InterTradeIreland HubSpot Implementation

Client Overview

InterTradeIreland is a cross-border trade and business development agency supporting SMEs across Ireland and Northern Ireland. Through their range of services, they empower businesses to foster innovation, build partnerships, and achieve sustainable growth.

The Challenge

InterTradeIreland sought a comprehensive CRM platform to centralise and streamline its operations. They needed a solution that could integrate seamlessly with their existing systems, deliver accurate data through automated updates, and embed effectively into their organisation with tailored onboarding and training.

The Solution

Atlanticus Digital, working in partnership with Digital Catalyst, delivered a bespoke HubSpot implementation tailored to the specific needs of InterTradeIreland. The key elements of the project included:

System Integration

Using HubSpot's REST APIs, we seamlessly integrated with InterTradeIreland's systems to ensure efficient data exchange.

Workflows and Automation
Bespoke workflows streamlined tasks and improved communication.

Custom Objects
Custom HubSpot Objects were created to import and store selected datasets from InterTradeIreland's systems and display them using a REACT interface.

Nightly Updates
Automated nightly data synchronisation kept information accurate and up to date.

Error Logs
All errors were amalgamated and displayed via the Notes object to enable clear visibility and resolution.

Onboarding and Training
Custom onboarding and training embedded HubSpot into InterTradeIreland's daily operations.

DigitalCatalyst atlanticus DIGITAL

InterTradeIreland HubSpot Implementation

Results

Operational Efficiency
Seamless integration ensured smooth workflows and reduced manual interventions for improved operational efficiency.

Enhance Data
Nightly synchronisation provided reliable, up-to-date data across the organisation.

User Adoption
Tailored onboarding and training resulted in strong engagement with the HubSpot platform and higher user adoption.

Stakeholder Engagement
Personalised communications and efficient processes improved stakeholder relationships and satisfaction.

Conclusion

By combining Atlanticus Digital's expertise in CRM strategy with Digital Catalyst's technical capabilities, we successfully implemented a HubSpot solution that transformed InterTradeIreland's CRM operations. This project demonstrates the value of strategic partnerships in delivering tailored solutions that drive measurable results.

Atlanticus Digital and Digital Catalyst have supported InterTradeIreland in our implementation of HubSpot over the past 18 months. Their support has been invaluable, advising us on complex integrations and automations and also providing expert advice on the use of HubSpot to optimise our approach to digital marketing and communications. Their friendly, approachable and responsive manner allows us to work collaboratively to solve problems and design solutions tailored to our needs. I would happily recommend their services."

Colette Patton
Digitisation and Development Leader

DigitalCatalyst atlanticus DIGITAL