HubSpot

A BBD BOOM GUIDE TO

HubSpot Growth Suite

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Whether you're just looking to have a central location to organise and manage all customer-related information, make internal communication easier, convert more leads into customers faster, or improve your relationships with customers, the HubSpot Growth Suite is a true all in one system that is not just good for your business, but good for your customers.

The HubSpot Growth Suite is a software comprising marketing, sales, and customer service, with a free CRM at its core, ready to easily plug in to all your favorite tools. With your data already connected, you can track your entire customer journey from first website visit, to closed deal, to happy customer.

The HubSpot Growth Suite works for businesses of every size. No matter how small you are now, you can get started for free, and no matter how big you become, the tools scale with you.

With HubSpot, you won't just grow bigger, you'll grow better.

Let's go into each of these elements of the growth suite to see how they can positively impact your business.

HUBSPOT CRM

Bringing everything together under one roof

As the heart of your HubSpot portal, the CRM enables your sales and marketing teams with free tools to elevate their productivity, and get all the tracking, reporting, and third-party integrations you need. Not to mention unlimited users, data, and up to 1,000,000 contacts.

Manage Your Pipeline with Total Visibility
Get an up-to-the-minute view of your entire sales funnel on a clean, visual dashboard. You can sort deals won and lost, appointments scheduled, contracts sent over, and track performance against quotas you set in one simple view. Sort deals by name, owner, amount, or stage with custom filters for actionable intel in a fraction of the time.

Log Sales Activity Automatically
HubSpot CRM tracks customer interactions automatically whether they're in an email, across social media, or on a call. Sync with Gmail or Outlook using HubSpot Sales, and capture every call, email, or meeting as it happens.

Integrate all the software you need
It should be easier to discover and connect the tools you need to grow. With the HubSpot Marketplace with over 300 integrations available, you can connect your existing tech stack for free, and get even more out of the apps and tools your team uses every day.

See Everything About a Lead in One Place
Go way beyond names and job titles. Every interaction with a lead is stored in a tidy timeline, including calls, emails, meetings, and notes. You'll never need to dig through a messy inbox or spreadsheet to figure out where a relationship left off.

MARKETING HUB

Help your team grow traffic, convert leads,
and track your entire funnel in one place.

As part of the HubSpot Growth Suite, HubSpot's Marketing Hub is everything you need to increase traffic, convert leads, and prove ROI. With HubSpot's marketing software, you can launch campaigns that make people interested in your business by creating and sharing useful content and engaging with leads through personalised messages. All backed by a team that helps you grow.

Attract more targeted traffic to your pages
Create and manage more of the content your audience actually wants to see, then make it impossible for them not to see it.

Using the classic "what you see is what you get" (WYSIWYG) editor, easily draft, format, and publish high-quality blog content with ease. HubSpot's blog tool makes it easy to collaborate with other contributors on your team, with the peace of mind that your content is automatically optimised for mobile devices.

Give your prospects a reason to visit. With HubSpot's content strategy tool, you can attract more visitors by creating topic clusters and content around things your customers are really searching for.

Make sure your content gets seen, with as-you-type SEO advice helping you rank higher in the search engines. Then, use targeted ads to drive more awareness, and share your content across social networks to reach the right people at the right time across all channels.

SEO   Blogging   Social Media   Ads

Convert more visitors into qualified leads

Use custom landing pages to get more of your site visitors to opt into email lists, webinars, free trials, demos, videos, and much more.

Launch your landing pages instantly by choosing from a library of built-in templates that have been proven to convert, or create your own without the need for a web developer. Even embed videos in your content to engage visitors, whilst easily adding CTAs to drive your desired follow-up action. Boost conversions with smart content modules that personalise messages to the individual visitor, and add an attractive, easy sign-up form your prospects actually want to fill out.

Click preview to see how your page will look across devices, and hit publish, making sure to use incoming data to boost conversion rates even further for next time.

Landing Pages **Form Builder** **Lead Management**

Call-to-Action **Analytics**

Close more deals with less effort

Increase sales by giving each lead the personal attention they need at scale. Use live chat and chatbots to engage with site visitors in real time, automatically connecting conversations to the right people on your team.

When a lead subscribes to your email list, follow up with relevant nurture campaigns to help them take the next step. Draft these emails one time without a designer, and deliver them automatically.

Get personal by letting each lead follow their own path to purchase. Use any interaction with your content to trigger the perfect follow up, whether that's a particular email with a link to a sales page, a call from your sales team, or just a useful email around what they're looking for.

Connect HubSpot's marketing software with HubSpot CRM or Salesforce to automatically track each interaction, and then use this data to create segmented email lists.

Conversations   **Marketing Automation**   **Account Based Marketing**

Delight customers to maximise value
Turn customers into advocates and promoters by continuing to deliver value post-purchase.

With social monitoring tools, you can track what customers are saying and continue the conversation. Whether it's a positive review or a frustrated customer, you'll be there to respond.

With marketing automation, simply tailor your content and campaigns to increase referrals, upsells, and customer loyalty.

Connect with HubSpot's customer service software to build a customer support system to improve your customers' experience, then turn them into promoters that grow your business. Run surveys that generate testimonials, and add them to your website content to generate even higher demand.

Marketing Automation   **Social Monitoring**   **Service**

SALES HUB

Save time and close more deals

The Sales Hub gives your sales team everything they need to sell in a relevant, personal way that's more efficient, so they can close more deals with less work. Time saving productivity tools that ultimately help you sell better, whilst also facilitating better marketing to sales and sales to service handover.

Uncover more new leads in less time
With HubSpot, you'll already know who's interested in your products and services.

You can see who visits your website in real time, how often they visit, and which pages they're most interested in.

To keep these prospects from slipping away, draft a sequence of personalised emails and reminders, set a delivery schedule, and then each follow-up will hit their inbox automatically.

When they open an email, click a link, or download an attachment, it's logged for quick reference, and you'll get notified instantly.

Email Sequencing   **Email Tracking**

Prospects   **Inbox Profiles**

Get your emails opened and calls answered
Follow up with the right leads, with the right message, at the right time.

HubSpot tells you the second a lead opens an email, clicks a link, or downloads an attachment, and surfaces the most relevant notifications to the top of your feed. This makes it easy to prioritise your outreach to the hottest leads, and follow up at the perfect time.

To catch them before they leave their inbox, use email templates to send the perfect follow-up in seconds, or get them on the phone without leaving your browser.

Got time to write an email but it's the wrong time to send? Schedule your emails for a specified time with a couple of clicks, or use machine learning to deliver emails to prospects at times when they're most likely to engage.

Email Templates   **Calling**   **Email Scheduling**

Land more meetings and close more deals
Use predictive lead scoring to prioritise your outreach based on a contact's likelihood to convert to a customer.

Connect with prospects on your site in real time through live chat, and book more meetings without the back and forth emails and phone calls. Set your availability, and send a custom link that lets them choose a time that works for everyone.

Use playbooks to craft a personalised pitch before your call, then follow up with a professionally designed proposal that you can generate and share with a few quick clicks.

Collect eSignatures and payments seamlessly, all inside your HubSpot account.

Meetings   **Playbooks**   **Quotes**   **Conversations**

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Manage your pipeline with unparalleled insight
In HubSpot, set up and manage a pipeline that matches the way you sell in real life, without expensive consultants or training.

Click, drag, and drop your way to custom deal stages, lifecycle stages, and contact records.

Add new deals in seconds and let HubSpot fill in deal records automatically. See where deals are piling up, and use automated workflows to rotate leads, create new deals, create and assign tasks, and more.

Performance and sales activities are automatically tracked for your entire team in pre-made or customisable reports, so you can grab metrics around quotas, productivity, pipeline health, and more whenever you need them.

Pipeline Management

HubSpot

SERVICE HUB

Connect with customers and exceed their expectations

HubSpot's service software helps you engage with your customers, guide them toward solutions, and turn them into promoters who help grow your business even more. Tools to help you manage, connect with, and truly understand your customers.

Deliver organised customer service that gives efficient help and complete answers

Customers don't care about the internal structure of your company. They just want help. With the tools in Service Hub™, you can finally build a frictionless customer experience.

With the Conversations inbox, bring all your communication channels, email inboxes, live chat, forms, Facebook messenger, and more, together into one universal inbox. Each conversation is enriched by the HubSpot CRM, so you have contextual information about the customer's history with your company.

The Service Hub offers a complete help desk with built-in automation and reporting, so you can turn chats and emails into tickets that are easily organised, prioritised, and tracked.

Helpdesk   Shared Inbox   CRM

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Help customers faster and remove friction with automated and self-service solutions
Make it easy for customers to solve their own problems.

The Knowledge Base tool lets you build a robust library of support articles that help customers quickly find the information they need. It's also smart, so it learns what people are looking for, and suggests what you can do to improve.

Service Hub's live chat makes it easy to engage more customers in conversations. Using the service bot, you can scale these conversations to help customers get answers without involving a human specialist.

Knowledge Base   **Live Chat & Bots**

Get customer feedback and identify advocates that help grow your business
For people to trust your business, you need customer advocates who are willing to proactively vouch for you.

Service Hub's feedback and advocacy tools such as net promoter scores, customer support rating, and customer satisfaction surveys help you understand your customers so you can improve their experience.

When you identify customers who are happy and eager to promote your business, turn their stories into social proof by asking them for the right type of marketable content. Build workflows that make it easy to request their participation in advocacy campaigns or case studies.

Net Promoter Score   **Customer Support Score**   **Customer Satisfaction**

HubSpot

HubSpot's sales, marketing, customer service, and CRM tools are powerful independently, but when brought together, the possibilities are endless. With the HubSpot Growth Suite enabling your inbound methodology.

If you would like to know more about HubSpot's Flywheel and the Inbound Methodology, bringing marketing, sales and service together to create a powerful machine for growth, **click here for a recording of our webinar.**

If you would like to trial HubSpot to see what benefits it can bring to your business, click here to book a demo and speak to one of our solutions specialists.

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