

# Integrating MailLift with Hubspot

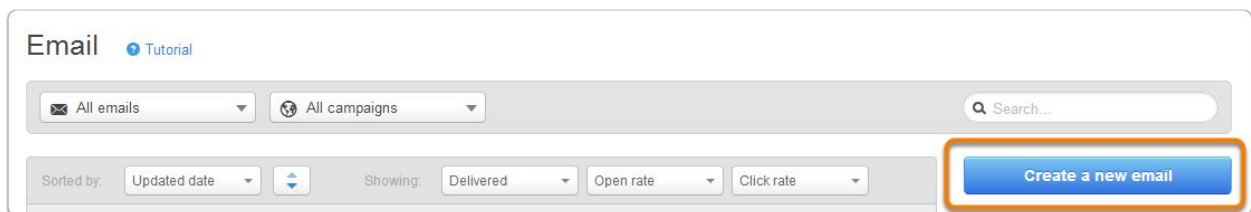
The MailLift/Hubspot integration uses an internal notification and the workflow tool to automate handwritten letters. Let's get going in 4 steps!

## Step 1: Download the MailLift <> Hubspot Template Doc

Download here: [MailLift <> Hubspot Template](#)

## Step 2: Create the MailLift Email in Hubspot

- Navigate to **Content > Email**
- Click **Create a new email**



- Choose a blank template > name the email "MailLift Submission" > **click Create**

Once you've created a new email, you'll be in the email editor. Navigate down to your Main Email Body and copy and paste the body content from the MailLift Hubspot Template Doc, into the body of your email.

**SUBJECT LINE:**

**COMPANY** **FIRST NAME** **LAST NAME** - SUBJECT

**BODY:**

===SENDER===  
Your **First Name** - Your **Last Name**  
Your **Street Address 1**  
Your **Street Address 2**  
Your **City**, Your **State**, Your **Postal Code**

=====  
===RECIPIENT===  
**FIRST NAME** **LAST NAME**  
**COMPANY**  
**ADDRESS**  
**CITY** **STATE** **ZIP**  
**COUNTRY**  
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*Note: Copy and paste **EVERYTHING** under the **"BODY:"** header, and paste it into your email body.*

- In the email editor, replace the fields under “Sender” with your information.

Main Email Body 69 Make Smart

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====SENDER====  
 Your First Name - Your Last Name  
 Your Street Address 1  
 Your Street Address 2  
 Your City, Your State, Your Postal Code

← Replace this with your info

=====  
 ===RECIPIENT===  
 FIRST NAME LAST NAME  
 COMPANY

*Note: The “Sender” field will appear as the return address on the letter. You can use as many or as few fields as you want.*

- Replace all the fields under “RECIPIENT” with the corresponding personalization tokens.

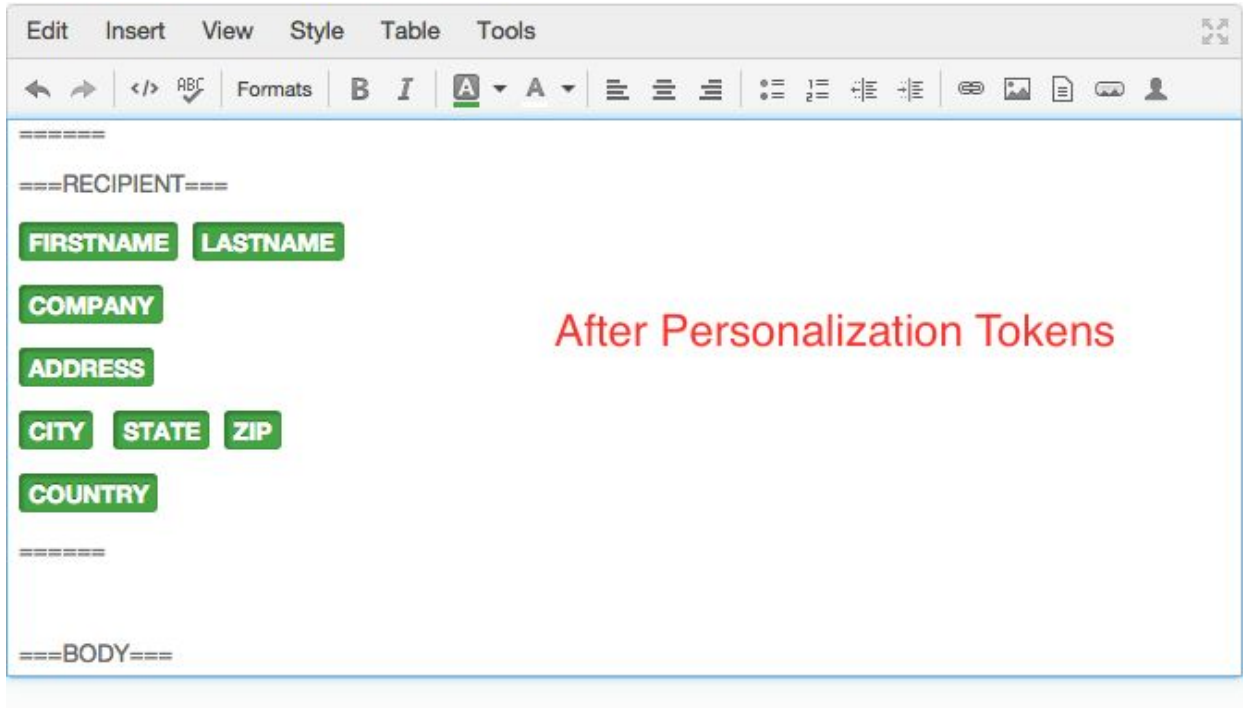
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=====  
 ===RECIPIENT===  
 FIRST NAME LAST NAME  
 COMPANY  
 STREET ADDRESS  
 CITY STATE POSTAL CODE  
 COUNTRY

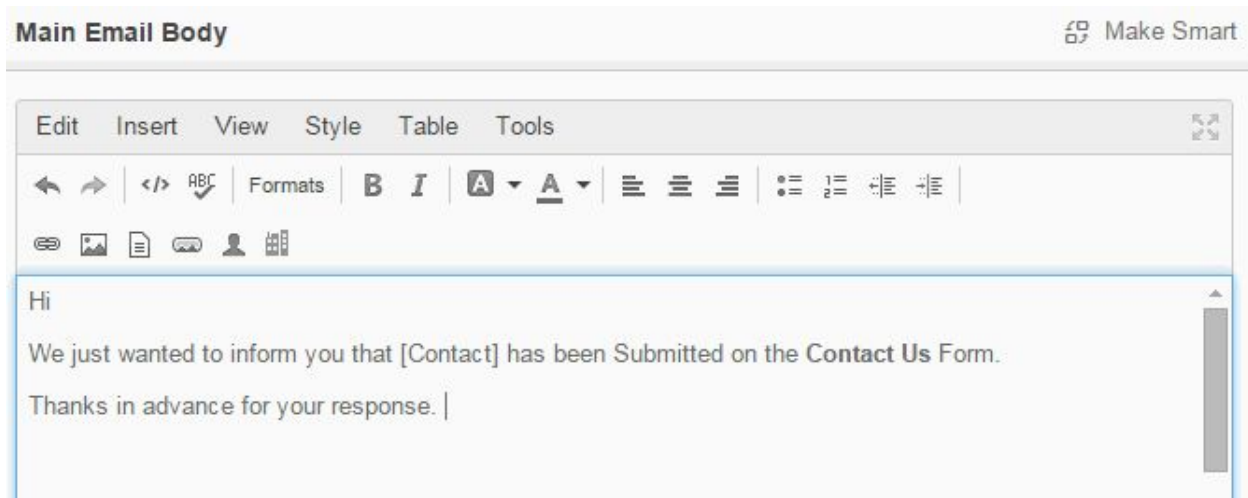
=====  
 ===BODY===

Before Personalization Tokens



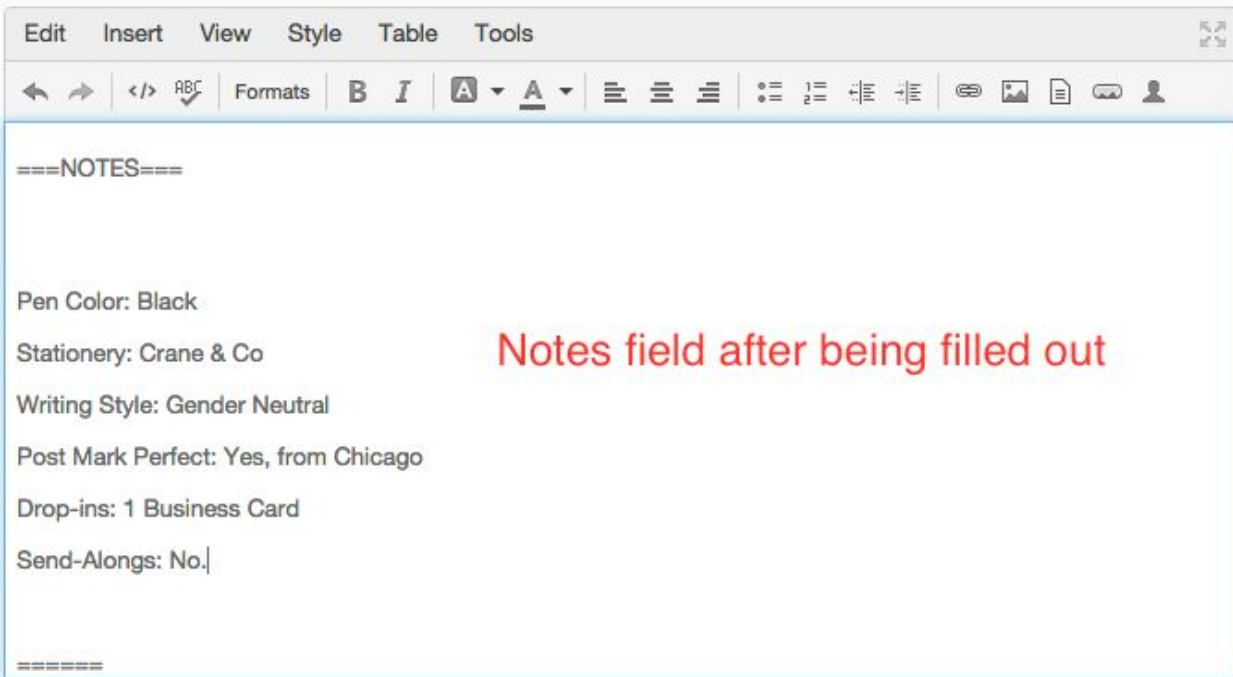
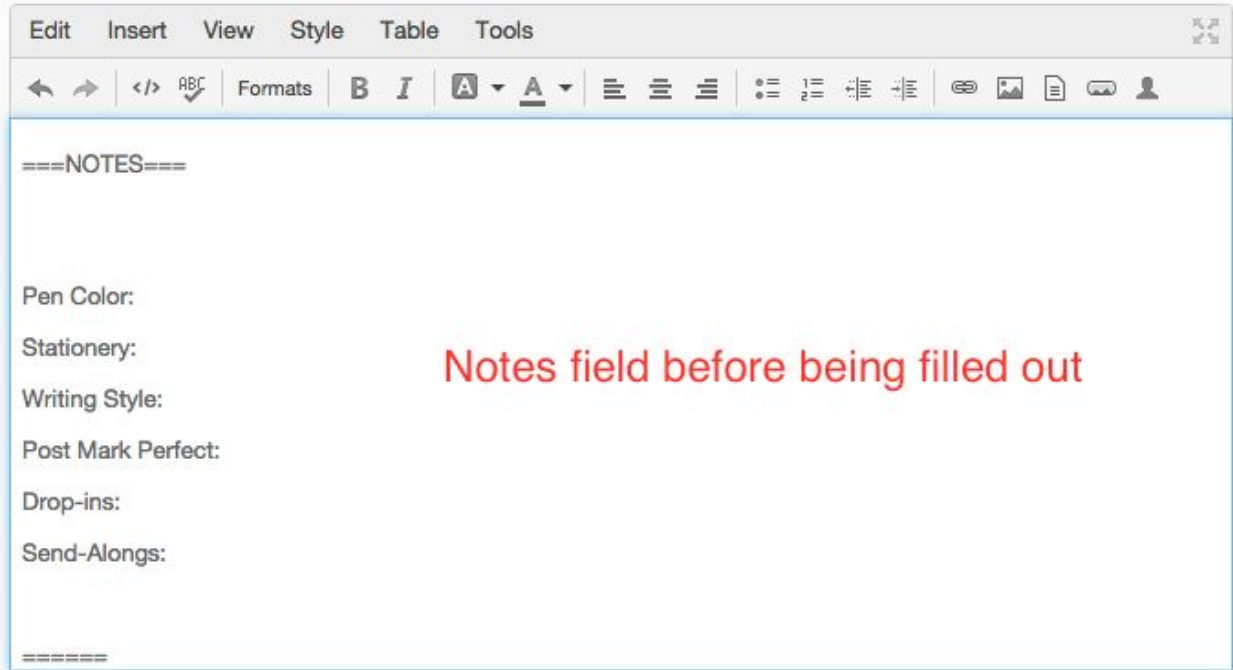
*Note: These personalization tokens let us know who to send the letter to. For more on personalization tokens, check out [Hubspot's Guide](#).*

- Replace the content under “BODY” with the content of your letter.
- 



*Note: Any personalization tokens can be used in the content of your letter*

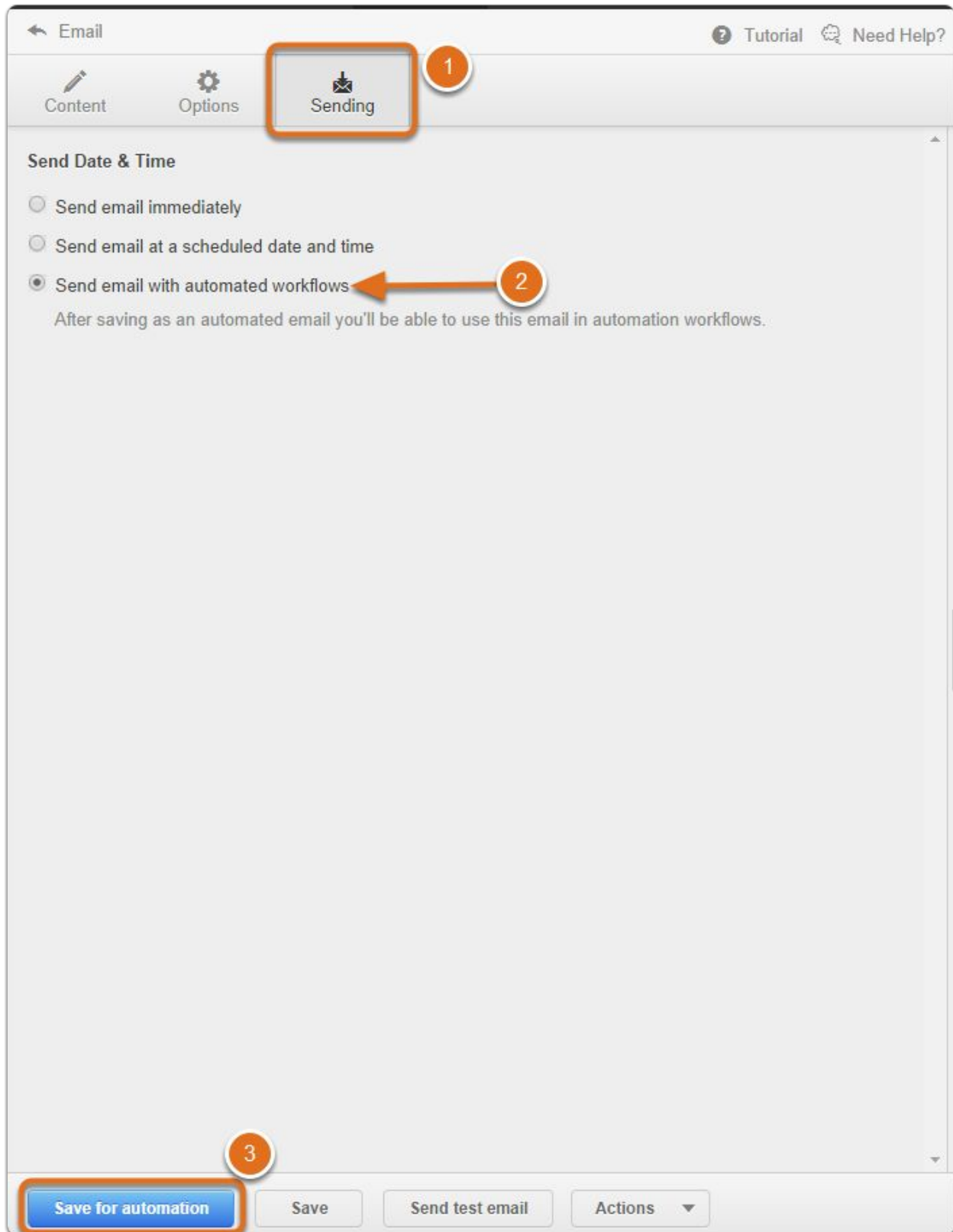
- Fill out the notes field with your letter features



*Note: For details on what letter options are available, check out this [GUIDE TO THE NOTES FIELD](#).*

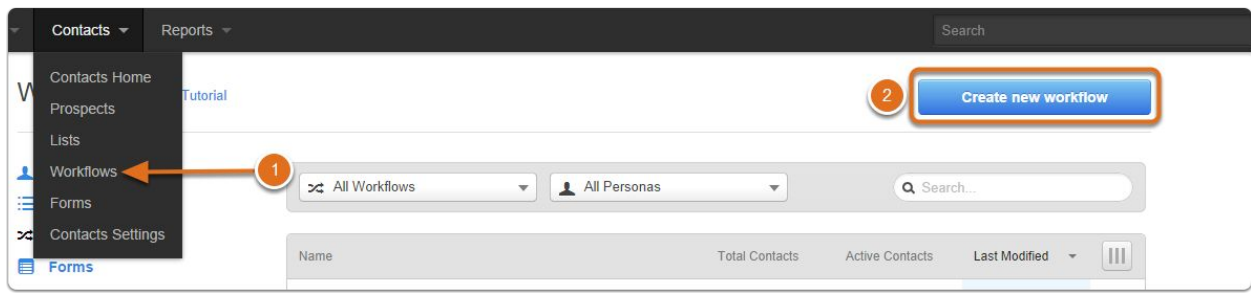
- Once you have finished creating your email, navigate to the Sending tab in the email editor
- Select Send email with automated workflows

- Click the Save for automation button in the bottom, left-hand corner of the email editor

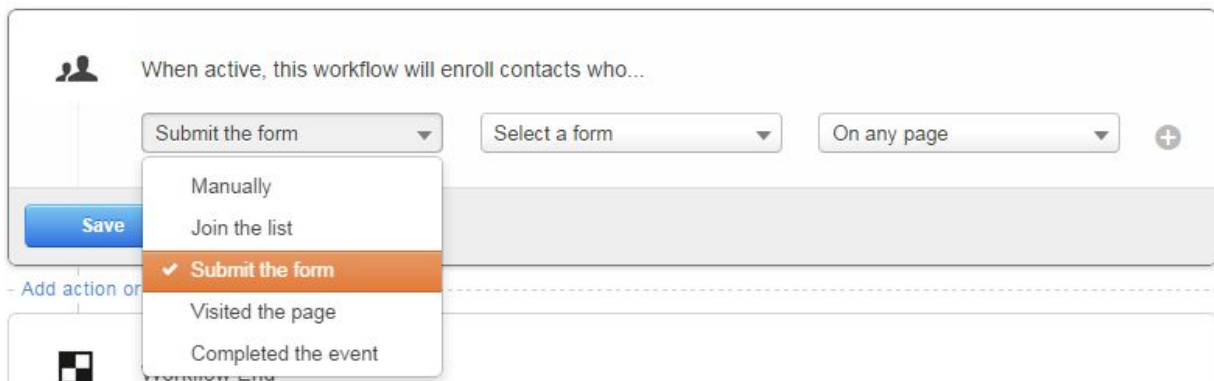


Now create the workflow that will be responsible for sending your handwritten letter to your recipients.

- Navigate to Contacts > Workflows
- Click Create new workflow



- Give your workflow a name and select **Standard** as the workflow type
- Choose the criteria for sending handwritten letters.
  - “When active, this workflow will enroll contacts who...”



- Set up your first workflow action by clicking **Add action or delay**:
- Choose **Send internal email**
- Select the notification email we just created “MailLift Submission”
- And for the email address, paste in your personal MailLift key. (*Find your key by going to MailLift.com/dashboard, and clicking on the “integrations” tab*)

Add action or delay

✉

Send internal email
MailLift Submission ▼
Create email 🔗

Enter email address  
 Use an email property

maildrop+9778d5d2@maillift.com

Save

Your MailLift Key

Delete

Add action or delay

- Click **Save**
- Activate your workflow by toggling the switch next to Workflow is inactive (the status will then say Workflow is active)

internal notification for form submission Test Clone Delete

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← View all workflows

OFF Workflow is inactive. Goal: (none selected) Set a Goal

Workflow details

**Done!**



*“Thanks for reading this tutorial! If you have any questions or feedback, contact me at 512-584-5526 or [Nick@maillift.com](mailto:Nick@maillift.com). My job is to help make you look good!”*

**Nick Akey**  
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