Remarkable Marketing: Connect Partner Campaigns to Inspire Growth
FROM AWARENESS TO INSTALL:
How to Leverage Connect Program Benefits to Grow Better

Al Biedrzycki
Marketing Team Manager
Platform Marketing

Christine Ianni
Marketing Manager
Platform Marketing
What are other integrators doing to grow their IB?
Exceptional Customer Marketing

Elle Morgan
Partnerships
Woopra
Woopra

**The Software**
Provides End-to-End Customer Journey Analytics

**The Integration**
Pipe behavioral, demographic, and engagement data into HubSpot to inform campaigns

**The Value**
Analyze real-time customer behaviors to engage with the right users at the right time.
The Opportunity

“We realized that leads coming in through a partner lead source were 30% more likely to convert into paying customers.”

“This was an opportunity to offer additional value to our shared customers with HubSpot, and bring in more of our highest converting customer types.”
When preparing to release the integration to their customer base, Woopra identified all customers who had requested the integration and customers who were already HubSpot users (via Clearbit).
The Approach

- The result was a list of 250 customers that were a perfect fit for the integration.
- They sent a targeted email to this list including a blog post on the value of the integration and setup instructions.
When Woopra joined Connect as a Certified Partner

**The Approach**

Press Release

Blog Post

Email Campaign

Leveraging Behavioral Data to Fuel Lead Scoring

There's a lot of discussion on best practices for lead qualification. We've written a piece specifically on this topic. If you'd like to learn more about our approach, we firmly believe that, especially if your lead company runs on a freemium model, traditional ROI and SQL metrics are inefficient qualification criteria as they lack behavioral data.

While current downloads and campaign engagement can be indicators of customer fit, additional engagement criteria such as product engagement and corporate fit data raise the qualification to the next level. If you get thousands of signups a month, adding these elements allow you and your sales team to focus efforts on high-value customers. This is called Product Qualified Lead and, when both metrics correlate, your lead scoring and improve lead conversions at over 50%

With the Woopra and Hubspot integration, qualifying leads with additional criteria such as engagement data is simplified. For example, let’s say that your most engaged enterprise clients did the following:
300+ unique visitors to the Woopra website from Connect - creating signups and subscriptions

50% install growth in just 3 months
HubSpot now the 3rd most installed integration in Woopra (out of 50+)

Net New Customers
The blog post, email campaign and press release took a small amount of effort for an impressive return.

I recommend new Connect Partners to go all in! The Connect team has valuable resources at your disposal - from blog post swaps to joint press releases to co-marketing opportunities.

Elle Morgan
Partnerships
Woopra
AskNicely

NPS software for collecting and acting on customer feedback

The Integration
- Feeds NPS data into HubSpot contact properties
- Allows you to segment and create behavior based on NPS surveys

The Value
All about using NPS to continuously improve a customer’s experience
The Opportunity

Ask Nicely

HubSpot Connect
The Approach

1. Started a focused content drive around HubSpot + NPS

2. Focused on promoting content to HubSpot users

3. Opt-ins were nurtured with a specific track to lead them to install the integration

4. Efforts were coupled with sales team support for individual demos and calling campaigns
The Impact

90% of installs came (and are still coming) from the campaign

Met the install threshold for Certification within 90 days

Added 3,000 net new leads into their pipeline
The Takeaways

It’s easy to convert people from interest to active user when the integration itself is easy to install and fast to start using.

Keep building and distributing content to bolster longer-term activity.
Targeted Facebook Ads

Chris Brisson
CEO
Salesmsg
Salesmsg

Two-Way Text Messaging For HubSpot
Send and receive SMS and MMS text messages online or on the go, from real local phone numbers.

The Software
Easily send, receive, and manage text message conversations online.

The Integration
Send and receive text messages (SMS & MMS) from HubSpot. Automate from Workflows.

The Value
Personalize and automate text messages for fast, effective communication at scale.
The Opportunity

“We were wanting a simple and scalable way to reach HubSpot users and agencies without breaking the bank. We found that an easy and almost immediate way to generate leads, customers, and interest from users and partners was through Facebook ads.”
The Approach

Targeted HubSpot users with Facebook Ads to start 14-day trial
The Approach

Leads were driven to a landing page showing off the integration, what it does, and how to start texting from HubSpot.
When a user inputs their email, they are put on an email sequence that spoke directly to them on how to integrate texting into HubSpot
Using Facebook Ads, Salesmsg generated an 11% increase in HubSpot trials MoM

And Installs have grown 20% MoM
The Takeaway

"Showing the true value of the integration and how it WORKS inside HubSpot has always been the sweet spot for us."

Chris Brisson
CEO
Salesmsg
Data-Driven Recommendations

Jake Stein
Found & CEO
Stitch
Stitch allows you to analyze and report on your HubSpot data in context and combined with other data.

The Integration
Pulls dozens of HubSpot inbound metrics into a data warehouse.

The Value
Compare and measure raw data against 60+ other SaaS platforms to measure performance.
The Opportunity
The Opportunity

Sharks gliding ominously beneath the surface of the water? They're a lot less menacing than this Congressman.

This winner of three Emmys, including Outstanding Directing for David Fincher, stars Kevin Spacey and Robin Wright.

Because you watched Orange Is the New Black

Because you watched Red Lights
The Approach

Rather than giving their users a daunting list of integrations to search through, Stitch employed...

Collaborative filtering + Data from existing customers = A way to develop profiles for each user telling Stitch their likely “next integration”

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Hi Tim,

We hope that you’re getting value from the Zendesk integration in Stitch. A lot of our customers that use Zendesk also use Hubspot and/or Stripe. If you do too, you can load your historical data to your data warehouse for free.

Connect to Hubspot, Stripe, or any of our 80+ other data sources by clicking the Add Integration button after you log into Stitch.

Best,
Jake
The Impact

1. Improved the performance of Stitch’s “Recommended Next Integration” emails by more than 10%

2. 10x install growth in the past 12 months
“Don’t expect that users are aware of all the things your product can do ... notifying them in creative and helpful ways can be just as important as building the feature in the first place”
Leveraging Email Signatures

Brad Beutler
Director of Marketing
Sigstr
Take advantage of the millions of emails your employees send every year and turn each one into a marketing campaign.

The Integration
Connect to HubSpot Landing Pages and Track Conversions. Sync HubSpot Lists to Sigstr Campaigns.

The Value
Create dynamic, actionable content in employee email signatures to leverage existing conversations to drive conversions.
Drive rapid adoption of the integration by shared customers.

“We decided to focus on the channel we know best. A channel where we were already communicating with HubSpot and Sigstr customers multiple times a day, everyday. Employee email.”
The Approach

1. Create compelling content (press releases, webinars, blog posts, tutorial videos, etc.)
The Approach

2

Create a SmartList of HubSpot customers not currently using the integration
Assign a SmartList to an email signature campaign for promotion.
The Approach

4

Create a custom HubSpot landing page

Sigstr + HubSpot

With ABM and ROI at the forefront of digital marketing, the Sigstr + HubSpot Integration includes a number of features to ensure your Sigstr activities are aligned with your overarching marketing initiatives.

Seamlessly connect Sigstr to HubSpot workflows, smart lists, landing pages and email marketing templates with easy to use, point and click user interfaces.

With Sigstr + HubSpot, your team will have the ability to create and enhance automated customer journeys, drive more traffic to your website, increase exposure to your content, and link email signature banners to specific landing pages to gain access to detailed conversion analytics.

LEARN MORE
Initiate Installs

Now, anytime employees send an email to a HubSpot customer not using the integration they see one of their custom banners
83% of the customers who have installed the integration have clicked on a Sigstr campaign banner that promoted the integration.

As of July 2018, Sigstr has surpassed 100 installations and achieved 100%+ growth in less than a year.

Email signature marketing has remained Sigstr’s #1 marketing tactic to drive adoption.
Awesome reminder to take advantage of your speciality. It’s easy to lose sight of that in the realm of possibility.
Sales and Services Enablement

Nathan Veer
Product Specialist
Brightcove
Brightcove

Online video hosting platform and online video player solution.

The Software

Take marketing, sales and service action on your contacts based on their video engagement.

The Integration

Sends Brightcove video viewing behavior into HubSpot contact records.

The Value

Take marketing, sales and service action on your contacts based on their video engagement.
The Opportunity

*Now, on this ship that is the office, what is a sales department?*
The Approach: *internal enablement*

1. Educating sales/services on product, integration and personas
2. Implementing a product certification
3. Running a monthly office hours
The Approach: **external enablement**

1. Joining customer calls

2. Creating customer-facing, educational collateral

3. Leveraging the knowledge base and forum docs
The Impact

In the first 10 months of launching, Brightcove grew installs 2.4x faster than any other software they integrate with.
The Takeaways

1. Think about all the potential touchpoints for your integration -- leverage and educate those audiences!

2. Align with team goals

3. “Leverage the HubSpot user blog!”
Leveraging Core Product Launches

José Proença
Partnerships
Zapier
Zapier

Integrate
Link your web apps with a few clicks, so they can share data

Automate
Pass info between your apps with workflows called Zaps

Innovate
Build processes faster and get more done—no code required

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The Software
Automate your workflow by integration with over 1,000 apps, Zapier builds processes that automate time-consuming tasks.

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The Integration
Zapier is a workflow automation tool that connects HubSpot to the professional apps you use every day.

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The Value
Boost productivity by connecting all your favorite apps.
“Our customers guide what we build. As we climbed past 900 integrations and one million customers, we heard one consistent theme: people want to share Zaps with teammates. We built Teams to allow folks to collaborate.”
The Opportunity

Zapier for Teams

Pay Per Task, Not Per Member
Team accounts include a pool of Tasks and grow with your team. If you need more, you only pay for what you use.

Unlimited Zaps
Create 10 or create 1,000—we’re giving you the freedom to automate the tasks that make your business run at its best.

Shared Connections
Connect your team’s favorite tools, like Trello, Dropbox, or Typeform, so everyone can use them in their workflows.
The Approach

Zapier Launched with Multiple Partners to Extend Reach

Targeted Email

Blog Post

Social

Product Page
The Impact

1. Adoption of Zapier for Teams to over 3,000 teams (12,000 team members) since launching in May
2. 7% growth MoM for Team accounts
3. ~16% MoM increase in Zaps created from these accounts
The Takeaway

Teamwork makes the dream-work
The Takeaway

“There’s never enough time, so plan ahead as much as possible and get all your collaborations aligned early!”

José Proença
Partnerships
Zapier
Launching on Product Hunt

Stefano Perrotta
Partnerships
Aircall
Aircall

Cloud-based phone system for sales and support teams.

The Integration
Syncs Aircall call data with HubSpot contact records

The Value
Saves time by streamlining call data with sales and services activities
The Opportunity

“We knew the Product Hunt medium could be a good venue to gain exposure as the HubSpot and Product Hunt audiences overlap in some ways”
The Approach

1. Pick a date and time
2. Determine a “hunter”
3. Define positioning
4. Create content
5. Determine channels
6. Don’t forget to track
The Impact

With 358 upvotes, became the Top 10 Product of the day

15% increase in webpage traffic during the day of the launch

15% increase in trials over the following 2 weeks

Increased installs to Premier Partner status
The Takeaways

Keep launch date close to Product Hunt announcement

Coordination is critical

Your current customers are your main advocates!
Other creative examples from Connect integrators…

HubSpot + CircleLoop

Keep your team in HubSpot, make better calls and track client communications effortlessly.
Other creative examples from Connect integrators….

Recipe summary

- Duration: under 5 minutes
- Serves happy sales and marketing teams
- Fills up 1 connection slot
- Tastes like chicken* pie**

Ingredients

- Any CRM that can group customers via tags or lists, like Pipedrive
- A lead scoring app, like HubSpot, with lead scoring setup (how?)
- PieSync

Preparation

1. Start your sync through PieSync between HubSpot and Pipedrive (here’s how.)
2. In Pipedrive set up a custom field named “MQL” (Marketing Qualified Lead). You can add a custom field by navigating to Settings > Customize Fields > and select which custom fields you want to add.
Other creative examples from Connect integrators….

**HubSpot Users Only:**

Get 4 Free Blog Posts...

and an Additional 10% off!

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**How To Get Your 4 Free Blog Posts**

1. Just fill out and submit the form on the right.
2. We'll contact you to discuss your content needs and help you choose the right package options.
3. Once you sign up with Zerys, we'll deliver 1 additional free blog post each month for the next 4 months!

*Limited Time Offer:* In addition to your free blog posts, all HubSpot users get an additional 10% off the total package price!
How you ask is everything.

The versatile data collection tool for professionals. Typeform makes asking easy & answering refreshing.
HubSpot and PandaDoc
the startup love story

https://www.youtube.com/watch?v=JJIwpKkyPU
Thanks for the Awesome Memories