

# HUBSPOT

## HubSpot Strategy

Superior tools are only as good as your ability to leverage them. Work with our team to create comprehensive HubSpot Strategy to:

- Generate more leads
- Increase your revenue
- Track your progress
- Improve your ROI

## HubSpot Implementation

Our team configures HubSpot to meet your goals and then teaches you how to use the tool to manage your business to achieve your goals. Howl excels in:

HubSpot Marketing Hub™

HubSpot Sales Hub™

HubSpot Service Hub™

## HubSpot Assessment + Audit

Dive into HubSpot with Howl. We look at your HubSpot usage and data to optimize your processes and data for continued and accelerated growth.

## HubSpot Email Marketing

Optimize your email contact with customers through HubSpot! We are here to help you create a comprehensive email marketing plan to increase engagement and maximize your ROI.

## HubSpot Technical Support

Even the best laid plans need support. Howl is here to be your teams' guide on all things HubSpot. Partner with us to make sure your team has critical answers to all things HubSpot at the moment they need them most.

## HubSpot Training

Proper training leads to revenue. We offer excellent training and enablement sessions to ensure your team uses HubSpot to its advantage.



HubSpot

SOLUTIONS PARTNER PROGRAM

## Howl HubSpot Consulting Services

At Howl, we know that a huge part of every business is generating new leads in order to ensure that there's positive marketing ROI. That's why we focus on strengthening the relationship between sales and marketing – two entities that contribute directly to the success of any company. As a HubSpot Solutions Partner, we are able to effectively accomplish these goals.

## Maximizing Your CRM

Take advantage of your HubSpot platform's capabilities with guided technical consulting from Howl Marketing. We strive to help your organization maximize the value of HubSpot. We provide:

- HubSpot training and onboarding where your CRM and marketing automation will act as your go-to platform for all things.
- State-of-the-art reporting tools including easy-to-use dashboards and custom reports that show the impact of sales and marketing on revenue.
- Continuous HubSpot consulting and support that simplifies everything. We set up your workflows, make integration simple, and work hard to ensure you don't have to.
- ★ This is just a small snapshot of our HubSpot consulting services. Reach out to us today to set up your free consultation. This is Step 1 toward improving your sales, marketing, and customer service today.

HOWL MARKETING

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# HOWL'S HUBSPOT CONSULTING GAMEPLAN

## Phase 1: Discovery Call

Let's get to know each other. You'll speak with a certified HubSpot expert so we can devise a game plan for success.

## Phase 2: Scope of Services

After the discovery call (72 hours max), we will provide a detailed proposal outlining the services needed to achieve your goals.

## Phase 3: Secure Your Team

We'll be here when you need us. You'll have a consulting team dedicated to you. Expect bi-weekly meetings where you'll receive detailed status updates.

## Phase 4: Kick-Off Meeting

Don't go at it alone. The kickoff meeting helps set the tone for your project. Here, we'll assign two people to lead the project efficiently.

## Phase 5: Team Check-ins

Team check-ins are vital. This is where you and your consulting team get aligned on ideas, set deadlines, and streamline your consulting project.

## Phase 6: Delivery

This is where we show and tell. Here, we present things such as data review summaries, training materials, architecture, and other items as they are completed along the way. We'll be here when you need us. You'll have a consulting team dedicated to you. Expect bi-weekly meetings where you'll receive detailed status updates.