Articulate Marketing named a Q1 winner in HubSpot's 2022 Impact Awards

Tuesday 17 May, 2022

London, UK – Today, Articulate Marketing announced that it has been named a winner in the Product Excellence for HubSpot Sales Hub category in HubSpot's Q1 2022 Impact Awards. HubSpot, a leading CRM platform for scaling companies, uses the award to recognise members of its Solutions Partner Program who go above and beyond to help their customers grow better.

By partnering with Articulate for our sales enablement services, our client, Azured, has made the best use of HubSpot Sales Hub to build up a substantial deal pipeline and close a record number of deals for the quarter.

They're no longer reliant on limited lead sourcing tactics. Instead, they're making more connections with leads through LinkedIn prospecting and inbound methods, with a 1200 per cent increase in leads in just three months. These results are truly astonishing. They demonstrate the power of the right processes and tools in the hands of the right people.

Click here to read the award-winning case study.

"Creating customer relationship magic is at the heart of what we do at HubSpot. We're grateful to have solutions partners like Articulate Marketing that help us do just that," said Brian Garvey, VP, Solutions Partner Program at HubSpot. "We're thrilled to recognize Articulate Marketing's unwavering commitment to our shared customers with this Impact Award. On behalf of everyone at HubSpot, I want to congratulate their team and the other Impact Award winners on this amazing achievement."

The Impact Awards are given every quarter in four categories:

- Product Excellence
- Platform Excellence
- Technical Expertise

- Platform Migration Excellence

In addition to the quarterly awards, HubSpot also gives five annual awards that recognize partner achievements across the entire year: Global Partner of the Year, Partner of the Year, Rookie of the Year, Customer First, our global diversity, equity, inclusion and belonging HEART award. All winners are recognized in the Impact Awards Hall of Fame.

"Truly fabulous news and a testament to the incredible work you guys do at Articulate! Fantastic you have received this recognition. Congrats team!"

- Elsa Cheshire, Marketing Director, Azured

"I feel very proud of our business development team, 'The Generators'. They've worked hard to develop and refine our sales enablement services. And, they really do know Sales Hub inside and out. As a result, Articulate delivers true, deep expert consultation, onboarding and practical sales assets to enable better selling for our clients, closing that Marketing to Sales loop and helping B2B businesses turn leads into customers. You only have to look at Azured's success to see the impact of that work. Well done all!"

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- Matthew Stibbe, CEO, Articulate Marketing

Learn more about the Impact Awards and apply here.

About Articulate Marketing:

Articulate is a digital marketing agency, Diamond HubSpot Solutions Partner and B Corp. Our team offers a range of marketing, website and HubSpot services for ambitious B2B technology companies. The mission? To build a difference engine into your business. That is, we use marketing strategies, tools and expertise to create momentum in your organisation and propel it into the future. By differentiating your business, you will stand out from the crowd, connect with new customers, build trust, manifest thought leadership, inspire action and accelerate your sales process.

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