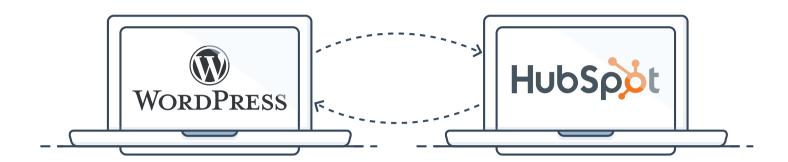


People with a WordPress website are no different. They too wish to simplify their marketing efforts with the capabilities of a CRM.



The good news is that WordPress users can integrate their website with the leader in CRM capabilities - HubSpot!

Wondering how?

HubSpot's WordPress plugin is the answer. Let's dive deeper into the nitty-gritty of this plugin.

What is the HubSpot WordPress Plugin?

The HubSpot-WordPress plugin has the entire package, be it forms, pop-ups, and live chat all powered by a powerful CRM platform holding the reins. The HubSpot-WordPress plugin:







Improves sales



Improves lead capture



Refines analytics and sales lead



Implements automated nurturing



Increases organic website

insights

traffic

Use the intuitive drag and drop builder to create a blank form or choose from

CRM & contact

management

The plugin gives insights into your customers' behavior on your website

this, you can send relevant, personalized messages to your

contact database.

directly to your HubSpot instance. With

Live chat &

chatbots

pre-built form templates on your

want pop-ups on.

website. With HubSpot's advanced filtering, you can choose the pages you

Here's the range of features the HubSpot-WordPress plugin offers:



All WordPress forms filled by your visitors automatically sync with your HubSpot CRM. This simplifies how you manage contacts, segment them into lists, and see insights on interactions.

Email & marketing automation

With live chat on your website, you can easily engage and educate your visitors in real-time.

Built-in analytics & dashboard

This plugin lets you sync your website with over 300 native integrations including Gravity Forms, WooCommerce, Stripe, and more.

The built-in 'dashboard' in the plugin menu makes it easy to understand which sales and marketing actions are working for you and which aren't.

---• Easy integrations



What makes the HubSpot-WordPress plugin special?

There are many ways which make this plugin the special sauce for your marketing recipe:



Simplified contact management

You can use lists in the plugin to create filtered groups of your contacts based on the specific interactions they've had with your website or content.

Enhanced WordPress SEO with HubSpot

HubSpot's suggested keywords tool helps you to figure out which keywords to target. HubSpot also provides recommendations to improve SEO and existing content rankings.

Leverage HubSpot to generate leads

Place lead generation forms in strategic places throughout your WordPress website and keep track of their performance via built-in analytics in HubSpot.

Track leads

Get insights from your HubSpot analytics on buying intent, fit, past interactions, and accordingly nurture leads through your marketing funnel.

To enhance your inbound marketing efforts, be sure to use the Hubspot-WordPress Plugin!

Has the HubSpot-WordPress plugin enhanced your marketing ops yet? Let's Talk.



If yes, you're already a champion. If not, Grazitti's got your back. Drop us a line at **info@grazitti.com** and we'll take it from there!

Statistics References:

https://www.act-on.com/blog/rethinking-the-role-of-marketing-in-b2b-customer-engagement/