

ONE TOOL RULES

# How to run your whole business with HubSpot.



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There's a new chemistry emerging in business management. Software offers ever more data. Integrations become ever more possible and ever more complex. Business success comes from coherence—and one tool is emerging to rule them all.

It's a Business-wide Management Tool—or BMT—and it's closer at hand than you might think.

It's HubSpot—and here's how to run your business with it:

# 1 Take stock of your tools.

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Your business probably uses the 'big three' software solutions. Knowing the data they collect helps define what your BMT should collect.

There's a CRM for sales—maybe HubSpot, MS Dynamics, or Salesforce. There's a MAP for marketing automation—maybe Mailchimp or Campaign Monitor. And there's a PM for project management—maybe Asana, Monday or Trello.

They're each good at doing things. But they're not all good at seeing things.

And that's where the modern CRM—and HubSpot in particular—is the perfect Business-wide Management Tool or BMT. It's built for data—so it's built for the insights your business desperately needs—all in one place.

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# 2 Set your sights.

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Setting the vision for what you'll achieve with great marketing all starts with setting up on HubSpot—and getting it right first time.

At Hunt & Hawk, we help set up your dashboard so you get visibility on your existing data streams—and identify new ones.

Hunt & Hawk was an early uptaker of HubSpot. We've done every HubSpot qualification—we're even on the partner board. But we're most proud of our strategic knowledge from over a decade of sales and marketing consulting. We'll show you where to collect—and how.





# 3 Collect your data.

Data is everywhere.

We collect it on websites, socials, emails and earned media. It provides SaaS triggers, insights, and usage patterns on everything from paid searches through to ad campaigns.

BMT-style CRM tools like HubSpot do this extremely well. Hubspot tracks all activity and connects your website and all forms. It keeps count of page views, site analytics, and page performance—then turns data into triggers.

Figuring out which data collection works sets you up for success with your new BMT.

# 4 Interpret it wisely.

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Interpreting data expertly doesn't just provide answers—it teaches how to ask better questions.

Here's where HubSpot conducts the symphony. It orchestrates the stats beyond their obvious purpose, to draw novel connections—and equations that show the insights you never knew you needed.

This is where Hunt & Hawk hits home runs—we show you where to focus. With 2000 businesses on our score sheet, we know how to spot the wins—and the dangers. We set up the right datasets and dashboards to change how your staff see their work—by customising how they interact with their work.

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# 5 Use data intelligently.

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Getting data with insights—and knowing how to interpret it—brings all your business knowledge to the fore.

You can automate for sales optimisation and pinpoint lead nurturing—pulling data from FAQ or help page visits—or maybe multiple pricing page visits. All this alerts your sales team to who needs help—and what kind of help to offer.

At Hunt & Hawk, we know how these new insights play out. 15 years and 2000 clients into it, we share these insights at the board and operational level—so the knowledge sticks.

It gets you growing where and how you most need it.

## HubSpot—rule with one BMT.

The new chemistry of data, sales and strategy makes HubSpot the most powerful Business Management Tool to get your hands on.

At Hunt & Hawk, we coined the term 'BMT' to explain the power we create and see every day with HubSpot—when it's integrated to its full potential.

We work at the bleeding edge of sales, marketing and technology—where fortune favours the daring.

Get in touch to find out what that could mean for your business.



\*NO MARKETING OR BRANDING  
AGENCIES WERE HARMED IN THE  
MAKING OF THIS CONTENT.

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