



ONE 4
marketing
the inbound company

HubSpot

ACHTERGRONDINFORMATIE

HubSpot

- Opgericht in 2004 door Brian Halligan en Dharmesh Shah
- Gebaseerd op de 'inbound'-gedachte
- Hoofdkantoor Boston
- Hoofdkantoor Europa in Dublin

HubSpot

Hub-model



CRM (free) Contact en company management, tasks & activities, live chat, conversations inbox (1x), 10 custom properties

	Marketing	Sales	Service
free	Forms	5 Email templates, Documents en Canned snippets	5 Email templates, Documents en Canned snippets
	Email marketing (drag&drop)	1 Personal meeting link	1 Personal meeting link
	Ad manamagent	Reporting dashboards (1x)	Reporting dashboards (1x)
	List segmentation (5 smart)	Deal pipeline	Ticket pipeline
	Reporting dashboards (1x)		
Hoofdbijdrage: geen HubSpotlogo's			
starter	Landingpages	1000 Email templates, Documents en Canned snippets	1000 Email templates, Documents en Canned snippets
	Ad retargeting	1000 Personal & team meeting link	1000 Personal & team meeting link
	1000 Custom properties	2 Deal pipelines	2 Ticket pipelines
	List segmentation (25 smart)	1000 Custom properties	1000 Custom properties
		Simple automation	
Hoofdbijdrage: Automatisering			
professional	2 Custom dashboards 20 custom reports	100 Conversation inboxes	100 Conversation inboxes
	Call-to-actions	15 Deal pipelines	15 Ticket pipelines
	Social media (50 accounts)	Sales automation (300 workflows)	Ticket automation (300 workflows)
	Marketing automation (300 workflows)	100 Quotes/deal	100 Quotes/deal
	1 Subdomain	1000 Sequences	1000 Sequences
	10 Teams	20 Custom reports	20 Custom reports
	List segmentation (1000 smart)	10 Teams	10 Teams
	1 Leadscore		Knowledge base
	AB testing		Feedback survey (NPS/CES)
Hoofdbijdrage: Teams en samenwerking			
enterprise	26 custom dashboards, 20 custom reports per dashboard	26 Custom dashboards, 20 custom reports per dashboard	26 Custom dashboards, 20 custom reports per dashboard
	Social media (300 accounts)	50 Deal pipelines	50 Ticket pipelines
	Marketing automation (1000 workflows)	Sales automation (1000 workflows)	Ticket automation (1000 workflows)
	Unlimited subdomain	500 Custom reports	500 Custom reports
	200 teams + hierarchical teams	25 leadscores	25 leadscores
	500 Custom reports	200 Teams + hierarchical teams	200 Teams + hierarchical teams
	List segmentation (1500 smart)	1000 Playbooks	1000 Playbooks
	25 Leadscores	Single Sign-on	Single Sign-on
	Adaptive testing, Partitioning, CMS membership, Use roles		
	Partitioning		

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CRM als machine voor
Marketing en Sales



- Marketing
(Websitebezoek, formulieren, social media enz.)
- Sales
(Deals, afspraken, e-mail, vastlegging enz.)
- Service
(Tickets, e-mail enz.)



Contact
(CRM)



Marketing- en Sales acties