HubSpot Al Tools Continuing the conversation

Appleton HubSpot User Group (HUG) | March 28, 2024

PRESENTED BY MEMBERS OF THE WEIDERT GROUP AI TEAM

WELCOME & AGENDA

Eric Severstad creative director



Kelly Wilhelme DIRECTOR OF MARKETING



NEW & NOTEWORTHY Al updates in 2024 so far (HubSpot & beyond)

HUBSPOT BLOG GENERATOR Ideas, outlines, rough drafts, and support

Matt Popham HUBSPOT SPECIALIST

Rick Kranz



REPORTING FEATURES Leads from campaigns

CHATSPOT & MORE Sales outreach, emails



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HUBSPOT & BEYOND STATE OF AI

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Recent Al News

AI REBRANDING

- Bing \rightarrow Copilot
- Bard \rightarrow Gemini

AI TOOL UPDATES

- Claude 3
- **OpenAl Custom GPTs** ۲
- OpenAI ChatGPT Team \bullet
- **OpenAl ChatGPT 5** ۲ (just around the corner)

ON TECH: A L NEWSLETTER How Should I Use A.I. Chatbots Like Can ChatGPT be a doctor? ChatGPT? Asia Martin Apr 10, 2023, 3:48 AM Large language models are already good at a wide variety of tasks. ChatGPT: Your AI-Powered FORBES > INNOVATION Cryptocurrency Resource How Generative AI And How ChatGPT is changing the job **ChatGPT Are Shaping The** Siamak Masnavi 🕐 🕞 hiring process, from the HR **Contact Center** department to coders Muddu Sudhakar Forbes Councils Membe Torbes Technology Council OUNCIL POST | Membership (Fee-Based PUBLISHED SAT. APR 8 2023-10:00 AM EDT | UPDATED SAT. APR 8 2023-11:05 AM UNDEFINED ED1 **The Industrial Economy Greets Generative AI With Open Arms** Kevin Travers, special to CNBC.com 0 y 0 = BY PYMNTS How to use ChatGPT to write code APRIL 7, 2023 REFAKING Can ChatGPT replace programmers? What programming Here's How To Use AI-Like languages does ChatGPT know? We answer these and your ChatGPT And Bard—For Everyday other generative AI coding questions. Tasks Like Creating A Budget, **Finding Airfare Or Planning Meals** A college student got a top grade for an essay written with the help of ChatGPT, report says Beatrice Nolan Apr 10, 2023, 4:00 AM (R) (f)

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HubSpot AI News



AI ASSISTANT

- Google Search Ads
- Social (on Desktop and Mobile)

SALES HUB TOOLS

- Call Summary and Transcript
- Playbook
- Email Generation
- Al Forecasting
- CLEARBIT BY HUBSPOT

HubSpot AI Roadmap

AI-powered Smart CRM					
AI Assistant Generative AI tools to supercharge marketing, sales, and service.	AI Assistant in Text Editors AI Content Recommendations AI Powered Image Generation	 Content remix to ads + social Generate campaign + social copy Generate marketing + sales emails 	AI Assisted Report Creation AI Powered Content Ideas AI Knowledge base Article Editing		
AI Agents AI powered software that can autonomously create and execute a plan based on a higher order goal.	• AI Chatbot (available in Servi AI-driven chatbots that respond to in				
AI Insights	• AI Conversation Summaries	Automation Cleanup	Action Item Identification		
Predictive AI features for better analysis and recommendations.	AI Sales Email Summaries	AI Sales Forecasts	Automatic CRM Associations		
	• AI Driven Call Summaries	• AI Sales Talking Points	Call Speaker Identification		
ChatSpot	Accelerated Sales Prospecting Integrated Content Generation	 Deep Company Insights SEO Analysis 	HubSpot CRM Integration		

HUBSPOT BLOG POST GENERATOR



Blog Generator

WHAT IT DOES

- Ideate
- Keywords
- Outline
- Initial draft
- Meta description \bullet
- Social posts \bullet

RESOURCES TO LEARN MORE

- + <u>Al Blog Writer</u>
- + Meta Description Generator
- + Social Post Generator

7 Try the refreshed navigation	BETA.		ၞUpgrade 🥸 🛱 🌮 🐡 🌶	📮 🧶 wg hi
Contacts - Conversations - Mark	ceting 🗸 Sales 🗸 Commerce 🗸 Service	\sim Automation \sim Reporting \sim	Searc	ch HubSpot
Blog posts *			Generate blog post	Analyze +
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	Blog topic or idea * 😝		rour blog post is about Igive you titles to choose from.	
	Country of target audience *	9		
	United States			
	Blog *			
	Biglytics Blog (English - Ur	ited States)		

Blog Generator Demo

- **1.** Give me a blog outline to promote an event
- 2. Generate blog based on the outline
- 3. Generate meta description based on the blog draft
- 4. Generate social posts promoting the blog article

HUBSPOT AI REPORTING

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AI Reporting

WHAT IT DOES

You can use artificial intelligence (AI) to help create custom single object reports.

STATUS

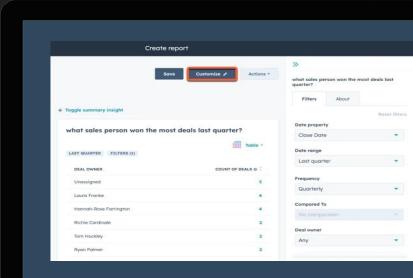
Public Beta

HUB(s) REQUIRED TO USE

Marketing Hub Professional, Enterprise Sales Hub Professional, Enterprise Service Hub Professional, Enterprise Operations Hub Professional, Enterprise CMS Hub Professional, Enterprise

RESOURCES TO LEARN MORE

- + Sign up in the product updates area
 - Create reports using AI (BETA)





Al Reporting - Prompt

What content drove the most revenue for my business?

HUBSPOT SALES EMAIL AI

Comparing 3 Methods



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Email Al

COMPARISON

- + HubSpot Email Tool
- + ChatSpot

+ GPT 4

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/ Compose		Generate content	× 1-50 of 2.3	
☐ Inbox 851 ☆ Starred	Primary	Email type *	e: WGIMKT SME Video Production Rick HS Prospecting Works	
		Introduction email	team at Connolly would be open to exploring? Brian HubSpo	
▷ Sent Drafts 5		What are you selling? * Ex: Sales software that increases rep productivity and drives revenue	ons - think of as an extended high skilled data engineering te	
		EX. Sulles software that increases rep productivity and arrives revenue.	de Martina de La construcción de la ge	
Labels +		Ex: Mary Doe, the Chief Sales Officer of Acme, Inc.		
		In a few words describe what you want to communicate in this email	es 🗇 Meetings 🗔 Tasks 🗄 Sequences Mare - 🕅 Log 0/1	
		Describe why you [®] product is a great fit for the prospect and include any benefits. Mention any personal connections or points you want to make.	n email for me	
		Select the tone of your email	Rick Kranz	
		Professional Helpful Witty Formal Optimistic	DIRECTOR OF REVENUE OPERATIONS P: 516.404.4136 A: 1107 E. South River St., Appleton, WI 54915	
		Please avoid sharing any sensitive information in your prompts. To improve the product, HubSpot logs and stores your prompts, generated language, and usage metrics when you use HubSpot A1 content	W: <u>www.weidert.com</u> E: <u>rkranz@weidert.com</u>	
		assistant. HubSpat shares your prompts with OpenAI in order to enable your use of this tool and OpenAI will store your prompts for content maderation purposes. Your prompts will be attributable to you. By		
		using this tool in beta, you agree to comply with HubSpot's Beta Terms (2) as well as OpenAI's Usage Policies (2) , Content Policy (2) , and Sharing & Publication Policy (2) .		
		Generate		
		Boca Bearings Change to Projections - The following change to Projections has been made: Email addre		



ADDITIONAL

RESOURCE LIBRARY:

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ARTIFICIAL Intelligence

Everything is Changing (and Change is Good)

"Al won't replace people. But, people who use Al will replace those who do not."

- Paul Roetzer, Founder, Marketing Al Institute

Paul Roetzer has been studying artificial intelligence for decades AND has owned an inbound marketing agency, so we pay attention when he shares wisdom. In this case, that wisdom can be applied to individuals, marketers, salespeople, companies — even entire industries.

There's no doubt: Al can accelerate productivity and boost results so much that those who hesitate to adopt it are quickly left behind... possibly forever.

Yet AI can feel like a complicated, intimidating, ever-changing whirlwind. It's too much for any individual to get their arms around and use effectively. So, we're sharing what we know with you in this AI Resource Library for

https://www.weidert.com/ai-marketing-sales-resources



No one has all the AI answers. But here's some help.

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QUESTIONS?

NEXT HUG: Thursday, June 6 at Noon

10 Ways to Find & Fix the Leaks to Power Up Sales with AI & Automation! Rick Kranz