

# Free Marketing Tools in HubSpot CRM



Marketing & Promotion

Starting to scale your marketing?

Good news.

You've got plenty of tools to choose from.

Content & Experience

Social & Relationships

Commerce & Sales

Data

Mobile Apps

Video Marketing

Call Analytics & Management

ABM

Retail & Proximity Marketing

Audience/Market Data & Data Enhancement

Interactive Content

Email Marketing

Events, Meetings & Webinar

Channel, Partner & Local Marketing

Marketing Analytics, Performance & Attribution

Content Marketing

Social Media Marketing & Monitoring

Sales Automation, Enablement & Intelligence

Mobile & Web Analytics

Optimization, Personalization & Testing

Feedback & Chat

Community & Review

Dashboards & Data Visualization

DAM & MRM

Experience, Service & Success

Affiliate Marketing & Management

Big Data & Data Science

Marketing Automation & Campaign/Lead Management

CRM

Ecommerce Marketing

IPaaS, Cloud/Data Integration & Tag Management

CMS & Web Experience Management

Ecommerce Platforms & Carts

Predictive Analytics

Customer Data Platform



With so many options, getting started has never been easier.

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... but getting started *right* is tougher than ever.



**Where do you even begin?**



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

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

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

Live chat is the next big thing, right? Let's test it out...

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

You have leads, but no way to track what they're doing...

So you sign up for an email marketing tool.

So you sign up for ads software.

So you sign up for a forms plugin. And a pop-up tool.

So you sign up for live chat software.

So you sign up for a social media messaging bot.

So you sign up for a CRM. Or keep it in a spreadsheet.



The problem with that approach:  
More tools means more time spent  
managing your tools. **A lot more.**



**Your to-do list  
goes from this:**

I've got a website. How can I get leads from it?



## To this...

Sign up for an email tool  
Sign up for a forms plugin  
Sign up for Facebook Ads Tool  
Breathe  
Sign up for a scheduling app  
Sign up for a third party syncing tool  
Export code, and hack through HTML to add to website  
Google "how to style my forms" and learn enough CSS  
to be dangerous  
Write down your four new passwords  
Pay four bills  
Breathe  
Set up sync between forms plugin and CRM  
Set up sync between Facebook ads and CRM  
Set up sync between scheduling app and CRM  
Set up sync between email and CRM  
Set up sync between CRM and email  
Give up, because bidirectional syncs and field mappings  
are overwhelming  
Ask whether it's all worth it  
Export list from CRM... Import to email tool  
Set up email... send email... export data  
Import data from email tool into CRM... repeat.





All of a sudden, you realize that  
you're spending **more time**  
**managing tools and IT than actually**  
**marketing.**



Wait... I already got this email?

I chatted with your rep via live chat. But your rep doesn't seem to know that?

But it's not just you.  
When your marketing depends on  
a pile of tools that don't talk to  
each other, your customers notice.  
And not for the right reasons.

Why are you sending me emails when  
I'm already in touch with a sales rep?

I filled out "health care" on your web  
form, but you're sending me totally  
unrelated follow-up emails?



The worst part? As your business grows, you'll outgrow a lot of these tools... and have to rip them out.  
**Back to where you started.**



**Stop wasting your time.**

**Stop wasting your energy.**

**Stop wasting your customers' goodwill.**



**Stop managing tools.**  
**Start marketing right.**



If only it were so easy.

If I wanted to do that, I'd need a huge software suite. And those are **expensive** and **complicated**.



**Yeah. They are.**

**But what if they weren't...**



What if all the tools you needed  
to **start marketing right** lived in  
one system? One that grows with  
your business. **And didn't break  
your budget.**





# What if instead of this...

Sign up for an email tool  
Sign up for a forms plugin  
Sign up for Facebook Ads Tool  
Breathe  
Sign up for a scheduling app  
Sign up for a third party syncing tool  
Export code, and hack through HTML to add to website  
Google “how to style my forms” and learn enough CSS to be dangerous  
Write down your four new passwords  
Pay four bills  
Breathe  
Set up sync between forms plugin and CRM  
Set up sync between Facebook ads and CRM  
Set up sync between scheduling app and CRM  
Set up sync between email and CRM  
Set up sync between CRM and email  
Give up, because bidirectional syncs and field mappings are overwhelming  
Ask whether it’s all worth it  
Export list from CRM... Import to email tool  
Set up email... send email... export data  
Import data from email tool into CRM... repeat.

# ... Scaling your marketing looked more like this?

Sign up for HubSpot

Send emails, build ads, create forms, set up live chat, and more.

Sync with the #1 CRM, to track all your interactions in one place.

Easily make every part of your marketing feel personal.

Start growing.



**How much time would that save you?**



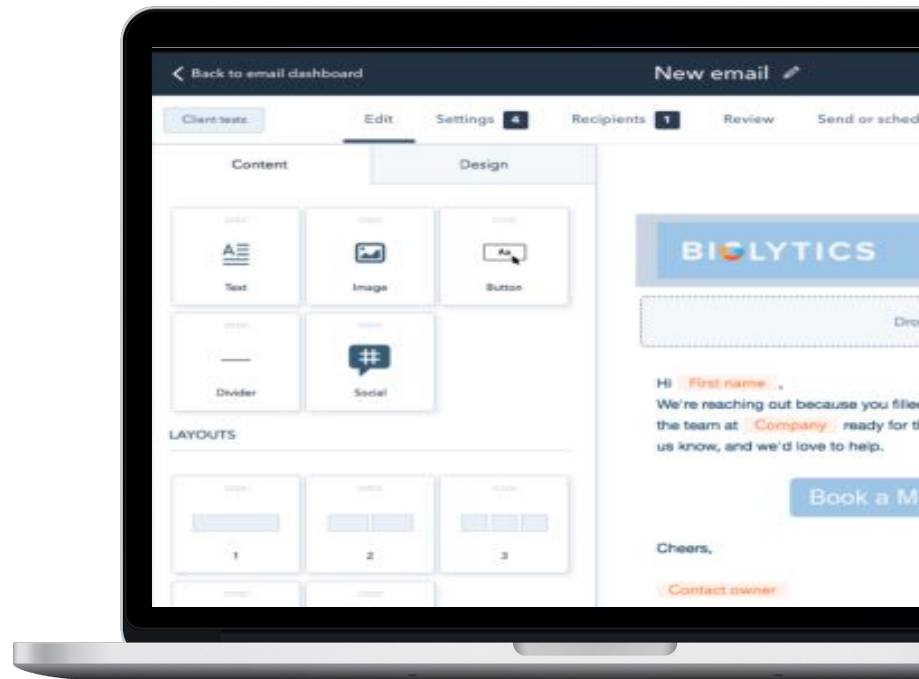
**And how much better would it be for  
your customers?**



# New to Free Marketing Tools: Even More Free Tools!

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All the tools you need to start marketing right. The free marketing tools in HubSpot CRM let you take ownership of the customer experience. Powerful tools like marketing email, conversations, forms, and ads let you get the tasks at hand done, and are backed by a CRM that gives you insight into the entire customer experience. Free forever.





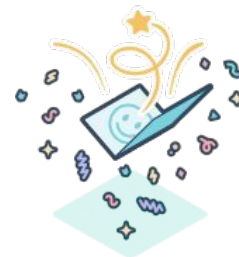
## CRM

Gives you granular information  
on every touchpoint a  
customer has with your brand



## Marketing Tools

Gives you everything you  
need to nurture contacts into  
customers



## The Perfect Pair

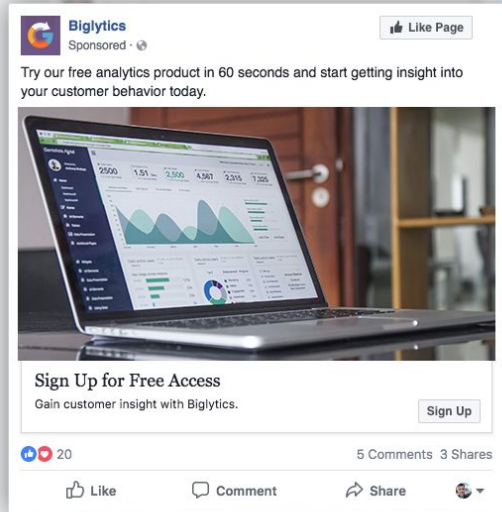
Rooting your marketing tools  
in a CRM lets you leverage  
what you know about your  
customers' journey to provide  
truly personalized marketing



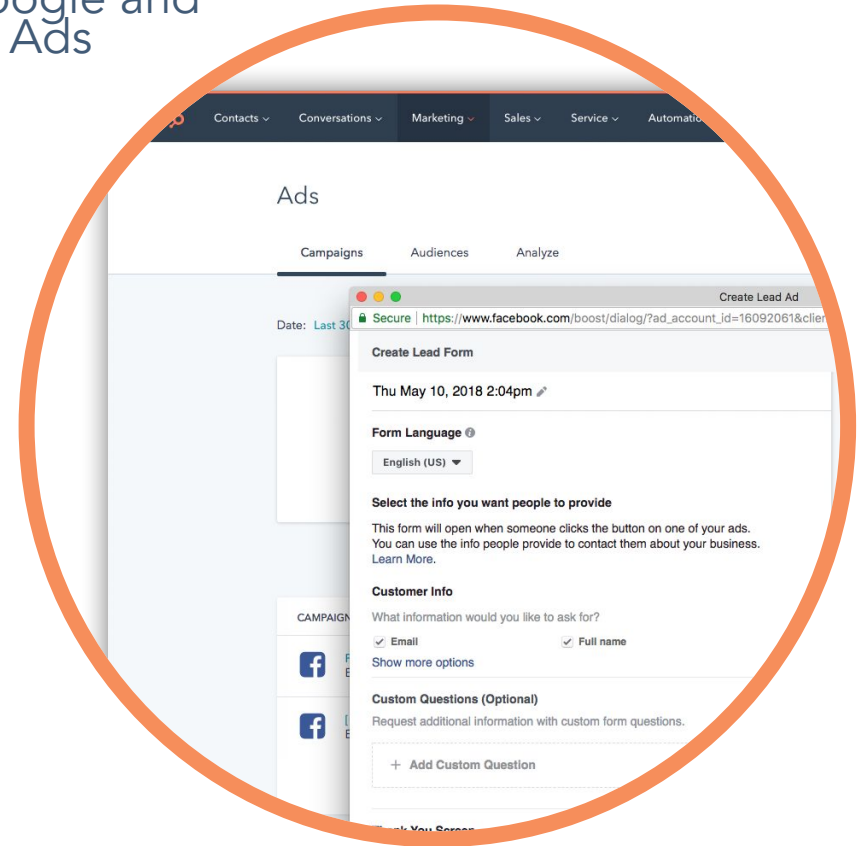
# With Free Marketing Tools in HubSpot CRM...



# Facebook, Google and LinkedIn Ads

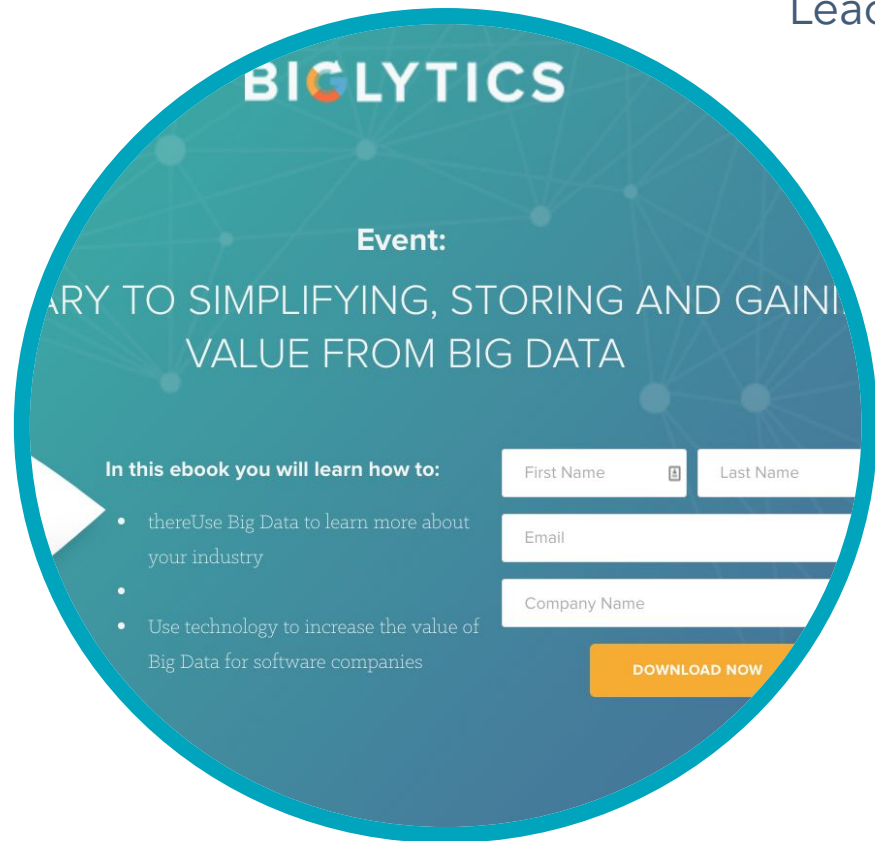


Your customers find you through a relevant ad  
on Facebook, Google and LinkedIn...



... that you built and targeted in minutes using  
HubSpot's Ads integration.

## Lead Capture



**BICLYTICS**

**Event:**

ARY TO SIMPLIFYING, STORING AND GAINING  
VALUE FROM BIG DATA

**In this ebook you will learn how to:**

- thereUse Big Data to learn more about your industry
- Use technology to increase the value of Big Data for software companies

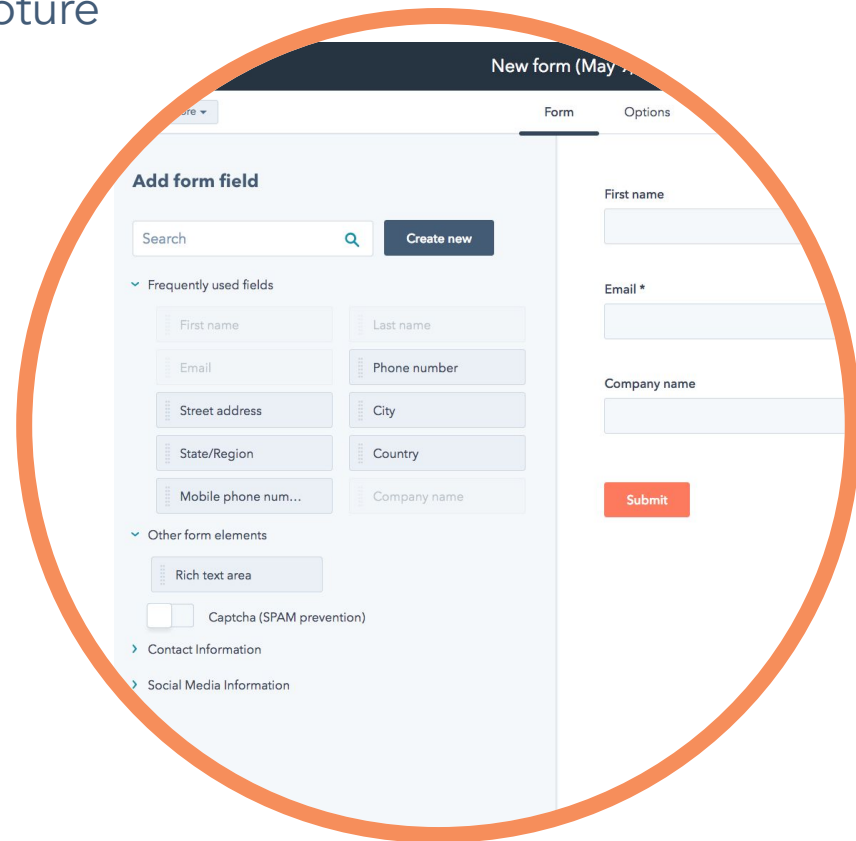
First Name  Last Name

Email

Company Name

**DOWNLOAD NOW**

They grab a valuable piece of content from your site via a form or pop-up...



New form (May 17, 2017)

Form Options

**Add form field**

Search

▼ Frequently used fields

<input type="text" value="First name"/>	<input type="text" value="Last name"/>
<input type="text" value="Email"/>	<input type="text" value="Phone number"/>
<input type="text" value="Street address"/>	<input type="text" value="City"/>
<input type="text" value="State/Region"/>	<input type="text" value="Country"/>
<input <="" td="" type="text" value="Mobile phone num..."/> <td><input type="text" value="Company name"/></td>	<input type="text" value="Company name"/>

▼ Other form elements

☐ Captcha (SPAM prevention)

► Contact Information

► Social Media Information

First name

Email \*

Company name

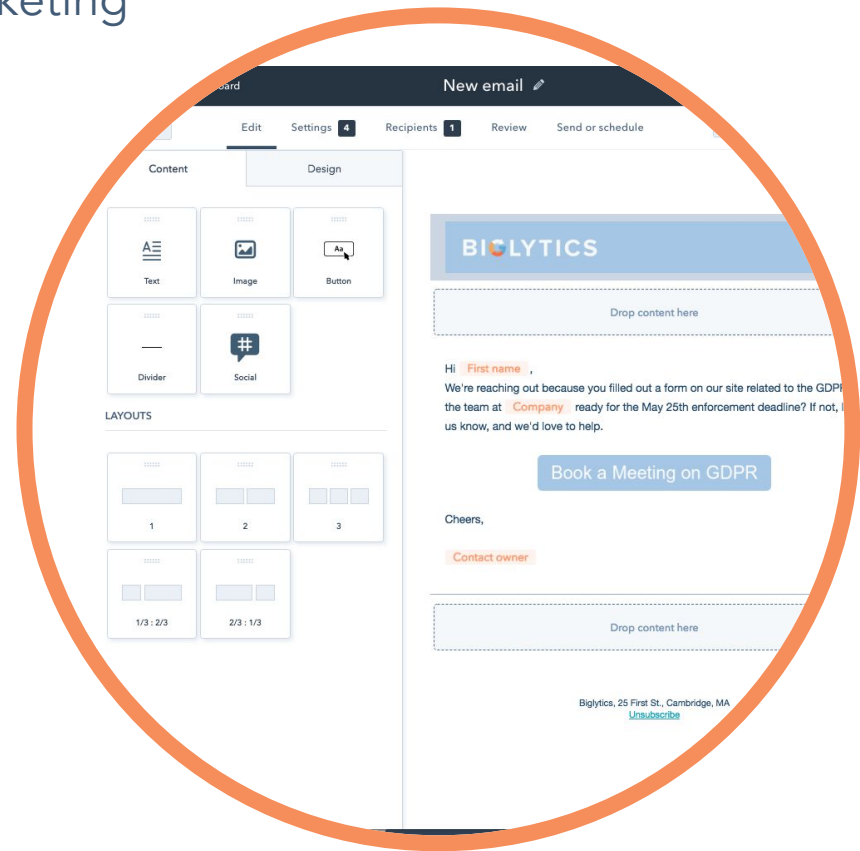
... that you built in three steps using HubSpot's native forms tool (and passes data right into your CRM).



# Email Marketing



They get a relevant and timely follow-up email...

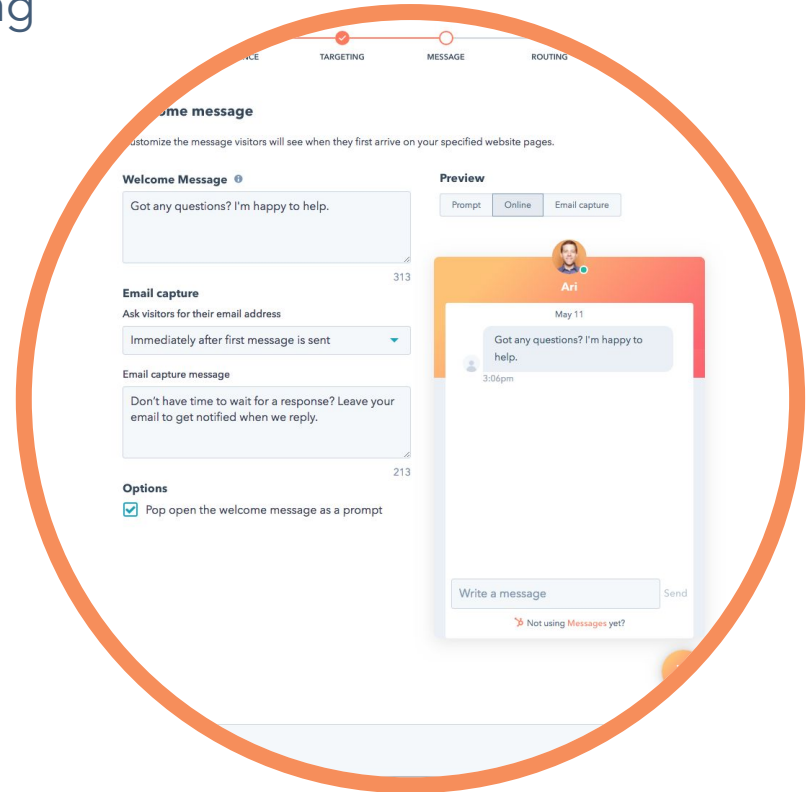


... that you built easily in HubSpot's email marketing tool (and personalized using your CRM data).

# Conversational Marketing



They come back to your site and get quick answers from a rep via live chat...



... that was a breeze to set up in HubSpot's conversational tool.

# CRM



They enter into the sales process, and sales picks up right where marketing left off....

The image shows a collage of HubSpot CRM interface elements. At the top, a navigation bar includes links for Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. Below this, a contact timeline for 'Lena Letterman' shows a message received on Dec 8 at 9:46 AM EST. To the left, a 'Tasks' panel lists various tasks with checkboxes and due dates. On the right, a 'Deals' pipeline shows a funnel of deals with columns for Created, Amount, Discovery, and Demo/Proposal/Close. A 'Form on Webinar big data algorithms' is also visible. At the bottom, an 'Edit Template' window shows a draft email with placeholders for contact information and content.

... with the full context of every interaction, on the contact timeline in HubSpot.  
(and did we mention, HubSpot has sales tools too?)

## Hacked Together Tools

Give time away.

Multiple databases. Imports, exports, and syncs.

Master list and basic segmentation.

Data is always out of date.

Sales team lives somewhere else.  
No context.

One channel (e.g. email).

Grow out of it.

## Free Marketing Tools in HubSpot CRM

Get time back.

One database.

Contextual segmentation and  
personalization using CRM data and  
enterprise-grade web analytics.

Data is always up to date.

Everyone lives in the same system.  
Shared context.

All your communications. Email, calling, live  
chat, ads, Facebook Messenger, and more.

Grows with you.

Ready to get started for free?

Try out HubSpot's free marketing tools and see the power of having an all-in-one platform with a CRM at the center, built for the marketer.

