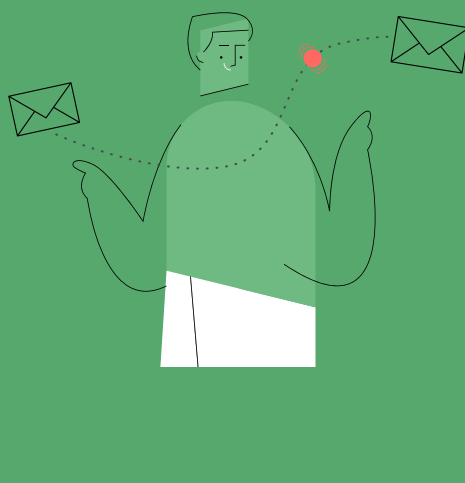


# the MOps Bulletin

NEWSLETTER  
NOVEMBER 2023



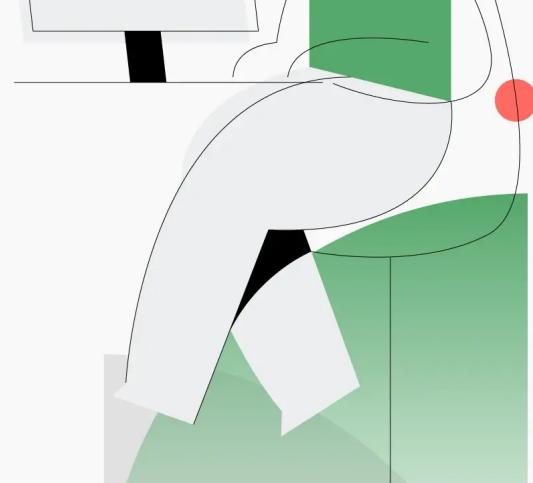
## November has to be THE powerhouse of possibilities! 💡

It's the perfect time to implement new strategies, play with fresh ideas, and foster collaboration to rejuvenate and amp up for the coming year.

To make this journey smoother, we've curated a batch of RevOps-themed reads focusing on strategic automation and partnerships. They're your launchpad into the new year, igniting fresh energy to revolutionize the game in 2024. 🕒

## Maximize your automation potential with Zapier 📈

### ADVANCED TIPS FOR CREATING CUSTOM ZAPS IN ZAPIER.



Stacking up tech tools is easy, but making them work together without becoming digital loners... That's the real puzzle, isn't it? 😊

Zapier to the rescue!

It is the holy grail of automation to ensure an effective tech stack and we've figured out a way to make it even easier for you by dishing out these advanced tips on creating custom Zaps to fast-track your automation efforts.

[READ MORE](#)

## Customer Insights AI's digital game glows up & amplifies outreach with HubSpot 🌐



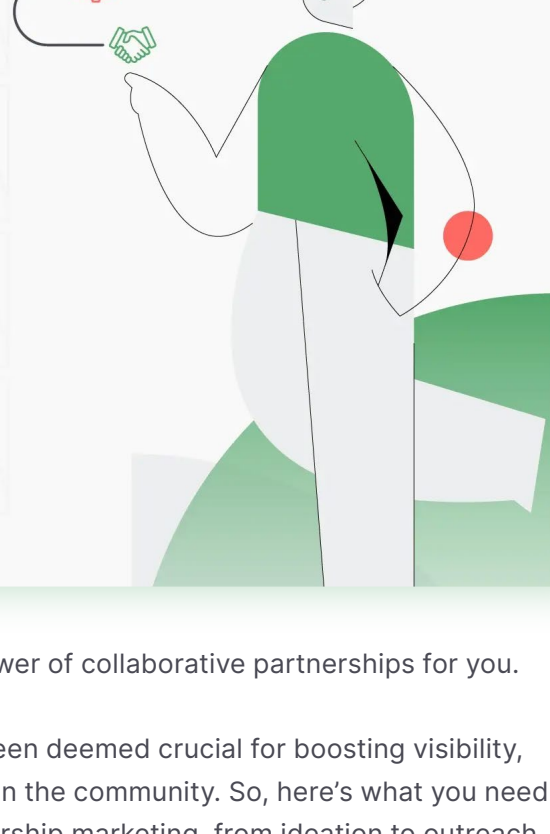
An ineffective website is like a ship without a compass- it might have potential, but it's going nowhere. 🤖

So we stepped in to enable CIAI to re-establish its digital presence by restructuring its website, amplifying its unique value proposition along with optimizing its HubSpot instance for streamlined Mops.

[READ MORE](#)

## Partnership marketing: The new path to revenue amplification in 2023 🏰

### PARTNERSHIP MARKETING ROADMAP: FROM BRAINSTORM TO OUTREACH.



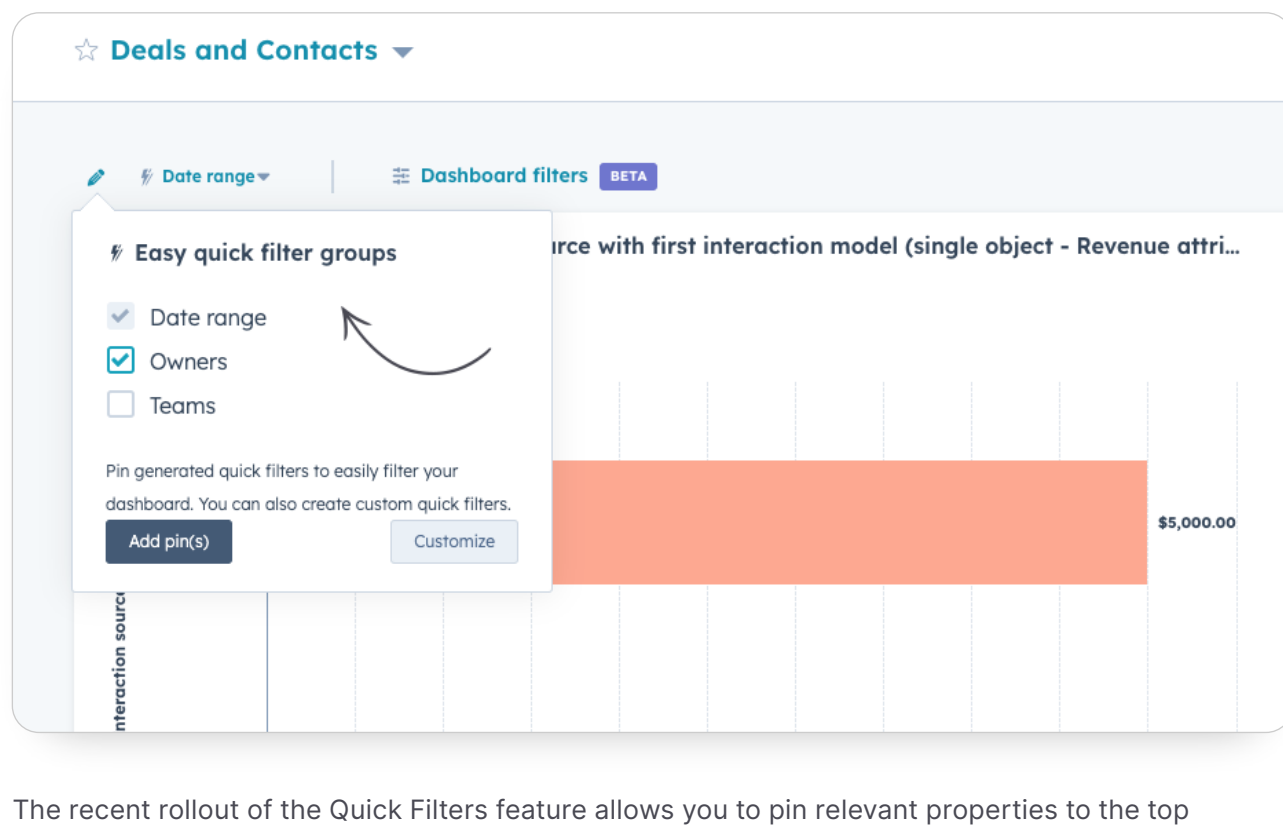
1 simple strategy, double the impact- that's the power of collaborative partnerships for you.

In 2023, maximizing collaborative marketing has been deemed crucial for boosting visibility, expanding customer reach, and building trust within the community. So, here's what you need to know about strategy-making for successful partnership marketing, from ideation to outreach.

[READ MORE](#)

## HubSpot product updates: Hot off the shelf 🌶️

### 🚀 New dashboard feature alert: Quick Filter Groups



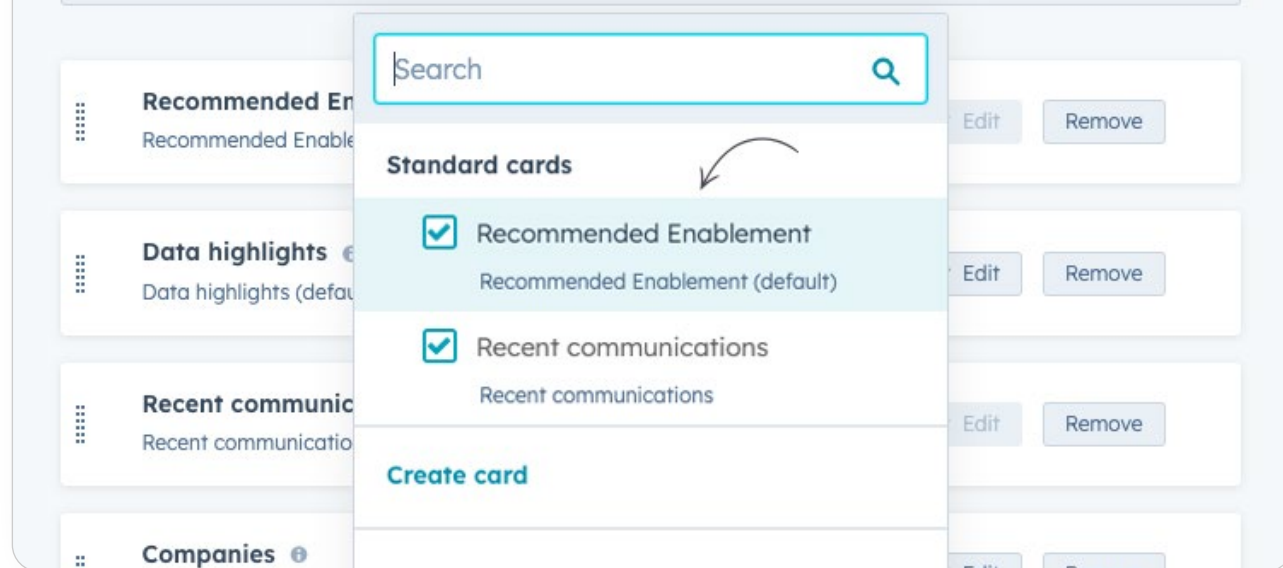
The recent rollout of the Quick Filters feature allows you to pin relevant properties to the top of dashboards.

With this update, you can easily create and manage distinct and multiple filter groups for efficient reporting without diving into complex data structures- giving you quicker access to relevant information, providing a smoother and tailored experience for extracting insights.

Available for all hubs and tiers.

[READ MORE](#)

## Playbook precision: Introducing Enablement CRM Card!



Unlocking the ideal Playbook in the nick of time is like nailing the sweet spot for your sales and service teams — a total game-changer for peak efficiency and success.

Now you can access essential Playbooks right at the front and center of your CRM record pages. For admins, this means enhancing your control over CRM customization, and as for Sales and Service teams- lightning-fast access to Playbooks, translates to quicker decision-making and smoother task execution.

Available for Sales Enterprise, Sales Pro, Service Enterprise, and Service Pro users.

[READ MORE](#)

## Hot off the press 🔥

### Upcoming podcast alert 🎧

Get your headphones ready because we'll be spilling the beans on essential skills required for individuals and teams to thrive in the global landscape of Revenue Operations, fostering growth on an international scale in our upcoming podcast.

Get the full deets on the global growth game for RevOps, shining a spotlight on India's marketing talent leading the innovation charge.

Stay tuned for more details as we prepare to unveil the full scoop.

As you settle into the holiday season, take a moment to realign your strategies, and stay tuned for our upcoming RevOps & MOps-ventures!

Until then,  
Yours truly!

### P.S: Gift alert! 🎁🌟

Unwrap your present at RevXpert Academy – your holiday escape to easy-breezy RevOps tool training and top-tier practices in bite-sized videos.

Enroll now, before the FOMO hits. 😊

[SIGN UP](#)

## The love we get from our customers 🥰👉

(Disclaimer: These client reviews are known to cause sudden bursts of happiness)



**"A Project Managers Dream Team!"**

The team at fractional CMO provide Incredible communication, they are reliable, timely and able to meet the demands in a busy agency setting. fractional CMO has replaced our HubSpot specialist. They provide a wide variety of services within HubSpot but also have helped my team with different development issues on other platforms.



**Alissa Padgett**  
The Spot On Agency

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