

# the Mops Bulletin

NEWSLETTER  
APRIL 2024



## Marketing operations made easy: leveraging marTech to meet your goals 🤖

Does marketing make your heart dance but repetitive processes sound daunting? 🤔

Technology today can help professionals streamline and automate processes to decrease human intervention. 🚀

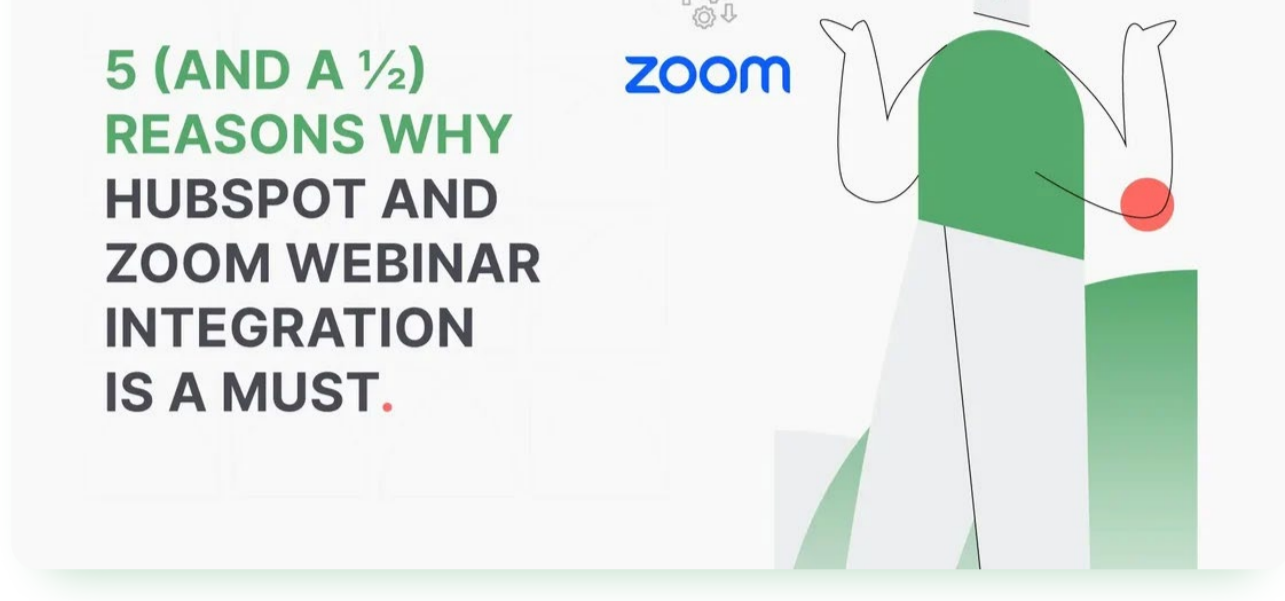
According to this [article by Oracle](#), lead quantity rose by 80% for those using marketing automation. 📈

In this edition, we discuss MarTech solutions, AI for better partnerships, and some of the latest HubSpot updates to look forward to. Let's go! 🚀

*"Technology startups should choose their first marketing technology investments as wisely as they choose their first hires."*

- Christina Mautz, CMO, Moz

## HubSpot can help you get more leads from your Zoom webinar. Here's how. 🧐

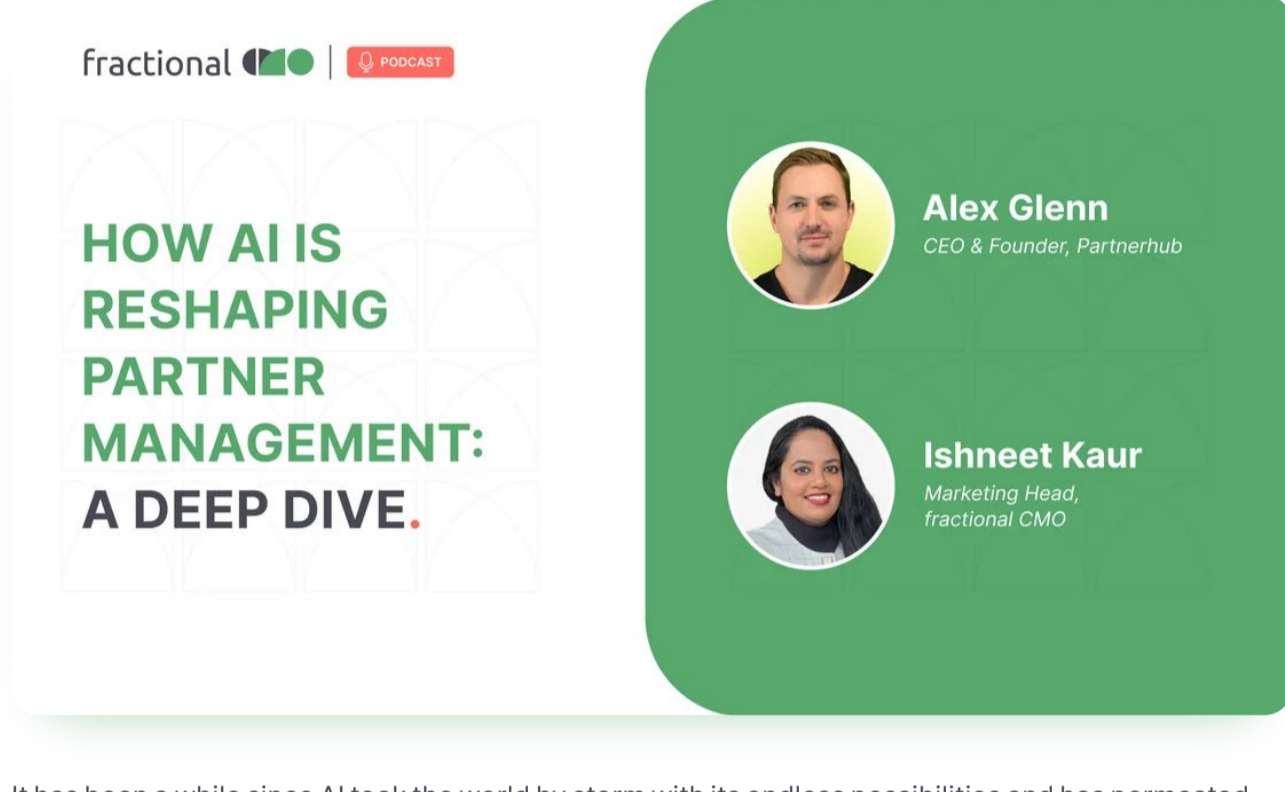


Webinars are a great way to engage with your audience and connect with new prospects, but are you making the most of this amazing networking opportunity? 🤔

In our latest blog, we discuss how you can leverage HubSpot's marketing intelligence to share relevant content with your audience and follow up with leads in meaningful ways. ❤️

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## Leveraging AI for partnership and outreach: latest podcast 🎙️

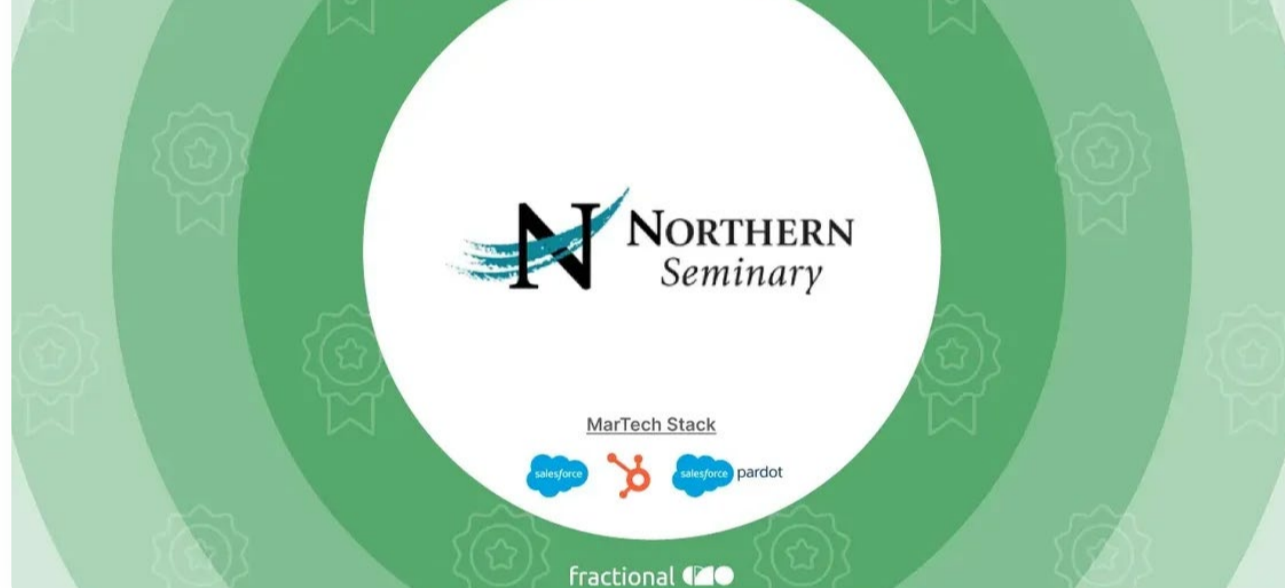


It has been a while since AI took the world by storm with its endless possibilities and has permeated everyday technology without as much as a hiccup. From being a potential threat to professionals to being a trustworthy friend, AI has come a long way. 🤖

In our latest podcast, featuring Alex Glenn, CEO & Founder of Partnerhub, and Ishneet Kaur, Marketing Manager at Fractional CMO, we discuss using AI to streamline partnership efforts, gather leads, and reach out to potential partners. 🗣️

[WATCH HERE](#)

## Northern Seminary fulfilled its marketing automation needs by migrating from Salesforce to HubSpot 🔄



Northern Seminary was using Salesforce for CRM and Pardot for marketing but decided to migrate to HubSpot for marketing automation. ⚡

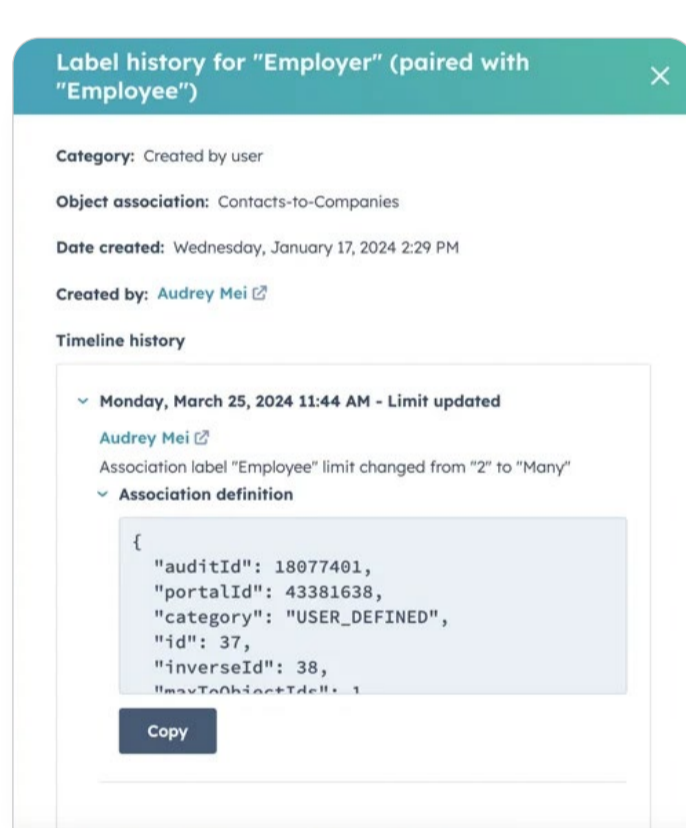
With Fractional CMO, Northern Seminary was able to:

- Update its brand kit
- Set up its email marketing which involved setting up its email tracking, preferences page, HubSpot tracking code, etc.
- Set up sales email tracking
- Automate lead segmentation
- Connect its ad account with HubSpot
- Resolve its Salesforce-HubSpot sync issues

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## HubSpot product updates: fiery hot 🔥

### HubSpot's new in-app association label history NEW



Earlier, as users updated their association levels over time, it was difficult for admins to keep track of label history. To look at a previous state, admins couldn't do it in-app with self-service.

With this update, admins can see which user made a change, what the label was when it was created, when a label limit was updated, if a label has been changed, and the internal values of an association which is important for APIs and integration.

Professional Customer Platform, Enterprise Customer Platform, CMS Pro, CMS Enterprise, Marketing Pro, Marketing Enterprise, Ops Pro, Ops Enterprise, Sales Pro, Sales Enterprise, Service Pro and Service Enterprise can enjoy this feature.

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## Deactivating a user now removes their connected personal email IDs 🗑️

With this new update, when you deactivate a user, all their personal email IDs connected to the account will be disconnected.

User deactivation allows admins to retain historical data while rescinding employee access to HubSpot. Earlier, the employee could still use connected accounts to log new emails to the CRM and send out their scheduled emails, including sequences.

Team emails the user set up as conversations inbox channels will continue to stay connected.

This update will be available to all hubs and tiers.

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## Our clients can't stop loving us! 😍

(We love them too. ❤️)

**"No project is beneath them if it helps the client."**

*In my experience when someone reaches a high level of expertise, it often either comes with the baggage of a degree of arrogance, or a degree of disengagement. You will find neither with FCMO - they know what they are, or a degree. They're deeply committed to delivering excellence to their customers.*

**Dan Klos**  
Co-Founder & CEO, Outco, Inc.

Sharing is caring. 🤝

Show your peers that you care by sharing this monthly dose of amazing RevOps insights, and help them achieve their professional goals. 🌟

To infinity, and beyond! 🚀

Until then,  
Yours truly!

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