

How Yardzen Replaced 5 Disconnected Tools With Salesmsg and HubSpot

Yardzen consolidated 5 disconnected tools into Salesmsg and HubSpot to run its whole client journey from two connected systems.

Results

5 tools to 2

Consolidated Into Salesmsg + HubSpot

1 day/week

Reclaimed for Every Design Rep

Hundreds of

Contractor Partners on Personalized Texting

Salesmsg and HubSpot became the two systems tying design sales, project management, and support back to a single client record.

Why Salesmsg + HubSpot

- 1 Native two-way sync between Salesmsg and HubSpot keeps every client record accurate on both sides
- 2 Salesmsg acts as a dedicated shared inbox for inbound texts and calls, tied 1:1 to the HubSpot record
- 3 The Salesmsg API lets a small team run personalized outreach to hundreds of partner companies
- 4 Salesmsg migrated years of historical text history, merging it with live conversations, something no other vendor offered
- 5 More flexible unenrollment logic in Salesmsg Campaigns compared to HubSpot sequences

"I threw Salesmsg a pretty big curveball asking if they could import years' worth of history and make sure the assignments were correct and merge with the conversations we're having right now. That's not something anybody else offered."

"The most joy I've had working with Salesmsg so far was the support and the dedication that the team has put in."

Jack Joseph
Sales Operations & Systems
Lead, Yardzen

The business challenge

Yardzen, a remote-first landscape design firm, ran its client communication across five separate, disconnected CRM, customer support, marketing, and calling platforms. Key issues:

- Design sales reps, project managers, and support all touched the same clients but had no shared view of the relationship, and inbound leads waited up to 2 hours for a response.
- Coordinating with hundreds of contractor partners through disconnected tools was slow and inconsistent.

Implementation and usage

-  New inbound leads auto-assign to a rep through a HubSpot workflow, with an automated intro text sent immediately.
-  A custom script enforces the 10-min response window during work hours and holds off-hours leads for the next morning.
-  Missed meetings trigger an automated follow-up sequence.
-  Contractor and partner outreach runs through the API, pulling context from HubSpot.
-  At peak, the system manages outreach to hundreds of partner companies and their contacts.

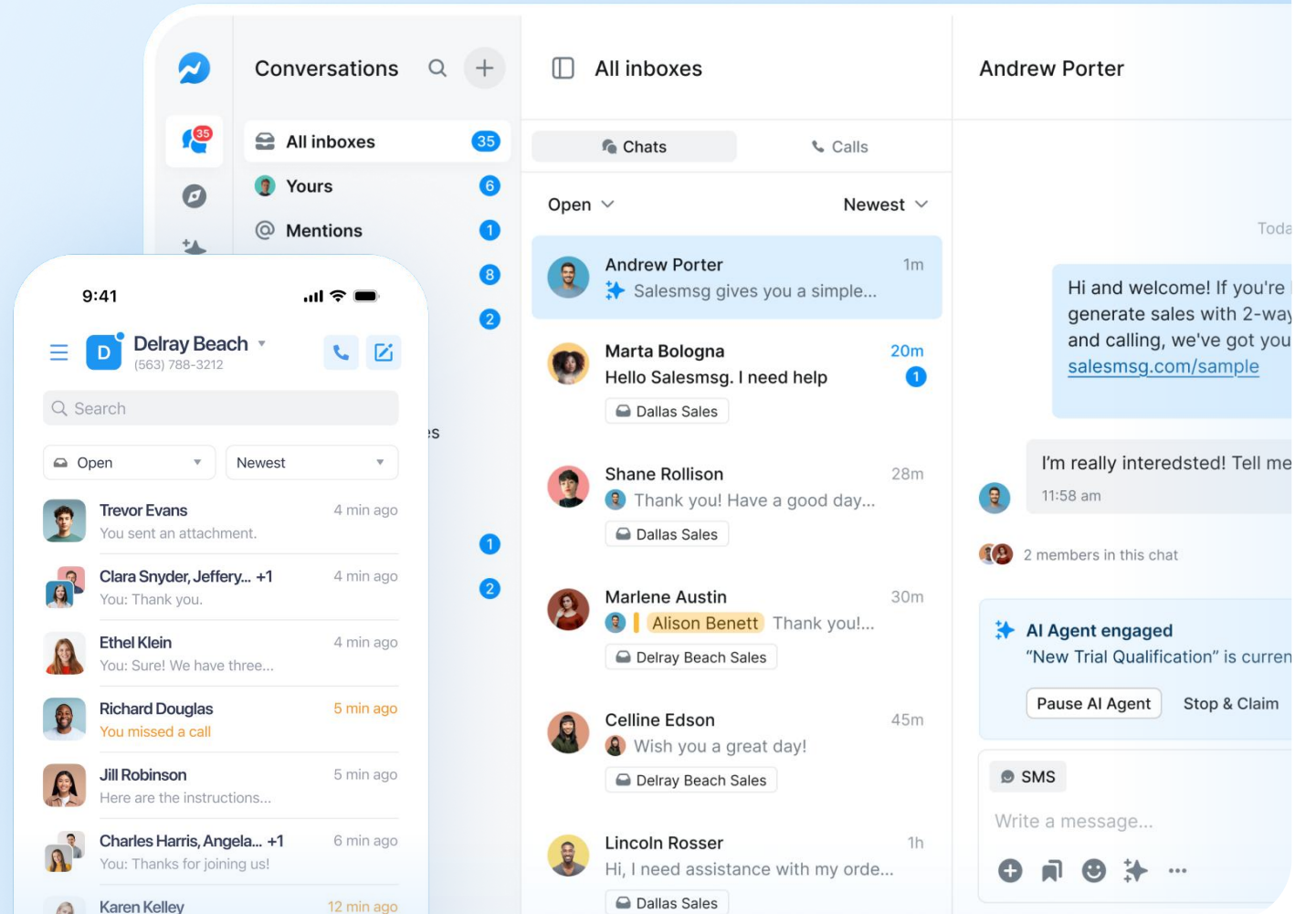
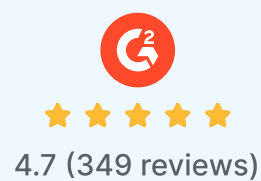
Conclusion

Yardzen didn't set out to change its whole sales operation. It set out to stop losing time to disconnected tools. What it got was a 10-minute response window, a day back each week for its design team, and a contractor network hundreds of companies deep running on personalized outreach instead of email chains.

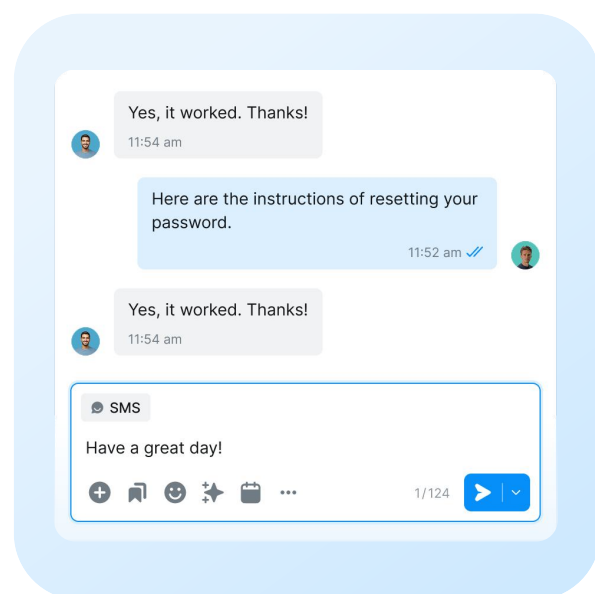


One platform for every customer conversation

Simple, scalable, secure, AI-powered business texting & calling.

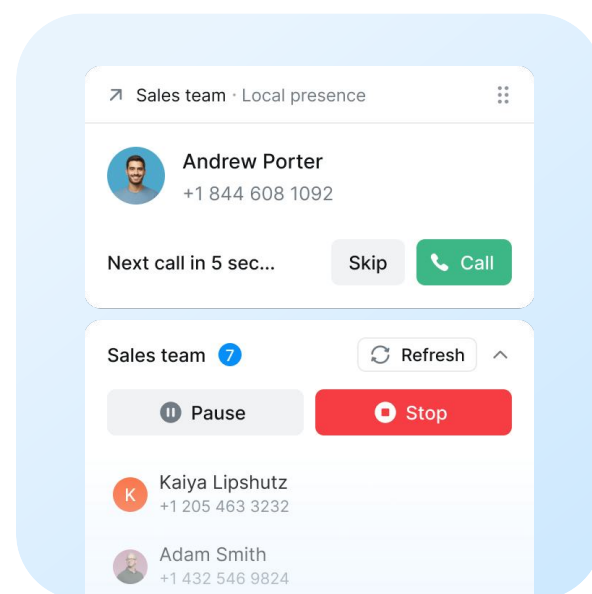


Complete communication platform



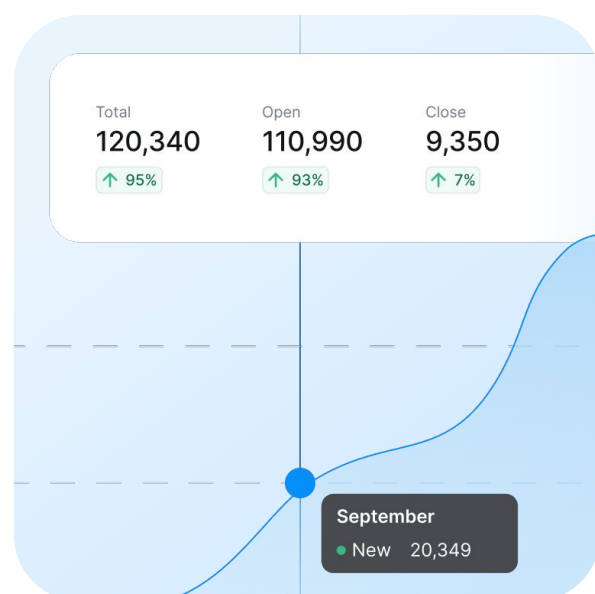
Advanced messaging hub

Enable two-way SMS/MMS with live typing indicators and landline texting. Collaborate through shared team inboxes and share rich media from GIFs to full documents.



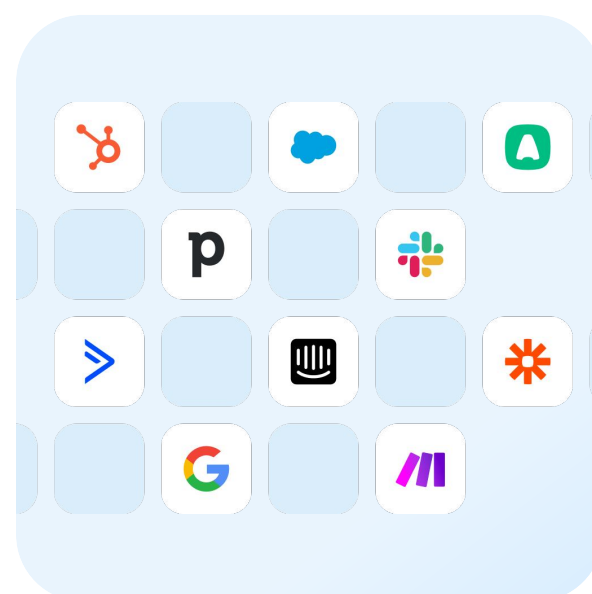
Intelligent calling system

Call with Power Dialer, autodialing, and intelligent call queuing. Host conferences, record and transcribe, transfer seamlessly, and log everything automatically across all devices.



Advanced analytics & reporting

Track real-time performance metrics, conversation analytics, credit usage, and broadcast, campaign and workflow statistics – all in one dashboard.



Integration marketplace

Connect seamlessly with HubSpot, Salesforce, ActiveCampaign, Pipedrive, and 20+ popular tools through Zapier. Build custom workflows using API and webhooks.

Trusted by thousands

Great customer service and easy to use!

"I love that it works with our HubSpot CRM system and our existing phone numbers. I can't imagine trying to track individual texts without it."



Sarah M.
Director, Life Is Now

Best texting service.

"Salesmsg has completely changed the way we connect and engage with our leads. We've been able to close more deals in half the time!"



Keron H.
Partner, Property Nation

Great, easy to use texting platform.

"Salesmsg is extremely easy to set up and integrate with my CRM. Two-way texting with leads and customers has never been easier!"



Amanda S.
Marketing manager, Acceptu

Transform your business communications today

Start a free 14-day trial

Join thousands of growing businesses using AI-powered messaging & calling.

