

MOPs GUIDES TO HIT KPIs

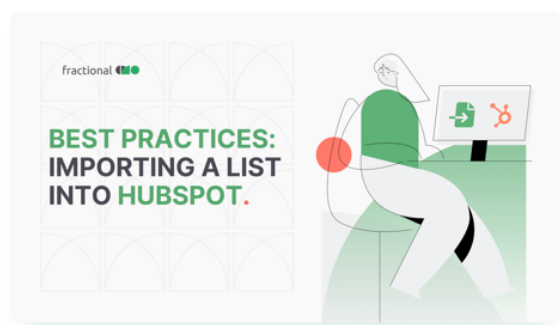
NEWSLETTER

JANUARY 2023

Getting more out of your #MarTech stack

Designed uniquely for Demand Gen and RevOps leaders.

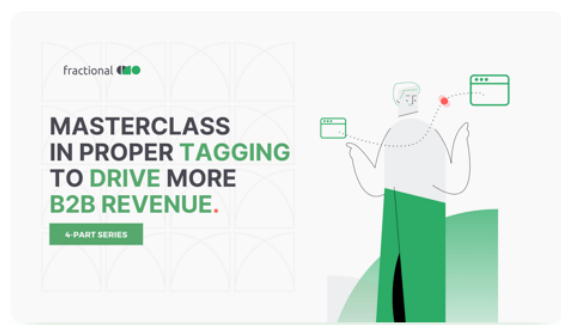
How to ensure importing data to HubSpot is as smooth as silk.



Importing 1000s and 1000s of data fields into HubSpot and experiencing a lot of errors? If you answered yes to this, here are 7 HubSpot data import best practices that you can use to ensure your data import is error-free and a Cakewalk! And by following these tips regularly, you can become a HubSpot list import expert!

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Tagging secrets to get the most out of your marketing efforts.



Getting 100 leads and 2 of them converting or getting 10 leads and 9 of them converting, which would you prefer? Second one, right? You can achieve this by analyzing whether your marketing campaigns are giving you revenue. Here's a detailed masterclass on how tagging can help achieve the revenue goal and not just lead volume.

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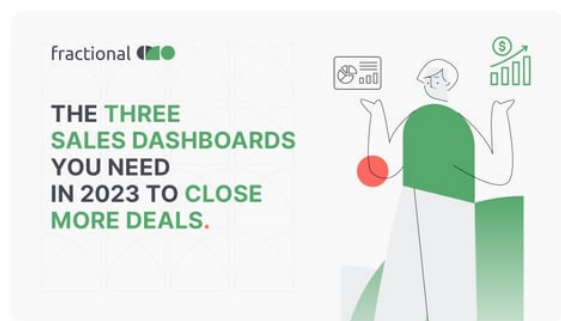
Email sequence tips to build rapport with your prospects.



Copy-paste the same email pitch to every lead. Frequently miss following up. Often make mistakes while scheduling emails. Seems like you? Here are 9 best practices to write email sequences to never miss out on any opportunity and bring home that business.

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Close more deals with sales dashboards.



Looking to track your sales team's performance? Use sales dashboards. Dashboards make it easier to analyze and guide your sales team toward success. Here are 3 sales dashboards you need to get more conversions in 2023.

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fractional CMO did a great job at conducting our marOps audit. They identified key areas where we needed changes and investments, and the ones which would have the most impact immediately and in the long term. The team was easy to work with and professional.

- Gentry Craig, PayIt

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