WORKSMART

Streamlined client marketing and improved sales visibility with HubSpot integration.

WorkSmart offers managed IT and cybersecurity services to SMBs, focusing on proactive IT strategy and end-user support.

150+
Employees

NAM
Location

HubSpot + digitalJ2

Why HubSpot + digital^J2

WORKSMART

HubSpot, implemented by digitalJ2, gave WorkSmart the tools to engage existing clients, track opportunities, and drive growth through smarter marketing and sales alignment.

Challenge

Needed a better system to market to existing clients and track sales opportunities.

Solution

Rolled out HubSpot CRM integrated with ConnectWise, including lead scoring, campaign workflows, and custom reporting.

78%
Increased marketing efficiency

63%
Shortened sales cycle

100%
Clearer pipeline reporting

Time on HubSpot

🕐 **1 year**

Previous Platforms

↪ **MailChimp & ConnectWise CRM**

Hubs

⊙ HubSpot CRM

⚡ HubSpot Marketing Hub Pro

📈 HubSpot Sales Hub Pro