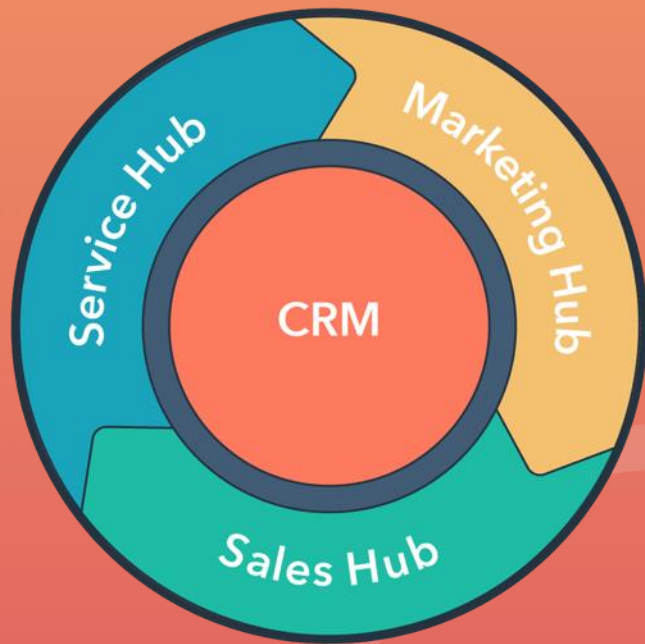
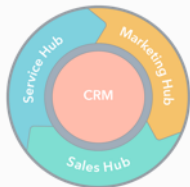


글로벌비즈니스 성장플랫폼
(Growth Platform)

허브스팟 소개

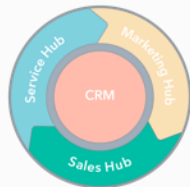


마케팅자동화 솔루션, 허브스팟은 마케팅, 영업 그리고 고객관리에 관한 통합 관리 시스템을 제공합니다.



Marketing Hub

개인화 마케팅으로 새로운 고객을 사로잡으세요.



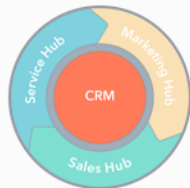
Sales Hub

잠재 고객을 사로잡는 효율적인 과정을 구축해 실제 고객으로 전환시키세요.



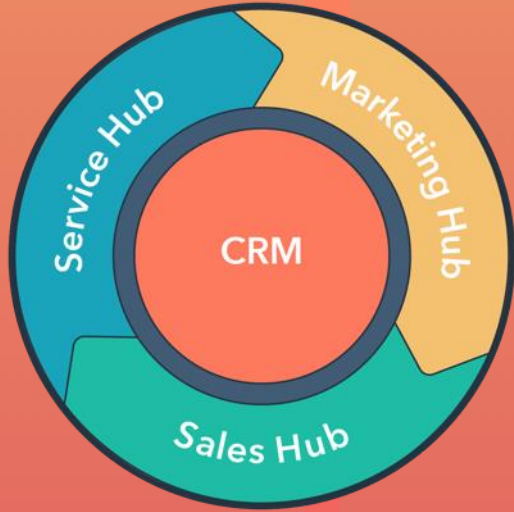
Service Hub

고객을 사로잡아 충성고객으로 전환시켜 드립니다.



HubSpot CRM

편리하고도 쉬운 고객관리매니지먼트 시스템 제공



HubSpot CRM





HubSpot CRM

편리하고도 쉬운 고객관리매니지먼트 시스템 제공

Free

대화
연락처
회사
거래
업무 & 활동

HubSpot CRM:

대화

Coming soon

라이브 챗, 팀 이메일, 페이스북 메신저 등과 같은 플랫폼을 통합적으로 관리합니다. 이로써 고객에게 더 쉽고 편리하게 응답할 수 있습니다.

The screenshot displays the HubSpot CRM interface. At the top, there is a navigation bar with tabs for Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. Below this, the 'Support inbox' is visible, showing a list of conversation categories: All conversations (63), Assigned to me (3), Unassigned (2), Email (50), Chat (13), Bots (4), and Filtered (15). The main area shows three conversation threads:

- Johnny Appleseed** (3m): "Need help syncing my account" with an EMAIL button.
- Jason Williams** (2hr): "Hey, I've been thinking about upgrading my basic plan..." with a CHAT button.
- Jackie Simpson** (1d): "Hey there! I'd like to talk to someone about up..." with an EMAIL button.

On the right, a detailed view of a conversation is shown, titled "Need help syncing my account". It includes a header with "Support X" and "Account X" buttons. The message content is:

Johnny Appleseed <jappleseed@biglytics.com>
To: support@hubspot.com

Hi there! I was trying to sync my old account to this new one but I wanted to see if you'd be able to help? It seems like the page I was on doesn't do next.

Thanks,
Johnny Appleseed

Cody Wilson <support@hubspot.com>
To: jappleseed@biglytics.com

Hi Johnny,

So sorry to hear about that. Looks like there is a bug on our end and we're bringing it to our attention! I'll work with my team to get that resolved. Let's see if I can help get you set up from here.

- Cody Wilson

A "Reply" button is visible at the bottom of the message view. At the bottom left of the interface, there is a status indicator for "Available".

HubSpot CRM:

연락처+회사

허브스팟 CRM은 고객과 고객의 회사에 대한 모든 정보를 제공합니다.

사용자 지정 필드에 데이터를 저장하면 모든 기록을 타임라인 형식으로 훑어볼 수 있으며 통합된 화면을 통해 고객들과 소통할 수 있습니다.

The screenshot displays the HubSpot CRM interface for a contact named Emily Keefe. At the top, there are navigation options: 'New note', 'Email', 'Call', '+ Log activity', and 'Create'. Below this, there are tabs for 'Templates', 'Sequences', 'Documents', and 'Meetings'. The contact information is as follows:

- To:** Emily Keefe (ekeefe@hubspot.com)
- From:** Lauren Pacifico (lpacifico@hubspot.com)
- Subject:** Add a subject

There is a text input field with the placeholder 'Type something brilliant...'. Below the input field is a rich text editor with options for bold (B), italic (I), underline (U), strikethrough, bulleted list, numbered list, quote, and font size. The font size is currently set to 'No font selected'. A calendar icon shows the date 'December'.

The contact profile for Emily Keefe includes:

- About Emily Keefe:** Became a Lead Date: 12/06/2016 9:27 AM EST. Buttons for 'View all properties' and 'View property history' are visible.
- Emily's Company:** Xavier University. The company logo is a blue 'X' in a circle. The website URL is <http://xavier.edu>. There is an 'Actions' dropdown menu.

At the bottom, there is a chat window titled 'Chat about Sales platform' with a meeting notification: 'You have a meeting with Emily Keefe'. The meeting details are:

- View or join the call: <https://www.uberconference.com/lpac>
- Dial-in number: 401-283-6228
- PIN: 52890
- Duration: 1 Hour

HubSpot CRM:

거래+업무

허브스팟 CRM은 세일즈의 전반적인 과정에 있어 고객 및 당신에게 관해 필요한 모든 것을 제공합니다.
또한 세일즈 프로세스를 따라 거래를 추적하고 관리합니다.
조직된 업무와 고객을 데이터베이스에서 통합적으로 관리할 수 있습니다.

The screenshot shows the HubSpot CRM interface for the 'Deals' pipeline. The top navigation bar includes 'Sales', 'Dashboard', 'Productivity', 'Content', 'Social', 'Contacts', 'Reports', and a search bar. The main header is 'Deals' with 'Table' and 'Pipeline' tabs, and a search box for deals. On the left, there are filters for 'Pipeline' (Sales Pipeline) and 'View' (All Deals). Below these, it shows '84 deals' and an 'Add Filter' button. The main area displays a pipeline with two columns: 'APPOINTMENT SET' (32 deals) and 'APPOINTMENT COMPLETED' (21 deals). Each deal card shows the deal name, value, close date, and a profile picture. The total value for the 'APPOINTMENT SET' column is \$400, and for the 'APPOINTMENT COMPLETED' column, it is \$800.

APPOINTMENT SET	32	APPOINTMENT COMPLETED	21
\$100 Biglytics - New Deal Close date: 10/25/16		\$150 HubSpot - New Deal Close date: 10/20/16	
\$200 Hub.IO - New Deal Close date: 10/31/16		\$250 BigDataX - New Deal Close date: 10/31/16	
\$100 Change.Jy - New Deal Close date: 10/24/16		\$100 Mauiventures - New Deal Close date: 10/31/16	
		\$300 Traditionsoft - New Deal Close date: 10/31/16	
Total: \$400		Total: \$800	



Marketing Hub





Marketing Hub

Marketing Hub는 개인화된 마케팅을 제공함으로써 새로운 고객을 사로잡습니다.

Starter

전환 툴
페이스북 리드 광고
기초적인 분석

Professional

Starter의 모든 것
컨텐츠 전략 & SEO
블로깅 툴
소셜 툴
이메일 & 자동화
대쉬보드 & 보고

Enterprise

Professional의 모든 것
개인화
예측가능한 리드 스코어
향상된 보고

Marketing Hub Basic:

SEO + 콘텐츠 전략

SEO(검색엔진최적화)와 콘텐츠 전략을 통해 더욱 의미 있는 트래픽을 발생시켜 보세요. 두 개의 톨은 현 검색엔진에 최적화되었습니다.

The screenshot displays the Marketing Hub interface for content strategy. At the top, there is a navigation bar with a back arrow and the text "Back to content strategy". On the right side of the top bar, the text "big o" is partially visible. Below the navigation bar, the country is set to "United States" with a dropdown arrow. To the right, there is a section titled "Build your topic cluster" with a teal progress bar. On the left side, there are zoom controls: a "+" button, a "-" button, and a "100%" indicator. The main area shows a content strategy diagram. A central node is labeled "big data". A tooltip for this node shows "Common Misconceptions in Big". Below the central node, there are two "Add subtopic" buttons. One of the subtopic nodes is titled "what is machine learning" and contains an "Add supporting content" button. The diagram uses light blue lines to connect the nodes.

Marketing Hub Basic: 블로깅 도구

허브스팟 블로그는 추천어를 이용해 콘텐츠를 만들고 최적화하기 쉽습니다. 또한, 게시된 포스팅이 얼마만큼의 영향력을 가지는지 측정합니다.

The screenshot shows the 'Optimize' sidebar in the HubSpot Marketing Hub interface. The sidebar is titled 'Optimize' and includes a close button (X). Below the title, there is a description: 'Improve your content for better performance by following these suggestions.' A section titled 'This blog post is about:' contains a search box with the placeholder text 'Add keywords...'. The 'TO-DO' section lists several optimization suggestions, each with a yellow circle icon and an information icon (i):

- Content Body (511 Words)
 - There are 0 call-to-actions in the blog post. (i)
 - market research keyword not used. (i)
- Your blog post includes 0 internal links.
 - Explore some internal links you might use in this blog post. (i)
- Meta
 - There are 0 keywords in your URL. (i)
- Title
 - Your title has no keywords. (i)

The background of the screenshot shows a blog post titled '5 Signs It's Time to...' by Sally Smiles, dated 7/8/16. The post content includes the sentence: 'The list post is one of the web. It is composed of -- explanatory paragraphs a' and 'Use your introduction as will help them. Keep it lig data that you can include introduction, too.'

Marketing Hub Starter:

전환 도구

랜딩페이지를 통해 귀사의 브랜드를 최적화함으로써 보다 더 쉽게 리드를 파악합니다.

간편하게 만들 수 있는 Call-to-Action 버튼, 폼, 팝업을 통해 방문객을 리드로 전환시킵니다.

The screenshot shows the configuration page for a 'Webinar Sign Up' form. At the top, there is a navigation bar with a back arrow and the text 'Back to all forms', and the form title 'Webinar Sign Up'. Below the navigation bar, there is a 'Learn more' button and two tabs: 'Form' and 'Options', with 'Options' being the active tab. The main content area is divided into several sections:

- What should happen after a visitor submits this form:** Two radio button options are shown: 'Display a thank you message' (unselected) and 'Redirect to another page' (selected).
- Location:** A dropdown menu with the text 'Please select or add a location.' and a downward arrow.
- Follow up options:** A checkbox labeled 'Notify contact's HubSpot owner of their submission' (unselected) with a link '(What's this?)' to its right.
- Send submission email notifications to:** A dropdown menu with the text 'Select or enter an email' and a downward arrow.
- Error message language:** A dropdown menu with the text 'English' and a downward arrow.

Marketing Hub Basic:

SNS 도구

데이터베이스에서 실제 고객과 소셜네트워크서비스를 연결시켜 내용과 대화의 우선순위를 정할 수 있습니다. 더욱 수준 높은 이해를 가능하게 합니다.

메시지에 관여된 모든 활동을 관찰하세요. 그리고 당신의 팀 모두가 상호 작용을 볼 수 있도록 최적화된 키워드를 만들어내세요.

팔로워들과 관계를 맺고 고객을 만족시키는 모든 기회를 절대 놓치지 않게 됩니다.

The screenshot shows the HubSpot Social Media Monitoring dashboard. At the top, there is a navigation bar with menu items: Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. The main heading is "Social Media". Below this, there are tabs for Monitoring (selected), Publishing, Reports, Messenger, and Settings.

The "Monitoring" section is divided into two main areas:

- Inbox Streams:** A table showing activity counts for various categories:

Category	Count
All Activity	12
Conversations	5
Interactions	0
New Followers	7
- Twitter Streams:** A list of stream sources including "@HubSpotSM's Sent Messages", "Retweets of @HubSpotSM", "@DariaAMarmer's Timeline", "greenish cardigan", and "Retweets of @DariaAMarmer".

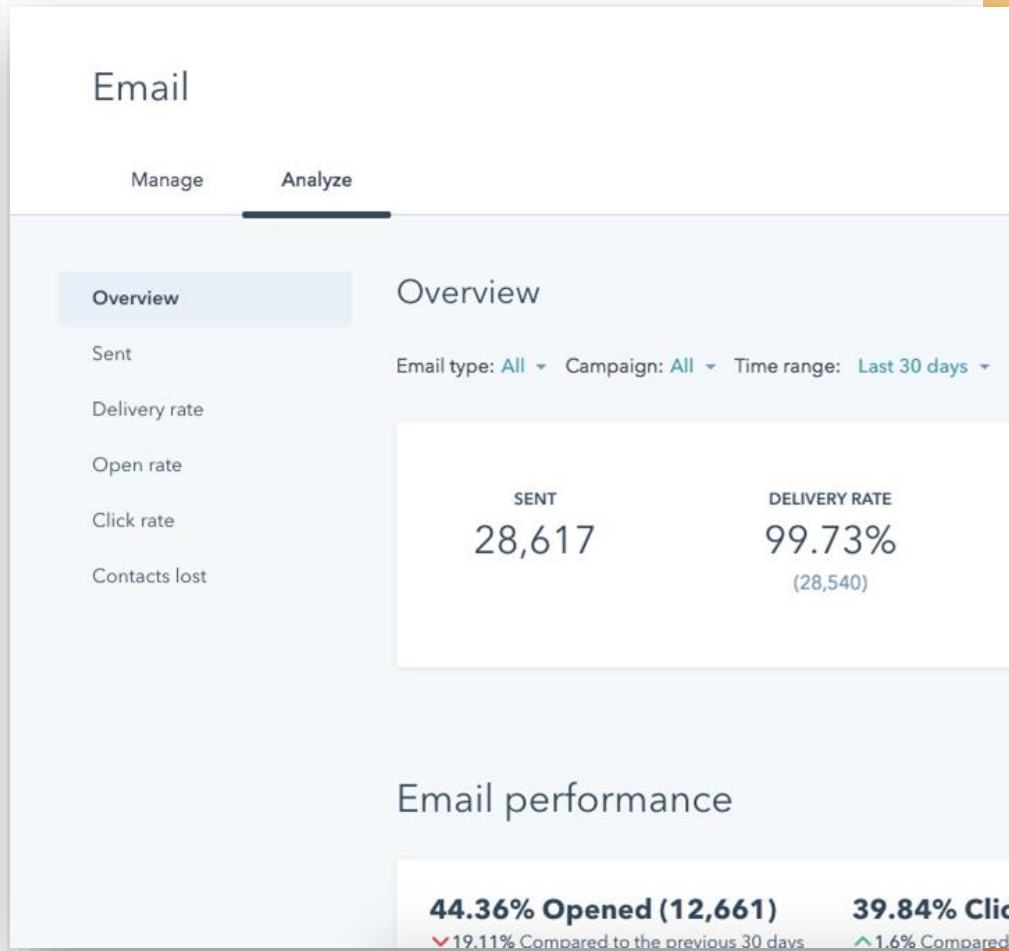
On the right side, there is a detailed view of an Instagram comment. It shows a comment from "tim.developer.hubspot" asking "How can you improve your social media strategy?" posted 10 days ago. Below the comment, there is a reply from "productofmanagement" with the text "Stay engaged with your target audience at all" and a "Reply" button.

Marketing Hub Starter:

이메일 마케팅

답장을 받을 가능성을 가장 높이는 개인화된 이메일을 보내고, 어느 메시지가 가장 효율적인지 측정합니다.

답변 예측률을 파악하고 최고급 이메일 분석을 가능케 합니다.



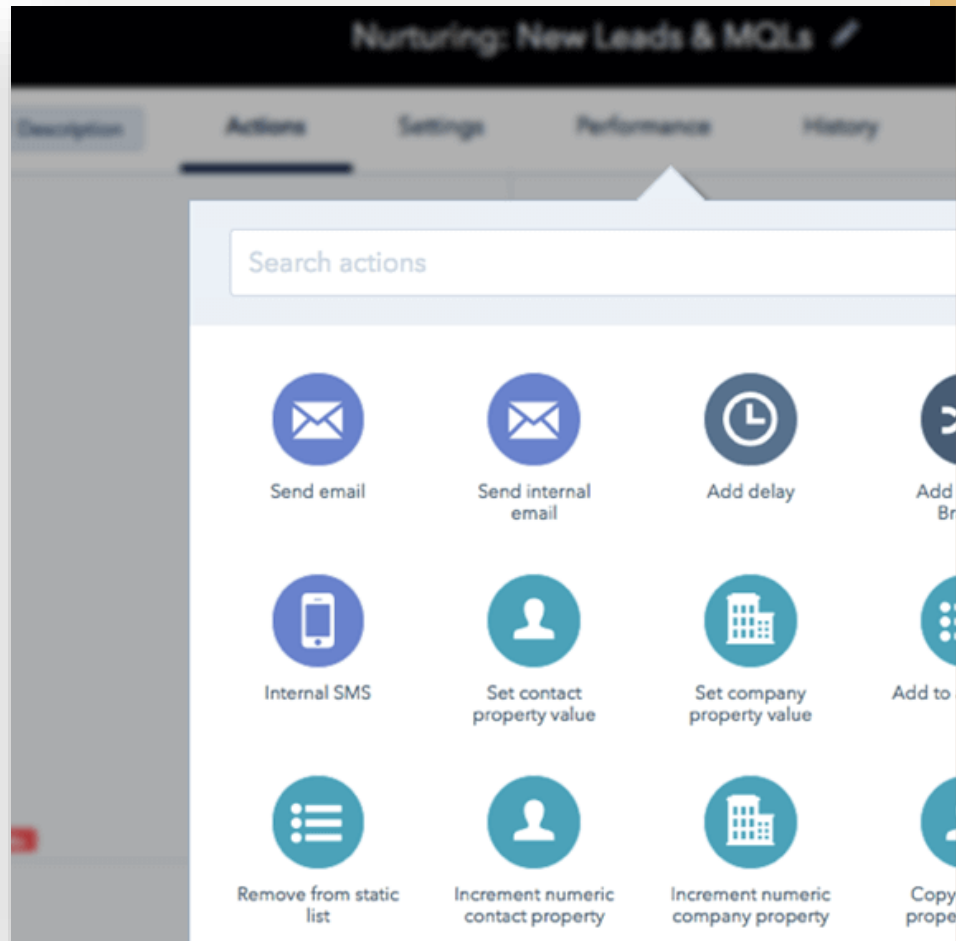
Marketing Hub Professional:

마케팅 자동화

설문지 제출 여부, 사이트 재방문, 비디오 시청 수 등을 측정하고 이에 기반한 이메일 캠페인을 수행합니다.

리드 결과를 자동으로 세일즈 팀에게 알려줘 영업 성공률을 높입니다.

거래와 작업을 생성하며 알림을 보내 마케팅 업무 전반을 자동화시킵니다.



Marketing Hub Professional:

편리한 세그멘테이션

온라인상에서의 개인 정보와 행동을 분석해 이를 바탕으로 리드를 세분화합니다.

이메일 및 개인화된 콘텐츠를 각 리드에게 보내고, 마케팅 자동화를 활용하기 위해 타겟팅 된 리스트를 사용합니다.

The screenshot shows a HubSpot interface for configuring a contact list. At the top, there are navigation links: "Back to lists", "Test contact", "More", and a "Saved" button. The main title of the list is "Attended Webinar: How to Leverage Webinars to Fuel Your Marketing and Sales Engine - HubSpot Customers", with a gear icon and "132 contacts" below it. A "Show more info" button is visible. The filter configuration area contains three conditions connected by "and" operators:

- Condition 1: Contact has filled out **Lead Form** on **Webinar Page**.
- Condition 2: Contact has attended **How to Leverage Webinars to Fuel Your Marketing and Sales Engine**.
- Condition 3: The contact property **Lifecycle Stage** is equal to **Customer**.

Below the conditions are buttons for "and...", "or...", and a gear icon for settings.

Marketing Hub Professional:

대시보드 및 리포트

마케팅 활동, CRM 등으로부터 나온 모든 수치를 측정할 리포트를 만나보세요. 이를 통해 ROI(투자자본수익률)를 보다 편리하게 정의할 수 있습니다.

Marketing Dashboard ▾

Date range: All data ▾

Marketing Performance



Marketing Hub Enterprise:

개인화

이메일부터 웹사이트 콘텐츠와 Call-to-Action까지 모든 마케팅 활동을 쉽게 개인화 하십시오.

개인 정보 및 회사 등 세부적인 사항에 대해 구체적으로 언급하세요. 이를 통해 대화나 콘텐츠에 대한 경험을 보다 개인화시킬 수 있습니다.

The screenshot displays the Biglytics Marketing Hub Enterprise interface. At the top, there are navigation links for 'Content', 'Settings', and 'Publish or Schedule'. The main header features the 'BIGLYTICS' logo. Below the header, a modal dialog box is open with the title 'What type of smart content do you want to create?'. The dialog is divided into two sections. The first section, 'Show content to visitors, contacts, or customers based on their', contains four options: 'COUNTRY' (represented by a globe icon), 'DEVICE TYPE' (represented by a smartphone icon), 'REFERRAL SOURCE' (represented by a download icon), and 'PREFERRED LANGUAGE' (represented by a speech bubble icon). Below these options is an 'OR' separator. The second section, 'Show content to contacts or customers based on', contains two options: 'CONTACT LIST MEMBERSHIP' (represented by a list icon) and 'LIFECYCLE STAGE' (represented by a flowchart icon). At the bottom right of the dialog, there is a 'Next step' button. The background of the interface is dark blue with a faint graphic of a brain filled with various icons representing data and technology.

Marketing Hub Enterprise:

리드 스코어

리드 스코어를 통해 리드를 측정하고 기준을 매길 수 있습니다. 고객이 제품 및 서비스를 구매할 가능성을 바탕으로 수백 개의 인구통계학적 자료와 계정의 행동 요소로 측정됩니다.

The screenshot displays a CRM interface for a lead named Emily Keefe. The lead's profile includes a photo, name, and affiliation with Xavier University. A predictive lead scoring overlay is shown, displaying a score of 52. The overlay lists positive factors such as 'Original Source Type is Social Media' and 'Job Title is Data Scientist', and negative factors like 'Emails Opened is 1 - 3' and 'Company Size is 1 - 10'. The background interface shows navigation options like 'New note', 'Email', 'Call', and 'Log activity', along with a list of documents and meetings.

New note Email Call + Log activity Create

Templates Sequences Documents Meetings

▼ Predictive Lead Scoring

52

Positive Factors

- Original Source Type is Social Media
- Job Title is Data Scientist

Negative Factors

- Emails Opened is 1 - 3
- Company Size is 1 - 10

[Learn more about your model](#)

Duration
1 Hour

Emily Keefe
Xavier University

Actions

▼ About Emily Keefe

Became a Lead Date
12/06/2016 9:27 AM EST

[View all properties](#) [View properties](#)

▼ Emily's Company

Xavier University
<http://xavier.edu>

Name
Xavier University

Marketing Hub Enterprise:

전문적인 보고서

정교한 마케팅으로 만들어진 보다 전문적인 보고서를 만들 수 있습니다.

CRM 에 구축된 모든 데이터를 바탕으로 사용자 지정 대쉬보드를 만드세요.

< Back to dashboard

New Contacts by Lifecycle Stage and Original Source

Filters

TYPE:

Contacts

DATE PROPERTY:

Create Date

VIEW:

All contacts

LIST:

Select a list

Measures

Lifecycle Stage

BY

Count of Contacts

AND

Original Source Type

Summarizing 250,206 Contacts

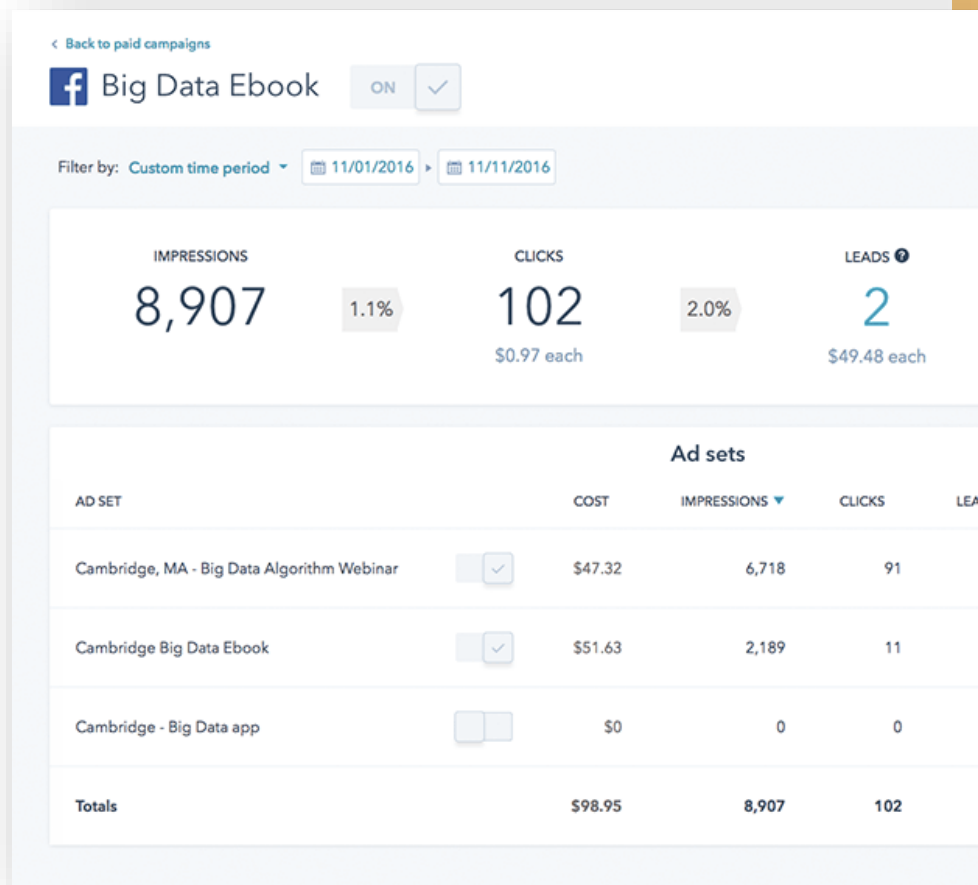
Visualization



Add-On:

광고관리

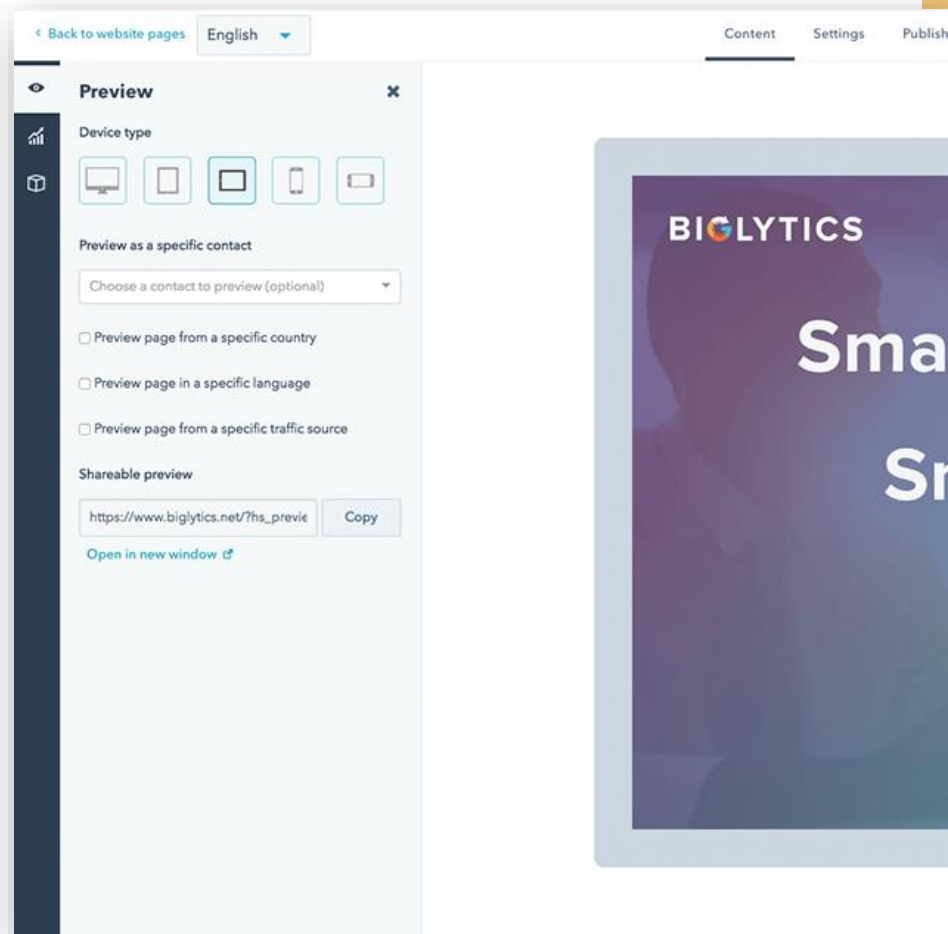
구글 AdWords를 사용하시거나, Facebook에 광고를 하고 계십니까?
허브스팟을 통해 광고하면 단순한 클릭 수 뿐만 아니라 리드와 고객 수, 그리고 귀사의 광고 캠페인 실제 ROI 수치까지 보여줍니다.



Add-On:

웹사이트 Add-On

허브스팟의 웹사이트 전문가와 함께 홈페이지를 만드십시오.
개개인의 방문객을 위한 개인화된 콘텐츠와 모바일에 화면에
최적화된 모바일 전용 콘텐츠를 만들 수 있습니다.



Marketing Hub:

CRM과 긴밀히 연결

마케팅 허브는 별도의 설치 없이 CRM과 긴밀히 연결돼 있습니다. 고객, 회사, 거래, 업무, 티켓 등을 추적하는 중소기업 마케팅을 위한 1등 CRM입니다.

벌써 Salesforce와 같은 CRM 을 사용 중이십니까?
허브스팟은 사용하기 쉬운 Native Integration을 지원합니다.
(Professional 버전 이상)

The screenshot displays the HubSpot CRM interface. On the left, a contact profile for Emily Keefe is shown, including her profile picture, name, and affiliation with Xavier University. Below this, there are sections for 'About Emily Keefe' and 'Emily's Company', both with expandable menus and action buttons. On the right, a navigation bar includes options like 'New note', 'Email', 'Call', and 'Log activity'. Below this is an email preview for a message from Lauren Pacifico to Emily Keefe. At the bottom right, a meeting notification for December is visible, indicating a meeting with Emily Keefe and providing details for a sales platform chat, including a call link, dial-in number, and PIN.

Marketing Hub:

다양한 마케팅 툴과 협업 가능

마케팅 활동을 도울 수백 가지의 다른 툴들과 쉽게 협업 및 추가할 수 있습니다.

The screenshot shows the HubSpot Connect interface. At the top, the HubSpot logo is on the left, and navigation links for Software, Pricing, Resources, Partners, and About are on the right. The main heading is "HubSpot Connect" with the subtext "Explore and find integrations with apps and web services you use every day." Below this is a search bar and a list of categories: Advertising, Analytics and Data, Connector, Content, Customer Success, Ecommerce, Email, Events and Webinars, Lead Generation, Live Chat, New and Noteworthy, Productivity, Sales, and Social Media. The main content area displays several integration cards. The top row features "Slack" and "Shopify for HubSpot", both marked as "FEATURED". The bottom row features "Zapier", "SurveyMonkey", and "Salesforce", all marked as "CERTIFIED". Each card includes the app's logo, name, and a brief description of the integration.

HubSpot

Software ▾ Pricing Resources ▾ Partners ▾ About

HubSpot Connect

Explore and find integrations with apps and web services you use every day.

Showing 1 - 15 of 16

Filter integrations

Search

Categories

- Advertising
- Analytics and Data
- Connector
- Content
- Customer Success
- Ecommerce
- Email
- Events and Webinars
- Lead Generation
- Live Chat
- New and Noteworthy
- Productivity
- Sales
- Social Media
- Video

For Developers

FEATURED

Slack

Slack is a digital workplace that connects you to the people and tools you work with everyday. Tools like HubSpot. Get HubSpot notifications, tasks, and slash commands within Slack with this integration.

FEATURED

Shopify for HubSpot

Now live, this HubSpot built Shopify integration for shared customers. With it you'll be able to sync products, customers, and orders and enable true inbound for ecomm.

CERTIFIED

Zapier

An integration platform that allows you to connect your HubSpot CRM and Marketing data to all the other tools your team uses automatically, eliminating manual effort and saving time.

CERTIFIED

SurveyMonkey

Gain actionable insights into your prospects, leads and customers with SurveyMonkey.

CERTIFIED

Salesforce

Sync HubSpot with Salesforce a fast, reliable, and powerful integration between your databases. No technical s required.



Sales Hub





Sales Hub

영업 허브는 잠재고객이 실제 고객으로 변환되는 과정에 효과적인 프로세스를 제공합니다.

Starter

라이브 채팅
템플릿 & 시퀀스
문서
전화
알림
전망
미팅

Professional

Starter의 모든 것
팀 매니지먼트
자동화
예측가능한 리드 스코어
제품 & 인용
Smart Feature
추천

Sales Hub Starter:

대화+라이브 챗

라이브 챗, 팀 이메일, 페이스북 메신저 등을 통합된 인박스에서 관리하세요. 이를 통해 잠재 고객과 고객을 편리하게 관리할 수 있으며 고객의 요구사항에 쉽게 응답할 수 있습니다.

The screenshot displays the HubSpot Sales Hub Starter interface. At the top, there is a navigation bar with tabs for Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. Below this is a 'Support inbox' section with a filter menu (Status: All, Channel: All, Assignee: Cody Wilson, Tags: None, Date: All time) and a list of conversation categories: All conversations (63), Assigned to me (3), Unassigned (2), Email (50), Chat (13), Bots (4), and Filtered (15). The main area shows a list of conversations with details for each, including the contact's name, profile picture, and a brief message. The selected conversation is from Johnny Appleseed, titled 'Need help syncing my account', with a 'Support X' and 'Account X' tag. The chat content shows Johnny Appleseed's message: 'Hi there! I was trying to sync my old account to this new one but I wanted to see if you'd be able to help? It seems like the page I want to do next.' followed by 'Thanks, Johnny Appleseed'. Below this is a response from Cody Wilson: 'Hi Johnny, So sorry to hear about that. Looks like there is a bug on our end. I'm bringing it to our attention! I'll work with my team to get that resolved. Let's see if I can help get you set up from here.' - Cody Wilson. A 'Reply' button is visible at the bottom of the chat window. In the bottom left corner, there is an 'Available' status indicator with a profile picture.

Sales Hub Starter:

템플릿, 시퀀스 & 스니펫

팀 구성원과 영업 프로세스 단계에 따라 정교하게 개인화된
템플릿을 공유하세요.

시계열 이메일 메시지를 템플릿과 시퀀스를 바탕으로 모으세요.

키보드 단축어인 “스니펫”을 활용해 시간을 절약하세요.

The screenshot displays the HubSpot Sequences interface. On the left, a sidebar shows navigation options: Mail, COMP, Inbox (2), Starred, Sent Mail, Drafts (5), _Outbox, copywriting, emerging le, Fidelity, GrowthSta, and a profile picture for Elise. The main content area is titled 'Sequences Meeting Follow Up'. It shows a sequence with two emails: EMAIL 1 (Thu 9/14) and EMAIL 2 (Tue 9/19). The configuration for EMAIL 1 is shown, including 'Start sequence at: Email 1' and 'End sequence at: My contact'. Below this, the email content is previewed, starting with 'Email 1', followed by 'Send email on 09/14/2017 7:10 PM', a 'Biglytics Recap' section, and a personalized message: 'Hey Jeffrey, Great connecting with you. We covered a lot on the call so I want links. Biglytics - \$50/month per user Custom Objects - Unlimited Advanced Reporting - Unlimited Advanced Permissions Unlimited Events - Unlimited usage events'. At the bottom, there are 'Start sequence' and 'Cancel' buttons, and the recipient email 'To: jrusso@hubspot.com'.

Sales Hub Starter:

서류

영업 고객을 위한 콘텐츠 라이브러리를 만들고, Gmail, Outlook을 이용해 팀끼리 공유하세요. 어떤 고객이 거래를 종료했는지 확인하세요.

리드가 문서를 보기 위해 이메일 링크를 클릭하거나, 이를 동료에게 공유했을 때, 곧 바로 알려드립니다. 영업 콘텐츠가 어떻게 영업을 돕고있는지 통합적인 데이터로 확인하세요.

[← Back to documents](#)



About HubSpot

SHARES	VISITORS	VIEWS
145	11	17

Visitors

NAME



Joseph Cavallaro



Kristen Kelley



Julia McCarthy

Sales Hub Starter:

전화

HubSpot CRM의 고객 연락처 데이터를 사용하여 통화를 우선순위화 하고, 일별 전화 순서를 설정하십시오.

한 번의 클릭으로 당신의 잠재고객을 VoIP나 회선전화로 연결할 수 있습니다.

Connected to: +18603020709

0:08



< Contacts



Taylor O'Neil

HR Director at PKGD Marketing



Actions ▾



This contact is not currently eligible to sync.

[Details](#)

New note

Email

Take notes on this call...

A



Hang up

▼ About Taylor O'Neil

First Name

Taylor

Last Name

O'Neil

HubSpot Owner

September 2



You made a
September 2

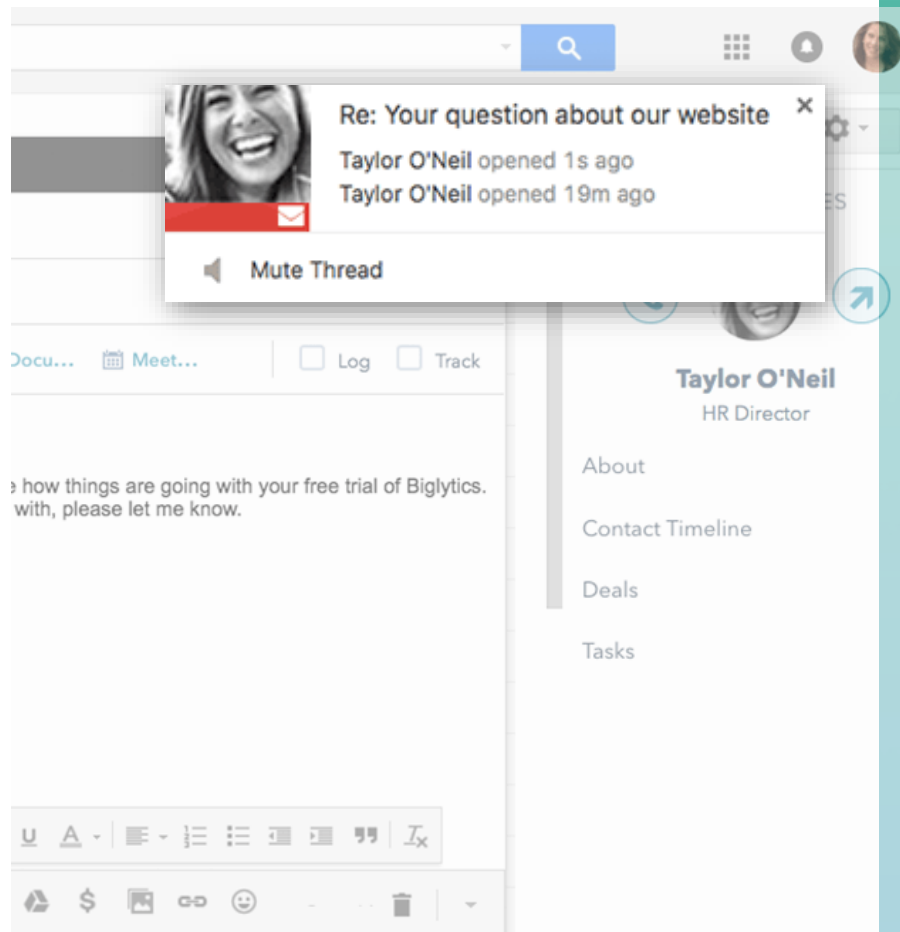
0:00

Sales Hub Starter:

알림

리드가 메일을 열고, 링크를 클릭하고, 문서를 다운로드 했을 때 알림을 받아보세요. 허브스팟의 built-in activity stream이 자동적으로 리드의 메일을 기록하여 세일즈 허브로 정보를 전송합니다.

열기, 클릭, 응답 데이터는 어떠한 메일 템플릿과 시퀀스가 가장 효과적인지 찾는 데 효과적입니다.



The screenshot displays a CRM interface with a notification overlay. The notification, titled "Re: Your question about our website", shows that Taylor O'Neil opened the email 1 second ago and 19 minutes ago. Below the notification is a "Mute Thread" button. The background shows a contact profile for Taylor O'Neil, HR Director, with a sidebar menu containing "About", "Contact Timeline", "Deals", and "Tasks". The main content area shows a snippet of an email: "how things are going with your free trial of Biglytics. with, please let me know." The interface includes a search bar, a grid icon, a notification bell, and a user profile picture in the top right. The bottom of the screen features a rich text editor toolbar with icons for bold, italic, link, unlink, bulleted list, numbered list, indent, outdent, quote, and code.

Sales Hub Starter:

잠재고객

실시간으로 잠재고객의 방문을 확인하고, 어느 회사가 가장 관여되었는지 정의 내리고, 팀을 위한 알람 메일을 설정하세요.

회사 규모, 방문객의 수와 같은 수십 개의 필터링 기준을 이용해 잠재고객을 분류하세요.

Visits

< Back

Filtering on "All visits"

Add filter

Filter visits by...

MOST USED PROPERTIES

City

Postal Code

State/Region

ALL PROPERTIES

Prospect properties

Address

City

Country



NAME



netBlazr



Boston University



Bicon, LLC



Massport



Brightcove



Suffolk University



Partners HealthCare



Massachusetts Convention C..



Motion Recruitment Partners..

Sales Hub Starter:

미팅

잠재고객과의 미팅을 쉽게 예약해보세요. Google/Office 365 calendar와 연결해 항상 스케줄을 최신상태로 유지할 수 있습니다.

잠재고객이 미팅을 예약하면, 자동으로 기록과 활동 로그가 CRM에 생성됩니다.

UTC -04:00 East

Confirm meeting for
Friday, October 28, 2016 3:00 PM

First name *

Last name *

Your email address *

Company Name *

Company Size (employees) *

Schedule time to chat with
a Biglytics data analyst...

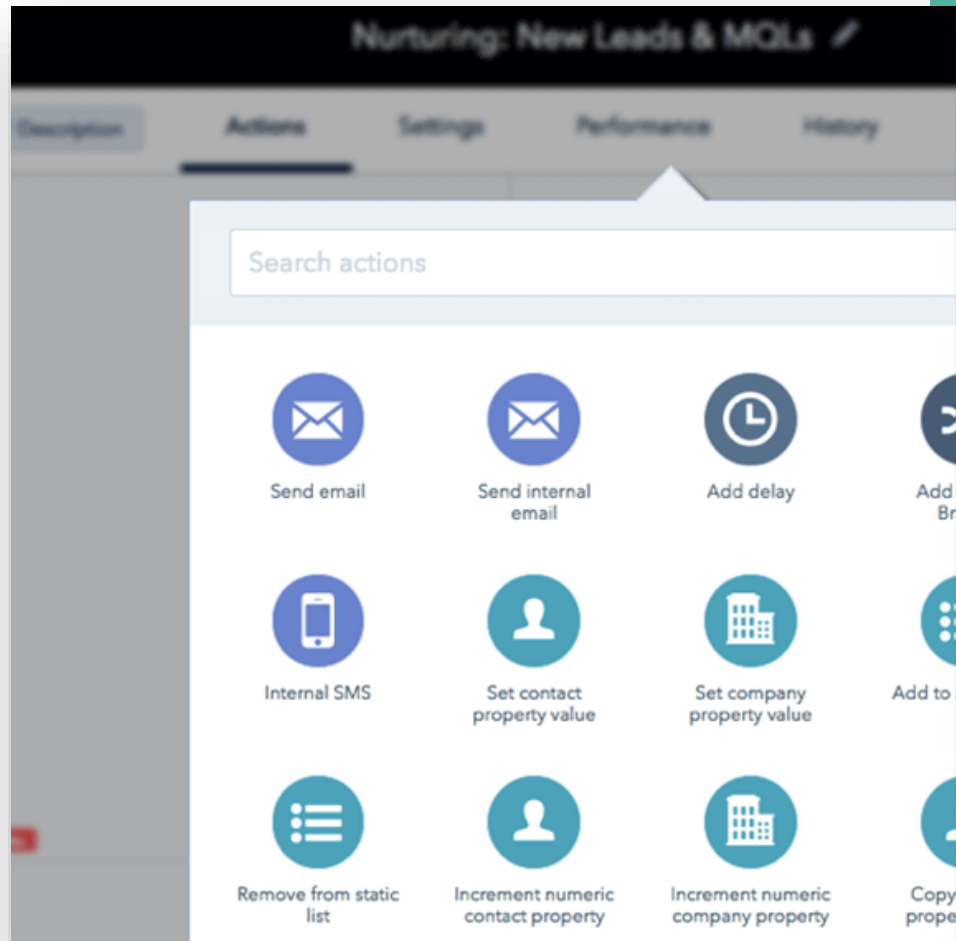
October

SUN	MON	TUE	WED	THU	FRI	SAT
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Sales Hub Professional:

자동화

리드 관리 및 배분, 고객 액션 시 알람 설정, 각종 작업 생성 등 마케팅의 전반적인 업무를 자동화하세요.



Sales Hub Professional:
리드 스코어

리드 스코어는 고객이 제품이나 서비스를 살 가능성을 바탕으로
수백 개의 인구통계학적 자료와 계정의 행동 요소로 만들어집니다.

The screenshot displays a CRM interface for a lead named Emily Keefe. The lead's profile includes a profile picture, name, company (Xavier University), and an 'Actions' button. Below the profile, there are sections for 'About Emily Keefe' (showing 'Became a Lead Date' as 12/06/2016 9:27 AM EST) and 'Emily's Company' (Xavier University, with a website link). A 'Predictive Lead Scoring' overlay is shown, displaying a score of 52. This overlay lists 'Positive Factors' (Original Source Type is Social Media, Job Title is Data Scientist) and 'Negative Factors' (Emails Opened is 1 - 3, Company Size is 1 - 10). A 'Learn more about your model' link is also present. The background interface shows navigation options like 'New note', 'Email', 'Call', 'Log activity', and 'Create', along with a menu for 'Templates', 'Sequences', 'Documents', and 'Meetings'.

Sales Hub Professional:

제품 및 견적

제품을 통해 판매팀이 허브스팟 내부 거래에 쉽게 추가할 수 있는 제품 라이브러리를 생성할 수 있습니다.

영업 담당자는 견적을 통해 고객의 연락처, 회사 및 제품 데이터를 활용해 신속하게 견적을 내릴 수 있습니다. 견적을 공유할 수 있는 링크를 송부해 잠재고객으로 하여금 신용카드 혹은 전자 송금을 사용해 지불하도록 유도합니다.

The screenshot displays the HubSpot checkout process. At the top, the HubSpot logo is visible. Below it, the text 'Marketing Professional' and 'One Time Onboarding' are shown. A payment modal is open, featuring the HubSpot logo and the text 'HubSpot'. The modal contains several input fields: 'Email', 'Card number', 'MM / YY', and 'CVC'. There is also a 'Remember me' checkbox. A prominent blue button at the bottom of the modal says 'Pay \$2,280.00'. Below the modal, the text 'Purchase Terms' is visible, followed by 'Standard HubSpot terms of service apply.' and 'All items are payable net 30 and will be invoiced.'

Sales Hub Professional:

추천

추천은 세일즈 담당자가 실시간으로 당신의 이메일 템플릿을 사용하고 있는지 평가하고, 잠재고객에게 어떻게 메시지가 관련 있고, 개인화되어 있는지 유용한 지 등에 대한 제안들은 제공합니다.

Skip this co

Start: Email 1 ▾ Send follow-ups between: Time settings ▾ 🌐 GMT-04:00 Enable threading

Low personalization [Learn more](#) Low personalization ⚠

Your email is only slightly personalized. Try tailoring your email more to your recipient to improve your chance of a reply.

Mention a technology used by Amazon

[Amazon Simple Email Service](#) [Amazon Associates](#)

[Omniure \(Adobe Analytics\)](#) [Show more](#)

More tips

Effective sales emails don't just happen. Read more about the science behind our recommendations.

> [View links](#)

Enroll Pam

Sales Hub:

CRM과 긴밀히 연결

마케팅 허브는 별도의 설치 없이 CRM과 긴밀히 연결돼 있습니다. 고객, 회사, 거래, 업무, 티켓 등을 추적하는 중소기업 마케팅을 위한 1등 CRM입니다.

벌써 Salesforce와 같은 CRM 을 사용 중이십니까?
허브스팟은 사용하기 쉬운 Native Integration을
지원합니다. (Professional
버전 이상)

New note | Email | Call | + Log activity

Templates | Sequences | Documents | Meetings

To Emily Keefe (ekeefe@hubspot.com)

From Lauren Pacifico (lpacifico@hubspot.com)

Subject Add a subject

Type something brilliant...

B I U | [List icons] | No font selected | Size | [Link icon]

December

You have a meeting with Emily Keefe

Chat about Sales platform

View or join the call: <https://www.uberconference.com/>
Dial-in number: 401-283-6228
PIN: 52890

Duration
1 Hour

Emily Keefe
Xavier University

Actions

About Emily Keefe

Became a Lead Date
12/06/2016 9:27 AM EST

View all properties | View property history

Emily's Company Actions

Xavier University
<http://xavier.edu>

Name
Xavier University

Sales Hub:

다양한 마케팅 툴과 협업 가능

마케팅 활동을 도울 수백 가지의 다른 툴들과 쉽게 협업하며 추가할 수 있습니다.

The screenshot displays the HubSpot Connect interface. At the top, the HubSpot logo is on the left, and navigation links for Software, Pricing, Resources, Partners, and About are on the right. The main heading is "HubSpot Connect" with the subtext "Explore and find integrations with apps and web services you use every day." Below this, there's a search bar and a list of integrations. On the left, a "Filter integrations" sidebar lists categories like Advertising, Analytics and Data, Connector, Content, Customer Success, Ecommerce, Email, Events and Webinars, Lead Generation, Live Chat, New and Noteworthy, Productivity, Sales, Social Media, and Video. The main content area shows several integration cards: Slack (FEATURED), Shopify for HubSpot (FEATURED), Zapier (CERTIFIED), SurveyMonkey (CERTIFIED), and Salesforce (CERTIFIED). Each card includes the app's logo, name, and a brief description of the integration.

HubSpot

Software ▾ Pricing Resources ▾ Partners ▾ About

HubSpot Connect

Explore and find integrations with apps and web services you use every day.

Showing 1 - 15 of 16

Filter integrations

Search

Categories

- Advertising
- Analytics and Data
- Connector
- Content
- Customer Success
- Ecommerce
- Email
- Events and Webinars
- Lead Generation
- Live Chat
- New and Noteworthy
- Productivity
- Sales
- Social Media
- Video

For Developers

FEATURED

Slack

Slack is a digital workplace that connects you to the people and tools you work with everyday. Tools like HubSpot. Get HubSpot notifications, tasks, and slash commands within Slack with this integration.

FEATURED

Shopify for HubSpot

Now live, this HubSpot built Shopify integration for shared customers. With it you'll be able to sync products, customers, and orders and enable true inbound for ecomm.

CERTIFIED

Zapier

An integration platform that allows you to connect your HubSpot CRM and Marketing data to all the other tools your team uses automatically, eliminating manual effort and saving time.

CERTIFIED

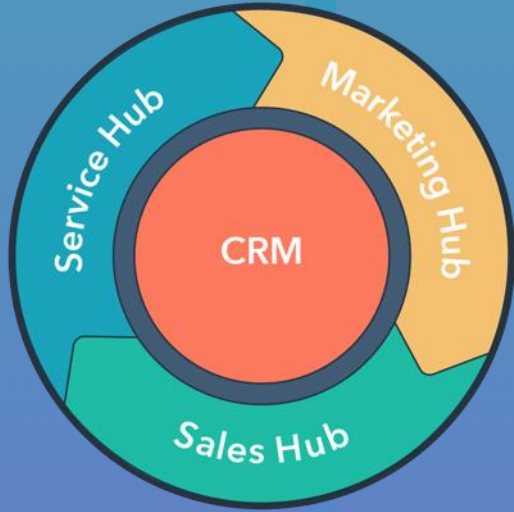
SurveyMonkey

Gain actionable insights into your prospects, leads and customers with SurveyMonkey.

CERTIFIED

Salesforce

Sync HubSpot with Salesforce a fast, reliable, and powerful integration between your databases. No technical s required.



Service Hub





Service Hub

고객을 사로잡고, 안내하여 지지자로 만드세요.

Professional

대화 & 라이브 채팅

티켓

지식 베이스

템플릿, 시퀀스, 스니펫

문서, 미팅 & 전화

로봇 & 자동화

피드백 & 리포트

Service Hub Professional:

대화 + 라이브 챗

라이브 챗, 팀 이메일, 페이스북 메신저 등을 통합된 인박스에서 관리하세요. 이를 통해 잠재 고객과 고객을 편리하게 관리할 수 있으며 고객의 요구사항에 쉽게 응답할 수 있습니다.

The screenshot displays the Service Hub Professional interface. At the top, there is a navigation bar with tabs for Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. Below this, the 'Support inbox' is visible, showing a list of conversation categories: All conversations (63), Assigned to me (3), Unassigned (2), Email (50), Chat (13), Bots (4), and Filtered (15). The main area shows a list of conversations with details for each, including the customer's name, profile picture, and a brief description of the issue. The selected conversation is from Johnny Appleseed, who is asking for help syncing his account. A response from Cody Wilson is visible, apologizing for a bug and offering assistance. The interface also shows a 'Need help syncing my account' subject line and a 'Reply' button at the bottom.

Contacts ▾ Conversations ▾ Marketing ▾ Sales ▾ Service ▾ Automation ▾ Reports ▾

Support inbox ▾

Status: All ▾ Channel: All ▾ Assignee: Cody Wilson ▾ Tags: None ▾ Date: All time ▾

All conversations 63

Assigned to me 3

Unassigned 2

Email 50

Chat 13

Bots 4

Filtered 15

Johnny Appleseed 3m
Need help syncing my account
EMAIL

Jason Williams 2hr
Hey, I've been thinking about upgrading my basic plan...
CHAT

Jackie Simpson 1d
Hey there! I'd like to talk to someone about up...
EMAIL

Need help syncing my account Support X Account X +

Johnny Appleseed <jappleseed@biglytics.com>
To: support@hubspot.com
Hi there! I was trying to sync my old account to this new one but wanted to see if you'd be able to help? It seems like the page I do next.

Thanks,
Johnny Appleseed

Cody Wilson <support@hubspot.com>
To: jappleseed@biglytics.com
Hi Johnny,
So sorry to hear about that. Looks like there is a bug on our end bringing it to our attention! I'll work with my team to get that resolved. Let's see if I can help get you set up from here.

- Cody Wilson

Reply

Available ▾

Service Hub Professional:

티켓

하나의 통합된 플랫폼에서 고객의 문제를 해결할 수 있는 티켓을 팀에게 발부해보세요.

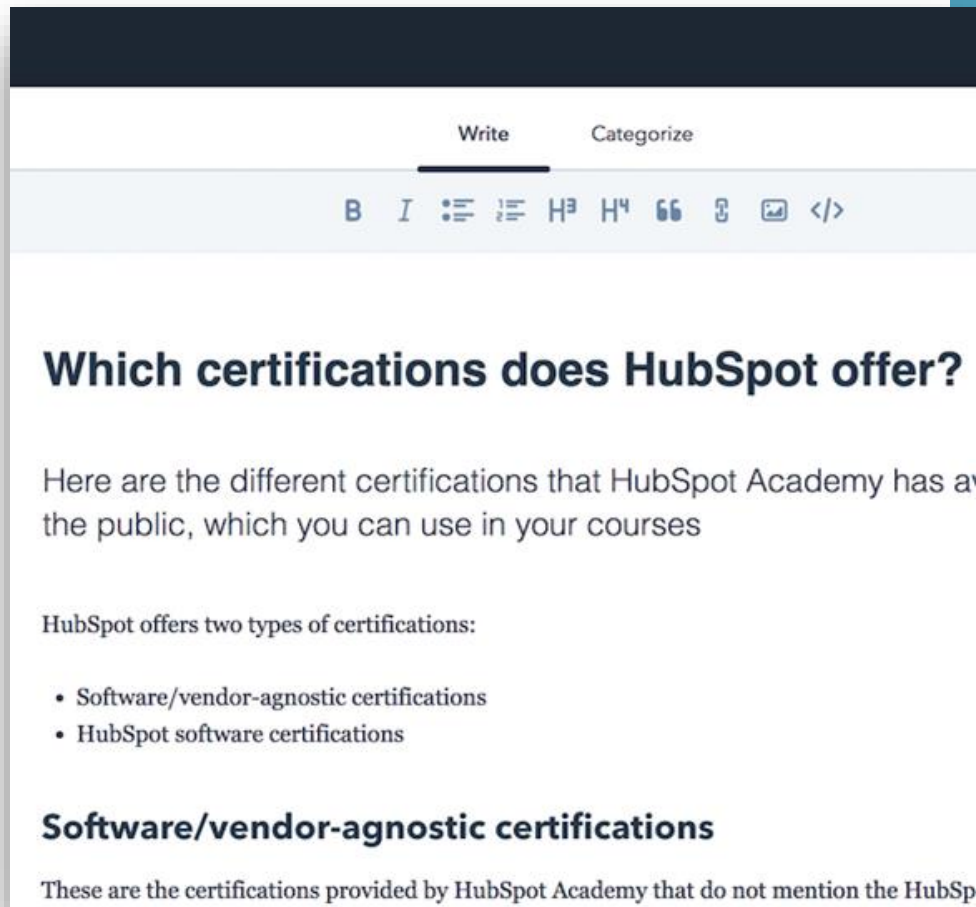
The screenshot displays the 'Tickets' interface in Service Hub Professional. The top navigation bar includes 'Contacts', 'Conversations', 'Marketing', 'Sales', 'Service', 'Automation', and 'Dashboards'. The main header shows 'Tickets' with a dropdown arrow and view options for 'Table', 'Board', and 'S'. The interface is organized into columns representing different stages of the ticket lifecycle: 'NEW' (9 tickets), 'WAITING ON CONTACT' (3 tickets), and 'WAITING ON US' (3 tickets). Each ticket is represented by a card with a title, an 'Open for' duration, and a priority level indicator (Low, High).

NEW	WAITING ON CONTACT	WAITING ON US
test Open for 2 days ● Low	Help adding a user Open for 18 days ● High	Trouble logging in Open for 23 days ● Low
Error Message Open for 18 days ● High	Export doesn't contain the right fields Open for 22 days ● Low	Credit card issue Open for 23 days ● High
Extension of free trial? Open for 18 days ● Low	Recover deleted folder Open for 22 days ● Low	Storage question Open for 25 days ● Low
Free trial? Open for 21 days ● High		
Can't log in Open for 22 days ● High		
Lost item Open for 22 days ● High		
Trouble sharing files Open for 22 days ● High		









Service Hub Professional:

지식창고

고객들의 가장 자주 묻는 질문들을 데이터베이스화 하고, 문서를 인덱스화해 서치 엔진에 저장하십시오.



Write Categorize

B I        

Which certifications does HubSpot offer?

Here are the different certifications that HubSpot Academy has available to the public, which you can use in your courses

HubSpot offers two types of certifications:

- Software/vendor-agnostic certifications
- HubSpot software certifications

Software/vendor-agnostic certifications

These are the certifications provided by HubSpot Academy that do not mention the HubSpot

Service Hub Professional:

템플릿, 시퀀스 & 스니펫

팀 구성원과 세일즈 프로세스 단계에 따라 정교하게 개인화된
템플릿을 공유하세요.

시계열 이메일 메시지를 템플릿과 시퀀스를 바탕으로 모으세요.

키보드 단축어인 “스니펫”을 활용해 시간을 절약하세요.

The screenshot displays the HubSpot interface for configuring an email sequence. The top navigation bar includes 'Sequences' and 'Meeting Follow Up'. The left sidebar shows a 'Mail' menu with options like 'Inbox (2)', 'Starred', 'Sent Mail', 'Drafts (5)', and various folders. The main content area shows a sequence of two emails: 'EMAIL 1' (Thu 9/14) and 'EMAIL 2' (Tue 9/19). The configuration panel on the right includes 'Start sequence at: Email 1' and 'End sequence at: My contact'. Below this, the email content is previewed, starting with 'Email 1' and 'Send email on 09/14/2017 7:10 PM'. The preview text includes a recap of Biglytics features: 'Biglytics Recap', 'Hey Jeffrey,', 'Great connecting with you. We covered a lot on the call so I want links.', and a list of features: 'Biglytics - \$50/month per user', 'Custom Objects - Unlimited', 'Advanced Reporting - Unlimited', 'Advanced Permissions', and 'Unlimited Events - Unlimited usage events'. At the bottom, there are 'Start sequence' and 'Cancel' buttons, and the recipient email 'To: jrusso@hubspot.com'.

Service Hub Professional:

서류

영업 고객을 위한 콘텐츠 라이브러리를 만들고, Gmail, Outlook을 이용해 팀끼리 공유하세요. 어떤 고객이 거래를 종료했는지 확인하세요.

리드가 문서를 보기 위해 이메일 링크를 클릭하거나, 이를 동료에게 공유했을 때, 곧 바로 알려드립니다. 영업 콘텐츠가 어떻게 영업을 돕고있는지 통합적인 데이터로 확인하세요.

[← Back to documents](#)



About HubSpot

SHARES	VISITORS	VIEWS
145	11	17

Visitors

NAME



Joseph Cavallaro



Kristen Kelley



Julia McCarthy

Service Hub Professional:

미팅

잠재고객과의 미팅을 쉽게 예약해보세요. Google/Office 365 calendar와 연결해 항상 스케줄을 최신상태로 유지할 수 있습니다.

잠재고객이 미팅을 예약하면, 자동으로 기록과 활동 로그가 CRM에 생성됩니다.

UTC -04:00 East

Schedule time to chat with a Biglytics data analyst...

October

SUN	MON	TUE	WED	THU	FRI	SAT
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Confirm meeting for
Friday, October 28, 2016 3:00 PM

First name *

Last name *

Your email address *

Company Name *

Company Size (employees) *

Confirm **Cancel**

Service Hub Professional:

전화

HubSpot CRM의 고객 연락처 데이터를 사용하여 통화를 우선순위화하고, 일별 전화 순서를 설정하십시오.

한 번의 클릭으로 당신의 잠재고객을 VoIP나 회선전화로 연결할 수 있습니다.

Connected to: +18603020709

0:08



< Contacts



Taylor O'Neil

HR Director at PKGD Marketing



Actions ▾



This contact is not currently eligible to sync.

[Details](#)

New note

Email

Take notes on this call...

A



Hang up

▼ About Taylor O'Neil

First Name

Taylor

Last Name

O'Neil

HubSpot Owner

September 2



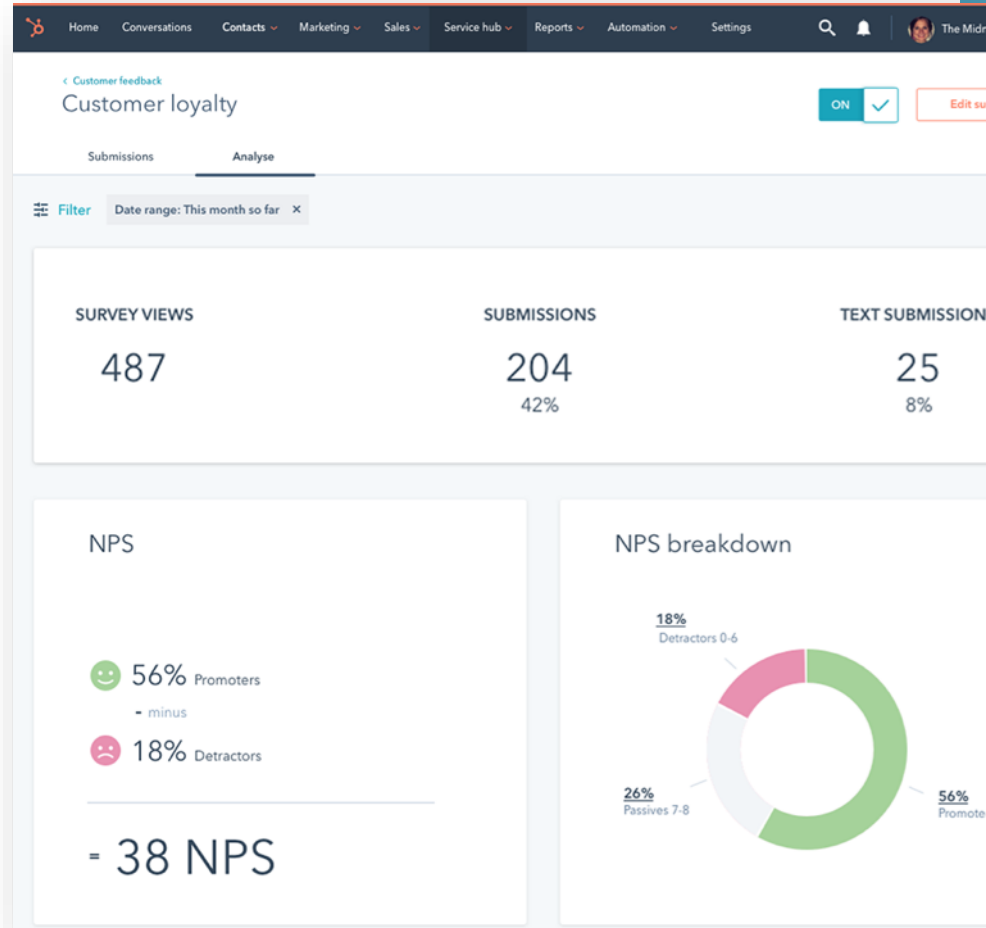
You made a
September 2

▶ 0:00

Service Hub Professional:

피드백

고객이 좋아하는 요소를 찾고, 더 효과적인 고객경험을 만들기 위해 피드백을 모을 수 있는 설문조사를 실시하세요.



Service Hub Professional:

봇+자동화

라이브 채팅 효율과 1 to 1 커뮤니케이션을 향상시키기 위해 봇을 활용해보세요.

리드를 할당하고, 고객이 특정한 액션을 취했을 때 알람을 설정하고, 작업을 생성하는 것과 같은 일반적인 업무를 자동화하세요.

The screenshot displays the HubSpot Helpdesk Automation interface. The top navigation bar includes 'Marketing', 'Sales', 'Service', and 'Automation'. The main header is 'Helpdesk Automation'. Below the header, there are tabs for 'Actions', 'Settings', and 'Performance'. The central area shows a workflow diagram with two steps: 1. 'Enrollment triggers: Contact has filled out Event de-registration [SAVE].', and 2. 'Create a ticket "Contact registration help form" and assign to Marcus Andrews'. The right sidebar is titled 'Create a ticket' and contains the following configuration options:

- Assign ticket to:** Contact's existing, Specify a HubSpot owner. Selected: Marcus Andrews.
- Ticket Pipeline:** Support Pipeline.
- Ticket Status:** Waiting on us.
- Ticket name:** Contact registration help form. Includes an 'Insert contact token' icon.
- Source:** Form.
- Ticket description:** Help register these people as they come in. Includes an 'Insert contact token' icon.

At the bottom of the sidebar, there is a 'Set another ticket property' button, a 'Save' button, a 'Cancel' button, and a trash icon.

Service Hub:

CRM과 긴밀히 연결

별도의 설치 없이, 마케팅 허브는 허브스팟 CRM과 긴밀히 연결되어 있습니다.

고객, 회사, 거래, 업무, 티켓 등을 추적하는 SMB를 위한 1등 CRM 플랫폼입니다.

벌써 Salesforce와 같은 CRM 시스템을 사용 중이십니까?
허브스팟은 설치하고 사용하기 쉬운 Native Integration을
지원합니다. (Professional 버전 이상)

The screenshot displays the HubSpot CRM interface. At the top, there are navigation options: 'New note', 'Email', 'Call', and 'Log activity'. Below this is a menu with 'Templates', 'Sequences', 'Documents', and 'Meetings'. The main content area shows a contact profile for Emily Keefe, a user at Xavier University. It includes a profile picture, name, company, and an 'Actions' dropdown menu. Below the profile is a section titled 'About Emily Keefe' with a 'Became a Lead Date' of 12/06/2016 9:27 AM EST and two buttons: 'View all properties' and 'View property history'. Another section, 'Emily's Company', shows the Xavier University logo and website URL 'http://xavier.edu'. On the right side, there is a meeting notification for December: 'You have a meeting with Emily Keefe'. Below the notification is a 'Chat about Sales platform' section with a call link 'https://www.uberconference.com/', dial-in number '401-283-6228', PIN '52890', and a duration of '1 Hour'.

Service Hub:

다양한 마케팅 툴과 협업 가능

마케팅 활동을 도울 수백 가지의 다른 툴들과 쉽게 협업하며 추가할 수 있습니다.

The screenshot shows the HubSpot Connect interface. At the top, the HubSpot logo is on the left, and navigation links for Software, Pricing, Resources, Partners, and About are on the right. The main heading is "HubSpot Connect" with the subtext "Explore and find integrations with apps and web services you use every day." Below this, there's a "Filter integrations" sidebar on the left with a search bar and a list of categories including Advertising, Analytics and Data, Connector, Content, Customer Success, Ecommerce, Email, Events and Webinars, Lead Generation, Live Chat, New and Noteworthy, Productivity, Sales, Social Media, and Video. The main content area displays several integration cards. Two are marked "FEATURED": Slack and Shopify for HubSpot. Below them are Zapier, SurveyMonkey, and Salesforce, each marked "CERTIFIED". Each card includes the tool's logo, name, and a brief description of the integration.

HubSpot

Software ▾ Pricing Resources ▾ Partners ▾ About

HubSpot Connect

Explore and find integrations with apps and web services you use every day.

Showing 1 - 15 of 16

Filter integrations

Search

Categories

- Advertising
- Analytics and Data
- Connector
- Content
- Customer Success
- Ecommerce
- Email
- Events and Webinars
- Lead Generation
- Live Chat
- New and Noteworthy
- Productivity
- Sales
- Social Media
- Video

For Developers

FEATURED

Slack

Slack is a digital workplace that connects you to the people and tools you work with everyday. Tools like HubSpot. Get HubSpot notifications, tasks, and slash commands within Slack with this integration.

FEATURED

Shopify for HubSpot

Now live, this HubSpot built Shopify integration for shared customers. With it you'll be able to sync products, customers, and orders and enable true inbound for ecom.

CERTIFIED

Zapier

An integration platform that allows you to connect your HubSpot CRM and Marketing data to all the other tools your team uses automatically, eliminating manual effort and saving time.

CERTIFIED

SurveyMonkey

Gain actionable insights into your prospects, leads and customers with SurveyMonkey.

CERTIFIED

Salesforce

Sync HubSpot with Salesforce a fast, reliable, and powerful integration between your databases. No technical s required.

허브스팟은 소프트웨어 그 이상입니다.



IMPLEMENTATION SPECIALISTS

수행 스페셜리스트는 기술적 셋업과 초기 실행의 가이드라인을 제공합니다.



ACADEMY

허브스팟 아카데미는 인바운드 마케팅, 인바운드 세일, 허브스팟 제품 트레이닝을 제공합니다. 적절한 코스, 프로젝트, 아티클과 다른 다양한 교육 자료를 찾을 수 있습니다.



CUSTOMER SUCCESS

고객 성공 매니저는 인바운드 전략 갱신을 통해 가치를 창출합니다.



PROFESSIONAL SERVICES

허브스팟 전문 서비스는 결과를 최적화하기 위한 총체적인 트레이닝과 컨설팅을 제공합니다. 전문가로부터 그룹 트레이닝부터 개인화된 1:1 컨설팅까지 다양한 선택지를 제공합니다.



SUPPORT

허브스팟 서포트는 허브스팟을 이용하는데 있어 당신과 팀이 가지고 있는 모든 문제에 대해 도움을 드립니다. 전화, 이메일, 그리고 앱을 통해 언제든 돕습니다.

허브스팟은 소프트웨어 그 이상입니다.



개인 & 기업 고객을 위한 제한 없는 전화, 이메일 지원



지식 기반 유저 가이드 검색과 통합 검색 문서



허브스팟 포럼과 유저 그룹을 통한 다른 허브스팟 유저와의 연결



In-app 서포트 티켓을 통한 기록과 관리

인바운드 마케팅 역량 강화 패키지

인바운드 마케팅에 대한 교육프로그램과 허브스팟 관련업무에 대한 사용자 지원을 통하여 고객사의 인바운드 마케팅 역량을 강화합니다.

마케팅 역량 강화 교육

전략적 사고

1

- ✓ 마케팅 전략 수립을 위한 접근법
- ✓ 신규시장 마케팅 기획 및 전략 수립 실무
- ✓ 데이터 분석의 기본 개념

HubSpot 실무 교육

2

- ✓ 마케팅 자동화 설정 및 운영
- ✓ Content Vs. Context
- ✓ 이메일, 소셜, 랜딩페이지, 블로그 제작 및 운영

디지털 마케팅

3

- ✓ 고객 여정 분석 및 고객조사방법론
- ✓ 페르소나 접근법
- ✓ 페르소나 스토리텔링

HubSpot 운영 지원



- 1) 자동화 설정 : Hubspot 자동화 로직설계 및 운영시 업무지원
- 2) 디자인 지원 : Hubspot을 통해 제작되는 블로그, 랜딩페이지, email 템플릿에 대한 디자인 업무 지원, 포털간 템플릿 공유 지원
- 3) On-boarding 프로젝트 : Step-by-step 온보딩 프로젝트, 사용자 설정, 초기 Contact 마이그레이션, Property 설정 지원





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