

The Mitto logo features the word "mitto" in a white, lowercase, sans-serif font. A white arrowhead points to the right from the top of the letter 'o'.The HubSpot logo consists of the word "HubSpot" in a white, sans-serif font. The letter 'o' is replaced by an orange icon of a person with arms raised, resembling a robot or a person celebrating.

# 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.

## PART 1

# MITTO INTEGRATION

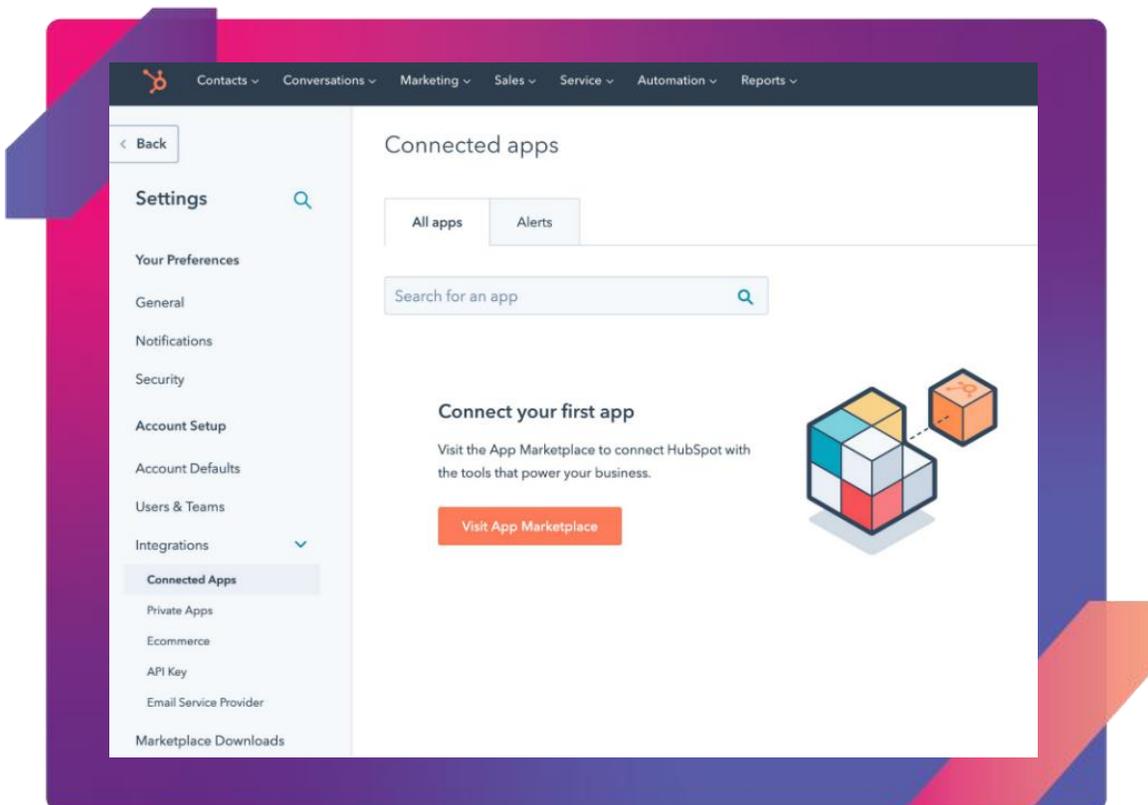
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### Prerequisites:

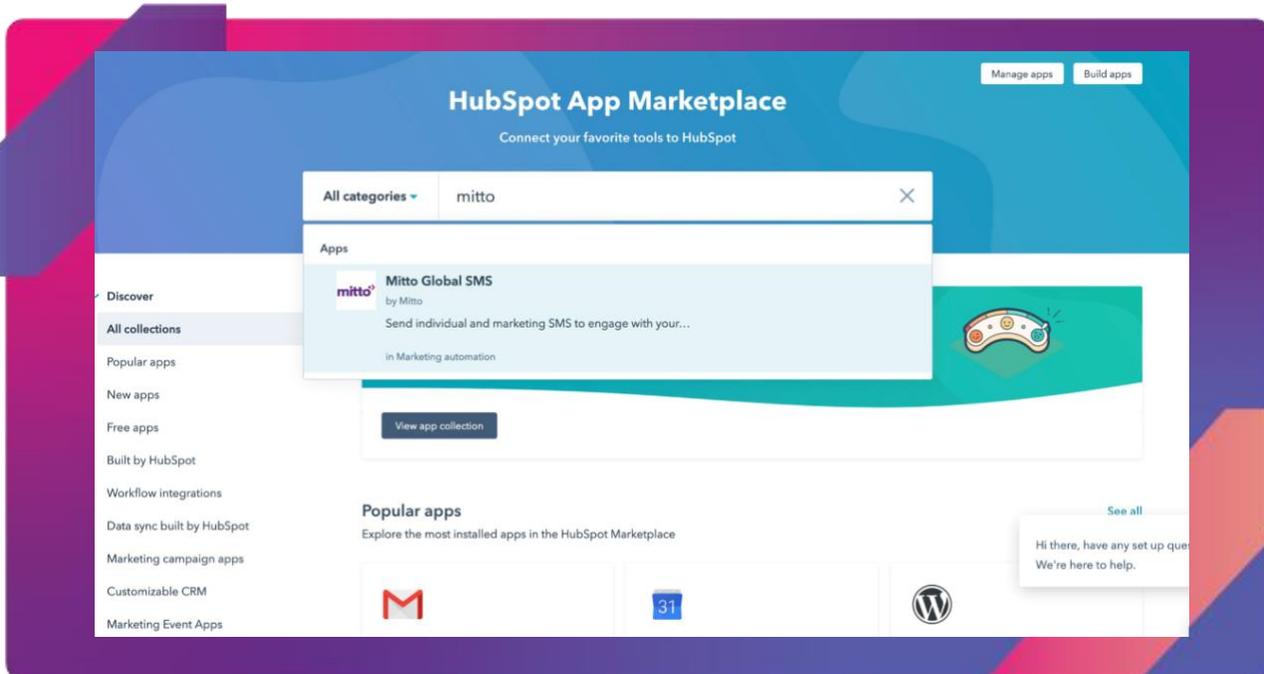
- Hubspot account
- **Mitto account:**
  - **Guide** – [How to create Mitto account](#) and find API keys

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

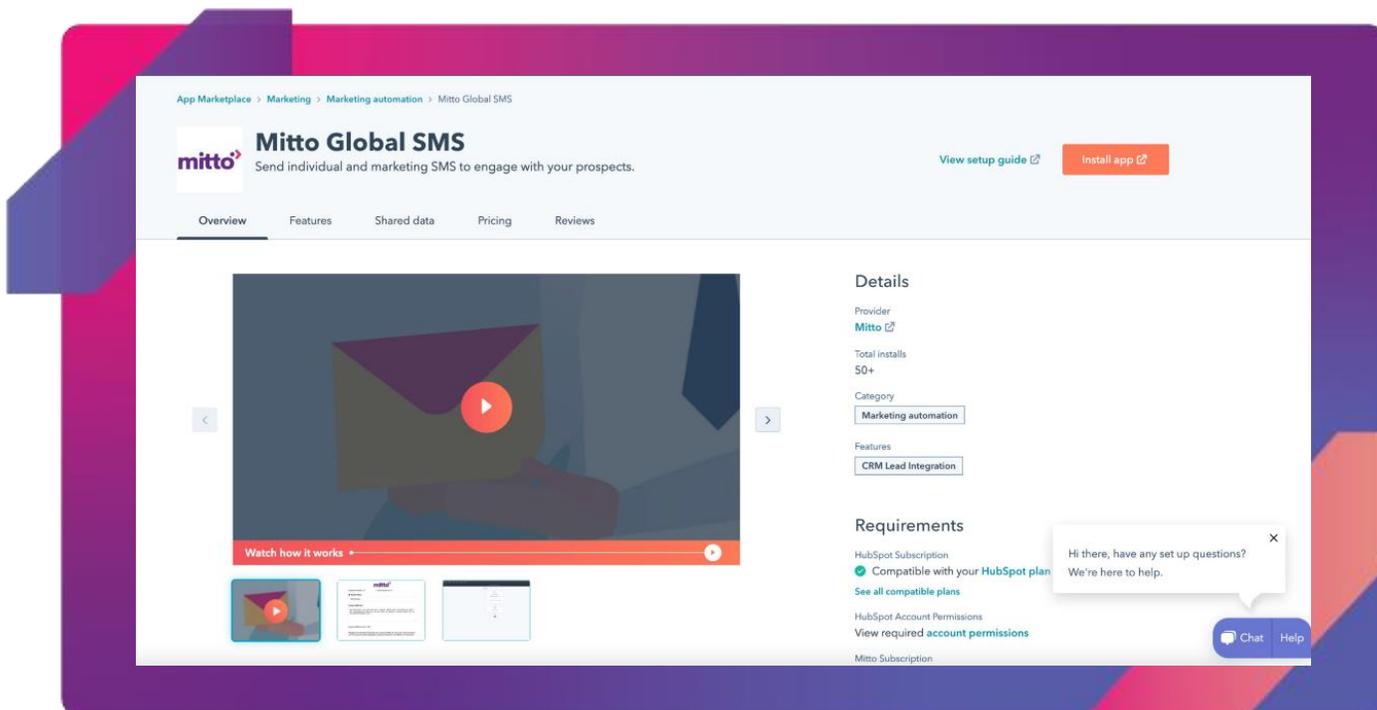
- From your Hubspot account navigate to **Settings > Account Setup > Integrations > Connected Apps**



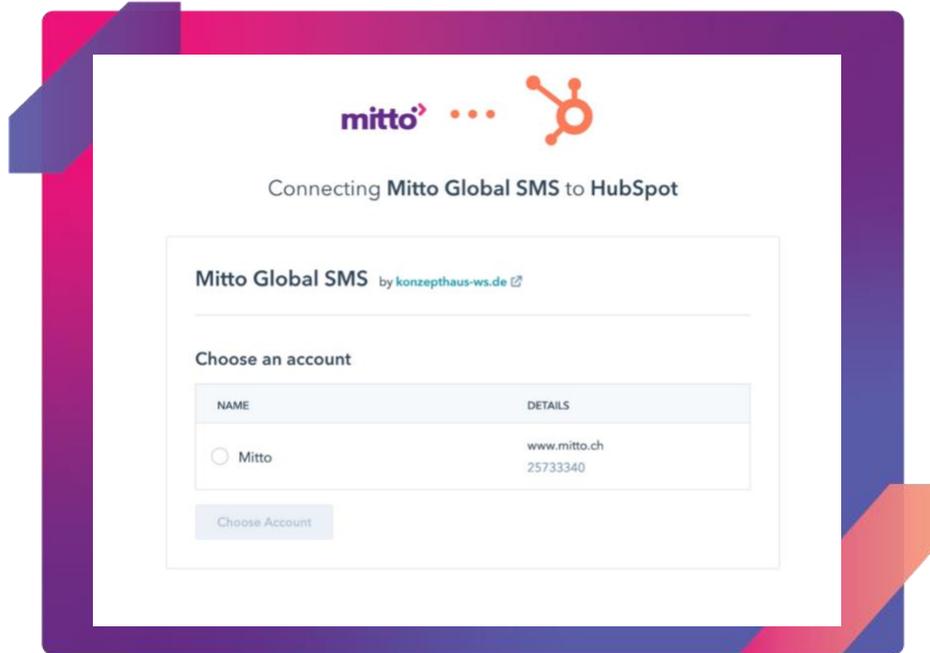
- In the **App Marketplace** search for Mitto and choose it, or go directly:  
<https://ecosystem.hubspot.com/marketplace/apps/marketing/marketing-automation/mitto-global-sms-199877>



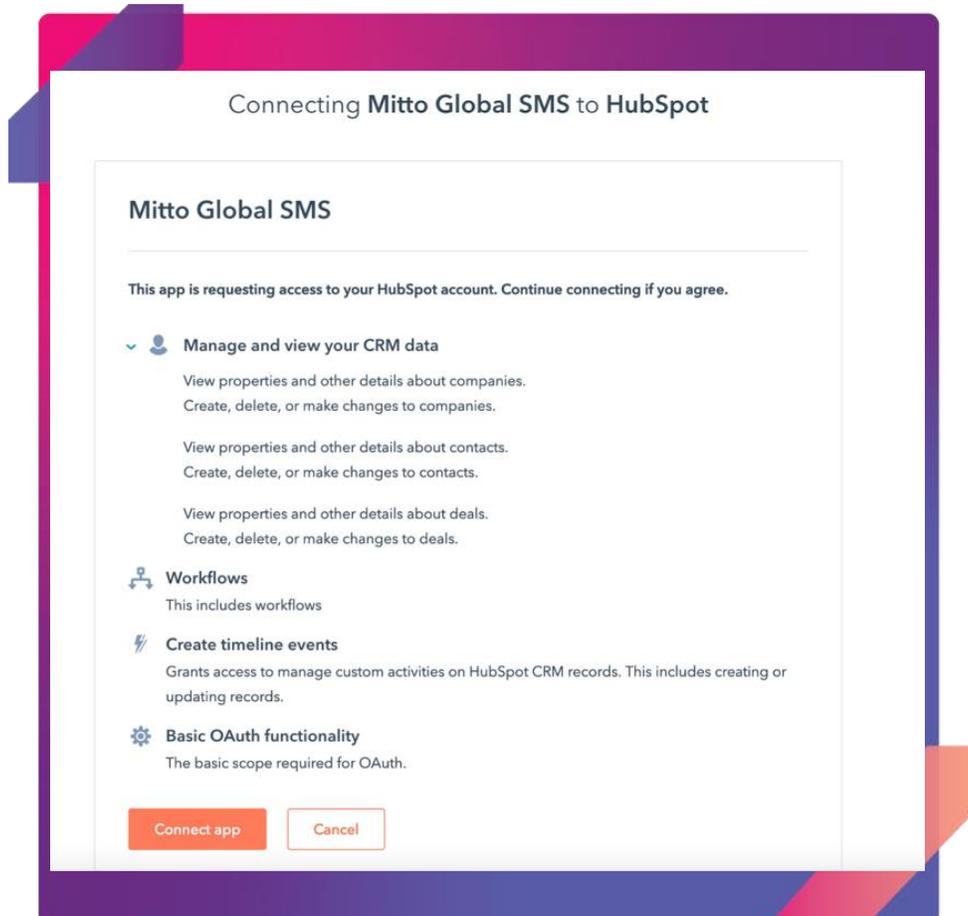
- Click on **Install app**



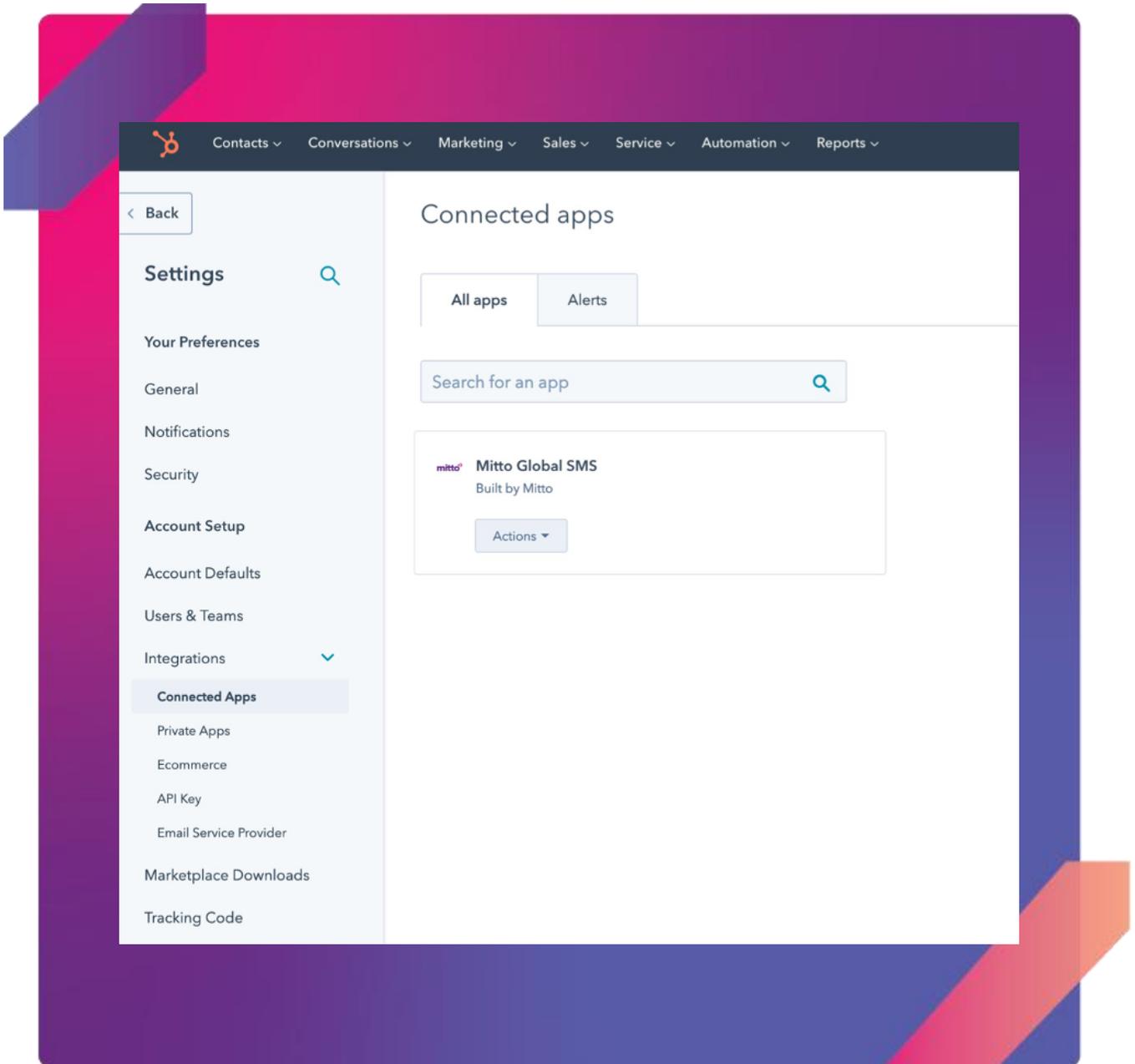
- Choose your account you want to connect:



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

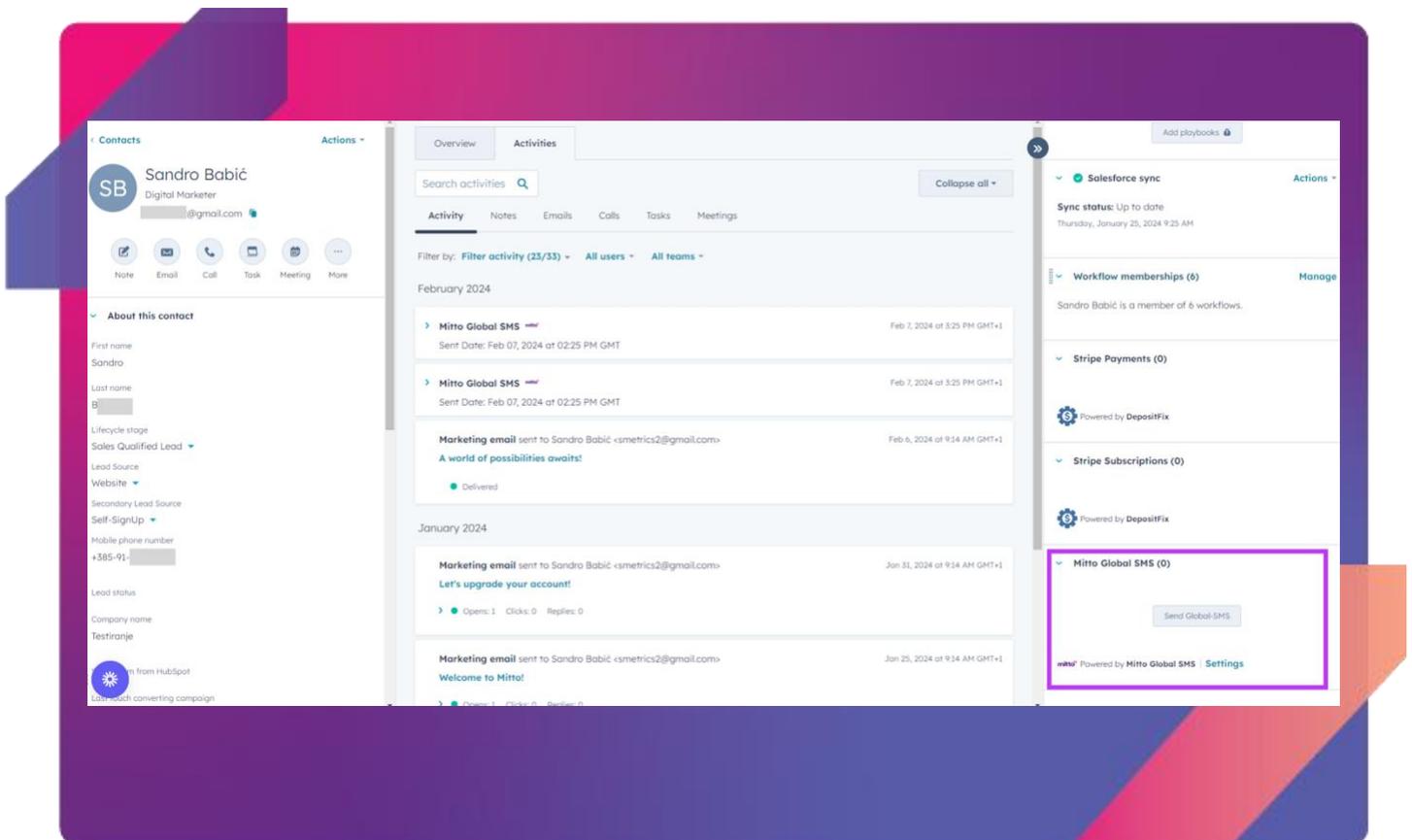


- Now you will see it under your connected apps. Under **Actions**, go to **Settings** and setup Mitto integration by **adding your API key** and other details.

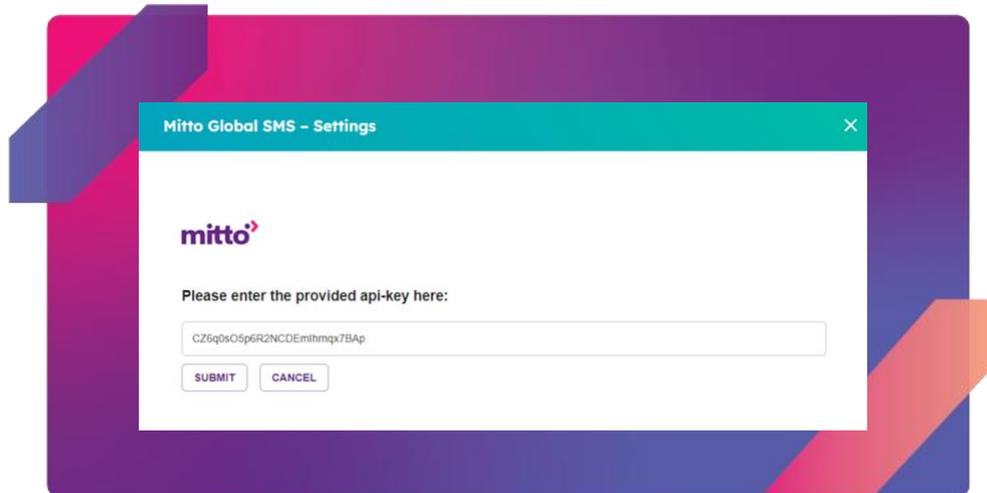


You can add API key also in a different way.

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



- Enter/paste your **provided API key:**



- **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 [partnerships@mitto.ch](mailto:partnerships@mitto.ch)

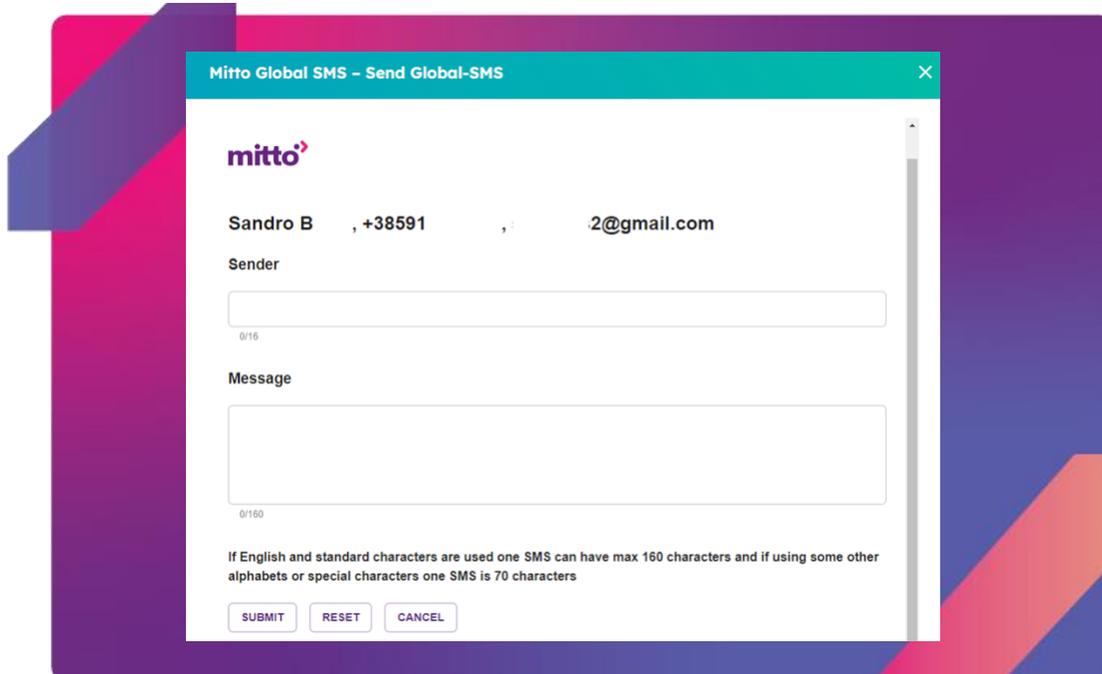
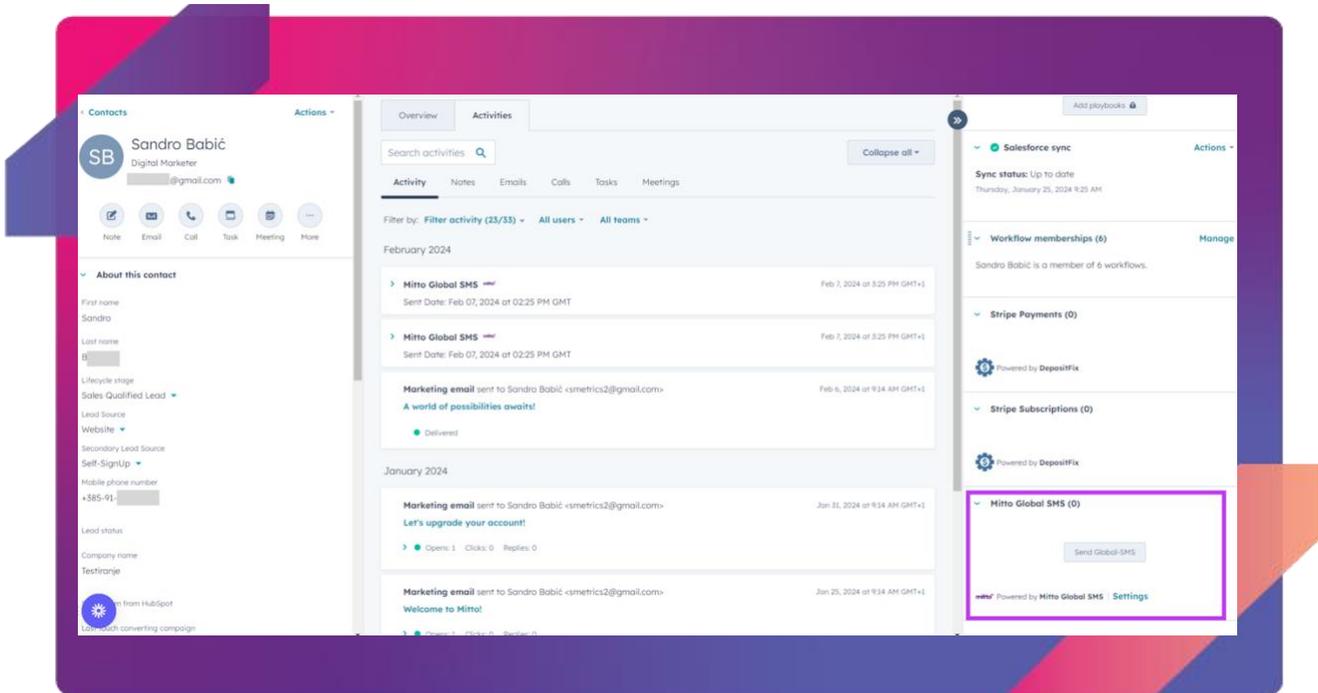
**If you decided to try Mitto free trial and created account by yourself as described before - you can test messages during the trial period only to that registered number. Create Contact in HubSpot with that number and try sending SMS to that contact.**

# PART 2

## INTEGRATION FEATURES

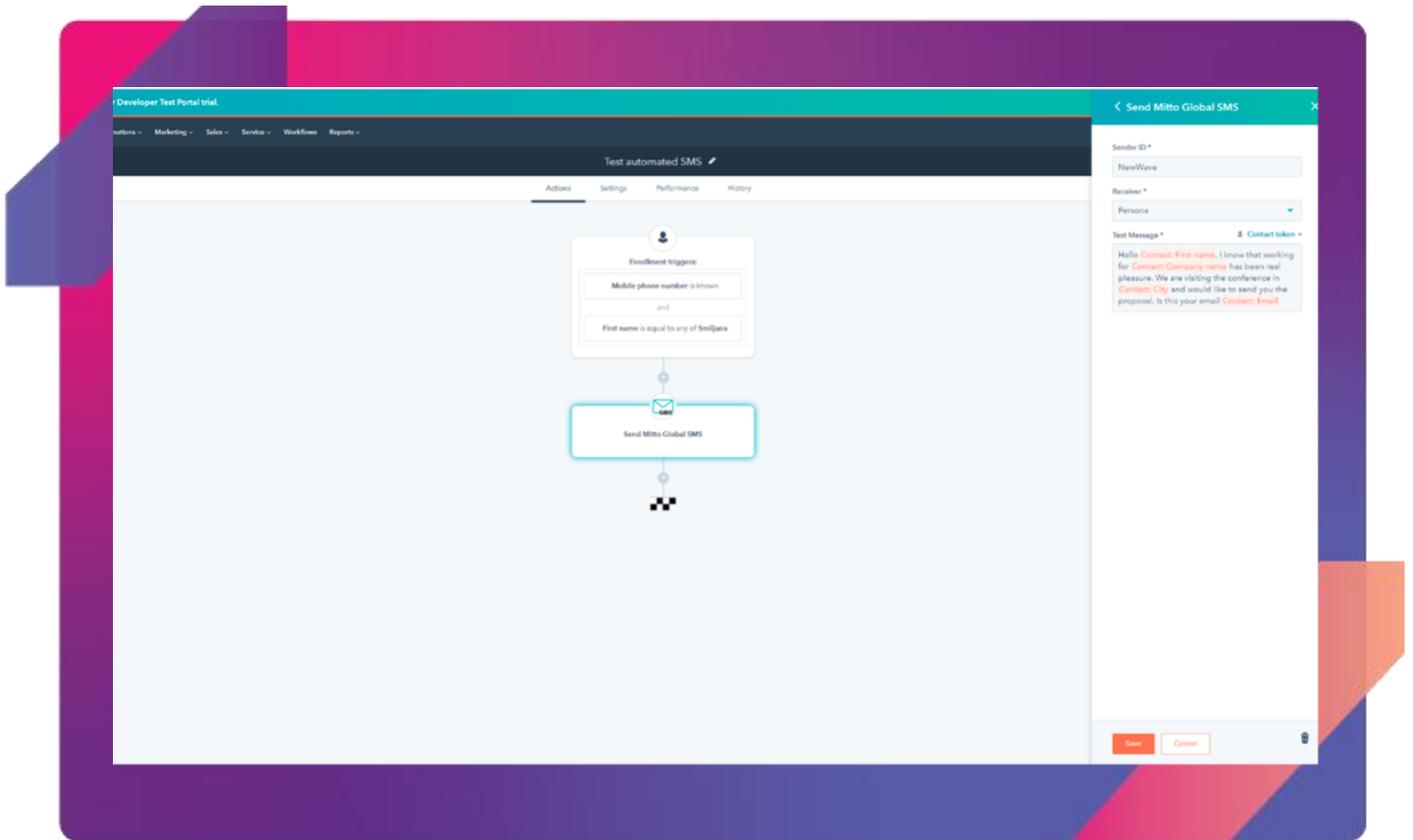
### Single SMS

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.



## Send Messages to Group of Customers with Workflows

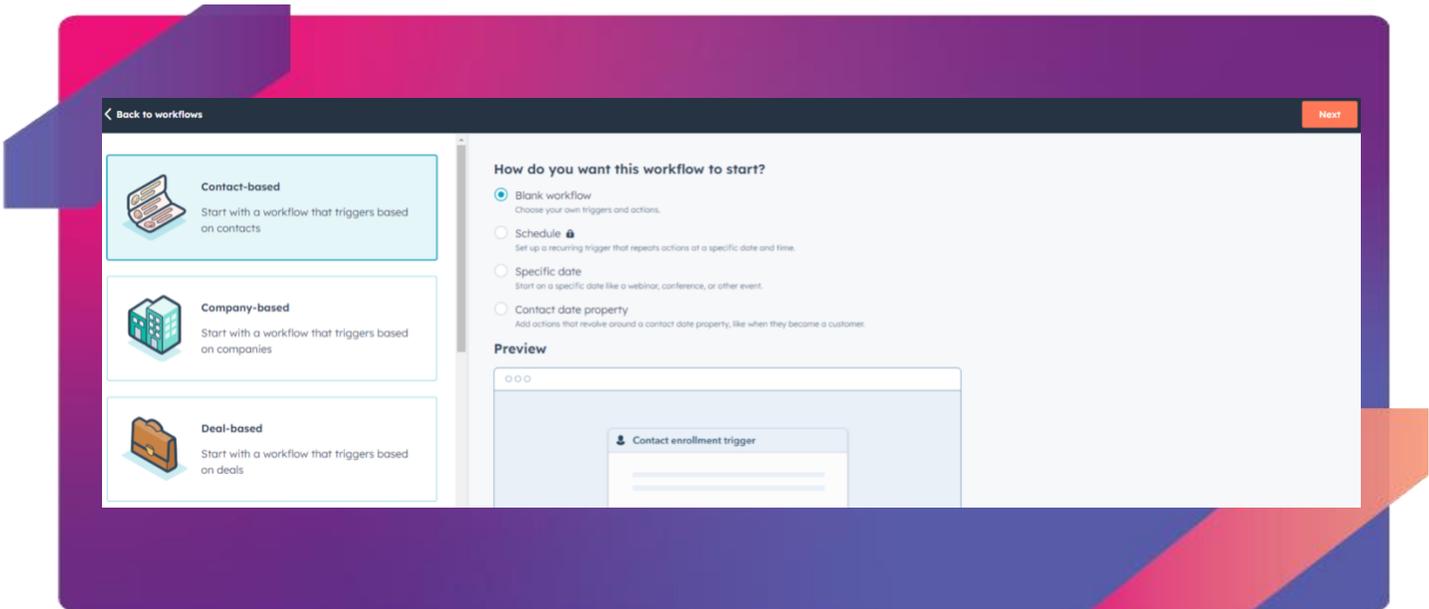
Send targeted campaigns to a large number of people at once using Workflows. Filter by any HubSpot criteria and target people from a specific industry, title, geographic location, or company. Personalize messages based on these criteria to better connect with your customers.



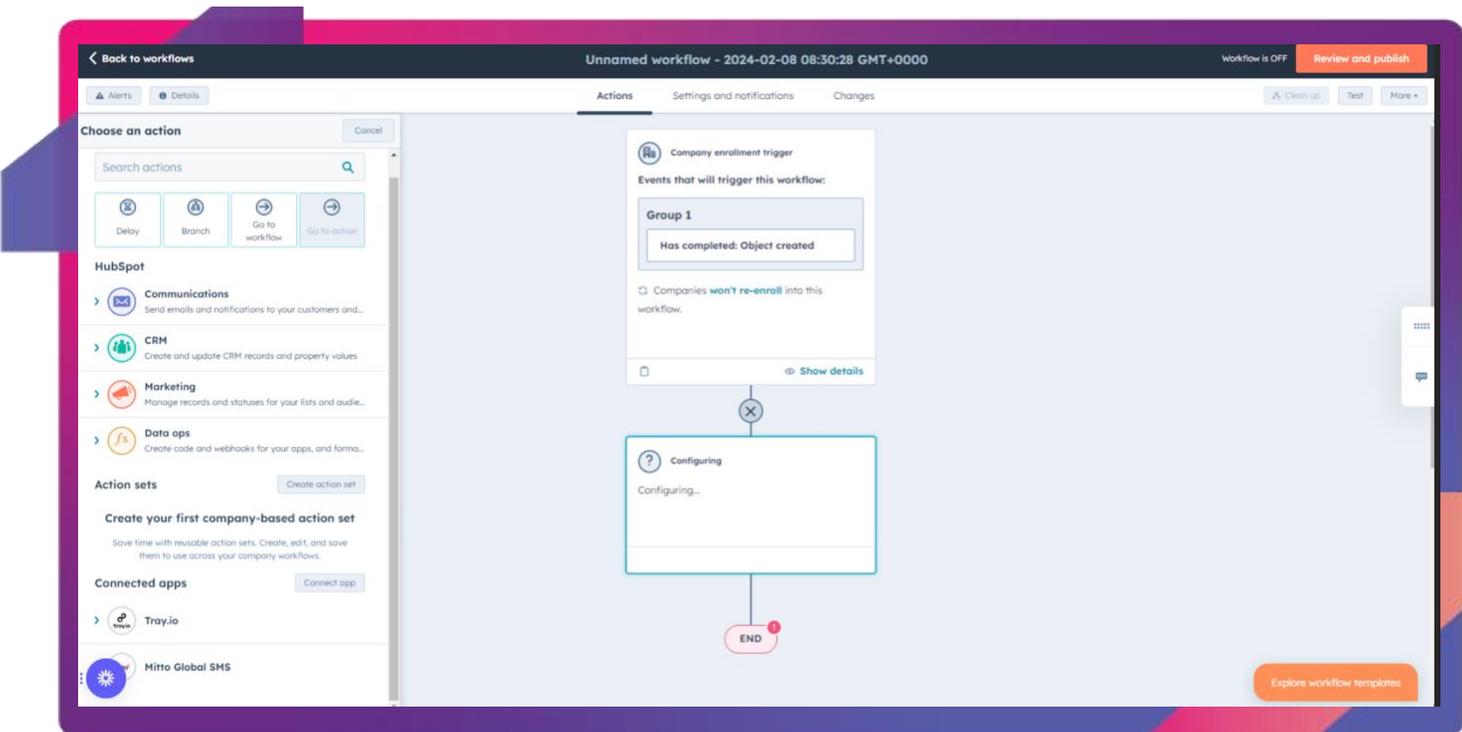
## Enable SMS as an Automated Workflow Action

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

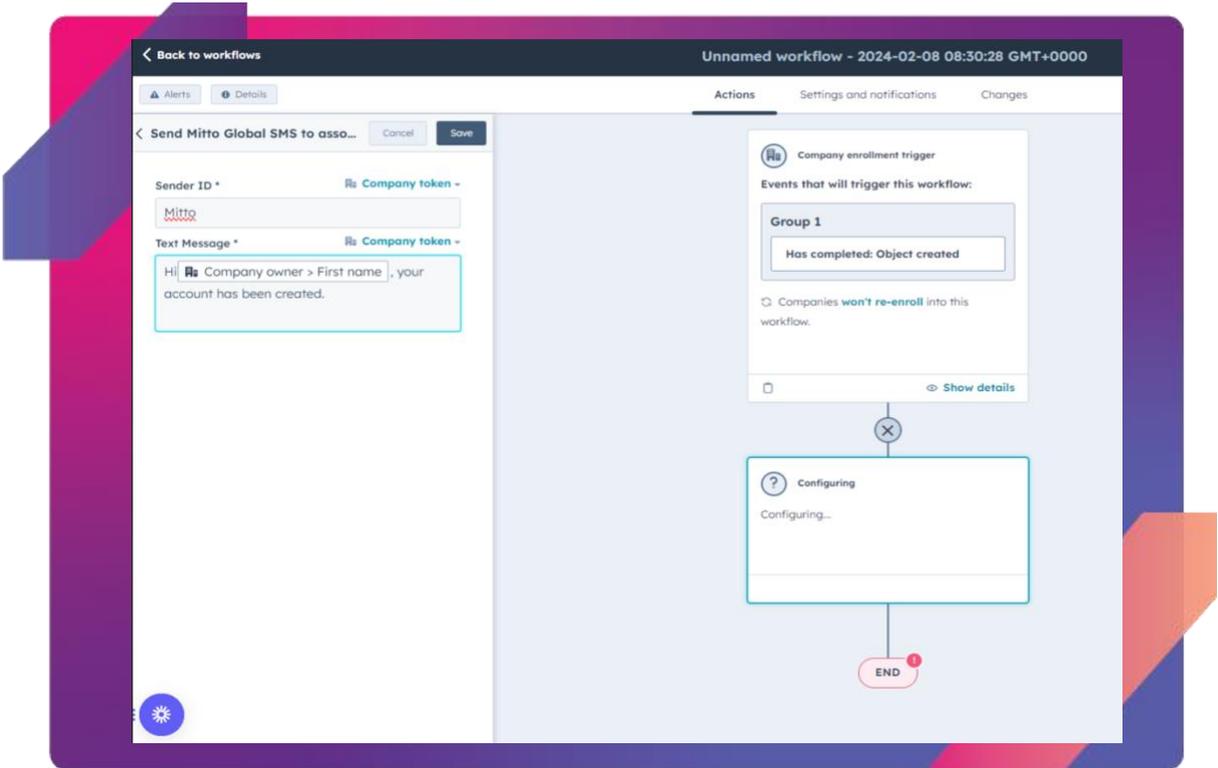
Mitto integration supports: **Contact-based, Company-based and Deal-based** workflows.



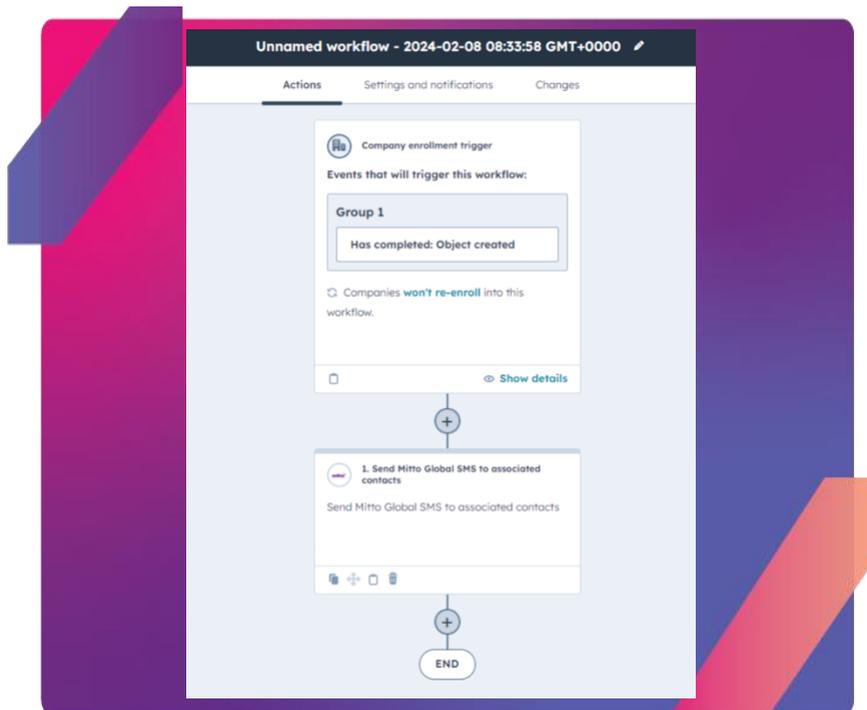
Once you choose your starting point, you can **start adding actions**. Choose **Mitto Global SMS** from the menu – **under Connected apps**.



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



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

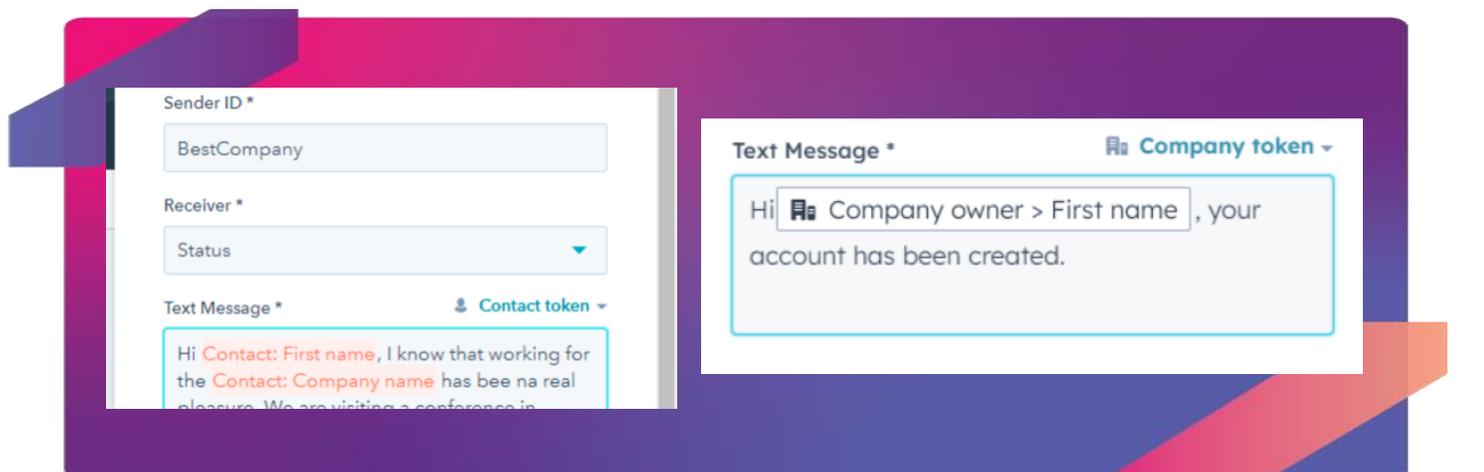
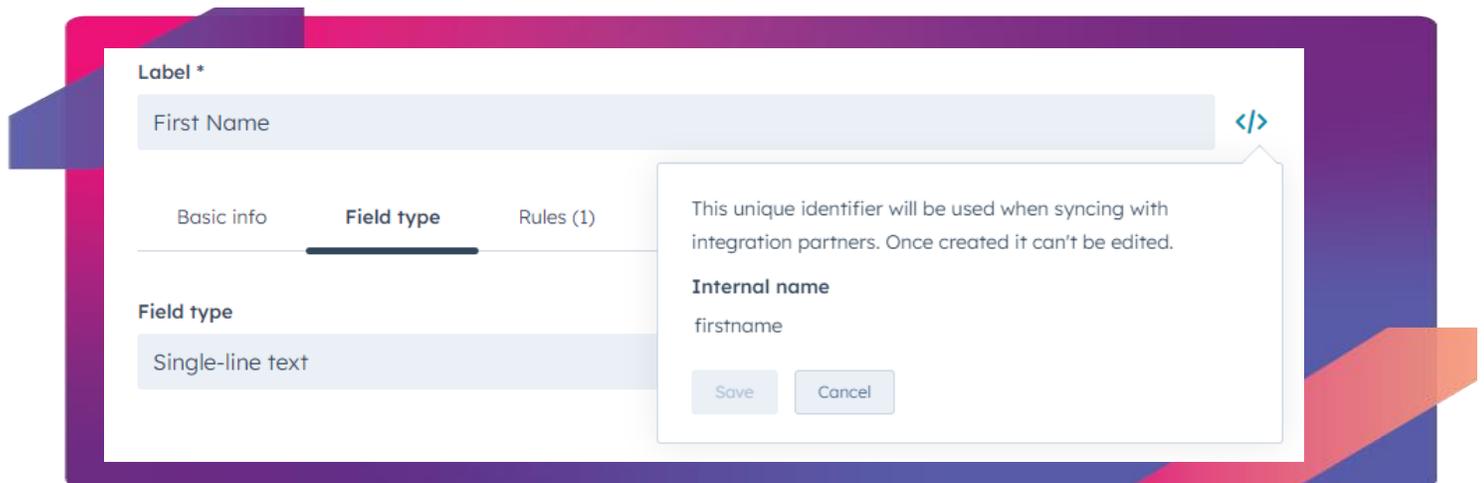


## Personalize Messages with Placeholders

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:



## 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 messages 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 [partnerships@mitto.ch](mailto:partnerships@mitto.ch)

**mitto**➤