

PARTNER PRODUCT LEARNING HOUR

LinkedIn CRM Sync

August 2024

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Meet our Speakers



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HubSpot



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LinkedIn



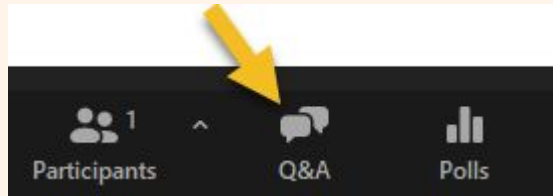
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Principal Solutions Consultant

LinkedIn

Questions?

Please make sure you use the **Q&A feature** on Zoom (not chat) and we'll answer your questions throughout and at the end of today's presentation.



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Agenda

1. LinkedIn use cases: why you'd use, value, demo
 - Sales Nav Demo (Layla)
 - Marketing (Liz)
2. Wrap up / Q&A



The Sales Person's Ultimate Toolkit

The integration makes both systems better & stronger



Supercharge your sales team and amplify the value of your data by connecting your CRM with Sales Navigator

Uncover a clear path to revenue

Intelligent & Personalized Insights

- Identify promising opportunities when past customers move to new companies
- Know when contacts leave an open deal
- Automatically surface new prospects based off a rep's sales history



Improve sales efficiency

Automate key workflows

- Stay on top of opportunities
- Reduce wasted rep time
- Unified seller experience
- Focus prospecting on new or existing buyers



Develop better data foundations

Better Data, Better Decisions

- Flag out-of-date CRM contacts
- Seamlessly add contacts to CRM
- Demonstrate ROI



Resulting in Better Sales and
Marketing Orchestration

The best version of Sales Navigator with CRM provides value across the entire business



Demonstration

Value in Syncing

The 7K+ companies that sync their CRM with Sales Navigator experience:



Better Data

- Pre-sync: 40% of Contacts on Avg were outdated
- 500 Contacts Added
- 2500 activities autologged



Adoption Skyrockets

- 36% more searches
- 25% more engagement
- 4% more connections



Increase in ROI

- Avg deal size increased by 14%
- 7% more deals sourced
- 7% increase in revenue influenced

Transition to Marketing

Proving **marketing impact**
on the bottom line is
increasingly critical.



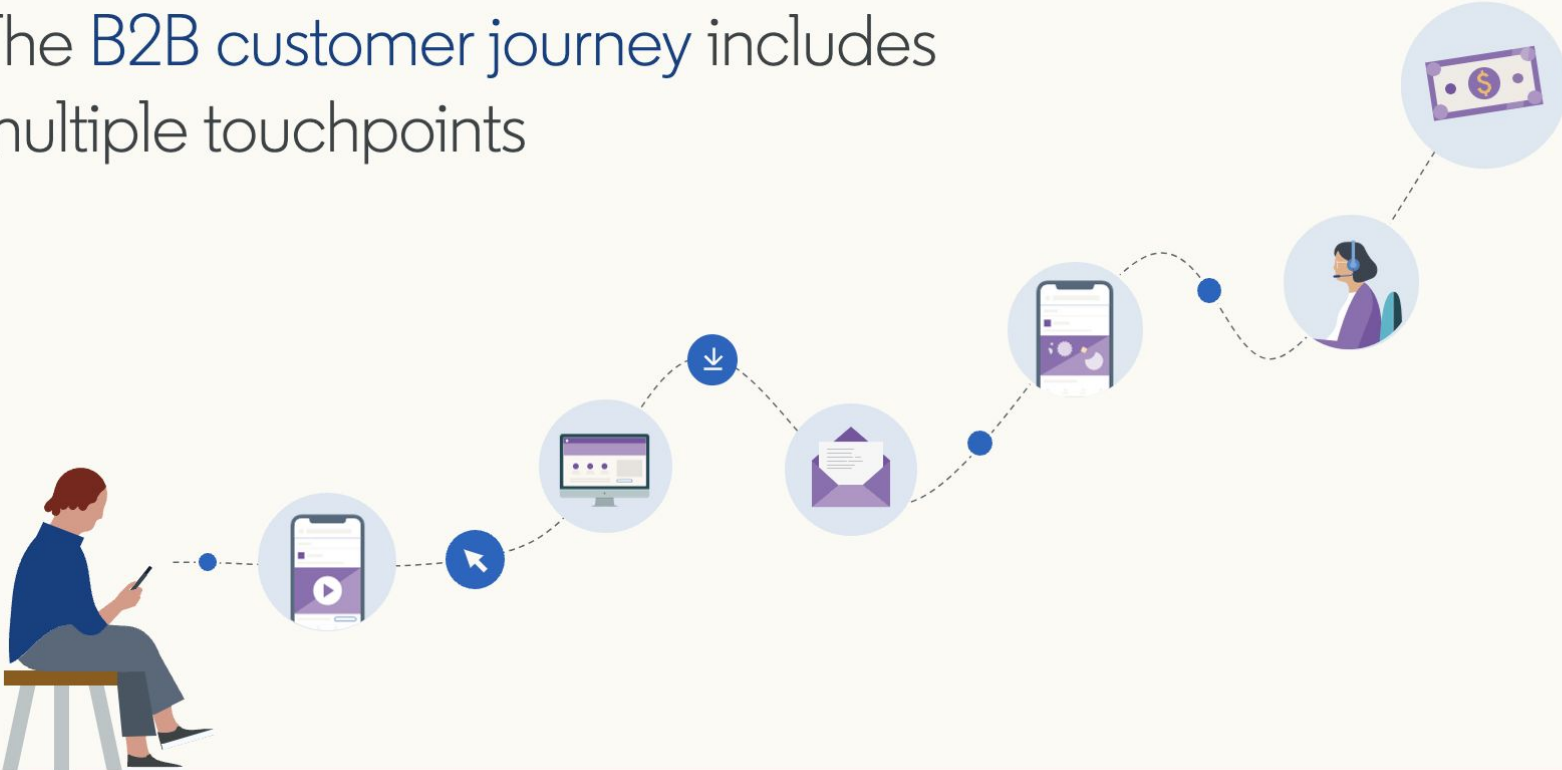


“

The thing we struggle most with is marketing attribution reporting. We can look at that last touch model but... realistically there are a lot of touches along the way.”

Marketing Analytics Manager
@ Technology SMB

The B2B customer journey includes multiple touchpoints



Revenue Attribution Report gives you visibility beyond the last touch to see how your marketing efforts on LinkedIn are influencing revenue and pipeline.

LinkedIn ads help keep you top of mind and help differentiate you against your competitors



Last touch attribution models only gives credit to one marketing touchpoint along the entire customer journey.



What can you do with the Revenue Attribution Report?



Sync CRM data to understand how metrics are influenced by LinkedIn marketing down the funnel as they convert to closed won opportunities.



View reports directly from your Business Manager Ad Accounts to show how LinkedIn marketing impacts sales metrics.

HubSpot CRM Prerequisites Checklist



- ✓ Ensure you have a Sales Hub Pro or Enterprise license in HubSpot
- ✓ You must be an admin in Business Manager and in HubSpot.
- ✓ Enable CRM sync for all features using credentials with a permission level of "View" (or Read-Only) On all objects and fields as listed [here](#).
- ✓ Ready to connect your CRM!
You'll need your CRM credentials to connect.

LinkedIn BUSINESS MANAGER BETA

CRM Connection

Liz's business Manager
ID: 7034241059396141056

Connect to a CRM to attribute LinkedIn marketing to sales outcome in the revenue attribution report

Confirm CRM connection

Connecting Hubspot to LinkedIn Business Manager

Business Manager would like to:

- Get LinkedIn's Sales and Marketing Systems Connect (SMSC) permission for record ingestion
- Get LinkedIn's Sales and Marketing Systems Connect (SMSC) writeback permission

Cancel Confirm

Home

Partners

People

Ad accounts

Pages

Matched audiences

Revenue attribution

Invoices

Settings

Connect

Connect

Connect

L

Liz's business Manager
ID: 7034241059396141056

- Home
- Partners
- People
- Ad accounts
- Pages
- Matched audiences
- Revenue attribution
- Invoices
- Settings**

VA +

← CRM Connection

Connect to a CRM to attribute LinkedIn marketing to sales outcome in the revenue attribution report

It can take up to 72 hours for the field change to be reflected in the report.



Hubspot

Disconnect

Revenue attribution report

RAR R&D Test Account

ID: 7135800932281274368

Understand how your LinkedIn campaigns influence sales from your CRM leads. [Learn more](#)

HubSpot | Data last received: 3/11/24, 9:53 AM

Home

Partners

People

Ad accounts

Pages

Matched audiences

Revenue attribution

Invoices

Settings

Time range: 3/14/2023 - 3/12/2024 | Ad accounts: All | Lookback window: 180 days | Attribution model: Any impression counts as a touch

i New EU law will impact the Revenue Attribution Report's ability to measure and attribute traffic from the EEA and Switzerland. Be advised you may see report metrics fluctuate. [Learn More](#)

Top line

Understand overall effectiveness of LinkedIn as a marketing channel.

Revenue won

\$7,279,807.08

Return on ad spend

1.994X

LinkedIn ad spend

\$3,650,000.00

Pipeline amount

\$7,279,807.08

Performance over time

Understand the performance of LinkedIn as a marketing channel over time.

View: Revenue won

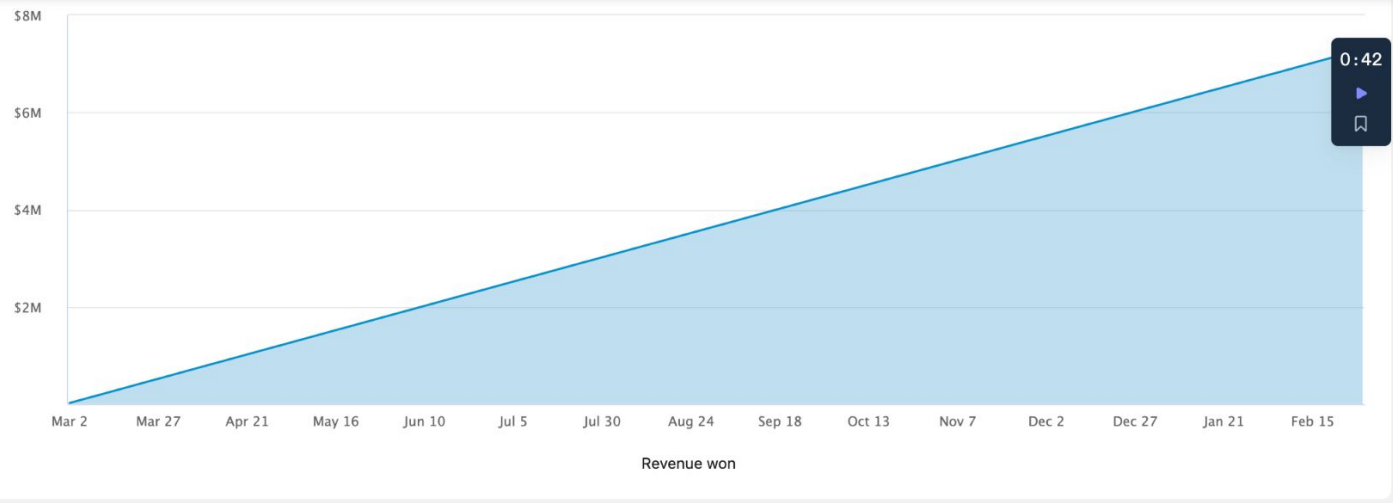


R
RAR R&D Test Account
 ID: 7135800932281274368

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- Matched audiences

Revenue attribution

- Invoices
- Settings



Campaigns Compare campaigns ▾
 Understand how your top 100 campaigns (by revenue won) influenced sales over the last year.

Funnel Metrics
 Understand how LinkedIn marketing drove leads and opportunities.

Stage	Deals
Leads	730,004
Open opportunities	365,000
Closed won	365,000

Conversions
 Understand overall quality and conversion rate of LinkedIn driven leads.

Metric	Conversion rate
Opportunity win rate	50%
Avg. deal size	\$20.00
Avg. days to close	8

Prove the value of your LinkedIn investment

In today's competitive B2B landscape, understanding where revenue comes from is crucial. Revenue Attribution Report (RAR) provides comprehensive insights and currently reports on any leads who have seen or engaged with LinkedIn Ads.

In this presentation, we shared how RAR's powerful insights and create more effective data-driven marketing campaigns. We will share additional ways to get more insights and make your marketing efforts count.

Whether you use RAR on its own or alongside other tools, RAR supplements and provides deeper insights into campaign performance.

"These insights and reporting have helped us secure even more budget and to invest more in awareness across LinkedIn, because we now know that we're still benefiting from money that was spent long ago"



Jia Rae
Senior Director of Demand
Generation, Velocity Global

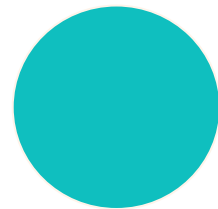
"We as marketers know marketing has a broader effect than what can be directly attributed, but every CMO and CFO in the c-suite needs to see dollar value. Having the Revenue Attribution Report tied to impressions has been really helpful to show the overall value of the campaigns and those touchpoints. It makes it easier to go back to your CMO and show that it's working and ask for more budget."



Alexander Nelson
Director of Marketing, Rivery

Q&A

Let's talk!



Before you go...

- Please share your feedback in our survey

https://survey.hsforms.com/1l_A2gkdzStmamwWwni3Xhqz7et