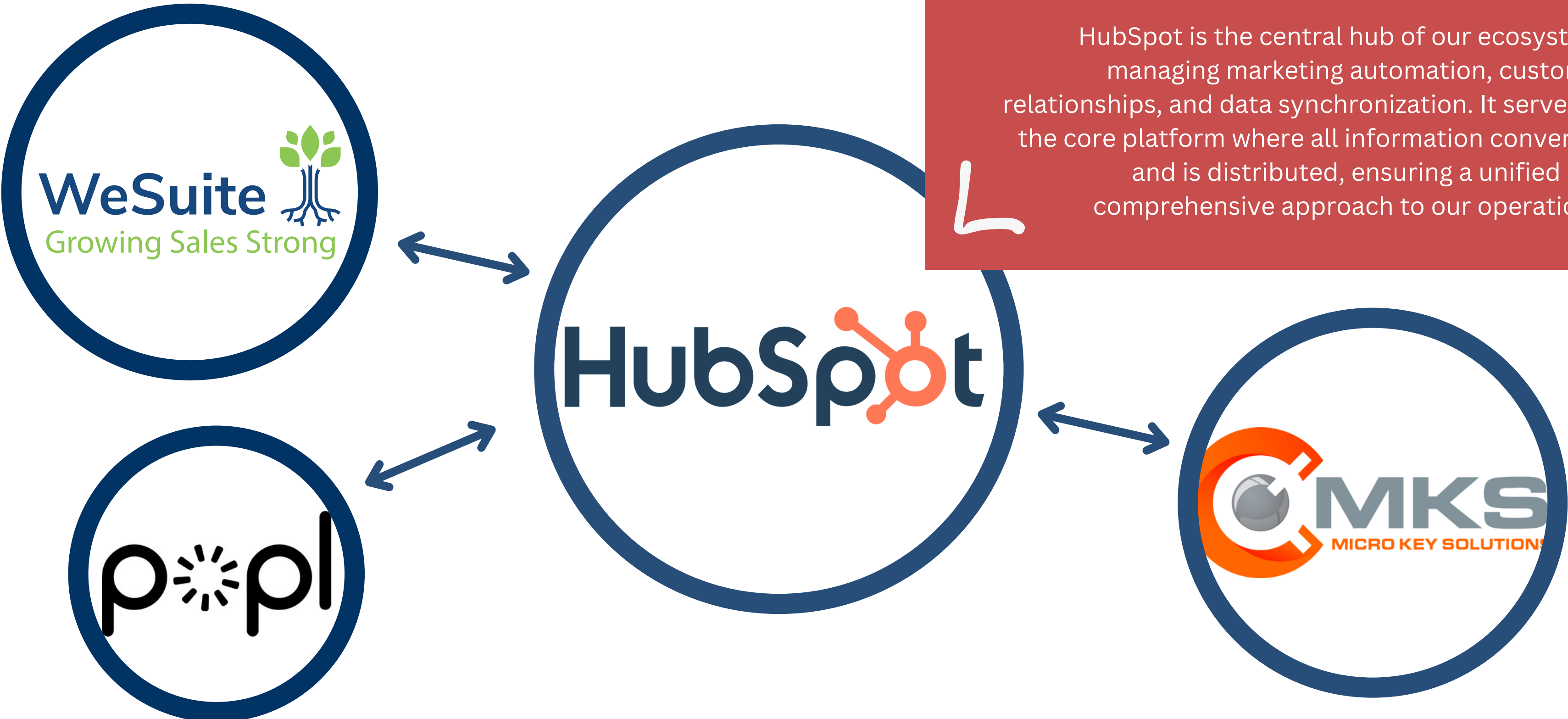


Sales & Marketing Platform Ecosystem

Our sales and marketing platform ecosystem ensures seamless data flow and synchronization across all key systems, streamlining operations and enhancing efficiency. By connecting HubSpot, MicroKey CRM, WeSuite, and Popl, we eliminate redundancy and empower our team with accurate, up-to-date information.



Sales & Marketing Platform Ecosystem

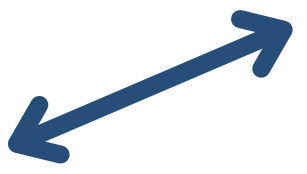


HubSpot is the central hub of our ecosystem, managing marketing automation, customer relationships, and data synchronization. It serves as the core platform where all information converges and is distributed, ensuring a unified and comprehensive approach to our operations.

Sales & Marketing Platform Ecosystem



WeSuite enhances our sales processes with specialized tools for proposal generation, sales tracking, and performance monitoring. By integrating with HubSpot, WeSuite ensures that sales activities are seamlessly captured and synchronized across our ecosystem.



Sales & Marketing Platform Ecosystem



WeSuite
Growing Sales Strong

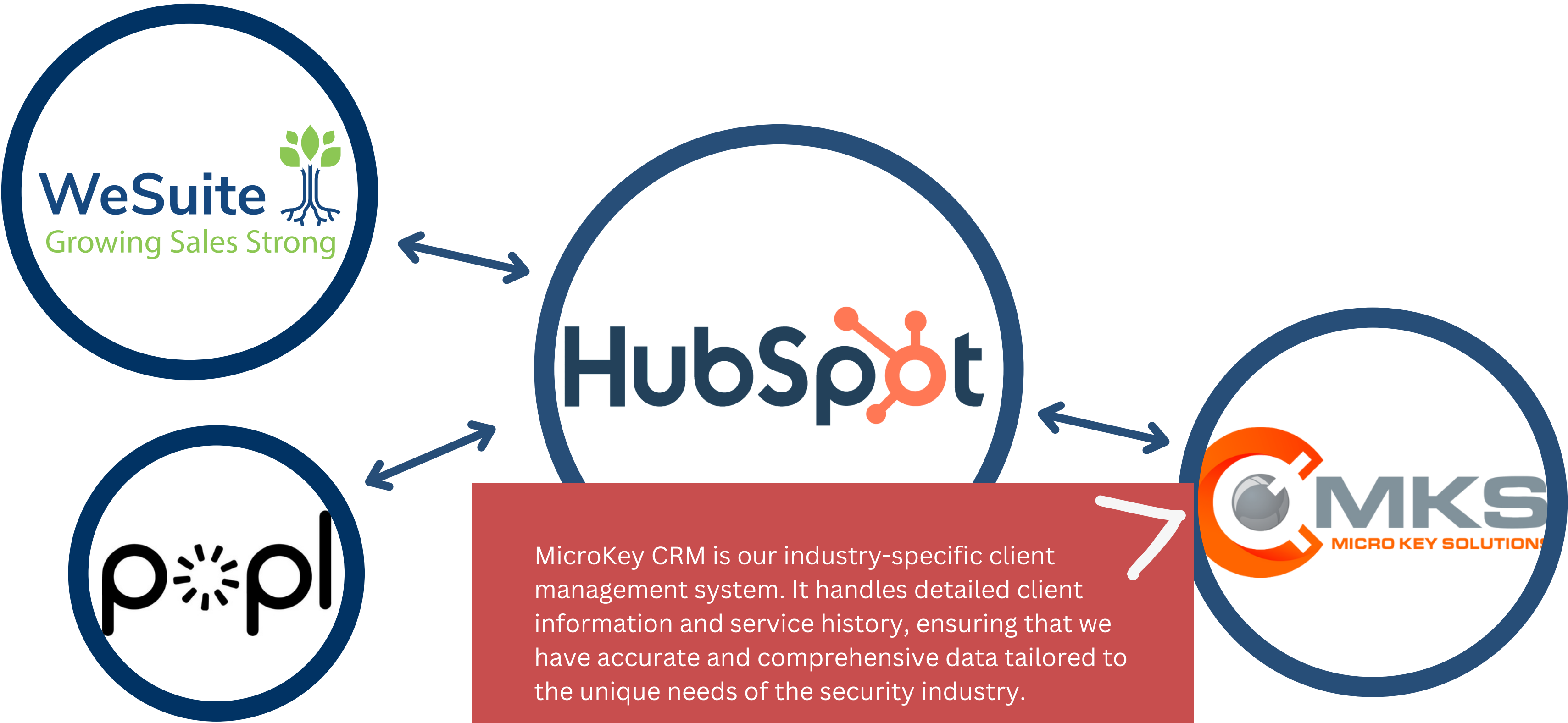
HubSpot

MKS
MICRO KEY SOLUTIONS

popl

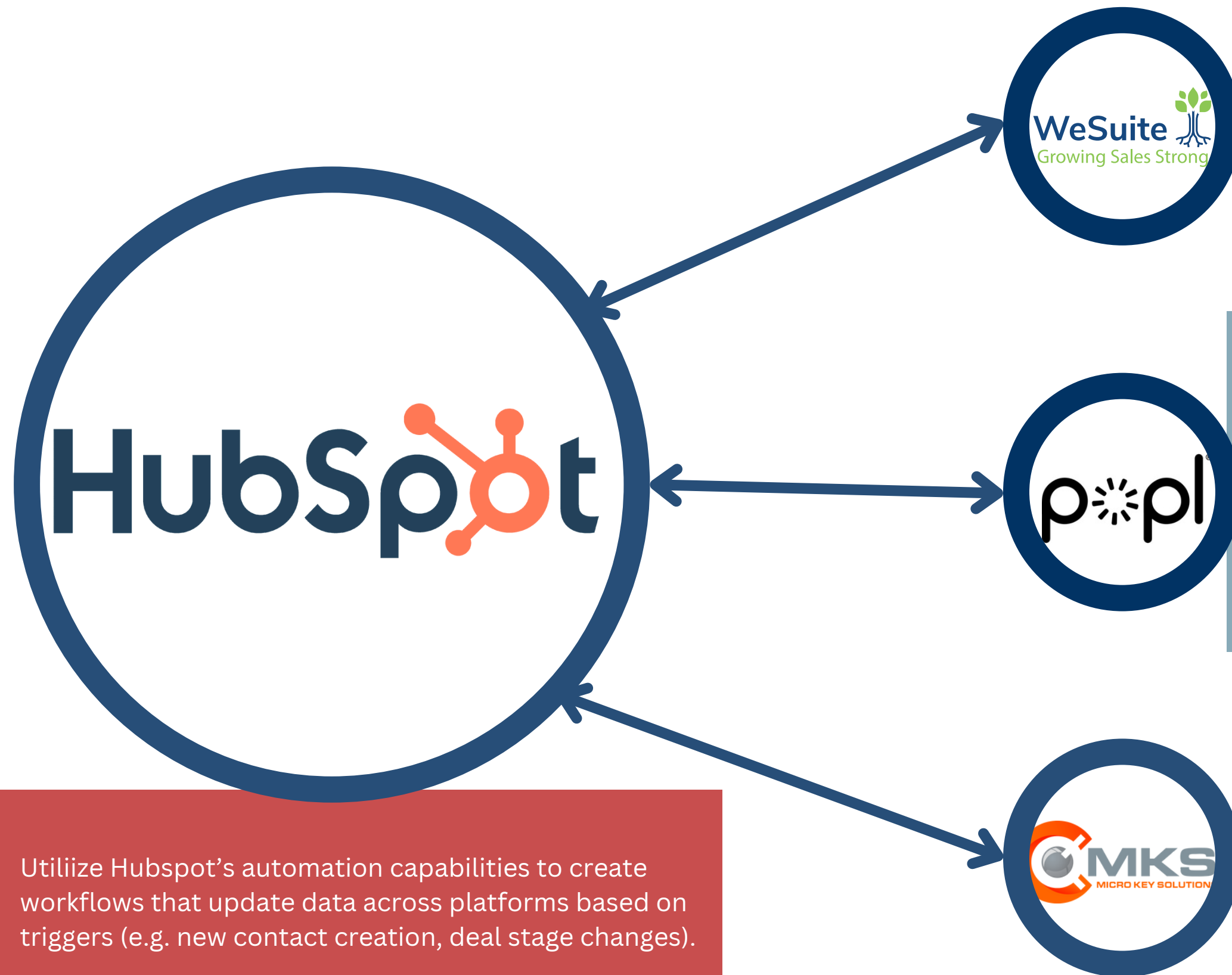
Popl streamlines our contact management with innovative digital business card technology. Contacts created through Popl are automatically added to HubSpot, ensuring quick and error-free data entry, enhancing our networking efficiency.

Sales & Marketing Platform Ecosystem



MicroKey CRM is our industry-specific client management system. It handles detailed client information and service history, ensuring that we have accurate and comprehensive data tailored to the unique needs of the security industry.

Bidirectional Integration Set Up



Integration: activate/configure built-in integration between platforms

Sync Sales Data: sales activities, proposals, and performance metrics

Use Hubspot's CRM: Leverage HubSpot's CRM functionalities to enhance data captured from WeSuite, such as follow-up reminders and marketing campaigns.

Integration: confirm Popl is correctly set up to create contacts in Hubspot

Data Mapping: ensure all relevant contact information from Popl scans is accurately mapped to the appropriate fields in Hubspot

Automate Contact Management: Set up Hubspot workflows to trigger follow-up emails or tasks when new contacts are added via Popl

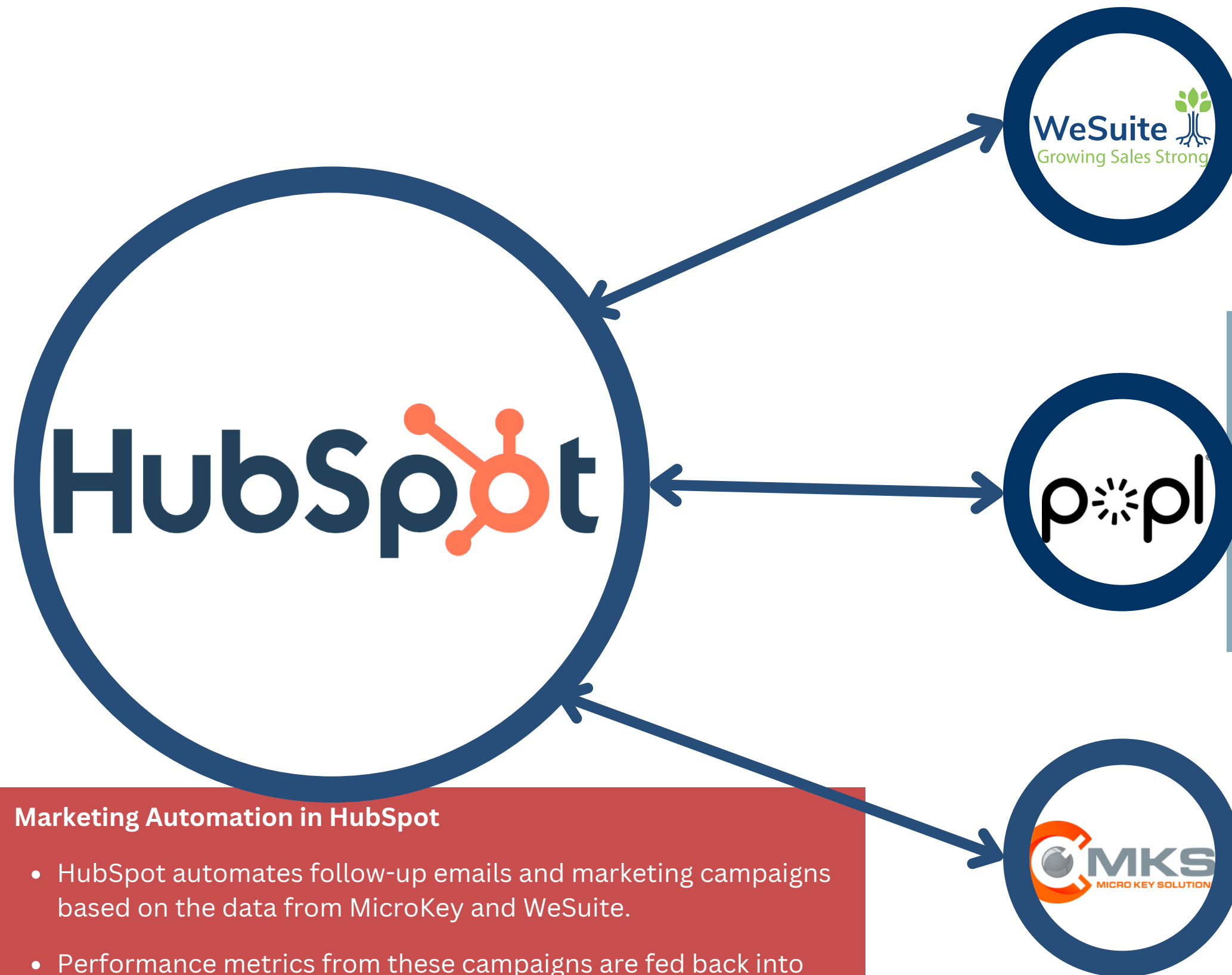
Integration: check if direct integration possible or middleware (Zapier) can be used

Data Sync: ensure client data, including contact info, service history and account details, can be synced between Microkey and Hubspot

Automation: Set up Hubspot workflows to automate data updates and ensure both systems reflect the latest information

Utilize Hubspot's automation capabilities to create workflows that update data across platforms based on triggers (e.g. new contact creation, deal stage changes).

Example Workflow Scenarios



Sales Activity with WeSuite

- The sales team tracks proposals and activities in WeSuite.
- This data is synchronized with HubSpot, allowing the marketing team to create targeted campaigns based on sales activity.

Contact Creation with Popl

- An employee meets a potential client and uses Popl to scan their business card.
- The contact information is automatically created in HubSpot.

Data Sync with MicroKey

- The new contact in HubSpot triggers a workflow to update the client information in MicroKey.
- Any updates made in MicroKey are reflected back in HubSpot through the bidirectional sync.

Marketing Automation in HubSpot

- HubSpot automates follow-up emails and marketing campaigns based on the data from MicroKey and WeSuite.
- Performance metrics from these campaigns are fed back into WeSuite to adjust sales strategies.

Sales & Marketing Platform Ecosystem

