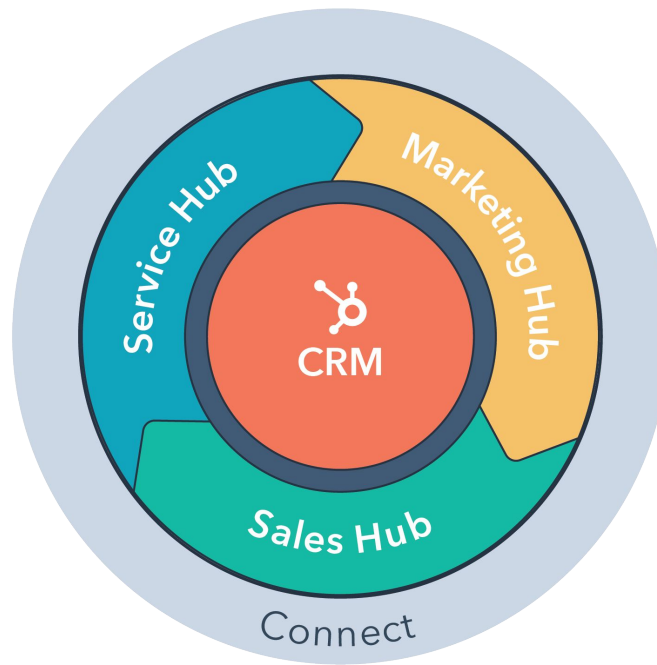


HUBSPOT AS A PLATFORM: 3 BIG OPPORTUNITIES FOR AGENCIES

Scott Brinker | VP Platform Ecosystem
@chiefmartec

2019 HubSpot Platform





PLATFORM

A photograph of three horses in a grassy field. In the center is a light brown horse with a white blaze on its face and a white body. To its left is a darker brown horse, and to its right is a dark brown horse. The background shows rolling green hills and distant mountains under a cloudy sky. The text "1. Ecosystem" is overlaid in the upper right.

1. Ecosystem

2. Development

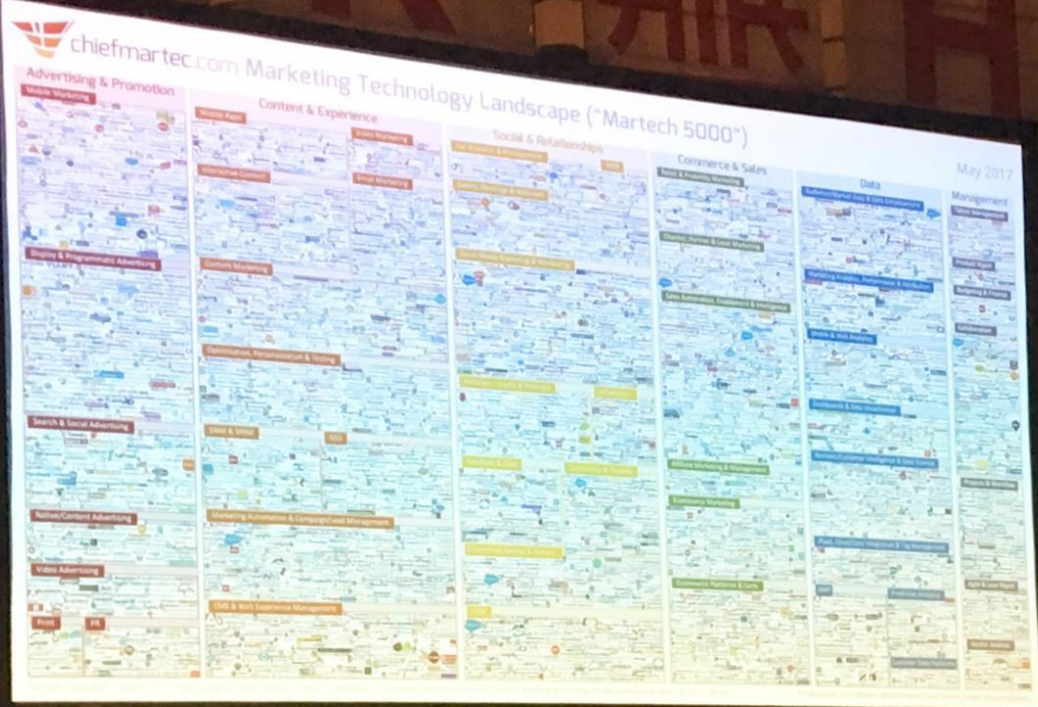
3. Productization

A photograph of three horses in a grassy field. In the center is a light brown horse with a white blaze on its face and a white body. To its left is a darker brown horse, and to its right is a dark brown horse. The background shows a green field, a fence, and distant mountains under a cloudy sky.

1. Ecosystem

2. Development

3. Productization



August 2011



September 2012



January 2014



January 2015



March 2016



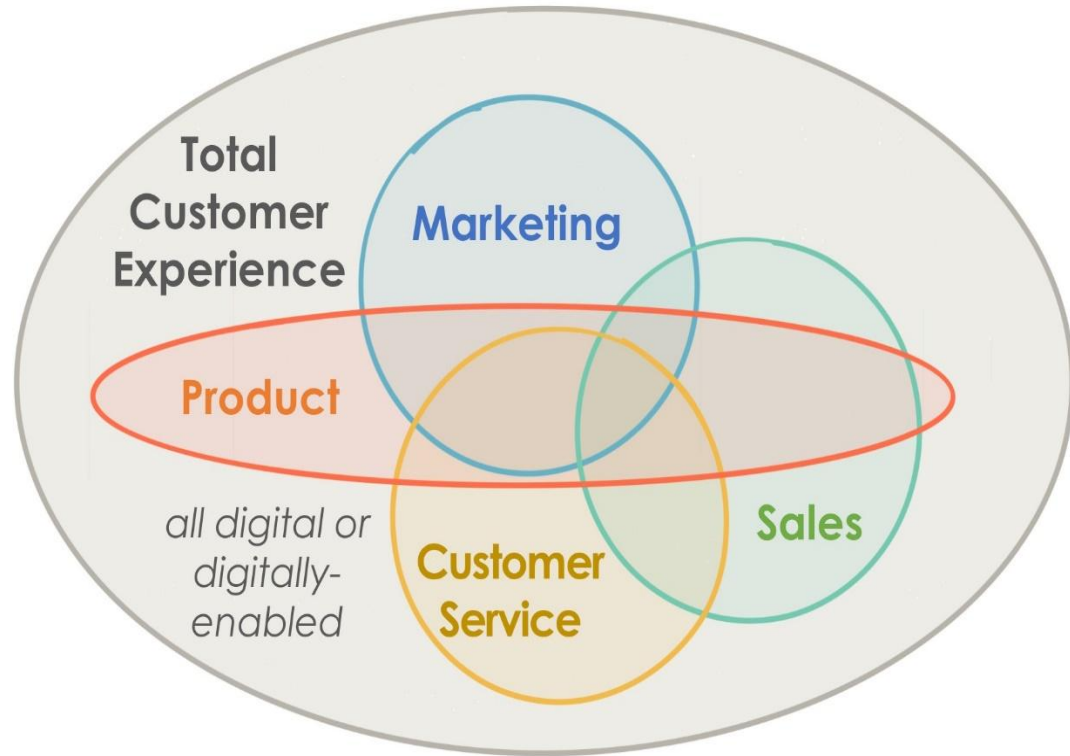
May 2017





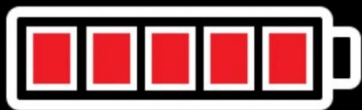
Will marketing technology continue to evolve at this rate? Probably

Scope explosion
Pace of innovation
Drive to differentiate
Anyone can play



OGILVY ON ADVERTISING





Empowering you.

The Drum+

Join today to access your
knowledge power pack

NEWS >

Ogilvy continues ‘next chapter’ with launch of 900-person global martech ‘center of excellence’

By **Bennett Bennett** - 26 April 2018 19:52pm



Promoted



Are you one of the UK's top women in digital? Nominations now open for The Drum's 50 Under 30



The Drum+

Empowering you.

Join today to access your
knowledge power pack

5,000,000

**SMBs with Employees
in the US**

FORBES

Number of Paid SaaS Subscriptions per Company

18

Paid SaaS subscriptions
per company



Integration Installs

400000

CONFIDENTIAL: DO NOT SHARE

300000

200000

100000

0

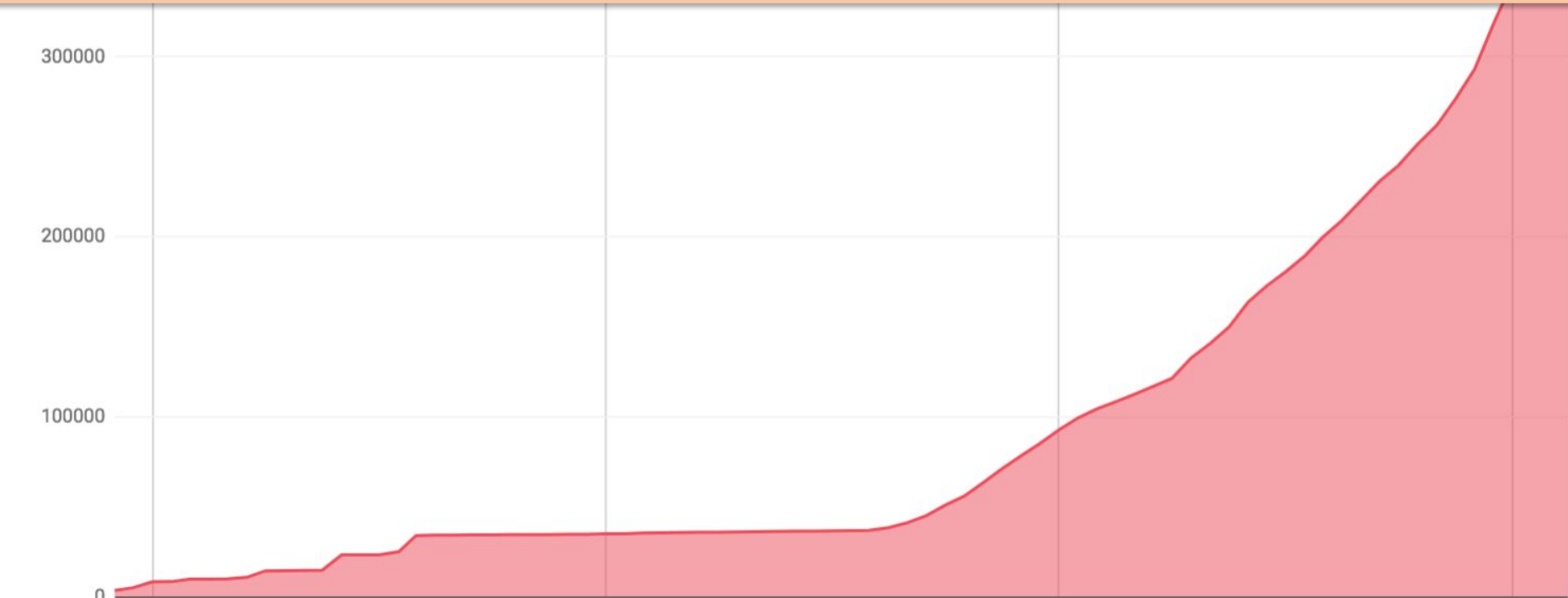
January 2012

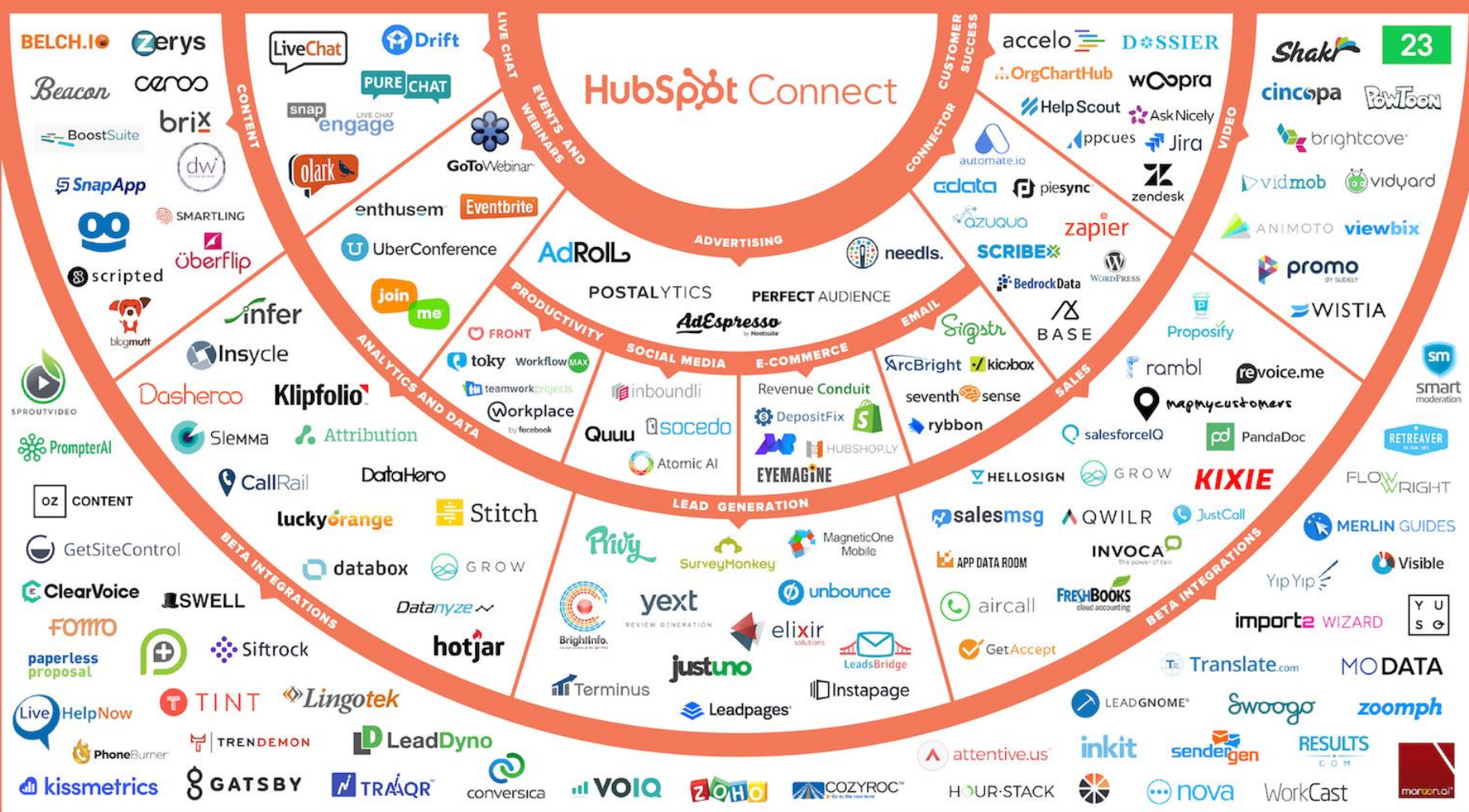
January 2014

January 2016

January 2018

Install Month / Year







2018
MAP OF
AIRSTREAM
MARTECH STACK

PLANNING



ENGAGE



CREATE



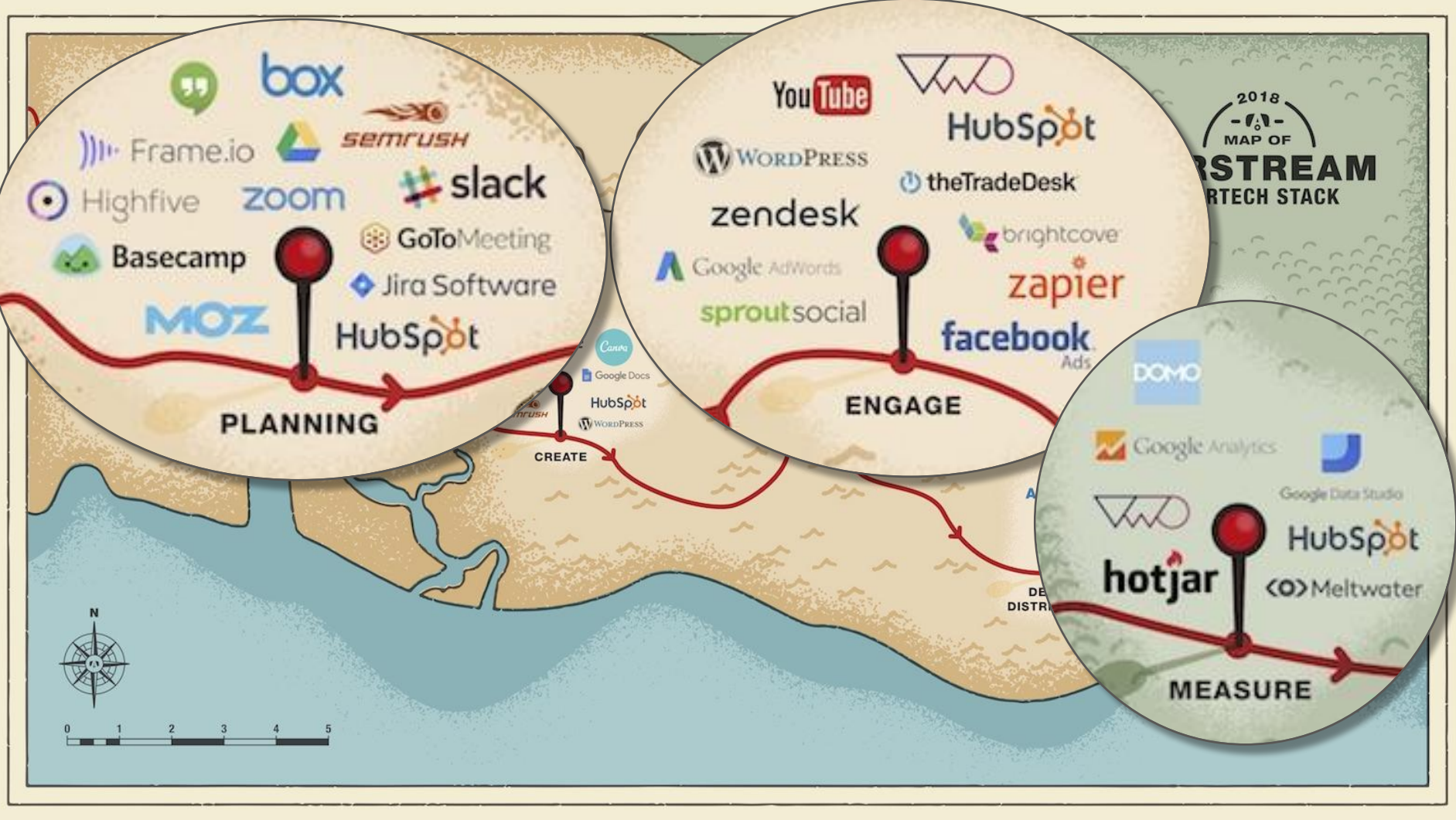
AIRHUB

DEALER
DISTRIBUTION

MEASURE

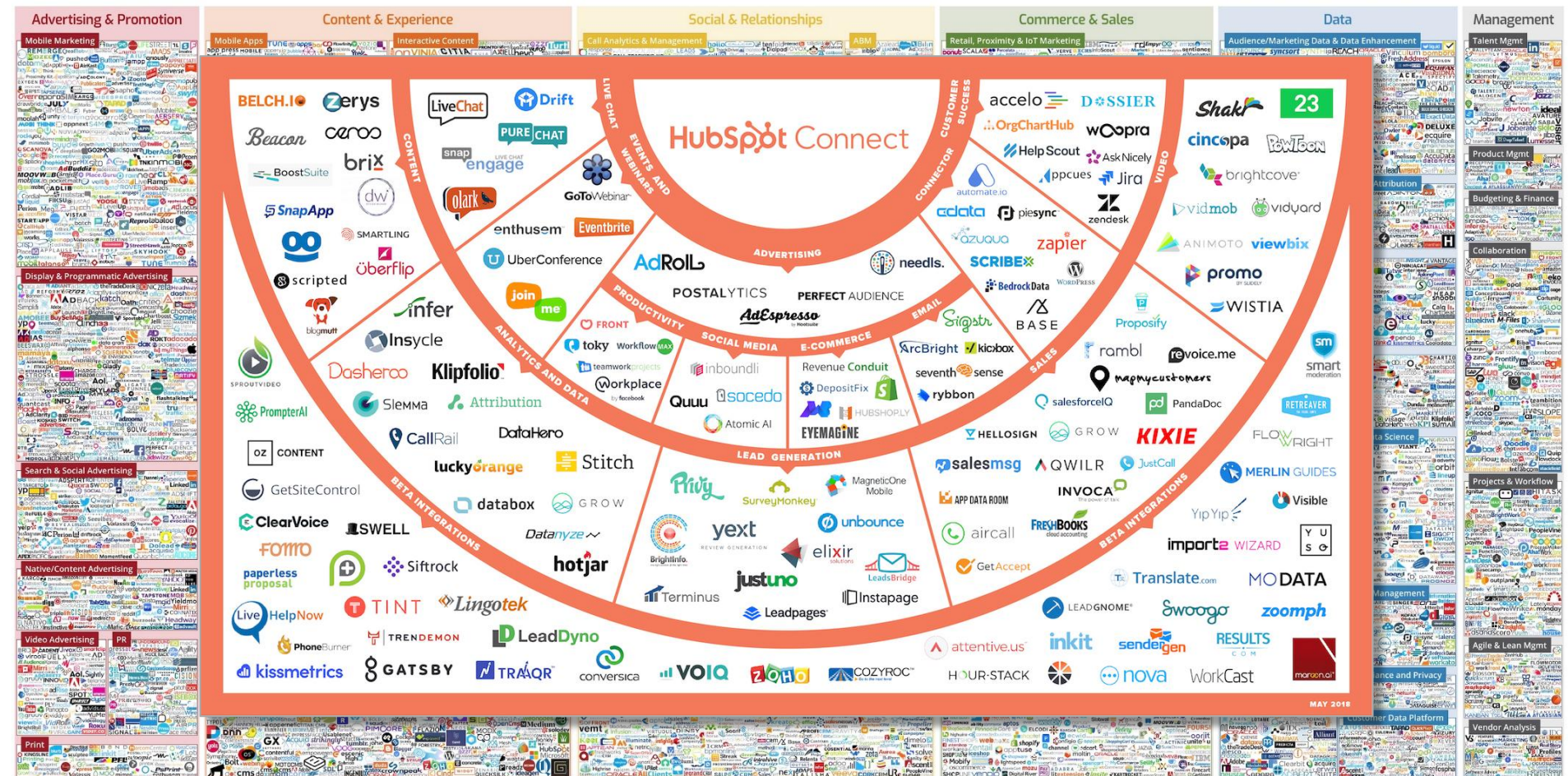






DELIVER VALUE TO
CUSTOMERS WITH
**THE
PLATFORM
APPROACH**

1. Centralized customer data.
2. Choice — but curated choice.
3. Trustworthy combinations, easily integrated.
4. The latest innovations & specialized solutions.
5. Start from anywhere, never outgrow HubSpot.



**Agency
Partners**



**Connect
Partners**

Agency Partners

Connect Partners

Want to expand services to
increase retainers



*New capabilities to offer,
new advisory needs*

*Masterfully wield products to
Achieve amazing results for clients*



Customers must apply products
well to achieve results (and not churn)

Want to differentiate with
specialized capabilities



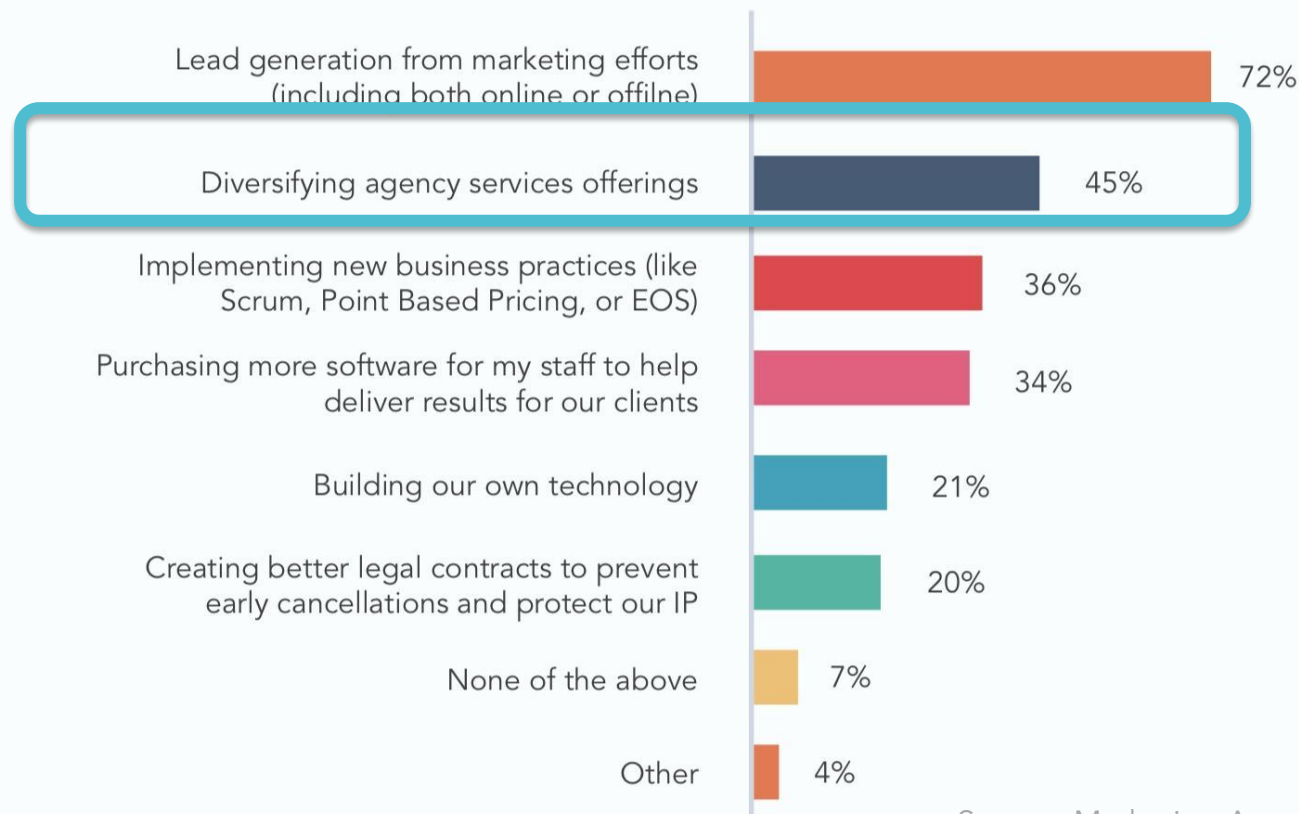
*Products & combinations in which
experts can specialize*

*Trusted advisors can be a
powerful sales channel*



Want to grow sales through
a knowledgeable channel

Does your agency plan to invest in any of the following next year?



Source: Marketing Agency Growth Report 2018

SIMPLE

SERVICES

COMPLEX





Will your ideal customers find you?

They are searching for you right now.

GET A FREE INBOUND MARKETING ASSESSMENT



HubSpot + Seventh Sense: 60% Increase in Sales Opportunities From Email Marketing

🕒 Published on Apr 1, 2018 9:26:00 AM by [Bryan Gorman](#)

Our ability to create value using all of the data that we had collected through HubSpot, from our marketing and sales efforts, was becoming increasingly difficult for us as an agency without the consolidation of data from all of our software integrations. HubSpot as a platform was committed to developing their integration ecosystem throughout the last few years, which has empowered us to connect information from all of the tools that we were using for our clients.

Related Blog: [How to Use Seventh Sense to Optimize Marketing and Sales Email Efforts \[VIDEO\]](#)

These connections not only help us deploy data-driven strategies, but they also create efficiency from an operational standpoint. Instead of using 5 different softwares on 5 separate platforms to implement and report our strategies, we are able to use 5 different softwares, in sync with HubSpot and on the HubSpot platform, to run and track several campaigns. This is valuable for us and our customers.

Challenge

Thunderbird Senior Living is a retirement community in Glendale, Arizona and one of our long-standing clients here at Nextiny. Our overall partnership goal with Thunderbird is to continue increasing the amount of units sold in their community, while also building and nurturing a pipeline of prospects that are considering/planning to move to the community.



Data Collected from Seventh Sense integrated with HubSpot

Contact Top Response Times - View Profile



Inbound Interactions

92

Top Time Today

12 Noon

First Inbound Interaction

Sep 2016

Avg Engagement (1-100)

21

Weekly Top Time

Wed @ 7p

Last Inbound Interaction

Feb 23rd

Active Weeks

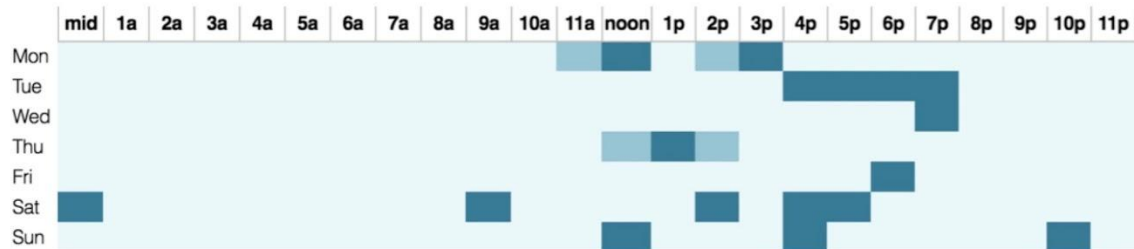
25

Engagement Level

Average Engagement

Recent Engagement Trend

0 points/wk



▼ Contact Top Times

Contact Top Response Times

Monday: 6 PM

Tuesday: 6 PM

Wednesday: 7 PM

Thursday: 1 PM

Friday: 6 PM

Saturday: 12 Midnight

Sunday: 12 Noon

Weekly: Wednesday, March 28, 2018 4:00 PM

Total Inbound Interactions: 92

Marketing Engagement: Average Engagement

[View less](#)

[Actions](#) ▼



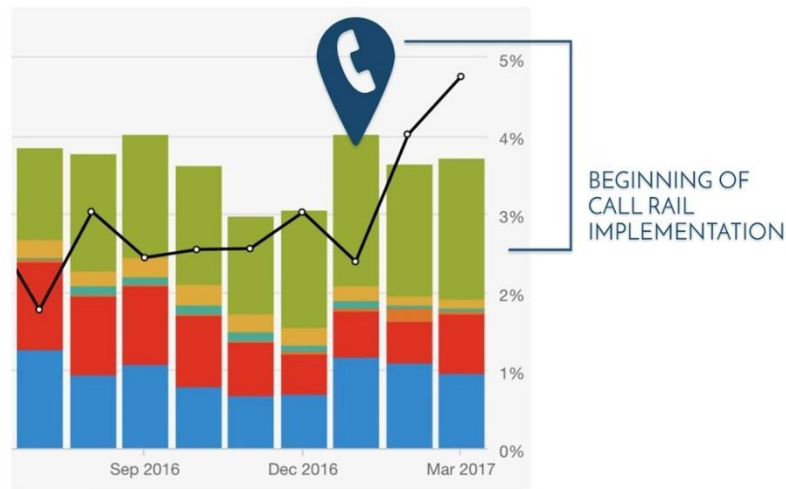
Powered by Seventh Sense

Planning for Future Success: Call Tracking, Video Marketing, and Sales Enablement

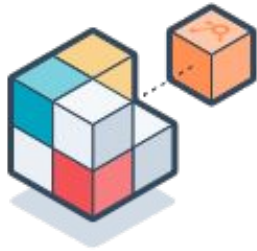
Now that we have been able to prove a substantial ROI, we are constantly adapting our processes to **include more services to increase our inbound marketing success**. One of the biggest and most recent implementations we have made is the addition of the [HubSpot](#) and [CallRail](#) integration to track people who call through the website.

Call Tracking

Often the older generations are known for using websites as an online brochure, they visit to find the phone number and call directly. Before, we were not able to track these visitors unless they came back to the website and identified themselves at a later date. Even after they identified themselves, we were still getting an inaccurate portrayal of their journey through the funnel as we had no way of tracking them through the system to see that they had called initially. We tested call tracking with [CallRail](#) in one of their sister retirement communities, and with this new information now available, we have seen the lead conversion rate double in the past months. Because of this, we expect to see a higher rate for closed customers in the coming months. These were leads that were being generated and assisted by the website, but because of the nature of the audience we were not able to track them until now.



*Graph represents CallRail success from Sarasota Bay Club's sister retirement community



APPS FOR AGENCIES

Apps for Agency Services Program

Bringing Partner Communities Together To Help Them Grow Better:

Agency Partners get to expand their service offerings with free Connect Partner software.

Connect Partners get access to HubSpot's agency reseller channel.

About the Program

We've worked closely with some of our top HubSpot Connect Partners to provide HubSpot Agency Partners the opportunity to deliver more value to their clients through access to Connect software for free. As an agency, whether you decide to dabble in video marketing for your clients or provide a webinar services package, this program aims to help you expand on your existing retainers by providing more diverse value to your clientele. As a HubSpot integration partner, this program will open up a whole new reseller channel for you with our top tier agencies.

Available now for platinum and diamond agency partners



#PARTNERDAY18

Agency Service Primers

Resources to get you started

We have teamed up with our integration partners to create these educational resources to help you plan services that can be wrapped around their software solutions.

top of page: Getting started with agency service primers, for peaking interest (content you are learning)
bottom section: link to directory category page - how to download the software itself (apply that learning by downloading)
Agency App Connection CTA



Design Wizard Agency Service Primer

By partnering with Design Wizard, your agency can offer clients high quality, branded visual content at a low cost.

[Read Now](#)



Beacon Agency Service Primer

By partnering with Beacon, your agency can offer clients content upgrades to complement their blogging strategy.

[Read Now](#)



Seventh Sense Agency Service Primer

By partnering with Seventh Sense, your agency can offer clients enhanced email marketing and sales enablement services.

[Read Now](#)



Translate.com Agency Service Primer

By partnering with Translate.com, your agency can offer clients content that is translated into up to 37 different languages.

[Read Now](#)



Salesmsg Agency Service Primer

By partnering with Salesmsg, your agency can offer clients SMS and MMS messaging for marketing, sales, and customer support.

[Read Now](#)



Databox Agency Service Primer

By partnering with Databox, your agency can offer clients reporting on and analyzing performance across many software tools.

[Read Now](#)



Stitch Agency Service Primer

By partnering with Stitch, your agency can offer clients services for assembling data from many sources.

[Read Now](#)



Shakr Agency Service Primer

By partnering with Shakr, your agency can offer clients professional videos for social media.

[Read Now](#)



Bedrock Data Agency Service Primer

By partnering with Bedrock Data, your agency can offer clients advanced analysis and reporting on key performance metrics.

[Read Now](#)

Agency Service Primer for briX + HubSpot

Interested in expanding your service offerings? Learn more about the services you can offer your clients with InboundLabs and its briX + HubSpot integration.

By partnering with briX, your agency can offer:

- A user friendly drag and drop environment for building HubSpot pages
- Website pages built in less time

Plus, it will all be integrated with your client's HubSpot CRM.



What is the service?

A drag and drop HubSpot page creator to build websites and landing pages with no coding.

Agencies that partner with briX will be able set themselves apart from the competition by offering a powerful drag and drop environment to create HubSpot pages. This is how it can help your clients grow their business:

- Build higher impact sites - briX allows you to create a uniquely customized narrative and style, which improves brand image and increases conversion rates.
- Extend and change sites faster - briX allows you to create and change pages with no code, which results in reduced cost and accelerated time to market.

#PARTNERDAY18

NEW RESOURCES

Identify

Category	Best Fit	Good Fit	Bad Fit
Customer size, current visits/leads/customers through website	Size of organization or volume of traffic is not relevant. Lucky Orange is scalable to any size website. Large organizations can have minimal traffic to the site, as well as small companies can generate a lot of traffic, so not pertinent to identifying viability.	Size of organization or volume of traffic is not relevant. Lucky Orange is scalable to any size website. Large organizations can have minimal traffic to the site, as well as small companies can generate a lot of traffic, so not pertinent to identifying viability.	Size of organization or volume of traffic is not relevant. Lucky Orange is scalable to any size website. Large organizations can have minimal traffic to the site, as well as small companies can generate a lot of traffic, so not pertinent to identifying viability.
Business Characteristics (biz model, sales model, sales cycle, size of dedicated sales and marketing teams, current tech stack/marketing investment etc)	Any agency or business who's site or clients focus on lead gen, direct response, e-commerce, or brand building through creating additional pageviews or time on site.	Any agency or business who's site or clients focus on lead gen, direct response, e-commerce, or brand building through creating additional pageviews or time on site.	A site with no agenda, not looking to monetize the site, not looking to improve any sort of KPI, or performance metric.
Contact Characteristics (title?, knows inbound marketing?, etc)	Contacts typically work on customer service, technology, media buying, or analytics teams. Title often include: CIO, CTO, Analytics, media buyers, UI/UX, Engineers, Product owners, Inbound specialists, etc.	Contacts typically work on customer service, technology, media buying, or analytics teams. Title often include: CIO, CTO, Analytics, media buyers, UI/UX, Engineers, Product owners, Inbound specialists, etc.	People without the ability to add <u>java script</u> code to their websites.

A photograph of three horses in a grassy field. In the center is a light brown horse with a white blaze on its face and a white body. To its left is a darker brown horse, and to its right is a dark brown horse. The background shows rolling green hills and distant mountains under a cloudy sky. The text '1. Ecosystem' is overlaid in the top right, '2. Development' in the bottom right, and '3. Productization' in the bottom left.

1. Ecosystem

2. Development

3. Productization



It's Time to Build on HubSpot

Create powerful integrations for a global marketing and sales community.

[Log into your account](#)

[Create a developer account](#)

Why Build on HubSpot?

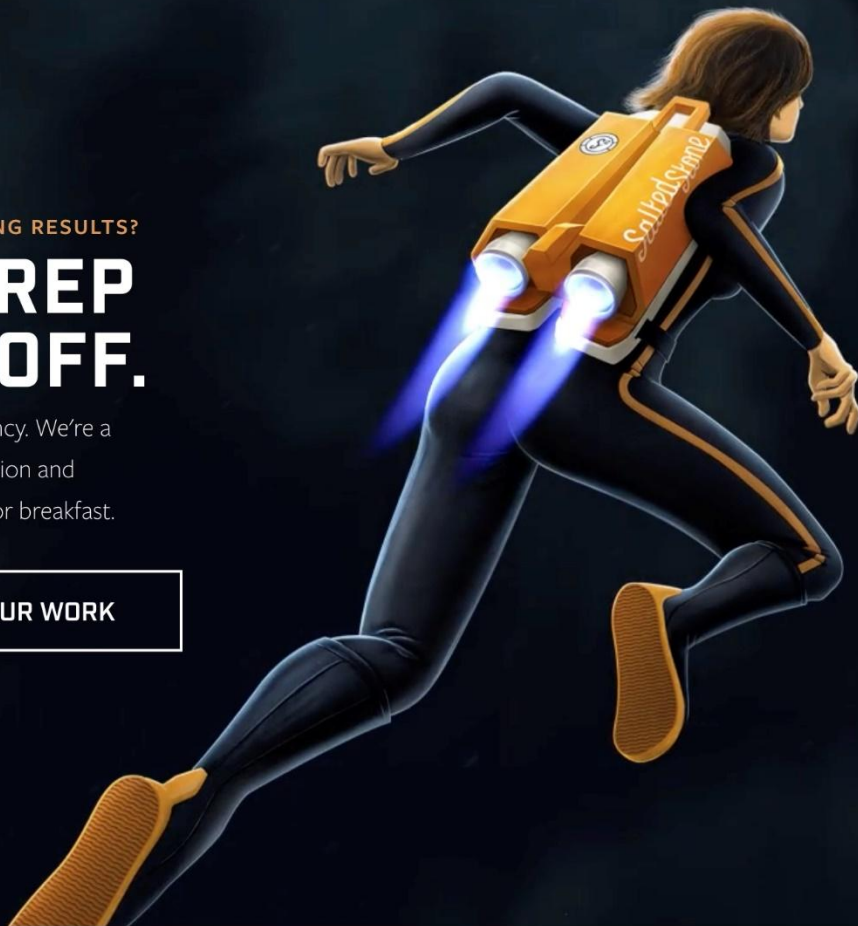
WANT STRATOSPHERIC MARKETING RESULTS?

PLEASE, PREP FOR TAKE OFF.

We're not just a digital marketing agency. We're a super-charged jet engine for acceleration and business growth. We eat rocket fuel for breakfast.

TALK TO US

OUR WORK



WEBSITE DESIGN



INBOUND
MARKETING



CREATIVE

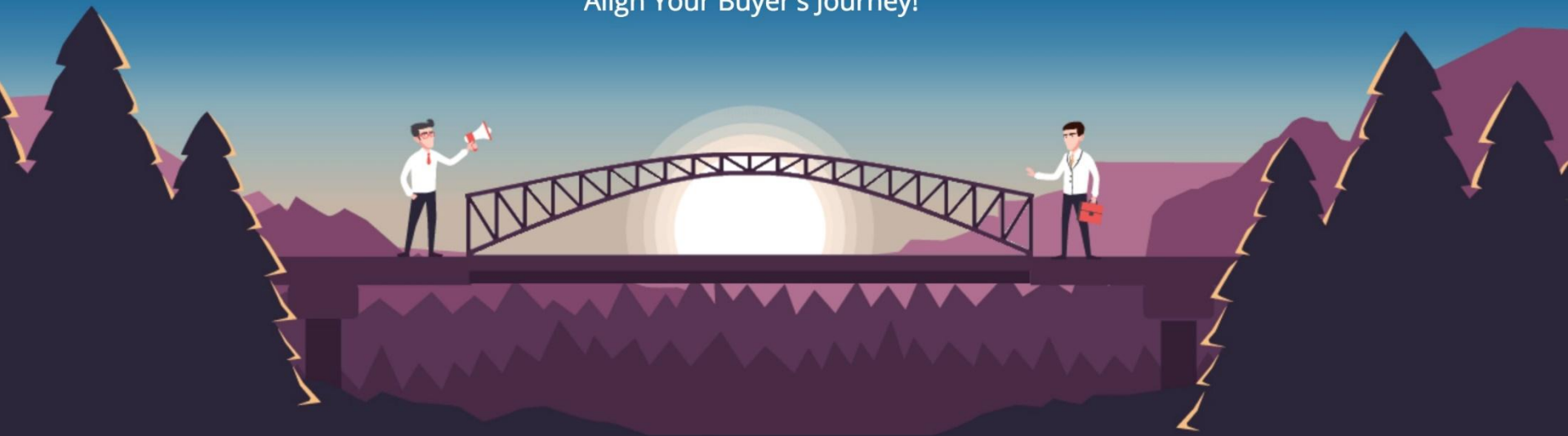


CONTENT



TECHNOLOGY

Align Your Buyer's Journey!



Configure options and estimate the cost of your HubSpot integration

Check if we can connect your system to HubSpot .

[Estimate my Hubspot integration](#)

Optimize campaign success with HubSpot to SAP C4C and ByDesign integration

Bi-directional data and process integration, out-of-the-box .

[Go to product page!](#)

HUBSPOT INTEGRATIONS



with CRMs

Connect HubSpot with SAP, Oracle, or many CRMs, custom systems & apps. Give valuable lead intelligence to your sales teams and feed information back to marketers with a bidirectional data and process integration.

with e-Commerce

Use our plug-and-play connector to synchronize customer and order information from e-commerce tools like PrestaShop to HubSpot. Tailor your re-marketing efforts by leveraging carts & customer purchase history.

with Google Maps

Visualize your HubSpot contacts on a map to get geographical insights on your marketing successes. Then, create lists to drive your campaigns by countries, personas & many other criteria. Join the beta program:

A photograph of three horses in a grassy field. In the center is a light brown horse with a white blaze on its face and a white body. To its left is a darker brown horse, and to its right is a dark brown horse. The background shows a green field, a fence, and distant mountains under a cloudy sky.

1. Ecosystem

2. Development

3. Productization

Bottle your secret sauce?



- Lead generation
- Market differentiation
- Client retention
- New line of business

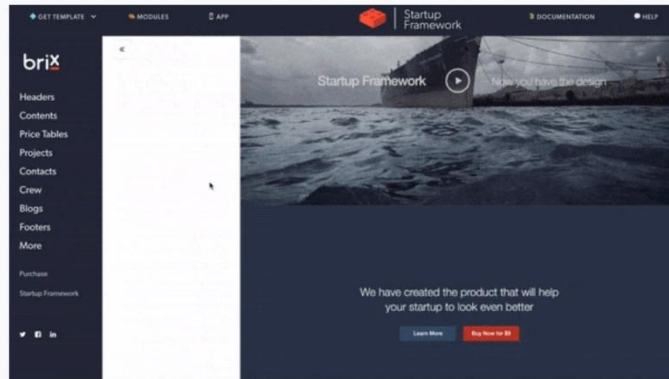


Create HubSpot Pages in Less Time With No Coding

briX allows you to drag and drop modules to build more pages in less time. The integration utilizes the Startup Framework template that is available on the HubSpot marketplace and includes more than 100 components. You don't need a coding background – briX can be used by anyone!

Connect

This integration requires both briX and HubSpot. [Learn more.](#)





HUBSPOT WITH

Superpowers

A Diamond Partner in your quest for new frontiers.

- Highly converting HubSpot websites and landing pages
- Engaging 10x content and emails that wow
- Sales enablement and CRM integration
- 360 analytics to power your operation
- Smarter SEO that tops SERPs

START SOMETHING

Relationship Marketing & eCommerce Growth Agency That Delivers Marketing & Sales Success



LET'S TALK ABOUT YOUR BUSINESS



Ecommerce, Connected

EYEMAGINE'S Magento connector for HubSpot increases online sales from new customers and loyalty from existing customers. The connector passes all customer data and attributes from your Magento store into HubSpot.

[Connect](#)

This integration requires both Magento by EYEMAGINE and HubSpot. [Learn more.](#)





[Why Groove?](#)

[Services](#)

[Technologies](#)

[Work](#)

[About Us](#)

[Resources](#)

[Let's Connect](#)

[BigCommerce Enterprise](#)

[Magento](#)

[HubSpot](#)

[Shopify Plus](#)

[WordPress](#)

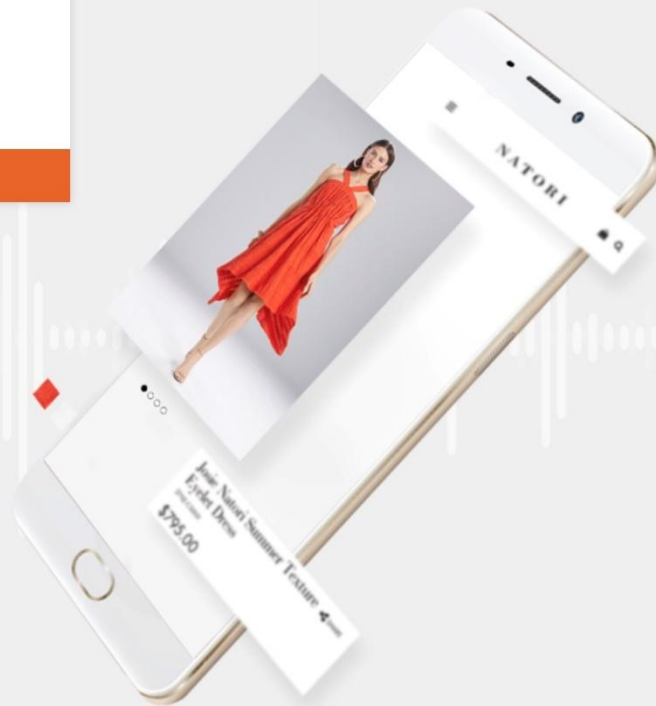
[BigPr.es](#)

[HubShop.ly](#)

ELEVATED PERFORMANCE

We build marketing and technology solutions for ecommerce and lead generation businesses.

[GET A FREE ASSESSMENT](#)



Choose a list.

All contacts

Create a new list

Choose a conversion type and time period.

Last Order Date

172 contacts match the selected criteria.

The #1 Way to Integrate Your eCommerce Platform with HubSpot

Leverage customer and order data from your eCommerce site with HubSpot's powerful suite of inbound marketing and reporting tools to drive more revenue online.

START FREE TRIAL

[14 Day Free Trial]

Choose display options

CORE FEATURES

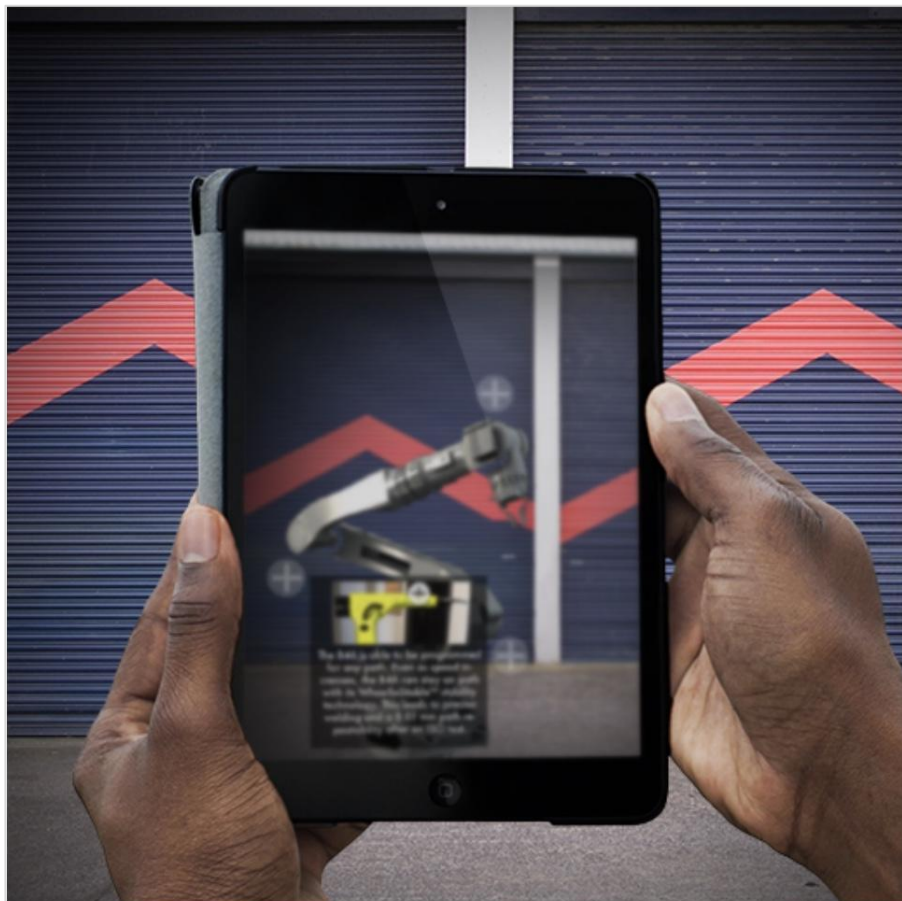


[Strategy](#)[Content](#)[Search](#)[Consulting](#)[Sales Enablement](#)[Development](#)[HubSpot](#)[Yusō AR/VR](#)

Your digital partner for
online marketing.

The Caterpillar logo, featuring the word "CATERPILLAR" in a bold, sans-serif font with a stylized mountain peak integrated into the letter "A".

[Request Demo](#)

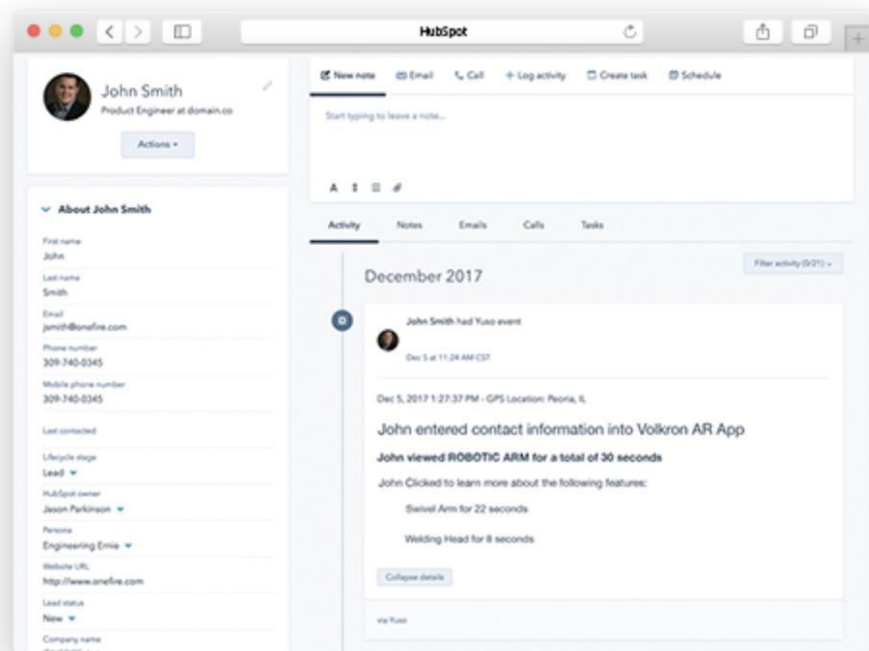


INCREASE ROI: DIGITALLY SHOWCASE YOUR PRODUCTS

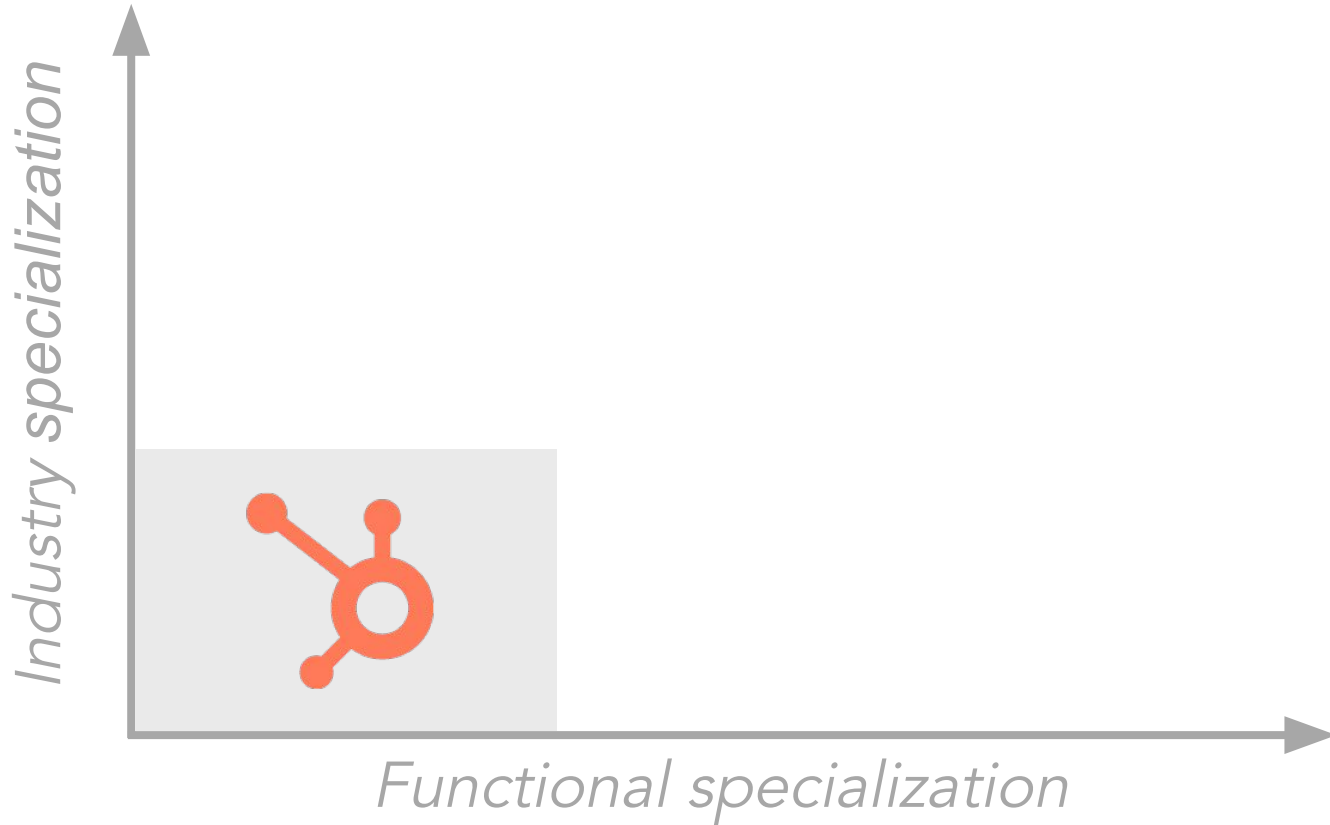
Have your entire product line available at your next trade show or event by using AR & VR technology. Build augmented Reality and Virtual Reality experiences quickly and affordably while actively measuring the results of your experience.

CAPTURE LEADS & TRACK BEHAVIOR WITHIN HUBSPOT

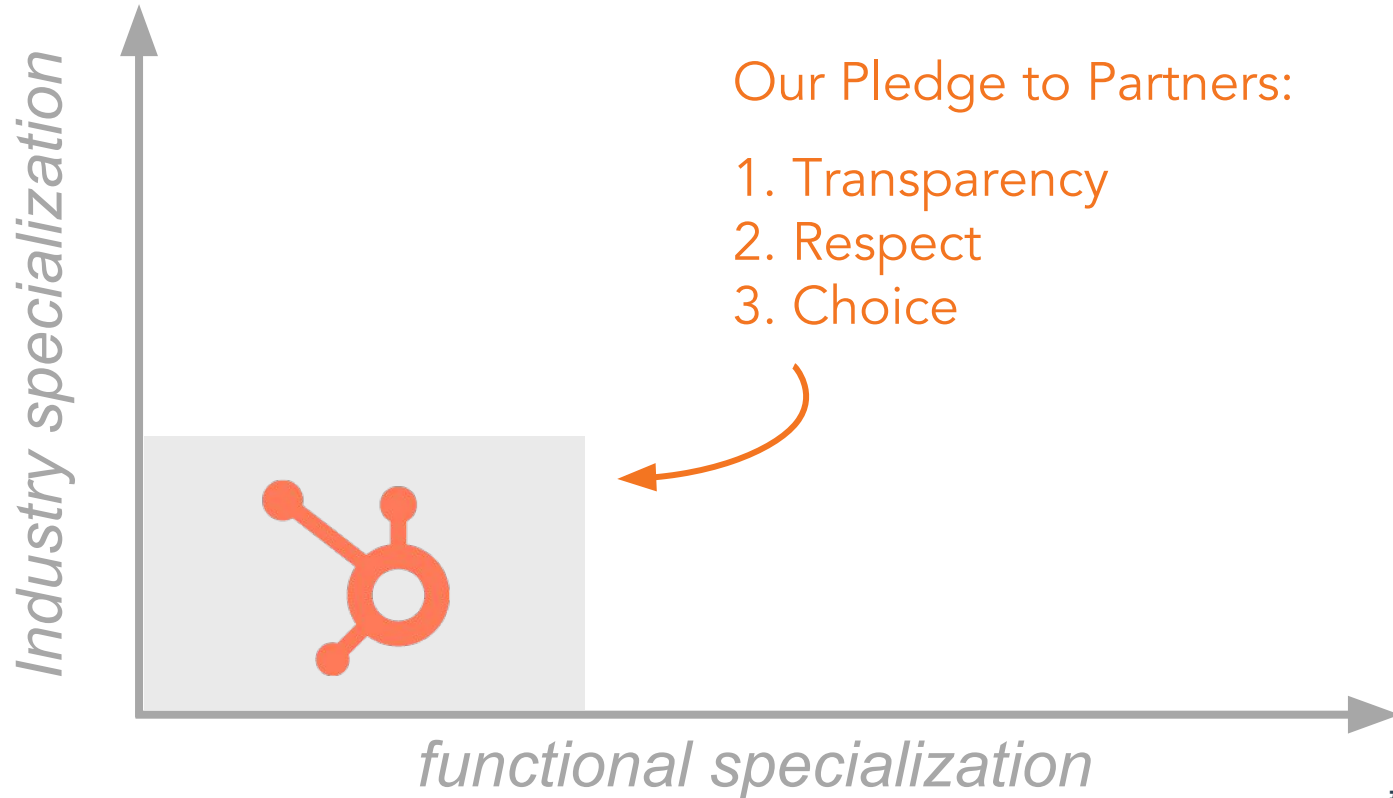
Don't let leads slip away. Yuso instantly captures information about your lead and sends it to the HubSpot Timeline, so marketing and sales can take action. Track potential customer interest, taking the right actions at the right time to turn leads into customers.



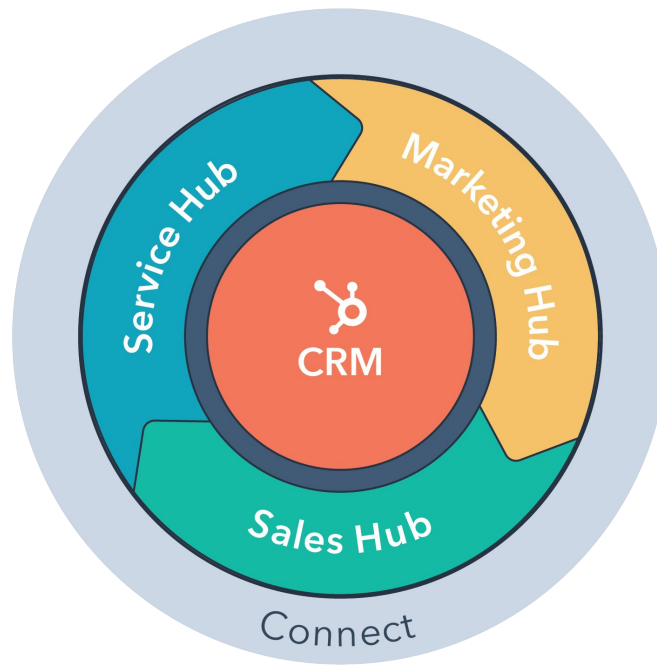
HubSpot builds horizontal apps for generalist users to drive broad platform adoption.

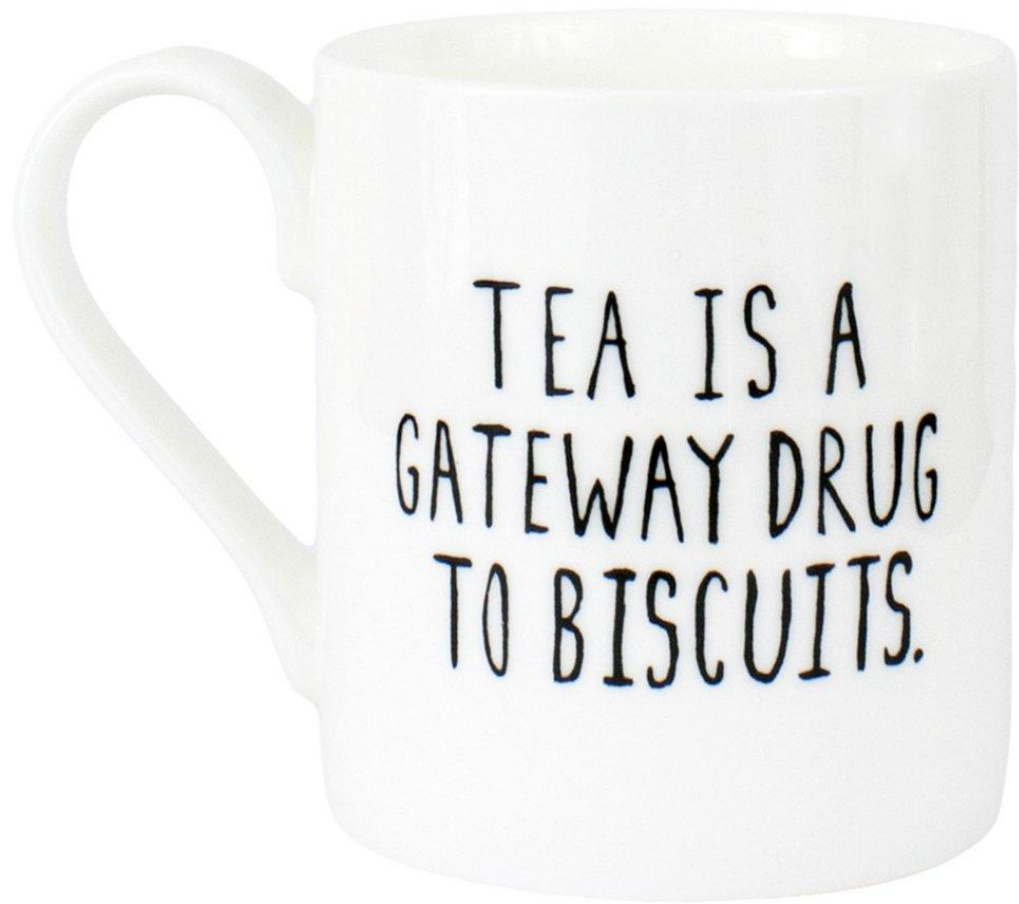


HubSpot builds horizontal apps for generalist users to drive broad platform adoption.



2019 HubSpot Platform





"Giddyup!"

- JD Sherman



The background is a solid orange color. It features several abstract geometric shapes: a small solid circle on the left, a large solid circle at the bottom left, and a series of concentric circles in the top right corner, some of which are partially cut off by the edge of the frame.

THANK YOU

#PARTNERDAY18