BaseBuild
Coders, On Demand

Case Study: HubSpot + Membership Sync

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Client Overview

MMRMA (Michigan Municipal Risk Management Authority) provides coverage and services to local government entities. Their WordPress website included a membership portal that needed to sync user data with HubSpot CRM.

The Challenge

Membership data was siloed between the website and CRM, requiring manual syncing and limiting the effectiveness of communication and reporting workflows.

Our Solution

Basebuild integrated the WordPress membership system with HubSpot using its API. Member profile data now syncs in real time, keeping contact records current and automating onboarding workflows inside HubSpot.

Server and tech stack:

- Automated membership syncing with HubSpot

- More targeted and timely communications

- Less reliance on manual data entry and exports

Results

We developed a flexible WordPress foundation tailored to MMRMA's unique member services, with clean navigation and modular content blocks that make updates easy for internal teams — no dev help required.

- Behind the scenes, we connected WordPress to HubSpot's CRM using custom API hooks. This enables real-time member data sync, smart form behavior, and marketing automation — all without compromising site performance.
- Built with MMRMA's members in mind, the site features gated content, intuitive resource access, and CRM-aware forms that ensure the right message reaches the right person at the right time.

Why it matters

This project demonstrates how Basebuild empowers organizations to make better use of their CRM by connecting their WordPress infrastructure directly to their marketing and contact management tools.

URL: **https://mmrma.com**

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