
Accelerate Inc. Increases Leads by 3x Monthly Using Hubspot

Accelerate Inc. has been running its crucial processes manually and using outdated versions of Excel and Nimble. Their founders were looking for a marketing automation platform and Customer Relationship Management (CRM) that would help them automate their processes. Their partners and sponsors recommended Hubspot. Since implementing it, they've **increased their lead generation, email campaign metrics, and social media engagement.**

3X more leads/month	From 22% to 47% newsletter open rate	From 80 to 230 total clicks email campaigns
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Accelerate Inc. offers an accelerator program to non-profits developing a tech product or service, such as apps or software. Their unique accelerator program is different from others because they specialize in helping non-profits with grant goals and business models.

Non-profits get expert training and hands-on practice with professionals from tech companies on subjects such as grant pitching, grant writing, digital marketing, automation tools, software development, and sustainable business models.

Experiencing difficulties with previous CRM tools

Accelerate was running on manual processes and outdated tools. Before they joined Hubspot, they were experiencing three significant problems.

Their first problem was *they couldn't automate their persona segmentation process*. They work with three types of personas: non-profits, tech employees, and donors.

The marketing team's main comms channel is email marketing, and they segment their email campaigns into three separate sequences — one for each persona.

The team was using the CRM platform Nimble to *store contacts* and the marketing automation platform Mailchimp to *manage their email campaigns*.

Every time someone in the team updated one of the persona lists using tags, they had to let the entire organization know, and import the new list to Mailchimp. As a result, it was a long and confusing process that was prone to human error.

Wendy Hogg, the Marketing Manager at Accelerate, explained, “We rely on email campaigns and with Nimble we didn’t feel comfortable making mail lists off tags anymore.”

The second major problem was that they were *using different tools to manage their primary processes*. For example, because of their accelerator program, they need a platform that allows them to create forms for non-profits to fill out, and for the team to evaluate to be accepted into the program.

They were using AngelList for this process, but after their cohort of organizations was accepted they couldn’t *integrate the information* they had stored on AngelList to Nimble or Mailchimp. Again, they had to do it manually.

Another example of a manual process was sales and business development. It was completed using Google Workforce mail for cold emailing. Then, the leads were *manually inserted* into a Google Spreadsheet.

“The company is relatively young and during the first few years we were only working with a handful of organizations,” Wendy remarked while reflecting on their evolution “Only in the last year did non-profits start hearing about us, and demand grew for our Accelerator program. **We lacked the infrastructure necessary to manage our leads.**”

Their last significant problem was that they couldn’t *manage multiple social media platforms* from Nimble. “Both founders are experienced professionals with a lot of connections in their respective industries, they have a big following of people who believe in their program and want to support their efforts,” Wendy said.

Wendy created a social media presence for Accelerate, but quickly realized it wasn’t as popular as their founders’ own social media accounts. She needed a way to manage all of them.

Uncovering an all-in-one, integrated Marketing & CRM solution

Johan Graham, founder and president of Accelerate, realized how frustrated his team was with the manual processes. He decided to seek software that could *provide integrated solutions* for the *problems his team was facing*.

He was considering Salesforce.com and SAP for CRM, and Buffer for social media. After analyzing his options, and discussing with his connections in the tech industry, he chose Hubspot.

Johan explained, “The team and I wanted a **user-friendly platform, an integrated, all-in-one solution** that we could **migrate all our processes into**. Our Marketing Manager was excited about Buffer, but that would have meant two different platforms,

while I was looking for one. I didn't even know there was a solution that would offer options to all our challenges until I explored Hubspot."

Implementing a seamless migration process

After Johan decided to join Hubspot, the *immigration process* was *quick and easy*.

"Luckily we didn't have that many contacts to migrate to Hubspot, compared to other organizations. We had around three thousand, and I was able to *export* all of them from Nimble and Mailchimp *within a week*," Johan said.

Once the migration was complete, the Marketing team focused on **optimizing their email campaigns** and *newsletters* through **Hubspot's Email Marketing**.

With all their contacts on Hubspot, they created *static and active lists* for their three main personas. Their weekly newsletter relies on an *active list*, which *automatically updates* itself *every time someone subscribes* to it.

The Accelerate team is especially excited about the upgrade in their application process. Non-profits who are interested in the accelerator are directed to a **Landing Page** built on Hubspot, where they fill out the application via **Forms** and are *automatically* entered into **Workflows** where Wendy can **nurture these leads via email campaigns**.

Finally, Wendy is *running all social media* using **Social Inbox** and has recently started using Hubspot **Blog's** capabilities to **increase website traffic**.

Sharing a fast journey to results

You'll be pleased to hear the results Accelerate has seen in *less than three months*.

Their Accelerator program is getting **three times the number of monthly applicants** than before because applicants only need to *fill out one form* instead of creating an entire organization profile on AngelList.

Their *weekly newsletter* had an **increased open rate from 22% to 47%** and **increased total clicks from an average of 80 to 230**.

"We're impressed with the *growth of our email metrics* as a *result of implementing Hubspot*. This growth offers so much value to us because in our weekly newsletter we share funding opportunities with our amazing non-profits," Wendy said.

“I discovered how comprehensible the analytics and report features are. Honestly, I wanted to automate all our processes and cut the time we spent on data entry. *Using data analytics on Hubspot* has been a major excitement for me. Can't you tell I'm from an older generation?” joked Johan.

After Accelerate *set out to automate its marketing and CRM processes*, in less than three months it has seen its **leads generation tripled**, its **email metrics doubled**, and its **application process simplified**.

Thrilled to see how his organization is having *outstanding results* with Hubspot, Johan actively *recommends* Hubspot to the non-profits he works with.

Today, Accelerate Inc. is on an affiliate program with Hubspot, offering a special discount to these fantastic non-profit organizations who are creating social impact, and making a difference in the world.

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