MÖVE MARKETING

Digital Team Offerings

Our approach involves employing **data-driven solutions** like lead nurturing campaigns, meticulous analytics reporting, streamlined database organization, and precision-focused audience segmentation to effectively **facilitate marketing automation success**, accurately target all intended audiences, and drive best-fit qualified leads.

The Möve Marketing team is ready to help you crush your marketing goals.

Start Your Marketing Engine

www.move-mktg.com

HubSpot Excellence

CRM Management	Database Hygiene	MarTech Customizations	HubSpot Audit & Optimizations	Marketing Automation Mechanics Set Up	HubSpot Lead Lifecycle Architecture	Integrations
Import records	Maintain file, list, workflow, & form organization	Craft custom properties	Complete CRM set up	Recommend workflow enrollment criteria	Design the flow of information between Sales and Marketing	Troubleshooting sync errors or issues
Upload files	Recommend unengaged contacts to purge	Define custom lifecycle stages	Domain(s) set up	Design workflows for lead nurturing	Construct lead hand off process	Data mapping assistance as needed
Set branding	Manage marketing vs non-marketing contacts	Define custom lead statuses	Audit CRM properties	Craft workflows to set contacts as MQLs and notify relevant users	Provide guidance on lead disposition	Set up new integrations for sales enablement
Create subscription types	Segment contacts with marketing email bounces & unsubscribes	Craft custom templates	Create marketing email templates	Build automations to set properties, add contacts to lists, notify client team as needed	Provide guidance on denoting lead quality	
Create and assign user roles	Manage all contact, company, and deal properties	Strategic utilization of personalization tokens in content	Create standard forms		Craft custom properties, as needed	
Craft dynamic lists		A/B testing	Organize files, lists, workflows, & forms into folders			

Marketing Operations

Marketing Ops	Sales Enablement	Enhanced Marketing & Sales Alignment	Webinars	Internal Operational Automations	White Glove Support & Training
Ensure legal compliance for all outreach	Teach sales team members how to utilize HubSpot for sales excellence (calendar integration, sequences)	Craft automation to route MQLs to reps based on territory, assignments, interest, division, etc.	Craft gated registration landing page	Craft workflows to set property values	Client training sessions across the organization (Sales, Marketing, CS)
End-to-end reporting	Build sales email templates, as needed	Craft automation to notify reps and provide guidance on MQL care	Craft dynamic attendee, and non-attendee lists	Craft workflows to assign contact / company owners as needed	Strategic guidance on new initiatives that the client company may need support on
Infusing best practices in database management	Assist with outreach best practices	Assist with crafting an SLA for MQL follow-up	Build promotional and follow-up emails	Build automation to manage lifecycle stages & deal stages	Onboarding new team members at client company as needed
Document lead lifecycle	Subject line (A/B testing) support		Sync registration form and assign points within the lead scoring model		
Work with other internal teams at client company to deliver solutions			Build landing page to download recording post-webinar		

Website Consulting & Tactical Support

Blog Implementation & Optimization	Lead Capture Forms	Conversion Rate Optimization	Website Best Practice Advisory Services	Resource Management & Support
Design blog listing page templates	Craft standard lead capture forms like Content download, Contact us, Webinar registration, Webinar download forms based on best practices	Quarterly dashboard reporting summaries	URL creation	Troubleshoot custom modules
Design blog article template	Provide strategic guidance on hidden fields and required fields	Lead scoring model updates	Landing page SEO optimization	Manage all assets and files
Reporting on blog engagement	Craft custom forms and custom form fields, as needed	A/B test tracking	Subdomain set up	Troubleshoot with HubSpot Support, as needed
		CTA placements	Connect DNS	
		Lead capture form placements	Implementation of HubSpot tracking code	

Targeted Inbound Campaign Development

Lead Scoring Model	Inbound Campaign Asset Design	Audience Segmentation	Lead Nurture Campaign Implementations	Social Media Management	Dashboards & Reporting
Build model based on contact demographic characteristics and behavioral actions as well as negative attributes	Landing page design and construction	Build dynamic lists based on buyer personas, target accounts, unique verticals, etc.	Nurture email campaign construction including A/B subject line testing	Integrate social accounts in HubSpot	Standard client dashboard build out and maintenance including Social Media, Content, Marketing, and Sales dashboards, as needed
Implementation within HubSpot	Form creation and placement	Tailor campaign logic to each target database segment	Workflow build outs, logic testing, and implementations	Reporting on social engagement	Quarterly dashboard reviews
Craft dynamic lead scoring lists	Redirects to Thank You pages, as needed	Ensure enrollment criteria within automated campaigns is reflective of targets	Maintenance and continued refinements	Attribution reporting in terms of social influence on MQL generation	Troubleshoot on an ad-hoc basis for a data-specific answer or measurement
Make recommended adjustments quarterly	SEO settings optimized				