

# Simplify operations and drive

# Sales & Marketing efficiency



## for a global Cybersecurity Company

### The Challenge:

Our EU-based Client is a global cyber security software solutions provider. They approached us to assist them in realising cost savings and simplifying their operations, and gaining operational efficiencies. The priority was to align their business processes with their existing Hubspot CRM capabilities.

### The Results:

- 23% reduction in Customer Acquisition Costs
- 12% increase in pipeline transactions across the same resource base
- Media spend ROI increased by 180%
- Net New Revenue increased by 20% with no incremental marketing spend

### The BBA approach:

**Needs Assessment:** We conducted a thorough needs assessment to understand their existing processes, pain points and goals. We identified areas where Hubspot could bring the most value, such as lead generation, lead nurturing, customer relationship management and sales pipeline management.

**Process Mapping:** Our Hubspot implementation team mapped out the client's existing processes and identified areas of improvement. We analysed each step of their marketing and sales funnels, from lead acquisition to customer retention.

**Customisation and Integration:** Based on the process mapping, we customised Hubspot where necessary to align with their business needs. We helped them integrate Hubspot with their existing systems, such as their website, CRM and email marketing tools, to ensure a seamless flow of data and information across platforms.

**Training and Onboarding.** To ensure successful adoption of the adjusted processes, we provided comprehensive training and onboarding sessions for their sales and marketing teams. We educated employees on using Hubspot effectively, emphasising the benefits it would bring to their daily workflows and overall productivity.

We established a culture of continuous improvement, regularly reviewing and refining adjusted processes using employee and stakeholder feedback to optimise the use of Hubspot and drive ongoing success. The adjusted processes enabled our client to capture, qualify and nurture leads more efficiently. We implemented automated lead scoring and nurturing campaigns, which resulted in improved lead quality and higher conversion rates.

