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GOVCON AND HUBSPOT: OPTIMIZATIONS AND REPORTING

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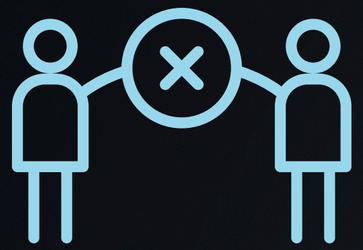
HUBSPOT AND GOVCON

- Centralized CRM and marketing automation
  - Your single source of truth for BD, sales, and marketing
- Customizable dashboards for pipeline and compliance visibility
  - Track, forecast, and report on contract vehicles
- Easy segmentation of federal leads

THE NUMBERS



70% of businesses in GovCon do not use a CRM due to a legacy/relationship mindset, non-linear sales cycles, and fear of cost

Source

Companies who use a CRM see a 11% increase in win rates for contracts

Source

Lifecycle Stage Progression

Lifecycle Stage Progression (Lead → MQL → SQL → Opportunity)

- The nuances in GovCon are endless and yet standardizing this allows you to see where the gaps are

Source Attribution

Source Attribution (LinkedIn, Email, Organic Search)

- Offers insight on ROI with advertising and which channels affect decision makers

Federal Opportunities

Federal Opportunity Engagement (clicks, form submissions)

- High engagment allows for leads to move down the funnel

TOP HUBSPOT REPORTS TO USE

Deal Forecast Report: See potential close-won contracts

Source/Channel Attribution: Understand ROI by channel

Deal Forecast by Close Date: predicts future won deals

Pipeline Velocity: Measure sales cycle efficiency

SOME GENERAL TIPS

USE UTMS

- Tracks lead sources with precision
- Align teams around what works
- Improve paid media campaigns

GROUP AGENCIES

- Strategic targeting and planning
- ABM approach with tailored messaging

TRACK CONVERSIONS

- Measures what works
- Optimizes advertising and spend on campaigns

REPORTING SIMPLIFIED

SCHEDULE IT

- Keeps everyone aligned
- Improves forecasting and win rates
- Enables compliance and audit readiness

INTERNAL ALERTS

- Stay proactive on opportunities
- Ensures no leads fall through the cracks
- Closes the loop between marketing and BD

WORKFLOWS

- Automates repetitive tasks
- Keeps everything up to date
- Real time visibility

THE MYTHS

“I DON’T NEED TO ADD MY ADS TO MY CRM. THEY DON’T DO MUCH.”

“I FOLLOW UP WITH EACH LEAD. THE LIFECYLE STAGES AREN’T IMPORTANT TO MY BUSINESS.”

“THE DEFAULT REPORTS ARE CLEAR ENOUGH. I DON’T NEED ANYTHING ELSE.

TAKEAWAYS

ALL IN ONE SOLUTION

CUSTOMIZATIONS

AUTOMATIONS

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THANK YOU!

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