

the MOps Bulletin

NEWSLETTER
MAY 2024



B2B partnerships: the ultimate growth hack 📈

Did you know? 🤔

Businesses are more likely to flourish with partnerships. For example, **95%** of Microsoft's revenue comes from its partner ecosystem! 🚀

Not just this, 80% of businesses that partner with others **report higher revenue.** 📈

Our professional lives can be enriched with partnerships that veer us in the right direction and provide us with valuable perspectives. ✨

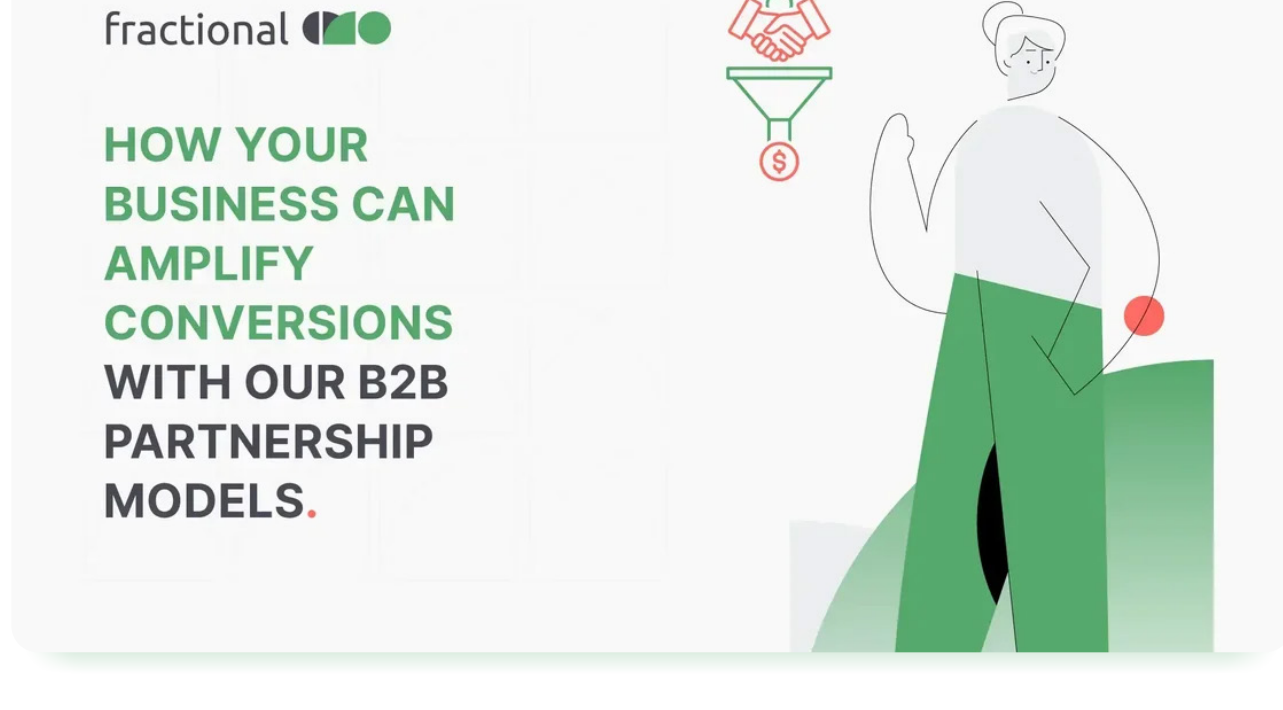
In this edition, we talk about B2B partnerships that lead to conversions, a success story about how the right platform partner helped us make custom landing pages for our client, and some exciting HubSpot updates.

Let's go! 🚀

"Alone we can do so little; together we can do so much."

— Helen Keller

Achieve easier conversions with meaningful B2B partnerships 🎯

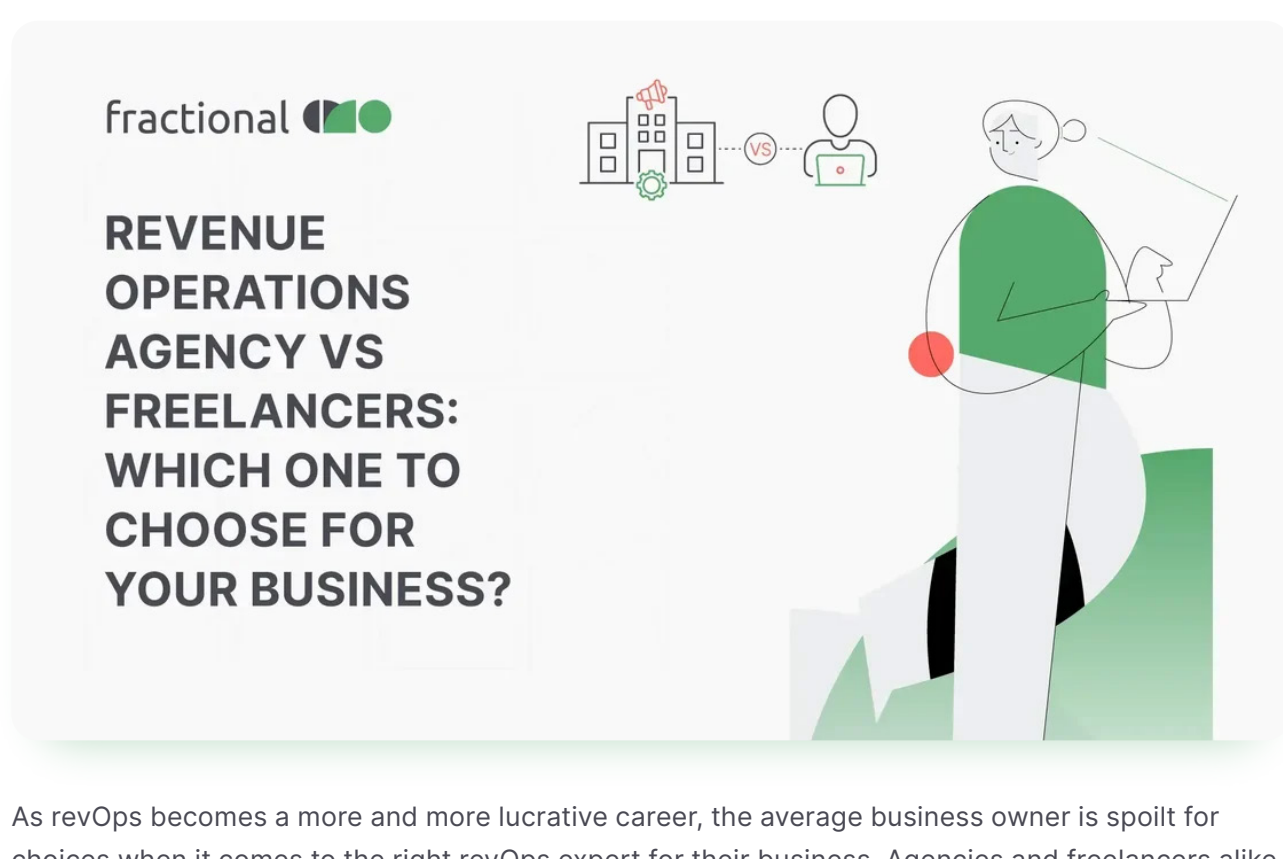


There is more to partnerships than additional revenue. A great B2B partnership can help you achieve your revenue goals, boost your goals and increase your conversion rate, while being a fun and educational opportunity.

In this blog, we explore various kinds of B2B partnerships and what they have in store for you. 🧐

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Hiring revOps experts? Who would you choose - agencies or freelancers? 🤖



As revOps becomes a more and more lucrative career, the average business owner is spoiled for choices when it comes to the right revOps expert for their business. Agencies and freelancers alike offer amazing services that can elevate your business outlook.

So how do you decide who to choose? Does an agency make more sense for your business or a consultant? In this blog, we try to answer some of these questions. ⚡

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Quore built custom landing pages on HubSpot and was able to achieve device optimization 📱



Quore needed landing pages on HubSpot for its website that they could easily modify.

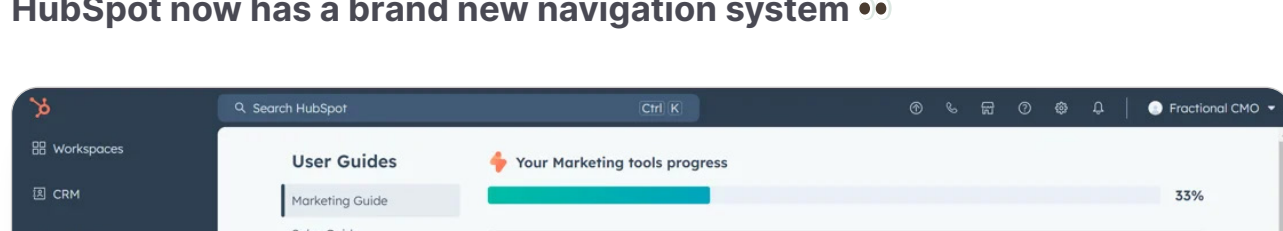
With Fractional CMO, Quore was able to

- Create landing page templates on HubSpot
- Create custom modules that the clients could clone and modify based on requirement
- Achieve device optimization during the development phase

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HubSpot product updates: what's cooking? 🍲

HubSpot now has a brand new navigation system 🗨️



Users may now be too familiar with the horizontal navigation system on HubSpot. However, with the latest update, HubSpot is now changing to a vertical system.

Beyond the placement of the actual navigation bar, there's more. Several functionalities now appear in brand-new locations, there are all-new dedicated sections on CRM, content, automation, and a user library for things like files and templates.

As you can guess, it's a pretty big change for long-time users who have come to love the old UI. However, HubSpot does believe that this change will improve the overall experience and is now encouraging users to switch to the new UI. But on 28th May, the new UI will become the default system for all users globally, and the old system will be put to rest. 🍂

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The V3 Lists API is here 📄

This new update replaces the V1 lists API, and comes with enhanced features and assists developers in managing memberships of existing lists through viewing, adding, and removing records.

Over the years, Lists have come to support custom behavioral events, rolling dates, and associated custom object properties, and even objects outside the purview of contact lists, like deals, companies, and custom objects. However, the previous contact list API did not support these functions.

The V1 list API will be phased out by the end of May 2025. The new API is available to all hubs and tiers.

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Fractional CMO rocks!

(Our customers say so 😊)



"Loved working with them!"

They never let their time zone interfere with their communications. They were transparent about what they were working on and how long it would all take. We loved working with them — they were extremely helpful, friendly, and efficient.

Kera DeMars

Head of Marketing, HustleFund

The most beautiful thing about partnership? You grow together. ❤️

Good friends don't gatekeep. So consider sharing with your peers their monthly dose of great RevOps insights! ✨

Until then,
Yours truly!

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