

# How Hubspot CRM Eliminates The Wall Between Sales And Inbound Marketing

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*5 Reasons to Feel Excited!*

Traditional CRMs for B2B allow businesses to manage their customers but they don't do anything to bring marketing and sales together.

Hubspot CRM finally brings down the wall between these two verticals of B2B.

By bringing sales and marketing closer to each other, Hubspot CRM allows B2B to integrate marketing into the sales funnel, allowing you to engage with customers without starting a dedicated marketing campaign.

A true game changer

## **1- Free and simple – All the important CRM features you need**

What makes Hubspot the best CRM for B2B?

*It's available for free but provides all the basic CRM features you see in expensive CRM solutions available in the market.*

### **Intuitive interface**

HubSpot has a simple but intuitive interface. Everything is arranged on your dashboard so you can access different features with a single click. You don't require any training to use this CRM.

Learning this CRM doesn't require your sales teams to change their existing workflow.

### **All the basic features for free**

This CRM gives you all the necessary features without making it utterly complex to use the software. It's certified Google partner, which makes it suitable for all industries and niches.

### **Manage information in one place**

With Hubspot, creating contact and company profiles is easy. It can easily note every detail from your communication with customers through seamless integration with email and other communication channels.

### **Assign tracks and deals automatically**

Hubspot can simplify sales and marketing by assigning tracks and deals automatically. You can see how your agents are performing by looking at CRM reports. Your team members can track company progress from the detailed dashboard.

You can see a contact's timeline in HubSpot. It means you can easily track what happened in the sales funnel at a specific time.

## **2- Seamless integration with popular apps**

Hubspot beats every other CRM available in the market when it comes to integration with other services and tools.

### **Integrate with popular tools/services**

Some tools and services you can use with this CRM are listed below. It's not an exhaustive list but only mentions a few popular services.

- Microsoft Dynamics
- Shopify
- Zapier
- Salesforce
- Hubspot Sales

Apart from integrating with other marketing and sales tools, this CRM can also link to all locations of your sales processes.

### **Integrate with website/email/social media**

Many B2B companies spend a lot of time tracking website visitors and emails. This out-dated practice drags companies and slows their progress, especially when compared to B2C companies that often deploy automated solutions.

HubSpot CRM is a game changer for B2B as it automates everything from sales tracking to social media engagements through its powerful integration features.

You can connect it with your website or email. It can fetch data from social media profiles and cold calls, allowing you to focus on customers rather than collecting their important data.

## **3- HubSpot is a flexible and powerful CRM**

If you aren't using a CRM, it's probably due to the fact that 99% of these solutions don't show any flexibility and they lack industry-specific features.

HubSpot is extremely flexible. It meets the needs of varying industries and businesses. You can use it for B2B and B2C businesses whether operating in real estate, construction, IT, or another industry.

### **Easily track and manage sales**

On the other hand, HubSpot integrates with your existing tools and helps you organize and track sales in the pipeline automatically. You can also move deals from one stage to the next by using drag and drop feature.

With everything in the right place, you can easily grow and develop sales.

### **Analysis and data insights**

Your agents will have detailed analysis and data insights, which will enable them to reach their maximum potential. Since HubSpot eliminates the need for manual analysis and reporting, your agents can use that saved time to research their market instead of organizing sales pipeline.

### **Unlimited free storage and contacts**

It can save up to 1,000,000 contacts. You will have unlimited storage without ever having to pay to use the software.

By using HubSpot CRM, your agents will never have to waste time on customer documentation and closing the deals. They can easily important leads from their email with a single click.

## **4- And even more features for free**

If you have been using an expensive CRM solution only because the free options didn't seem useful with only a few basic features, HubSpot goes a long way ahead and provides you with all premium CRM features at NO cost.

Here are some more features that can change the way you organize sales and integrate them with inbound marketing tools.

- Change view of dashboard (customizable)
- Dedicated task and deal board
- Integrates with HubSpot Marketing
- Easy to use communicator
- Integrates with your email and phone
- Enrichment features
- Social media campaigns
- Tracks website visitors
- Integrates with HubSpot Sales (previously Sidekick)
- Comes with built-in templates and scheduling tasks
- Powerful tracking features
- Useful mobile app for those who want to keep an eye on their sales while on the go

## **5- Supports multiple devices and languages**

HubSpot runs on Windows and Mac. You can install it as a desktop app or run it inside a web browser. The new versions of HubSpot support Windows Mobile, iPhone, and Android.

The software solution by HubSpot provides support for various languages and regions such as UK, USA, and Canada. You can also install HubSpot International.

It's suitable for small and medium businesses and large enterprises who want to integrate sales and inbound marketing.

## **The Verdict**

HubSpot is a flexible and powerful CRM for B2B companies. The information you gather about a lead integrates with their sales profiles. You can easily track sales funnel and enjoy even more features by integrating with other tools and services.

Go ahead, give it a try and boost your inbound marketing results this year.