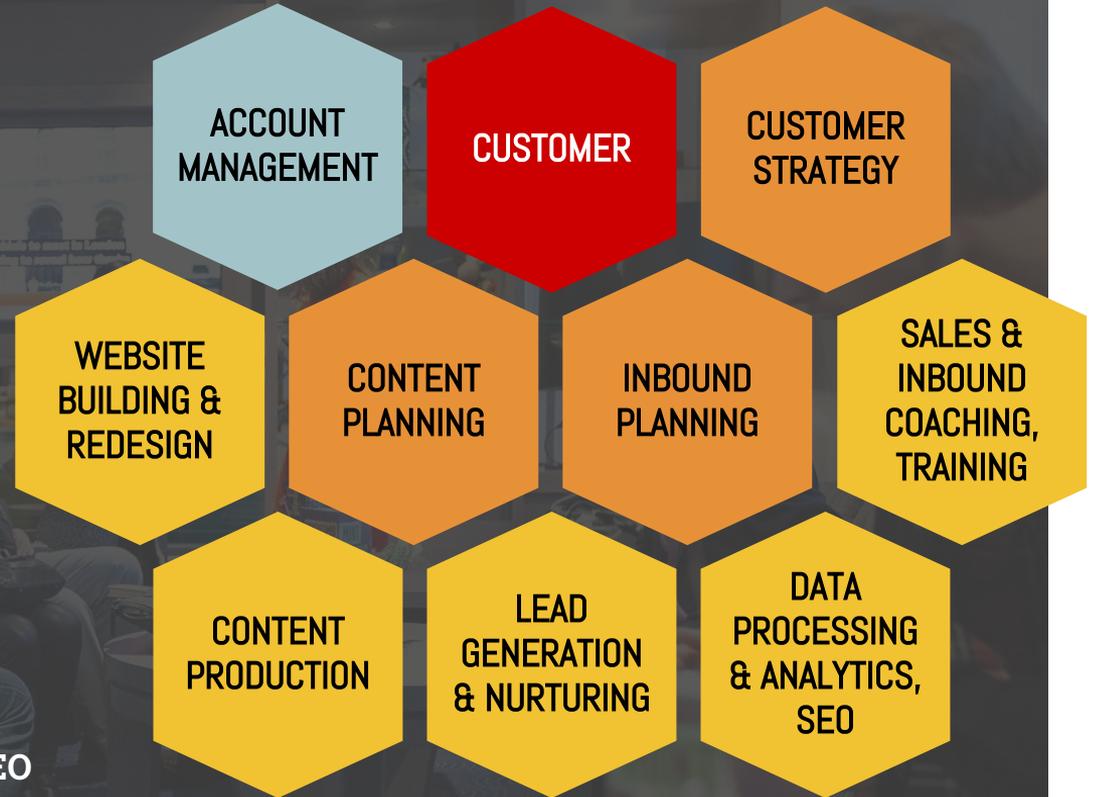


PRODUCTION TEAM

HIVE structure:

How we're built around the client

- Customer strategy
- Inbound planning
- Account management
- Website building and redesign
- Content planning
- Content production
- Lead generation & nurturing
- Data processing, Analytics and SEO
- Sales / Inbound coaching & training



Benefit to our client:

"Thanks to long term **Inbound Planning**, we see these guys & gals as our crucial business partners - not 'just' a content or web agency."

"Thanks to **Content Planning**, we have a partner who understands our business and clients in depth, and our leads get content that they want."

"Thanks to **Content Production**, we can scale our online content activities without having to worry about absolutely everything. Finally!"

"Thanks to **Website Building**, we know our HubSpot website is kept up to spec based on our business goals, and with future-proofing in mind."

"Thanks to **Customer Strategy**, we have a clear understanding on who we are targeting and how we build value to the customer."

At the core:
You, our dear customer



"Thanks to **Account Management** we better understand how to better focus our resources in order to integrate our sales and marketing better."

"Thanks to **Sales & Inbound coaching, training**, we know how to get it done and how we work in sync with our Inbound supplier."

"Thanks to **Lead Generation & nurturing**, we can rest assured our activities result in actual sales leads, not just fancy online marketing."

"Thanks to **Data Processing & Analytics, SEO**, we know the ROI of our online activities. We understand the needs of our segments clearer than ever before."

Happy statistics

- **100%** of our customers have increased their number of sales leads with us
- **78%** of our customers continue after the first project
- **50%** of our customers are retainers
- **21%** of our customer are switching to Vipu from other HubSpot agencies, Especially due to the quality of our HubSpot technical work.



Inbound Growth case

For a private consumer, the decision about buying a house is a huge investment decision. This means that the buying journey easily takes 1.5 years or more. For a house seller, the key challenge is to find and start dialogue with those buyers that have a clear intention to buy in the short term.

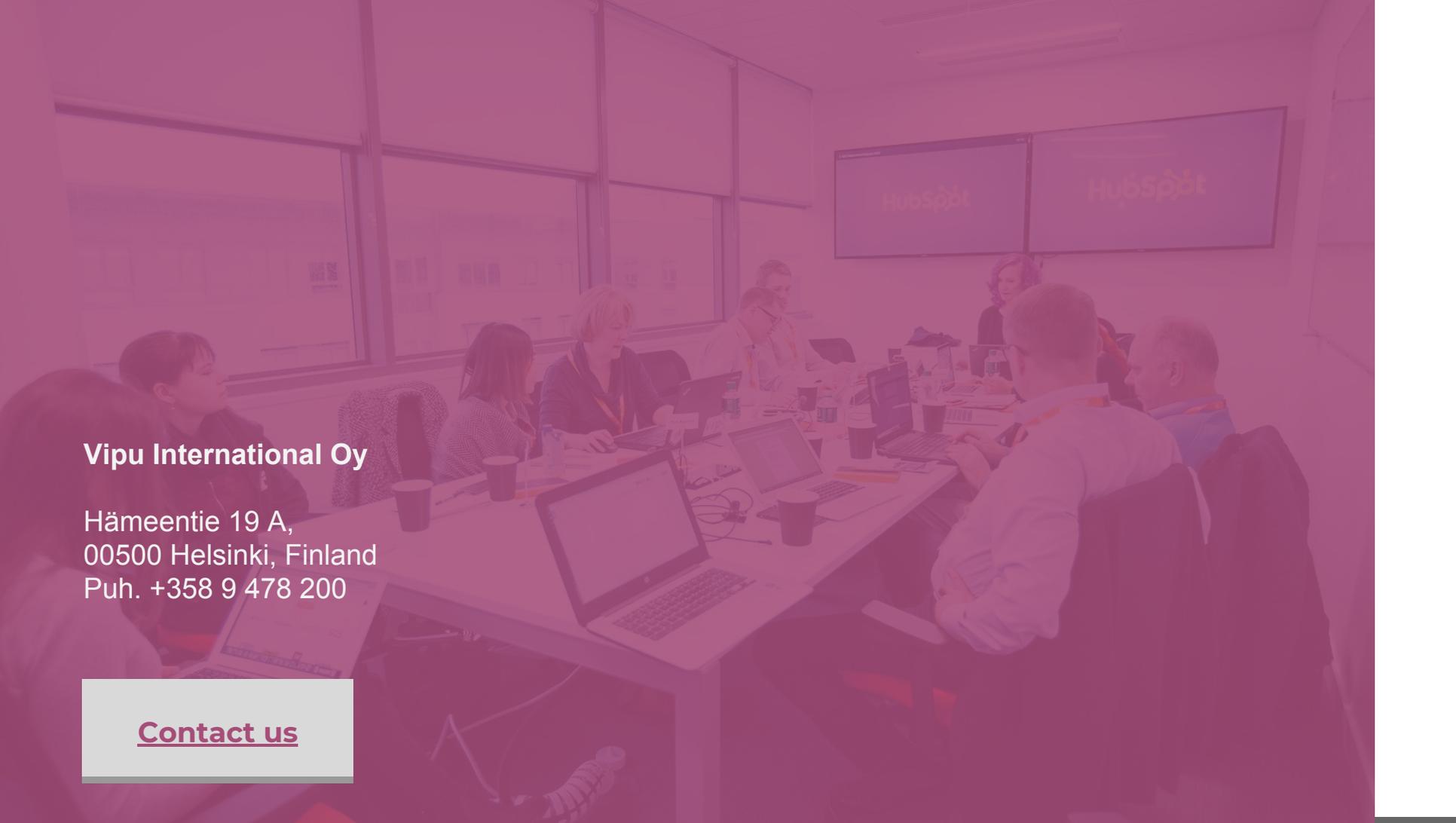
When the work started in 2014 the key challenge was to get warm leads. Now 3 years later we are:

Generating more Marketing Qualified Leads: in 2016 the monthly lead volume was 99% more than in 2014.

Starting the buyer journey on the web: in 2014 only 3 % of sales was generated on the web when in 2016 the corresponding figure was 49%.

[Read more at
vipu.io](http://vipu.io)





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