

HubSpot Partner **Spotlight**

Education Sector

15 Aug 2024

Lupo Digital

www.lupodigital.com

Presents: CBD case Study



CBD College

www.cbdcollege.edu.au

100% Australian owned training organisation

www.cbdcollege.edu.au

Quality Leads

Leads to contacts

Website and integrations

Pain Points requiring a HubSpot solution

Contacts to customers



Customer Service



Upsell and cross-sell



Many options but which is the first solution?



CBD College

Surface issue

Simplify a highly complex tech stack and digital ecosystem into HubSpot.

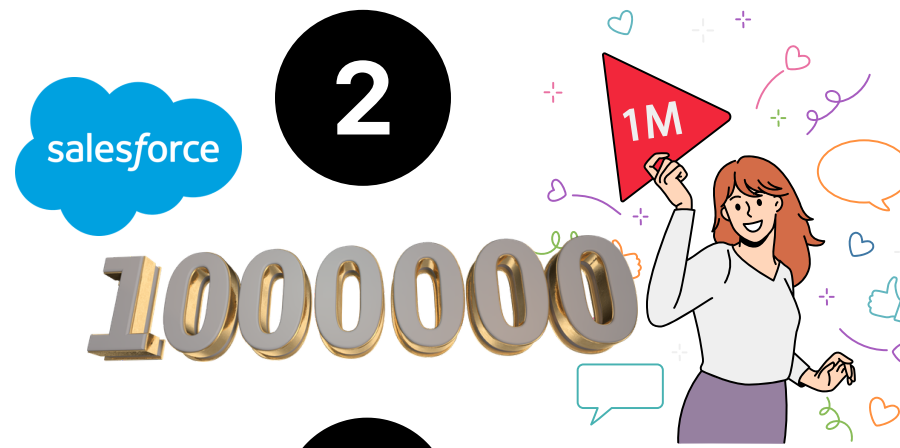
Simplify a highly complex tech stack and digital ecosystem into HubSpot.

Simple.... Really?

To do so requires

35 Websites
into 1 domain

6



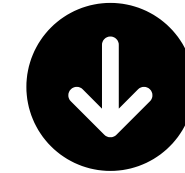
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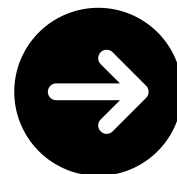
SMS Custom
integration



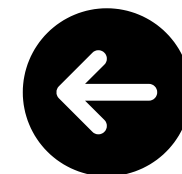
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HubSpot



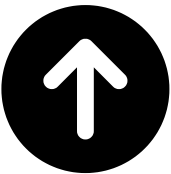
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Marketing
Campaigns

5

7



2x Custom
Objects



CBD College

BEFORE LUPO



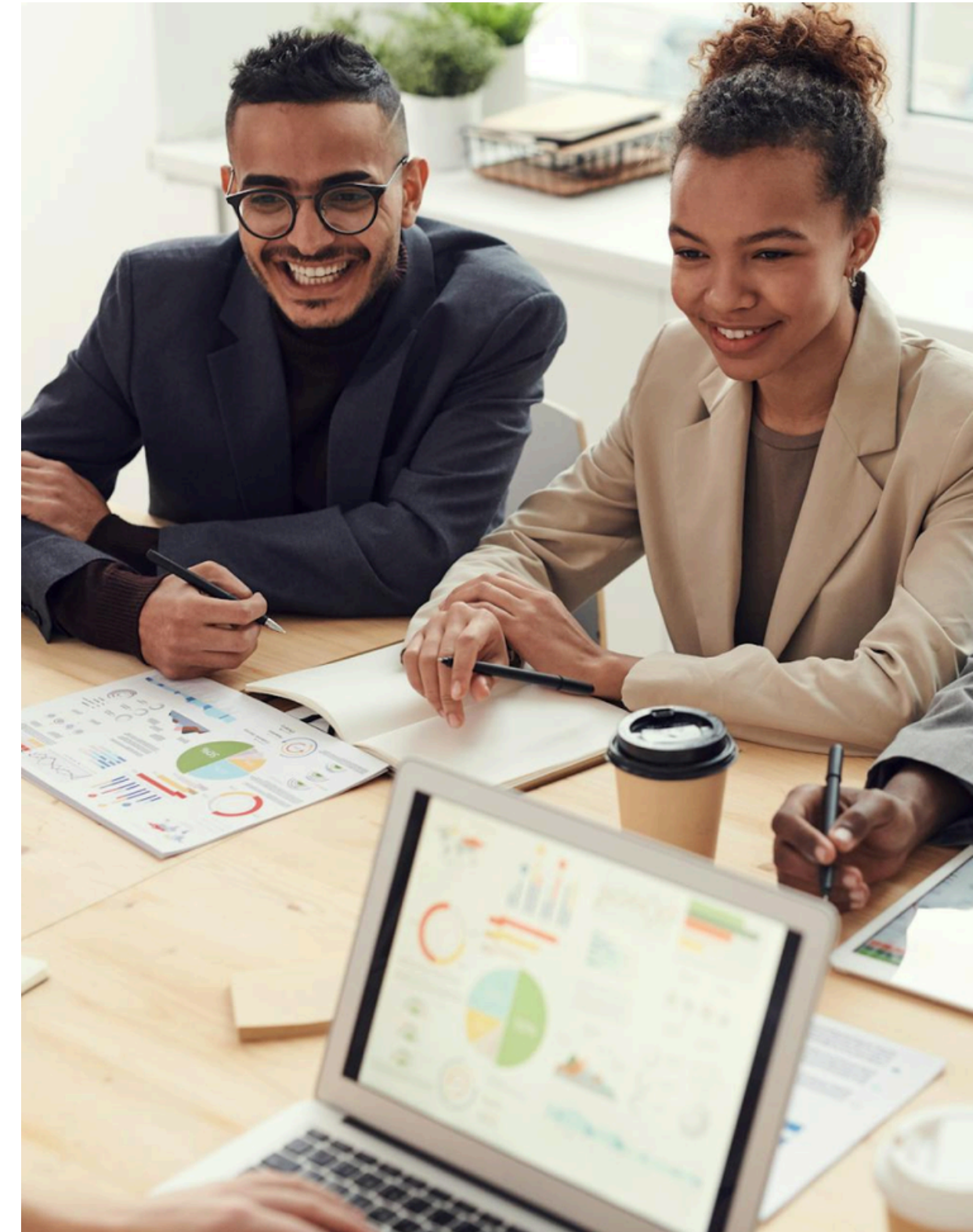
- **Salesforce** as **CRM**
- **1m records**
- **minimal marketing**
- **rudimentary ticketing system.**

Lupo Digital



CBD's primary goal and golden question **for Lupo**

How to move the needle without significantly increasing the media budget and disrupting their current customer journey and experience?



Full-stack onboarding and implementation including:



Marketing pro



Service pro



Sales enterprise



CMS pro



Integrations

- Integrate 1 million+ records with HubSpot
- Custom Student Management System (SMS) - Vasto integration (including custom objects)
- Native Xero and SMS integrations
- **Lupo Referral and Reward program** integration



VASTO



Lupo Digital
Referral Program

Lupo Digital's Referral Program

HubSpot

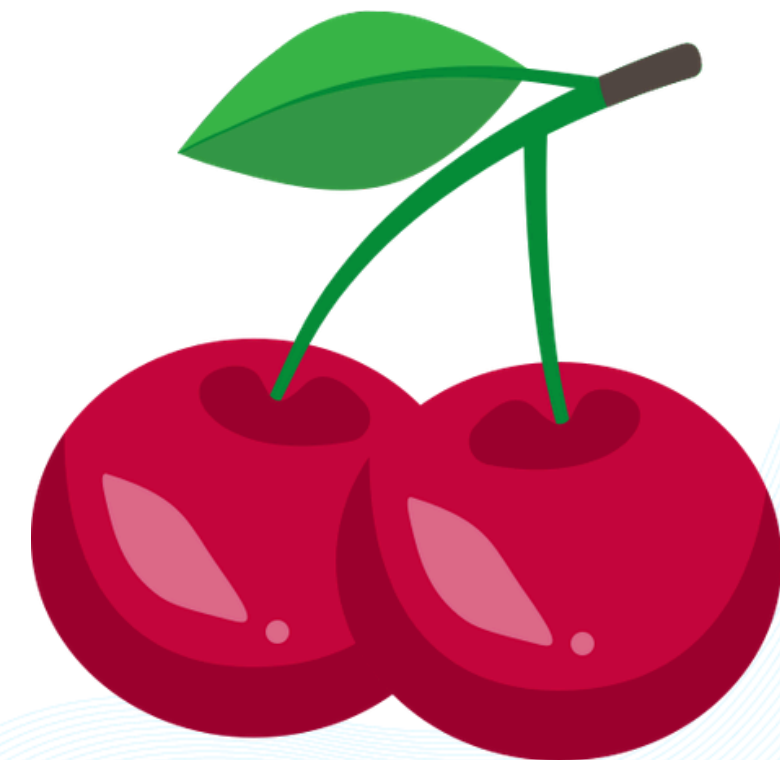
Google

Meta

We listened



**"without significantly
increasing their media budget"**



The golden question:

How to move the needle without spending more on Google or Meta
and without marketing to their database?



Unique Differentiator

Lupo's Referral Program



CBD College
Database



"We cant touch them right now..."

David (CEO of CBD College)

Lupo Referral Program

Product Demo

The Overall Implementation Timeline



First 90 days

Onboarding to Day Zero and Digital transformation, migration and custom data integration to HS



Second 90 days > Parallel over 0-180 Days



The Overall Implementation Timeline Continued



Third 90 Days

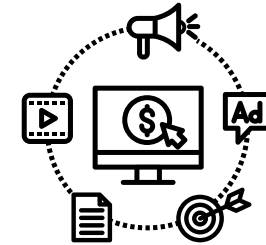
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35 Websites into 1 domain

5

Marketing Campaigns



4

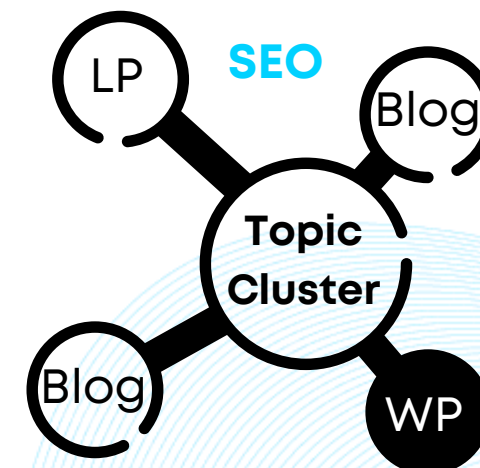
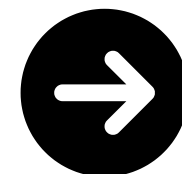


Fourth 90 Days

Referral and Rewards Program, SEO and additional next steps (current to date)



Lupo Digital
Referral Program



Summary and Conclusion



HubSpot

Service Hub®





Lets collaborate soonest to help more of your customers grow with HubSpot

Q & A

www.lupodigital.com

Lupo products aligned to HubSpot

→ HubSpot Onboarding and Custom Integration accreditations

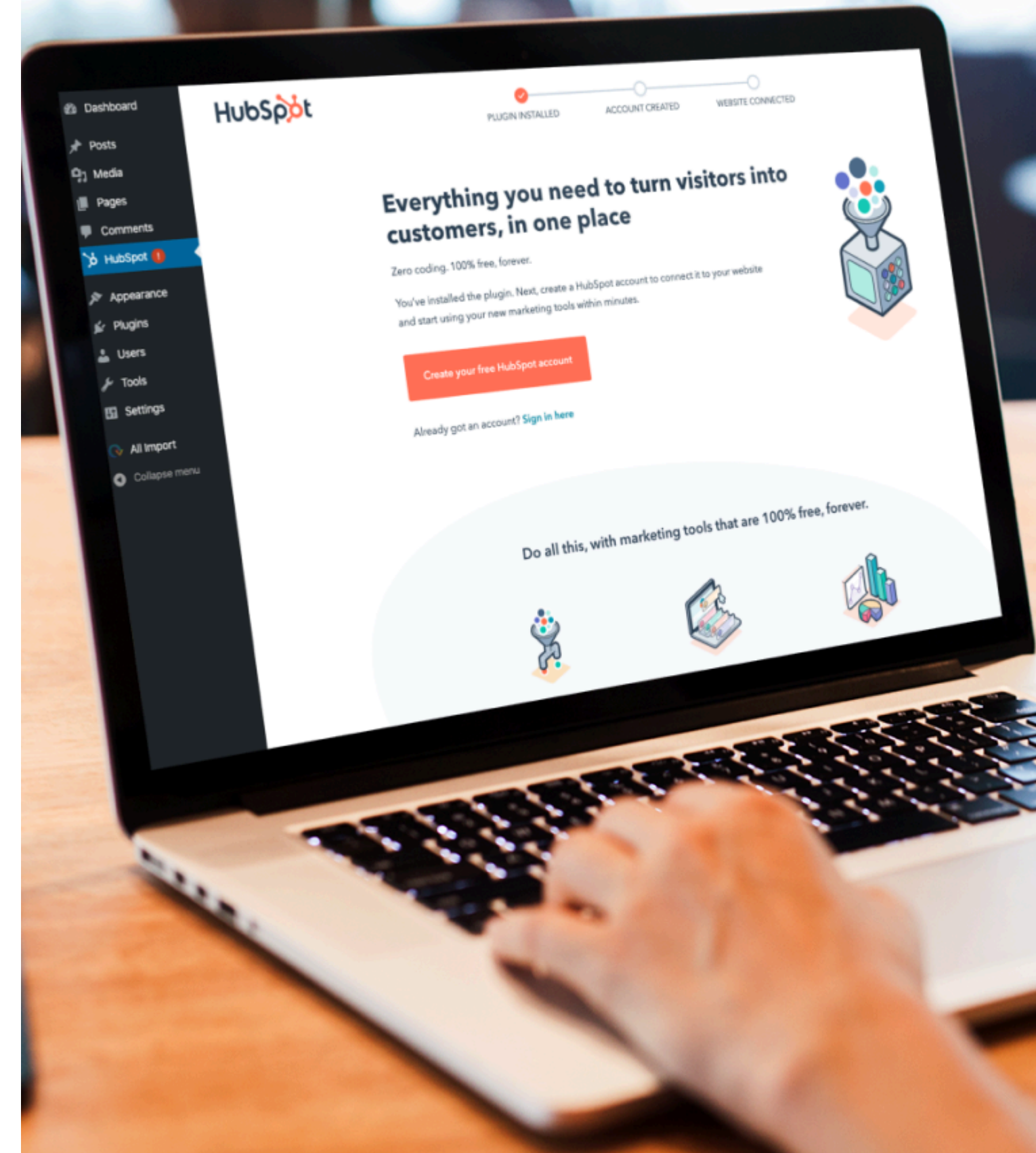


→ All Smart CRM and Hubs implementation across all Paid and social media, Conversion and CRO

→ Stealth HubSpot Sales Operating system and CRM Optimisation

→ HubSpot Website CMS and GDD and SEO

→ HS Accredited Training





Lupo Best Fit Customer Criteria

- Mid-market or enterprise organisation
- A fit for HubSpot Pro tools and higher.
- Initial best fit Industries
 - Education and Training
 - Financial & Insurance Services
 - Manufacturing and Distribution
 - Legal
 - Luxury and Leisure

The Result



HubSpot



Lupo Digital
Referral Program



Why Lupo?

Lupo Digital

HubSpot



**Lupo are HubSpot purists
and only offer Hubspot solutions.**

Lupo's Approach

Phased Approach

- 1 HubSpot Setup and Configuration, Campaign Strategy and Planning**
 - ensure the base on Hubspot is solid
- 2 Production: implement then amplify and promote core Content**
- 3 Launch Campaigns and long term ongoing training, support and maintenance in HubSpot.**

*** REMINDER ***



Lupo help business Cross platform, transform and transition into 2024 and beyond on HS smart CRM including AI.

Lupo are pioneering strategy in innovative creative ways to deliver repeat customers from the entire funnel, and beyond customers imaginations, powered by Lupo Strategy, HubSpot, AI and data.

Lupo Digital

Lets collaborate and help more of your customers grow with HubSpot



Glenn Miller



Michael Wolf

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