

Our workshop will start soon..



**Free CRM for Maria 01 startups
& 3 year discount plan (50-90% off)**

maria 01

Getting the most out of your CRM

Set your CRM up for success, leverage free tools & learn from best practices

HubSpot
for Startups

Hi, I'm Ragini

Startup Program Lead, Nordics

My Goal:

Help startups grow better with the right knowledge, tools and connections needed to scale.

About my background...

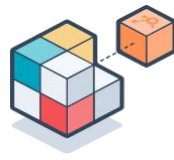
- Global Partnerships @ Industry-leading Startup program
- B2B Sales @ Social Impact startup
- High-impact program development & delivery in Education sector





Education Resources and Tailored Training

Workshops, masterclasses, resources, tools, and templates to help founders and startup teams acquire and retain more customers.



Integrated Platform for Entrepreneurs

Access to 1000+ integrations as well as the opportunity to build an integration of the HubSpot platform.



50-90% Off HubSpot Software

Access to a full suite of software for marketing, sales, and customer service, with a completely free CRM at its core at an entrepreneur-friendly price.

Today's Agenda

1. CRM Foundations
2. Marketing, Sales & Service tools to leverage in your CRM
3. Best practices for Startups

Today's Agenda

1. CRM Foundations

2. Marketing, Sales & Service tools to leverage in your CRM
3. Best practices for Startups

Import your data & use custom properties

Imports

Import or sync your data to HubSpot



Import

Import contact, company, deal, ticket, or product information into HubSpot.

[Start an import](#)



Two-way Sync

Sync contact and company data between your HubSpot account and over 200 apps using PieSync from HubSpot.

[Start a free 14-day trial](#)

Past imports

NAME	NEW RECORDS ⓘ	UPDATED RECORDS ⓘ	ERROR COUNT ⓘ	SOURCE	USER	CREATED
MOCK_DATA (1) Contacts	500	-	0	File	Jose Martins jmartins@hubspot.com	10/15/2019 9:19 AM

[<](#) [Prev](#) [Next](#) [>](#)

Connect team & individual emails to your CRM

Gmail Interface:

Search: startplatz

Compose

Mail

- Inbox
- Starred
- Snoozed
- Sent
- Drafts
- BDM Knowledge Base
- DI&B
- DONE:
- HSFS Mails
- Ideation Mails
- Looker Reports
- Newsletter - Extern
- Portal & Partner Apps
- Wiki HS
- More

Email Details:

Now increased & expanded - LinkedIn/Google Ad Credits Offer (Up to \$1.000) External DONE: x

1 of 15

Fabian Hartmann <fhartmann@hubspot.com> to marius.franke

Tue, Apr 26, 4:28 PM (7 days ago)

Opens: 9 Logged to: Marius Franke Startplatz

Hi Marius,

ich hoffe, es geht dir gut!

I continue in English to ensure you can forward the email to your whole team....

As the startups really enjoyed the first ad credits - we've partnered again with both Google and LinkedIn to **increase the offer** up to a **\$1.000 match in ad credits**. Moreover, we have **expanded the offer to existing HubSpot users** as long as they have not yet set up LinkedIn Ads + Google Ads within the HubSpot platform.

I've dropped suggested communication from the marketing team. Feel free to pass this along to the companies in your portfolio.

Please let me know if find this helpful or what you'd like to see in the coming months.

Bes regards,
Fabian

Our partner HubSpot for Startup did it again! They increased & expanded their **Google and LinkedIn Ad Credit offer to \$1.000(!)**. And this time it is **available for new & existing HubSpot users** that have not yet set up LinkedIn Ads + Google Ads within the HubSpot platform.

To redeem this offer, please follow the steps below:

- For newbies: Sign-up for HubSpot for Startup (for free) using Startplatz's referral link: <https://app.hubspot.com/signup-hubspot/hubspot-for-startups?partner-code=5SHFMVfheim3>
- For exiting HubSpot customers that have not yet set up LinkedIn Ads + Google Ads within the HubSpot platform: Jump to step 3
- Fill out this [form to redeem your ad credits](#)

Upon completion of the steps above, you will receive a follow-up email with further instruction on how to set up your CRM in order to access your ad credits.

HubSpot CRM Contact Card:

Marius Franke
marius.franke@startplatz.de

Open in CRM

This contact doesn't have a lawful basis for data processing. Any email sent to this contact will be tracked anonymously. [Learn more.](#)

About

HubSpot Owner
Fabian Hartmann

Company Name
Startplatz

First Name
Marius

Last Name
Franke

Job Title
Program Manager

Email
marius.franke@startplatz.de

Phone Number
+49 (0)157 8060 57 62

HubSpot

Now you're set to capture information and start working with your CRM

The screenshot displays the HubSpot CRM interface for a contact named Marius Franke. The top navigation bar includes tabs for Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. The left sidebar shows the contact's profile, including their name, title (Program Manager at Startplatz), email, and phone number. The main content area displays a list of activities, filtered by 'Filter activity (27/29)'. The activities include two email exchanges and a sequence activity. The right sidebar shows the Sales Navigator section, which includes a profile card for Marius Franke, a list of memberships, and a section for Playbooks.

Contacts Actions

Marius Franke
Program Manager at Startplatz
marius.franke@startplatz.de

About this contact

Contact owner
Fabian Hartmann

Company name
Startplatz

First name
Marius

Last name
Franke

Job title
Program Manager

Email
marius.franke@startplatz.de

Phone number
+49 (0)157 8060 57 62

Search activities Expand all Collapse all

Activity Notes Emails Calls Tasks Meetings

Filter by: Filter activity (27/29) All users All teams

April 2022

- Email - Re: Now increased & expanded - LinkedIn/Google Ad Credits Offer (Up to \$1.000) from Mariu...** Apr 27, 2022 at 11:36 AM GMT+2
to Olga Bykova, Fabian Hartmann
Hey Fabian,
that's exciting, thanks for reaching out!
Let me add my colleague @Olga Bykova to the conversation. She is in charge of our partnerships and startup benefits.
Looking forward to seeing how the startups pick up on the offer!
- Email - Now increased & expanded - LinkedIn/Google Ad Credits Offer (Up to \$1.000) from Fabian Har...** Apr 26, 2022 at 4:28 PM GMT+2
to Marius Franke
Opens: 9 Clicks: 0
Hi Marius,
ich hoffe, es geht dir gut!
I continue in English to ensure you can forward the email to your whole team...
- Sequence activity** Apr 26, 2022 at 4:28 PM GMT+2
Marius Franke was delivered Email #1 - "Now increased & expanded - LinkedIn/Google Ad Credits Offer (Up to \$1.000)" from 1.000 AD Credit - Long Tail GER TOP 75

Sales Navigator

SALES NAVIGATOR

Profil

Marius Franke 1.
Program Manager

Köln, Nordrhein-Westfalen, Deutschland
740 Kontakte
17 gemeinsame Kontakte

Aktuell
Program Manager bei STARTPLATZ Accelerator • 2 Jahre

In Sales Navigator speichern

Nicht die richtige Person? Match gefunden

Hilfe Datenschutz & AGB LinkedIn

View more Send InMail

List memberships Manage

Marius Franke is a member of 13 lists. They have access to 0 private pages and articles that require registration.

Playbooks (12) Manage

Set up filters you need regularly and save as views

Contacts ▾
2,526 records

Data Quality

Actions ▾

Import






















Create contact

All contacts X Unassigned contacts High Value + Add view (3/50) All views

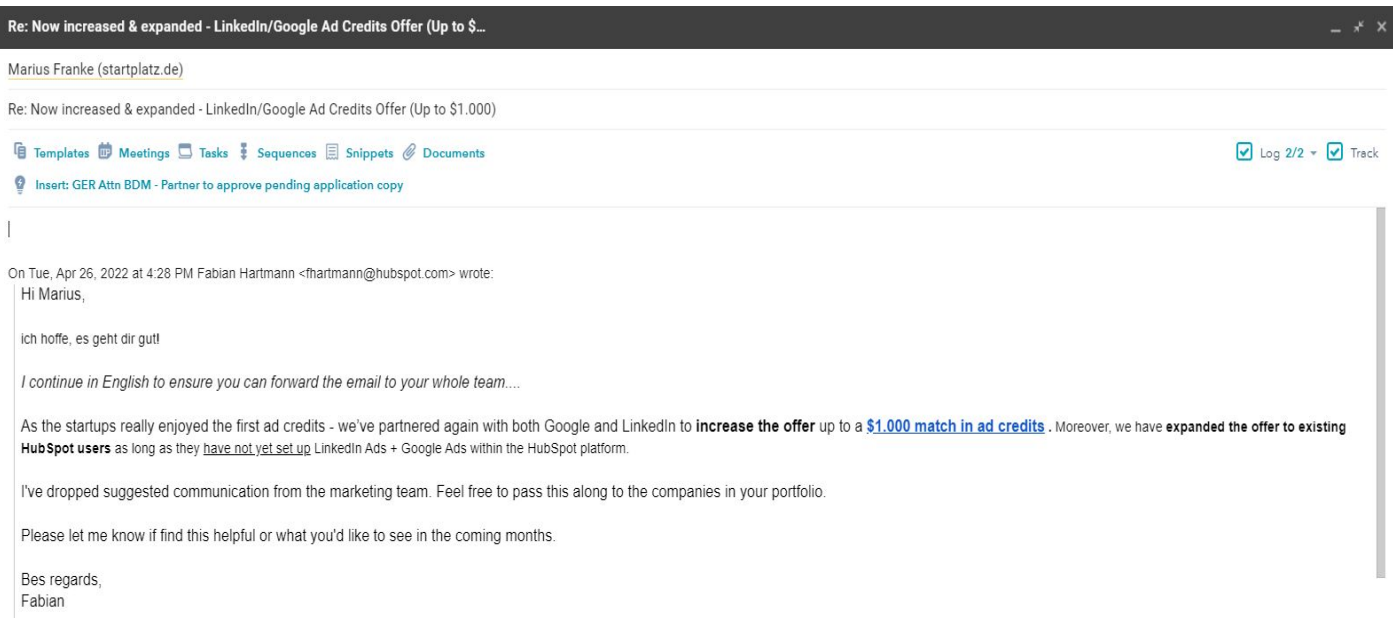
Contact owner ▾ Create date ▾ Last activity da... ▾ Lead status ▾ All filters (0) Save view

Search name, phone, er 🔍

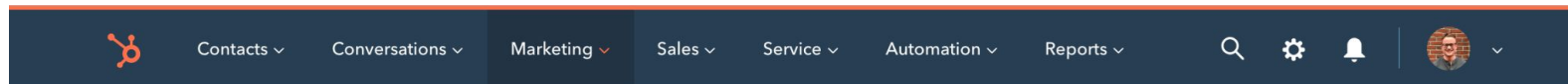
Actions ▾

<input type="checkbox"/>	NAME	EMAIL	PHONE NUMBER	CONTACT OWNER	PRIMARY COMPANY	LAS
<input type="checkbox"/>	 Shantel Schinner	salesdashboard_schinn.sh...	416-339-7527 x461	 Alysia Marketer (alysia...	 Reichert-Nader	23
<input type="checkbox"/>	 Tyree D'Amore	salesdashboard.d'amortyr...	022.837.1404	 Georgie Support (geor...	 Gulgowski and Sons	19
<input type="checkbox"/>	 Lavern Glover	salesdashboard.lav_glo@h...	562-127-4875	 Antonio Marketer (anto...	 Sporer, Ullrich and Ha...	21
<input type="checkbox"/>	 Darby Parker	salesdashboarddarb-parke...	337.706.2163	 Gertude Seller (gertude...	 Reichert-Nader	24
<input type="checkbox"/>	 Ryan Kunze	salesdashboard_rya.kun@...	355-570-8552	 Gertude Seller (gertude...	 Rolfson LLC	19
<input type="checkbox"/>	 Clarence Douglas	salesdashboard_dougclare...	816-431-5822 x5780	 Alysia Marketer (alysia...	 Gulgowski and Sons	19
<input type="checkbox"/>	 Nubia Dibbert	salesdashboard-dibbe_nu...	902.876.2975 x7633	 Alysia Marketer (alysia...	 Larson-Flatley	19

Set up 5 email templates and snippets that your team needs regularly



Build a standard CTA

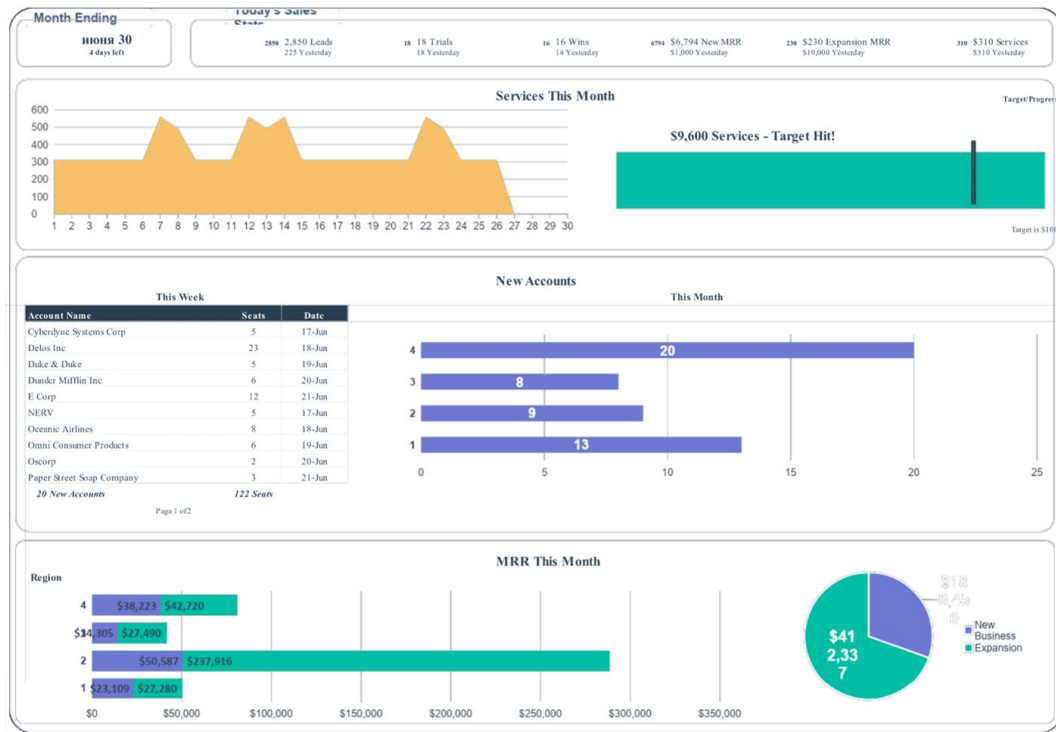


Calls-to-action

[Create CTA](#)Date Range: [All time](#)Campaign: [All campaigns](#)Type: [All](#)[Export Data](#)

PREVIEW	NAME	VIE...	CLICK R...	CLIC...	LOCATI...	LAST MODIF...
DOWNLOAD	DOWNLOAD (eBook) Smart	162,560	2.87%	4,664	13	Dec 12, 2018
GET STARTED	GET STARTED (eBook) Simple	148,593	1.48%	2,203	11	Jun 15, 2018
VIEW MY REPORTS	Customer: View Report Simple	15,758	0.9%	142	934	Jun 15, 2018
LEARN MORE	[Data] Learn More Smart	2,257	4.12%	93	14	Nov 27, 2018

Create a Summary Dashboard that updates monthly for you/your team



Data Quality

If you have already imported data into your CRM, check for quality regularly by reviewing:

- ✓ Flag incomplete contact information as tasks for account owners
- ✓ Set up syncs between Contacts → Companies & Vice Versa
- ✓ HubSpot automatically de-duplicates records for Pro+ plans
- ✓ Free text vs Drop down for properties
- ✓ Identify properties that are not being used/have no value assigned
- ✓ Set property validations (Numerical only or max 5 characters)
- ✓ Removing contacts that bounce

Properties to review

These properties might have one or multiple issues. Properties to review are added **everyday** at 1:00 AM.

Search for a property 

1 issue ▾ All Objects ▾

NAME ▾	ISSUE	OBJECT ▾	PROPERTY UPDATED ▾	UPDATE SOURCE ▾	FILL RATE (%) ▾	USED IN ▾
WhatsApp Phone Number Single-line text	No data Unused	Contact	---	---	0%	0
What are you most excited to learn? Multi-line text	No data	Contact	---	---	0%	1
Upsell Score Number	No data Unused	Contact	---	---	0%	0
Upsell Opportunity Dropdown select	No data Unused	Company	---	---	0%	0
Type Radio select	No data Unused	Company	---	---	0%	0
Twitter bio Single-line text	No data Unused	Company	---	---	0%	0
Transaction Source Single-line text	No data Unused	Contact	---	---	0%	0
Time Known Single-line text	No data Unused	Contact	---	---	0%	0

Name1607Filter by issue: All issues ▾

Email

☐ First and last name are the same

☐ First and last name may be combined

☐ Contains unexpected URL or domain

☐ Fewer characters than expected

☐ Missing or unexpected capitalization

☐ First and last name may be swapped

☐ Includes common placeholder text

☐ Contains text not commonly recognized as Name

☐ Unexpected spacing or punctuation

☐ Contains unexpected number

Today's Agenda

1. CRM Foundations
- 2. Marketing, Sales & Service tools to leverage in your CRM**
3. Best practices for Startups

Free Marketing tools

Attract & convert leads with live chat

Free chat bot to qualify leads, welcome visitors and direct prospects to a meeting page - if/then branch logic possible on starter tier & above.



Welcome visitors

Welcome visitors and send them directly to your live team.

Build a bot



Qualify leads bot

Find out if visitors are qualified before sending them to a sales rep

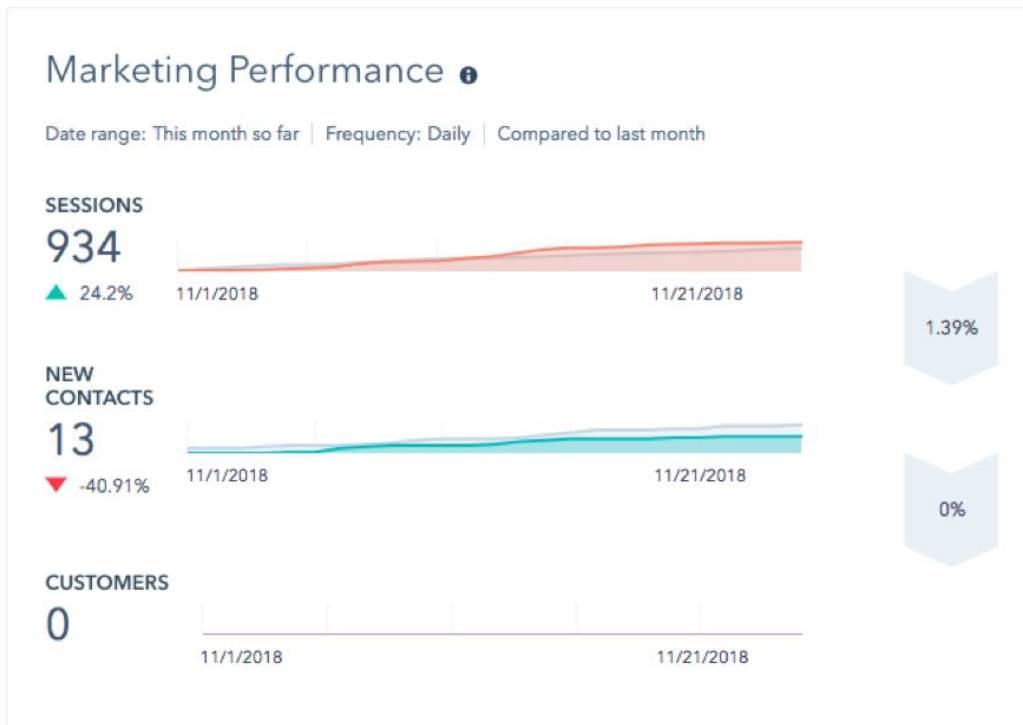


Book meetings bot

Let visitors book meetings using a Meetings link

Report on Marketing ROI

Build one Marketing Dashboard with free tools to test your campaigns and see what's working with your audience



Leverage forms for lead capture

Capture valuable information on leads through forms, set them up in minutes and adapt forms based on the web page your prospects are visiting.

The screenshot displays the HubSpot form builder interface for a 'New registration form' created on February 5, 2021, at 12:41:41 PM. The interface includes a top navigation bar with a 'Back to all forms' link, the form title, and an 'Update' button. Below this is a tabbed interface with 'Form', 'Follow-up', 'Options', and 'Style & preview' tabs. The 'Form' tab is active, showing a 'Set as raw HTML form' toggle and 'Input options' for styling. The 'Style & preview' tab is also visible, showing a 'Preview' section with 'Desktop', 'Tablet', and 'Mobile' views. The preview shows a form with fields for Email, First name, Last name, and Phone number, along with a 'Submit' button. The form is styled with a light blue background and rounded corners. The 'Input options' section on the left provides instructions on how the theme affects the form's appearance and offers four styling options: Default, Linear, Round, and Sharp. The 'Preview' section on the right shows the form as it would appear on a desktop device, with a 'Help' button in the bottom right corner.

← Back to all forms New registration form (February 5, 2021 12:41:41 PM) Update

Learn more ▾ Form Follow-up Options **Style & preview** Share Actions ▾

☐ Set as raw HTML form ⓘ

▼ Input options

Your theme affects how your form looks when it's embedded on non-HubSpot pages or viewed on a standalone URL.

This styling won't be applied to your form if you add it to a HubSpot CMS page.

To set a default color and font for all your forms, go to [Form settings](#).

Default Linear

Round Sharp

Preview

Desktop Tablet Mobile

Email*

First name

Last name

Phone number

biglytics.net is committed to protecting and respecting your privacy, and we'll only use

Help

Free Sales tools

Pipeline Management

Customize your deal stages and win probability for your pipeline - update/change as often as you need to

Deals ▾

☰ ☲ ☳

Demo Sales Pipeline ▾

All deals

Settings

Search name or descrip 🔍

Deal owner ▾

Create date ▾

APPOINTMENT SCHEDULED 161

QUALIFIED TO BUY 154

Allie Boehm - DemoSpot Deal

Amount: \$7,392

Close date: 11/08/2022

No activity for 6 months
! No activity scheduled

Dillon Poulos - DemoSpot Deal

Amount: \$7,769

Close date: 24/07/2022

No activity for 6 months
! No activity scheduled

Bettie Wilkinson - DemoSpot Deal

Amount: \$1,415

Close date: 04/08/2022

No activity for 6 months
! No activity scheduled

Raymon Osinski - DemoSpot Deal

Amount: \$3,010

Close date: 06/08/2022

No activity for 6 months
! No activity scheduled

Rueben Towne - DemoSpot Deal

Amount: \$6,363

Close date: 11/08/2022

Raymond Pollich - DemoSpot Deal

Amount: \$3,744

Close date: 26/07/2022

Total: \$803,632.00

Weighted: \$160,726.40 (20%) ⓘ

Total: \$698,100.00

Weighted: \$279,240.00 (40%) ⓘ

Your preferences

Basic info

Notifications

Security

Account defaults

Contacts & companies

Conversations ▾

Cookie policy

Domains & URLs

Import & export

Integrations ▾

Marketing ▾

Private content

Properties

Reports ▾

Sales ▾

Call & meeting types

Calling

Deals

Log emails in CRM

Meetings

Products & quotes

Deals

Set the properties your team sees on deal records.

Choose the properties that will be displayed on all deal records for all users in your CRM.

Go to properties

Set the properties your team sees when creating deals.

Choose the properties that will be displayed when any user in your CRM creates a deal, and which of those properties are required in order to create a deal.

Manage

Sync lifecycle stages to associated contacts and companies.

When a deal is created, change the lifecycle stage of associated contacts and companies to Opportunity. When a deal is won, change the lifecycle stage of associated contacts and companies to Customer.

☒ ✓

Select a pipeline to modify

Sales Pipeline ▾ </>

Options ▾

Configure Automation

STAGE NAME	WIN PROBABILITY	UPDATE STAGE PROPERTIES
Appointment scheduled	20% ▾	
Qualified to buy	40% ▾	
Presentation scheduled	60% ▾	
Decision Maker Bought-In	80% ▾	

HubSpot

Documents

Build a library of resources and collateral that you can easily share with contacts.

Documents

174 of 5,000 created







New folder

Upload document

Search documents



Owner: Any

<input type="checkbox"/>	NAME	LINKS CREATED	VIEWS	OWNER	LAST UPDATED
<input type="checkbox"/>	 (Northam) HubSpot for Entrepreneurs Overview	6	0	Marisa Rackson	4 years ago
<input type="checkbox"/>	 15.392 Scaling Entrepreneurial Ventures_Syllabus_2020 v2 (7).pdf	0	0	Javier Gotschlich Praus	2 years ago
<input type="checkbox"/>	 2019 HubSpot Growth Platform Overview for MC Texas.pdf				
<input type="checkbox"/>	 2020 HSFS Education Offerings				
<input type="checkbox"/>	 2020 HSFS Education Offerings.pdf				
<input type="checkbox"/>	 6M - Sales Webinar.pdf				

[Back to documents](#)



Marketing Hub + Sales Hub Value Proposition.pdf

Owner: Marie Alfonsi

Actions

Re-upload

Create link



☒ Enable privacy and consent (GDPR) [Learn more](#)

LINKS CREATED	VISITORS	VIEWS
2	1	2

Visitors

Search




NAME	VIEWS	LAST VIEWED
 	2	10 days ago

Meetings tool


Leverage the powerful meetings tool to save time and let prospects book time directly with you

CHOOSE TIME

YOUR INFO



Wondering why certain dates and times are not available to book? [Troubleshoot your calendar](#).
Don't worry, your prospects won't see this message.



Meet with Ragini Campion - HubSpot
for Startups

< January >

MON	TUE	WED	THU	FRI	SAT	SUN
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

Meeting duration

30 mins

What time works best?

UTC +00:00 Dublin, London, Lisbon ▾

13:00

13:15

14:45

15:00

15:15

15:30

15:45

HubSpot

Free Service tools

Ticketing

Keep track of customer service requests in one shared inbox. Organize your team, prioritize incoming requests, and optimize for more effective service. 93% of customers are likely to make repeat purchases with companies that offer excellent customer service.^[1]

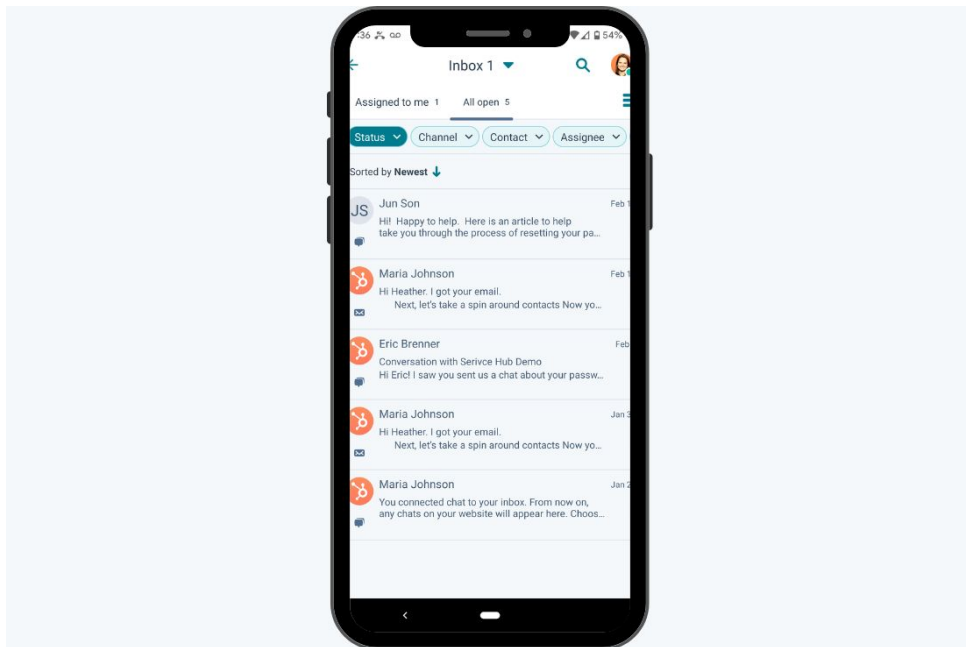
The screenshot displays the HubSpot Tickets interface. At the top, a navigation bar includes links for Contacts, Conversations, Marketing, Sales, Service, Automation, Reports, Asset Marketplace, and Partner. Below this, a 'Tickets' section features a search bar, a 'New Ticket Pipeline' dropdown, and buttons for 'Actions', 'Import', and 'Create ticket'. The main area shows a Kanban board with four columns: 'NEW TICKET' (0 tickets), 'WORKING ON IT' (2 tickets), 'WAITING ON TECHNICIAN' (1 ticket), and 'CLOSED' (2 tickets). Each column contains ticket cards with details such as title, open duration, owner, and priority. A 'Help' button is visible in the bottom right corner.

Column	Ticket Count	Ticket Details
NEW TICKET	0	
WORKING ON IT	2	<ul style="list-style-type: none">Login Open for 20 days Ticket owner: Marc Healy Priority: HighINACTIVE FOR 35 DAYS Jira issue Open for 2 months Ticket owner: Sebastian Moeferd
WAITING ON TECHNICIAN	1	<ul style="list-style-type: none">Functionality issue Open for 7 days Ticket owner: Garrett Park Priority: Medium
CLOSED	2	<ul style="list-style-type: none">LP - fonctionne pas Close date: 03/23/2021 Ticket owner: Edouard Bacquelin Priority: HighPassword Reset Not working Close date: 02/25/2021 Ticket owner: Stephan Brennan

[1] [HubSpot Research](#)

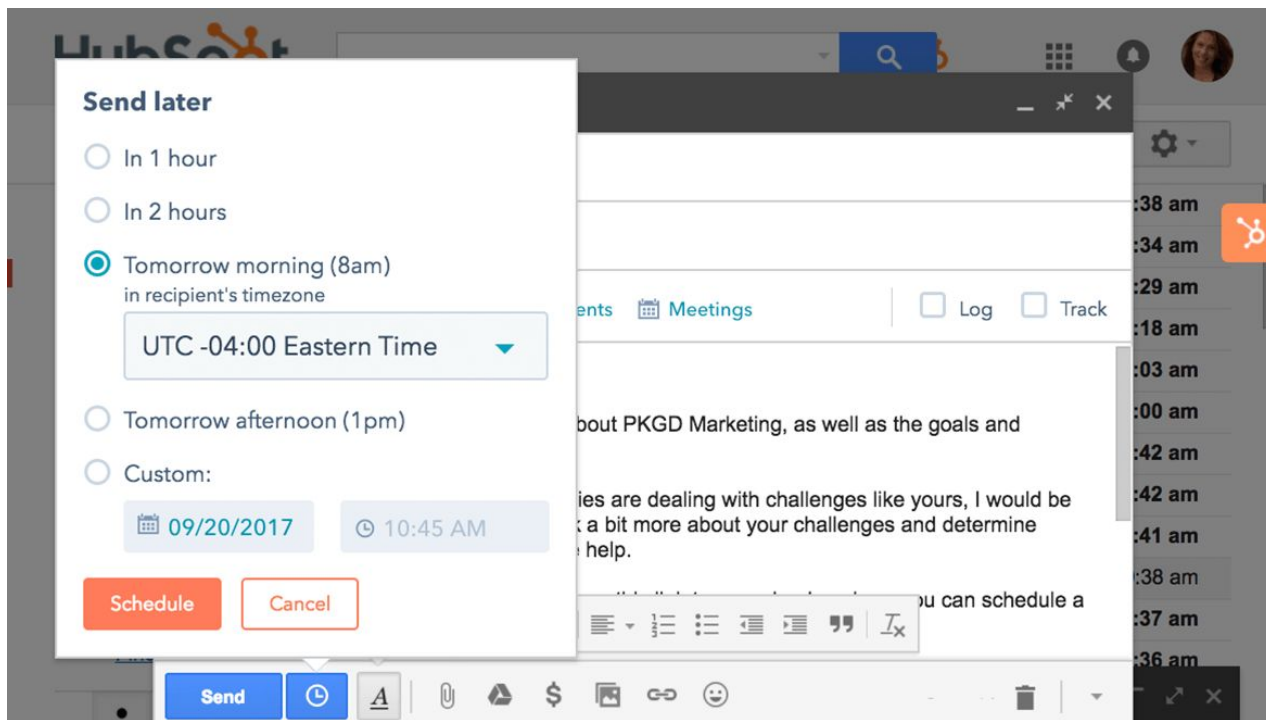
Mobile Inbox

The new 'Mobile Inbox' feature means support reps can now help customers on the go and respond rapidly through snippets or attach documents and knowledge base content.



1:1 Email Scheduling

Connect with your customers 1:1 at critical points - ahead of their renewal date or when a new product feature is made available to them and schedule the emails for the perfect send and receipt time.



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- 3. Best practices for Startups**

Minimize the friction from using point to point solutions

Our startup customers like Peakflo (2021 Singapore based SaaS company), reported a 400% increase in Sales efficiency after deciding to run their Marketing and Sales from the same platform to allow seamless integration. Identify the cost, friction points and assess which tools you can integrate and which ones you can replace with a platform solution.

You know that you should send an email newsletter...

email marketing tool.

You see ads everywhere, so you should try them too...

ads software.

You know that you need leads from your website...

Forms plugin, pop-up tools

Live chat is the next big thing, right? Let's try that too...

Live chat software

You have Facebook, but no way to engage buyers there...

Social media messaging bot.



“ What we really find value in is the seamless handoff of leads and information between the marketing and sales teams. It helps the sales team contextualise the information to convert a lead and then pass on additional information to the marketing team for further engagement. ”

ADITYA
Regional Director of Business Development

peakflo

Consider implementing mini-pilots

When creating a new Sales outreach sequence or implementing a set of workflows to improve lead assignment, run a pilot with one or two people on your team or a subset of leads so you can assess impact. Similar to A/B testing!



“I can see how much we’re spending on Google Ads this quarter and how much pipeline we’re generating off the back of that,” says Barry. “We can also see things like how many conversions came from branded versus non-branded Google searches.”

The screenshot shows the HubSpot Sequences interface for a 'Meeting Follow Up' sequence. It lists two emails: EMAIL 1 (Thu 9/14) and EMAIL 2 (Tue 9/19). EMAIL 1 is selected, showing its details: 'Email 1' as the subject, 'Send email on' 09/14/2017 at 7:10 PM, and a body that starts with 'Biglytics Recap' and 'Hey Jeffrey,'. The body text continues with 'Great connecting with you. We covered a lot on the call so I wanted to follow up with a brief outline of the features with short video links.' and lists features: 'Biglytics - \$50/month per user', 'Custom Objects - Unlimited', 'Advanced Reporting - Unlimited', 'Advanced Permissions', and 'Unlimited Events - Unlimited usage events'. At the bottom, there are 'Start sequence' and 'Cancel' buttons, and a 'To:' field with the email 'jrusso@hubspot.com'.

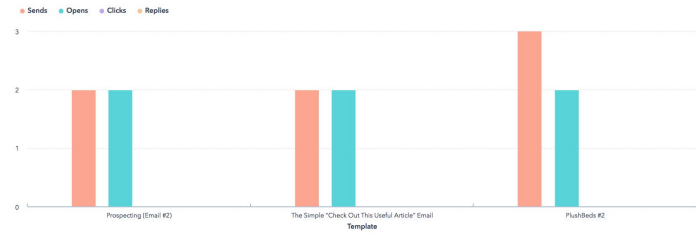
Sales Content Analytics

Date range: Rolling date range Last 30 days

Templates Documents Sequences

By template By user

Templates



Encourage CRM-upskilling in your team

CRM platforms and features are improving all the time so it's good to keep your team up to date with training. Some CRMs need dedicated implementation teams but others have free online knowledge bases and certifications you can leverage like HubSpot Academy. As Startups scale, we also see 'Head of CRM' and 'CRM Manager' roles becoming more common.

Cost-effective ways to do this as a Startup

- Find free online courses and certifications such as those on HubSpot Academy
- Set up a Certification day where your team completes courses together
- Best practice sharing on how the team is using the CRM - new templates, workflows, custom properties
- Assign a CRM lead
- Choose a CRM that is easy-to-use!

+245%

Increase in HubSpot usage

+426%

Increase in lead generation

+39%

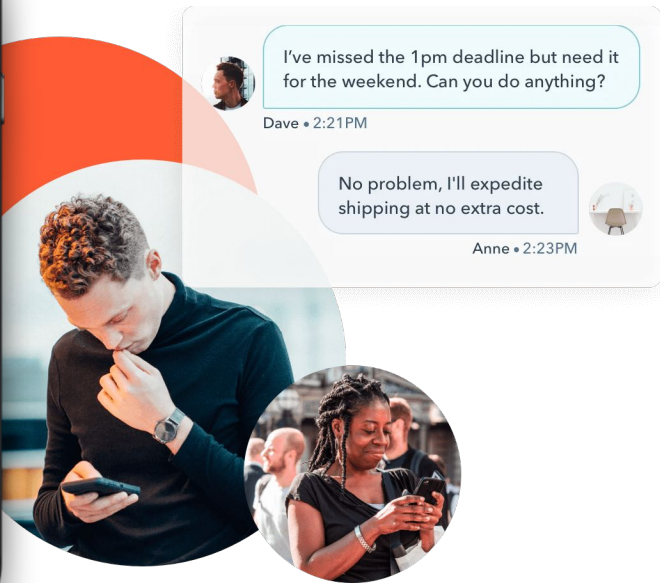
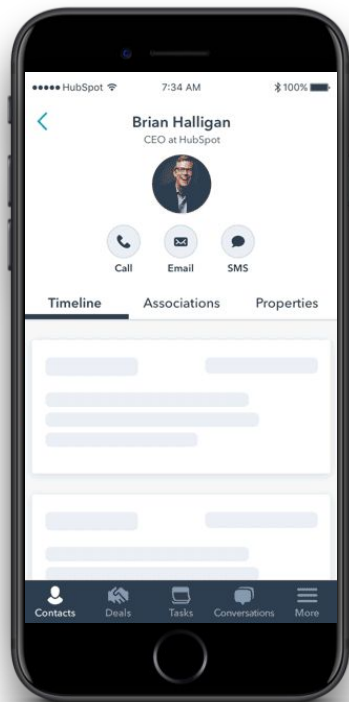
Increase in sales Q/Q

Note: Results after individuals complete a 4-week self-paced CRM Implementation Course

Enable your team to work from anywhere

Your team is meeting investors, prospects and customers in person, digitally and using hot-desks, taking calls from trains, airports - allow your team to work on the go with CRMs that have mobile functionality so nothing slips through the cracks.

- Quickly send sales assets in any app with the new HubSpot keyboard
- Close more deals with faster emailing and meeting outreach
- Understand who's calling you with a detailed caller ID screen
- Be on top of communications with live chat from anywhere



Leverage your first-party data

Advertisers are learning the importance of creating an online presence that covers the entire customer journey. This is a powerful way not only to generate a positive brand perception and increase awareness, but it's also the best strategy to collect first-party data, which is becoming essential for any future-proof marketing strategy.

- **Create an owned channel with great content across the customer journey**

You can no longer rely solely on “rented land” - PPC, SEO, Social Media

- **Privacy-oriented data collection strategy**

Future proof your data collection by following privacy best practices and GDPR laws

- **Increase relevance**

Your prospects/customers are more likely to engage when messaging is targeted, contextual and reads like you *know* them.

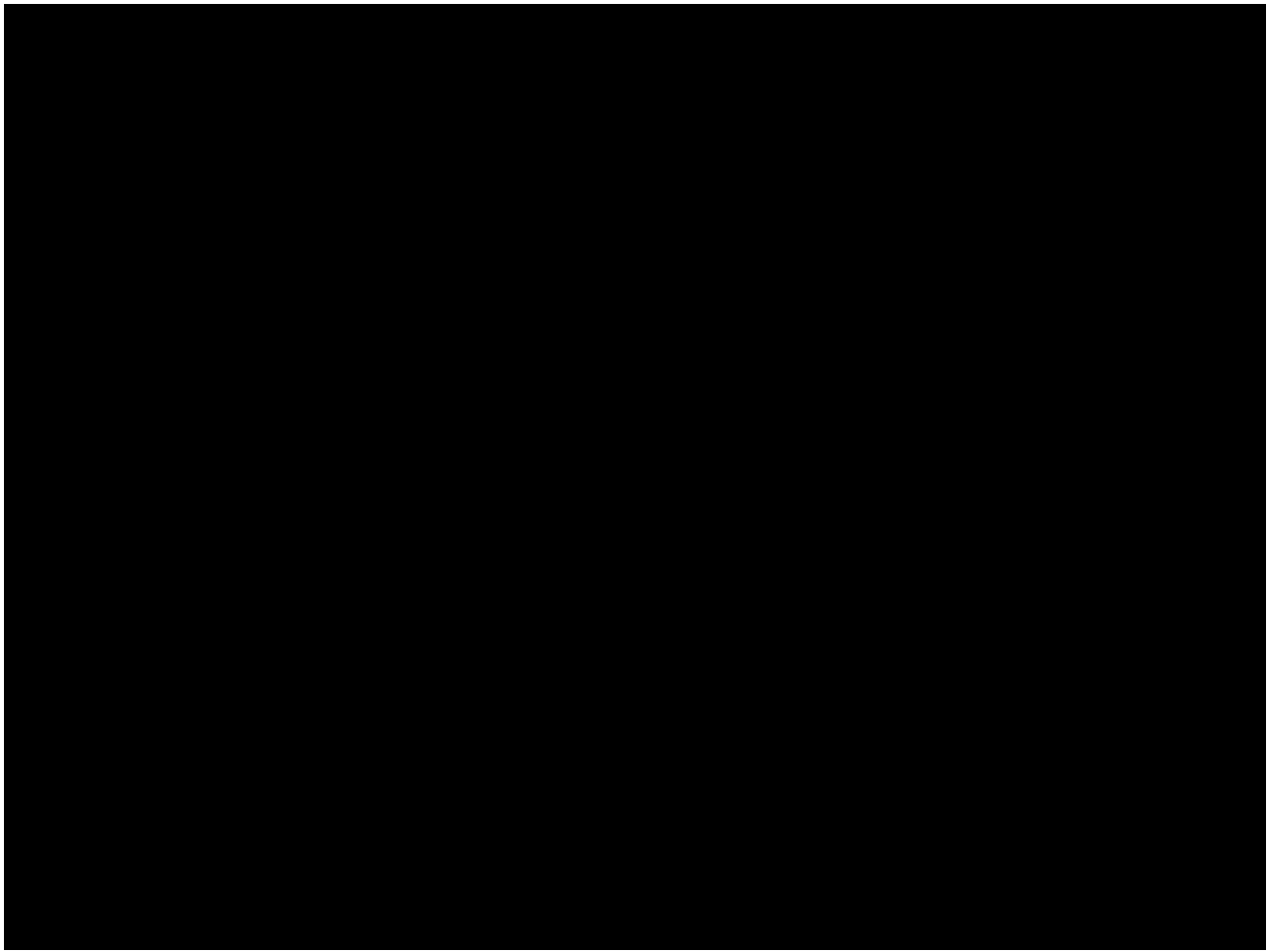
A key benefit of using HubSpot CRM was being able to sync data from the Make Influence app.

Rasmus says, “We turned every bit of data from our app into properties that we could import into HubSpot. Our developers used Operations Hub to build custom objects and create a complex structure that allowed us to sync info from both our business and influencer type of accounts.”

With the custom integration, every member of the Make Influence team could leverage user data within the HubSpot platform.

“We work completely in HubSpot all day. It's so nice to have it all structured together. For us, data is king.”

make 
influence



What we covered

1. CRM Foundations
2. Marketing, Sales & Service tools to leverage in your CRM
3. Best practices for Startups

Q & A



Thank you

