

CASE STUDY

LGS GROUP

SHOPIFY INTEGRATION  
+ STRATEGIC  
MARKETING **INCREASE**  
**SALES CONVERSION**  
FOR LGS GROUP

## VONAZON AND HUBSPOT PARTNERSHIP SUCCESS STORY

In the competitive landscape of CRM, Sales Enablement, and Marketing platforms, LGS Group faced a critical decision in their journey to modernize their sales and marketing efforts. With a legacy system that relied heavily on outdated technologies, the company sought a transformative solution to revitalize its approach to sales and customer engagement. This case study explores how Vonazon, a HubSpot Elite Solutions Partner, provided the expertise and innovative solutions that not only met but exceeded LGS Group's expectations, leading to a successful partnership and implementation of HubSpot.





## LGS GROUP'S CHOICE BETWEEN HUBSPOT AND SALESFORCE

LGS Group, a provider of automotive technologies and parts for various sectors, found themselves constrained by a mix of Excel spreadsheets, an accounting-based CRM, and basic marketing tools. This outdated approach hindered their ability to efficiently manage customer relationships and leverage data for marketing efforts.

Furthermore, LGS Group aimed to integrate a parts configurator to enhance their customers' online experience, a functionality their existing system could not support. The evaluation of CRM solutions had narrowed down to HubSpot and Salesforce, with concerns about whether HubSpot could accommodate the sophisticated parts configurator the company envisioned.

### LSG GROUP'S CHALLENGES:

✗  RELYING ON MIX OF EXCEL SPREADSHEETS

✗  ACCOUNTING-BASED CRM

✗  BASIC MARKETING TOOLS

✗  NEED FOR PARTS CONFIGURATOR

## VONAZON'S STRATEGIC INTERVENTION WITH **SHOPIFY-HUBSPOT FUSION**

At a crucial juncture, Vonazon was brought in to offer real-time expertise and a fresh perspective on LGS Group's needs. Recognizing the limitations and costs associated with developing a custom parts configurator, Vonazon proposed an alternative strategy leveraging the strengths of Shopify, an e-commerce platform renowned for its robust configurator/filtering system and user-friendly interface. This approach not only addressed the immediate need for a parts configurator but also offered a scalable e-commerce solution.

The integration of Shopify with HubSpot via the native Shopify Data Sync provided a seamless flow of data, enabling LGS Group to track customer engagement, manage abandoned carts, and streamline the purchasing process. This integration formed the backbone of a comprehensive sales and marketing strategy that included targeted pre-, during, and post-trade show marketing efforts to maximize engagement and sales.

Furthermore, Vonazon identified additional needs from LGS Group, including the necessity for streamlined client follow-ups, targeted marketing to existing and prospective clients, and effective promotion of products at trade shows. Leveraging HubSpot's robust features alongside Shopify's e-commerce capabilities, Vonazon crafted a holistic solution that addressed all these requirements.



### HOLISTIC BENEFITS:

-  STREAMLINED CLIENT FOLLOW-UPS
-  TARGETED MARKETING TO EXISTING/PROSPECTIVE CLIENTS
-  EFFECTIVE PROMOTION OF PRODUCTS AT TRADESHOWS
-  SHOPIFY ROBUST ECOMMERCE CONFIGURATOR PREPARED FOR GROWTH
-  ABILITY TO MEASURE CUSTOMER ENGAGEMENT THROUGH SHOPIFY INTEGRATION

## VONAZON AND HUBSPOT STRATEGY NETS SWIFT WINS

The recommendation to combine Shopify's e-commerce prowess with HubSpot's powerful CRM, sales, and marketing tools resulted in a swift and decisive win for HubSpot and the customer. The company was able to close the deal with HubSpot within days, adopting the Sales Hub Professional and Marketing Hub Professional plans, with a monthly recurring revenue of over \$2,000. This rapid transition **from a potential lost deal to a significant win highlighted the effectiveness of Vonazon's strategic approach and the synergy between Vonazon, HubSpot, and Shopify.**

HubSpot



shopify



Sales Hub  
Professional



Marketing Hub  
Professional



# IN CONCLUSION

## KEY TAKEAWAYS FOR MAXIMIZING SALES POTENTIAL



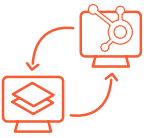
### **Innovative Solutions:**

Vonazon's recommendation to utilize Shopify in conjunction with HubSpot showcased their ability to think outside the box and deliver cost-effective, high-impact solutions.



### **Strategic Partnership:**

The collaboration between Vonazon, HubSpot, and Shopify exemplifies how strategic partnerships can enhance product offerings and customer satisfaction.



### **Rapid Implementation:**

The ability to close the deal and implement the solution swiftly underscores the efficiency and effectiveness of Vonazon's approach.



### **Enhanced Customer Engagement:**

The integration of an e-commerce platform with a robust CRM and marketing system provides a seamless experience for customers, from product discovery to purchase.







By harnessing the combined strengths of both platforms and tailoring solutions to meet the unique needs of LGS Group, **Vonazon not only met but exceeded expectations.**



## WORKING WITH VONAZON: **TOP 1% HUBSPOT ELITE PARTNER**

The LGS Group case study highlights the synergistic collaboration between Vonazon, HubSpot, and Shopify, showcasing the transformative power of innovative solutions and strategic thinking in client success stories. By harnessing the combined strengths of both platforms and tailoring solutions to meet the unique needs of LGS Group, Vonazon not only met but exceeded expectations, laying a solid foundation for sustained growth and enhanced customer engagement.

The case study showcases Vonazon's exceptional contributions as a HubSpot Elite Solution Partner, highlighting the company's ability to deliver innovative solutions and strategic insights that drive sales and foster long-lasting customer relationships.

**As a leader among the top 1% of Elite HubSpot Solution Partners, Vonazon consistently elevates business success, ensuring long-term sustainability and growth.**

# CONTACT US

**CONTACT VONAZON**

## LET'S WORK TOGETHER

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