

INBOUND

# PLATFORM FEATURE: HOW TO GROW YOUR BUSINESS THROUGH NEW INTEGRATIONS & A MORE FLEXIBLE DATABASE

NANCY RILEY

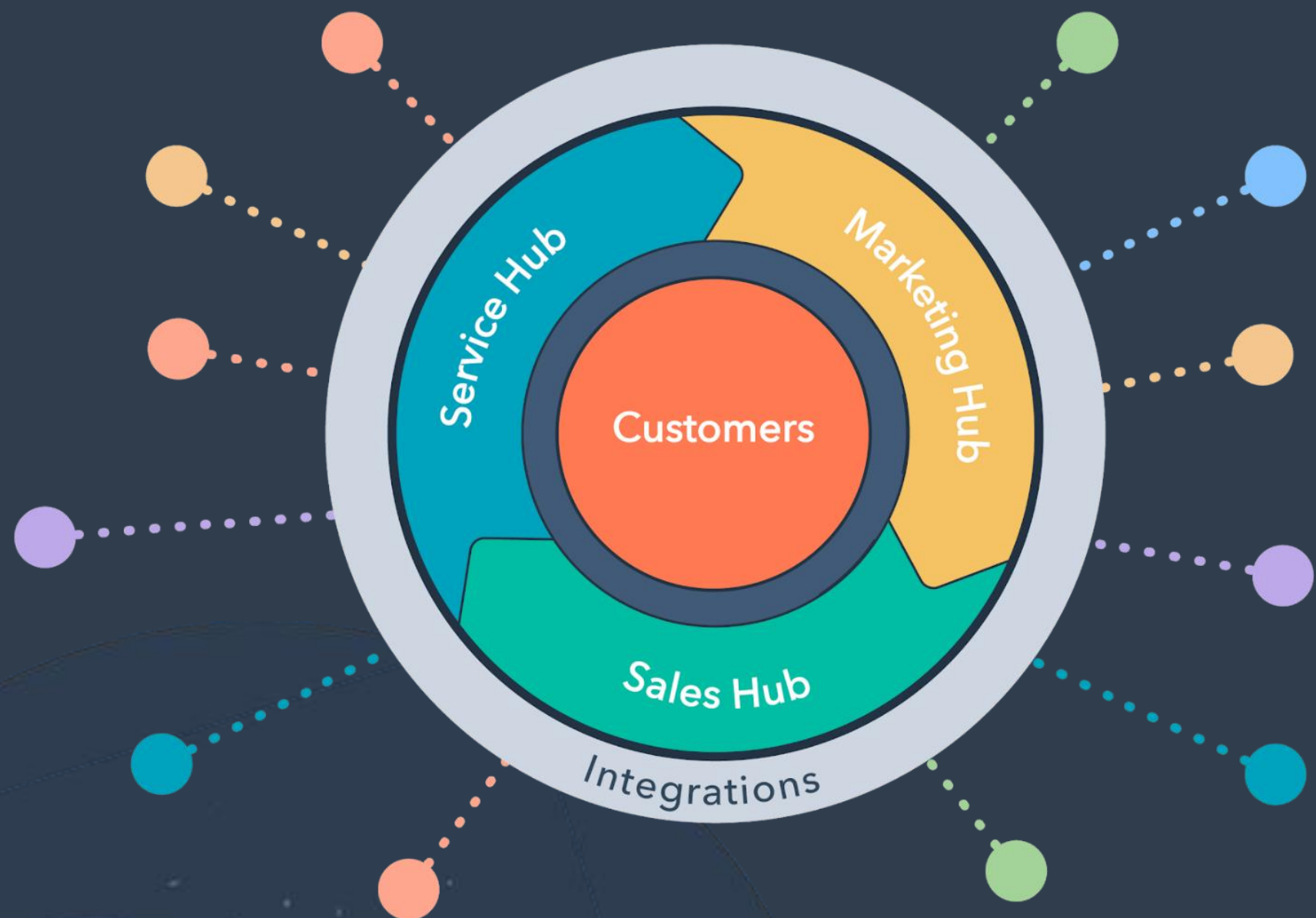
#INBOUND19



# Nancy Riley

GM, Ecosystem Product Group









**Kitch**INBOUND

[ABOUT US](#)

[BUY OUR STUFF](#)

[GET HELP](#)

[LEARN MORE](#)

**EVERYTHING YOU NEED TO  
BE A CHEF.**

[LEARN MORE](#)

HubSpot







# Mixer Buying Guide

Get your free mixer buying guide today!

We'll help you choose the perfect guide for your marKitchen!

First name

Nancy

Last name

Riley

Email\*

cookiemonster@hubspot.com

What type of mixer are you looking for?

- ☒ Stand
- ☐ Hand
- ☐ Manual (e.g. Spoon)

SUBMIT



CHECKLIST FORM: What's your email  
address?

ChefBot 2:30 PM

I gave you that too. Don't you remember  
me?!

2:30 PM

I'm sorry, I didn't get that. Try again?

ChefBot 2:30 PM

cookiemonster@hubspot.com

3:07 PM

Thanks! Are you interested in an oven?  
Ours are SUPER HOT RIGHT NOW.

ChefBot 3:07 PM

Write a message









# Thanks for registering.

We'll see you at the event! In the meantime, can we interest you in  
our ultimate guide to mixers?

Best,

The KitchINBOUND team

















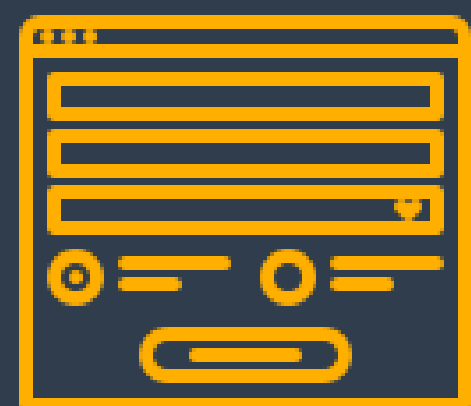










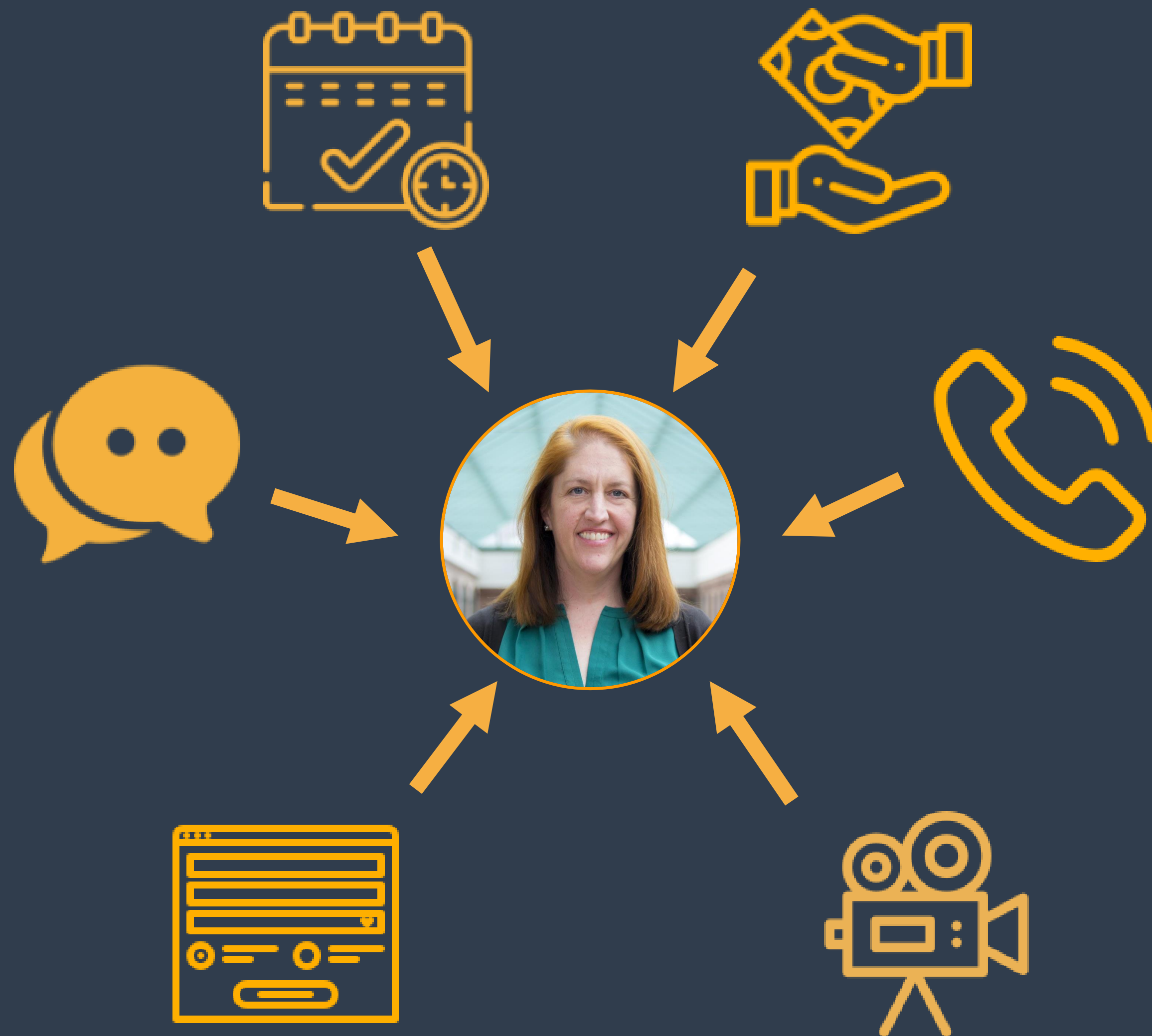


I expect a more  
**connected experience.**  
You do too, and  
so do your customers.

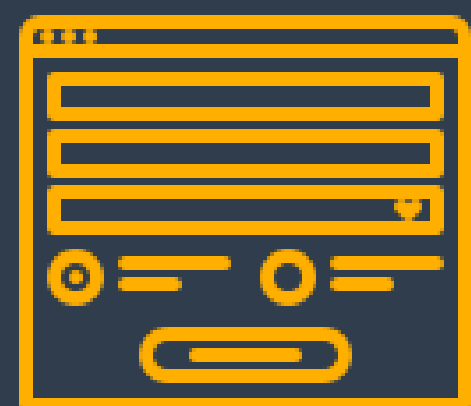


$\frac{3}{4}$  of today's customers expect  
connected experiences.

But only  $\frac{1}{4}$  feel they  
actually receive them.









We're all guilty.  
HubSpot included.



<input type="checkbox"/>	☆	»	HubSpot 2	Inbox	Back to The Future: M
<input type="checkbox"/>	☆	»	HubSpot 4	Inbox	Ready to decode your c
<input type="checkbox"/>	☆	»	HubSpot 4	Inbox	Introducing: Blog Ideas
<input type="checkbox"/>	☆	»	HubSpot 4	Inbox	Every brand needs a b
<input type="checkbox"/>	☆	»	HubSpot 4	Inbox	Ohhhh, I wanna chat w
<input type="checkbox"/>	☆	»	HubSpot 4	Inbox	An Email About Email
<input type="checkbox"/>	☆	»	HubSpot 4	Inbox	Are you forgetting the
<input type="checkbox"/>	☆	»	HubSpot 4	Inbox	We challenge you... - r
<input type="checkbox"/>	☆	»	HubSpot 4	Inbox	Save the relationship b

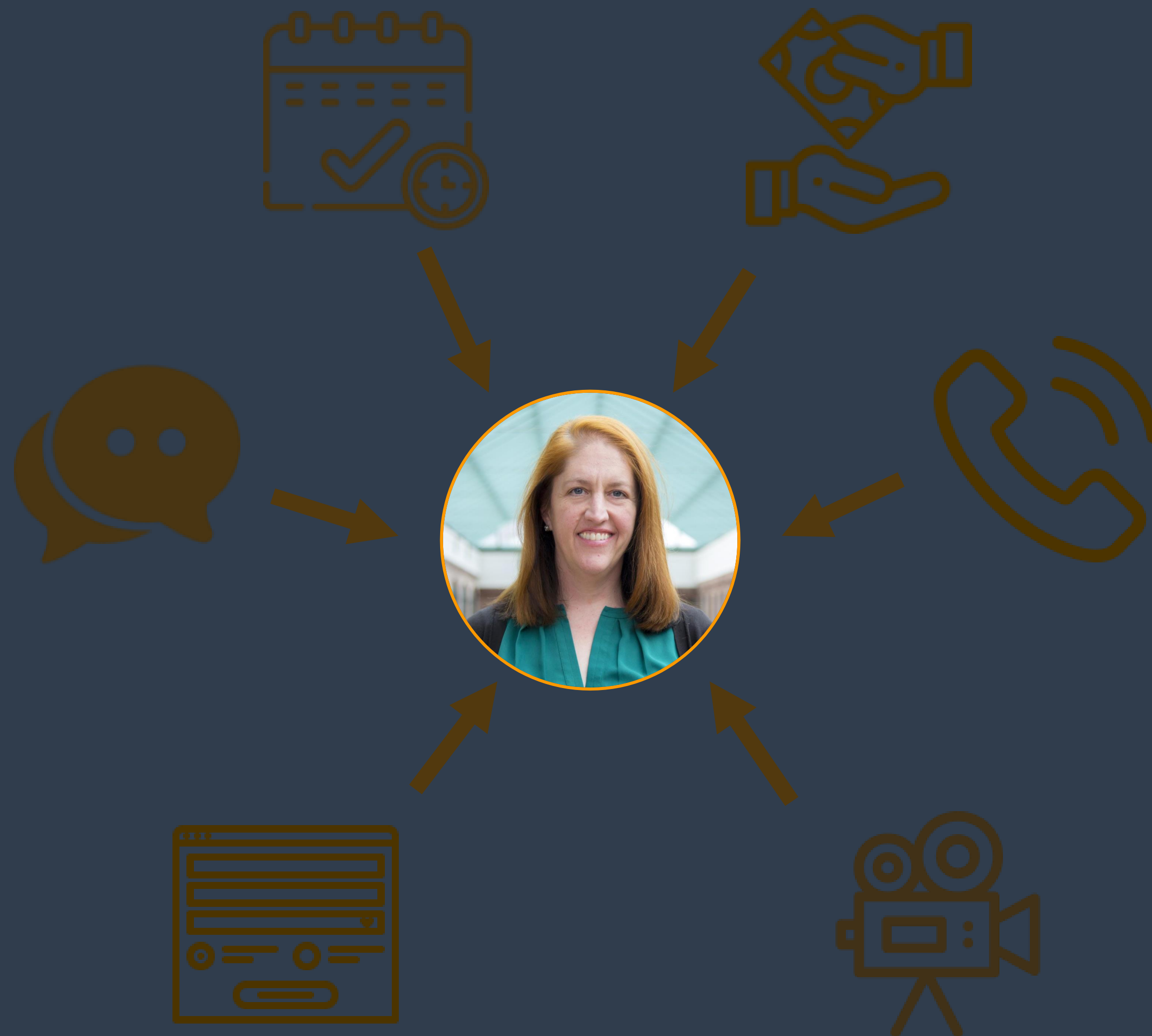


If we don't give our customers a connected experience,  
our next competitor will.

Exceptional customer experiences are built by teams of people and connected software applications working together with a common understanding.

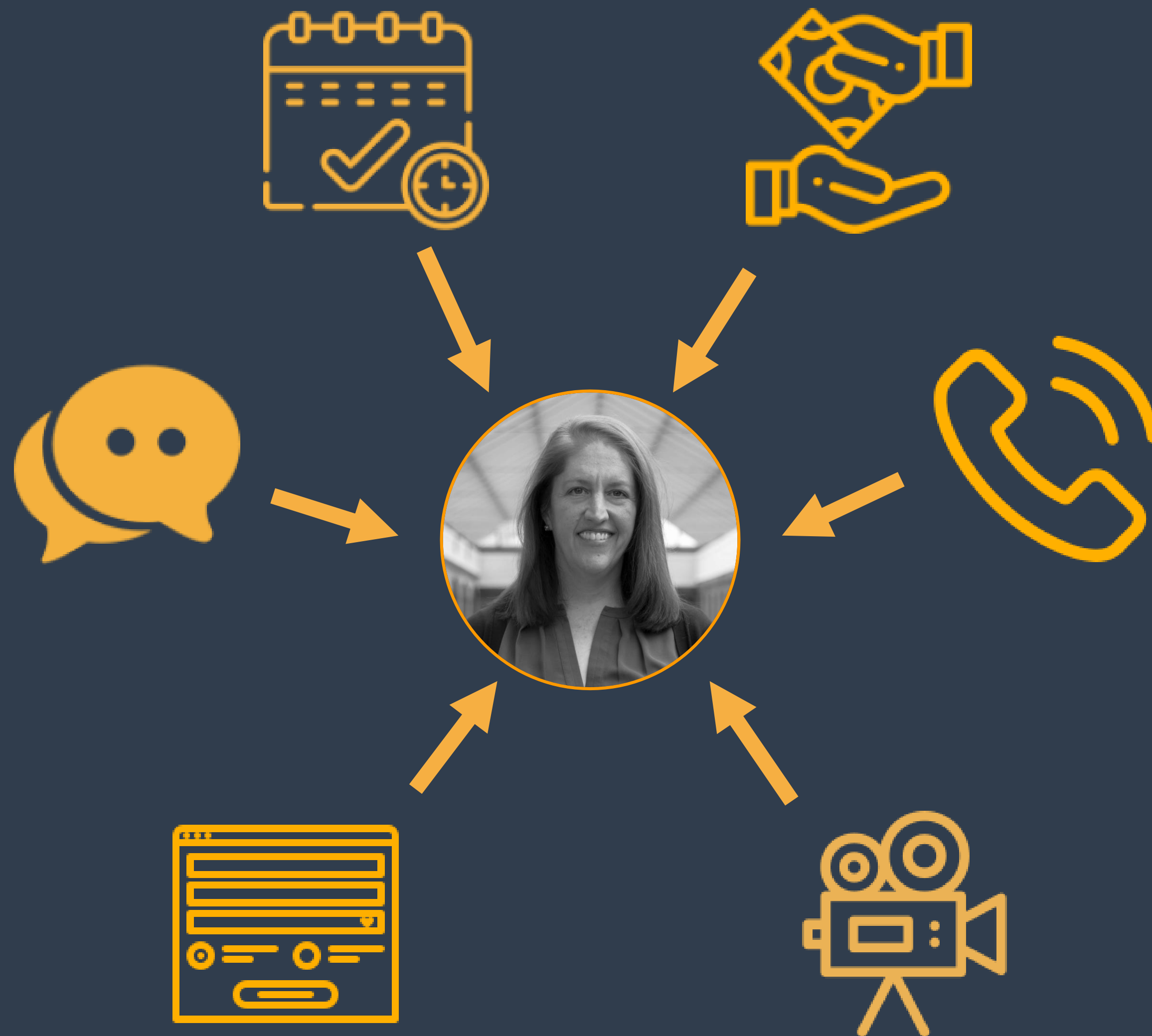




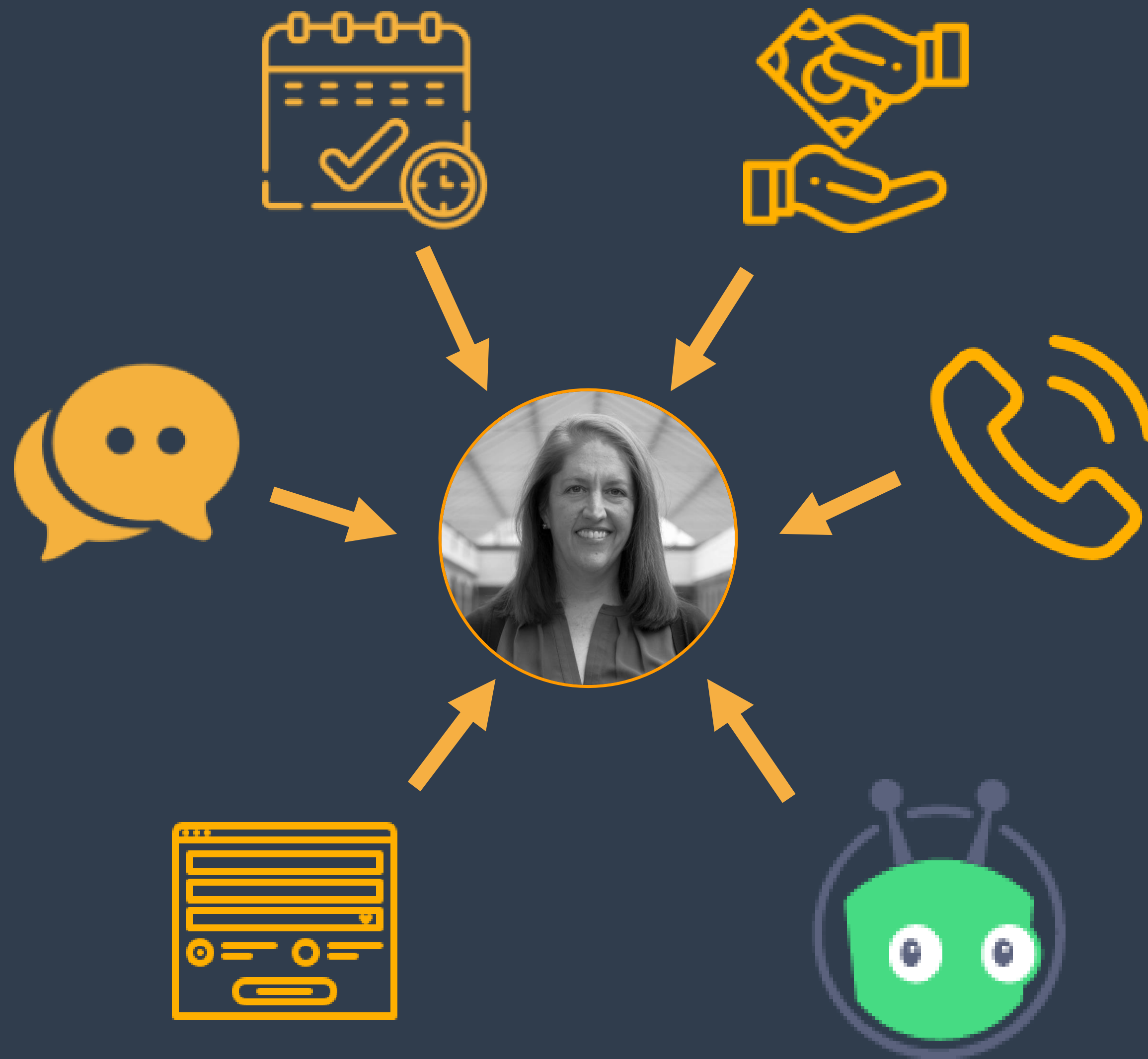


















# We have the best mixers.

Watch this video to learn more.

Remember:

- Bullets are great
- For spelling out **benefits** and
- Turning visitors into leads.

Activity

Notes

Emails

Calls

Tasks

Filter by: Filter activity (3/27) All users All teams

October 2019

Vidyard for HubSpot Stand Mixer Video

Oct 19th 2019 at 9:27 AM EST

Watched 80.93% of

> Details

Vidyard for HubSpot

Watched 70% of How to Clk

> Details

Vidyard for HubSpot

Watched 55.27% of Office E

> Details

+ 50 Set Cancel Actions

Vidyard for HubSpot: Watched Vidyard Video

Player Name is equal to any of Stand Mixer Video

and

Percentage Watched is greater than 75

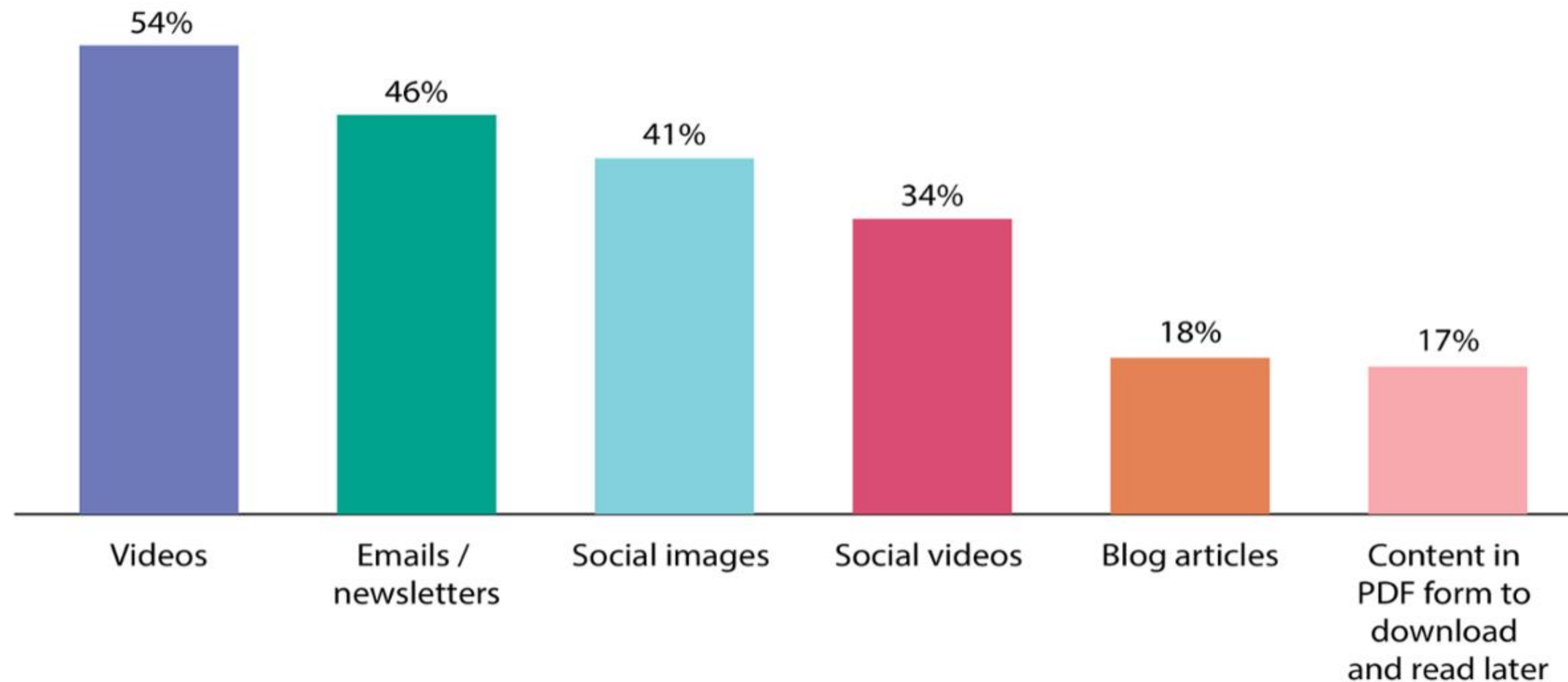
AND

AND



# Pro Tips: Learn to Love Video

*What kind of content do you want to see from a brand or business you support?*



Base: 3,010 consumers in the US, Germany, Colombia, and Mexico  
Source: HubSpot Content Trends Survey, Q3 2017



[blog.hubspot.com/marketing/video-marketing](https://blog.hubspot.com/marketing/video-marketing)

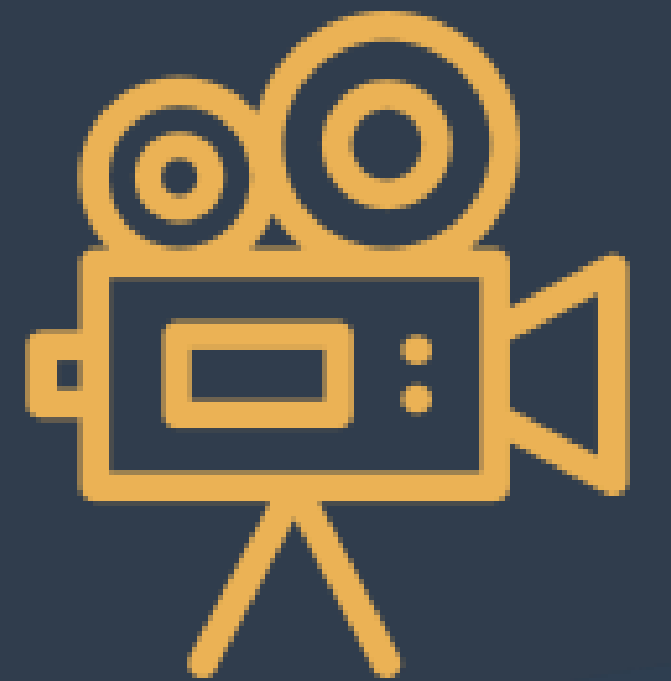
HubSpot

# Pro Tips: Learn to Love Video

1 minute of video = 1.8 million words

90% of shoppers feel videos help buying decisions

Authentic > over-produced



[business.com/articles/a-one-minute-video-is-worth-1-8m-words-content-marketings-newest-weapon/](https://business.com/articles/a-one-minute-video-is-worth-1-8m-words-content-marketings-newest-weapon/)

[blog.hubspot.com/marketing/video-marketing](https://blog.hubspot.com/marketing/video-marketing)

HubSpot





cincopa

viewbix®

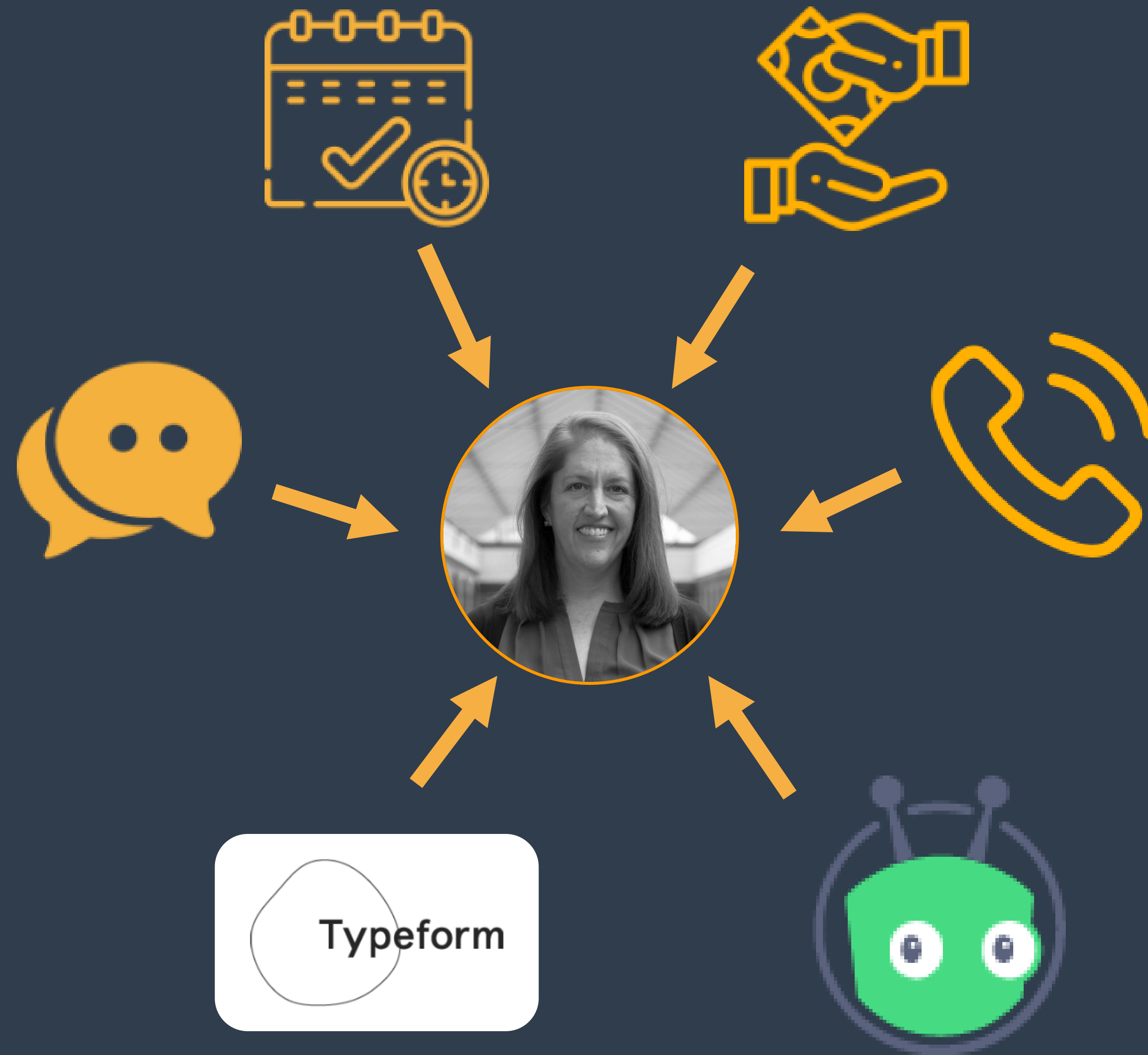


WISTIA



vidmob

HubSpot





## Add smart rule



By adding a smart rule to your content you can create multiple versions of it for different audiences based on either their list membership or their lifecycle stage. [Learn more.](#)

Show different content based on:

- ☐ Country
- ☐ Device type
- ☐ Referral source
- ☐ Preferred language
- ☒ Contact list membership

Viewed Mixer Video



Search



- ☒ Viewed Mixer Video
- ☐ Conference Contacts
- ☐ GTW Attendees
- ☐ Eventbrite - Bubblegum Attendance



Contacts ▾

Conversations ▾

Marketing ▾

Sales ▾

Service ▾

Automation ▾

Reports ▾



< Contacts



Actions ▾



Nancy Riley



Note



Email



Call



Log



Task



More

▼ About this contact

First name

Nancy

Last name

Riley

Email

cookiemonster@hubspot.com

Phone number

Activity

Notes

Emails

Calls

Tasks

Filter by: [Filter activity \(28\)](#)

Version

Aug 12, 2019



Nancy Riley submitted [Mixer Guide \(created by Typeform\)](#) on [Mixer Buying Guide](#)

▼ Updated 1 property

What type of mixer do you want?

Stand Mixer



Lifecycle change

Aug 12, 2019 at 9:05 AM GMT+1

The lifecycle stage for Nancy Riley was changed to lead





# Duplicate Management

Clean data creates  
a connected  
customer experience.

[← Back to contacts home](#)

## Manage duplicate contacts

Duplicate contacts last calculated 8/17/2019 ⓘ

CONTACT 1	CONTACT 2
 <b>Nancy Riley</b> nriley@hubspot.com	 <b>Nancy Riley</b> cookiemonster@hubspot.com

# Pro Tip: Give to Get

Answer “What’s in it for me?” with a compelling offer.



About how many leads do you generate in a month?

Calculators take numerical inputs from a user and combine them based on a set formula to generate results.

NEXT



## New Car vs Used Car

With the value of a new car nose diving and depreciating fast, it is important to consider the alternative.

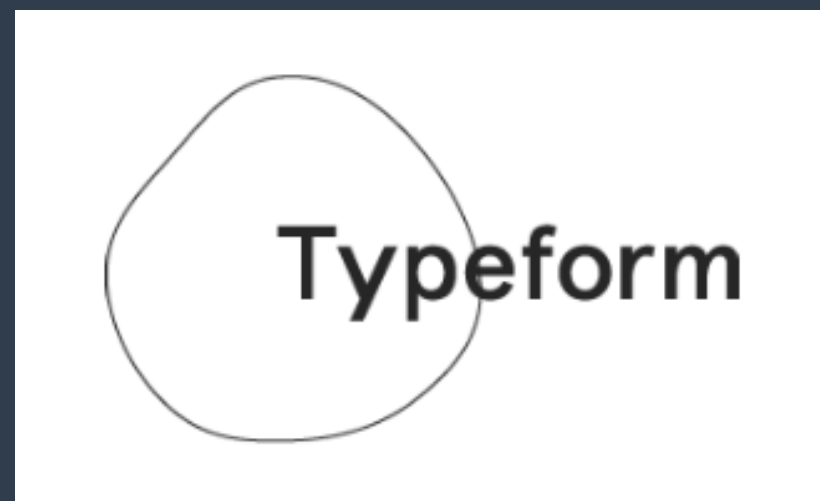
FIND OUT THE RIGHT OPTION

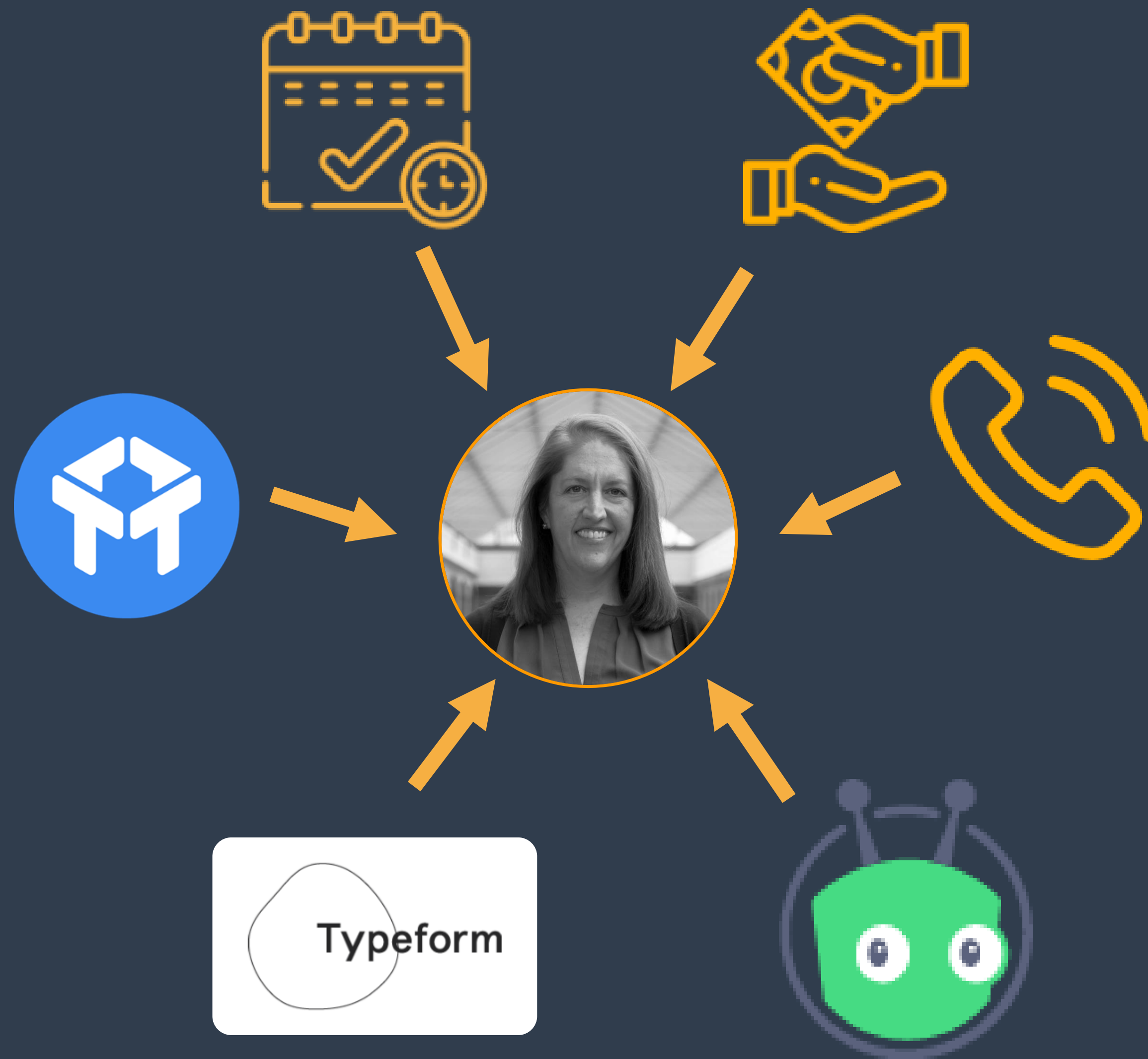
BUILT WITH OUTGROW

<https://blog.hubspot.com/marketing/email-capture>





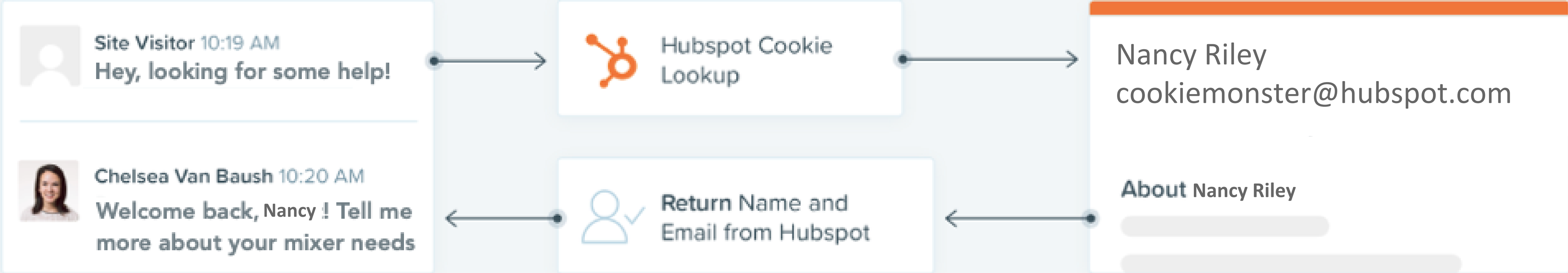






USER LOOKUP

CONVERSATION IN DRIFT





**Nancy Riley** has had Drift event  
**New conversation [#162737](#) started**

Yesterday at 6:00 PM EDT

VIA DRIFT



# Pro Tips: Convoos that Convert

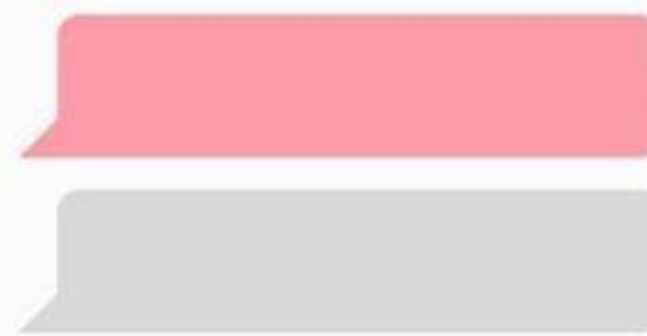
Every reply counts

↑ 50%



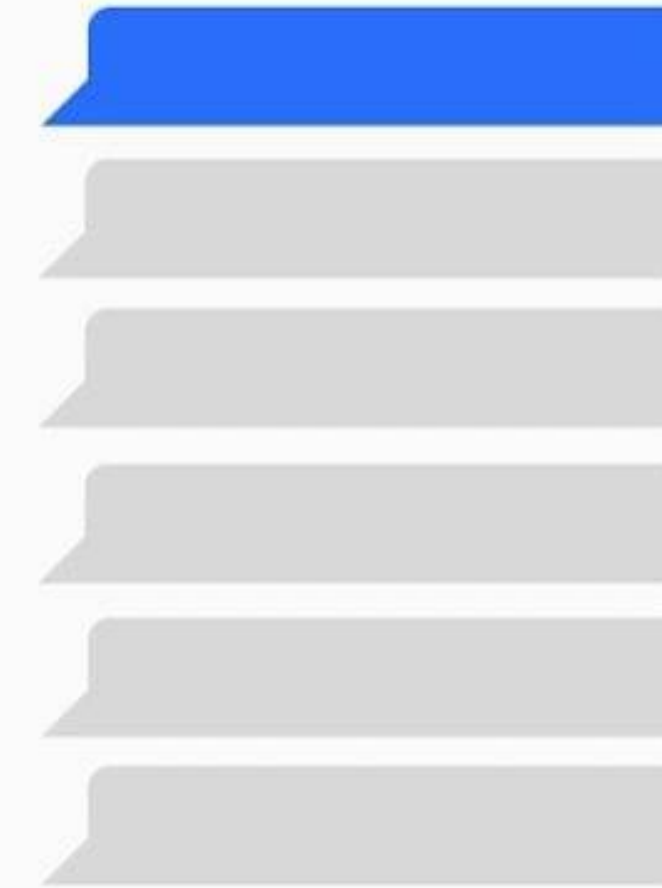
One reply makes visitors **50%** more likely to convert.

↑ 100%



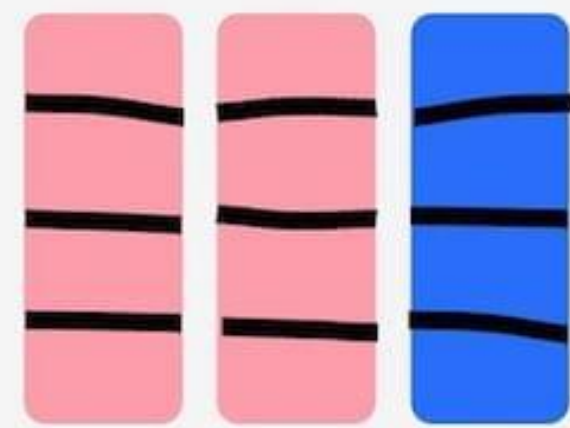
One more reply, **↑100%** more likely to convert.

↑ 250%



A quick chat with 6 messages exchanged increases chances by **250%**.

# Pro Tips: Convoos that Convert



Where you  
chat matters

↑ 45%

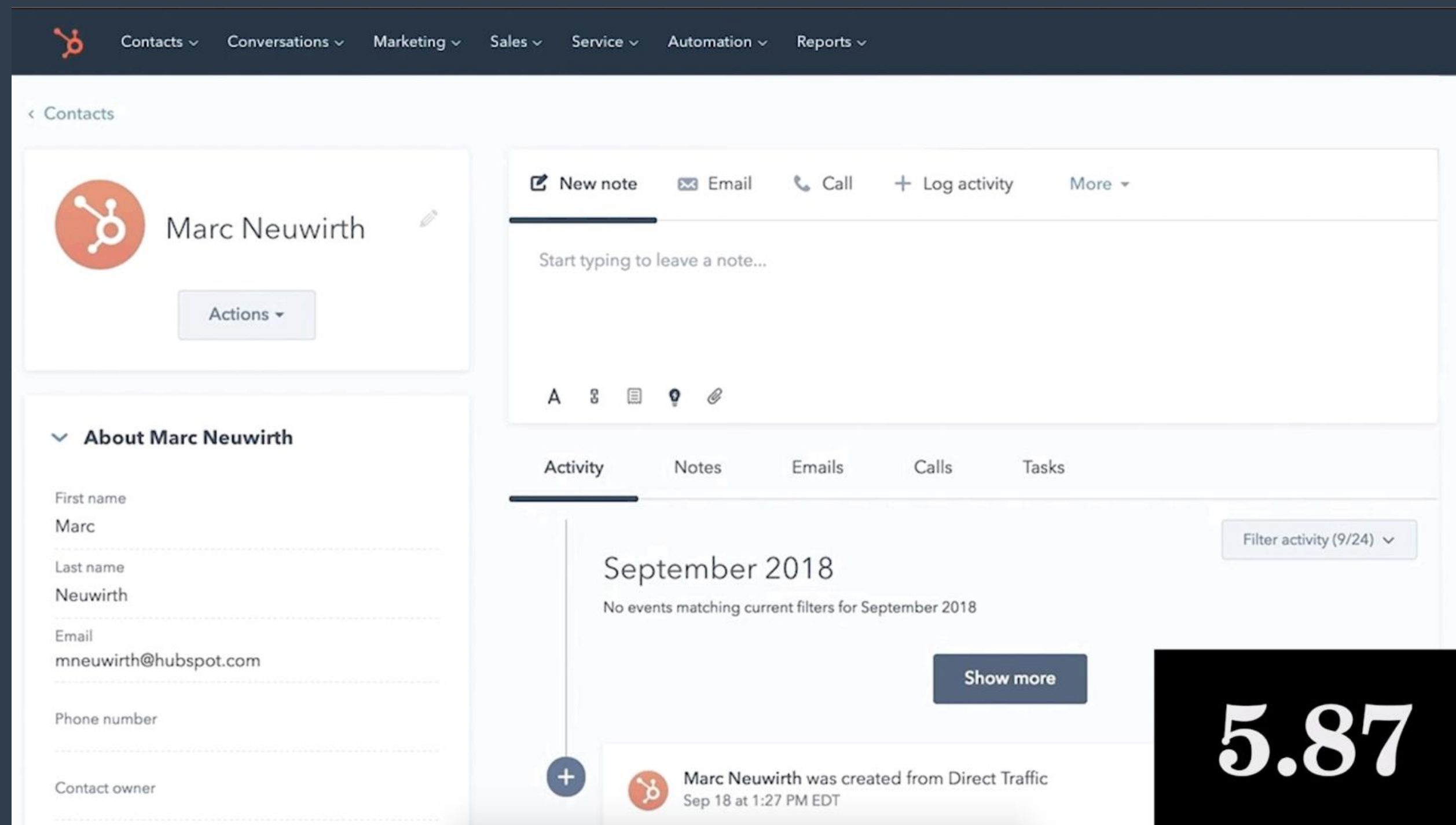
Visitors are **45% more likely** to convert on pages where the intent to purchase is high, like your pricing page.

[intercom.com/blog/why-live-chat/](https://intercom.com/blog/why-live-chat/)



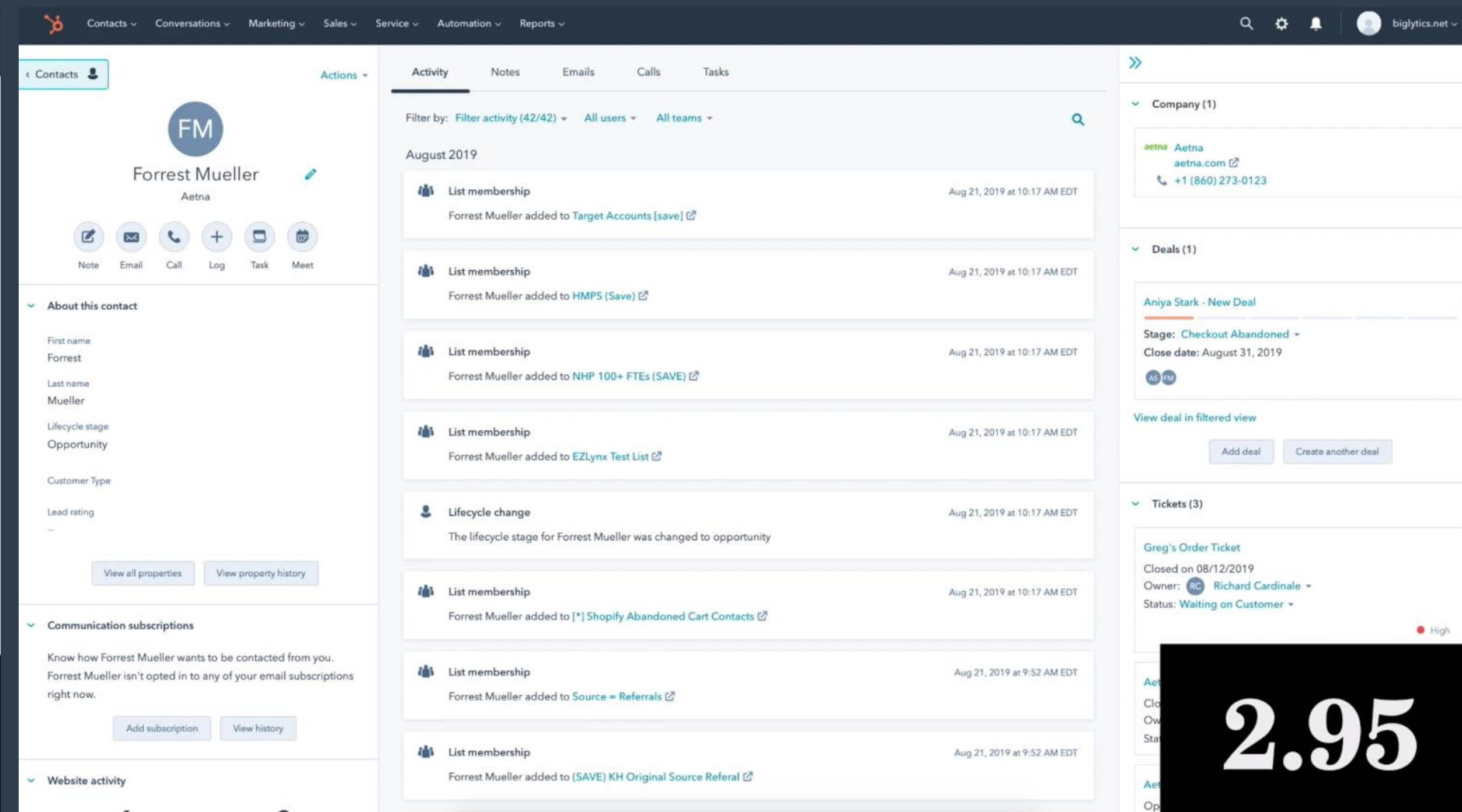


# High Performance CRM Records



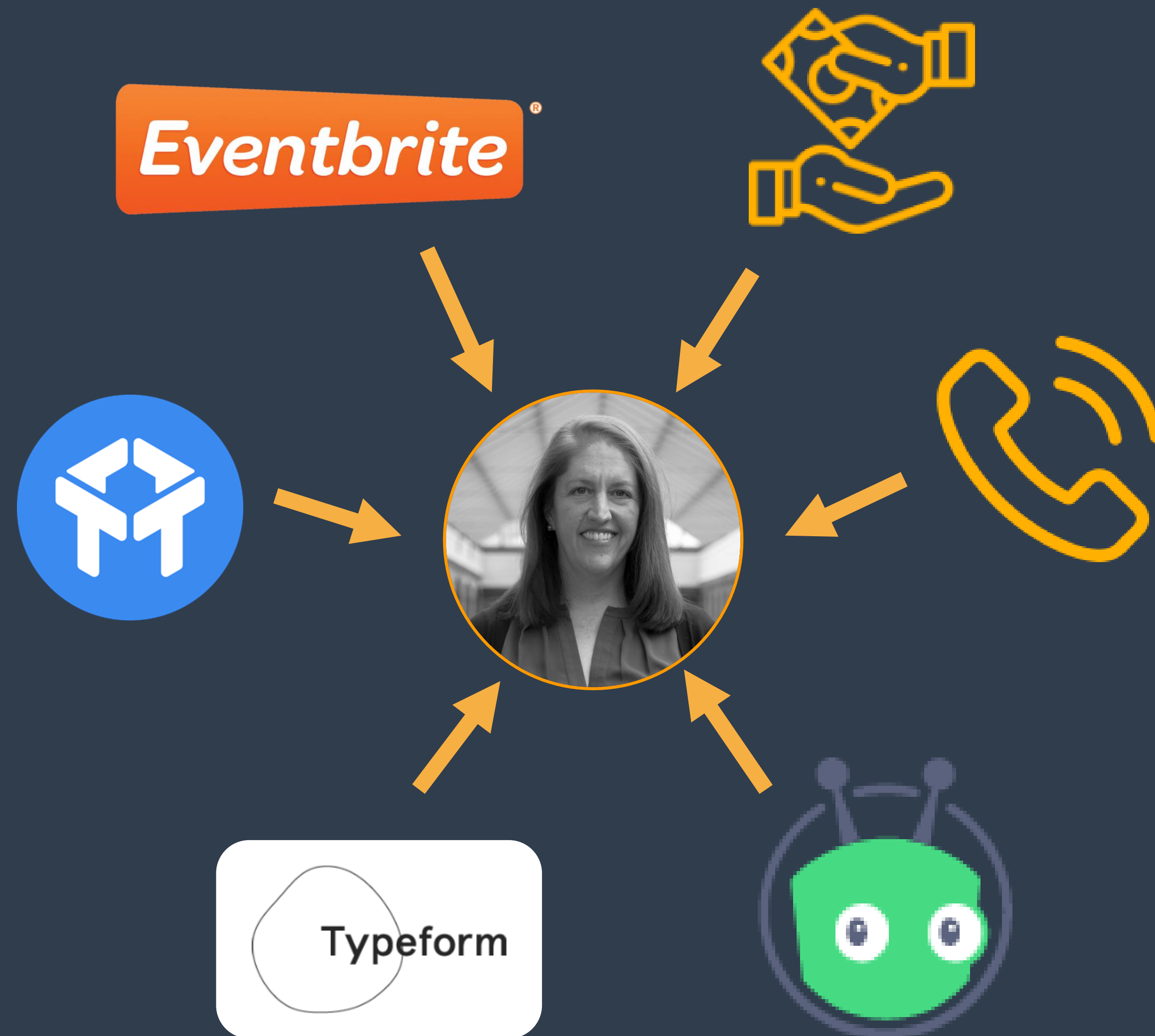
The screenshot shows the HubSpot CRM interface for a contact named Marc Neuwirth. The left sidebar contains the contact's profile information, including first and last name, email address (mneuwrth@hubspot.com), and phone number. The main area displays the 'Activity' tab, showing a timeline of events. A prominent black box with the number '5.87' is overlaid on the bottom right of the interface.

5.87



The screenshot shows the HubSpot CRM interface for a contact named Forrest Mueller. The left sidebar contains the contact's profile information, including first and last name, email address (aetna.com), and phone number. The main area displays the 'Activity' tab, showing a timeline of events. A prominent black box with the number '2.95' is overlaid on the bottom right of the interface.

2.95





SEP  
21

## Cooking Class!

Free

[Register](#)

### Description

We'll be cooking up a storm!

Come join us to mix, mingle, and bake!

### Date And Time

Sat, 21 September 2019

19:00 – 22:00 IST

[Add to Calendar](#)



Hi Nancy,

Thanks for signing up for our in-person cooking class.

You'd mentioned before that you were interested in mixers.

For the event, anything specific you're hoping to bake with a mixer?

Our menu is an open book :D

Best,

The KitchINBOUND team

Filter by: [Filter activity \(1/28\)](#) ▾ [All users](#) ▾



July 2019



Eventbrite

Jul 8, 2019 at 3:33 PM GMT+1

Registered for [In-Person Cooking Class](#)

[› Details](#)

## Pre-event Check-in

Actions

Settings

Performance

History



### Enrollment triggers:

What type of mixer are you interested in?  
is equal to any of **Stand**

and

Eventbrite: registration  
Event Name is equal to any of **Cooking  
Class!**

 [See fewer criteria](#)



 Send email [Kitchen Demo Check-in](#) 

0% click rate



# Pro Tips: Event Follow-up

Satisfaction surveys

Deliver promised resources

Share the love on social



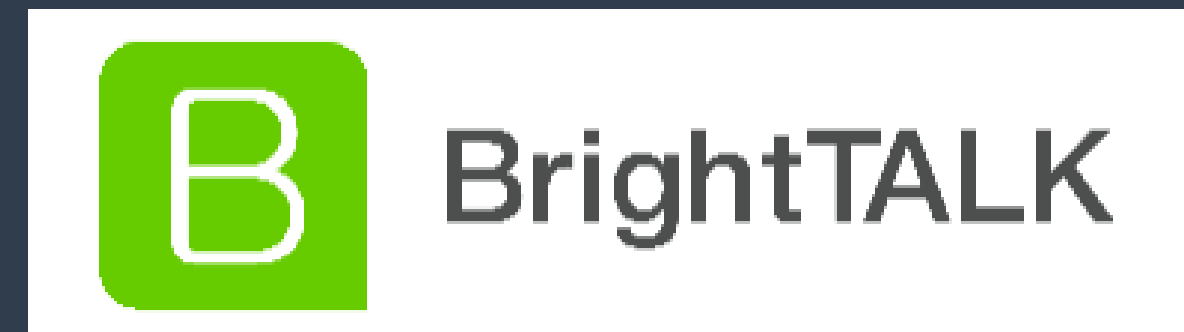
Hey **Contact: First name**,  
Your opinion matters

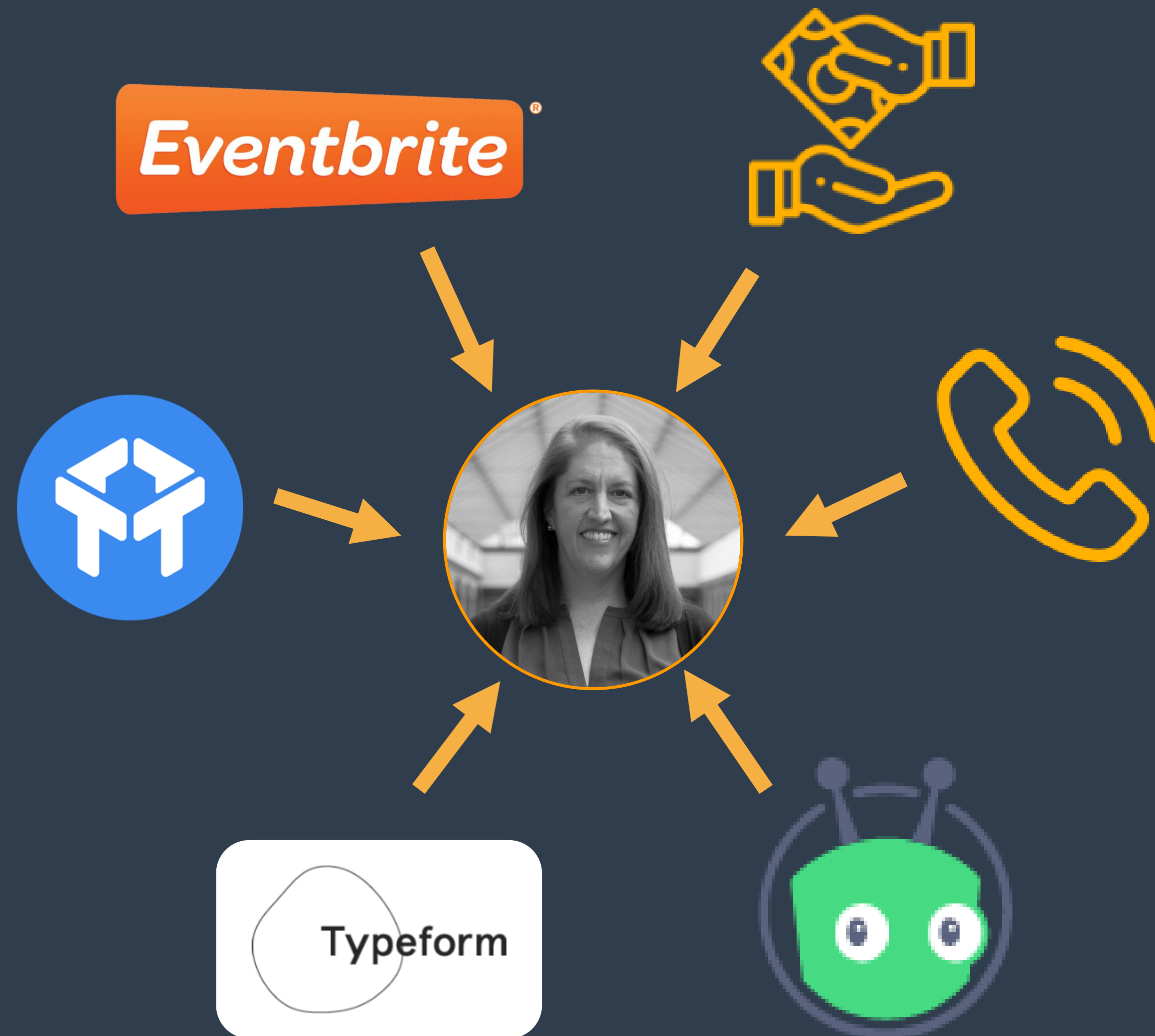
How likely is it that you would recommend  
A3C to a friend or colleague?

0 1 2 3 4 5 6 7 8 9 10  
Not at all likely Extremely likely

[eventbrite.com/blog/event-marketing-ds00/](https://eventbrite.com/blog/event-marketing-ds00/)

HubSpot

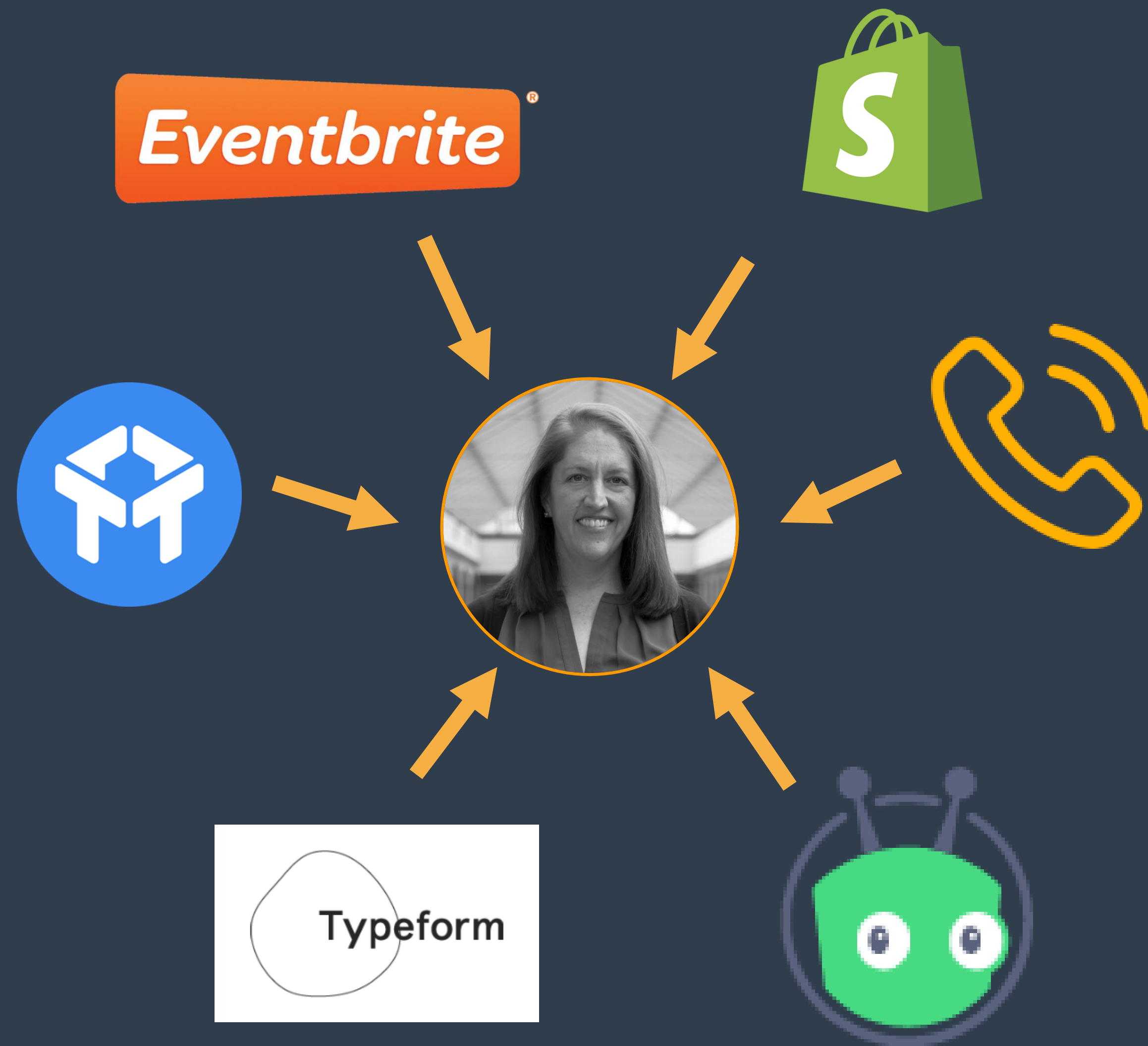












Hi Nancy,

Thanks for completing your purchase.

We'd love to help you set up your mixer.

You've attended our events in the past - would you like to come into our shop for a new customer event?

Let us know.

Thanks,

The KitchINBOUND team|



Actions

Settings

Performance

History



Enrollment triggers:

At least one associated deal has  
Pipeline is any of **Ecommerce Pipeline**  
and  
Deal stage is any of **Checkout Completed**  
(Ecommerce Pipeline)

and

At least one associated line item has  
Title is equal to any of **Stand Mixer**

and

Eventbrite: attendance  
Occurred is less than **26 weeks ago**

 [See fewer criteria](#)

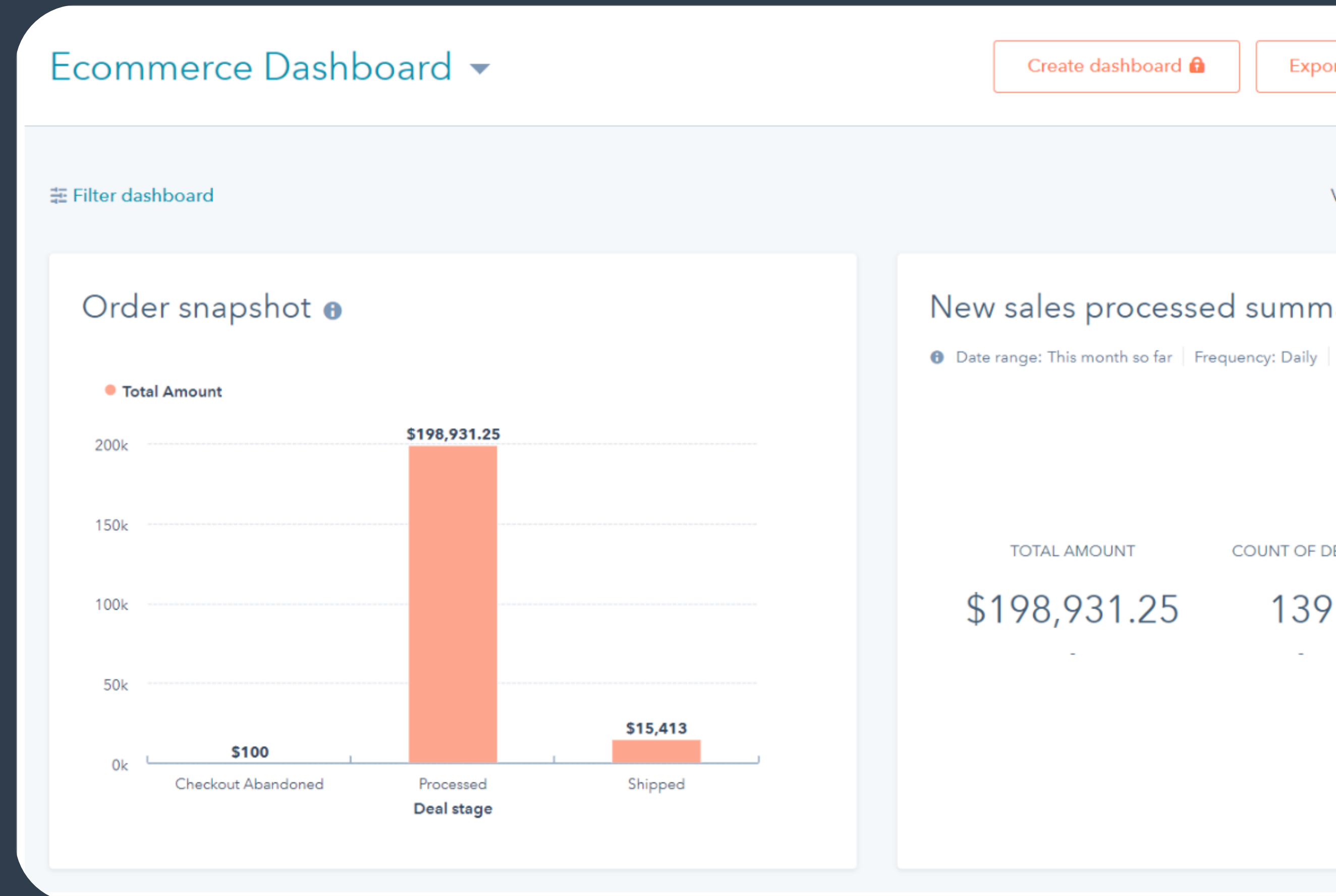


Send email [Purchase Completed - Previous Event Attendees](#) 

0% click rate

# Shopify integration

- Abandoned cart nurturing
- Re-engagement campaigns
- Upsell and cross-sell
- Ecommerce Reporting
- and more





**Unifac**



HubSpot



# Workflows

## Engagement at Scale

### Now with Folders!

Contacts

Conversations

Marketing

Sales

Service

Automation

Reports

Workflows (27)

Create folder

Create workflow

View: All workflows

Created by: All users

Type: All

Export contact based workflows

Search

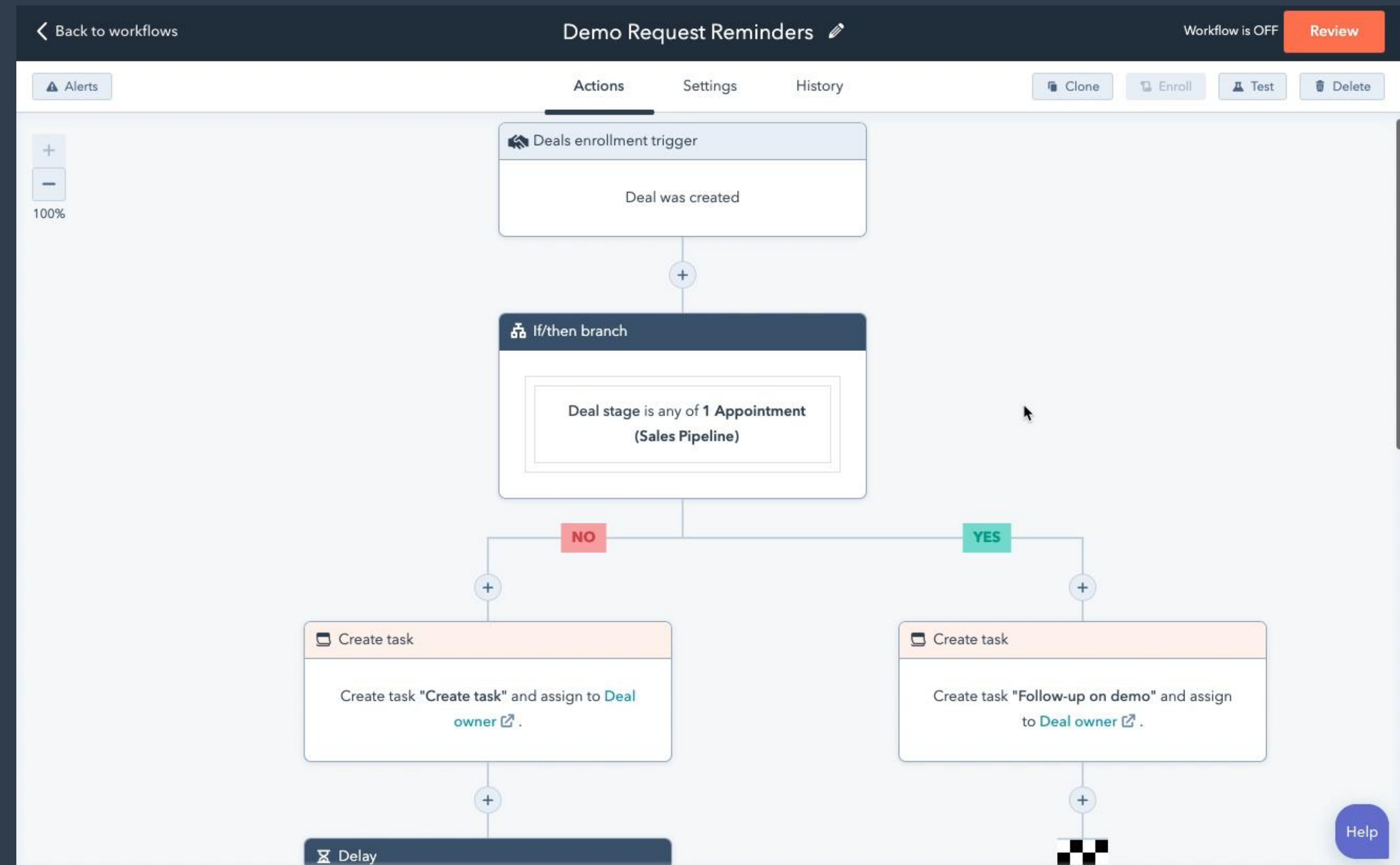
	NAME		TYPE	TOTAL ENROLLED	ACTIVE ENROLLED	LAST UPDATED
<input type="checkbox"/>	<div><div></div>Support Automa...</div> <div>RenameDelete</div>	-	-	-	Aug 14, 2019 by Ari Plaut	
<input type="checkbox"/>	<div><div></div>Product Interest Follow-ups</div>	-	-	-	Aug 14, 2019 by Ari Plaut	
<input type="checkbox"/>	<div><div></div>Partner Nurturing Workflows</div>	-	-	-	Aug 14, 2019 by Ari Plaut	
<input type="checkbox"/>	<div><div></div>Focus on high value deals</div> <div>● Active (Standard)</div>	Deal	0	0	May 23, 2019 by Ari Plaut	
<input type="checkbox"/>	<div><div></div>Deal Close Notification</div> <div>● Inactive (Standard)</div>	Deal	0	0	Mar 15, 2019 by Ari Plaut	
<input type="checkbox"/>	<div><div></div>Legal Basis Workflow</div> <div>● Inactive (Standard)</div>	Contact	0	0	Nov 6, 2018 by Ari Plaut	

Help

# Workflows

## Engagement at Scale

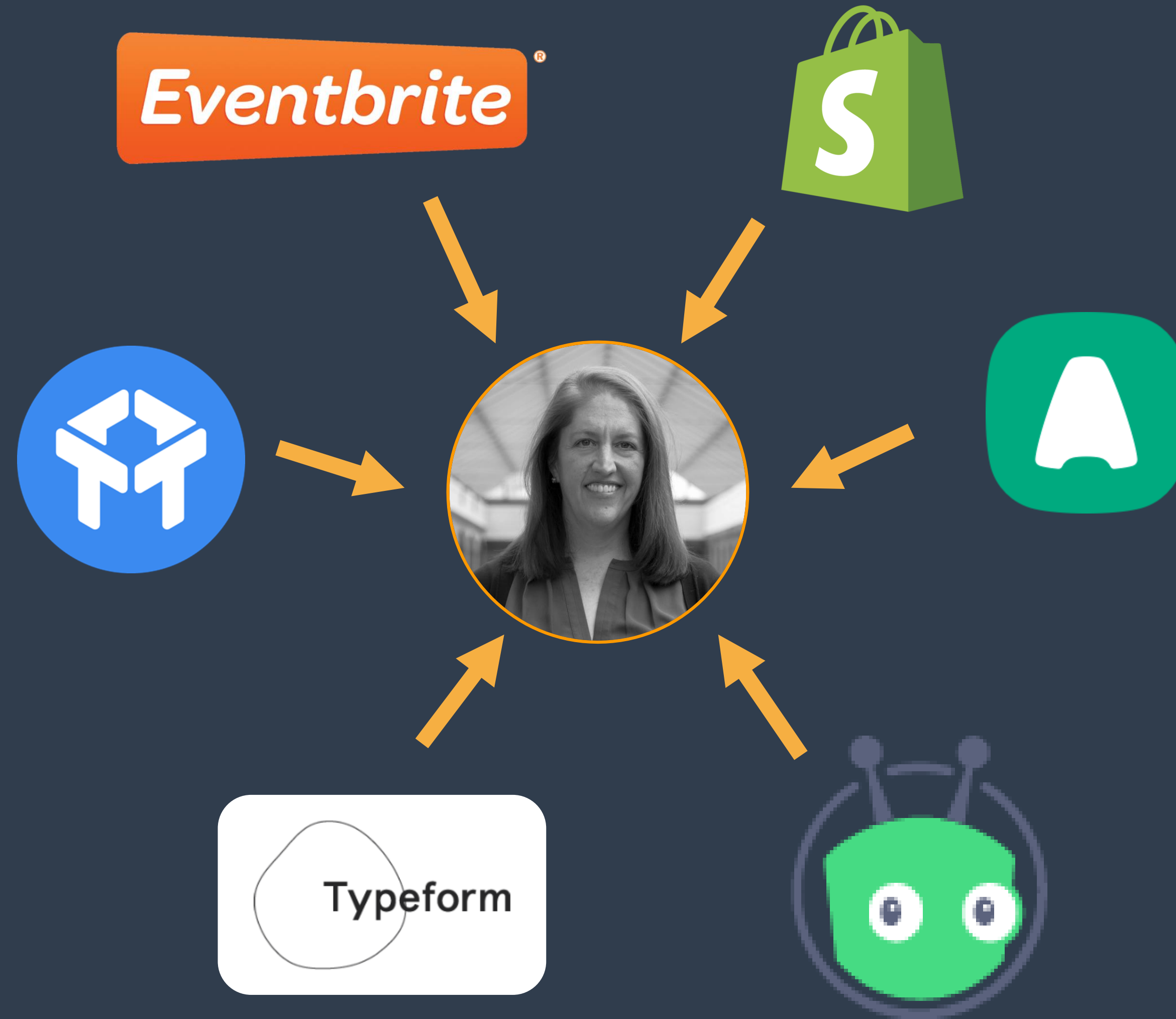
### Merge Your Branches!











Currently in call

02:34

Nancy Riley

from HubSpot

 via Sales US



Nancy Riley  
See on Hubspot








Contact owner

Conversations ▾ Marketing ▾ Sales ▾ Service ▾ Automation ▾ Reports ▾

Actions ▾



**Nancy Riley** 

 Call  Log  Task  Meet

Activity Notes Emails Calls Tasks

Filter by: [Filter activity \(28/28\)](#) ▾ [All users](#) ▾

August 2019

 **Lifecycle change**  
The lifecycle stage for Nancy Riley was changed to lead

 **Form submission**  
Nancy Riley submitted Mixer Form on [Mixer Form](#)  
[> Updated 4 properties](#)

NR

 **Contact created**  
Nancy Riley was created from Offline Sources



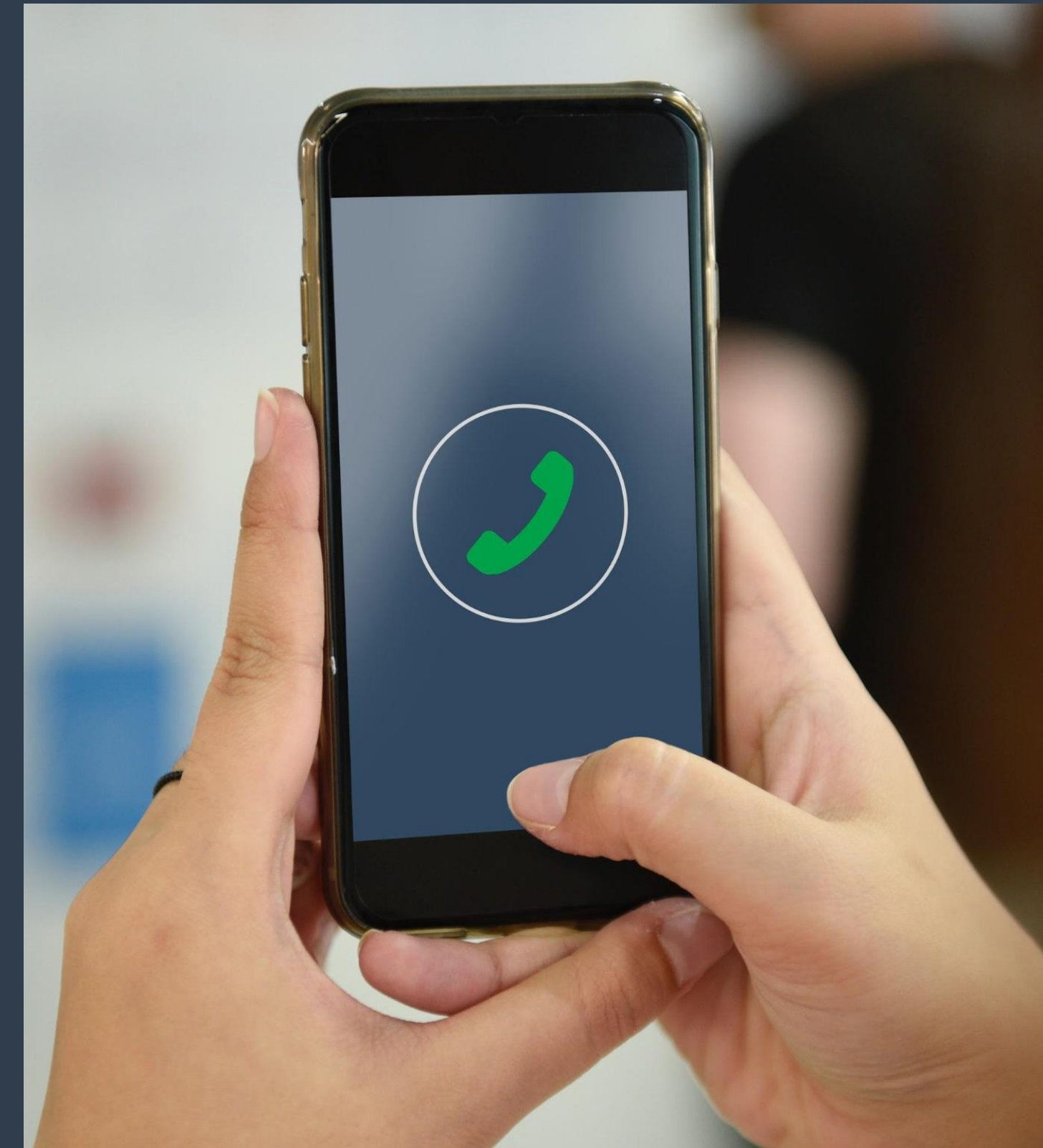
# Pro Tips: Next-Level Calling

Local phone numbers

Metrics

Coaching

Automation





CallRail

**KIXIE**



 VOIQ

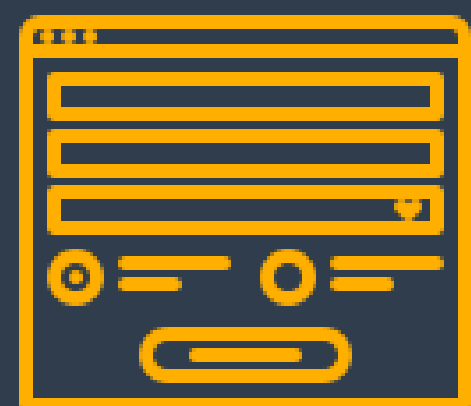


JustCall

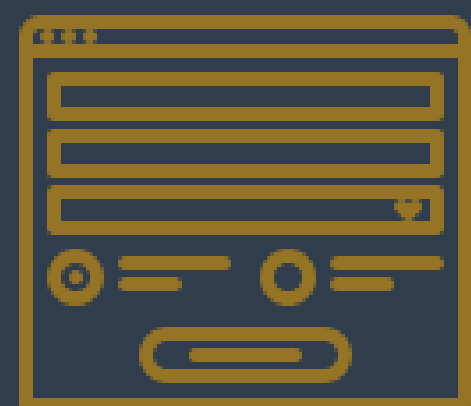
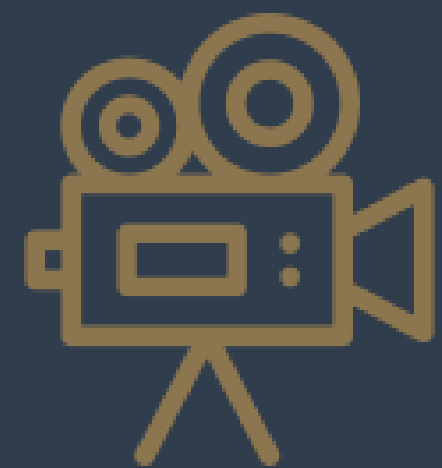


 Dialpad

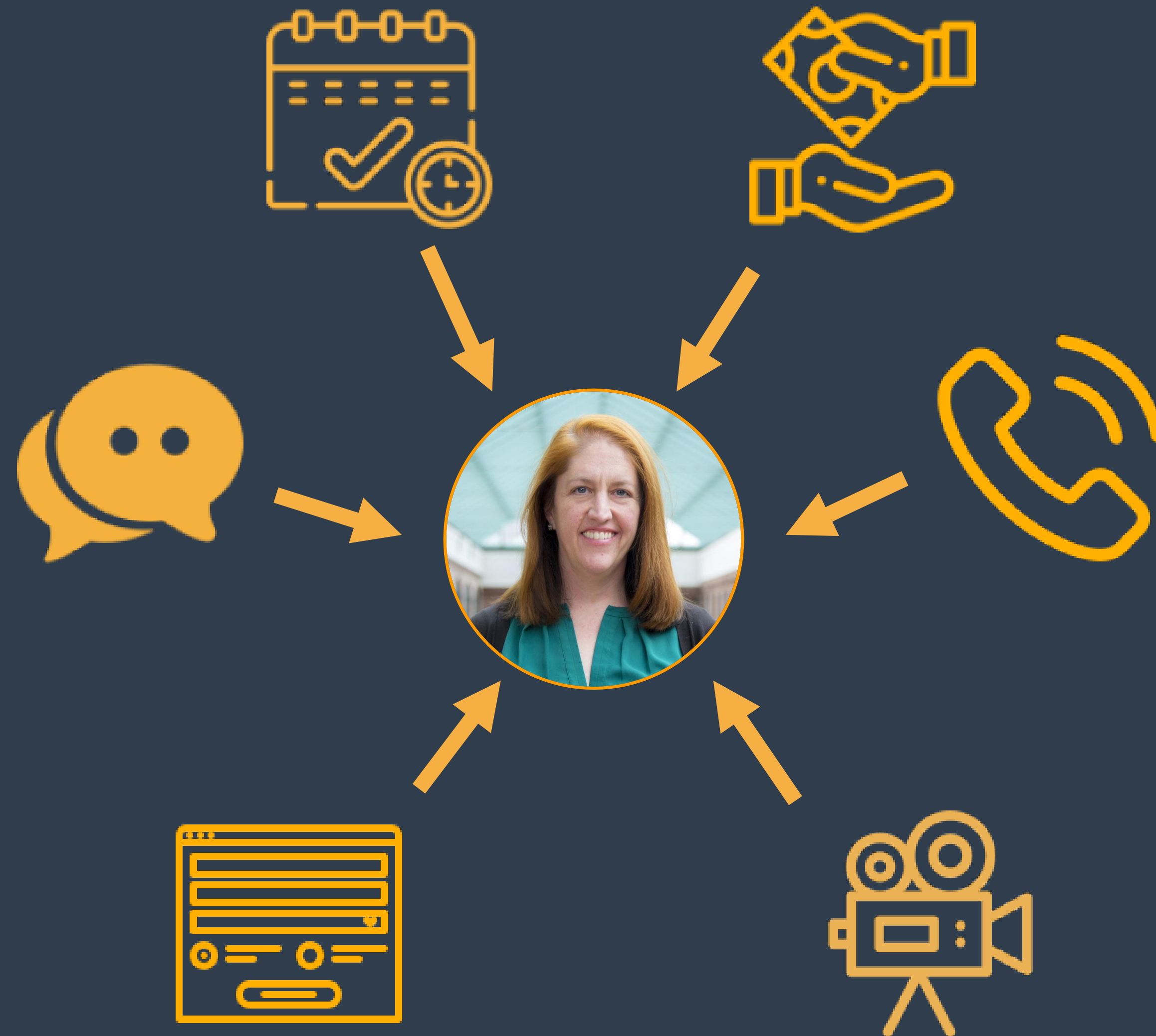
















# M.M. LAFLEUR

M.M. LAFLEUR

SHOP ABOUT Q

## THE—M—DASH

*Live with purpose.*

Women of the Week

Your Career

Your Closet

Your Brain

Humans of MM

August 23, 2019

### The Travel Essentials Our CEO Won't Leave Home Without

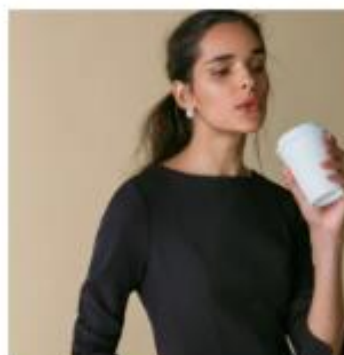
As a former 4-day-a-week traveling consultant, our CEO, Sarah LaFleur, knows a thing or two about packing for business trips.



August 23, 2019

#### Meet the Suit You Can Stuff in Your Suitcase

Our head designer, Miyako Nakamura, explains how she created our one-of-a-kind origami suiting.



August 23, 2019

#### 6 Types of Toxic Bosses and How To Spot Them in the Wild

You might call this boss a sadist, liar, toddler, or tyrant—all variations on a theme that boils down to one highly noxious thing: toxic.



July 26, 2019

#### Our Essential Guide to Summer Capsule Wardrobes

A comprehensive guide to streamlining your wardrobe.

Crack the code.  
Take the stage.  
Rewrite the rules.  
Lay down the law.  
Cut a rug.  
Defy the odds.  
Think on the spot.  
Break the ice.  
Cut to the chase.  
Turn on a dime.  
Go out on a limb.  
Knock their socks off.

*What will you do in your MM?*

#inmyMM

M.M. LAFLEUR



WANT MORE M.M.?

### Join Us on Instagram

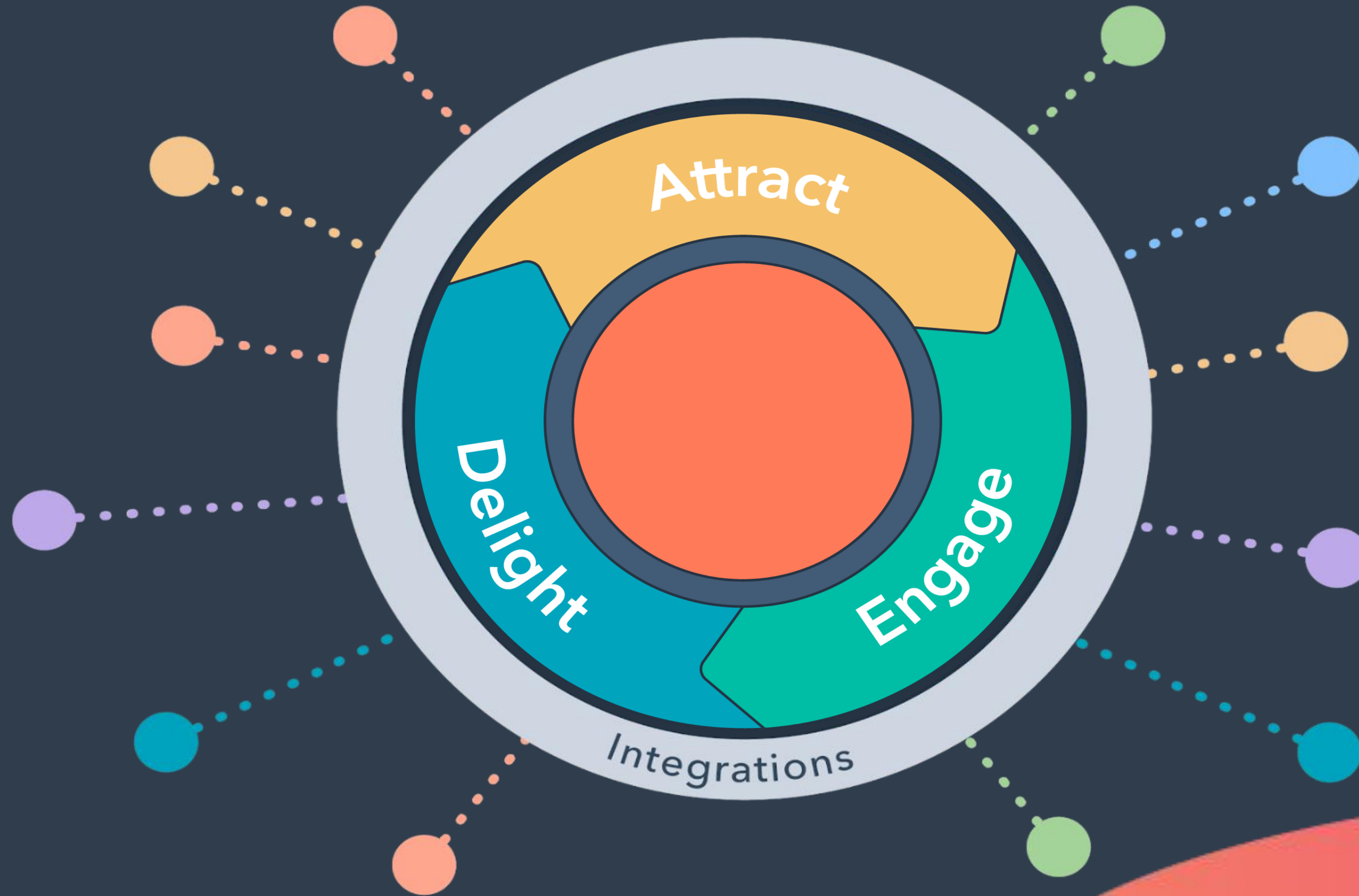
Looking for a quick hit of closet inspiration, a quote to pump you up before a big meeting—or just a peek inside life at M.M. while you're waiting in line for coffee? On Instagram, we showcase:



- The women who energize us
- Our garments on different body types and in different dress codes
- Community events we host nationwide
- Outfit ideas and styling tips from M.M. stylists

Follow Us on Instagram!





ContactsConversationsMarketingSalesServiceAutomationReports

HubSpot App Marketplace

Explore apps that integrate with HubSpot

All categoriesSearch app name or business goal...

Browse

Discover

All collections

Popular apps

New apps

For marketing teams

For sales teams

For customer success teams

Apps for Startups

Apps for Agency Services

Made by HubSpot

Categories

All

Marketing

Sales

Customer Success

Productivity

Finance

Price

Free

Monthly Fee

Yearly fee

One-time Fee

Popular Apps

Explore the most installed apps in the HubSpot Marketplace

Slack

Automate your work, and get your team working better together again.

10,000+ installsStarting at \$0 /mo

Zapier

An integration platform that allows you to connect your HubSpot CRM

10,000+ installsStarting at \$0 /mo

WordPress

Connect your website

9,500+ installsStarting at \$0 /mo

New Apps

Recent additions worth checking out

Plecto

increase engagement and motivation by visualizing business KPI's

NewStarting at \$17 /mo

OfficeRnD

Save time by creating contacts, companies, opportunities and

NewStarting at \$89 /mo

Gravity

Quickly analyze and submit

NewStarting at \$0 /mo

For Marketing Teams

Explore apps your marketing team could benefit from

PieSync

Keep your customer data in a 2-way sync across all your apps.

3,500+ installsStarting at \$19 /mo

Hotjar

Hotjar provides insights into your website visitors through heat maps

5,500+ installsStarting at \$0 /mo

UberConference

Schedule online or phone meetings in seconds, hassle free, right within

5,500 installsStarting at \$0 /mo

ContactsConversationsMarketingSalesServiceAutomationReportsMarketplaceBrittany Lambert

App MarketplaceVideoWistia

Wistia

Segment, nurture and score leads based on video view activity.

HUBSPOT CERTIFIED INTEGRATION

View setup guide

Connect app

OverviewPricingData & Permissions

About Wistia Integration

Watch how it works

Key Benefits

- Add HubSpot forms to your videos to capture leads, and collect additional information with custom properties. When viewers convert on your video, they'll get passed to HubSpot.
- Give your marketers and sales reps a complete view of their leads' interactions. At a glance, you can see which videos a lead has watched and what content is engaging them most.
- Segment contacts and personalize drip campaigns with video data. Use video data as criteria for your lead scoring, list segmentation, and enrollment.

Details

Provider

Wistia

Total installs

1,000+

Category

Video

Features

Analytics, Brand overlay, Closed captions

Requirements

HubSpot

Compatible with your HubSpot plan

Wistia

Free, Pro, or Advanced

Resources

Setup guide

Support website

HubSpot Community

Case study

Contact Wistia

Supported languages include English, Spanish and French

Email support

Live chat

Facebook




617-345-1234

Data Privacy

HubSpot



## ✓ Compatible HubSpot Plans






- ☐ Compatible with my plan
- ☐ Free Tools & CRM
- ☐ Marketing Hub 
- ☐ Sales Hub 
- ☐ Service Hub 
- ☐ HubSpot CMS

[Overview](#)[Pricing](#)[Data & Permissions](#)[View setup guide](#)[Connect app](#)

## Data & Permissions

### Shared Data

This shows how information will flow between HubSpot and Vidyard.

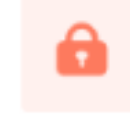
	DATA FLOW	
 Contacts	↔	Viewers
 Timeline	←	Views
 Timeline	←	Form Fills

### Permissions

This app requires the following permissions on your account.

**Create timeline events**

Provides the ability to add events to contact timelines.

**Basic OAuth functionality**

The basic scope required for OAuth.

**Contacts**

This includes prospects and lists.

### More apps in: Video

[See all](#)**Promo.com**

Video making integration with HubSpot

**Brightcove**

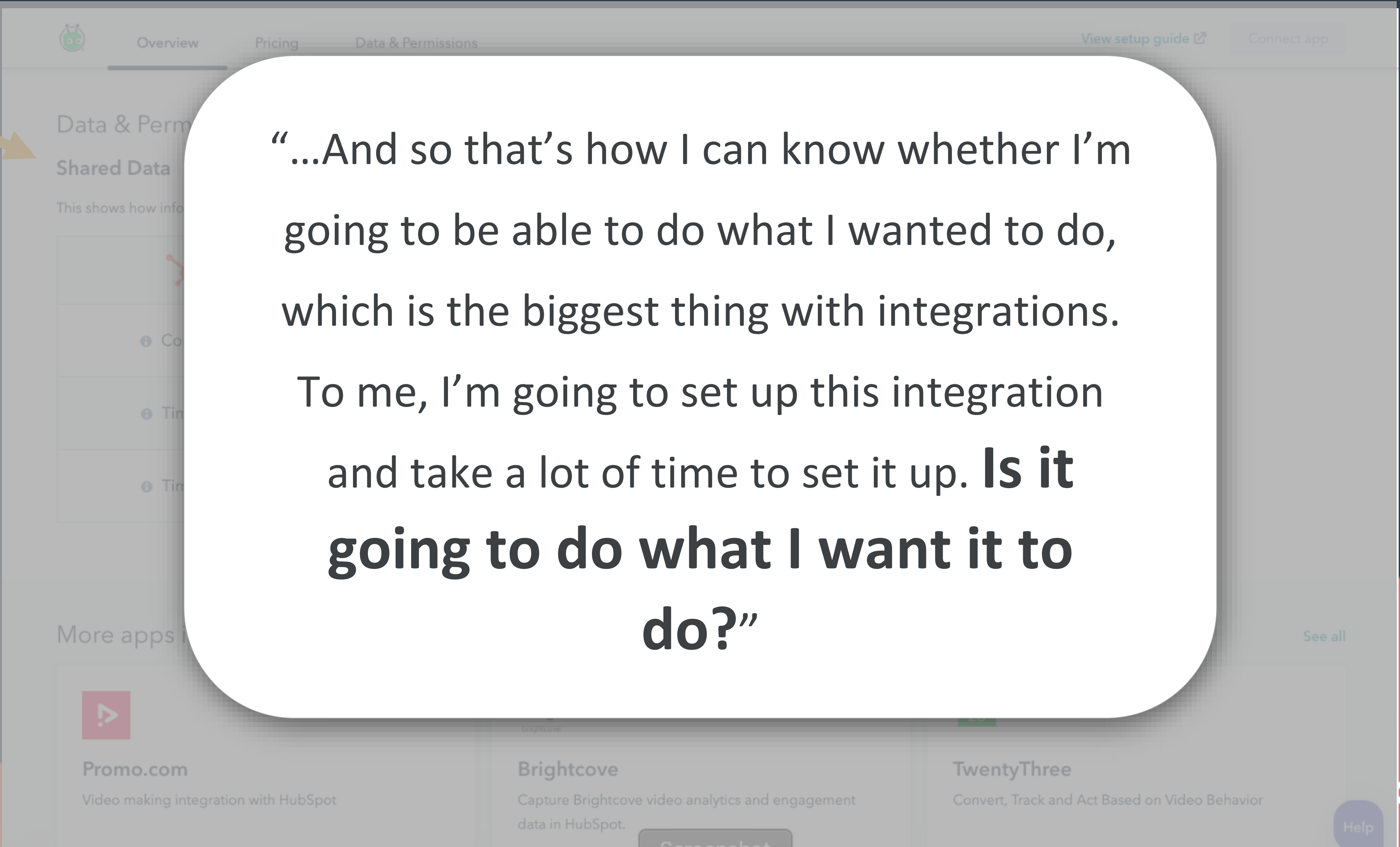
Capture Brightcove video analytics and engagement data in HubSpot.

**23****TwentyThree**

Convert, Track and Act Based on Video Behavior

[Help](#)





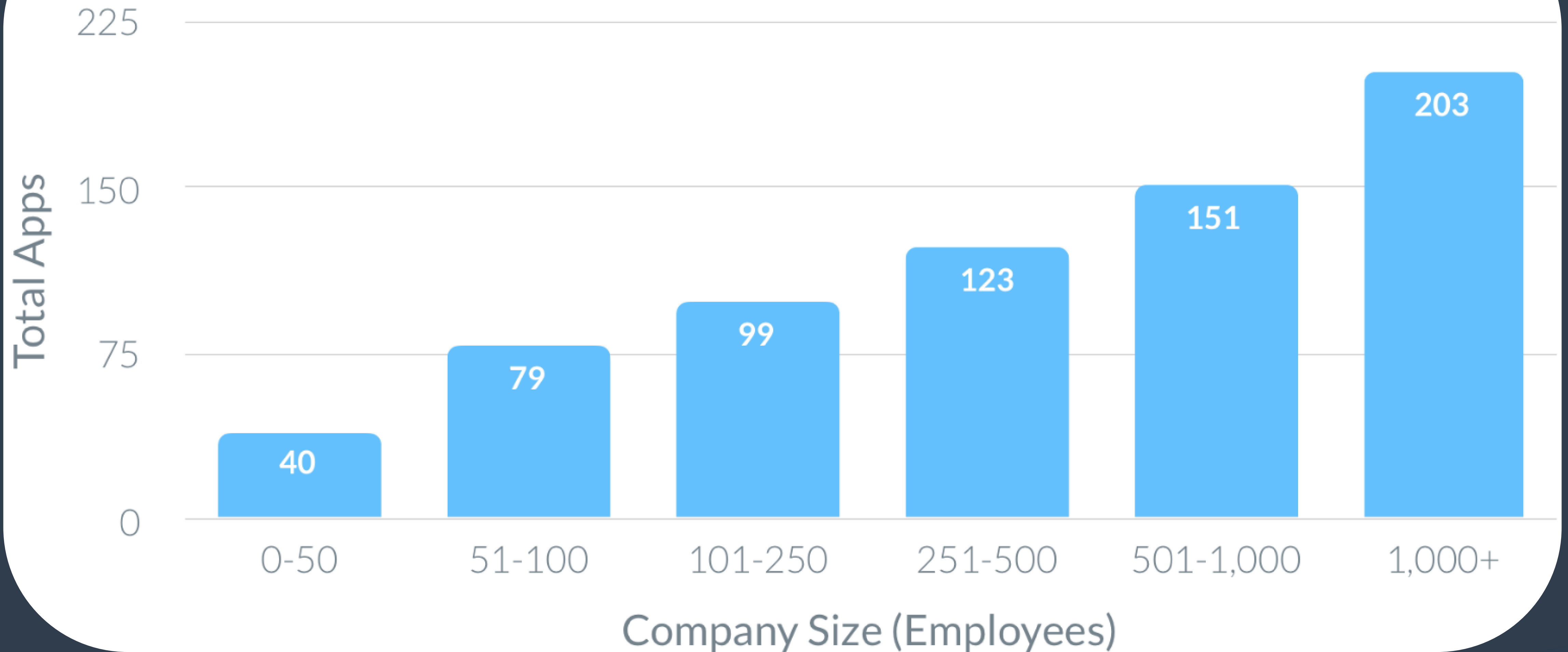
“...And so that’s how I can know whether I’m going to be able to do what I wanted to do, which is the biggest thing with integrations. To me, I’m going to set up this integration and take a lot of time to set it up. **Is it going to do what I want it to do?**”







# Number of Apps per Company



<https://www.blissfully.com/saas-trends/2019-annual/#ftoc-heading-22>





# Marketing for the Adventurous Spirit



AIRSTREAM

## 1 PLANNING PARK

- |             |     |
|-------------|-----|
| 01. HubSpot | 07. |
| 02.         | 08. |
| 03.         | 09. |
| 04.         | 10. |
| 05.         | 11. |
| 06.         |     |

## 2 CREATIVE CAY

- |             |     |
|-------------|-----|
| 01.         | 05. |
| 02. HubSpot | 06. |
| 03.         | 07. |
| 04.         | 08. |

## 3 ENGAGEMENT FOREST

- |             |     |
|-------------|-----|
| 01.         | 09. |
| 02. HubSpot | 10. |
| 03.         | 11. |
| 04.         | 12. |
| 05.         | 13. |
| 06.         | 14. |
| 07.         | 15. |
| 08.         | 16. |

## 4 DEALER'S ROCK

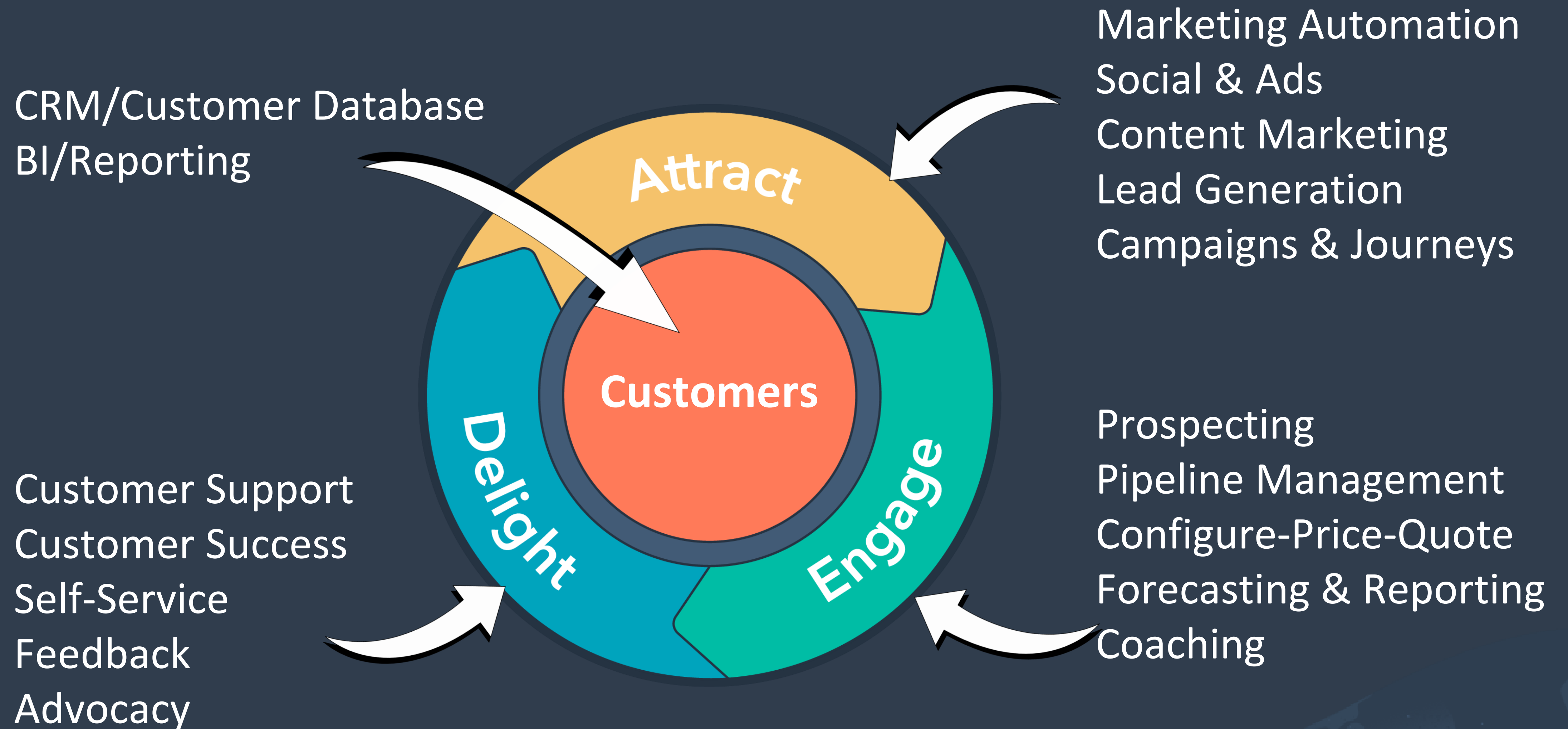
- |     |             |
|-----|-------------|
| 01. | 03. HubSpot |
| 02. | 04.         |

## 5 MEASURE MEADOW

- |             |     |
|-------------|-----|
| 01.         | 06. |
| 02.         | 07. |
| 03.         | 08. |
| 04. HubSpot | 09. |
| 05.         | 10. |



# Flywheel, Meet Tech Stack









Exceptional customer experiences are built by teams of people and connected software applications working together with a common understanding.

