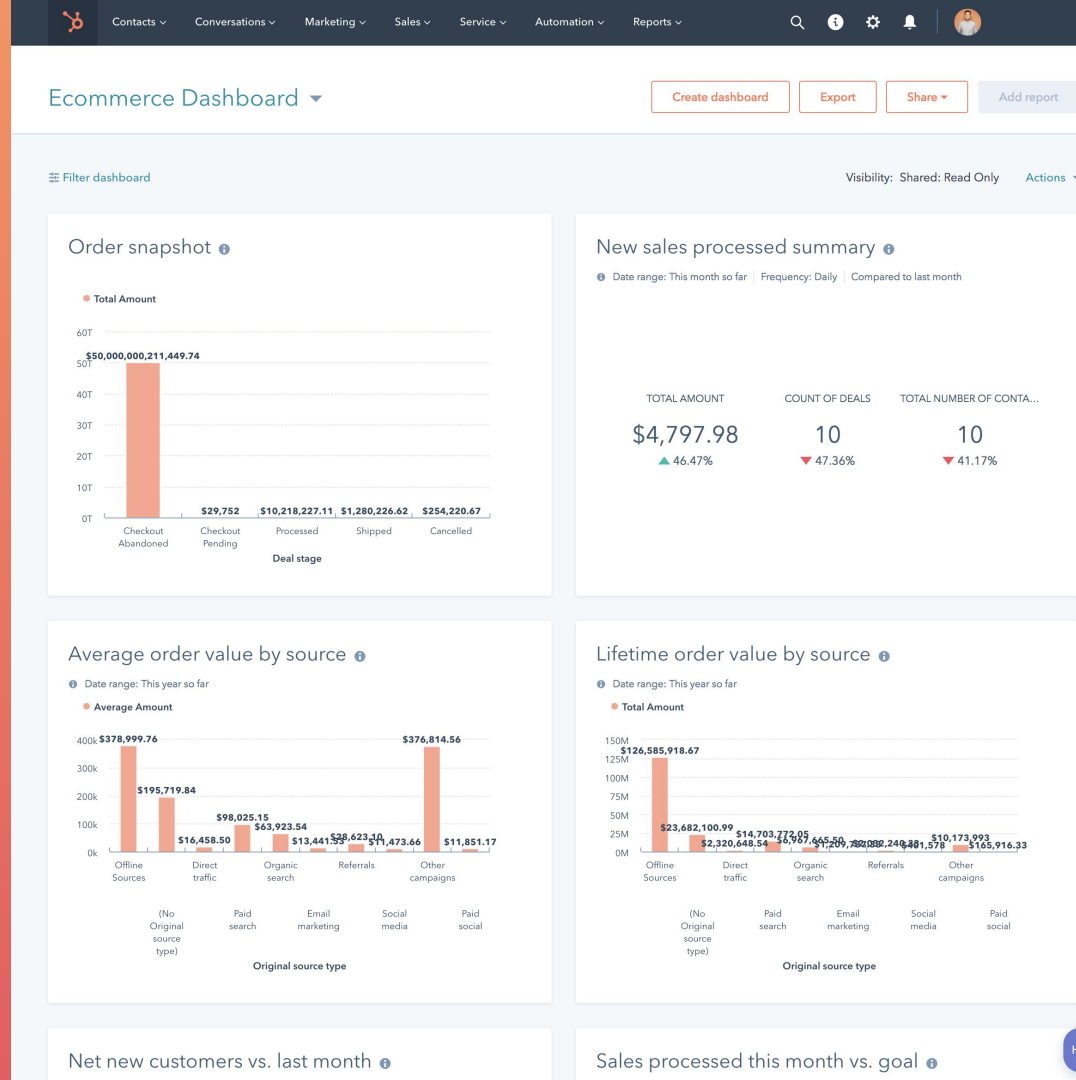


Send email default-ecommerce-reengagement-email-1

Ecommerce Email Templates

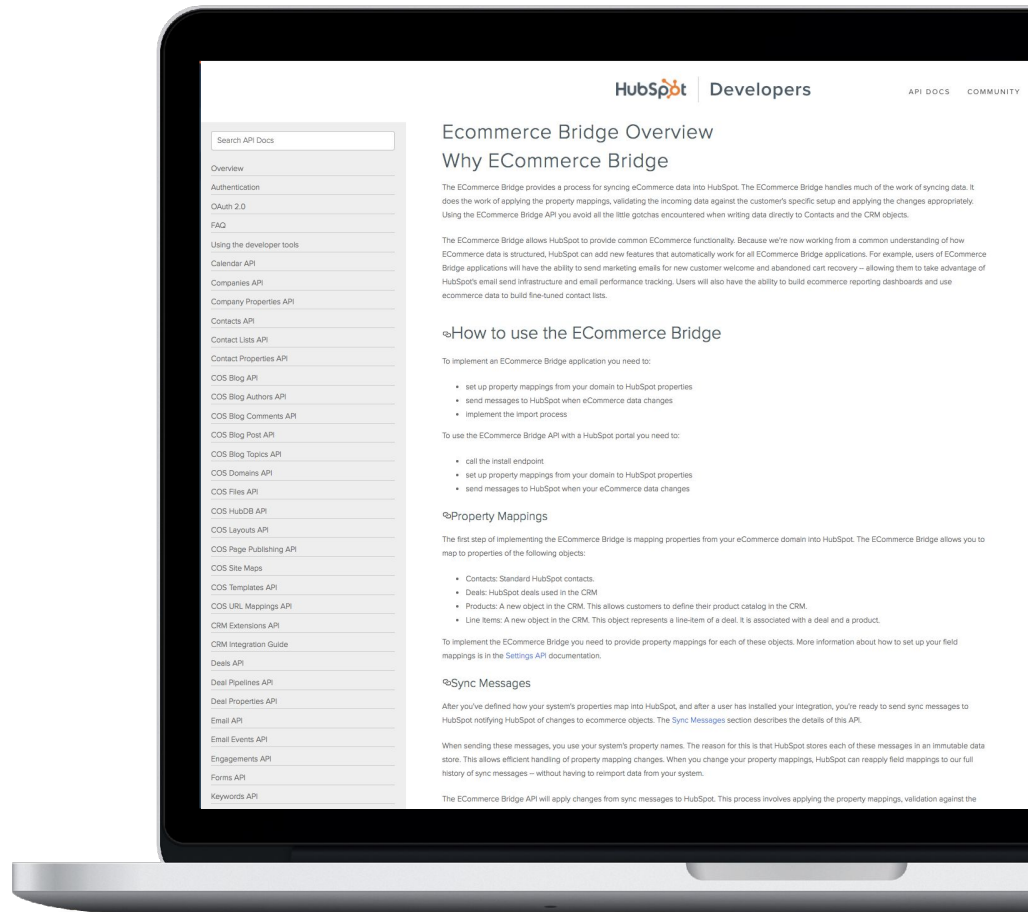


Ecommerce Reporting Dashboard



Introducing Ecomm Bridge

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



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?

