

# Custom Technology Stack & Implementation

HUG Helsinki 22.8.2019

#HugHelsinki

9.00 – 9.05

# Tervetuloa!

Mika Ahonen & Yvonne Edfelt

#HugHelsinki

# Ohjelma

- 
- 09:05 Eri teknologioiden hyödyntäminen HubSpotin kanssa**  
Jani Aaltonen, Sales Communications Finland Oy
  - 09:50 HubSpot + WordPress**  
Stephen Murphy, HubSpot Inc
  - 10:35 Tauko**
  - 10:45 Panelikeskustelu | Kotimaiset HubSpot-integraatiot ja integraatioesimerkit**  
Rami Peltonen, Lyyti  
Mikko Honkanen, Vainu  
Joni Laukkonen, Sales Communications  
Jani Aaltonen, Sales Communications
  - 11:30 HubSpot-uutuudet ja Q&A**  
Jani Aaltonen, Stephen Murphy

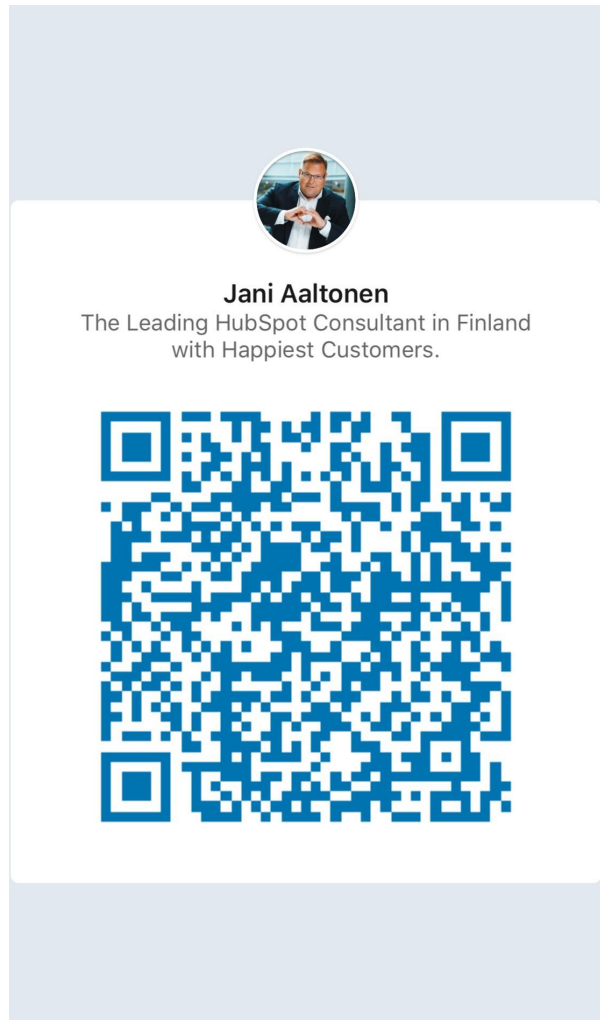
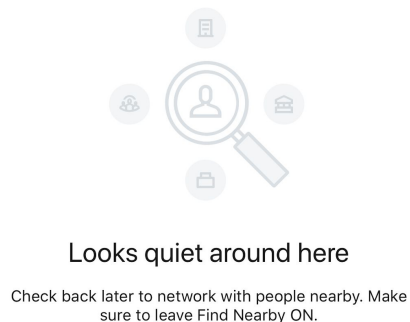
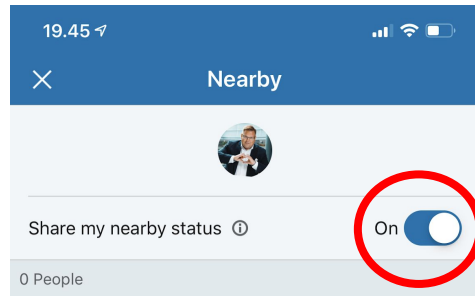
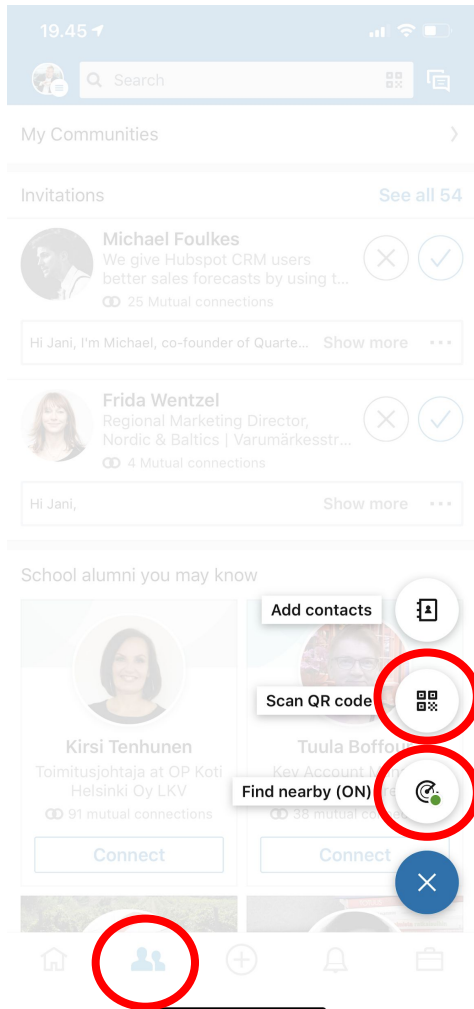
9.05 – 9.50

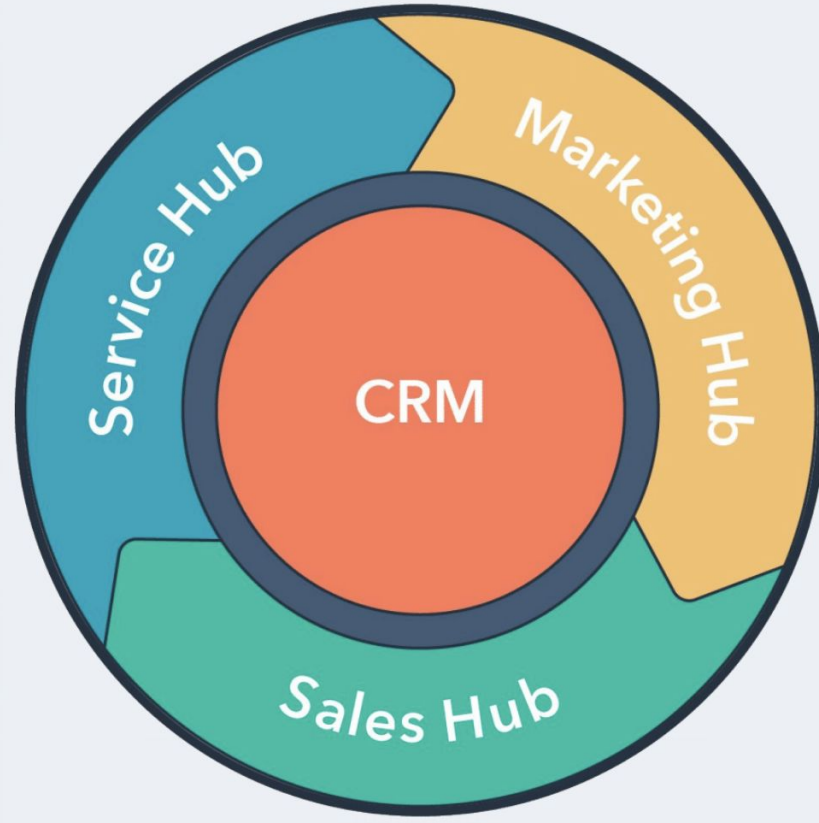
# Eri teknologioiden hyödyntäminen HubSpotin kanssa

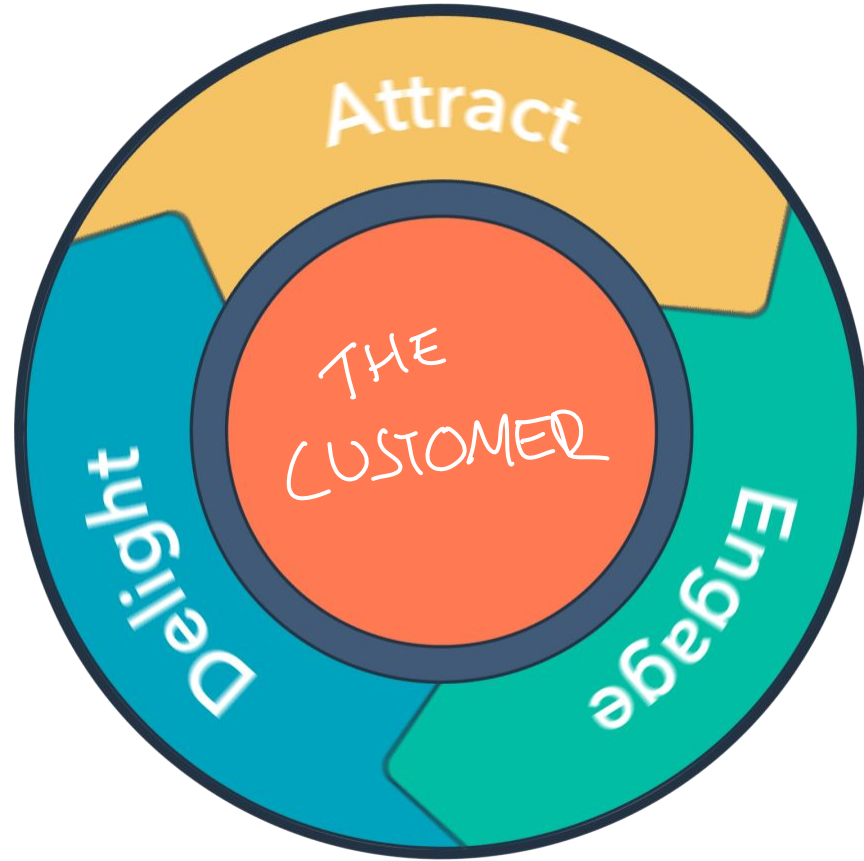
Jani Aaltonen, CEO  
Sales Communications

#HugHelsinki

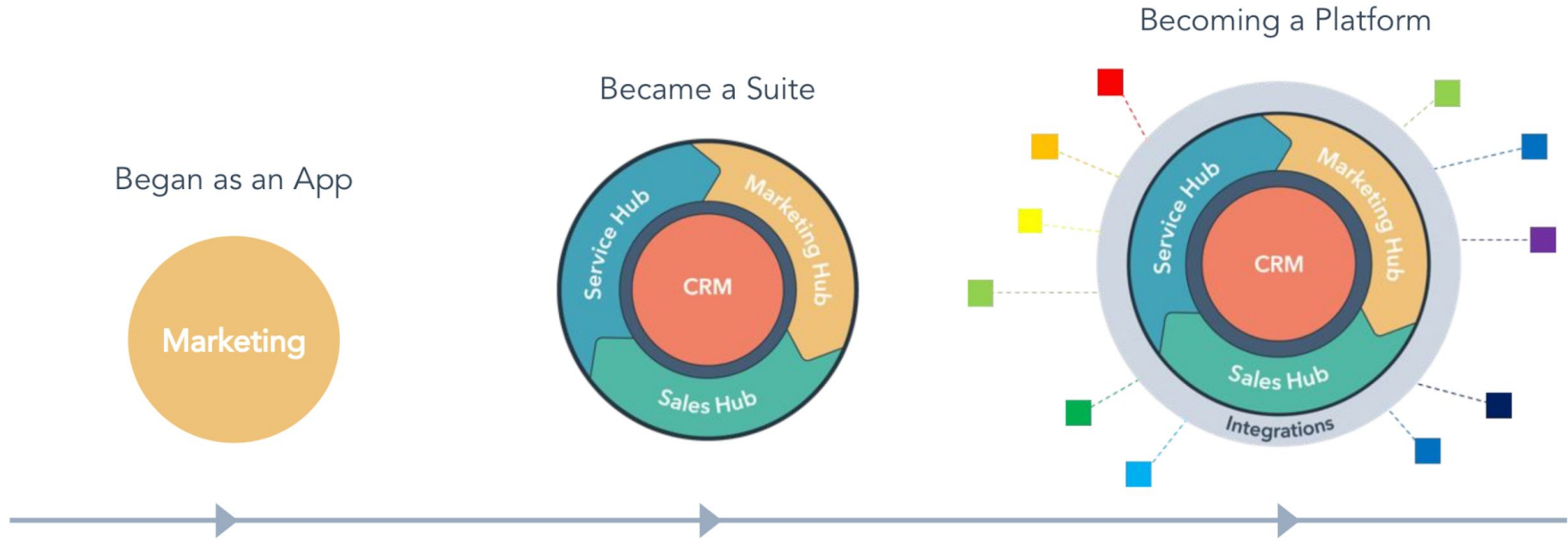




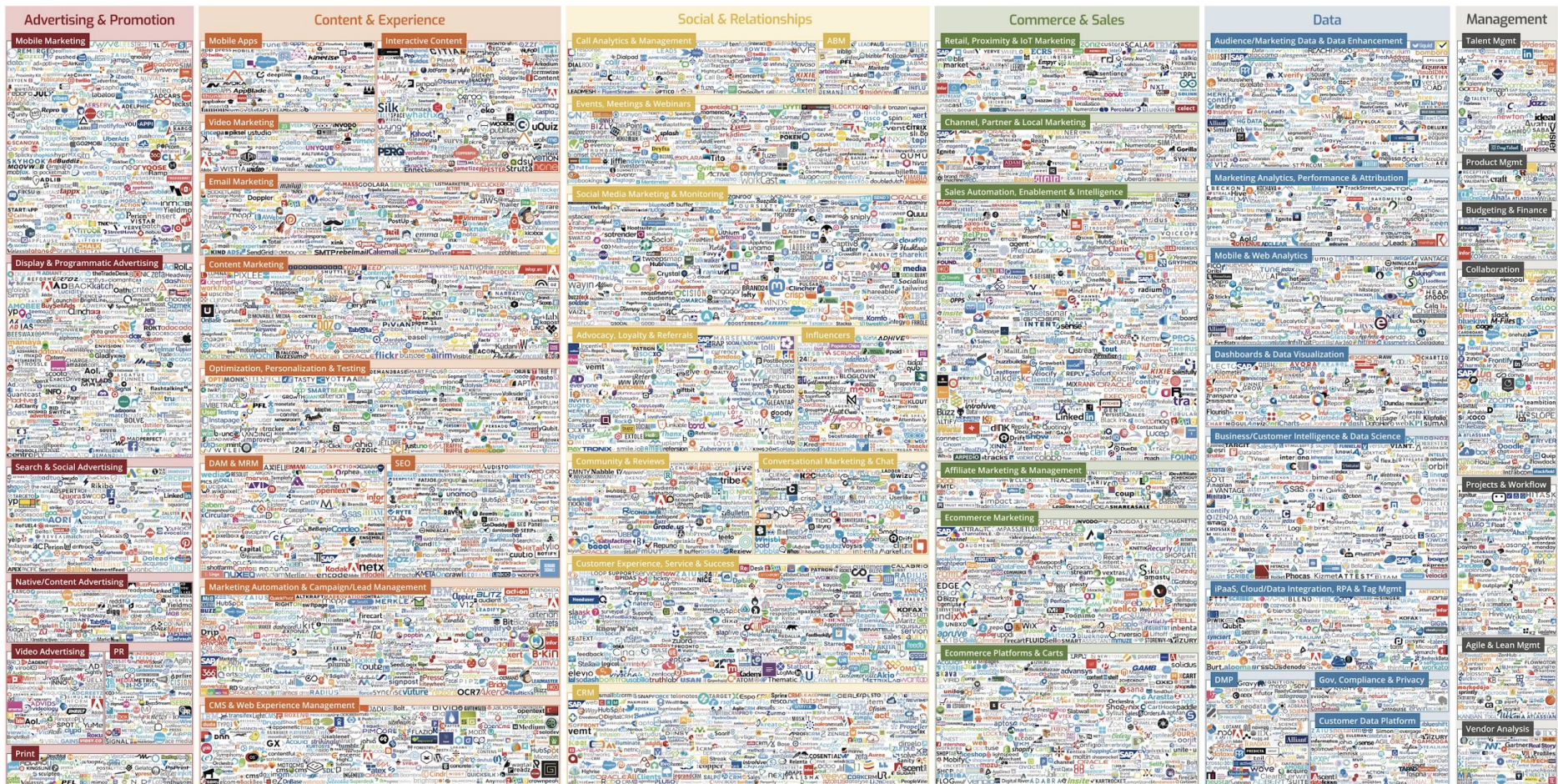




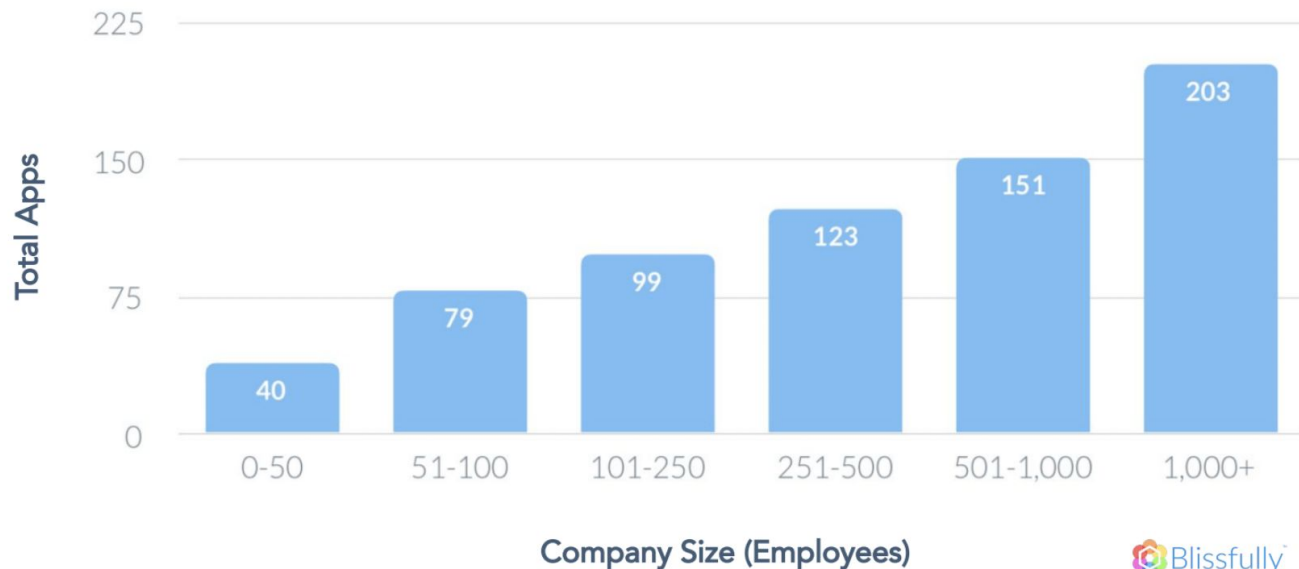
# All of that is just the beginning...



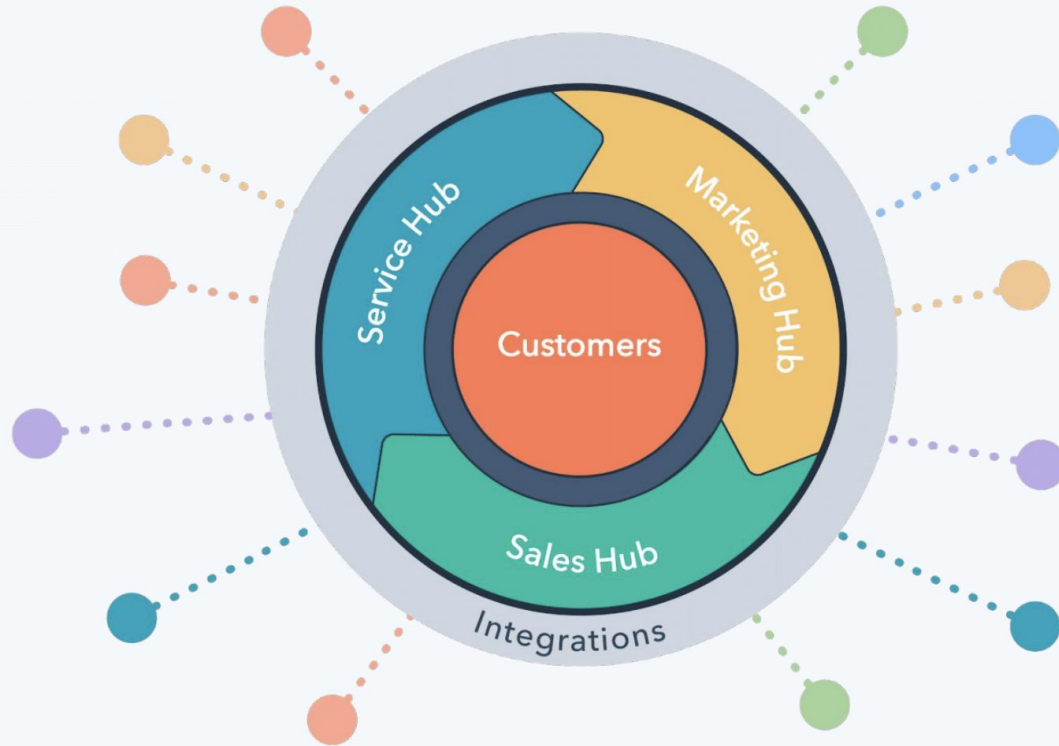
We're focused on helping companies grow better in ever expanding ways.



# Number of Apps per Company

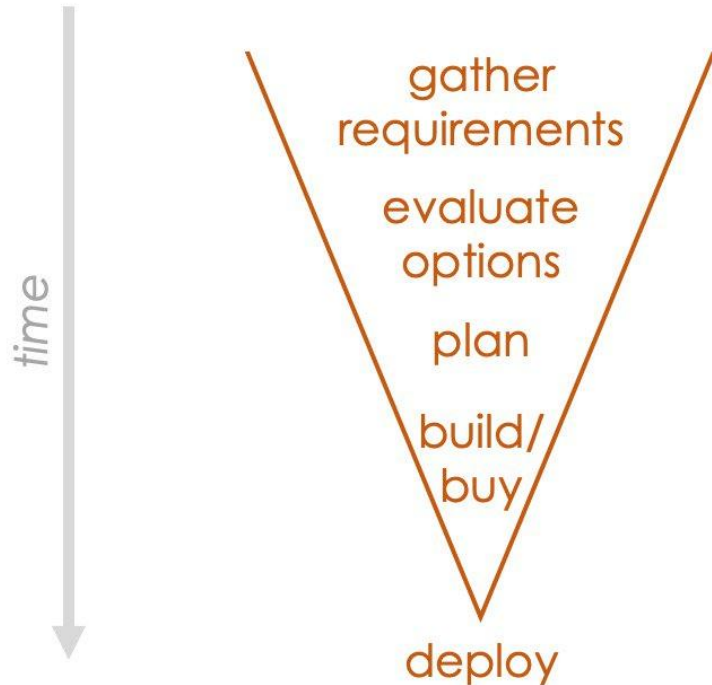


Source: Blissfully 2019 Annual SaaS Trends, February 2019

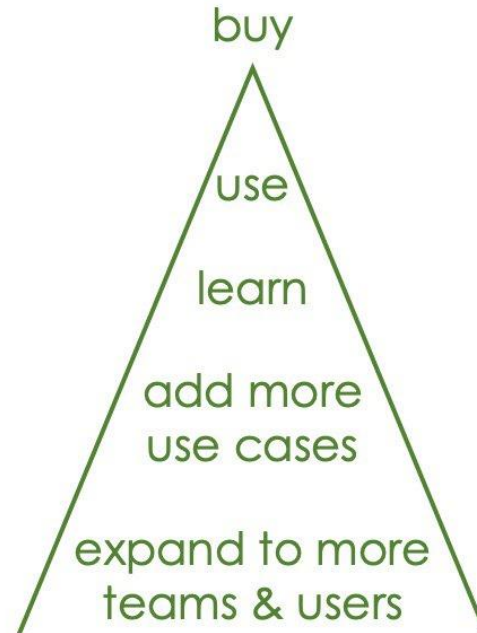


# Two Different Models of Technology Adoption

## Waterfall

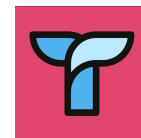


## Agile



**This is the tech that we use**

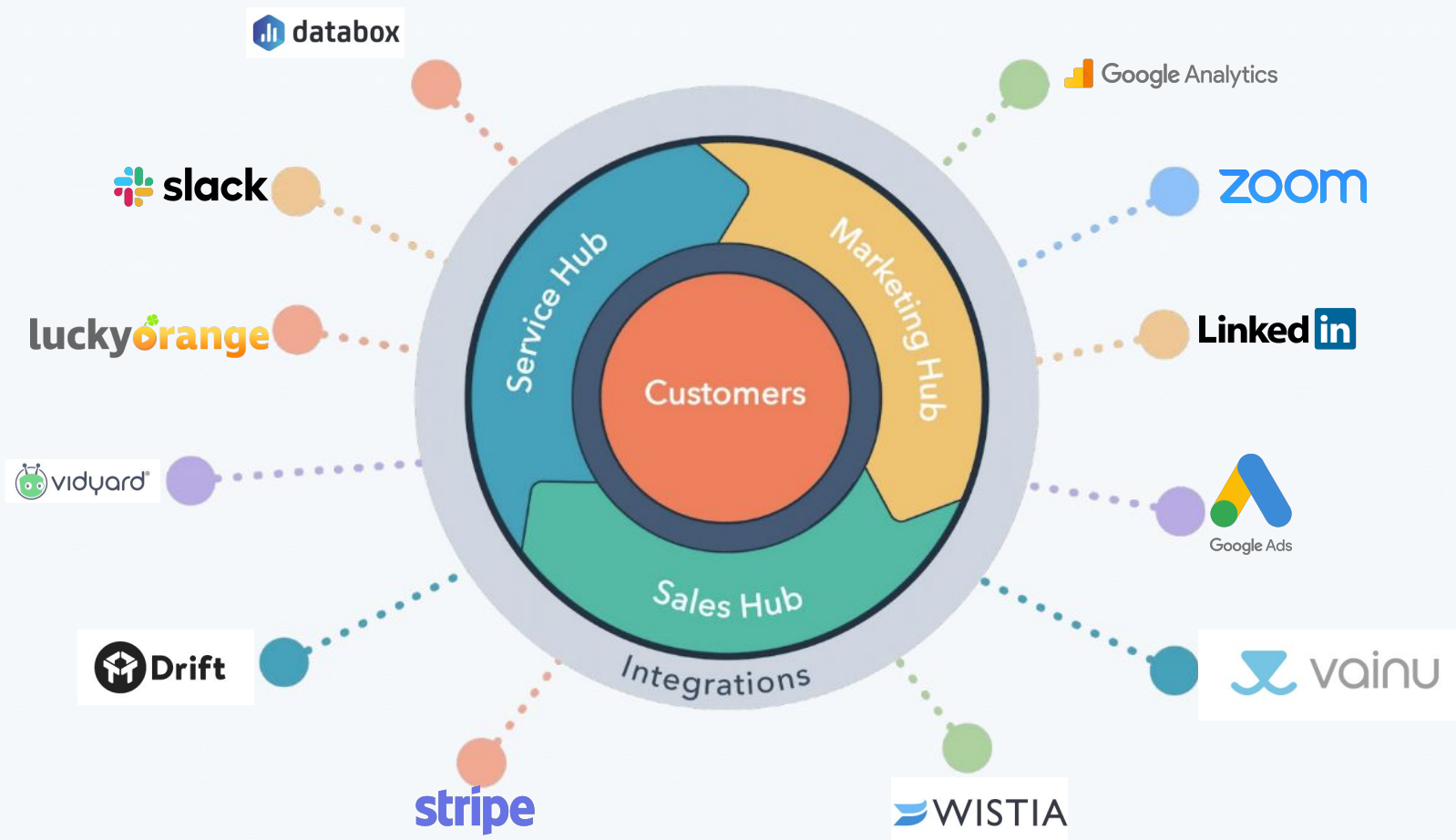
# Tech that we use



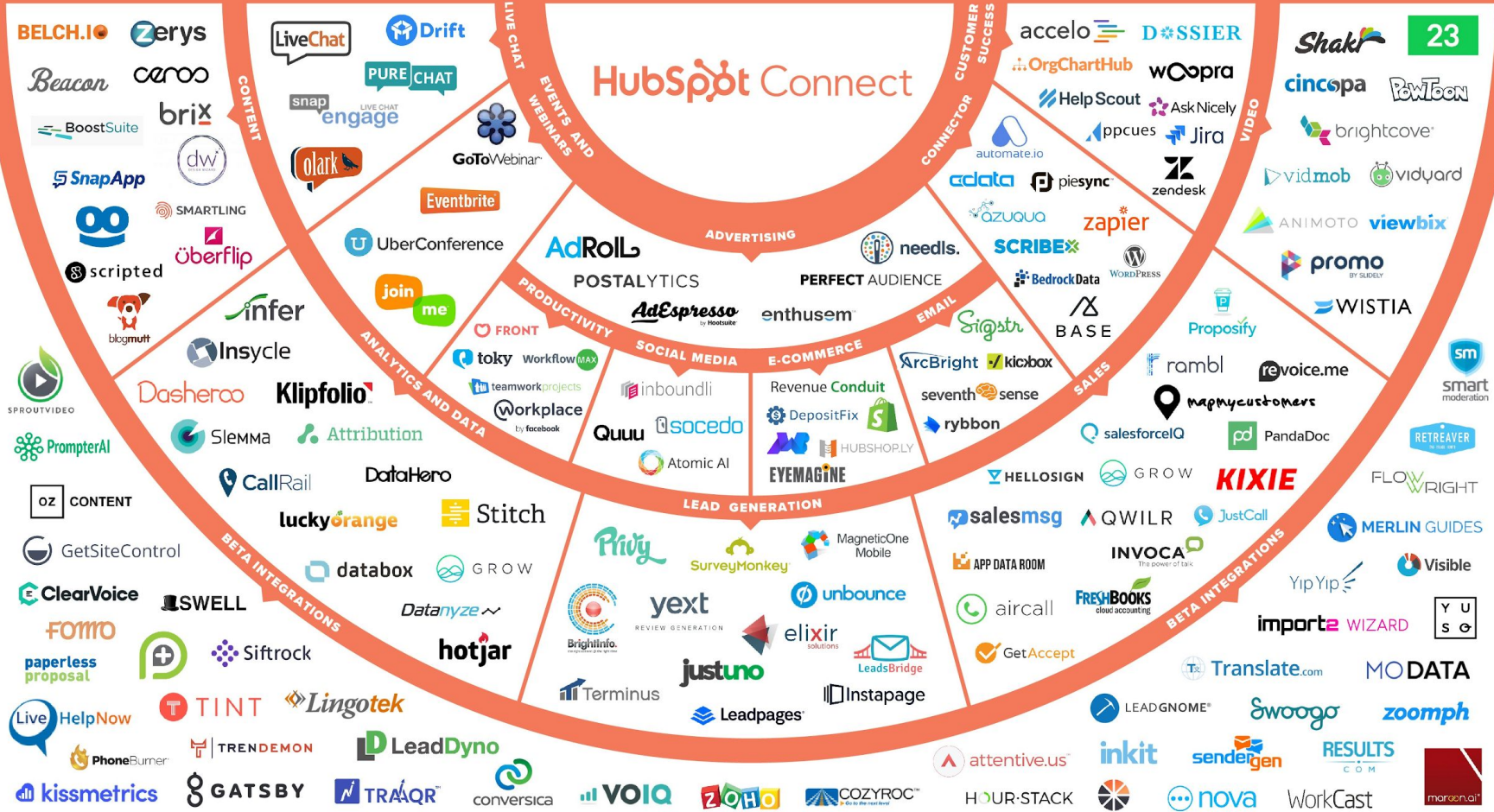
# **What is your techstack?**



**Do you integrate your tech to your HubSpot?**

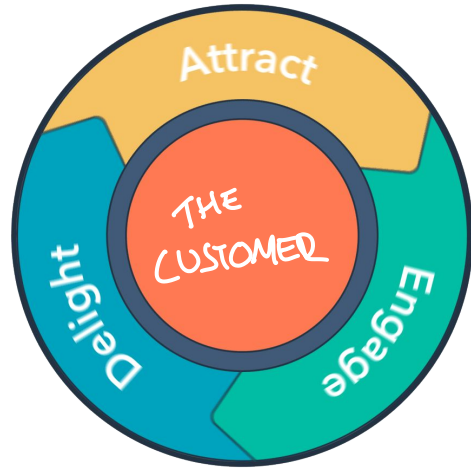


# HubSpot Connect



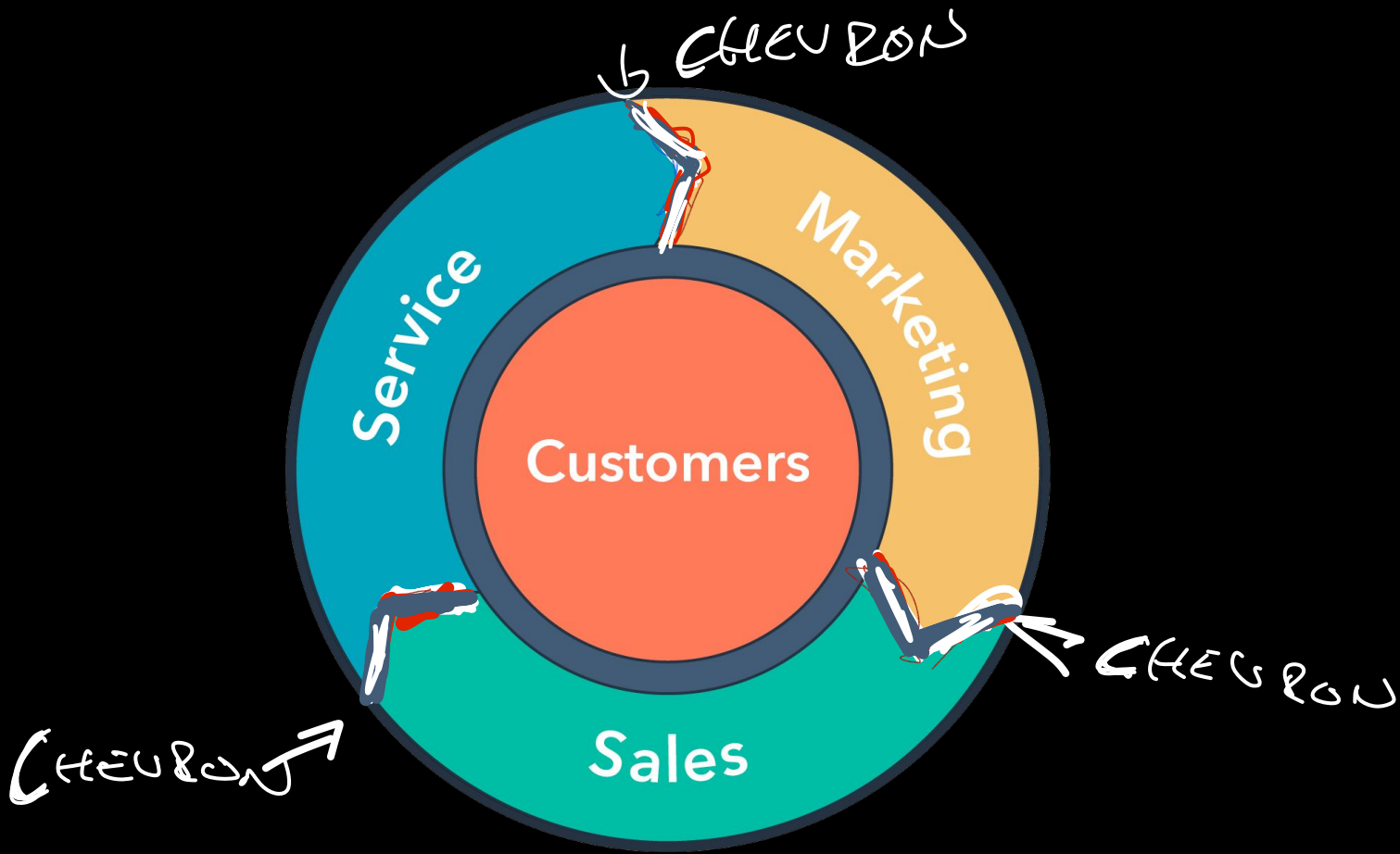
Miten rakentaa Flywheel käyttäen eri teknologioita osana HubSpot platformia?





SCALABLE  
MATERIAL

- HOW FAST
- HOW MUCH FRICTION
- HOW BIG IT IS

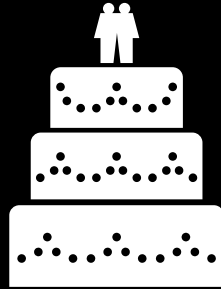


How do we buy?

# Choose your line of business



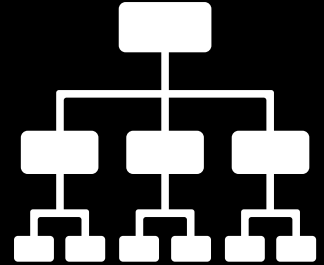
REAL ESTATE  
AGENT



WEDDING  
SERVICE



TRANSPORTATION  
COMPANY



HR-COMPANY

**Who is the customer?**  
(Buyer Persona)

# Let's build it !





Buy now with 1-Click<sup>®</sup>

9.50 – 10.35

# HubSpot + Wordpress

Stephen Murphy, Technical Consultant  
HubSpot

#HugHelsinki

HubSpot



HUG Helsinki:

# HubSpot + Wordpress

Stephen Murphy,

Technical Consultant

August 22nd 2019

# AGENDA

INTRO

Partnerships

Closing Notes,  
Questions

HubSpot WP  
Plugin

Dev: HubSpot CMS  
and WordPress

**LET'S GET THIS PARTY STARTED!**



# Me, myself and I

## Professional Background:

- Junior Web Developer @ Iterate (2014)
- Web Engineer @ DevHaus (2014 - 2016)
- Software Engineer @ Software Design ( 2016 - 2018)
- Technical Consultant @ HubSpot (2018 - )

## Passion Projects:

- Contributor to the Mozilla Project
  - Firefox OS and Browser codebase
  - MDN and SUMO
  - Rep for Ireland
- Wordpress Core Contributor
  - Wordpress Core (4.x branches)
  - Wordpress Dublin and Belfast communities



# What is a Technical Consultant?

Explain please!



# Who Are We?

## HubSpot Technical Consultants

- We are HubSpot Technical Consultants and are part of the Professional Services team in the EMEA Customer Success Department
- HubSpot offer a variety of paid technical consulting options to help customers realize returns and results with HubSpot
  - Ongoing Consulting
  - 4 Hour Blocks
  - Project Based Consulting (onsites, advanced onboarding)



# What type of work do we do with customers?

- We typically work with 25-30 customers each who tend to be larger customers with advanced technical requirements
- API integrations (scoping integration projects, explaining documentation, troubleshooting technical challenges, recommending endpoints)
- Mapping Sales, Marketing and Service processes to Hubspot
- Help setting up iPaaS integration connectors and platforms e.g Scribe, Zapier, Automate.io
- Advanced onboarding, technical set-up, technical training new system administrators
- Advanced reporting consulting
- CRM Migrations



# Goal



- Best practices on how to set up a custom CRM integration with HubSpot
- Key insights into how to implement a CRM migration to HubSpot



# HubSpot WordPress Plugin

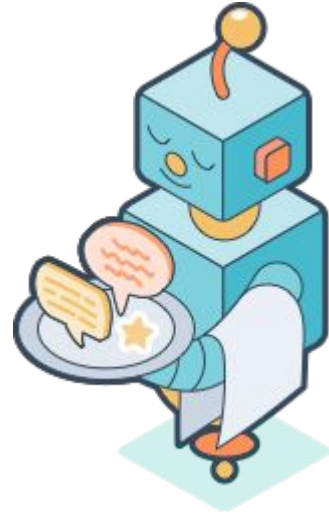
What's it all about



# HubSpot All in One Plugin

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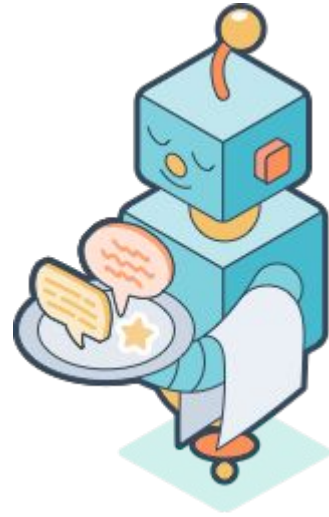
- Creates a bridge between your Wordpress Site and HubSpot.
- HubSpot tracking code is automatically added to your WordPress pages
- Contacts management - A one stop shop for all of your Contacts and Companies
- Forms & pop-ups - create mobile responsive forms and follow up emails to nurture your leads



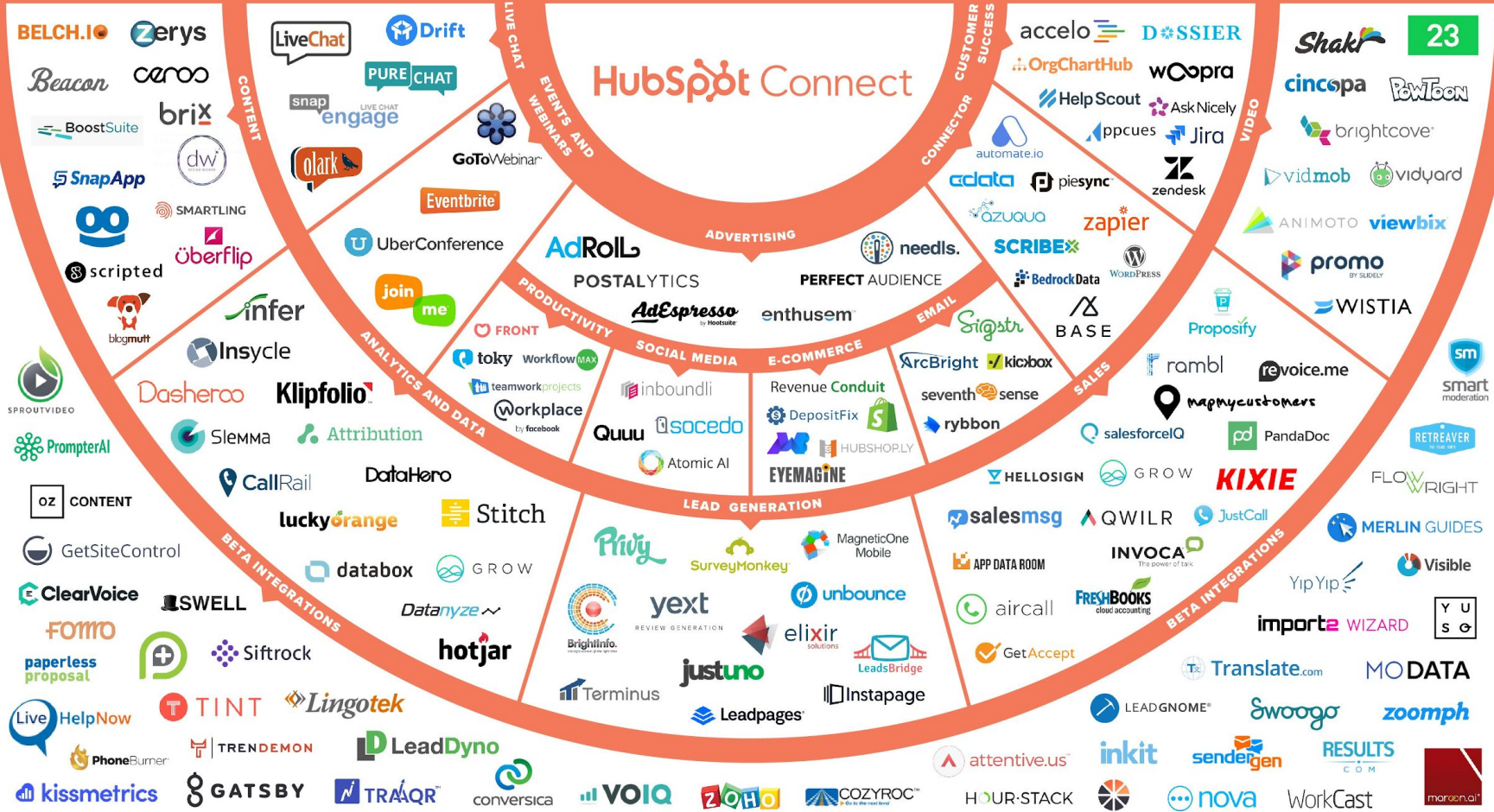
# HubSpot All in One Plugin

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- Live Chat and Bots - let site visitors chat with you in real time.
- Email marketing, Built-in analytics: analyze website performance
- Ads management: promote your content on Social Media to start generating leads into HubSpot.
- Sync with other Integrations in HubSpot. (Zapier, Stripe, and much more)



# HubSpot Connect



# Latest Update



# Gutenberg Block Support

- Latest Post and Page Editor for Wordpress 5.x
- Before you had to copy/paste the form embed code
- Add it to the page, grab it and replace it manually to change the forms
- Now you can just search for HubSpot Form from the Blocks Menu and select the Form.
- Available Now



# Who's it for?

- Everyone... really (with a self hosted Wordpress Site or .Org business plan)
- The non technical Admin and Marketer.
- Large Wordpress websites with many custom built plugins and custom themes and any custom PHP scripts (More on that later!)



A decorative graphic on the left side of the slide, consisting of a vertical line with several circles of different sizes and a larger circle with a smaller circle inside it, all in shades of blue.

# HubSpot + WPEngine

Expanding on the Plugin



# HubSpot + WPEngine

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WP Engine is one of the leaders for SMB WordPress hosting and provides managed WordPress hosting for mission-critical sites around the world.



The partnership brings built in support and integration of the HubSpot platform to WPEngine users



# HubSpot + WPEngine

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The very same All in One  
Plugin for Wordpress



Install a Studio Press Theme  
such as Revolution Pro



Fully integrated with  
WPEngine's Core Themes



Place your HubSpot ID and  
your done

**More at INBOUND**



# HubSpot + Gravity Forms

Our Latest Partnership



# HubSpot + Gravity Forms

- Partnered with Gravity Forms to provide a official solution to integrate HubSpot and Gravity Forms for WP
- Built and maintained by Gravity Forms with the help of HubSpot.
- Provides users the ability to sync their GF submissions to HubSpot without the use of Zapier and rely on Non HubSpot Forms features.
- Now users can easily map fields between Gravity Forms and HubSpot
- Features include, List creating, trigger Workflows and generate reports.







# HubSpot CMS & WordPress

Features, Goals, Developer focused future



# Heads up!

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This is going to get a little bit technical



**“Should I move my  
Wordpress blog to  
HubSpot?”**



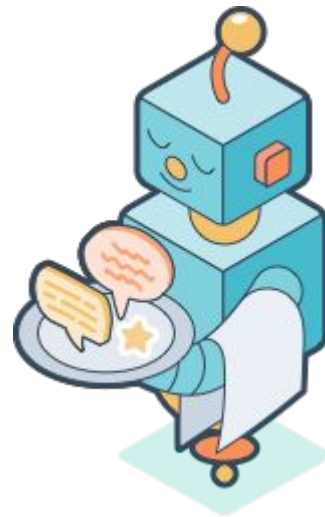
**“Yes! Let’s get started”**



# Wordpress Blog Importer

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- Import the main components of your blog to HubSpot
- Title, Post body (including inline images),
- URL, publish date, author, tags/categories, status, meta description, featured images, and comments.
- PDF files linked in your posts and images in gallery tags will not be included in the import.
- Simply export the XML of your Blog and import into HubSpot



**“Should I replace my  
custom Wordpress  
site for HubSpot?”**



**“Maybe”**





# The Pros

|                              |                                                        |                              |
|------------------------------|--------------------------------------------------------|------------------------------|
| Distraction-free blog editor | ✓                                                      | ✓                            |
| Schedule blog posts          | ✓                                                      | ✓                            |
| Publish to social media      | ✓<br>Requires Marketing Hub Professional or Enterprise | ✓                            |
| Mobile optimized             | ✓                                                      | Requires supported theme     |
| SEO optimizer                | ✓                                                      | Requires additional software |
| CTA creation                 | ✓                                                      | Requires additional software |
| Content collaboration        | ✓                                                      | Requires additional software |
| Content calendar             | ✓                                                      | Requires additional software |
| AMP support                  | ✓                                                      | Requires additional software |
| Analytics                    | ✓                                                      | Requires additional software |



# The Cons

## Wordpress

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- ✓ Custom Logic: PHP, Javascript
- ✓ Custom Modules and Sectors
- ✓ Plugins
- ✓ Themes

## HubSpot

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- ✓ Custom Logic: HubL(jinja), Javascript
- ✓ Custom Modules and Sectors
- ✗ Plugins\*
- ✗ Theme\*





# Local CMS Development (Beta)

Mostly local!



# CMS Development

- Connecting your local development Workflow to HubSpot
- Allowing you to use version control
- Your own Text Editor/IDE
- Support Modules, Templates (D&D) HTML/CSS/JS files
- Push to Dev portal and Production Portal
- Automatically Sync using Watchers

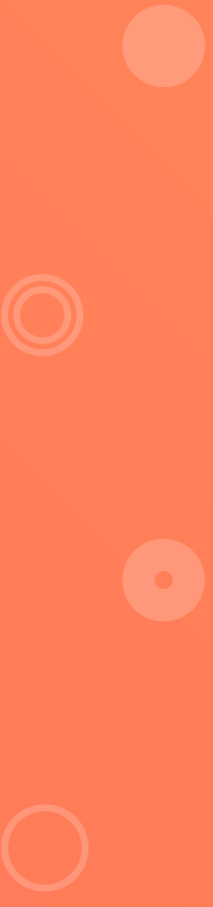


# Requirements

- Text Editor/IDE of your choice
- Node 8.9.1 LTS or newer LTS
- Yarn (not really a requirement)
- HubSpot Developer Account & HubID
- Comfortable with the Command Line







# Resources

Finally!

# Resources for all!

- [CMS Discovery Kit](#) - Quick Start guide to building on the HubSpot CMS  
Includes Free Access our Dev Slack, CMS Sandbox, Curated Docs and Tools
- [Academy Course For Developers](#) - Certified course for developers to get started with HubSpot CMS
- [HubSpot CMS Developer Events](#) - Local Developer events at HUGs too
- [Local CMS Development Guide](#) - How to set it up and run with it!
- [Wordpress Blog Importer](#) - Our walkthrough guide



# Resources for all!

- [HubSpot All In One Wordpress Plugin](#) - Our Plugin on the WP Repo of course
- [HubSpot Pro Services](#) - About my team, what we do! How to get in touch!
- [Me myself and I on LinkedIn](#) - Well it's just me







**Thank you**

10.30 – 10.45

# Tauko & Santsikuppi

#HugHelsinki

10.45 - 11.30

# Panelikeskustelu: Kotimaiset HubSpot-integraatiot ja integraatioesimerkit

Rami Peltonen, CFO, Lyyti Oy

Mikko Honkanen, CEO, Vainu.io

Joni Laukkonen, CTO, Sales Communications

Jani Aaltonen, CEO, Sales Communications

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[Vainu & Hubspot CRM](#)

[Vainu & Hubspot liidien rikastaminen Zapierin avulla](#)

# LYYTI

[Lyyti & HubSpot](#)

[HubSpot-integraatio ja käyttöönotto](#)

11.30 – 12.00

# HubSpot-uutuudet ja Q&A

Jani Aaltonen, Sales Communications  
Stephen Murphy, Hubspot Inc

#HugHelsinki

# Knowledge Base / Aiheeseen liittyvät artikkelit

- Ehdottaa samaan aihepiiriin liittyvää sisältöä lukijalle
- Auttaa lukijaa löytämään oikeat ja hänelle ajankohtaiset artikkelit Knowledge basen artikkeliviidakosta
- Kenelle: Service Hub Professional ja Enterprise asiakkaat

## Related Articles

The related articles section appears at the bottom of every article, helping your customers to find the answers they need. Related articles are generated based on article relevancy. They are automatically adjusted based on visitor attributes and article performance to make sure your customers have the best experience.



[Aktivoi näin](#)

# Roles | Käyttöoikeuksien hallinta

- Keskitetty tapa hallita käyttäjäryhmien oikeuksia
- Mahdollistaa sen, että voit nopeasti lisätä tai päivittää usean henkilön käyttöoikeudet roolituksen kautta
- Kenelle: HubSpot Enterprise Admin-käyttäjille

Create Role ✕

**Make edits to Roles any time** ✕  
You can create a set of permissions suitable for your new and existing teammates at any time. If you make changes, they will update users assigned to the Role.

Markkinointi 

Contacts

Marketing

Sales

Service

More ▾

**Marketing Access**  
Set permissions for access to and actions on marketing publishing tools. 

ON ☒

|       | Publish                             | Write                               | Read                                |
|-------|-------------------------------------|-------------------------------------|-------------------------------------|
| Ads   | <input checked="" type="checkbox"/> |                                     | <input checked="" type="checkbox"/> |
| Blog  | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Email | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |

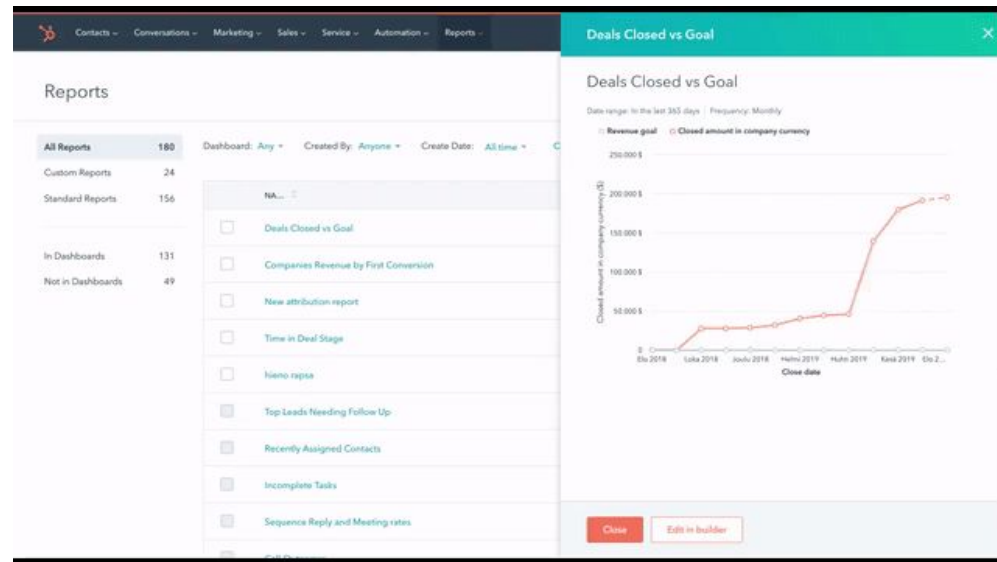
Cancel

Save

# Reports drill down

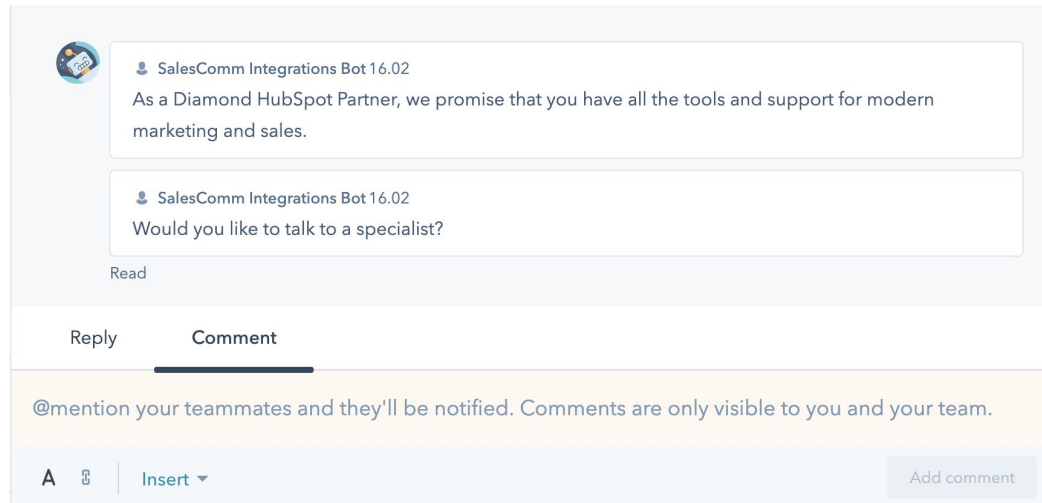
- Dashboardin kautta pääsee suoraan tutkimaan yksittäiset diilit tai dataa.
- Kenelle: HubSpot Enterprise Admin-käyttäjille

[https://knowledge.hubspot.com/articles/kcs\\_article/dashboard/drill-down-into-dashboard-reports](https://knowledge.hubspot.com/articles/kcs_article/dashboard/drill-down-into-dashboard-reports)



# Team collaboration | kommentoi ketjua sisäisesti

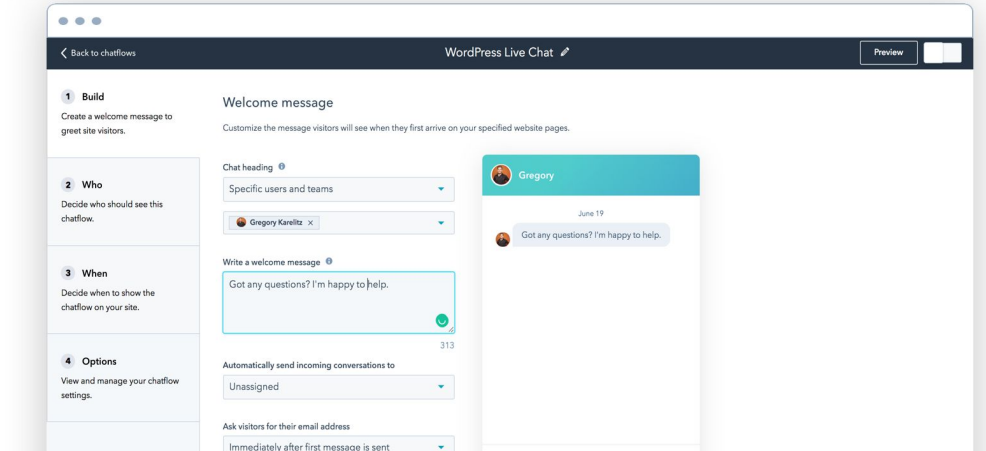
- Jätä sisäinen kommentti asiakkaan saapuneeseen viestiin liittyen
- Kommenttisi jää näkyviin sisäisenä kommenttina julkisen keskustelun streamissa, ja vain muut tiimijäsenet voivat nähdä sen
- Kenelle: Kaikille HubSpot-käyttäjille



The screenshot shows a comment thread in a HubSpot interface. At the top, there is a profile picture of a person with a blue background and a white 'S' logo. Below it, the text reads: "SalesComm Integrations Bot 16.02". The main text of the comment is: "As a Diamond HubSpot Partner, we promise that you have all the tools and support for modern marketing and sales." Below this, there is a smaller text block: "SalesComm Integrations Bot 16.02" followed by "Would you like to talk to a specialist?". Below the comment, there is a "Read" button. Below the comment, there are two tabs: "Reply" and "Comment". Below the tabs, there is a text input field with the placeholder text: "@mention your teammates and they'll be notified. Comments are only visible to you and your team." Below the input field, there is a toolbar with an "A" icon, a link icon, and an "Insert" dropdown menu. To the right of the toolbar is a button labeled "Add comment".

# WP Plugin & WP Engine

- Yhdistää lomakkeet, pop-up lomakkeet ja live chatin saumattomasti
- WP Engine -asiakkaat voivat kerätä tilaajia, generoida liidejä verkkosivuillaan sekä keskustella reaaliaikaisesti verkkosivukävijöiden kanssa
- Kenelle: kaikille StudioPress Pro -teemaa käyttäville WP Engine- ja HubSpot-käyttäjille



# Zoom webinaarit

- Tarkista suoraan kontaktin seinältä, onko hän rekisteröitynyt ja/tai osallistunut Zoom-webinaariin
- Kuinka kauan kyseinen henkilö osallistui webinaariin
- Listojen segmentointi: rekisteröityneet, osallistuneet, keskimääräinen osallistumisaika jne.
- Kenelle: Zoom Webinar Pro, Zoom Video Webinar add-on ja HubSpot-käyttäjille

zoom

## Zoom

Attended webinar SEO Webinar at 11 am EST

### ✓ Details

Webinar date: Wednesday, June 26, 2019

Join time: 6/26/19 10:58 AM

Leave time: 6/26/19 12:00 PM

View time: 3760 seconds (69.63% of webinar duration)

# **HubSpot Questions & Answers**

# Kiitos! Thank You!

Seuraava HUG järjestetään 3.10.2019

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