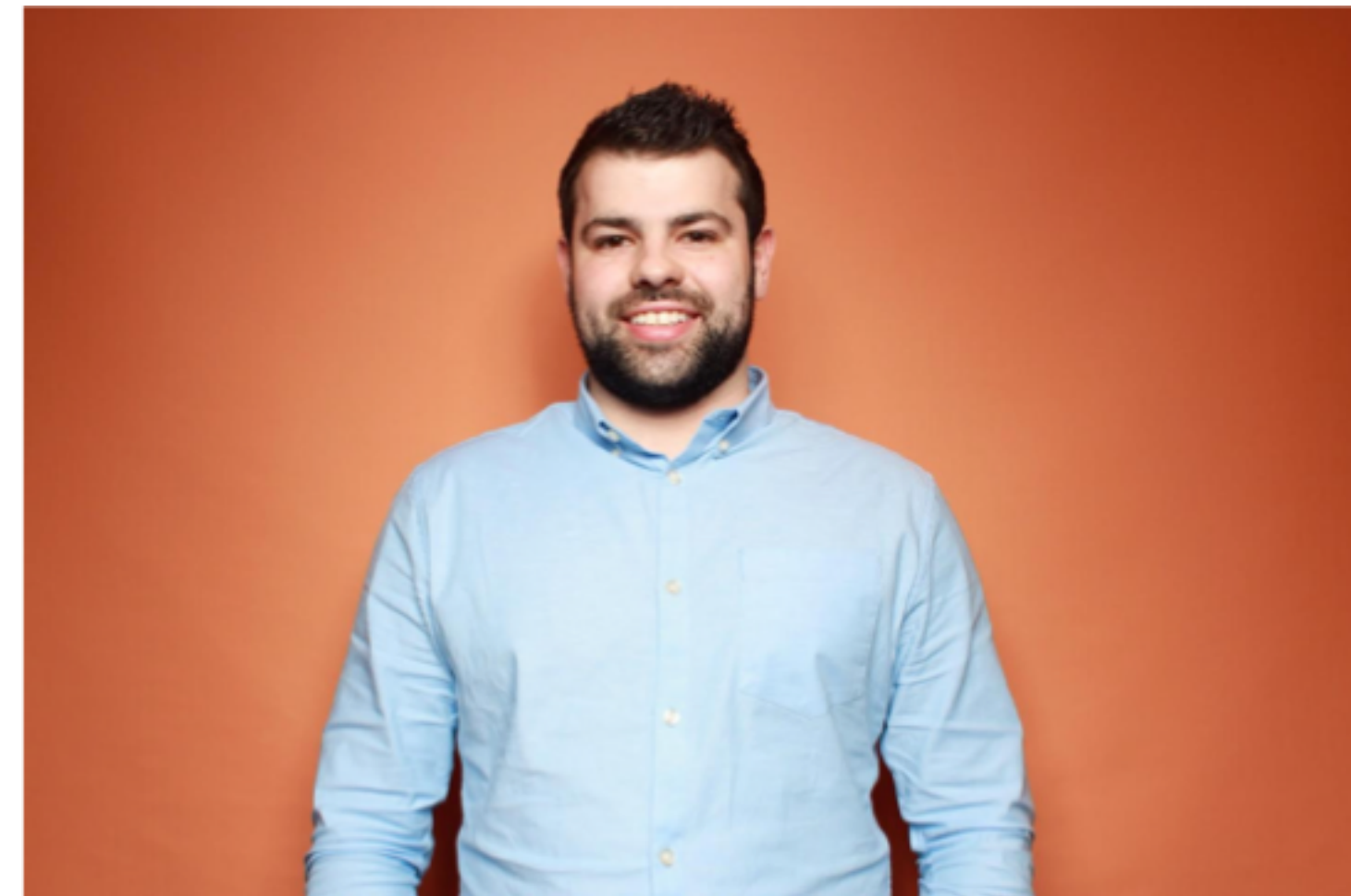


Why your customers are
your biggest asset for
lead generation



Hi, I'm Gary

- Former accountant
- Student of Sales & Marketing
- Former eSports founder
- I ❤️ startups



@Garhubspot



Agenda

1. Your customer experience starts way before your customer ever purchased anything from you!
2. How to control customer sentiment with social media
3. Leveraging customers for lead generation



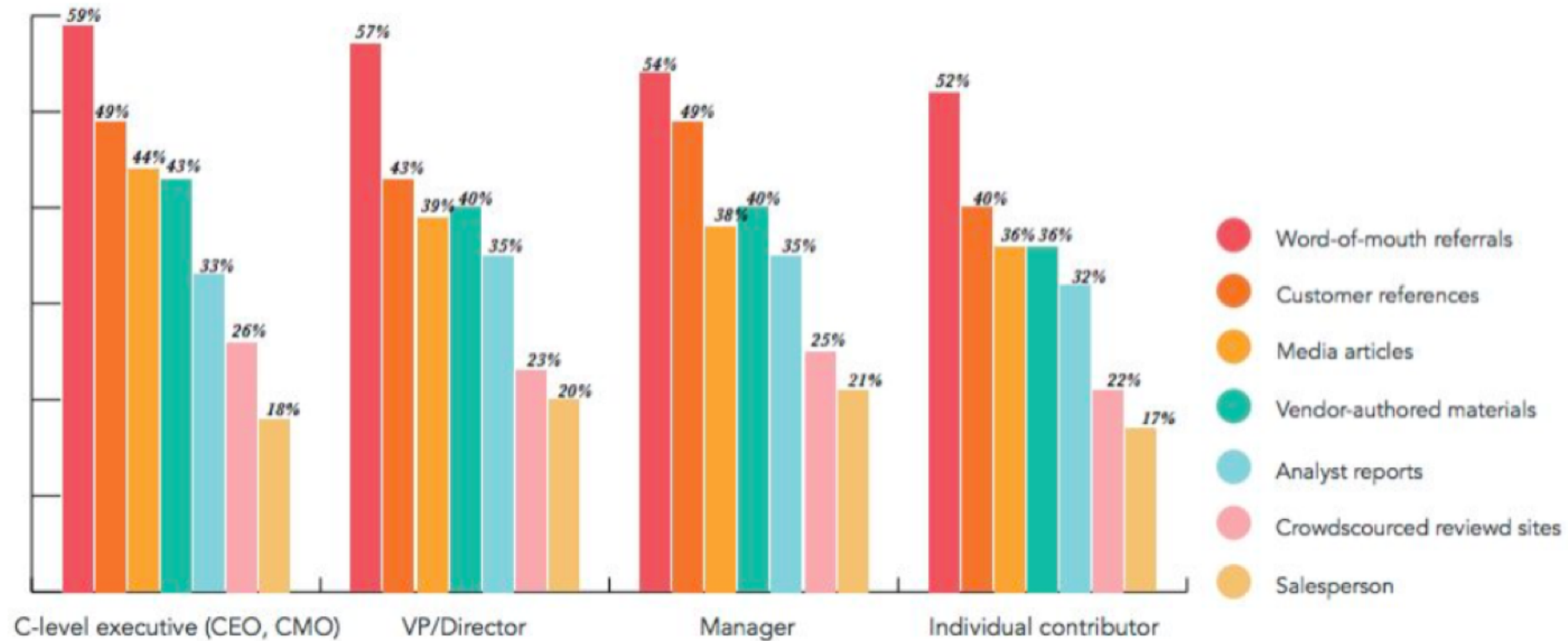
Customer Experience



**Align your
company
around an
experience
customers
will love.**

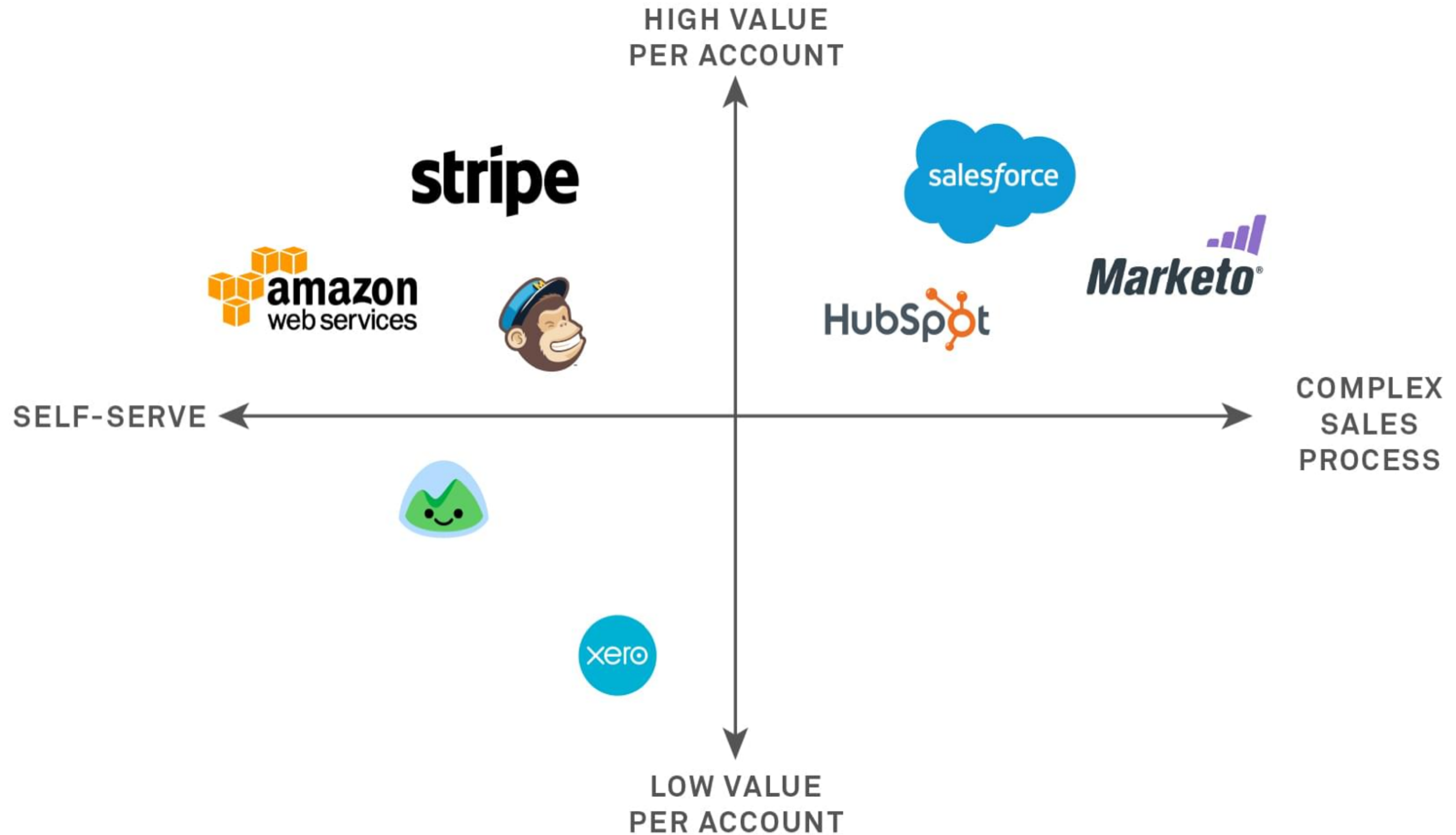


What Sources of Information Do You Rely On When Making Purchase Decisions?

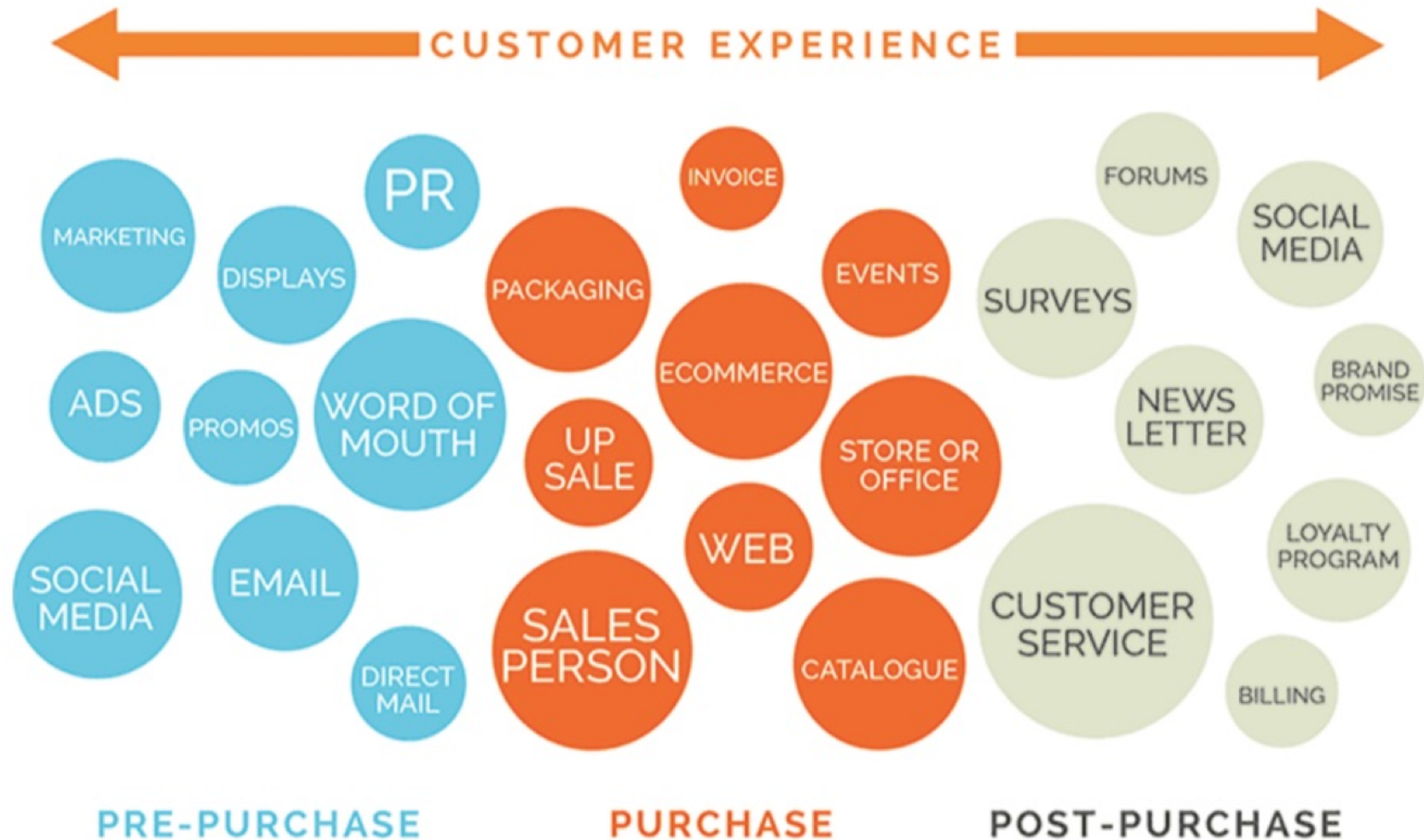


Source: 2017 State of Inbound





BRAND TOUCHPOINTS



[*] Inbox Demo ▾

All conversations 399 •
Assigned to me 0
Unassigned 2 •
Email 181 •
Chat 218 •

Filtered 241

Hey! You're in away mode. Turn it off to start receiving chats.
Turn off away mode

Status: Open ▾ Channel: All ▾ Assignee: All ▾ Date: All time ▾

Bryan Lowry 23m
Introductory Call with Bryan Main Goal: Key...
CHAT

Patrick Kiely 1h
Thanks. I've connected you to one of our...
CHAT

Patrick Kiely 1h
hi
CHAT

Tabetha Palmatary 2h
We typically reply in a few minutes
CHAT

Mark Greco 3h
Problem
EMAIL

Live Chat

Sam Widgets was automatically assigned to this conversation 25m ago

We typically reply in a few minutes

reply

Introductory Call with Bryan
Main Goal:
Key Decision Makers:
Schedule Next Meeting for

6:36pm

Bryan Lowry assigned this conversation to themselves 23m ago

Write a message

A [emojis]

Insert: [icon] Snippet ▾

Send

Search this view... 🔍

Bryan Lowry
at HubSpot

Create ticket Create deal More ▾

About Bryan Lowry

First name
Bryan

Last name
Lowry

Email
blowry@hubspot.com

Company name
HubSpot

Referral Source

Tickets (3)

Deals

Help



Start from scratch

COMING SOON

Create a brand new bot for your site



Support bot

Show knowledge articles to visitors or let them create a ticket



Qualify leads

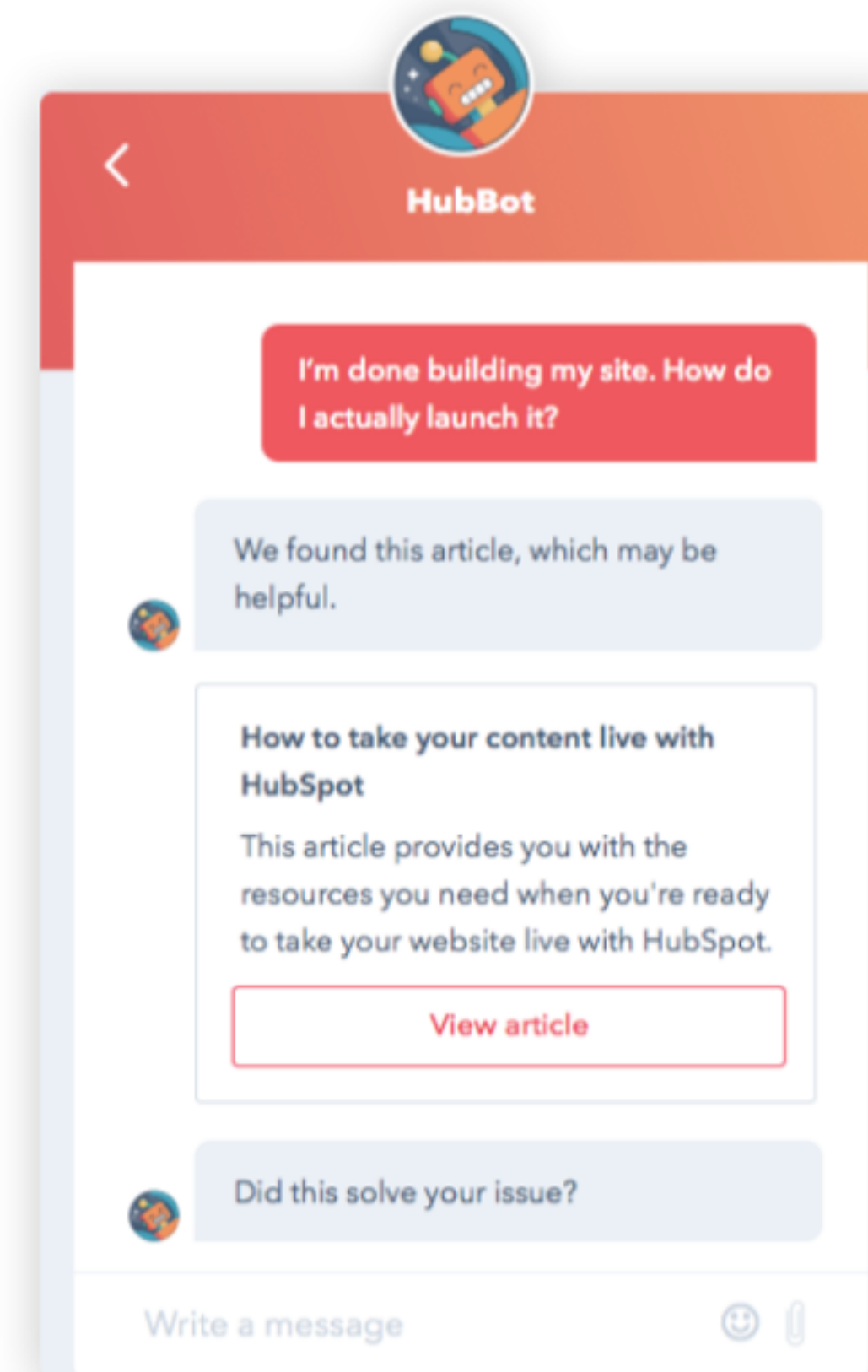
Find out if visitors are qualified before sending them to a sales rep



Book meetings

Let visitors book meetings using a group or round robin meetings link

What do you think of the Bots tool?



Customer Sentiment on Social Media



Marketing

Customer Service

Social media monitoring

Engagement
dashboard

Content curation

Content creation

Analytics

Social media
monitoring

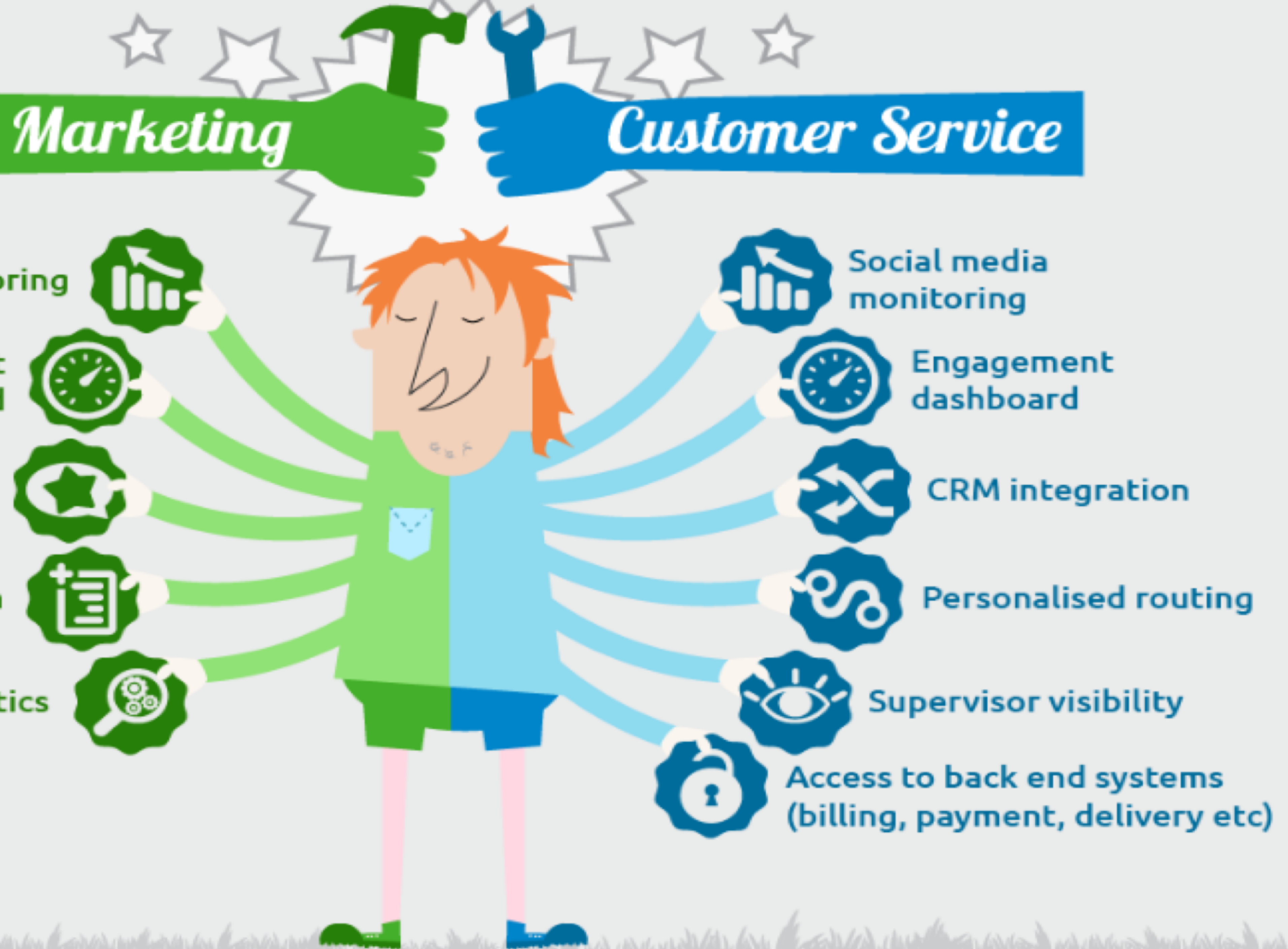
Engagement
dashboard

CRM integration

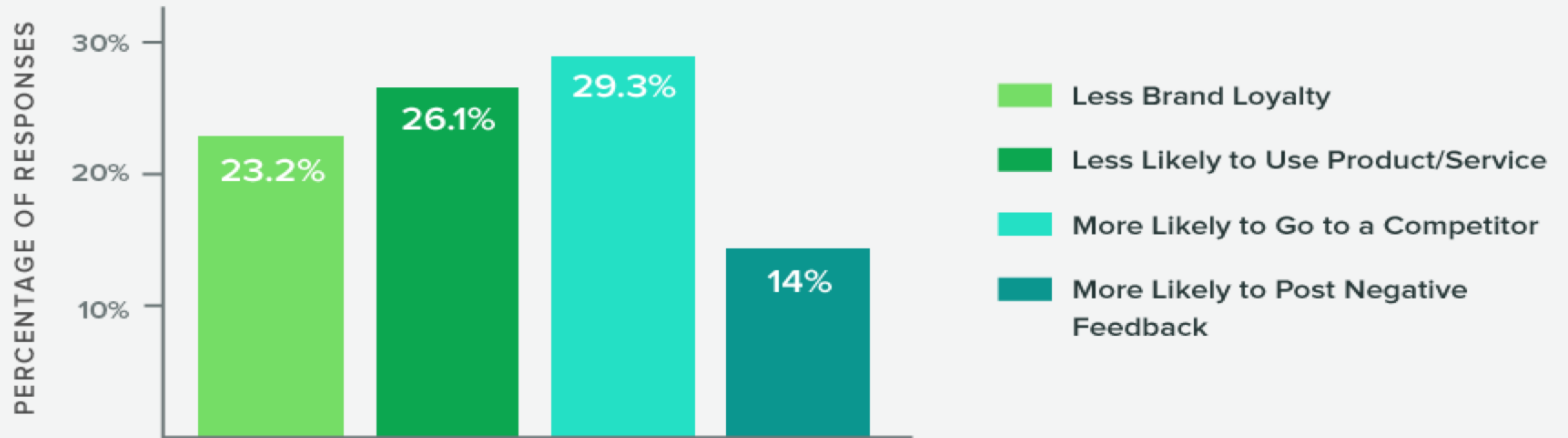
Personalised routing

Supervisor visibility

Access to back end systems
(billing, payment, delivery etc)

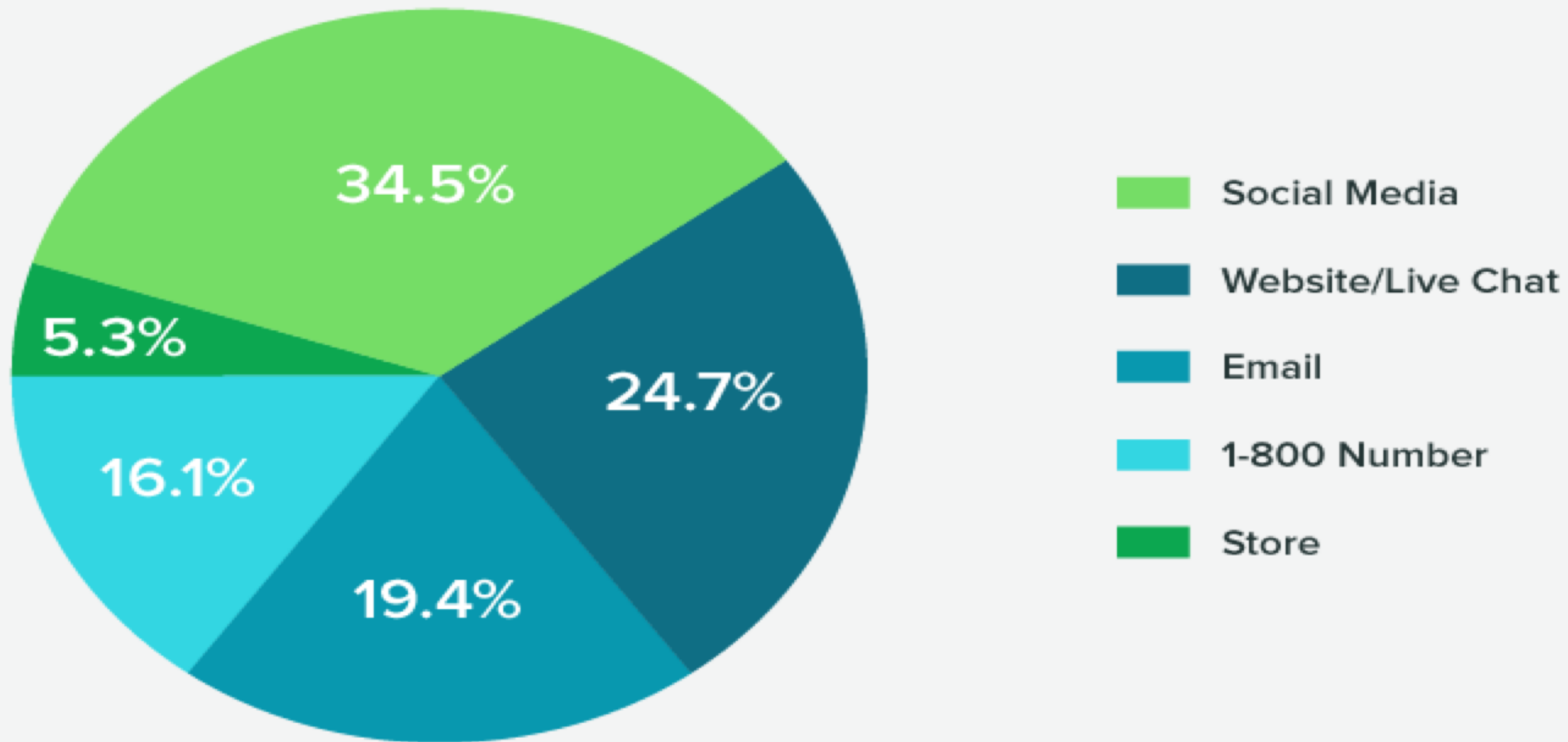


The Cost of Being Shunned on Social



People's Top Choice for Customer Care

Q1 2016



Tickets ▾

TableBoard

Search for a ticket 🔍

Actions ▾

Create ticket

All tickets	NEW68	WAITING ON CONTACT125	WAITING ON US86	IN JIRA36	CLOSED96
My open tickets					
All saved filters >					
Pipeline					
[*] Support Pipeli... ▾					
All tickets					
Options ▾					
+ Add filter					
	<div>Kit issue</div> <div>Open for 4 hours</div> <div>High</div>	<div>Test</div> <div>Open for a day</div> <div></div>	<div>Peter doesn't like orange.</div> <div>Open for 21 hours</div> <div>Low</div>	<div>help</div> <div>Open for 4 hours</div> <div></div>	<div>Bryan needs helps</div> <div>Closed on 27/06/2018</div> <div>High</div>
	<div>niamh test ticket</div> <div>Open for 4 hours</div> <div></div> <div>Medium</div>	<div>Log in Issues</div> <div>Open for a day</div> <div></div>	<div>Michael issue</div> <div>Open for a day</div> <div>High</div>	<div>New Ticket</div> <div>Open for 8 days</div> <div></div>	<div>Visa Issue - Contact Details</div> <div>Closed on 27/06/2018</div> <div>High</div>
	<div>Test</div> <div>Open for a day</div> <div></div> <div>Medium</div>	<div>Log in</div> <div>Open for a day</div> <div>Low</div>	<div>SMS Test</div> <div>Open for 2 days</div> <div>Medium</div>	<div>Mike issue</div> <div>Open for 13 days</div> <div>Low</div>	<div>Tabetha's Software Ticket</div> <div>Closed on 26/06/2018</div> <div></div>
	<div>How can I stop loving your system so much?</div> <div>Open for 6 days</div> <div></div>	<div>TEST</div> <div>Open for 5 days</div> <div>High</div>	<div>Marisa issue</div> <div>Open for 5 days</div> <div>High</div>	<div>XYZ</div> <div>Open for 13 days</div> <div>Low</div>	<div>Shipment Trouble</div> <div>Closed on 22/06/2018</div> <div></div>



Leveraging your customers for lead generation



[← All Case Studies](#)

Shopify Uses HubSpot CRM to Transform High Volume Sales Organization

Shopify is the world's leading cloud-based, multichannel Ecommerce platform designed for small and medium-sized businesses, powering over 100,000 online retailers. In 2014, Loren Padelford spearheaded a new sales initiative transitioning Shopify from their outdated, overly complex CRM onto HubSpot's new, easy to use sales CRM. Since this change, Shopify benefits from a high volume transactional sales and a much happier sales team.



About [Shopify](#)

Shopify is an Ecommerce platform that allows anyone to easily sell online, at a retail location, and everywhere in between. Shopify offers a professional online storefront, a payment solution to accept credit cards, and the Shopify POS application for in-person sales. Shopify powers over

[TRY HUBSPOT FOR FREE](#)

5.2X

MORE LIKELY TO VISIT YOUR
BUSINESS IF YOU HAVE
POSITIVE REVIEWS

90%

OF CUSTOMERS ARE MORE LIKELY TO VISIT
YOUR WEBSITE , IF YOU HAVE
POSITIVE REVIEWS

10

THE AVERAGE NUMBER OF REVIEWS CONSUMERS
WILL READ ABOUT A BUSINESS
BEFORE MAKING A DECISION

7/10

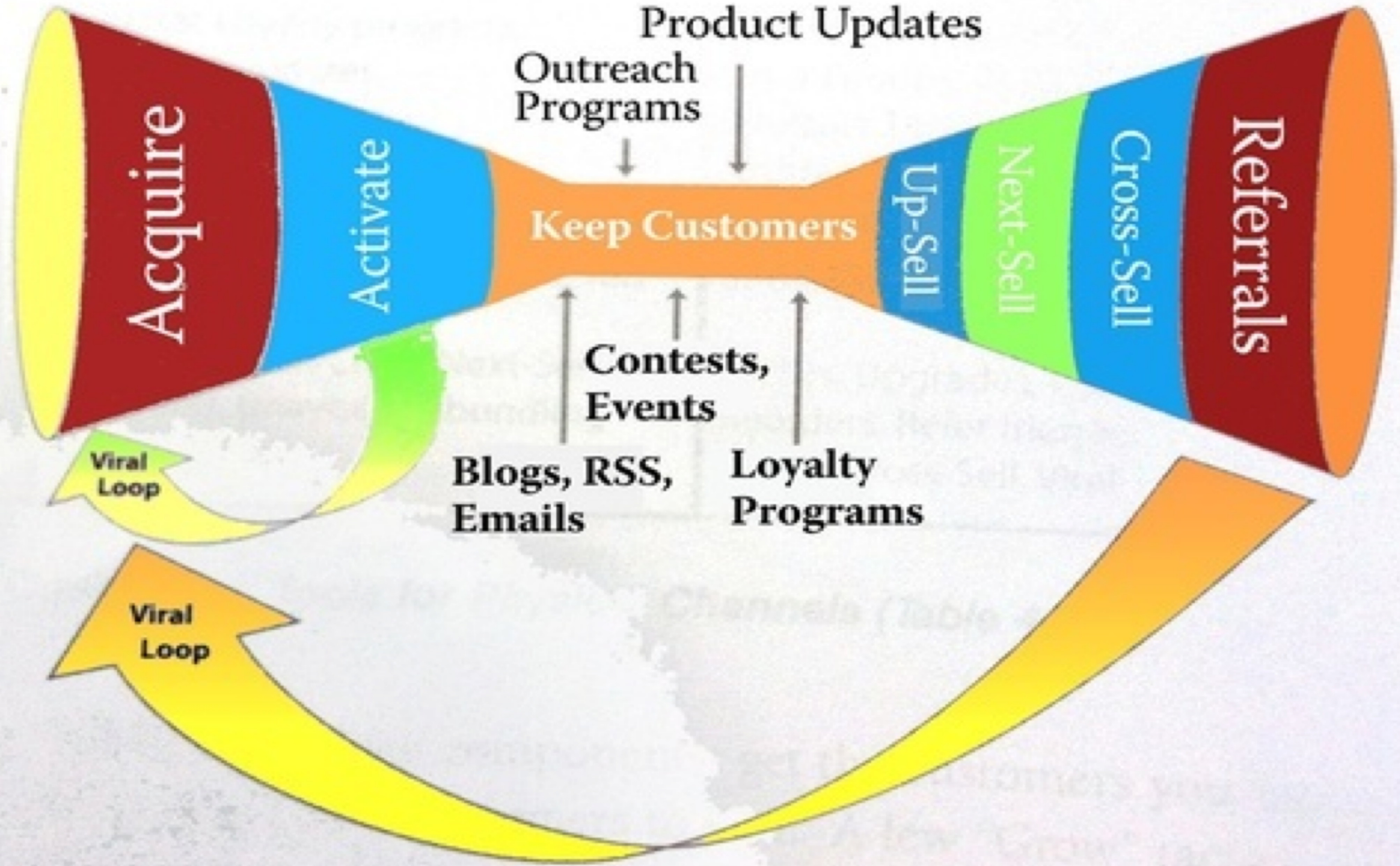
OF CONSUMERS DEEMED REVIEWS "VERY" OR
"EXTREMELY" IMPORTANT IN THEIR
RESEARCH PROCESS



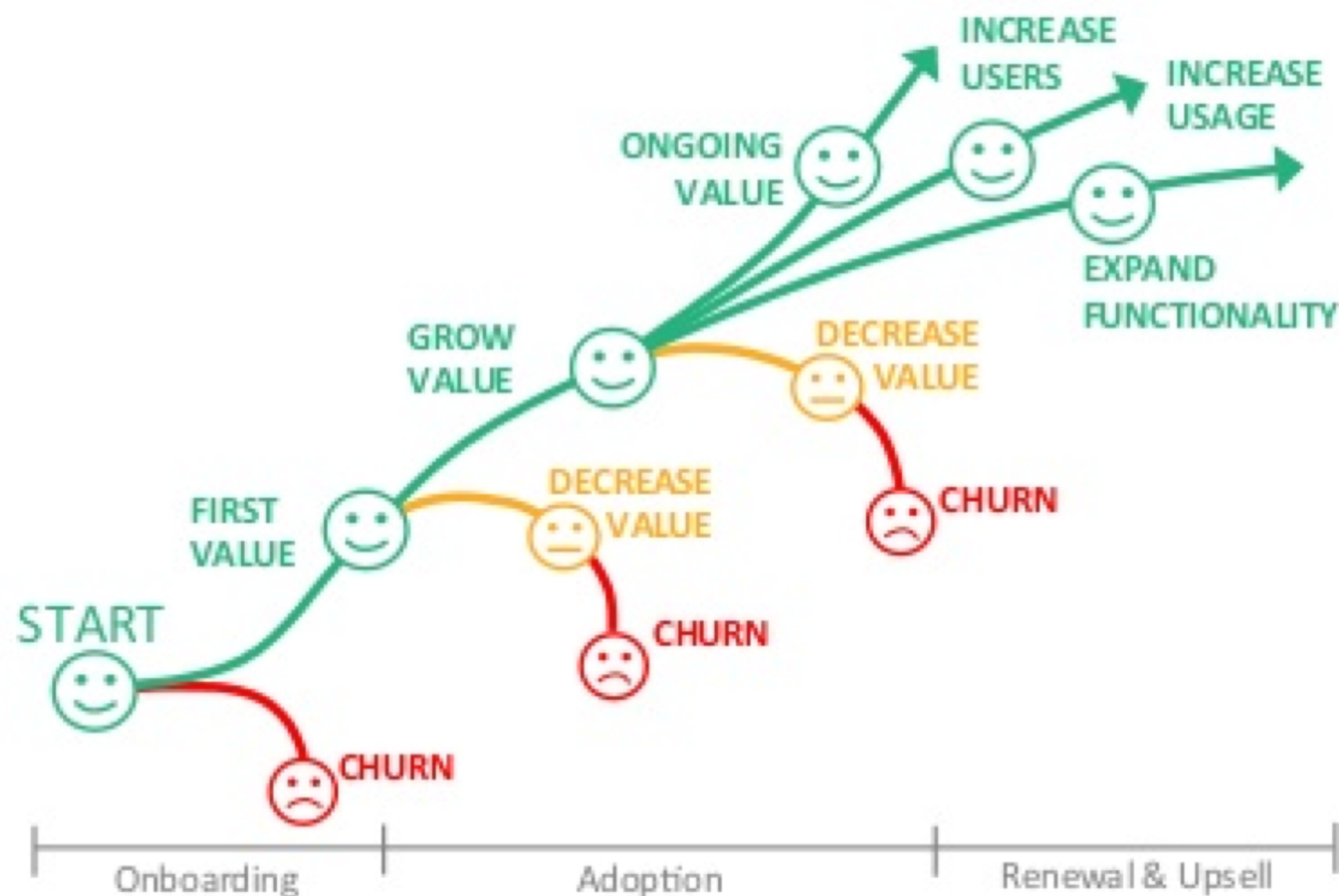
Articles
Media
Social Media

“Get Customers”

“Grow Customers”



Customer Journey: Understand, Measure, Drive *Recurring* Value



- Get to *first value* as soon as possible with onboarding
- Focus on customer success and *ongoing value* to contain churn
- Deliver *new value* to increase upsell and add-on sales

RICOH
NPS 74

APPLE
NPS 72

WHAT'S
A GOOD



AEROFLOT
NPS 67

NPS TO
HAVE?

PANASONIC
NPS 43



Customer Feedback

Discover what your customers are really thinking

Three surveys, three ways to find what customers think of your company, service and support.
Use the results to make improvements, and keep customers coming back.



Customer Loyalty

Continuously monitor how likely customers are to recommend you with two simple questions.

[View feedback](#)



Customer Support

Measure your entire customer support experience and discover how easy it is for customers to find help when they need it.

[View feedback](#)



Customer Experience

Get feedback on any part of the customer experience that you want to know more about.

[Set up survey](#)

