

CASE STUDY:

Automating Email Publishing and **Streamlining** Content Management for Business Insurance



BUSINESS INSURANCE®

THE SITUATION

Business Insurance, a leading provider of commercial insurance news, sought to streamline its email publishing process and content management by integrating their systems and automating workflows. Vonazon helped them move from a fragmented setup, relying on WordPress and ActiveCampaign, to a fully integrated HubSpot environment. **Using automation and data synchronization, Vonazon empowered Business Insurance to reduce manual work, improve campaign efficiency, and scale their operations.** This case study highlights how Vonazon's approach can help any organization automate their marketing workflows—just as it did for Business Insurance.

The HubSpot logo, featuring the word "HubSpot" in a dark blue sans-serif font, with a stylized orange robot head icon to the right of the "o".

HubSpot

The WordPress logo, consisting of a circular icon with a white "W" on a dark blue background, followed by the word "WORDPRESS" in a dark blue sans-serif font.

WORDPRESS

The ActiveCampaign logo, with the words "Active Campaign" in a dark blue sans-serif font, followed by a blue chevron symbol pointing to the right.

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THE BUSINESS CONTEXT

Business Insurance publishes time-sensitive news articles and distributes them via email newsletters. **Their existing process relied on multiple disconnected systems**—WordPress for content publishing and ActiveCampaign for email marketing. This fragmentation led to inefficiencies, manual data entry, and frequent errors in email campaigns. The editorial team struggled to keep content up to date, requiring frequent manual updates across platforms.

The company sought a solution to automate the flow of data from WordPress to HubSpot, integrating both content management and email distribution systems. A key goal was to ensure real-time content updates, improving the accuracy and efficiency of their newsletters. The solution also needed to allow for seamless data synchronization, ensuring that the editorial team could focus on content creation, rather than managing the manual flow of information. Importantly, the integration would also need to incorporate ad campaigns from an external system, integrating them into the newsletters, ensuring proper formatting and placement.

THE CHALLENGE

As Business Insurance sought to scale their newsletter operations, they faced several hurdles that hindered their ability to execute email campaigns efficiently and accurately. The organization was managing content and distribution across multiple platforms, including WordPress for content management and ActiveCampaign for email marketing. These disconnected systems led to significant manual work, data inconsistencies, and inefficient workflows. The lack of integration between the platforms not only slowed down their processes but also increased the potential for errors in their newsletters. Business Insurance needed a solution that would automate the data transfer, reduce manual entry, and ensure real-time content updates across email campaigns.

KEY CHALLENGES:

- ✘ **Manual data entry** between systems, which led to frequent errors and delays in campaign launches.
- ✘ **Lack of real-time synchronization** between WordPress and ActiveCampaign, resulting in inconsistent content and outdated emails.
- ✘ **The need to automatically sync content** from various sources, including Google Sheets, to HubSpot for smooth campaign execution.
- ✘ **Managing ad-serving issues and formatting inconsistencies** in email clients, particularly Outlook, which complicated email presentation and user experience.

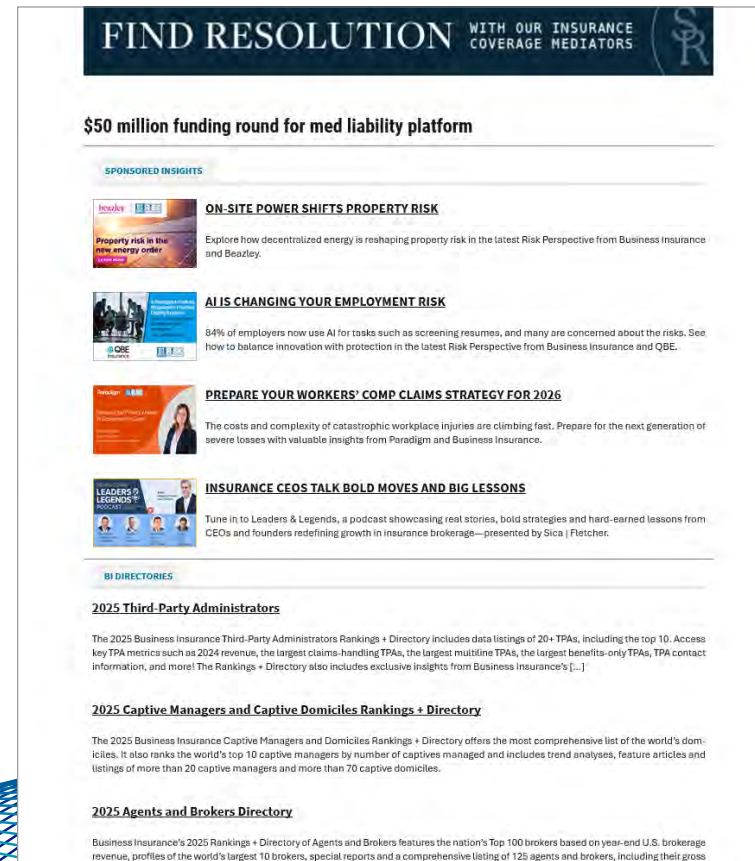
Business Insurance recognized the need for a more integrated system to streamline content publishing, improve accuracy, and provide the flexibility to scale their operations effectively.

VONAZON'S APPROACH

Vonazon implemented an **integrated solution, automating the process of syncing WordPress content with HubSpot and enabling real-time updates for email campaigns.** The HubDB integration automatically pushed newly published articles, along with all associated creative assets—such as images, videos, and media files—from WordPress into HubSpot. This eliminated manual data entry and ensured content accuracy and timeliness. The integration also ensured that both text and visual elements were consistently aligned, streamlining the workflow and reducing potential for errors.

To enhance the email publishing process, **Vonazon created custom email templates within HubSpot that dynamically pulled content directly from HubSpot's database.** These templates automatically populated with the latest published stories, along with their corresponding images and media, ensuring all creative elements

were properly displayed and aligned within the newsletters. The custom logic ensured that articles were always ordered by the most recent, placing the most relevant content at the top of the newsletter. This feature simplified the editorial process by removing the need to manually adjust the article order, making it more efficient and accurate.



VONAZON'S APPROACH CONTINUED

The solution offered the editorial team manual control over content selection, allowing them to choose articles and modify templates as needed, while automating repetitive tasks like content updates and email distribution. **This balance of manual flexibility with automation allowed the team to retain control over creative decisions while optimizing their workflow.**

Vonazon also ensured that external ad campaigns were seamlessly integrated into the newsletter templates. **The ad-serving integration automatically pulled in ads from an external system,** ensuring they were formatted correctly and aligned with both content and creative assets, preventing formatting issues that had previously impacted their campaigns. All creative elements, including ads, images, and content, were synchronized for accuracy and consistency across email clients.

Vonazon's approach was designed to scale with Business Insurance's needs, offering flexibility to transition from manual workflows to full automation as required, while maintaining the integrity of content, creative assets, and ad-serving systems.



This integration not only ensured a more efficient process but also laid the foundation for future growth without adding unnecessary complexity.

THE RESULTS

The **integration of HubSpot, WordPress, and custom workflows** allowed Business Insurance to automate their email publishing process and significantly reduce the time spent on manual data entry.

The team now benefits from real-time content updates, ensuring that their newsletters are always current and relevant. The solution also provided them with flexibility, allowing them to maintain control over content while automating the more time-consuming tasks.

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KEY OUTCOMES:

- ➔ **Automated data syncing** between WordPress and HubSpot, reducing manual entry and errors.
- ➔ **Improved email publishing speed**, allowing the team to meet tight deadlines and increase frequency.
- ➔ **Consistency across campaigns**, ensuring content was always up-to-date and aligned with the editorial calendar.
- ➔ **Scalable workflows**, providing the flexibility to move from manual processes to automation as their needs evolve.
- ➔ **Enhanced reporting and data analytics**, enabling Business Insurance to optimize their campaigns and track performance.

As one of the team members stated,

“*The mind kind of reels at the potential... we could look at things a lot differently once we were done and up and running.*”

This transformation enabled Business Insurance to not only streamline operations but also prepare for future growth with automated and scalable processes.

LOOKING AHEAD

With the integration of HubSpot and WordPress, **Business Insurance is now set up for long-term scalability.** As they continue to refine their workflows, Vonazon will help them optimize automation further, allowing the team to focus more on high-level strategy and less on repetitive tasks. This integration has positioned Business Insurance for continued success, enabling them to scale their email marketing efforts with ease.



Ready to automate your email publishing and content management workflows? Let's discuss how Vonazon can streamline your processes, reduce manual work, and help you scale your marketing efforts efficiently. [Contact us to get started.](#)



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