

# How Lynton Can Help With Your HubSpot Growth Stack



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## **Take a look at the different automation platforms that make up the HubSpot ecosystem and discover how an Elite partner like Lynton can maximize your investment.**

Today's modern marketer, sales rep, support agent, and operations manager need the right tools to reach their goals. But with so many options out there, how do you know what's best? Should you pick and choose and combine different solutions, or should you work within an entire ecosystem?

At Lynton, we argue for the latter, and specifically, HubSpot. All of HubSpot's software operates on one platform. Each product - Marketing, Sales, Service, CMS, and Operations Hub - is powerful on its own, but the real magic happens when you use them together. All your data is connected when you do that, so you never miss a beat when you switch from one platform to the next. You'll also never worry about toggling between systems or logging in and out of accounts.

What's even better? When you use these systems backed by training, strategies, and services from a partner like Lynton, you can make sparks fly. In this guide, we'll walk you through the HubSpot growth stack and explain how we can help you use the software to convert visitors into customers and generate revenue for your business.

# The HubSpot Growth Stack

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## Marketing Hub

**Bring your team, tools, and data together in a single place.**

Say hello to marketing automation to increase traffic, convert leads, launch robust inbound marketing campaigns, and prove ROI.



## Sales Hub

**Make better decisions to sell in an efficient, modern, and friendly way.**

Meet your sales software that provides deeper insights into prospects, automates redundant tasks, and closes more deals faster.



## Service Hub

**Create a seamless customer experience that delights everyone.**

Discover the support software so you can genuinely connect with customers in the ways they prefer, exceed expectations, and turn them into brand promoters.



## CMS Hub

**Build a functional, well-designed website that reps your brand and engages visitors.**

See the content management software that's flexible marketers, powerful for developers, and wows customers with a secure, personalized experience.



## Operations Hub

**Eliminate data and communication silos across all sectors of your company.**

Uncover the software needed to sync your apps, clean your data, and automate business processes so your entire company is working better together.



# An Individual Look at Each Product

All of HubSpot's products are built on their robust CRM that is available for free and organizes every detail about your contacts and customers in a single place. The individual Hubs help your business's overall growth in different ways – whether it's generating leads, accelerating sales, improving customer service, or building your website.

# Marketing Hub

## Features That Power Your Campaigns

Marketing Hub brings your marketing team, tools, and data together in one place so you can launch various contextualized campaigns from start to finish. With it, you'll be able to attract the right people, convert the best leads, and optimize and delight your users over time.

Attract

Convert

Delight

# Attract

## Blog

Publish relevant, engaging, conversion-optimized content with tools that speed up creation, keep formatting consistent, and make it easy to optimize for search.

## SEO

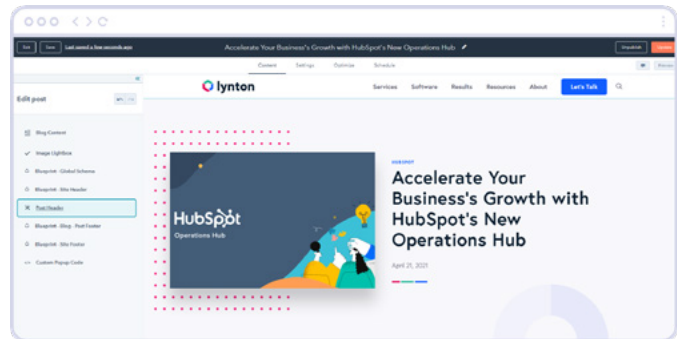
Find high-traffic keywords, then optimize your blog posts, landing pages, and website with simple on-page and off-page suggestions, then measure your impact with integrated tracking.

## Social Media

Monitor brand mentions and relevant conversations, track engagements automatically, and schedule your socials posts to be published at the best possible time.

## Live Chat / Bots

Use chatbots to qualify leads and answer simple questions or chat with and convert visitors in real-time — when your product is top of mind.



## Ad Tracking and Management

Create and track the ROI of your Facebook, Google, and LinkedIn advertising with precision and accuracy, and stop struggling to justify your paid ad spend.

## Video

Host and manage video files right inside your portal, and easily embed them in social media, web pages, and blog posts.

## Email

Let interested users sign up for newsletters and more so you can start sending great campaigns, moving them from subscriber to lead.

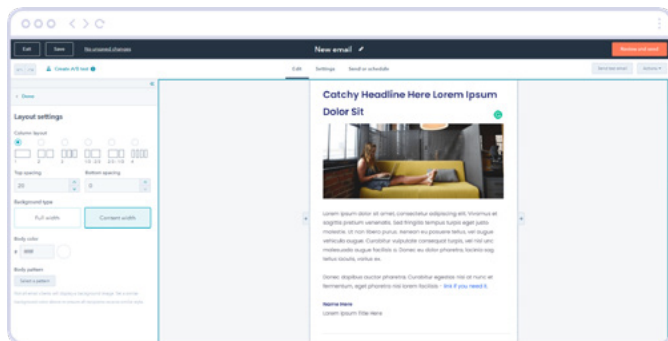
# Convert

## Landing Pages

Design and launch landing pages without any help from developers or IT. Choose from responsive templates that are proven to convert or build pages from the ground up.

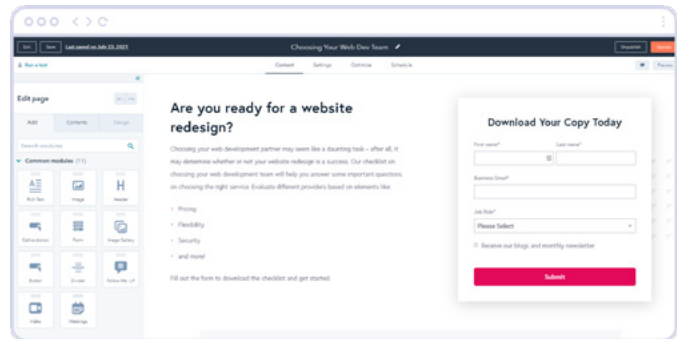
## Forms

Easily build forms for every stage of the buyer's journey using a simple drag-and-drop editor. Add them to your website to convert anonymous visitors into leads that automatically flow into your CRM.



## Account-Based Marketing

Build deeper relationships and turn your highest-value target accounts into customers.



## Automation

With marketing automation, you can use each lead's behavior to tailor emails, content, offers, and outreach at scale – without you having to go in and manually make changes!

## Email

Create stunning email templates, automatically personalize subject lines and content for each recipient, and run A/B tests to improve open rates and click-throughs.

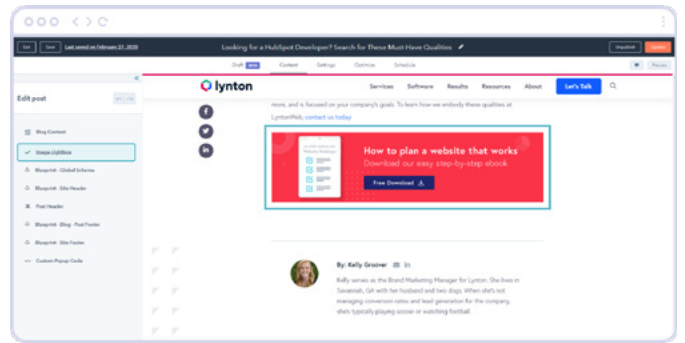
## Lead Tracking

Get the full picture for every lead in a single, integrated database. Segment and nurture contacts based on any data you've collected, and automatically score leads for your sales team.



## CTAs

Design CTAs visitors can't help but click, know who clicks which CTAs, and measure performance to enhance clickthrough rates over time.



## Delight

### Analytics

Gain insight into your entire funnel to see which marketing assets are working the hardest, and to show how marketing impacts the bottom line.

### Blog, Email, Live Chat, Chat Bots, Social Media

Keep your customers happy with new product updates, fun information, or other relevant information by tailoring your content or conversations across different mediums.

# Sales Hub

**Move the Sales  
Needle Forward**

Sales Hub eliminates friction your sales reps feel by bringing their tools and data into one easy-to-use system. It brings valuable information about the contacts and companies you interact with to your inbox and helps you save time and sell better. Sales Hub enables you to start conversations, deepen your relationships, manage your pipeline and connect anywhere.

**Start Conversations**

**Deepen Relationships**

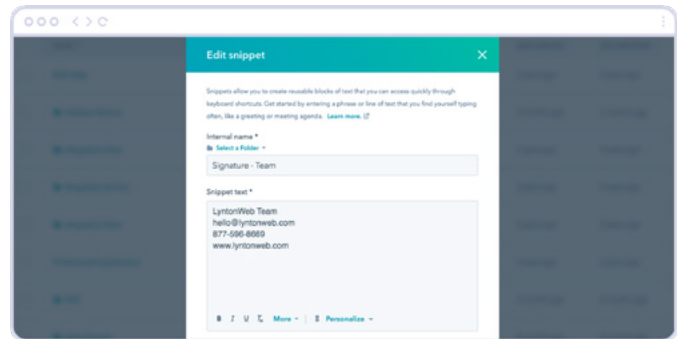
**Manage Pipeline**

# Start Conversations

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## Email Templates and Snippets

Turn your most effective and repetitive sales emails and parts of emails into templates or snippets you can access inside your inbox and share with your team.



## Email Tracking

Know the second a lead opens an email, clicks a link, or downloads an attachment so you can send a perfectly timed follow-up.

## Document Tracking

Build a library of helpful sales content for your entire team, share documents from your inbox, and see which content closes deals.

## Conversation Intelligence

Automatically capture details from every call so you can uncover the “why” behind team performance.

## Calling and Call Tracking

Queue up a list of sales calls, track them from inside your browser, log calls to your CRM automatically, and record calls with a single click.

## Contact Management

Get powerful context about the people and companies you’re emailing, right inside HubSpot or your email.

# Deepen Relationships

## Meetings

Share a link that gives leads the power to choose a time that works for everyone.

## Live Chat / Bots

Connect directly with prospects when they're actively engaging with your website.

## Automation

Automate your sales process with a personal touch. Set up a series of personalized emails and follow-up tasks in your portal to ensure you stay top of mind throughout the sales process.

# Manage Pipeline

## Playbooks

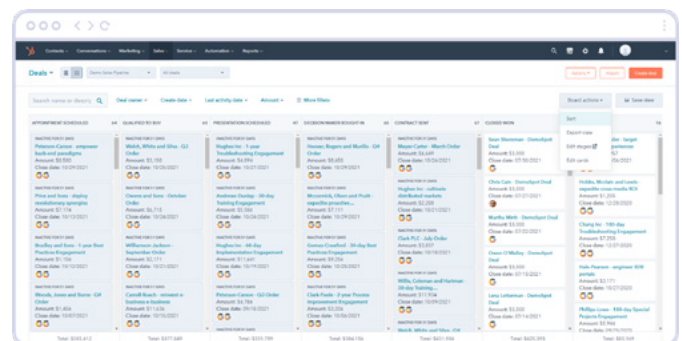
Arm your team with competitive battle cards, call scripts, positioning guides, and more. Better sales enablement and faster onboarding mean more time to close deals.

## Quotes

Generate polished, branded quotes in seconds.

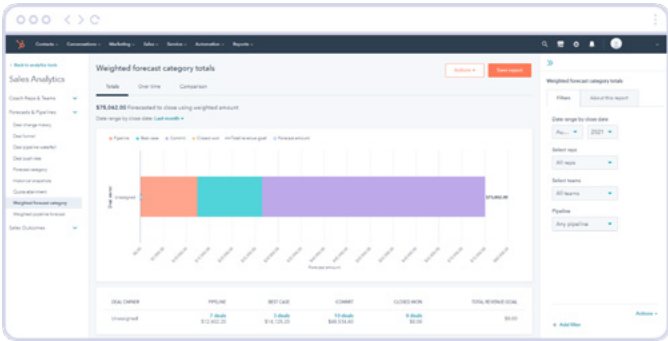
## Pipeline

Deal boards to manage pipeline, as well as sort deals won and lost, appointments scheduled, and contracts sent.



# Reporting

Get full visibility into your process so you can forecast effectively and deliver exceptional results.



**Do it from anywhere with the Mobile CRM App!**

[Learn More!](#)

# CMS Hub

## Create the Site of Your Dreams

Build a website that tells your company's story and your visitors will love the easy-to-use CMS Hub. CMS Hub lets marketers create and personalize websites that are optimized for all devices. Developers can tap into tools to make flexible, usable themes, and IT teams can rest easy knowing it's secure.

For Marketers

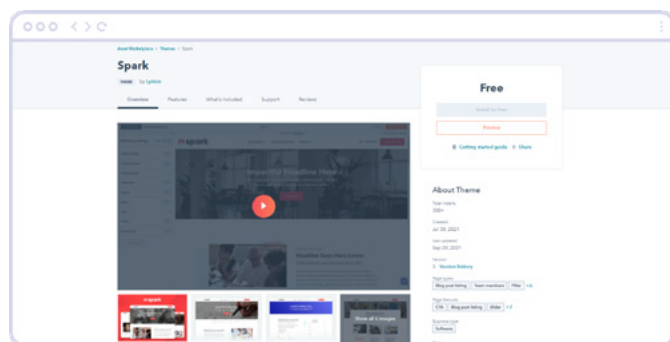
For Developers

For IT

# For Marketers

## Drag and Drop Editor

Update, create, and publish pages without a developer's help or custom code.



## Themes

Use one of HubSpot's pre-built website themes with the option for custom development and build a cohesive site without worrying about mismatched designs, logos, or navigations.

## Testing

Choose up to five variations of a page, and HubSpot will monitor and serve up the best-performing option.

## Reporting

Analyze the impact of your website and optimize your strategy by digging into which content types, sources, and campaigns are driving the best results.

## CRM

Track every visitor to your site in one place and create personalized digital experiences leveraging CRM data like name, company, job role, and more.

## SEO

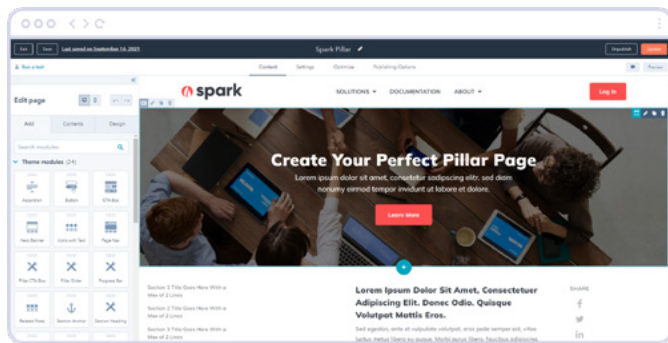
Easily see how you can improve your site and take action with HubSpot's easy-to-implement recommendations.

# For Developers

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## Local Website Development

Access the tools your developers use most, like GitHub, to handle version control, and make changes to web assets as you're ready.



## Dynamic Content

Build data tables or leverage CRM objects to create dynamic, SEO-friendly pages that can be updated easily by marketers.

## Serverless Functions

Add interactive elements like event registrations, guest books, and calculators, without configuring an external server, SSL certificate, or data transfer processes.

## Themes

Create a site-wide content editing experience that lets your marketing team manage and update the front-end as needed.



# For IT

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## **24/7 Monitoring**

HubSpot's security team is dedicated to ensuring the safety of your site with automated and manual checks for attacks, potential abuse, or other issues.

## **SSL Certificate**

Increase your Google ranking and create trust between your company and your visitors with a standard SSL certificate.

## **CDN**

HubSpot's global CDN, built to handle high levels of traffic, ensures your site remains active at all times.

## **Site Performance Monitoring**

Track down reported errors or outages, as well as areas of your websites experiencing high traffic, slow speeds, and overall performance over time.

# Operations

## Grow Better Without the Stress

Operations Hub gives you a unified toolset that connects apps, cleans customer data, and automates business processes under HubSpot's CRM platform by syncing customer data and automation tools.

Customer Syncing

Automation

# Customer Syncing

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## Data Sync

Get bidirectional sync, custom field mappings, filtering, and historical syncing so all your teams stay aligned with no-code packages of your favorite apps.

## Custom Properties

Slice and dice all your custom property data across every Hub into reports and build dashboards to share insights with your team.

## Data Quality

Keep the quality of your data high with automatic fixes to date properties, name formatting, and more with new out-of-the-box automation.

# Automation

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## Custom Coded Automation

Code custom automation actions for every business process—lead rotation, territory management, renewals, and more.

## Workflow Extensions

Trigger actions in third-party systems from your HubSpot workflows.

## Team Management

Quickly view and manage agent permissions, status, and capacity across your entire business.

# How Lynton Can Help with Onboarding

**You don't have to go it alone when it comes to implementing and learning any piece of HubSpot.**

No matter which Hub you're using, we'll work with you every step of the way. We'll explain specific terminology, how everything operates and its full capabilities, and how to make it work for your unique business needs so you can realize a quicker time to value. We do this in four steps that span several weeks and collaborative meetings:



## Discovery

Before we make recommendations, we meet with your stakeholders and get to know your company inside and out. We'll go over topics like your experience with HubSpot, your highest priorities, who will be using the software, and how it fits into your current tech stack. Understanding your business processes will ensure successful configuration and user adoption.



## Consulting and Recommendations

Our onboarding services are a consultative approach to properly training your team on the HubSpot platform of your choice. We'll provide technical advice on configuring your portal (spending time to ensure you understand what everything means in HubSpot) and give actionable advice to scale your process using automation and tried and true tactics.



## Set-Up and Optimization

We'll make sure everything is in place in your portal from a technical setup point of view so that you can take the reins. We'll pop the hood and provide on-hand training on elements related to your Hub like sales sequences, landing page creation, posting content, updating web pages, creating marketing campaigns, working with a chat bot, or whatever you need. During this stage, don't be afraid to ask questions on what terms mean and how they apply to your overarching strategy – we may even work with you

to build out more in-depth processes to propel your company, like a lead management strategy.



## Support

Once you're up and running, we can provide ongoing support to make the most of your purchase. Whether it's implementing strategies or helping you with some of our other services, we'll be there for you!

# How Lynton Can Provide Further Value

**Our expansive and expert services can help you achieve your business goals with HubSpot.**

As an integrated inbound agency with sub-brands SMSZap and SyncSmart, we support every aspect of your digital presence, including optimized website designs, marketing strategies to boost lead generation, and seamless HubSpot integrations to align your marketing and sales teams. And we take your success personally. We approach everything we do not as a series of one-off tasks but as components of a larger, tailored strategy that attracts leads to your business's digital presence, nurtures them appropriately, and encourages ongoing success and growth.

Here are some ways we do just that:



## Inbound Marketing

- Buyer persona and customer journey development
- SMS marketing and management from SMSZap
- Social media marketing and monitoring

- Account-based marketing
- Lead nurture strategy, management, and creation
- Lead generation tactics
- Chatbot creation and marketing
- Blogging strategy and creation
- SEO strategy and development



## **Creative**

- Content marketing strategy
- Infographics
- Case studies
- Icons, social media, and simple graphics
- Pillar pages and other premium content
- eBooks and other premium design



## **Web**

- Wireframes
- Responsive designs
- User-friendly functionality

- Built-in SEO
- Smart content and site personalization
- Templates
- Website migration and development



## Custom HubSpot Development

- Custom modules and applications
- Product directories
- Location maps
- Schedules
- Calculators
- User flows



## Integrations

- Packaged integrations from SyncSmart to connect your different tech solutions to HubSpot
- Custom integrations from the Lynton team to help connect complex systems or data to HubSpot



## The ROI of Working with Lynton to Learn and Use HubSpot

Lynton and HubSpot are where all your marketing, sales, service, and operations come together. What's the proof? By using HubSpot tools with an Elite partner, you can increase leads, reduce costs, and grow your business. Based on HubSpot data and results from our own projects, our onboarding customers enjoy:

**31.41%**

average email  
open rate

**149%**

increase in leads  
(for a single client)

**74%**

of accounts  
targeted in ABM

**15%**

clickthrough  
rates

**3x**

the website  
traffic

**2x**

increase in new  
business close

Outside of great numbers, you'll benefit from working with a group of certified experts who care. We'll take the time to make sure we get the job done right - even if it calls us pulling in other team members from other departments and creating a cross-functional super team.



# Ready to get started?

**Let's talk about how Lynton can help you onboard  
and implement HubSpot.**

We can go over everything you may want to know. All you have  
to do is reach out below.

[Reach Out Now!](#)

If you're interested in learning more about how we help with  
specific Hubs [check out our selection of case studies.](#)

