

A PRACTICAL GUIDE TO HUBSPOT INTEGRATIONS





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About BabelQuest

Introduction

Businesses are experiencing high growth rates in their technology landscapes, IT budgets are expanding, and a large proportion of those budgets are predicted to be dedicated to SaaS (Software as a Service), also known as a cloud-based delivery model (i.e. HubSpot). In fact, [44% of businesses](#) plan to increase their IT budgets in 2020 to replace any outdated technology.

Businesses of all shapes and sizes are bursting at the seams with applications they often don't even know they have. As most fall through the cracks, the full value organisations could be getting from these applications becomes lost.

A term that used to be popular, and that is still relevant today, is 'Shadow IT'. Shadow IT is a term that refers to Information Technology (IT) applications and infrastructure that are managed and used without the knowledge of the IT department. Yes - this used to only be applicable to software solutions hidden from IT departments, but as IT has infiltrated every business department, and SaaS solutions have turned making decisions with technology something that can happen at any level, the term has become even more relevant for business owners, sales and marketing teams alike.

73% of enterprises will run almost entirely on SaaS by 2020.
[PieSync](#)

All of this presents two key problems; total cost of ownership is likely to be high and trust in the systems (both in terms of value it provides and being able to trust the data) is low.

To put it another way - you're spending more on SaaS solutions than you need to, and you aren't getting the best value from them. This guide aims to show you, when done right, how you can not only avoid these problems, but manage and integrate your SaaS landscape to deliver trusted, enriched data, and powerful functionality to your marketing, sales and business operations teams.

How to manage integrations

When you consider that a typical mid-sized company changed [39% of their SaaS](#) (software-as-a-service) apps in 2018, and that the average employee uses at least eight apps when at work, you begin to see the scope of the challenge in terms of managing integrations and keeping up with business requirements and new software changes.

As companies grow, the average number of apps per company tends to increase on a linear basis.

Blissfully

In this case, visibility, collaboration, and flexibility are critical. Before you even consider new integrations, you need a view of all people, apps, and connections currently in use across your organisation. How is everything and everyone connected? Whichever integrations you're currently using, it's important that you make sure you're monitoring them to ensure they're synced correctly to your database, that you aren't duplicating subscriptions and that they're serving a clear purpose.

Monitoring your current integrated applications in HubSpot

What integrations are currently in use across your business? How much are they costing you? Do they connect — and speak with — each other, and how are they actually used?

Furthermore, what kind of connection does each integration have with HubSpot — and are they connected to yours? When monitoring your current integrated applications, questions such as these should be front of mind. So where do you start? HubSpot makes this easy:

Thanks to HubSpot's intuitive platform, you can easily access your connected business integrations via the Marketplace icon in the main navigation bar.

Each HubSpot integration in your portal provides different options:

- **Contact support:** including email, phone number and website URL.
- **Additional documentation:** each connected app provides a range of information, from individual integration requirements to steps for connecting them, as well as how to get started and how each individual integration functions in harmony with HubSpot.
- **Disconnect:** should you decide you no longer need one of your connected applications.
- **View details:** this isn't for all connected apps. Some offer the ability to read more in-depth information on the integration itself.

Whichever department or function you hail from, it's easy to forget that the data your integration gathers could be of vital use elsewhere across the business.

One of the ways you can manage this is through a SaaS management system like [Blissfully](#). Integration management platforms give you visibility over your business applications, usage, and subscription spend, enabling you to see workflows and automations that manage and track changes across your organisation and secure better insights and reporting. From IT and finance to operations and HR, this visibility is key as you provide everyone with the data they need to prevent any bottlenecks and work toward a unified goal.

If you're a smaller business with fewer complex requirements, creating a simple spreadsheet outlining the details of each integration is also a great way to manage and track your subscriptions.

Include the following details in your spreadsheet:

- Name and URL
- Contract type (e.g. annual, rolling)
- Start and end date
- Cancellation terms
- Cost
- Cost framework (e.g. pay per number of users, pay based on specific features)
- Number of users
- List of users

Staying up-to-date by monitoring the integrations your business is currently using will give you a clearer insight into which types of integrations are missing. It will also help you to determine which integrations are no longer useful or relevant to your operations or processes.

Avoid these 7 pitfalls when managing your integrations

When it comes to business integrations, are you finding yourself in a mess of bad habits? Maybe you've implemented too many integrations at once? Or perhaps you lost track and forgot to disconnect some applications that are now syncing dirty data with your CRM?

From marketing to finance, there are many common pitfalls you should be aware of when monitoring, managing, or selecting new integrations for your business. The good news is, avoiding these frequently seen mistakes is easy once you know what to watch out for:

1. Don't... act on impulse

Hastily integrating an application simply because it's the hottest new technology isn't the best way to justify why it's valuable to your department or business. With so many business

integrations at your disposal, knowing which to choose for your needs can be difficult.

Instead, keep in mind that the integration must meet the goals and priorities of the business. What are you hoping to achieve? Are there any gaps that can be filled with an integration? If you lead the marketing team, for example, you might be looking for an integration that will provide you with better visibility over the commercial impact of your marketing performance? Or maybe you're a sales director looking to increase revenue and enhance outreach?

Taking the time to clearly define your business priorities will help to provide the clarity you need to choose an integration that will not only fit well with your current processes but will help achieve your business objectives.

2. Don't... integrate multiple new applications at once

Integrating multiple applications at once opens you up to confusion and reduces manageability. What is connected to what? In this case, consider integrating them in stages, with the integrations capable of addressing your biggest or most pressing business challenges coming first. To get an accurate picture of what this is — and to promote senior buy-in — liaise with key stakeholders to build a business case (see [section 3](#)) for the top integration, explaining why it's essential and how it aligns with your business requirements.



3. Don't... integrate multiple new applications at once

If you keep adding and taking away integrations and changing your mind over what to use, you wind up losing track of what you have, where it is, and what it's doing for the business. This could then lead to multiple problems in your database.

For instance, you decided to integrate with a different client communications system and forget to disconnect the previous application. In this situation, you're unknowingly stuck with multiple apps serving the same purpose that are all feeding information into your CRM, which leads to inconsistencies and duplicated data.

Whether you're reviewing existing integrations or planning to implement a new one, ensure the data involved is accurate, complete, current, and relevant. This will guarantee that, once your integrations are speaking to one another, the data shared will be fit for purpose.

Related read: [How to Clean Your CRM Data in 7 Simple Steps](#)

4. Don't... underestimate the value of training and technical support

As you add new integrations, do you have a plan in place for training and support? If your team isn't adequately trained on how to use new integrations, or if they don't know who to turn to for technical support, you'll find that the adoption process can be quite difficult.

Providing employees with a [step-by-step plan](#) on how to use a new integration and how it can be incorporated into their current work processes is a critical step in ensuring the integration is used properly. They need to be reassured that the integration won't disrupt their daily workflow. The transition should be as seamless as possible.

Did you know... HubSpot integrations offer the right technical documentation and training support to help achieve this smooth changeover?

5. Don't... overlook orphaned subscriptions

Orphaned subscriptions typically occur when the person who originally purchased the app has left the organisation, essentially leaving the app 'orphaned'. When this happens, no one is left to monitor how much is being spent on the app, when or if the subscription renews, or if anyone is actually using it across the business.

This can be quite costly for any organisation, particularly if a lack of process around app parentage leads to multiple orphaned subscriptions – just another example of why monitoring your current integrations is so important.

"The average organisation can spend up to \$710/month per orphaned subscription." Blissfully

6. Don't... duplicate subscriptions

This usually happens in larger organisations where different functions are using the same app but under separate contracts instead of one. Perhaps someone from finance and HR are using the same software to manage their teams. The impact of this duplication means higher monthly costs for the whole business. With clear communication and the effective management of all connected applications, this situation can easily be avoided.

7. Don't... hang onto outdated integrations

Based on the fast rate at which business integrations continue to evolve, it's safe to say that your SaaS stack can quickly become outdated if you're not paying attention. It's important to embrace change, remove your old integrations, and replace them with tools that will improve visibility and collaboration across all teams.

When you hang on to outdated integrations, you're putting your entire technology stack at risk. You need to be flexible and rethink business processes in order to accommodate new and innovative integrations that can empower your team and help the business.

Asking the technical questions before integrating

You've come to the right place if you're finding yourself lost amid a sea of integrations with no clue where to start. If you're looking at a new integration for your business, you need to ask the right technical questions and equip yourself with knowledge before diving in.

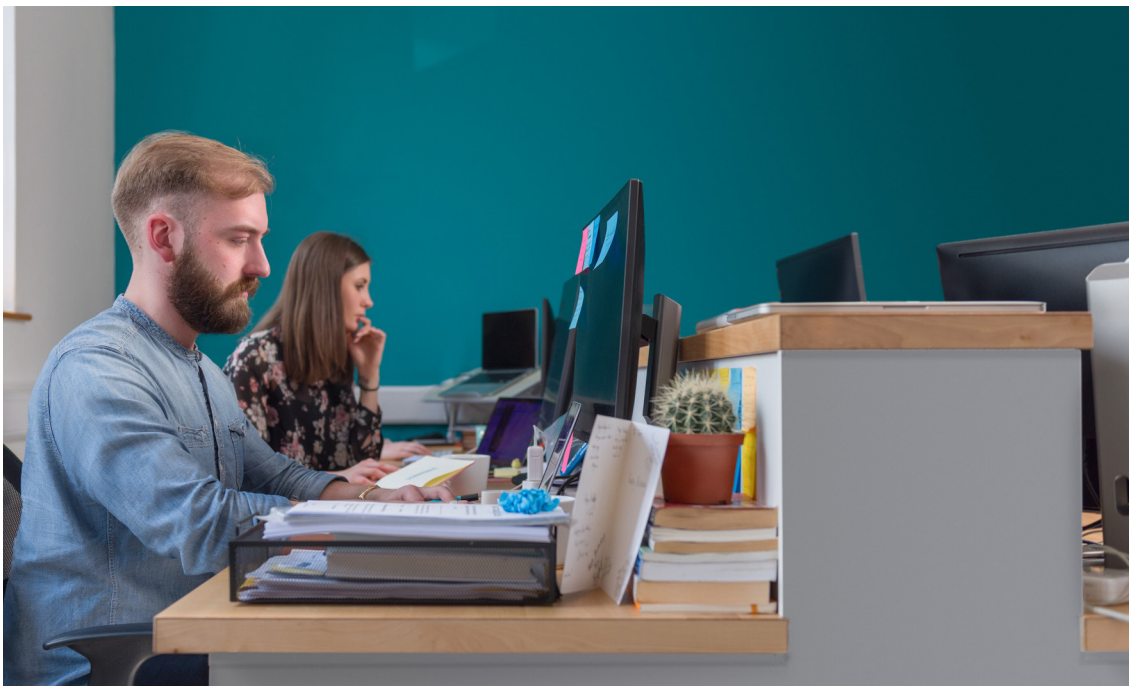
Finding the right integrations to meet your business requirements doesn't have to be a daunting task if you know where to begin.

Q: Will it require custom development to do what I need?

A: If you're in luck, an out-of-the-box integration will do exactly what you need. But depending on how complex your requirements are, you might need to evaluate both custom development and out-of-the-box integrations around your business needs.

If you're a smaller business, a ready-to-use out-of-the-box solution might be exactly what you're looking for. However, if native integrations don't cover your more complex requirements, you might need to write custom code and find a solutions partner to help with the development.

For more information on which option to choose, see [section 4](#)



Q: Is it a native integration?

A: You can access a wide range of native HubSpot integrations directly from your portal. With these types of integrations, there's typically no need for custom engineering or development. They're usually out-of-the-box solutions ready for immediate implementation. Native integrations allow you to access them within the software you're using (e.g. HubSpot) without having to go to a separate web page or platform to log in. For instance, video software platform [Vidyard](#) integrates natively with HubSpot, allowing you to embed videos directly from within your HubSpot account without having to log into Vidyard separately.

Q: Is the integration bi-directional?

A: [Bi-directional sync](#) is a way of sharing data between two systems through their APIs (application programming interface). Every app has an API from which data can be pulled, transformed, and submitted to a second API. HubSpot's open API means you can quickly and easily connect it with other systems. An example of bi-directional sync would be between HubSpot and Salesforce, where you can use the data from one software to better the user experience and functionality of the other. Syncing both of these [integrated marketing tools](#) together allows you to use them in harmony.

However, if the integration you've chosen doesn't have bi-directional syncing capabilities, then this means your integration only pushes data in one direction toward a single system, also known as a one-way sync.

Read more: [How to Migrate from Salesforce to HubSpot](#)

Q: How often will the data sync?

A: Monitoring how often your data syncs is part of the process of managing your integrations. Does the data sync instantly or is there a delay? Does each integration have different syncing schedules? Maybe some integrations sync every hour? The regularity with which your data syncs could impact its accuracy and the quality of any insights drawn from it.

Overall, the vast majority of integrations will sync instantly. However, to accurately track how often this occurs, your best bet is to contact the company that runs the integration to get the specifics. They might even have this information as part of an FAQ page on their website.

Q: Could a delay affect productivity?

A: The answer to this will depend on your team, their processes, and how they work with the integration. Considering most integrations sync instantly, productivity shouldn't be affected. However, let's say your new business developer uses Vidyard to send a video. An immediate notification alerting them to a prospect watching the video would be a prime opportunity for them to reach out to that contact. But, if there was a significant delay in getting this notification, then the opportunity might be lost.

Q: Are there any manual elements to the integration?

A: Depending on the integration, you might find the data doesn't sync automatically and needs to be pushed across manually, or that you have to manually categorise information once it's in the intended system.

Make sure the manual elements are easy to use and understand. For instance, with [CircleLoop](#), the call is attached to the contact record and you have to manually assign or categorise the type of call (e.g. connect call). In the long run, this is worthwhile for gathering statistics on how many connect calls you have received.

Q: Are there any updates to the integration in the roadmap?

A: Let's say you're thinking about getting a new integration and you're building a business case. As you're talking to your key stakeholders, it's important to communicate if there are any planned updates that might positively impact the way people on your team will use the integration. If they aren't 100% sold on the existing features, there could be some elements in the roadmap that will make the usage of the integration much more relevant to the business and capture their attention.



Building a business case for new integrations

Depending on your role or the cost of any new integrations you're considering, you may need buy-in from the budget holder before you can invest. Whether that's your department head or business owner, aligning integrations with business requirements, goals, objectives, and processes is an important step before taking the plunge. How do you get there?

Communication is key to obtaining buy-in. With that in mind, we recommend using the 'three-sale sale' framework (below) as an approach to help you build your business case.

Using the 'three-sale sale' framework

If you're new to building a business proposal or you're not sure where to start, using this sales framework breaks down your business case into three key areas:

1. **Why change?**
2. **To what solution?**
3. **How and with whom?**

1. Why Change?

Why is your business considering implementing a new integration into its business processes? Is there a gap in the business that needs to be filled? Does the integration address a challenge the business is currently facing? What does it need to achieve?

Think about the impacts of this on the various stakeholders you intend to address, as their drivers may well differ and engaging all of them will be key to securing universal buy-in.

2. To what solution?

This is where you can talk in more detail about your recommended integration solution. Support your recommendation with a variety of alternative options, providing a greater context for your preferred solution while giving the stakeholders the ability to come to an informed decision.

Why is it the right choice? How does it solve the challenges addressed in the first step? How will it empower your team to achieve higher levels of service and productivity?

3. How and with whom?

You need to consider how you're going to incorporate this new integration into various business processes, whether that's marketing, sales, service, finance, HR, or another function.

Be transparent with everyone who will be impacted by the new integration. Make sure they're all on board and understand the change and how the integration will work.

Once you've chosen an integration option and created the business case, it's time to publicise it. Distribute it across the intended stakeholders only. If there are too many people involved in the decision-making process and they all wish to revisit requirements or discuss ideas, it could set your progress back. Follow this with a presentation of your business case.

As you're presenting your case to key stakeholders, think:

- **What do they care about?**
- **How would a new business integration help them achieve their goals?**
- **What would the business look like if you didn't bring in this new integration?**

While the three-sale sale framework is a great start to framing and structuring your case, what really matters is developing a solid, in-depth argument to persuade key stakeholders to make the change.

Discover how to use the [three-sale sale framework for your CRM implementation](#)

Implementing integrations

With your solution chosen and buy-in secured, you should now be ready to plan for implementation. What this looks like will depend on whether your solution is a custom or out-of-the-box integration. Each has its own challenges, benefits, and means of implementation, so it's up to you to determine which will fit the best with your requirements.

Under the spotlight: Custom integrations

Advantages

Tailor-made integrations can be fully customised for all of your desired functions and features. When developed correctly, custom integrations can improve workflows, enhance productivity, and increase accuracy. You can add and remove features as you need them and change different functionalities as your business evolves. This level of flexibility provides you with a long-term solution that can continuously be improved and altered to fit the growth of your business.

Custom integrations are a good option if your business has outgrown the capabilities of an out-of-the-box integration. It can even be helpful to start with an out-of-the-box solution before jumping straight into custom development. This way you can identify any gaps or limitations and fill them with more customisable features going forwards.

How do you deploy custom integrations? If you're concerned about your complex business requirements, at BabelQuest we can help plan, map and build your custom integration. [Drop us a line!](#)

Disadvantages

Being in control of the functions you can incorporate is a great way to ensure you're meeting your complex business requirements, but if it becomes too complicated, what will the end-user adoption process be like? An overly complex integration could effectively inhibit productivity and diminish the benefits of your custom solution.

Another downside to custom development is that it can often be labour-intensive and time-consuming. Depending on the size of your business and the number of stakeholders involved in the process, it can take months or even years before getting it right and being able to deploy the integration throughout your organisation. The upfront costs can also be steep as you need to factor in development costs, consulting, system design, integration mapping, testing, maintenance and resources.

Custom integrations aren't deployed in a day. The cost for maintaining these integrations in the long-term can creep up on you. They require a lot of care and attention as it can take months or years of investment, testing, and implementation to design a solution that works for your needs and functionality.

Discover the [top 5 reasons why people are tied to their DIY CRM](#)

Under the spotlight: Out-of-the-box integrations

Advantages

Out-of-the-box integrations are user-friendly, easy to install and see fast adoption rates. You can find these integrations in [HubSpot's App Marketplace](#). They don't require any configuration or high level of technical expertise to navigate them. They can be deployed instantly and all functionalities are automatically updated. In fact, in your HubSpot portal, you have access to each integration's support teams and online tutorials.

Depending on approvals, training and the implementation process, the integration can be launched in a matter of hours. Out-of-the-box integrations will meet most of your business needs and provide you with the ability to offer any feedback should there be any missing features. Integration providers will take into account your needs as a business and try to work it into their product roadmap.

Disadvantages

Since out-of-the-box integrations serve a larger customer base, the functionalities could be too generic to meet the needs of the market. This is a downside if your business has more unique or complex processes. This type of integration could, therefore, be missing some components and features that are important to your workflow.

Integration providers often actively seek user feedback to help them develop their product, but that doesn't guarantee they'll develop the integration around your specific feedback.

When choosing an out-of-the-box solution, you should also consider scalability. How are you going to use this integration in the future? How many users and features will you need? Can an out-of-the-box integration grow with your business?

As we mentioned with custom integrations, some businesses might outgrow the capabilities of an out-of-the-box integration and turn to custom development to fulfil their business requirements.

How to get end-user adoption

With the implementation process defined, you should now be in a position to put in place an adoption plan for rollout across the business. After all, what good is a shiny new integration if no one incorporates it into their daily work processes and they don't understand its value?

This process can be broken down into four key steps:

1. **Defining your integration**
2. **Consulting key stakeholders**
3. **Testing before integrating**
4. **Timelines, training, and expectations**

Defining your integration

Context is key so that anyone working from the adoption plan has a clear understanding of what the new integration is and why it's necessary. You will need to figure out how to communicate the value it will bring to the table and how it will enhance the way your team does their job.

What are the benefits? What challenges does it solve? Which specific pain points will it alleviate?

This section can be created easily by referring back to your original business case and liaising with the appropriate stakeholders involved in the decision-making process.

Consulting key stakeholders

Don't create the adoption plan in isolation. Instead, consult the stakeholders whose teams and departments will be impacted by the rollout. For instance, if you're choosing an integration that will affect the sales process, then the sales director, sales consultants, new business developers, and anyone else who might be affected by the change, will need to be notified when developing your adoption plan.

Bringing these teams into the conversation will help you to understand how they currently function and what a realistic, actionable adoption plan for the new integration will look like.

Check out these [5 easy-to-use HubSpot integrations to instantly enhance your sales outreach](#)

Testing before integrating

Before rolling out a new integration, make sure to test it. Take advantage of free trials to get

a clear idea of what it will look like in practice. One great idea is to put together a pilot group made up of a range of people who will be most affected by the change.

This pilot group can then identify how the new integration will impact daily routines and processes and fix any kinks before rolling it out to more people in the business. Individuals from the group can also become advocates for the new integration, reducing resistance to the changes as well as assisting with onboarding and training during the adoption process.

Timelines, training and expectations

Other elements of an adoption plan include:

Developing a timeline: When will you present the new integration to key stakeholders? When will you integrate and turn off your current tool? How long will it take to complete any training? The end-users will need to know when they'll have to make the switch and what this process will entail.

Training: Make sure there are sufficient support, resources, and training opportunities. Verify if there's a need for training depending on the type of integration you're introducing. Native integrations have a simple and quick adoption process and may not need the same amount of training as a custom integration. Identify the type of training you will use, for instance, online training, group sessions, Q&A workshops, and training labs are all different options to pick from. Make sure to identify if some people will need more intensive training than others and consider whether the integration process will result in a loss of productivity.

Setting expectations: Make sure you communicate clearly how employees are meant to adopt this new integration into their work processes and what happens should they refuse and resist change.

Follow-up: Evaluate the performance of your new integration. Are there any issues with how it works? Are there any bugs? Are you staying on top of updates? Are the adoption rates consistent? In this case, is more training required? Is the new integration helping you reach your business goals? Gather feedback from employees and how they're incorporating the technology in their processes. Make sure they feel heard and valued throughout the process.

Find out the real reason [why so many CRM implementations fail](#)

Getting to know iPaaS solutions

iPaaS (or Integration Platform as a Service), is a cloud-based solution that integrates various applications, systems and technologies, shares information, and syncs/updates data between multiple apps. Combining data from system to system, iPaaS is a central platform that standardises how data flows between apps, helping to streamline business processes and improve efficiencies.

If you use iPaaS, you'll want to set aside some time to make sure this is properly connected.

Seamless integration between multiple apps opens up a world of data-sharing possibilities. iPaaS solutions are most often used when your software's marketplace (e.g. HubSpot) doesn't have the specific type of integration or connection that fits the needs of your business. iPaaS will help connect all your disparate applications and systems together.

Monitoring and maintenance of your iPaaS are essential to make sure your technology is speaking to each other and that you're getting the most value from your integrations.

Do I need an iPaaS?

If you're unable to connect an integration or application with your existing technology suite, iPaaS could be just what you need to enable data syncing, connect new apps, and centralise your company's data.

Let's take a look at how using one could benefit you:

A central solution

Having all your software connected in one cloud-based location makes it much simpler to organise and access everything you need. For instance, by using iPaaS platforms such as [PieSync](#) or [Zapier](#), you could sync your HubSpot CRM to an accounting system which doesn't have an out-of-the-box integration. You could set this up to ensure that any change with a billing contact would be reflected in both software. With everything synced, there's no need to worry about inconsistencies or data loss.

Increased productivity

If you find that your business requirements become complex and you need to seek out a solution that can provide further integration functions that are beyond some of HubSpot's connection capabilities, iPaaS is the perfect fit. You can do more work in one central platform and easily observe all of your workflows in one view. When you bring all your tools and systems together with iPaaS, you're increasing internal efficiency and gaining a better view of your business performance.

Improved customer experience

Enabling every department and function across your business to access the same data promotes consistency and provides them with a centralised data trail for each contact in their database. Whether you're on the marketing team, in sales, customer service, HR, or finance, for example, everyone sees an overview of each customer's data, enabling you to follow their buyer's journey from start to finish while delivering a more seamless experience.

Exploring the possibilities with HubSpot integrations

There is an endless number of possibilities when it comes to [HubSpot](#) and its connected applications. And when you factor in custom development, the options really are boundless. In fact, you can pick from over 300 integrations ranging from a variety of different categories including advertising, customer success, content, email, lead generation, and so much more.

In this final section of our practical guide to HubSpot integrations, we will explore use cases from some of the most [popular integration categories](#) for enhancing business processes and operations.

Use Case #1: Advertising and marketing

The challenge: You've identified that your website isn't converting well and could be more user-friendly. You can see the pages where people are currently converting, but since this doesn't provide you with enough data-driven insights, it's becoming a real challenge to make any significant changes.

The solution: Use a marketing analytics integration to place website usage data directly into HubSpot. Apply heatmaps to track and report every HubSpot contact's interaction with your website, make use of data visualisation and predictive analytics, get reports on where people are most often converting and map customer website journey details.

Use Case #2: Sales outreach

The challenge: You've just had what you thought was a successful sales call with a prospect, but a few weeks have gone by and now the lead has gone cold. You'd love to go back and see what went wrong on the call, but it wasn't recorded. Now you're stuck wondering what happened without knowing what went wrong and how you can improve in the future.

The solution: You install an integration that makes it possible to record and log every call you or your team makes in one place. It automatically saves every contact's information in HubSpot while making it much easier for you to schedule meetings, manage call flows, refer back to call data and record conversations, all without having to manually enter any data.

Use Case #3: Finance and billing

The challenge: You've decided on an accounting integration to enhance your billing process but unfortunately it can't connect with your existing technology suite. You're disappointed, to say the least — the ability to sync and centralise all your data would transform the accuracy

and efficiency of your finance operations overnight.

The solution: Using a connector integration, you're able to sync your accounting application with HubSpot after all, enabling you to access all the billing details you need directly from your HubSpot portal without having to log into the individual app or hunt for information.

Related read: [8 Obvious Oversights that Almost Everyone Makes When Buying HubSpot](#)

Use case #4: Design and content

The challenge: You're regularly uploading a lot of newly designed images into HubSpot. First, you have to go into your design software, then download the file you want to your computer and finally upload the file to HubSpot (you might even face the recurring issue of remembering what you named the file in the first place). This may sound simple enough, but it's challenging and time-consuming when you multiply this process by the many images you have to upload.

The solution: Choose an integration that allows you to create and select the design asset you want for your content creation workflow from directly within HubSpot, without having to worry about any downloading, uploading or switching between tools.

Use case #5: Internal communications

The challenge: You've just written an ebook and your company review policy means you now need to run it by a number of your colleagues for feedback and signoff. You send an email asking for their input, and the next thing you know you're stuck in a messy internal email chain that just won't end. It becomes a challenge to effectively communicate and collaborate as a group with multiple follow-up emails coming left, right and centre.

The solution: You roll out a customer success integration that links your various internal communication platforms together. Instead of relying on long, unwieldy email chains, you have now enabled seamless and straightforward communications with employees — perfect for getting feedback from the rest of the team on your draft.

Use case #6: Email optimisation

The challenge: You're building an email campaign to try and engage your contacts, however you're noticing high bounce rates and low conversion rates. With these results, it becomes challenging to nurture new leads and convert them into long-time customers. How can this be avoided?

The solution: Use an integration that will automatically optimise the send time of each email and communicate with the prospect when they are most likely to engage. Considering the high number of emails we receive on a daily basis, the goal is to send the right email to the right person at the right time. Create a personalised delivery time for each email you send and tailor your strategy to enhance engagement.

Use case #7: Event and webinar

The challenge: You've put together a webinar next month to discuss the top marketing trends in 2020, and it seems you have a great turnout of registrants. However, now you're stuck manually importing data about your webinar contacts. Without automation, not only does this task grow tedious, but it becomes a challenge to detect effective ways to connect with your target audience.

The solution: With different event or webinar integrations, your contacts can easily register for webinars and the registrant information will automatically sync in HubSpot. You can also access this data to see how you can better connect with your target audience. No manual logging needed!

Use case #8: Lead nurturing

The challenge: You're talking to a good-fit business prospect. You want to make sure you understand and engage with everyone in the decision-making unit, but you have no way to record roles or distinguish how each contact relates to one another within a particular account (e.g. who reports to who).

The solution: Use a lead nurturing integration to map and build customer organisational charts on each of your accounts all within the HubSpot CRM. From here, you can access any company or contact, see key stakeholder roles and understand the relationships between each person for more context.

Use case #9: Social media

The challenge: So your business is active across multiple social media channels — great! But now what? Are you able to gather information about your followers? Can you see the type of content they interact with and share? By going in blind and not tracking engagement or automating parts of your social media strategy, interacting with your network and nurturing social leads into customers becomes a challenging task.

The solution: Social media integrations lead to a greater understanding of your followers and the type of content they like to share. You can automatically connect your business's social media account to HubSpot, schedule posts ahead of time, and measure social performance. From here you can easily track engagement and further improve your marketing efforts. Information on your followers is then added to your contact lists in HubSpot.

Use these [5 HubSpot integrations to facilitate employee advocacy](#)

Use case #10: Video

The challenge: As part of your sales process, you typically reach out to leads with cold calls or emails. The challenge is you can't seem to get through to them. The truth is your contacts likely receive hundreds of traditional emails every week. If you aren't willing to branch out and test different ways of interacting with prospects and customers, it can be difficult to remain on

top of the competition and remain relevant in your industry.

The solution: Since [four times](#) as many consumers would rather watch a video about a product rather than read about it, it's clear there is a higher demand for video content. There's a face-to-face element of video that text-based emails just can't achieve. As such, incorporating different forms of media on your website can also become useful for increasing engagement. Video integrations in HubSpot provide you with the right tools and templates to effectively create videos for your website.



About BabelQuest

BabelQuest was formed from our belief that businesses need to put their prospects and customers first if they want to grow in a predictable, repeatable, scalable way. From strategic foundations and the latest technology to the implementation of core marketing, sales, and services activity, everything we do focuses on achieving this.

Central to delivering on this promise is our ability to join the dots between marketing, sales, and customer service data, informing our ability to develop business-wide inbound strategies that help to start a meaningful conversation between our clients and their customers.

Other ebooks by BabelQuest:

1. [From Data To Insight To Action](#)
2. [How to Generate Leads That Close](#)
3. [How to Set Up Your Inbound Marketing Strategy](#)
4. [The Beginner's Guide to Content Strategy and Implementation](#)
5. [How to Sell More and Grow Better](#)
6. [The SME's Guide to Choosing, Migrating and Rolling out a New CRM](#)