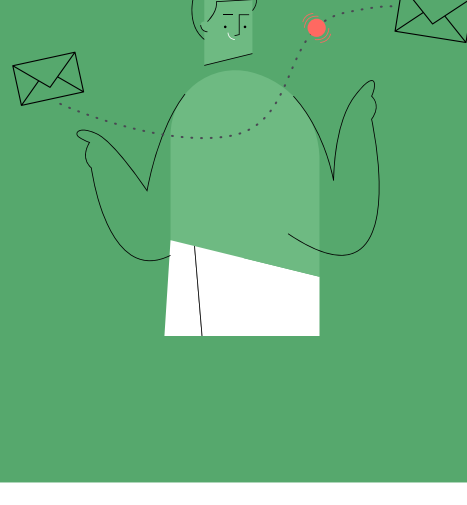


# the MOps Bulletin

NEWSLETTER  
JANUARY 2024



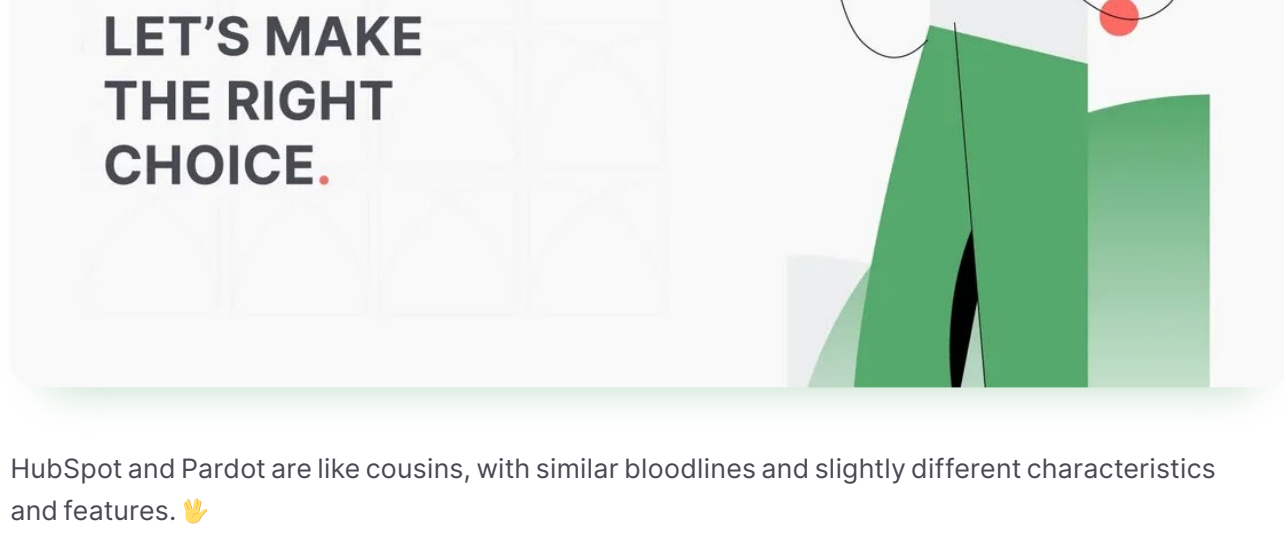
## Brought to you by our RevOps rockstars 🧑‍💻

We read somewhere: "Emails can create valuable personal touches."

So, we disabled the "do-not-reply" option coz we value real connections and those will be created once you DO reply. 😊

Hit us up with your RevOps challenges/achievements. We are on the edge of our seats, about to fall with curiosity. 🤔

## Right marketing automation platform = Faster conversions <sup>100</sup>



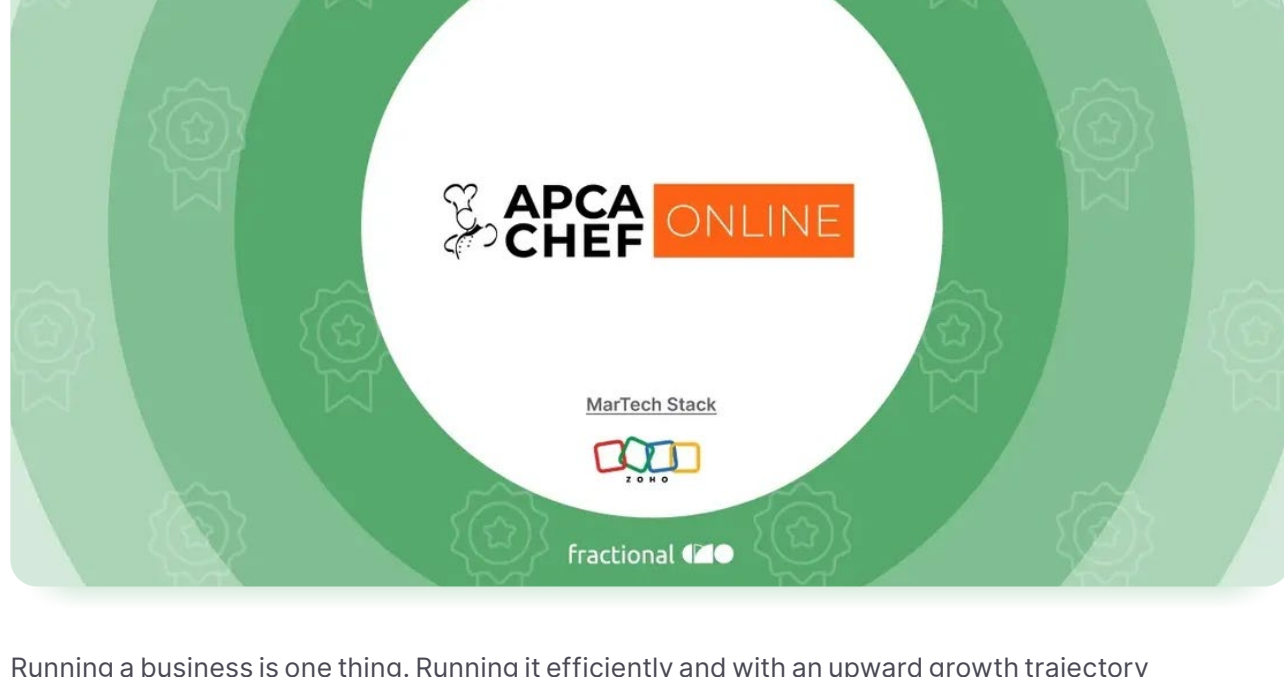
HubSpot and Pardot are like cousins, with similar bloodlines and slightly different characteristics and features. 🤝

But, only one out of the two would gel well with your business systems. To know which one would be the right fit, we have listed out the reasons why you should pick one over the other as per your requirements.

Give it a read to settle the "**this vs that**" running in your mind. 🤖

[READ MORE](#)

## APCA Chef Online experiences soaring enrollments and revenue growth with Zoho CRM. 📈

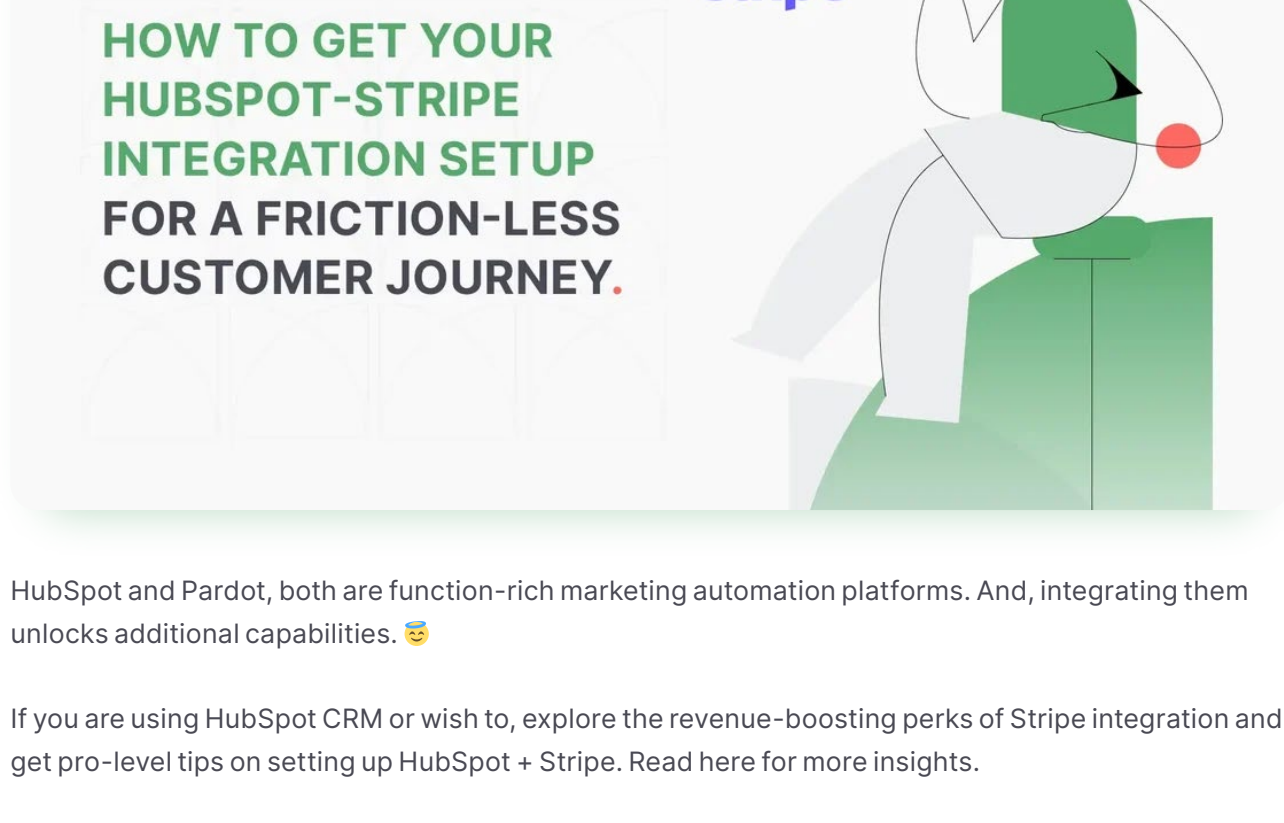


Running a business is one thing. Running it efficiently and with an upward growth trajectory is desirable. 🤖

So we stepped in to assist APCA Chef Online to surge their revenue through Zoho CRM optimization, customized email marketing, reporting and dashboard setup for informed reporting, amongst others.

[READ MORE](#)

## Simplify customer journey, optimize sales, and boost revenue 🦊



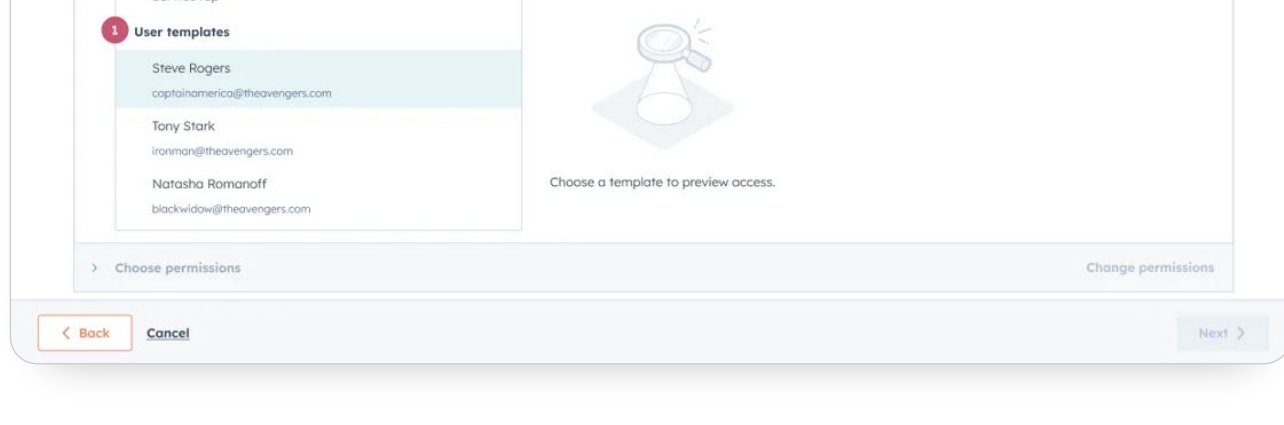
HubSpot and Pardot, both are function-rich marketing automation platforms. And, integrating them unlocks additional capabilities. 🤝

If you are using HubSpot CRM or wish to, explore the revenue-boosting perks of Stripe integration and get pro-level tips on setting up HubSpot + Stripe. Read here for more insights.

[READ MORE](#)

## HubSpot product updates: Freshly brewed ☕

### Copy permissions from existing users <sup>new</sup>



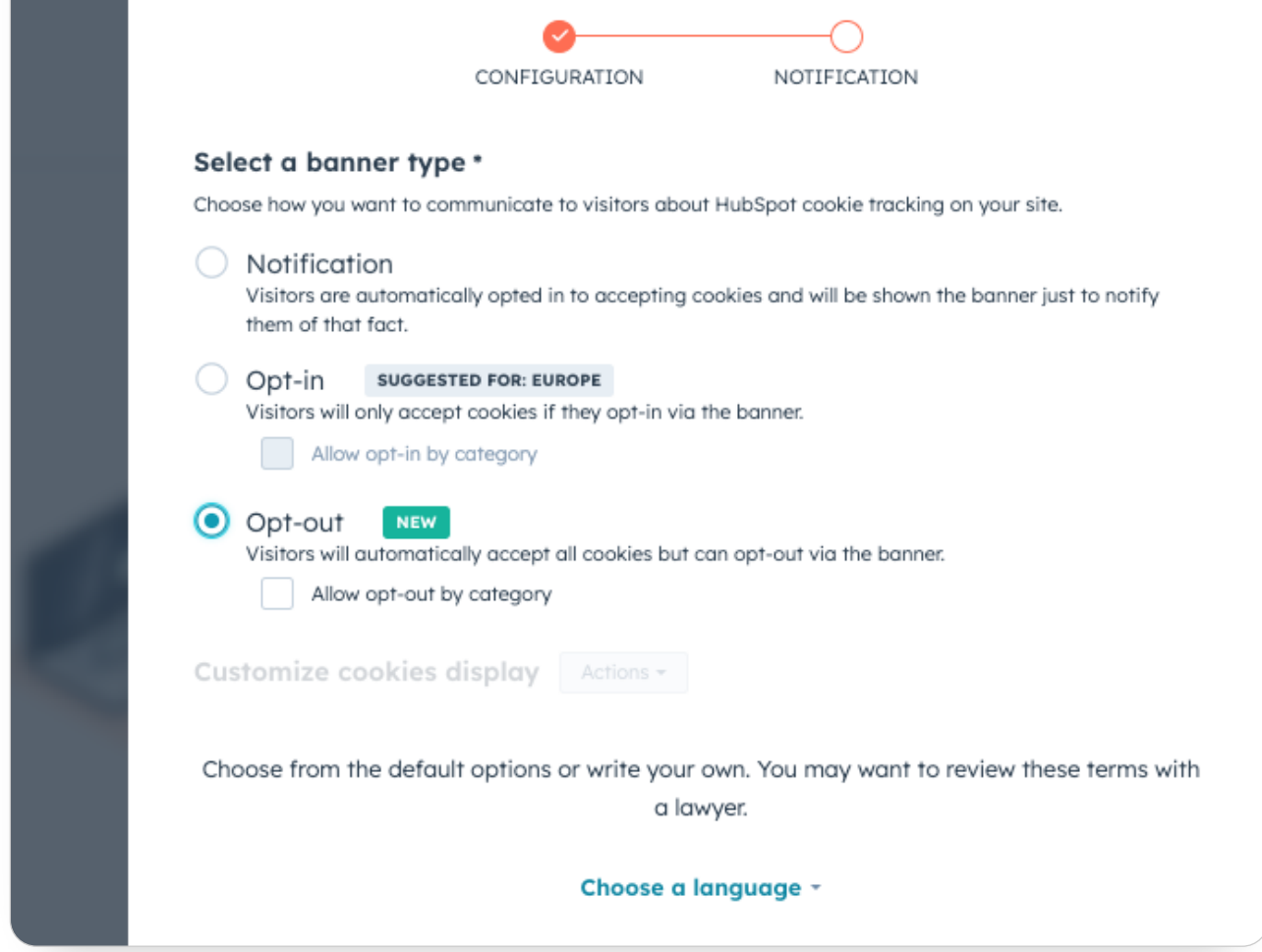
Customers can now seamlessly transfer permissions from an existing user to a new user, an existing user, a new custom permission set, or an existing custom permission set in HubSpot.

This feature simplifies the process by enabling users to copy permissions effortlessly.

Available for all hubs and tiers.

[READ MORE](#)

### New Opt-out cookie consent banner



HubSpot's 'opt-out' banner simplifies cookie management in regions with looser data privacy rules than the EU, allowing default visitor tracking with opt-out flexibility.

This feature offers flexibility globally, acting as an alternative to mandatory 'opt-in' banners in stricter regions. It supports default user tracking, aligning with less stringent compliance standards and optimizing data collection in applicable regions.

Available for all hubs and tiers.

[READ MORE](#)

## Roll out the red carpets for our latest and greatest updates 🎉

### We are now partners 🤝 with Potion. 🧪

Potion helps book more meetings and convert them at scale by creating personalized videos and generating screen recordings in bulk using AI. fractional CMO joins hands with Potion to help fasten GTM through a concrete sales operations strategy.

Read on to know what incredible benefits are offered through Potion's personalization:

- 1 Tailored Engagement: Craft mesmerizing personalized videos that grab your prospects' attention. ✨
- 2 Skyrocketed Response Rates: Shine in those overstuffed inboxes and witness your responses take off! 🚀
- 3 Scale Efficiency: Reach a broader audience effortlessly with Potion AI's automatic generation feature. 🤖
- 4 Enhanced Sales Prowess: Concoct compelling sales pitches and demos that seal the deal. 🍷

[TRY POTION TODAY](#)

### Learning kicks off right here! 🎉

Unwrap your new year present at RevXpert Academy – an easy-breezy place for RevOps tool training and top-tier practices in bite-sized videos.

Enroll now before your pet parrot 🦜 starts squawking RevOps jargon and you're left nodding like you understand. 🤔

[SIGN UP](#)

## The love we get from our customers 🥰👂

(Our customer reviews are so positive, they make unicorns jealous 🦄)



**"Despite the time difference, they are committed to finding solutions to our unique needs."**

Their timeliness of project progress was impressive. The team has continued to support our changing needs with great communication, friendly engagement, clear direction and training on how to use the system, and reasonable pricing.

**Deeatra Kajfosz**

Managing Partner, Colorful Concrete Solutions

We love that sweet, sweet sharing vibe. When you pass the RevOps Bulletin to your B2B comrades, consider it a secret handshake. More shares, more content magic—we'll keep the laughs coming while you conquer the RevOps world. It's like a win-win but with fewer handshakes and more virtual nods.

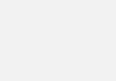
Cheers to reciprocity, B2B style! 🥂🤝

Until then,  
Yours truly!

Did someone forward this email to you?  
Join the fam.

[SIGN UP HERE](#)

YOU CAN ALSO FIND US ON:



fractional 