

RevOps Bulletin

NEWSLETTER | FEBRUARY 2025

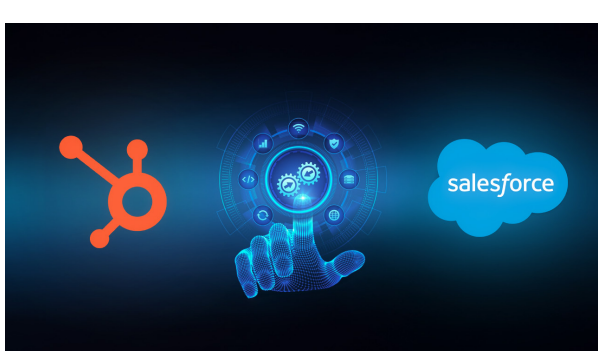
Everybody loves (almost everyone 😊) a good HubSpot-Salesforce integration. 🚀

Both Salesforce and HubSpot are pioneers in their respective categories. While *Salesforce is the #1 CRM* by market share, *HubSpot is the #1 marketing automation platform*.

Put together, they can create magic for businesses. But this is an integration that comes with a few caveats.

No two businesses are the same, and no two integrations are the same. Each integration requires care and thought. Put in the work, and reap the rewards. But where do you start?

This month we are dedicating our marketing efforts to publish some great content around Salesforce-HubSpot Integration. We hope you find these resources useful.



BLOG

Points to remember when integrating HubSpot-Salesforce

Learn how to leverage the two most important tools in your tech stack to manage leads, automate workflows, and bi-directionally sync data to align sales, customer success, and marketing teams.

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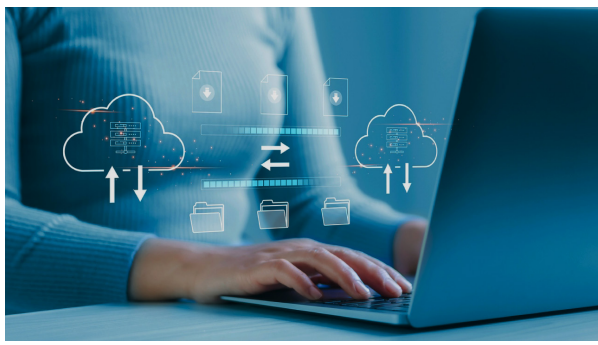


BLOG

HubSpot-Salesforce integration: tackling major challenges

Integrating HubSpot & Salesforce is not a bed of roses, but it can be if you already know how to tackle challenges like data sync issues, lack of standardization in field mapping, & team alignment issues.

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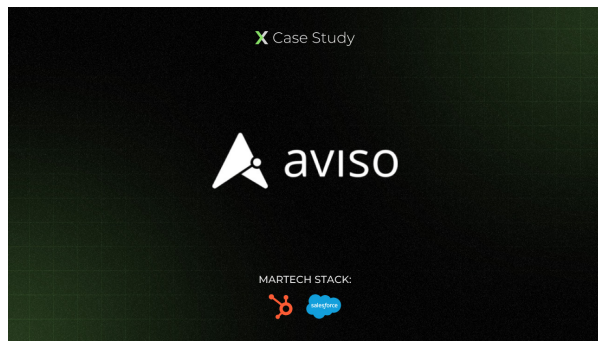


INFOGRAPHIC

A checklist on migrating data to Salesforce

Migrating data to Salesforce can be a tough one - especially if you are going in without any groundwork. In this infographic, we go through all the steps, starting from setting up objectives to validating data.

[READ MORE](#)



CASE STUDY

Automated workflows with HubSpot & Salesforce

Learn how Aviso leveraged HubSpot to increase its leads and witness a steep jump in website traffic and integrated it with Salesforce to automate important workflows to support faster GTM strategies.

[READ MORE](#)

HubSpot product updates: Sizzling hot 🔥

Optimize your emails for mobile 📱

With a large chunk of users preferring mobiles over desktops to look at their emails, optimizing marketing emails for mobile is crucial.

HubSpot now enables its users to optimize their emails for mobiles using the same drag-and-drop interface. This new feature lets users hide modules and sections for mobiles and desktops, allowing them to personalize it to perfection.

[READ MORE](#)

The new deals view lets you separate your closed deals

This new feature in the Sales workspace now lets users have two separate preset windows for closed deals: closed won and closed lost.

With this feature, sales teams can now analyze their success rate more effectively and replicate strategies faster. It enables them to identify patterns in lost deals and optimize their approach accordingly.

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— **Antonietta MacKenzie**
VP of Marketing & Operations, Idegy



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