

## HUBSPOT EDITION



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## Anneomaly Digital

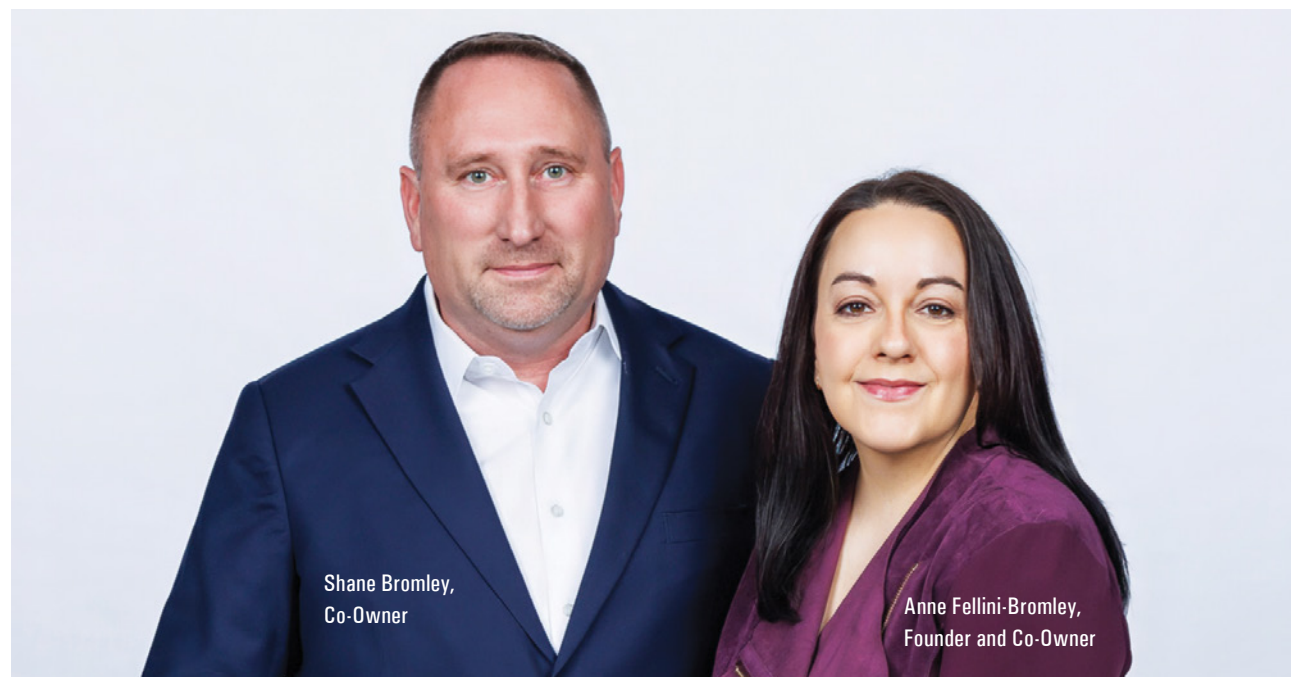


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*The annual listing of 10 companies that are at the forefront of providing HubSpot solutions and transforming businesses*

# Anneomaly Digital

## The Guide to Effective HubSpot Implementation



Shane Bromley,  
Co-Owner

Anne Fellini-Bromley,  
Founder and Co-Owner

**H**ubSpot's full potential is now more accessible than ever when leveraging the expertise of Anneomaly Digital. A specialist in HubSpot implementation, it is a woman-founded and owned family business built upon more than 15 years of digital marketing experience and extensive knowledge of the platform. Drawing on these qualities, it supports clients by seamlessly stepping in and supplementing their infrastructure.

The demand for organizations to have leaner operations is growing, with teams expected to accomplish more with fewer resources. Anneomaly Digital provides significant aid in this regard, alleviating administrative burdens and simplifying processes for clients. It assists in the creation and maintenance of frameworks in the system and leverages its proficiency in implementing HubSpot to serve a diverse client portfolio spanning industries such as cybersecurity, e-commerce and automotive.

"Our strong relationships with clients enable us to provide tailored recommendations that maximize their use of HubSpot. By deeply understanding each client's unique business needs and goals, we can offer insightful guidance to leverage the platform's full potential, driving their success through a collaborative partnership," says Anne Fellini-Bromley, founder and co-owner.

Anne and her husband Shane, the co-owners, bring a wealth of experience to the table. Anne has 20 years of expertise in

marketing and sales management, while Shane has an extensive background in sales and customer service. Together, they have spent nearly a decade working full-time with HubSpot, gaining an in-depth mastery of the platform. This combined knowledge allows them to provide clients with unparalleled support and guidance in navigating all aspects of HubSpot, ensuring their clients maximize the platform's potential for their unique business needs.

### FUELED BY A DECADE-LONG EXPERTISE

Anneomaly Digital ensures clients' long-term success with HubSpot by streamlining processes, enhancing efficiency, and providing expertise in dashboard creation, meaningful reporting, and KPIs. The agency offers comprehensive marketing support, leveraging their knowledge in strategy, content, and campaigns. Their understanding of sales processes enables them to optimize funnels within HubSpot, improving conversion rates and revenue generation.

Client collaborations begin with the development of tailored plans to effectively deploy features, ensuring they derive maximum benefit from the platform. Harnessing the wealth of data available within HubSpot, Anneomaly Digital guides clients using data-driven insights to make informed decisions that drive



their businesses forward. The agency recognizes communication as the cornerstone of building collaborative client partnerships. It adopts a flexible approach, meeting clients wherever they prefer. Channels such as email, Slack and project management tools are used to facilitate seamless interaction with clients. Weekly meetings are scheduled to align with client objectives and stay abreast of their evolving needs.

Client testimonials highlight how Anneomaly Digital works as an extension of their business. A representative from a medical device company said, "Anneomaly has been an excellent partner who worked as closely with us as a teammate through our Hubspot onboarding. We were impressed with their grasp of Hubspot and how well they helped to get our team trained and the support they provided as we transitioned onto the platform. I would definitely recommend Anneomaly as a Hubspot resource."

### AN EVOLVING PARTNER FOR GROWTH

Establishing true partnerships is a priority for Anneomaly Digital. The goal is to deeply understand the client's business, know their operations inside and out and draw upon these insights to offer informed recommendations regarding the utilization of HubSpot updates. It either takes on the responsibility of implementing these updates or offers thorough training to empower clients to use new features independently.

The success of the approach is exemplified in its work with numerous clients, including a perfect example regarding collaboration with a talent staffing company during its transition into HubSpot. The agency played a pivotal role in training the client's team on HubSpot usage and maintenance, ensuring everyone was proficient in managing the system. The client has since expanded significantly, accumulating over two and a half million contacts within their HubSpot database. It has also

expressed appreciation for Anneomaly Digital, recognizing its expertise in HubSpot implementation and relies on it for ongoing support as the platform grows.

Despite the evolving nature of HubSpot, keeping up-to-date with the latest features, functionalities and certifications of the platform ensures Anneomaly Digital is equipped to guide clients in adapting to these changes seamlessly. It attends events like INBOUND every year, with Anne recently submitting a presentation proposal for this year's conference. It actively participates in HubSpot user groups and regularly attends training sessions to ensure that it can provide clients with the highest level of service and support.

**Our goal is to build strong relationships with our clients and help them understand and use all of HubSpot's features**

Expanding its portfolio of services is a new training platform set to launch early this summer. It is designed to cater to the needs of HubSpot users and offer clients a comprehensive training program to enhance their knowledge and skills in using the tool to its full potential.

Anneomaly Digital showcases an extensive track record of helping businesses tackle their digital marketing needs—taking the stage as a maestro in HubSpot implementation. [CR](#)