

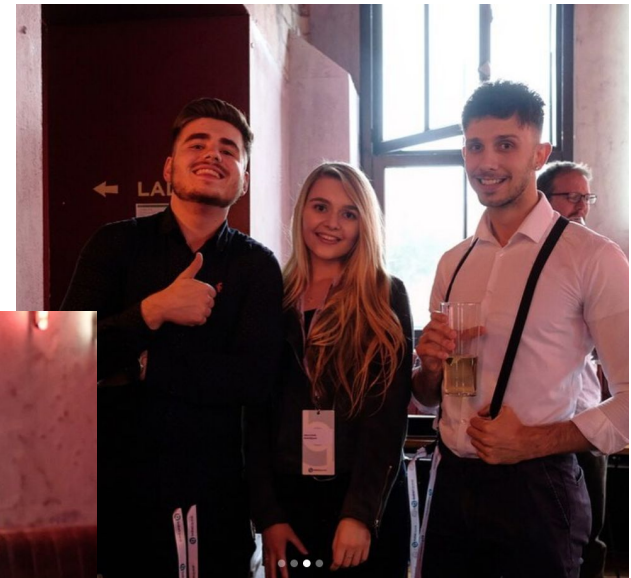
Welcome to the

HubSpot

User Groups Oxford

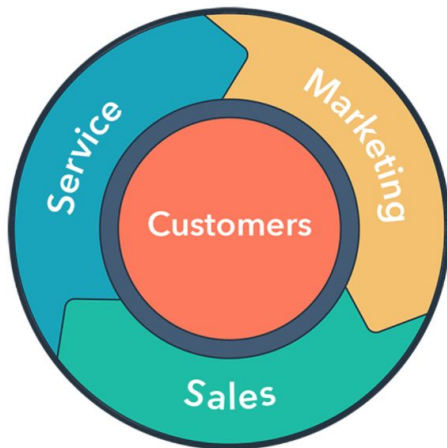
Before we begin...

- Post on social media and tag @babelquestuk for a chance to spin the wheel and win prizes!



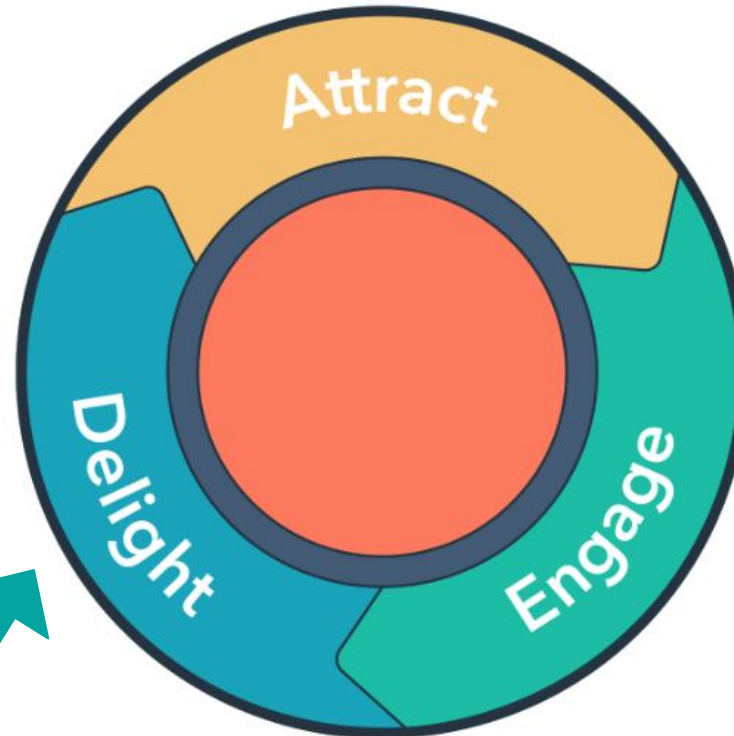
Ice breaker -

You got given an image when you came in... find someone with the same image and find out a fact about them to win a prize!





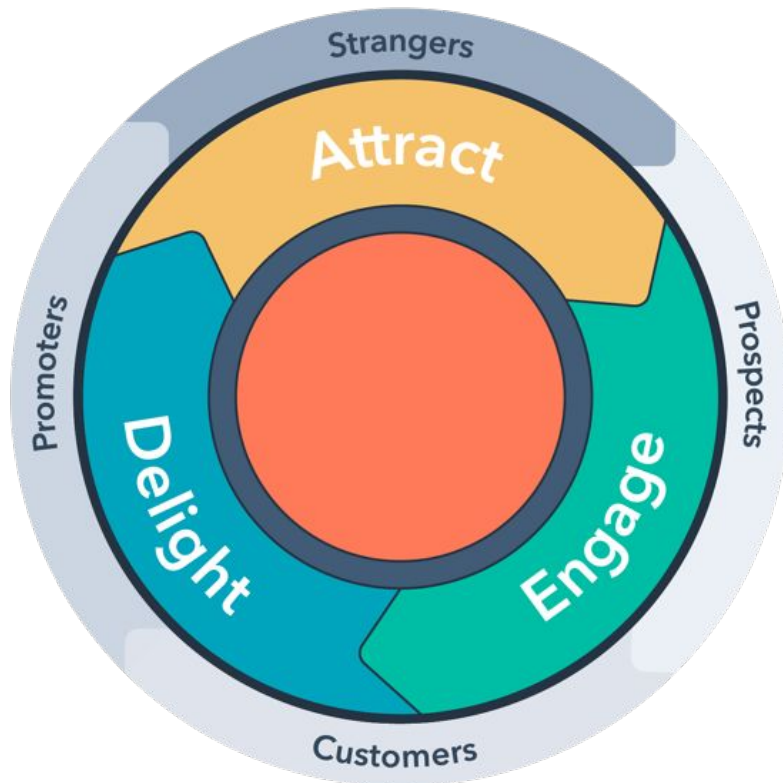
Provide value before
you extract value



Customer success is
your success

Make it easy to
shop and buy

Keep that energy going



“Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves.”

– Steve Jobs

Speakers for this evening



Janice Hewitt

*Inbound Strategist at
BabelQuest*



Gem Latimer

*Inbound Strategist at
BabelQuest*



Emma Browning

*Managing Director at
Meraki HR*

Agenda for this evening

19:00 - 19:20

Welcome to the August HUG

19:20 - 19:40

"How to make your customers feel a part of your team"

19:40 - 20:00

Break

20:00 - 20:20

"Delighting Your Customers With Automation"

20:20 - 20:40

"Delighting your employees to delight your customers"

Quiz Time...

According to HubSpot research % of customers want to communicate with companies via email for customer service. 48% want to use the phone, 42% live chat, and 36% "Contact Us" forms." (Respondent's could select more than one)

- A. 52%
- B. 62%
- C. 89%
- D. 26%

Quiz Time...

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Quiz Time...

Which of the following is *not* a feature of Service Hub?

- A. Ticketing
- B. Surveys
- C. Call routing
- D. Knowledge hub

Quiz Time...

Which of the following is *not* a feature of Service Hub?

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- B. Surveys
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Quiz Time...

Which of the following tools is *not* available in HubSpot Free?

- A. Email
- B. Ads
- C. Social Media
- D. Forms

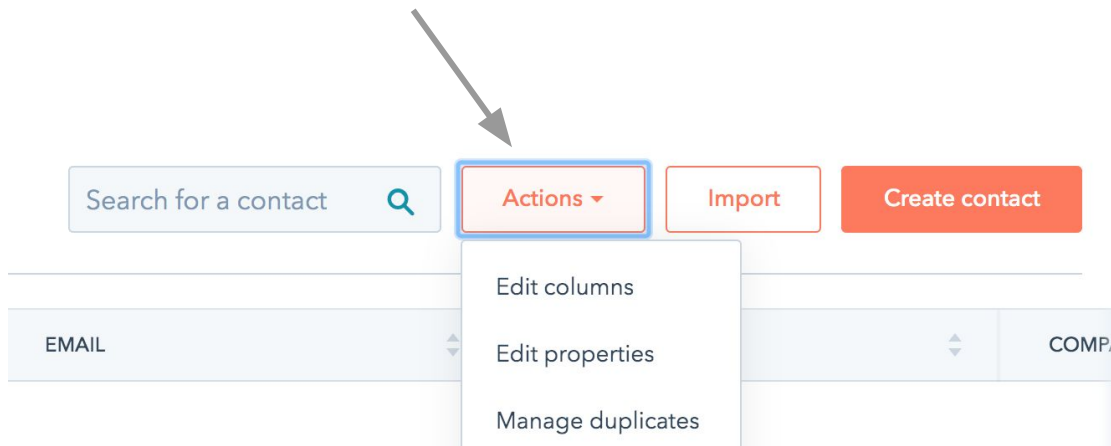
Quiz Time...

Which of the following tools is *not* available in HubSpot Free?

- A. Email
- B. Ads
- C. Social Media!**
- D. Forms

Product / HubSpot Updates

- Updates to HubSpot free
- Internal comments in Conversations
- Roles for user permissions (Enterprise only)
- Reporting dashboard drill downs
- Duplicate contact management



Get latest product updates by following us on LinkedIn!

HubSpot's Learning Centre

- Building Your First Web App
- Content Strategy Course
- Using HubSpot's Free Marketing Tools
- Nurture Leads and Customers With HubSpot
- YouTube Marketing Course
- Building Custom Reports in HubSpot
- Start and Grow Your Video Marketing Strategy



Welcome

Janice Hewitt

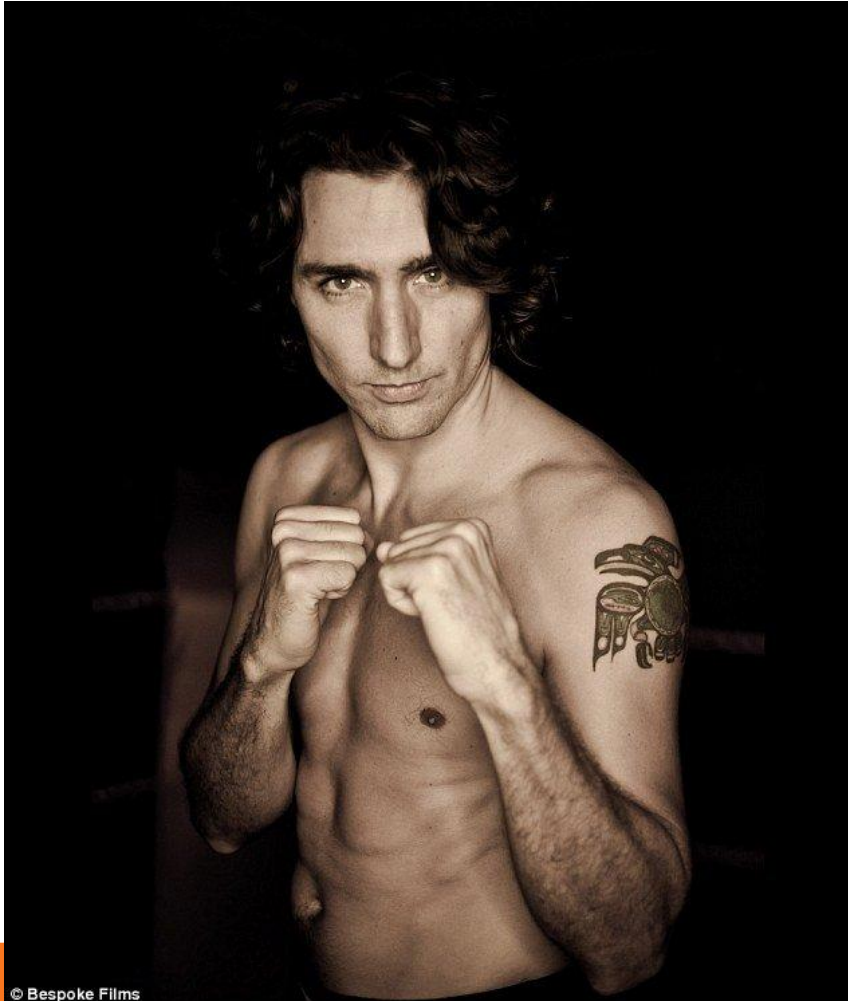
Delight: One Team One Dream

Intro | Customer stages | Tools & tactics



Janice Hewitt | Inbound Strategist | BabelQuest

Sorry...



15+ years in customer service, sales & marketing



I've dealt with a few of these...

**WHEN YOU REALIZE
MCDONALD'S**

**GAVE YOU THE
WRONG ORDER**

Crowdfunding Consultant and Marketing Manager

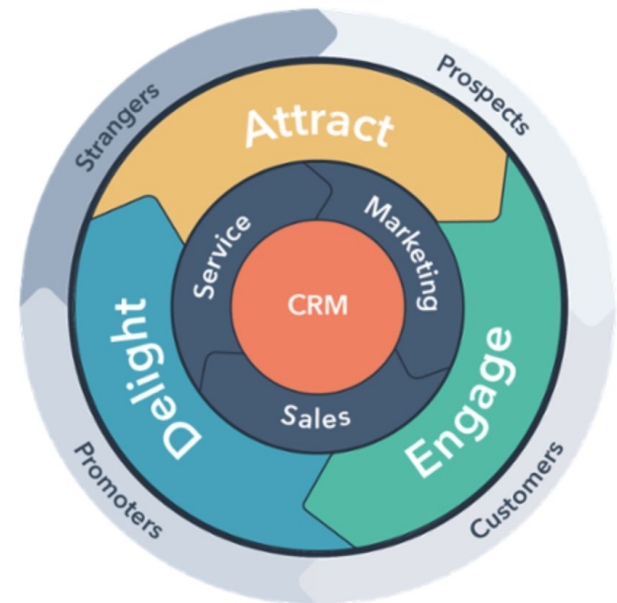
- 95% success rate on campaigns
- Raised 150K in funding with 15 entrepreneurs

36.5%

9%

KICKSTARTER





Delight

Customer delight is...

Exceeding a customer's expectations to create a positive customer experience with a product or brand.



Lifecycle stages

- Subscriber
- Lead
- MQL
- SQL
- Opportunity
- Customer
- Advocate

Why?

*The more advocates you
have, the fewer ads you
have to buy.*

Dharmesh Shah

HubSpot CTO and Co-Founder



5-25X more expensive to acquire a new customer

A **5%** increase in customer retention can increase company revenue by **25-95%**

The probability of selling to an existing customer is **60-70 percent**.

The probability of selling to a new prospect is **5-20 percent**.

How?

Solve customers' problems.

Be timely.

Be helpful.

Help customers succeed.

Listen to customer feedback.

Be enthusiastic.

Be unexpected.

Build a community.

... and use the HubSpot tools to help!

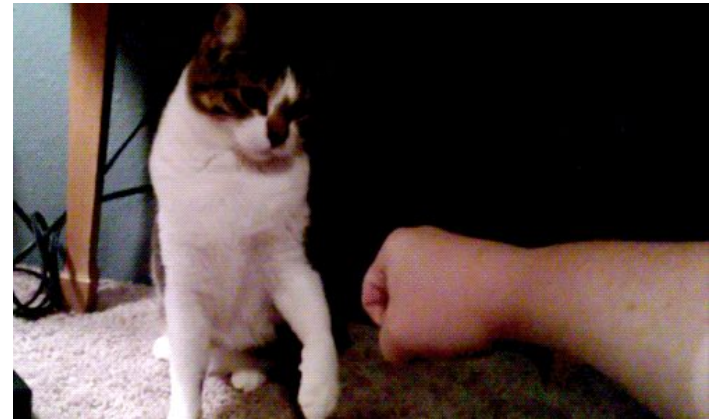
Customer Lifecycle Stages

Handover

Onboarding

Ongoing

Renewal



Handover & Onboarding

Setting expectations

- SLA, roles and responsibilities

Getting buy-in

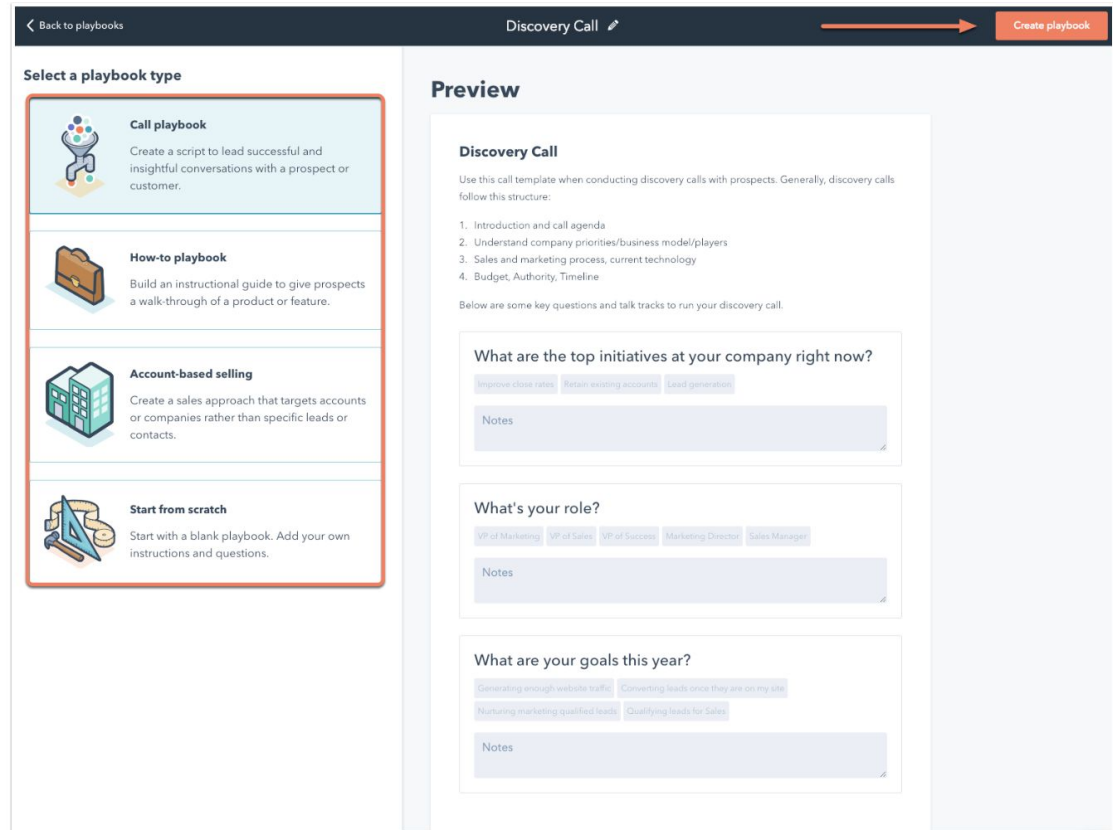
- align the goals, ask for input, assign some tasks

Communication & documentation

- Connect inbox, notes, playbooks tool

One of many possible examples

- Collect consistent information
- Improve productivity
- Enables the service team



The screenshot shows the HubSpot Playbook Builder interface for a 'Discovery Call'. The interface is divided into two main sections: 'Select a playbook type' and 'Preview'.

Select a playbook type

- Call playbook**: Create a script to lead successful and insightful conversations with a prospect or customer. (This option is highlighted with a red border.)
- How-to playbook**: Build an instructional guide to give prospects a walk-through of a product or feature.
- Account-based selling**: Create a sales approach that targets accounts or companies rather than specific leads or contacts.
- Start from scratch**: Start with a blank playbook. Add your own instructions and questions.

Preview

Discovery Call

Use this call template when conducting discovery calls with prospects. Generally, discovery calls follow this structure:

1. Introduction and call agenda
2. Understand company priorities/business model/players
3. Sales and marketing process, current technology
4. Budget, Authority, Timeline

Below are some key questions and talk tracks to run your discovery call.

What are the top initiatives at your company right now?

Improve close rates, Retain existing accounts, Lead generation

Notes

What's your role?

VP of Marketing, VP of Sales, VP of Success, Marketing Director, Sales Manager

Notes

What are your goals this year?

Generating enough website traffic, Converting leads once they are on my site, Nurturing marketing qualified leads, Qualifying leads for Sales

Notes

Navigation: Back to playbooks | Discovery Call | Create playbook



Ongoing Service

Relationship building (partnership mentality)

- Educate and coach
- Gestures, special offers

Communicate results

- Own the mistakes & celebrate the successes

Build a story together

- Co-promotion & case studies

One of many examples

Social

Create social post

Publishing

Monitoring

Reports

Inbox Streams

- All Activity 1
- Conversations 1
- Interactions 0
- New Followers 0

Twitter Streams

Create stream

Customers

Mentions of @Biglytics

test

Retweets of @Biglytics

Competitor Streams BETA

Create stream

Customers

Edit

Interacting as @Biglytics

Search



@me Fitton

@Pistachio

protip: alias sudo to "please" for a much more wholesome unix experience

```
alias sudo="sudo"
alias please="sudo"
alias please="sudo"
alias please="sudo"
alias please="sudo"
alias please="sudo"
alias please="sudo"
alias please="sudo"
alias please="sudo"
alias please="sudo"
```

Reply Retweet Like Quote tweet 3 hours ago



Karen Rubin

@karenrubin

@karenrubin retweeted



Shira Ovide @ShiraOvide

And I am not exaggerating when i say I cannot WAIT to read the SEC comment letters on WeWork's draft IPO filings. Like, if I had a beach vacation planned, I would print out those letters to read as I dug my toes in the sand.

Reply Retweet Like Quote tweet 10 hours ago



Laura pls read White

Fragility before u

@me Fitton

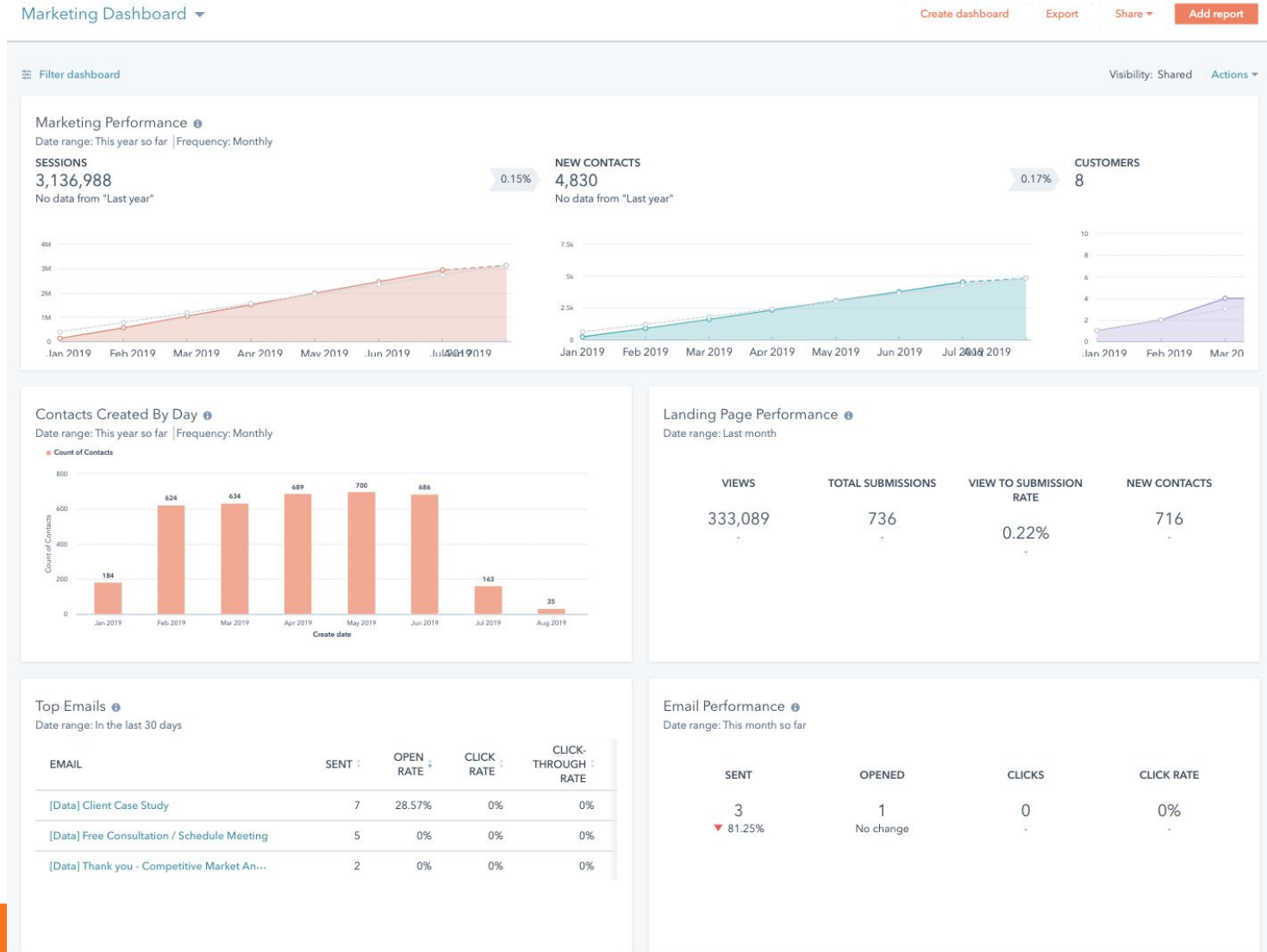
@Pistachio retweeted



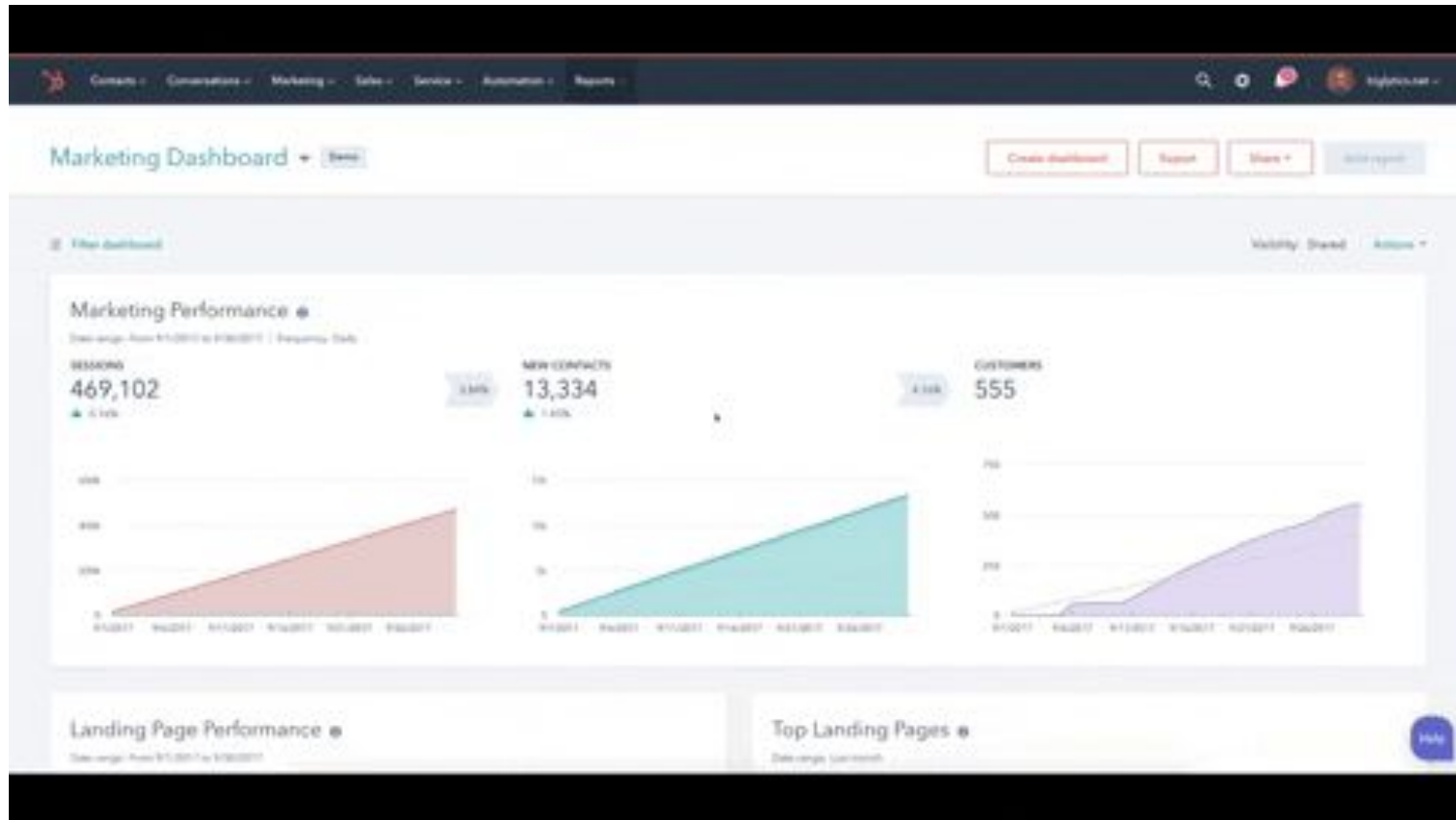
chris evans @notcapamerica

View more

Another of many possible examples



Sidebar: Report Drill Down



Renewal

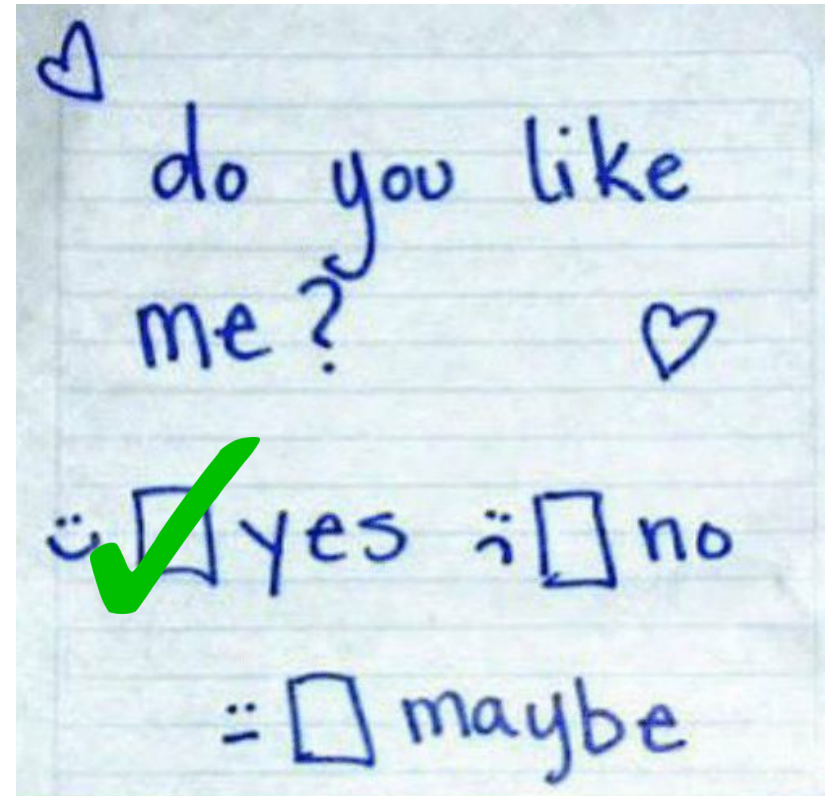
Anticipate needs (remember their pain points)

- Prove ROI? Look good? Save money?
- Use workflows to make it easy

Advocacy

You won't know unless
you ask, measure,
and document

- NPS survey
- Get feedback regularly
- Listen and respond



Thanks!

Questions?

Break time...

- **Post on social media and tag @babelquestuk for a chance to spin the wheel and win prizes!**
- **Visit our resource booth**
 - **free HubSpot portal audit**
 - **content marketing ebook...**

Welcome

Gem Latimer

Welcome
Emma
Browning



Looking for your next opportunity?

We're looking for amazing people to join our team!

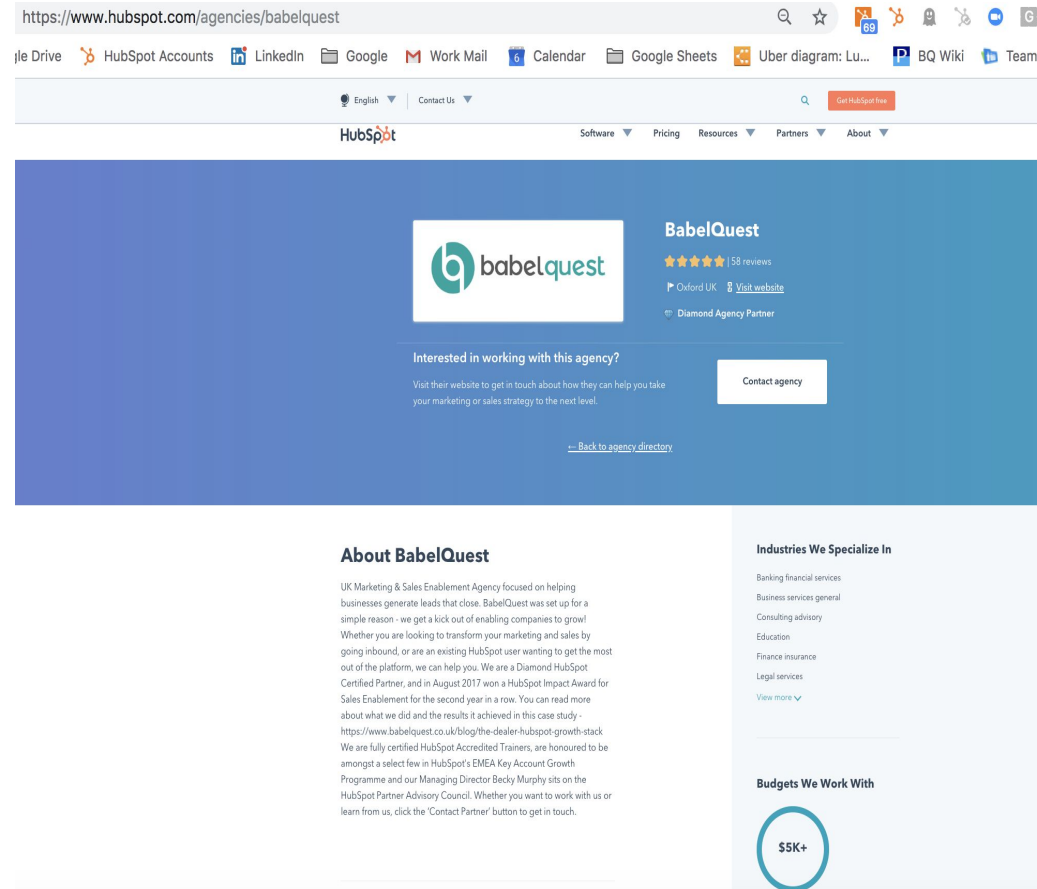
- Inbound Marketers
- SEO Marketer
- Technology Content Writer
- Social Media Marketer
- PPC Marketer
- Content Writers
- Video Producer
- Business Development Rep



www.babelquest.co.uk/careers

Help grow the HUG

If you love what we do at the Oxford HUG, we'd be really grateful if you could leave us a testimonial on our **HubSpot Partner Directory Page**.



The screenshot shows the HubSpot Partner Directory page for BabelQuest. The URL in the browser is <https://www.hubspot.com/agencies/babelquest>. The page features the BabelQuest logo, a 5-star rating with 158 reviews, and a 'Diamond Agency Partner' badge. A 'Contact agency' button is prominently displayed. Below the main content, there is an 'About BabelQuest' section with a detailed description of their services and a 'Budgets We Work With' section showing a range from \$5K+.

BabelQuest
★★★★★ | 158 reviews
Oxford UK [Visit website](#)
Diamond Agency Partner

Interested in working with this agency?
Visit their website to get in touch about how they can help you take your marketing or sales strategy to the next level. [Contact agency](#)

[Back to agency directory](#)

About BabelQuest

UK Marketing & Sales Enablement Agency focused on helping businesses generate leads that close. BabelQuest was set up for a simple reason - we get a kick out of enabling companies to grow! Whether you are looking to transform your marketing and sales by going inbound, or are an existing HubSpot user wanting to get the most out of the platform, we can help you. We are a Diamond HubSpot Certified Partner, and in August 2017 won a HubSpot Impact Award for Sales Enablement for the second year in a row. You can read more about what we did and the results it achieved in this case study - <https://www.babelquest.co.uk/blog/the-dealer-hubspot-growth-stack> We are fully certified HubSpot Accredited Trainers, are honoured to be amongst a select few in HubSpot's EMEA Key Account Growth Programme and our Managing Director Becky Murphy sits on the HubSpot Partner Advisory Council. Whether you want to work with us or learn from us, click the 'Contact Partner' button to get in touch.

Industries We Specialize In

- Banking financial services
- Business services general
- Consulting advisory
- Education
- Finance insurance
- Legal services
- [View more](#)

Budgets We Work With

\$5K+

www.hubspot.com/agencies/babelquest

Next HUG

Next HUG: AUTOMATION **We're on the hunt for speakers!**

We're always looking for speakers for our HUGs. If you're an expert in a particular topic or would like to share your own HubSpot success story, let us know!

Preparing the 12-month HUG plan, topics TBC