

# HUBSPOT PARTNER CUSTOM MATCH PROGRAM.

& The NEW Refresh to Rebuild program

# Austin Shepard

Ashepard@hubspot.com

@Ashepard47



# AGENDA

- 1 What is the Partner Custom Match Program
- 2 The Refresh to Rebuild program
- 3 Q & A with Jonathan Pavoni of Creatrix

# 1 The Partner Custom Match Program.



# The Partner Custom Match program:

- 1 What is this program?
- 2 How the program has been working so far
- 3 Customer insights and how this could help you
- 4 Who is in the program & how to get nominated



**What is this program?**

# What is the Partner Custom Match program

- Matching customers with a small selection of curated Partners for all HubSpot/Inbound related services.
- Taking away guesswork for customers overwhelmed by the directory.
- Qualifying customers for Partners prior to match.
- Keeping both customers and partners happy while providing structure to the process of finding and hiring partners.
- Making things easier for everyone

**For Customers, this program is there to take away the guesswork and uncertainty when looking for Partner.**

**For Partners, this program is here to hand deliver  
you the clients you're asking for.**



**How the program has been  
working so far**

**Total money requested to date through program**

**\$1.15m**

**Total Requests (3 months, 0 marketing effort)**

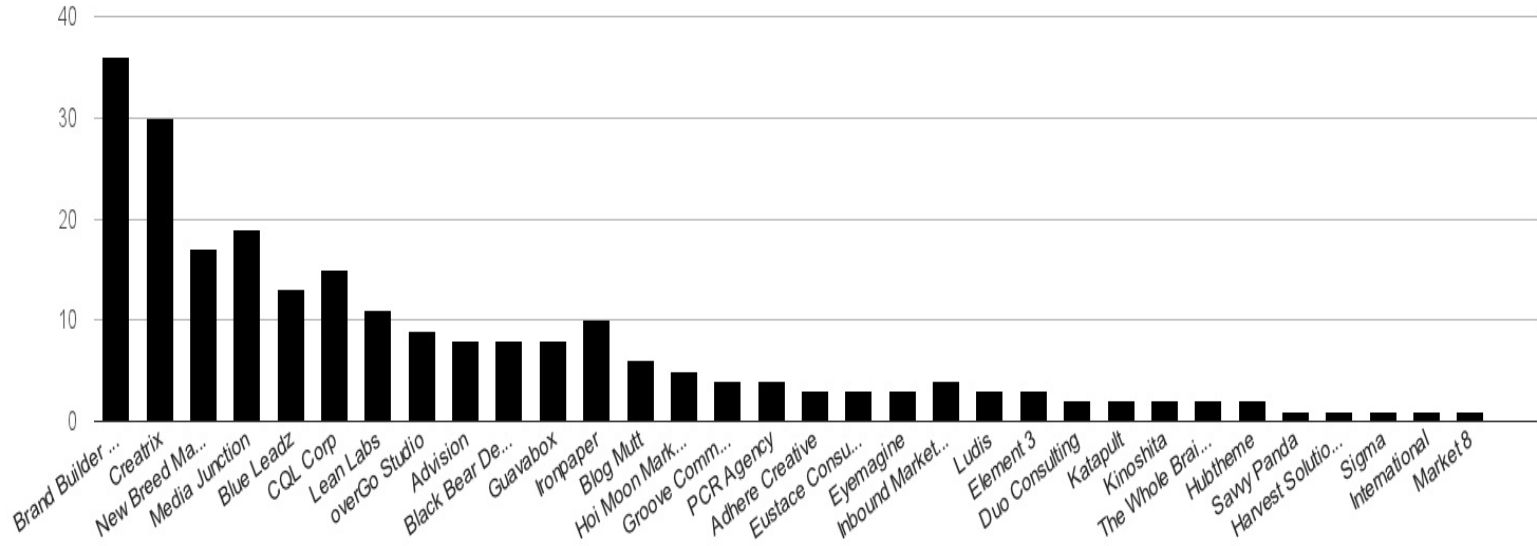
**275**



**Total partners currently in program**

**32**

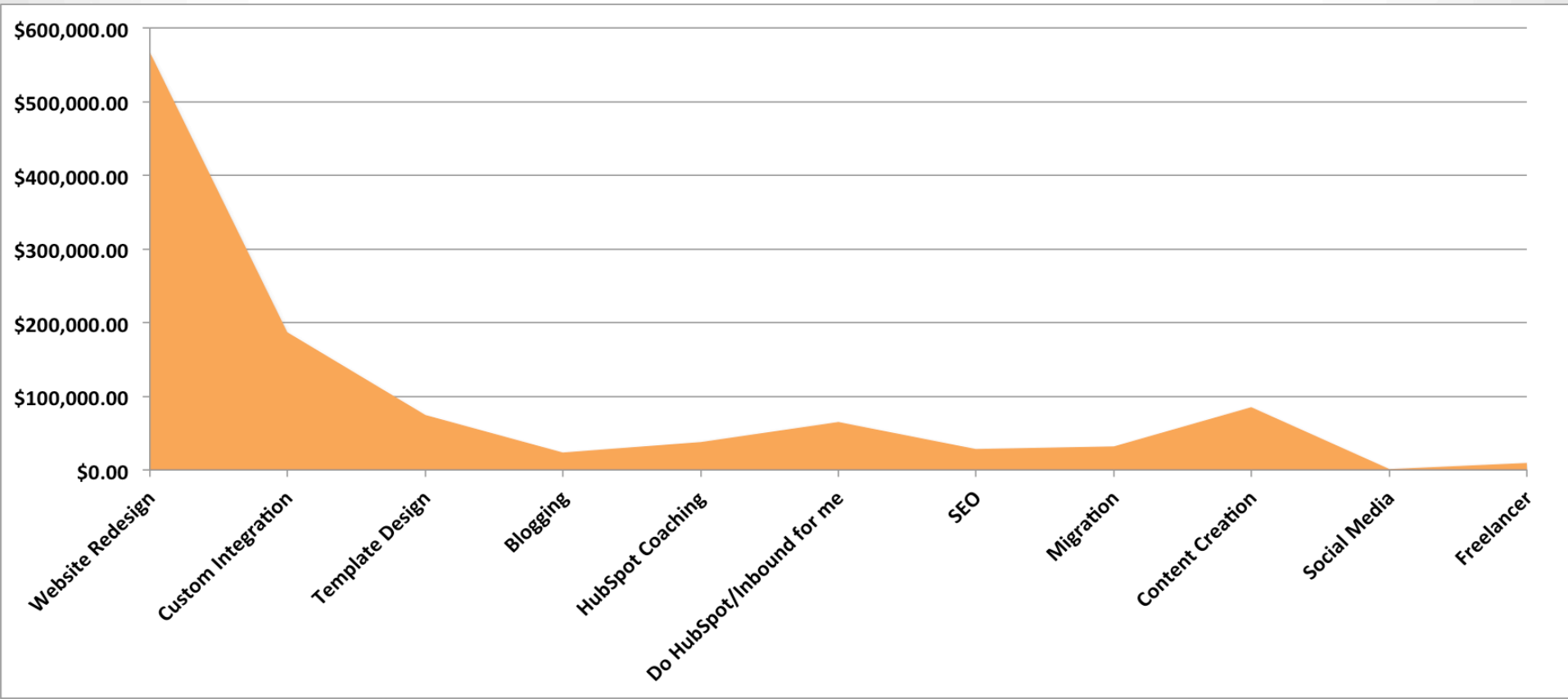
# Partner Request Distribution



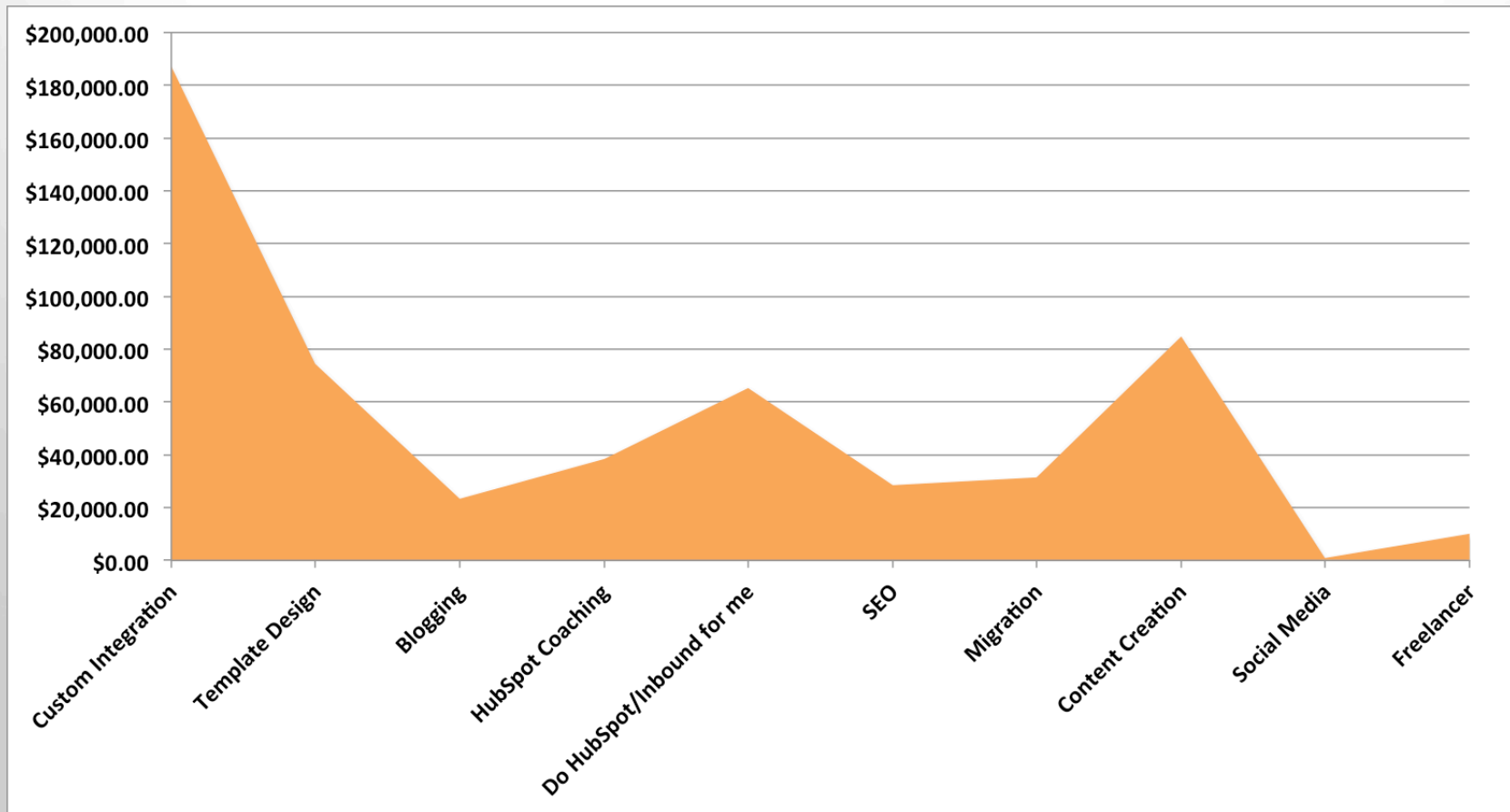
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**Customer insight: What do they want?**

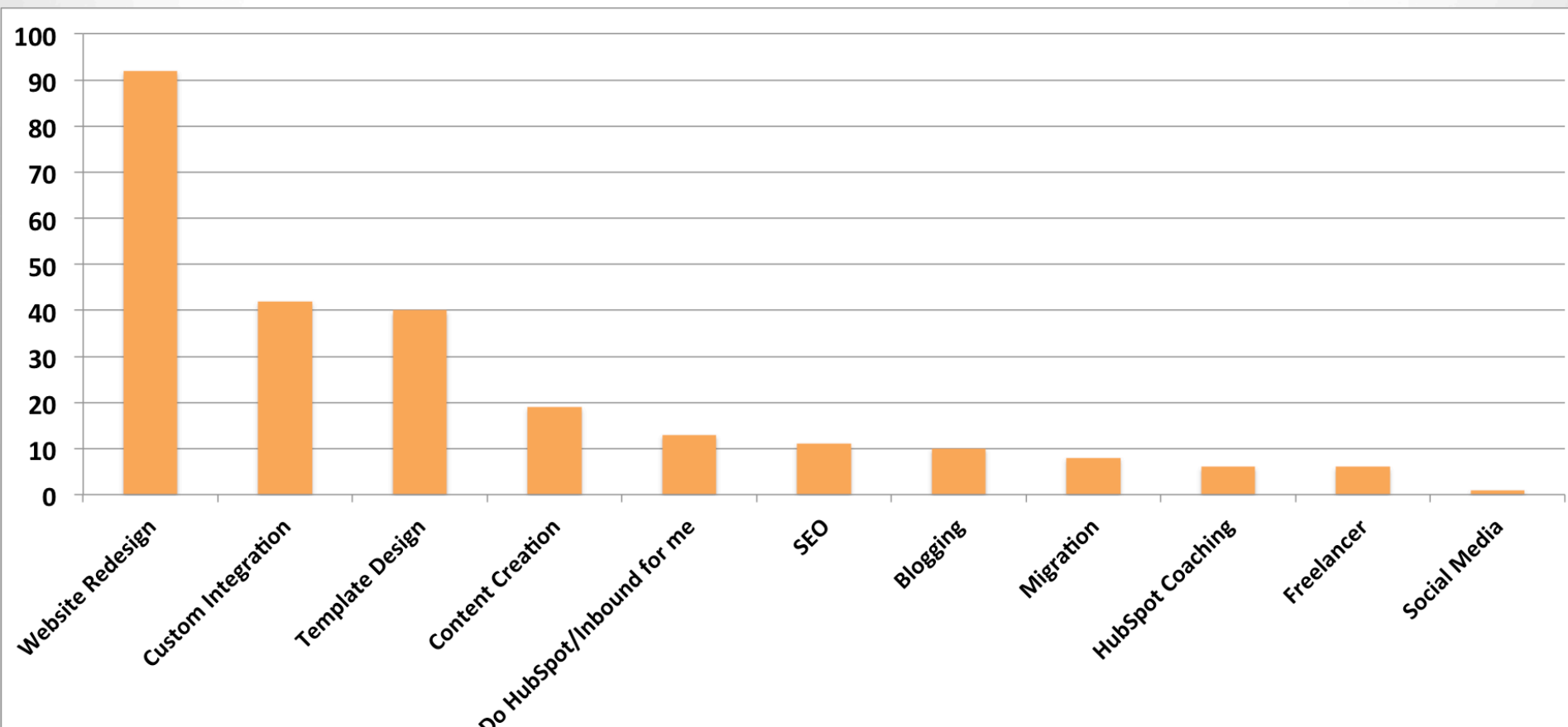
# Customer total \$ requested by service type



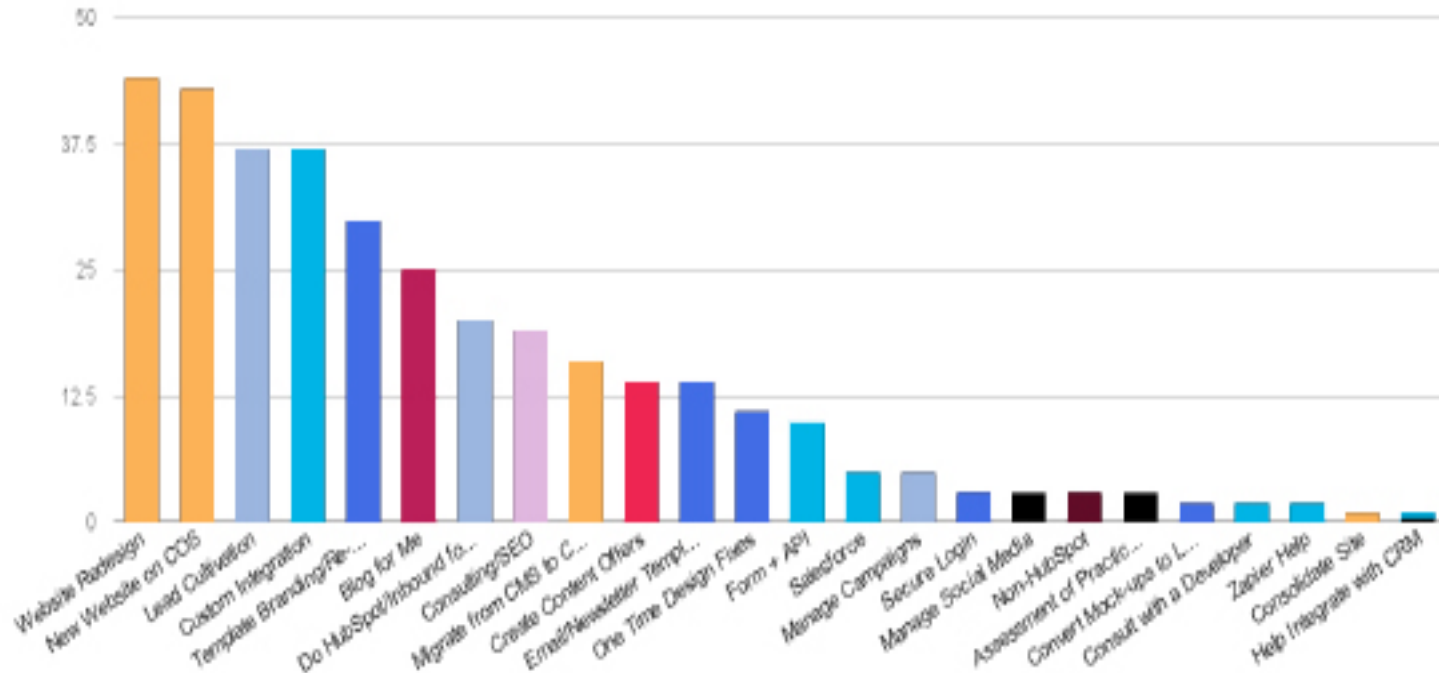
# Customer total \$ requested by service type



# Customer request type



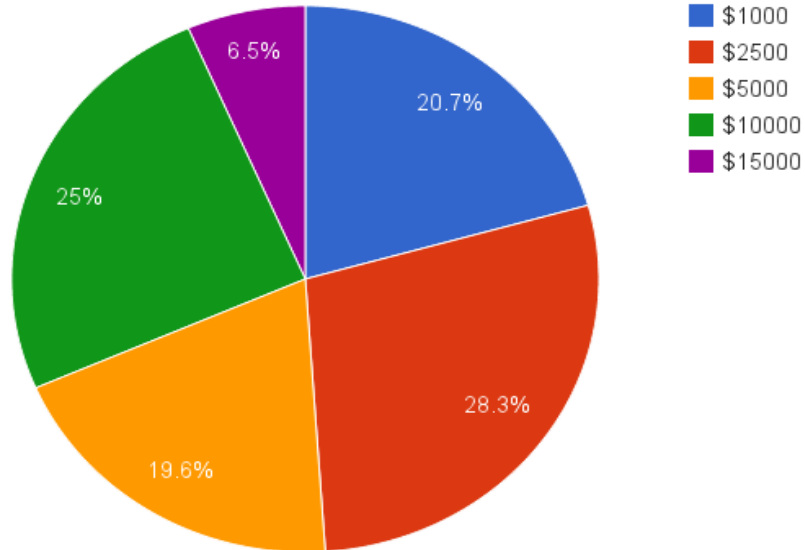
# Customer request type (detailed)





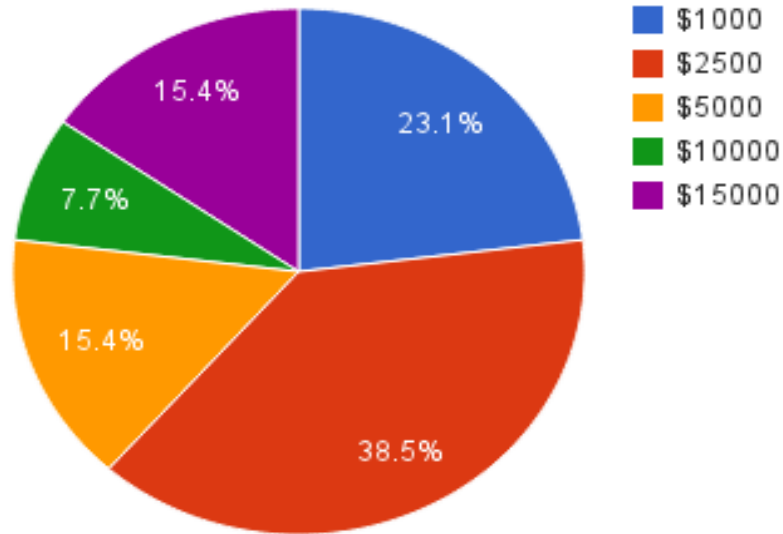
# Customer price expectations

Website Design Customer budget from 92 requests



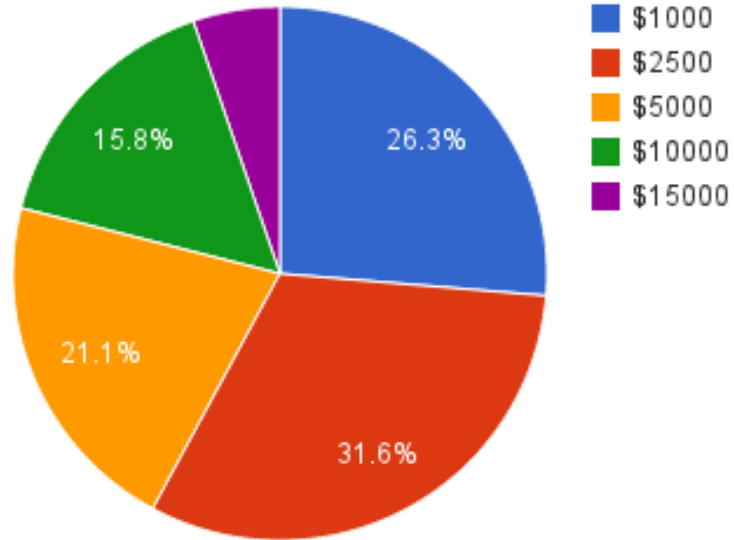
# Customer price expectations

**Do HubSpot for Me customer price expectation  
from 13 requests**



# Customer price expectations

**Content Creation Customer price expectation  
from 19 requests**



**Why I choose some Partners over others to fill requests**

**“I’m in the program, but I haven’t been getting many requests –why?”**



**Who is in the program &  
how to get nominated**



Partners are nominated by their CC on a quarterly basis. **Reach out to yours today**



# 2 The Refresh to Rebuild Program.

# The Refresh to Rebuild program:

- 1 What is this program?
- 2 Getting signed up to participate
- 3 What the process itself should look like



**What is the Refresh to  
Rebuild program**

- 1 An alternative option for existing customers wanting to move from the CMS ->COS without waiting for a free migration.
- 2 Three clearly defined packages to choose in varying price points, will give all customers an option.
- 3 Focus is on an initial audit and a rebuilding of an optimized site on our COS.
- 4 Opportunity for Partners to increase visibility, have projects end up on [inspire.hubspot.com](https://inspire.hubspot.com), and work towards retainer business from these qualified leads.

# Refresh to Rebuild pricing packages

## Small

20 Pages or Fewer

\$1,800

Partner Services + Template Pack

### Sign Up

Complete the form below and choose the Small package.

### Match

Get a custom match with a COS-certified designer.

### Design

Your matched partner will conduct an audit of your site (up to 20 pages) and recommend a few templates for the best possible fit.

### Rebuild

your audited content and your entire blog will be built on the COS.

### Streamline

All selected content will be moved to the COS using your chosen template pack.

## Medium

20-50 Pages

\$6,500

10 Total Templates and Partner Services

### Sign Up

Complete the form below and choose the Medium package.

### Match

Get a custom match with a COS-certified designer.

### Design

Your matched partner will audit your site (up to 50 pages) and create 10 templates (6 custom, 4 standard Landing Page templates) for the best possible fit.

### Rebuild

your audited content and your entire blog will be built on the COS.

### Streamline

All selected content will be moved to the COS using your chosen template pack.

## Large

50-100 Pages

\$10,000

20 Templates and Partner Services

### Sign Up

Complete the form below and choose the Large package.

### Match

Get a custom match with a COS-certified designer.

### Design

Your partner will conduct an audit of your site (up to 100 pages) and create 20 custom Site and Landing Page templates for the best possible fit.

### Rebuild

your audited content and your entire blog will be built on the COS.

### Streamline

All selected content will be moved to the COS using your chosen template pack.



**Getting signed up for the  
Refresh to Rebuild program**

**Only requirement is that you are a COS certified Partner**

- 1 Be COS certified.
- 2 <http://partners.hubspot.com/refresh-to-rebuild-partners>
- 3 I will send you to a landing page to sign up.





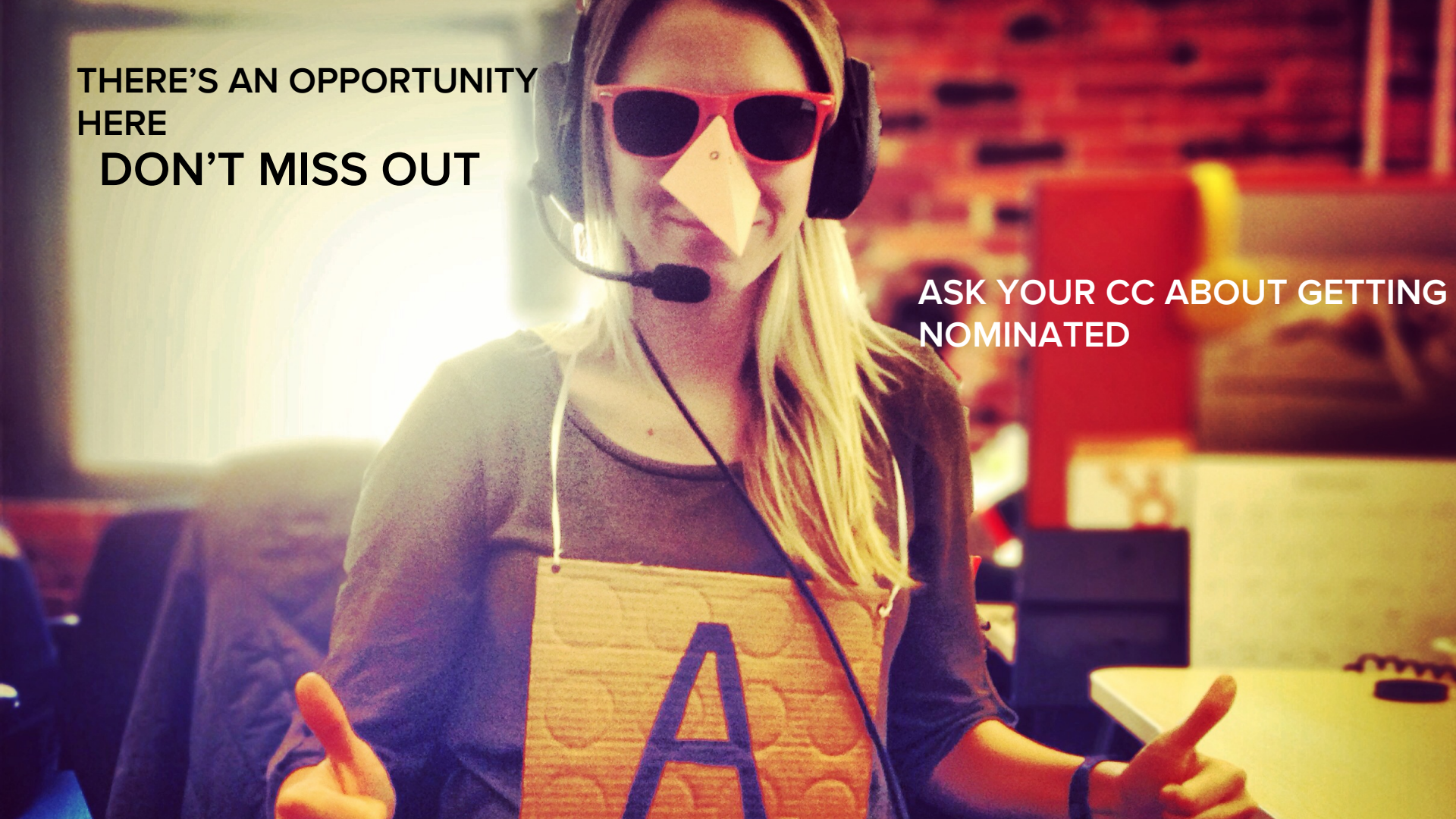
## The process at a glance

## **The process from request to hand-off**

- 1 Customer requests package type and supplies me with notes.
- 2 I match the customer up with a Partner offering that package that meets any other special requirements the customer has.
- 3 Upon hearing from the customer, I reach out to Partner explaining project.
- 4 Partner reaches out to customer to arrange for a time to talk.
- 5 Partner and customer reach agreement, and take care of contract.
- 6 Project begins. Customer receives a survey about experience with Partner.

THERE'S AN OPPORTUNITY  
HERE  
DON'T MISS OUT

ASK YOUR CC ABOUT GETTING  
NOMINATED



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Q & A

Creatrix : Jonathan Pavoni.

THANK YOU.