

GUIDE

THE SMALL-TO-MIDSIZE
BUSINESS GUIDE TO HUBSPOT

HOW TO USE INBOUND
METHODOLOGIES TO
GIVE YOUR BUSINESS A
COMPETITIVE ADVANTAGE.



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Reaching your customers is getting excessively complicated. You're expected to run omnichannel strategies just to gain competitive parity. Not to mention that the number of channels continues to grow. This rapid expansion has started a battle for consumer attention. Due to the "wide net" approach of Outbound Marketing, customers are forced to ignore a lot of the emails that make it to their inboxes.



On a daily basis, the average person receives 126 emails. Of those, only 20–40% are opened.

This outbound approach erodes the trust within channels through manipulative practices like excessive subject lines or inexplicit content. How do you know which brands are the best choice for you?

Another important factor to note is the continuous growth of the business world, which has raised technology requirements. Requirements that could determine the future of your business.

The good news is that there are Business-to-Business (B2B) solutions to make your life easier. **HubSpot** is one of those solutions. It is a highly robust platform that functions as a one-stop shop for all your marketing, sales and customer service needs.



Here is a breakdown of some of the features covered in this book



CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

- Manage your inventory
- Generate more leads
- Organize and segment your audience.
- Track your prospects through the sales cycle



MARKETING HUB

- Automate your marketing processes
- Implement your campaigns with ease
- Create websites, landing pages, emails, and blog content
- Create campaigns with ease
- Track your analytics



SALES HUB

- Create relevant reports
- SQL automation and tracking
- Predictive lead scoring
- Prospecting tools



SERVICE HUB

- Automate customer service interactions
- Gain valuable customer feedback
- Custom support forms
- Video creation

Expected learning outcomes

- Understand the HubSpot software. This is your toolbox.
- Discover the Inbound Methodology. Gain mastery of the tools.
- Develop an action plan to continuously grow your business.
- Find out which products you can get for free and how to use them efficiently.

**The journey towards
a more successful
business starts here.
Will you join us?**



CHAPTER 1

WHAT IS HUBSPOT?

THE HUBSPOT PROMISE

THE HUBSPOT PROMISE

Simply put, HubSpot develops software to help businesses like yours grow. Their mission is focused on helping businesses succeed with a conscience. A belief that was hard to come by in 2006, when HubSpot first opened its doors. Their continued success speaks for itself.

The secret to HubSpot's success is they want your brand to succeed. It is an endless loop that allows for your company and theirs to grow continuously.

The main toolset that allows them to do this is Marketing Automation. We'll use the word "automation" a lot in this book. Actually, it's one of our favorite words, and it will mean the difference between "scraping by" and long-term success.

All of this is made possible by a simple ideology: the Inbound Method. It is their North Star, their yellow brick road. The idea is to educate, guide, and earn the trust of your customers in order to keep them coming back.

Almost 20 years ago, HubSpot championed Inbound. Since then, the method has proven its effectiveness in countless successful companies.



"THERE'S A BETTER WAY TO GROW."



Ranked #1 in Marketing Automation by G2 Crowd



Their CEO, **Yamini Rangan**, is among the highest rated CEOs in the world.

HubSpot's **success stories** span across industries

- Adaptive Insights
- Casio
- Harley Davidson
- Airstream
- Trello



More than 184,000 customers in 120 countries.

THE INBOUND METHOD

THE INBOUND METHOD

Have you heard the fable of [The North Wind and the Sun?](#)

Two powerful forces, the North Wind and the Sun, begin to argue over which one was stronger. Just then, a traveler walked through, wrapped in a coat. To settle the bet, they decided on a competition. Who could be the first to remove the traveler's coat. The North Wind went first and blew cold gusts at the traveler. At first, the coat blew open. For the second gust, the traveler hugged his coat tighter. The Sun's approach was gentler, shining its rays. The traveler felt increasingly warm and finally took the coat off on his own volition.

The moral of the story? Forceful persuasion may lead to short term gain, but gentle guidance will pave the way to long-term advantages.

This is the basic principle of the Inbound Methodology.

“Delivering solutions and opportunities that have a positive impact on people and your business.” – HubSpot

These opportunities are like the rays of light from the sun. They allow your customers to lower their guard and listen to your message.



“GOOD FOR THE BUSINESS should also mean good for the customer.”



THE INBOUND METHOD CONT.

That said, there are certain considerations you need to take into account when presenting solutions and opportunities. Like, who your customers are and what they want. Using tools like the [Buyer Personas](#) and the Buyer's Journey will allow you to make calculated strategies.

There are three stages to the Buyer's Journey.



Understanding these stages will help you grasp the context of the buyers. Combine this context with hyper-focused content and your strategy will begin converting your consumers.

THE INBOUND METHOD CONT.

HubSpot itself is an excellent example of the success that a company can achieve when using the Inbound Methodology. They create content that fits within all stages of the journey. This content then flows through multiple channels. These include [HubSpot Academy](#), [blogs](#), [social media](#), and [free products](#). Their sales team won't push you to buy software that your business doesn't need. Instead, they advise you on the correct choice for your situation.

Support doesn't end after a purchase has been made, HubSpot makes sure that you're taken care of. That includes forums, learning resources, call centers, social media outreach, and their esteemed partner program. This Partners Program allows agencies like [Vonazon](#) to help your business reach its goals.

Think of HubSpot as the tool set you need to streamline your business, and HubSpot partners as the expert contractors you hire to get the job done right.

HubSpot partners will help you get the most out of the software by:

- ✓ Researching your company, industry and customers.
- ✓ Developing buyer personas and buyer's journeys.
- ✓ Helping you pick the best channels.
- ✓ Building out your messaging.
- ✓ Creating unique and focused strategies.
- ✓ Implementing it all in your HubSpot platform.

Both measure their own success with your success. The more you grow, the more you can upgrade. So...



LET'S GROW IT TOGETHER



CHAPTER 2

**YOUR MARKETING
TOOLBOX**

PRODUCT VARIETY

PRODUCT VARIETY

Unique solutions for a variety of companies.

Businesses, much like people, evolve as they grow. Each stage requires an **analysis of the opportunities at hand**. These opportunities will require a new set of tools. A brand-new business does not need the software capabilities of a Fortune 500 company. Not only that, but gaining access to that amount of software can be very overwhelming, both financially and mentally.

Therefore, HubSpot developed four different plans to ease your company into the world of marketing automation.



FREE TOOLS



STARTER



PROFESSIONAL



ENTERPRISE

Within each of these plans is a platform with varying amounts of access. These are broken down as follows.



MARKETING



SALES



SERVICES

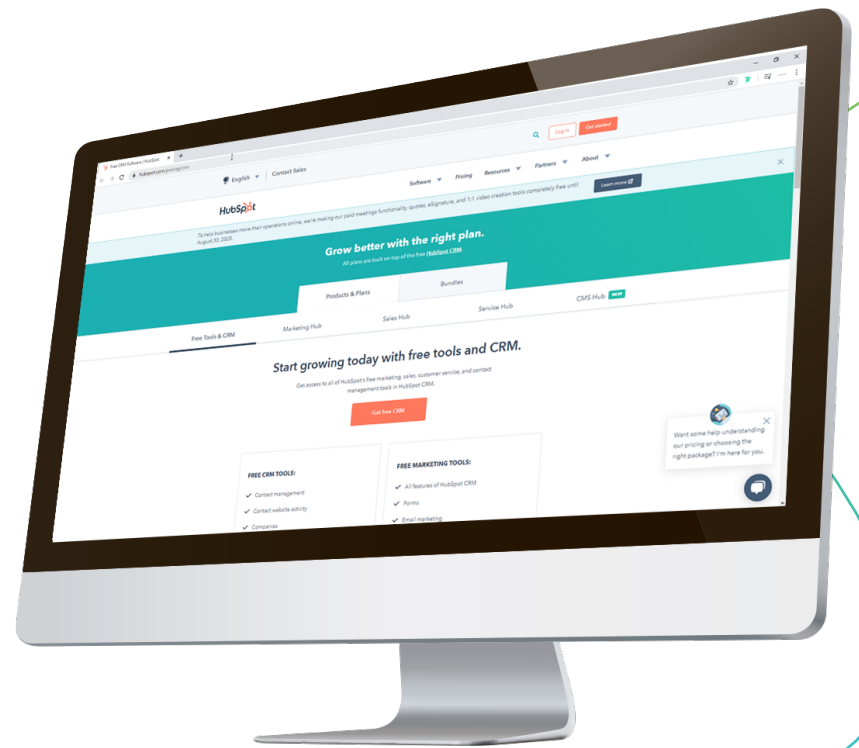
PRODUCT VARIETY

PRODUCT VARIETY

Unique solutions for a variety of companies.

For example, depending on your business needs, you could choose to utilize the Starter level Marketing Hub, the Professional level Sales Hub, and exclude Service Hub entirely.

We'll dive headfirst into all of these. In addition, feel free to explore [HubSpot's](#) website for the full selection. Note that these packages can be mixed and matched to best fit your company's needs.



In the following section, we'll take a deep dive into what the free, starter, professional and enterprise plans entail.

FREE HUBSPOT TOOLS

FREE HUBSPOT TOOLS

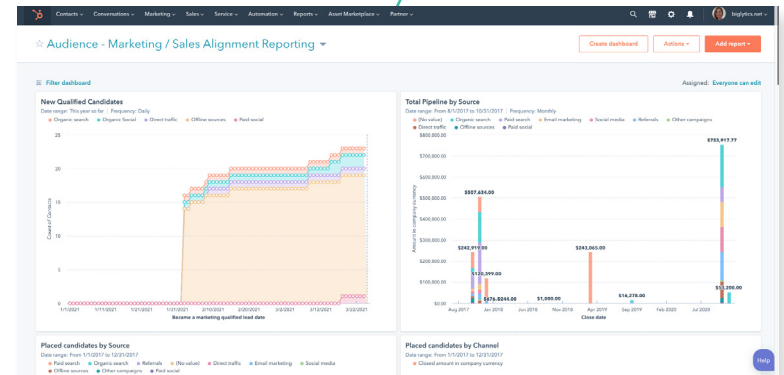
Testing the waters.

Marketing Hub

Having access to [Customer Relationship Management \(CRM\)](#) software is your first step to getting your internal processes organized and automated. Keep track of your customer interactions, inventory, and other factors relevant to you with this software. Research shows that **50% of workplaces** experience a rise in productivity after implementing a CRM platform.

Now that your contacts are organized you can begin segmenting your audience. When you segment in HubSpot, you add contacts into lists. This can mean the difference between a successful sale and a customer receiving content out of context. We highly recommend that you take time to learn proper list segmentation. There are two types of lists: “smart” and “static”. Smart Lists are based on criteria and move contacts automatically in and out of the list. Static Lists are just as the name implies: the contact stays in that list until it is moved manually. HubSpot’s free CRM grants you 5 Smart and 25 Static Lists.

Start using these segments with the [email](#) and ad tools. Your contacts are a vital ingredient to your Inbound Methodology so make sure to segment them properly.



Test the waters
with **free HubSpot**
marketing, sales, and
service tools.

FREE HUBSPOT TOOLS

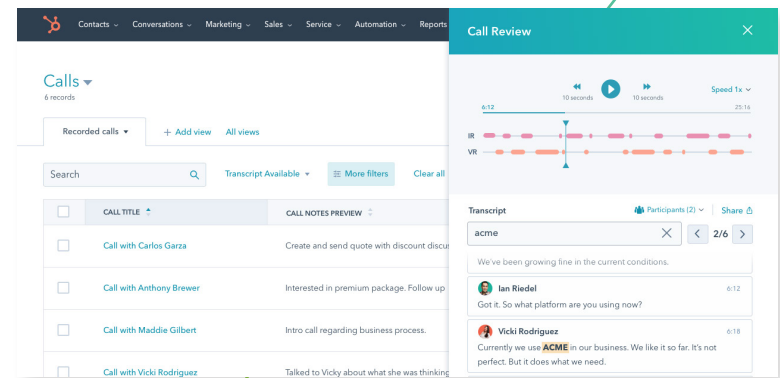
FREE HUBSPOT TOOLS CONT.

Testing the waters.

Sales Hub

Once you have implemented successful marketing, your sales team will take charge of the new Sales Qualified Leads (SQLs). For many businesses, the so-called “sales team” consists of...well, just yourself. The good news is that virtual meetings have skyrocketed over the last few years. Today, U.S. employees spend an average of **8 hours a week in virtual meetings**. That is an amazing opportunity for any small-to-midsize business. With this information along with HubSpot’s tools, you can become a one-person selling machine.

Save yourself time by using pre-built templates and tools to help you automate processes. You get 5 free templates and the ability to manage 200 of your notifications at a time. Make sure that your **copy** reflects the Buyer Personas and Buyer’s Journey that you developed before starting this strategy.

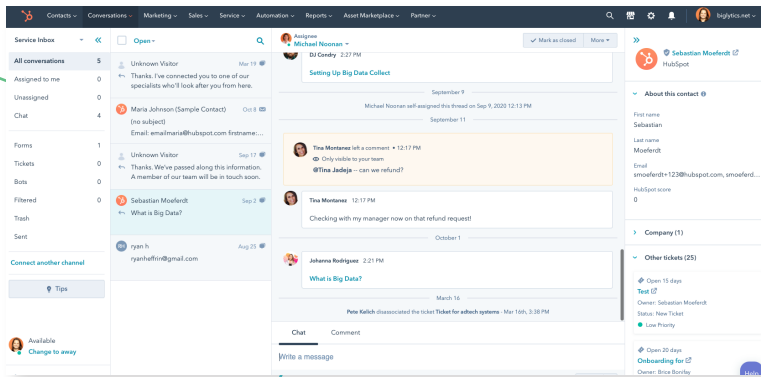


The average U.S. employee spends 8 hours a week in **VIRTUAL MEETINGS**

FREE HUBSPOT TOOLS

FREE HUBSPOT TOOLS CONT.

Testing the waters.



Service Hub

We didn't forget about the backbone of your business. Your customer service may be the difference between a client choosing you vs. your competitors. Customer service can benefit from automation just like sales and marketing. Predict the issues that your customers may have and prepare to provide answers to their questions.

Create a ticketing system where you can keep track of who has been serviced and install live chat features on your website to answer any quick questions that your customers may have.



DISCOVER ALL THE FEATURES
that you'll receive for free.

THE STARTER PLAN

THE STARTER PLAN

Ready. Set. Start.

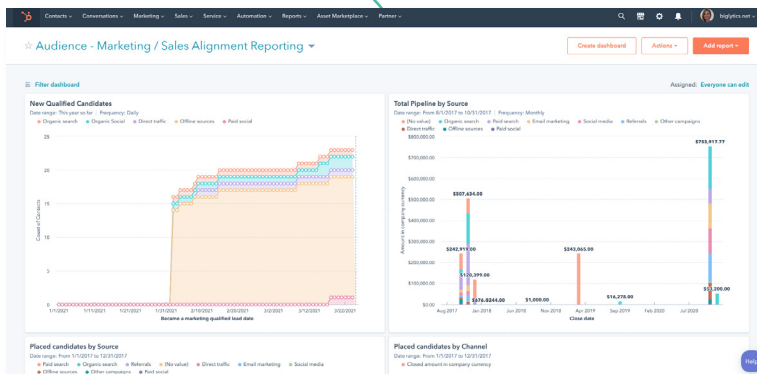
At this point, you're probably beginning to understand what marketing automation can truly do for your business. As you begin integrating your processes, you'll see other opportunities for improving efficiency. The following features are in addition to the ones in the previous plan.



Marketing Hub

Your audience is starting to grow, and you're seeing an increasing number of segments forming. Each one requires a slight alteration to their Buyer's Journey. With the Starter Plan, HubSpot gives you the power to move your contacts between 25 smart lists. You now have the freedom to get creative with **your strategy**. However, still keep your Buyer Personas in mind. One customer may need an extra push to get them to act while the other wants to feel appreciated by receiving an extra email post purchase. You can also start selling to segments in other countries that use different currencies.

The starter plan gives you access to other marketing tools like landing pages, which are now used by **68% of B2B** companies to acquire leads. Use them to develop an all-encompassing digital experience. When done right, landing pages can be a great way at connecting multiple channels to your offering. Using the HubSpot Dashboard, you can now keep track of your analytics, allowing you to adapt as you grow.



THE STARTER PLAN

THE STARTER PLAN CONT.

Ready. Set. Start.



Sales Hub

Ask yourself: When do I qualify a contact as an SQL? How do I make sure they keep moving down my funnel efficiently? The answer lies in a healthy mix of chatbots and an in-house sales team. This combination can help you get as much as **182% more leads.**

Choose from 1,000 email templates to find one that fits your strategy. Once you get a lead, you can start making calls in HubSpot and track the lead's progress directly into your free CRM.



Service Hub

Continue automating! Focus on the things that need your undivided attention by letting chatbots answer your most FAQs. Create over 1,000 unique snippets to help your customers get the answers they need without your direct supervision.

Service tickets are a great way to speak directly to your customers. It will notify your sales team and keep track of communications in order to better understand what buyers are struggling with. Create more snippets and repeat!



DISCOVER ALL FEATURES

that come with the Starter Plan.

THE PROFESSIONAL PLAN

Think like a Pro.



This is where the real fun starts. The Professional Plan will allow your business to personally guide your customers through each stage of their Buyer's Journey. You'll have the tools to build complex strategies and run them automatically. All of the following are added to the features mentioned in the previous plans.

Marketing Hub

An important piece of any Inbound strategy is content. Content is king as well as the force that moves your customer along the Buyer's Journey. HubSpot gives small-to-midsize businesses the tools to start creating this content. However, not every content type is made the same.

Video



Allows you to build emotional connections, dominate social, boost your SEO, and increase conversions.

Graphic Design



Marry strategy with design and make any engagement with your brand memorable.

Copy



Words are all around you. Crafting powerful copy allows you to persuade your clients to make the right decision that suits their needs.

Webinars



Capture the attention of your prospects and warm up leads to get them SQL-ready.

THE PROFESSIONAL PLAN CONT.

Think like a Pro.

HubSpot will help distribute this content across the digital landscape.

Share your blogs on your site and manage up to 50 social media accounts. All from one single platform.

Then build up to 300 complex automated workflows to present that content when the context is right. Workflows allow you to automate entire campaigns.

Spice up your conversions by using the Call-to-Action (CTA) and A/B testing features.

THE PROFESSIONAL PLAN CONT.

Think like a Pro.



Sales Hub

Benefit from the automations that have made the rest of the business so efficient. Integrate your Salesforce with your marketing platform. Qualify leads faster by [creating specific fields](#) which give your processes more relevant information.

Another efficiency tool is the eSignature. You can now send documents to be signed digitally.

The eSignature tool allows you to send fully compliant contracts, quotes, and agreements straight to customers from anywhere in the world. Closing deals has never been so easy.



Service Hub

Getting too many service tickets? Now, you can add them to workflows automatically. If a customer is having an issue, let them know that someone is on it without even having to worry about your communications. Your customer now thinks that you personally messaged them, creating a more personal bond.

Integrate your sales team into your [customer service](#) system to give them the inside scoop on what customers are struggling with. Send out surveys to gather even more insights for your entire company.



REVIEW ALL FEATURES

you'll get access to with the Professional Plan.

THE ENTERPRISE PLAN

THE ENTERPRISE PLAN

Build your empire.

Have we talked your ear off about automation? We hope not, because this is the Enterprise Plan, the cherry on top of your automation sundae. It is the combination of all previous packages. With added elite features. Features to make your business stand out from the crowd.

Marketing Hub

At this point, your company is excelling on all fronts and growing bigger than ever. HubSpot is prepared to guide you to that next phase. Delegating can quickly become overwhelming, especially if there are a lot of new hires in a short period of time. And with **22% of employees** claiming they'd look for another job if they didn't receive a good introduction or onboarding, how you delegate tasks to new hires is everything. Now, you can create specific user goals for your employees and allow them to explore the system within boundaries. Add up to 200 contacts in a hierarchy tree to help distribute these permissions. This way, you don't have to worry about a new hire messing with a workflow they aren't supposed to be in.



22% OF EMPLOYEES

would look for another job if they received a poor onboarding experience.

THE ENTERPRISE PLAN CONT.

Build your empire.



INTUITIVE WORKFLOWS

Speaking of workflows, they got a whole lot of updates. You can add custom event triggers, segment your audience based on events, evolve your A/B tests with adaptive testing and add **predictive lead scoring**. That last one will take you for a spin. All of this helps your automations become more efficient.



ALL-ENCOMPASSING CMS

Bring your content together into one platform with HubSpot's Content Management System (CMS). Easily create your blogs, web pages, and emails in one place. The CMS is a powerful tool to have when implementing an Inbound strategy.



MULTI-TOUCH REVENUE ATTRIBUTION

Finally, meet multi-touch revenue attribution. This tool gives weighted credit to the factors that every customer interacts with until they convert. Learn from this data and discover what works for your company.



THE ENTERPRISE PLAN CONT.

Build your empire.



Sales Hub

Your sales team is taking in a lot of the new SQLs. How are you training them on all the sales collateral that exists within your company? With the [Sales Playbooks](#), you can host it all on the HubSpot platform. This gives your entire team ease of access, allows you to keep track of which sales playbooks work, and it helps onboard your new hires at a much faster rate.

The other big feature is Call Transcription, which gives you the ability to review your call in a text format. You can add automatic reminders to leads that seem to be on the verge of taking that next step. Make sure you're following up with them!

Service Hub

Call Transcriptions are also a big addition for Customer Service. Keep track of how your callers are doing and if there needs to be a change in your systems. [89% of business professionals](#) believe that technology like this will improve overall productivity.

Combined with the power of webhooks, your customer service department should be able to resolve all your customers' issues. [Webhooks](#) transfer data from HubSpot to any other web application allowing the free sharing of information.



CHECK OUT

the full power of the Enterprise Plan.

The background is a gradient of teal and blue. It features several abstract shapes: a large, light blue organic shape on the left, a dark blue circular shape on the right, and a network diagram with nodes and connecting lines in the center-right. A dotted pattern is visible in the top right corner.

CHAPTER 3
HOW TO USE
THESE TOOLS

BUYER PERSONA & JOURNEY

THE BUYER PERSONA & JOURNEY

Who are your customers and what is their context?

Take a second and think about who your regular everyday customers are.



What traits do they have?



What are their names and titles?



What are their wants and needs?



What is their income?



Where are they located?

These are all important factors you need to know for your business to make well informed business decisions. Honestly, it can be a little intimidating to get started. We have created an easy-to-use [Buyer Persona Workbook](#) for you to get started.



IT'S BEST PRACTICE TO BUILD
no more than 3 – 6 personas for your company.

Here is an example of a Buyer Persona we built for another Vonazon client. It can be as detailed as it needs to be, highlighting the points to help understand your customer better.

Allen Campbell
Chief Financial Officer
Senior Financial

Goals, Objectives and Responsibilities

- Oversee all financial functions: plan, analyze, report, and manage all aspects of the company's financial operations, including budgeting, forecasting, and financial reporting.
- Develop and implement financial strategies to improve profitability and reduce costs.
- Monitor and report on financial performance to the board and senior management.
- Ensure compliance with all financial regulations and standards.

PROFILE

- Age: 45
- Experience: 15 Years
- Education & Certifications: MBA, CPA

Courtney Mulligan
Financial Controller
Senior Financial

Goals, Objectives and Responsibilities

- Supporting the CFO: Collaborate with the CFO to develop and execute financial strategies.
- Financial Reporting: Prepare and analyze financial statements, including the balance sheet, income statement, and cash flow statement.
- Internal Controls: Implement and maintain strong internal controls to ensure the accuracy and integrity of financial data.
- Compliance: Ensure the company's financial operations comply with all applicable laws and regulations.

PROFILE

- Age: 38
- Experience: 10 Years
- Education & Certifications: MBA, CPA

THE BUYER PERSONA & JOURNEY CONT.

Who are your customers and what is their context?

After you have your personas, begin to map out their journey. How are they going to interact with your brand? To start, we need to figure out how they'll discover your company. Do they want to see your information in an email, a newspaper, or maybe on social media?



Let's use a B2B persona that focuses on professional services. It would be best to start developing brand recognition on LinkedIn and telling them about the problem they are experiencing. During the consideration stage, you'll begin positioning yourself as a possible solution to their problem. Provide valuable information that will help build trust. The final stage is decision making. By this stage, you have positioned yourself as an industry leader and your leads will have been equipped with the right information to make the best possible purchase decision for themselves. Other brands may offer your product/service, but your company has taken the time to understand the customer.



With a well-developed persona, you can arm yourself with one of the strongest tools in marketing: content.

CONTENT STRATEGY

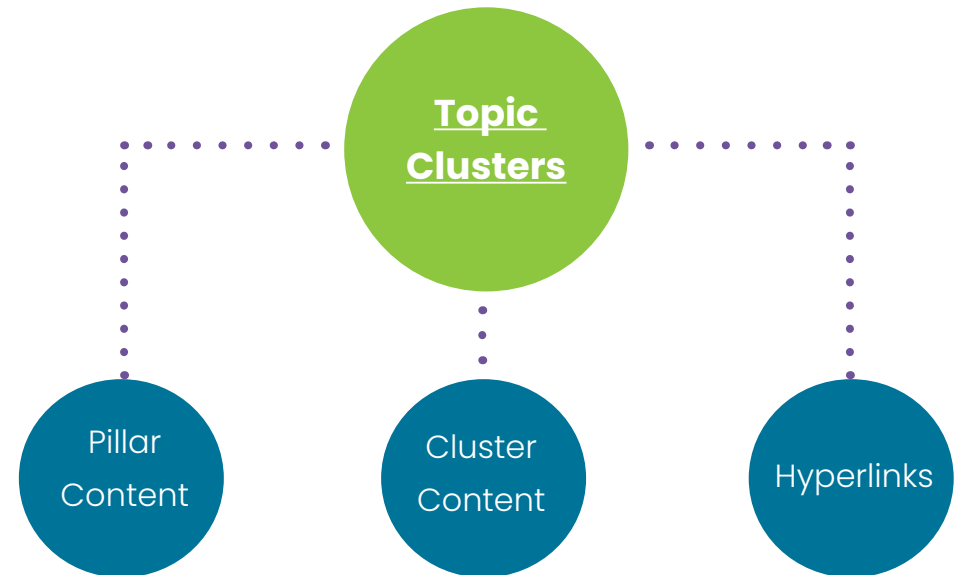
CONTENT STRATEGY

What is a hot topic within your industry?

How can you compete against corporations that can produce high quality content at a faster rate? It won't be easy, but you can use your customer relations to your advantage. You understand what their pain points are firsthand. This is critical because you still see them as real people that you want to help, not as dollar signs.

Using this information, you can start creating Topic Clusters. This cluster focuses on one overarching topic that is broken down into smaller pieces of content for SEO purposes. The breakdown is simple.

What are the benefits of using this HubSpot tool? It is a powerful SEO tool to help your information get discovered. The pillar content should be broad enough to have many clusters break away from it.



CONTENT STRATEGY

What is a hot topic within your industry?

We have provided an example for your business to follow along to: Let's use a hardware store as an example. Obviously, there is a lot to choose from. For now, let's use painting as a pillar.

PAINTING AS A PILLAR – WHAT ARE THE POSSIBLE CLUSTERS?



- What brush to use and when?
- The right roller for the right job?
[Wood vs Stucco]
- Materials you'll need to prep.
- The power of a paint sprayer and the many types.

The list can go on and on, because this topic has a lot to cover. You can get even more specific and talk about indoor and outdoor painting, but make sure that you have plenty of useful content to share. Each of these separate pieces of content should have inbound and outbound links, as well as a direct hyperlink to your pillar page. That Pillar Page will house everything that you have written on the topic and function as an SEO magnet.

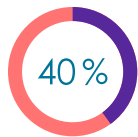


EMAIL MARKETING

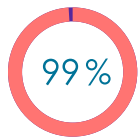
EMAIL MARKETING

You've got mail.

There's a rumor that email marketing doesn't work anymore. We disagree.



So does the data, which shows that **41% of brands** claim email marketing is extremely critical to business success



Not to mention that **99% of consumers** check their email every single day. Ditching this channel will not be a smart choice.

However, just sending out an **email with no strategy** behind it won't do you much good. It must feature intent, a benefit for your customer to click on that email. There are several strategies that you can implement for your email strategy.

The first is referred to as a drip campaign.

It is released based on specific pre-determined times. Your customer will get this email as long as they stay subscribed. As an example, let's use a sandwich shop. The business has collected emails through a rewards program and is now looking to promote deals that it has coming up. Dave, the business owner, decides that once a week he will send out coupons to drive more traffic to his store. It is simple and straight to the point. Newsletters are another version of a drip campaign.



EMAIL MARKETING CONT.

You've got mail.



A second type of email strategy, is referred to as Lead Nurturing.

Marketing automation gives you the ability to create hyper personalized conversion paths for your customers. Let's say that you're a software company, that is looking to sell their new product, but it's a little pricey to just send a one-time email for it. Your customer must go through their own Buyer's Journey in order to reach the point of purchasing. With this strategy, you can assign a score to every step of the way, which your customer accumulates as they explore more and more of your brand. They will uncover new assets either on their own or with your help through inbound marketing. The closer they get to the score of 100, the more likely they are to purchase from you. At a certain point, your sales team will reach out and follow up.

SOCIAL MEDIA

SOCIAL MEDIA

A powerful tool to help you generate leads.

Social Media is another must have in our current world. It has become a norm in our society to not only look at what our friends and family are doing every day, but also to digest entertainment and news on this channel as well.

Therefore, having an active presence in these channels is critical. Otherwise, your brand will get drowned out. Using the Inbound Methodology, your goal is to utilize this channel to educate the customer.

Imagine that you're a partner to a big company, selling their products to a specific segment of their target market. Your competition may be doing exactly the same and some of them have even been around for much longer. If your brand doesn't differentiate, it may disappear.



CURRENTLY, THERE ARE 4.9 BILLION

people with social media accounts around the world.



Determining where your customer base frequents is the first step to educating them on what sets YOU apart. Remember the Buyer Personas and the communication styles that your prospects enjoy. You may not want to go to TikTok because of the age demographic, but LinkedIn might be perfect for what you're trying to accomplish.

SOCIAL MEDIA

SOCIAL MEDIA CONT.

A powerful tool to help you generate leads.

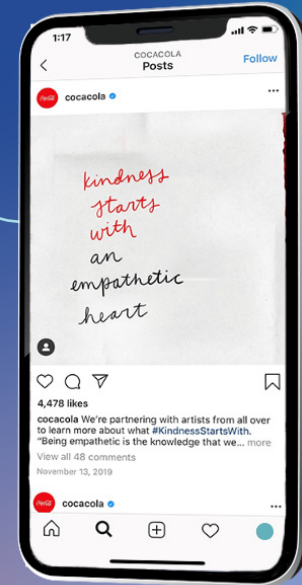
Now that you found our platform, what is the content they want to see? Have you been keeping track of what works? Are your customers even reacting to your content? If not, then what must change?

Finally how does this fit into your strategy? You're not going to make money by just getting likes and comments. How are you going to get your customers to click-through to your website/landing page? That's right, social media is mainly used as a Top of the Funnel part of the strategy in order to capture more leads.

Don't ignore it just because it seems like it has no substance. Like any part of your inbound strategy, social media can help nurture your prospects and leads into sales.



Developing a strong brand is a long-term project. It's important to be patient and learn what works from your audience.



Coca-Cola uses their social media as a brand awareness tool. They are not pushing you to buy a Coke on the spot, but that good feeling will persist with you. Then, when you're in the store shopping for your favorite carbonated beverage, Coca-Cola will stand out.

PUTTING IT **ALL TOGETHER**

**All for one and one for all.
Your HubSpot partner is here to help.**

It should go without saying that all these factors must come together to create a **successful strategy**. One without the others will lead to potentially wasted resources.

This is the reason why working with a partner tends to yield successful results. At Vonazon, we take our time to learn your company, your voice, your customers, and any other factors that will help us expand your business. We gather this information several ways: through conversations with your team, including the C-Suite as well the front-line salespeople. We research your industry and your place among the competition. We also focus on how you're positioned within your customer base.



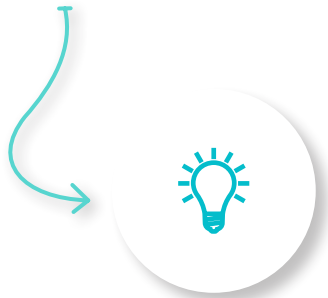
GET A FREE EVALUATION TODAY.



PUTTING IT **ALL TOGETHER** CONT.

**All for one and one for all.
Your HubSpot partner is here to help.**

**After we have gathered all we need, we
take three steps to ensure success.**



1 Development of Strategic Direction

We don't just shoot from the hip; we make sure to aim and make the most calculated decision with the greatest impact.



2 Content Creation

Great graphic design and copy is hard to come by. We believe that creativity is more than just pretty pictures. Our team takes extensive measures to produce content that sells.



3 Implementation

Ensuring your dreams become reality by instituting multiple quality assurance checks. We only execute strategies that have impeccable attention to detail.



PUTTING IT ALL TOGETHER

PUTTING IT **ALL TOGETHER** CONT.

**All for one and one for all.
Your HubSpot partner is here to help.**



We bring excellence into every project that we work on. So much so that we have earned the title of **HubSpot's Elite Partner** and are a go-to agency for anyone seeking Inbound strategies. We're proud to be amongst the few that are entrusted with HubSpot's confidence.

Once we have finished planning your best course of action, we'll do two things:

INFORM & EDUCATE

First, we'll inform and educate on everything that we do. Again, our goal is to help you succeed. Educating you gives you more opportunities to do so. Our expert implementations team will make sure you have all the knowledge you need. They're inside of the platform daily, which gives them powerful insights that are worth sharing.



STRATEGIZE & EXECUTE

Then, we execute the approved strategy within the HubSpot platform. Marketing Automation is a godsend; however it can also be quite complicated. Our team will take care of all the technical requirements so that you can focus on what's most important: your business.

GET A FREE EVALUATION

GET A FREE EVALUATION NOW

LET'S WORK TOGETHER

HubSpot's powerful marketing automation tool provides you with the tools to reach your goals. Our **strategic know-how** guides and other resources will provide you with the knowledge to clearly see the path to success.

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