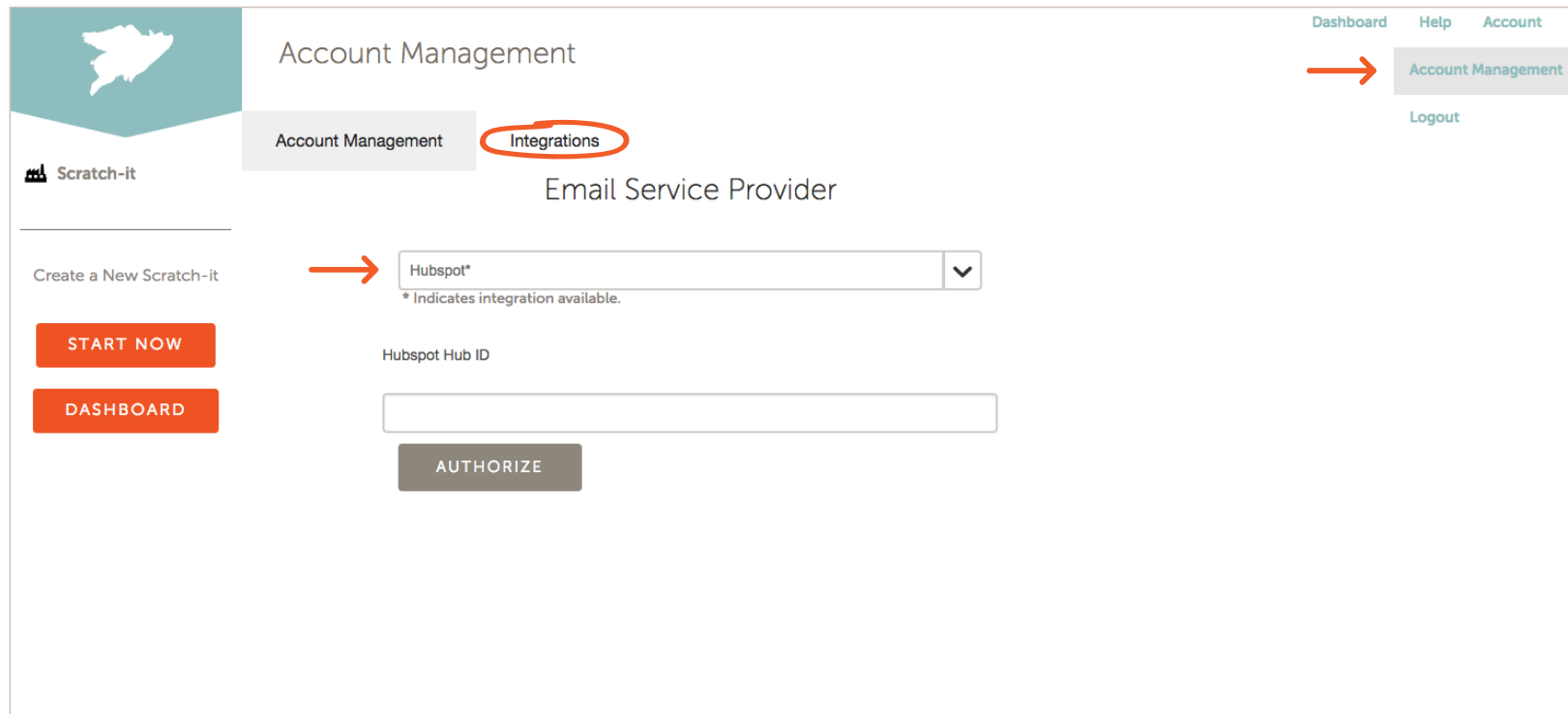




INTEGRATION GUIDE

AUTHORIZING SCRATCH-IT

1. From the Account dropdown, select **Account Management**.
2. Under the **Integrations** tab, select "Hubspot" from the dropdown.



3. In other browser window, login to your Hubspot admin account.

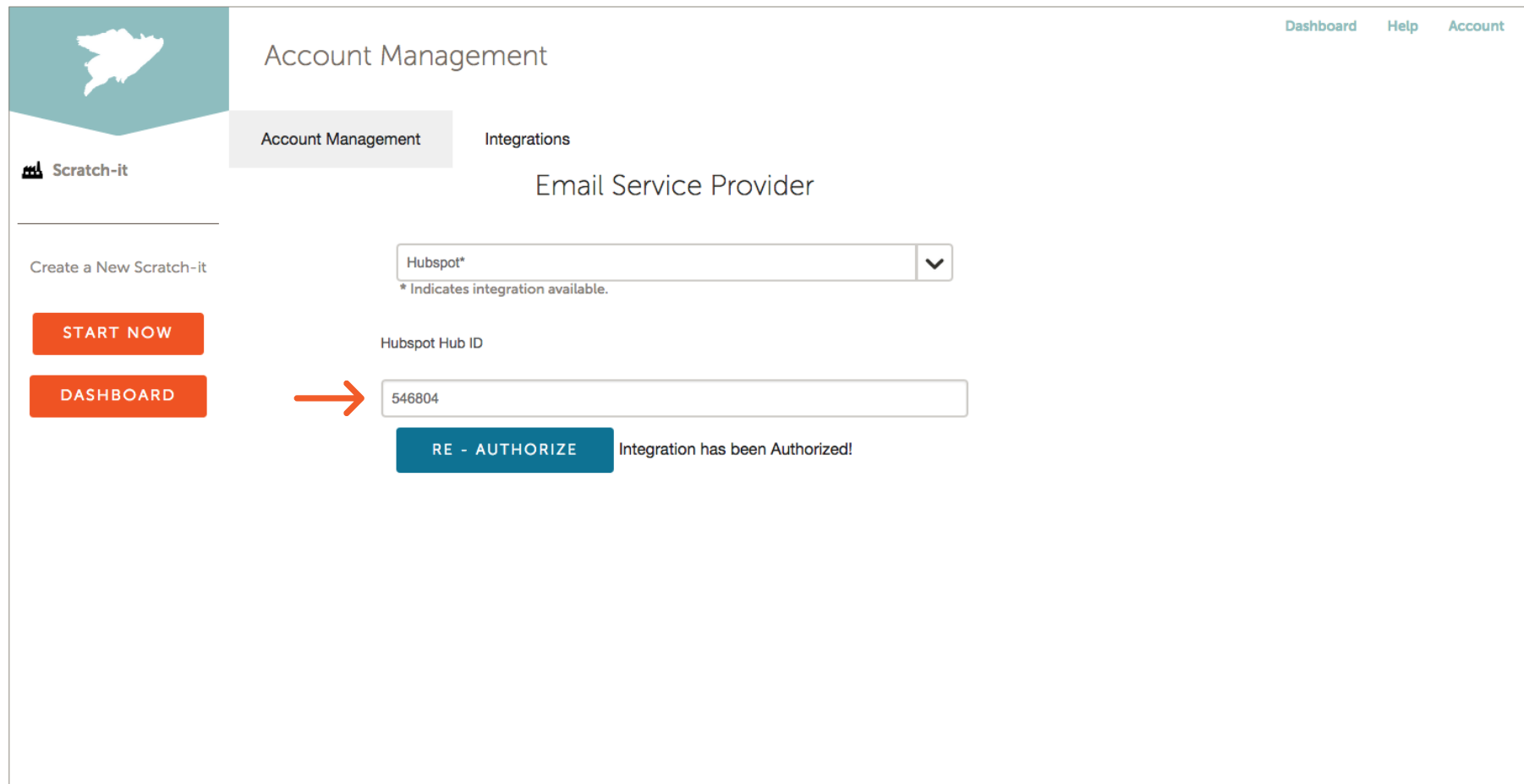
FINDING HUBSPOT ID

1. Locate your Hub ID (5- or 6-digit number) in the upper right corner.
2. Copy the ID number to paste into the Scratch-it dashboard.

The screenshot displays the HubSpot Marketing Dashboard interface. The top navigation bar includes 'Marketing', 'Dashboard', 'Content', 'Social', 'Contacts', and 'Reports'. In the upper right corner, the user's profile information is visible, including the text 'scratch-it.com' and 'Hub ID: 555555', which is circled in red. The main content area is divided into two primary sections: 'Contacts All Time' and 'Marketing Performance in July'. The 'Contacts' section features a table with columns for 'Total', 'Leads', 'Marketing Qualified Contacts', and 'Customers'. Below this table is a comparison selector set to 'This Month' compared to 'Previous Month'. The 'Marketing Performance' section includes a line chart for 'Visits' and a smaller chart for 'Contacts', both comparing 'This Month' (blue) and 'Previous Month' (grey) data. A percentage of 5.77% is displayed below the 'Visits' chart. A right-hand sidebar contains various resource links such as 'Academy Home', 'Training', 'Certifications', and 'Marketing Library'.

AUTHORIZING HUBSPOT

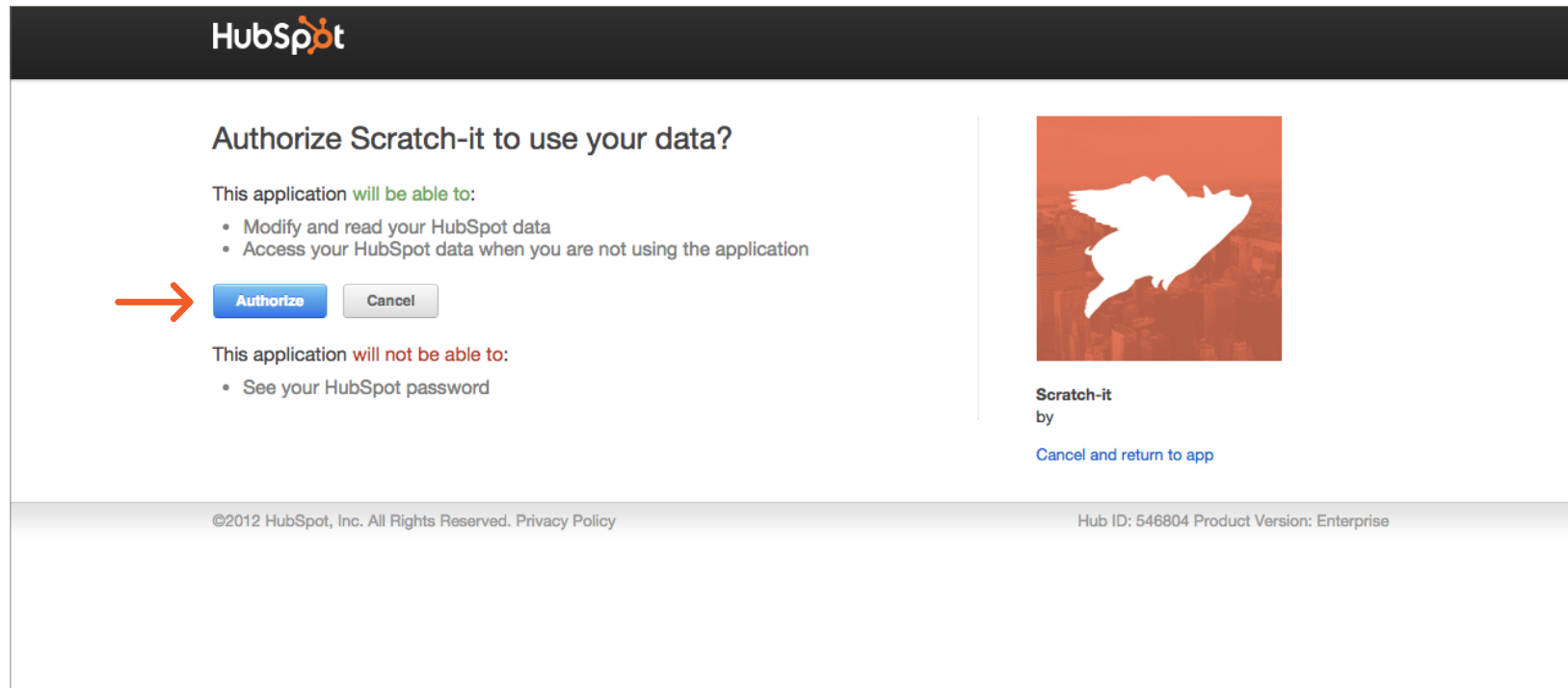
1. Input these numbers into Scratch-it dashboard
2. Click the **Authorize** button



The screenshot displays the 'Account Management' section of the Scratch-it dashboard. The page title is 'Account Management' with sub-sections for 'Account Management' and 'Integrations'. The current view is 'Email Service Provider'. A dropdown menu is set to 'Hubspot*' with a note '* Indicates integration available.'. Below this, the 'Hubspot Hub ID' field contains the number '546804', with an orange arrow pointing to it. A blue 'RE - AUTHORIZE' button is visible, followed by the text 'Integration has been Authorized!'. On the left sidebar, there are buttons for 'START NOW' and 'DASHBOARD', and a link for 'Create a New Scratch-it'. The top right corner has links for 'Dashboard', 'Help', and 'Account'.

AUTHORIZING HUBSPOT

1. A pop up or new window will appear asking if you'd like Scratch-it to be able to integrate with Hubspot. Click **Authorize**.
2. Chant "NO WHAMMIES NO WHAMMIES NO WHAMMIES" ;)
3. Once Hubspot has been authorized, the Scratch-it Integrations page will say "Integration has been Authorized!"



USING THE SERVICE

You will now be able to send test scratch-it emails and export emails to Hubspot as drafts directly from the Scratch-it wizard.

1. Fill out the **From** field with any email address, and the “Test Email” field with the address you wish to receive the test. Even for test emails, Hubspot requires that emails be assigned an “Email Type”
2. Click **Select Email Type/Lists** and select the appropriate type for this email. You don’t need to select any of the “Email Lists” but you may if you wish; your selections will be saved on Hubspot.
3. Click **Test** to fire it off!

The screenshot displays the Scratch-it Email Generator interface. At the top, there's a navigation bar with "Scratch-it" on the left and "View Template", "Help", and "Save & Exit" on the right. The main area is divided into two columns. The left column contains a HubSpot logo and a "Subject:" field with the text "Scratch-it to find out!". Below that are "From:" and "Test Email:" fields, both containing example email addresses. A "To:" field is present but empty. A "SELECT EMAIL TYPE/LISTS" button is highlighted, and a dropdown menu is open below it. This menu has two sections: "Email Type" with radio buttons for "Blog Updates", "Default", "HubSpot Blog Subscription", "Innovative", "Insights", and "Knowledge"; and "Email Lists" with checkboxes for "All Customers (HS Recipes)", "All Leads", "All Leads (HS Recipes)", "All MQLs (HS Recipes)", "All Subscribers (HS Recipes)", and "Auto Update Blog- Monthly". To the right of the dropdown is a red "TEST" button. The right column is titled "Email Generator" and contains a vertical list of options: "Templates", "Simple Editor", "Template Editor", and "Review & Publish", each with a right-pointing arrow.

NOTE: Clicking **Test** automatically exports the email as a draft, allowing you to fine-tune it on Hubspot.com. These drafts will be located in your Hubspot account under **Content > Emails > Drafts**. You can edit and personalize the emails all you want in Hubspot, and integrate them into your campaigns and workflows just like any other email.

USING THE SERVICE

Finally, when you are all ready and have published your Scratch-it, on the Review & Publish page you can choose to **Push Email to Hubspot**. If you have already pushed or sent a test email, you also will have the option to **Update Hubspot Copy**.

IMPORTANT: The email system is designed to work in only one direction: any changes that you make in Hubspot will NOT update the copy on scratch-it.com. If at any point you return to scratch-it.com and re-export or send a test email, these changes will overwrite any changes you may have made on Hubspot.

