



Managed IT Service Provider
Industry



Improved segmentation, sales tracking, and client communication through HubSpot CRM.

NetFriends delivers IT support and cybersecurity services for businesses, healthcare practices, and nonprofits.

60+

Employees

NAM

Location

HubSpot + digital^{J2}



WHO WE ARE ▾ WHAT WE DO ▾ WHO WE SERVE HOW WE DO IT ▾ [Customer Support Portal](#)

[Our Services](#) [Knowledgebase](#) [World Class Support](#) [SOC 2 Compliance](#) [Success Stories](#) [Latest Blogs](#)

Managed IT with Your Friendly MSP

Net Friends puts IT security first.

We manage your technology & protect what you've built, so you can focus on leading your business.

Full Name

Company Name

Email

Phone Number

How Can we Take IT Off Your To Do List?
(e.g. Managed IT Services, Infrastructure, Cybersecurity, Other)

Submit

Why HubSpot + digital^{J2}



HubSpot's flexibility, combined with digitalJ2's integration expertise, gave NetFriends the segmentation, automation, and visibility ConnectWise couldn't—boosting both marketing and sales performance.

Challenge

Marketing and selling through ConnectWise lacked flexibility and segmentation capabilities.

Solution

Implemented HubSpot as the front-end CRM, integrated with ConnectWise. Enabled email automation, segmentation, and improved deal tracking.

100%

Enhanced client communication

100%

Improved tracking of sales activities

100%

Consistent email engagement

Time on HubSpot

 **1 years**

Previous Platforms

 **MailChimp & ConnectWise CRM**

Hubs

 HubSpot CRM

 HubSpot Marketing Hub Pro

 HubSpot Sales Hub Enterprise