

CRM Resellers: Grow Your Business by Reselling Inbound Marketing Software



Introduction

We wrote this ebook for CRM resellers who are interested in helping their clients better manage and align their marketing and sales processes.

Our premise is simple. By integrating our inbound marketing software with your CRM software, you can offer your clients a complete closed loop marketing package – and make money in the process.

We also realize that most CRM resellers are busy. That's why we want to make your involvement as easy as possible.

If after reading this ebook you decide you want to discuss becoming a partner with HubSpot and reselling our software, let me assure you we will help you become successful in your cross selling efforts.

What that means is that we can be involved in your sales process until you're comfortable reselling the software on your own. We have educational resources available to help you ramp up. We also have dedicated sales people who are well versed in CRM systems to help you during your sales process.

Regardless of your decision, we hope you get from this ebook a better understanding of how integrating your CRM software with inbound marketing can help your clients achieve greater results.

If you have any questions or would like further information about [HubSpot's Value Added Reseller Program](#), please contact me.

Sincerely,

Chris Johnson

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Why CRM Resellers Should Resell Inbound Marketing

Your clients are always looking for ways to generate more leads. But how?

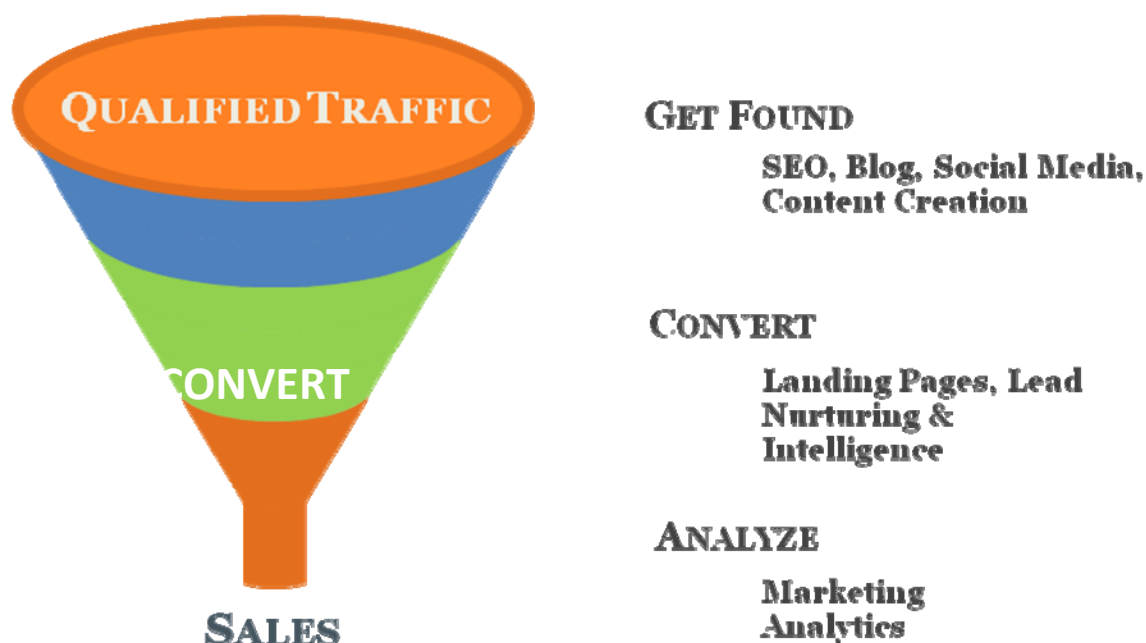
Traditional sales and marketing methods are becoming less and less effective as buyers tune out interruptions and go online to find the solutions they need. *Inbound marketing* is the practice of being found online when and where prospects are looking, then making it possible for sales teams to have conversations with these prospects.

CEOs and sales departments are asking their marketing teams to develop inbound lead generation processes. Marketing teams are busy trying to do SEO, modern PR, Pay-Per-Click (PPC), social media and blogging, while struggling to measure the ROI from these activities. Companies often turn to CRM consultants and integrators like you for sales and marketing solutions.

HubSpot's inbound marketing software solves these business problems, making these marketing initiatives easy and measurable for marketing teams of one person or twenty.

Why HubSpot

HubSpot is an inbound marketing software platform that allows marketers to drive more traffic to their website, convert more of that traffic into qualified leads, convert leads into sales via marketing automation and analyze each step of the process in order to continuously improve ROI.



Additionally, HubSpot boosts sales productivity and marketing effectiveness when a company's CRM system is connected to their HubSpot software. The integrated closed-loop marketing data provides transparency and alignment between sales and marketing teams, while helping prove which marketing activities result in the best ROI.

By reselling HubSpot, you will be able to leverage an additional revenue stream to provide more value for your clients and achieve better retention. Some of HubSpot's CRM resellers partner with [HubSpot Certified Services Providers](#) to expand their portfolio by reselling marketing services as well.

HubSpot CRM Integration: How It Works

The graphic on the right depicts the basic workflow for any HubSpot CRM integration. The details are laid out in the bullet points below:

- Leads convert by either filling out a form on your client's website or by importing leads into HubSpot. These forms can be (a) HubSpot landing pages (b) Exported HubSpot forms or (c) Third-party own forms, where the lead data is passed into HubSpot via API.
- Lead data is stored in both HubSpot and the CRM system, including detailed lead intelligence gathered by the HubSpot software.
- The integration automatically de-duplicates leads that already reside in the CRM system using (a) Each lead's distinct HubSpot ID and (b) Each lead's email address to provide comprehensive de-duplication system.
- Leads are then assigned to the appropriate sales reps based on the lead assignment rules in the CRM system.
- When the sales team closes a deal, the opportunity record associated with the original lead record in HubSpot goes to 'Closed Won'. The integration then passes that record back to HubSpot, where it is represented in HubSpot's source analytics as a customer, thus 'closing the loop' on that initial lead record.
- This closed-loop reporting enables marketers to determine which sources, campaigns, keywords, etc. are the best at driving traffic, leads, and customers in an automated fashion, while simultaneously giving your sales reps access to valuable lead intelligence.



- HubSpot's lead nurturing tool allows clients to create and set up automated email campaigns to engage leads over time at a pre-defined cadence. Research proves that following up with interested leads within a week of their initial conversion increases sales conversation rates.
- HubSpot's email marketing tool lets your clients send targeted emails to specific segments of their database, create draft and test emails, and measure the results with click-through and unsubscribe data.
- HubSpot's easy-to-use landing page wizard lets you quickly and intuitively create effective landing pages to convert more visitors into leads. The tool includes a landing page dashboard, form editor, and tracking URL creator to easily manage and duplicate landing pages, pull in the most relevant data, and get decision-enabling analytics for all campaigns.

HubSpot Lead Intelligence

HubSpot's unique lead intelligence tool allows clients to view and track detailed information about every lead.

By documenting lead intelligence directly in the CRM system of record, sales representatives get instant access to lead intelligence in their normal work tools. Contact details in the CRM system include:

- All standard fields: First and last name, email address, phone numbers, address data, company name, industry, etc.
- Found Website Via: Source by which a lead initially found the website (organic search including keyword terms, social media, email marketing, etc.)
- First Visit Date
- First Conversion Event & Date
- Last Conversion Event & Date
- Lead Grade: HubSpot's proprietary lead scoring algorithm enables your client's sales reps to call their most qualified and engaged leads first.
- Social Media Lead Intelligence: Link to a lead's Twitter, Facebook and LinkedIn Accounts; HubSpot will automatically gather, based on email address, a link to a lead's social media accounts associated with that email address.
- Link to Lead Data on HubSpot: This public link includes all social media lead intelligence and form data.
- Number of Conversion Events: Number of times the lead has converted on your website.

If a salesperson should want even more granular detail, HubSpot also provides a link to lead data on HubSpot. This public link enables sales representatives to access all social media lead intelligence and form data, beyond what is imported into the CRM system, without having a login to the HubSpot system.

Value to Your CRM Client

Your clients receive several benefits from integrating their CRM system with HubSpot.

- Improves sales team efficiency. All data relevant to their leads reside within in the CRM system.
- Improves sales' ability to qualify and connect. HubSpot lead intelligence gives sales reps valuable insight into leads' interests, and allows for warmer sales calls.

ALL	1D	1W	1M	1Y	CUSTOM	search name/email	Search	Advanced Search
NAME ▼	DATE ▼	EVENT	LEAD SOURCE ▼	GRADE ▼	Jess Matthews			
Jess Matthews *repeat N/A	07/27/10	B2B Marketing Guide for G	Referrals: <i>twitter.grader.com</i>	85	N/A matthews.jess@gmail.com americahearts.com 202487-3208			
Hal Klee *repeat OATH	07/27/10	B2B Marketing Guide for G	Other Campaigns: <i>wpnews090327</i>	100				
Gayle Schaeffer *repeat self	07/27/10	B2B Marketing Guide for G	Other Campaigns: <i>4mkteers-dedic</i>	19				
rick moss CPR	07/27/10	B2B Marketing Guide for G	Processing...	0				
Jay Snyder *repeat RE/MAX Real Estate Gr	07/27/10	B2B Marketing Guide for G	Email Marketing: <i>email-20090506i</i>	99				
Michelle Phillips Portland Federal Credit	07/27/10	B2B Marketing Guide for G	Processing...	0				
imran falak funguro	07/27/10	Social Media Marketing Kit	Processing...	0				
Phyllis Sager *repeat Dr. Sager's HomeoTher	07/27/10	B2B Marketing Guide for G	Referrals: <i>blog.hubspot.com</i>	89				
Deborah Driskell *repe Willow Hill School	07/27/10	Facebook Marketing Kit Do	Paid Search: <i>socialmedia</i>	48				
Jessica Critz *repeat	07/27/10	B2B Marketing Guide for G	Email Marketing: <i>email-20090720i</i>	100				

Last seen: 07/27/10 11:35 AM

18

Pages Viewed

5

Forms Submitted

1

Lead Nurturing

Salesforce.com Record

STATUS: Open
OWNER:

PUBLIC LINK: <https://app.hubspot.com/leads/>

When a lead fills out a form, all data goes directly into the CRM

Schedule a Live Custom Demonstration

First Name *

Andrew

Last Name *

Remis

Company Name *

HubSpot

Company Email (privacy policy) *

andrew.remis@hubspot.com

Phone *

1-888-HUBSPOT

Website *

www.hubspot.com

Role at company *

CEO / Executive Management

Number of employees *

51 to 200

My Business Primarily Sells to Other Businesses (B2B) or Consumers (B2C) *

B2B

When are you available for a demonstration? *

Tuesday afternoons

My company provides marketing services such as PR, SEO, Web Design or other e-Marketing *

No

What is your biggest sales and marketing challenge?

Request Demo



Lead  **Andrew Remis**

Customize Page | Printable View | Help | [Print Page](#) 

[Add Tags](#) 

[Lead Attempts \(0\)](#) | [Open Activities \(0\)](#) | [Activity History \(0\)](#) | [Campaign History \(0\)](#) | [Lead History \(0\)](#) | [Tools \(0\)](#)

Lead Detail

[Edit](#) | [Delete](#) | [Clone](#) | [Find Duplicates](#) | [Convert](#) | [Email](#) | [Vmail](#) | [Connect](#) | [Call No VoiceMail](#)

[No Concept of a Lead](#) | [Too Big](#) | [Marketing Co-Partner](#) | [Intl Lead](#) | [Unable to Qualify](#) | [Send to Main Queue](#)

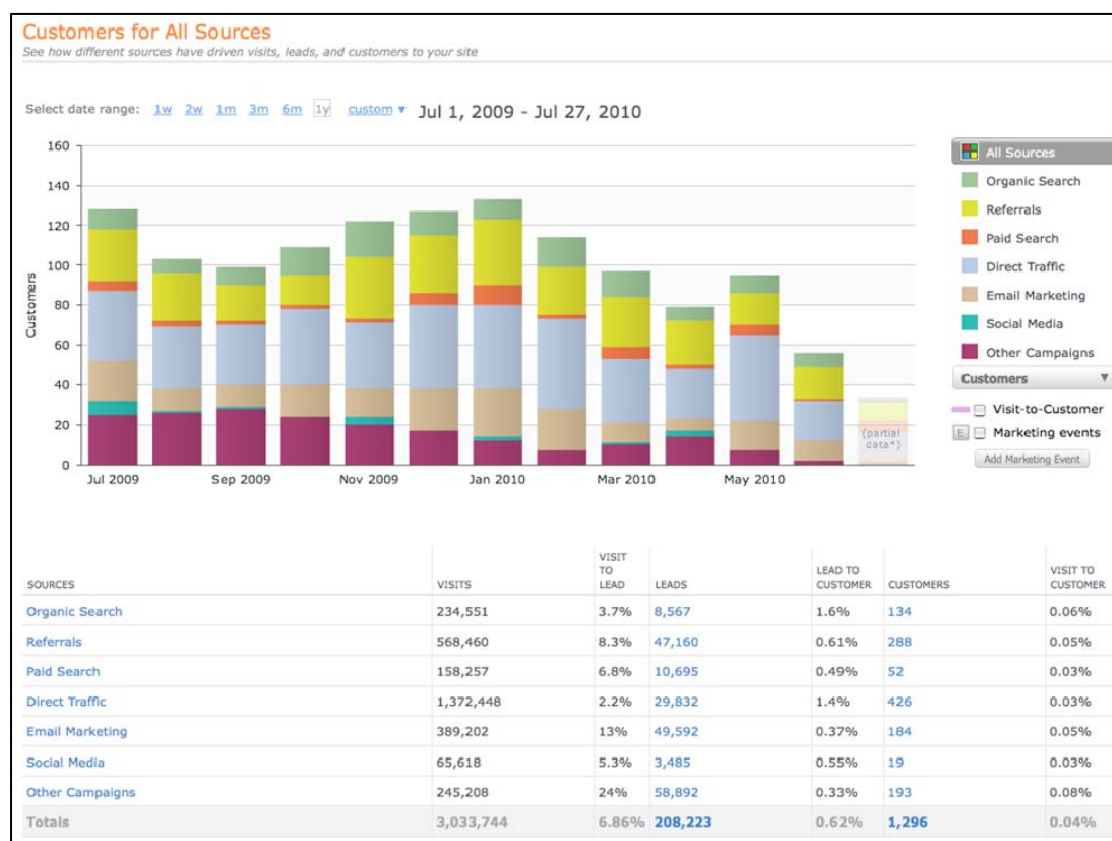
Lead Owner	Tim Dunne (Change)	Lead Status	Open
Name	Andrew Remis	Bad Lead Reason	
Title		Reason	
Company	HubSpot	Reopened	☐
Record ID	00070000000050M	Website	http://www.hubspot.com
Partner 		Phone	1-888-HUBSPOT
Partner Account		Email	andrew.remis@hubspot.com
Time Zone	Other	Role 	CEO / Executive Management
Description		Email Opt Out	☐
Do Not Call	☐	Demo Requested	☒
Raising	☐	BIA Requested	☐
BID Opportunity	☐	Industry	
Number of Non VM Attempts		Industry Tags 	
Marketing Company auto	No	Warm Calling Lead	☐

- Instant lead revisit alerts enable sales reps to call qualified leads when they are still on the website, and therefore most interested their products or services.

Recent Leads

Name	Title	Company	Email	Phone	Lead Status	Persona	Owner Alias	Lead Grade
Allen, Baileigh		MarketSource	bailei@marketsource.com	770-674-5042	Pending		aremi	7
stewart, andrew		SalesMetric	a.stewart@rocketmail.com	416 505 5555	Open		aremi	3
Pooler, Kylie		Softtek	kpooler@softtek.com	(716) 691-2800	Open		aremi	3
Sommer, Dan		Caridan	dansommer2010@gmail.com	9177570826	Open		aremi	3
Charles, Beth		IFS Financial Services	beth.charles@wfinancialgroup.com	(513) 362-8254	Open		aremi	5
Lisser, Justine		EEOC	justine.lisser@eeoc.gov	202-663-4773	Open		aremi	2
Tarantino, Anne	Sales and marketing	Velocity Tech Solutions	atarantino@velocitytechsolutions.com	(651) 633-0095	Open		aremi	7
Blasini, Kirk		Blade Games	kirk@blade3d.com	208-818-1825	Open		aremi	3
fan, jim		sai	fanningji@sai.com	7194941374	Open		aremi	7
Truong, Carter		J.D. Power and Associates	carter.truong@jdp.com	3032178282	Open		aremi	5

- Closed-loop reporting allows marketing professionals to conduct detailed analyses on their marketing campaigns, determine the best and most cost-efficient ways to get customers, and adjust their marketing efforts accordingly.



- Converts leads into customers more effectively with lead nurturing, landing pages, and email marketing to their leads.
- HubSpot's blogging, search engine optimization (SEO), and social media tools targets and helps you get found by more qualified visitors.
- Avoids duplicate leads.
- Adds custom field mappings and lead assignment workflows.

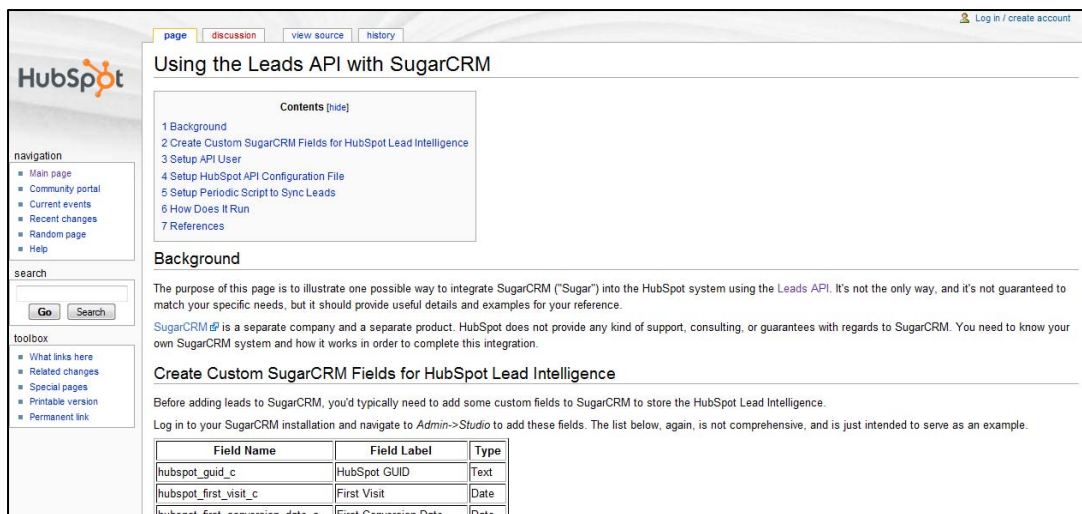
Value to CRM Reseller (You)

In addition to the upsell opportunity, and commission from an additional product over the lifetime of your client, you receive other added-value benefits when you resell HubSpot to your clients.

- Increased client satisfaction ensures longer client retention
- Reduced threat from competing integrators
- Additional revenue from integration services
- Extended market reach by building connectors and apps

HubSpot API Documentation

If you have access to a developer, the integration can be performed using the HubSpot API. To set up and complete the integration, you will need access to the HubSpot API documentation, which can be found at <http://docs.hubapi.com>. Here you will find code samples, frequently asked questions, and an online discussion group for the development community.



The screenshot shows the HubSpot API documentation page for integrating SugarCRM. The page has a navigation sidebar on the left with links like 'Main page', 'Community portal', 'Current events', 'Recent changes', 'Random page', and 'Help'. The main content area is titled 'Using the Leads API with SugarCRM' and includes a 'Contents' table of contents with links to sections like 'Background', 'Create Custom SugarCRM Fields for HubSpot Lead Intelligence', 'Setup API User', 'Setup HubSpot API Configuration File', 'Setup Periodic Script to Sync Leads', 'How Does It Run', and 'References'. The 'Background' section explains the purpose of the page and mentions that SugarCRM is a separate company. The 'Create Custom SugarCRM Fields for HubSpot Lead Intelligence' section provides instructions on adding custom fields to SugarCRM and includes a table of example fields.

Field Name	Field Label	Type
hubspot_guid_c	HubSpot GUID	Text
hubspot_first_visit_c	First Visit	Date
hubspot_first_conversion_date_c	First Conversion Date	Date

The Integration

If you are able to use the HubSpot API to integrate with various CRMs, you may be invited to offer CRM Integration Services to HubSpot's customers via the [HubSpot's Service Marketplace](#).

<http://services.hubspot.com/crm-integration/directory/>

Want to Integrate HubSpot with your CRM?

Integrate HubSpot with your CRM to get the benefit of lead sharing, de-duping and closed-loop reporting. If you don't have a CRM yet, Partners can help you decide and set up the right one. Contact a Partner directly or [Learn More](#).

Partner	Price / Day*	CRM	# of Customers	CHI*	HubSpot Certified	Contact
 lyntonweb.com complete web solutions	\$1200	MS Dynamics, Infusionsoft, Highrise	3	99	✓	Contact
 HARVEST SOLUTIONS experience • methodology • analytics	\$1720	Salesforce.com	1	75	✓	Contact
 business communications group, llc trust-based marketing to accelerate sales	\$2500	Salesforce.com	2	N/A	✓	Contact

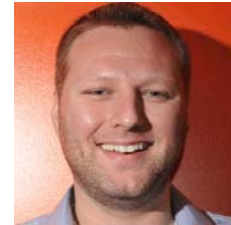
* If you already have HubSpot and a CRM system in place, implementation typically takes 1-2 days depending on how customized your CRM is. If you do not have a CRM system, implementation can take up to 5 days.

* CHI, or Customer Happiness Index, is a score automatically calculated by the HubSpot software indicating the marketing success achieved by the Partners' customers. [Learn More](#) about CHI, other metrics and how to select a Partner.

If you don't have access to a developer, leverage [HubSpot's Service Marketplace](#) yourself and hire a partner to perform the integration. Depending on the complexity of the current setup of your client's CRM system, the integration is typically completed in 1-2 business days. If the client currently does not have a CRM system, the integration usually takes 5-7 business days to be completed.

Next Steps

If you are interested in finding out more about HubSpot or becoming a value added reseller for HubSpot inbound marketing software, contact Chris Johnson at cjohnson@hubspot.com or call him direct at 857-829-5510.



If you want more information about the value of inbound marketing in relation to lead generation, be sure to see our on-demand webinar – [The State of Inbound Marketing Lead Generation](#).



If you are interested in finding out how best to use social media as a tool to help achieve your business and marketing goals, check out [HubSpot's Social Media Marketing Hub](#).



Company Snapshot

- HubSpot was founded in 2006 by Brian Halligan and Dharmesh Shah and is based in Cambridge, MA down the street from MIT where the company was conceived.
- HubSpot offers small, mid-size and enterprise businesses the first inbound marketing software-as-a-service platform that lets users take advantage of the changing nature of how products and services are researched, bought and sold.
- HubSpot invented [Website Grader](#), a free marketing tool which rates businesses' sites based on marketing effectiveness and provides a score and useful advice on how to improve. More free tools can be found at [Grader.com](#).
- HubSpot has 4,000+ customers, and boasts a 97% retention rate.