

HUBSPOT DEVELOPMENT CONSULTANCY



- ✓ The power of succinctness in marketing
- ✓ All in one platform for marketing, sales, services and Commerce
- ✓ Bringing a variety of marketing functionalities together
- ✓ Includes content creation, social media sharing, workflow automation, lead capture, customer relationship management, sales pipeline mapping, and performance tracking.
- ✓ Companies are better equipped to manage sales and marketing activities efficiently, and leads can be nurtured through the buyer's journey effortlessly.
- ✓ Siloed information and misaligned departments can be avoided

Cognitive Convergence/MarConvergence Corp

<http://www.cognitiveconvergence.com>

<https://www.marconvergence.com/>

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shahzad@cognitiveconvergence.com

238,000+ customers in over 135 countries - Grow their businesses with HubSpot, Lets get help from our CRM - Subject Matter Expert to move ahead

Review us on the Microsoft website here:

<https://appsource.microsoft.com/en-pk/marketplace/partner-dir/01dec2cc-ce32-4da9-9d33-946f58de01dd/overview>

Review us on the HubSpot website here:

<https://ecosystem.hubspot.com/marketplace/solutions/cognitiveconvergencecorp>

👉👉 Our HubSpot Consulting Service as:

<https://marconvergence.com/hubspot-management.html>

👉👉 Our HubSpot Consulting Service as:

<https://www.youtube.com/watch?v=C6ybPbXJAt8>

Kindly see Cognitive Convergence's vision for software development security below:

<http://www.cognitiveconvergence.com/ip-security.html>

To see other videos in Cognitive Convergence, please do visit this link:

https://www.youtube.com/channel/UCOdteU8k1L_xC_Zu4yy7ycw/videos

Our Offering:

HubSpot Offshoring – Building a dedicated software development team (complete with office space, administration, and management) in another country. There are many **benefits of offshoring**, most notably cost and access to a massive talent pool. You own the team entirely and they're fully integrated into your business but the administration is managed by your offshore development partner.

HubSpot Outsourcing – Hiring contractors to temporarily cover a lack of capacity. These are more like freelancers — called in when required, but independent from your organization.

About Us

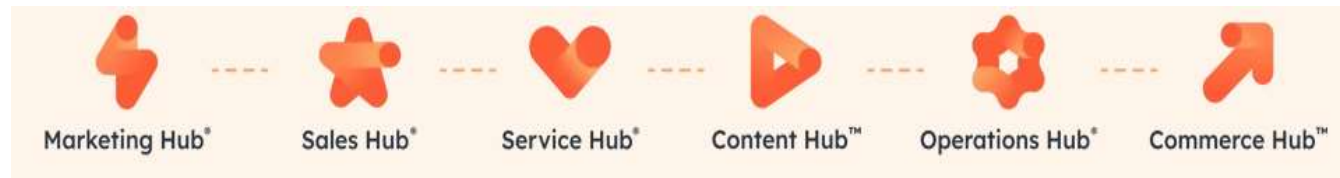
Cognitive Convergence/MarConvergence - is a subject matter expert in HubSpot development consulting. Our certified and experienced consultants will create custom, robust, and scalable apps for different business needs.

Our core **HubSpot consulting** are:

- ✓ Planning marketing campaigns
- ✓ Establishing efficient sales processes
- ✓ Building a customer-first services organization, as applicable.
- ✓ Best practices to set up HubSpot in a way that helps your team achieve optimal results
- ✓ Quantifying the impact of your marketing, sales, and services activities with reporting and KPI tracking

Current Location: Lewes, Delaware-USA/Lahore-Pakistan

Planned Front-end Office: California/Washington States- USA



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HubSpot : AI-powered CRM Platform - Modules



Marketing Hub®

- ✓ Premium versions of all free tools, plus ...
- ✓ AI-powered lead generation tools
- ✓ SEO
- ✓ Omni-channel marketing automation
- ✓ Breeze social media agent (Beta)
- ✓ Campaign management
- ✓ Custom reporting & advanced analytics



Sales Hub®

- ✓ Premium versions of all free tools, plus ...
- ✓ AI-powered Smart CRM
- ✓ Sales workspace
- ✓ Breeze prospecting agent (Beta)
- ✓ Sales sequences & automation
- ✓ Custom objects
- ✓ Forecasting
- ✓ Predictive lead scoring
- ✓ Playbooks



Service Hub®

- ✓ Premium versions of all free tools, plus ...
- ✓ Help desk workspace
- ✓ Customer success workspace (Beta)
- ✓ Customer feedback management
- ✓ Knowledge base
- ✓ Capacity & skill-based routing
- ✓ Custom support form fields
- ✓ Breeze customer agent (Beta)
- ✓ Multiple ticket pipelines



Content Hub™

- ✓ Premium versions of all free tools, plus ...
- ✓ Landing pages
- ✓ Content remix (Beta)
- ✓ Brand voice (Beta)
- ✓ Blog software
- ✓ Breeze content agent (Beta)
- ✓ Podcasts
- ✓ Website builder
- ✓ Custom portals & gated content



Operations Hub®

- ✓ Premium versions of all free tools, plus ...
- ✓ Programmable automation
- ✓ Data quality automation
- ✓ Datasets
- ✓ Snowflake data share
- ✓ Scheduled workflow triggers
- ✓ AI-powered data quality automation



Commerce Hub™

- ✓ Premium versions of all free tools, plus ...
- ✓ HubSpot payments
- ✓ E-signature
- ✓ Custom billing automation
- ✓ Simple revenue reporting
- ✓ Custom revenue reporting
- ✓ Quickbooks integration



Breeze Intelligence™

- ✓ Premium versions of all free tools, plus ...
- ✓ Data enrichment
- ✓ Intent orchestration
- ✓ Search intent criteria
- ✓ Buyer intent
- ✓ Form shortening
- ✓ Target markets
- ✓ Automated actions

HubSpot-Marketing Hub™ Consultancy

✓ Blog

Publish content audience is looking for, and get discovered in search, social media, and beyond.

✓ SEO

Build search authority and outrank competitors with tools

✓ Ad Tracking & Management

Stop struggling to justify ad spend. Manage Facebook, LinkedIn, and Google ads

✓ Social Media Management

Stop letting important interactions go unnoticed. Monitor and prioritize conversations

✓ Video

Enhance the impact of content through the power of video.

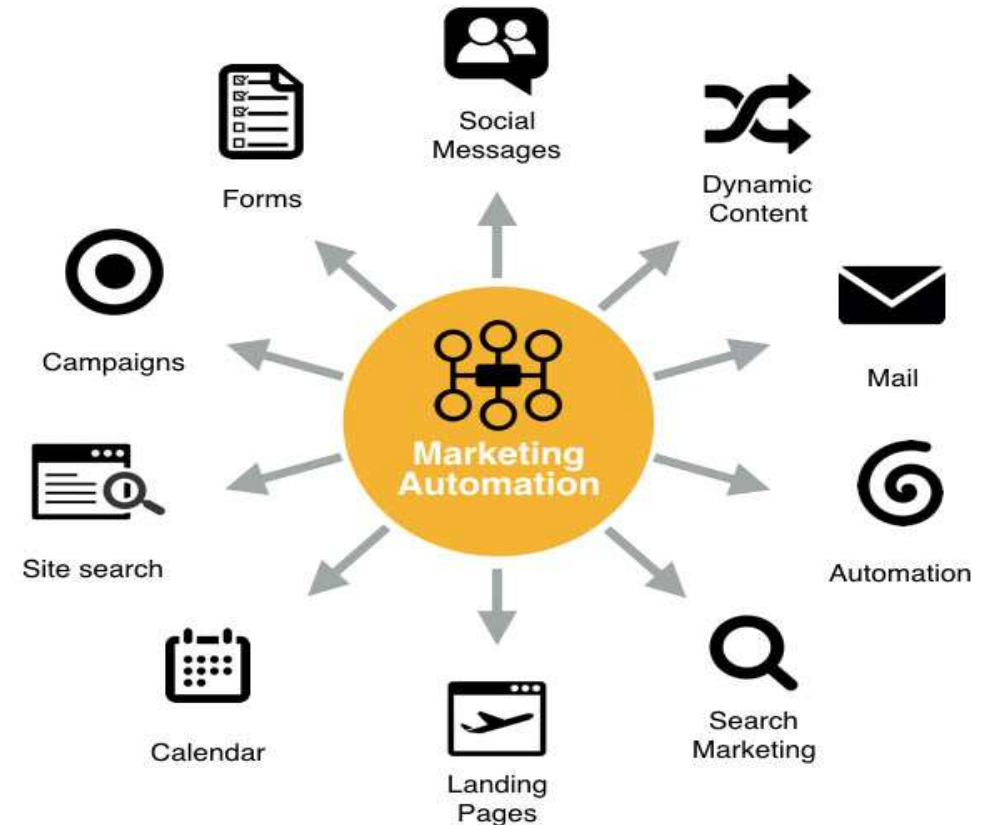
✓ Live Chat

Connect with and convert visitors in real time

Marketing Consultancy, Customization, implementation

✓ Marketing software to help attract the right audience, convert more visitors into customers, and run complete inbound marketing campaigns at scale — all on one powerful, easy-to-use platform.

✓ Attract visitors through blogging, social media, ads, and more. Convert visitors into customers with landing pages, email, marketing automation, ABM, and more. Track ROI with revenue attribution reporting. All powered by the customer data in your CRM to enable personalization at scale.



HubSpot-Sales Hub™ Consultancy

- ✓ **Email Templates**

Turn best sales emails into templates you can personalize

- ✓ **Email Tracking**

Know the second a lead opens an email so can follow up

- ✓ **Document Management & Tracking**

Build a library of helpful sales content, share documents right from Gmail or Outlook

- ✓ **Conversation Intelligence**

Automatically capture call details, then unlock coaching opportunities

- ✓ **Call Tracking**

Prioritize day's sales calls. Make, record, and automatically log calls

- ✓ **Sales Automation**

Set up a series of automated, personalized emails and follow-up tasks

Sales Consultancy, Customization, implementation

- ✓ Powerful sales software to help teams close more deals, deepen relationships, and manage their pipeline more effectively — all on one connected platform.
- ✓ Includes a fully featured sales CRM, sales engagement tools, quote and CPQ functionality, reporting and analytics, and more — plus the ability to seamlessly integrate with more than 1,250 tools in HubSpot's App Marketplace.



HubSpot-Service Hub™ Consultancy

✓ Customer Portal

Empower customers to gain ownership over their experience with a secure customer portal.

✓ Knowledge Base

Help customers help themselves, and reduce number of support requests.

✓ Omni-Channel Messaging

Provide a superior customer experience regardless of the channel.

✓ Inbound Calling

Receive inbound calls from customers and track them in HubSpot.

✓ Live Chat

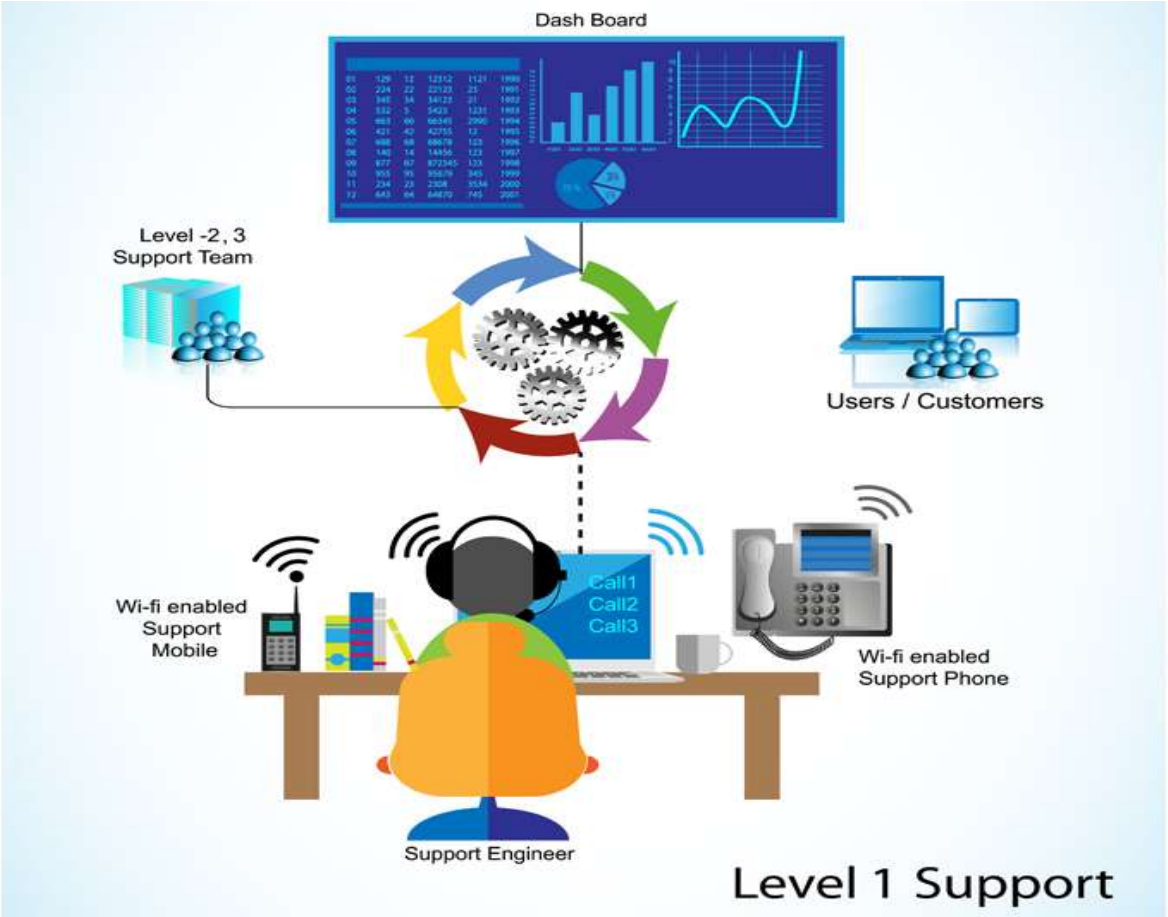
Help customers on website in real time.

✓ VoIP Calling

Call customers directly from the HubSpot platform with HubSpot's VoIP software.

Service Consultancy, Customization, implementation

- ✓ Customer service software that helps you deepen customer relationships, connect to the front office, and drive team efficiency. Service Hub is easy to use and connected to HubSpot's full CRM platform to help deliver authentic service and put the customer first.
- ✓ Includes conversational tools, a shared inbox, help desk automation, knowledge base functionality, customer feedback and custom surveys, reporting, a customer portal, playbooks, and more — all powered by a CRM to give business one unified view of each customer interaction.



HubSpot-Content Hub Consultancy

✓ Drag and Drop Website Builder

Update and create pages without a developer’s help or custom code.

✓ Website Themes and Templates

Use one of HubSpot's pre-built website themes with the option for custom development.

✓ Fully integrated CRM

Track visitors to site in one place and create personalized digital experiences leveraging CRM data.

✓ Web Hosting

Host website on a fully managed and optimized infrastructure that scales with your business.

✓ Custom Domain Connection

Connect a custom domain to your website to instill trust in brand and build organic search authority from the start.

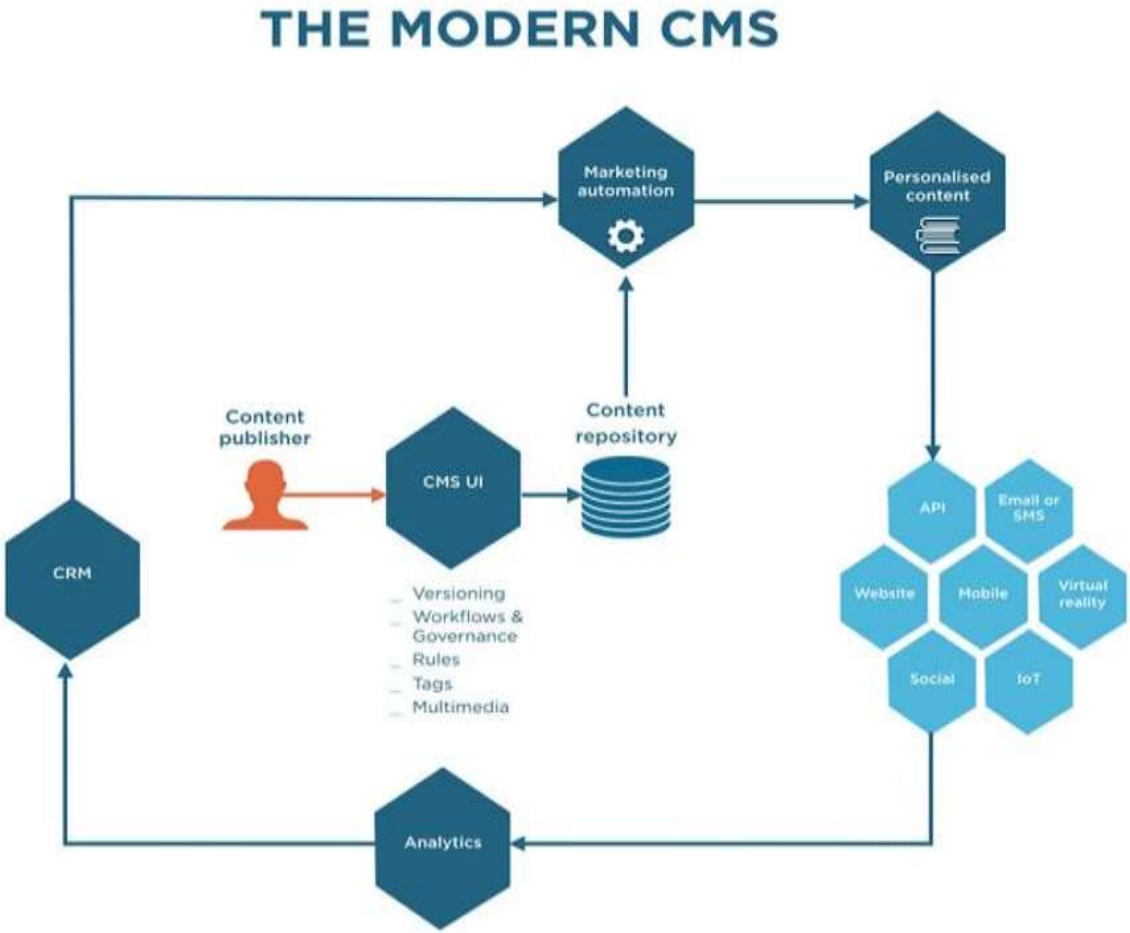
✓ Blog Maker

Grow audience with SEO-friendly content.

CMS Consultancy, Customization, implementation

✓ Content management software that's flexible for marketers, powerful for developers, and gives your customers a personalized, secure experience.

✓ Includes hosting, flexible themes, dynamic content, drag-and-drop page editing, memberships, and more — all powered by a CRM platform that allows you to build seamless digital experiences for your customers.



HubSpot-Operations Hub® Consultancy

✓ Data Sync

Keep your apps and data in sync in an easy, no-code package.

✓ Data Quality Automation

Eliminate time-consuming data cleanup. Automatically fix date properties, format names, and more

✓ Data Quality Command Center

Get at-a-glance insights on the health of your HubSpot data in one central place.

✓ Programmable Automation

Keep your team efficient and customers happy.

✓ Workflow Extensions

Trigger actions in third-party systems—a Slack message, a Zoom invite, an Asana task

✓ Trigger actions in third-party systems—a Slack message, a Zoom invite, an Asana task, and dozens more—from your HubSpot workflows.

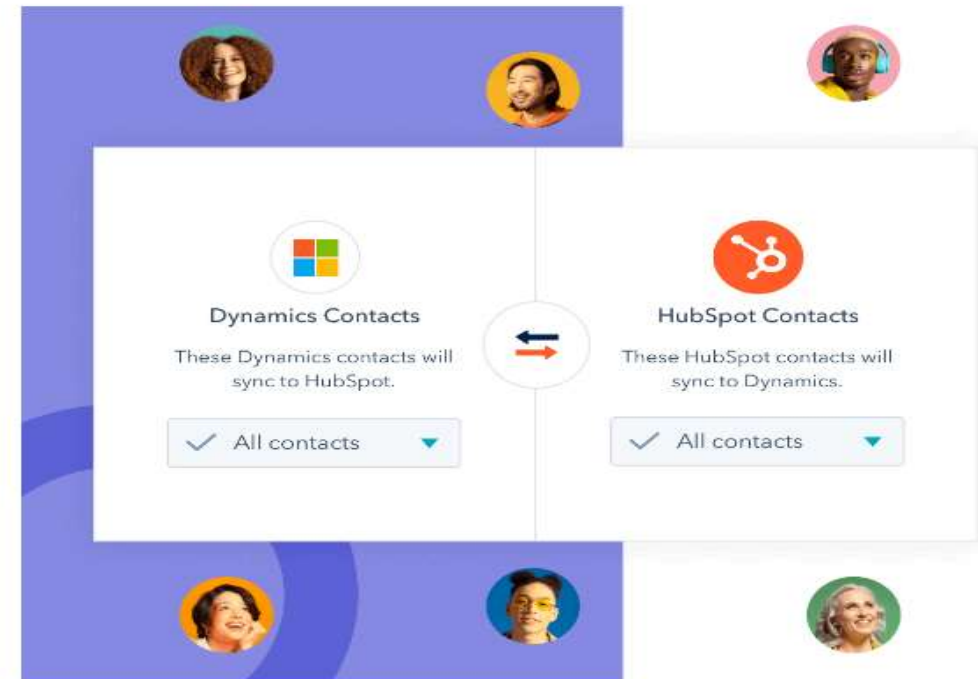
✓ Team Management and Permissions

Keep your team organized and efficient by ensuring every user has access to the right assets

Operations Software - Consultancy, Customization, implementation

✓ Operations software that lets you easily sync, clean, and curate customer data, and automate business processes. Your entire team will stay aligned with a clean, connected source of truth for customer data, and your business will be empowered to adapt to the ever-changing needs of your customers.

✓ Includes programmable automation, data sync, data curation, and data quality tools — all powered by HubSpot's CRM platform. Your business will have one unified view of every customer interaction, and be empowered to deliver friction-free customer experiences.



HubSpot- Commerce Hub® Consultancy

✓ Invoices

Quickly turn quotes into cash with invoices sent directly from your HubSpot Smart CRM. Stay on top of invoices with overdue invoice tracking and management.

✓ Payment Links

Create simple yet powerful payment links that enable you to sell from anywhere — your website, forms, email, and more.

✓ Quotes

Create and send quotes on beautifully branded templates, powered by data in your CRM.

✓ Subscriptions

Collect, manage, and report on recurring payments directly alongside your HubSpot Smart CRM.

✓ B2B Checkout

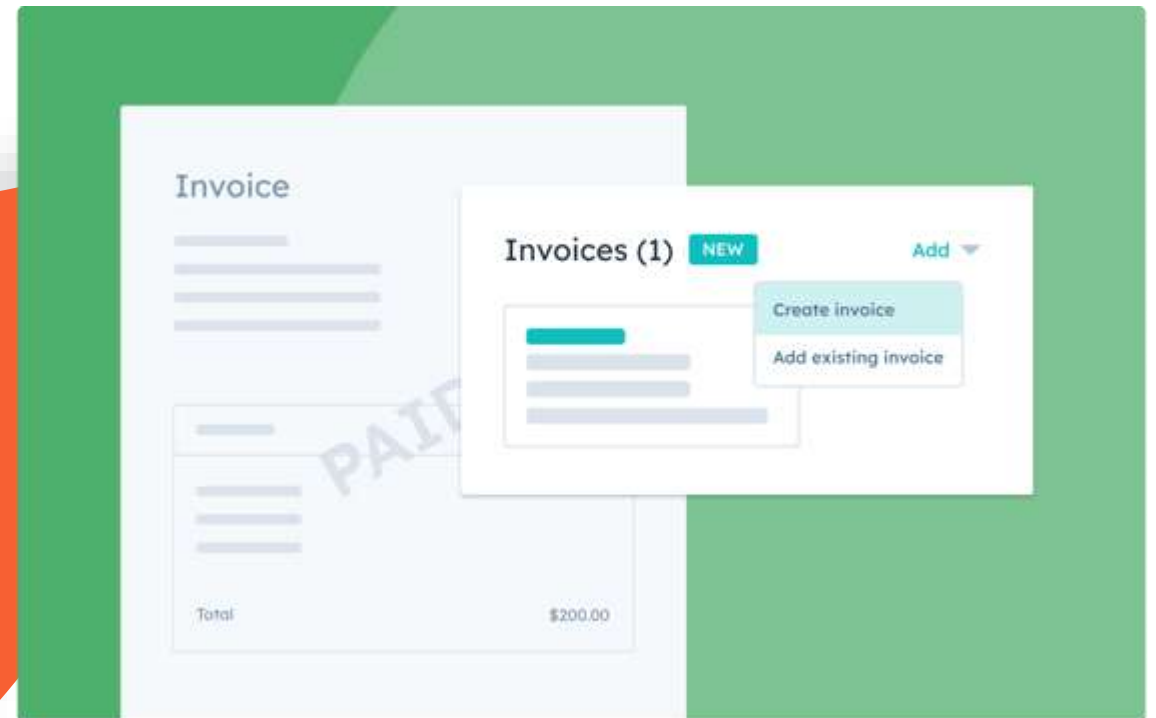
Create an exceptional checkout experience for your customers, all on top of your HubSpot Smart CRM.

✓ Flexible Payment Processing

Seamlessly and quickly collect money from your customers directly from HubSpot's Smart CRM with your existing Stripe log-in (beta) or HubSpot payments.

Commerce Software - Consultancy, Customization, implementation

- ✓ Powerful and easy-to-use commerce tools to help business bill customers and collect revenue.
- ✓ Fully featured commerce software with: payment links, invoices, quotes, subscription management, automation and revenue reporting. Choose your payment processor — HubSpot payments or Stripe payment processing.



HubSpot – Content Hub – Web Site - Development Services



➤ Custom Website Design & Development:

- ✓ Development of tailored themes, templates, and modules that reflect your brand's identity and goals.
- ✓ Mobile-first design and optimization for an enhanced user experience on all devices.
- ✓ SEO-friendly development to ensure visibility and higher rankings on search engines.

➤ Content Hub Integration:

- ✓ Seamless integration with HubSpot's CRM, Marketing Hub, and Sales Hub for a unified business ecosystem.
- ✓ API development for connecting your website with third-party applications (eCommerce platforms, social media tools, etc.).
- ✓ Data migration from existing platforms into HubSpot's Content Hub without disrupting content or SEO value.

➤ Dynamic Content Personalization:

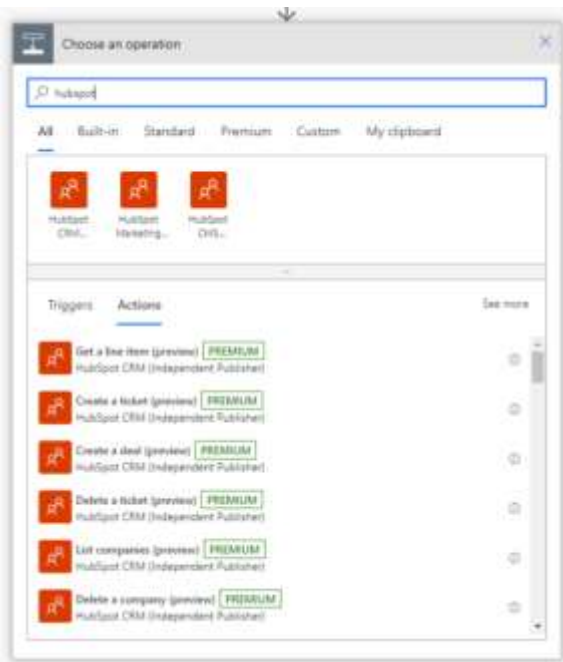
- ✓ Smart content implementation that personalizes the user experience based on behavior, preferences, or CRM data.
- ✓ Integration of interactive elements like dynamic CTAs, forms, and customer journeys.
- ✓ Setup of personalized landing pages, product pages, or blog content for targeted audience segments.

HubSpot – Content Hub - Web Site Architecture



- **A theme:** is a portable and contained collection of developer assets designed to enable a flexible content editing experience.
- **Templates:** define the layout of your HubSpot pages, emails, and themes. A template consists of modules and partials, and can reference other assets such as stylesheets and JavaScript files.
- **Modules:** are reusable components that can be used in templates or added to pages through drag and drop areas and flexible columns.
- Within **modules and themes**, fields are used to enable content creators to control module and theme styling and functionality on your website.
- HubSpot's CMS uses the HubSpot Markup Language, referred to as **HubL** HubL is HubSpot's extension of Jinjava, a templating engine based on Jinja
- **Serverless functions** provide a way to write server-side code that interacts with HubSpot and third-party services through APIs.
- Using **HubDB**, you can generate dynamic pages from the rows of a HubDB table. **Dynamic pages** are CMS pages that get their content from a structured data source, such as HubDB or CRM objects.

HubSpot Integrations/Automation Consultancy[Power Automate/Zapier]



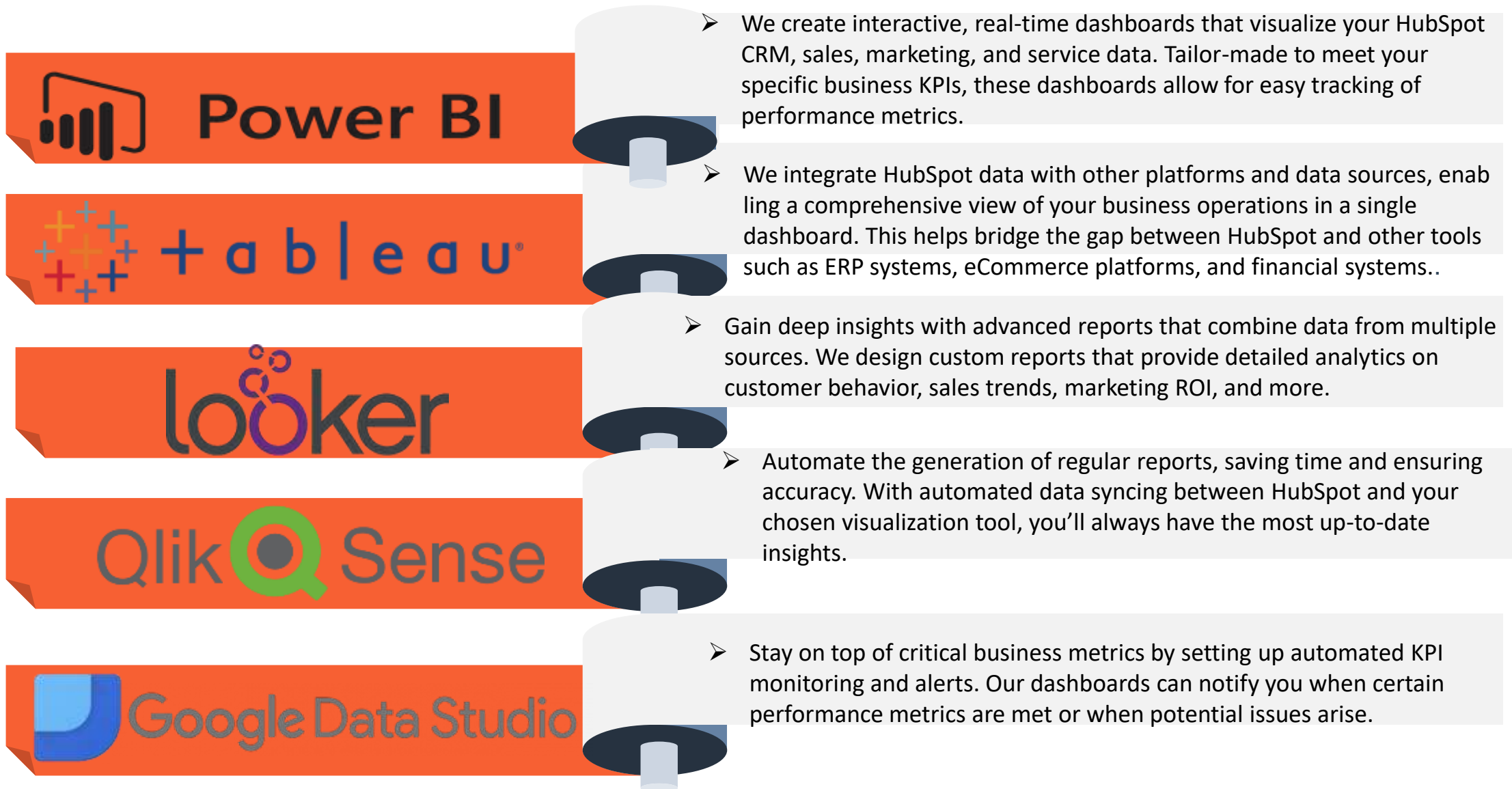
Power Automate/Zapier

- Automate CRM tasks such as lead assignment, contact segmentation, deal pipeline management, and reporting through the use of pre-built or custom workflows in Power Automate and Zapier.
- Our team specializes in connecting HubSpot with other key business tools (e.g., Slack, Microsoft Teams, Google Workspace, Trello) through Power Automate or Zapier, ensuring your data moves effortlessly between systems.

- ✓ Achieve real-time data synchronization across different platforms and apps using automated workflows. We ensure that your HubSpot CRM data is always up-to-date with other tools such as ERP systems, eCommerce platforms, and accounting software.
- ✓ Leverage the power of APIs in Zapier and Power Automate to connect HubSpot with custom or niche platforms not available in standard integrations.



HubSpot Data Visualization/Dashboard.





Custom Objects

When a business requires a different object a custom object can be defined. Once defined, properties can be created and customized for the associations between custom objects and other objects.

- Creates a custom object to store any type of data
- Particularly data that doesn't fit the standard objects listed above.
- Custom objects created via the custom object endpoints
- Can be associated with standard objects.

HubSpot defined objects

HubSpot-defined objects use the same object framework as the standard CRM objects, which enables to segment or report on them. The following are some of the HubSpot-defined objects

Products

Represent goods or services for sale Products to deals, generate quotes, and report on product performance

Line Items

Represent a subset of products sold in a deal

Feedback Submissions

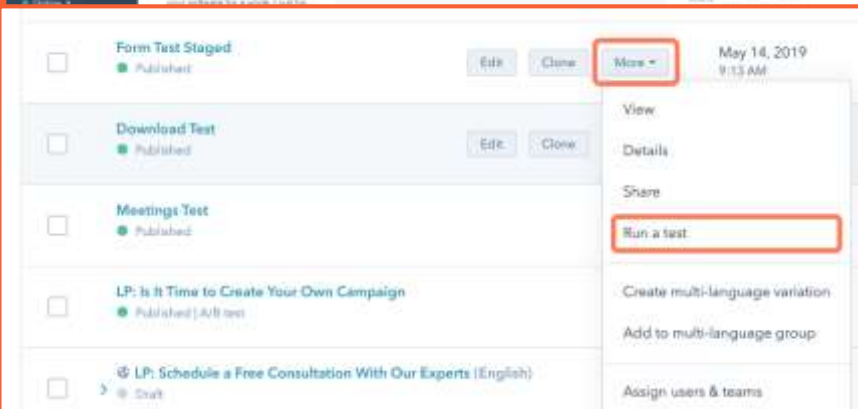
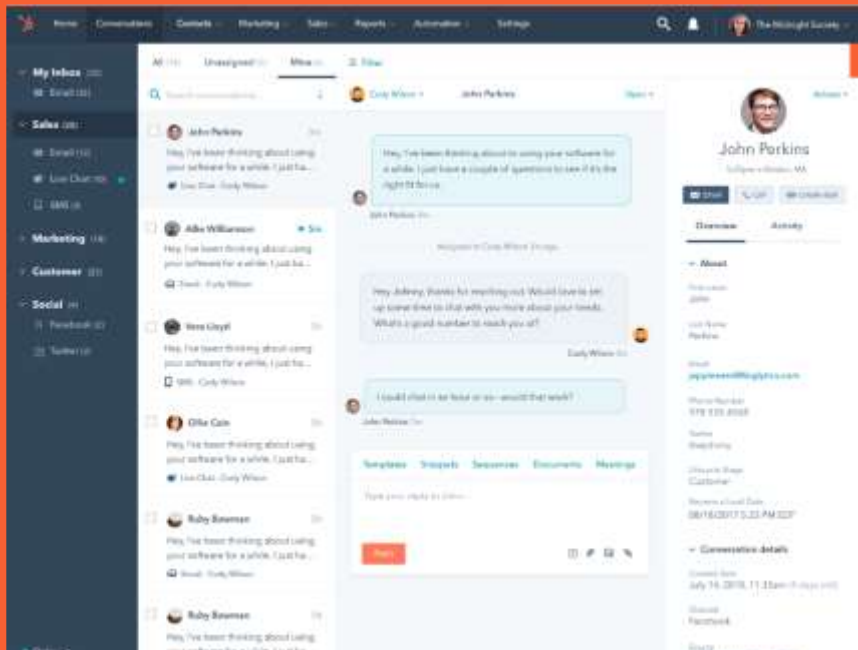
Stores information submitted to a feedback survey

Marketing events

Represent events related to marketing efforts, including events from connected integrations

Custom objects

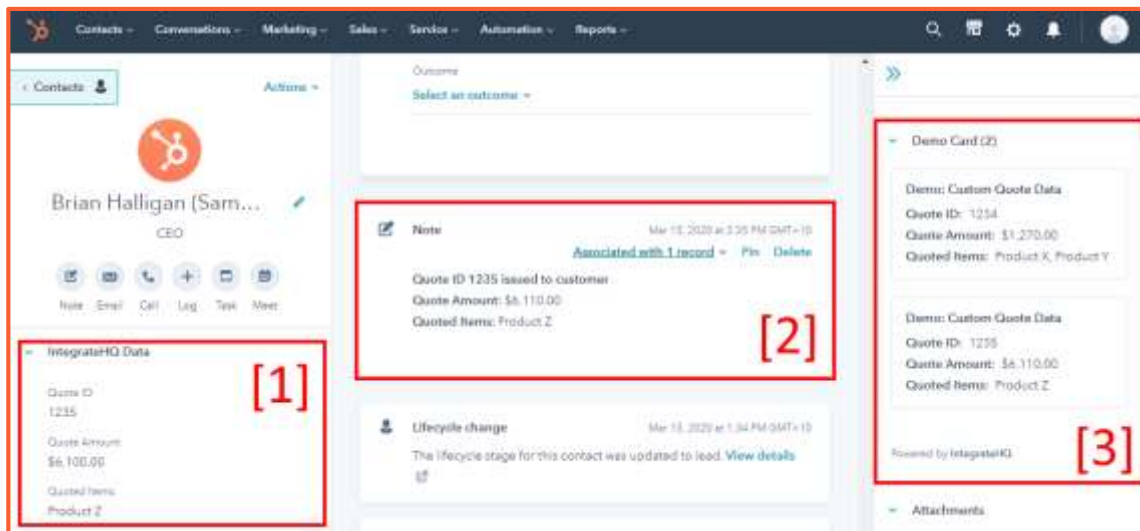
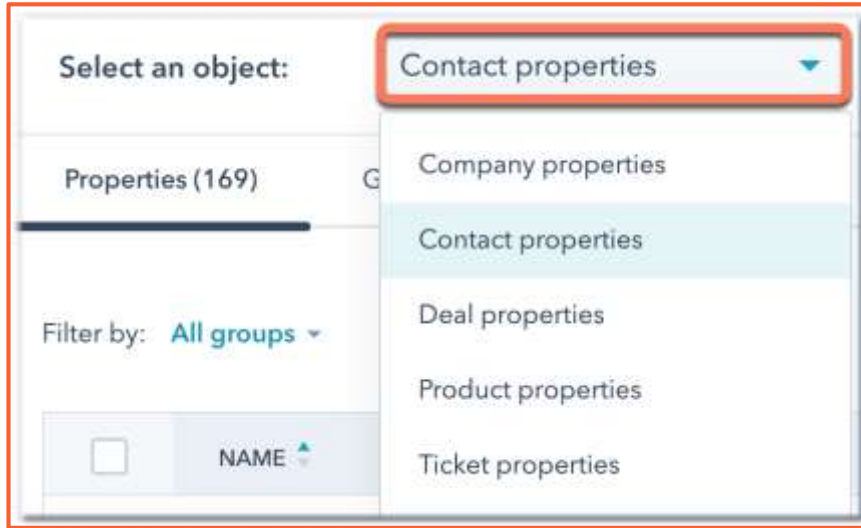
store any type of data in HubSpot —particularly data that doesn't fit the standard objects



HubSpot Properties

Properties are fields that store information on HubSpot records.

- ✓ Detailed information (metadata) for HubSpot's CRM objects is stored
- ✓ Organized into groups



Default Properties

- ✓ Defined by a primary type and a set of properties
- ✓ Has a unique set of standard properties
- ✓ Represented by a map of name-value pairs.

01

Custom Properties

- ✓ Store specialized information for an object.
- ✓ Can be managed through the CRM object properties endpoints

Property Groups

- ✓ Group related properties.
- ✓ Integration creates custom object properties
- ✓ Organize in a custom property group

02

Clearing Properties

- ✓ Review anything that was never used, is out of date, shouldn't be updated, and is overdue
- ✓ Can be cleared value via the API by setting
- ✓ Property value to an empty string

Record Owners

- ✓ Assigned to contacts, companies, deals, or ticket records.
- ✓ Multiple owners can be assigned to an object
- ✓ Get identifying details of owners, including IDs and email addresses.

03



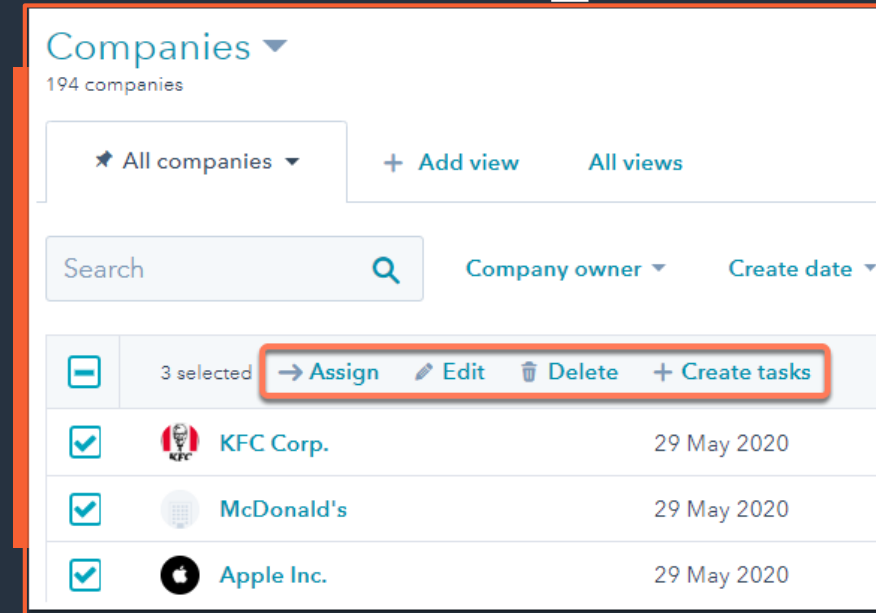
HubSpot Development consultancy.

Record engagements and attachments

- ✓ Engagement index based on how many HubSpot tools a client uses, the more tools in use, the higher their engagement score.
- ✓ Store data from interactions between records and the business, including notes, tasks, meetings, emails, and calls.
- ✓ Attach a file to a note, call, email, or meeting.

Object and Record Associations:

- ✓ Represent the relationships between objects
- ✓ Use of association endpoints



Data Syncing

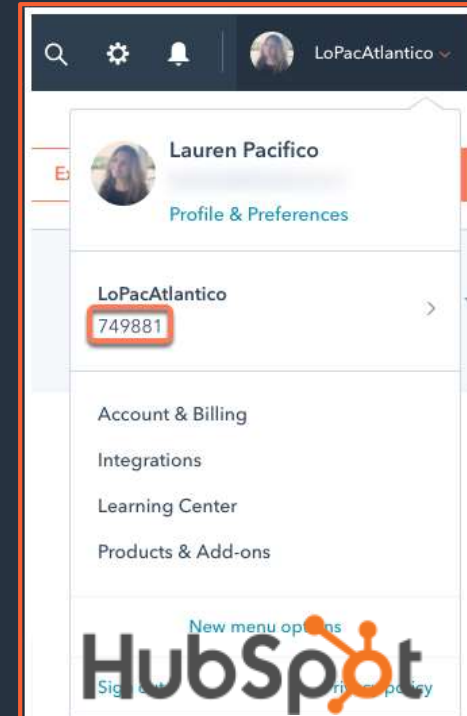
- ✓ Data is not required to sync object data.
- ✓ Can be associated with numerous engagements
- ✓ Important to keep API limits in mind before syncing.
- ✓ Will ensure you have the data you need during the transition.

Batch Actions

- ✓ Provides batch endpoints that let developers create, read, update
- ✓ Archive multiple object records in a single request.
- ✓ Have a limit of 100 records per call except for creating
- ✓ Updating contacts, which are limited to 10 records per call.

Unique Identifiers and Record IDs

- ✓ A value that differentiates one record in a database from another
- ✓ Have otherwise identical information.
- ✓ Are used to send the data to the correct records
- ✓ Manage deduplication.



HUBSPOT APIs.

API stands for application programming interface. In short, the API is a set of programming protocols and tools that specify how your CRM can interact with other software programs. HubSpot Developer platform empowers organizations to grow better through the API support. The APIs are designed to enable teams of any shape or size to build robust integrations that help them customize and get the most value out of HubSpot.

Client libraries are designed to interact with the HubSpot APIs with less friction, written in different languages.



Analytics API

Export analytics and reporting data from HubSpot

Events API

Dealing with different events occurring on HubSpot CRM

Automation API

Automate marketing, sales, and service processes

CRM API

Providing a set of standard CRM objects, as well as additional HubSpot-defined objects

Marketing API

Providing automation for Marketing events and marketing emails

Files API and Conversation APIs

Store files in HubSpot and manage and interact with inbox

Hubspot Integration Guide

Using Hubspot API to Integrate



HubSpot

Contact Us

HubSpot Development

- ❖ HubSpot Consulting Services of MarConvergence/Cognitive Convergence offers strategic opportunities to clients, investors, and partners that are:
- ❖ Unique and industry defining
- ❖ Mutual interest-centric business approach
- ❖ Turn grow revenues by entering new and exciting
- ❖ Technology Domains, App development ideas, Solution Development, and Joint venture projects
- ✓ 1st mover advantage with
 - ✓ Talent: 100%
 - ✓ Timing: 100%
 - ✓ Technology: 100%
 - ✓ Technique: 100%

MarConvergence/Cognitive Convergence

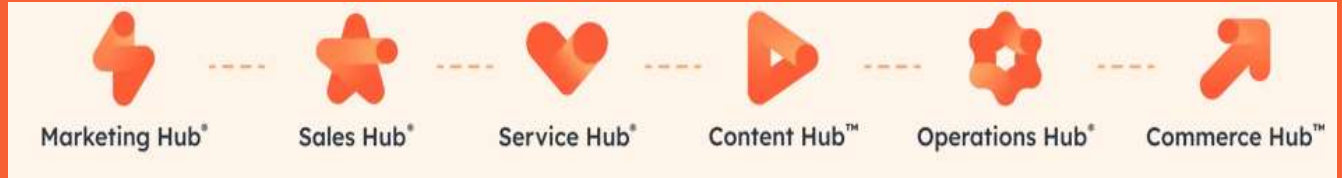
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<http://www.cognitiveconvergence.com/ip-security.html>

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