



CAMPAIGN
CREATORS

Campaign Creators

Marketing Campaigns

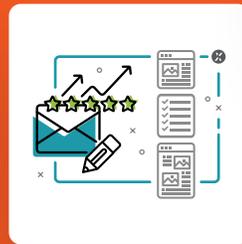


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Generic 3 Email Marketing Series

B2B B2C

A personalized and automated marketing email series designed to increase customer engagement and conversions.

This automated and personalized series comprises three impactful emails, each strategically created with valuable content and a compelling call to action. Elevate your customer engagement and boost conversions seamlessly with this targeted email series.



Branded Assets

- Technical Strategy & Development
- 1 HubSpot Workflow
- 3 HubSpot Email Templates
- 1 HubSpot List
- 30-min Campaign Tutorial

\$1,750

Copy & Images (add-on)

- Strategy Brief
- Copywriting/Co-pyediting
- Email Hero Image Design
- Content Implementation
- QC & Launch

\$1,750

(\$3,500 Total)

WHAT YOU GET

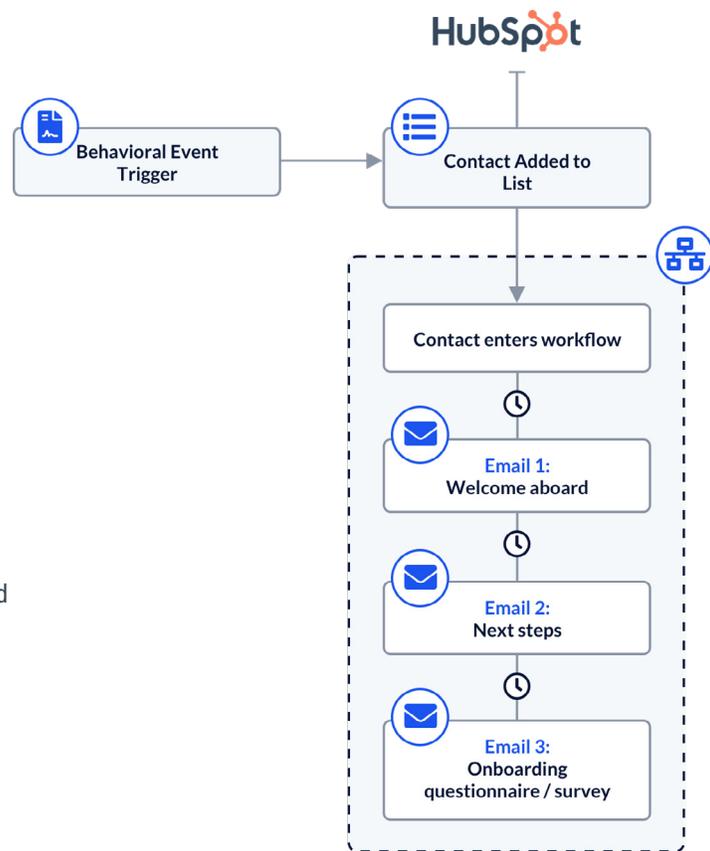
- 1 HubSpot Workflow (Enrollment Criteria | Time Delays)
- 3 HubSpot Email Templates with Calls-to-Action (Drag-and-Drop | Responsive | Reusable)
- 1 HubSpot List (Segmentation Strategy)
- 30-min Campaign Tutorial (How to Use the Created Templates)

Campaign goal

Convert Sales, Re-Engage Potential Customers, Increase Conversion Rate

Software requirements

HubSpot Marketing Hub™ Pro or Enterprise



3 Email Sales Sequence

B2B

B2C

A personalized sales email series designed to automate follow-up and improve conversions.

Elevate your sales strategy with HubSpot Sales Sequences, the ultimate tool for sending a series of precisely timed and targeted email templates. Nurture your contacts seamlessly over time while effortlessly managing your follow-up tasks through automated reminders, ensuring your sales process is not only efficient but also personalized for maximum impact.



WHAT YOU GET

-  3 HubSpot Sales Email Templates (one-to-one | text-based)
-  1 HubSpot Sales Sequence
-  1 HubSpot List (Enterprise only | Segmentation Strategy)
-  1 HubSpot Workflow (Enterprise Only | Enrollment Criteria)
- **Without Sales Hub Enterprise, automatic enrollment criteria is limited to form submission, page view, or manual enrollment.
-  15-min Campaign Tutorial (How to Use the Created Templates)

Campaign goal

Convert Sales, Re-Engage Potential Customers, Increase Conversion Rate

Software requirements

Assets

- 3 HubSpot Sales Email Templates
- 1 HubSpot Sales Sequence
- 1 HubSpot List (Enterprise Only)
- 1 HubSpot Workflow (Enterprise Only)
- 15-min Campaign Tutorial

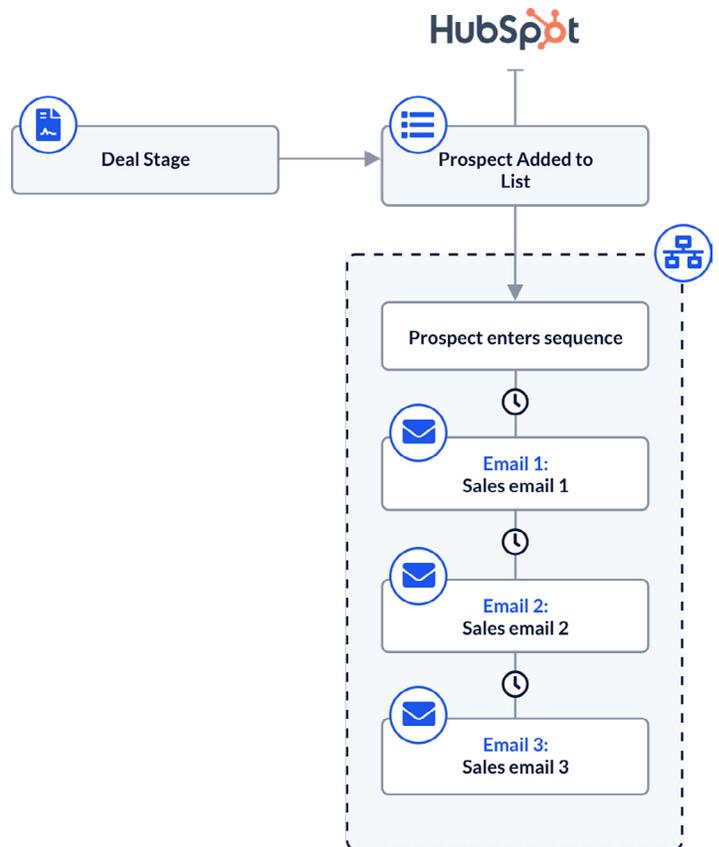
\$499

Copy (add-on)

- Strategy Brief
- Copywriting/Copyediting
- Content Implementation
- QC & Launch

\$1,500

(\$1,999 Total)



Welcome Series Campaign

B2B

B2C

Send a series of emails to your newest subscribers.

Welcome series emails are critical in creating rapport with new prospects. It's the best chance to tell your story and promote your "why." This campaign comes with a workflow and email templates to help you connect with new leads wanting to learn more about your brand.



WHAT YOU GET

-  1 HubSpot Workflow (Enrollment Criteria | Time Delays)
-  5 HubSpot Email Templates with Calls-to-Action (Drag-and-Drop | Responsive | Reusable)
-  1 HubSpot List (Segmentation Strategy)
-  1 HubSpot Form (Embed code provided if not using HubSpot CMS)
-  30-min Campaign Tutorial (How to Use the Created Templates)

Campaign goal

Nurture Subscribers, Increase Brand Awareness

Software requirements

HubSpot
Marketing Hub™
Pro or Enterprise

Branded Assets

- Technical Strategy & Development
- 1 HubSpot Workflow
- 5 HubSpot Email Templates
- 1 HubSpot List
- 1 HubSpot Form
- 30-min Campaign Tutorial

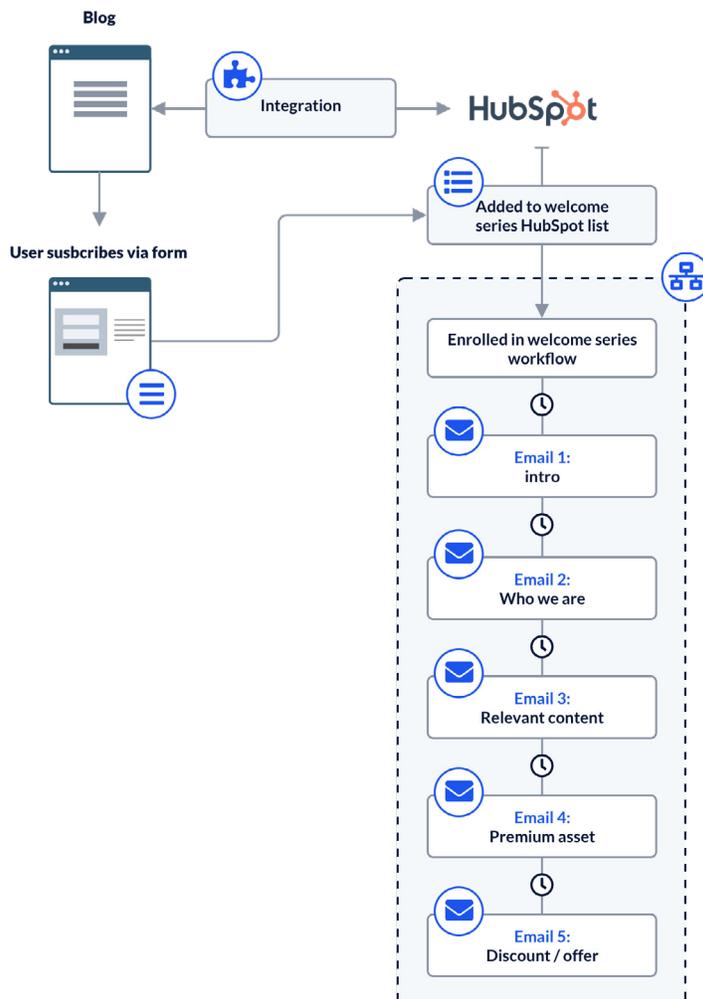
\$1,975

Copy & Images (add-on)

- Strategy Brief
- Copywriting/Co-pyediting
- Email Hero Image Design
- Content Implementation
- QC & Launch

\$3,525

(\$5,500 Total)



Zoom Webinar Campaign

B2B

Automated framework to deploy your Zoom webinars.

This webinar campaign includes all essential workflows, landing pages, and segmentation for seamless pre and post-event engagement. With easy cloning features, it lets you focus on delivering impactful presentations for your virtual audience, making it an ideal solution for both live and on-demand webinars.



WHAT YOU GET

-  3 HubSpot Workflows (Enrollment Criteria | Time Delays)
-  5 HubSpot Email Templates with Calls-to-Action (Drag-and-Drop | Responsive | Reusable)
-  2 HubSpot Lists (Segmentation Strategy)
-  1 HubSpot Registration Page Template (Drag-and-Drop | Responsive | Reusable)
-  1 HubSpot On-Demand Page Template (Drag-and-Drop | Responsive | Reusable)
-  1 HubSpot Form
-  HubSpot Zoom Integration Setup
-  45-min Campaign Tutorial (How to Use the Created Templates)

Campaign goal

Increase Attendance, Reduce No-Shows, Increase Brand Awareness

Software requirements

HubSpot Marketing Hub™ | **zoom** Webinars

Pro or Enterprise

Branded Assets

- Technical Strategy & Development
- 3 HubSpot Workflows
- 5 HubSpot Email Templates
- 2 HubSpot Lists
- 1 HubSpot Registration Page Template
- 1 HubSpot On-Demand Page Template
- 1 HubSpot Form
- HubSpot Zoom Integration Setup
- 45-min Campaign Tutorial

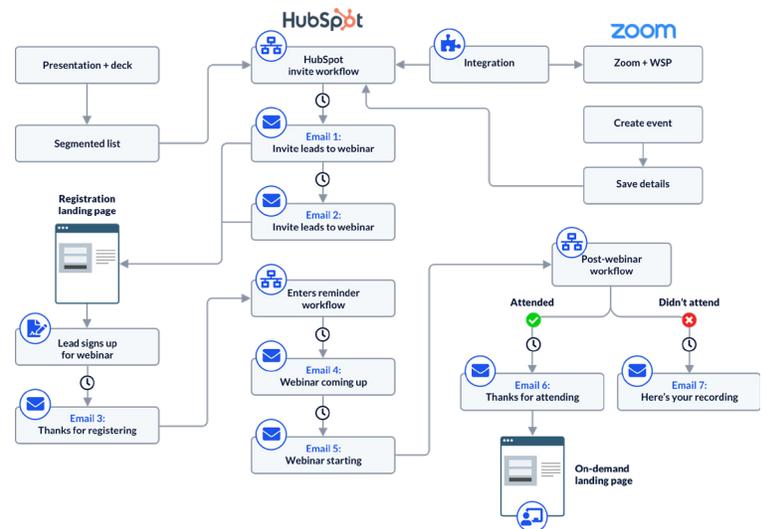
Copy & Images (add-on)

- Strategy Brief
- Copywriting/Co-pyediting
- Email Hero Image Design
- Landing Page Image Selection
- Content Implementation
- QC & Launch

\$3,150

\$4,350

(\$7,500 Total)



New Customer Campaign

B2B

Automate outreach to new customers.

Once a purchase is made, it's time to deliver what was promised. Instead of having manual touchpoints, this campaign uses an automated HubSpot workflow to clearly outline expectations and next steps for your newest customers.



WHAT YOU GET

-  1 HubSpot Workflow (Enrollment Criteria | Time Delays)
-  3 HubSpot Email Templates with Calls-to-Action (Drag-and-Drop | Responsive | Reusable)
-  1 HubSpot List (Segmentation Strategy)
-  30-min Campaign Tutorial (How to Use the Created Templates)

Campaign goal

Increase Customer Satisfaction

Software requirements

HubSpot
 Marketing Hub™
 Pro or Enterprise

Branded Assets

- Technical Strategy & Development
- 1 HubSpot Workflow
- 3 HubSpot Email Templates
- 1 HubSpot List
- 30-min Campaign Tutorial

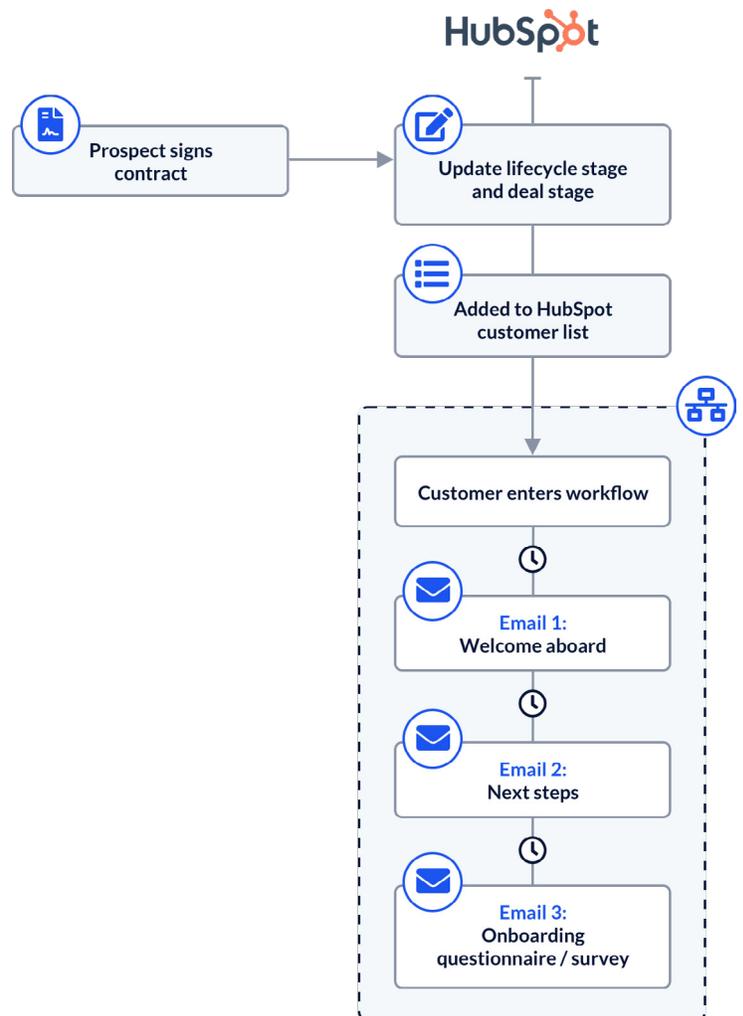
Copy & Images (add-on)

- Strategy Brief
- Copywriting/Co-pyediting
- Email Hero Image Design
- Content Implementation
- QC & Launch

\$1,750

\$1,750

(\$3,500 Total)



Shopify Abandoned Cart Series

B2C

Re-engage potential customers by sending targeted follow-up messages encouraging them to complete their purchase and recover potentially lost sales.

This Abandoned Cart Campaign uses the Shopify-HubSpot integration. It's more powerful than Shopify alone because it takes advantage of advanced strategy and design capabilities available within HubSpot. This product comes with a turnkey workflow that sends dynamic, actionable emails to nudge abandoned cart shoppers to make a purchase.



WHAT YOU GET

-  1 HubSpot Workflow (Enrollment Criteria | Time Delays)
-  3 HubSpot Email Templates with Calls-to-Action (Drag-and-Drop | Responsive | Reusable)
-  Setup of Dynamic HubSpot Email Module (Displays Shopify products)
-  HubSpot Shopify Integration Setup
-  30-min Campaign Tutorial (How to Use the Created Templates)

Campaign goal

Convert Sales, Re-Engage Potential Customers, Increase Conversion Rate

Software requirements



 Marketing Hub™
 Pro or Enterprise

TIER 1

Branded Assets

- Technical Strategy & Development
- 1 HubSpot Workflow
- 3 HubSpot Email Templates
- Dynamic HubSpot Email Module
- HubSpot Shopify Integration Setup
- 30-min Campaign Tutorial

\$2,175

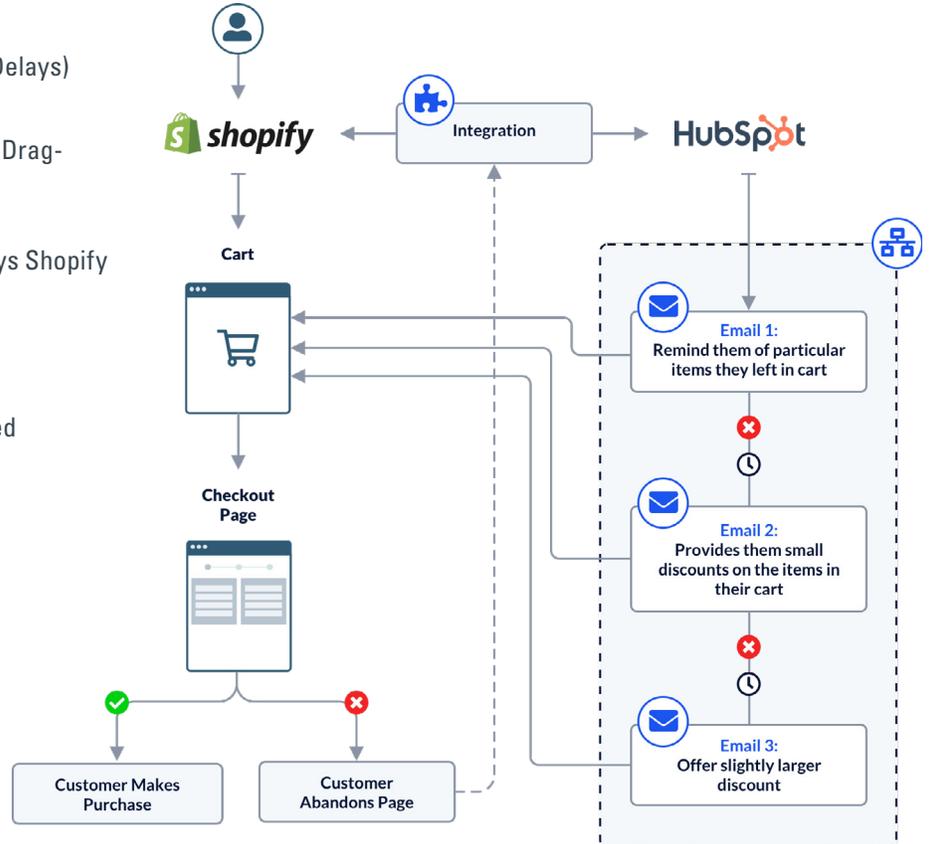
TIER 2

Copy & Images (add-on)

- Strategy Brief
- Copywriting/Co-pyediting
- Email Hero Image Design
- Content Implementation
- QC & Launch

\$1,750

(\$3,925 Total)



B2B Evergreen Lead Nurture Campaign

B2B

Automate the nurturing and lead qualifying process to provide your sales team with high-quality leads.

This three-tier funnel is designed to nurture leads so that when it's time to pass off to sales, the prospect is ready to have a sales conversation. Each phase of the funnel promotes specific content that corresponds to where the lead is in the buyer's journey. The campaign comes with all the workflows, email templates, landing pages, forms, and lists needed for rapid go-to-market.



WHAT YOU GET

-  3 HubSpot Workflows (Enrollment Criteria | Time Delays)
-  9 HubSpot Email Templates with Calls-to-Action (Drag-and-Drop | Responsive | Reusable)
-  3 HubSpot Lists (Segmentation Strategy)
-  3 HubSpot Landing Page Templates (Drag-and-Drop | Responsive | Reusable)
-  3 HubSpot Thank You Page Templates (Drag-and-Drop | Responsive | Reusable)
-  3 HubSpot Forms
-  1-hour Campaign Tutorial (How to Use the Created Templates)

Campaign goal

Generate New Leads, Nurture Prospects, Increase Conversion

Software requirements

HubSpot
Marketing Hub™
Pro or Enterprise

TIER 1

Branded Assets

- Technical Strategy & Development
- 3 HubSpot Workflows
- 9 HubSpot Email Templates with Calls-to-Action
- 3 HubSpot Lists
- 3 HubSpot Landing Page Templates
- 3 HubSpot Thank You Page Templates
- 3 HubSpot Forms
- 1-hour Campaign Tutorial

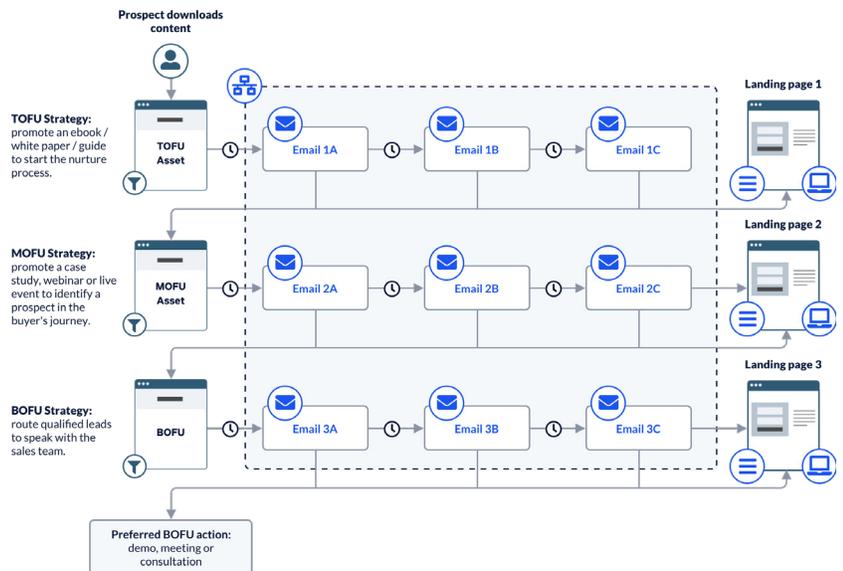
\$12,500

TIER 2

Copy & Images (add-on)

- Strategy Brief
- Copywriting/Co-pyediting
- Email Hero Image Design
- Content Implementation
- QC & Launch

\$25,000



Shopify Post-Purchase Cross-Sell Campaign

B2C

Re-engage existing customers by sending targeted emails encouraging them to purchase additional items.

Increase your CLTV by following up with your customers after a purchase and suggesting additional popular products or new items that they might be interested in. This campaign arms you with the automation framework to turn your one-time purchasers into repeat customers and brand advocates.



WHAT YOU GET

- 1 HubSpot Workflow (Enrollment Criteria | Time Delays)
- 3 HubSpot Email Templates with Calls-to-Action (Drag-and-Drop | Responsive | Reusable)
- HubSpot Shopify Integration Setup
- 30-min Campaign Tutorial (How to Use the Created Templates)

Campaign goal

Convert Sales, Re-Engage Customers, Increase Conversion Rate

Software requirements

Marketing Hub™
Pro or Enterprise

TIER 1

Branded Assets

- Technical Strategy & Development
- 1 HubSpot Workflow
- 3 HubSpot Email Templates
- HubSpot Shopify Integration Setup
- 30-min Campaign Tutorial

\$1,950

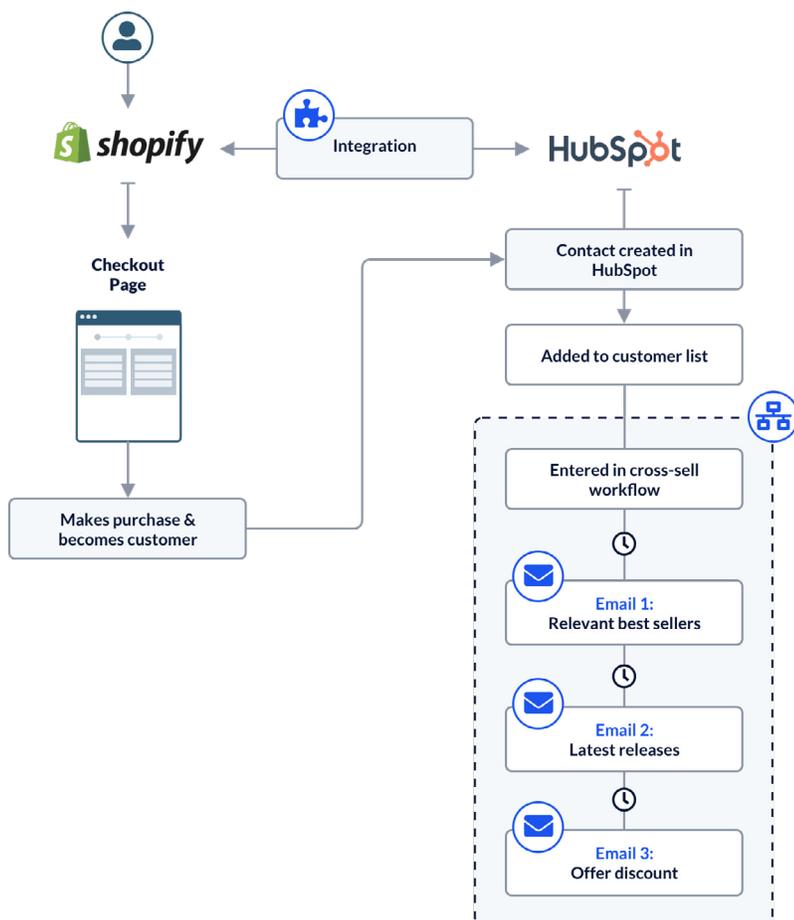
TIER 2

Copy & Images (add-on)

- Strategy Brief
- Copywriting/Co-pyediting
- Email Hero Image Design
- Content Implementation
- QC & Launch

\$1,750

(\$3,925 Total)



Shopify Post-Purchase Review Campaign

B2C

Streamline the collection of customer reviews through an automated email series.

Harness the power of social proof effortlessly with our post-purchase review email series. This campaign automates the entire review process, providing the essential workflows and emails to kickstart the collection of valuable product reviews for your brand.



WHAT YOU GET

- 1 HubSpot Workflow (Enrollment Criteria | Time Delays)
- 3 HubSpot Email Templates with Calls-to-Action (Drag-and-Drop | Responsive | Reusable)
- HubSpot Shopify Integration Setup
- 30-min Campaign Tutorial (How to Use the Created Templates)

Campaign goal

Receive Customer Reviews

Software requirements

HubSpot Marketing Hub™



Pro or Enterprise

TIER 1

Branded Assets

- Technical Strategy & Development
- 1 HubSpot Workflow
- 3 HubSpot Email Templates
- HubSpot Shopify Integration Setup
- 30-min Campaign Tutorial

\$1,950

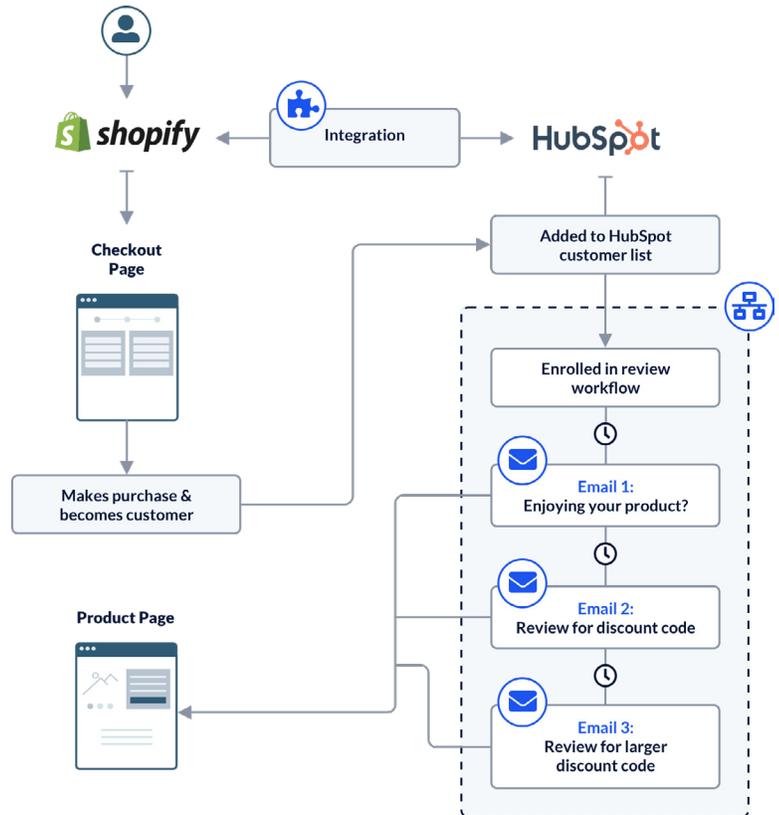
TIER 2

Copy & Images (add-on)

- Strategy Brief
- Copywriting/Co-pyediting
- Email Hero Image Design
- Content Implementation
- QC & Launch

\$1,750

(\$3,925 Total)



Re-Engagement Campaign

B2B

Automate the outreach to dormant prospects.

HubSpot databases can get messy. After initial communication with your sales team, prospects can go for months without a follow-up. This campaign helps determine if a lead is still in the buying cycle or if they can be removed from further email communication.



TIER 1

Branded Assets

- Technical Strategy & Development
- 1 HubSpot Workflow
- 3 HubSpot Email Templates
- 1 HubSpot List
- 30-min Campaign Tutorial

\$1,750

TIER 2

Copy & Images (add-on)

- strategy Brief
- Copywriting/Co-pyediting
- Email Hero Image Design
- Content Implementation
- QC & Launch

\$1,750

(\$3,500 Total)

WHAT YOU GET

-  1 HubSpot Workflow (Enrollment Criteria | Time Delays)
-  3 HubSpot Email Templates with Calls-to-Action (Drag-and-Drop | Responsive | Reusable)
-  1 HubSpot List (Segmentation Strategy)
-  30-min Campaign Tutorial (How to Use the Created Templates)

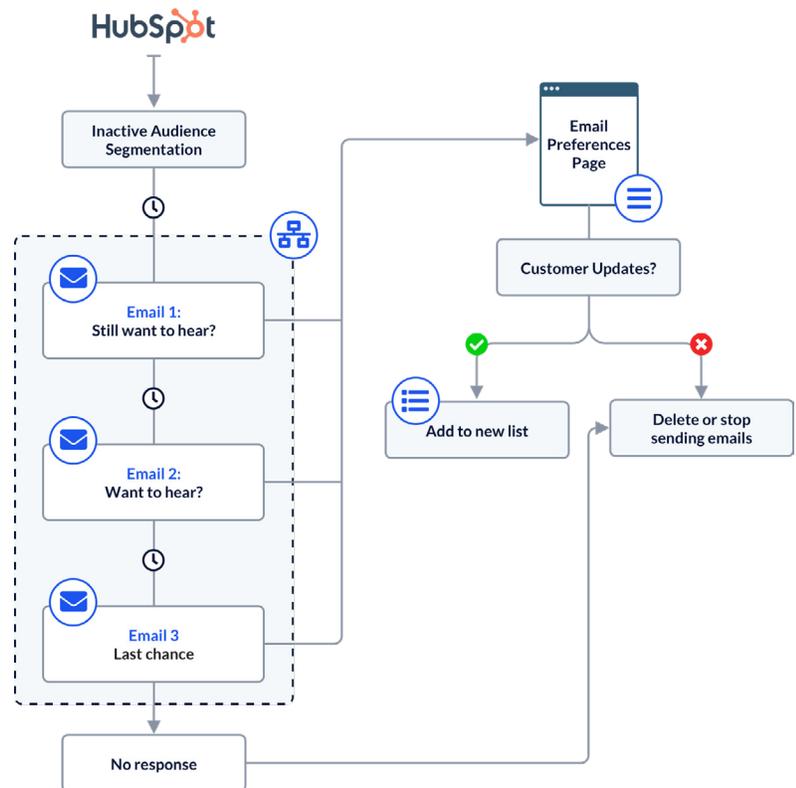
Campaign goal

Convert Sales, Re-Engage Potential Customers, Increase Conversion Rate

Software requirements

 Marketing Hub™

Pro or Enterprise



Lead Routing Workflow

B2B

Automate the assignment of new Sales leads.

Optimize lead routing effortlessly with HubSpot workflows, automating the process for handling new leads. Customize this workflow to your team's specific criteria, easily adjusting based on sales territories and team size.



Strategy & Assets

- Technical Strategy Session
- Technical Strategy & Development
- 1 HubSpot Workflow
- Internal Notification Emails
- HubSpot Task Creation

\$750

WHAT YOU GET

- Technical Strategy Session
- 1 HubSpot Workflow (Enrollment Criteria | Time Delays) with Sales Rep Assignment
- Internal Notification Emails
- HubSpot Task Creation

Campaign goal

Assign Incoming Sales leads

Software requirements

HubSpot
 Sales Hub™

