



MEET

FISSION

www.fissionagency.com



HUBSPOT MARKETING, SALES & CUSTOMER SUCCESS OPERATIONS

FOR BUSY BUSINESSES

Take the hassle out of managing your HubSpot.

We're built for businesses who want to make the most of HubSpot...but don't have the time or expertise to do it themselves.

Clean up data, improve reporting, automate processes and better utilize HubSpot across your team so you can grow better.

Now, who are we?

YOUR TEAM

HUBSPOT-CERTIFIED EXPERTS IN MARKETING, SALES, CUSTOMER SUCCESS, AND HUBSPOT (OF COURSE)



Connor Skelly – Founder

Over 10 years of B2B Marketing, Sales Enablement, and Business Leadership Experience

Oversees all client work and runs your Kickoff Call.



Client Success Manager

Your Client Success Manager will be your day-to-day contact.

They'll update you on project deliverables, blockers, or new ideas.



Solutions Manager

Your Solutions Manager is the primary HubSpot expert on your team.

They will implement your HubSpot Solutions, strategize and define process, and more.

WHAT WE DO

CRM Management

Marketing Operations

**Sales & Client Success
Operations**

Growth Advisor

1. CRM Management

- HubSpot Onboarding & Implementation
- Facilitation of any HubSpot upgrades
- Quarterly HubSpot Audits and Recommendations Reports
- User, Team & Permissions Management
- Training & Process Documentation
- Tool Integrations & Tech Stack Management
- Data Migrations
- CRM File & Asset Management

2. Marketing Operations

- Help you prove Marketing ROI
- Custom Email, Blog, and Landing Page Templates
- Asset Strategy and Implementation (Forms, data tracked...)
- Improve Marketing to Sales Handoff
- Marketing automation for emails, data management, internal notifications, and more.
- Build emails and landing pages with your team's content
- Improve lead qualification and conversion rate optimization
- Implement repeatable, scalable marketing programs

All of this is included when you work with us!

3. Sales & Client Success Operations

- Reduce and Optimize Sales Reps' Time
- Pipeline Management, Optimization, and Automation
- HubSpot Sequence Building and Training
- Manage NPS Surveys and Other Customer Feedback Surveys (and all reporting too!)
- Improve Sales to Customer Success Handoff
- Manage Sales Properties & Data
- Streamline Sales Processes within HubSpot

4. Growth Advisor

- Align Marketing, Sales, and Customer Success Strategies within HubSpot
- Collaborate on all strategies as the "Ops-focused Marketer"
- Provide recommendations for SEO, ads, new marketing and sales audiences, social media, and more.

***Note:** We do not do any content creation*

Growth Advisor is an optional add-on

WHY WE'RE HERE


As HubSpot continues to acquire new customers, the HubSpot Partner ecosystem has grown immensely. It's been shown that customers who work with a Partner get a better ROI and better business performance by using HubSpot. But there's a few things we saw lacking in the Partner Ecosystem that we provide:

Flexibility

No one likes working with an outside partner only to be nickel-and-dimed for every "out of scope" request. But with better HubSpot usage, comes more ideas that were previously not possible or considered out of scope. Our plans are intentionally general to provide the flexibility your team needs as you grow with HubSpot.

HubSpot AND Business Expertise

There are many talented agencies out there. However, few are experts at both HubSpot **and** Marketing, Sales, and Client Success. In order to grow with HubSpot effectively, you need both. There's a million ways to build the same thing in HubSpot – you need a Partner that can look at the whole picture and implement the best way for you and your team.



OUR PROCESS

To start, we run a Kickoff Call to go in-depth on the day-to-day Marketing, Sales, and Customer Success processes + get more details on your priority items.

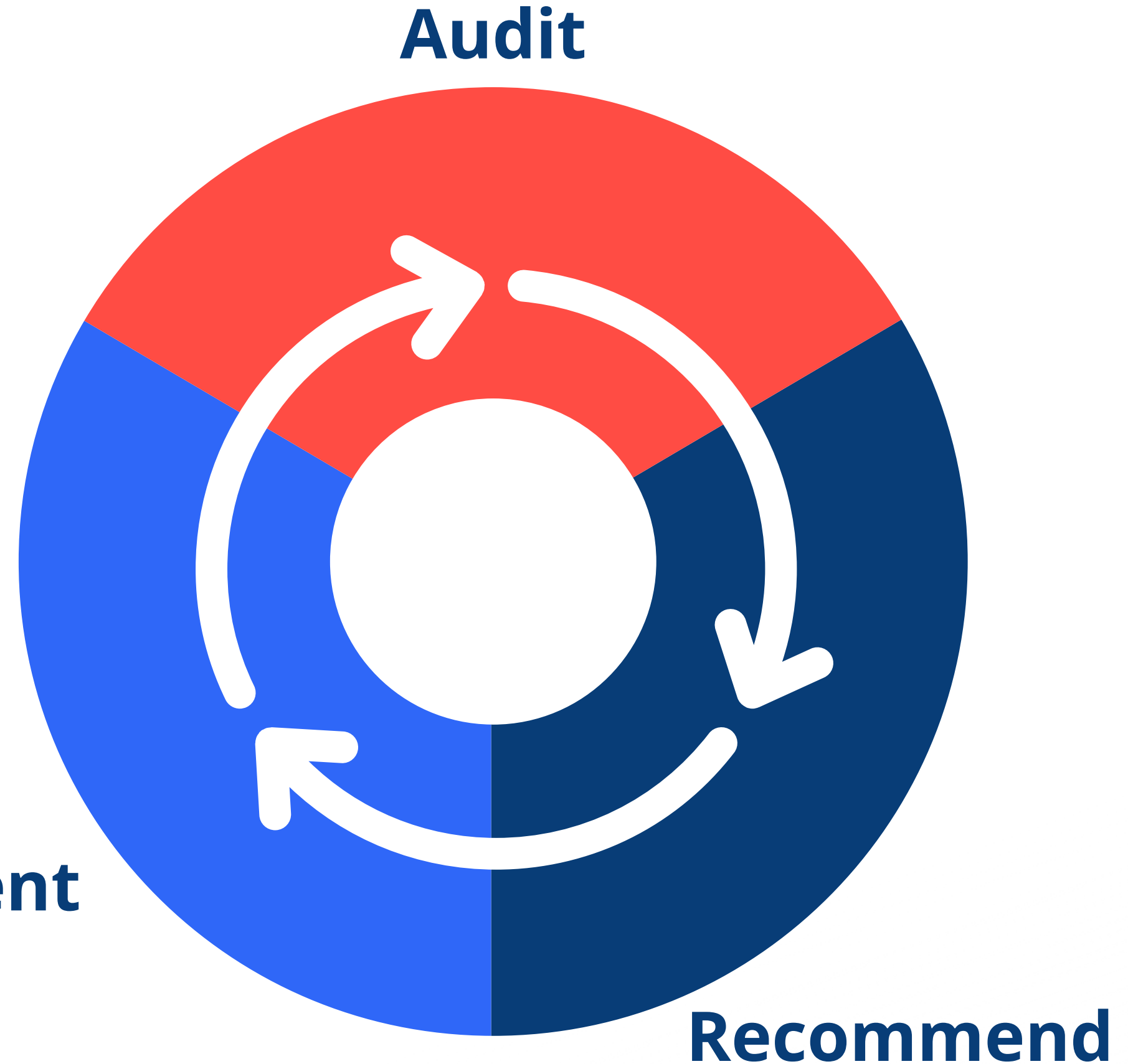
From there, we begin working on your priority items and concurrently run a full HubSpot audit centered on database cleanup and HubSpot usage.

Then, we stay up-to-date on all completed and in-progress work.

Audits are done for you on a quarterly basis to keep your CRM up-to-date!

[Check out a sample audit here.](#)

Implement



Full HubSpot Audits are included in the Subscription Plan and can be added as a project to the Hourly plan on request.

HOW WE WORK

We'll meet for **1 hour every other week (or weekly if you prefer)** to stay aligned on completed, active, and upcoming projects.

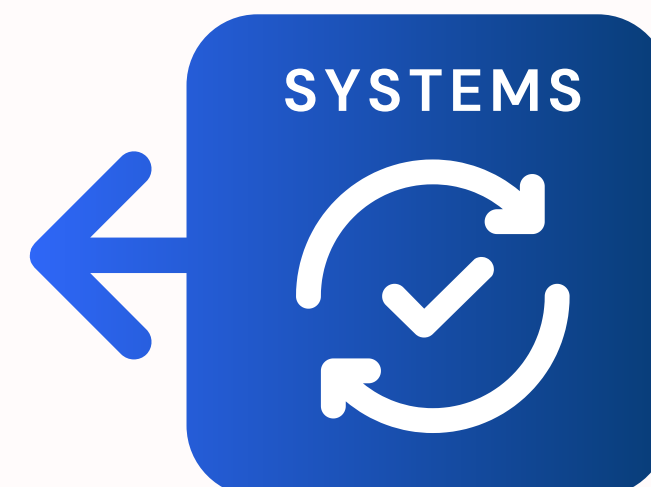
Ad-hoc meetings are always welcome!



Projects are scoped and prioritized based on **your specific business' needs and the plan you choose.**



Email is our primary communication channel. If you prefer **Slack**, we'll create a private channel for us to connect.



Regardless of your plan, we keep track of HubSpot usage to identify areas of improvement and maximize HubSpot value. Plus, we run Add-On CRM Management projects to keep your HubSpot in check.

See the next slide to learn more!

ADD-ON CRM MANAGEMENT PROJECTS

INCLUDED IN HOURLY AND SUBSCRIPTION PLANS*

3X/QUARTER

- **Automation reviews**
 - Provide recommendations
 - Implement changes
- **Marketing Contact Management**
 - Work with you to build out marketing contact logic
 - Build automations and lists to keep marketing contacts in check and HubSpot costs down

2X/QUARTER

- **De-Duplication**
 - Work with you to build out de-duplication logic
 - Merge records to keep the database clean

EVERY QUARTER

- **Comprehensive HubSpot Audit**
 - Analyze every aspect of your HubSpot account
 - Highlight data gaps and opportunities for better data hygiene
 - CRM best practices
 - Tips on getting the most out of HubSpot
 - Cost Savings Calculator to reduce your HubSpot spend

*For Subscription plans, Add-On Projects are prioritized, scoped, and completed at not extra cost..



CASE STUDIES + KIND WORDS

CASE STUDY

REM CAPITAL

Problem

REM Capital had no systems or processes in HubSpot for their newly hired sales team. Additionally, they consistently faced challenges with segmentation and effective email marketing.

Solution

We built a scalable lead qualification and routing system. We also implemented SOPs and lists for easier contact segmentation and how to improve their email sends.

Results

- 152% MoM increase in Engaged inbound leads
- 550+ new opportunities created (previously completely untrackable)



HubSpot Solutions Implemented:

Sales Hub Pro
Automated Lead Qualification + Routing
Segmentation

CASE STUDY

RAND MCNALLY

Problem

Rand McNally was a new HubSpot customer with minimal education on the platform and was not able to run consistent, scalable email campaigns to existing contacts.

Solution

We did a complete cleanup of their CRM – removing unused lists, workflows, bad contacts, and more. We built new email templates and advised on a new email marketing strategy leveraging Campaigns.

Results

- The first email campaign after cleanup influenced 53 closed won deals amounting to over \$2 million in revenue
- Their Sales team saw the effectiveness and made leaving Salesforce and going all-in on HubSpot a priority. They are now fully onboarded and running high-conversion sequences with our guidance.



HubSpot Solutions Implemented:

Sales Hub Pro
Marketing Hub Enterprise
Sequences
Automated System for Contact Cleanup

CASE STUDY

HYPE PHARM

Problem

Hype Pharm was generating hundreds of leads per month with no way of accurately tracking revenue. They used a proprietary platform to track appointments booked and were facing a ton of data gaps

Solution

We collaborated with their developers to provide the HubSpot expertise necessary to connect their platform with HubSpot. From Custom Object creation, to pipeline optimization, to reporting, we built a robust system that scales.

Results

- Full transparency on meeting to deal conversion, revenue by business unit and type (appointment and subscription)
- Better understanding and decision-making on what is driving revenue. With a clear, 360-degree view of their marketing and sales process, they are generating more high-quality leads.



HubSpot Solutions Implemented:

Custom Objects
New Sales Pipelines
Revamped Dashboards



Wonderful Support and Service!

Connor and his team are amazing! We hired Fission to help us understand how to use HubSpot and tailor it to the needs of our law firm. From our first meeting I was blown away by the ideas Connor had. Minor changes to our system have made the biggest difference. Connor always has a solution for any problem we are facing, and the response time and turnaround time for any project the team is given is always quick! We couldn't be happier with our decision to hire Fission.

Samantha, Client Service Director @ Law Firm





We were charged with quickly ramping up our digital lead generation efforts and needed some assistance with best practices as well as an extra pair of hands to get a lot of different campaigns and projects up and running. ...[Fission] is excellent at knowing how to set up processes in HubSpot not only for the marketing team to be able to extract data, but also for the sales team to be notified...Connor is a delight – he's truly one of our team members. He also is incredibly responsive – answering questions at all times of day or night!

Kendra, Marketing VP @ Transportation Technology Company





Fantastic service and VERY responsive!

Connor and crew have been awesome to work with. We initially hired Fission for a short-term engagement to clean up our HubSpot environment and realized quickly that we would need them long term to ensure that we are building a high functioning and fast moving CRM system to drive sales and maintain relationships. Highly recommend Fission's team for their knowledge of HubSpot and their excellent and timely communication.

Chris, Marketing Lead @ Investment Firm



Next Steps

Let's get started.

[Book your strategy call today](#) and we'll help you grow with HubSpot.

