MakeWebBetter

EMPOWERING
GROWTH

HubSpot
Elite
SOLUTIONS PARTNER
PROGRAM

www.makewebbetter.com

About MakeWebBetter

MakeWebBetter is a distinguished leader in **HubSpot onboarding and implementation**, specializing in inbound marketing, customer engagement, and sales strategies. As an exclusive **HubSpot Elite Solutions Partner** in the APAC region and one of the **Top 5 Elite partners globally**, we offer unparalleled expertise in setting up and integrating HubSpot to transform your business. Discover how we can help you streamline your processes and drive growth at www.makewebbetter.com.

- Elite HubSpot partner
- 9+ years of Experience
- 25k+ app installations
- Certified apps on marketplace
- 4.5+ average rating
- 100+ custom apps & integrations delivered

HUBSPOT SOLUTIONS ARCHITECTURE DES. ACCREDITATION

HUBSPOT CUSTOM INTEGRATION ACCREDITATION

HUBSPOT CRM IMPLEMENTATION ACCREDITATION

HUBSPOT CRM DATA MIGRATION ACCREDITATION

HUBSPOT ONBOARDING ACCREDITATION

HubSpot @ MakeWebBetter

Crafting Connected, Intelligent Experience for Tomorrow, Today

Overall Rating **4.95/5**

Strength **100+**

700+ Certifications **4th** Best Rated **30+** Countries

- **Only HubSpot ELITE Partner in India**
- **4th Best-rated partner** in the word
- **HubSpot Certified Trainer**
- **Top Accredited partner –** Theme, App
- **Certified App partner** with 20K+ installs
- **Certified HubSpot Partner**
- **PSO Partner –** Filling-in for HubSpot In-House Onboarding
- **HubSpot Community Champions**

Timeline

2015
- Started our Journey with HubSpot for ecommerce

2016–2018
- Build the best HubSpot ecommerce integration
- 700+ installations in 6 month
- Achieved HubSpot Partner Status

2019
- **Premium Integration partner**
- Product installation reached to 10000 with 5* rating
- Developed Integrations for Multiple Platforms

2020
- **Gold Partner** of HubSpot
- Community champion
- Product installation reached 14000 with 5* rating

2021
- **Platinum** Partnership with HubSpot
- Selected in Advisory Council
- 3k+ theme downloads

2022
- **Platinum** Partnership
- Multiple Vertical Focus
- HubSpot Accredited partner

2023
- **Elite Partner of HubSpot**
- Certified PSO Partner
- Top 10 best-rated in HubSpot partner directory

2024
- **Elite Partner of HubSpot**
- Partner council
- HubSpot Certified Trainer
- 4th best rated in the world.

EXPERIENCE
- 150+ Project Implementations
- 20+ Marketplace Apps build globally
- 20000+ Active HubSpot Customers using integration
- 100+ Sales and Service Implementations

OFFERING
- Inbound Services
- Custom Integration and Implementation
- CRM/CMS Onboarding and setup
- Consulting & Roadmap
- Migration and integration Services
- Product Expertise: Marketing, Sales, service, CMS, Integrations
- Advance training and guidance
- Advisory Services

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HubSpot Elite SOLUTIONS PARTNER PROGRAM

HubSpot PARTNER ADVISORY COUNCIL 2024

Our team has the right mix of domain knowledge and sales expertise

We are led by two dynamic founders who have more than 15 years of experience building tech products

Mr. Abhishek Jaiswal
Co-founder

B.Tech- JSS Academy of Technical Education
(15+ years of experience)

Mr. Himanshu Rauthan
Co-founder

B.Tech- College of Engineering, Roorkee

(15+ years of experience)

Mr. Umakant Sharma
Product
Lead

(11+ years of work experience)

Total team of 150+ Professionals | Tech Stack | Sales & Marketing | Service Delivery | Project Management | Customer Service

Leading HubSpot solution provider in online commerce
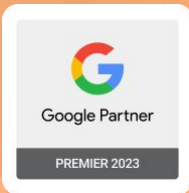
Our products are available on	HubSpot	Magento® An Adobe Company	BIGCOMMERCE	WOOCOMMERCE
Our partners	HubSpot	TECH mahindra	accenture	WPengine®
Recent projects delivered	THE LINUX FOUNDATION	INTERNSHALA internships that matter	TATA 1mg Together bringing trust to healthcare	3CHI
Our awards and accolades	Deloitte. Technology Fast 50 2020 INDIA WINNER	Deloitte. Technology Fast 50 2020 INDIA WINNER	Deloitte. Technology Fast 50 2019 INDIA WINNER	Deloitte. Technology Fast 500 2019 APAC WINNER

Our Services

HubSpot Strategic Solution

- Align HubSpot solutions with business goals for long-term success.
- Design scalable strategies for enterprise and mid-market businesses.
- Optimize workflows and automation to enhance efficiency.

CRM Onboarding and implementation

- Conduct in-depth business analysis for a tailored HubSpot setup.
- Implement pipelines, automation, and reporting dashboards.
- Configure user roles and permissions for secure access.
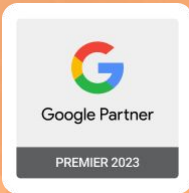
Our Services

System Integration services

- Connect HubSpot with ERP, e-commerce, and third-party tools.
- Enable two-way data sync for real-time business insights.
- Develop custom APIs and middleware for smooth operations.

Custom CRM Development

- Build tailored modules, custom objects, and workflows.
- Automate complex business processes with advanced logic.
- Design custom reports and dashboards for actionable insights.
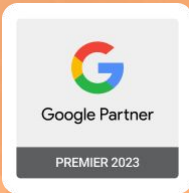
Our Services

Migration Services

- Transfer data securely from any CRM to HubSpot.
- Ensure zero data loss with structured validation.
- Migrate automation, workflows, and reports seamlessly.

Adoption and Training

- Conduct personalized training sessions for different teams.
- Offer hands-on workshops for real-world application.
- Provide a knowledge base and best practices for self-learning.

Our Three-Step:

The human-centered design process ensures success.

1 **Robust** Foundations

We begin with solid groundwork, taking time to understand your users and goals deeply. This phase ensures that our approach aligns with your objectives and sets a clear direction for impactful design.

2 **Insight-Led** Delivery

Guided by real insights, we craft solutions that connect with users and fulfill business needs. Each step in this phase is tailored to bring value and relevance, translating research into meaningful experiences.

3 **Data-Driven** Iteration

Finally, we refine and enhance the solution based on real data and feedback. This ongoing process ensures the design adapts and grows, keeping pace with evolving user needs and delivering continued success.

Understand	**Co-create**	**Validate**	**Prepare**

| **WHY**	Gain a clear picture of the current CRM system's strengths, gaps, and alignment.	Collaborate with stakeholders to design CRM enhancements that align with business goals.	Ensure CRM enhancements meet business needs and user expectations.	Set up a clear plan and resources for a smooth implementation.
ACTIVITIES	• Interview stakeholders to capture pain points and goals. • Audit CRM performance and data quality. • Review workflows, automations, and integrations. • Assess customer journey maps for improvement. • Gather user feedback on usability and adoption. • Analyze metrics to evaluate CRM's business impact.	• Conduct workshops to identify improvement ideas. • Map and review enhancement ideas with users. • Define requirements for each proposed enhancement. • Prioritize based on impact and feasibility. • Create phased enhancement roadmap. • Validate ideas with cross-functional teams.	• Develop and test prototypes with users. • Gather feedback on prototypes and refine. • Confirm feasibility and dependencies with tech teams. • Adjust roadmap based on validation. • Review and align with stakeholders.	• Develop detailed implementation plans. • Define roles and responsibilities for rollout. • Plan and schedule training sessions. • Establish monitoring and success metrics. • Coordinate technical preparations with IT. • Prepare data migration and backup if needed.
DELIVERABLES	• Comprehensive CRM audit report with findings. • Prioritized list of improvement areas. • Stakeholder-aligned CRM objectives.	• Workshop outcomes with agreed enhancements. • Initial CRM roadmap with phased milestones. • Draft requirements for priority enhancements.	• Prototype feedback report with insights. • Finalized list of validated enhancements. • Updated roadmap with stakeholder approval.	• Finalized implementation plan with timeline. • Training materials and schedule. • Post-launch monitoring framework.

Client Business Flow- Example #1
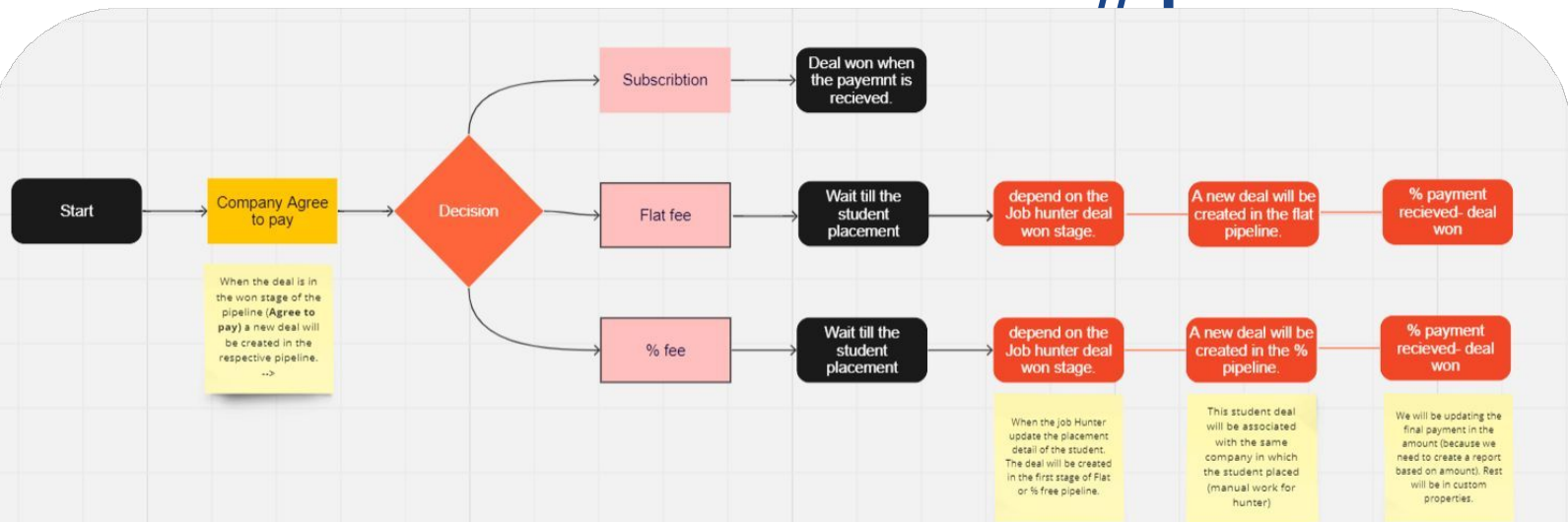
Service **Models**

Project **Based**

✓ Best for businesses with a defined scope and clear objectives

✓ We provide full implementation support from planning to execution.

✓ Ideal for one-time projects or specific initiatives requiring a comprehensive solution.

Monthly **Retainer**

✓ Continuous support for long-term growth and optimization.

✓ Includes ongoing management, updates, and strategic guidance.

✓ Perfect for businesses needing consistent improvements and expert oversight.

Hourly **Engagement**

✓ Flexible, on-demand assistance for specific tasks or short-term needs.

✓ Access to our expert resources as and when required.

✓ Great for businesses needing ad-hoc support or troubleshooting.

Client **Testimonials**

★★★★★ 5/5

May 22, 2024

Simple process with great customer support

Our company used MakeWebBetter to send data from BigCommerce to HubSpot. The validation process and actual integration is very simple. It is also possible to customise to send any data you would like to. Highly recommend the service

Services provided

Custom API Integrations

Nguyen, H.H. | Technology - Hardware & Storage | 51 to 200 employees

★★★★★ 5/5

Jul 15, 2024

Support service 10/10

They really have a team involved in solving issues. They contact us really fast and solved the issue in a few days. I'll ask for support in future without dubting it.

Services provided

HubSpot Onboarding

SL, R. | Ecommerce | 11 to 25 employees

★★★★★ 5/5

May 10, 2024

Great customer service on our website's development!

MakeWebBetter proved to be a standout choice for our website project. Their exceptional customer service, quick responsiveness, and adept handling of feedback were exemplary. (especially as the template was free!) Highly recommend!!

Services provided

Website Development

Dodd, D. | Marketing Services | 26 to 50 employees

★★★★★ 5/5

Jul 6, 2024

Great product and support experience!

I have been using the WooCommerce and HubSpot integration plugin for more than a year. It has worked great for me until I recently faced some errors. The team at MakeWebBetter handled my problems very quickly after I reached out to them and fixed the issues I was facing. I am very thankful!

Services provided

CRM Migration and HubSpot Onboarding

Van Oss, T. | Ecommerce | 6 to 10 employees

★★★★★ 5/5

May 14, 2024

Highly Recommended!

The MWB team, particularly Shakti and Pallavi, helped us smoothly integrate HubSpot into our workflow. Their support was excellent, always ready to address our questions and concerns. Their professionalism and dedication made the transition easy. I highly recommend their services for anyone looking to make the most of HubSpot.

Services provided

Branding, CRM Implementation, CRM Migration, Customer Marketing, and Email Marketing

Kawatra, H. | Marketing Services | 201 to 1,000 employees

The Linux Foundation

Challenge:

- Data privacy issues due to excessive partner access.
- No defined team structure for Sales, Project, and Marketing.
- Missing lifecycle stages, social media integrations, and tracking codes.
- Poor data quality, lack of automations, and multiple users assigned to the same contacts.

Our Solution:

- Set up team hierarchies and segmented users by role and domain.
- Built pipelines with lifecycle stages and automations for each business unit.
- Added tracking codes across domains and optimized social media targeting.

Impact:

- Improved data security and team collaboration.
- Enabled full tracking and efficient workflow automations.
- Enhanced social media reach and accurate web tracking across all units.

TATA 1mg

Challenge:

- Relied on Excel instead of a CRM, limiting visibility and tracking.
- No reporting for BDA and Sales teams, and inadequate revenue tracking.
- Client management and forecasting issues.

Our Solution:

- Established CRM with lead nurturing and conversion tracking.
- Automated revenue goals and segmented employee reports.
- Created pipelines and lead stages for effective client tracking.

Impact:

- Enhanced revenue tracking and forecasting accuracy.
- Streamlined reporting and insight into employee performance.
- Improved client management from lead to conversion.

Internshala

Challenge:

- Unsegmented lead intake from multiple channels.
- High volume of junk leads, wasting sales team time.
- No deal flows, pipelines, or defined stages.

Our Solution:

- Optimized lead channels for real-time syncing and junk lead separation.
- Built pipelines and automations for both Sales and Marketing teams.

Impact:

- Faster lead response and higher conversion rates.
- Time savings and improved sales efficiency with automations.

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Challenge:

- Delayed syncing of WordPress data to HubSpot.
- Unstructured flows for contacts, deals, and orders.

Our Solution:

- Customized HubSpot properties for improved tracking.
- Enabled real-time syncing for contacts, deals, and orders.

Impact:

- Accurate, up-to-date data across systems.
- Streamlined workflows and enhanced order tracking.

HubSpot **Reviews**
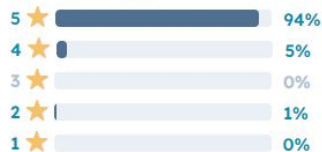
Client Reviews for MakeWebBetter

4.9
★★★★★
Based on 385 ratings

Overall rating

5 ★	████████████	94%
4 ★	█	5%
3 ★		0%
2 ★		1%
1 ★		0%

385 Reviews

★★★★★ 5/5

Mar 1, 2024

Efficient Assistance

I am very pleased with the service I received. When I encountered an issue linking my HubSpot account to WooCommerce, the support team proved to be exceptionally helpful. They responded promptly and provided assistance swiftly. I am satisfied with their efficiency and dedication to resolving the problem.

Services provided

HubSpot Onboarding

👤 **Khadhraoui, S.** | Business Services - General | 6 to 10 employees

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★★★★★ 5/5

Apr 15, 2024

Fantastic service

We were introduced to Make web better and they helped us migrate from Salesforce to HubSpot and their team specially Syed has been of great help and thorough professionals. Keep up the good work.

Services provided

CRM Implementation, CRM Migration, Custom API Integrations, and HubSpot Onboarding

👤 **Mehta, D.** | Technology - Software | 201 to 1,000 employees

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★★★★★ 5/5

May 14, 2024

Highly Recommended!

The MWB team, particularly Shakti and Pallavi, helped us smoothly integrate HubSpot into our workflow. Their support was excellent, always ready to address our questions and concerns. Their professionalism and dedication made the transition easy. I highly recommend their services for anyone looking to make the most of HubSpot.

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👤 **Kawatra, H.** | Marketing Services | 201 to 1,000 employees

Video **Reviews**

Video Review by
Chhavi Porwal

*HubSpot Channel Consultant
@HubSpot Singapore*

MakeWebBetter

Video Review by
Abby Kaufmann

*Director of Product management
@Newfrontierdata.com*

MakeWebBetter

Video Review by
Kritika Budhathoki

*Marketing Coordinator
@ Skyline International College*

MakeWebBetter

Video Review by
Vince Salvo

*Director of Information Technology
@ProBiora Health, LLC*

MakeWebBetter

Video Review by
Marc Maninang

*Web Coordinator
@Forbes Industries*

MakeWebBetter

More on

▶ YouTube

Thanks!

Email
support@makewebbetter.com

Website

www.makewebbetter.com