mitto' HubSpot HUBSPOT INTEGRATION

How To Get Started

Build powerful SMS marketing campaigns from HubSpot using Mitto's integration.

HubSpot users can quickly and easily leverage Mitto's industry-leading SMS solution in just a few simple steps. Start engaging customers and prospects on the most effective channel for customer engagement.

With Mitto you can test sending SMS for free using our self-service signup option!

We will show you how to start easily, get Mitto API key and start sending SMS directly from HubSpot.

MITTO INTEGRATION

Prerequisites:

- Hubspot account
- Mitto account:
 - o Guide How to create Mitto account and find API keys

With **HubSpot's App Marketplace**, you can integrate tools you need for your business with your HubSpot account.

 From your Hubspot account navigate to Settings > Account Setup > Integrations > Connected Apps



In the **App Marketplace** search for Mitto and choose it, or go directly:

https://ecosystem.hubspot.com/marketplace/apps/marketing/marketing-automation/mittoglobal-sms-199877



	HubSj Con	DOT APP Marketplace		
	All categories - mitto		×	
	Apps			
 Discover 	mitto' Mitto Global SMS			
All collections	Send individual and marke	ting SMS to engage with your	6.0	3
Popular apps	in Marketing automation			9
New apps				
Free apps	View app collection			
Built by HubSpot				
Workflow integrations	Popularappe			See all
Data sync built by HubSpot	Explore the most installed apps	in the HubSpot Marketplace		Hi there have any set up
Marketing campaign apps				We're here to help.

• Click on Install app



• Choose your account you want to connect:

mitto	· ··· >	
Connecting Mit	to Global SMS to HubSpot	
Mitto Global SMS by kon	zepthaus-ws.de 🗹	
Choose an account		
NAME	DETAILS	
O Mitto	www.mitto.ch 25733340	
Choose Account		

• Click **Connect app** and allow Mitto to connect to your data:

	Connecting Mitto Global SMS to HubSpot
Mi	tto Global SMS
This	app is requesting access to your HubSpot account. Continue connecting if you agree.
- 2	Manage and view your CRM data
	View properties and other details about companies.
	Create, delete, or make changes to companies.
	View properties and other details about contacts.
	Create, delete, or make changes to contacts.
	View properties and other details about deals.
	Create, delete, or make changes to deals.
ዳ	Workflows
* *	This includes workflows
4%	Create timeline events
	Grants access to manage custom activities on HubSpot CRM records. This includes creating or
	updating records.
ġ.	Basic OAuth functionality
	The basic scope required for OAuth.

• Now you will see it under your connected apps. Under **Actions, go to Settings** and setup Mitto integration by **adding your API key** and other details.

🍾 Contacts 🗸	Conversations ~	Marketing ~	Sales \sim	Service ~	Automation \sim	Reports ~	
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Tracking Code							

You can add API key also in a different way.

• Go to any of your HubSpot contacts and find **Mitto SMS card** in the side panel, then click on **Settings.**

Contacts Actions *	Overview Activities		Add playbooks @
SB Digital Marketer	Search activities Q Activity Notes Emails Calls Tasks Meetings	Collapse all +	Solesforce sync Actions Sync status: Up to date Thursday, Jonuary 25, 2024 9:25 AM
Note Email Call Task Meeting More About this contact	Filter by: Filter activity (23/33) - All users - All teams - February 2024		Workflow memberships (6) Mana Sandro Babić is a member of 6 workflows.
First name Sandro	Mitto Global SMS -=== Sent Date: Feb 07, 2024 at 02:25 PM GMT	Feb 7, 2024 of 3:25 PM GMT+1	 Stripe Payments (0)
Last name B	Mitto Global SMS Sent Date: Feb 07, 2024 at 02:25 PM GMT	Feb 7, 2024 at 3:25 PM GMT+1	Powered by DepositFix
Lifecycle stage Sales Qualified Lead Lead Source Website	Marketing email sent to Sandro Babić «smetrics2@gmail.com» A world of possibilities awaits!	Feb 6, 2024 of 934 AM GMT+1	 Stripe Subscriptions (0)
Secondary Lead Source Self-SignUp - Mobile phone number	January 2024		Powered by DepositFix
+385-91-	Marketing email sent to Sandro Babić -smetrics2@gmail.com- Let's upgrade your account! > • Opers.1 Closs 0 Regiles: 0	Jon 31, 2024 of 9:14 AM GMT+1	 Mitto Global SMS (0) Send Clobal-SMS
Testiranje	Marketing email sent to Sandro Babić «smetrics2@gmail.com» Welcome to Mitto!	Jan 25, 2024 at 9:34 AM GMT+1	with Powered by Mitto Global SMS Settings

• Enter/paste your provided API key:

Mitto Global SMS – Settings	×
mitto'	
Please enter the provided api-key here:	
CZ6q0sO5p6R2NCDEmihmqx7BAp	

• You are ready to start sending SMS!

PLEASE NOTE:

If you wish to enable receiving messages from your contacts to Hubspot, you need to contact Mitto to set this up for you <u>partnerships@mitto.ch</u>

If you decided to try Mitto free trial and created account by yourself as described before - you can test messages during the trial period only to that registered number. Create Contact in HubSpot with that number and try sending SMS to that contact.

PART 2 INTEGRATION FEATURES

Single SMS

Open any of **your Hubspot contacts**, and use **Mitto box in the side panel** to send SMS. Craft your SMS and send to a desired person.

Contacts Actions -	Overview Activities		Add playbooks	
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Hecycle stope Sales Qualified Lead ♥ .ead Source Website ♥	Marketing emails sent to Sondro Bablić «smetrics2@gmoli.com» A world of possibilities avaits! Delivered	Feb 0, 2024 ut 934 AM GMT+3	Powered by DepositFix Stripe Subscriptions (0)	-
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xed status L'onpony rome	Marketing email sent to Sondro Bobić esmetrics2@gmail.com- Let's upgrade your account! > • • Opens 1 Okas 0 = Replex 0	Jon 31, 2024 of 934 AM GMT+1	 Mitto Global SMS (0) Send Global-SMS 	
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Mitto Global SMS – Send Global-SMS	×	
mitto'	•	
Sandro B ,+38591 , 2@gmail.com	L	
Sender		
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If English and standard characters are used one SMS can have max 160 characters and if using some other alphabets or special characters one SMS is 70 characters	L	
SUBMIT RESET CANCEL	L	



Send Messages to Group of Customers with Workflows

Send targeted campaigns to a large number of people at once using Workflows. Filter by any HubSpot criteria and target people from a specific industry, title, geographic location, or company. Personalize messages based on these criteria to better connect with your customers.



Enable SMS as an Automated Workflow Action

Add text messaging to any automated workflow. Build your flows with the steps and triggers you need while easily incorporating SMS.

Mitto integration supports: Contact-based, Company-based and Deal-based workflows.

C Back to workt	lows		Next
	Contact-based Start with a workflow that triggers based on contacts	How do you want this workflow to start? Blank workflow Crose you own friggers and actions. Schedule Set up a recurring trigger that repeats actions at a specific date and time.	
	Company-based Start with a workflow that triggers based on companies	Specific date Start on specific date like o webinar, confirmence, or other event. Contact date property Add actions that revolve around a contact date property, like when they became a customer. Preview	
	Deal-based Start with a workflow that triggers based ▶ on deals	Contact enrollment trigger	

Once you choose your starting point, you can **start adding actions**. Choose **Mitto Global SMS** from the menu – **under Connected apps**.

A Alertz	Actions Sattions and satisfications Chapter	A Care of the Care
A Version 1 Concose Choose an action Concose Search actions Concose Search actions Concose Object Object Deby Deby Communications Deby Deby Deby Deb	Action Settings and notifications Changes Company envolument trigger Events that will trigger this workflow: Group 1 Has completed: Object created Companies won't re-enroll into this workflow: © © Show details © Configuring.	A Doorso Perf Mo
Connected apps Connect app >	END	Explore workflow templotes

Now **SMS editor** will show up. Add your sender ID and create your message. Add placeholders if you wish.

Alerts O Details	Actions Settings and notifications Changes
Send Mitto Global SMS to asso Concel Save	
Sender ID * Ra Company token -	Company enrollment trigger Events that will trigger this workflow:
Mitte	Group 1
Text Message * Re Company token -	Has completed: Object created
Hi Ba Company owner > First name , your account has been created.	Companies won't re-enroll into this workflow.
	□
	\otimes
	Configuring
	END

Once you are done, action step will be added in your workflow.

Actions Settings and notifications Changes	
Company enralment trigger Events that will trigger this workflow:	
Group 1 Has completed: Object created	
C Companies won't re-enroll into this workflow.	
Show details	
Send Mitho Global SMS to associated contracts	_
Send Mitto Global SMS to associated contacts	
END	

Personalize Messages with Placeholders

Put variable fields within messages so that each contact receives a personalized note. Leverage all the fields present on the Contact page, Company or Deal info and adjust the messages to each recipient. This personalization can increase the effectiveness of your marketing campaigns.

Placeholders **can be chosen from the drop down** menu "Contact token" or "Company token" for example, but you can add "Contact token" to the Company or Deal-based workflows using the **specific syntax** -> #contact.{internal name}# (e.g. #contact.firstname#).

Internal name can be found in the **Settings > Data Management > Properties > Contact Properties** > Select one contact property > Click on the </> icon:

First Name			
Basic info	Field type	Rules (1)	This unique identifier will be used when syncing with integration partners. Once created it can't be edited.
Field type			Internal name firstname
Single-line text			

BestCompany	Те	xt Message *	🗟 Company toker
Receiver *		Hi 🖪 Company owner	r > First name , your
Status	- C	account has been crea	ited.
Text Message * & Co	ntact token 👻		

Timeline Record

All sent messages are recorded on the **Contact timeline**, you can access it by opening your desired contact and clicking on the tab Activity.

This way, you can track and monitor the success of each message.

- See all sent messaged to that contact along with a delivery status and message content.
- If you allow the contact to respond to the message, the activity will be recorded here.

You can use this information to build flows related to contact replies, message status, etc.

Note: Please remember that in order to be able to receive messages from contacts, you need to contact Mitto to set this up for you <u>partnerships@mitto.ch</u>

