HubSpot AI Tools

CONTINUING THE CONVERSATION

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

PRESENTED BY MEMBERS OF THE WEIDERT GROUP AI TEAM

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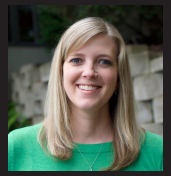
WELCOME & AGENDA

Eric Severstad
CREATIVE DIRECTOR

→ **NEW & NOTEWORTHY**
AI updates in 2024 so far (HubSpot & beyond)

Kelly Wilhelme
DIRECTOR OF MARKETING

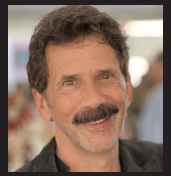


→ **HUBSPOT BLOG GENERATOR**
Ideas, outlines, rough drafts, and support

Matt Popham
HUBSPOT SPECIALIST

→ **REPORTING FEATURES**
Leads from campaigns

Rick Kranz
DIRECTOR OF REVOPS



→ **CHATSPOT & MORE**
Sales outreach, emails

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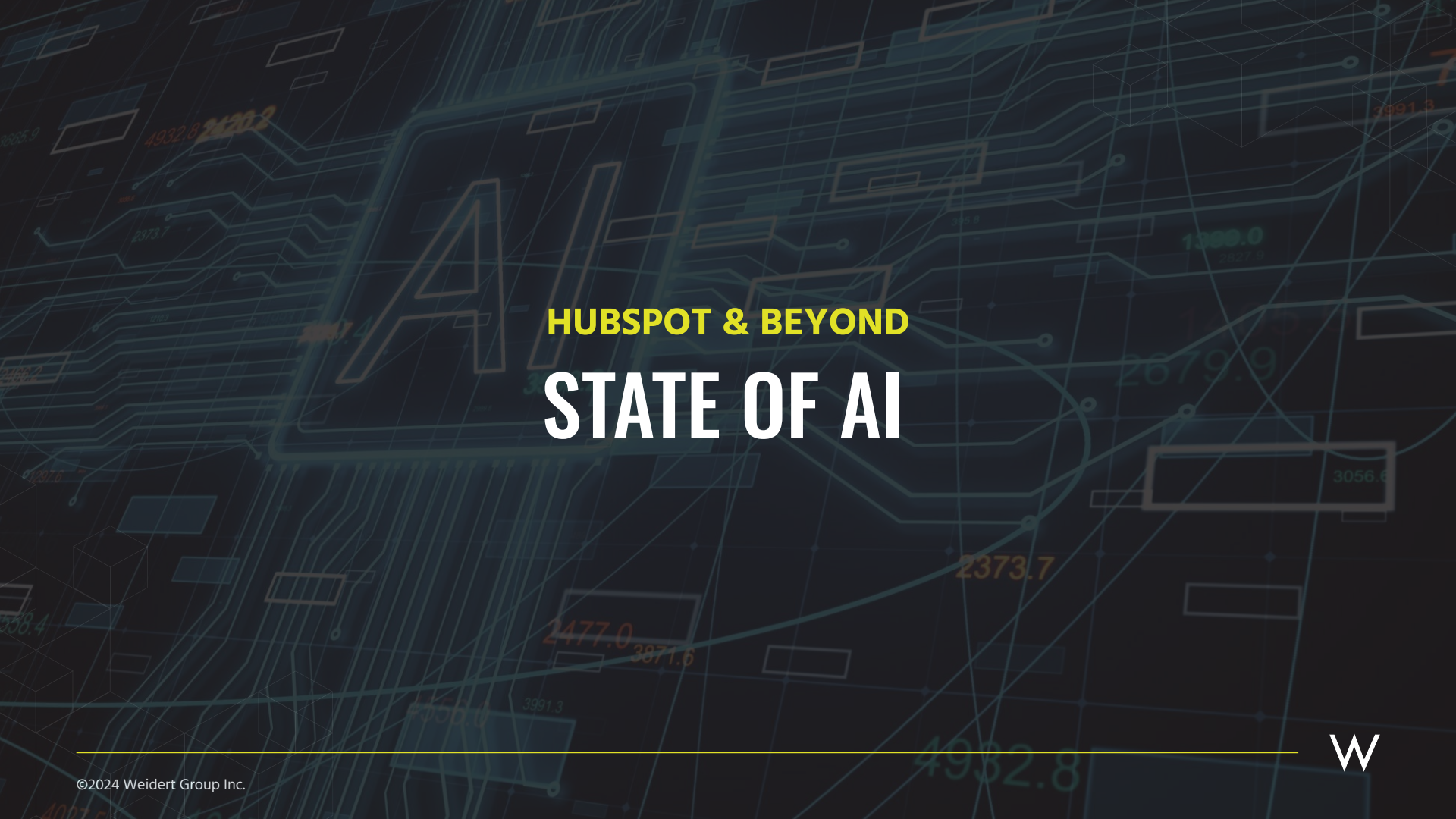

HUBSPOT & BEYOND

STATE OF AI

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Recent AI News

AI REBRANDING

- Bing → Copilot
- Bard → Gemini

AI TOOL UPDATES

- Claude 3
- OpenAI Custom GPTs
- OpenAI ChatGPT Team
- OpenAI ChatGPT 5
  (just around the corner)

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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
- AI Forecasting

CLEARBIT BY HUBSPOT

CHATSPOT

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HUBSPOT

BLOG POST GENERATOR

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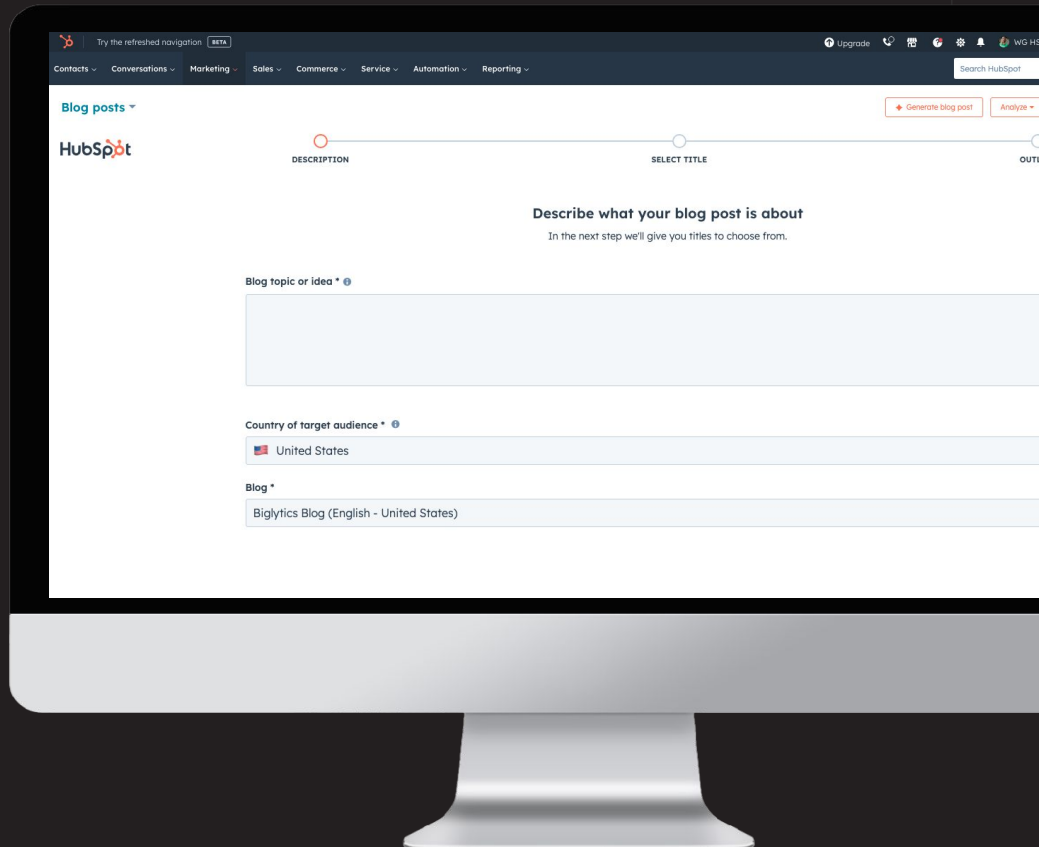
Blog Generator

WHAT IT DOES

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

RESOURCES TO LEARN MORE

+ AI Blog Writer
+ Meta Description Generator
+ Social Post Generator



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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

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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

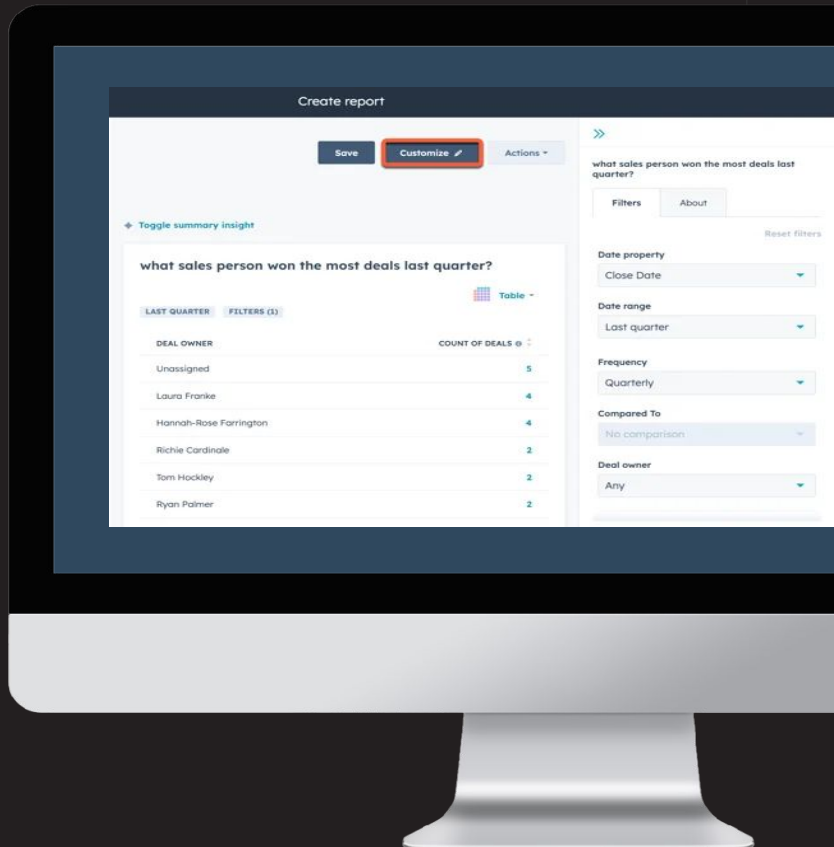
Public Beta

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)



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AI Reporting - Prompt

What content drove the most revenue for my business?

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HUBSPOT

SALES EMAIL AI

Comparing 3 Methods

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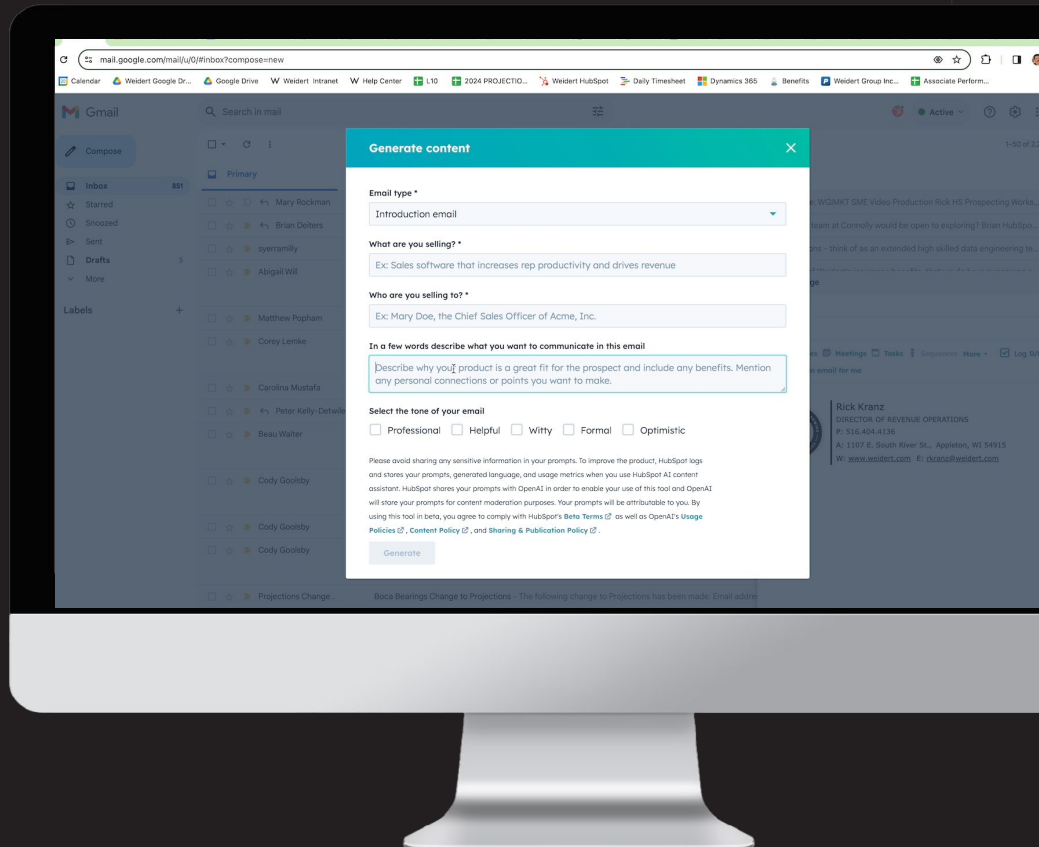
Email AI

COMPARISON

+ HubSpot Email Tool
+ ChatSpot
+ GPT 4



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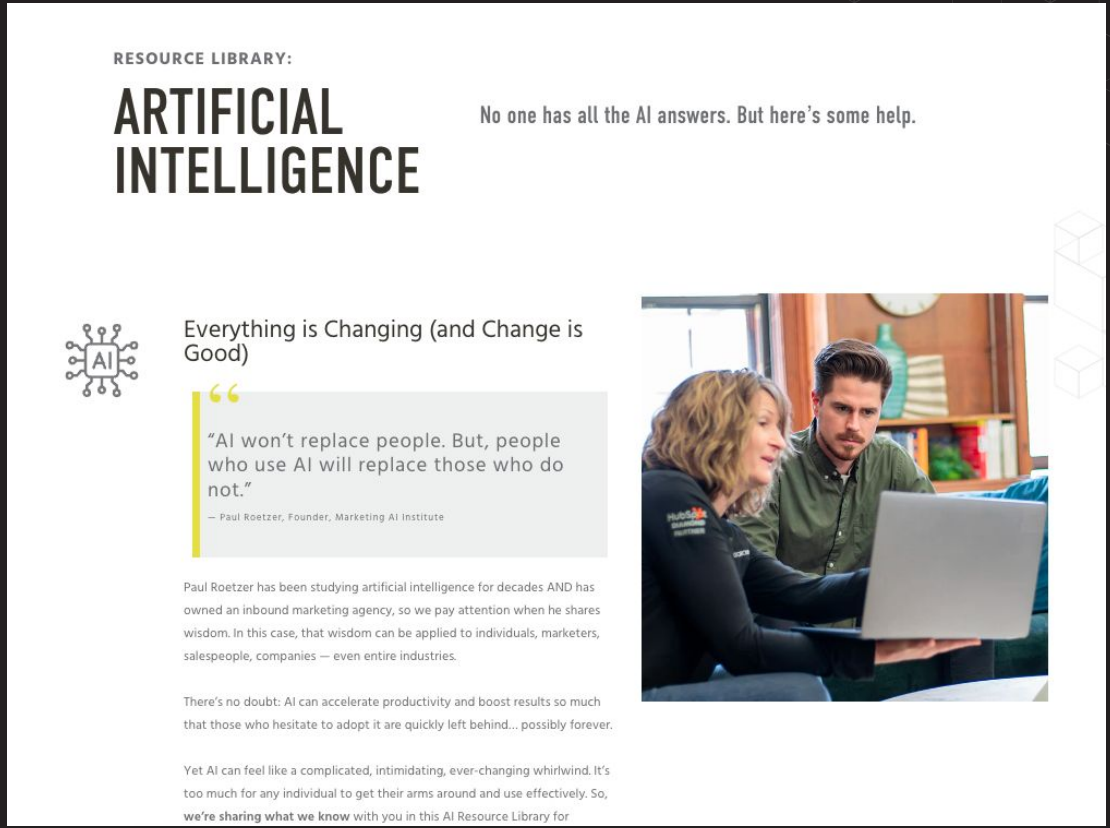
ADDITIONAL

RESOURCES



RESOURCE LIBRARY:

ARTIFICIAL INTELLIGENCE

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

Everything is Changing (and Change is Good)

> "AI won't replace people. But, people who use AI will replace those who do not."
>
> — Paul Roetzer, Founder, Marketing AI 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: AI 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

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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

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