

We Optimize HubSpot For Your Organization

Overcome your toughest sales, marketing, data, and service challenges with a tailored approach from a full-stack HubSpot agency.





Agenda

Who We Are	3
What We Do	4
HubSpot Web Design & Development	5
Marketing Services	9
Custom HubSpot Integrations	15
HubSpot Training & Onboarding	18
Why Us?	23



Who We Are

We are a HubSpot Elite agency solutions partner. Our team of highly-technical, innovative thinkers will ensure your success through insightful HubSpot onboarding, robust marketing strategies, functional website design and development, and expert-level CRM integrations. We'll provide you with the knowledge and tools to grow your business and become an extension of your team in the process.



What We Do

As a full-stack HubSpot agency, we support every aspect of your digital presence. This includes CRM-powered websites that are optimized for sales and marketing, marketing strategies to boost lead generation and conversion, and custom HubSpot integrations to align your marketing and sales teams with the technology they need to accelerate business growth. Because we are a HubSpot Elite partner, our teams can provide the necessary HubSpot onboarding and training so you too will become HubSpot pros. Our SyncSmart brand offers a vast library of HubSpot integrations to help your company keep its systems, data, and teams all on the same page. **Let us help you fill any gaps in expertise with our services.**



HubSpot Design & Development



Marketing Services



Custom & Packaged HubSpot Integrations



HubSpot Training & Onboarding



HubSpot Web Design & Development

We believe websites should not only look great, but be a CRM-powered tool to drive your sales and marketing processes forward. We use a data-driven approach to building your website strategy so you are left with a user-friendly, optimized site.



The web development team at Lynton is beyond exceptional.

They brought our designs to life and created a variety of customizable modules & templates for our variety of use cases.

Jenny Traster, Sr. Marketing Manager, Camunda



HubSpot Web Design & Development

- Wireframes
- Site-mapping
- Keyword and SEO strategy
- Responsive design
- Custom themes or pre-built HubSpot templates
- Development on CMS Hub or WordPress CMS
- HubSpot CMS memberships
- Custom Javascript
- HubDB capabilities
- API development
- Web-based integrations
- Geolocation capabilities
- Smart content and site personalization
- Payment workflows (HubSpot and DepositFix specifically)
- WordPress design and development



Your Options for Web

Retainers

For a partnership beyond design/development, we offer monthly, quarterly, or yearly retainers for specified web services or consulting.

Projects

We offer projects based on resources, timelines, and more for in-depth custom websites or total redesigns. Once your new site is up and running, you can purchase a support retainer for ongoing maintenance or website strategy.

Implementation Packages

If you need assistance with an Asset Marketplace theme, or help implementing different components on your site, our web implementation packages can help.



Marketing Services

We'll help you attract leads, nurture your contacts, and generate revenue with a digital marketing presence based on a tailored, results-driven strategy. We'll start by determining your buyer personas, understanding their customer journeys, and then determining tactics that support your overarching business goals.



The best agency I've ever worked with. I can't strongly enough recommend working with Lynton. Their technical prowess and beautiful design work are what stood out initially, but it has since gone well beyond those capabilities. Lynton is now running our social media campaigns, building email automations, and designing new ways to help us meet our goals. They are also very metric driven, so I'm able to quantitatively assess the success of our activities.

Peter Lazaroff, Chief Investment Officer, Plancorp



Marketing Services

Demand Generation	HubSpot Portal Optimization	Reporting
<ul style="list-style-type: none">• Buyer persona/ICP creation• Email lead nurturing• Paid advertising• Chatbots• Blogging and strategy• Social media• SMS	<ul style="list-style-type: none">• Audit of current processes• Marketing Hub strategy• Automation & workflows• Lifecycle stages• Lead management and routing• Sales sequences & sales support	<ul style="list-style-type: none">• Alignment of processes, people, and HubSpot usage• KPI reporting• Analysis on key finds• Attribution reporting



Marketing Services

Creative Content Creation	Marketing Strategy & Consulting	Search Engine Optimization & Marketing
<ul style="list-style-type: none">• Audit of current content• Ebooks• Guides• Checklists• Landing pages• Blogs• CTAs	<ul style="list-style-type: none">• Research• Custom strategy recommendations• Marketing integrations• Support on marketing efforts• Campaign strategy• ABM	<ul style="list-style-type: none">• Competitor analysis• Keyword strategy• CRO• On and off page website optimization



Your Options for Marketing

Retainers

Our marketing retainers are recurring monthly, quarterly, or yearly agreements for specified services or consistent consulting

Projects

We're here for you if you need help with a timed engagement, one-off campaign, or project

Implementation Packages

With our different packages, we'll help you implement different marketing efforts, such as design, content, strategy, development, portal updates, and more.



Custom HubSpot Integrations

If you have a cloud or on-premise system application you need to integrate with HubSpot, we can help build a tailor-made integration. That involves customizing anything from sync logic and field mappings to other development pieces. When your integration is running, you can benefit from better reporting capabilities, improved sales and marketing campaigns, and automation.



Instrumental In Our NetSuite & HubSpot Integration Lynton not only handled our marketing automation platform migration to HubSpot, but also our integration with our ERP/CRM NetSuite. The entire Lynton team was responsive, patient, thorough, transparent & knowledgeable. You could just feel that they care about our success. **I love working with them.**

Colin Graf, Metasource



Packaged Integrations by SyncSmart

Not looking for anything custom and simply want to get up and running quickly?

SyncSmart, our product brand, offers hassle-free, packaged HubSpot integrations. If NetSuite, Microsoft Dynamics, or ConnectWise is your CRM, we can provide a seamless, expert integration with your HubSpot platform to boost your sales and marketing productivity.

[SyncSmart](#) also offers other integrations, apps, and extensions.





HubSpot Training & Onboarding

After over a decade of HubSpot agency partnership, we know HubSpot's entire growth stack like the back of our hand. Whether it's Marketing, Sales, or Service Hub, we'll guide you through your specific software, explaining in detail how it operates and its full capabilities. We'll take the time to provide you with appropriate training, accommodating for time-zones and your communication preferences, so you can feel comfortable utilizing HubSpot on your own.



After completing our onboarding sessions,

our team feels confident managing our HubSpot environment.

Lucas George, Sr. Marketing Specialist, LFCU



HubSpot Training & Onboarding



**Professional
Setup & Training**



**Discovery, Consulting,
Optimization**



**HubSpot
Certified Team &
Consultants**



**Deep Syncing
Smart Logic & Custom
Development Options**



HubSpot Onboarding Packages

We have a Marketing, Sales, or Service Hub onboarding package that fits your company's needs and budget. Based on your HubSpot platform and tier and can take anywhere from 8 - 12 weeks.

If you need something custom, we can meet 1:1 to learn about your business, identify your goals, bring your data and assets into your portal, and implement and configure your account.



Why Us?

As a HubSpot Elite Solutions Partner Agency, we have helped over 500 companies take charge of their digital presence. Our entire team lives in HubSpot, working with the system daily and acquiring numerous certifications to assure expert guidance.

We stand out in the HubSpot marketplace due to our technical expertise, and ability to offer highly customized solutions because of it.

Innovation is in our DNA

We approach our partnerships differently than most, and have the chops to back it up. See what sets us apart.

- Detailed discovery and strategy process
- Dedicated points of contact
- White-labeling
- Expert HubSpot developers
- Experience in JavaScript, APIs, and more
- Scales and scoping help
- Extended team of experts in different fields



Over a Decade of HubSpot Partner Experience

As one of the earliest partner agencies to work with HubSpot in 2009, we've consistently produced client success.

As a **certified Elite Solutions Partner**, we pride ourselves on our deep and long-standing relationship with HubSpot. Whether it's offering direct feedback to their team or assuring you're optimizing the growth stack, our HubSpot relationship allows us to bring more value and insight to our clients to maximize your HubSpot experience.



Ready to get started?

Contact us at LyntonWeb.com | hello@lyntonweb.com

