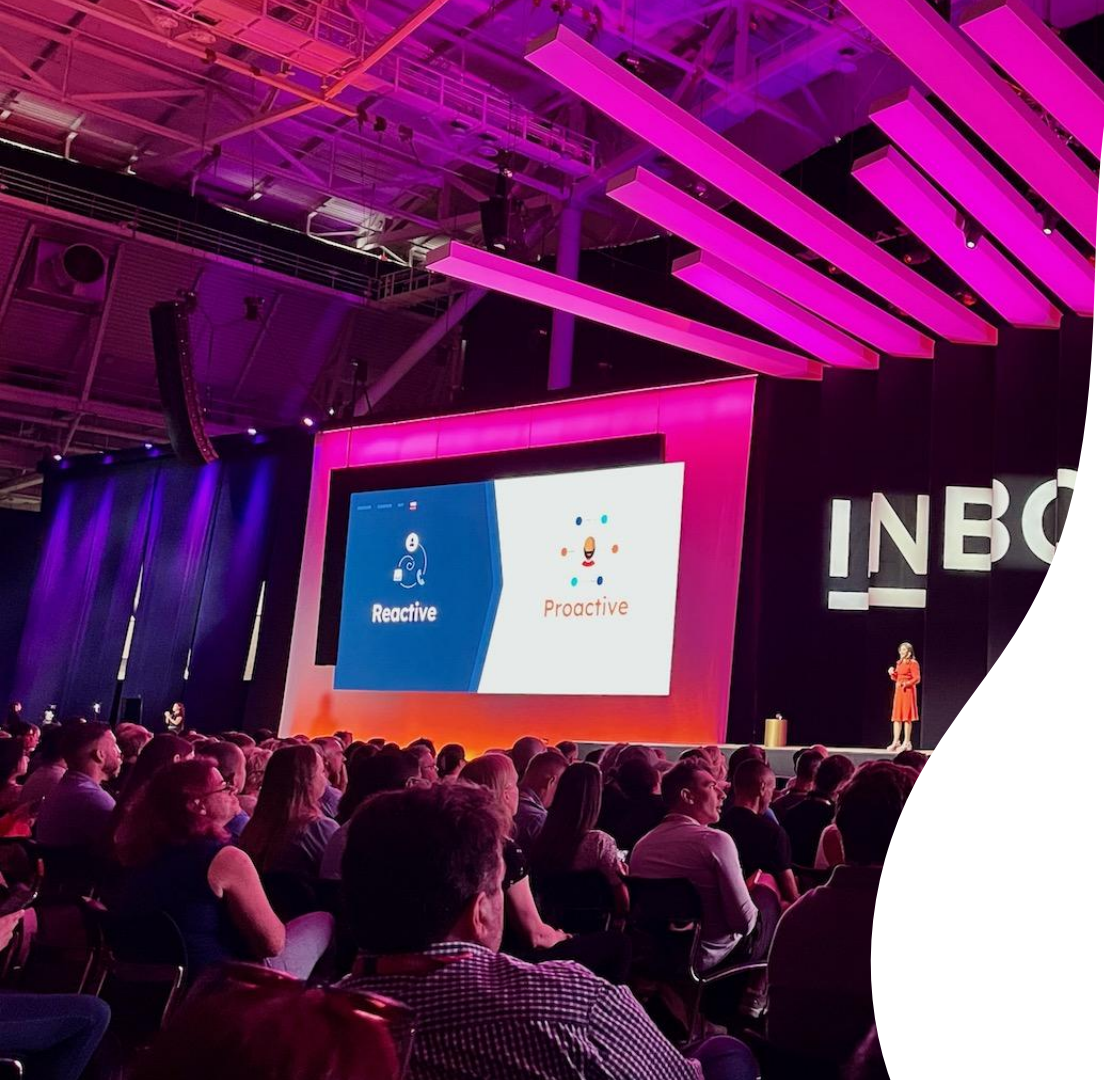




HUG Cologne Inbound 2023 News

09.Oktober 2023



Agenda

1

Inbound 2023

2

KI

3

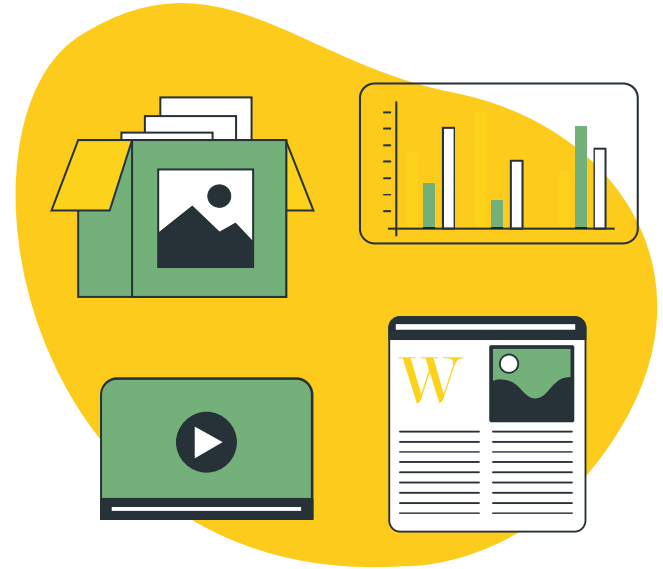
Sales Hub (und
Commerce Hub)

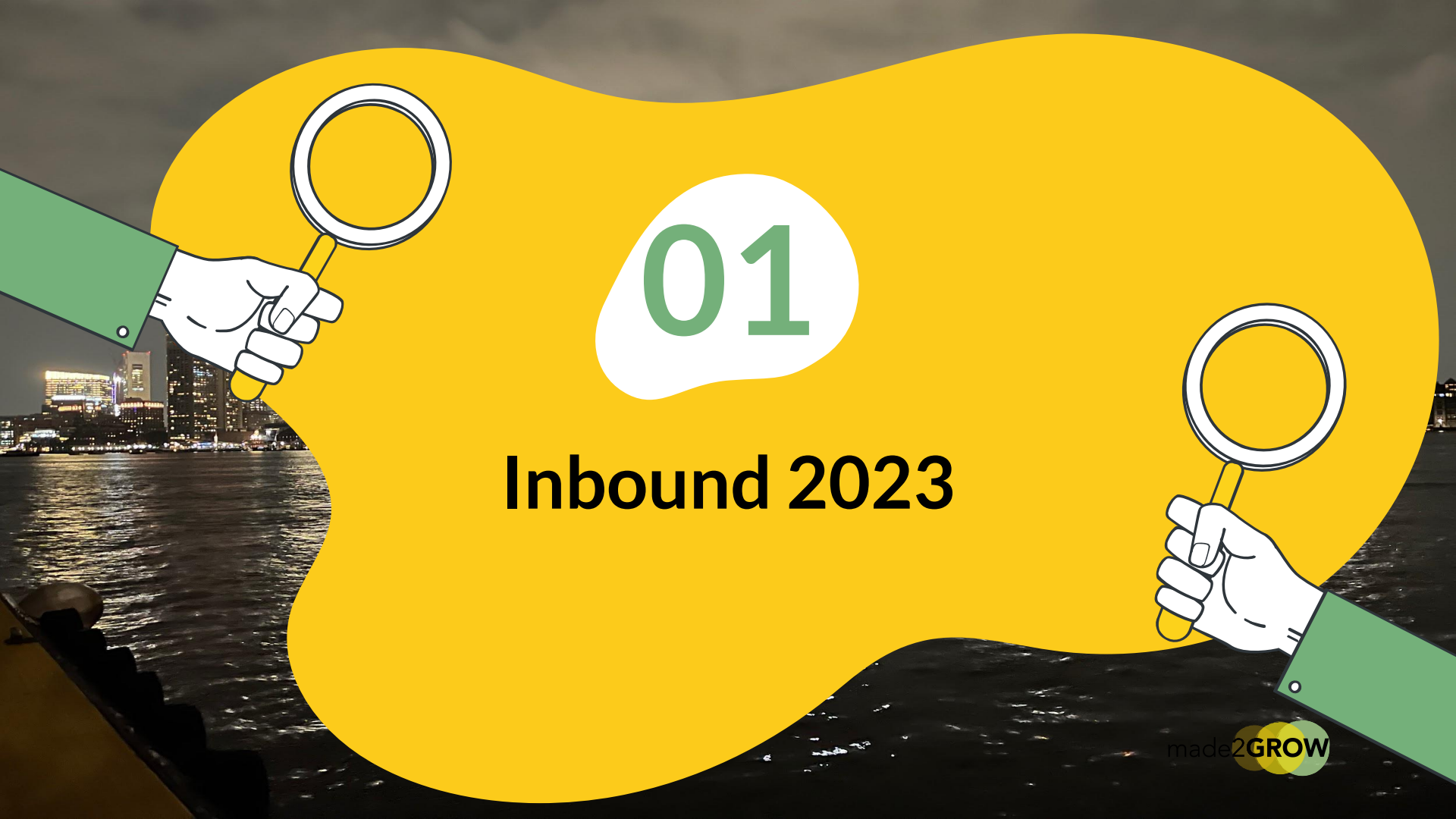
4

Service Hub

5

Q&A





01

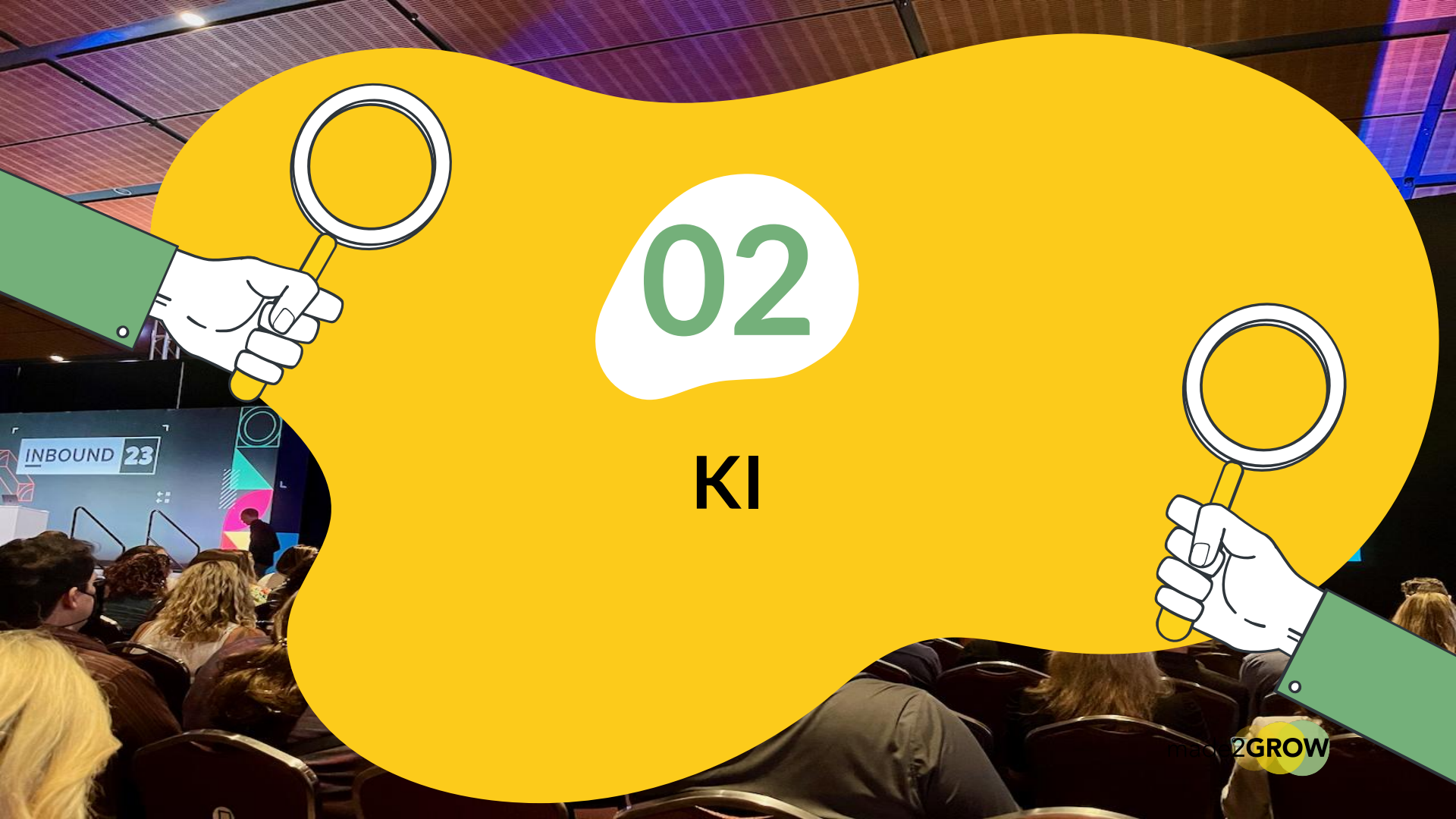
Inbound 2023

War jemand bei der Inbound?

Zwei Ressourcen:

[Features >](#)

[Vorträge >](#)



02

KI

2GROW

**Habt ihr die neuen
KI-Funktionen schon
ausprobiert?**

- Gesteigerte Produktivität
- Mithilfe von Assistenten
- Bereiche
 - Texte
 - Bilder
- Obacht
 - Blitz (Lampe)
 - Feature Erklär Popups
 - Produkt-Updates

- Konkrete Features

- Marketing Hub

- Vorhandenen Content gliedern, neu formulieren, wieder verwenden oder neuen Content entwerfen
 - Social Media Posts entwerfen
 - Bilder erstellen
 - Website Designer

- Sales Hub

- E-Mails verfassen
 - Umsatzprognosen erstellen
 - Workflows automatisch beschreiben

Bilder erstellen

< Generate image



Describe your image

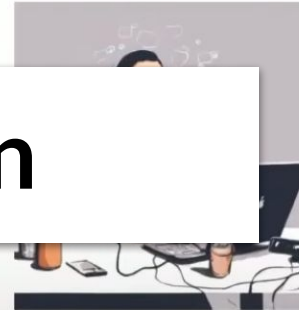
For example: a beautiful sunset over a calm lake

Choose a style

Style decided by AI



Disclaimer: Images created with AI. This technology is new and improving. Please be mindful of its accuracy before sharing.



made2GROW

Generate your landing page content

What is your campaign about?

Clear

We're offering 50% off small plants to promote our newest campaign: 'Green up your workspace'.

What do you want your audience to know about?

Clear

- 50% off all small plants
- Brighten up your home office with zen plants
- Sustainable delivery

What do you want your audience to do?

Learn more

Writing style

Select up to 3 options

Informative x Friendly x Creative x

Regenerate content

- plants, Sustainable delivery
- Call to action: Learn more
- Writing style: Informative, Friendly, Creative



HubSpot 11:34 AM

Green up your workspace with Zen Plants

Transform your home office with our small plants

Brighten up your workspace

Create a vibrant and productive work environment with our small plants. Our collection of greenery is carefully selected to bring nature indoors, providing a calming and refreshing atmosphere. Whether you prefer a succulent, a bonsai tree, or a hanging plant, we have the perfect option to suit your style and space. And with our special offer of 50% off all small plants, there's never been a better time to bring the beauty of nature to your

Kampagne Landing Page erstellen

Experience the Zen Plants difference

With years of experience in the retail industry, Zen Plants is your trusted source for high-quality plants. Our team of experts handpicks each plant to ensure that you receive only the best. We take pride in our customer service, providing personalized recommendations and guidance to help you find the perfect plants for your workspace. Join the Zen Plants community and discover the transformative power of nature in your home office.

Learn more

Copy

Create free landing page

f Generate your Facebook feed ad

What is your campaign about?

Clear

We're offering 50% off small plants to promote our newest campaign: 'Green up your workspace'.

What do you want your audience to know about?

Clear

- 50% off all small plants
- Brighten up your home office with
- Sustainable delivery

Writing style

Witty

Matt Roe 11:39 AM

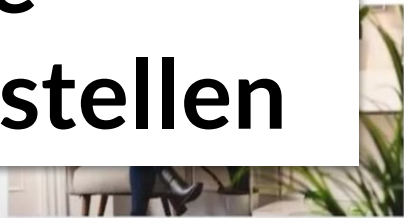
Create me a Facebook feed ad for my campaign:

- Campaign Description: 'We're offering 50% off small plants to promote our newest campaign: 'Green up your workspace'.
- Key messages: 50% off all small plants, Brighten up your home office with zen plants, Sustainable delivery
- Writing style: Creative, Friendly, Informative

HubSpot 11:39 AM

Zen Plants
Sponsored

Kampagne Facebook Ad erstellen



ZENPLANTS.COM
Get 50% off now! Learn more
Brighten up your home office

Ad 1/3

Regenerate content

Copy

- Konkrete Features
 - Service Hub
 - E-Mails und Nachrichten verfassen
 - Gesprächszusammenfassung
 - Berichte
 - Berichte erstellen lassen
- Chatbot
- Chatspot
- Hat etwas gefehlt? [LinkedIn Post hilft vielleicht >](#)



What is the goal of the report?

where have the most leads come from in the last month

[Edit goal](#) ✎

How did we do?



🔄 Re-generate

💾 Save

🛠 Customize ✎



Leads by source

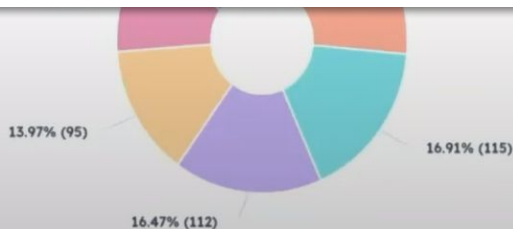
All original sources ▾ THIS YEAR | MONTHLY FILTERS (1)

Date range: In

● Paid Search

▲ 1/2 ▼

Bericht erstellen lassen



Date range: In the last 30 days

DEMO



03

Sales Hub (und Commerce Hub)



Sales Hub

- Deal Pipeline KPIs
- Sales Analytics
 - Deal Trichter
- Kundengewinnung
 - Cockpit
 - Leads

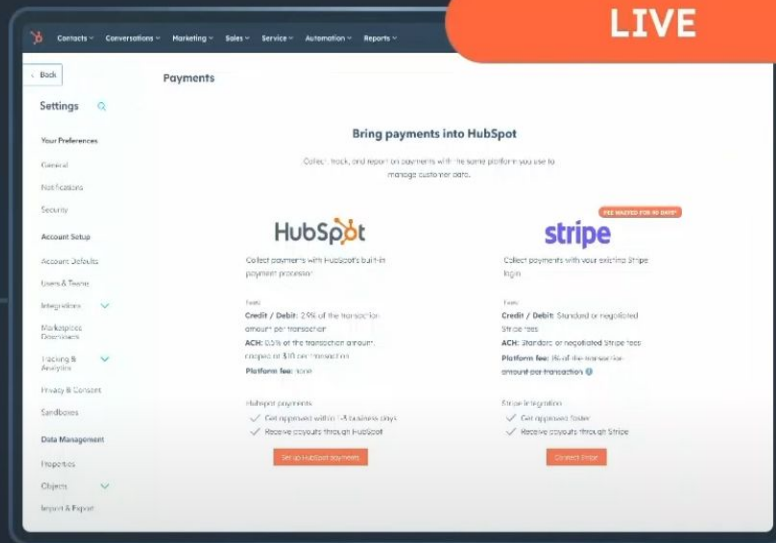
Commerce Hub

- US first
- B2B Commerce
- Angebote?

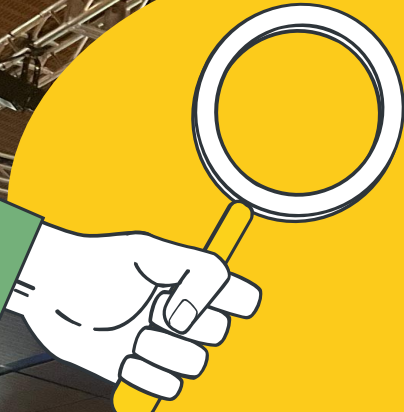
Commerce Hub



LIVE



DEMO



04

Service Hub



Filters (1)

☒

CATEGORY

Tier 1 High Priority Tickets **8**

- Mehr von Konversationen

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

Product

Service Hub

made**2GROW**

Feb 28, 2023



Fragen?



Mehr Inbound Content?

[HubSpot Spotlight: Andy Pitre | INBOUND 2023 >](#)

[Meet ChatSpot: Your AI-Powered Sales & Marketing Assistant | INBOUND 2023 >](#)

[HubSpot Spotlight: Dharmesh Shah | INBOUND 2023 >](#)

[How HubSpot's AI tools boost Marketing, Sales and Service \[INBOUND 2023\] >](#)

[The New Sales Engagement Tools In Sales Hub \[INBOUND 2023\] >](#)

[HubSpot Commerce Hub Walkthrough \[INBOUND 2023\] >](#)

HubSpot Super Admin Bootcamp, anyone?

[Here you go >](#)

Danke für die Aufmerksamkeit.



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