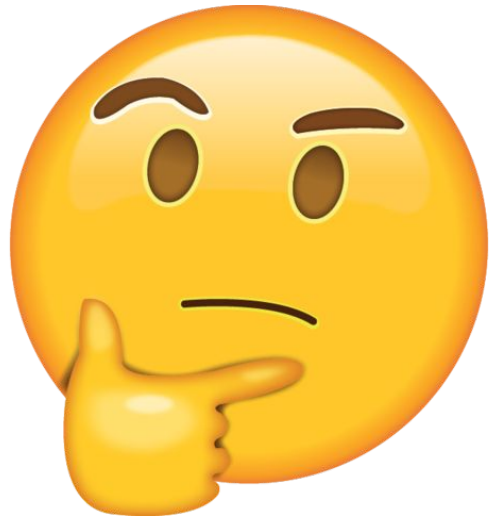


The background is a solid orange color. There are several large, semi-transparent, concentric circular shapes in a lighter shade of orange. One set of concentric circles is in the top right corner, and another is in the bottom left corner. The text is centered in the middle of the slide.

# Flexing HubSpot's Marketing Muscle: Using Our Reach to Amplify Your Brand, Product, and Integration

# Co-Marketing with HubSpot

What the heck is co-marketing?



# OUTLINE

- What is Co-Marketing
- Overview
- Examples
- Audience Reach
- Requirements
- What We Look for



# Go Behind The Lyrics



GENIUS



FALL / WINTER 2017 COLOR PALETTE

## Color Your Room

We've partnered with the trusted paint experts at Sherwin-Williams to create seasonal palettes that coordinate with our latest collections.

**SHERWIN-WILLIAMS.**

**\$15 OFF\* YOUR PURCHASE OF \$75 OR MORE**

**GET COUPON**



Extra White SW 7006



Rosy Outlook SW 6316



Ceiling Bright White SW 7007



Enchant SW 6555



Alabaster SW 7008



Beguiling Mauve SW 6269



Bungalow Beige SW 7511



Deepest Mauve SW 0005



**SHERWIN-WILLIAMS®**

**POTTERY  
BARN**

**What is co-marketing?**

# What makes co-marketing collaborations successful?

1. Shared persona
2. Leverages both partners expertise or product
3. Maximizes the reach of the campaign
4. Offers something of value



The background is a solid teal color. In the top-left corner, there is a large, light-teal circle with a smaller, darker-teal circle inside it. In the bottom-right corner, there is a large, light-teal circle, a smaller, darker-teal circle above it, and a curved, light-teal arc at the very bottom right.

Who better to partner with  
than integration partners?

# What makes co-marketing collaborations successful?

1. Shared persona ✓
2. Leverages both partners expertise or product ✓
3. Maximizes the reach of the campaign ✓
4. Offers something of value



# HubSpot's Co-Marketing Program

# What is our co-marketing sweet spot?

- Content campaigns that target shared persona
  - Ebooks
  - Webinars
  - Templates
  - Interactive Content
  - Mixed Media Content
  - What's Next?

# Examples of Successful Campaigns

# Can Account-Based Marketing and Inbound Marketing Coexist?

Watch this LIVE conversation on how to do account-based marketing the inbound way on-demand.

[Watch the Video](#)





## 10 DATA-BACKED CONTENT MARKETING SECRETS TO USE IN 2018

The world of content marketing has changed. In 2018, consumers demand content in new mediums and search for information via new distribution channels.

But not all audiences seek or find content in the same way.

Unlock 10 data-backed secrets now to create an effective content strategy in 2018.

Unlock The Secrets

What's Inside?



# Four Days of Facebook

This past September 12-15, HubSpot teamed up with Facebook to deliver a four-day series of live video content. During the week we covered all the latest trends in social media and how you can better use Facebook to grow your business.

[View videos](#)

## Day 1

How Social Has Changed and What Marketers Should Do



## Day 2

Growing a Business in the New Age of Social



## Day 3

How Your Persona Uses Facebook and How to Reach Them



## Day 4

Making Sense of the Messaging Ecosystem



# HubSpot Audience Reach

# 10M+

Views Per Month Globally



**150+**

HubSpot user groups

HubSpot  
BLOGS

**4.5M+**

monthly visits

HubSpot  
Academy 

**149K+**

certified professionals

INBOUND

**21K+**

registered attendees

HubSpot  
CONNECT

**200+**

integrations



**6**

languages



**2.6M+**

social followers

growth<sub>HUB</sub>

**5K+**

profiles and counting

# What We Look for in Potential Partners



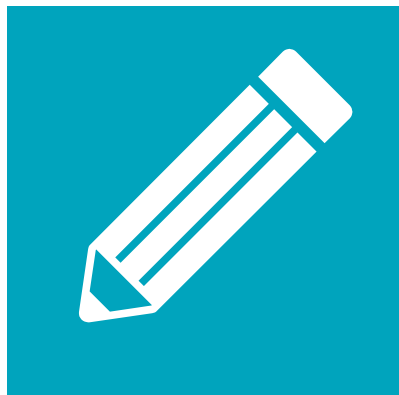
## The Right Persona

Large audience of marketing and/or sales professionals, mainly SMB (25-200 emp) that would be good fit leads for HubSpot paid/free marketing products



## Global Reach

Global audience outside of North America (EMEA, APAC, LATAM) and/or ability to translate and promote content into Spanish, Portuguese, German, Japanese, and French



## Content Experts

Remarkable, helpful and educational content to help marketers (blog, newsletters, social, offsite content, video, etc).



## Acquisition Goals

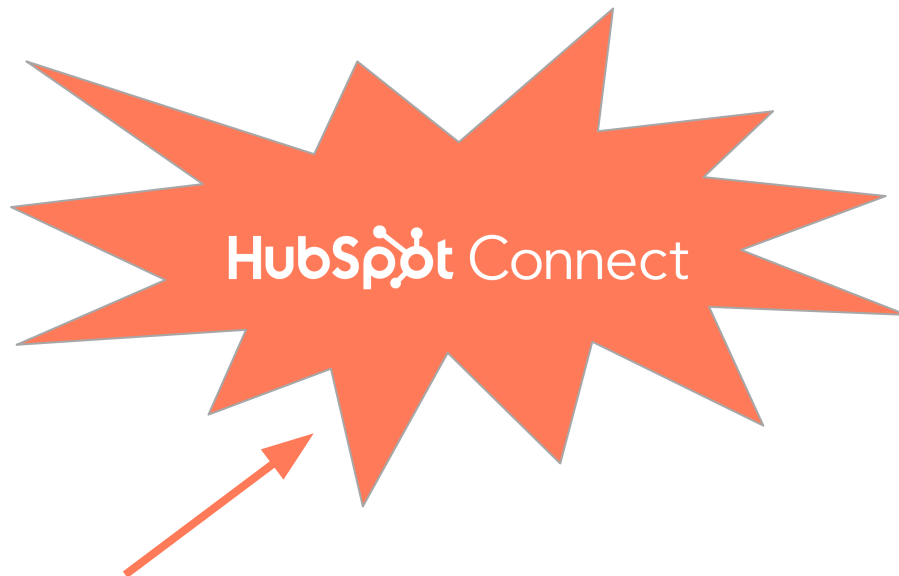
Partners that run campaigns to drive acquisition and promote top of the funnel content to support their sales funnel.





## Product Fit

Partners that have products our customers will find helpful to grow their businesses



## Product Fit

Partners that have products our customers will find helpful to grow their businesses



## Delightful

Partners that are delightful to work with and who are willing to split content creation 50/50 with HubSpot's Style Guidelines.

# How to Work With Us

# Steps to Starting a Co-Marketing Partnership

1. Redeem your Connect Partner benefits
  - a. <https://www.hubspot.com/integrations/partner-benefits>
2. Co-Marketing form
3. Introductory conversation
  - a. What are your goals?
  - b. Audience size and persona match
  - c. Content ideas and priorities
4. Begin campaign plans