



# HubSpot-LinkedIn Integration: Better Together

Targeting your customers and measuring campaign ROI on LinkedIn has never been easier than with HubSpot.



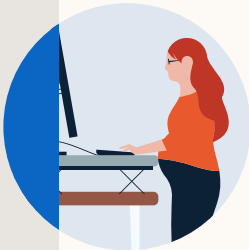
# Guide Content



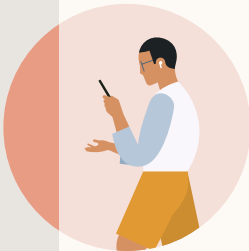
Meet Hubspot



How HubSpot Enhances LinkedIn



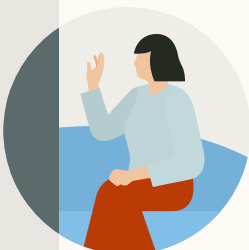
Targeted Lead Management



Campaign Performance and ROI  
Offline Conversions

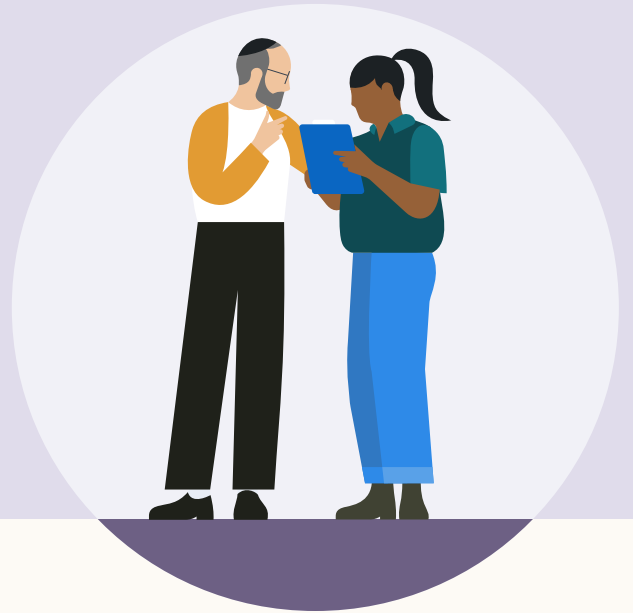


Unlocking Account Based Marketing



HubSpot with Sales Navigator

# Meet HubSpot



HubSpot is a CRM platform that brings everything scaling companies need to deliver a best-in-class customer experience into one place. Our crafted, not cobbled solution helps teams grow with tools that are powerful alone, but better together.



Managing your paid and organic LinkedIn strategy within HubSpot, you'll be able to easily create content, understand what resonates with your audience across the entire buyer's journey, and report on your success—all in the same place you do the rest of your marketing.

[Click Here](#) to Learn More About LinkedIn's Exclusive Pricing.



# How HubSpot Enhances LinkedIn



With the LinkedIn HubSpot integration, it has never been easier to target your customers with highly relevant ads and report on the true ROI of your campaigns. Create custom audiences from your website visitors, imported contact lists, or lookalikes based on your ideal customers. With connected accounts, you can improve marketing targeting and segmentation and sales workflows, and access detailed reporting.



Automatically bring LinkedIn leads into your HubSpot database



Track leads from first interaction with your brand on LinkedIn all the way through to sale, helping to optimize marketing and sales efforts and better understand ROI and attribution



Improve LinkedIn ads and targeting using HubSpot data and segmentation

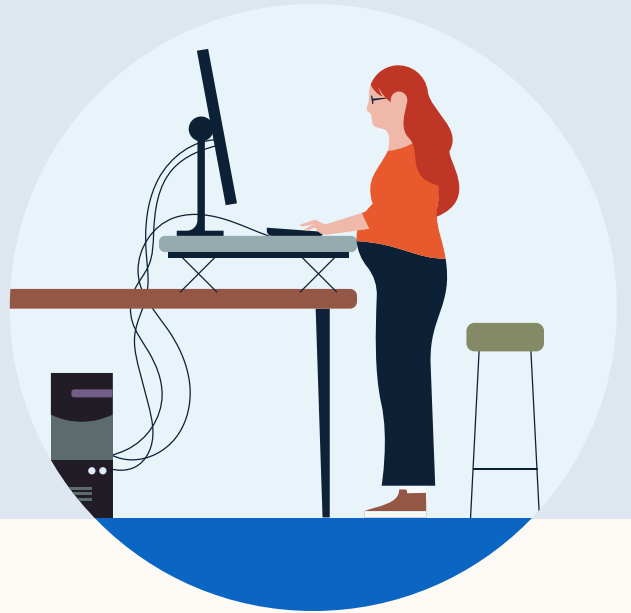


Implement ABM by incorporating customer data into your LinkedIn ad management



Automatically align LinkedIn Ads with the rest of your marketing activity within HubSpot

# Targeted Lead Management



When you connect your HubSpot accounts and LinkedIn Campaign Manager, you can easily turn on ad tracking, lead syncing, and apply your tracking pixel. Once connected, Single Image or Video Sponsored Content Ads with lead Gen or Website visits will automatically flow into your HubSpot account.

## With connected accounts, you can:



Leverage the HubSpot CRM to create highly targeted audiences that automatically sync with your ad accounts in Campaign Manager



Create LinkedIn campaigns directly in HubSpot using targeting and segmentation from your HubSpot account



Segment contacts based on ad interactions



Bring LinkedIn leads into your marketing flow (email newsletters, lead nurturing campaigns, and promotions)



Update contacts to LinkedIn audience or exclusion list and automatically deduplicate contacts listed multiple times



Set up lead notifications for your sales team when a new lead comes in

# Campaign Performance & ROI



This integration allows you to fully understand which of your ads are influencing your bottom line so you can draw a direct line between clicks on your LinkedIn ads, and return on your ad spend so you will never again struggle to prove the ROI of your advertising.

## **Using HubSpot, you can see how LinkedIn ads compare to other channels, and access:**

- Conversion reporting for LinkedIn ads
- Full funnel ROI reporting for your ads
- Custom reporting
- Offline conversions reporting to understand how your ads are driving in-person or over the phone conversions
- Uncover Insights about your campaign performance across each stage of the customer journey

The LinkedIn Hubspot integration uses custom revenue figures to calculate ROI so you can see exactly how your ads are influencing your contacts throughout their lifecycle or customer journey, allowing you to better understand how the marketing and sales activities are creating revenue for your business.

To visualize the full picture of your ROI you will also be able to see how LinkedIn ads are performing relative to other channels, as well as see Conversion reporting specifically for your LinkedIn ads— leaving no ROI metric stone unturned or unexamined.

# Unlocking Account Based Marketing



Interested in implementing account-based marketing (ABM)? With HubSpot and LinkedIn, you can begin integrating your customer data with your targeting data. By creating LinkedIn audience segments from HubSpot Contacts and Target Accounts, you can upsell or cross sell using LinkedIn ads.



Create LinkedIn audiences using customer and other contact lists from HubSpot.

Leverage audience Enrichment or Intent Data into your target account list creation process.



Define a lookalike audience for LinkedIn based on contacts in your CRM, helping you discover new, qualified prospects.

# HubSpot with Sales Navigator



Beyond ads, the HubSpot LinkedIn connection gets even better. By connecting LinkedIn Sales Navigator with your HubSpot account, you can send InMail directly from the HubSpot contact record, and more.



During the prospecting and outreach process, you can save your sales team from having to leave HubSpot, giving them access to rich LinkedIn data right in the HubSpot contact timeline.

With exclusive access to HubSpot for LinkedIn customers, you can unlock lead tracking like you've never experienced before.



## Exclusive Pricing

Grow better and scale faster with the HubSpot CRM or upgrade to claim the LinkedIn exclusive 20% discount.