



HUBSPOT IMPLEMENTATION FOR A MID-SIZE B2B COMPANY

How HubSpot implementation helped a consulting company automate 30% of their business development team's workflows and increase MQL-to-Deal conversion by 20%

Industry:
Fintech

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Business Challenge

No matter how hard-working and talented your business development team is, their efforts won't yield the desired results if the information about leads and clients is stored across multiple spreadsheets or worse, jotted down on paper.

As any business grows, it becomes harder to keep track of all the data. **Lack of visibility across sales and marketing processes** brings mayhem to the management of these activities and has a negative impact on a company's performance.

That's exactly what happened to our client, a US consulting firm from Chicago that provides professional accounting services and what made them look for a technological remedy.

It used to be difficult for the client to navigate through tons of disparate data within their marketing and sales department, let alone use it for the company's benefit. To do so, they needed a well-honed, calibrated CRM that would **make the sales process transparent and traceable.**

Prior to engaging with *instinctools, the company had been utilizing Zoho CRM, which focused solely on lead generation, leaving other aspects of the sales funnel unaddressed. Meanwhile, the marketing department used the standard MS Office 365 package.



What were the consequences of such an approach?

01

Poor customer experience. Personalized services are critical to sustaining customer loyalty in today's business landscape. While attempting to gain insights into their clientele and tailor their services accordingly, our client relied mainly on intuition. However, without the aid of an up-to-date CRM system, it proved challenging to gather and manage the relevant data, and put it to use.

02

Inefficiency. The Biz Dev team was struggling with the burden of repetitive and mundane administrative tasks, which were consuming a significant amount of their time. As a result, there was an urgent need for a solution that could automate these tasks and reduce the workload on the sales managers and lead generation team. Such a tool would enable them to focus on more critical activities, such as engaging with potential clients and lead nurturing.

What were the consequences of such an approach?

03

Lost opportunities. The absence of a systematic and automated approach to follow up on leads resulted in missed revenue opportunities. In this case, a robust CRM solution was a must to save the day.

04

Misalignment between sales and marketing teams. Due to the lack of quality analytics, the sales team sometimes failed to deal with leads generated by the marketing department in time.

05

Lack of consistency. With most data stored in disparate spreadsheets or on paper, customer information became sacred knowledge possessed by individual employees. This led to cumbersome transfers of document access and tons of effort spent on consuming the intricacies of particular files, when those 'data custodians' were off work or new staff needed onboarding.

All these circumstances hindered the development and growth of the client's business.

Solution

Discovery

Once the problem was identified, the client turned to **instinctools*, a [CRM consulting and implementation company](#), for a solution. As per our standard practice, we started with a deep dive into the client's business processes to find a solution that can meet the customer's requirements.

One of the client's underlying requirements was to choose a CRM system that could grow with the company while not draining its budget.

The customization of the client's existing CRM — **Zoho** — was not an on-the-table option. During the discussion of the system requirements, it became clear that fine-tuning Zoho couldn't fully cover the client's needs. That's why, it was decided to **implement a new, more powerful CRM.**

For organizations of our client's scale, **Salesforce** is usually a good fit. But despite the popularity of the platform, not every company can afford it. For our client, the price of implementing Salesforce didn't make sense – the license fee was too high, considering that the client didn't need all the platform's features. With this in mind, we shifted to **searching for more budget-friendly options.**

Given the client's company size, its business processes, and budget, [HubSpot](#) looked like an excellent choice. This platform provides all the necessary functionality while costing several times less than Salesforce.

The client strongly favored HubSpot CRM implementation after we presented its capabilities:

- **Functionality.** HubSpot has an advantage over other CRMs regarding the features it offers. For example, our client used pay-per-click (PPC) advertising. The ability to create and manage it within the CRM and having this feature as part of the general package, rather than a separate offering at an additional cost, was crucial.
- **Scalability.** To ensure that this CRM can meet the company's evolving needs in the future, we prepared a roadmap for the next five years. HubSpot's capabilities would be sufficient even with the most ambitious growth forecasts over that period.
- **Cost-efficiency.** The client settled to implement the Marketing Professional and the Sales Professional Hubs. These packages were enough to provide omnichannel automation, email scheduling, and benefit from custom reports, dashboards, and data-backed forecasting.

Next, we decided on the team's composition, which included a **project manager, business analyst, designer, and two developers**. The project also required the involvement of our [business consultant](#), who was engaged in optimizing the client's business processes.

Speeding up MQLs processing with HubSpot Marketing Hub implementation

Adopting CRM for the marketing department is a standard initial step in such projects, so we also started with the HubSpot **Marketing Hub** implementation.

Our web developers integrated all the lead generation forms and campaigns from the client's website into HubSpot. Next, they worked with a designer to customize and connect the forms to the new CRM. Now **all requests coming from the website go straight to the CRM**, so their processing is faster.

Among the challenges encountered during the HubSpot Marketing Hub implementation, the data migration from numerous Excel spreadsheets is the most noteworthy. This step was also relevant for the next phase of the HubSpot implementation process, so we'll come back to some of the issues we've faced in detail later.

Automating workflows with HubSpot Sales Hub implementation

Although the client had been using another CRM for years, a considerable portion of the client's mundane and repetitive operations continued to be handled manually, draining the sales representatives' time.

We analyzed the client's processes and uncovered that at least 30% of them can be optimized through automation, streamlining the sales department's work. To capitalize on this potential, we automated lead scoring and email distribution as well as set up automatic reminders for sales managers to follow up with leads through the appropriate channel.

Data migration as the backbone of our HubSpot implementation project

When talking about how to implement HubSpot, we can't but mention data migration. Its accuracy is paramount, as even minor errors can impede the creation of reliable analytics, compromising the system's effectiveness in the long run. Given the importance of data migration, this stage demands meticulous planning and execution to ensure a smooth transition to the new CRM system.

During this HubSpot implementation project, **we migrated over 700,000 contacts and 300,000 campaigns from the legacy systems to HubSpot.** The process took **six weeks** to complete.

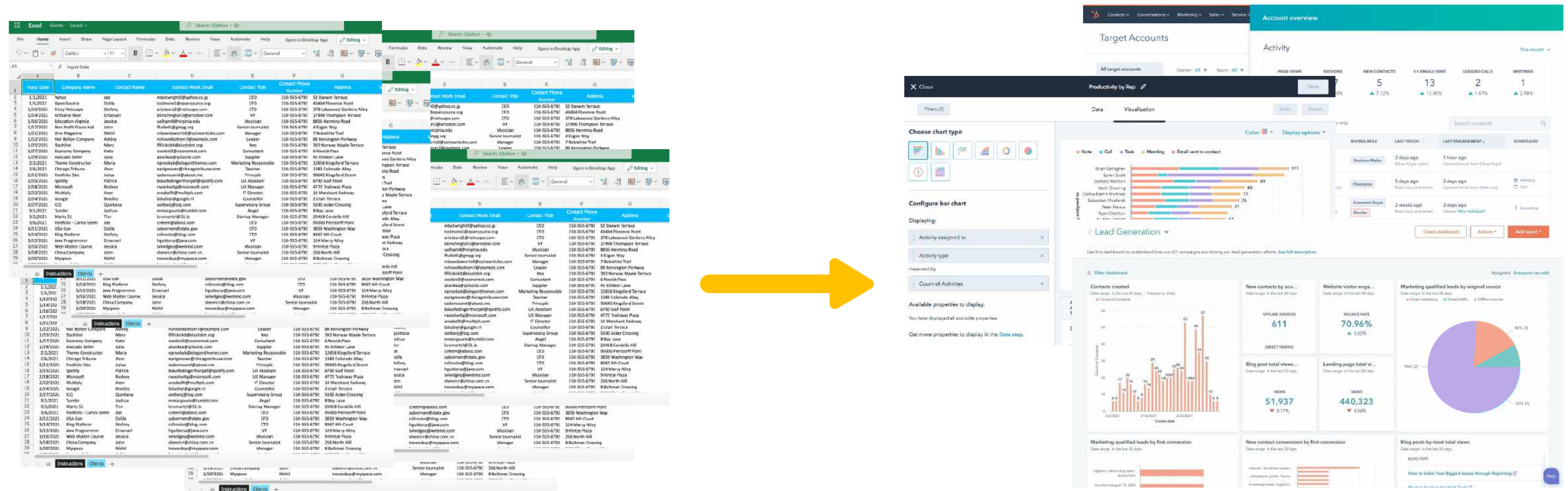
Before the data migration itself, we encountered the challenge of **establishing a shared understanding of the data requirements**, as marketing, sales, and lead generation teams lacked a unified source of truth, causing discrepancies in their respective data. As the key HubSpot implementation consultant, our business analyst took the lead in defining common criteria for migrating data from the spreadsheets and the old system to the new CRM.

Organizational enablement

We assembled a dedicated team of client employees who were most enthusiastic about implementing HubSpot. This team served as the system's beta testers in the initial stages and later played a crucial role in promoting the solution within the business development team. This collaborative approach not only allowed us to gain valuable feedback on the system's features and functionality but also helped mitigate any potential resistance to change within the company.

Before/After

The HubSpot implementation took **six months**, along with data migration and organizational enablement. The CRM started working at its full capacity only after the data migration was completed.



Before

- Lack of a holistic view of the sales funnel
- Inability to analyze any stage of the sales funnel in detail
- Absence of common understanding of data requirements
- Manual performance of the repetitive day-to-day sales and marketing operations
- Slow lead processing
- Failure to identify high-priority leads
- Low MQL-to SQL and SQL-to-Deal conversion rate
- Devoting a lot of time to onboarding new employees

After

- Transparency across the entire sales funnel
- Establishment of clear and unified data requirements
- Cohesive work of all teams within the business development unit
- Boosting lead processing time by 37%
- 30% of mundane everyday business development tasks are automated
- Special workflow for accelerated lead processing
- Speeding up the onboarding process by 45%
- Increasing MQL-to-SQL conversion by 28% and SQL-to-Deal by 17%
- Ability to analyze top, middle, and bottom stages of the sales funnel in detail thanks to comprehensive custom dashboards



Key features

Integrity

HubSpot has become a unified tool that works at all sales funnel stages, from dealing with leads generated through website forms to cross-selling and upselling to the existing customers. Thanks to HubSpot implementation, our client got not only end-to-end analytics but also the ability to interact with contacts, deals, and companies in various ways throughout the funnel. MDRs, SDRs, and sales managers can now send emails, make calls, transfer prospects from one sales rep to another, schedule meetings, and register all these changes in one place.

Mobile compatibility

HubSpot is mobile-friendly and available to client team members on any device. So even if sales managers, marketers, and lead generation team members are out of office, they still have full access to the CRM functionality on their phones.

Flexibility

HubSpot allows highly flexible configuration at the no-code level. For instance, the client doesn't need to involve developers to configure access rights. The skills of a system administrator trained under our guidance are sufficient to cover these tasks.

Business Value

- Full transparency of sales and marketing processes at all the stages of the sales funnel
- Automating 30% of the business development workflows
- Reducing time of lead processing by 37%
- 28% increase in the MQL-to-SQL conversion rate
- 17% increase in the SQL-to-Deal conversion rate
- 45% decrease in onboarding time for new employees of the business development unit
- Cutting the Biz Dev costs by 18%

Multiplier effect

Incorporating CRM software can prove highly advantageous for **B2C and B2B companies** across a diverse range of industries. In fact, in today's business landscape, it has become a prerequisite for efficient customer management, rather than a whim.

Both B2C and B2B organizations need to gather, organize, and analyze mind-boggling volumes of data to enhance interactions with their clients and improve customer experience. With a proper CRM solution in place, you can streamline your workflows and capture lead-specific information at every available touchpoint across multiple channels to nurture more high-quality leads.

For **growing mid-sized companies**, HubSpot is one of the most profitable and advantageous options due to its functionality, scalability, and cost-effectiveness.



Do you have a similar project idea?

Let's innovate together!

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