

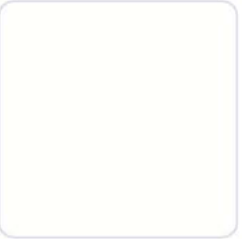
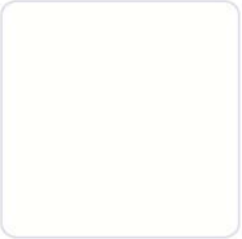
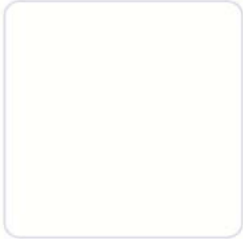
blue camroo®

Integrations

User Guide



Digital Marketing



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Closing the Loop: Hubspot and BlueCamroo

BlueCamroo can integrate with HubSpot, the digital marketing platform that helps you drive traffic to your website, convert that traffic into leads, and turn those leads into customers. The leads generated by HubSpot are pulled into BlueCamroo where they can be effectively qualified and converted by your sales team. When a lead becomes a customer, BlueCamroo feeds that information back to HubSpot for analysis, completing the “closed loop” marketing process.

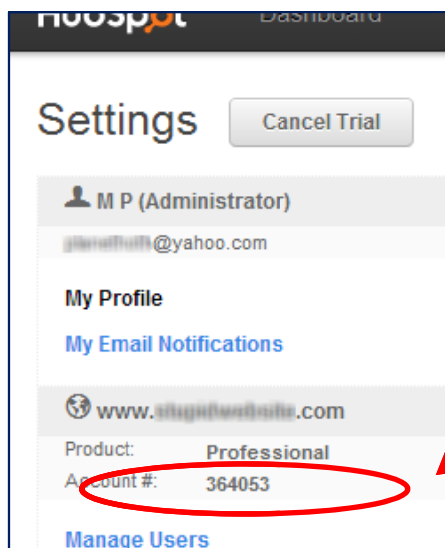
Setting up HubSpot Integration

This guide assumes that you are a BlueCamroo administrator and that your organization already has a HubSpot account. If your organization doesn't yet have a Hubspot account, you can get one at their website, www.hubspot.com.

There are three steps to configuring BlueCamroo for HubSpot integration. If you already have your HubSpot Account # handy, you can skip Step 1 and go right to Step 2.

1. Finding your HubSpot Account Number

To set up BlueCamroo's HubSpot integration, you will need the HubSpot Account #. To find the Account #, log in to www.hubspot.com and navigate to the Settings page.



Take this number down, as you will need it in Step 3

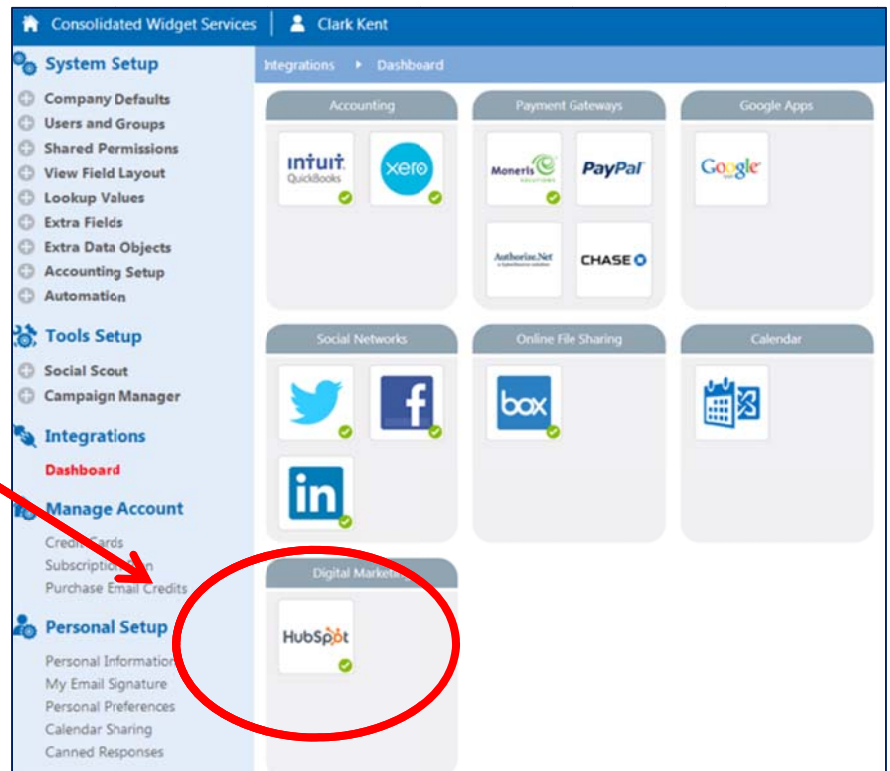
2. Adding HubSpot as a Source in BlueCamroo

Go to the **Setup** menu in BlueCamroo and expand the **Lookup Values** option. Select **Customer Sources** and create a new source that will identify Leads generated from HubSpot.

3. Activating Integration in BlueCamroo

Go back to the **Setup** menu and open the **Dashboard** located under the **Integrations** option.

Click on the
HubSpot icon



Consolidated Widget Services | Clark Kent

System Setup

- Company Defaults
- Users and Groups
- Shared Permissions
- View Field Layout
- Lookup Values
- Extra Fields
- Extra Data Objects
- Accounting Setup
- Automation

Tools Setup

- Social Scout
- Campaign Manager

Integrations

Dashboard

Manage Account

Credit Cards

Integrations > Digital Marketing > Hubspot

Hubspot Hub Id: 364053

Save Lead as: Lead - Verify

Lead Status: Not Contacted

Source: HubSpot

Default Owner: Clark Kent

Back Save Activate Deactivate Cancel

Enter your HubSpot Account #

Select **Activate** to go live with the HubSpot integration

Understanding How Fields Map between HubSpot and BlueCamroo

Every 30 minutes, BlueCamroo will check HubSpot for new Leads generated by web form submissions. BlueCamroo then maps any of the fields below between HubSpot and BlueCamroo. **Note:** all other fields not listed here will not map from HubSpot to BlueCamroo.

 HubSpot	Hubspot Field	Becomes in BlueCamroo	 blue camroo Business Management Platform
	First Name	First Name	
	Last Name	Last Name	
	Company Name	Organization	
	Job Title	Job Title	
	Website URL	Website	
	Phone Number	If there is a Company Name: Work Phone Number If no Company Name: Home Phone Number	
	Street Address	Street	
	City	City	
	Postal Code	Postal code or zip	
	State/Region	Province or State	
	Country	Country	

Illustrating the Process

Here's an example of the HubSpot-BlueCamroo integration in action.

"Bruce Wayne," who works for "Wayne Enterprises, Inc.," fills out a form (linked to HubSpot) on your website in order to sign up for your newsletter. HubSpot identifies Bruce Wayne as a Lead and adds his information from the form to the Contacts list in HubSpot.

Since Bruce also entered a company name on the web form, BlueCamroo creates both the Lead – an Organization, "Wayne Enterprises, Inc." – and a record for Bruce himself, and links the two together.

To see the Lead's information in BlueCamroo, open the **Leads** section in the Main menu and filter by **Source** (in this example, the Customer Source is HubSpot).

When Wayne Enterprises is converted into a **Customer** in BlueCamroo, Bruce Wayne's Lifecycle Stage will be automatically changed to **Customer** in HubSpot.

The image consists of two screenshots. The left screenshot shows the BlueCamroo interface for a lead named "Wayne Enterprises, Inc." The lead is currently a "Lead - Verify | Not Contacted". A red circle highlights a button labeled "Convert to Customer". Below this, there is a sidebar menu with options like "Update Stream", "Snapshot", "Contacts", "Tasks", "Calls", "Emails", "Opportunities", and "More". The main content area shows "Contacts" for "Bruce Wayne", "Organization Details", "Lead Details" (including Lead Source: HubSpot, Lead Age: 2 Days, Last Activity Date: 02/10/2014), "Main Location", and "HubSpot Details". The right screenshot shows the HubSpot interface for the contact "Bruce Wayne". The "Lifecycle Stage" is set to "Customer" (since Feb 10, 2014). A red arrow points from the "Convert to Customer" button in the BlueCamroo interface to the "Lifecycle Stage" field in the HubSpot interface.

The loop is now closed, since HubSpot now includes Wayne Enterprises, Inc.'s conversion to Customer in its marketing analytics.



Do More with BlueCamroo