



# HubSpot

User  
Groups

**Enterprise Guidelines**

# Welcome to the HubSpot Enterprise Edition For Your HUG!

The HUG program is changing the way leaders nurture their members & measure their HUG's success by utilizing HubSpot's software.

Each HUG will set up a small website where members can join their HUG, register for upcoming meetups, connect on social, and read about past meetups.

The goal of HUGs using this enterprise software is to collect HUG member intelligence and track the overall success of our customers attending HUGs. HUG leaders can use the Enterprise Edition as a marketing tool for their HUG to grow their groups.

# 1 HUG Portal Guidelines.

To be sure that these HUG websites provide value and a positive experience for our customers, we have put together a set of guidelines for all HUG leaders to follow.

Although creativity is welcome while building out your HUG website, the key to success is consistency. We highly encourage all HUG leaders to follow these guidelines.

# HUG Portal Guidelines

- 1 Use Enterprise Edition solely for HUG
- 2 Follow HubSpot's email best practices
- 3 Set up and follow the [CAN-SPAM Act](#)
- 4 Do not change the domain url
- 5 Must include HubSpot's privacy policy in footer
- 6 Portal can not be used to obtain leads for personal business



Failure to follow HUG portal  
guidelines will result in  
**revoked privileges.**

# HubSpot Enterprise Has Powerful Tools

Please be aware that the HubSpot Enterprise Edition provides users with complex software and tools.

We highly recommend completing the [COS Designer Certification](#) before attempting to customize your HUG website using HTML and CSS.

If you are not familiar with the HubSpot Enterprise tools and would feel more comfortable building your HUG website on our Professional edition, email me to update your portal.

# 2 How to Set Up Content Tools.

Let's get your HubSpot Content tools set up!



4 / 5

Next step: Configure your email settings.

[Configure Email Settings](#)



All people

All content

Add filter

Search...

**This week:** September 9 - September 15

1 Landing page published

Landing Pages

 Christopher published Home

Sep 9, 3:12pm

[Load more activity](#)

[Set up content tools](#)

[Learn More](#)

[Blog Posts](#)

[Landing Pages](#)

[Site Pages](#)

[Emails](#)

[Social Media](#)

[File Manager](#)

[Content Settings](#)

First, log into your HubSpot portal.

To set up your content tools visit “content home” under the “content” dropdown menu in the main navigation.

# Set up Content Tools

Steps to setup content tools:



- ✓ 1. Upload logo
- ✓ 2. Configure colors
- 3. Set up blog
- 4. Generate Sample Pages
- ✓ 5. Email CAN-SPAM Information

Finish

Add your HUG logo here

### Choose your logo

[Remove](#)



<http://cdn2.hubspot.net/hub/292236/file-275434354-png/as...>

**Image ALT text**

**Adjust size**

Width: 270px Height: 150px

**Company Domain**

What domain do you want to send the visitor to if they click the logo?

or [skip and remind me later.](#)

# Set up Content Tools

Steps to setup content tools:



- ✓ 1. Upload logo
  - ✓ **2. Configure colors**
  - 3. Set up blog
  - 4. Generate Sample Pages
  - ✓ 5. Email CAN-SPAM Information
- Finish

Brand & Colors

Orange: #F7761F

Gray: #414141

Font: Helvetica

## Choose your colors and font

This is just to get you started. You can change these later. We give you full access to the CSS and HTML to customize your templates

### Primary Accent Color

This should be a bold color. It will be used for links, buttons, and highlights.



### Body Background Color

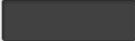
The main text of your page will be set against this background color

### Background Color

This background color will frame your page content

### Font Color

The text color will contrast with Body Background Color. If the Body Background Color is light, this should be dark, and vice versa



### Font Family

[Save Colors](#)

[Skip and Mark as Done](#)

or [skip and remind me later.](#)

## Set up Content Tools

Steps to setup content tools:



- ✓ 1. Upload logo
  - ✓ 2. Configure colors
  - 3. Set up blog**
  - 4. Generate Sample Pages
  - 5. Email CAN-SPAM Information
- Finish

## Optional: Set up a HUG Blog!

Here you will:

- Name your blog
- Optimize SEO requirements
- Set up Blog notification emails
- Provide an about us blurb

### Setup your blog

This is just to get you started, you will be able to change these later. Should you want more customization, the complete blog settings screen is available in Content Settings.

#### Blog Name

For your own organization

#### Blog Root URL

Choose the path to your blog. (The domain will be configured in a later step)

#### Page Title

Displays in search engine results and at the top of the web browser

#### Blog Header

Displays as a header at the top of the blog

#### Blog notification email reply-to email address

The reply-to email address used for the blog notification emails that go out to those who subscribe to email updates from your blog

#### Blog notification email from name

The from name used for the blog notification emails that go out to those who subscribe to email updates from your blog

#### About Us

Appears in the right side bar to describe the blog

Edit Insert View Style Table Tools

← → </> Formats **B** *I*

#### About this blog

This is where you give the visitor a brief introduction to both this blog and your company. Keep the intro pithy and punchy.

**This step is optional.** If you have not built pages or a site map on the COS, I recommend using this “Generate Sample Pages” tool.

## Set up Content Tools

Steps to setup content tools:



- ✓ 1. Upload logo
- ✓ 2. Configure colors
- 3. Set up blog
- 4. Generate Sample Pages**
- 5. Email CAN-SPAM Information
- Finish

### Generate Sample Pages

We recommend that you click "Generate Sample Pages" so that we can build a sample site and menu structure for you. You can always delete these pages later. Generating these pages will give you a chance to play with live content and understand how our content management tools work.

[Generate Sample Pages](#)

[Skip permanently](#)

or [skip and remind me later.](#)

## Set up Content Tools

Steps to setup content tools:



- ✓ 1. Upload logo
- ✓ 2. Configure colors
- 3. Set up blog
- 4. Generate Sample Pages
- 5. Email CAN-SPAM Information**

Finish

# CAN-SPAM REQUIRED

Please use the exact information shown here for your CAN-SPAM Act section. Use HubSpot's address for this information.

### Your company information (required by CAN-SPAM)

U.S. and international laws require that all emails have the sender information in them. Configure that information now so you can get started sending emails

**Company Name\***

**Address\***

**Address Line 2**

**City\***

**State\***

**Zip Code**

**Country**

**Phone Number**

[Save CAN-SPAM Information](#)

or [skip and remind me later.](#)

# Set up Content Tools

Steps to setup content tools:



5 / 5

- ✓ 1. Upload logo
- ✓ 2. Configure colors
- 3. Set up blog
- 4. Generate Sample Pages
- ✓ 5. Email CAN-SPAM Information

Finish

And you're done! All of these settings can be found under content settings.

Nice! You are all set up. Now lets go make something beautiful together.

## Build some content

[📄 Create landing page](#)

[📄 Create blog post](#)

[📄 Create site page](#)

[✉ Create email](#)

## Further configuration options

[Page Publishing Options](#)

[Advanced Blog Options](#)

[Advanced Email Options](#)

[Templates & CSS](#)

## Content dashboards

[Content home](#)

[Landing page dashboard](#)

[Email dashboard](#)

[Blog dashboard](#)

[Web site pages](#)

# 3 Best Practices for an Awesome HUG Website.

# Create a HUG Homepage

- 1 Showcase your HUG logo
- 2 Personalize your HUG based on your city
- 3 Include meetup location, frequency, & times
- 4 Share photos & video from past meetups



# HUBSPOT USER GROUP

PORTSMOUTH, NH.

## ABOUT HUGNH



### Be Connected

The Portsmouth HUG is a user group community for HubSpot customers located in the Portsmouth NH and Seacoast Area. The group will coordinate regular in-person events to discuss inbound marketing strategies and techniques using the HubSpot software.



### Join The Group

Be a part of this growing Inbound Marketing resource in the Portsmouth community. Join HUGNH!



### Meetup Location

HUGNH meets by-monthly at Redhook Brewery in Portsmouth, NH. Located at 1 Redhook Way, Portsmouth, NH 03801. Complimentary appetizers and drink tickets are provided.

## Portsmouth HUG Homepage Example

Notice the about HUGNH section:

-Group mission

-Option to join the group

-Meetup location info

Next Guest Speaker | September 26, 2013

**Loree McDonald**  
HubSpot Engineer

Loree will give us a dynamic recap of all of the exciting announcements and latest developments from INBOUND 2013!



## Atlanta HUG Homepage Example

Notice the guest speaker section:

- Guest bio
- Photo of guest speaker
- Intro to the topic they are discussing

Be creative with visuals or add a live Twitter feed!

# Come meet, mingle and learn!



Tweets Follow @HUG\_ATL

 **Lance Brown** @WTVH\_SocialGuru 11h  
11 Rules of Twitter Etiquette You Need to Know via @jeffbullas [bit.ly/185XYkk](http://bit.ly/185XYkk)  
↳ Retweeted by HUG ATL  
Expand

 **Peter Collins** @Peter\_Collins\_ 8h  
When commencing your campaign to Twitter, know the simple principles for replies, mentions and retweets [dld.bz/bESud](http://dld.bz/bESud)  
↳ Retweeted by HUG ATL  
Expand

Tweet to @HUG\_ATL



# HUBSPOT USER GROUP

INBOUND MARKETING WASHINGTON DC

- Home
- Meetings
- News
- Blog
- Resources
- Contact

HubSpot User Group Meeting August, 29th

FREE REGISTRATION



### Workflows

Greg Devore will be covering how to effectively move your leads to a desired outcome by building campaigns with set goals, steps and actions.



### New Features

You don't want to miss this, especially if you're not attending Inbound 2013. HubSpot has some very exciting new features that will completely revolutionize the way you develop content.



### Meeting Location

Capitol City Brewing Company  
The Village at Shirlington  
4001 Campbell Avenue  
Arlington, VA 22206  
(703) 578-3888

## Washington DC HUG Homepage Example

Showcase your next event!

-Provide CTA for members to register

-Describe your topic

-Include the value of your meetup & why members shouldn't miss it

# Each HUG Will Create a Landing Page for Members to Join the Group.

This step is essential because it will allow the HUG leader to nurture their members via email announcing upcoming meetups & following up with educational resources.

This landing page data will also allow HubSpot to measure HUG member's success with the HubSpot software and prove the HUG program's value.

# Collect HUG Member Information

- 1 Create Landing Page for Members to Join Your HUG
- 2 Set up announcement email for each new meetup
- 3 Optimize follow up emails to provide key takeaways

# Join a HUG Landing Page Example



## Join The Portsmouth HUG

### Connect with HubSpot in Your Community!

The Portsmouth HUG is comprised of HubSpot customers, non HubSpot customers, and other marketing professionals who enjoy learning about and sharing their Inbound Marketing tips and tricks.

#### What to expect at a HUG meetup:

- Networking with marketing professionals
- Educational presentations discuss HubSpot & Inbound Marketing topics
- Q&A and group discussions
- Light appetizers and free drink tickets

### Join HUGNH

Full Name \*

Email address \*

Join

# Be an Educational Resource

- 1 Set up a blog for your HUG
- 2 Announce upcoming meetups
- 3 Recap successful meetups & key takeaways
- 4 Post guest speaker's presentations

# HUG Recap Example:

-Discuss recent meetup topic

-Provide key takeaways for members who couldn't attend



## Denver HubSpot User Group Blog

### Workflows and Lead Nurturing with Chris LoDolce from HubSpot

Posted by [Spencer Powell](#)

Jul 17, 2013 12:49:00 PM

Our last meet up in July of 2013 was all about workflows (lead nurturing). We had Chris LoDolce from HubSpot join us and he took us through a brief overview of how to leverage workflows most effectively.



[more](#)

Topics: [Workflows](#)

### About the Denver HUG

The Denver HubSpot User Group is an awesome group of inbound marketers in the Denver area, but really all of Colorado! We meet about 4 times per year to discuss various inbound marketing topics.

### Subscribe to Email Updates

Email \*

Notification Frequency \*

- Instant
- Daily
- Weekly
- Monthly

[Subscribe](#)

[All posts](#)

# HUG Announcement Example:

-Announce topic and guest speaker

-Provide meetup location/date/time

-Get members excited and eager about the value they will receive from this upcoming meetup!

## HubSpot User Group Atlanta Fall Meetup

Posted by [Lee Nicholls](#)

Sep 10, 2013 11:59:00 AM

HubSpot User Group Atlanta, nicknamed "HUG ATL," will hold a meeting on Thursday, September 26, 2013 at MLT Creative's Idea Launch Lab on the east side of Atlanta.

"We're thrilled to welcome fellow HubSpot users to our creative campus," said [Billy Mitchell](#), president and creative director of MLT Creative. "Atlanta is a major market for HubSpot, and we are excited about this opportunity for businesses that use inbound marketing to learn from each other."

The HUG ATL event will feature [Loree McDonald](#), a Support Engineer from HubSpot. This "meetup" discussion will mainly focus on the Hubspot changes introduced at Inbound13, specifically Signals, Social Inbox and Smart Content features. Subsequent meetings will be scheduled bi-monthly, and will cover inbound marketing strategies and techniques using the HubSpot software. Come to our next HUG to learn crucial tips to start, improve, or expand upon your inbound marketing efforts.

MLT Creative attended the inaugural national HubSpot User Group, which was held in Boston way back in 2010. This historic conference attracted more than 300 enthusiastic HubSpot users to workshops, Q&A sessions and seminars. The networking and knowledge exchange at this conference is what encouraged MLT Creative to open the doors of its Idea Launch Lab facility to fellow HubSpot users in Atlanta.

**What:** HubSpot User Group – Atlanta (HUG ATL)

**Who:** Atlanta-area HubSpot users, current and prospective

**When:** Thursday, September 26, 2013 6 p.m. to 8 p.m.

**Where:** The Idea Launch Lab, 3996 E. Ponce de Leon Ave., Clarkston, Ga. 30021

**How:** RSVP at the [EventBrite](#). Users can also stay connected on the [HUG ATL LinkedIn group](#) and [Twitter](#).



## About this blog

The latest musings from HubSpot users in the Atlanta area who enjoy sharing helpful, advice and information about Hubspot and/or inbound marketing.

## Subscribe to Email

### Updates

Email \*

### Notification Frequency \*

- Instant  
 Daily  
 Weekly  
 Monthly

[Subscribe](#)

## Recent Posts

- [HubSpot User Group Atlanta Fall Meetup](#)

## Posts by Topic

- [Fall Meetup 2013 \(1\)](#)
- [Hubspot Users Group Atlanta \(1\)](#)
- [HUG ATL \(1\)](#)
- [Loree McDonald \(1\)](#)
- [MLT Creative \(1\)](#)

**4** Include HubSpot's Privacy Policy.

# Each Portal Includes a Basic Template With a HUG Footer:

- Do not remove** the HUG footer, it contains the privacy policy
- You can add/remove modules to customize your website
- If you create your own template, copy and paste the HUG footer code into a custom Jinja module and label as **HUG Footer (DO NOT REMOVE)**

The screenshot displays a website builder interface. On the left, a sidebar shows a tree view of template layouts under 'Template Layouts'. The 'HUG 2 Col Web Page' is selected and highlighted in orange. Below it, under 'Coded Template Files', there is a folder named 'hubspot'. A large orange arrow points from the 'HUG 2 Col Web Page' in the sidebar to the main content area.

The main content area shows a preview of the website layout with several modules stacked vertically. The modules are:

- Logo
- Section Header
- Left Column (Rich Text)
- Right Column (Rich Text)
- Social Sharing
- HUG Footer DO NOT REMOVE** (Custom Jinja)

The 'HUG Footer DO NOT REMOVE' module is highlighted in orange, matching the sidebar selection. Below the modules, there is an 'Add row' button.

# The HUG Basic Template Can Be Found Under:

- 1 Content > Design Center
- 2 Template Builder > Custom Folder
- 3 Page Folder > HUG Custom
- 4 Template is named “HUG 2 Col Web Page”

# 5 Connect Your HUG Social Accounts.

Under the Social drop down in the navigation, visit social settings.

Add your HUG social accounts.

## Social Settings

Connected Accounts

[Publishing Schedule](#)

[Browser Bookmarks](#)

More Tools & Options

[Weekly Email Summary](#) <sup>↗</sup>

Receive a weekly email of your social media performance.

[Time Zone Settings](#) <sup>↗</sup>

You can change your time zone settings from the Content Settings screen.

Successfully added Twitter account: hugnh

	+ Add Twitter account	Monitoring <sup>?</sup>	Follow Me <sup>?</sup>	Reach <sup>?</sup>	Auto-Post <sup>?</sup>
					
	 <b>HUGNH</b> Twitter	<input type="button" value="Disable"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	+ Add Facebook account	Monitoring <sup>?</sup>	Follow Me <sup>?</sup>	Reach <sup>?</sup>	Auto-Post <sup>?</sup>
No Facebook accounts connected.					
	+ Add LinkedIn account	Monitoring <sup>?</sup>	Follow Me <sup>?</sup>	Reach <sup>?</sup>	Auto-Post <sup>?</sup>
No LinkedIn accounts connected.					
	+ Add youtube account	Monitoring <sup>?</sup>	Follow Me <sup>?</sup>	Reach <sup>?</sup>	Auto-Post <sup>?</sup>
	+ Add Google+ account	Monitoring <sup>?</sup>	Follow Me <sup>?</sup>	Reach <sup>?</sup>	Auto-Post <sup>?</sup>
No Google+ accounts connected.					
	+ Add Pinterest account	Monitoring <sup>?</sup>	Follow Me <sup>?</sup>	Reach <sup>?</sup>	Auto-Post <sup>?</sup>
No Pinterest accounts connected.					
	+ Add Xing account	Monitoring <sup>?</sup>	Follow Me <sup>?</sup>	Reach <sup>?</sup>	Auto-Post <sup>?</sup>
No Xing accounts connected.					
	+ Add Blog account	Monitoring <sup>?</sup>	Follow Me <sup>?</sup>	Reach <sup>?</sup>	Auto-Post <sup>?</sup>
No Blog accounts connected.					

# HUG Enterprise Edition Checklist

- Set up your content tools (add your logo & brand colors)
- Create a HUG homepage (include the custom HUG footer)
- Create a landing page for members to join your HUG
- Fill out the CAN-SPAM information using HubSpot's address
- Add information about upcoming meetups to your homepage
- Connect your social accounts
- Display photos & video from your meetups

# Be Creative and Have Fun With Your HUG Website!

Thank you for your hard work and dedication to the HUG program. We hope the HubSpot Enterprise Edition provides you with the support necessary to grow your HUG and the tools needed to continue your success.

Enjoy this new edition to the HUG program and have fun creating your own HUG website!

THANK YOU.