Workshop

Ads

HubSpot
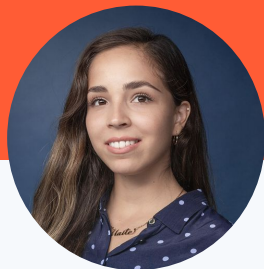
Meet the Speakers

Maite González del Castillo
(she/her)

**Customer Success Manager
Iberia CST**

At HubSpot since Jan 2021
Love baking, handcrafts and
food of course :)

Laura-Christine Schmidt
(she/her)

**Customer Success Manager
DACH CST**

At HubSpot since
November 2021. Passionate
about exploring the Berlin
food culture.

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Today's Agenda

Ads Management & Audiences

Conversion events

Reporting

Q&A

Ads Management

See which ads are turning visitors into customers

Your all-in-one place to manage all your Facebook, Instagram, LinkedIn, and Google ad campaigns.

- Tie ad spend directly to company revenue.
- See who is interacting with each ad.
- Re-engage with existing contacts.
- Align advertising with the rest of your marketing.

Once you connect an account, you may be eligible for $500 USD in ad credits. Learn more about the LinkedIn Offer ⬈ and Google Offer ⬈

Connect accounts   See a quick demo

Create ad account

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- **Connecting your Ad accounts**

Ads Management

- **Connecting your Ad accounts**

- **Creating Ads**

Hub**S**p**o**t

Ads Management

- **Connecting your Ad accounts**

- **Creating Ads**

- **Build audiences**

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Conversion Events

- **Create and sync conversion events**
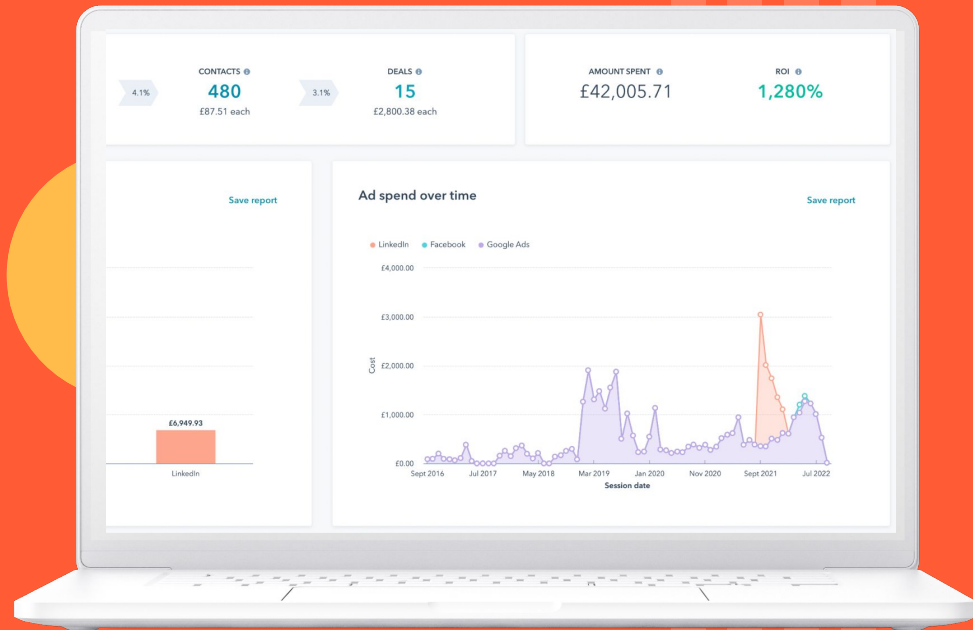
Reporting

- **Platform Comparisons**
  - **Google Ads, LinkedIn & Facebook**

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Reporting

- **Platform Comparisons**
  - **Google Ads, LinkedIn & Facebook**

- **Lifecycle tracking**
  - **Identify Blockers & Friction**

Reporting

- **Platform Comparisons**
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- **Lifecycle tracking**
  - **Identify Blockers & Friction**

- **Attribution**

Google Ads &
the HubSpot Center for Paid Ads

Incentives for linking Google Ads in HubSpot!

Use CRM and web analytics data to inform your Google Ads campaign management strategy. Bring more quality leads to your business and learn exactly which ads are turning prospects into customers.

Monetary credits may be available by linking your Google Ads in HubSpot!

Leverage the **HubSpot Center for Paid Ads**

- **It's free**

- **Access to seasoned paid ads consultant**

- **Second pair of eyes to review any paid ads campaigns**

- **Opportunistic feedback to increase conversions & lower cost of customer acquisition**

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Q&A

Next Steps

Next Steps

- Keep an eye out for a follow-up email with a link to the recording and slides from today's event.

- Partner with your CS resource at HubSpot to execute on your strategy

- Connect on LinkedIn

- Share your feedback!

Upcoming Scale Like a Pro topics

February 1	Landing Page Features & SEO
February 8	Content

- Register for future Scale Like a Pro sessions: https://events.hubspot.com/scale-like-a-pro-series/

- Wednesdays at 11:00 AM EST

- Keep an eye out for more topics coming in February

Hub**S**p**o**t

Resources

- Lesson: [Getting Started With HubSpot Ads](#) (HubSpot)

- Blog: [Why You Should Be Leveraging HubSpot Ads Optimization Events](#) (HubSpot)

- Article: [Create Facebook ad campaigns in HubSpot](#) (HubSpot)

- Article: [Ad tracking in HubSpot](#) (HubSpot)

- Article: [Create ads audiences in HubSpot](#) (HubSpot)

- Article: [Ads FAQs](#) (HubSpot)

- Article: [Analyze ad campaigns in HubSpot](#) (HubSpot)

- Article: [Create and sync conversion events…](#) (HubSpot)

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Thank you