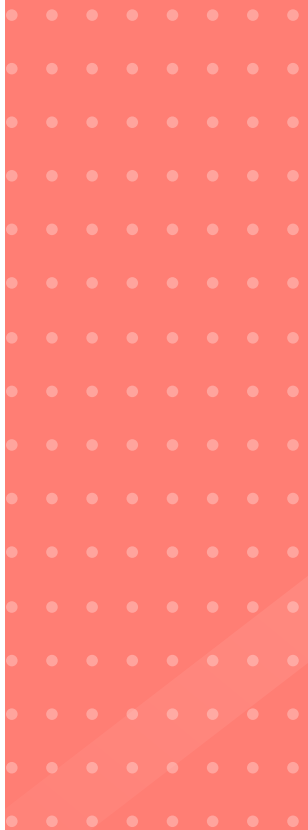




THE HUBSPOT GROWTH STACK



The HubSpot Growth Stack



HUBSPOT MARKETING

Bring your team, tools, and data together, all in one place.

HubSpot Marketing is everything you need to increase traffic, convert leads, and prove ROI – backed by a team that helps you grow.



HUBSPOT SALES

Sell in an efficient, modern, human-friendly way.

HubSpot Sales brings useful information about the contacts and companies you interact with right to your inbox. Time saving productivity tools help you sell in an efficient, modern way.



HUBSPOT CRM

The easy to use free CRM system your sales team will love.

Say goodbye to manual tasks and confusing features. HubSpot CRM is a real, free CRM system that organizes every detail about your contacts and customers in a single place.



HubSpot Marketing

HubSpot Marketing is everything you need to increase traffic, convert leads, and prove ROI – backed by a team that helps you grow.

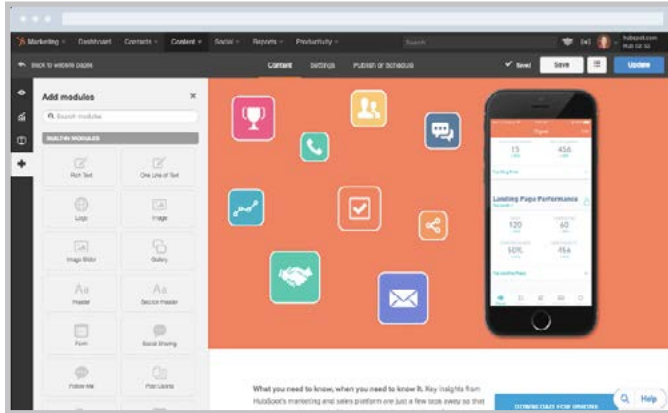
Bring your marketing team, tools, and data together, all in one place.



HubSpot Marketing:



ATTRACT



WEBSITE BUILDER

Build and modify your website without IT.

Build and host your entire site with HubSpot's website platform. Drag and drop website builder. Personalize content for every visitor, and publish mobile-optimized content all from within a single interface.

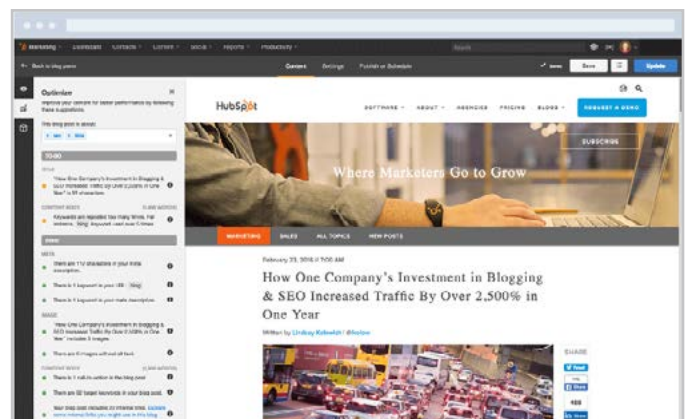
PAGE PERFORMANCE

A report card for every page of your website implement recommendations to boost your search engine rankings.

BLOG

Get your content in front of the right people.

Create and optimize content with keyword recommendations and measurement data to identify the articles that make the most impact (in terms of visitors, leads & customer acquisition).



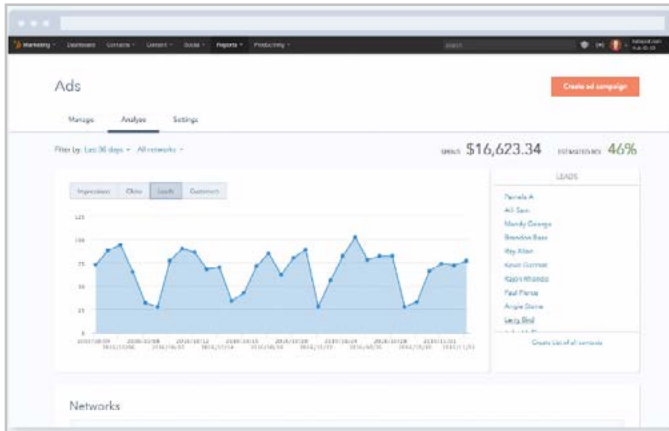
HubSpot Marketing:



ATTRACT

COMPANIES THAT BLOG SEE:

- 3.3X more visitors per month within one year
- 3.5X more leads per month within one year
- 79% Increase in sales revenue within one year



KEYWORDS

Discover which keywords will bring the best organic traffic to your site, track your organic rankings & benchmark rankings relative to competitive sites. Get as-you-type keyword suggestions and on-page SEO advice so you can outrank your competitors.

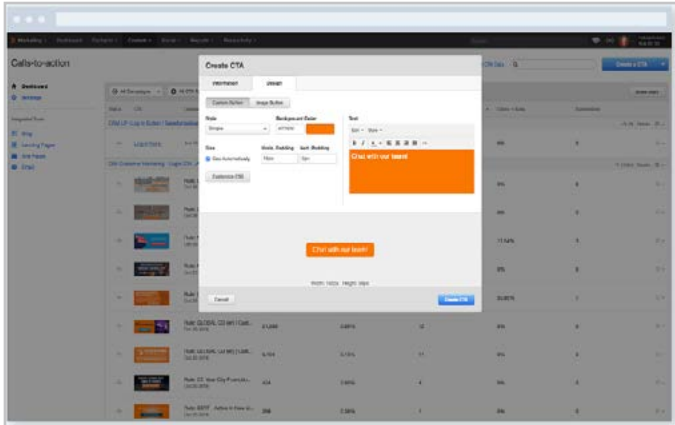
ADS

Using Google AdWords, Facebook Ads, or LinkedIn Sponsored Updates? The Ads add-on in HubSpot shows you not only impressions and clicks, but leads, customers, and the actual ROI of your campaigns.

HubSpot Marketing:



CONVERT



CALL TO ACTION (CTAs)

Drive more traffic to key landing pages.

Convert your visitors into leads with professional call-to-action buttons (that drive to a landing page) that you can build and add to your site in minutes.

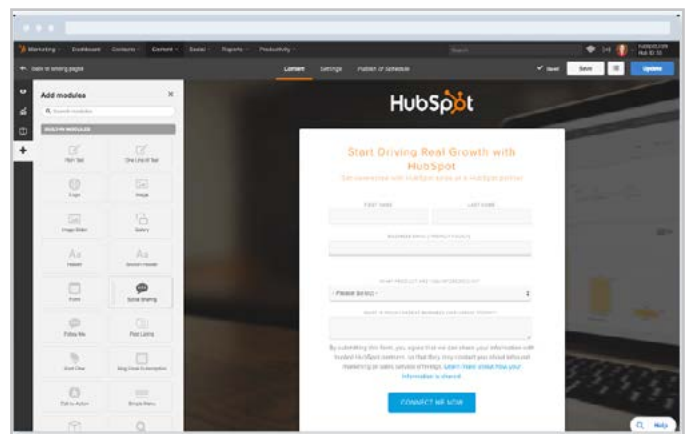
PERSONALIZATION

Swap out your CTAs within emails, blog posts, or on your website for a unique user experience based on lists, contact properties, sources, and more.

LANDING PAGES

Convert more visitors into qualified leads.

Capture inbound leads through your website with landing pages that are optimized for your brand, easy to customize and track



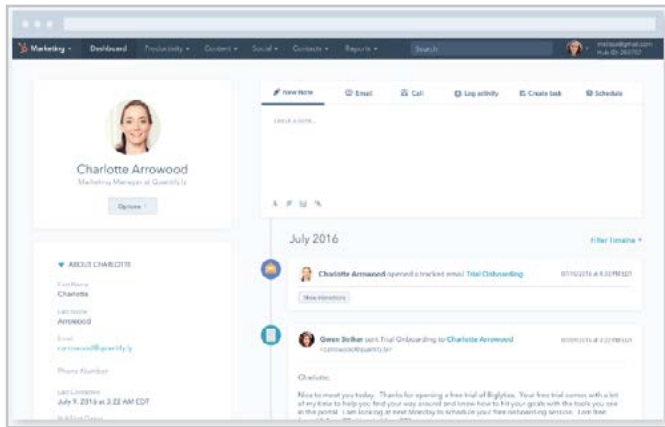
HubSpot Marketing:



CONVERT

ANALYZE IN REAL TIME

See real-time traffic and conversion performance, along with source data. Analyze and A/B test landing pages in real time to optimize for visits and conversions.



LEAD MANAGEMENT

All your contact details, all in one place.

Organize all your contact details and interactions in one centralized, integrated database, create segmented lists, and score leads so sales can prioritize their outreach.

HUBSPOT CRM

Get an up-to-the-minute view of your entire sales funnel on a clean, visual dashboard. Create new deals with a single click, then drag and drop them from stage to stage as they progress.

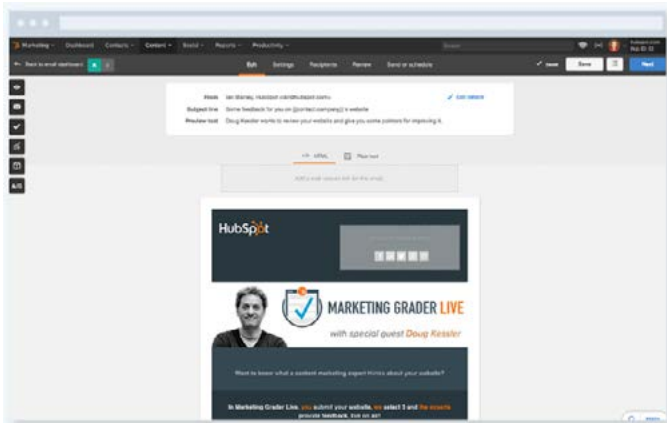
LIST MANAGEMENT & SEGMENTATION

Zero-in on the right contacts. Target your leads by segmenting based on their contact information and how they've engaged with you for truly personalized marketing. Use these hyper-targeted segments to send emails, personalize website content, and power marketing automation campaigns so you can effectively nurture your leads further down the funnel.

HubSpot Marketing:



CONVERT



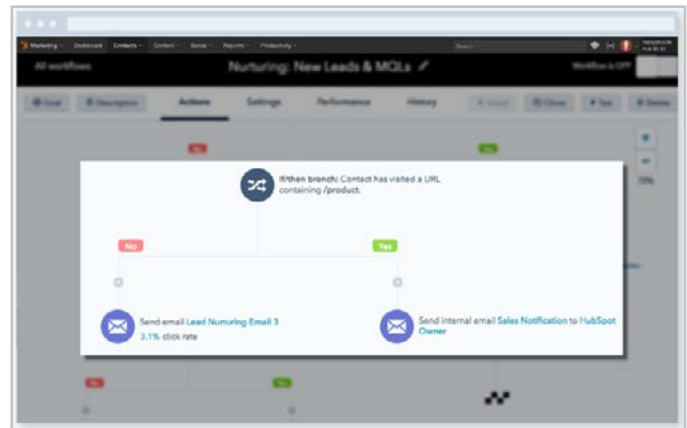
EMAIL MARKETING

Create high-performance emails without designers or IT. Send personalized, beautiful emails that your prospects will look forward to receiving and measure which messages are most effective. Count on unmatched deliverability and best-in-class email analytics.

MARKETING AUTOMATION

Automate your marketing beyond email.

Trigger a campaign of email messages based on any criteria you choose – examples include a form submission, a site revisit, a video view, a particular page visit. Automate responses based on important lead/customer activity and set up alerts for your sales reps as necessary.

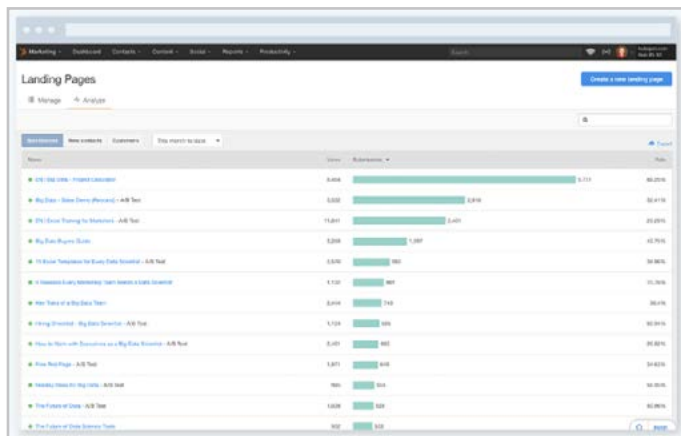


- 64% of marketers say they saw the benefits of using marketing automation within the first six months of its implementation.
- Nurtured leads produce, on average, a 20% increase in sales opportunities versus non-nurtured leads.

HubSpot Marketing:



CLOSE



REPORTING DASHBOARD

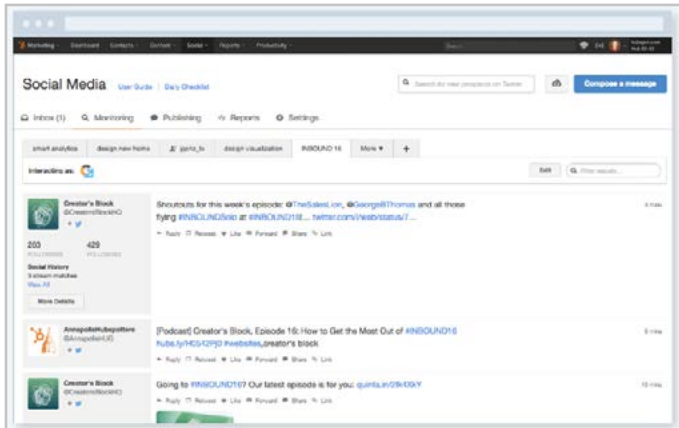
Track customers and report your impact on the bottom line.

Create beautiful, custom reports to export on virtually any metric from HubSpot Marketing, any record from HubSpot CRM, or data from any integrated apps you may be using via HubSpot Connect. Use closed-loop reporting to determine the ROI of your work.

- Marketers that calculate ROI are 1.6X more likely to receive higher budgets.
- 43% of marketers say proving the ROI of their marketing activities is their top marketing challenge.

HubSpot Marketing:

DELIGHT



SOCIAL INBOX

Monitor social mentions and connect with people who matter.

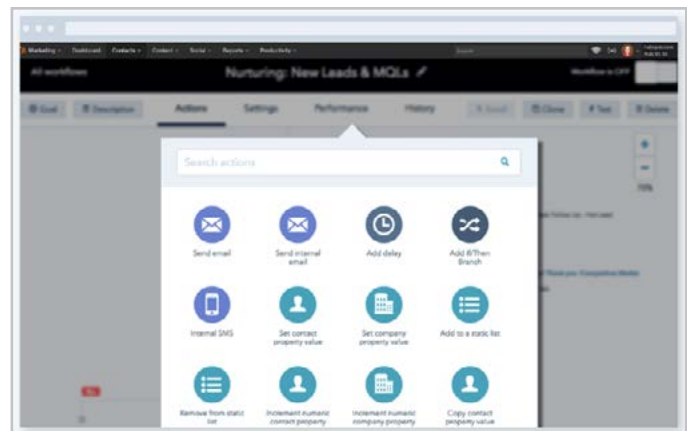
Links social interactions to real people in your database, so you can see deep context and prioritize conversations. See every interaction with your messages, and create custom keyword monitoring streams for everyone on your team to

surface the interactions. Never miss an opportunity to engage with followers, nurture leads, or delight your customers.

MARKETING AUTOMATION

Segment your customers from your prospects to upsell, retain, and delight.

Turn customers into excited advocates and promoters by continuing to deliver value post purchase. Upsell and encourage customer referrals from your happiest customers, or help unhappy customers turn the situation around by giving them the content and help they need to experience the value they paid for.



With marketing automation, tailoring your content and campaigns to increase referrals, upsells, and loyalty is not only possible.



HubSpot Sales

HubSpot Sales brings useful information about the contacts and companies you interact with right to your inbox. Time saving productivity tools help you sell in an efficient, modern way.

Sell in an efficient, modern, human-friendly way.



PROSPECTS



TEMPLATES &
EMAIL TRACKING



DOCUMENT
TRACKING



CALL
TRACKING



MEETINGS

HubSpot Sales



Name	Domain	Number of Page Views	Number of Emails	Last Seen	Number of Engagements
NetScout24	net-scout.com	2	1	10/10/2018	0
Vista Books	vista-books.com	11	3	10/10/2018	0
HubSpot Partner	hubspot.com	33	3	10/10/2018	150
LegalMediaNetwork	legalmedia.com	104	16	10/10/2018	100
HubSpot	hubspot.com	1	1	10/10/2018	100
HubSpot Enterprise Solutions	hubspot.com	2	2	10/10/2018	0
HubSpot Group Ltd	hubspot.com	2	1	10/10/2018	1
Unigistics	unigistics.com	1	1	10/10/2018	0
LinkedIn at Work	linkedin.com	4	2	10/10/2018	1
HubSpot 360 Internal Portal	hubspot.com	22	3	10/10/2018	1
Shutterstock.com	shutterstock.com	1	1	10/10/2018	1
SmartBear Technologies	smartbear.com	1	1	10/10/2018	0
HubSpot CRM	hubspot.com	1	1	10/10/2018	1
HubSpot CRM Internal Portal	hubspot.com	2	1	10/10/2018	1
HubSpot HubSpot of Technology	hubspot.com	1	1	10/10/2018	0
HubSpot	hubspot.com	1	1	10/10/2018	1
HubSpot	hubspot.com	1	1	10/10/2018	1

PROSPECTS

Identify engaged prospects and focus on closing the warmest leads.

Prevent prospects from slipping through the cracks, without the busywork. Send a series of timed emails to your prospect so you never lose touch. Choose from a list of messages, and enroll a contact right from your inbox.

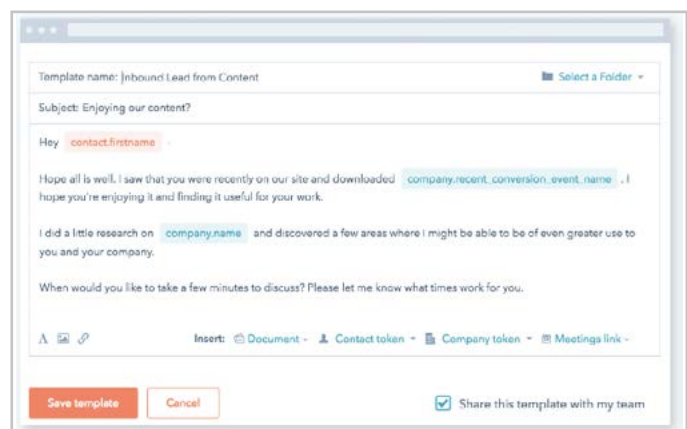
Use personalization tokens to tailor the emails in your sequence with contact and company details from HubSpot CRM or Salesforce. Then add specific details to each message to connect with your prospects like only a human can.

- 63% of prospects are “somewhat” or “not at all” knowledgeable about a company before a sales rep makes the first contact.
- 43% of salespeople struggle most with prospecting.

TEMPLATES

Use data to identify the best-performing Sequences.

Personalize messages extremely quickly so you see what is performing the best. Close more deals by sharing your best email templates with your entire team.



HubSpot Sales



EMAIL TRACKING

Use notifications to follow up seconds after a lead opens an email, clicks a link, or downloads an important document such as a proposal.

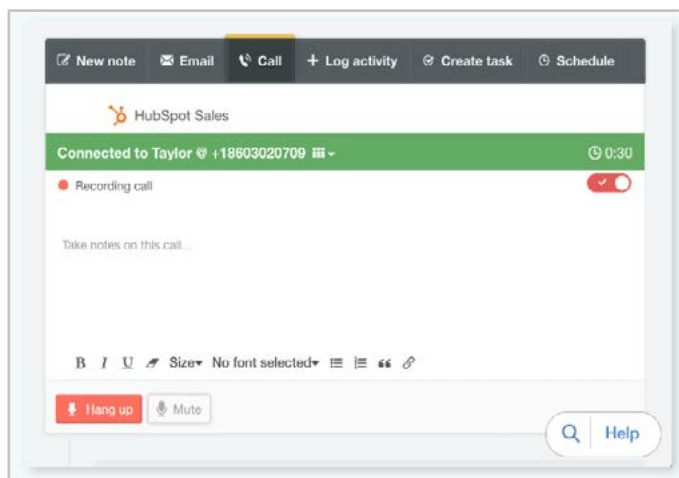
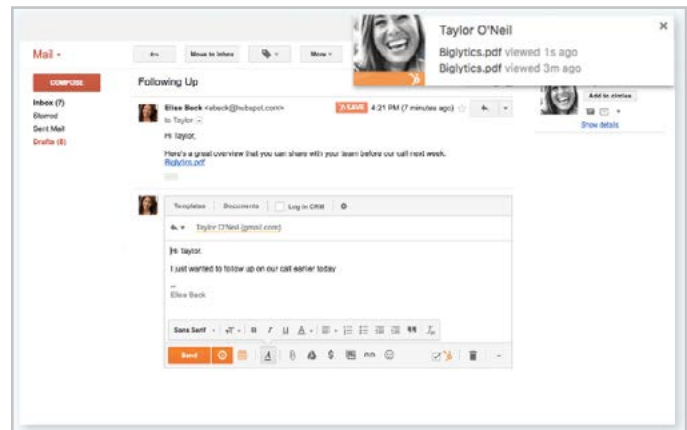
A built-in activity stream automatically logs each lead's history inside your browser or HubSpot Sales. Open, click, and reply data helps you hone in on which email templates and sequences are most effective, so you can optimize your emails to get the best results.

DOCUMENT TRACKING

Know what content closes deals.

Build a library of helpful sales content for your entire team, share documents right from your Gmail or Outlook inbox, and see which content closes deals.

When a lead clicks an email link to open your document, or shares it with a colleague, we'll notify you instantly on your desktop. Get aggregate data about how your sales content is helping to move your sales process forward.

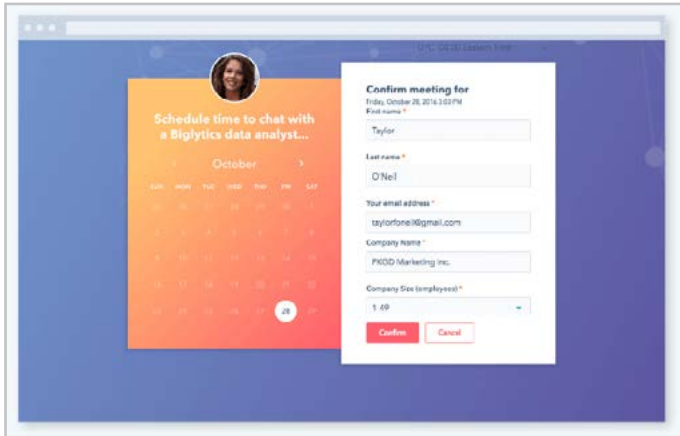


CALL TRACKING

Spend less time dialing and more time selling.

Use data from your HubSpot CRM to prioritize your best calls, and set up a daily calling queue. Just one click connects you to a prospect through Voice Over IP or your desk phone.

HubSpot Sales



MEETINGS

Put the power to book meetings in the hands of your prospects. Meetings sync to your Google or Office 365 calendar, so your schedule is always up-to-date. As prospects book meetings, automatically create new records or log the activity in your CRM.

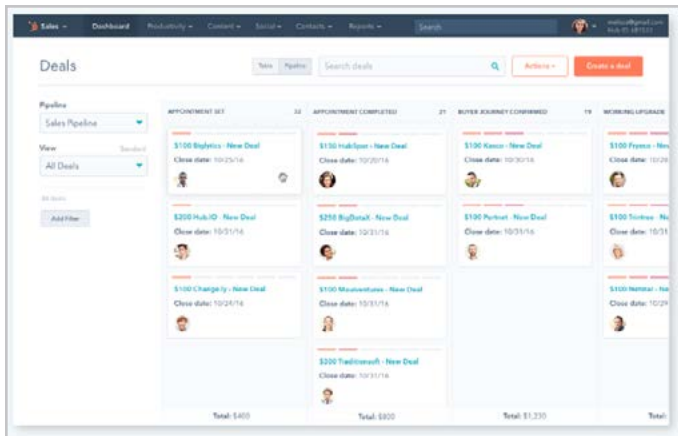


HubSpot CRM

Say goodbye to manual tasks and confusing features. HubSpot CRM is a real, free CRM system that organizes every detail about your contacts and customers in a single place.

The easy to use free CRM system your sales team will love.

HubSpot CRM



MANAGE YOUR PIPELINE AND CLOSE MORE DEALS.

Get an up-to-the-minute view of your entire sales funnel on a clean, visual dashboard. Create new deals with a single click, then drag and drop them from stage to stage as they progress.

You can sort deals won and lost, appointments scheduled, and contracts sent over any time period. Plus, track performance against quotas you set.

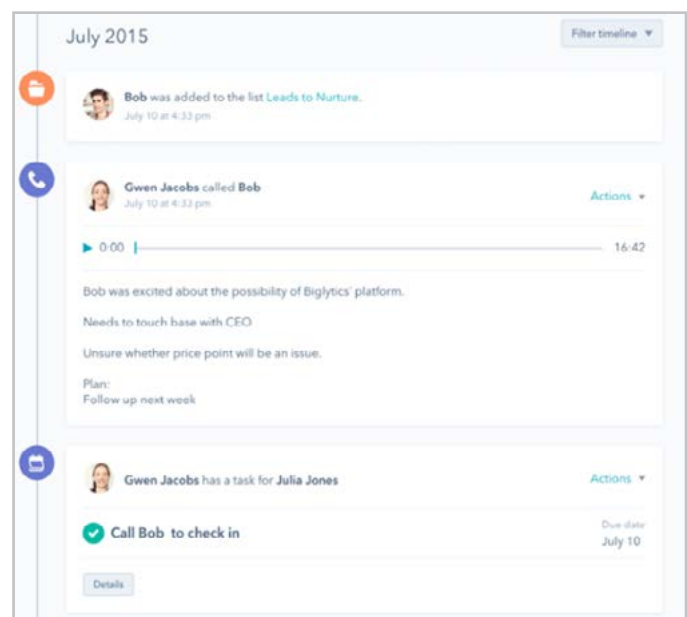
Sort deals by name, owner, amount, or stage with custom filters for actionable intel in a fraction of the time.

SEE EVERYTHING ABOUT A LEAD IN ONE PLACE.

Go way beyond names and job titles. Every interaction with a lead is stored in a tidy timeline, including calls, emails, meetings, and notes.

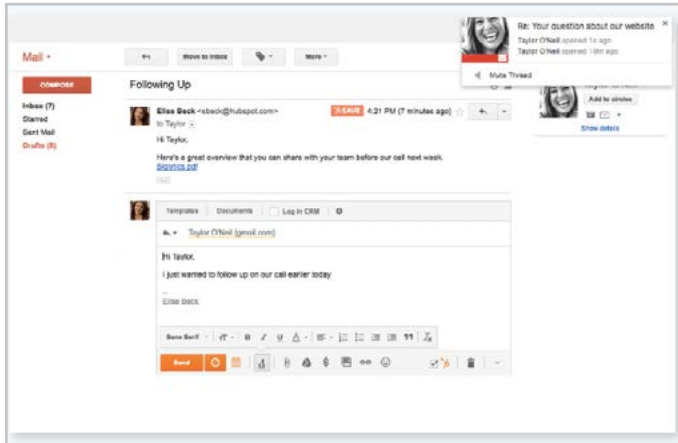
You'll never need to dig through a messy inbox or spreadsheet to figure out where a relationship left off.

Sync up with HubSpot Marketing, and you'll know which content your lead has consumed so you can personalize your approach.



- 40% of salespeople say getting a response from prospects is getting harder.
- 29% of salespeople are spending an hour or more on data entry each and every day.

HubSpot CRM



LOG SALES ACTIVITY AUTOMATICALLY.

HubSpot CRM tracks customer interactions automatically – whether they're in an email, across social media, or on a call.

HubSpot CRM works seamlessly with HubSpot Sales, so you can log sales activity automatically. HubSpot Sales syncs with G Suite and Office 365 so you can track customer interactions automatically -

whether they're in an email, across social media, or on a call. s for actionable intel in a fraction of the time.

The All-in-One Marketing Software for Your Entire Team



BLOGGING

Publish relevant, engaging, conversion-optimized content with tools that speed up creation, keep formatting consistent, and make it easy to optimize for search.

LANDING PAGES

Launch landing pages that look perfect across devices, add forms optimized for completion in one click, and automatically change content based on who's viewing your page.

EMAIL

Create stunning email templates, automatically personalize subject lines and content for each recipient, and run A/B tests to improve open rates and click-throughs.

MARKETING AUTOMATION

Let your leads find their own path to purchase to close more deals. With marketing automation, you can use each lead's behavior to tailor emails, content, offers, and outreach at scale.

CRM

Access each contact's information and see every interaction you've already had. Use this data to create hyper-targeted campaigns that close more deals.

ANALYTICS

Gain insight into your entire funnel to see which marketing assets are working the hardest, and to show how marketing impacts the bottom line.

WEBSITE

Drag and drop your way to a responsive, SEO-friendly, and fully integrated website. Save your best designs as templates to launch pages even faster.

SOCIAL MEDIA

Monitor brand mentions and relevant conversations, track engagements automatically, and schedule your socials posts to be published when the right people will see them.

SEO

Find high-traffic keywords, then optimize your blog posts, landing pages, and website with as-you-type SEO suggestions, and measure your impact with integrated tracking.

CALLS-TO-ACTION

Design CTAs visitors can't help but click, know who clicks which CTAs, and measure performance to optimize click-through rates over time.

ADS

Track the ROI of your Facebook, AdWords, and LinkedIn advertising with precision and accuracy, and stop struggling to justify your paid ad spend.

SALESFORCE INTEGRATION

Bi-directional sync with Salesforce means a record of every email open, CTA click, and form submission is at your fingertips. Use this data to score leads and create segmented lists.

The All-in-One Sales Platform Your Team Will Actually Use



EMAIL SEQUENCES

Put prospecting on autopilot to keep them from slipping through the cracks and to free up more time to close warm leads.

EMAIL TEMPLATES

Turn your most effective and repetitive sales emails into templates you can access inside your inbox and share with your team.

EMAIL TRACKING

Know the second a lead opens an email, clicks a link, or downloads an attachment – then send a perfectly timed follow-up.

EMAIL SCHEDULING

Schedule emails to send at times your leads will actually read them.

PROSPECTS

Know which companies are visiting your website and which pages they spend time on.

DOCUMENTS

Optimize your documents and personalize your pitch by seeing who views each document and which pages they spend time on.

MEETINGS

Share a link that gives leads the power to choose a time that works for everyone. Works with Google Calendar, Outlook Calendar, and HubSpot CRM.

PIPELINE MANAGEMENT

Deal boards to manage pipeline, as well as sort deals won and lost, appointments scheduled, and contracts sent.

CALLING

Queue up a list of sales calls, make them from inside your browser, log calls to your CRM automatically, and record calls with a single click.

Results

Lynton and HubSpot is where all of your marketing and sales comes together.

Here's how Lynton and HubSpot will help your team grow traffic, convert leads, increase sales and track your entire funnel in one place.

- Build and modify your website without IT
- Convert more visitors into qualified leads
- Turn leads into customers with less effort
- Track customers and report your impact on the bottom line
- Increase productivity of sales by automating manual tasks
- Manage sales pipeline in a CRM that sales reps actually want to use

The ROI Companies See From HubSpot

With inbound marketing and HubSpot organisations increase lead generation, reduce costs, and grow new markets. Based on data from HubSpot, companies can expect the following results within one year:

- 3.3X increase in website visitors
- 3.5X increase in leads
- 2X increase in new business close rate
- 79% of respondents saw an increase in sales revenue

Lynton Agency Services

Lynton is a full-service inbound marketing agency providing the right solutions for your inbound, web, and tech needs. We are a high-performing team of experts based out of Houston, Texas.



INBOUND MARKETING

Build a digital presence that continually attracts qualified leads to your brand.



WEBSITE DESIGN

Design a lead generating website that solves your buyer's pain points.



CONTENT MARKETING

Customized to your goals, we provide valuable content like blogs, white papers, guides and more!



PERSONA DEVELOPMENT

Through interviews and research we will develop your company's personas and build their sales journey.



CRM INTEGRATION

Integrate HubSpot with your business applications to align marketing and sales.



SALES & MARKETING ALIGNMENT

With full funnel marketing, we will connect your sales and marketing teams.



Ready to talk to one of our
Inbound Marketing Specialist?



hello@lyntonweb.com