

# No need to shout

The art of quiet evangelism in the noisy world of technology marketing

**HubSpot: CRM for evangelists**





# Your industry is full of noise.


So much noise Gartner invented the hype cycle to help buyers navigate it. Everyone's SaaS is special; everyone's innovation is incredible; everyone's gadget is game-changing. Not everyone can be right, right?

But what do you do when you actually are? When your solution actually is? How do you get them to see the power, the glory and the genius in your solution? How do you make yourself heard above the noise without just getting louder?

Here's what we think: stop selling and start evangelising! In this guide we explain what we mean and how it might work for technology marketers.

**(Spoiler: your CRM platform is key).**

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## CHAPTER 01

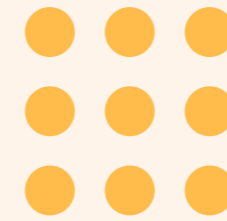
# The problem with noisy (in a nutshell)

Noise in marketing is an overwhelming number of irrelevant messages that go beyond our audience's ability – or willingness – to process. We know what it looks like:



- ◆ Prospects find it hard to distinguish your tech brand from your competitors; messages are blurring
- ◆ Email overload and low response rates – the ones that matter get buried in inboxes
- ◆ One-way conversations and zero listening – buying signals are missed in the melee
- ◆ Prospects are force-fed the wrong content at the wrong time – or the same content twice
- ◆ Social media ads are poorly targeted, budget is misspent; web ads are blocked as distracting/intrusive

Over time, audiences tune out of course. And it's not like noise works for marketing either; budgets are being diluted, but worse, the energy and passion you feel for your business and its products are all being frittered away. The word about your tech isn't getting out.



## CHAPTER 02

# Bad CRM happens to good marketers

**The cost of having the wrong tools as you scale is steep. And especially in tech where growth can be rocket-powered. The kit that brought you success thus far might not serve you well for the next phase.**

Inadequate CRM and clunky integrations between separate systems (that were never actually designed to join up) are snaffling your time and energy. Even if you're not conscious of it, your teams are probably making a million little workarounds – a daily manual effort to join the dots themselves.



## Recognise any of these?

- ◆ Marketing and sales don't share the same data or insights
- ◆ You don't have a true and nuanced single customer truth
- ◆ Your systems don't talk to each other/manual syncing
- ◆ Difficulty delivering personalised marketing
- ◆ Missed readiness to buy/sales opportunities
- ◆ Inability to identify/prioritise your hottest leads
- ◆ Leads get stuck in the cycle, or take too long to close
- ◆ Existing accounts stagnate or fail to renew
- ◆ Colleagues avoid using software/tools, especially sales

CHAPTER 03

# What does CRM-powered evangelism look like for marketing?

CRM-powered evangelism can transform each phase of your marketing activity, making it easier to nudge and nurture the right prospects at the right pace, with the right information, via the right channel.





**Activity:** Demand-generation/Awareness

### Move from 'spray-pattern' marketing to 'spread-the-word' marketing

- ◆ Smart integrated SEO that gets your content seen in all the right places bringing traffic to your conversion pages
- ◆ A complete view of campaign engagement so you can segment and target your audiences with precision
- ◆ Seamless integration with LinkedIn, Facebook and Instagram so you can schedule posts and reply directly to comments
- ◆ Clean, accurate and granular data integrated from multiple sources so you can personalise ads to any CRM data point
- ◆ Intuitive tools for creating consistent content without the need for a web developer



**Activity:** Lead-generation/Nurture

### Gather a crowd and grow it into a congregation

- ◆ Pre-built attribution reports to accurately measure marketing ROI and allow you to optimise spend
- ◆ Tools to keep your messaging consistent across email, live chat, and all channels
- ◆ Ready-optimised forms and easy-to-create landing pages bringing prospects straight to point of lead-capture
- ◆ Social monitoring tools for trends and keywords that let you pick up on buying signals and reach out in-channel
- ◆ Set-and-forget drip campaigns based on previous interactions using conditional logic



**Activity:** Purchase/Repurchase

### Sensing doubts, listening closely and answering questions

- ◆ Progressive profiling that changes your forms for re-visitors giving you a second chance to capture
- ◆ Live chat and rapid response to demo requests that help you pick up final objections and competitor comparisons
- ◆ Smart content tools that serve up loyalty/upsell offers and email campaigns to existing customers
- ◆ Persona builder support to help you retarget current customers with ads sequencing

CHAPTER 04

# CRM-powered evangelism for sales and customer service too

A fit-for-purpose CRM platform is single source of truth for all customer-facing teams, not just marketing. The same CRM platform that allows marketers to better cut through industry noise should also be able to help sales teams close bigger and sooner and customer service teams support and retain better.





### **What does CRM-powered evangelism look like for sales?**

- Turning sceptics into believers

- ◆ Intuitive tools that require minimal training, leaving the sales team to focus on building relationships and conversion
- ◆ A single view of prospects across all channels, including mobile, making interactions responsive and relevant
- ◆ Simple lead-nurture workflow set-up, including lead scoring, so you can quickly focus on your hottest prospects
- ◆ Live customer data for a single view and a seamless handover from marketing and a frictionless buying experience

### **What does CRM-powered evangelism look like for customer service?**

- Keeping the faith by delighting the flock

- ◆ Up-to-date customer data for a single view and a seamless handover from sales and smooth onboarding
- ◆ Task automation for common process freeing up your agents and giving customers resolution in minutes
- ◆ Granular contact history data showing opportunities for personalised service excellence through preferred channels
- ◆ Tools for gathering customer feedback to improve experience and grow your accounts

## CHAPTER 05

# The good news for your IT department

**The good news for your IT team is that joined-up CRM is enabled by software. So even if your legacy hardware has left you with a highly dispersed data setup there's no need to rip and replace hardware or start again from the ground up.**

A central consideration for your CTO, CIO – and the rest of the C-Suite – is long-term scalability. Just because you need one level of deployment option urgently, that doesn't mean you won't need to integrate with another at some point in the future. So it pays to choose a solution or partner that can help you keep as many doors open as possible, while still getting exactly what you need today.



## Evangelising to your internal stakeholders

Here's what else your stakeholders might want to know about any CRM system under consideration:

1. What comes in the box/what's extra?
2. How easy is switching/implementation?
3. How long will it take to import data from silos?
4. What native integrations/will we need customer dev work?
5. Will we need to invest in training for admins?
6. What are the security measure/hosting levels?
7. What are your loading/uptime stats?
8. How much per user/types of user? Free visibility seats?
9. What's the UX? What's the learning curve and uptake?
10. What will our ROI/time-to-value be?

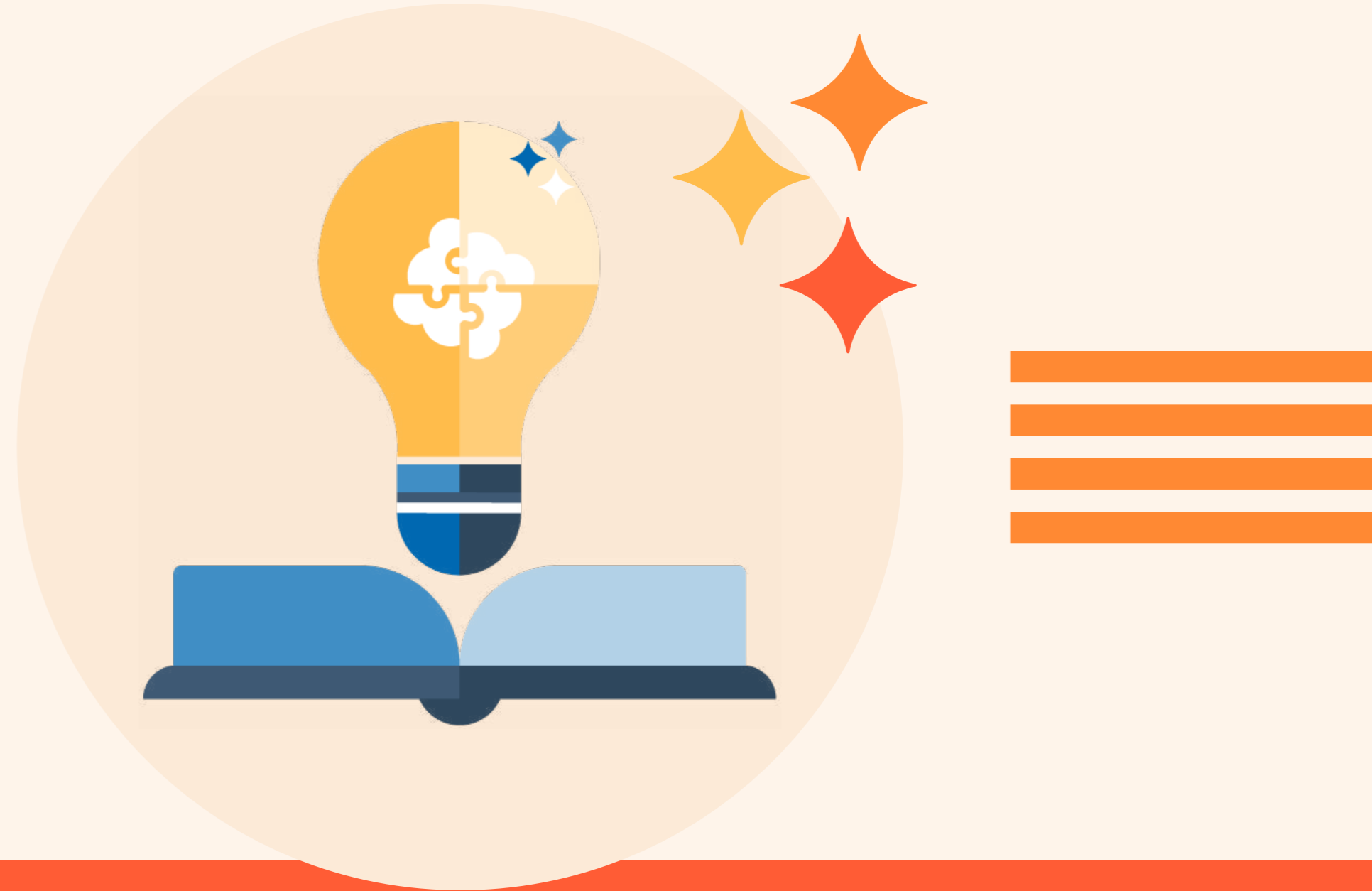
# Why HubSpot for CRM?

**We believe that to grow better, you have to run better. Our CRM platform takes the legwork out of creating a cohesive digital experience for your customers, leaving you freer to share your passion and grow your following.**

Unlike legacy platforms that are cobbled together and complex, our CRM platform was built from the ground up and born to work as a modular, end-to-end system. With HubSpot you'll create delightful customer experiences and have a delightful time doing it!

# Ready to find out more?

Get in touch to find out how it works, how it's priced and how it can help tech brands stand out – without shouting out.



HubSpot (NYSE: HUBS) is a leading customer relationship management (CRM) platform that provides software and support to help companies grow better. The platform includes marketing, sales, service, operations, and website management products that start free and scale to meet our customers' needs at any stage of growth. Today, more than 150,000 customers across more than 120 countries use HubSpot's powerful and easy-to-use tools and integrations to attract, engage, and delight customers.

