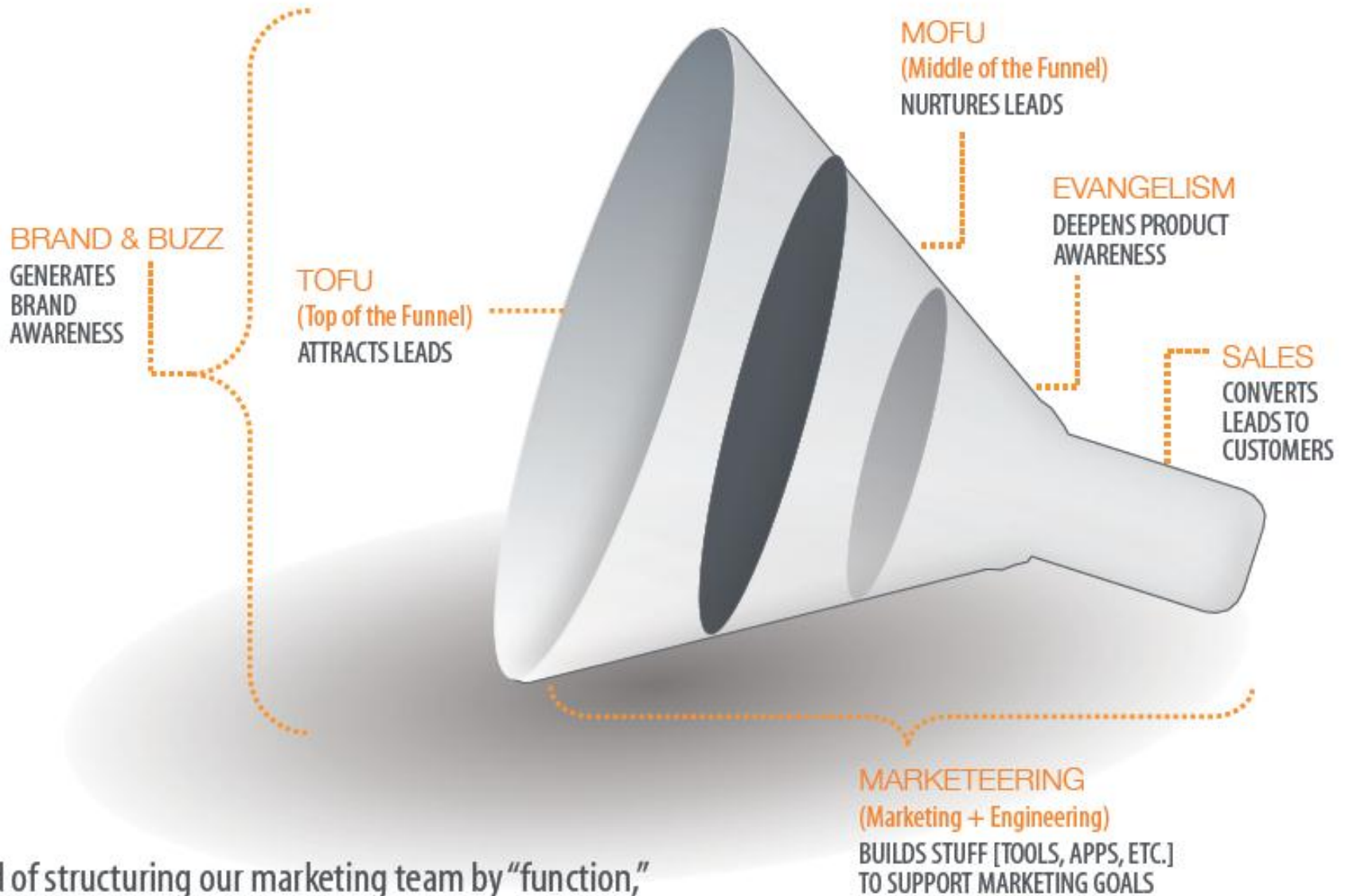


ORGANIZING THE MODERN MARKETING TEAM

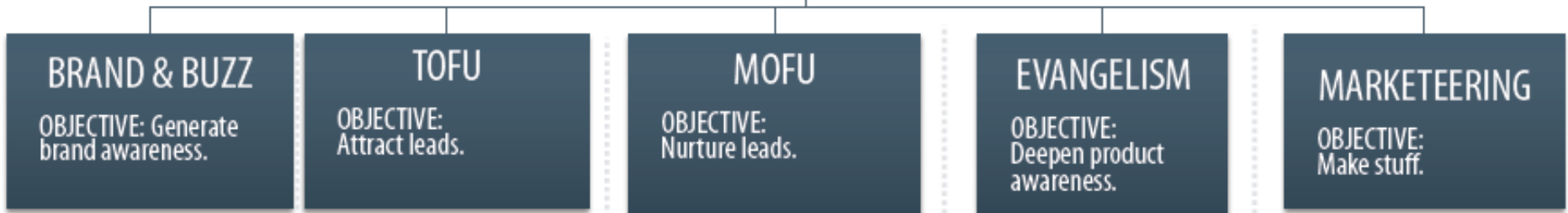


TEAM STRUCTURE



Instead of structuring our marketing team by "function," HubSpot organizes teams to reflect our sales funnel .

TEAM STRUCTURE



T E A M A S S E T S

- PR
- Brand
- Company Blog
- Events

- Content
- Co-Marketing
- Affiliate Marketing
- Display
- PPC

- Email
- Landing pages
- Webinars

- Product content
- Sales training
- Customer events
- Analyst relations

- Tools & apps
- Internal marketing tech

T E A M M E T R I C S

- Direct & branded search traffic
- PR Coverage
- Reach

- Visitors
- Subscribers
- Downloads
- Leads

- Leads
- Conversion rates
- Lead quality

- Product awareness
- Lead close %
- Product buzz/PR

- Traffic/downloads/users of tools & apps
- Marketing productivity