

# How To Promote Your HUG



HubSpot  
User  
Groups

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# MY HUG DATE IS SET, WHAT'S NEXT?



After you have submitted your upcoming HUG meetup to HubSpot [via this form](#), it is time to promote the event.

As the HUG leader, it is your responsibility to promote all HUG events through your own social media accounts, email, on your HUG LinkedIn Group, etc. This is a crucial element in growing your HUG attendance.

# PROMOTION CHECKLIST



This is an overview of how to promote your HUG. Use the complete ebook for details and direction on how to complete these tasks.



Announce your meetup on LinkedIn



Promote your HUG on Twitter



Share your HUG on Facebook



Set up a Google+ event for your HUG



Submit your event to local calendars



Remind previous attendees with email

# CHAPTER 1



# PROMOTING HUGS ON LINKEDIN.

# HOW TO LEVERAGE LINKEDIN FOR PLANNING:



One of the most effective ways to check the temperature of your HUG is to use LinkedIn polls. With LinkedIn polls you can agree on the next meetup topic or determine a preferred meeting time and date for everyone.

Thinking of trying a new format?

Use LinkedIn polls to decide on a presentation, workshop, or case study.

A screenshot of a LinkedIn poll interface. On the left is a profile picture of a woman with the text "Your Activity" below it. To the right, there's a "Start:" section with "Discussion" and "Poll" options, where "Poll" is selected. Below this is a text input field labeled "Ask a question". Underneath is a section for "Specify up to 5 answer choices." with a text input field and a note "New choices will appear as you type." Below that is a line of text: "Out of characters? Comment on your own poll if you have more to say." To the right of this is "Runs until: 6/06/2014" with a calendar icon. At the bottom right are icons for a comment, a share icon, and a "Share" button.

# HOW TO PROMOTE ON LINKEDIN:



By announcing your upcoming HUG event as soon as it's scheduled, you will give your members time to save the date and get them excited about the topic.



## HUGNH June is now open for registration!

Chris LoDolce, HubSpot's Inbound Marketing Professor, will be exploring HubSpot's Workflows and how you can effectively use Workflows to ...



## Portsmouth HubSpot User Group Meetup

[hugnhjune.eventbrite.com](http://hugnhjune.eventbrite.com)

We are proud to announce the next Portsmouth New Hampshire HubSpot User Group Meetup! We will be hosting this bi-monthly event (and all subsequent meetings) in the Alemaker's Hall at Redhook Brewery in Portsmouth, New Hampshire.

## CHAPTER 2

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# PROMOTING HUGS ON TWITTER.



# SET UP A HUG TWITTER ACCOUNT



Start by creating a Twitter account for your HUG, like @HUGBoston @HUGNH @SeattleHUG. A low maintenance option is to create a hashtag for your HUG, some examples are #PHxHUG #HUGME.

Both of these options are great way to take your HUG conversations online. Be sure to send HubSpot your Twitter handles or hashtags so HubSpot can promote them.



# PROMOTE YOUR EVENT ON TWITTER



Schedule Tweets promoting your event, topic, guest speaker, and location. A good rule of thumb is to schedule 4-6 messages per week promoting your HUG and the registration page for your event.

If you have any guest speakers, be sure to mention their Twitter handles in your messages to spark the conversation.



## CHAPTER 3

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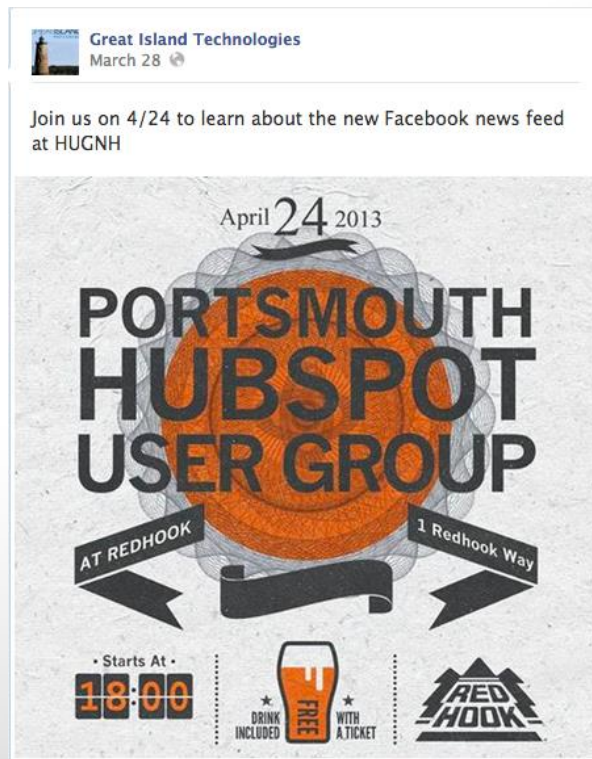
# PROMOTE HUGS ON FACEBOOK.

# PROMOTE YOUR EVENT ON FACEBOOK

Announce your next HUG meetup on your company's Facebook page.

Include the topic, location, and guest speaker.

Then schedule 1-3 reminder messages as the event gets closer.



# POST EVENT PHOTOS

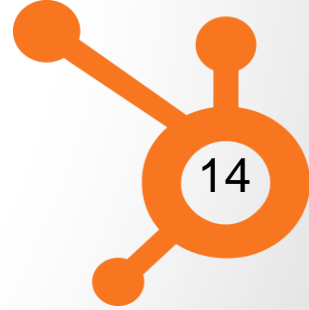
Facebook has turned into a highly visual social media platform, which is perfect for sharing photos.

Designate a member to take photos during the HUG and then share them on Facebook.



# SHARE EVENT INFORMATION

After your event, post a slideshare of the event's presentation on your Facebook page for those who were not able to attend.



Great Island Technologies shared a link.

March 4

In case you missed Sarah Bedrick's presentation at HUGNH last week, here it is! SEO Predictions in 2013 & Beyond

SEO PREDICTIONS IN 2013.

Seo predictions hugnh  
[www.slideshare.net](http://www.slideshare.net)

SEO PREDICTIONS IN 2013.

## CHAPTER 4

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PROMOTE HUGS ON  
GOOGLE+.




Share what's new...

Text Photos Link Video Hangout

**HubSpot User Group NH**  
Shared publicly · May 14, 2013


HUGNH June is now open for registration!  
+HubSpot's Chris LoDolce will be sharing his expert tips and tricks on how to execute effective Workflows!


**Portsmouth HubSpot User Group Meetup**  
[hughnjune.eventbrite.com](http://hughnjune.eventbrite.com)

+1

**HubSpot User Group NH**  
Shared publicly · May 14, 2013

HubSpot's Chris LoDolce will be sharing his expert tips on how to execute an effective Workflows campaign to nurture your leads! Light appetizers will be provided.




HubSpot User Group NH June Meetup

Thu, June 20, 6:00 PM EDT  
 Redhook Ale Brewery  
 Peter Notschke, Jourdan Astier, Carole Mahoney + 2 others going


Are you going?

+1


In your circles 68 people



Have you in circles 52 people



Link Your Website


**Help people discover your page**  
 And expand your following on Google+

**HubSpot User Group NH**  
Shared publicly · Apr 30, 2013

Social media lead conversion rates are 13% higher than the average lead conversion rate.



# CREATE A HUG GOOGLE+ PAGE



- Set up a Google+ page for your HUG.
- Announce HUG events, topic, guest speaker and location.
- Post event photos, Google+ is a visual social media platform.

# SET UP A GOOGLE+ EVENT



**HubSpot User Group NH**

Shared publicly · May 14, 2013

HubSpot's Chris LoDolce will be sharing his expert tips on how to execute an effective Workflows campaign to nurture your leads! Light appetizers will be provided.



HubSpot User Group NH June Meetup

🕒 Thu, June 20, 6:00 PM EDT

📍 Redhook Ale Brewery

👤 Peter Notschke, Jourdan Astier, Carole Mahoney + 2 others going

Are you going?

Yes ▾

+0 guests ▾

Invite more

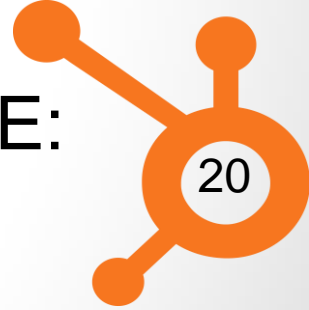
One bonus of using Google+ Events is that when an invited member accepts your Google+ event invitation, the event will show up on their calendar.

## CHAPTER 5



PROMOTE HUGS  
LOCALLY.

# VISIT YOUR LOCAL NEWSPAPER'S WEBSITE:



Search for a local community calendar. If they provide a calendar, submit your event! Most are free of charge, but may require you to set up a user account.

This technique is a great way to spread the word about your HUG in the community.

Welcome to the Seacoast Calendar, your source of information about everything going on in Seacoast. This is YOUR calendar. If there's an event going on that's open to the public, we want it in this calendar. If it's not here, click on SUBMIT EVENT, and we'll add it.

[Submit Event](#)

[Calendar Instructions](#)

Search by town/event:

**Choose A View:**

Table

Filter by:

**Event Type**

[All Values]

**Publications**

[All Values]

June 2013						
S	M	T	W	T	F	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

[Prev](#) [Next](#)

[PRINT](#) [SUBSCRIBE](#) [ICAL](#) [RSS](#)

Select: [All](#) | [None](#)

[Add To My Calendar](#)

[Remind Me By Email](#)

[Other Event Actions...](#)

## CHAPTER 6



PROMOTE HUGS  
THROUGH EMAIL.

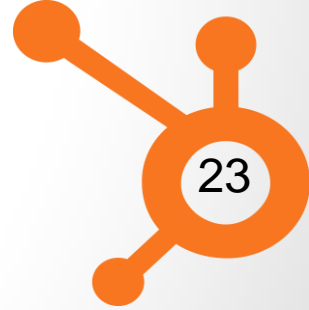
# EMAIL PREVIOUS HUG ATTENDEES



Gather the contact information for all previous HUG attendees. If you have been using Eventbrite, this can be easily found in the data Eventbrite provides you.

Announce your upcoming event with a brief email send as soon as the date is set. Then to follow up and remind your members, send one brief reminder email four days before the event.

# EMAIL BEST PRACTICE REMINDERS



- Always provide a link to your Eventbrite page so members can easily register.
- ONLY use email addresses that willingly gave you consent to receive email notifications.
- Remember not to flood your most supportive members with emails, one friendly reminder email will suffice.





IT TAKES TIME TO GROW  
AND NURTURE YOUR  
HUG.

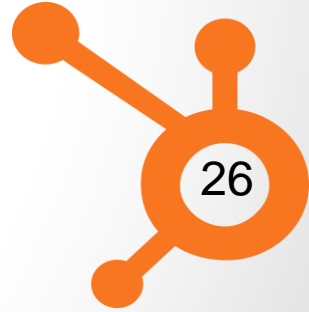


# WHAT IS EXPECTED OF YOU



- Give yourself at least 4-6 weeks to promote the event.
- Promote every HUG event through as many platforms as possible.
- Follow HubSpot's guidelines and best practices for email promotion.
- Notify us of any HUG group Twitter handles or hashtags so we can help you promote your HUG.

# WHAT IS EXPECTED OF HUBSPOT



- Provide you with industry leading tips and tricks for promotion.
- Schedule 1-2 social messages promoting your HUG through HubSpot's social media channels. (Twitter & LinkedIn)
- Promote upcoming HUG meetups through newsletters, the Academy blog and website.

THANK YOU!