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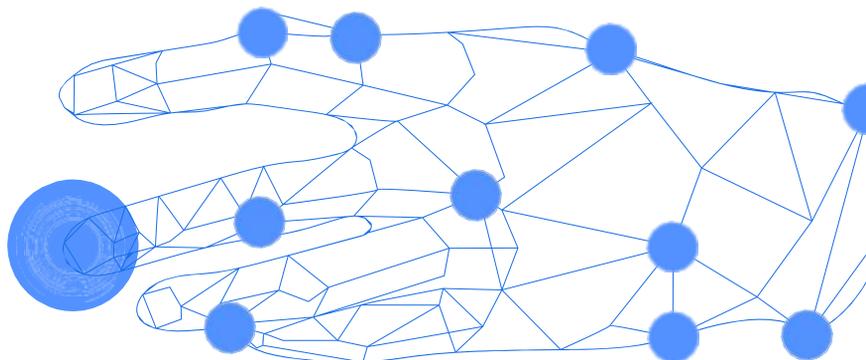
3 HubSpot Integrations that can Help your Team Nurture Leads Successfully

Whitepaper

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# Abstract

Roughly 4 out of 5 leads fail to become a customer. We think so much about lead generation but fail to convert those leads into sales. Lead nurturing is one of the most important sales activities and hence the tools you use must also be up to mark. And the best way to stay ahead in the competition is to use technology to your advantage. This whitepaper discusses how you can use Intelligent Integration and automation for lead nurturing with HubSpot as an example.
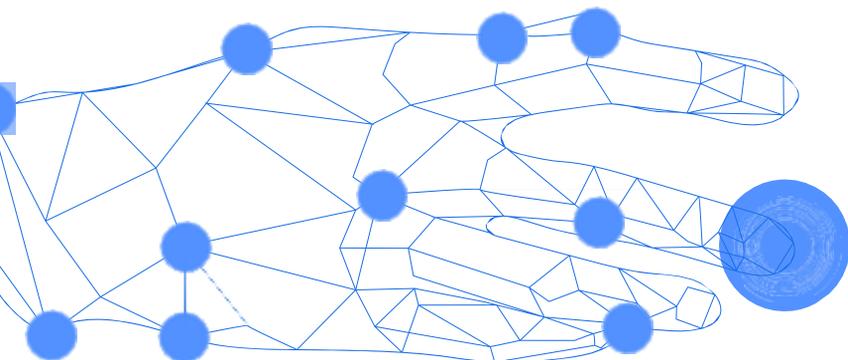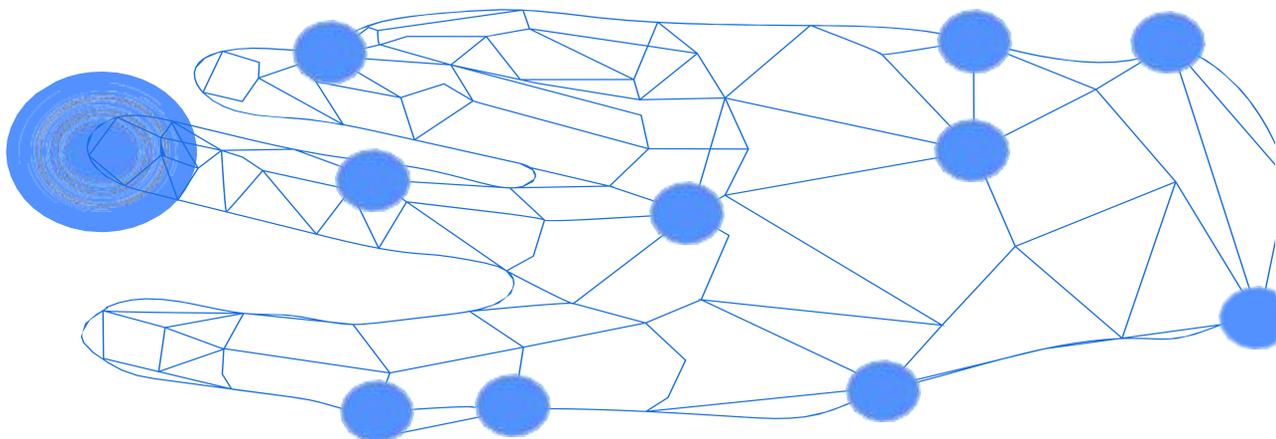
What is Lead Nurturing?

Lead nurturing is a process of forming and developing a relationship with your customers at every stage of buying. A successful lead nurturing process focuses on listening to the prospect's problem at each stage and answering their queries. This is to maintain a relationship with a customer until they are ready to buy your service/product.
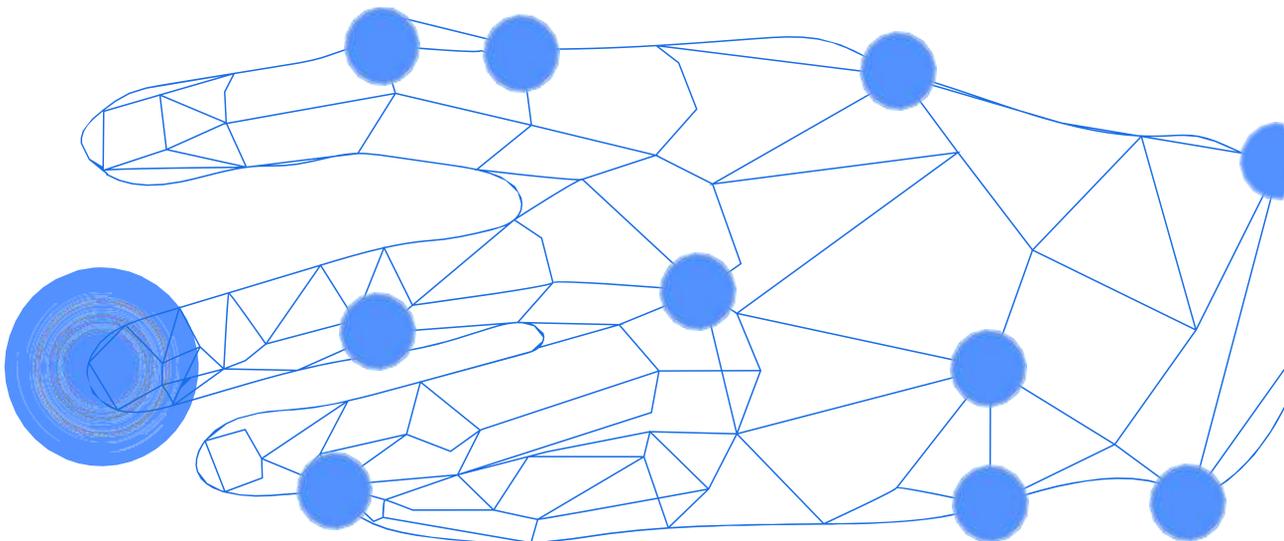
Why HubSpot CRM Tool is Preferred by Sales Reps?

With HubSpot, your entire sales team can have a bird's eye view of the sales funnel designed to lure the customer in. Inbound leads are the life and blood of any organization.
With HubSpot, you can design the entire process from where the leads come in to where the leads become a customer. HubSpot helps the sales team to understand the customer's needs better.

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3 Intelligent Integration and Automation that can help your Team Nurture Leads Successfully

1. Connect Salesforce to HubSpot Using Intelligent Integration and Automation :

The more personalized your lead nurturing strategy, the more effective your sales strategy would be.

To ensure that each lead is getting the attention it deserves, you can connect salesforce to HubSpot. Anytime a lead status is updated in the Salesforce CRM, intelligent integration and automation will automatically update the HubSpot CRM. Your Sales rep could see the status updated in HubSpot and decide whether to keep the lead in a specific campaign or to move away.

In addition, you can improve the lead response time. When all your sales applications are in sync, your sales rep need not jump applications to find data. They can just choose one application where all the status reports are displayed in detail.

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2.Connect HubSpot to Clearbit

The more information you have on leads, the easier it is for your sales rep to convert the lead. You can achieve this by integrating HubSpot with Clearbit. Once connected, Sapper's intelligent integration and automation will perform an instant lookup for additional information in Clearbit. This way any new information from Clearbit will be automatically added to respective fields in the HubSpot account.

3.Connect HubSpot with Slack

No lead campaign is static, leads come and go all the time. With each optimization technique, you filter out leads all the time.

You can achieve this by integrating HubSpot with Slack. Once connected, you can edit, remove, add or delete the contact from the campaign management and the appropriate slack channels will be notified immediately.

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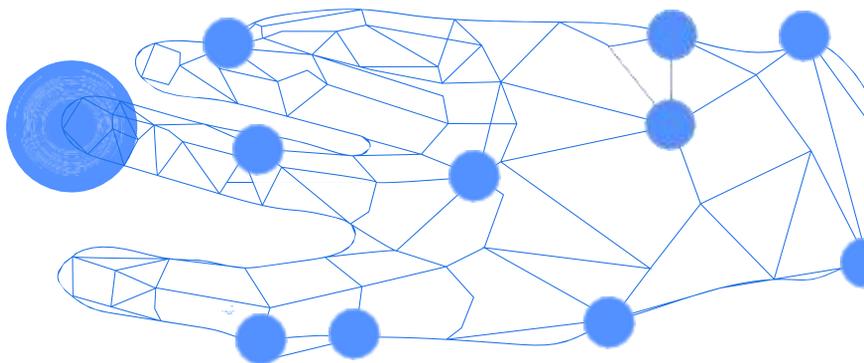
Why opt for HubSpot Integration?

- Personalize the User Experience

- Nurture leads effectively and builds relationships

- Educate leads and help them make better decisions

- Automate Lead follow-ups and prioritization

- Increase the effectiveness of communication

- Shorten the Sales cycle

- Analyze results and optimize

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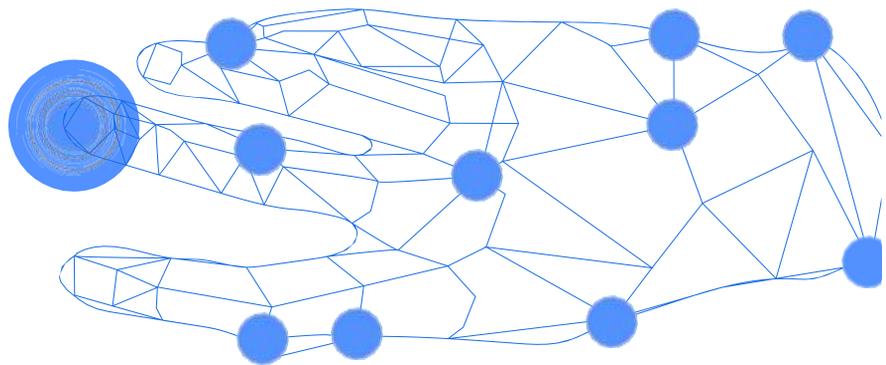
Summary

Lead nurturing is an important business tactic to grow the business. Your sales team needs tools to nurture and make the prospects comfortable.

HubSpot is a great tool but has its limitations.

With intelligent integration and automation, you can combine HubSpot with different application and help your Sales rep perform effective lead management and nurturing.

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Sapper deals with intelligent integration and automation tasks and helps various departments of an organization to perform efficiently. We help you automate different tasks involved in a process and increase efficiency.

Our aim is to make the Human resource department superior in their performance.

For more information, you can visit us at www.sapper.ai
Or email us at info@sapper.ai

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