WEBINAR

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HubSpot CERTIFIED PARTNER

MANAGING THE NEW NORMAL WITH HUBSPOT SALES & MARKETING

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Managing the New Normal with Hubspot Sales & Marketing

Agenda

1. How to produce Inbound leads for your sales team
2. How to manage a remote/distributed team with Hubspot
3. How to automate processes to ensure follow up and conversion of Prospects to opportunities
4. How to manage pipeline in a virtual environment and manage accurate forecasting
5. How to target customers more effectively through account based marketing

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ProvidentCRM

ESTABLISHED IN 2000

Provident was established in 2000, initially based in Dublin - Ireland.

MULTI DISCIPLINARY ORGANISATION

Wealth of experience in implementing and operating CRM strategy and applications.

FOCUS ON CRM & TEAM MANAGEMENT

Strong team focused on CRM & Team management. Based in Ireland, the UK, Spain, and Portugal.

PARTNER

Hubspot Partner since 2019 and currently Platinum partner.

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Services

CONSULTING

IMPLEMENTATION

INTEGRATION

TRAINING

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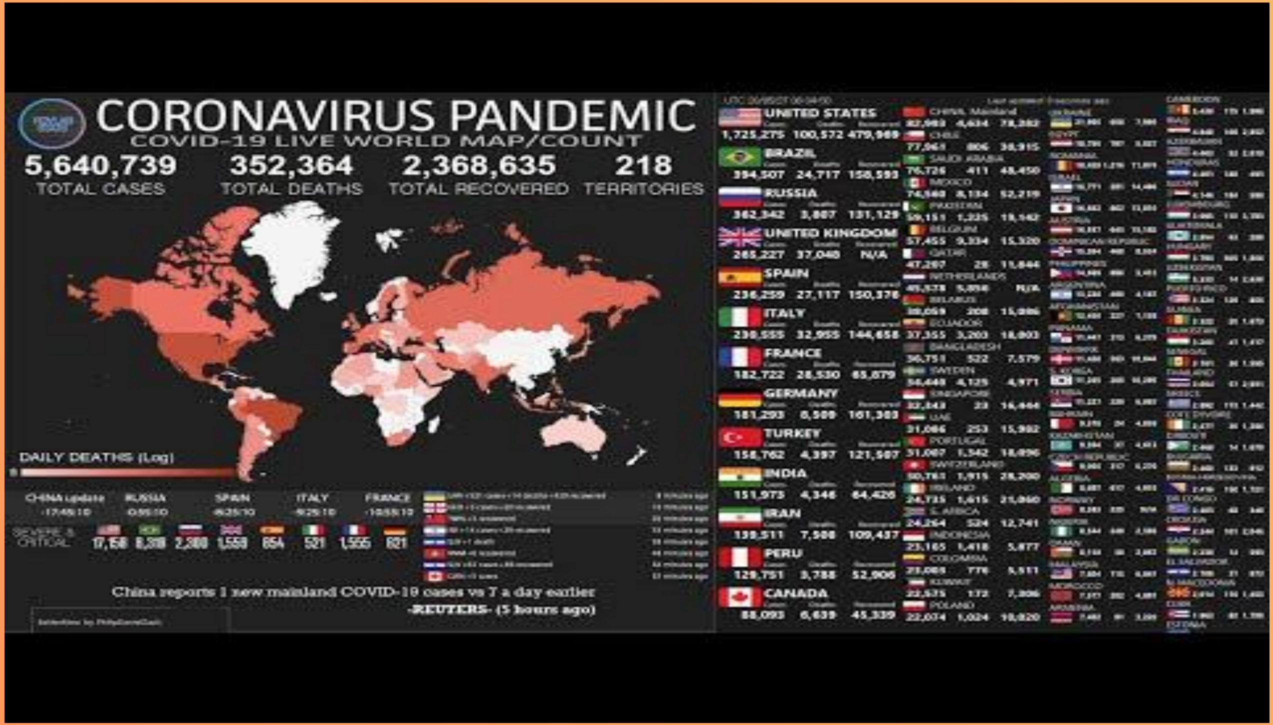
Doing Business in the Era of Covid 19



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What has changed for sure…

- People working from home
- People are worried about the future
- People leaning on content they can trust to inform their decisions
- Industries are getting more concentrated with a ‘winner take all’ outcome (Amazon - Billions of packages, Google (billions of searches), Facebook (billions of visits)

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So how do we Survive and Thrive?

Adapting with Inbound Marketing

Adapt to Inbound Selling is training sales people to help first - sell later.

Measuring outcomes for Marketing and Sales and utilizing ABM

The Post-Covid Inbound Sales Process

Marketing focus on driving engagement with brand through content and intelligent account targeting

Marketing nurture leads until they ask to speak to sales - this process should be smart and automated and harness technology

The hand-over from the Marketing team to Sales should be automated and based on “measurable qualification” - lead scoring can be very effective here

Sales approach qualified leads with a help first mentality. Sales people should have the tools in place to ensure proper follow up and pipeline management

Long term view

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Hubspot's Journey

- Hubspot Started as a Marketing Automation tool
- In 2014, Hubspot launched a CRM product for the SME market
- This market was dominated by competitors
- By using the Hubspot tools and the Inbound selling ethos we build a $200m business form zero in just 6 years
- The tools that allowed Hubspot to do this are even more effective in the post Covid-19 marketing/sales process

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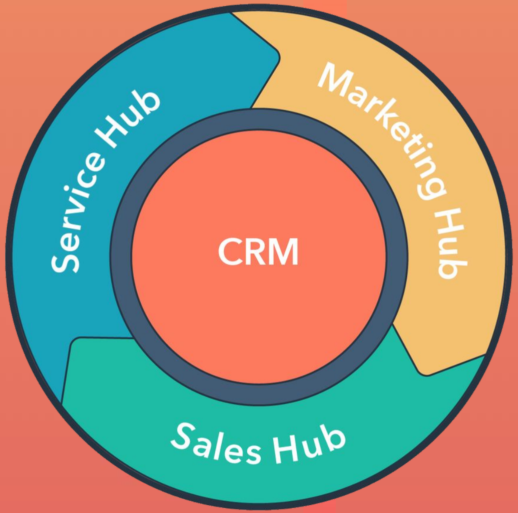
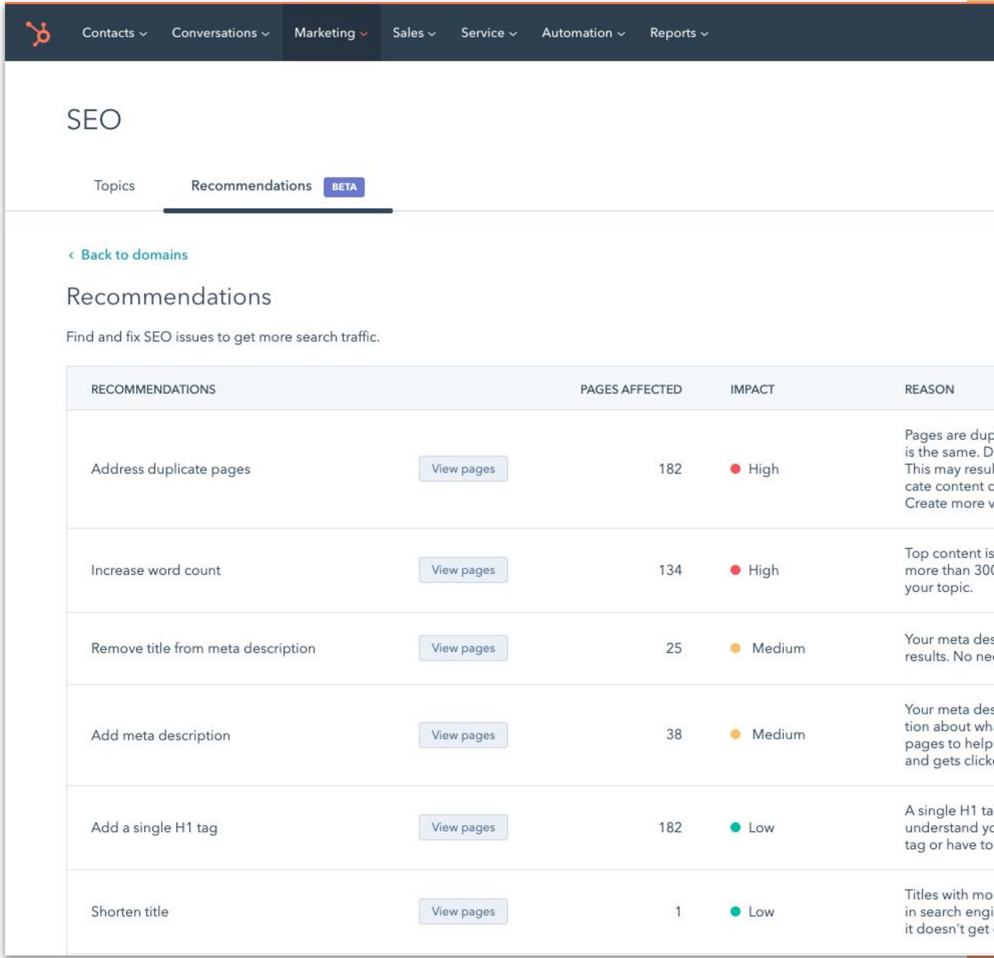


Lead Generation

Marketing Hub Professional:

SEO

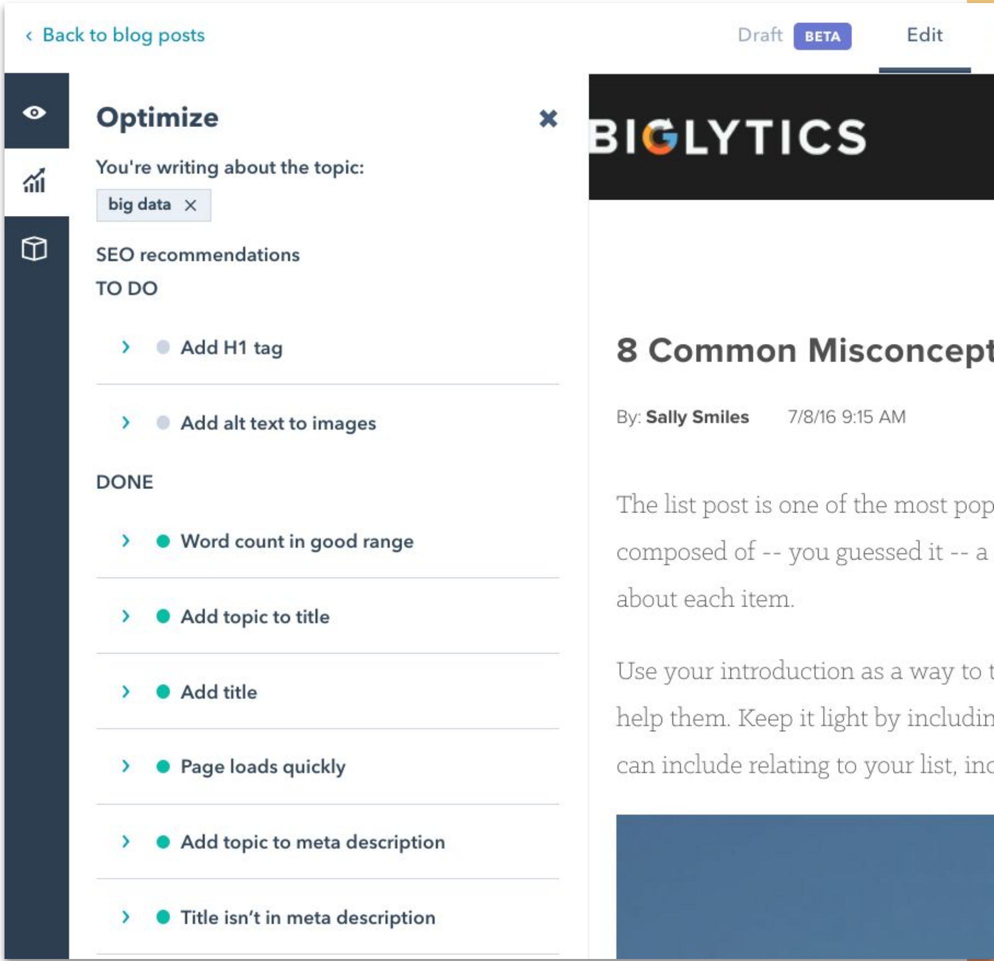
SEO has changed. Build your authority in search with tools that help you plan your SEO strategy, optimize your content, and measure real return on investment.



Marketing Hub Professional:

Blogging Tools

HubSpot's blog makes it easy to create and optimize content with recommendations and measure which articles are having an impact.



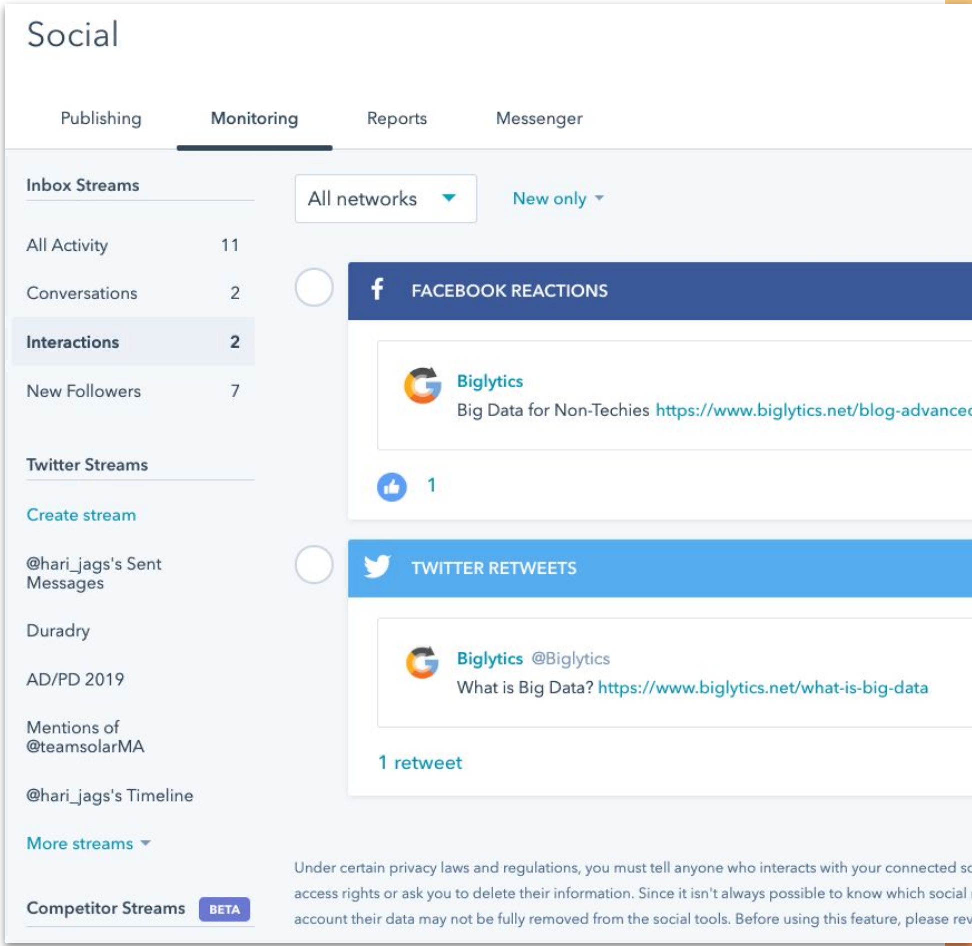
Marketing Hub Professional:

Social Tools

Link social interactions to real people in your database, so you can see deep context and prioritize conversations.

See every interaction with your messages, create custom keyword monitoring streams for everyone on your team, and measure social performance across every major channel in one place.

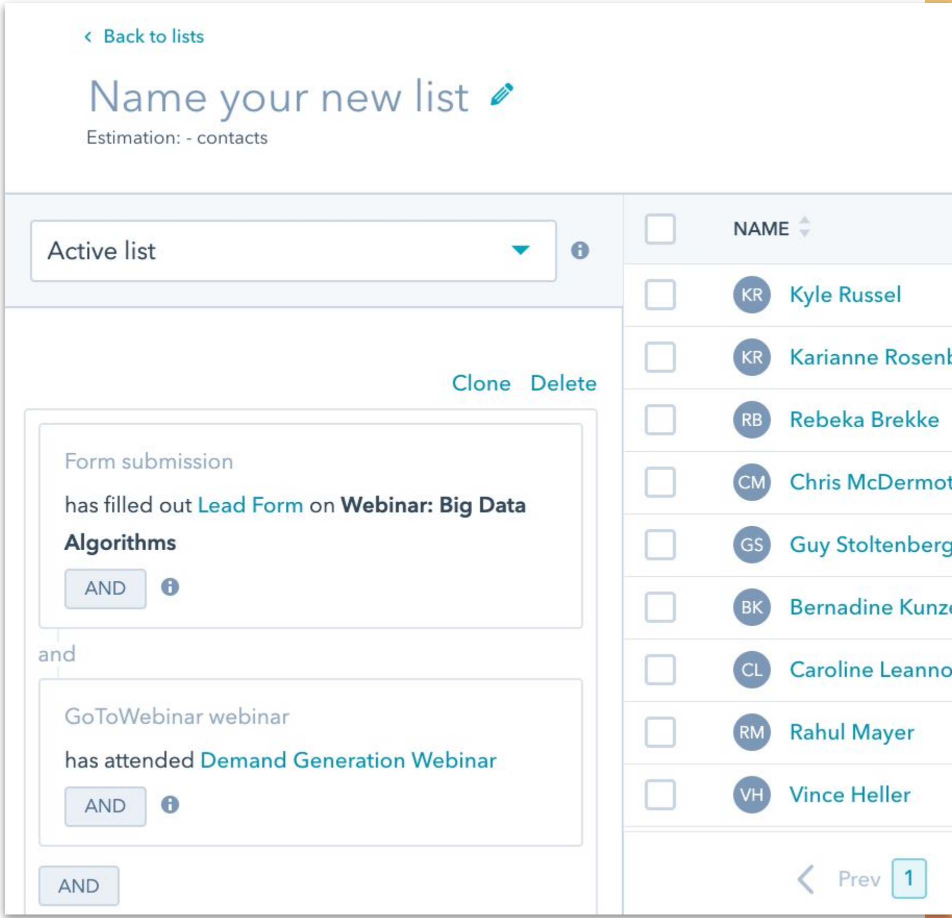
Never miss an opportunity to engage with followers or delight your customers.



Marketing Hub Professional:

Granular Segmentation

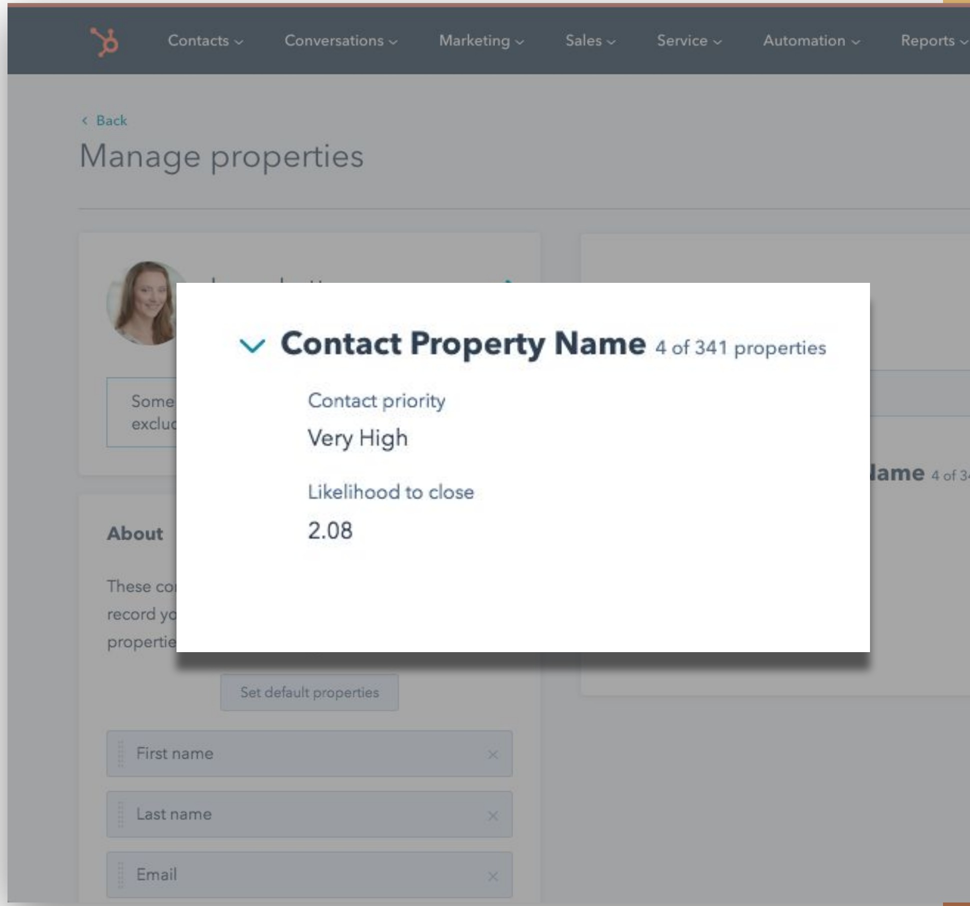
Segment contacts based on their behavior and company information. Use these hyper-targeted lists to send emails, personalize website content, and power marketing automation.



Marketing Hub Enterprise:

Lead Scoring

Predictive Lead Scoring takes hundreds of demographic and behavioral factors into account to automatically score contacts based on their likelihood to buy.

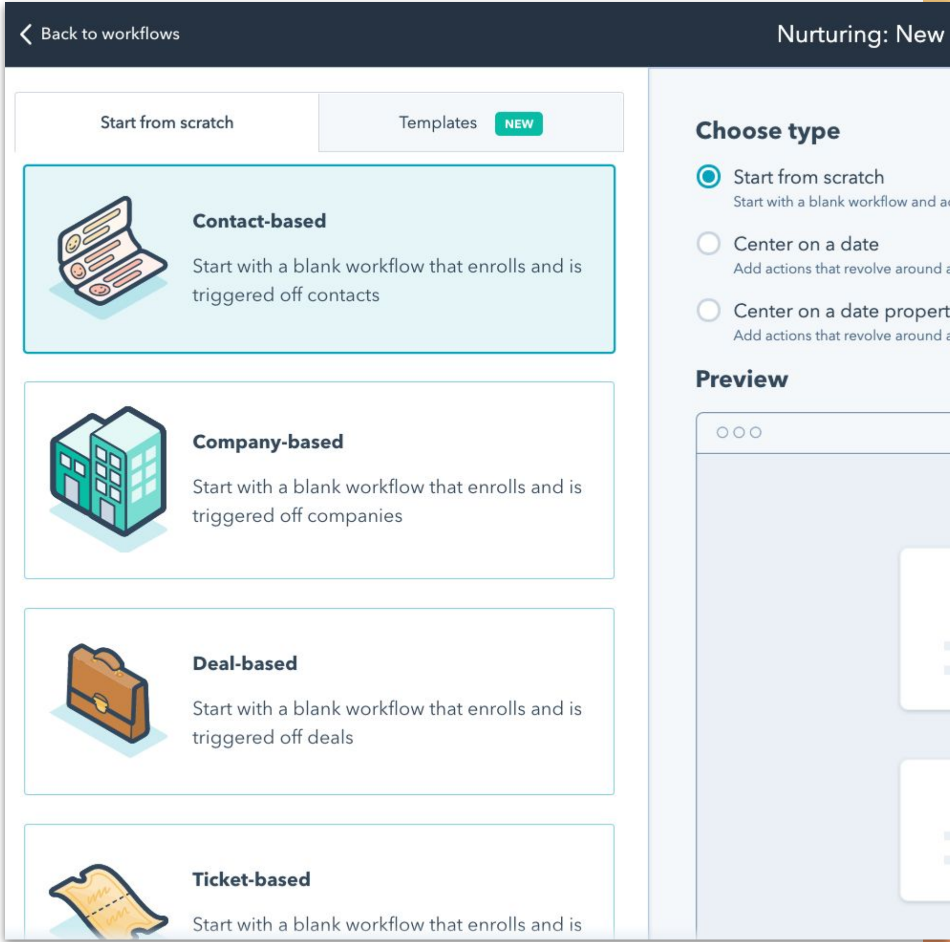


Marketing Hub Professional:

Marketing Automation

Automate your marketing beyond just email. Setup nurturing based on contact, or run Account-Based Marketing (ABM) campaigns with company workflows.

Build your nurturing from scratch from HubSpot’s powerful segmentation, or get started with a predefined template.

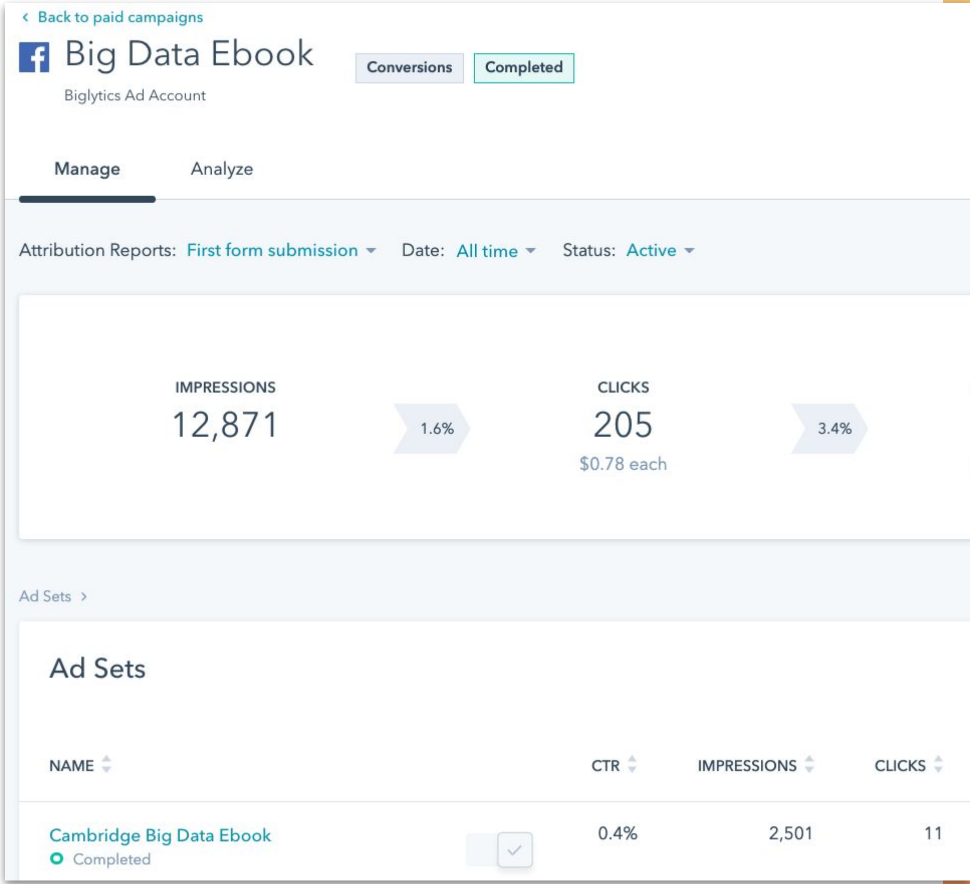


Marketing Hub:

HubSpot Ads

Using Google Ads, or advertising on Facebook or LinkedIn? HubSpot Ads lets you seamlessly sync all your leads and audiences between HubSpot and the networks.

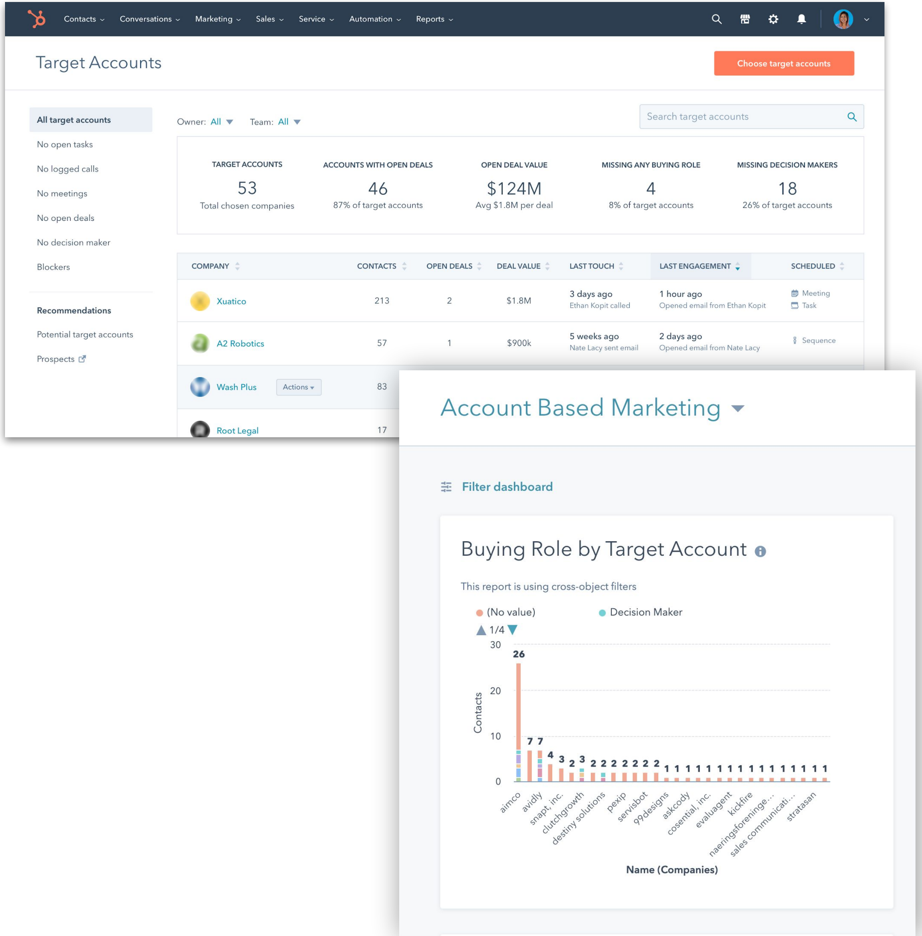
With Marketing Hub Professional, get more spend and report on the real advertising ROI with complete precision by going a layer deeper. See how many leads, contacts, and customers your ads are generating.

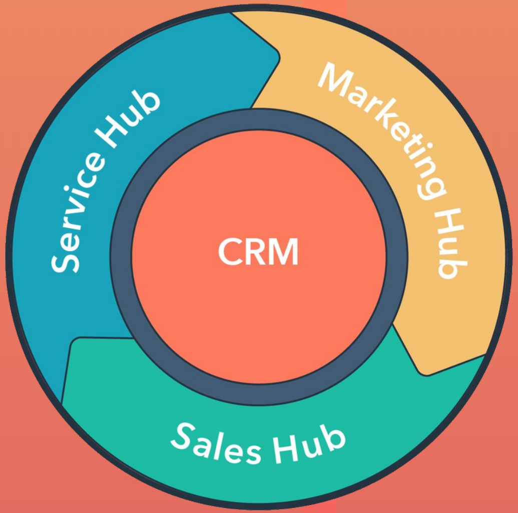


Marketing Hub Professional

Account-based Marketing

Seamlessly coordinate across sales and marketing to run a powerful ABM program in HubSpot. With ABM properties and templates, company scoring, and out-of-the-box ABM reporting all available in both Sales Hub and Marketing Hub Professional, you can unite your teams around the same data to close more high-value deals.





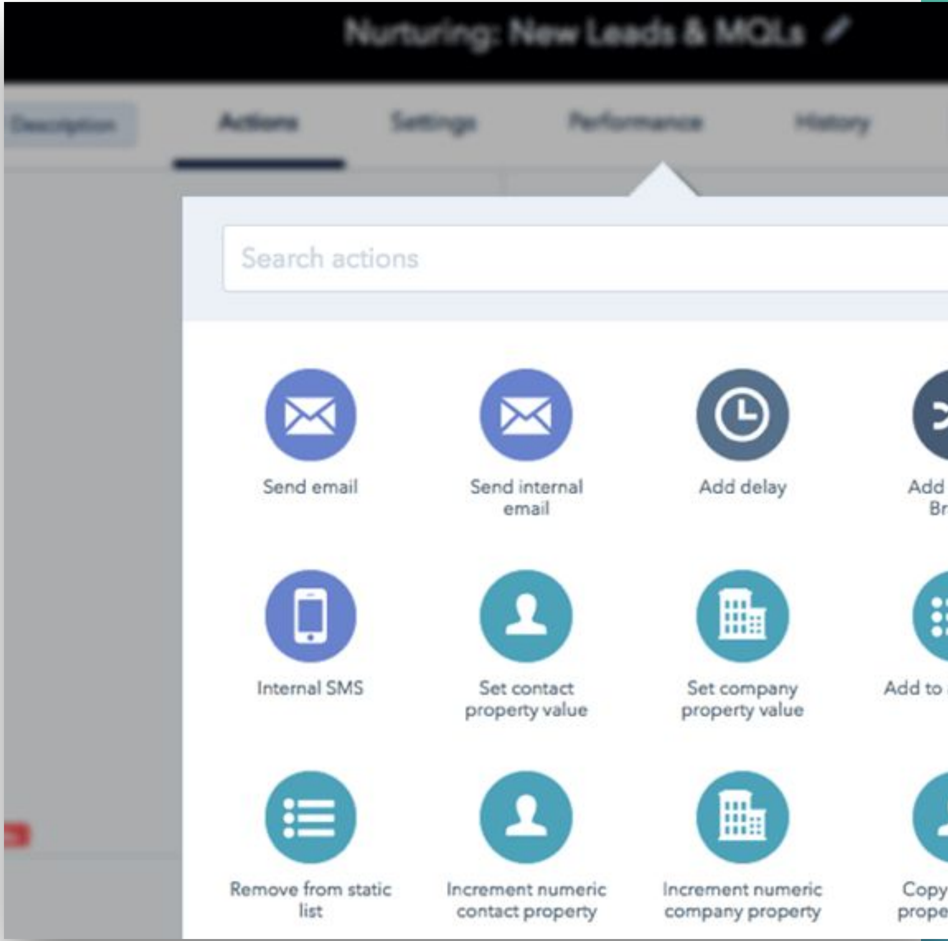
Hand Over to Sales

Building an Inbound Sales Process

Sales Hub:

Automation

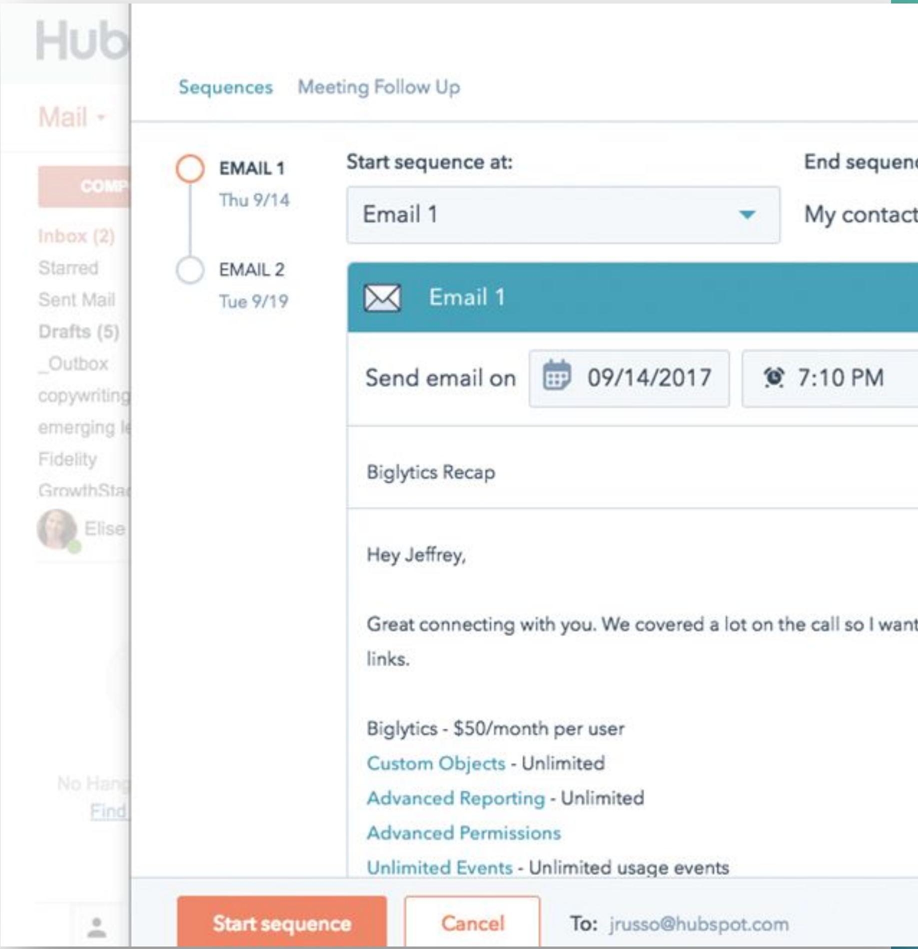
Automate common management tasks like assigning leads, alerting reps when contacts take specific actions, creating tasks, and more.



Sales Hub

Sequences

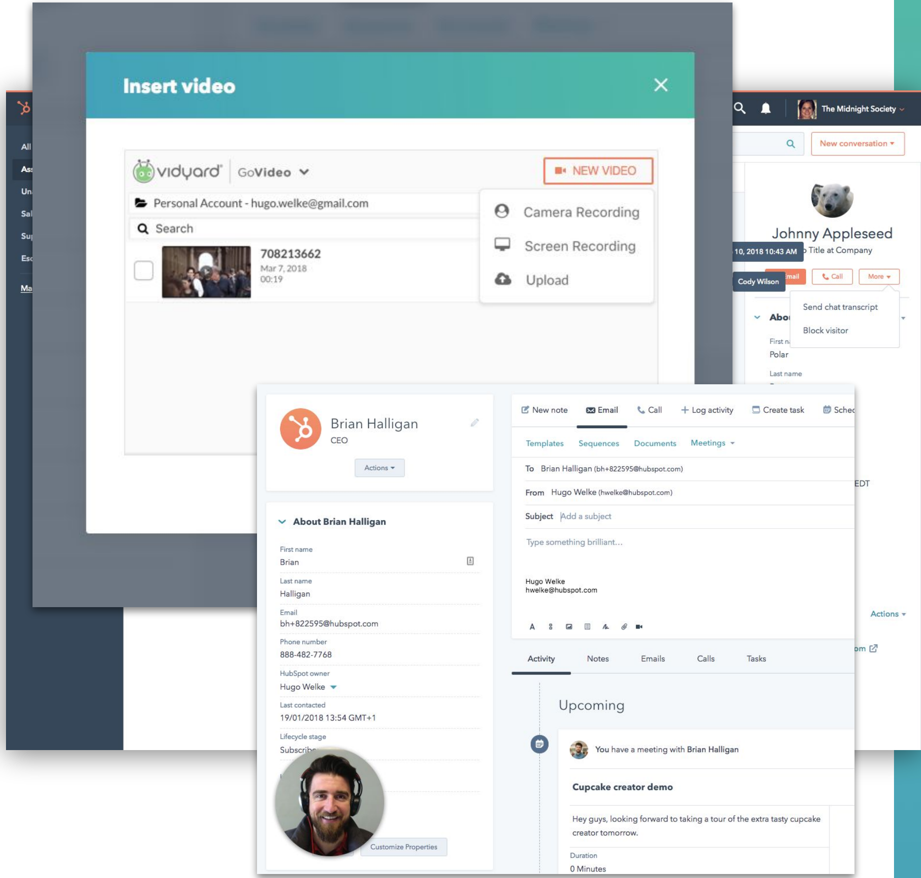
Tee up a timed series of email messages and tasks based off your templates with Sequences.



Sales Hub:

Selling with Video

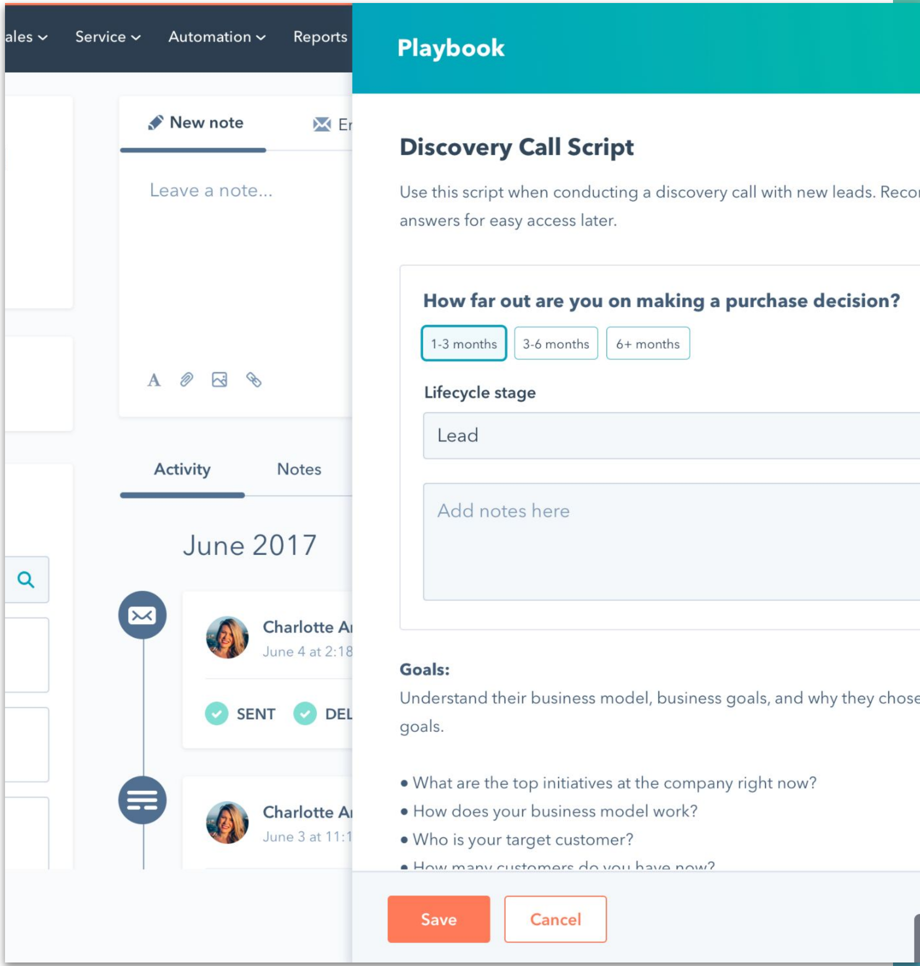
Salespeople can build stronger relationships with prospects by creating, sharing, and tracking personalized videos right from HubSpot CRM.



Sales Hub:

Playbooks

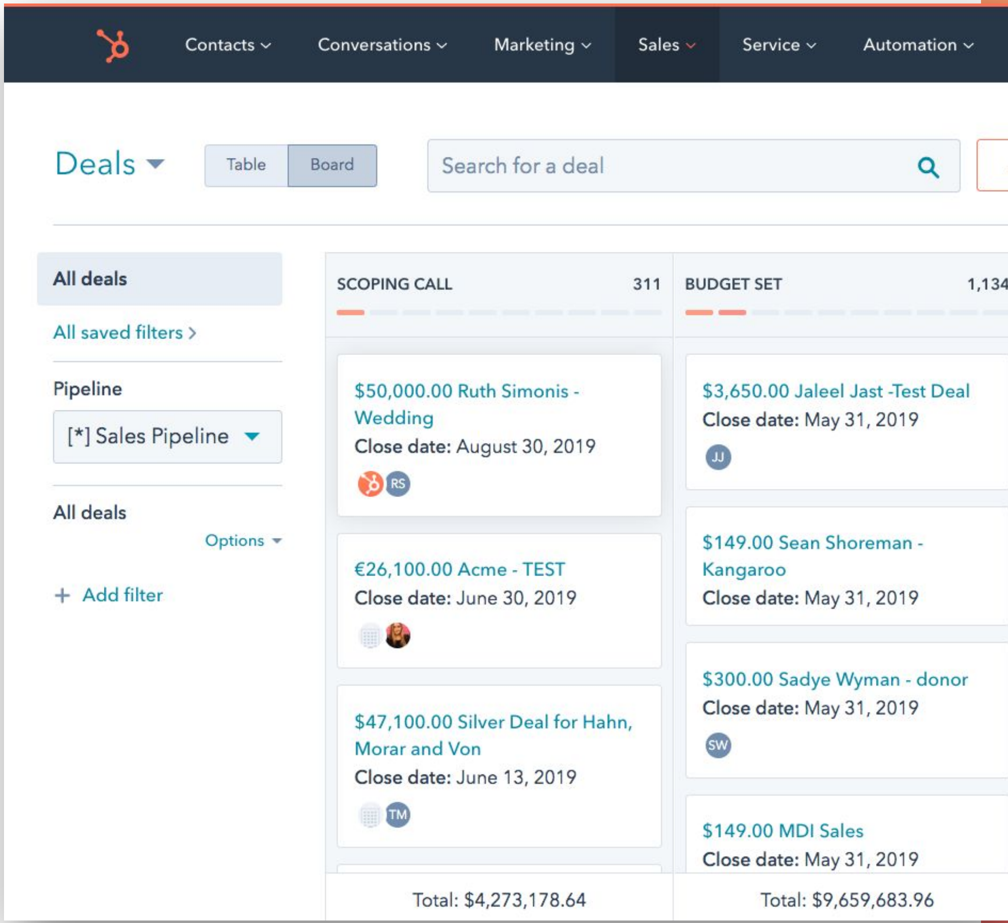
Build a library of sales best practices and resources. Use rules-based automation to surface recommended content to your sales team, right inside of HubSpot.



HubSpot CRM:

Deal Management

Whether you have an established sales process or you're starting from scratch, HubSpot CRM makes it easy to create your ideal process. Add, edit, and delete deal stages and properties without help from IT. Then drag and drop deals between stages.



Conclusion

Q + A

Time

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Thank you!

Contact your account manager or email Diogo

diogo@providentcrm.com

Further References

1. 10 Tried-and-True Tips for Sales and Marketing Alignment:
2. Short Course: Aligning Your Marketing with Sales
3. How We Used HubSpot to Achieve Sales and Marketing Alignment [Customer Story]
4. Set up Hubspot Features for Marketing and Sale Alinement