

A COMPREHENSIVE GUIDE TO HUBSPOT HUBS

How to use HubSpot to attract and convert visitors to leads



GET TO KNOW THE HUBSPOT GROWTH STACK

The HubSpot platform houses several hubs that help with different aspects of business operations. Not every business will need every hub, but you may be surprised to learn how some can help you.

In this guide, we'll introduce you to all the HubSpot Hubs, explain what they do, and how they will benefit your business.

HUBSPOT MARKETING HUB

Think about the marketing you're doing right now and how much easier it would be with automation. The Marketing Hub makes it happen and will help you boost traffic and increase leads. The analytics feature also provides robust reporting so you can tweak your strategy on the go.

THIS HUB WILL HELP BUSINESSES:

- ✓ Attract and nurture leads
 - ✓ Create and manage content
 - ✓ Manage social media channels and posts
 - ✓ Improve email marketing
 - ✓ Work efficiently with marketing automation
 - ✓ Analyze and measure website traffic, lead generation, email engagement, social media reach, and more
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YOU NEED MARKETING HUB IF:

YOU HAVE A SMALL TEAM

HubSpot Marketing Hub helps you do more with less.

YOU NEED TO STREAMLINE PROCESSES

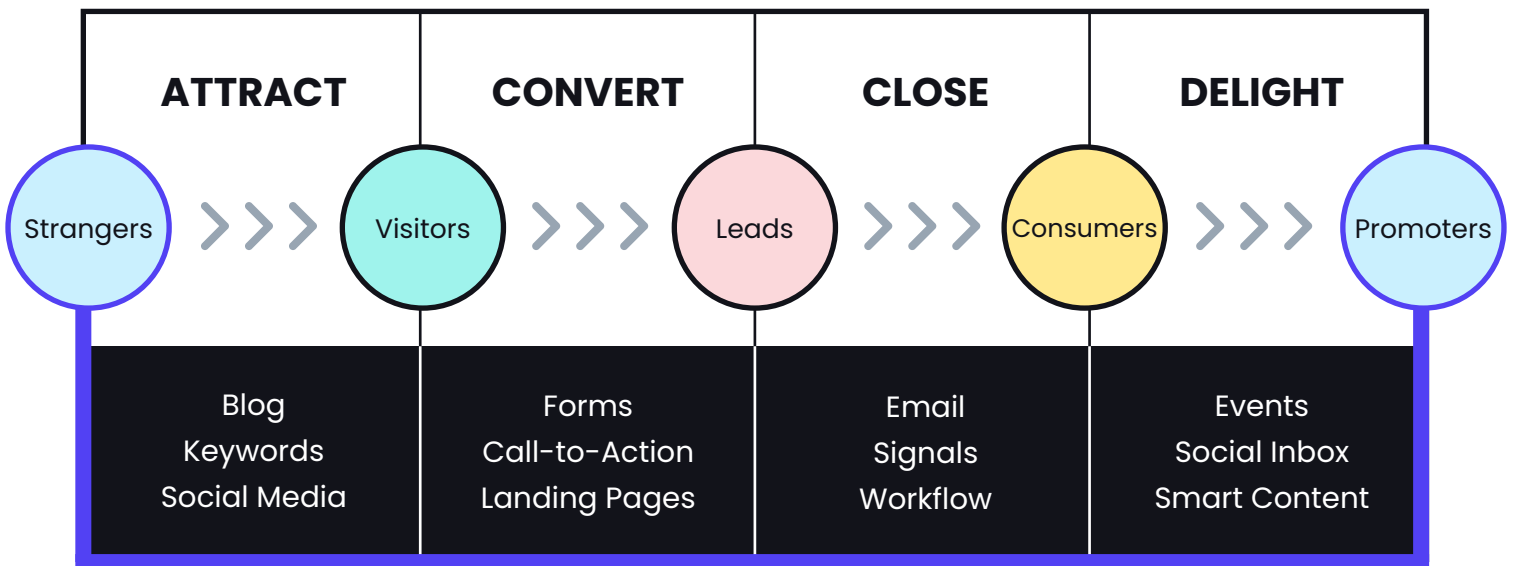
Marketing Hub makes it super easy to collaborate with teammates in an efficient, organized way.

YOUR FOCUS IS ON INBOUND MARKETING

This is where Marketing Hub excels. HubSpot's principles align with inbound marketing methodologies, including content creation, SEO optimization, lead nurturing, and analytics.

YOU WANT TO SCALE YOUR BUSINESS

With Marketing Hub, you can automate processes so you can focus on marketing opportunities, optimize conversion rates, and drive revenue growth.



HUBSPOT SALES HUB

HubSpot Sales brings useful information about the contacts and companies you interact with right to your inbox. Time-saving productivity tools help you sell in an efficient, modern, human way. This hub will help you identify engaged prospects and focus on closing the warmest leads. Pair it with HubSpot AI, and this hub will help you craft engaging emails and compelling CTAs.

THIS HUB WILL HELP BUSINESSES:

- ✔ Organize and track contacts in one place
 - ✔ Prioritize daily sales calls
 - ✔ Track emails to follow how your leads respond
 - ✔ Automate personalized sales emails to stay top of mind
 - ✔ Track and manage leads in your pipeline
 - ✔ Build email templates for easier, effective communication
 - ✔ Use reports to monitor deal activity, conversion rates, and revenue generated
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YOU NEED SALES HUB IF:

YOU NEED TO STREAMLINE SALES TASKS AND PROCESSES

YOU LACK INSIGHT INTO HOW YOUR SALES TEAM IS PERFORMING

YOU HAVE A SMALL SALES TEAM AND LIMITED BANDWIDTH

YOU WANT TO ACCELERATE REVENUE AND GROWTH

YOU NEED MORE INFORMATION ABOUT DEALS IN YOUR PIPELINE

HUBSPOT SERVICE HUB

Up your customer service game with HubSpot's Service Hub. Delight your customers with quality service and boost your team's productivity. This tool allows your team to manage customer relationships and streamline your ticket process.

THIS HUB WILL HELP BUSINESSES:

- ✔ Track, manage, and resolve customer tickets
 - ✔ Create a knowledge base for your team and customers
 - ✔ Add chatbots to enhance the service experience
 - ✔ Measure customer service performance
 - ✔ Streamline the customer service process across your team and your business
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YOU NEED SERVICE HUB IF:

YOU ARE A SERVICE-ORIENTED BUSINESS

YOU LACK AN EFFICIENT WAY TO TRACK CUSTOMER TICKETS

YOU HAVE A SMALL TEAM AND LIMITED BANDWIDTH

IF YOU WANT TO ENABLE SELF-SERVICE BUYING

YOU INTERACT WITH CUSTOMERS ACROSS MULTIPLE CHANNELS

YOU NEED A WAY TO SCORE CONTACTS

HUBSPOT CMS HUB

If you're looking for a better way to create, manage, and monitor the website content you produce, CMS Hub is the hub for you. HubSpot's easy-to-use interface means you don't need to get developers involved, and you don't need to know any code to build a website you love.

THIS HUB WILL HELP BUSINESSES:

- ✔ Organize and create content
 - ✔ Optimize for search engine optimization (SEO)
 - ✔ Improve website performance and security
 - ✔ Customize and personalize your content
 - ✔ Nurture leads through the buyer journey
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YOU NEED CMS HUB IF:

YOUR CONTENT IS DISORGANIZED, AND THE COLLABORATION PROCESS IS CUMBERSOME

YOU'RE LOSING ORGANIC SESSIONS DUE TO LACK OF SEO

YOUR WEBSITE CONTENT IS NOT ALIGNED WITH MARKETING STRATEGIES

YOU WANT TO PERSONALIZE YOUR OUTREACH

YOU NEED A MORE SECURE WEBSITE

HUBSPOT OPERATIONS HUB

If you're looking to better automate business processes, Operations Hub will help you clean, curate, sync, and maintain data. This hub will let you dig into more advanced data from your integrations and set up advanced workflows that improve efficiency.

THIS HUB WILL HELP BUSINESSES:

- ✓ Create custom-coded workflows
- ✓ Curate HubSpot datasets
- ✓ Automatically calculate the minimum, maximum, count, sum, or average value for properties on associated records
- ✓ Automate data cleanup

YOU NEED OPERATIONS HUB IF:

YOUR INTEGRATIONS AREN'T PULLING DATA INTO HUBSPOT

YOU NEED COMPLEX WORKFLOWS

YOUR DATA IS MESSY

YOU NEED MORE ADVANCED REPORTING

YOU COULD BENEFIT FROM DATA AUTOMATION

YOUR CUSTOMER JOURNEY IS UNCLEAR BECAUSE THE DATA DOESN'T CAPTURE THE WHOLE PICTURE

RELATED READING

[4 Reasons You need HubSpot's Operations Hub](#)

LET'S TALK ABOUT YOUR BUSINESS NEEDS

Not sure which HubSpot Hubs will be best for you? Lynton is stacked with HubSpot experts ready to make your website work harder for you. Reach out to learn more about onboarding, integrations, and more.

CHAT WITH US →



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