



# Sales

HubSpot App Marketplace:  
GTM Strategy Best Practices



Congrats! You've Listed {Or Updated}  
Your App on HubSpot's App Marketplace.

**Now What?**



# What Do You Get When Your Sales Team Goes To Market Around Your App Partnership With HubSpot?

A HubSpot app partnership provides clear advantages that streamline your sales cycle, leading to faster conversions and a stronger offer:

## **Easier Selling**

Integration with HubSpot reduces sales friction, as prospects already use and trust the platform. This removes a major barrier to adoption and shortens deal cycles.

## **Impactful Demos**

Your sales team can showcase the integration live, demonstrating the combined power of your app and HubSpot directly within their familiar interface. This makes the value tangible and immediate.

## **Leveraging HubSpot's Trust**

Sales conversations benefit from the inherent trust customers have in HubSpot. Prospects are often more receptive to solutions that seamlessly fit into an ecosystem they rely on.

## **High-Quality Leads**

Leads originating from the HubSpot ecosystem are often pre-qualified and actively seeking solutions to enhance their HubSpot experience, leading to higher win rates.



Share the news with the world about your new HubSpot integration through **Sales**.

1

**Enable your account executives to do better, targeted outreach to their prospects that are HubSpot users and proactively suggest the integration in your sales cycles.**

- Enable your AEs to introduce/include the HubSpot integration in their sales demos to open opportunities.

2

**Update internal content including account executive/customer success manager templates, employee onboarding collateral, tasks, etc.**

3

**Coordinate with the sales team to identify potential prospects who are also users of HubSpot. Utilize this information to prioritize leads.**

4

**Empower salespeople with tailored outreach campaigns that highlight the benefits of the integration.**

5

**Routinely monitor progress and your sales funnel to optimize sales efforts.** We're eager to have you get similar results to [CallRail](#), [QuotaPath](#), and [Aircall](#)—among many others.

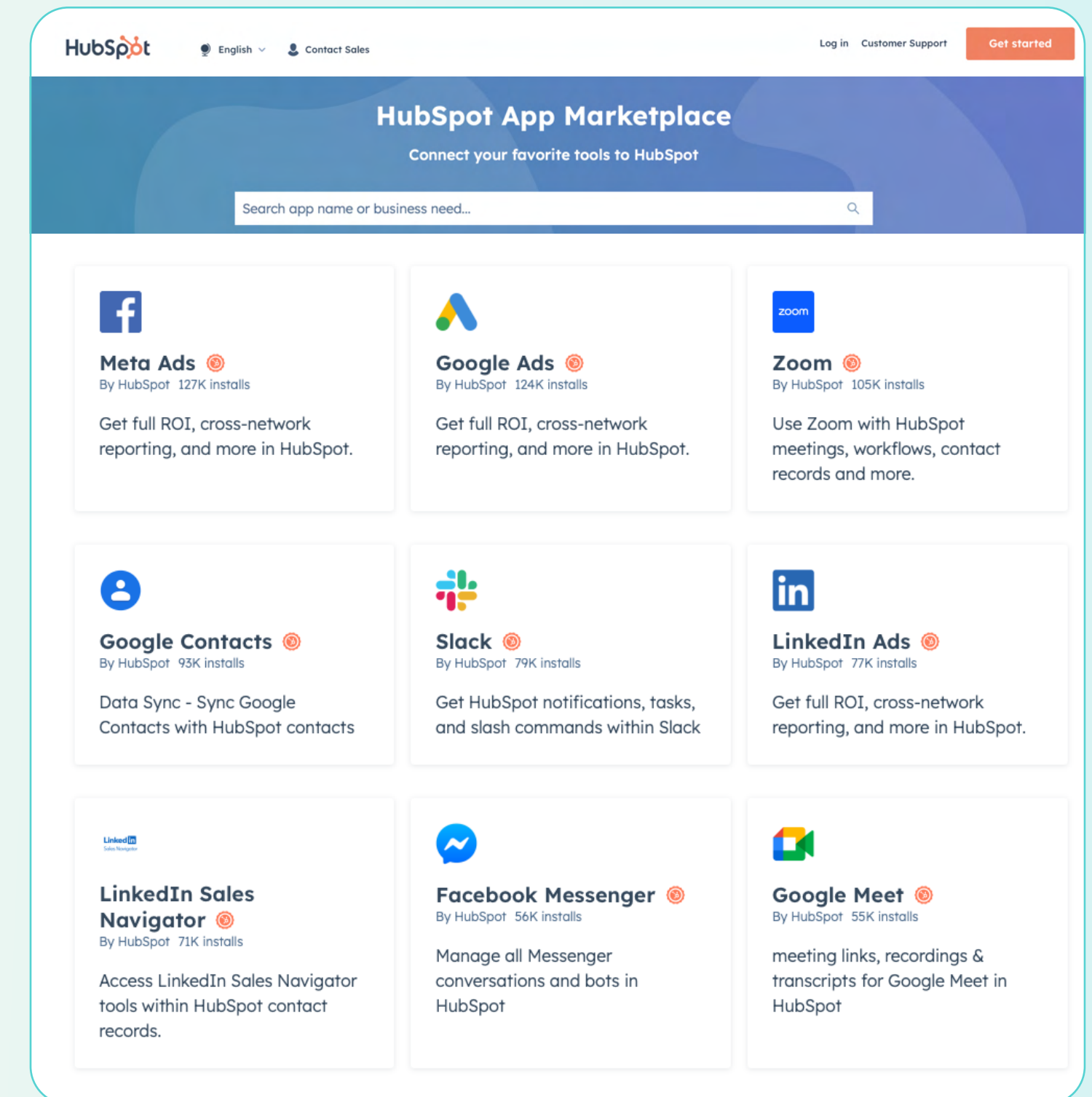


Here are our **sales  
best practices**  
for app partners.

# Educating your customer facing teams

Tell your Sales & Customer Success Organization about the integration and how to bring it up with their accounts by:

- Sharing the live listing in the App Marketplace with all customer facing teams.
- Creating quick bite size internal training materials to distribute.
- Building a case study showcasing the impact of the integration, like the one Crossbeam created.



# Identify Who In Your Database Uses HubSpot to Win New Customers From The Integration

Leverage technographic tools like **ClearBit**, **Apollo**, **ZoomInfo**, **Breeze AI**, etc. to identify which of your leads/prospects use HubSpot.

Send them targeted emails to educate them on the value of the integration, making your tools more desirable as the fit within their existing workflow.

The image shows the Clearbit by HubSpot interface. At the top left is the Clearbit logo with the text "by HubSpot". The main content area displays a card for "Paypay" with a red logo and a blue button that says "Translated in real-time". Below this, a table lists company details:

|                 |                  |           |                                   |
|-----------------|------------------|-----------|-----------------------------------|
| Domain          | paypay.ne.jp     | Employees | 1,250                             |
| Type            | Subsidiary       | Industry  | Payments                          |
| Parent          | z-holdings.co.jp | NAICS     | 522320, 522210                    |
| Ultimate Parent | softbank.jp      | Tech      | Bluekai, Salesforce Pubmatic, +11 |

To the right of the table, there is a section titled "Data for leads, contacts, and accounts" with the heading "Enrich every single record". Below this, it states: "Global coverage across every country, in any language." and "Starting with the most precise data sources, we then incorporate all other available sources to offer you the optimal combination of accuracy and coverage." At the bottom right, there is a Slack logo and a circular progress indicator showing "96".



# Nurture Your Leads

**Highlight your app** with HubSpot to leads and prospects who use HubSpot. Educate them on the benefits it offers to HubSpot users, and the value your solution can provide to them through your great integration.

## New in Arrows: Even more power via HubSpot

That's why you can now automatically mark tasks in your collaborative Arrows plans when you update the respective record in HubSpot for that customer!

This means your customer always has a sense of what tasks are done and what's left for them to complete.

...and YOU don't have to worry about updating the same information in multiple places.

 Autocomplete

Automatically complete this task based on the deal/ticket property

When the deal...

 Invoice status

 equals **Paid**

Delete filter

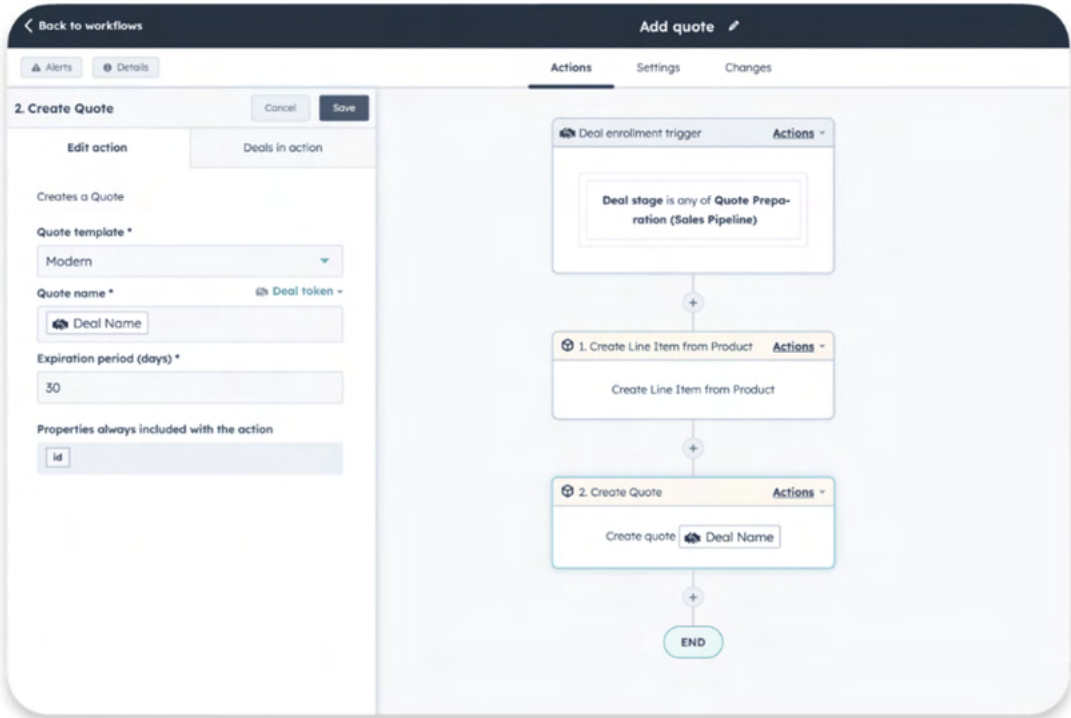
Edit conditions

Try HubSpot Autocomplete in Arrows 



## Supercharge Your HubSpot Quotes and Invoices with Our New Workflow Actions

Meet the game-changing features of our [1ClickTools HubSpot app](#) designed to automate and enhance your quoting and invoicing processes in **HubSpot CRM**

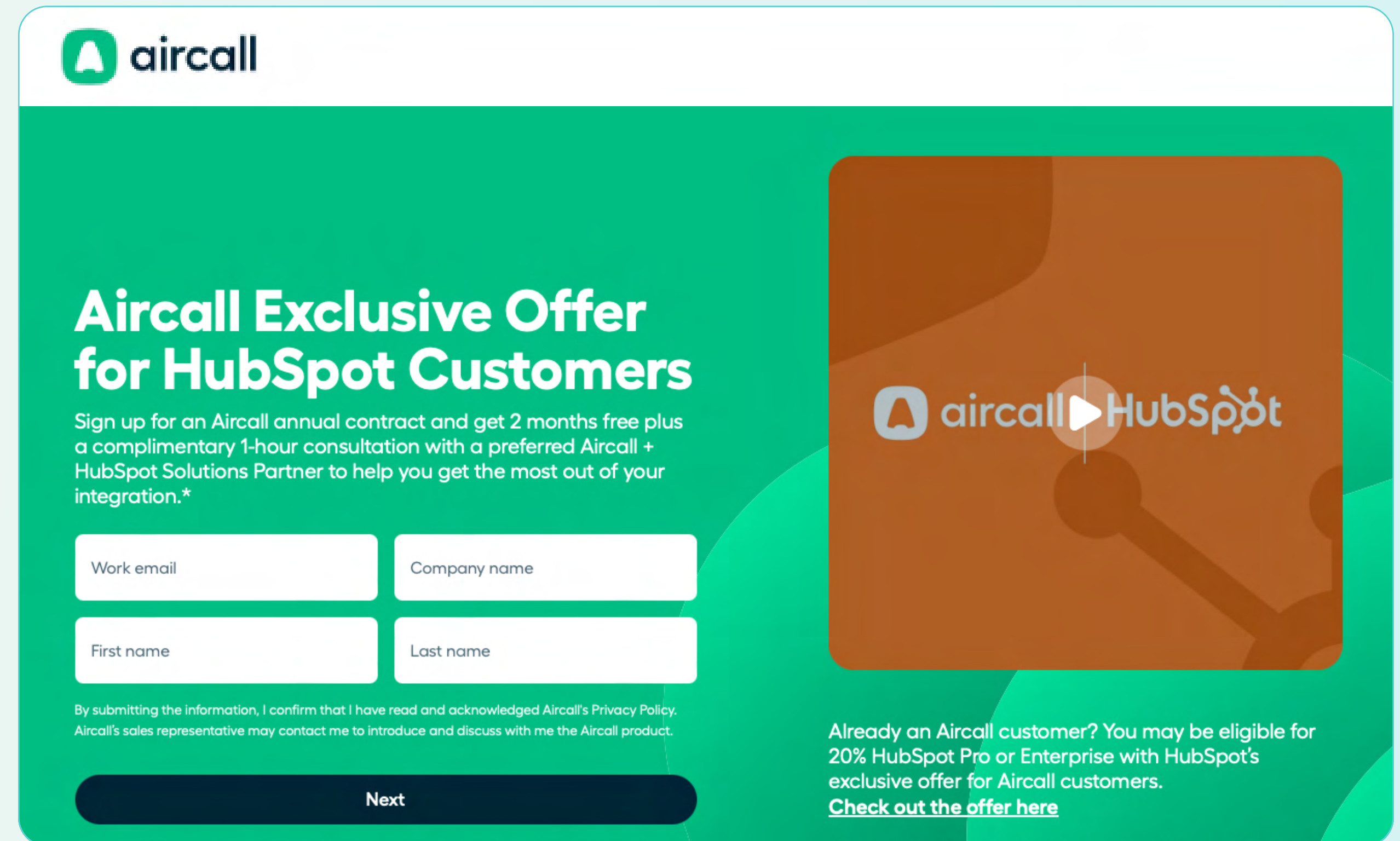


### New and updated Workflow Actions:

- 1. **Create Line Item from Product**
  - Automatically add a product from your Product Library as a Line

## A Discount Sign Up Page

Distribute and drive new users to your tools and your HubSpot integration **by offering a discount sign up page to collect leads.**



The image shows a sign-up page for Aircall, titled "Aircall Exclusive Offer for HubSpot Customers". The page has a green background with a white header containing the Aircall logo. The main content area is green and features a large orange video player on the right side. The video player has a play button and the Aircall and HubSpot logos. On the left side of the page, there is a sign-up form with four input fields: "Work email", "Company name", "First name", and "Last name". Below the form, there is a line of text stating: "By submitting the information, I confirm that I have read and acknowledged Aircall's Privacy Policy. Aircall's sales representative may contact me to introduce and discuss with me the Aircall product." At the bottom of the form, there is a dark blue button labeled "Next". On the right side of the page, below the video player, there is a text block that reads: "Already an Aircall customer? You may be eligible for 20% HubSpot Pro or Enterprise with HubSpot's exclusive offer for Aircall customers. [Check out the offer here](#)".

**Aircall**

### Aircall Exclusive Offer for HubSpot Customers

Sign up for an Aircall annual contract and get 2 months free plus a complimentary 1-hour consultation with a preferred Aircall + HubSpot Solutions Partner to help you get the most out of your integration.\*

Work email Company name

First name Last name

By submitting the information, I confirm that I have read and acknowledged Aircall's Privacy Policy. Aircall's sales representative may contact me to introduce and discuss with me the Aircall product.

[Next](#)

Already an Aircall customer? You may be eligible for 20% HubSpot Pro or Enterprise with HubSpot's exclusive offer for Aircall customers. [Check out the offer here](#)

App Partner Examples: [Aircall](#)

# Find Out Who's Installed Your App To Send Them A Post- Install Email Series

Inspect your OAuth Tokens to see everyone who's installed your app.

This will help you find the right contacts to send your Post-Install Email Series to, ensuring quick time to value and preventing churn.

## Inspecting HubSpot OAuth Tokens

When an app is installed in a Hubspot customer's account the integrator can inspect the OAuth access and refresh tokens generated during the OAuth install flow for additional HubSpot account and user details using the [following Managing tokens endpoints](#):

GET [/oauth/v1/access-tokens/{token}](#)

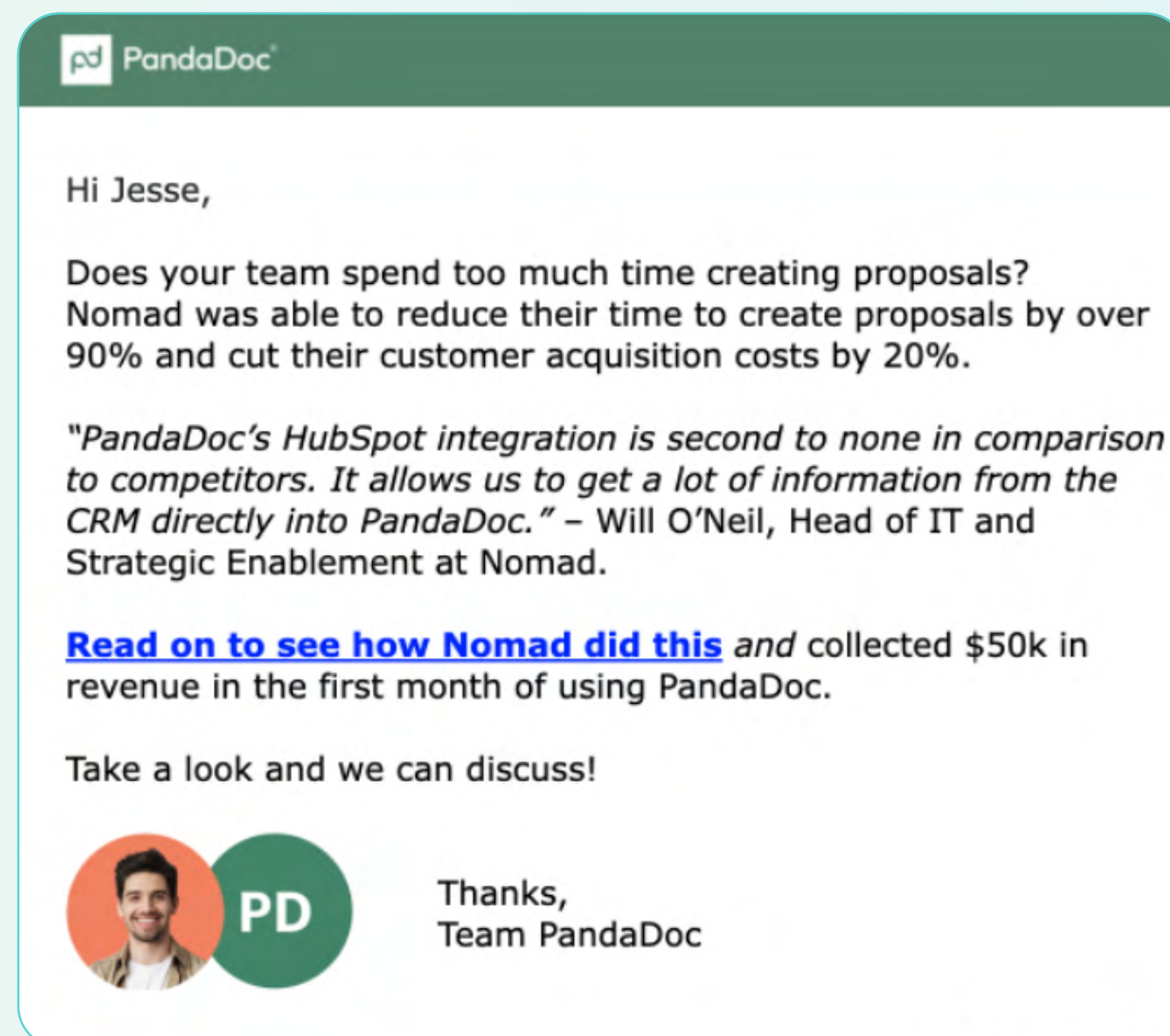
GET [/oauth/v1/refresh-tokens/{token}](#)

The endpoints return the following information about the tokens:

- **user\_id** - HubSpot user who installed the app
- **hub\_id** - HubSpot account Id the app is installed in
- **user** - Email address of the user who installed the app
- **scopes** - Approved scopes/permissions associated with the account/token
- **hub\_domain** - Domain associated with the connected HubSpot account
- **client\_id** - From the app that generated the OAuth token for the account
- **token\_type** - Identifying if the token is a refresh or an access token
- **expires\_in** - Tokens lifetime in seconds

# Follow Up With The Leads/ Prospects Who Have Installed Your App

After you've used OAuth to find who's installed your app, help your leads/prospects get quick time-to-value through best practices and timely outreach



Hey - Wanted to let you know about a live session we're running with HubSpotters Brandon kirsch (Sales) and Sarah Caruthers (CS) tomorrow, Wednesday 26th at 1pm EST.

We'll be talking about one of our favorite topics – how to design effective sales handoffs in HubSpot.

Guessing this might be interesting to you and your customers - especially those considering Service Hub as we'll be sharing a special guided trial offer during the session.

[More info and link to register here](#)

Hope to see you Tuesday!  
- Stuart

p.s. Arrows CEO [Daniel Zarick](#) will be in the Boston office on Wednesday and Thursday this week so keep an eye out for him if you're in town.



# Create a feature comparison guide

Review [our prep pack here](#) to understand how your tool ties into HubSpots offerings.

From there, you can create a [feature comparison guide](#), allowing your team to understand how your app stacks up against HubSpots native offerings.

## HubSpot [feature] vs [partner]

### HubSpot Feature ICP

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

### HubSpot + [partner] ICP

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

| Feature | HubSpot | Partner |
|---------|---------|---------|
| Feature | ✓       | ✓       |
| Feature | ✓       | ✓       |
| Feature | ✗       | ✗       |
| Feature | ✗       | ✓       |
| Feature | ✓       | ✓       |
| Feature | ✓       | ✓       |
| Feature | ✓       | ✓       |
| Feature | ✓       | ✓       |
| Feature | ✓       | ✓       |
| Feature | ✓       | ✓       |

### HubSpot-[partner] Marketplace App

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

Learn more →



# Fill out our **App and Integration** Guide Template

Fill out our [App and Integration Guide Template](#) to help HubSpot customer facing teams understand when your app is a good fit for a customer or prospect.

Easily equip our teams with industries your focus on, regions you serve, and keyword that resonate with your solution.

## Welcome to the HubSpot App and Integration Guide Template!

### Why App and Integration Guides?

The resource you build will live on HubSpot's internal enablement database, for access by customer-facing HubSpot teams to help them with integration evaluation and recommending best-fit solutions for their prospects and customers.

#### Demo Video Requirements:

- 2-3 minutes in length
- Shows what the data from your app looks like *when synced in HubSpot CRM*
- Values of syncing your data with HubSpot (are there Workflows, Reports, and/or Lists enabled when synced with your app? Show them)
- Looking for inspiration? Check out some great demo videos by fellow App Partners here: [How to Make a Great App Demo Video](#).

*\*The provided video will be used by HubSpot's Reps working with prospects + customers that are evaluating HubSpot + an integration to your tool. It will NOT be used in HubSpot Marketing promotional materials. That said, you are welcome to create a video that can used for HubSpot reps internally and for customers as well!*

### Who's the Audience?

HubSpot Customer-Facing Teams:

- Sales Reps and Sales Engineers
- Onboarding Specialists
- Customer Success Managers
- Professional Services Teams

### Next Steps:

1. Make a COPY of the Slides, and select "Copy Comments" in the resulting window to get started:
2. Fill in all fields, except for the Average Attached MRR, Shared Customer, C\$R, and Install sections (HubSpot will input those fields).
3. Please do not change the font style or size.
4. **WHEN COMPLETE:** Share the Slides document *WITH EDITOR ACCESS* with [partnerships-enablement@hubspot.com](mailto:partnerships-enablement@hubspot.com) and we will get it added to our internal enablement database.





# Provide your **Sales/CS point-of-contact** information

By filling out this form, you'll enable HubSpot Sales and Customer Success teams to:

- reach out to request product or technical support for a prospect/customer
- send referrals when your app meets a prospect's or customer's need
- collaborate on upsell or cross-sell opportunities.

Please note that this form works at the app level - if you would like to provide a point of contact for each app you have in our marketplace, you would need to submit the form once per app.



### Who is your Enablement Point of Contact?

Please provide the best name and email address for whom the HubSpot Sales and Customer Success teams can reach out to for co-selling and co-servicing activities.

First name \*

Last name \*

Email \*

For which integration? \*

Please make sure to write the [exact same name](#) of your app that is on [your marketplace listing page](#).

HubSpot is committed to protecting and respecting your privacy, and we'll only use your personal information to administer your account and to provide the products and services you requested from us. From time to time, we would like to contact you about our products and services, as well as other content that may be of interest to you. If you consent to us contacting you for this purpose, please tick below to say how you would like us to contact you:

☐ I agree to receive communication regarding enablement and go-to-market activities activities with HubSpot \*

You can unsubscribe from these communications at any time. For more information on how to unsubscribe, our privacy practices, and how we are committed to protecting and respecting your privacy, please review our [Privacy Policy](#).

By clicking submit below, you consent to allow HubSpot to store and process the personal information submitted above to provide you the content requested.

Submit

# Running/Sponsoring an Event

Showcase your integration with HubSpot by leveraging in person and virtual events.

- Run a thought leadership webinar or demo to showcase your integration with HubSpot.
- Sponsor HubSpot's annual event, INBOUND.
- Include HubSpot in your event calendar.





Thank You