

CRM

CUSTOMER LOYALTY

PROMOTION & ADS

INTERACTION

ANALYSIS & GRAPHICS

ORDER & CUSTOM

DATABASE & INFO

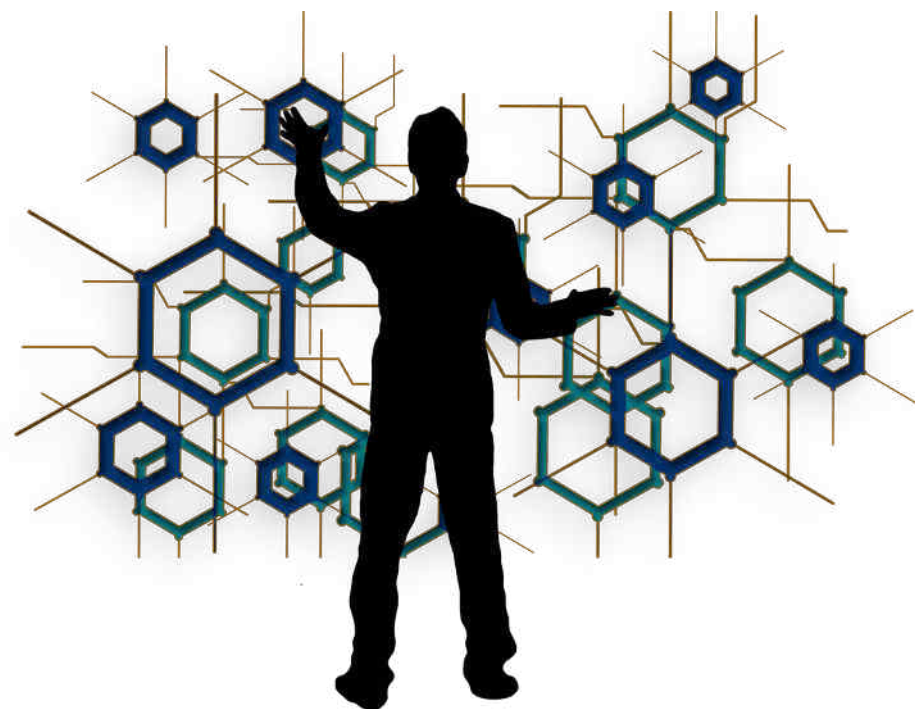
DOCUMENTATION

COMMUNICATION



HERE'S WHAT WE'LL COVER:

- CRM with Hubspot
- Key Features of HubSpot CRM
- Benefits of Using HubSpot CRM





HubSpot CRM is a popular customer relationship management tool designed to help businesses manage and analyze customer interactions and data throughout the customer lifecycle.





CRM

INFOGRAPHIC

Customer Relationship Management (CRM) involves strategies, practices, and technologies that companies use to manage and analyze interactions with potential and existing customers. The goal is to improve customer service relationships, assist in customer retention, and drive sales growth.



24/7 SERVICE

>Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt...



RELATIONSHIP

>Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt...



SALES AUTOMATION

>Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt...



MARKETING AUTOMATION

>Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt...



PAYMENT

>Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt...



KEY FEATURES OF HUBSPOT CRM:

CONTACT MANAGEMENT:

- Store detailed information about contacts, such as names, email addresses, and social media profiles.
- Track interactions and communications with each contact.

PIPELINE MANAGEMENT:

- Visualize and manage sales pipelines.
- Track deals through different stages and update their status.





EMAIL INTEGRATION:

- Sync with email services like Gmail and Outlook.
- Log and track emails sent to contacts directly from HubSpot.

TASK MANAGEMENT:

- Set reminders and tasks for follow-ups.
- Assign tasks to team members.

REPORTING AND ANALYTICS:

- Generate reports on sales activities and performance.
- Analyze data to identify trends and opportunities.



AUTOMATION:

- Automate repetitive tasks such as follow-up emails.
- Use workflows to streamline processes.

INTEGRATION:

- Integrate with other HubSpot tools like Marketing Hub and Service Hub.
- Connect with third-party applications for enhanced functionality.





BENEFITS OF USING HUBSPOT CRM:

- User-Friendly Interface: HubSpot CRM is known for its intuitive and easy-to-navigate interface, making it accessible even for those new to CRM systems.
- Scalability: Suitable for businesses of all sizes, from small startups to large enterprises.





Treasa Geethu P J



<https://github.com/geethugithub7>

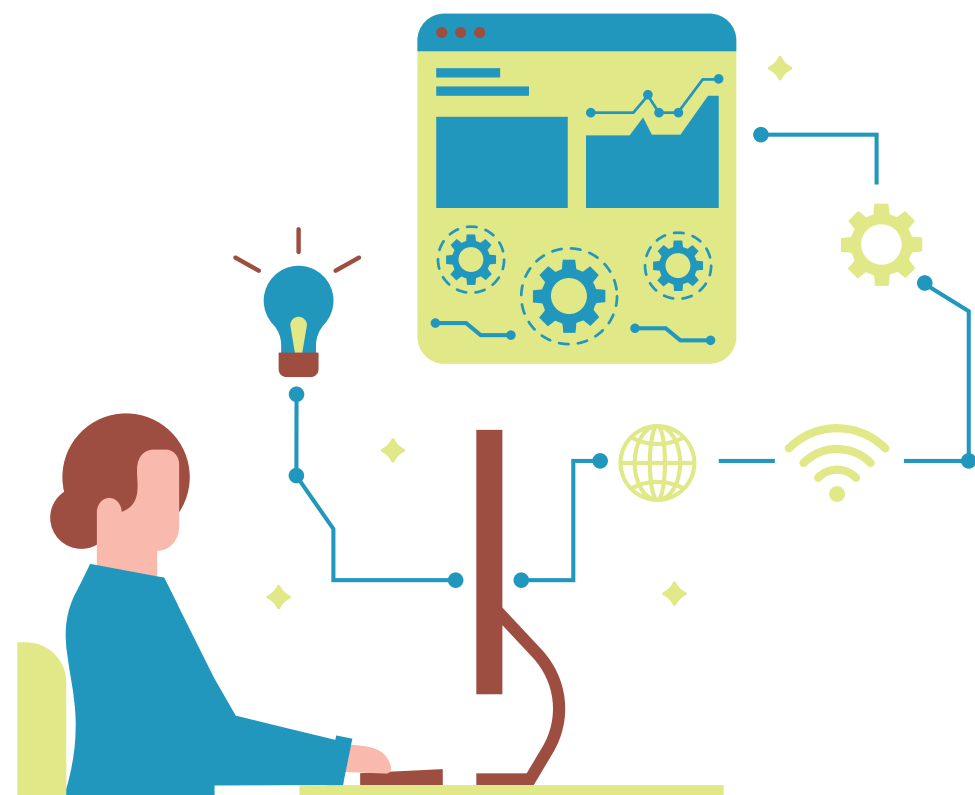
- **Free Core Features:** HubSpot offers a free version with essential CRM functionalities, making it a cost-effective solution for businesses on a budget.
- **Comprehensive Ecosystem:** Seamlessly integrates with other HubSpot tools for marketing, sales, and service, providing a unified platform for all customer-related activities.





GETTING STARTED WITH HUBSPOT CRM:

- Sign Up: Create a free account on the HubSpot website.
- Set Up Your Account: Input your business details and customize your CRM settings.
- Import Contacts: Import existing contacts from spreadsheets or other CRM systems.
- Customize Your Pipeline: Set up your sales pipeline stages to reflect your sales process.





- **Integrate Email:** Connect your email account to track and log communications.
- **Explore Features:** Familiarize yourself with features such as deal tracking, task management, and reporting.
- **Training and Resources:** Utilize HubSpot's extensive library of tutorials, webinars, and support documents to get the most out of the CRM.





Treasa Geethu P J



<https://github.com/geethugithub7>

By leveraging HubSpot CRM, businesses can enhance their customer relationship strategies, streamline sales processes, and gain valuable insights into their customer interactions, ultimately driving growth and improving customer satisfaction.

