

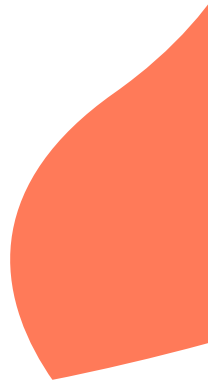


Why Go HubSpot?

You may have heard the term "inbound" before – but what is it, exactly? Inbound is a methodology for growing your organization. It's based on building meaningful, lasting relationships with your prospects and customers through valuable content and experiences, and empowering people to reach their goals at any stage in their journey with you. Because when your customers succeed, you succeed.

The HubSpot CRM platform is a full suite of software built to power this inbound approach to help you – and your customers – grow better.

Let's look at how your marketing, sales, service, and operations teams can leverage the HubSpot platform to achieve their goals.

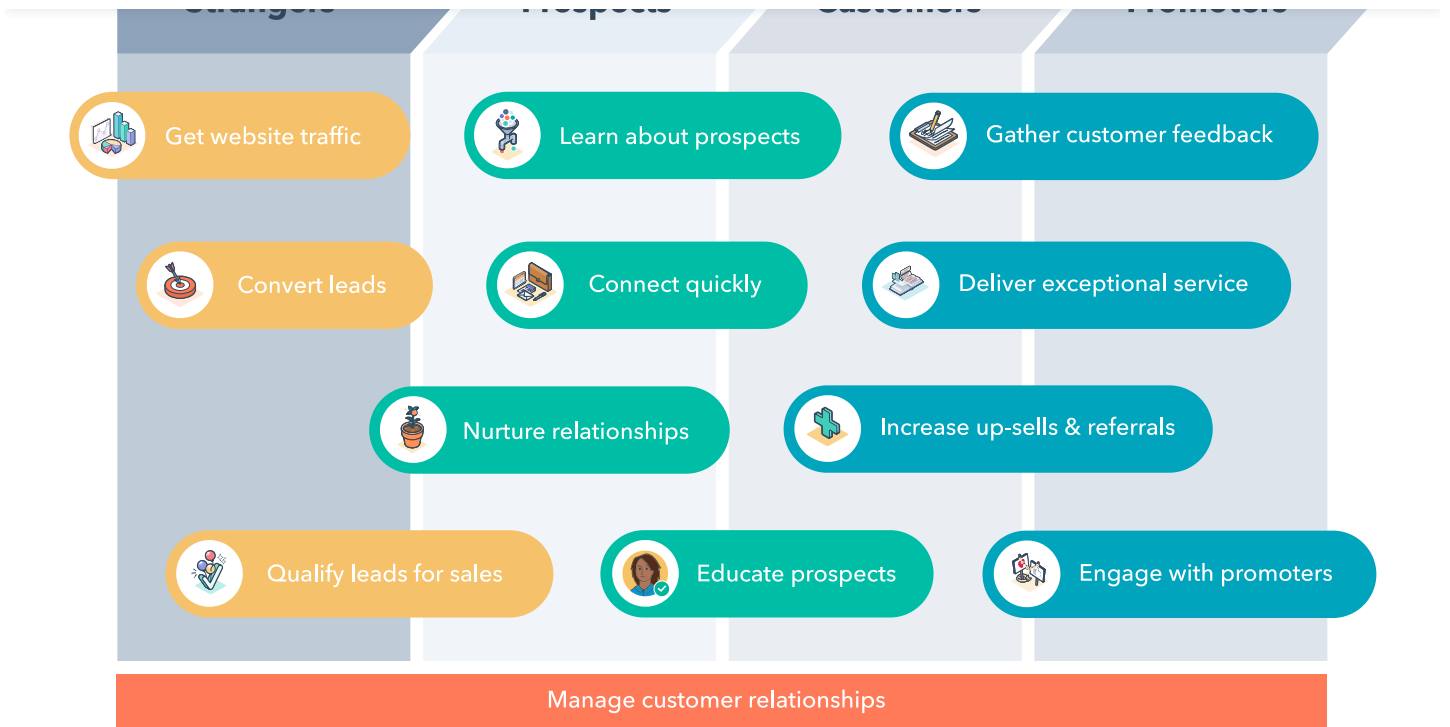


Marketing, sales, service, and operations teams collaborate to remove friction in the buyer's journey.

Ideally, your internal teams work together to support customers throughout the buyer's journey, in a seamless way. Even when process inefficiencies lead to friction and a negative customer experience, customers ultimately end up going through. Where do you see opportunities to improve?

HubSpot's mission is to help businesses grow better.





Marketing

Generate qualified leads.

Create and manage content, capture leads, and nurture them until they're qualified and sales-ready.



Sales

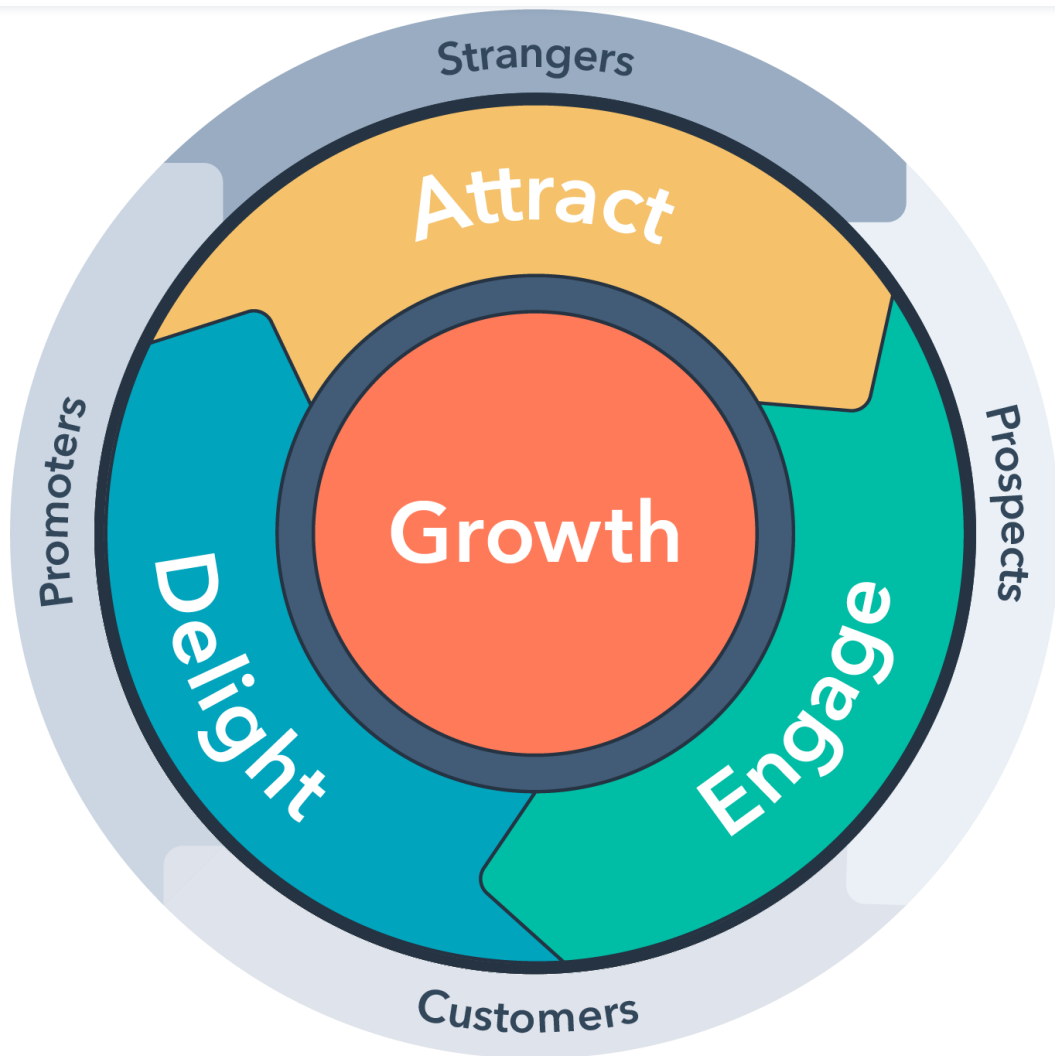
Engage potential buyers, demonstrate the value of your offering, and close deals.



Service

Convert customers into promoters.

Resolve customer issues and deliver an experience that turns customers into promoters.



Funnel to Flywheel: The Buyer's Journey Is Now a Circle

The flywheel is a model adapted by HubSpot to explain the momentum you gain when you align your entire organization around delivering a remarkable customer experience. With the flywheel, you use the momentum of your happy customers to drive referrals and repeat sales. Basically, your business keeps spinning, you align your entire organization around delivering a remarkable customer experience, and continuously produce happy customers. When you use the inbound methodology as a foundation, the three phases of your flywheel are attract, engage, and delight. By applying force to these three phases, you can provide an amazing customer experience.

[Learn more about the flywheel.](#)

The HubSpot CRM Platform

HubSpot's CRM platform provides you with the tools needed to build and grow remarkable customer experiences that help spin your flywheel faster. It's all powered by the same database, so everyone in your organization – Marketing, Sales, Service & Operations – is working off the [same system of record](#). This allows for a smoother handoff between teams and results in a more delightful experience for your customers.

Here are just some of the tools found in HubSpot's CRM platform:

CRM Platform

CMS

Marketing

Sales

Service

A united platform to help you grow better.

Gain access to the foundational tools you need to grow better—whichever plan you choose.

[Learn more about the CRM platform.](#)



Contact Management



Company Records



Forms

SHARE CONTEXT BETWEEN TEAMS



Contact Activity

Contact & Company
Insights

Documents

ORGANIZE & TRACK CUSTOMER COMMUNICATIONS



Reporting Dashboard



Conversations Inbox



Team Email



Live Chat



Conversational Bots



Tasks



Deals



Ticketing

24/7 support and world-class service. You deserve both.

You don't have to go it alone. HubSpot's award-winning customer service and support teams are here to help your growing business succeed—every step of the way.

Tailored Onboarding

Get set up for success with guidance from a certified solutions partner or a dedicated onboarding specialist. Your customized onboarding plan will help you get up to speed with HubSpot's

Dedicated Customer Success Manager

All professional and enterprise customers get access to a customer success manager – your dedicated expert for all things HubSpot – for the life of your subscription. They'll take the time to get to know you, understand your company's goals, and work with you on a custom plan to achieve them.

24/7 Customer Support

Get technical help from our world-class customer support team whenever you need it. Contact us over the phone or through email to get answers quickly so you can get back to what's really important – closing deals, serving your customers, and growing your business.





HubSpot's CRM platform helps companies grow better by attracting visitors, engaging leads, and delighting customers.

Contact Sales

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Company >

Customers >

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