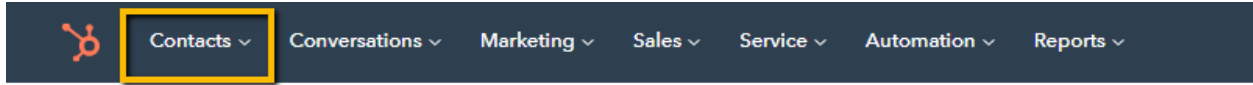
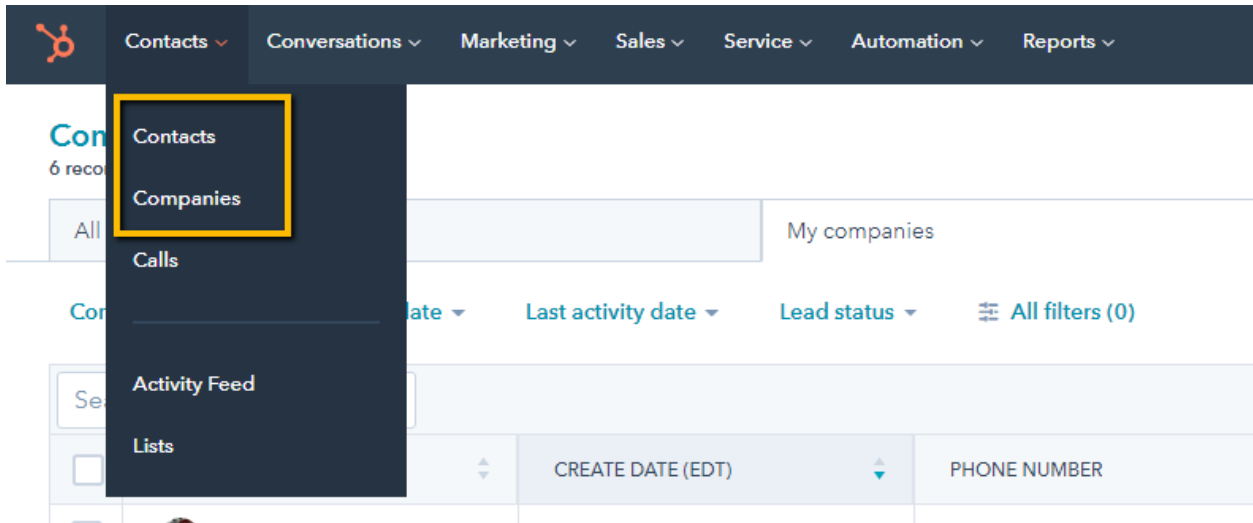


SCOTT'S FOR HUBSPOT USER GUIDE

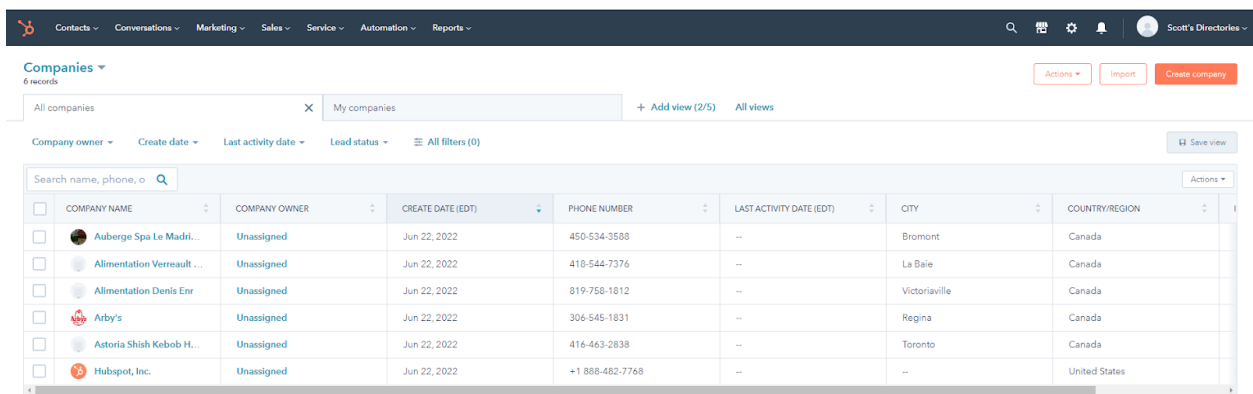
▶ Go to **Contacts**



▶ Under **Contacts**, pick either **Contacts** or **Companies** (there are no "Leads" in HubSpot)



▶ Pick any Company or Contact (a Company is better)



▶ Go to the **About this Company** Section on the left side and click on **View All Properties**.

The screenshot displays a CRM interface with a dark blue header containing navigation options: Contacts, Conversations, Marketing, and Sales. Below the header, the 'Companies' section is active, showing the profile for 'Alimentation Denis Enr' with a phone number '819-758-1812'. A row of red circular icons includes a plus sign, an envelope, a telephone, a plus sign, a document, and a calendar. The left sidebar features a menu item 'About this company' highlighted with a yellow box. The main content area lists various company attributes: Company domain name, Industry, Company owner (No owner), Type, City (Victoriaville), State/Region (QC), Postal code (G6P2J4), Number of employees, Annual revenue, Time zone, Description, and LinkedIn company page. At the bottom, two buttons are visible: 'View all properties' (highlighted with a yellow box) and 'View property history'.

▶ The Standard Objects show up first and Scott's Data fields are at the bottom. (You can move this section up if you want)

> **Conversion information** 7 properties

> **Target accounts information** 5 properties

✓ **Scotts Account** 56 properties

of Employees
7

(HubSpot)_City
Victoriaville

Address Line 1
8 Rue Cartier

Address Line 2

Business Type
Accommodation and Food Services, Contract Manufacturing, Manufacturer, Retail

Company Legal Name
Alimentation Denis Enr

Company Name
Alimentation Denis Enr

Country
Canada

Email

Estimated Sales
\$1-5 Million

▶ Added fields have a green check mark beside them. (You can choose to add more Scott's Directories fields by clicking on **Add To Your View** on the right of the criteria.)

- ✓ NAICS Code
311420, 311940
- ✓ NAICS Description
311420-Fruit and Vegetable Canning, Pickling and Drying, 311940-Seasoning and Dressing Manufacturing

▶ You can drag your fields up or down to change the order in which they appear on the page.

You may set the default properties all users will see in settings. [Set default properties](#)

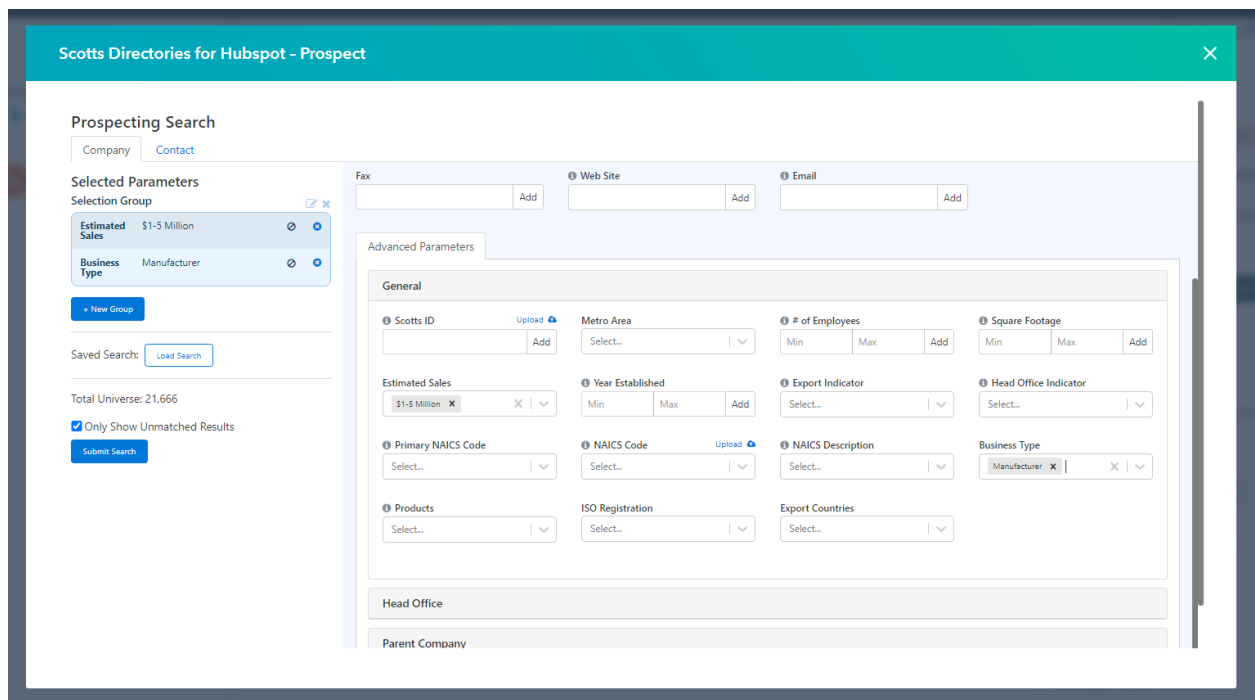
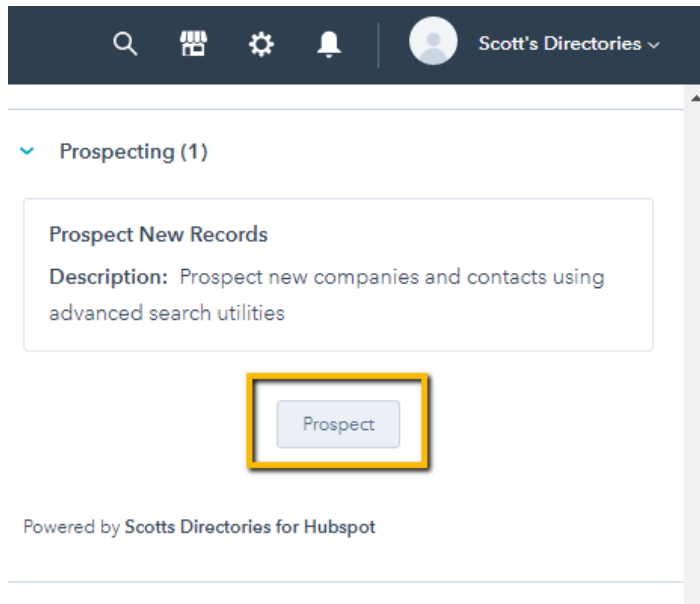
[Reset to account defaults](#)

- Company domain name
- Industry
- Primary NAICS Code
- NAICS Description
- Company owner
- Type
- City
- State/Region
- Postal code
- Number of employees
- Annual revenue

- > Sales properties 4 properties
- > Company activity 12 properties
- > Deal information 6 properties
- > Company information 37 properties
- > Social media information 8 properties
- > Web analytics history 5 properties
- > Conversion information 7 properties
- > Target accounts information 5 properties
- ▼ Scotts Account 56 properties
 - # of Employees
21
 - (HubSpot)_City
Etobicoke
 - Address Line 1
15 Meteor Dr

▶ You can change the layout in "reader view" - this is the Data Viewer function

▶ To Go to Scott's Prospecting, you need to go to **Companies**, pick a company and then find the Prospecting Box on the right. Click the **Prospecting** Box to go to Scott's Prospecting. A window will pop up allowing you to use over 40 filters to bring in Companies or Contacts into HubSpot via Scott's Directories.



Once you have selected your parameters you can choose the records you want to Import as either Company or Contact. You can select all records or choose them one by one by checking the boxes. Once you select your records, a pop up will appear for confirmation.

Click on **Add Selected Records**.

The screenshot shows the 'Scotts Directories for Hubspot - Prospect' interface. On the left, a 'Company Search Results' sidebar displays 'Selected Parameters' with 'Estimated Sales' at '\$1-5 Million' and 'Business Type' as 'Manufacturer'. Below this are buttons for 'Refine Search', 'Save Search', and 'Start New Search'. The main area shows 'Unmatched Results: 1 to 50 of 21,665'. A table lists various companies with checkboxes in the first column. The first five rows have their checkboxes checked. At the bottom right, the 'Add Selected Records' button is highlighted with a yellow box.

<input type="checkbox"/>	Company Name	Address Line 1	Address Line 2	City	Province/State	Postal Code/Zip Code	Country	Telephone	Fax	Web Site
<input checked="" type="checkbox"/>	001 Ink Toner Cartridge Ltd.	102-333 Broadway W		Vancouver	BC	V5Y1P8	Canada	778-371-9554	604-708-8158	www.inktonermart.com
<input checked="" type="checkbox"/>	1 Dollar Depanneur	2672 Rue Du Centre		Montréal	QC	H3K1K1	Canada	514-938-4425	--	
<input checked="" type="checkbox"/>	1 Hour Signs	2096 Lesalle Blvd		Sudbury	ON	P3A2A3	Canada	705-524-1002	519-510-0360	http://www.1hrs signs.ca/
<input checked="" type="checkbox"/>	1 Source Design Ltd.	80 Elm Dr S		Wallaceburg	ON	N8A5E7	Canada	519-627-6034	519-627-4618	www.1source.com
<input type="checkbox"/>	1 Source Plastics	21 Elm Dr S		Wallaceburg	ON	N8A5E8	Canada	519-627-0788	--	
<input type="checkbox"/>	1 Stop Promotions	112 Lee Ave		North Bay	ON	P1A2K2	Canada	705-498-6997	--	http://www.1stoppromotions.ca/
<input type="checkbox"/>	10 Ball Inc.	11927 95A Ave		Delta	BC	V4C3W1	Canada	604-589-6278	604-589-6218	
<input checked="" type="checkbox"/>	100 Mile House Free Press	3-536 Horse Lake Rd		100 Mile House	BC	V0K2E0	Canada	250-395-2219	250-395-3939	http://www.100milefreepress.net/
<input type="checkbox"/>	1001 Visuels	1159 Desserte Nord Autoroute 440		Laval	QC	H7L3W3	Canada	450-662-6462	--	http://www.1001visuels.com/

This screenshot shows the same interface as the previous one, but with a 'Confirmation' dialog box overlaid in the center. The dialog box contains the text 'Add 5 Accounts to Hubspot' and has 'Close' and 'Add Accounts' buttons at the bottom. The background table and sidebar are dimmed.

▶ You can also use the **Get Match** section to the right to match your company information with that of Scott's Data using the **Match** Button. This button analyzes your current information with Scott's Data. When a match is made, Scott's enriched company information will be added to the bottom of the page in the About Section.

Powered by Scotts Directories for Hubspot

▼ Get Match (1)

Current Match: Alimentation Denis Enr

Status: Current Match

Account: Alimentation Denis Enr

Address: 8 Rue Cartier

[View more](#)

Get Match

Powered by Scotts Directories for Hubspot

Chat Help

Scotts Directories for Hubspot - Get Match ×

Account Matches

NAME	ADDRESS1	ADDRESS2	CITY	STATE	ZIP	COUNTRY	PHONE	WEBSITE	SELECT
Alimentation Denis Enr	8 Rue Cartier		Victoriaville	QC	G6P2J4	Canada	819-758-1812	https://www.facebook.com/Alimentation-Denis-745187	<input checked="" type="radio"/>

Unmatch Match

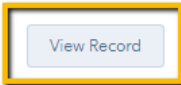
▶ To have a quick view of the Scott's Data record information, click on **View Record** on the right side of the page. A pop up window will appear with Scott's Directories enriched information on this company. You can scroll down in this window to view all the information.

Record Viewer (1)

View matched record properties

Status: Available

Message: Record matched



Powered by Scotts Directories for Hubspot

Scotts Directories for Hubspot - View Record ×

SCOTT'S DIRECTORIES Primary Information

Primary Information

Company Name	Alimentation Denis Enr
Location Address 1	8 Rue Cartier
Location Address 2	
Location City	Victoriaville
Location Province/State	QC
Location Postal/Zip	G6P2J4
Telephone	819-758-1812
Web Site	www.facebook.com
Address Line 1	8 Rue Cartier
Address Line 2	
City	Victoriaville
Province/State	QC
Postal Code/Zip Code	G6P2J4
Country	Canada

Custom Information

A yellow arrow points from the top right towards the vertical scrollbar on the right side of the record details panel.