

YOUR GUIDE TO

The Oktopost and HubSpot Integration



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What is Oktopost?

Oktopost is the only social media management platform that is architected for B2B companies.

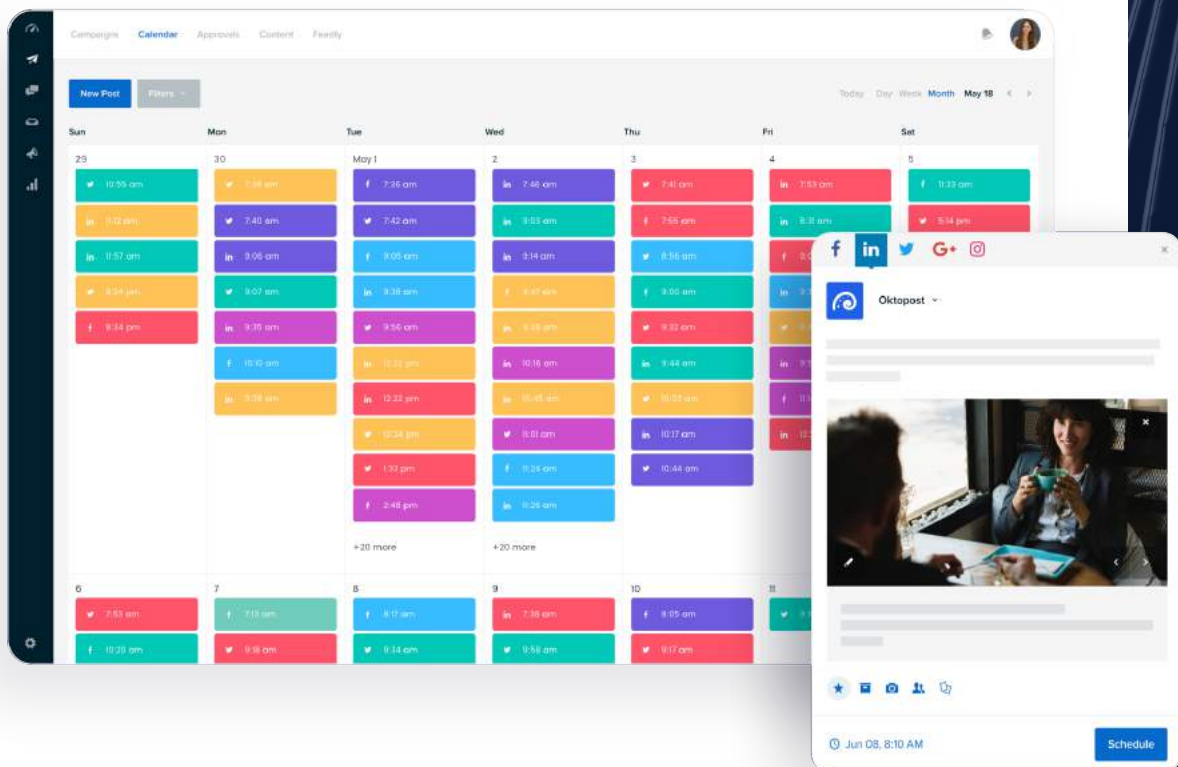
Oktopost offers two core solutions:

1. Social media management

Oktopost's sophisticated social media management tools enable B2B marketers to schedule large volumes of content, engage with audiences at scale, and measure the true impact of social media on the company's bottomline.

2. Social employee advocacy

Oktopost's employee advocacy solution empowers employees to amplify your social reach by arming them with simple tools to share company content across their personal social networks.



About the Oktopost-HubSpot Integration

Your leads are leaving “digital footprints”. They research their problem online, visit your website, and engage with your social content. As a B2B marketer, you must keep a pulse on every audience touchpoint to truly understand your leads’ top-of-mind interests, pain points, and intent.

That said, HubSpot’s Timeline Events only presents lead activity from three sources: website, email, and third party data from your CRM. In other words, data from social media is either incomplete or non-existent, causing major blind spots in your lead scoring, nurturing, and attribution models.

By integrating HubSpot with Oktopost, you can access social engagement data right within your Timeline Events. You can then leverage this data to build meaningful conversations with leads through highly-targeted HubSpot campaigns.

Any time a social activity is detected by a known contact, Oktopost will automatically push this to HubSpot’s Timeline Events. The supported activity types include:

- Oktopost Link Click
- Oktopost Comment
- Oktopost Like
- Oktopost Mention
- Oktopost Direct Message

35%

of prospects turn to social media to learn about your product or service well before speaking to a sales rep.

Marketo’s State of Engagement Report, 2018

HubSpot Uses Cases with Social Engagement

Build meaningful interactions with leads based on their social media activities.

1. Score Leads Based on Social Engagement

How a lead engages with your brand on social media determines their interest-level and sales-readiness. A lead may be extremely active on your social channels, but super inactive on your website.

With the Oktopost-HubSpot integration, you can prioritize leads' social media touchpoints in your scoring model. Using HubSpot's Manual Lead Scoring, you can associate any of Oktopost's social properties with positive or negative attributes.

For example, you can increase or decrease a lead's score based on the social network they engaged on (e.g. LinkedIn vs. Facebook) and the type of interaction (link click vs. direct message).

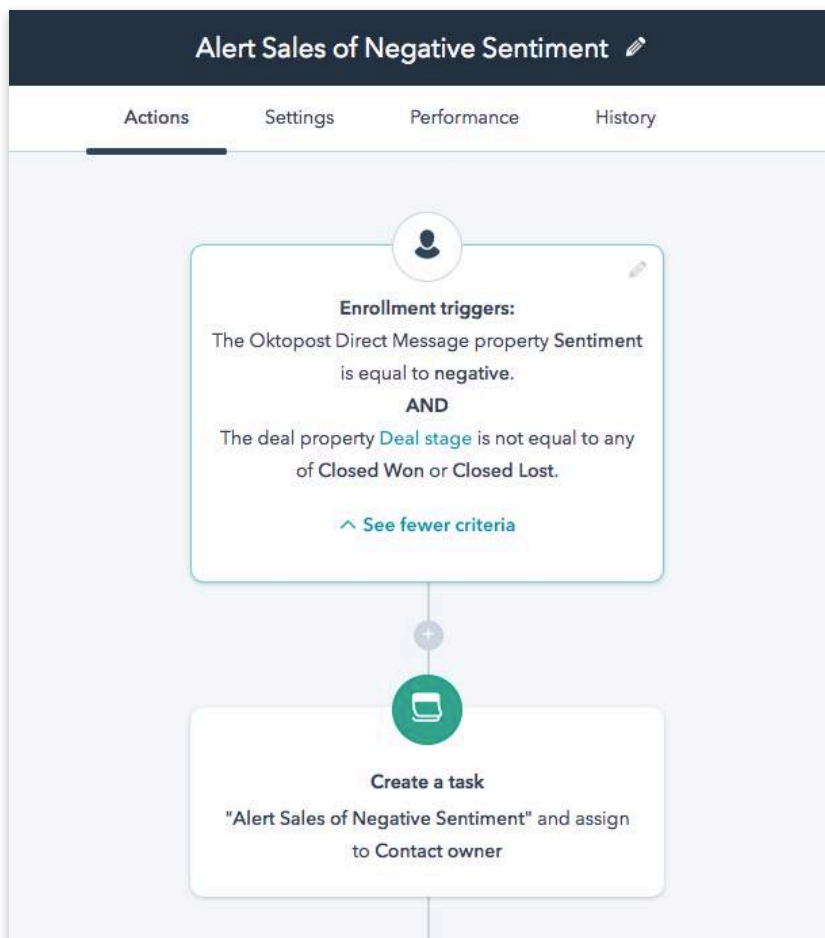
The screenshot displays the HubSpot 'Lead Scoring' interface. At the top, there are two tabs: 'Manual Lead Scoring' (selected) and 'Predictive Lead Scoring'. Below the tabs, there are 'Test contact' and 'Save' buttons. A lead card for 'Liad Guez' is shown with a 'Score: 1'. Below this, there are two columns: 'Positive Attributes' and 'Negative Attributes'. The 'Positive Attributes' column shows a rule: 'The Oktopost Link Click property Network is equal to Twitter.' with a score of 1. The 'Negative Attributes' column shows a rule: 'The Oktopost Comment property Sentiment is equal to negative.' with a score of -1. Both columns have 'Add new set' and 'Actions' buttons. At the bottom, there are two summary cards: one for 'Liad Guez meets these requirements' (green) and one for 'Liad Guez does not meet these requirements' (red).

2. Alert Sales Team of Negative Social Sentiment

In any B2B sales cycle, knowledge equals power. That's why, Inside Sales need to keep a constant pulse on prospects' activity across all channels. Arming Salespeople with the right data gives them vital information before they jump on a sales call.

The Oktopost-HubSpot integration puts social engagement data right in your salesperson's CRM so they can navigate a more personal conversation. Essentially, Oktopost analyzes a range of social activity types, including incoming messages, mentions, and comments, and categorizes them as either negative, positive, or neutral sentiment.

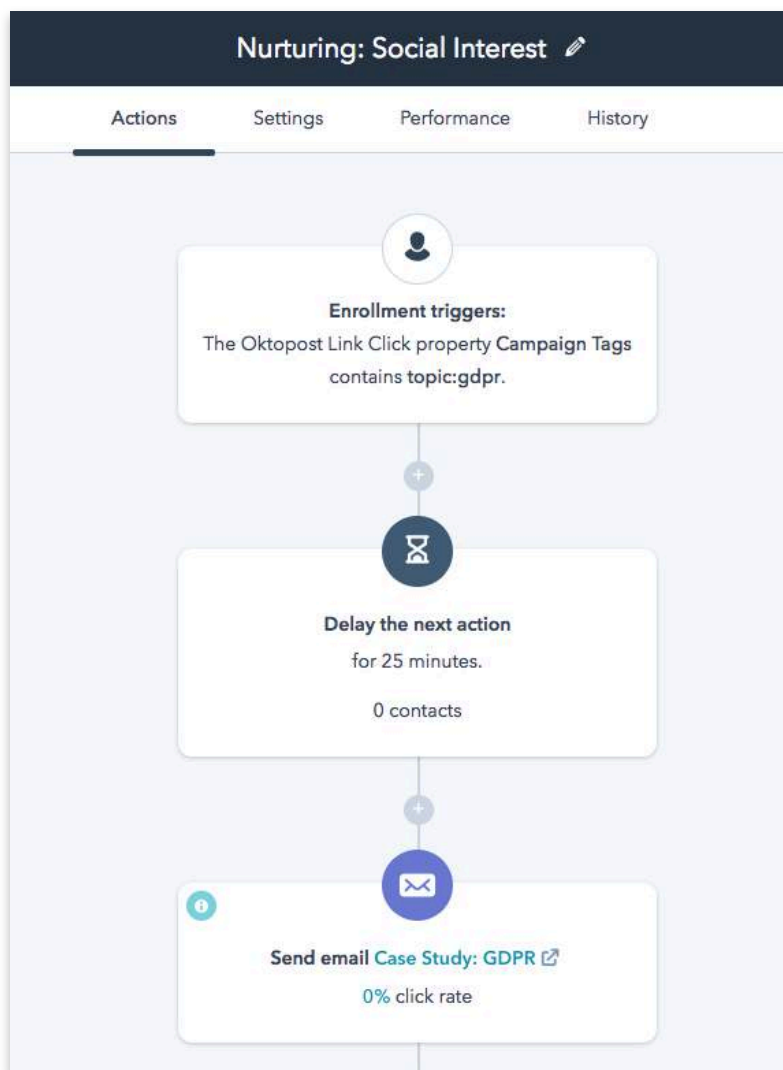
Using this information in HubSpot, you can create an automated workflow, which alerts the sales team – in real-time – of a prospect's negative social sentiment. This way, the sales rep can promptly follow-up with the prospect to turn a negative experience into a positive one.



3. Nurture Leads Based on Social Interests

Lead nurturing is all about building relationships through relevant content. But a poor lead nurturing can do quite the opposite. Without social engagement data, you're only nurturing leads based on first-known interest. This causes email fatigue and creates a negative experience for contacts, turning them away from your brand altogether.

Using social interest data in HubSpot, you can enroll leads in an email nurturing flow focused on content topics. For example, a lead clicks on a post about 'GDPR' receives a GDPR-related case study 25 minutes later. This strategy ensures you're always providing value to contacts and pushing them in the right direction.



What you Need to Get Started

Before setting up the integration, you need to be familiar with both HubSpot and Oktopost, and make sure you have the following items:

1. Admin access to Oktopost
2. Admin access to HubSpot
3. Installed HubSpot forms on your website or landing pages
4. [Connected social profiles](#) on Oktopost
5. A [CNAME](#) set up in Oktopost
6. [Oktopost conversion tracking](#) installed on your website or landing pages

“Here at Optimove, we thrive on data, and always look to integrate all available data points across our technology stack. With Oktopost, we can capture relevant activity on various social networks and leverage it for lead scoring and for better context when communicating with our leads.”



Amit Bivas

Head of Marketing at Optimove

How to Set Up the Integration

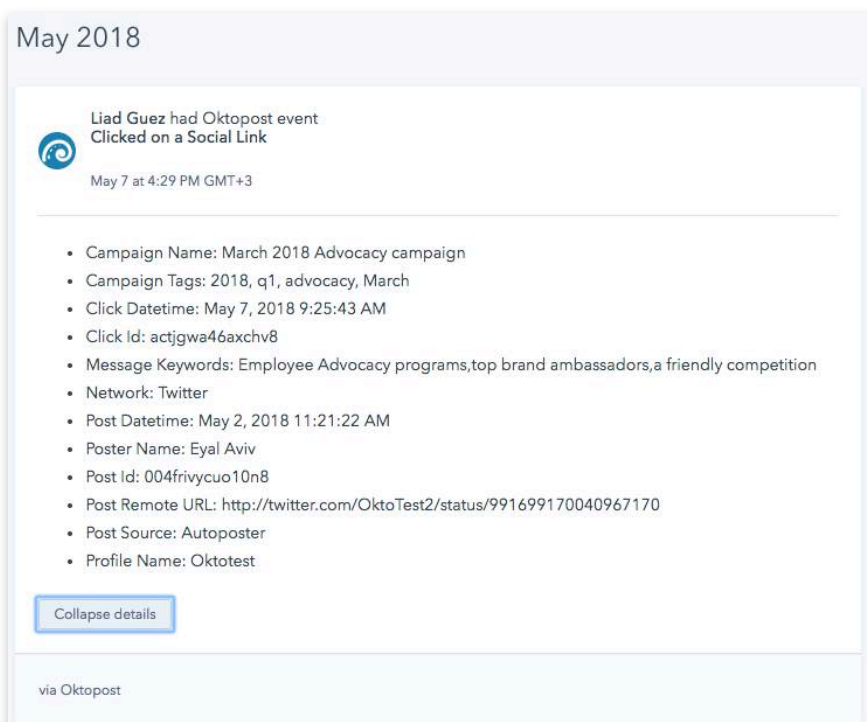
Head over to the [Integrations](#) tab in your Oktopost account, click on Add Integration and choose HubSpot from the list. This will redirect you to HubSpot for authorization. Once you've completed the authorization process, you will be redirected back to Oktopost to configure the integration settings.

1. Sync Timeline Events


By turning this option ON, Oktopost will automatically send Timeline Events to HubSpot whenever it detects a social activity by a known contact. The supported activity types include:

- Oktopost Link Click
- Oktopost Comment
- Oktopost Like
- Oktopost Mention
- Oktopost Direct Message

Each timeline event will contain [detailed information and analysis](#) about the activity, allowing to score and nurture based on social activities.



May 2018

 Liad Guez had Oktopost event
Clicked on a Social Link

May 7 at 4:29 PM GMT+3

- Campaign Name: March 2018 Advocacy campaign
- Campaign Tags: 2018, q1, advocacy, March
- Click Datetime: May 7, 2018 9:25:43 AM
- Click Id: actjgwa46axchv8
- Message Keywords: Employee Advocacy programs,top brand ambassadors,a friendly competition
- Network: Twitter
- Post Datetime: May 2, 2018 11:21:22 AM
- Poster Name: Eyal Aviv
- Post Id: 004frivycuo10n8
- Post Remote URL: <http://twitter.com/OktoTest2/status/991699170040967170>
- Post Source: Autoposter
- Profile Name: Oktotest

[Collapse details](#)

via Oktopost

2. Track social clicks

By turning this option ON, the HubSpot website tracking code will be triggered whenever someone [clicks on a shared okt.to link](#). HubSpot will treat it as a web page visit and allow you to create reports, campaigns, and programs based on the redirect URL, containing details about the link and post that were clicked on.

For example: `http://ok.domain.com/social/Twitter/My-Campaign-Name/Oktopost/blog,short/ui/uWy9DY?utm_campaign=My-Campaign-Name&utm_term=blog,short&utm_medium=Social&utm_source=Twitter`

Please note that in order to use this option you will need to [set up a CNAME first](#), and retrieve your [HubSpot Account ID](#). For more information about the redirect link structure please read [the following article](#).

Troubleshooting

If you have any questions or issues, please feel free to contact our support at tickets@oktopost.com or call us on: +1 (646) 559-6157