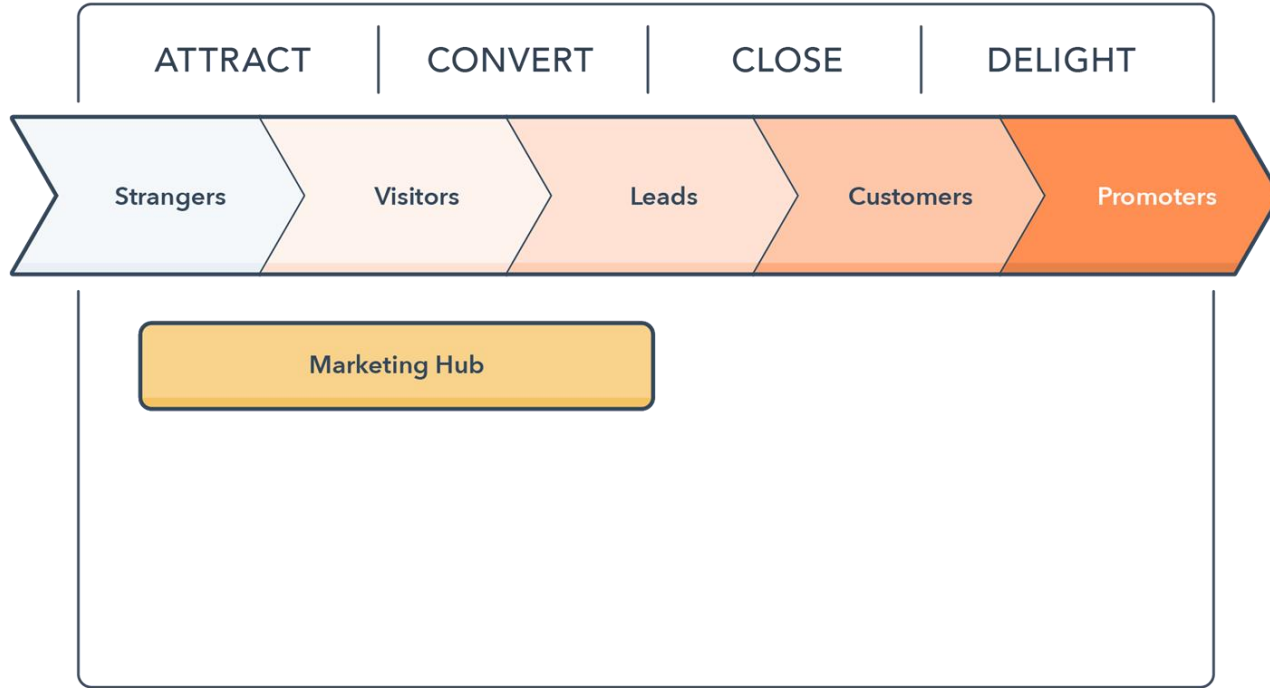


Marketing Hub 2.0: Refined, Modernized, and Set to Supercharge Your Growth

Nicholas Holland
GM, Marketing Hub

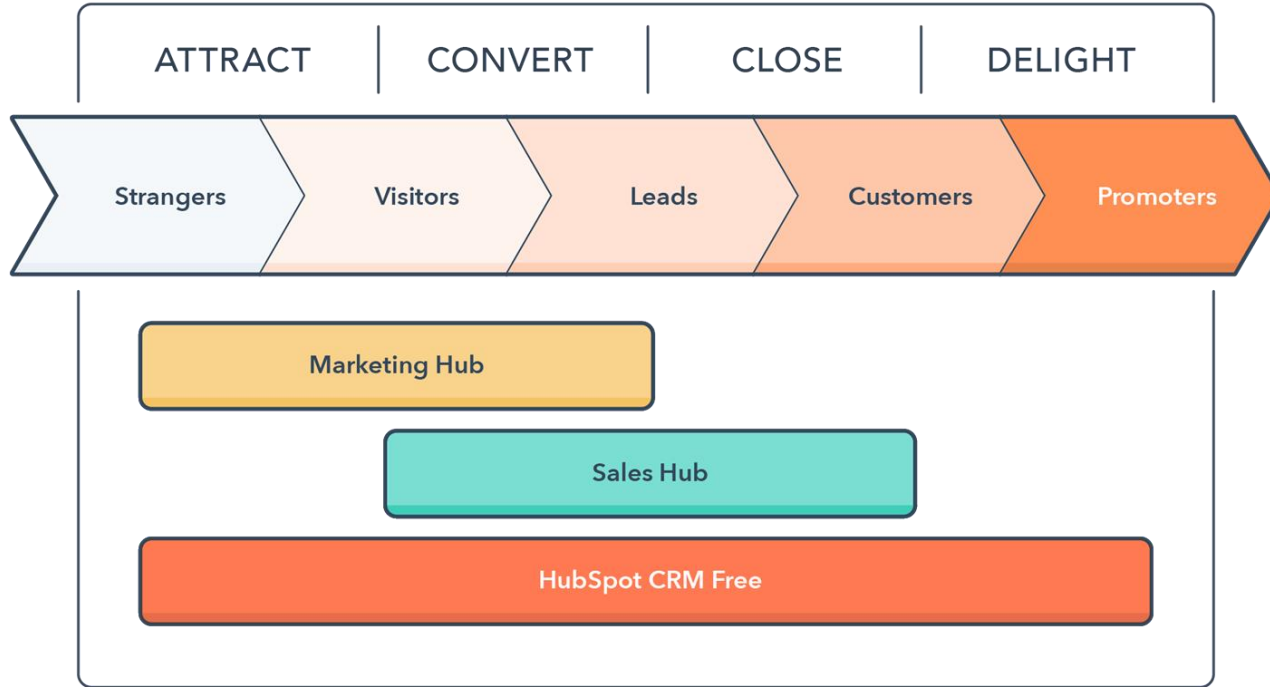
I want to start by level-setting with you all.

In 2006, we created Inbound Marketing



Thousands of partners have grown with inbound, and helped grow
tens of thousands of clients.

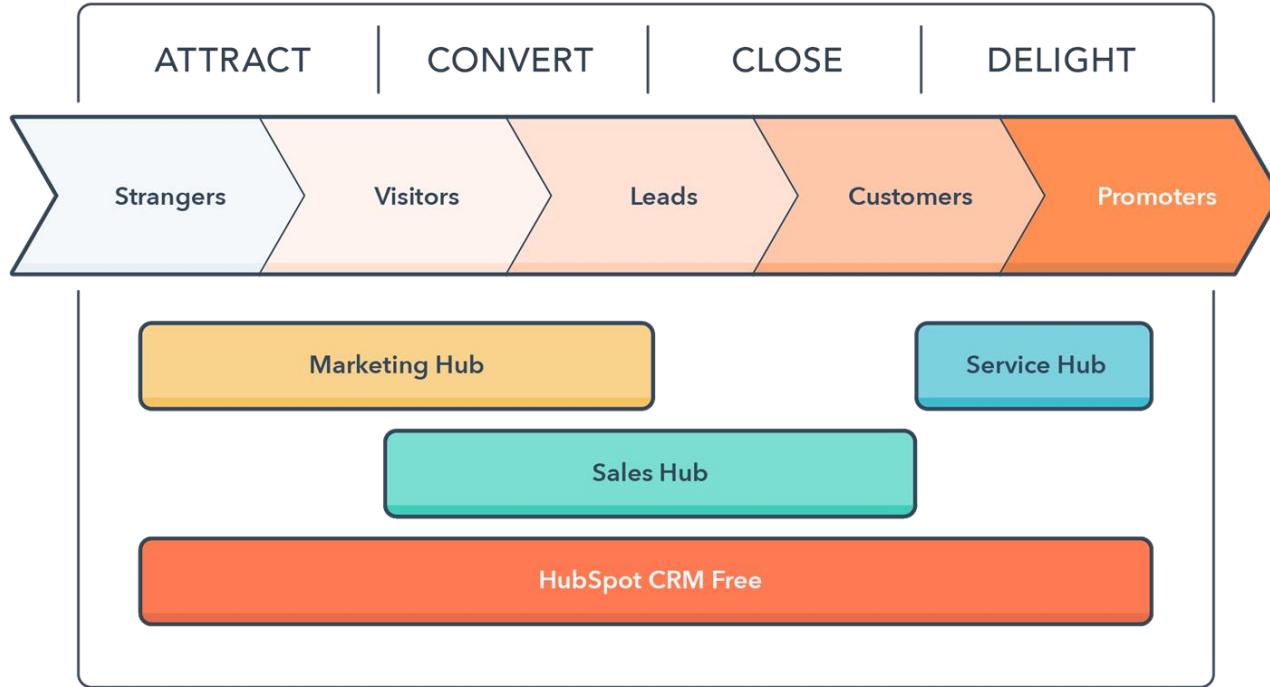
Then, in 2014 we expanded to Sales



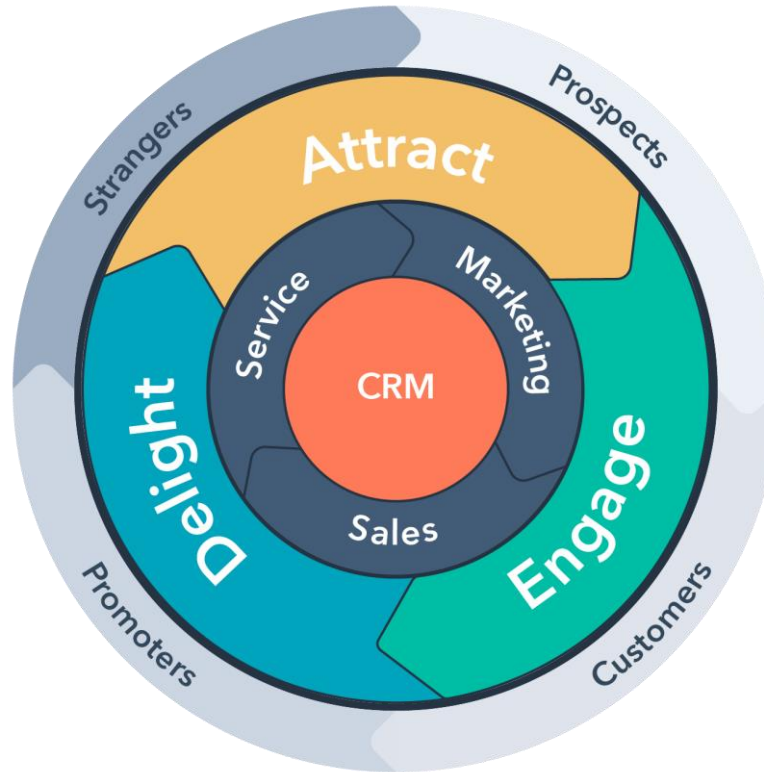
Sales + Marketing =

SMARKETING

Today, we're completing the picture with Service Hub



Now, we complete the journey from funnel to flywheel





HUBSPOT MARKETING



Bring your team, tools, and data
together in one place.



HUBSPOT SALES



Sell in an efficient, modern,
human-friendly way.

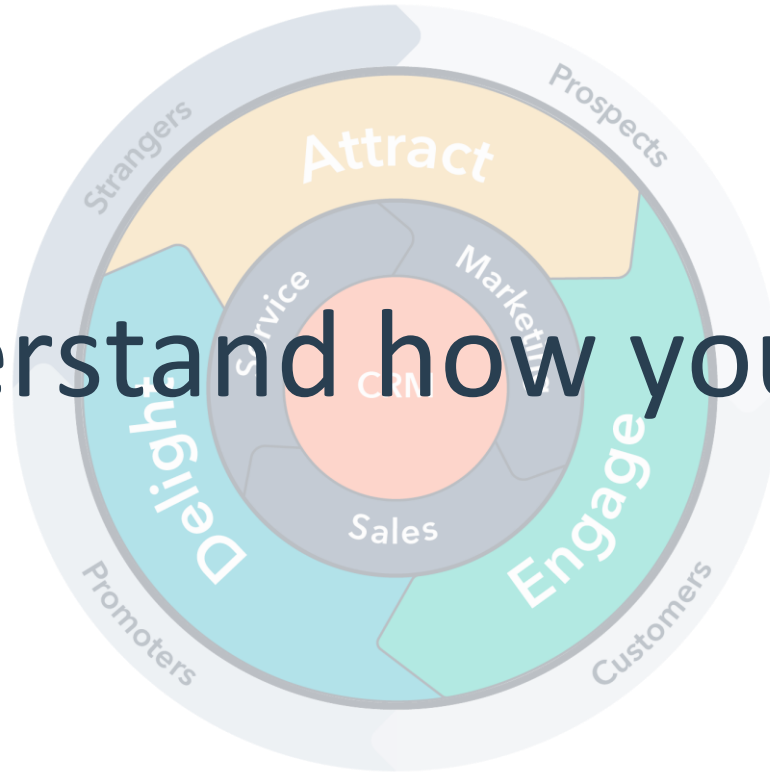


HUBSPOT CRM

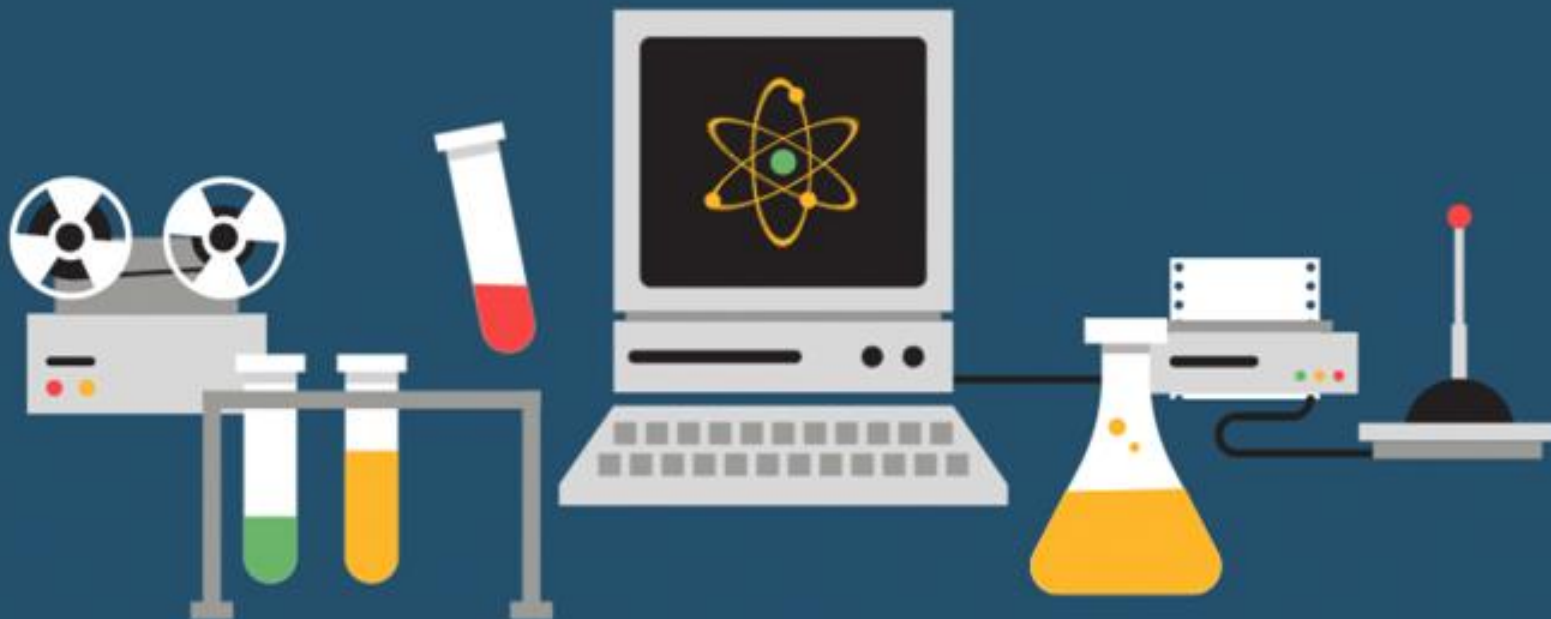


The-easy-to use crm system
your sales team will love.

I understand how you feel



Before we talk about what's new, let's talk about enhancements.



Filter dashboard

Marketing Performance

Date range: From 9/1/2017 to 9/30/2017 | Frequency: Daily | Compared to previous 30 days

SESSIONS

469,099

▲ 0.16%

NEW CONTACTS

13,132

▲ 1.77%

CUSTOMERS

459

3.42%

Sessions

Sessions



New contacts

New contacts



Customers

Customers



We've rewritten the
Marketing Hub
in the past 18 months

The image shows the front of a dark blue Honda car. The Honda emblem is visible on the left side of the front grille, which has a honeycomb pattern. The car's headlight is on the right. A semi-transparent dark blue overlay covers the entire image, and white text is written across the center.

*So, under the hood we've gone from
a reliable platform.*

A blue Maserati sports car is shown from a front-three-quarter perspective, driving on a road. The car's headlights, grille with the Maserati trident logo, and front wheel are visible. The background is blurred, suggesting motion. The entire image has a dark, semi-transparent overlay.

*To a world class performance-oriented
Marketing platform.*

Faster & Easier Than Ever.

- Step-by-step guide
- Multiple domain connection
- Automatic SSL setup

Domains and URLs

Domains

URL Mappings

Language Settings



Let's get this thing started.

Connect your domain to HubSpot now so you can publish your next cr

[Connect a domain](#)

#PARTNERDAY18

Faster, Easier, More Accurate.

- Modernized UI
- Easy A/B testing & smart content setup
- Integration with meetings

Simple CTA



DESIGN



OPTIONS

FINISH

CTA internal name *

Book a meeting!

URL redirect type

Meeting link

Choose a meeting link *

30 min meeting



Open page in new window

< Back

Faster, Easier, More Powerful.

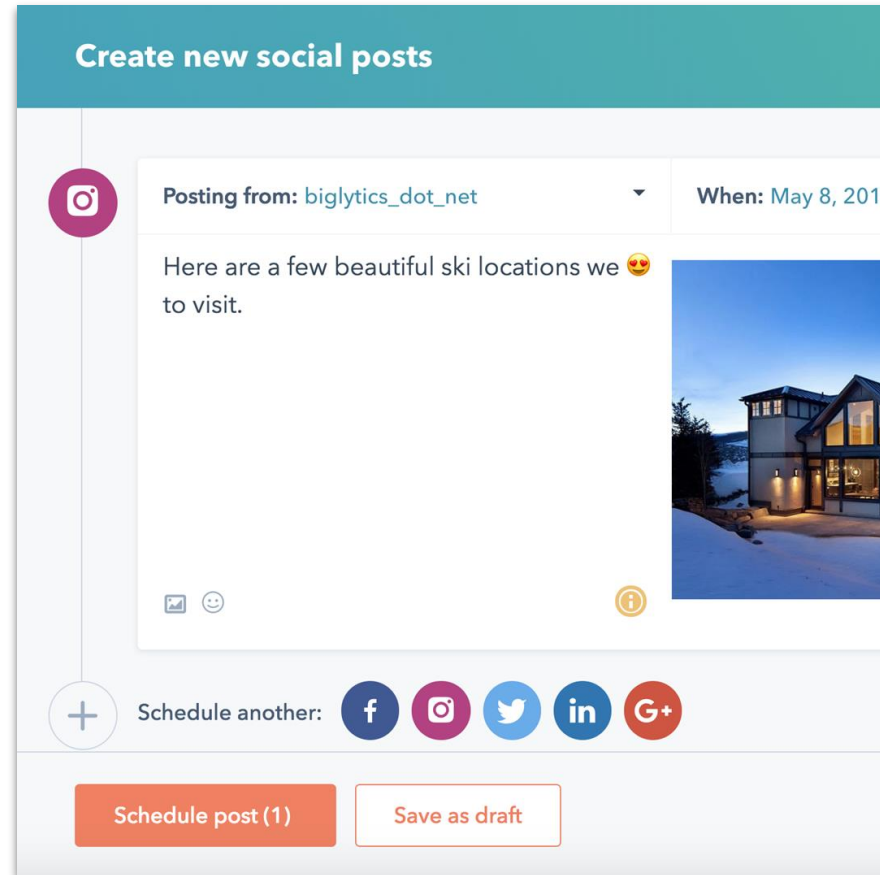
- Modernized UI
- Faster & More Accurate
- GDPR Compliance

Coming Soon

The screenshot shows a user interface for adding form fields. At the top, there is a dark blue header with a back arrow and the text 'Back to all forms'. Below the header, there is a 'Learn more' button with a dropdown arrow. The main content area is titled 'Add form field' and contains a search bar with a magnifying glass icon and a 'Create new' button. Below the search bar, there is a section titled 'Frequently used fields' with a dropdown arrow. This section displays a grid of form field options, each with a small icon and a label: 'First name', 'Last name', 'Email', 'Phone number', 'Street address', 'City', 'State/Region', 'Mobile phone nu...', and 'Company name'. The interface is clean and modern, with a light blue and white color scheme.

Faster, Easier, More Powerful.

- Integration with Shutterstock
- Refreshed interface
- More flexible Follow Me module



4.2 Billion

page views served YTD

\$131 Million

in ad spend YTD

2,500,000

Leads Synced from Lead Ads

165

Integrations

17.95 Billion

Contacts in HubSpot

3 second

Median Load Time

A dark smartphone is positioned vertically on the left side of the frame. In the center, an open notebook with blank, light-colored pages lies flat. To the right, a portion of a laptop keyboard is visible, showing keys like 'Q', 'W', 'E', 'R', 'T', 'Y', 'U', 'I', 'O', 'P', 'A', 'S', 'D', 'F', 'G', 'H', 'J', 'K', 'L', 'Z', 'X', 'C', 'V', 'B', 'N', 'M', and function keys. The background is a dark, textured surface.

So what?

It took us time to
nail the foundation.

It took us time to develop
modern infrastructure.

Now we're poised to
help you, and clients,
grow faster than ever.

Refining, Modernizing, and Supercharging



Marketing Free & Starter

How many of you lose contact with deals you don't win?

Early marketers want to see
Proof over Pitches

We see two types coming to Marketing Free:

Growth Gary

- Small company/startup
- Possibly no marketers, or single-marketer
- Budget-conscious, but willing to use paid tools

Marketing Michelle

- Small to Mid-Market
- Possibly one marketer, but likely a team
- Willing to pay for marketing software and services

Free to Flywheel



Marketing Free

Helping Marketers Convert Leads

- Lead Flows
- Free Forms
- Analytics Dashboard
- List Segmentation
- Conversations
- Contact Timeline
- Lead Ads
- Prospects
- Kickback Email

Coming Soon

Built for marketers to drive more engagement
Marketing Starter

Marketing Starter

Helping Marketers Generate Engagement

- Lead Flows
- Free Forms
- Analytics Dashboard
- Email [New](#)
- Bots in Conversations [New](#)
- Contact Timeline
- Lead Ads
- Prospects
- Simple Email Automation [New](#)

Marketing Basic *Helping Marketers Grow with Content*

Marketing Professional *Helping Marketers Automate to Scale*

Marketing Enterprise *Helping Advanced Marketers Grow*

 Let's jump into new products 



Refining, Modernizing, and Supercharging

SEO

State of SEO

Social vs. SEO

Quality > quantity

Intent-based search



State of SEO

Social vs. SEO

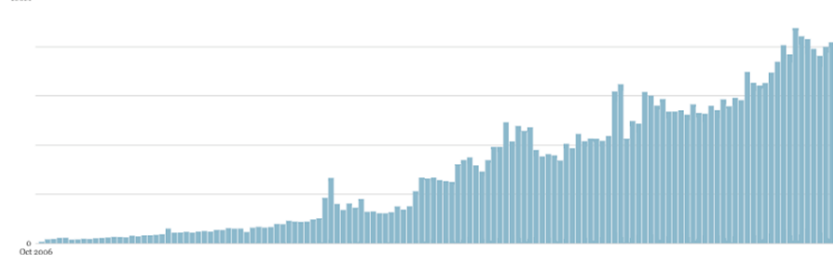
Quality > quantity

Intent-based search

Posts

The number of posts published from blogs we host here on WordPress.com, both on subdomains and their own domains, or externally-hosted blogs that use our Jetpack plugin and are part of our network.

200M



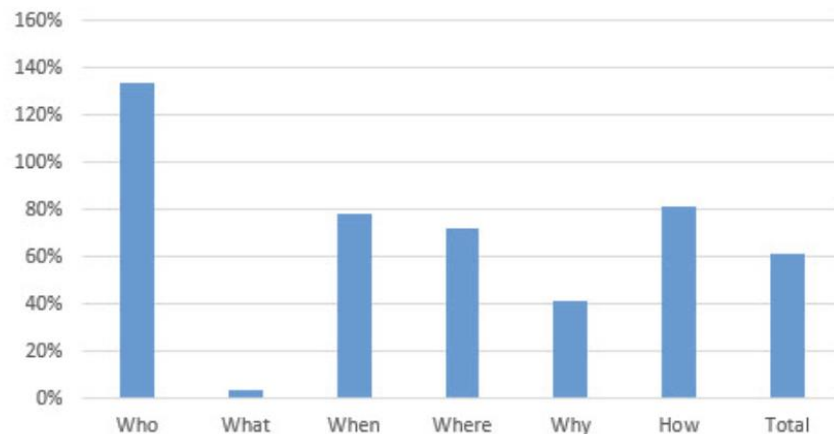
State of SEO

Social vs. SEO

Quality > quantity

Intent-based search

Growth in Question Phrases Year over Year



367

Total Keywords

1,000

Keyword List

\$12.26

Estimated Savings

Keywords will be sunset May 2018

Due to the changing nature of SEO technology and search, this report will not be available as of May 30, 2018. Please consider using the [Content Strategy](#) tool to track your keywords. You can also export all your keywords into our partner SEMrush's Position Tracking tool as an alternative [here](#).

FIRST:

You've likely heard we're
sunsetting Keywords

51

Keywords Ranked in Top 3

69

Keywords Ranked in Top 10

73

Contacts from Organic Last 30 Days

Manage campaigns

Choose topics that help you get more contacts and customers.

Set your location

Set country for calculating rank data. Currently set to *United States*.

Export these keywords

Download your keywords as an XLS or CSV file to open in programs like Excel.



Actions



All Keywords



From all campaigns



Search...



google

Added Nov 9 2015

101,000,000

0

99

\$1.06



airbnb

Added Nov 23 2015

6,120,000

0

99

\$0.33



starbucks

Added Nov 9 2015

5,000,000

0

98

\$0.29

Let's talk about
Content Strategy

Hey yo, it works.

Easier to Get Started

- Turn existing content into topics
- Instantly show optimizations
- Spend less time organizing, more time creating

Content Strategy Setup

AUDIT WEBSITE CONTENT

Review your sample topic

Part of your website was audited and grouped based on topics. The columns show sample topic clusters that you can start with. [What are topic clusters?](#)

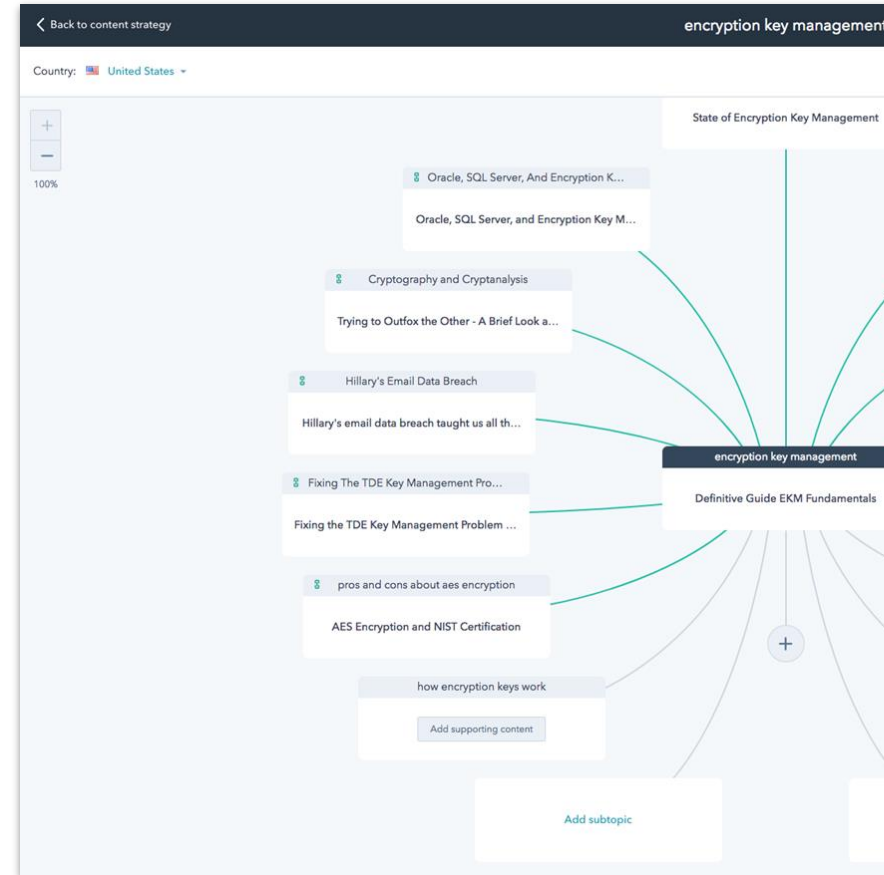
Use the checkboxes to select which columns you'd like to keep. You'll be able to edit these ones after you save them.

<input checked="" type="checkbox"/> Save this topic cluster	<input checked="" type="checkbox"/> Save this topic cluster	<input checked="" type="checkbox"/> Save this topic cluster
PILLAR PAGE	PILLAR PAGE	PILLAR PAGE
<div>water damage</div> <div>https://www.blackmonmooring.com/nor... External URL</div>	<div>spring cleaning</div> <div>https://www.blackmonmooring.com/cate... External URL</div>	<div>property owner</div> <div>https://www.blackmonmooring.com/cons... External URL</div>
SUPPORTING CONTENT	SUPPORTING CONTENT	SUPPORTING CONTENT
<div>water damage</div> <div>https://www.blackmonmooring.com/bastr... External URL</div>	<div>regular cleaning</div> <div>https://www.blackmonmooring.com/clea... External URL</div>	<div>entire process</div> <div>https://www.blackmonmooring.com/com... External URL</div>
<div>water damage</div> <div>https://www.blackmonmooring.com/shaw... External URL</div>	<div>deep cleaning</div> <div>https://www.blackmonmooring.com/2016... External URL</div>	<div>decades of experience</div> <div>https://www.blackmonmooring.com/com... External URL</div>
<div>water damage</div> <div>https://www.blackmonmooring.com/selm... External URL</div>	<div>regular cleaning</div> <div>https://www.blackmonmooring.com/clea... External URL</div>	

< Previous Cancel

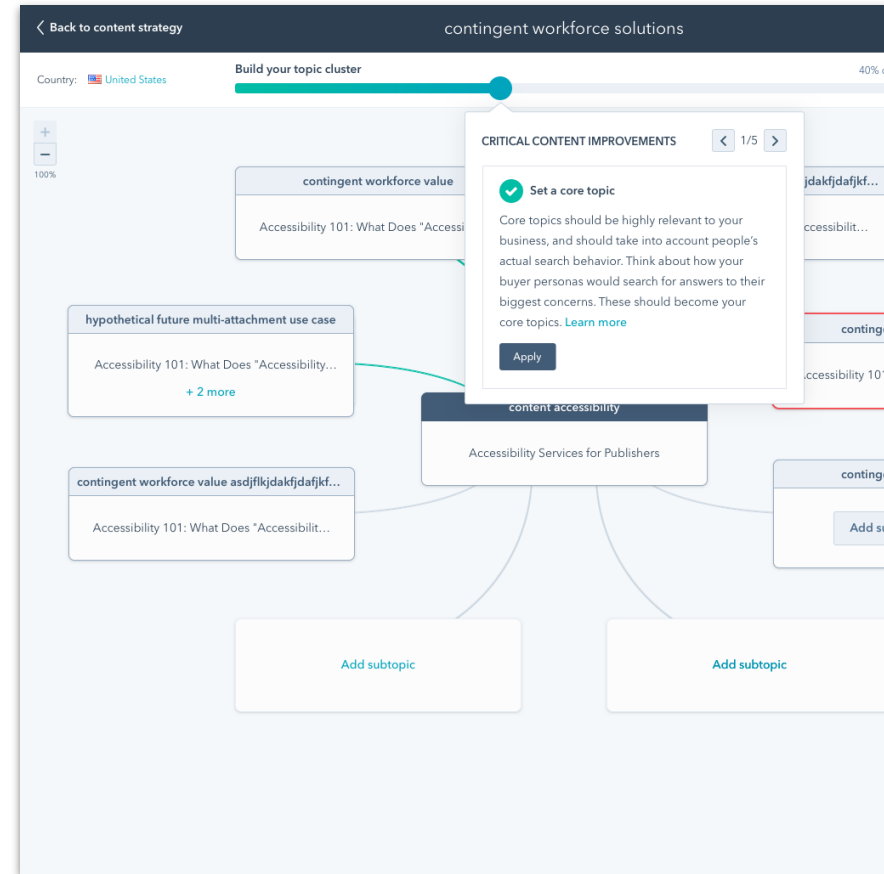
Easier to Understand

- Refreshed interface
- New pillar page templates



Easier to Execute

- Step-by-step instructions
- Track your, or your clients, progress



If you're not doing this, head to the content & social session.

If you can't make it, email me: nholland@hubspot.com



Refining, Modernizing, and Supercharging

Content

State of Content

Ease of use

Point solutions

Static experiences



Wix.com

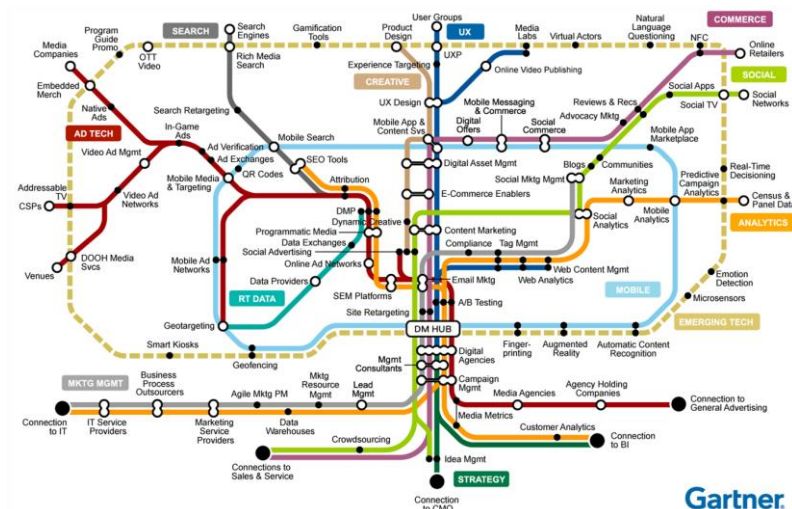
WordPress Gutenberg

State of Content

Ease of use

Point solutions

Static experiences



State of Content

Ease of use

Point solutions

Static experiences

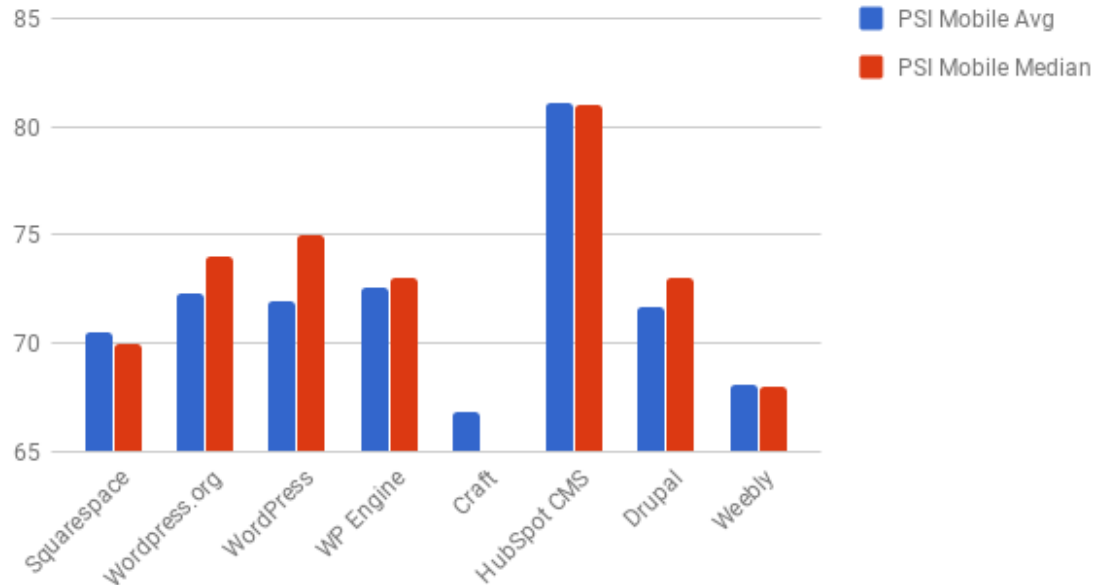


The Professional Marketer's CMS.

- Fast, secure, designed to scale.
- More flexible than ever.
- Built for marketers.
- Still easy to use.

HubSpot CMS is the fastest

Mobile PageSpeed Insights Scores



HubSpot CMS is the most secure

\$100,000

Paid in bug bounty program

48

Active Security Testers



99.999%

Uptime for customers hosting their content

Drag-and-drop

- Easily reorder modules on a page
- Drag images directly into page content

Layout Drag & Drop Playground

Bla bla bla, playground fun or something... and cupcakes?

> **Style knobs**

▼ **Grid and outlines**

Grid lines ☐

Row outline ☒

Column outline ☐

Hover debug ☐

ID/meta info ☒

▼ **Draggable boxes**

Text

Image
(200×300)

Image
(400×200)

Image
(200×200)

Note in some limited cases, you can drag in images from other web pages. Currently this only works if the drag source provides a URL which ends in a standard image extension (e.g. .img).

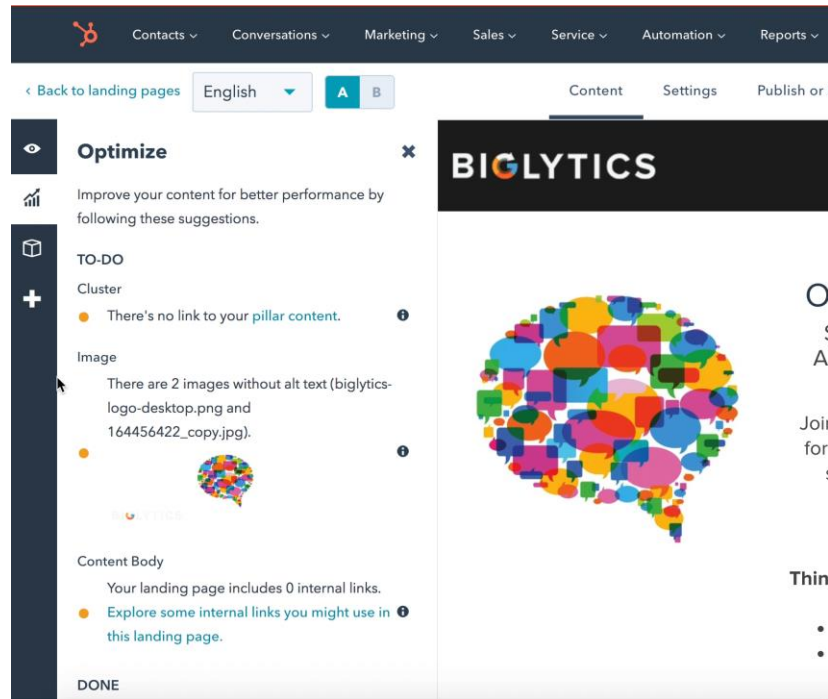
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

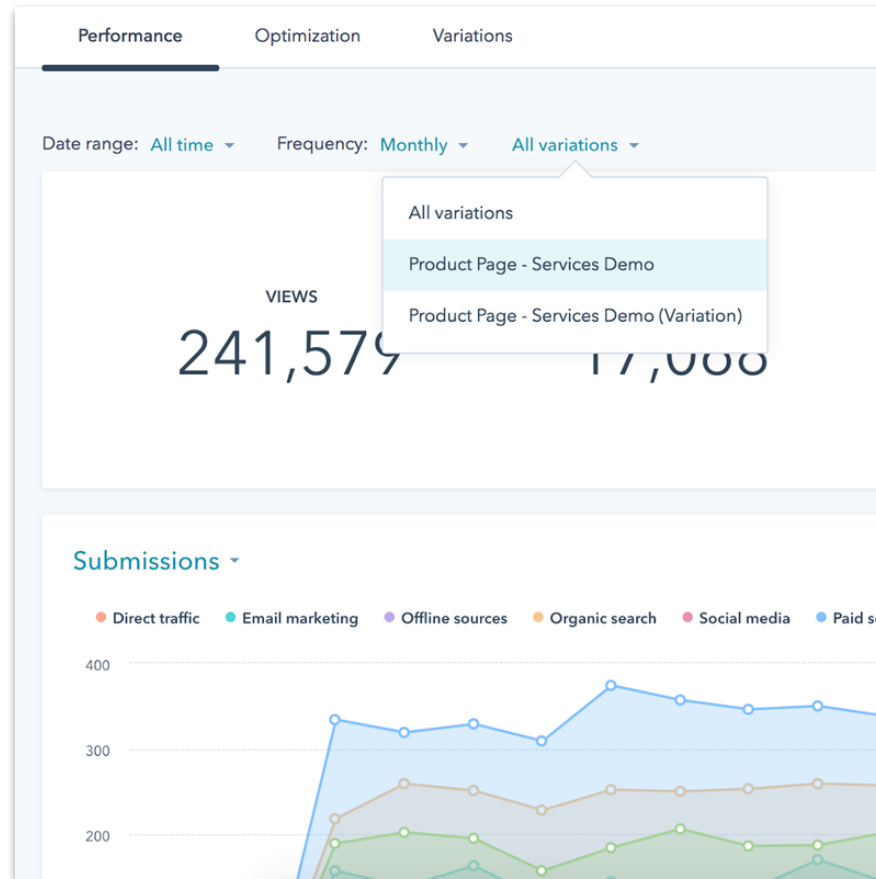
Updated SEO Panel

- Tie content to topics
- Improve internal-linking
- Relevant on-page SEO advice



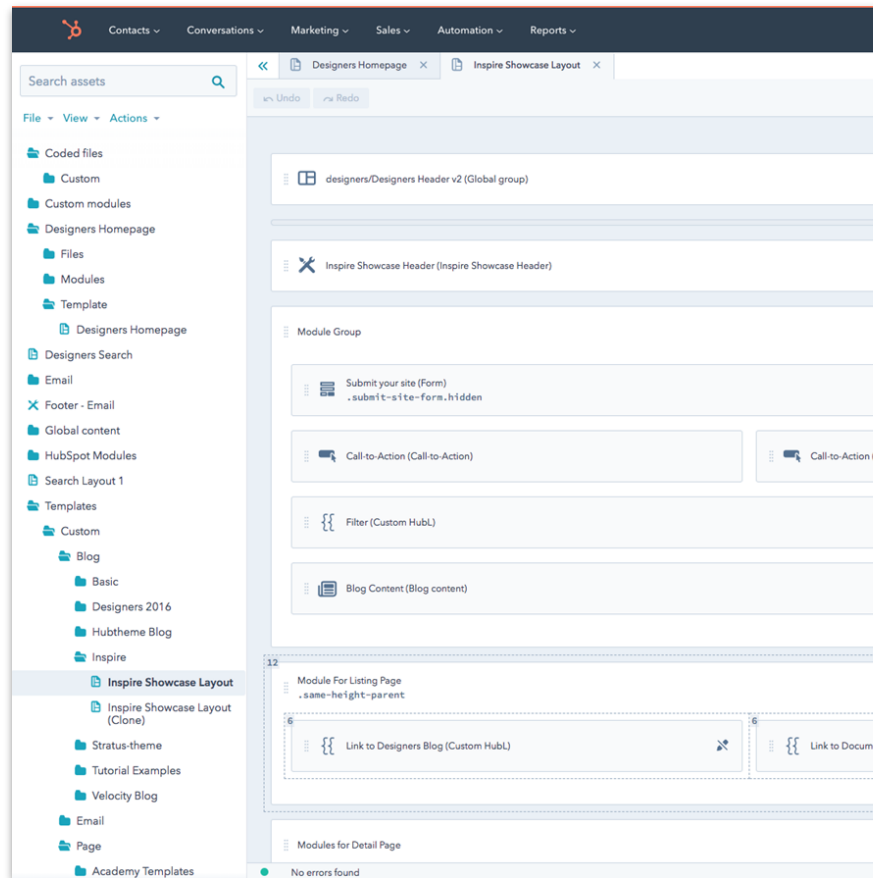
A/B Testing For All Pages

- A/B Test LP and Website Pages
- Same reporting interface
- In beta today



New Design Manager

- New file organization by folder
- Easily repeat/clone modules
- New code editor that combines CSS, JS, and HTML/HubL for self contained modules



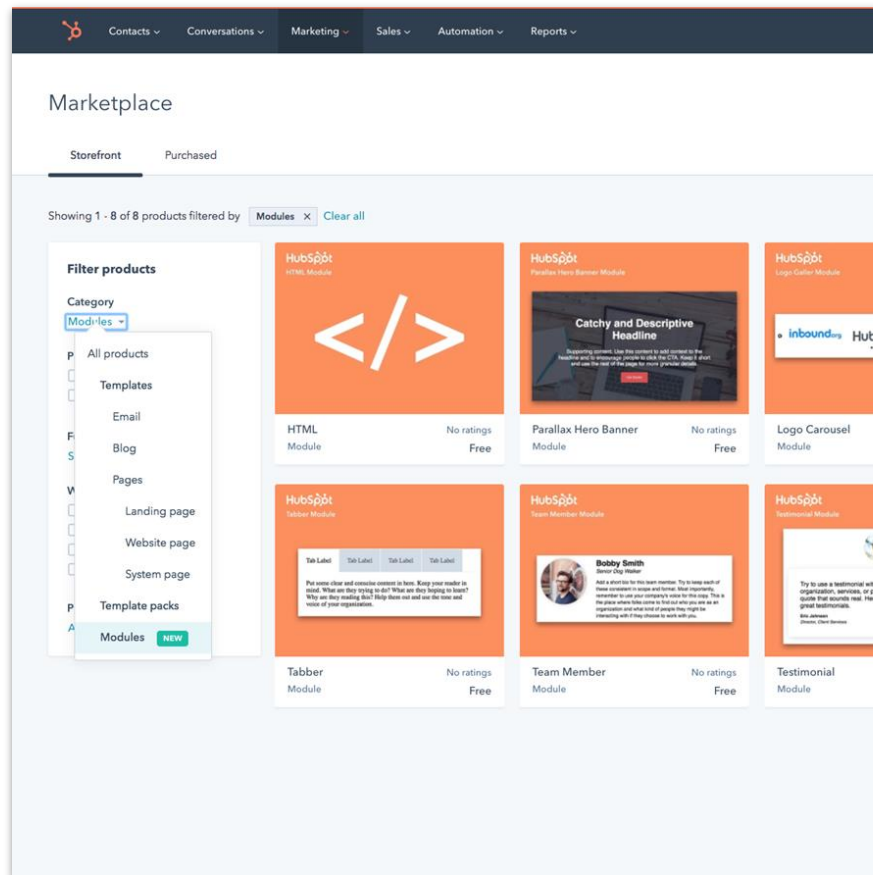
Introducing: Luke Summerfield

CMS Developer Evangelist



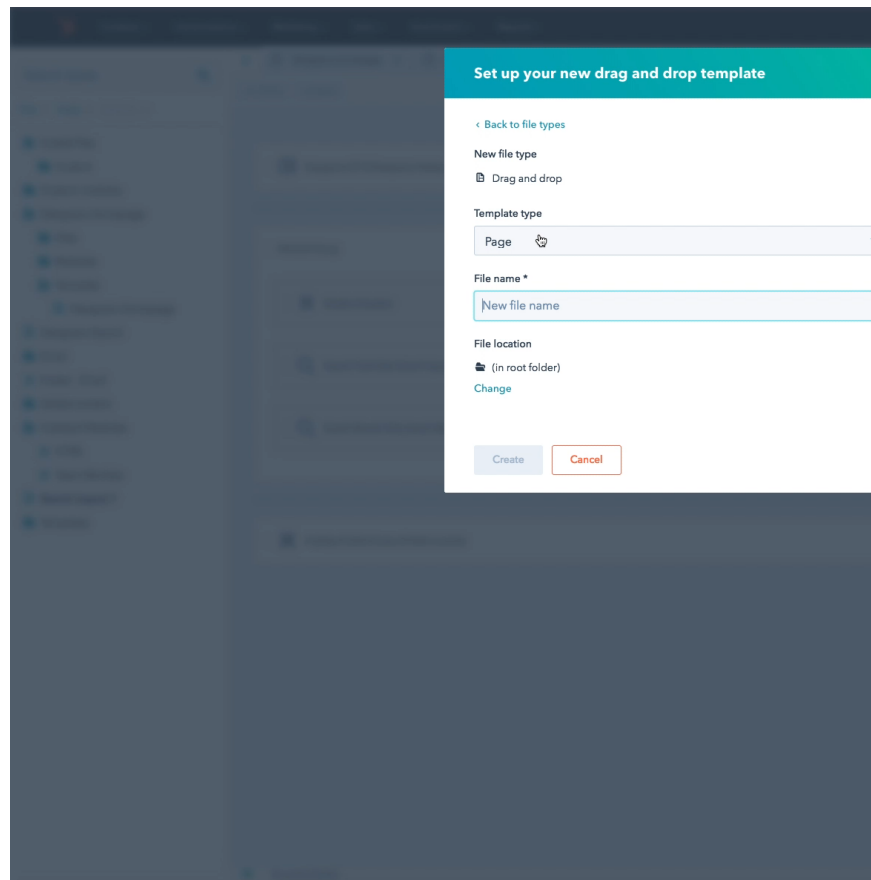
Module Marketplace

- Download and plug-in modules
- HubDB supported modules
- Create a new revenue stream for your agency building and selling modules



Site Search

- Free search module
- Instantly indexes content
- Serve results directly from your domain



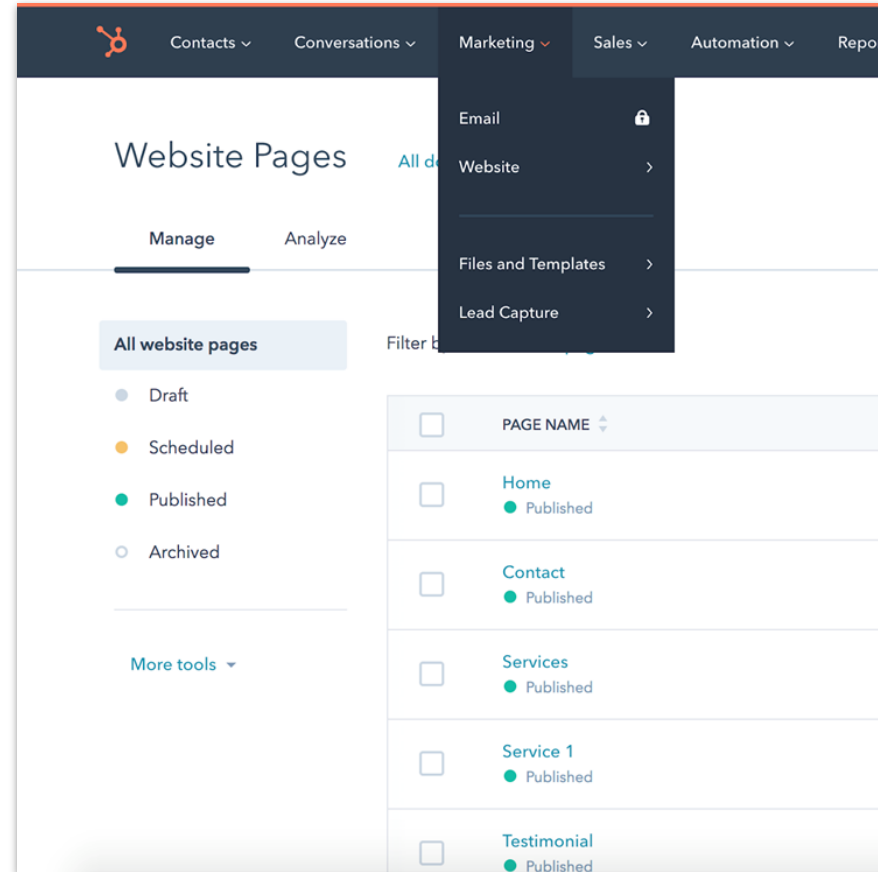


OH?

Standalone CMS

Alpha

- CMS for Professional Marketers
- Mid-market, \$300/mo
- Seamlessly integrated with CRM



To Sign Up For The Alpha
bit.ly/CMS-alpha



Refining, Modernizing, and Supercharging

Video

State of Video

Video dominates traffic

Video measurement is hard

Types of videos are
expanding

80%

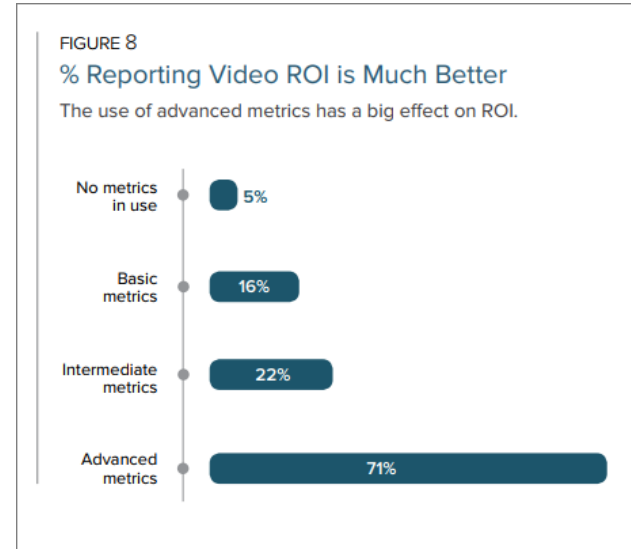
of the world's internet traffic
will be video by 2019

State of Video

Video dominates traffic

Video measurement is hard

Types of videos are expanding

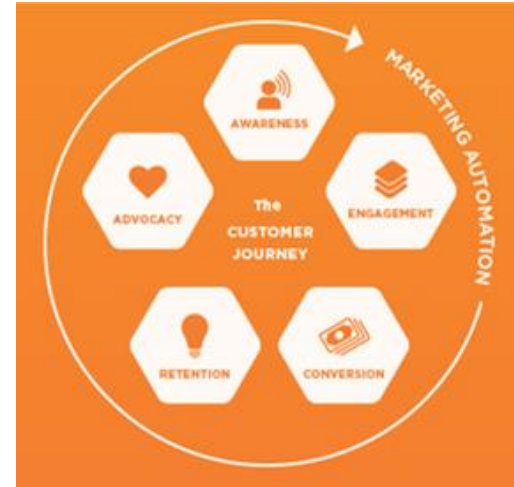


State of Video

Video dominates traffic

Video measurement is hard

Types of videos are
expanding



Coming INBOUND 2018

Introducing Video



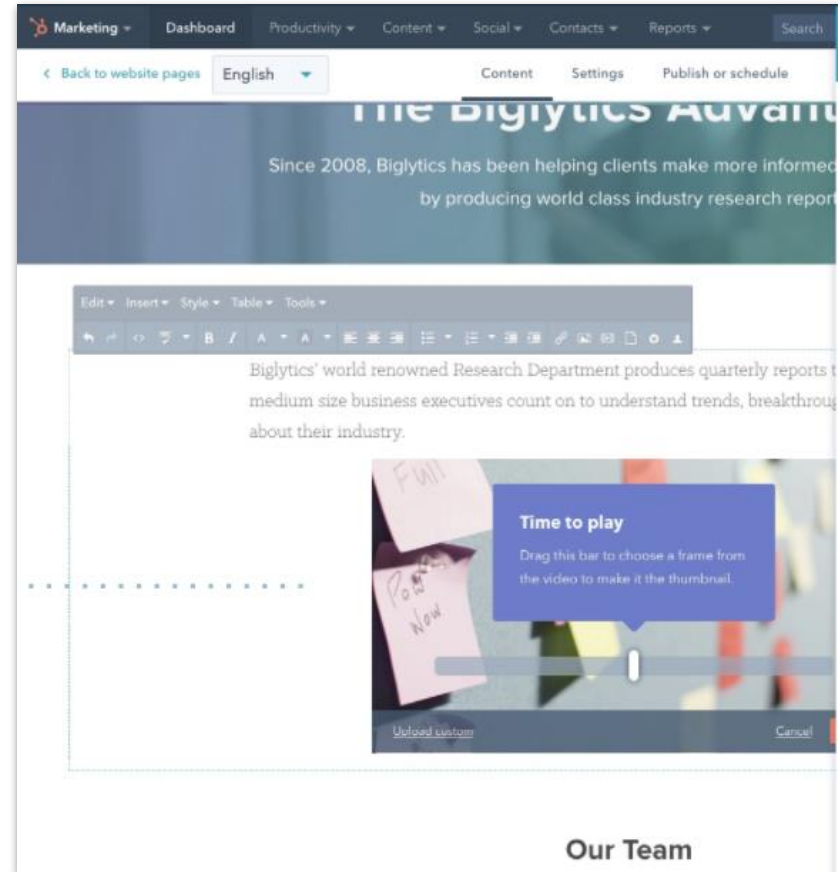
Marketing Hub

Sales Hub

Services Hub

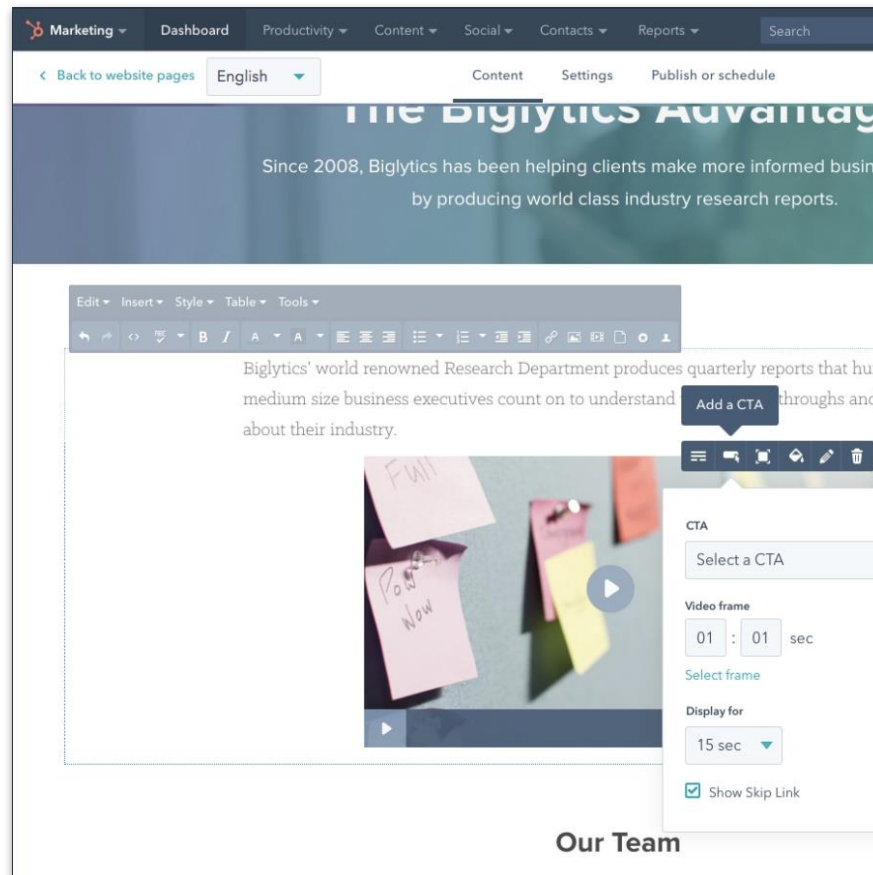
Video in Marketing Hub

- Seamless editor integration
- Embedded player within HubSpot
- Tailored to device, and bandwidth to serve optimal video



CTAs in Videos

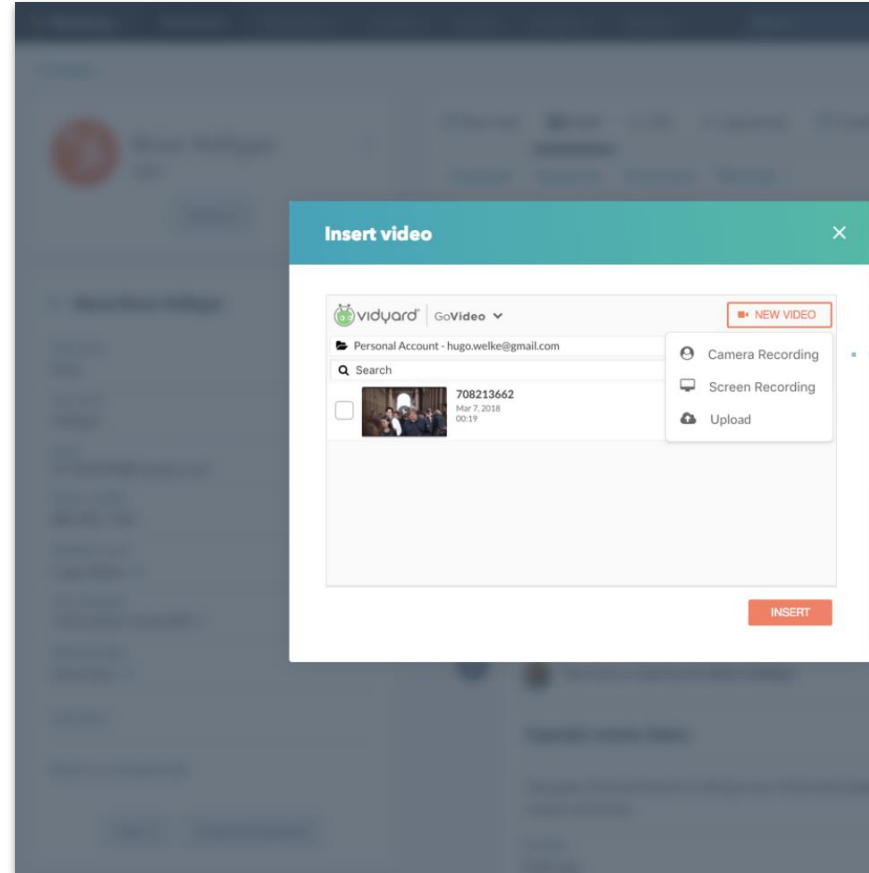
- Easily add HubSpot CTAs
- Choose when, and where to show
- Get analytics on how the CTA performed



The screenshot displays the Biglytics website editor interface. At the top, there's a navigation bar with tabs for Marketing, Dashboard, Productivity, Content, Social, Contacts, and Reports. Below this, a sub-navigation bar includes links for Back to website pages, English, Content, Settings, and Publish or schedule. The main content area features a header with the text "The Biglytics Advantage" and a paragraph stating, "Since 2008, Biglytics has been helping clients make more informed business decisions by producing world class industry research reports." Below the header, there's a video player showing a video of sticky notes. A "Add a CTA" button is visible above the video player. To the right of the video player, a "CTA" panel is open, showing a "Select a CTA" dropdown, a "Video frame" timer set to 01:01 sec, a "Select frame" link, a "Display for" dropdown set to 15 sec, and a checked "Show Skip Link" checkbox. The video player itself has a play button and a progress bar. The text "Our Team" is visible at the bottom right of the editor area.

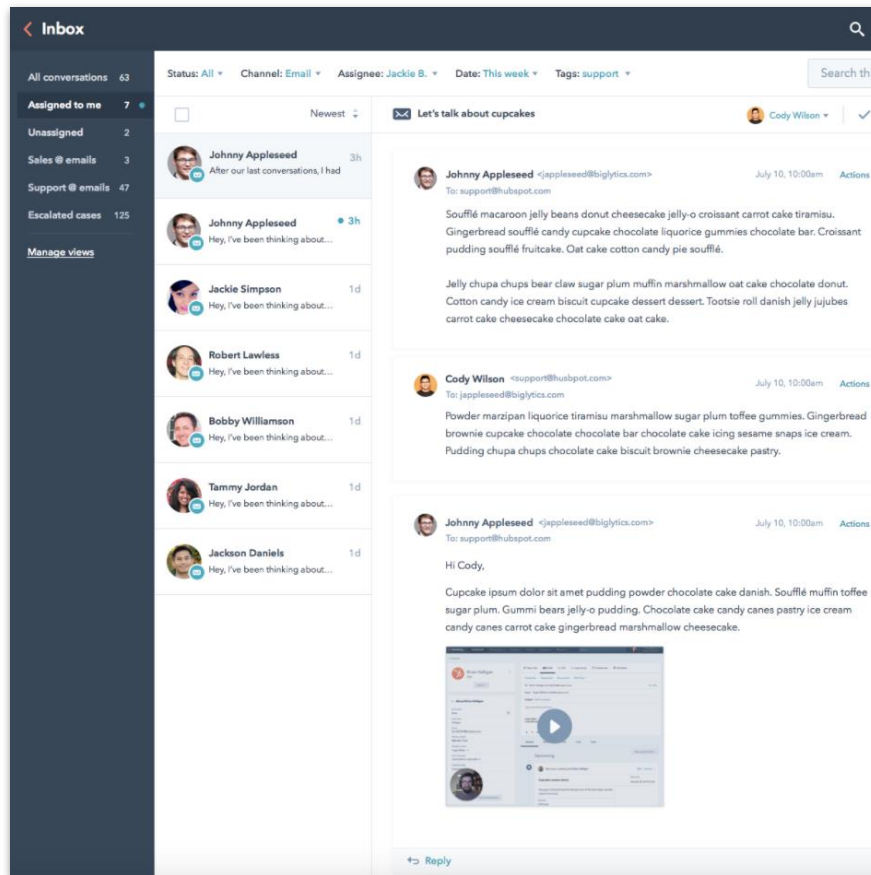
Video in Sales Hub

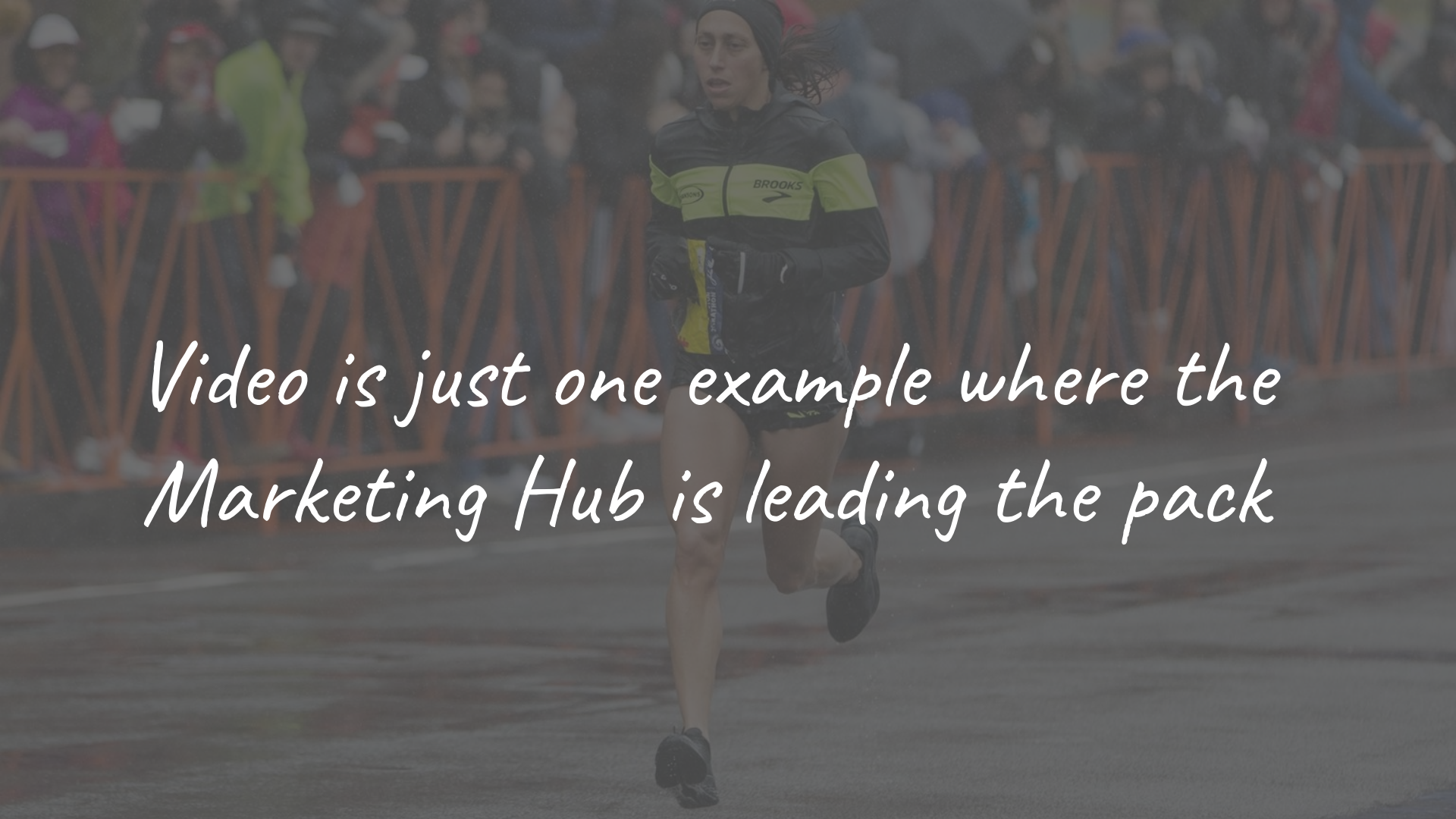
- 1:1 Video with screen recording
- Accessible from contact record
- Interactions & engagement in the timeline



Video in Services Hub

- Hosted Video in Knowledge Base
- 1:1 Video for Service Reps within conversations and tickets



A female marathon runner is captured in motion, running on a paved road. She is wearing a black and yellow Brooks running jacket, black shorts, and a black headband. Her expression is focused, and her hair is tied back. In the background, a crowd of spectators is visible behind an orange plastic safety barrier. The scene is slightly blurred, suggesting movement and a candid moment during a race. The overall lighting is soft, possibly from an overcast day.

*Video is just one example where the
Marketing Hub is leading the pack*

To Sign Up For The Alpha
bit.ly/Video-alpha



Refining, Modernizing, and Supercharging

Social

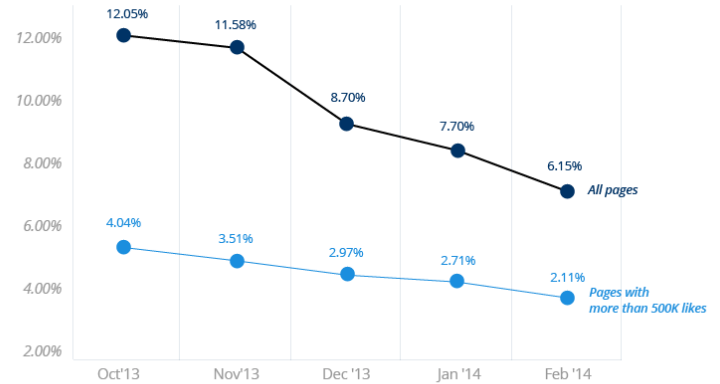
State of Social

Pay to play

Video is more important

Emergence of Ads & Messenger

Average Organic Reach of Content Published on Brand Facebook Page



State of Social

Pay to play

Video is more important

Emergence of Ads & Messenger



State of Social

Pay to play

Video is more important


Emergence of Ads &
Messenger



Introducing Instagram

- Publish directly to Instagram
- Measure engagement
- Respond to comments directly from HubSpot

Create new social posts



Posting from: biglytics_dot_net

When: Apr 27,

Here's how Big Data Analysts should fit into your business structure. Who do they report to in your business?

A NEW ORGANIZATIONAL
Smart, connected products require functions with structures that are rapidly evolving. A new functional unit focused on ongoing product development.

Led by a chief data officer, handles enterprise-wide data aggregation and analysis, supports the functions' analytics, and shares information and insights across the firm.


IT ↔ R&D




Deep collaboration reducing the new need for IT to product development, may lead to IT teams embedded in R&D or product design teams with IT representation.

TRADITIONAL FUNCTION (blue box)
NEW FUNCTION (orange box)

UNIT OF ORG.

SOURCE: MICHAEL E. PORTER AND JAMES E. HEWLETT
FROM "HOW SMART, CONNECTED PRODUCTS ARE



Schedule another:   

Schedule post (1)

Save as draft

#PARTNERDAY18

Support for Multiple Accounts

- Track & report on performance
- Create multi-account audiences
- Deploy selected pixel

Ads

Campaigns

Audiences

Analyze

Accounts: 2 accounts selected

Date: Last 30 days

Campaign Status: Enabled

Clear filter

- ☐ Mindsprout
- ☒ Mindsprout
- ☒ Catbound

Across all networks

0%

CLICKS

0

CAMPAIGN NAME

ACCOUNT NAME

TYPE



APRIL IS BIG DATA MONTH
Enabled

Catbound

Lead



Canvas Tracking
Enabled

Catbound

Com



Guide to Nonprofit Career
Enabled

Mindsprout

Link

Social Calendar

- See where you have social gaps
- Drag-and-drop posts across days

Social Media

Monitoring

Publishing

Reports

Settings



All accounts ▾

All campaigns ▾

Month

Week

Day

May 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
29	30	1	2	3
				HubSpot HubSpot HubSpot HubSpot
6	7	8	9	10
HubSpot Español - 4:22 pm HubSpot User Group Toky	HubSpot France - 1:39 am HubSpot France - 2:01 am HubSpot France - 3:39 am	HubSpot France - 1:44 am HubSpot France - 2:17 am HubSpot France - 3:36 am	HubSpot Español - 3:48 pm	
	7 more	7 more		
13	14	15	16	17
HubSpot User Group Toky		HubSpot - 10:00 am HubSpot - 10:00 am	KOSYKES - 6:25 pm Stefano Gasbarrino - 6:25 p J Gonzalez - 6:25 pm	HubSpot HubSpot

#PARTNERDAY18

THIS YEAR

8B

MESSAGES BETWEEN PEOPLE
AND BUSINESSES EACH MONTH



THIS YEAR

300,000

MONTHLY ACTIVE BOTS

Messenger & HubSpot

- Simple bot and menu setup
- Setup a persistent menu
- Integrated Messenger analytics




Greeting ⓘ

Engage, teach and inspire through the power of rock & roll - helping music fans make connections to their favorite Inductees and artists in Cleveland

1

Menu

Have commonly asked questions (ex. business hours or contact us) on Messenger? Get ahead of these with a smart preset menu.

PLAN MY VISIT	
WHO'S IN	
STAY CONNECTED	

Preview

Greeting

Chat



Rock & Roll Hall

History Museum

649,580 people like this

Typically replies instantly

Engage, teach and inspire through the power of rock & roll - helping music fans make connections to their favorite Inductees and artists in Cleveland or on

When you tap Get Started, Rock & Roll Hall of Fame will see your public information

Get Started

Messenger Conversion Flows

- Add “Message Us” CTAs
- Send content through Messenger
- Conversations & Contacts automatically sync to CRM

< Back to Messenger flows

Select a Messenger flow type



Content offer

Deliver an ebook, white paper, or other piece of content



Event or Webinar

Register people for your event or webinar and send them all the information they need to attend.

COMING SOON



M2

Information
0 people like



Hi [First Name], I'm so interested in our offer.



Before I send it along, email address?



Perfect. I don't want you on other offers that you. What's your job title?



Thanks! Here's a link to the offer.

Send a message...

Go Try Messenger In Your Account
bit.ly/PD-Messenger

*Here's what I want you
to take away:*

- Rebuilt from the ground-up with **hundreds of improvements** to help you go faster.
- We heard you. You've been asking about **GDPR**, and **Cross Object Reporting** and **we've got you covered**.
- We've added more value into Marketing Free & Starter so you can **grow with us**.
- A ton of new features like **Instagram**, **Design Manager**, Site Search, **Messenger** and more to help you adapt, win clients, and **grow better**.
- We're working on **HubSpot CMS** that can be **purchased on it's own**.
- **Video** is coming to **Marketing, Sales, and Service Hub** this year!

The background is a solid orange color. There are several abstract circular shapes: a small solid circle on the left, a large solid circle at the bottom left, and a series of concentric circles on the top right.

THANK YOU