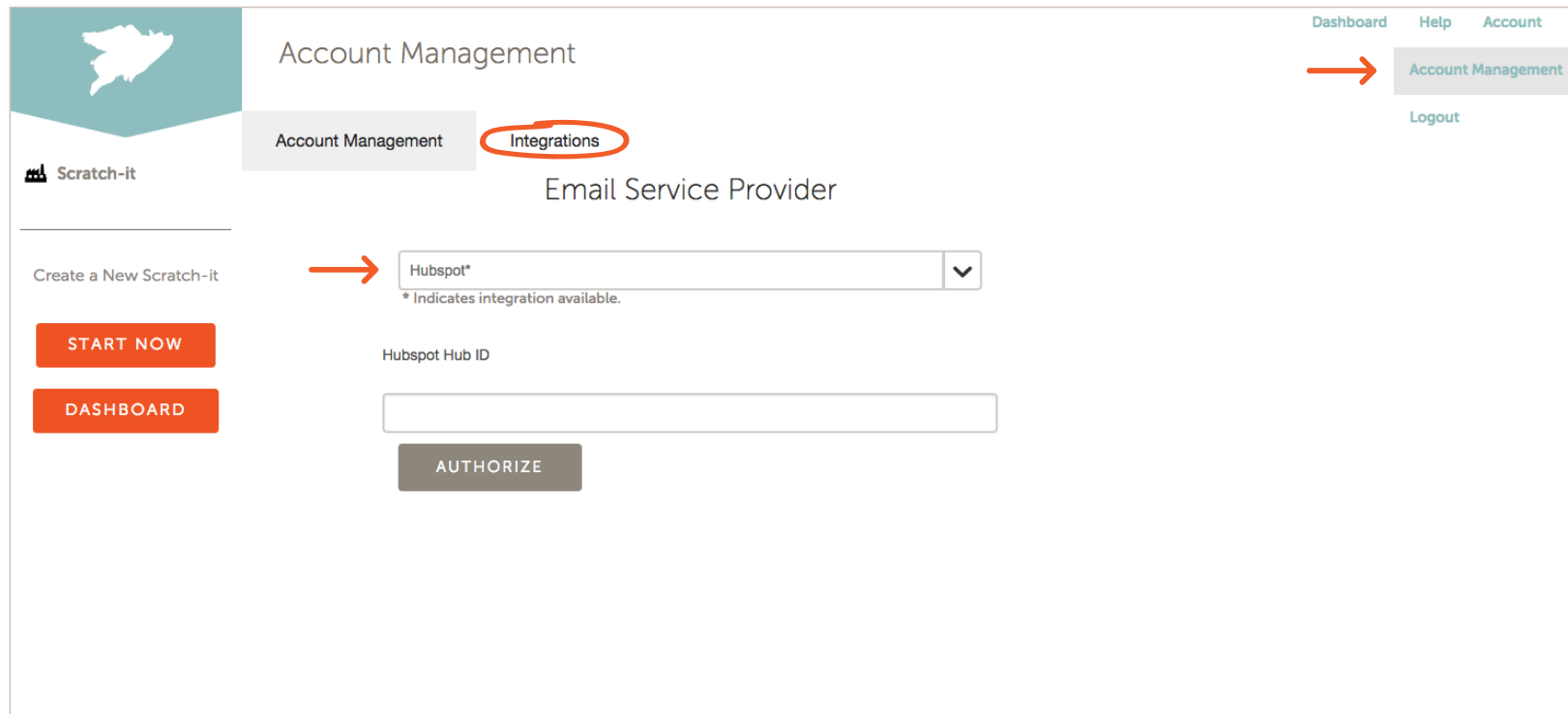# HubSpot ⇄ scratch-it

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.
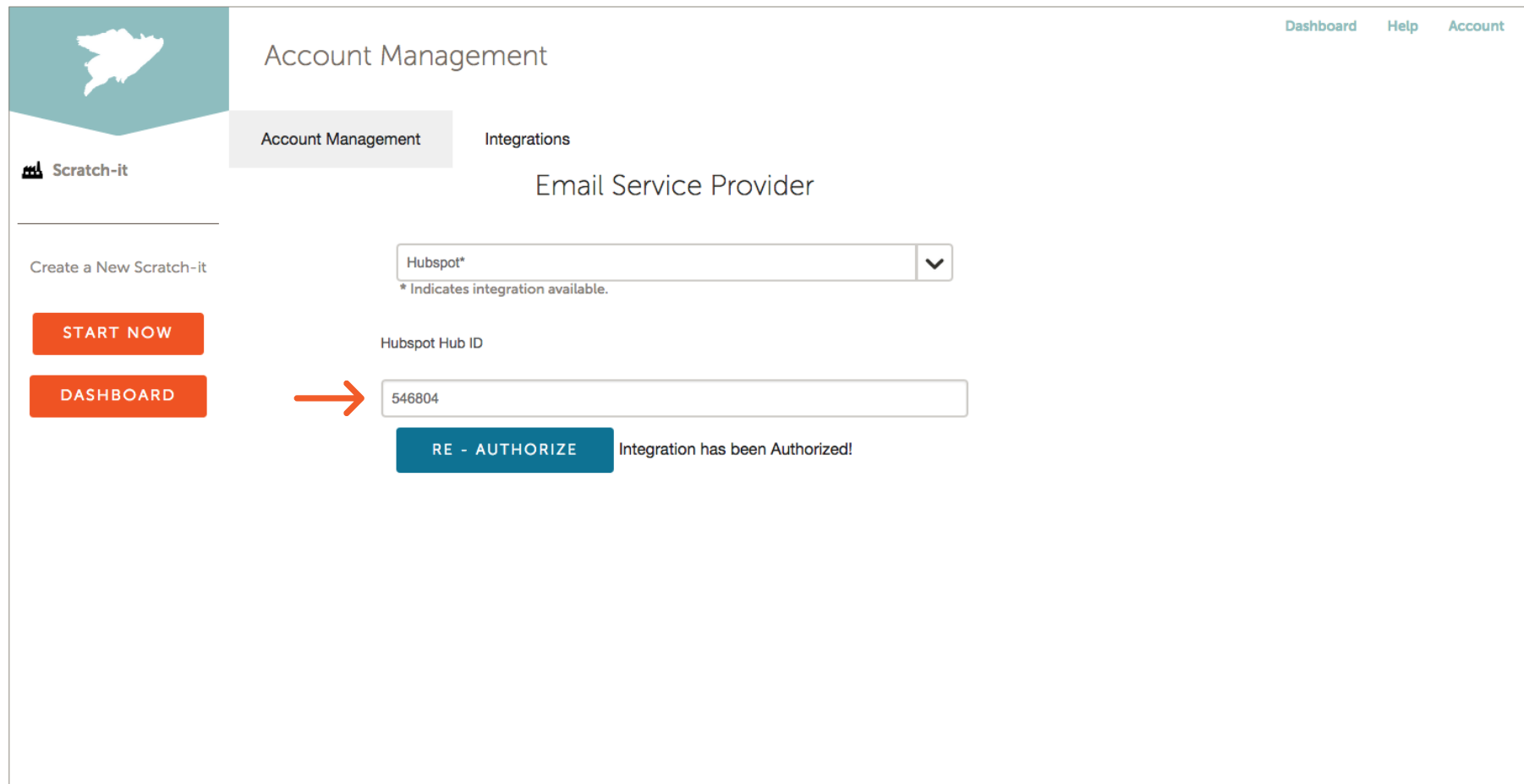
FINDING HUBSPOT ID

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.

AUTHORIZING HUBSPOT

1. Input these numbers into Scratch-it dashboard

2. Click the **Authorize** button

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!"
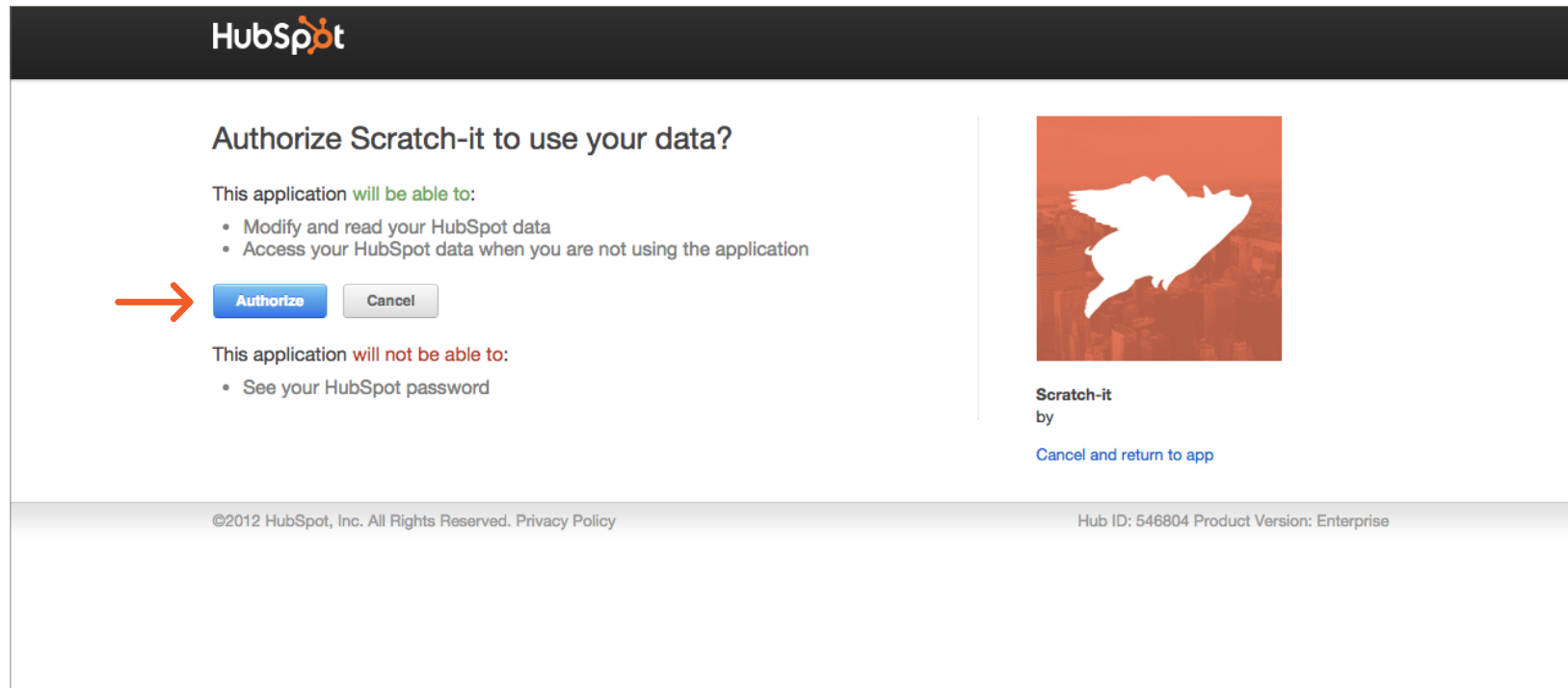
USING THE SERVICE

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!

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.